

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

Headline results for each:

### **Go-Ahead bus company**

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)

# 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 key results for all Go-Ahead'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 Go-Ahead's bus company's services was sourced from ITO World, which collects and makes available the bus journey data shown by Traveline. Sampling design was conducted for each Go-Ahead bus company's routes. For each sample plan every timetabled journey for every bus route of that division was listed (except school bus services) and ascribed a value which took into account an adjustment for passenger turnover on longer routes.
- The list of that bus company's 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.

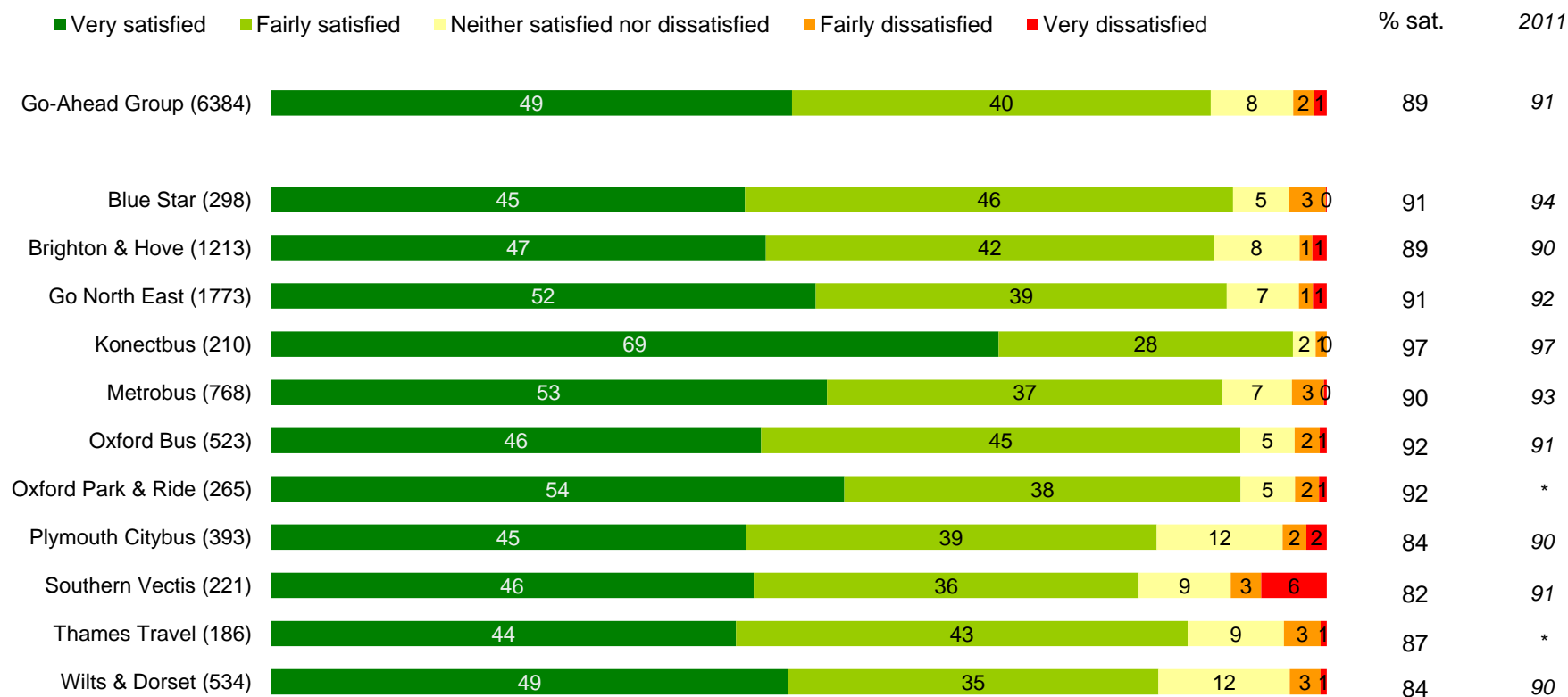
---

**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.**

# Overall satisfaction

## 1. Key measures – overall journey 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?

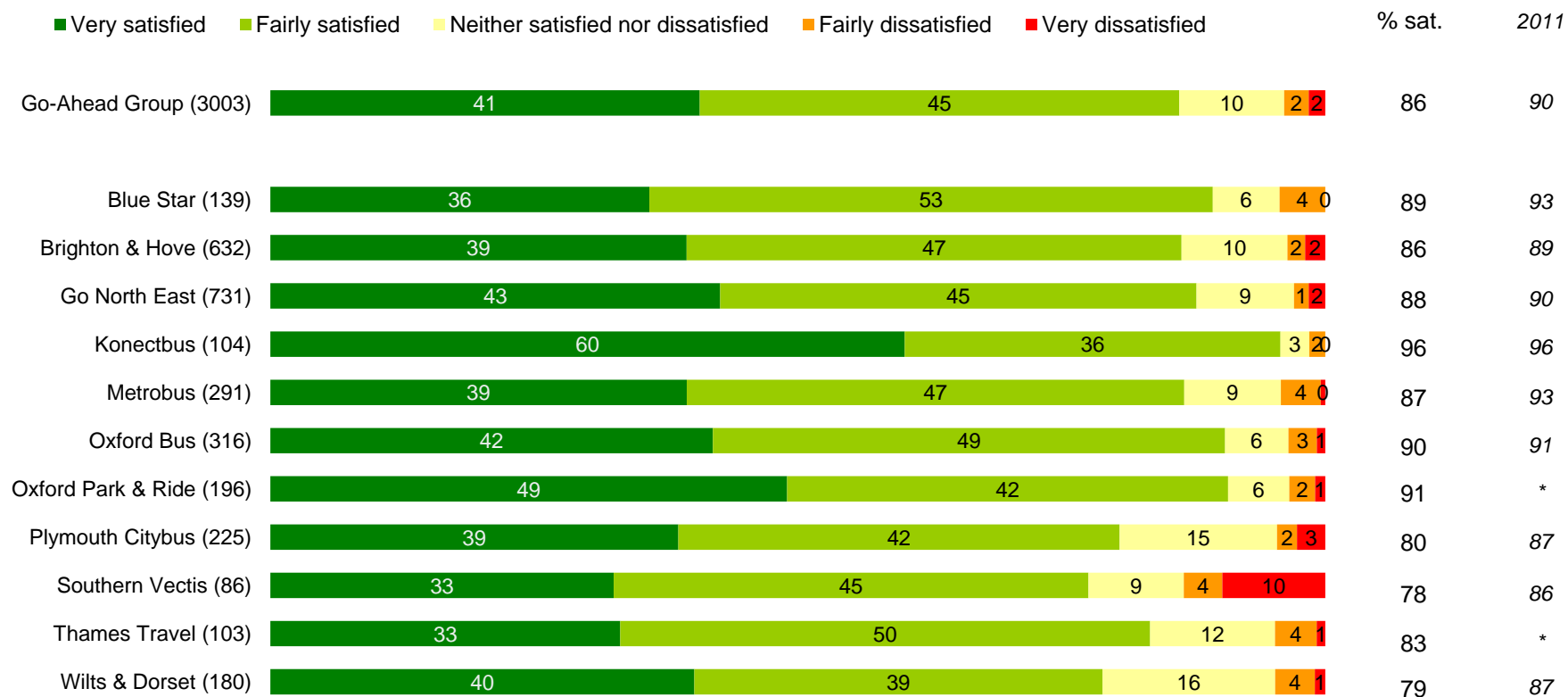
Base: All who gave a rating for this question

\*This area not surveyed in 2011

# Overall satisfaction

## 1. Key measures – overall journey satisfaction

### Fare payers



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

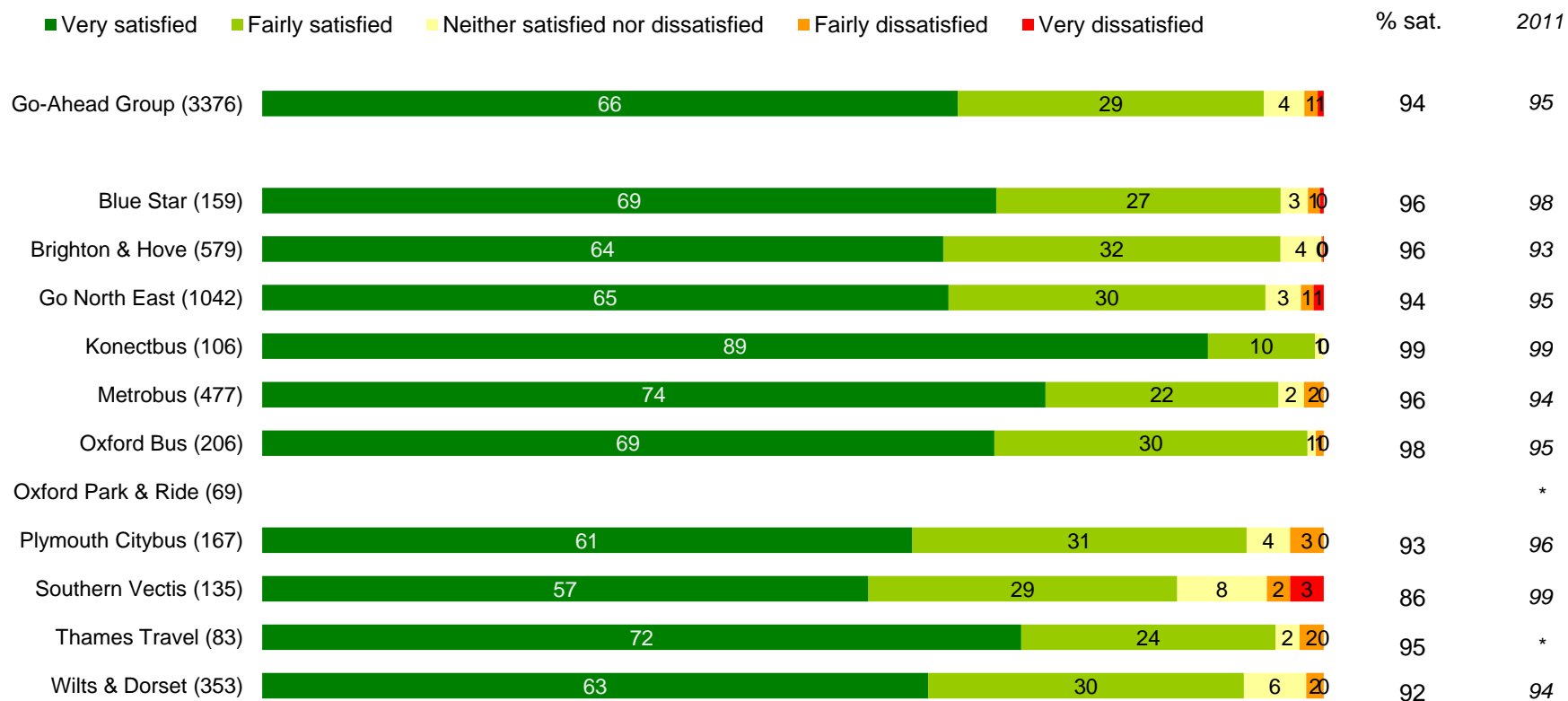
Base: All who gave a rating for this question

\*This area not surveyed in 2011

# Overall satisfaction

## 1. Key measures – overall journey satisfaction

### Free pass holders



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

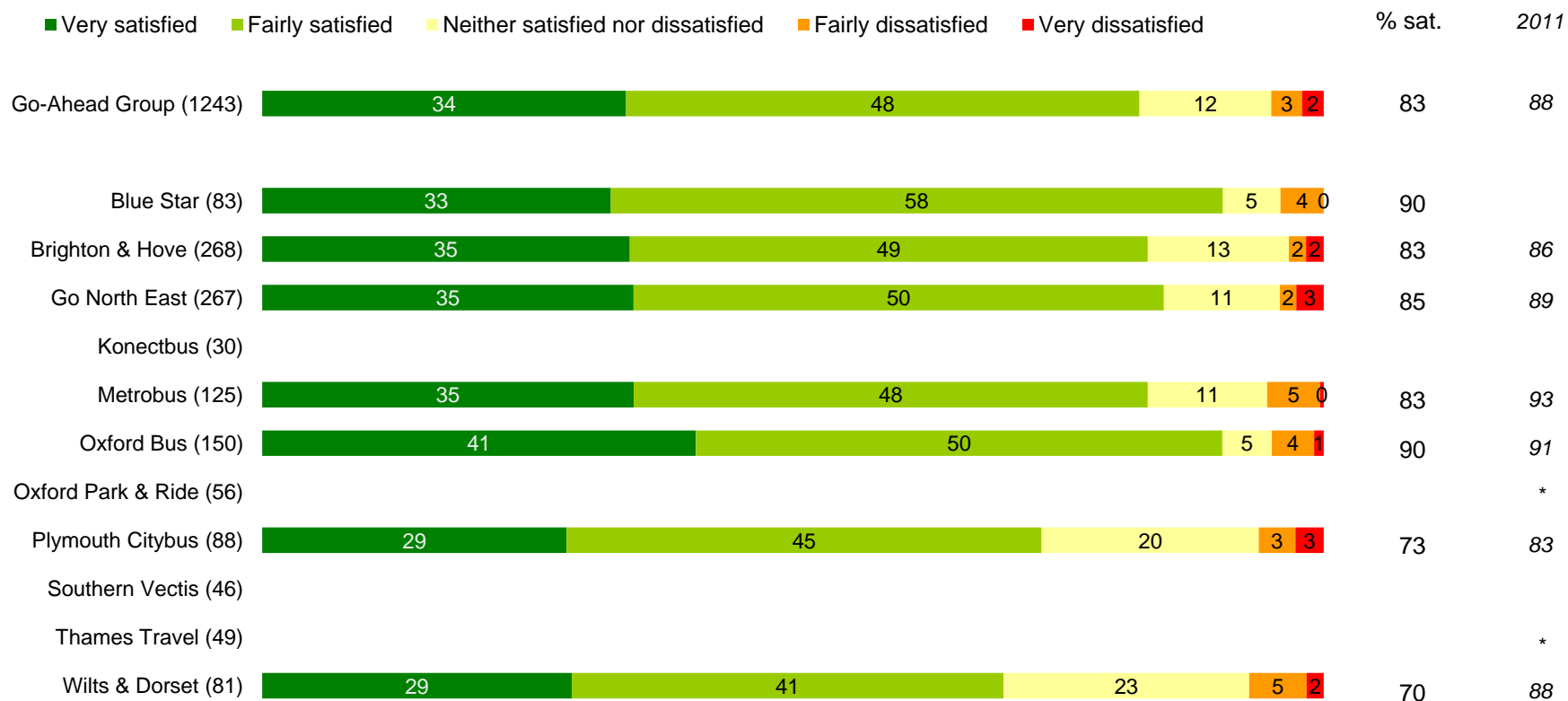
Base: All who gave a rating for this question

\*This area not surveyed in 2011

# Overall satisfaction

## 1. Key measures – overall journey satisfaction

### Those aged 16 - 34



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

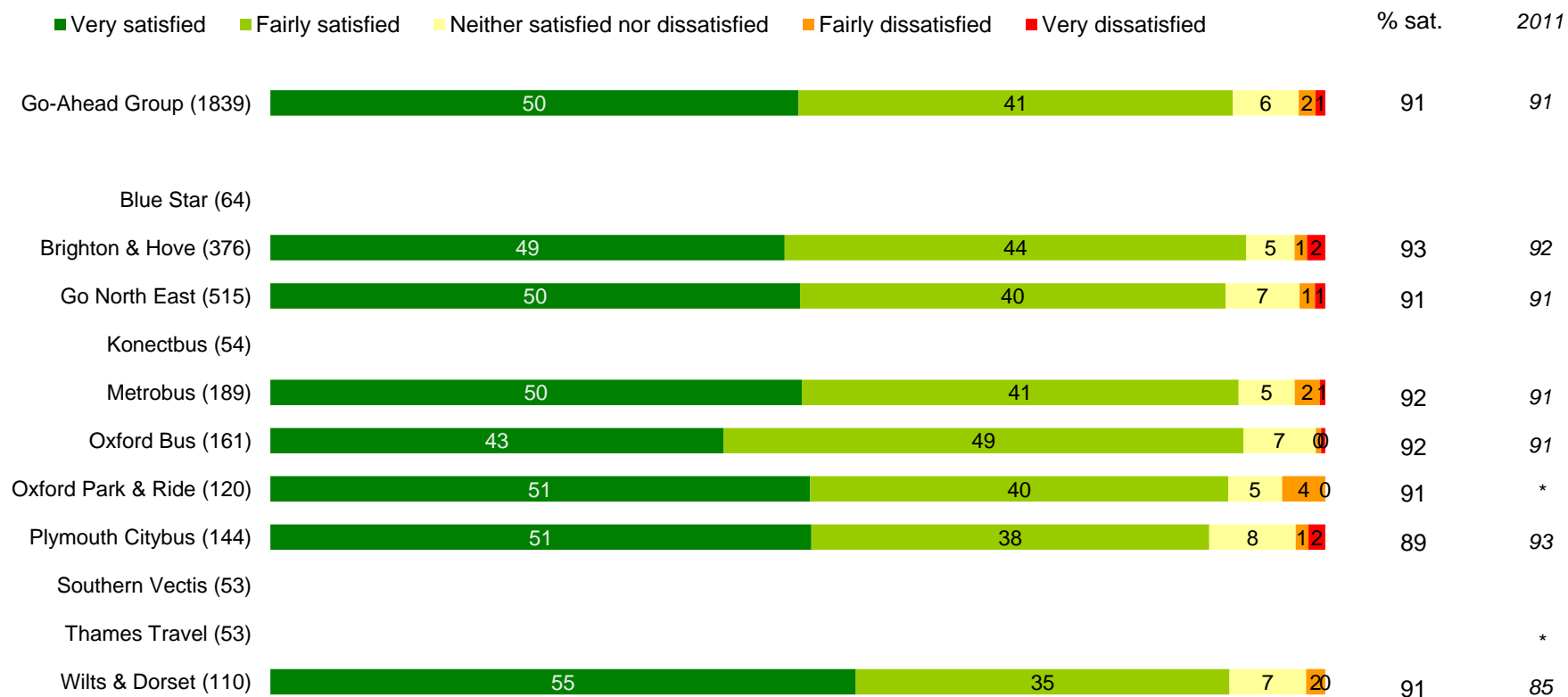
Base: All who gave a rating for this question

\*This area not surveyed in 2011

# Overall satisfaction

## 1. Key measures – overall journey satisfaction

### Those aged 35 - 59



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

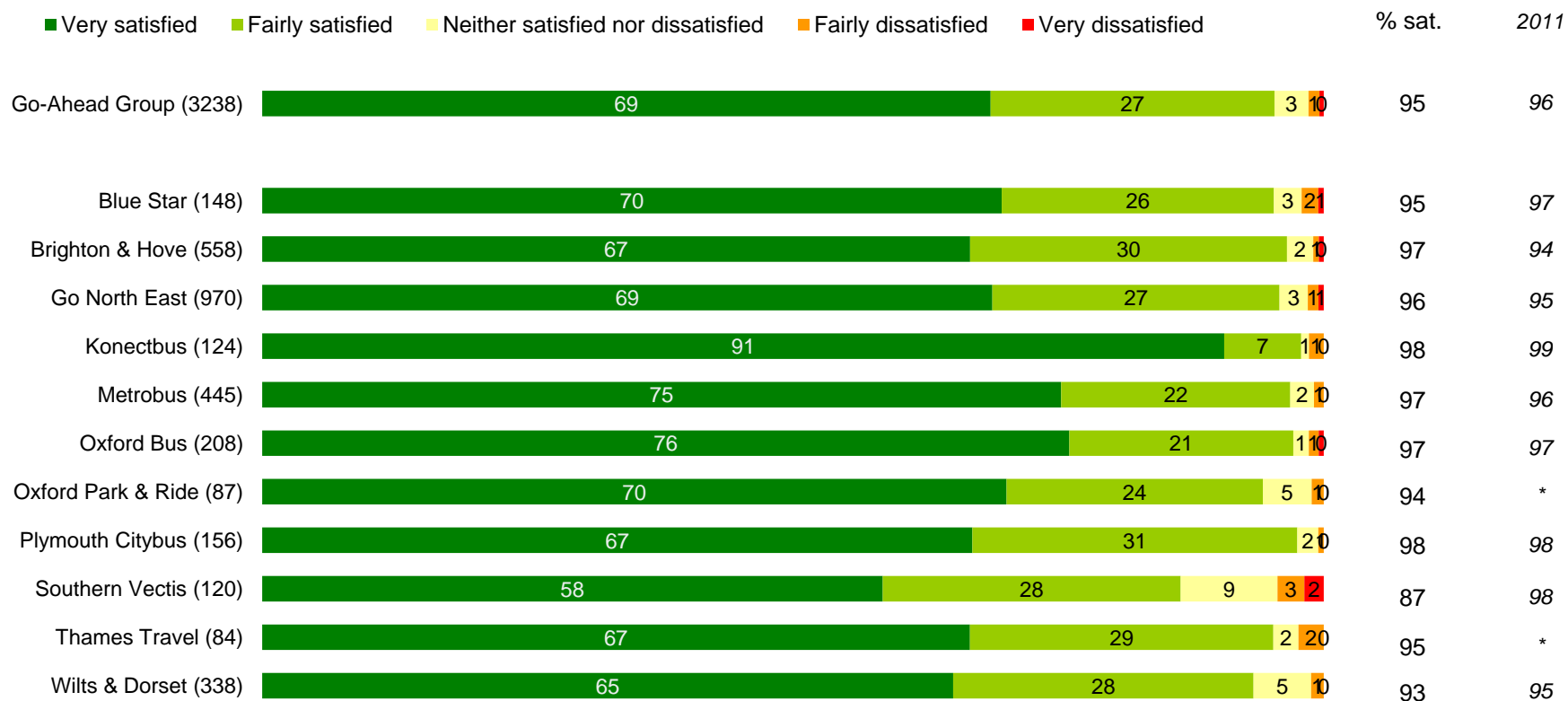
Base: All who gave a rating for this question

\*This area not surveyed in 2011

# Overall satisfaction

## 1. Key measures – overall journey satisfaction

### Those aged 60+



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

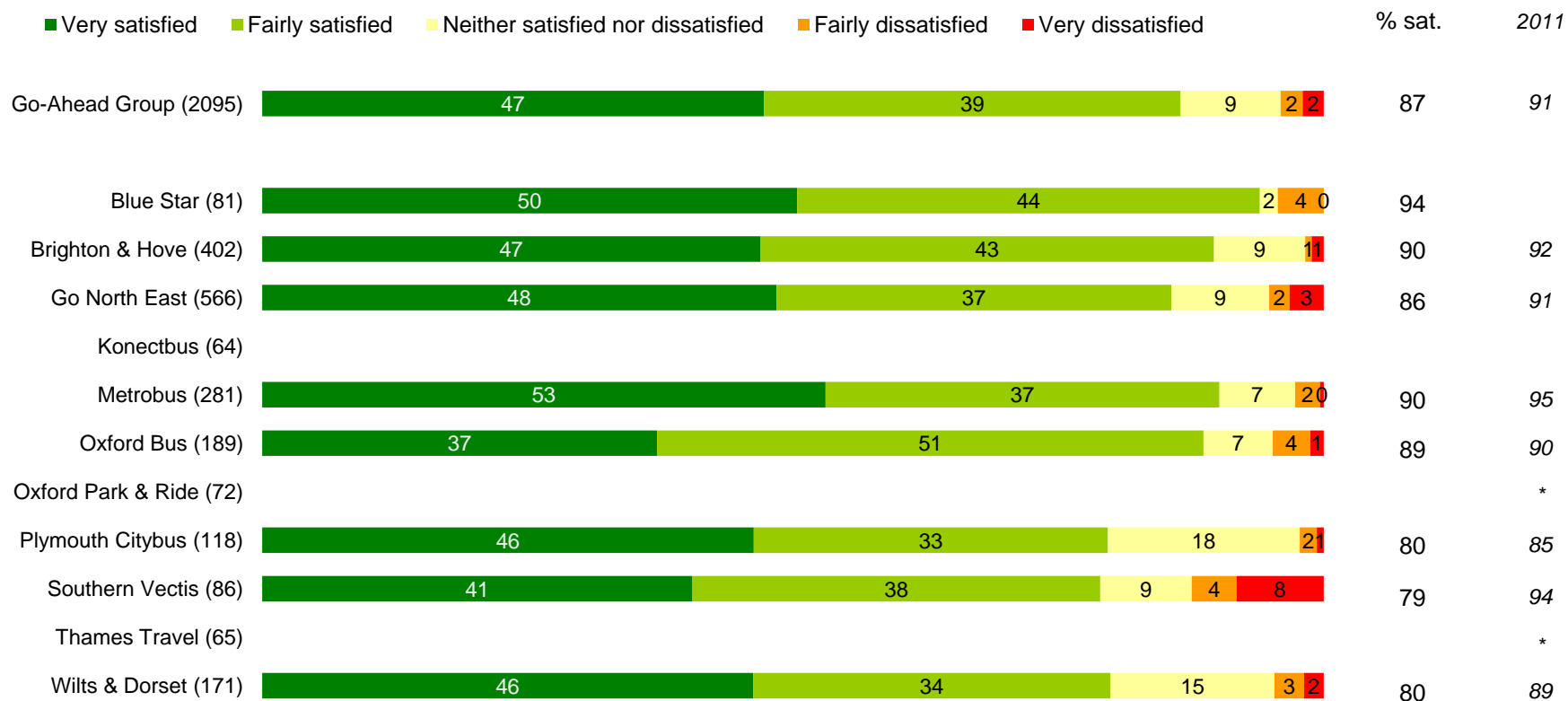
\*This area not surveyed in 2011



# Overall satisfaction

## 1. Key measures – overall journey satisfaction

### Those who are male



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

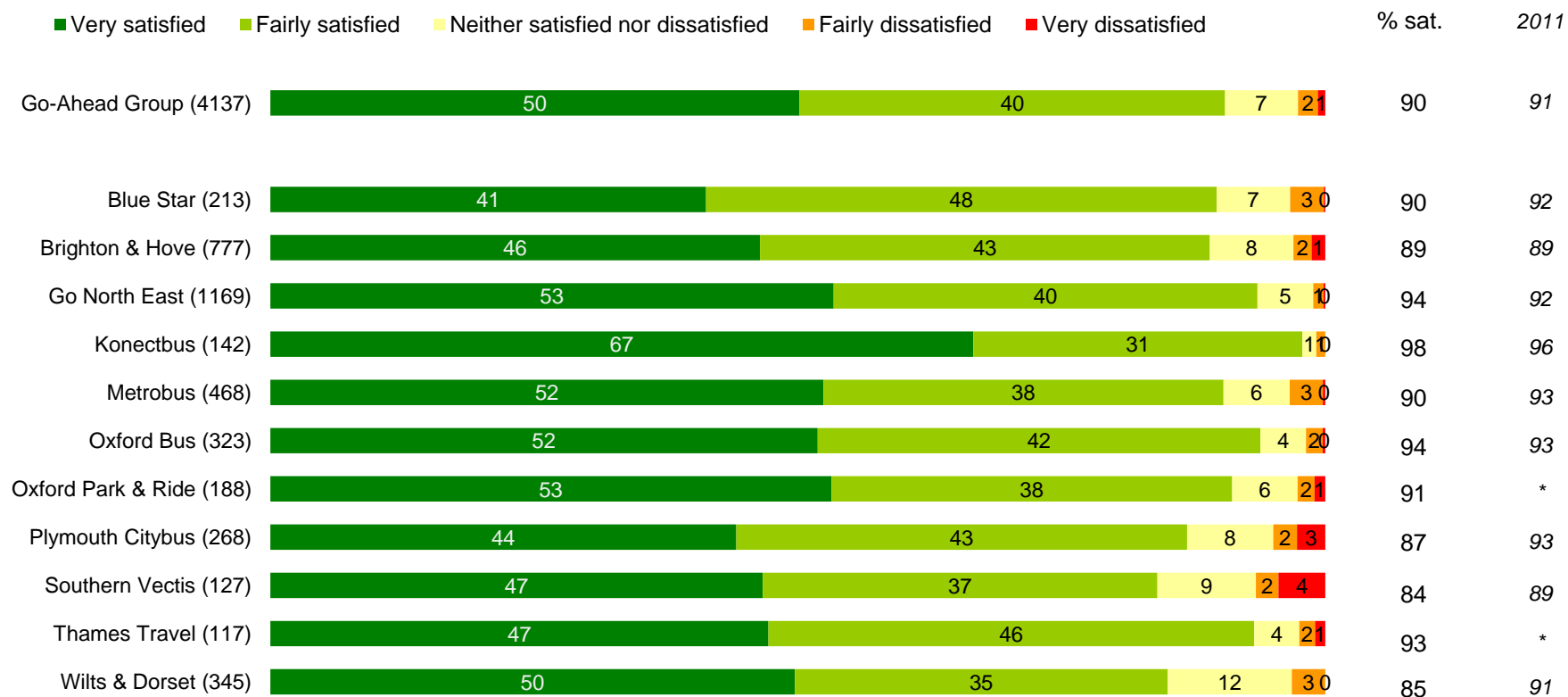
Base: All who gave a rating for this question

\*This area not surveyed in 2011

# Overall satisfaction

## 1. Key measures – overall journey satisfaction

### Those who are female



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

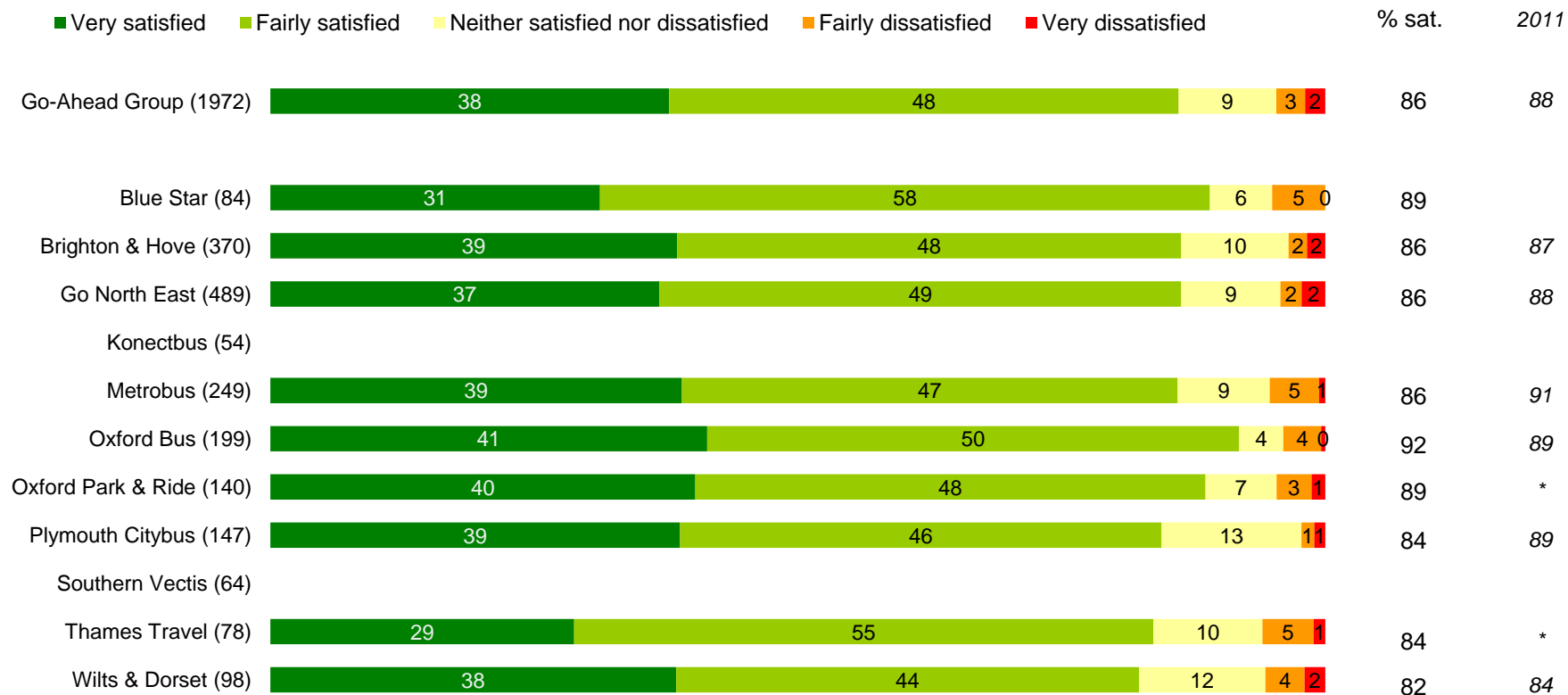
Base: All who gave a rating for this question

\*This area not surveyed in 2011

# Overall satisfaction

## 1. Key measures – overall journey satisfaction

### Those whose journey is for commuting



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

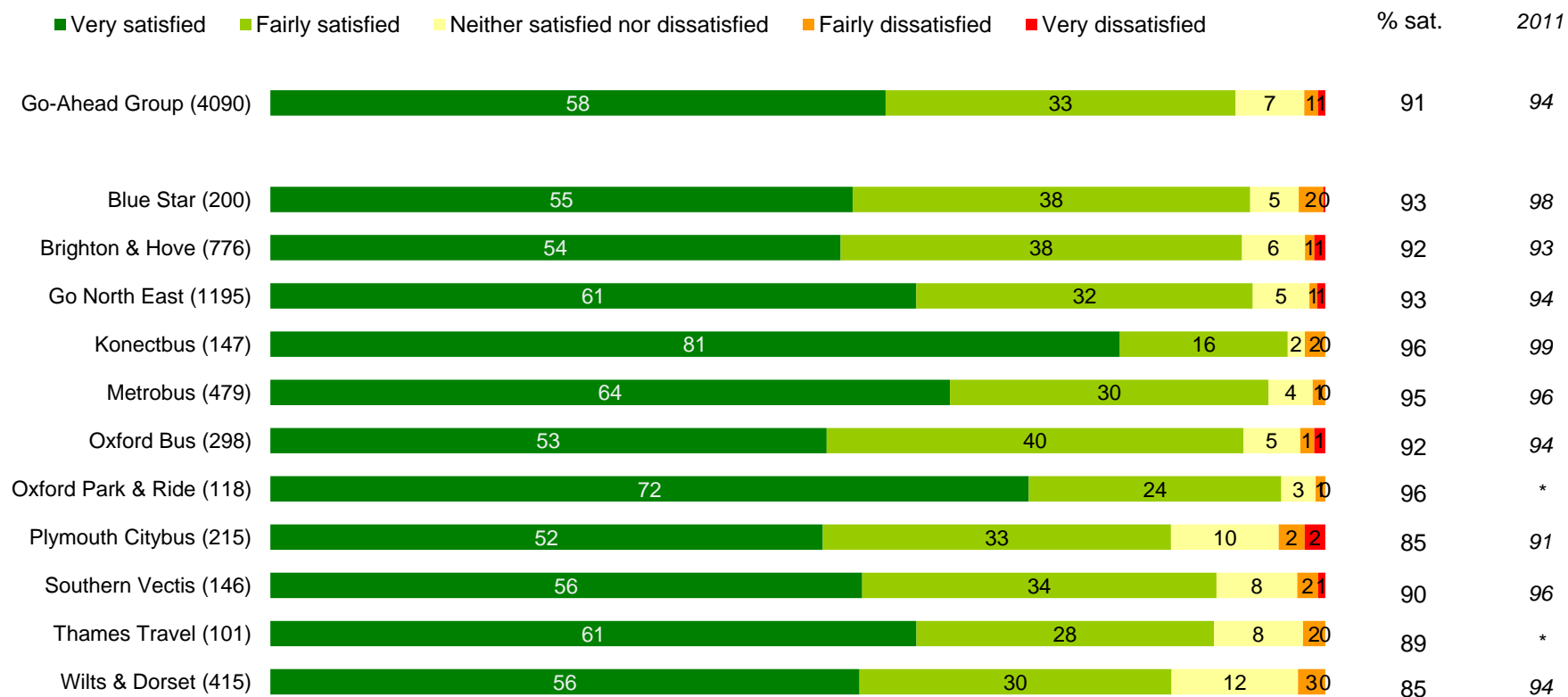
Base: All who gave a rating for this question

\*This area not surveyed in 2011

# Overall satisfaction

## 1. Key measures – overall journey satisfaction

### Those whose journey is not for commuting



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

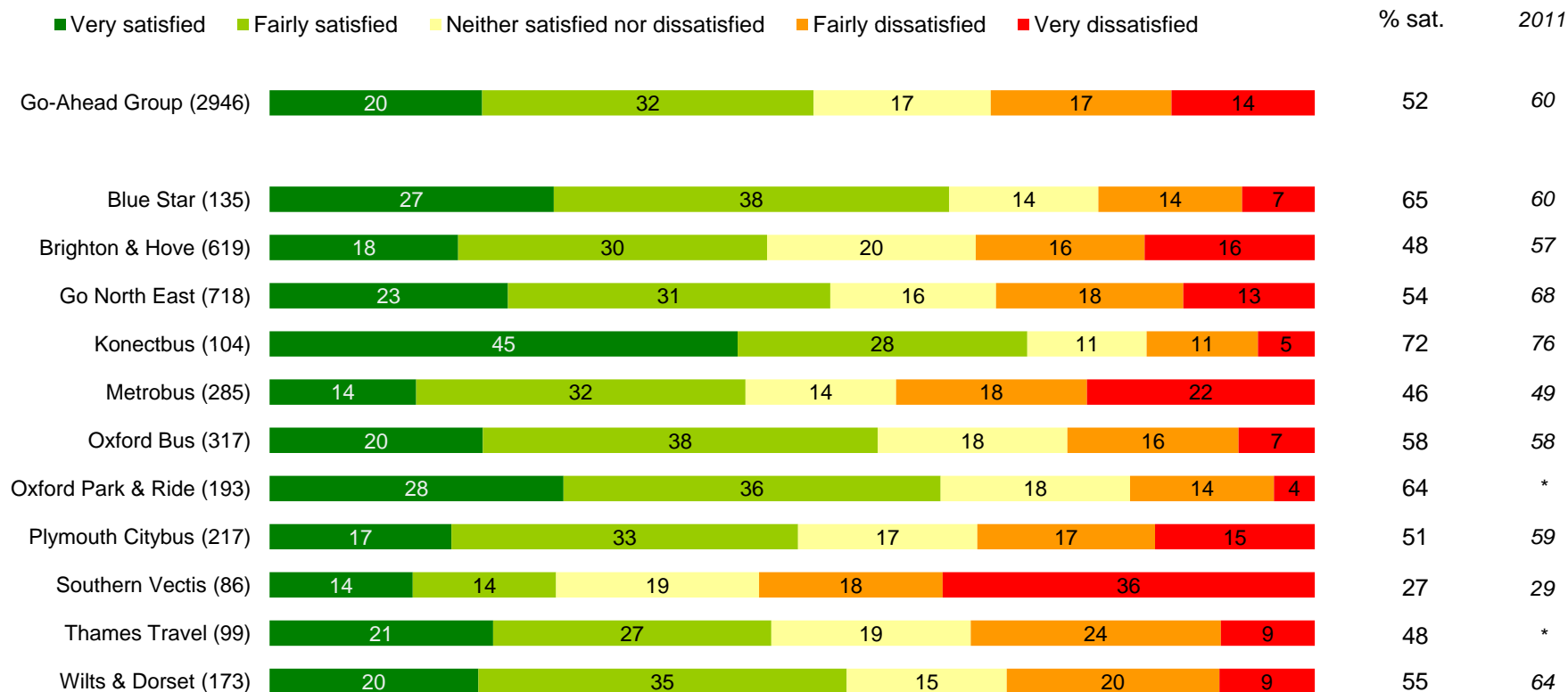
Base: All who gave a rating for this question

\*This area not surveyed in 2011

# Value for money

## 2. Key measures – satisfaction with value for money

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



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

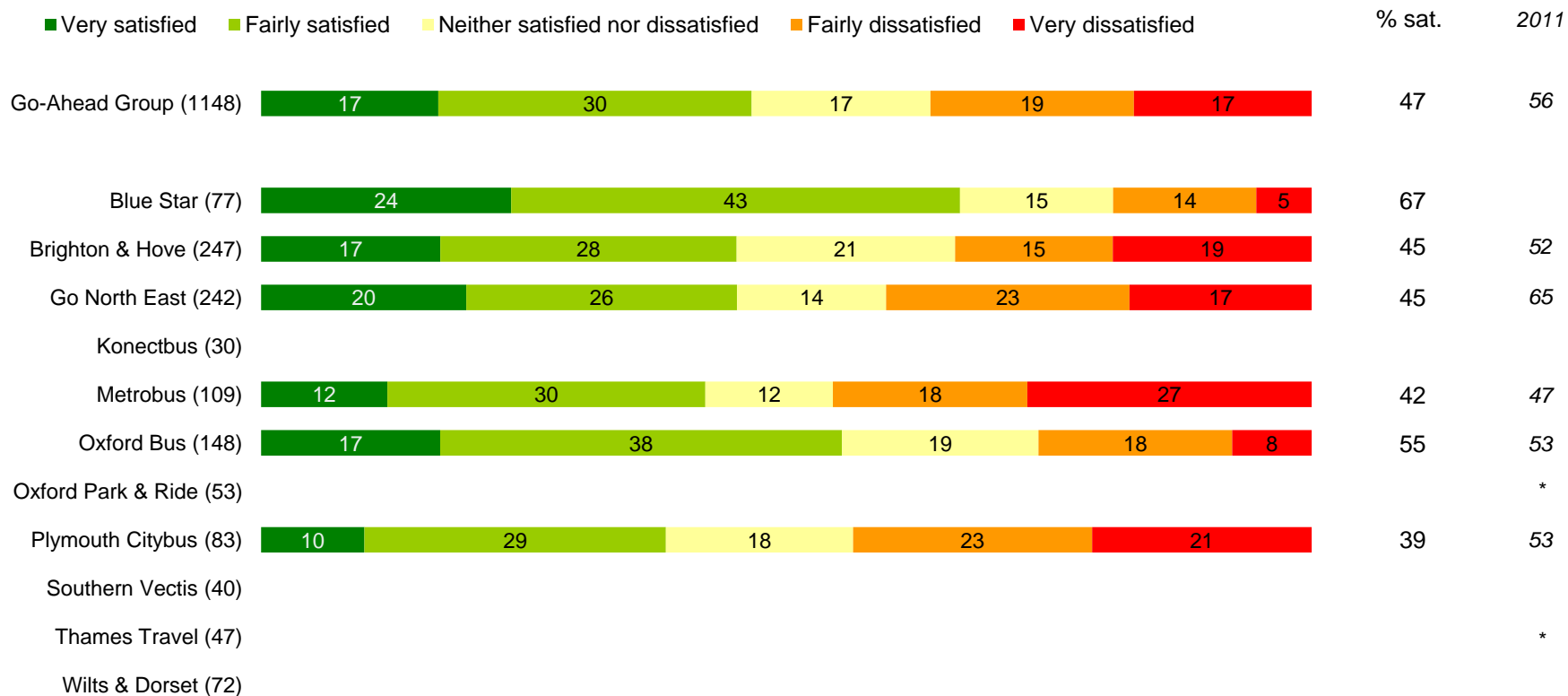
Base: All fare paying passengers who gave a rating for this question

\*This area not surveyed in 2011

# Value for money

## 2. Key measures – satisfaction with value for money

Those aged 16-34 (fare-paying passengers only)



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

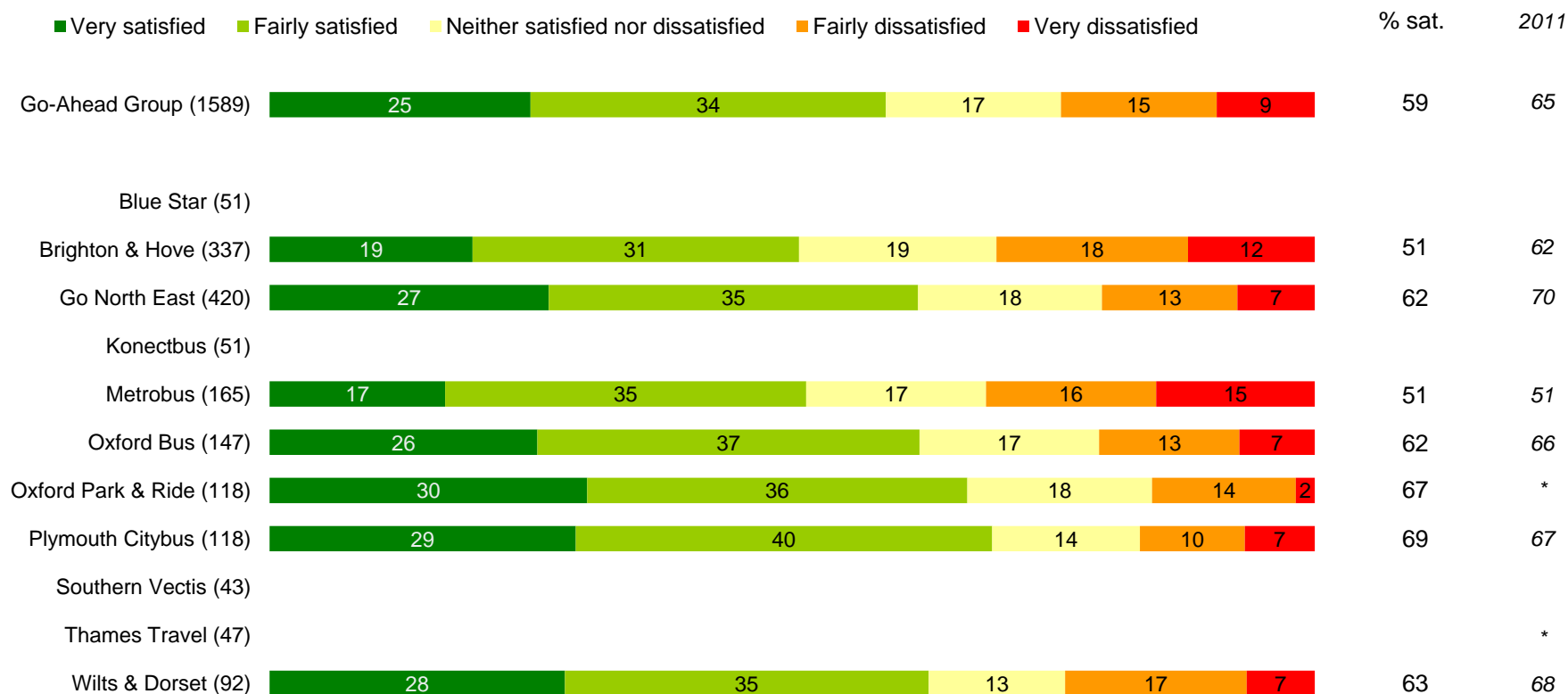
Base: All fare paying passengers who gave a rating for this question

\*This area not surveyed in 2011

# Value for money

## 2. Key measures – satisfaction with value for money

Those aged 35-59 (fare-paying passengers only)



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

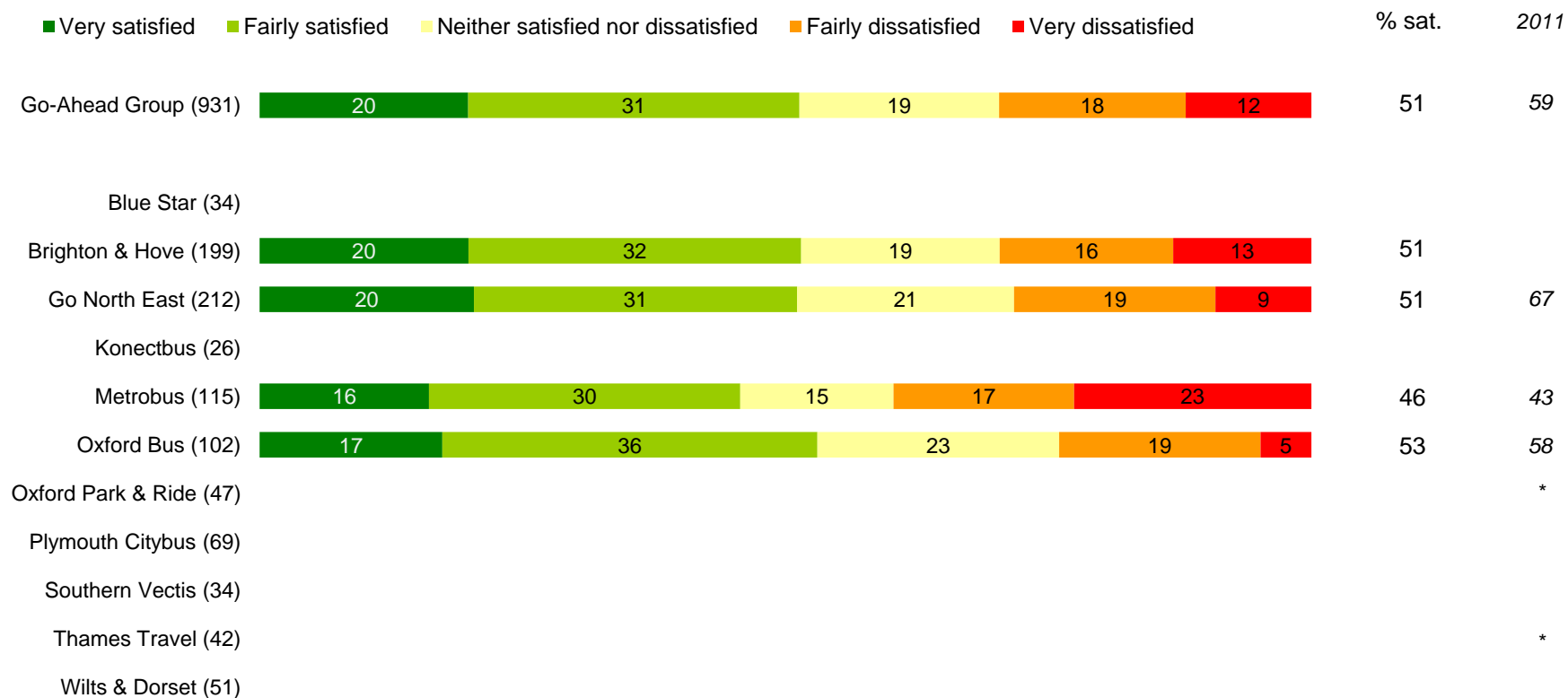
Base: All fare paying passengers who gave a rating for this question

\*This area not surveyed in 2011

# Value for money

## 2. Key measures – satisfaction with value for money

Those who are male (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

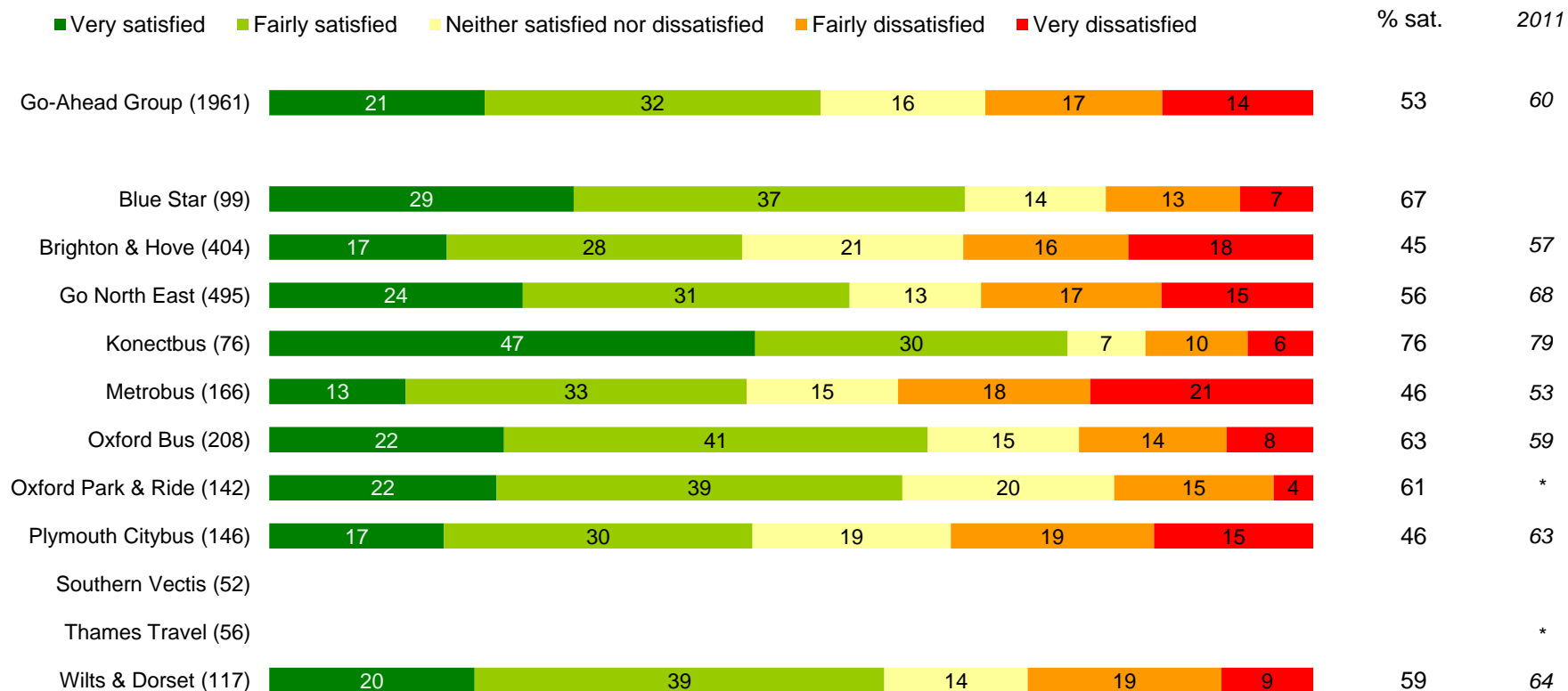
\*This area not surveyed in 2011



# Value for money

## 2. Key measures – satisfaction with value for money

Those who are female (fare-paying passengers only)



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

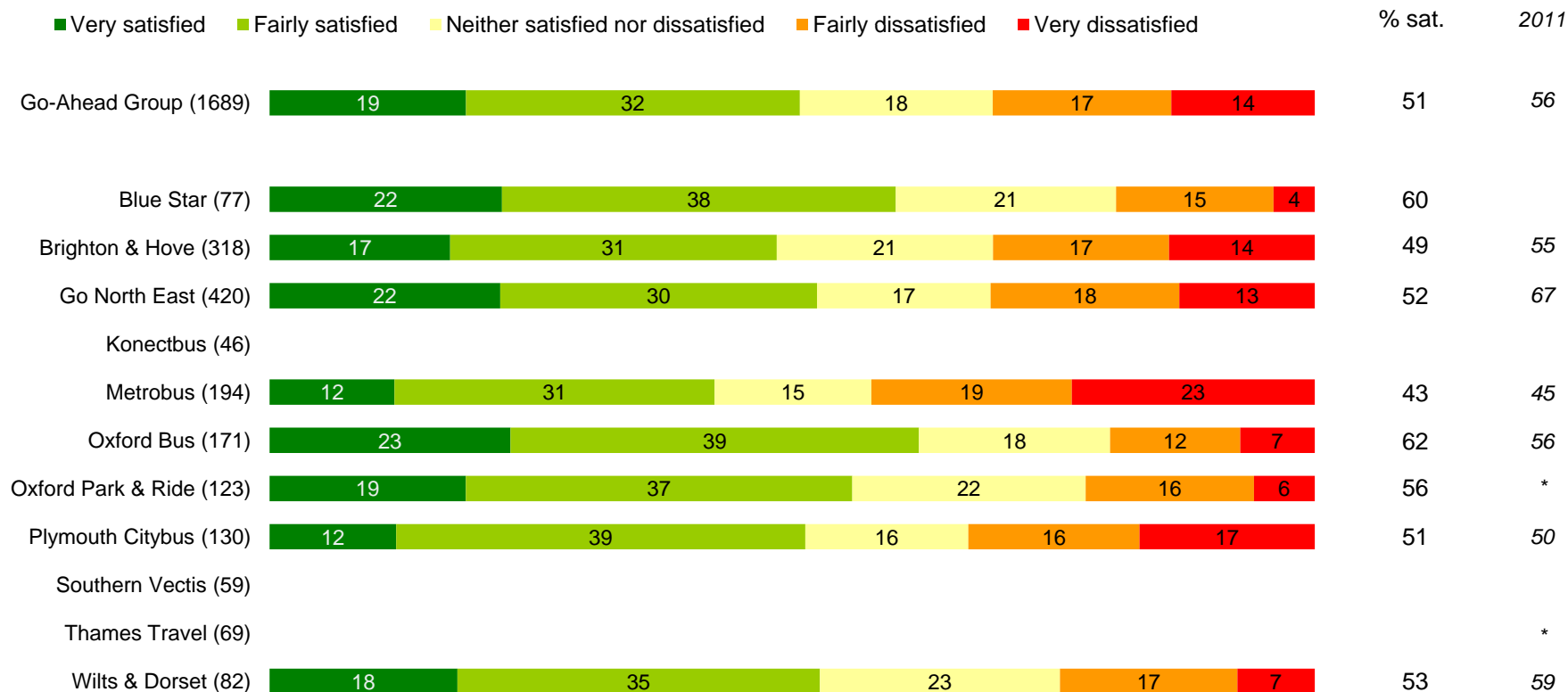
Base: All fare paying passengers who gave a rating for this question

\*This area not surveyed in 2011

# Value for money

## 2. Key measures – satisfaction with value for money

Those whose journey is for commuting (fare-paying passengers only)



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

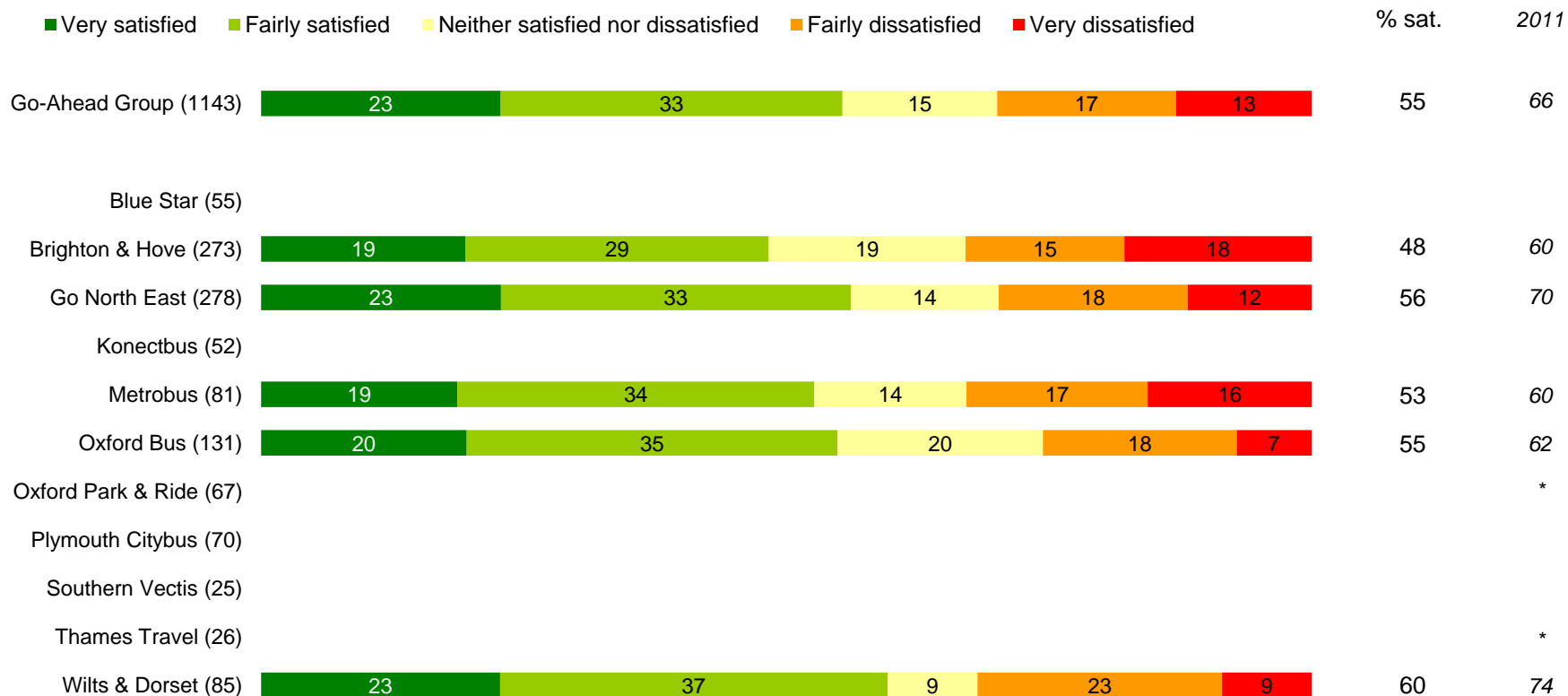
Base: All fare paying passengers who gave a rating for this question

\*This area not surveyed in 2011

# Value for money

## 2. Key measures – satisfaction with value for money

Those whose journey is not for commuting (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