

Bus Passenger Survey – autumn 2012 results

Northumberland County Council

Contact: Murray Leader, Research Team, Passenger Focus
Fleetbank House, 2-6 Salisbury Square, London, EC4Y 8JX
Tel: 0300 123 0843 Email: murray.leader@passengerfocus.org.uk

Introduction (1)

Overview of methodology

The survey has been designed to provide results that are representative of bus passenger journeys made within each area i.e. at the level of a transport authority, or a bus rapid transit system's services.

The sampling method is 'systematic' derived from the list of the area's bus services and the times that they run (sourced from ITO World Ltd which makes available the data used on Traveline). The bus service/start times selected from the sampling process formed 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 23 September and 12 December 2012 (excluding the half term 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.

The response data were weighted in two stages. The first stage was to weight to the age and gender profile of bus passengers within each area; as there is no available data at area level on the age/gender profile of passengers this was estimated by recording the profile of passengers during each fieldwork shift. The second stage of weighting was at area level to ensure that in the final data each participating area (within the survey) was represented proportionately to its total annual journey volumes.

Passenger Focus was supported by GfK NOP Ltd in conducting the autumn 2012 survey. There is an accompanying methodology document that provides more detail on the survey process, available at www.passengerfocus.org.uk.

Introduction (2)

Interpreting results

Throughout the report, behavioural results are based on all survey respondents, and passengers' opinion ratings are based on those respondents that gave an opinion. All results are based on weighted values. In the report the numbers in brackets shown after the question/category text are the actual numbers of passenger responses generating the answer value shown.

For ease of use BPS data are reported rounded to whole numbers i.e. without decimal places. However, please note that summing two rounded data values (e.g. very and fairly satisfied) can produce a total up to one percent in difference to the true value of that sum. As an example: a very satisfied score of 45.4 per cent and fairly satisfied score of 35.3 per cent would be stated individually as 45 per cent and 35 per cent respectively, but the sum of the rounded individual numbers is 80 per cent; the true rounded sum is 81 per cent. As the most popular summations are 'all satisfied' and 'all dissatisfied' these totals have been provided calculated on the un-rounded underlying values.

Percentages quoted at 'grouped area' level i.e. PTEs, unitary authorities or two tier authorities are the aggregate scores achieved across all the areas surveyed in that group; please note that how much each individual area counts towards generating the aggregate score for that area group is in proportion to the number of passenger journeys made annually in that area.

The number of survey responses received for Northumberland County Council is 681. The base sizes for charts and/or any sub groups within the charts can be obtained from the BPS online analysis tool on our website (www.passengerfocus.org.uk)

Waiver

Passenger Focus has taken care to ensure that the information contained in the BPS is correct. However, no warranty, express or implied, is given as to its accuracy and Passenger Focus does not accept any liability for error or omission.

Passenger Focus is not responsible for how the information is used, how it is interpreted or what reliance is placed on it. Passenger Focus does not guarantee that the information contained in BPS is fit for any particular purpose.

Passenger profile

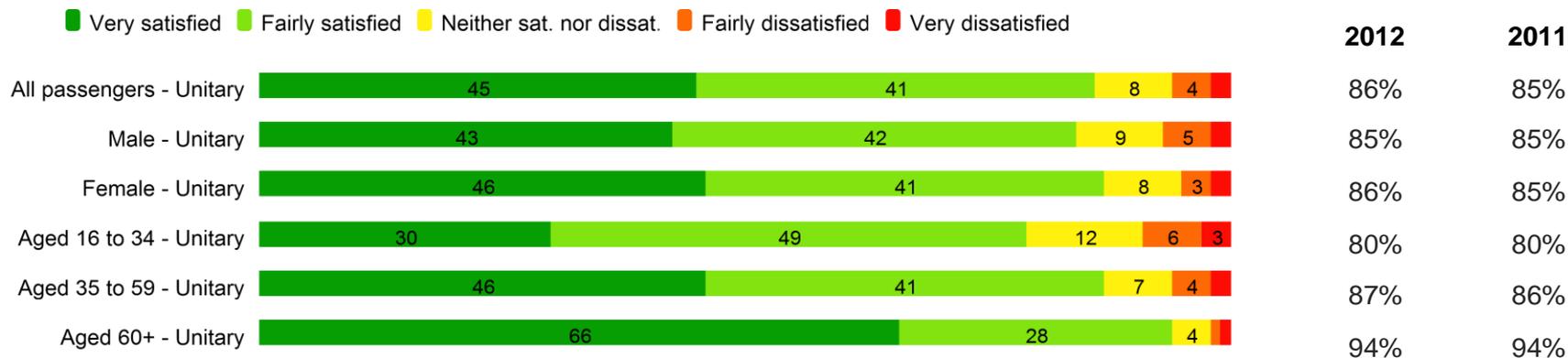
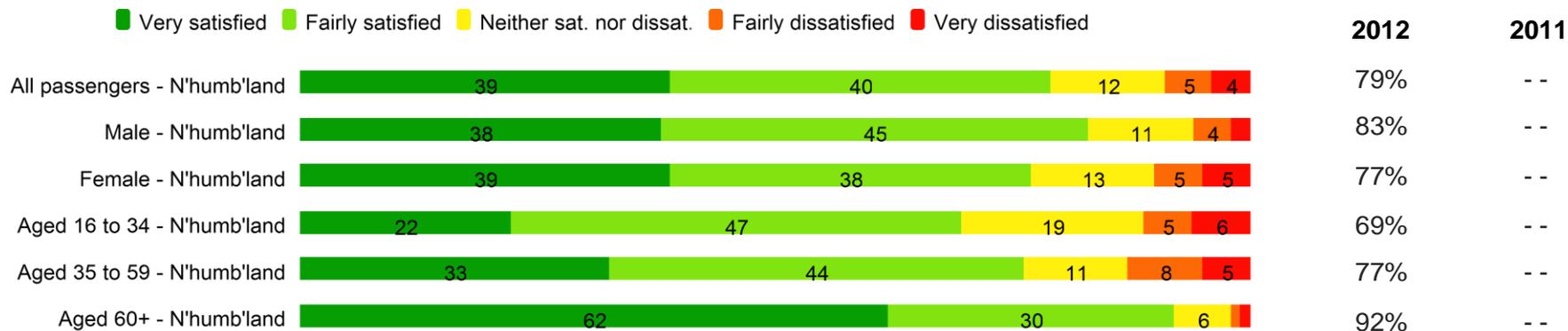
Age	N'humb'land		Unitary		Total	
	2012	2011	2012	2011	2012	2011
16 to 34	37%	-	40%	42%	42%	40%
35 to 59	29%	-	33%	31%	33%	33%
Over 60	35%	-	27%	27%	25%	27%

Access to private transport	N'humb'land		Unitary		Total	
	2012	2011	2012	2011	2012	2011
Easy	29%	-	30%	28%	24%	26%
Moderate	40%	-	36%	38%	37%	39%
Limited/None	32%	-	34%	34%	39%	36%

Has a disability	N'humb'land		Unitary		Total	
	2012	2011	2012	2011	2012	2011
Yes	23%	-	21%	21%	21%	21%

Ticket type	N'humb'land		Unitary		Total	
	2012	2011	2012	2011	2012	2011
Free pass holders	44%	-	35%	32%	32%	31%
Fare-payers	56%	-	65%	68%	68%	69%

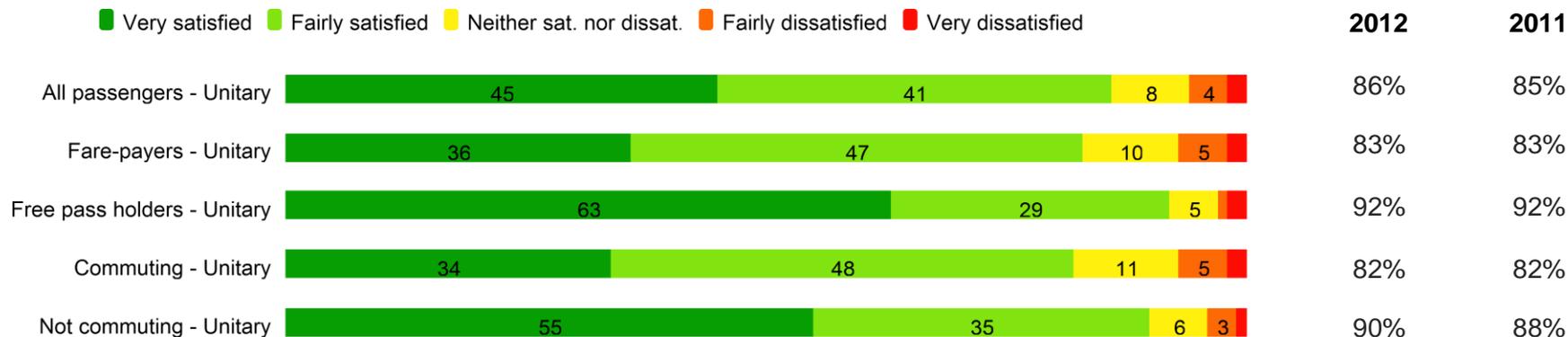
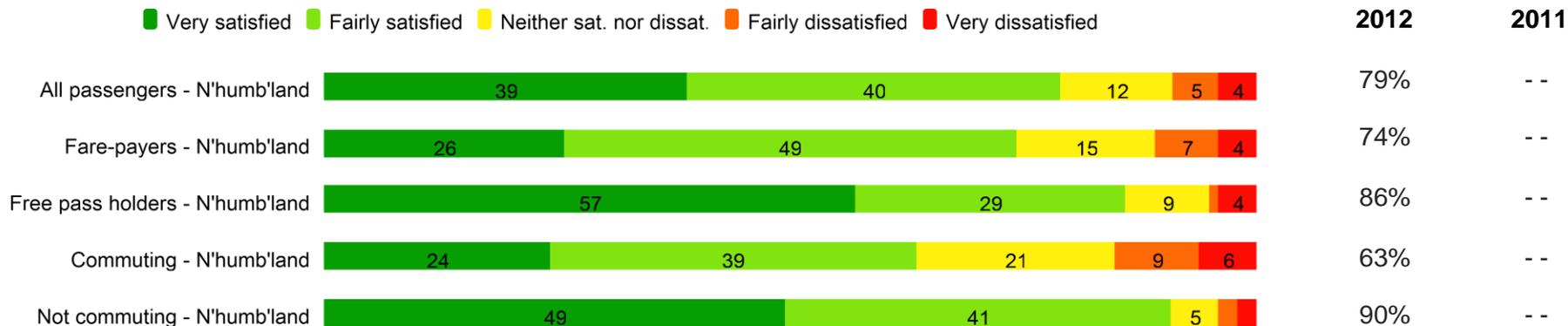
Overall satisfaction (1)



Q. 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

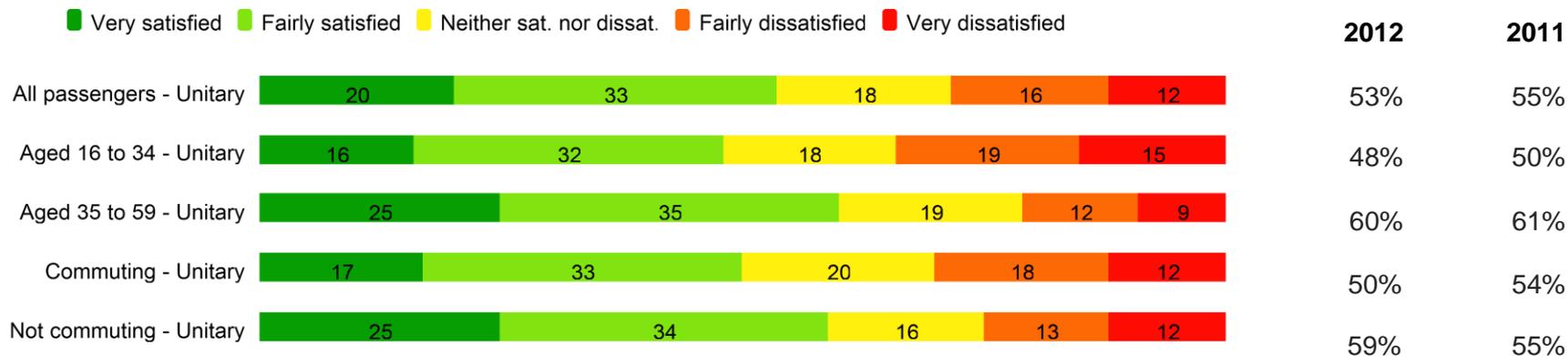
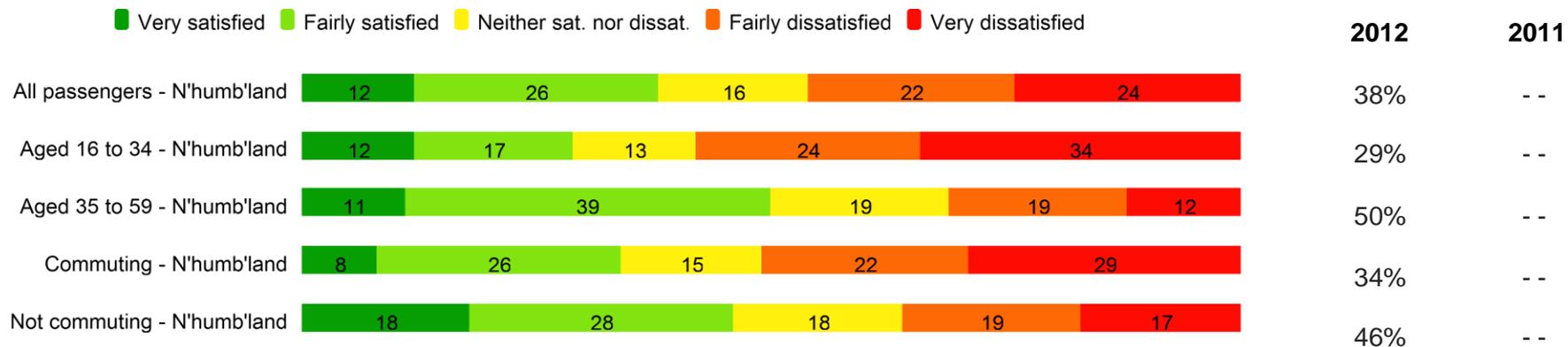
Overall satisfaction (2)



Q. 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 (fare-payers only)



Q. How satisfied were you with the value for money of your journey?
 Base: All fare paying passengers who gave a rating for this question

What influences value for money rating

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

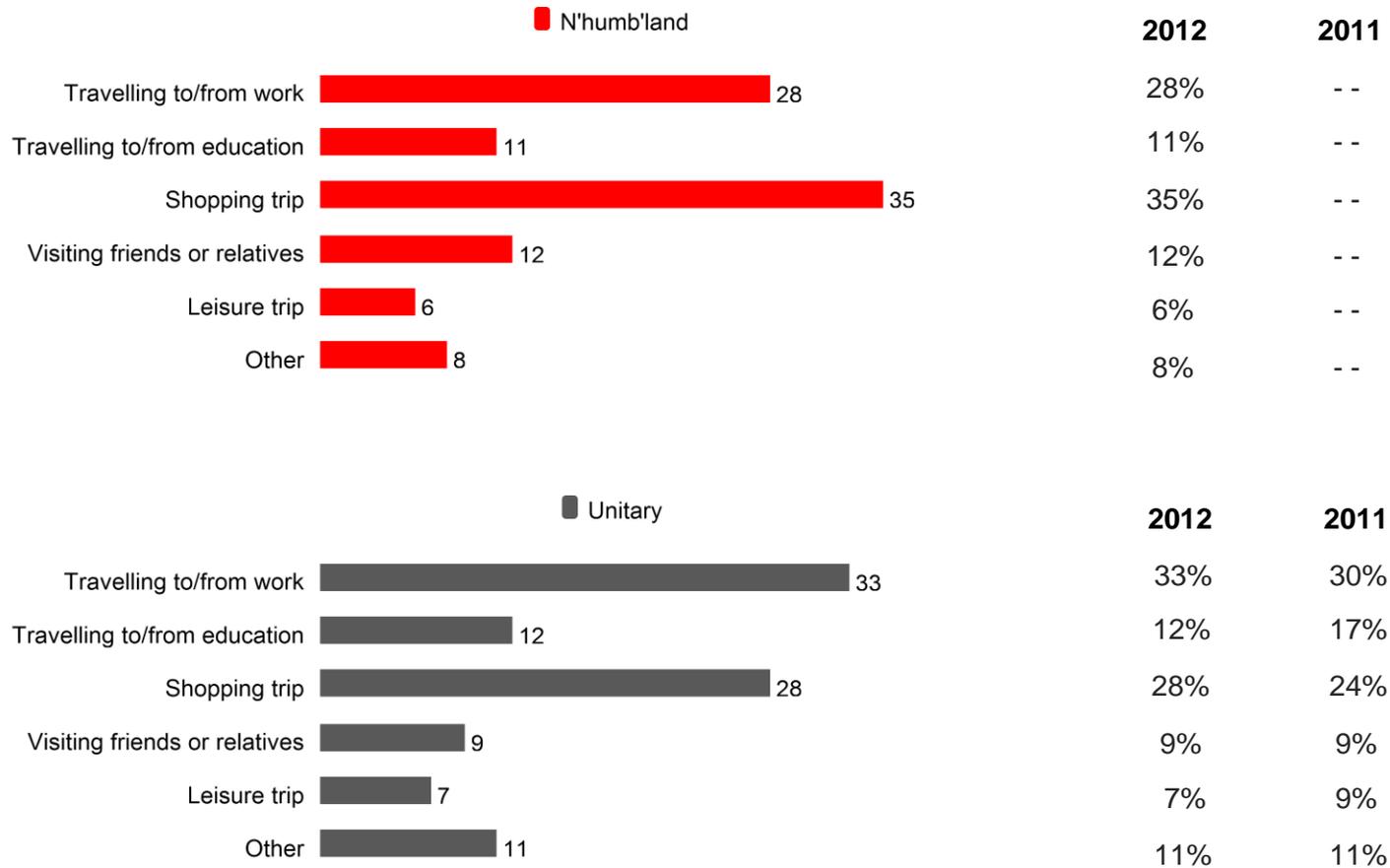


Base size too low to chart

Q. 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

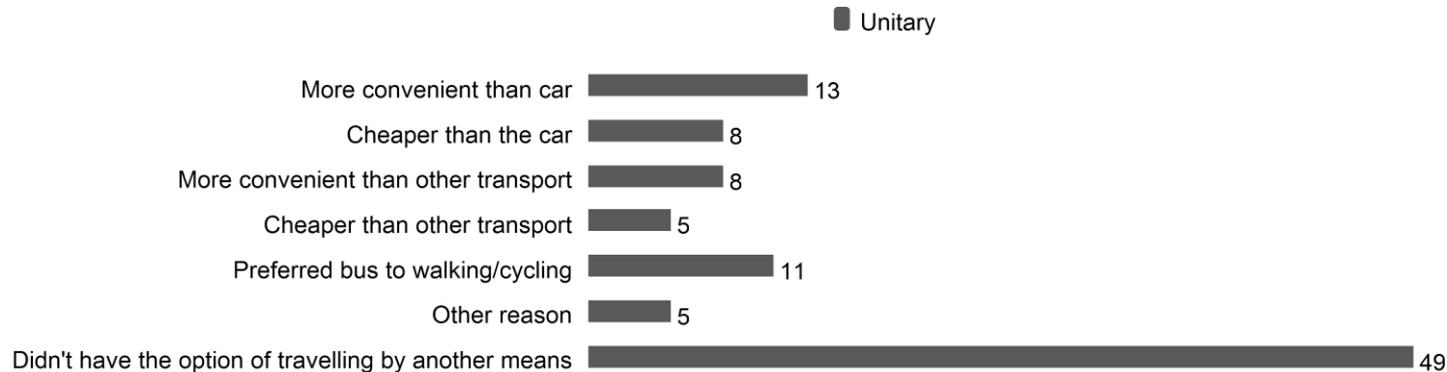
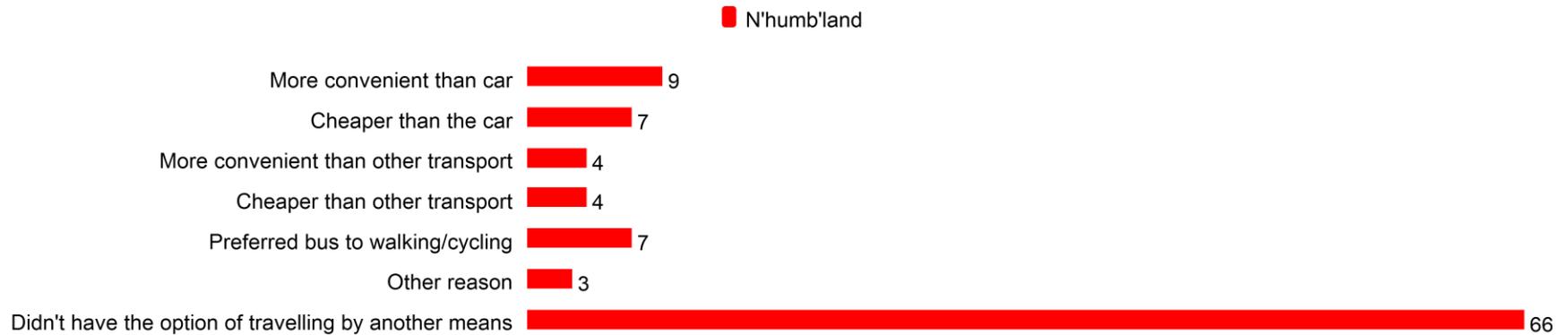
Journey purpose



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

Base: All who answered this question

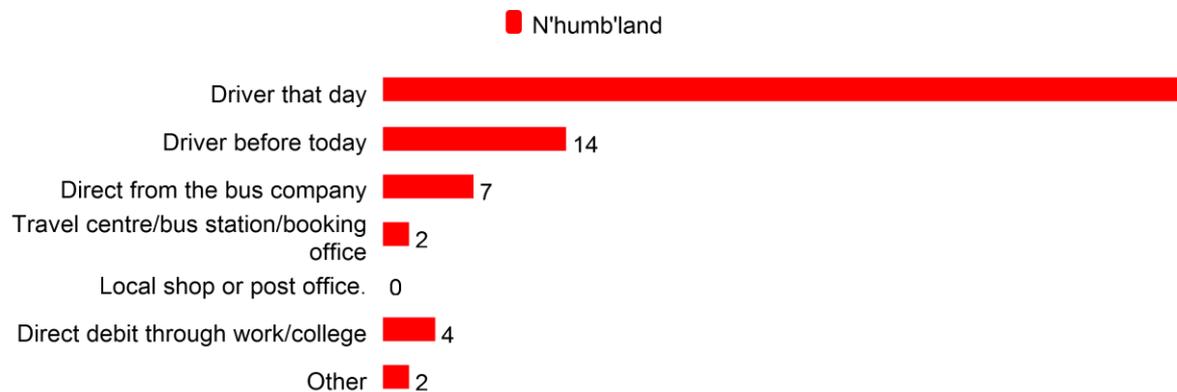
Reason for choosing the bus



Q. What was the main reason you chose the bus for this journey?

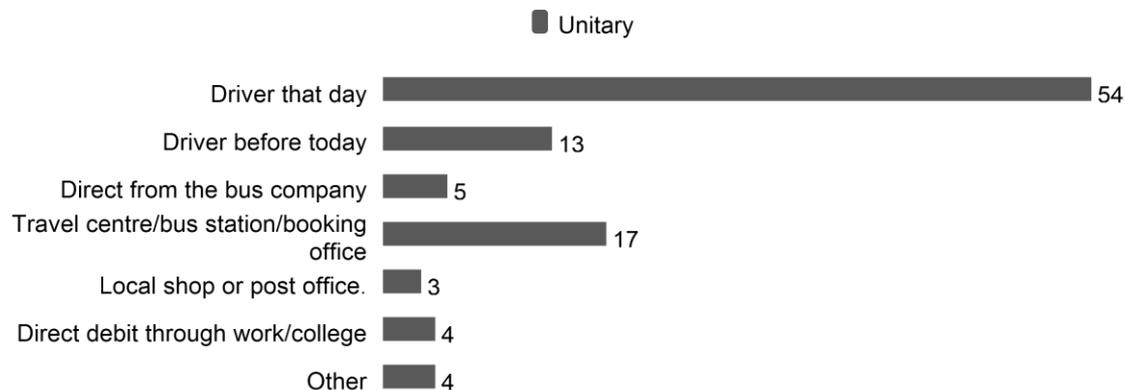
Base: All who answered this question

Method of buying ticket (fare payers only) and ticket format (all passengers)



N'humb'land

Ticket Format	Percentage
Paper ticket/pass	53%
A photo card ticket/pass	20%
A plastic card	25%
Ticket on mobile	2%
Other format	1%



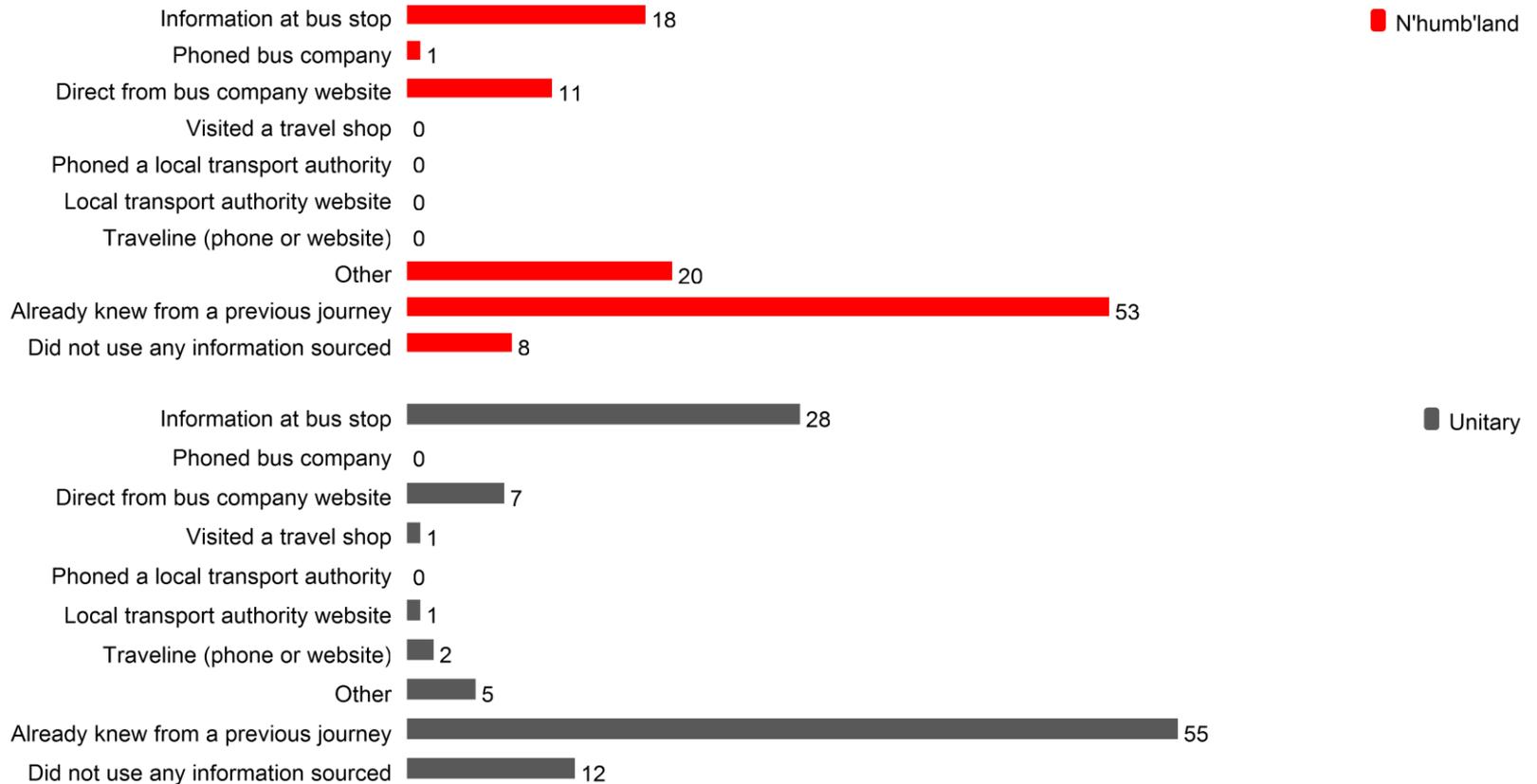
Unitary

Ticket Format	Percentage
Paper ticket/pass	52%
A photo card ticket/pass	16%
A plastic card	28%
Ticket on mobile	1%
Other format	3%

Q. How did you buy that ticket or pass?
Base: All who answered this question - fare payers only

Q. In what format was your ticket?
Base: All who answered this question - (all passengers)

Information sources used to plan journey*

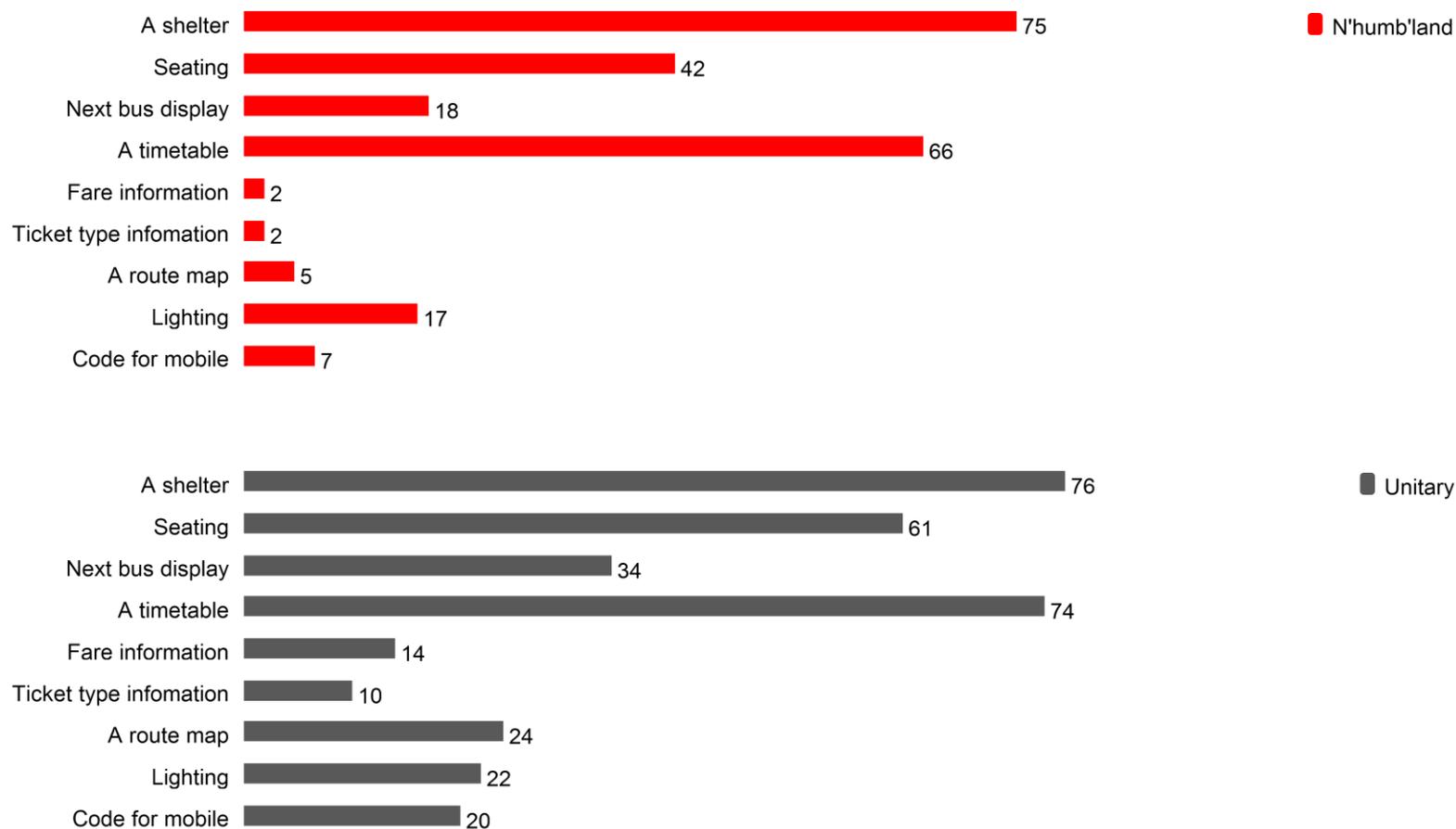


Q. What information sources did you use to help plan your journey? (Please tick all that apply)

Base: All respondents

* In the Northumberland questionnaire there were two extra answer options: 1. friends or family, and 2. Bus company's printed information. In the chart above they are shown under 'other'; this should also be borne in mind when looking at the percentages for the remaining options.

Presence of bus stop facilities



Q. Which of the following were provided at the stop where you caught the bus (Please tick all that apply)

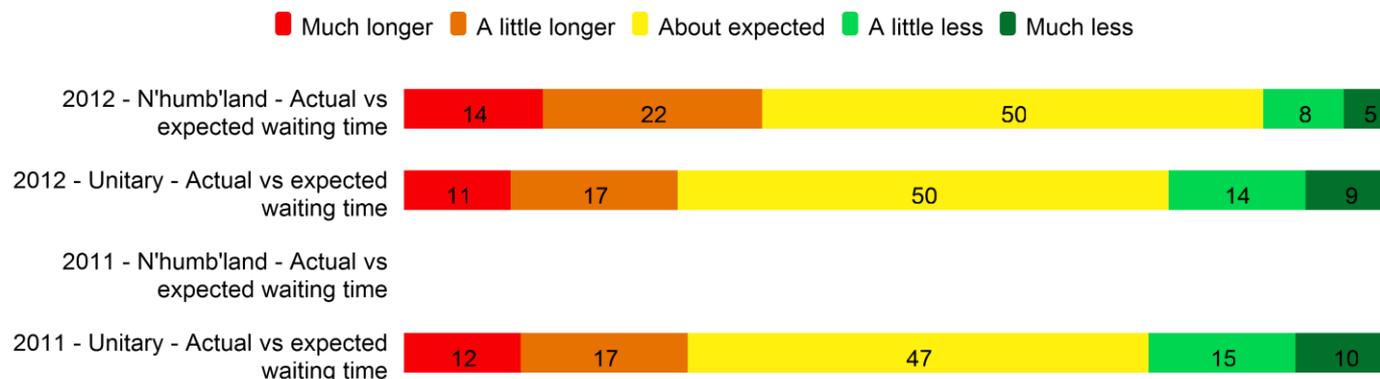
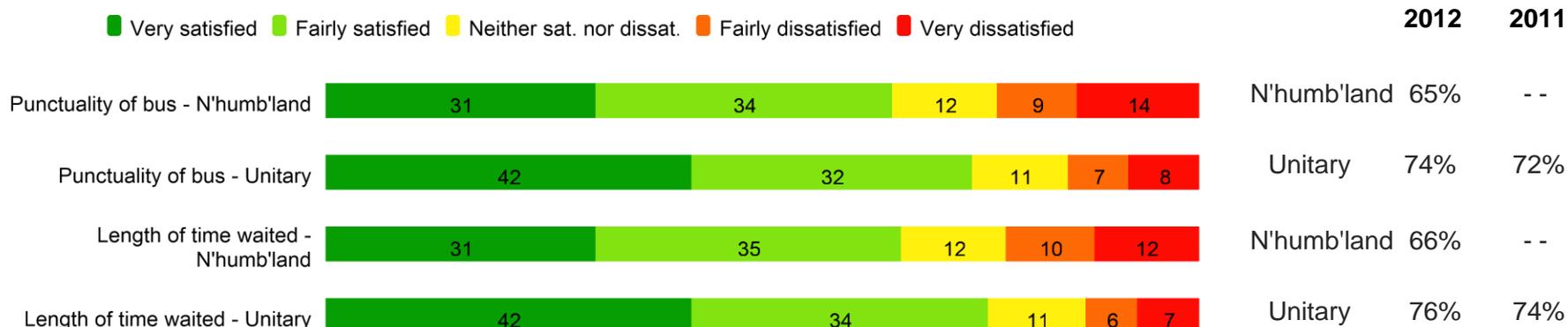
Base: All respondents

Satisfaction with the bus stop



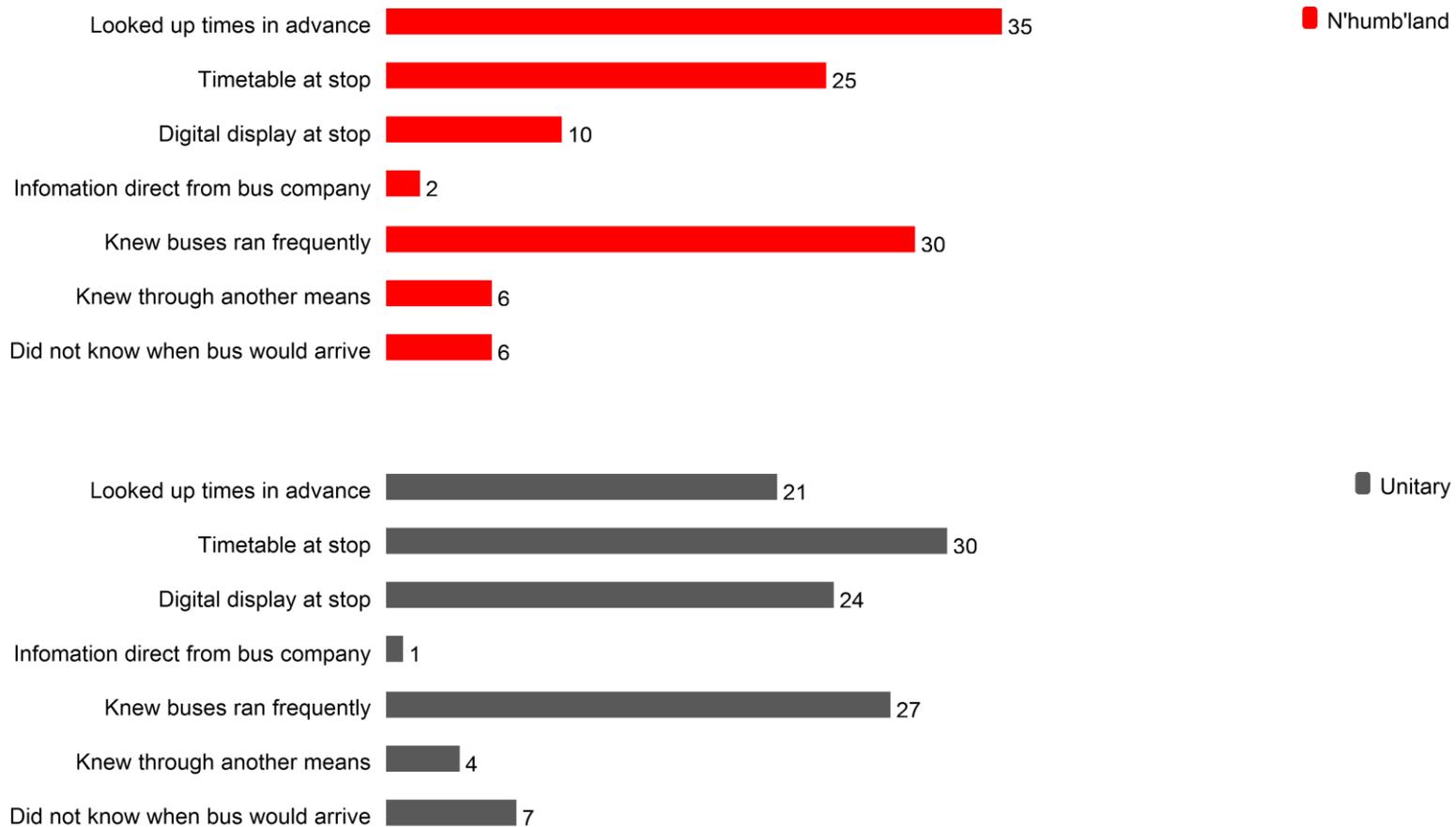
Q. Thinking about the bus stop itself, how satisfied were with the following: & Q. Overall, how satisfied were you with the bus stop
 Base: All who gave a rating for these questions

Satisfaction with wait time and how actual wait time compared to expected wait time



Top chart: Q. How satisfied were you with each of the following? Lower chart: Q. Thinking about the time you waited for the bus today, was [] than expected
 Base: All who gave a rating for these questions

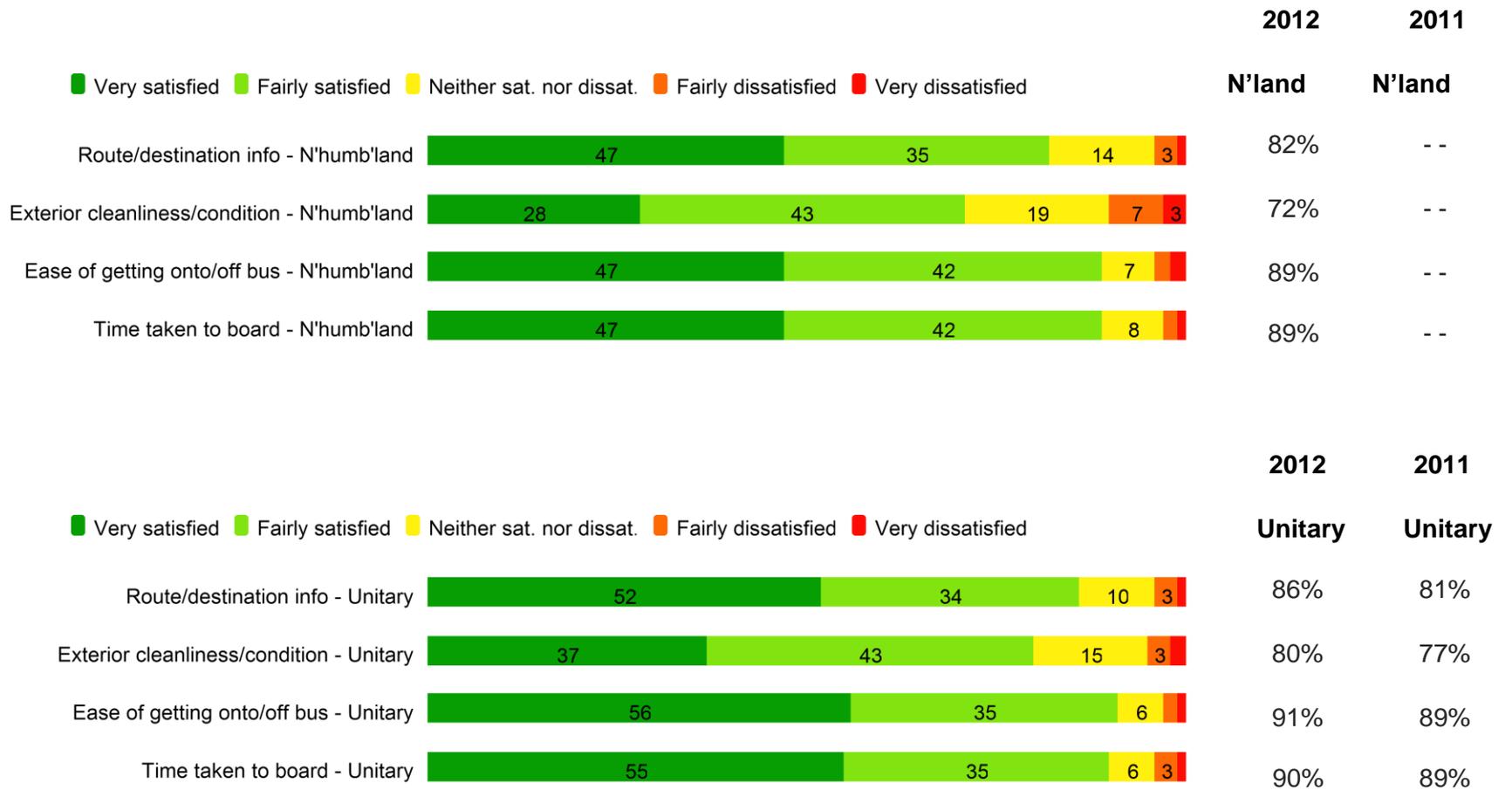
How passengers estimated bus arrival time



Q. How did you know when the bus was meant to arrive (More than one response permissible)

Base: All respondents

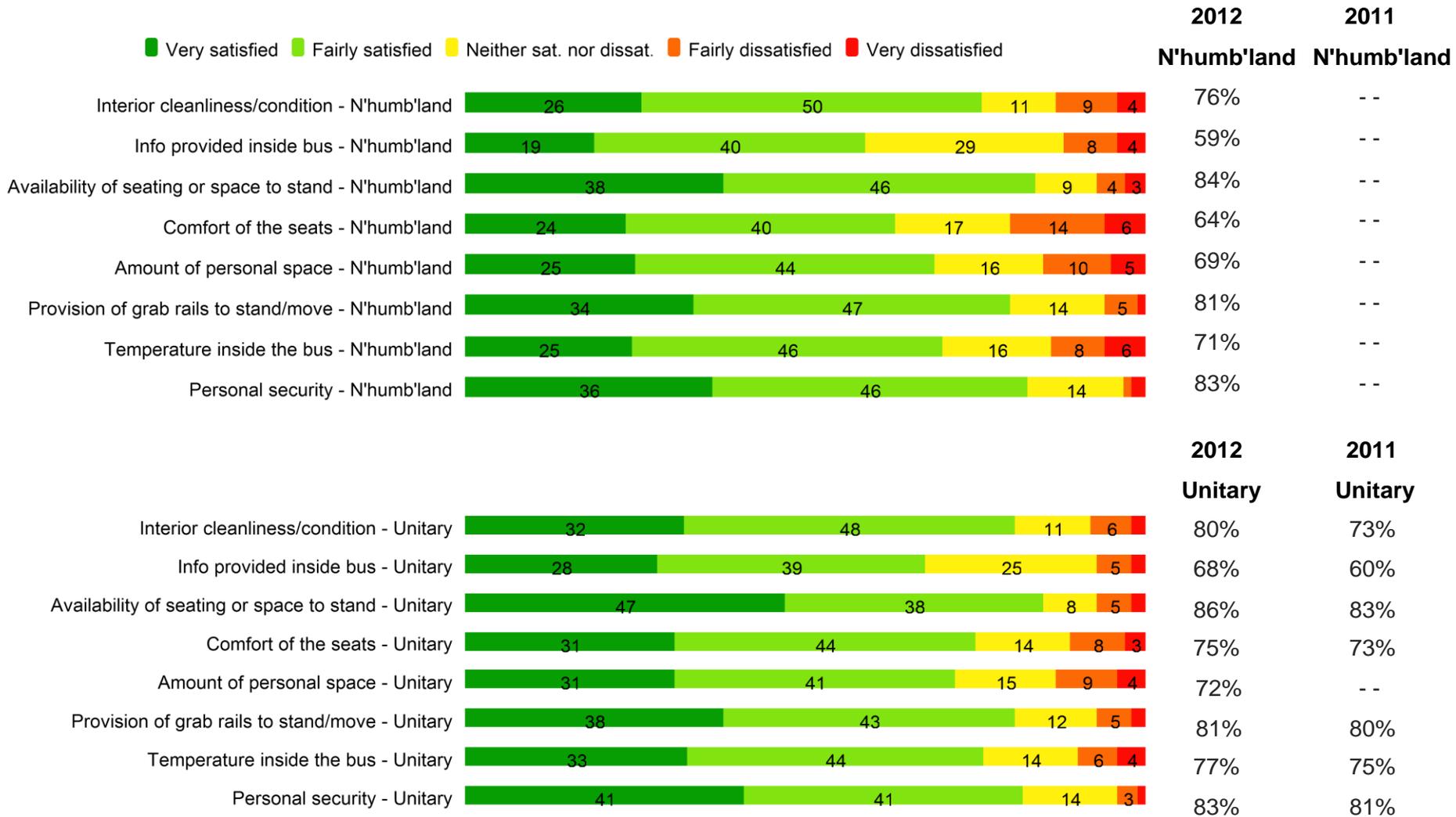
Bus satisfaction - arrival



Q. Thinking about when the bus arrived, please indicate how satisfied you were with each of the following:
 Base: All who gave a rating for each question

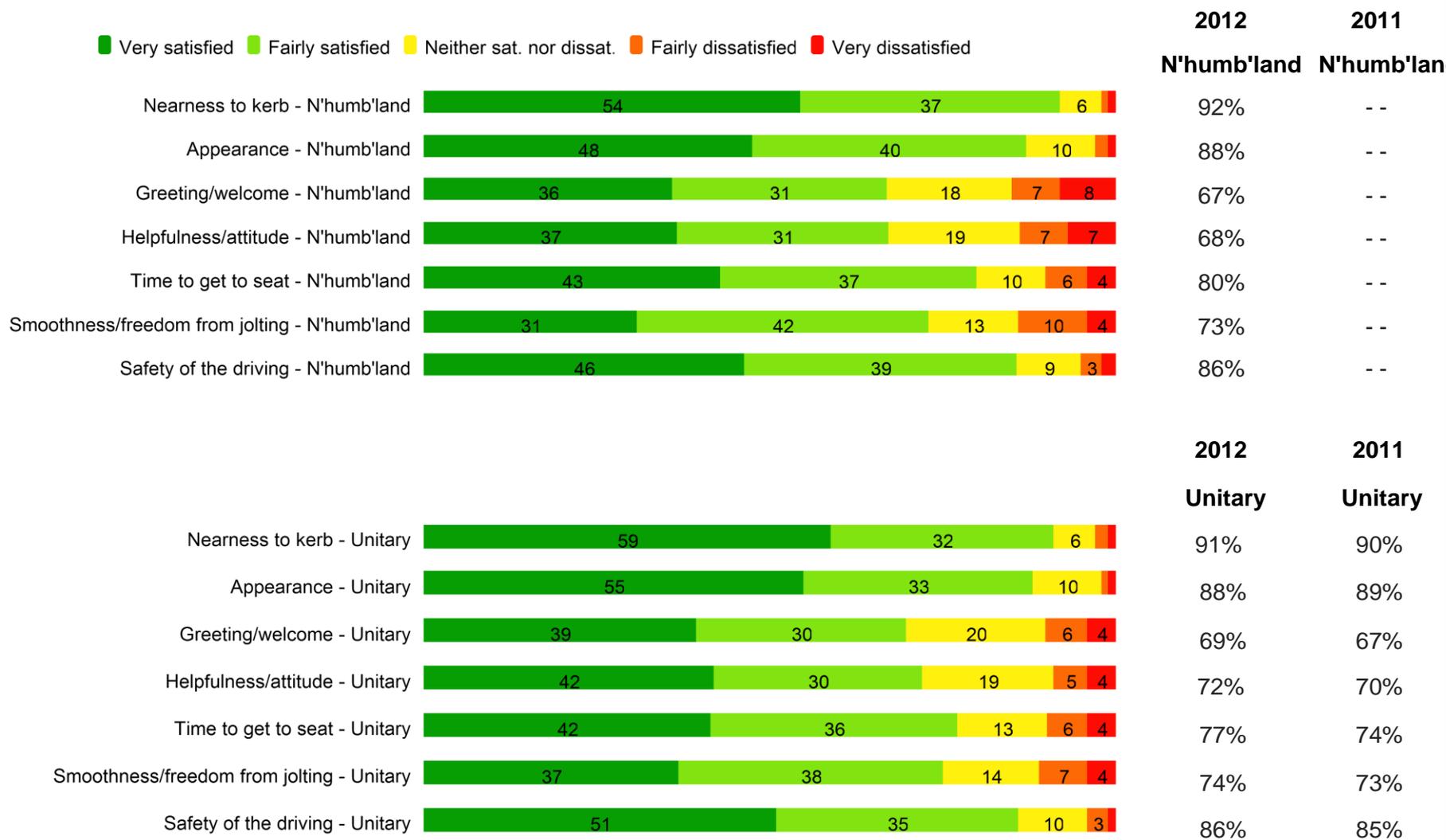
Satisfaction on the bus

■ Very satisfied
 ■ Fairly satisfied
 ■ Neither sat. nor dissat.
 ■ Fairly dissatisfied
 ■ Very dissatisfied



Q. Thinking about whilst you were on the bus, please indicate how satisfied were with each of the following
 Base: All who gave a rating for each question

Satisfaction - with the bus driver

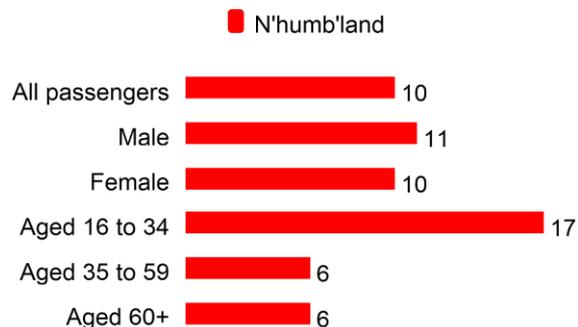


Q. Thinking about the driver, please indicate how satisfied were with each of the following:
 Base: All who gave a rating for each question

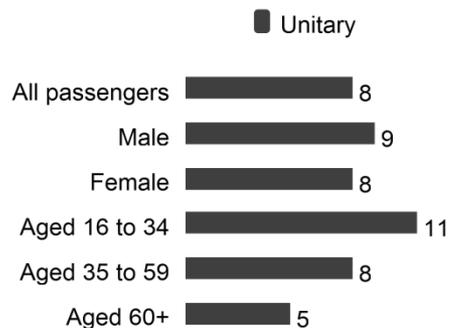
Incidence (%) of experiencing anti-social behaviour

2012

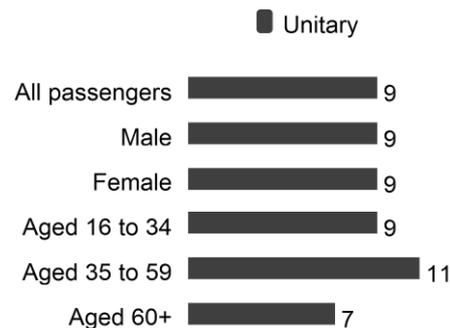
2011



Filter: Year = 2012



Filter: Year = 2012



Filter: Year = 2011

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

Base: All respondents

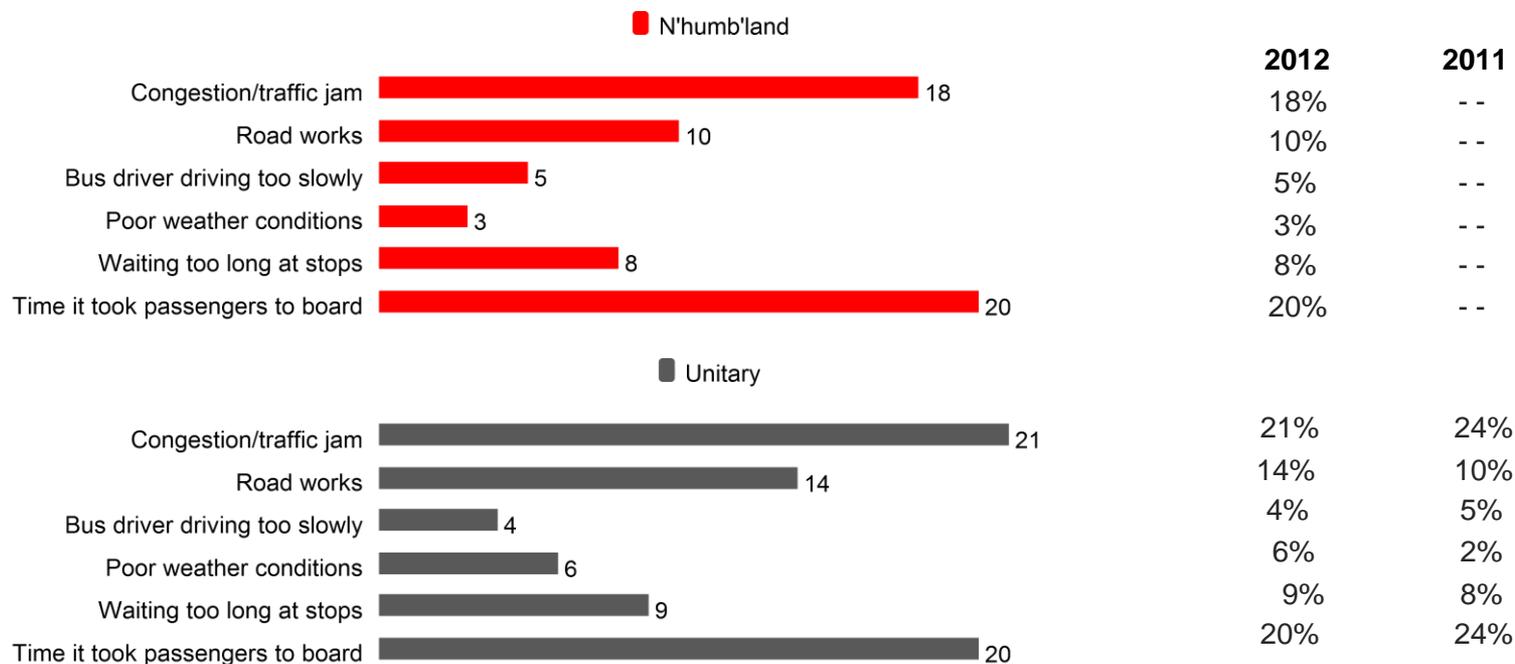
Satisfaction with on-bus journey time and factors affecting journey length

■ Very satisfied
 ■ Fairly satisfied
 ■ Neither sat. nor dissat.
 ■ Fairly dissatisfied
 ■ Very dissatisfied



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

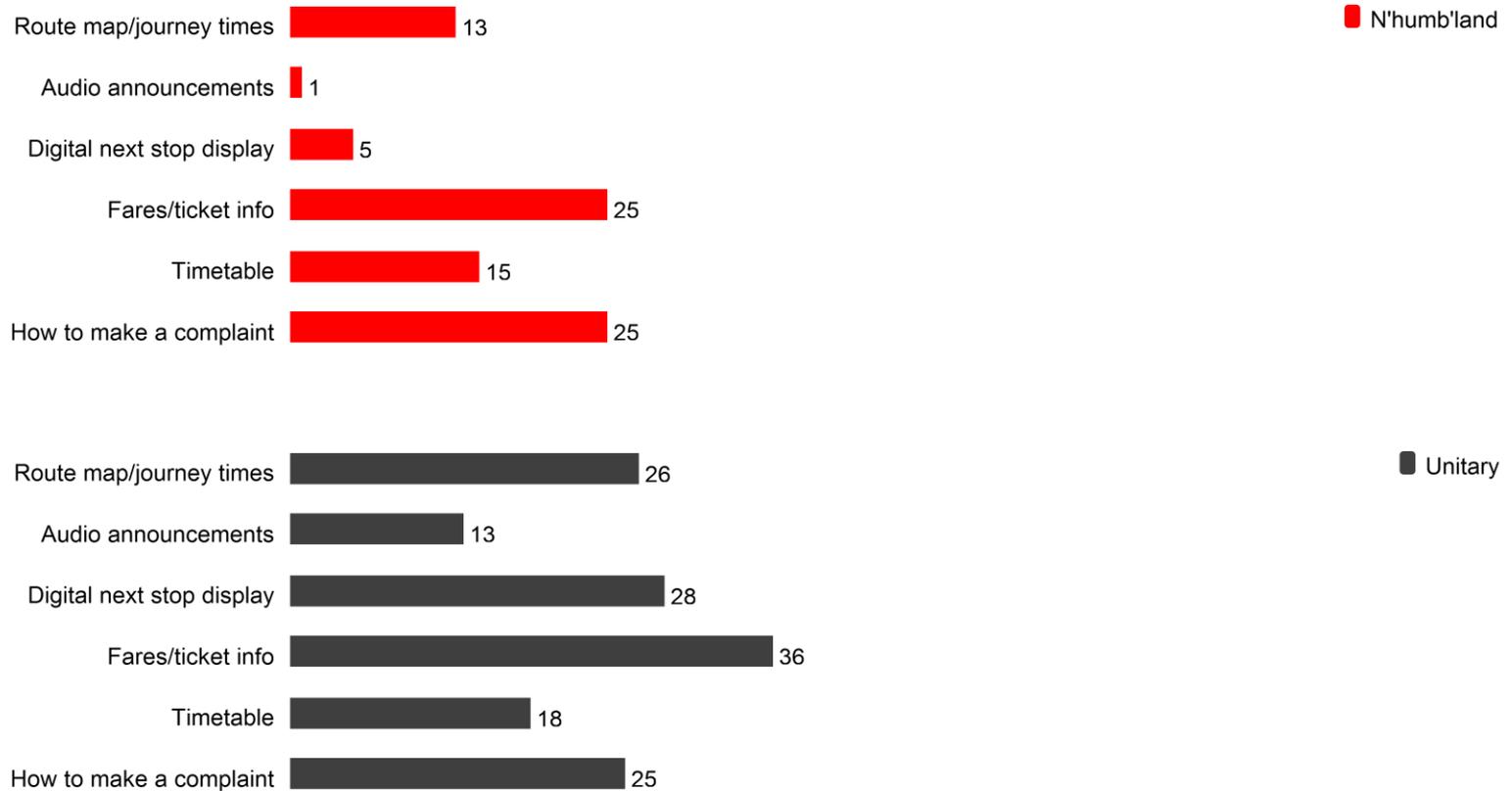
Base: All who gave a rating for this question



Q. Was the length of your journey affected by any of the following? (More than one response permissible)

Base: All respondents

Availability of information inside the bus

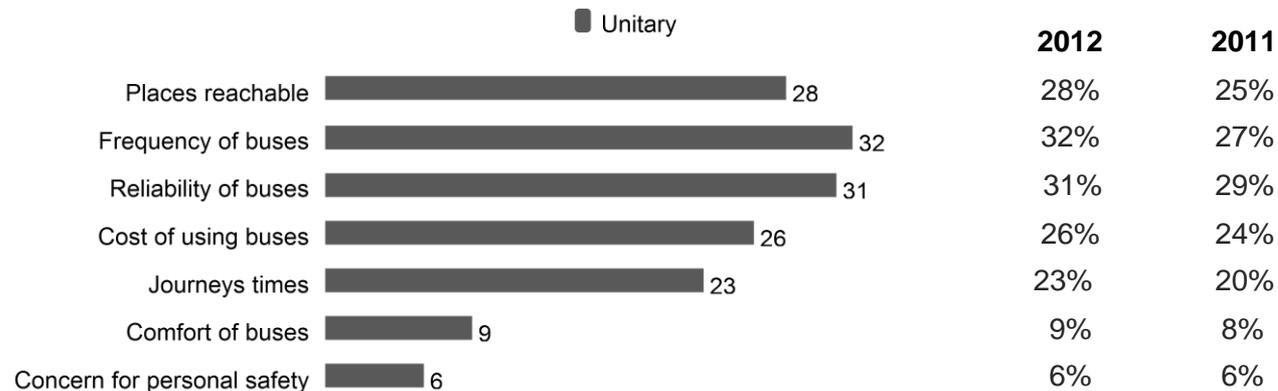
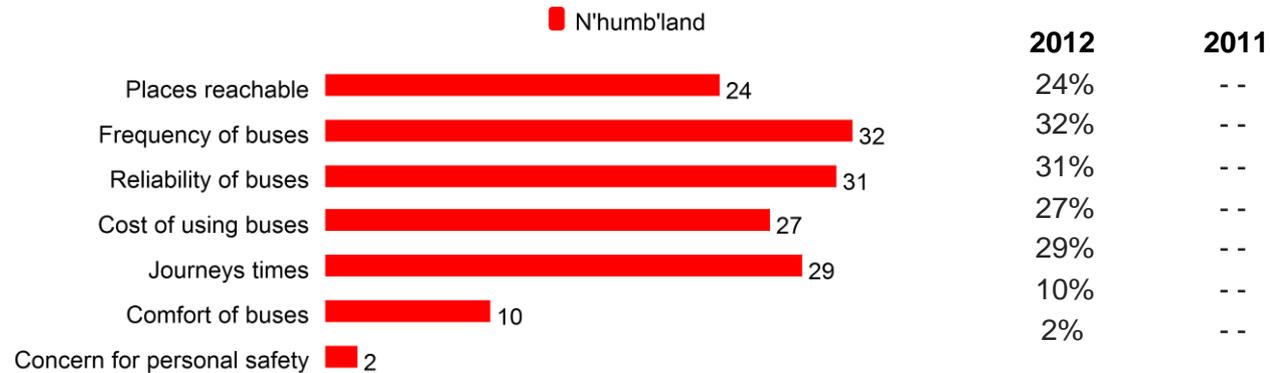


Q. Were any of these items of information present on the bus?

Base: All survey respondents

NOTE: The yes proportion is calculation based on those answering compared to whole survey

Factors frequently preventing more journeys being made



Q. Have any of the following frequently stopped you making journeys by bus? (More than one answer permissible)

Base: All survey respondents

Key drivers of satisfaction and dissatisfaction



The chart plot values are generated from a regression technique which identifies key drivers of dissatisfaction and key enhancers on the vertical axis, and for each attribute their corresponding satisfaction rating on the horizontal axis. Chart results are based on fare payers only so passengers' value for money rating could be included in the range of attributes considered. The charts can only be read at an individual area level. Comparison of positions of the plot points between any area and another should not be made, as both axes are bespoke to each area. Further detail on the statistical procedure deployed is available on request.