



PLUSBUS user survey

March 2015

Agenda

- Introduction
- Research background
- Profiling of PLUSBUS users
- PLUSBUS users: overall experience of service
- PLUSBUS users: last experience
- Future users of PLUSBUS
- Summary of findings
- Next steps

Introduction



Introduction

Passenger Focus carried out this research in partnership with Journey Solutions (the partnership of bus and train operators behind PLUSBUS) and Association of Train Operating Companies (ATOC).

PLUSBUS is an additional ticket purchased alongside a National Rail ticket. A PLUSBUS ticket can buy at the same time as a rail ticket (at the station booking office, online, from self-service ticket machines [TVMs] or on-train). It gives the train traveller unlimited local bus and tram travel (on participating operators' services) around the whole area of the rail-served town that's at the start and/or the end of the rail journey.

PLUSBUS tickets are available for 290 rail-served towns and cities across Britain (excluding Greater London). The industry issues around a million tickets are issued every year, however, over the last two years the growth in ticket sales has started to plateau.



Introduction

We designed this research to better understand existing and potential PLUSBUS users. For existing users we wanted to explore how they currently used the product, key reasons for and against purchasing PLUSBUS, and how they found out about the product.

The research also looked at potential PLUSBUS users*, their awareness of the product and what would encourage them to purchase PLUSBUS in the future.

** defined as those who have not used PLUSBUS in the last two months/ever, but are likely to in the next 12 months (at Q34 of the survey).*



Research background

Research background

Objective

The main objective of this research is to explore awareness, understanding and usage of PLUSBUS amongst existing and potential PLUSBUS users. Results will be used to help develop the product and improve its marketing to retain existing users and attract new ones.

Approach

Populus conducted an online survey between 31 October and 12 November.



- The main sample was a representative survey of 2058 **rail users** in Great Britain, with quotas on age, gender, social grade and region. The sample was sourced from the Populus panel of 100,000 individuals.
- Within this representative sample 168 users of PLUSBUS in the past two month were identified.

Three additional samples weighted into the main rail user sample

To increase the sample size of PLUSBUS users, three additional boost surveys were conducted and weighted back into the main representative rail users sample at the correct proportions in terms of PLUSBUS usage/awareness and PLUSBUS purchase channel. The overall sample size increased to 2,435.

1. PLUSBUS user boost: additional 201 online interviews were carried out amongst PLUSBUS users sourced from the Populus panel
2. Trainline customers: additional 148 online interviews were conducted amongst Trainline customers that have bought a PLUSBUS ticket in past 6 months, they were sent a URL link to the online survey from Trainline
3. National Railcard: additional 28 interviews were carried out amongst recipients of the quarterly National Railcard newsletter which contained a link to the online survey.

The final weighted sample of past two month PLUSBUS users is 401, with a sample of 650 for potential users.

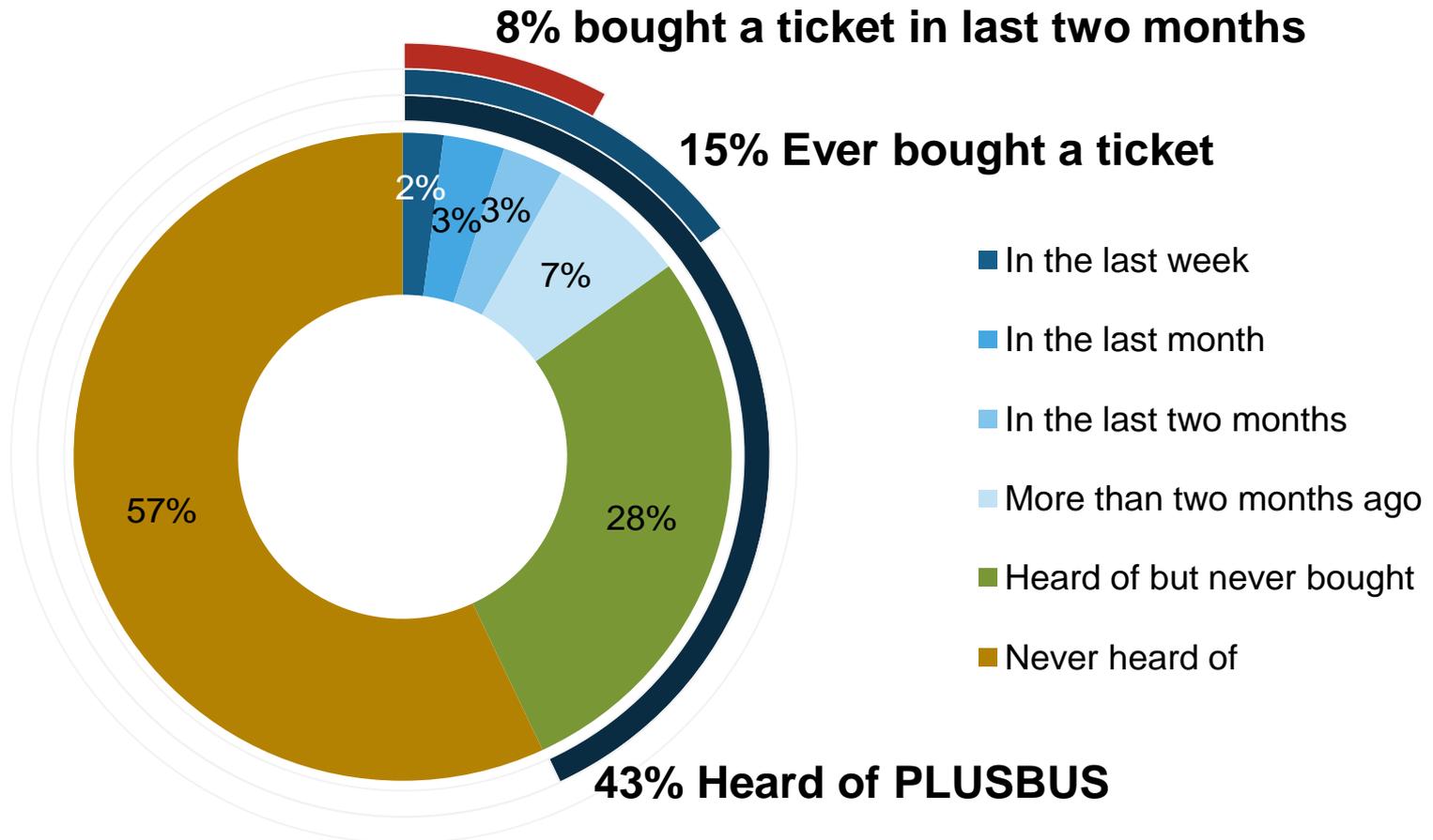


Profiling PLUSBUS users



Two-fifths of rail passengers have heard of PLUSBUS, 15 per cent have ever bought a ticket

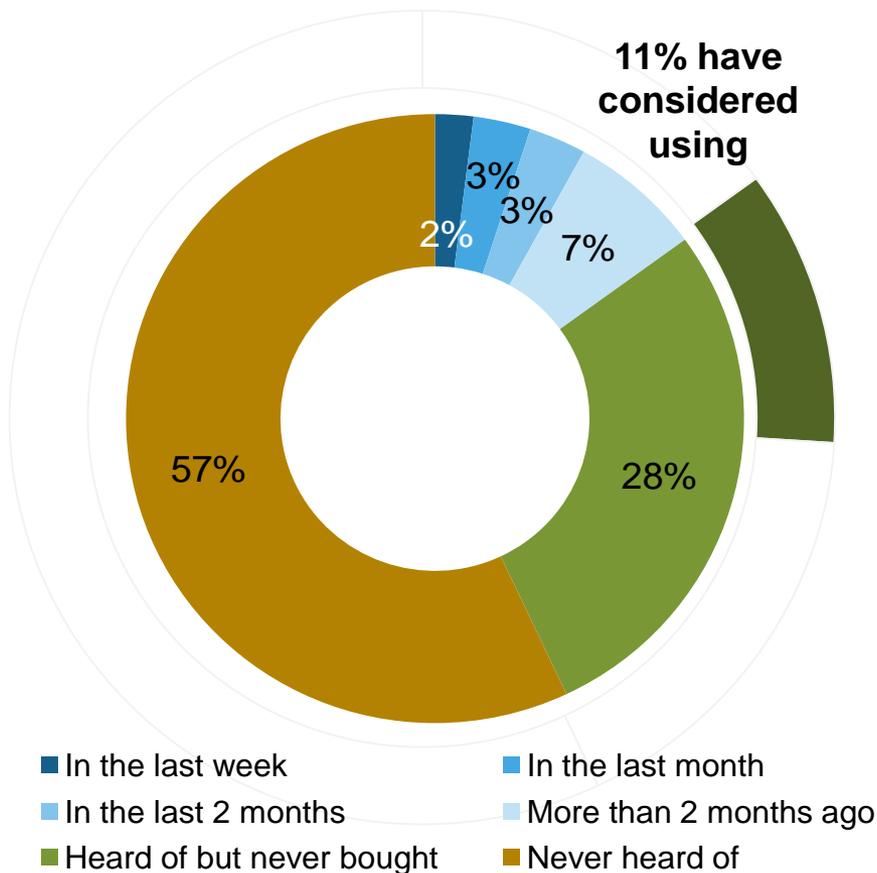
PLUSBUS usage and awareness: all rail passengers



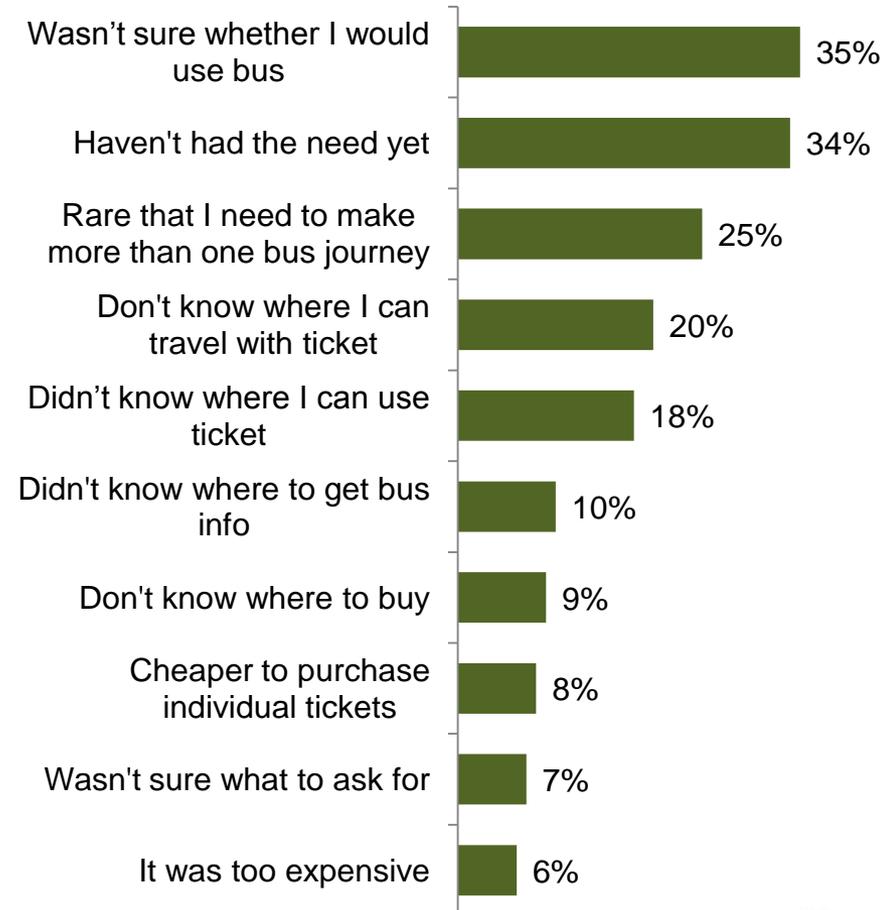
One in 10 have considered using PLUSBUS. Lack of information/need for ticket stopped them

PLUSBUS consideration: all rail passengers

Usage and consideration



Why not used



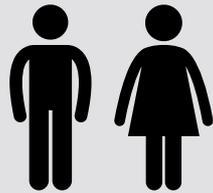
Q.24 Have you ever considered using a PLUSBUS ticket? Q.25 You said that you have considered using a PLUSBUS ticket in the past, but haven't bought one. Why is this? Base: all rail passengers (n=2435), all who have considered using PLUSBUS (n=246)



PLUSBUS users are more likely to be Railcard holders and travelling for commuting or business purposes

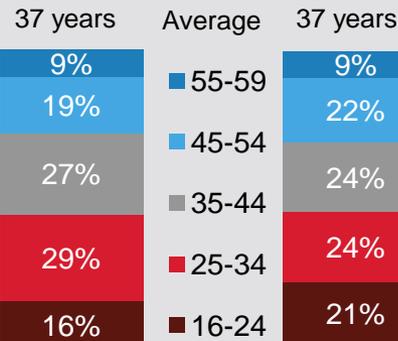
Profile of PLUSBUS past two month users vs. all rail passengers

Gender



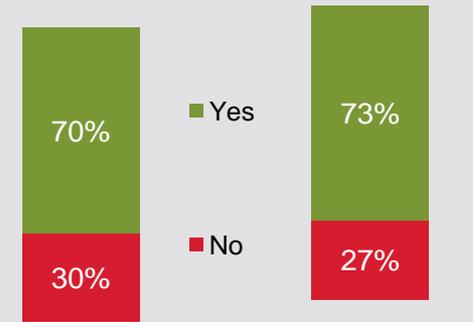
PLUSBUS **52%** **48%**
All rail users **(50%) (50%)**

Age



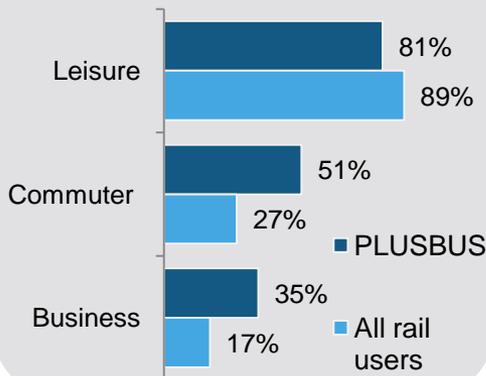
PLUSBUS All rail users

Car in household

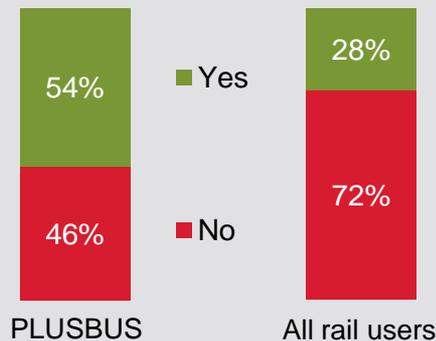


PLUSBUS All rail users

Rail journey purpose

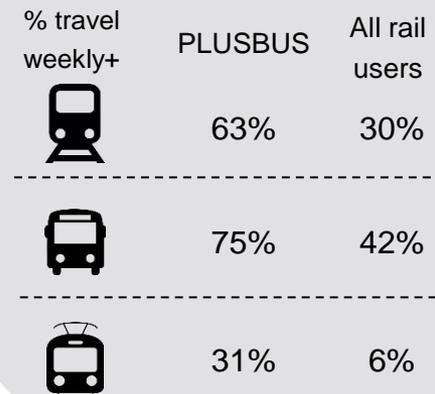


Railcard



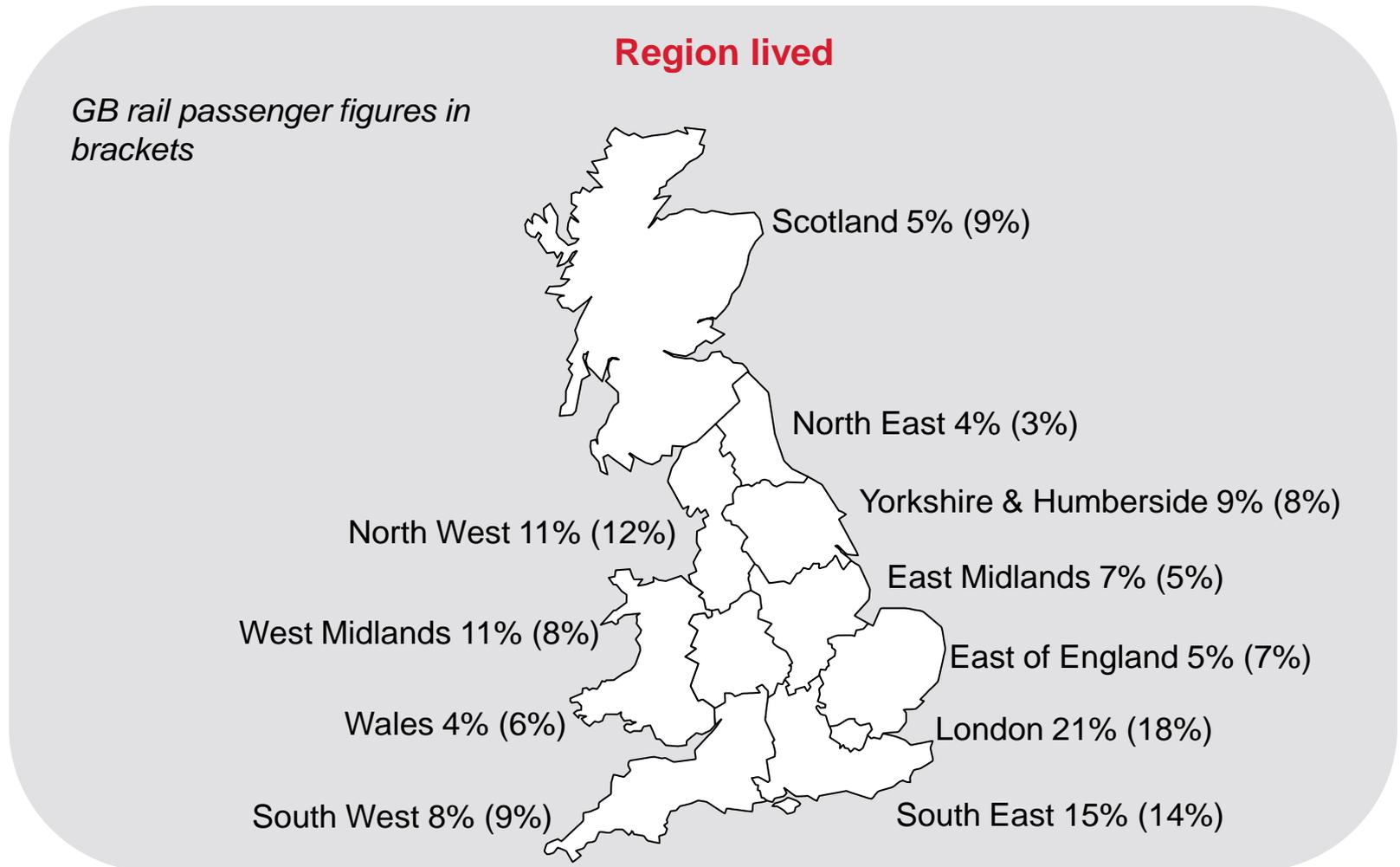
PLUSBUS All rail users

Travel frequency



Fewer PLUSBUS users living in Scotland and Wales, more in London and the East Midlands

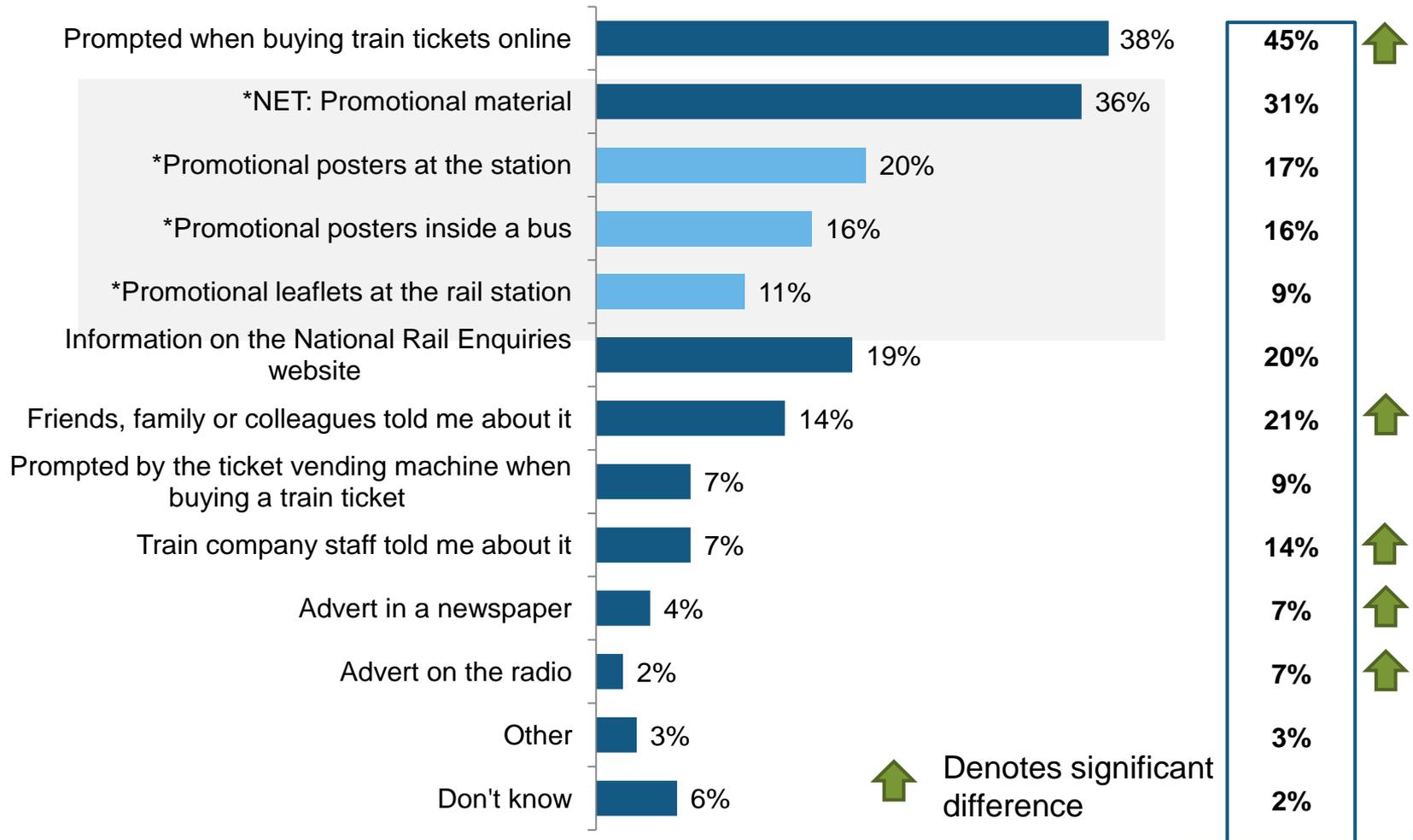
Profile of PLUSBUS past two month users vs. (all rail passengers)



PLUSBUS awareness is driven by prompts when buying train tickets online and promotional material

How became aware of PLUSBUS: all rail passengers aware

PLUSBUS users



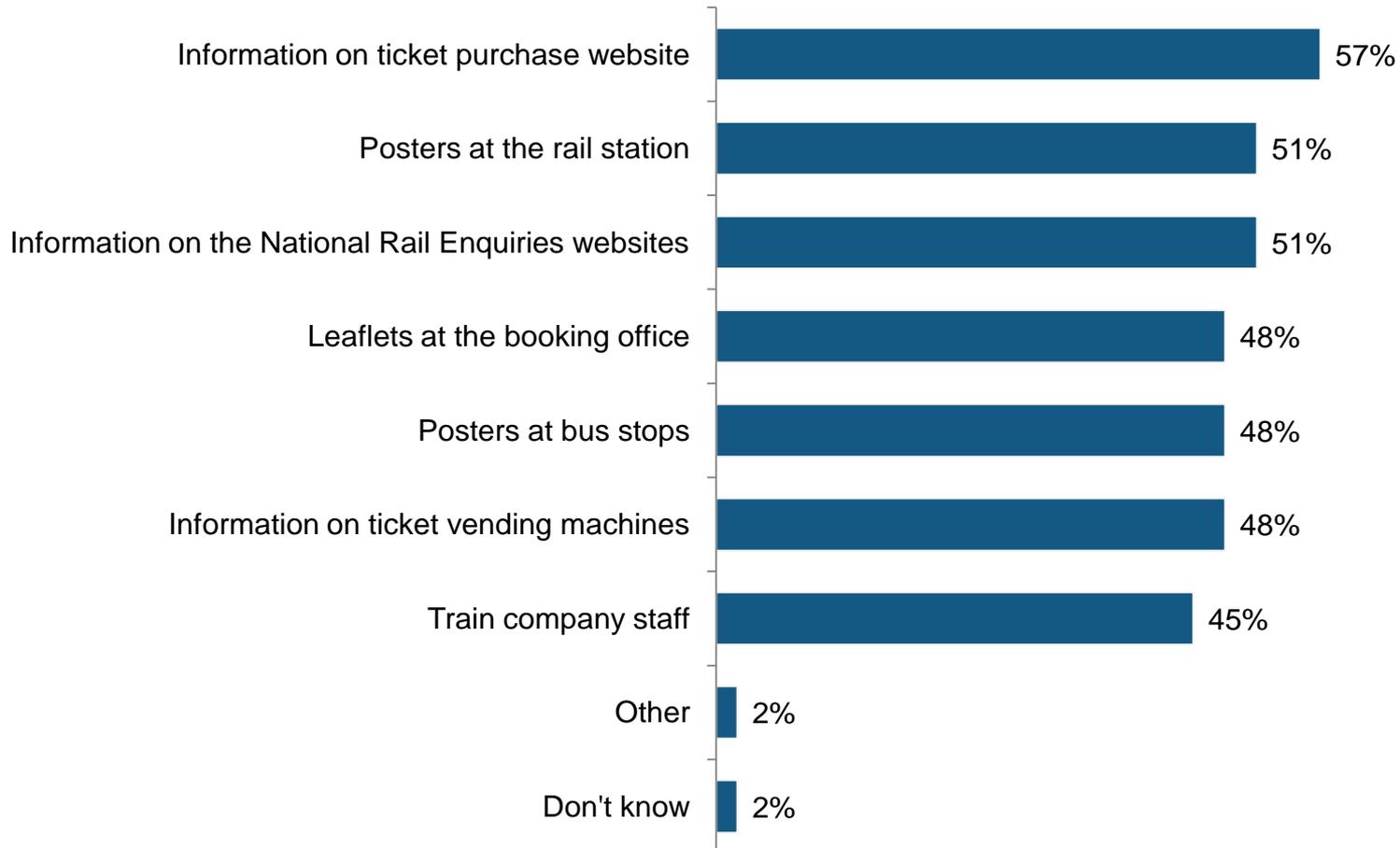
NET = the combined scores for the options with an asterisks



Q.23 How did you first become aware of PLUSBUS tickets?
 Base: all aware n=1261, PLUSBUS users past two months n=401, ever used n=658

Users would most expect to find PLUSBUS information on the website when purchasing a rail ticket

Expectations for PLUSBUS information [prompted]: all past two month PLUSBUS users



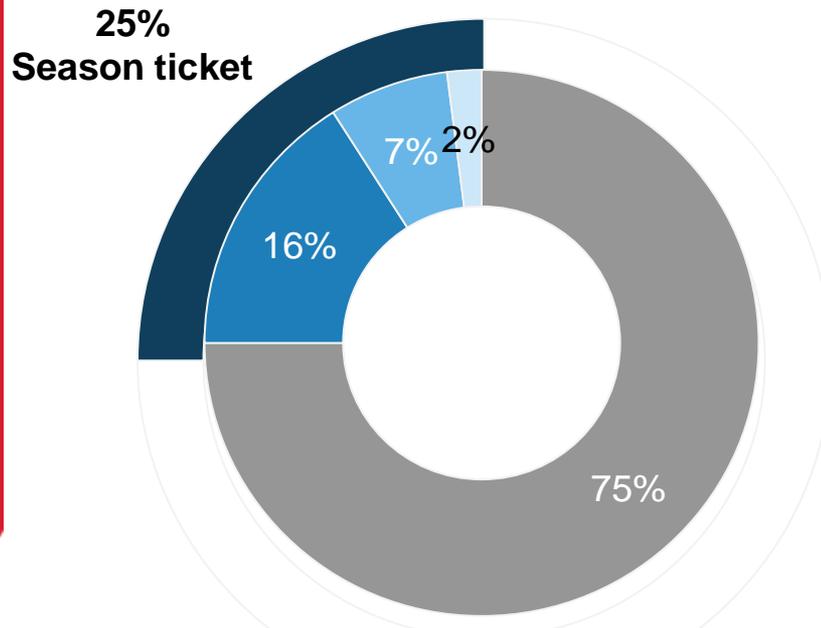
PLUSBUS users: overall experience of service



Majority of PLUSBUS tickets are bought alongside day tickets and typically purchased online

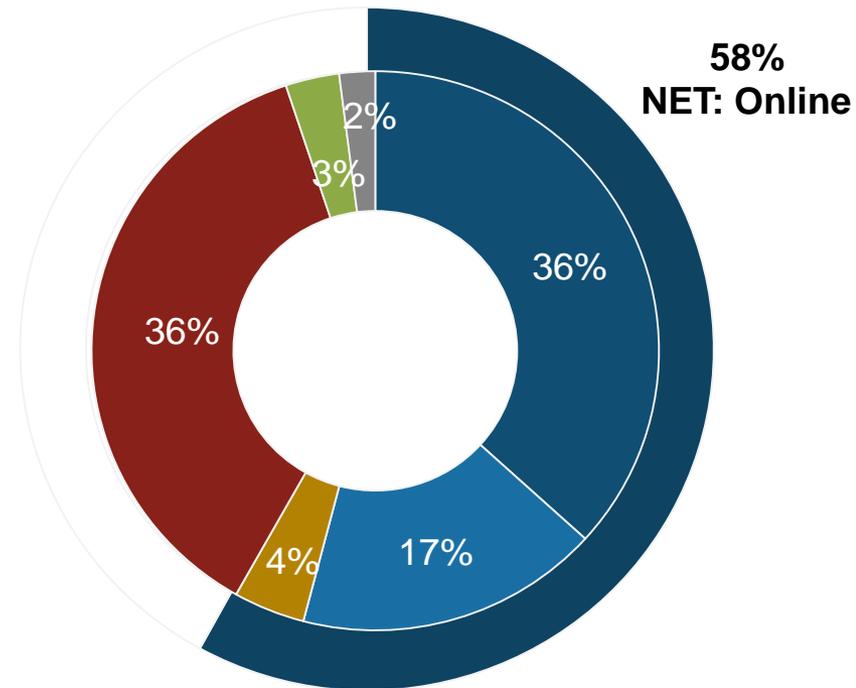
Ticket type purchased/purchase method typically used: all past two month PLUSBUS users

Ticket type



- Individual day ticket
- As part of a weekly ticket
- As part of a monthly ticket
- As part of an annual ticket

Ticketing method typically used



- Online through Trainline
- Online through train operator site
- Online through another site
- Over the counter at a rail station
- Through a self-service ticket machine
- On the train from the conductor

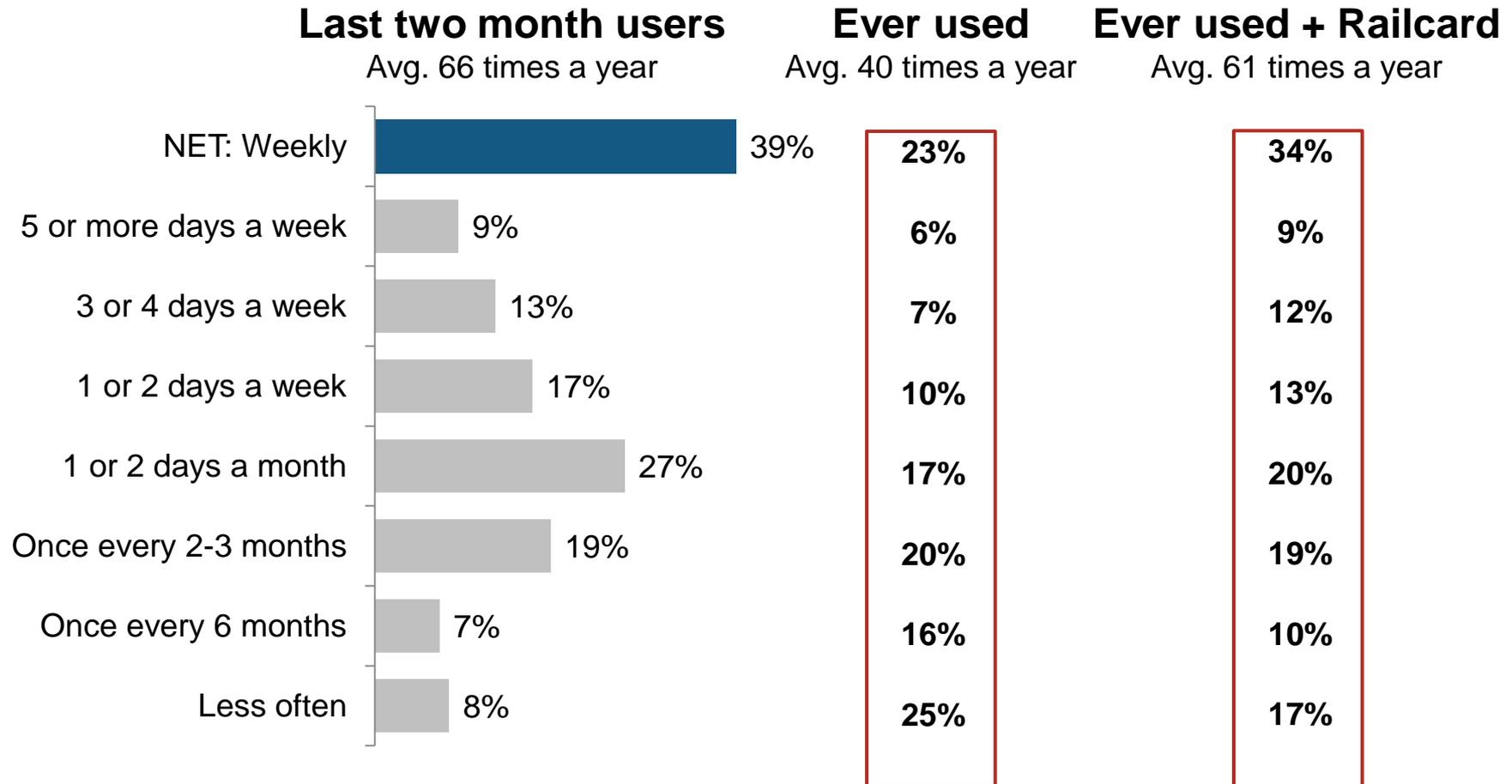
Q.29 Do you usually buy a PLUSBUS day ticket each time you buy a train ticket or do you buy a PLUSBUS season ticket with your rail season ticket? Q.31b Which [ticket purchase method] do you use most often?

Base: all who have used PLUSBUS in last two months (n=401)



Four in 10 PLUSBUS users are using the service weekly or more often

Frequency of purchasing PLUSBUS tickets: all past two month PLUSBUS users



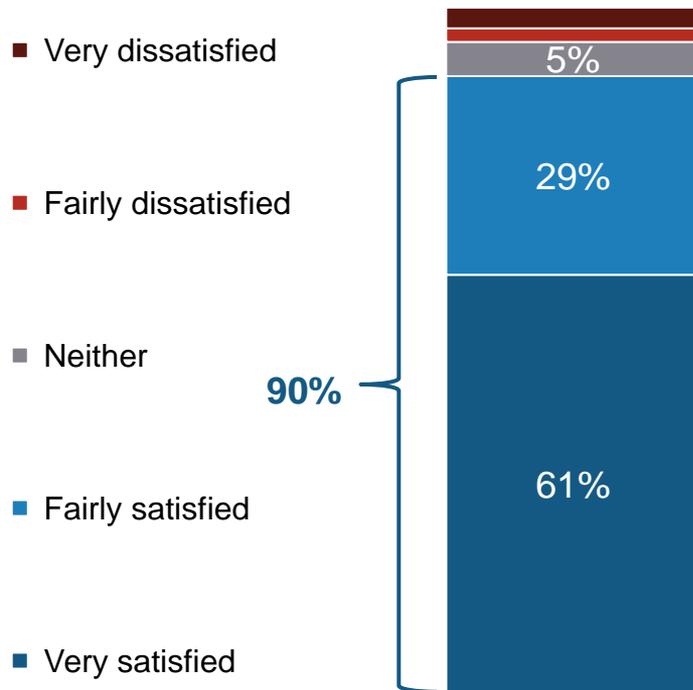
Q.30 How often do you purchase PLUSBUS tickets? Base: all who have used PLUSBUS in last two months (n=401), ever used (n=658), ever used and have Railcard (n=325)



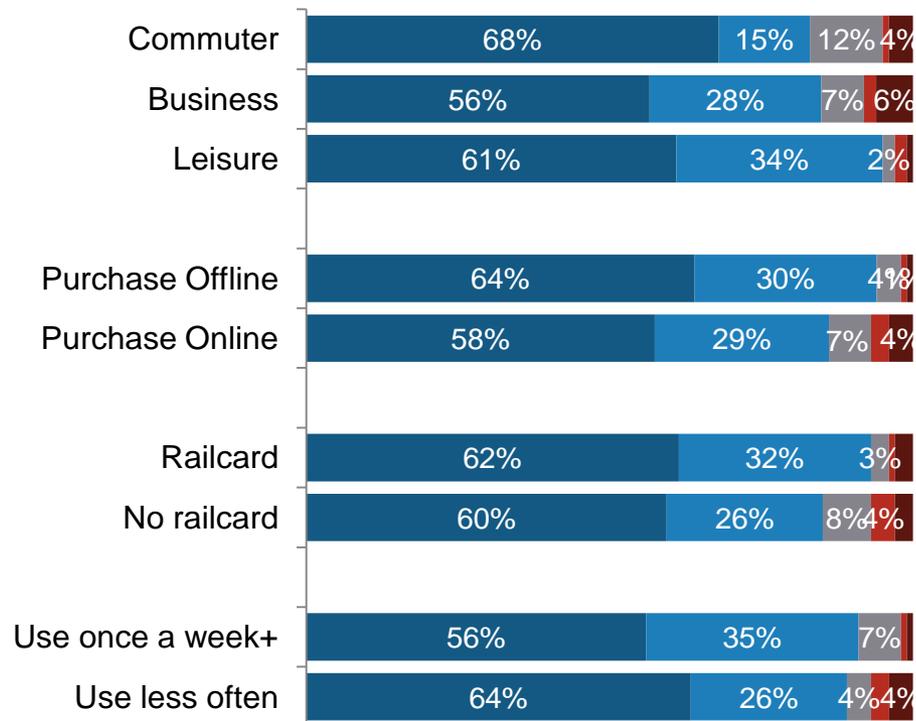
Satisfaction with PLUSBUS is high – with almost all either very or fairly satisfied

Overall satisfaction with PLUSBUS ticketing: all past two month PLUSBUS users

Satisfaction with PLUSBUS



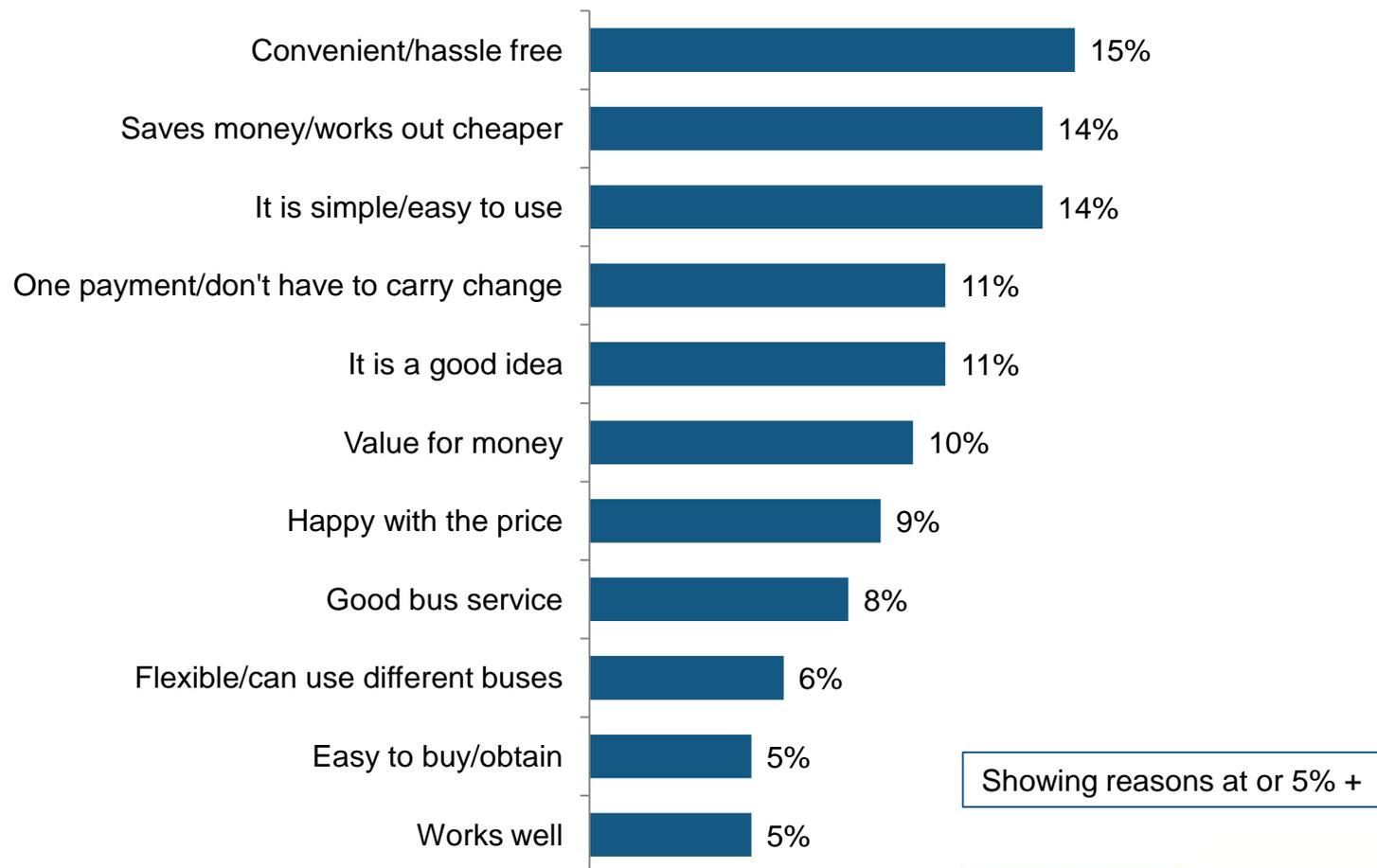
Base size too low to profile those dissatisfied



Satisfaction is driven by convenience, savings and ease of use

Reasons for satisfaction with PLUSBUS: satisfied past two month PLUSBUS users

Why satisfied



Satisfaction is driven by convenience, savings and ease of use

Reasons for satisfaction with PLUSBUS: satisfied past two month PLUSBUS users

Why satisfied

Convenient/hassle free

*"It was **convenient to use** and quite good **value for money.**"*

*"**Convenient, good value for money and also enables us to explore a city we may not have been to before.** Even cheaper with a railcard discount. Always get one on day trips."*

*"It is **convenient and economical.** It provides the freedom to travel without fearing expenses."*

*"It's incredibly **convenient to just get the PLUSBUS with your train ticket** instead of having to worry about asking the bus driver once you're on the bus and holding up progress. I also like that you get a discount as a railcard holder."*

*"It was **convenient as I didn't have to buy another ticket** when I caught the tram."*

Saves money

*"It was **value for money**, and accepted without quibbles."*

"Cheap way to get around a big city."

"represented a saving on normal fares."

*"It was easy and offered a **cheap ticket for numerous journeys that day**, in fact I took an unnecessary journey when I had time to kill, just for a sit down and 'sightseeing' trip."*

Easy to use

*"It made the **whole day much easier** and less stressful."*

*"It was very **easy to use** and to be able to buy it with my train ticket."*



Some PLUSBUS users have had problems with drivers not accepting tickets, others have found the service expensive

Reasons for dissatisfaction with PLUSBUS: dissatisfied PLUSBUS users

Why dissatisfied – five per cent overall

Problems with ticket validity

*“Because **most bus drivers are not aware of the Plus bus ticket and usually they think you are showing them a fake ticket** and they refuse to let you on the bus unless you pay. It happened to me and my friends as well many times.”*

*“Because while on two different buses the **driver told me that the ticket was not available for use on the service**. Even though I previously checked which buses I could use and they even had a sticker on the window saying PLUSBUS accepted.”*

“Because it was a waste of money considering the bus driver said it wasn’t valid!”

*I used to purchase PLUSBUS in the Hertfordshire area, to get to and from work. However I **experienced great difficulty with getting the bus drivers to accept it**. I used to have to show them a leaflet which stated their bus company / route, was part of PLUSBUS. This was most inconvenient and made my work journey very stressful.*

*“Because the buses that I needed in Coventry would **not accept the bus ticket element**, so it was a waste of money and cost me extra”*

More expensive

“The cost of the PLUSBUS ticket was more expensive than buying an all day bus ticket in Nottingham so it was a waste of money.”

“Very expensive compared to the local prices offered by bus companies.”

Lack of timetabling information

“I wasn’t all that sure about the timetables and consequently didn’t end up using the ticket on the last occasion.”

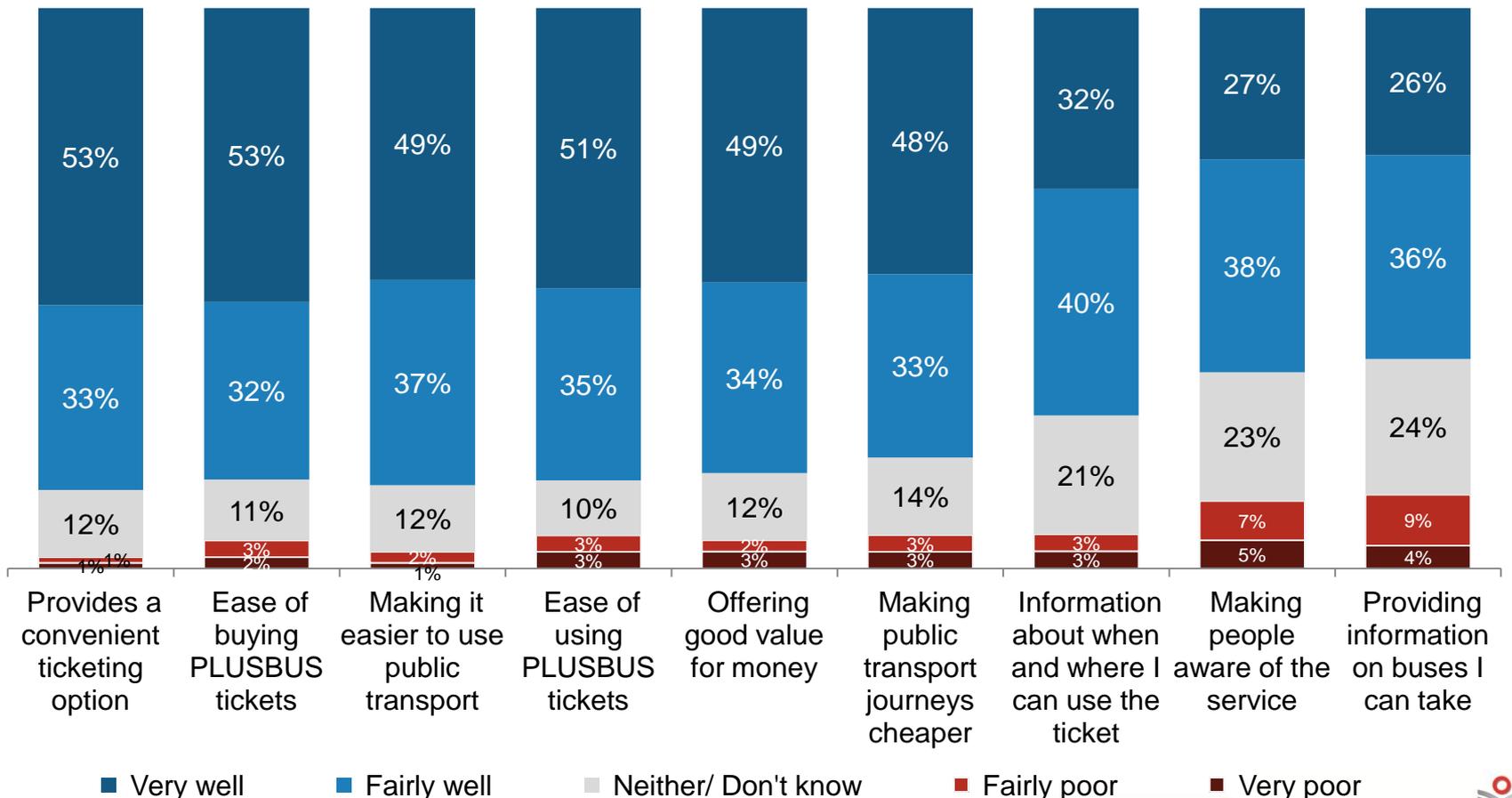


Room for improvement around providing information on PLUSBUS and raising awareness of the service

Satisfaction with elements of PLUSBUS: all past two month PLUSBUS users

% who said very or fairly well

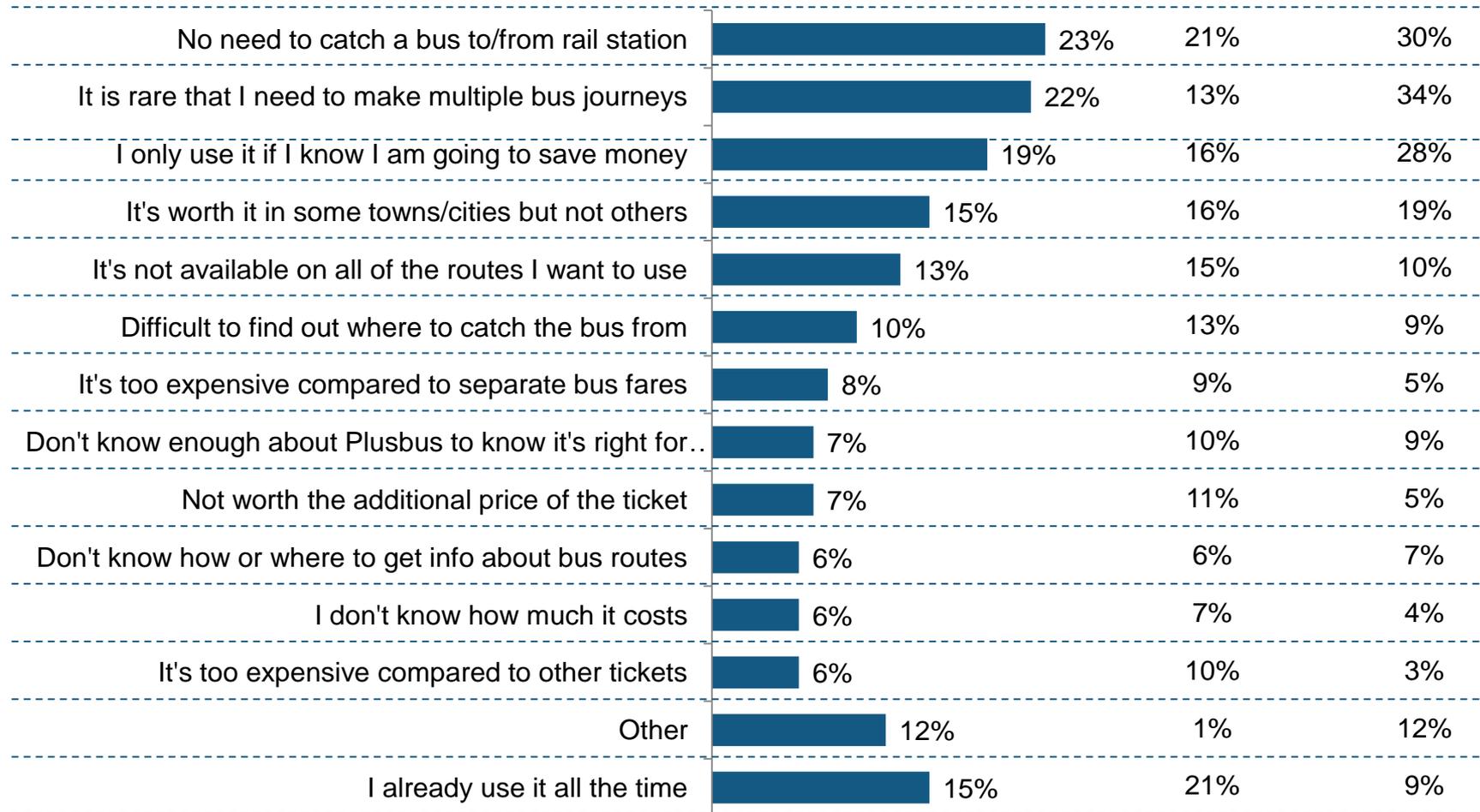
86%	86%	86%	85%	84%	81%	72%	65%	62%
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Lack of need for PLUSBUS stops users from purchasing more often

Barriers to increased PLUSBUS usage: all past two month PLUSBUS users

Once a week+ Less often



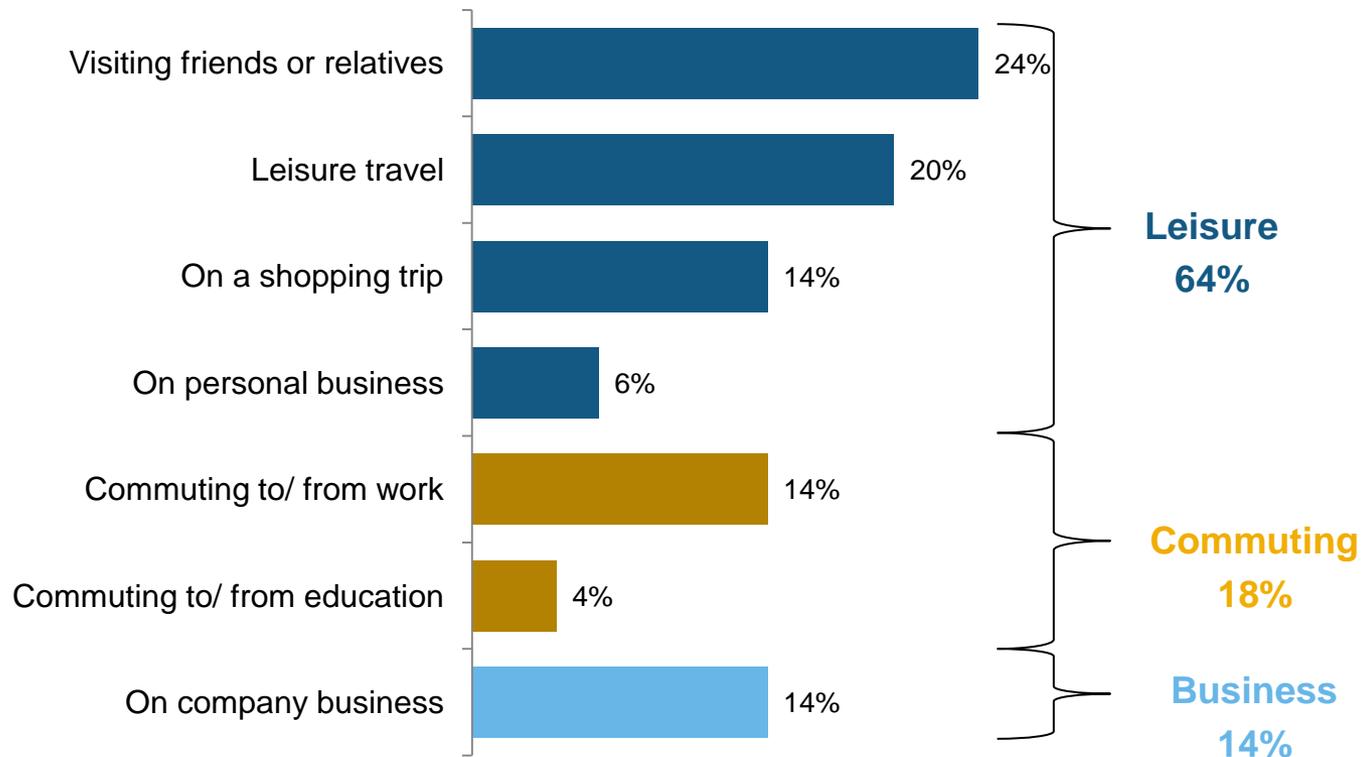
PLUSBUS users: last experience



The majority of PLUSBUS tickets were last used for leisure trips, a fifth were used for commuting

Last journey purpose: all past two month PLUSBUS users

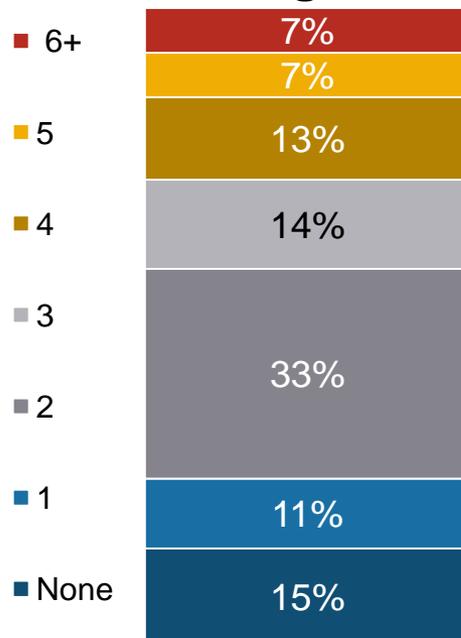
Journey purpose for last PLUSBUS ticket



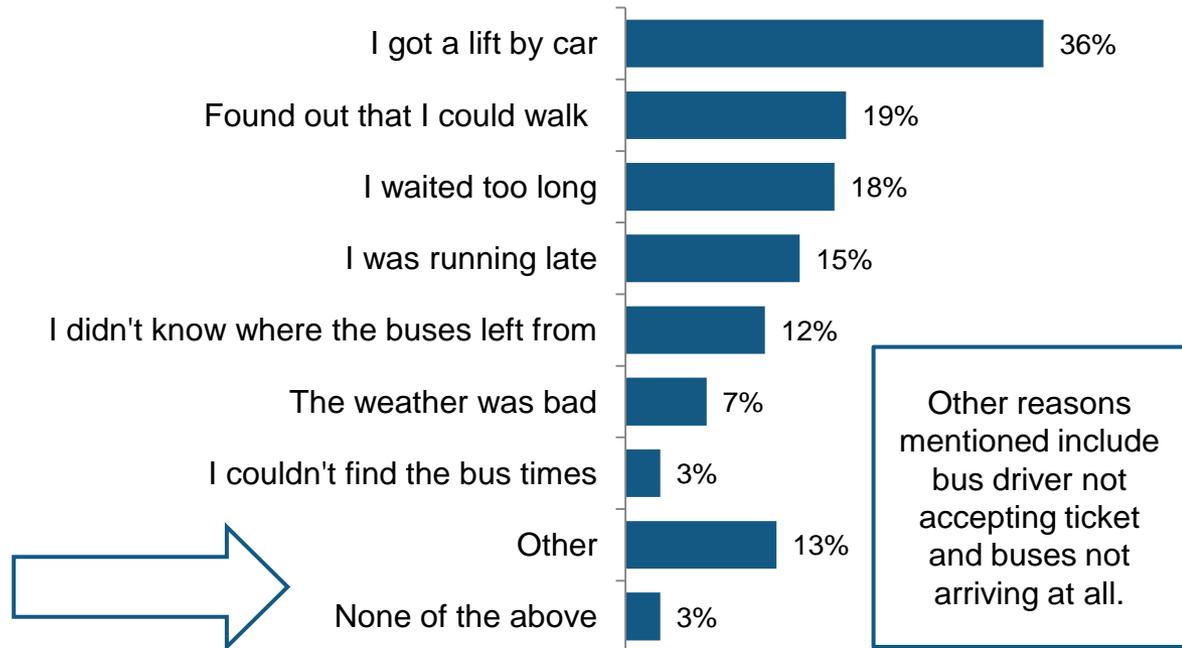
Users made three trips on average using their PLUSBUS ticket. 15 per cent did not make any trips

Number of journeys made using PLUSBUS ticket/reasons for not using: all past two month PLUSBUS users

How many trips made Average 2.9



Reasons not used



Other reasons mentioned include bus driver not accepting ticket and buses not arriving at all.

Those who did not use their last PLUSBUS ticket

- More likely to be heavy users
- Typically purchase PLUSBUS as part of a season ticket
- More likely to have purchased their last ticket just in case they needed it.

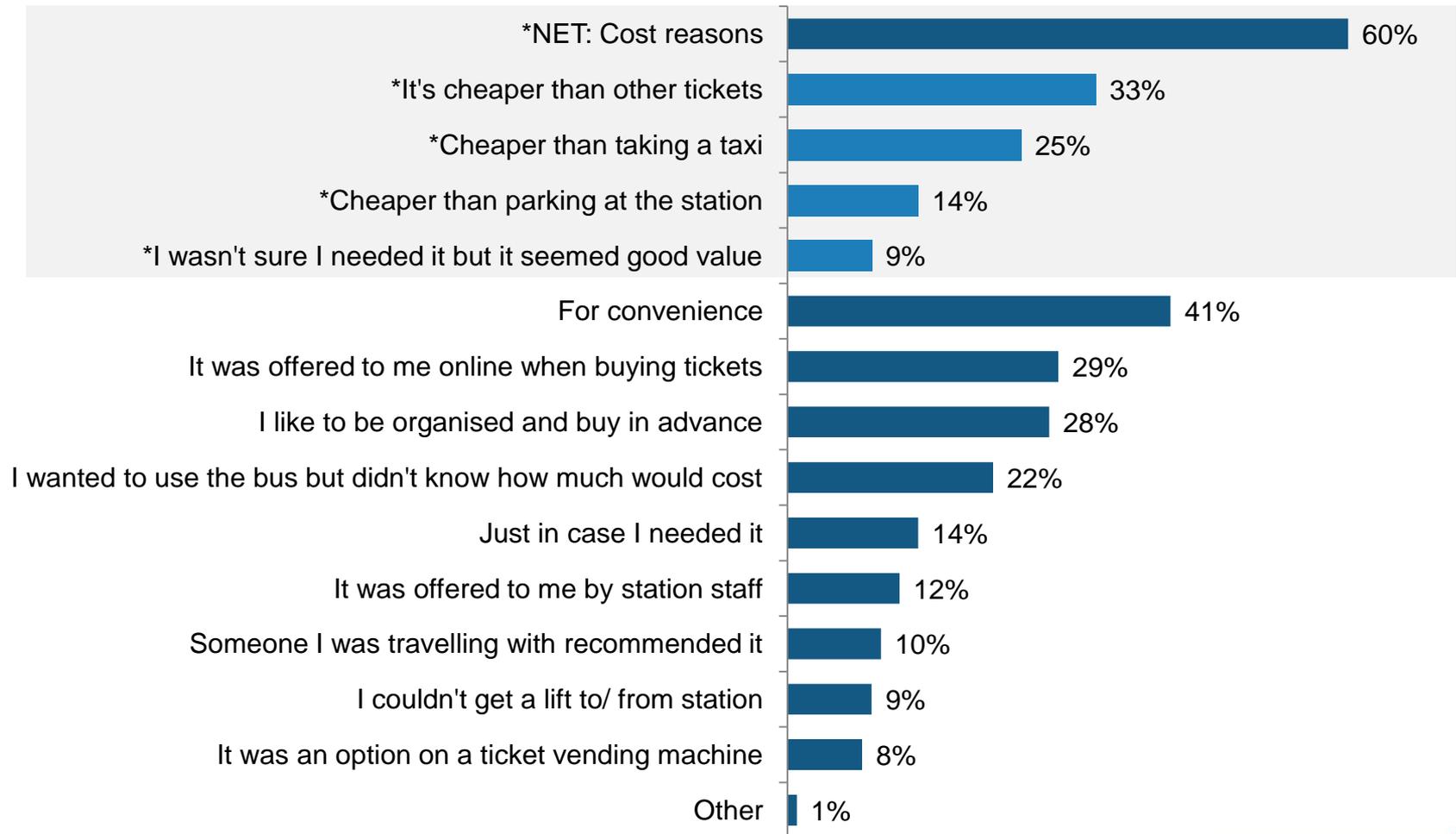
Q.21 During your most recent purchase of a PLUSBUS ticket, how many bus or tram journeys did you make on that day using your ticket? Q.22 You said that the last time you bought a PLUSBUS ticket you did not use it to make any bus/ tram journeys. Why was that?

Base: all who have used PLUSBUS in last two months (n=401), who did not use their last ticket (n=73)



Key reasons for purchasing PLUSBUS tickets include convenience and saving money

Reasons for purchasing last ticket: all past two month PLUSBUS users



NET = the combined scores for the options with an asterisks

Q.32 Thinking about the last time you purchased a PLUSBUS ticket why did you decide to buy it?
Base: all who have used PLUSBUS in last two months (n=401)



Future users of PLUSBUS



PLUSBUS education shown within the survey

All survey respondents were shown the following information about PLUSBUS before being asked likelihood to use the tickets in the next 12 months.



**Travel by train
& bus for less!**

search for *PLUSBUS* in your town:

GO >

about PLUSBUS

PLUSBUS is a bus pass that you buy with your train ticket at any National Rail station ticket office or [online](#).

It gives you unlimited bus and tram travel (on participating operators services) around the whole urban area of the rail-served town or city. Use **PLUSBUS** to start your journey (to get to a station) and/or to end your journey (from station to destination).

PLUSBUS is available for 290 rail-served towns and cities across Britain - [view map](#).

PLUSBUS is accepted for travel on services of over 200 bus companies across Britain and on trams* in Birmingham, Blackpool, Edinburgh, Nottingham, Sheffield and Wolverhampton.



To get more information visit: www.plusbus.info

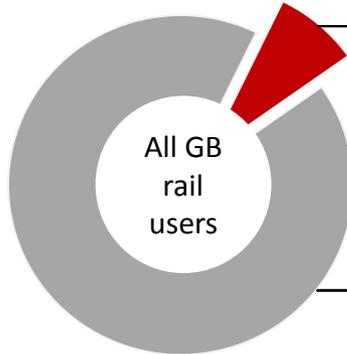


After reading more about the service one in five non-users are likely to use PLUSBUS in the next 12 months

PLUSBUS usage and likelihood to use: all GB rail users

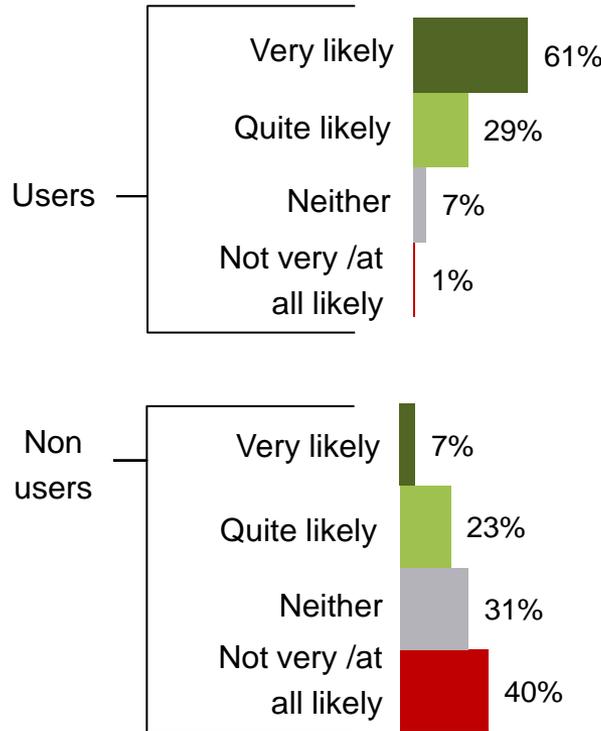
Current usage of PLUSBUS

8% Bought a ticket in last two months



92% Never used PLUSBUS/not in last two months

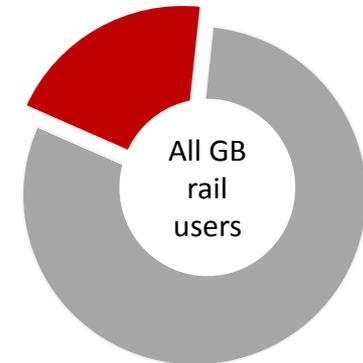
Likelihood of using PLUSBUS in next 12 months



Maximum future use of PLUSBUS

Assuming 90% of those 'very likely' and 40% 'quite likely' convert into users.

20% maximum usage potential in next 12 months



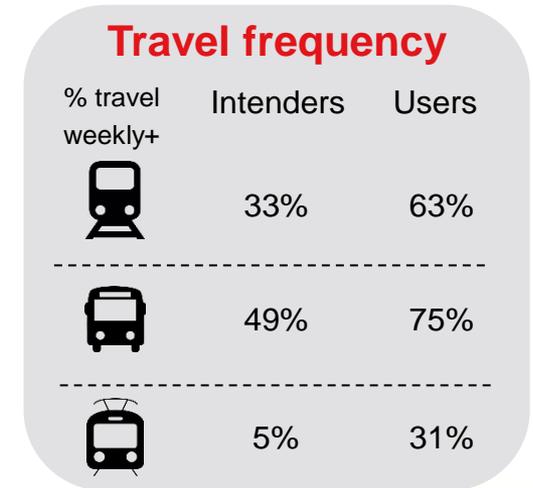
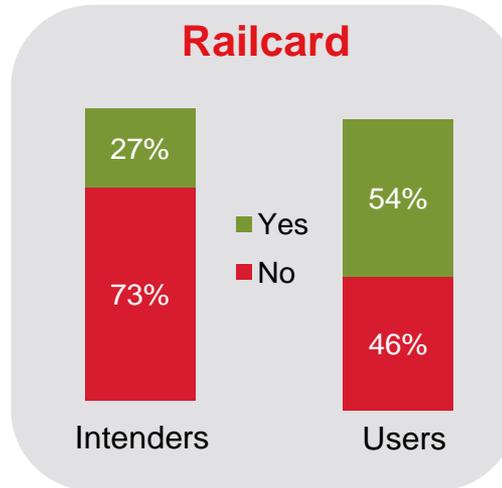
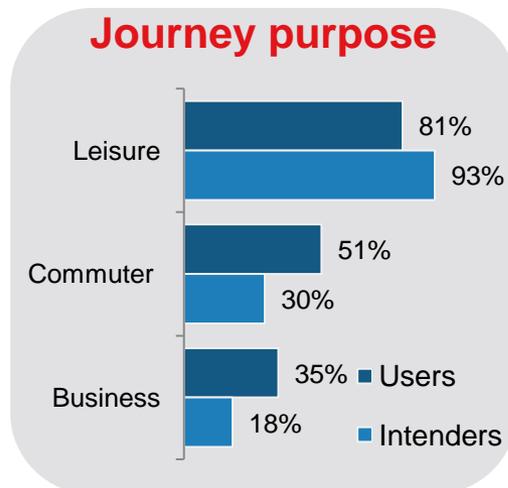
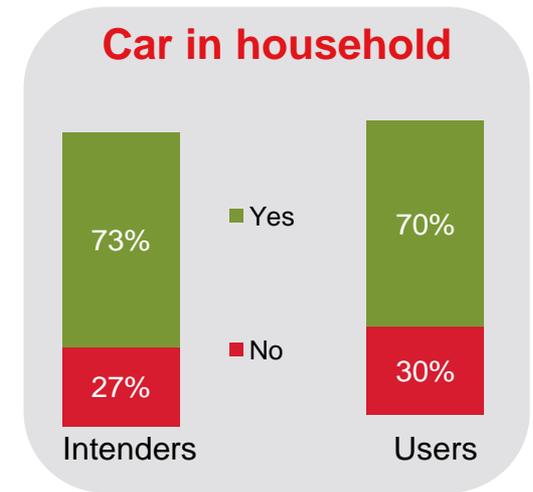
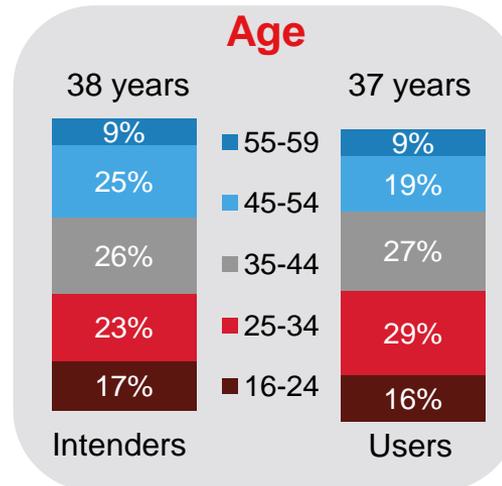
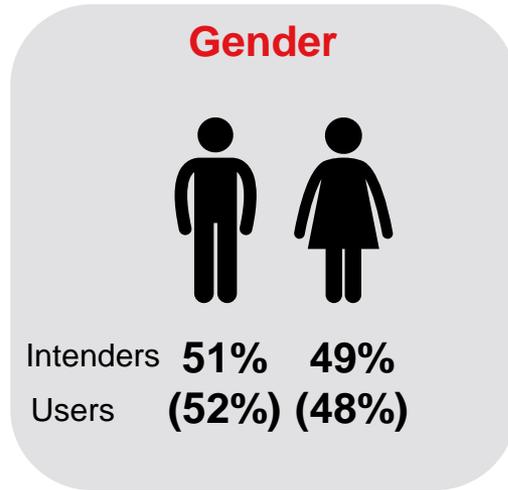
80% not likely to use in the next 12 months

Q.16 When was the last time, if at all, you purchased a PLUSBUS ticket? Q.34 How likely would you be to use a PLUSBUS ticket in the next 12 months? Base: all GB Rail Passengers n=2435, users n=401, intenders not used in last two months (n=650)



Intenders more similar to the general population in terms of demographic profile

Profile of Potential PLUSBUS users vs. past two month users

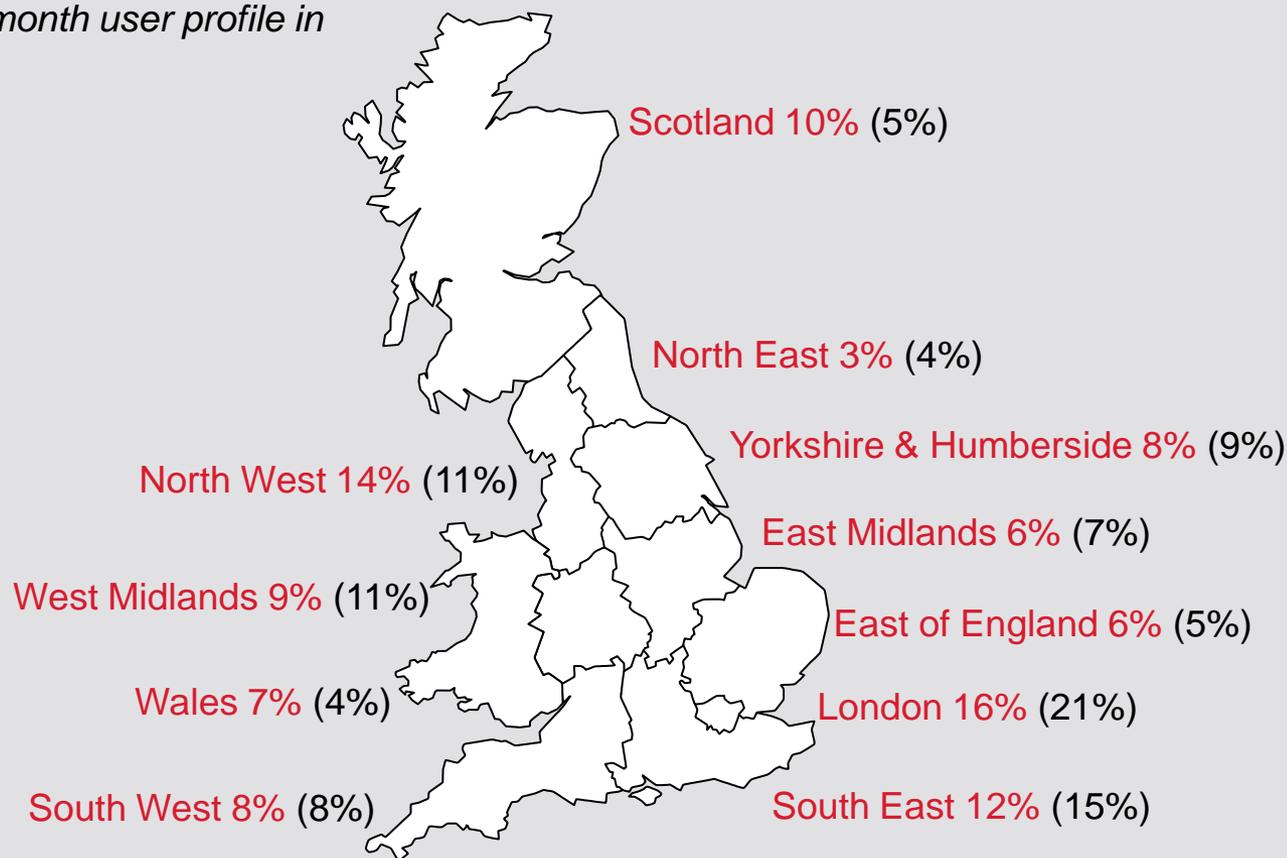


PLUSBUS intenders are less likely to live in London and more likely to live in Scotland

Profile of Potential PLUSBUS users vs. past two month users

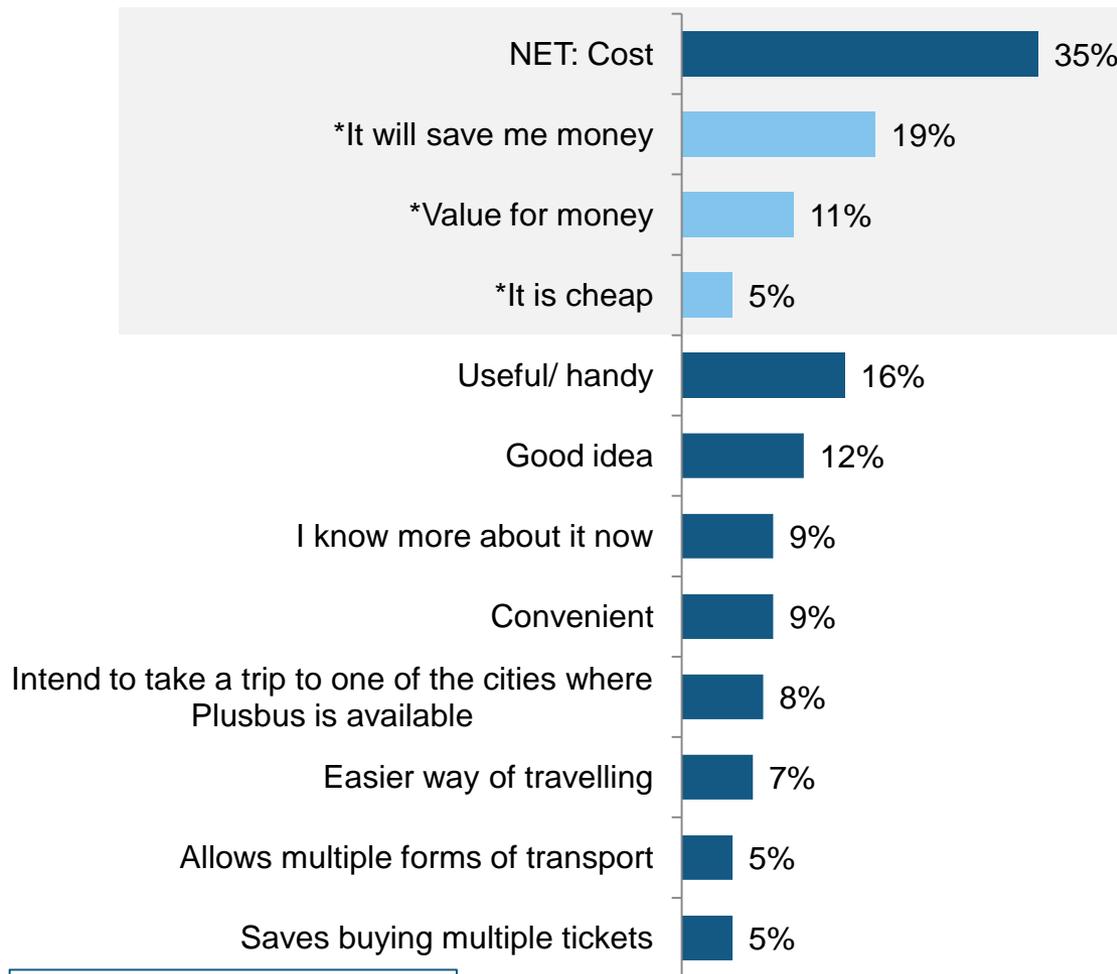
Intenders: region lived

(Past two month user profile in brackets)



Reasons for purchasing driven by the potential for saving money

Reasons likely to use PLUSBUS: all intenders who have not used in last two months/ever



Showing reasons at or 5% +

"Helpful service, probably save me money."

"Looks like good value for money and convenient."

"To save money and hassle of buying tickets for each individual journey."

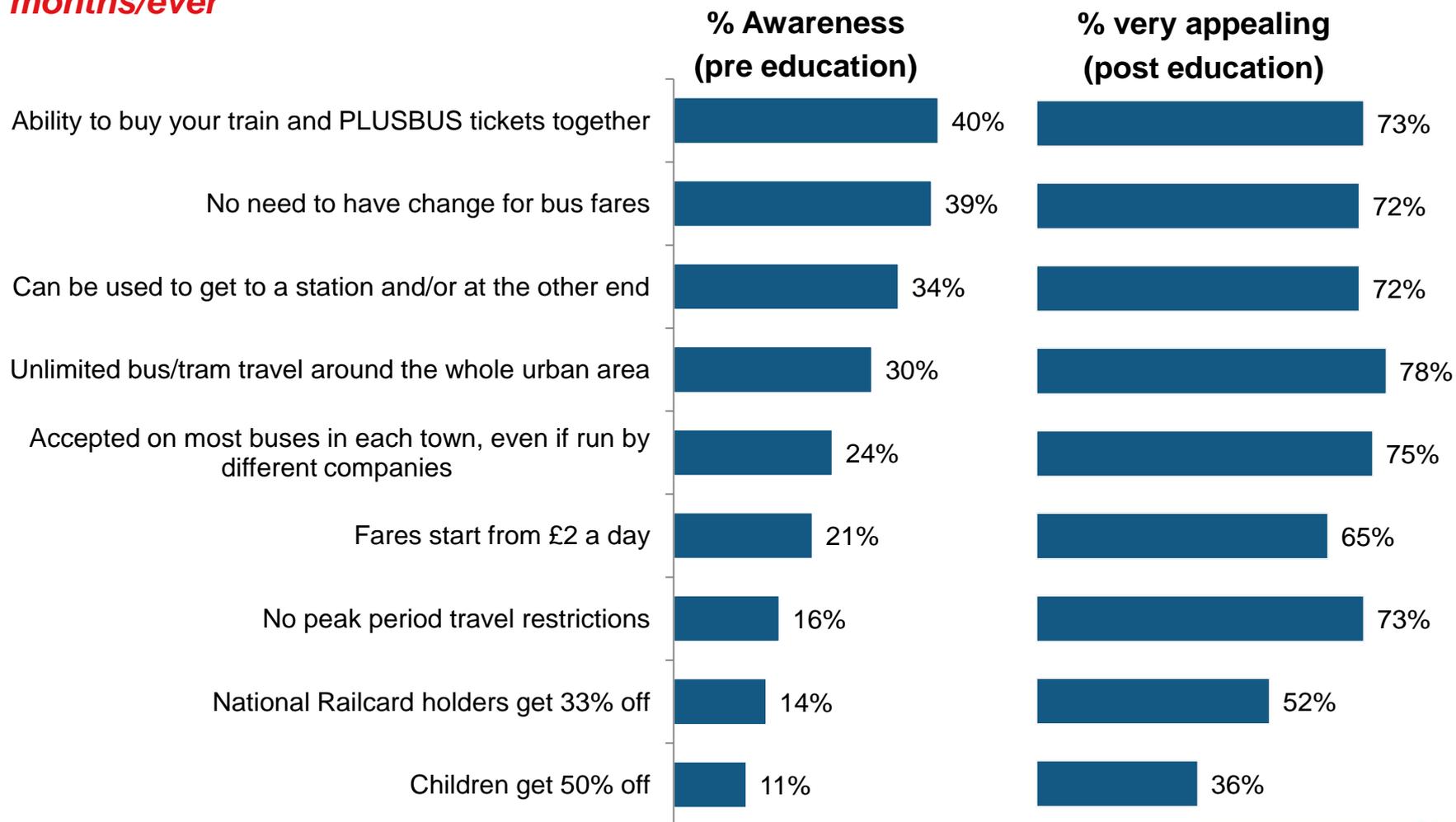
"I think it is a great idea and saves having to pay car parking charges if I am unable to get a lift."

"I have plans to visit friends in the Midlands and other parts of the UK over the next year. I would like to be more independent, rather than relying on lifts, so I will definitely try PLUSBUS, especially now I've been reminded of it!"



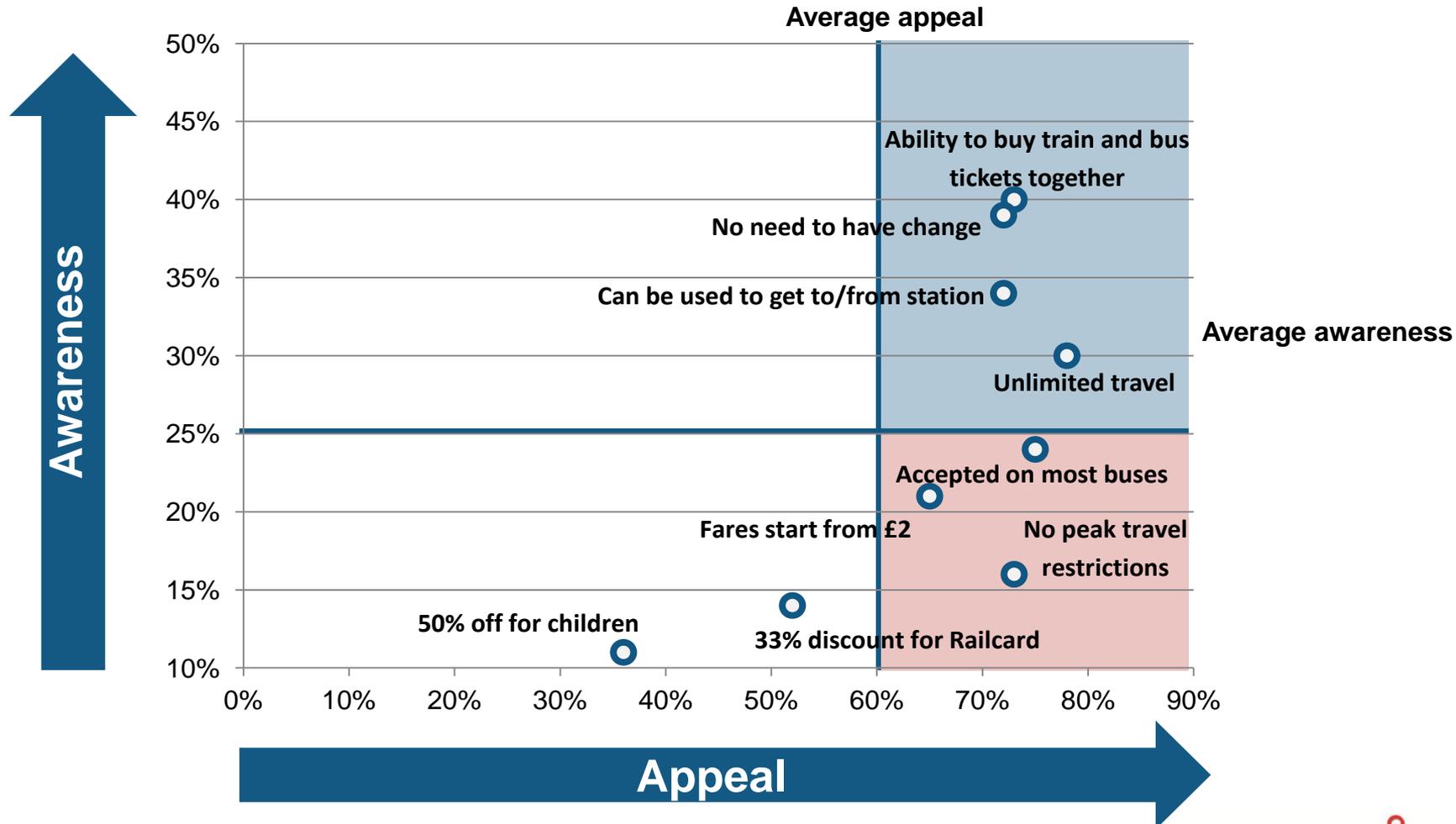
Most widely known benefits are the ability to buy train and PLUSBUS together and no need to have change for fares

Awareness/appeal of PLUSBUS benefits: all intenders who have not used in last two months/ever



Being accepted on most buses and no peak travel restrictions are appealing benefits but not widely known

Priority matrix: all intenders who have not used in last two months/ever



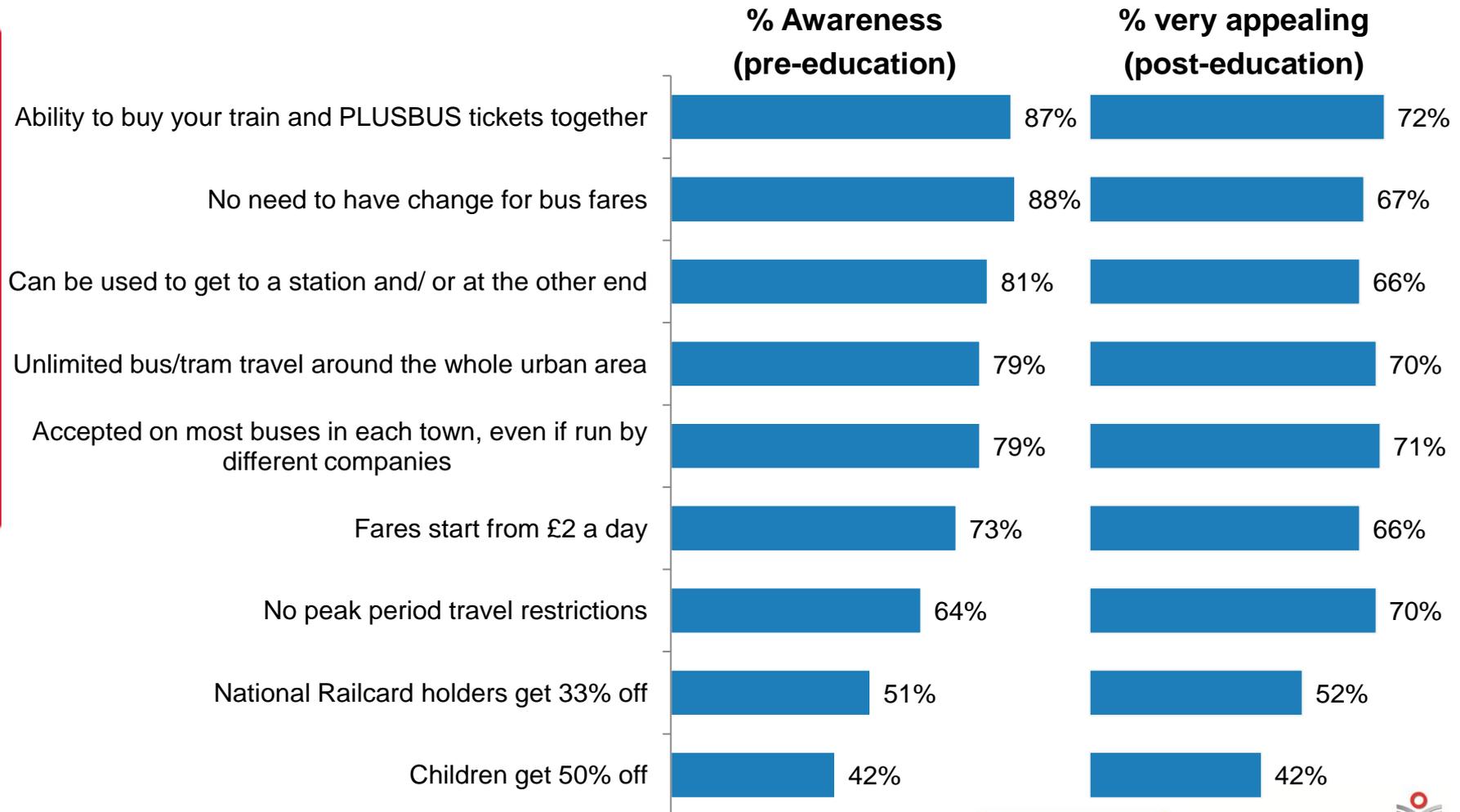
Q.33 Before today which of the following benefits of using PLUSBUS tickets were you aware of? Q.36 How appealing, if at all, are each of the following benefits of PLUSBUS to you?

Base: all intenders who have not used in last two months n=650



Railcard discounts and child fares are least appealing benefits to PLUSBUS users

Awareness/appeal of PLUSBUS benefits: all past two month PLUSBUS users

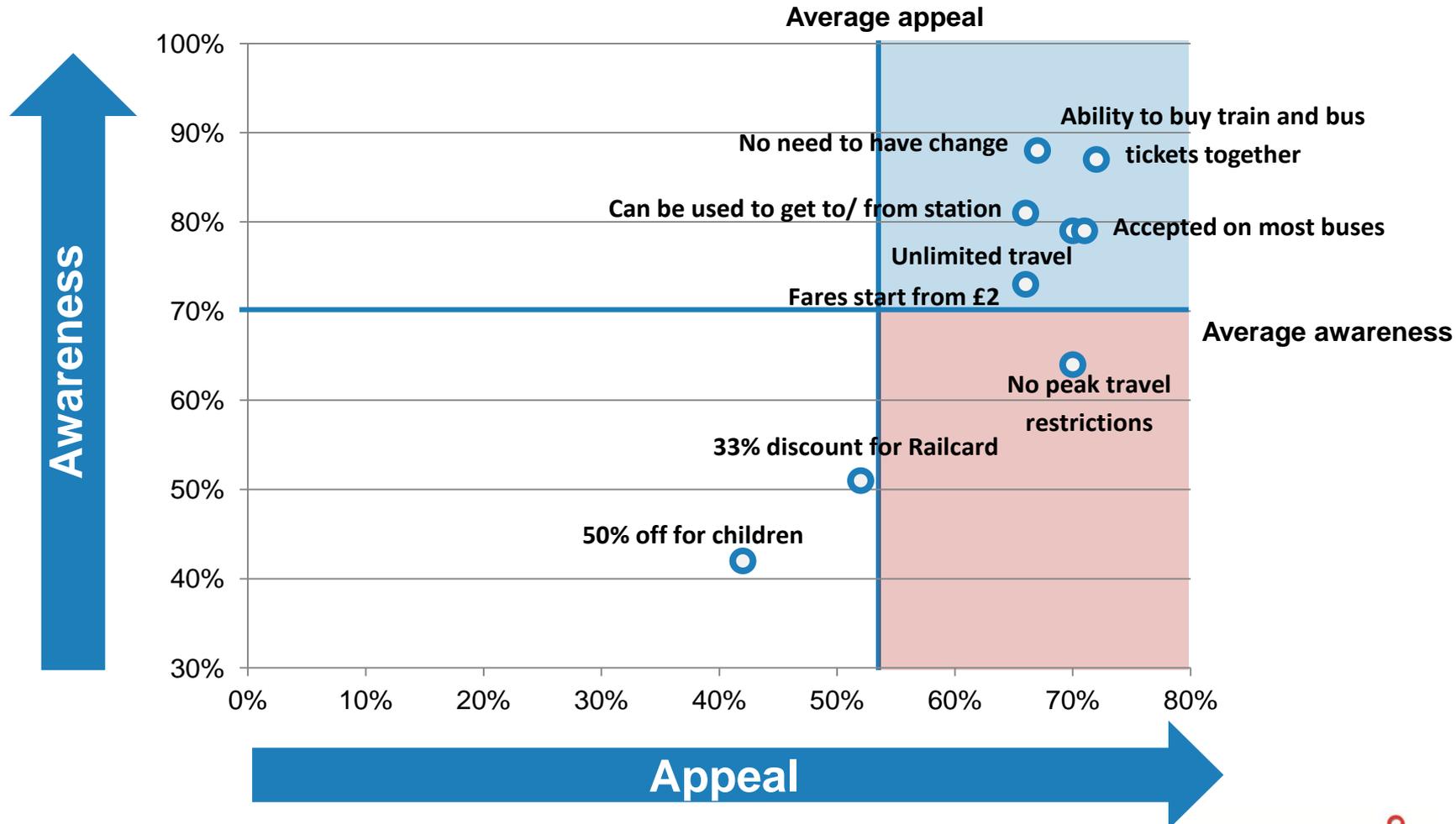


Q.33 Before today which of the following benefits of using PLUSBUS tickets were you aware of? Q.36 How appealing, if at all, are each of the following benefits of PLUSBUS to you? Base: all past two month PLUSBUS users n=401



No peak travel restrictions is appealing but less widely known by PLUSBUS users

Priority matrix: all past two month PLUSBUS users



Q.33 Before today which of the following benefits of using PLUSBUS tickets were you aware of?

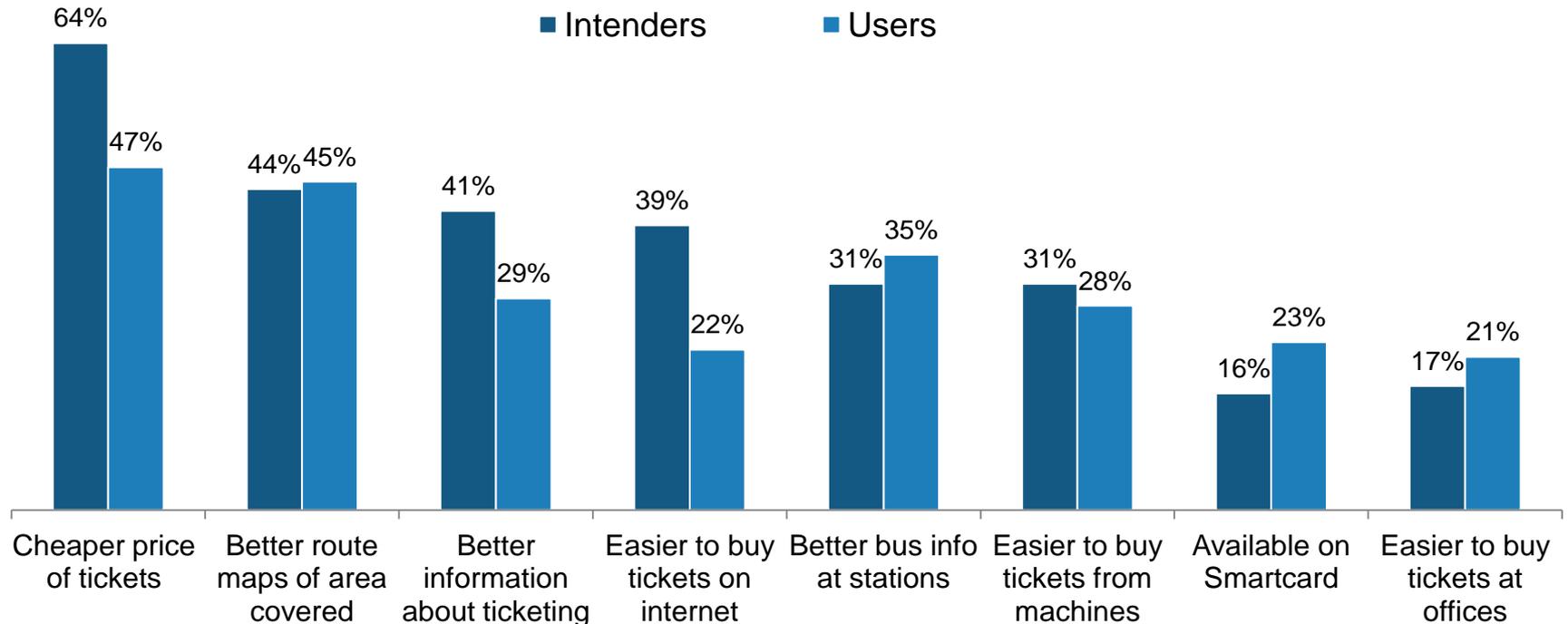
Q.36 How appealing, if at all, are each of the following benefits of PLUSBUS to you?

Base: all past two month PLUSBUS users n=401



Cheaper tickets and better information are the most important improvements for both users and intenders

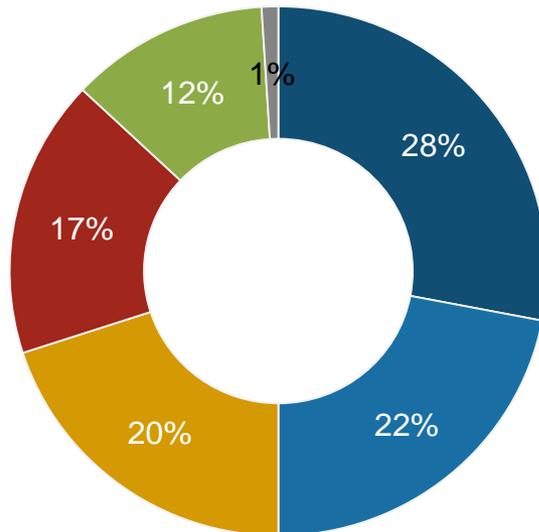
Potential improvements: all past two month PLUSBUS users/all intenders who have not used in the last two months/ever



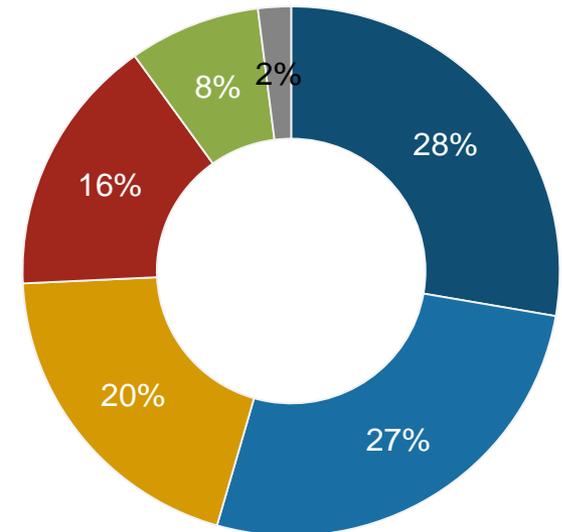
Online is the preferred ticket purchase channel for both users and intenders

Preferred ticket purchase channel: all past two month PLUSBUS users/All intenders who have not used in the last two months/ever

PLUSBUS users



Intenders

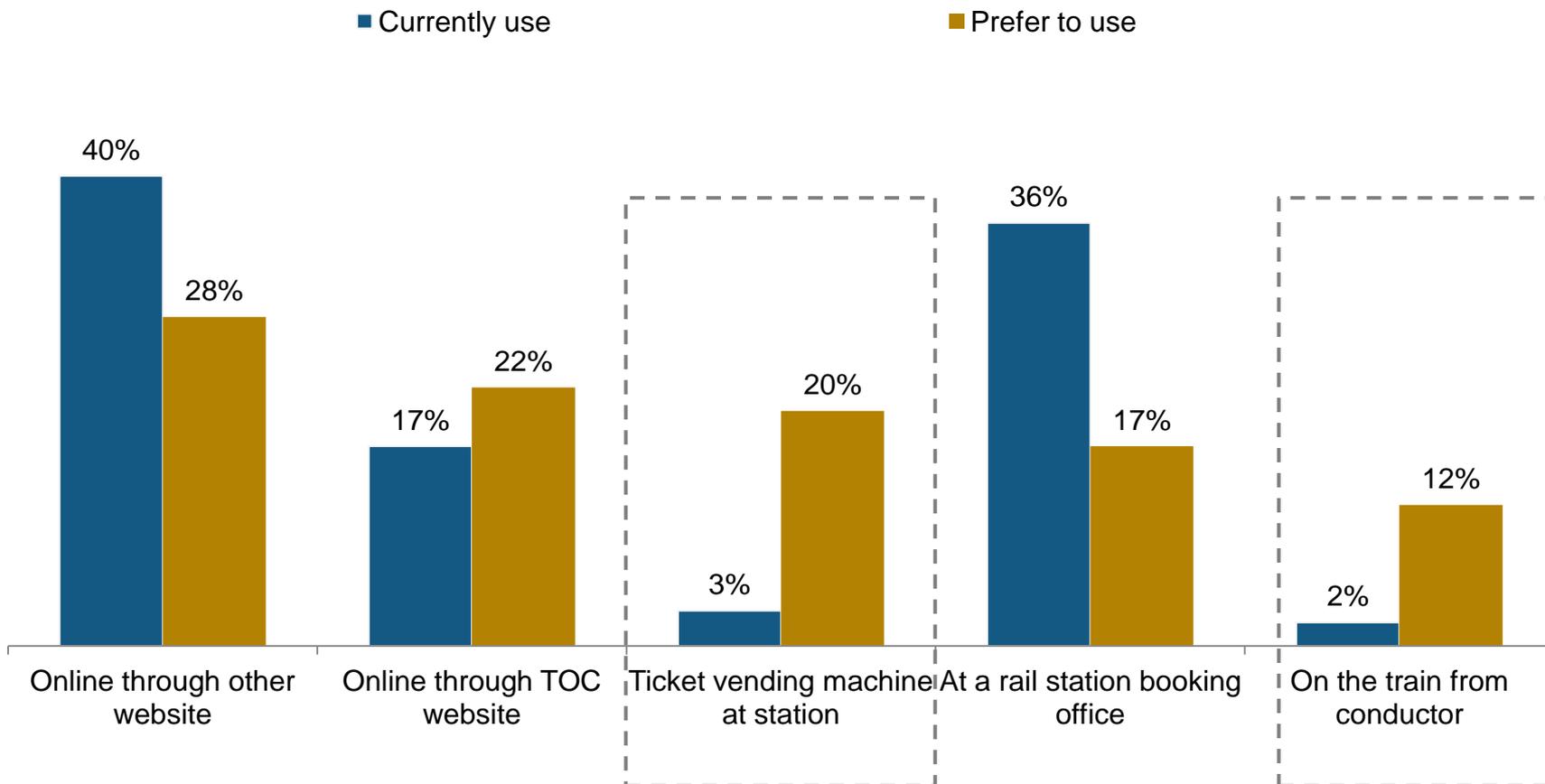


- Online through other website
- Online through train companies website
- Ticket vending machine at station
- At a rail station booking office
- On the train from conductor
- Other



More users would prefer to buy PLUSBUS from a ticket machine or on the train from a conductor than currently do

Purchase method typically used/prefer to use: all past two month PLUSBUS users



Summary of findings

Summary of findings

- 1 Over four in 10 rail users are aware of PLUSBUS, with eight per cent buying recently**
Overall, eight per cent of rail users have bought a PLUSBUS ticket in the past two months, with a further three in 10 having heard of PLUSBUS but not used. Eleven per cent have previously considered using PLUSBUS but not gone on to use - held back by lack of information or occasion to use.
- 2 PLUSBUS users are more likely to be railcard holders and travelling for business/commuting purposes**
PLUSBUS users are more frequent transport users overall, with higher weekly usage of trains, buses and trams. The age and gender profile of PLUSBUS users is consistent with all rail users, although users are slightly less likely to be car owners than typical rail users and more likely to be railcard holders.
- 3 Nine in 10 PLUSBUS users are satisfied with the PLUSBUS service overall**
90 per cent of PLUSBUS users are either very or fairly satisfied with PLUSBUS overall. Satisfaction is driven by convenience, simplicity and cost savings. Some dissatisfaction expressed by lack of knowledge from bus drivers.
- 4 Future likelihood to use PLUSBUS is high after further explanation given**
Three in 10 non current users would be likely to use PLUSBUS in the future, which rises to nine in 10 current users. The main drivers of use amongst potential users is saving money, usefulness and convenience.
- 5 Key features of appeal are unlimited use, no peak travel restrictions, and scope of service**
The elements of the PLUSBUS service that appeal are consistent between users and non users, although with wide differences in awareness. Education on the PLUSBUS service is needed to drive new users, particularly around no peak travel restrictions, unlimited travel, and acceptance on most buses.
- 6 Better route information, provision of information, and self service are key areas to improve**
Amongst current users, the main areas to improve (outside of price) are route information and better bus information at stations. For intenders, information about ticketing is also important to improve. Preference is high for the option to buy PLUSBUS tickets at self-service machines.



Next steps



Next steps

The [Journey Solutions](#) partners are pleased with the detail and depth of understanding that they have obtained from this research. They are delighted that ninety per cent of existing PLUSBUS users are either 'fairly satisfied' or 'very satisfied' with the product.

Journey Solutions is now developing an action plan for 2015-16 which will address all the key issues and recommendations that arise from this research. The key areas of immediate attention being:

- a nation-wide campaign to improve awareness amongst bus drivers of PLUSBUS
- a nation-wide campaign to raise awareness of PLUSBUS amongst rail-users that correspond to their core target market audience

Next steps

- revising some of their core marketing messages, so that they better highlight the benefits of PLUSBUS that users and potential users felt were less well-known (such as no peak period travel restrictions)
- working in partnership with all Train Operating Companies to extend and improve the availability of PLUSBUS day tickets from self-service ticket vending machines at rail stations
- investigate improvements to their customer information systems, to help potential and new users with bus service details.



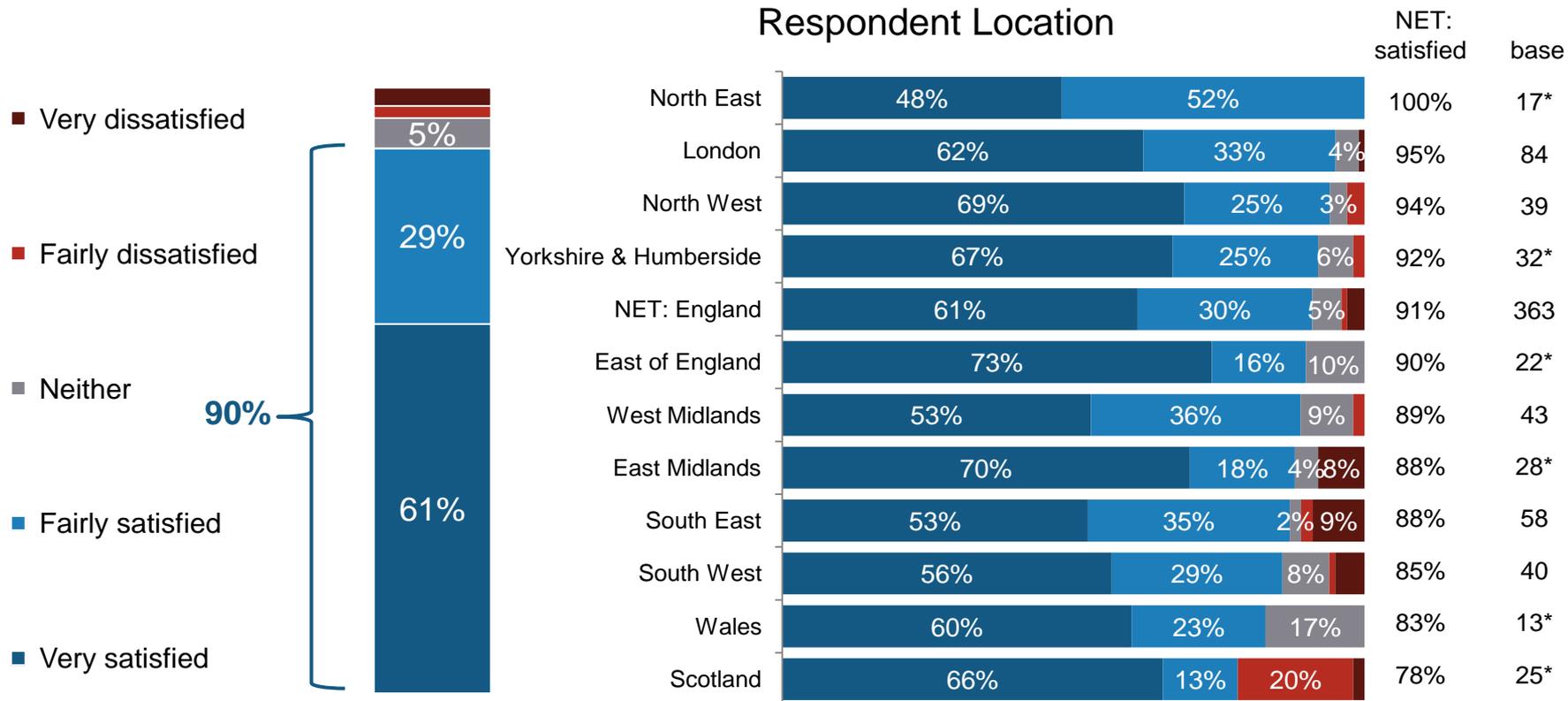
Extended profiling



Satisfaction with PLUSBUS is high – with consistently high scores across regions

Overall satisfaction with PLUSBUS ticketing: all past two month PLUSBUS users

Satisfaction with PLUSBUS



Base size too low to profile those dissatisfied

*Very Low Base Sizes

Q.26 Overall, how satisfied or dissatisfied are you with using PLUSBUS ticketing?
Base: all who have used PLUSBUS in last two months (n=401)



Compared to all rail users, PLUSBUS users are more likely to live in London and less likely Scotland, and more likely to have children

Profiling one – demographics

	All Rail Passengers	PLUSBUS Users (last two months)	Aware not used PLUSBUS	Intend to use but not used in last 2 months
<i>Unweighted base</i>	2435	401	603	650
Q.3 Gender				
Male	50%	52%	49%	51%
Female	50%	48%	51%	49%
Q.4 Can you please indicate your age?				
16 - 24	21%	16%	29%	17%
25 - 34	24%	29%	28%	23%
35 - 44	24%	27%	18%	26%
45 - 54	22%	19%	17%	25%
55 - 59	9%	9%	8%	9%
<i>Average age</i>	36.9	36.9	34.0	38.1
Q.2 In which one of these regions do you live?				
London	18%	21%	17%	16%
South East	14%	15%	13%	12%
North West	12%	11%	13%	14%
South West	9%	8%	11%	8%
Scotland	9%	5%	9%	10%
Yorkshire & Humberside	8%	9%	11%	8%
West Midlands	8%	11%	7%	9%
East of England	7%	5%	9%	6%
Wales	6%	4%	6%	7%
East Midlands	5%	7%	4%	6%
North East	3%	4%	3%	3%
Q.44 Do you have any children aged 18 or under in your household?				
No	63%	51%	71%	59%
Yes	37%	49%	29%	41%



PLUSBUS users (compared to all rail users) are higher earners and more likely to be in full time employment

Profiling two – demographics

	All Rail Passengers	PLUSBUS Users (last two months)	Aware not used PLUSBUS	Intend to use but not used in last 2 months
<i>Unweighted base</i>	2435	401	603	650
Q.5 Social Grade				
NET: ABC1	66%	73%	73%	63%
NET: C2DE	34%	27%	27%	37%
Q.41 Your current working status?				
Full-Time employment (more than 29 hours a week)	55%	71%	54%	58%
Part-Time employment (29 hours per week or less)	18%	11%	14%	19%
Student	11%	8%	17%	9%
Not working/ Sick/ Disabled/ Working less than 8 hours per week	8%	4%	9%	8%
House person, housewife, househusband, etc.	6%	3%	5%	6%
Retired	2%	2%	1%	1%
Q.42 Your personal income, before tax is deducted?				
Less than £10,000	24%	10%	28%	19%
£10,000 to £19,999	24%	18%	22%	23%
£20,000 to £29,999	24%	28%	23%	27%
£30,000 to £39,999	12%	16%	10%	13%
£40,000 or above	9%	21%	9%	10%
<i>Mean (£000's)</i>	20.55	27.08	19.58	21.99

PLUSBUS users (compared to all rail users) are more likely to be married

Profiling three – demographics

	All Rail Passengers	PLUSBUS Users (last two months)	Aware not used PLUSBUS	Intend to use but not used in last 2 months
<i>Unweighted base</i>	2435	401	603	650
Q.43 What is your current marital status?				
Single	39%	29%	47%	35%
Married	35%	44%	27%	39%
Co habiting	16%	14%	16%	17%
Divorced	5%	4%	4%	5%
Separated	2%	2%	1%	2%
Civil partnership	1%	1%	1%	1%
Widowed	1%	2%	1%	1%
Q.45 What is your ethnic group?				
White	88%	77%	90%	87%
Asian/ Asian British	5%	11%	4%	7%
Mixed/ multiple ethnic groups	2%	4%	2%	2%
Black/ African/ Caribbean/ Black British	2%	4%	2%	2%
Other ethnic group	1%	0%	0%	1%
Q.46 Do you have any of the following disabilities?				
NET: Any	14%	13%	12%	14%
None of these	83%	84%	84%	84%
Prefer not to say	3%	4%	4%	3%

PLUSBUS users (compared to all rail users) are more frequent rail users, bus users and tram users

Profiling four – frequency of travel

	All Rail Passengers	PLUSBUS Users (last two months)	Aware not used PLUSBUS	Intend to use but not used in last 2 months
<i>Unweighted base</i>	2435	401	603	650
Q.6 How often, do you travel by train?				
NET: Weekly +	30%	63%	33%	33%
NET: Monthly +	56%	86%	66%	60%
5 or more days a week	9%	23%	9%	9%
3 or 4 days a week	7%	18%	7%	7%
1 or 2 days a week	14%	22%	17%	17%
1 or 2 days a month	26%	23%	33%	27%
Once every 2-3 months	27%	11%	24%	28%
Once every 6 months	17%	3%	10%	11%
Q.13 How often, if at all, do you travel by Bus?				
NET: Ever	92%	100%	95%	98%
NET: Weekly +	42%	75%	46%	49%
NET: Monthly +	59%	87%	64%	69%
5 or more days a week	13%	24%	16%	14%
3 or 4 days a week	11%	25%	12%	14%
1 or 2 days a week	18%	26%	18%	21%
1 or 2 days a month	17%	12%	18%	20%
Once every 2-3 months	13%	6%	13%	13%
Once every 6 months	8%	1%	7%	5%
Less often	14%	5%	11%	10%
Never	8%	0%	5%	2%
Q.15 How often, if at all, do you travel by Tram?				
NET: Ever	45%	75%	46%	50%
NET: Weekly +	6%	31%	4%	5%
NET: Monthly +	11%	42%	9%	9%
5 or more days a week	1%	9%	1%	1%
3 or 4 days a week	2%	10%	1%	1%
1 or 2 days a week	3%	12%	2%	3%
1 or 2 days a month	5%	11%	5%	4%
Once every 2-3 months	8%	10%	6%	12%
Once every 6 months	6%	5%	7%	7%
Less often	21%	19%	24%	22%
Never	55%	25%	54%	50%

PLUSBUS users (compared to all rail users) show a similar profile of car ownership and usage of cars to the station

Profiling five – Car usage

	All Rail Passengers	Used PLUSBUS (last two months)	Aware not used PLUSBUS	Intend to use but not used in last 2 months
<i>Unweighted base</i>	2435	401	603	650
Q.8 When travelling by train, how do you usually get to your				
On foot/ walk	56%	58%	62%	56%
NET: Car	39%	38%	36%	38%
Car - get a lift	25%	25%	27%	25%
Car - drive to the station and park at the station	21%	23%	15%	22%
NET: Public transport	37%	58%	44%	42%
Local bus	32%	49%	40%	38%
Underground train	8%	16%	9%	8%
Local tram or Metro	3%	11%	2%	3%
Taxi or minicab	13%	26%	13%	16%
Bicycle	5%	17%	4%	5%
Q.47 How many cars are there in your household?				
Car in household	73%	70%	66%	73%
No cars in the household	27%	30%	34%	27%
Q.9 When you travel by train how often is a car available to get to the				
NET: Ever	86%	87%	82%	89%
NET: Always/ often	51%	58%	40%	51%
Always	33%	34%	24%	31%
Often	18%	24%	17%	21%
Sometimes	22%	22%	23%	25%
Rarely	12%	7%	18%	14%
Never	14%	13%	18%	11%

PLUSBUS users are more likely to be railcard holders

Profiling six – Railcard/bus pass usage

	All Rail Passengers	Used PLUSBUS (last two months)	Aware not used PLUSBUS	Intend to use but not used in last 2 months
<i>Unweighted base</i>	2435	401	603	650
Q.10 Do you have a Railcard which entitles you to a discount on off-				
Yes	28%	54%	41%	27%
No	72%	46%	59%	73%
Q.11 What Railcard do you have? (all with railcard)				
16-25 Railcard	49%	28%	63%	42%
Family & Friends Railcard	20%	30%	12%	25%
Network Railcard	16%	35%	13%	22%
Two Together Railcard	10%	21%	7%	7%
Regional Railcards (e.g. Devon & Cornwall Railcard)	2%	10%	1%	1%
HM Forces Railcard	1%	6%	0%	1%
Senior Railcard	1%	5%	0%	0%
Other	9%	3%	8%	6%
Q.12 Do you have a bus pass or season ticket to use buses where you				
Yes	22%	47%	24%	23%
No	78%	53%	76%	77%

PLUSBUS user survey

March 2015

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