

Passenger Focus
Bus Passenger Survey:
Methodological Overview

Prepared for:
Passenger Focus
2nd Floor
One Drummond Gate
Pimlico
London SW1V 2QY

July 2010

Prepared by:
Continental Research
229-231 High Holborn
London
WC1V 7DA
t: 020 7400 1000

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Appendix

Questionnaire for November 2009

List of factors included in 'Key Drivers' analysis

1. Introduction

Passenger Focus is the official, independent consumer organisation representing the interests of rail users nationally. Created by the Railways Act 2005, Passenger Focus is the operating name of the Passengers' Council. It is a body corporate, executive non-departmental public body sponsored by the Department for Transport (DfT), and its mission is to get the best deal for passengers. From February 2010 the role has been extended, so that Passenger Focus now also performs a similar function for bus, coach and tram passengers (across England but outside London).

As part of its new role representing bus passengers, Passenger Focus seeks to develop the evidence base for bus travel, to ensure that the bus industry and government are always 'putting passengers first'. Prior to Passenger Focus's involvement in the bus industry, there were a number of different sources of information on customer satisfaction. These have had use at national level, however, there was limited detail to allow comparisons/ benchmarking by geographic area or by bus operator.

The delivery of bus services involves resources and planning by both the providers of bus services (the bus operators) and the local authorities (Passenger Transport Executives, Unitary Authorities or County Councils). Given the stakeholder roles and the more localised/regionalised nature of bus service delivery, the survey has taken the approach of an 'authority area' being the primary design consideration in establishing the Bus Satisfaction Survey.

Passenger Focus set up the Bus Satisfaction Survey in April/May 2009. Continental Research was appointed to run an initial pilot survey which covered six authority areas of England¹. Continental Research were then commissioned to run the first main wave of the research in November 2009, in a further fourteen authority areas². It is expected that the study will be rolled out in more authority areas again over subsequent years.

This document outlines the methodology used to conduct the survey and deliver the results, and provides guidance on how to use the information.

¹ The April/May '09 pilot was undertaken in two PTE areas (Tyne & Wear, West Midlands), two urban areas (Bristol, Southampton), and two more rural areas (Dorset, Lincolnshire)

² The first full wave in November '09 was undertaken in four PTE areas (Greater Manchester PTE, Merseyside, West Yorkshire PTE, South Yorkshire PTE), five counties (Cambridgeshire, Cornwall, Cumbria, Hampshire, Shropshire), and five urban areas (Brighton, Medway, Plymouth, Stoke-on-Trent, Swindon)

2. Sample Profile

The survey was designed to reflect the profile of bus passengers aged 16+.

In each authority area, the survey took account of three key variables:

- a) operator market share within the authority area,
- b) service frequency,
- c) the proportion of passengers who are 'fare paying' versus those using concessionary tickets

These features of the passenger profile have been ensured through a combination of the sample design itself, and weighting of the resultant data. No further quotas were imposed at the fieldwork stage.

2.1. Sample Design

The sample was designed separately for each of the fourteen authority areas, using the following process:

1. A full list of all bus services in an authority area was generated by Continental Research in conjunction with the TAS Partnership. The list was generated for each of the operators with a 10%+ market share in that authority area, plus a combined group of 'others' with a smaller share. The list also included information on operator, route description, operating frequencies and days of week, for each bus service in the authority area. The list excluded school bus services since the sample covered respondents aged 16+ only.
2. For each route, the number of services per hour was calculated (for infrequent services this could mean that the number of services per hour was recorded as a fraction)
3. Bus routes were then sampled with probability proportional to the number of services per hour. This method works by using the frequency information to

create a full list of every individual journey that each operator would make in a week. For instance, for Brighton Countryliner's route number 127, there are 187 separate journeys in a week, which were listed out as separate entities, along with the same for this operator's other routes. Specific journeys were then picked out at given intervals from this list, for each operator – for Countryliner in Brighton, a list of 577 individual journeys was created. To meet the sample size for this operator, three fieldworker shifts were needed, and so the journeys picked were those which fell at intervals of exactly a third (33.33%) through the list – ie the 98th, 288th and 479th journeys. For an operator with a larger market share, more shifts would be needed, and so the interval at which the services were sampled was smaller. This method means that high frequency services, with more services and thus passengers per hour, were most likely to be sampled the most frequently

4. Interviewer shift times were then assigned to each of the sampled routes, with the following considerations:
 - Days of the week were assigned at random, taking into account the operating characteristics of the route (i.e. services which only operate on weekdays would only be assigned shifts on weekdays).
 - There is no consistent data for the times of day during which all the different bus services are run. Therefore, the times of day for shifts to take place were split into morning peak (7:00-10:00), evening peak (16:00-19:00), and the 'rest of the day'.
 - o Based on experience from other passenger surveys, it was agreed on weekdays that, 30% of the shifts should take place in each of the peak periods, and 40% at other times of the day. Shifts were assigned at random to each of the time periods, in these proportions.
 - o No further quotas or weighting were imposed to ensure that these proportions were achieved, and in the final sample when all questionnaires had been completed and returned, 44% of the weekday journeys took place in the peak periods.
 - o In off-peak periods, around 1 in 5 shifts were scheduled to start from 19:00 onwards (up to 21:00) to capture satisfaction with evening services.

- At weekends, a more even spread of shift times during the day was used: The weekend days were split into five 3-hour parts, from 06:00 to 21:00; there was no 'rule' applied to the timings, but just under a quarter of weekend shifts were assigned to each of the periods between 06:00 and 18:00; the remaining 12% of weekend shifts were assigned to the evening, between 18:00 and 21:00.
- Once days/times had been assigned to shifts, checks were made to ensure the selected service ran during the hours assigned to the shift (see section 3.2 for more details of this).

For routes which began in one authority area and finished in another, these were predominantly counted as belonging to the authority area where the first bus of the day started. For example, a route starting in the Plymouth authority area, but finishing in the Cornwall authority area would be counted within the Plymouth authority area.

2.1.1. Sample size

The sample sizes were chosen to have low margins of error to enable comparison across results. Samples sizes of approximately 2000 generate results with a maximum margin of error of around 2%, and those of approximately 1000 have a maximum margin of error of around 3%.

The sample size for each authority area was based on the need to achieve a base of 2000 for PTE areas, 1000 for Urban areas, and 1000 for Counties.

Achieved sample sizes for each of the authority areas covered in November 2009 are shown in the table below (table 1)

Table 1. Achieved sample sizes for November 2009

Authority area	Achieved sample size
Brighton	1426
Cambridgeshire	1139
Cornwall	920
Cumbria	902
GMPTE	2089
Hampshire	1373
Medway	892
Merseyside	2034
Plymouth	1133
Shropshire	986
Stoke-on-Trent	1034
Swindon	970
SYPTE	2084
WYPTE	1846
Total	18828

2.2. Weighting

The sampling was designed at outset to generate as close as possible the right number of responses from each operator and each type of route within an authority area. Since this is a self-completion survey, different response rates mean that this does not always happen in practice. Therefore, to ensure that survey results are based on a sample which matches the profile of bus passengers in each authority area, data was weighted within each authority area firstly, by operator share, and secondly, the proportion of fare-paying versus concessionary fares. The weights used for the November 2009 wave are described below.

2.2.1. Weights by operator market share in each authority area

In each authority area, all operators with a market share of 10% or more (5% in PTE areas) were identified, and all other smaller operators were grouped as ‘other operators’. Weights were then assigned in these proportions. For example, there are eight individual operators in Authority area X, three of which have a share of 10% or more; weights would be applied as follows:

Table 2. Example of weights by market share

Operator	Market Share	Achieved Share	Weight factor applied
Operator 1	38%	31%	1.23
Operator 2	27%	28%	0.97
Operator 3	15%	19%	0.79
Operator 4	8%	9%	Total of ‘other operators’ 0.91
Operator 5	7%	9%	
Operator 6	2%	1%	
Operator 7	2%	1%	
Operator 8	1%	2%	

2.2.2. Weights by concessionary and fare-paying passengers

A weighting factor was applied to the results for each authority area to rebalance any response variations between the proportions of ‘fare paying’ and ‘concessionary’ travellers. ‘Concessionary travellers’ are defined as those travelling within the scope of the statutory concessionary travel, provided under the Concessionary Bus Travel Act 2007. This Act provided that everyone aged 60 and over in England, and disabled people in England, will have free off peak travel on all local buses anywhere in England from April 2008.

The weights were applied to achieve the target values shown in the table below, which were provided by the TAS partnership.

Table 3. Weights by concessionary vs fare-paying passengers in each authority area

Authority area	% Using concessionary ticket to travel
Brighton	35.1%
Cambridgeshire	37.6%
Cornwall	39.9%
Cumbria	39.2%
GMPTE	24.3%
Hampshire	51.8%
Medway	36.3%
Merseyside	36.7%
Plymouth	36.7%
Shropshire	39.5%
Stoke-on-Trent	37.1%
Swindon	36.3%
SYPTE	38.8%
WYPTE	31.3%

3. The Fieldwork

3.1. Distribution of Questionnaires

Fieldworkers joined each bus service at its origin, and travelled to the final destination of that service. Questionnaires were distributed as passengers boarded the bus, and respondents were given a reply paid envelope to facilitate return.

Where passengers could complete the survey before they alighted from the bus, the fieldworker collected their questionnaire as they left. However, in practice this usually only occurred on longer, more rural services, since in most cases:

- Most bus journeys are relatively short (average journey time is around 15 minutes) and this does not allow time for completion in all cases
- Some of the questionnaire content can only be completed at the end of the journey e.g. views on journey speed

In PTE areas, each fieldworker was given 100 questionnaires per shift, and in non-PTE authority areas each was given 75 per shift – the pilot research indicated that passenger volumes for individual buses were higher in PTE areas, meaning that more questionnaires could be distributed. Table 4 below shows the average number of questionnaires which were handed out per shift in each authority area, and the average number of returned questionnaire received.

For the majority of shifts, fieldworkers covered both an outward and return trip, in order that the survey encompassed a range of the individual passenger journeys on each route. Typically, fieldworkers made one return journey. However for a small number of shifts where the overall bus journey was short, the fieldworker may have made more than one return trip during their shift. Similarly for a few shifts where the overall bus journey was in excess of 1.5 hours, the fieldworker would leave the journey partway through and catch a return trip to their origin. Fieldworkers completed a shift record form, which contains data of the start and end times of each journey on their shift, the questionnaires numbers handed out during that journey and whether the vehicle for that journey was single or double decker. Using the questionnaire number and shift

number, this information was then added into the main survey database for analysis purposes.

Table 4. Distribution and response rates by authority area

Authority area	Questionnaires carried per shift	Average handed out per shift	Hand out rate	Average returns per shift	Average response rate
Brighton	75	60	80%	22	37%
Cambridgeshire	75	47	63%	20	43%
Cornwall	75	28	37%	13	46%
Cumbria	75	42	56%	15	36%
GMPTE	100	59	59%	14	24%
Hampshire	75	46	61%	17	37%
Medway	75	45	60%	15	33%
Merseyside	100	50	50%	11	22%
Plymouth	75	40	53%	15	38%
Shropshire	75	42	56%	16	38%
Stoke-on-Trent	75	45	60%	14	31%
Swindon	75	47	63%	19	40%
SYPTE	100	50	50%	17	34%
WYPTE	100	46	46%	14	30%
Overall	82	46	57%	16	35%

3.2. Verification of service details

In the bus industry there is no central database of all the services run by each operator. As such, to enable the sampling plan to be derived, TAS constructed the list of services from publicly available data. Various sources were used for this including regional Traveline websites and individual operator web sites, plus publicly available timetables.

In practice, bus services can be withdrawn and changed at relatively short notice. Therefore, after the initial sample plan had been drawn up (with all dates and times

assigned), every bus journey in the sample was checked before fieldwork, to ensure that the days, and particularly times of shifts, were appropriate. In some cases, shift times were amended if it was found that the allocated shift time was inconsistent with the time of bus services. For example, if a shift had been allocated from 8 a.m. until 11 a.m. but the checking process revealed that the buses ran every three hours starting at 7:45 a.m., the start time for the shift was brought forward.

As a final check that the most up to date information was being used, fieldworkers also contacted the bus company operating the service they were surveying, a day or two before their scheduled shift to check that the service was still operational, and that the start times of the service fitted in with their allocated shift. Again, small amendments were made at this stage where necessary.

3.3. Authorisation to work on buses

Once the sample plan was agreed, all the relevant bus operators were notified by Passenger Focus, and letters of authority produced. Fieldworkers then carried the letters of authority with them to show to bus drivers; this meant that in almost all cases, drivers consented to the survey being undertaken on their bus. On a few occasions where drivers would not allow the fieldworker to distribute questionnaires, the fieldworker would contact the project team, who would then contact the bus operator to ensure that the bus driver was aware of the research and happy for the fieldworker to continue as planned. On the occasions that this was not possible, the shift would be rescheduled for the same time on an equivalent day (i.e. another weekday if originally scheduled for a weekday), and the operator would be contacted in advance of this to ensure the shift could go ahead.

4. Questionnaire

The questionnaire was an 8-page self-completion 'booklet', handed out with a reply-paid envelope to all passengers boarding the bus to be surveyed. Below is a summary of the topics covered on the questionnaire in November 2009; a full copy is provided in the appendix.

- details of journey
- ticketing
- information used when planning the journey
- features at, and satisfaction with bus stop
- waiting for the bus
- boarding the bus
- satisfaction with aspects of the journey itself
- satisfaction with the driver
- open space for any other comments
- demographic information for classification purposes

5. Data Processing

5.1. Validation

Before returned questionnaires passed through for analysis, each one was validated. A barcode was printed on all questionnaires, which linked to information about the journeys that should have been made for that questionnaire. As questionnaires were received in the post, each barcode was scanned, and the information was matched up to key details written on the questionnaire by the respondent. This allowed checks on:

- whether all shifts have taken place (if fewer questionnaires are received than expected, fieldworkers are contacted so that any issues can be resolved)
- whether questionnaires have been completed for journeys on the intended days, times, and with the right operators

Any questionnaires where the respondent had written details which did not match the expectations defined by the sample plan were rejected, and were not included in the final data.

Further cleaning was performed on the data, once all the questionnaires had been processed. This was to remove any other issues, such as respondents who answered questions incorrectly – for instance ticking three boxes in a ‘single code only’ question.

5.2. Aggregation

Once validated, the two weights (as described in section 1.2) were applied to all the results within an authority area to rebalance the proportion that is appropriate for each operator and the proportion of fare paying/concessionary travellers as they apply to each authority area.

The weighted data for each operator within an authority area is aggregated to obtain an authority area total.

6. Deliverables

Two types of standardised PowerPoint reports were produced. The first type was produced at the authority area level, with one created for each authority area. The second type was produced at bus operator level, with one report created for each substantive operator (i.e. those with a sample size of approximately 100+) within each of the fourteen authority areas. For the November 2009 wave, 14 area-level and 34 operator-level reports were created: 49 individual reports were created in all.

For authority area level reports, the results for that authority area were benchmarked against all other authority areas of the same type (PTE, Urban, or County), and against the total sample. For example, results for Cornwall were benchmarked against the average for all 'counties', and against the total sample; results for GMPTE were benchmarked against the average for all PTEs, and against the total sample.

Passenger Focus's research team and PLMs may from time to time alter the standard reports to make them more bespoke, for the purposes of presenting the results to individual operators, local authorities or other stakeholders.

In addition to the standard reports, several additional data outputs have been produced:

- data tables with pre-defined cross breaks for analysis, at total sample level, and for each authority area and operator within authority area
- SPSS and Quanvert files

Verbatim comments to open-ended 'other-specify' questions are available on request.

6.1. Derivation of key factors affecting customer satisfaction

One of the objectives of the Bus Satisfaction Survey was to facilitate an assessment of the most important factors affecting passenger satisfaction with bus journeys. This provides information for operators and other stakeholders about the key priorities for improvements to bus services which have the greatest effect on the passenger experience.

Continental Research conducted multivariate analysis on the data for each authority area and each operator. This is a statistical analysis technique, which helps understand how strongly overall satisfaction is correlated with other factors included on the questionnaire, and the relative importance of the factors versus each other. The list of factors included in the analysis is included in Appendix B.

All the factors are measured using a five-point verbal scale (e.g. very satisfied, fairly satisfied, neither/nor, fairly dissatisfied, very dissatisfied), and the multivariate analysis is calculated using responses from the whole scale. For most factors there is also a 'don't know' or 'no opinion' option; this is discounted in the analysis.

The specific multivariate technique used here is multiple regression, which generates a coefficient for each factor; the larger the coefficient, the more important the factor in correlating with overall trip satisfaction. All the satisfaction measures in the survey were included in this analysis, except the "overall satisfaction at bus stop" measure as this acts as a summary of several individual bus stop measures which are already included, and so does not add anything over and above these measures.

Examples of the outputs of this analysis are shown below.

Figure 1 below shows the factors which are most closely associated with overall satisfaction for the Merseyside PTE region, and benchmarked against the average for all PTEs, and the 'total' (all authority areas surveyed) sample. The size of each bar represents the relative importance of each factor to overall satisfaction. For Merseyside, the highest factors are journey time, followed by driver attitude. As can be seen, this pattern is broadly reflective of the wider national picture.

Figure 1. Key drivers of overall satisfaction

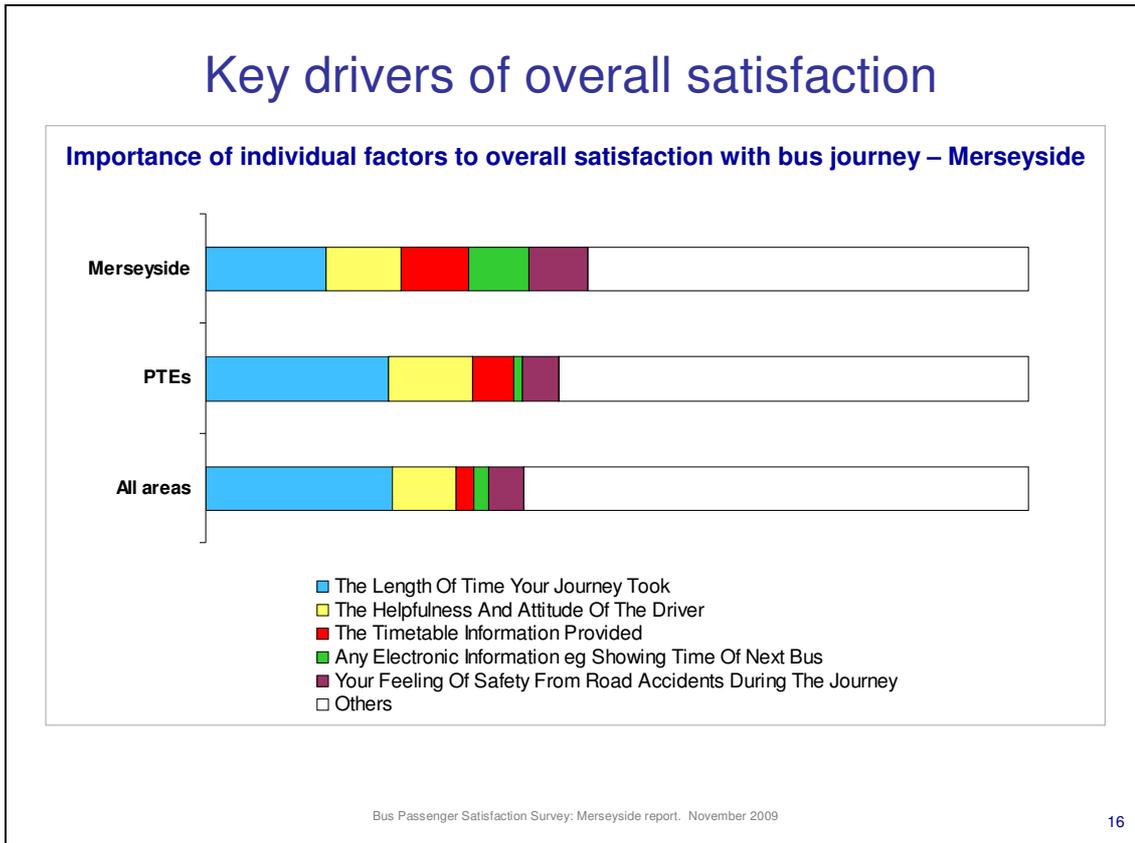
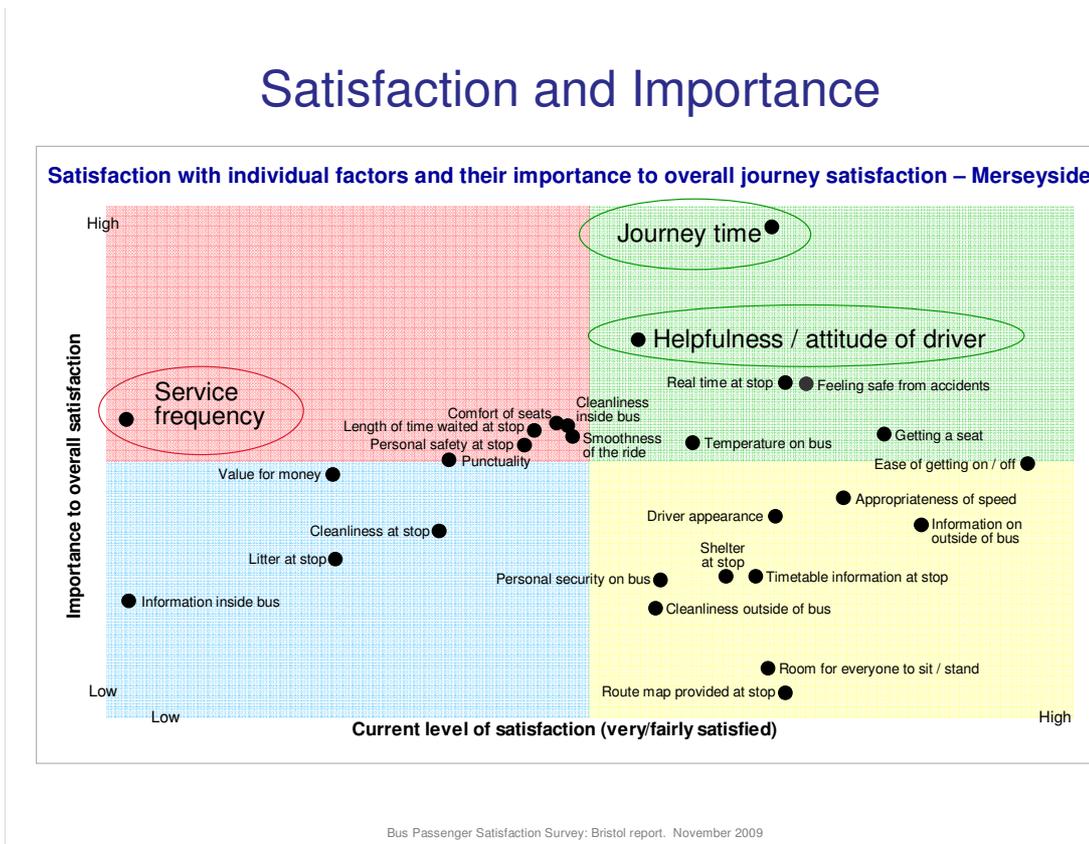


Figure 2 below shows the ‘importance to satisfaction’ for each factor plotted against its relative satisfaction score. Figure 2 shows Merseyside score reasonably well on their highest importance factors (journey time and driver attitude). As a result they appear in the top right-hand quadrant; this can be considered as the ‘maintain’ quadrant. Service frequency is a factor that has above average importance to Merseyside, but is rated in terms of satisfaction comparatively less well. It appears in the top left quadrant; this quadrant can be considered as the ‘opportunity’ quadrant.

Figure 2. Satisfaction in relation to Importance



A. Appendices

Appendix A: Copy of questionnaire used in November 2009

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Appendix B: List of factors included in multivariate analysis

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Bus Passenger Survey

Passenger Focus is undertaking a survey to research passengers' experiences of bus travel. Passenger Focus is the independent consumer organisation representing the interests of bus users. To help Passenger Focus represent the views of bus passengers and to improve bus services we would appreciate a little of your time to complete this questionnaire.

- Please fill in the questionnaire when you have completed your bus journey.
- To answer the questions please tick the box next to the answer(s) that apply or write in your answer in the space provided. Unless the question allows you to tick several answers please just tick one box per question.
- When you have completed your questionnaire please return it to us in the envelope provided.

Section 1: Your journey today

Q1 Please fill in the time that you boarded the bus today

Use the 24 hr clock e.g. 17: 25

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Q2 What type of ticket did you use for this journey?

- A single ticket paid for in cash.....
- A return ticket paid for in cash.....
- A free bus pass for the elderly.....
- A free bus pass for people with a disability.....
- A discount ticket (Student/other).....
- A one day bus pass.....
- A travel pass covering bus and other modes of transport valid for one day.....
- A bus pass valid for more than one day.....
- A travel pass covering bus and other modes of transport valid for more than one day.....

Other: Please write in

Q3 How did you buy your ticket?

- From the driver today.....
- From a driver before today.....
- From a travel office/travel centre/bus station/booking office.....
- From a website.....
- From a local shop or post office.....
- From a machine at the bus stop.....

Other: Please write in

Q4 And how easy did you find buying this ticket - was it ...

Very easy	Fairly easy	Neither easy nor difficult	Fairly difficult	Very difficult	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go to Q6	Go to Q6	Go to Q6	Go to Q5	Go to Q5	Go to Q6

Q5 What made buying a ticket difficult?

Please write in:

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

None.....	<input type="checkbox"/>	Go to Q8
Printed bus timetable.....	<input type="checkbox"/>	Go to Q7
Online bus timetable from bus company website.....	<input type="checkbox"/>	Go to Q7
Traveline website.....	<input type="checkbox"/>	Go to Q7
Transport Direct website.....	<input type="checkbox"/>	Go to Q7
Other website.....	<input type="checkbox"/>	Go to Q7
Phoned bus company.....	<input type="checkbox"/>	Go to Q7
Phoned local council.....	<input type="checkbox"/>	Go to Q7

Other (Please write in):

Q7 How satisfied were you with the information sources you used?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8 What is the main purpose of your bus journey today?

Daily commuting to/from work	<input type="checkbox"/>
Less regular commuting to/from work	<input type="checkbox"/>
Daily commuting for education (to/from college/school/university)	<input type="checkbox"/>
Less regular commuting for education (to/from college/school/university)	<input type="checkbox"/>
Shopping trip	<input type="checkbox"/>
Visiting friends or relatives	<input type="checkbox"/>
Sport/ entertainment.....	<input type="checkbox"/>
A day out	<input type="checkbox"/>
Travel to/from holiday	<input type="checkbox"/>
On personal business (job interview, dentist etc)	<input type="checkbox"/>
On company business (or own if self employed)	<input type="checkbox"/>
Other	<input type="checkbox"/>

Q9 How many times have you made this journey in the last two weeks?
(Please note that if you make a return journey that would count as two journeys)

This is my first journey.....	<input type="checkbox"/>
2 - 5	<input type="checkbox"/>
6 - 10.....	<input type="checkbox"/>
11 - 20.....	<input type="checkbox"/>
21+.....	<input type="checkbox"/>

Q10 If you had not made this journey by bus today, what other modes could you have used?
(Tick all that apply)

- On foot/walking.....
- Car as passenger.....
- Car as driver.....
- Taxi.....
- Bicycle.....
- Train.....
- Metro/Tram/Light rail.....
- Motorbike.....
- Coach.....

Other (Please write in):

No alternatives to the bus.....

Section 2: About the bus stop where you boarded this bus

Q11 Which of the following were available at the stop where you caught this bus?
(Tick all that apply)

- A shelter.....
- An electronic display showing the length of time till the next bus is due to arrive.....
- A timetable.....
- A route map.....
- Lighting.....
- A code so I can use a mobile phone to find the time of the next bus.....
- None of these things.....

Q12 Thinking about the bus stop where you boarded this bus, 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/Not applicable
Your personal safety at the bus stop....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cleanliness and freedom from graffiti.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of litter.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The provision of shelter.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The timetable information provided.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any route maps provided.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any electronic information e.g. showing time of next bus.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All answer

Q13 Overall, how satisfied were you with the facilities at the bus stop?

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 How long did you wait for your bus?

- Under 2 minutes.....
- 2 to 5 minutes.....
- More than 5 minutes and up to 10.....
- More than 10 minutes and up to 15.....
- More than 15 minutes.....
- Not sure.....

Q15 Thinking about the time you waited for this bus today, was it ...

- Longer than you expected.....
- About the length of time you expected.....
- Less time than you expected.....

Q16 Were you unable to board the first bus that arrived due to any of the following reasons?
(Tick all that apply)

- I could not board as the bus was too crowded..... **Go to Q17**
- I could not board the first bus as it went past without stopping..... **Go to Q17**
- I could not board as there was no room for a buggy/pushchair..... **Go to Q17**
- I could not board as there was no room for a wheelchair..... **Go to Q17**
- I was able to board the first bus that arrived..... **Go to Q18**

Q17 If you were unable to board the first bus that arrived for any of the above reasons, how long was your wait for the next bus?
(Please write in the number of minutes in the boxes below)

Minutes:

--	--

All answer

Q18 How often do you think the buses run on this route?

- Don't know how often they run.....
- Every 5 minutes or more often.....
- Every 6-7 minutes.....
- Every 8-9 minutes.....
- About every 10 minutes.....
- About every 12 minutes.....
- About every 15 minutes.....
- About every 20 minutes.....
- About every 30 minutes.....
- About every hour.....
- Less than one per hour.....

Q19 How satisfied you were with each of the following?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	No opinion/Not applicable
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"/>
Whether the bus arrived on time.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The frequency of the buses on this route.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 3: On the bus

Q20 Thinking about the bus journey itself, please indicate how satisfied you were with each of the following?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	No opinion/Not applicable
The ease of getting on and off the bus.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information provided on the outside of the bus (route number and destination).....	<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 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 comfort of the seats.....	<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"/>
Room for all the passengers to sit or stand.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to get a seat.....	<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"/>
The value for money of your journey.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The length of time your journey took....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you were not satisfied with length of time the journey took, please answer Q21, otherwise, go to Q22

Q21 Why were you dissatisfied with the time the journey took? (Tick all that apply)

- The amount of traffic on the road.....
- The route the bus took.....
- The slow driving speed.....
- Poor weather conditions.....
- The time the bus waited at stops.....
- The time it took passengers to board and pay for their tickets.....

Some other reason(s) : Please write in

If you were not satisfied with the information provided inside the bus, answer Q22, otherwise, go to Q23

Q22 You said that you were not satisfied with the information provided inside the bus. What information would you like to be provided? (Please tick all that apply)

- Timetable information.....
- Route information.....
- Electronic information.....
- Audio information.....

Other (Please write in):

All answer

Q23 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	No opinion/Not applicable
The driver's appearance.....	<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 smoothness and freedom from jolting during your journey.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your feeling of safety from road accidents during the journey.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The appropriateness of the speed.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q24 Did you get a seat on the bus

- Yes - for all the journey.....
- Yes - for part of the journey
- No - but I was happy to stand.....
- No - I would have liked a seat.....

Q25 How long, in minutes, was your journey on this bus?
(Please write in the number of minutes in the boxes below)

Minutes:

Q26 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	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q27 Would you say this journey was ...

- Better than your normal experience on this route.....
- About the same as your normal experience on this route.....
- Worse than your normal experience on this route.....
- Don't know/today is the first journey on this route.....

Q28 Please use the space below for any further comments you would like to make about your trip today or the bus service generally.

Section 4: 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.

Q29 Are you....

- Male.....
- Female.....

Q30 Which age group do you fall into?

- 16 - 25.....
- 26 - 34.....
- 35 - 44.....
- 45 - 54.....
- 55 - 59.....
- 60 - 64.....
- 65 +.....

Q31 Are you?

- Working full time (30+ hours).....
- Working part time (under 30 hours).....
- Not working - seeking work.....
- Not working and not seeking work.....
- Looking after children full time.....
- Looking after others full time (e.g. a carer).....
- Retired.....
- Full time student.....
- Other.....

Q32 Were you travelling today with ...
(Please tick all that apply)

- Children in a buggy or pushchair..... **Go to Q33**
- Children who were walking..... **Go to Q34**
- Lots of bags or luggage..... **Go to Q34**
- A wheelchair..... **Go to Q34**
- A carer..... **Go to Q34**
- None of these..... **Go to Q34**

Q33 **If travelling with children and buggy or pushchair please answer Q33, otherwise go to Q34**

- | | Yes | No |
|---|--------------------------|--------------------------|
| Could you board the bus without folding up the buggy/pushchair?..... | <input type="checkbox"/> | <input type="checkbox"/> |
| Was there room inside the bus for your buggy/pushchair once you had boarded?..... | <input type="checkbox"/> | <input type="checkbox"/> |

All answer

Q34 Do you have a disability or long-term illness related to the following? (Tick all that apply)

- Mobility.....
- Wheelchair use.....
- Hearing.....
- Eyesight.....
- Speech impairment.....
- Learning difficulties.....

Other (Please write in):

No: None.....

Q35 Which of the following best describes your ethnic background?

- White.....
- Mixed.....
- Black or Black British.....
- Chinese.....
- Asian or Asian British.....
- Other ethnic group.....

Thank you for your help in completing this questionnaire.

Please return it in the reply paid envelope provided.

This survey is being undertaken for Passenger Focus, the independent passenger watchdog (for more details visit www.passengerfocus.org.uk). You were handed the questionnaire by an interviewer working for Continental Research, an independent market research agency.

All the answers you provide are entirely confidential and will be combined with those of all other passengers who take part in the research in your area.

If you have any questions about this survey, please feel free to contact David Chilvers at Continental Research on 020 7490 9111. If you have any concerns about the legitimacy of the research itself, you can contact the Market Research Society on 0500 396999 who will verify the status of Continental Research as a market research organisation.



List of Factors included in multivariate analysis

Bus stop factors

Any Electronic Information (eg Showing Time Of Next Bus)
Any Route Maps Provided
The Amount Of Litter
The Cleanliness And Freedom From Graffiti
The Provision Of Shelter
The Timetable Information Provided
Your Personal Safety At The Bus Stop

'On the bus' factors

Being Able To Sit
Room For All The Passengers To Sit Or Stand
The Cleanliness And Condition Of The Inside Of The Bus
The Cleanliness And Condition Of The Outside Of The Bus
The Comfort Of The Seats
The Ease Of Getting On And Off The Bus
The Information Provided Inside The Bus
The Information Provided On The Outside Of The Bus (Route Number And Destination)
The Temperature Inside The Bus
Your Personal Security Whilst On The Bus

Journey factors

The Frequency Of The Buses On This Route
The Length Of Time You Had To Wait For The Bus
Whether The Bus Arrived On Time
The Length Of Time Your Journey Took
The Value For Money Of Your Journey

Driver factors

The Appropriateness Of The Speed
The Driver's Appearance
The Helpfulness And Attitude Of The Driver
The Smoothness And Freedom From Jolting During The Journey
Your Feeling Of Safety From Road Accidents During The Journey



Continental Research
229-231 High Holborn
London
WC1V 7DA

t: 020 7400 1000