



Bus Passenger Survey

July 2010

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Colin Foxall CBE

Foreword

On 25 February 2010 Passenger Focus became the statutory watchdog for bus, coach and tram passengers in England outside of London. We now need to make a difference for passengers.

It is important that we start from an understanding of passengers' satisfaction with their local bus service. So as part of our ongoing nationwide programme of bus passenger satisfaction research we surveyed passenger satisfaction in 14 areas – a mix of metropolitan, urban and rural areas to reflect the different type of journeys that passengers make. This involved asking over 18,500 passengers about the bus journey they had just taken. The sample also covered a variety of bus operators and transport authorities.

It is interesting to note that overall passenger satisfaction across the surveyed areas was consistently good, but passengers rate just about all other specific journey factors lower and there are wide disparities in the availability of facilities and satisfaction from one area to the next.

Passenger Focus is already using this research to make a difference for passengers. Our researchers and regional managers have presented the findings to operators and local authorities. We are working with them on action plans to address areas of dissatisfaction and changes to cleaning regimes, bus stops, driver training and information have already been made. Passenger Focus hopes to repeat passenger satisfaction surveys in these areas to check on progress.

A handwritten signature in black ink, appearing to read 'Colin Foxall'.

Colin Foxall CBE
Chairman
Passenger Focus

Key findings



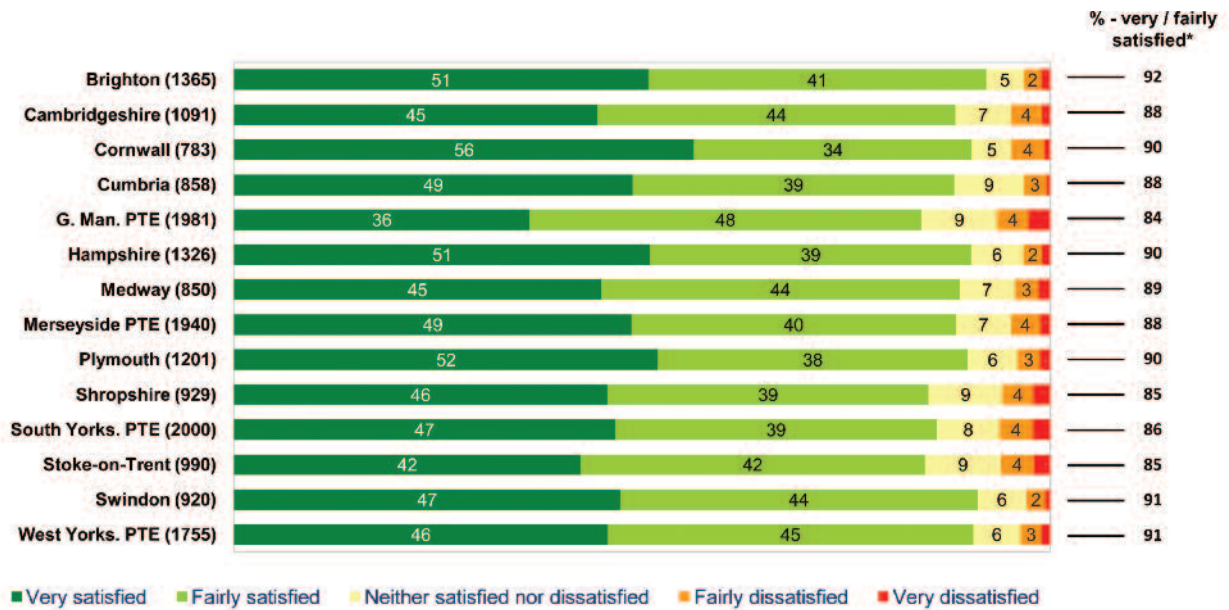
- The proportion of passengers satisfied with their bus journey was generally high and varied relatively little across the 14 areas surveyed, ranging from 84% to 92% being very or fairly satisfied. Free bus pass holders were unsurprisingly more likely to be satisfied, ranging from 93% to 97%, in comparison with fare-paying passengers, amongst whom satisfaction ranged from 80% to 90%.
- The proportion of passengers satisfied was generally lower for the length of time spent waiting for the bus (ranging from 68% to 82%) and whether the bus arrived on time (ranging from 67% to 84%), both of which impact on overall satisfaction in many areas. The proportion of passengers satisfied with the length of the bus journey itself was higher (76% to 86%).
- The proportion of passengers satisfied with the frequency of buses ranged from 59% to 77%.
- Across the 14 areas the proportion of fare-paying passengers satisfied with value for money ranged from 46% to 68%.
- There was a wide variation in the availability of bus stop facilities. A shelter was most commonly available, provision ranging from 54% to 77%. A timetable was also often present, provision ranging from 33% to 73%, but provided in more than half of instances in most areas.
- The provision of other bus stop facilities varied much more widely. The provision of electronic displays showing the arrival time of the next bus ranged from 1% to 47%, but in most areas was available in less than one in five instances. The provision of a route map ranged from 2% to 41%, but was also available in less than one in five instances in most areas.
- The proportion of passengers satisfied with 'on bus' features such as seating, personal security and comfort was generally high, standing at 70% or higher in all areas. The two aspects of the 'on bus' experience that generally fell below these standards were the information provided inside the bus (ranging from 58% to 73% of passengers satisfied) and the cleanliness of the inside of the bus (ranging from 67% to 85%).
- The proportion of passengers satisfied with the bus driver, encompassing appearance, helpfulness and driving style, never fell below 74% in any area, and was often more than 80% or even 90% in some cases.

The proportion of passengers satisfied with the frequency of buses ranged from **59%** to **77%**

The charts on pages 4 – 6 show:

- The Area scores for overall satisfaction and value for money (fare-paying passengers);
- The range of Area scores for availability of bus stop facilities; and
- The range of satisfaction scores for aspects associated with the bus stop, those on the bus and the bus driver.

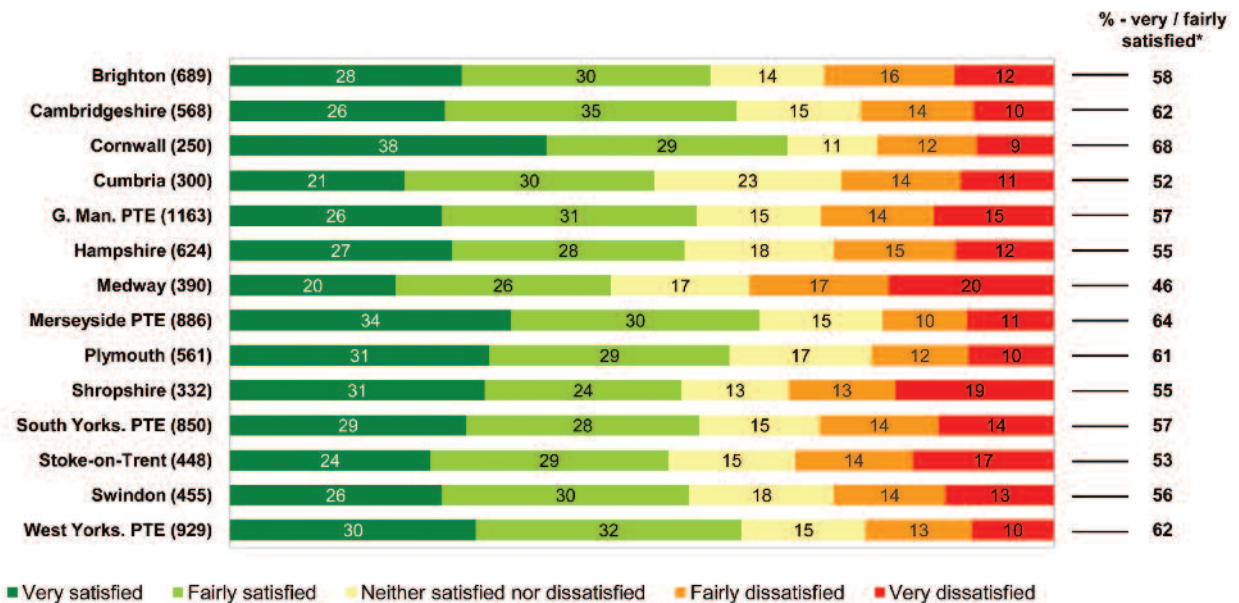
1 Overall satisfaction with the bus journey (%)



Q26. Overall, taking everything into account from start to end of this bus journey, how satisfied were you with your bus journey today?

* Due to rounding the percentage very / fairly satisfied may not always be equal to the sum of the very and fairly satisfied values in the chart

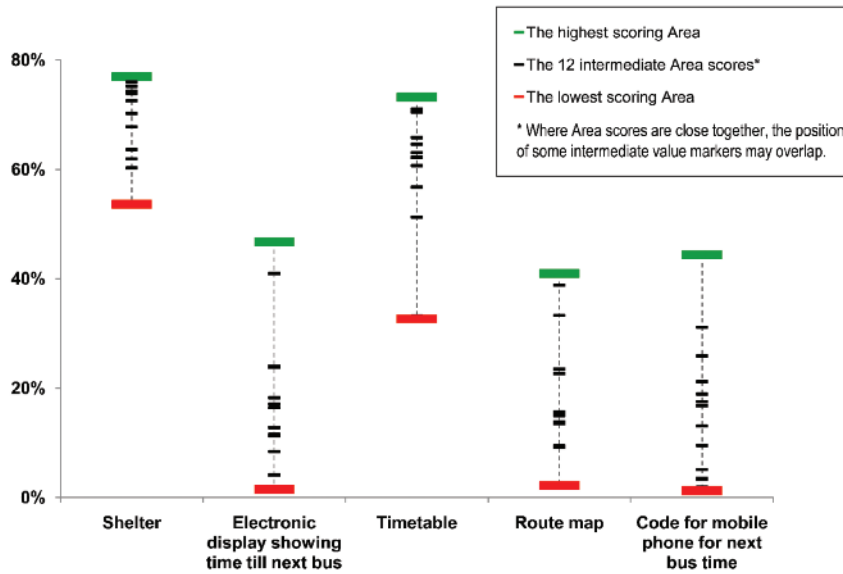
2 Satisfaction with value for money – fare-paying passengers (%)



Q20. How satisfied you were with each of the following? The value for money of your journey [fare-paying passengers selected]

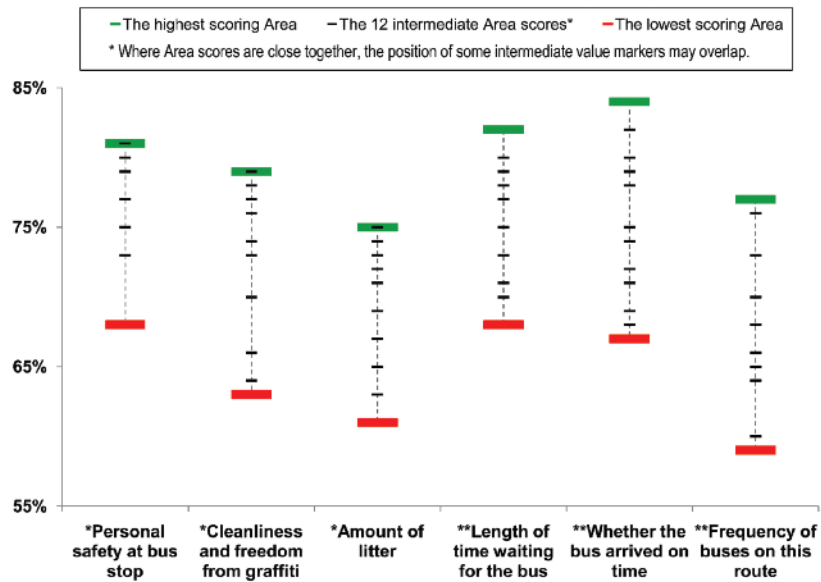
* Due to rounding the percentage very / fairly satisfied may not always be equal to the sum of the very and fairly satisfied values in the chart

3 Range of scores for 'availability of bus stop facilities'



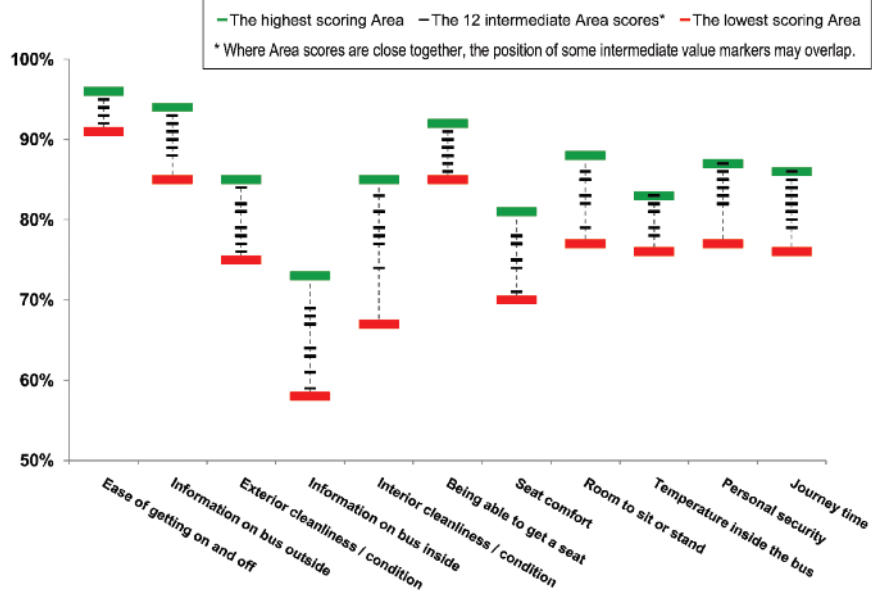
Q11 – Which of the following were available at the stop where you caught this bus?

4 Range of scores for 'satisfaction at the bus stop'



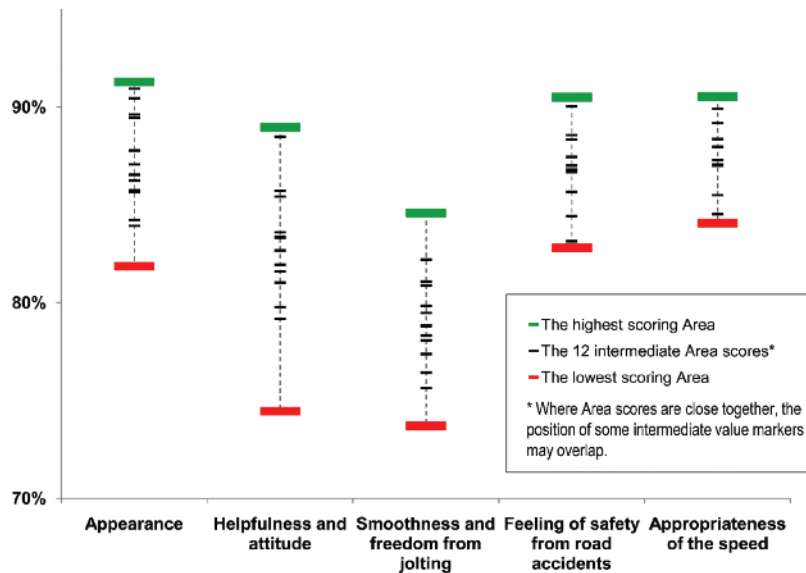
* Q12 and **Q19 ...how satisfied you were with each of the following?

5 Range of scores for 'satisfaction with on bus attributes'



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

6 Range of scores for 'satisfaction with bus driver'



Q23 – Thinking about the driver, please indicate how satisfied you were with each of the following?

What did the research involve?

Passenger Focus undertook a survey of bus passenger satisfaction in the following 14 administrative areas in November 2009:

PTE ¹	Urban	County
South Yorkshire	Stoke-on-Trent	Shropshire ²
West Yorkshire	Brighton	Cumbria
Merseyside	Medway Kent	Cornwall
Greater Manchester	Plymouth	Hampshire ³
	Swindon	Cambridgeshire ⁴

¹ The six Passenger Transport Executives provide, plan, procure and promote public transport in six of England's largest conurbations
² Excludes Telford & Wrekin
³ Excludes Southampton and Portsmouth
⁴ Excludes Peterborough

The survey used a self-completion questionnaire handed to passengers travelling on the bus. The questionnaire asked passengers to rate that bus journey with regard to the bus stop environment, satisfaction with a number of 'on bus' factors and the bus driver and an overall satisfaction rating. The survey was conducted amongst passengers aged 16 or over.

The sample of bus services on which questionnaires were handed out was designed individually for each of the 14 administrative areas and based on relative frequency of each bus service within the administrative area. Thus, although a range of services was sampled, a higher frequency service was more likely to be sampled than a lower frequency service. Questionnaires were handed out across a spread of days of the week and times of day. Overall, close to 19,000 completed questionnaires were returned from bus passengers aged 16+; an overall response rate of 35% was achieved on the number handed out. Results are based on responses from between 900 and 1500 passengers per survey for a County/Urban area and approximately 2000 passengers per survey for a Passenger Transport Executive (PTE) area. The total number of responses for each area appears in the key findings sections. However, the number of responses to each question will differ as not all passengers answered all questions. The number of responses to each question is shown in brackets in the results table for each area.

The results for each administrative area have been weighted to reflect the market share of bus companies in the area and the proportion of journeys made by fare-paying and free pass holding passenger.

One of the key objectives in undertaking this research was to identify the most important factors affecting passenger satisfaction with bus journeys. A technique called regression analysis was used to measure the strength of correlation between satisfaction with each individual bus journey factor and the overall satisfaction score, for each administrative area. The key factors impacting on overall satisfaction are listed for each area.

A full technical report on the survey methodology (including the questionnaire) and details of how different operators performed in individual areas are available at www.passengerfocus.org.uk.



Brighton & Hove City Council area

Key findings

In total, 1426 passengers participated in the survey in Brighton. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.

92%

of passengers are satisfied overall with their bus journey

82%

were satisfied with bus punctuality

58%

of fare-paying passengers are satisfied with value for money

The vast majority of passengers in Brighton are satisfied with the bus journey overall (92%); however, fare-paying passengers (90%) are less satisfied than free bus pass holders (96%).

Passengers are highly satisfied with the ease of getting on and off the bus and the information provided on the outside of the bus. Being able to get a seat, electronic information showing the time of the next bus and the driver's appearance also receive high satisfaction ratings.

Value for money receives the lowest satisfaction rating amongst passengers in Brighton, compared to other aspects. Satisfaction levels are also lower for the information provided on the inside of the bus, service frequency and the amount of litter at bus stops.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Brighton (in order of impact) are:

- length of time the journey took;
- appropriateness of the speed;
- length of time spent waiting for the bus;
- smoothness and freedom from jolting during the journey; and
- helpfulness and attitude of the driver.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	70
An electronic display showing the length of time until the next bus is due to arrive	47
A timetable	71
A route map	41
A code so I can use a mobile phone to find the time of the next bus	31

* sample size 1426

Results for Brighton & Hove City Council area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (1365)	92	5	3
Overall satisfaction – fare-paying passengers (726)	90	6	4
Overall satisfaction – free bus pass holders (633)	96	2	1
The value for money of your journey – all passengers (1087)	68	11	21
The value for money of your journey – fare-paying passengers (689)	58	14	28

SATISFACTION AT THE BUS STOP

The shelter* (917)	88	7	5
Any electronic information e.g. showing time of next bus* (587)	90	4	6
The timetable information* (897)	84	10	6
Any route maps* (480)	86	12	3
Your personal safety at the bus stop (1282)	80	15	5
The cleanliness and freedom from graffiti (1183)	78	15	7
The amount of litter (1131)	74	16	10

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (1320)	82	9	9
Whether the bus arrived on time (1220)	82	9	9
The frequency of the buses on this route (1254)	73	9	18

SATISFACTION ON THE BUS

The ease of getting on and off the bus (1370)	95	3	2
Information provided on bus outside (route no. & destination) (1337)	94	4	2
The cleanliness and condition of the outside of the bus (1306)	84	13	4
The information provided inside the bus (1177)	69	26	5
The cleanliness and condition of the inside of the bus (1335)	78	12	9
Being able to get a seat (1335)	90	6	4
The comfort of the seats (1327)	78	14	8
Room for all the passengers to sit or stand (1309)	85	9	6
The temperature inside the bus (1323)	83	11	6
Your personal security whilst on the bus (1295)	85	12	3
The length of time your journey took (1325)	84	10	7

SATISFACTION WITH THE BUS DRIVER

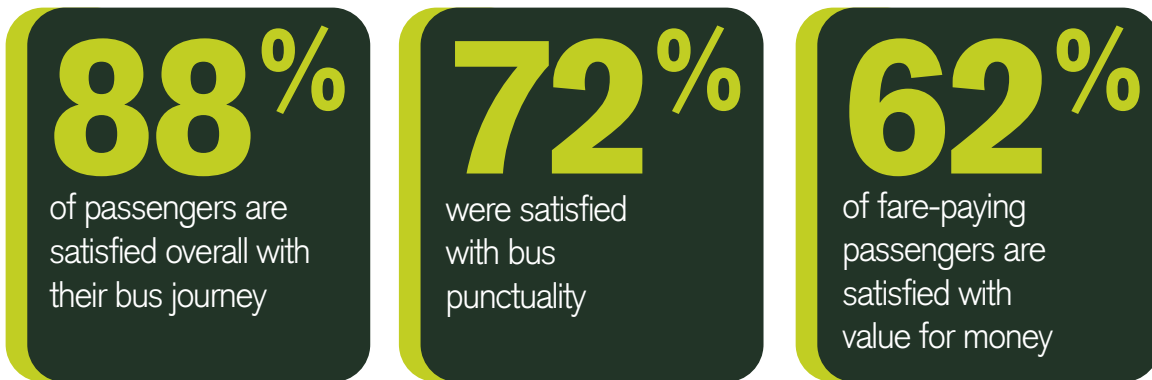
The driver's appearance (1314)	90	10	1
The helpfulness and attitude of the driver (1306)	85	11	3
The smoothness and freedom from jolting during the journey (1329)	78	13	9
Your feeling of safety from road accidents during the journey (1321)	87	11	2
The appropriateness of the speed (1324)	88	9	3

* where provided

Cambridgeshire County Council area

Key findings

In total, 1139 passengers participated in the survey in Cambridgeshire. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.



The majority of passengers in Cambridgeshire are satisfied with the bus journey overall (88%); however, fare-paying passengers (85%) are less satisfied than free bus pass holders (94%).

Aspects of the journey such as ease of getting on and off the bus, information provided on the outside of the bus and being able to get a seat on the bus receive high satisfaction ratings. There is also a high level of satisfaction with aspects related to the performance of the bus driver.

Passengers are less satisfied with the information provided inside the bus, the frequency of services, value for money, punctuality and waiting times. At the bus stop, ratings for the amount of litter, graffiti and personal safety and security are also low compared to other aspects.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Cambridgeshire (in order of impact) are:

- length of time the journey took;
- length of time spent waiting for the bus;
- whether the bus arrived on time;
- getting a seat; and
- smoothness and freedom from jolting during the journey.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*	
	% available
A shelter	68
An electronic display showing the length of time until the next bus is due to arrive	17
A timetable	61
A route map	23
A code so I can use a mobile phone to find the time of the next bus	10

* sample size 1139

Results for Cambridgeshire County Council area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (1091)	88	7	5
Overall satisfaction – fare-paying passengers (600)	85	9	6
Overall satisfaction – free bus pass holders (487)	94	3	2
The value for money of your journey – all passengers (883)	71	12	17
The value for money of your journey – fare-paying passengers (568)	62	15	23

SATISFACTION AT THE BUS STOP

The shelter* (707)	82	10	8
Any electronic information e.g. showing time of next bus* (164)	86	9	6
The timetable information* (619)	81	10	9
Any route maps* (208)	84	12	4
Your personal safety at the bus stop (1017)	79	14	7
The cleanliness and freedom from graffiti (949)	76	14	10
The amount of litter (896)	75	14	12

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (1043)	73	11	16
Whether the bus arrived on time (957)	72	12	15
The frequency of the buses on this route (1004)	65	12	23

SATISFACTION ON THE BUS

The ease of getting on and off the bus (1081)	94	3	3
Information provided on bus outside (route no. & destination) (1044)	92	5	3
The cleanliness and condition of the outside of the bus (1044)	82	11	7
The information provided inside the bus (896)	63	30	8
The cleanliness and condition of the inside of the bus (1055)	83	10	8
Being able to get a seat (1061)	91	5	5
The comfort of the seats (1049)	78	15	7
Room for all the passengers to sit or stand (1064)	86	7	7
The temperature inside the bus (1055)	81	11	8
Your personal security whilst on the bus (1039)	87	11	2
The length of time your journey took (1069)	81	9	10

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (1066)	89	10	1
The helpfulness and attitude of the driver (1065)	84	12	4
The smoothness and freedom from jolting during the journey (1078)	80	12	8
Your feeling of safety from road accidents during the journey (1067)	87	10	3
The appropriateness of the speed (1078)	87	9	4

* where provided

Cornwall Council area

Key findings

In total, 817 passengers participated in the survey in Cornwall. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.

90%

of passengers are satisfied overall with their bus journey

80%

were satisfied with bus punctuality

68%

of fare-paying passengers are satisfied with value for money

The majority of passengers in Cornwall are satisfied with the bus journey overall (90%); however, fare-paying passengers (89%) are slightly less satisfied than free bus pass holders (93%).

Passengers in Cornwall are highly satisfied with the ease of getting on and off the bus, the information provided on the outside of the bus and being able to get a seat on the bus. There is also a high level of satisfaction with aspects relating to the bus driver's performance, particularly the driver's appearance, appropriateness of the speed and the feeling of safety from road accidents.

Information provided inside the bus receives the lowest satisfaction rating compared to other aspects. Satisfaction with the frequency of buses and value for money is also low.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Cornwall (in order of impact) are:

- the length of time your journey took;
- the smoothness and freedom from jolting during the journey;
- whether the bus arrived on time;
- the value for money of your journey;
- the driver's appearance.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	60
An electronic display showing the length of time until the next bus is due to arrive	12
A timetable	62
A route map	15
A code so I can use a mobile phone to find the time of the next bus	4

* sample size 817

Results for Cornwall Council area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (783)	90	5	5
Overall satisfaction – fare-paying passengers (267)	89	6	5
Overall satisfaction – free bus pass holders (516)	93	2	4
The value for money of your journey – all passengers (577)	75	9	16
The value for money of your journey – fare-paying passengers (250)	68	11	21

SATISFACTION AT THE BUS STOP

The shelter* (426)	86	5	9
Any electronic information e.g. showing time of next bus* (71)	89	9	2
The timetable information* (410)	87	8	5
Any route maps* (81)	83	15	2
Your personal safety at the bus stop (717)	81	13	6
The cleanliness and freedom from graffiti (609)	79	13	8
The amount of litter (589)	75	13	11

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (745)	79	9	12
Whether the bus arrived on time (697)	80	9	12
The frequency of the buses on this route (704)	68	12	19

SATISFACTION ON THE BUS

The ease of getting on and off the bus (777)	94	3	3
Information provided on bus outside (route no. & destination) (732)	90	7	2
The cleanliness and condition of the outside of the bus (745)	77	13	10
The information provided inside the bus (618)	67	26	7
The cleanliness and condition of the inside of the bus (756)	79	13	8
Being able to get a seat (755)	89	5	6
The comfort of the seats (754)	78	12	10
Room for all the passengers to sit or stand (748)	83	10	7
The temperature inside the bus (738)	82	10	8
Your personal security whilst on the bus (732)	86	11	2
The length of time your journey took (761)	84	8	7

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (775)	91	7	2
The helpfulness and attitude of the driver (768)	89	8	3
The smoothness and freedom from jolting during the journey (759)	85	8	7
Your feeling of safety from road accidents during the journey (755)	90	7	3
The appropriateness of the speed (762)	91	6	3

* where provided

Cumbria County Council area

Key findings

In total, 902 passengers participated in the survey in Cumbria. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.

88%

of passengers are satisfied overall with their bus journey

78%

were satisfied with bus punctuality

52%

of fare-paying passengers are satisfied with value for money

The majority of passengers in Cumbria are satisfied with the bus journey overall (88%); however, fare-paying passengers (84%) are less satisfied than free bus pass holders (94%).

Passengers in Cumbria are highly satisfied with the ease of getting on and off the bus, being able to get a seat on the bus and the information provided on the outside of the bus. There is also a high degree of satisfaction with several aspects related to the bus driver's performance, particularly appropriateness of the speed and the feeling of safety from road accidents.

Information provided inside the bus and value for money receive the lowest satisfaction scores compared to other aspects. At the bus stop, ratings for the amount of litter and cleanliness and freedom from graffiti are also low.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Cumbria (in order of impact) are:

- electronic information showing the time of the next bus;
- value for money;
- length of time the journey took;
- comfort of the seats; and
- information provided on the outside of the bus (route number and destination).

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	62
An electronic display showing the length of time until the next bus is due to arrive	1
A timetable	33
A route map	2
A code so I can use a mobile phone to find the time of the next bus	1

* sample size 902

Results for Cumbria County Council area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (858)	88	9	3
Overall satisfaction – fare-paying passengers (324)	84	11	5
Overall satisfaction – free bus pass holders (532)	94	5	1
The value for money of your journey – all passengers (628)	63	18	19
The value for money of your journey – fare-paying passengers (300)	52	23	26

SATISFACTION AT THE BUS STOP

The shelter* (469)	73	11	16
Any electronic information e.g. showing time of next bus* (9)	80	0	20
The timetable information* (255)	81	9	9
Any route maps* (14)	83	1	16
Your personal safety at the bus stop (779)	73	19	8
The cleanliness and freedom from graffiti (661)	63	16	21
The amount of litter (614)	63	17	21

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (809)	77	13	10
Whether the bus arrived on time (772)	78	12	10
The frequency of the buses on this route (783)	65	10	25

SATISFACTION ON THE BUS

The ease of getting on and off the bus (860)	92	5	3
Information provided on bus outside (route no. & destination) (805)	88	8	4
The cleanliness and condition of the outside of the bus (806)	77	15	8
The information provided inside the bus (694)	59	30	12
The cleanliness and condition of the inside of the bus (822)	78	12	10
Being able to get a seat (824)	90	7	2
The comfort of the seats (812)	75	15	10
Room for all the passengers to sit or stand (815)	85	10	5
The temperature inside the bus (810)	83	11	6
Your personal security whilst on the bus (793)	82	16	3
The length of time your journey took (819)	84	11	6

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (842)	86	12	2
The helpfulness and attitude of the driver (836)	83	11	5
The smoothness and freedom from jolting during the journey (824)	79	11	10
Your feeling of safety from road accidents during the journey (820)	87	8	5
The appropriateness of the speed (825)	87	8	5

* where provided

Greater Manchester Passenger Transport Executive area

Key findings

In total, 2089 passengers participated in the survey in Greater Manchester. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.

84%

of passengers are satisfied overall with their bus journey

67%

were satisfied with bus punctuality

57%

of fare-paying passengers are satisfied with value for money

The majority of passengers in Greater Manchester are satisfied with the bus journey overall (84%); however, fare-paying passengers (82%) are less satisfied than free bus pass holders (93%).

Satisfaction is highest for aspects of the bus journey including ease of getting on and off the bus, the information provided on the outside of the bus and being able to get a seat on the bus.

Passengers are least satisfied with the information provided inside the bus. Satisfaction is also quite low for the frequency of services, value for money, cleanliness and condition of the inside of the bus, punctuality, the amount of litter at the bus stop and the length of time spent waiting for the bus.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Greater Manchester (in order of impact) are:

- length of time the journey took;
- ease of getting on and off the bus;
- whether the bus arrived on time;
- helpfulness and attitude of the driver; and
- appropriateness of the speed.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	74
An electronic display showing the length of time until the next bus is due to arrive	4
A timetable	70
A route map	33
A code so I can use a mobile phone to find the time of the next bus	21

* sample size 2089

Results for Greater Manchester Passenger Transport Executive area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (1981)	84	9	7
Overall satisfaction – fare-paying passengers (1212)	82	11	7
Overall satisfaction – free bus pass holders (762)	93	4	4
Value for money of your journey – all passengers (1627)	63	14	24
Value for money of your journey – fare-paying passengers (1163)	57	15	28

SATISFACTION AT THE BUS STOP

The shelter* (1373)	84	9	8
Any electronic information e.g. showing time of next bus* (61)	84	0	16
The timetable information* (1307)	84	9	7
Any route maps* (569)	84	12	4
Your personal safety at the bus stop (1868)	75	18	7
The cleanliness and freedom from graffiti (1697)	70	16	14
The amount of litter (1658)	67	17	16

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (1927)	68	13	19
Whether the bus arrived on time (1758)	67	13	20
The frequency of the buses on this route (1851)	60	12	28

SATISFACTION ON THE BUS

The ease of getting on and off the bus (2006)	93	5	3
Information provided on bus outside (route no. & destination) (1925)	90	7	4
The cleanliness and condition of the outside of the bus (1908)	76	16	8
The information provided inside the bus (1679)	58	35	7
The cleanliness and condition of the inside of the bus (1932)	67	15	18
Being able to get a seat (1921)	86	8	6
The comfort of the seats (1923)	71	16	13
Room for all the passengers to sit or stand (1908)	79	12	9
The temperature inside the bus (1908)	78	12	10
Your personal security whilst on the bus (1895)	77	18	5
The length of time your journey took (1935)	76	13	12

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (1900)	82	16	2
The helpfulness and attitude of the driver (1863)	74	18	8
The smoothness and freedom from jolting during the journey (1912)	74	15	11
Your feeling of safety from road accidents during the journey (1891)	83	13	4
The appropriateness of the speed (1913)	84	11	5

* where provided

Hampshire County Council area

Key findings

In total, 1373 passengers participated in the survey in Hampshire. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below

90%

of passengers are satisfied overall with their bus journey

74%

were satisfied with bus punctuality

55%

of fare-paying passengers are satisfied with value for money

The vast majority of passengers in Hampshire are satisfied with the bus journey overall (90%); however, fare-paying passengers (86%) are less satisfied than free bus pass holders (94%).

Passenger satisfaction in Hampshire is highest for the ease of getting on and off the bus, the information provided on the outside of the bus and being able to get a seat on the bus. Many of the aspects relating to the performance of the bus driver also feature highly.

Passenger satisfaction is lowest for the information provided inside the bus and value for money. Satisfaction with all three of the 'waiting for the bus' factors, i.e. length of time spent waiting, punctuality and frequency of services, is also quite low relative to other aspects.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Hampshire (in order of impact) are:

- length of time the journey took;
- cleanliness and condition of the inside of the bus;
- helpfulness and attitude of the driver;
- whether the bus arrived on time; and
- length of time spent waiting for the bus.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	75
An electronic display showing the length of time until the next bus is due to arrive	18
A timetable	62
A route map	14
A code so I can use a mobile phone to find the time of the next bus	5

* sample size 1373

Results for Hampshire County Council area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (1326)	90	6	3
Overall satisfaction – fare-paying passengers (668)	86	10	5
Overall satisfaction – free bus pass holders (651)	94	3	2
The value for money of your journey – all passengers (1006)	70	13	17
The value for money of your journey – fare-paying passengers (624)	55	18	27

SATISFACTION AT THE BUS STOP

The shelter* (932)	84	8	8
Any electronic information e.g. showing time of next bus* (217)	85	4	11
The timetable information* (793)	86	8	6
Any route maps* (169)	87	11	2
Your personal safety at the bus stop (1213)	79	15	5
The cleanliness and freedom from graffiti (1109)	76	13	11
The amount of litter (1049)	74	14	12

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (1254)	75	10	14
Whether the bus arrived on time (1185)	74	10	16
The frequency of the buses on this route (1207)	70	9	21

SATISFACTION ON THE BUS

The ease of getting on and off the bus (1310)	94	4	2
Information provided on bus outside (route no. & destination) (1274)	92	5	3
The cleanliness and condition of the outside of the bus (1252)	84	11	5
The information provided inside the bus (1082)	68	27	5
The cleanliness and condition of the inside of the bus (1271)	85	9	6
Being able to get a seat (1281)	91	5	4
The comfort of the seats (1271)	81	13	7
Room for all the passengers to sit or stand (1260)	86	8	5
The temperature inside the bus (1251)	83	11	7
Your personal security whilst on the bus (1235)	87	10	2
The length of time your journey took (1281)	86	8	6

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (1292)	90	9	1
The helpfulness and attitude of the driver (1267)	86	11	4
The smoothness and freedom from jolting during the journey (1267)	81	11	8
Your feeling of safety from road accidents during the journey (1263)	89	9	3
The appropriateness of the speed (1269)	88	8	4

* where provided

Medway Council area

Key findings

In total, 892 passengers participated in the survey in Medway. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.

89%

of passengers are satisfied overall with their bus journey

71%

were satisfied with bus punctuality

46%

of fare-paying passengers are satisfied with value for money

The majority of passengers in Medway are satisfied with the bus journey overall (89%); however, fare-paying passengers (85%) are less satisfied than free bus pass holders (95%).

The top three satisfaction ratings in Medway are for 'on the bus' factors: ease of getting on and off the bus, information provided on the outside of the bus and being able to get a seat on the bus. The performance of the bus driver is also highly rated, particularly for appropriateness of the speed and the feeling of safety from road accidents.

Passengers are least satisfied with value for money of the journey in Medway, rating it much lower than the other aspects. At bus stops, the amount of litter and the cleanliness/freedom from graffiti are rated lower compared to other aspects. Passengers also have a lower level of satisfaction with all of the 'waiting for the bus' factors, particularly service frequency.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Medway (in order of impact) are:

- length of time the journey took;
- whether the bus arrived on time;
- helpfulness and attitude of the driver;

- information provided on the outside of the bus (route number and destination); and
- value for money.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	73
An electronic display showing the length of time until the next bus is due to arrive	13
A timetable	57
A route map	15
A code so I can use a mobile phone to find the time of the next bus	3

* sample size 892

Results for Medway Council area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (850)	89	7	4
Overall satisfaction – fare-paying passengers (412)	85	9	6
Overall satisfaction – free bus pass holders (432)	95	3	2
The value for money of your journey – all passengers (648)	57	15	28
The value for money of your journey – fare-paying passengers (390)	46	17	37

SATISFACTION AT THE BUS STOP

The shelter* (552)	81	11	8
Any electronic information e.g. showing time of next bus* (100)	77	9	14
The timetable information* (445)	86	9	5
Any route maps* (98)	83	15	2
Your personal safety at the bus stop (792)	73	18	10
The cleanliness and freedom from graffiti (731)	66	17	17
The amount of litter (682)	65	16	18

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (824)	73	11	17
Whether the bus arrived on time (734)	71	12	17
The frequency of the buses on this route (770)	66	11	23

SATISFACTION ON THE BUS

The ease of getting on and off the bus (856)	94	3	3
Information provided on bus outside (route no. & destination) (817)	92	6	2
The cleanliness and condition of the outside of the bus (823)	84	11	5
The information provided inside the bus (707)	67	27	6
The cleanliness and condition of the inside of the bus (833)	83	10	7
Being able to get a seat (820)	88	7	4
The comfort of the seats (816)	77	15	8
Room for all the passengers to sit or stand (819)	82	10	8
The temperature inside the bus (815)	79	13	9
Your personal security whilst on the bus (803)	83	13	4
The length of time your journey took (826)	80	11	9

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (831)	84	14	2
The helpfulness and attitude of the driver (827)	83	12	5
The smoothness and freedom from jolting during the journey (833)	79	12	8
Your feeling of safety from road accidents during the journey (821)	87	10	3
The appropriateness of the speed (825)	87	9	4

* where provided

Merseyside Passenger Transport Executive area (Merseytravel)

Key findings

In total, 2034 passengers participated in the survey in Merseyside. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.



The majority of passengers in Merseyside are satisfied with the bus journey overall (88%); however, fare-paying passengers (86%) are less satisfied than free bus pass holders (93%).

Passengers are most satisfied with aspects of the bus journey such as the ease of getting on and off the bus, the information provided on the outside of the bus and being able to get a seat on the bus. They are also highly satisfied with several aspects related to the performance of the bus driver, particularly appropriateness of the speed, feeling of safety from road accidents and the driver's appearance.

The frequency of buses and information provided on the inside of the bus receive the lowest satisfaction ratings. The scores for value for money and the amount of litter and graffiti at bus stops are also low compared to other aspects.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Merseyside (in order of impact) are:

- length of time the journey took;
- helpfulness and attitude of the driver;
- the timetable information provided at the bus stop;

- electronic information showing the time of the next bus; and
- feeling of safety from road accidents during the journey.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*	
	% available
A shelter	70
An electronic display showing the length of time until the next bus is due to arrive	11
A timetable	66
A route map	9
A code so I can use a mobile phone to find the time of the next bus	13

* sample size 2034

Results for Merseyside Passenger Transport Executive area (Merseytravel)

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (1940)	88	7	5
Overall satisfaction – fare-paying passengers (940)	86	9	5
Overall satisfaction – free bus pass holders (991)	93	3	4
The value for money of your journey – all passengers (1421)	71	13	16
The value for money of your journey – fare-paying passengers (886)	64	15	21

SATISFACTION AT THE BUS STOP

The shelter* (1180)	84	8	8
Any electronic information e.g. showing time of next bus* (169)	86	5	9
The timetable information* (1144)	85	8	7
Any route maps* (147)	86	9	5
Your personal safety at the bus stop (1775)	77	15	7
The cleanliness and freedom from graffiti (1582)	74	13	12
The amount of litter (1493)	71	14	15

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (1814)	78	10	13
Whether the bus arrived on time (1630)	75	11	14
The frequency of the buses on this route (1700)	64	11	26

SATISFACTION ON THE BUS

The ease of getting on and off the bus (1912)	94	3	3
Information provided on bus outside (route no. & destination) (1840)	91	6	4
The cleanliness and condition of the outside of the bus (1819)	82	12	6
The information provided inside the bus (1564)	64	28	8
The cleanliness and condition of the inside of the bus (1840)	79	11	10
Being able to get a seat (1865)	89	6	5
The comfort of the seats (1837)	78	13	8
Room for all the passengers to sit or stand (1838)	85	9	6
The temperature inside the bus (1814)	83	9	9
Your personal security whilst on the bus (1780)	82	14	5
The length of time your journey took (1838)	86	8	6

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (1861)	86	13	1
The helpfulness and attitude of the driver (1823)	81	14	5
The smoothness and freedom from jolting during the journey (1857)	79	12	10
Your feeling of safety from road accidents during the journey (1840)	87	10	3
The appropriateness of the speed (1849)	88	9	3

* where provided

Plymouth City Council area

Key findings

In total, 1236 passengers participated in the survey in Plymouth. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.

90%

of passengers are satisfied overall with their bus journey

79%

were satisfied with bus punctuality

61%

of fare-paying passengers are satisfied with value for money

The vast majority of passengers in Plymouth are satisfied with the bus journey overall (90%); however, fare-paying passengers (87%) are less satisfied than free bus pass holders (95%).

Passengers in Plymouth are highly satisfied with most of the aspects we measured. Areas of particularly high satisfaction include: ease of getting on and off the bus, information provided on the outside of the bus, being able to get a seat on the bus, timetable information provided at bus stops and electronic information showing the time of the next bus. All aspects regarding the bus driver's performance receive good ratings.

Information provided inside the bus and value for money receive the lowest satisfaction ratings from passengers relative to other aspects. Satisfaction is also lower for the amount of litter at bus stops, frequency of services, comfort of the seats, cleanliness and freedom from graffiti and punctuality.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Plymouth (in order of impact) are:

- the length of time your journey took;
- the appropriateness of the speed;
- the comfort of the seats;

- whether the bus arrived on time;
- the frequency of the buses on this route.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	76
An electronic display showing the length of time until the next bus is due to arrive	24
A timetable	71
A route map	23
A code so I can use a mobile phone to find the time of the next bus	18

* sample size 1236

Results for Plymouth City Council area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (1201)	90	6	4
Overall satisfaction – fare-paying passengers (591)	87	8	5
Overall satisfaction – free bus pass holders (608)	95	3	2
The value for money of your journey – all passengers (923)	69	14	17
The value for money of your journey – fare-paying passengers (561)	61	17	22

SATISFACTION AT THE BUS STOP

The shelter* (832)	84	8	8
Any electronic information e.g. showing time of next bus* (247)	90	6	4
The timetable information* (761)	92	6	3
Any route maps* (233)	86	12	2
Your personal safety at the bus stop (1109)	80	15	5
The cleanliness and freedom from graffiti (1007)	79	12	9
The amount of litter (955)	72	16	12

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (1135)	80	10	10
Whether the bus arrived on time (1040)	79	8	13
The frequency of the buses on this route (1071)	77	10	13

SATISFACTION ON THE BUS

The ease of getting on and off the bus (1189)	95	3	1
Information provided on bus outside (route no. & destination) (1134)	91	6	3
The cleanliness and condition of the outside of the bus (1129)	85	12	3
The information provided inside the bus (998)	68	26	5
The cleanliness and condition of the inside of the bus (1145)	83	11	6
Being able to get a seat (1151)	92	5	3
The comfort of the seats (1133)	78	14	8
Room for all the passengers to sit or stand (1128)	88	8	3
The temperature inside the bus (1125)	83	11	5
Your personal security whilst on the bus (1112)	86	10	3
The length of time your journey took (1148)	85	10	6

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (1169)	91	8	1
The helpfulness and attitude of the driver (1153)	88	8	3
The smoothness and freedom from jolting during the journey (1155)	82	12	6
Your feeling of safety from road accidents during the journey (1152)	91	8	2
The appropriateness of the speed (1148)	90	8	2

* where provided

Shropshire Council area

Key findings

In total, 986 passengers participated in the survey in Shropshire. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.

85%

of passengers are satisfied overall with their bus journey

71%

were satisfied with bus punctuality

55%

of fare-paying passengers are satisfied with value for money

The majority of passengers in Shropshire are satisfied with the bus journey overall (85%); however, fare-paying passengers (80%) are less satisfied than free bus pass holders (93%).

Satisfaction amongst passengers in Shropshire is highest for the ease of getting on and off the bus, the information provided on the outside of the bus and being able to get a seat on the bus. Aspects related to the performance of the bus driver, such as appropriateness of the speed and the driver's appearance, also receive high satisfaction ratings.

The information provided inside the bus, value for money and service frequency also receive low satisfaction ratings compared to other aspects.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Shropshire (in order of impact) are:

- length of time the journey took;
- smoothness and freedom from jolting during the journey;
- cleanliness and condition of the inside of the bus;
- driver's appearance; and
- ease of getting on and off the bus.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	54
An electronic display showing the length of time until the next bus is due to arrive	8
A timetable	51
A route map	14
A code so I can use a mobile phone to find the time of the next bus	2

* sample size 986

Results for Shropshire Council area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (929)	85	9	6
Overall satisfaction – fare-paying passengers (348)	80	12	8
Overall satisfaction – free bus pass holders (579)	93	4	2
The value for money of your journey – all passengers (686)	65	11	24
The value for money of your journey – fare-paying passengers (332)	55	13	32

SATISFACTION AT THE BUS STOP

The shelter* (452)	86	7	7
Any electronic information e.g. showing time of next bus* (69)	60	13	27
The timetable information* (426)	82	9	9
Any route maps* (95)	76	18	6
Your personal safety at the bus stop (836)	77	15	8
The cleanliness and freedom from graffiti (727)	76	14	10
The amount of litter (697)	74	15	11

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (881)	71	12	17
Whether the bus arrived on time (812)	71	10	19
The frequency of the buses on this route (846)	65	9	26

SATISFACTION ON THE BUS

The ease of getting on and off the bus (939)	93	4	3
Information provided on bus outside (route no. & destination) (881)	88	6	6
The cleanliness and condition of the outside of the bus (883)	78	14	8
The information provided inside the bus (770)	61	30	9
The cleanliness and condition of the inside of the bus (911)	81	12	7
Being able to get a seat (898)	87	6	7
The comfort of the seats (887)	75	15	10
Room for all the passengers to sit or stand (879)	83	8	8
The temperature inside the bus (878)	83	9	8
Your personal security whilst on the bus (868)	82	13	5
The length of time your journey took (894)	82	10	8

SATISFACTION WITH THE BUS DRIVER

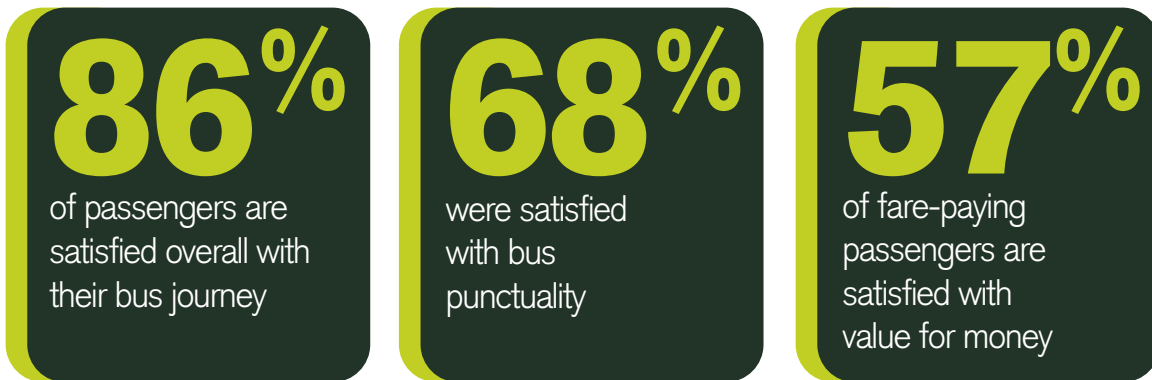
The driver's appearance (904)	84	13	3
The helpfulness and attitude of the driver (892)	82	11	7
The smoothness and freedom from jolting during the journey (875)	76	11	12
Your feeling of safety from road accidents during the journey (868)	83	11	6
The appropriateness of the speed (868)	85	11	5

* where provided

South Yorkshire Passenger Transport Executive area

Key findings

In total, 2084 passengers participated in the survey in South Yorkshire. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.



The majority of passengers in South Yorkshire are satisfied with the bus journey overall (86%); however, fare-paying passengers (82%) are less satisfied than free bus pass holders (93%).

Ease of getting on and off the bus, electronic information showing the time of the next bus and the information provided on the outside of the bus receive the highest satisfaction scores from passengers in South Yorkshire. There is also a high level of satisfaction with the driver's appearance, being able to get a seat on the bus, timetable information provided at the bus stop and appropriateness of the speed.

All three of the 'waiting for the bus' factors receive low satisfaction ratings from passengers, particularly the frequency of bus services. Passengers are also less satisfied with the information provided on the inside of the bus and value for money.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in South Yorkshire (in order of impact) are:

- length of time the journey took;
- length of time spent waiting for the bus;
- helpfulness and attitude of the driver;
- ease of getting on and off the bus; and
- room for all passengers to sit or stand.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*	
	% available
A shelter	74
An electronic display showing the length of time until the next bus is due to arrive	16
A timetable	65
A route map	9
A code so I can use a mobile phone to find the time of the next bus	26

* sample size 2084

Results for South Yorkshire Passenger Transport Executive area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (2000)	86	8	6
Overall satisfaction – fare-paying passengers (900)	82	10	8
Overall satisfaction – free bus pass holders (1096)	93	4	3
The value for money of your journey – all passengers (1540)	67	12	21
The value for money of your journey – fare-paying passengers (850)	57	15	28

SATISFACTION AT THE BUS STOP

The shelter* (1317)	83	8	9
Any electronic information e.g. showing time of next bus* (276)	90	2	8
The timetable information* (1149)	86	8	6
Any route maps* (144)	82	10	8
Your personal safety at the bus stop (1840)	79	15	6
The cleanliness and freedom from graffiti (1671)	77	11	11
The amount of litter (1553)	73	14	13

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (1890)	70	11	19
Whether the bus arrived on time (1711)	68	10	22
The frequency of the buses on this route (1818)	59	12	29

SATISFACTION ON THE BUS

The ease of getting on and off the bus (1977)	91	5	4
Information provided on bus outside (route no. & destination) (1905)	89	7	4
The cleanliness and condition of the outside of the bus (1883)	78	15	7
The information provided inside the bus (1651)	64	29	7
The cleanliness and condition of the inside of the bus (1914)	74	14	12
Being able to get a seat (1903)	87	7	6
The comfort of the seats (1881)	74	14	13
Room for all the passengers to sit or stand (1887)	82	9	8
The temperature inside the bus (1879)	79	13	8
Your personal security whilst on the bus (1868)	82	14	4
The length of time your journey took (1911)	80	11	9

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (1931)	87	12	1
The helpfulness and attitude of the driver (1904)	80	14	6
The smoothness and freedom from jolting during the journey (1914)	76	14	10
Your feeling of safety from road accidents during the journey (1905)	84	12	3
The appropriateness of the speed (1907)	85	10	4

* where provided

Stoke-on-Trent City Council area

Key findings

In total, 1034 passengers participated in the survey in Stoke-on-Trent. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.

85%

of passengers are satisfied overall with their bus journey

69%

were satisfied with bus punctuality

53%

of fare-paying passengers are satisfied with value for money

The majority of passengers in Stoke-on-Trent are satisfied with the bus journey overall (85%); however, fare-paying passengers (80%) are less satisfied than free bus pass holders (93%).

Ease of getting on and off the bus achieves the highest level of satisfaction amongst passengers in Stoke-on-Trent. Passengers are also highly satisfied with aspects relating to the bus driver's performance namely the driver's appearance, the appropriateness of the speed used and the feeling of safety from road accidents.

Frequency of services, the information provided on the inside of the bus, the amount of litter and graffiti at the bus stop and value for money receive low satisfaction ratings compared to other aspects.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Stoke-on-Trent (in order of impact) are:

- length of time the journey took;
- whether the bus arrived on time;
- room for all passengers to sit or stand;
- helpfulness and attitude of the driver; and
- ease of getting on and off the bus.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	64
An electronic display showing the length of time until the next bus is due to arrive	2
A timetable	33
A route map	14
A code so I can use a mobile phone to find the time of the next bus	17

* sample size 1034

Results for Stoke-on-Trent City Council area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (990)	85	9	6
Overall satisfaction – fare-paying passengers (478)	80	12	8
Overall satisfaction – free bus pass holders (508)	93	4	3
The value for money of your journey – all passengers (747)	63	13	24
The value for money of your journey – fare-paying passengers (448)	53	15	31

SATISFACTION AT THE BUS STOP

The shelter* (531)	74	14	13
Any electronic information e.g. showing time of next bus* (15)	46	8	45
The timetable information* (268)	82	11	6
Any route maps* (107)	79	15	7
Your personal safety at the bus stop (881)	68	20	12
The cleanliness and freedom from graffiti (751)	64	17	19
The amount of litter (739)	61	19	20

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (937)	70	11	19
Whether the bus arrived on time (828)	69	12	19
The frequency of the buses on this route (859)	59	11	30

SATISFACTION ON THE BUS

The ease of getting on and off the bus (970)	94	5	2
Information provided on bus outside (route no. & destination) (907)	85	9	7
The cleanliness and condition of the outside of the bus (922)	75	16	9
The information provided inside the bus (821)	61	27	12
The cleanliness and condition of the inside of the bus (926)	74	12	14
Being able to get a seat (919)	85	9	5
The comfort of the seats (915)	70	13	17
Room for all the passengers to sit or stand (917)	77	13	10
The temperature inside the bus (918)	76	11	13
Your personal security whilst on the bus (894)	77	17	6
The length of time your journey took (930)	79	11	9

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (958)	88	11	2
The helpfulness and attitude of the driver (930)	79	13	8
The smoothness and freedom from jolting during the journey (932)	77	13	9
Your feeling of safety from road accidents during the journey (918)	86	11	4
The appropriateness of the speed (921)	87	9	4

* where provided

Swindon Borough Council area

Key findings

In total, 970 passengers participated in the survey in Swindon. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.

91%

of passengers are satisfied overall with their bus journey

84%

were satisfied with bus punctuality

56%

of fare-paying passengers are satisfied with value for money

The vast majority of passengers in Swindon are satisfied with the bus journey overall (91%); however, fare-paying passengers (88%) are less satisfied than free bus pass holders (97%).

Ease of getting on and off the bus receives the highest satisfaction score amongst passengers in Swindon. Satisfaction is also high for the information provided on the outside of the bus, timetable information and route maps at bus stops (where provided) and being able to get a seat on the bus.

Passengers are least satisfied with the value for money of their journey. Ratings for the amount of litter and graffiti at bus stops and the information provision onboard the bus are also low.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in Swindon (in order of impact) are:

- length of time the journey took;
- length of time spent waiting for the bus;
- comfort of the seats;
- value for money; and
- ease of getting on and off the bus.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	77
An electronic display showing the length of time until the next bus is due to arrive	24
A timetable	73
A route map	39
A code so I can use a mobile phone to find the time of the next bus	19

* sample size 970

Results for Swindon Borough Council area

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (920)	91	6	3
Overall satisfaction – fare-paying passengers (465)	88	8	4
Overall satisfaction – free bus pass holders (450)	97	3	1
The value for money of your journey – all passengers (749)	66	14	20
The value for money of your journey – fare-paying passengers (455)	56	18	27

SATISFACTION AT THE BUS STOP

The shelter* (667)	84	9	7
Any electronic information e.g. showing time of next bus* (205)	88	6	6
The timetable information* (636)	91	7	2
Any route maps* (313)	89	10	1
Your personal safety at the bus stop (889)	79	15	6
The cleanliness and freedom from graffiti (821)	73	15	12
The amount of litter (781)	69	17	13

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (886)	80	11	8
Whether the bus arrived on time (851)	84	8	8
The frequency of the buses on this route (863)	76	8	16

SATISFACTION ON THE BUS

The ease of getting on and off the bus (937)	96	3	1
Information provided on bus outside (route no. & destination) (913)	93	5	2
The cleanliness and condition of the outside of the bus (897)	79	14	7
The information provided inside the bus (832)	73	23	4
The cleanliness and condition of the inside of the bus (892)	79	12	9
Being able to get a seat (911)	89	6	5
The comfort of the seats (903)	77	14	9
Room for all the passengers to sit or stand (900)	83	10	8
The temperature inside the bus (895)	81	11	8
Your personal security whilst on the bus (885)	84	13	4
The length of time your journey took (910)	84	10	6

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (892)	87	12	1
The helpfulness and attitude of the driver (896)	83	12	5
The smoothness and freedom from jolting during the journey (899)	78	12	10
Your feeling of safety from road accidents during the journey (884)	87	9	5
The appropriateness of the speed (887)	88	9	3

* where provided

West Yorkshire Passenger Transport Executive area (Metro)

Key findings

In total, 1846 passengers participated in the survey in West Yorkshire. The table on the opposite page shows the percentage of passengers satisfied/dissatisfied with various aspects of the bus stop and bus journey. The main findings are summarised below.

91%

of passengers are satisfied overall with their bus journey

80%

were satisfied with bus punctuality

62%

of fare-paying passengers are satisfied with value for money

The majority of passengers in West Yorkshire are satisfied with the bus journey overall (91%); however, fare-paying passengers (88%) are less satisfied than free bus pass holders (96%).

Satisfaction is highest in West Yorkshire for the following factors: ease of getting on and off the bus, the information provided on the outside of the bus, electronic information showing the time of the next bus and being able to get a seat on the bus.

Satisfaction is lowest for the information provided inside the bus, the frequency of services and value for money.

What influences overall satisfaction

The five factors which have the greatest impact on passengers' overall satisfaction with their bus journey in West Yorkshire (in order of impact) are:

- length of time the journey took;
- helpfulness and attitude of the driver;
- length of time spent waiting for the bus;
- electronic information showing the time of the next bus; and
- appropriateness of the speed.

Bus stop facilities available

Passengers were asked about the facilities available at the bus stop from where they began their journey. The table below shows the proportion of passengers who said a facility was available at their stop.

Availability of bus stop facilities*

	% available
A shelter	74
An electronic display showing the length of time until the next bus is due to arrive	41
A timetable	63
A route map	16
A code so I can use a mobile phone to find the time of the next bus	44

* sample size 1846

Results for West Yorkshire Passenger Transport Executive area (Metro)

	% very / fairly satisfied	% neither / nor	% very / fairly dissatisfied
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OVERALL SATISFACTION AND VALUE FOR MONEY

Overall satisfaction – all passengers (1755)	91	6	4
Overall satisfaction – fare-paying passengers (963)	88	8	4
Overall satisfaction – free bus pass holders (785)	96	2	2
The value for money of your journey – all passengers (1452)	69	12	18
The value for money of your journey – fare-paying passengers (929)	62	15	23

SATISFACTION AT THE BUS STOP

The shelter* (1220)	86	8	6
Any electronic information e.g. showing time of next bus* (661)	91	5	4
The timetable information* (1028)	88	9	4
Any route maps* (232)	89	9	1
Your personal safety at the bus stop (1677)	81	14	6
The cleanliness and freedom from graffiti (1522)	76	13	11
The amount of litter (1471)	71	14	15

SATISFACTION WITH WAITING FOR THE BUS

The length of time you had to wait for the bus (1698)	79	9	12
Whether the bus arrived on time (1577)	80	9	11
The frequency of the buses on this route (1622)	68	10	22

SATISFACTION ON THE BUS

The ease of getting on and off the bus (1779)	94	4	2
Information provided on bus outside (route no. & destination) (1695)	92	6	2
The cleanliness and condition of the outside of the bus (1691)	81	13	6
The information provided inside the bus (1514)	64	28	9
The cleanliness and condition of the inside of the bus (1696)	77	12	11
Being able to get a seat (1719)	90	6	4
The comfort of the seats (1683)	77	13	9
Room for all the passengers to sit or stand (1714)	86	9	5
The temperature inside the bus (1697)	82	11	7
Your personal security whilst on the bus (1667)	85	12	3
The length of time your journey took (1706)	83	10	6

SATISFACTION WITH THE BUS DRIVER

The driver's appearance (1723)	86	13	1
The helpfulness and attitude of the driver (1679)	82	14	4
The smoothness and freedom from jolting during the journey (1703)	81	12	7
Your feeling of safety from road accidents during the journey (1682)	88	10	2
The appropriateness of the speed (1713)	89	9	2

* where provided

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