



**BUS PASSENGER SURVEY - DORSET - TOTAL  
PILOT STUDY - APRIL/ MAY 2009**

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## METHODOLOGY

Questionnaires are handed out on board the bus to passengers during their journey.

A reply paid envelope is provided for returning questionnaires.

This wave of the survey was undertaken in April and May 2009 in six areas:

- Tyne and Wear
- West Midlands
- Bristol
- Southampton
- Lincolnshire
- Dorset

The sample of routes on which the survey is conducted is developed separately for each area.

A database of every route in the area is compiled, and the sample is stratified by:

- service frequency
- operator

The survey was also conducted on different days of the week (including Saturday and Sunday) and different times of the day (7:00am - 10:00pm).

The findings reported for a geographical area are weighted to reflect the market share of operators in the area.

The data for operator share has been derived by the TAS partnership from a variety of sources.

# BUS PASSENGER SURVEY - DORSET - TOTAL

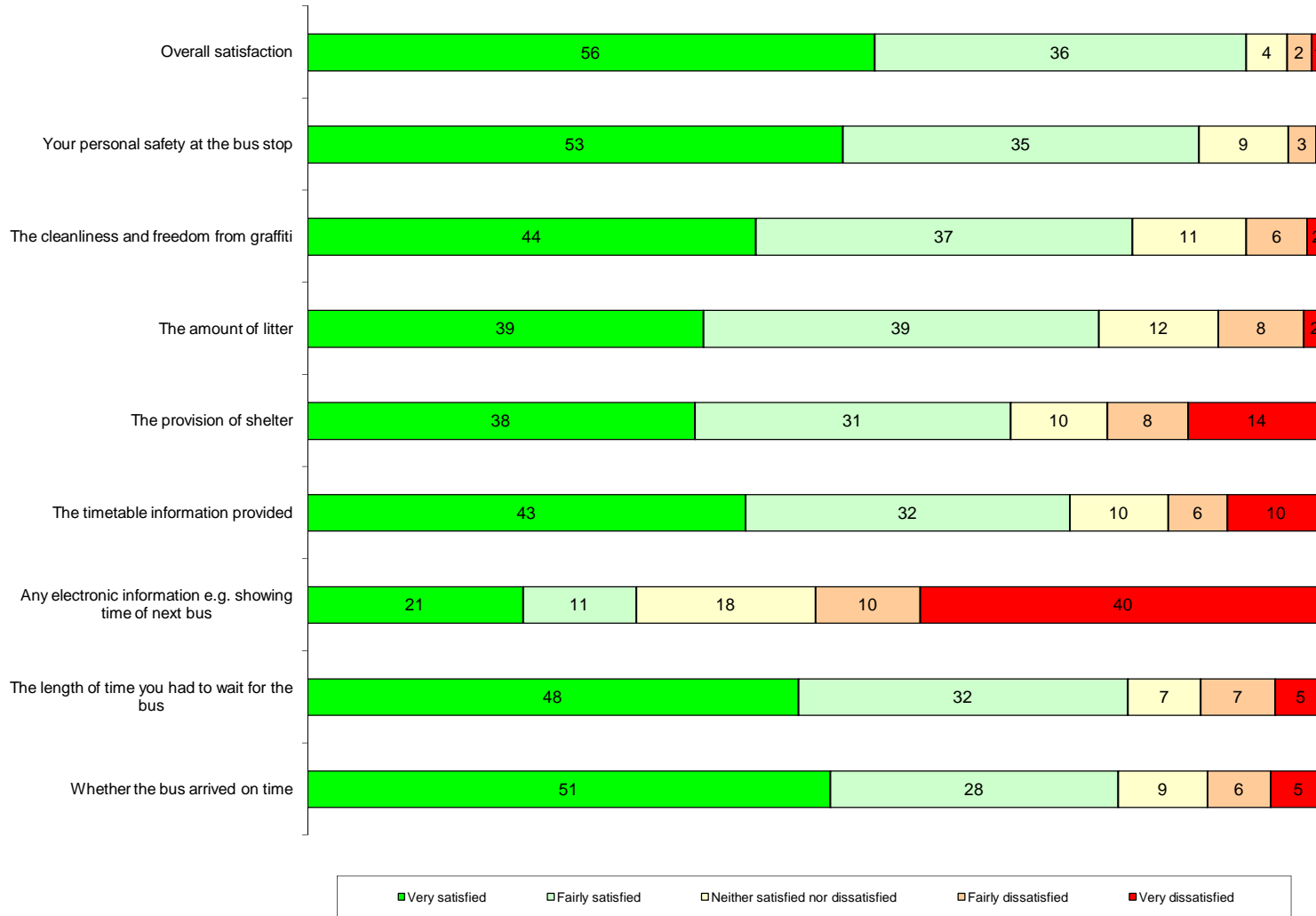
## WEIGHTED SAMPLE PROFILE

	DORSET	TOTAL		DORSET	TOTAL
Sample size	1096	7335	Sample size	1096	7335
	%	%		%	%
<u>SEX</u>			<u>JOURNEY PURPOSE (WEIGHTED)</u>		
Male	32	32	COMMUTE	17	35
Female	66	66	BUSINESS	1	0
Not stated	2	2	LEISURE	81	62
<u>AGE</u>			<u>REGULAR TRAVELLER</u>		
16 - 25	7	14	Yes	38	51
26-34	5	10	No	60	47
35-44	5	10	<u>TIME OF TRAVEL</u>		
45-54	10	13	Peak	23	38
55-59	7	7	Off peak	77	62
60-64	15	11	<u>CONCESSIONARY FARE</u>		
65-69	13	10	Concession	65	44
70-80	27	18	No concession	34	55
81 +	9	6			
No answer	2	2			

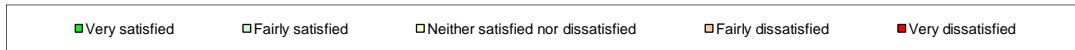
# BUS PASSENGER SURVEY - DORSET - TOTAL

## Overall Satisfaction and all bus stop Factors

**% satisfied**  
**DORSET**      **TOTAL**



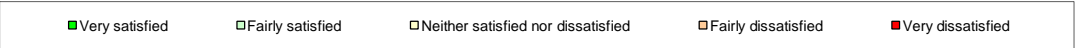
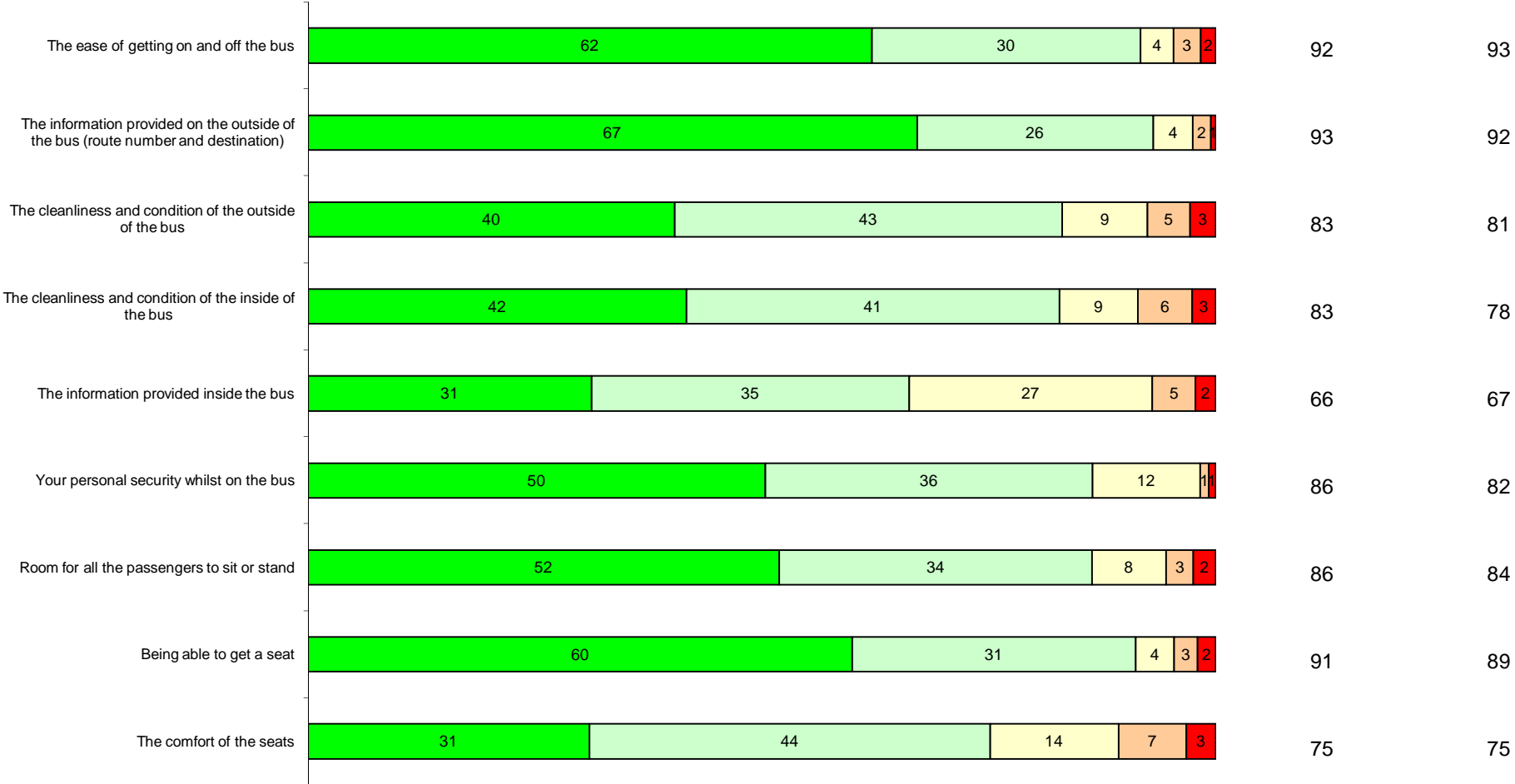
Factor	DORSET	TOTAL
Overall satisfaction	92	90
Your personal safety at the bus stop	87	81
The cleanliness and freedom from graffiti	81	73
The amount of litter	78	70
The provision of shelter	69	70
The timetable information provided	75	77
Any electronic information e.g. showing time of next bus	32	50
The length of time you had to wait for the bus	81	79
Whether the bus arrived on time	80	78



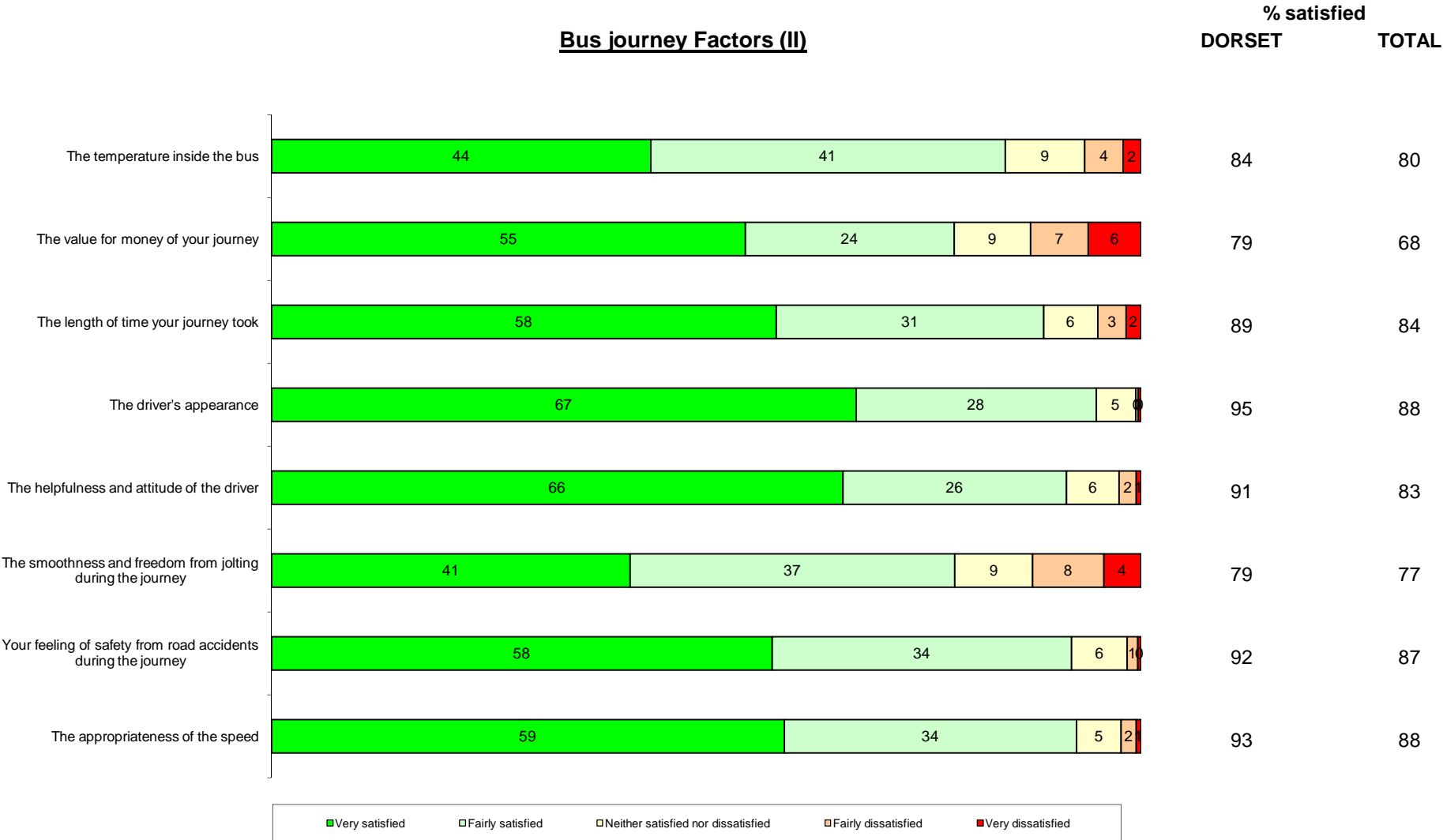
**BUS PASSENGER SURVEY - DORSET - TOTAL**

**Bus journey Factors (I)**

**% satisfied**  
**DORSET      TOTAL**



**BUS PASSENGER SURVEY - DORSET - TOTAL**



**BUS PASSENGER SURVEY - DORSET - TOTAL**

Overall results for the main operators in this area

<b>operator</b>	<b>sample size</b>	<b>% satisfied with trip</b>
DORSET overall	1096	92
Dorset - First	636	91
Dorset - Wilts & Dorset (Go ahead)	135	93
Dorset - Coach House Travel	72	100
Dorset - Nordcat	79	95
Dorset - Sureline	130	93
Dorset - Others	44	90



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### PEAK AND OFFPEAK RESULTS

**% satisfied**

	DORSET			TOTAL		
	total	peak	offpeak	total	peak	offpeak
Overall satisfaction	92	93	92	90	87	91
Your personal safety at the bus stop	87	87	88	81	78	83
The cleanliness and freedom from graffiti	81	78	82	73	69	75
The amount of litter	78	74	79	70	67	73
The provision of shelter	69	63	71	70	67	73
The timetable information provided	75	72	76	77	74	79
Any electronic information e.g. showing time of next bus	32	22	36	50	45	53
The length of time you had to wait for the bus	81	79	81	79	75	81
Whether the bus arrived on time	80	72	82	78	73	81
The ease of getting on and off the bus	92	92	92	93	93	93
The information provided on the outside of the bus (route number and destination)	93	95	92	92	92	92
The cleanliness and condition of the outside of the bus	83	81	84	81	77	83
The cleanliness and condition of the inside of the bus	83	80	84	78	73	81
The information provided inside the bus	66	64	67	67	62	71
The comfort of the seats	75	73	76	75	70	78
Your personal security whilst on the bus	86	86	87	82	78	85
Room for all the passengers to sit or stand	86	85	87	84	80	87
Being able to get a seat	91	90	92	89	85	91
The temperature inside the bus	84	85	84	80	77	83
The value for money of your journey	79	71	81	68	58	76
The length of time your journey took	89	88	89	84	78	87
The driver's appearance	95	96	95	88	85	90
The helpfulness and attitude of the driver	91	93	91	83	78	86
The smoothness and freedom from jolting during the journey	79	79	78	77	74	79
Your feeling of safety from road accidents during the journey	92	95	91	87	84	88
The appropriateness of the speed	93	94	92	88	85	89

Note: peak is defined as journeys on a Monday-Friday commencing before 9:30 am or between 4 and 7 pm