



BUS PASSENGER SURVEY RESULTS FOR: Stagecoach in Swindon Borough area

July 2010

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Methodology

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

PTE

South Yorkshire
West Yorkshire
Merseyside
Greater Manchester

Urban

Stoke-on-Trent
Brighton
Medway Kent
Plymouth
Swindon

County

Shropshire
Cumbria
Cornwall
Hampshire
Cambridgeshire

The survey used a self-completion questionnaire, which was handed to passengers onboard the bus during their journey. A copy of the questionnaire is included in the appendices to this report.

The survey was administered on a pre-selected sample of bus services in each area. The sample of bus services was designed to be broadly representative of operator market share and service frequency.

A database of local bus services was created for each area and stratified by operator and service frequency. A sample of services was then selected using a Probability Proportional to Size approach. The results for each geographical area were then weighted to accurately reflect the market share of operators in the area. Results were also weighted according to the proportion of journeys made by concessionary passengers, based on data provided by the TAS partnership.

This report presents the survey results for STAGECOACH and compares them to the results for Swindon overall and for all Urban Areas surveyed.

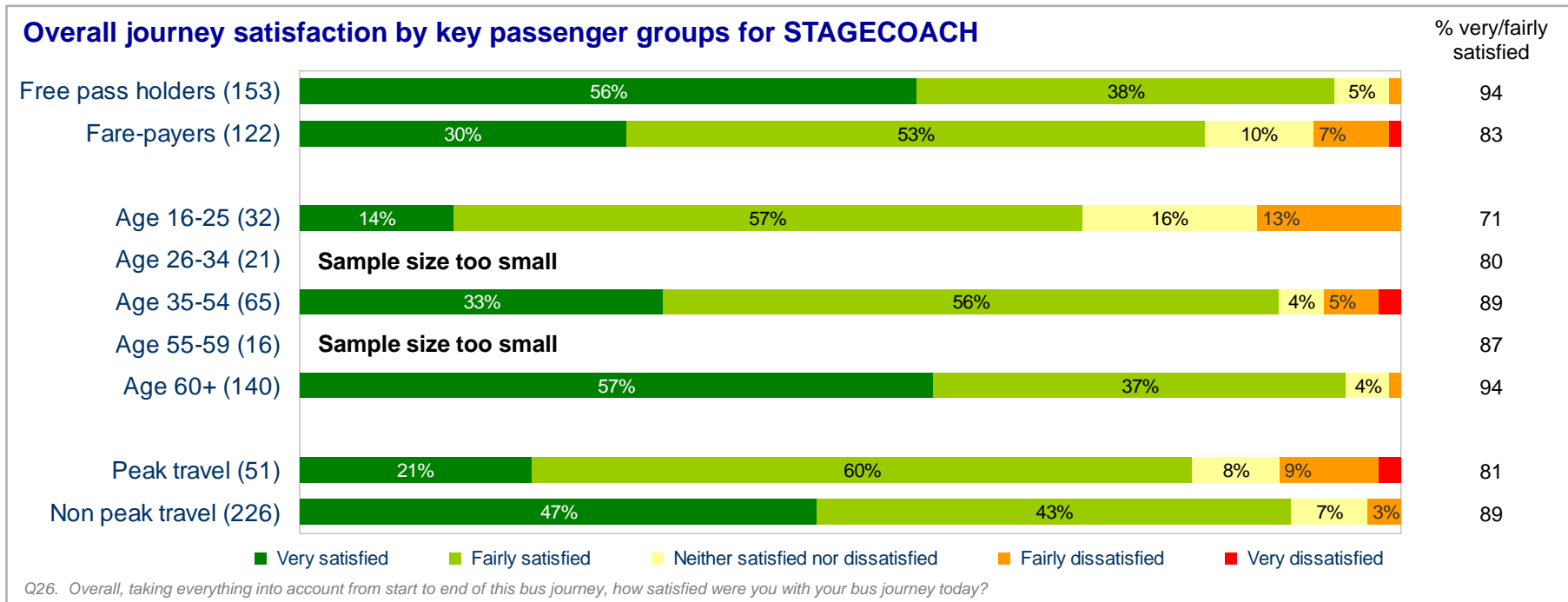
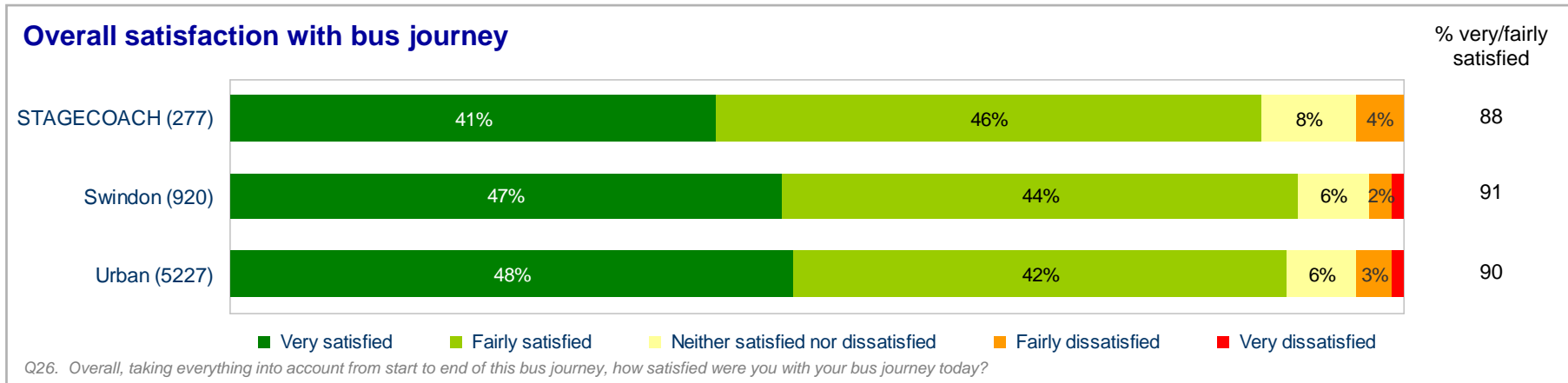
Sample Profile

	STAGE-COACH	Swindon	Urban
SAMPLE	295	970	5455
	%	%	%
<u>SEX</u>			
Male	29	29	30
Female	66	67	66
Not stated	6	4	4
<u>AGE</u>			
16-25	15	14	15
26-34	9	11	10
35-44	15	15	13
45-54	13	15	15
55-59	7	8	8
60+	37	33	35
<u>DISABILITY</u>			
Yes	19	19	18
No	69	69	71
Not stated	12	12	12
<u>TIME OF TRAVEL</u>			
Peak (before 9:30 or between 4pm and 7pm)	22	32	39
Off peak (between 9:30am and 4pm or after)	78	68	61
<u>CONCESSIONARY FARE</u>			
Concession	43	36	36
No concession	57	63	64

	STAGE-COACH	Swindon	Urban
SAMPLE	295	970	5455
	%	%	%
<u>JOURNEY PURPOSE</u>			
Commuter	38	40	39
Shopping	34	30	33
Visiting friends/relatives	10	9	8
Sport/entertainment	1	2	2
Day out	4	2	3
Travel to/from holiday	0	0	0
Personal business	4	6	4
Company business	0	0	1
Other	5	6	5
<u>REGULAR TRAVELLER</u>			
Yes (6 or more journeys in last 2 weeks)	47	49	47
No	49	47	49
Not stated	4	4	4
<u>OTHER POSSIBLE MODES</u>			
Car (passnger)	28	28	26
Car (driver)	20	20	16
Train	1	1	5
Taxi	18	24	21
Bicycle	9	10	6
On foot/walking	24	28	35
Metro/light rail/tram	0	0	0
Coach	0	0	0
Motorbike	0	1	1
Other	6	4	4

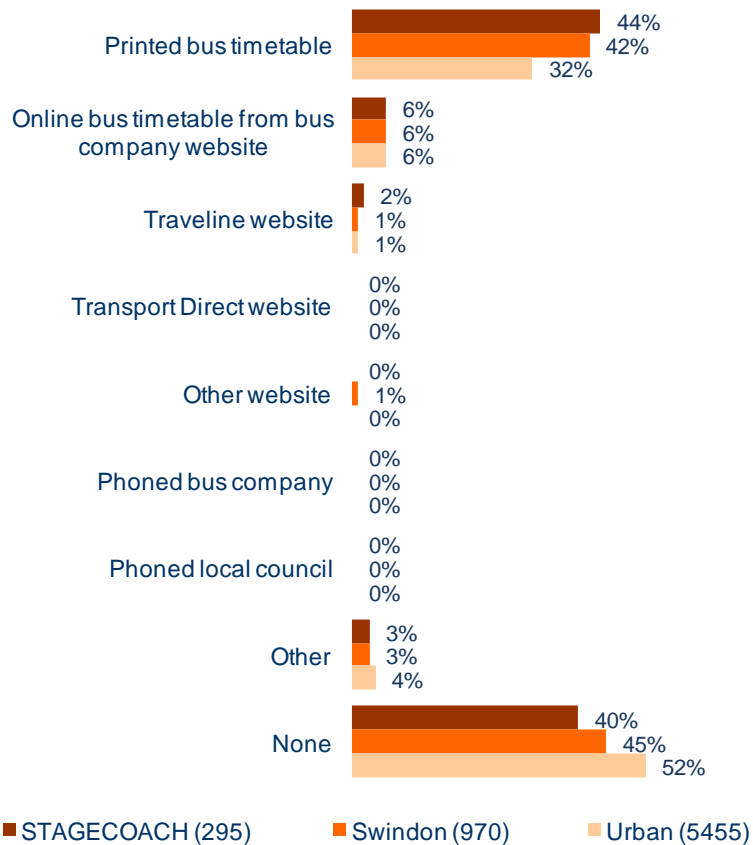
NB: Throughout this report, base size information relates to the unweighted base, to show the real number of passengers who were interviewed to provide the results. However, all data shown in the report, including sample profile data here, is weighted.

Overall Satisfaction



Planning the journey

Information sources used to plan journey



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

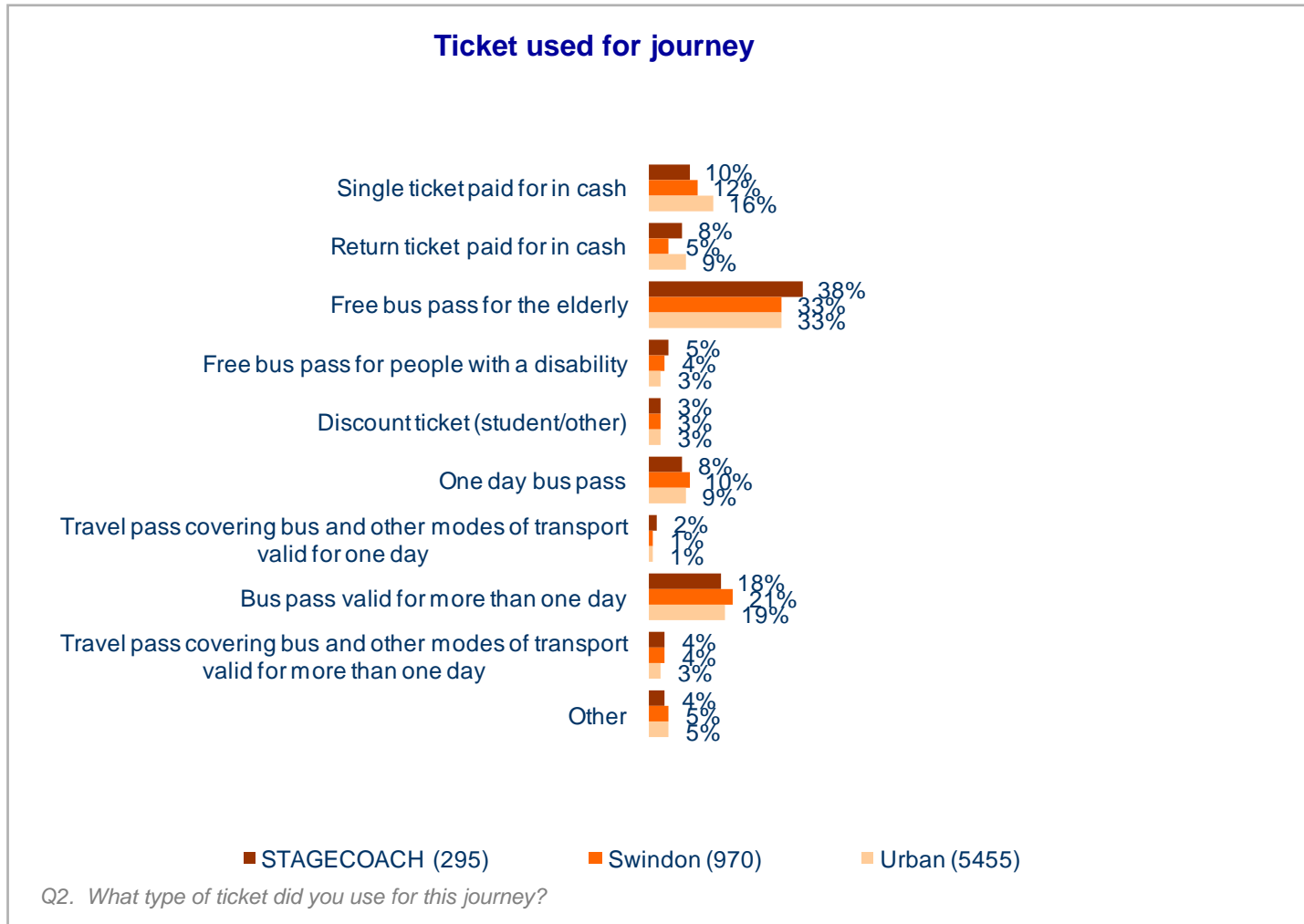
Satisfaction using that source of information

(% very/fairly satisfied)

	STAGE-COACH	Swindon	Urban
Printed bus timetable	99	97	92
Online bus timetable	-	84	87
Traveline website	-	-	-
Transport Direct website	-	-	-
Other website	-	-	-
Phoned bus company	-	-	-
Phoned local council	-	-	-

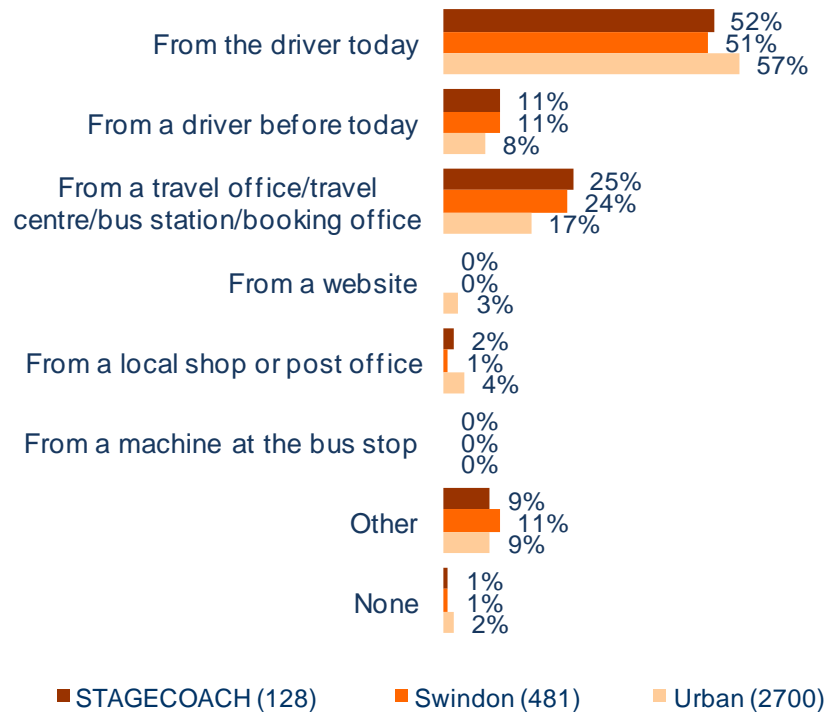
Q7. How satisfied were you with the information sources you used?

Ticket used for journey



Method of Buying Ticket

Method of buying ticket



Q3. How did you buy your ticket?

* Base: all fare-paying passengers

Rating the ease of buying a ticket using that method

(% very/fairly easy)

	STAGE-COACH	Swindon	Urban
From the driver today	97	96	97
From a driver before today	-	96	92
Travel office/centre/bus station/booking office	-	89	85
From a website	-	-	96
From a local shop/post office	-	-	88
From machine at bus stop	-	-	-

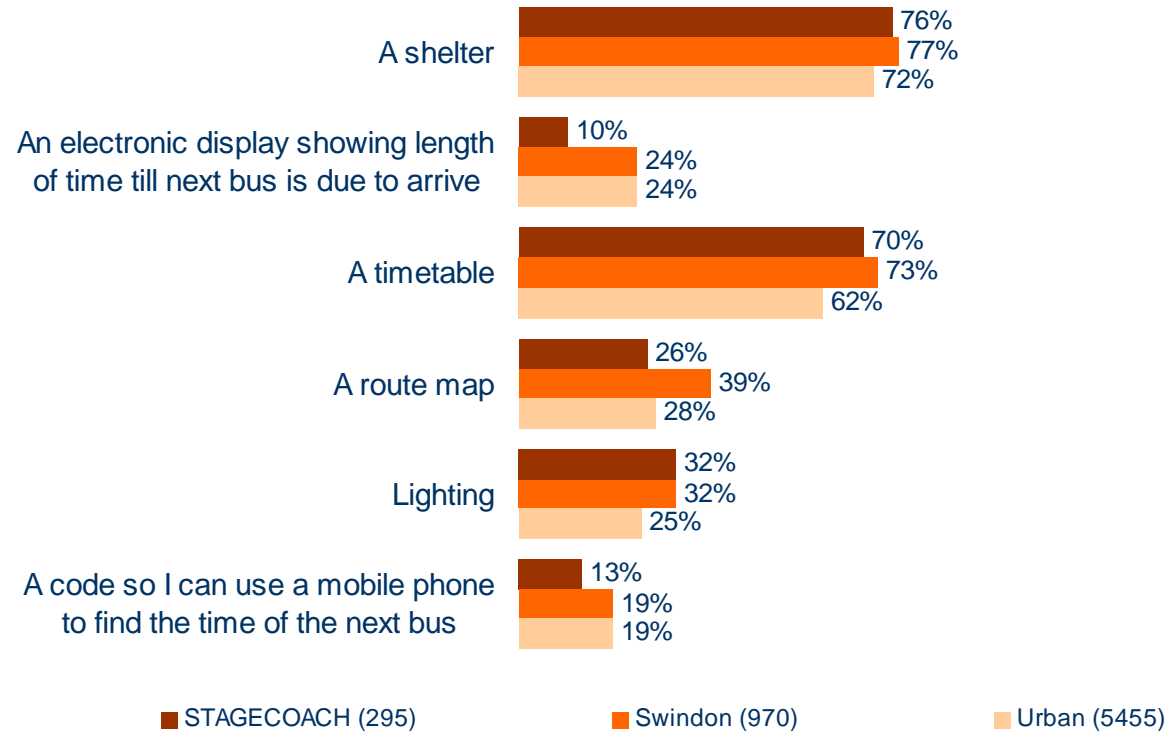
Q4. And how easy did you find buying this ticket – was it...?

* Base: all fare-paying passengers

Bus Stop Facilities

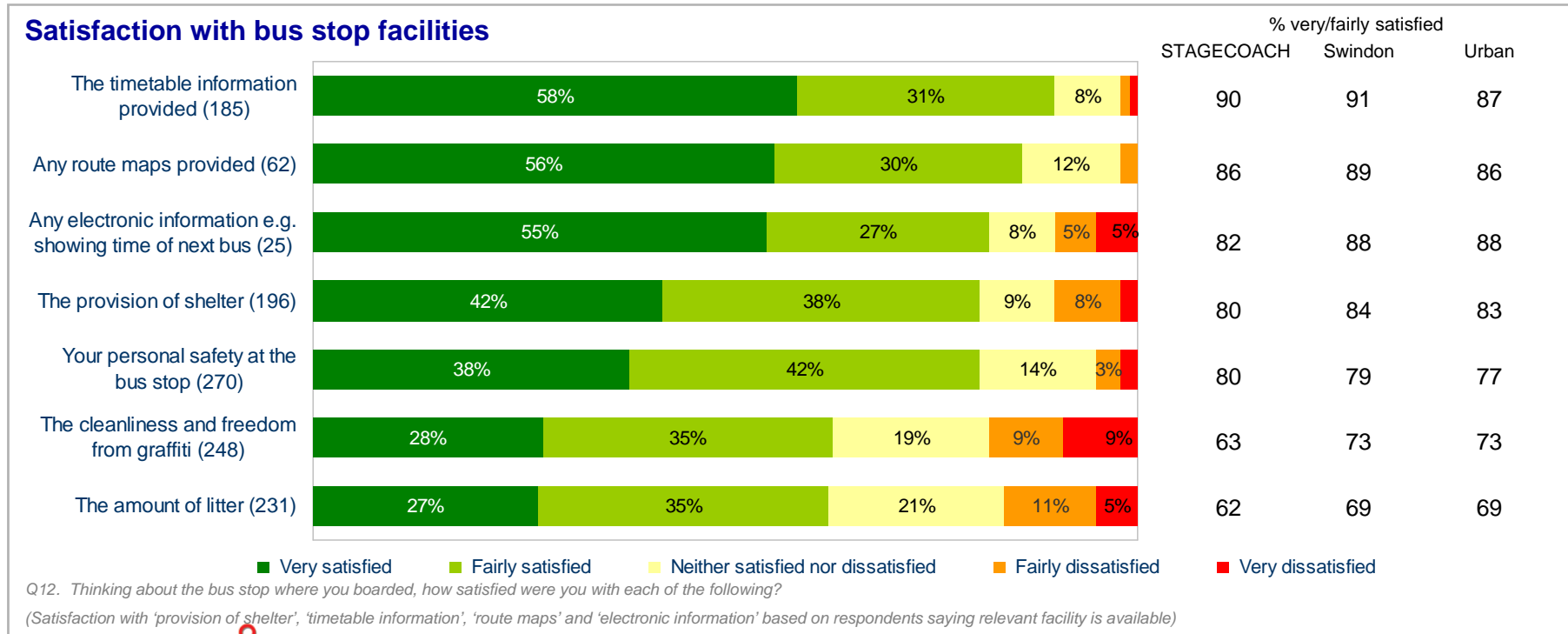
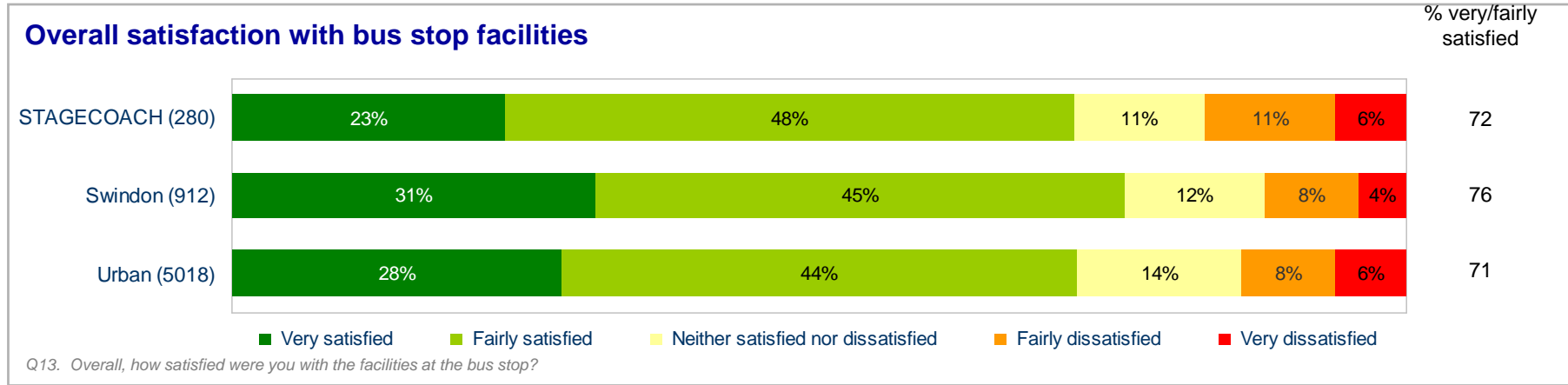
Facilities at the bus stop

(% saying facility was available)



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

Satisfaction with Bus Stop



Time Waiting for Bus

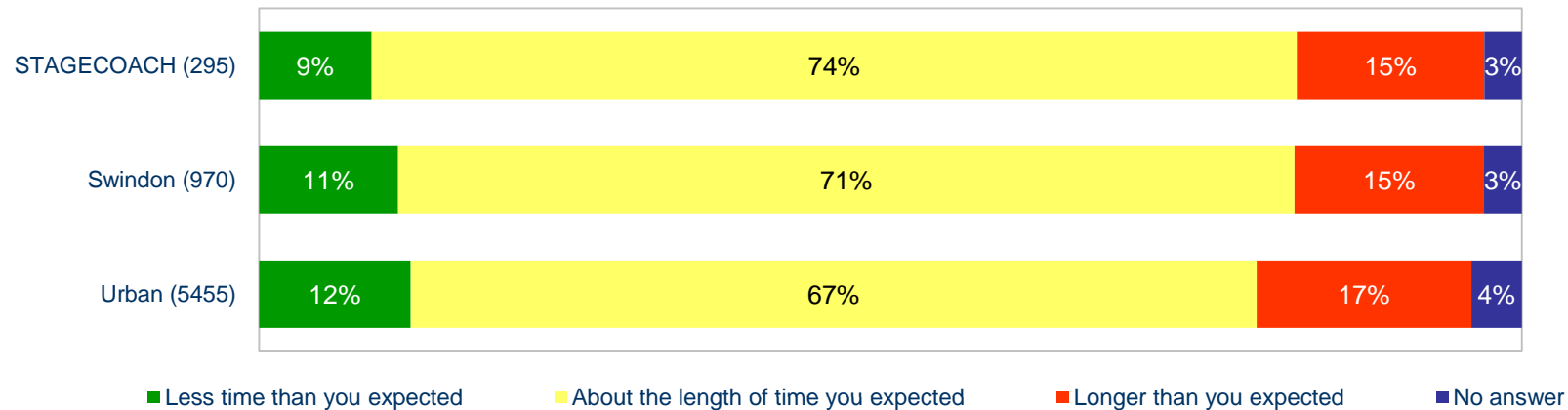
Length of time waited for bus

(% waiting for...)

	STAGECOACH	Swindon	Urban
Under 2 mins	13	14	14
2-5 mins	39	44	38
More than 5 mins, and up to 10 mins	28	26	28
More than 10 mins and up to 15 mins	11	8	10
More than 15 mins	6	4	7
Not sure	3	1	1

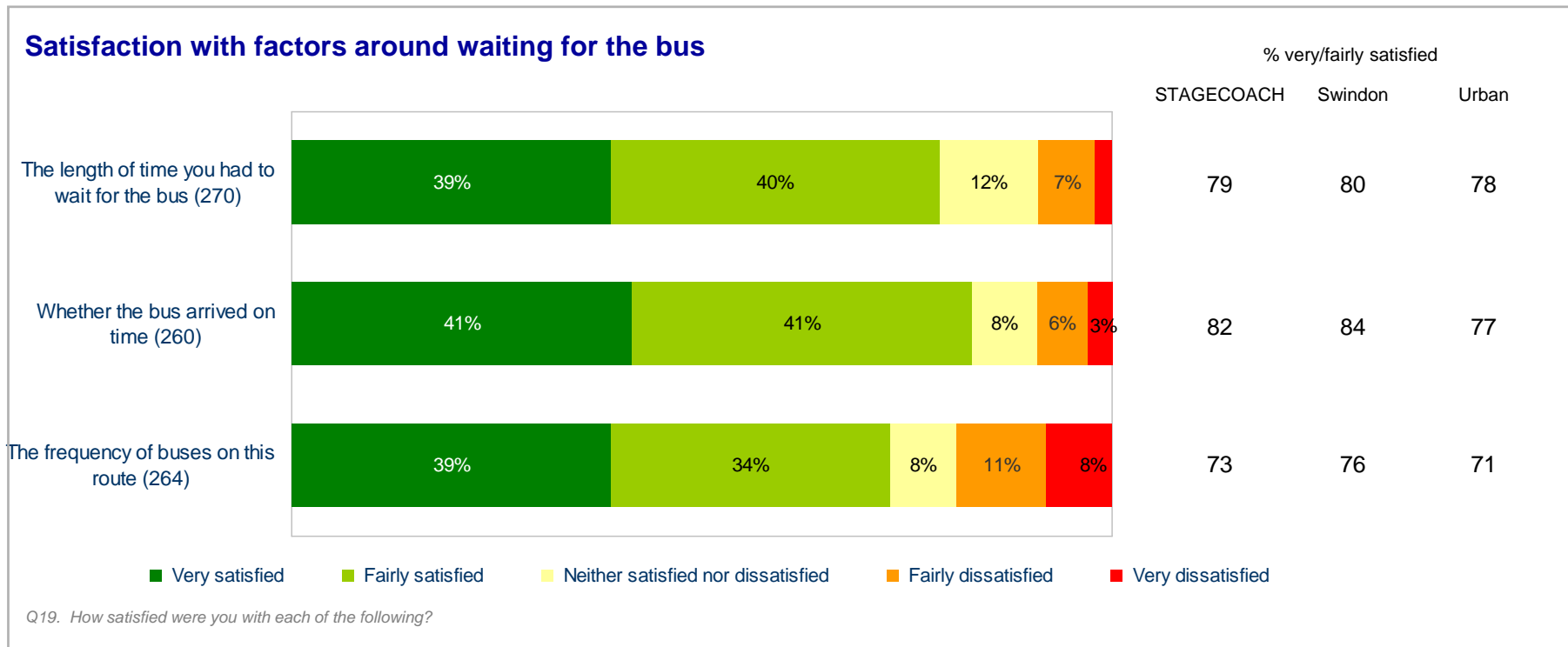
Q14. How long did you wait for your bus?

How waiting time for the bus compared with expectation



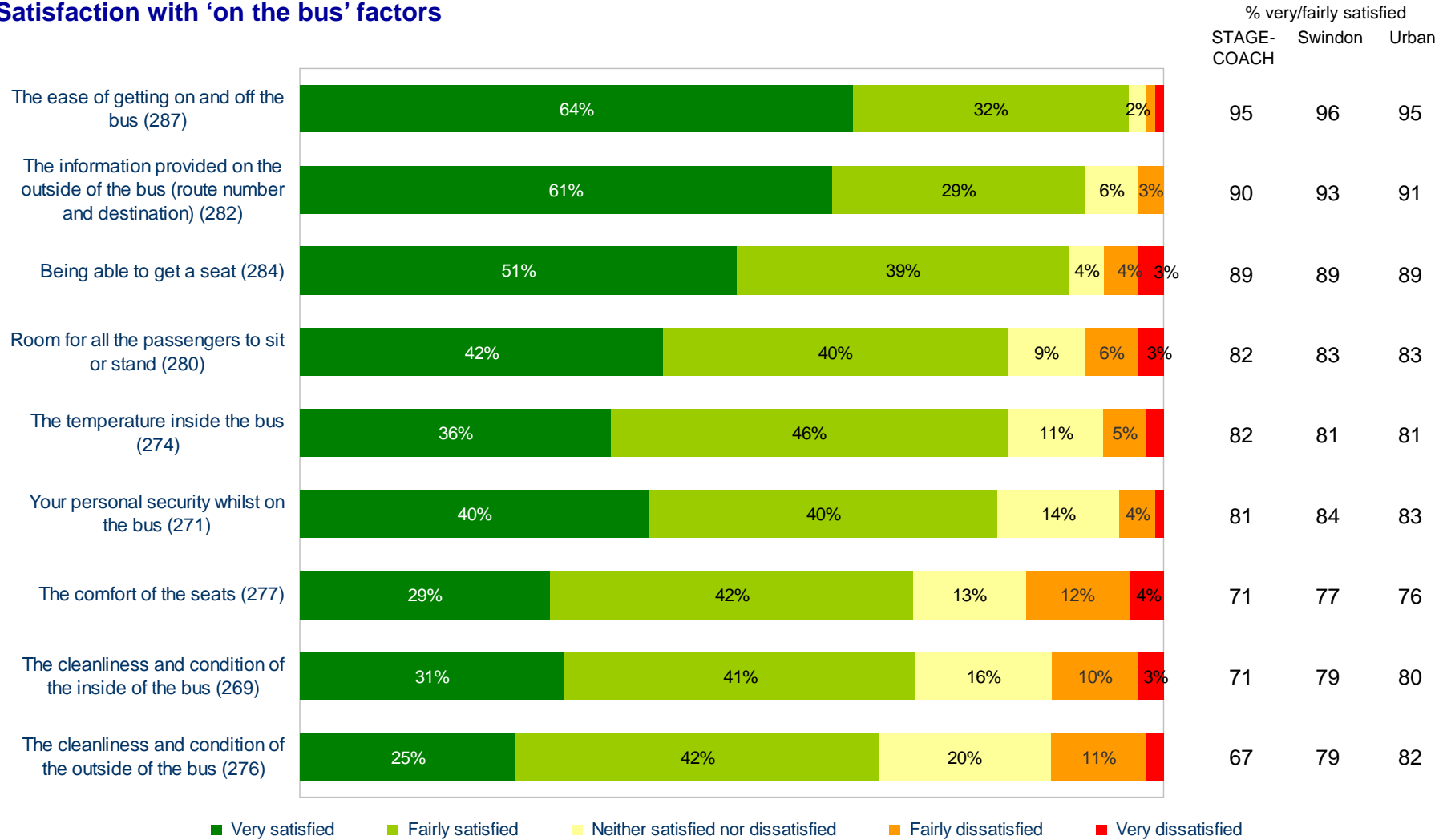
Q15. Thinking about the time you waited for this bus today, was it...?

Satisfaction with Waiting for Bus



On the bus

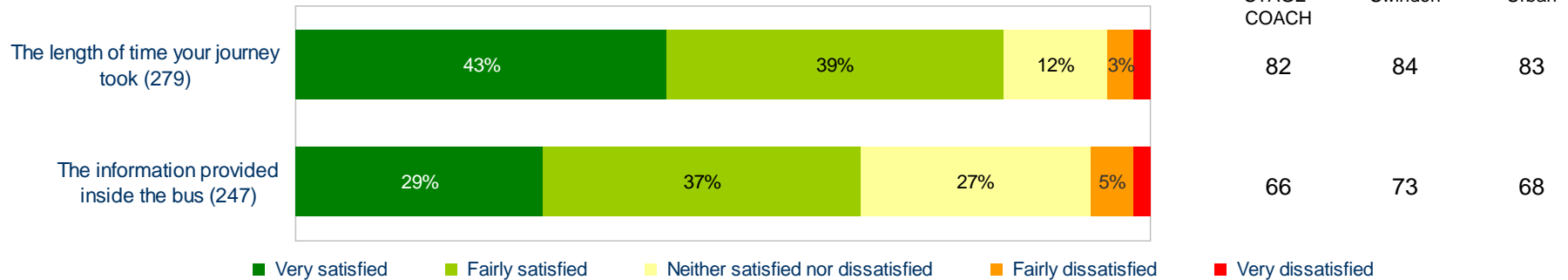
Satisfaction with 'on the bus' factors



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

On the bus

Satisfaction with 'on the bus' factors: length of journey and provision of information

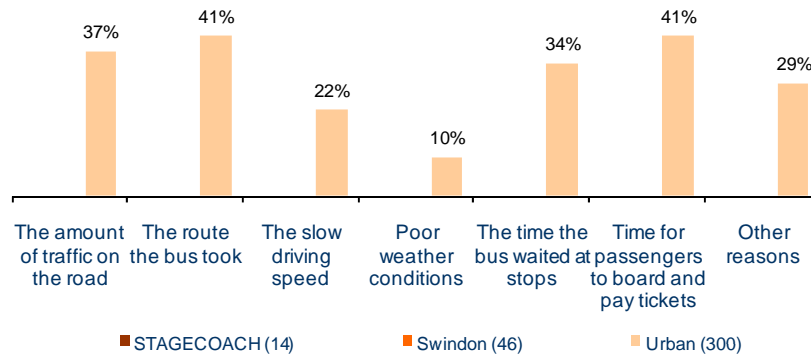


Q20. Thinking about the bus journey itself, please indicate how satisfied you were with each of the following?

Reasons for dissatisfaction with time the journey took

% saying....

Note: samples size too small to show results for Stagecoach Swindon or Swindon area.

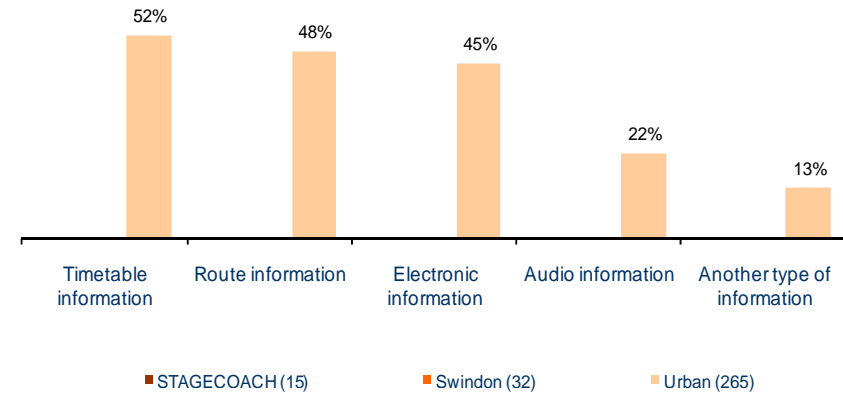


Q21. Why were you dissatisfied with the time the journey took?

Preferences for 'on the bus' information

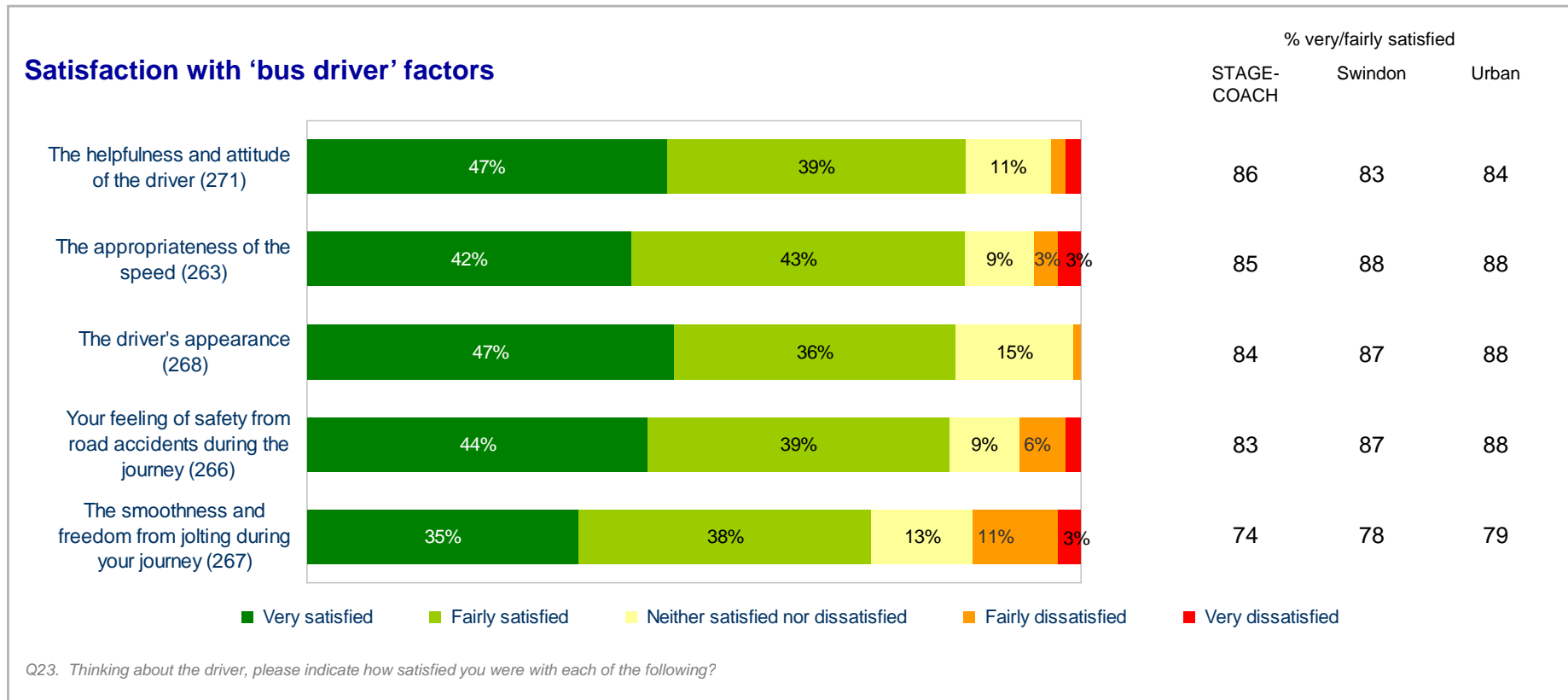
% saying....

Note: samples size too small to show results for Stagecoach Swindon or Swindon area.

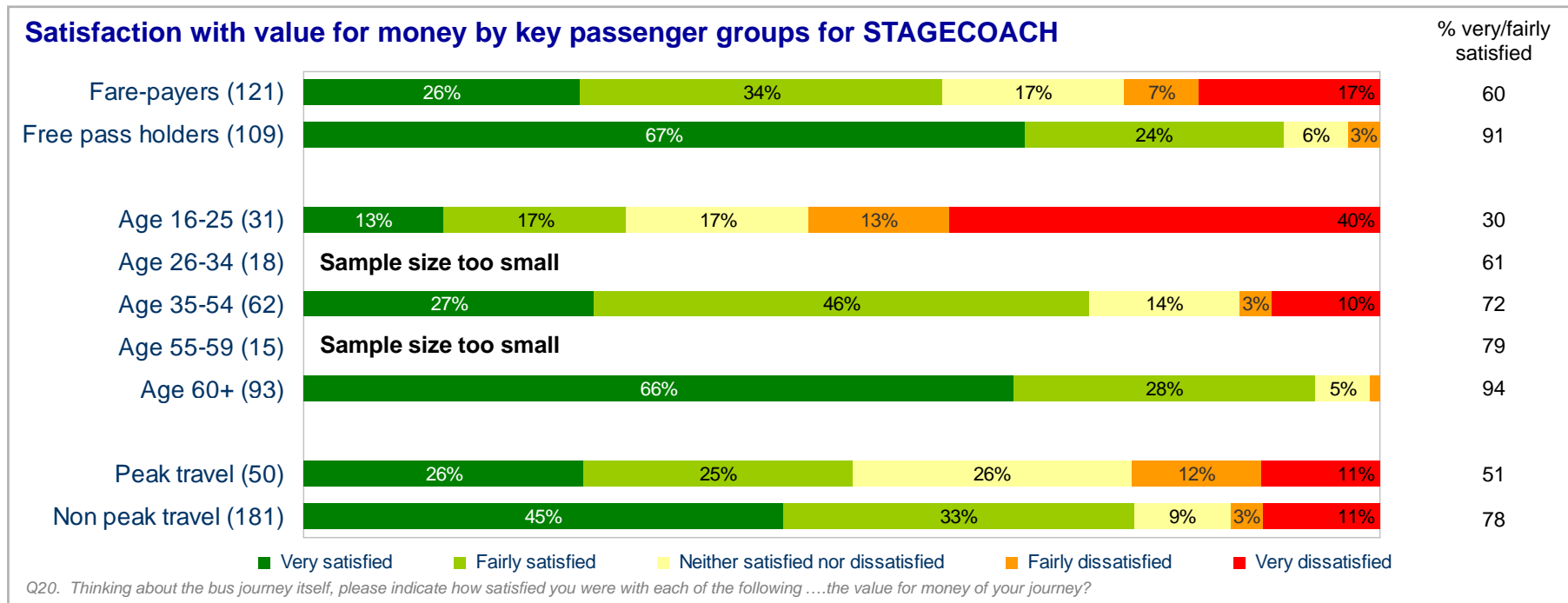
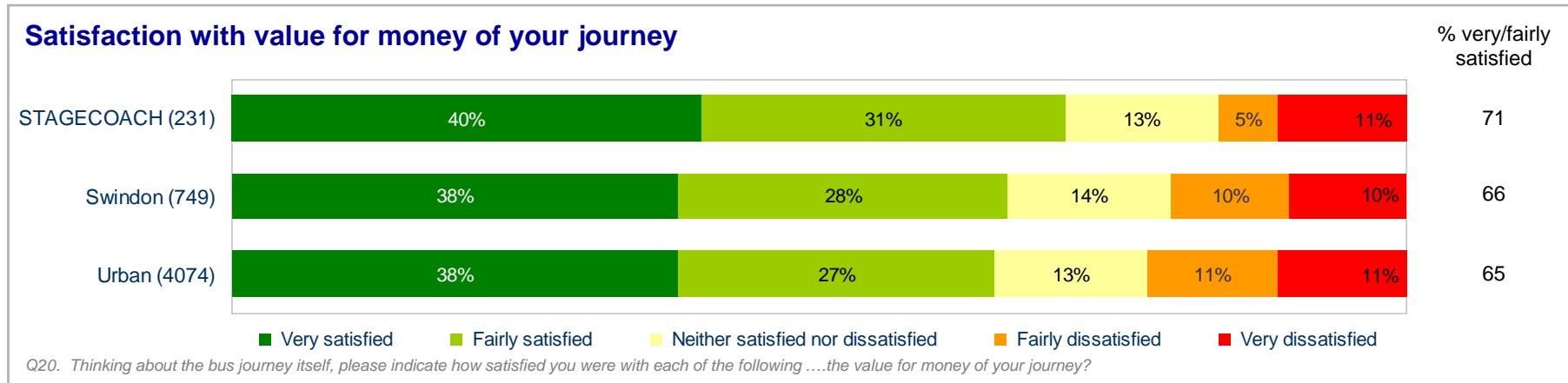


Q22. You said that you were not satisfied with the information provided inside the bus. What information would you like to be provided?

The Bus Driver

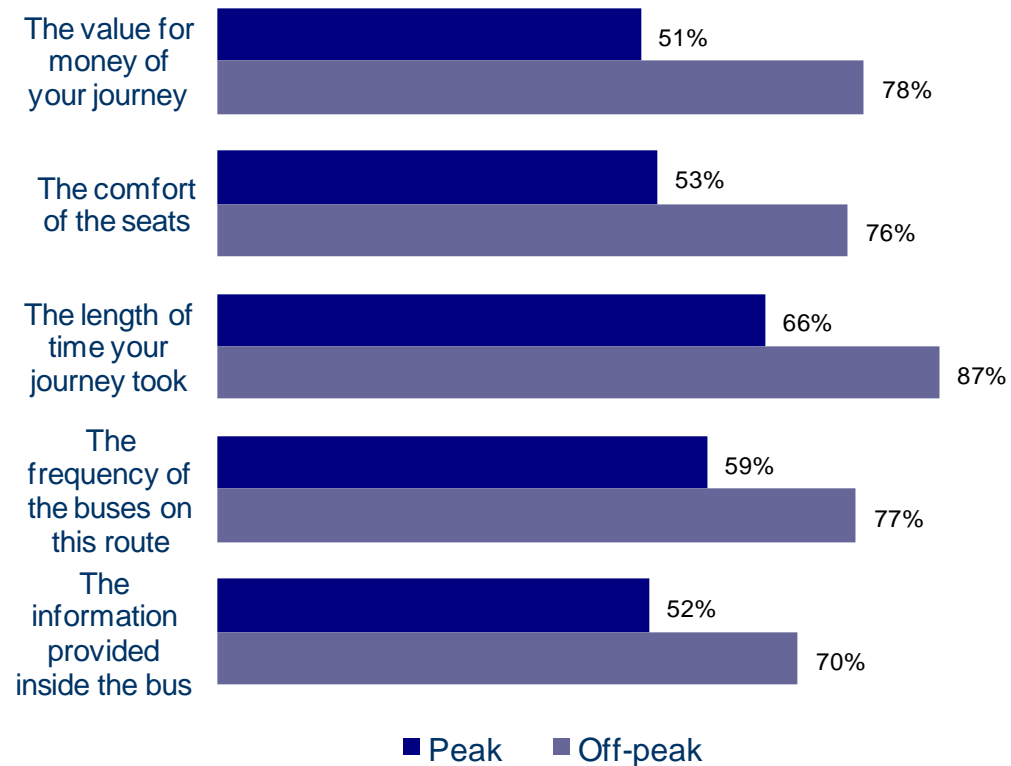


Value for Money



Peak vs Off-peak comparison

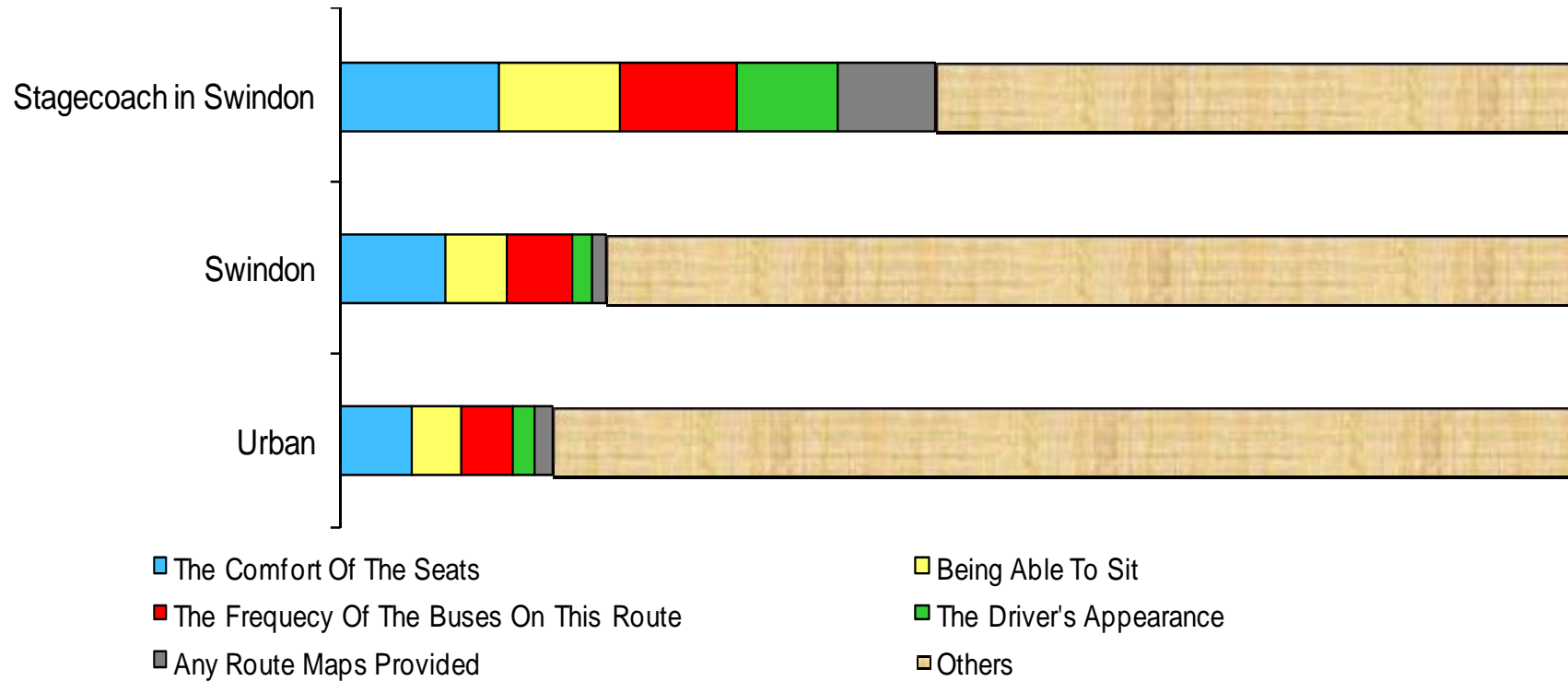
Key variations in satisfaction between peak and off-peak – STAGECOACH



Key drivers of overall satisfaction

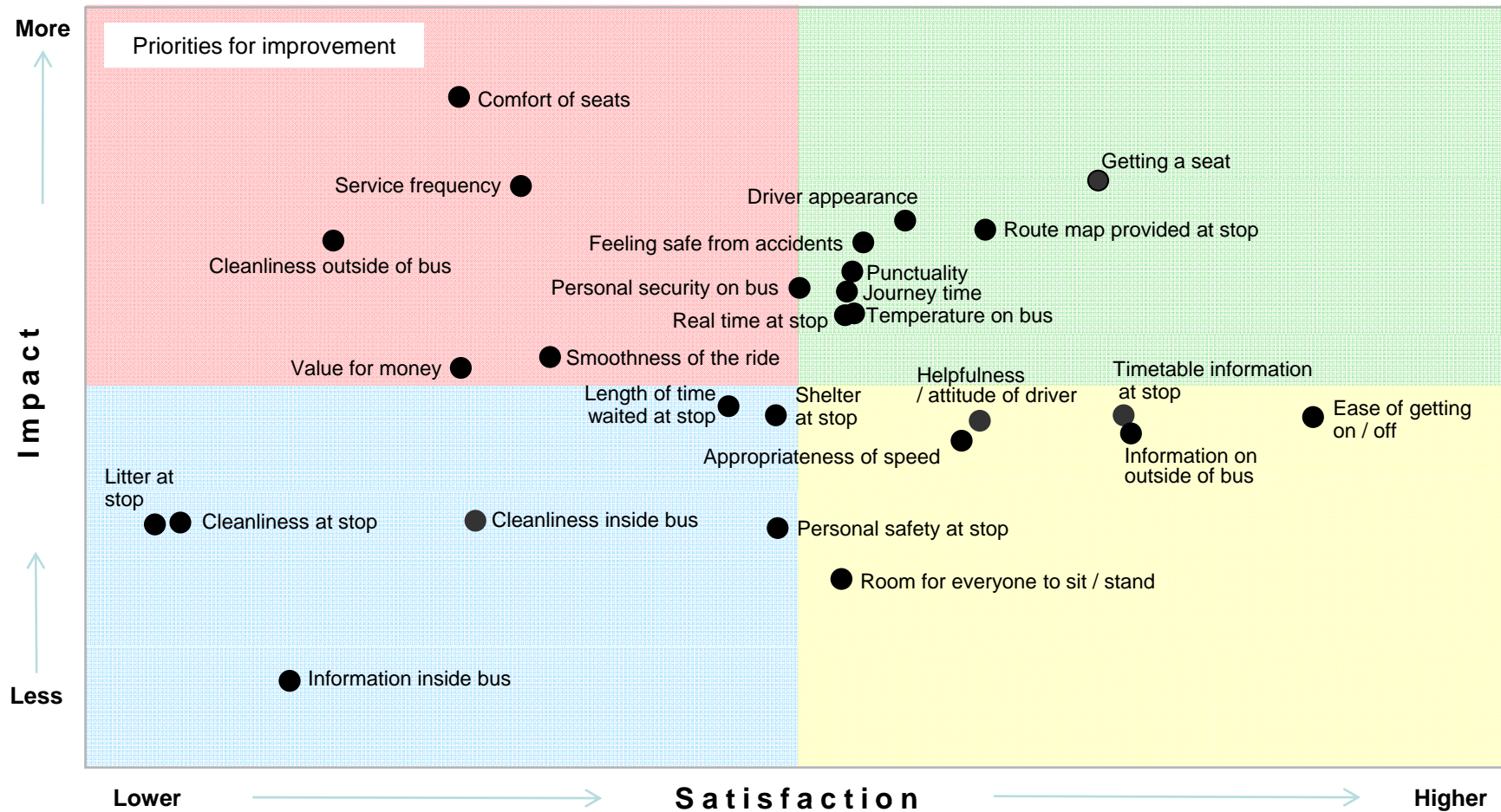
Impact of individual factors on overall satisfaction with bus journey – Stagecoach in Swindon

The figures in this chart are computed using a regression analysis which measures the correlation between overall satisfaction and satisfaction with individual factors. The more highly correlated a factor is, the greater its influence is likely to be on overall satisfaction.




Satisfaction and Impact

Satisfaction with individual factors and their impact on overall journey satisfaction
Stagecoach in Swindon area



Questionnaire (1)

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Passengerfocus
putting passengers first

D	M	M	Y
			09

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

		.		
--	--	---	--	--

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

1

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..... Go to Q8

Printed bus timetable..... Go to Q7

Online bus timetable from bus company website..... Go to Q7

Traveline website..... Go to Q7

Transport Direct website..... Go to Q7

Other website..... Go to Q7

Phoned bus company..... Go to Q7

Phoned local council..... 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

Less regular commuting to/from work

Daily commuting for education (to/from college/school/university)

Less regular commuting for education (to/from college/school/university)

Shopping trip

Visiting friends or relatives

Sport/ entertainment.....

A day out

Travel to/from holiday

On personal business (job interview, dentist etc)

On company business (or own if self employed)

Other

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.....

2 - 5

6 - 10.....

11 - 20.....

21+.....

2

Questionnaire (2)

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"/>

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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"/>

4

Questionnaire (3)

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):

5

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.

6

Questionnaire (4)

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"/> |

7

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.

