



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

Contacts

Ian Wright  
Passenger Focus  
2nd Floor  
One Drummond Gate  
Pimlico, London, SW1V 2QY

Tel: 0300 123 0860  
Email: [ian.wright@passengerfocus.org.uk](mailto:ian.wright@passengerfocus.org.uk)

David Chilvers  
Continental Research  
Kingsbourne House  
229-231 High Holborn  
London, WC1V 7DA

Tel: 020 7490 9111  
Email: [dave.chilvers@continentalresearch.com](mailto:dave.chilvers@continentalresearch.com)

## BUS PASSENGER SURVEY - SOUTHAMPTON - TOTAL

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# **METHODOLOGY**

Questionnaires are handed out on board the bus to customers making a journey.

A reply paid envelope is provided for returning questionnaires.

Each geographic area is sampled separately. Interviewers are given a number of questionnaires to hand out on the bus.

The number of questionnaires handed out will depend on:

- the likely number of passengers on the route being surveyed
- time of day
- length of shift

Area data is compiled to provide a national sample.

This wave, research was undertaken in April/May 2009 in six areas - Tyne and Wear PTE, West Midlands PTE, Bristol, Southampton, Lincolnshire and Dorset

Quotas for returned questionnaires are set overall and by weekday/weekend, time of day and bus operator.

All data for a geographic area in this Report is weighted to the profile of journeys in the area by:

- bus operator share (data provided by TAS)

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

The stations for each TOC were stratified by number of passengers and a number of stations in each size stratum is sampled.

# BUS PASSENGER SURVEY - SOUTHAMPTON - TOTAL

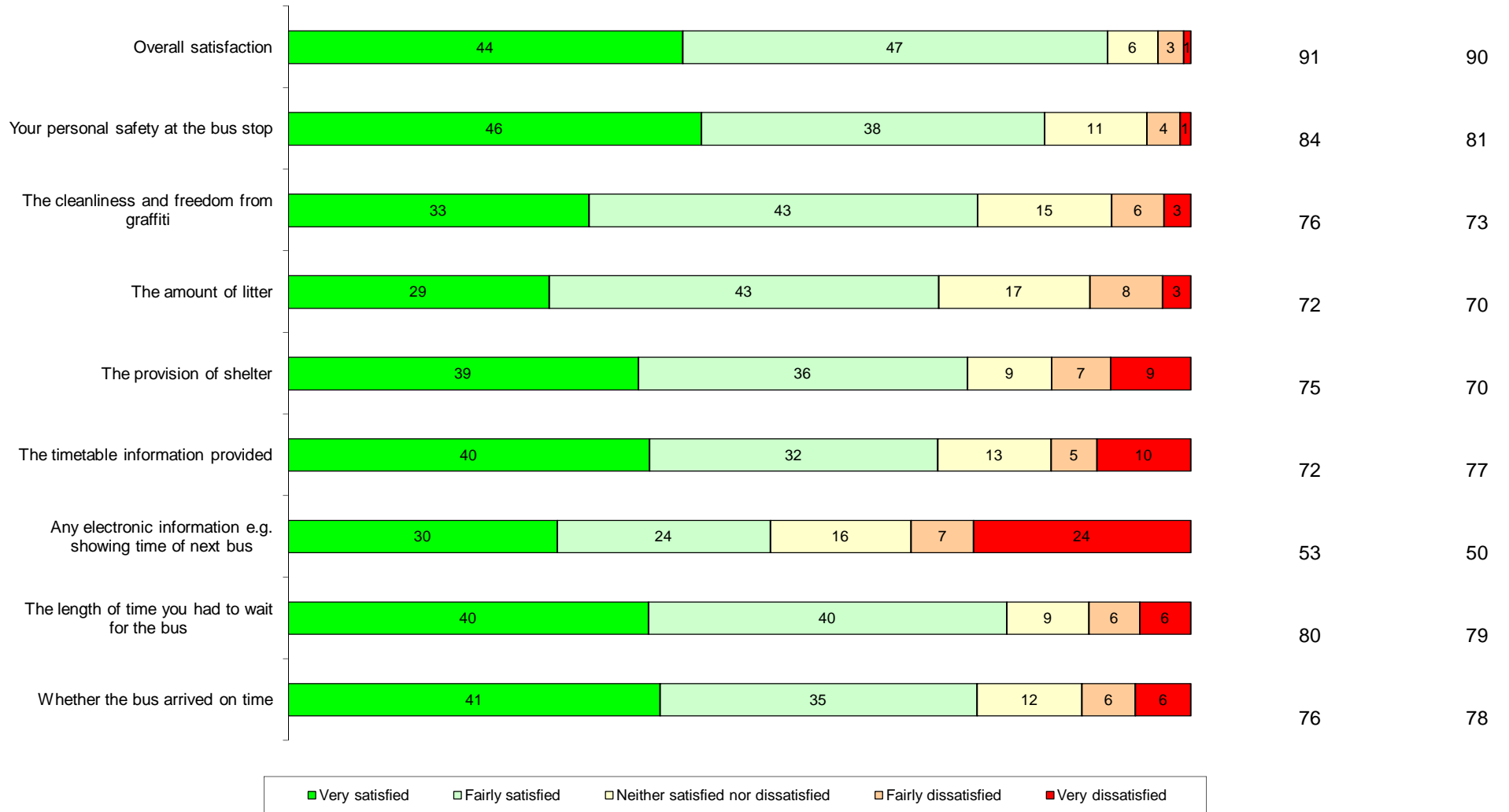
## WEIGHTED SAMPLE PROFILE

	SOUTHAMPTON	TOTAL		SOUTHAMPTON	TOTAL
Sample size	806	7335	Sample size	806	7335
	%	%		%	%
<u>SEX</u>			<u>JOURNEY PURPOSE (WEIGHTED)</u>		
Male	32	32	COMMUTE	40	35
Female	67	66	BUSINESS	1	0
Not stated	2	2	LEISURE	58	62
<u>AGE</u>			<u>REGULAR TRAVELLER</u>		
16 - 25	18	14	Yes	49	51
26-34	14	10	No	50	47
35-44	9	10	<u>TIME OF TRAVEL</u>		
45-54	11	13	Peak	38	38
55-59	7	7	Off peak	62	62
60-64	11	11	<u>CONCESSIONARY FARE</u>		
65-69	9	10	Concession	35	44
70-80	14	18	No concession	64	55
81 +	5	6			
No answer	2	2			

# BUS PASSENGER SURVEY - SOUTHAMPTON - TOTAL

## Overall Satisfaction and all bus stop Factors

**% satisfied**  
**SOUTHAMPTON**      **TOTAL**

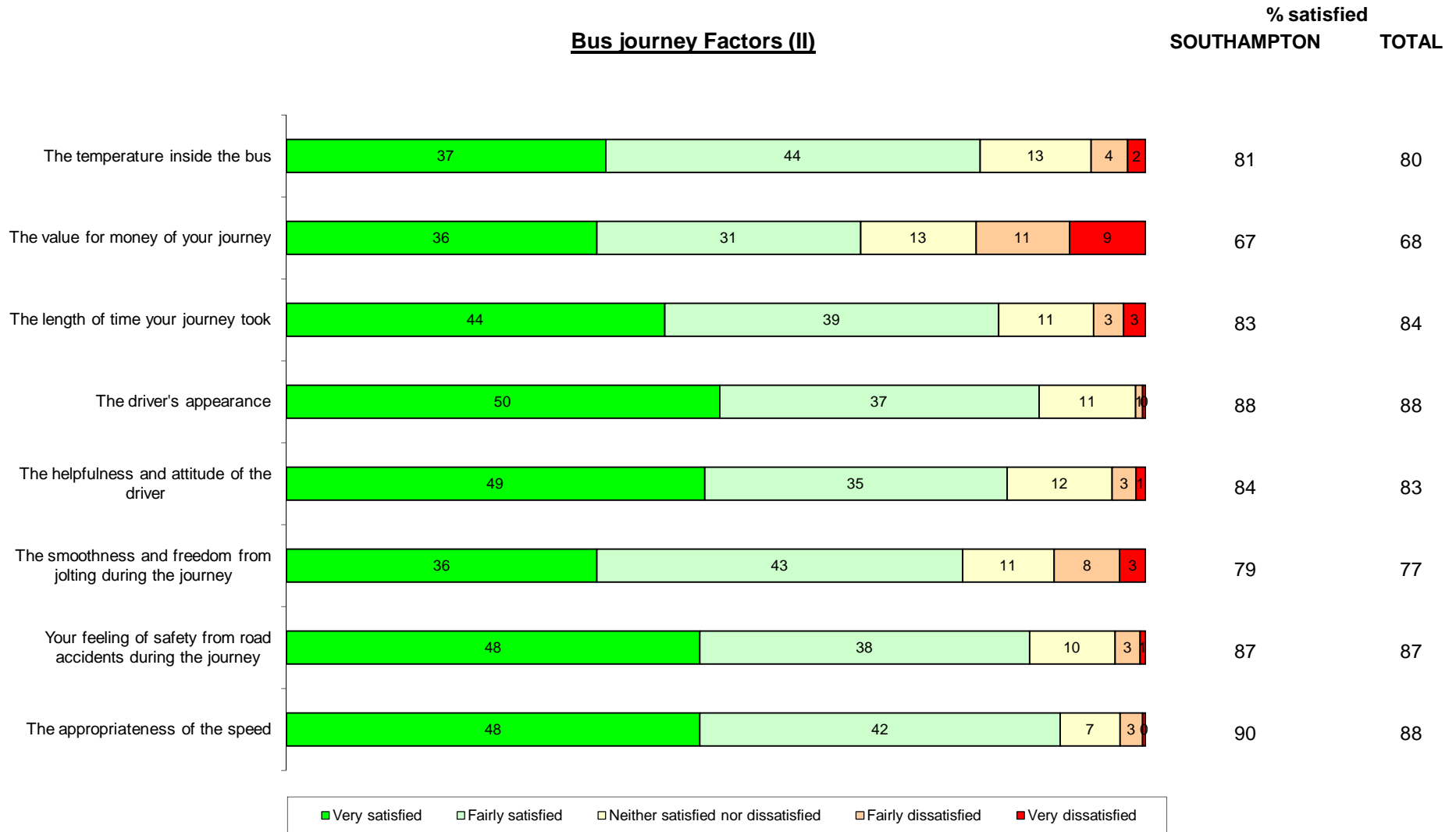


■ Very satisfied   
 ■ Fairly satisfied   
 ■ Neither satisfied nor dissatisfied   
 ■ Fairly dissatisfied   
 ■ Very dissatisfied

# BUS PASSENGER SURVEY - SOUTHAMPTON - TOTAL



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## BUS PASSENGER SURVEY - SOUTHAMPTON - TOTAL

Overall results for the main operators in this area

<b>operator</b>	<b>sample size</b>	<b>% satisfied with trip</b>
SOUTHAMPTON overall	806	91
Southampton - Bluestar	241	91
Southampton - First	323	89
Southampton - Wilts & Dorset	89	89
Southampton - Others	75	94
Southampton - Unilink (Bluestar)	78	97



## BUS PASSENGER SURVEY - SOUTHAMPTON - TOTAL

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### PEAK AND OFFPEAK RESULTS

**% satisfied**

	SOUTHAMPTON			TOTAL		
	total	peak	offpeak	total	peak	offpeak
Overall satisfaction	91	86	94	90	87	91
Your personal safety at the bus stop	84	83	84	81	78	83
The cleanliness and freedom from graffiti	76	76	76	73	69	75
The amount of litter	72	71	73	70	67	73
The provision of shelter	75	72	77	70	67	73
The timetable information provided	72	71	73	77	74	79
Any electronic information e.g. showing time of next bus	53	43	59	50	45	53
The length of time you had to wait for the bus	80	77	81	79	75	81
Whether the bus arrived on time	76	73	78	78	73	81
The ease of getting on and off the bus	94	93	95	93	93	93
The information provided on the outside of the bus (route number and destination)	92	91	92	92	92	92
The cleanliness and condition of the outside of the bus	82	79	84	81	77	83
The cleanliness and condition of the inside of the bus	79	75	82	78	73	81
The information provided inside the bus	66	61	68	67	62	71
The comfort of the seats	73	67	77	75	70	78
Your personal security whilst on the bus	86	86	86	82	78	85
Room for all the passengers to sit or stand	86	83	88	84	80	87
Being able to get a seat	91	88	93	89	85	91
The temperature inside the bus	81	77	83	80	77	83
The value for money of your journey	67	56	74	68	58	76
The length of time your journey took	83	78	86	84	78	87
The driver's appearance	88	85	89	88	85	90
The helpfulness and attitude of the driver	84	81	86	83	78	86
The smoothness and freedom from jolting during the journey	79	76	81	77	74	79
Your feeling of safety from road accidents during the journey	87	85	88	87	84	88
The appropriateness of the speed	90	88	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