

Bus User
Weekly
Survey

What drives bus passenger satisfaction?

Accompanies
week 13
report



Introduction



- Bus User Weekly survey measures satisfaction overall and with 17 specific aspects of their most recent bus (outside of London) journey experience.
- Transport Focus commissioned Yonder Consulting to investigate the relative impact these 17 aspects have on overall satisfaction rating.
- Four weeks of data was used from fieldwork taking place between 20 October and 14 November.

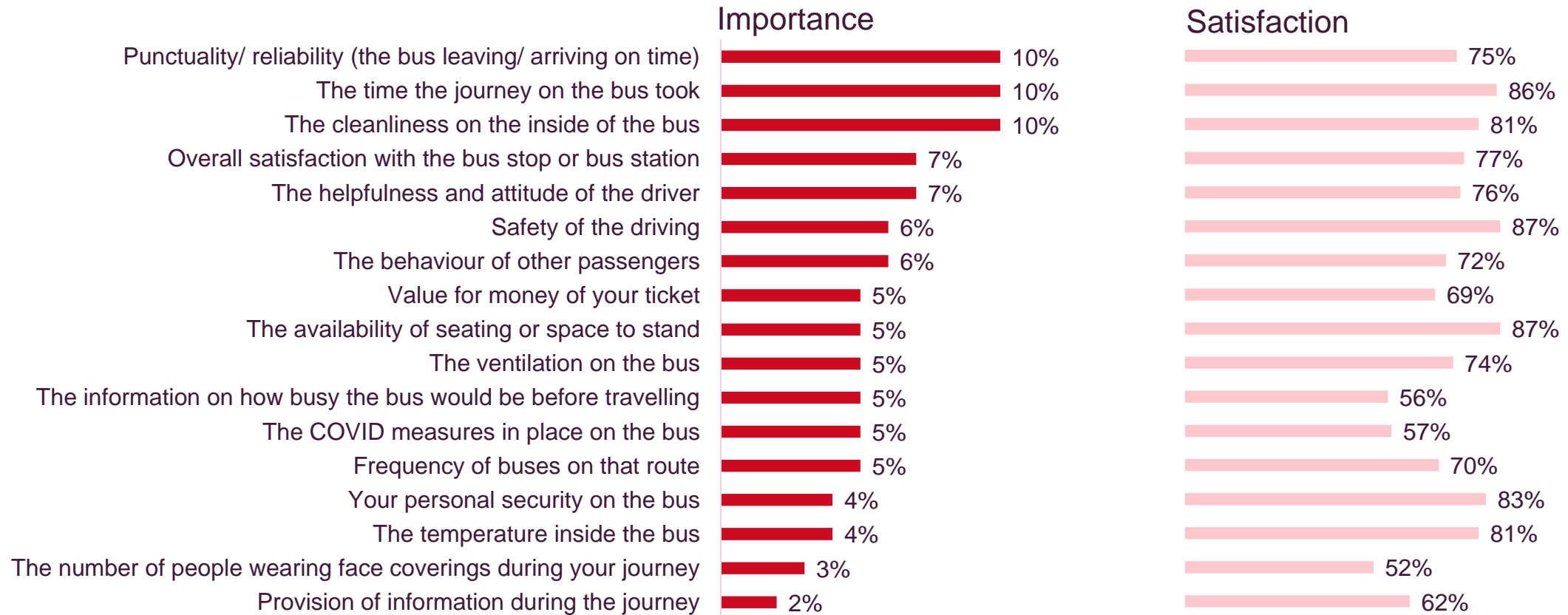
Summary



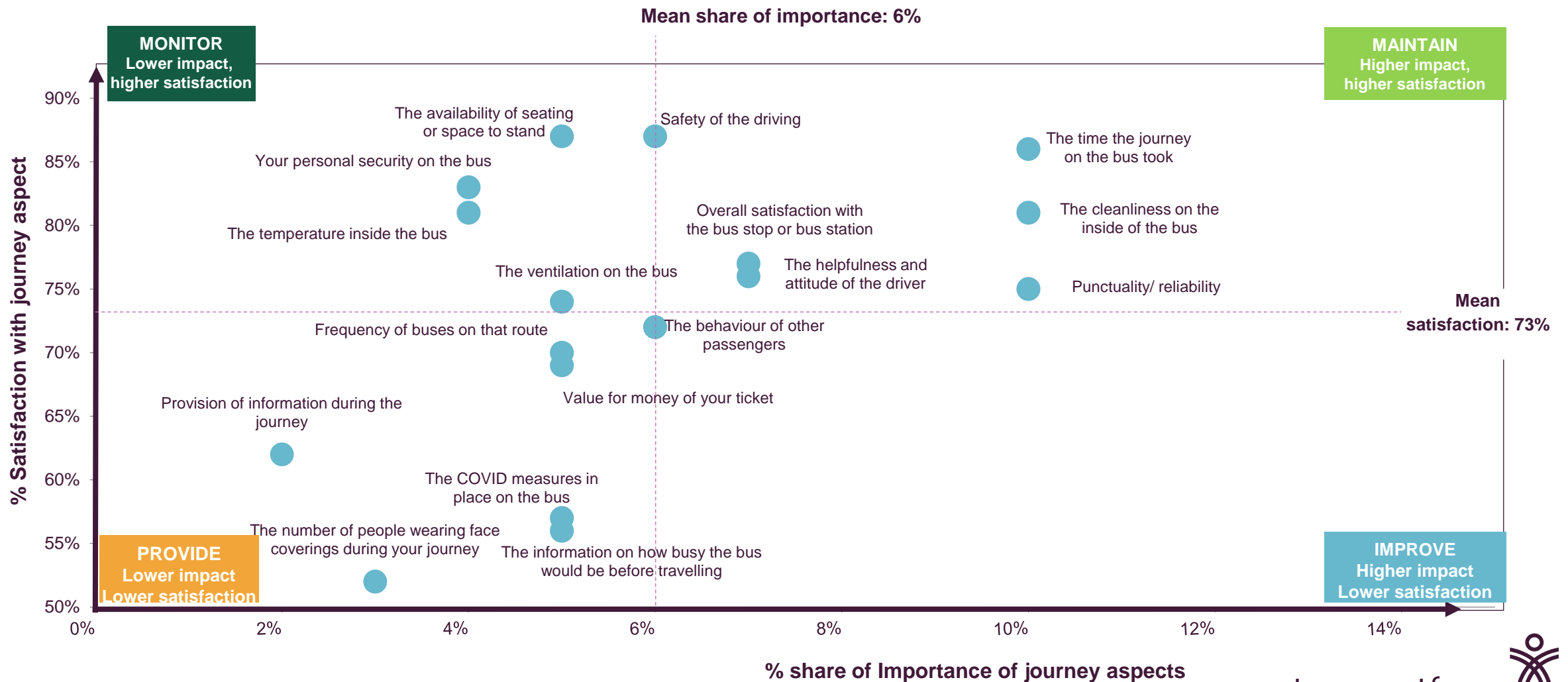
- The three factors which drive overall satisfaction with a bus journey most are satisfaction with 'punctuality/reliability', 'the time the journey on the bus took', and 'cleanliness inside the bus'.
- 'Satisfaction with the bus station or bus stop' and with the 'helpfulness of the driver' are the next most important drivers of overall satisfaction.

Importance of all seventeen aspects asked in the survey

Punctuality/reliability, the time the journey took and cleanliness inside the bus have the largest impact on overall satisfaction



Importance of journey aspects versus satisfaction ratings with those individual journey aspects



Key drivers of overall journey satisfaction report accompanying the 8-12 December 2021 report. Base size: Bus outside London n = 2,154

Methodology

Bus User Weekly Survey

Transport Focus's *Bus User Weekly Survey* runs on the Wednesday to Friday and weekend waves of Yonder Consulting's omnibus. In total approximately 4000 per week are screened to identify those who have made a bus journey (outside London) in the last seven days. These people then answer our dedicated Bus User Weekly Survey question set; the question text is provided in the following appendix.

Key drivers of overall journey satisfaction approach

The statistical approach taken was Johnson's Relative Weights which is a

regression method that quantifies the importance of predictor variables. The predictive value of 17 attributes of journey experience were assessed.

The Johnson's Relative Weights (JRW) analysis is a useful technique that's widely used in many scientific fields aiming to evaluate how the response (dependent) variable relates to a set of predictors (independent variables) when those are correlated to each other. The dependent variable is something that depends on other factors, while the independent variable is a variable that stands alone and isn't changed by the other variables you are trying to measure.

One of the most common issues in the dataset is multicollinearity and Johnson's Relative Weights tackles this issue well. Compared to different approaches, JRW has better underpinnings and often produces clear results even in circumstances when the predictors are high correlated.

The analysis was produced by Yonder Consulting. The model R squared value is 0.52.

Appendix: survey question text

1. Overall satisfaction: Overall how satisfied were you with this bus journey?

Scale: Very satisfied to Very dissatisfied

2. Individual satisfaction measures: Thinking about this most recent journey you made by bus, how satisfied or dissatisfied were you with? Scale: Very satisfied to Very dissatisfied and Not applicable.

- a. The information how busy the bus would be before travelling
- b. Overall satisfaction with the bus stop or bus station
- c. The cleanliness on the inside of the bus
- d. The number of people wearing face coverings during your journey
- e. The Covid measures in place on the bus
- f. The behaviour of other passengers
- g. The ventilation on the bus
- h. Value for money of your ticket
- i. Frequency of buses on that route
- j. Punctuality/ reliability (the bus leaving/ arriving on time)
- k. The time the journey on the bus took
- l. The availability of seating or space to stand
- m. The temperature inside the bus
- n. Your personal security on the bus
- o. Provision of information during the journey
- p. The helpfulness and attitude of the driver
- q. Safety of the driving

3. Choice of mode: And thinking about this most recent bus journey, was it

Options: a) The only realistic option available to you to get there; b) You had other options available, but chose to use the bus.

Contact Transport Focus

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Transport Focus is the operating name of the Passengers' Council

Transport Focus is the independent consumer organisation representing the interests of:

- Bus, coach and tram users across England outside London.
- Rail passengers in Great Britain
- All users of England's motorways and major 'A' roads (the Strategic Road Network)

We work to make a difference for all transport users.

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