



Exploring a multi-method approach to major quantitative surveys

Survey results – Bus users

December 2021

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Background

The Bus Passenger Survey (BPS) and the National Rail Passenger Survey (NRPS) have measured passengers' experience with bus and rail journeys for many years, supporting transport policy and service planning.

The traditional approach to these surveys (face-to-face recruitment of passengers at the point of/during the taking of, their journey) has provided high quality, robust data. However, it has also constrained the evolution of passenger experience measurement to what can be achieved using this benchmark methodology.

Covid-19 forced, for the first time, the suspension of these ongoing research programmes in 2020 and disrupted the data continuity they provided.

Transport Focus has conducted some large-scale projects in the interim and as travel volumes return they also want to shape plans to resume longer term measurement research.

This project has given an opportunity

- **to review and evolve the way in which passenger experience is measured**
- **to explore and pilot new methodologies and the nature of response they generate**
- **to take advantage of new technologies and the efficiencies they could provide to future passenger experience measurement**

This report details the results of the bus survey only; a secondary objective of this project aiming to keep Transport Focus and the industry informed and up to date on how a sample of bus users have experienced bus journeys in late summer / autumn 2021.

Overview of what we did

Three phase project. Data in this report comprises results from both phases of fieldwork.

Phase 1: Two weeks of fieldwork (2nd – 15th August 2021)

How we started

Locations

- Mix of towns and cities across England, based on number of train and bus routes and on train and bus user footfall from NRPS and BPS experience
- Within each town and city intercept recruitment at train stations, bus stops and hubs and in town centres

Approach

- Intercept recruitment by interviewers with tablet and short screener
- Respondent asked which option they are happy to complete the survey with:
 - Online (scanning QR code, being sent email or SMS with survey link or taking down short online link)
 - By completing a paper questionnaire
 - By being called back at an agreed time
- If selected online, this was prioritised with options in brackets provided

Eligibility and questionnaire

- Respondent to have made a train or bus journey in last 7 days or was about to make one later the same day
- Respondent randomly selected for short or long questionnaire (paper always short)
- If selected for short questionnaire, then given the option in the survey to continue with long questionnaire
- If made journey by train, respondent was asked if they also made journey by bus (or vice versa) and if they were happy to complete survey for that other mode journey

Phase 1a: Pause and reflect Thorough review

Full review after two weeks of fieldwork looking at all aspects of the project. A particular focus was given to:

- Feedback from interviewers
- Locations and their footfall, recruitment and completions per shift – train stations vs. bus locations vs. town centres (and sub-location within town centres)
- Time of day and day of week of recruitment
- Wearing of face coverings
- Impact of short vs. long questionnaire (who drops out, who continues)
- Questions with highest attrition rates
- Completion methods and their response rates
 - Which method is most successful?
 - Is it worth retaining them all?
 - What are the demographics for each completion method? How do they differ?
 - How can we encourage people to take online options as a default (rather than paper or call back)?
 - Click rate for those that received emails
- Success of reminders (email and SMS)
- Survey completion relative to journey made
- Recency of journey made (relative to when recruited)
- Multi-mode completes
- Questionnaire content incl. scaling

The findings from our methodology experiment are covered in a separate report. Throughout this work, bus passengers have given their feedback on real journey experiences, which is the focus of this report. **The data in this report does not come from a truly representative national sample**, since the primary objective of this research was to test the methodology.

Phase 2: Four weeks of fieldwork (6th – 26th September 2021)

How we continued

Locations

- Reduced recruitment locations to train stations and bus locations (no more town centres)
- Ensuring more than one fieldworker working across the shifts in each town/city

Approach

- Shortened introduction to engage people more quickly – additional focus on how respondents' opinion counts
- Limited number of paper questionnaires per shift to boost online response
- Using paper QR code (printed on a separate sheet) for people in a rush
- Some shifts without paper questionnaire where only call back was an alternative to online (CATI only shifts)

Eligibility and questionnaire

- No more 'last 7 days journeys'; all respondents to have made journey earlier the same day or will make one later on the same day
- No more multi-mode completes (either bus or train but not both)
- Revised text for invitations and reminders
- Some revised wording in the main survey to reduce drop out; one question removed

Overall objectives and key findings

Objectives

- 1 What is the current level of satisfaction of bus users? (fieldwork 2nd August – 26th September 2021)
- 2 How does satisfaction vary by ticket type, journey purpose and demographic cohorts?
- 3 Why are passengers satisfied / dissatisfied?
- 4 What are the value-for-money perceptions?
- 5 What is the level of satisfaction with the bus stop, the bus, the driver, punctuality, and the behaviour of other passengers?
- 6 What are the key drivers of satisfaction?
- 7 What are passengers' future bus usage intentions? What would increase patronage?

Key findings

The level of satisfaction among bus users was high, with **4 in 5 satisfied** with their journey overall. It was slightly higher among leisure and shopping passengers, free pass holders and older passengers, while lower among commuters, 16-54 year olds and fare paying passengers. Disabled passengers were less likely to be 'very satisfied' with their journey than passengers overall.

Focusing on key satisfaction metrics, the length of journey had the highest satisfaction result. Virtually all passengers were able to find a seat on the bus. However, when someone unknown sat next to them, passengers had low journey satisfaction scores. Passengers were least satisfied with the value for money of their journey, especially younger passengers (aged 16-34).

Focusing on key experience metrics, they were generally rated positively, with a rating of 69% or above. This being said, 1 in 5 rated punctuality and length of time waiting for the bus as 'poor', suggesting this is a pain point for many – lower ratings were given by younger passengers and commuters on these two measures.

Looking at the experience on board the bus, given the pandemic, it was a positive sign that the cleanliness of the bus was rated highly (within the top 3 rated experiences). Also rated highly was the availability of seating/space to stand, possibly related to lower passenger numbers since the pandemic and to school holidays. Within the passenger comments, some explained how the space on board was generally satisfactory with enough room to stand or sit. Overall, the majority of passengers were satisfied with the bus driver, while the bus stop experience received more mixed feedback (2 in 3 were 'satisfied' with the bus stop overall). The ease of getting on the bus and length of time boarding were two of the top-rated items. **Information provision on-board the bus and at the bus stop were the experiences rated the lowest, and passengers (particularly commuters) reported this as a key area for improvement.** 1 in 10 had concerns about other passengers' behaviour – they reported the lack of **face coverings** and **social distancing** as their biggest causes for concern, which were also highlighted in passenger comments as something they had noticed.

For commuters, their lower satisfaction was linked to having busier services, with much lower ratings on **ventilation** and space on board. Information provided at the stop and the timeliness of services were also big pain points. Likewise, this was the case for younger passengers, although they also rated cleanliness significantly lower, suggesting heightened expectations among this group. Finally, fare-paying passengers were less satisfied across nearly all metrics.

Looking at attitudes to the environment and public transport, almost 3 in 4 bus passengers agreed they would use public transport more if it was improved in their area. The need for such improvements was evident from the 1 in 4 bus passengers who didn't think it was currently easy to get around on public transport in their area. There was strong support for people being encouraged to drive less and use public transport more, although 1 in 5 said they would avoid public transport, if possible, when deciding how to travel.



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus user profiles

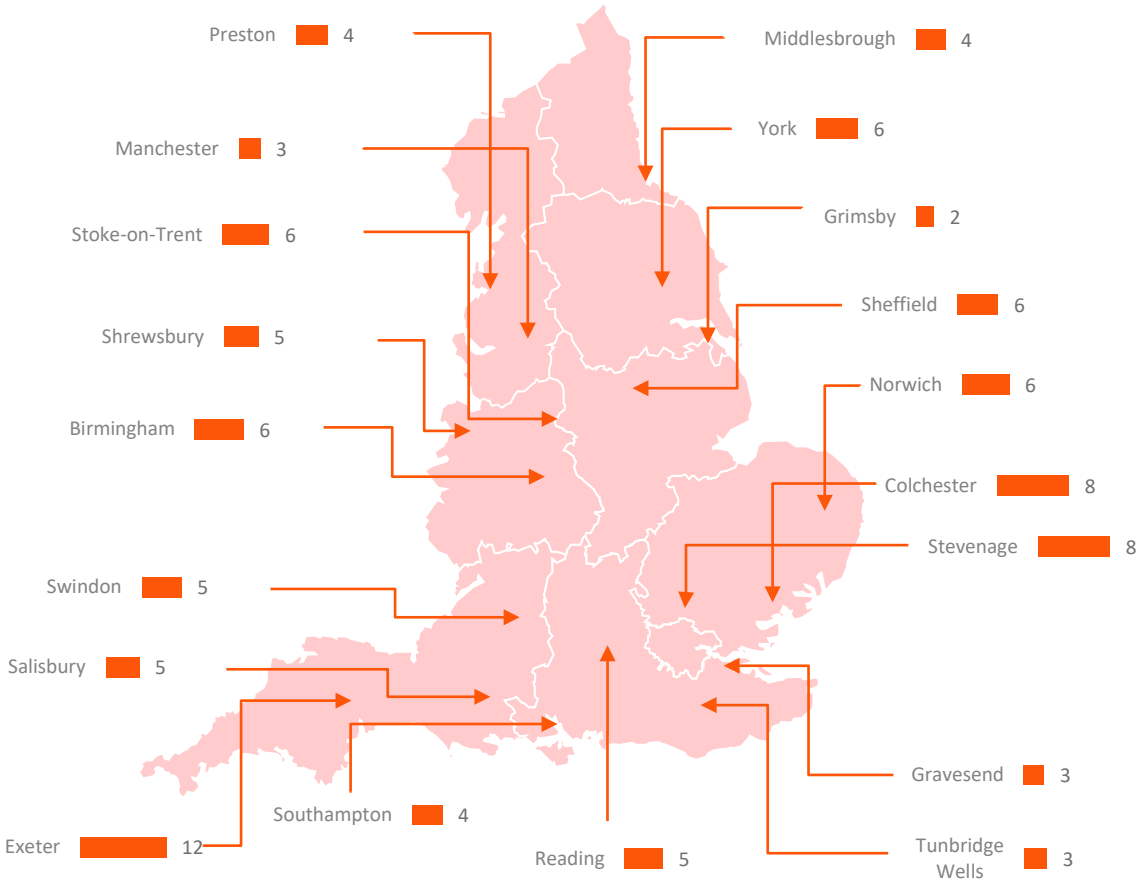


Bus users in this survey – demographics

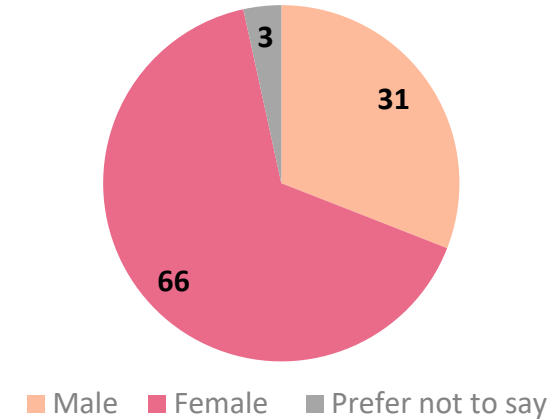
Shift location, Gender, Social grade, Age and Disability

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

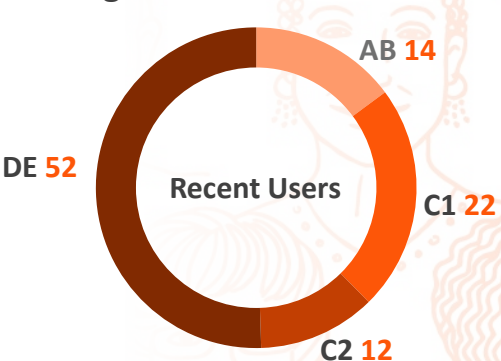
Proportion of sample of bus users who completed the survey in each location %



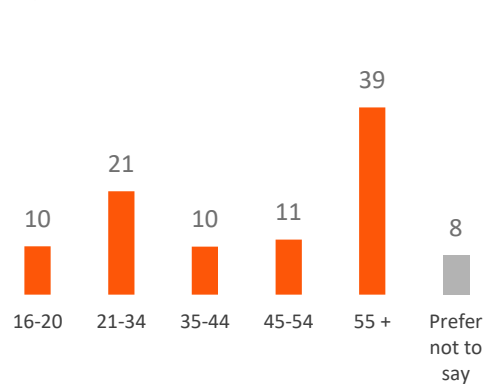
Gender %



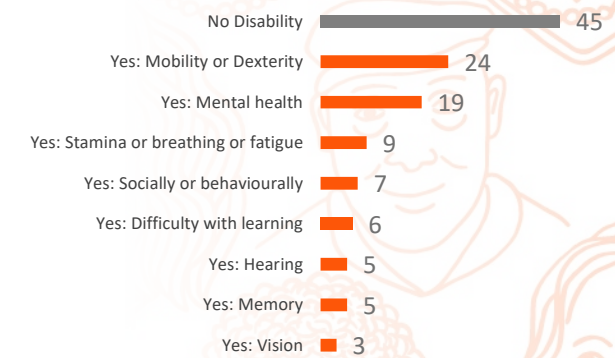
Social grade %



Age %



Disability %



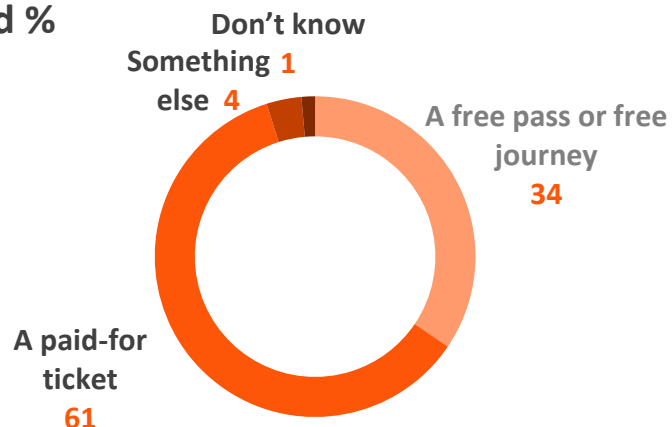
D1: Which of these towns or cities were you in when our interviewer first asked you to take part in this survey? Base n = 864; D3. Are you affected by any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? Base n = 288; D4: How would you describe yourself? Base n = 905; D5: Please tell us your age Base n = 831; D7: Please indicate which occupational group the Highest Income Earner in your household belongs to, or which group fits best Base n = 905.

Bus users in this survey – travel patterns

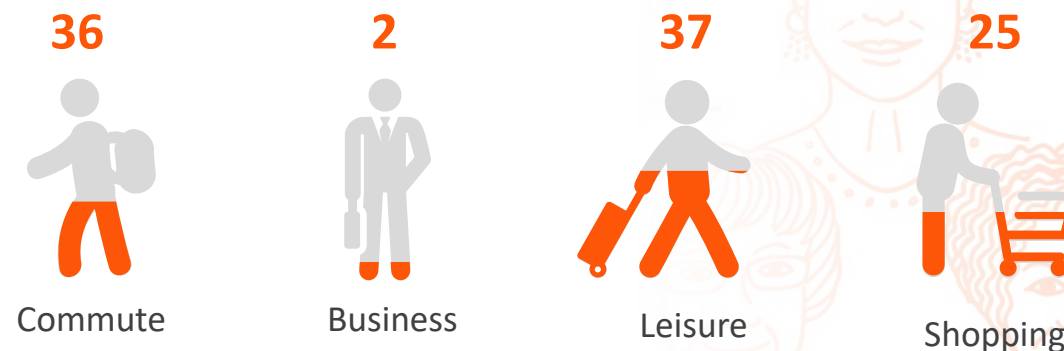
CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

The majority of bus journeys were made using paid-for tickets, and made daily to a few times a week. Leisure and shopping combined accounted for around 2 out of 3 reasons for travelling by bus. In this survey, the South (west and east) accounted for 2 in 5 journeys.

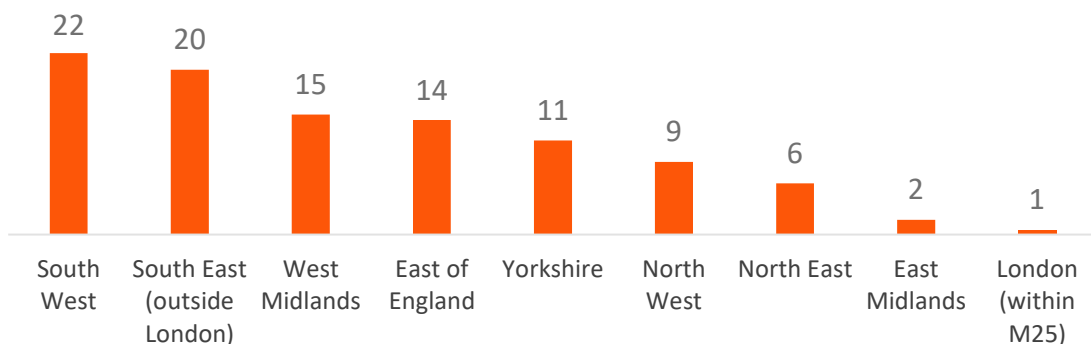
Type of ticket used %



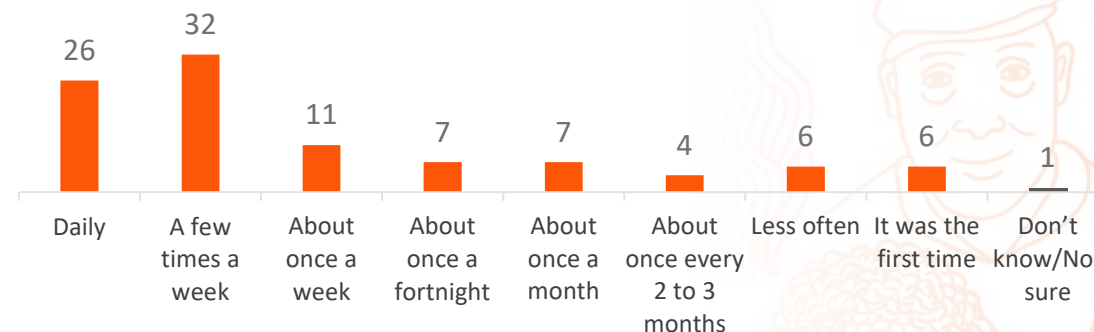
Purpose of trip %



Where passengers made their journey – Regions %



Frequency %



B1_9: What type of ticket did you use for this bus journey? Base n = 897; B1_6: What was the main purpose of this bus journey? Base n = 878; B1_5: In which region did you make this journey?; R1_6: How often do you currently make this train journey? Base n = 879.


25807/Exploring multi-method approach/Bus Report/v05012022/Restricted

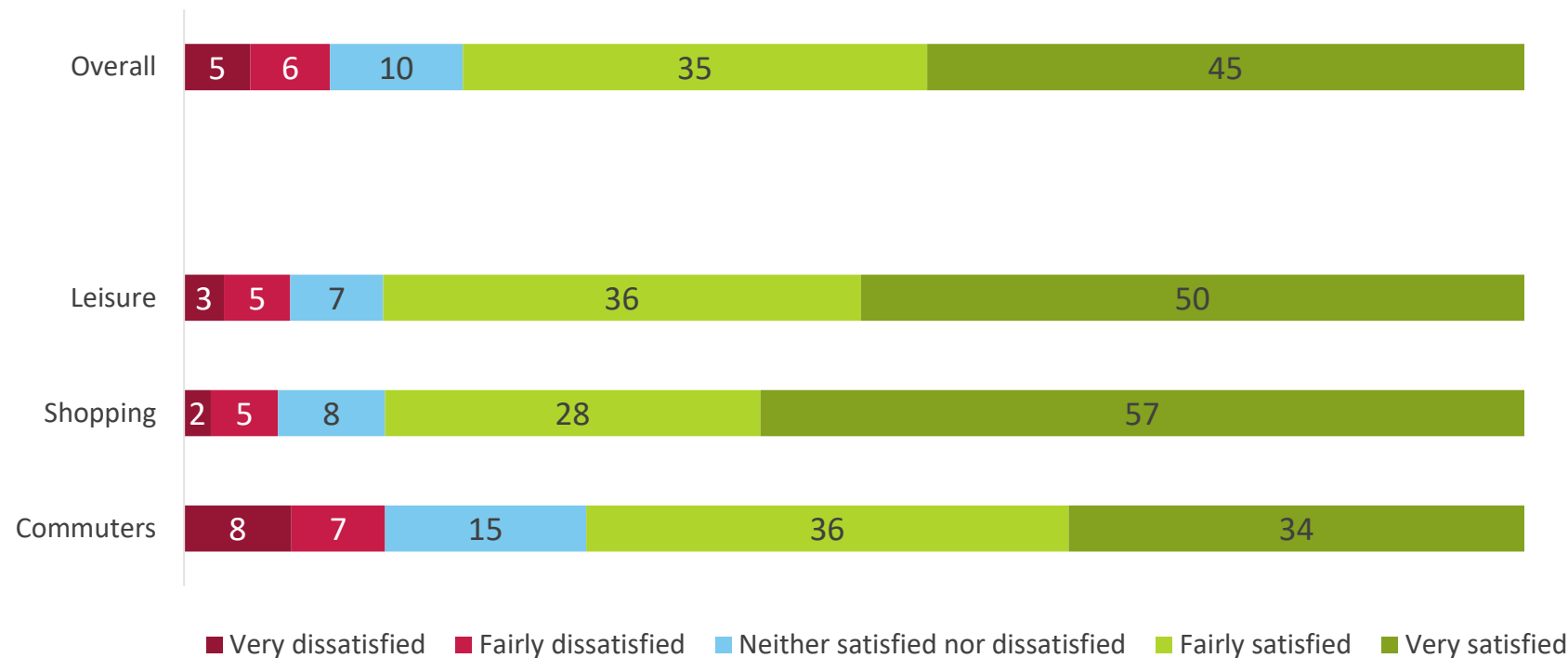
Journey satisfaction and experience: Key metrics



Overall journey satisfaction by passenger type

4 in 5 passengers were satisfied with their journey. This is highest among those travelling for leisure or shopping purposes. Commuters are the least satisfied with 15% being dissatisfied with their journey overall.


 **CAUTION:**
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

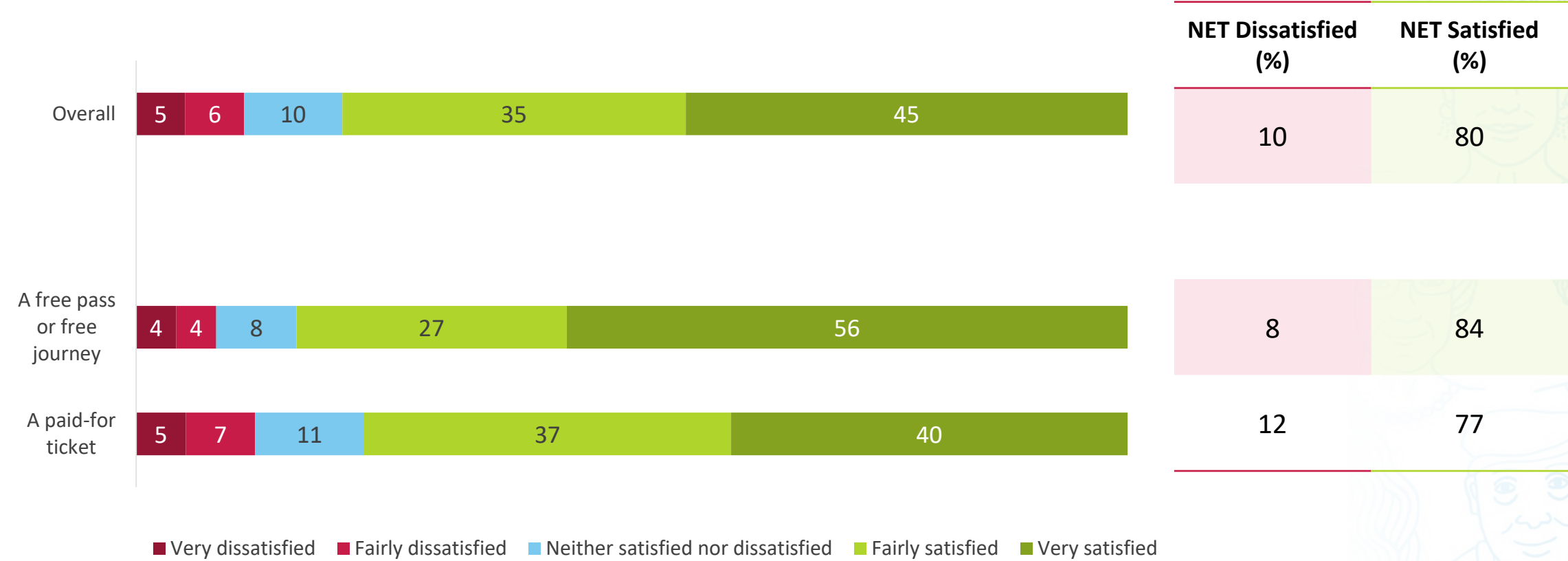


NET Dissatisfied (%)	NET Satisfied (%)
10	80
8	86
7	85
15	71

Overall journey satisfaction by ticket type


Focusing on the ticket type, passengers who had a free pass or took a free journey were more satisfied (7 percentage points higher than those who paid for tickets). For those who bought a ticket, they showed a greater range of positive and negative experiences.

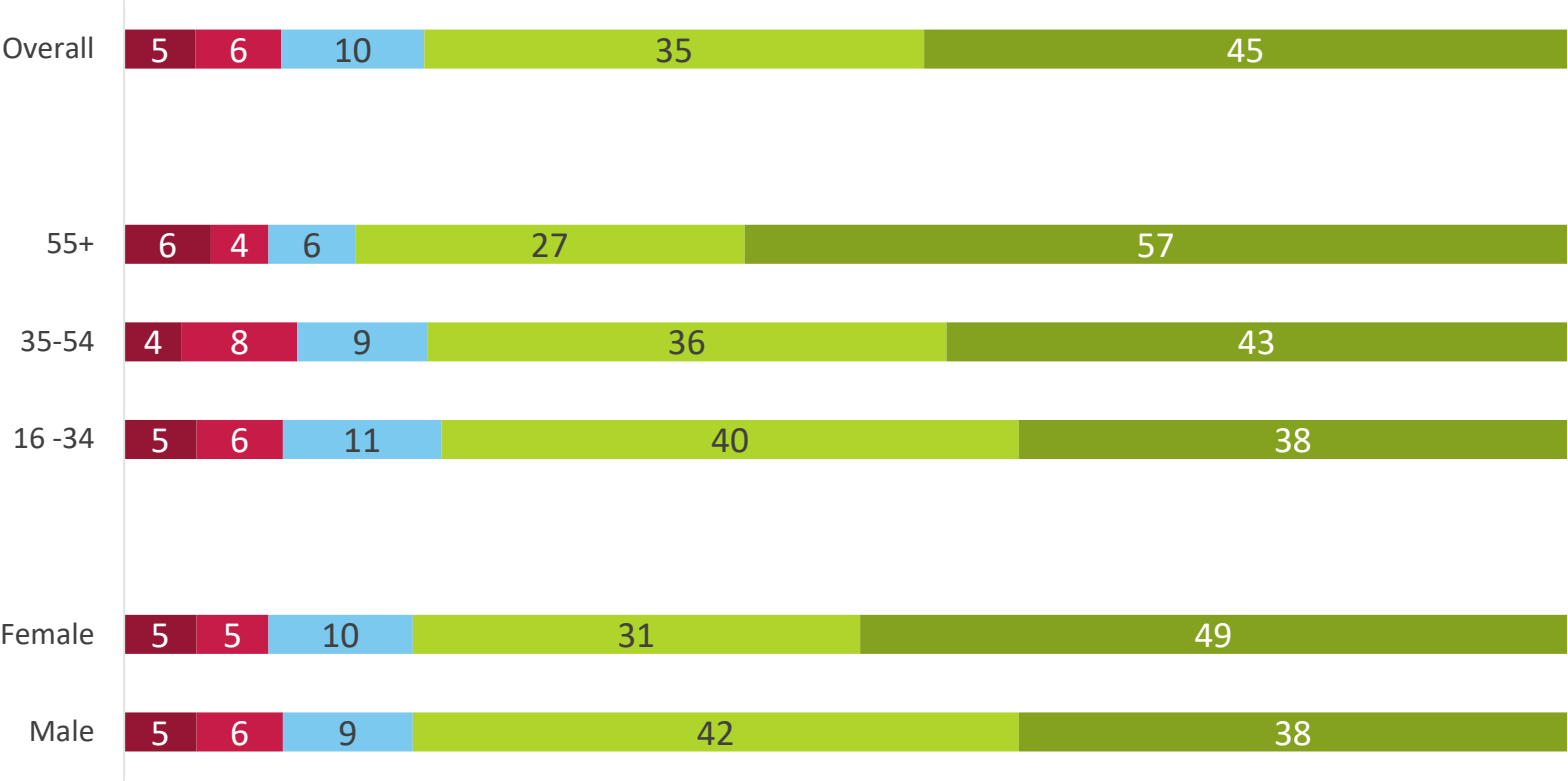
 **CAUTION:**
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches



Overall journey satisfaction by age and gender

Generally older passengers (more likely to be using a free pass) were more positive about their journey by bus – 57% of 55+ passengers were ‘very satisfied’ with their journey compared to only 38% of 16-34 year olds.

 **CAUTION:**
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches



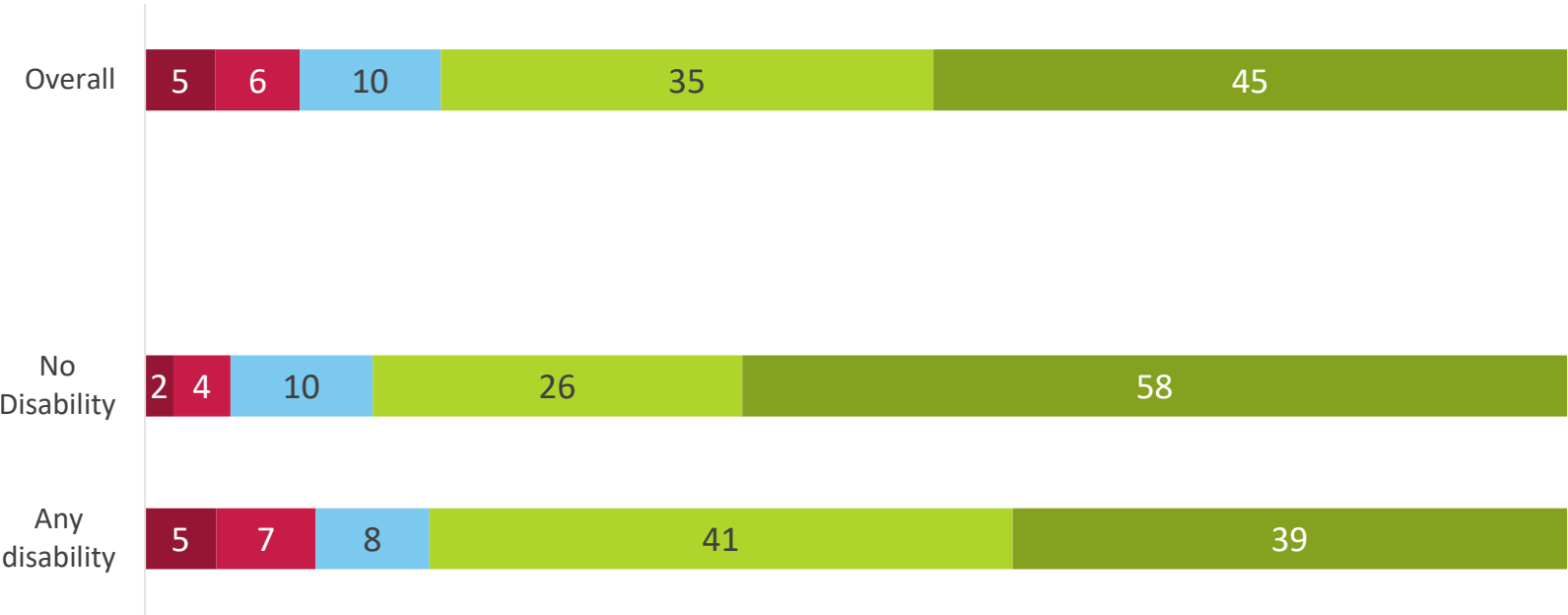
■ Very dissatisfied ■ Fairly dissatisfied ■ Neither satisfied nor dissatisfied ■ Fairly satisfied ■ Very satisfied

NET Dissatisfied (%)	NET Satisfied (%)
10	80
10	84
12	79
11	78
10	80
12	79

Overall journey satisfaction by disability

Those with a disability reported being slightly more dissatisfied with their bus journey compared to those who reported having no disability.

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches



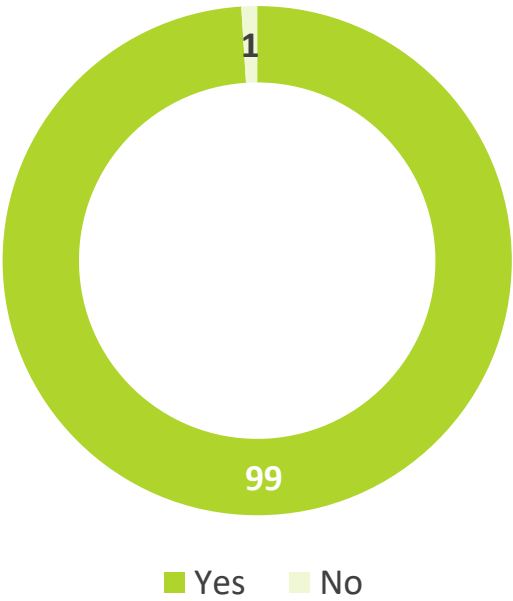
NET Dissatisfied (%)	NET Satisfied (%)
10	80
6	84
12	80

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

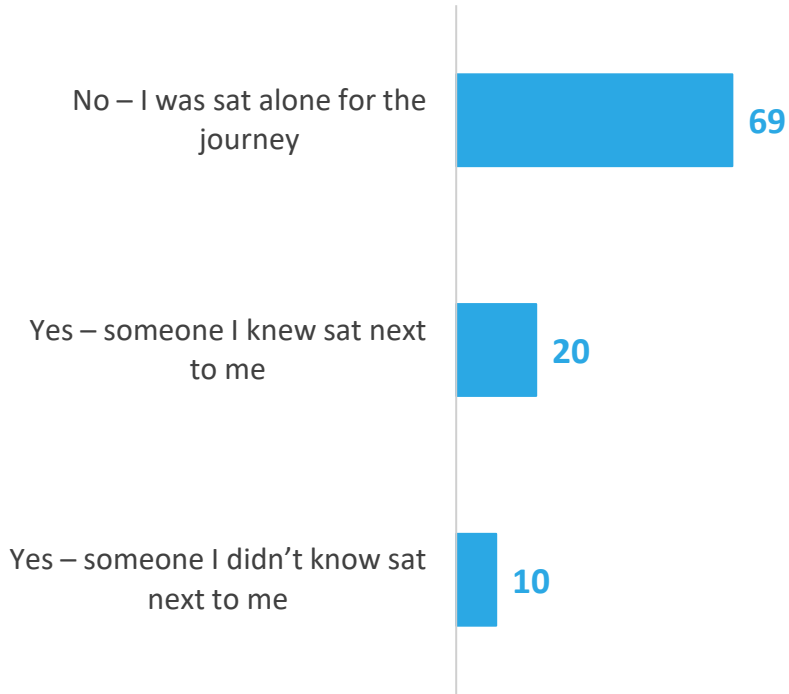
Influence of getting a seat and passenger proximity on overall journey satisfaction

Virtually all bus passengers had a seat for at least some part of their journey. While the majority had a seat alone on their bus journey, 10% of passengers had someone they didn't know sat next to them and they reported much lower satisfaction.

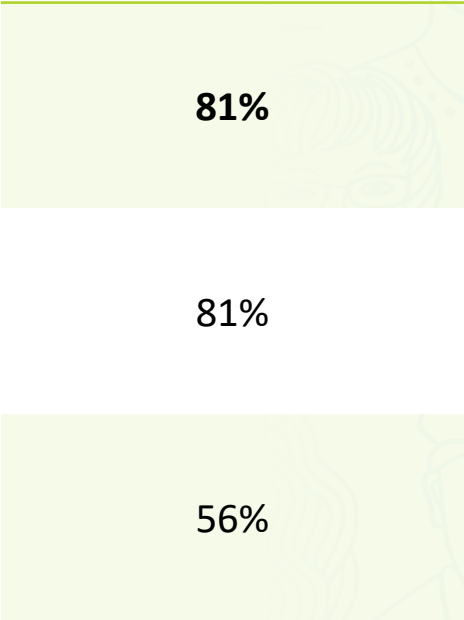
Getting a seat for all/part of the journey %



Seating arrangements on the bus %



Overall journey satisfaction for those getting a seat on the train (NET satisfied %)



CAUTION:

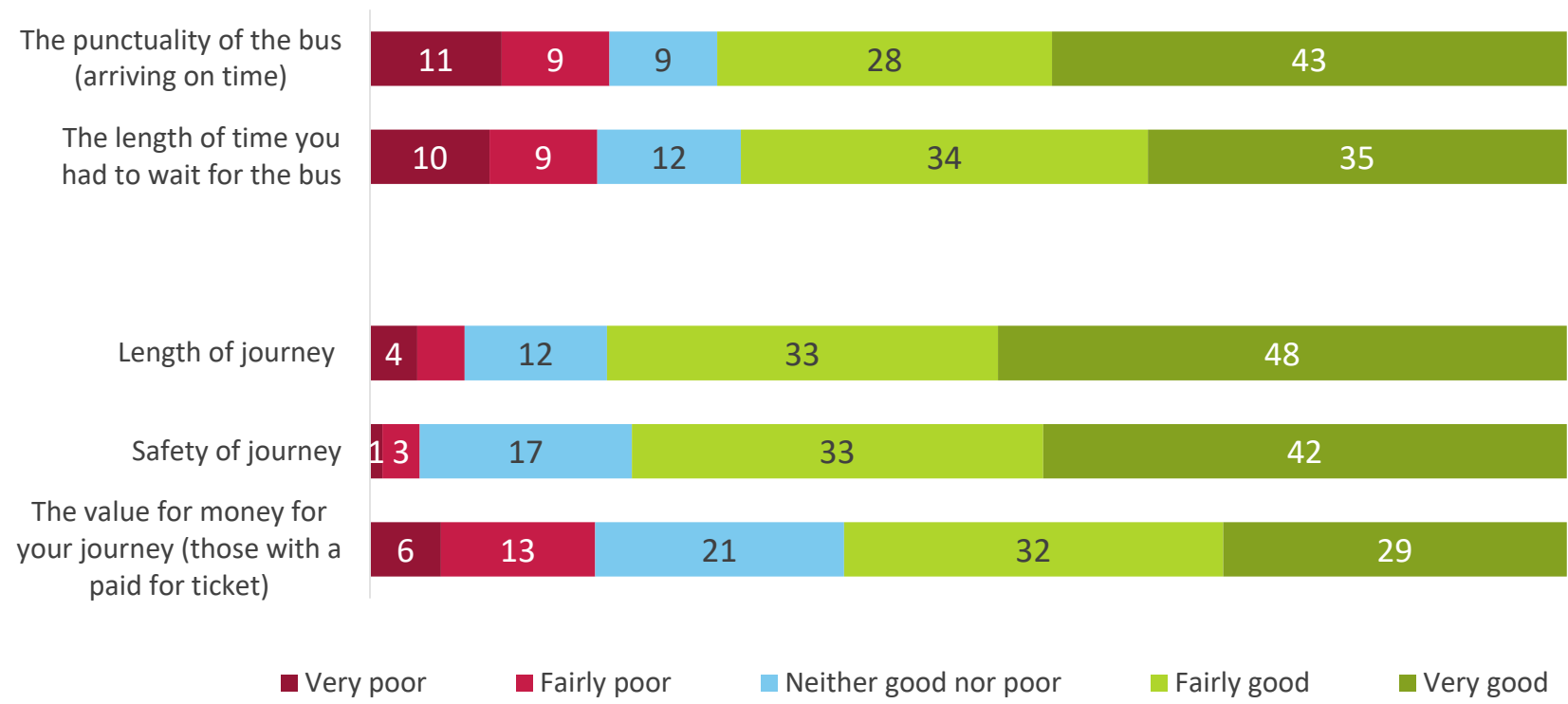
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Key satisfaction and experience metrics

The length of journey was the metric passengers were most satisfied with, while value for money is an area where satisfaction is considerably lower. There has been a wider range of experiences in terms of punctuality and wait time and it is still a pain point for many.

CAUTION:
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Key satisfaction and experience metrics %



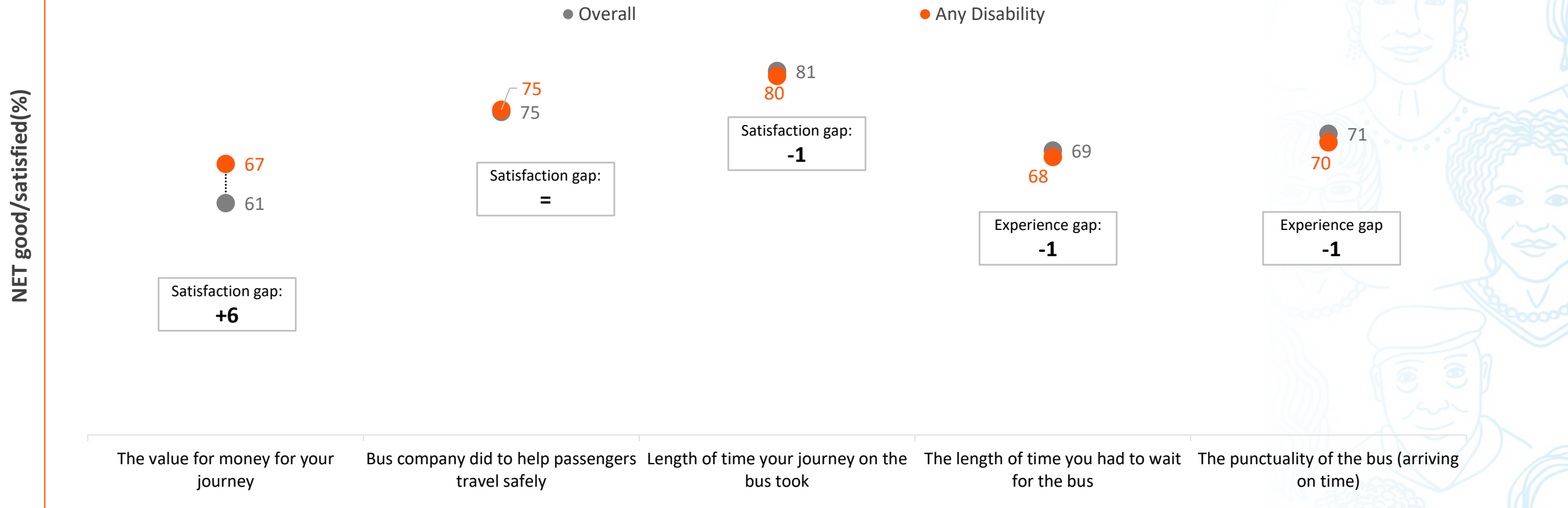
NET Poor (%)	NET Good (%)
20	71
19	69
NET Dissatisfied (%)	NET Satisfied (%)
8	81
4	75
19	61

Experience and satisfaction gaps by disability

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Although this is group of passengers are less satisfied overall with their bus journeys, most of their detailed journey experiences were rated similar to the overall.

(Value for money is one – more unusual – area where this group appear more positive than other passengers, although the difference is not statistically significant and may be linked to other factors).



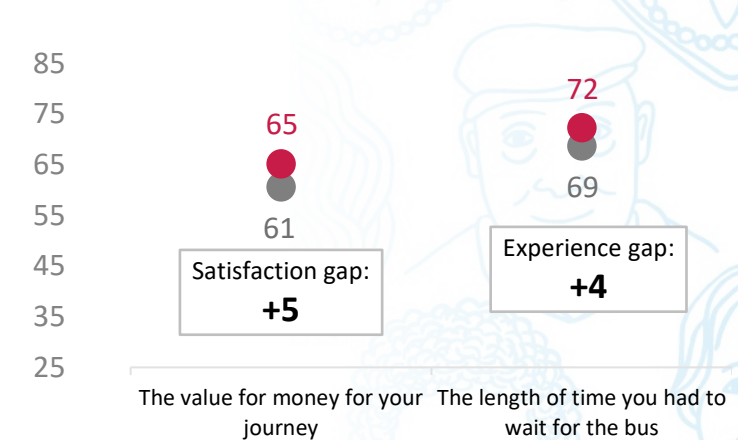
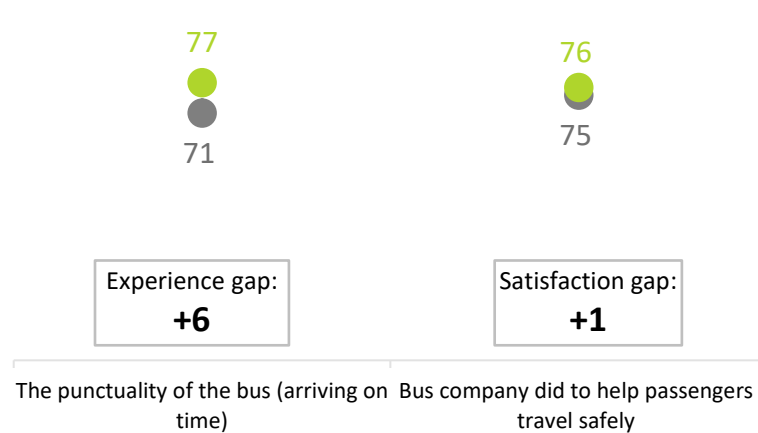
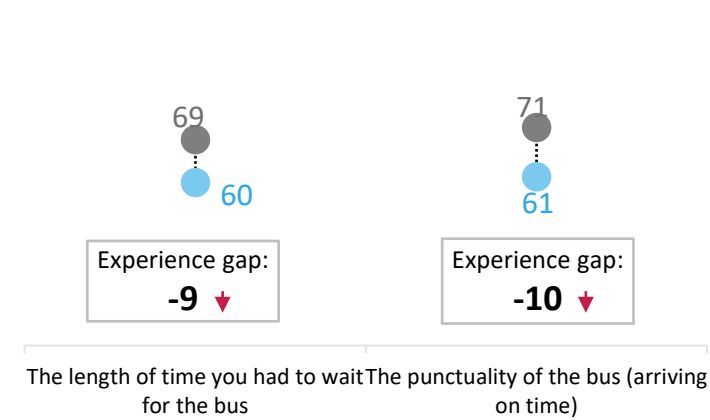
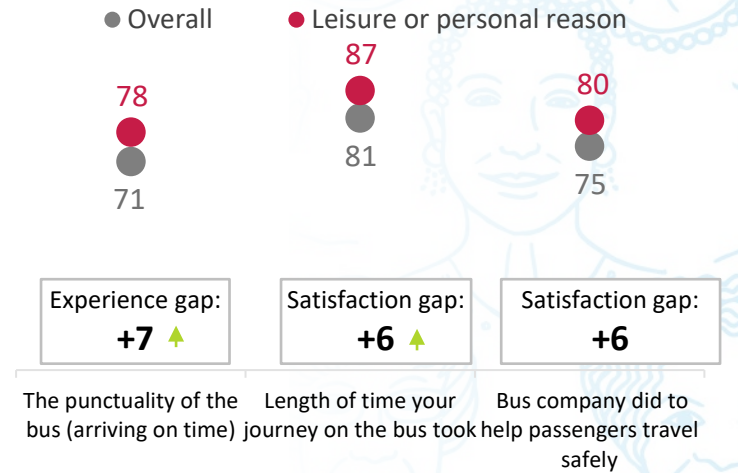
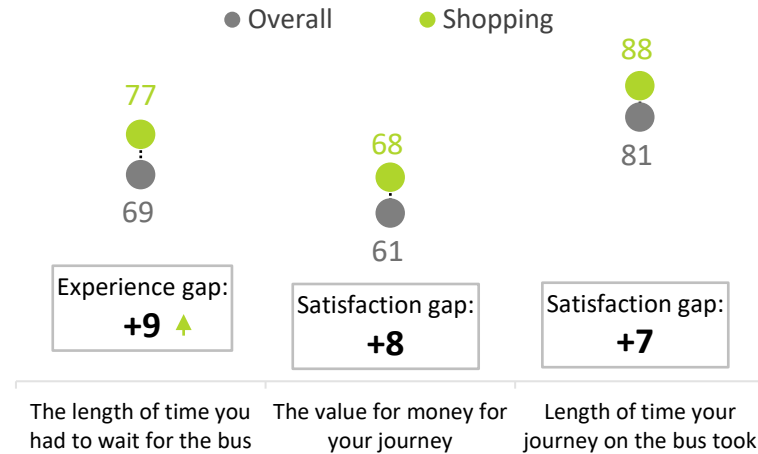
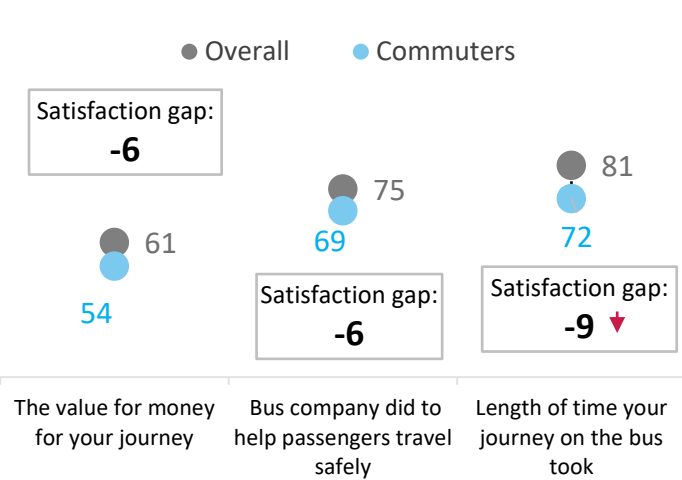
▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 49](#)

Experience and satisfaction gaps by journey purpose

Commuters showed lower satisfaction ratings on all of the key metrics, while shopping and leisure passengers rated the timeliness and punctuality more positively.

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

NET good/satisfied(%)



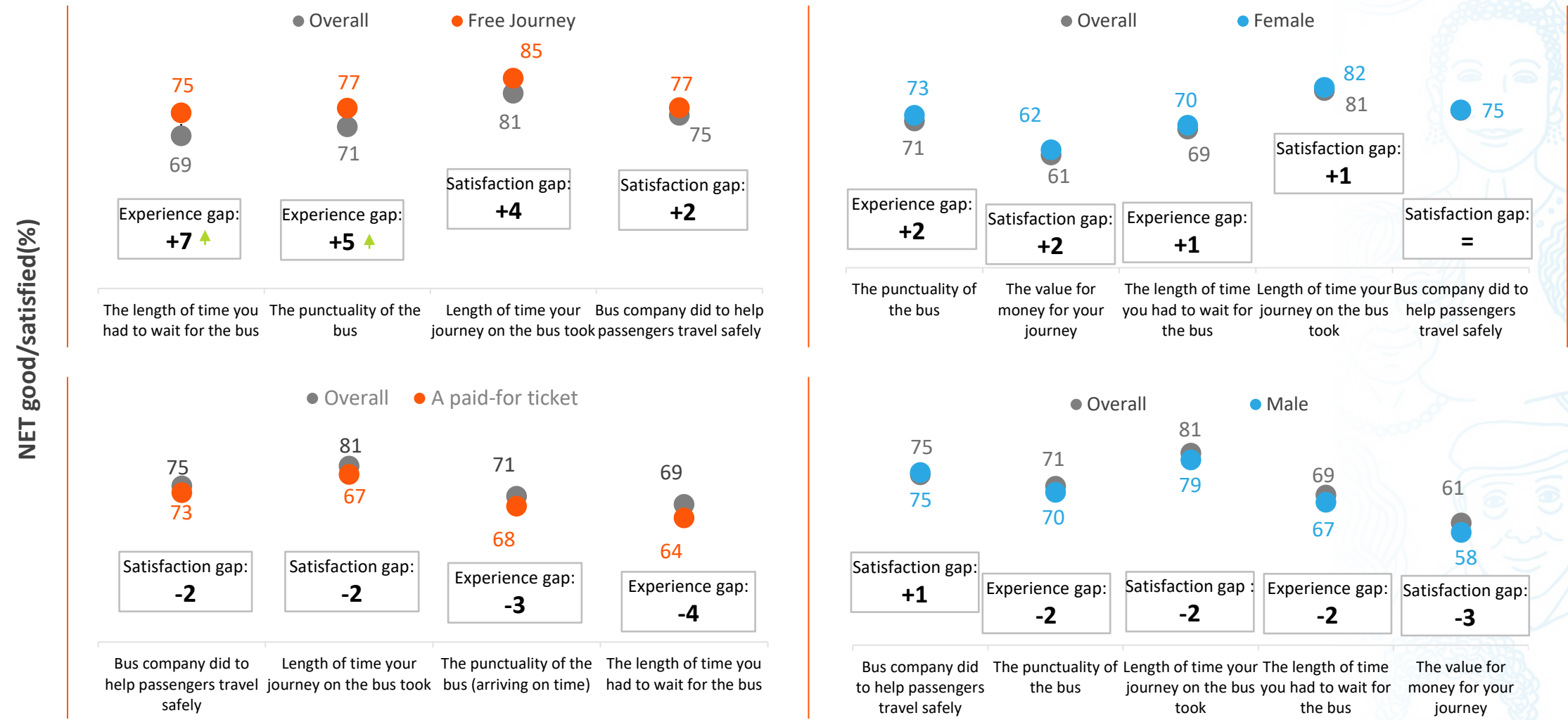
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For more information and base sizes go to [slide 50](#)

Experience and satisfaction gaps by gender and ticket type

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Passengers who paid for tickets were less satisfied than those who took free journeys. Female passengers were more positive on the majority of the metrics, particularly punctuality and value for money compared to male passengers.

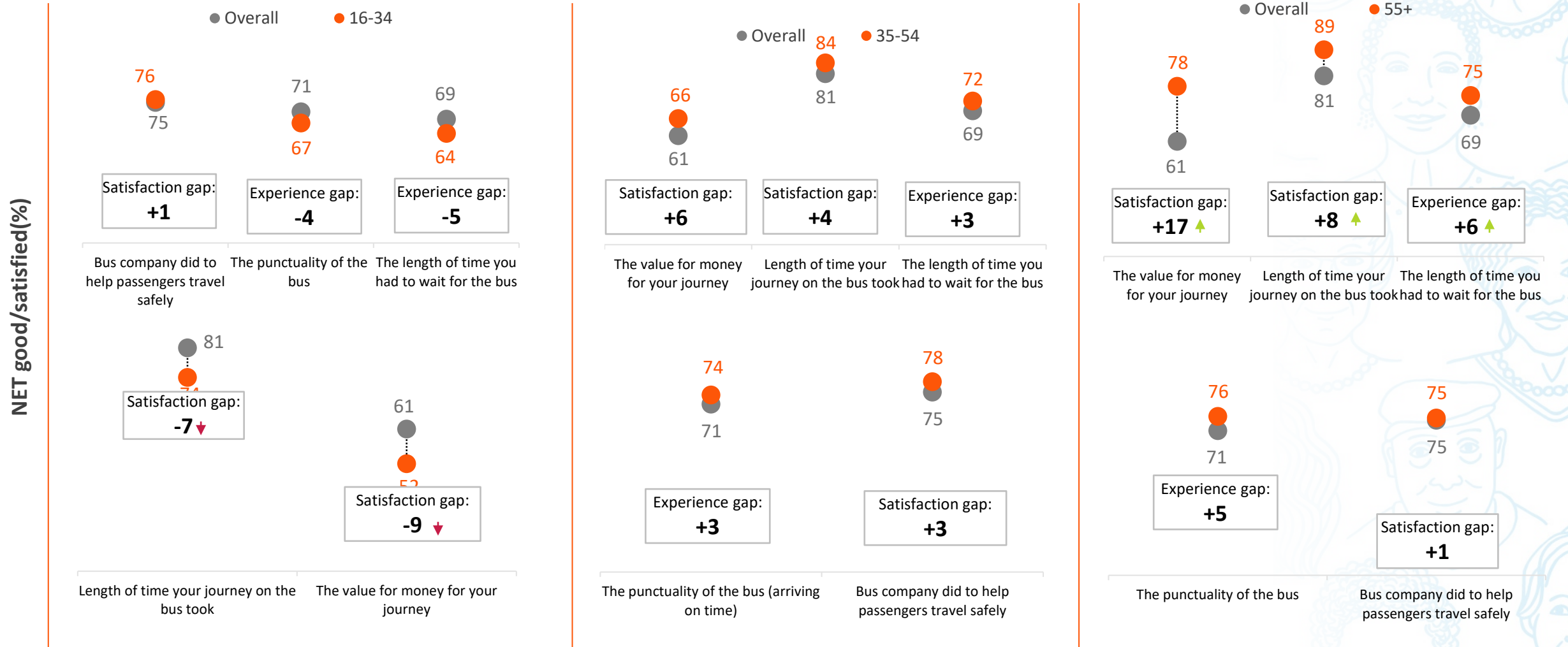


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For more information and base sizes go to [slide 51](#)

Experience and satisfaction gaps by age

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Satisfaction of younger passengers was lower than other age groups - likely due to the types of journeys they take, such as commuting. Those aged 55+ who paid for their ticket were significantly more satisfied with the value for money for their journey.



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For more information and base sizes go to [slide 52](#)

Journey experience: bus and bus stop metrics

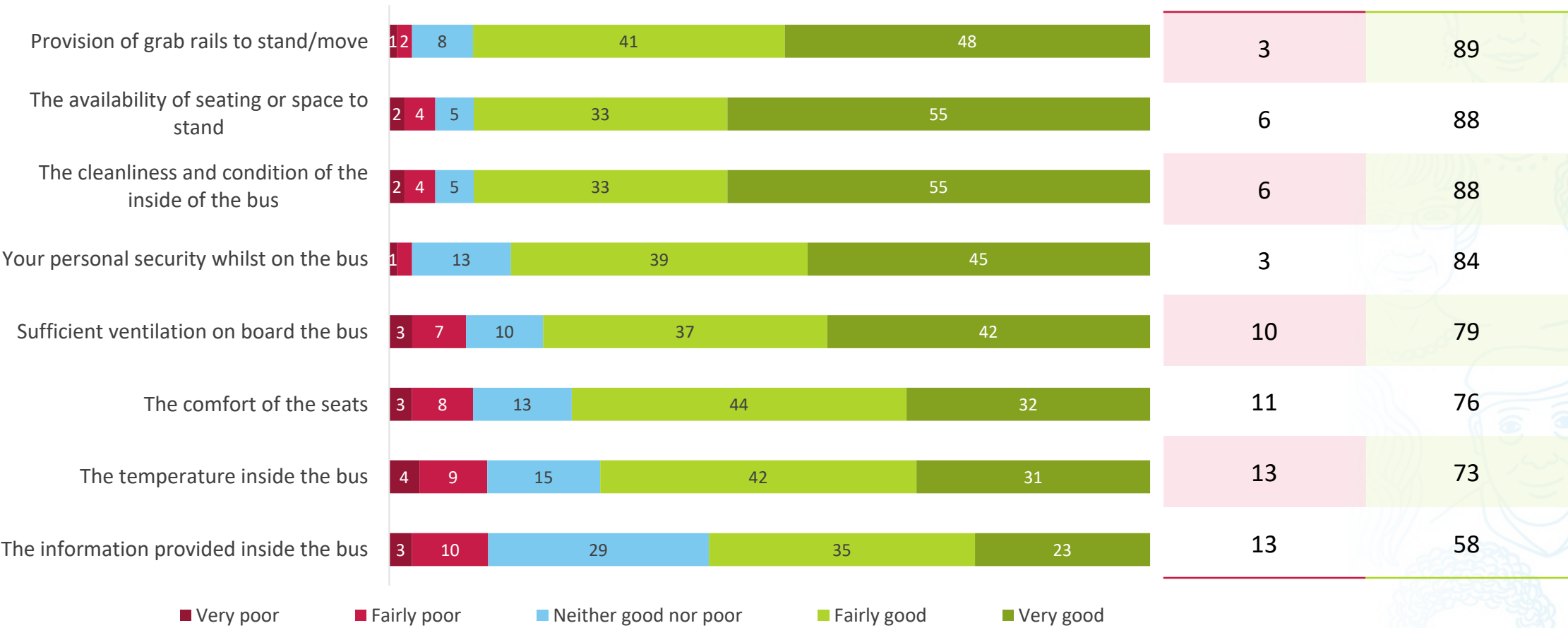


Experience on board the bus

Generally, passengers were very positive about their experience on the bus, with the provision of grab rails the top rated measure. Space on board and cleanliness were also highly rated. The information provided inside the bus was a metric rated considerably lower, with only 23% rating this as 'very good'.

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Experience on board the bus %

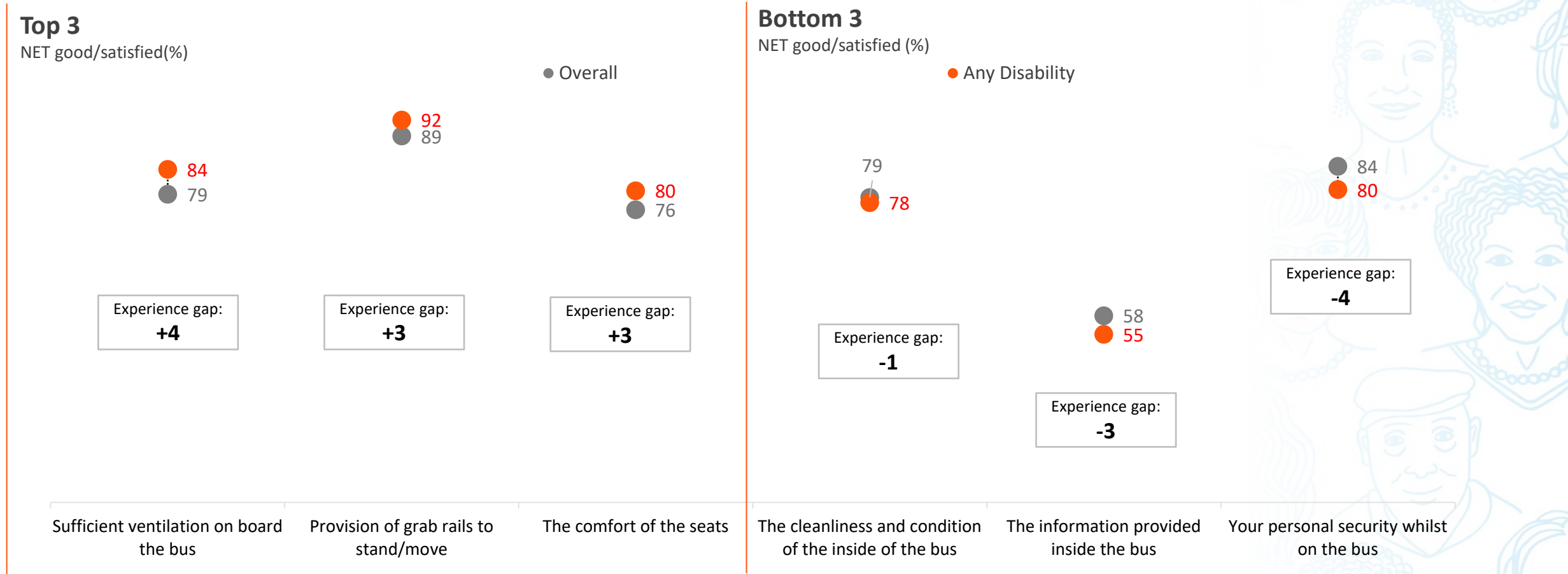


B1. Thinking about whilst you were on the bus, please indicate how you would rate the following...? Base n = 865-874; B2_8. Thinking about whilst you were on the bus, how would you rate the following...? Base n = 498-537

On board bus experience gaps by disability (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Disabled passengers were more positive than others about the ventilation, the aids in place to help move around the bus and comfort of the seats. On the other hand, they felt less secure on the bus than others.



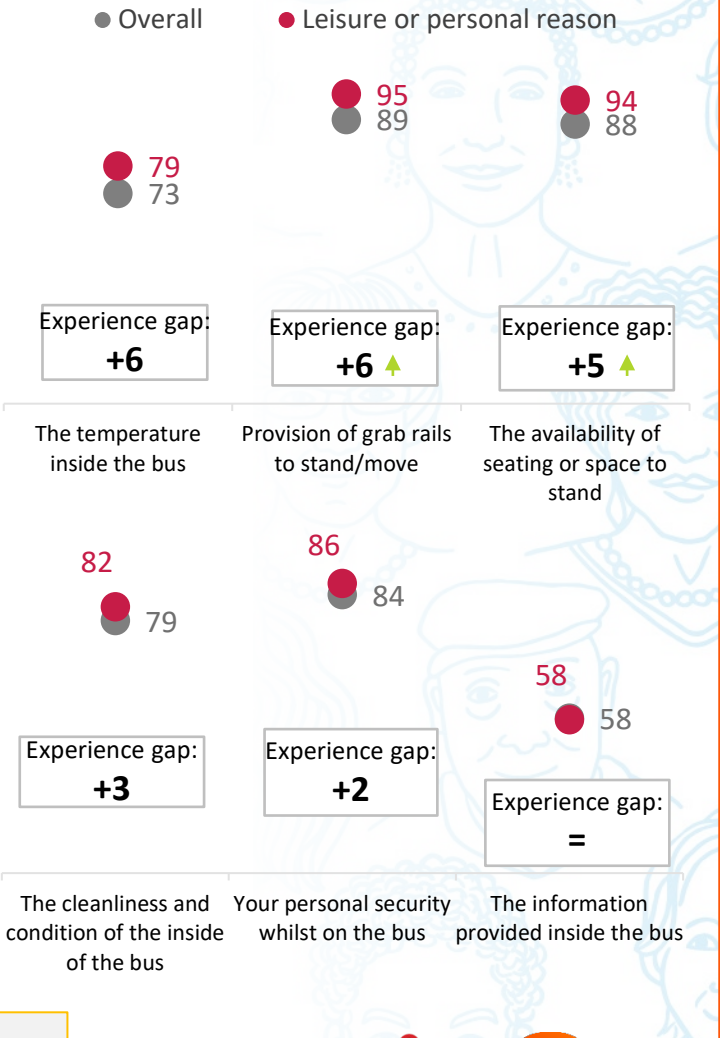
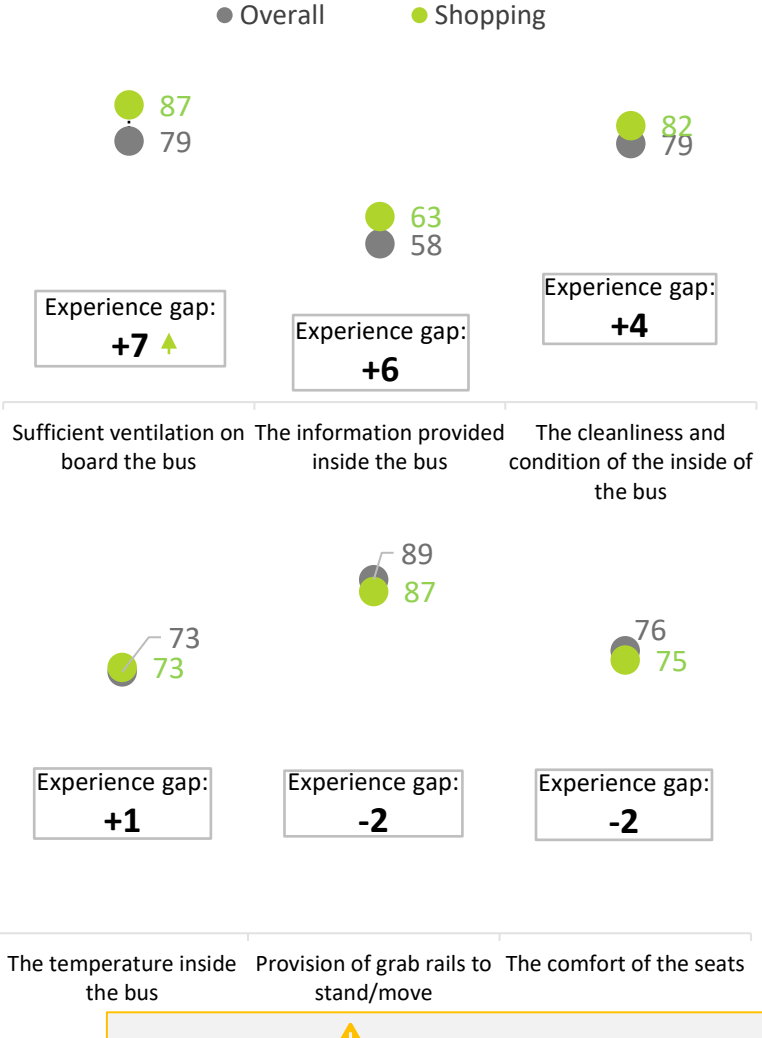
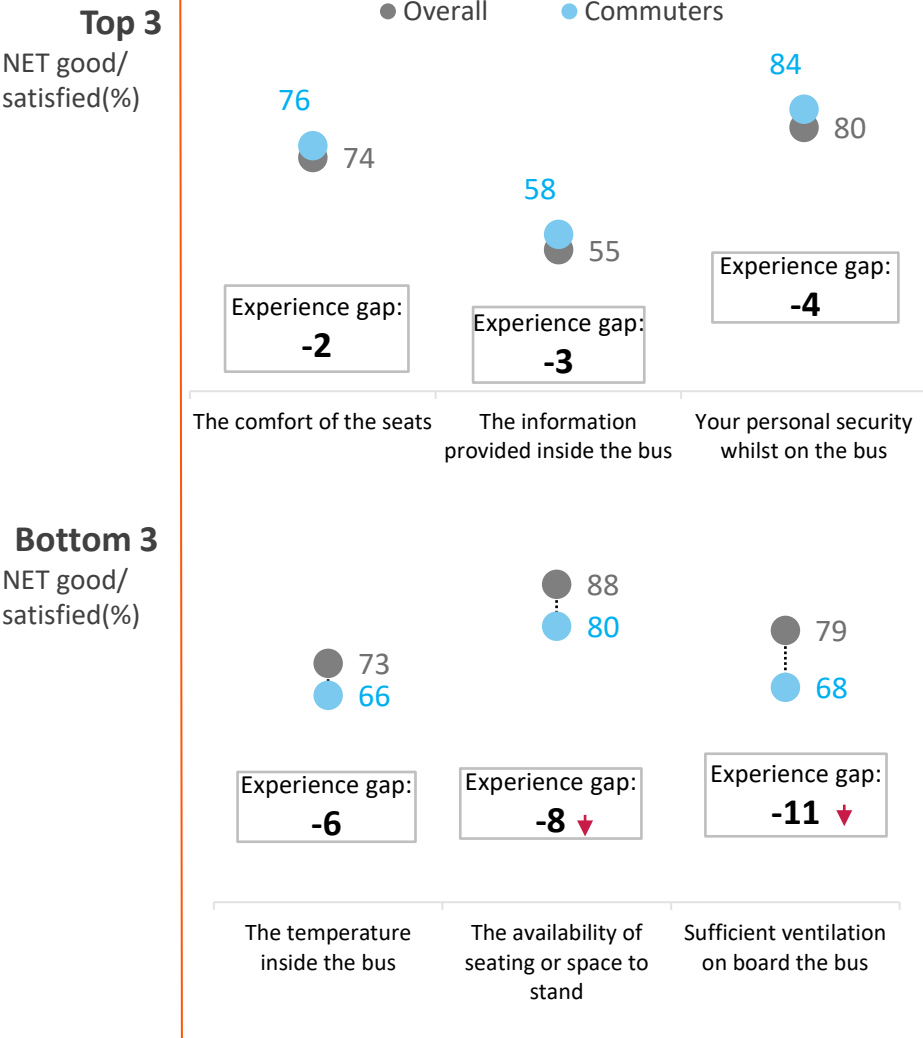
▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 53](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

On board bus experience gaps by journey purpose (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Commuters had worse experiences than those travelling for shopping and leisure, in terms of ventilation and availability of seating – likely down to the number of passengers on board when travelling.



▲ Refers to a positive significance ▼ Refers to a negative significance

For more information and base sizes go to [slide 54](#)

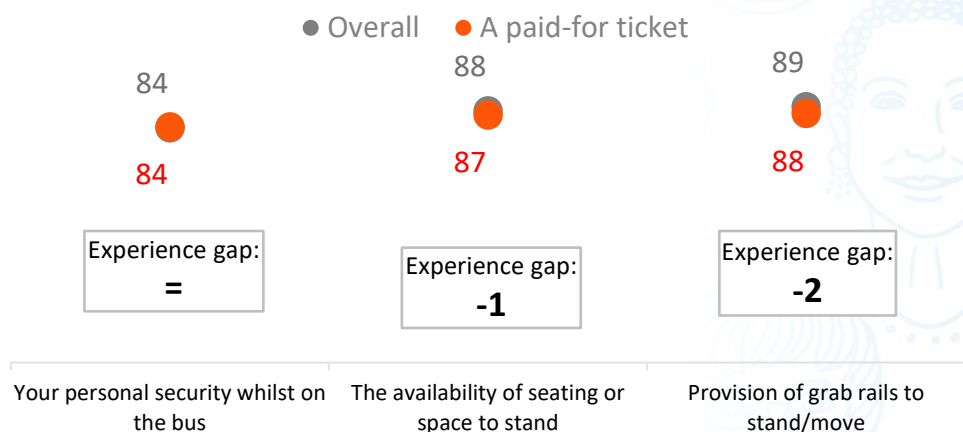
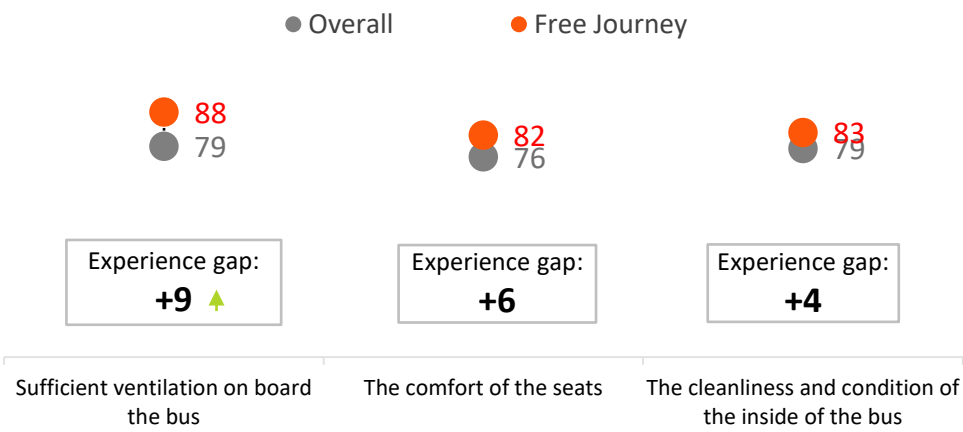
CAUTION:
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On board bus experience gaps by ticket type (Top 3/Bottom 3)

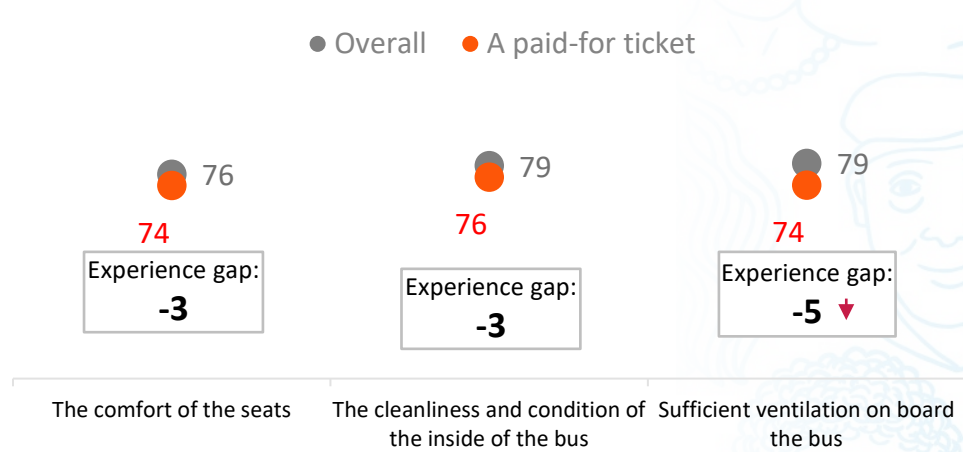
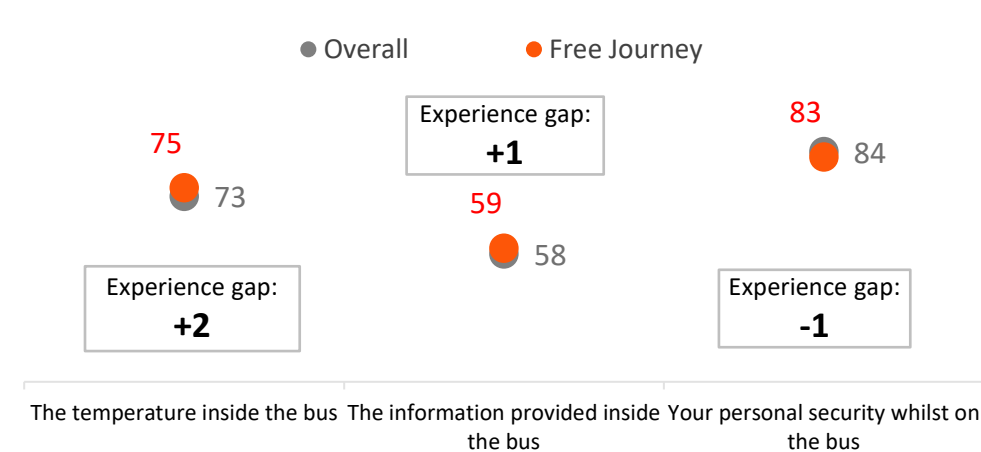
Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Those travelling on free passes or tickets were more positive about their experiences, with the largest divergence between those travelling for free and those paying for their tickets showing up on whether there was sufficient ventilation on board.

Top 3 NET good/ satisfied(%)



Bottom 3 NET good/ satisfied(%)



▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 55](#)

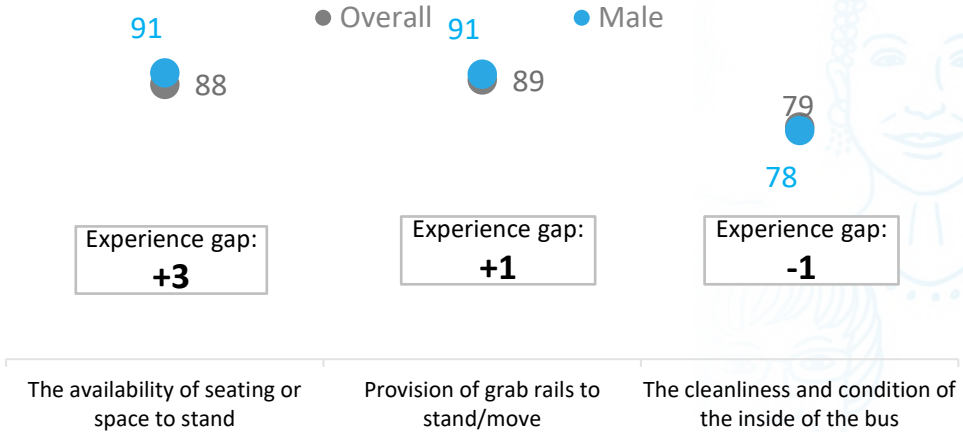
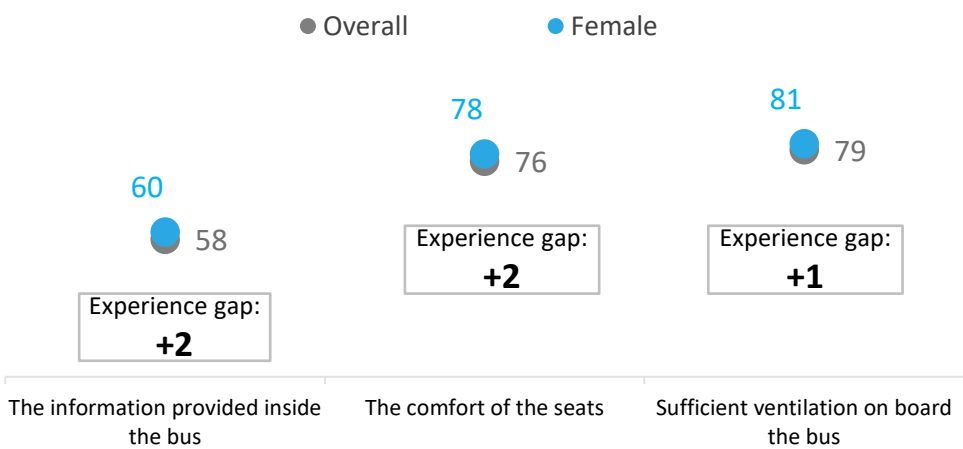
CAUTION:
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On board bus experience gaps by gender (Top 3/Bottom 3)

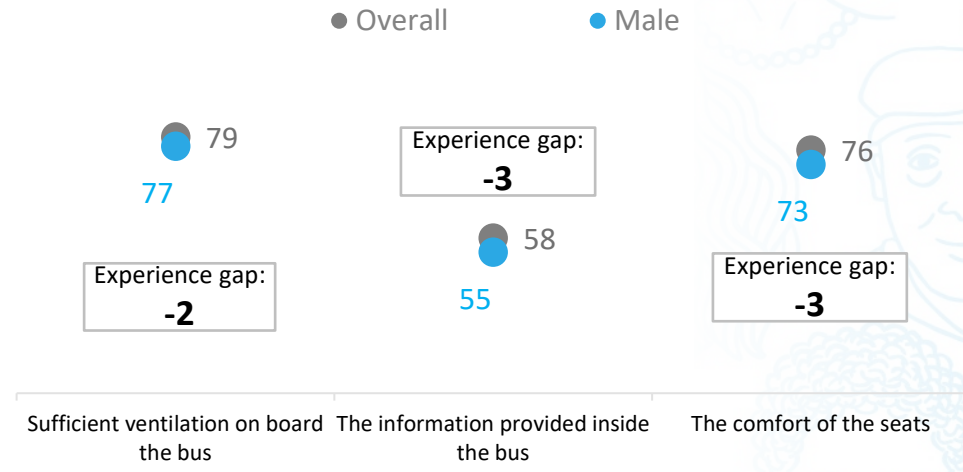
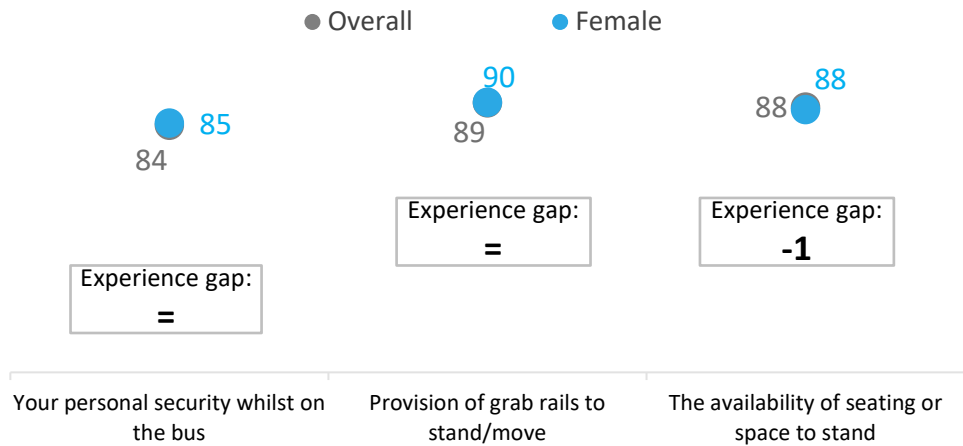
Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Female passengers rated their experience on the bus more positively than male passengers – in respect to the information inside the bus, comfort of the seats and sufficient ventilation on board.

Top 3 NET good/ satisfied(%)



Bottom 3 NET good/ satisfied(%)



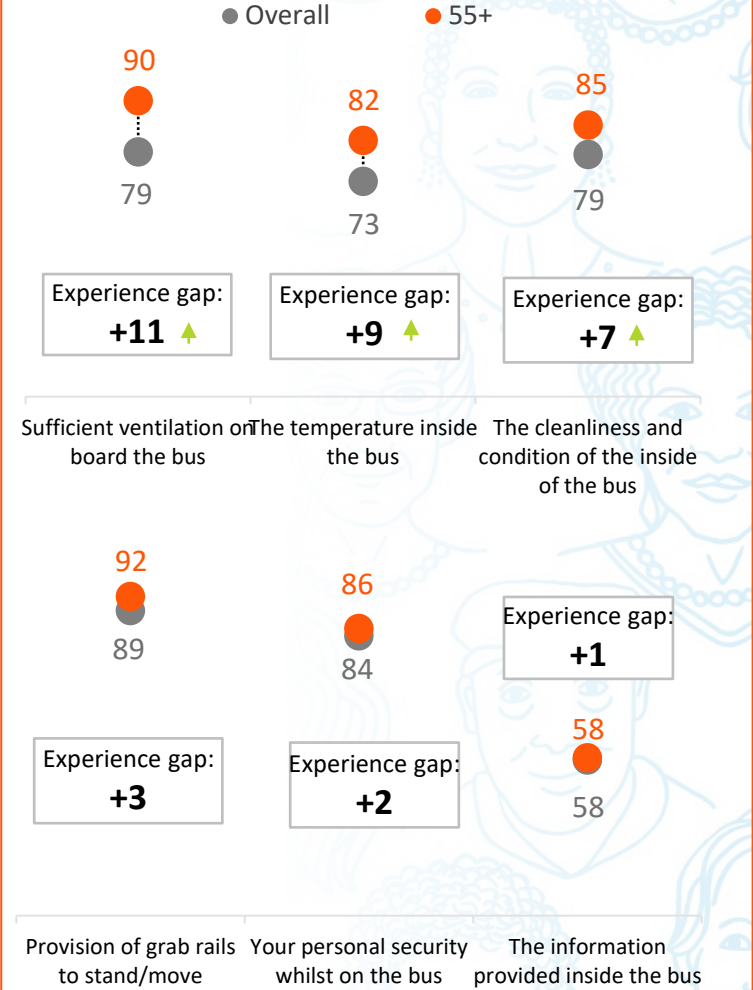
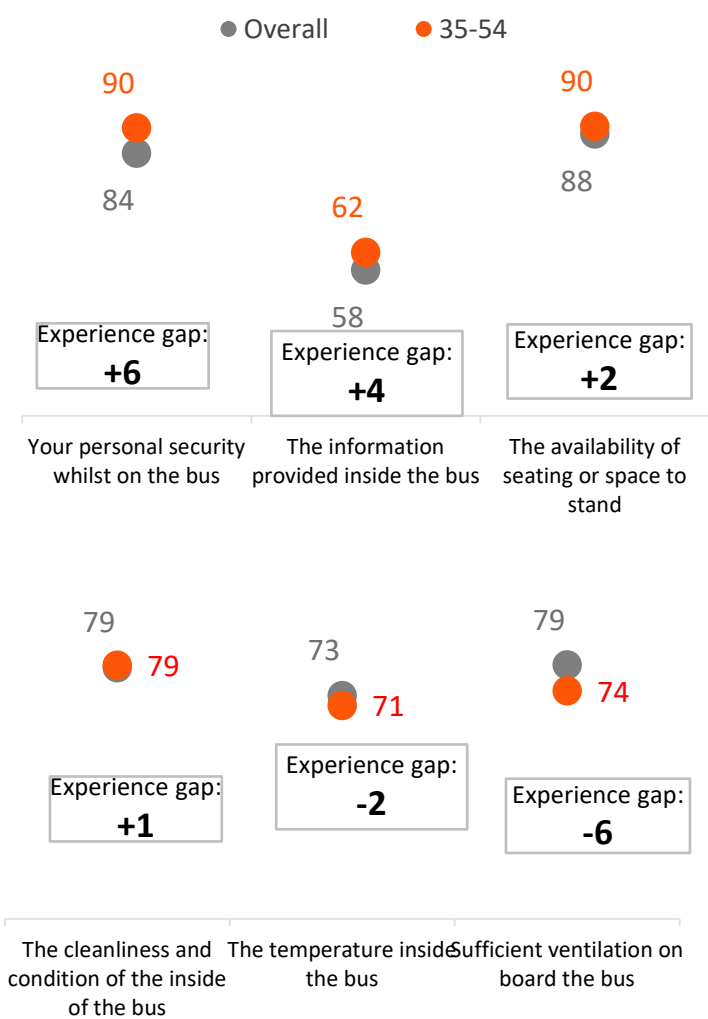
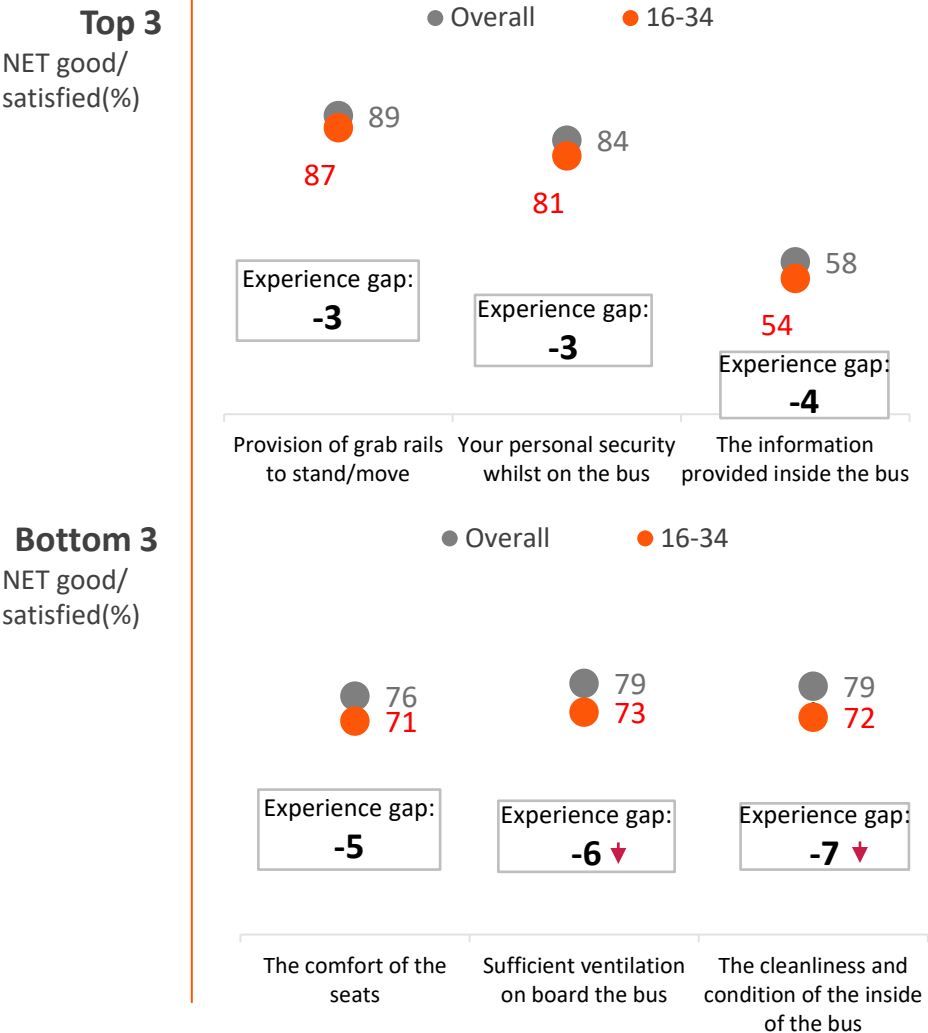
▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 55](#)

CAUTION:
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On board bus experience gaps by age (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

For the younger passengers cleanliness and ventilation were an issue on the buses. While for the 55+, who are more likely to travel at quieter times, they perceived their experiences differently with 9 in 10 rating the ventilation positively.



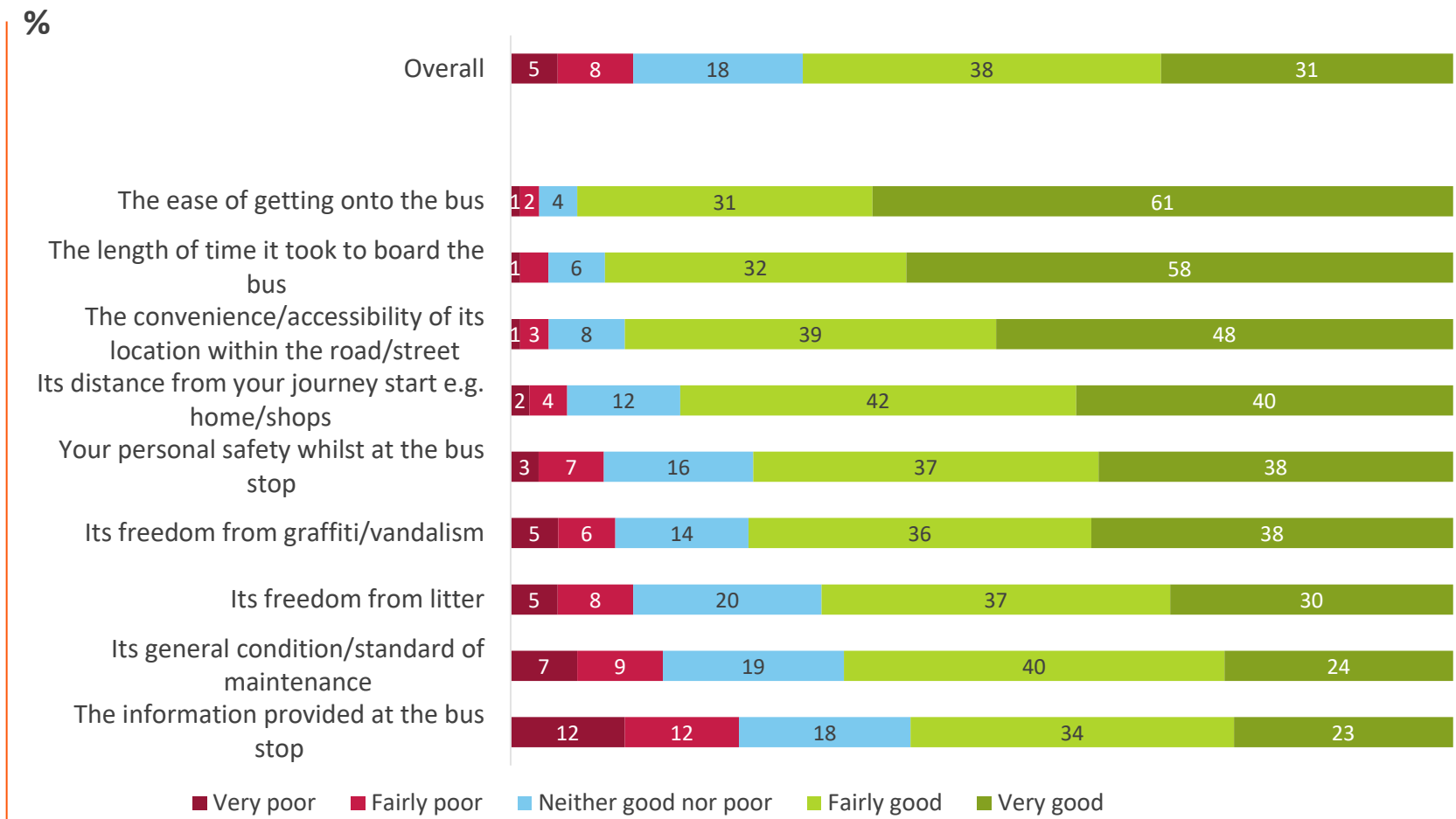
▲ Refers to a positive significance ▼ Refers to a negative significance

For more information and base sizes go to [slide 56](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus stop experience

Two thirds of bus passengers were satisfied with the bus stop. The ease of getting on the bus, length of time boarding and the convenience of the bus stop were rated highly (around 9 in 10 rated these as NET Good). Similar to the on the bus experience, information provided at the bus stop was rated lower.



CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

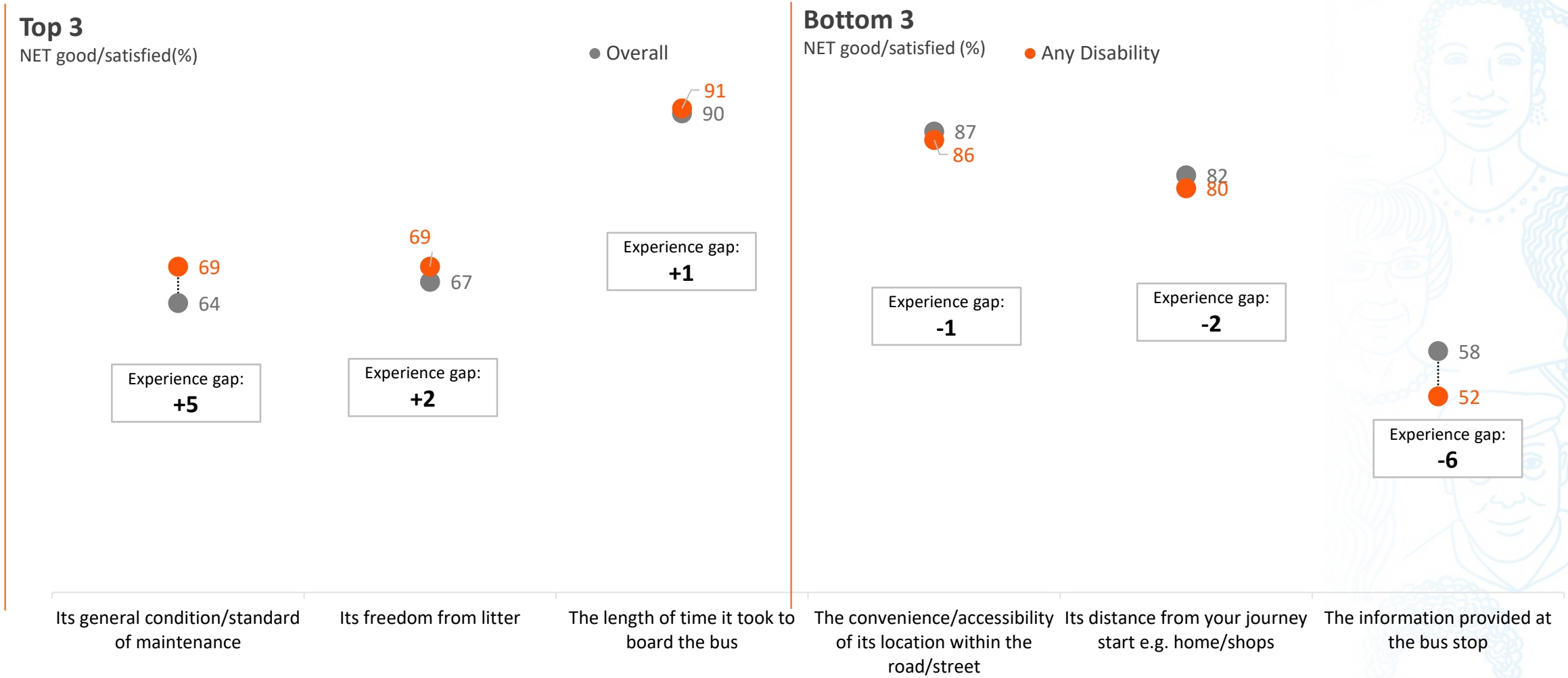
NET Dissatisfied (%)	NET Satisfied (%)
13	69
NET Poor (%)	NET Good (%)
3	93
4	90
4	87
6	82
10	75
11	75
13	67
16	64
24	58

B1_11: Overall, how satisfied were you with the bus stop? Base n = 534; B2_7. Thinking about when the bus arrived, how would you rate the following...? Base n = 536-537; B2_2. Thinking about the bus stop itself, how would you rate the following...? Base n = 525-535

Bus stop experience gaps by disability (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

A positive stand out at the bus stop for disabled passengers was the general condition and maintenance. However, information provided at the bus stop was a key pain point for this group of passengers with only half satisfied.



▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 57](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus stop experience gaps by journey purpose (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

As with other experience metrics, commuters were less satisfied on all bus stop metrics, particularly the information at the bus stop. The opposite was true for leisure passengers who rated this significantly higher. For shoppers distance from journey start rated highest.



▲ Refers to a positive significance ▼ Refers to a negative significance

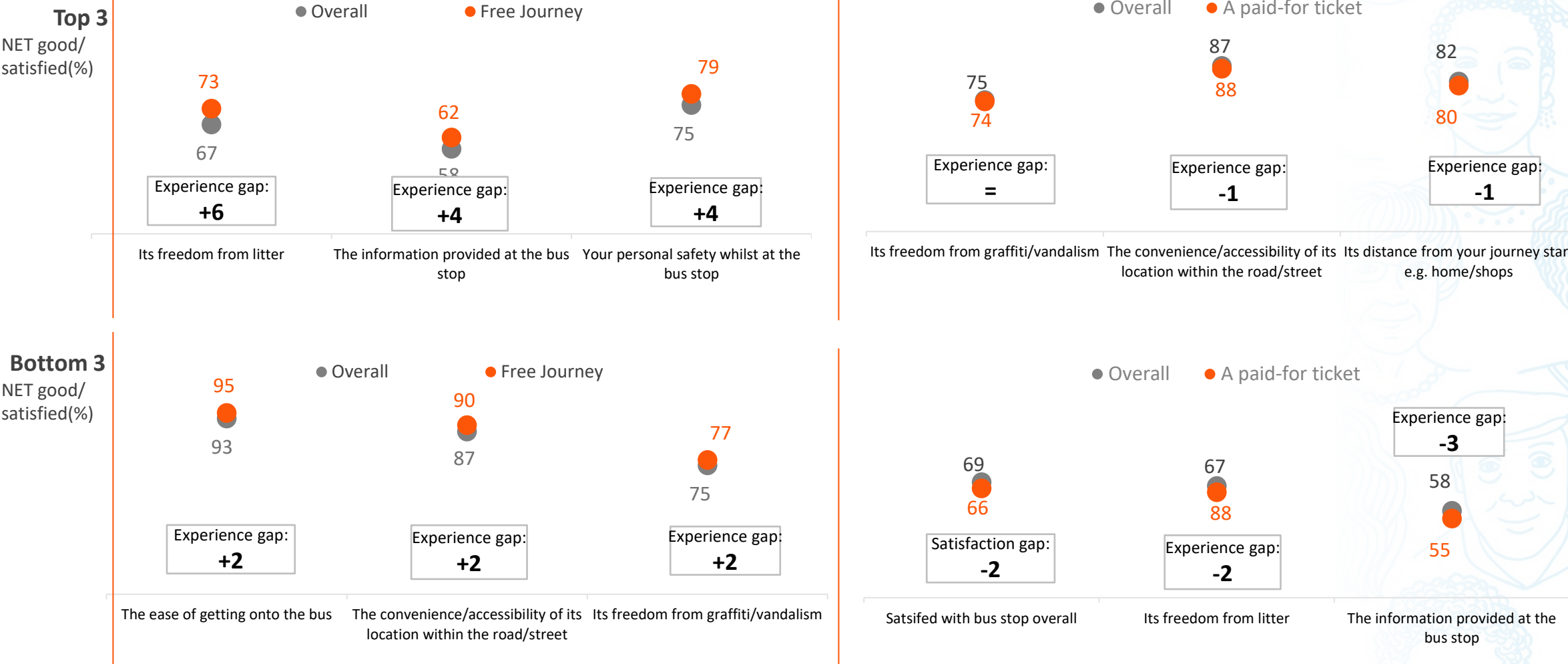
For more information and base sizes go to [slide 58](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus stop experience gaps by ticket type (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

As seen on other experience metrics, those travelling for free were more positive about their experiences. Paying passengers were generally less satisfied with the bus stop experience overall, with information provided conveying the largest gap.



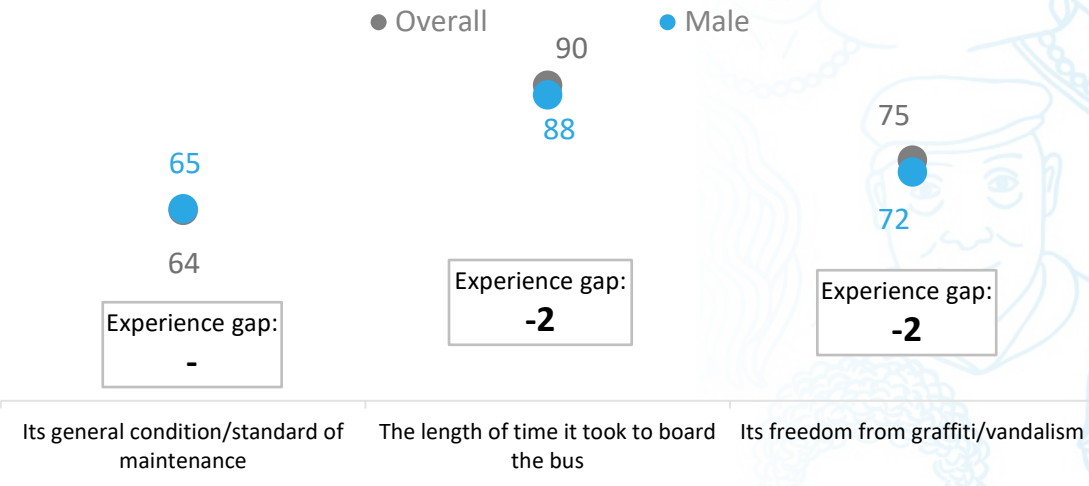
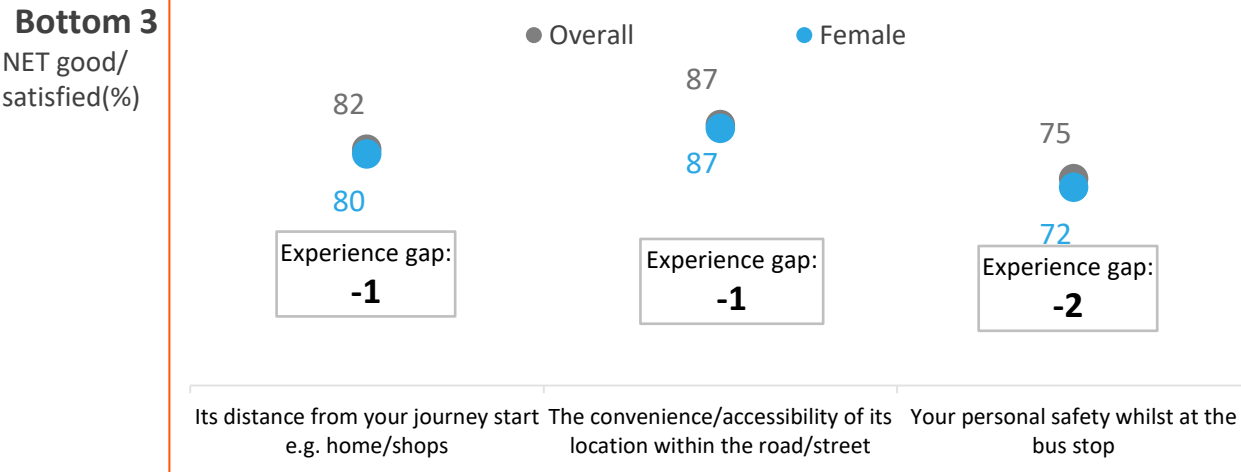
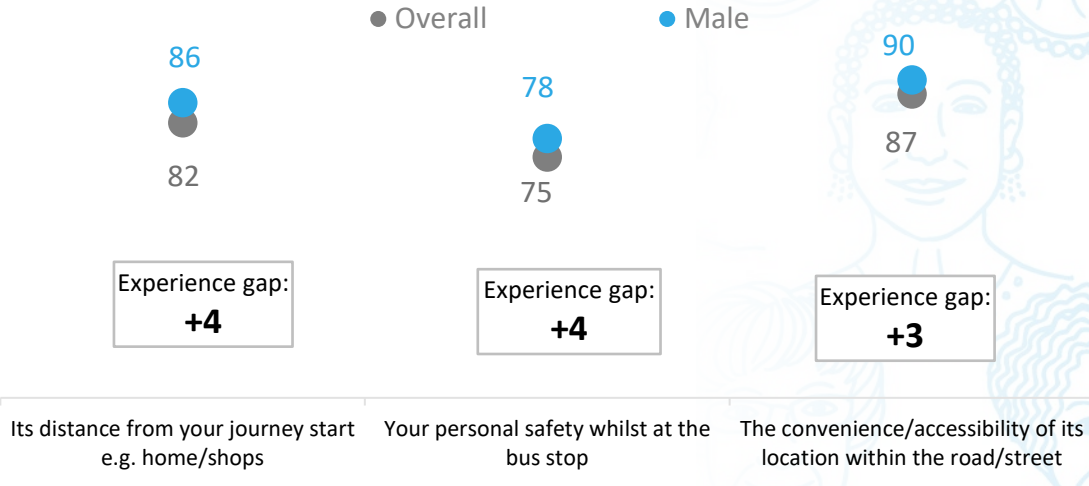
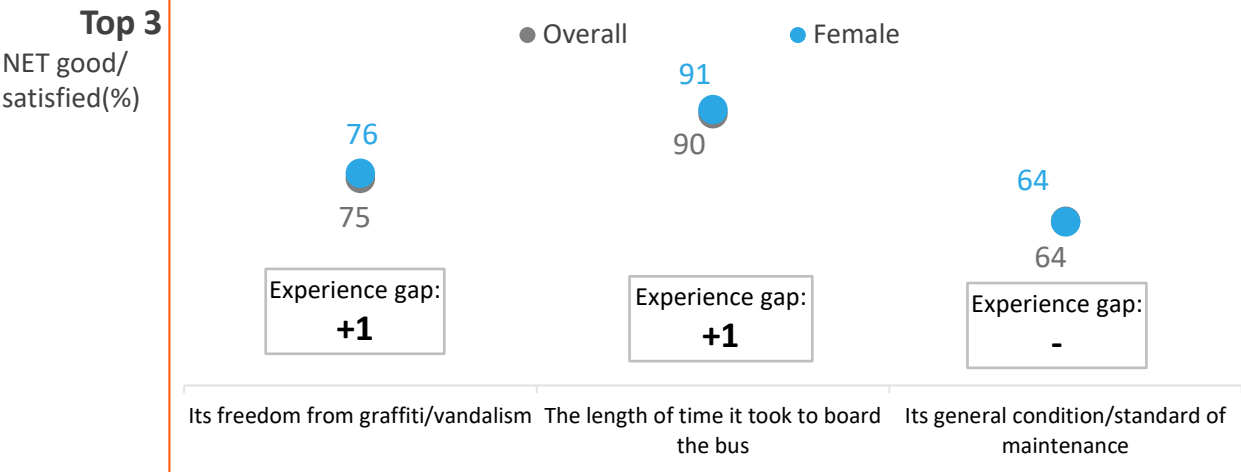
▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 59](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus stop experience gaps by gender (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Female and male passengers were similar overall on their experiences at the bus stop but with a slightly more pronounced difference in perceived safety.



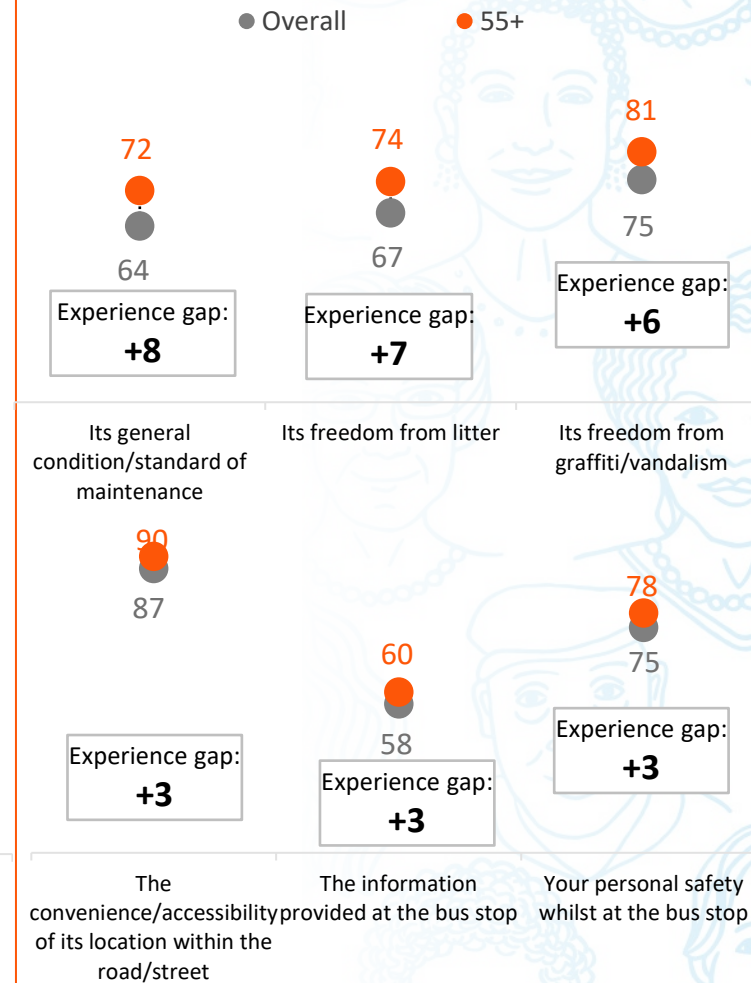
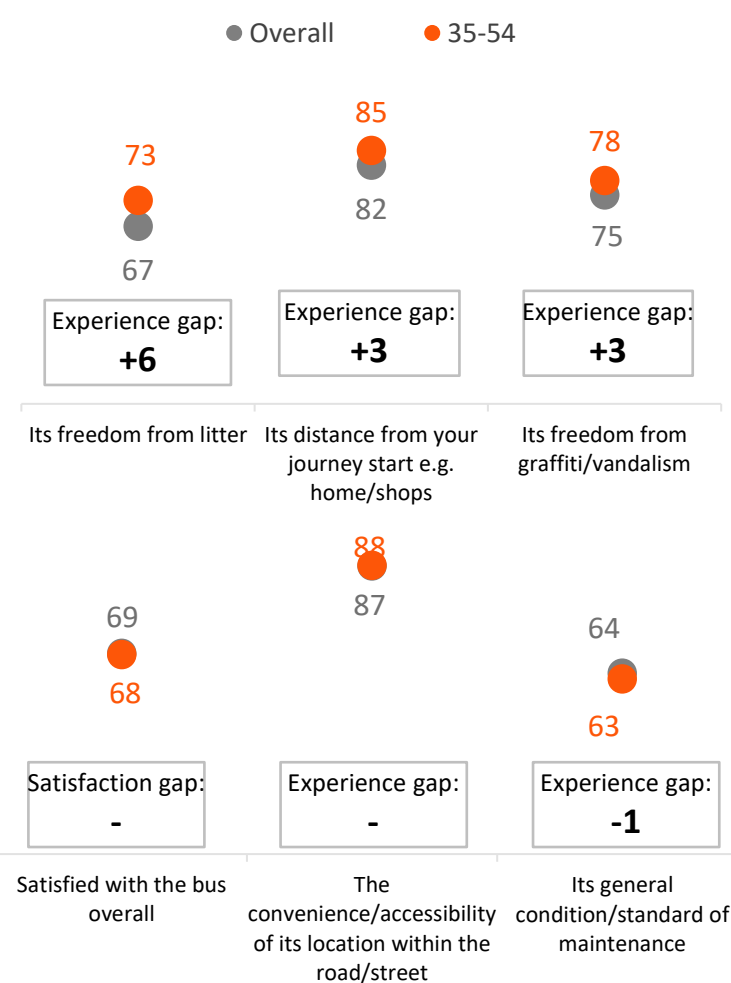
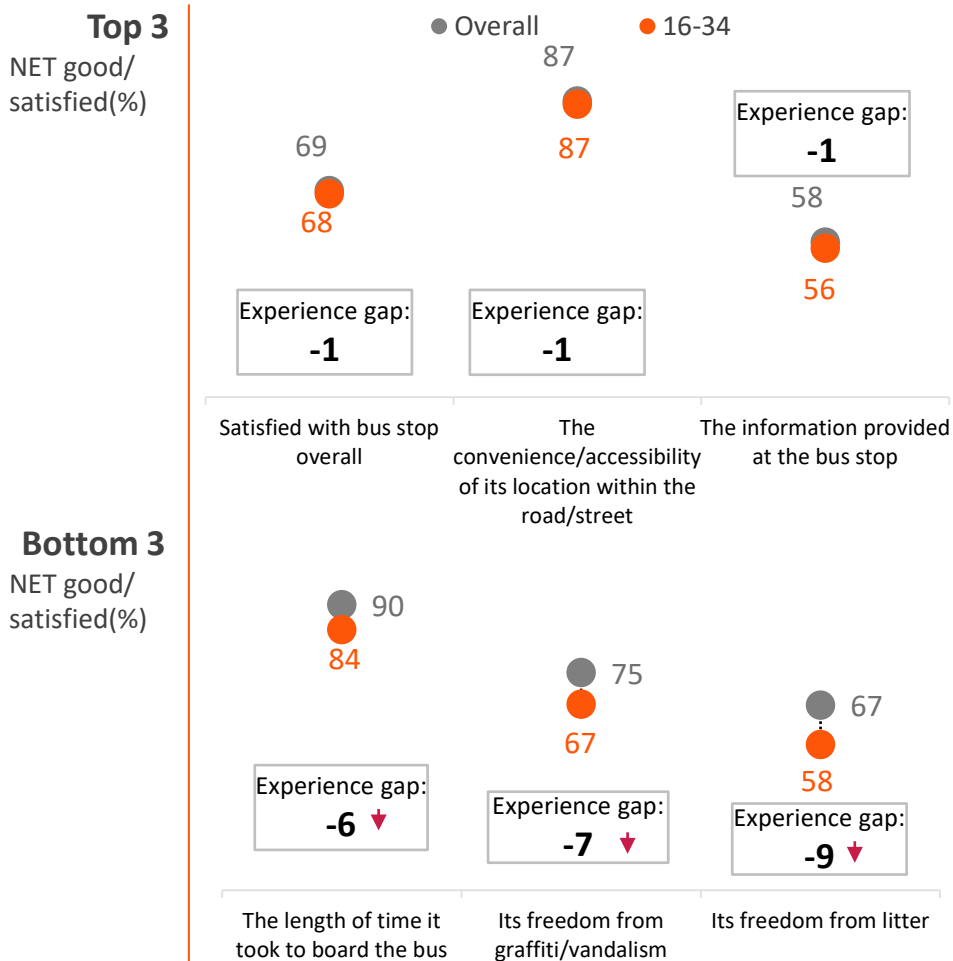
▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 59](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus stop experience gaps by age (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

The 55+ passengers rated all items higher than the younger passengers, with polarised views on the condition of the bus stop with relation to graffiti and litter (perhaps due to the higher presence of younger travellers in urban/busier areas).



▲ Refers to a positive significance ▼ Refers to a negative significance

For more information and base sizes go to [slide 60](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Passenger behaviour causing concern

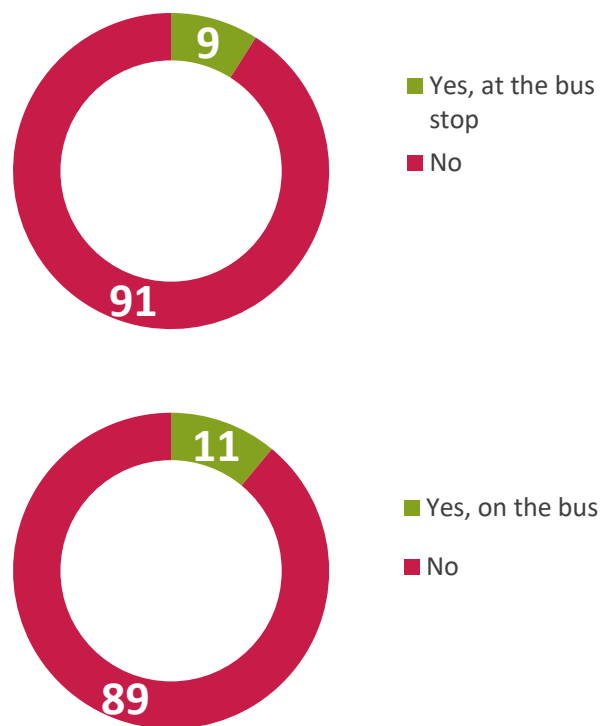
Around 1 in 10 passengers felt other passengers' behaviour caused them concern. COVID-related behaviours, such as not wearing face coverings and/or keeping a safe distances were the top 2 concerns for those who were concerned on the bus.



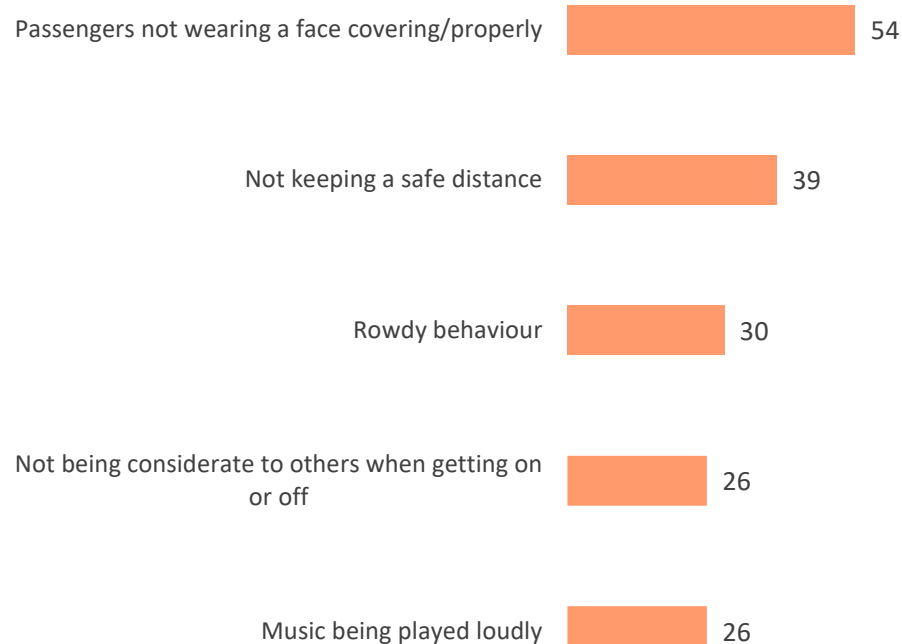
CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Overall – concern (%)



Top 5 concerns on the bus* (%)



B2_10. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey? Base n = 537 B2_11. Which of the following were reason(s) for this? On the bus n = 61 *Base was too low to show for at the bus stop (base n = 48)

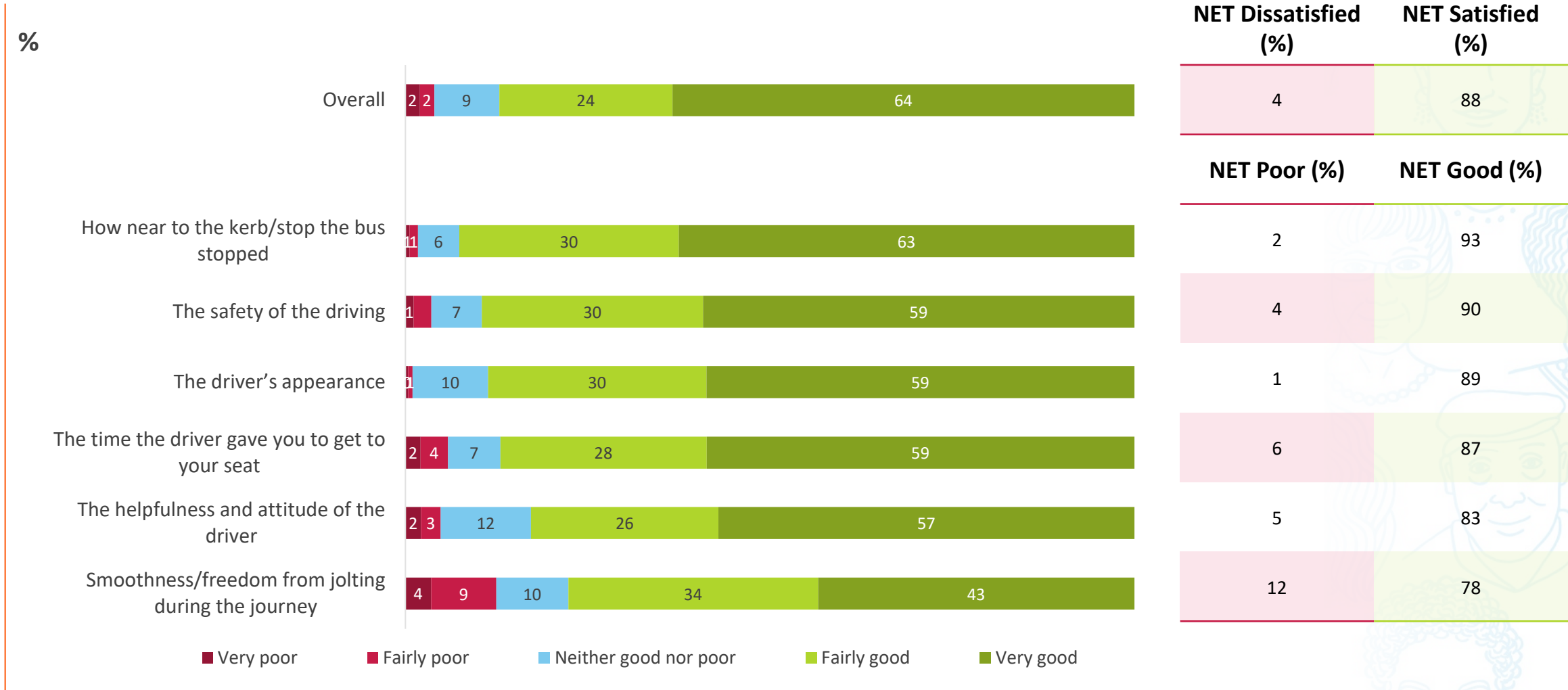
Journey experience: bus driver metrics



Experience with bus drivers

Generally bus passengers were very positive about the bus driver although smoothness/freedom from jolting during a journey had a less positive reaction – with around 1 in 8 rating this as poor.

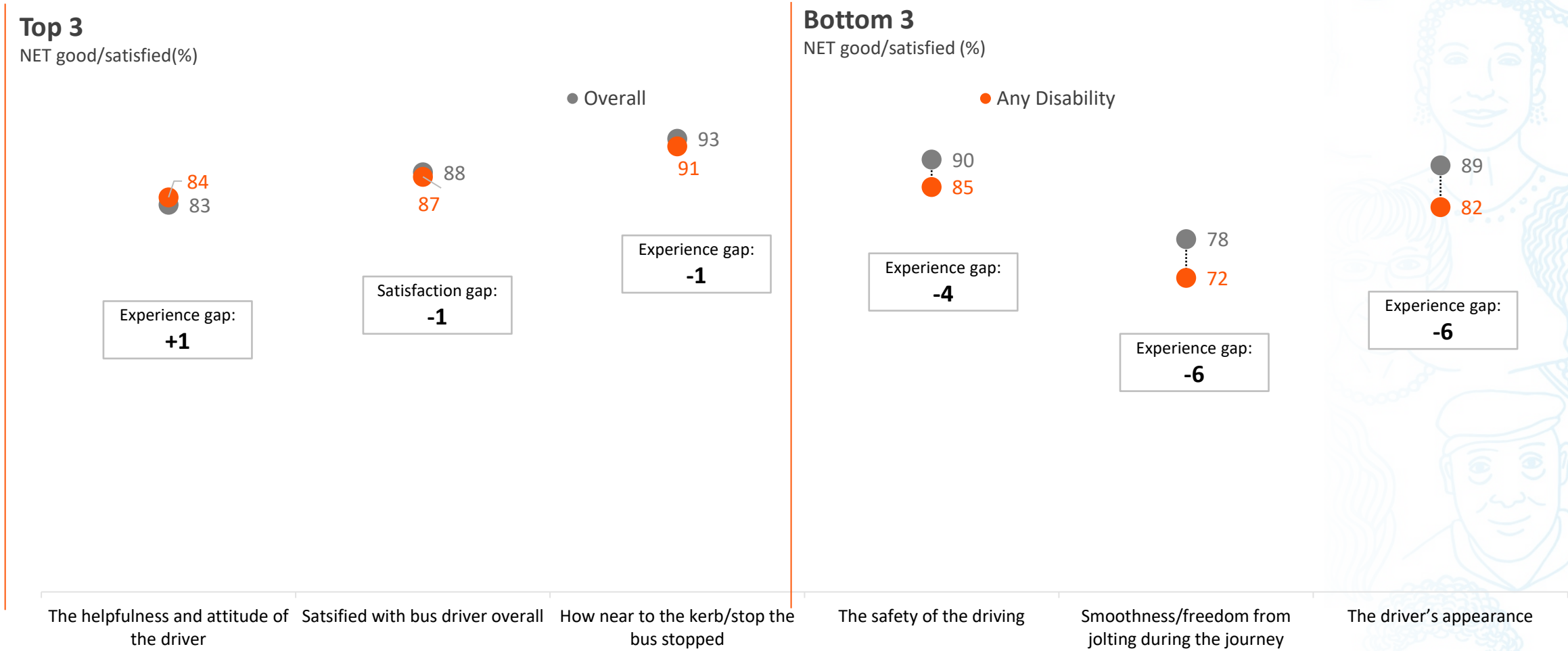
CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches



Bus driver experience gaps by disability (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Disabled passengers were generally less positive about their experience of the bus driver relative to passengers overall. They were less happy with the driving style – with lower ratings for the safety and smoothness of the driving.



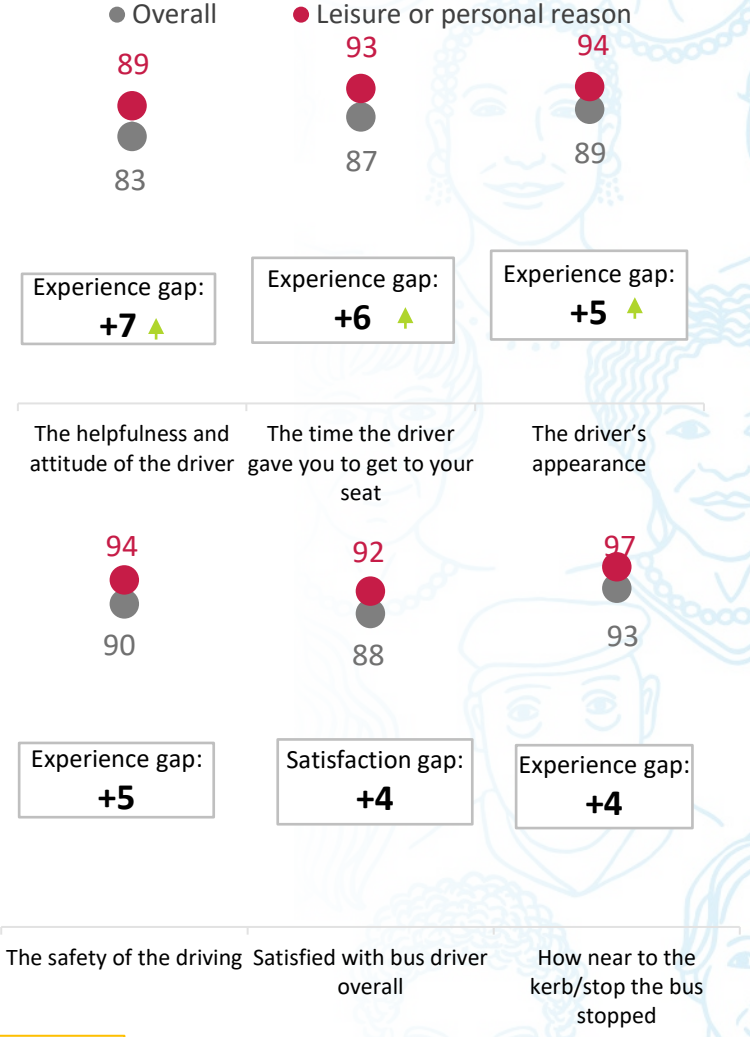
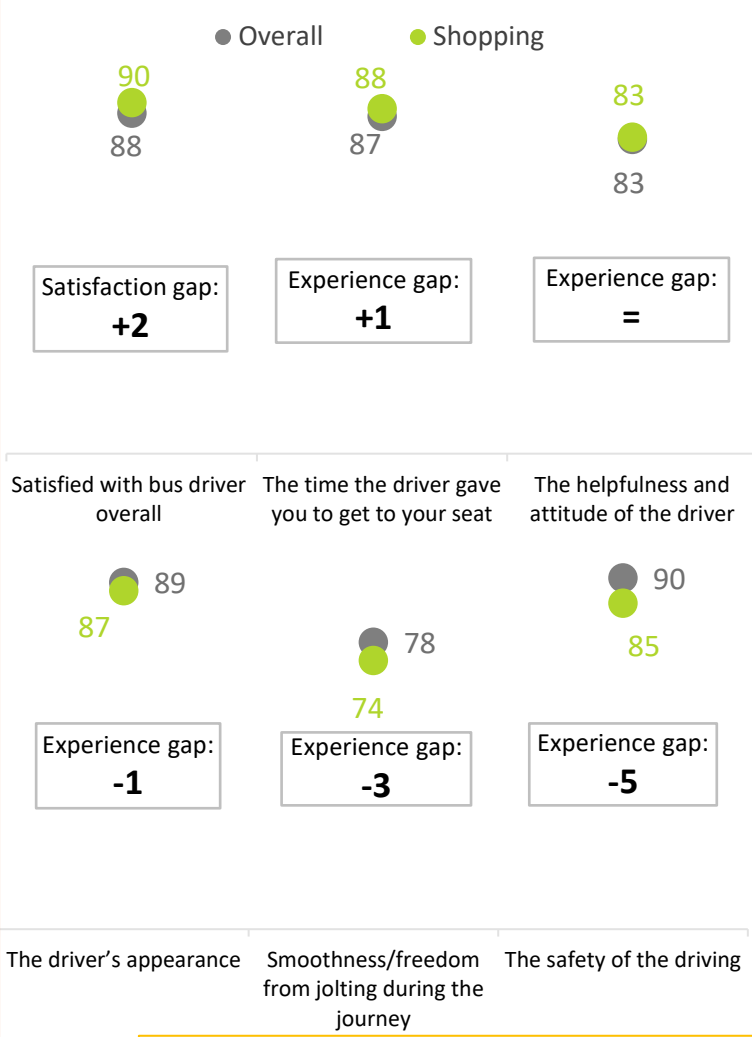
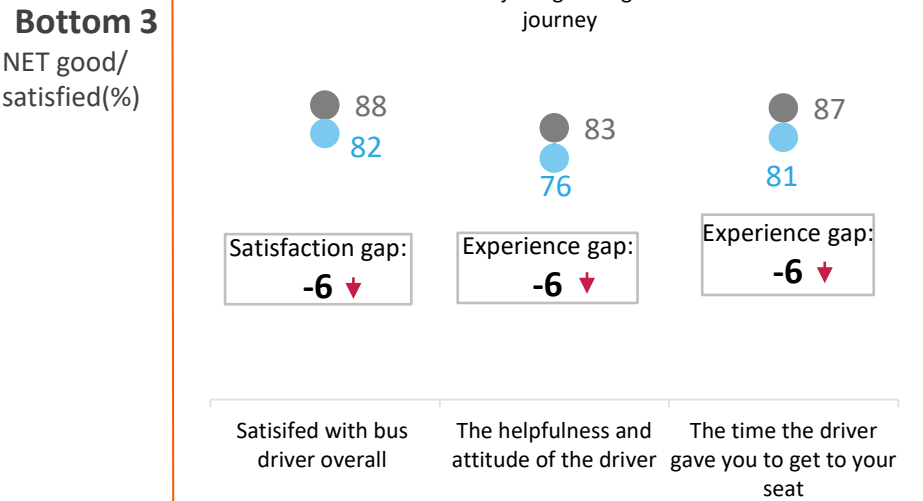
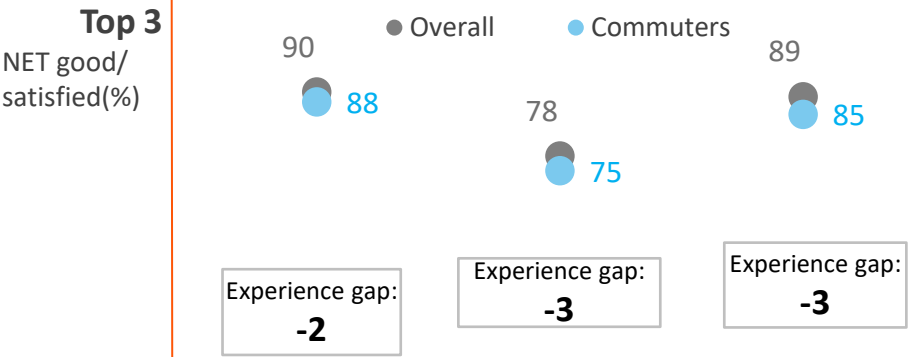
▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 61](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus driver experience gaps by journey purpose (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Leisure and shopping passengers were more satisfied with the bus driver overall. Commuters were significantly less satisfied with the driver overall and that the bus driver was helpful and provided enough time to get to their seat.



▲ Refers to a positive significance ▼ Refers to a negative significance

For more information and base sizes go to [slide 62](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus driver experience gaps by ticket type (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Those making paid-for journeys only rated the driver's appearance higher than the overall, while all other metrics were lower. For those making free journeys, proximity to the kerb and bus stop showed the biggest positive experience gap.



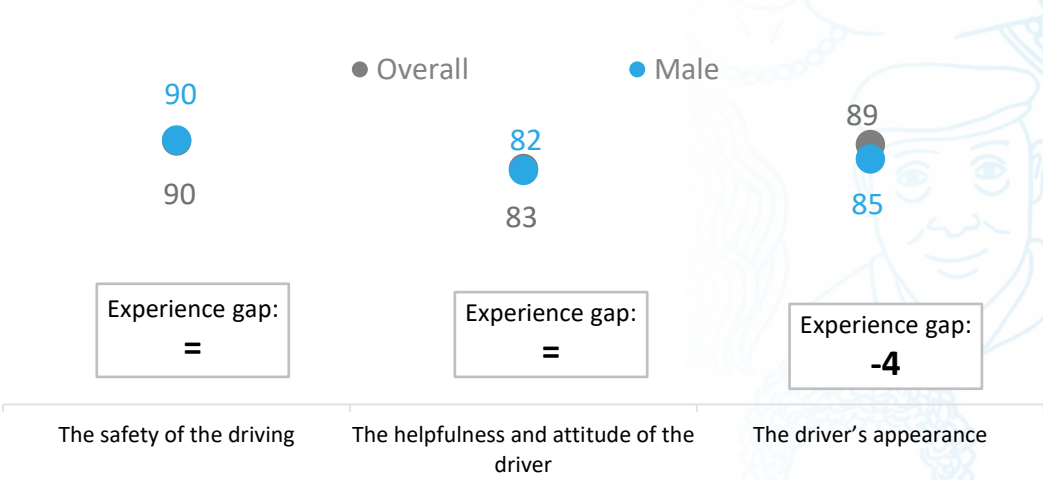
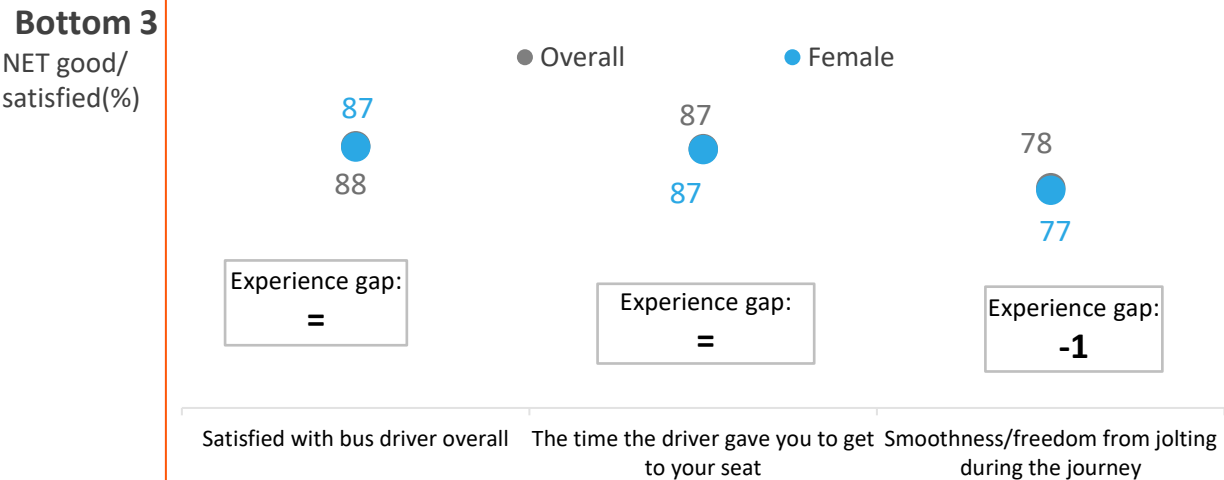
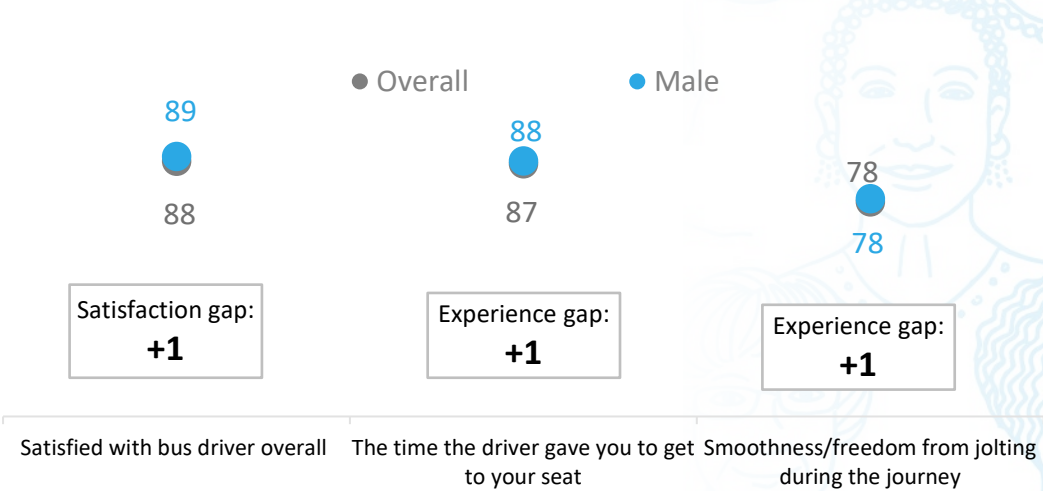
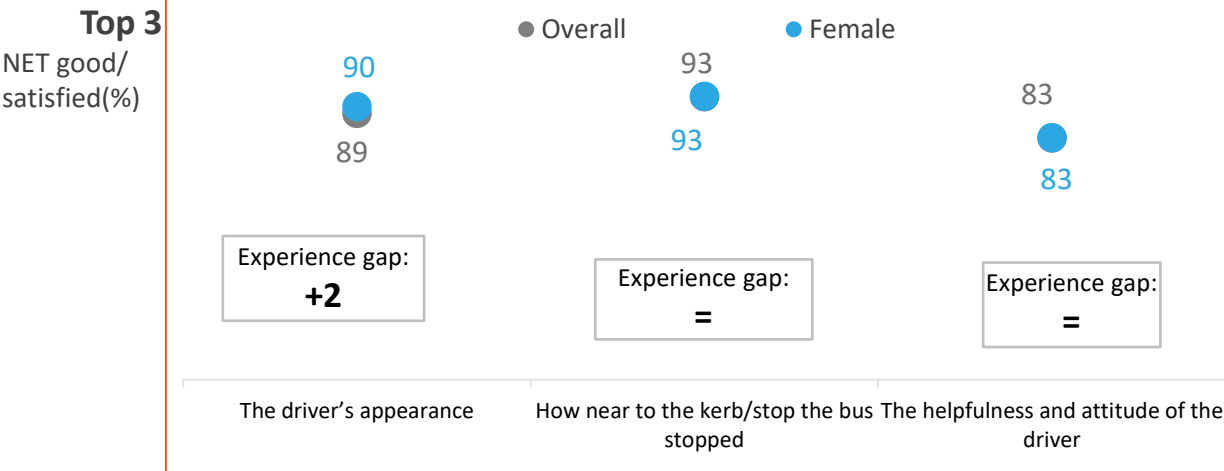
▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 63](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus driver experience gaps by gender (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Female and male passengers had similar levels of satisfaction on bus driver measures. The only distinct difference was on the driver's appearance to which female passengers provided a higher rating than male passengers.



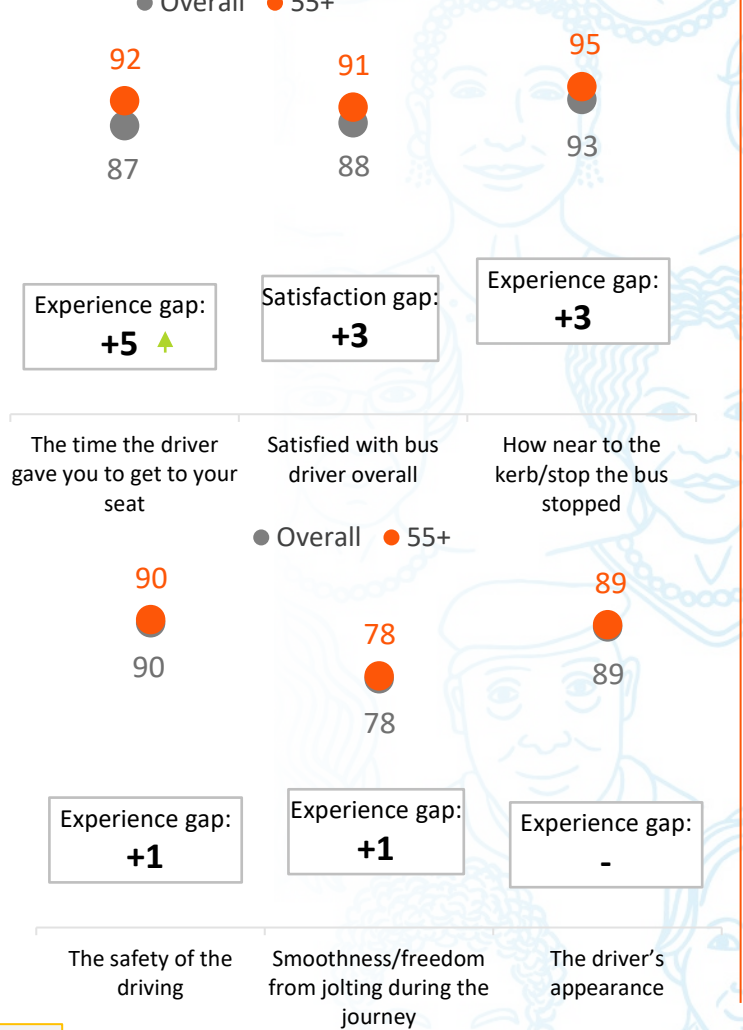
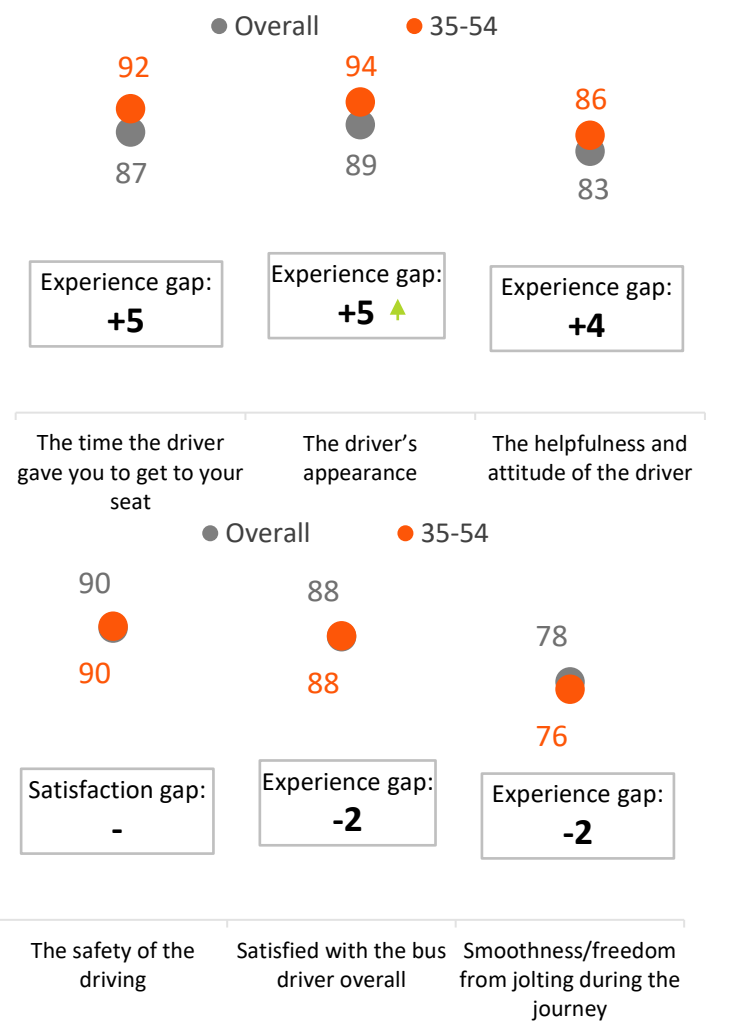
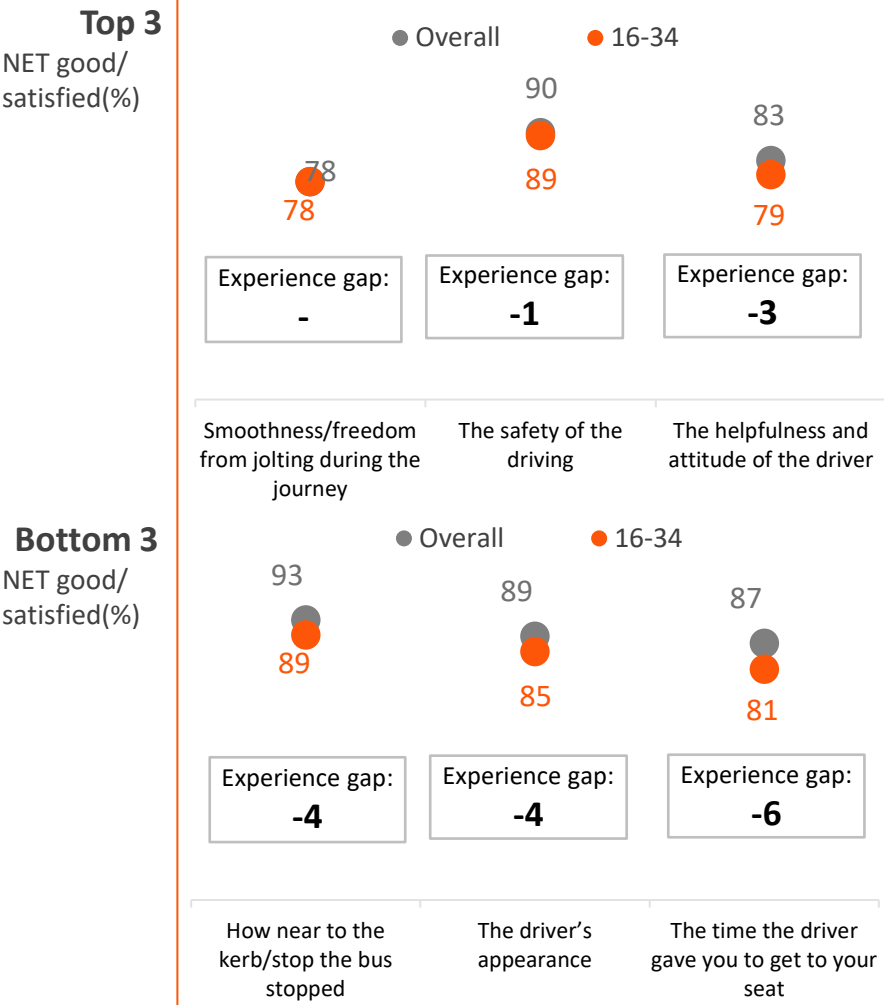
▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 63](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus driver experience gaps by age (Top 3/Bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

A key differentiator between the 16-34 year olds and the 35-55+ age groups were the time given to get to your seat – for the younger passengers this experience had the largest negative experience gap whereas the opposite is reflected in the 35-54 and 55+ age groups.



▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 64](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Qualitative context on their journey



Qual context – what was good, what was bad about the journey?

Generally, bus journeys were viewed positively with regards to the bus driver and less crowded buses. A number of pain points were discussed, with a focus on inconsistencies on wearing face coverings, as well as infrequent and delayed bus services.

What was good

- Friendly bus drivers
- Well-ventilated, not too over-crowded bus journeys

What was bad

- Infrequent or delayed bus services, particularly during busier time periods
- There were inconsistencies on wearing face-coverings on board the buses – not all passengers were wearing them

Key takeaway:

Passengers felt the journey was made a positive experience by the bus driver’s attitude and having buses that are well-ventilated and not too busy. On the other hand, passengers felt more could be done regarding face coverings and making sure that journey were on time, particularly during busier times as they were infrequent or delayed making journeys far longer.

“The outward and return buses were on time. In both directions we were in the minority of people who wore face masks. Most didn’t bother. On the outward journey we sat upstairs and it was a very unpleasant journey”

Commuter

“Was on time and not very busy. No masks worn by public which was quite off putting. No signs up asking for them to be worn either, all Social distancing signs removed”

Shopping

“I like the signs reminding people to wear masks and open windows. Staff friendly and bus regular and on time.”

Shopping

“Good - windows gave good ventilation. Bus not crowded. Traffic on Saturday made it difficult for driver - and a broken down coach en route caused delays.”

Leisure

“Good journey, bus on time, driver courteous. Most other passengers wearing face masks (as was I) which was reassuring, as this was my 1st time taking public transport in a while.”

Leisure

“Morning trip always on time. Evening return very hit and miss with some scheduled buses missing (supposed to be every 10 minutes) but often have to wait half an hour instead.”

Commuter



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Qual context – what could have been improved about your journey?

Bus passengers seek more services, more information on their bus travel and clearer rules on face coverings going forward.

Key areas for improvement

- More buses at busier times
- Ensuring there are enough staff for bus services to be working as normal
- More detailed information is needed on bus routes and particularly about delays
- Frequent, up-to-date information
- Clear rules on face coverings

Key takeaway:

Passengers' main grievances are based upon the need for more services at busier times, as well as ensuring that services can continue to run as normal when there are fewer drivers. There is a need for more information and frequent information on apps to make sure that passengers are up-to-date on the services and can make alternative arrangements if necessary. Lastly, with the rules on face coverings inconsistent across the England, passengers think clear rules need to be provided so passengers know if they should be wearing one or not.

"Extra bus on a morning"

Commuter

*"The busses actually running on time in line with the app!
Also more frequent busses on such a busy route making the
journey more condensed and more seating then available"*

Leisure

*"I think passengers need more detail information on where
buses have re-routed to, especially from their regular stops.
If there is delay show it up on the board."*

Leisure

*"Knowing that the bus will turn up because the
recent lack of drivers causes concern on if I
should walk to save time."*

Commuters

*"I often find they don't turn up or are extremely late.
Sometimes they don't leave the bus station because
they don't have drivers which leaves passengers
waiting up to 45 minutes for the next bus."*

Shopping

*"Whilst some people wore face masks other passengers did
not. I think there was some confusion."*

Shopping



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Attitudes towards the environment and public transport



Overall future bus usage and attitude statements



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Generally bus passengers agreed that people should be encouraged to use public transport more and drive less. Almost 3 in 4 passengers said they would use public transport more if it was improved in their area.

Attitudes towards the environment and public transport



Appendix

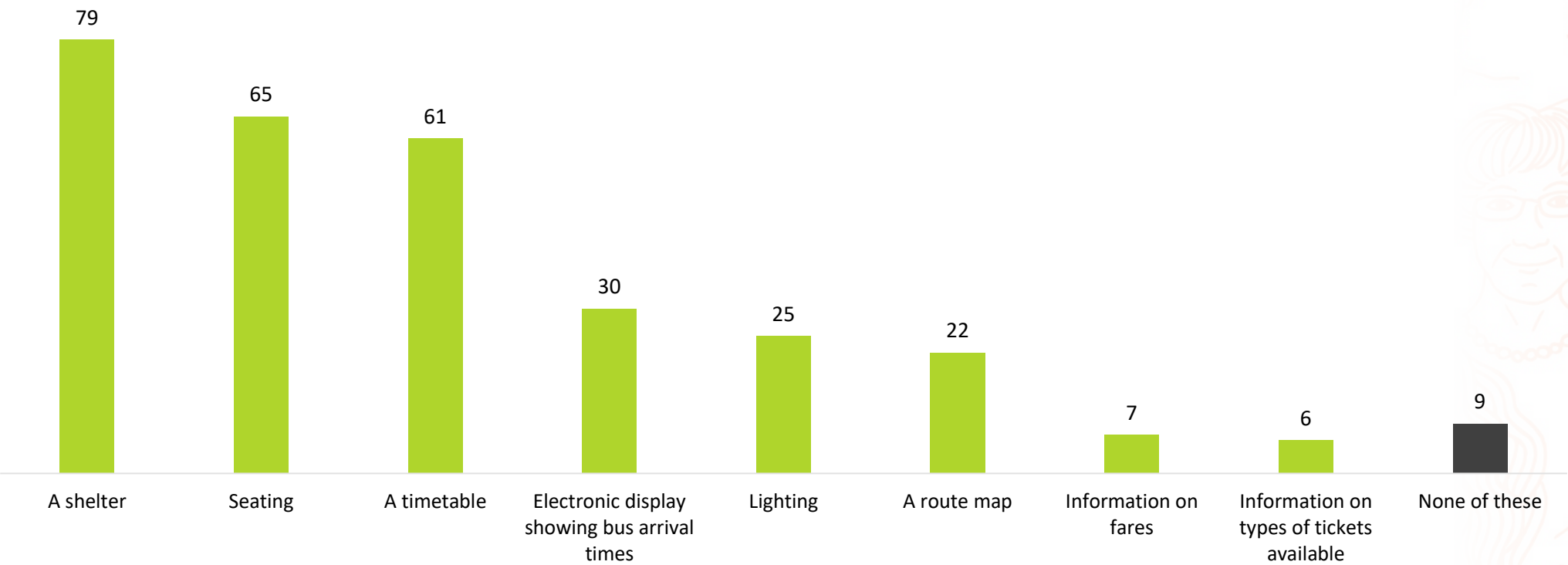


Items provided at the bus stop

A shelter, seating and a timetable were the items most often found at bus stops.

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Items provided at the bus stop (%)

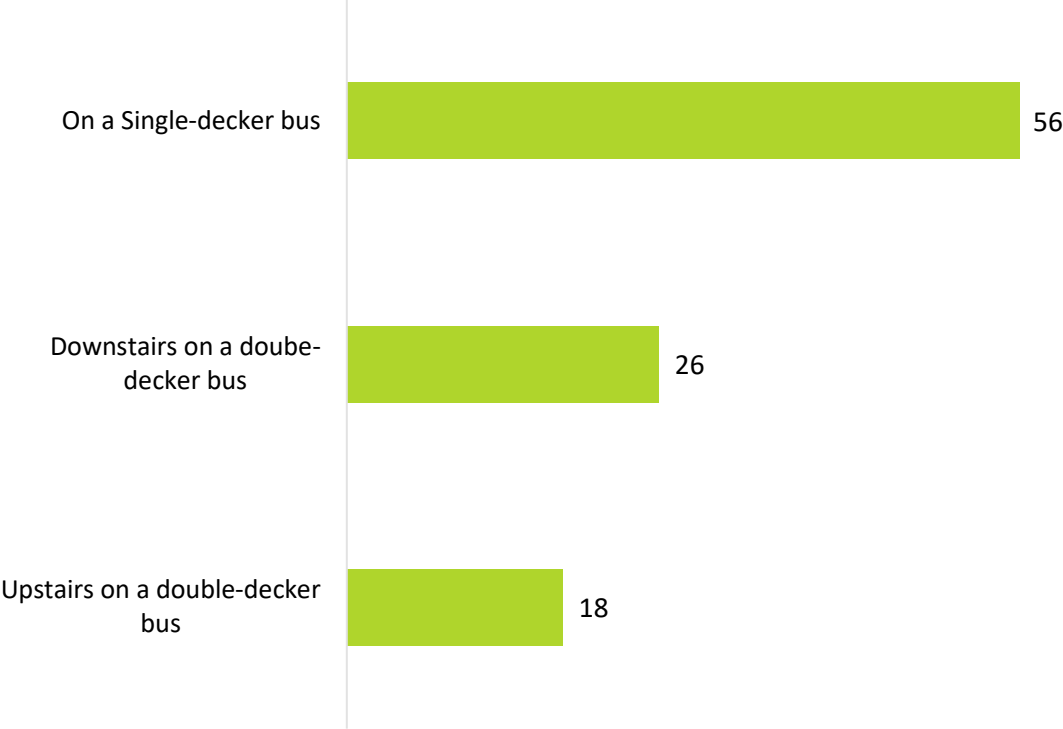


What type of bus did they travel on?

The majority of people travelled on a single-decker bus.

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus type %



Key experience and satisfaction metrics by disability



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

B1_12. How would you rate each of the following at the bus stop where you started your journey?

B1_17_1: How satisfied were you with what the bus company did to help passengers travel safely?

B1_17_2. How satisfied were you with the following...?

B2_14: How satisfied were you with the length of time your journey on the bus took?

	Overall			Yes - disability	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
The length of time you had to wait for the bus	69	871		68	155
The punctuality of the bus (arriving on time)	71	855		70	150
The value for money for your journey	61	531		67	72
How satisfied were you with what the bus company did to help passengers travel safely?	75	537		75	96
How satisfied were you with the length of time your journey on the bus took?	81	536		80	96

Key experience and satisfaction metrics by journey purpose



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

B1_12. How would you rate each of the following at the bus stop where you started your journey?

B1_17_1: How satisfied were you with what the bus company did to help passengers travel safely?

B1_17_2. How satisfied were you with the following...?

B2_14: How satisfied were you with the length of time your journey on the bus took?

	Overall			Commuter		For shopping		Other leisure or personal reasons	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
The length of time you had to wait for the bus	69	871		60	312	77	216	72	325
The punctuality of the bus (arriving on time)	71	855		61	309	77	209	78	320
The value for money for your journey	61	531		54	254	68	85	65	184
How satisfied were you with what the bus company did to help passengers travel safely?	75	537		69	219	76	113	80	194
How satisfied were you with the length of time your journey on the bus took?	81	536		72	219	88	113	87	193

Key experience and satisfaction metrics by ticket type and gender

B1_12. How would you rate each of the following at the bus stop where you started your journey?

B1_17_1: How satisfied were you with what the bus company did to help passengers travel safely?

B1_17_2. How satisfied were you with the following...?

B2_14: How satisfied were you with the length of time your journey on the bus took?



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

	Overall		Free journey		Paid for ticket		Female		Male	
	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
The length of time you had to wait for the bus	69	871	75	296	64	532	70	576	67	267
The punctuality of the bus (arriving on time)	71	855	77	288	68	525	73	263	70	263
The value for money for your journey	61	531	N/A	N/A	61	531	62	352	58	159
How satisfied were you with what the bus company did to help passengers travel safely?	75	537	77	151	73	360	75	365	75	158
How satisfied were you with the length of time your journey on the bus took?	81	536	85	150	78	360	82	365	79	157

Key experience and satisfaction metrics by age



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

B1_12. How would you rate each of the following at the bus stop where you started your journey?

B1_17_1: How satisfied were you with what the bus company did to help passengers travel safely?

B1_17_2. How satisfied were you with the following...?

B2_14: How satisfied were you with the length of time your journey on the bus took?

	Overall			Age 16-34		Age 35-54		Age 55+	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
The length of time you had to wait for the bus	69	871		64	281	72	182	75	339
The punctuality of the bus (arriving on time)	71	855		67	279	74	180	76	328
The value for money for your journey	61	531		52	229	66	151	78	108
How satisfied were you with what the bus company did to help passengers travel safely?	75	537		76	197	78	129	75	175
How satisfied were you with the length of time your journey on the bus took?	81	536		74	197	84	129	89	174

Experience on board the bus by disability



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

B1 Thinking about whilst you were on the bus, please indicate how you would rate the following...?

B2_8. Thinking about whilst you were on the bus, how would you rate the following...?

	Overall			Yes - disability	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
The cleanliness and condition of the inside of the bus	79	874		78	124
The availability of seating or space to stand	88	970		89	124
Sufficient ventilation on board the bus	79	865		84	125
Provision of grab rails to stand/move	89	520		92	90
The temperature inside the bus	73	537		72	96
Your personal security whilst on the bus	84	534		80	95
The information provided inside the bus	58	498		55	88
The comfort of the seats	76	535		80	94

Experience on board the bus by journey purpose

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

B1 Thinking about whilst you were on the bus, please indicate how you would rate the following...?

B2_8. Thinking about whilst you were on the bus, how would you rate the following...?

	Overall			Commuter		For shopping		Other leisure or personal reasons	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
The cleanliness and condition of the inside of the bus	79	874		73	310	82	221	82	325
The availability of seating or space to stand	88	970		80	310	91	218	94	325
Sufficient ventilation on board the bus	79	865		68	308	87	217	84	323
Provision of grab rails to stand/move	89	520		85	212	87	110	95	187
The temperature inside the bus	73	537		66	219	73	113	79	194
Your personal security whilst on the bus	84	534		80	218	87	113	86	192
The information provided inside the bus	58	498		55	205	63	104	58	179
The comfort of the seats	76	535		74	219	75	111	80	194

Experience on board the bus by ticket type and gender



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

B1 Thinking about whilst you were on the bus, please indicate how you would rate the following...?

B2_8. Thinking about whilst you were on the bus, how would you rate the following...?

	Overall			Free journey		Paid for ticket		Female		Male	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
The cleanliness and condition of the inside of the bus	79	874		83	301	76	531	80	578	78	270
The availability of seating or space to stand	88	970		91	299	87	529	88	574	91	268
Sufficient ventilation on board the bus	79	865		88	298	74	525	81	569	77	268
Provision of grab rails to stand/move	89	520		92	146	88	349	90	355	91	152
The temperature inside the bus	73	537		75	151	71	360	73	158	71	158
Your personal security whilst on the bus	84	534		83	150	84	358	85	157	83	157
The information provided inside the bus	58	498		59	135	56	340	60	144	55	144
The comfort of the seats	76	535		82	150	74	360	78	158	73	158

Experience on board the bus by age



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

B1 Thinking about whilst you were on the bus, please indicate how you would rate the following...?

B2_8. Thinking about whilst you were on the bus, how would you rate the following...?

	Overall			Age 16-34		Age 35-54		Age 55+	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
The cleanliness and condition of the inside of the bus	79	874		72	281	79	182	85	343
The availability of seating or space to stand	88	970		84	280	90	182	93	339
Sufficient ventilation on board the bus	79	865		73	278	74	182	90	336
Provision of grab rails to stand/move	89	520		87	189	91	128	92	170
The temperature inside the bus	73	537		68	197	71	129	82	175
Your personal security whilst on the bus	84	534		81	197	90	127	86	174
The information provided inside the bus	58	498		54	186	62	123	58	156
The comfort of the seats	76	535		71	197	78	128	81	174

Bus stop experience by disability



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

B1_11: Overall, how satisfied were you with the bus stop? B2_8. Thinking about whilst you were on the bus, how would you rate the following...?

B2_7. Thinking about when the bus arrived, how would you rate the following...?

B2_2. Thinking about the bus stop itself, how would you rate the following...?

	Overall			Yes - disability	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Overall, how satisfied were you with the bus stop?	69	534		67	96
The ease of getting onto the bus	93	536		93	95
The length of time it took to board the bus	90	537		91	96
Its distance from your journey start e.g. home/shops	82	531		80	94
The convenience/accessibility of its location within the road/street	87	535		86	95
Its general condition/standard of maintenance	64	531		69	94
Its freedom from graffiti/vandalism	75	530		73	94
Its freedom from litter	67	532		69	94
The information provided at the bus stop	58	525		52	95
Your personal safety whilst at the bus stop	75	534		74	95

Bus stop experience by journey purpose

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

B1_11: Overall, how satisfied were you with the bus stop? B2_8. Thinking about whilst you were on the bus, how would you rate the following...?

B2_7. Thinking about when the bus arrived, how would you rate the following...?

B2_2. Thinking about the bus stop itself, how would you rate the following...?

	Overall			Commuter		For shopping		Other leisure or personal reasons	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
Overall, how satisfied were you with the bus stop?	69	534		61	218	67	113	77	192
The ease of getting onto the bus	93	536		89	219	90	113	97	193
The length of time it took to board the bus	90	537		84	219	92	113	95	194
Its distance from your journey start e.g. home/shops	82	531		77	218	86	112	84	190
The convenience/accessibility of its location within the road/street	87	535		87	219	83	112	90	193
Its general condition/standard of maintenance	64	531		56	218	61	112	74	190
Its freedom from graffiti/vandalism	75	530		71	217	69	111	82	191
Its freedom from litter	67	532		59	217	71	112	74	192
The information provided at the bus stop	58	525		48	214	60	111	67	189
Your personal safety whilst at the bus stop	75	534		66	217	78	113	80	193

**CAUTION:**

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Bus stop experience by ticket type and gender

B1_11: Overall, how satisfied were you with the bus stop? B2_8. Thinking about whilst you were on the bus, how would you rate the following...?

B2_7. Thinking about when the bus arrived, how would you rate the following...?

B2_2. Thinking about the bus stop itself, how would you rate the following...?

	Overall			Free journey		Paid for ticket		Female		Male	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
Overall, how satisfied were you with the bus stop?	69	534		72	150	66	358	68	363	69	157
The ease of getting onto the bus	93	536		95	150	91	360	92	365	94	157
The length of time it took to board the bus	90	537		94	151	88	360	91	365	88	158
Its distance from your journey start e.g. home/shops	82	531		85	149	80	356	80	363	86	154
The convenience/accessibility of its location within the road/street	87	535		90	149	86	360	87	365	90	156
Its general condition/standard of maintenance	64	531		67	148	62	357	64	362	65	155
Its freedom from graffiti/vandalism	75	530		77	145	74	359	76	362	72	154
Its freedom from litter	67	532		73	149	65	357	66	363	68	155
The information provided at the bus stop	58	525		62	145	55	354	57	361	59	150
Your personal safety whilst at the bus stop	75	534		79	151	72	357	72	363	78	157

Bus stop experience by age

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

B1_11: Overall, how satisfied were you with the bus stop? B2_8. Thinking about whilst you were on the bus, how would you rate the following...?


B2_7. Thinking about when the bus arrived, how would you rate the following...?

B2_2. Thinking about the bus stop itself, how would you rate the following...?

	Overall		Age 16-34		Age 35-54		Age 55+	
	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
Overall, how satisfied were you with the bus stop?	69	534	68	196	68	129	72	174
The ease of getting onto the bus	93	536	88	197	94	129	98	174
The length of time it took to board the bus	90	537	84	197	92	129	95	175
Its distance from your journey start e.g. home/shops	82	531	78	197	85	127	85	172
The convenience/accessibility of its location within the road/street	87	535	87	197	88	129	90	173
Its general condition/standard of maintenance	64	531	59	197	63	127	72	172
Its freedom from graffiti/vandalism	75	530	67	196	78	127	81	171
Its freedom from litter	67	532	58	196	73	127	74	174
The information provided at the bus stop	58	525	56	195	61	125	60	169
Your personal safety whilst at the bus stop	75	534	73	197	76	127	78	175

Experience with bus drivers by disability

B1_14: How satisfied were you with the driver of the bus?
B2_19. Thinking about the driver, how would you rate the following...?

 **CAUTION:**
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

	Overall			Yes - disability	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Satisfaction with the bus driver	88	872		87	153
How near to the kerb/stop the bus stopped	93	528		91	94
The driver’s appearance	89	511		82	91
The helpfulness and attitude of the driver	83	517		84	93
The time the driver gave you to get to your seat	87	530		84	94
Smoothness/freedom from jolting during the journey	78	537		72	96
The safety of the driving	90	534		85	96

Experience with bus drivers by journey purpose

B1_14: How satisfied were you with the driver of the bus?

B2_19: Thinking about the driver, how would you rate the following...?



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

	Overall			Commuter		For shopping		Other leisure or personal reasons	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
Satisfaction with the bus driver	88	872		82	309	90	220	92	326
How near to the kerb/stop the bus stopped	93	528		89	212	91	113	97	192
The driver's appearance	89	511		85	205	87	109	94	187
The helpfulness and attitude of the driver	83	517		76	211	83	107	89	189
The time the driver gave you to get to your seat	87	530		81	218	88	112	93	190
Smoothness/freedom from jolting during the journey	78	537		75	219	74	113	82	194
The safety of the driving	90	534		88	219	85	112	94	192

**CAUTION:**

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Experience with bus drivers by ticket type and gender

B1_14: How satisfied were you with the driver of the bus?

B2_19: Thinking about the driver, how would you rate the following...?

	Overall			Free journey		Paid for ticket		Female		Male	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
Satisfaction with the bus driver	88	872		90	300	86	529	87	575	89	269
How near to the kerb/stop the bus stopped	93	528		96	148	91	354	93	357	93	157
The driver's appearance	89	511		85	141	90	345	90	350	85	148
The helpfulness and attitude of the driver	83	517		85	145	81	348	83	350	82	153
The time the driver gave you to get to your seat	87	530		89	146	86	358	87	362	88	155
Smoothness/freedom from jolting during the journey	78	537		79	151	76	360	77	365	78	158
The safety of the driving	90	534		91	149	89	359	90	364	90	157

Experience with bus drivers by age

B1_14: How satisfied were you with the driver of the bus?

B2_19. Thinking about the driver, how would you rate the following...?



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

	Overall		Age 16-34		Age 35-54		Age 55+	
	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
Satisfaction with the bus driver	69	534	85	279	88	180	91	344
How near to the kerb/stop the bus stopped	93	536	89	191	95	128	95	173
The driver's appearance	90	537	85	186	94	126	89	165
The helpfulness and attitude of the driver	82	531	79	189	86	124	85	168
The time the driver gave you to get to your seat	87	535	81	197	92	128	92	170
Smoothness/freedom from jolting during the journey	64	531	78	197	76	129	78	175
The safety of the driving	75	530	89	197	90	129	90	173

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Quality standards and other details (*quant projects*)

BVA BDRC is certified to ISO 20252 and 27001, the recognised international quality standards for market research and information security, thus the project has been carried out in accordance with these standards.

- Adherence to the standard is independently audited once per year.
- Where subcontractors are used by BVA BDRC, they are assessed to ensure any outsourced parts of the research are conducted in adherence to ISO 20252 and 27001.

Full methodological details relevant to the project, are available upon request.