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Your Bus Journey – Refining Survey approach

Report of results – Bournemouth, Christchurch & Poole

June 2022

Contents

26201/Your Bus Journey/Report/Restricted

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Background

The Bus Passenger Survey (BPS) has measured passengers' experience with bus 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 significant work to explore and test possible future methodologies for bus passenger surveys, and as a result, conducted this research to further refine future approaches and determine the volume of responses that can be achieved in different scenarios.

This project has used this opportunity

- **to review and help evolve the way in which passenger experience is measured**

- **to identify what response rates and completion rates can be expected in different scenarios**

- **to take advantage of new technologies and the efficiencies they could provide to future passenger experience measurement**

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Overview of what we did

Sampling
How we started

Locations

- Three locations were chosen – Bournemouth, Christchurch and Poole, Greater Manchester and Devon

Approach

- Intercept recruitment by interviewers at individual bus stops, using a tablet to administer a screener / recruitment script
- Respondents were only approached when waiting to board a bus, except for specifically targeted disembarking shifts where only those disembarking from buses were approached
- Some shifts were completed on board, on randomly selected routes, to compare response rates to the former BPS surveys.
- Respondents were asked whether they were happy to complete the survey online:
  - by scanning a QR code
  - being sent an email or SMS with a survey link
  - taking down short online link or
  - taking a paper QR code/short link leaflet
- Those not happy to complete the survey online were offered a paper questionnaire instead

Eligibility and questionnaire

- Respondents about to take a bus, or have just made a bus journey
- Respondents completed a short version of the questionnaire, and (for online surveys) were then given the option in the survey to continue with a longer questionnaire.
- Two versions of the longer survey were offered, with 50% randomly assigned to complete each.

Sampling development
How the approach changed

During fieldwork, it became obvious that the at bus stop sampling was not producing a good response. To counteract this, some steps were taken to change the approach during fieldwork to try to boost the response rate.

- Recruiting both embarking and disembarking passengers at individual stops – this did not have a significant enough impact on the number of recruits, so was abandoned

- Interviewing at 'clusters' of bus stops (places where there were at least 4 bus stops within 200 metres of each other) and interviewing both embarking and disembarking passengers, allowing interviewers to walk around to whichever stops were busy

- Transferring some 'at stop' shifts to 'on bus'.

The findings from our methodology experiment, what we have learnt about it and our future plans are covered in a separate report.

This report

Results in this report are shown for all responses to the survey, regardless of which test sampling cell they were derived from. Data has not been weighted in any way. Fieldwork: 04 – 27 March 2022.

The data in this report does not come from a truly representative sample, since the primary objective of this research was to test the methodology.

Results in this report have been shown by the following key demographics:

- Age
- Gender
- Daypart (Peak: Weekdays 06:00-08:59 and 16:30-18:59, Offpeak: weekdays before 06:00, 09:00 – 16:29, or after 18:59, Weekends)
- Journey Purpose (commute, personal, shopping)
- Ticket type (fare payer/ free pass holder)
- Disabled/non-disabled

Questionnaire

All respondents completed the 'short' core questionnaire. Respondents taking part on line were then offered the option of completing more questions if they were happy to, and were assigned to complete either the 'long' questionnaire (a further 14 questions based on those asked in previous research) or the 'BPS' questionnaire (a further 30 questions based on questions asked on the Bus Passenger Survey in 2019).

Some of these questions were the same in both versions of the questionnaire – where that is the case, responses have been combined.

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Demographics

Age of respondent

■ 16-24 years   ■ 25-59 years
■ 60+   ■ Prefer not to say

	Total	Answered 'short survey' only	Answered more detailed questions
Prefer not to say	10%	12%	7%
60+	32%	38%	20%
25-59 years	40%	34%	53%
16-24 years	17%	16%	19%
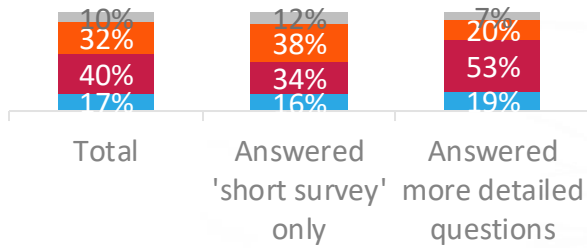
Gender of respondent

■ Prefer not to say
■ Prefer to self describe
■ Male
■ Female

	Total	Answered 'short survey' only	Answered more detailed questions
Male	36%	35%	39%
Female	60%	61%	58%
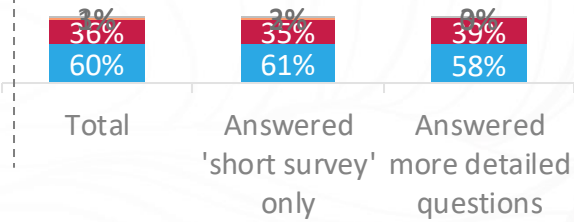
Disability

■ Disability   ■ No disability
■ Prefer not to say

	Total	Answered 'short survey' only	Answered more detailed questions
Prefer not to say	24%	27%	18%
No disability	29%	25%	38%
Disability	47%	48%	44%
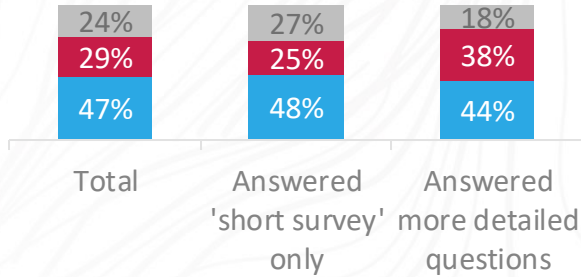
Ethnicity

■ White   ■ BAME   ■ Prefer not to say
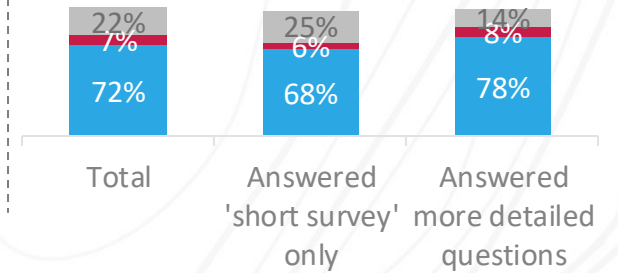
	Total	Answered 'short survey' only	Answered more detailed questions
Prefer not to say	22%	25%	14%
BAME	7%	6%	8%
White	72%	68%	78%

Day part

■ Peak   ■ Weekday offpeak   ■ Weekend

	Total	Answered 'short survey' only	Answered more detailed questions
Weekend	20%	18%	23%
Weekday offpeak	58%	59%	57%
Peak	22%	22%	20%

Journey purpose

■ Commute   ■ Personal   ■ Shopping   ■ Other

	Total	Answered 'short survey' only	Answered more detailed questions
Other	7%	9%	5%
Shopping	24%	29%	13%
Personal	29%	28%	32%
Commute	40%	35%	50%
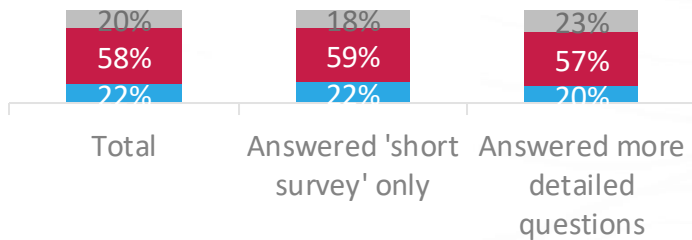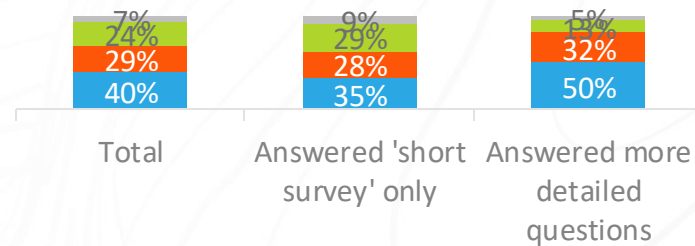
Ticket type

■ Fare Payer   ■ Non fare payer   ■ Don't know

	Total	Answered 'short survey' only	Answered more detailed questions
Don't know	7%	6%	6%
Non fare payer	36%	42%	26%
Fare Payer	57%	52%	68%
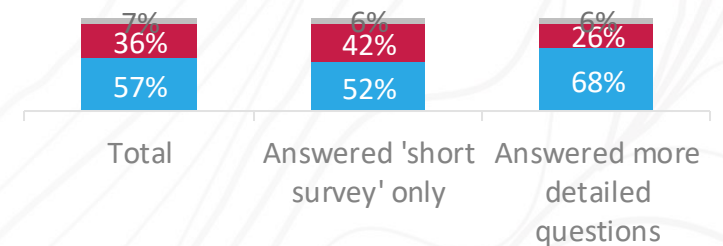
Bournemouth, Christchurch & Poole YBJ results Total=461 Short survey: 320 Long survey: 141
Note: The longer version of the survey was only available online, which may have impacted on the demographic profile differences

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Bournemouth, Christchurch & Poole- Overview

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Overall satisfaction with the journey and value for money

How satisfied were you with the following?

NET
'Satisfied'

89%

51%

- 🟩 Very satisfied
- 🟩 Fairly satisfied
- 🟧 Neither satisfied nor dissatisfied
- 🟥 Fairly dissatisfied
- 🟥 Very dissatisfied

56%

33%

6%

3%

23%

28%

24%

16%

8%

Overall satisfaction with bus journey (n=456)

Value for money (n=260)

Bournemouth, Christchurch & Poole YBJ results

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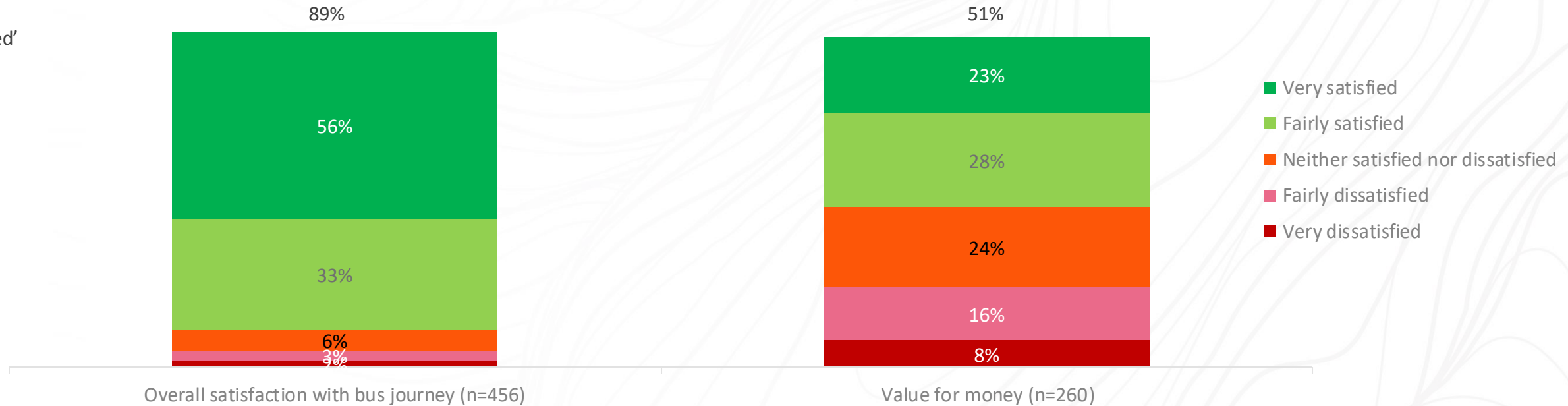
Ratings of bus wait

How would you rate each of the following at the bus stop where you caught the bus?

NET 'Good'

76%

81%

Very good

45%

52%

Fairly good

31%

29%

Neither good nor poor

12%

7%

Fairly poor

6%

5%

Very poor

5%

6%

Length of time you had to wait for the bus (n=448)

Punctuality of the bus (n=444)

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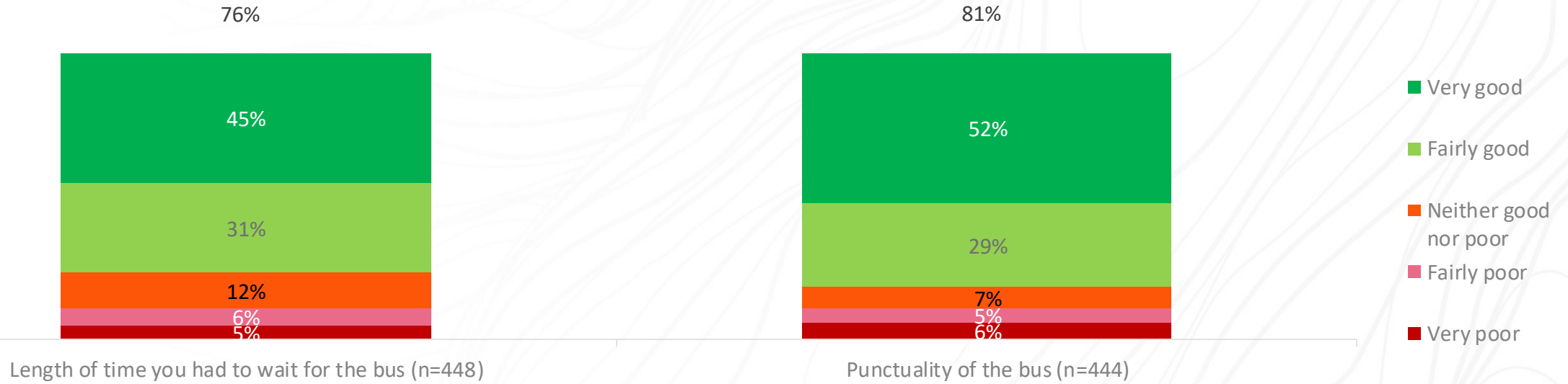
Ratings of bus journey

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

How satisfied were you with the driver of the bus?

NET 'Good'

| 77% | 90% | 81% | 90% |

Legend (left charts):
- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

Legend (driver chart):
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

Cleanliness and condition of the inside of the bus (n=454)
- 43%
- 34%
- 15%
- 5%
- 3%

Availability of seating or space to stand (n=450)
- 59%
- 31%
- 6%

Availability of sufficient ventilation on board the bus (n=449)
- 44%
- 37%
- 13%
- 4%

Driver of the bus (n=270)
- 67%
- 23%
- 8%

Bournemouth, Christchurch & Poole YBJ results

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**Bournemouth, Christchurch & Poole –
Type of Journey and reason for bus travel**

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Interviewer intercept and journey start point

First, can we just check where you spoke to our interviewer about this survey?

- On board bus
- At departure stop
- At arrival bus stop
- Don't know

57%
35%
8%
1%
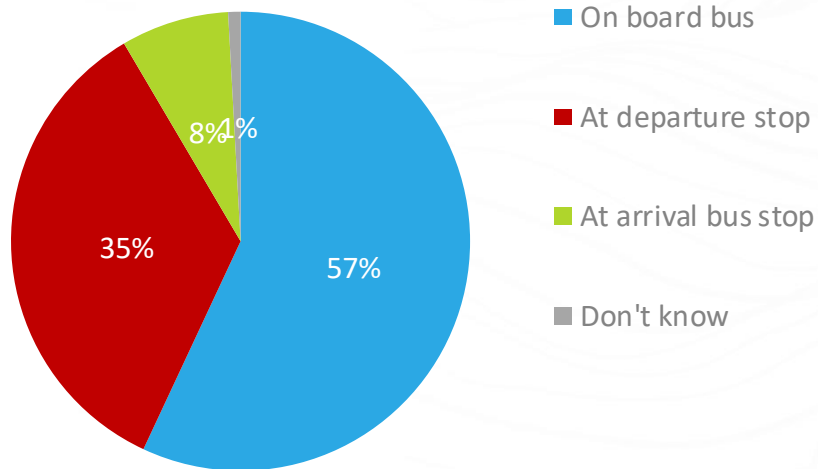
What type of area was the stop you caught the bus in?
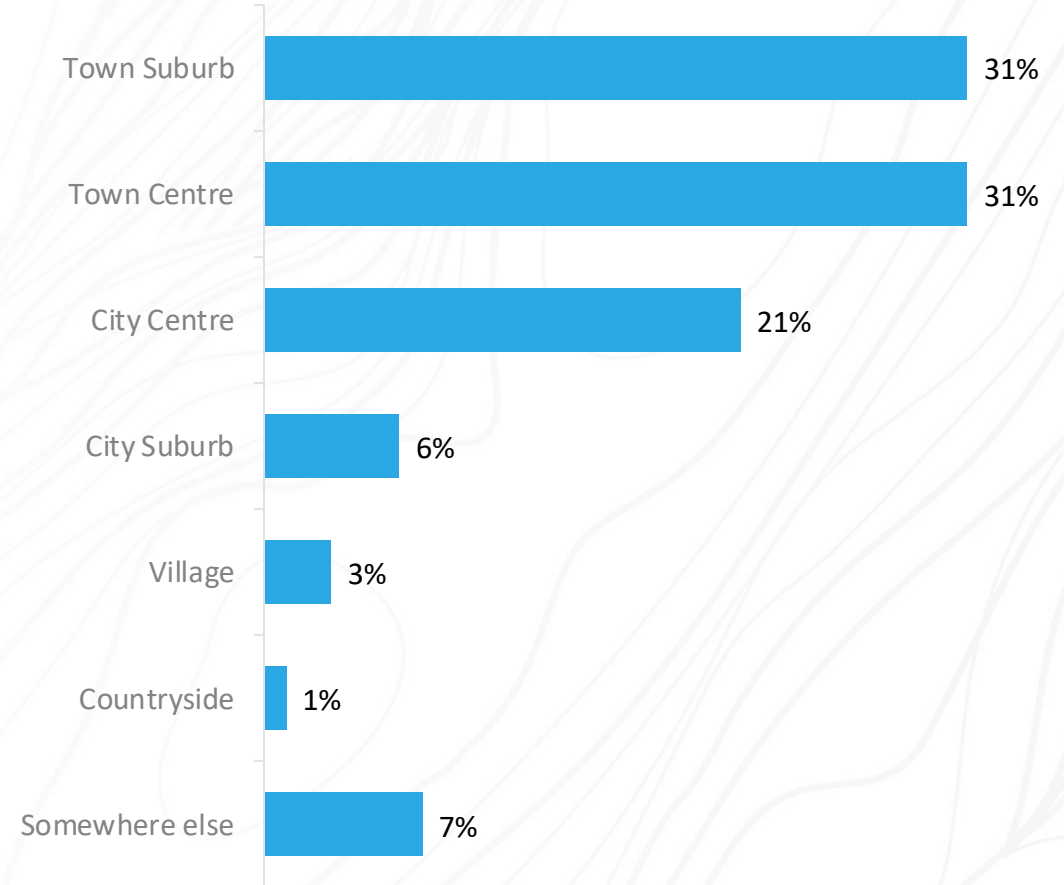
Area	Percentage
Town Suburb	31%
Town Centre	31%
City Centre	21%
City Suburb	6%
Village	3%
Countryside	1%
Somewhere else	7%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results Total=461

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Type of bus

Please tell us whether your bus journey was…?
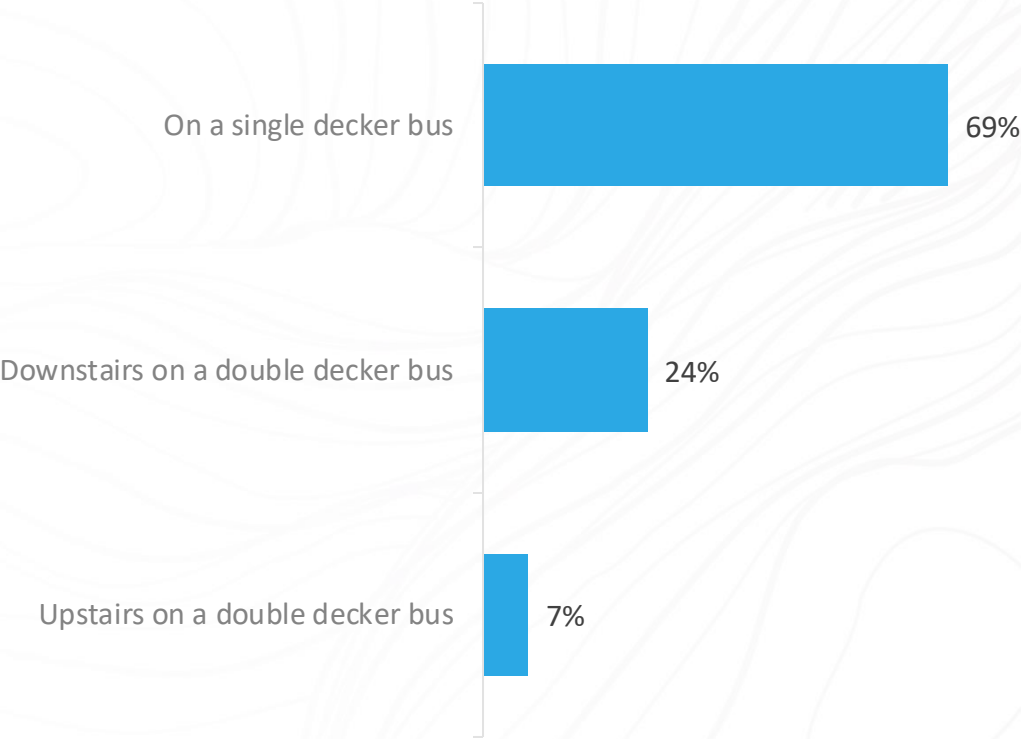
On a single decker bus — 69%

Downstairs on a double decker bus — 24%

Upstairs on a double decker bus — 7%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth Christchurch & Poole YBJ results BPS and Long questionnaire Total=141

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Journey Purpose (demographics)

What was the main purpose of this bus journey?

Commute: Going to or from work, Going to or from education
Business: Travelling for business (excluding commuting)
Personal: Going to or from a medical or other appointment, Visiting friends or relatives, A leisure trip
Shopping: A shopping trip
Other: Something else

■ Commute   ■ Business   ■ Personal   ■ Shopping   ■ Other

	Total	16-25	26-59	60+	Male	Female	Disability	No disability
Other	7%	6%	5%	10%	8%	6%	6%	7%
Shopping	24%		15%	46%	21%	27%	31%	26%
Personal	29%	20%	25%	38%	30%	28%	37%	22%
Business	1%	0%	1%	1%	1%	0%	1%	0%
Commute	40%	70%	54%	5%	39%	39%	25%	44%

Age · Gender · Disability

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Journey Purpose (journey based splits)

What was the main purpose of this bus journey?

Commote: Going to or from work, Going to or from education
Business: Travelling for business (excluding commuting)
Personal: Going to or from a medical or other appointment, Visiting friends or relatives, A leisure trip
Shopping: A shopping trip
Other: Something else

■ Commute ■ Business ■ Personal ■ Shopping ■ Other

Total
- 7%
- 24%
- 29%
- 1%
- 40%

Peak
- 4%
- 17%
- 15%
- 1%
- 63%

Weekday Offpeak
- 7%
- 28%
- 30%
- 1%
- 34%

Weekend
- 11%
- 17%
- 43%
- 0%
- 29%

Daypart

Fare payer
- 5%
- 6%
- 28%
- 0%
- 60%

Non fare payer
- 11%
- 53%
- 32%
- 1%

Ticket Type

Bournemouth Christchurch & Poole YBJ results Total=461 Daypart Peak=101, Weekday Offpeak=267, Weekend=90 Ticket type Fare payer=262 non fare payer=164

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Luggage travelling with

Were you travelling with …?
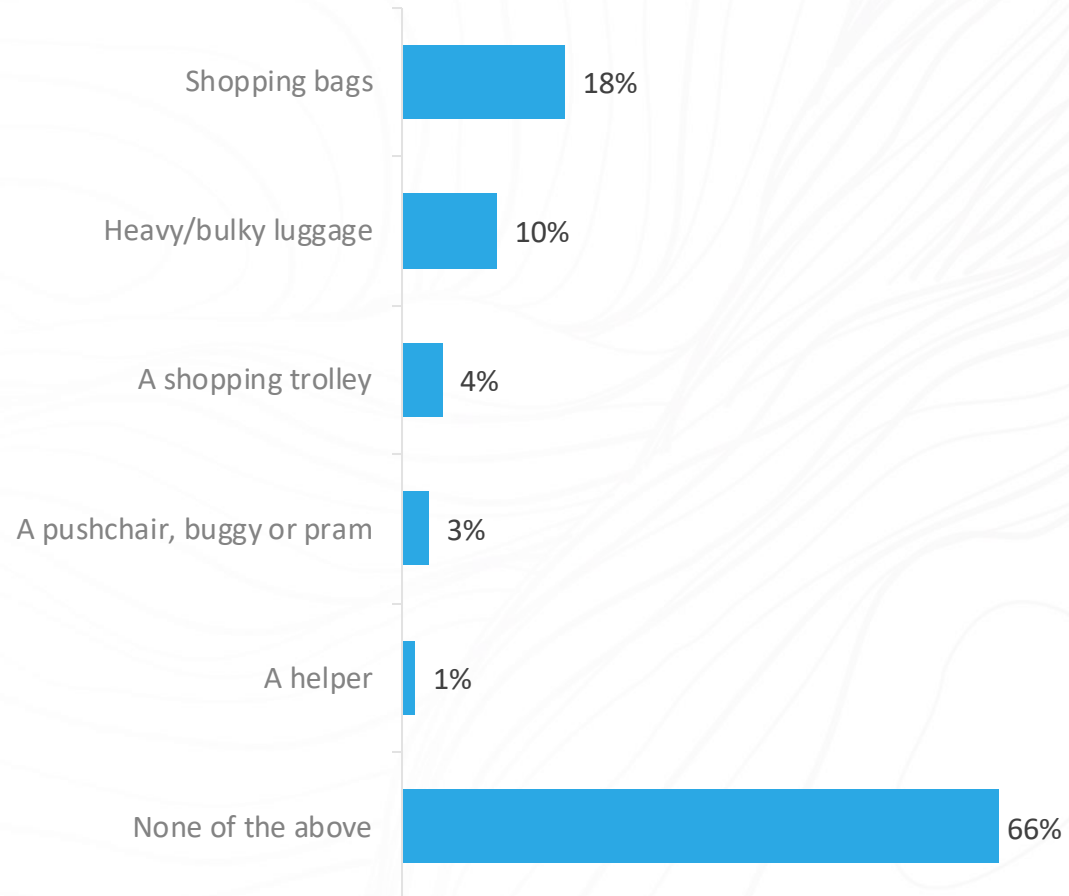
Shopping bags	18%
Heavy/bulky luggage	10%
A shopping trolley	4%
A pushchair, buggy or pram	3%
A helper	1%
None of the above	66%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results BPS Questionnaire Total=67

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Type of Ticket (demographics)

What type of ticket did you use for this bus journey?

- A paid for ticket
- A free pass or free journey
- Don't know

	A paid for ticket	A free pass or free journey	Don't know
Total	57%	36%	7%
16-25	91%	4%	5%
26-59	80%	8%	11%
60+	12%	87%	1%
Male	58%	39%	3%
Female	55%	36%	9%
Disability	48%	45%	7%
No disability	53%	39%	7%

Age — **Gender** — **Disability**

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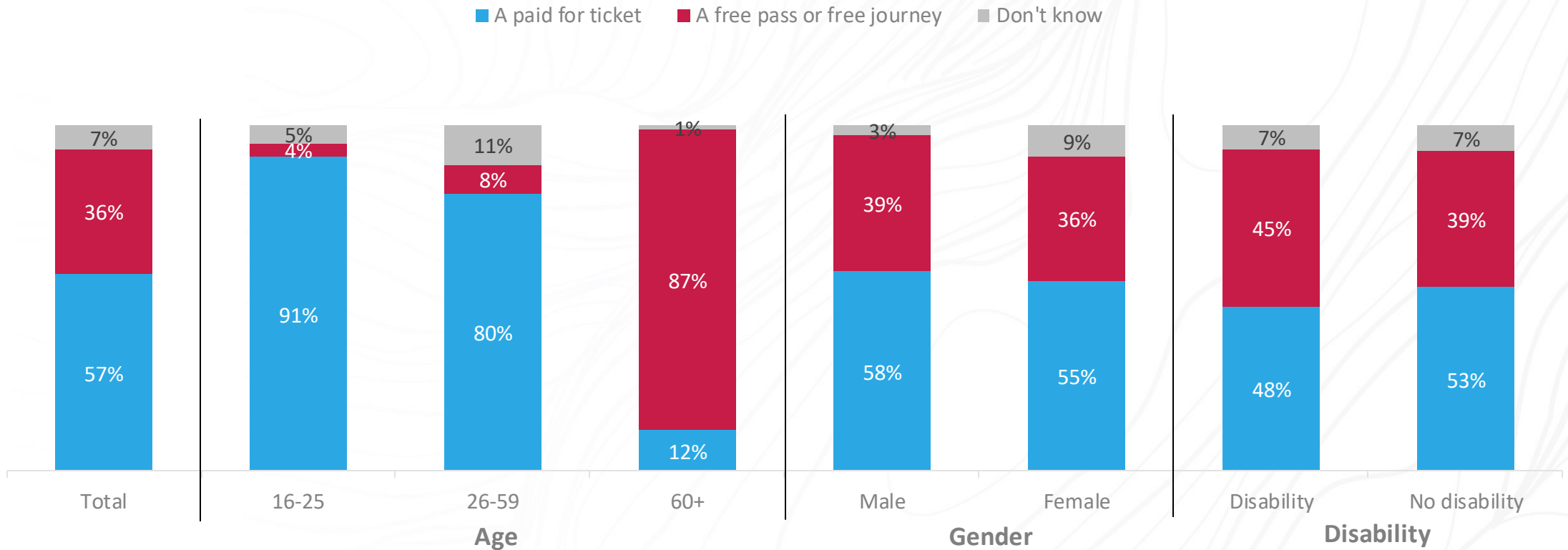
Type of Ticket (journey based splits)

What type of ticket did you use for this bus journey?

Bournemouth, Christchurch & Poole YBJ results Total:N=461 Daypart Peak=99, Weekday Offpeak=266, Weekend=90 Journey Purpose Commute=181, Personal=133, Shopping trip=109

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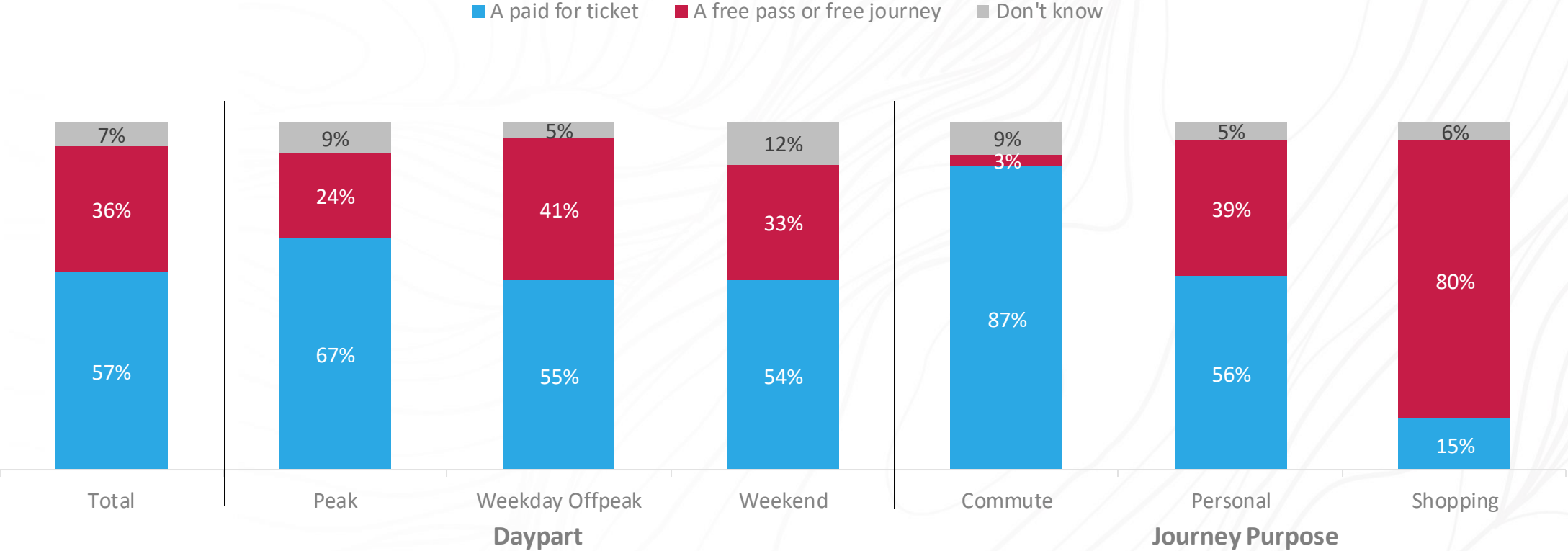
Ticket or pass details

Could you tell us a bit more about the pass or ticket you used for this journey? Was it…?
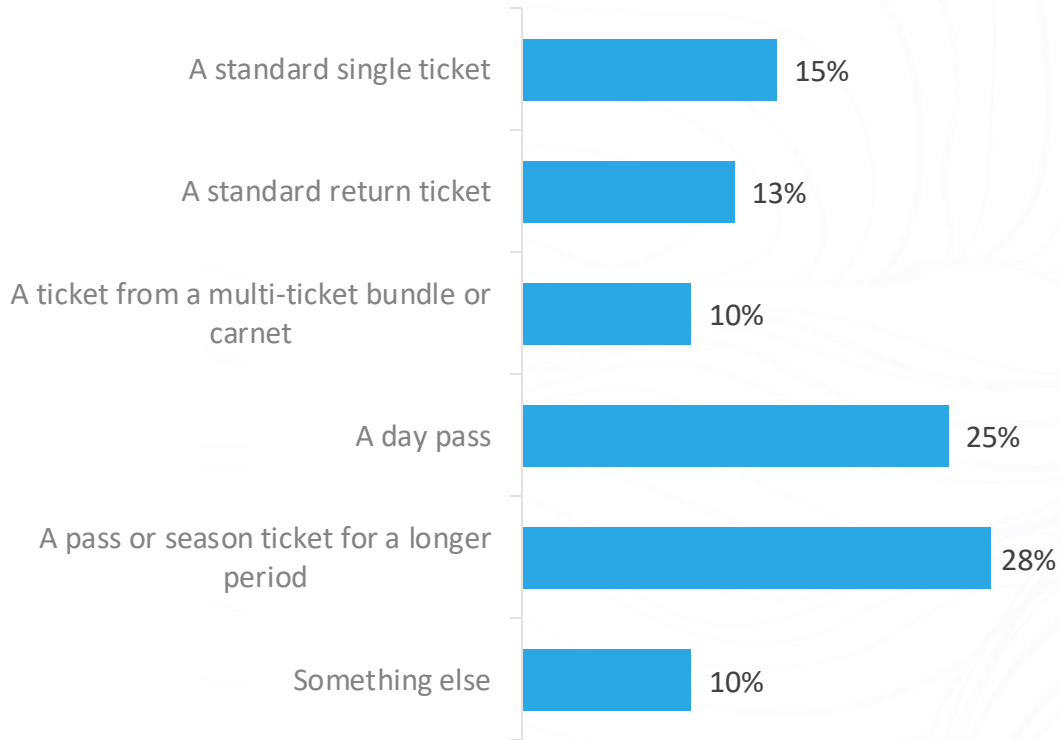
Who could you use your ticket or pass with?
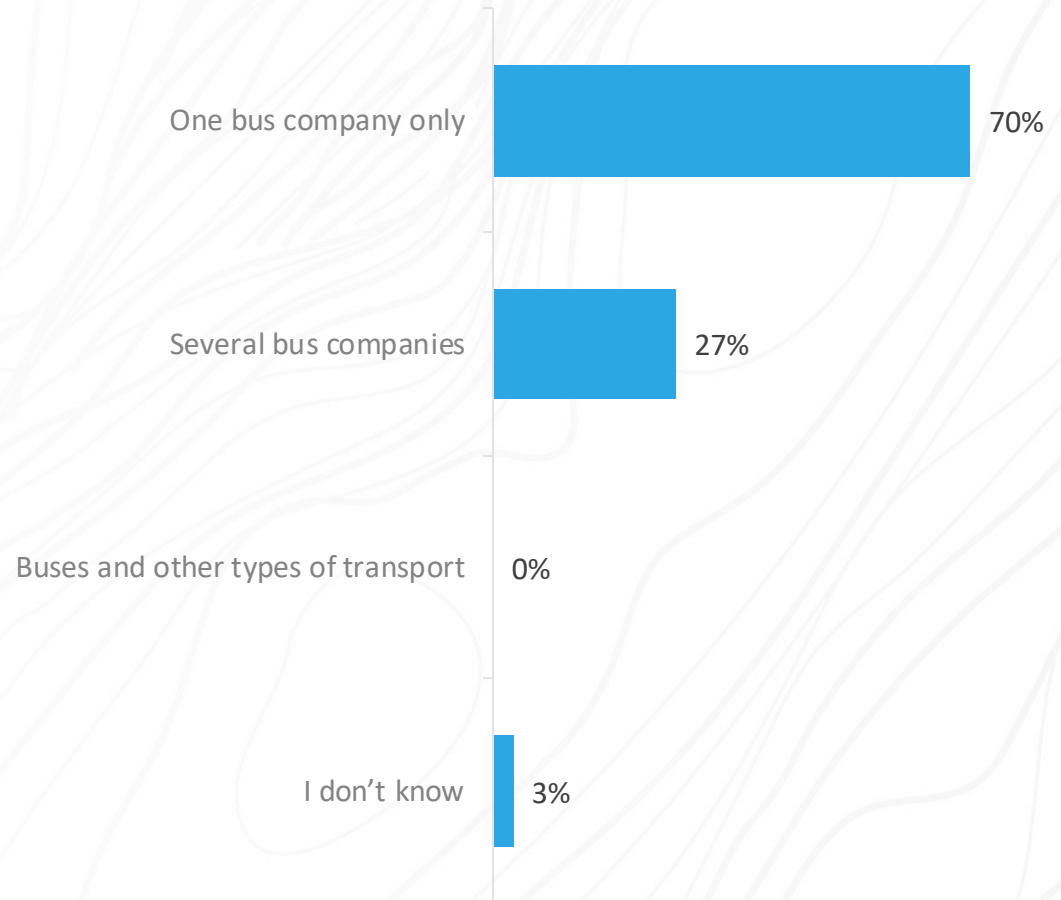
A standard single ticket	15%
A standard return ticket	13%
A ticket from a multi-ticket bundle or carnet	10%
A day pass	25%
A pass or season ticket for a longer period	28%
Something else	10%

One bus company only	70%
Several bus companies	27%
Buses and other types of transport	0%
I don't know	3%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

CAUTION: NOTE LOW BASE SIZE

Bournemouth, Christchurch & Poole YBJ results All using a paid for ticket (n=40) All answering BPS questions (n=67)

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Method of payment for ticket

On boarding the bus, did you?

Method	Percentage
Use cash to buy a ticket or pass	9%
Use a contactless payment method (e.g. credit or debit card, Apple Pay or Android Pay) to buy a ticket or pass	19%
Show the driver a paper ticket or pass that you already had	12%
Place your smartcard or pass onto the fare machine	31%
Show the driver or scan a ticket displayed on your smart phone	24%
Did something else (please type in)	4%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results   All answering BPS questions (n=67)

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Reason for taking bus and frequency of bus travel

What was the main reason you chose to take the bus for this journey?

I didn't have the option of travelling by another means	51%
Preferred bus to walking/cycling	19%
More convenient than other transport	7%
Another reason	7%
More convenient than the car (e.g. parking)	6%
Cheaper than other transport	4%
Cheaper than the car	4%
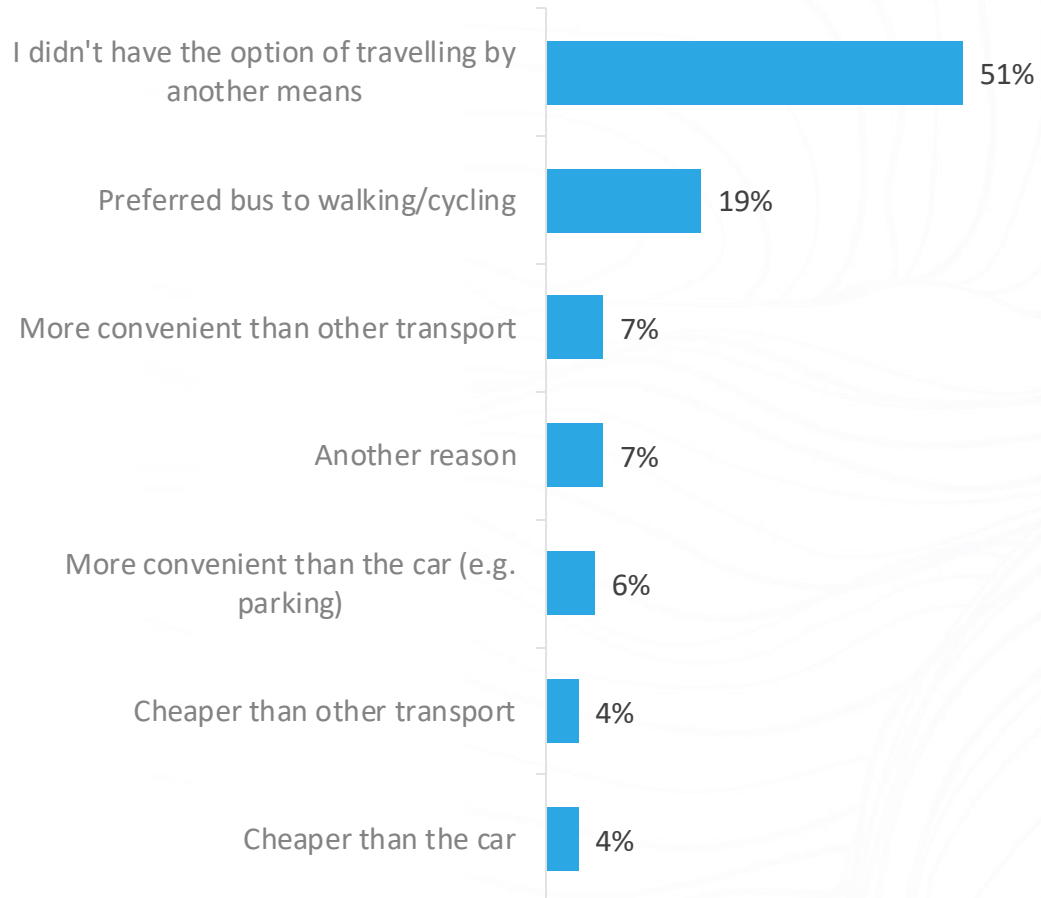
How often do you typically travel by bus?

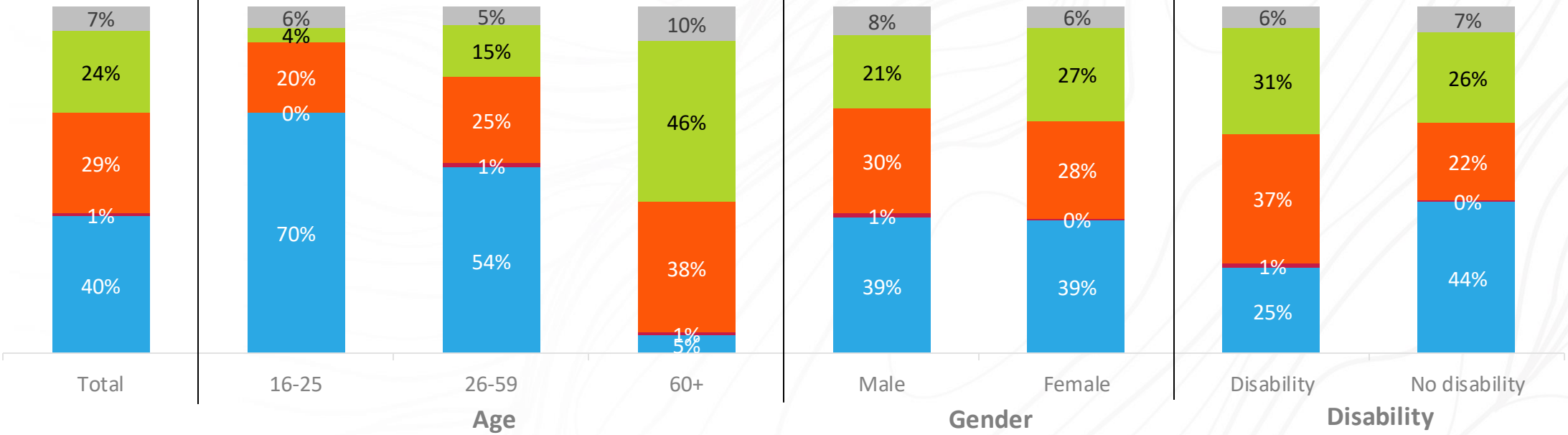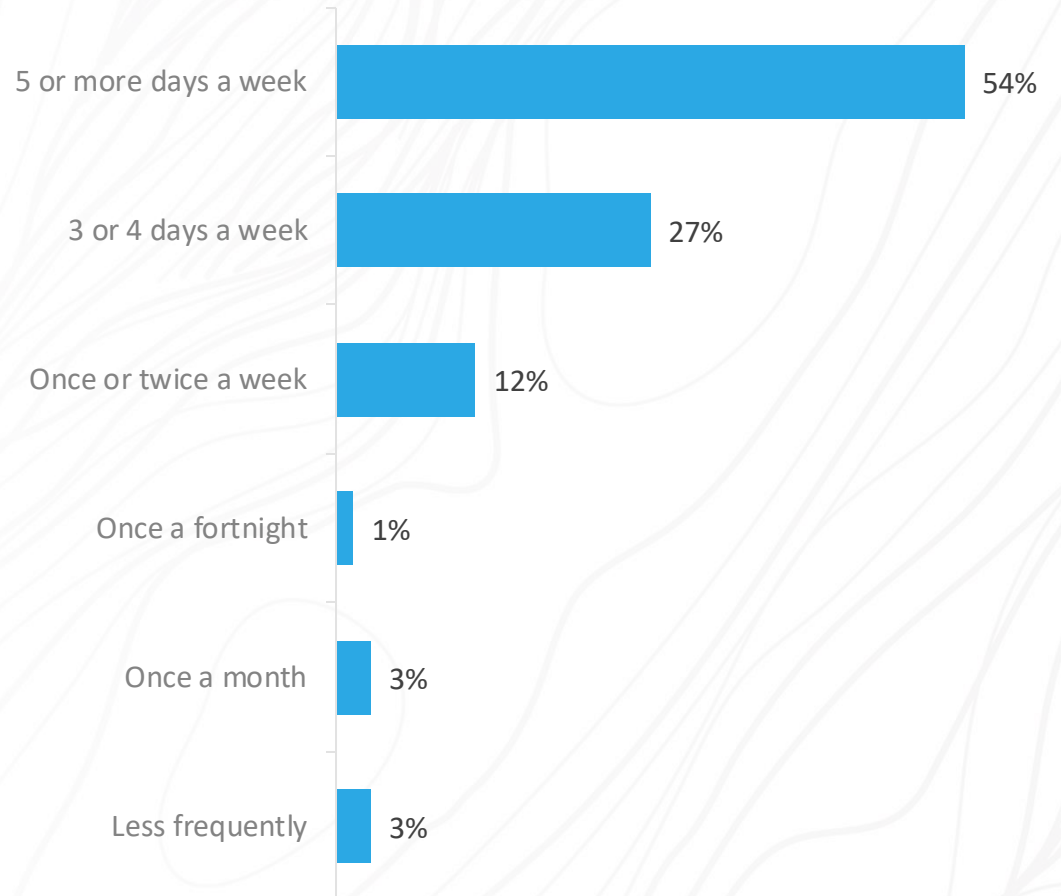|	
5 or more days a week	54%
3 or 4 days a week	27%
Once or twice a week	12%
Once a fortnight	1%
Once a month	3%
Less frequently	3%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

CAUTION: NOTE LOW BASE SIZE

Bournemouth, Christchurch & Poole YBJ results   All answering BPS questions (n=67)

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Access to Car

In terms of having a car to drive, which of the following applies?
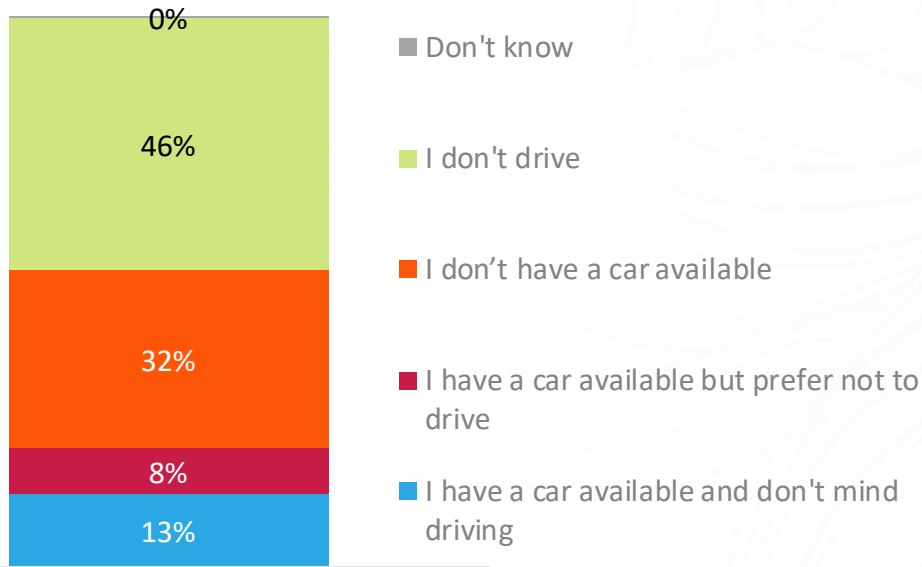
How often are you able to ask someone else to drive you for local journeys?

Chart 1 (Total):
- 0% — Don't know
- 46% — I don't drive
- 32% — I don't have a car available
- 8% — I have a car available but prefer not to drive
- 13% — I have a car available and don't mind driving

Chart 2 (Total):
- 0% — Don't know
- 24% — Not relevant to me
- 28% — I don't have anybody I can ask
- 38% — Some of the time
- 9% — All or most of the time

Bournemouth, Christchurch & Poole YBJ results Total=461

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Access to Car (Own) (demographics)

In terms of having a car to drive, which of the following applies?

Legend:
- ■ I have a car available and don't mind driving
- ■ I have a car available but prefer not to drive
- ■ I don't have a car available
- ■ I don't drive
- ■ Don't know

	Total	16-25	26-59	60+	Male	Female	Disability	No disability
Don't know	0%	0%	0%	1%	1%	0%	0%	0%
I don't drive	46%	53%	52%	38%	43%	48%	57%	40%
I don't have a car available	32%	39%	38%	20%	31%	32%	27%	34%
I have a car available but prefer not to drive	8%	6%	3%	13%	9%	8%	7%	9%
I have a car available and don't mind driving	13%	1%	7%	28%	17%	12%	10%	16%

Age | Gender | Disability

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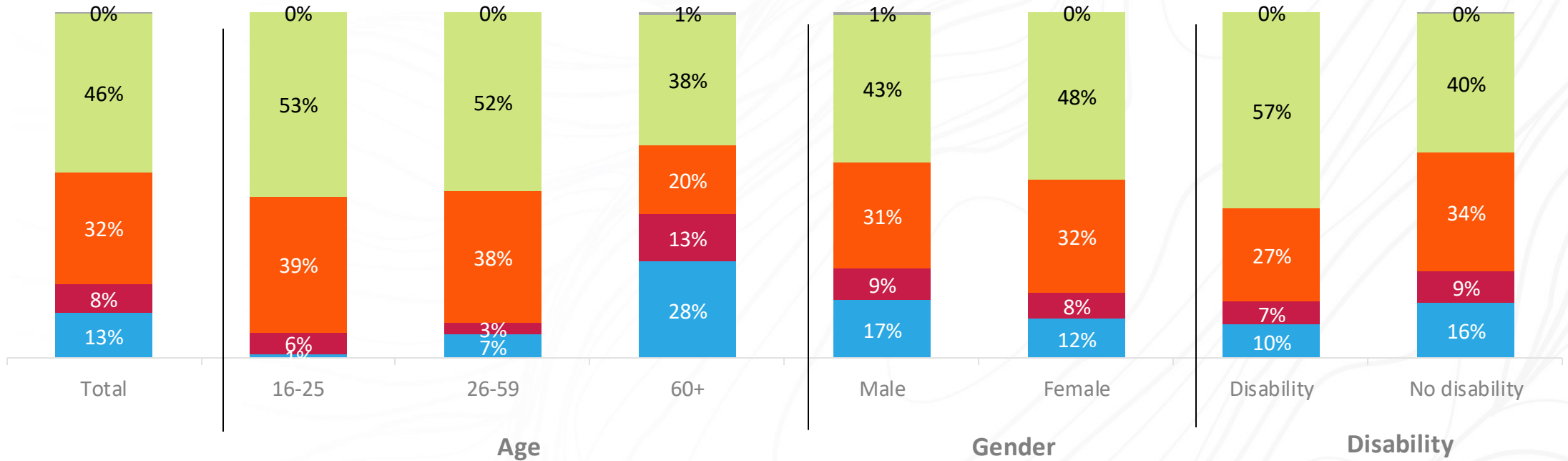
Access to Car (Others) (demographics)

How often are you able to ask someone else to drive you for local journeys?

Legend: ■ All or most of the time ■ Some of the time ■ I don't have anybody I can ask ■ Not relevant to me ■ Don't know

	Total	16-25	26-59	60+	Male	Female	Disability	No disability
Don't know	0%	0%	0%	1%	1%	0%	0%	1%
Not relevant to me	24%	10%	24%	29%	30%	20%	19%	26%
I don't have anybody I can ask	28%	28%	31%	25%	25%	30%	37%	23%
Some of the time	38%	52%	38%	36%	36%	41%	40%	39%
All or most of the time	9%	10%	8%	9%	8%	9%	4%	11%

Age: 16-25, 26-59, 60+ — Gender: Male, Female — Disability: Disability, No disability

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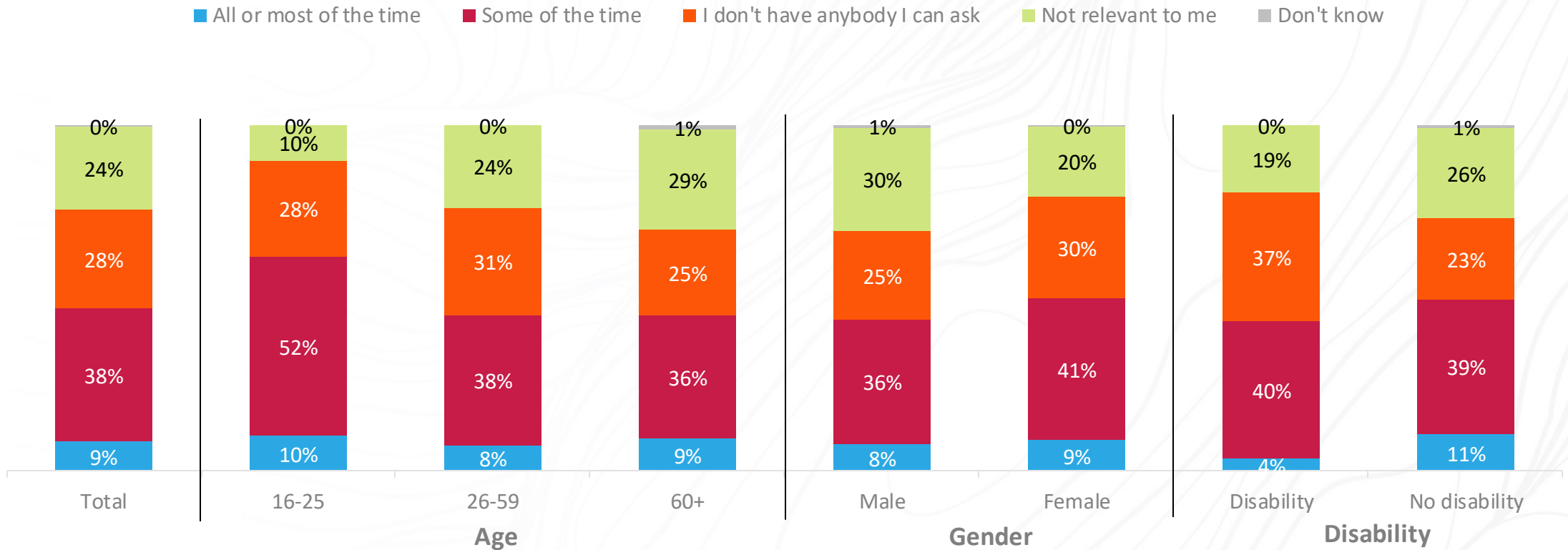
**Bournemouth, Christchurch & Poole –
Overall satisfaction**

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Overall Satisfaction with Bus Journey (demographics)

Overall, taking everything into account from the start to the end, how satisfied were you with your bus journey?

NET 'Satisfied'

	Total	16-25	26-59	60+	Male	Female	Disability	No disability
NET	89%	86%	90%	91%	87%	90%	89%	90%
Very satisfied	56%	37%	55%	70%	54%	58%	55%	61%
Fairly satisfied	33%	49%	35%	21%	33%	32%	35%	29%
Neither satisfied nor dissatisfied	6%	11%	5%	3%	8%	5%	4%	5%
Fairly dissatisfied	3%	4%	1%	4%	2%	3%	5%	1%
Very dissatisfied				3%				

Age **Gender** **Disability**

Legend:
- Very satisfied (green)
- Fairly satisfied (light green)
- Neither satisfied nor dissatisfied (orange)
- Fairly dissatisfied (pink)
- Very dissatisfied (dark red)

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Overall Satisfaction with Bus Journey (journey based splits)

Overall, taking everything into account from the start to the end, how satisfied were you with your bus journey?

NET 'Satisfied'

	Total	Peak	Weekday Offpeak	Weekend	Commute	Personal	Shopping	Fare payer	Non fare payer
NET	89%	93%	89%	82%	89%	88%	90%	87%	91%
Very satisfied	56%	58%	56%	52%	47%	56%	70%	44%	74%
Fairly satisfied	33%	35%	33%	30%	42%	32%	20%	43%	17%
Neither satisfied nor dissatisfied	6%	4%	5%	13%	8%	6%	5%	8%	2%
Fairly dissatisfied	3%	1%	3%	3%	1%	5%	1%	3%	2%
Very dissatisfied	3%	1%	3%	3%	3%	3%	3%	3%	3%

Daypart — **Journey Purpose** — **Ticket Type**

Legend:
- ■ Very satisfied
- ■ Fairly satisfied
- ■ Neither satisfied nor dissatisfied
- ■ Fairly dissatisfied
- ■ Very dissatisfied

Bournemouth, Christchurch & Poole YBJ results Total:N=456 Daypart Peak=99, Weekday Offpeak=266, Weekend=89 Journey Purpose Commute=180, Personal=133, Shopping trip=109 Ticket type Fare payer=262 non fare payer=164

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Satisfaction with Value for Money (demographics)

How satisfied were you with the value for money of your journey?

NET 'Satisfied'

	Total	16-25	26-59	Male	Female	Disability	No disability
NET 'Satisfied'	51%	43%	56%	51%	55%	51%	59%

Very satisfied
- Total: 23%
- 16-25: 17%
- 26-59: 24%
- Male: 26%
- Female: 22%
- Disability: 24%
- No disability: 26%

Fairly satisfied
- Total: 28%
- 16-25: 26%
- 26-59: 31%
- Male: 25%
- Female: 33%
- Disability: 27%
- No disability: 34%

Neither satisfied nor dissatisfied
- Total: 24%
- 16-25: 23%
- 26-59: 26%
- Male: 24%
- Female: 24%
- Disability: 30%
- No disability: 15%

Fairly dissatisfied
- Total: 16%
- 16-25: 23%
- 26-59: 11%
- Male: 16%
- Female: 14%
- Disability: 14%
- No disability: 16%

Very dissatisfied
- Total: 8%
- 16-25: 11%
- 26-59: 7%
- Male: 9%
- Female: 7%
- Disability: 5%
- No disability: 10%

Age | **Gender** | **Disability**

transportfocus

BVA BDRC

Satisfaction with Value for Money (journey based splits)

How satisfied were you with the value for money of your journey?

NET 'Satisfied'

	Total	Peak	Weekday Offpeak	Weekend	Commute	Personal
NET 'Satisfied'	51%	54%	52%	47%	50%	54%
Very satisfied	23%	20%	26%	18%	21%	23%
Fairly satisfied	28%	34%	26%	29%	29%	31%
Neither satisfied nor dissatisfied	24%	22%	24%	27%	25%	24%
Fairly dissatisfied	16%	15%	15%	20%	16%	15%
Very dissatisfied	8%	9%	9%	6%	9%	7%

Daypart

Journey Purpose

Legend:
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

Bournemouth, Christchurch & Poole YBJ results Total:N=260 Daypart Peak=65, Weekday Offpeak=145, Weekend=49 Journey Purpose Commute=158, Personal=74

transport focus

BVA BDRC

Rating of local bus services

How would you rate your local bus services for the following?

NET 'Good'   85%   85%   82%   79%

Ease of getting to local amenities (e.g shops, hospitals): Very good 51%, Fairly good 34%, Neither good nor poor 12%, Fairly poor 3%

Connections with other forms of public transport (e.g. trains): Very good 39%, Fairly good 46%, Neither good nor poor 15%

The frequency of services within your area: Very good 46%, Fairly good 36%, Neither good nor poor 10%, Fairly poor 6%, Very poor 1%

The reliability of services within your area: Very good 37%, Fairly good 42%, Neither good nor poor 13%, Fairly poor 4%, Very poor 3%

Legend:
- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

transportfocus

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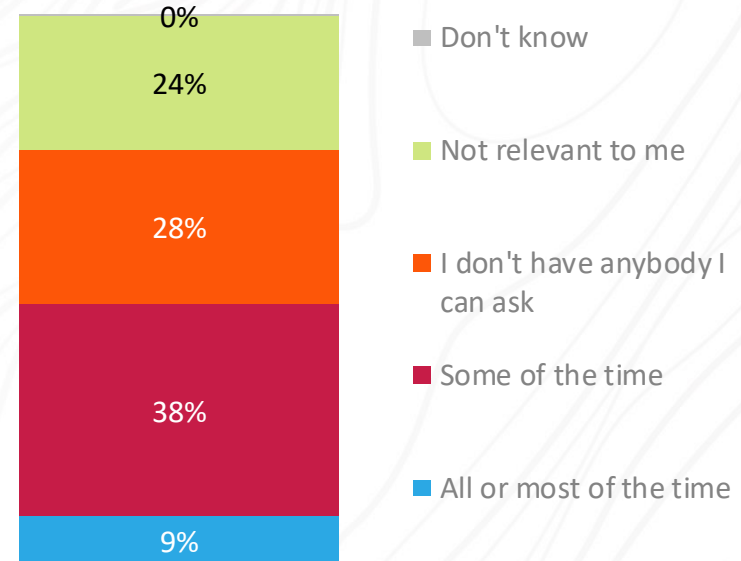**Bournemouth, Christchurch & Poole –
At the bus stop**

Things checked before getting to stop or at stop

Did you check any of the following to find out when the bus was meant to arrive before you left for the bus stop, or at the bus stop?
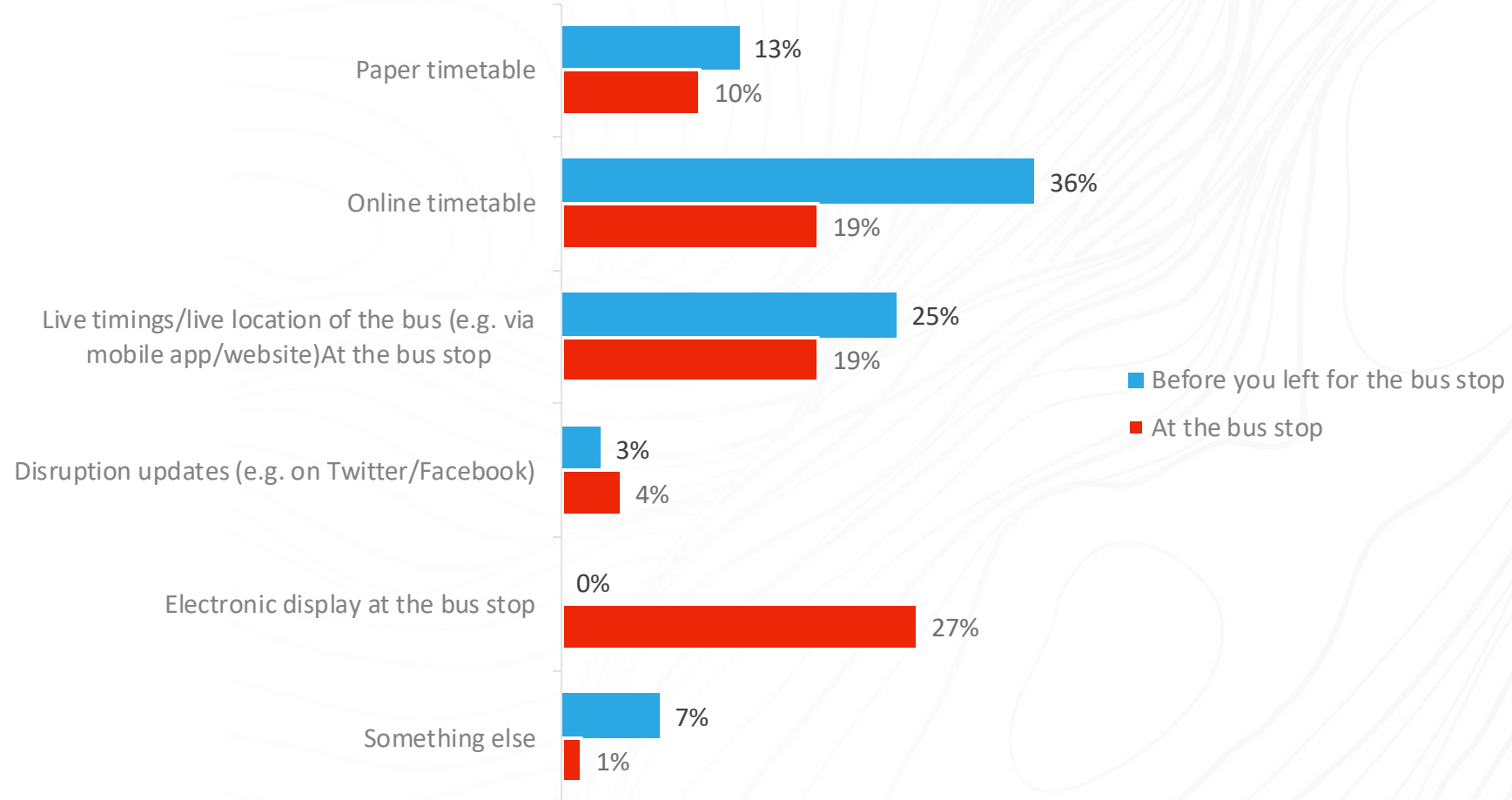
Category	Before you left for the bus stop	At the bus stop
Paper timetable	13%	10%
Online timetable	36%	19%
Live timings/live location of the bus (e.g. via mobile app/website)At the bus stop	25%	19%
Disruption updates (e.g. on Twitter/Facebook)	3%	4%
Electronic display at the bus stop	0%	27%
Something else	7%	1%

- Before you left for the bus stop
- At the bus stop

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results   All answering BPS questions (n=67)

transportfocus

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Length of wait

How long did you wait for your bus?
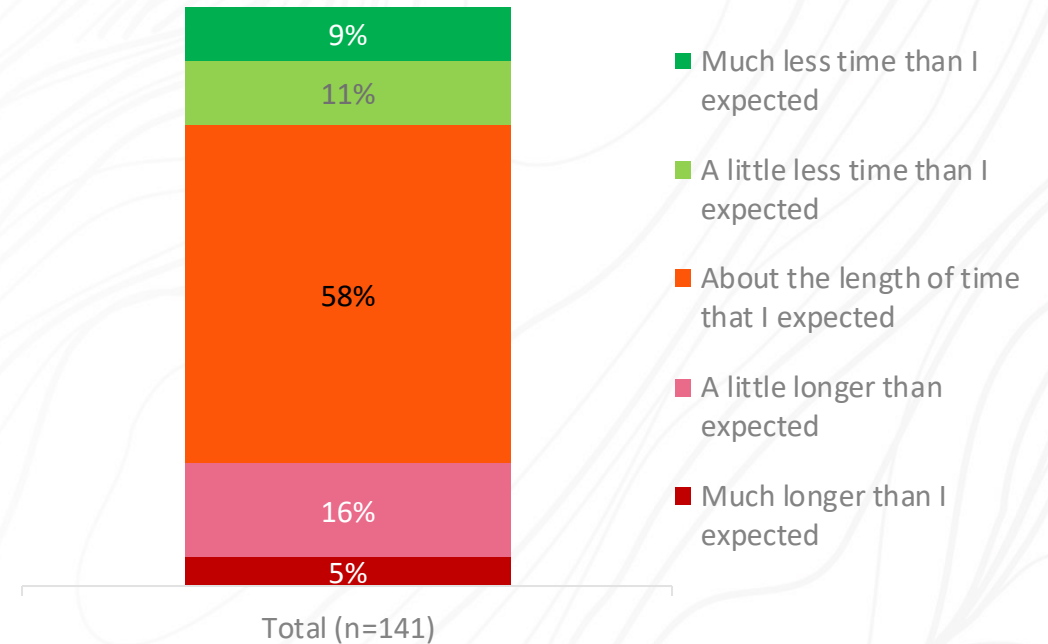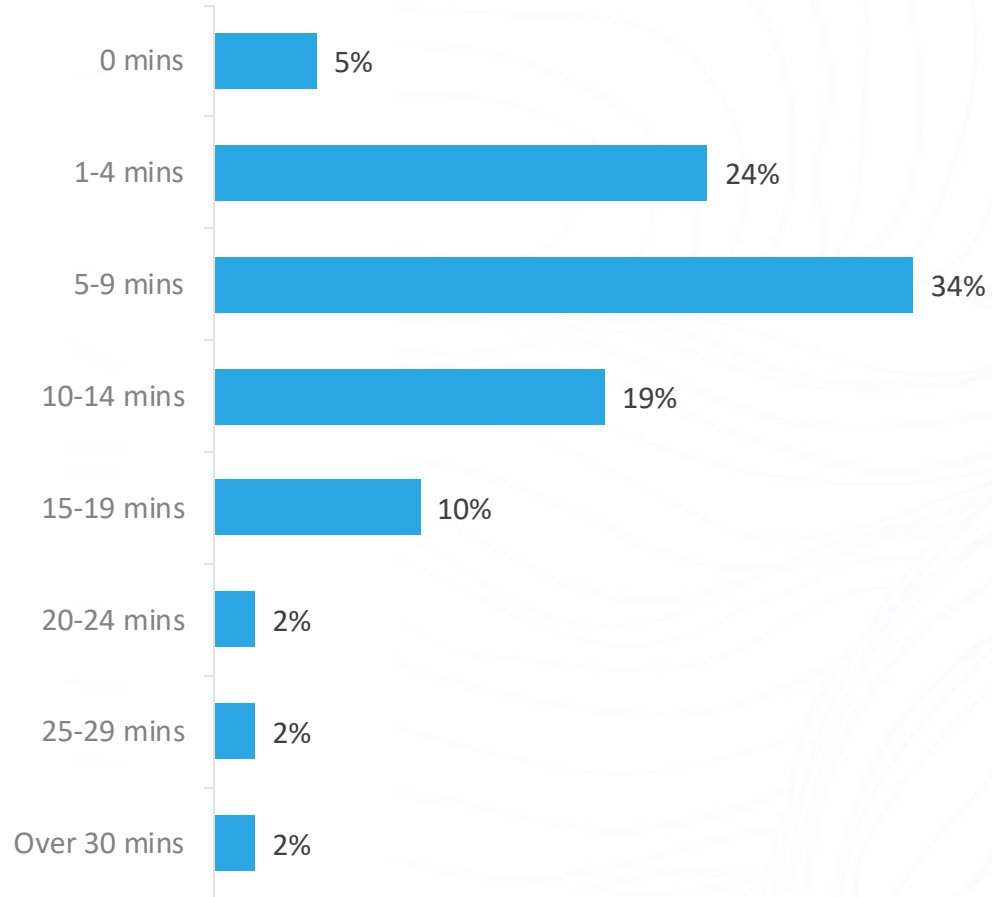
Wait time	%
0 mins	5%
1-4 mins	24%
5-9 mins	34%
10-14 mins	19%
15-19 mins	10%
20-24 mins	2%
25-29 mins	2%
Over 30 mins	2%

Total (n=141)

- ■ Much less time than I expected — 9%
- ■ A little less time than I expected — 11%
- ■ About the length of time that I expected — 58%
- ■ A little longer than expected — 16%
- ■ Much longer than I expected — 5%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results   All answering BPS questions (n=67) All answering long and BPS questions (141)

transportfocus

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Elements Provided at Bus Stop

Which of the following were provided at the stop where you caught the bus?
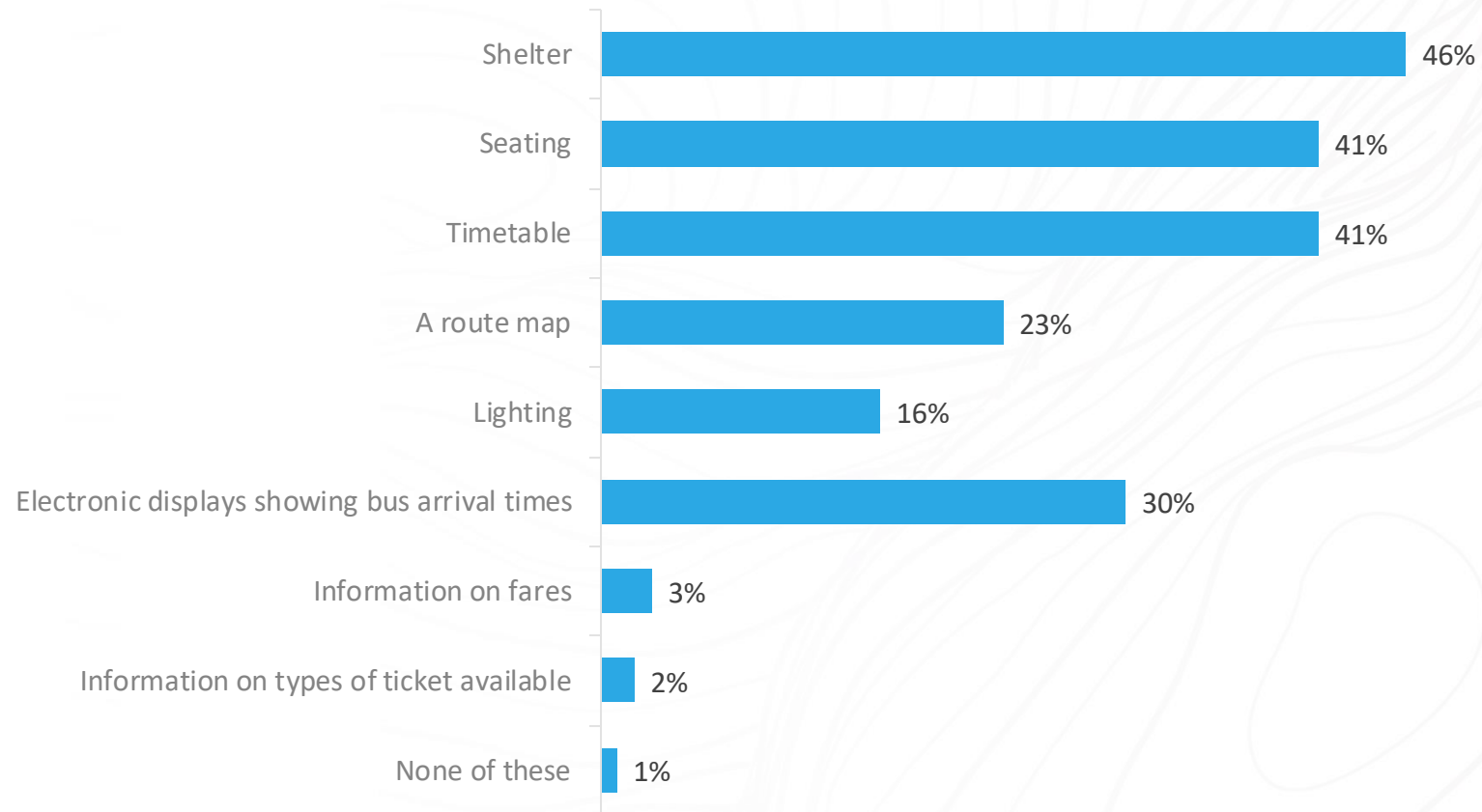
Element	Percentage
Shelter	46%
Seating	41%
Timetable	41%
A route map	23%
Lighting	16%
Electronic displays showing bus arrival times	30%
Information on fares	3%
Information on types of ticket available	2%
None of these	1%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results BPS and Long questionnaire Total=141

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Rating of Length of Time Waiting for Bus (demographics)

How would you rate each of the following at the bus stop where you caught the bus? – Length of time you had to wait for the bus

NET 'Good'

	Total	16-25	26-59	60+	Male	Female	Disability	No disability
NET 'Good'	77%	71%	77%	78%	74%	80%	75%	80%
Very good	45%	38%	44%	54%	39%	50%	40%	52%
Fairly good	31%	33%	34%	24%	34%	29%	35%	28%
Neither good nor poor	12%	14%	9%	13%	12%	10%	14%	9%
Fairly poor	6%	11%	6%	4%	7%	5%	5%	6%
Very poor	5%	4%	7%	5%	7%	4%	6%	5%

Age	Gender	Disability

Legend:
- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

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Rating of Length of Time Waiting for Bus (journey based splits)

How would you rate each of the following at the bus stop where you caught the bus? – Length of time you had to wait for the bus

Legend: ■ Very poor ■ Fairly poor ■ Neither good nor poor ■ Fairly good ■ Very good

NET 'Good'

	Total	Peak	Weekday Offpeak	Weekend	Commute	Personal	Shopping	Fare payer	Non fare payer
NET 'Good'	77%	79%	75%	76%	75%	75%	85%	71%	84%
Very good	45%	47%	46%	43%	38%	43%	61%	35%	61%
Fairly good	31%	31%	30%	33%	37%	32%	24%	36%	23%
Neither good nor poor	12%	7%	15%	10%	14%	10%	10%	14%	10%
Fairly poor	6%	7%	5%	9%	8%	8%	2%	8%	2%
Very poor	5%	7%	5%	5%	3%	7%	1%	7%	1%

Daypart — Total, Peak, Weekday Offpeak, Weekend

Journey Purpose — Commute, Personal, Shopping

Ticket Type — Fare payer, Non fare payer

Legend (right): ■ Very good ■ Fairly good ■ Neither good nor poor ■ Fairly poor ■ Very poor

transportfocus

BVA BDRC
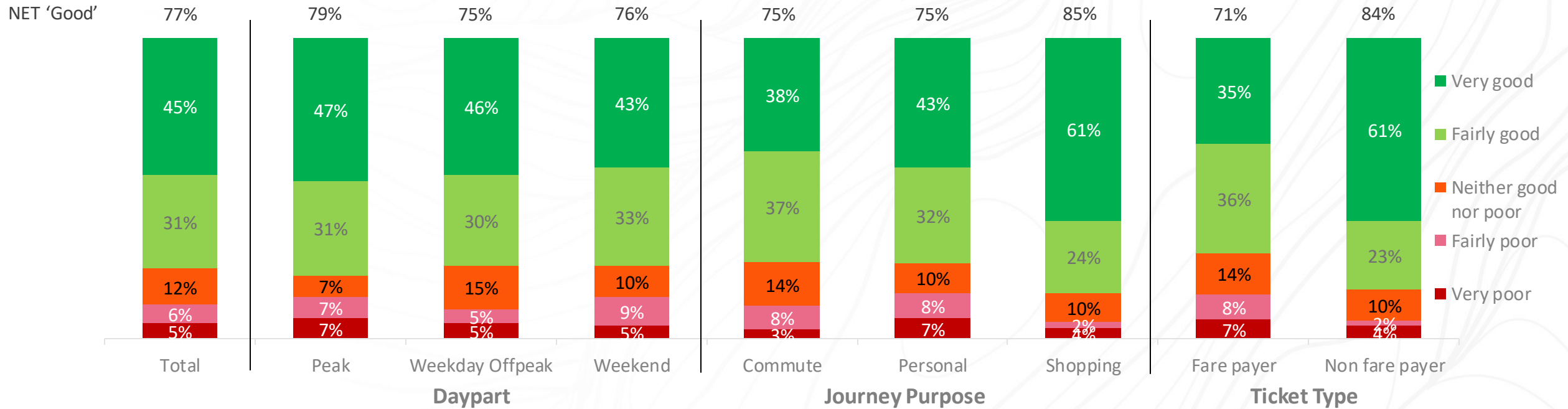
Rating of Punctuality of Bus (demographics)

How would you rate each of the following at the bus stop where you caught the bus? – Punctuality of the Bus

NET 'Good'

	Total	16-25	26-59	60+	Male	Female	Disability	No disability
	82%	79%	82%	83%	79%	84%	83%	83%

Legend:
- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

Total: Very good 52%, Fairly good 29%, Neither good nor poor 7%, Fairly poor 5%, Very poor 6%
16-25: Very good 38%, Fairly good 41%, Neither good nor poor 8%, Fairly poor 9%, Very poor 4%
26-59: Very good 54%, Fairly good 28%, Neither good nor poor 5%, Fairly poor 6%, Very poor 7%
60+: Very good 62%, Fairly good 21%, Neither good nor poor 7%, Fairly poor 4%, Very poor 6%
Male: Very good 49%, Fairly good 29%, Neither good nor poor 6%, Fairly poor 9%, Very poor 7%
Female: Very good 56%, Fairly good 29%, Neither good nor poor 7%, Fairly poor 4%, Very poor 5%
Disability: Very good 48%, Fairly good 35%, Neither good nor poor 6%, Fairly poor 5%, Very poor 6%
No disability: Very good 59%, Fairly good 24%, Neither good nor poor 6%, Fairly poor 5%, Very poor 6%

Age — Gender — Disability

Bournemouth, Christchurch & Poole YBJ results Total:N=444 Age: 16-25=76, 25-59=180, 60+=141 Gender Male=160 Female=268, Disability Yes=129 No=206

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Rating of Punctuality of Bus (journey based splits)

How would you rate each of the following at the bus stop where you caught the bus? – Punctuality of the Bus

Legend: ■ Very poor ■ Fairly poor ■ Neither good nor poor ■ Fairly good ■ Very good

NET 'Good'

	Total	Peak	Weekday Offpeak	Weekend	Commute	Personal	Shopping	Fare payer	Non fare payer
NET 'Good'	82%	83%	80%	82%	79%	80%	88%	78%	87%
Very good	52%	53%	54%	48%	47%	51%	61%	45%	67%
Fairly good	29%	30%	26%	34%	32%	28%	28%	33%	19%
Neither good nor poor	7%	3%	10%	3%	8%	6%	7%	8%	7%
Fairly poor	5%	6%	4%	10%	8%	8%	1%	7%	1%
Very poor	6%	7%	6%	4%	4%	7%	4%	7%	5%

Daypart | **Journey Purpose** | **Ticket Type**

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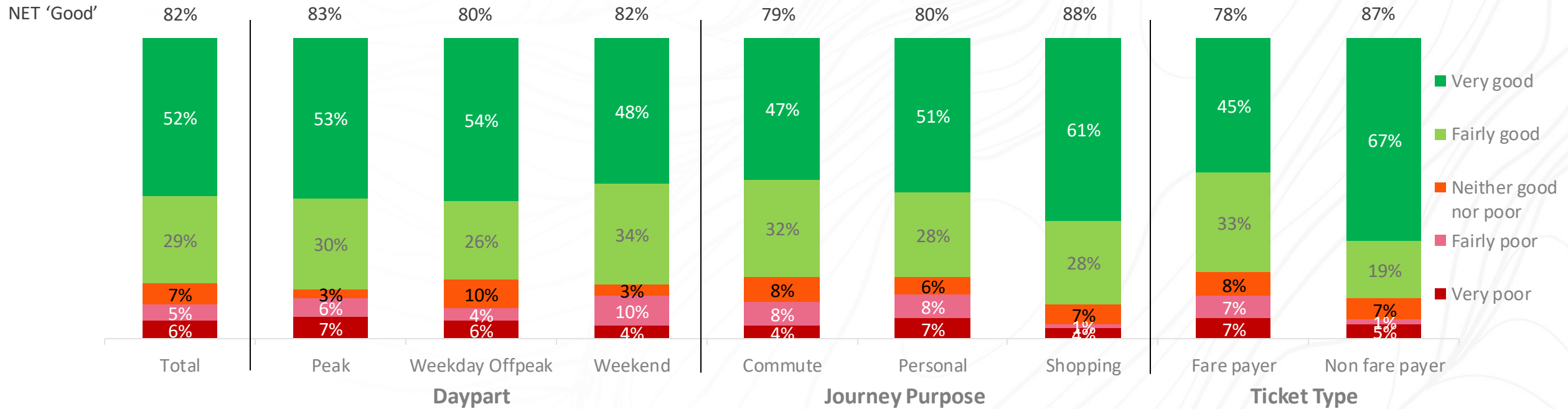
Rating of Bus Stop

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

NET 'Good'

	86%	94%	68%	75%	69%	70%	79%

Legend:
- Very good (dark green)
- Fairly good (light green)
- Neither good nor poor (orange)
- Fairly poor (pink)
- Very poor (dark red)

	Its distance from your journey start (n=139)	The convenience/accessibility of its location within the road/street (n=141)	Its general condition/standard of maintenance (n=141)	Its freedom from graffiti/vandalism (n=138)	Its freedom from litter (n=141)	The information provided at the bus stop (n=138)	Your personal safety whilst at the bus stop (n=140)
Very good	50%	62%	28%	42%	31%	36%	36%
Fairly good	36%	32%	40%	33%	38%	33%	43%
Neither good nor poor	9%	6%	21%	11%	17%	17%	14%
Fairly poor	4%		9%	10%	9%	10%	4%
Very poor			2%	4%	6%	4%	

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results BPS and Long questionnaire Total=141

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Overall satisfaction with bus stop

Overall, how satisfied were you with the bus stop where you caught the bus?
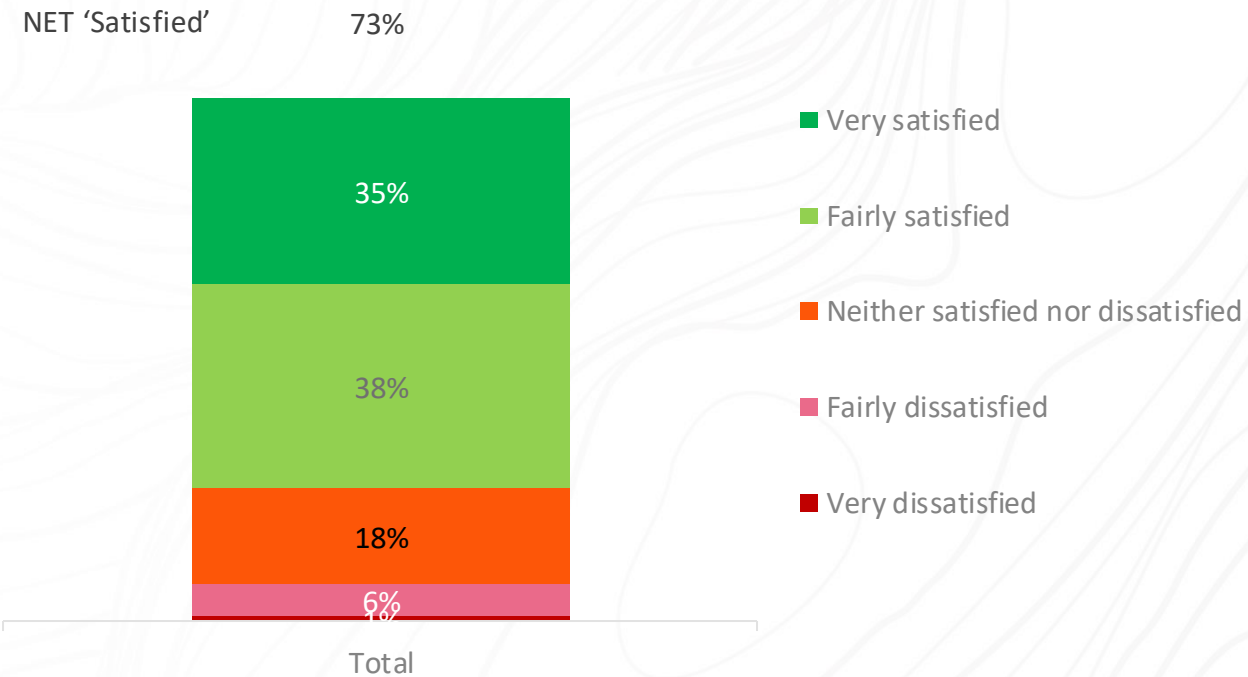
NET 'Satisfied'   73%

- Very satisfied — 35%
- Fairly satisfied — 38%
- Neither satisfied nor dissatisfied — 18%
- Fairly dissatisfied — 6%
- Very dissatisfied — 1%

Total

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results BPS and Long questionnaire Total=141

transportfocus

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Bournemouth, Christchurch & Poole – On the bus

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transportfocus

Rating of getting on the bus

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

NET 'Good'   95%   91%   81%   86%

Legend:
- **Very good** (dark green)
- **Fairly good** (light green)
- **Neither good nor poor** (orange)
- **Fairly poor** (pink)
- **Very poor** (dark red)

Ease of getting onto the bus: Very good 70%, Fairly good 25%, Neither good nor poor 3%

Length of time it took to board the bus: Very good 72%, Fairly good 20%, Neither good nor poor 6%

The cleanliness and condition of the outside of the bus (n=67): Very good 42%, Fairly good 39%, Neither good nor poor 13%, Fairly poor 4%

Route/destination information on the outside of the bus (n=66): Very good 53%, Fairly good 33%, Neither good nor poor 11%, Very poor 0%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

transportfocus

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Length of journey

How long was your journey on this bus?

Duration	Percentage
1-4 mins	2%
5-9 mins	8%
10-14 mins	21%
15-19 mins	24%
20-24 mins	6%
25-29 mins	14%
30-34 mins	8%
35-39 mins	2%
40-44 mins	3%
Over 45 mins	13%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Was the length of time your journey took affected by any of the following?

	Percentage
Road works	27%
Congestion/traffic jams	15%
Time it took passengers to board/pay for tickets	10%
The bus waiting too long at stops	1%
Bus driver driving too slowly	1%
No – none of these	54%

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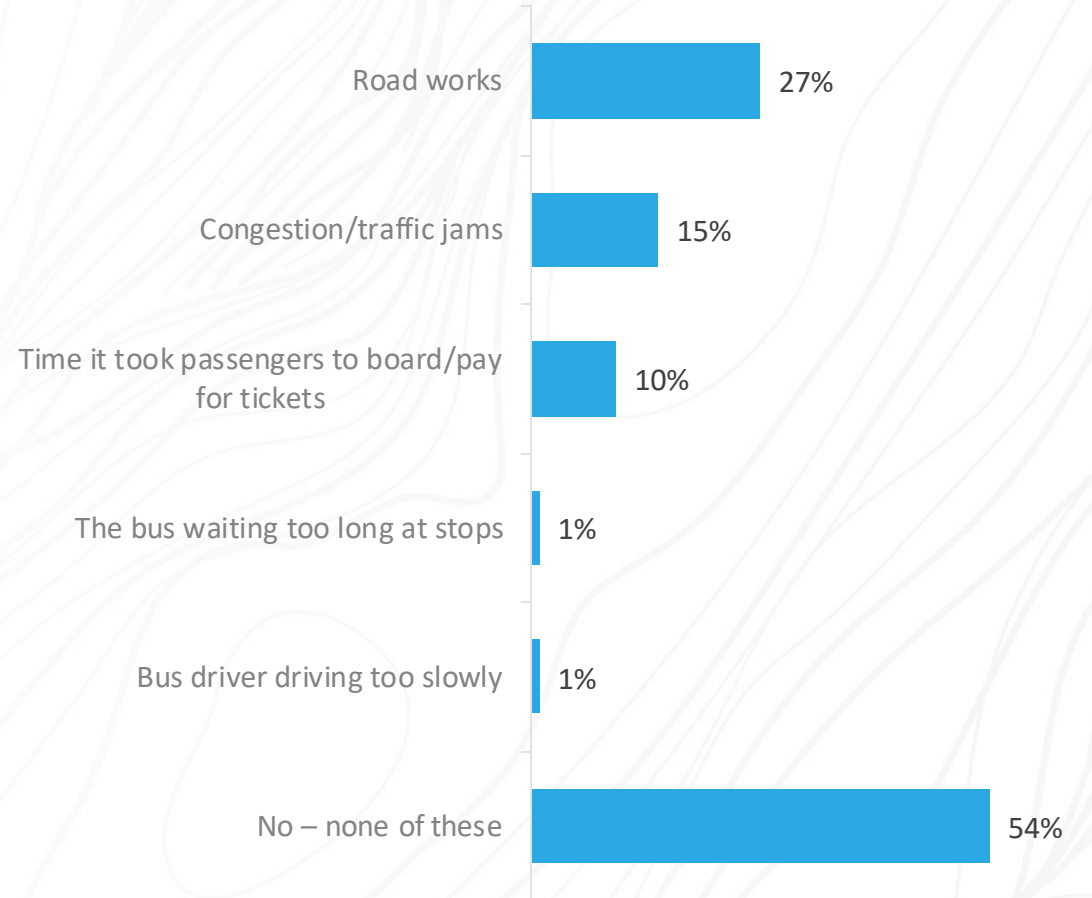
Satisfaction with length of journey

How satisfied were you with the length of time your journey on the bus took?
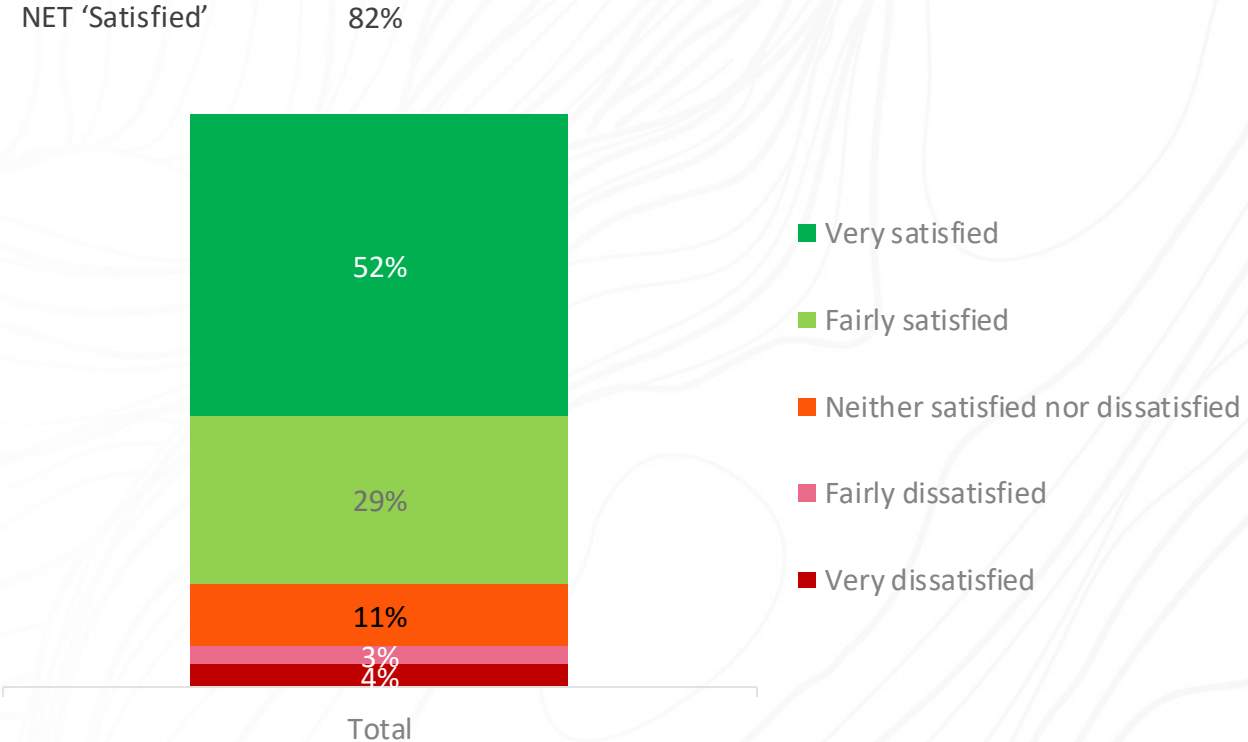
NET 'Satisfied'   82%

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

52%

29%

11%

3%

4%

Total

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

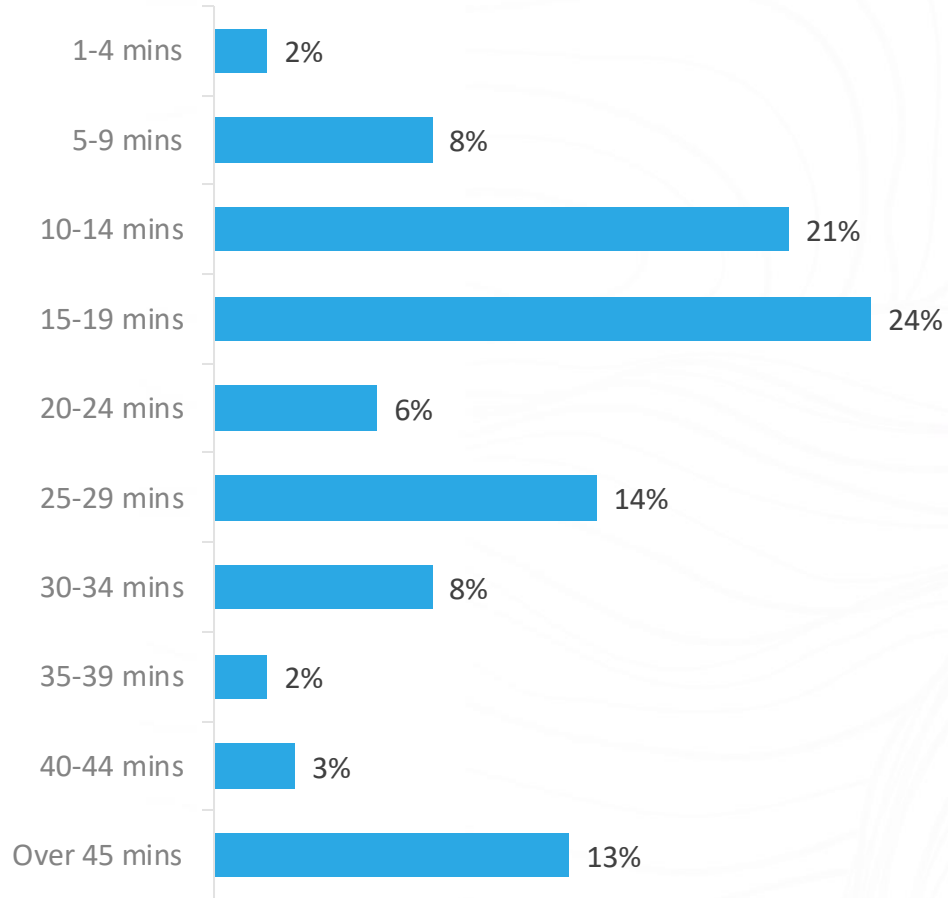Bournemouth, Christchurch & Poole YBJ results BPS and Long questionnaire Total=141

transportfocus

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Bus busyness

How busy was the bus during most of your journey?

- Full, and some passengers had no choice about standing — **8%**
- All or most seats occupied, but passengers were able to sit if they wanted to — **34%**
- Several passengers, but plenty of seats — **46%**
- Almost empty — **12%**

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents
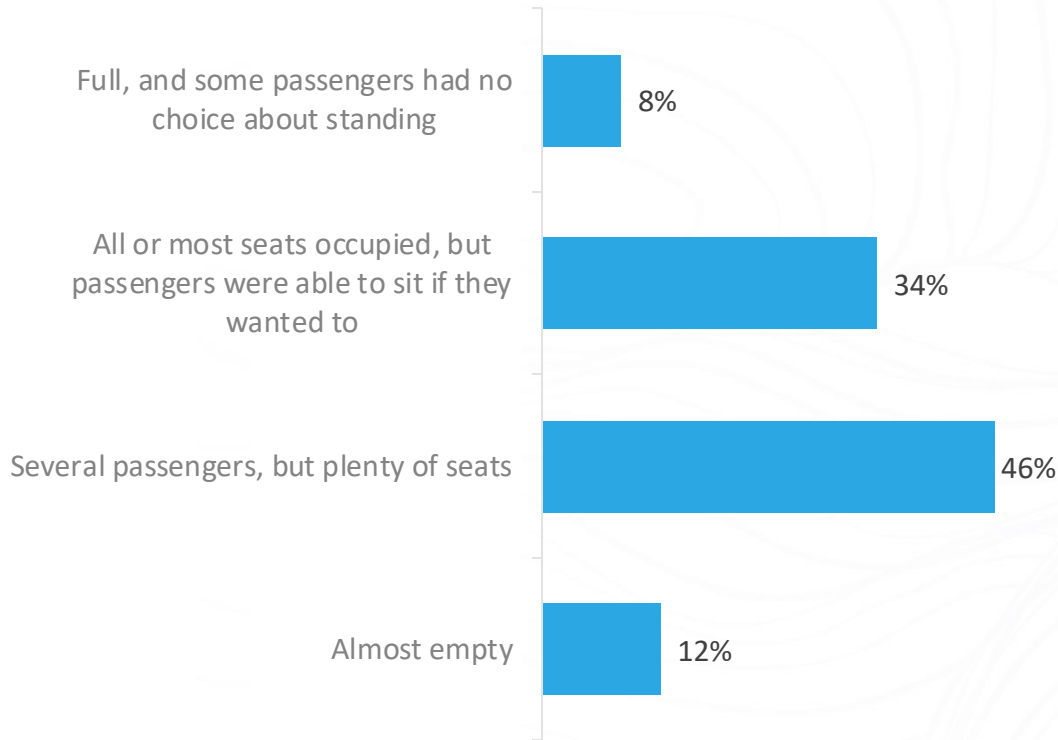
Did you get a seat on the bus?

Total — **94%** ... **1%**

- Yes – for all of the journey
- Yes – for part of the journey
- No – there were seats available, but I chose to stand
- No – there were no seats available, but I was happy to stand
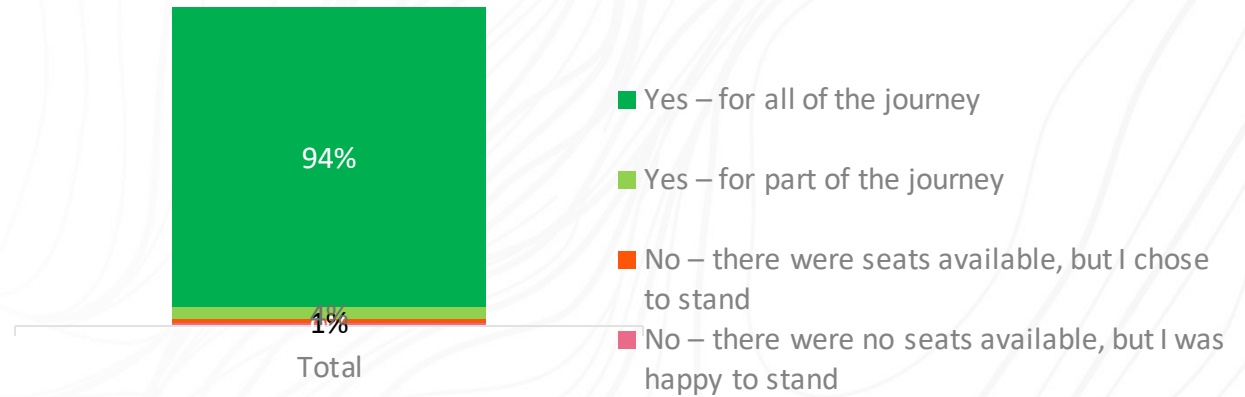
And did anyone sit next to you on the bus?
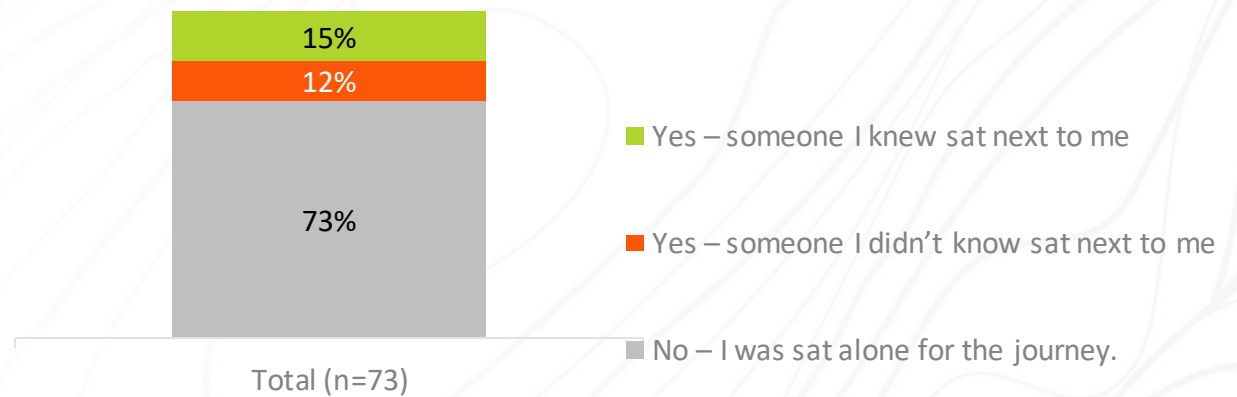
Total (n=73) — **15%**, **12%**, **73%**

- Yes – someone I knew sat next to me
- Yes – someone I didn't know sat next to me
- No – I was sat alone for the journey.

transportfocus

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Satisfaction with Bus Driver (demographics)

How satisfied were you with the driver of the bus?

NET 'Satisfied'

	Total	16-25	26-59	60+	Male	Female	Disability	No disability
NET	90%	83%	92%	91%	87%	92%	90%	91%
Very satisfied	67%	53%	69%	77%	65%	69%	69%	70%
Fairly satisfied	23%	30%	23%	14%	22%	23%	21%	21%
Neither satisfied nor dissatisfied	8%	14%	7%	6%	10%	7%	8%	6%
Fairly dissatisfied	2%	1%	0%	3%	2%	0%	2%	2%

Legend:
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

Age — Gender — Disability

transportfocus

BVA BDRC
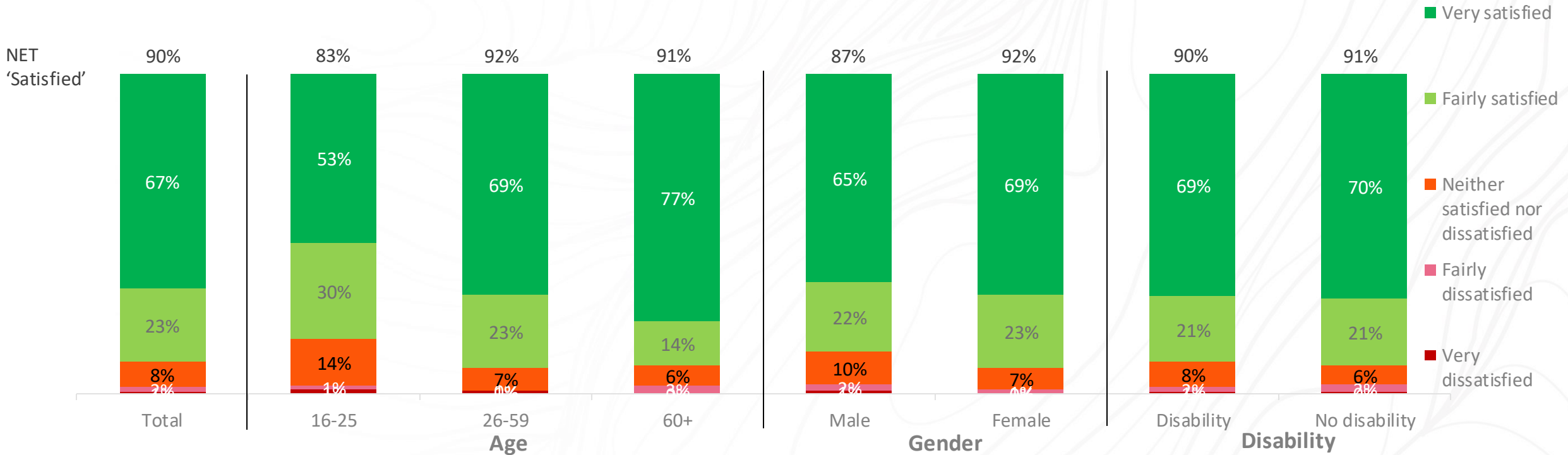
Satisfaction with Bus Driver (journey based splits)

How satisfied were you with the driver of the bus?

NET 'Satisfied'

	Total	Peak	Weekday Offpeak	Weekend	Commute	Personal	Shopping	Fare payer	Non fare payer
NET Satisfied	90%	91%	91%	87%	89%	89%	93%	88%	91%
Very satisfied	67%	68%	69%	62%	62%	63%	78%	62%	79%
Fairly satisfied	23%	22%	22%	25%	27%	26%	15%	26%	13%
Neither satisfied nor dissatisfied	8%	8%	8%	8%	11%	8%	4%	10%	5%
Fairly dissatisfied	2%	0%	0%	3%	0%	2%	3%	1%	3%
Very dissatisfied				3%					

Legend:
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

Daypart — **Journey Purpose** — **Ticket Type**

Bournemouth, Christchurch & Poole YBJ results Total:N=454 Daypart Peak=98, Weekday Offpeak=265, Weekend=89 Journey Purpose Commute=180, Personal=133, Shopping trip=107 Ticket type Fare payer=260 non fare payer=164

transportfocus

BVA BDRC

Rating of bus driver

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

NET 'Good'

	96%	94%	88%	90%	85%	95%
Very good	74%	68%	60%	62%	46%	70%
Fairly good	21%	26%	27%	28%	39%	25%
Neither good nor poor		6%	7%	4%	6%	3%
Fairly poor	1%		3%	4%	7%	

Legend:
- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

Categories:
- How near to the kerb/stop the bus stopped (n=137)
- The driver's appearance (n=136)
- The helpfulness and attitude of the driver (n=139)
- The time the driver gave you to get to your seat (n=140)
- Smoothness/freedom from jolting during the journey (n=140)
- The safety of the driving (n=141)

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results BPS and Long questionnaire Total=141

transportfocus

BVA BDRC

Rating of Cleanliness and Condition of Inside of Bus (demographics)

Thinking about whilst you were on the bus, how would you rate the following? – the cleanliness and condition of the inside of the bus

NET 'Good'

	Total	16-25	26-59	60+	Male	Female	Disability	No disability
NET 'Good'	77%	69%	71%	90%	79%	77%	77%	82%
Very good	43%	25%	37%	59%	46%	42%	42%	47%
Fairly good	34%	44%	34%	31%	33%	36%	35%	34%
Neither good nor poor	15%	19%	20%	6%	12%	16%	12%	14%
Fairly poor	5%	8%	4%	3%	5%	4%	5%	3%
Very poor	3%	4%	4%		4%		5%	

Age — Gender — Disability

- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

transportfocus

BVA BDRC
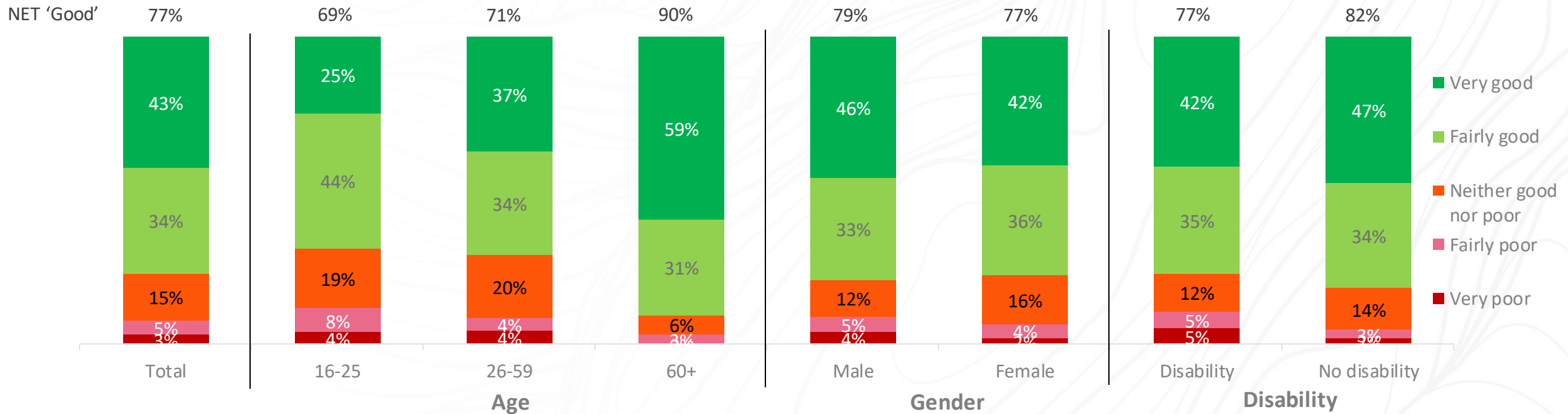
Rating of Cleanliness and Condition of Inside of Bus (journey based splits)

Thinking about whilst you were on the bus, how would you rate the following? – the cleanliness and condition of the inside of the bus

NET 'Good'

	Total	Peak	Weekday Offpeak	Weekend	Commute	Personal	Shopping	Fare payer	Non fare payer
NET 'Good'	77%	83%	76%	73%	73%	73%	85%	71%	89%
Very good	43%	45%	43%	39%	32%	45%	54%	32%	61%
Fairly good	34%	38%	33%	34%	41%	28%	31%	38%	28%
Neither good nor poor	15%	11%	16%	17%	19%	14%	12%	20%	6%
Fairly poor	5%	4%	5%	6%	4%	8%		5%	4%
Very poor	3%		3%	4%	3%	5%		4%	

Daypart — Journey Purpose — Ticket Type

Legend: Very good, Fairly good, Neither good nor poor, Fairly poor, Very poor

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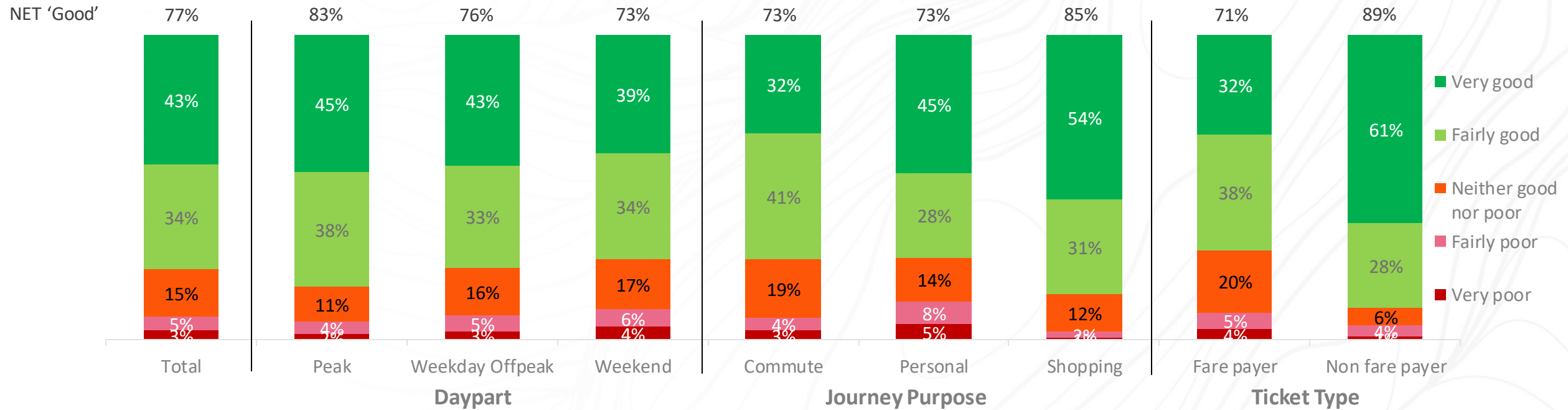
Rating of Availability of Seating or Space to Stand (demographics)

Thinking about whilst you were on the bus, how would you rate the following? – the availability of seating or space to stand

NET 'Good'

	Total	16-25	26-59	60+	Male	Female	Disability	No disability
NET 'Good'	90%	84%	91%	95%	88%	91%	95%	92%

Legend:
- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

Total
- Very good: 59%
- Fairly good: 31%
- Neither good nor poor: 6%

16-25
- Very good: 57%
- Fairly good: 28%
- Neither good nor poor: 12%
- Fairly poor: 4%

26-59
- Very good: 58%
- Fairly good: 34%
- Neither good nor poor: 5%

60+
- Very good: 68%
- Fairly good: 27%
- Neither good nor poor: 2%

Male
- Very good: 58%
- Fairly good: 30%
- Neither good nor poor: 9%

Female
- Very good: 61%
- Fairly good: 31%
- Neither good nor poor: 5%

Disability
- Very good: 62%
- Fairly good: 33%
- Neither good nor poor: 2%

No disability
- Very good: 62%
- Fairly good: 30%
- Neither good nor poor: 5%

Age | Gender | Disability
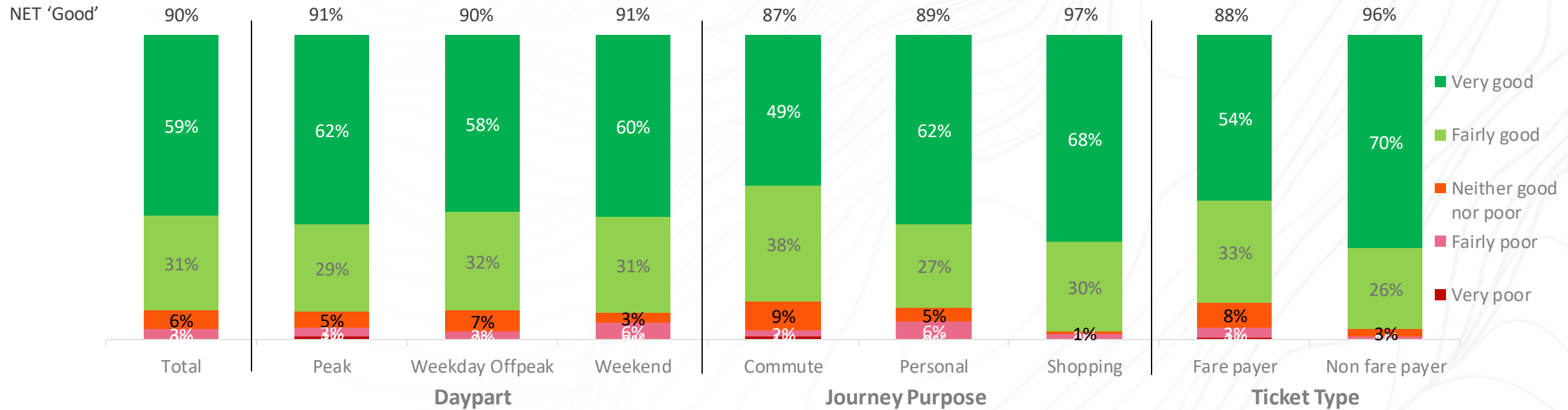
transportfocus

BVA BDRC

Rating of Availability of Seating or Space to Stand (journey based splits)

Thinking about whilst you were on the bus, how would you rate the following? – the availability of seating or space to stand

NET 'Good'

	Total	Peak	Weekday Offpeak	Weekend	Commute	Personal	Shopping	Fare payer	Non fare payer
NET 'Good'	90%	91%	90%	91%	87%	89%	97%	88%	96%
Very good	59%	62%	58%	60%	49%	62%	68%	54%	70%
Fairly good	31%	29%	32%	31%	38%	27%	30%	33%	26%
Neither good nor poor	6%	5%	7%	3%	9%	5%	1%	8%	3%
Fairly poor	3%	3%	2%	6%	2%	6%		3%	

Daypart: Total, Peak, Weekday Offpeak, Weekend
Journey Purpose: Commute, Personal, Shopping
Ticket Type: Fare payer, Non fare payer

Legend:
- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
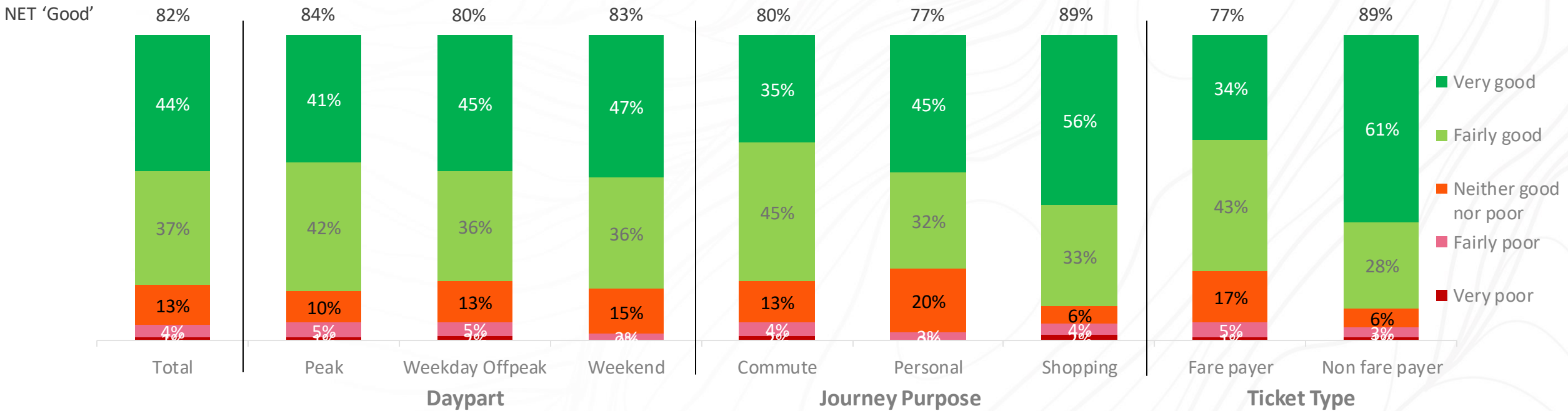- Very poor

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Rating of Availability of Sufficient Ventilation On Board Bus (demographics)

Thinking about whilst you were on the bus, how would you rate the following? – sufficient ventilation on board bus

NET 'Good'

	Total	16-25	26-59	60+	Male	Female	Disability	No disability
NET 'Good'	82%	77%	79%	89%	85%	80%	82%	86%
Very good	44%	30%	43%	56%	45%	45%	42%	50%
Fairly good	37%	47%	36%	33%	40%	35%	40%	36%
Neither good nor poor	13%	19%	15%	6%	12%	14%	15%	10%
Fairly poor	4%	3%	4%	3%	3%	4%	3%	3%
Very poor								

Age — Gender — Disability

Legend:
- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
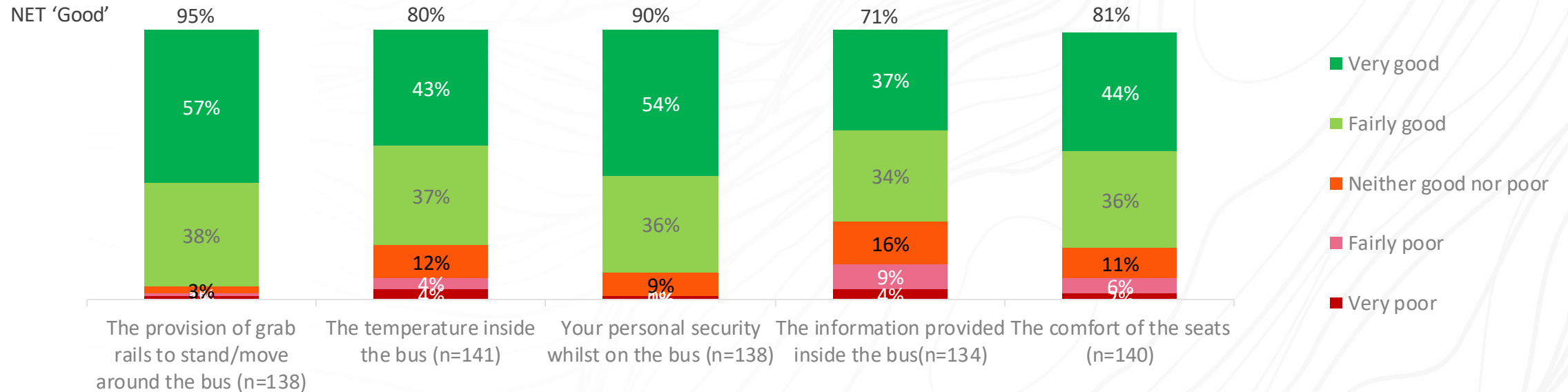- Very poor

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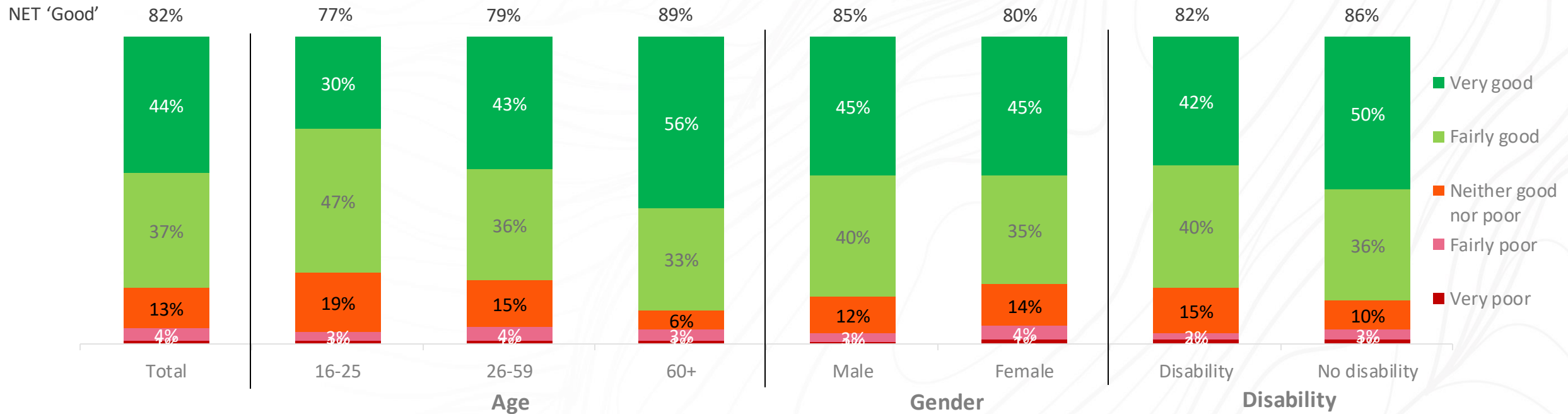
Rating of Availability of Sufficient Ventilation On Board Bus (journey based splits)

Thinking about whilst you were on the bus, how would you rate the following? – sufficient ventilation on board bus

NET 'Good'

	Total	Peak	Weekday Offpeak	Weekend	Commute	Personal	Shopping	Fare payer	Non fare payer
NET 'Good'	82%	84%	80%	83%	80%	77%	89%	77%	89%
Very good	44%	41%	45%	47%	35%	45%	56%	34%	61%
Fairly good	37%	42%	36%	36%	45%	32%	33%	43%	28%
Neither good nor poor	13%	10%	13%	15%	13%	20%	6%	17%	6%
Fairly poor	4%	5%	5%	3%	4%	3%	4%	5%	3%
Very poor									

Daypart | **Journey Purpose** | **Ticket Type**

Legend:
- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

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Rating of experience on the bus

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

NET 'Good'

	95%	80%	90%	71%	81%

The provision of grab rails to stand/move around the bus (n=138)
- Very good: 57%
- Fairly good: 38%
- 3%

The temperature inside the bus (n=141)
- Very good: 43%
- Fairly good: 37%
- Neither good nor poor: 12%
- 4%
- 4%

Your personal security whilst on the bus (n=138)
- Very good: 54%
- Fairly good: 36%
- 9%

The information provided inside the bus(n=134)
- Very good: 37%
- Fairly good: 34%
- Neither good nor poor: 16%
- Fairly poor: 9%
- 4%

The comfort of the seats (n=140)
- Very good: 44%
- Fairly good: 36%
- Neither good nor poor: 11%
- 6%

Legend:
- Very good (dark green)
- Fairly good (light green)
- Neither good nor poor (orange)
- Fairly poor (pink)
- Very poor (dark red)

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

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On board bus elements

Were any of these present on the bus?

Legend: ■ Yes ■ No ■ Don't know

Element	Yes	No	Don't know
A map of the bus route/journey times	21%	49%	30%
Audio announcements e.g. saying the next bus stop	49%	46%	4%
An electronic display e.g. showing the next bus stop	67%	27%	6%
Information about tickets/fares	19%	58%	22%
A timetable	13%	61%	25%
Details of how to contact the bus company, for example to make a complaint of find out information	28%	25%	46%
Free WiFi	36%	30%	34%
USB charging points	49%	30%	21%
Leather seats	33%	52%	15%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results BPS questionnaire Total=67

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Behaviour of other passengers

Did other passengers' behaviour make you feel worried or uncomfortable during your journey, at the bus stop or on the bus?
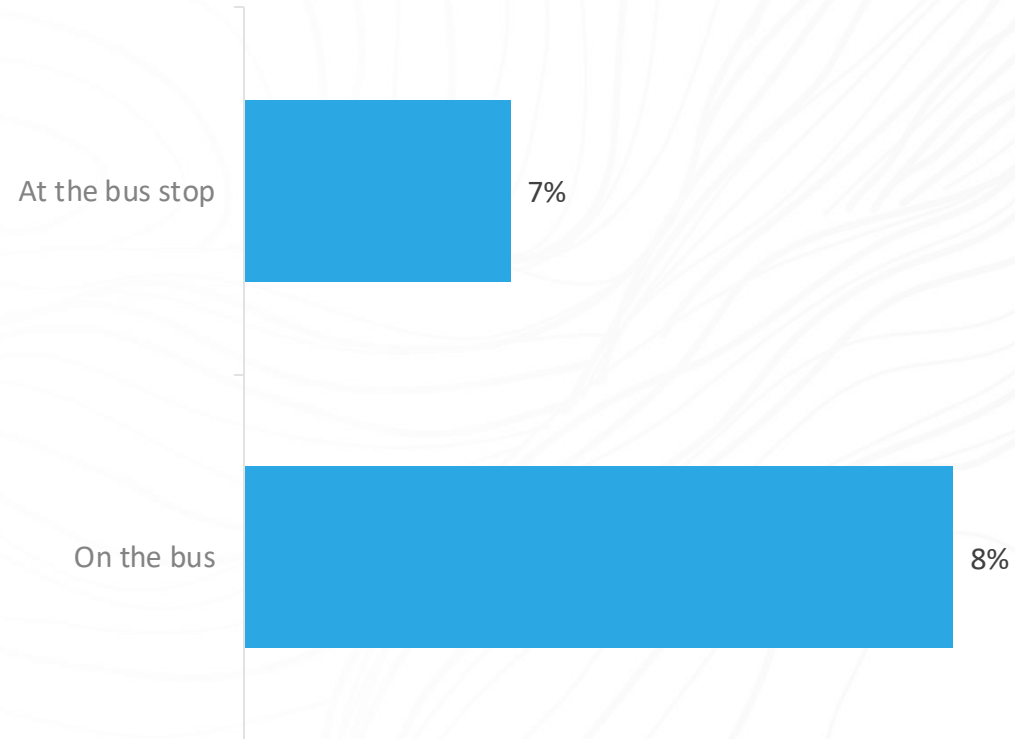
At the bus stop — 7%

On the bus — 8%

Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bournemouth, Christchurch & Poole YBJ results BPS and Long questionnaire Total=141

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Appendix

Contacts for questions

Core team:

Alice Wells
Alice.Wells@bva-bdrc.com
0207 490 9130

Sally Mimnagh
Sally.Mimnagh@bva-bdrc.com
0207 490 9155

Thomas Folqué
Thomas.Folque@bva-bdrc.com
02974 909 139

Tim Sander
Tim.Sander@bva-bdrc.com
07989 165 658

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Quality standards and other details

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.

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