



Your Bus Journey – Refining Survey approach

Report of results – Devon

June 2022

Contents

	Page no.
Background	3
Overview of what we did	4
Demographics	5
Overview	6
Type of journey and reason for travel	10
Overall satisfaction	24
At the bus stop	30
On the bus	40
Appendix	57

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**

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

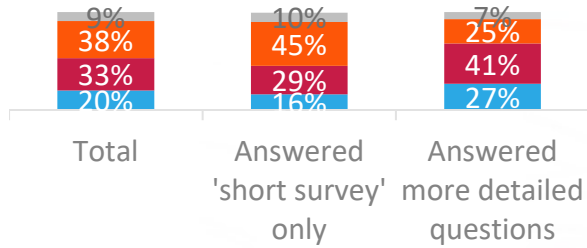
All respondents completed the ‘short’ core questionnaire. Respondents taking part on line were then offered the option of completing more questions if they were happy to, and were assigned to complete either the ‘long’ questionnaire (a further 14 questions based on those asked in previous research) or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

Demographics

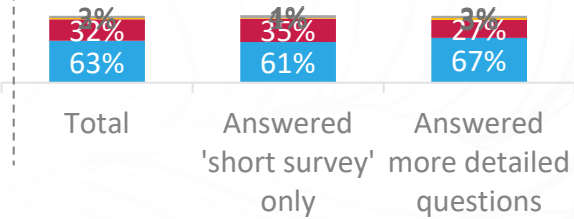
Age of respondent

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



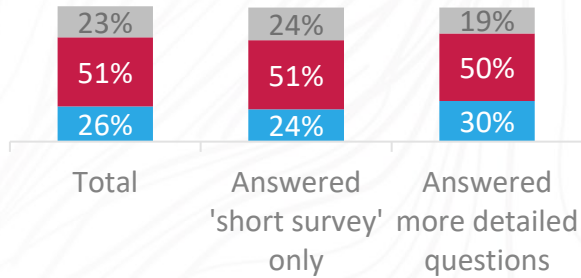
Gender of respondent

- Prefer not to say
- Prefer to describe another way
- Male
- Female



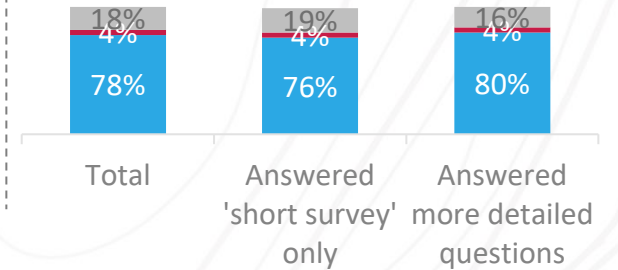
Disability

- Disability
- No disability
- Prefer not to say



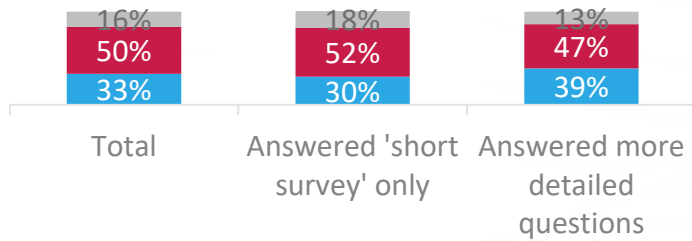
Ethnicity

- White
- BAME
- Prefer not to say



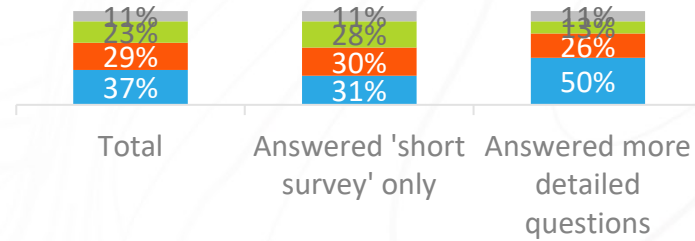
Day part

- Peak
- Weekday offpeak
- Weekend



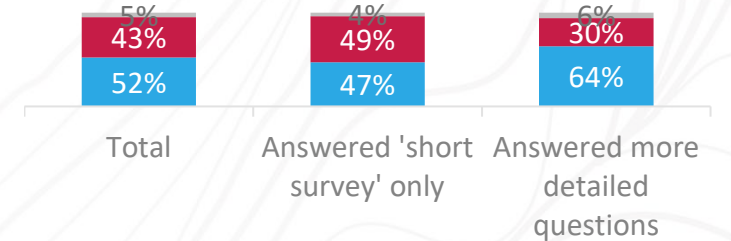
Journey purpose

- Commute
- Personal
- Shopping
- Other



Ticket type

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





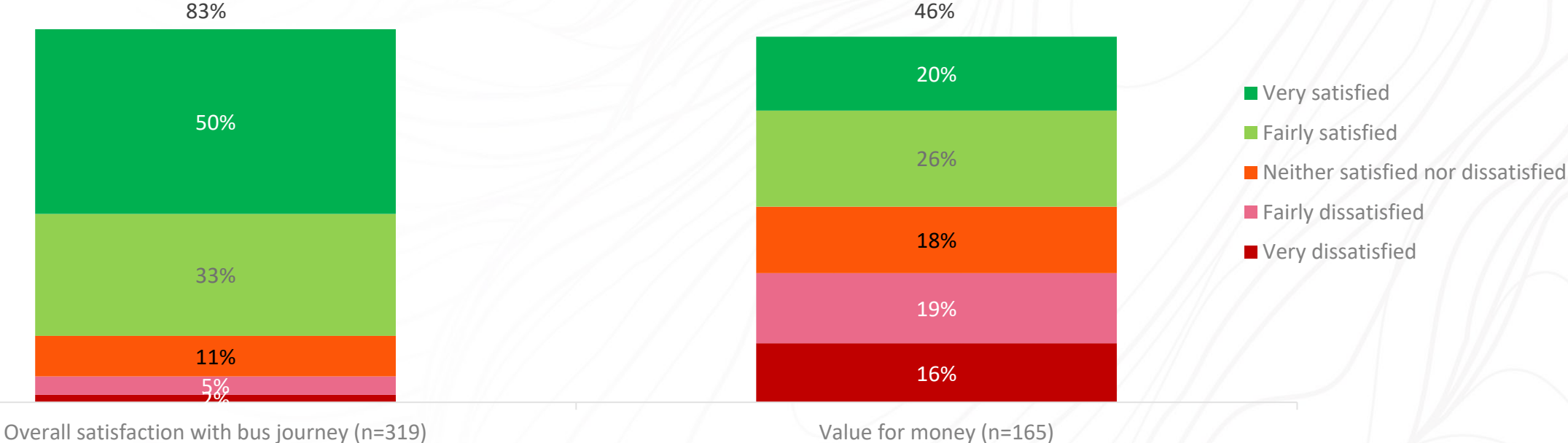
Devon - Overview



Overall satisfaction with the journey and value for money

How satisfied were you with the following?

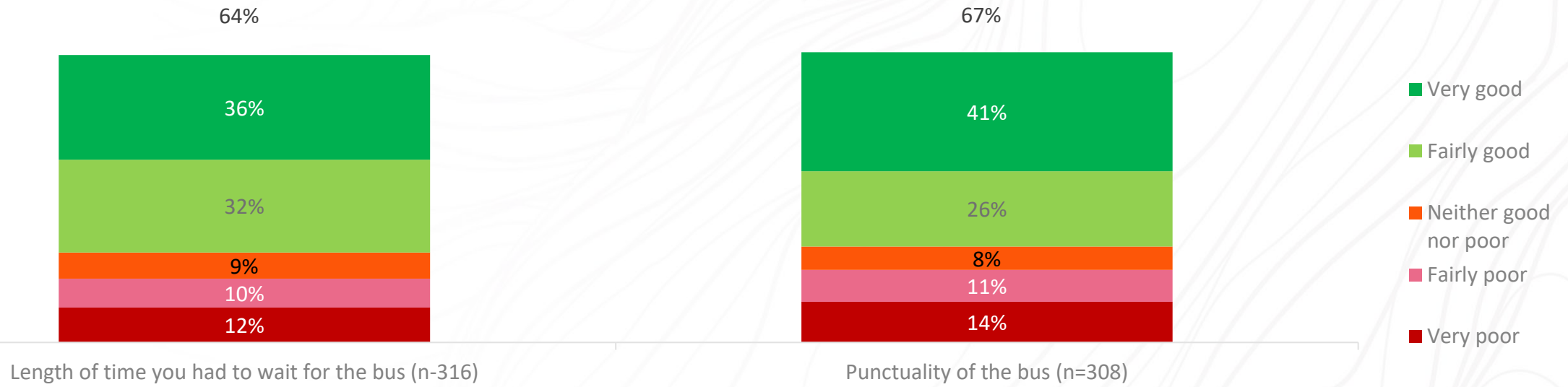
NET
'Satisfied'



Ratings of bus wait

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

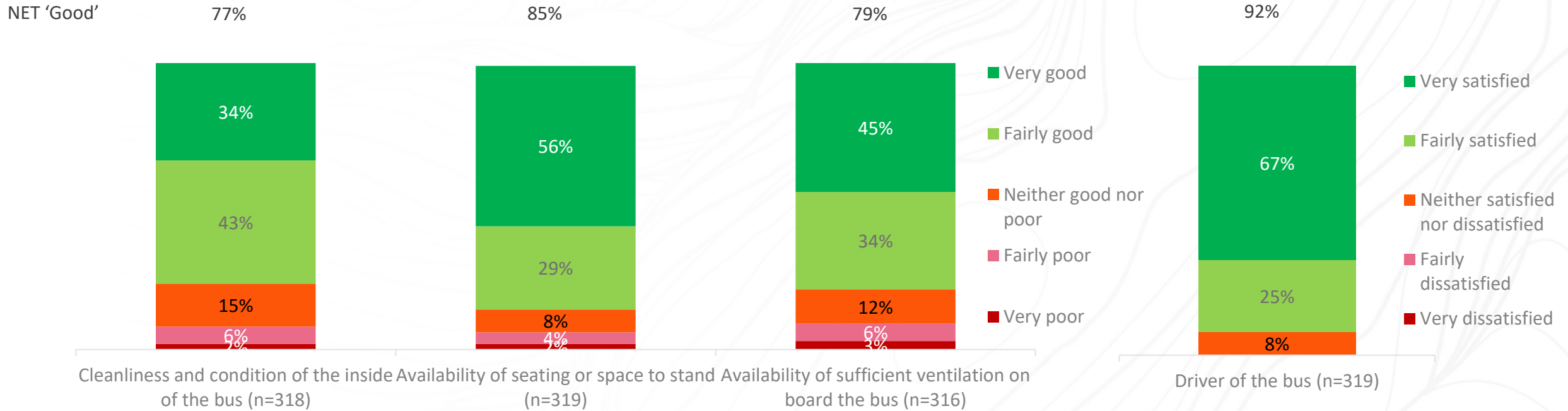
NET 'Good'



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?



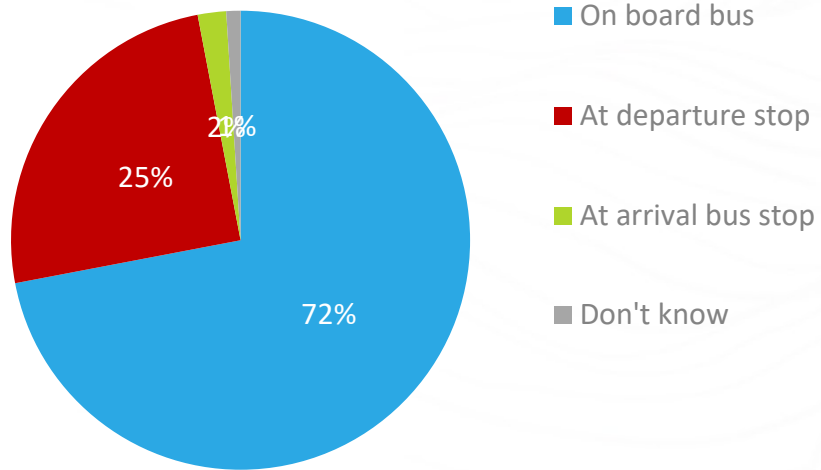


Devon – Type of Journey and reason for bus travel

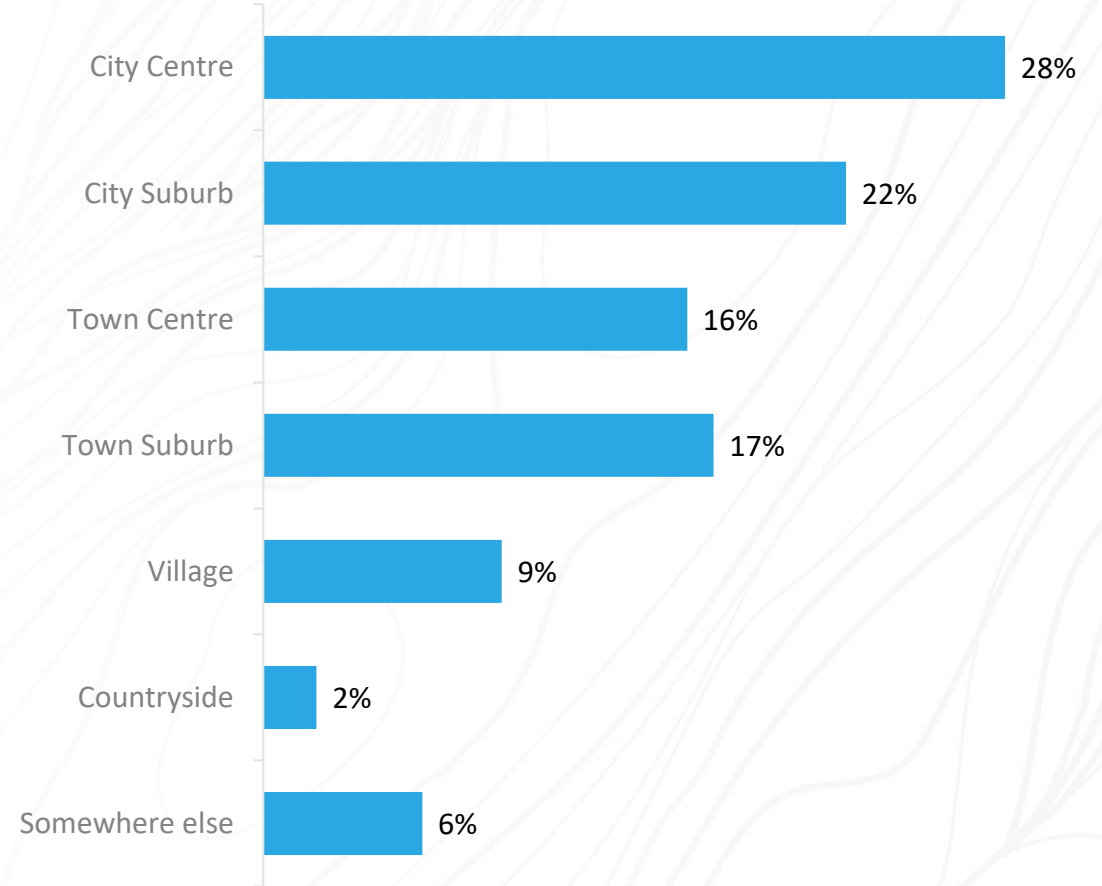


Interviewer intercept and journey start point

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



What type of area was the stop you caught the bus in?

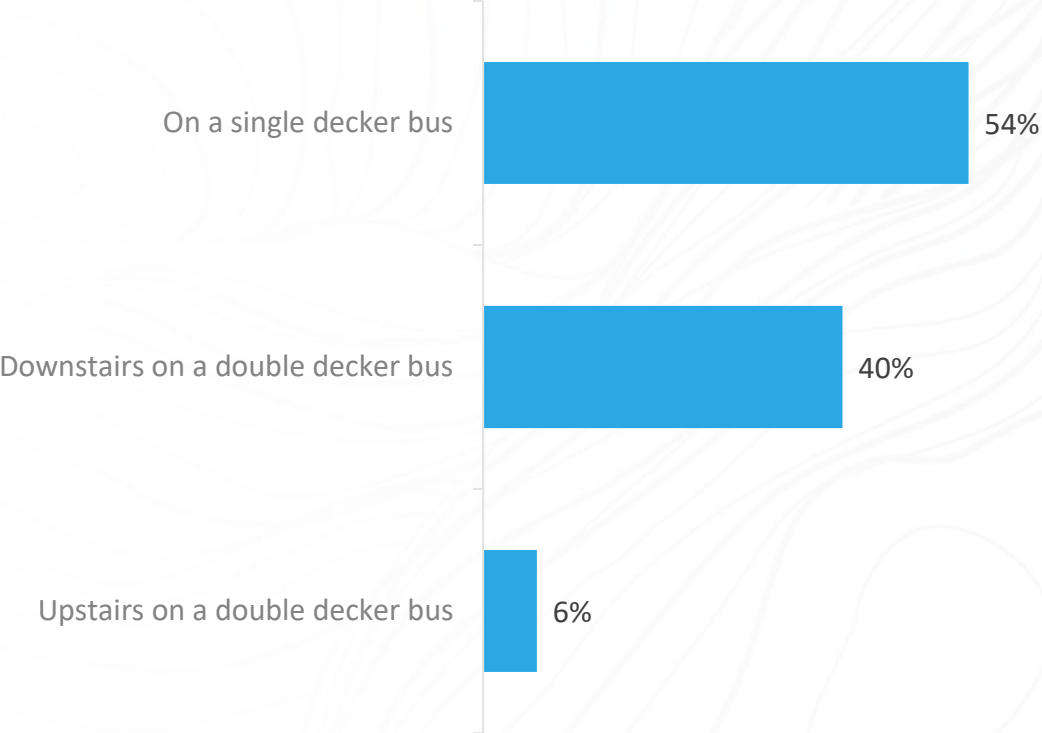


Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Devon YBJ results Total=321

Type of bus

Please tell us whether your bus journey was...?



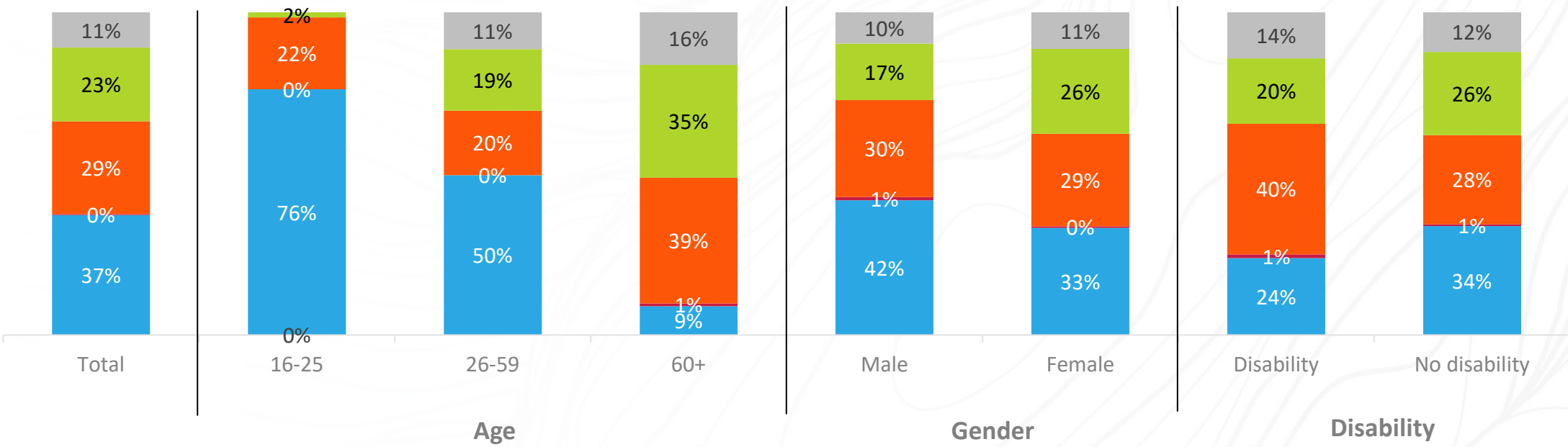
Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

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

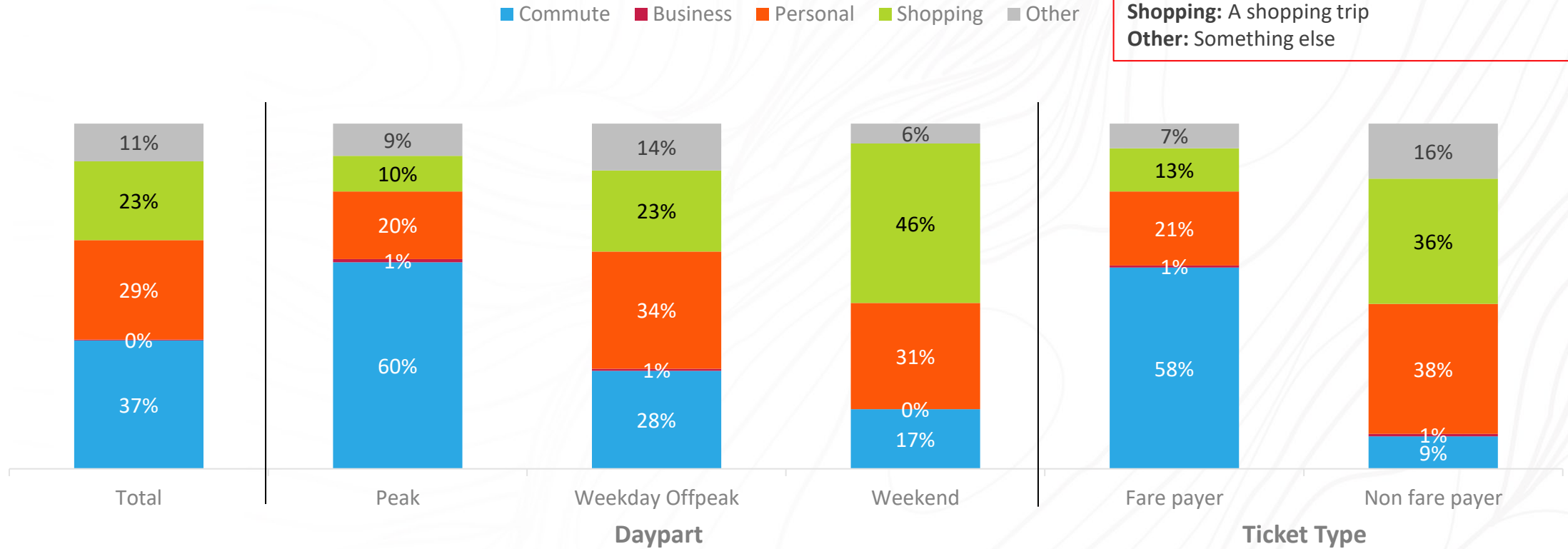
■ Commute ■ Business ■ Personal ■ Shopping ■ Other



Journey Purpose (journey based splits)

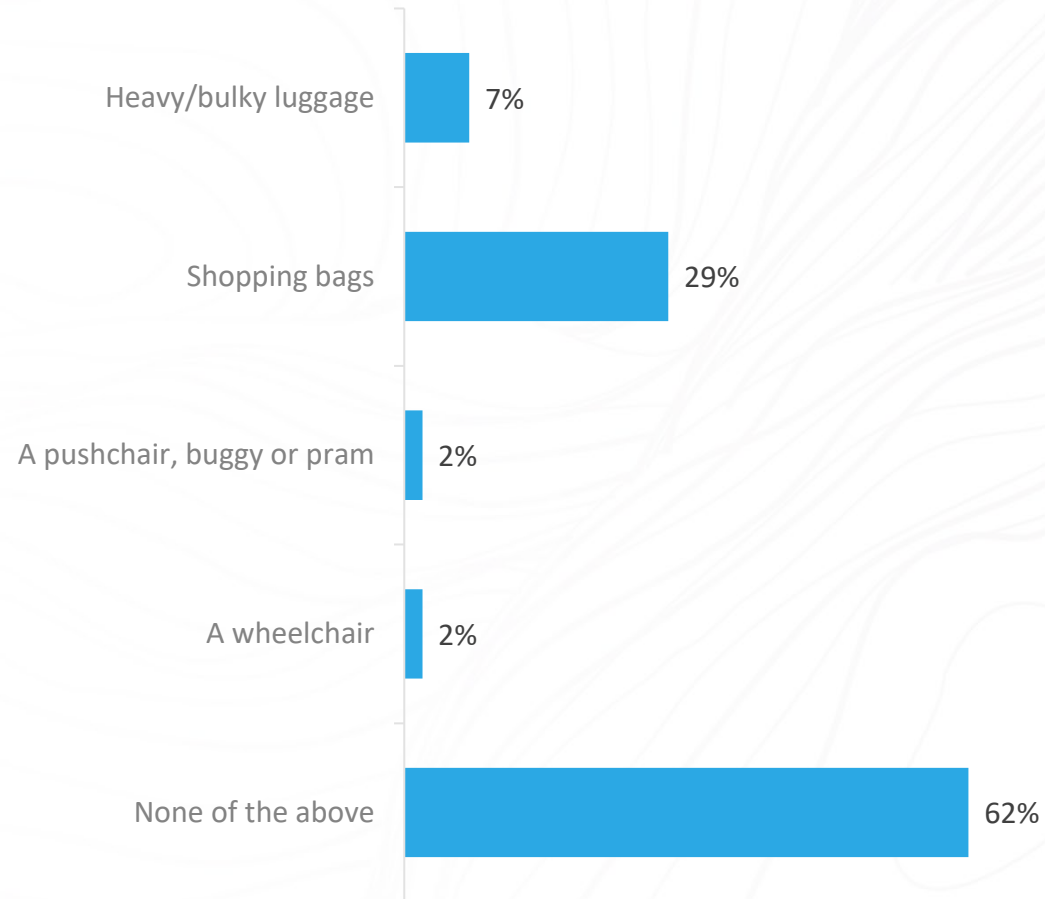
What was the main purpose of this bus journey?

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



Luggage travelling with

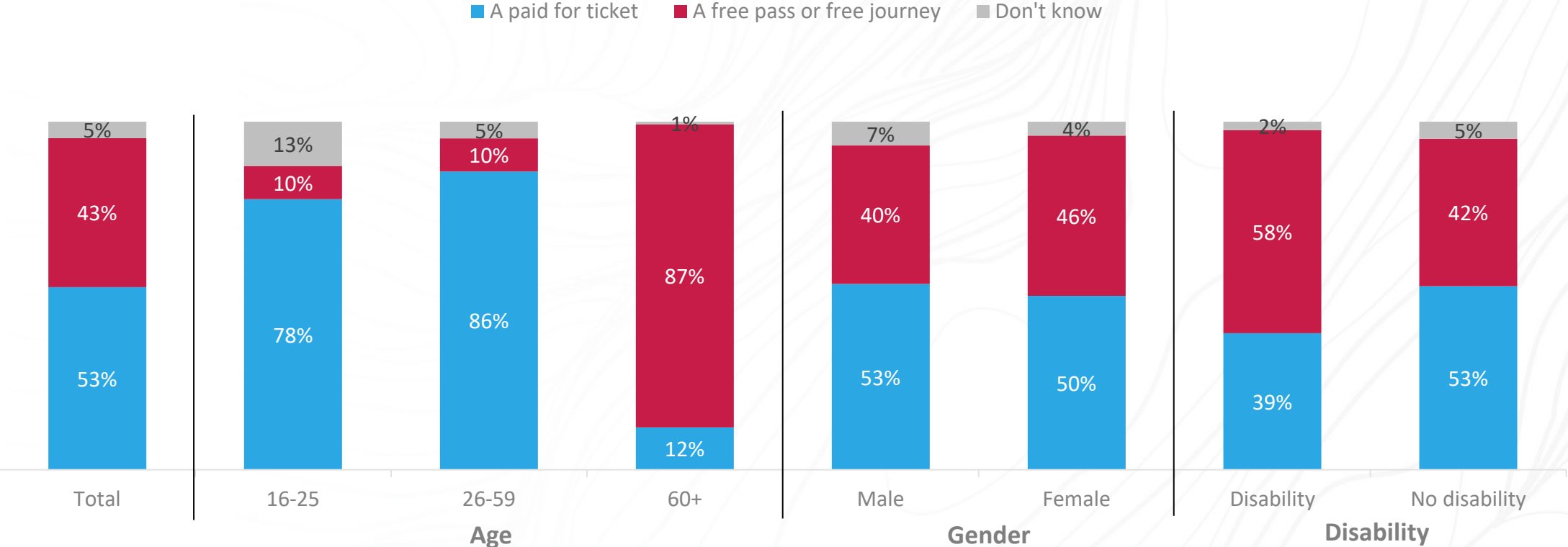
Were you travelling with ...?



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

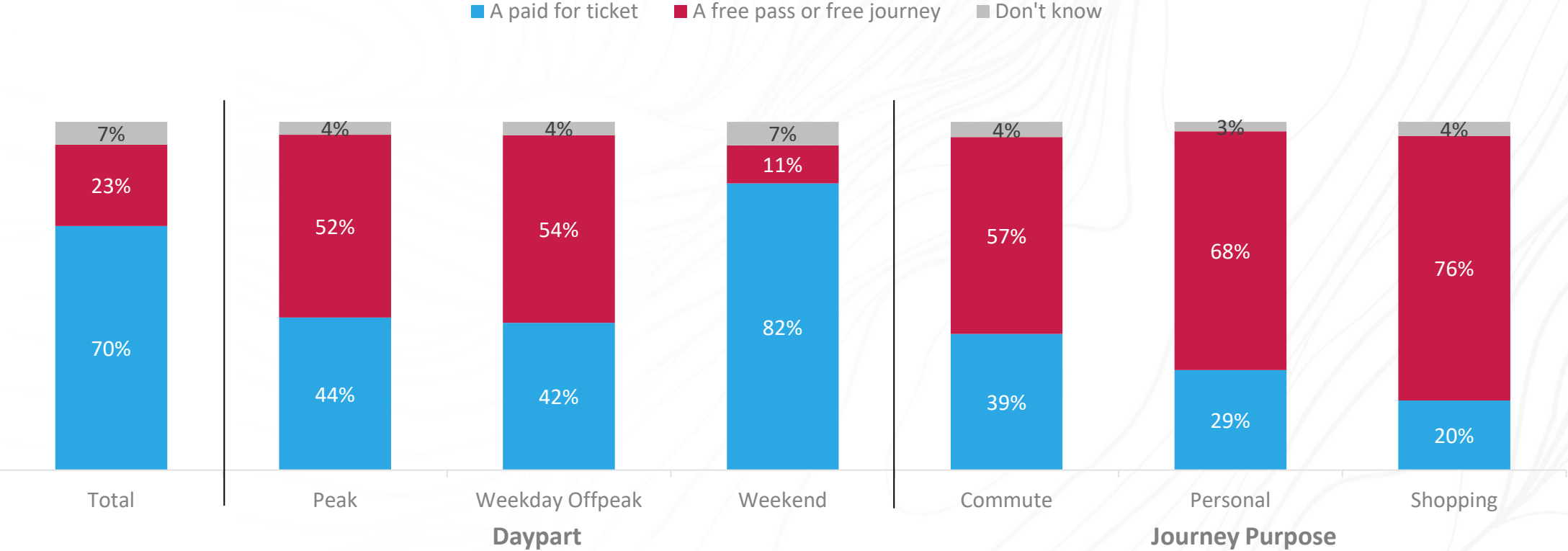
Type of Ticket (demographics)

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



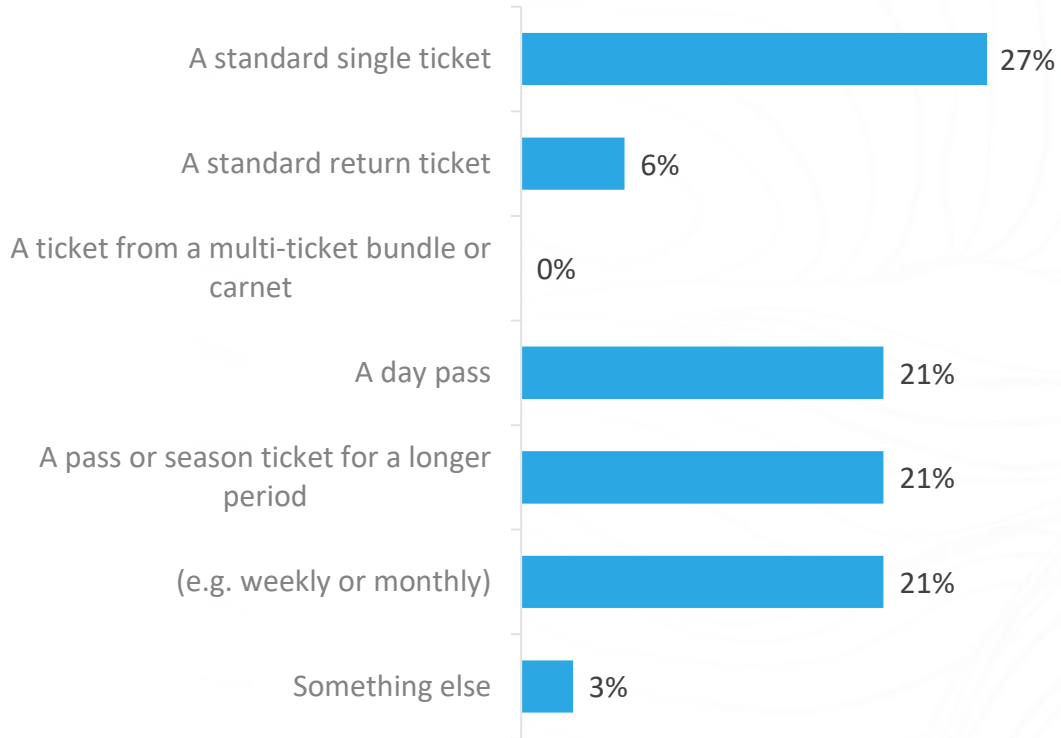
Type of Ticket (journey based splits)

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

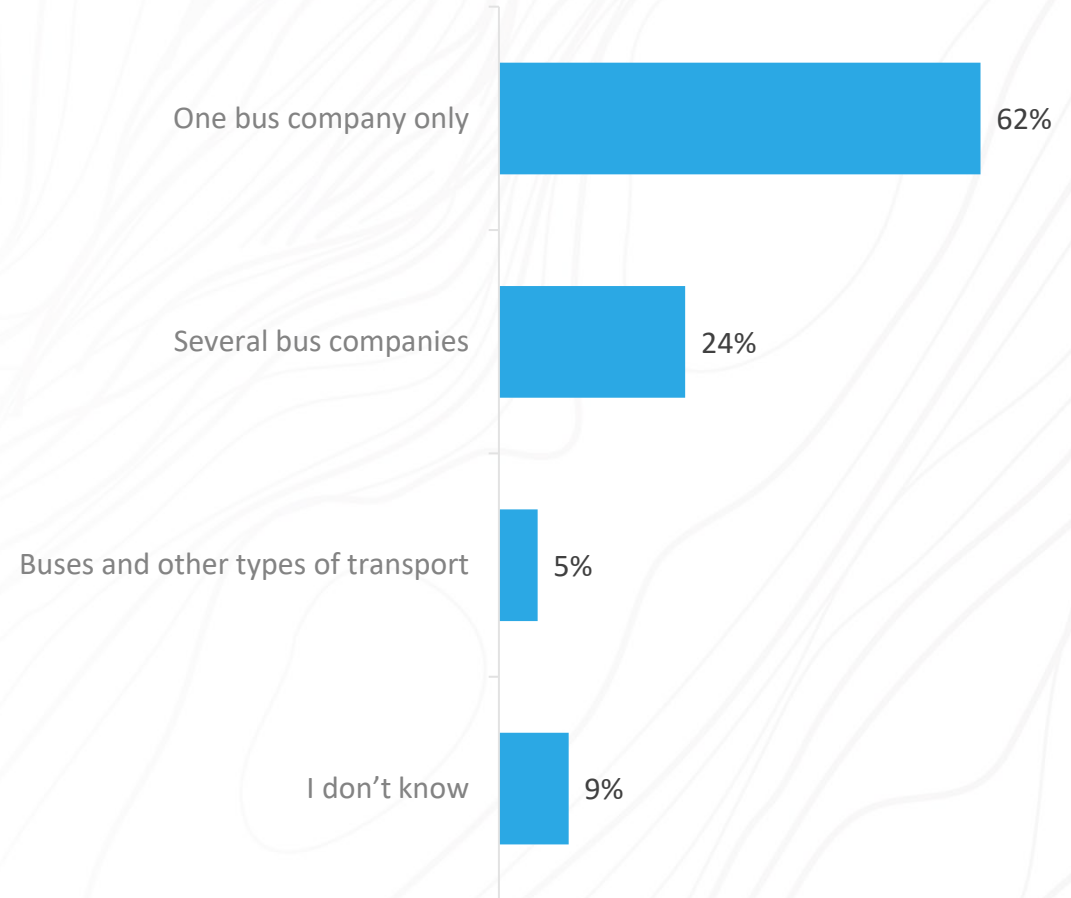


Ticket or pass details

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?

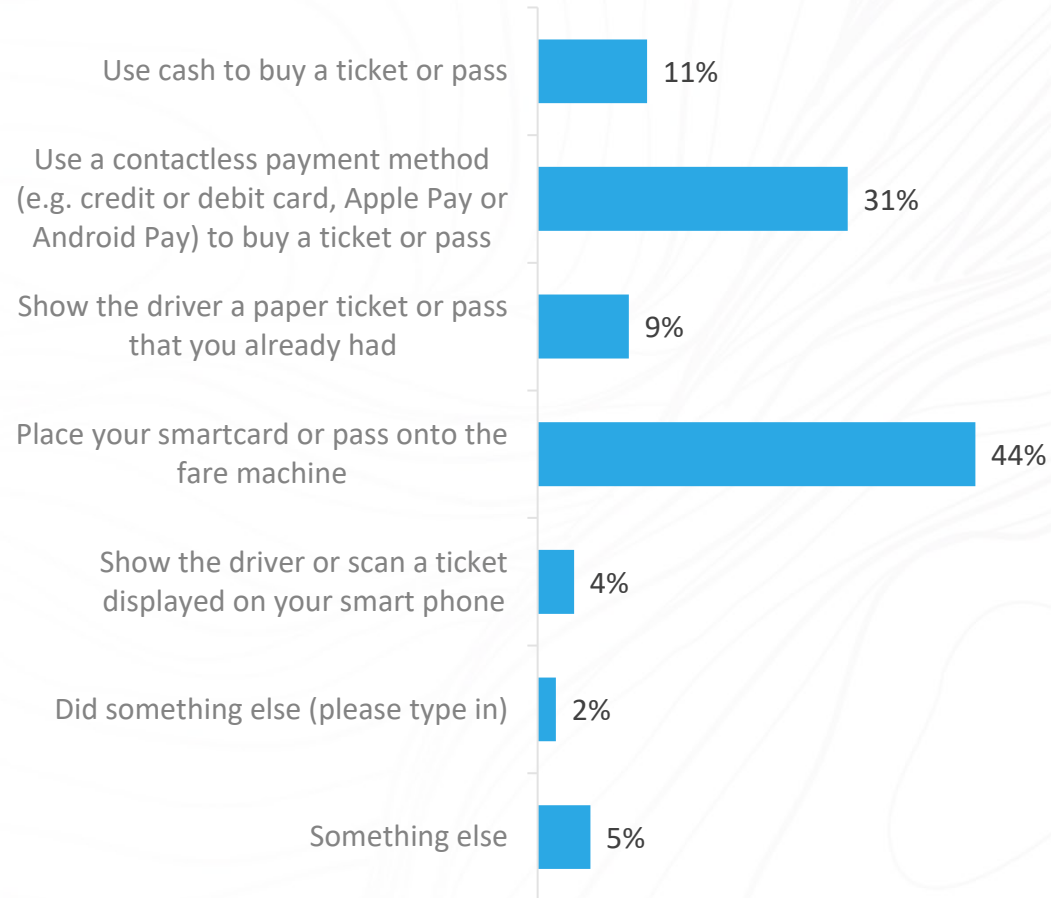


Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Devon YBJ results All using a paid for ticket (n=33) All answering BPS questions (n=55)

Method of payment for ticket

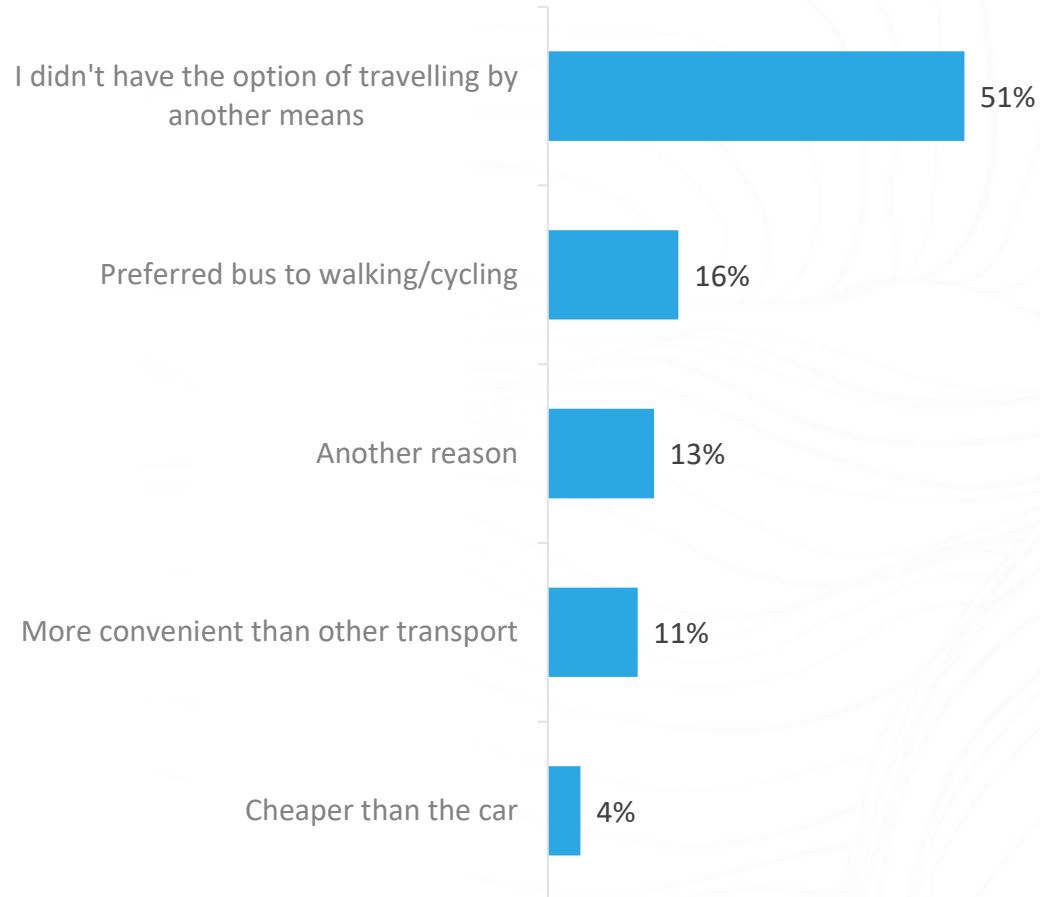
On boarding the bus, did you?



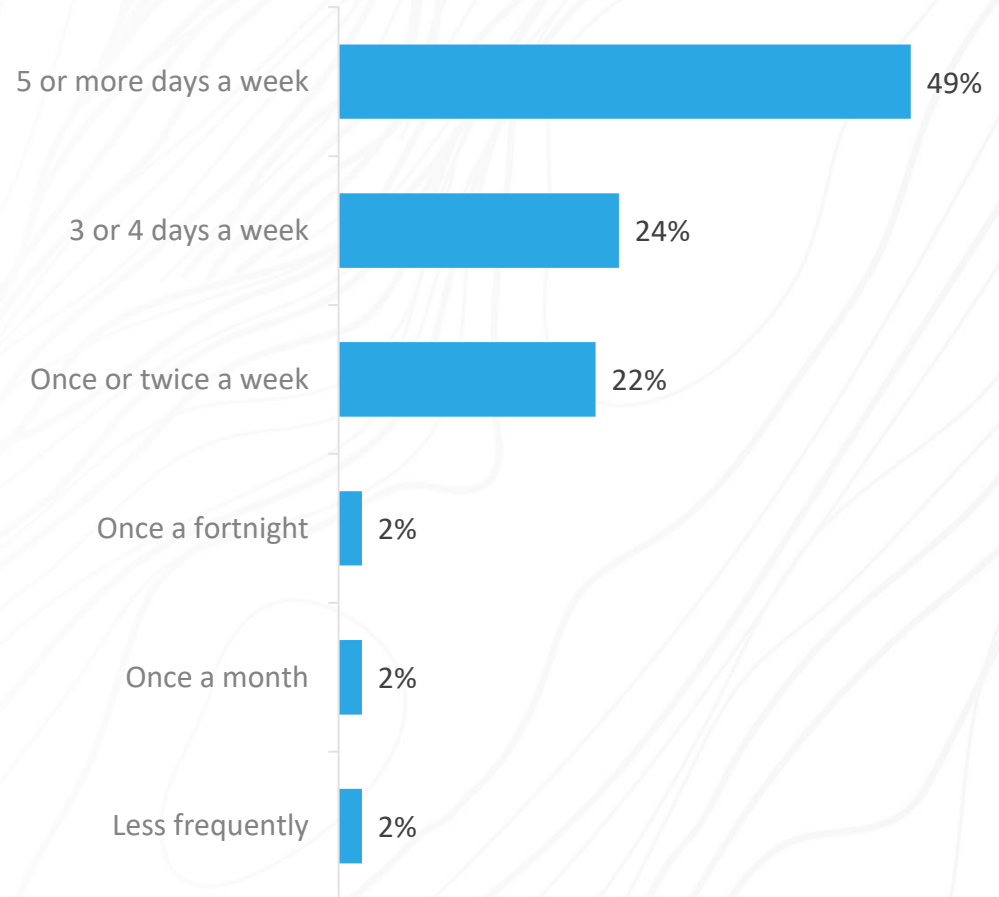
Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Reason for taking bus and frequency of bus travel

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



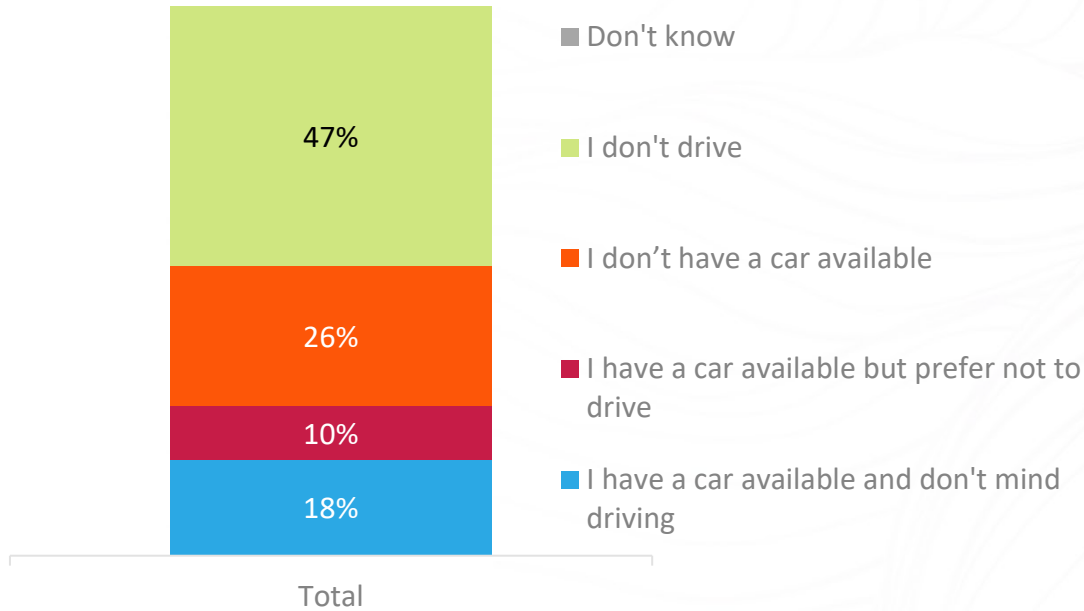
How often do you typically travel by bus?



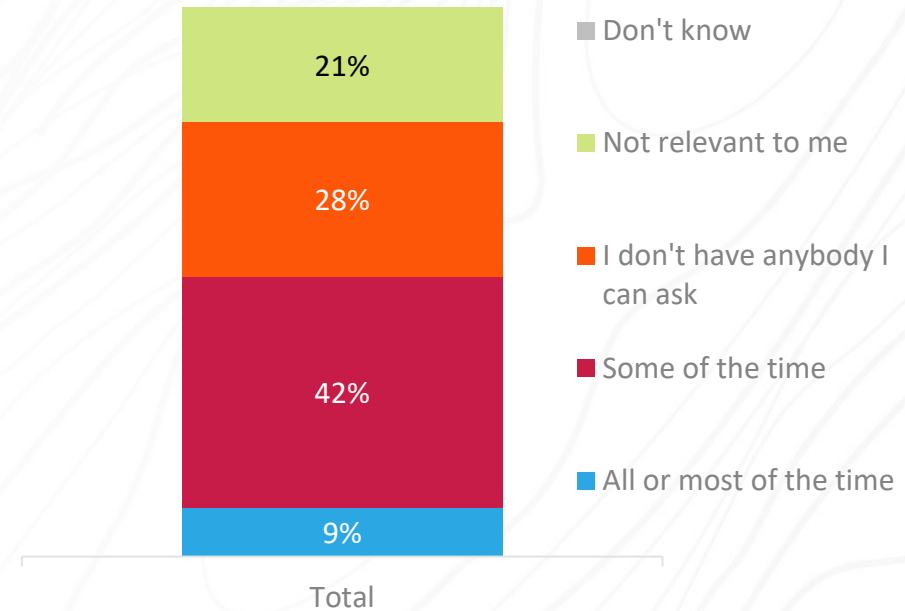
Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Access to Car

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



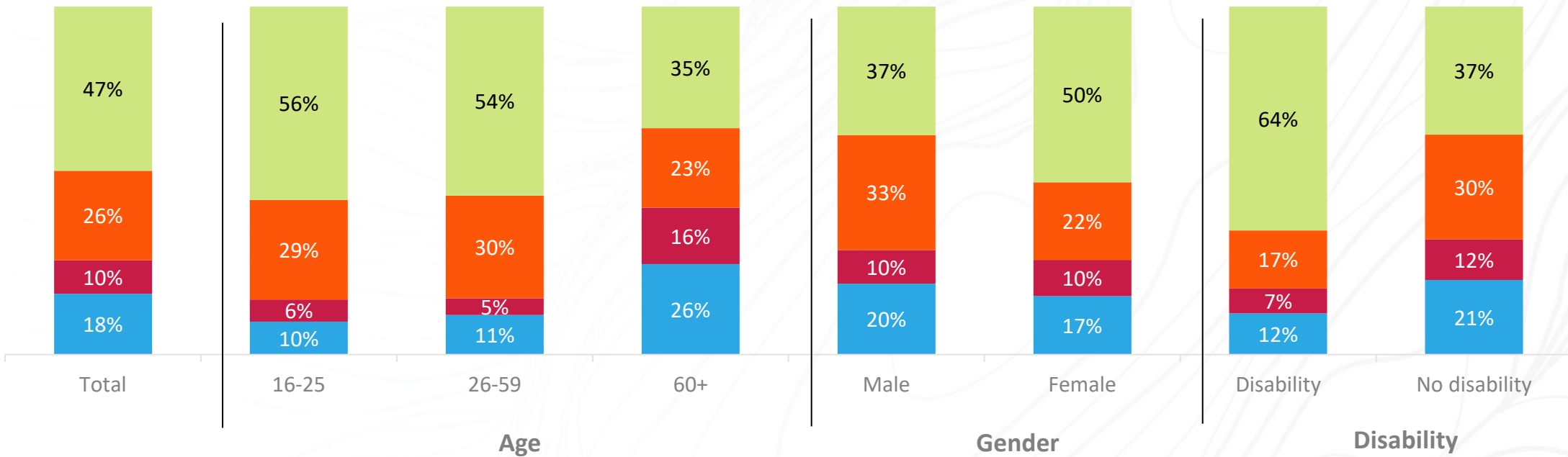
How often are you able to ask someone else to drive you for local journeys?



Access to Car (Own) (demographics)

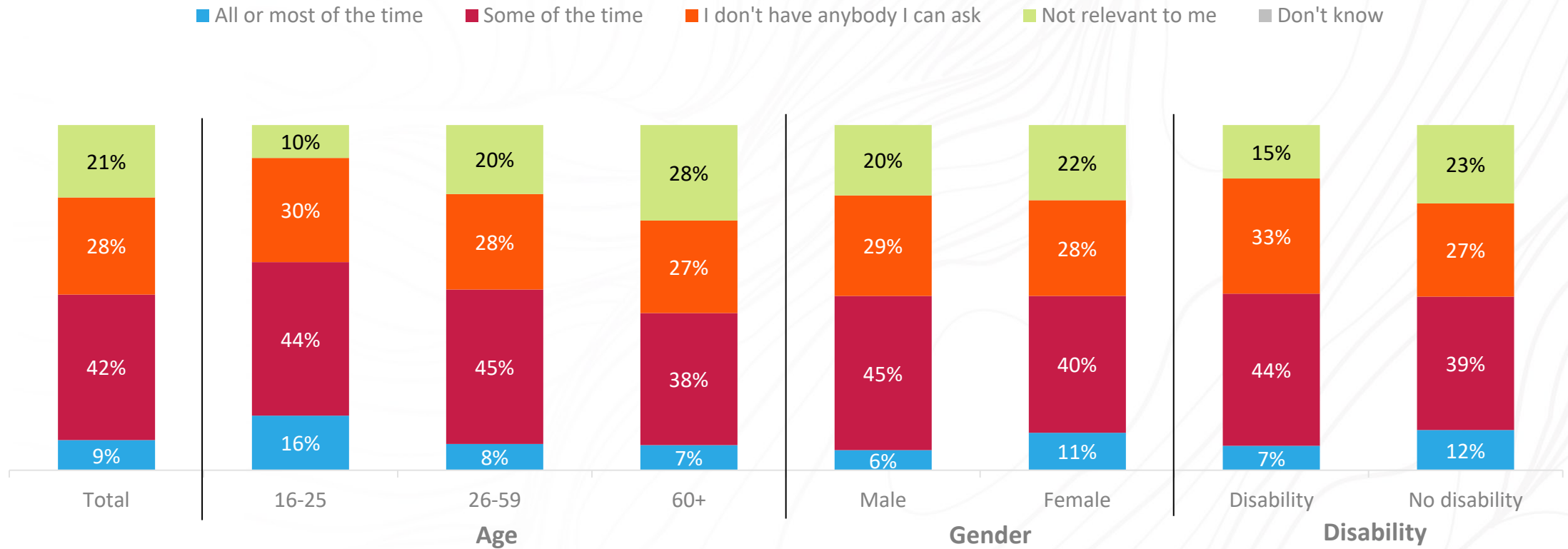
In terms of having a car to drive, which of the following applies?

■ 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



Access to Car (Others) (demographics)

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



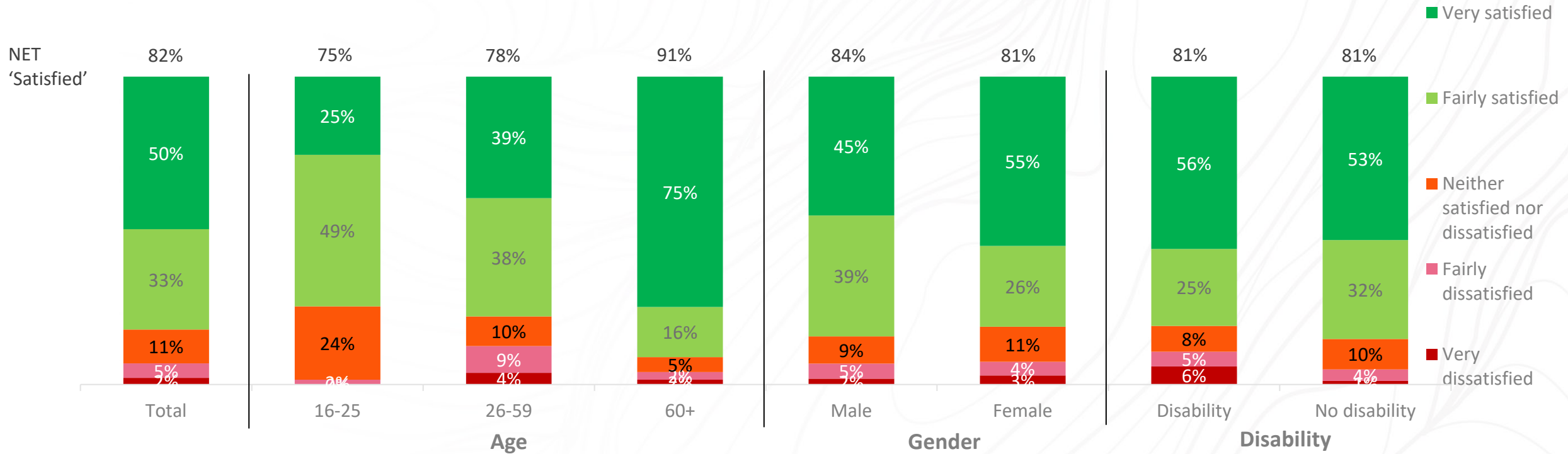


Devon – Overall satisfaction



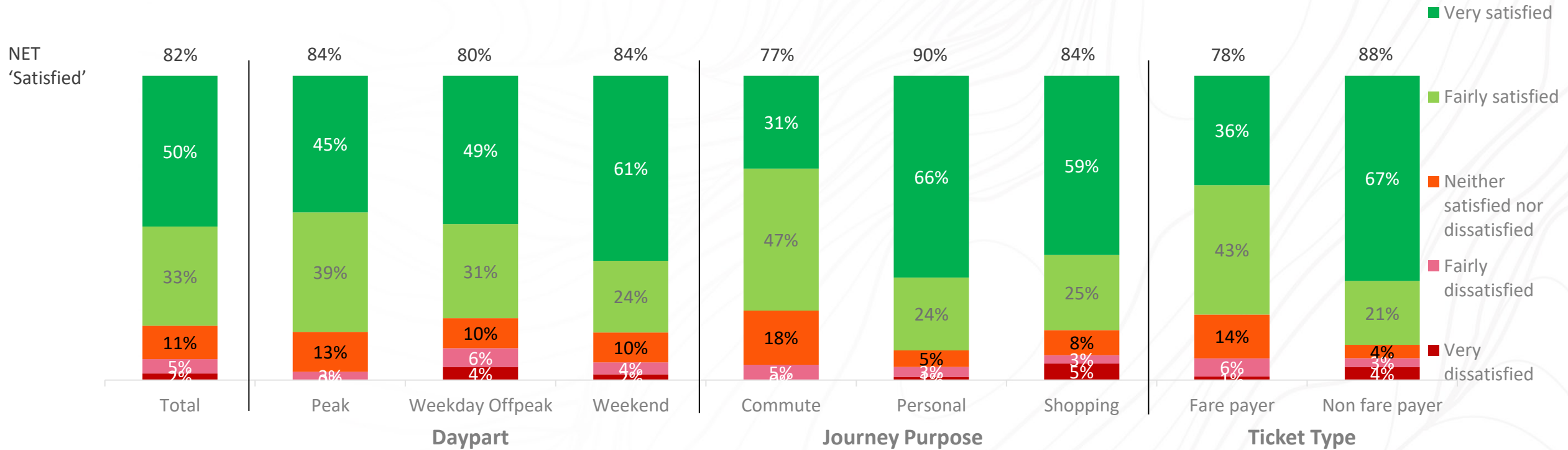
Overall Satisfaction with Bus Journey (demographics)

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



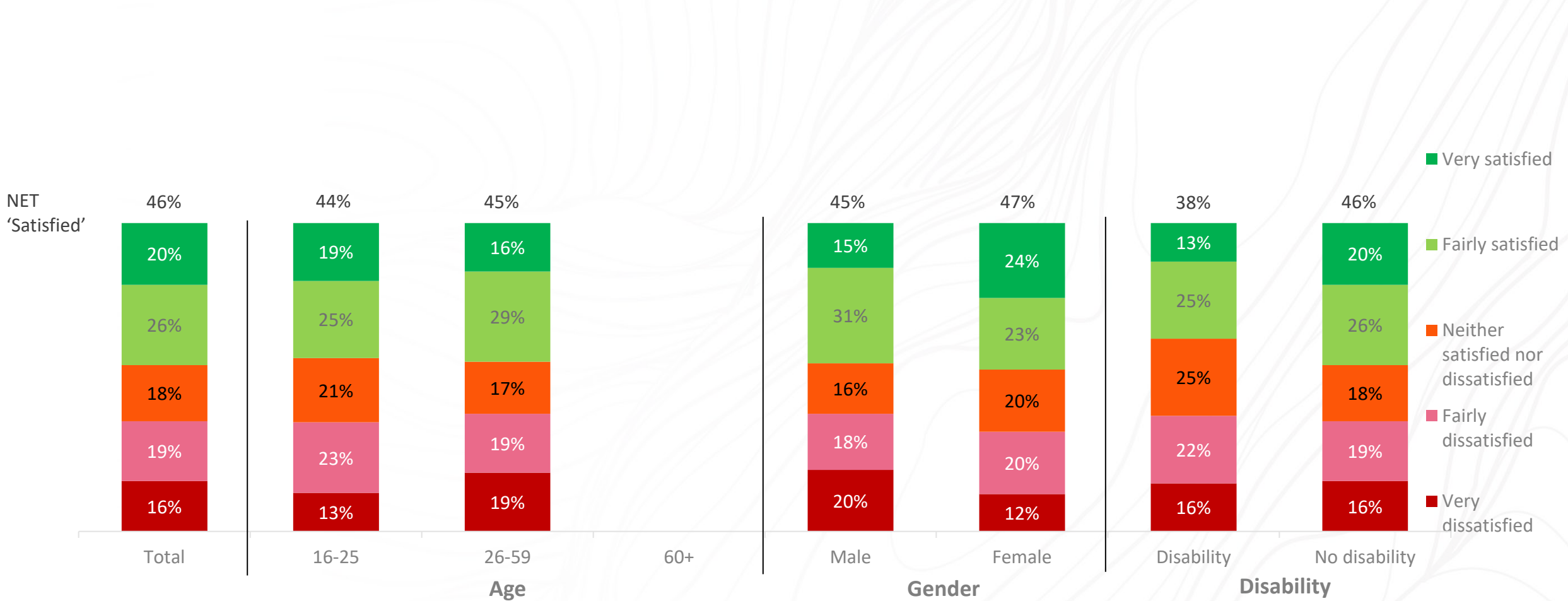
Overall Satisfaction with Bus Journey (journey based splits)

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



Satisfaction with Value for Money (demographics)

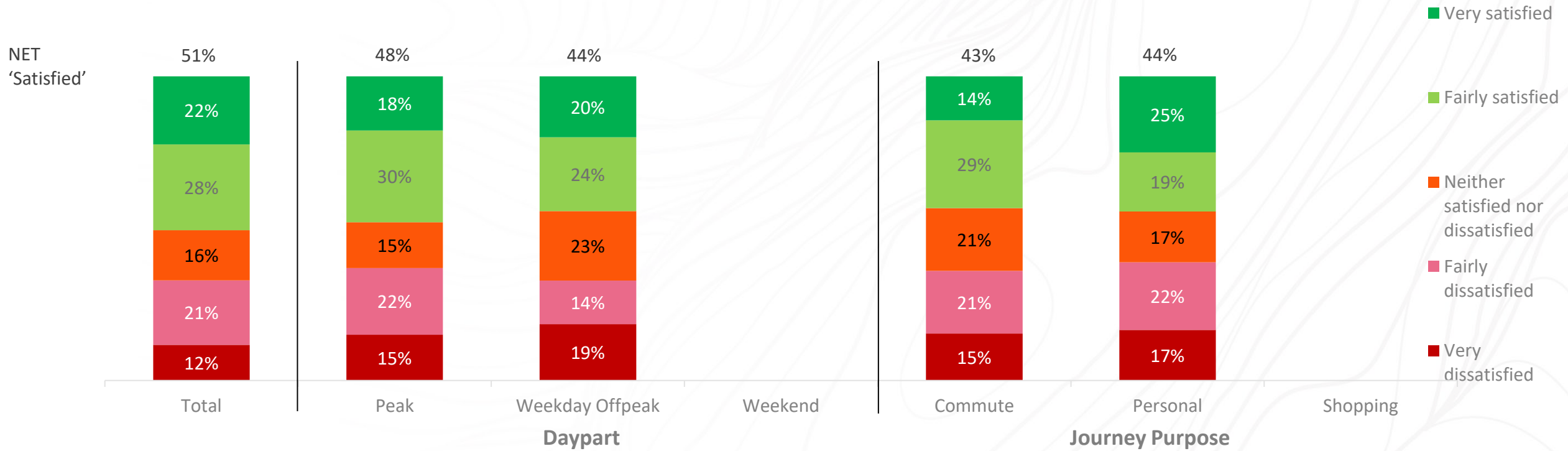
How satisfied were you with the value for money of your journey?



CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN

Satisfaction with Value for Money (journey based splits)

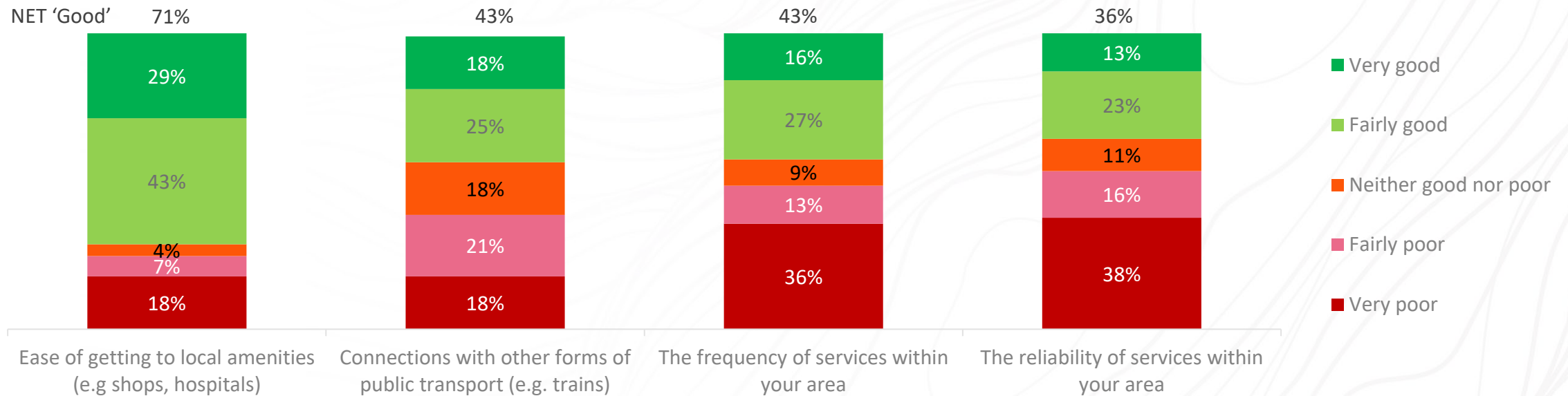
How satisfied were you with the value for money of your journey?



CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN

Rating of local bus services

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



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

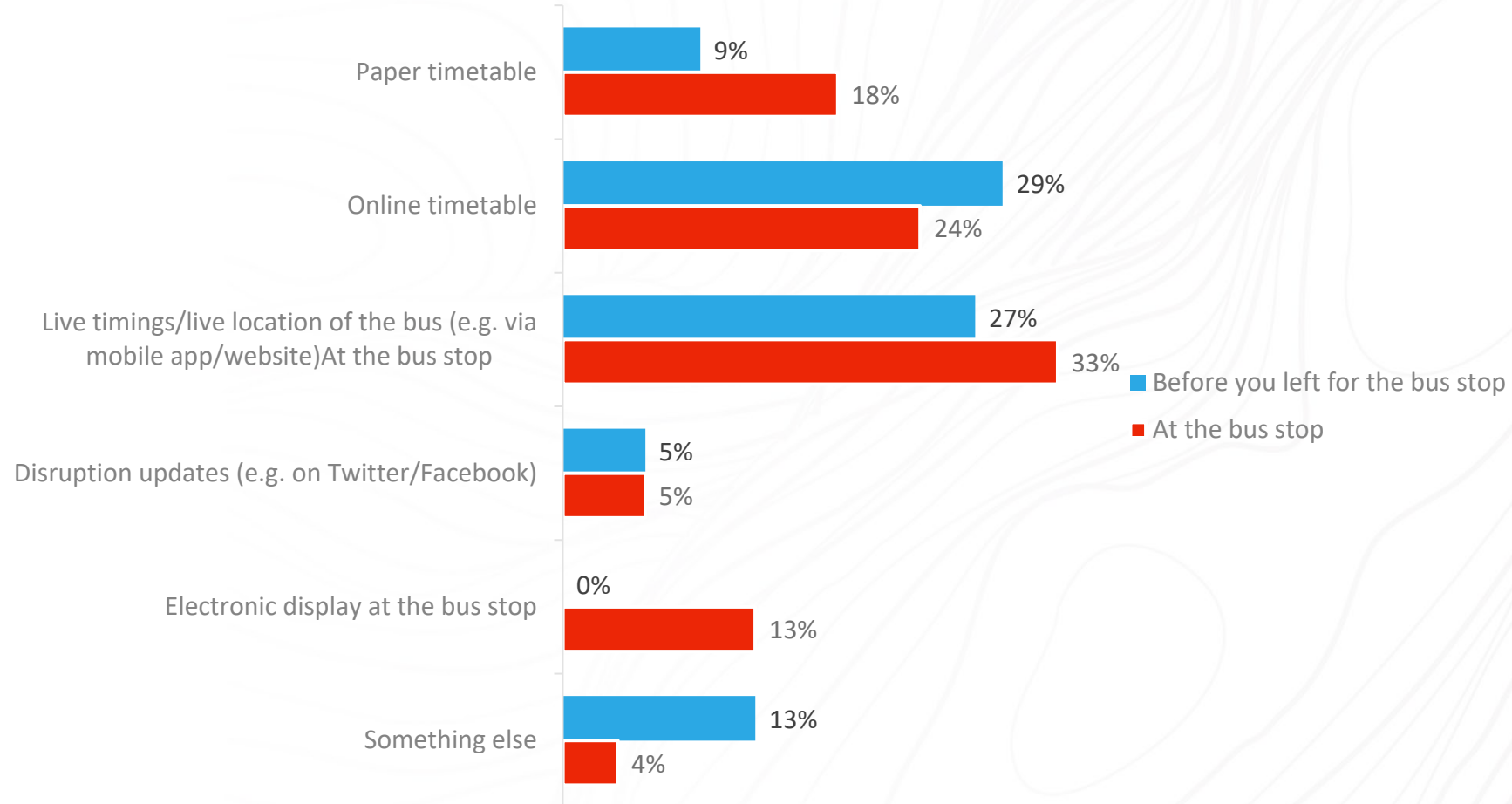


Devon – At the bus stop



Things checked before getting to stop or at stop

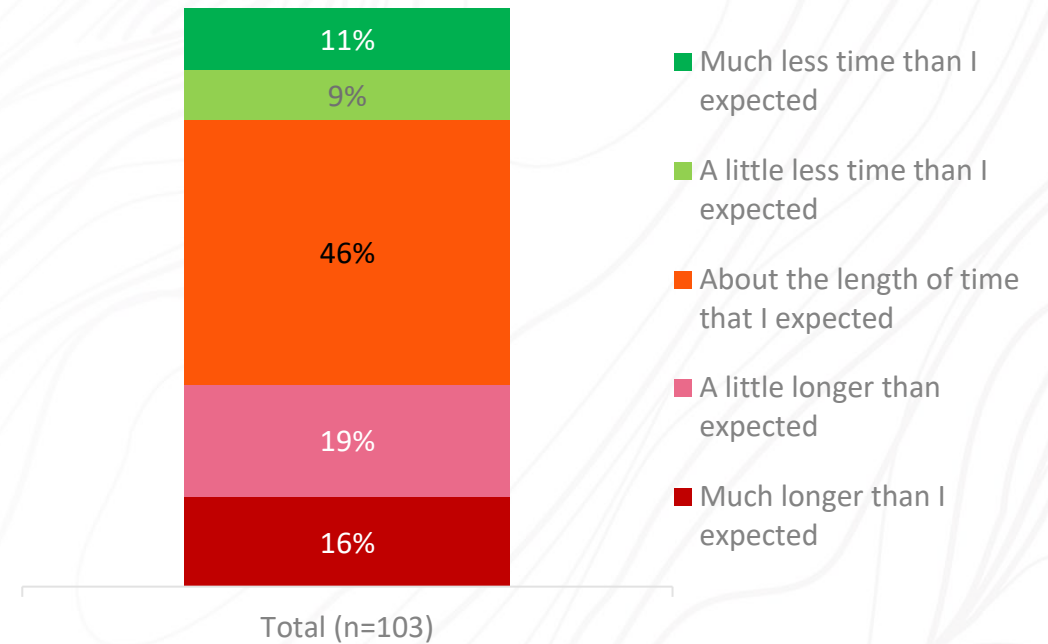
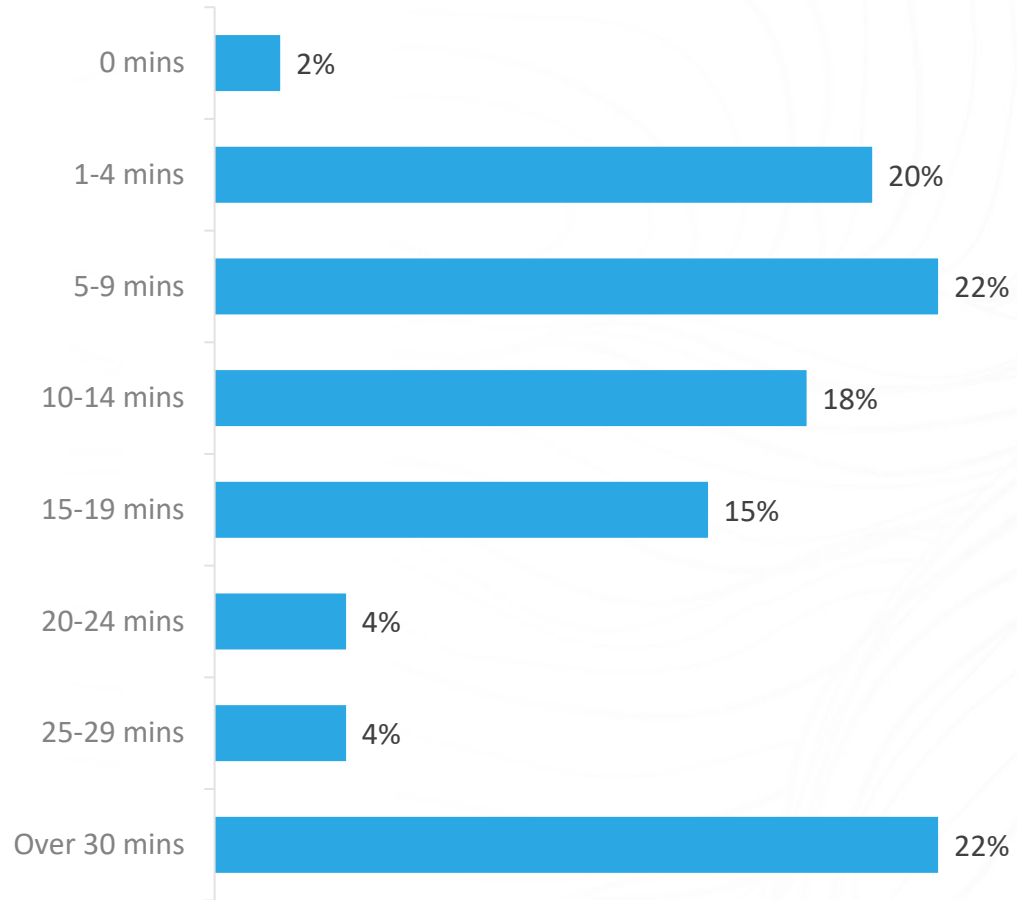
Did you check any of the following to find out when the bus was meant to arrive before you left for the bus stop, or at the bus stop?



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

Length of wait

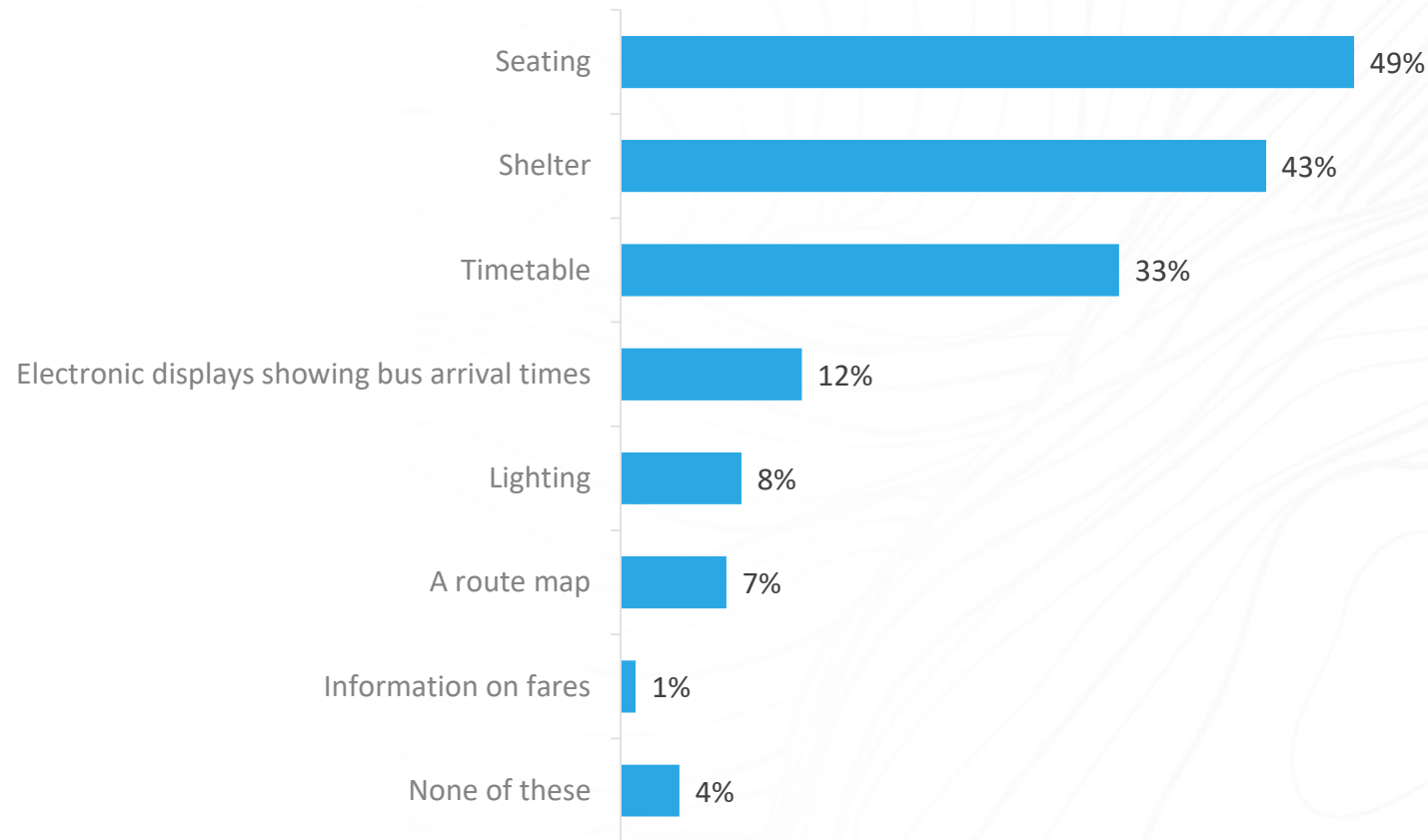
How long did you wait for your bus?



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

Elements Provided at Bus Stop

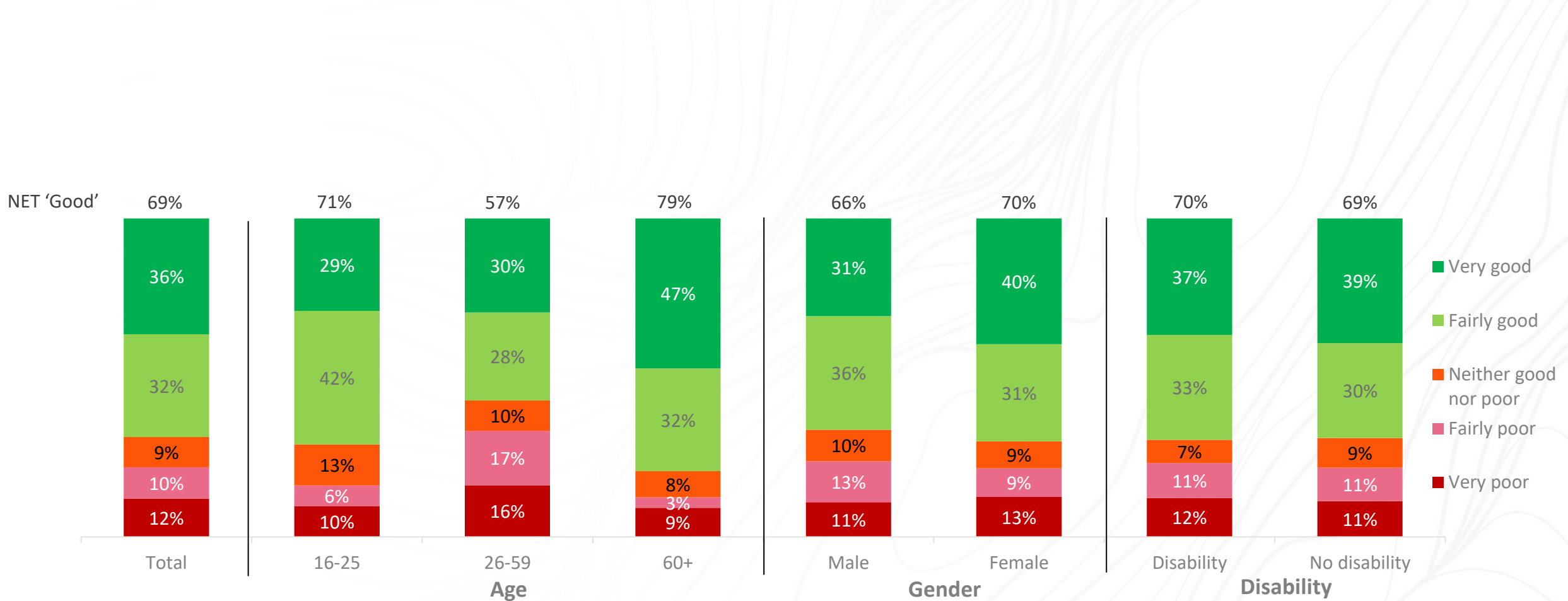
Which of the following were provided at the stop where you caught the bus?



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

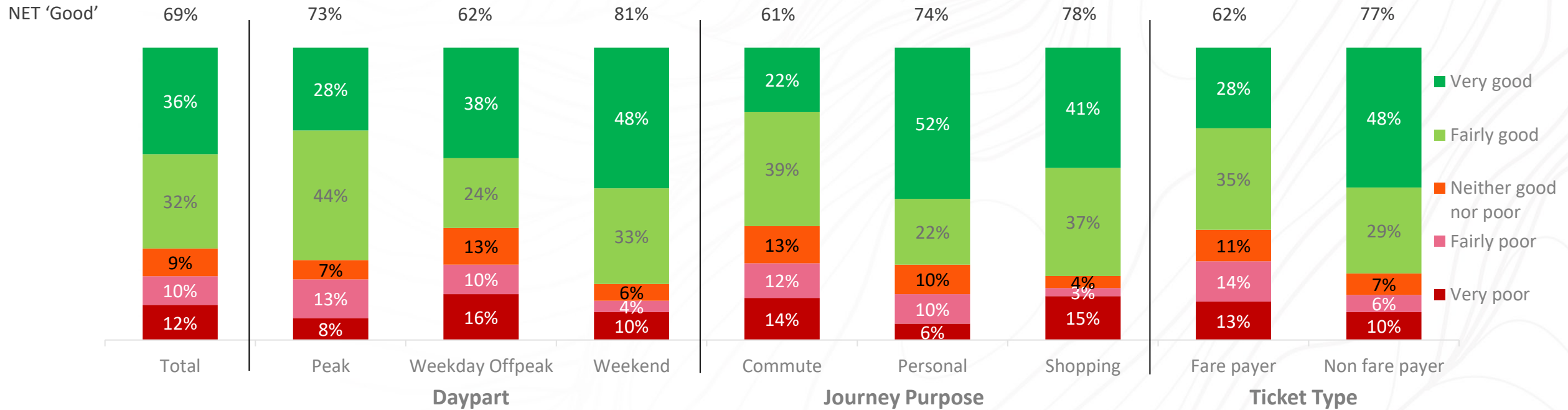
Rating of Length of Time Waiting for Bus (demographics)

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



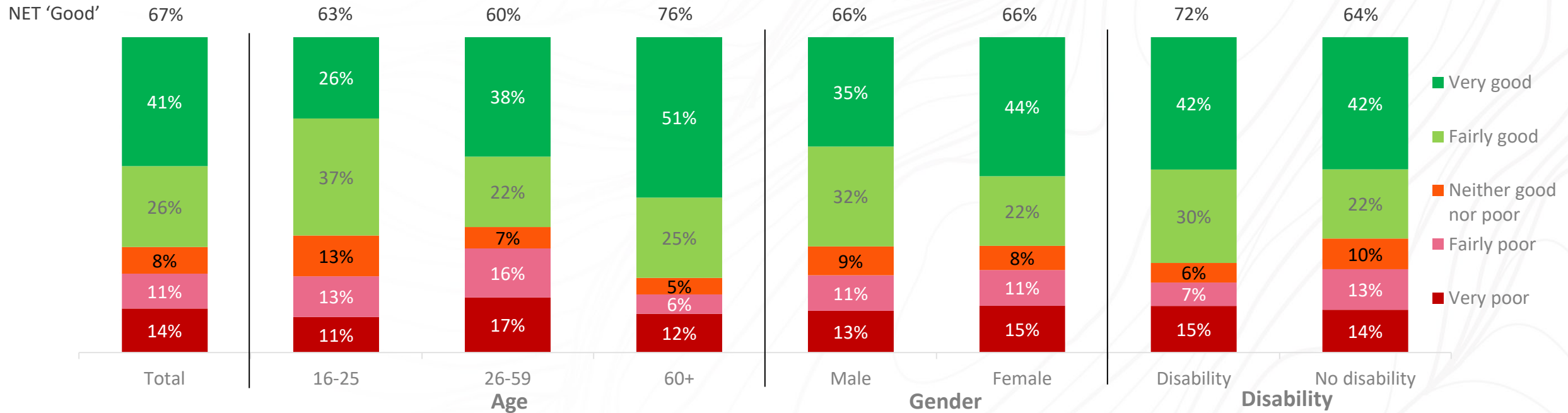
Rating of Length of Time Waiting for Bus (journey based splits)

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



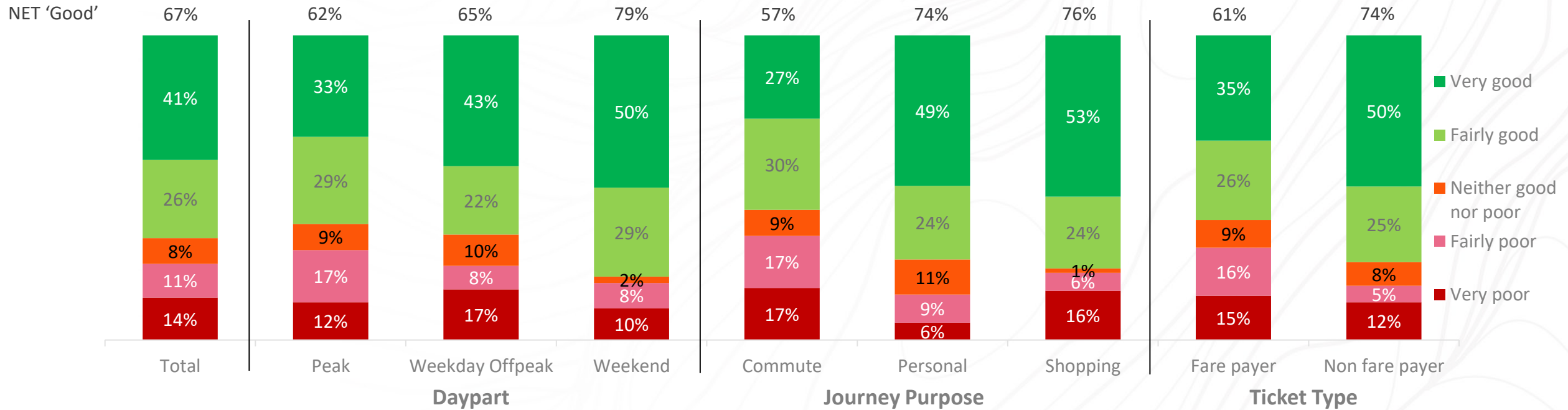
Rating of Punctuality of Bus (demographics)

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



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

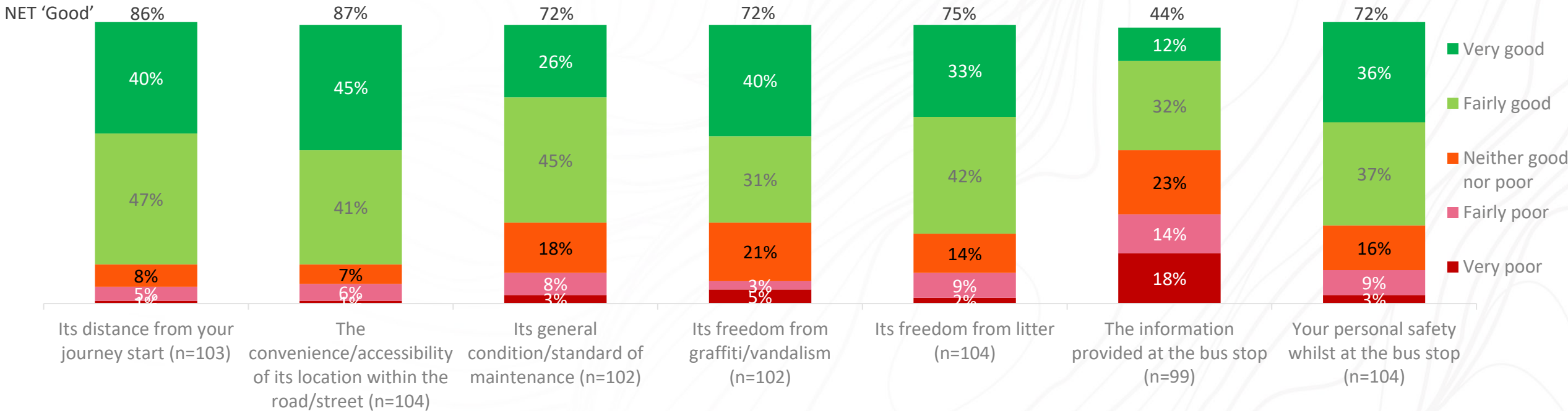


CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN

Devon YBJ results Total:N=308 Daypart Peak=105, Weekday Offpeak=156, Weekend=48 Journey Purpose Commute=117, Personal=87, Shopping trip=68
Ticket type Fare payer=165 non fare payer=129

Rating of Bus Stop

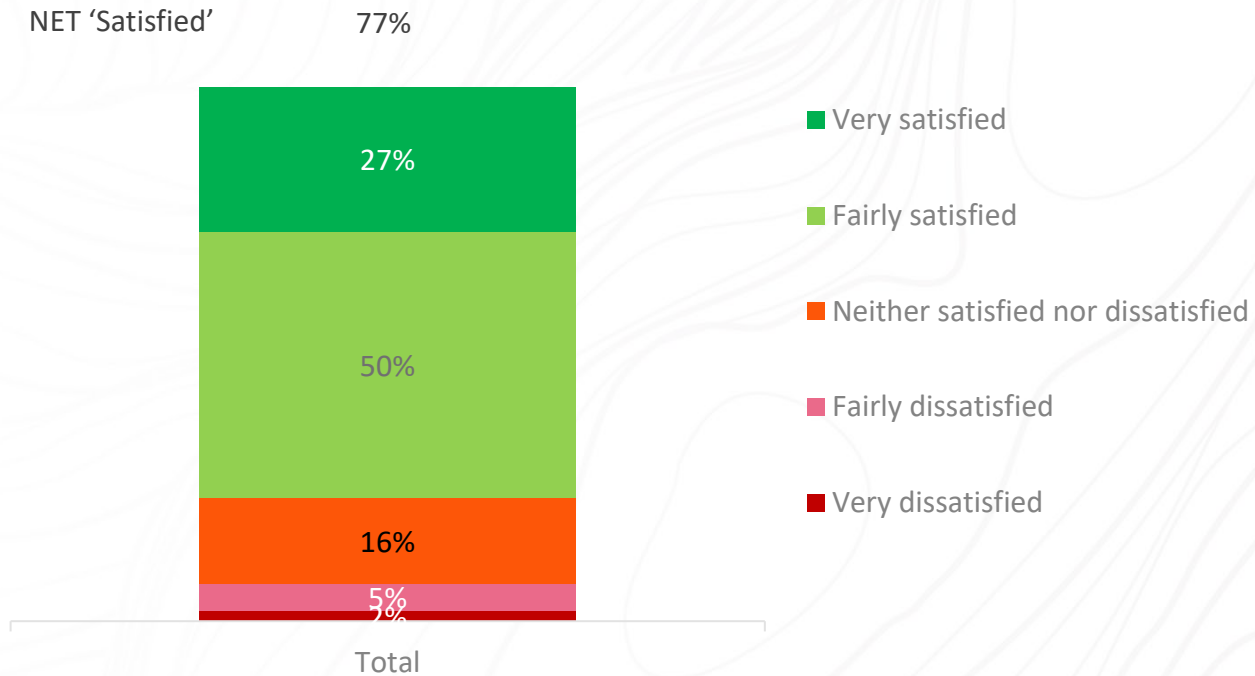
Thinking about the bus stop itself, how would you rate the following?



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

Overall satisfaction with bus stop

Overall, how satisfied were you with the bus stop where you caught the bus?



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

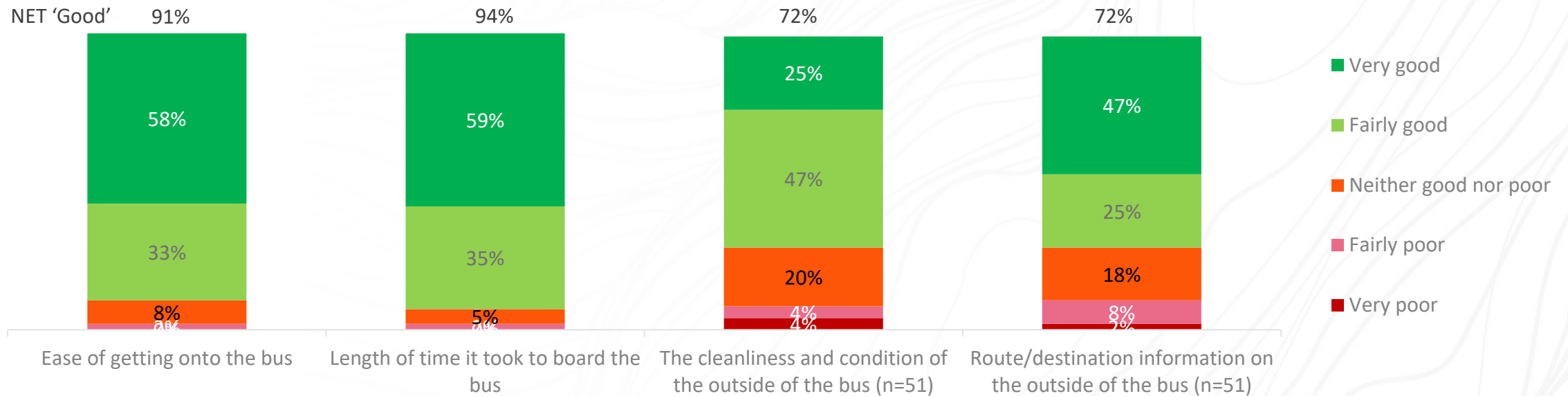


Devon – On the bus



Rating of getting on the bus

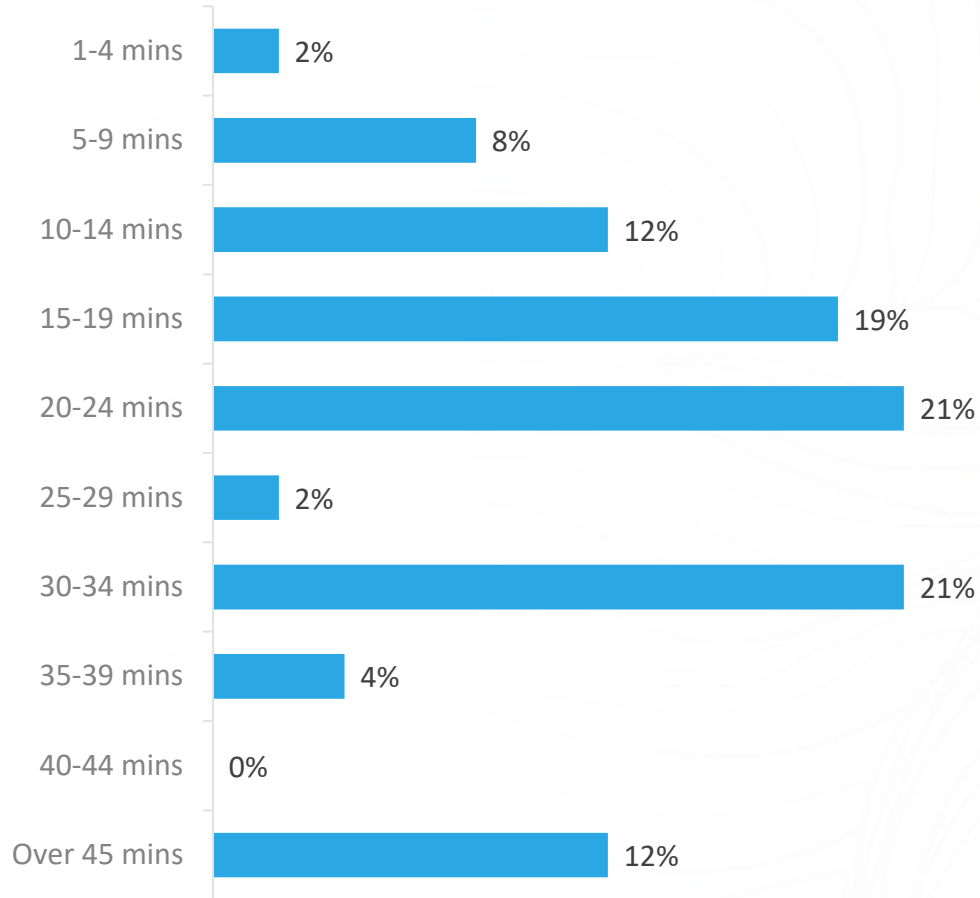
Thinking about when the bus arrived, how would you rate the following?



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

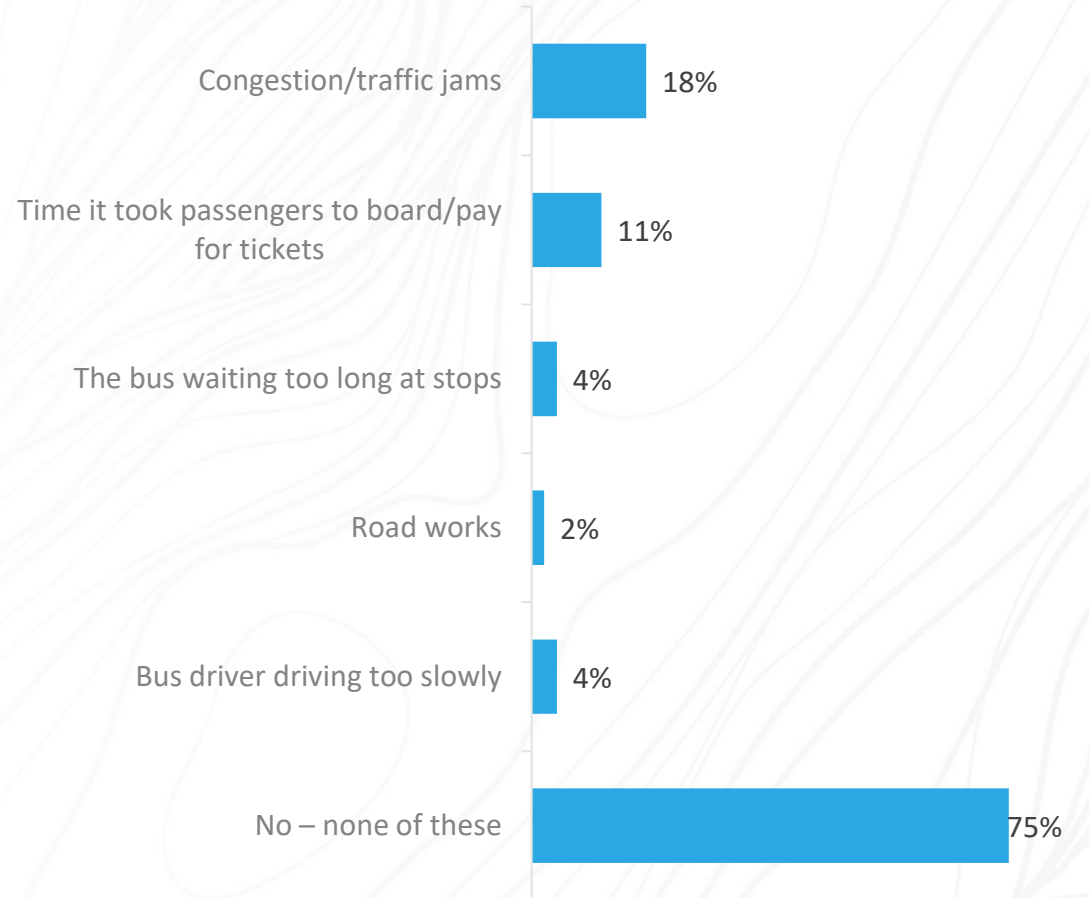
Length of journey

How long was your journey on this bus?



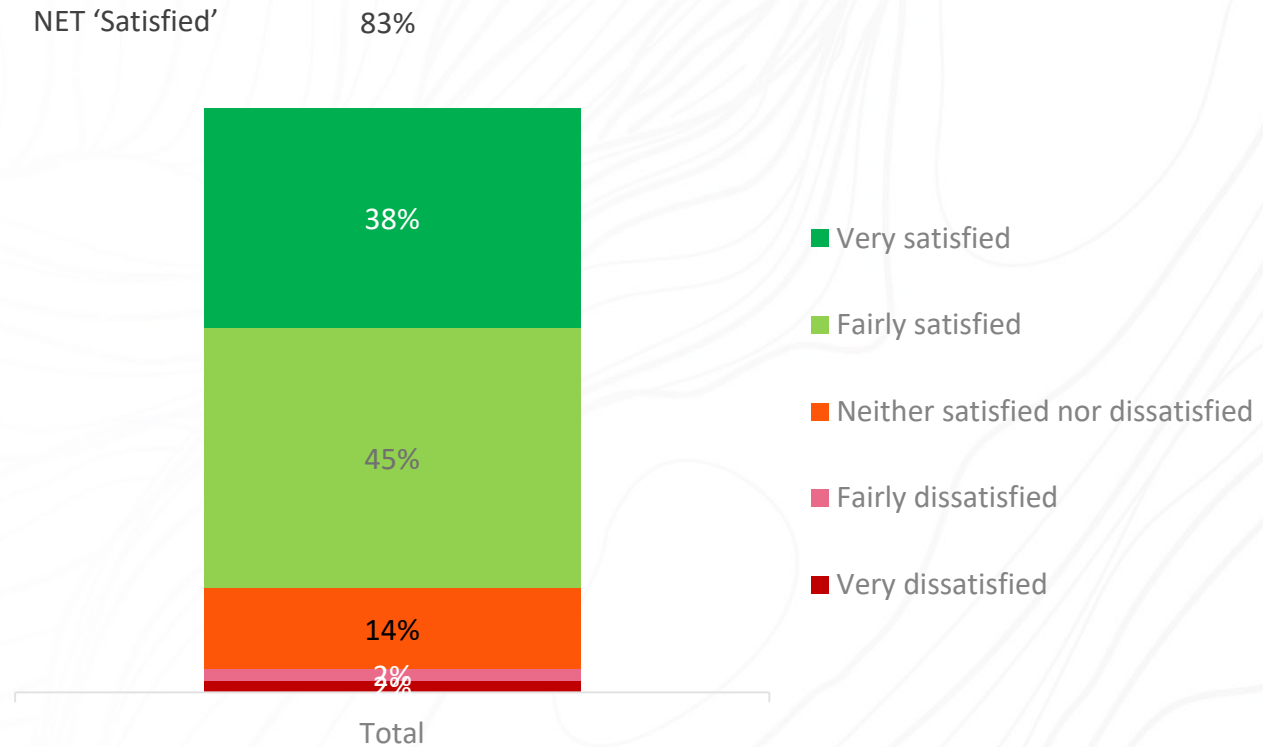
Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

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



Satisfaction with length of journey

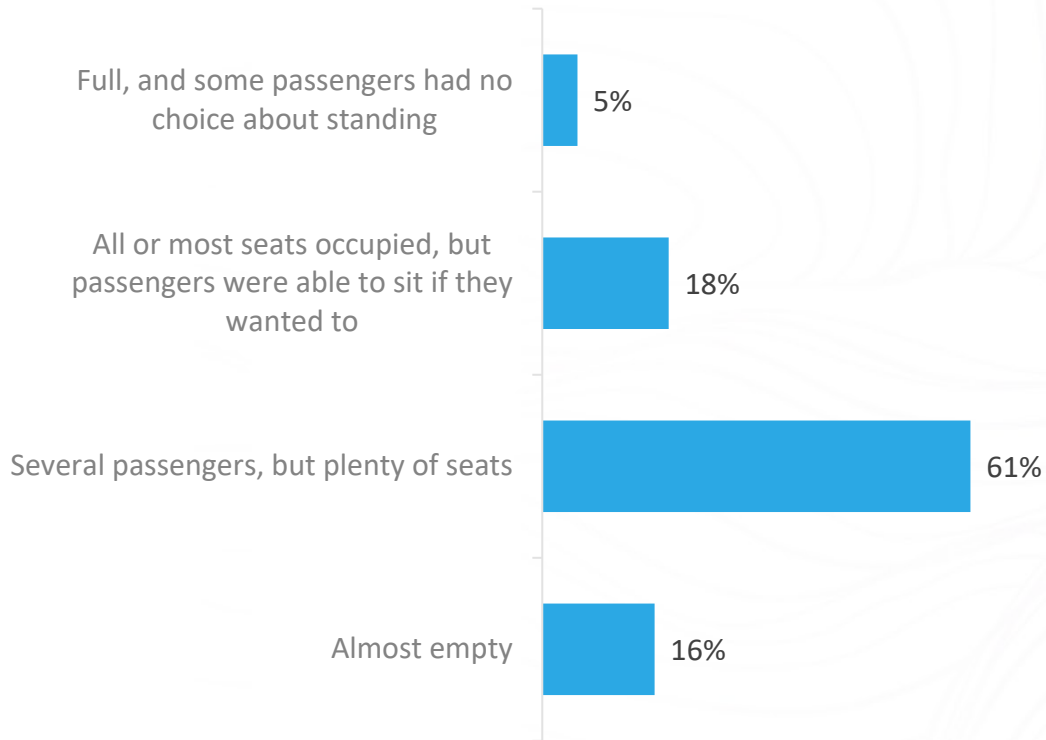
How satisfied were you with the length of time your journey on the bus took?



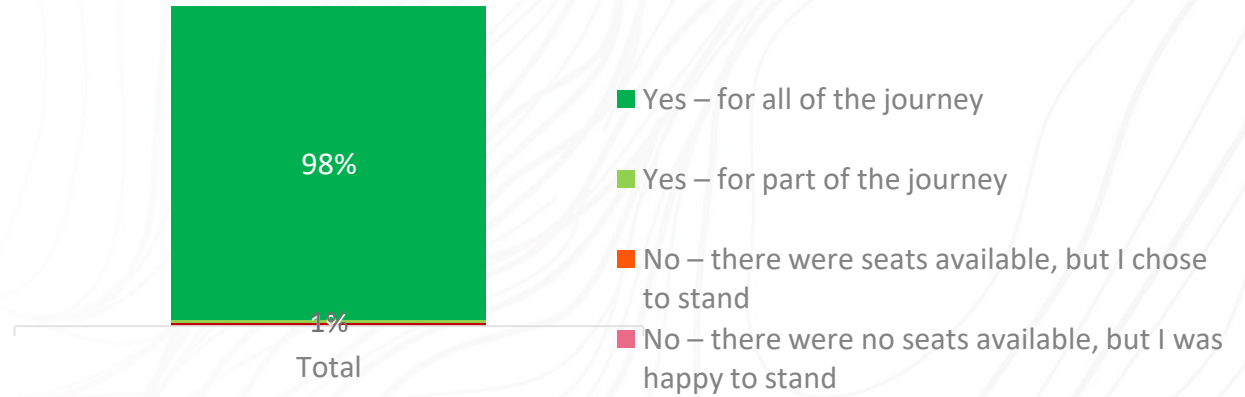
Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Bus busyness

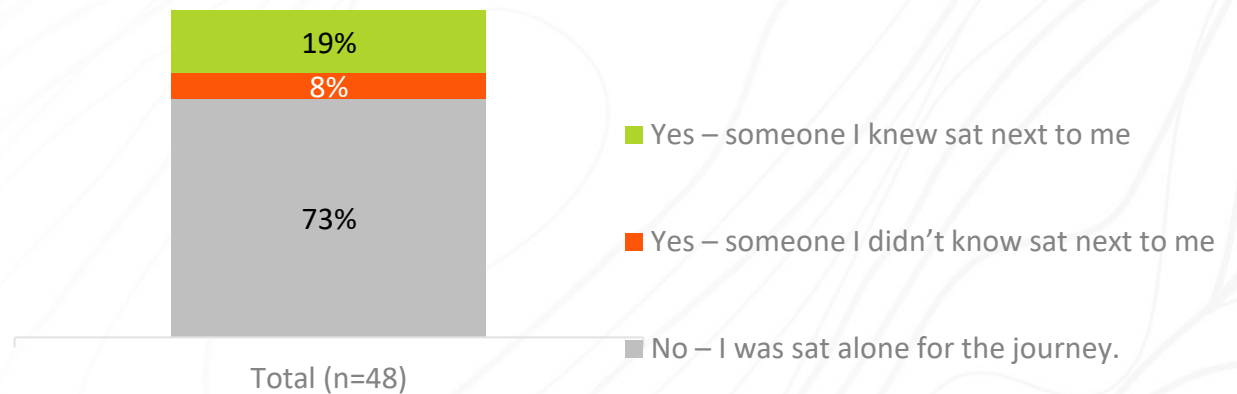
How busy was the bus during most of your journey?



Did you get a seat on the bus?



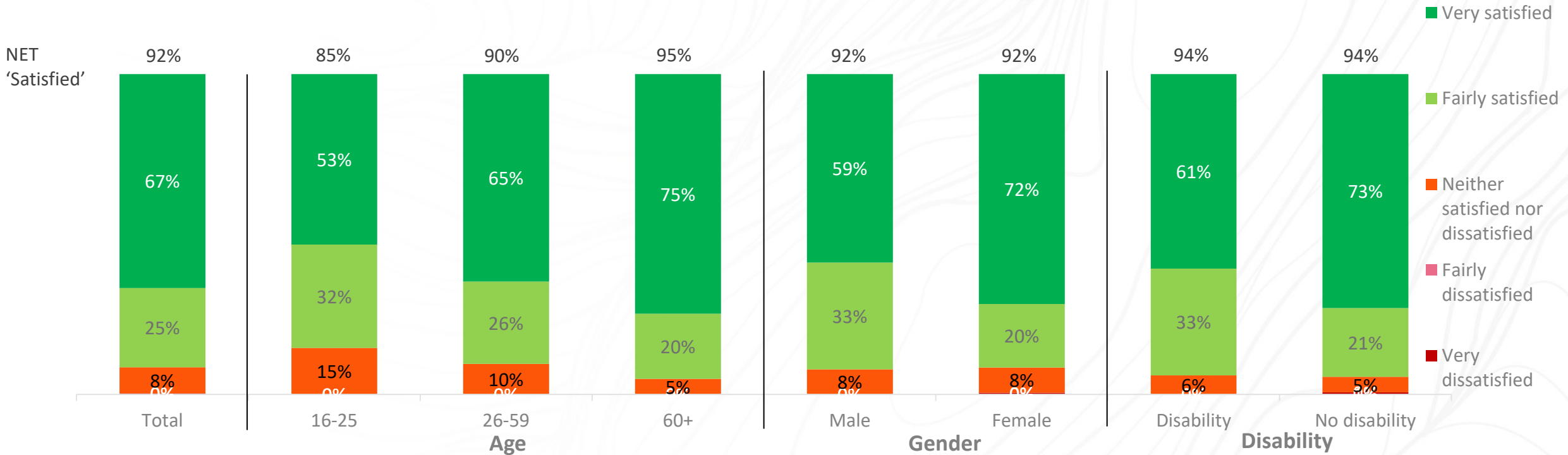
And did anyone sit next to you on the bus?



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

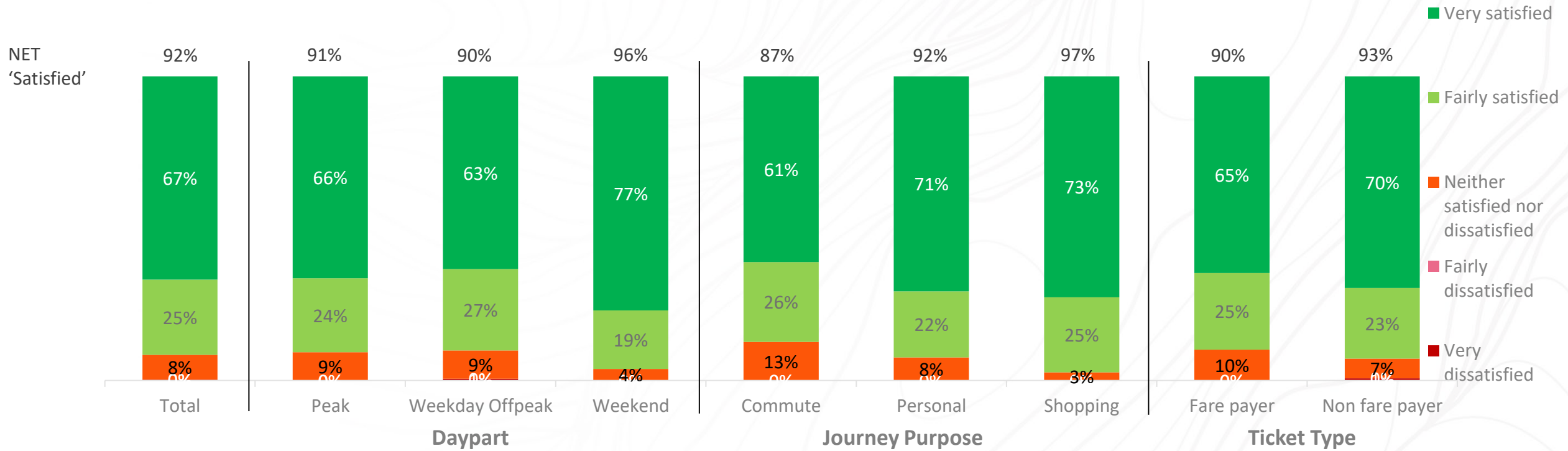
Satisfaction with Bus Driver (demographics)

How satisfied were you with the driver of the bus?



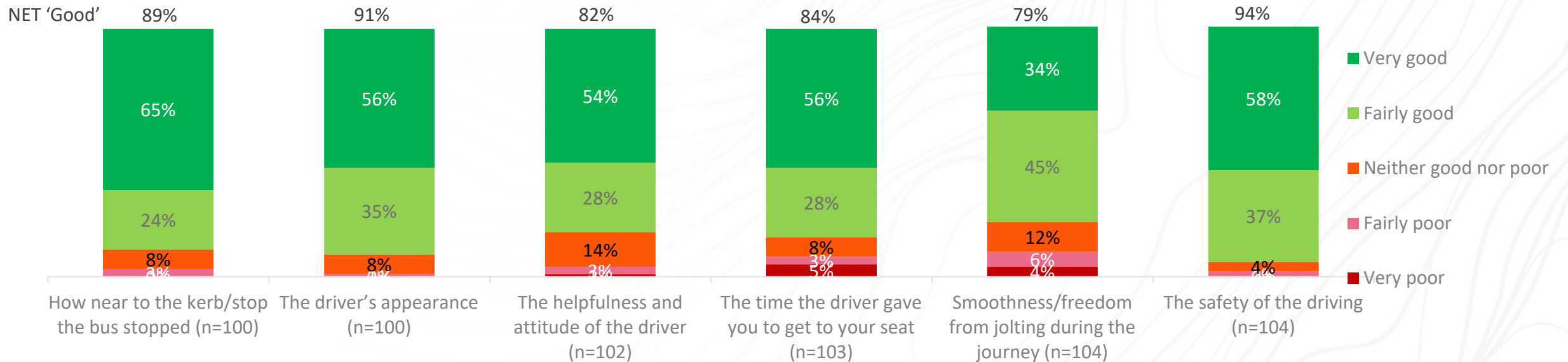
Satisfaction with Bus Driver (journey based splits)

How satisfied were you with the driver of the bus?



Rating of bus driver

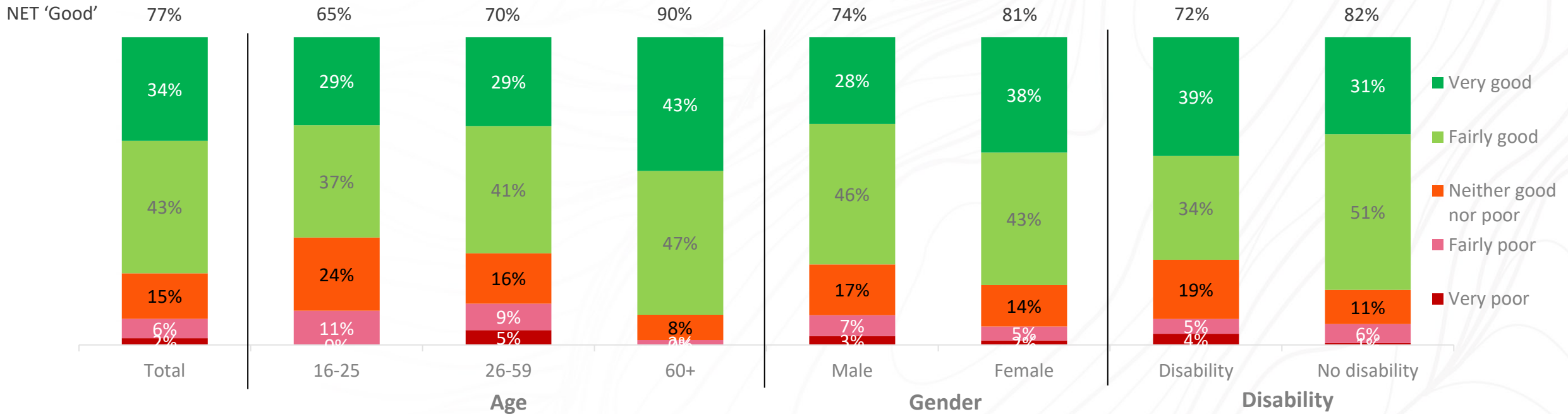
Thinking about the driver, how would you rate the following?



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

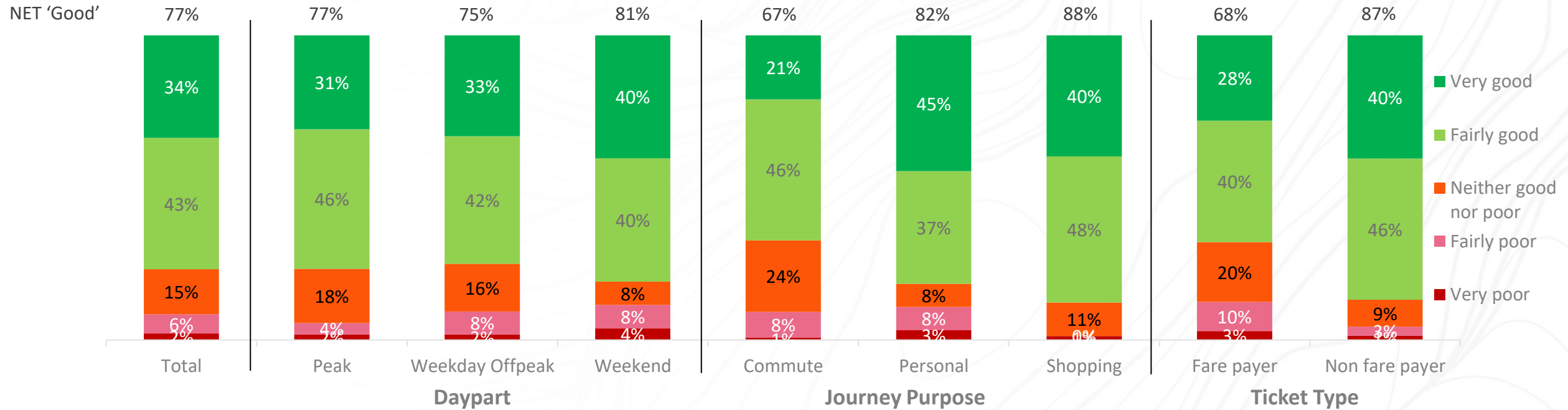
Rating of Cleanliness and Condition of Inside of Bus (demographics)

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



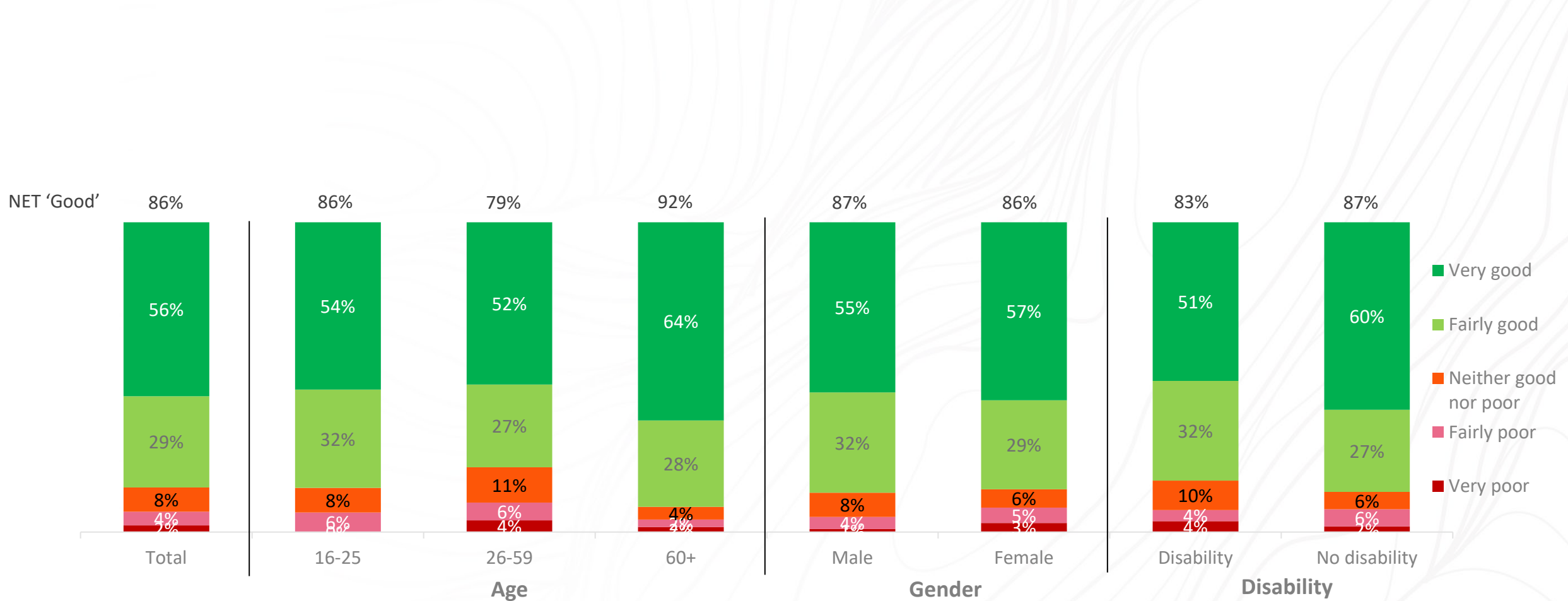
Rating of Cleanliness and Condition of Inside of Bus (journey based splits)

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



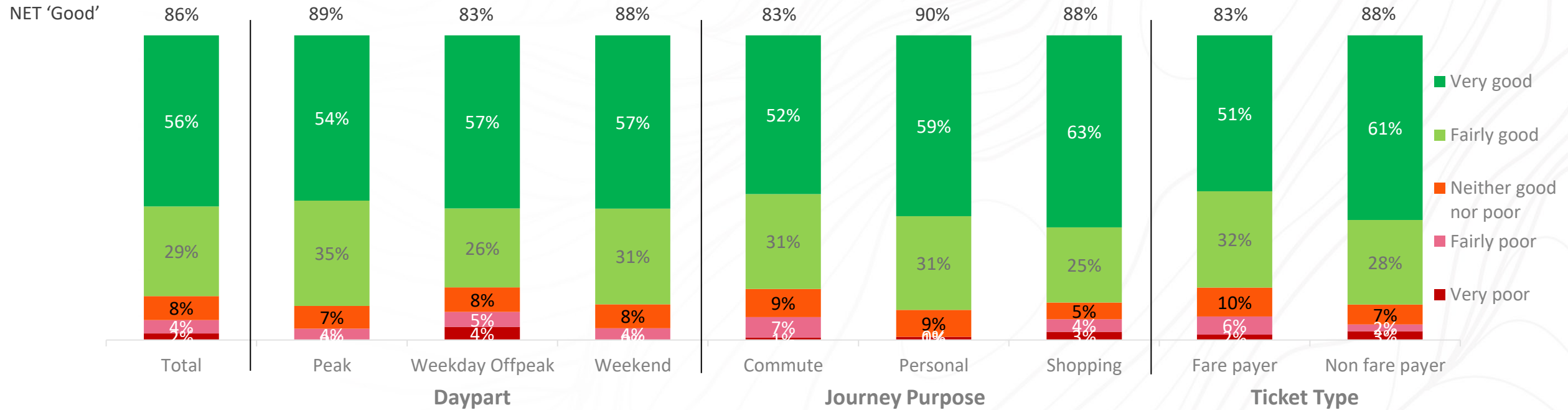
Rating of Availability of Seating or Space to Stand (demographics)

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



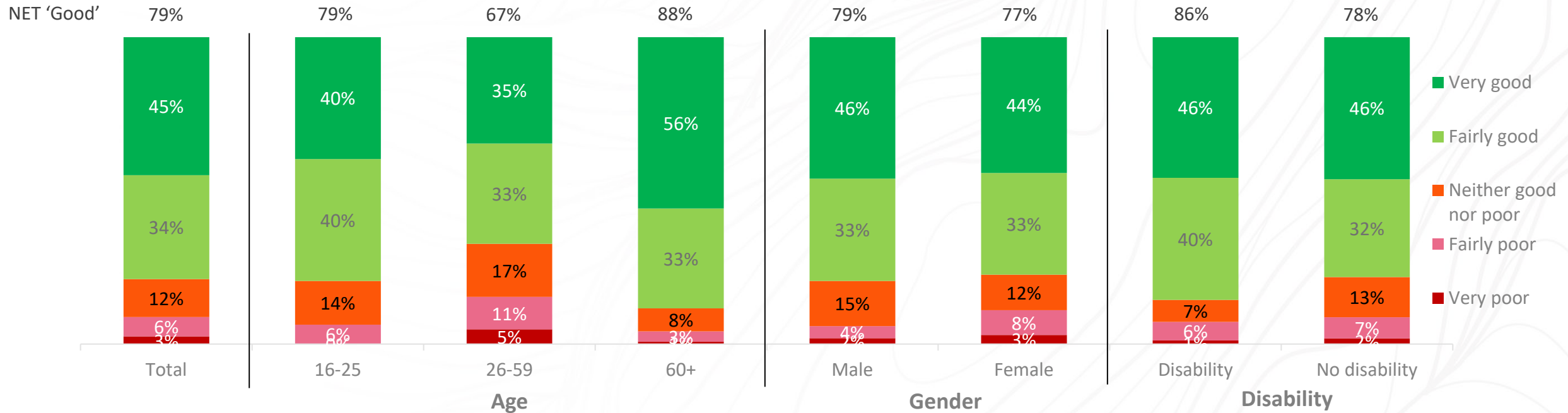
Rating of Availability of Seating or Space to Stand (journey based splits)

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



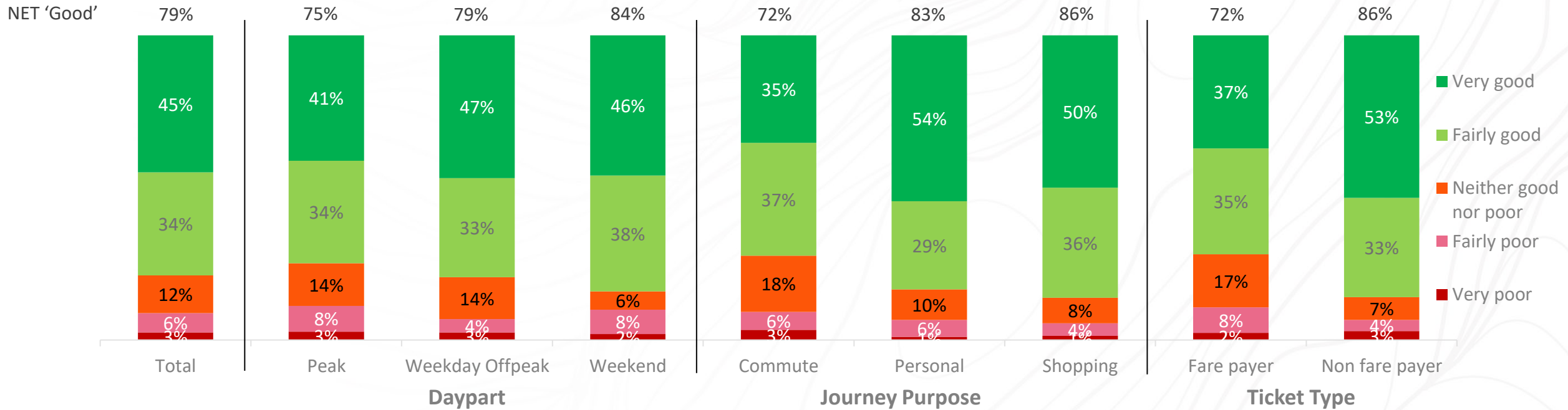
Rating of Availability of Sufficient Ventilation On Board Bus (demographics)

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



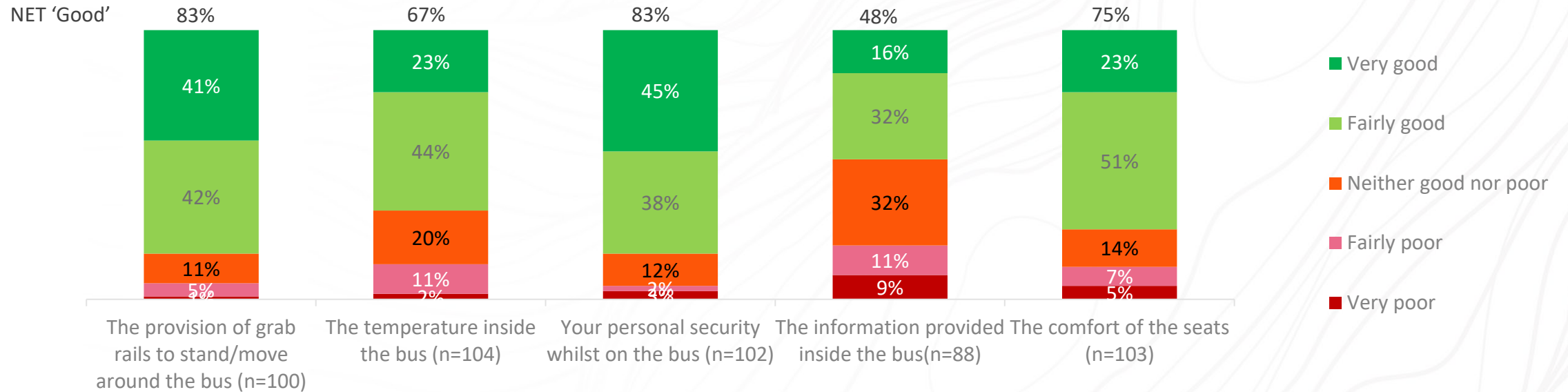
Rating of Availability of Sufficient Ventilation On Board Bus (journey based splits)

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



Rating of experience on the bus

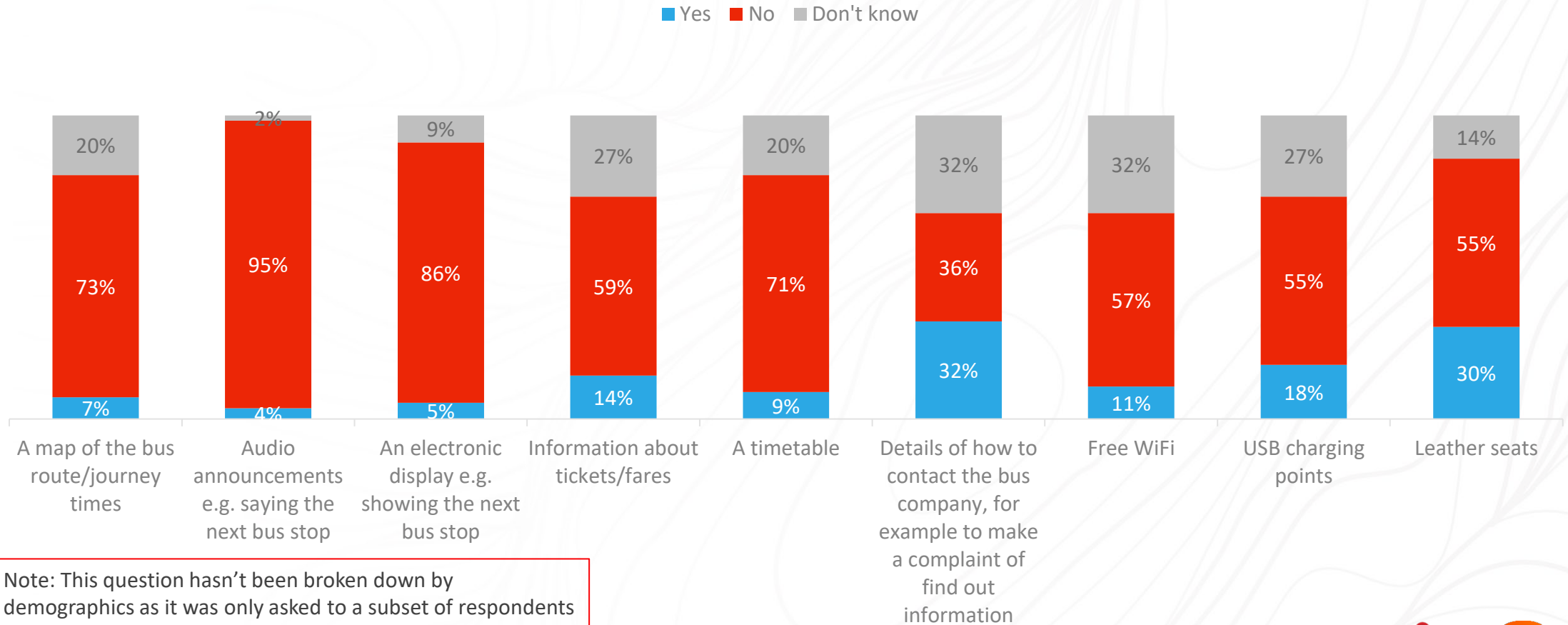
Thinking about whilst you were on the bus, how would you rate the following...?



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

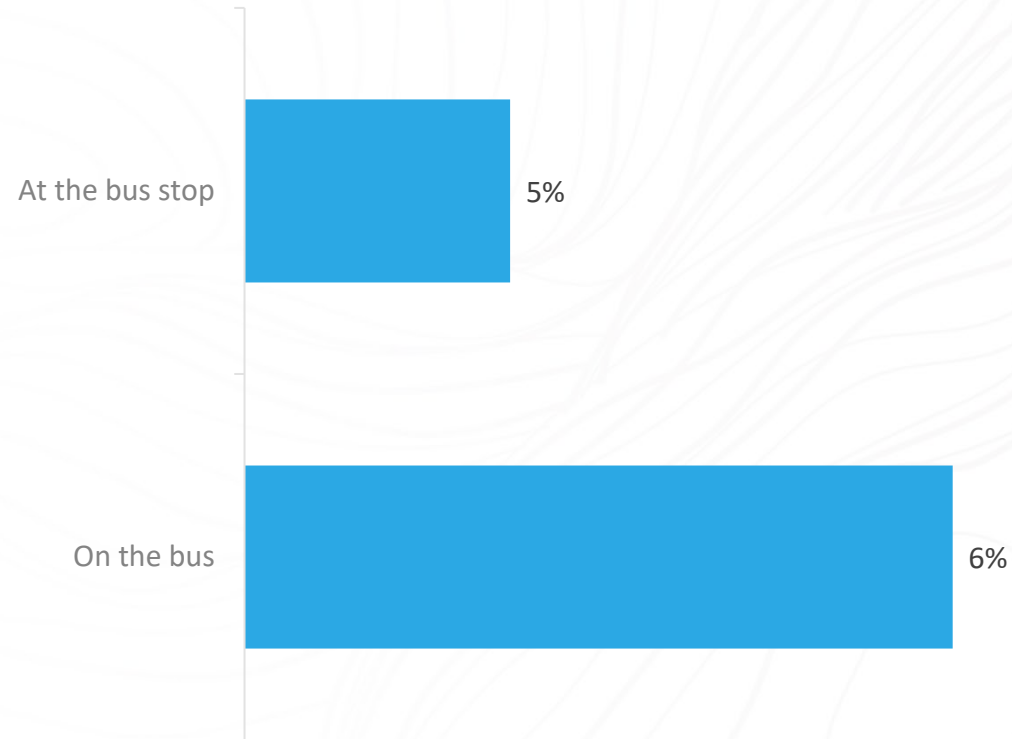
On board bus elements

Were any of these present on the bus?



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?



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



Appendix



Contacts for questions

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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.