

Bus User  
Survey

# Bus passenger satisfaction: key driver analysis

February  
2023



# Introduction



This key driver analysis shows which of the 14 aspects of journey experience asked in our Bus User Survey are most important for passengers' overall satisfaction with their journey. This allows us to understand what 'drives' passenger satisfaction and therefore where efforts to improve should be focused.

This analysis uses data from Transport Focus's Bus User Survey which runs every other weekend, asking those that have used buses

outside London their experience on their most recent journey (one made within the last seven days). Six months of survey data was used for this analysis, that is from fieldwork between 8 July 2022 and 15 January 2023.

This report updates the analysis in our [December 2021 report](#).

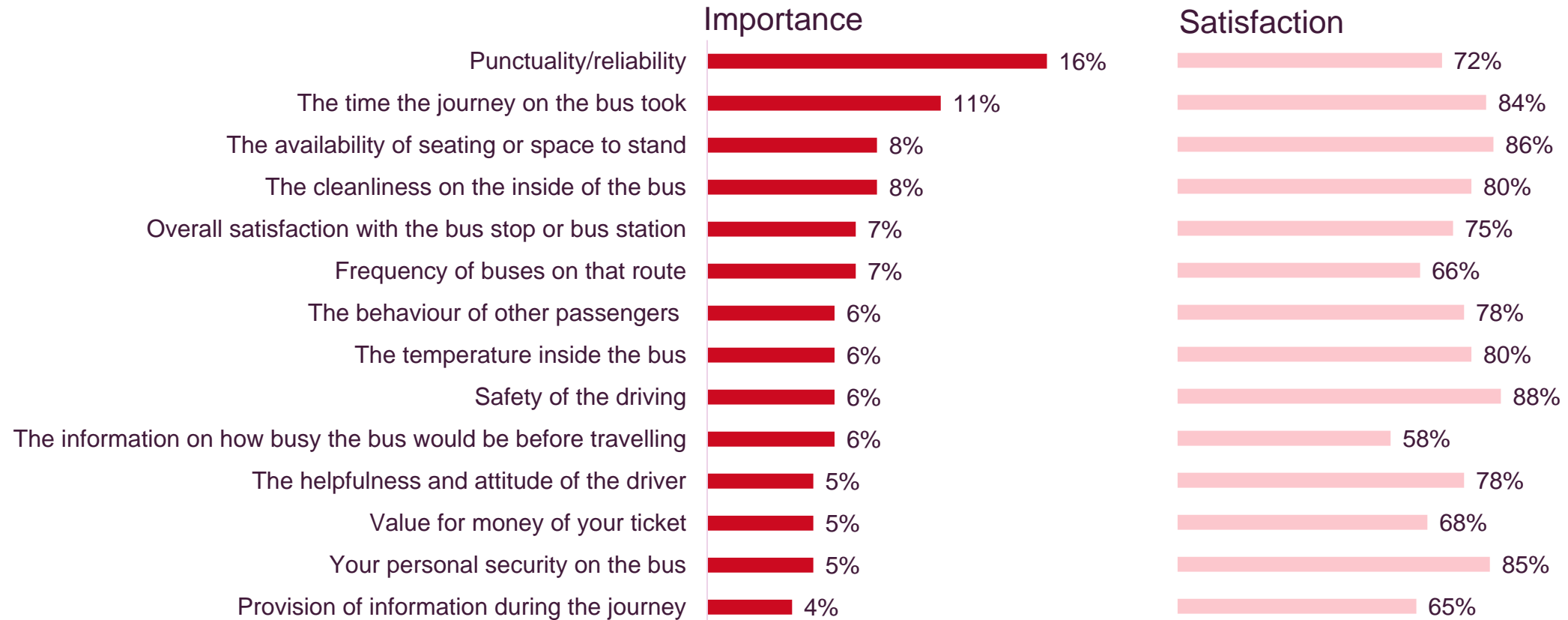
# Summary



- Satisfaction with punctuality/reliability is, by a distance, the most important driver of overall journey satisfaction.
- The time the journey on the bus took is the second most important.
- Making up the top six in importance are satisfaction with the availability of seating or space to stand, the cleanliness of the inside of the bus, overall satisfaction with the bus stop or bus station, and frequency of buses on that route.

# Importance of journey aspects and satisfaction level

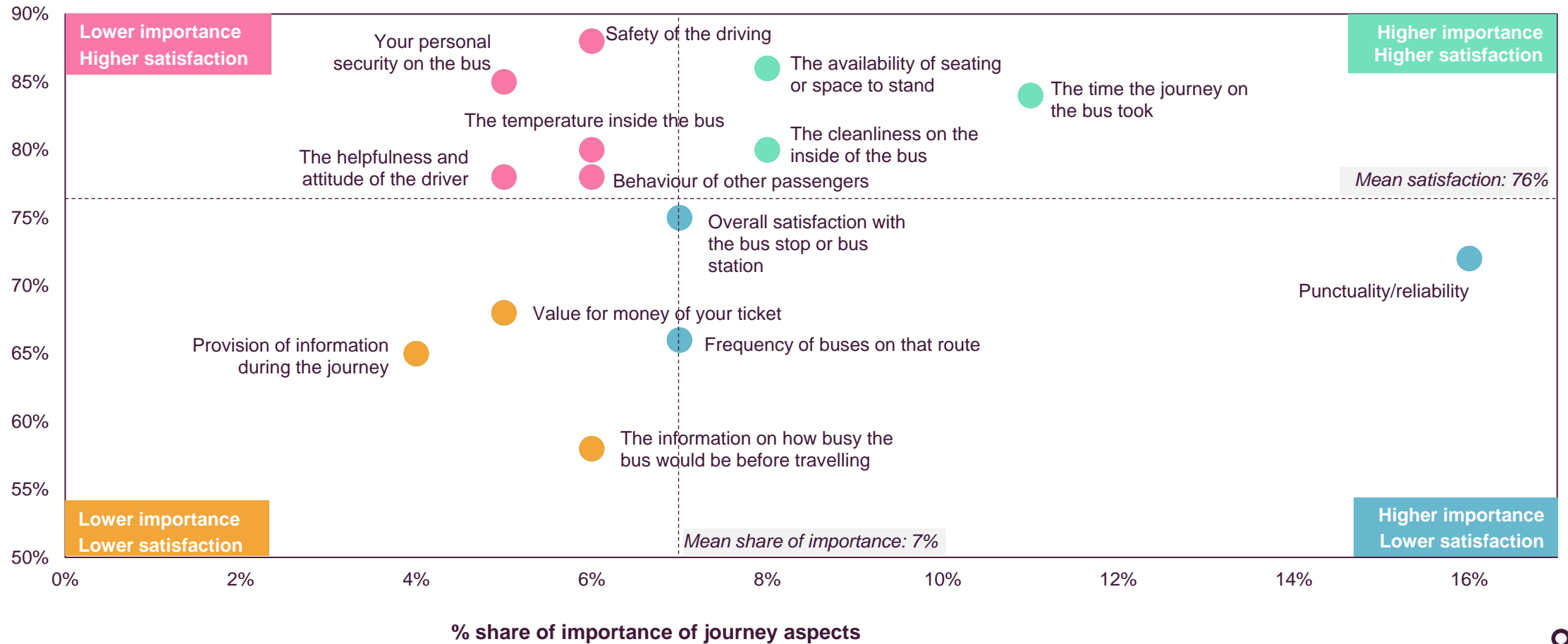
Punctuality/reliability and the time the journey on the bus took are most important for overall satisfaction



Bus passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023. Sample size = 4145.  
Satisfaction values are the average ratings over the data range dates.

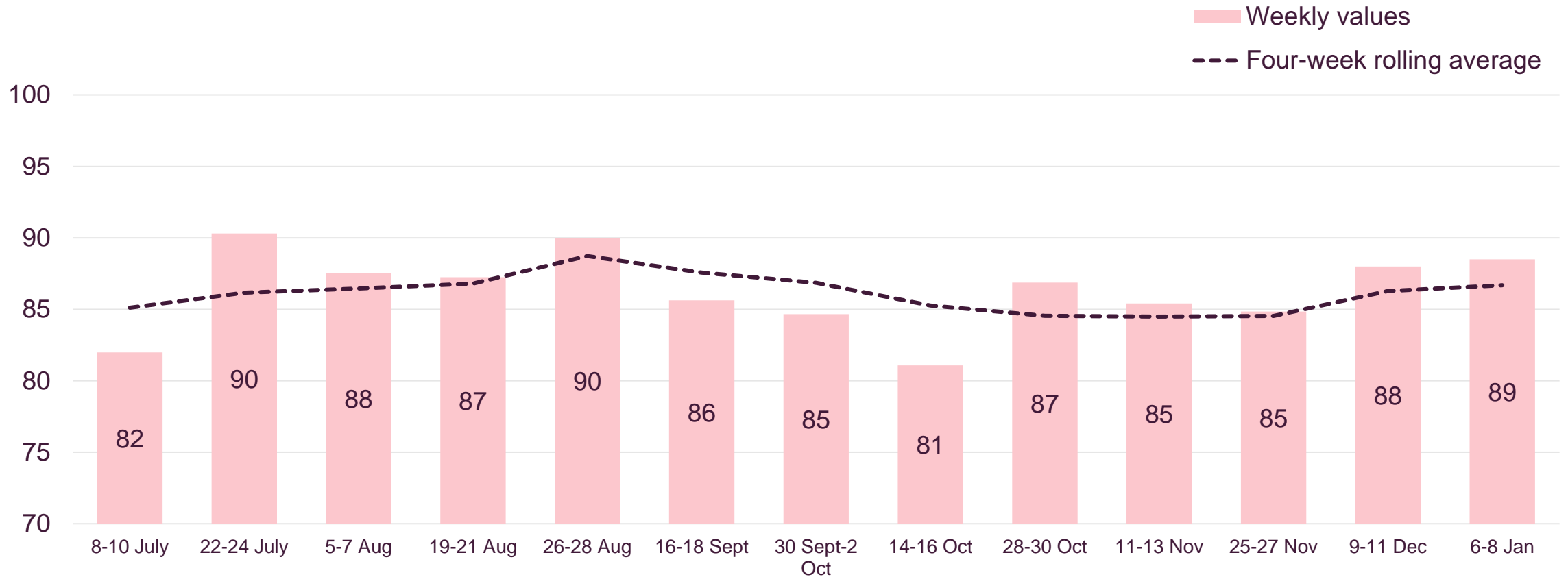
# Importance of journey aspects versus satisfaction levels

% satisfaction with journey aspect



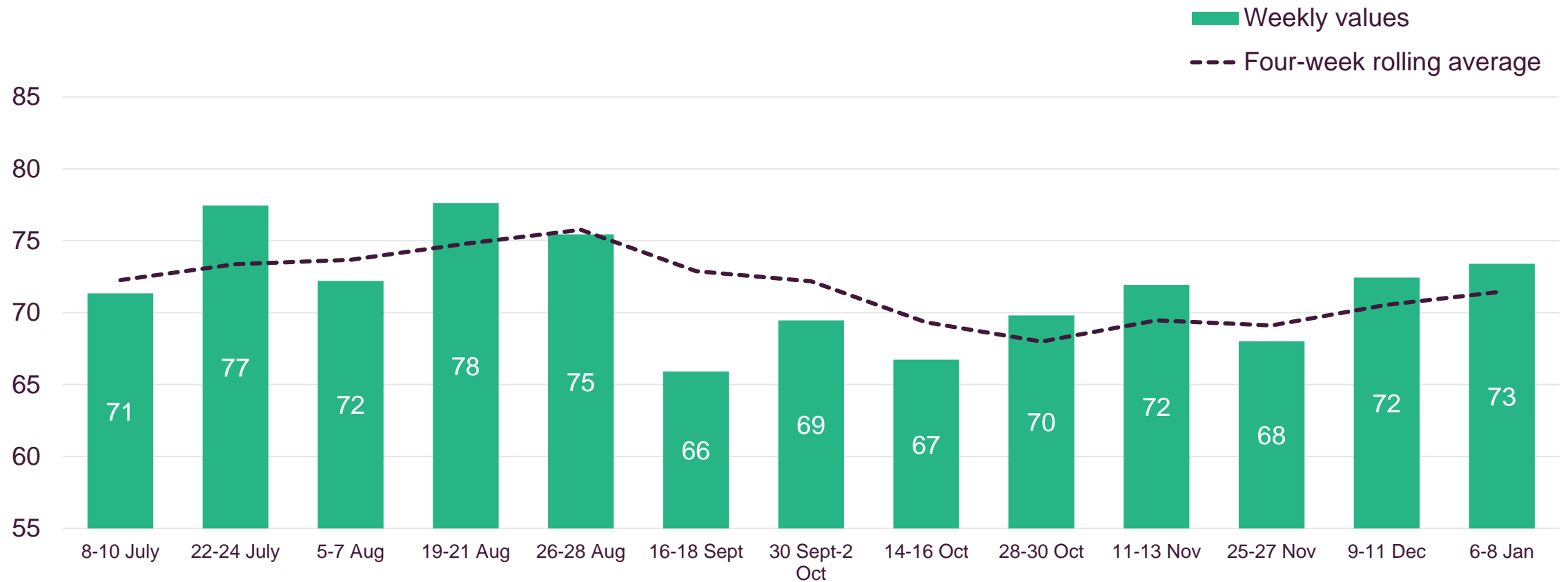


# Overall satisfaction with the journey



Bus passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023.  
Sample sizes: weekly values 289 to 342; four-weekly averages 1190 to 1341.

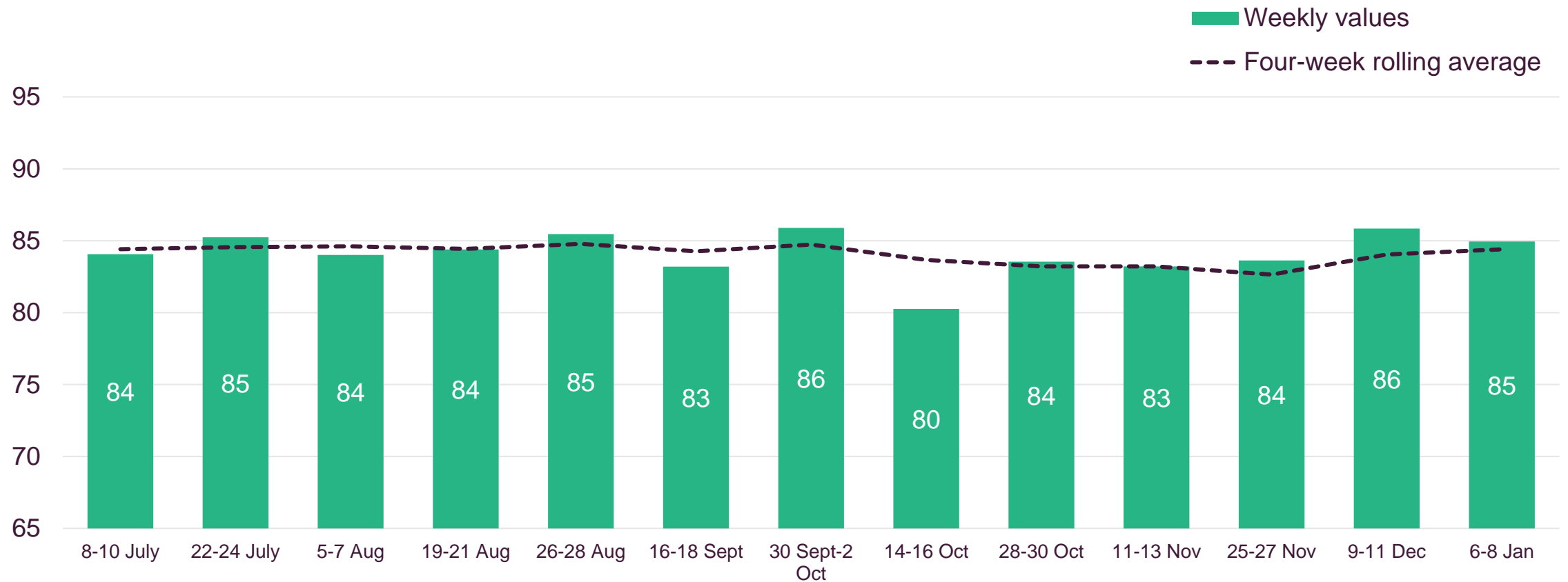
# Satisfaction with punctuality/reliability



Bus passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023.  
Sample sizes: weekly values 287 to 342; four-weekly averages 1185 to 1334.

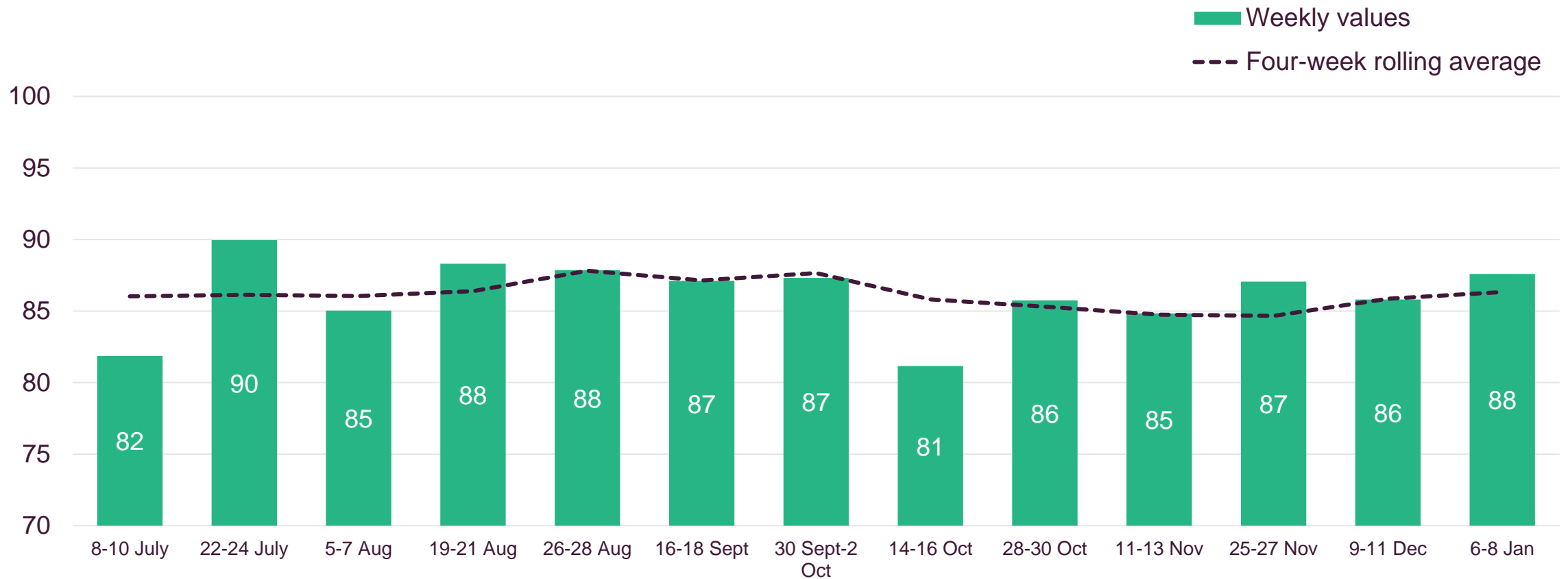


# Satisfaction with time the journey on the bus took



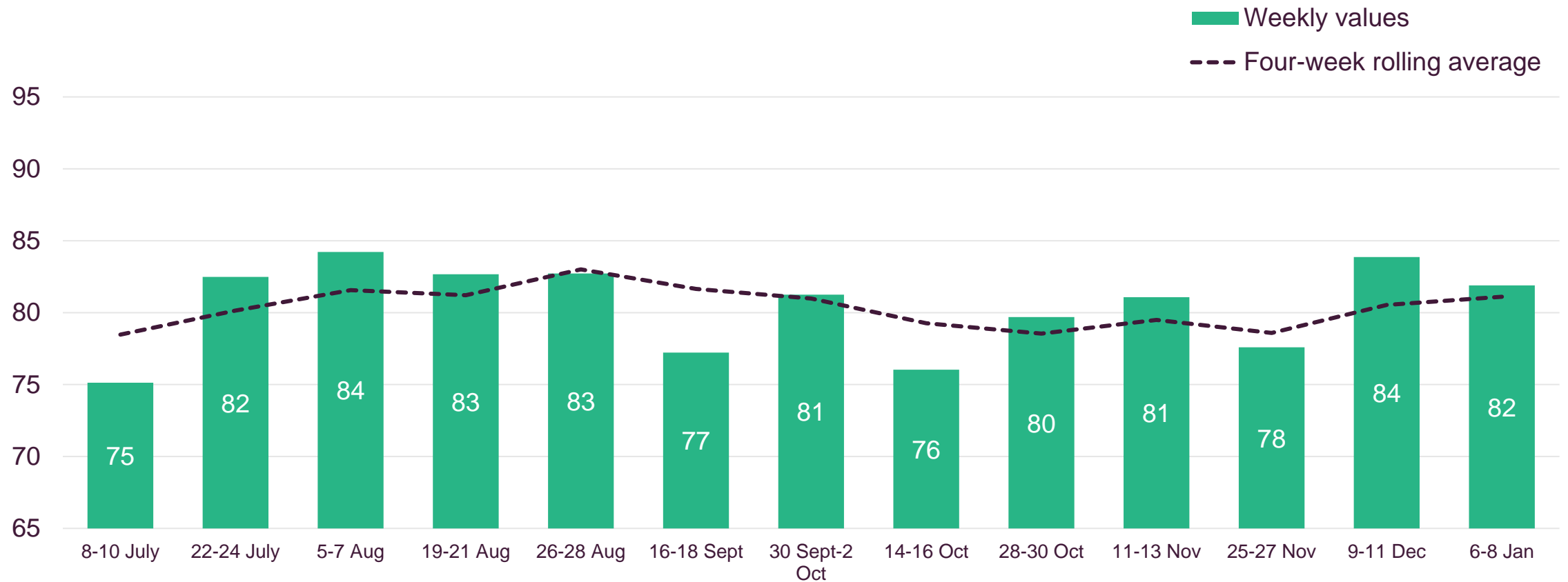
Bus passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023.  
Sample sizes: weekly values 289 to 341; four-weekly averages 1190 to 1338.

# Satisfaction with availability of seating/space to stand



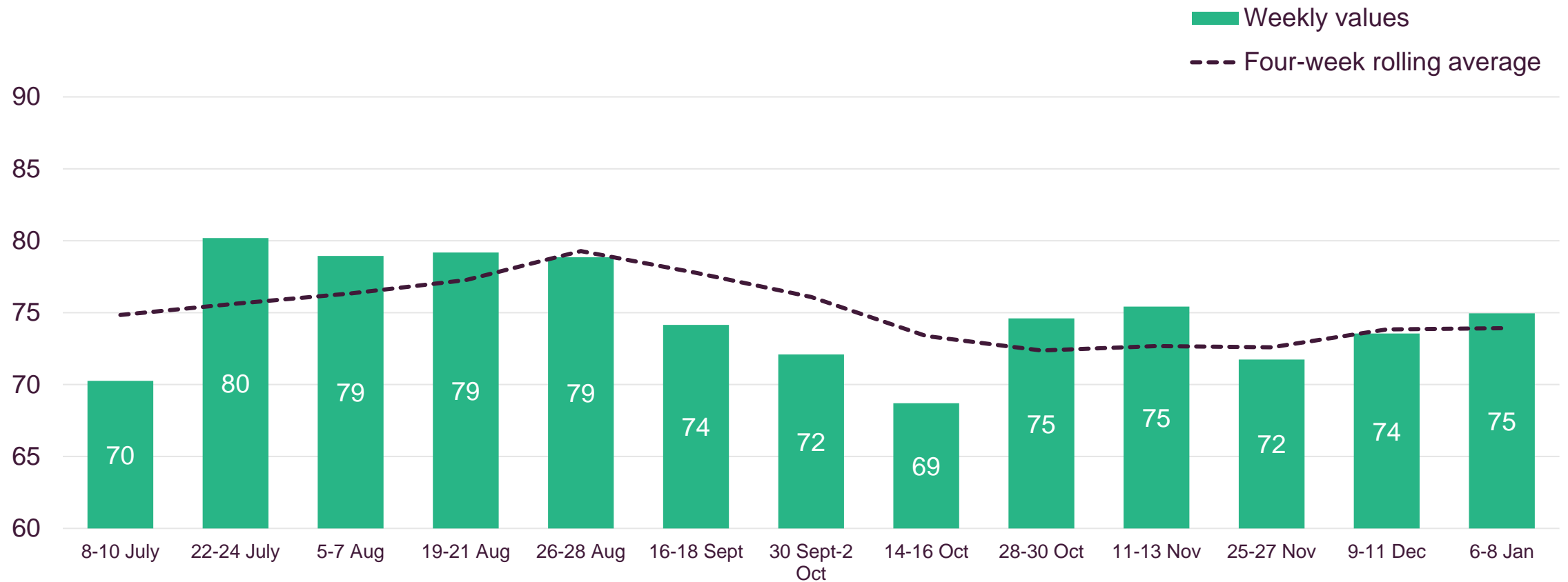
Bus passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023.  
Sample sizes: weekly values 286 to 341; four-weekly averages 1177 to 1327.

# Satisfaction with cleanliness of the bus



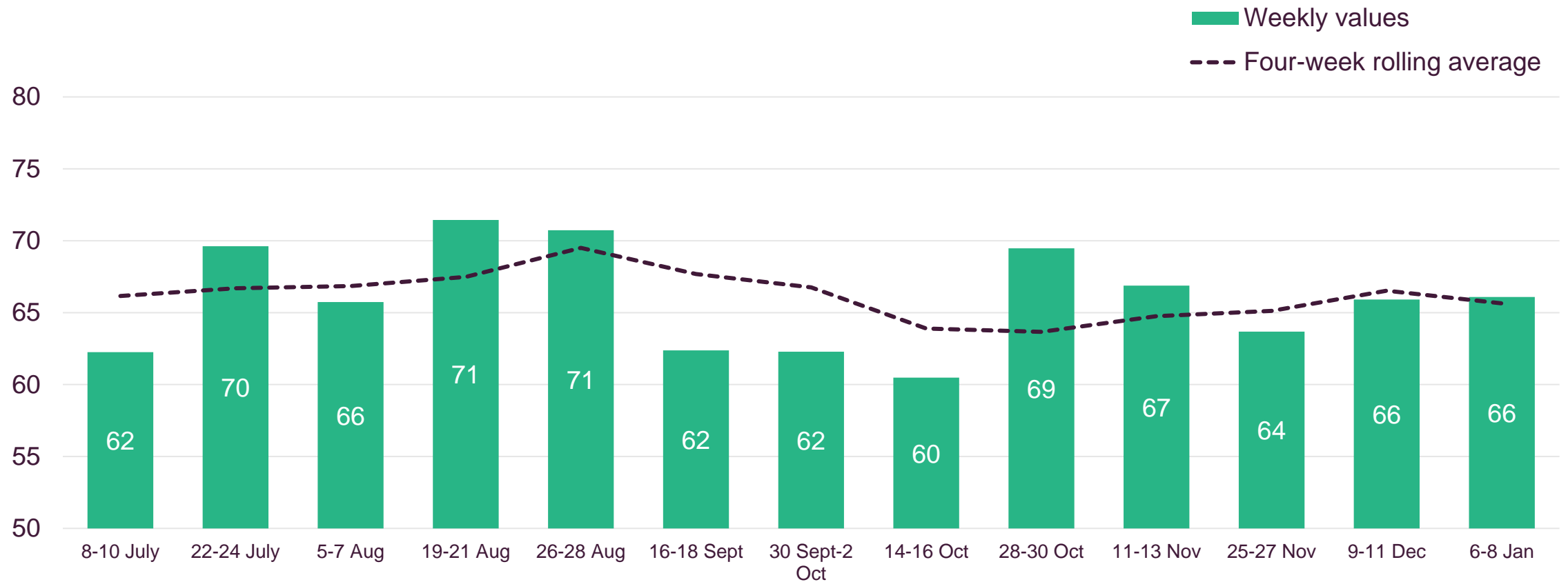
Bus passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023.  
Sample sizes: weekly values 288 to 342; four-weekly averages 1184 to 1339.

# Overall satisfaction with the bus stop (or bus station)



Bus passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023.  
Sample sizes: weekly values 288 to 342; four-weekly averages 1184 to 1339.

# Satisfaction with frequency of buses on that route



Bus passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023.  
Sample sizes: weekly values 287 to 341; four-weekly averages 1181 to 1333.

# Methodology

## Bus User Survey

Transport Focus's *Bus User Survey* runs within alternate weekends of Yonder Consulting's omnibus; a survey reaching 2000 and designed to be representative of the population of Great Britain.

The survey asks whether they have made a bus journey (outside London) in the last seven days. Those that have then answer our dedicated Bus User Weekly Survey questions about satisfaction with their journey (question texts are provided in the appendix).

## Key drivers of overall journey satisfaction approach

The statistical approach taken was Johnson's Relative Weights which is a regression method that quantifies the importance of predictor variables. The predictive value of 14 attributes of journey experience were assessed.

The Johnson's Relative Weights (JRW) analysis is a useful technique that's widely used in many scientific fields aiming to evaluate how the response (dependent) variable relates to a set of predictors (independent variables) when those are correlated to each other. The dependent variable is

something that depends on other factors, while the independent variable is a variable that stands alone and isn't changed by the other variables you are trying to measure.

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

The analysis was produced by Yonder Consulting. The model R squared value is 0.56.

# Appendix: survey question text

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

Scale: Very satisfied to Very dissatisfied

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

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

# Contact Transport Focus

Any enquiries about this report should be addressed to:

Murray Leader

Senior Insight Adviser

Murray.Leader@transportfocus.org.uk

Transport Focus

Albany House

94-98 Petty France

London

SW1H 9EA

[www.transportfocus.org.uk](http://www.transportfocus.org.uk)

Transport Focus is the operating name of the Passengers' Council

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

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

We work to make a difference for all transport users.

© 2023 Transport Focus