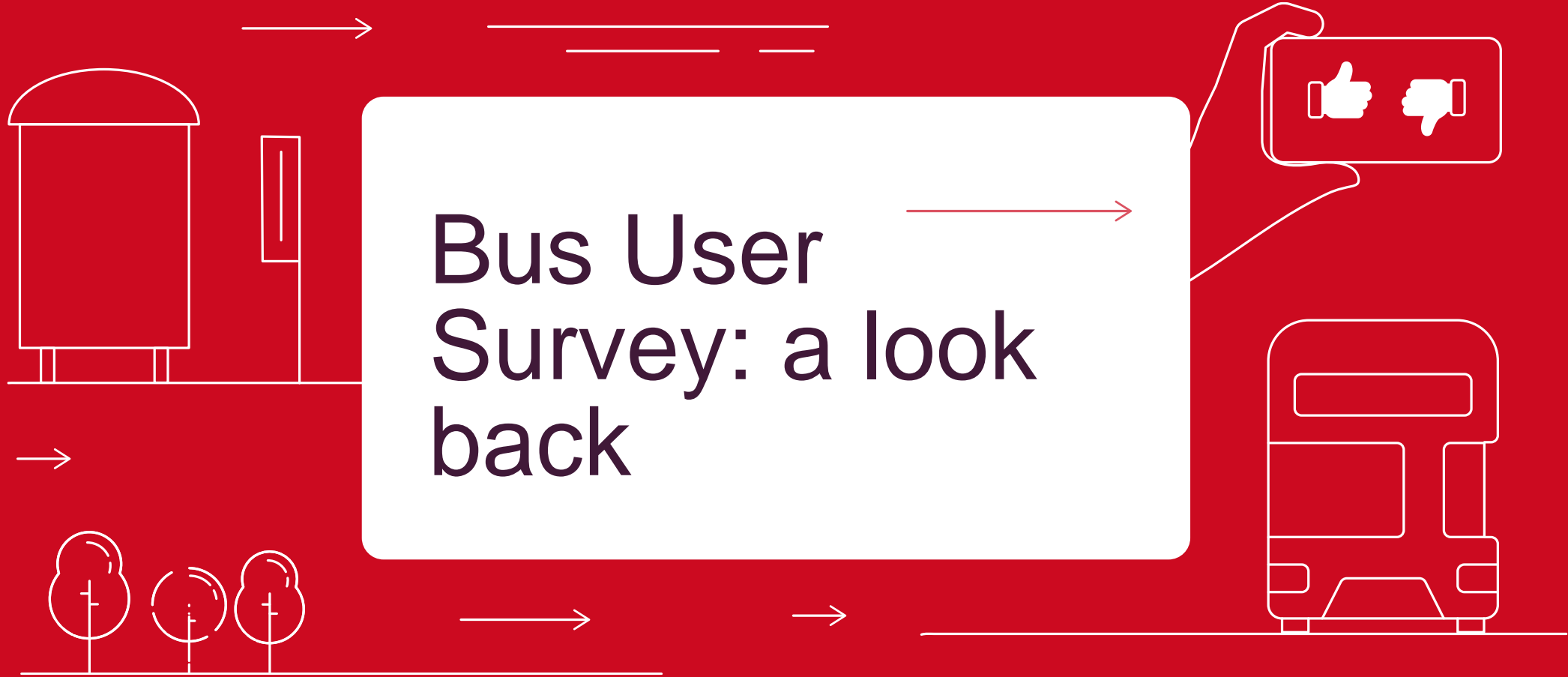


8 September  
2023

Edition 18

# Bus User Survey





# After two years, it's 'goodbye' to the Bus User Survey

Back in September 2021, the worst days of Covid were over. There hadn't been any lockdowns for months, people were generally all vaccinated and confidence had mostly returned.

So, the transport industry was preparing for passengers to return to travelling as they did before Covid. Against this background, Transport Focus launched our regular online surveys looking at the experience of bus and rail users, as we wanted to provide useful and frequent information to the transport industry.

It was always going to be a temporary measure. Before Covid, our Bus Passenger Survey and National Rail Passenger Survey had intercepted hundreds of thousands of people as they made journeys and asked them specifically about that experience.

We had always intended that we would go back to this method of recruiting people, as it's a better way of accessing a representative sample of transport users. It also means you get in-the-moment feedback and can analyse results knowing the date and time of travel.

During Covid we worked hard to update the way we collect views and developed a new survey of bus users.

It's called **Your Bus Journey**, and we approach people at bus stops and on buses and invite them to do the survey about their journey by email, scanning a QR code or on paper.

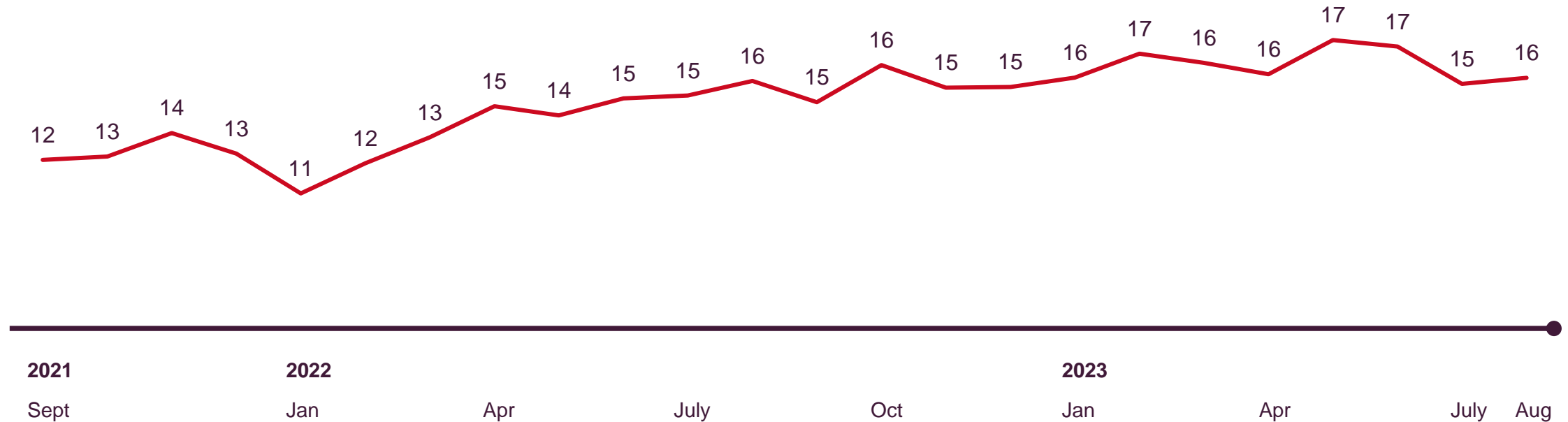
We'll be publishing the first results of Your Bus Journey soon – we've developed it along with 34 local authorities, who are funding it alongside Transport Focus. We will be collecting the views of more than 32,000 passenger journeys through the year every year, with regular results.

The findings from the forthcoming Your Bus Journey survey will be used as a key metric for many LTAs within the Department for Transport's monitoring and evaluation of Bus Service Improvement Plans.

So, it's time to switch off the regular fortnightly Bus User Survey after two years. This report is the last one in the series and will be the last data added to our data hub from this survey.

Every wave, we've obtained the views of around 250 bus users, and asked about overall satisfaction with the journey, as well as with some specific aspects. So, it feels right to review what we learned...

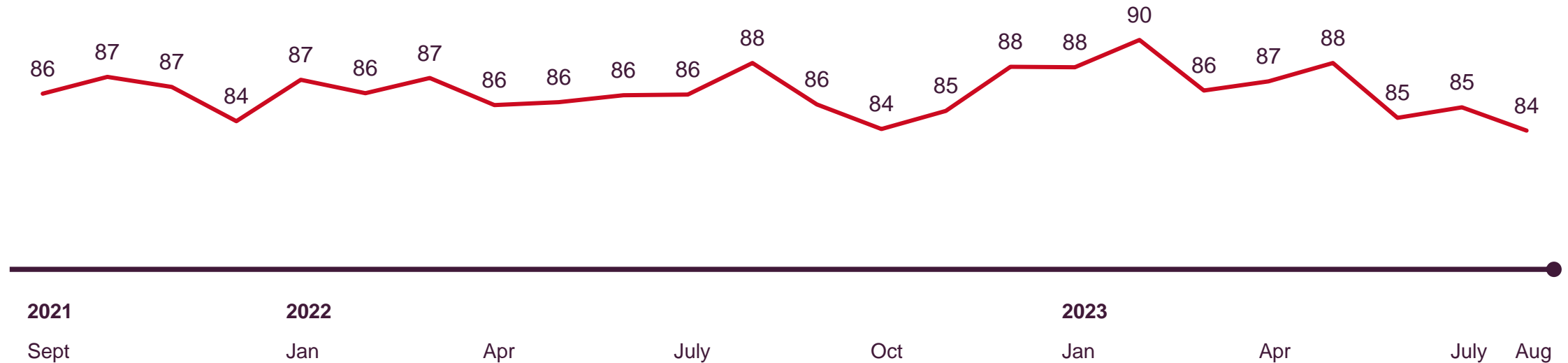
# Bus use outside London has gradually increased over the last two years



Proportion using bus outside London over time (%) - combined monthly survey responses  
Bus use is defined as having travelled by bus within seven days of being surveyed. Base size around 2000 per survey

# More than eight out of 10 passengers were satisfied overall with their journeys throughout the last two years

Overall satisfaction with bus journeys has been relatively stable, averaging 86 per cent very or fairly satisfied over the two-year period. Individual wave scores ranged from 83 per cent to 90 per cent



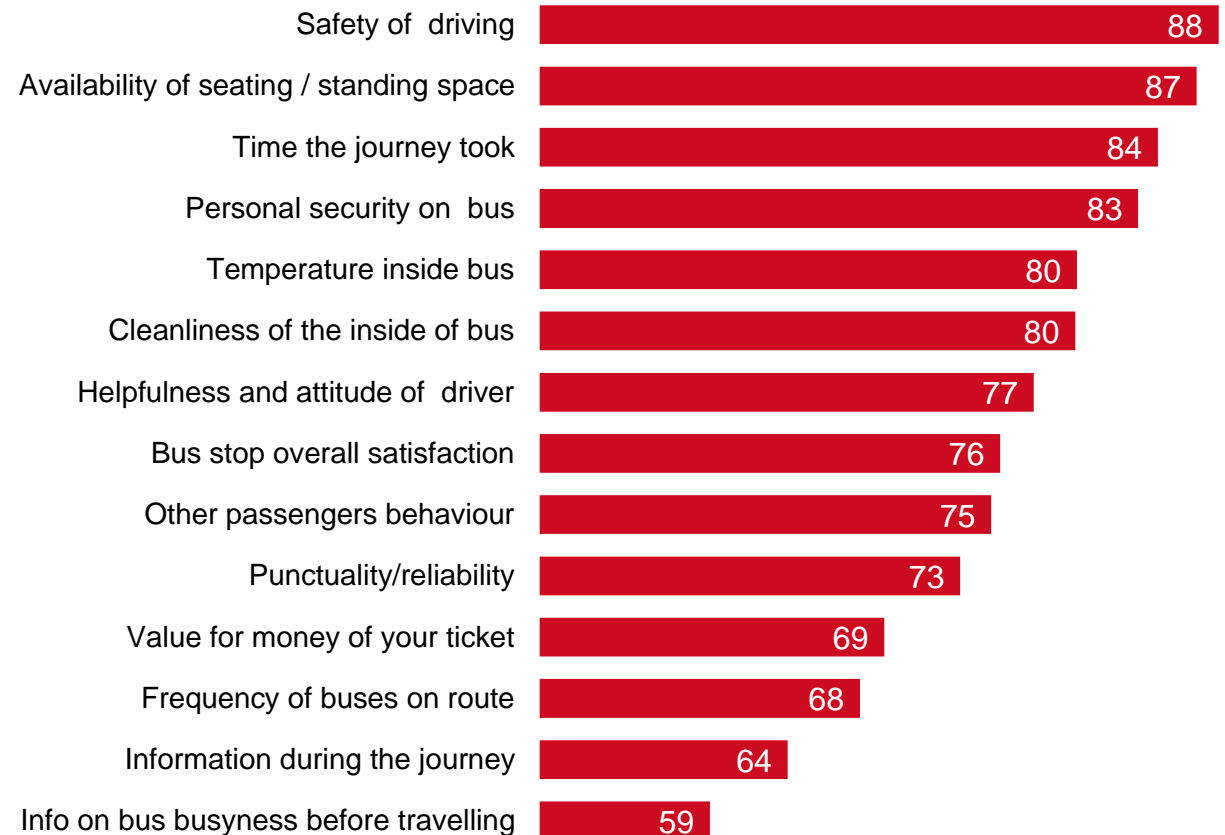
Overall journey satisfaction over time (combined monthly survey responses) % answering very + fairly satisfied  
Bus use is defined as having travelled by bus within seven days of being surveyed. Base ranges from 250 to 340 per survey.

# There were varying levels of satisfaction with specific aspects of the journey over the two years

As well as overall satisfaction, we asked about specific elements of the journey. As the context changed, some aspects were removed, particularly those around face coverings, Covid measures and ventilation.

It is interesting though to look across the full two years' worth of data to see the relative position of different aspects. Safety of the driving and availability of space onboard are rated highest, with close to nine in 10 being satisfied over the entire period. Another seven aspects are rated as good by three quarters or more.

It is value for money, frequency of buses and information before and during the journey which are rated lowest across the two years.



Combined survey responses from September 2021 to August 2023  
Charts show % answering very + fairly satisfied

# We're pleased the survey has been widely used and appreciated

*"Go-Ahead has valued the Bus User Survey from Transport Focus over the past couple of years. Insight from the survey provided a national level measure of bus passenger satisfaction that has helped us benchmark ourselves against similar customer research we carry out across our local bus companies.*

*"We look forward to working with Transport Focus as the new Your Bus Journey results builds up this year to provide a valuable evidence base to help inform future plans and investment based on what matters most to bus passengers."*

Mark Anderson, Go-Ahead Customer and Commercial Director

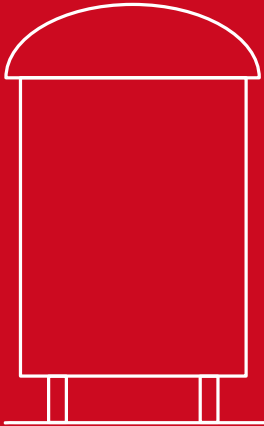
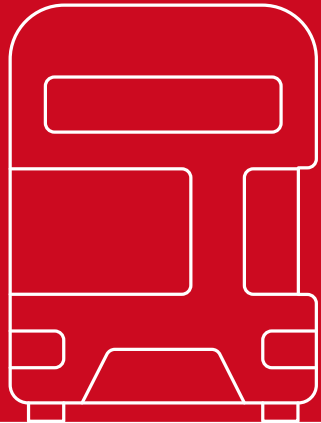
*"The Bus Users Survey has been extremely valuable over the last two years during the development of our Bus Service Improvement Plan and Enhanced Partnership in the North East. It has been helpful to benchmark passenger satisfaction nationally against the results from our own surveys.*

*We're really pleased to continue to work with Transport Focus on the new 'Your Bus Journey' which is providing tailored data to our diverse region, and we look forward to seeing the next round of results coming through too, informing us of local situations and providing context for future investment plans."*

Philip Meikle, Transport Strategy Director,  
Transport North East

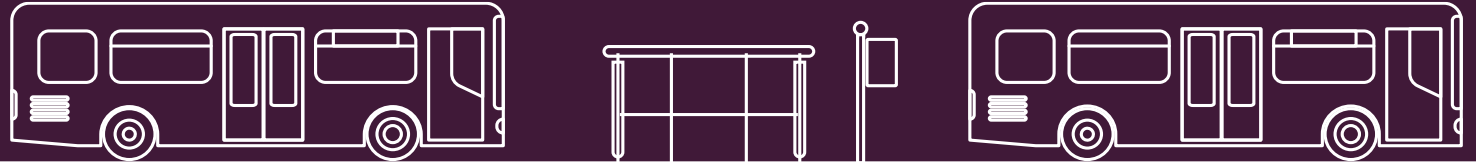


**Bus User Survey:  
edition 18 results**





# Introduction



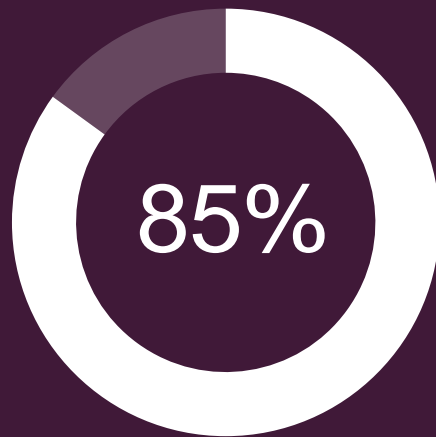
The Bus User Survey asks a representative sample of people in Great Britain about their experience of travelling on buses outside London in the last seven days.

For those that have used buses outside London, the survey asks about their journey purpose and how satisfied they were overall with their journey and with aspects such as value for money, punctuality and cleanliness.

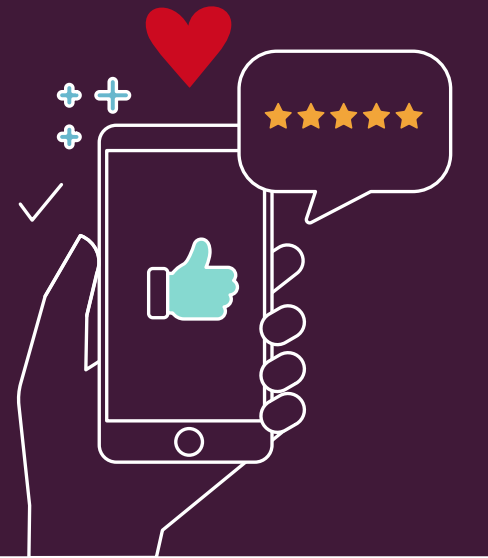
In a typical survey we get this satisfaction information from around 300 people.

We survey passengers every other weekend and report results every four weeks, combining two survey waves. Further details on how we carried out this survey are available on page 36.

# Bus headlines

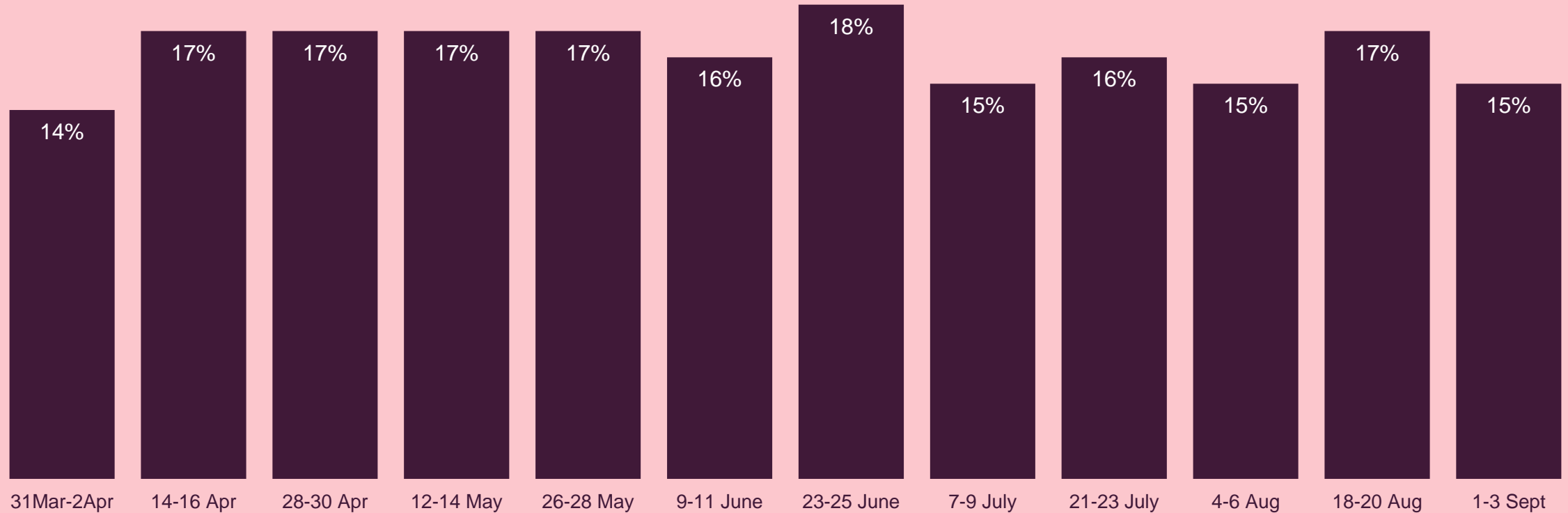


85% of passengers using buses outside London were satisfied with their journey overall



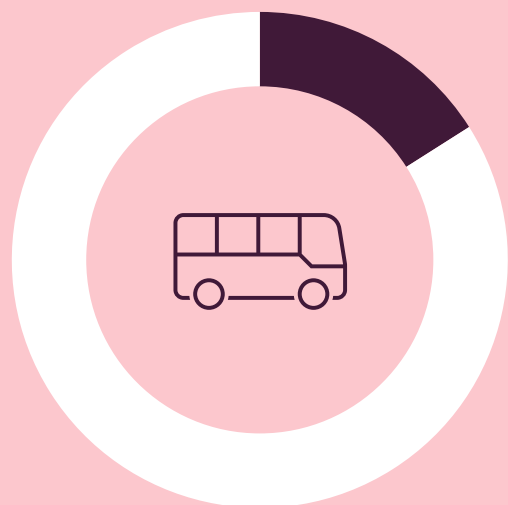
Satisfaction with cleanliness of the inside of the bus is 79%, up from 75% last report

# Proportion using bus outside London over time



8 September 2023 report. Bus use is defined as having travelled by bus within seven days of being surveyed. Base size around 2000 per survey

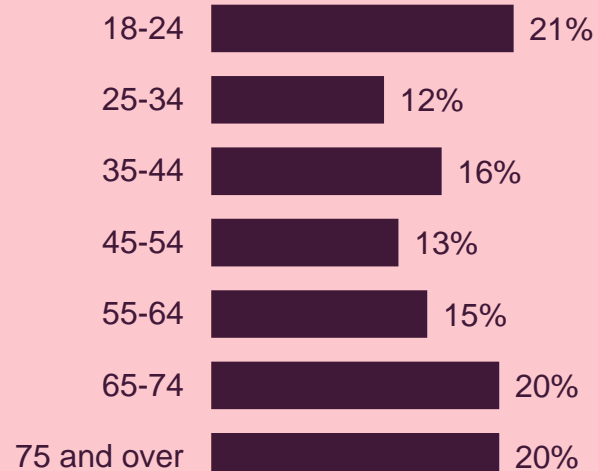
# Proportion in Great Britain using a bus outside London in the last seven days



16%

(including those living in London)

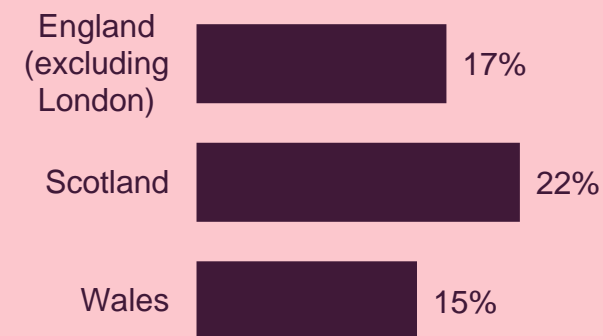
## Age



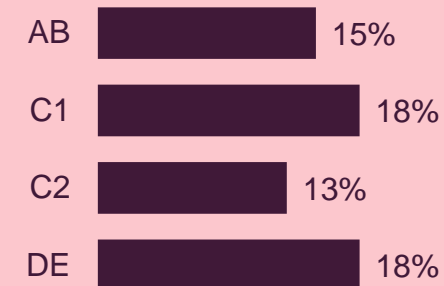
## Gender



## Region



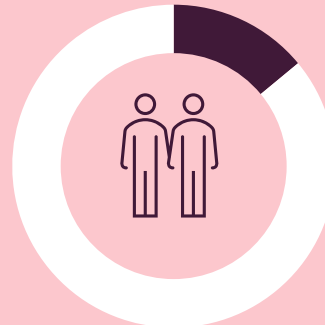
## Social grade



# Main purpose of bus journey



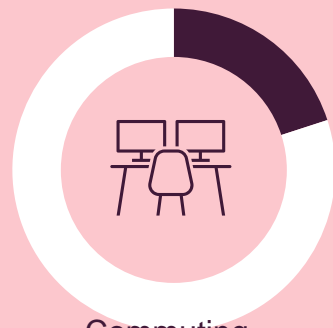
Leisure/eating out/non-essential shopping  
**28%**



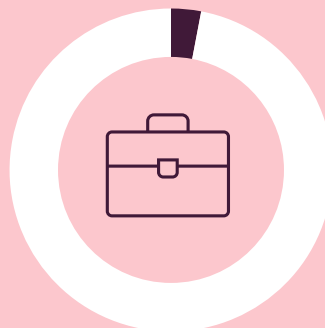
Friends/family  
**14%**



Essential shopping  
**22%**



Commuting  
**20%**



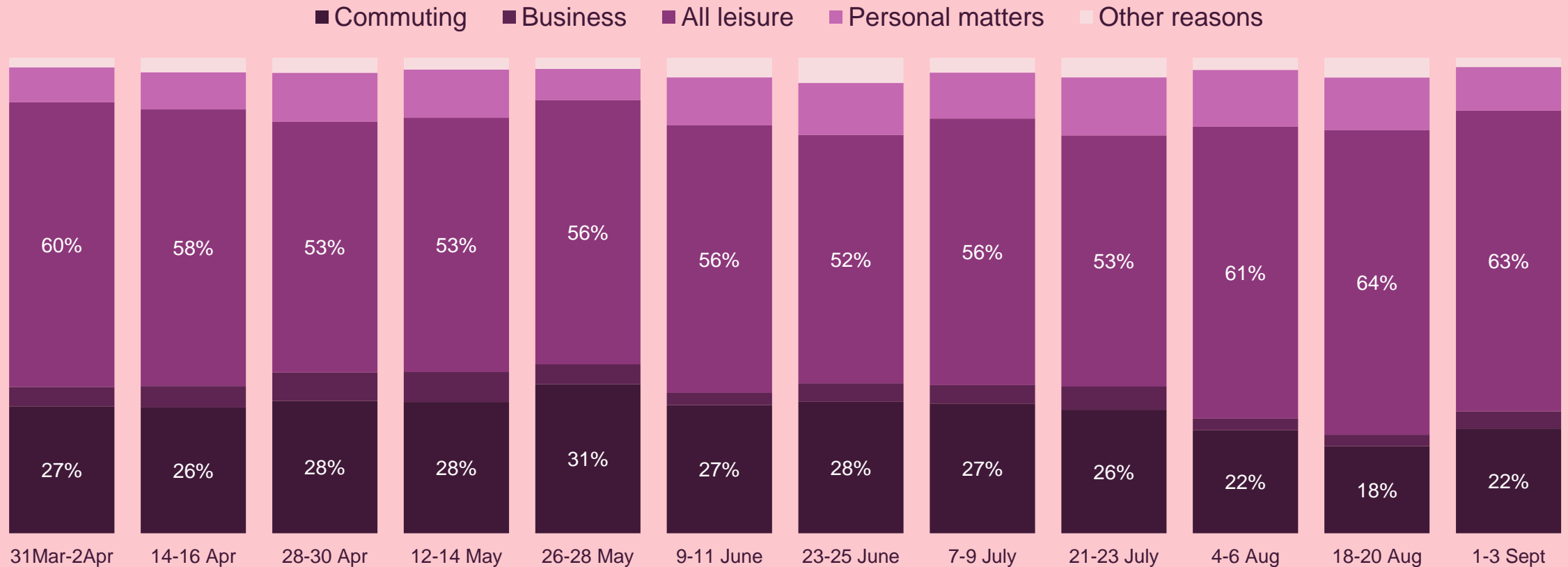
Work travel  
**3%**



Personal matters  
**10%**

8 September 2023 report. Charts are based on the most recent bus journey made within seven days of being surveyed and are the average of the two surveys conducted in the last four weeks. Base size: all bus users - 677. Note that sum of the journey purposes may not add to 100 per cent as some have listed 'other reason'.

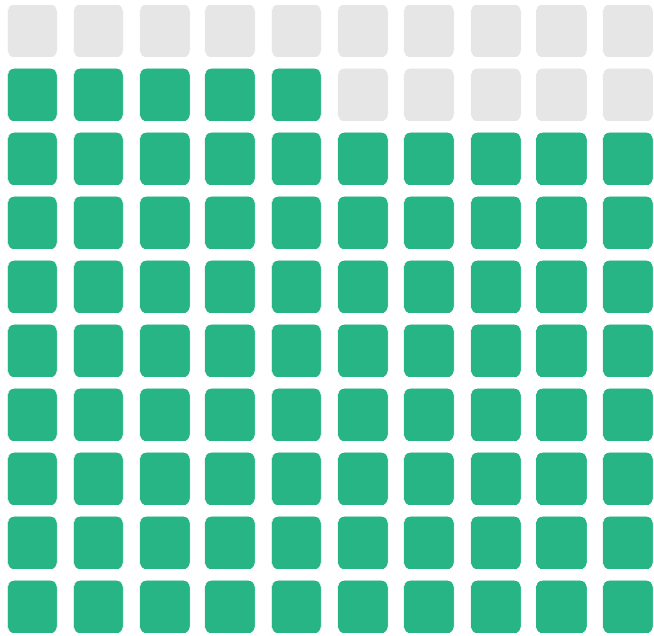
# Main purpose of bus journey over time



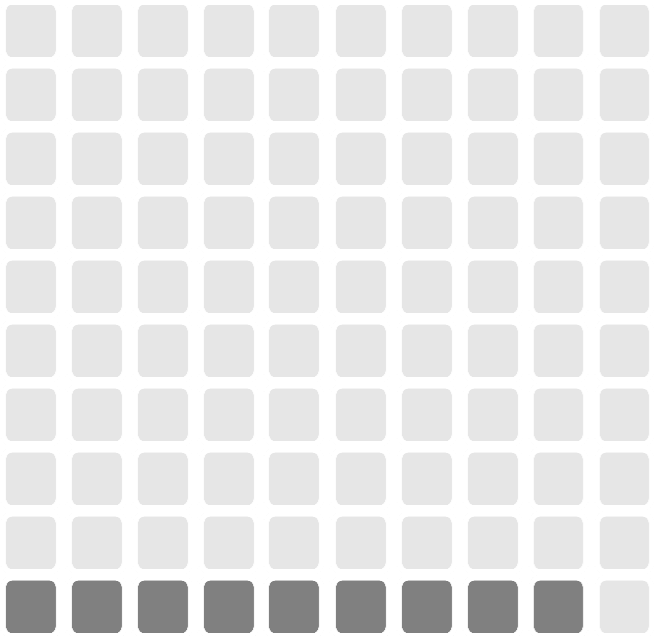
8 September 2023 report. Chart is based on the most recent bus journey made within seven days of being surveyed. Base size: all bus users, average of 334 per survey. All leisure includes: leisure/eating out/non-essential shopping; essential shopping; and, friends/family.



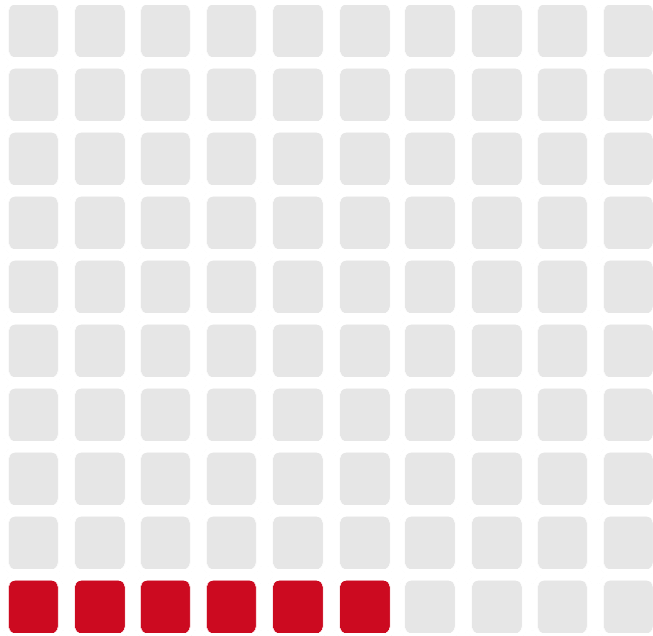
# Overall satisfaction with bus journey



85%  
satisfied



9%  
neither/nor

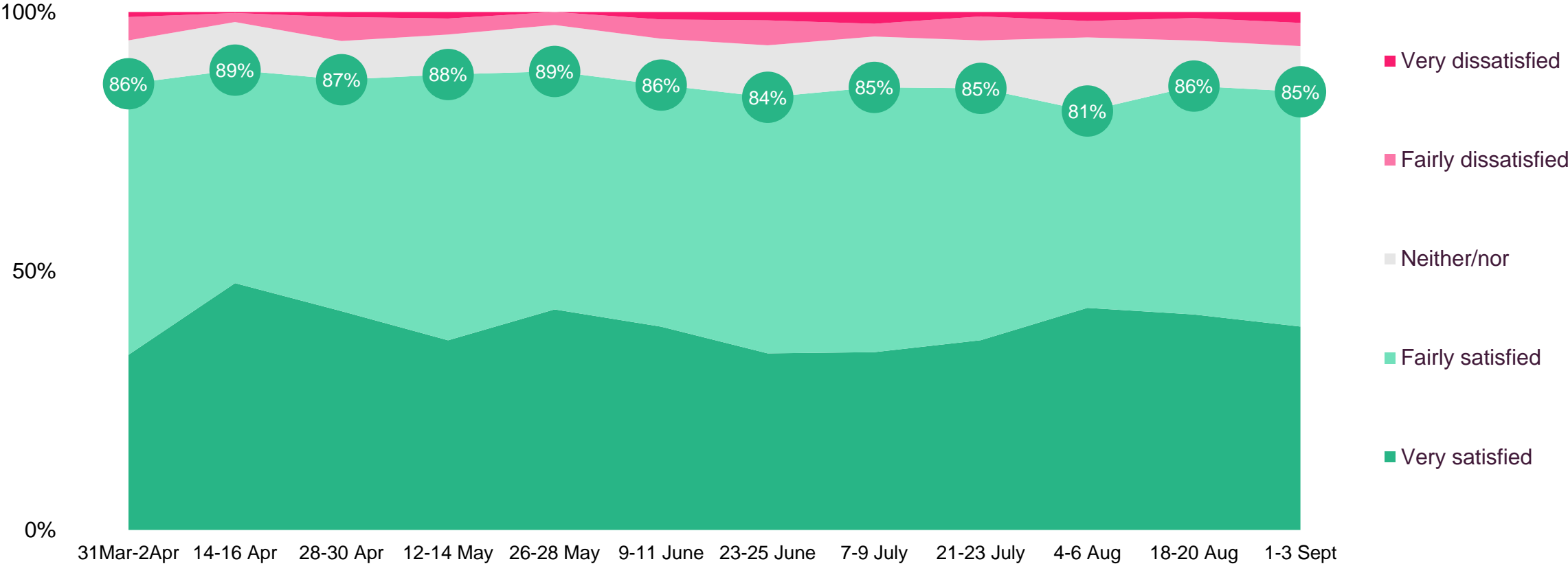


6%  
dissatisfied

8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Charts show average of the last two surveys (bus satisfaction questions are asked fortnightly). Base size: 680.

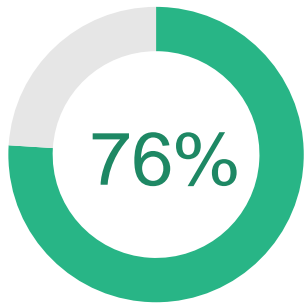


# Overall satisfaction with bus journey

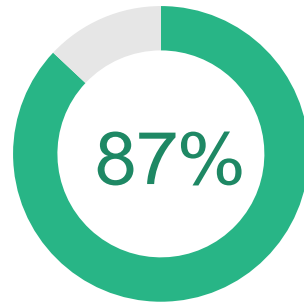


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Base sizes range from 290 to 378 per survey date.

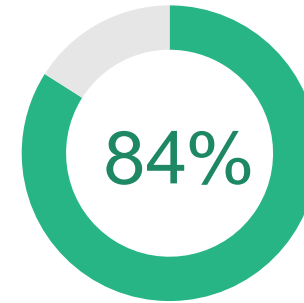
# Overall satisfaction by journey purpose, gender and age



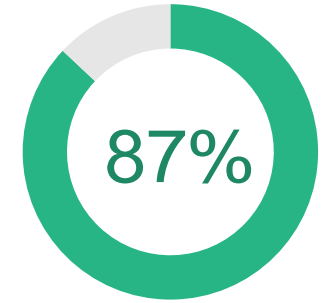
Commute



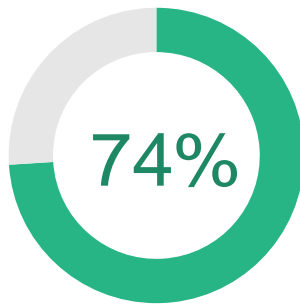
All leisure



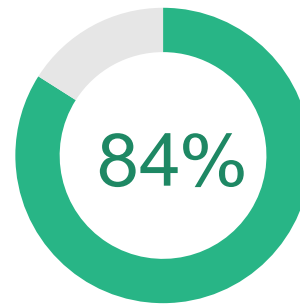
Men



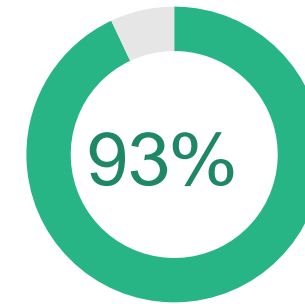
Women



Aged 18-34



Aged 35-54

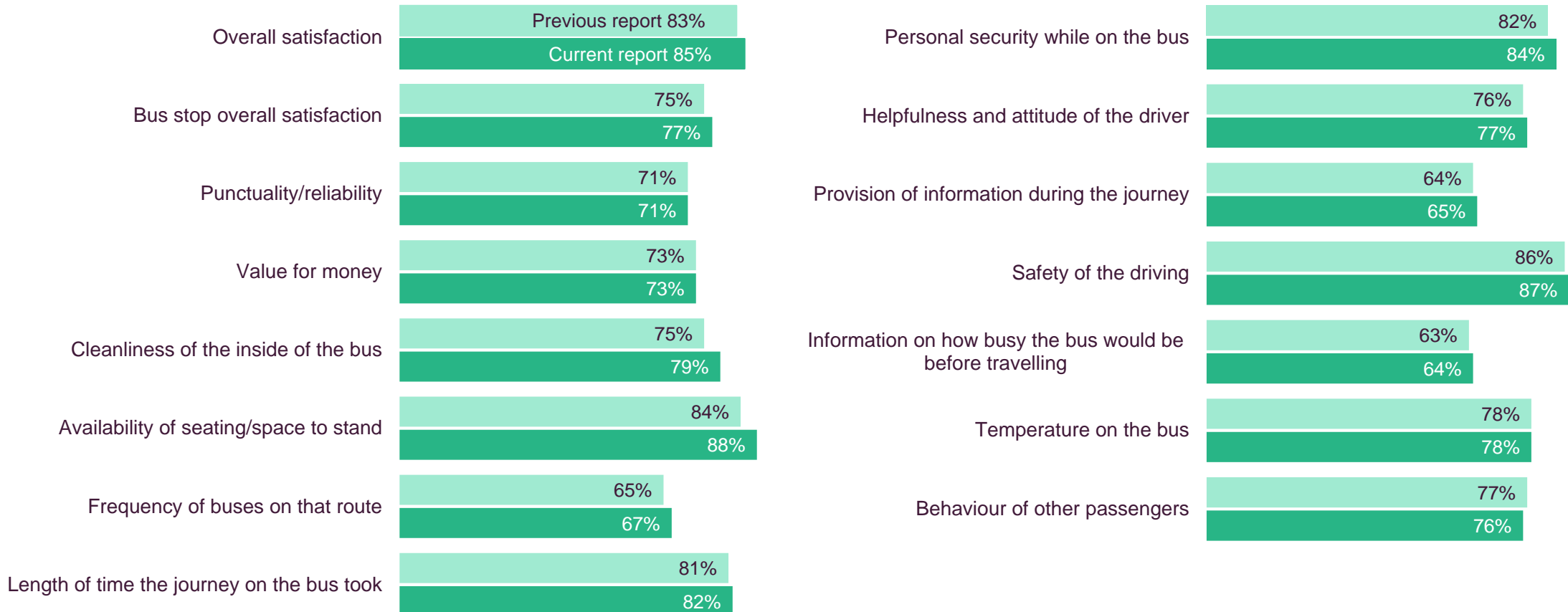


Aged 55 and over

8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Charts show average of the last two surveys (bus satisfaction questions are asked fortnightly). Base sizes vary by chart ranging between 129 and 437. 'All leisure' combines answers from 'Leisure/eating out/non-essential shopping', 'Visiting friends/family' and 'Essential shopping'

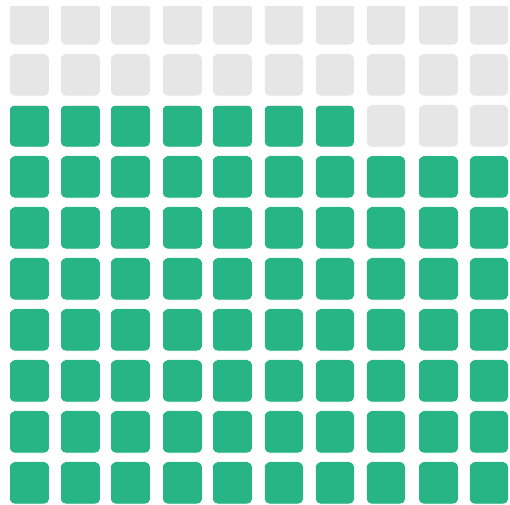


# Change in satisfaction levels since last report

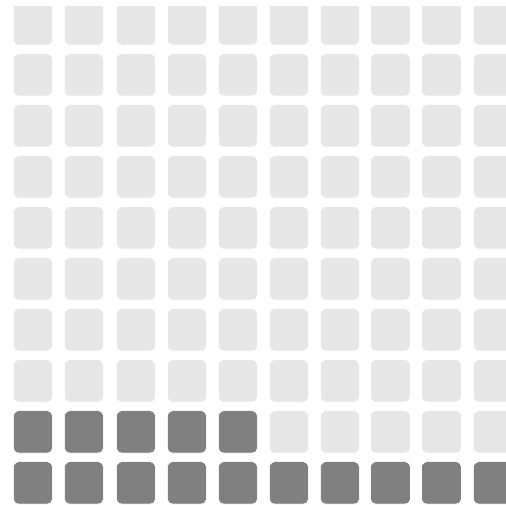


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. The 'current report' values above are the average of the two surveys in the last four weeks, the 'prior report' values are the average of the two surveys conducted in the prior four weeks. Base sizes per aspect vary; current report from 504 to 680, prior report 468 to 657.

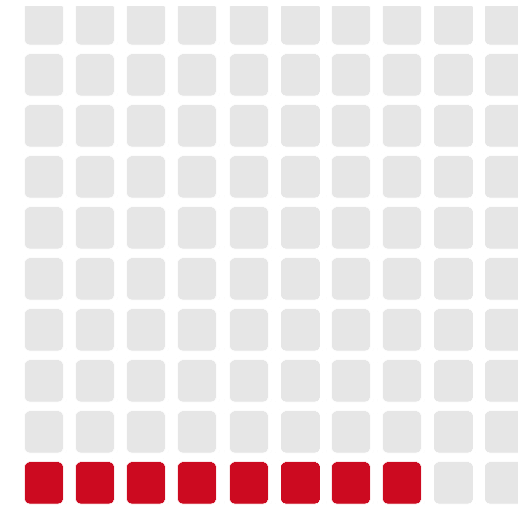
# Satisfaction with the bus stop overall



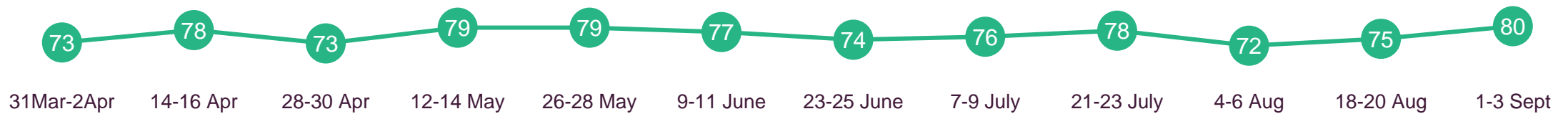
77%  
satisfied



15%  
neither/nor

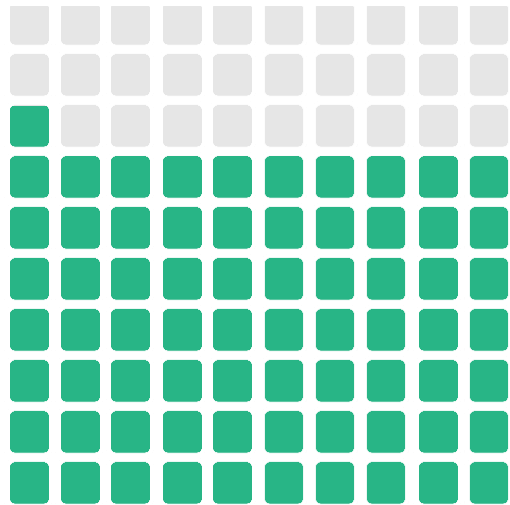


8%  
dissatisfied

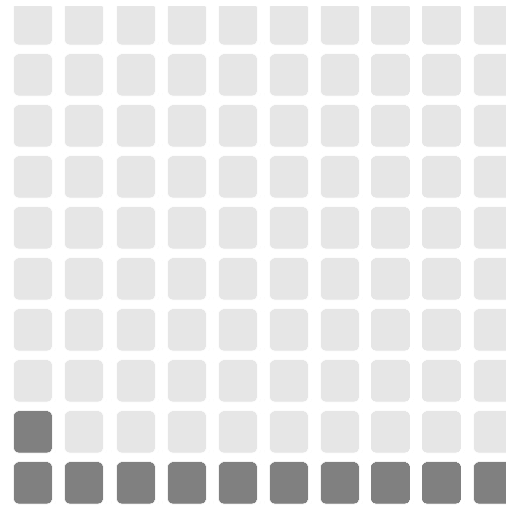


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 678; trend chart range from 288 to 377 per survey.

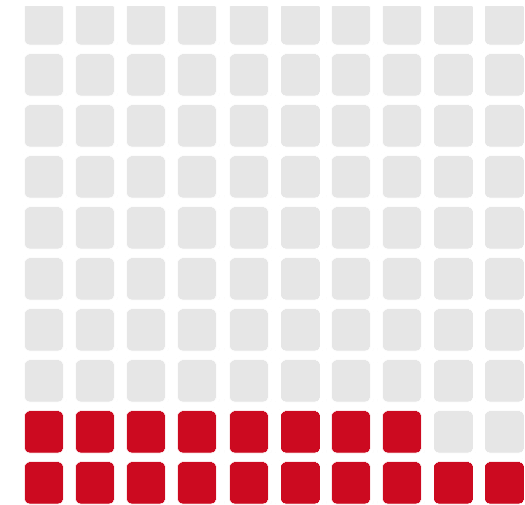
# Satisfaction with punctuality/reliability



71%  
satisfied



11%  
neither/nor

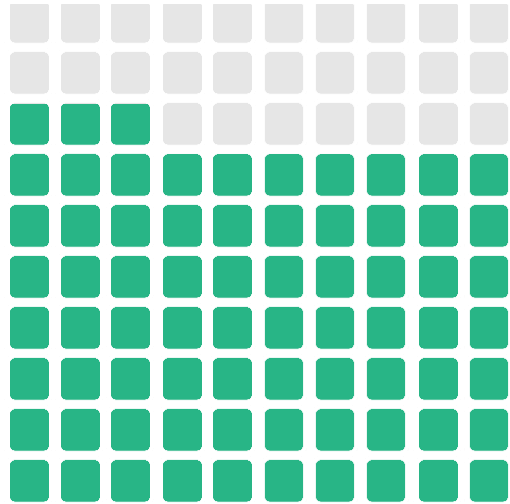


18%  
dissatisfied

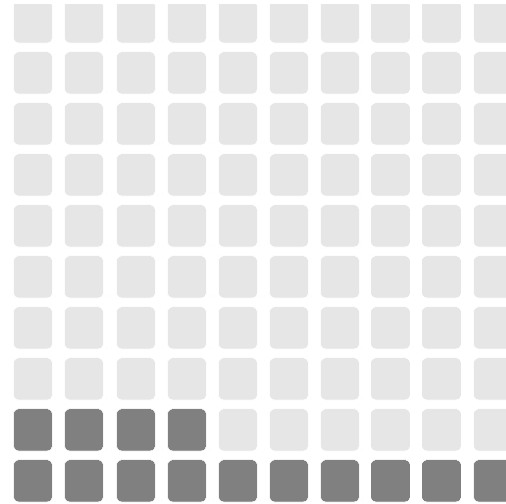


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 677; trend chart range from 290 to 376 per survey.

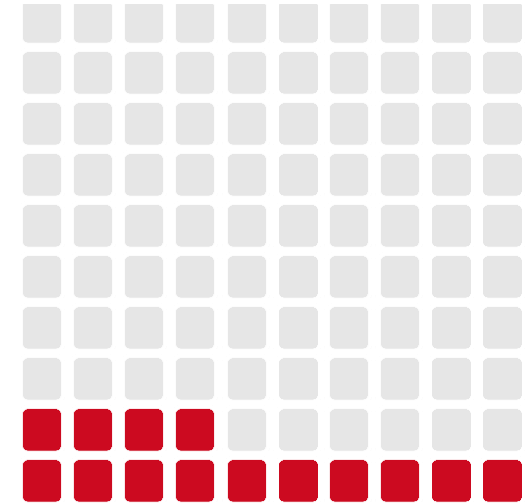
# Satisfaction with value for money



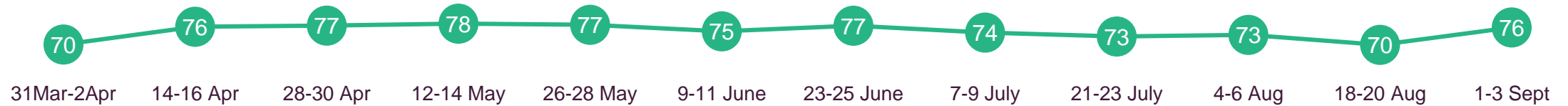
73%  
satisfied



14%  
neither/nor

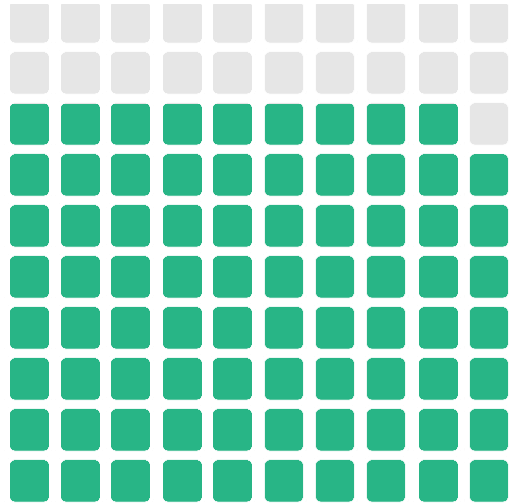


14%  
dissatisfied

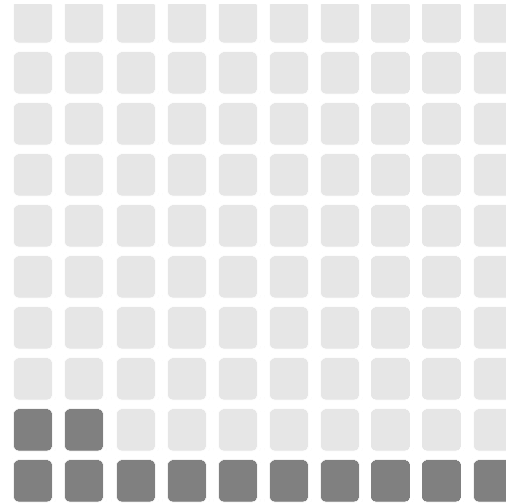


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 561; trend chart range from 237 to 315 per survey.

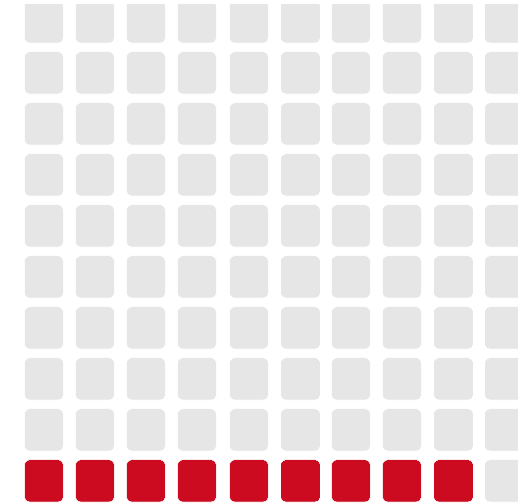
# Satisfaction with cleanliness inside the bus



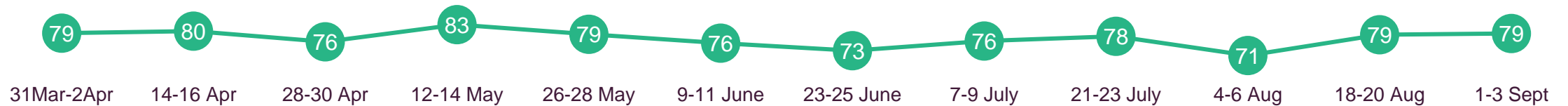
79%  
satisfied



12%  
neither/nor



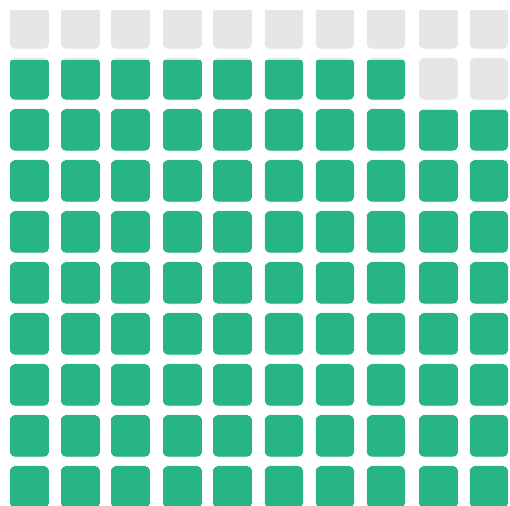
9%  
dissatisfied



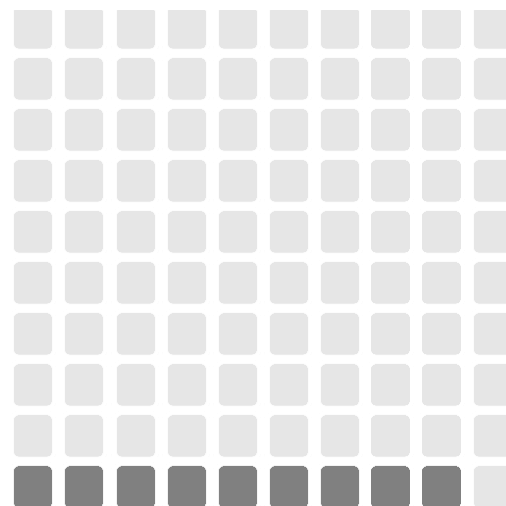
8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 678; trend chart range from 290 to 377 per survey.



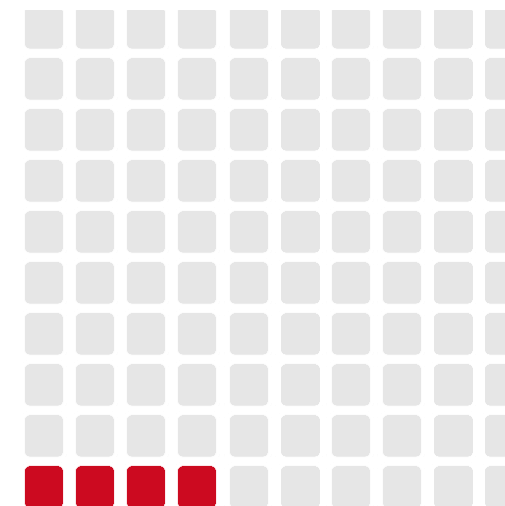
# Satisfaction with availability of seating or space to stand



88%  
satisfied



9%  
neither/nor

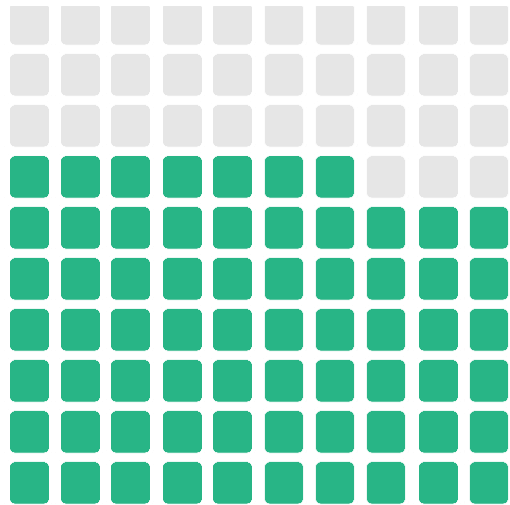


4%  
dissatisfied

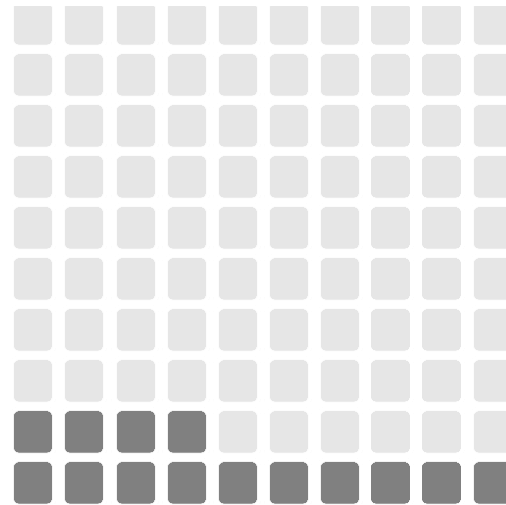


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 680; trend chart range from 290 to 378 per survey.

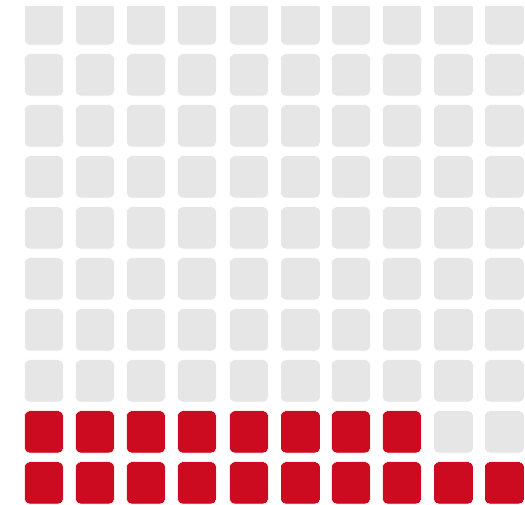
# Satisfaction with frequency of buses on that route



67%  
satisfied



14%  
neither/nor

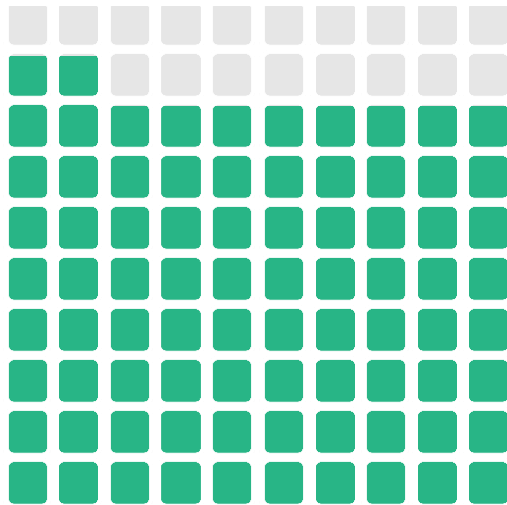


18%  
dissatisfied

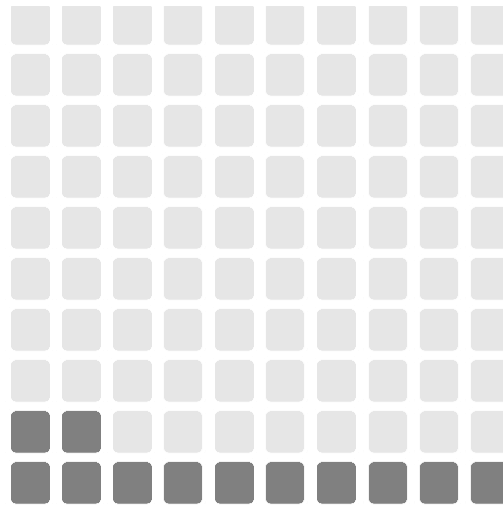


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 677; trend chart range from 289 to 376 per survey.

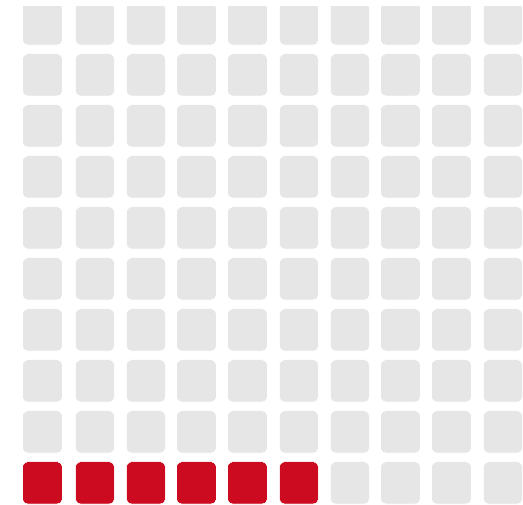
# Satisfaction with the time the journey on the bus took



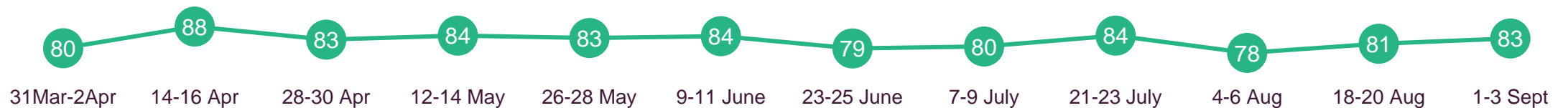
82%  
satisfied



12%  
neither/nor

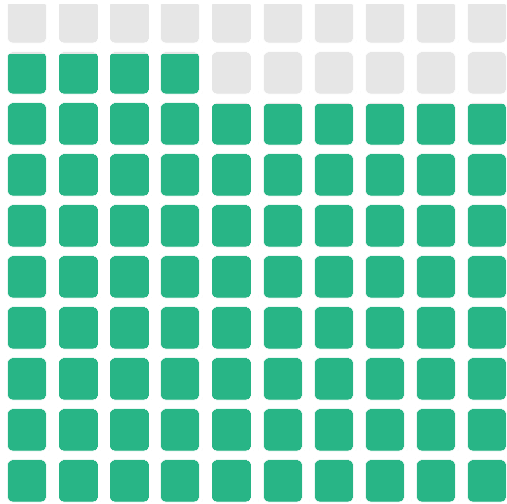


6%  
dissatisfied

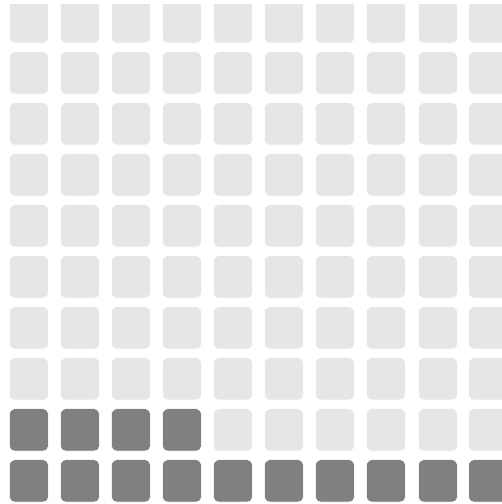


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 680; trend chart range from 290 to 378 per survey.

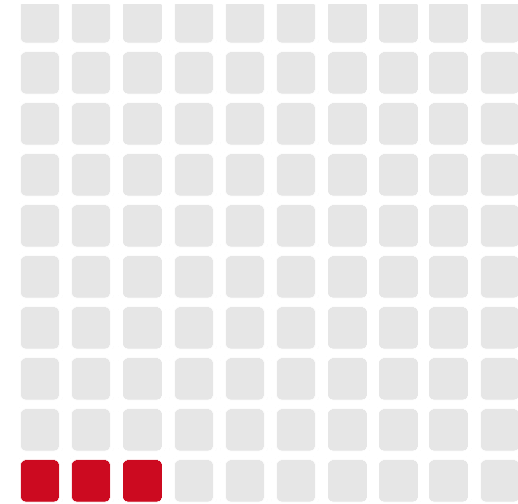
# Satisfaction with personal security on the bus



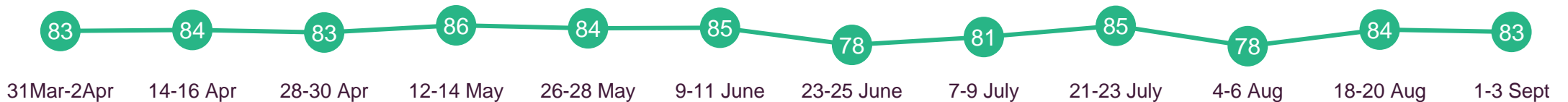
84%  
satisfied



14%  
neither/nor

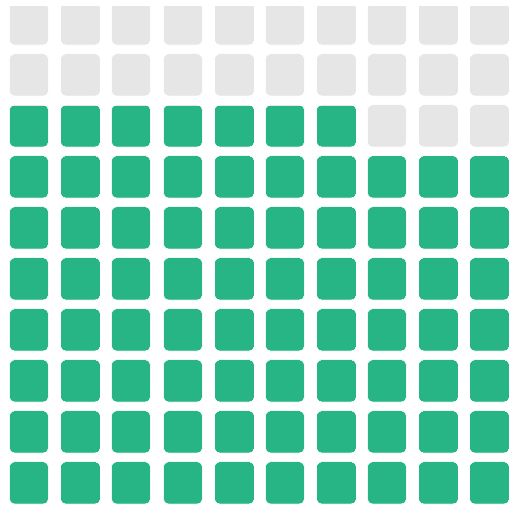


3%  
dissatisfied

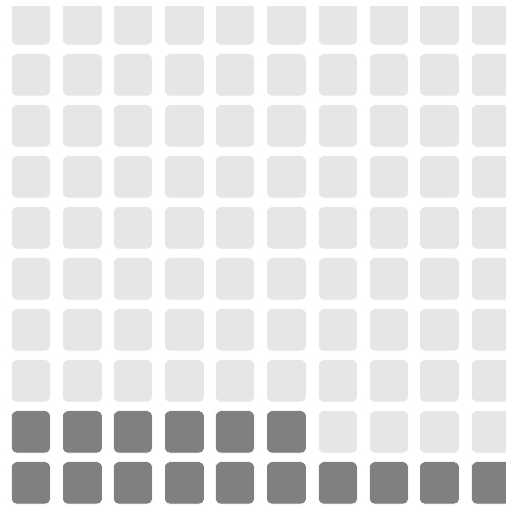


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 676; trend chart range from 288 to 375 per survey.

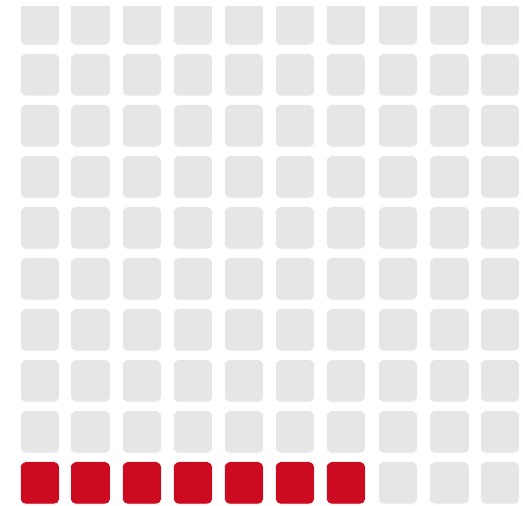
# Satisfaction with helpfulness and attitude of the driver



77%  
satisfied



16%  
neither/nor

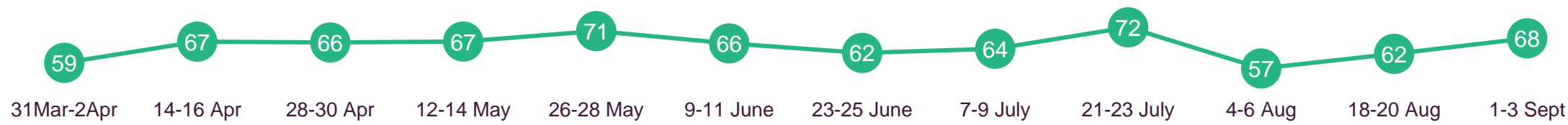
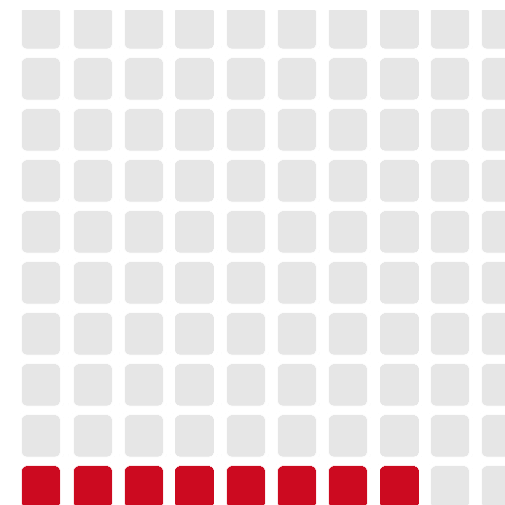
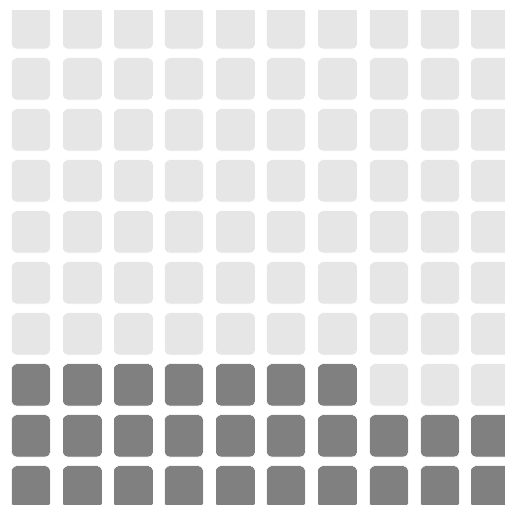
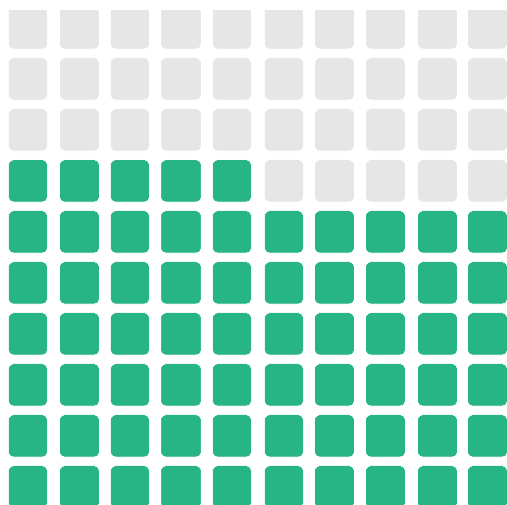


7%  
dissatisfied



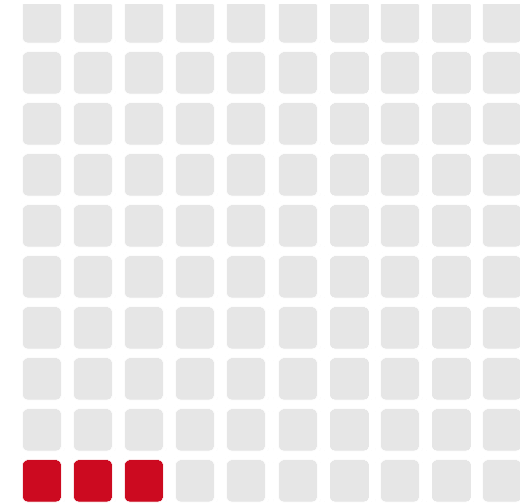
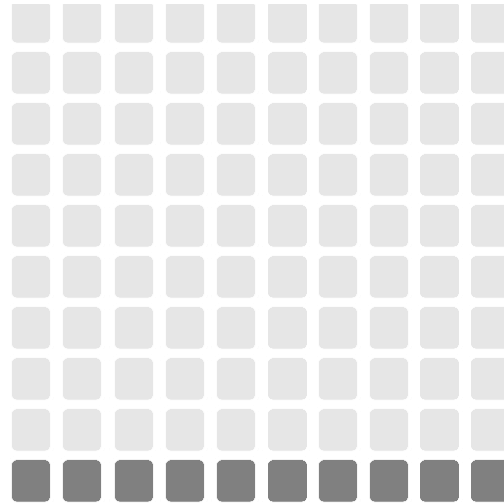
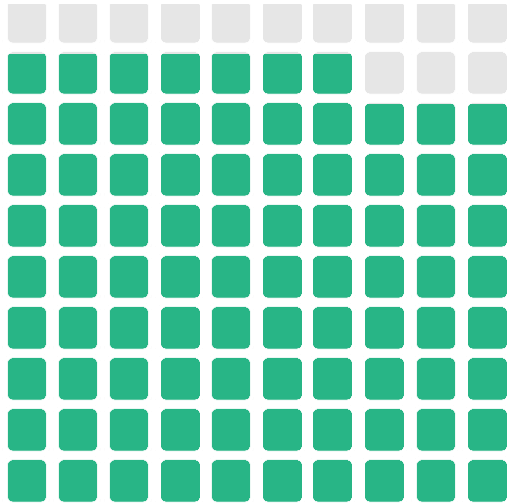
8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 661; trend chart range from 283 to 366 per survey.

# Satisfaction with information provided during the journey



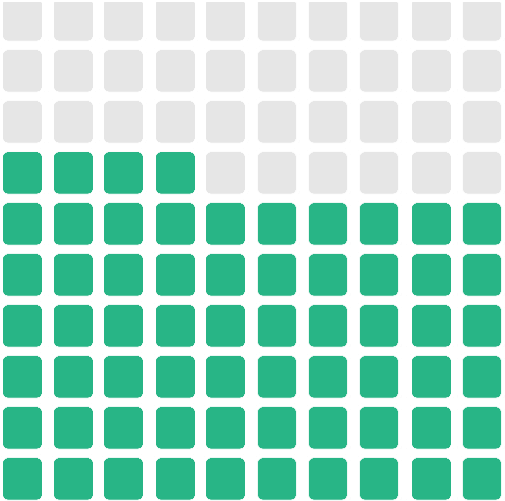
8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 558; trend chart range from 243 to 302 per survey.

# Satisfaction with safety of the driving

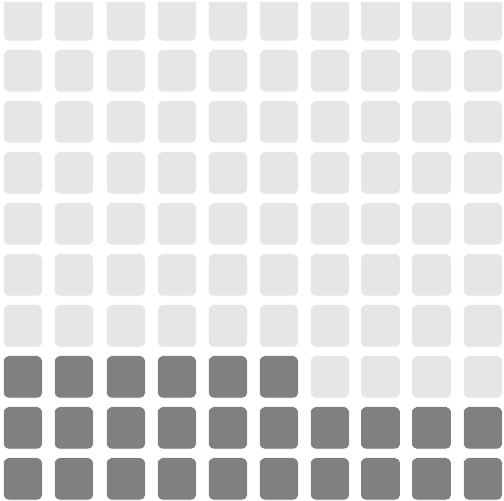


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 680; trend chart range from 289 to 378 per survey.

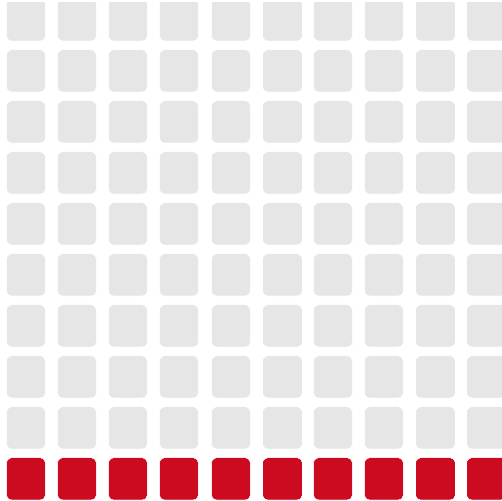
# Satisfaction with information on how busy the bus was before travelling



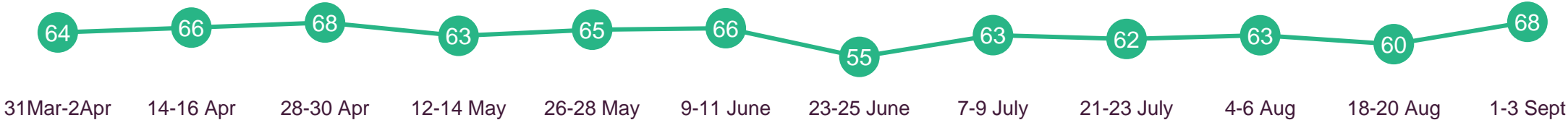
64%  
satisfied



26%  
neither/nor



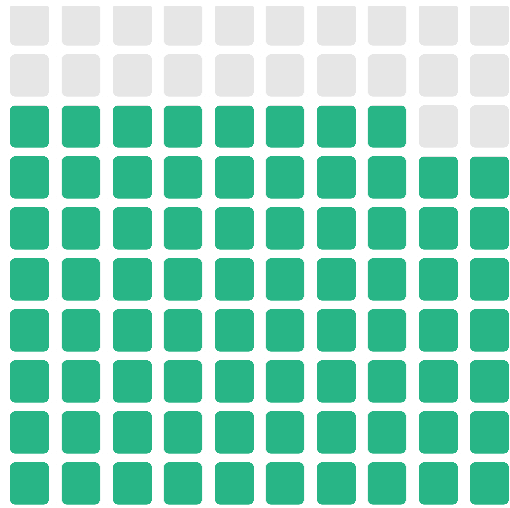
10%  
dissatisfied



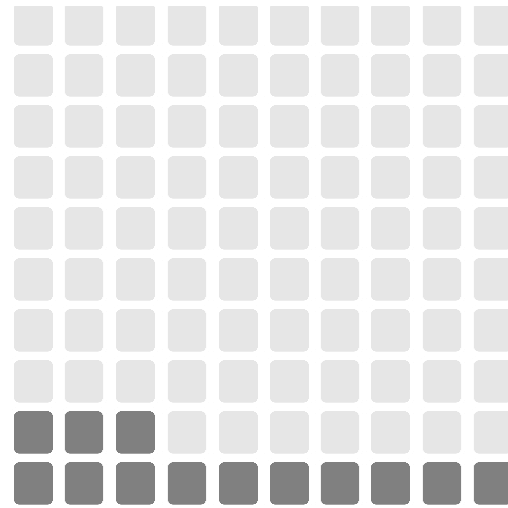
8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 504; trend chart range from 211 to 282 per survey.



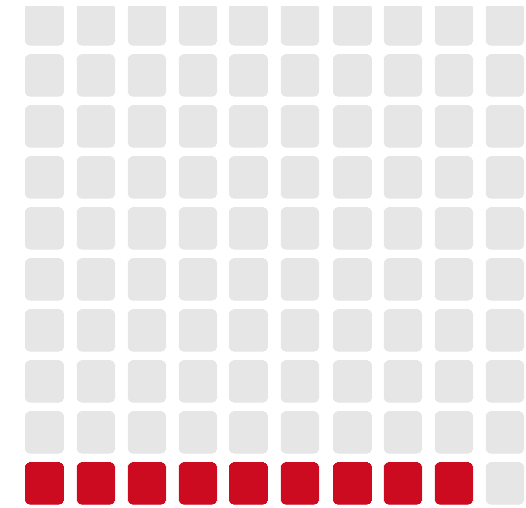
# Satisfaction with temperature inside the bus



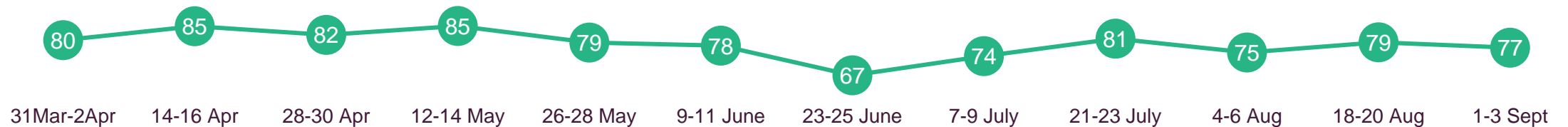
78%  
satisfied



13%  
neither/nor

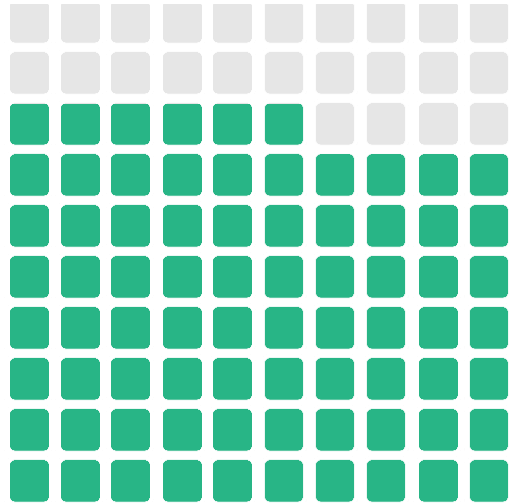


9%  
dissatisfied

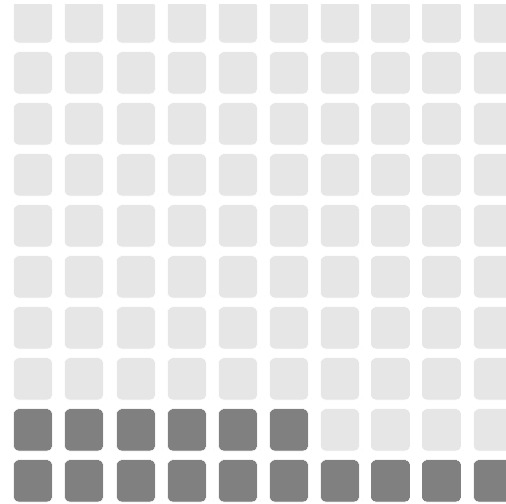


8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 679; trend chart range from 290 to 377 per survey.

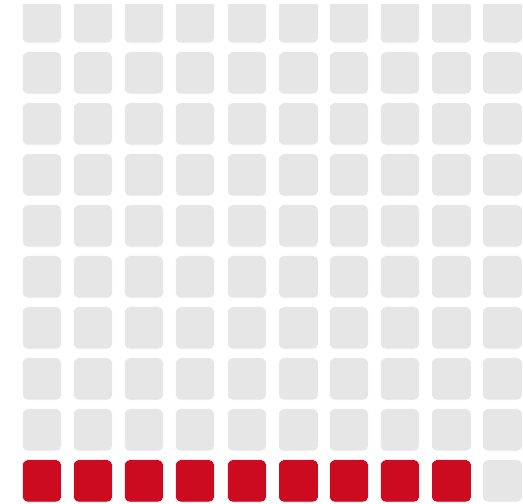
# Satisfaction with other passengers' behaviour



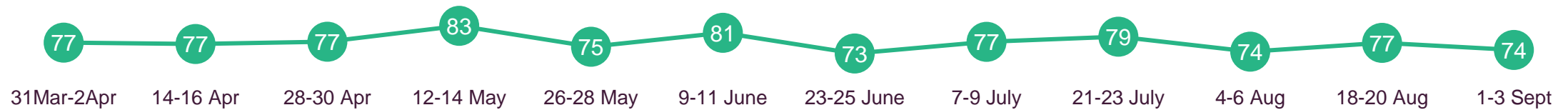
76%  
satisfied



16%  
neither/nor



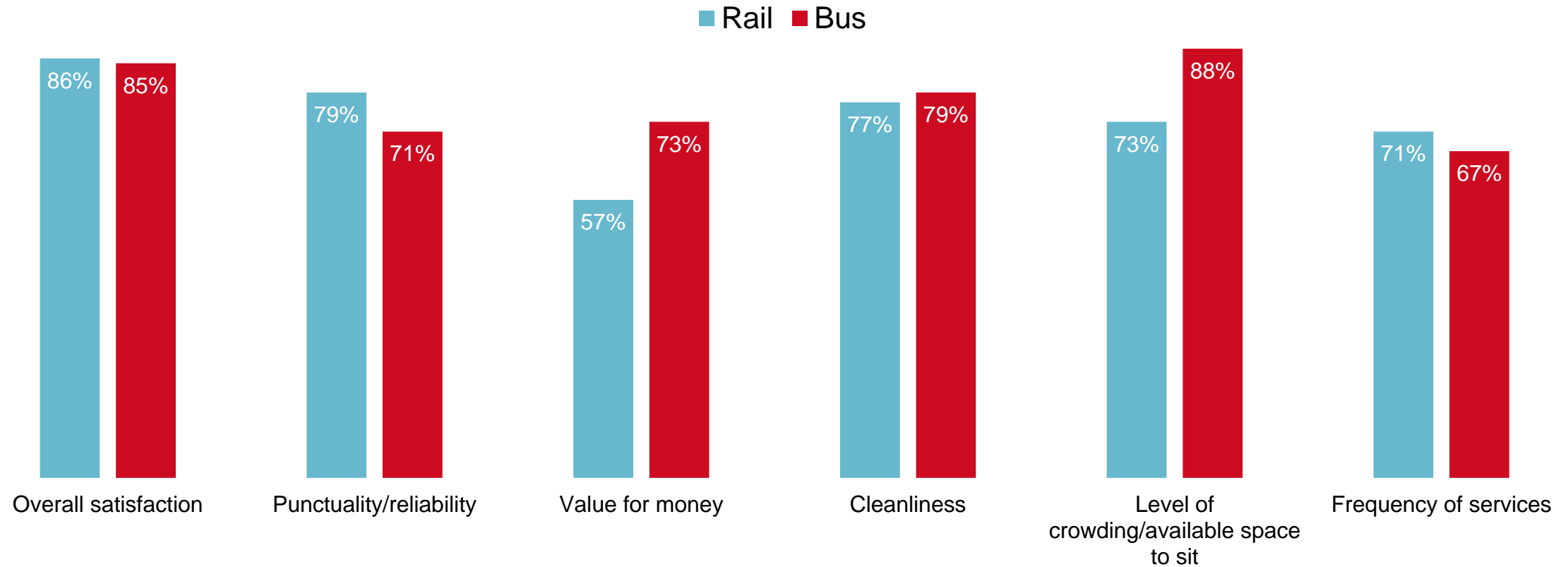
9%  
dissatisfied



8 September 2023 report. Satisfaction questions are based on the most recent bus journey made within seven days of being surveyed. Square charts show average of the two surveys conducted in the last four weeks. Base sizes: square charts 679; trend chart range from 290 to 377 per survey.

# Rail to bus comparison

Bus passengers have higher satisfaction with value for money and level of crowding but lower satisfaction with punctuality and frequency of services



8 September 2023 report. Satisfaction questions are based on the most recent journey made within seven days of being surveyed. Rail and bus values are based on the two surveys conducted in last four weeks. Rail base sizes vary from 507 to 517; bus base sizes from 561 to 680.

# Methodology

Transport Focus surveys 2000 people who are nationally representative of the population of Great Britain every other weekend in Yonder Consulting's omnibus (this was weekly up to the end of March 2023). This looks at the proportion who have used 'buses outside London' in the last seven days and the purpose of those journeys. Users then answer questions about satisfaction with their journey. The total number of rail users we spoke to each week is shown in the table opposite with the dates of fieldwork. We report results every four weeks

Yonder Consulting's omnibus is weighted to be nationally representative of the population of Great Britain. The analysis of satisfaction questions excludes those who say that the question is not applicable. The questions asked are on the next slide.

The omnibus survey asks questions about a variety of matters from a range of client organisations. Not all those interviewed through Yonder Consulting's omnibus are passengers on public transport. Numbers may not add up to 100 per cent, due to rounding.

	Fieldwork dates	Response numbers
Wave 76	31 March -2 April	290
Wave 77	14-16 April	338
Wave 79	28-30 April	339
Wave 80	12-14 May	364
Wave 81	26-28 May	362
Wave 82	9-11 June	331
Wave 83	23-25 June	349
Wave 84	7-9 July	310
Wave 85	21-23 July	350
Wave 86	4-6 Aug	307
Wave 87	18-20 Aug	378
Wave 88	1-3 Sept	302

# Appendix: survey question text

Q. 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 (except overall satisfaction).

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

# Contact Transport Focus

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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:

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

We work to make a difference for all transport users.

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