Bus Satisfaction Survey Methodology Note

This brief note serves as an outline of the methodology for conducting bus satisfaction surveys. The aim is for all of the satisfaction surveys carried out on services to be consistent in approach – which will help to improve the comparability of the data and create a really useful set of results for the evaluation. Below is a brief description of the survey method to be used, followed by an explanation of the main steps involved in carrying it out.

The survey method is an on-board bus survey, carried out on the service(s) in question, and completed by participants during their journey. To ensure that we get a good response rate and that as many passengers can be as surveyed as possible, the survey will use two methods of collecting questionnaire data from passengers: self-completion questionnaires and face-to-face questionnaires.

For each new journey it will be necessary for the surveyor to have a folder which is marked with information specifically about that service. This should include: service number, the time of the survey, and the direction that the bus is travelling in. All survey forms collected on a journey should be put in the corresponding folder and a new folder then used for the following journey. This will allow us to efficiently collect information about which services the survey forms were collected on, without the surveyor having to fill in this information on each and every form.

The survey process on any given journey will be divided into two main parts:

**Step 1: Self-completion questionnaire distribution**
This involves going through the bus and handing out self-completion questionnaires to all passengers that are willing/able to complete one themselves. Self-completion questionnaires can be filled in by many passengers at the same time, which allows for a far greater number of responses to be collected from a broader range of people than could be achieved by face-to-face surveying alone.

For these reasons self-completion questionnaires are the primary method of collecting data in this survey, and this step should be completed before moving on to step 2 below.

**Step 2: Face-to-face questionnaires**
During the distribution of survey forms in step 1, it is likely that there will be a number of passengers who are unable to complete a self-completion
survey form for any one of a number of reasons (for example: travel-sickness, difficulty writing on the bus, visual impairment, etc...).

In instances where a passenger explains that they are unable to participate in the self-completion survey for reasons such as these, it will be possible to ask whether the passenger would instead be willing to take part in a face-to-face survey. At this point the surveyor can make a mental note of the person, and return to them to conduct a face-to-face survey after they have completed handing out the self-completion surveys.

By following this two-step approach we will ensure that a large sample is collected through the self-completion questionnaires, whilst at the same time ensuring that people who might not be able to take part in the self-completion step are offered the opportunity to participate through a face-to-face questionnaire.
BUS PASSENGER SATISFACTION SURVEY

This survey is asking you some questions about your journey on this bus today and your day-to-day travel more generally. Your answers are important in helping to improve local services. Thank you for your time.

1  Where are you travelling from and to? *Please write in the stop names*

FROM: ____________________________ TO: ____________________________

2  What is the main purpose of your journey today? *Please tick one box*

Business  Commuting  Leisure  Other: ____________________________

Education  Shopping  Health/Medical

If you are travelling to or from work, what is the name of your Employer? ____________________________

3  If you are travelling to work, how long have you worked for your current employer? *Please tick one box*

Less than 6 months  6 months up to 1 year  1 year up to 2 years

2 years up to 5 years  5 years and over

4  How often do you use this bus service? *Please tick one box*

Almost every day  At least once a week  About 1-3 times a month

Within the last 6 months  Less often

5  How satisfied are you with this service? *Please rate each one from 5 (high satisfaction) to 1 (low satisfaction)*

a) Overall standard of the bus service  g) The way the bus is driven

b) Punctuality of buses  h) Comfort and cleanliness of the bus

c) Frequency of buses  i) How easy buses are to get on and off

d) Value for money of the journey  j) Quality of the bus stops and shelters

e) Journey time to your destination  k) Availability of timetable/route information

f) Route the bus takes  l) Seat availability/over-crowding

6  Do you have an older person’s concessionary pass? *Please tick one box*

YES  NO

7  What type of ticket are you using for this journey? *Please tick one box*

Single  Return  First Week  First Month  Concession

First Ten  First Year  Other: ____________________________
8 **How did you hear about the new XXXX service? Please tick all that apply**

- Operator website
- Council website
- Work email
- Home email
- Radio
- Poster
- Bus stop
- Newspaper
- Timetable
- Roadshow
- Other:

9 **How were you making your journey before the introduction of the XXXX service? Please tick one box**

- Didn’t make this journey before
- Car share
- Car
- Walk
- Other
- Cycle
- Other:

10 **Could you have used a car for this journey today? Please tick one box**

- Yes
- No

11 **Are you:** Please tick one box

- Male
- Female

12 **Please write your age in the box below**


13 **Do you have a disability? Please tick one box**

- Yes
- No

14 **Please write your home postcode into the box below. (This information is used anonymously to understand area-wide journeys, and will not be used to identify or contact you in any way)**


15 **If you have any other thoughts or comments about this service, please write them in the box below.**


That’s the end of the survey, thank you for your time. Please hand your form back to the researcher as you alight.