

## 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 <input style="width: 30px; height: 20px;" type="checkbox"/>	Commuting <input style="width: 30px; height: 20px;" type="checkbox"/>	Leisure <input style="width: 30px; height: 20px;" type="checkbox"/>	<b>Other:</b> <input style="width: 250px; height: 40px;" type="text"/>
Education <input style="width: 30px; height: 20px;" type="checkbox"/>	Shopping <input style="width: 30px; height: 20px;" type="checkbox"/>	Health/Medical <input style="width: 30px; height: 20px;" type="checkbox"/>	

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 <input style="width: 30px; height: 20px;" type="checkbox"/>	6 months up to 1 year <input style="width: 30px; height: 20px;" type="checkbox"/>	1 year up to 2 years <input style="width: 30px; height: 20px;" type="checkbox"/>
2 years up to 5 years <input style="width: 30px; height: 20px;" type="checkbox"/>	5 years and over <input style="width: 30px; height: 20px;" type="checkbox"/>	

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

Almost every day <input style="width: 30px; height: 20px;" type="checkbox"/>	At least once a week <input style="width: 30px; height: 20px;" type="checkbox"/>	About 1-3 times a month <input style="width: 30px; height: 20px;" type="checkbox"/>
Within the last 6 months <input style="width: 30px; height: 20px;" type="checkbox"/>	Less often <input style="width: 30px; height: 20px;" type="checkbox"/>	

**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 <input style="width: 30px; height: 20px;" type="checkbox"/>	g) The way the bus is driven <input style="width: 30px; height: 20px;" type="checkbox"/>
b) Punctuality of buses <input style="width: 30px; height: 20px;" type="checkbox"/>	h) Comfort and cleanliness of the bus <input style="width: 30px; height: 20px;" type="checkbox"/>
c) Frequency of buses <input style="width: 30px; height: 20px;" type="checkbox"/>	i) How easy buses are to get on and off <input style="width: 30px; height: 20px;" type="checkbox"/>
d) Value for money of the journey <input style="width: 30px; height: 20px;" type="checkbox"/>	j) Quality of the bus stops and shelters <input style="width: 30px; height: 20px;" type="checkbox"/>
e) Journey time to your destination <input style="width: 30px; height: 20px;" type="checkbox"/>	k) Availability of timetable/route information <input style="width: 30px; height: 20px;" type="checkbox"/>
f) Route the bus takes <input style="width: 30px; height: 20px;" type="checkbox"/>	l) Seat availability/over-crowding <input style="width: 30px; height: 20px;" type="checkbox"/>

**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 <input style="width: 30px; height: 20px;" type="checkbox"/>	First Week <input style="width: 30px; height: 20px;" type="checkbox"/>	First Month <input style="width: 30px; height: 20px;" type="checkbox"/>	Concession <input style="width: 30px; height: 20px;" type="checkbox"/>	<b>Other:</b> <input style="width: 230px; height: 40px;" type="text"/>
Return <input style="width: 30px; height: 20px;" type="checkbox"/>	First Ten <input style="width: 30px; height: 20px;" type="checkbox"/>	First Year <input style="width: 30px; height: 20px;" type="checkbox"/>		

8 **How did you hear about the new XXXX service?** Please tick all that apply

Operator website	<input type="checkbox"/>	Work email	<input type="checkbox"/>	Radio	<input type="checkbox"/>	Bus stop	<input type="checkbox"/>	Newspaper	<input type="checkbox"/>	Other: <input type="text"/>
Council website	<input type="checkbox"/>	Home email	<input type="checkbox"/>	Poster	<input type="checkbox"/>	Timetable	<input type="checkbox"/>	Roadshow	<input type="checkbox"/>	

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

Didn't make this journey before	<input type="checkbox"/>	Car	<input type="checkbox"/>	Walk	<input type="checkbox"/>	Other: <input type="text"/>
Car share	<input type="checkbox"/>	Other	<input type="checkbox"/>	Cycle	<input type="checkbox"/>	

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

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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11 **Are you:** Please tick one box

Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
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12 **Please write your age in the box below**

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

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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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.