



Urban Bus User Survey

May - June 2013

Prepared for



Prepared by



SURVEY OVERVIEW

This document outlines the findings from the Bay of Plenty Regional Council (BOPRC) Bus User Satisfaction Survey 2013. This survey addresses bus users’:

- Trip frequency and bus usage generally
- Levels of satisfaction with specific trip features (user trip) and the overall trip
- Levels of satisfaction with specific urban bus service features (user experience) and the urban bus service overall
- Likelihood to recommend the urban bus services
- Negative experiences with the urban bus services
- Potential improvements to the urban bus services.

This survey utilised an on-board intercept method in accordance with New Zealand Transport Authority requirements. Interviewing was completed between the 13th and 30th of May 2013 in urban areas of Tauranga and Rotorua. A total of n=645 interviews were completed resulting in an overall margin of error of +/-3.86% at the 95% confidence interval; the final sample is weighted to reflect weekend and weekday patronage levels.

The 2013 survey adopted a different set of questions and also method to that of previous surveys undertaken between 2006 and 2012. These changes were made following a 2011 review and in accordance with recently introduced New Zealand Transport Agency requirements, which aim for national consistency between regions and the benchmarking of results.

Key Findings

A summary of the key measures from this survey are outlined in the tables below. Please note that these measures were asked on a scale of 0 to 10, where 0 was extremely dissatisfied and 10 was extremely satisfied. The figures shown below indicate the percentage of people who rated the measure between 8 and 10 out of 10.

Urban Bus Service: User Trip (during May 2013)

Measure	Description	Total <i>(urban average)</i> %	Rotorua %	Tauranga %
Personal security (on the bus)	<i>How secure users are on the bus</i>	79	80	79
Accessibility	<i>Ease of getting on and off the bus</i>	76	69	79
Driver attitude	<i>Helpfulness and attitude of the driver</i>	73	72	73
Bus quality/comfort	<i>Quality and comfort on the bus</i>	72	74	71

Table continued over page.

Urban Bus Service: User Trip (during May 2013) continued

Measure	Description	Total (urban average) %	Rotorua %	Tauranga %
Frequency (weekday)	How often services run	67	74	64
Punctuality	The bus keeping to the timetable	66	66	66
Seat availability	Having enough seats available	65	54	69
Bus fare (value)	The value for money of the fare	62	68	60
Frequency (weekends)	How often services run	40	55	34
Overall Satisfaction	The bus trip, as surveyed during May	76	78	75

With regards to the table below, please note that the negative experiences measure was not asked on a 0 to 10 scale. Instead, this was a yes/no response and the figure below shows the percentage of people who have had a negative experience on the bus.

Urban Bus Service: User Experience (last 3 months)

Measure	Description	Total (urban average) %	Rotorua %	Tauranga %
Personal security (on the bus generally)	How secure users are on the bus generally	75	74	75
Reliability	The reliability of the service-generally	66	67	65
Personal security (at stops)	How secure users are at bus stops	64	61	66
Travel time	The time it takes a user considering distance travelled	63	69	61
Information on routes/times	How easy it is for the user to get information	60	60	60
Information on delays/disruptions	Information provided to the user about delays/disruptions	28	35	25
Negative experiences	User negative experiences with the bus	31	37	29
Recommendation ¹	User likelihood to recommend buses to a friend/colleague	57	62	56
Overall Satisfaction	The user experience over the last 3 months	61	65	59

¹ Scale anchor changes: 0 = not at all likely to recommend and 10 = extremely likely to recommend.

Recommendations

Overall, responses showed reasonable levels of satisfaction with the public bus services in the urban areas of Tauranga and Rotorua. Bus users' trip and overall experience measures show the majority of satisfaction ratings sit between 60% and 75% with higher ratings afforded to the specific trip measures rather than the overall user experience measures. When looking at specific improvements for the urban bus services, the following should be considered:

- Improve delivery of the urban bus services in both Rotorua and Tauranga to target groups who may find the bus difficult to use, in particular young mums, disabled residents, and elderly residents.
- Improve the security at Central Business District stops in both Rotorua and Tauranga.
- Improve the impression of the urban bus services amongst younger people generally.
- Improve consistency in driver attitude across all routes in both Rotorua and Tauranga.
- For Tauranga specifically, improvements are required around the availability of late busses on weekend services; the frequency and capacity of weekday busses; and an increase in flexibility for ticketing and payment options.
- For Rotorua specifically, larger busses are required on busy routes to reduce overcrowding.

Further detail relating to these recommendations can be found in Section 10 (page 49) of the report.

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1 BACKGROUND

The Bay of Plenty Regional Council (BOPRC) is responsible for planning, contracting and administering public bus services within the Bay of Plenty region; providing urban bus services in Tauranga and Rotorua and rural bus services in eastern and western Bay of Plenty, with most services, part funded by the NZ Transport Agency (NZTA).

Conditional upon receiving the NZTA part funding and also a monitoring requirement, the BOPRC is expected to survey bus users, where possible annually. This year, the BOPRC commissioned Versus Research Limited (of Hamilton) to conduct on board/intercept surveys in urban Tauranga and Rotorua.

1.1 Survey Objectives

Overall, the survey measured levels of bus user satisfaction with the urban bus services managed by BOPRC. Specific measures relate to:

- The trip frequency and bus usage generally
- The levels of satisfaction with certain trip features and the overall trip
- The levels of satisfaction with specific urban bus service features and the urban bus service overall
- The likelihood that bus users will recommend the urban bus services
- Any negative experiences that bus users may have had with the urban bus services
- Any service improvements that may be required.

2 METHOD

Prior to 2013, BOPRC's Annual Bus Satisfaction Surveys had been completed via a Computer Assisted Telephone Interviewing (CATI) method. However, in 2011, the New Zealand Transport Authority undertook a review of previous bus surveys completed throughout the regions. As a result of this review, bus user surveys were standardised to a common set of questions and a standard on-board intercept method. These changes were made to allow for national statistics to be developed for the purpose of accountability reporting to government and benchmarking between regions.

Given these requirements on-board intercept interviewing was carried out in urban areas of Tauranga and Rotorua² between the 13th and 30th of May 2013. A total of n=645 interviews were completed resulting in an overall margin of error of +/-3.86% at the 95% confidence interval.

² Rural areas were excluded from interviewing.

2.1 Sampling Methodology

To ensure the sample accurately represented bus usage in urban areas of Tauranga and Rotorua, the following protocols were observed for the sampling in this survey:

- A sample of at least n=500 was targeted to ensure a robust measure of usage. A better than anticipated response rate meant that a total of n=645 interviews were completed within the allocated interviewer hours.
- Basic quotas were imposed on area (65% Tauranga and 35% Rotorua) to ensure that the usage was not skewed towards one particular location. These figures were based on patronage figures supplied by BOPRC and the actual proportions in the final achieved sample was 67% for Tauranga (n=430 interviews) and 33% for Rotorua (n=215 interviews).
- Allocated interviewing hours were spread evenly over time slots throughout the day to ensure consistent coverage of bus services. Each interviewing day was divided into ten one hour slots between 8am and 6pm, i.e., 10 x 1 hour. In Tauranga 16 interviewer hours were allocated per one hour slot, in Rotorua 8 interviewer hours were allocated per one hour slot.
- The following exclusions were applied to this survey:
 - To ensure interviewer safety interviewing was only undertaken during daylight hours (between 8am and 6pm).
 - Interviewing was tailored to ensure that routes known to have a high level of school traffic were excluded during after-school hours so as to not overpopulate Did Not Qualify responses (respondents under 15 years of age were not included in the survey).
 - The majority of the weekday interviewing was completed on Tuesday, Wednesday and Thursday. Weekend interviewing was undertaken on Saturday only. These days were selected as they were considered to be typical of weekday and weekend patronage. Interviewing across these days ensured that a reasonable number of responses were able to be achieved in the fieldwork period.

2.2 Distribution of Interviews across Day, Time and Route

The final distribution of interviews by day, time captured, and bus route are provided in the tables below.

Table 2.1: Distribution of interviews by interviewing day

Date	TOTAL	Rotorua	Tauranga
Monday 13 th May (pilot day)	11	0	11
Saturday 18 th May	176	70	106
Tuesday 21 st May	73	0	73
Wednesday 22 nd May	17	17	0
Thursday 23 rd May	99	2	97
Saturday 25 th May	71	44	27
Tuesday 28 th May	53	53	0
Wednesday 29 th May	57	0	57
Thursday 30 th May	88	29	59
TOTAL	645	215	430

Table 2.1: Distribution of interviews by interviewing day and route ROTORUA

Route	Total interviews achieved	Weekday morning (8am - 9am)	Weekday day (9.01am - 2.59pm)	Weekday afternoon (3.00pm - 6.00pm)	Weekend
1	17	0	3	3	11
2	40	7	16	11	6
3	28	0	9	3	16
4	14	2	5	0	7
5	28	0	10	4	14
6	16	1	4	5	6
7	18	0	1	1	16
8	23	0	4	2	17
9	13	6	0	0	7
10	18	2	2	1	13
TOTAL	215	18	54	30	113

Table 2.3: Distribution of interviews by interviewing day and route TAURANGA

Route	Total interviews achieved	Weekday morning (8am - 9am)	Weekday day (9.01am - 2.59pm)	Weekday afternoon (3.00pm - 6.00pm)	Weekend
1	50	2	29	9	10
2	44	0	27	7	10
30	37	1	13	4	19
33	46	0	10	8	28
36	43	4	7	10	22
40	61	9	37	5	10
55	31	3	9	7	12
59	45	0	16	26	3
60	20	7	6	7	0
62	26	3	8	4	11
70	27	3	10	6	8
TOTAL	430	32	172	93	133

2.3 Weighting

When reviewing the final sample structure, the difference between the weekend/weekday proportions and true weekend/weekday patronage levels of urban services showed a skew that required correcting. As such the final sample has been weighted by weekday/weekend patronage levels to adjust for the differences between the achieved sample and actual patronage statistics. The table below shows the weights applied to weekday and weekend interviews.

Table 2.4: Weights applied to weekday and weekend interviews

	Sample representation %	Actual patronage %	Weight applied
Weekday interviews	62	88	1.4263
Weekend interviews	38	12	0.3134

2.4 Response Rates

Interviewers were identified as BOPRC contractors and were instructed to approach every fourth person on busy routes and every second person on slower routes. Response rates for each area are outlined in the table below.

Table 2.5: Response rates for on-board intercept interviewing

	Total	Rotorua	Tauranga
Counted not interviewed (not the 4 th or 2 nd person)	806	243	563
Approached but refused	225	89	136
Approached but did not qualify ³	348	105	243
Interviewed	645	215	430

³ Did not qualify responses increased towards the end of the interviewing period as (some) bus users had already completed the interview previously.

3 SAMPLE PROFILE

The tables below show the final sample profile by key demographics. Please note that demographic questions were optional for those participating in the survey and respondents could elect to refuse to answer, as such a significant number of interviewees refused to provide details on more sensitive issues relating to household income (Table 3.3) and household situation (Table 3.4).

Table 3.1: Sample by age (counts)

	Total	Rotorua	Tauranga
Under 24	247	77	170
25 – 44	203	88	115
45 – 64	107	36	71
65+	66	8	58
Refuse	22	6	16

Table 3.2: Sample by gender (counts)

	Total	Rotorua	Tauranga
Male	261	96	165
Female	384	119	265

Table 3.3: Sample by household income (counts)

	Total	Rotorua	Tauranga
Under \$30,000 per annum	195	79	116
\$30,000 to \$59,999 per annum	136	45	91
\$60,000+ per annum	64	15	49
Refuse	250	76	174

Table 3.4: Sample by household situation (counts)

	Total	Rotorua	Tauranga
Flatting	85	28	57
Family mainly pre-school	77	28	49
Family mainly school aged children	122	47	75
Family mainly adult children	99	27	72
Single/Couple no children	193	58	135
Refuse	69	27	42

4 QUESTIONNAIRE

The questionnaire was designed by Versus Research in conjunction with BOPRC. A pilot of the survey of n=11 interviews was undertaken on the 13th of May. Pilot testing checks the questionnaire flow and ensures wording is such that participants can understand the question with minimum need for clarification. The results of the pilot test led to the wording changes outlined in the table below; a copy of the final questionnaire is included in the appendix of this document.

Table 4.1: Post pilot questionnaire revisions

Pilot feedback	Post pilot revision
Q1: A number of respondents were using the bus for attending a course/polytechnic/university. This is not currently being captured.	Code added to question to capture responses <i>'Attending a course/Polytechnic/University'</i>
Q4: Respondents queried satisfaction with current trip measures relating to the frequency of services.	Separation of statements to allow for weekday and weekend data capture, i.e., statements now read <i>'how often services run during the week'</i> and <i>'how often services run during the weekend'</i>
Q10: Confusion regarding what is being recommended. Current scale reads: <i>'How likely is it that you would recommend using public transport here to a friend or a colleague? Would you be...'</i> <ul style="list-style-type: none"> • Very likely to recommend • Likely to recommend • Neither likely to recommend nor to recommend against • Likely to recommend against • Very likely to recommend against 	Question changed to fit with other 0 – 10 scale questions. Revised version reads: <i>'Using the a similar scale, where 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend using public transport here to a friend or a colleague?'</i> Respondent to answer with a numeric 0 to 10 rating.

5 NOTES ON REPORTING

This report presents results at four levels:

- Overall results
- Bus user subgroup variations
- Demographic subgroup variations.

Overall results are reported on a sample 645 interviews. All results have also been analysed to highlight differences in responses by different bus user and demographic groups. Specific subgroups of interest are:

- Bus user groupings
 - Fare paying vs. Super Gold Card users
 - Usage (daily bus users, weekly bus users, and less frequent bus users)
 - Those interviewed during peak times⁴ vs. those interviewed outside of peak times
- Demographic subgroupings
 - Age (under 25, 25 – 44, 45 – 64, and 65+)
 - Household situation (flatting, family with mainly pre-school children, family with school aged children, family with adult children, and single/couple without children at home)

Any significant differences are commented on within the text under the subgroup variation sections; the corresponding figures are indicated by bold type font in the tables. These differences are significant at the 95% confidence interval and compare the results for that subgroup with the urban average. The questions asked and the sample size for that question (base size) is included as footnotes throughout the document.

⁴ For the purposes of this study peak times are defined as weekdays before 9am and weekdays between 3pm and 6.30pm. All other times are considered off peak.

6 TRIP BACKGROUND

In the first part of this survey bus users' were asked their *reasons for using the bus*, their *frequency of bus use*, and the *time when they typically use the bus*.

6.1 Reason for Use

The primary reasons for using a bus were work (23%), leisure activities (20%), or shopping (19%). These reasons were consistent in both Tauranga and Rotorua bus users however Rotorua bus users are more likely (than the urban average) to use the bus to attend a course/polytech/uni (19%) than those in Tauranga (13%).

Please note that errands were included in the survey. These responses differ from shopping in that they relate to multiple tasks being undertaken, e.g., coffee with friends and pick up prescription.

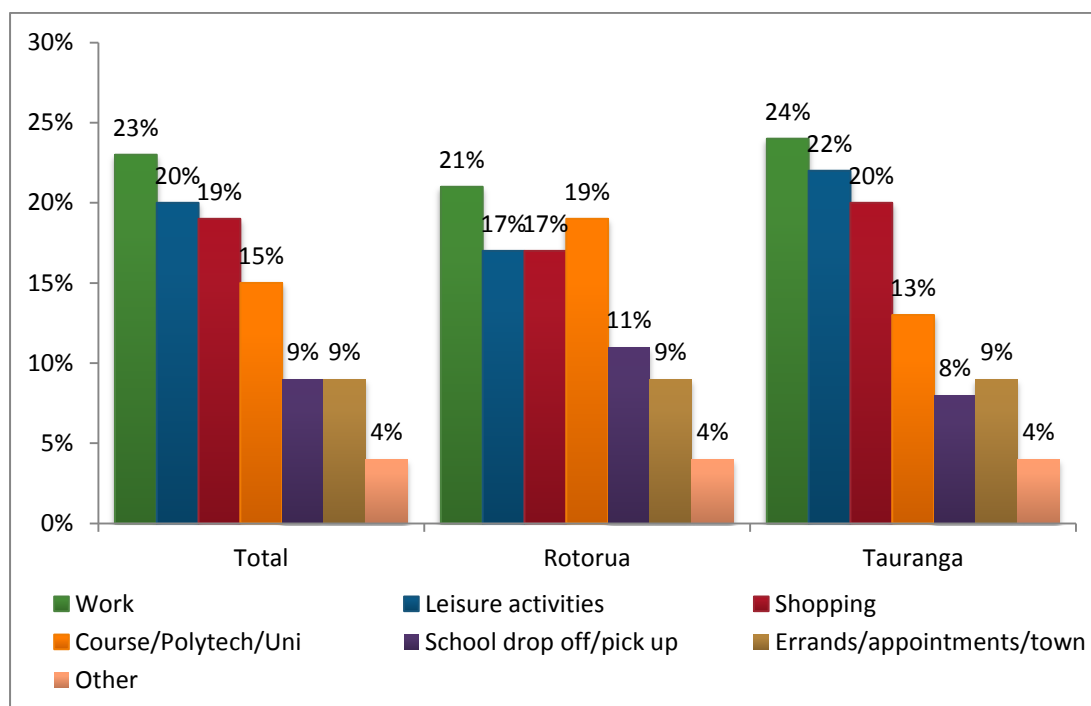


Figure 6.1: Main reason for travel⁵

⁵ What is the primary reason you are using the bus today? Base: All respondents n=645, Rotorua n=215, Tauranga n=430.

6.1.1 Subgroup Variation

Daily bus users were more likely (than the urban average) to travel for reasons that revolve around set times, i.e., work (35%), courses (19%), or school (14%). In comparison Super Gold Card users, weekly bus users and those who were interviewed off peak were more likely to travel for leisure (42%, 29% and 24% respectively) or shopping (36%, 28% and 25% respectively).

Table 6.1: Main reason for travel by user group⁶

Bus User Group	TOTAL	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
Sample Size	645	526	71	298	285	62	173	472
Work (%)	23	25	6	35	13	12	34	16
Leisure (%)	20	17	42	12	29	21	14	24
Shopping (%)	19	18	36	10	28	25	10	25
Course/Polytech/uni (%)	15	16	4	19	12	7	15	15
Errands/appointments/town (%)	9	9	4	7	8	17	6	10
School (%)	9	10	0	14	4	5	14	5
Other (%)	4	4	4	2	4	10	5	4

Younger bus users were more likely (than the urban average) to travel for school (14%) and courses (25%) while bus users aged between 25 and 44 were more likely to travel for work (32%). Older bus users were more likely to travel for leisure (41%) and shopping activities (39%). Those flattings were more likely to use the bus for attending a course/polytech/uni (25%), while those with pre-school children were more likely to travel on the bus to go shopping (30%).

Table 6.2: Main reason for travel by demographic grouping⁷

Demographic Group	TOTAL	Under 24	25 - 44	45 - 64	65+	Flattening	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
Sample Size	645	247	203	107	66	85	77	122	99	193
Work (%)	23	16	32	34	4	16	27	24	22	22
Leisure (%)	20	22	14	20	41	20	19	21	17	27
Shopping (%)	19	11	24	22	39	20	30	10	12	25
Course/Polytech/uni (%)	15	25	11	3	3	25	5	13	24	8
Errands/appointments/town (%)	9	10	5	13	7	11	10	11	7	7
School (%)	9	14	8	3	0	6	4	18	8	5
Other (%)	4	3	5	4	4	2	6	1	7	5

⁶ What is the primary reason you are using the bus today?

⁷ What is the primary reason you are using the bus today?

6.2 Frequency of Bus Use

Of the total bus usage, 46% was daily, 28% was 3 or 4 times per week, 17% once or twice per week, and 10% monthly or less.

Rotorua has more frequent bus users with 54% of respondents using the bus daily as opposed to Tauranga which has only 43% daily usage.

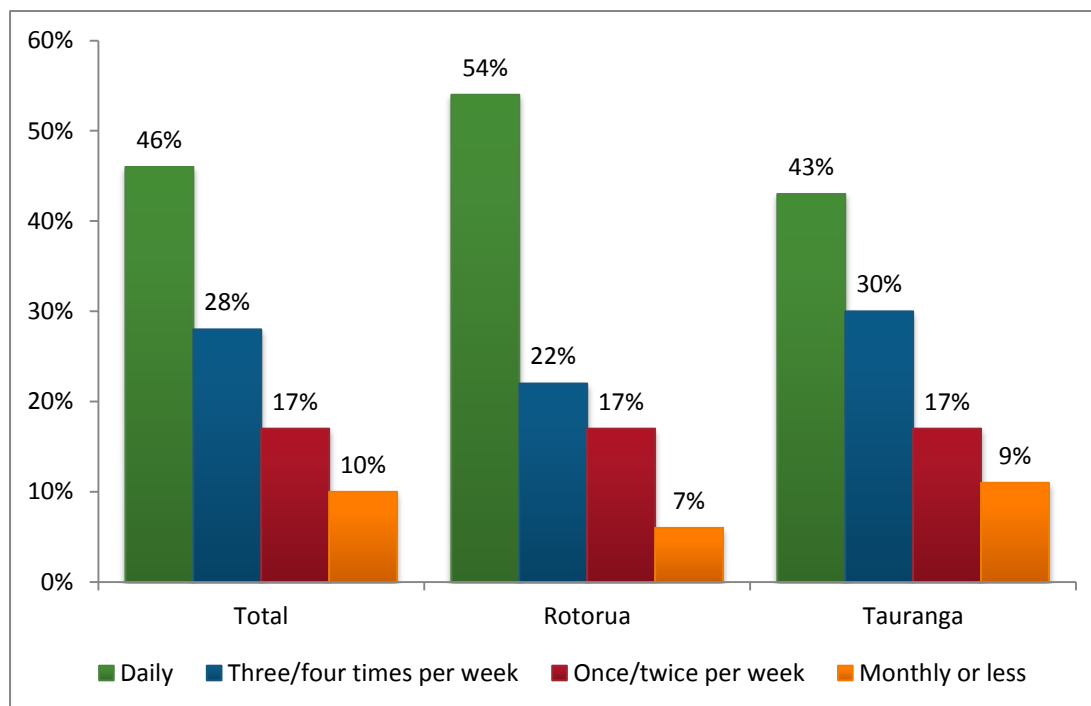


Figure 6.2: Frequency of bus use⁸

6.2.1 Subgroup Variation

Super Gold Card bus users were less likely (than the urban average) to use the bus on a daily basis (26%) and were more likely to use the bus only once or twice a week (31%). Those interviewed in peak times were more likely to use the bus on a daily basis (59%).

Table 6.3: Frequency of bus use by user group⁹

Bus User Group	TOTAL	Fare paying	Super Gold Card users	Peak	Off peak
Sample Size	645	526	71	173	472
Daily (%)	46	47	26	59	38
Three/four times per week (%)	28	29	28	22	31
Once/twice per week (%)	17	15	31	9	22
Monthly or less (%)	10	9	15	11	9

⁸ How often do you use the bus service? Base: All respondents n=645, Rotorua n=215, Tauranga n=430.

⁹ How often do you use the bus service?

Younger bus users and bus users with school aged children were more likely (than the urban average) to use the bus on a daily basis (53% and 58% respectively). Bus users aged 65 years and older were more likely to use the bus only once or twice a week (33%) whereas those aged between 45 and 64 years were more likely to use the bus less frequently (19% monthly or less often).

Table 6.4: Frequency of bus use by demographic grouping¹⁰

Demographic Group	TOTAL	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
Sample Size	645	247	203	107	66	85	77	122	99	193
Daily (%)	46	53	47	34	23	43	38	58	52	34
Three/four times per week (%)	28	27	27	30	27	33	29	21	24	32
Once/twice per week (%)	17	12	20	16	33	18	25	15	13	20
Monthly or less (%)	10	8	7	19	16	6	8	5	12	13

6.3 Time the Bus Is Caught

Bus users were asked what time of the day they usually caught the bus. Overall 55% of bus users stated that they caught the bus at the same set times each day, 43% stated that they catch the bus at differing times while 2% stated a mix of both, e.g., catch the bus to work at the same set time each morning but finish at *different* times in the afternoon.

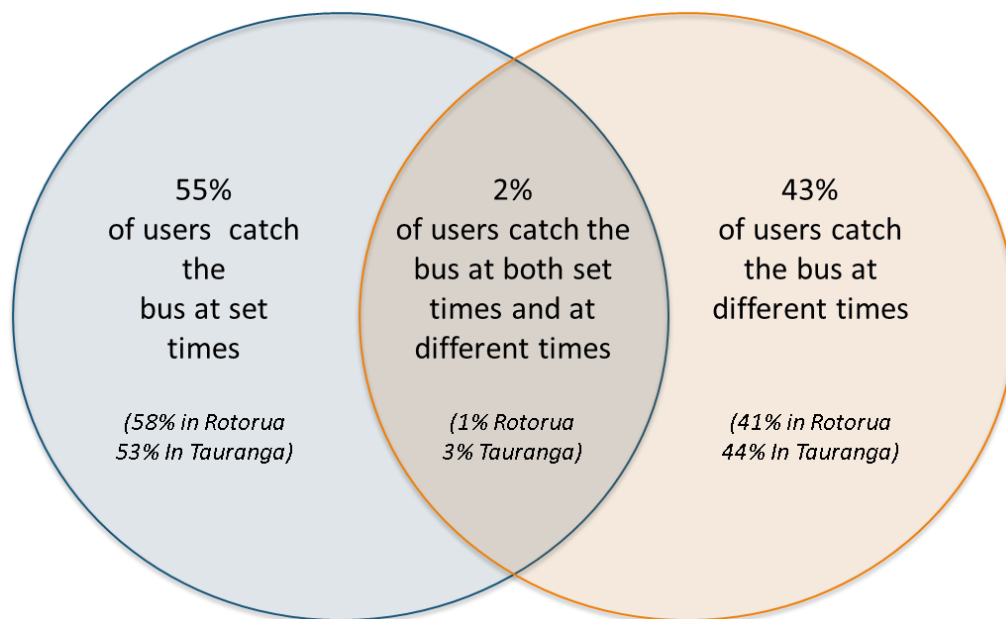


Figure 6.3: Spread of times for bus usage

¹⁰ How often do you use the bus service?

6.3.1 Specific Time Given

Of bus users who caught the bus at a specific time, 29% caught the bus before 9am, 41% between 9.01am and 2.59pm, and 29% between 3pm and 6pm; only 1% caught the bus after 6pm. Trips in Rotorua appear evenly spread across these times while Tauranga has a greater number of trips being undertaken during the hours of 9.01am and 2.59pm (43%).

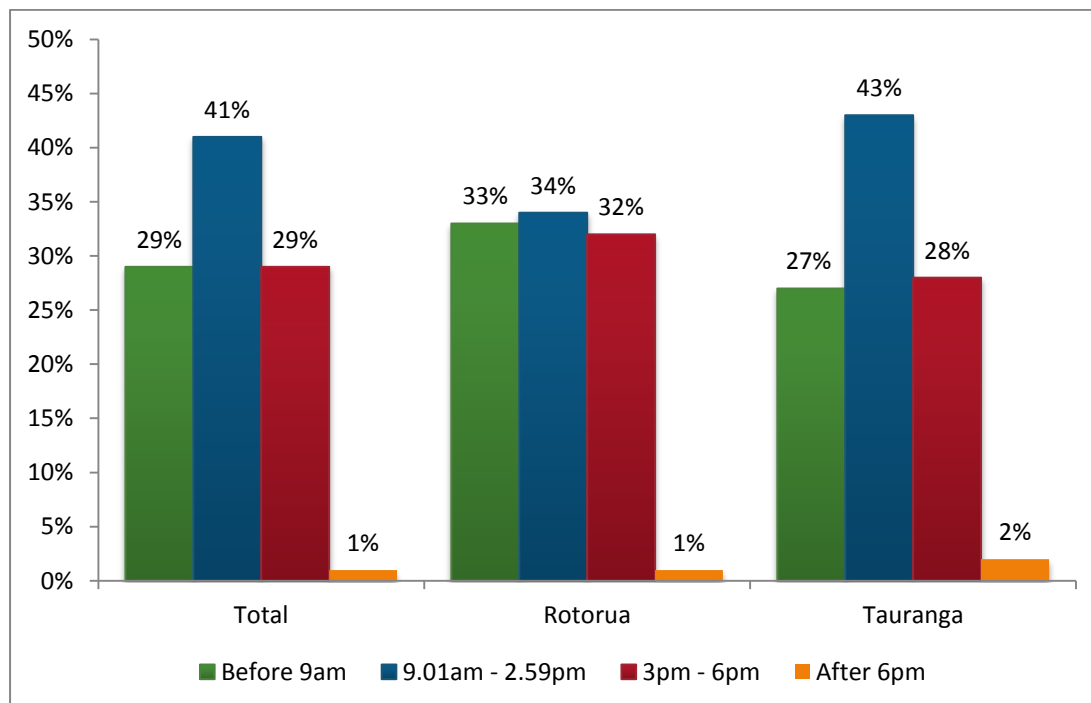


Figure 6.4: Timing of bus use¹¹

6.3.2 Specific Time Given Subgroup Variation

A greater number (than the urban average) of daily bus users caught the bus before 9am (37%), whereas over half of the weekly bus users used the bus between 9.01am and 2.59pm (56%).

Table 6.5: Timing of bus use by user group¹²

Bus User Group	TOTAL	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user
<i>Sample Size</i>	355	284	49	194	135	26
Before 9am (%)	29	30	18	37	18	13
9.01 - 2.59pm (%)	41	38	60	29	56	50
3pm - 6pm (%)	29	30	19	33	23	37
After 6pm (%)	1	2	3	1	3	0

¹¹ What times of day do you catch the bus? Base: All respondents who provided a specific time n=355, Rotorua n=116, Tauranga n=239.

¹² What times of day do you catch the bus?

Timing of bus usage is fairly consistent across demographic subgroups. The most significant difference was that bus users aged 65 or older were more likely (than the urban average) to use the bus during the specific Super Gold Card hours (64% usage between 9.01am and 2.59pm).

Table 6.6: Timing of bus use by demographic grouping¹³

Demographic Group	TOTAL	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
<i>Sample Size</i>	355	141	100	61	44	42	35	79	61	101
Before 9am (%)	29	28	34	27	15	26	20	39	29	24
9.01 - 2.59pm (%)	41	39	37	36	64	36	53	30	38	48
3pm - 6pm (%)	29	32	28	34	17	37	24	29	32	25
After 6pm (%)	1	1	1	3	4	1	3	2	1	3

6.3.3 Non-Specific Time Given

Of the bus users who did not provide a specific time, 50% said that their usage varies considerably; 26% caught the bus at different times in the morning, 17% caught the bus at different times in the afternoon, and 7% caught the bus at different times in the evening.

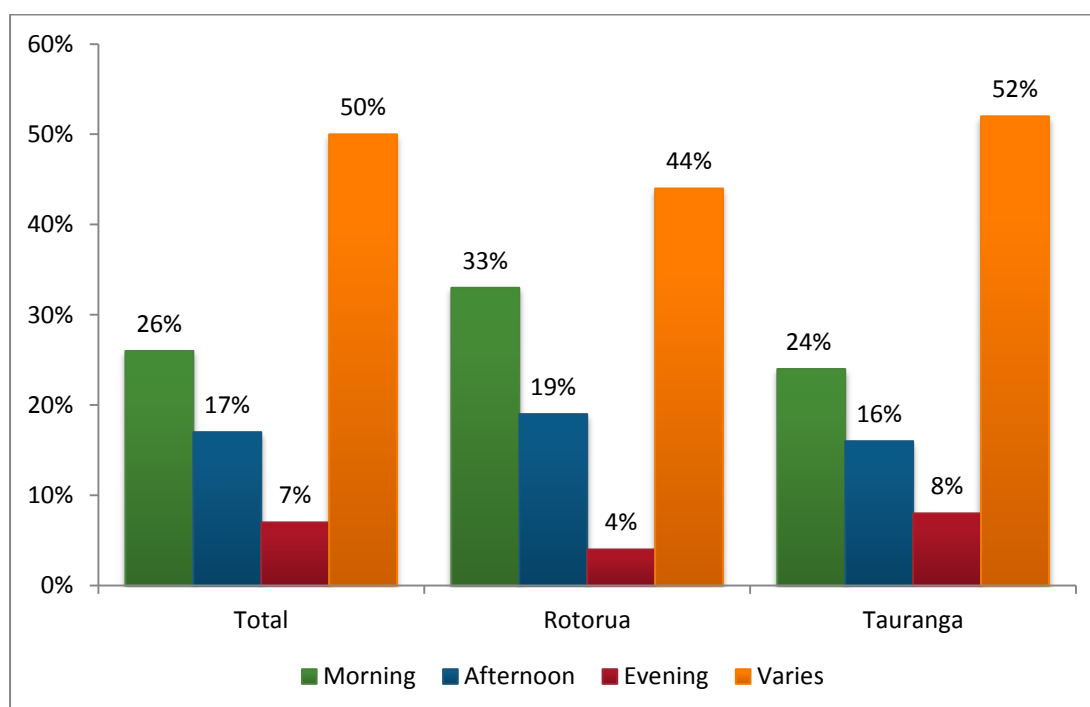


Figure 6.5: Timing of bus use¹⁴

¹³ What times of day do you catch the bus?

6.3.4 Non-Specific Time Given Subgroup Variation

Those who were the least frequent users of the bus (less than weekly) were more likely (than the urban average) to say that their usage varied and to not state a specific time (74% varied).

Table 6.7: Timing of bus use by user group¹⁵

Bus User Group	TOTAL	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user
<i>Sample Size</i>	301	250	24	110	154	37
Morning (%)	26	28	22	31	26	14
Afternoon (%)	17	16	23	21	17	6
Evening (%)	7	8	1	6	8	6
Varies (%)	50	48	54	42	49	74

Given the relatively small base sizes, there were no significant differences (when compared to the urban average) across the demographic groupings.

Table 6.8: Timing of bus use by demographic grouping¹⁶

Demographic Group	TOTAL	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
<i>Sample Size</i>	301	113	105	46	24	45	44	45	39	95
Morning (%)	26	25	30	28	13	26	28	36	21	23
Afternoon (%)	17	18	13	22	13	15	12	15	19	20
Evening (%)	7	9	7	6	1	11	7	5	11	5
Varies (%)	50	48	50	44	73	48	53	44	49	52

¹⁴ What times of day do you catch the bus? Base: All respondents who did not provided a specific time n=301, Rotorua n=102, Tauranga n=199.

¹⁵ What times of day do you catch the bus?

¹⁶ What times of day do you catch the bus?

7 URBAN BUS SERVICES: USER TRIP (DURING MAY 2013)

Bus users were asked to rate their satisfaction with different features *of their current bus trip* (during May 2013) using a 10 point scale where 0 was extremely dissatisfied and 10 was extremely satisfied. The responses for each attribute have been grouped into dissatisfied (0 – 4), neutral (5 – 7), and satisfied (8 – 10).

7.1 Trip Features

Overall the features that bus users were most satisfied with were their personal security¹⁷ on the bus (79%) and the ease of bus access (76%). Features that scored well but slightly lower were: the driver attitude (73%), overall quality and comfort (72%), the ticketing system (71%), and the inside temperature of the bus (70%).

Features with lower levels of satisfaction were the frequency of the weekday services (67%), punctuality (66%), seat availability (65%), fare value (62%), and the frequency of the weekend services (40%, although this attribute also had the highest proportion of 'not applicable' responses).

Chart shown over page (Figure 7.1).

¹⁷ Interviews were undertaken during the day only, thus it is reasonable to expect a higher score on this measure.

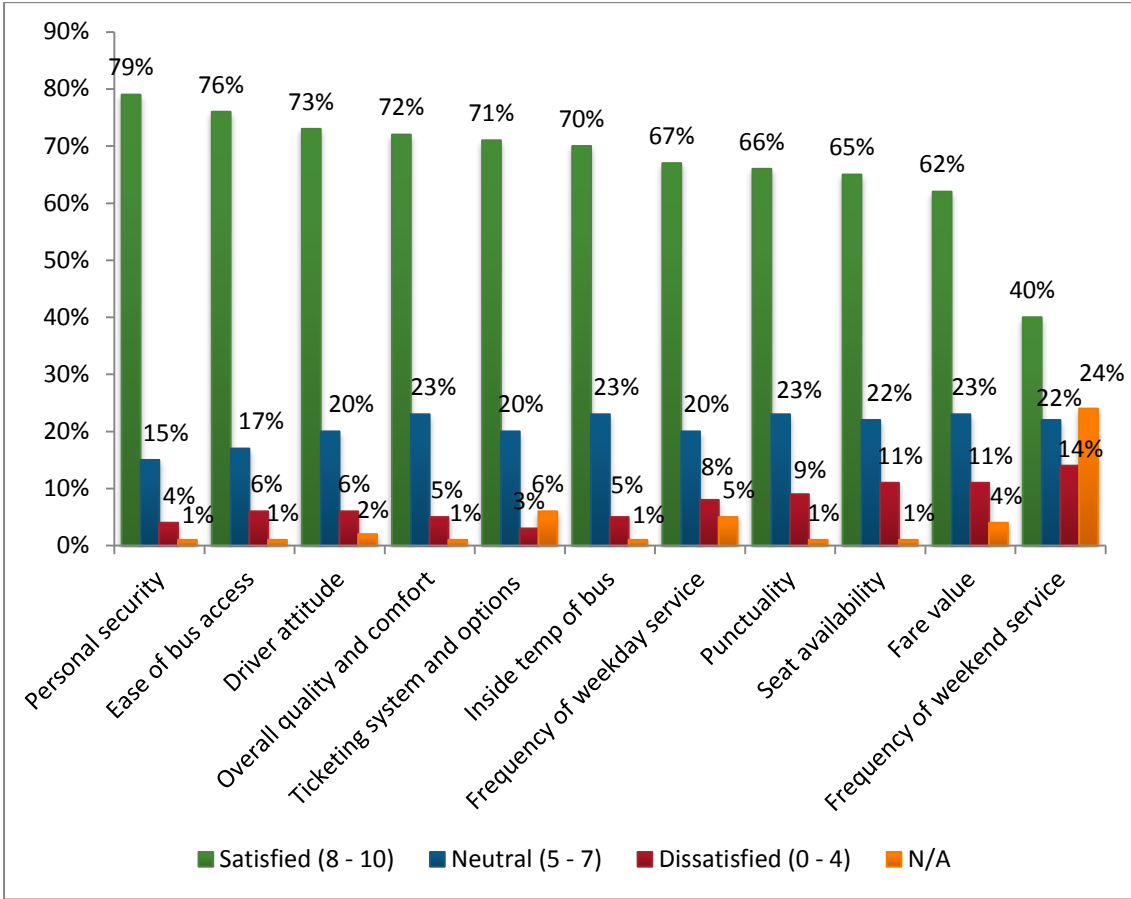


Figure 7.1: Service features on the bus trip (during May 2013) TOTAL¹⁸

¹⁸ Thinking about the trip we are on at the moment, please indicate your level of satisfaction with the following services features for this trip using a 0 – 10 scale where 0 means extremely dissatisfied and 10 means extremely satisfied? Base: All respondents n=645.

Rotorua bus users scored personal security (80%), ticketing options (79%), weekday frequency (74%), the overall quality and comfort of the bus (74%) and driver attitude (72%).

Features with lower satisfaction levels were ease of access (69%), fare value (68%), punctuality (66%), and the inside temperature of the bus (65%).

Features that had satisfaction ratings lower than 60% were seat availability (54%) and frequency of weekend services (55%). However, seat availability had a high number of neutral responses (28%) and the frequency of the weekend services received the greatest number of 'not applicable' responses (14%).

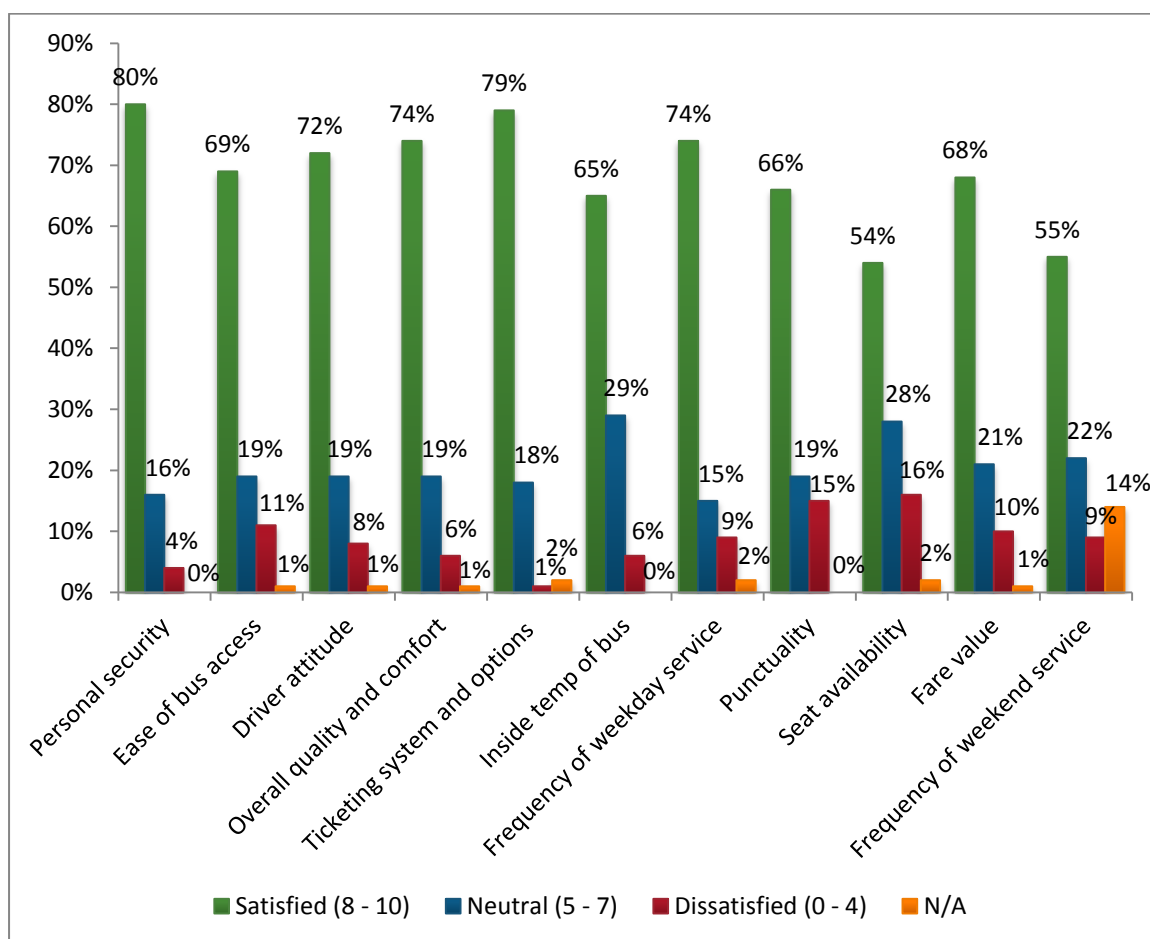


Figure 7.2: Service features on the bus trip (during May 2013) ROTORUA ONLY¹⁹

¹⁹ Thinking about the trip we are on at the moment, please indicate your level of satisfaction with the following services features for this trip using a 0 – 10 scale where 0 means extremely dissatisfied and 10 means extremely satisfied? Base: Rotorua respondents n=215.

Tauranga bus users rated the ease of bus access (79%), personal security (79%) and driver attitude (73%) highly with positive ratings also given to overall quality and comfort (71%) and the inside temperature of the bus (72%).

Lower satisfaction ratings (less than 70%) were given to seat availability (69%), ticketing options (68%), punctuality (66%), weekday frequency (64%), and the fare value (60%).

As in Rotorua, Tauranga bus users' ratings for the frequency of the weekend services received the lowest satisfaction rating (34%) with a number of 'not applicable' responses (28%). However this attribute also received the highest number of dissatisfied responses (16%).

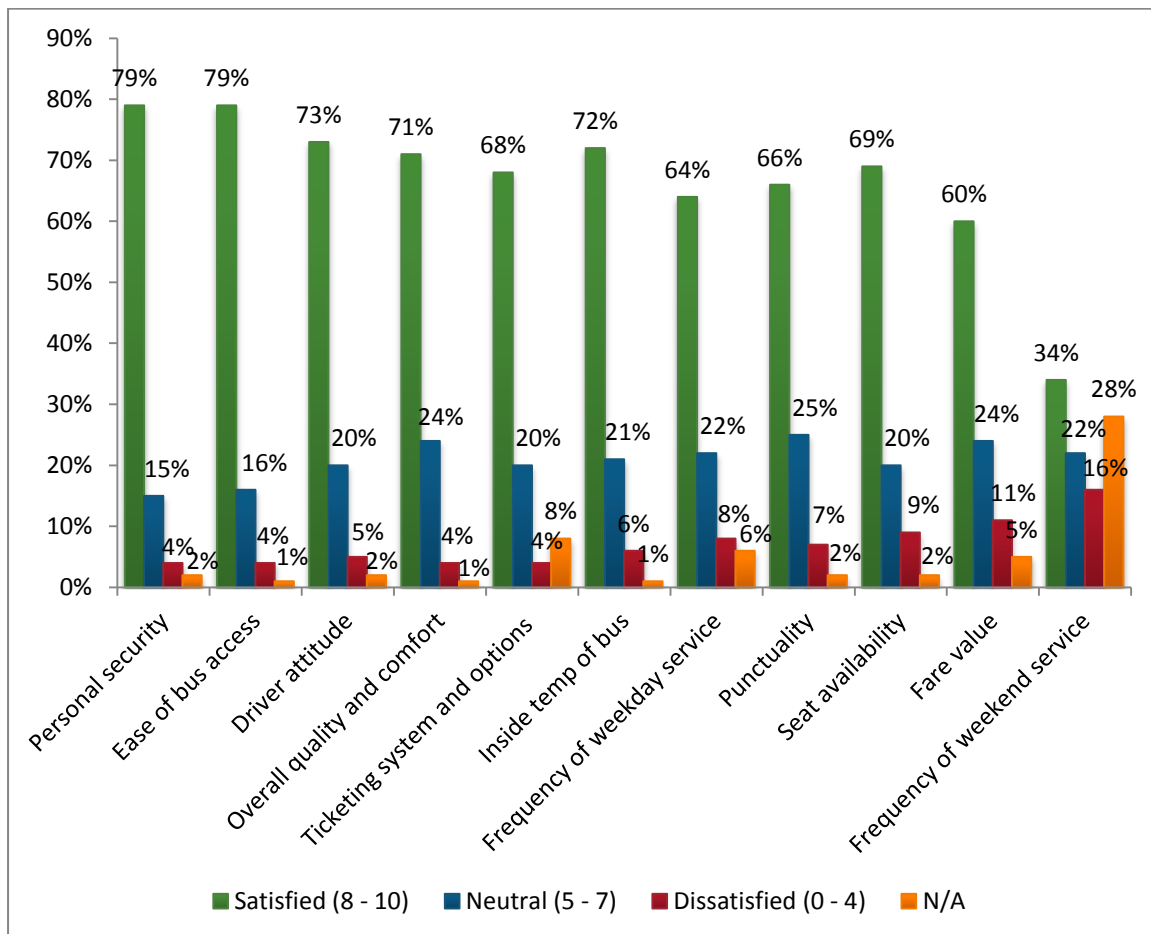


Figure 7.3: Service features on the bus trip (during May 2013) TAURANGA ONLY²⁰

²⁰ Thinking about the trip we are on at the moment, please indicate your level of satisfaction with the following services features for this trip using a 0 – 10 scale where 0 means extremely dissatisfied and 10 means extremely satisfied? Base: Tauranga respondents n=430.

7.1.1 Subgroup Variation

Super Gold Card users show higher levels of satisfaction across nearly all features than fare paying users. Those who used the buses less frequently or who were interviewed off peak were more likely (than the urban average) to have slightly higher ratings on specific features, particularly ease of access (87% for less frequent users), seat availability and punctuality (69% and 70% respectively for off peak interviewees).

Table 7.1: Service features on the bus trip (during May 2013) by bus user group²¹

Passenger Group		TOTAL	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
Sample Size		645	526	71	298	285	62	173	472
Personal security	(%)	79	78	91	77	81	84	79	79
Ease of bus access	(%)	76	76	87	76	75	87	72	79
Driver attitude	(%)	73	72	87	71	74	78	70	75
Overall quality and comfort	(%)	72	69	97	71	72	77	69	74
Ticketing system	(%)	71	72	69	72	71	69	72	71
Inside temp of bus	(%)	70	69	82	69	68	81	68	71
Frequency of weekday services	(%)	67	66	79	68	67	53	67	66
Punctuality	(%)	66	64	91	67	63	77	59	70
Seat availability	(%)	65	62	88	61	67	77	60	69
Fare value	(%)	62	61	72	60	62	69	59	64
Frequency of weekend services	(%)	40	38	49	41	41	31	36	42

²¹ Thinking about the trip we are on at the moment, please indicate your level of satisfaction with the following services features for this trip using a 0 – 10 scale where 0 means extremely dissatisfied and 10 means extremely satisfied?

Bus users who were in an older age group (65+) and those who would generally travel without children (single/couple households) were likely to provide higher ratings (than the urban average) on nearly all features.

Bus users under the age of 24 appear to be less satisfied with the overall quality and comfort of the bus (65%), seat availability (54%), punctuality (57%), and the frequency of the weekend services (35%). Bus users who are likely to travel with pre-school children show lower ratings (than the urban average) for ease of access (72%) and this is likely to be influenced by the use of prams amongst this demographic. Bus users with school aged children had lower ratings (than the urban average) for seat availability (57%).

Table 7.2: Service features on the bus trip (during May 2013) by demographic grouping²²

Demographic Group	TOTAL	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
Sample Size	645	247	203	107	66	85	77	122	99	193
Personal security (%)	79	76	79	83	92	80	77	78	77	85
Ease of bus access (%)	76	74	78	75	90	74	72	78	72	83
Driver attitude (%)	73	68	74	79	90	71	68	73	67	83
Overall quality and comfort (%)	72	65	72	72	96	69	71	72	66	79
Ticketing system (%)	71	70	73	79	67	77	66	77	68	71
Inside temp of bus (%)	70	69	67	72	85	66	69	70	60	80
Frequency of weekday services (%)	67	64	69	61	82	66	69	63	58	77
Punctuality (%)	66	57	66	73	92	60	64	61	61	78
Seat availability (%)	65	54	67	72	94	60	68	57	58	78
Fare value (%)	62	60	60	72	73	67	58	66	44	72
Frequency of weekend services (%)	40	35	45	40	45	37	42	41	29	45

²² Thinking about the trip we are on at the moment, please indicate your level of satisfaction with the following services features for this trip using a 0 – 10 scale where 0 means extremely dissatisfied and 10 means extremely satisfied?

7.2 Overall Satisfaction with the Bus Trip

Bus users' overall satisfaction with the trip was high with 76% rating their satisfaction between 8 and 10. A further 18% remain relatively neutral on this measure and only 4% were dissatisfied with their bus trip. These results are consistent amongst both Rotorua and Tauranga bus users.

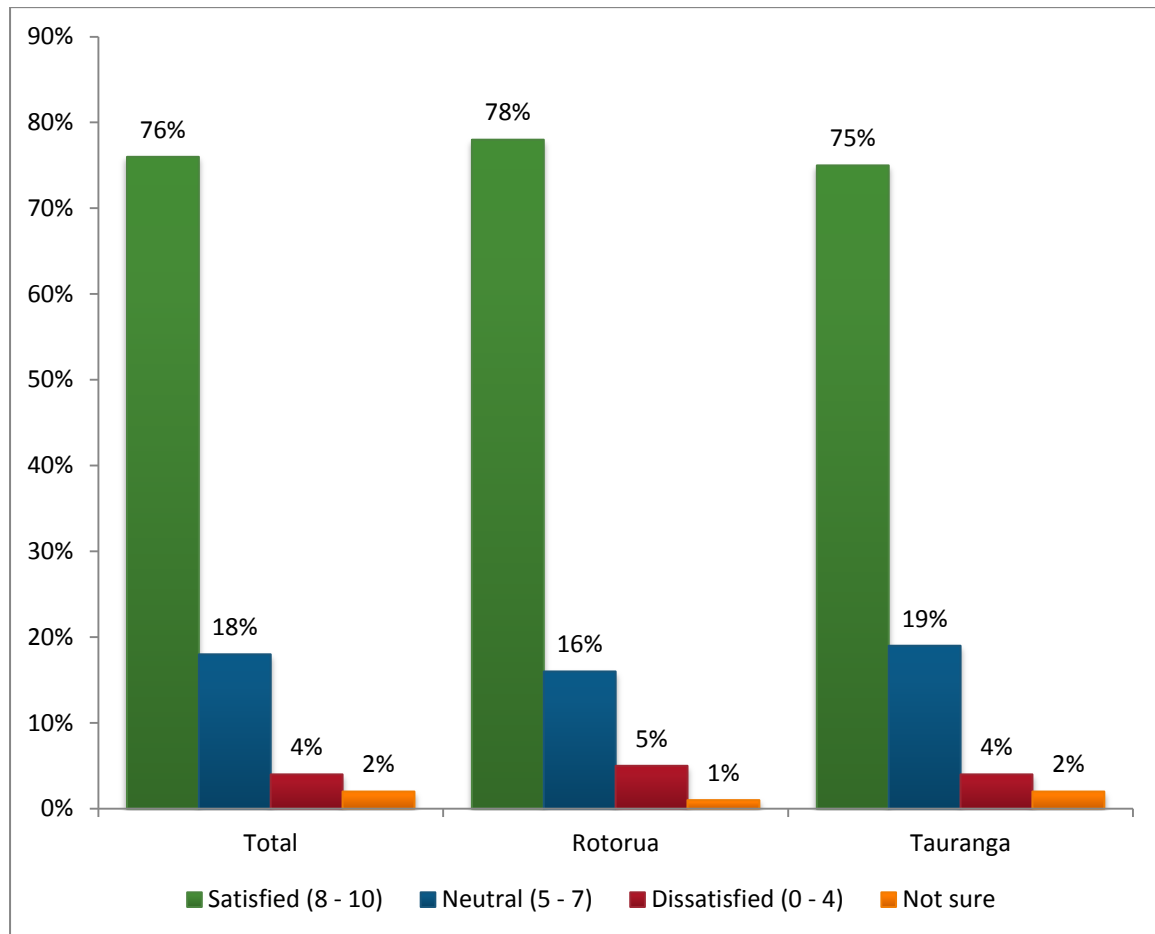


Figure 7.4: Overall satisfaction with bus trip²³

²³ Using the same 0 to 10 scale what is your overall satisfaction with this bus trip? Base: All respondents n=645, Rotorua n=215, Tauranga n=430.

7.2.1 Subgroup Variation

Super Gold Card users had the highest level of satisfaction (97%) while those who were interviewed during peak times had the lowest level of satisfaction (73%).

Table 7.3: Satisfaction with the bus trip overall by user group²⁴

Bus User Group	TOTAL	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	526	71	298	285	62	173	472
Total satisfaction with trip (%)	76	74	97	73	77	78	73	77

Bus users aged 65 years or older, or who are less likely to travel with children (single/ couple household), had the highest levels of satisfaction with their bus trip (96% and 82% respectively). Those aged 24 years or younger, or those who are likely to travel with pre-school children, showed the lowest levels of satisfaction when compared to the urban average (69% and 73% respectively).

Table 7.4: Satisfaction with the bus trip overall by demographic grouping²⁵

Demographic Group	TOTAL	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
<i>Sample Size</i>	645	247	203	107	66	85	77	122	99	193
Total satisfaction with trip (%)	76	69	76	79	96	75	73	75	74	82

²⁴ Using the same 0 to 10 scale what is your overall satisfaction with this bus trip?

²⁵ Using the same 0 to 10 scale what is your overall satisfaction with this bus trip?

8 URBAN BUS SERVICES: USER EXPERIENCE (LAST 3 MONTHS)

Bus users were asked to rate their satisfaction with different features of the urban bus services overall using a 10 point scale where 0 was extremely dissatisfied and 10 was extremely satisfied. These responses for each attribute have been grouped into dissatisfied (0 – 4), neutral (5 – 7) and satisfied (8 – 10).

8.1 Satisfaction with Features of the Urban Bus Services

Bus users' personal security on the bus in general received the highest satisfaction rating with 75% total satisfaction. Payment convenience (67%), reliability of services (66%), personal security at bus stops (64%), travel time (63%), and ease of getting information about services (60%) all received lower ratings with satisfaction scores in the 60% range.

Bus users appear to have less knowledge about information regarding delays/disruptions with 26% stating 'not applicable' for this measure and only 28% satisfied.

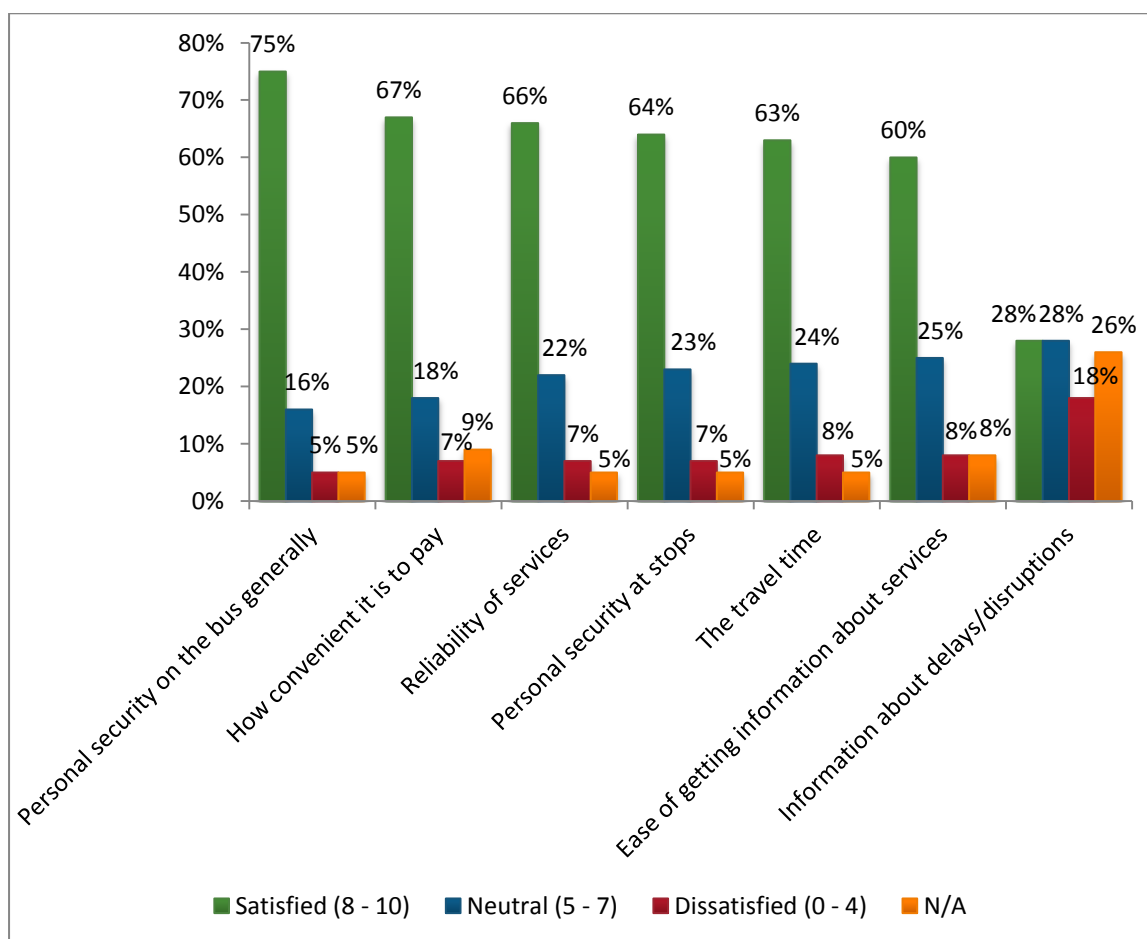


Figure 8.1: Satisfaction with service features for the urban bus services TOTAL²⁶

²⁶ Now thinking about your experience of public transport in this region over the last three months, using the same 0 – 10 scale as before, please indicate your level of satisfaction with the following items: Base: All respondents n=645.

Ratings for user experience features amongst Rotorua bus users follow a similar pattern to the urban average with personal security on the bus receiving the highest satisfaction rating (74%). This is followed by payment convenience (71%), travel time (69%), and service reliability (67%).

Features that received lower scores were personal security at stops (61%), ease of getting information about services (60%), and information about delays/disruptions (35%).

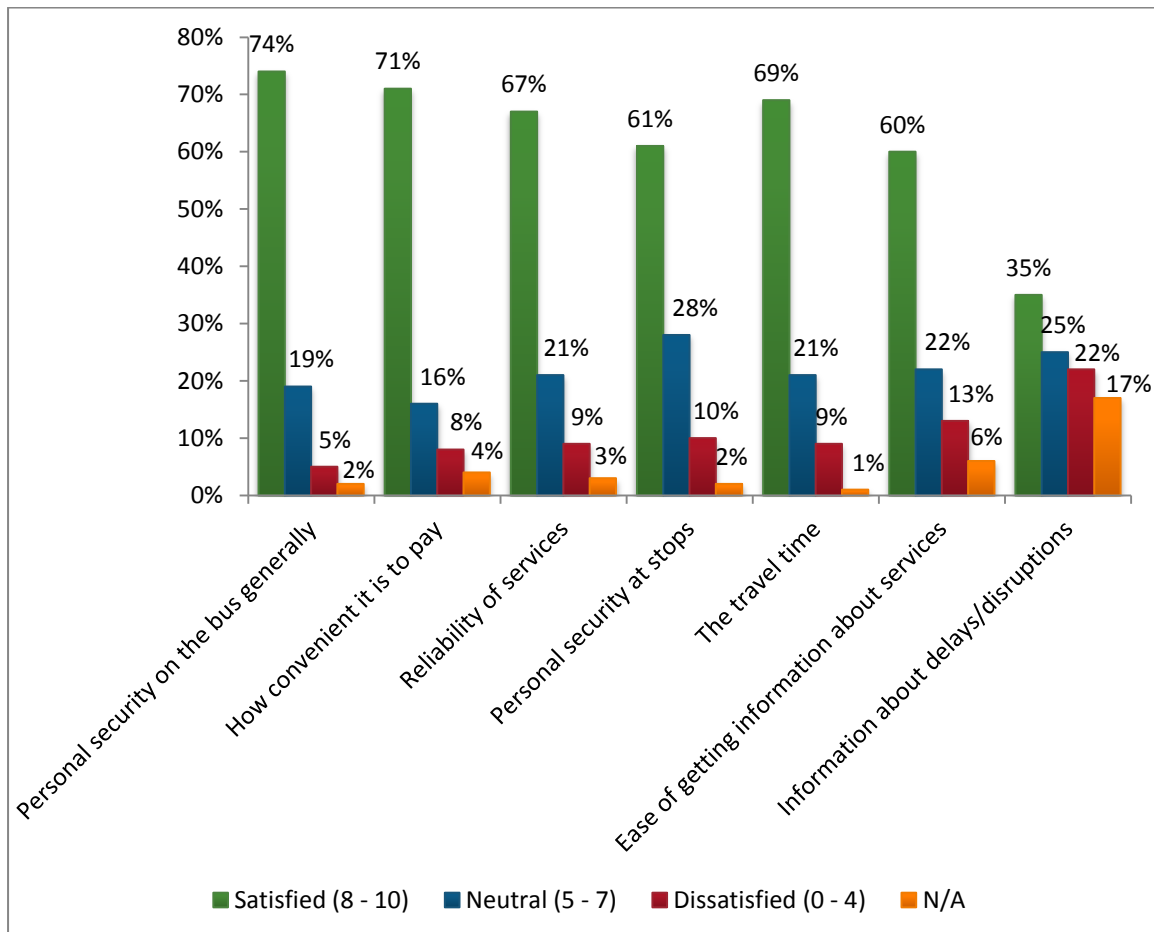


Figure 8.2: Satisfaction with service features for the urban bus services ROTORUA²⁷

²⁷ Now thinking about your experience of public transport in this region over the last three months, using the same 0 – 10 scale as before, please indicate your level of satisfaction with the following items: Base: Rotorua respondents n=215.

Tauranga bus users rated their personal security on the bus higher than all other features with 75% satisfaction. All other features received satisfaction ratings of between 66% and 60% with the exception of information about delays/disruptions. This feature received the lowest satisfaction rating (25%) but had the highest proportion of 'not applicable' responses (30%)

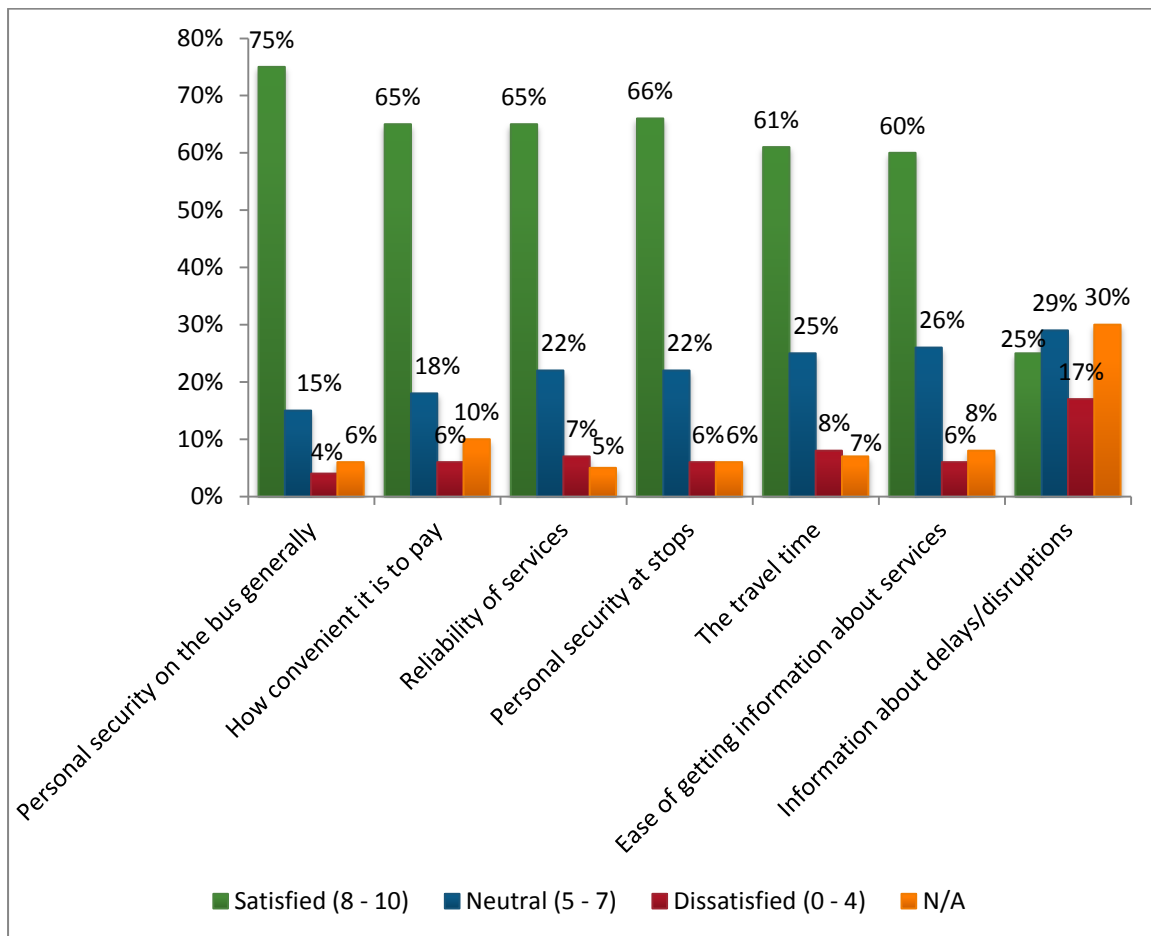


Figure 8.3: Satisfaction with service features for the urban bus services TAURANGA²⁸

²⁸ Now thinking about your experience of public transport in this region over the last three months, using the same 0 – 10 scale as before, please indicate your level of satisfaction with the following items: Base: Tauranga respondents n=430.

8.1.1 Subgroup Variation

Super Gold Card users were generally more satisfied with the urban bus services than fare paying bus users. In particular, Super Gold Card users have higher levels of satisfaction (than the urban average) with the reliability of the services (81%), the travel time (90%), their personal security in general (87%) and at the bus stops (76%), and the ease of getting information about the services (75%).

Bus users who were interviewed off peak appear more satisfied (than the urban average) with their personal security at the bus stops (68%) whereas those interviewed during peak times appear less satisfied (59%).

Table 8.1: Satisfaction with the service features for the urban bus services by bus user group²⁹

Bus User Group	TOTAL	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	526	71	298	285	62	173	472
Personal security on the BUS generally (%)	75	74	87	73	78	68	76	74
How convenient it is to pay (%)	67	67	66	70	66	56	68	66
Reliability of services (%)	66	64	81	63	69	63	62	68
Personal security at STOPS (%)	64	63	76	63	66	61	59	68
The travel time (%)	63	60	90	61	68	53	61	65
Ease of getting information about services (%)	60	57	75	61	60	51	58	61
Information about delays/disruptions (%)	28	26	32	29	28	16	28	27

²⁹ Now thinking about your experience of public transport in this region over the last three months, using the same 0 – 10 scale as before, please indicate your level of satisfaction with the following items?

Bus users aged 65 years or older are more satisfied (than the urban average) with the reliability of the services (82%), their personal security in general (89%) and at the bus stops (77%), the travel time (91%), and the ease of getting information about services (76%). A similar pattern of responding is seen amongst those bus users who are unlikely to travel with children (single/couple household); this group are more satisfied with their personal security on the bus (80%), the reliability of the services (77%), their travel time (76%), and the ease of getting information about services (69%).

In comparison, bus users aged 24 years or younger are less likely (than the urban average) to be satisfied with the travel time (55%) and ease of getting information (55%). Bus users with mainly adult children are less likely to be satisfied with the payment convenience (58%), the reliability of the services (54%), their personal security at the bus stops (52%), and the travel time (48%).

Table 8.2: Satisfaction with service features for the urban bus services by demographic grouping³⁰

Demographic Group	TOTAL	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
<i>Sample Size</i>	645	247	203	107	66	85	77	122	99	193
Personal security on the BUS generally	(%) 75	73	76	75	89	72	80	77	69	80
How convenient it is to pay	(%) 67	66	68	70	66	69	68	72	58	68
Reliability of services	(%) 66	61	65	68	82	62	72	62	54	77
Personal security at STOPS	(%) 64	61	68	60	77	69	65	68	52	68
The travel time	(%) 63	55	66	63	91	62	63	66	48	76
Ease of getting information about services	(%) 60	55	60	65	76	55	62	57	56	69
Information about delays/disruptions	(%) 28	24	30	29	34	34	21	28	20	30

³⁰ Now thinking about your experience of public transport in this region over the last three months, using the same 0 – 10 scale as before, please indicate your level of satisfaction with the following items?

8.2 Negative Bus Experiences

Overall 69% of bus users had not had any negative experiences on the bus. However bus users in Rotorua were slightly more likely to have had a negative experience on the bus (37%) than those in Tauranga (29%).

Details of the negative experiences are listed under Section 8.3.

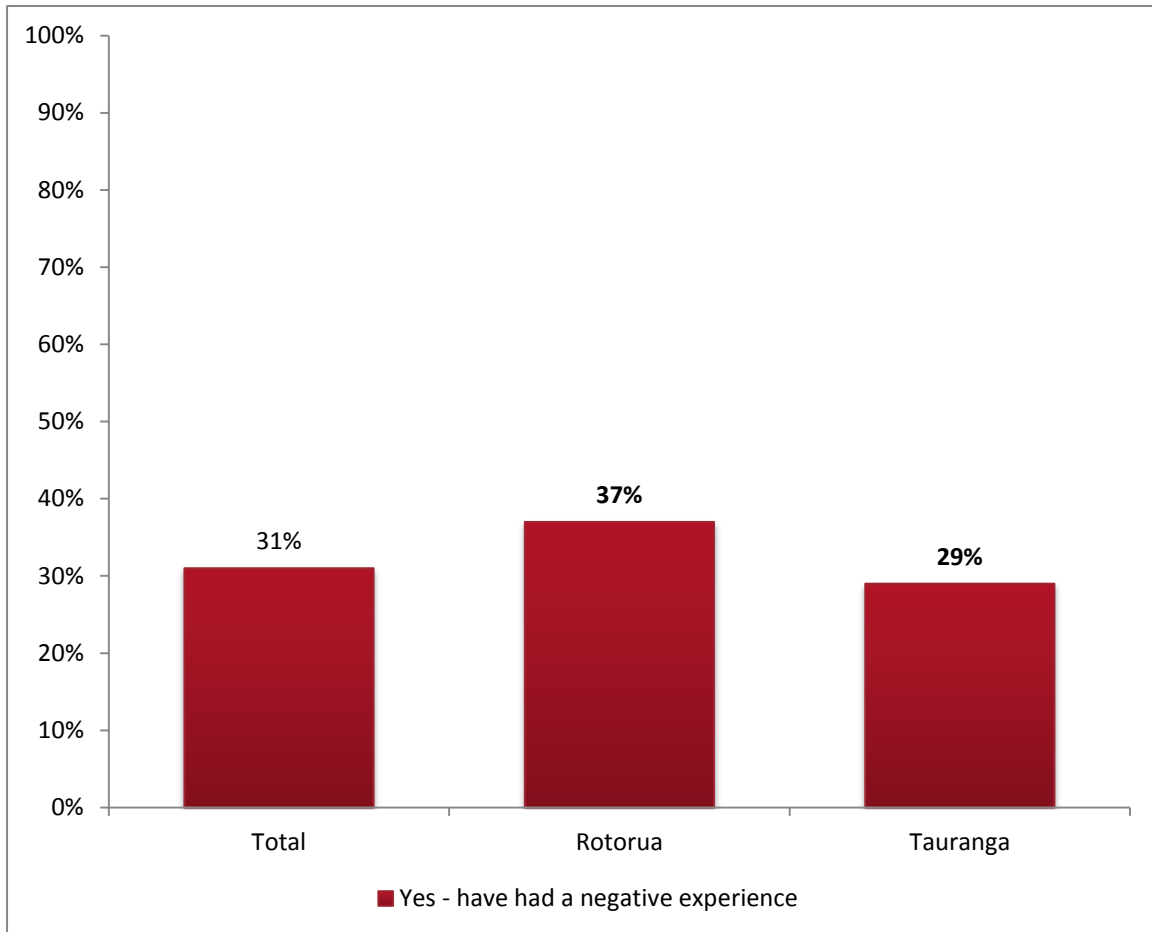


Figure 8.4: Negative experiences with the urban bus services³¹

³¹ Have you had any negative experiences with the bus service in the past 12 months? Base: All respondents n=645, Rotorua n=215, Tauranga n=430.

8.2.1 Subgroup Variation

Bus users who were more likely (than the urban average) to have had a negative experience on the bus were those who are fare paying (33%). Super Gold Card users (24%) and those who use the bus less frequently (11%) were less likely to have had a negative experience.

Table 8.3: Negative experiences with the urban bus services by bus user group³²

Bus User Group	TOTAL	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	526	71	298	285	62	173	472
Yes – I have had a negative experience (%)	31	33	24	34	31	11	35	28

Bus users aged 24 years and younger were more likely (than the urban average) to have had a negative experience on the bus (37%). In comparison, bus users aged 65 years or older were less likely to have had a negative experience on the bus (21%). Those flatting, or with school aged children, were the most likely to have had a negative experience on the bus (39% and 43% respectively).

Table 8.4: Negative experiences with the urban bus services by demographic grouping³³

Demographic Group	TOTAL	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
<i>Sample Size</i>	645	247	203	107	66	85	77	122	99	193
Yes – I have had a negative experience (%)	31	37	31	26	21	39	33	43	25	26

³² Have you had any negative experiences with the bus service in the past 12 months?

³³ Have you had any negative experiences with the bus service in the past 12 months?

8.3 Summary of Negative Experiences

The primary comments from bus users regarding negative experiences relate to the bus driver (70% of all comments). In particular, bus users stated that the drivers were grumpy or rude (34%) or that the bus driver did not stop (21%), that the bus driving was poor (9%), or that the bus driver missed the stop (6%). These issues appear to have greater relevance in Rotorua (84% of all comments) and slightly less in Tauranga (65% of all comments).

Of the bus users who have had a negative experience on the bus, 38% have experienced issues with bus timings or schedule, particularly in relation to the bus running late (21%). These issues appear more relevant in Rotorua (46% of all comments) than in Tauranga (35% of all comments).

Other passengers' behaviour (23%), the ease of using the bus (18%), and information and change (16%) have also affected bus users' experiences. The behaviour of other passengers appears to be more of an issue in Rotorua than in Tauranga, while the ease of using the bus and the information and change complaints appear to be more of an issue in Tauranga than in Rotorua.

Table 8.5: Negative experiences in the past 12 months³⁴

THEME	ILLUSTRATIVE QUOTE	TOTAL %	ROT %	TGA %
<i>Sample Size</i>		197	78	119
BUS DRIVER		70	84	65
Grumpy/rude drivers	<i>Driver not speaking at all and not stopping in designated area i.e. on yellow line. A 'hello' or 'thanks' would go a long way.</i>	34	41	31
Bus driver doesn't stop for me	<i>Bus drivers have drove past when I raised my hand at a stop. Once they pulled in and stopped but didn't let me get on - I was trying to put stuff in my bag.</i>	21	27	19
Poor bus driving	<i>Once when I was getting off the bus the driver stopped suddenly and I fell over.</i>	9	13	7
Bus driver missed my stop/wasn't paying attention to my stop	<i>Bus not stopping at Fenton Street corner stop, driver sees and carries on without stopping. One particular driver does this.</i>	6	3	8
TIMING/SCHEDULES		38	46	35
Bus is too late	<i>No surprises the bus was late today, they run late quite a bit, they're real unreliable.</i>	21	17	23
Long wait time between buses	<i>Bus didn't arrive, 20 people waited half an hour. Morning buses (first and second of the day) on Matua Route are unreliable although noticeably better than 12 months ago.</i>	12	16	10
Bus is too early	<i>Sometimes buses arrive or pass the bus stop too early or ahead of schedule by two to five minutes and as a result I often miss the bus.</i>	5	13	2

Table 8.5 continued over page.

³⁴ What were these? Base: All those who have had a negative experience on the bus in the past 12 months

Table 8.5: Negative experiences in the past 12 months continued³⁵

THEME	ILLUSTRATIVE QUOTE	TOTAL %	ROT %	TGA %
<i>Sample Size</i>		197	78	119
OTHER PASSENGERS		23	27	21
Poor behavior of other passengers	<i>A lady was aggressively swearing during the travel in the bus.</i>	12	14	10
Teenagers being loud/rude aggressive	<i>The bus driver was very nice and asked the little high school girls to move for the wheelchair and they told him to 'f' off and then they were throwing things at him so he kicked them off.</i>	6	6	6
Feel unsafe/dangerous	<i>A stranger started feeling my legs and asking inappropriate questions.</i>	5	7	5
EASE OF USING THE BUS		18	11	22
Difficult for people with prams/disabilities	<i>More space for prams, one time I wasn't allowed on because there were already two other prams inside.</i>	8	5	10
Over crowding	<i>I go to my book groups in town and sometimes there are not a lot of seats and I have to stand, and all the kids hit me with their bags.</i>	10	6	12
INFORMATION AND CHANGE		16	7	19
Incorrect information	<i>Sign on the bus is incorrect for our pick up from our bus stop. Said Oropi, usually 55.</i>	12	7	14
Poor ticketing system, e.g., can't use notes	<i>The bus driver not letting me put \$5 on my bus card.</i>	3	0	4
Incorrect change	<i>Overcharged, but only happened once.</i>	1	0	1

Anecdotally, there was also some indication that there are security issues at bus stops situated in the Central Business Districts of both Tauranga and Rotorua. Although these do not relate specifically to *on board* security, these issues are likely to impact overall user experience. In particular, security issues seemed to relate to the rough behavior of those 'hanging around' the stops (not necessarily those bus users), for example³⁶:

"Drunks and the Central Business District is really rough." – Tauranga Bus User

"Better security at the bus stop in Tauranga City." – Tauranga Bus User

"Police (needed) for the Central Business District." – Tauranga Bus User

"Not the service, but the main bus stop in town, I try to avoid catching my bus there, too rough." – Rotorua Bus User

³⁵ What were these? Base: All those who have had a negative experience on the bus in the past 12 months.

³⁶ Comments are from those who rated their security at stops as 6 or lower out of 10.

“...youth being rude to the older people, waiting at the Central Business District is ridiculous, swearing and drugs. The old people get intimidated.” – Rotorua Bus User

8.3.1 Subgroup Variation

Given the small sample sizes, the bus user and demographic subgroupings are omitted from this section as these will be too small to reliably interpret. However, the primary differences (that can be reliably interpreted) have been noted below.

- Those bus users who were interviewed during peak times were more likely (than the urban average) to have felt unsafe (10%).
- Bus users who travel with children were more likely to have experienced poor bus driving (22%) or that they felt unsafe (11%).

9 SUMMARY MEASURES AND IMPROVEMENTS

Bus users were asked how *likely they would be to recommend* using the urban bus services, their *overall satisfaction* with the urban bus services and any *potential improvements* to the urban bus services.

9.1 Likelihood to Recommend Using the Urban Bus Services

Overall, 57% of bus users were likely to recommend the urban bus services to others, 24% were neutral and only 10% were unlikely. Rotorua bus users appear slightly more likely to recommend the urban bus services (62%) than Tauranga bus users (56%).

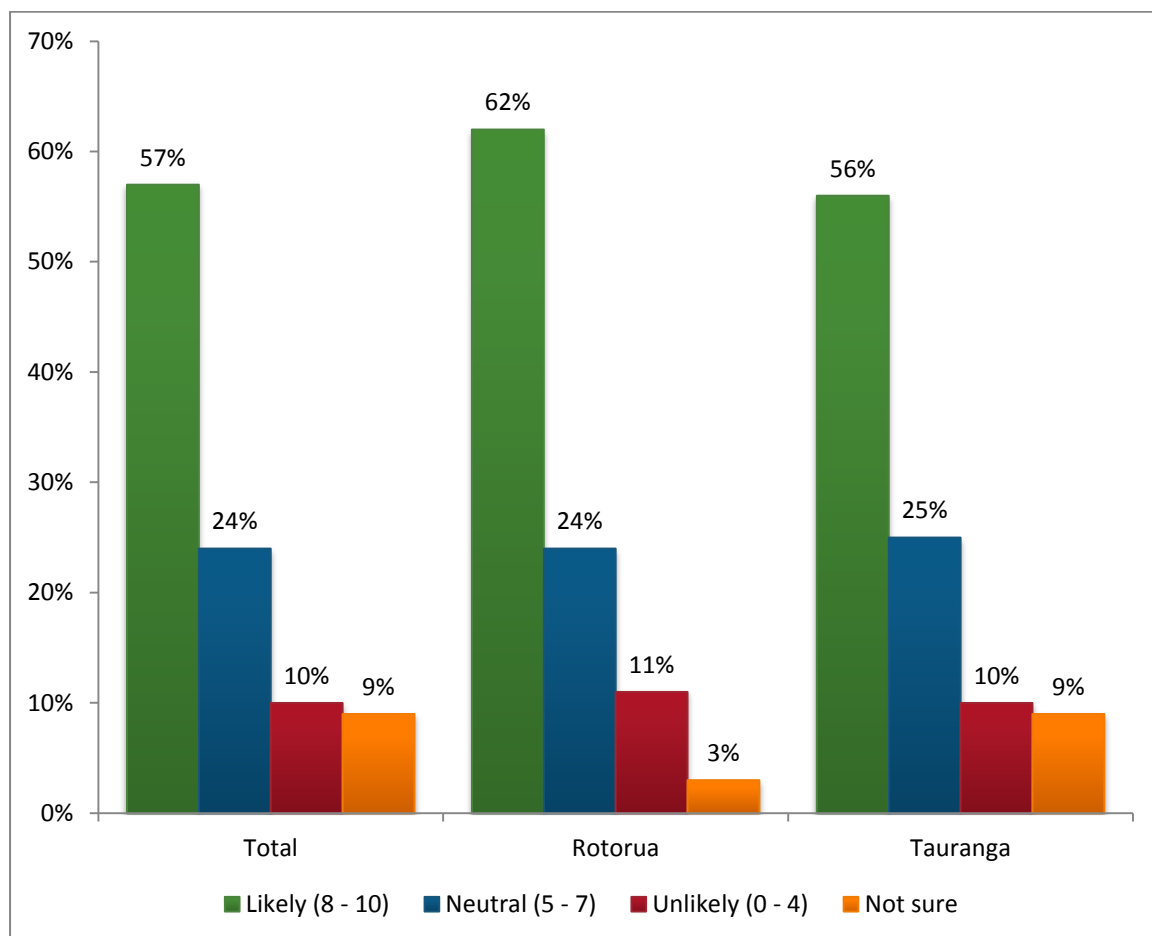


Figure 9.1: Likelihood to recommend using the urban bus services³⁷

³⁷ Using a similar 0 to 10 scale, where 0 is not at all likely and 10 is extremely likely, how likely or unlikely would you be to recommend using public transport to a friend or colleague? Base: All respondents n=645, Rotorua n=215, Tauranga n=430.

9.1.1 Subgroup Variation

Bus users who were more likely (than the urban average) to recommend using the urban bus services to others were those who travel on a Super Gold Card (81%). Recommendation results were consistent across other bus user groups.

Table 9.1: Likelihood to recommend using the urban bus services by user group³⁸

Bus User Group	TOTAL	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
Sample Size	645	526	71	298	285	62	173	472
Likelihood to recommend (%)	57	56	81	57	58	56	54	59

Bus users over the age of 45 were more likely (than the urban average) to recommend using the urban bus services to others (65% recommendation amongst those aged between 45 and 64 years, 80% recommendation amongst those aged 65 years and older). Those who were likely to travel without children (single/couple household) were also more likely to recommend using the urban bus services to others (65%).

Bus users who were aged 24 years or younger or who were flatting were less likely (than the urban average) to recommend using the urban bus services to others (54% and 48% respectively).

Table 9.2: Likelihood to recommend using the urban bus services by demographic grouping³⁹

Demographic Group	TOTAL	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
Sample Size	645	247	203	107	66	85	77	122	99	193
Likelihood to recommend (%)	57	54	53	65	80	48	58	63	55	65

³⁸ Using a similar 0 to 10 scale, where 0 is not at all likely and 10 is extremely likely, how likely or unlikely would you be to recommend using public transport to a friend or colleague?

³⁹ Using a similar 0 to 10 scale, where 0 is not at all likely and 10 is extremely likely, how likely or unlikely would you be to recommend using public transport to a friend or colleague?

9.2 Overall Satisfaction with the Urban Bus Services

Overall 61% of bus users were satisfied with the urban bus services, 30% were neutral and only 5% were dissatisfied. This result is largely similar between the urban areas although Rotorua had slightly higher levels of satisfaction (65%) than Tauranga (59%).

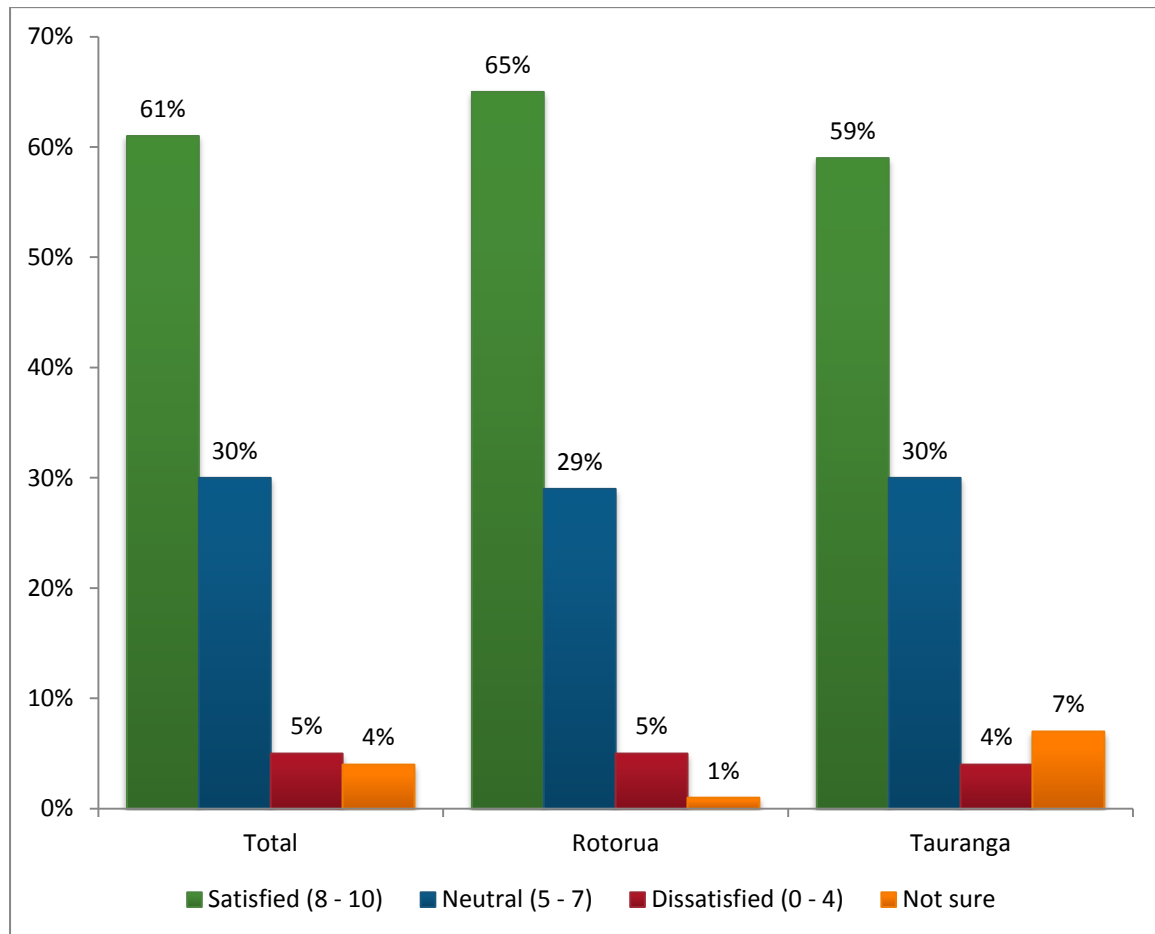


Figure 9.2: Overall satisfaction with the urban bus services⁴⁰

⁴⁰ Using the same 0 to 10 scale, what is your satisfaction with public transport in the region overall? Base: All respondents n=645, Rotorua n=215, Tauranga n=430.

9.2.1 Subgroup Variation

Bus users who were more likely (than the urban average) to be satisfied with the urban bus services were those who were Super Gold Card users (81%) and those who were interviewed during off peak times (66%). Bus users who were less likely to be satisfied were daily users (55%) and those who were interviewed during peak times (52%).

Table 9.3: Overall satisfaction with the urban bus services by user group⁴¹

Bus User Group	TOTAL	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
Sample Size	645	526	71	298	285	62	173	472
Total satisfaction with PT (%)	61	59	81	55	66	64	52	66

Amongst the demographic groupings, bus users who were more likely (than the urban average) to be satisfied with the urban bus services were those aged 65 years or older (83%) and those who were less likely to travel with children (single/couple household, 73%). Bus users who were less likely to be satisfied were those aged 24 years or younger (53%).

Table 9.4: Overall satisfaction with the urban bus services by demographic grouping⁴²

Demographic Group	TOTAL	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
Sample Size	645	247	203	107	66	85	77	122	99	193
Total satisfaction with PT (%)	61	53	62	67	83	58	59	55	57	73

⁴¹ Using the same 0 to 10 scale, what is your satisfaction with public transport in the region overall?

⁴² Using the same 0 to 10 scale, what is your satisfaction with public transport in the region overall?

9.3 Potential Improvements to the Urban Bus Services

Overall 78% of bus users suggested an improvement to the urban bus services. The primary aspects that bus users felt could be improved were around scheduling (51%), in particular more buses or a greater frequency of buses (39%).

More buses/greater frequency was mentioned most in Tauranga (41%) and appears to be the primary issue with the services in this area as other scheduling improvements equated to less than 10% each. While Rotorua bus users also feel there is a need for more buses (33%), this issue appears to be coupled with improvements in scheduling (13%) and the need for bigger buses (32%) suggesting that improvements relate to capacity rather than frequency.

Table 9.5: Improvements to the urban bus services⁴³

THEME	ILLUSTRATIVE QUOTE	TOTAL %	ROT %	TGA %
<i>Sample Size</i>		485	169	316
SCHEDULING IMPROVEMENTS		51	47	53
More buses/greater frequency of services	<i>More frequent times on main routes and later times.</i>	39	33	41
Stick to schedule / timetable / improve punctuality	<i>I use the bus service mainly for work. Being on time would be one thing. Sometimes they come early and now I have to be there 10 minutes before the due time for fear of missing it. I've also heard many people say that they are not totally reliable for times and that is why they do not use the service for fear of being late to work</i>	10	13	9
Change the bus routes	<i>Being able to get a bus directly from Welcome Bay to the Polytechnic.</i>	2	1	3
VEHICLE IMPROVEMENTS		41	52	36
More seats/bigger buses	<i>Have more seats available in mornings and in afternoon rush.</i>	17	32	12
Additions to the bus (wifi,music)	<i>This run has no music at the moment. So some sounds.</i>	8	4	10
Improve buses for prams/wheel chairs/shopping trolleys	<i>Definitely more pram spaces and better driver attitudes towards mums with babies and toddlers.</i>	7	7	6
Improve air conditioning / heating	<i>Air conditioning or something could improve the bus because it's fogged out and hot.</i>	5	5	5
Improve bus interior	<i>Clean the buses more often, tagging on the seats.</i>	4	4	3

Table 9.5 continued over page.

⁴³ What is the one thing you could suggest to improve the region's public transport services? Base: All those who made suggestions for improvements.

Table 9.5: Improvements to the urban bus services continued⁴⁴

THEME	ILLUSTRATIVE QUOTE	TOTAL %	ROT %	TGA %
<i>Sample Size</i>		485	169	316
DRIVER IMPROVEMENTS		14	16	14
Improve driver attitude	<i>Stick to being positive, smile and be willing to help people always, make people feel welcome, that's the key to excellent customer service.</i>	11	12	11
Improve bus driving	<i>Drivers to slow down in driving, not all drivers just some.</i>	3	4	3
BUS STOP IMPROVEMENTS		13	17	12
Covered bus shelters	<i>Adequate shelters when people are waiting at bus stop, especially now it's almost winter.</i>	7	11	6
Display of timetable information	<i>Easier to read pamphlets, they're quite confusing. The layout looks difficult to read. Mainly just bus numbers and times. Putting timetables (stickers) on the poles where the bus stop is so you can clearly see when and where your bus is coming from and to.</i>	6	6	6
TICKETING IMPROVEMENTS		12	5	14
Change ticketing service	<i>Have a swipe card available like in Auckland so there's no queue. Minimum limit being less than \$10 for your bus pass saver, why not \$5? As long as there's enough credit for a bus trip.</i>	7	2	9
Add EFTPOS to the bus services	<i>Having EFTPOS on bus makes it convenient when travelling.</i>	2	3	1
Change Super Gold Card hours/wider acceptance of student ID	<i>Super Gold Card holders free all the time.</i>	3	0	4

⁴⁴ What is the one thing you could suggest to improve the region's public transport services? Base: All those who made suggestions for improvements n=485.

9.3.1 Subgroup Variation

The top five improvements across bus user groups are listed below. Daily bus users were more likely (than the urban average) to mention need for more buses/greater frequency (48%) and that the buses should stick to the schedule (16%). Fare paying users were more likely to mention an improvement in driver attitude (10%) or a change to the ticketing system (8%), while Super Gold Card users were more likely to mention covered bus shelters (16%) or a change in the Super Gold Card hours (8%) as improvements.

Table 9.6: Improvements to urban bus services by usage group⁴⁵

Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
405	46	232	213	40	131	354
More buses/greater frequency of services (38%)	More buses/greater frequency of services (39%)	More buses/greater frequency of services (48%)	More buses/greater frequency of services (30%)	More buses/greater frequency of services (40%)	More buses/greater frequency of services (41%)	More buses/greater frequency of services (38%)
More seats/bigger buses (19%)	Improve driver attitude (16%)	More seats/bigger buses (17%)	More seats/bigger buses (18%)	Improve driver attitude (15%)	More seats/bigger buses (18%)	More seats/bigger buses (17%)
Stick to schedule (11%)	Covered bus shelters (16%)	Stick to schedule (16%)	Improve driver attitude (12%)	More seats/bigger buses (17%)	Stick to schedule (12%)	Improve driver attitude (12%)
Improve driver attitude (10%)	Improve for prams and wheelchairs (13%)	Improve driver attitude (10%)	Covered bus shelters (10%)	Change ticketing system (17%)	Change ticketing system (10%)	Stick to schedule (8%)
Change ticketing system (8%)	Change the Super Gold Card hours (8%)	Change ticketing system (10%)	Additions to the bus (10%)	Covered bus shelters (7%)	Improve driver attitude (10%)	Covered bus shelters (7%)

⁴⁵ What is the one thing you could suggest to improve the region's public transport services?

The top five improvements across demographic subgroups are listed below (split across two tables). As with the bus user groupings there were limited differences between demographics and the most common mention is the need for more buses/greater frequency.

Bus users aged 24 years or younger were more likely (than the urban average) to mention more seats/bigger buses or improvements relating to scheduling (15%), while those aged between 25 and 44 years were more likely to mention improvements in the ticketing system (12%). Bus users aged 65 years or older were more likely to mention improvements relating to accessibility for prams and wheelchairs (15%) and to broaden the Super Gold Card hours (9%).

Table 9.7: Improvements to urban bus services by demographic group a⁴⁶

Under 24	25 - 44 years	45 - 64 years	65+ years
197	162	70	42
More buses/greater frequency of services (41%)	More buses/greater frequency of services (34%)	More buses/greater frequency of services (35%)	More buses/greater frequency of services (40%)
More seats/bigger buses (22%)	More seats/bigger buses (17%)	More seats/bigger buses (17%)	Improve for prams and wheelchairs (15%)
Stick to schedule (15%)	Improve driver attitude (13%)	Improve driver attitude (15%)	Covered bus shelters (14%)
Improve driver attitude (7%)	Stick to schedule (7%)	Covered bus shelters (13%)	Improve driver attitude (14%)
Additions to the bus (11%)	Change ticketing system (12%)	Improve bus interior (12%)	Change the Super Gold Card hours (9%)

⁴⁶ What is the one thing you could suggest to improve the region's public transport services?

Bus users who were flatting were more likely (than the urban average) to mention improvements in the drivers attitude (18%) while those who were likely to travel with pre-school children were more likely to mention improvements in accessibility for prams and wheelchairs (16%).

Table 9.8: Improvements to urban bus services by demographic group b⁴⁷

Flatting	Family pre-school kids	Family school aged kids	Family adult kids	Single/couple
73	59	95	71	140
More buses/greater frequency of services (35%)	More buses/greater frequency of services (32%)	More buses/greater frequency of services (39%)	More buses/greater frequency of services (39%)	More buses/greater frequency of services (41%)
Improve driver attitude (18%)	Improve for prams and wheelchairs (16%)	More seats/bigger buses (22%)	More seats/bigger buses (23%)	More seats/bigger buses (15%)
More seats/bigger buses (18%)	Improve driver attitude (14%)	Covered bus shelters (13%)	Improve driver attitude (18%)	Additions to the bus (13%)
Stick to schedule (11%)	Additions to the bus (13%)	Stick to schedule (15%)	Stick to schedule (12%)	Covered bus shelters (9%)
Change ticketing system (10%)	More seats/bigger buses (12%)	Change ticketing system (8%)	Change ticketing system (8%)	Improve driver attitude (6%)

⁴⁷ What is the one thing you could suggest to improve the region's public transport services?

9.4 Improving Satisfaction with the Urban Bus Services

In order to establish which features are more important to overall satisfaction in 2013, a series of correlations were performed between the specific trip features and bus users' overall satisfaction with their trip. Correlations give an indication of the relative importance of each attribute however they do not imply causation; often there are other additional factors that impact on satisfaction which are not measured in the survey process, i.e., we can only establish the importance of those features that were measured in the study.

Correlations are based on a scale from -1 to +1 with a midpoint of 0. Zero means that there is no relationship between the attribute and the satisfaction rating, whereas +1 means there is an extremely strong relationship (if results for the attribute increase we will be likely to see a positive increase in satisfaction); -1 means there is an equally strong relationship but it has a negative impact (if results for the attribute increase we are likely to see a corresponding decrease in satisfaction).

Please note that this analysis was undertaken at a trip level rather than at an urban bus service level as these trip measures are very specific and relevant to the point in time of interviewing (rather than talking to the broader concept of the urban bus services in general), as such correlation scores are likely to be more easily derived and relevant. Correlations were undertaken for both the Rotorua and Tauranga area, to ensure local differences could be observed.

When the scores for each attribute are correlated with the scores for satisfaction there appears to be three different groups of responses and these are outlined in the tables below. To help identify which areas need to be prioritised, the correlation results are compared to the individual performance ratings for each measure.

9.4.1 Rotorua Correlations

The correlations for overall trip satisfaction in Rotorua range from 0.5693 to 0.3235. Looking across the responses in this study it is recommended that the priority areas for focus be those that relate to overall quality and comfort of the bus and punctuality. From the verbatim responses regarding transport improvements it appears that the smaller size of the buses is creating an issue on some routes; this in turn affects the seat availability (which received the lowest satisfaction rating) which reduces the overall quality and comfort of the trip. Rectifying this issue should assist with improving overall satisfaction scores.

Punctuality also appears to be an issue. This has a reasonably strong impact on satisfaction and also received a lower performance rating. From the verbatim responses, issues with lateness (17%), a long time between buses (16%), and buses running ahead of schedule (13%) appear to be the main influencers in this area.

Table 9.9: Correlation coefficient and performance comparison ROTORUA

Attribute	Correlation Coefficient (r)	Performance (8 – 10 %)
Strong Correlation with Satisfaction		
Overall quality and comfort	0.5693	74
Punctuality	0.5304	66
Personal security on the bus trip	0.5097	80
Ticketing system and options	0.5048	79
Some Correlation with Satisfaction		
Driver attitude	0.4905	72
Frequency of weekday services	0.4872	74
Inside temperature of bus	0.4592	65
Ease of bus access	0.4577	69
Least Correlation with Satisfaction		
Personal security at the bus stop ⁴⁸	0.3982	61
Frequency of weekend services	0.3891	55
Fare value	0.3255	68
Seat availability	0.3235	54

⁴⁸ Please note that this is an urban bus service measure, not a trip measure, but has been correlated with trip satisfaction for analysis purposes.

9.4.2 Tauranga Correlations

The correlations for overall trip satisfaction in Tauranga range from 0.7242 to 0.4006. Looking across the responses in this study it is recommended that the priority areas for focus be those that relate to quality and comfort, ticketing system, and seat availability.

In Tauranga, the quality and comfort of the ride appears to be affected by several different factors. For some, it is how easy the bus is to use (22% of all negative comments) that makes the bus ride difficult, particularly for the elderly and those with prams. For others the issue of overcrowding on certain routes, particularly at peak times, makes their ride less comfortable; this point will also affect impressions of seat availability.

Aspects that relate to ticketing improvements may also help increase trip satisfaction. Improvements suggested by respondents tend to relate to more flexibility in the services, e.g., changing minimum limits on pre-loaded swipe card system, use of notes or EFTPOS. Alternatively measures that make the bus cheaper for specific groups, e.g., widening the Super Gold Card hours or greater acceptance of student identification, would also assist in this area.

Table 9.10: Correlation coefficient and performance comparison TAURANGA

Attribute	Correlation Coefficient (r)	Performance (8 - 10)
Strong Correlation with Trip Satisfaction		
Overall quality and comfort	0.7242	71
Ease of bus access	0.7129	79
Personal security on the bus	0.6912	79
Ticketing system and options	0.6533	68
Seat availability	0.6299	69
Some Correlation with Trip Satisfaction		
Personal security at the bus stop ⁴⁹	0.6058	66
Driver attitude	0.5639	73
Frequency of weekday services	0.5185	64
Punctuality	0.5167	66
Inside temperature of bus	0.5039	72
Least Correlation with Satisfaction		
Fare value	0.4766	60
Frequency of weekend services	0.4006	34

⁴⁹ Please note that this is an urban bus service measure, not a trip measure, but has been correlated with trip satisfaction for analysis purposes.

10 CONCLUDING COMMENTS AND RECOMMENDATIONS

Overall, responses showed reasonable levels of satisfaction with the public bus services in the urban areas of Tauranga and Rotorua. Bus users' trip and overall experience measures show the majority of satisfaction ratings sit between 60% and 75% with higher ratings afforded to the specific trip measures rather than the overall user experience measures. When looking at specific improvements for the urban bus services, the following should be considered:

General Improvements for Both Rotorua and Tauranga Urban Services

Improving Service Delivery to Target Groups: Young Mums, Disabled and the Elderly

Responses show that there were pockets of bus users who found using the bus more difficult than others, in particular, bus users who travelled with young children, those in wheelchairs/with walkers, and the elderly. This finding was consistent across both Tauranga and Rotorua services.

Bus users who travel with children appear more likely to have had difficulty on the bus with prams and were more likely to mention that improvements need to be made to address this. Generally improvements related to the available space onboard the bus rather the ability to access the bus per se:

"More room for prams, bigger buses like Auckland especially for families and mothers with babies." – Tauranga bus user

"There's no spaces for mum's with babies on prams so maybe do something about that." – Rotorua bus user

"In town, I can't even get on certain buses because they don't have pram spaces and there are grumpy drivers." – Rotorua bus user

In part, the issues with available space on-board also held true for those in wheelchairs/elderly with walkers although improvements for this group also related to making access on to the bus easier:

"(we need) ramps for elderly and wheelchair access." – Rotorua bus user

"Please dip the bus when older people get on." – Tauranga bus user

While the majority of the elderly bus users (65+) appeared to be satisfied with the urban bus services, some comments suggested external factors such as the disorderly behavior of other passengers may have negatively affect an elderly person's overall user experience.

"Just that teenagers can be rude and not move for elderly." – Tauranga bus user

Combined issues of travel comfort and access may present barriers to greater patronage amongst these bus user groups.

Improving Security at Central Business District Stops

Anecdotally, there was some indication that there are security issues around bus stops situated in the Central Business Districts of both Tauranga and Rotorua. This aspect appeared to be consistent across both Rotorua and Tauranga and seems to be affected by the behavior of people loitering near these stops, not necessarily bus users.

Comments relating to 'rough' behaviour appeared to be the main issue and this seems to have had a direct impact on bus users' perceived safety and improving safety at these stops may help improve security ratings.

Improving the Impression of the Urban Bus Services amongst Younger People

The responses showed that bus users under the age of 25 appeared to have a more negative impression of the urban bus services generally and were far less likely to recommend using the services to others. In particular, their perceptions of the overall quality of the bus, the punctuality, the seat availability, the frequency of the weekend service, travel time, and information availability were all markedly lower than that of the urban average.

While these ratings may be a function of the routes and times that younger people used the bus, it is possible that these negative impressions present a barrier to greater use amongst this demographic, particularly in off peak times when travel would be easier/less crowded. Communications or campaigns that aim to improve the impressions of urban bus services amongst younger people may be useful in assisting patronage amongst this demographic.

Improve Consistency in Driver Attitude

Generally driver attitude scored well with similar satisfaction scores in both Rotorua (72% satisfaction with driver attitude) and Tauranga (73% satisfaction with driver attitude). However, when looking specifically at the negative experiences reported by bus users, poor driver attitude dominated these experiences.

While most bus users did not name specific drivers, verbatim comments suggested that poor driver attitude tends to be isolated and inconsistent rather than generally poor across the service network suggesting it is a relatively small group of drivers who had a poor attitude to service delivery:

"Some bus drivers are rude, not Route 3 though." – Rotorua bus user

"There have been incidents with the disabled that I have noticed a couple of times, lack of patience from the driver." – Tauranga bus user

From discussions with BOPRC we understand that customer satisfaction training is planned for drivers, thus we would hope to see a reduction in the number of negative comments relating to driver attitude in future monitoring results.

Specific Improvements for Rotorua Urban Services

For Rotorua bus users the biggest improvement for the urban bus service related to increasing bus capacity with bus users specifically mentioning the physical size of the bus:

"Have more buses with more space and bigger seats." – Rotorua bus user

This aspect appeared to have a direct impact on bus user's trip satisfaction and their impressions of the urban bus services in general. Routes that were particularly busy (Polytech and those that collect

school children) appeared to be the most affected and anecdotally it seemed that drivers were required to decide (ad hoc) how to manage the bus' capacity:

"One day the bus pulled up and there were way too many people waiting. The driver just opened the door and said, 'Any girls under ten can get on the bus, all the others have to wait for the next one.'" – Interviewer Feedback

Consistently delivering to the bus schedule also appeared to be an issue in Rotorua; it was the second most mentioned negative experience for Rotorua behind driver attitude and was one of the lower performing measures when looking at user trip satisfaction in this area. The primary cause of the punctuality was difficult to ascertain from the current survey however this may be a function of over-crowding or the limited bus capacity slowing down travel time down. Improving these features will assist with bus user satisfaction ratings.

Specific Improvements for Tauranga Urban Services

The primary improvement for the urban bus service in Tauranga was a desire for increased frequency of buses.

Verbatim comments suggest that frequency of *weekend services* could be improved via later buses (night buses) and more frequent collection at busier weekend stops, e.g., shopping malls. While weekend frequency does not directly affect a bus users' specific trip satisfaction it did impact their overall perception of the urban service in general.

In comparison, *weekday services* appear to require more frequent buses or larger buses on key morning and evening routes where overcrowding occurs (indicatively Routes 1 and 40 from the survey feedback); overcrowding appears to affect the overall quality and comfort of the ride which reduced bus users' overall trip satisfaction.

"Maybe another bus to run from 7.00am to 8.30am as the bus gets really crowded." – Tauranga bus user

"School time (9am and 3pm) they are way over crowded, I think buses are too small. We need bigger buses." – Tauranga bus user

In addition to service frequency, bus users expressed a desire for greater flexibility in ticketing options, in particular the ability to pay with EFTPOS, lower credit limits for travel on a bus cards (\$5 rather than \$10), or longer ticket duration (e.g., 2 hours for the weekend tickets rather than 1). Anecdotally, jamming of ticket printing machines appears to also frustrate the bus drivers and slow down service, e.g.,

"Many of the drivers would benefit from customer service training. The ticket system appears quite problematic, and makes it hard for the driver to be friendly to the customer." – Tauranga bus user

Improving these features may assist with bus user satisfaction ratings in Tauranga.

11 APPENDIX

Hi there, I'm [NAME] from Versus Research; I'm doing a survey about your experience on this bus today. Can I ask you a few quick questions please?

INFORMATION TO PROVIDE IF NEEDED:

HOW LONG WILL IT TAKE: the whole survey will take about 10 – 12 minutes

WHO FOR: We are completing this survey on behalf of the Bay of Plenty Regional Council.

WHERE ARE YOU FROM: I am from Versus Research, a research company commissioned to complete this research. All your answers are anonymous and are completely confidential.

WHAT WILL YOU DO WITH THE INFORMATION: the information is used to help Bay of Plenty Regional Council obtain user satisfaction for the bus transport.

Count:			
Agree	Refuse	DNQ	
DETAILS			
Date		Time Started	
Route No		Route Detail	
Origin		Destination	
PEAK	3pm to 9am	OFF PEAK	9am to 3pm

SECTION A: TRIP BACKGROUND

1. What is the primary reason for using the bus today?

Do not read out, code closest, Single answer only

To get to/from work	1
To get to/from school drop offs for children	2
Shopping	3
Leisure Activities	4
Attending a course/Polytechnic/University	5
Other, please specify	6

2. How often do you use the bus service?

Do not read out, code closest, Single answer only

Daily (Monday to Friday)	1
Daily (Monday to Sunday)	2
Once/ Twice per week	3
Three/Four times per week	4
Monthly	5
Rarely	6
First time user	7
Weekends only	8

3. What times of day do you typically catch the bus?

Record times, can have multiple answers (e.g., morning and evening)

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SECTION B: SATISFACTION WITH CURRENT TRIP

4. Thinking about the trip we are on at the moment, please indicate your level of satisfaction with the following service features for this trip using a 0 – 10 scale where 0 means extremely dissatisfied and 10 means extremely satisfied?

	Extremely dissatisfied										Extremely satisfied	
The bus being on time (keeping to the timetable)	0	1	2	3	4	5	6	7	8	9	10	N/A
How often services run during weekdays	0	1	2	3	4	5	6	7	8	9	10	N/A
How often services run during weekends	0	1	2	3	4	5	6	7	8	9	10	N/A
The value for money of the fare	0	1	2	3	4	5	6	7	8	9	10	N/A
Having enough seats available	0	1	2	3	4	5	6	7	8	9	10	N/A
Ease of getting on and off the bus	0	1	2	3	4	5	6	7	8	9	10	N/A
Comfort of the inside temperature	0	1	2	3	4	5	6	7	8	9	10	N/A
The helpfulness and attitude of the driver	0	1	2	3	4	5	6	7	8	9	10	N/A
Personal security during this trip	0	1	2	3	4	5	6	7	8	9	10	N/A
The overall quality and comfort of the bus	0	1	2	3	4	5	6	7	8	9	10	N/A
The ticketing system used on the bus and your tickets options	0	1	2	3	4	5	6	7	8	9	10	N/A

5. Using the same 0 to 10 scale what is your overall satisfaction with this trip?

	Extremely dissatisfied										Extremely satisfied	
Overall satisfaction with this trip	0	1	2	3	4	5	6	7	8	9	10	N/A

SECTION C: SATISFACTION WITH REGIONAL PUBLIC TRANSPORT SYSTEM

6. Now thinking about your experience of public transport in this region over the last three months, using the same 0 to 10 scale as before, please indicate your level of satisfaction with the following items:

	Extremely dissatisfied											Extremely satisfied
The ease of getting information about public transport routes and timetables	0	1	2	3	4	5	6	7	8	9	10	N/A
Information about service delays/disruptions (if applicable)	0	1	2	3	4	5	6	7	8	9	10	N/A
The travel time (considering the distance you travel)	0	1	2	3	4	5	6	7	8	9	10	N/A
How convenient it is to pay for public transport	0	1	2	3	4	5	6	7	8	9	10	N/A
Your personal security on the bus in general	0	1	2	3	4	5	6	7	8	9	10	N/A
Your personal security at the bus stops	0	1	2	3	4	5	6	7	8	9	10	N/A
The reliability of the services	0	1	2	3	4	5	6	7	8	9	10	N/A

7. Have you had any negative experiences with the bus service in the past 12 months?

Yes Continue	No Skip to Q9
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8. What were these...

Record verbatim

9. Using the same 0 to 10 scale, what is your satisfaction with the public transport system in the region overall?

	Extremely dissatisfied											Extremely satisfied										
Overall satisfaction of the public transport system	0	1	2	3	4	5	6	7	8	9	10	N/A										

10. Using the a similar scale, where 0 is not at all likely and 10 is extremely likely, how likely would you be to recommend using public transport here to a friend or a colleague?

	Not at all likely											Extremely likely										
Likely to recommend	0	1	2	3	4	5	6	7	8	9	10	N/A										

11. What is the ONE thing you could suggest to improve the region’s public transport services?

Record verbatim

SECTION D: DEMOGRAPHICS (optional)

D1. Just a couple of questions about yourself? Which age group do you fall into...

15-17	18-24	25-34	35-44	45-59	60-64	65+ GO TO D2	Refuse
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D2. Was your trip free because you are a SuperGold cardholder?

Yes	No	Refuse
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D3. Which of the following best describes your household...

Group flatting together	Family with mainly pre-school children living at home	Family with mainly school-aged children living at home	Family with mainly adult children living at home	Single/couple no children	Refuse
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D4. Which bracket does your household income fall into ...

Less than \$30,000	\$30,000 - \$59,999	\$60,000 - \$79,999	\$80,000 - \$99,999	\$100,000 - \$119,999	\$120,000+	Refuse
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D5. Some of my surveys may be audited. Are you happy for my supervisor to contact you to confirm you completed a survey?

Yes - can contact	No - do not call
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Please enter name and best contact number below

Thank-you for your time today!

INTERVIEWER TO RECORD

MALE	FEMALE
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END TIME:	INTERVIEWER INITIALS:
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