



Urban and Rural Bus User Survey

May - June 2014

Prepared for



Prepared by



SURVEY OVERVIEW

This document outlines the findings from the Bay of Plenty Regional Council (BOPRC) Bus User Satisfaction Survey 2014. 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 19th May and 5th of June 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.

For 2014, interviewing on two specific rural services also was included. BOPRC were interested in addressing users’ perceptions of rural services particularly two specific services:

- The Whakatane to Tauranga service.
- The Katikati to Tauranga service.

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. Figures highlighted in bold indicate a significant increase from 2013 results.

Urban Bus Service: User Trip (during May 2014)

Measure	Description	Total (urban average) %	Rotorua %	Tauranga %	Rural ¹ %
Personal security (on the bus)	<i>How secure users are on the bus</i>	92	94	91	95
Accessibility	<i>Ease of getting on and off the bus</i>	87	80	90	93
Driver attitude	<i>Helpfulness and attitude of the driver</i>	80	83	79	92
Bus quality/comfort	<i>Quality and comfort on the bus</i>	85	83	86	86

Table continued over page.

¹ Rural interviewing was not included in 2013, so no comparisons are available year on year.

Urban Bus Service: User Trip (during May 2014) continued

Measure	Description	Total (urban average) %	Rotorua %	Tauranga %	Rural %
Frequency (weekday)	<i>How often services run</i>	73	67	75	71
Punctuality	<i>The bus keeping to the timetable</i>	74	73	74	87
Seat availability	<i>Having enough seats available</i>	80	70	84	93
Bus fare (value)	<i>The value for money of the fare</i>	76	70	78	73
Frequency (weekends)	<i>How often services run</i>	30	34	28	28
Overall Satisfaction	<i>The bus trip, as surveyed during May</i>	88	82	80	94

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 %	Rural %
Personal security (on the bus generally)	<i>How secure users are on the bus generally</i>	84	80	86	93
Convenience to pay	<i>How convenient it is to pay</i>	72	70	73	73
Reliability	<i>The reliability of the service- generally</i>	76	77	76	89
Personal security (at stops)	<i>How secure users are at bus stops</i>	65	58	68	85
Travel time	<i>The time it takes a user considering distance travelled</i>	74	72	75	82
Information on routes/times	<i>How easy it is for the user to get information</i>	72	67	74	79
Information on delays/disruptions	<i>Information provided to the user about delays/disruptions</i>	30	27	32	33
Negative experiences	<i>User negative experiences with the bus</i>	36	38	36	19

Recommendation²	<i>User likelihood to recommend buses to a friend/colleague</i>	82	79	84	87
Overall Satisfaction	<i>The user experience over the last 3 months</i>	77	69	80	85

RECOMMENDATIONS

Overall, responses showed improvement across a range of on board features, indicative of increased satisfaction with the bus service generally, with nearly all measures increasing from 2013, including overall satisfaction and likelihood to recommend. This was further iterated through fewer mentions noted for negative experiences i.e. while bus users are still identifying negative experiences, these are mostly pertaining to a single issue as opposed to multiple issues.

When looking at specific improvements for the urban bus services, the following should be considered:

- Continue to focus on on-board customer service delivery
- Improve service delivery to parents with pushchairs
- Improve personal security at bus stops in Rotorua
- Improve frequency of service in Rotorua
- Address scheduling concerns for both Tauranga and Rural Bus Services

Further detail relating to these recommendations can be found in Section 28 of the report.

² Scale anchor changes: 0 = not at all likely to recommend and 10 = extremely likely to recommend.

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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. The BOPRC commissioned Versus Research Limited (of Hamilton) to conduct on board/intercept surveys in urban Tauranga and Rotorua. This year, intercept surveys were also conducted on rural services, specifically:

- The Whakatane to Tauranga service.
- The Katakati to Tauranga service.

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;
- Travelling with a disability aid or with young children;
- Any problems or challenges when travelling with a disability aid or young children.

METHOD

Given these requirements on-board intercept interviewing was carried out in urban and rural areas of Tauranga and Rotorua between the 19th of May and 5th of June 2014. A total of n=645 interviews were completed resulting in an overall margin of error of +/-3.86% at the 95% confidence interval.

1.2 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 total sample of at least n=645 was targeted to ensure a robust measure of usage.
- Basic quotas were imposed on area (67% Tauranga and 33% 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).
- Interviewing was undertaken only during daylight hours (between 8am and 6pm) to ensure interviewer safety.
- Routes with a high level of school traffic during after-school hours were excluded so as not to overpopulate 'do not qualify' responses.
- To ensure randomisation of participation, and to comply with NZTA requirements, every fourth person was interviewed on busy urban routes and every second person was interviewed on less busy urban routes. Given the low patronage on rural routes, every person on the bus was approached to be interviewed (further details of response rates are included under Section 4.3).
- Quotas were applied to specific routes and weekday/ weekend interviewing to ensure that the final sample composition reflects patronage levels. This also ensured data did not need to be post-weighted.

1.3 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 URBAN	Rotorua	Tauranga	RURAL
Tuesday 20 th May	138	62	76	0
Wednesday 21 st May	63	57	6	8
Thursday 22 nd May	76	47	29	0
Friday 23 rd May	0	0	0	15
Saturday 24 th May	27	27	0	22
Monday 26 th May	0	0	0	9
Tuesday 27 th May	64	0	64	13
Wednesday 28 th May	58	0	58	13
Thursday 29 th May	122	0	122	0
Friday 30 th May	3	0	3	0
Tuesday 3 rd June	0	0	0	0
Wednesday 4th June	18	0	18	4
Thursday 5th June	24	22	2	0
Saturday 17th May	32	0	32	0
Saturday 31st May	20	0	20	0
TOTAL	645	215	430	84

Table 2.2: 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	15	0	6	7	2
2	46	8	23	10	5
3	28	1	20	3	4
4	14	1	7	4	2
5	24	4	11	6	3
6	20	4	7	6	3
7	16	3	7	4	2
8	21	3	8	8	2
9	17	5	5	5	2
10	14	4	5	3	2
TOTAL	215	33	99	56	27

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	55	3	35	11	6
2	50	2	33	10	5
30	34	1	20	9	4
33	34	1	13	13	7
36	36	5	13	13	5
40	60	9	36	7	8
55	37	4	18	11	4
59	45	0	19	22	4
60	31	8	11	9	3
62	22	4	11	4	3
70	26	3	12	8	3
TOTAL	430	40	221	117	52

Table 2.4: Distribution of interviews by interviewing day and route RURAL

Route	Total interviews achieved	Weekday morning (8am - 9am)	Weekday day (9.01am - 2.59pm)	Weekday afternoon (3.00pm - 6.00pm)	Weekend
Katikati Commuter	31	6	3	22	0
Kawerau	15	0	14	1	0
Katikati Shopper	30	0	12	1	17
Whakatane	5	0	0	0	5
Opotiki	3	0	3	0	0
TOTAL	84	6	32	24	22

1.4 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 Urban	Rotorua	Tauranga
Counted not interviewed (not the 4 th or 2 nd person)	1428	694	734
Approached but refused	129	52	77
Approached but did not qualify ³	141	71	70
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.

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).

Table 3.1: Sample by age (counts)

	Total Urban	Rotorua	Tauranga	Rural
Under 24	263	177	86	27
25 – 44	156	94	62	10
45 – 64	107	66	41	17
65+	102	80	22	30
Refuse	17	13	4	0

Table 3.2: Sample by gender (counts)

	Total Urban	Rotorua	Tauranga	Rural
Male	222	74	148	32
Female	423	141	282	52

Table 3.3: Sample by household income (counts)

	Total Urban	Rotorua	Tauranga	Rural
Under \$30,000 per annum	143	65	78	11
\$30,000 to \$59,999 per annum	71	27	44	12
\$60,000+ per annum	80	17	53	14
Refuse	351	245	106	47

Table 3.4: Sample by household situation (counts)

	Total Urban	Rotorua	Tauranga	Rural
Flatting	90	34	56	6
Family mainly pre-school	60	29	31	7
Family mainly school-aged children	116	39	77	16
Family mainly adult children	117	40	77	9
Single/Couple no children	228	59	169	42
Refuse	34	14	20	4

QUESTIONNAIRE

The questionnaire was designed by Versus Research in conjunction with BOPRC. The questionnaire was a direct repeat from 2013, with a number of additions included this year pertaining to using the bus with disabilities and/ or children; these are outlined below; a copy of the final questionnaire is included in appendix two of this document.

Questionnaire Additions 2014

- What disability aids used when travelling outside of the home;
- Which disability aid used most often;
- Any problems encountered when using this when travelling on or getting to and from the bus;
- Travelling with young children;
- Usage of pushchairs on the bus service;
- Any problems encountered when using pushchairs on the bus service.

The rural questionnaire is almost a direct replica of the urban questionnaire; this has been included in the appendix three. Questionnaire inclusions for the rural questionnaire include:

- Preference for other times for the bus;
- Travel patterns;
- Travel to other locations;
- Any problems encountered when getting to other locations.

NOTES ON REPORTING

This report presents results at three levels:

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

Overall results are reported on a sample of n=645 interviews for urban results, and n=84 for rural results. 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.

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 used the bus*.

1.5 REASON FOR USE

Primary reasons for using the bus remained consistent year on year. The main reasons for using a bus in 2014 continued to relate to work (24%), leisure activities (21%), and shopping (19%).

Please note that errands were not included in the survey. These responses differed from shopping in that they related to multiple tasks being undertaken, e.g., coffee with friends and pick up prescription. These responses were captured under 'other, specify' and were post coded.

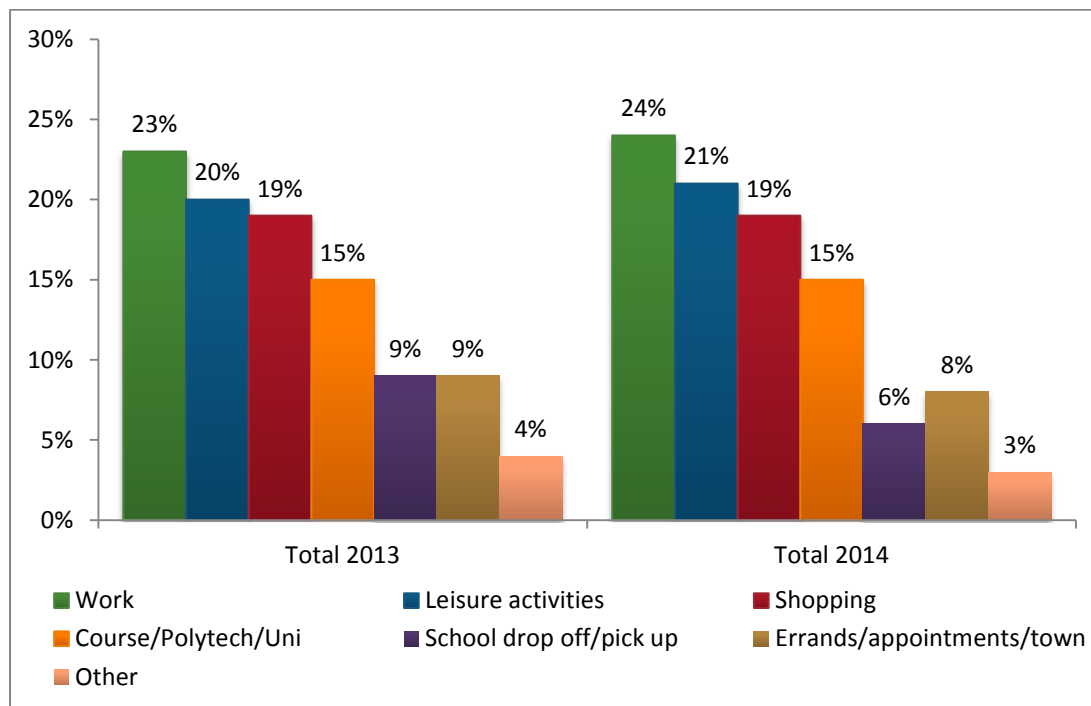


Figure 6.1: Main reason for travel⁵

⁵ What is the primary reason you are using the bus today? Base: All respondents 2013 n=645, 2014 n=645.

1.5.1 SUBGROUP VARIATION

Daily users were more likely (than the urban average) to use the bus service for reasons which did not vary in terms of set times such as work (32%), courses (21%), and school (8%). By contrast, weekly users were more likely to use the bus service for shopping (26%) and leisure purposes (26%) with less frequent users also more likely to use the bus service for leisure purposes (37%). Super Gold Card users were more likely to travel for leisure (40%) or shopping (31%).

Table 6.1: Main reason for travel by user group⁶

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
Sample Size	645	549	96	317	260	68	256	389
Work (%)	24	26	9	32	18	4	38	15
Leisure (%)	21	18	40	14	26	37	13	26
Shopping (%)	19	17	31	12	26	26	10	25
Course/Polytech/uni (%)	15	17	3	21	11	1	20	12
Errands/appointments/town (%)	8	8	9	8	8	9	6	10
School (%)	6	7	0	8	5	3	8	5
Other (%)	11	11	14	10	12	18	9	13

Younger bus users were more likely (than the urban average) to use the bus to get to a course/uni (26%) or to school (9%), while older bus users were more likely to use the bus for leisure and shopping (37% and 27% respectively). Bus users who were more likely to use the bus to travel to work were aged between 25 and 44 or 45 and 64 (33% and 35% respectively). Those flatting were more likely to use the bus to get to a course/uni (24%), while adult singles/couples were more likely to travel for leisure purposes (27%).

Table 6.2: Main reason for travel by demographic grouping⁷

Demographic Group	TOTAL URBAN	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
Sample Size	645	263	156	107	119	90	60	116	117	228
Work (%)	24	19	33	35	12	26	13	16	30	27
Leisure (%)	21	18	14	21	37	18	20	26	10	27
Shopping (%)	19	13	21	23	27	16	28	15	19	21
Course/Polytech/uni (%)	15	26	12	5	3	24	15	12	20	11
Errands/appointments/town (%)	2	1	1	3	3	1	0	2	1	1
School (%)	6	9	6	2	3	6	12	15	5	0
Other (%)	11	10	13	9	13	3	8	15	15	11

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

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

1.6 FREQUENCY OF BUS USE

Almost half (49%) of the total sample used the bus on a daily basis. Twenty one percent of bus users, used it three/ four times a week, a significantly smaller proportion than last year, 20% used the bus once/twice a week, with 10% using it less often.

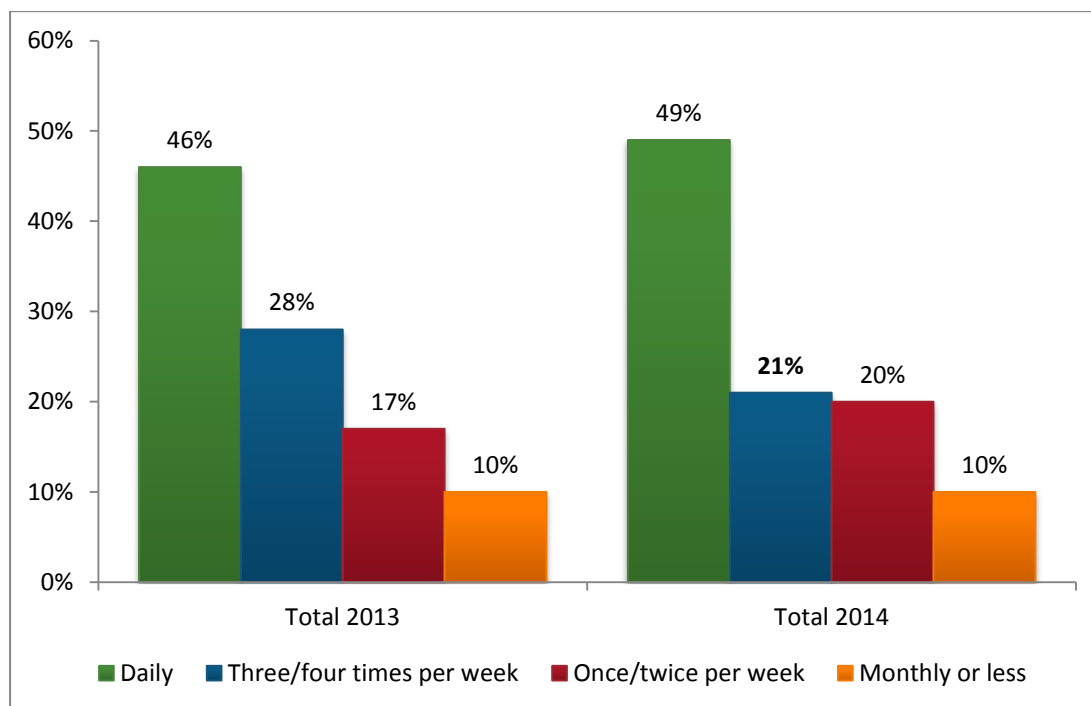


Figure 6.2: Frequency of bus use⁸

1.6.1 SUBGROUP VARIATION

Fare paying users were more likely (than the urban average) to use the bus on a daily basis (53%) while Super Gold Card users were more likely to use the bus either once/twice a week (30%), or less often (15%). Those interviewed during peak hours were more likely to use the bus daily, while those who were off peak were more likely to travel once/twice a week (24%), or less often (12%).

Table 6.3: Frequency of bus use by user group⁹

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Peak	Off peak
Sample Size	645	549	96	256	389
Daily (%)	49	53	30	60	42
Three/four times per week (%)	21	20	25	20	21
Once/twice per week (%)	20	18	30	13	24
Monthly or less (%)	10	9	15	6	12

⁸ How often do you use the bus service? Base: All respondents 2013 n=645, 2014 n= 645.

⁹ How often do you use the bus service?

Younger bus users were more likely (than the urban average) to use the bus daily (54%) with older bus users (65+) more likely to use the bus once/twice per week (29%) or less often (17%). Bus users who were flatting or families with adult kids were more likely to use the bus daily (64% and 55% respectively).

Table 6.4: Frequency of bus use by demographic grouping¹⁰

Demographic Group	TOTAL URBAN	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	263	156	107	119	90	60	116	117	228
Daily (%)	49	54	54	53	30	64	42	45	55	45
Three/four times per week (%)	21	19	21	22	24	18	27	22	16	22
Once/twice per week (%)	20	17	19	16	29	12	22	23	17	21
Monthly or less (%)	10	9	8	10	17	5	11	8	11	12

1.7 TIME THE BUS IS CAUGHT

1.7.1 SPECIFIC TIME GIVEN

2014 results showed a more even pattern for timing of bus use with relatively equal proportions across timings before 9am (33%), between 9:01am and 2:59pm (32%), between 3pm and 6pm (32%), and between 3pm and 6pm (32%). Only 3% used the bus after 6pm.

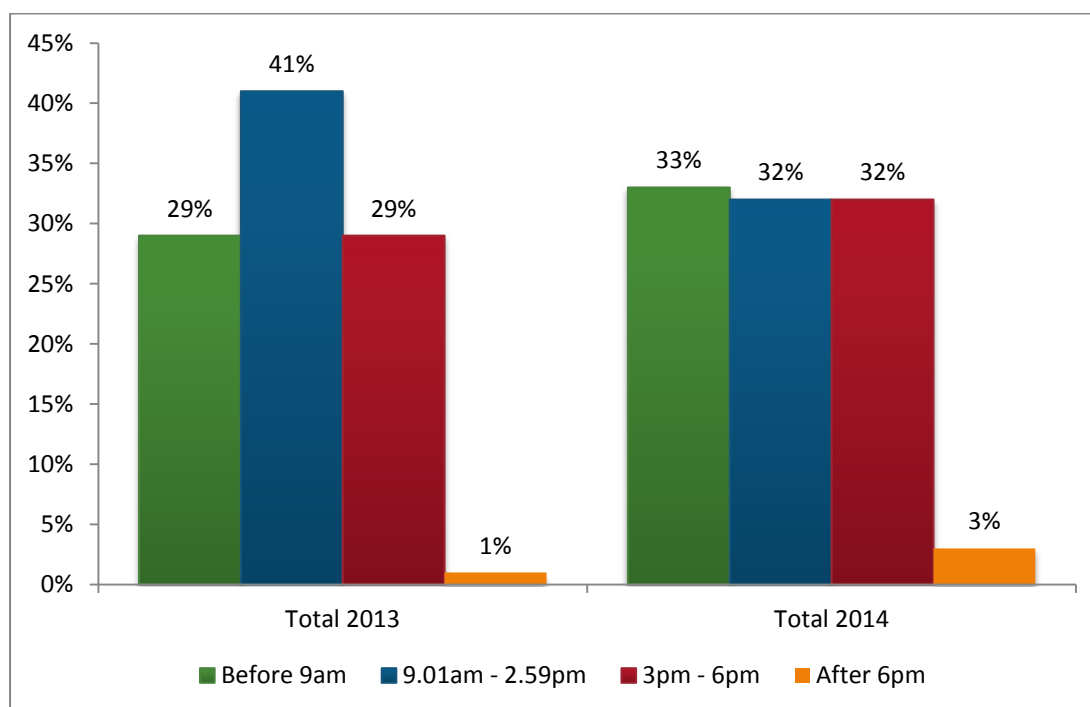


Figure 6.3: Timing of bus use¹¹

¹⁰ How often do you use the bus service?

1.7.2 SPECIFIC TIME GIVEN SUBGROUP VARIATION

Super Gold Card users were more likely (than the urban average) to travel during the hours of 9:01am and 2:59pm (55%). Daily users were more likely to travel before 9am (40%) while weekly users were more likely to travel between 9:01am and 2:59pm (44%).

Table 6.5: Timing of bus use by user group¹²

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user
<i>Sample Size</i>	483	424	59	276	179	28
Before 9am (%)	33	34	22	40	24	7
9.01am - 2.59pm (%)	32	28	55	21	44	68
3pm - 6pm (%)	32	34	22	35	30	22
After 6pm (%)	3	3	0	3	2	2

Younger users (aged under 24) were more likely (than the urban average) to travel between 3pm and 6pm, whereas older users (65+) were more likely to travel between 9:01 and 2:59pm (51%).

Table 6.6: Timing of bus use by demographic grouping¹³

Demographic Group	TOTAL URBAN	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>	483	208	120	79	76	75	46	83	93	159
Before 9am (%)	33	35	33	35	24	38	31	30	31	35
9.01 - 2.59pm (%)	32	24	33	32	50	25	43	24	34	34
3pm - 6pm (%)	32	38	31	28	25	33	26	41	32	29
After 6pm (%)	3	3	3	5	1	5	0	4	3	2

¹¹ What times of day do you catch the bus? Base: All respondents who provided a specific time 2013 n=355, 2014 n=484.

¹² What times of day do you catch the bus?

¹³ What times of day do you catch the bus?

1.7.3 NON-SPECIFIC TIME GIVEN

Of the bus users who did not provide a specific time, 44% stated that their travel timing varied, a decrease from 2013 results. Morning and afternoon travel showed similar levels of patronage (26% and 24% respectively) with a small proportion of evening users (7%). Afternoon usage has increased from 2013 results.

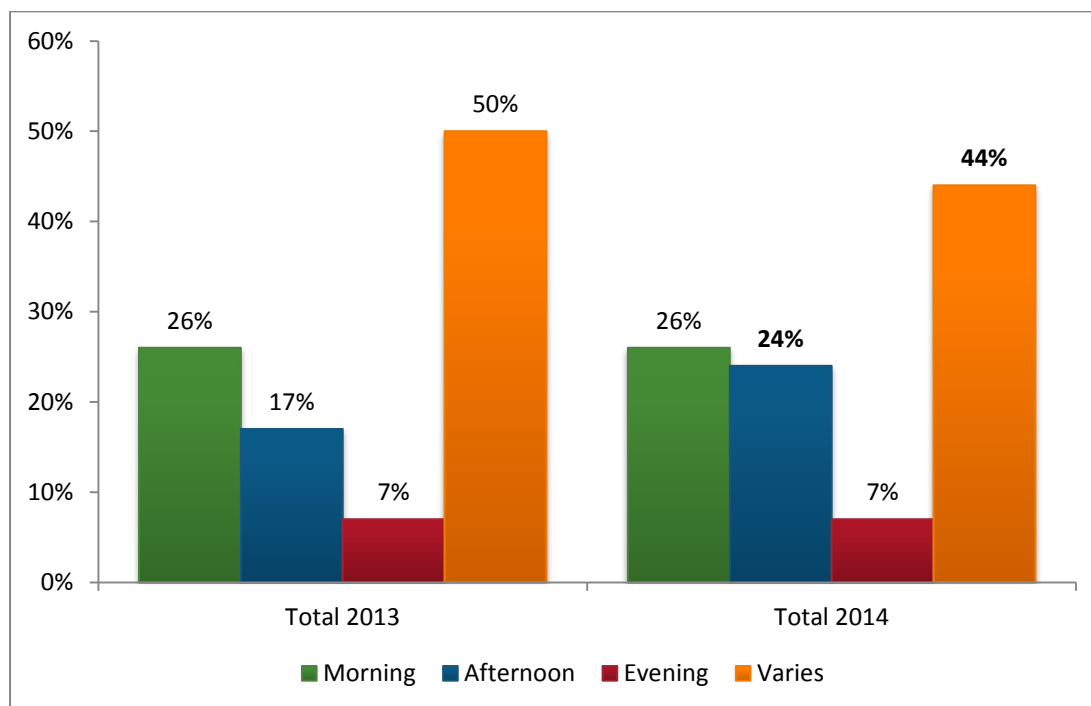


Figure 6.4: Timing of bus use¹⁴

1.7.4 NON-SPECIFIC TIME GIVEN SUBGROUP VARIATION

Super Gold Card users were more likely (than the urban average) to use the bus in the morning, while less frequent users were more likely to use the bus at varying times (59%).

Table 6.7: Timing of bus use by user group¹⁵

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user
Sample Size	160	126	34	43	83	34
Morning (%)	26	22	39	20	32	18
Afternoon (%)	24	24	22	20	26	21
Evening (%)	7	9	2	12	6	3
Varies (%)	44	45	36	48	36	59

¹⁴ What times of day do you catch the bus? Base: All respondents who did not provide a specific time 2013 n=301, 2014 n=161.

¹⁵ What times of day do you catch the bus?

Younger bus users were more likely (than the urban average) to use the bus in the afternoon (32%) while older users (65+) were more likely to use the bus in the morning (40%).

Table 6.8: Timing of bus use by demographic grouping¹⁶

Demographic Group	TOTAL URBAN	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>	160	57	35	29	39	15	14	33	24	68
Morning (%)	26	19	19	24	40	18	25	18	27	28
Afternoon (%)	24	32	22	15	19	42	26	24	24	21
Evening (%)	7	6	6	12	6	12	6	6	8	6
Varies (%)	44	43	53	50	34	29	44	53	42	47

¹⁶ What times of day do you catch the bus?

URBAN BUS SERVICES: USER TRIP (DURING MAY/JUNE 2014)

Bus users were asked to rate their satisfaction with different features *of their current bus trip* (during May 2014) 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).

1.8 TRIP FEATURES

Personal security (92%), ease of bus access (87%), and overall quality and comfort (85%), scored most highly amongst bus users. This was followed by inside temperature of the bus (81%), driver attitude (80%), and seat availability (80%).

All other measures scored above 70%, with ticketing (78%), fare value (76%), frequency of weekday services (73%), and punctuality (74%) among these measures. Frequency of weekend services scored the lowest (30%); however, this was due to a large proportion of users to which this measure was not applicable (32%).

All measures have increased in satisfaction ratings from 2013 results.

Chart overleaf.

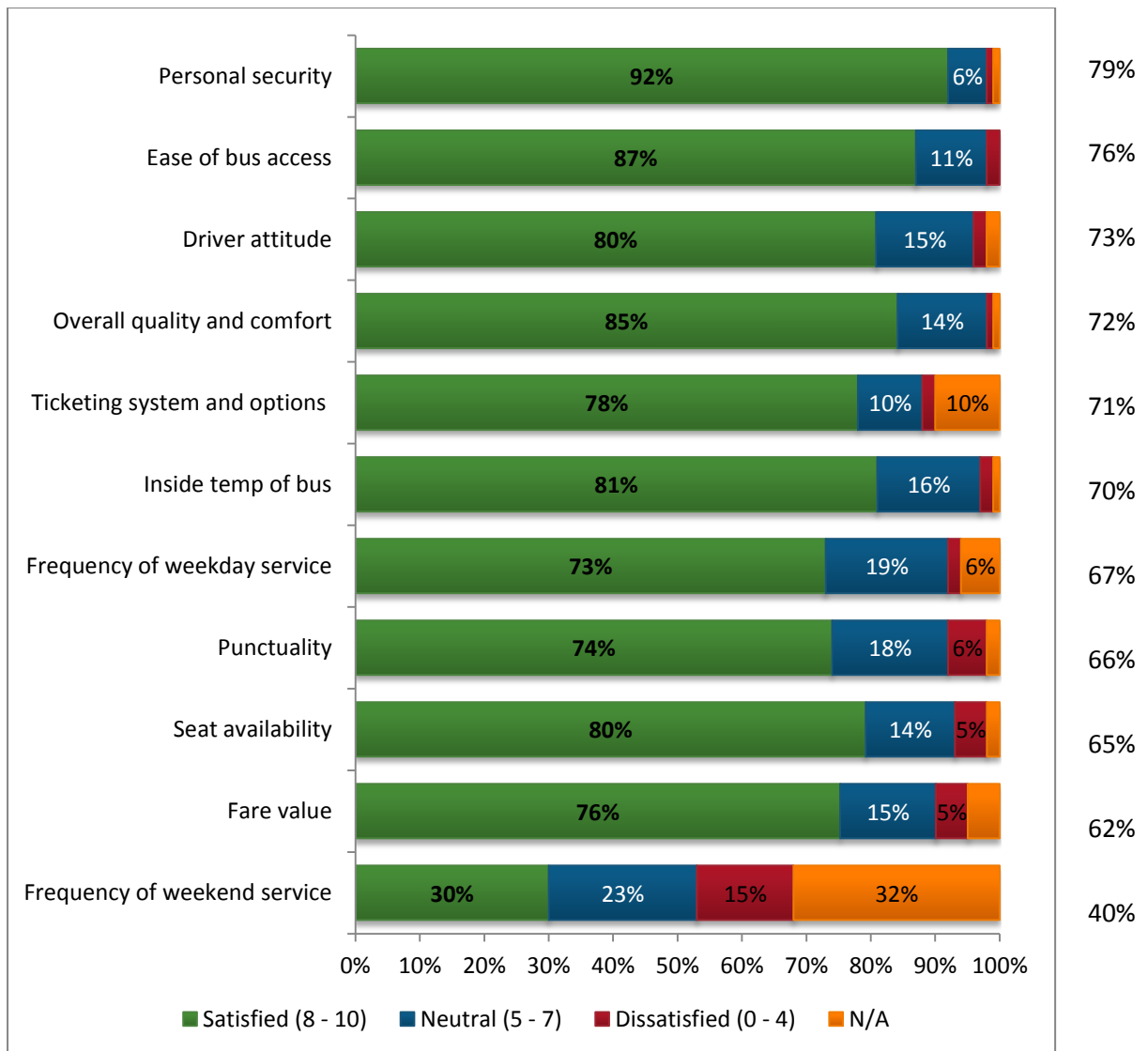


Figure 7.1: Service features on the bus trip (during May/June 2014) TOTAL¹⁷

¹⁷ 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 2013 n=645, 2014 n=645.

1.8.1 SUBGROUP VARIATION

Fare paying users were more likely (than the urban average) to be satisfied with the ticketing system (83%) whereas Super Gold Card users displayed higher (than the urban average) levels of satisfaction across a range of measures including: driver attitude (95%), inside temperature (92%), frequency of weekend and weekday services (41% and 82% respectively), punctuality (88%), and seat availability (92%). Weekly users were more likely to be satisfied with the seat availability while those interviewed off peak were happier with the punctuality of the bus (78%).

Table 7.1: Service features on the bus trip (during May/June 2014) by bus user group¹⁸

Passenger Group		TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
Sample Size		645	549	96	317	260	68	256	389
Personal security (%)		92	92	96	92	92	93	93	92
Ease of bus access (%)		87	86	92	88	85	88	89	86
Driver attitude (%)		80	78	95	80	80	87	80	80
Overall quality and comfort (%)		85	84	91	85	85	82	86	84
Ticketing system (%)		78	83	52	81	78	68	82	75
Inside temp of bus (%)		81	79	92	80	80	88	83	79
Frequency of weekday services (%)		73	71	82	74	77	54	69	75
Punctuality (%)		74	71	88	73	73	82	66	78
Seat availability (%)		80	77	92	74	84	87	77	81
Fare value (%)		76	74	82	75	76	76	71	78
Frequency of weekend services (%)		30	28	41	29	32	25	27	32

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?

Older bus users displayed higher (than the urban average) levels of satisfaction across a range of measures including driver attitude (94%), inside temperature (91%), frequency of weekday services (82%), punctuality (85%), seat availability (92%), fare value (85%), and frequency of weekend services (38%), while younger users showed lower levels of satisfaction across almost all measures.

Families with school kids were more likely to be satisfied with the ticketing system (86%) and those that were single adult/couple were more likely to be satisfied with the driver attitude (87%), inside temperature (87%), punctuality (79%), and seat availability (85%).

Table 7.2: Service features on the bus trip (during May/June 2014) by demographic grouping¹⁹

Demographic Group	TOTAL URBAN	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
Sample Size	645	263	156	107	119	90	60	116	117	228
Personal security (%)	92	88	94	96	96	91	90	92	92	93
Ease of bus access (%)	87	83	88	89	92	87	70	89	88	89
Driver attitude (%)	80	70	85	84	94	83	77	70	77	87
Overall quality and comfort (%)	85	77	90	91	90	81	77	84	85	88
Ticketing system (%)	78	79	88	87	56	80	82	86	78	72
Inside temp of bus (%)	81	76	82	81	91	78	72	75	80	87
Frequency of weekday services (%)	73	65	74	79	82	63	72	78	68	78
Punctuality (%)	74	63	81	77	85	71	65	72	71	79
Seat availability (%)	80	72	84	78	92	80	73	78	75	85
Fare value (%)	76	67	76	86	85	79	68	78	64	79
Frequency of weekend services (%)	30	22	27	44	38	23	27	37	21	34

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?

1.9 OVERALL SATISFACTION WITH THE BUS TRIP

Overall levels of satisfaction have increased significantly this year (88%) demonstrating a shift from neutral response to a positive response. Only 1% was dissatisfied with their bus trip.

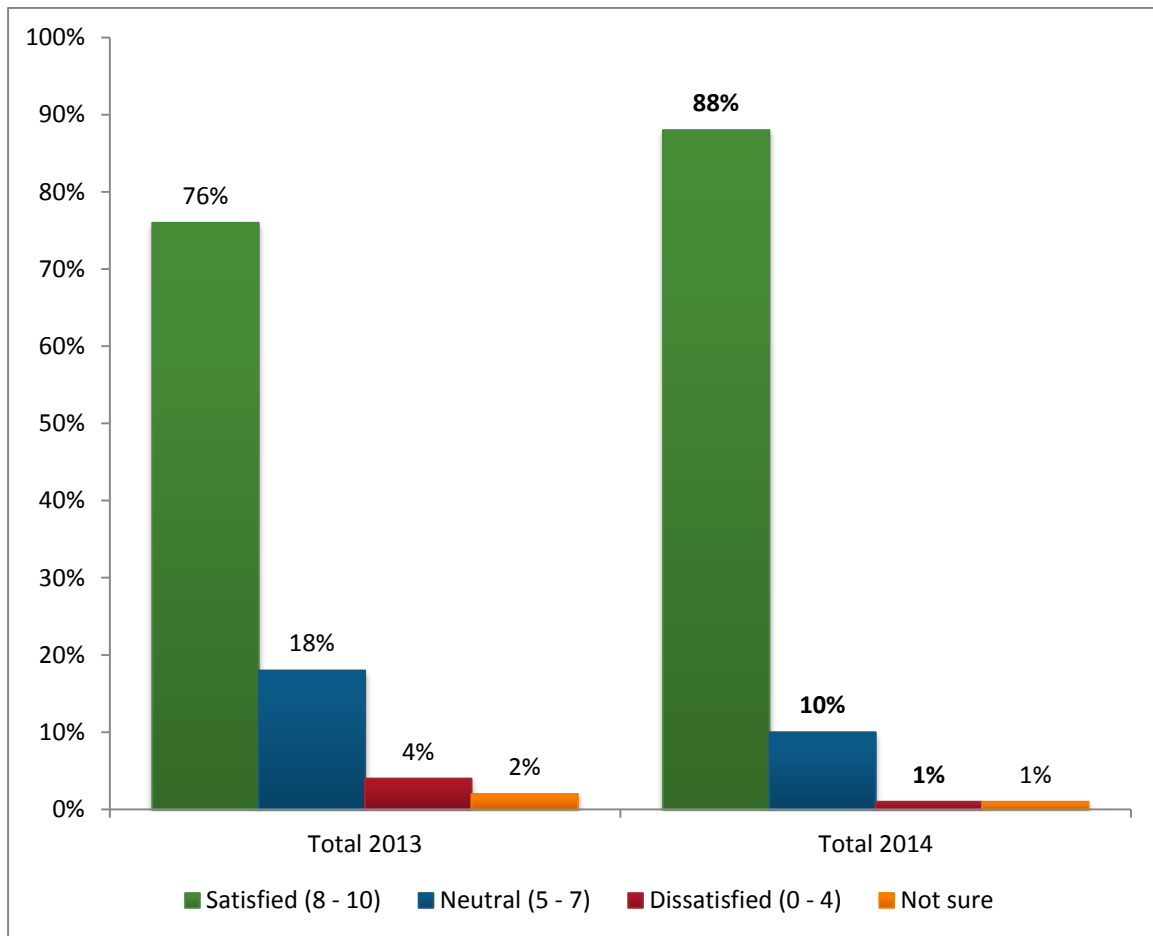


Figure 7.2: Overall satisfaction with bus trip²⁰

²⁰ Using the same 0 to 10 scale what is your overall satisfaction with this bus trip? Base: All respondents 2013 n=645, 2014 n=645.

1.9.1 SUBGROUP VARIATION

Super Gold Card users were more likely (than the urban average) to be satisfied with their bus trip overall (95%), while fare paying users were less likely to be satisfied (87%).

Table 7.3: Satisfaction with the bus trip overall by user group²¹

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	549	96	317	260	68	256	389
Total satisfaction with trip (%)	88	87	95	87	90	82	86	89

Higher levels of satisfaction (than the urban average) were seen in users aged between 45 and 64 (94%), 65+ (95%), and single adult/couples (91%) whereas lower levels of satisfaction were seen in younger users, aged under 24 (81%).

Table 7.4: Satisfaction with the bus trip overall 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
<i>Sample Size</i>	645	263	156	107	119	90	60	116	117	228
Total satisfaction with trip (%)	88	81	89	94	95	86	85	87	86	91

²¹ Using the same 0 to 10 scale what is your overall satisfaction with this bus trip?

²² Using the same 0 to 10 scale what is your overall satisfaction with this bus trip?

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).

1.10 SATISFACTION WITH FEATURES OF THE URBAN BUS SERVICES

Personal security on the bus (84%) was rated with the highest level of satisfaction amongst bus users followed by 76% who were satisfied with the reliability of the services, 74% with the travel time, 72% (each) regarding the convenience of paying and the ease of getting information about the services. Personal security at the stops rated lower with 65% of users satisfied with this measure. Information regarding delays and disruptions had the lowest satisfaction rating (30%), but this was driven by a high proportion of not applicable responses (31%).

This year saw increases for personal security, reliability of services, travel time, and ease of getting information about the services.

Chart overleaf.

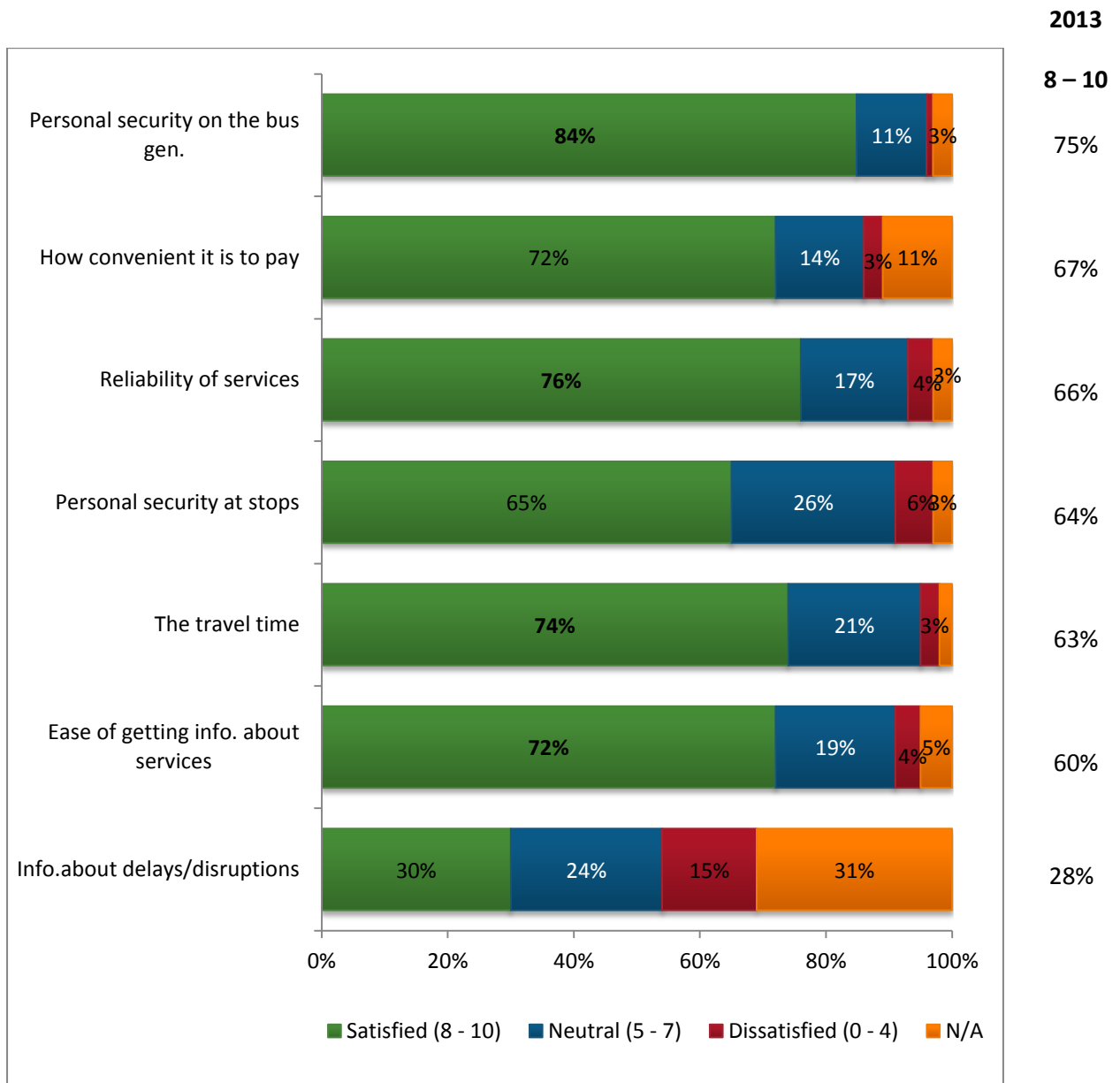


Figure 8.1: Satisfaction with service features for the urban bus services TOTAL²³

²³ 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 2013 n=645, 2014 n=645.

1.10.1 SUBGROUP VARIATION

Fare paying users were more likely (than the urban average) to be satisfied with the convenience of paying (77%) while Super Gold Card users were more likely to be satisfied across a range of measures including: personal security on the bus (96%), reliability of services (95%), personal security at stops (81%), ease of getting information about services (83%), and information about delays/disruptions (41%).

Weekly users were more likely to be satisfied with the ease of getting information about the services (78%). Those interviewed off peak were more likely to be satisfied with the travel time (77%) and the personal security at stops (69%).

Table 8.1: Satisfaction with the service features for the urban bus services by bus user group²⁴

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	549	96	317	260	68	256	389
Personal security on the BUS generally (%)	84	82	96	85	87	71	83	85
How convenient it is to pay (%)	72	77	46	77	72	51	75	70
Reliability of services (%)	76	73	95	76	79	66	73	78
Personal security at STOPS (%)	65	62	81	64	66	63	59	69
The travel time (%)	74	71	91	74	75	69	70	77
Ease of getting information about services (%)	72	70	83	71	78	51	70	73
Information about delays/disruptions (%)	30	28	41	32	31	18	29	31

²⁴ 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?

Users aged between 25 and 44 were more likely (than the urban average) to be satisfied with how convenient it is to pay (82%) and the reliability of the services (82%). Users aged between 45 and 64 were more likely to be satisfied with how convenient it is to pay (87%) and the travel time (84%), while older users were more likely to be satisfied with personal security on the bus (95%) and at stops (79%), reliability of services (90%), the travel time (87%), and the information about delays/disruptions (41%).

Users that were a family with school kids were more likely to be satisfied with how convenient it is to pay, while single adults/couples were more likely to be satisfied with the travel time (79%) and the information about delays/disruptions (37%).

Table 8.2: Satisfaction with service features for the urban bus services by demographic grouping²⁵

Demographic Group	TOTAL URBAN	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	263	156	107	119	90	60	116	117	228
Personal security on the BUS generally	(%) 84	77	86	88	95	81	87	86	80	87
How convenient it is to pay	(%) 72	70	82	87	49	72	75	83	73	66
Reliability of services	(%) 76	67	82	75	90	63	80	83	72	80
Personal security at STOPS	(%) 65	56	65	71	79	60	55	68	64	69
The travel time	(%) 74	61	78	84	87	69	72	73	69	79
Ease of getting information about services	(%) 72	63	76	78	79	61	78	72	71	75
Information about delays/disruptions	(%) 30	25	27	36	41	24	28	25	23	37

²⁵ 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?

1.11 NEGATIVE BUS EXPERIENCES

Overall, 64% of bus users had not had any negative experiences on the bus. Slightly more users have had negative experiences in 2014, however this is not statistically significant.

Details of the negative experiences are listed under Section 8.3.

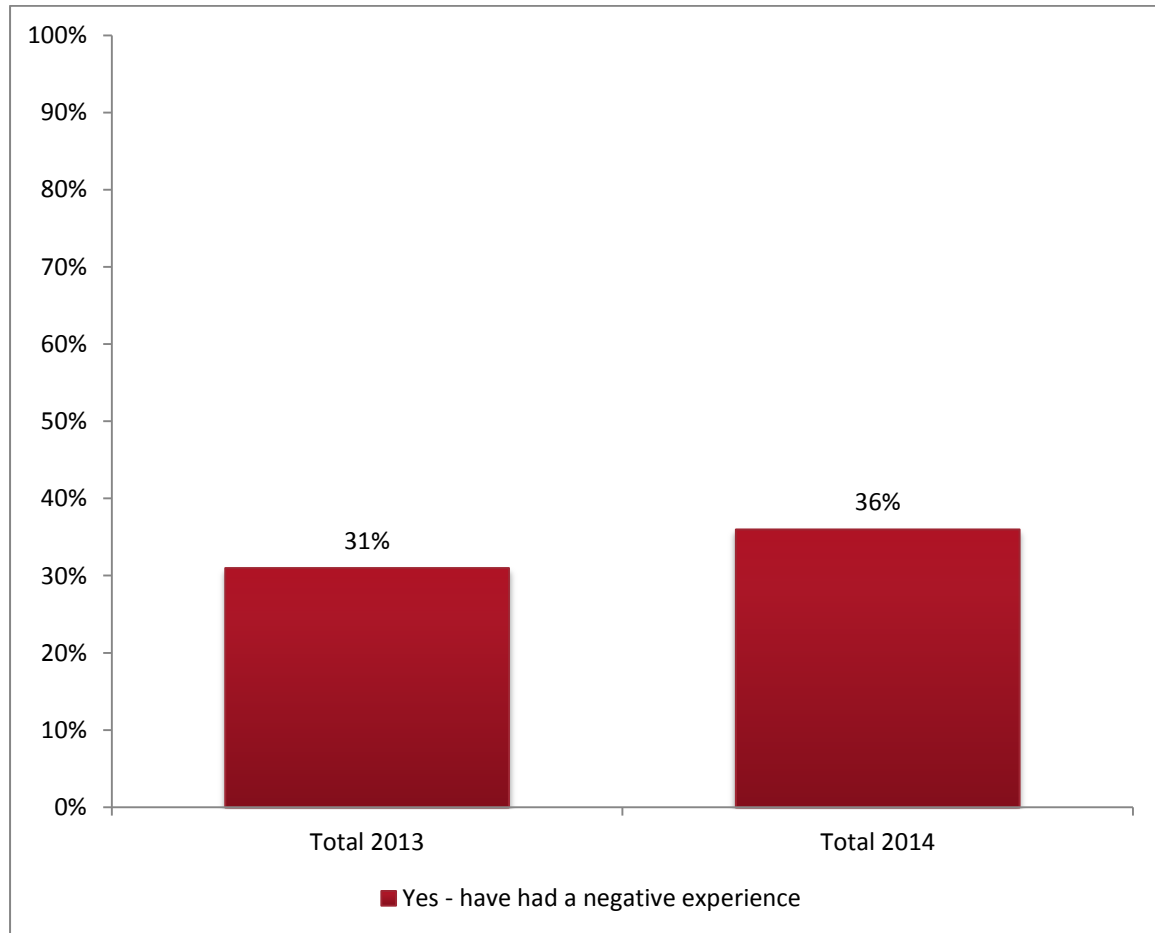


Figure 8.2: Negative experiences with the urban bus services²⁶

²⁶ Have you had any negative experiences with the bus service in the past 12 months? Base: All respondents 2013 n=645, 2014 n=645.

1.11.1 SUBGROUP VARIATION

Less frequent users were less likely (than the urban average) to have had a negative experience with the urban bus service (25%).

Table 8.3: Negative experiences with the urban bus services by bus user group²⁷

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
Sample Size	645	549	96	317	260	68	256	389
Yes – I have had a negative experience (%)	36	38	28	39	36	25	38	36

Demographic grouping results were consistent with the demographic average (36%).

Table 8.4: Negative experiences with the urban bus services by demographic grouping²⁸

Demographic Group	TOTAL URBAN	Under 24	25 - 44	45 - 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
Sample Size	645	263	156	107	119	90	60	116	117	228
Yes – I have had a negative experience (%)	36	40	39	33	29	40	38	37	32	37

²⁷ Have you had any negative experiences with the bus service in the past 12 months?

²⁸ Have you had any negative experiences with the bus service in the past 12 months?

1.12 SUMMARY OF NEGATIVE EXPERIENCES

Almost half (47%) of negative experiences are contributed to by the bus driver with 20% of these responses pertaining to grumpy/rude bus drivers and 12% that the bus driver does not stop. Eight per cent mentioned the driving specifically while 7% mentioned that the bus driver was not paying attention.

Over a third (36%) of negative experiences pertained to timing/schedules with 16% stating the bus was too late and 20% stating it was too early. At a lower level, other passengers (15%) also contribute to a negative experience, as well as ease of use (12%) and information (8%). While we have more mentions of negative issues these are spread over fewer areas, with improvements seen in most areas.

Table 8.5: Negative experiences in the past 12 months²⁹

THEME	ILLUSTRATIVE QUOTE 2014	TOTAL URBAN 2013 %	TOTAL URBAN 2014 %
<i>Sample Size</i>		197	232
BUS DRIVER		70	46
Grumpy/rude drivers	<i>Attitude from the bus drivers, they can be really rude.</i>	34	20
Bus driver doesn't stop for me	<i>Buses bypass my stop, and never pick me up and drivers can physically see me.</i>	21	12
Poor bus driving	<i>Driver had to slam on the brakes too hard. She was quite an erratic driver.</i>	9	8
Bus driver missed my stop/wasn't paying attention to my stop	<i>I activated the buzzer but the driver did not stop.</i>	6	2
TIMING/SCHEDULES		38	18
Bus is too late	<i>Bus being late, therefore missing the connecting.</i>	21	16
Long wait time between buses		12	0
Bus is too early	<i>The bus left a minute earlier, so I missed the bus.</i>	5	2

Table 8.5: continued over page.

²⁹ 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 continued³⁰

THEME	ILLUSTRATIVE QUOTE 2014	TOTAL URBAN 2013 %	TOTAL URBAN 2014 %
<i>Sample Size</i>		197	232
OTHER PASSENGERS		23	15
Poor behavior of other passengers	<i>Some of the other passengers' language and behaviour can be loud and unruly, and this has been scary on occasion.</i>	12	12
Feel unsafe/dangerous	<i>Feel threatened- dangerous looking people.</i>	5	3
Teenagers being loud/rude aggressive		6	0
EASE OF USING THE BUS		18	12
Difficult for people with prams/disabilities	<i>They didn't lower the bus for my pram. Not very courteous.</i>	8	6
Over crowding	<i>The bus was overcrowded- dangerously so. Boisterous school kids.</i>	10	6
INFORMATION AND CHANGE		16	8
Incorrect information	<i>New bus driver was not familiar with the route and turned at the wrong roundabout, missing some passengers.</i>	12	4
Poor ticketing system, e.g., can't use notes	<i>Can't pay on Card (bus card) not easy- not happy paying on the bus.</i>	3	2
Incorrect change	<i>Bus driver didn't let me in because I only had a \$20 bill, and he had no change.</i>	1	2

Anecdotally, there was also some indication that there continued to be security issues at bus stops situated in the Central Business Districts of both Tauranga and Rotorua. Although these did not relate specifically to *on board* security, these issues were 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 example³¹:

- *"Drunks in 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, it's too rough." - Rotorua Bus User*
- *"...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*

³⁰ What were these? Base: All those who have had a negative experience on the bus in the past 12 months.

³¹ Comments are from those who rated their security at stops as 6 or lower out of 10.

1.12.1 SUBGROUP VARIATION

No significant differences were observed across the different user groups.

Table 8.6: Negative experiences with the urban bus services by bus user group³²

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	549	96	317	260	68	256	389
Yes – I have had a negative experience (%)	36	38	28	39	36	25	38	36

No significant differences were observed across the different demographic groups.

Table 8.7: Negative experiences with the urban bus services by demographic grouping³³

Demographic Group	TOTAL URBAN	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	263	156	107	119	90	60	116	117	228
Yes – I have had a negative experience (%)	36	40	39	33	29	40	38	37	32	37

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

- Bus users who used the service daily were more likely to have experienced poor bus driving (13%).
- Bus users who were flatting were more likely to experience grumpy/rude bus drivers (33%) or over-crowding (14%).
- Bus users aged between 25 and 44 were more likely to mention the bus being late (26%), while younger bus users (under 24) were more likely to mention overcrowding (11%).

URBAN BUS SERVICES: TRAVELLING WITH DISABILITY AIDS

In 2014 a new set of questions were included relating to travelling with disability aids. These questions were asked for the first time in 2014, thus, there is no comparison to 2013. Sub-group analysis has been undertaken where possible; however, given the relatively low incidence of bus users who used disability aids this was not always possible. The sample size was also too small to analyze by region.

1.13 USE OF DISABILITY AIDS

Ninety four per cent of bus users did not use any disability aid when travelling outside the home. Of the 6% that did use a disability aid, half (3% of users) used a walking aid and half (3% of users) used an audio device.

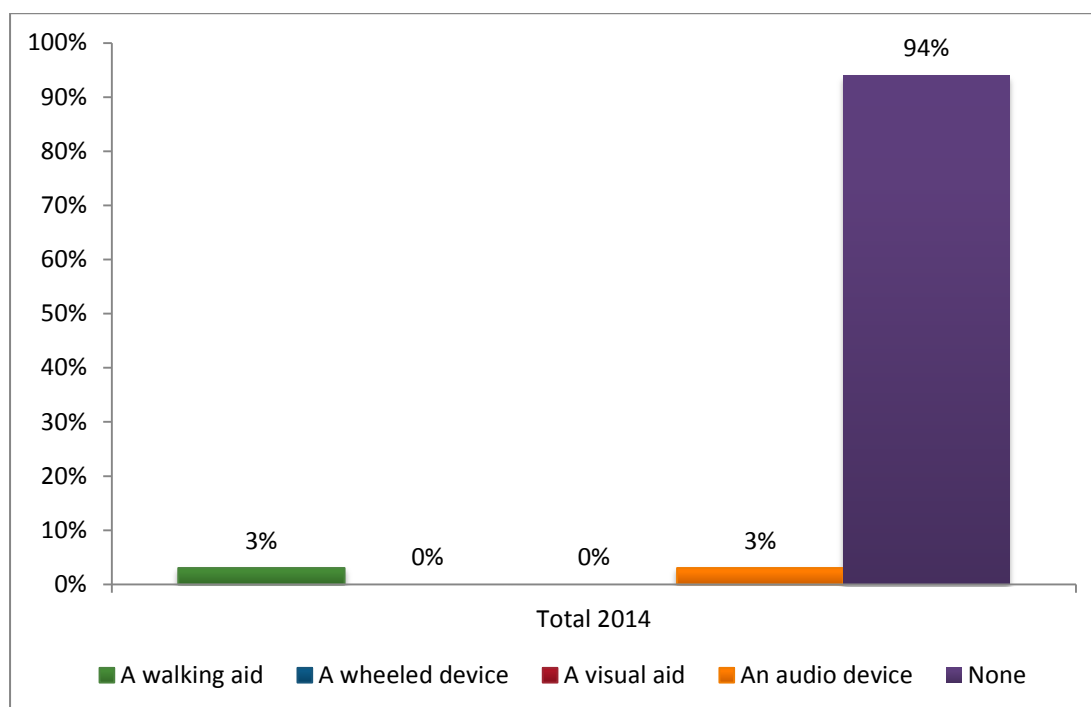


Figure 9.1: Normal use of disability aids when travelling outside of the home³⁴

³⁴ Q: Which if any of the following do you normally use when travelling outside of the home? Base All respondents 2014 n=645.

1.13.1 SUBGROUP VARIATION

Super Gold Card users were more likely (than the urban average) to use a walking aid (8%) or an audio device (8%). Weekly users were also more likely to use a walking aid (5%).

Table 9.1: Normal use of disability aids for travel by user group³⁵

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	549	96	317	260	68	256	389
A walking aid such as a stick, crutch, or frame	(%) 3	2	8	1	5	3	2	3
A wheeled device such as a wheelchair or scooter	(%) 0	0	1	0	1	0	0	1
A visual aid such as a white cane or guide dog	(%) 0	0	1	0	0	1	0	0
An audio device such as a hearing aid	(%) 3	2	8	3	2	4	2	3
None	(%) 94	96	81	97	91	91	95	93

Older bus users (65+) were more likely to use disability aids such as a walking aid (8%) or an audio device (8%). Single adult/couples were more likely to use an audio device (7%).

Table 9.2: Normal use of disability aids for travel by demographic grouping³⁶

Demographic Group	TOTAL URBAN	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	263	156	107	119	90	60	116	117	228
A walking aid such as a stick, crutch, or frame	(%) 3	0	1	6	8	1	0	3	2	4
A wheeled device such as a wheelchair or scooter	(%) 0	0	0	1	1	0	0	0	0	1
A visual aid such as a white cane or guide dog	(%) 0	0	0	0	1	0	0	1	0	0
An audio device such as a hearing aid	(%) 3	0	1	4	8	0	0	1	1	7
None	(%) 94	99	97	90	82	99	100	96	97	88

³⁵ Which if any of the following do you normally use when travelling outside of the home?

³⁶ Which if any of the following do you normally use when travelling outside of the home?

Of the 18 people who used walking aids when travelling, this was mostly a walking stick or crutch (n=14). The 3 users of wheeled devices used a manual wheelchair, a powered wheelchair and a mobility scooter. Of the 2 users of visual aids, one used a white cane, and the other a guide dog.

1.14 ISSUES WHEN USING THE BUS SERVICE WITH A DISABILITY AID

Of the 40 users who used a disability aid, 17% had encountered problems using this when travelling on, or getting to and from the bus.

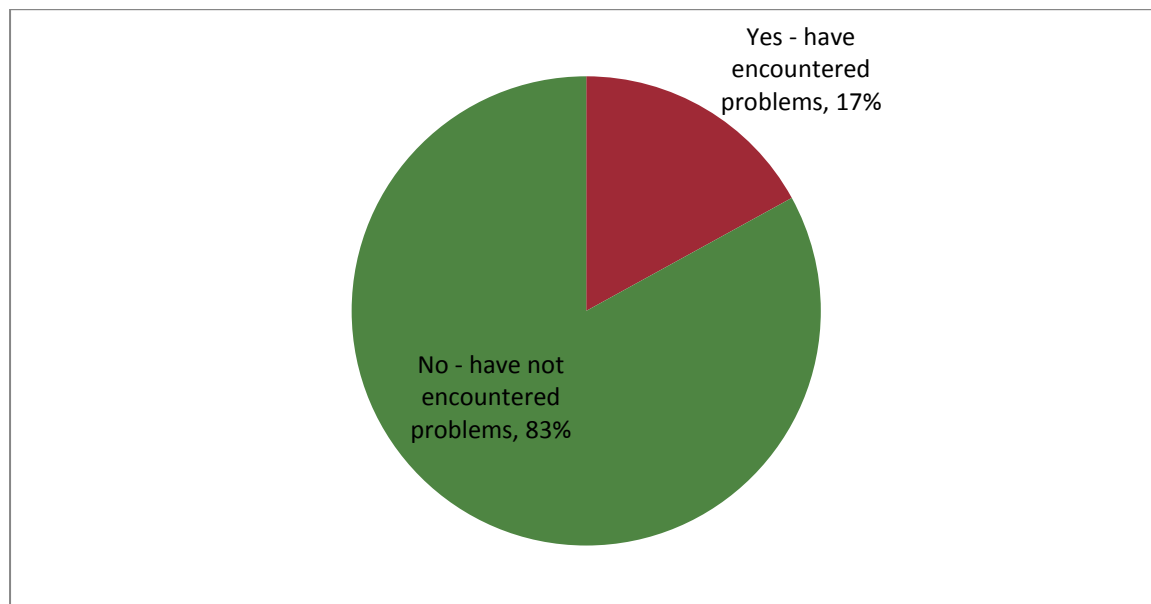


Figure 9.2: Ever encountered problems when travelling on the bus³⁷

Users who had experienced problems when travelling on or getting to and from the bus were asked to explain these and provide examples. These are listed below, and relate to a lack of understanding of other passengers, or the bus driver, for the needs of their disabilities:

- *"I have a heart condition and I had problems getting on/off the bus with the frame, assistance needed by driver is very helpful." – Rotorua Bus User*
- *"Young passenger was ignorant." – Rotorua Bus User*
- *"Bus driver went too fast and my wheelchair moved from one side to the other side of the bus. Bus driver was running late then moaned at me." - Rotorua Bus User*
- *"One bus driver in Fenton Street, won't stop there, and you have to walk the way back, and he argued back at me one time, not sure of name." – Rotorua Bus User*
- *"Small buses can be bad and slippery." – Rotorua Bus User*
- *"People usually sit on the wheelchair place." – Tauranga Bus User*
- *"Using crutches for hip replacement. Hard to get in and off the bus as there is a bit of a leap to the concrete and up to the bus so it's not convenient for me to use while on crutches really." – Tauranga Bus User*

³⁷ Have you ever encountered any problems using this when travelling on, or getting to and from the bus? Base All respondents who used a disability aid n=40

URBAN BUS SERVICES: TRAVELLING WITH YOUNG CHILDREN

In 2014 a new set of questions were included relating to travelling with young children and the issues they encountered when using pushchairs. These questions were asked for the first time in 2014, thus, there was no comparison to 2013.

1.15 FREQUENCY OF TRAVELLING WITH YOUNG CHILDREN

Twenty two per cent of the total urban users usually travelled with young children.

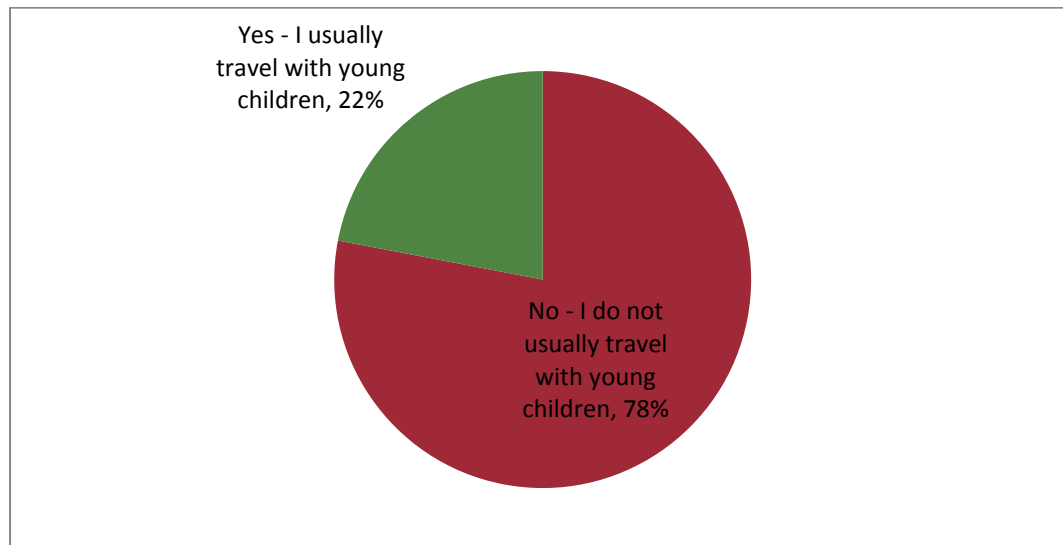


Figure 10.1: Usually travel with young children³⁸

1.15.1 SUBGROUP VARIATION

Fare paying users were more likely (than the urban average) to travel with young children (24%) while Super Gold Card users were not (6%).

Table 10.1: Usually travel with young children by user group³⁹

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	549	96	317	260	68	256	389
Yes – I usually travel with young children (%)	22	24	6	21	24	18	20	23

³⁸ Do you usually travel on the bus with young children? Base All respondents n=645

³⁹ Do you usually travel on the bus with young children?

Users aged between 25 and 44 were more likely (than the urban average) to travel with young children (40%) and demographic groupings aligned with the likelihood to travel with children, with those users more likely to be families with either pre-school (82%) or school-aged kids (44%).

Table 10.2: Usually travel with young children by demographic grouping⁴⁰

Demographic Group	TOTAL URBAN	Under 24	25 - 44	45 – 64	65+	Flatting	Family pre-school kids	Family school kids	Family adult kids	Single adult/couple
Sample Size	6451	263	156	107	119	90	60	116	117	228
Yes – I usually travel with young children (%)	22	18	40	19	8	8	82	44	14	5

Of those who travelled with young children, 42% of those usually used a pushchair when travelling.

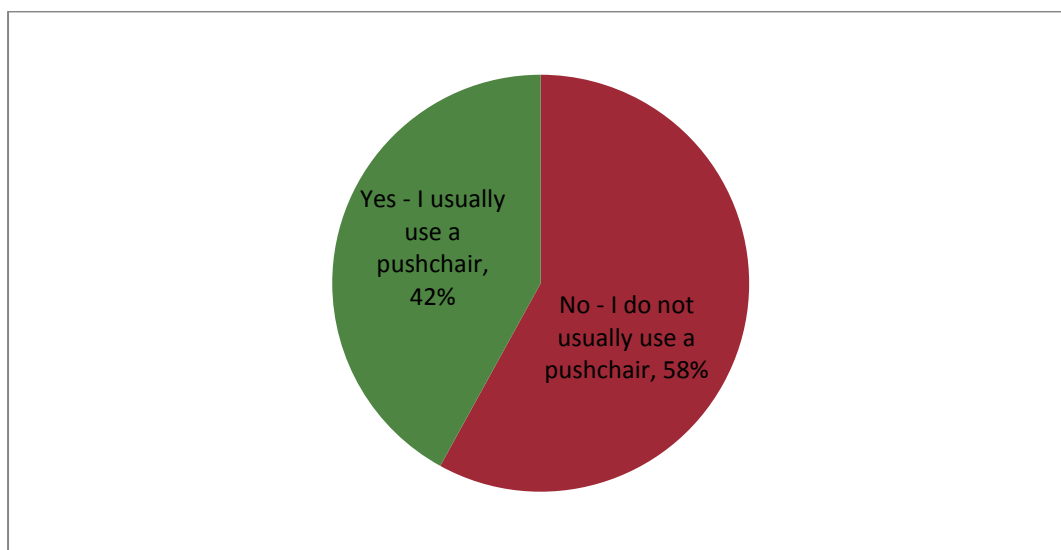


Figure 10.2: Usually use a pushchair for young children⁴¹

1.15.2 SUBGROUP VARIATION

There was no variation by user group with regards to using a pushchair with young children.

Table 10.3: Usually use a pushchair for young children by user group⁴²

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
Sample Size	140	134	6	66	62	12	52	88
Yes – I usually use a pushchair (%)	42	43	17	39	44	50	44	41

⁴⁰ Do you usually travel on the bus with young children?

⁴¹ Do you normally use a pushchair when travelling with these children? Base All respondents who travel with young children n=140

⁴² Do you normally use a pushchair when travelling with these children?

Users that were more likely (than the urban average) to use a pushchair when travelling were families with pre-school-aged kids (67%).

Table 10.4: Usually use a pushchair for young children by demographic grouping⁴³

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	140	47	63	20	10	7	49	51	16	11
Yes – I usually use a pushchair (%)	42	43	49	35	10	43	67	27	31	27

1.16 ISSUES WHEN USING THE BUS SERVICE WHEN USING A PUSHCHAIR

Forty four per cent of bus users who usually used a pushchair had encountered problems when travelling on or getting to and from the bus.

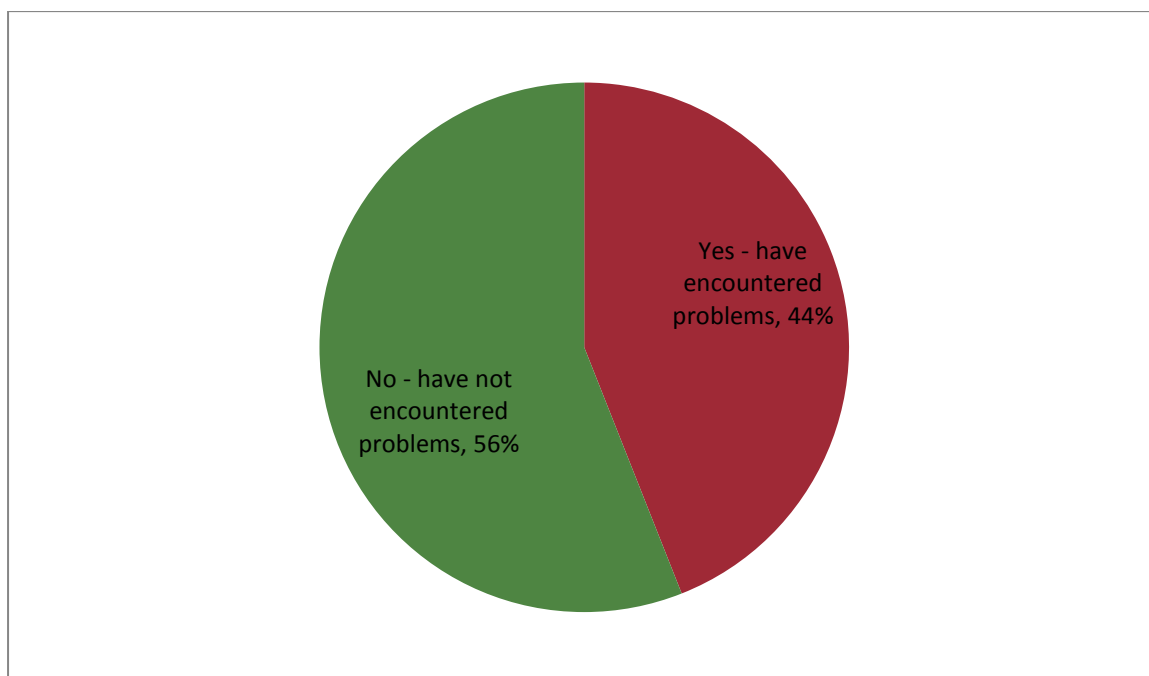


Figure 10.3: Ever encountered problems when using a pushchair on the bus⁴⁴

⁴³ Do you normally use a pushchair when travelling with these children?

⁴⁴ Have you ever encountered any problems using a pushchair when travelling on, or getting to and from the bus? Base All respondents who usually use a pushchair when they travel with young children n=27.

Most problems encountered by bus users who used pushchairs on the bus related to there not being enough room on the bus, or trouble getting on and off the bus itself.

Table 10.5: Problems while using pushchairs on the bus⁴⁵

THEME	ILLUSTRATIVE QUOTE 2014	TOTAL URBAN 2014
<i>Sample Size</i>		<i>n=26</i>
Not enough room	<i>Not always enough room for pushchairs on the bus</i>	46%
Trouble getting on and off the bus	<i>Just getting on and off the bus if you are by yourself</i>	46%
People sitting in allocated seats for pushchairs	<i>Mainly people who have been asked to move, one time the bus driver had to do it as the person would not move</i>	4%
Other	<i>Almost tipping out when turning corners on the bus</i>	4%

⁴⁵ What were these? Base: All those who have had a negative experience on the bus in the past 12 months.

URBAN BUS SERVICES: 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.

1.17 LIKELIHOOD TO RECOMMEND USING THE URBAN BUS SERVICES

Positively, this year saw a significant increase in those who would be likely to recommend using the urban bus service with 82% of users stating this. This was driven by a decrease in both neutral (12%) and unlikely (2%) ratings, as well as a lower proportion of don't know responses.

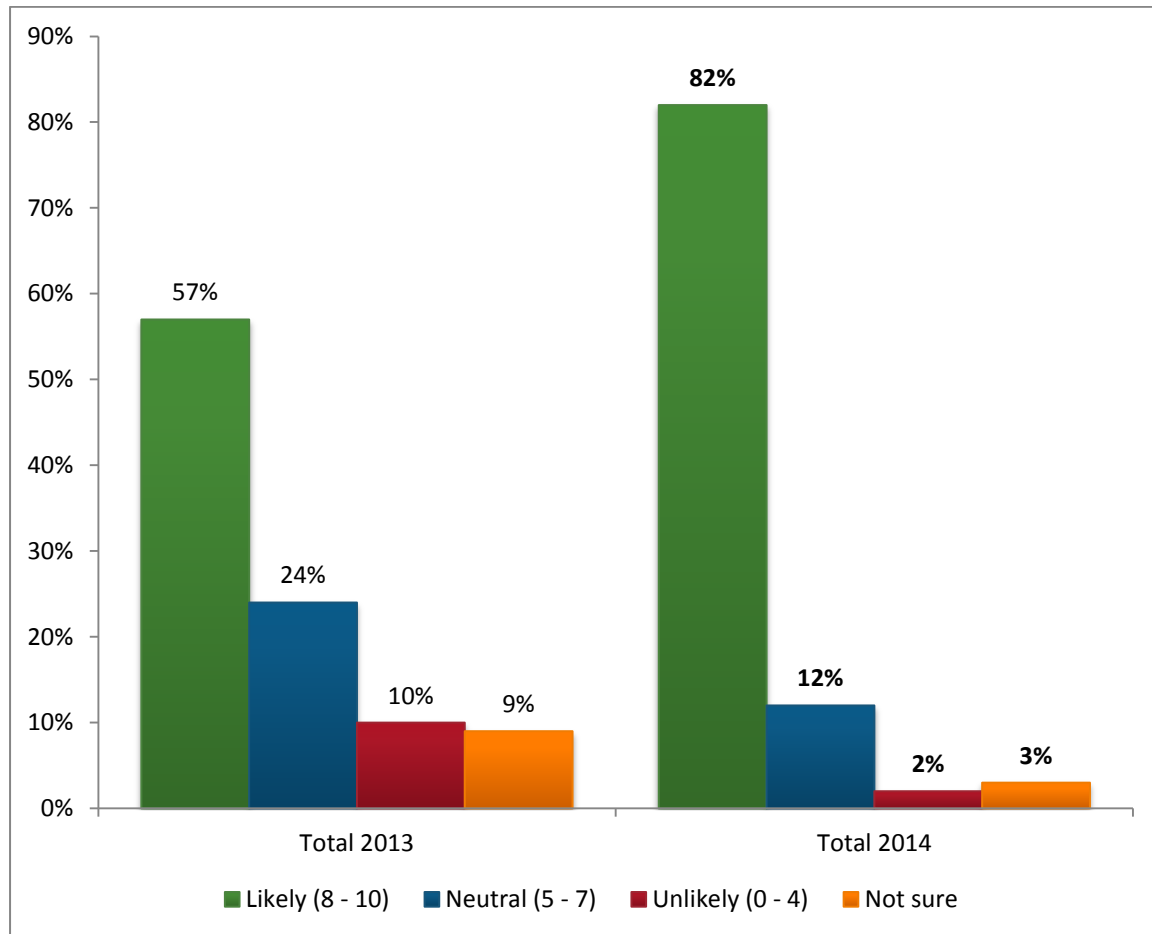


Figure 11.1: Likelihood to recommend using the urban bus services⁴⁶

⁴⁶ 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 2013 n=645, 2014 n=645.

1.17.1 SUBGROUP VARIATION

Super Gold Card users were more likely to recommend using the urban bus service (93%) with fare paying users less likely to do so (81%).

Table 11.1: Likelihood to recommend using the urban bus services by user group⁴⁷

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	549	96	317	260	68	256	389
Likelihood to recommend (%)	82	81	93	82	85	75	83	82

Younger bus users (under 24) were less likely to recommend using the urban bus service (77%).

Table 11.2: Likelihood to recommend using the urban bus services by demographic grouping⁴⁸

Demographic Group	TOTAL URBAN	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	263	156	107	119	90	60	116	117	228
Likelihood to recommend (%)	82	77	86	85	88	78	80	84	86	84

⁴⁷ 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?

⁴⁸ 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?

1.18 OVERALL SATISFACTION WITH THE URBAN BUS SERVICES

Corresponding to increased levels of likelihood to recommend, overall satisfaction levels have also increased for 2014 with 77% of bus users satisfied overall with the urban bus services. Again, this was driven by a reduction in both neutral (18%) and dissatisfied (2%) ratings.

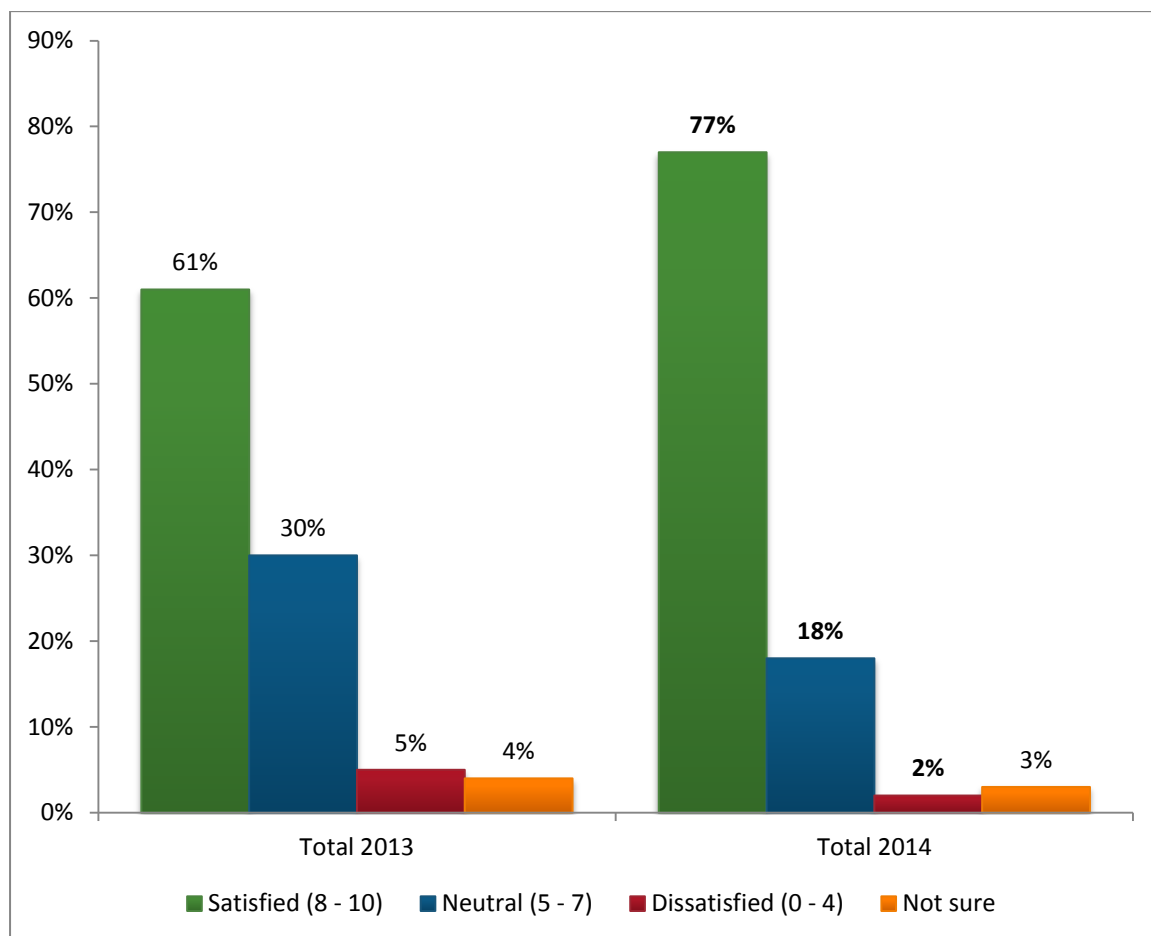


Figure 11.2: Overall satisfaction with the urban bus services⁴⁹

⁴⁹ Using the same 0 to 10 scale, what is your satisfaction with public transport in the region overall? Base: All respondents 2013 n=645, 2014 n=645.

1.18.1 SUBGROUP VARIATION

Super Gold Card users were more likely to be satisfied overall (91%) with fare paying users less likely to be satisfied (74%).

Table 11.3: Overall satisfaction with the urban bus services by user group⁵⁰

Bus User Group	TOTAL URBAN	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	549	96	317	260	68	256	389
Total satisfaction with PT (%)	77	74	91	74	80	74	74	78

Older bus users (65+) were more likely (than the urban average) to be satisfied overall (88%) whereas younger bus users (under 25) were less likely to be satisfied (70%).

Table 11.4: Overall satisfaction with the urban bus services by demographic grouping⁵¹

Demographic Group	TOTAL URBAN	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	263	156	107	119	90	60	116	117	228
Total satisfaction with PT (%)	77	70	78	78	88	74	68	77	75	82

⁵⁰ Using the same 0 to 10 scale, what is your satisfaction with public transport in the region overall?

⁵¹ Using the same 0 to 10 scale, what is your satisfaction with public transport in the region overall?

1.19 POTENTIAL IMPROVEMENTS TO THE URBAN BUS SERVICES

Of the urban bus users who suggested improvements to the urban bus services, most (43%) of those suggestions related to scheduling, such as more buses/greater frequency (33%), sticking to the timetable (7%), and a change in bus route (3%). Sixteen per cent suggested improvements to the bus itself, 10% bus stop improvements, 7% ticketing improvements, and 6% mentioned improvements needed for the bus driver. Improvements can be seen on 2013 results across the board.

Table 11.5: Improvements to the urban bus services⁵²

THEME	ILLUSTRATIVE QUOTE 2014	TOTAL URBAN 2013 %	TOTAL URBAN 2014 %
<i>Sample Size</i>		485	566
SCHEDULING IMPROVEMENTS		51	43
More buses/greater frequency of services	<i>More buses from Welcome Bay to Bayfair More buses available all the time More buses in the morning</i>	39	33
Stick to schedule /timetable/ improve punctuality	<i>Being on time. Timetables don't match the times that they show up.</i>	10	7
Change the bus routes	<i>Change route to include people on other streets, sometimes maybe a street over from our normal stop.</i>	2	3
VEHICLE IMPROVEMENTS		41	16
More seats/bigger buses	<i>Get bigger buses, small green ones are no good.</i>	17	7
Additions to the bus (Wi-Fi, music)	<i>Music might be nice to lighten people's moods, especially after a hard days work.</i>	8	2
Improve buses for prams/wheel chairs/shopping trolleys	<i>Better facilities for people with prams. Can't fit the prams on the bus- not enough room.</i>	7	4
Improve air conditioning/heating	<i>Too stuffy inside the buses. Especially in Summer.</i>	5	2
Improve bus interior	<i>Buses could be tidier.</i>	4	1

Table 11.5: continued over page.

⁵² 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 11.5: Improvements to the urban bus services continued⁵³

THEME	ILLUSTRATIVE QUOTE 2014	TOTAL URBAN 2013 %	TOTAL URBAN 2014 %
<i>Sample Size</i>		485	566
DRIVER IMPROVEMENTS		14	6
Improve driver attitude	<i>Some bus drivers' attitudes can be very gruff and rude.</i>	11	5
Improve bus driving	<i>Safer drivers. Slow down.</i>	3	1
BUS STOP IMPROVEMENTS		13	10
Covered bus shelters	<i>More seats at bus stops, more covered stops.</i>	7	6
Display of timetable information	<i>There aren't any timetables at other bus stops except in the City.</i>	6	4
Lighting of bus stops	<i>Make sure there is adequate lighting at the bus stops.</i>		2
TICKETING IMPROVEMENTS		12	7
Change ticketing service	<i>Be able to check the balance and top up online.</i>	7	2
Add EFTPOS to the bus services	<i>Easier ways to pay like EFTPOS. It would save the bus drivers carrying around cash, and if you have big notes and no coins you can still get on the bus.</i>	2	4
Change Super Gold Card hours/wider acceptance of student ID	<i>Free fares for Polytech students, loyalty card like the Polytech gives to the student for free rides.</i>	3	1

⁵³ What is the one thing you could suggest to improve the region's public transport services? Base: All those who made suggestions for improvements.

1.19.1 SUBGROUP VARIATION

The top five improvements across bus user groups are listed below.

Super Gold card users were more likely to mention covered bus shelters (11%) as an improvement to the urban bus services, while fare paying users were less likely to state this (5%). Daily users were more likely to mention sticking to schedule (10%), as were peak users (10%).

Table 11.6: Improvements to urban bus services by usage group⁵⁴

	Total	Fare paying	Super Gold Card users	Daily user	Weekly user	Less frequent user	Peak	Off peak
<i>Sample Size</i>	645	405	46	232	213	40	131	354
More buses/greater frequency of services	33	34	28	37	31	23	31	35
Stick to schedule /timetable/ improve punctuality	7	8	3	10	5	5	10	5
More seats/bigger buses	7	7	3	7	6	7	5	8
Covered bus shelters	6	5	11	5	8	0	5	6
Improve driver attitude	5	5	1	4	6	5	5	5

Bus users aged under 24 were more likely to mention sticking to the schedule/ timetable (11%) and improving driver attitude (7%) as improvements to the transport services, but were less likely to mention covered bus shelters (2%). Older bus users (65+) were more likely to mention covered bus shelters (13%)

Table 11.7: Improvements to urban bus services by demographic group a⁵⁵

	Total	Under 24	25 - 44 years	45 - 64 years	65+ years
<i>Sample Size</i>	645	197	162	70	42
More buses/greater frequency of services	33	35	35	36	36
Stick to schedule /timetable/ improve punctuality	7	11	4	7	3
More seats/bigger buses	7	9	7	4	2
Covered bus shelters	6	2	4	9	13
Improve driver attitude	5	7	5	3	1

⁵⁴ What is the one thing you could suggest to improve the region's public transport services?

⁵⁵ What is the one thing you could suggest to improve the region's public transport services?

Bus users who were in a flatting situation were more likely to mention more buses/ greater frequency of service as improvements to the bus service (46%). Bus users who were a single/ couple were less likely to mention driver attitude (2%).

Table 13.8: Improvements to urban bus services by demographic group b⁵⁶

	Total	Flatting	Family pre-school kids	Family school-aged kids	Family adult kids	Single/couple
<i>Sample Size</i>	645	73	59	95	71	140
More buses/greater frequency of services	33	46	27	32	30	34
Stick to schedule /timetable/ improve punctuality	7	9	3	8	7	9
More seats/bigger buses	7	7	12	7	8	3
Covered bus shelters	6	1	7	4	7	8
Improve driver attitude	5	6	5	7	4	2

⁵⁶ What is the one thing you could suggest to improve the region's public transport services?

ROTORUA URBAN BUS SERVICES: 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*.

1.20 REASON FOR USE

The primary reason for use for Rotorua bus users in 2014 revolved around activities with set times, such as work (22%) or attending a course/university (21%). This was followed by use of the bus for leisure activities (16%) and shopping (18%).

Please note that errands were not included in the survey. These responses differed from shopping in that they related to multiple tasks being undertaken, e.g., coffee with friends and pick up prescription. These responses were captured under 'other, specify' and were post coded.

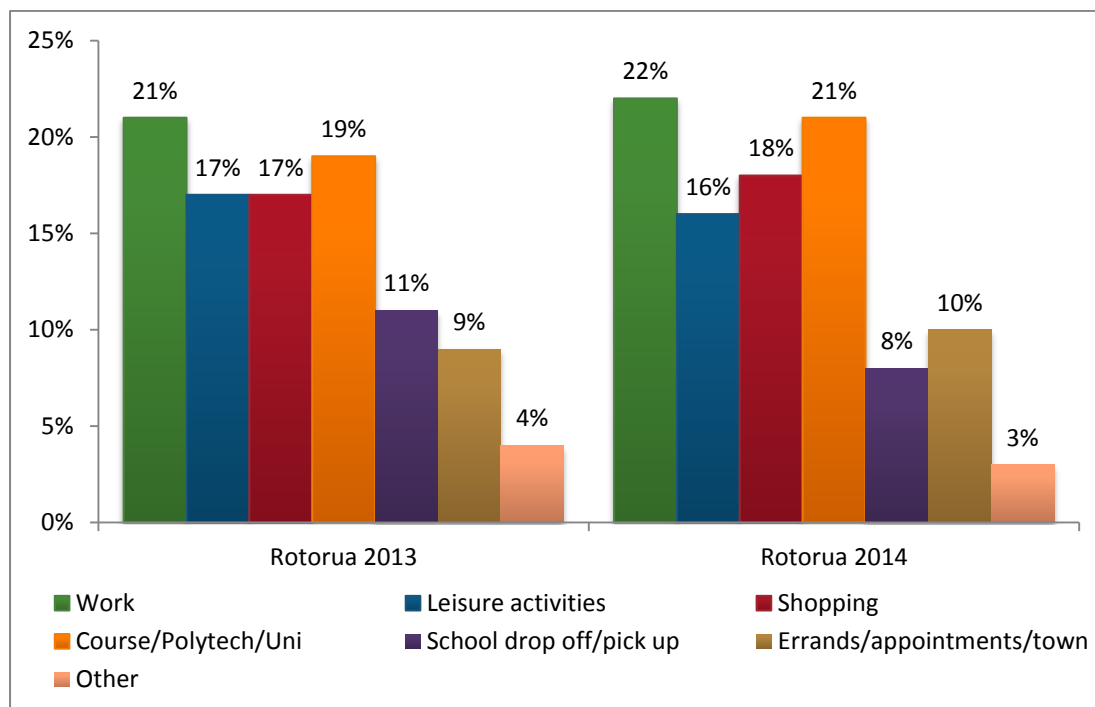


Figure 12.1: Main reason for travel⁵⁷

⁵⁷ What is the primary reason you are using the bus today? Base: All respondents Rotorua 2013 n=215, Rotorua 2014 n=215.

1.21 FREQUENCY OF BUS USE

Of Rotorua bus users, the majority (60%) of users used the bus on a daily basis. Seventeen per cent used the bus three/four times a week, 14% once/twice a week, and 7% monthly or less. These results are consistent with the results from last year, with a slight shift towards more frequent use.

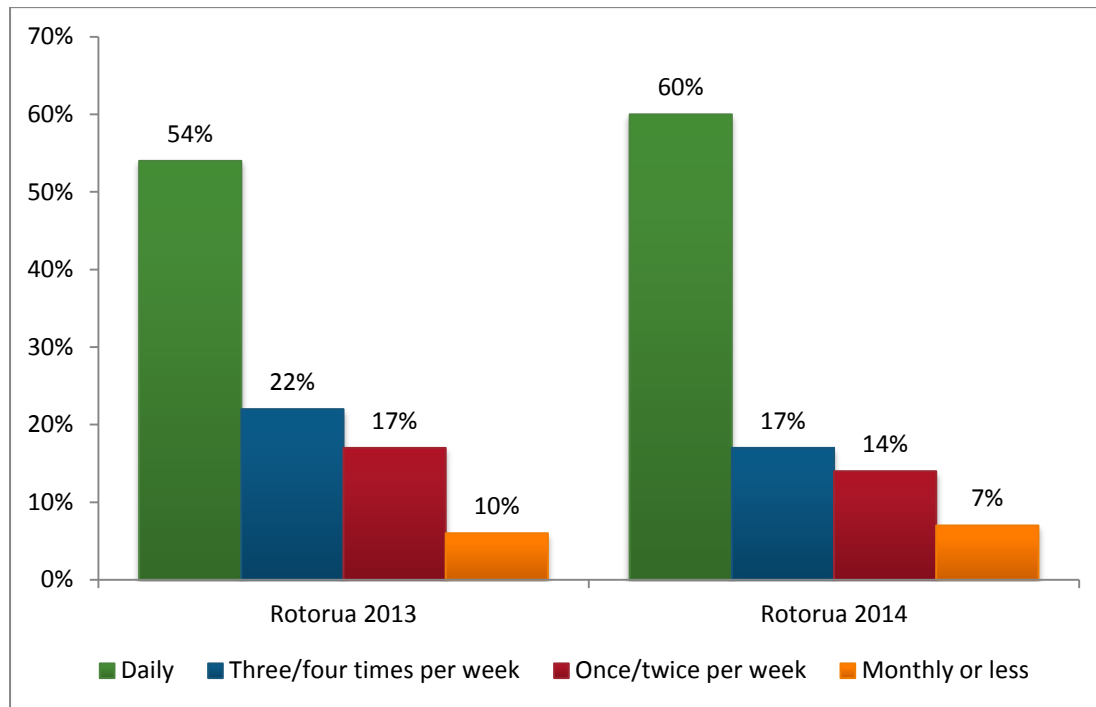


Figure 12.2: Frequency of bus use⁵⁸

⁵⁸ How often do you use the bus service? Base: All respondents Rotorua 2013 n=215, Rotorua 2014 n=215.

1.22 TIME THE BUS IS CAUGHT

1.22.1 SPECIFIC TIME GIVEN

Rotorua bus users showed an even pattern of bus use across timings before 9am (34%), between 9:01am and 2:59pm (36%), and between 3pm and 6pm (30%). This pattern followed a similar pattern seen in 2013. Only a small proportion (1%) of Rotorua bus users used the bus after 6pm.

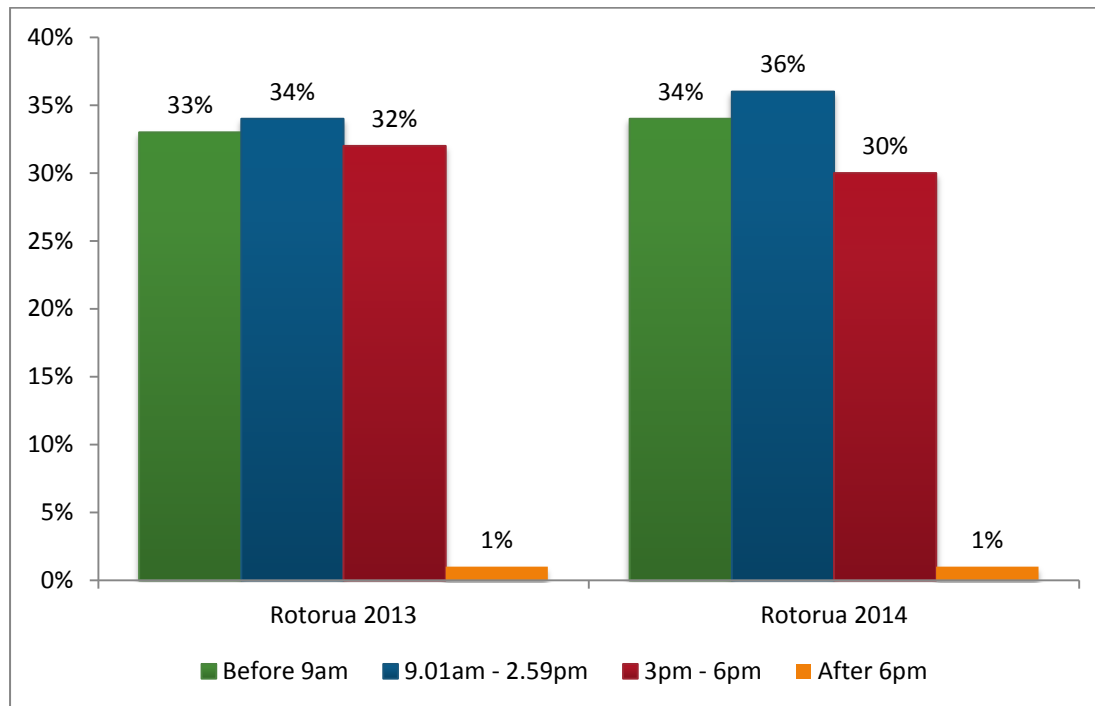


Figure 12.3: Timing of bus use⁵⁹

⁵⁹ What times of day do you catch the bus? Base: All respondents who provided a specific time Rotorua 2013 n=116, Rotorua 2014 n= 194.

1.22.2 NON-SPECIFIC TIME GIVEN

For 2014, there were fewer bus users who did not provide a specific time. Of the bus users who did not provide a specific time, the highest proportion of these (41%) stated that the timing of bus use varies. This was followed by 29% who stated that their travel was in the afternoon, 16% who travelled in the morning, and 8% who travelled in the evening.

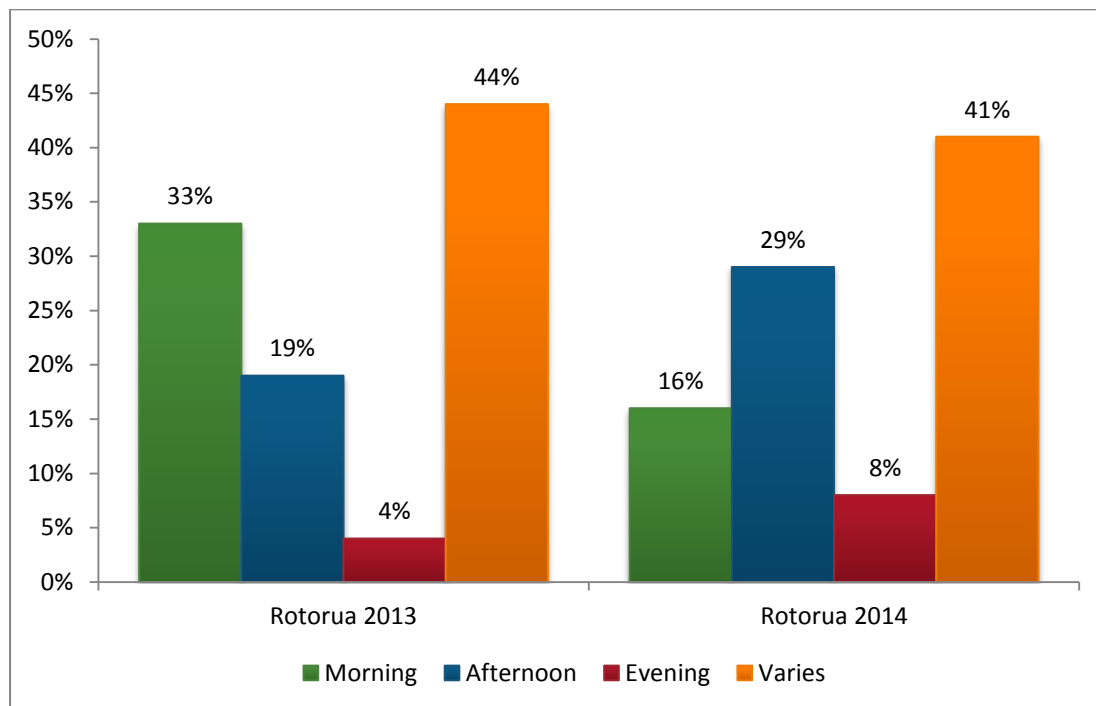


Figure 12.4: Timing of bus use⁶⁰

⁶⁰ What times of day do you catch the bus? Base: All respondents who did not provided a specific time Rotorua 2013 n=102, Rotorua 2014 n=21.

ROTORUA URBAN BUS SERVICES: USER TRIP (DURING MAY/JUNE 2014)

Rotorua bus users were asked to rate their satisfaction with different features *of their current bus trip* (during May 2014) 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).

1.23 TRIP FEATURES

Personal security (94%) scored the most highly among Rotorua bus users, an increase from 2013 results. Measures which have increased since 2013 included overall quality and comfort (83%), driver attitude (83%), ease of bus access (80%), inside temperature of the bus (80%), and seat availability (54%). Ticketing system and options also rated highly, consistent with 2013 results. Lower scoring measures included the frequency of weekday service (67%) and frequency of weekend service (33%) with these results driven by a larger proportion of not applicable responses.

Chart overleaf.

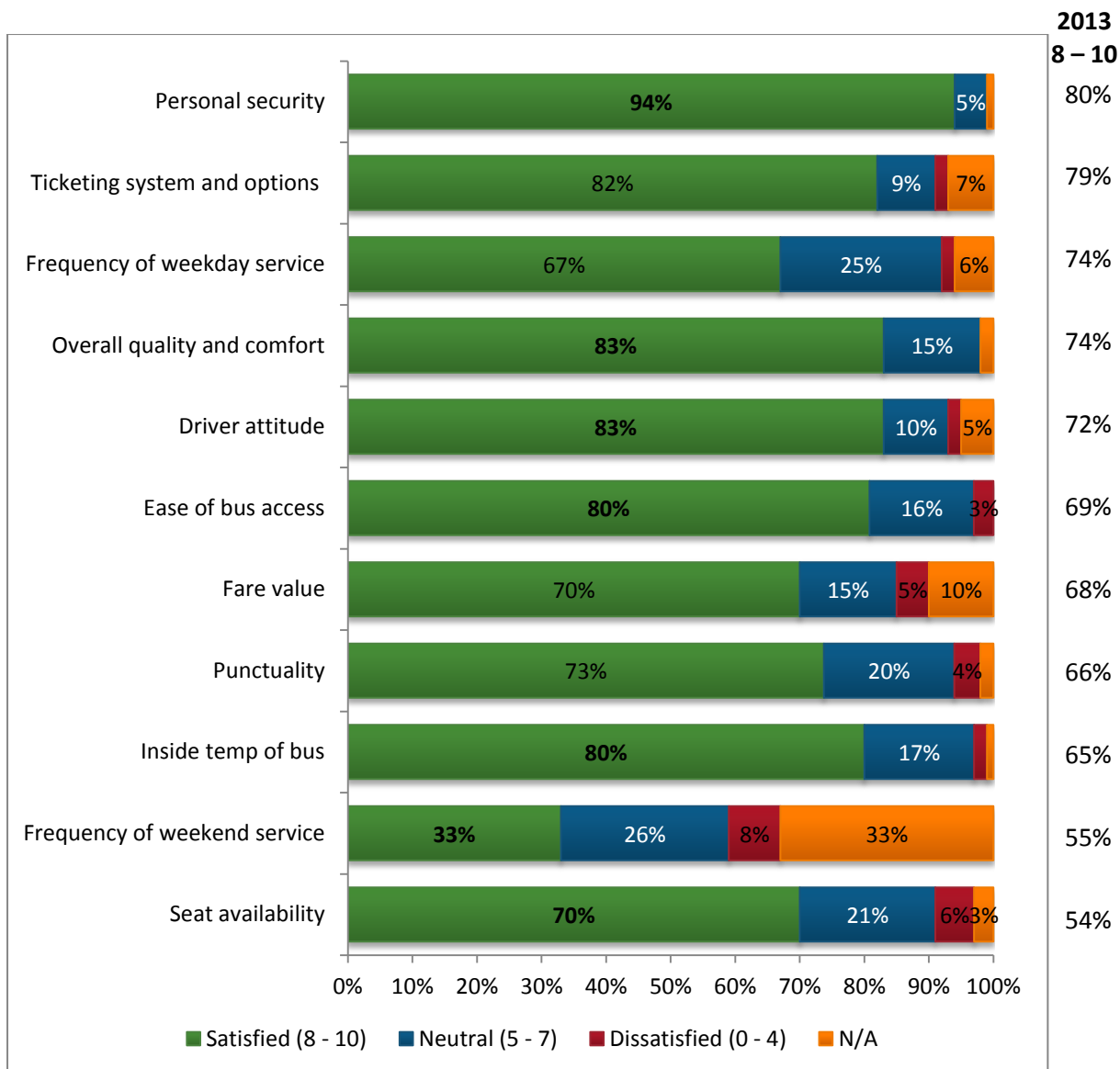


Figure 13.1: Service features on the bus trip (during May/June 2014) ROTORUA⁶¹

⁶¹ 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 2013 n=215, Rotorua respondents 2014 n=215.

1.24 OVERALL SATISFACTION WITH THE BUS TRIP

Positively, satisfaction levels amongst Rotorua bus users has increased from 2013, with 87% of these bus users satisfied with the bus trip overall. This was driven by a decrease in both neutral (9%) and dissatisfied (1%) ratings.

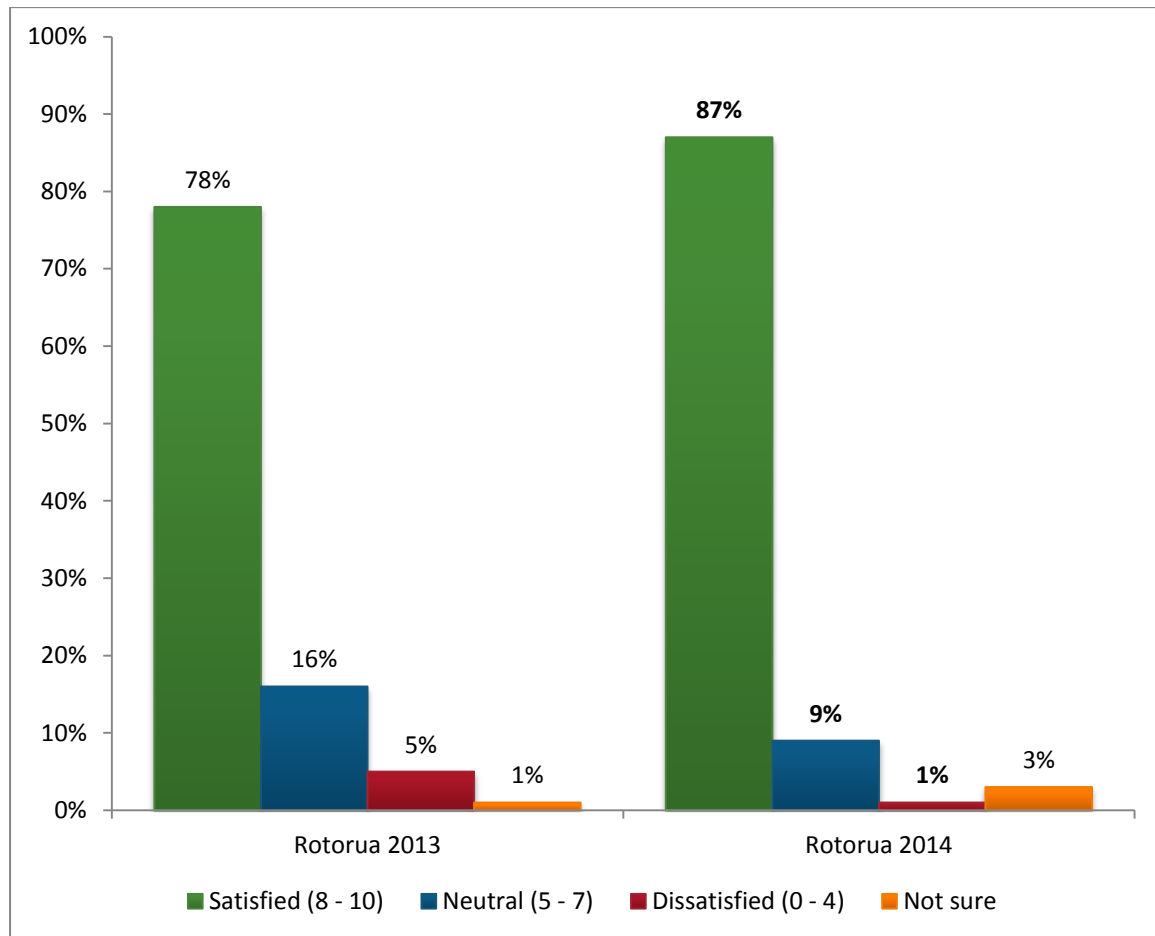


Figure 13.2: Overall satisfaction with bus trip⁶²

⁶² Using the same 0 to 10 scale what is your overall satisfaction with this bus trip? Base: All respondents Rotorua 2013 n=215, Rotorua 2014 n=215.

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

Rotorua 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).

Personal security on the bus continued to be the highest rated attribute by Rotorua bus users, with 80% of these users satisfied with this. This was followed by reliability of services (77%) which has increased in satisfaction rating from 2013. Travel time (72%), how convenient it is to pay (70%), and ease of getting information about services (67%) also rated highly, while personal security at stops (58%) rated comparably lower to these measures. Twenty seven per cent of Rotorua bus users were satisfied with the information about delays/ disruptions; however, this is driven by a large proportion of not applicable responses.

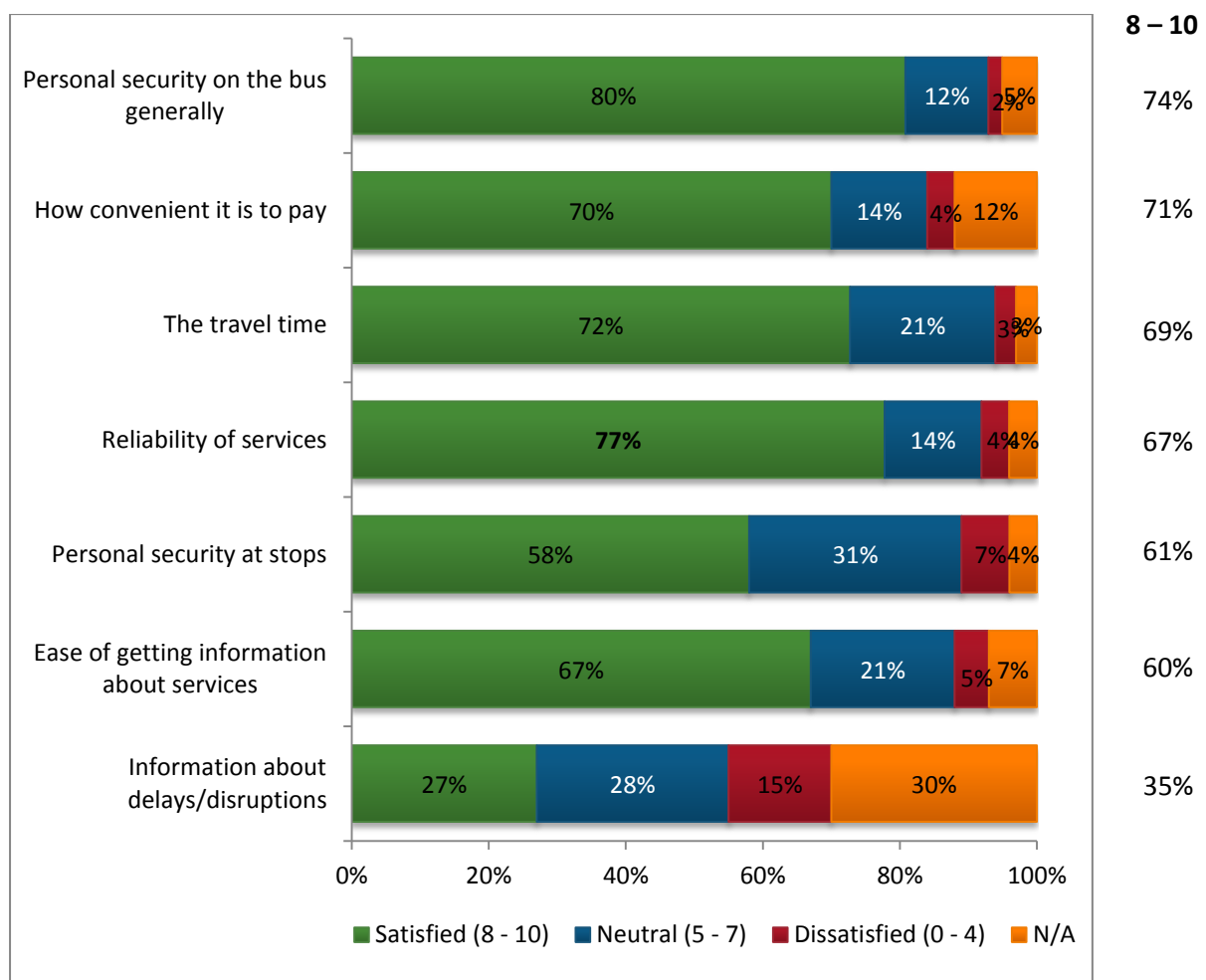


Figure 14.1: Satisfaction with service features for the urban bus services ROTORUA⁶³

⁶³ 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 2013 n=215, Rotorua respondents 2014 n=215.

1.25 NEGATIVE BUS EXPERIENCES

Consistent with last year, 38% of Rotorua bus users have had a negative experience on the bus.

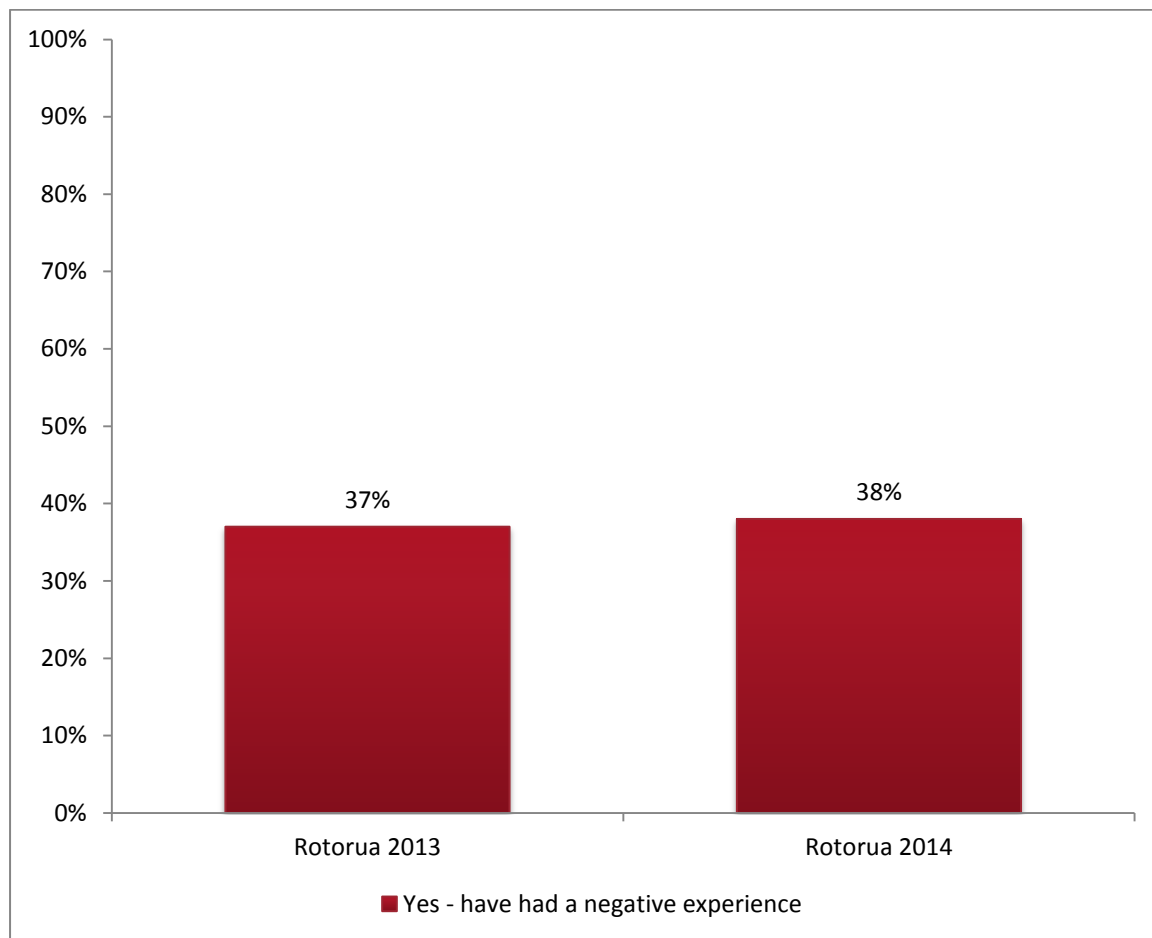


Figure 14.2: Negative experiences with the urban bus services⁶⁴

⁶⁴ Have you had any negative experiences with the bus service in the past 12 months? Base: All respondents Rotorua 2013 n=215, Rotorua 2014 n=215.

1.26 SUMMARY OF NEGATIVE EXPERIENCES

Rotorua bus users negative experiences pertain mostly to the bus driver, with 45% of Rotorua bus users mentioning grumpy rude drivers (14%), Bus driver doesn't stop (15%), poor bus driving (12%) and bus drivers not paying attention (4%). However, this is significantly lower than last years' results, showing an improvement in the service received on board. This year, an increase on bus users mentioning over crowding is noted, with 12% mentioning this, compared to 6% last year.

Table 14.1: Negative experiences in the past 12 months⁶⁵

THEME	ILLUSTRATIVE QUOTE 2014	ROT 2013 %	ROT 2014 %
<i>Sample Size</i>		78	81
BUS DRIVER		84	45
Grumpy/rude drivers	<i>One bus driver wouldn't let a gold card holder on because the bus was full, I made space for the elderly person but driver still wouldn't let them on.</i>	41	14
Bus driver doesn't stop for me	<i>Bus driver left us behind today around 08.30.</i>	27	15
Poor bus driving	<i>Driver fell asleep whilst driving.</i>	13	12
Bus driver missed my stop/wasn't paying attention to my stop	<i>The bus had left me standing at the bus stop and not picked me up.</i>	3	4
TIMING/SCHEDULES		46	17
Bus is too late	<i>Sometimes being late and I am late for work.</i>	17	16
Long wait time between buses	<i>Meant to leave every 15 minutes but goes every half an hour.</i>	16	0
Bus is too early	<i>Bus drivers leaving early at stops.</i>	13	1
OTHER PASSENGERS		27	12
Poor behavior of other passengers	<i>Kids were crying as parents not looking after their kids.</i>	14	10
Teenagers being loud/rude aggressive	<i>Passengers bickering loudly.</i>	6	0
Feel unsafe/dangerous	<i>Rude groups of people being intimidating.</i>	7	2
EASE OF USING THE BUS		11	21
Difficult for people with prams/disabilities	<i>Seating for babies/children/elderly and space for buggies.</i>	5	9
Over crowding	<i>Over crowding on the bus mainly #2.</i>	6	12
INFORMATION AND CHANGE		7	9
Incorrect information	<i>Yesterday the driver went the wrong way so all the route changed.</i>	7	7
Poor ticketing system, e.g., can't use notes	<i>Day passes using cash, BusIT card is different. A bus driver was trying to say that I was trying to get free rides when I wasn't.</i>	0	1
Incorrect change	<i>I was working and only had a \$20 and wouldn't let me on the bus as had no change so couldn't get home.</i>	0	1

⁶⁵ What were these? Base: All those who have had a negative experience on the bus in the past 12 months

ROTORUA URBAN BUS SERVICES: TRAVELLING WITH YOUNG CHILDREN

In 2014 a new set of questions were included relating to travelling with young children and the issues they encountered when using pushchairs. These questions were asked for the first time in 2014, thus, there was no comparison to 2013.

1.27 FREQUENCY OF TRAVELLING WITH YOUNG CHILDREN

Thirty per cent of Rotorua bus users usually travelled with young children.

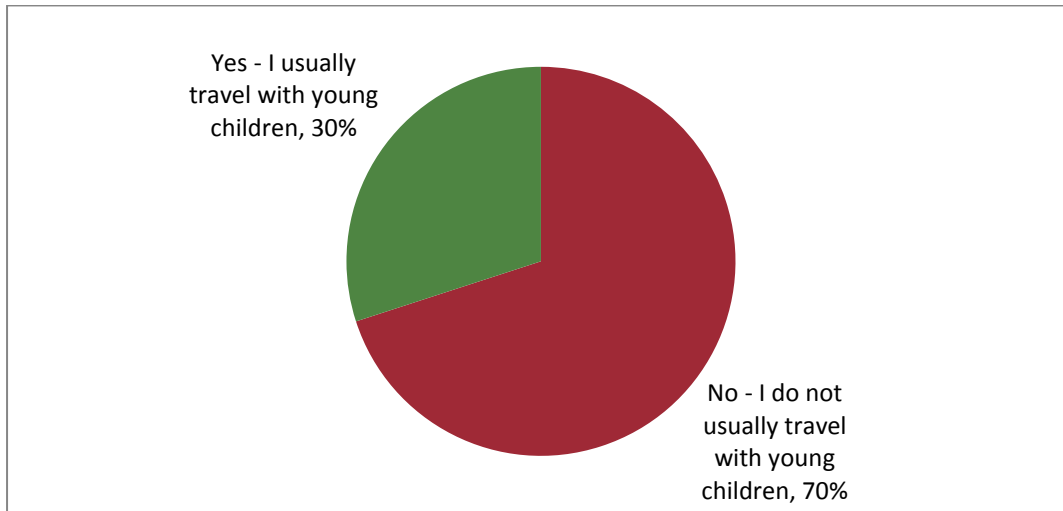


Figure 15.1: Usually travel with young children⁶⁶

Of the Rotorua bus users who usually travelled with young children, 43% used a pushchair when travelling.

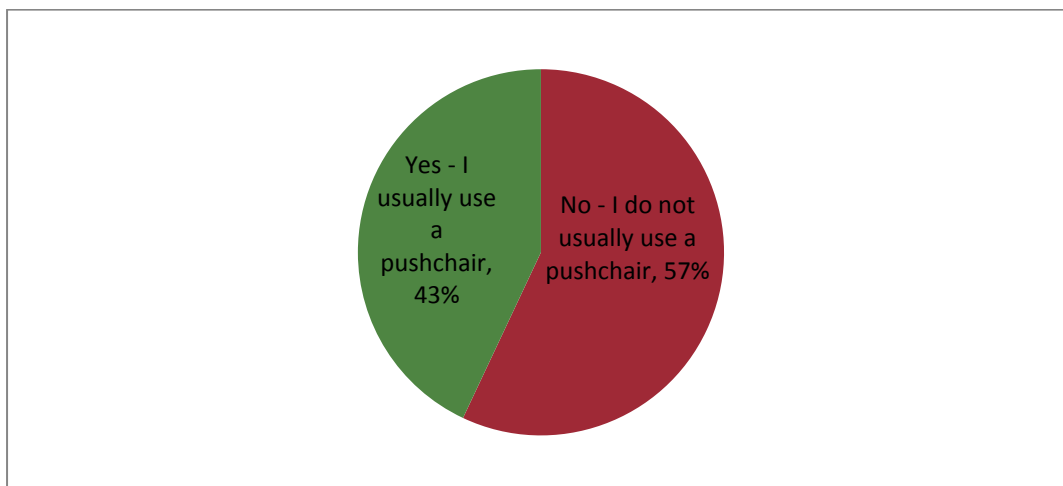


Figure 15.2: Usually use a pushchair for young children⁶⁷

⁶⁶ Do you usually travel on the bus with young children? Base All respondents in Rotorua n=215.

⁶⁷ Do you normally use a pushchair when travelling with these children? Base All respondents who travel with young children in Rotorua n=67

1.28 ISSUES WHEN USING THE BUS SERVICE WHEN USING A PUSHCHAIR

Just over half (54%) of the Rotorua bus users who used a pushchair when travelling on the bus have encountered problems when using a pushchair on the bus. These are listed below.

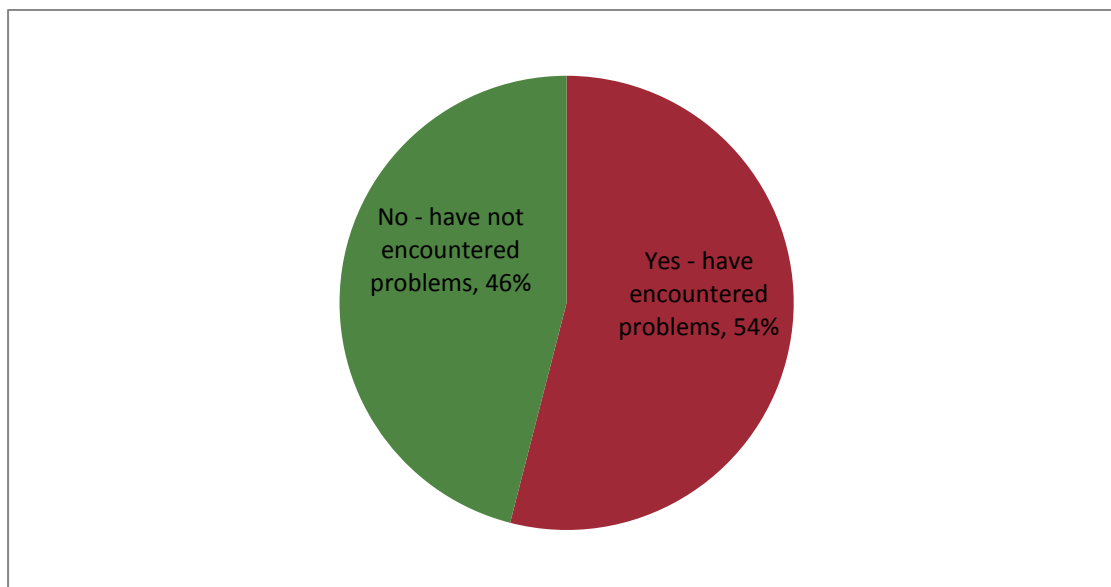


Figure 15.3: Ever encountered problems when using a pushchair on the bus⁶⁸

Of those bus users who had encountered problems when using a pushchair, most of the issues they faced related to difficulty accessing the bus and lack of room to manoeuvre the pushchair. Verbatim comments are listed below.

- *“Couldn’t fit as 2 other prams were on.”*
- *“We normally end up in the aisle or having to wait for another bus, as there’s no room.”*
- *“Had to fold it down as no room.”*
- *“Aisles/doors I struggle with going down the lane way, it is hard moving our pram, limited space.”*
- *“Hard to travel on smaller buses with pram going up the stairs, I have to lift the pram.”*
- *“Just getting on and off the bus with a pram is hard, if you are by yourself.”*
- *“It’s difficult, need wider doors.”*
- *“Almost tipping out when turning corners on the bus.”*
- *“Sometimes harder getting on the smaller buses.”*
- *“When buses are full there’s hardly any room for them, hard for mothers to sit anywhere so you have to stand up with the push chair.”*
- *“On small buses I struggle to get in and out the door.”*
- *“Quite often we have to disable the pram and hold the kids on bus (babies) and it’s not safe. Only 1 pram can fit on bus so other prams have to wait. When it’s cold can’t take babies on bus or out of the pram.”*
- *“Others with pushchairs makes the bus overcrowded.”*
- *“Bit crowded and had to fold down buggy.”*
- *“Can be difficult getting on small buses with small aisles - the wheelchair accessible buses are great to get on and off.”*
- *“People do get up and let us sit at the front.”*

⁶⁸ Have you ever encountered any problems using a pushchair when travelling on, or getting to and from the bus? Base All respondents who usually use a pushchair when they travel with young children in Rotorua n=30.

ROTORUA URBAN BUS SERVICES: SUMMARY MEASURES AND IMPROVEMENTS

Rotorua 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.

1.29 LIKELIHOOD TO RECOMMEND USING THE URBAN BUS SERVICES

Seventy nine per cent of Rotorua bus users in 2014 were likely to recommend using the urban bus service to friends or colleagues. This was an increase from 2013 results, driven by a decrease in neutral (13%) and dissatisfied (2%) ratings.

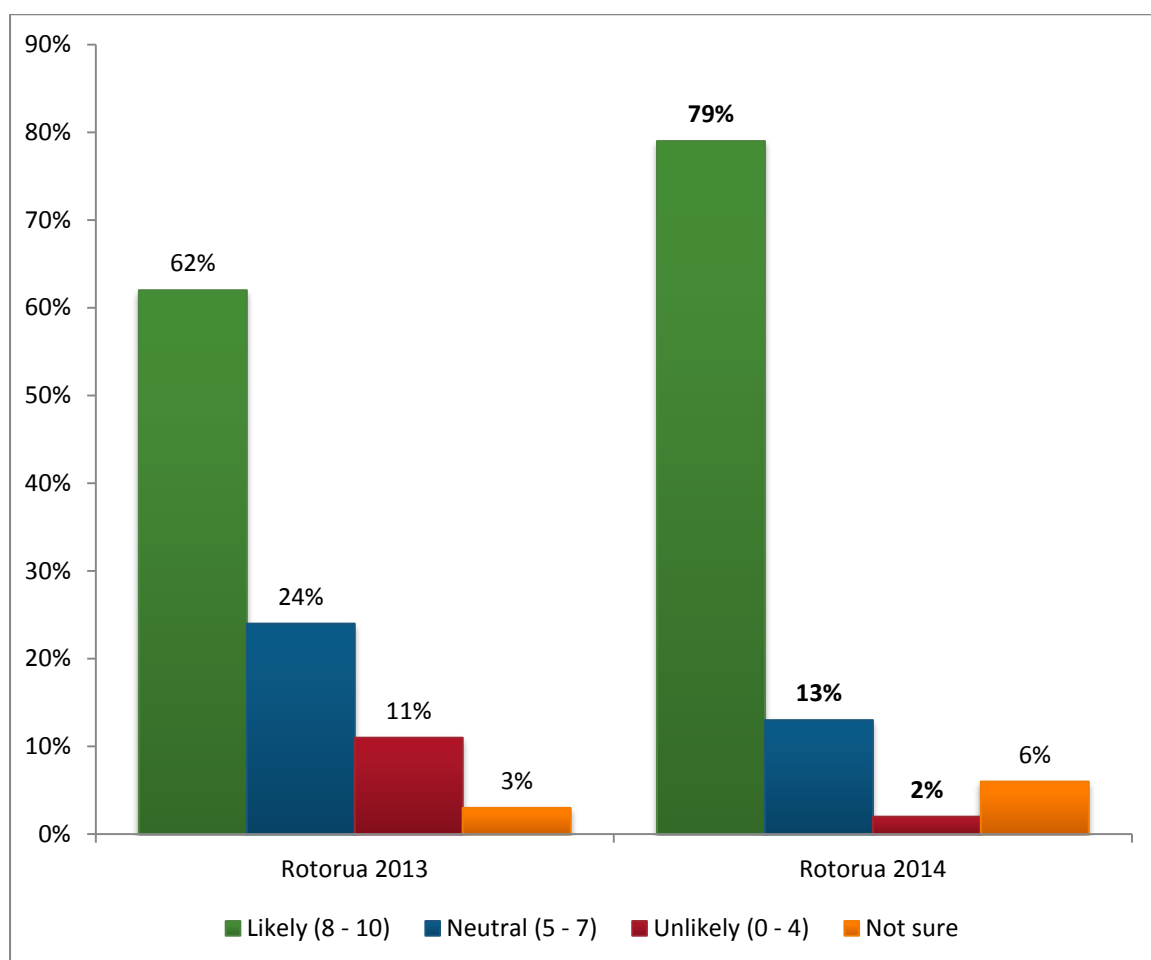


Figure 16.1: Likelihood to recommend using the urban bus services⁶⁹

⁶⁹ 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 Rotorua 2013 n=215, Rotorua 2014 n=215.

1.30 OVERALL SATISFACTION WITH THE URBAN BUS SERVICES

While overall satisfaction ratings (69%) have not increased significantly for Rotorua bus users, there was a shift from neutral ratings (19%) to being 'not sure' (7%) of how to rate their overall satisfaction with the urban bus services.

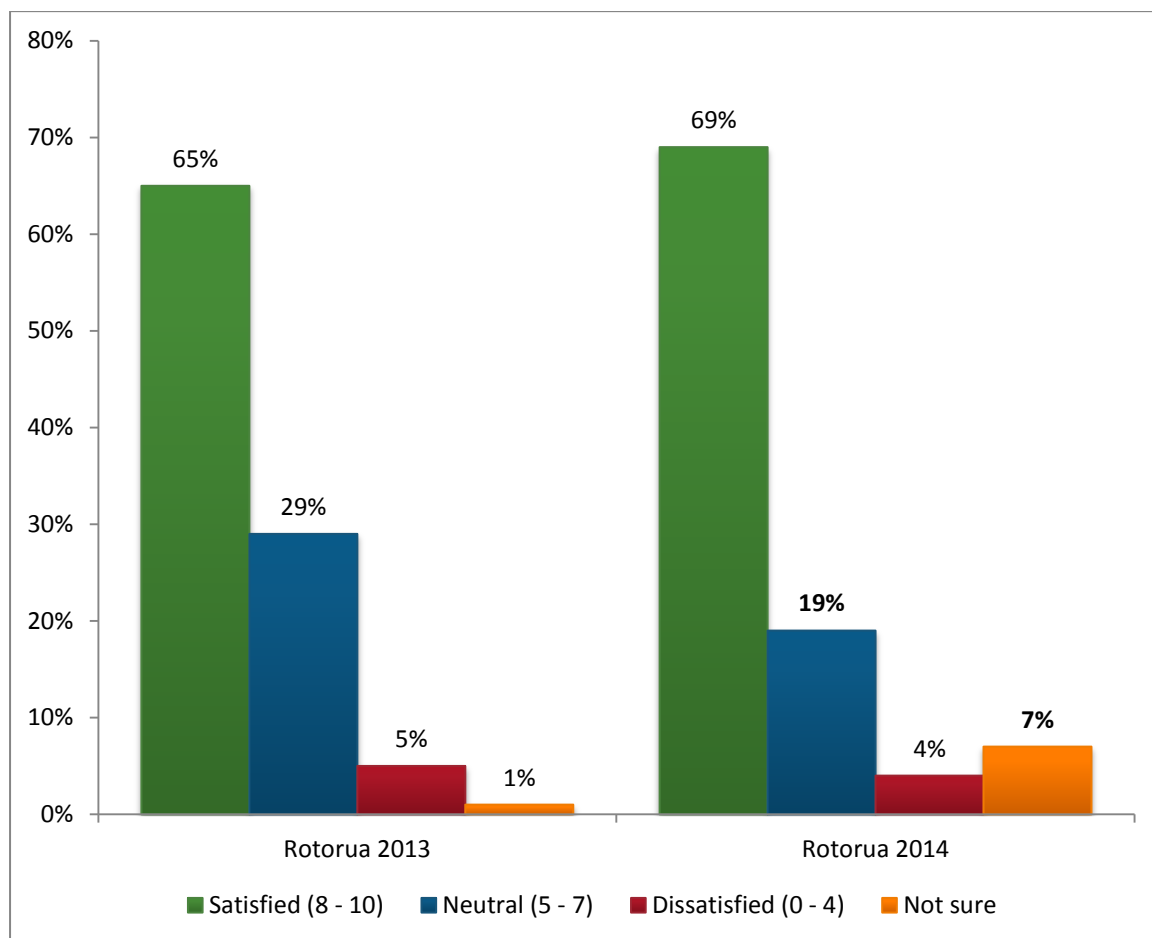


Figure 16.2: Overall satisfaction with the urban bus services⁷⁰

⁷⁰ Using the same 0 to 10 scale, what is your satisfaction with public transport in the region overall? Base: All respondents Rotorua 2013 n=215, Rotorua 2014 n=215.

1.31 POTENTIAL IMPROVEMENTS TO THE URBAN BUS SERVICES IN ROTORUA

Improvements to the bus service for Rotorua bus users pertain mostly to scheduling (28%) and vehicle (23%) improvements, however both of these are at a lower level than last year. Improvements mentioned across a range of factors show a decrease in mentions from last year, indicating that satisfaction with service features is improving.

Table 16.1: Improvements to the urban bus services⁷¹

THEME	ILLUSTRATIVE QUOTE 2014	ROT 2013 %	ROT 2014 %
<i>Sample Size</i>		169	213
SCHEDULING IMPROVEMENTS		47	28
More buses/greater frequency of services	<i>Extra buses on public holidays and Sundays</i>	33	20
Stick to schedule/timetable/improve punctuality	<i>Time connections, buses don't keep sync so you cant catch the bus in the morning as you will be late</i>	13	4
Change the bus routes	<i>Review the routes; it seems they are not on time. I teach at the Polytechnic and having to travel from Mahangakahi and it takes a long time to commute into the city. Leave at 7.30 get there at 8.30 to work</i>	1	4
VEHICLE IMPROVEMENTS		52	23
More seats/bigger buses	<i>For this run the bus is a bit small so would be better to have a bigger bus especially on a Thursday</i>	32	11
Additions to the bus (wifi, music)	<i>Music on buses</i>	4	1
Improve buses for prams/wheel chairs/shopping trolleys	<i>For the smaller buses have easier access for the elderly and people with prams as well as enough room for prams</i>	7	7
Improve air conditioning/heating	<i>Better air con for Murapara/long trips especially</i>	5	1
Improve bus interior	<i>Not leather seats, too darn slippery</i>	4	3
DRIVER IMPROVEMENTS		16	4
Improve driver attitude	<i>Improve the attitude of some of the drivers towards the passengers</i>	12	3
Improve bus driving	<i>Some drivers take off before you can sit down</i>	4	1
BUS STOP IMPROVEMENTS		17	10
Covered bus shelters	<i>Shelter at all bus stops</i>	11	7
Display of timetable information	<i>Maybe put bus timetables at the i-site info Centre</i>	6	3
TICKETING IMPROVEMENTS		5	4
Change ticketing service	<i>Use the same bus card and not use different bus cards</i>	2	1
Add EFTPOS to the bus services	<i>Wish they had EFTPOS available</i>	3	2
Change Super Gold Card hours/wider acceptance of student ID	<i>Students/ colleges should get discounts</i>	0	1

⁷¹ What is the one thing you could suggest to improve the region's public transport services?

TAURANGA URBAN BUS SERVICES: 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*.

2.1 REASON FOR USE

Primary reasons for Tauranga bus usage remained consistent year on year. The main reasons for using a bus for Tauranga bus users in 2014 continued to relate to work (25%), leisure activities (24%), and shopping (20%).

Please note that errands were not included in the survey. These responses differed from shopping in that they related to multiple tasks being undertaken, e.g., coffee with friends and pick up prescription. These responses were captured under 'other, specify' and were post coded.

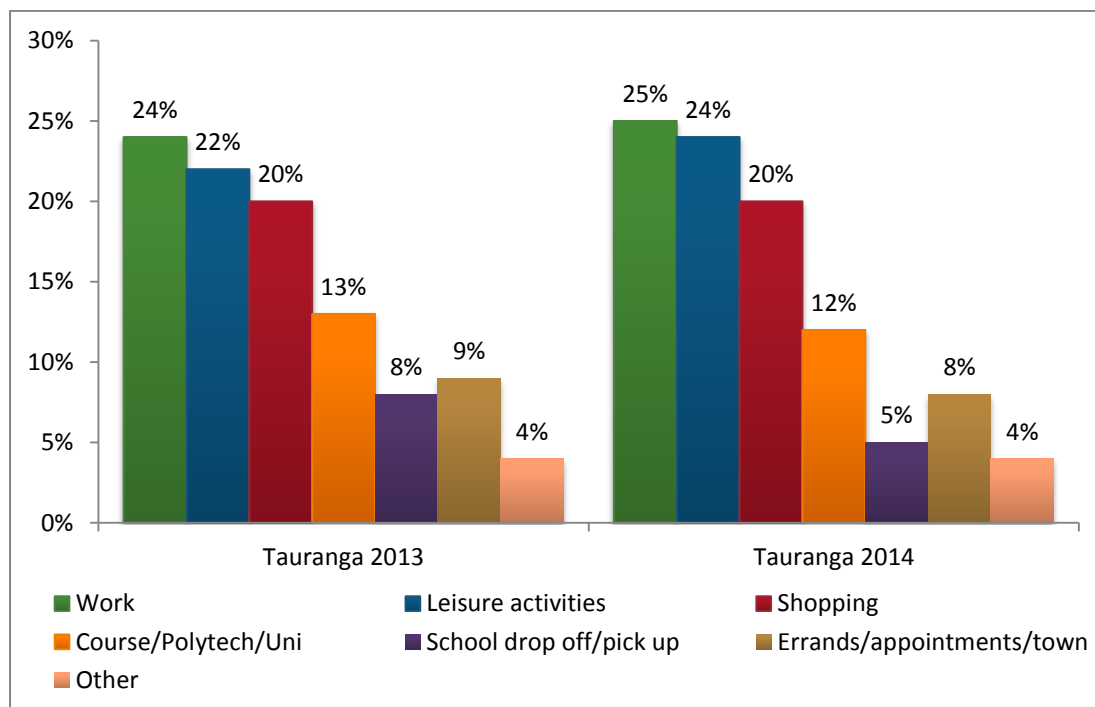


Figure 17.1: Main reason for travel⁷²

⁷² What is the primary reason you are using the bus today? Base: All respondents Tauranga 2013 n=430, Tauranga 2014 n=430.

2.2 FREQUENCY OF BUS USE

Most (44%) Tauranga bus users used the bus on a daily basis, consistent with 2013 results. However, this year more Tauranga bus users were travelling three/four times a week (23%) to once/twice a week (22%). Seven per cent of Tauranga bus users travelled monthly or less.

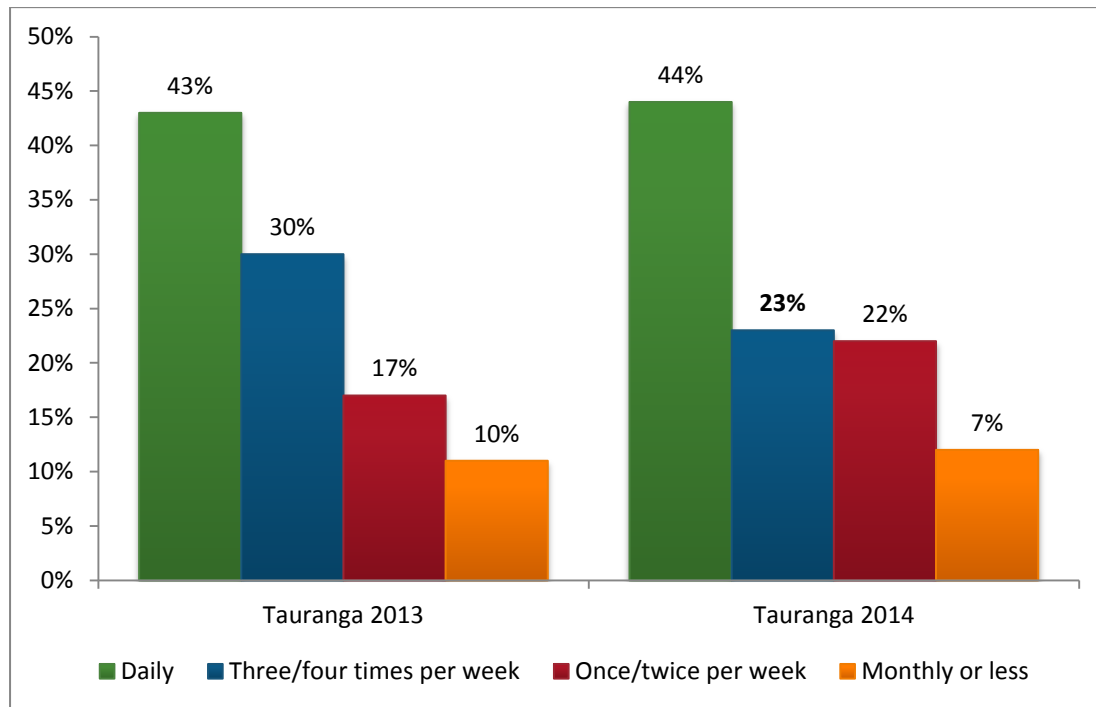


Figure 17.2: Frequency of bus use⁷³

⁷³ How often do you use the bus service? Base: All respondents Tauranga 2013 n=430, Tauranga 2014 n=430.

2.2.1 SPECIFIC TIME GIVEN

Tauranga bus users' timing has shifted to reflect that of the total urban sample whereby usage was spread across travelling before 9am (32%), between 9:01am and 2:59pm (29%), and between 3pm and 6pm (34%). 2014 sample includes fewer travellers between 9:01am and 2:59pm.

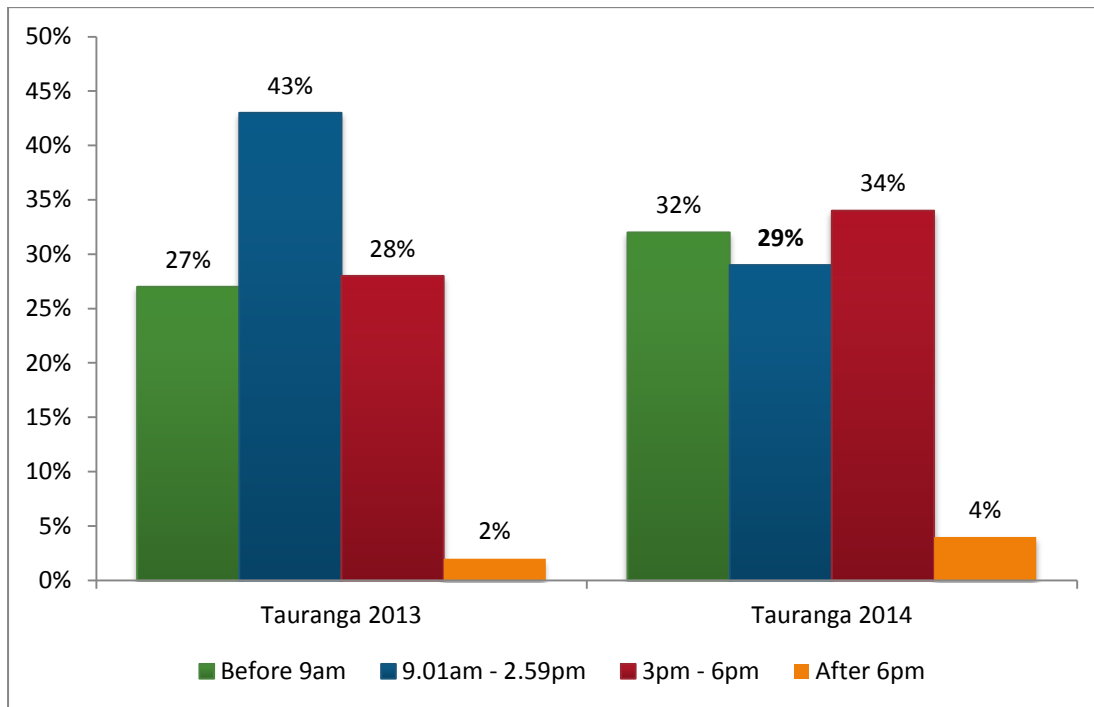


Figure 17.3: Timing of bus use⁷⁴

⁷⁴ What times of day do you catch the bus? Base: All respondents who provided a specific time Tauranga 2013 n=239, Tauranga 2014 n=290.

2.2.2 NON-SPECIFIC TIME GIVEN

For Tauranga bus users that did not give a specific time, 43% of those users indicated that their travel pattern varied. Twenty seven per cent of these users used the bus in the morning, with 23% using the bus in the afternoon. A small proportion (7%) travelled in the evening.

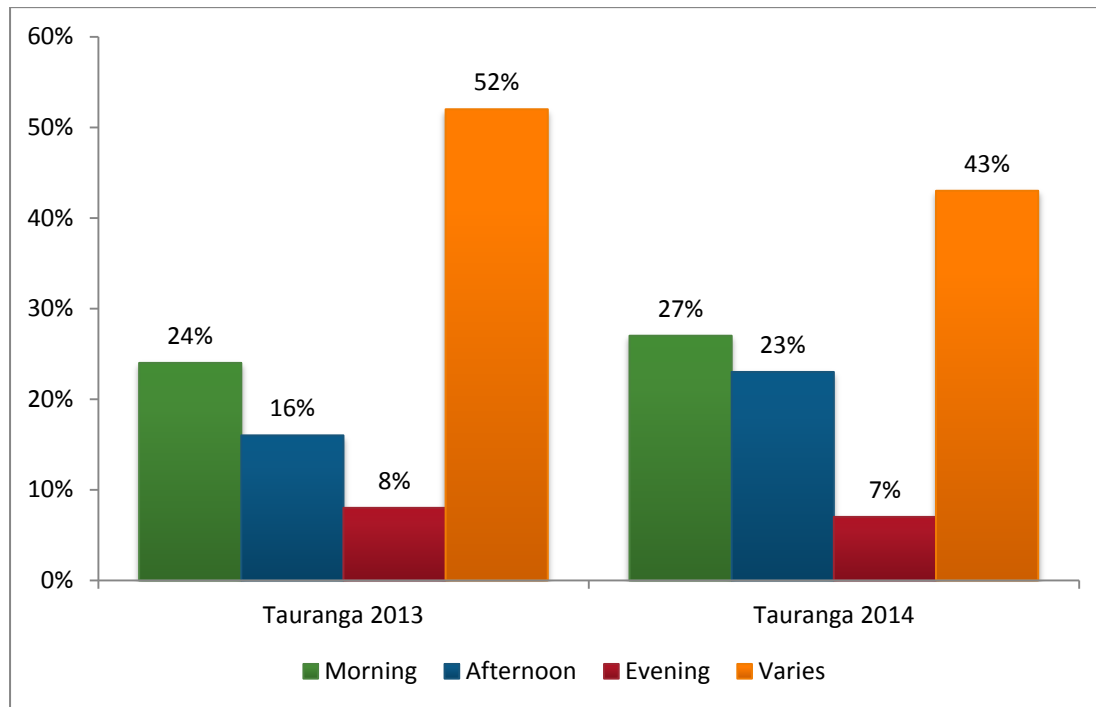


Figure 17.4: Timing of bus use⁷⁵

⁷⁵ What times of day do you catch the bus? Base: All respondents who did not provided a specific time
Tauranga 2013 n=199, Tauranga 2014 n=140.

TAURANGA URBAN BUS SERVICES: USER TRIP (DURING MAY/JUNE 2014)

Bus users were asked to rate their satisfaction with different features *of their current bus trip* (during May 2014) 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).

2.3 TRIP FEATURES

Almost all features have increased in satisfaction ratings for Tauranga bus users this year with personal security (91%) scoring the highest satisfaction rating. Ease of bus access followed closely (90%). Also scoring highly for Tauranga bus users was overall quality and comfort (86%), seat availability (84%), and inside temperature of the bus (81%). The remaining attributes all rated above 70% excluding frequency of weekend services (28%) which was driven by a high proportion of not applicable responses.

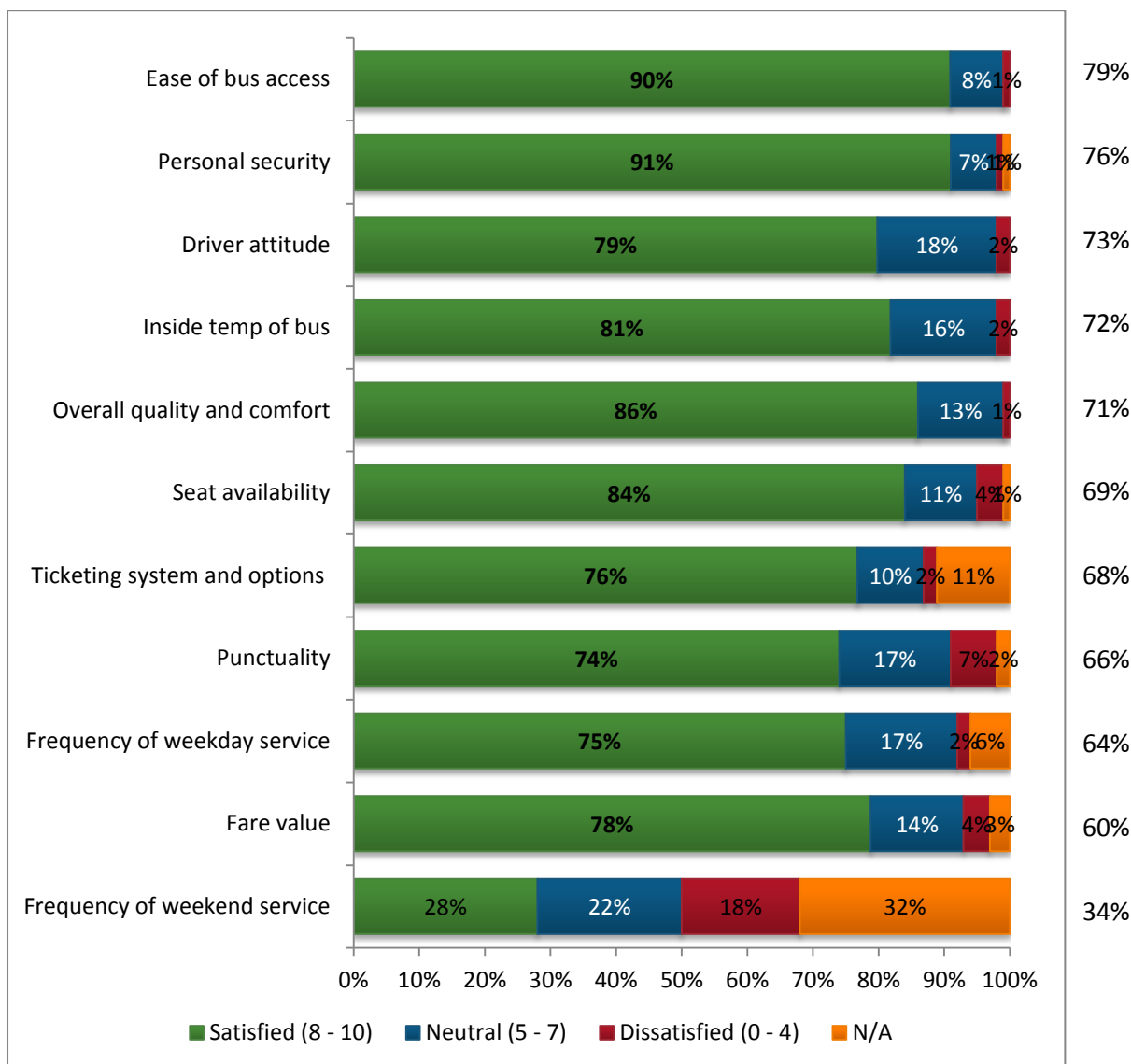


Figure 18.1: Service features on the bus trip (during May/June 2014) TAURANGA ONLY⁷⁶

⁷⁶ 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 2013 n=430, Tauranga respondents 2014 n=430.

2.4 OVERALL SATISFACTION WITH THE BUS TRIP

This year showed an increase in overall satisfaction with the bus trip amongst Tauranga bus users (88%). This was driven by a decrease in neutral ratings (10%), with only 1% dissatisfied with the bus trip overall.

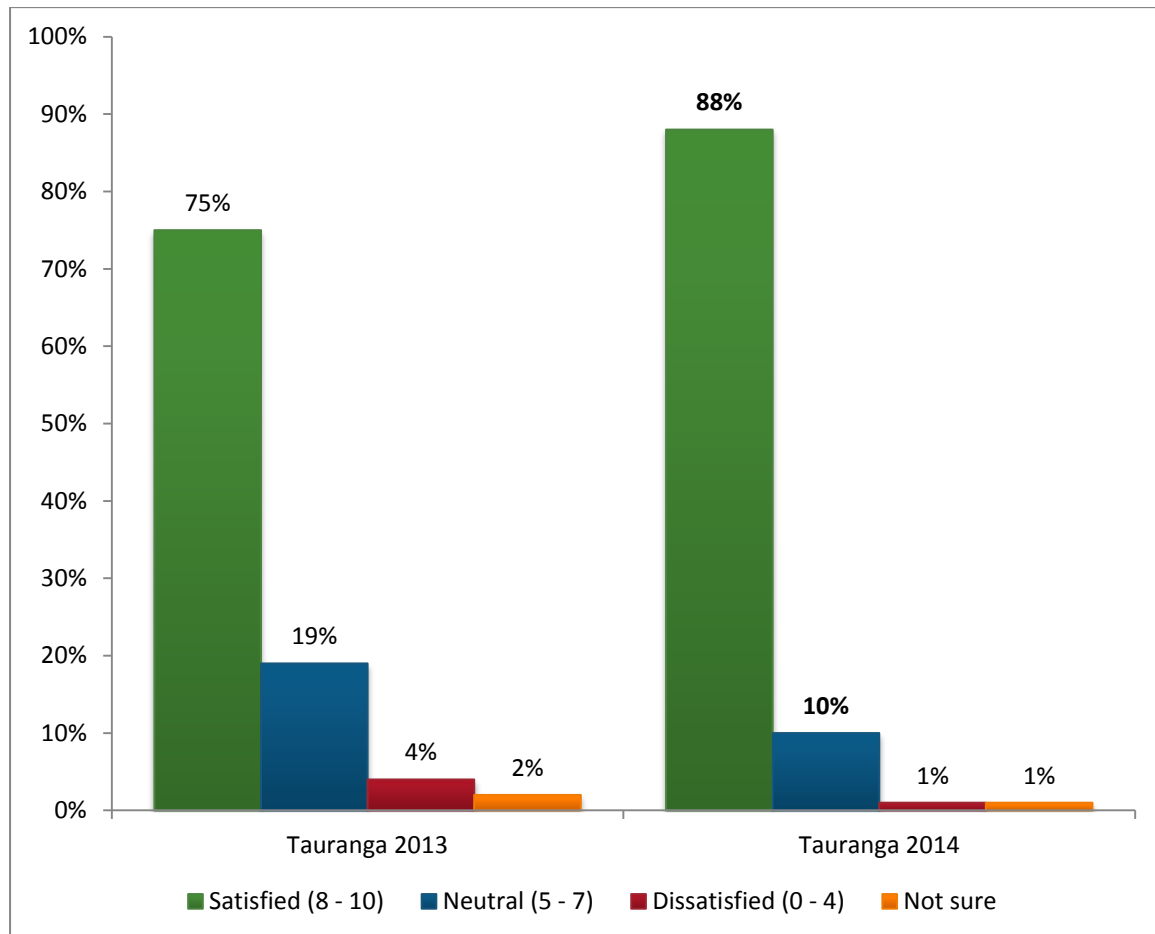


Figure 18.2: Overall satisfaction with bus trip⁷⁷

⁷⁷ Using the same 0 to 10 scale what is your overall satisfaction with this bus trip? Base: All respondents Tauranga 2013 n=430, Tauranga 2014 n=430.

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

Tauranga 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).

2.5 SATISFACTION WITH FEATURES OF THE URBAN BUS SERVICES

Personal security on the bus scored highest for Tauranga bus users (86%), an increase on 2013 results. Almost all other attributes have increased this year with reliability of service (76%), travel time (75%), ease of getting information about services (74%), and convenience to pay (73%) all scoring about 70%. Personal security at bus stops has remained consistent with 2013 results with only 68% of Tauranga bus users rating their satisfaction with this between 8 and 10 out of 10.

Chart overleaf.

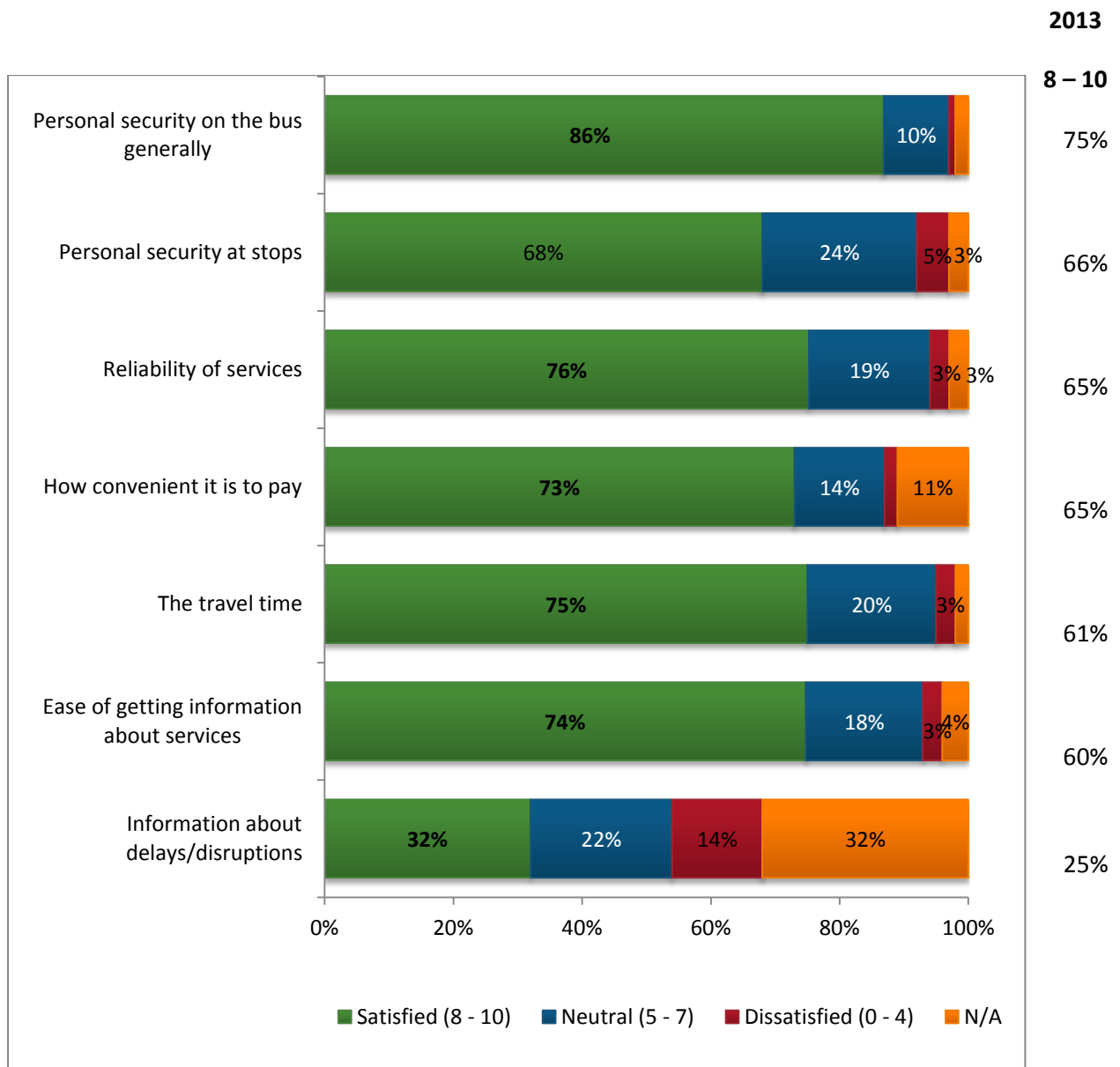


Figure 19.1: Satisfaction with service features for the urban bus services TAURANGA⁷⁸

⁷⁸ 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 2013 n=430, Tauranga respondents 2014 n=430.

2.6 NEGATIVE BUS EXPERIENCES

A higher proportion of Tauranga bus users have had a negative experience with the urban bus service than in 2013.

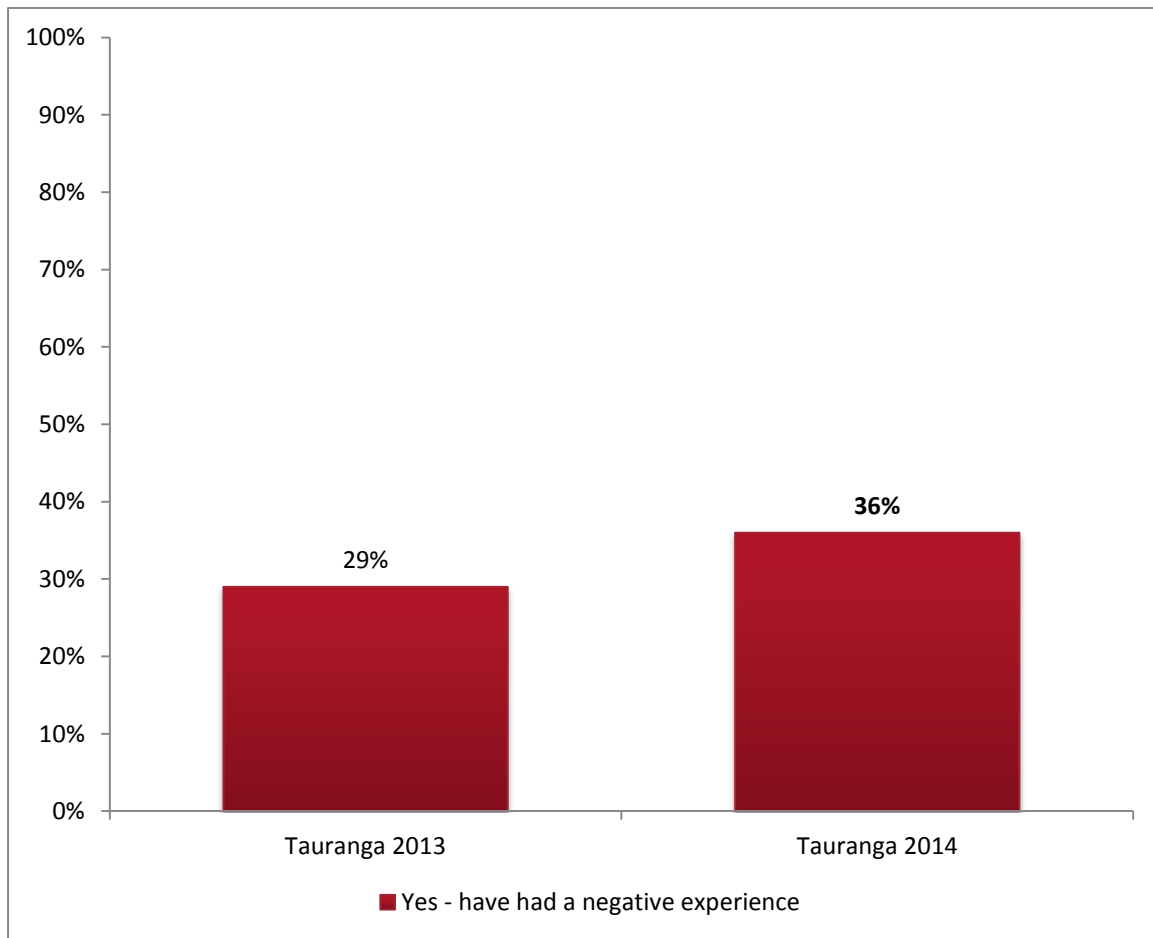


Figure 19.2: Negative experiences with the urban bus services⁷⁹

⁷⁹ Have you had any negative experiences with the bus service in the past 12 months? Base: All respondents Tauranga 2013 n=430, Tauranga 2014 n=430.

2.7 SUMMARY OF NEGATIVE EXPERIENCES

Negative experiences for Tauranga users generally pertain to issues with the bus driver (41%), timing schedules (19%) and problems with other passengers. All negative experiences have shown a decrease from last year, indicating improvements in on board services.

Table 19.1: Negative experiences in the past 12 months⁸⁰

THEME	ILLUSTRATIVE QUOTE 2014	TGA 2013 %	TGA 2014 %
<i>Sample Size</i>		119	151
BUS DRIVER		65	41
Grumpy/rude drivers	<i>Bus driver was being rude about my card not working.</i>	31	24
Bus driver doesn't stop for me	<i>Bus has driven past me a couple of times without stopping.</i>	19	10
Poor bus driving	<i>Driver crashed into a car that was pulling out of a driveway.</i>	7	6
Bus driver missed my stop/wasn't paying attention to my stop	<i>Bus driver didn't stop, left passengers standing. Missed connecting bus and was late for work.</i>	8	1
TIMING/SCHEDULES		35	19
Bus is too late	<i>Last week my bus run late, this caused me to miss my connecting bus.</i>	23	16
Long wait time between buses	<i>One bus did not run and I had to wait for the next one, making me late for work.</i>	10	1
Bus is too early	<i>#1 bus is often too early leaving from down town to the Mount @ 08.35 so passenger misses it.</i>	2	2
OTHER PASSENGERS		21	17
Poor behavior of other passengers	<i>Drunk people on the bus giving the driver abuse.</i>	10	13
Teenagers being loud/rude aggressive	<i>A rude passenger at the bus who was getting obnoxious towards the bus driver and hitting the bus with his fist. That was intimidating.</i>	6	1
Feel unsafe/dangerous	<i>A lady was arrested on a bus and was being very violent towards the police officer which didn't make me feel safe.</i>	5	3
EASE OF USING THE BUS		22	7
Difficult for people with prams/disabilities	<i>Sometimes buses are crowded and prams can't get on, it's a small bus on this route 30, especially at peak times.</i>	10	5
Over crowding	<i>Not enough seats during rush hour.</i>	12	2
INFORMATION AND CHANGE		19	7
Incorrect information	<i>Bus did not arrive as schedule. This was the last bus for the night, I had to ring a taxi.</i>	14	3
Poor ticketing system, e.g., can't use notes	<i>Always issues with my smartcard. It always stops working.</i>	4	2
Incorrect change	<i>One rude driver refusing to give change for \$20.</i>	1	2

⁸⁰ What were these? Base: All those who have had a negative experience on the bus in the past 12 months

TAURANGA URBAN BUS SERVICES: TRAVELLING WITH YOUNG CHILDREN

In 2014 a new set of questions were included relating to travelling with young children and the issues they encountered when using pushchairs. These questions were asked for the first time in 2014, thus, there was no comparison to previous years.

2.8 FREQUENCY OF TRAVELLING WITH YOUNG CHILDREN

Seventeen per cent of Tauranga bus users usually travelled with young children.

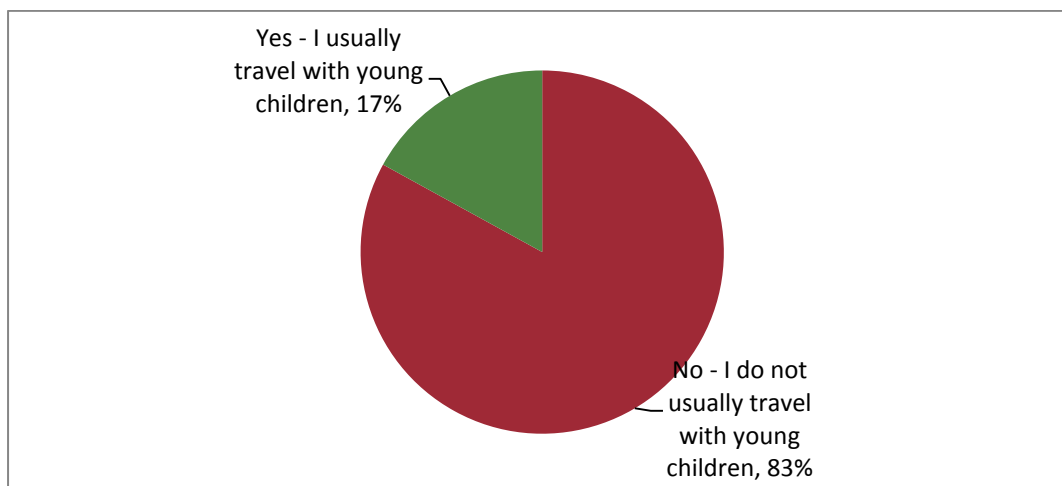


Figure 20.1: Usually travel with young children⁸¹

Of the Tauranga bus users who travelled with young children, 41% usually used a pushchair when travelling on the bus.

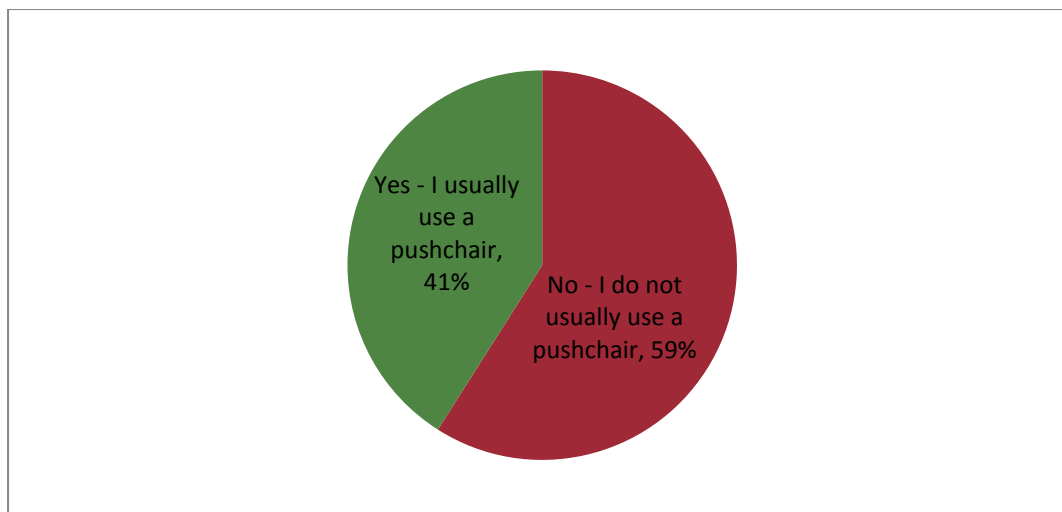


Figure 20.2: Usually use a pushchair for young children⁸²

⁸¹ Do you usually travel on the bus with young children? Base All respondents in Tauranga n=430.

2.9 ISSUES WHEN USING THE BUS SERVICE WHEN USING A PUSHCHAIR

Of the Tauranga bus users who used a pushchair when using the bus service, 35% have experienced problems when using a pushchair on the bus. These are listed below.

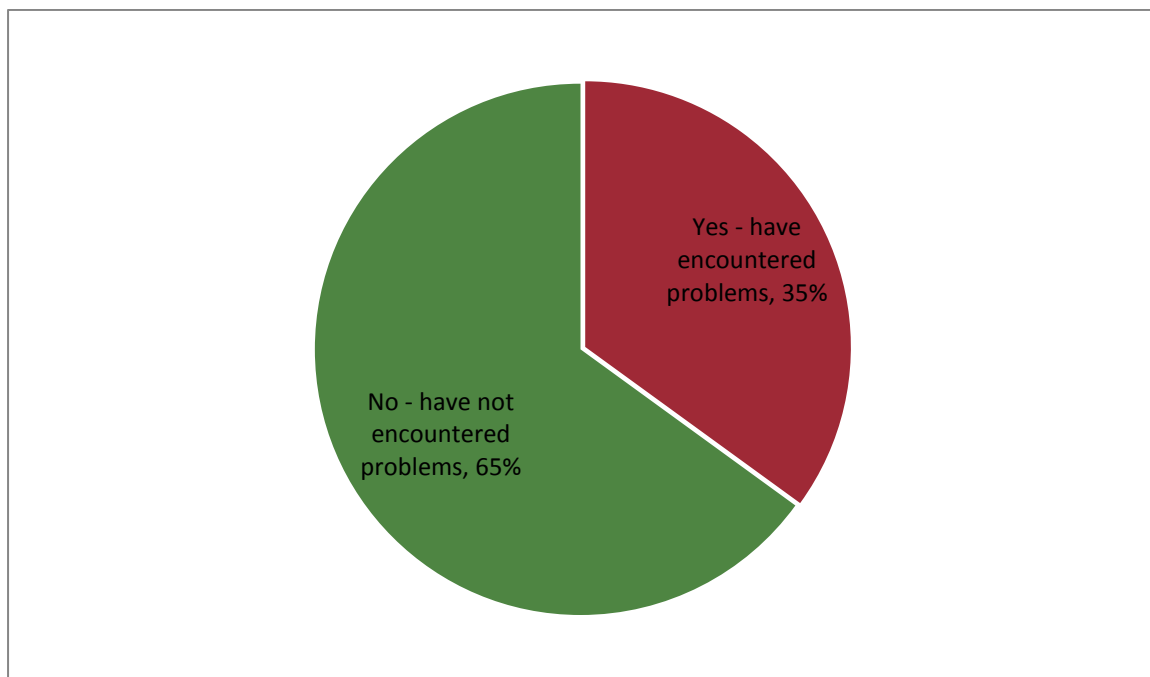


Figure 20.3: Ever encountered problems when using a pushchair on the bus⁸³

Tauranga bus users who had encountered problems while using a pushchair on the bus mostly related to a lack of space on the bus. Verbatim comments are listed below.

- *"Another refused entry onto the bus because of the pram. And they don't put the hydraulics down sometimes when you have a pram."*
- *"More space for pushchairs."*
- *"Getting off sometimes. They normally lower the step."*
- *"More space for prams when there's already parents with prams."*
- *"Three prams on one bus - had to fold mine up. More wheelchair access would be better."*
- *"No lowering the bus. Not telling other passengers to wait getting on the bus while passengers are still wanting to get off."*
- *"Mainly people who have been asked to move, one time a bus driver had to do it as a person wouldn't move."*
- *"Find it hard getting on and off the bus."*
- *"If there's more strollers/pushchairs can't catch bus but need more fold up chairs."*
- *"Sometimes they don't help - when you are trying to get off, drivers not very helpful when I was exiting the bus."*
- *"The entrance to number 62 Bus is difficult."*
- *"Nowhere to put the pram."*

⁸² Do you normally use a pushchair when travelling with these children? Base All respondents who travel with young children in Tauranga n=76

⁸³ Have you ever encountered any problems using a pushchair when travelling on, or getting to and from the bus? Base All respondents who usually use a pushchair when they travel with young children in Tauranga n=31.

- “When both facing seats are taken, there’s not enough room.”
- “Not always enough room for push chairs on the bus.”

TAURANGA URBAN BUS SERVICES: SUMMARY MEASURES AND IMPROVEMENTS

Tauranga 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.

2.10 LIKELIHOOD TO RECOMMEND USING THE URBAN BUS SERVICES

Positively, an increased number of Tauranga bus users were likely to recommend using the urban bus service to friends or colleagues (84%) with this shift driven by a decrease across all other ratings: neutral (12%), unlikely (2%) and not sure (2%).

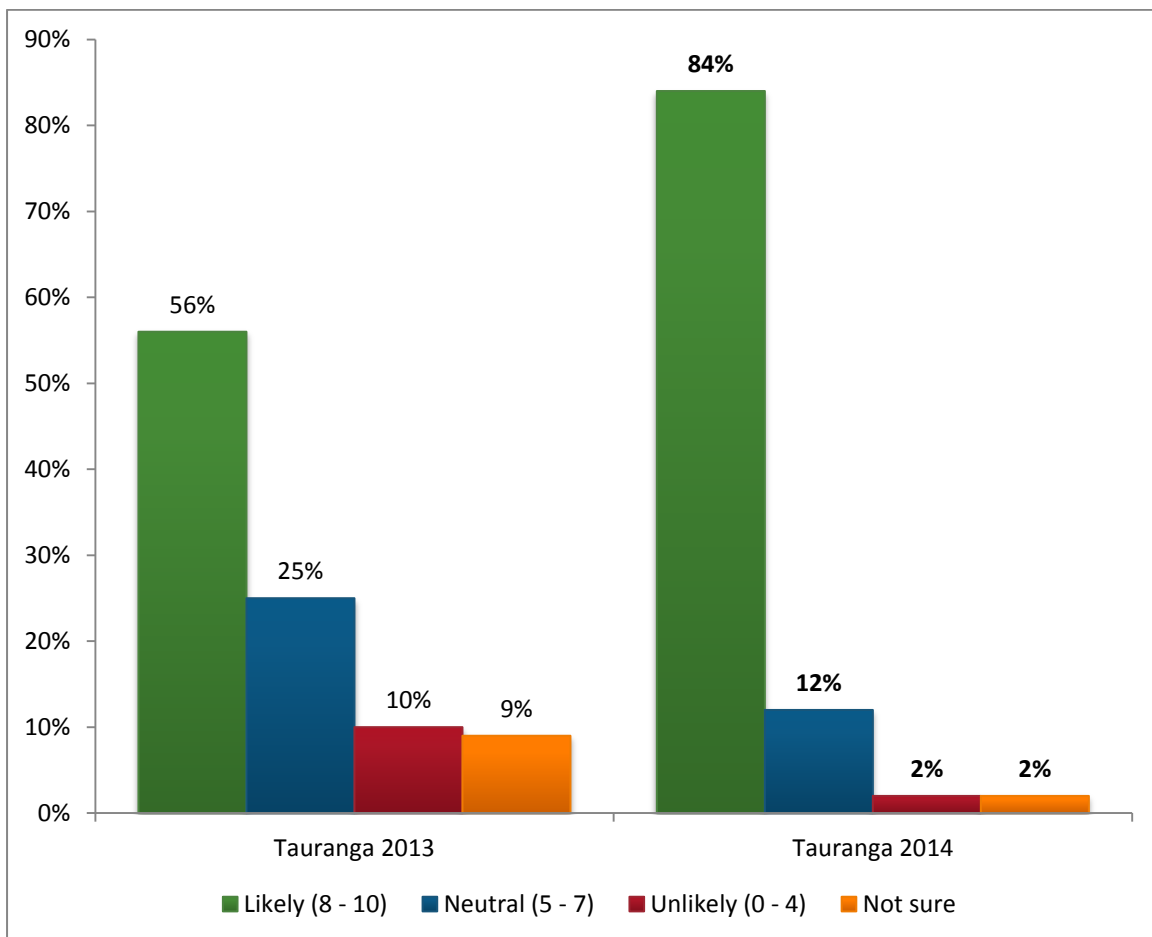


Figure 21.1: Likelihood to recommend using the urban bus services⁸⁴

⁸⁴ 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 Tauranga 2013 n=430, Tauranga 2014 n=430.

2.11 OVERALL SATISFACTION WITH THE URBAN BUS SERVICES

Corresponding to an increase in likelihood to recommend, Tauranga bus users displayed increased levels of overall satisfaction this year (80%), with a decrease across neutral (18%), dissatisfied (1%), and not sure (1%) ratings.

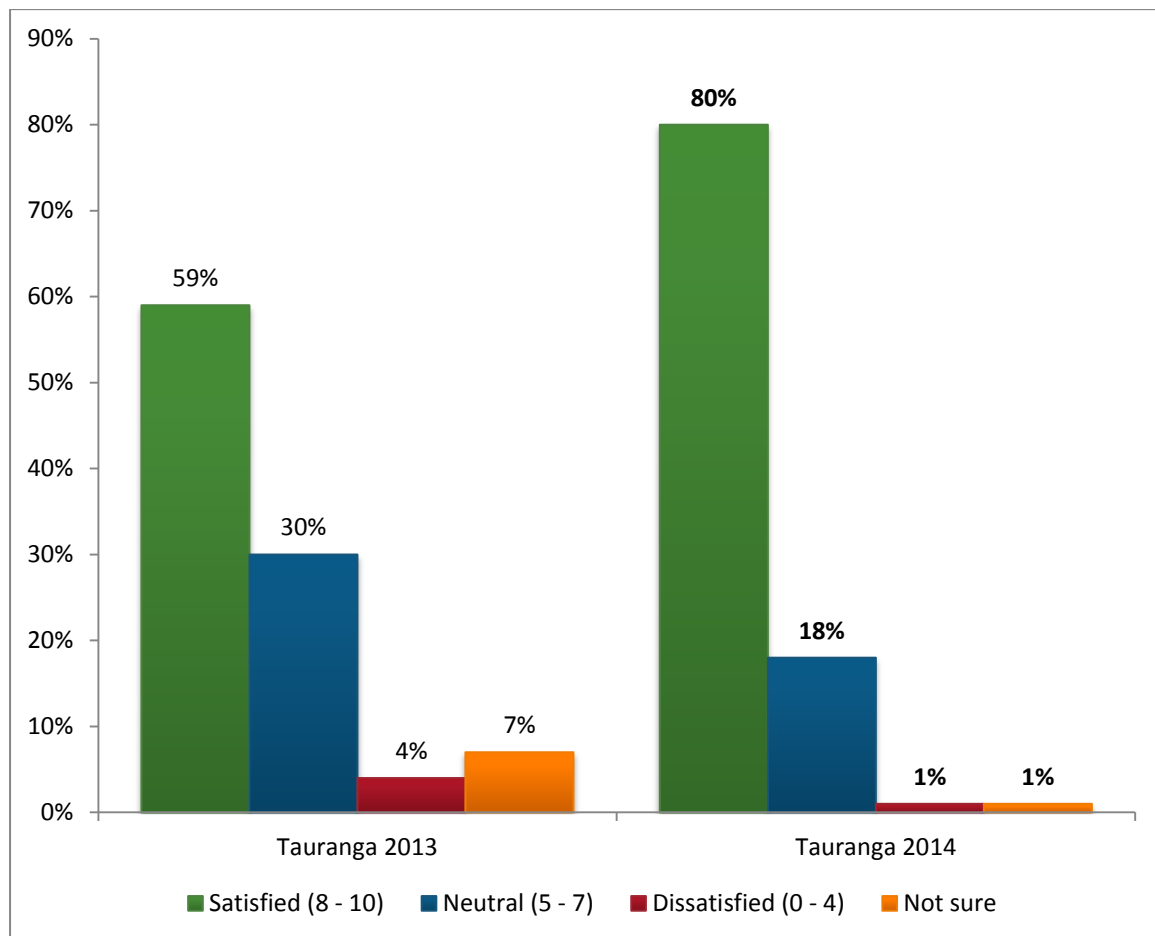


Figure 21.2: Overall satisfaction with the urban bus services⁸⁵

⁸⁵ Using the same 0 to 10 scale, what is your satisfaction with public transport in the region overall? Base: All respondents Tauranga 2013 n=430, Tauranga 2014 n=430.

2.12 POTENTIAL IMPROVEMENTS TO THE URBAN BUS SERVICES IN TAURANGA

Scheduling improvements (52%) continues to be the biggest improvement noted for Tauranga bus services, with half of bus users mentioning this; this is consistent with last years' results, indicating that any issues noted last year are still occurring.

Table 21.1: Improvements to the urban bus services⁸⁶

THEME	ILLUSTRATIVE QUOTE 2014	TGA 2013 %	TGA 2014 %
<i>Sample Size</i>		316	353
SCHEDULING IMPROVEMENTS		53	52
More buses/greater frequency of services	<i>More regular times around Papamoa</i>	41	41
Stick to schedule/timetable/ improve punctuality	<i>To be on time, keep to the timetable</i>	9	9
Change the bus routes	<i>Possible change of routes in some places- shortening the distance where I get on/ off the bus.</i>	3	2
VEHICLE IMPROVEMENTS		36	12
More seats/bigger buses	<i>More leg space</i>	12	4
Additions to the bus (wifi, music)	<i>Radio to be playing on the bus</i>	10	3
Improve buses for prams/wheel chairs/shopping trolleys	<i>More areas to store prams</i>	6	2
Improve air conditioning/ heating	<i>Cooler temperatures in summer</i>	5	2
Improve bus interior	<i>More comfortable seats</i>	3	1
DRIVER IMPROVEMENTS		14	7
Improve driver attitude	<i>Bus drivers' manners</i>	11	6
Improve bus driving	<i>Starting and stopping the bus slower</i>	3	1
BUS STOP IMPROVEMENTS		12	10
Covered bus shelters	<i>Shelters to protect from rain</i>	6	5
Display of timetable information	<i>Electronic device at bus stop to tell you how late the bus is</i>	6	5
TICKETING IMPROVEMENTS		14	10
Change ticketing service	<i>Good ticket machine that doesn't break</i>	9	5
Add EFTPOS to the bus services	<i>EFTPOS is needed. Getting cash is not easy.</i>	1	5
Change Super Gold Card hours/wider acceptance of student ID		4	0

⁸⁶ What is the one thing you could suggest to improve the region's public transport services? Base: All those who made suggestions for improvements.

RURAL BUS SERVICES: TRIP BACKGROUND

In the first part of the rural 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*.

3.1 REASON FOR USE

Rural bus users mainly used the bus service for shopping (29%) and leisure activities (21%), with 15% (each) for activities that function at set times such as work and course/uni. Nine per cent of rural users used the bus service for errands, and only 1% used it for school drop off or pick up.

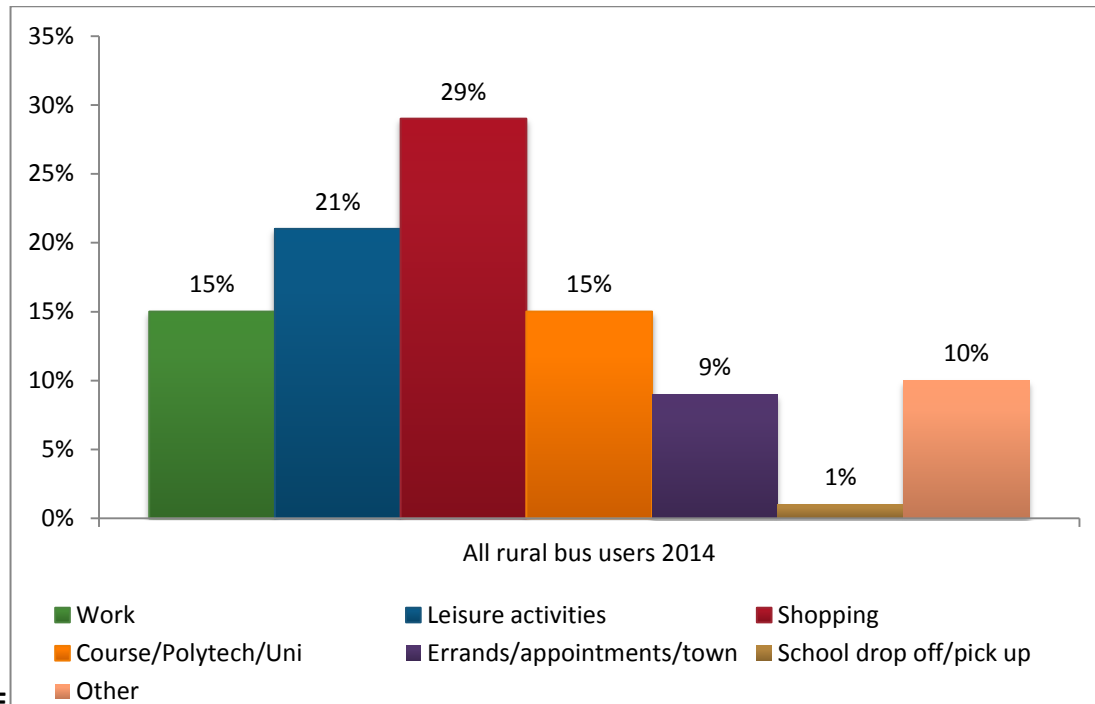


Figure 22.1: Main reason for travel⁸⁷

22.1: Main reason for travel⁸⁷

⁸⁷ What is the primary reason you are using the bus today? Base: All rural respondents 2014 n=84.

3.1.1 SUBGROUP VARIATION

Bus users who used the Katikati-Tauranga Shopper bus service were more likely to travel for shopping (57%) while those on the Katikati-Tauranga Commuter were more likely to travel for work (42%) or course (29%). Bus users on this service were also less likely to travel for leisure (6%) or shopping (6%).

Table 22.1: Main reason for travel by user group⁸⁸

Bus User Group		TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
<i>Sample Size</i>		84	30	31	23	62	22
Work	(%)	15	0	42	0	21	0
Leisure	(%)	21	17	6	48	19	27
Shopping	(%)	29	57	6	22	24	41
Course/Polytech/uni	(%)	15	3	29	13	21	0
Errands/appointments/town	(%)	9	10	10	4	10	5
School	(%)	1	0	3	0	2	0
Other	(%)	10	13	3	13	3	27

A third (33%) of rural bus users used the bus as opposed to another vehicle because they did not have access to a car, with a further third (32%) stating that it was cheaper than a car. Fifteen per cent chose the bus because it was free on a Gold Card and a further 15% stated it was easier or more convenient. Fourteen per cent did not have a driver's license or did not drive.

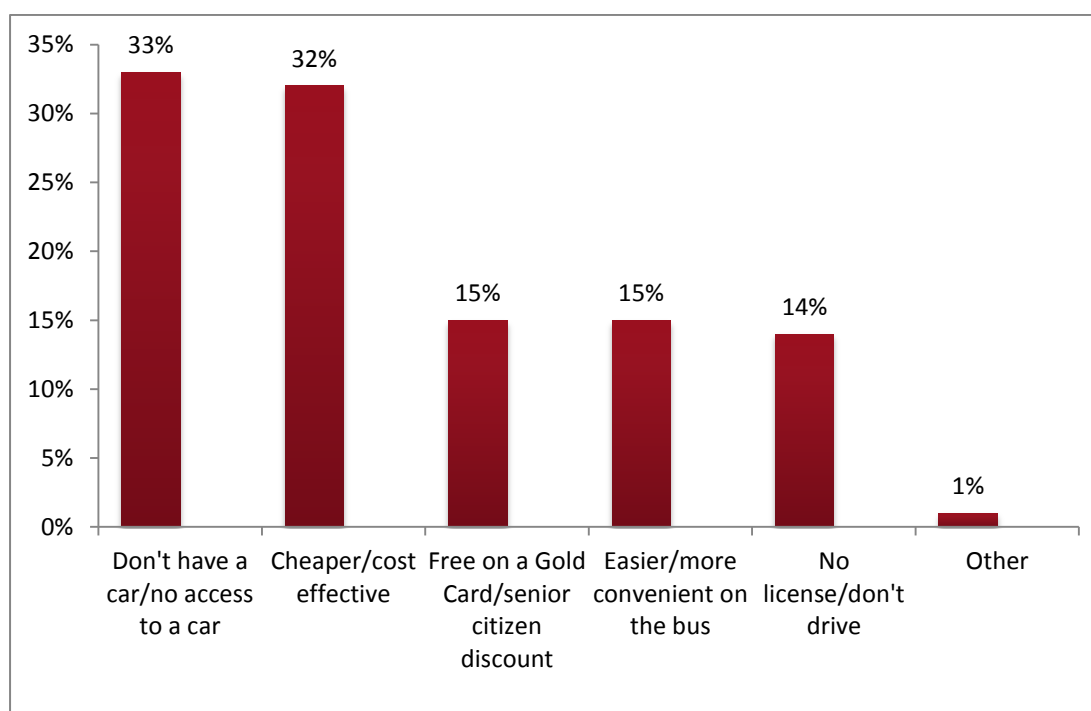


Figure 22.2: Main reason for using the bus over a private/work vehicle⁸⁹

⁸⁸ What is the primary reason you are using the bus today?

3.1.2 SUBGROUP VARIATION

Bus users on the Katikati-Tauranga Shopper were more likely to state that they chose the bus over another mode of transport because it was free on a Gold Card/senior citizen discount (27%).

Table 22.2: Main reason for using the bus over a private/work vehicle by user group⁹⁰

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
<i>Sample Size</i>	84	30	31	23	62	22
Don't have a car/no access to a car (%)	33	30	31	41	34	32
Cheaper/cost effective (%)	32	33	45	14	32	32
Free on a Gold Card/senior citizen discount (%)	15	27	10	5	17	9
No license/don't drive (%)	14	10	7	27	10	23
Easier/more convenient on the bus (%)	15	17	14	14	14	18
Other (%)	1	3	0	0	2	0

⁸⁹ Why did you use the bus today instead of a private/work vehicle?? Base: All rural respondents 2014 n=84.

⁹⁰ What is the primary reason you are using the bus today?

3.2 FREQUENCY OF BUS USE

Rural bus users were using the bus less frequently (than urban bus users) with the majority of users using it once/twice a week (34%) or less than monthly (32%). Twenty two per cent used the bus three/four times a week, and 12% on a daily basis.

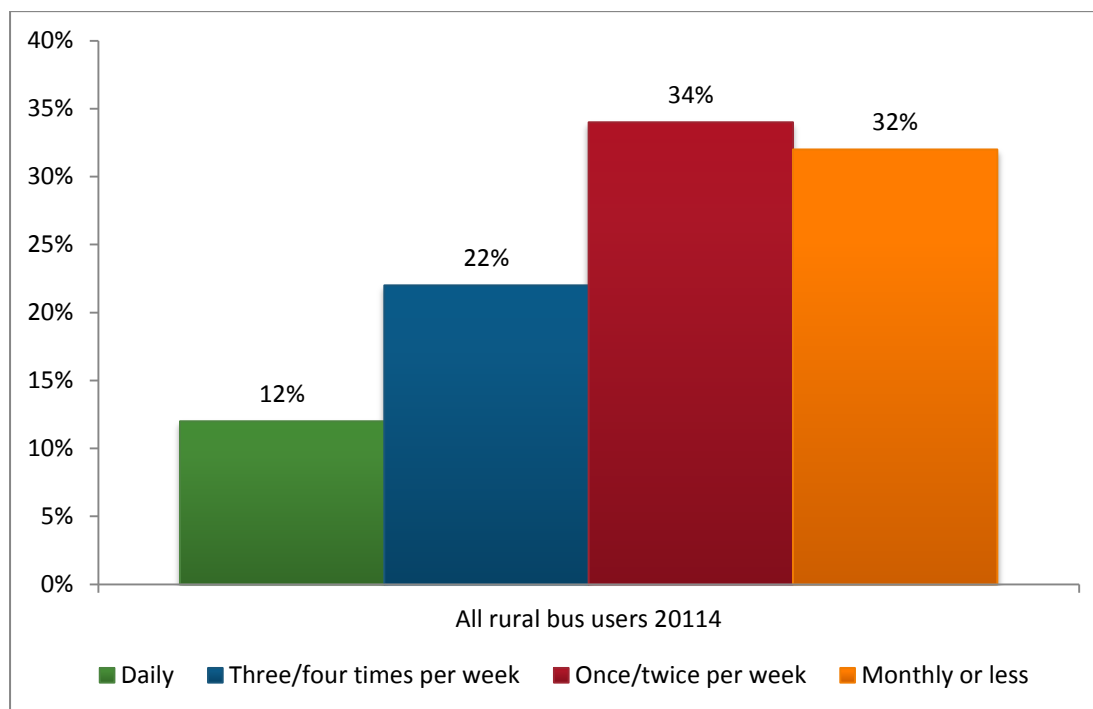


Figure 22.3: Frequency of bus use⁹¹

3.2.1 SUBGROUP VARIATION

Katikati-Tauranga Commuter users were more likely to use the bus more frequently (than the rural average) as 22% used it daily and 38% used it three/four times a week. Katikati-Tauranga shoppers were more likely to use the bus once/twice a week (53%).

Table 22.3: Frequency of bus use by user group⁹²

Bus User Group		TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
Sample Size		84	30	31	23	63	22
Daily (%)		12	3	22	9	14	5
Three/four times per week (%)		22	17	38	9	24	18
Once/twice per week (%)		34	53	19	30	33	36
Monthly or less (%)		32	27	22	52	29	41

⁹¹ How often do you use the bus service? Base: All rural respondents 2014 n=84.

⁹² How often do you use the bus service?

3.3 TIME THE BUS IS CAUGHT

3.3.1 SPECIFIC TIME GIVEN

Almost half (48%) of rural bus users who provided a specific time, catch the bus between 9:01am and 2:59pm, this was followed by a third (34%) of users who catch the bus before 9am. Eighteen per cent catch the bus between 3pm and 6pm, and only 1% catch the bus after 6pm.

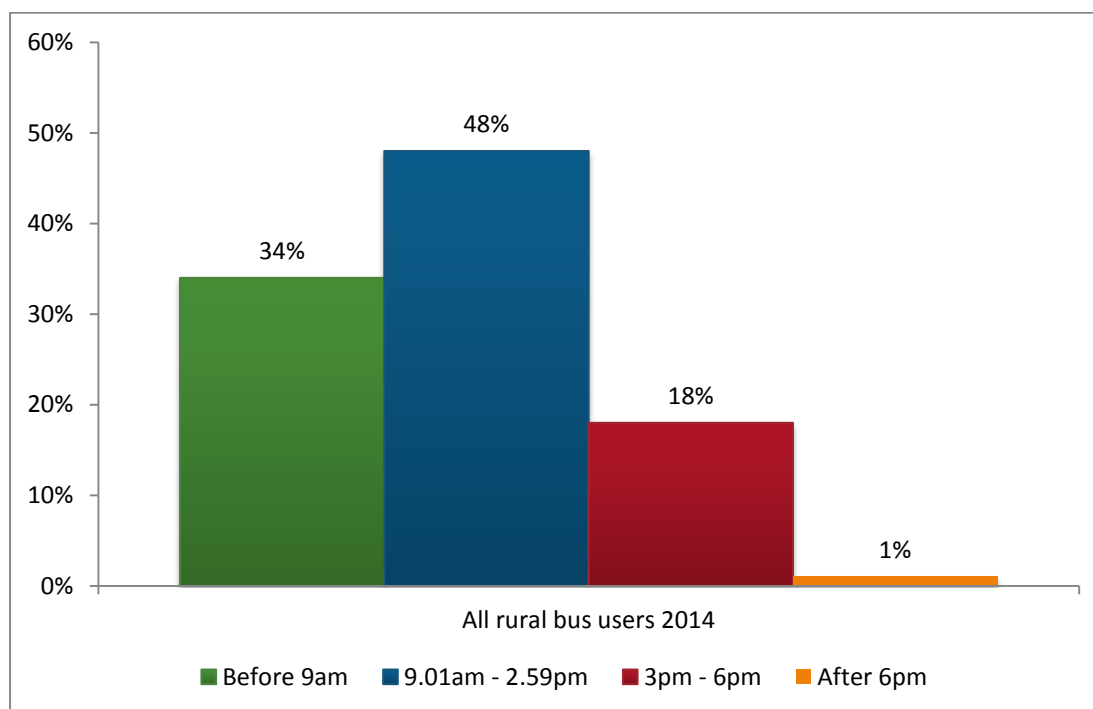


Figure 22.4: Timing of bus use⁹³

3.3.2 SPECIFIC TIME GIVEN SUBGROUP VARIATION

Timings of buses used by user groups was consistent with the total rural average.

Table 22.4: Timing of bus use by user group⁹⁴

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
Sample Size	84	30	31	23	62	22
Before 9am (%)	34	26	52	17	39	19
9.01 - 2.59pm (%)	47	71	7	79	38	77
3pm - 6pm (%)	18	0	41	3	23	0
After 6pm (%)	1	3	0	0	0	0

⁹³ What times of day do you catch the bus? Base: All rural respondents who provided a specific time 2014 n=61.

⁹⁴ What times of day do you catch the bus?

3.3.3 NON-SPECIFIC TIME GIVEN

Of the rural bus users who did not provide a specific time, 41% travelled in the morning, 22% in the afternoon and for 37% of these users, the times varied.

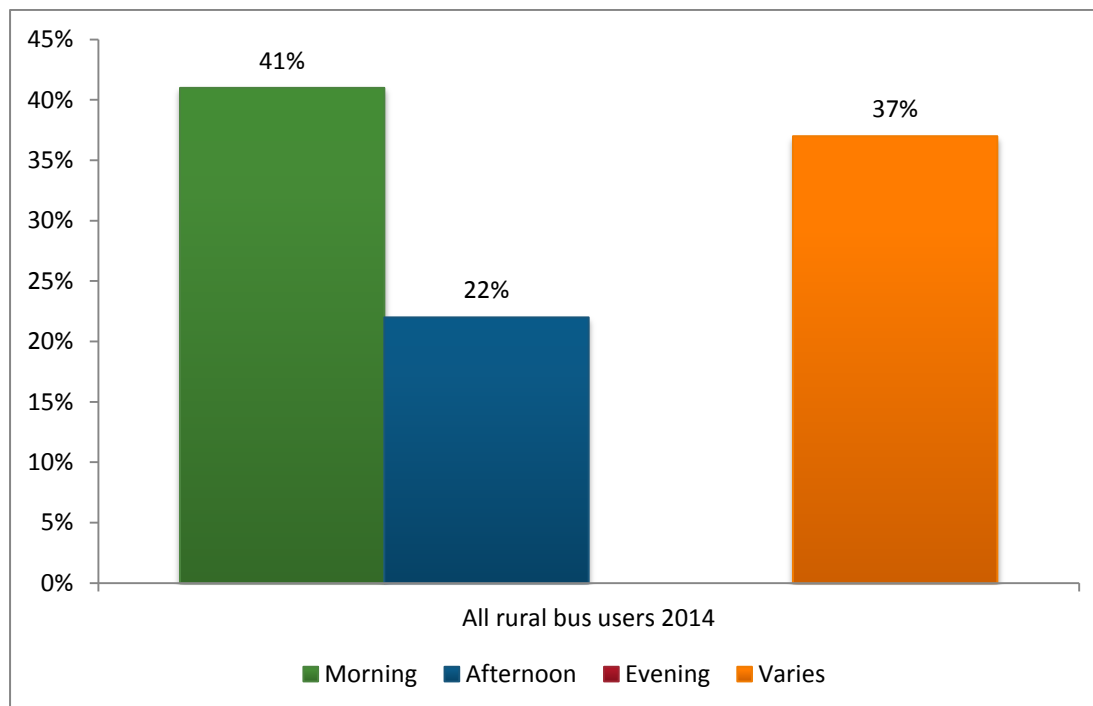


Figure 22.5: Timing of bus use⁹⁵

3.3.4 NON-SPECIFIC TIME GIVEN SUBGROUP VARIATION

Sample sizes for user groups who did not give a specific time of day were too small for any subgroup differences to be noted.

Table 22.5: Timing of bus use by user group⁹⁶

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
Sample Size	84	30	31	23	62	22
Morning (%)	41	50	40	30	37	50
Afternoon (%)	22	33	0	20	21	25
Evening (%)	0	0	0	0	0	0
Varies (%)	37	17	60	50	42	25

⁹⁵ What times of day do you catch the bus? Base: All rural respondents who did not provided a specific time 2014 n=23

⁹⁶ What times of day do you catch the bus?

3.3.5 ALTERNATIVE PREFERRED TIME TO CATCH THE BUS

Bus users were asked if there was another time of day that they would prefer to catch the bus that was not currently available on the rural routes. Opinions were divided with 44% of bus users stating they would prefer an alternative time, and the remaining 56% stating they would not.

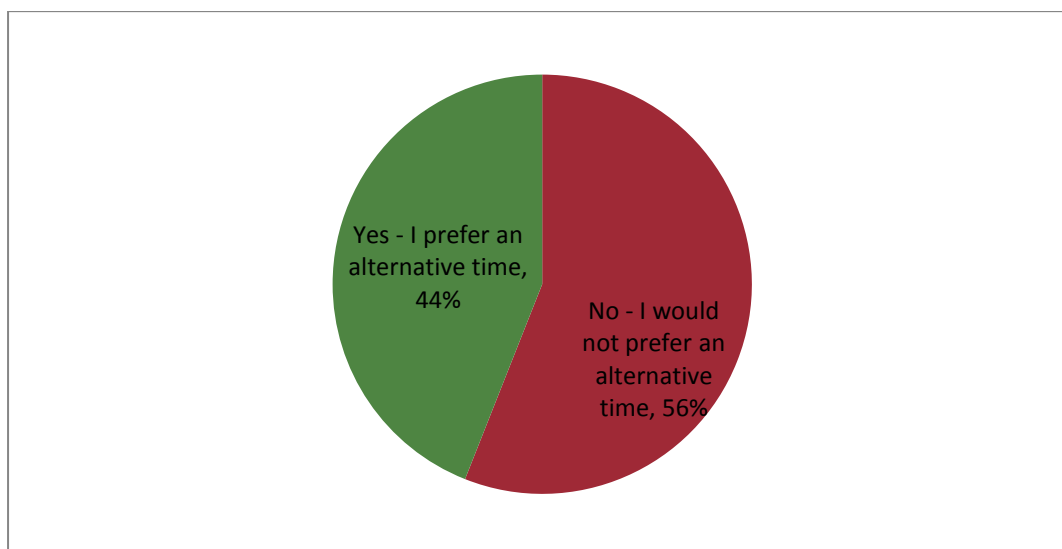


Figure 22.6: Alternative time to catch the rural bus service⁹⁷

3.3.6 SUBGROUP VARIATION

There were no differences by user group in terms of preference to the provision of an alternative time.

Table 22.6: Travelling with others by user group⁹⁸

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
<i>Sample Size</i>	84	30	31	23	62	22
Yes – would prefer an alternative time (%)	44	40	47	43	41	50

⁹⁷ Are there any other times that you would prefer to catch the bus service that are not currently available?

Base: All rural respondents n=85

⁹⁸ Are there any other times that you would prefer to catch the bus service that are not currently available?

In terms of other times for catching the bus, bus users appear to want greater flexibility when they can catch the bus so that they can have more time at their destination. With this, a number of responses center around either leaving later in the morning, and later in the afternoon.

Katikati Shopper Responses

- *"It would be better between Gold Card hours from the Lakes."*
- *"Go back at 2pm in time to catch the Wellington connection in Tauranga".*
- *"2.15pm going back."*
- *"Better on Sundays."*
- *"It seems better between 3.30-4pm and on a Sunday."*
- *"8am, 3-4pm."*
- *"I like the option of coming back to the lakes later in the afternoon."*
- *"Lunch times are good."*
- *"A later departure in the afternoon would suit."*
- *"Not so early in the morning."*
- *"Earlier in the morning, say 8.30am."*
- *"I would prefer 12pm and a bus returning back."*

Katikati Commuter Responses

- *"Having the option of Sundays for leisure would be good."*
- *"A little later in the morning would be more suitable."*
- *"It would be nice to have the option of a shopper's bus every day."*
- *"2.15pm from Tauranga. 9-10am from Katikati."*
- *"1pm from Katikati."*
- *"It coming later in the morning, like shopper time."*
- *"9am."*
- *"7.30am."*
- *"Later bus - 1900 or 2000."*
- *"9.15am from Katikati (only on Fridays)."*
- *"Later in the morning maybe 08.00, not shopper though."*
- *"Later in the morning 08.30."*
- *"Not really sure of a specific time (x2 mentions)."*

Whakatane – Tauranga Responses

- *"7am."*
- *"It would be better leaving Te Puke at 12pm."*
- *"I would like it every day."*
- *"It would be nice if it went every day from Kawerau."*
- *"3pm."*
- *"I want more options."*
- *"It would be better later in the afternoon."*
- *"Morning route to Whakatane is best."*
- *"9am."*
- *"I would prefer late afternoon."*

3.4 TRAVELLING AROUND IN TAURANGA

Rural bus users were asked about their travel plans once they had reached their destination in Tauranga. Over half (53%) would depart and re-board in the same location, and a third (33%) were on a one way trip so would not be boarding again that day. Thirteen per cent would depart and re-board in a different location.

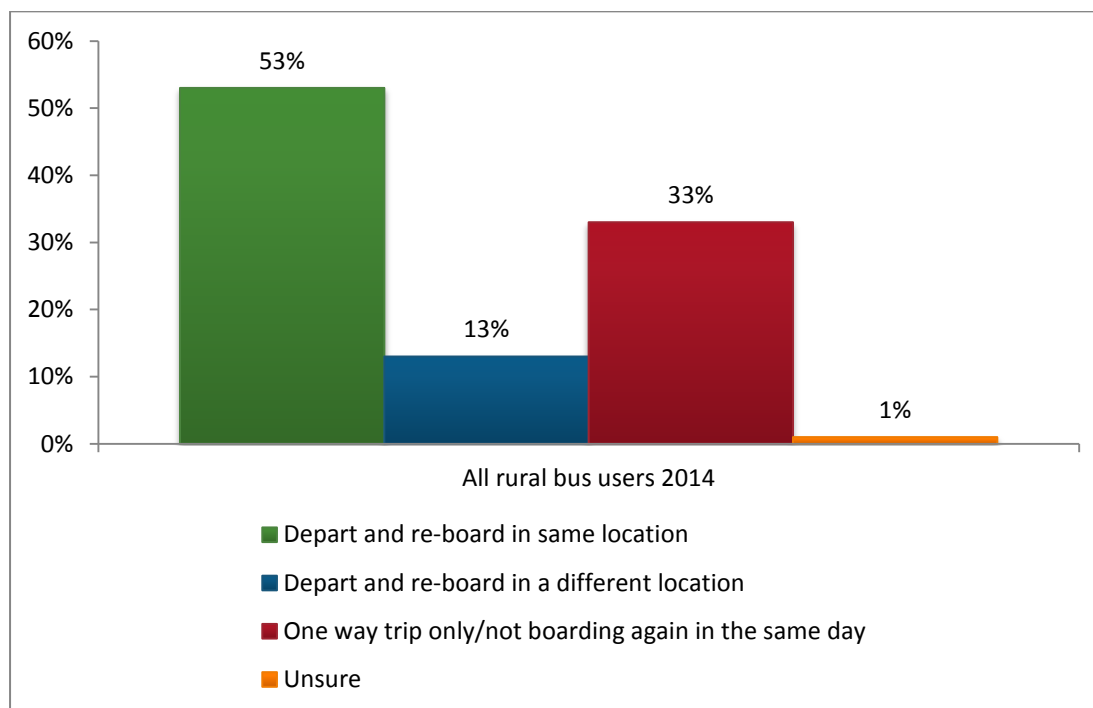


Figure 22.7: Departure and re-boarding locations of rural bus users⁹⁹

3.4.1 SUBGROUP VARIATION

There were no differences by user group in terms of travel plans once reaching their destination in Tauranga.

Table 22.7: Departure and re-boarding locations of rural bus user by user group¹⁰⁰

Bus User Group		TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
Sample Size		84	30	31	23	62	22
Same location	(%)	53	50	50	61	56	45
Different location	(%)	13	17	9	13	10	23
One way/not returning on the same day	(%)	33	33	38	26	33	32
Unsure	(%)	1	0	3	0	2	0

⁹⁹ Where will you plan to get off this bus today? Where will you board this bus again? Base: All rural respondents 2014 n=84.

¹⁰⁰ Where will you plan to get off this bus today? Where will you board this bus again

Seventy eight per cent of rural bus users indicated that they had a usual travel pattern when using the bus service. Twelve per cent indicated that their travel pattern varied and 11% mentioned that the travel plan they were embarking on for that journey was not their usual travel pattern.

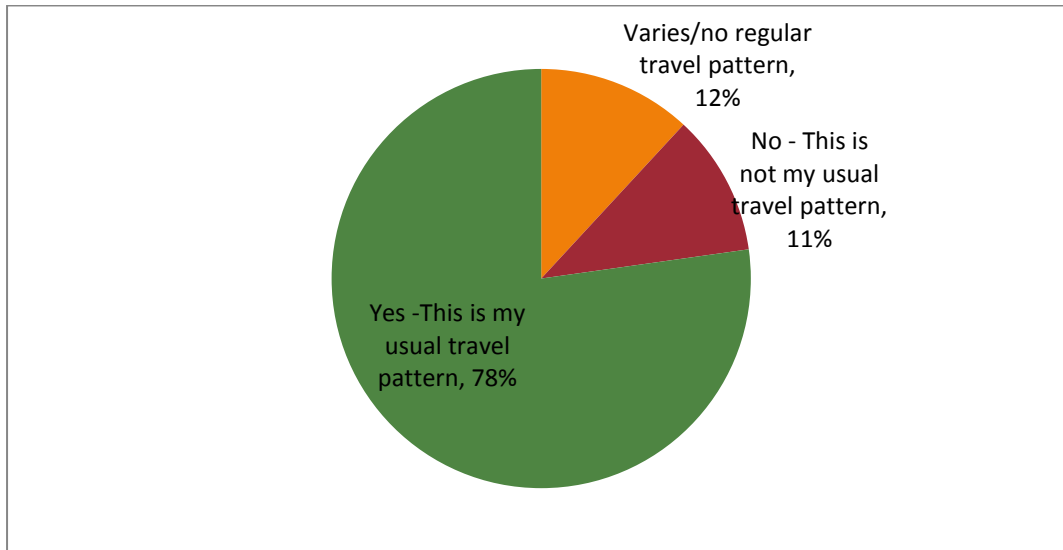


Figure 22.8: Regular travel pattern¹⁰¹

3.4.2 SUBGROUP VARIATION

There were no differences by user group in terms of travel patterns.

Table 22.8: Regular travel patterns of rural bus user by user group¹⁰²

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
Sample Size	84	30	31	23	62	22
Yes – this is my regular travel pattern (%)	78	77	69	91	78	77

¹⁰¹ Is this your regular pattern of travel when using this bus service? Base: All rural respondents n=84

¹⁰² Where will you plan to get off this bus today? Where will you board this bus again

Most (64%) rural bus users were travelling to their final destination, with just over a third (36%) who would be travelling around Tauranga once they were in Tauranga.

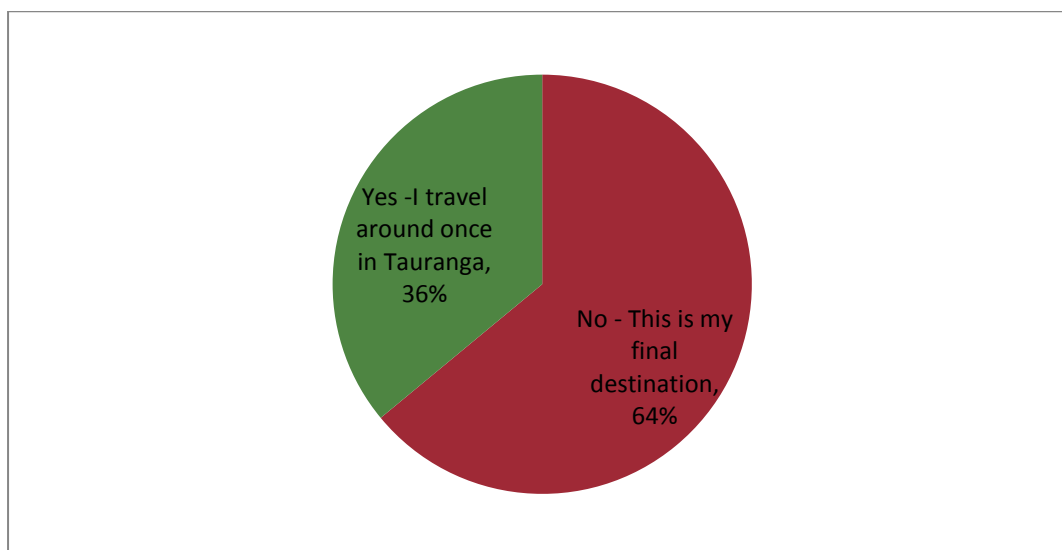


Figure 22.9: Travelling to other locations once in Tauranga¹⁰³

3.4.3 SUBGROUP VARIATION

Users who were on the Katikati-Tauranga Shopper were more likely (than the rural average) to travel around to other locations once in Tauranga (57%).

Table 22.9: Travelling to other locations once in Tauranga by user group¹⁰⁴

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
<i>Sample Size</i>	84	30	31	23	62	22
Yes – I travel around once in Tauranga (%)	36	57	28	22	30	55

¹⁰³ Once you get off the bus, do you travel to other locations or is this your final destination? Base: All rural respondents n=84

¹⁰⁴ Once you get off the bus, do you travel to other locations or is this your final destination?

Of those who travelled around once in Tauranga (n=34) only 7 people stated that they found problems when travelling in Tauranga. These mostly related to the tight connection between busses and the flow on effect of missing a connecting bus. Verbatim comments relating to travelling around in Tauranga are listed below.

- *"If the bus is late by a couple of minutes that can throw you off for 1/2 an hour then you miss your connection."*
- *"It is only with the connection to Wellington."*
- *"Not a good connection with the Napier bus. 5 minutes in - can't get the connection."*
- *"The connection is just too tight, especially on the weekends. If you miss it you have to wait a whole hour."*
- *"Sometimes buses running little bit behind schedule."*
- *"Sometimes if I want to go to Bayfair the bus just leaves and have to wait for another one."*
- *"Paengaroa to Te Puke on weekends isn't always on time."*

RURAL BUS SERVICES: USER TRIP (DURING MAY/JUNE 2014)

Rural 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).

4.1 TRIP FEATURES

Personal security on the bus (95%) rates the highest for satisfaction ratings for rural bus users. This was followed by ease of bus access (93%), seat availability (93%), and driver attitude (92%). Also scoring highly were ratings for punctuality (87%), overall quality and comfort (86%), and inside temperature on the bus (81%). Lower ratings were seen regarding ticketing aspects such as the fare value (73%) and ticketing system and options (67%). Frequency of weekday services scored relatively low, with 71% satisfied with this. Furthermore, low satisfaction was seen for frequency of weekend services (28%); however, this was driven by almost half of rural users (48%) stating this was not applicable.

Chart overleaf.

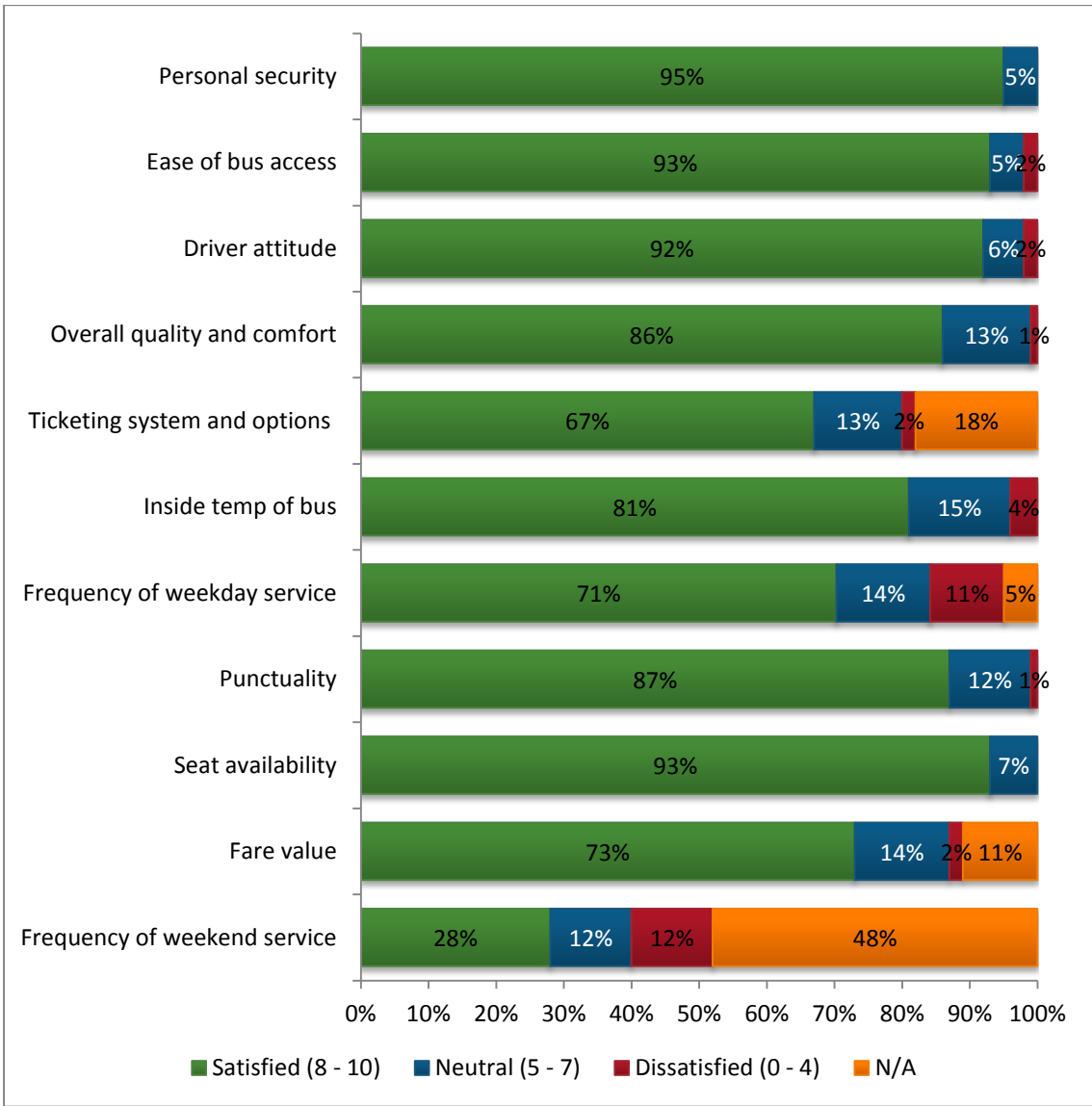


Figure 23.1: Service features on the bus trip (during May/June 2014) ALL RURAL BUS USERS 2014¹⁰⁵

¹⁰⁵ 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 rural respondents 2014 n=84.

4.1.1 SUBGROUP VARIATION

Katikati-Tauranga shoppers were more likely (than the rural average) to be satisfied with the availability of seating on this service, with all bus users on that route satisfied with that measure. Higher levels of satisfaction regarding frequency of weekday services were seen for users on the Katikati-Tauranga commuter (81%), but these users were less likely to be satisfied with the inside temperature of the bus (69%).

Table 23.1: Service features on the bus trip (during May 2014) by bus user group¹⁰⁶

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
<i>Sample Size</i>	84	30	31	23	62	22
Personal security (%)	95	100	94	91	94	100
Ease of bus access (%)	93	97	88	96	90	100
Driver attitude (%)	92	90	88	100	92	91
Overall quality and comfort (%)	86	90	84	83	86	86
Ticketing system (%)	67	57	72	74	71	55
Inside temp of bus (%)	81	87	69	91	81	82
Frequency of weekday services (%)	71	70	81	57	76	55
Punctuality (%)	87	93	91	74	89	82
Seat availability (%)	93	100	88	91	90	100
Fare value (%)	73	67	75	78	73	73
Frequency of weekend services (%)	28	37	13	39	21	50

¹⁰⁶ 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?

4.2 OVERALL SATISFACTION WITH THE BUS TRIP

Ninety four per cent of all rural bus users were satisfied with the bus trip overall, the remaining 6% were neutral, with no dissatisfaction ratings seen here. Satisfaction ratings (88%) for users on the Katikati Commuter are lower (than the rural average) with a higher proportion of those users giving the overall satisfaction a neutral rating (13%).

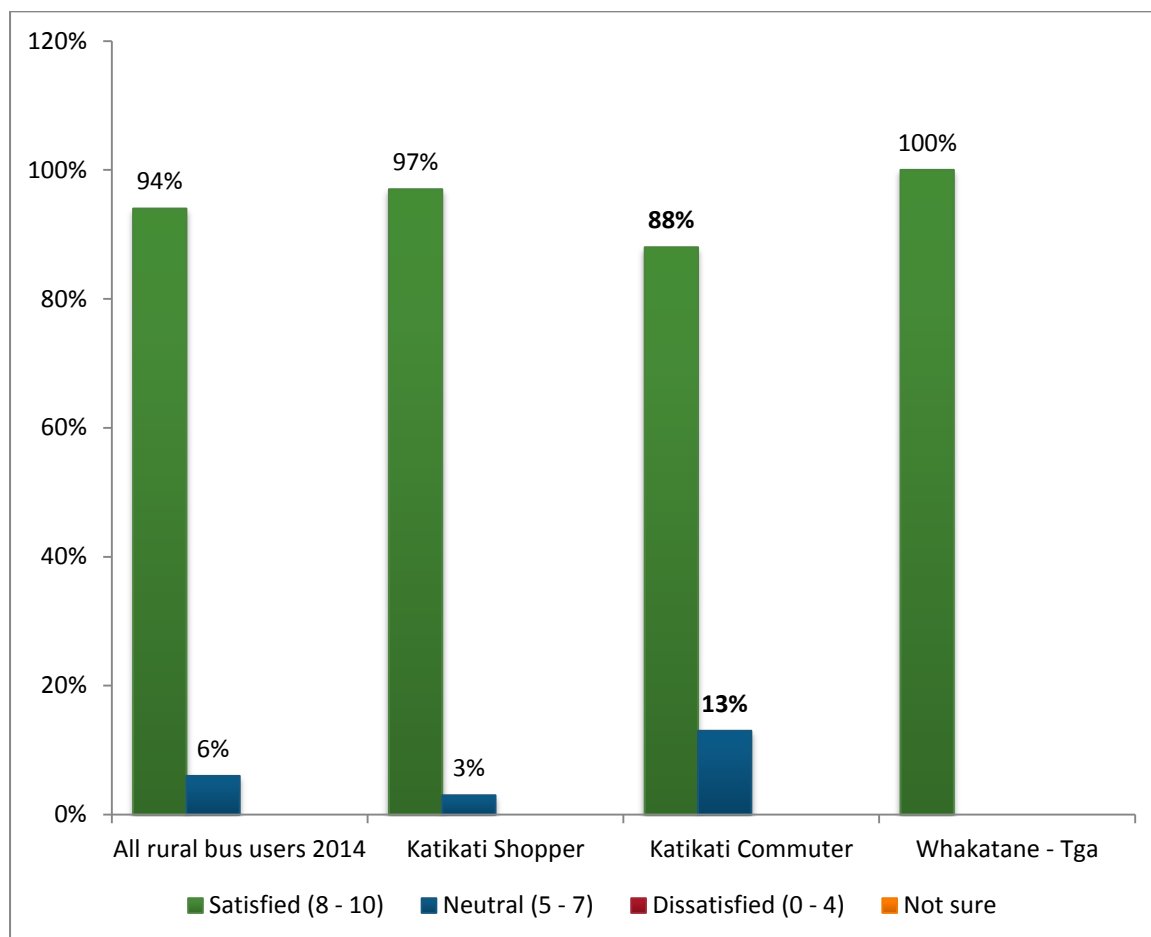


Figure 23.2: Overall satisfaction with bus trip¹⁰⁷

4.2.1 SUBGROUP VARIATION

Satisfaction by user group was consistent with the rural average.

Table 23.2: Satisfaction with the bus trip overall by user group¹⁰⁸

Bus User Group	TOTAL RURAL	Weekday bus user	Weekend bus user
<i>Sample Size</i>	84	62	22
Total satisfaction with trip (%)	94	94	95

¹⁰⁷ Using the same 0 to 10 scale what is your overall satisfaction with this bus trip? Base: All rural respondents 2014 n=84, Katikati Shopper n=30, Katikati Commuter n=32, Whakatane – Tga n=23.

¹⁰⁸ Using the same 0 to 10 scale what is your overall satisfaction with this bus trip?

RURAL BUS SERVICES: USER EXPERIENCE (LAST 3 MONTHS)

Rural bus users were asked to rate their satisfaction with different features *of the rural 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).

4.3 SATISFACTION WITH FEATURES OF THE RURAL BUS SERVICES

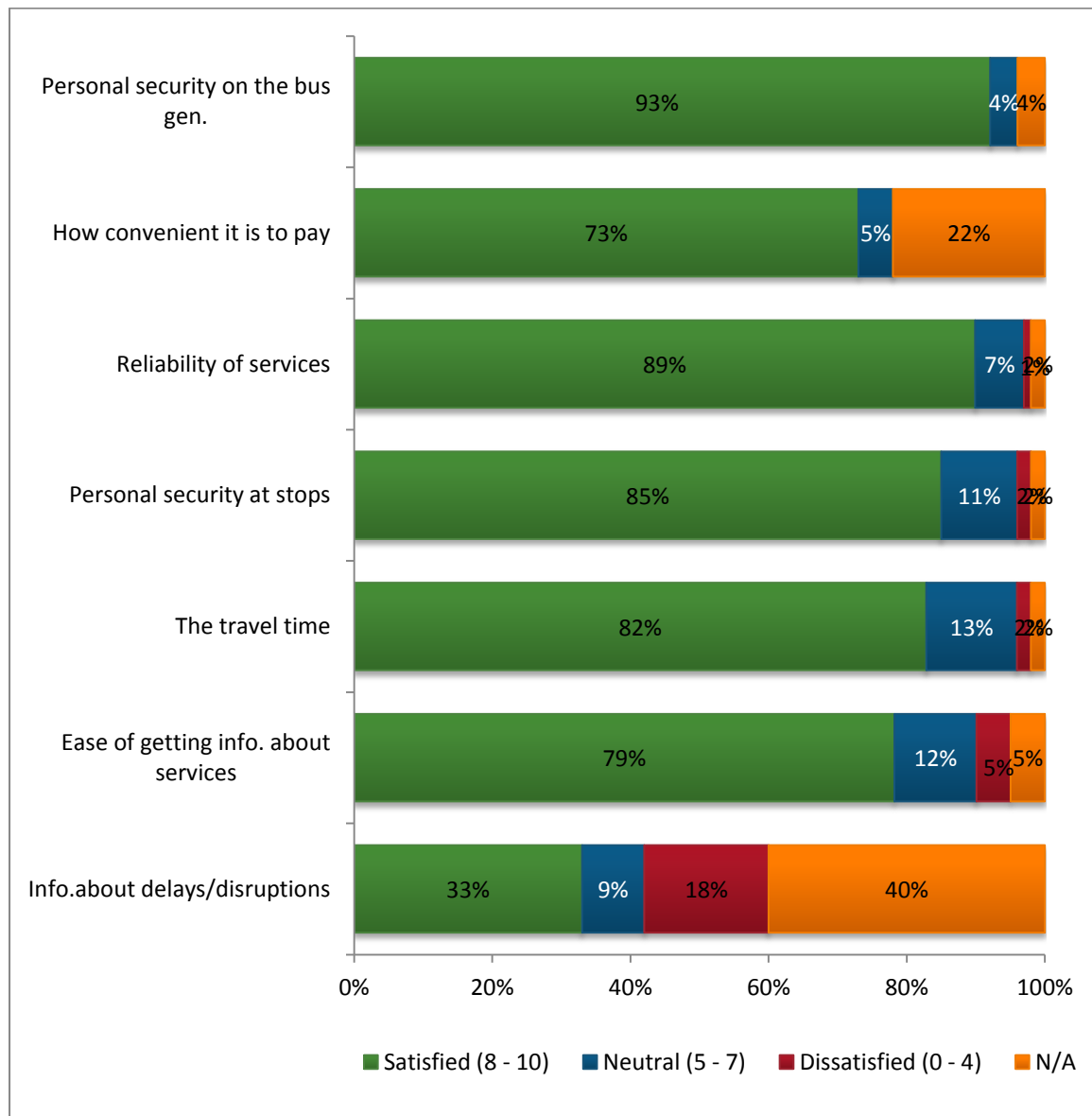


Figure 24.1: Satisfaction with service features for the rural bus services TOTAL¹⁰⁹

¹⁰⁹ 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 rural respondents 2014 n=84.

4.3.1 SUBGROUP VARIATION

Katikati-Tauranga Commuter bus users were more likely (than the rural average) to be satisfied with how convenient it was to pay, whereas those on the Katikati-Tauranga Shopper were less likely to be satisfied with that aspect.

Table 24.1: Satisfaction with the service features for the rural bus services by bus user group¹¹⁰

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
Sample Size	84	30	31	23	62	22
Personal security on the BUS generally (%)	93	93	97	87	95	86
How convenient it is to pay (%)	73	47	94	78	79	55
Reliability of services (%)	89	87	91	91	92	82
Personal security at STOPS (%)	85	80	88	87	89	73
The travel time (%)	82	83	88	74	87	68
Ease of getting information about services (%)	79	80	72	87	81	73
Information about delays/disruptions (%)	33	40	25	35	33	32

¹¹⁰ 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?

4.4 NEGATIVE BUS EXPERIENCES

Of the rural bus users, 19% stated that they had had a negative experience with the rural bus services, with 81% having not had any negative experiences. Users on the Katikati Commuter service were more likely (than the rural average) to have had a negative experience.

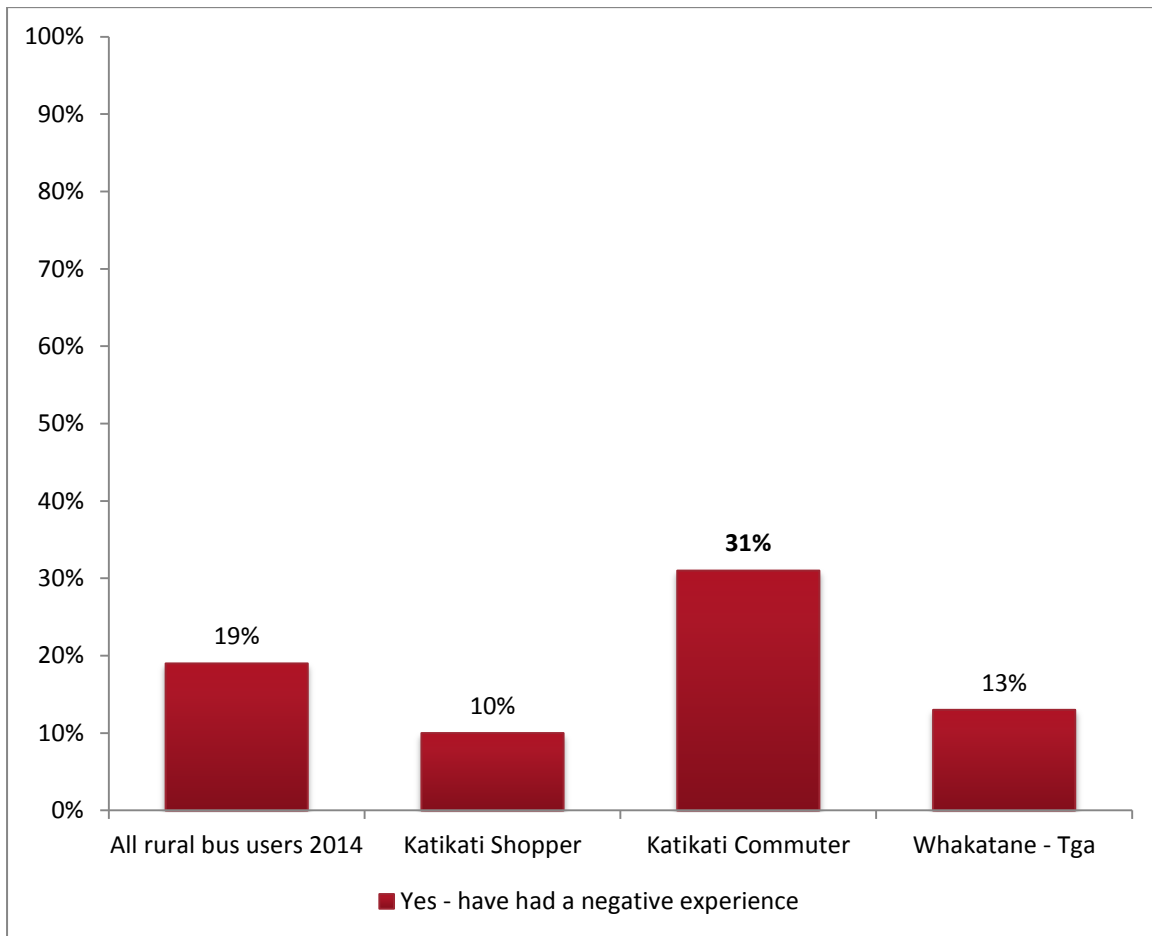


Figure 24.2: Negative experiences with the rural bus services¹¹¹

¹¹¹ Have you had any negative experiences with the bus service in the past 12 months? Base: All rural respondents 2014 n=84, Katikati Shopper n=30, Katikati Commuter n=32, Whakatane – Tga n=23.

4.4.1 SUBGROUP VARIATION

Weekend bus users had a lower incidence (than the rural average) of negative experiences; however, this was indicative only due to small base sizes.

Table 24.2: Negative experiences with the rural bus services by bus user group¹¹²

Bus User Group	TOTAL RURAL	Weekday bus users	Weekend bus users
<i>Sample Size</i>	85	62	22
Yes – I have had a negative experience (%)	19	22	9

4.5 SUMMARY OF NEGATIVE EXPERIENCES

Negative experiences tended to be related to issues with the bus itself, the bus driver leaving before the scheduled time, or arriving too late, and issues with passengers.

Katikati - Tauranga Shopper

- *“The service does not go frequently enough during the week.”*
- *“Couple of passengers being rude pigs - but the bus driver confronted them and I complimented her on that.”*
- *“Came onto a bus that was a bit high to step onto, it needs to be lower.”*

Katikati - Tauranga Commuter

- *“The machines were not working and having to pay with cash. They sometimes are quite late, making you miss your connection.”*
- *“Bus broke down.”*
- *“Bus used to leak for 5 months, it has been fixed now. Seats would be wet.”*
- *“Missed the bus once because the driver left early than what the timetable said.”*
- *“I had a rude driver.”*
- *“I had a rude bus driver.”*
- *“In heavy rain bus leaks in front quarter.”*
- *“In the evenings when catching this bus, the alternate route takes too long.”*
- *“Bus left earlier than said on timetable, so missed the bus.”*
- *“In the evenings when catching this bus the alternate route takes too long.”*

Whakatane – Tauranga

- *“I went to the toilet and the bus driver left without me.”*
- *“The bus is sometimes a bit late.”*
- *“A patched member held up the bus, threatening the bus driver, bus driver kicked him off.”*

¹¹² Have you had any negative experiences with the bus service in the past 12 months?

RURAL BUS SERVICES: TRAVELLING WITH DISABILITY AIDS

In 2014 a new set of questions were included relating to travelling with disability aids. These questions were asked for the first time in 2014, thus, there was no comparison to previous years. Sub-group analysis has been undertaken where possible; however, given the relatively low incidence of bus users who used disability aids this was not always possible. The sample size was also too small to analyse by region.

4.6 USE OF DISABILITY AIDS

Of the 5 respondents who used a disability aid when travelling outside of the home, 4 of these used a walking aid and 1 used an audio device.

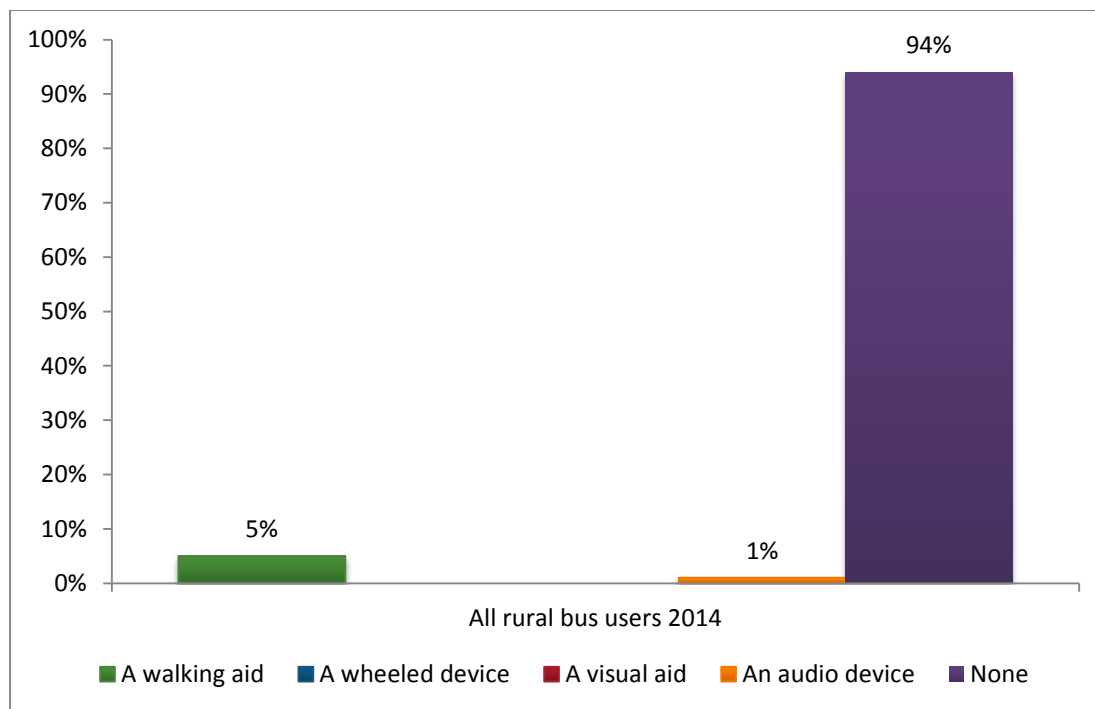


Figure 25.1: Normal use of disability aids when travelling outside of the home¹¹³

All 4 users of walking aids used a walking stick or crutch (single). Two users had encountered issues when using their disability aids when travelling outside of the home; both issues related to getting on and off the bus itself:

- *“The buses are a bit high. The yellow buses are good.”*
- *“Like I said, getting onto buses can be hard. Katikati bus is good but when I lived in Tauranga some of those buses were hard.”*

¹¹³ Q: Which if any of the following do you normally use when travelling outside of the home? Base: All rural respondents 2014 n=84.

RURAL BUS SERVICES: TRAVELLING WITH OTHERS AND YOUNG CHILDREN

Bus users were asked questions relating to whom the bus user was travelling with, in particular if they were travelling with young children, and the issues they encountered when using pushchairs.

4.7 TRAVELLING WITH OTHERS

Of the rural bus users, 19% were travelling with others on the bus service, the remaining 81% were not travelling with others.

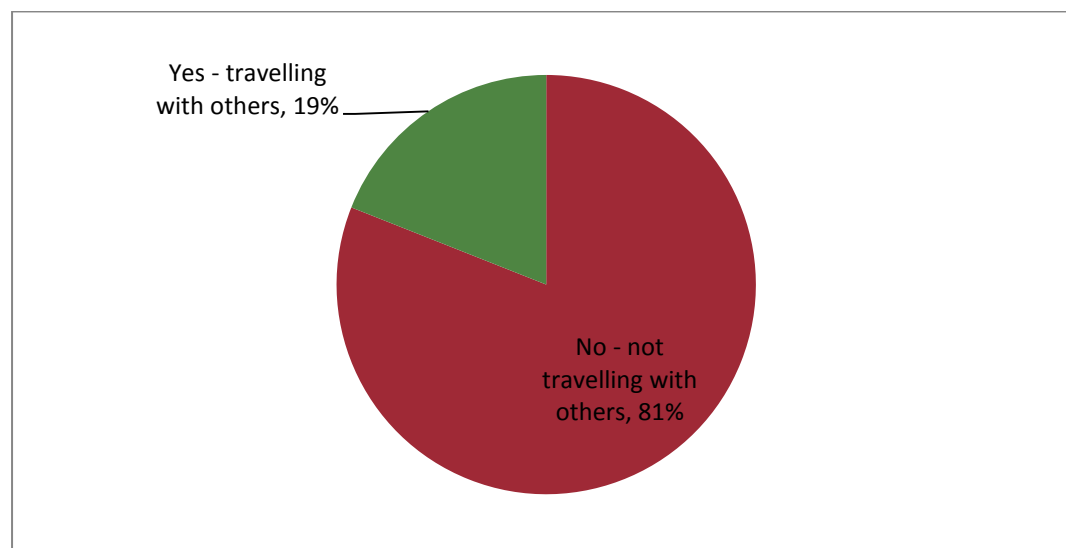


Figure 26.1: Travelling with others¹¹⁴

4.7.1 SUBGROUP VARIATION

There was no variation by user groups in terms of travelling with others on the bus service.

Table 26.1: Travelling with others by user group¹¹⁵

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
<i>Sample Size</i>	84	30	31	23	62	22
Yes – I usually travel with others (%)	19	30	13	13	21	14

Of the 16 bus users who travelled with others (19%), most were travelling with their partner/spouse (n=5), friends (n=5), or with their children (n=4) or other children (n=2). Two users stated that they travelled with a parent or other adult.

¹¹⁴ Are you travelling on this bus service by yourself or with other people today? Base: All rural respondents n=84

¹¹⁵ Are you travelling on this bus service by yourself or with other people today?

4.8 FREQUENCY OF TRAVELLING WITH YOUNG CHILDREN

Ten per cent of rural bus users usually travelled with young children.

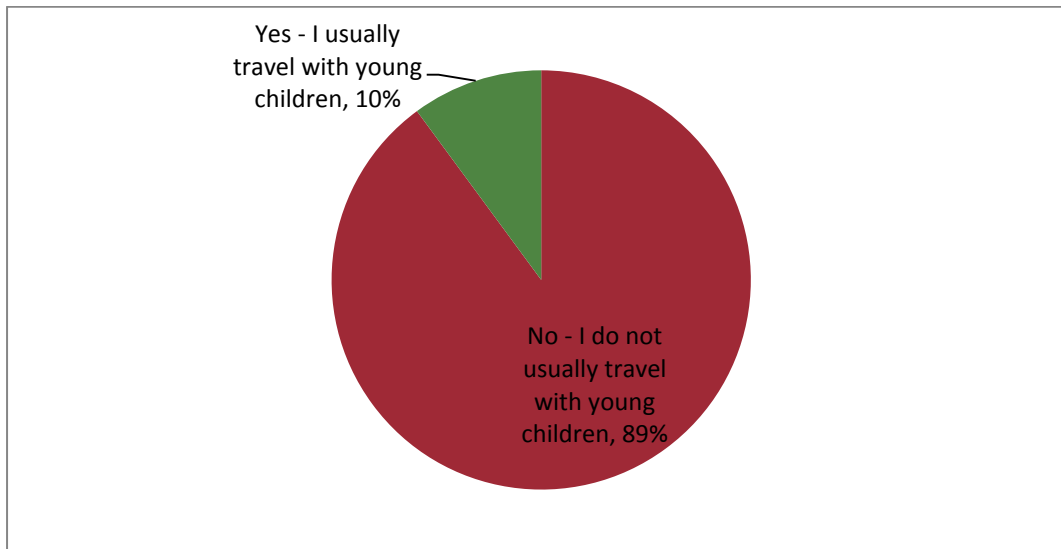


Figure 26.2: Usually travel with young children¹¹⁶

4.8.1 SUBGROUP VARIATION

There was no variation by user group in terms of travelling with young children.

Table 26.2: Usually travel with young children by user group¹¹⁷

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
Sample Size	84	30	31	23	62	22
Yes – I usually travel with young children (%)	10	17	6	9	10	14

Of the 8 bus users who travelled with young children (10%), 5 usually used a pushchair when travelling with those children. Two of these users had experienced problems with using the pushchair when travelling on, or getting to and from, the bus. Both instances referred to passengers who sat in the seats which have been allocated for people with pushchairs.

- *“People not moving out of seats by where pushchair goes.”*
- *“People will sit in the seats where the strollers are meant to go - and won't move out of them.”*

¹¹⁶ Do you usually travel on the bus with young children? Base: All rural respondents n=84

¹¹⁷ Do you usually travel on the bus with young children?

RURAL BUS SERVICES: SUMMARY MEASURES AND IMPROVEMENTS

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

4.9 LIKELIHOOD TO RECOMMEND USING THE RURAL BUS SERVICES

Eighty seven per cent of all rural bus users were likely to recommend using the rural bus service to a friend or colleague. This was consistent across users on the Katikati Shopper and Whakatane-Tauranga services (90% and 91% respectively) and 81% of Katikati Commuter users were likely to recommend.

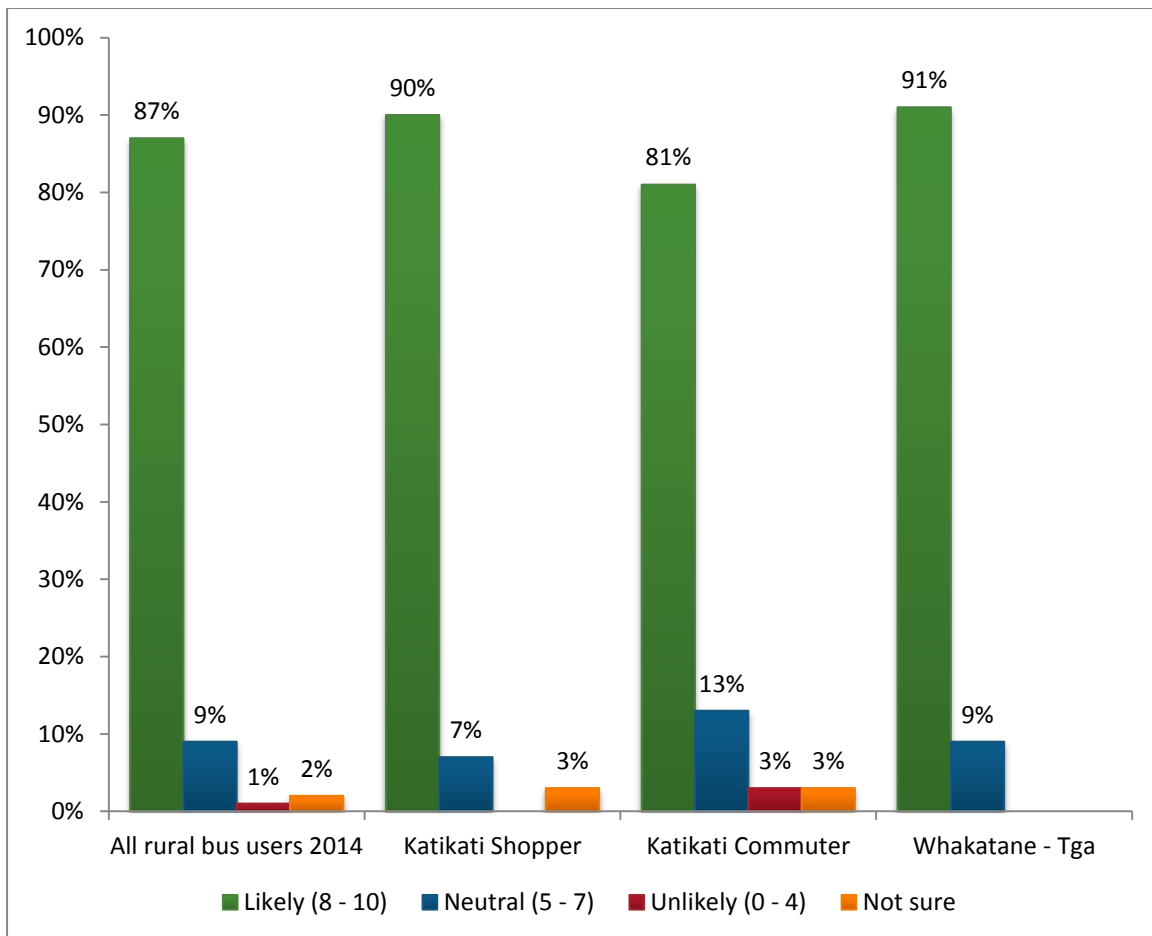


Figure 27.1: Likelihood to recommend using the rural bus services¹¹⁸

¹¹⁸ 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 rural respondents 2014 n=84, Katikati Shopper n=30, Katikati Commuter n=32, Whakatane – Tga n=23.

4.9.1 SUBGROUP VARIATION

Both weekend and weekday users' levels of recommendation were consistent with the rural average.

Table 27.1: Likelihood to recommend using the rural bus services by user group¹¹⁹

Bus User Group	TOTAL RURAL	Weekday bus user	Weekend bus user
<i>Sample Size</i>	84	62	22
Likelihood to recommend (%)	87	87	86

4.10 OVERALL SATISFACTION WITH THE RURAL BUS SERVICES

Eighty five per cent of rural bus users were satisfied overall with the rural bus services. Ninety one per cent of Whakatane-Tauranga users were satisfied overall and 87% of users on the Katikati Shopper were satisfied. Seventy eight per cent of Katikati Commuter users were satisfied with a slightly higher proportion rating this as neutral.

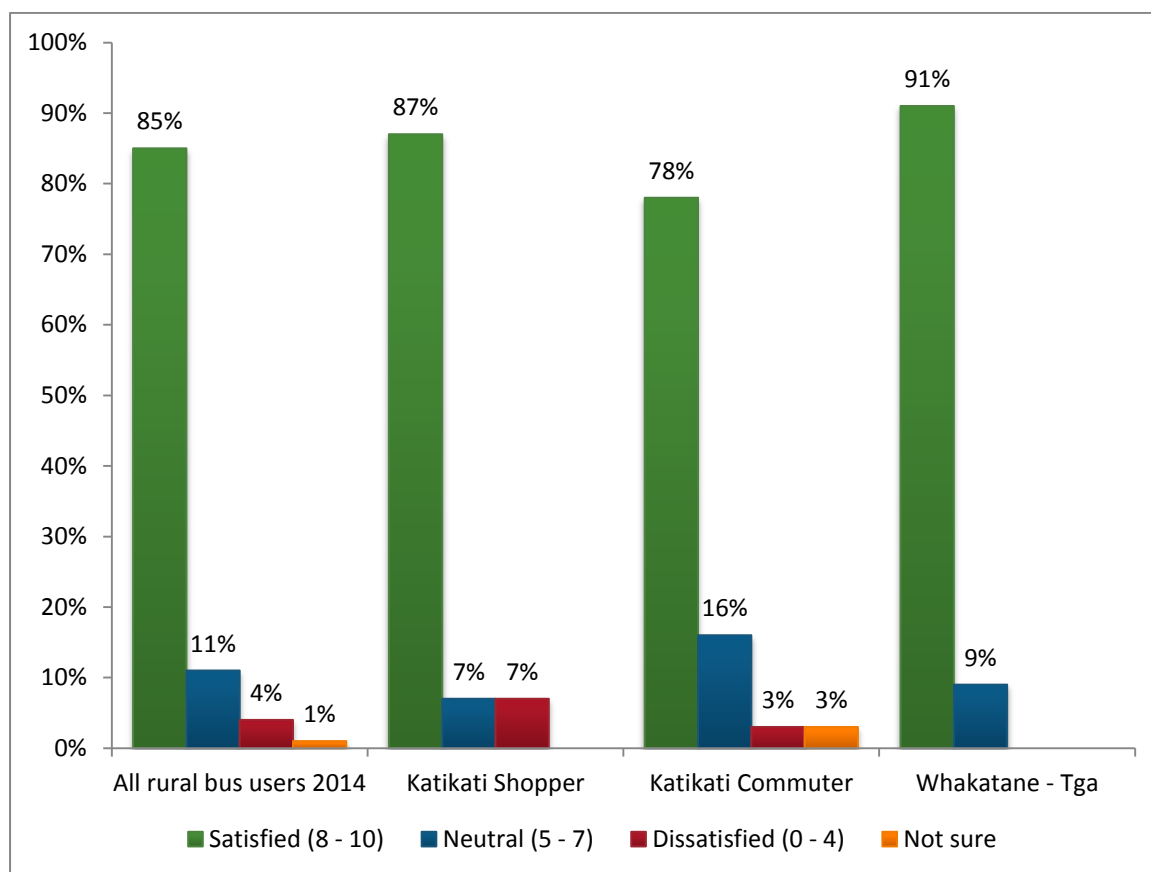


Figure 27.2: Overall satisfaction with the rural bus services¹²⁰

¹¹⁹ 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?

4.10.1 SUBGROUP VARIATION

Both weekday and weekend users' levels of satisfaction were consistent with the rural average.

Table 27.2: Overall satisfaction with the rural bus services by user group¹²¹

Bus User Group	TOTAL RURAL	Weekday bus user	Weekend bus user
<i>Sample Size</i>	84	62	22
Total satisfaction with PT (%)	85	84	86

¹²⁰ Using the same 0 to 10 scale, what is your satisfaction with public transport in the region overall? Base: All rural respondents 2014 n=84, Katikati Shopper n=30, Katikati Commuter n=32, Whakatane – Tga n=23.

¹²¹ Using the same 0 to 10 scale, what is your satisfaction with public transport in the region overall?

4.11 POTENTIAL IMPROVEMENTS TO THE RURAL BUS SERVICES

Of the rural bus users that suggested improvements to the rural bus service, 68% of these suggestions related to scheduling improvements and predominantly focused on more buses or greater frequency of services (61%). Fifteen per cent suggested improvements relating to the bus itself, 11% relating to the bus stop, and 9% suggested ticketing improvements.

Table 27.3: Improvements to the rural bus services¹²²

THEME	ILLUSTRATIVE QUOTE 2014	TOTAL RURAL 2014 %
<i>Sample Size</i>		61
SCHEDULING IMPROVEMENTS		68
More buses/greater frequency of services	<i>Far more services during the day from Katikati</i>	61
Stick to schedule/timetable/ improve punctuality	<i>Everyday at 9am including Sundays. Awkward for hospital visits.</i>	5
Change the bus routes	<i>Drop off point in Katikati should be behind Memorial Hall, instead of the main road.</i>	2
VEHICLE IMPROVEMENTS		15
Improve air conditioning/heating	<i>Heating in Winter, Air Conditioning in Summer</i>	7
Improve bus interior	<i>Make the buses more comfortable</i>	3
More seats/bigger buses	<i>More seats and wider.</i>	3
Improve buses for prams/wheel chairs/shopping trolleys	<i>All buses should lower down</i>	2
Seatbelts	<i>Seatbelts</i>	1
BUS STOP IMPROVEMENTS		11
Display of timetable information	<i>Be good to have a timetable route at the bus stop</i>	7
Covered bus shelters	<i>Bus shelter at Omokoroa Doctors</i>	2
Lighting at bus stops	<i>Sharp Rd- Katikati stop is dark and night. Very dangerous. Would love to have a sheltered bus stop with light.</i>	2
TICKETING IMPROVEMENTS		9
Cheaper fares	<i>Cheaper fares for students</i>	5
Change ticketing service	<i>Better concession card for regular travelers. The more you travel the better discount.</i>	2
Flexibility with payment for tickets	<i>The option to pay by cheque to top up tickets.</i>	2

¹²² What is the one thing you could suggest to improve the region's public transport services? Base: All those who made suggestions for improvements.

4.11.1 SUBGROUP VARIATION

The top five improvements across bus user groups are listed below. Small sample sizes did not allow for subgroup analysis.

Table 27.4: Improvements to rural bus services by usage group¹²³

Bus User Group	TOTAL RURAL	Katikati - Tauranga Shopper	Katikati - Tauranga Commuter	Whakatane - Tauranga	Weekday bus user	Weekend bus user
<i>Sample Size</i>	84	30	31	23	62	22
More buses/ greater frequency of service (%)	61	52	61	69	64	50
Improve air conditioning on bus (%)	7	11	8	0	4	14
Display of timetable information (%)	7	5	4	13	9	0
Stick to schedule/ timetable (%)	5	11	0	6	4	7
Cheaper fares (%)	5	0	8	6	4	7

¹²³ What is the one thing you could suggest to improve the region's public transport services?

CONCLUDING COMMENTS AND RECOMMENDATIONS

Overall, responses showed improvement across a range of on board features, indicative of increased satisfaction with the bus service generally. The majority of satisfaction ratings for trip and overall experience measures now sit above 70%, and have increased from the 2013 results. This was further iterated through fewer mentions noted for negative experiences i.e. while bus users are still identifying negative experiences, these are mostly pertaining to a single issue as opposed to multiple issues.

When looking at specific improvements for the urban bus services, the following should be considered:

GENERAL IMPROVEMENTS FOR BOTH ROTORUA AND TAURANGA URBAN SERVICES

Continue to focus on on-board service delivery

Responses show that the on board experience is particularly important for bus users, and verbatim comments indicate that this has a significant effect on their level of overall satisfaction with the service. Service aspects such as the attitude of the bus driver, the ease of payment and ticketing, ease of access and comfort on the bus were important attributes for bus users. This was reflected in improvements across the board this year, and was highlighted in an increased overall satisfaction rating and likelihood to recommend. On board experience appeared to be driven in particular by the attitude of the bus driver, and this was emphasised in the negative experience comments pertaining largely to the driver attitude:

“Comments from bus drivers telling me that as we gold card holders that we shouldn’t be getting on buses and going somewhere for nothing, I felt very unhappy and we have earned it we should use it.”

While scheduling appears to be a key concern for many bus users, this does not seem to have a bearing on overall satisfaction or likelihood to recommend. This may be indicative of bus users generally accepting small scheduling delays as a part of using the bus, and thus appears to not be a contributing factor to overall ratings.

However, while negative experiences have not necessarily decreased this year, it was evident that bus users are more satisfied with their on board experience, with less multiple mentions noted and this directly influences overall satisfaction.

Improve service delivery to parents with pushchairs

Bus users who were travelling with children noted that key issues regarding travelling on the bus with a pushchair were mainly lack of room once on the bus, and accessibility to the bus; with both issues carrying equal weight. These findings were consistent across both Tauranga and Rotorua services.

While sample sizes were too small for analysis, it appears that bus users who use a disability aid when travelling on the bus were largely satisfied with their experience and any difficulties experienced when using the bus related more so to a lack of understanding of either the bus driver

or passengers, not necessarily to using the bus itself. This may be indicative of these bus users generally being accepting that difficulties using a disability aid do not relate directly to using a bus, and rather these are difficulties experienced day-to-day.

Improvements for Rotorua Urban Services

While ratings for personal security increased this year, this was directly related to on board security, and not the case for personal security at the bus stops, with this measure decreasing slightly this year. Comments seemed to directly relate to rough behaviour of those around the stops (not necessarily bus users).

“Not the service, but the main bus stops in town; I try to avoid catching my bus there- too rough”

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

With a shift toward more frequent bus usage in Rotorua, improvements noted for Rotorua bus users relate largely to the frequency of service, and this is further reflected in lower ratings for both frequency of weekend and weekday services. More buses/ greater frequency of service are the highest mentioned improvement amongst Rotorua bus users:

“Put more buses on the Polytech run especially on mornings route #2”

“More buses should be running, every 5 minutes not half an hour. Weekends are even longer 1 hour wait time”

Improvements for Tauranga Urban Services

While bus users are generally accepting of scheduling delays when using the bus, this acceptance appears to relate more so to late buses, or buses that do not keep to their timetables. A number of scheduling concerns identified in Tauranga appear to relate more to a greater frequency of service, or more buses available, driven by the need for certainty that they will be at a certain place on time. Verbatim comments indicate that this concern is driven particularly from missing connecting buses and an awareness of connecting buses commonly used, timings, and frequency of service may mitigate this concern:

“One bus did not run and I had to wait for the next one, making me late for work.”

“Bus did not arrive as scheduled. This was the last bus for the night. I had to ring a taxi.”

“Last week my bus ran late which caused me to miss my connecting bus.”

“Not enough time between connections. If the first bus is late, then I miss the connection and I'm late for work.”

This is further iterated in negative comments pertaining to the bus being late. Therefore, ensuring buses are running on time and connecting buses are scheduled appropriately is important for bus users' overall bus experience.

Rural bus users

Rural bus users seem generally satisfied with the bus service, however the biggest area of concern relates to the scheduling of bus services, particularly for the Katikati Commuter. These concerns generally relate to the restricted times when users can catch the bus. Katikati Commuter users appear to want to leave slightly later. However, it appears that any improvements to this service may require the addition of a second rural service, and with the low patronage on this service, this may not be an appropriate solution.

Furthermore, due to catching the bus for leisure and shopping purposes, there appears to be a demand for a flexibility of services, and connecting buses, once in Tauranga. Most rural bus users are likely to want to move around once in Tauranga, and have greater flexibility of the amount of time they can spend shopping. Although results show that most rural bus users are not currently doing this, this is possibly indicative of not being able to do this, rather than not wanting to. This is supported by verbatim comments whereby improvements for this service largely related to:

“More buses during the day so that you can have better connections with the other buses.”

“The bus leaving the CBD later in the evening”

APPENDICIES

APPENDIX 1: SAMPLE PROFILE FROM 2013

Table 29.1: Sample by age (counts)

	Total Urban	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 29.2: Sample by gender (counts)

	Total Urban	Rotorua	Tauranga
Male	261	96	165
Female	384	119	265

Table 29.3: Sample by household income (counts)

	Total Urban	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 29.4: Sample by household situation (counts)

	Total Urban	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

APPENDIX 2: URBAN QUESTIONNAIRE

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	
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)

--

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: DISABILITY QUESTIONS

12. Which if any of the following do you normally use when travelling outside of the home?

Read out, code all applicable, multiple answer allowed

A walking aid such as a stick, crutch, or frame	1	ASK Q13
A wheeled device such as a wheelchair or scooter	2	ASK Q14
A visual aid such as a white cane or guide dog	3	ASK Q15
An audio device such as a hearing aid	4	SKIP TO Q16
None (DO NOT READ OUT)	5	SKIP TO SECTION F

ASK ALL CODE 1 AT Q12

13. Which of the following do you use most often?

Read out, code all applicable, multiple answer allowed

Walking stick or crutch (single)	1
Walking sticks or crutches (two)	2
Walking frame	3
Back or leg brace, splint or support	4
Artificial limb	5
Or something else? (please specify)	6

ASK ALL CODE 2 AT Q12

14. Which of the following do you use most often?

Read out, code all applicable, multiple answer allowed

Wheelchair: manual	1
Wheelchair: assisted	2
Wheelchair: powered	3
Mobility scooter	4
Or something else? (please specify)	5

ASK ALL CODE 3 AT Q12

15. Which of the following do you use most often?

Read out, code all applicable, multiple answer allowed

White cane	1
Guide dog	2
Or something else? (please specify)	3

ASK ALL USERS AT Q12

16. Have you ever encountered any problems using this when travelling on, or getting to and from the bus?

Do not read out, single answer only

Yes	1	GO TO Q17
No	2	GO TO SECTION F

17. Can you please describe these problems to me and give examples where possible?

Record verbatim

SECTION E: TRAVELLING WITH YOUNG CHILDREN

18. Do you usually travel on the bus with young children?

Do not read out, single answer only

Yes	1	GO TO Q19
No	2	GO TO SECTION G

19. Do you normally use a pushchair when travelling with these children?

Do not read out, single answer only

Yes	1	GO TO Q20
No	2	GO TO SECTION G

20. Have you ever encountered any problems using a pushchair when travelling on, or getting to and from the bus?

Do not read out, single answer only

Yes	1	GO TO Q21
No	2	GO TO SECTION F

21. Can you please describe these problems to me and give examples where possible?

Record verbatim

--

SECTION F: 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 Super Gold Card holder?

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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APPENDIX 3: RURAL QUESTIONNAIRE

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	
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. Why did you use the bus today instead of a private/work vehicle?

Record verbatim

--

3. How often do you use this bus service?

Do not read out, code closest, Single answer only

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

4. What times of day do you typically catch this bus?

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

--

4A. Are there any other times that you would prefer to catch this bus service that are not currently available?

Do not read out, single answer only

Yes	1	GO TO Q4b
No	2	GO TO SECTION B

4B. What are these times?

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

--

SECTION B: SATISFACTION WITH CURRENT TRIP

5. 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

6. 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

7. Now thinking about your experience using public transport in this region over the last three months, to 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

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

Yes Continue	No Skip to Q10
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9. What were these?

Record verbatim

10. 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

11. Using 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

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

Record verbatim

SECTION D: TRAVELLING AROUND ONCE OFF THE BUS

13. Where do you plan to get off the bus today?

Record verbatim

--

14. Where will you board the bus again?

Record verbatim

--

15. Is this your regular pattern of travel when using this bus service?

Do not read out, single answer only

Yes	1	GO TO Q18
No	2	ASK Q16 & Q17
Varies/ no regular pattern of travel	3	GO TO Q18

16. Where would you usually get off this bus service?

Record verbatim

--

17. Where would you usually board the bus service?

Record verbatim

--

18. Once you get off the bus, do you travel to other locations or is this your final destination?

Do not read out, single answer only

Travel around	1	CONTINUE
Final destination	2	GO TO SECTION E

19. Do you ever encounter any problems getting to and from other locations?

Do not read out, single answer only

Yes	1	CONTINUE
No	2	GO TO SECTION E

20. Can you please describe these problems to me and give examples where possible?

Record verbatim

SECTION E: DISABILITY QUESTIONS

21. Which if any of the following do you normally use when travelling outside of the home?

Read out, code all applicable, multiple answer allowed

A walking aid such as a stick, crutch or frame	1	ASK Q21
A wheeled device such as a wheelchair or scooter	2	ASK Q22
A visual aid such as a white cane or guide dog	3	ASK Q23
An audio device such as a hearing aid	4	SKIP TO Q24
None (DO NOT READ OUT)	5	SKIP TO SECTION F

ASK ALL CODE 1 AT Q21

21. Which of the following do you use most often?

Read out, code all applicable, multiple answer allowed

Walking stick or crutch (single)	1
Walking sticks or crutches (two)	2
Walking frame	3
Back or leg brace, splint or support	4
Artificial limb	5
Or something else? (please specify)	6

ASK ALL CODE 2 AT Q21

22. Which of the following do you use most often?

Read out, code all applicable, multiple answer allowed

Wheelchair: manual	1
Wheelchair: assisted	2
Wheelchair: powered	3
Mobility scooter	4
Or something else? (please specify)	5

ASK ALL CODE 3 AT Q21

23. Which of the following do you use most often?

Read out, code all applicable, multiple answer allowed

White cane	1
Guide dog	2
Or something else? (please specify)	3

ASK ALL USERS AT Q21

24. Have you ever encountered any problems using this when travelling on, or getting to and from the bus?

Do not read out, single answer only

Yes	1	GO TO Q25
No	2	GO TO SECTION F

25. Can you please describe these problems to me and give examples where possible?

Record verbatim

--

SECTION F: TRAVELLING WITH YOUNG CHILDREN

26: Are you travelling on this bus service by yourself or with other people today?

Do not read out, single answer only

Travelling by myself	1	GO TO Q28
Travelling with others	2	CONTINUE

27: Who are you travelling with today?

Do not read out, code all applicable, multiple answer allowed

Partner/spouse	1
Parent/caregiver/other adult	2
My own children	3
Other children	4
Friends	5
Work colleagues	6
Other specify	7

28. Do you usually travel on this bus service with young children?

Do not read out, single answer only

Yes	1	GO TO Q29
No	2	GO TO SECTION G

29. Do you normally use a pushchair when travelling with these children?

Do not read out, single answer only

Yes	1	GO TO Q30
No	2	GO TO SECTION G

30. Have you ever encountered any problems using a pushchair when travelling on, or getting to and from the bus?

Do not read out, single answer only

Yes	1	GO TO Q31
No	2	GO TO SECTION G

31. Can you please describe these problems to me and give examples where possible?

Record verbatim

SECTION G: 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 Super Gold Card holder?

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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