# BUS USER RESEARCH

Current Guided Busway Users

# CAMBRIDGESHIRE BUS USER RESEARCH

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# 1.   INTRODUCTION

## 1.1   Study Background

1.1.1   The Cambridgeshire Guided Busway (CGB) opened in 2011 and is the longest in the world, connecting Huntingdon, St Ives, Cambridge and Addenbrooke's/Trumpington. Upon opening, bus patronage nearly doubled, significantly sooner than anticipated and bringing bus mode share above the national average. A survey carried out in 2012 gave some interesting findings, including very high numbers of users having a car available to them, and a high proportion of new users with free parking available in Cambridge. Further work also explored the health impacts of the CGB and found that its introduction increased trips involving some active travel (walking or cycling), either as part of a multi-modal journey involving the busway, or as a result of the supporting cycling and pedestrian infrastructure delivered as part of the scheme.

1.1.2   Cambridgeshire County Council were interested in carrying out some market research to supplement the 2012 surveys and to help shape the future of bus schemes in the area, in particular the Cambourne to Cambridge Better Bus Journey Scheme. There are a number of complex issues to be addressed in the delivery of the scheme and stakeholder engagement and public consultation are vital to this process.

1.1.3   This research aims to better understand existing users of the CGB, their views of the CGB, and the types of journeys they make. It builds on the research carried out in 2012 following the opening of the busway, and also seeks to identify motivators and barriers to use which may be relevant to the planning of other bus priority projects including the Cambourne to Cambridge scheme.

## 2. SURVEY RESULTS

### 2.1 Methodology

2.1.1 Self-completion surveys were handed out to busway users waiting at selected stops between Saturday 15th July 2017 and Saturday 22nd July 2017. Completed surveys were returned to the interviewers. Interviewers assisted respondents in completing the survey where required, and additionally boarded Stagecoach buses between the designated stops to increase the response rate. A total of 1,058 interviews were completed across peak (Mon-Fri 7am-10am & 4pm-7pm), off-peak (Mon-Fri 10am-4pm) and weekend (Saturday 7am-7pm) time periods.

2.1.2 Stops surveyed were A, N, B, R (Stagecoach) C and U (Whippet):

- Addenbrooke's Hospital;
- Cambridge Regional College;
- Cambridge Rail Station;
- Cambridge Science Park;
- Cambridge Drummer St Bus Station;
- Huntingdon Bus Station;
- Longstanton Park & Ride;
- Oakington;
- St Ives Bus Station;
- St Ives Park & Ride;
- Swavesey; and
- Trumpington Park & Ride.

2.1.3 Permission was given to board Stagecoach buses, services A, B, N and R only.

2.1.4 The five minute questionnaire was designed to capture respondent demographics, information about their journey that day (purpose, origin, destination, travel mode to stop, frequency), main reasons for using the busway, features most important to them, desired improvements, use of the cycle/walk track and overall views on The Busway. A copy of the questionnaire is provided in Appendix 1.

2.1.5 It should be noted that given the self-completion nature of the survey, not all questions that should have been answered by respondents necessarily were. The response base for each question is provided. Please note that where percentages do not total 100%, this is due either to rounding or the multiple response nature of the question.

### 2.2 Sample

**Profile of Respondents**

2.2.1 In total 1,058 respondents completed the survey, of which 93% provided both their age and gender. Just over a fifth (21%) of respondents were female aged 65 or over, and just under a fifth (18%) were female aged 25-49 years old. A full breakdown of gender and age can be seen in Table 1 below.

**Table 1. Age and Gender of Respondents**

| Age | Male | Female | Total |
|---|---|---|---|
| 16 - 24 | 8% | 11% | 19% |
| 25 - 49 | 12% | 18% | 30% |
| 50 - 64 | 6% | 10% | 17% |
| 65+ | 14% | 21% | 34% |
| Total | 40% | 60% | 100% |
| **Base** | **395** | **594** | **989** |

2.2.2    Figure 1 shows the working status of respondents. Of the 96% of people who answered this question; half (50%) were working, just over a third (35%) retired and the remaining (15%) were classified as 'other' (e.g. student, unemployed).

**Figure 1.        Working Status**
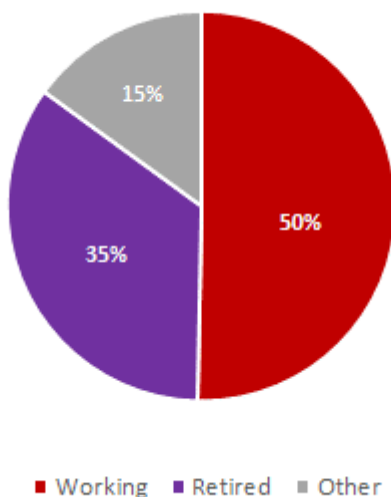


Base: 1,019

2.2.3    Each respondent was asked to specify the occupation of the main income earlier in their household; 90% of respondents provided an answer and from this, their socio-economic grade (SEG) was determined:

- 50% were 'AB' - Higher & intermediate managerial, administrative, professional occupations;
- 34% were 'C1' or 'C2' - Supervisory, clerical & junior managerial, administrative, professional occupations or skilled manual occupations; and
- 17% were 'DE' - Semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations.

2.2.4    A higher proportion of respondents were classified as 'AB' than the national average (22%[1]) but similar with the level for Cambridge (42%) and South Cambridgeshire (39%).

---

[1] Social Grade taken from the Census 2011 data

2.2.5 Figure 2 shows that, of the 95% who answered the question, 9% of respondents have some form of disability. Those reporting disabilities were most likely to have visual or mobility impairments (3% each).

**Figure 2.    Disability**



■ No disability    ■ Disability identified
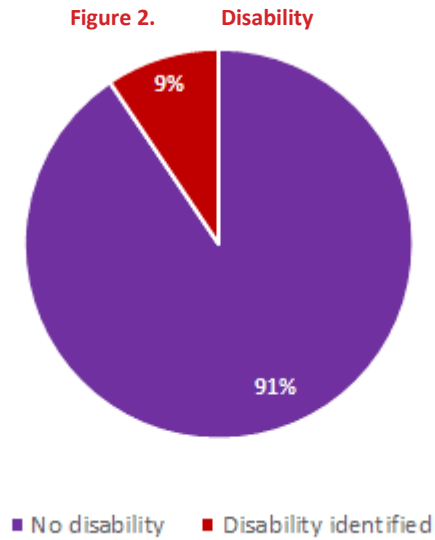
Base: 1,008 (multiple response)

## 2.3    Results

### Types of Journey Currently Made

2.3.1 Respondents were asked for the purpose of the journey they were making at the point they filled in the questionnaire. A range of responses were provided; however commuting (25%), shopping (23%) or leisure purposes (20%) were the most common.

**Figure 3.    Journey Purpose**



■ Commuting
■ Business travel
■ Education
■ Shopping
■ Personal business
■ Visiting business
■ Leisure
■ Tourism
■ Healthcare
■ Other
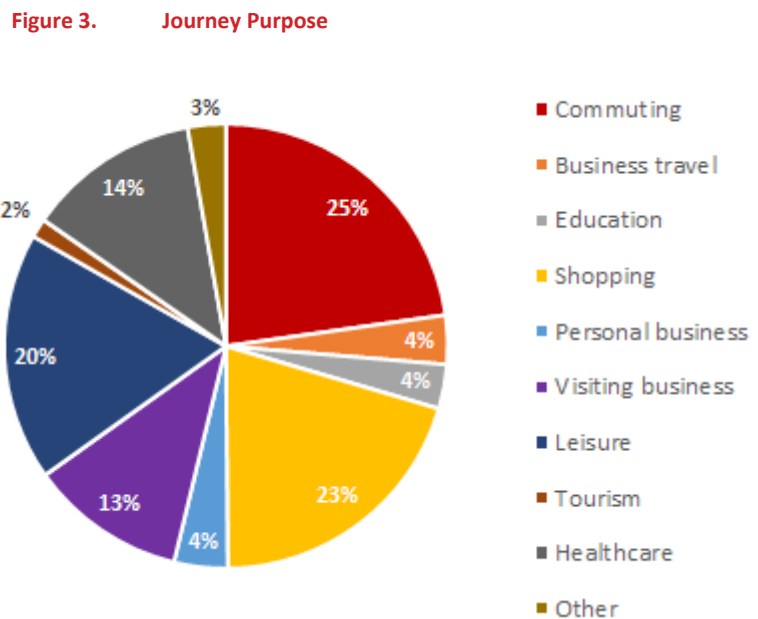
Base: 1,037 (multiple response)

2.3.2       In terms of mode of travel to stop, in total over half (54%) chose to walk. Walking was the most likely method of travel to stop for all journey purposes other than 'Healthcare', where a higher proportion drove and parked at the stop. In total, 30% drove or were dropped off, which corresponds with the proportion interviewed at Park & Ride sites (29%).

2.3.3       Looking at mode of travel by age and by gender, those aged 16-24 were more likely than older respondents to travel to the bus stop by bus (14%), cycle (12%) and being dropped off (10%); those aged 25-49 were more likely than other age groups to walk (66%); and, those aged 65+ were more likely than others to drive and park (42%).

Table 2.   Mode of travel to/from stop

| | Travel to Bus Stop | Travel from Bus Stop to Final Destination |
|---|---|---|
| Walked | 54% | 74% |
| Drive and park | 25% | 13% |
| Bus | 11% | 6% |
| Cycled | 5% | 3% |
| Dropped off / Picked up | 5% | 2% |
| Taxi | 2% | 1% |
| Rail | 0% | 3% |
| Other | 2% | 1% |
| **Base** | **1,057** | **1,049** |

2.3.4       Figure 4 shows the time of day at which journeys were made. The majority of travel was made between 10:00 and 16:00 (61%), of which 40% was at weekends and 60% on weekdays..

Figure 4.       Time of Travel
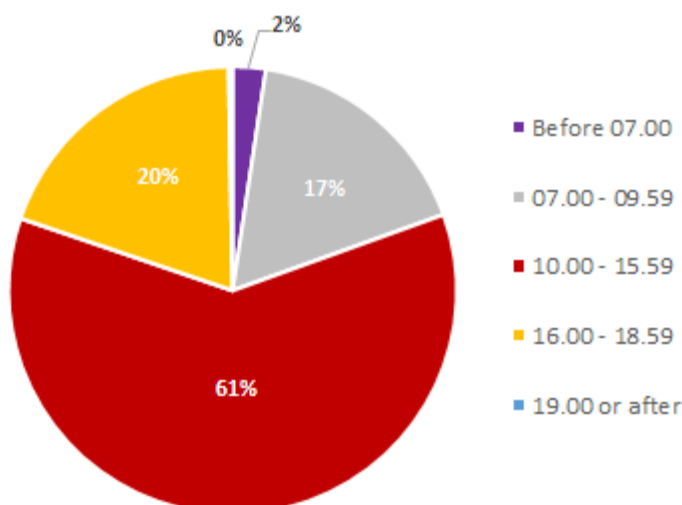


Base: 1,052

2.3.5    Figure 5 shows the frequency of travel for the journey they were making that day. Nearly a quarter (24%) of respondents travelled five or more times a week. Those travelling more frequently were, as would be expected, commuters, with 60% of commuters travelling five days a week or more, and a further 31% travelling 2-4 times a week.



**Figure 5.      Frequency of Travel**
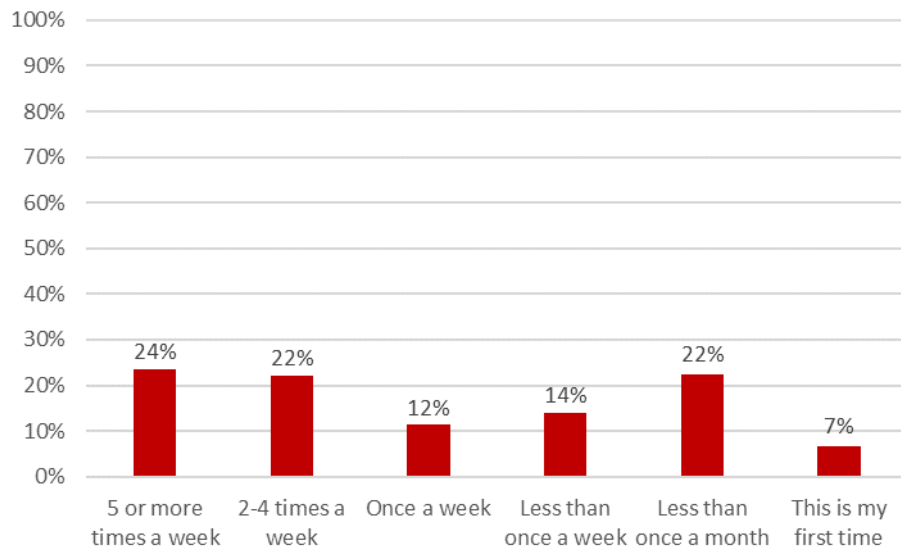
Base: 1,036
*(This question was not intended to be multiple response, but 6 participants selected more than one option due to the self-completion nature of the questionnaire)*

2.3.6    Respondents were asked, 'If you had not used The Busway to travel to your destination, how would you travel there?'. Over half (54%) stated they would have driven themselves or been given a lift by car, suggesting that the busway is maintaining a good level of mode shift away from the car. However, commuters were slightly less likely than those travelling for other purposes to say they would have travelled by car as an alternative(49%), and conversely those of 'AB' SEG were more likely than those in lower SEG groups (66%), perhaps due to parking costs. Those aged under 50, or commuters were more likely than other types of respondent to say they would have walked or cycled (23% and 21% respectively).

**Figure 6.       Alternative Mode of Travel**
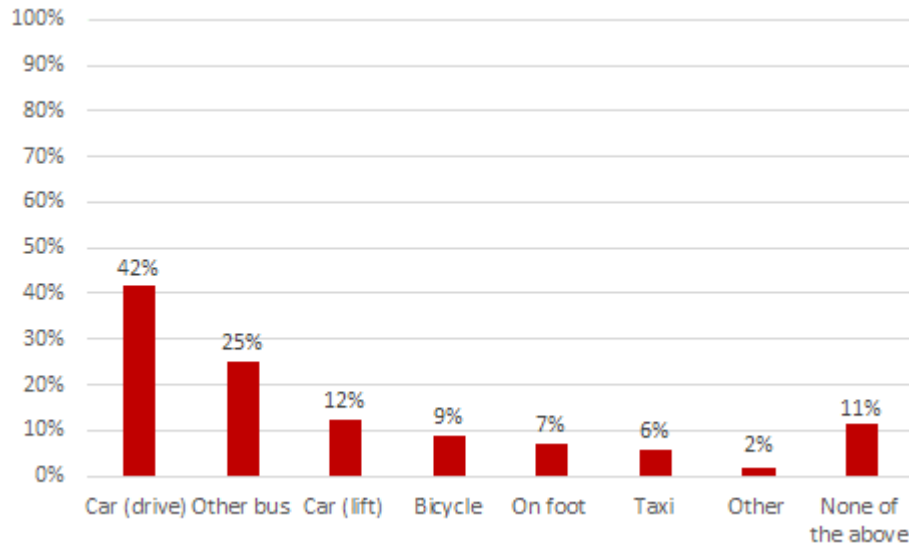


Base: 1,029 (multiple response)

2.3.7    Figure 7 sets out whether or not a respondent uses the track alongside The Busway designed for walking and cycling journeys. Forty-two per cent of Busway users stated they have used The Busway track. Of those that do use, or have used, the track, over half (59%) are under 50 years of age. Those that cycled or walked to the bus stop were more likely to use it than those using alternative modes (47%). Similarly, those who stated they would walk/cycle if their current mode was not available were more likely than other respondents to say they would use it (65%).

**Figure 7.       Use of track along The Busway**
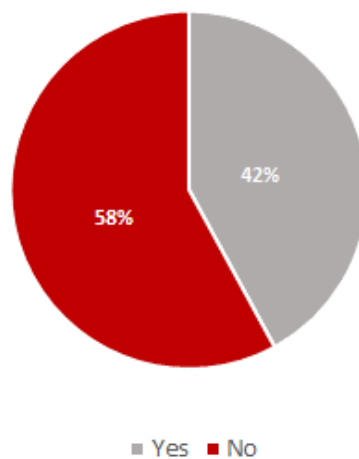


Base: 1,020

**Reasons for Using The Busway**

2.3.8    The questionnaire explored users' reasons for using The Busway, what features they considered most important and what improvements they would like to see.

2.3.9    Table 3 below sets out the key reasons why respondents choose to use The Busway. The most commonly selected reasons were speed of journey (cited by 51% of respondents), reliability of journey (44%) and frequency of service (39%). Around a quarter stated lack of alternatives (25%) or distance from home to the bus stop (23%).

2.3.10   Access by car, price, safety and comfort tended to be more of a factor in travel choice to the older age groups (over 50) than the younger age groups, who tended to choose access by other modes (drop off / cycle), lack of alternatives, distance from home and wi-fi as reasons for mode choice.

2.3.11   Ability to park at the busway was only cited as a reason by around half (53%) of those that drive, suggesting that mode of travel and availability of 'park and ride' services are not a key reason for travel choice. Likewise, the ability to cycle to the busway was only cited as a reason for use by 22% of cyclists.

**Table 3.   Main Reasons for using The Busway**

| Reason | Percentage |
|---|---|
| Speed of journey | 51% |
| Reliability of journey | 44% |
| Frequency of service | 39% |
| Lack of other alternative modes | 25% |
| Distance from home to bus stop | 23% |
| Ability to drive to and park at the busway | 18% |
| Price of parking at the busway | 16% |
| Physical comfort of the bus (seating / air con) | 16% |
| Price of using the busway | 15% |
| Physical comfort of the journey (smoothness of ride) | 9% |
| Feelings of personal safety on the bus | 8% |
| Ability to be dropped off at the busway | 6% |
| Real time information displays | 6% |
| Free Wifi Access | 6% |
| Feelings of personal safety waiting for the bus | 5% |
| Ability to cycle to the busway | 3% |
| Other | 14% |
| **Base** | **1,031** |

2.3.12   Respondents were asked to tick the three features most important to them on The Busway. There is a clear correlation with reasons for choosing The Busway shown in Table 3, with reliability, speed of journey and frequency of service most frequently cited in people's top 3. In general, the features regarded as important were similar between age groups and gender, although a number of features were regarded as more important by the older age categories than younger; access by car, personal safety, real time information and physical comfort.

2.3.13   Of those who stated they have a disability, the most important features followed a similar trend to the overall results, with reliability, frequency and speed most important, following by distance of bus stop, price, and access by car.

**Table 4.   Three most important features of The Busway**

| Reason | Percentage |
|---|---|
| Reliability of journey | 61% |
| Speed of journey | 55% |
| Frequency of service | 55% |
| Distance from home to bus stop | 19% |
| Ability to drive to and park at the busway | 14% |
| Price of using the busway | 12% |
| Price of parking at the busway | 12% |
| Physical comfort of the bus (seating / air con) | 8% |
| Ability to be dropped off at the busway | 4% |
| Real time information displays | 3% |
| Feelings of personal safety on the bus | 3% |
| Ability to cycle to the busway | 3% |
| Physical comfort of the journey (smoothness of ride) | 3% |
| Free Wifi Access | 2% |
| Feelings of personal safety waiting for the bus | 2% |
| **Total** | **1,007** |

2.3.14    Respondents were subsequently asked an open ended question to elicit any 'other' features they consider important. One hundred and seventy nine respondents responded to this, and key features included:

- Overall quality of service (speed, reliability, frequency, convenience): 38 responses
- Service better alternative to driving (traffic, parking): 27 responses
- Physical comfort on the bus (clean, capacity, facilities, relaxing): 23 responses
- Cost: 22 responses

*"Frequent buses to and from Huntingdon"*

*"Avoid traffic in Cambridge"*

*"Phone charging sockets"*

*"Cheaper than parking in the city"*

2.3.15    Other responses referred to environmental considerations, quality of station facilities, friendless of drivers/fellow passengers, specific routes and overall safety.

*"I love the views"*

*"Pleasant drivers and good customer service"*

*"It's better for the environment than everyone in their cars"*

*"Close to where I work"*

2.3.16 The questionnaire suggested 12 ways in which the Busway might be improved to encourage more use. Table 5 below sets out the improvements respondents agreed with. Around a fifth (21%) of those who responded to the question stated none of the improvements were needed. Around a third (34%) agreed with 'more buses per hour', despite expressing the frequency of buses amongst the reasons for choosing the busway – however, the additional comments suggest that respondents would like more services outside of peak hours. Respondents were less concerned with improvements to safety, parking and cycling facilities. However, of those that did cite improvements to cycling facilities, a third (n=7) currently drive to the stop or get dropped off, suggesting some potential for mode shift.

**Table 5.   Three improvements to encourage more use of The Busway**

| Reason | % of all respondents in agreement |
|---|---|
| More buses per hour | 34% |
| A bus stop nearer my home | 16% |
| More reliable journey times | 16% |
| Faster journey times | 14% |
| Improved real time information | 11% |
| Improved Wi-Fi access | 10% |
| A smoother ride | 10% |
| More comfortable buses | 4% |
| Improved parking facilities for the busway | 4% |
| Improved personal safety waiting for the bus | 3% |
| Improved personal safety on the bus | 2% |
| Improved cycling facilities for the busway | 2% |
| Other | 24% |
| None of the above | 21% |
| **Total** | **995** |

2.3.17 Of those that answered 'other', the most frequently cited themes included:

- Off-peak services (i.e. morning, evening, Sunday, bank holiday): 55
- Cheaper Fares: 22
- Revisions to specific routes: 19
- Improved ticket machines and payment mechanisms: 15

2.3.18 Other improvements cited by more than three respondents included facilities (such as pushchair spaces, opening windows), air conditioning, lighting along the route and at stop, address overcrowding at peak times, improvement of information (signage, real time information) and free parking at the Park & ride sites.

> *"A service that continues a bit later in the evening - even an extra hour would be nice"*
>
> *"Improve signs at stops"*
>
> *"Clearer info about prices"*
>
> *"Peak time often buses are too crowded - feel sorry for the passengers that cannot get on at all"*

**Satisfaction with The Busway**

2.3.19    Respondents were asked to rate how satisfied they were with The Busway overall. The vast majority - 93% - stated they were satisfied (59%) or very satisfied (34%). Just 1% were dissatisfied or very dissatisfied.

**Figure 8.        Overall satisfaction with The Busway**
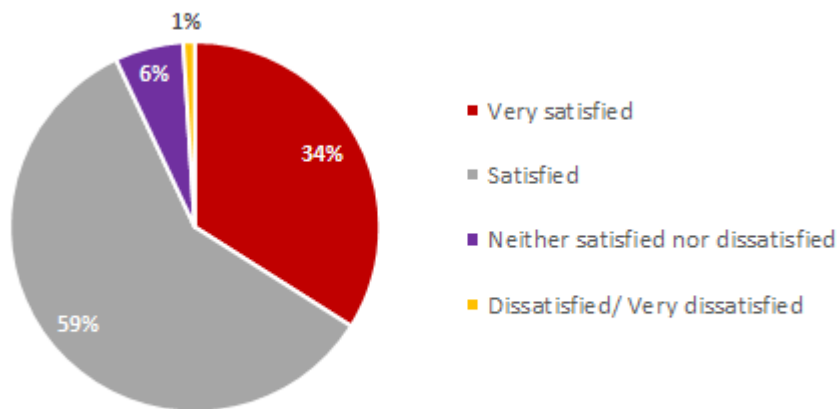


Base: 1,025

2.3.20    Further to this, the vast majority, 96%, stated they do consider the busway to be a success. Of the respondents who disagreed, reasons included the cost of implementing the scheme, the cost of tickets, the routing (journey time via hospital too long) and off-peak frequencies.

**Figure 9.        Do you consider The Busway a success?**
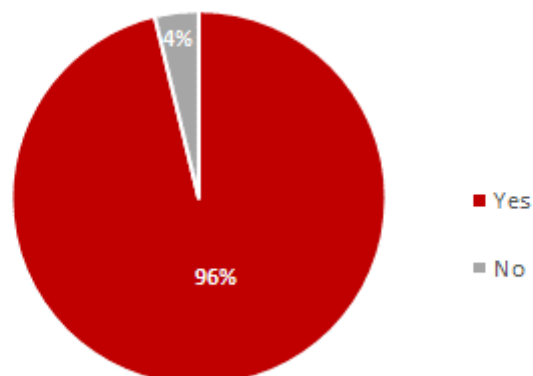


Base: 1,004

2.3.21    Of those who consider it a success, comments predominately related to the speed of journey and efficiency of travelling into Cambridge and avoiding traffic.

| Research with current bus users | |
| --- | --- |
| Current Busway Users | 106422 |
| Final Report | 31/08/2017 |

> *"Fabulous transport link to Cambridge town centre, Railway Station & Hospital & St Ives"*
>
> *"I was against it at first, now it's a great success"*
>
> *"It has helped a lot of people, including myself get into the city faster and more regularly"*
>
> *"Ease of getting north to south of Cambridge without going throughout city centre or changing buses"*
>
> *"Cycle ways are great. Frequencies of buses good."*
>
> *"Good reliable service, frequent, shame there are not more routes"*
>
> *"Very good service but at a high cost"*

2.3.22    It should also be highlighted that nearly two thirds (63%) of the 4% that did not consider The Busway a success did rate themselves 'satisfied' or 'very satisfied' with it.

## 3. CONCLUSIONS

### 3.1 Who are existing users of the Cambridgeshire Guided Busway

3.1.1 The survey captured information from men and women, aged 16 and over. Half the sample of respondents were working, either part or full time, while a further third were retired. Half the sample were in the highest (AB) social grade, a further third in the middle (C1C2) grade, and the remainder in the lowest (DE) social grade. Just under 1 in 10 had a disability.

### 3.2 What types of journeys do they make

3.2.1 Nearly half were travelling for leisure (including shopping and tourism) at the time of completing the questionnaire and nearly a third were commuting to/from work/education. The remainder were making some form of business travel (including personal and healthcare).

3.2.2 Over half walked to the Busway and nearly three quarters made their onward journey to their final destination by walking. Driving was the next most likely mode to be used at either end of their journey. If the Busway was not available, then nearly half said they would have made their journey by car, suggesting that the Busway has provided an effective mode shift away from the car.

3.2.3 Nearly a quarter of respondents made the same type of journey five or more times a week and just over a fifth made the journey two to four times a week; a noteworthy volume of journeys.

### 3.3 What do they think of the Cambridgeshire Guided Busway

3.3.1 The vast majority of respondents were satisfied with the Busway and felt it was a success, noting the speed and efficiency of their journeys.

### 3.4 What are the motivators and barriers to use, which new schemes can learn from

3.4.1 Speed and reliability of journey, and frequency of service are key service elements which motivate people to use the service. Even though service frequency was cited as a main reason for using the Busway, around a third of respondents felt that more buses per hour would encourage greater use of the service. In particular, it was suggested there is a need for more 'off-peak' services – earlier in the morning, later in the evening and on Sundays/bank holidays.

3.4.2 Distance from home to bus stop could act as a barrier, therefore ensuring sufficient stops along the route will help.

3.4.3 Bus facilities (such as wi-fi, real time information and comfort) were not as highly valued by users as the overall speed, efficiency and frequency of services, although technology was more likely to be important to and encourage use amongst younger users (16-24 year olds) who, in the survey, accounted for the smallest proportion of users. Thus improving facilities such as wi-fi could still increase patronage.

# Appendix A – Questionnaire

SYSTRA

| Interviewer to complete: | |
|---|---|
| Location: Stop description/name: | Date: |
| Peak ☐₁    Off-peak ☐₂    Weekend ☐₃ | Time: |

**THE BUSWAY QUESTIONNAIRE**

The Greater Cambridge Partnership would like to better understand your views on The Busway service and how you use it. Your answers will help us inform the proposals for the Cambourne to Cambridge – Better Bus Journeys project. If you have any questions about how to complete this questionnaire please ask the interviewer who handed it to you. This research is being conducted in accordance with the Code of Conduct of the Market Research Society and the Data Protection Act. This means that everything you say is confidential and will not be linked to you personally.

**Please provide your home postcode: _____**

## Your Current Journey

**Q1.** **Where did you start your current journey?** Please provide the postcode if known, otherwise a description of the location (e.g. road name/ point of interest/ etc).

| |
|---|
| Postcode: |
| Description: |

**Q2.** **How did you get to the bus stop?** (Please tick all that apply)

| | |
|---|---|
| ☐₁ Walked | ☐₅ Dropped off |
| ☐₂ Cycled | ☐₆ Bus |
| ☐₃ Taxi | ☐₇ Other, please specify: |
| ☐₄ Drive and park | |

**Q3.** **What time will/did you board a Busway service?** (Please tick one option only)

| | |
|---|---|
| ☐₁ Before 07:00 | ☐₄ 16:00 – 18:59 |
| ☐₂ 07:00 – 09:59 | ☐₅ 19:00 or later |
| ☐₃ 10:00 – 15:59 | |

**Q4.** **At which bus stop will you leave the bus?**

| |
|---|
| Stop description / name: |

**Q5.** **What is the final destination of your current journey?** Please provide the postcode if known, otherwise a description of the location (e.g. road name/ point of interest/ etc).

| |
|---|
| Postcode: |
| Description: |

**Q6.** **When you leave The Busway, how will you complete your journey to your final destination?** (Please tick all that apply)

| | |
|---|---|
| ☐₁ Walk | ☐₅ Picked up |
| ☐₂ Cycle | ☐₆ Bus |
| ☐₃ Taxi | ☐₇ Rail |
| ☐₄ Drive and park | ☐₈ Other, please specify: |

**Q7. What is the main purpose of your current journey?** (Please tick one option only)

| | |
|---|---|
| ☐1 Commuting | ☐6 Visiting friends |
| ☐2 Business travel | ☐7 Leisure |
| ☐3 Education | ☐8 Tourism |
| ☐4 Shopping | ☐9 Healthcare |
| ☐5 Personal business | ☐10 Other, please specify: |

**Q8. How often do you usually make this particular journey on The Busway?** (Please tick one option only)

| | |
|---|---|
| ☐1 5 or more times a week | ☐4 Less than once a week, but at least once a month |
| ☐2 2-4 times a week | ☐5 Less than once a month |
| ☐3 Once a week | ☐6 This is my first time |

**Q9. If you had not used The Busway to travel to your destination, how would you travel there?** (Please tick all that apply)

| | |
|---|---|
| ☐1 Car (drive) | ☐5 Bicycle |
| ☐2 Car (lift) | ☐6 On foot |
| ☐3 Taxi | ☐7 Other, please specify: |
| ☐4 Other bus | ☐8 None of the above |

## The Busway

**Q10. What are the main reasons why you currently use The Busway?** (Please tick all that apply)

| | |
|---|---|
| ☐1 Lack of other alternative modes | ☐10 Price of parking at the busway |
| ☐2 Speed of journey | ☐11 'Real Time Information' displays |
| ☐3 Reliability of journey | ☐12 Feelings of personal safety waiting for the bus |
| ☐4 Frequency of service | ☐13 Feelings of personal safety on the bus |
| ☐5 Distance from home to bus stop | ☐14 Physical comfort of the bus (e.g. seating/air-conditioning) |
| ☐6 Ability to cycle to the busway | ☐15 Physical comfort of the journey (e.g. smoothness of ride) |
| ☐7 Ability to be dropped off at the busway | ☐16 Free Wi-Fi access on the bus |
| ☐8 Ability to drive to and park at the busway | ☐17 Other, please specify: |
| ☐9 Price of using the busway | |

**Q11. Please pick <u>three</u> features of The Busway that are <u>most important</u> to you?** (Please tick three options only)

| | |
|---|---|
| ☐1 Speed of journey | ☐9 Price of parking at the busway |
| ☐2 Reliability of journey | ☐10 'Real Time Information' displays |
| ☐3 Frequency of service | ☐11 Feelings of personal safety waiting for the bus |
| ☐4 Distance from home to bus stop | ☐12 Feelings of personal safety on the bus |
| ☐5 Ability to cycle to the busway | ☐13 Physical comfort of the bus (e.g. seating/air-conditioning) |
| ☐6 Ability to be dropped off at the busway | ☐14 Physical comfort of the journey (e.g. smoothness of ride) |
| ☐7 Ability to drive to and park at the busway | ☐15 Free Wi-Fi access on the bus |
| ☐8 Price of using the busway | |

**Q12.** **Are there any other features of The Busway that are particularly important to you?** (Please specify)

_____

**Q13.** **Have you used the track along The Busway for any walking and/or cycling journeys?**

| |
|---|
| ☐₁ Yes |
| ☐₂ No |

**Q14.** **Please pick three of the following improvements you think the busway needs, to encourage more use?** (Please tick three options only)

| | |
|---|---|
| ☐₁ Faster journey times | ☐₈ Improved personal safety waiting for the |
| ☐₂ More reliable journey times | ☐₉ Improved personal safety on the bus |
| ☐₃ More buses per hour | ☐₁₀ More comfortable buses |
| ☐₄ A bus stop nearer my home | ☐₁₁ A smoother ride |
| ☐₅ Improved cycling facilities for the busway | ☐₁₂ Improved Wi-Fi access |
| ☐₆ Improved parking facilities for the busway | ☐₁₃ Other, please specify: _____ |
| ☐₇ Improved 'Real Time Information' | ☐₁₄ None of the above |

**Q15.** **Overall, how satisfied or dissatisfied are you with The Busway service?**

| |
|---|
| ☐₁ Very Satisfied |
| ☐₂ Satisfied |
| ☐₃ Neither Satisfied nor Dissatisfied |
| ☐₄ Dissatisfied |
| ☐₅ Very Dissatisfied |

**Q16.** **Do you consider The Busway a success?** Please give your reasons in the box below.

| |
|---|
| ☐₁ Yes |
| ☐₂ No |

| |
|---|
| |

## Demographics

**Q17.** **Are you…?**

| |
|---|
| ☐₁ Male |
| ☐₂ Female |
| ☐₃ Other/Prefer not to say |

**Q18.** **Which of the following age groups do you fall under?**

| | |
|---|---|
| ☐₁ Under 16 | ☐₄ 50-64 |
| ☐₂ 16-24 | ☐₅ 65+ |
| ☐₃ 25-49 | |

**Q19.** **Which of the following best describes your current situation?**

| | |
|---|---|
| $\square_1$ Working full-time (30+ hours a week) | $\square_4$ Retired |
| $\square_2$ Working part-time (less than 30 hours a week) | $\square_5$ Full time student |
| $\square_3$ Not working | $\square_6$ Other, please specify: |

**Q20.** **What is the occupation of the main income earner in your household?** If the main income earner is retired, please select the option that best describes what their occupation was before they retired.

| | |
|---|---|
| $\square_1$ Higher managerial, administrative or professional | $\square_4$ Skilled manual worker |
| $\square_2$ Intermediate managerial, administrative or professional | $\square_5$ Semi or unskilled manual worker |
| $\square_3$ Supervisory or clerical and junior managerial, administrative or professional | $\square_6$ Casual worker, pensioner (reliant on state pension only), or dependent on state welfare |

**Q21.** **Do you have any disabilities that affect the way you travel?**

| | |
|---|---|
| $\square_1$ No | $\square_5$ Yes - Mental health illness |
| $\square_2$ Yes - Visual impairment | $\square_6$ Yes - Learning difficulty |
| $\square_3$ Yes - Mobility impairment | $\square_7$ Yes - Other, please specify: |
| $\square_4$ Yes - Hearing impairment | |

**PRIZE DRAW and further participation**

**Q22.** **Would you be willing to participate in further research regarding bus routes and services in Cambridgeshire?**

| |
|---|
| $\square_1$ Yes |
| $\square_2$ No |

**Q23.** **Would you like to be entered into a prize draw for one of three prizes of £100 worth of High Street Shopping vouchers?**

| |
|---|
| $\square_1$ Yes |
| $\square_2$ No |

**Q24.** **If you answered <u>YES</u> to either Q22 or Q23, please provide your contact details below.**

Your name and contact details will be treated in confidence and used only for the purposes stated. To enter, the prize draw surveys must be completed and returned by 24/7/17.

| |
|---|
| Name: |
| Email address: |
| Phone number: |

**If you have any other comments about the Busway that you would like to add, please use the comments box below.**

| |
|---|
| |

# Appendix B – Topline Results

SYSTRA

**The Busway Questionnaire - Topline Results**
**July 2017**

**Location: Stop description / name**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Location | Addenbrooke's Hospital Outpatients | 158 | 14.9 | 14.9 | 14.9 |
| | Cambridge Regional College | 67 | 6.3 | 6.3 | 21.3 |
| | Cambridge Rail Station | 62 | 5.9 | 5.9 | 27.2 |
| | Cambridge Science Park | 24 | 2.3 | 2.3 | 29.4 |
| | Cambridge Drummer Sreet Bus Station | 174 | 16.4 | 16.5 | 45.9 |
| | Huntingdon Bus Station | 59 | 5.6 | 5.6 | 51.5 |
| | Longstanton Park and Ride | 78 | 7.4 | 7.4 | 58.8 |
| | Oakington | 14 | 1.3 | 1.3 | 60.2 |
| | St Ives Bus Station | 156 | 14.7 | 14.8 | 74.9 |
| | St Ives Park and Ride | 134 | 12.7 | 12.7 | 87.6 |
| | Swavesey | 21 | 2.0 | 2.0 | 89.6 |
| | Trumptington Park and Ride | 93 | 8.8 | 8.8 | 98.4 |
| | Other | 17 | 1.6 | 1.6 | 100.0 |
| | **Number of responses** | **1057** | **99.9** | **100.0** | |
| | Missing Values | 1 | .1 | | |
| | **Total** | **1058** | **100.0** | | |

**Q2. How did you get to the bus stop? (MR)**

| | | Responses | | Percent of Cases |
|---|---|---|---|---|
| | | N | Percent | |
| Q2. How did you get to the bus stop? | Walked | 569 | 51.9% | 53.8% |
| | Cycled | 56 | 5.1% | 5.3% |
| | Taxi | 18 | 1.6% | 1.7% |
| | Drive and park | 266 | 24.3% | 25.2% |
| | Dropped off | 55 | 5.0% | 5.2% |
| | Bus | 113 | 10.3% | 10.7% |
| | Other | 19 | 1.7% | 1.8% |
| | Total | 1096 | 100.0% | 103.7% |
| | **Response Base** | **1057** | | |

**Q3. What time will / did you board a Busway service?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Q3. What time will / did you board a Busway service? | Before 07.00 | 25 | 2.4 | 2.4 | 2.4 |
| | 07.00 - 09.59 | 180 | 17.0 | 17.1 | 19.5 |
| | 10.00 - 15.59 | 639 | 60.4 | 60.7 | 80.2 |
| | 16.00 - 18.59 | 205 | 19.4 | 19.5 | 99.7 |
| | 19.00 or after | 3 | .3 | .3 | 100.0 |
| | **Number of responses** | **1052** | **99.4** | **100.0** | |
| | Missing Values | 6 | .6 | | |
| | **Total** | **1058** | **100.0** | | |

**Q6. When you leave The Busway, how will you complete your journey to your final destination? (MR)**

| | | Responses | | Percent of Cases |
|---|---|---|---|---|
| | | N | Percent | |
| Q6. How will you complete your journey? | Walk | 779 | 72.6% | 74.3% |
| | Cycle | 26 | 2.4% | 2.5% |
| | Taxi | 5 | .5% | .5% |
| | Drive and park | 139 | 13.0% | 13.3% |
| | Picked up | 23 | 2.1% | 2.2% |
| | Bus | 65 | 6.1% | 6.2% |
| | Rail | 31 | 2.9% | 3.0% |
| | Other | 5 | .5% | .5% |
| | **Total** | **1073** | **100.0%** | **102.3%** |
| | **Response Base** | **1049** | | |

**Q7. What is the main purpose of your current journey? (MR)**

| | | Responses | | Percent of Cases |
|---|---|---|---|---|
| | | N | Percent | |
| Q7. Main purpose of current journey? | Commuting | 262 | 22.8% | 25.3% |
| | Business Travel | 41 | 3.6% | 4.0% |
| | Education | 37 | 3.2% | 3.6% |
| | Shopping | 234 | 20.3% | 22.6% |
| | Personal Business | 45 | 3.9% | 4.3% |
| | Visiting Friends | 131 | 11.4% | 12.6% |
| | Leisure | 208 | 18.1% | 20.1% |
| | Tourism | 16 | 1.4% | 1.5% |
| | Healthcare | 145 | 12.6% | 14.0% |
| | Other | 32 | 2.8% | 3.1% |
| | Total | 1151 | 100.0% | 111.0% |
| | **Response Base** | **1037** | | |

*This question was not intended to be multiple response, but a number participants selected more than one option*

**Q8. How often do you usually make this particular journey on The Busway? (MR)**

| | | Responses | | Percent of |
|---|---|---|---|---|
| | | N | Percent | Cases |
| Q8. How often do you usually make this journey? | 5 or more times a week | 245 | 23.5% | 23.6% |
| | 2-4 times a week | 231 | 22.2% | 22.3% |
| | Once a week | 120 | 11.5% | 11.6% |
| | Less than once a week | 146 | 14.0% | 14.1% |
| | Less than once a month | 232 | 22.3% | 22.4% |
| | This is my first time | 68 | 6.5% | 6.6% |
| | Total | 1042 | 100.0% | 100.6% |
| | **Response Base** | **1036** | | |

*\* This question was not intended to be multiple response, but 6 participants selected more than one option*

**Q9. If you had not used The Busway to travel to your destination, how would you travel there? (MR)**

| | | Responses | | Percent of |
|---|---|---|---|---|
| | | N | Percent | Cases |
| Q9. If you had not used The Busway, how would you travel there? | Car (drive) | 431 | 36.8% | 41.9% |
| | Car (lift) | 125 | 10.7% | 12.1% |
| | Taxi | 60 | 5.1% | 5.8% |
| | Other bus | 258 | 22.0% | 25.1% |
| | Bicycle | 89 | 7.6% | 8.6% |
| | On foot | 74 | 6.3% | 7.2% |
| | Other | 18 | 1.5% | 1.7% |
| | None of the above | 117 | 10.0% | 11.4% |
| | **Total** | **1172** | **100.0%** | **113.9%** |
| | **Response Base** | **1029** | | |

**Q10. What are the main reasons you currently use the busway? (MR)**

| | Responses | | Percent of |
|---|---|---|---|
| | N | Percent | Cases |
| Lack of other alternative modes | 262 | 8.3% | 25.4% |
| Speed of journey | 530 | 16.8% | 51.4% |
| Reliability of journey | 454 | 14.4% | 44.0% |
| Frequency of service | 404 | 12.8% | 39.2% |
| Distance from home to bus stop | 238 | 7.5% | 23.1% |
| Ability to cycle to the busway | 36 | 1.1% | 3.5% |
| Ability to be dropped off at the busway | 66 | 2.1% | 6.4% |
| Ability to drive to and park at the busway | 185 | 5.9% | 17.9% |
| Q10. Main reasons you use the busway? Price of using the busway | 152 | 4.8% | 14.7% |
| Price of parking at the busway | 164 | 5.2% | 15.9% |
| Real time information displays | 66 | 2.1% | 6.4% |
| Feelings of personal safety waiting for the bus | 51 | 1.6% | 4.9% |
| Feelings of personal safety on the bus | 80 | 2.5% | 7.8% |
| Physical comfort of the bus (seating / air con) | 161 | 5.1% | 15.6% |
| Physical comfort of the journey (smoothness of ride) | 97 | 3.1% | 9.4% |
| Free-Wifi Access | 60 | 1.9% | 5.8% |
| Other | 147 | 4.7% | 14.3% |
| Total | 3153 | 100.0% | 305.8% |
| **Response Base** | **1031** | | |

**Q11. Please pick three feature of The Busway that are most important to you? (MR)**

| | | Responses | | Percent of |
|---|---|---|---|---|
| | | N | Percent | Cases |
| | Speed of journey | 558 | 21.7% | 55.4% |
| | Reliability of journey | 613 | 23.9% | 60.9% |
| | Frequency of service | 553 | 21.5% | 54.9% |
| | Distance from home to bus stop | 190 | 7.4% | 18.9% |
| | Ability to cycle to the busway | 26 | 1.0% | 2.6% |
| | Ability to be dropped off at the busway | 40 | 1.6% | 4.0% |
| | Ability to drive to and park at the busway | 142 | 5.5% | 14.1% |
| Q11. Most important features | Price of using the busway | 123 | 4.8% | 12.2% |
| of the busway? | Price of parking at the busway | 117 | 4.6% | 11.6% |
| | Real time information displays | 32 | 1.2% | 3.2% |
| | Feelings of personal safety waiting for the bus | 16 | .6% | 1.6% |
| | Feelings of personal safety on the bus | 30 | 1.2% | 3.0% |
| | Physical comfort of the bus (seating / air con) | 83 | 3.2% | 8.2% |
| | Physical comfort of the journey (smoothness of ride) | 26 | 1.0% | 2.6% |
| | Free-Wifi Access | 21 | .8% | 2.1% |
| | Total | 2570 | 100.0% | 255.2% |
| | **Response Base** | **1007** | | |

**Q13. Have you used the track along The Busway for walking and / or cycling journeys?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Yes | 429 | 40.5 | 42.1 | 42.1 |
| Q13. Have you used the track | No | 591 | 55.9 | 57.9 | 100.0 |
| along The Busway? | **Number of responses** | 1020 | 96.4 | 100.0 | |
| | Missing Values | 38 | 3.6 | | |
| | **Total** | 1058 | 100.0 | | |

**Q14. Please pick three of the following improvements you think the busway needs, to encourage more use? (MR)**

| | | Responses | | Percent of |
|---|---|---|---|---|
| | | N | Percent | Cases |
| Q14. Improvements you think the busway needs? | Faster journey times | 137 | 8.1% | 13.8% |
| | More reliable journey times | 159 | 9.4% | 16.0% |
| | More buses per hour | 334 | 19.7% | 33.6% |
| | A bus stop nearer my home | 162 | 9.6% | 16.3% |
| | Improved cycling facilities for the busway | 21 | 1.2% | 2.1% |
| | Improved parking facilities for the busway | 37 | 2.2% | 3.7% |
| | Improved real time information | 110 | 6.5% | 11.1% |
| | Improved personal safety waiting for the bus | 27 | 1.6% | 2.7% |
| | Improved personal safety on the bus | 23 | 1.4% | 2.3% |
| | More comfortable buses | 39 | 2.3% | 3.9% |
| | A smoother ride | 100 | 5.9% | 10.1% |
| | Improved Wi-Fi access | 104 | 6.1% | 10.5% |
| | Other | 237 | 14.0% | 23.8% |
| | None of the above | 205 | 12.1% | 20.6% |
| | Total | 1695 | 100.0% | 170.4% |
| **Response Base** | | **995** | | |

**Q15. Overall, how satisfied or dissatisfied are you with The Busway service?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Q15. Overall, how satisfied or dissatisfied are you with The Busway service? | Very satisfied | 351 | 33.2 | 34.2 | 34.2 |
| | Satisfied | 605 | 57.2 | 59.0 | 93.3 |
| | Neither satisfied nor dissatisfied | 58 | 5.5 | 5.7 | 98.9 |
| | Dissatisfied | 9 | .9 | .9 | 99.8 |
| | Very dissatisfied | 2 | .2 | .2 | 100.0 |
| | **Number of responses** | **1025** | **96.9** | **100.0** | |
| | Missing Values | 33 | 3.1 | | |
| | **Total** | **1058** | **100.0** | | |

**Q16. Do you consider the busway a success?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Q16. Do you consider the busway a success? | Yes | 966 | 91.3 | 96.2 | 96.2 |
| | No | 38 | 3.6 | 3.8 | 100.0 |
| | **Number of responses** | **1004** | **94.9** | **100.0** | |
| | Missing Values | 54 | 5.1 | | |
| | Total | **1058** | **100.0** | | |

**Q17. Gender**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Q17. Gender | Male | 401 | 37.9 | 40.1 | 40.1 |
| | Female | 600 | 56.7 | 59.9 | 100.0 |
| | **Number of responses** | **1001** | **94.6** | **100.0** | |
| | Missing Values | 57 | 5.4 | | |
| | **Total** | **1058** | **100.0** | | |

**Q18. Age**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Q18. Age | 16 - 24 | 188 | 17.8 | 18.6 | 18.6 |
| | 25 - 49 | 311 | 29.4 | 30.8 | 49.4 |
| | 50 - 64 | 168 | 15.9 | 16.6 | 66.0 |
| | 65+ | 344 | 32.5 | 34.0 | 100.0 |
| | **Number of responses** | **1011** | **95.6** | **100.0** | |
| | Missing Values | 47 | 4.4 | | |
| | **Total** | **1058** | **100.0** | | |

**Q19. Working Status**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Q19. Working Status | Working | 513 | 48.5 | 50.3 | 50.3 |
| | Retired | 353 | 33.4 | 34.6 | 85.0 |
| | Other | 153 | 14.5 | 15.0 | 100.0 |
| | **Number of responses** | 1019 | 96.3 | 100.0 | |
| | Missing Values | 39 | 3.7 | | |
| | **Total** | 1058 | 100.0 | | |

**Q20. SEG**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Q20. SEG | AB | 473 | 44.7 | 49.5 | 49.5 |
| | C1C2 | 322 | 30.4 | 33.7 | 83.2 |
| | DE | 161 | 15.2 | 16.8 | 100.0 |
| | **Number of responses** | **956** | **90.4** | **100.0** | |
| | Missing Values | 102 | 9.6 | | |
| | **Total** | **1058** | **100.0** | | |

**Q21. Disability affecting travel? (MR)**

| | | Responses | | Percent of Cases |
|---|---|---|---|---|
| | | N | Percent | |
| Q21. Disability affecting travel? | No | 920 | 90.6% | 91.3% |
| | Yes - Visual impairment | 31 | 3.1% | 3.1% |
| | Yes - Mobility impairment | 31 | 3.1% | 3.1% |
| | Yes - Hearing impairment | 3 | .3% | .3% |
| | Yes - Mental health illness | 21 | 2.1% | 2.1% |
| | Yes - Learning difficulties | 4 | .4% | .4% |
| | Yes - Other | 6 | .6% | .6% |
| | Total | 1016 | 100.0% | 100.8% |
| | **Response Base** | **1008** | | |

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