

Staffordshire County Council
Bus Service Improvement Plan
Passenger Engagement Questionnaire

1. Do you currently use the bus?

Required to answer. Single choice.

Yes – please go to next question

No – please go to question N2

IF YES:

Y2. How often do you take the bus (select the most appropriate)

Single choice

4-7 days per week

2-3 days per week

1 day per week

About 1 day per fortnight

About 1 day per month

Every few months or once per year

Y3. When do you normally take the bus? (select all that apply)

Multiple choice.

Early morning (before 7:30am)

Morning (7:30am-9:30am)

Middle of day (9:30am-3pm)

Afternoon (3pm-6pm)

Early evening (6pm-8pm)

Evening (8pm onwards)

Y4. What are your usual/most frequent reason(s) for travelling by local bus? (select all that apply)

Multiple choice.

Travel to and from work

Travel during course of employment/business

Shopping

Social, including to meet with or visit friends or relatives

Exercise or leisure

Education (including taking children to school)

Health or medical appointment

Other (please specify below)

Y5. How do you currently feel about the bus service? (select all that apply)

Single choice each line.

	Definitely	Sometimes	Not really	Never	Don't know
I feel safe when travelling on the bus					
I think the bus is reliable					
I think the bus is affordable					
I think the bus is accessible					

Y6. If you would like to add anything else on how you currently feel about the bus service, please tell us here or move on to the next question.

Single line text.

Y7. To what extent, if at all, would the following make you personally use local buses more?

Single choice each line.

	A great deal	To some extent	Not very much	Not at all	Don't know
Services operated with more modern vehicles					
Services operated with electric or other zero emission vehicles					
Better availability of Wi-Fi onboard local buses					
CCTV on every bus					
Journey times on local bus services made quicker					
Improved reliability, delays on local bus services reduced to make journey times more reliable					
Better connections between bus services and with rail services					
Better accessibility for disabled users					
Better accessibility for storage of bikes					
Better interior cleanliness of the vehicle					
Better availability of seating					
Better customer service from bus drivers					
Information on local bus services made easier to obtain and understand					
Better waiting facilities at bus stops and interchanges (e.g. bus shelters, lighting, seating, CCTV, raised kerbs)					
Real time information at stops and interchanges					

Y8. Thinking about fares, to what extent, if at all, would the following make you personally use local buses more?

	Select up to five
Lower fares	
Simpler-to-understand fares	
Wider availability of multi-operator tickers (of e-tickets) that could be used on more than one operator's buses	
Multi-operator tickets that could be used on all methods of transport i.e., trains	
Flat rate fares	
More fare offers	
Contactless payment	

Y9. Thinking about technology, to what extent, if at all, would the following make you personally use local buses more?

	Select up to five
On-demand bus services that could be booked at short notice with an app	
Being able to track the location of your bus to help plan your journey	
Information on local bus services made easier to obtain and understand	
Better availability of USB charging onboard local buses	
Screens at the bus stop or station showing the bus timetable or arrival information	
Better on-bus information such as 'next stop displays or announcements	

Y10. What else, if anything, would encourage you personally to use local bus services more? Please use the space below:

Single line text.

Y11. Would these improvements affect the way you travelled?
(select the most appropriate)

Required to answer. Single choice.

Yes, I would travel by bus more

No, I wouldn't use the bus more

Don't know

IF NO TO Q1:

N2. Why don't you currently use the bus service? (select all that apply)

Multiple choice.

	Select all applicable
Buses don't run early enough or late enough in the day for my needs	
There is a bus I could use, but it's too slow	
There's no bus to my destination	
The bus is unreliable	
The bus is too expensive	
It's too difficult to find up-to-date information on times and fares	
I don't feel safe when travelling on the bus	
I find the bus physically difficult to use	

N3. If you would like to add anything else on how you currently feel about the bus service, please tell us here or move on to the next question.

Single line text.

N4. What improvements to the bus service might encourage you to use it? (select your top five most important)

Multiple choice.

	Select up to five
Services operated with more modern vehicles	
Services operated with electric or other zero emission vehicles	
Better availability of Wi-Fi onboard local buses	
CCTV on every bus	
Journey times on local bus services made quicker	
Improved reliability, delays on local bus services reduced to make journey times more reliable	
Better connections between bus services and with rail services	
Better accessibility for disabled users	
Better accessibility for storage of bikes	
Better interior cleanliness of the vehicle	
Better availability of seating	
Better customer service from bus drivers	
Information on local bus services made easier to obtain and understand	
Better waiting facilities at bus stops and interchanges (e.g. bus shelters, lighting, seating, CCTV, raised kerbs)	
Real time information at stops and interchanges	

N5. Thinking about fares, to what extent, if at all, would the following make you personally use local buses more?

	Select up to five
Lower Fares	
Simpler-to-understand fares	
Wider availability of multi-operator tickers (of e-tickets) that could be used on more than one operator's buses	
Multi-operator tickets that could be used on all methods of transport i.e., trains	
Flat rate fares	
More fare offers	
Contactless payment	

N6. Thinking about technology, to what extent, if at all, would the following make you personally use local buses more?

	Select up to five
On-demand bus services that could be booked at short notice with an app	
Being able to track the location of your bus, to help plan your journey	
Better availability of wi-fi onboard local buses	
Better availability of USB charging onboard local buses	
CCTV on every bus	
Better on-bus information such as 'next stop displays or announcements	

N7. What else, if anything, would encourage you personally to use local bus services? Please use the space below?

Single line text.

N8. Would these improvements affect the way you travelled? (select the most appropriate)

Required to answer. Single choice.

Yes, I would travel by bus more

No, I wouldn't use the bus more

Don't know

DEMOGRAPHIC QUESTIONS FOR ALL:

i. What is your gender identity?

Single choice.

Male

Female

Prefer to self-describe (e.g., pangender, non-binary etc)

Prefer not to say

ii. What was your age on your last birthday? (Please enter your age in numbers not words)

Single line text.

Prefer not to say

iii. What is your full postcode? This will allow us to understand the geographical area of the responses. It will not identify your house.

Single line text.

iv. Do you have a long-standing illness, disability or infirmity which affects your day-to-day activities?

Single choice.

Yes

No

v. Is your mobility impaired in any way?

Single choice.

Yes, due to disability

Yes, due to age

No

vi. Do you have a learning disability?

Single choice.

Yes

No

Prefer not to say

vii. Do you have a concessionary bus pass entitling you to free travel?

Single choice.

Yes

No

viii. What is your ethnic group?

Single choice.

White (British, Irish, Other)

Mixed/Multiple Ethnic Group

Asian/Asian British

Black/African/Caribbean/Black British

Other ethnic group

Prefer not to say

ix. Do you have regular access to a car?

Required to answer. Single choice.

Yes

No

FURTHER CONTACT

Please indicate below if you would be willing to be contacted about future transport initiatives in Staffordshire?

Single choice.

Yes

No

If Yes, please leave your contact details:

Please return to: busstrategy@staffordshire.gov.uk **OR** Bus Strategy
Passenger Engagement, Connected and Sustainable County, Staffordshire
County Council, No 2 Staffordshire Place, Tipping Street, Stafford, ST16 2DH