



# Bus Service Improvement Survey

November 2023

**southampton**  
**dataobservatory** 

Data, Intelligence & Insight Team

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**As part of our Bus Service Improvement plan, we ran this Bus Service Survey to understand travel habits and views on bus travel across the city.**

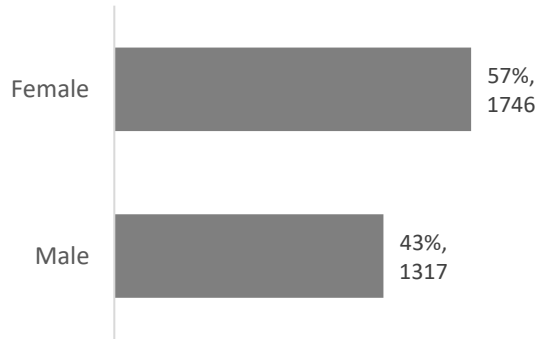
**The survey ran from 23 October – 12 November 23. The survey was promoted through various Southampton City Council social medias, bulletins, Southampton People’s Panel, targeted communication to groups including Communicare and SCC Staff, and through local bus companies including Bluestar.**



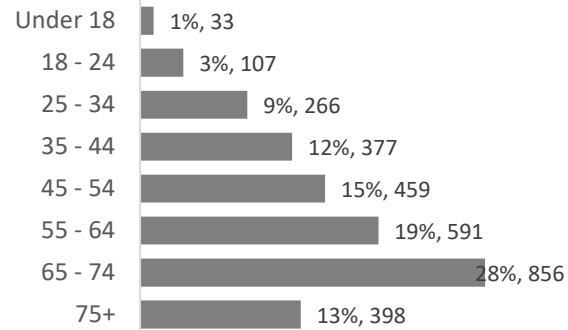
Total responses **3200**

Graphs on this page are labelled as percentage, count.

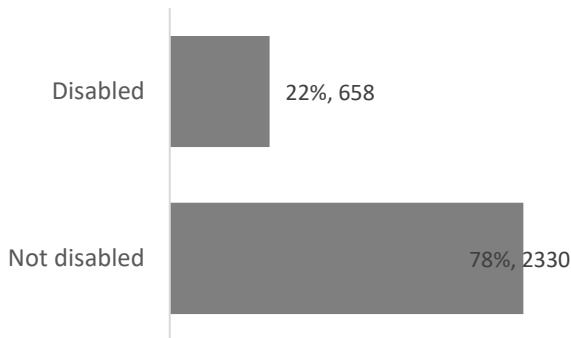
### Sex



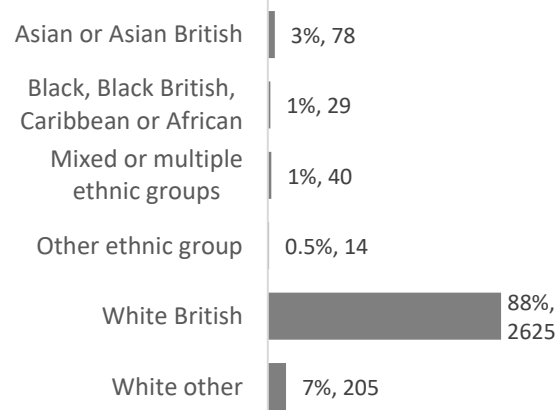
### Age



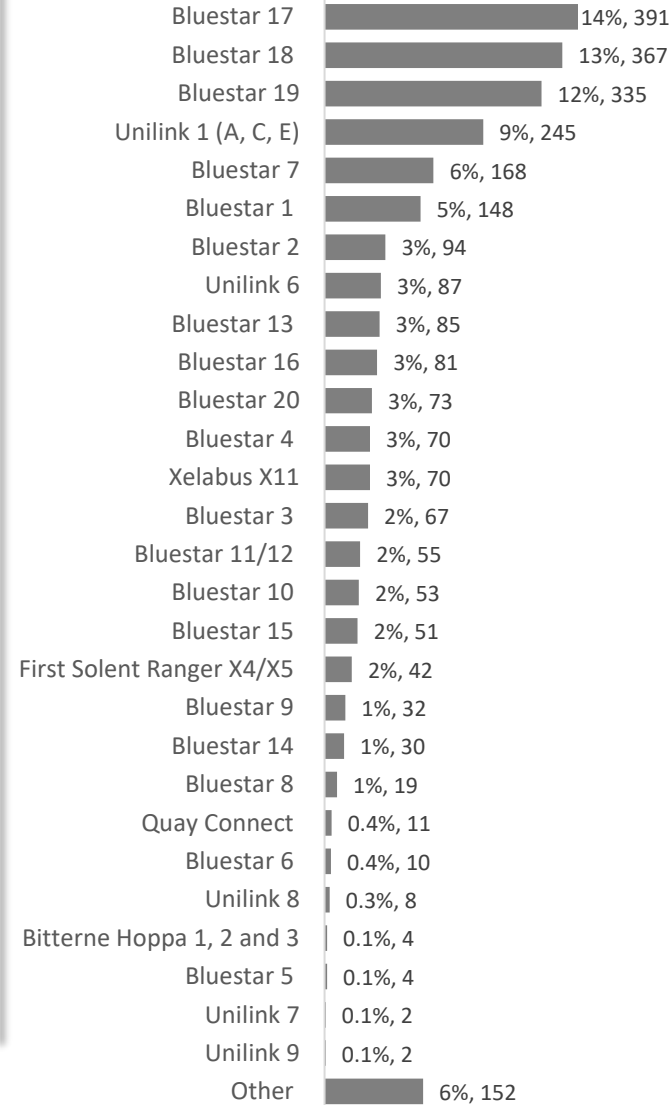
### Disability



### Ethnicity



### Main bus service used



### Interest in the survey

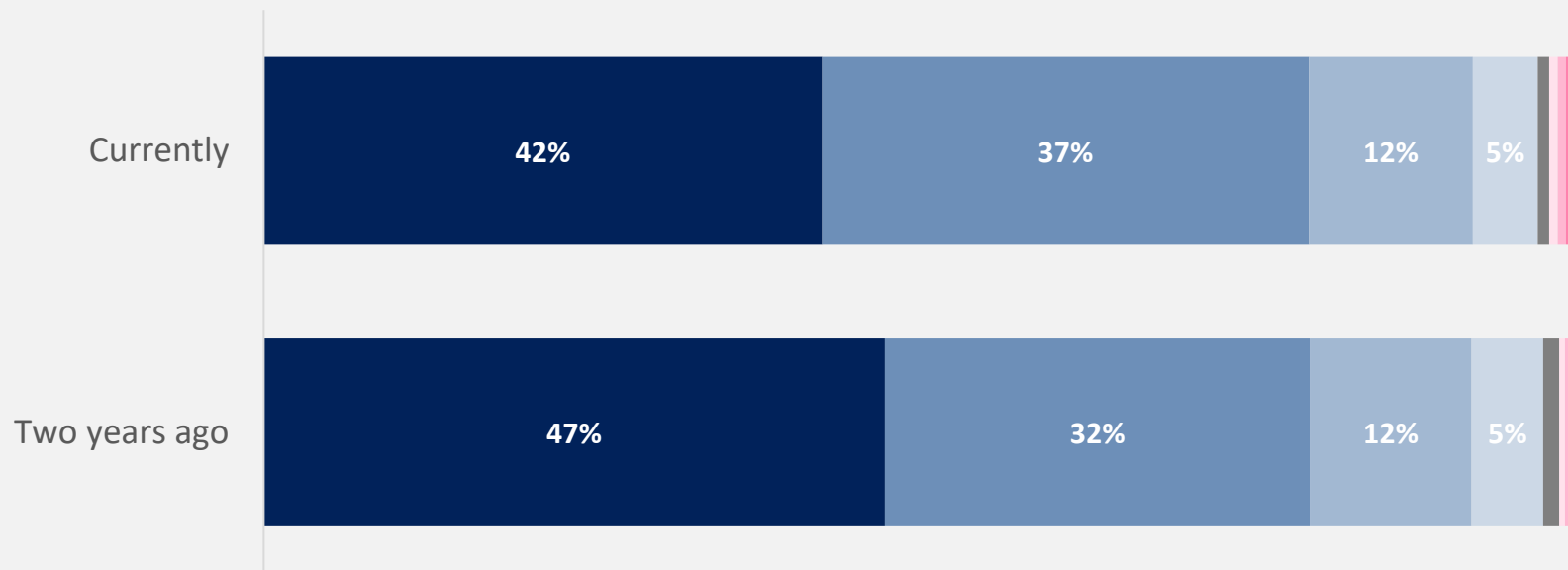




## Key findings




*Bus travel as a main mode of travel has increased by 5 percentage points, compared to two years ago.*





- Car or van
- Bus
- Walk
- Bicycle / e-cycle / adapted cycle
- Train
- Mobility scooter / wheelchair
- Taxi
- Motorcycle / moped
- Other
- E-scooter / scooter
- Ferry

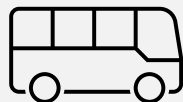


## Demographic breakdowns showed us that:

 Respondents **under 25** used the bus most, compared to other age breakdowns.

 The main mode of travel being **car or van** increased as age increased.

 Almost half of respondents from SO19 told us that **bus is their main mode of travel** (47%).



Respondents told us that they use the bus **most often** (on a weekly basis) to:



**Go food or grocery shopping (28%)**

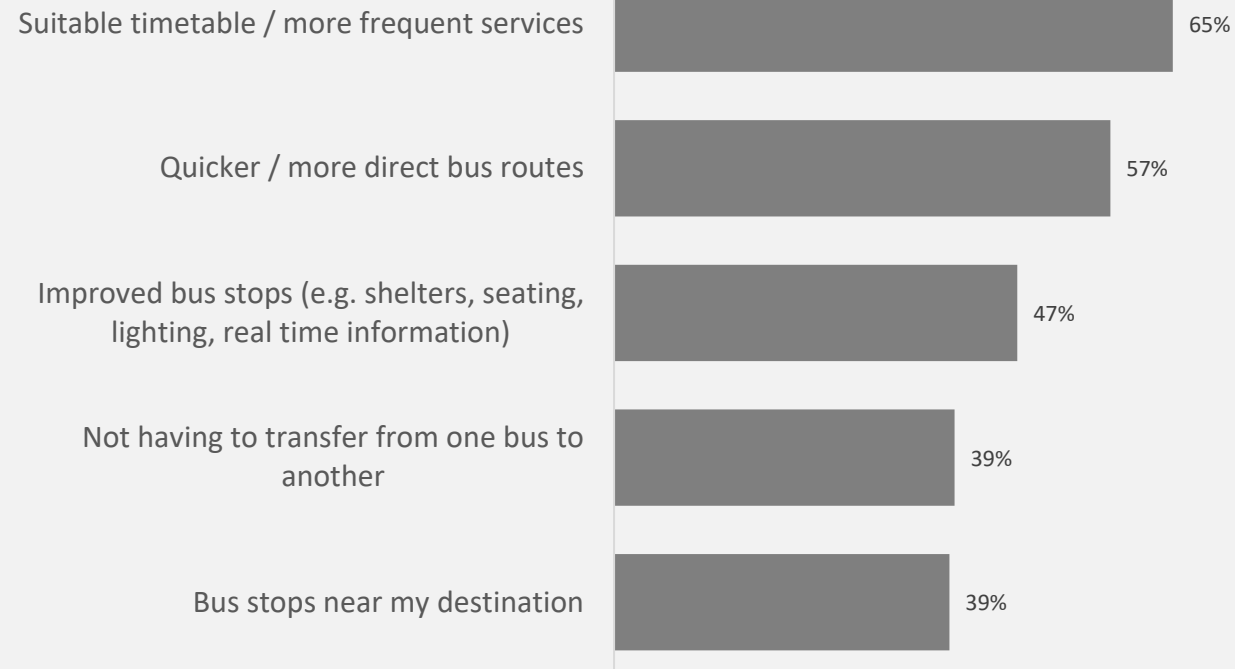


**Go to work (27%)**



**Go shopping for things other than food (24%)**

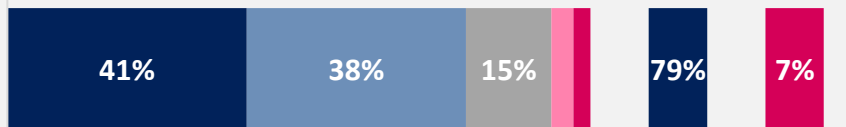
Over half of respondents said that a suitable timetable / more frequent services (65%) and quicker/ more direct bus routes (57%) **would encourage them to use the bus more often**



Graph shows the top 5.

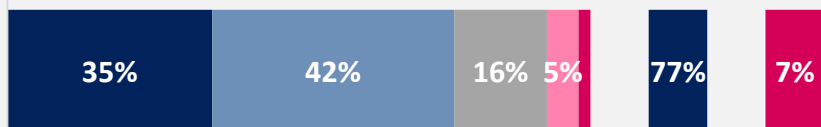


Southampton City Council should work in partnership with local bus companies to apply for Government funding to replace their diesel buses with electric ones



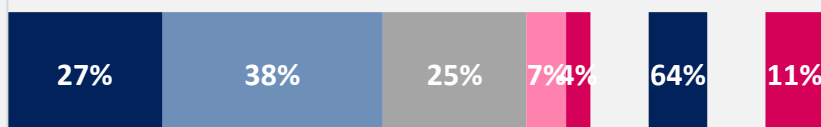
Total agree 79%  
Total disagree 7%

Buses that do not meet the highest standard for emissions should be phased out



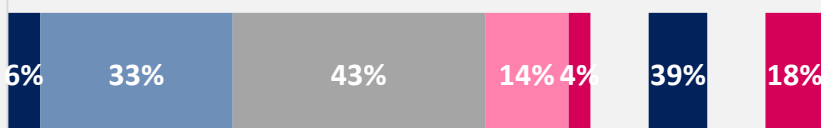
Total agree 77%  
Total disagree 7%

Bus companies should have target dates to phase out all diesel buses



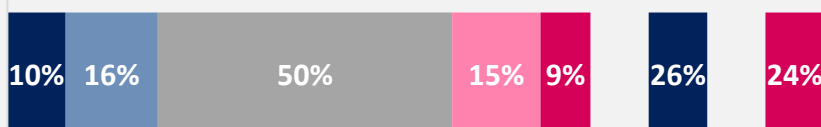
Total agree 64%  
Total disagree 11%

Buses within Southampton are already green, when thinking about air quality and CO2 emissions



Total agree 39%  
Total disagree 18%

I would use buses more often if they were zero emission vehicles (electric / hydrogen powered)



Total agree 26%  
Total disagree 24%

Strongly agree Agree Neither Disagree Strongly disagree

Around 4/5 of survey respondents agreed that SCC should work in partnership with bus companies to apply for government funding to replace their diesel buses with electric ones.

Just over 3 quarters of respondents selected that buses that do not meet the highest standard for emissions should be phased out (77%)

Just over a quarter of respondents told us that they would use buses more often if they were zero emission vehicles. This rose to 37% of those under 25 and 35% of those living in SO14.





On average, **a third of respondents told us they had safety concerns** when using buses, or that put them off travelling by bus.



This went up to almost **half of disabled respondents having safety concerns** (48%), and 42% of those ages 25 - 34.

## Highest safety concerns were:



Availability of seating inside the bus (49%),



Other passengers on the bus (49%),



Personal safety at the bus stop / interchange (47%),



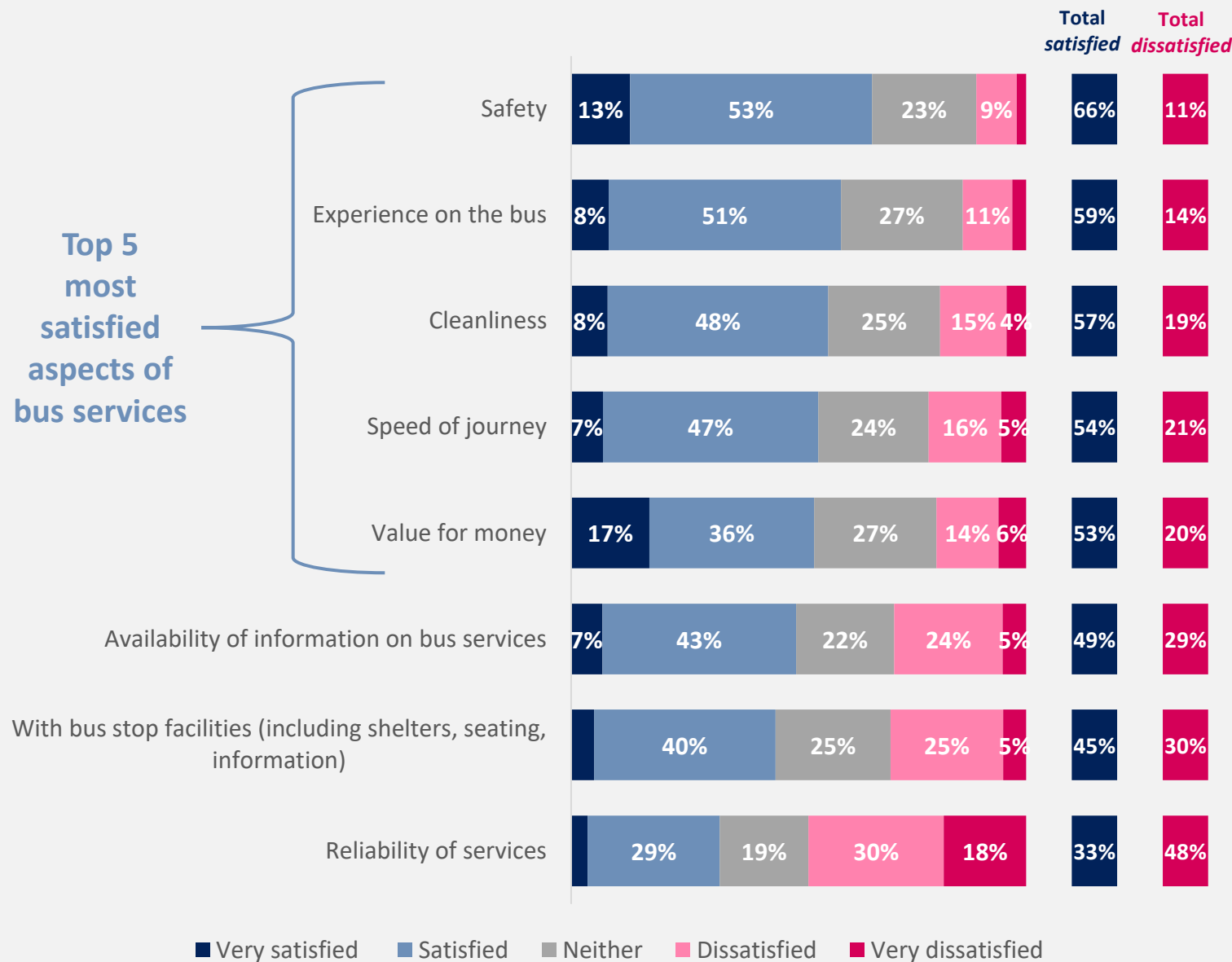
Cleanliness and condition inside the bus (44%),



Amount of personal space around you in the bus (42%).



## Top 5 most satisfied aspects of bus services



## Demographic breakdowns showed us that:

Respondents whose main bus service used was **Bluestar** **2** were amongst those who were **most satisfied**; including with bus stops, availability of information on bus services, reliability of services, value for money, experience on bus, safety and cleanliness on buses.

Respondents whose main bus service used was **Unilink** **6** were amongst those who were **most satisfied**; including with bus stops, availability of information on bus services, reliability of services, experience on the bus, safety and cleanliness on buses.

Respondents whose main bus service used was **Bluestar** **3** were amongst those who were **most satisfied**; including with reliability of services, value for money, experience on the bus, safety and cleanliness on buses.

Respondents who live within **SO17** were amongst those who were **most satisfied**; including with availability of information on bus services, reliability of services, experience on buses, safety and cleanliness on buses.

Respondents whose main bus service used was **Bluestar** **10** were amongst those who were **least satisfied**; including with bus stops, availability of information on bus services, reliability and cleanliness.

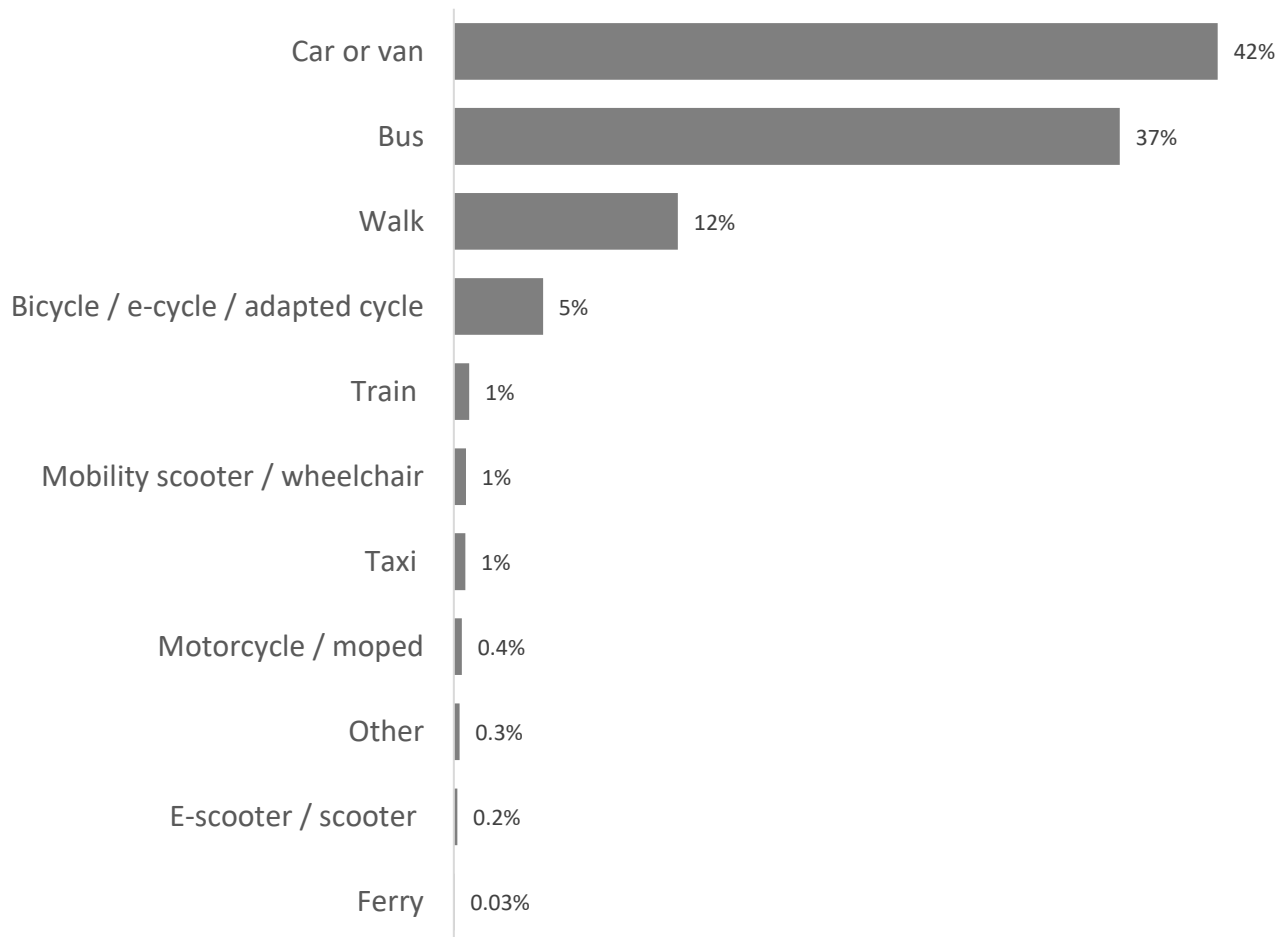


## Appendix slides

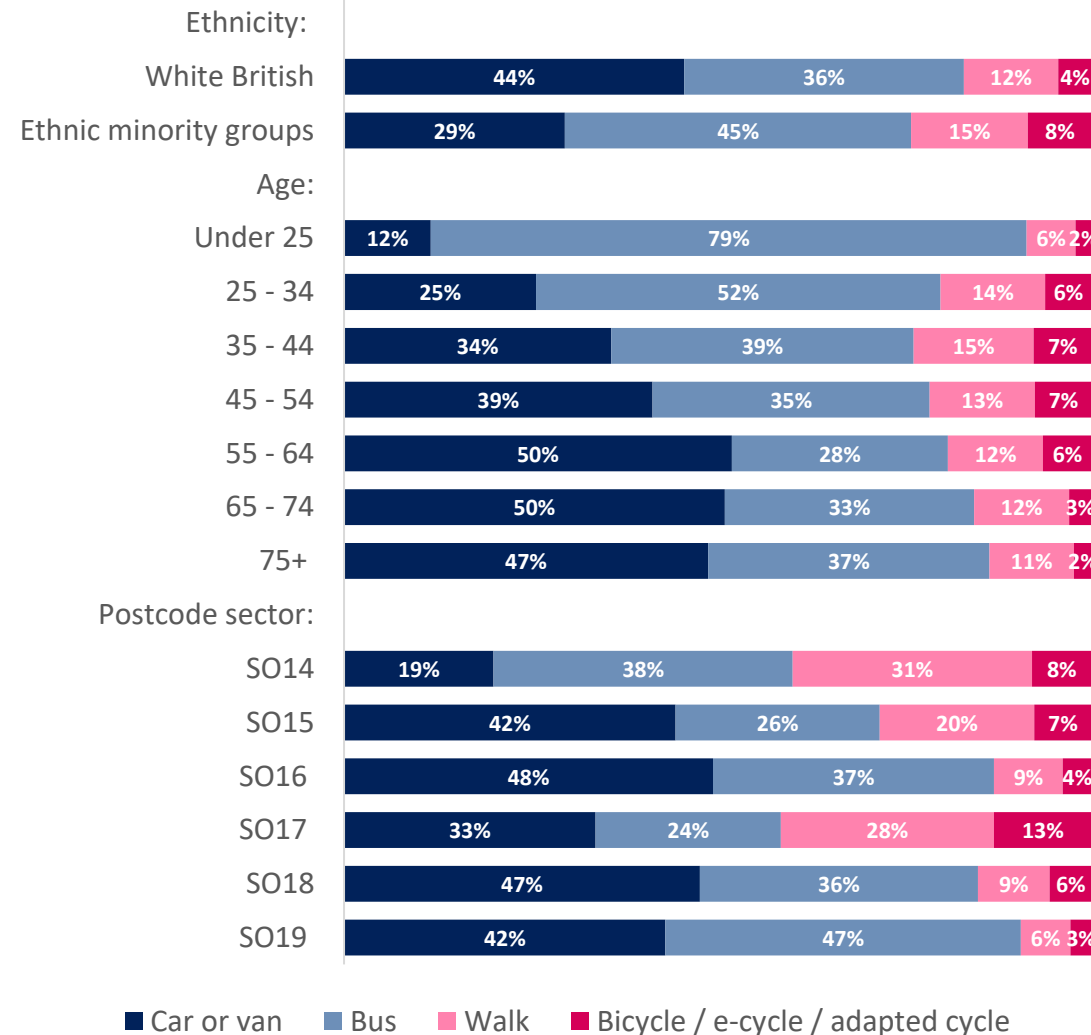


## What is your main mode of travel currently?

Total responses **3172**



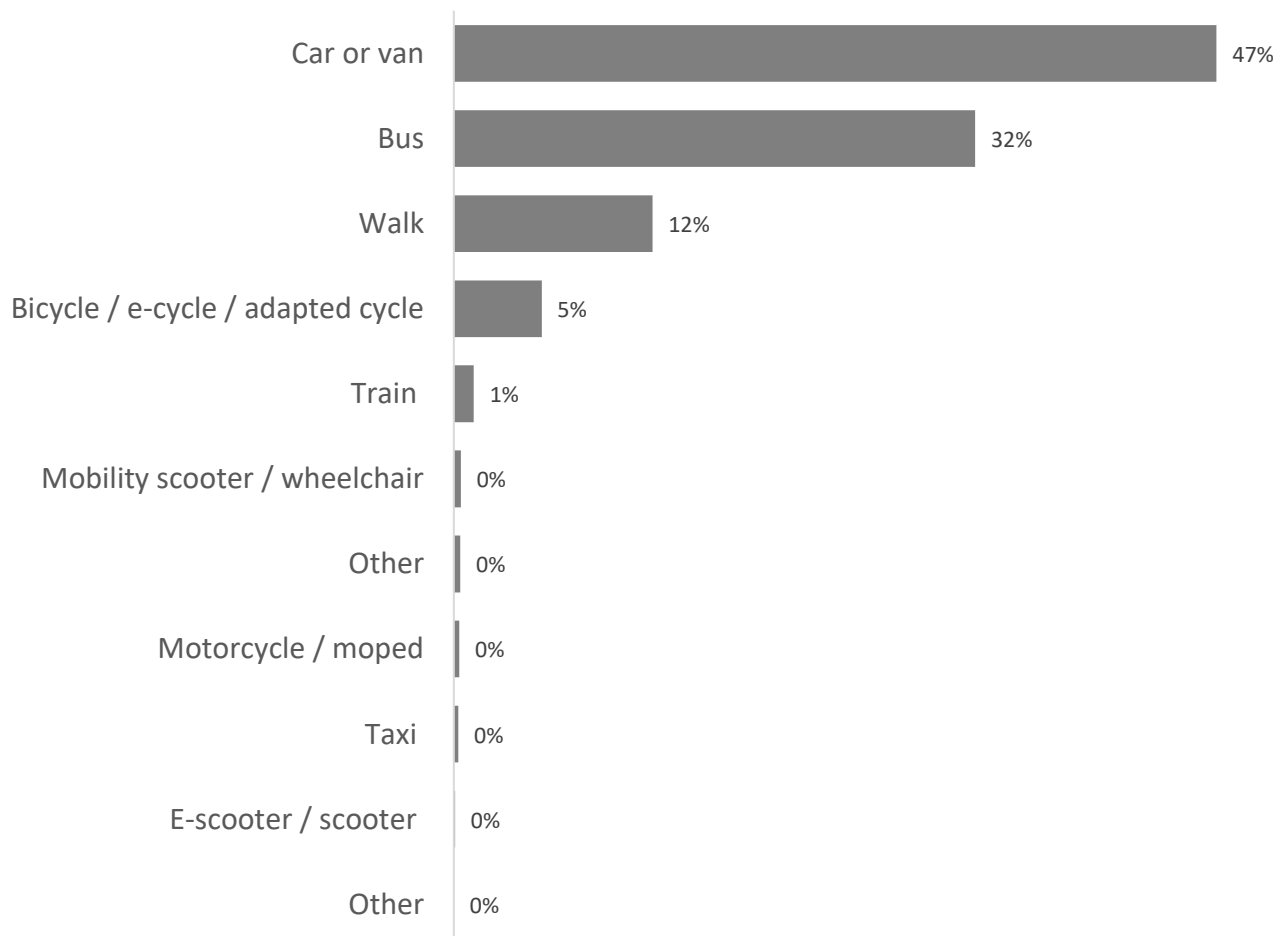
### Notable breakdowns:



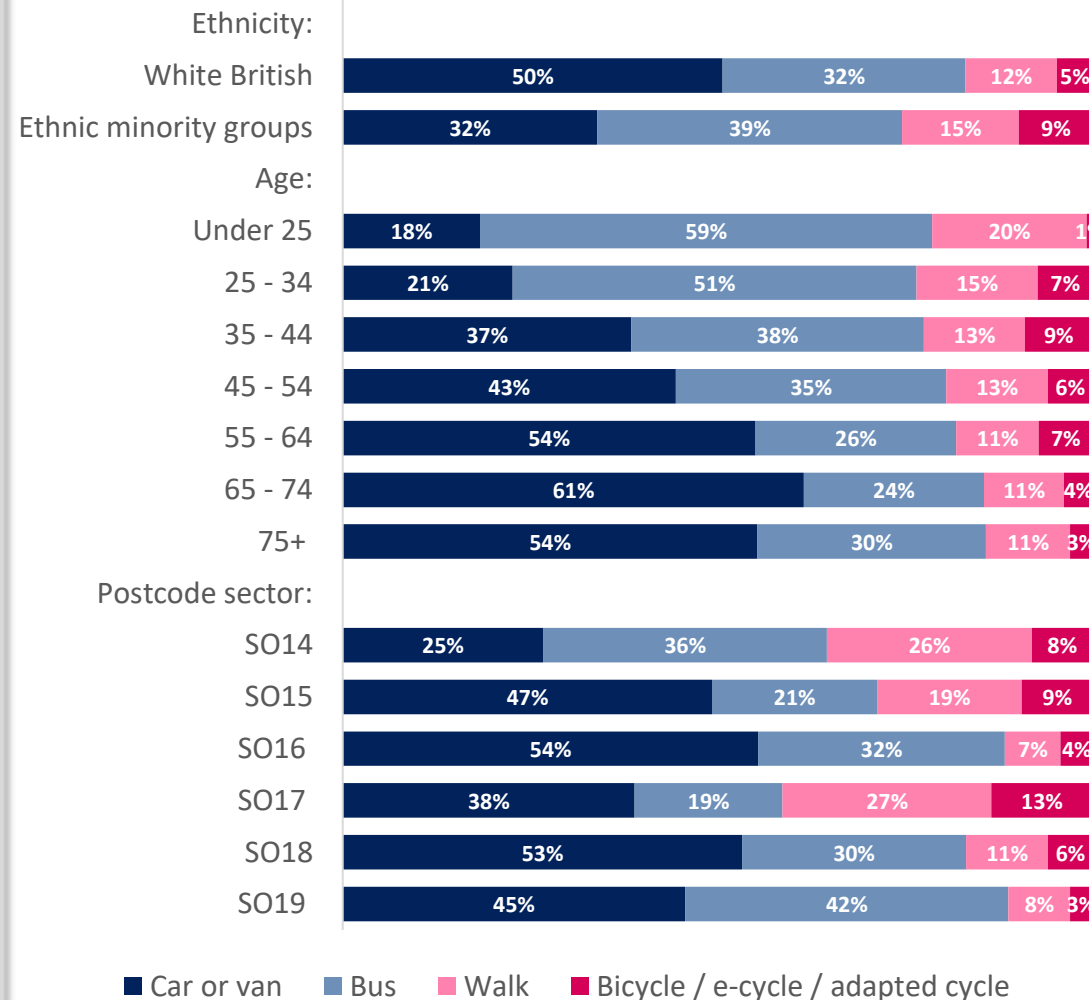


## What was your main mode of travel two years ago?

Total responses **3016**



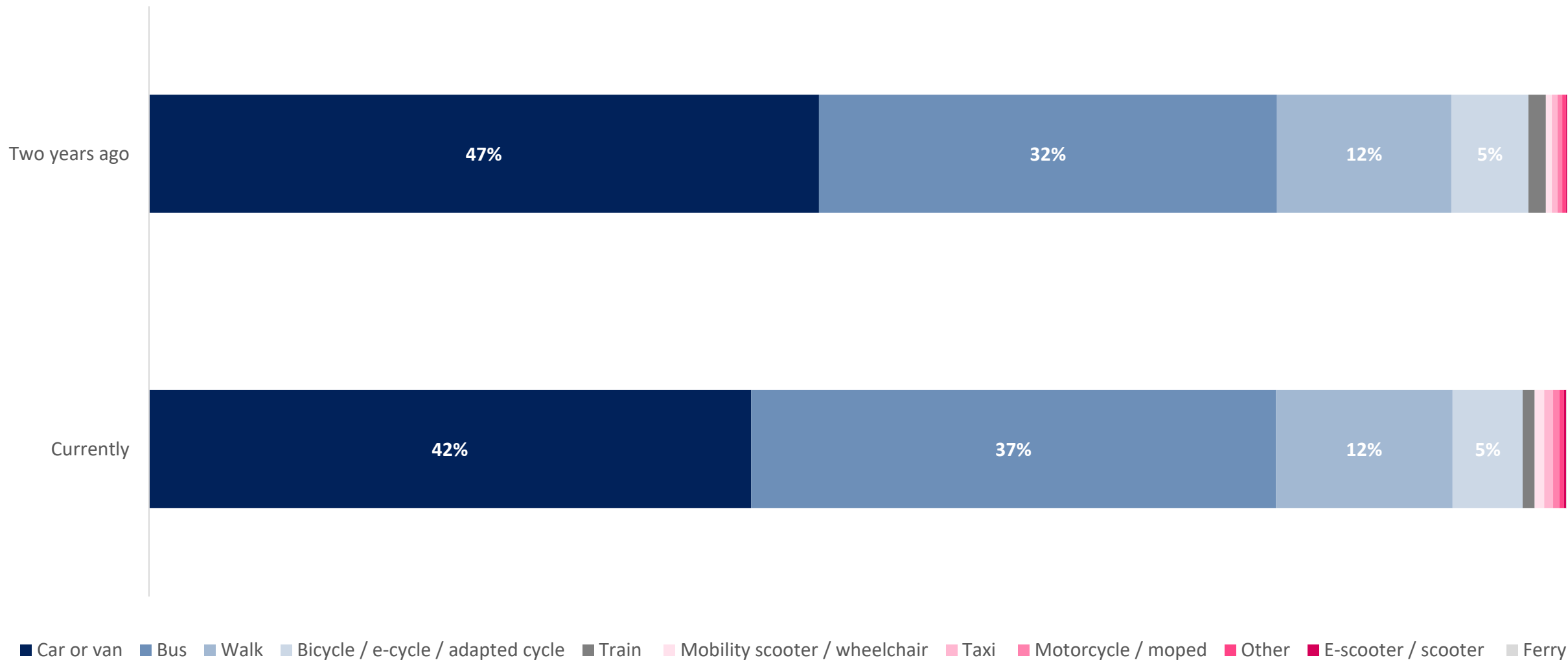
### Notable breakdowns:



\*Less than 100 respondents; \*\*less than 50 respondents.

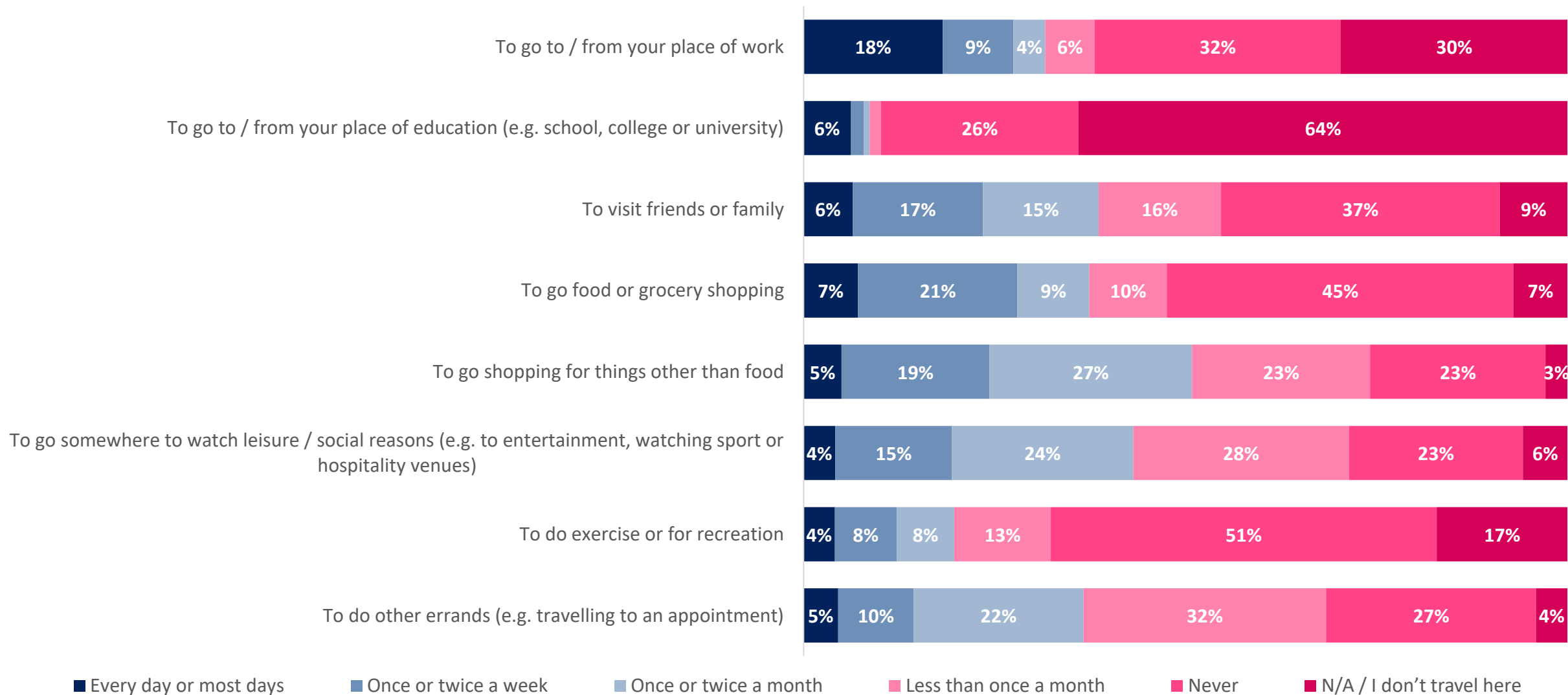


## What is your main mode of travel...



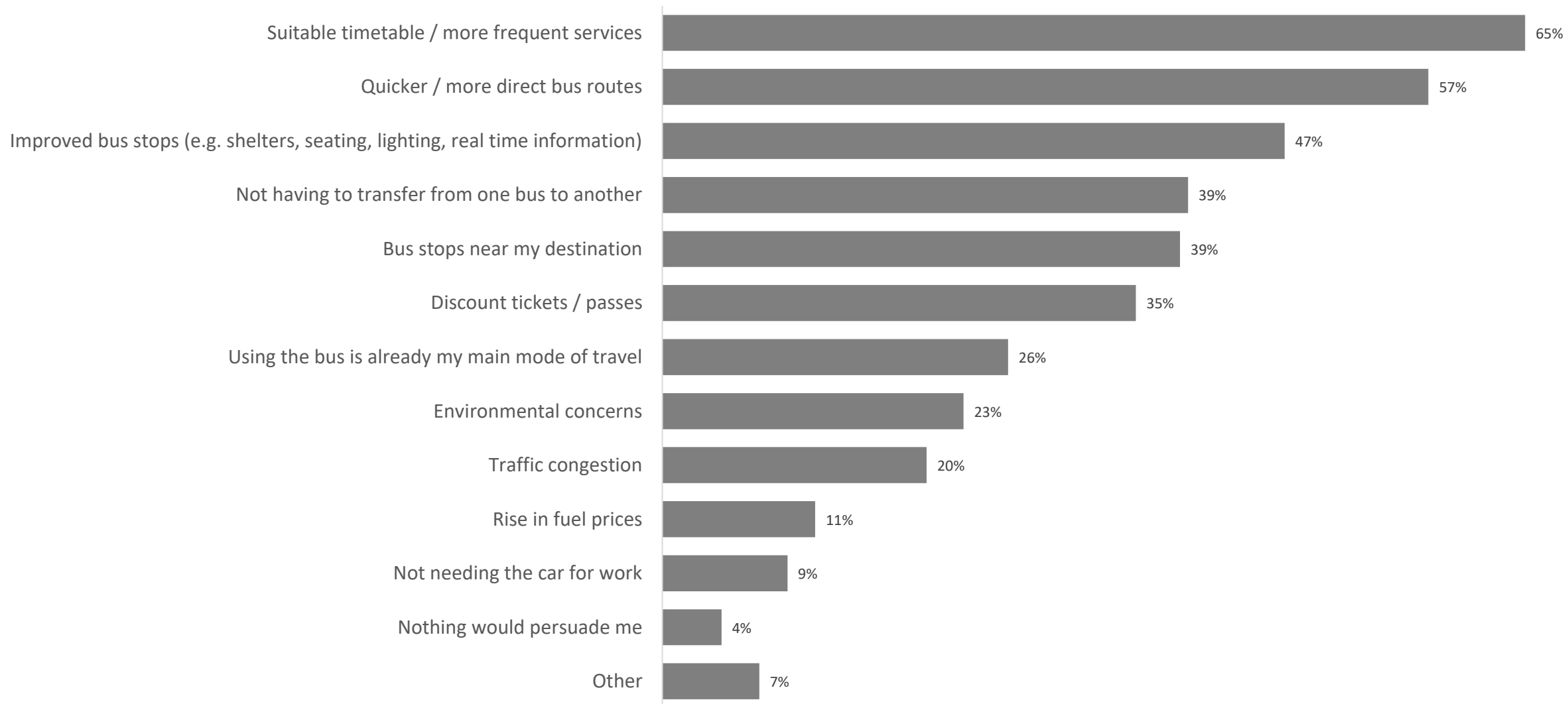


## How often do you use the bus for the following trips?





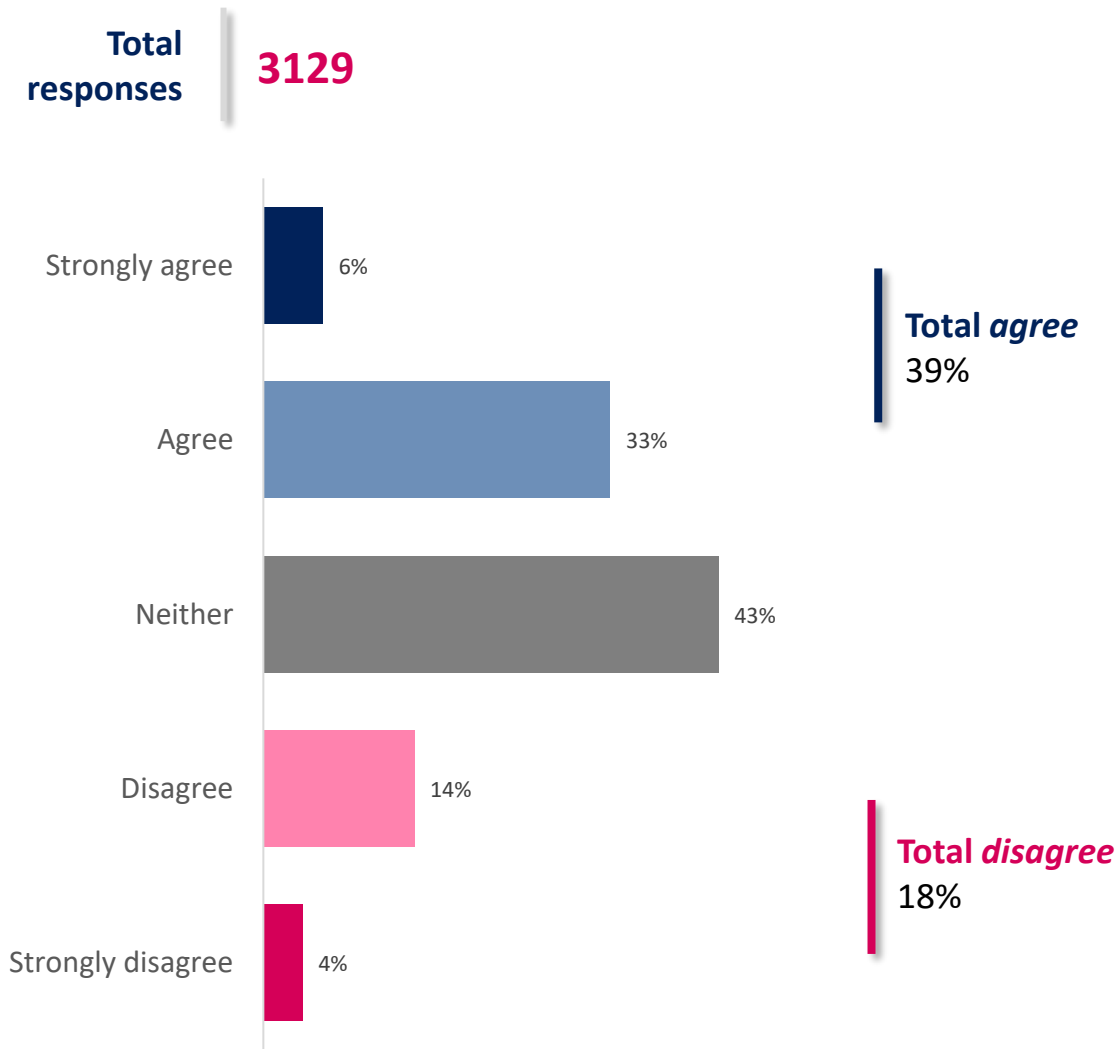
## Would any of the following encourage you to get the bus more often?



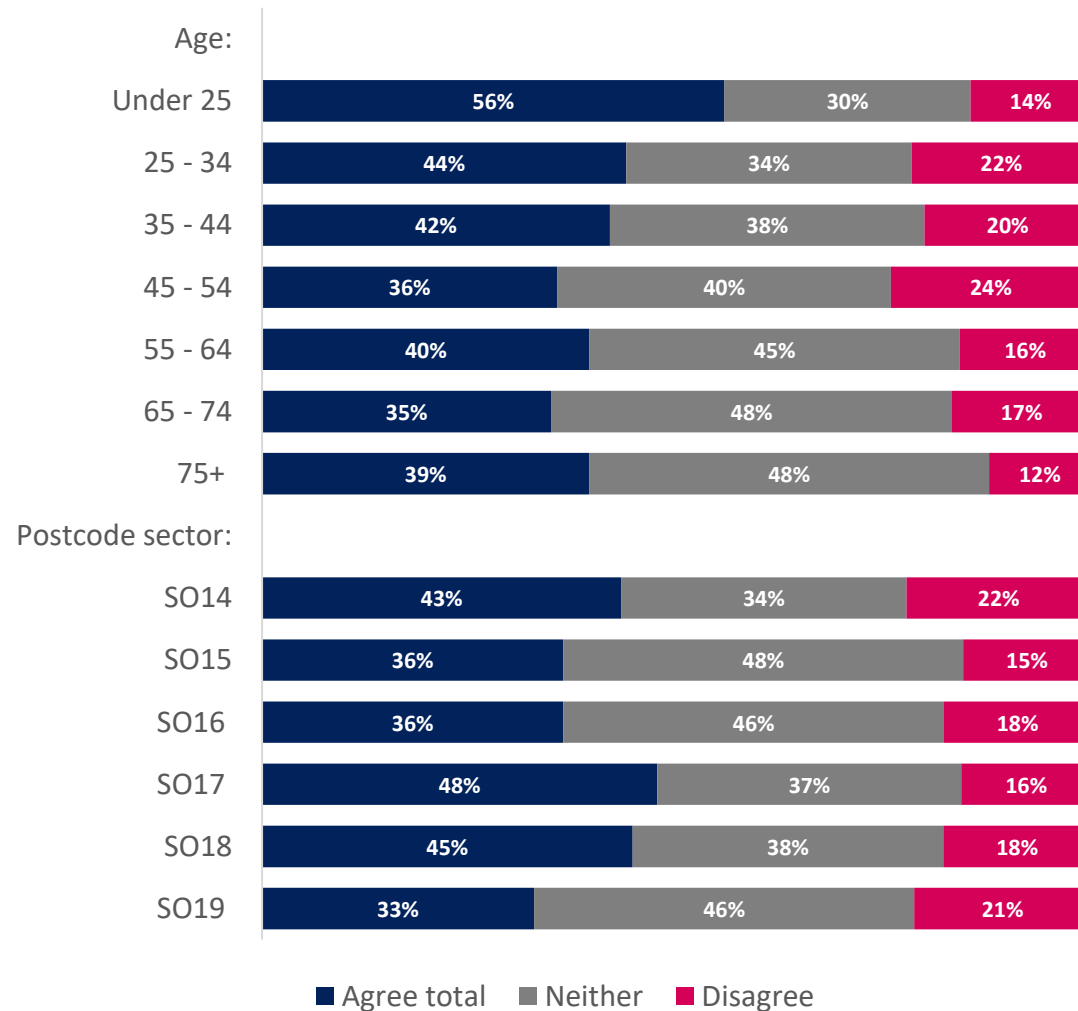




## To what extent do you agree or disagree with the following statements? Buses within Southampton are already green, when thinking about air quality and CO2 emissions



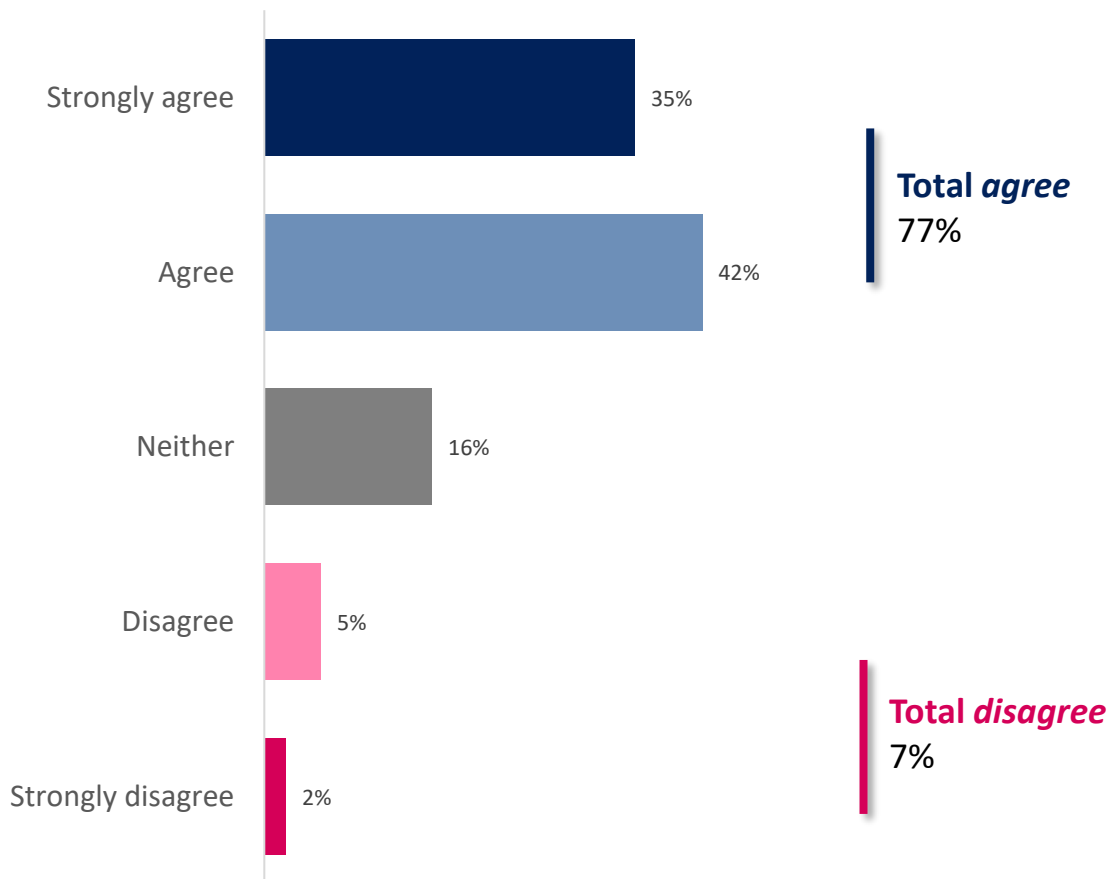
### Notable breakdowns:



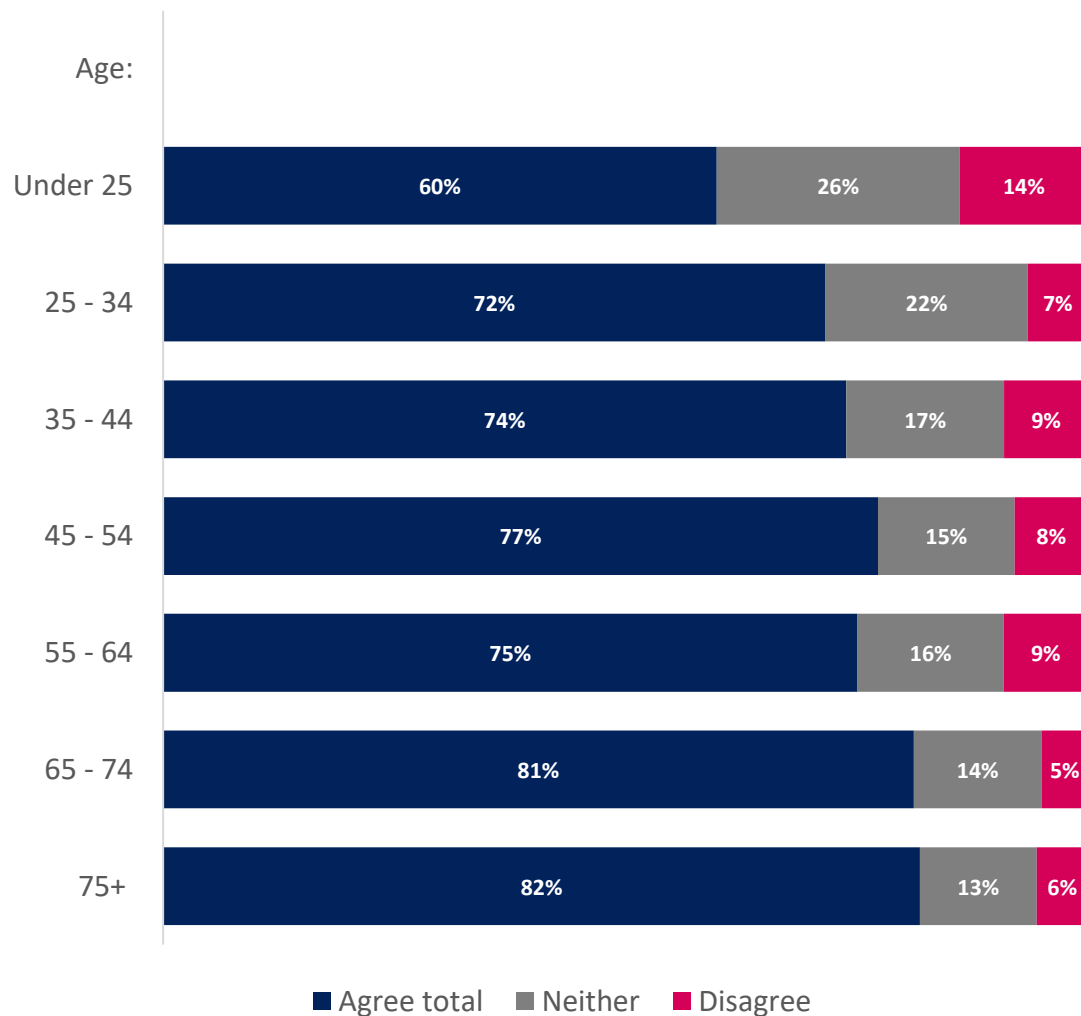


## To what extent do you agree or disagree with the following statements? Buses that do not meet the highest standard for emissions should be phased out

Total responses **3137**



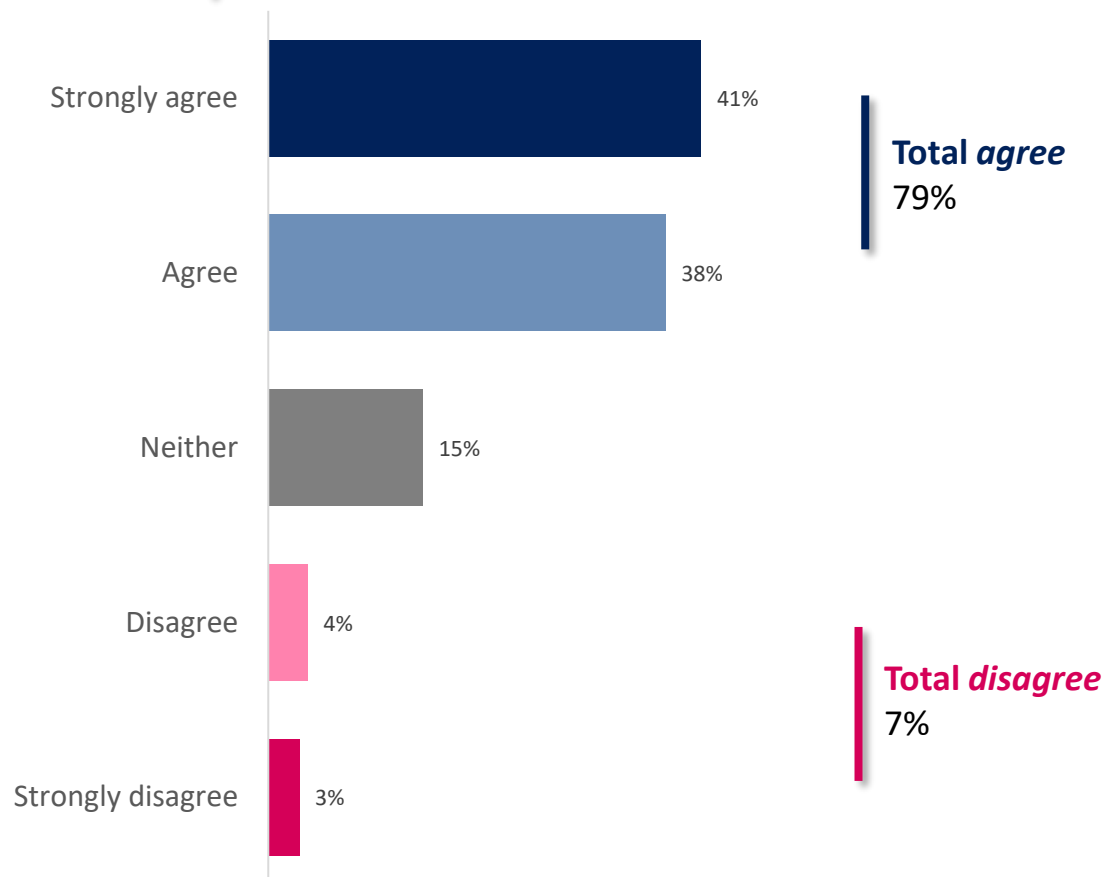
### Notable breakdowns:



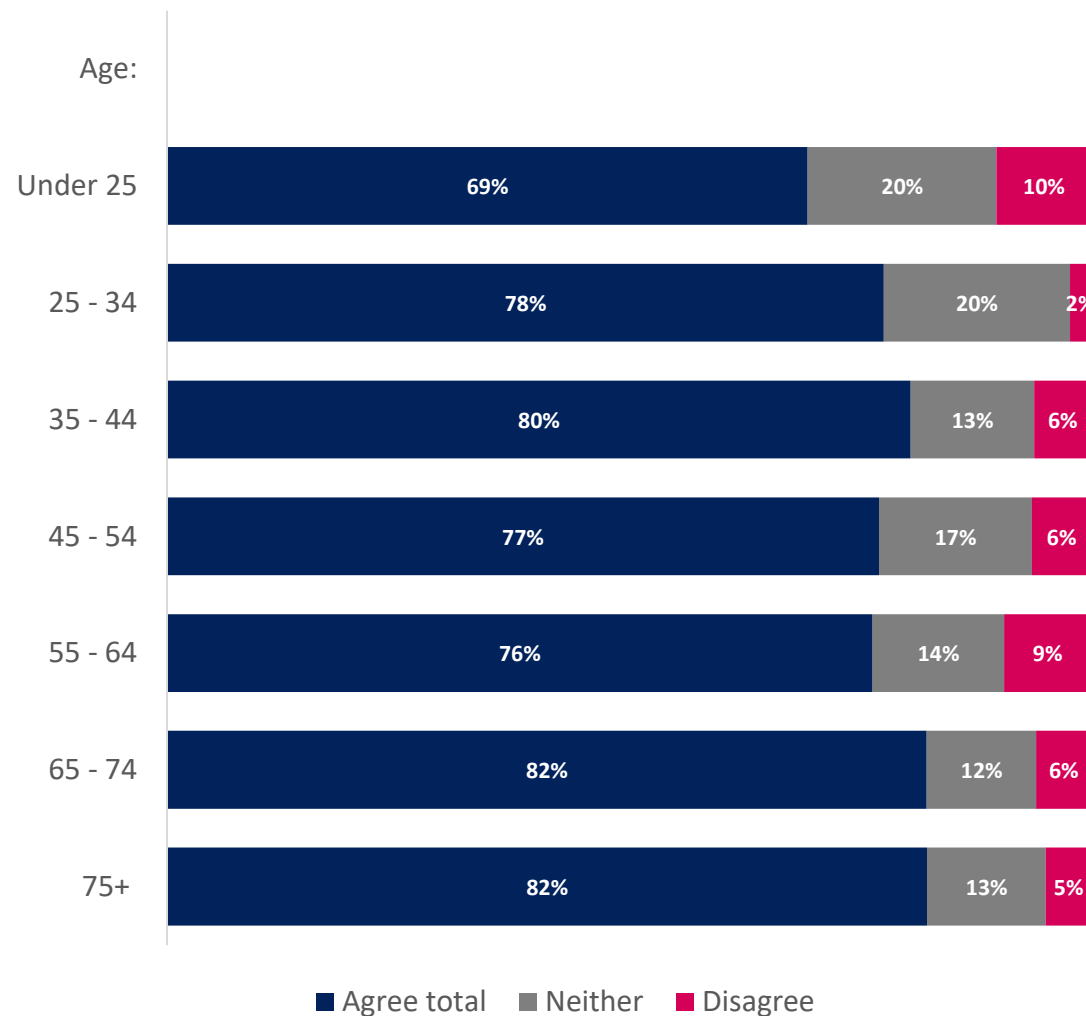


## To what extent do you agree or disagree with the following statements? Southampton City Council should work in partnership with local bus companies to apply for Government funding to replace their diesel buses with electric ones

Total responses **3154**



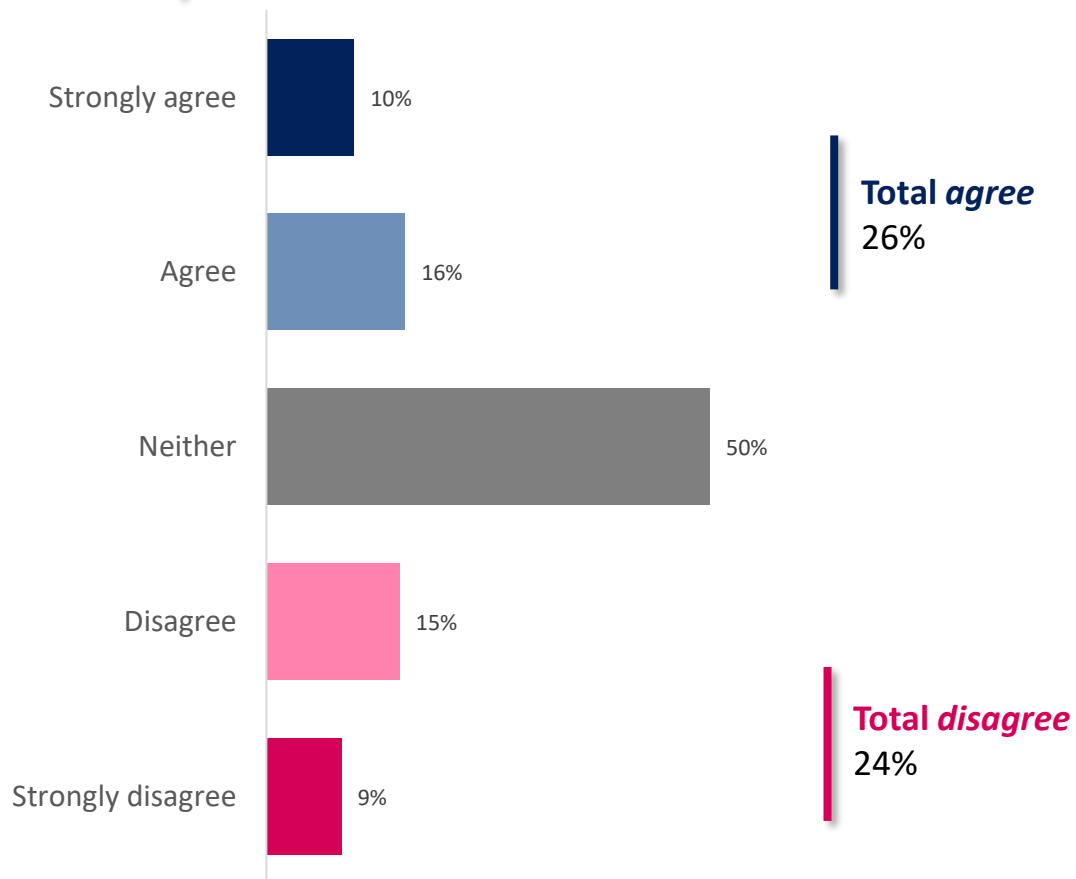
### Notable breakdowns:



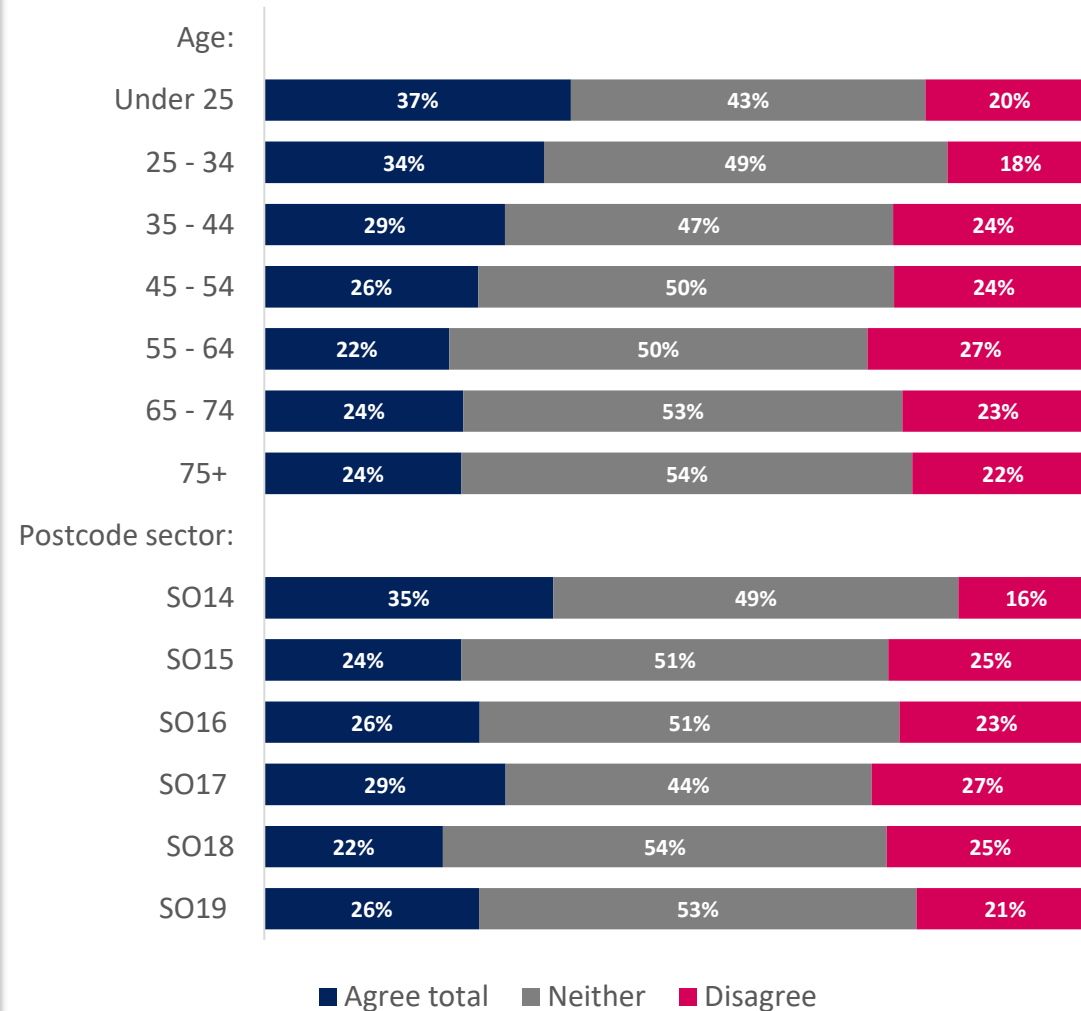


## To what extent do you agree or disagree with the following statements? I would use buses more often if they were zero emission vehicles (electric / hydrogen powered)

Total responses **3109**



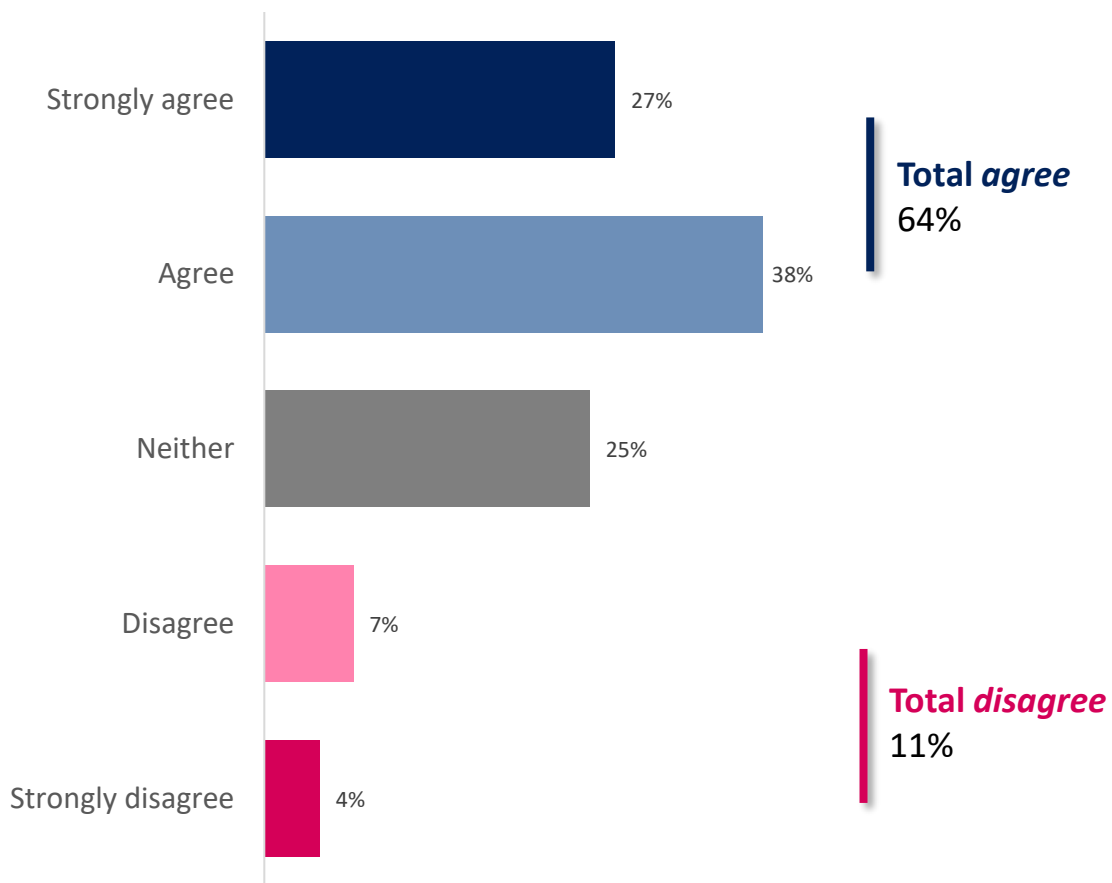
### Notable breakdowns:



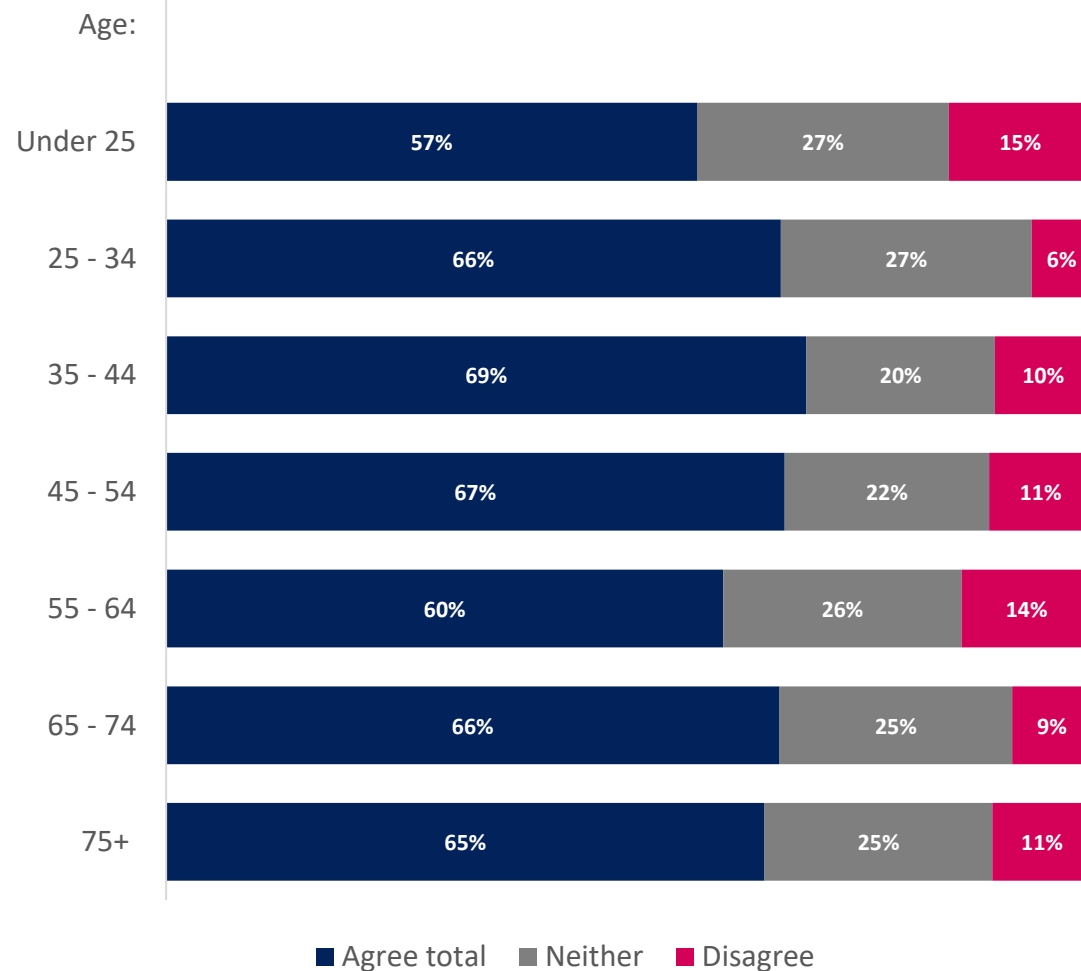


## To what extent do you agree or disagree with the following statements? Bus companies should have target dates to phase out all diesel buses

Total responses **3137**

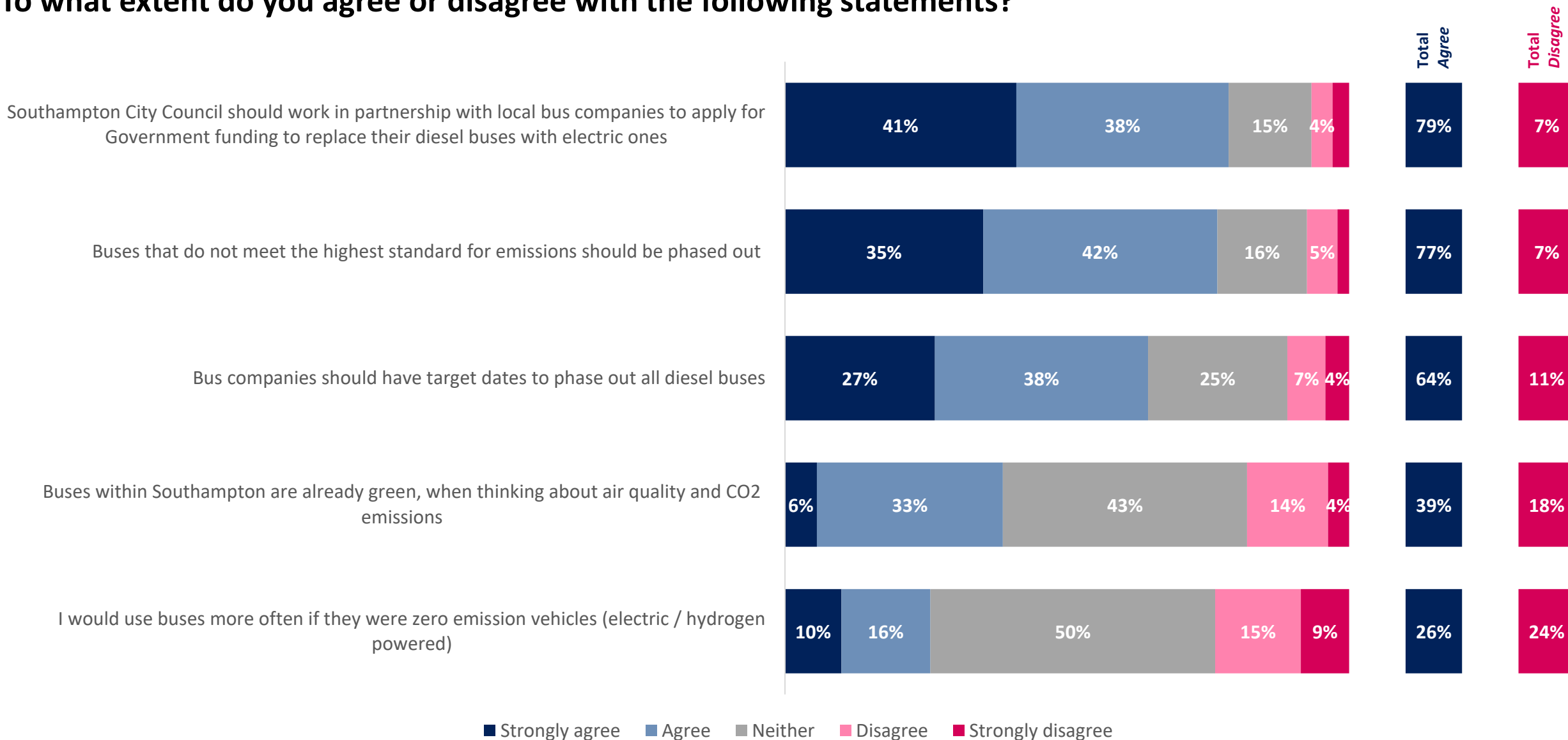


### Notable breakdowns:





## To what extent do you agree or disagree with the following statements?



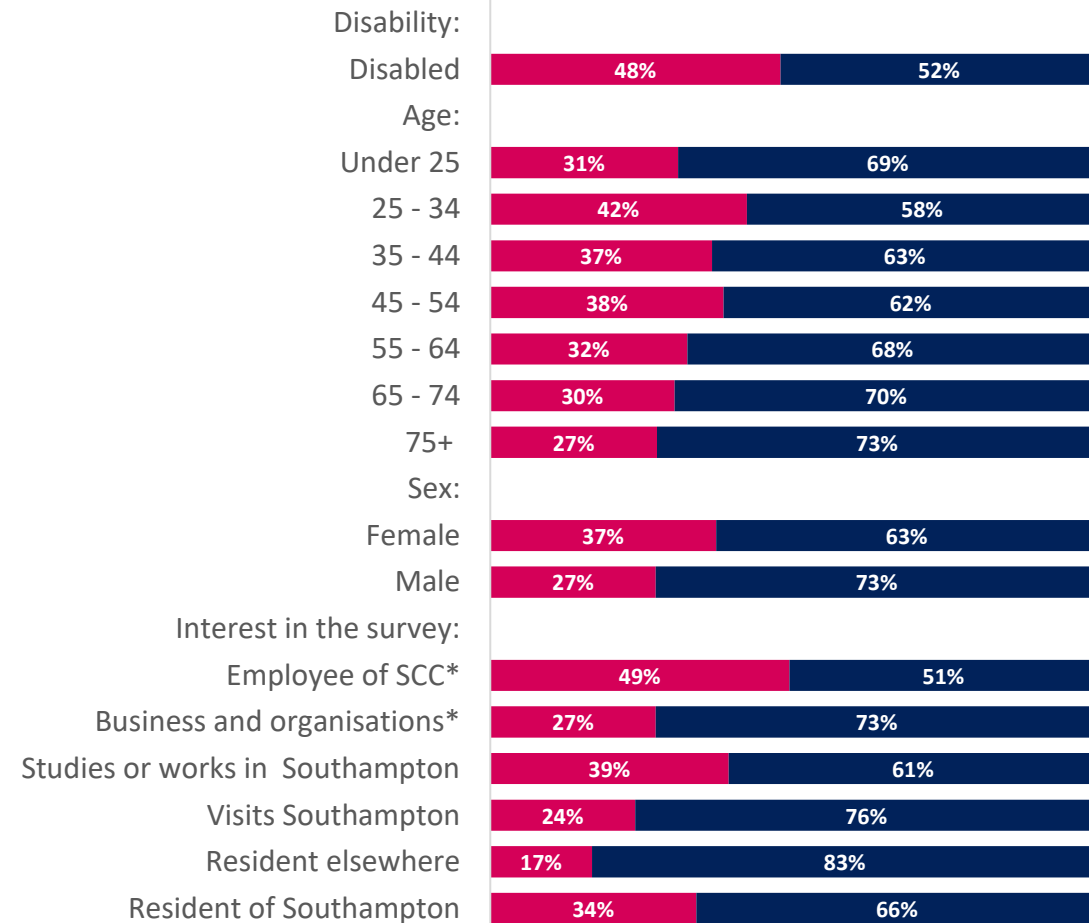


## Do you have any safety concerns when using buses, or that put you off travelling by bus?

Total responses **3182**



### Notable breakdowns:

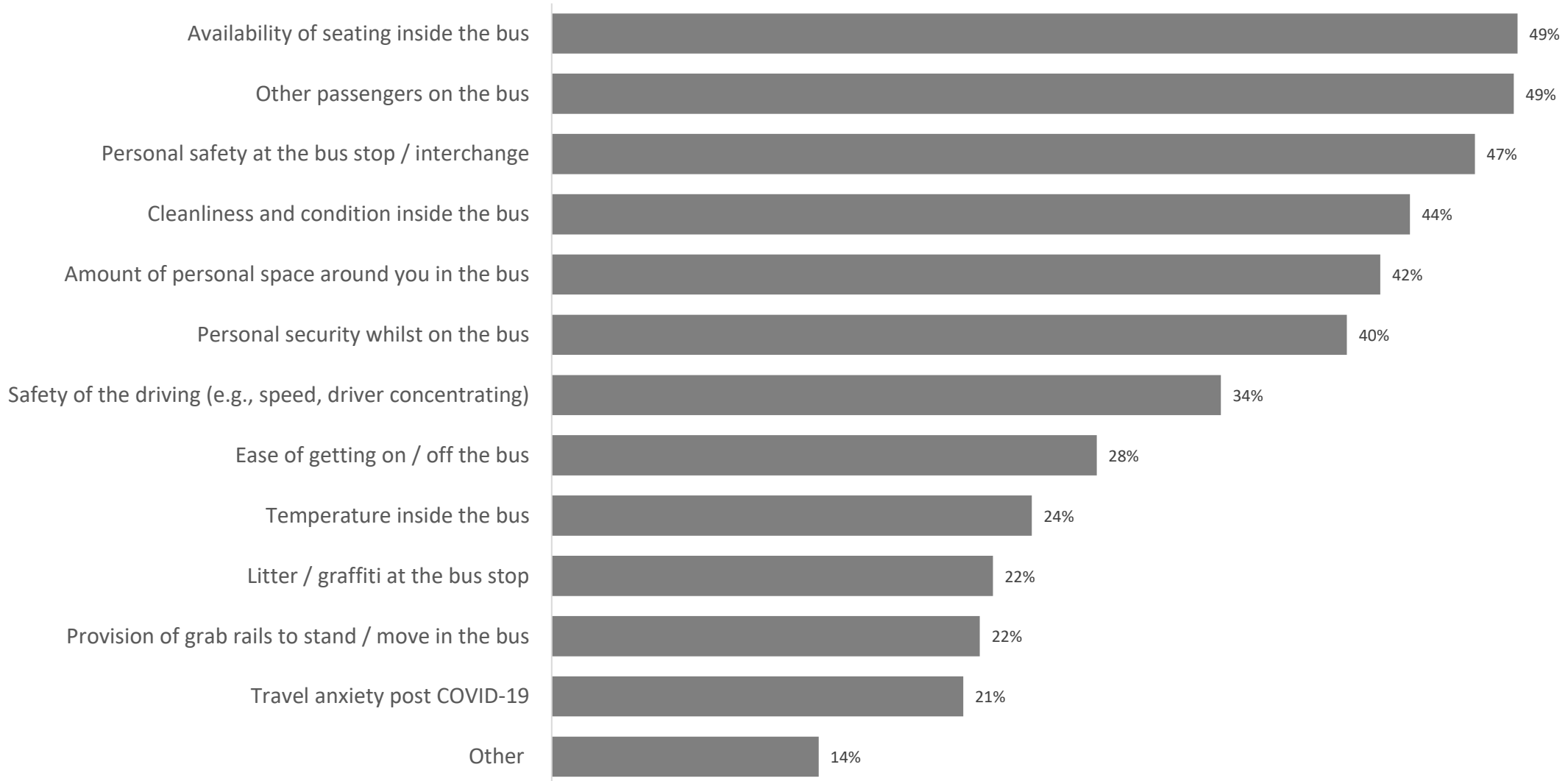


■ Yes ■ No

\*Less than 100 respondents; \*\*less than 50 respondents.



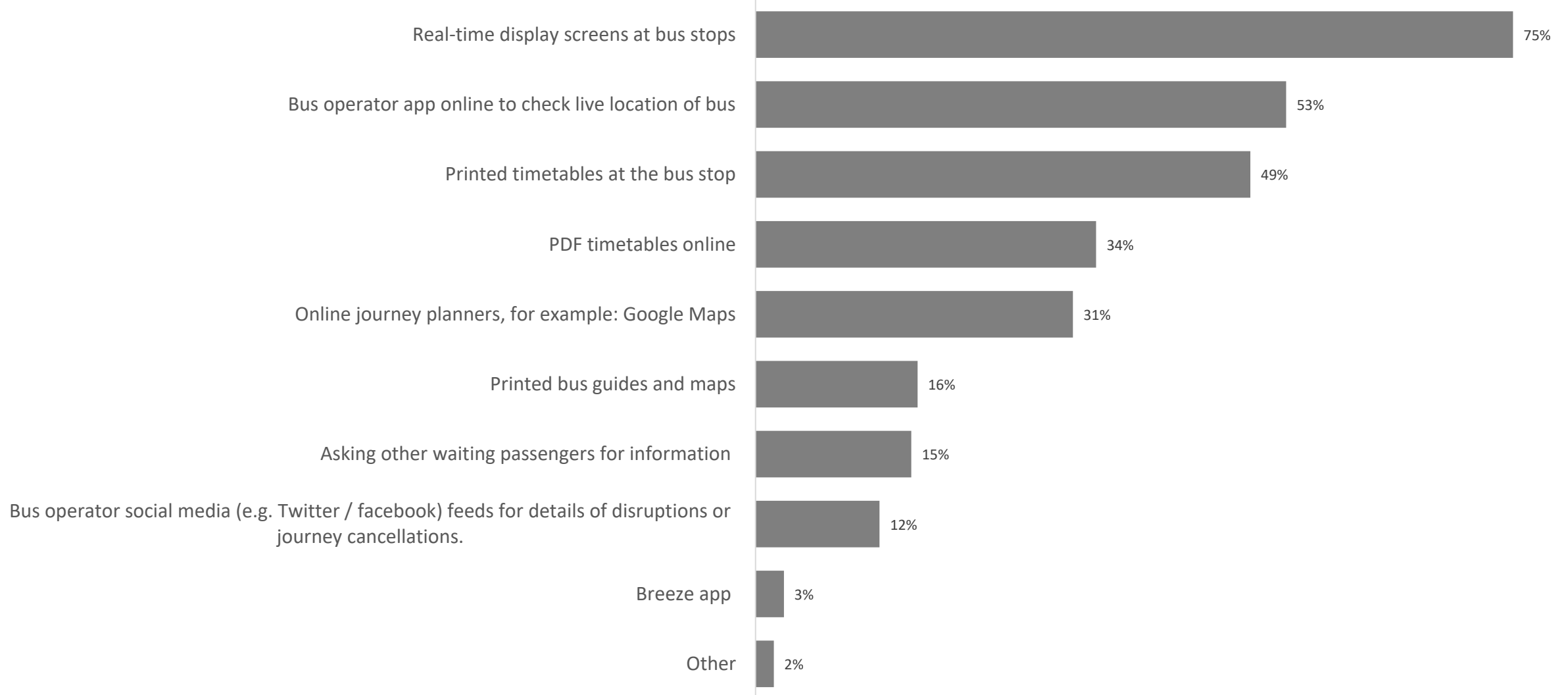
## If you have safety concerns around travelling by bus, please tell us what these are:





## Which of the following information sources do you use when waiting / travelling by bus?

\*Only asked to respondents who told us that they use the bus.

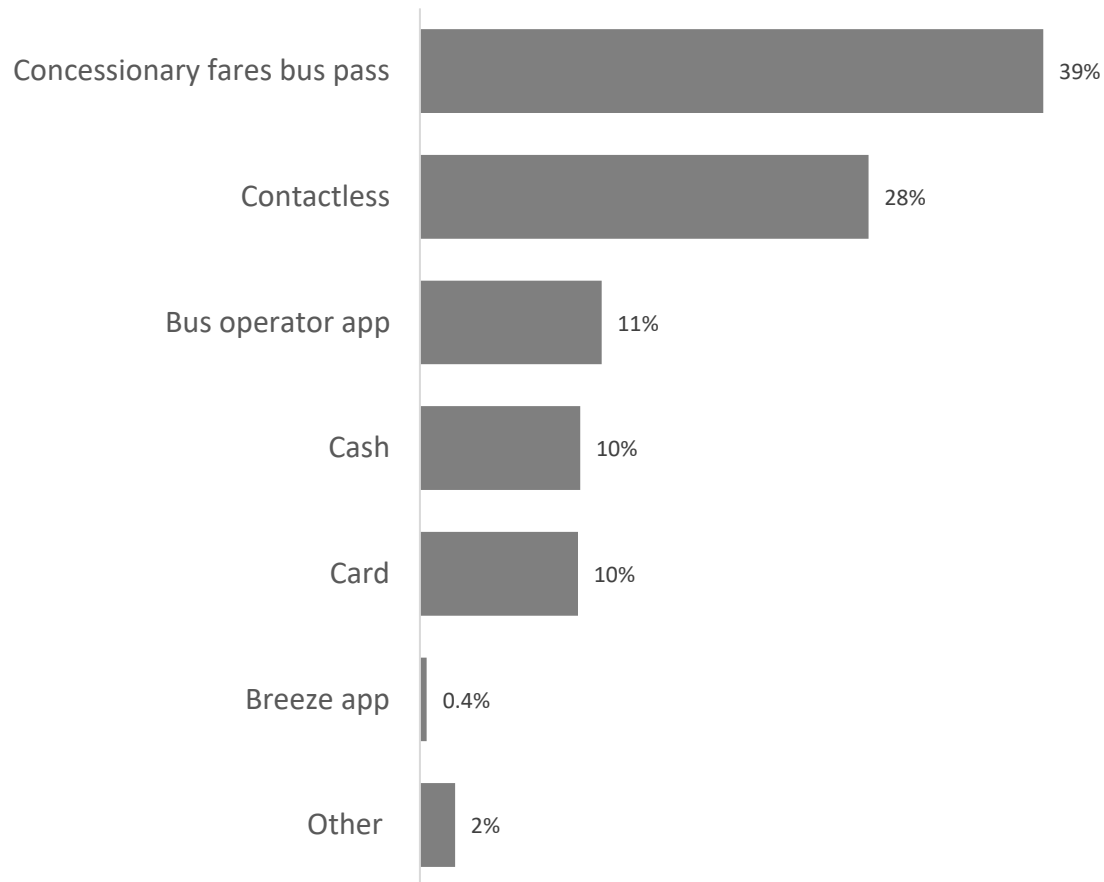




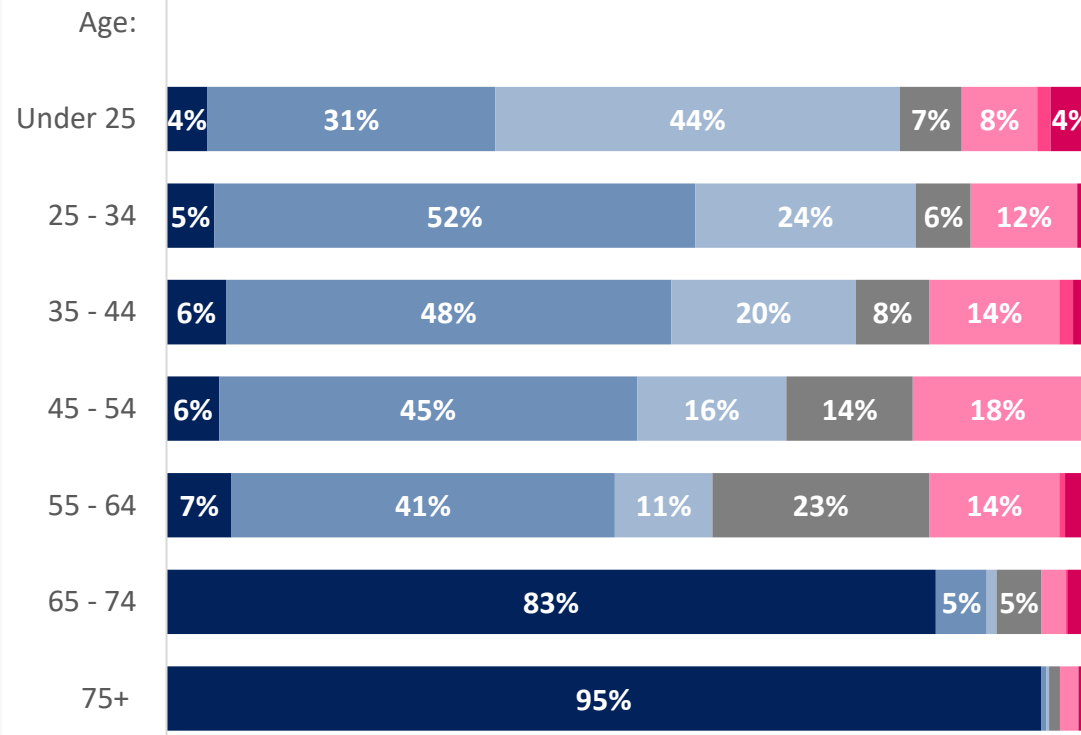
## How do you usually pay for bus travel?

\*Only asked to respondents who told us that they use the bus.

Total responses **2799**



### Notable breakdowns:



- Concessionary fares bus pass
- Contactless
- Bus operator app
- Cash
- Card
- Breeze app
- Other

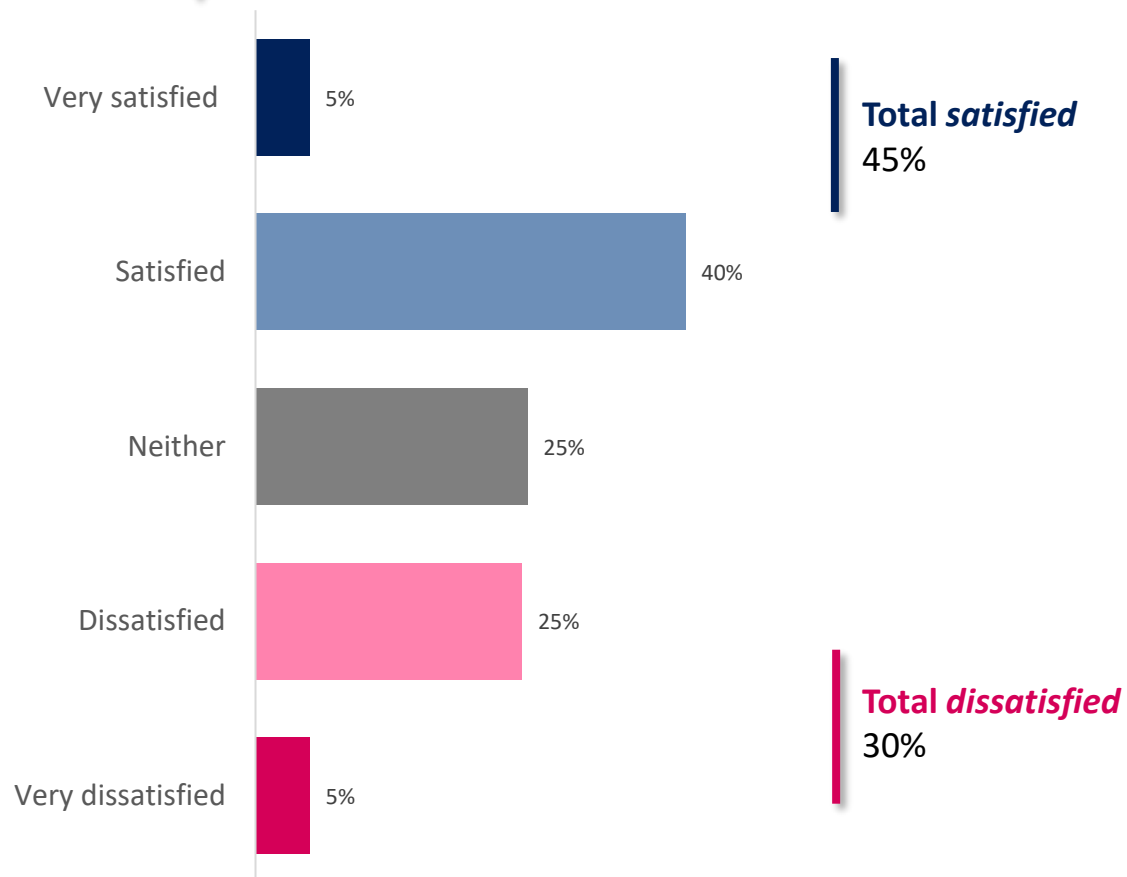
\*Less than 100 respondents; \*\*less than 50 respondents.



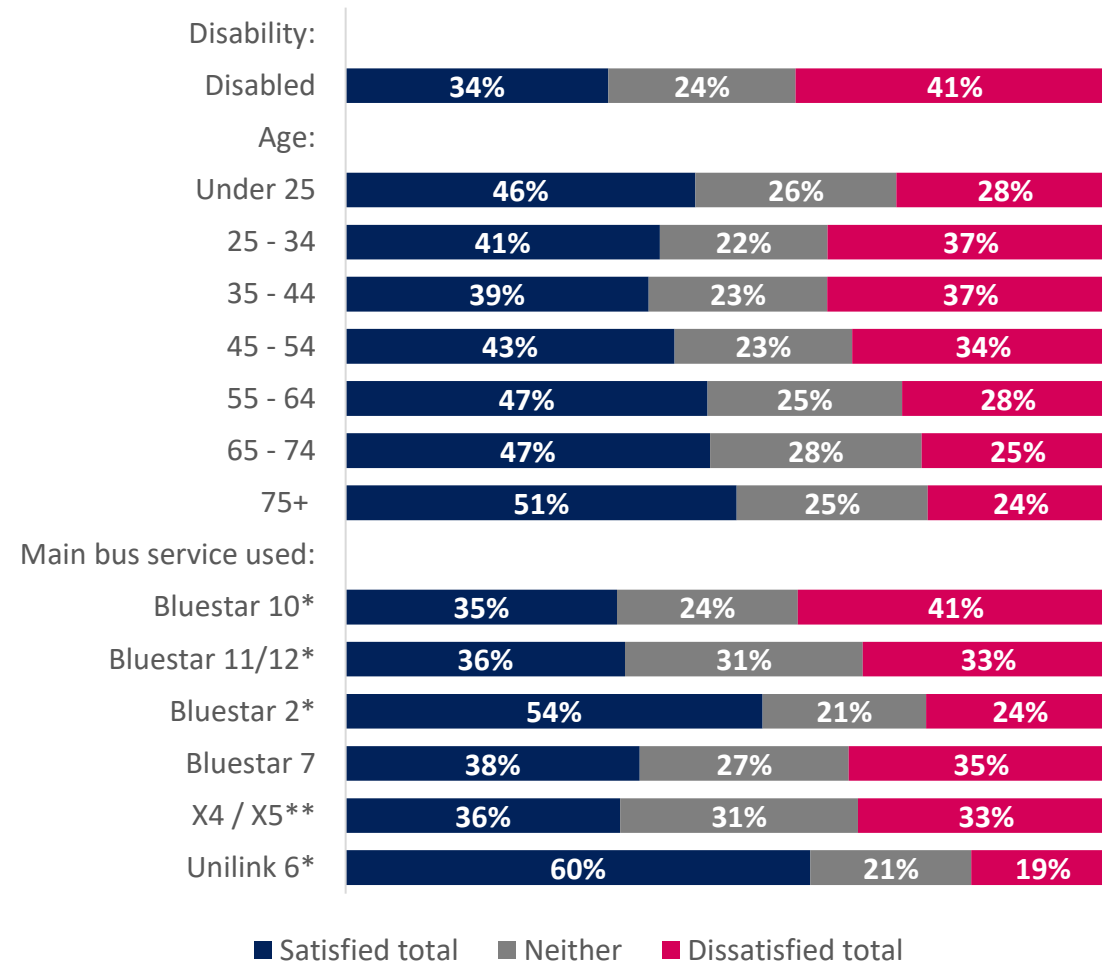
## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? With bus stop facilities (including shelters, seating, information)

\*Only asked to respondents who told us that they use the bus.

Total responses **2768**



### Notable breakdowns:

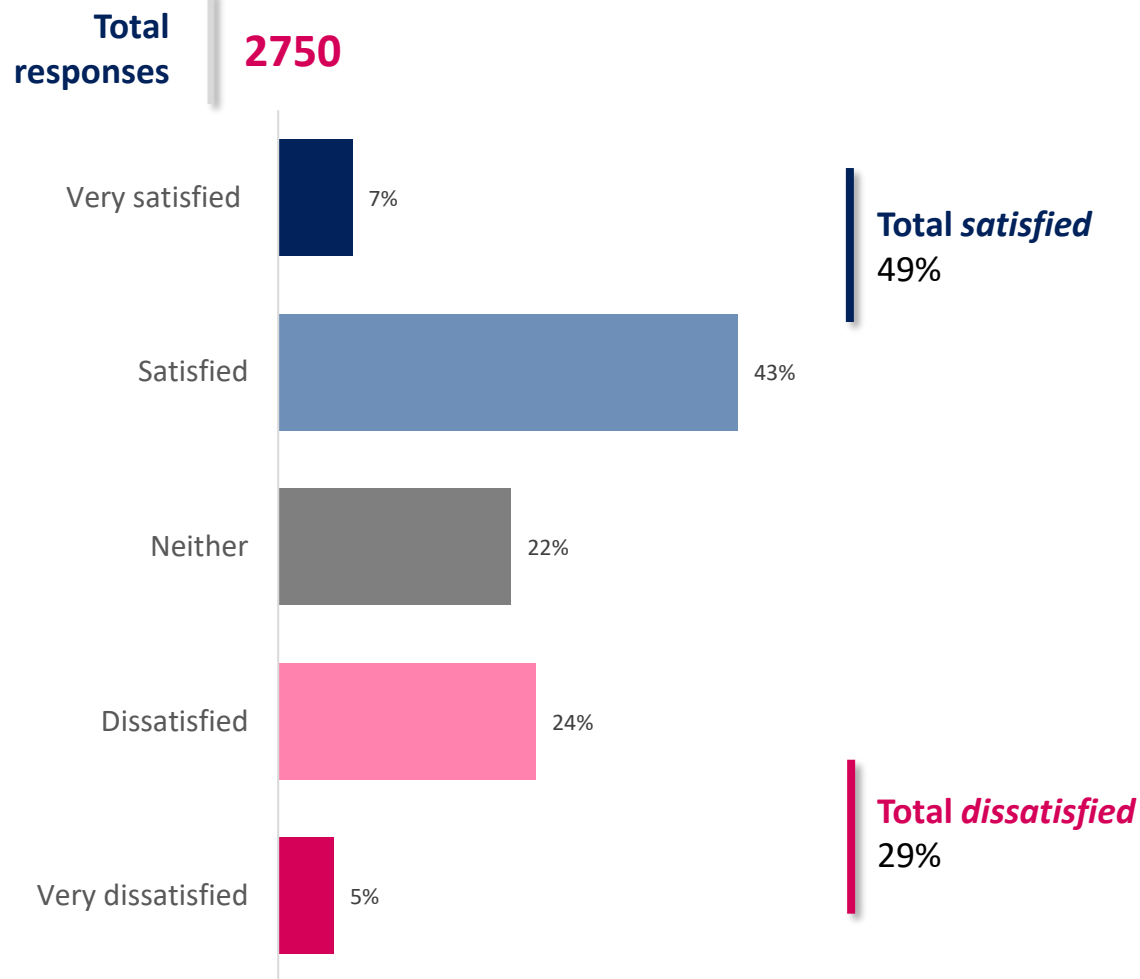


\*Less than 100 respondents; \*\*less than 50 respondents.

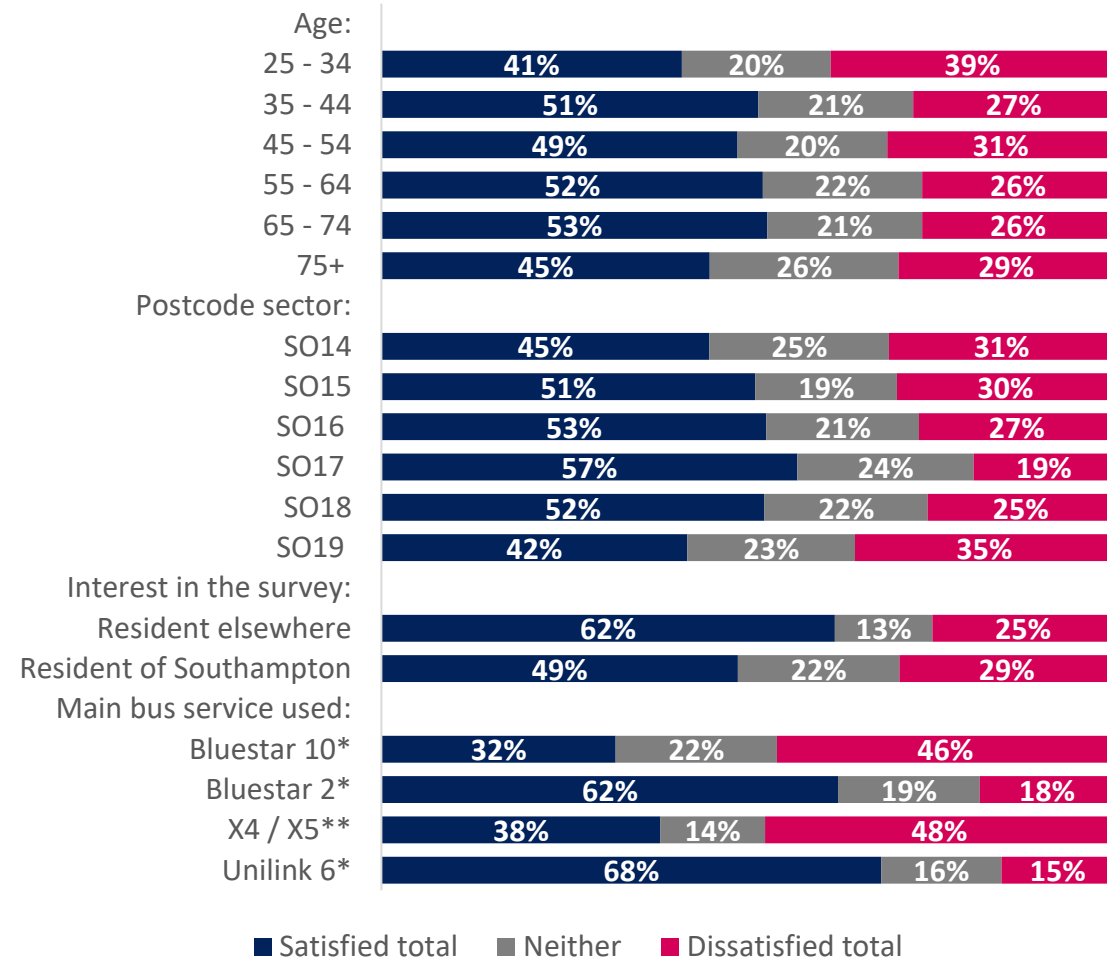


## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Availability of information on bus services

\*Only asked to respondents who told us that they use the bus.



### Notable breakdowns:



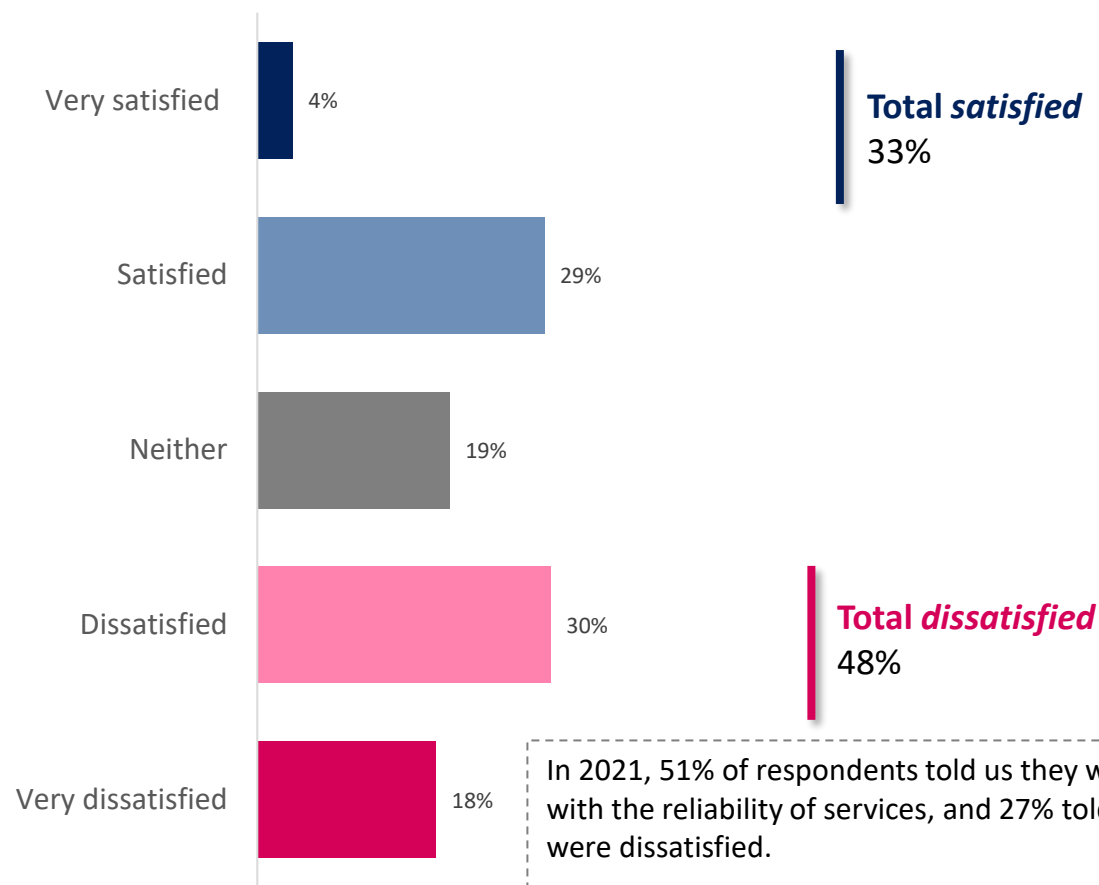
\*Less than 100 respondents; \*\*less than 50 respondents.



## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Reliability of services

\*Only asked to respondents who told us that they use the bus.

Total responses **2761**



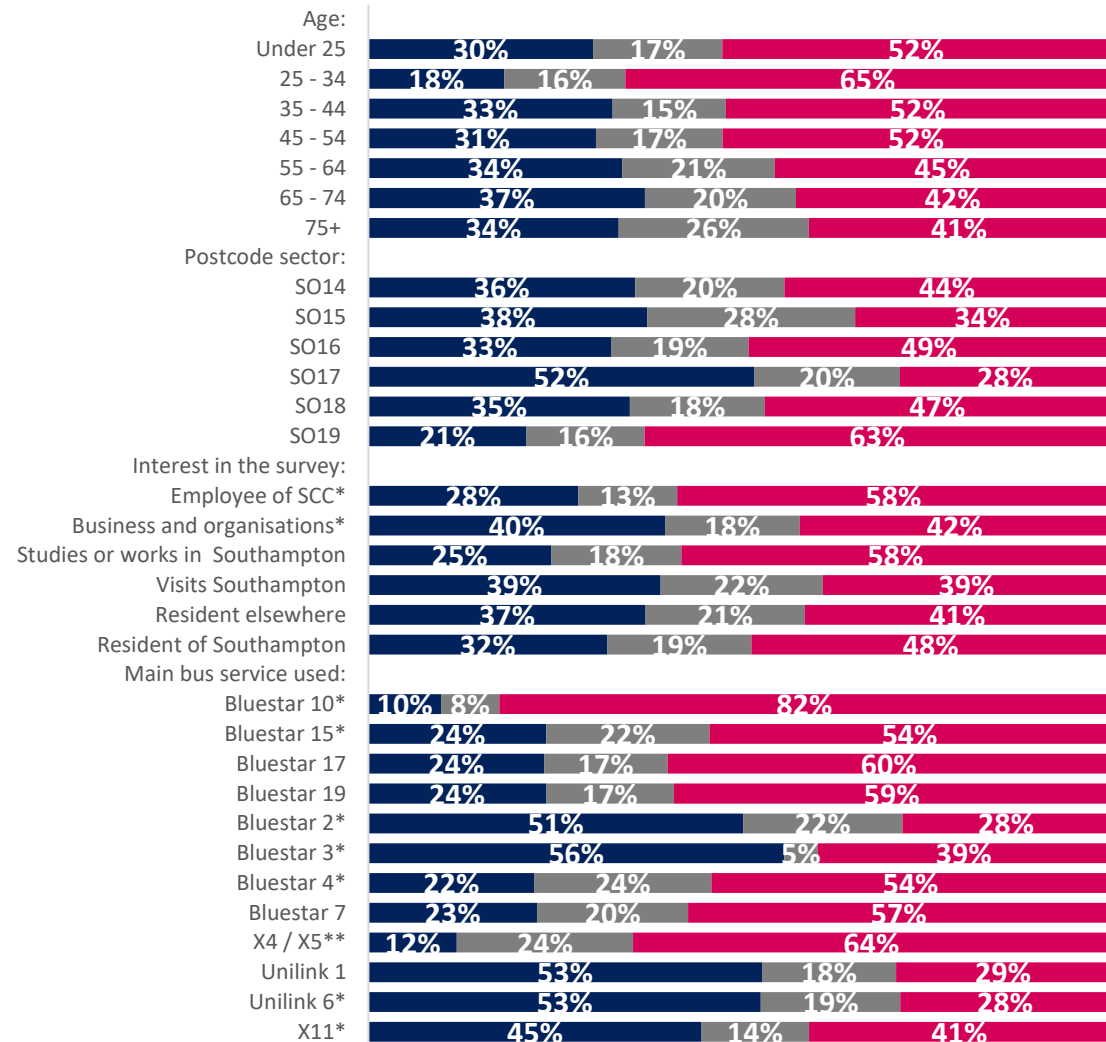
Total satisfied **33%**

Total dissatisfied **48%**

In 2021, 51% of respondents told us they were satisfied with the reliability of services, and 27% told us they were dissatisfied.

Overall, this is an **21 percentage point increase in dissatisfaction** with reliability of services.

### Notable breakdowns:

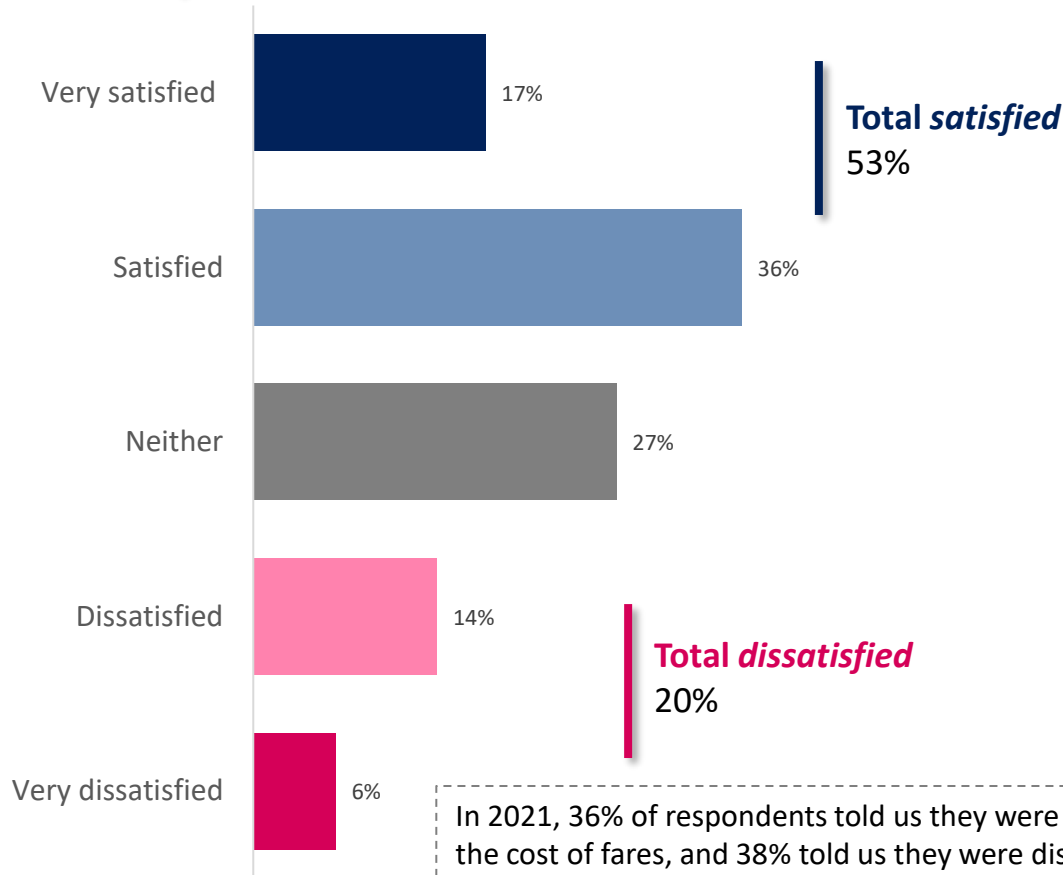


■ Satisfied total ■ Neither ■ Dissatisfied total

\*Less than 100 respondents; \*\*less than 50 respondents.

# To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Value for money \*Only asked to respondents who told us that they use the bus.

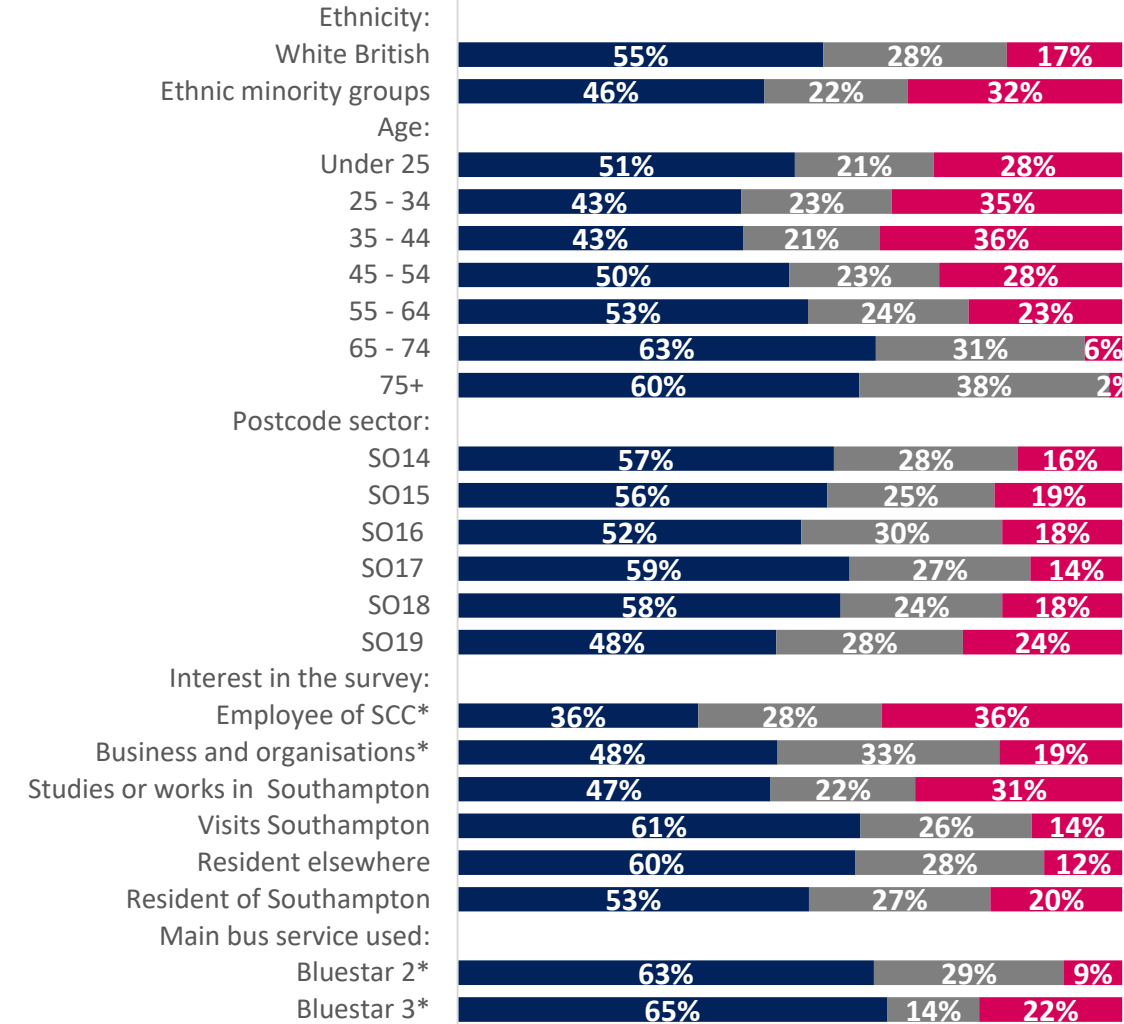
Total responses **2703**



In 2021, 36% of respondents told us they were satisfied with the cost of fares, and 38% told us they were dissatisfied.

Overall, this is an 18 percentage point increase in satisfaction with value for money.

## Notable breakdowns:



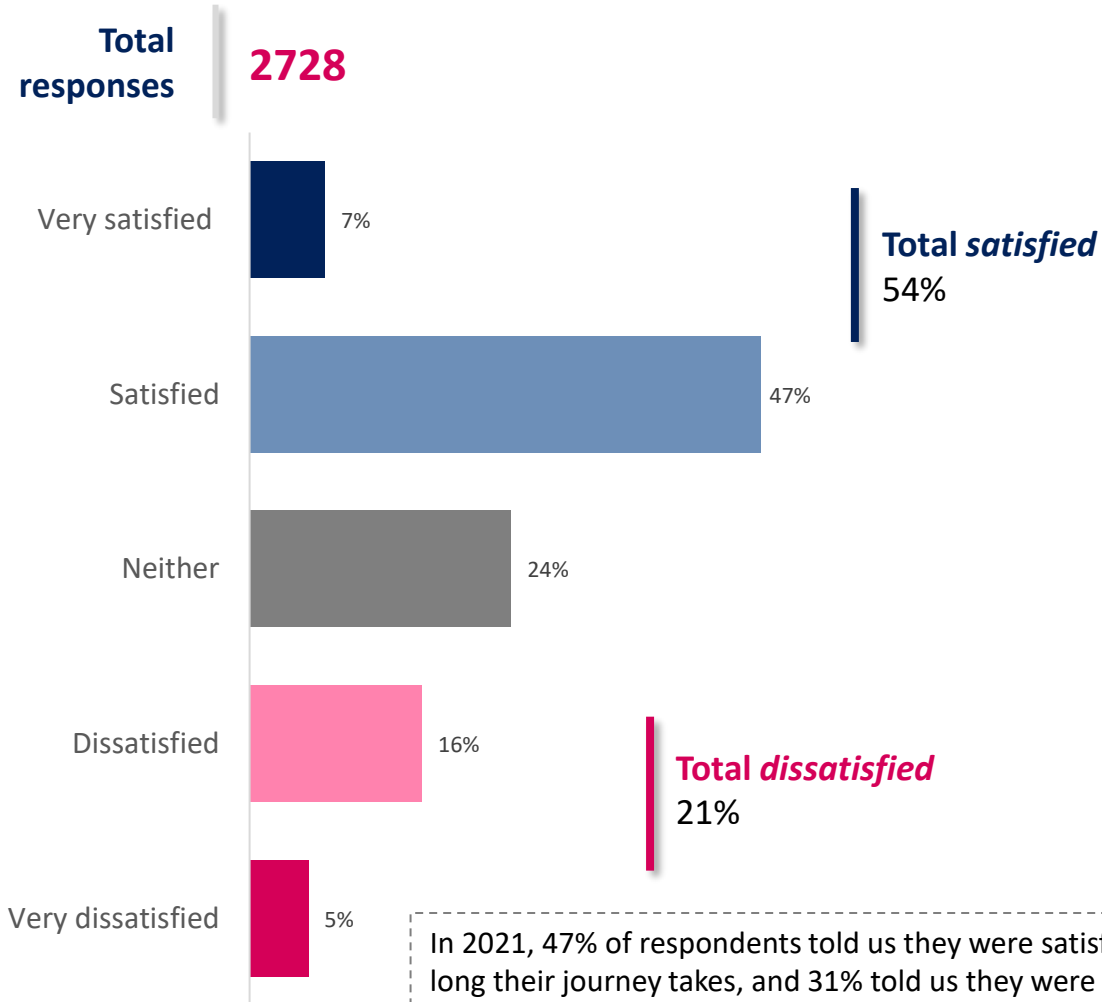
■ Satisfied total ■ Neither ■ Dissatisfied total

\*Less than 100 respondents; \*\*less than 50 respondents.



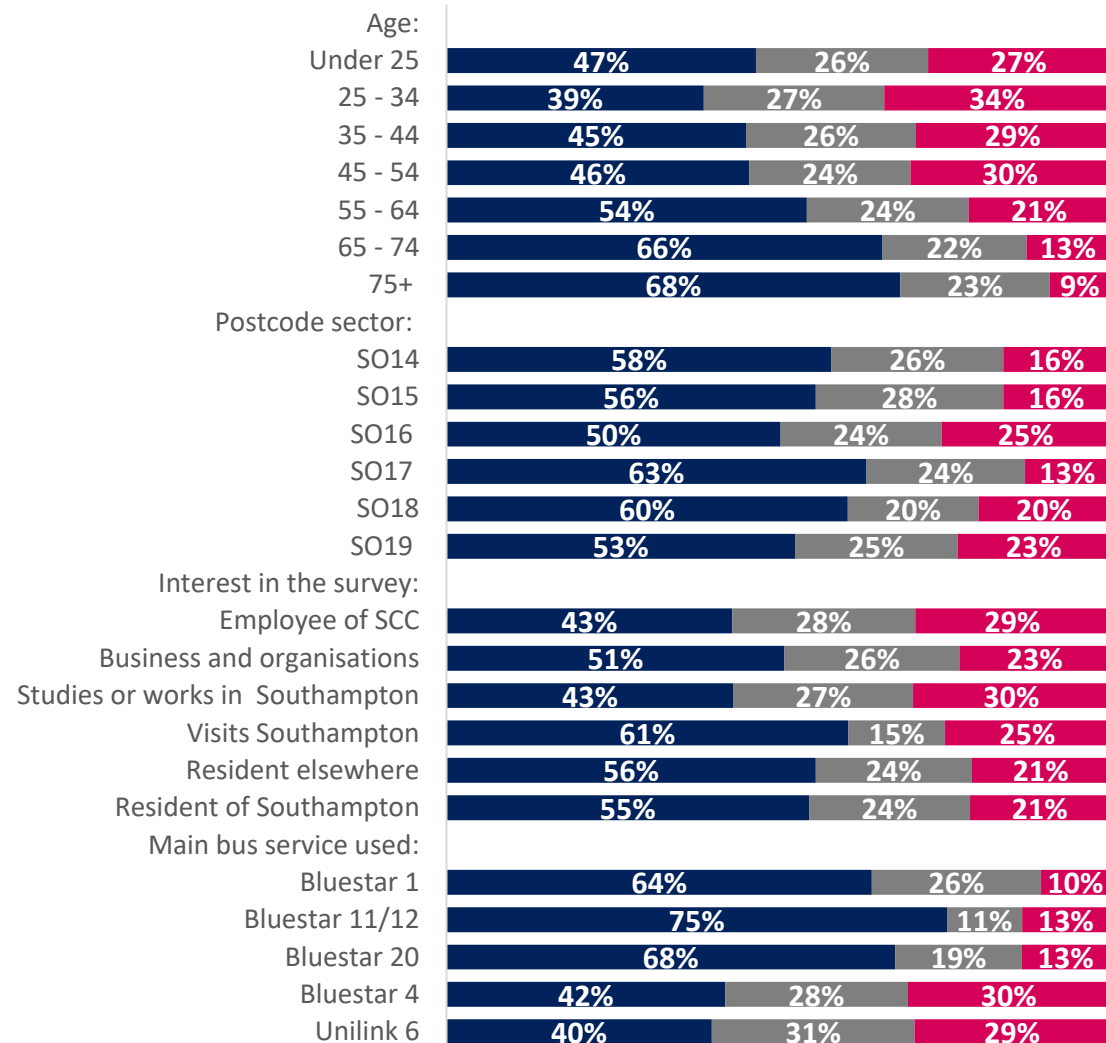
## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Speed of journey

\*Only asked to respondents who told us that they use the bus. Notable breakdowns:



In 2021, 47% of respondents told us they were satisfied with how long their journey takes, and 31% told us they were dissatisfied.

Overall, this is a 7 percentage point increase in satisfaction with journey speeds.



■ Satisfied total ■ Neither ■ Dissatisfied total

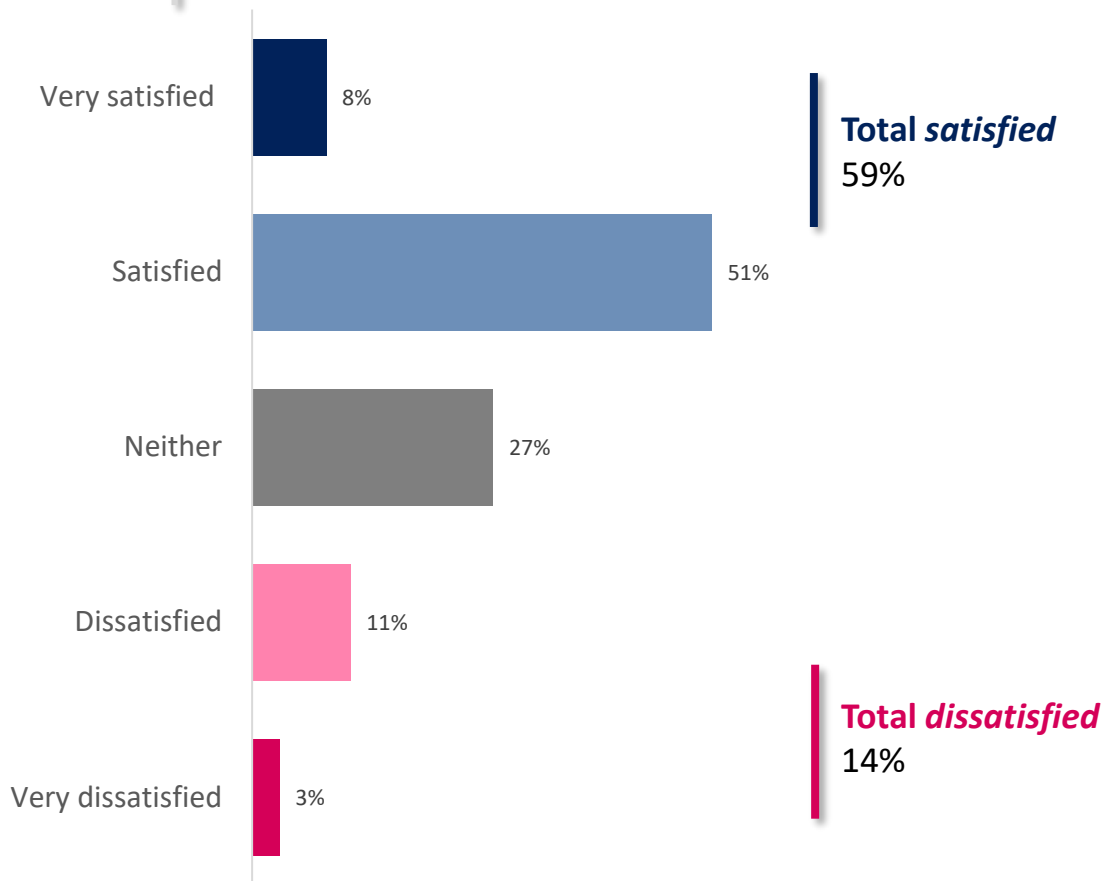
\*Less than 100 respondents; \*\*less than 50 respondents.



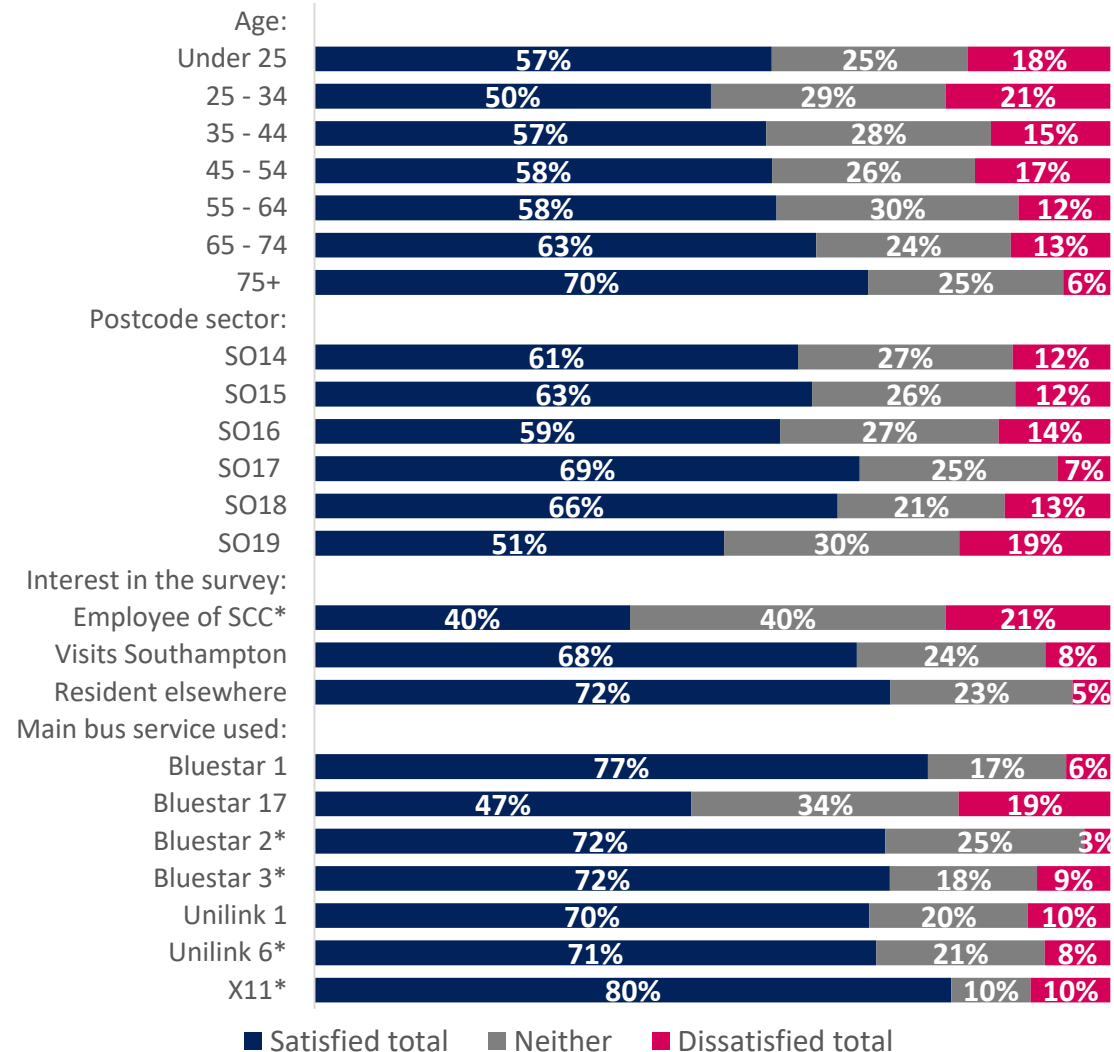
## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Experience on the bus

\*Only asked to respondents who told us that they use the bus.

Total responses **2731**



### Notable breakdowns:



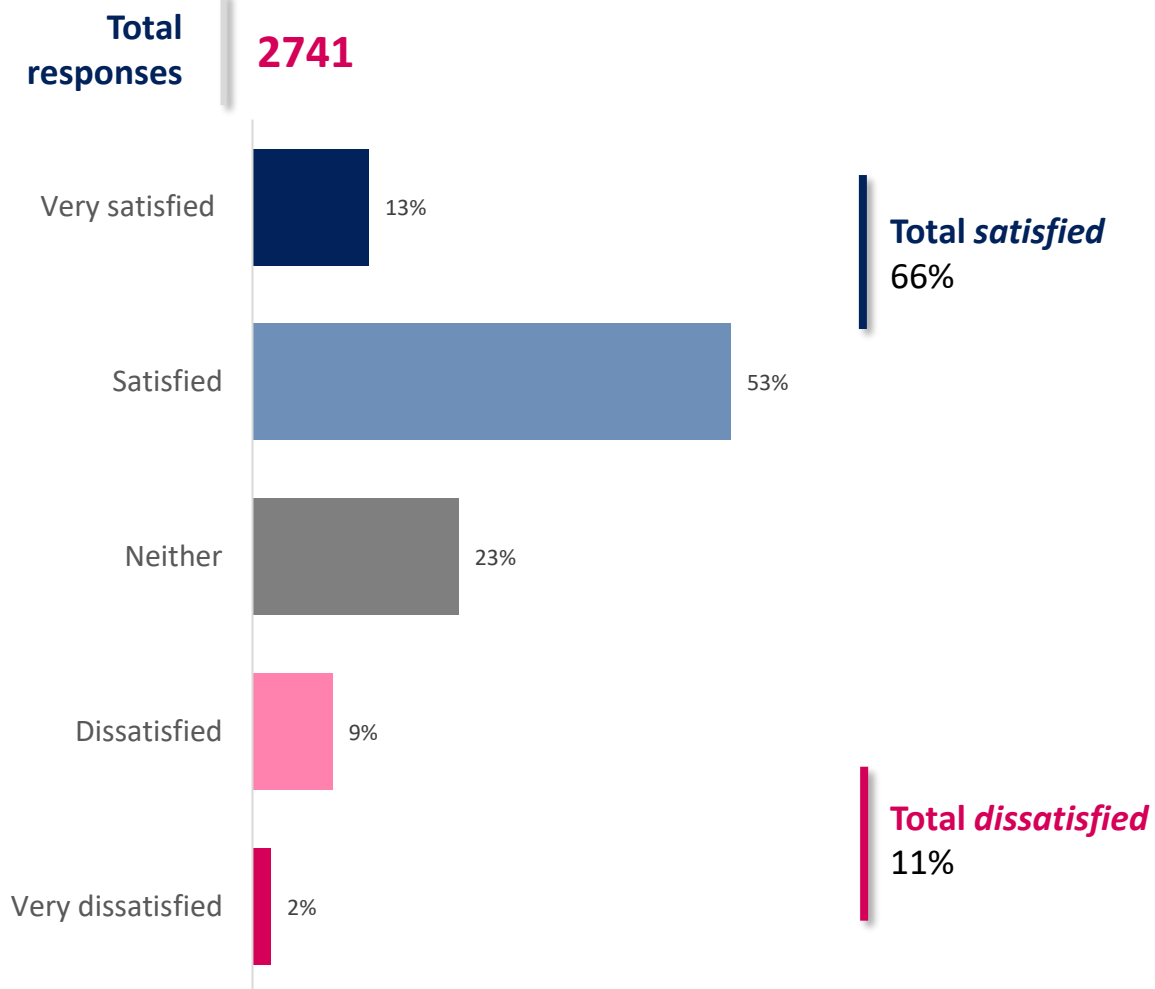
\*Less than 100 respondents; \*\*less than 50 respondents.



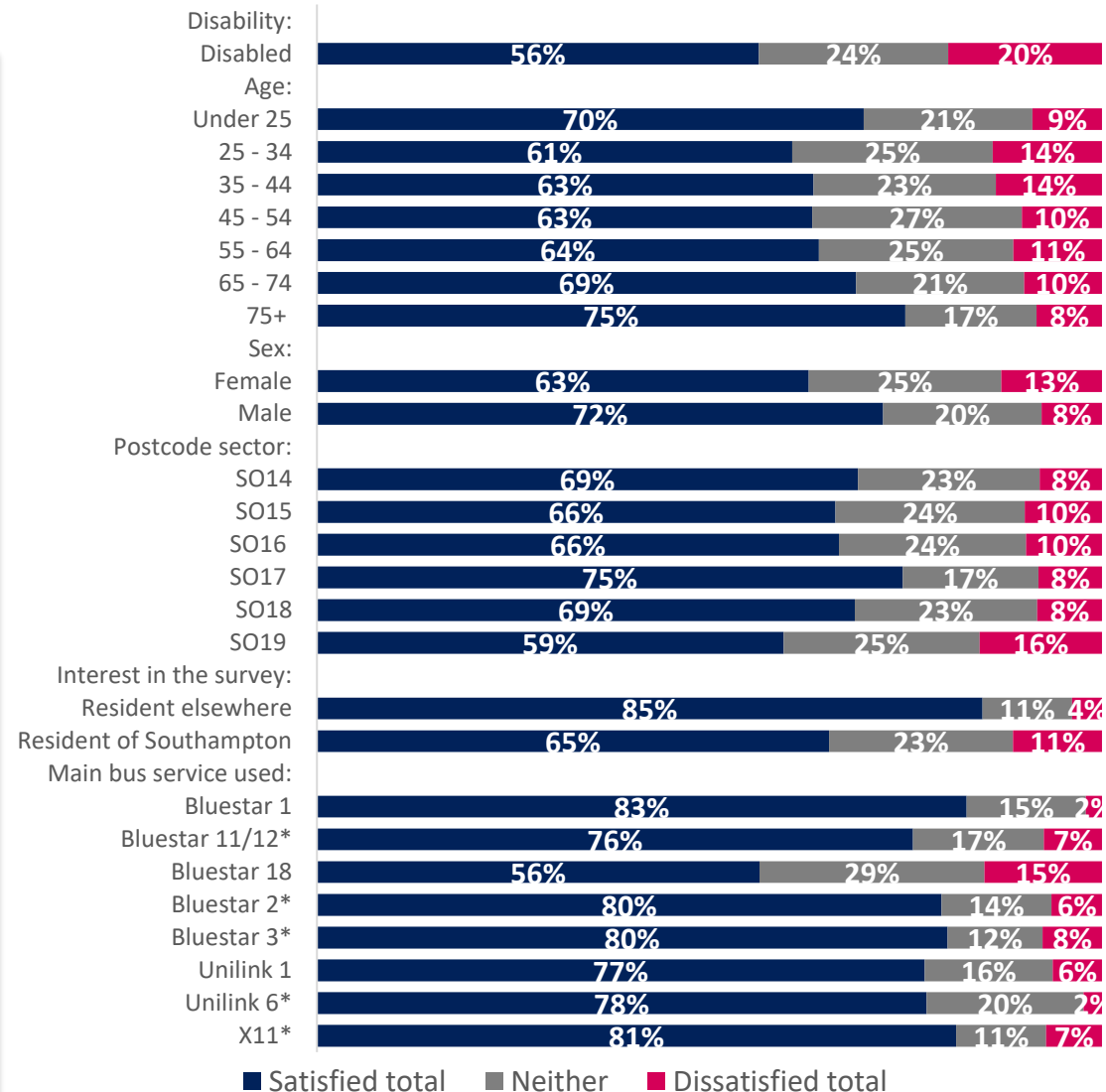


## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Safety

\*Only asked to respondents who told us that they use the bus.



### Notable breakdowns:

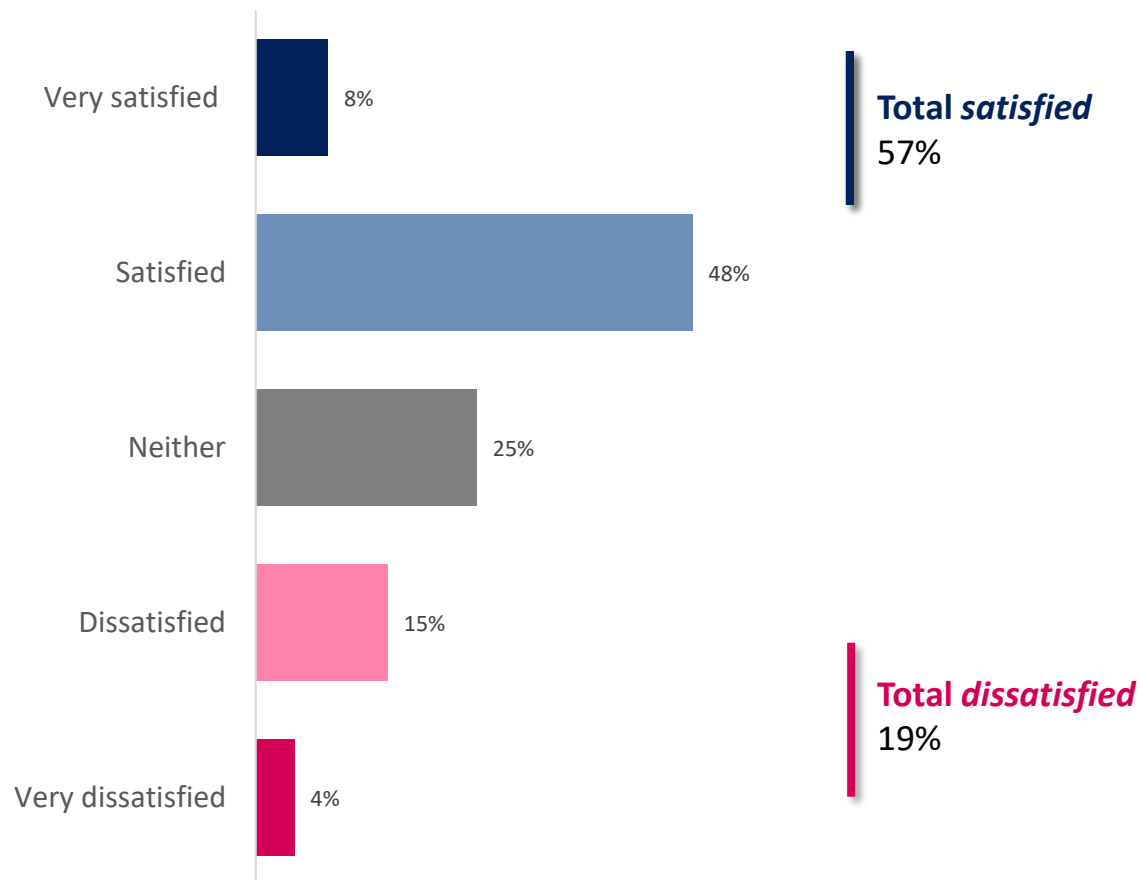


\*Less than 100 respondents; \*\*less than 50 respondents.

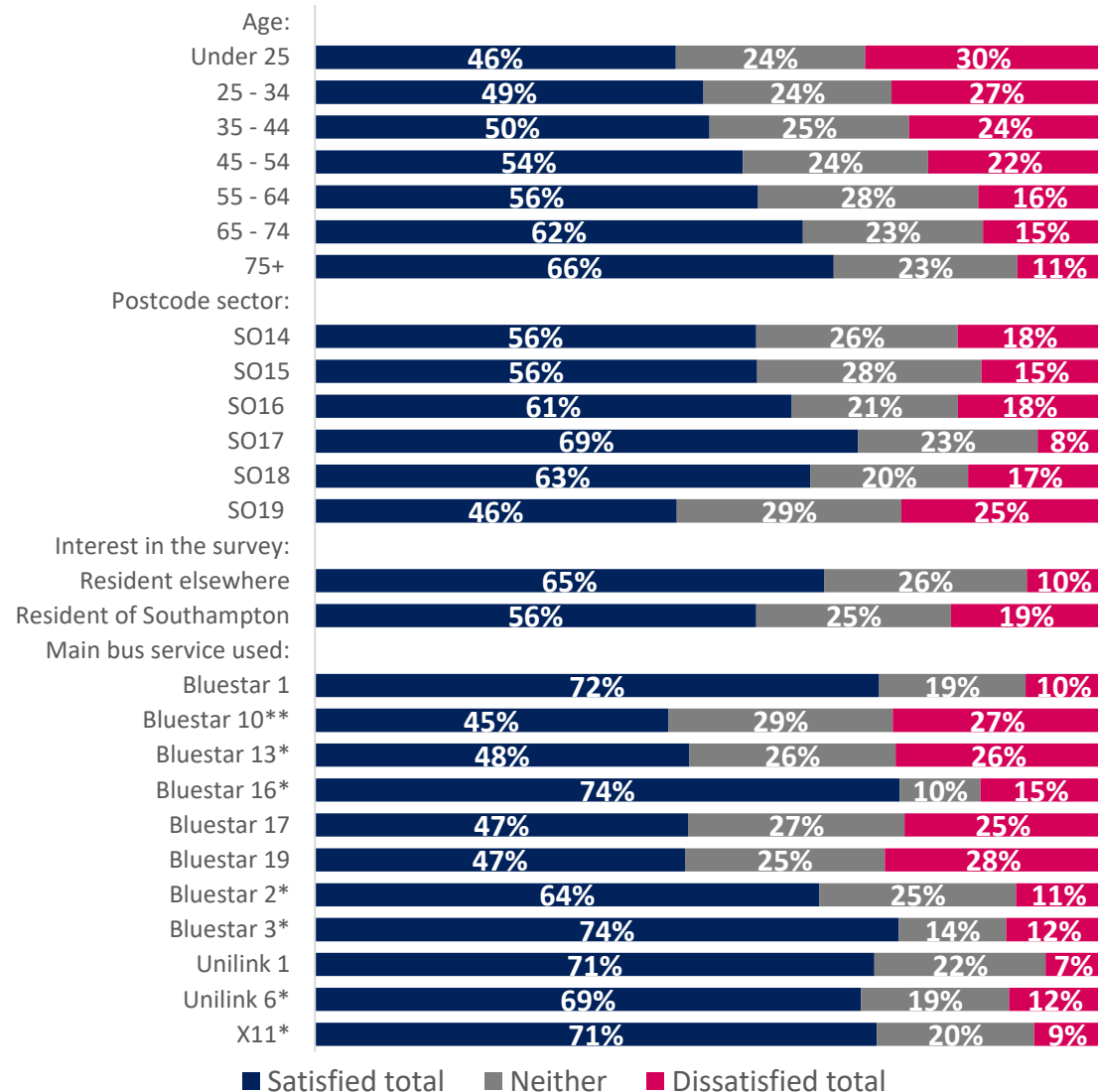


## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area? Cleanliness \*Only asked to respondents who told us that they use the bus.

Total responses **2730**



### Notable breakdowns:



\*Less than 100 respondents; \*\*less than 50 respondents.

## To what extent are you satisfied or dissatisfied with the following aspects of bus services in your local area?

\*Only asked to respondents who told us that they use the bus.

