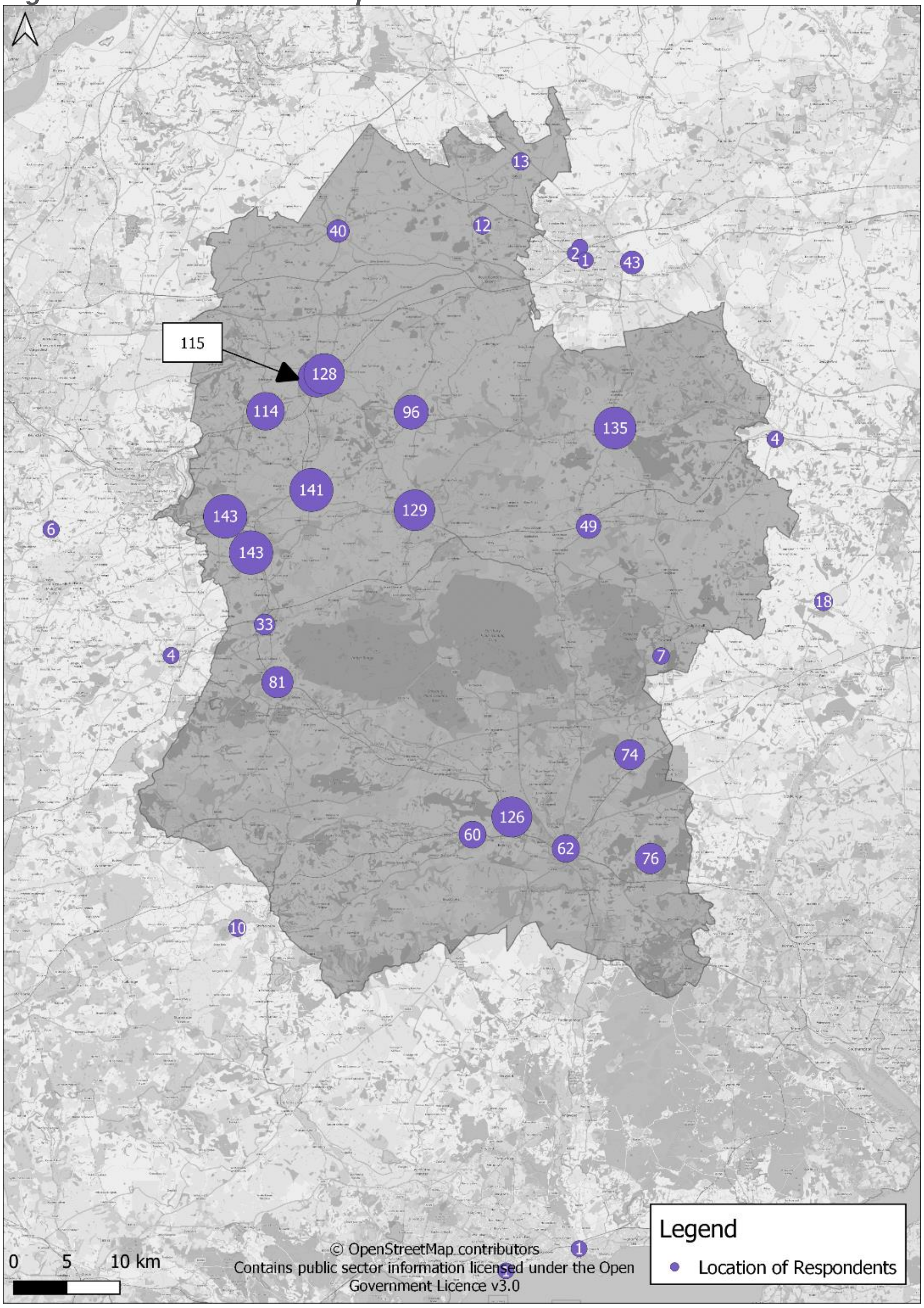
Wiltshire Council BSIP Survey Results

Figure 1 outlines the distribution of the personal respondents to the BSIP survey. There were 2,047 personal responses to the survey.

Figure 1 – Distribution of respondents

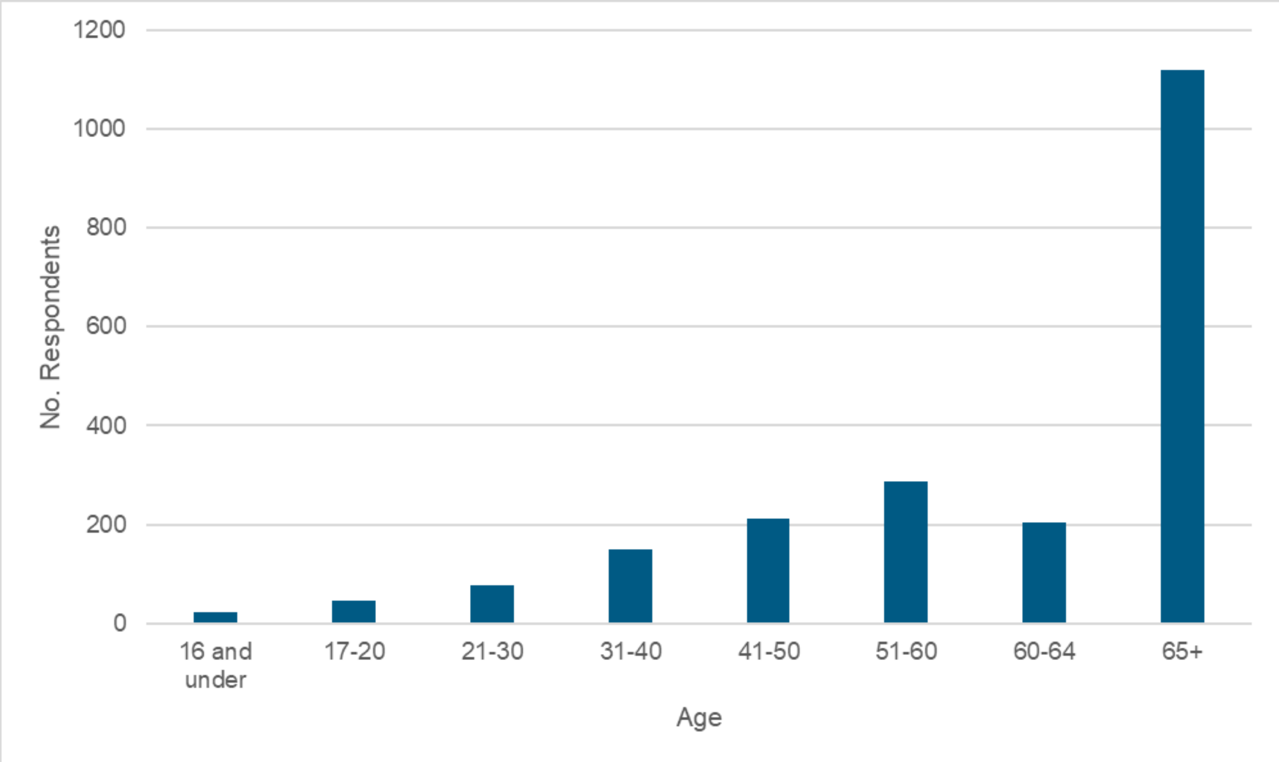


Q1 Responses

- Personal Response: 99% - 2047
- Business/Organisation: 1% - 23

Q3 Age Distribution

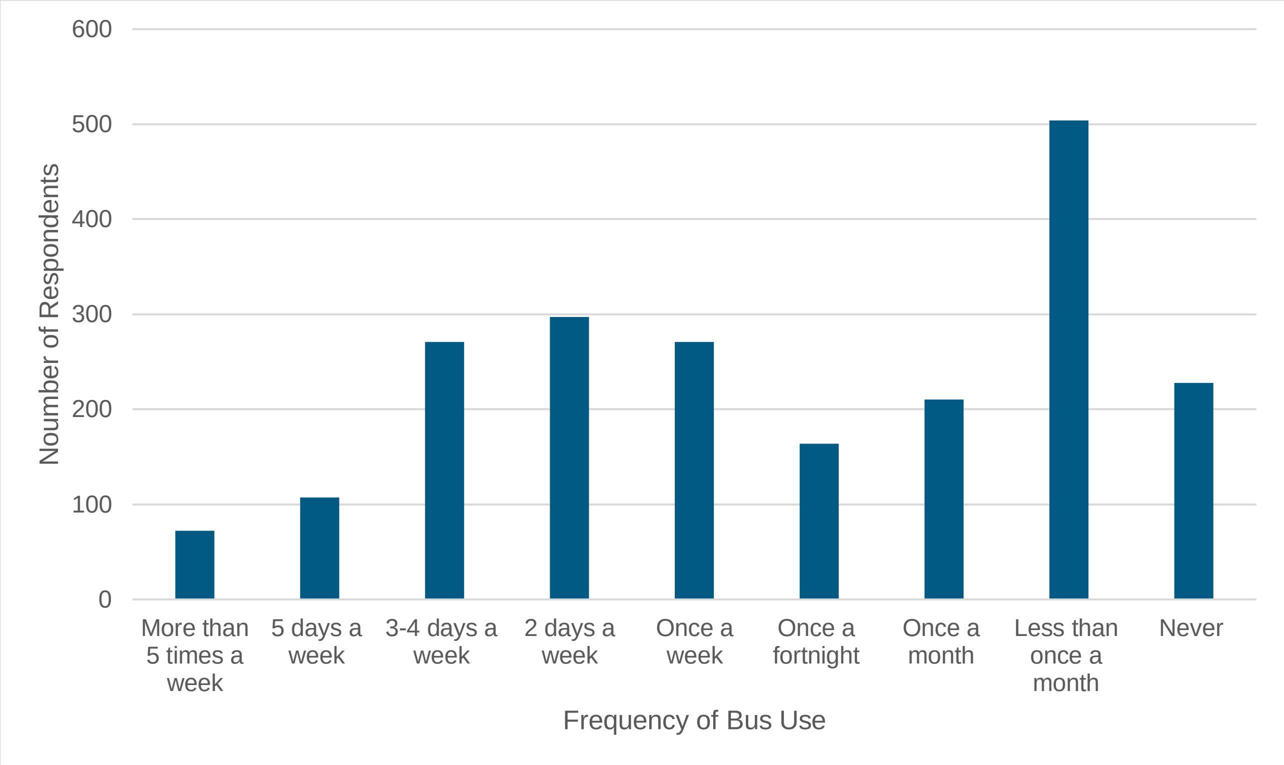
Of those who responded to the survey, 1,120 of those were above the age of 65, representing 53% of respondents.



Q4 Frequency of Bus Use

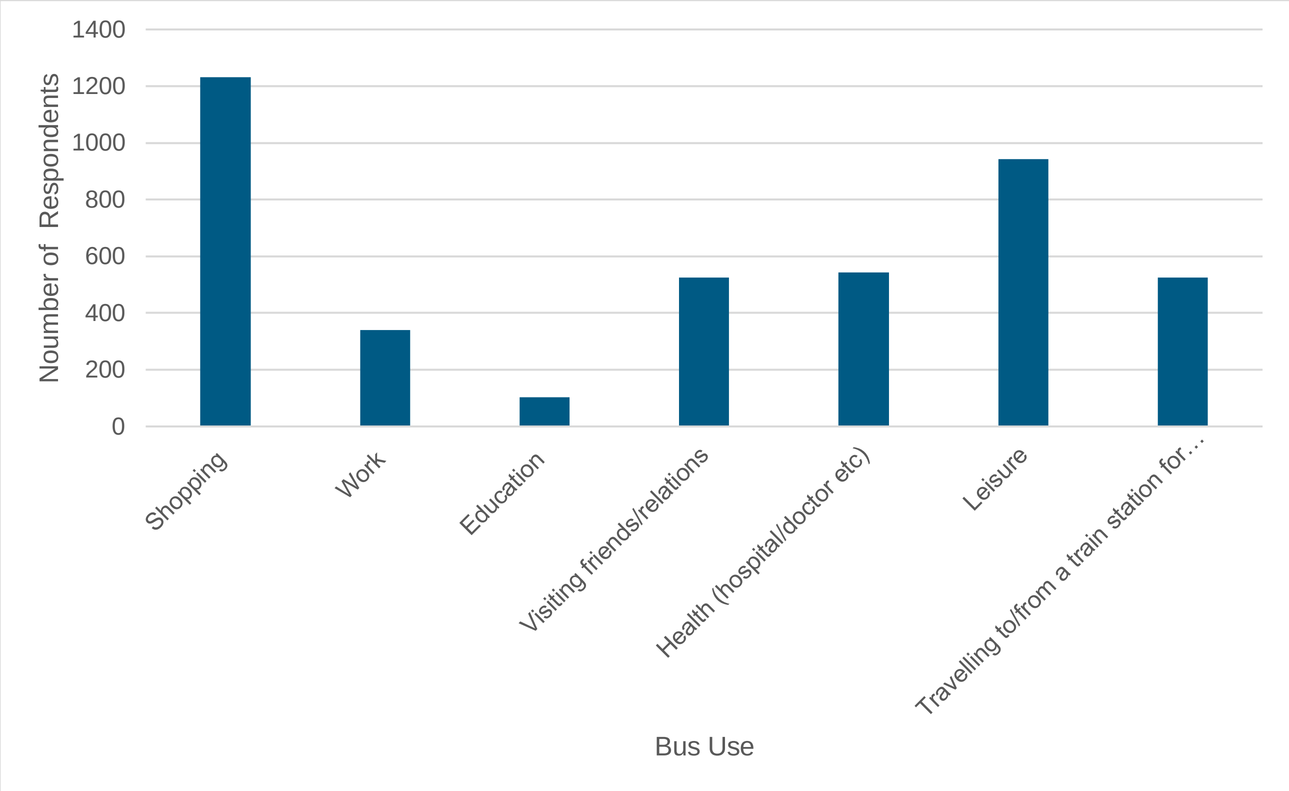
Of those who responded to the survey, 18% of these used the bus more than 3 times per week. With 14% suggesting they used the bus twice per week.

24% of respondents stated they used the bus around once per month or on an irregular basis.



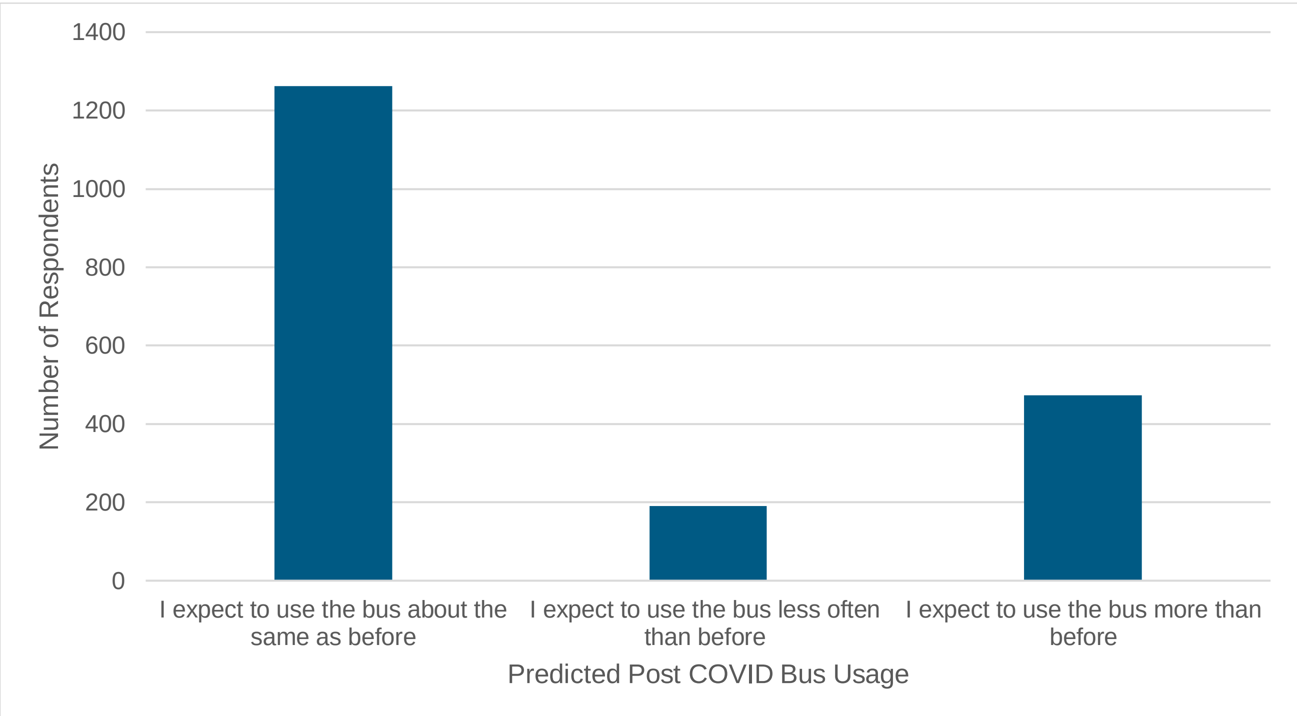
Q5 Purpose of Using the Bus

When considering purpose of bus journeys, 79% of respondents stated they utilised the bus for shopping purposes. This was followed by 61% stating they used it for leisure and 35% for health visits.



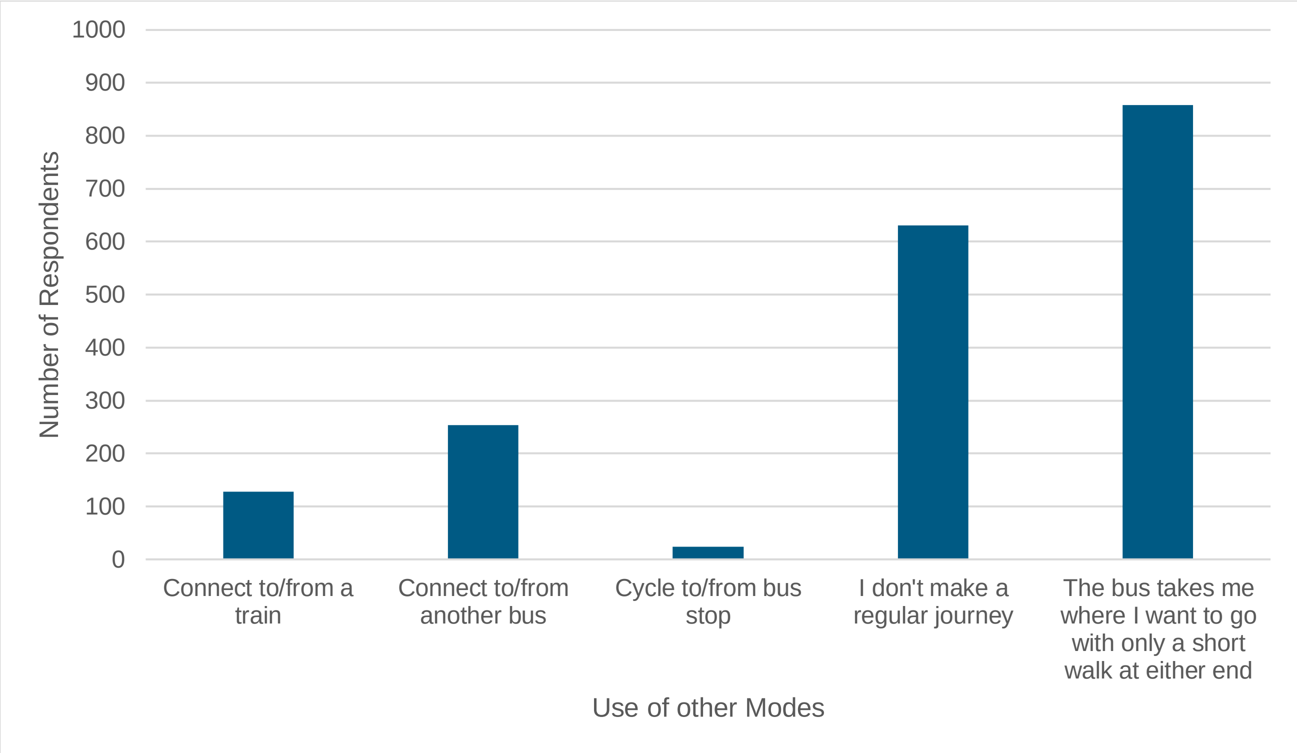
Q6 – Predicted Post COVID Bus Usage

In response to changing demand for bus services following on from the COVID-19 Pandemic, 66% of those surveyed suggested they intend to use the bus at a similar frequency to before the pandemic. Surprisingly, only 10% of those surveyed suggested they may use the bus less.



Q7 – Use of Other Modes to Connect with Bus Services

Of those surveyed, 45% of the individuals stated that the bus was the only mode of public transport used as part of their journey. This was followed closely by 33% of respondents stating they do not make regular bus journeys. Only 7% and 1% respectively used trains or cycling to connect to the bus network.



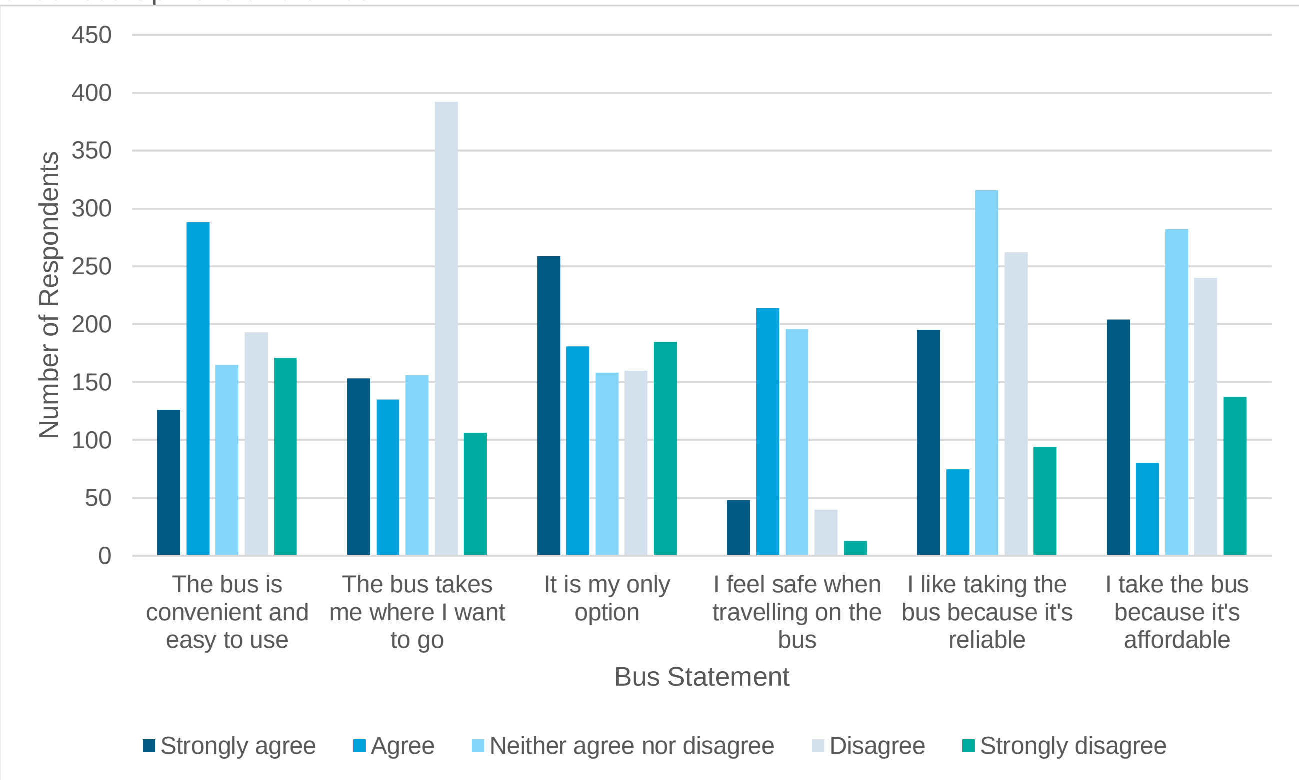
Q9 Bus Statements

Of those under the age of 65, the majority agree with the statements that the bus network is convenient and easy to use, and that the bus is their only mode of transport. The results also highlight that the majority feel safe when travelling on the bus.

Disagreement is more prevalent in terms of the reach of the network, with 392 respondents stating the bus does not take them where they would like to go. Furthering this, many of the working age respondents disagreed that the bus network was reliable with slightly greater proportions citing dissatisfaction with the affordability of bus services.

Overall, the highest level of 'strongly disagree' scores seen in the under 65s when considering the bus network performance is regarding the convenience of the bus. This is surprising as the overall consensus in this grouping is that the current network is convenient to use, thus suggesting there may be a stark geographical contrast across space. The second and third highest scores rated 'strongly disagree' in response to the performance of the bus network were relating to affordability and reliability.

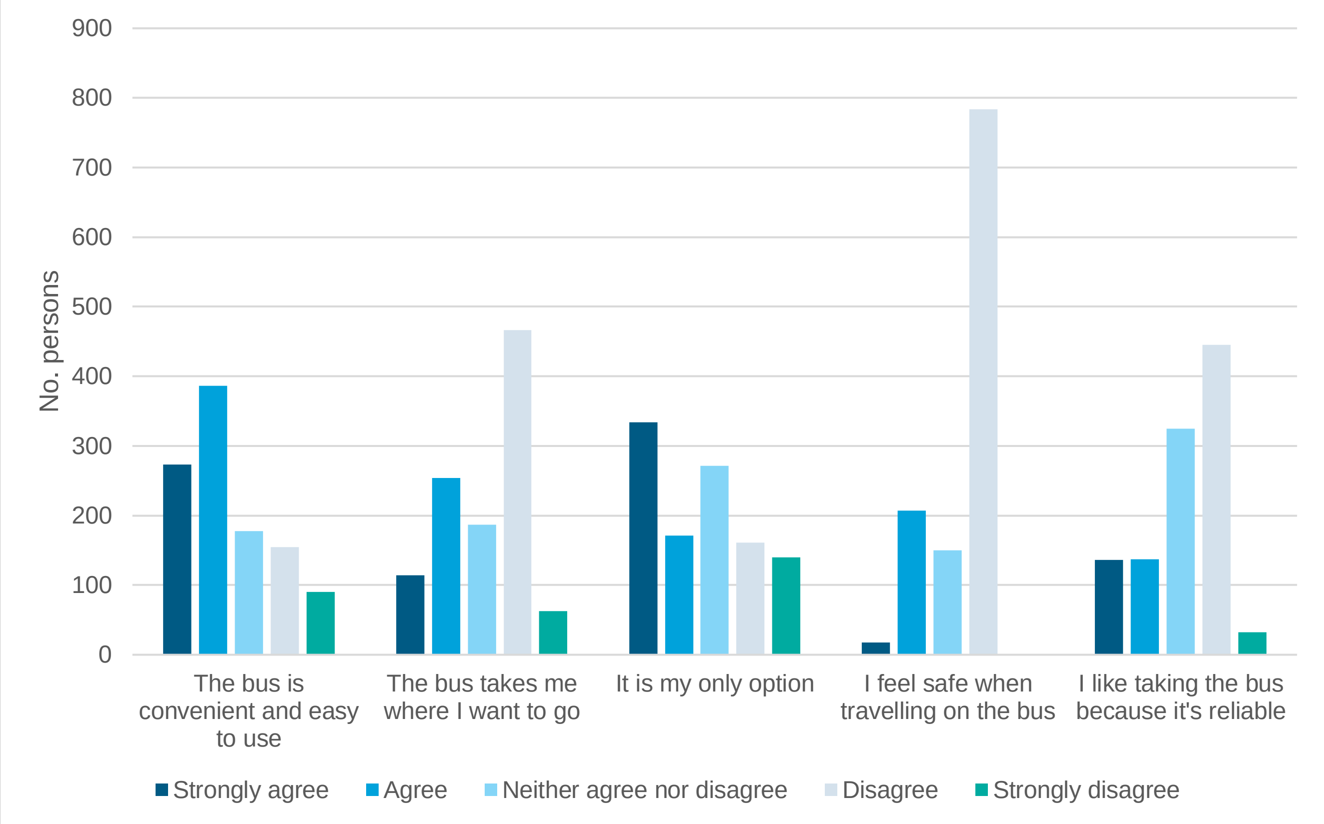
Under 65s Opinions on the Bus



The results of the opinions on the bus for the over 65s paints a more positive picture than for the working age population when considering the convenience and ease of using the bus, with lower proportions of this group disagreeing the bus is convenient or easy to use.

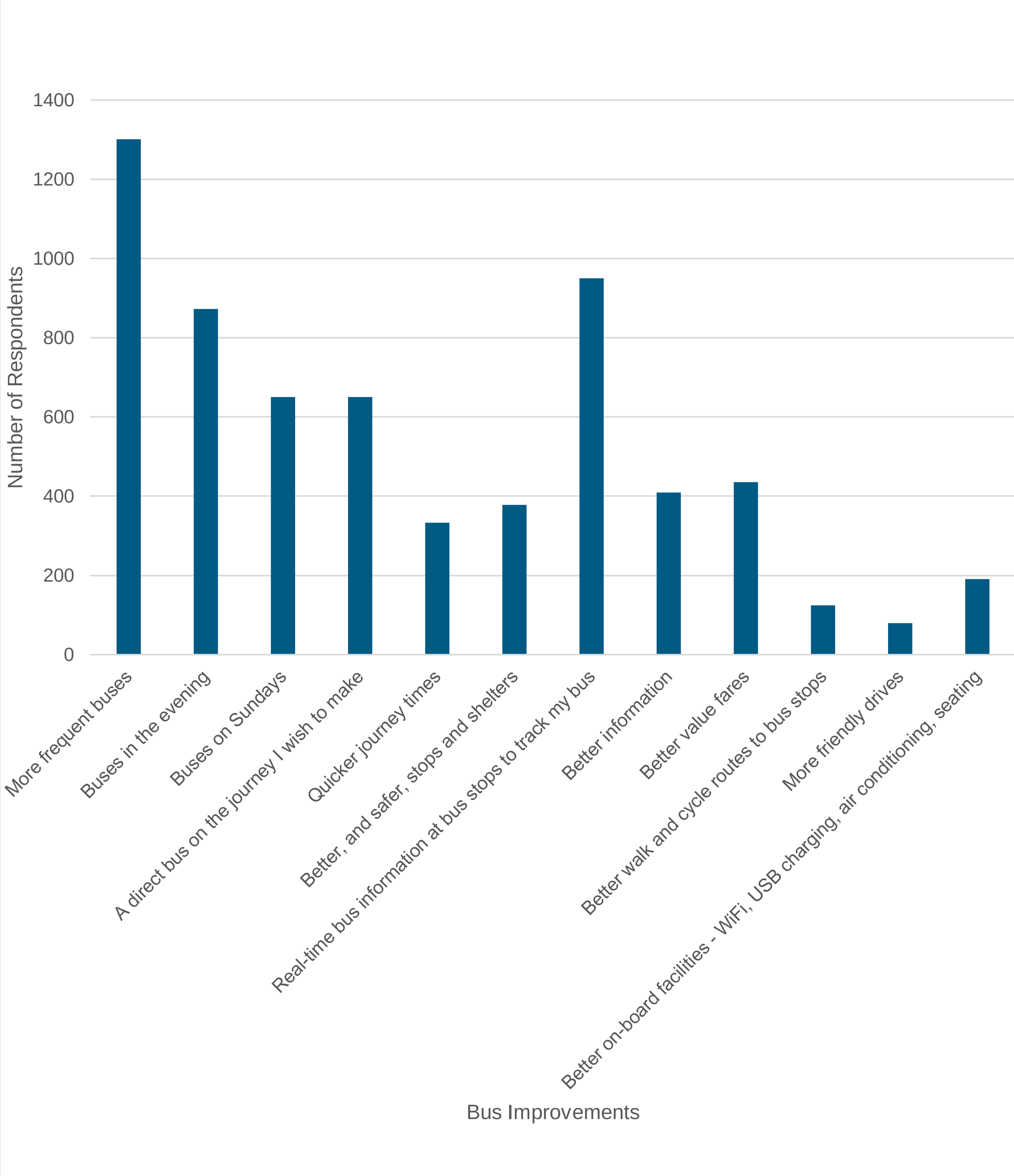
This said, the majority of older people surveyed believed that the bus network does not take them to where they wish to be, as well as highlighting concerns with both the safety and reliability of the bus service.

Over 65s Opinion on the Bus



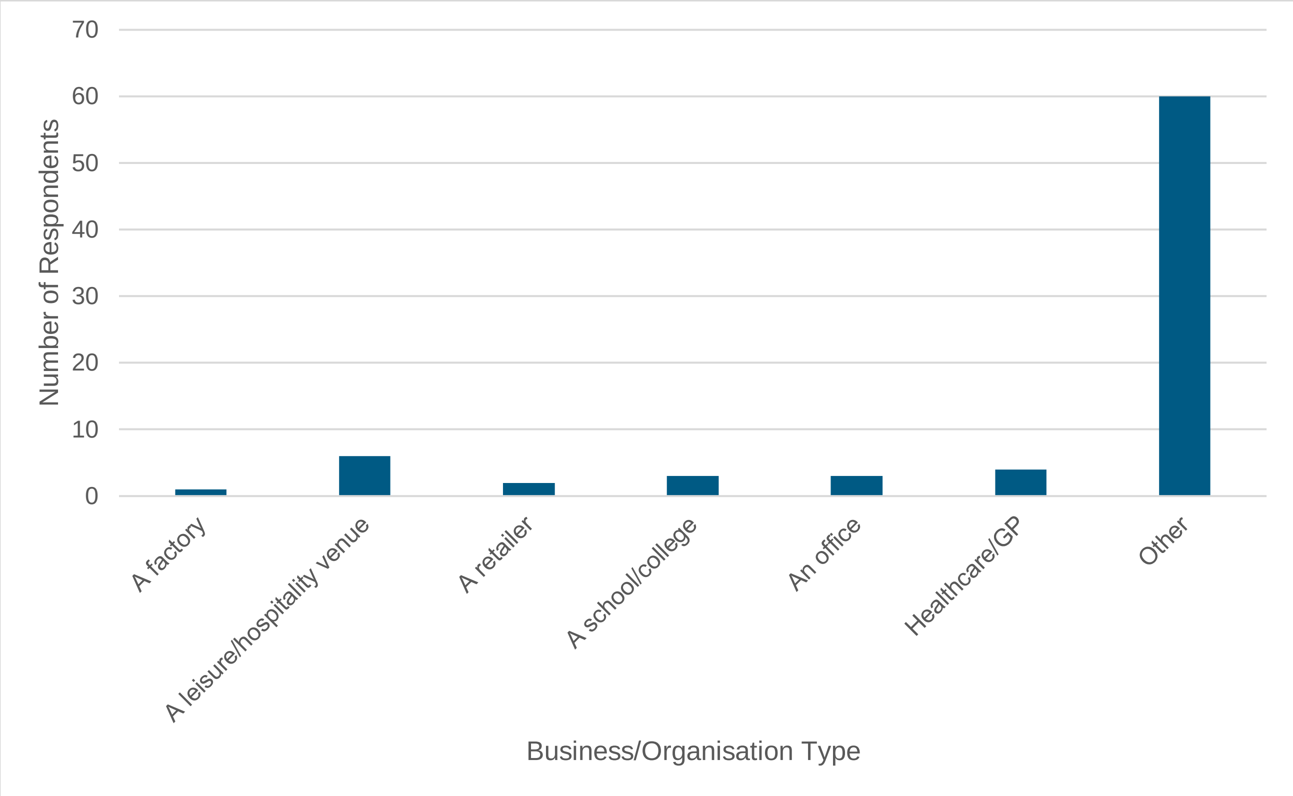
When considering factors which respondents believed would improve their experience of the bus service, 20% of respondents stated more frequent bus services would be desirable. This was followed by 15% of respondents stating that real time bus information at bus stops would benefit their experience.
Other measures with high scores included more evening services at 14% as well as improved direct and Sunday services, both raised by 10% of respondents.

Q10 – Improving the Bus Experience



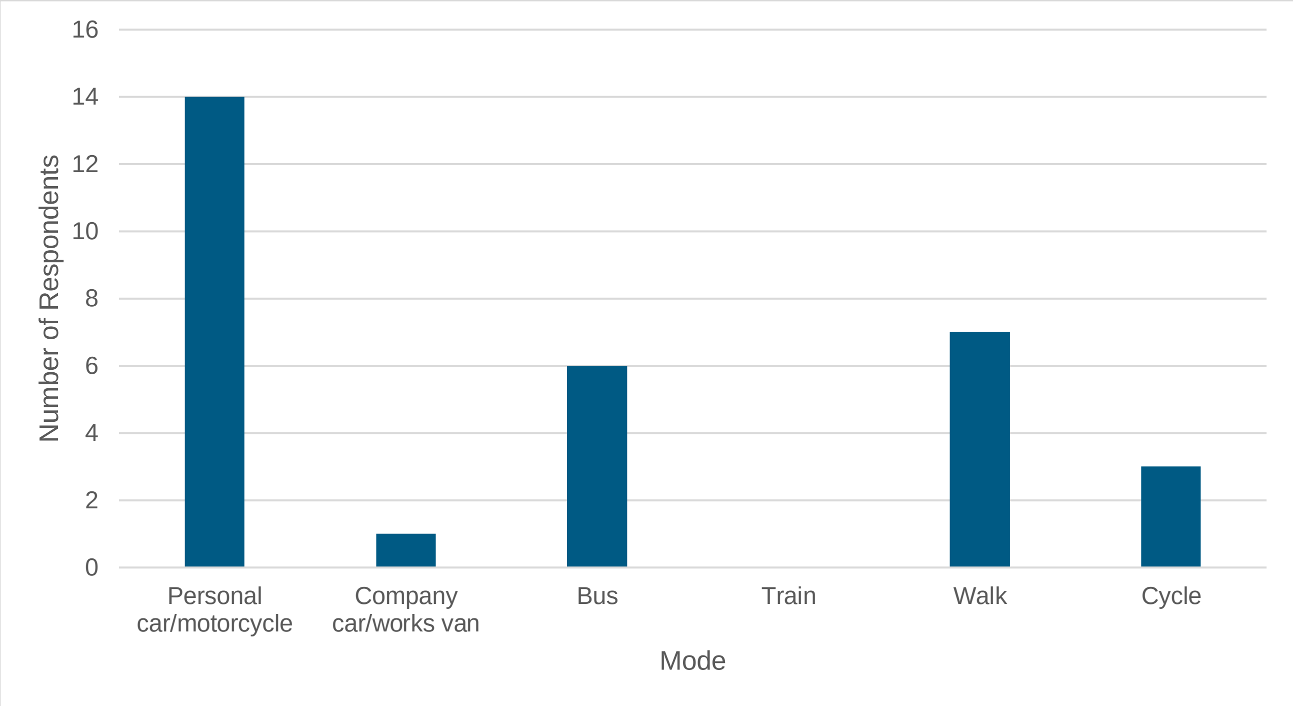
79 businesses responded to the survey, with 60 (76%) of these being classified as ‘other’. There were 4 (5%) responses from healthcare providers and 6 (8%) from leisure or hospitality venues.

Q13 – Business/Organisation Responses



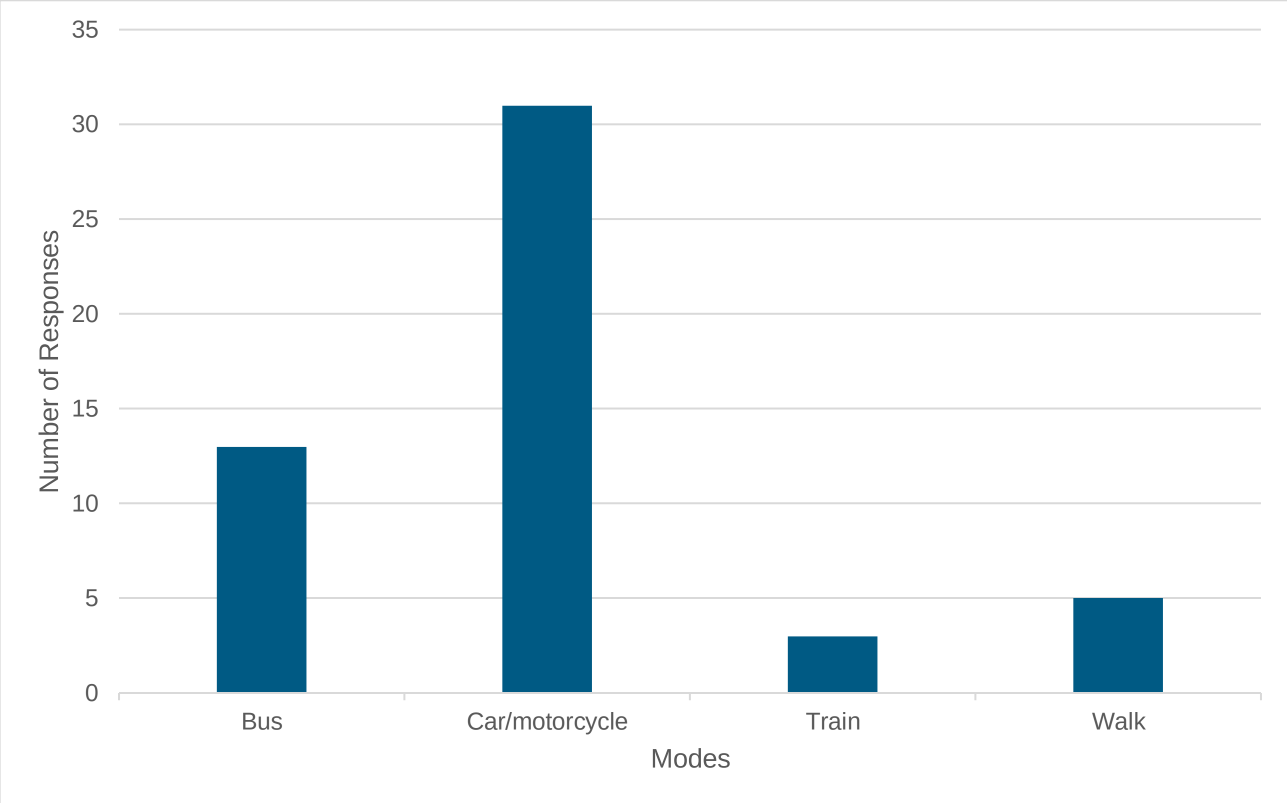
Of the businesses which responded to question 14, 61% stated that personal vehicles were the main mode of transport for their employees, followed by 30% of who stated employees walked and 26% who believed buses were their employees' main mode of transport to work.

Q14 Main Mode of Travel for employees



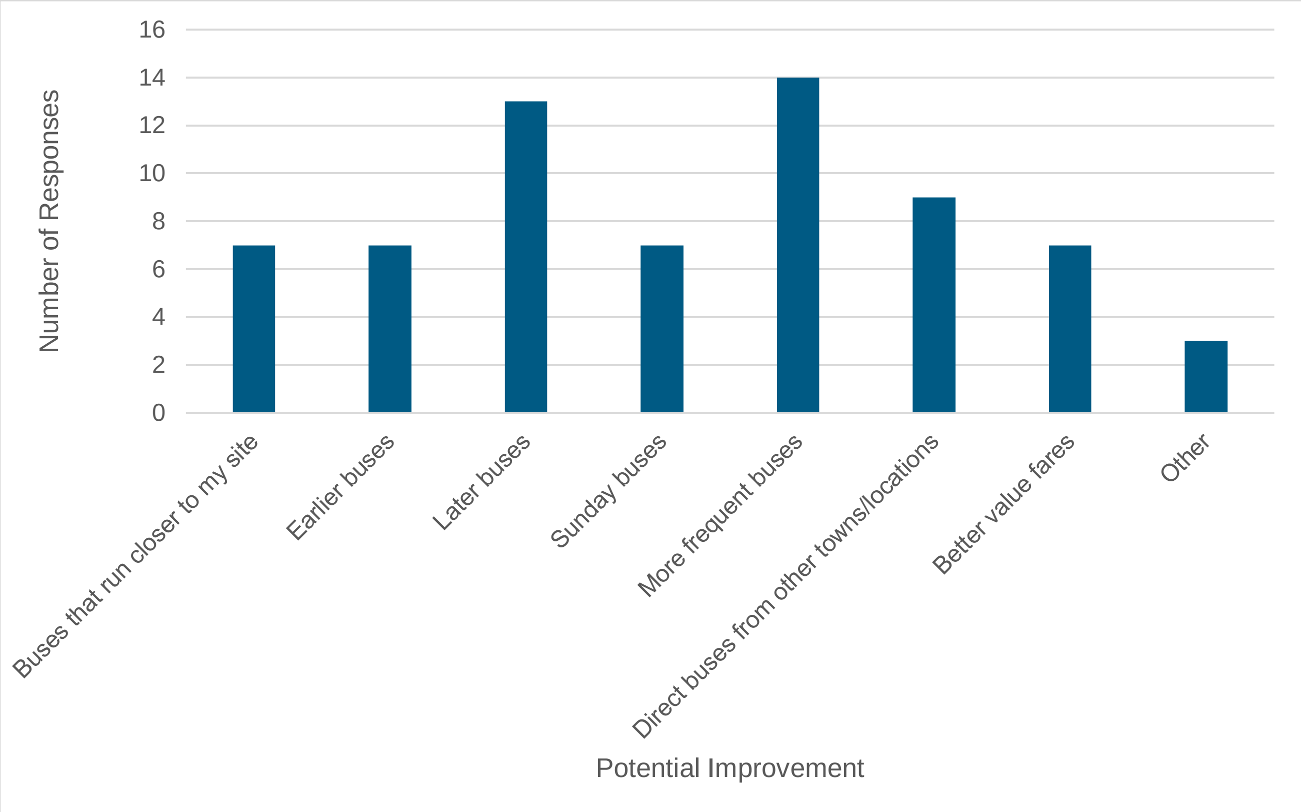
For those businesses who responded to question 15, 68% stated that their customers/service users used private vehicles as their main mode of transport to the establishment. This was followed by 21% of businesses who stated the bus was the primary mode of transport.

Q15 Main mode of travel for customers/service users



When considering mode shift to bus usage for employees, 74% of responses that more frequent buses would be beneficial, alongside 68% of responses which believed later buses would foster modal shift.

Q16 What would help modal shift towards the bus for your employees?



Regarding modal shift for customers/service users, the most popular responses were more frequent buses and direct services to other locations, which both scored 68% of responses. This was followed by buses on Sundays at 42% and later services at 37% of respondents.

Q17 What would help modal shift towards the bus for your customers/service users?