

BUS SURVEY – final results 31.7.2015 - 236 respondents

Q1 How frequently do you travel by bus?

- 17% five times or more per week
- 17% at least three times per week
- 17% one to two times per week
- 30% once or twice per month

Q2 Place of Residence in Wiltshire County

- 51% live in West Wiltshire
- 22% live in North Wiltshire
- 21% live in Mid Wiltshire
- 4 % live in South Wiltshire
- 2% live in Swindon

Q3 Top starting towns:

- Melksham
- Devizes
- Chippenham
- Trowbridge
- Corsham (inc. Box)
- Bradford on Avon
- Salisbury
- Swindon

Top destination towns:

- Bath
- Trowbridge
- Chippenham
- Devizes
- Swindon
- Melksham
- Salisbury

Q4 Main purpose of journey by bus

- 19% travel to work
- 28% shopping
- 24% leisure
- 7% place of education
- 15% personal business e.g. Post Office, doctor, council services

Q5 Do you use rail for commuting or access to leisure and services?

- 34% No – too far to a convenient station
- 22% Yes – there is no convenient bus service, I drive to the station

17% Yes and there is a bus service I can use
13% Yes and I am close enough to walk or cycle
8% No there is a station but too expensive
5% There is a station but I prefer to drive

Q6 Which comment best describes your local bus services?

52% A reasonable to good service and a frequency to suit my needs
24% A poor timetable spasmodic service
7% Little or no bus service to suit my needs, I do not have a car
17% I do not use the bus because driving is more convenient

Q7 About bus tickets

52% buy a single or return ticket
38% have a senior bus pass
6% have a season ticket

21% would find a combined bus-rail ticket useful
15% would find a travel smartcard useful
18% would like to get a ticket via their smartphone

Q8 About buses as value for money

23% reasonable value for money
37% free - have a senior bus pass
34% quite or very expensive
6% cheap or very cheap

Q9 Age and gender profile of survey respondents

41% Male / 59% Female

8% 18 and under
8% 19-25
10% 26-35
20% 36-50
17% 51-60
37% over 60

Q10 Bus travelling profile

37% travel on own because do not have use of a car
28% use the bus because it is better for the environment
7% travel by bus because it is lowest cost
14% retired and do not want to drive or do not have a car
8% traveling by bus with children because do not have use of car
5% normally use a Park & Ride bus
1% use the bus, could use the train but it is too expensive

