



Greater Wellington Regional Council





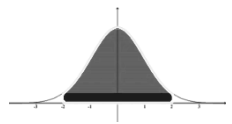



Public Transport

Passenger Satisfaction Survey

Rail and Wellington City Bus Services - Interim Survey, November 2019

Prepared By Gravitas Research and Strategy Limited

# Survey Method

<h3>Survey Method</h3>  <p>On-board survey. Questionnaires handed out to every (bus)/every third (train) eligible passenger on pre-selected Wellington city bus and train services. Services selected using systematic random sampling from trip lists provided by GWRC.</p>	<h3>Fieldwork Dates</h3>  <p>Nov 2019: 31<sup>st</sup> Oct – 24<sup>th</sup> Nov 2018                  May 2019: 1<sup>st</sup> May to 5<sup>th</sup> June 2019                  Nov 2018: 30<sup>th</sup> Oct – 25<sup>th</sup> Nov 2018                  May 2018: 1<sup>st</sup> May to 1<sup>st</sup> June 2018                  May 2017: 2<sup>nd</sup> to 28<sup>th</sup> May 2017                  May 2016: 3<sup>rd</sup> to 29<sup>th</sup> May 2016                  May 2015: 21<sup>st</sup> April to 10<sup>th</sup> May 2015                  May 2014: 5<sup>th</sup> to 25<sup>th</sup> May 2014</p>	<h3>Sample Size*</h3>  <p>Nov 2019: N=3,190                  May 2019: N=3,841 (bus + train only)                  Nov 2018: N=3,109                  May 2018: N=3,759 (bus + train only)</p>	<h3>Response Rate**</h3>  <p>Nov 2019 Total: 57%                  (Train: 62%; Bus: 51%)                  May 2019: 61%                  Nov 2018: 65%                  May 2018: 67%                  May 2017: 61%                  May 2016: 59%                  May 2015: 63%                  May 2014: 58%</p>
<h3>Maximum Margin of Error***</h3>  <p>± 1.7%</p> <p>*** Maximum margin of error at the 95% confidence interval</p>	<h3>Testing for True Differences</h3>  <p>All results cross-tabulated by mode, travel time, operator, day of trip, direction of trip, payment method, gender and age of passenger, reason for trip and whether a private vehicle was available. Statistically-significant differences identified in this analysis have been highlighted.</p>	<h3>Time Series Comparisons</h3>  <p>The November 2019 survey questionnaire was almost identical to that used in previous rounds. <b>However, Wellington regional bus services were not included in the November 2019 round.</b> Results for November 2018 and May 2019 presented in this report have been re-calculated to include train and Wellington city buses only.</p>	<h3>Data Weighting</h3>  <p>‘Total’ results have been weighted by mode to be representative of the actual patronage of public transport trips during November 2019 (64.0%% bus, 36.0%% train). Results by mode are unweighted.</p> <p><i>(This weighting method is consistent with that used since 2016)</i></p>

# Report Outline

Note: In 'Slide Show' mode, click on section header below to go to start of each section.

Executive Summary



Passenger Perceptions of Service On Trip Today



Passenger Perceptions of Stop/Station/Wharf



Passenger Perceptions of Wellington Region's Public Transport System



Passenger Perspectives on Public Transport Information



Moving Forward



Views on On-Bus Advertising



Appendix



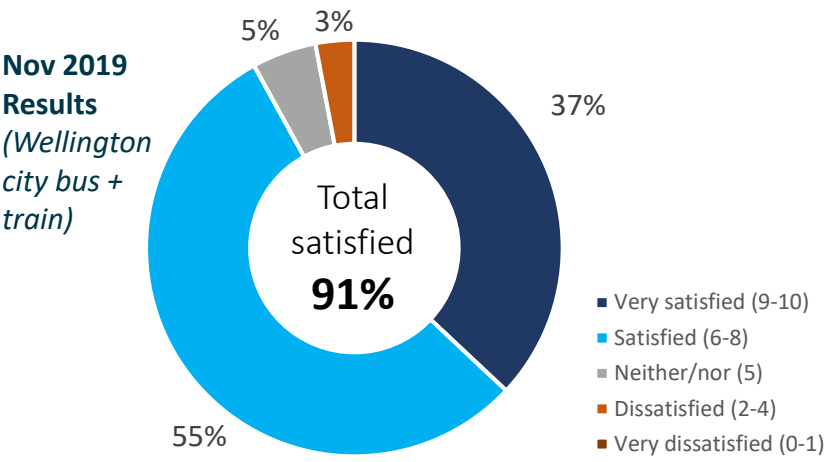


# Executive Summary



# Satisfaction with Trip Overall

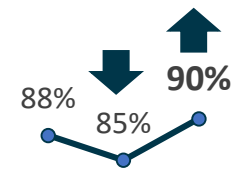
Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with this trip overall?



Base: n=2,927 (All passengers who answered this question)

## Satisfaction by Mode

Wellington City

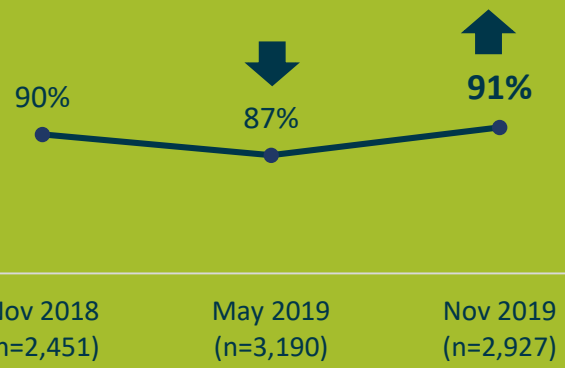


## Satisfaction by Operator (%)

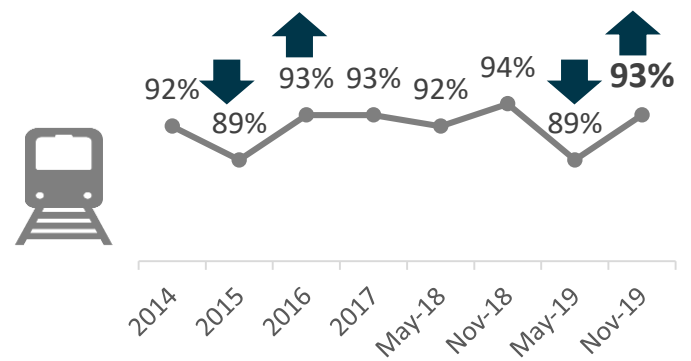
Mana Metlink	<b>95%</b>
Transdev	<b>93%</b>
Tranzurban Metlink	<b>91%</b>
NZ Bus Metlink	<b>89%</b>

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.



**Passengers most satisfied**

- ✓ SuperGold card users (97%)
- ✓ Those travelling less often than weekly (96%)
- ✓ Those with a private vehicle available (93%)

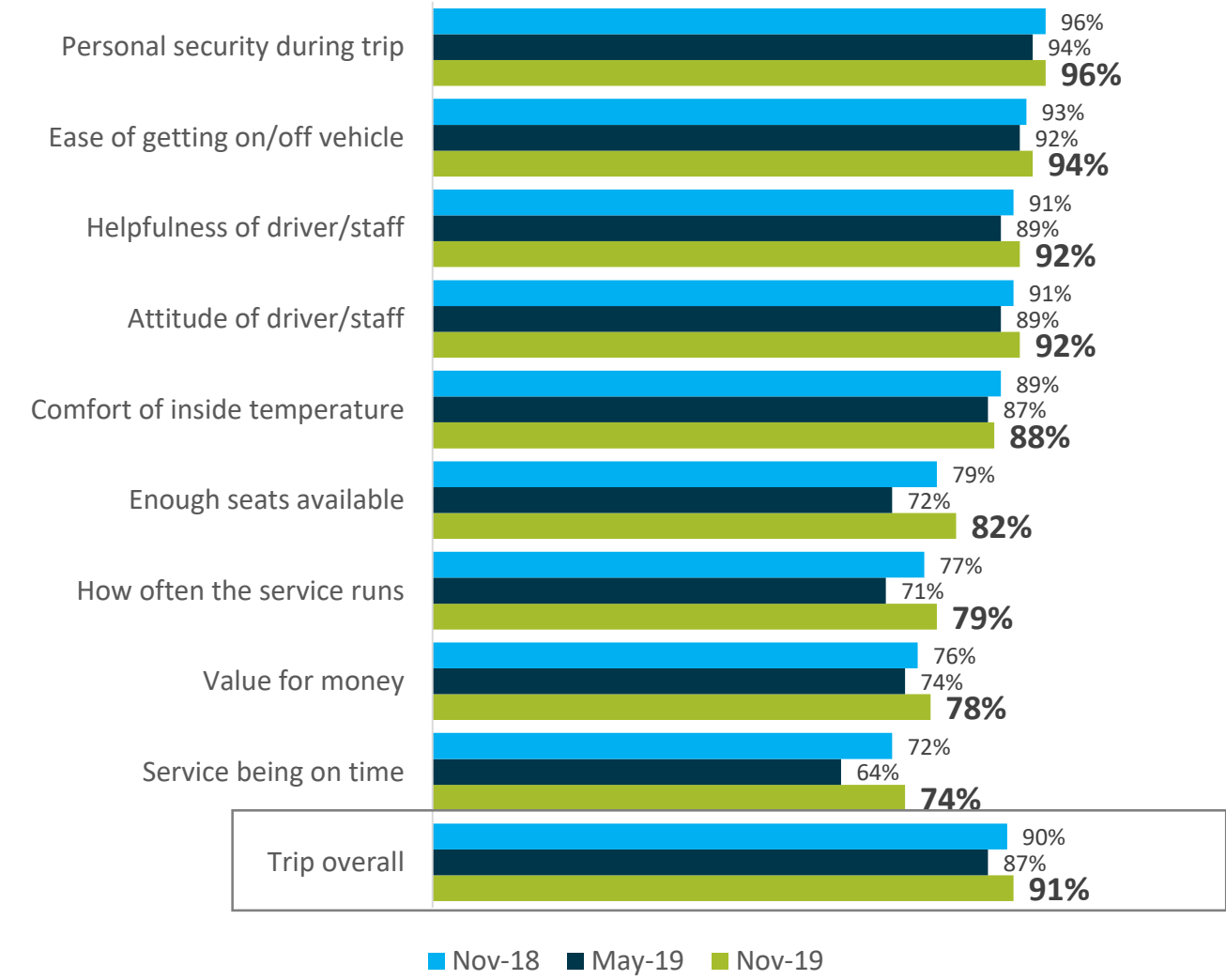


**Passengers most dissatisfied**

- ✗ NZ Bus Metlink passengers (5%)
- ✗ Those with a private vehicle available (5%)
- ✗ Peak passengers (4%)
- ✗ Passengers travelling for work (4%)

# Perceptions of the Trip Today

Share of Passengers Satisfied/Very Satisfied (%)



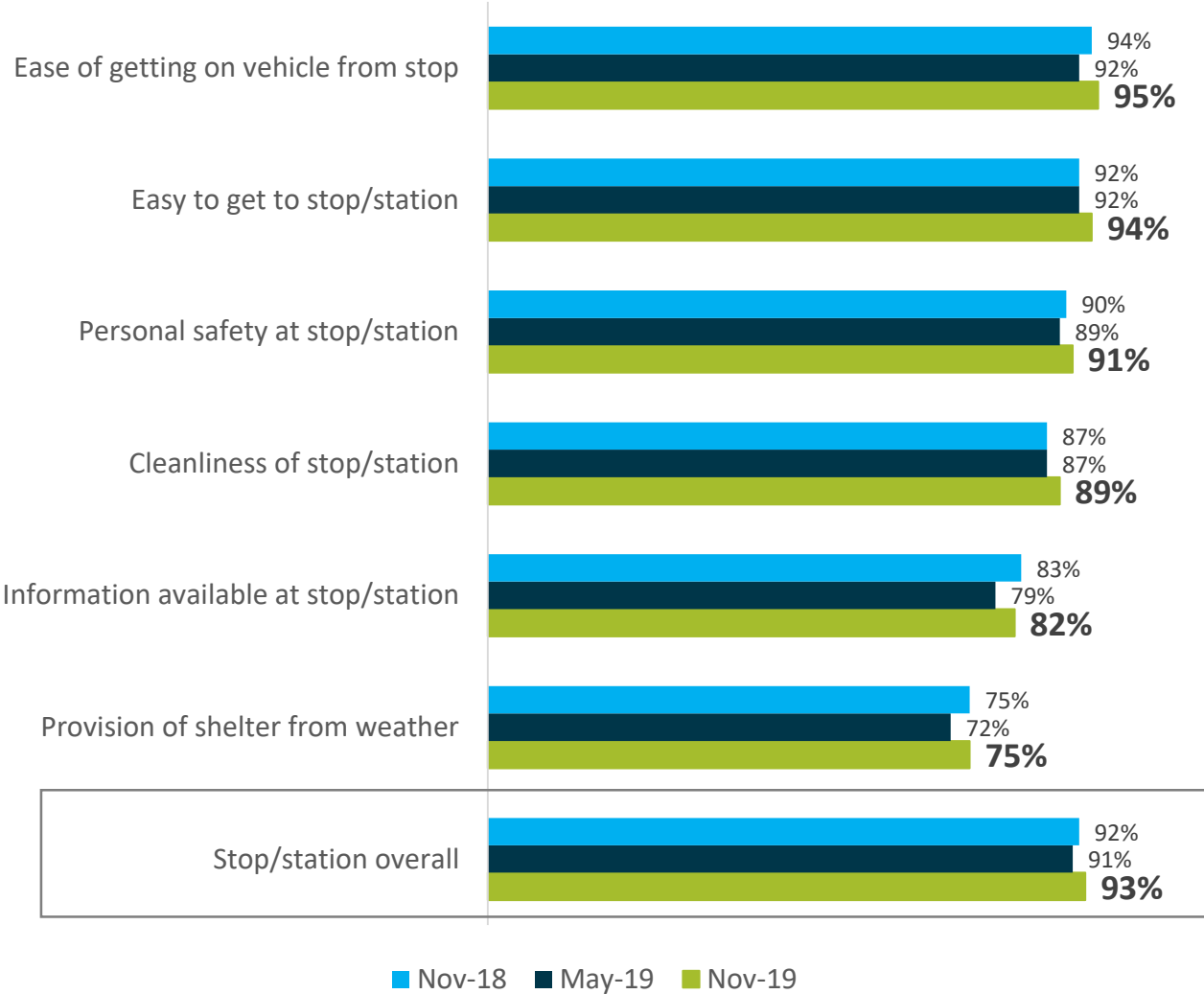
Most Wellington public transport users continue to be satisfied with their current trip (91%, a significant improvement from 87% in May '19, and stable from the same time last year – 90%). Only 3% express dissatisfaction. Of the two modes considered in this survey, train passengers' perceptions of the trip overall are most positive (93%, compared with 90% for Wellington city buses). However, ratings for both train and Wellington city buses have improved significantly over the last six months.

Over the last six months, satisfaction ratings have improved for all ten trip attributes. Improvements are most significant for service reliability (the service being on time – up from 64% in May '19 to 74% in November '19), capacity (having enough seats available – up from 72% in May '19 to 82% in November '19) and frequency (how often the service runs – up from 71% in May '19 to 79% in November '19).

Of the ten trip attributes, performance remains most positive for personal security during the trip (96%; 97% for train, 96% among Wellington city bus passengers).

# Perceptions of the Stop/Station

Share of Passengers Satisfied/Very Satisfied (%)



Almost all train and Wellington city bus users (93%) continue to be satisfied with the stop/station where they started their trip, this share having improved significantly over the last six months (up from 91% in May 2019). Of the two modes considered this round, train passengers continue to be more satisfied with the station (96%) than Wellington city bus passengers are with their stop (89%). However, ratings for both modes have improved over the last six months.

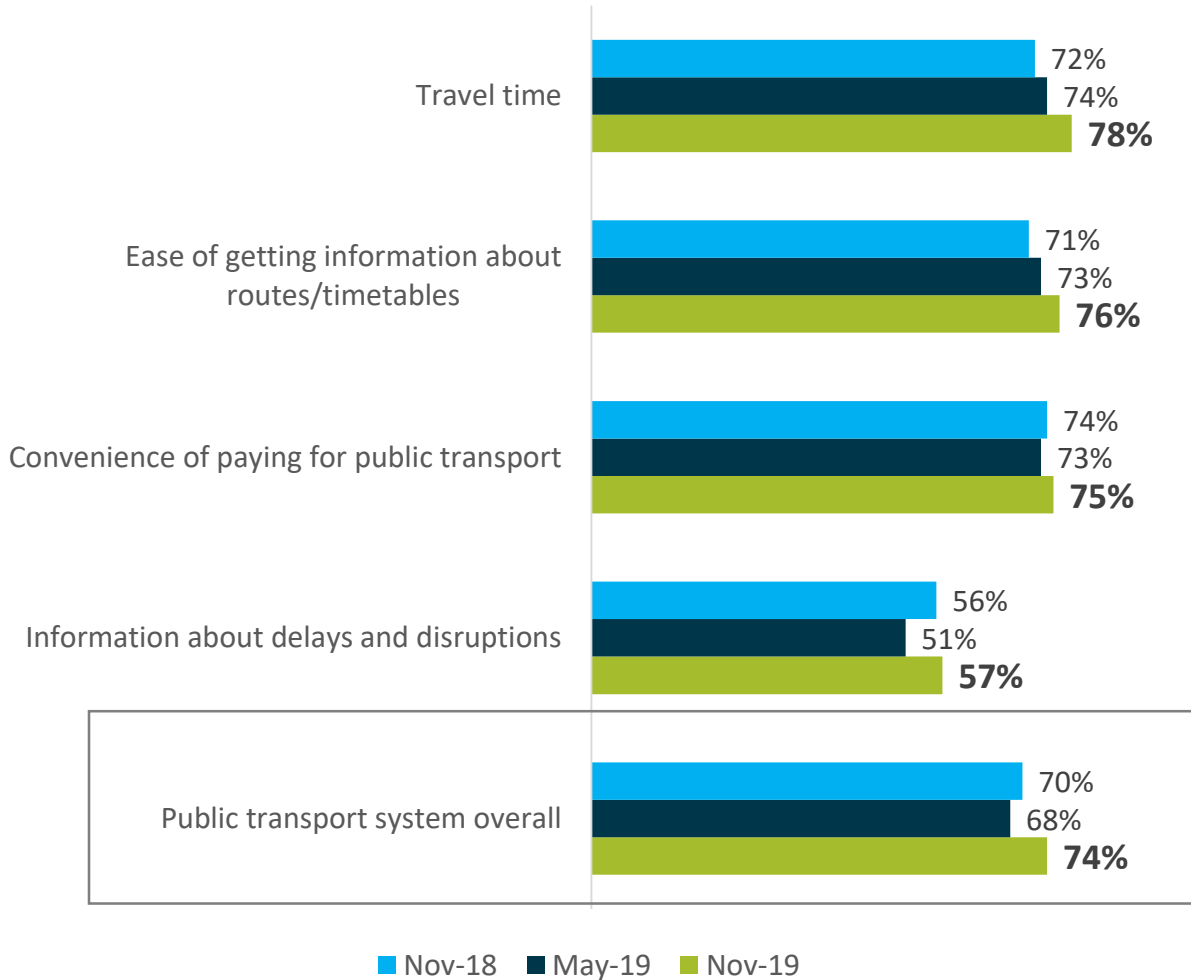
Provision of shelter from the weather continues to be under-perform relative to other aspects of the stop/station (75% satisfied). However, ratings have improved significantly since the May 2019 round (up from 72%). Passenger suggestions to further improve the provision of shelter include:

- More/improved shelter from weather (wind, rain, sun)
- Improved maintenance of stops e.g. fix leaks
- Provide 'waiting lounge' with facilities e.g. ATM, coffee, lockers
- More shelters

Perceptions of the information available at the stop/station has also improved since May 2019, significant increases evident among both Wellington city bus and train users. Suggestions to further improve the provision of information at stops/stations relate primarily to real time information boards, in particular ensuring they are operational, accurate and easy to read.

# Perceptions of Wellington’s PT System

Share of Passengers Satisfied/Very Satisfied (%)



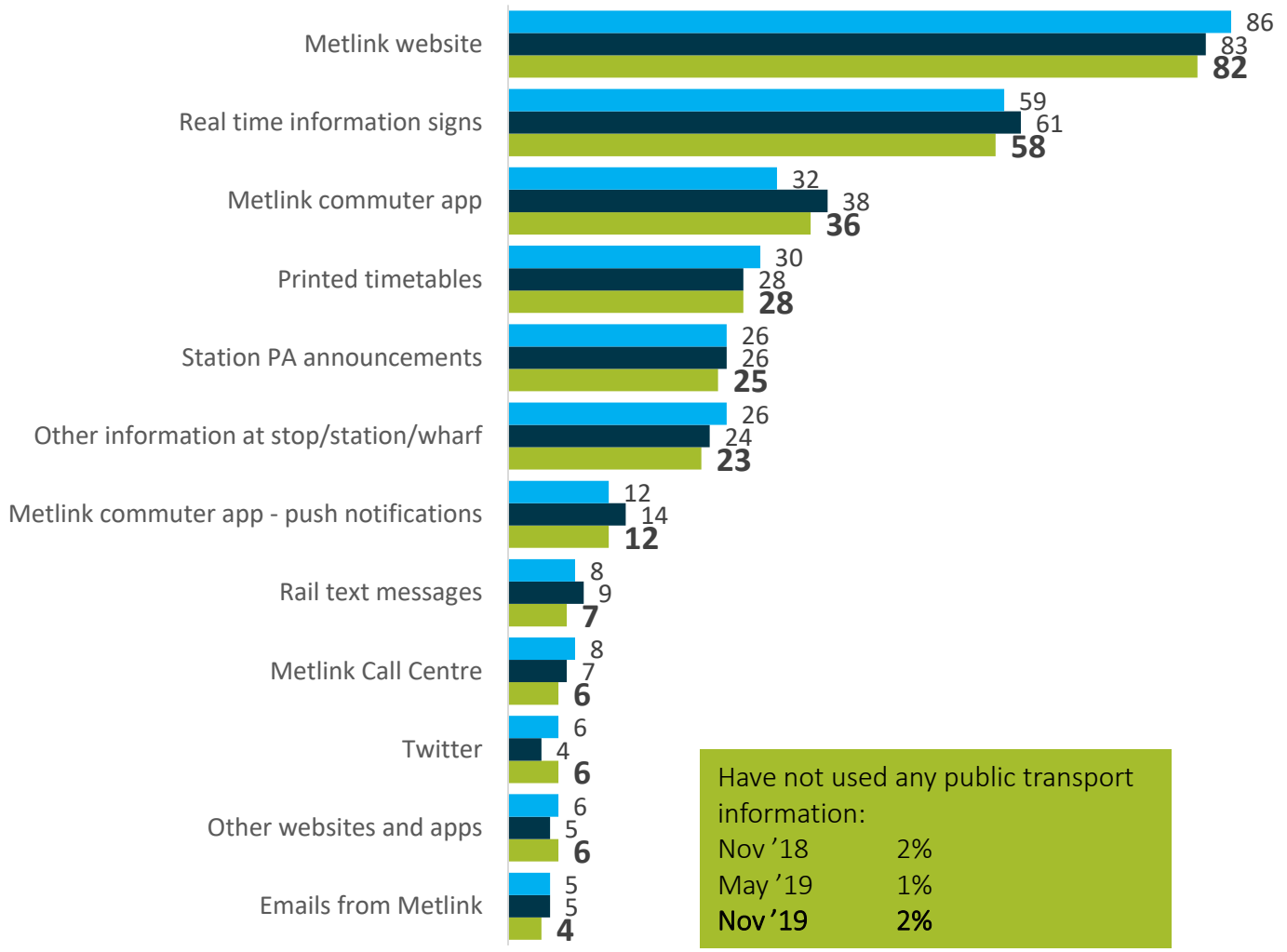
Perceptions of Wellington’s public transport system overall have improved significantly – up from 68% in May 2019 (and 70% at the same time last year) to 74%. Train passengers (81%) continue to find public transport easier to use than those using Wellington city buses (69%), although ratings for both modes have improved over the last six months . The public transport system is perceived as easier to use than six months ago, particularly for accessibility of stops/stations/ wharves. Service frequency and route coverage also contribute to ease of use. However, service unreliability – including too many delays, disruptions and breakdowns – continue to make public transport use challenging for some. (However, satisfaction with the provision of information about delays and disruptions has improved over the last 12 months). Almost two-thirds (63%) of passengers reported that their public transport experience is better or the same as prior to the July 2018 service changes, up from 51% in May 2019.

As a result of these improvements, public transport users report being more likely to recommend using public transport to others (up from 74% to 79%) and the Net Promoter Score has increased from -10 in May 2019 to +1 in November. In contrast to the last two rounds, this round there are more public transport promoters than detractors.



# Sources of Public Transport Information

Thinking about the last three months, which of the following ways have you used to get information about public transport services in Wellington?



Have not used any public transport information:

Nov '18	2%
May '19	1%
Nov '19	2%

Almost all passengers (98% in November 2019) report having used some form of public transport information in the last three months.

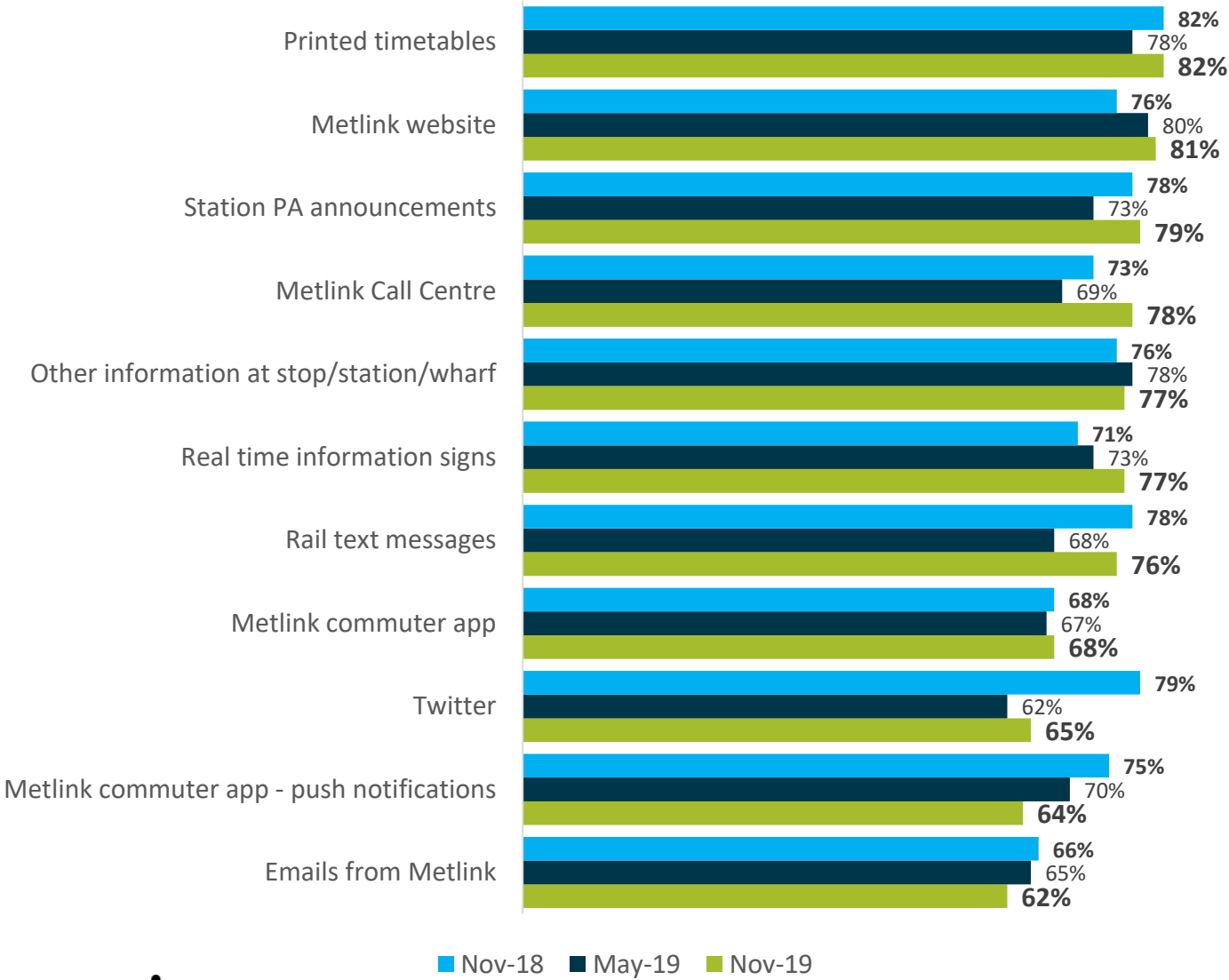
The Metlink website continues to be the most frequently used source of public transport information (82% - and 90% of train passengers), and use is stable from six months ago. Whilst still frequently used, the share utilising real time information signs has declined over the last six months, down from 61% to 58%.

The share of passengers relying on hard-copy information (printed timetables and other information at stops and stations, most typically timetable signs) has remained stable over the last six month.

■ Nov-18 ■ May-19 ■ Nov-19

Base: Nov '18 n=2,202; May '19 n=2,986; Nov '19 n=2,685  
(All respondents who answered this question)

# Satisfaction with Sources of Public Transport Information



Satisfaction with almost all sources of public transport information available has improved over the last six months, the increases being most notable the Metlink Call Centre (satisfaction up from 69% to 78%) and rail text messages (satisfaction up from 68% to 76%). The most notable decline in satisfaction over the last six months is for Metlink commuter app – push notifications, the share of users satisfied down from 70% in May 2019 to 64% in November 2019. Satisfaction with sources of public transport information remain most positive for printed timetables (82%), particularly among train passengers (91%).

Real time information signs continue to provide the greatest opportunity to improve passengers’ satisfaction with public transport information, through ensuring that the information on existing signs is accurate, that signs are positioned to ensure maximum visibility, and the installation of more signs. Passengers also call for improved information about delays and disruptions – ensuring that this information is provided in a timely way so it can be acted on, it is accurate and easy to understand, and providing it via a range of channels, including online, via text and email and also clearly communicated at stops and stations.

# Wellington City Bus Service Report Card

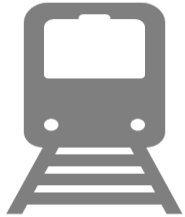


Share of passengers satisfied to some extent (%)	Nov '18	May '19	Nov '19
Personal security during this trip	94	93	96
Ease of getting onto the vehicle from stop	92	90	95
Stop being easy to get to	91	92	94
Ease of getting on/off the vehicle	91	90	94
Stop overall	89	89	92
Trip overall	88	85	90
Helpfulness of the driver	88	87	90
Attitude of the driver	88	88	90
Personal safety at stop	88	87	89
Cleanliness of stop	85	86	88
Comfort of the inside temperature	86	85	87
Having enough seats available	77	73	81
Information available at stop	79	73	78
Convenience of paying for public transport	76	76	78
Value for money of the fare	75	74	78
How often the service runs	69	65	76
Travel time	61	68	74
Ease of getting info about public transport routes and timetables	65	69	73
Provision of shelter from weather	71	66	70
Public transport system overall	61	63	70
Service being on time	62	58	70
Information about service delays and disruptions	46	46	54

	Current trip
	Bus stop
	PT system

- Key suggestions for improvement (by frequency of mention):
- ✓ Improve reliability – run to timetable, ensure buses turn up
  - ✓ More buses/more seats to reduce overcrowding
  - ✓ More frequent services
  - ✓ More stops/destinations, wider route coverage
  - ✓ Introduce integrated ticketing/automate ticketing system
  - ✓ Cheaper fares
  - ✓ Improve accessibility to public transport information/signs/maps – more, clearer, simpler

# Train Service Report Card



<i>Share of passengers satisfied to some extent (%)</i>	Nov '18	May '19	Nov '19
Personal security during this trip	98	95	97
Station overall	96	94	96
Ease of getting on/off the vehicle	96	95	96
Ease of getting onto the vehicle from station	96	94	95
Helpfulness of staff	94	91	94
Attitude of the staff	94	91	94
Station being easy to get to	93	91	94
Personal safety at station	93	91	94
Trip overall	94	89	93
Comfort of the inside temperature	92	89	92
Cleanliness of station	91	89	90
Information available at stop	88	86	89
Travel time	85	82	85
How often the service runs	86	79	84
Provision of shelter from weather	81	80	84
Having enough seats available	81	71	84
Service being on time	85	72	82
Ease of getting info about public transport routes and timetables	81	78	81
Public transport system overall	83	75	79
Value for money of the fare	79	73	78
Convenience of paying for public transport	72	68	70
Information about service delays and disruptions	68	58	63

	Current trip
	Bus stop
	PT system

Key suggestions for improvement  
(by frequency of mention):

- ✓ Improve reliability – run to timetable
- ✓ More carriages/more seats to reduce overcrowding
- ✓ Introduction of Integrated ticketing system
- ✓ More frequent train services
- ✓ Cheaper fares
- ✓ Improve accessibility to public transport information/signs/maps – more, clearer, simpler
- ✓ Fewer service breakdowns/delays
- ✓ More options for purchasing tickets



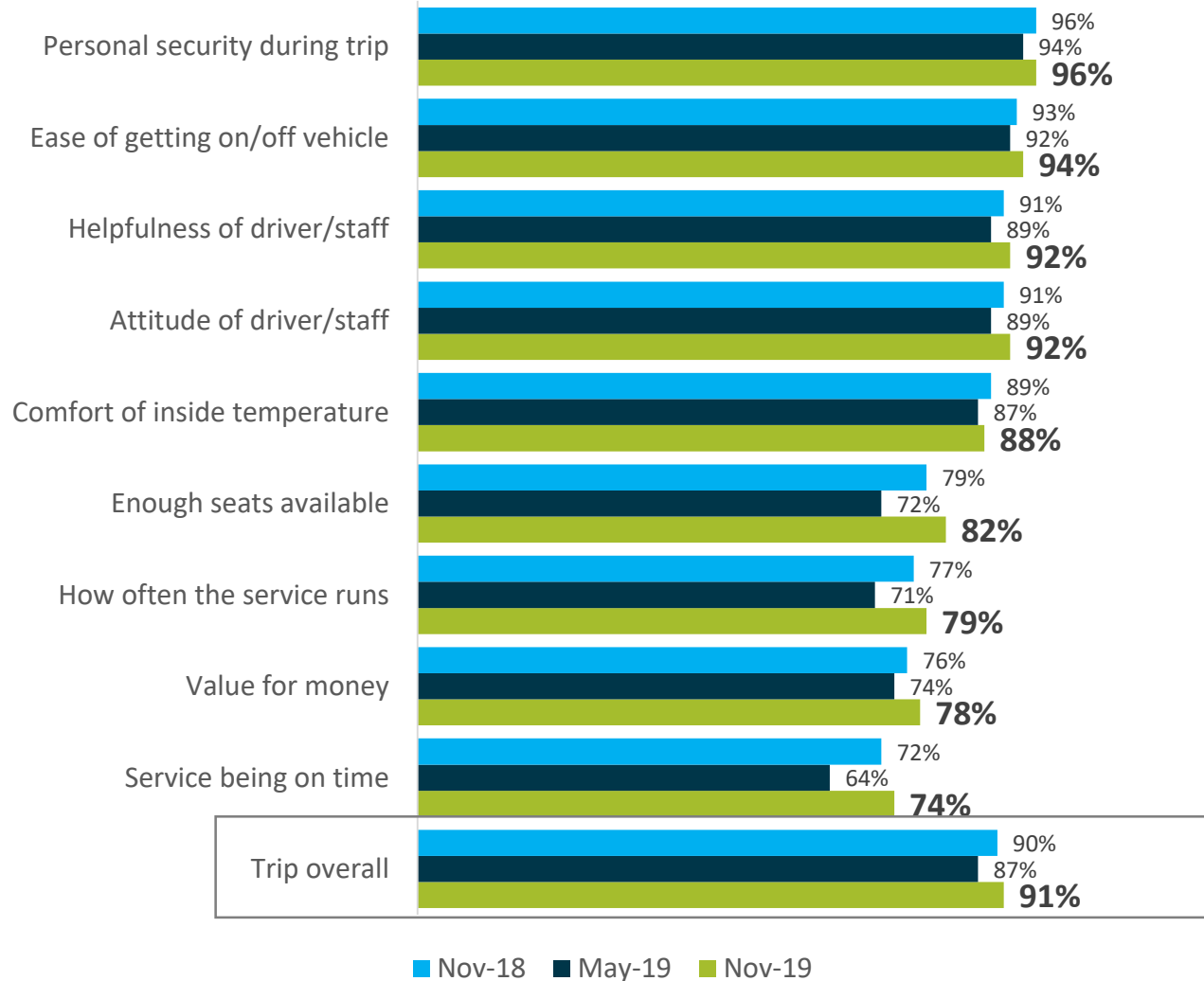
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# Passenger Perceptions of Service On Trip Today



# Perceptions of the Trip Today: Summary

## Share of Passengers Satisfied/Very Satisfied (%)



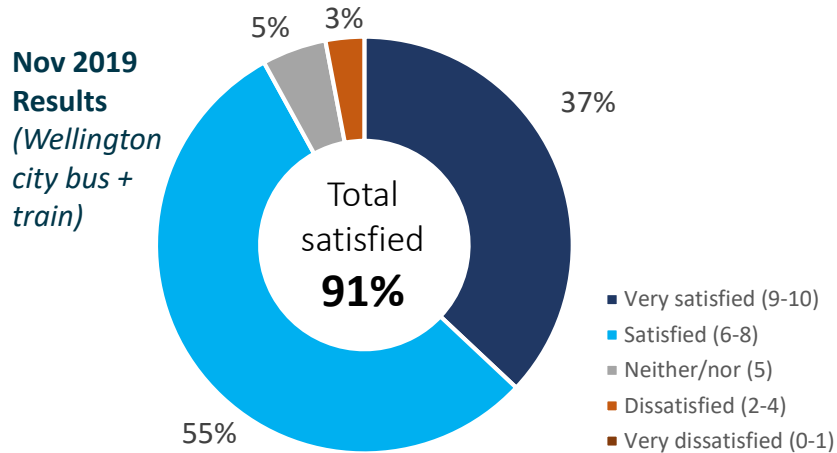
Most Wellington public transport users continue to be satisfied with their current trip (91%, a significant improvement from 87% in May '19, and stable from the same time last year – 90%). Only 3% express dissatisfaction. Of the two modes considered in this survey, train passengers' perceptions of the trip overall are most positive (93%, compared with 90% for Wellington city buses). However, ratings for both train and Wellington city buses have improved significantly over the last six months.

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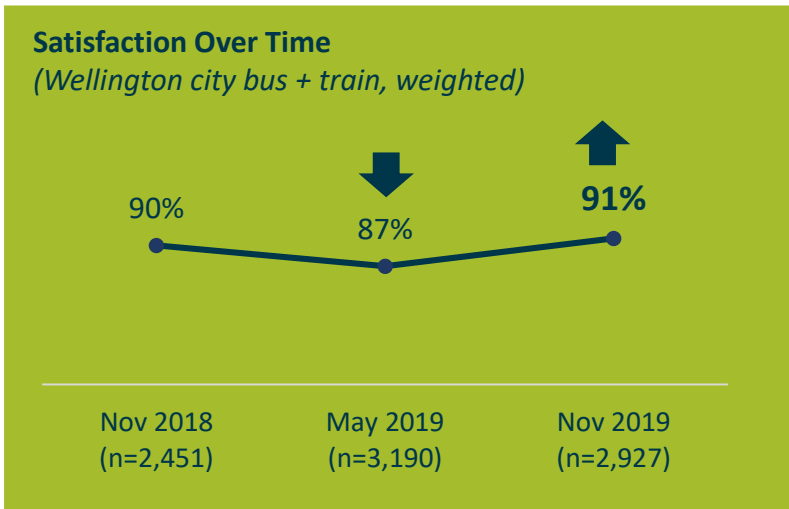
Of the ten trip attributes, performance remains most positive for personal security during the trip (96%; 97% for train, 96% among Wellington city bus passengers).

# Satisfaction with Trip Overall

Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with this trip overall?



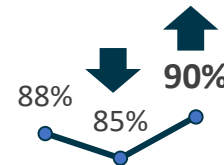
Base: n=2,927 (All passengers who answered this question)



Arrows denote statistically significant change from previous round.

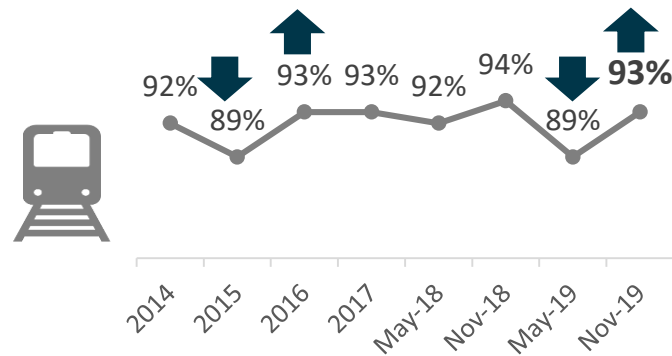
## Satisfaction by Mode

Wellington City



## Satisfaction by Operator (%)

Mana Metlink	<b>95%</b>
Transdev	<b>93%</b>
Tranzurban Metlink	<b>91%</b>
NZ Bus Metlink	<b>89%</b>



**Passengers most satisfied**

- ✓ SuperGold card users (97%)
- ✓ Those travelling less often than weekly (96%)
- ✓ Those with a private vehicle available (93%)

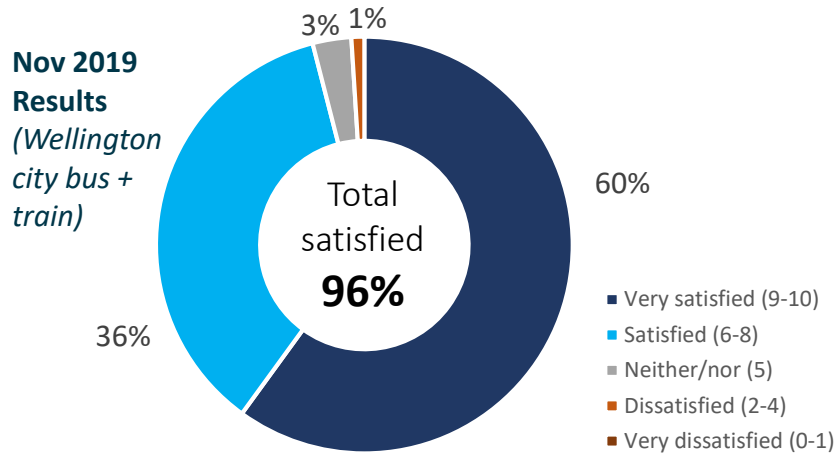


**Passengers most dissatisfied**

- ✗ NZ Bus Metlink passengers (5%)
- ✗ Those with a private vehicle available (5%)
- ✗ Peak passengers (4%)
- ✗ Passengers travelling for work (4%)

# Personal Security During Trip

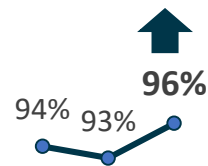
Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with your personal security during this trip?



Base: n=3,086 (All passengers who answered this question)

## Satisfaction by Mode

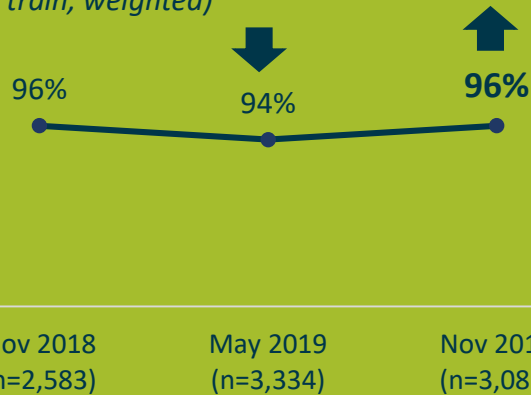
Wellington City



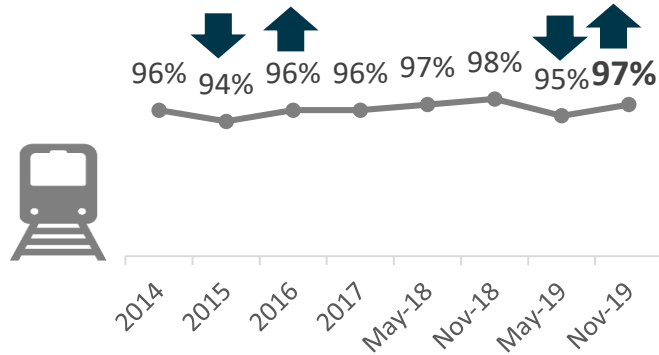
## Satisfaction by Operator (%)

Tranzurban	97%
Transdev	97%
NZ Bus Metlink	95%
Mana Metlink	94%

## Satisfaction Over Time

  
(Bus + train, weighted)


Arrows denote statistically significant change from previous round.



✓ Those aged 25-34 years (98%)

Passengers most satisfied

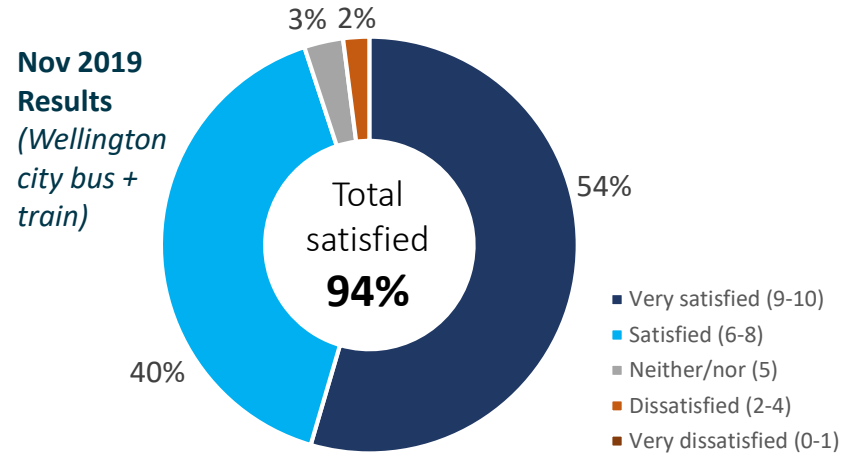


✗ (None)  
Passengers most dissatisfied



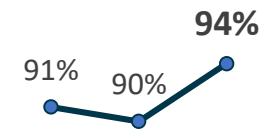
# Ease of Getting Onto/Off Vehicle

Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with the ease of getting on/off this vehicle (e.g. ramps, handrails, steps etc.)?



## Satisfaction by Mode

Wellington city bus



## Satisfaction by Operator (%)

Transdev	<b>96%</b>
Tranzurban Metlink	<b>95%</b>
Mana Metlink	<b>94%</b>
NZ Bus Metlink	<b>93%</b>

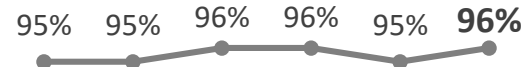
Base: n=3,093 (All passengers who answered this question)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Nov 2018 (n=2,587)      May 2019 (n=3,339)      Nov 2019 (n=3,093)



2016    2017    May-18    Nov-18    May-19    Nov-19



✓ Aged 25-34 years (97%)

**Passengers most satisfied**



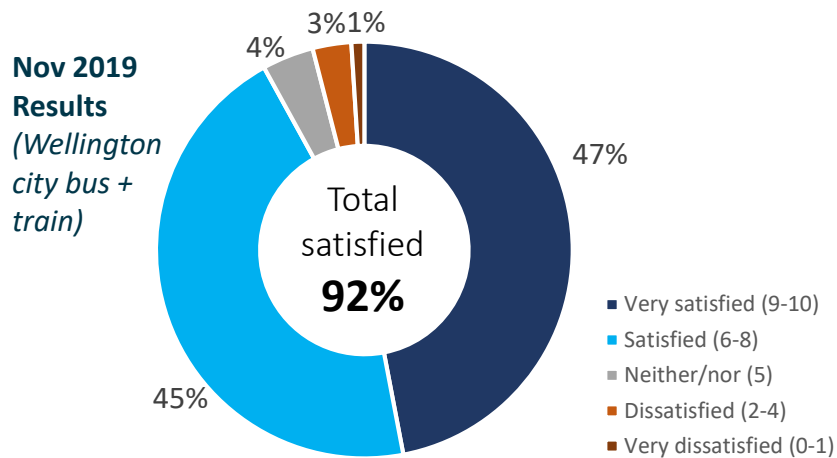
× NZ Bus Metlink passengers (3%)

**Passengers most dissatisfied**

Arrows denote statistically significant change from previous round.

# Helpfulness of Driver/Staff

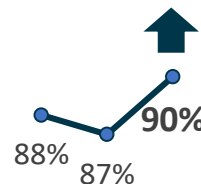
Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with the helpfulness of the driver/staff?



Base: n=2,986 (All passengers who answered this question)

## Satisfaction by Mode

Wellington city bus

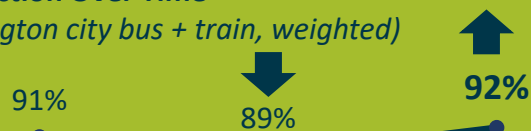


## Satisfaction by Operator (%)

Mana Metlink	<b>95%</b>
Transdev	<b>94%</b>
Tranzurban Metlink	<b>91%</b>
NZ Bus Metlink	<b>89%</b>

## Satisfaction Over Time

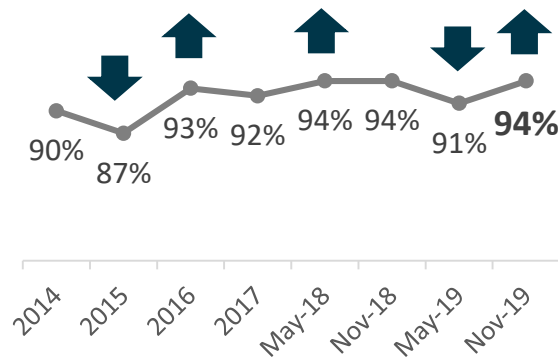
(Wellington city bus + train, weighted)



Nov 2018  
(n=2,469)

May 2019  
(n=3,200)

Nov 2019  
(n=2,986)



**Passengers most satisfied**

- ✓ Those using PT 3-4 times a week (95%)
- ✓ Train passengers (94%)



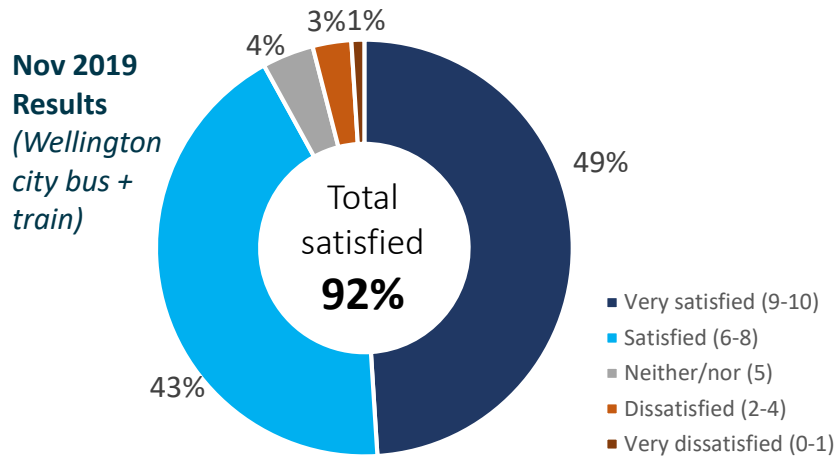
**Passengers most dissatisfied**

- ✗ Bus passengers (4%), especially NZ Bus Metlink (5%)
- ✗ Outbound travellers (4%)

Arrows denote statistically significant change from previous round

# Attitude of Driver/Staff

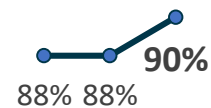
Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with the attitude of the driver/staff?



Base: n=3,031 (All passengers who answered this question)

## Satisfaction by Mode

Wellington city bus



## Satisfaction by Operator (%)

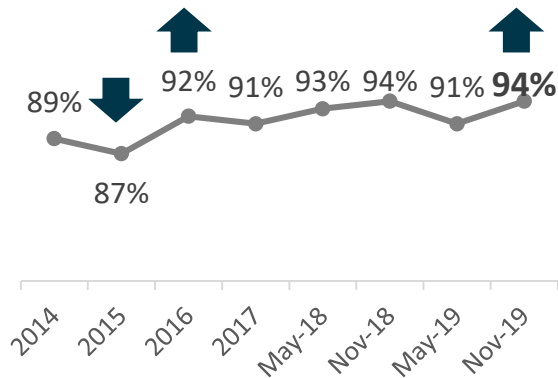
Mana Metlink	<b>96%</b>
Transdev	<b>94%</b>
Tranzurban Metlink	<b>91%</b>
NZ Bus Metlink	<b>88%</b>

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Nov 2018 (n=2,535)      May 2019 (n=3,257)      Nov 2019 (n=3,031)



**Passengers most satisfied**

- ✓ Train passengers (94%)
- ✓ Morning peak travellers (94%)
- ✓ Females (93%)



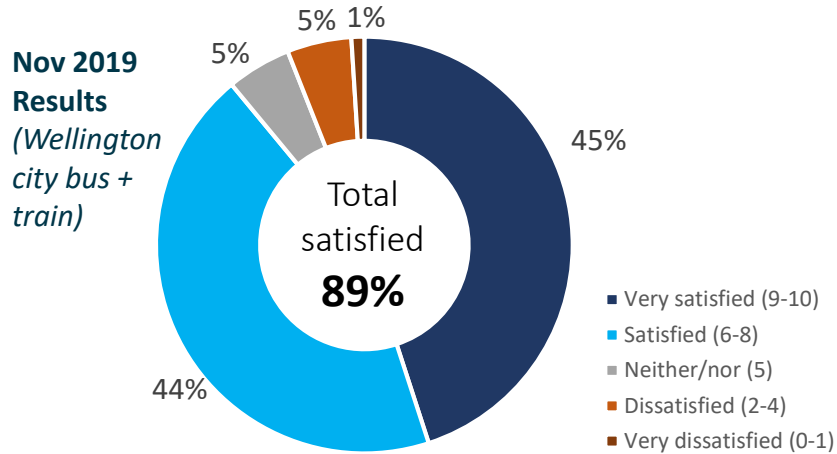
**Passengers most dissatisfied**

- ✗ Those aged 15-17 years (7%)

Arrows denote statistically significant change from previous round.

# Comfort of Inside Temperature

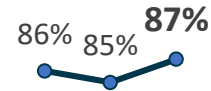
Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with the comfort of the inside temperature?



Base: n=3,123 (All passengers who answered this question)

## Satisfaction by Mode

Wellington city bus

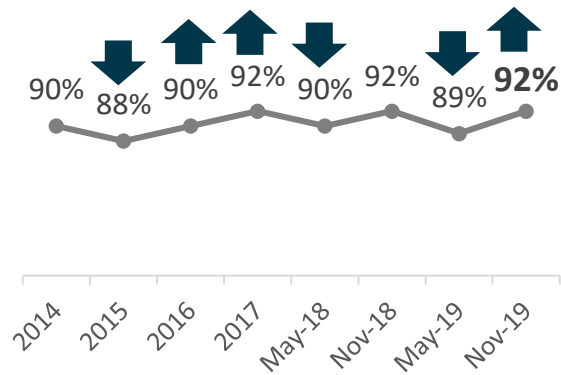
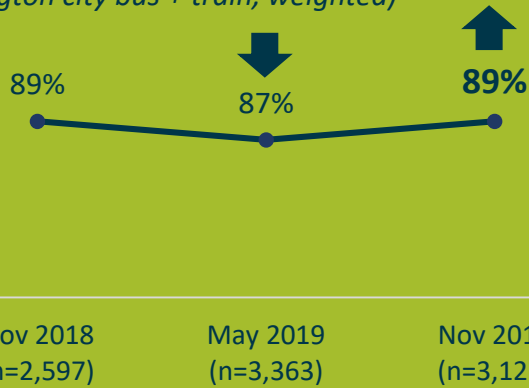


## Satisfaction by Operator (%)

Transdev	<b>92%</b>
Mana Metlink	<b>91%</b>
Tranzurban Metlink	<b>87%</b>
NZ Bus Metlink	<b>85%</b>

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.



**Passengers most satisfied**

- ✓ SuperGold card users (97%)
- ✓ Train passengers (92%), especially Johnsonville line (97%)
- ✓ Those traveling to visit friends/relatives (96%)



**Passengers most dissatisfied**

- ✓ Inbound passengers (91%)
- ✗ Gender diverse passengers (18%)
- ✗ Those aged 15-17 years (11%)
- ✗ Bus passengers (7%), especially NZ Bus Metlink (8%)
- ✗ Those who did not have a private vehicle available (7%)
- ✗ Outbound passengers (7%)

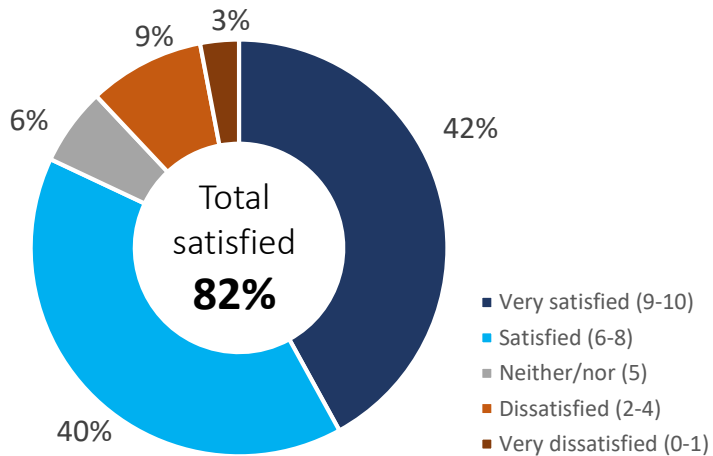


# Having Enough Seats Available

Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with having enough seats available?

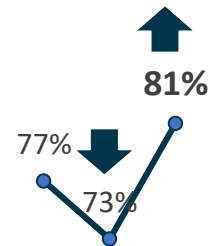
## Nov 2019 Results

(Wellington city bus + train)



## Satisfaction by Mode

Wellington city bus



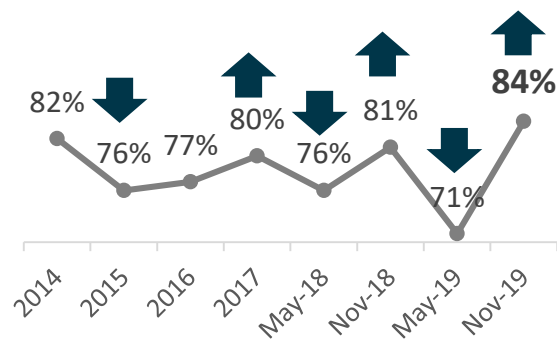
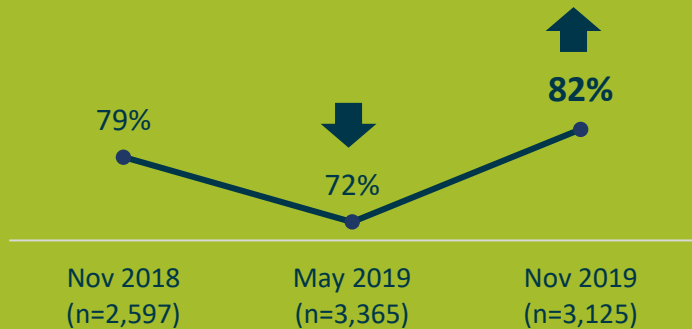
## Satisfaction by Operator (%)

Mana Metlink	<b>92%</b>
Tranzurban Metlink	<b>85%</b>
Transdev	<b>84%</b>
NZ Bus Metlink	<b>76%</b>

Base: n=3,125 (All passengers who answered this question)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Passengers most satisfied



Passengers most dissatisfied

- ✓ Johnsonville line passengers (97%)
- ✓ Mana Metlink (92%) and Tranzurban Metlink (85%) passengers
- ✓ SuperGold card users (92%) and those paying cash (87%)
- ✓ Those aged 65 years + (89%) or 25-34 years (85%)
- ✓ Off-peak travellers (88%), especially those travelling interpeak (90%)
- ✗ Those aged 45-59 years (15%)
- ✗ Peak travellers (14%)
- ✗ NZ Bus Metlink passengers (14%)
- ✗ Those travelling for work (14%)
- ✗ Weekday passengers (12%)

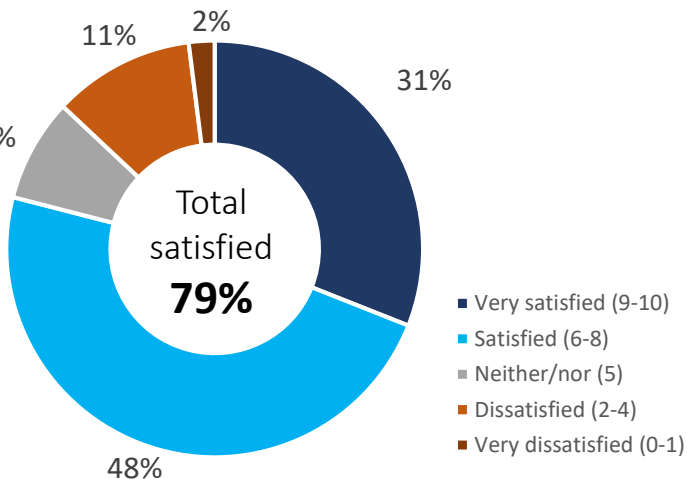
Arrows denote statistically significant change from previous round.

# How Often the Service Runs

Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with how often the service runs?

## Nov 2019 Results

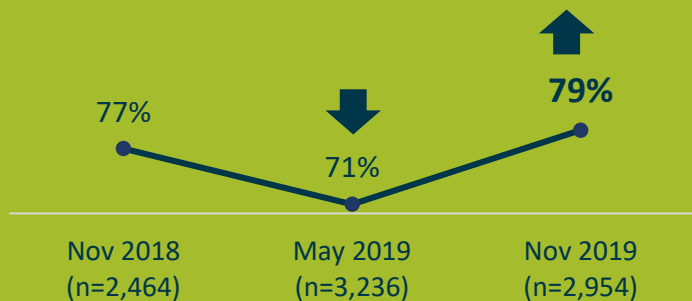
(Wellington city bus + 8% train)



Base: n=2,954 (All passengers who answered this question)

## Satisfaction Over Time

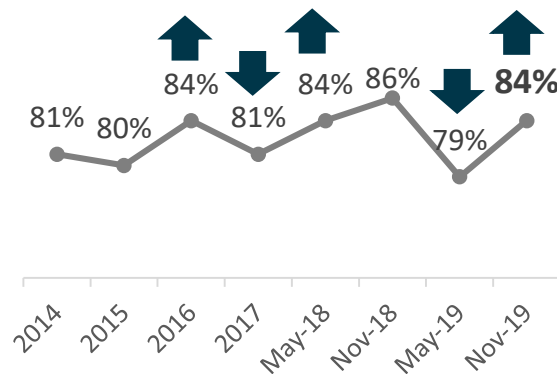
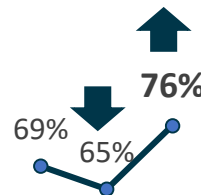
(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.

## Satisfaction by Mode

Wellington city bus



## Satisfaction by Operator (%)

Transdev	<b>84%</b>
Mana Metlink	<b>80%</b>
Tranzurban Metlink	<b>77%</b>
NZ Bus Metlink	<b>74%</b>



**Passengers most satisfied**

- ✓ SuperGold card users (90%)/those aged 65 years + (92%)
- ✓ Train passengers (84%), especially Johnsonville (93%), Kapiti (90%) and Hutt Valley (85%) passengers
- ✓ Off-peak travellers (84%), especially weekend passengers (85%)



**Passengers most dissatisfied**

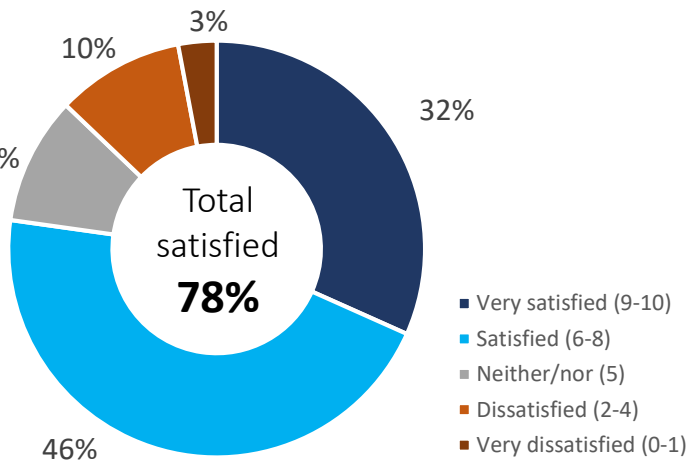
- ✗ Wairarapa line passengers (40%)
- ✗ Morning peak passengers (16%)
- ✗ Bus passengers (15%), especially NZ Bus Metlink (17%)
- ✗ Weekday passengers (14%)
- ✗ Those travelling for work (14%)

# Value for Money

Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with the value for money of the fare?

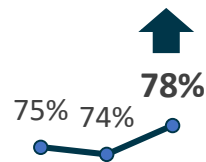
## Nov 2019 Results

(Wellington city bus + train)



## Satisfaction by Mode

Wellington city bus



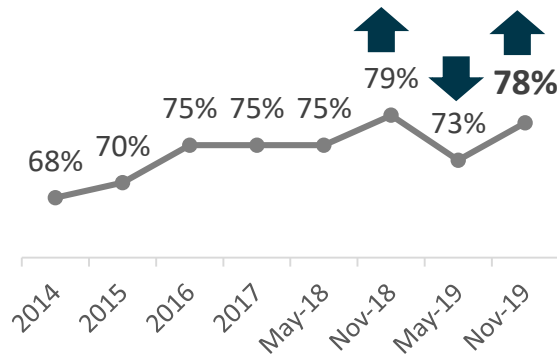
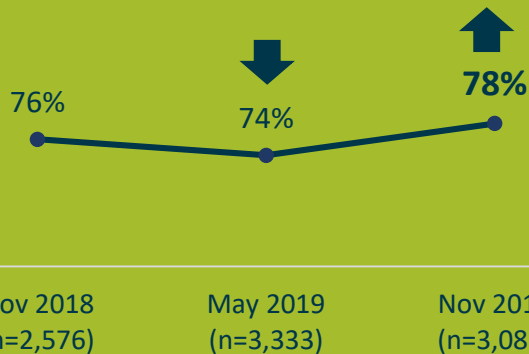
## Satisfaction by Operator (%)

Tranzurban Metlink	<b>79%</b>
Transdev	<b>78%</b>
Mana Metlink	<b>77%</b>
NZ Bus Metlink	<b>77%</b>

Base: n=3,089 (All passengers who answered this question)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



**Passengers most satisfied**

- ✓ SuperGold card users (93%)
- ✓ Johnsonville line passengers (88%)
- ✓ Those using PT once or twice a week (85%)
- ✓ Those aged 45 years + (84%)
- ✓ Those who had a private vehicle available (81%)



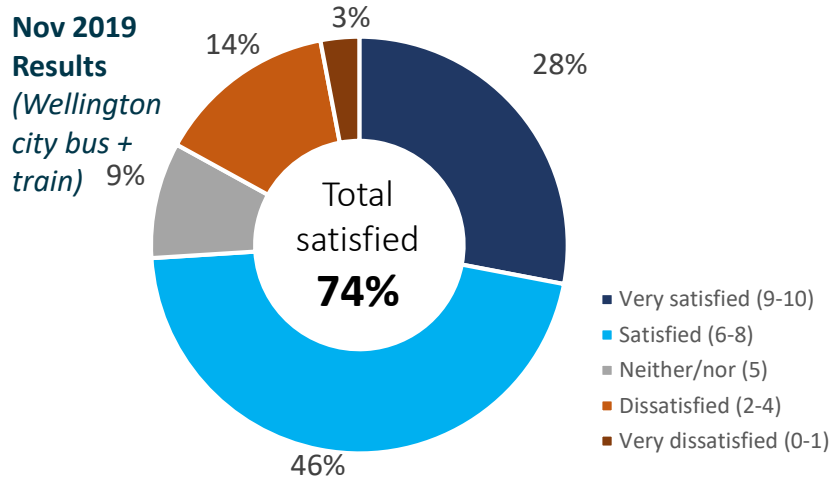
**Passengers most dissatisfied**

- ✗ Gender diverse passengers (32%)
- ✗ Those aged 18-24 years (16%)
- ✗ Those who did not have a private vehicle available (15%)

Arrows denote statistically significant change from previous round.

# Service Being On Time

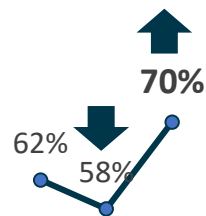
Thinking about the vehicle you are on now, how satisfied or dissatisfied are you with the service being on time (keeping to the timetable)?



Base: n=3,051 (All passengers who answered this question)

## Satisfaction by Mode

Wellington city bus

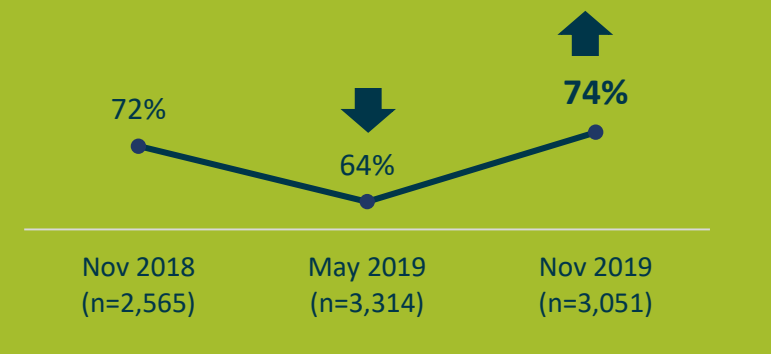


## Satisfaction by Operator (%)

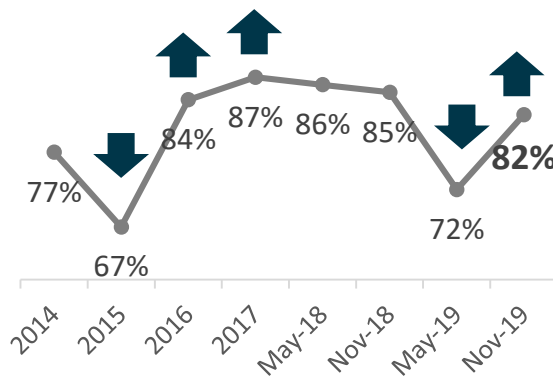
Transdev	<b>82%</b>
Mana Metlink	<b>77%</b>
NZ Bus Metlink	<b>70%</b>
Tranzurban Metlink	<b>68%</b>

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.



**Passengers most satisfied**



**Passengers most dissatisfied**

- ✓ Those travelling to visit friends (92%)
- ✓ SuperGold card users (87%)/passengers aged 65 years + (88%)
- ✓ Train passengers (82%), especially Kapiti (85%), Johnsonville (84%) and Hutt Valley (80%) lines
- ✓ Off-peak travellers (78%), especially weekend passengers (82%)
- ✓ Those who had a private vehicle available (77%)
- ✗ Bus passengers (19%), especially Tranzurban Metlink (21%)
- ✗ Peak travellers (18%), especially morning peak passengers (20%)
- ✗ Weekday passengers (18%)

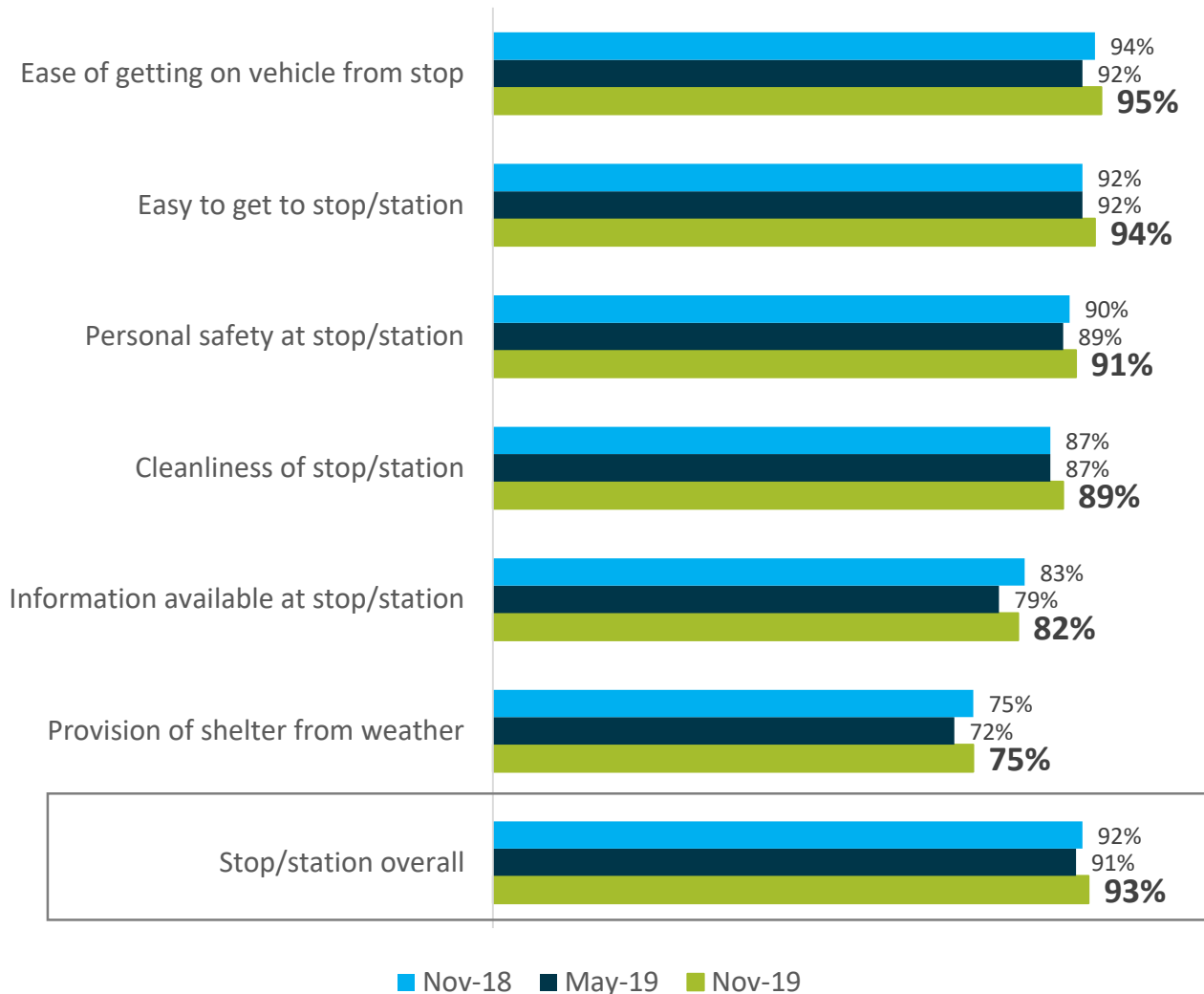
# Passenger Perceptions of Stop/Station/Wharf





# Perceptions of the Stop/Station: Summary

## Share of Passengers Satisfied/Very Satisfied (%)



Almost all public transport users (93%) continue to be satisfied with the stop/station where they started their trip, this share having improved significantly over the last six months (up from 91% in May 2019). Of the two modes considered this round, train passengers continue to be more satisfied with the station (96%) than Wellington city bus passengers are with their stop (89%). However, ratings for both modes have improved over the last six months.

Provision of shelter from the weather continues to be under-perform relative to other aspects of the stop/station (75% satisfied). However, ratings have improved significantly since the May 2019 round (up from 72%). Passenger suggestions to further improve the provision of shelter include:

- More/improved shelter from weather (wind, rain, sun)
- Improved maintenance of stops e.g. fix leaks
- Provide 'waiting lounge' with facilities e.g. ATM, coffee, lockers
- More shelters

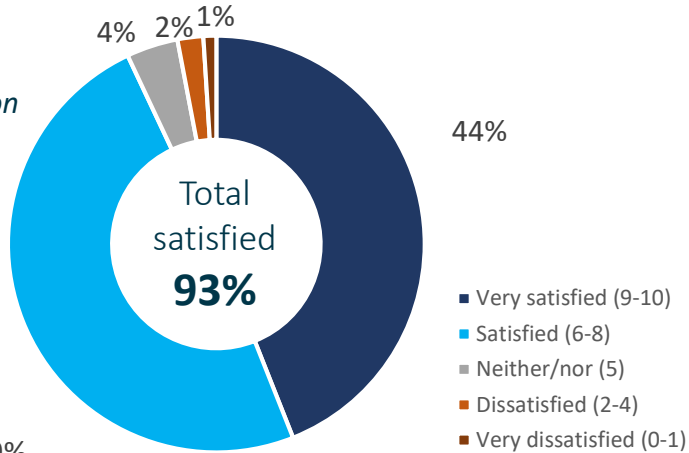
Perceptions of the information available at the stop/station has also improved since May 2019, significant increases evident among both bus and train users. Suggestions to further improve the provision of information at stops/stations relate primarily to real time information boards, in particular ensuring they are operational, accurate and easy to read.

# Satisfaction with Stop/Station Overall

How satisfied or dissatisfied are you with the stop/station overall?

## Nov 2019 Results

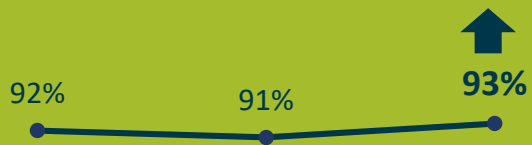
(Wellington city bus + train)



Base: n=3,123 (All passengers who answered this question)

## Satisfaction Over Time

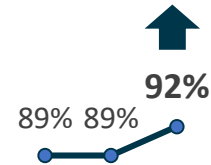
(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.

## Satisfaction by Mode

Wellington city bus



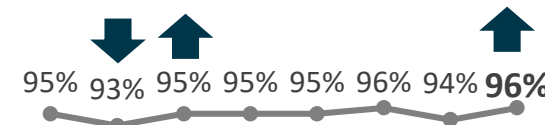
✓ Train passengers (96%)

Passengers most satisfied



✗ Bus passengers (3%)

Passengers most dissatisfied

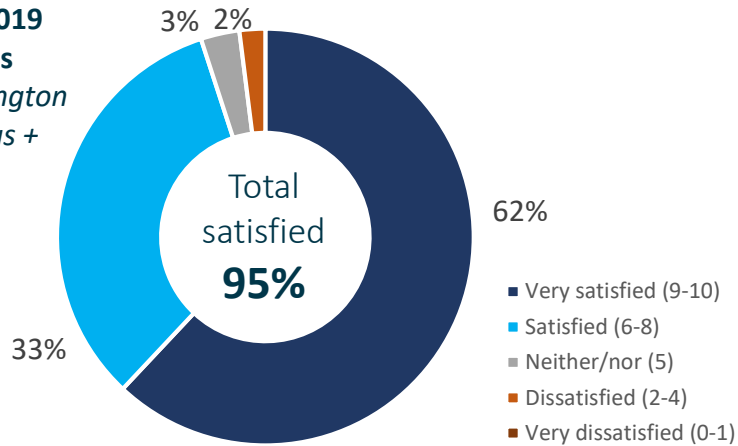


2014 2015 2016 2017 May-18 Nov-18 May-19 Nov-19

# Ease of Getting on Vehicle from Stop/Station

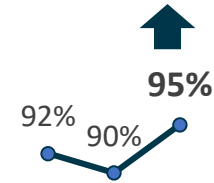
How satisfied or dissatisfied are you with the ease of getting on the vehicle from the stop/station?

**Nov 2019 Results**  
(Wellington city bus + train)



## Satisfaction by Mode

Wellington city bus



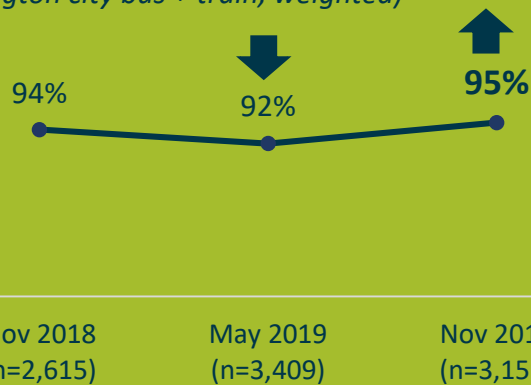
✓ (None)

Passengers most satisfied

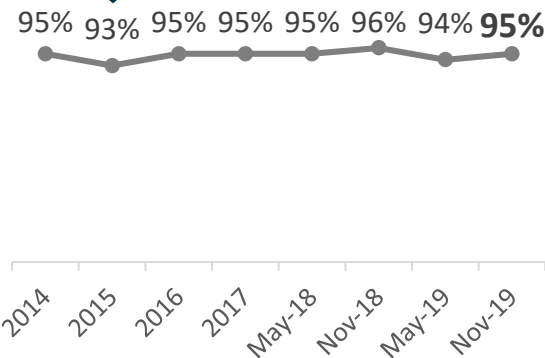
Base: n=3,157 (All passengers who answered this question)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.



✗ Mana Metlink passengers (7%)

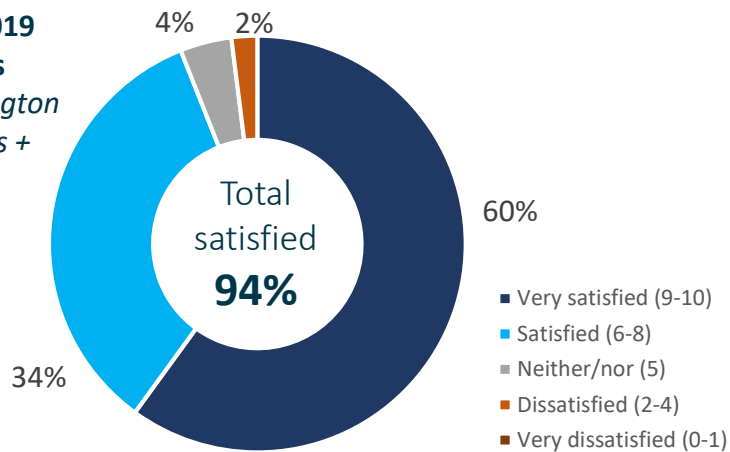
Passengers most dissatisfied

# Ease of Getting to Stop/Station

How satisfied or dissatisfied are you with the stop/station being easy to get to (by car, walking, bus etc.)?

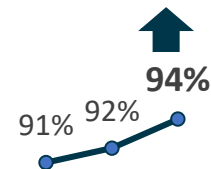
## Nov 2019 Results

(Wellington city bus + train)



## Satisfaction by Mode

Wellington city bus



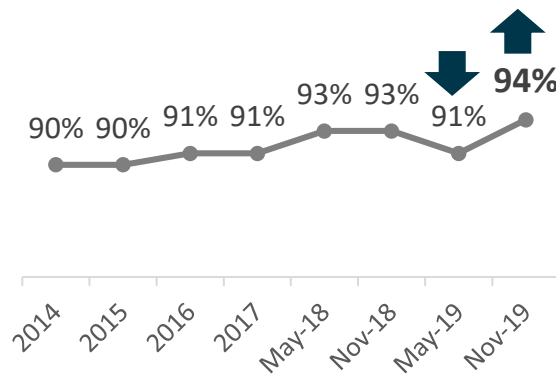
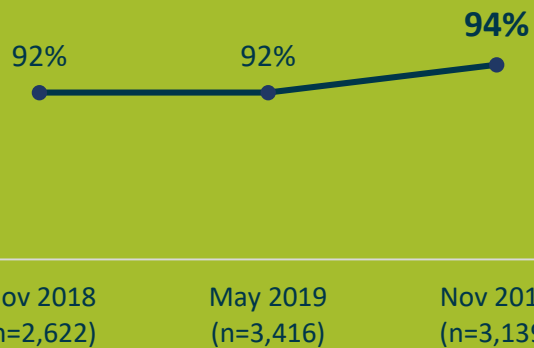
Passengers most satisfied

✓ Tranzurban passengers (96%)

Base: n=3,139 (All passengers who answered this question)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Passengers most dissatisfied

- × Melling line passengers (7%)
- × Those aged 18-24 years (5%)

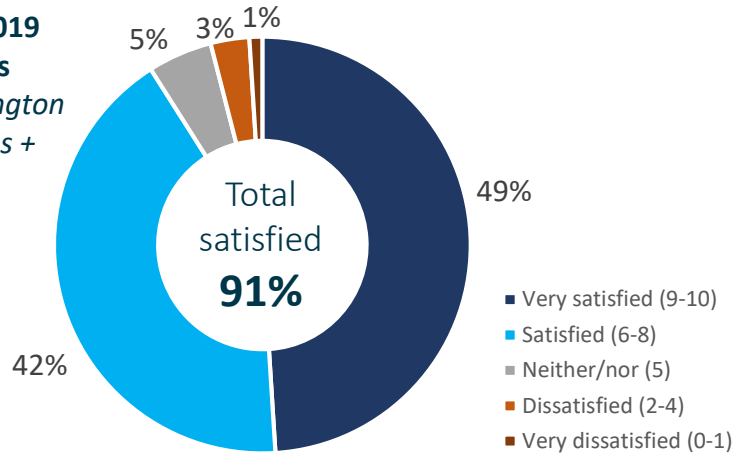
Arrows denote statistically significant change from previous round.

# Personal Safety at Stop/Station

How satisfied or dissatisfied are you with your personal safety at the stop/station?

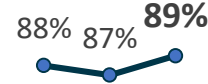
## Nov 2019 Results

(Wellington city bus + train)



## Satisfaction by Mode

Wellington city bus



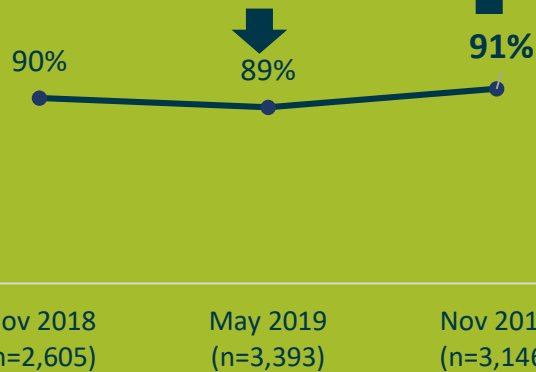
Passengers most satisfied

- ✓ Train passengers (94%), especially Kapiti line (96%)
- ✓ Those aged 35-59 years (94%)
- ✓ Those who have a private vehicle available (93%)

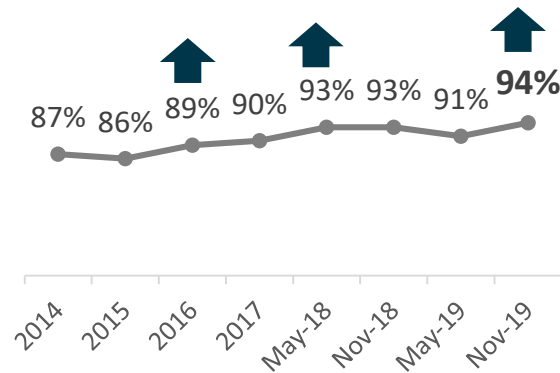
Base: n=3,146 (All passengers who answered this question)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.



Passengers most dissatisfied

- ✗ Mana Metlink passengers (10%)
- ✗ Those aged 18-24 years (6%)
- ✗ Off-peak travellers (5%)

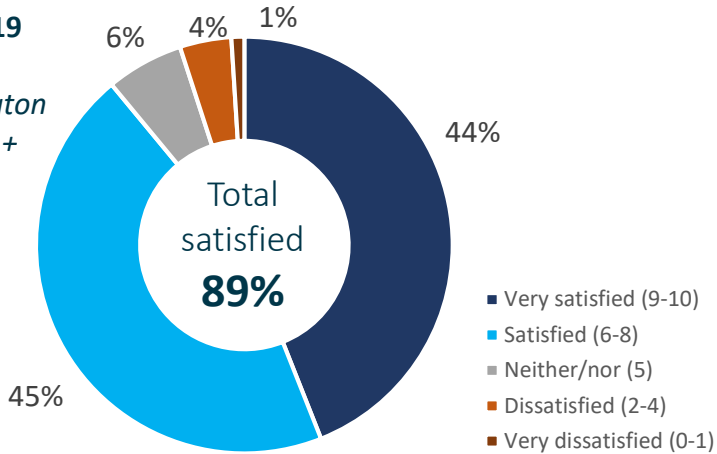


# Cleanliness of Stop/Station

How satisfied or dissatisfied are you with the cleanliness of the stop/station?

## Nov 2019 Results

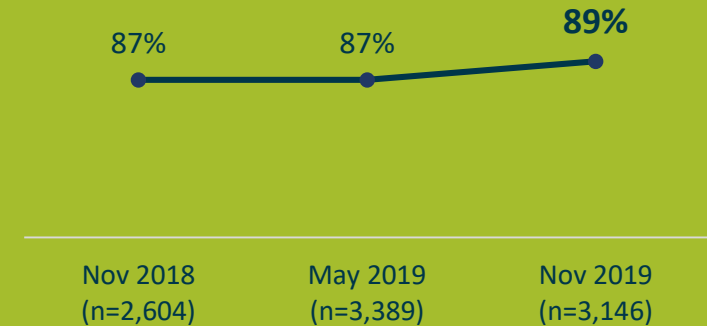
(Wellington city bus + train)



Base: n=3,146 (All passengers who answered this question)

## Satisfaction Over Time

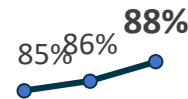
(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.

## Satisfaction by Mode

Wellington city bus



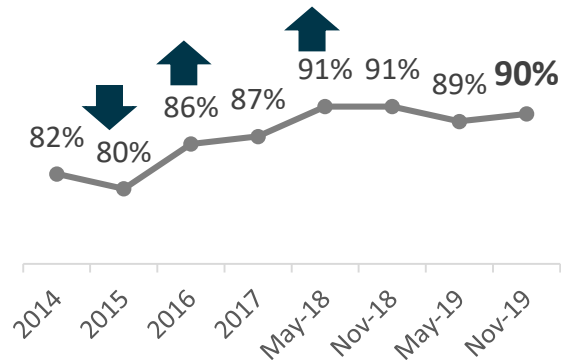
Passengers most satisfied

- ✓ Males (91%)
- ✓ Those who had a private vehicle available (90%)
- ✓ Inbound passengers (90%)



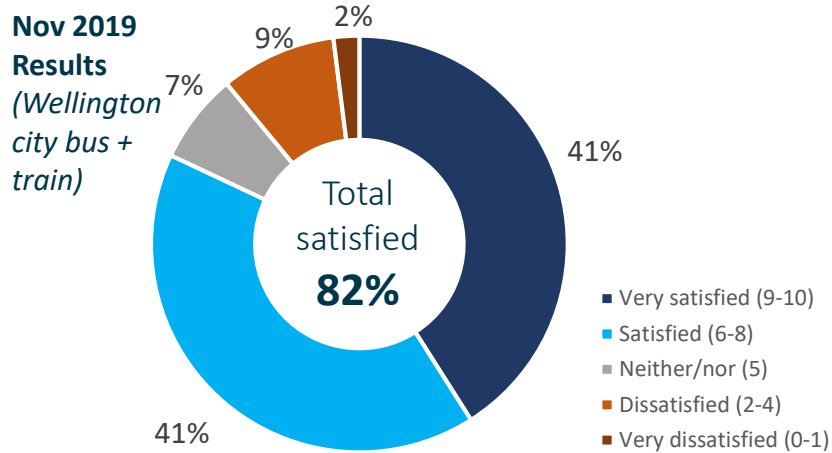
Passengers most dissatisfied

x (None)



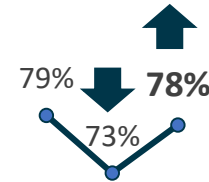
# Information Available at Stop/Station

How satisfied or dissatisfied are you with the information available at the stop/station?



## Satisfaction by Mode

Wellington city bus



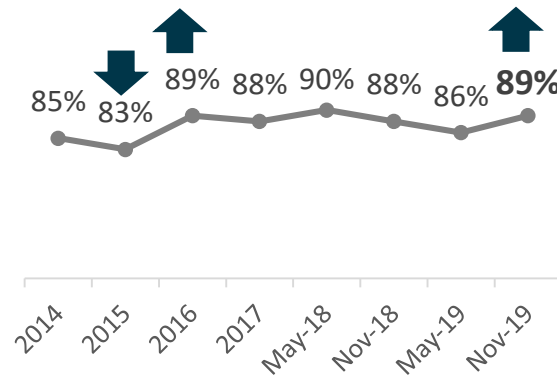
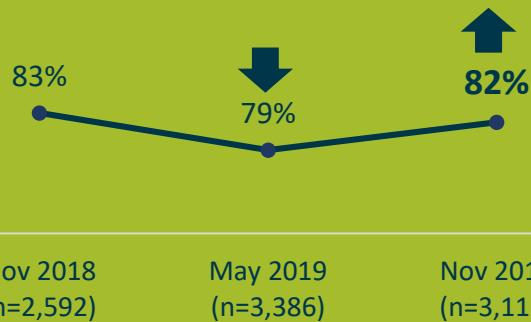
**Passengers most satisfied**

- ✓ Those travelling to visit friends/relatives (91%)
- ✓ Those paying cash (90%) or SuperGold card users (89%)
- ✓ Train passengers (89%), especially Kapiti (92%) and Hutt Valley (88%) lines
- ✓ Passengers travelling less often than once a week (88%)
- ✓ Afternoon peak travellers (86%)
- ✓ Outbound travellers (85%)

Base: n=3,119 (All passengers who answered this question)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



**Passengers most dissatisfied**

- ✗ Bus passengers (13%), especially NZ Bus Metlink (16%)

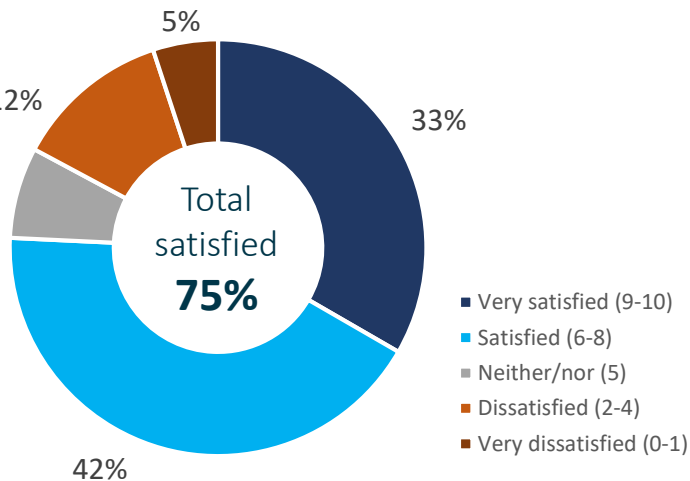
Arrows denote statistically significant change from previous round.

# Provision of Shelter from Weather

How satisfied or dissatisfied are you with the provision of shelter from the weather?

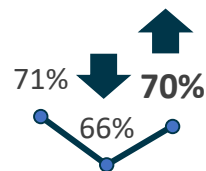
## Nov 2019 Results

(Wellington city bus + train)



## Satisfaction by Mode

Wellington city bus



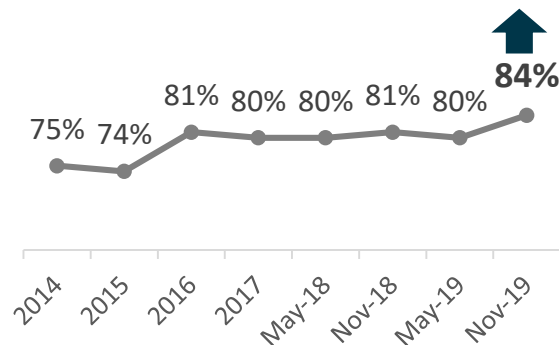
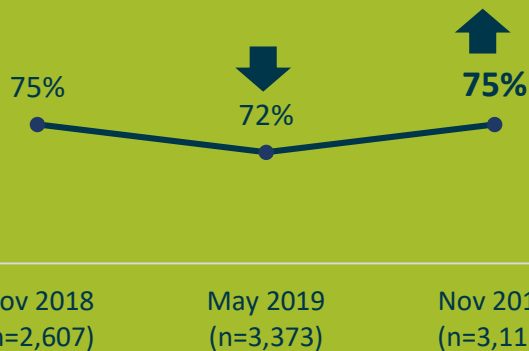
Passengers most satisfied

- ✓ Train passengers (84%), especially Melling (85%), Kapiti (85%) and Hutt Valley (83%) line users

Base: n=3,113 (All passengers who answered this question)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Passengers most dissatisfied

- ✗ Those travelling for shopping/services (26%)
- ✗ Bus passengers (21%)
- ✗ Morning peak travellers (20%)

Arrows denote statistically significant change from previous round.

# Suggested Improvement to Stop/Station

What improvements would you like to see at the stop/station where you got on today?



More/better shelter from weather

*Especially passengers travelling in morning peak (24%), aged 18-24 years (24%), travelling inbound (23%), using the bus (22%, especially Tranzurban – 23%)*

**19%**  
*(unchanged)*



More real time information boards

*Especially bus passengers (9%, especially NZ Bus Metlink – 11%), travelling inbound (9%), females (8%),*

**7%**  
*(up from 5%)*



More seats available

*Especially passengers travelling for tertiary study (8%) or shopping (7%), aged 18-24 years (8%), weekend (6%) and interpeak(5%) passengers, travelling every day (6%)*

**5%**  
*(up from 4%)*



Information bigger/easier to read

*Especially train passengers (7%, especially Kapiti line – 8%), evening peak travellers (6%), outbound travellers (5%)*

**4%**  
*(down from 5%)*



Cleaner, including more rubbish bins

*Especially train passengers (6% - especially Hutt Valley line – 6%)*

**4%**  
*(unchanged)*



More information about delays and disruptions

*Especially Johnsonville line passengers (8%)*

**3%**  
*(up from 1%)*

Base: n=3,190 (All respondents)

- 5% stated that no improvements to stops/stations were needed
- 42% could not think of any specific improvements



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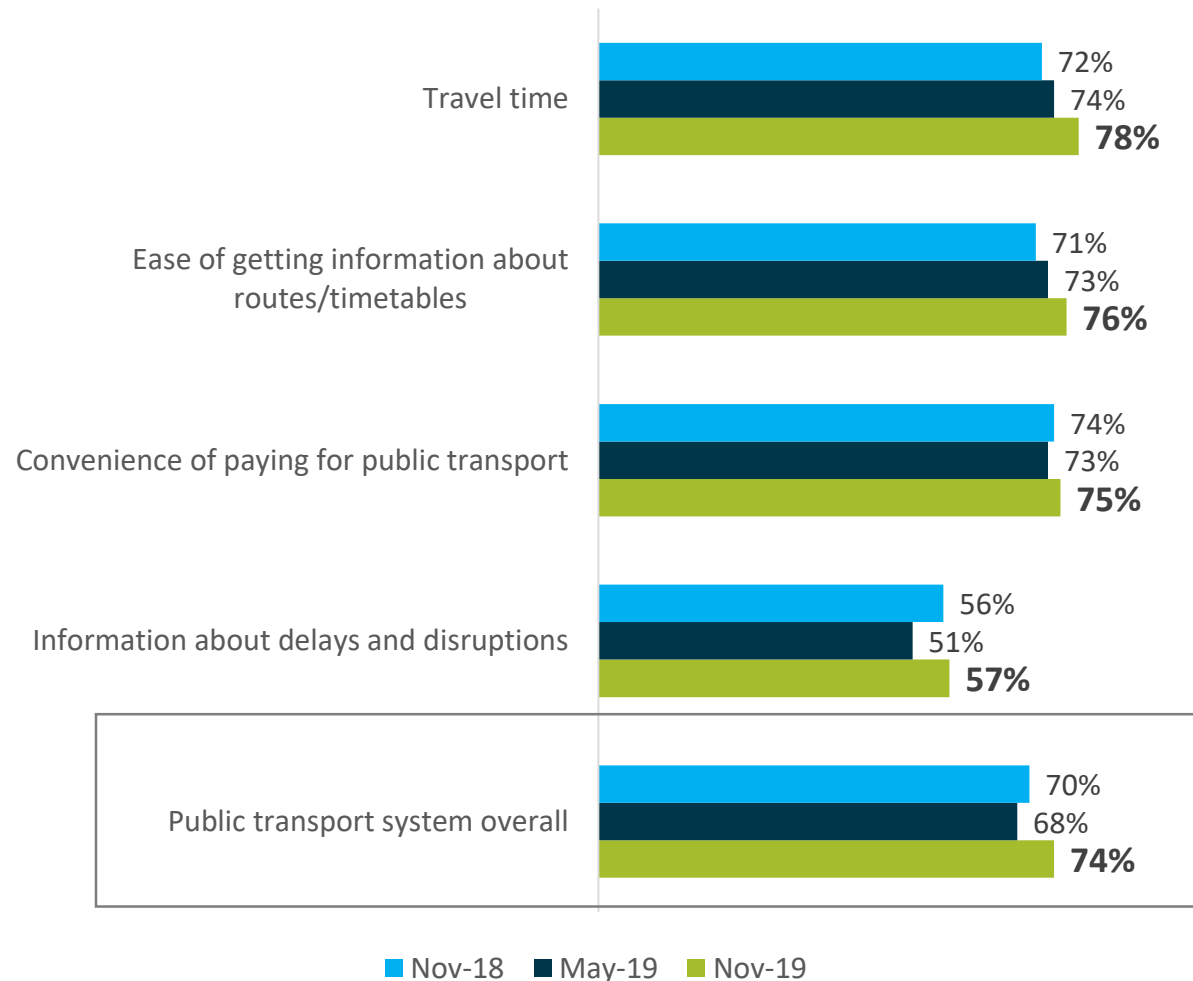
# Passenger Perceptions of Wellington Region's Public Transport System





# Perceptions of Wellington's PT System: Summary

Share of Passengers Satisfied/Very Satisfied (%)



Base: Nov '18 n=2,597; May '19 n=3,365; Nov '19 n=3,190  
(All train and Wellington city bus respondents)

Perceptions of Wellington's public transport system overall have improved significantly – up from 68% in May 2019 (and 70% at the same time last year) to 74%. Train passengers (81%) continue to find public transport easier to use than those using the Wellington city buses (69%), although ratings for both modes have improved over the last six months. The public transport system is perceived as easier to use than six months ago, particularly for accessibility of stops/stations/ wharves. Service frequency and route coverage also contribute to ease of use. However, service unreliability – including too many delays, disruptions and breakdowns – continue to make public transport use challenging for some. (However, satisfaction with the provision of information about delays and disruptions has improved over the last 12 months). Almost two-thirds (63%) of passengers report that their public transport experience is better or the same as prior to the July 2018 service changes, up from 51% in May 2019.

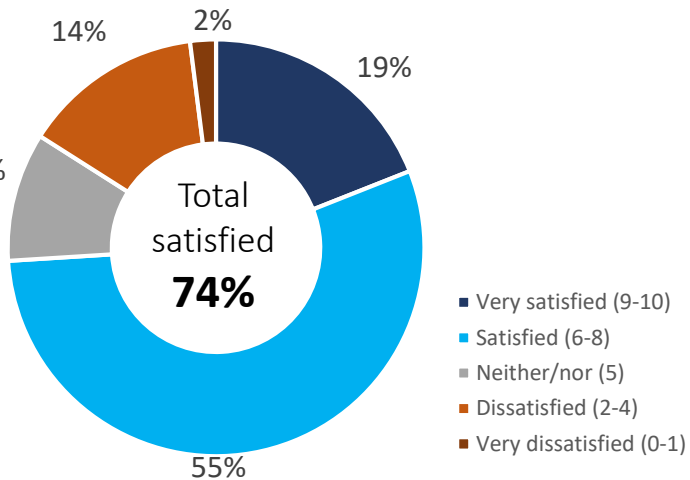
As a result of these improvements, public transport users report being more likely to recommend using public transport to others (up from 74% to 79%) and the Net Promoter Score has increased from -10 in May 2019 to +1 in November. In contrast to the last two rounds, this round there are more public transport promoters than detractors.

# Satisfaction with Public Transport System Overall

Thinking about your experience of public transport (including trains, buses and harbour ferries) in the Wellington region over the last three months, how satisfied or dissatisfied are you with the public transport system overall?

## Nov 2019 Results

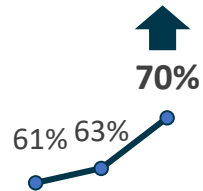
(Wellington city bus + train)



Base: n=2,997 (All passengers who answered this question)

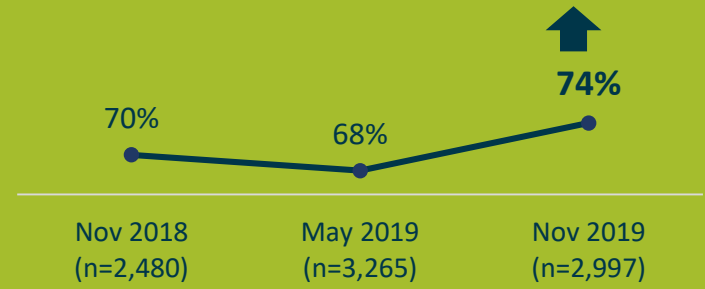
## Satisfaction by Mode

Wellington city bus

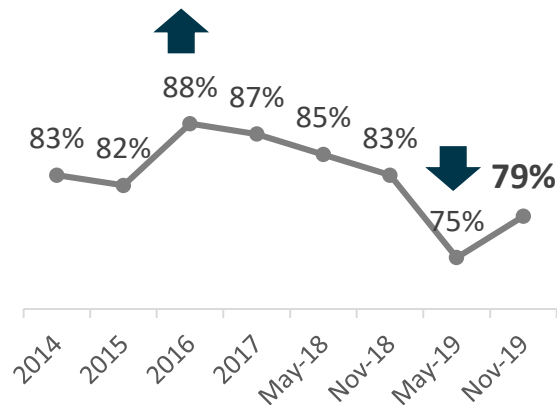


## Satisfaction Over Time

(Bus + train, weighted)



Arrows denote statistically significant change from previous round.



Passengers most satisfied

- ✓ SuperGold card users (85%)/those aged 65 years + (82%)
- ✓ Mana Metlink passengers (85%)
- ✓ Train passengers (79%), especially Kapiti line (83%)
- ✓ Those with private vehicle available (77%)



Passengers most dissatisfied

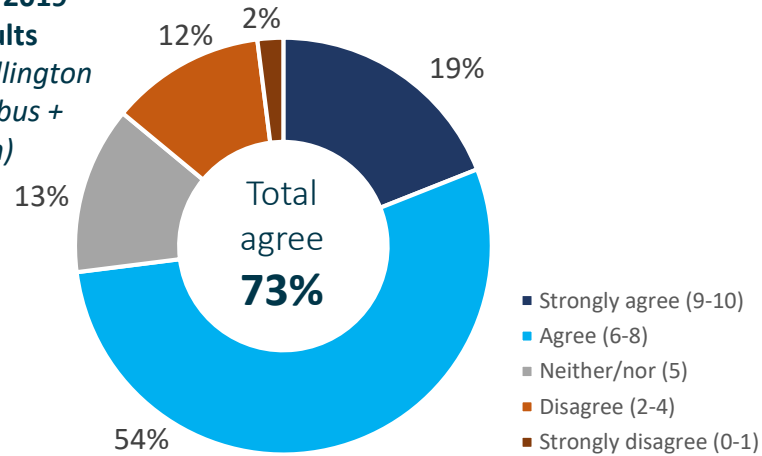
- ✗ Bus passengers (19%), especially NZ Bus Metlink (20%)
- ✗ Those with no private vehicle available (18%)

# Ease of Using Public Transport Services

How much do you agree or disagree that it is easy to use public transport services in the Wellington region?

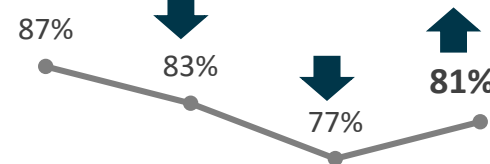
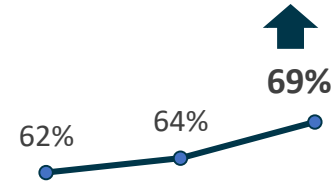
Nov 2019 Results

(Wellington city bus + train)



## Agreement by Mode

Wellington city bus



Passengers most agreeing

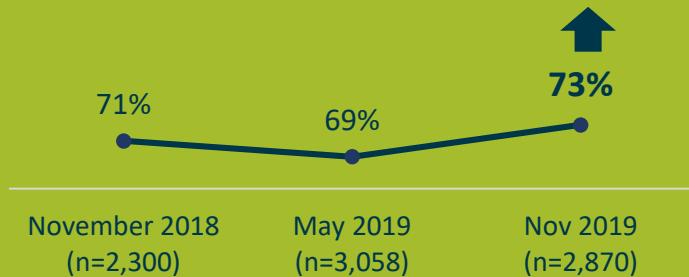
- ✓ Mana Metlink passengers (90%)
- ✓ Those using PT less often than once a week (82%)
- ✓ SuperGold card users (82%)
- ✓ Train passengers (81%), especially Kapiti (83%) and Johnsonville (83%) lines
- ✓ Off-peak travellers (77%), especially interpeak (78%)
- ✓ Those who have private vehicle available (77%)



Passengers most disagreeing

- ✗ Bus passengers (17%)
- ✗ Those with no private vehicle available (16%)

## Agreement Over Time (Bus + train, weighted)



Arrows denote statistically significant change from previous round.

# Why Easy to Use Public Transport Services

*Why is it easy to use public transport services in the Wellington region?*



Stops/station/wharves  
easily accessible  
*Especially*

25%  
*(up from  
20%)*

Major Stops	All Stops	Next Service
Wellington Station - Stop A	2:16 pm	2:28 pm, 2:40 pm, 2:52 pm, 3:04 pm, 3:16 pm, 3:28 pm, 3:40 pm, 3:52 pm, 4:04 pm, 4:16 pm, 4:28 pm, 4:40 pm, 4:50 pm, 4:57 pm, 5:01 pm
Courtenay Place at Blair Street	2:29 pm	2:41 pm, 2:53 pm, 3:05 pm, 3:17 pm, 3:29 pm, 3:41 pm, 3:53 pm, 4:05 pm, 4:17 pm, 4:29 pm, 4:41 pm, 4:53 pm, 5:05 pm, 5:12 pm, 5:17 pm
Wellington Hospital	2:38 pm	2:50 pm, 3:04 pm, 3:14 pm, 3:26 pm, 3:39 pm, 3:51 pm, 4:03 pm, 4:15 pm, 4:27 pm, 4:39 pm, 4:51 pm, 5:03 pm, 5:14 pm, 5:21 pm, 5:26 pm
Island Bay - The Parade	2:52 pm	3:10 pm, 3:22 pm, 3:32 pm, 3:44 pm, 3:56 pm, 4:08 pm, 4:20 pm, 4:32 pm, 4:44 pm, 4:56 pm, 5:08 pm, 5:20 pm, 5:30 pm, 5:37 pm, 5:41 pm

Frequent services

22%  
*(down from  
28%)*



Good route coverage  
(can get to most places)  
*Especially bus passengers (23%)*

20%  
*(down  
from 23%)*



Timetable information  
easy to understand  
*Especially those travelling for  
shopping/services (23%), aged 25-34  
years (18%)*

13%  
*(down  
from 17%)*

Range of payment  
options

*Especially bus passengers (13%), those  
with no private vehicle available (12%)*

9%  
*(down  
from 12%)*



Services run on  
time/reliable

*Especially train passengers (14% - esp.  
Johnsonville (19%) and Hutt Valley  
(14%) lines), those aged 18-34 years  
(13%), peak travellers (11%), those  
travelling for work (11%)*



9%  
*(down  
from 12%)*

Base: n=1,410 (Respondents who said it was easy to use public transport services and who gave a reason)

# Why Not Easy to Use Public Transport Services

*Why is it not easy to use public transport services in the Wellington region?*



Public transport not on time/delays

*Especially passengers aged 35-44 years (51%)*

**42%**  
*(up from 34%)*



Lack of seats onboard/overcrowding

*Especially those using PT every weekday (31%), passengers aged 25-34 years (30%)*

**21%**  
*(up from 20%)*



Service runs too infrequently

**18%**  
*(down from 27%)*



Too many delays, disruptions, breakdowns

*Especially afternoon peak passengers (25%)*

**17%**  
*(up from 5%)*



Recent changes to PT system generally

*Especially those aged 45-59 years (33%), NZ Bus Metlink passengers (18%)*

**13%**  
*(unchanged)*



Lack of payment options/places to buy tickets

*Especially NZ Bus Metlink passengers (18%)*

**13%**  
*(up from 4%)*

Base: n=368 (Respondents who said it was not easy to use public transport services and who gave a reason)

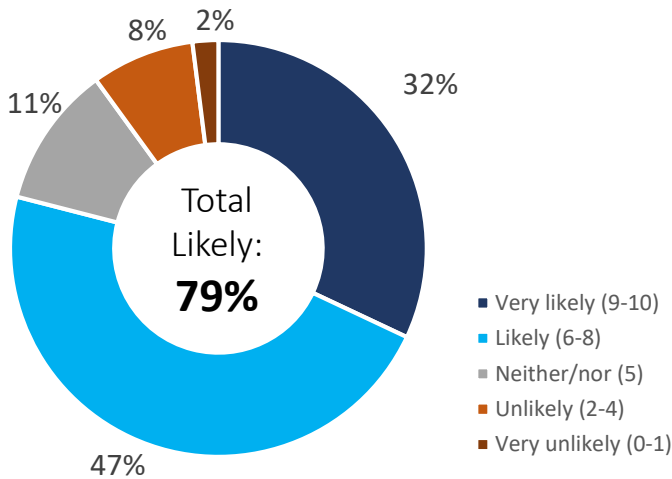


# Likelihood of Recommending Public Transport

How likely or unlikely is it that you would recommend using public transport to a friend or a colleague?

## Nov 2019 Results

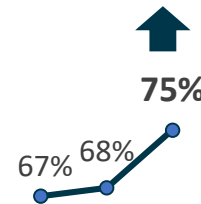
(Wellington city bus + train)



Base: n=2,910 (All passengers who answered this question)

## Likelihood by Mode

Wellington city bus

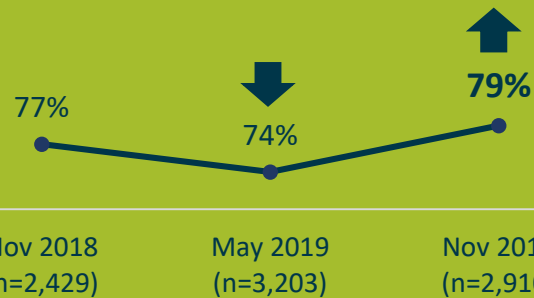


## Likelihood of Recommendation by Operator (%)

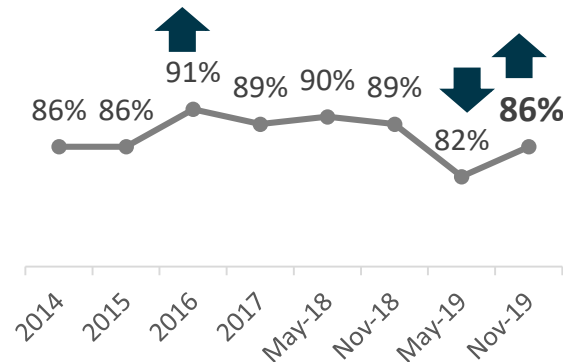
Mana Metlink	<b>89%</b>
Transdev	<b>86%</b>
Tranzurban Metlink	<b>76%</b>
NZ Bus Metlink	<b>73%</b>

## Likelihood of Recommending Over Time

(Bus + train, weighted)



Arrows denote statistically significant change from previous round.



**Passengers most satisfied**

- ✓ Mana Metlink passengers (89%)
- ✓ SuperGold card users (89%)
- ✓ Train passengers (86%), especially Kapiti line (88%)
- ✓ Those who have private vehicle available (84%)



**Passengers most dissatisfied**

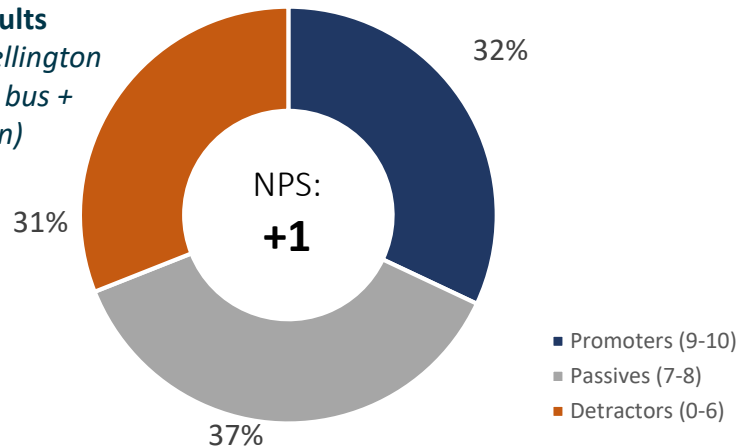
- ✗ Bus passengers (12%), especially NZ Bus Metlink passengers (14%)
- ✗ Those who don't have private vehicle available (12%)

# Net Promoter Score\*

How likely or unlikely is it that you would recommend using public transport to a friend or a colleague?

## Nov 2019 Results

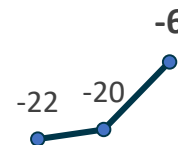
(Wellington city bus + train)



Base: n=2,910 (All passengers who answered this question)

## Net Promoter Score by Mode

Wellington city bus

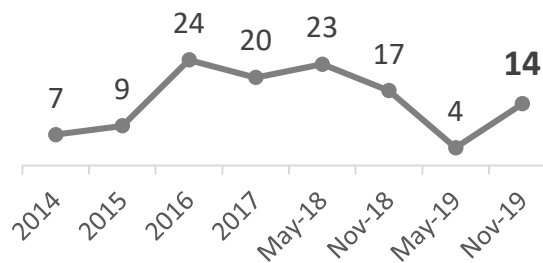
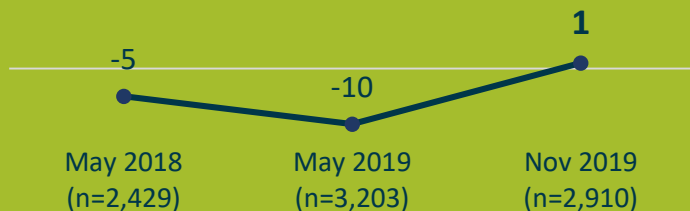


## Net Promoter Score by Operator (%)

Mana Metlink	<b>+26</b>
Transdev	<b>+14</b>
Tranzurban Metlink	<b>-4</b>
NZ Bus Metlink	<b>-12</b>

## Net Promoter Score Over Time

(Wellington city bus + train, weighted)



**Highest NPS scores**

- ✓ SuperGold card users (+38)/those aged 65 years + (+35)
- ✓ Mana Metlink passengers (+26)
- ✓ Those using PT less often than once a week (+25)
- ✓ Those attending a personal appointment (+17)
- ✓ Train passengers (+14), especially Kapiti (+22) and Johnsonville (+16) lines



**Lowest NPS scores**

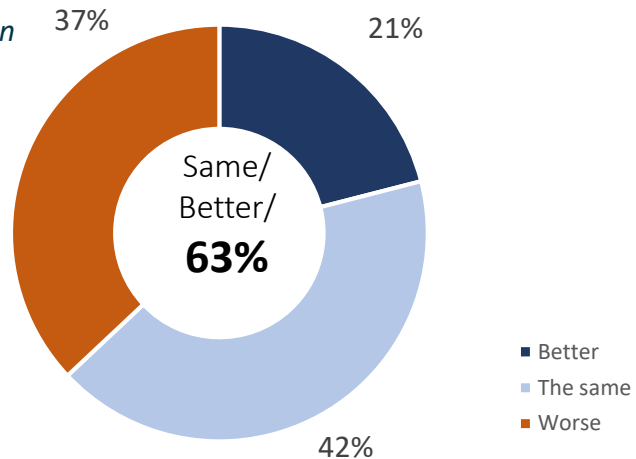
- ✗ Those travelling for school (-18) or tertiary study (-13)
- ✗ NZ Bus Metlink (-12)
- ✗ Gender diverse (-10)
- ✗ Those aged 15-17 years (-10)

\* Net Promoter Score (NPS) is a measure of customer loyalty, that is, the likelihood that customers will recommend the service to others. Customers are classified into one of three categories – Promoters (rating 9-10), Passives (rating 7-8) and Detractors (rating 0-6). The NPS is calculated by deducting the share of Detractors from the share of Promoters. Generally a value over 0% is considered good; a value over 50% is considered excellent.

# Impact of Recent Bus Service Changes

Compared to earlier this year, how would you describe your experience using the bus service today?

**Nov 2019 Results**  
(Wellington city bus + train)



Base: n=1,593 (All bus passengers who answered this question)

## Impact of Recent Changes By Operator

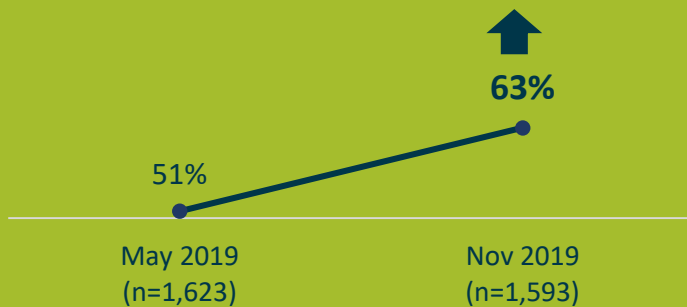
	Same/Better	Worse
Mana Metlink	92%	8%
Tranzurban Metlink	66%	34%
NZ Bus Metlink	58%	42%



**Passengers better off**

- ✓ Those using PT every day (32%)
- ✓ Tranzurban passengers (28%)
- ✓ Off-peak travellers (26%), especially interpeak (26%)

## Impact of Recent Bus Service Changes Over Time (Bus + train, weighted)

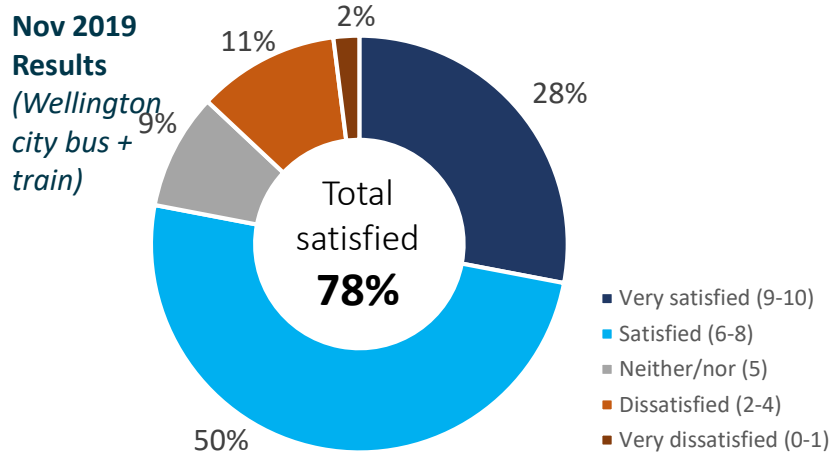


**Passengers worst off**

- ✗ Those using PT every weekday (48%)
- ✗ Peak travellers (42%), especially afternoon peak (43%)
- ✗ Those travelling for work (43%)
- ✗ NZ Bus Metlink passengers (42%)

# Satisfaction with Travel Time

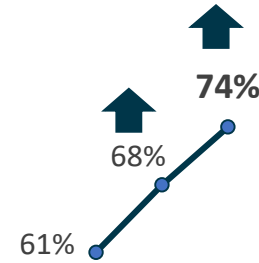
Thinking about your experience of public transport (including trains, buses and harbour ferries) in the Wellington region over the last three months, how satisfied or dissatisfied are you with the travel time (considering the distance you travel)?



Base: n=3,045 (All passengers who answered this question)

## Satisfaction by Mode

Wellington city bus

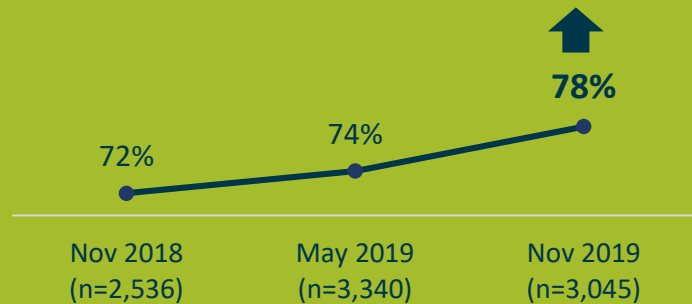


**Passengers most satisfied**

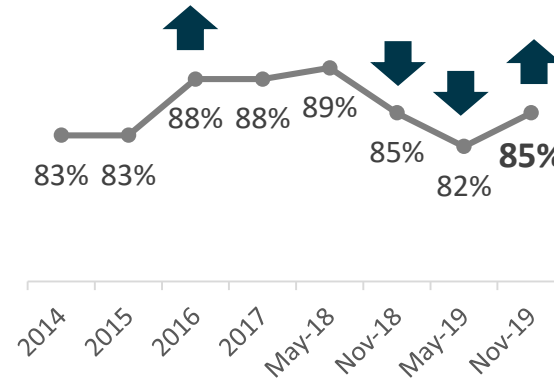
- ✓ SuperGold card users (91%)/those aged 65 years + (90%)
- ✓ Train passengers (85%), especially Johnsonville (88%) and Hutt Valley (86%) line
- ✓ Those with a private vehicle available (81%)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.

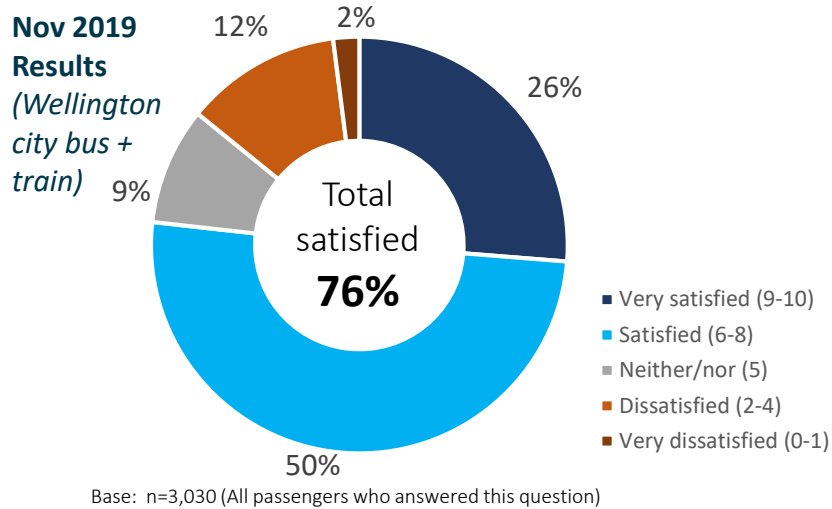


**Passengers most dissatisfied**

- ✗ Wairarapa line users (29%)
- ✗ Those using PT every day (18%)
- ✗ Bus passengers (16%), especially Tranzurban Metlink (18%)

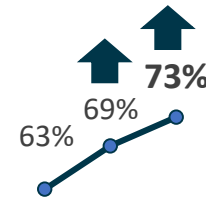
# Satisfaction with Ease of Getting PT Information

Thinking about your experience of public transport (including trains, buses and harbour ferries) in the Wellington region over the last three months, how satisfied or dissatisfied are you with the ease of getting information about public transport routes and timetables?



## Satisfaction by Mode

Wellington city bus

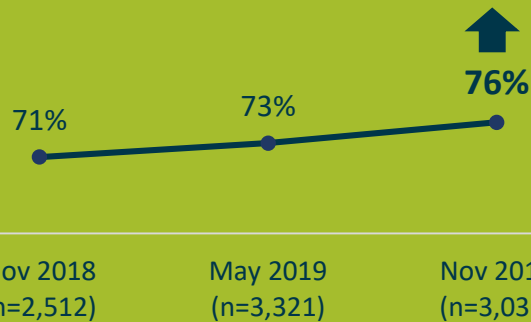


**Passengers most satisfied**

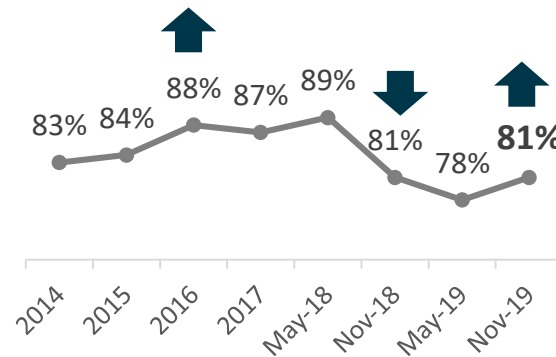
- ✓ Mana Metlink passengers (86%)
- ✓ Those using PT less often than once a week (84%)
- ✓ Train passengers (81%), especially Kapiti line (83%)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.



**Passengers most dissatisfied**

- ✗ Bus passengers (16%) especially NZ Bus Metlink (18%)

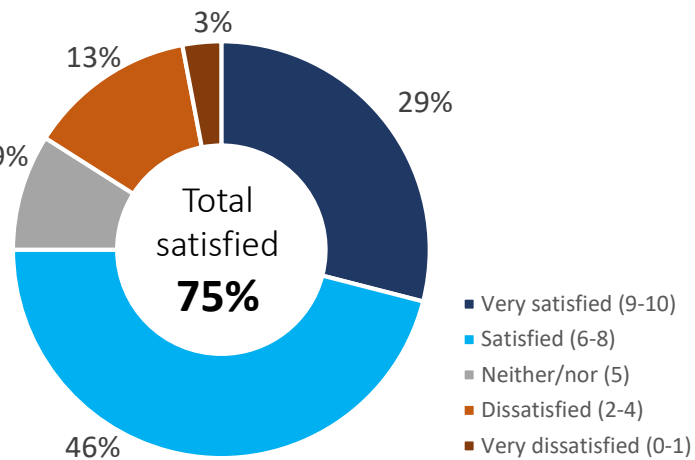


# Satisfaction with Convenience of Paying for PT

Thinking about your experience of public transport (including trains, buses and harbour ferries) in the Wellington region over the last three months, how satisfied or dissatisfied are you with how convenient it is to pay for public transport?

## Nov 2019 Results

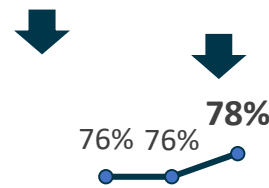
(Wellington city bus + train)



Base: n=3,023 (All passengers who answered this question)

## Satisfaction by Mode

Wellington city bus

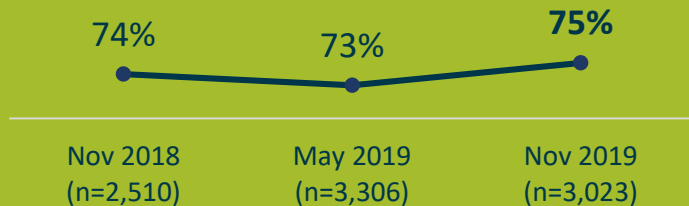


Passengers most satisfied

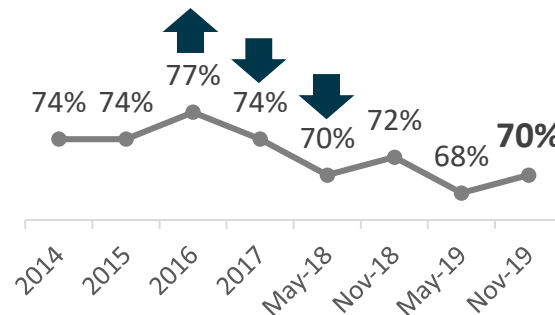
- ✓ SuperGold card users (90%)
- ✓ Those aged 60 years + (86%)
- ✓ Weekend travellers (80%)
- ✓ Bus passengers (78%)

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.



Passengers most dissatisfied

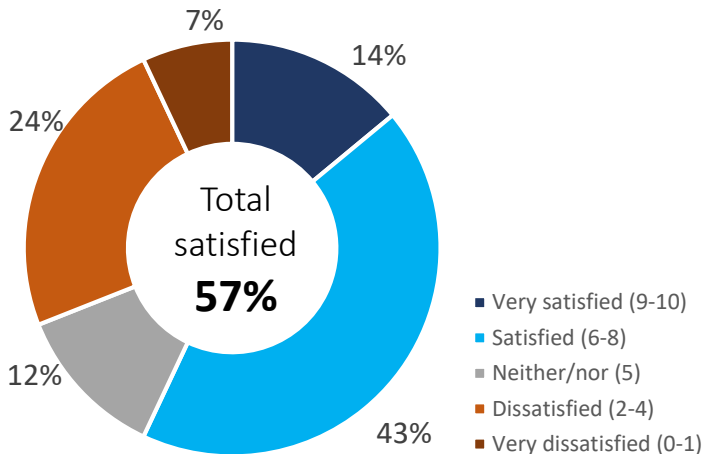
- ✗ Those aged 25-34 years (21%)
- ✗ Train passengers (20%)
- ✗ Peak travellers (18%)

# Satisfaction with Information about Delays, Disruptions

Thinking about your experience of public transport (including trains, buses and harbour ferries) in the Wellington region over the last three months, how satisfied or dissatisfied are you with information about service delays or disruptions?

## Nov 2019 Results

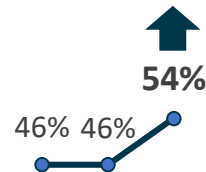
(Wellington city bus + train)



Base: n=2,986 (All passengers who answered this question)

## Satisfaction by Mode

Wellington city bus

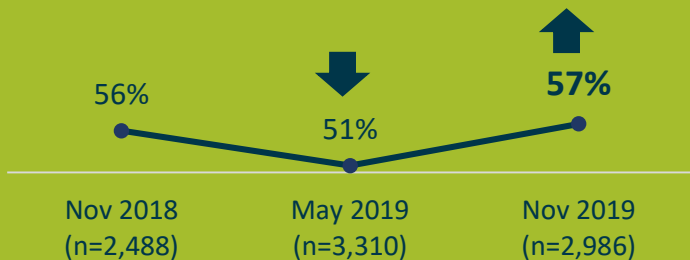


### Passengers most satisfied

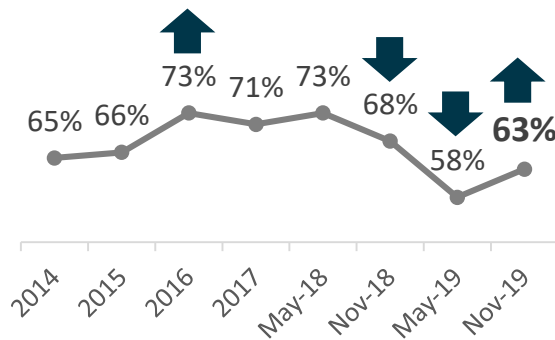
- ✓ Mana Metlink passengers (73%)
- ✓ Using PT less often than once a week (71%)
- ✓ SuperGold card users (70%)/those aged 65 years + (69%)
- ✓ Train passengers (63%), especially Johnsonville (68%) and Hutt Valley (64%) lines

## Satisfaction Over Time

(Wellington city bus + train, weighted)



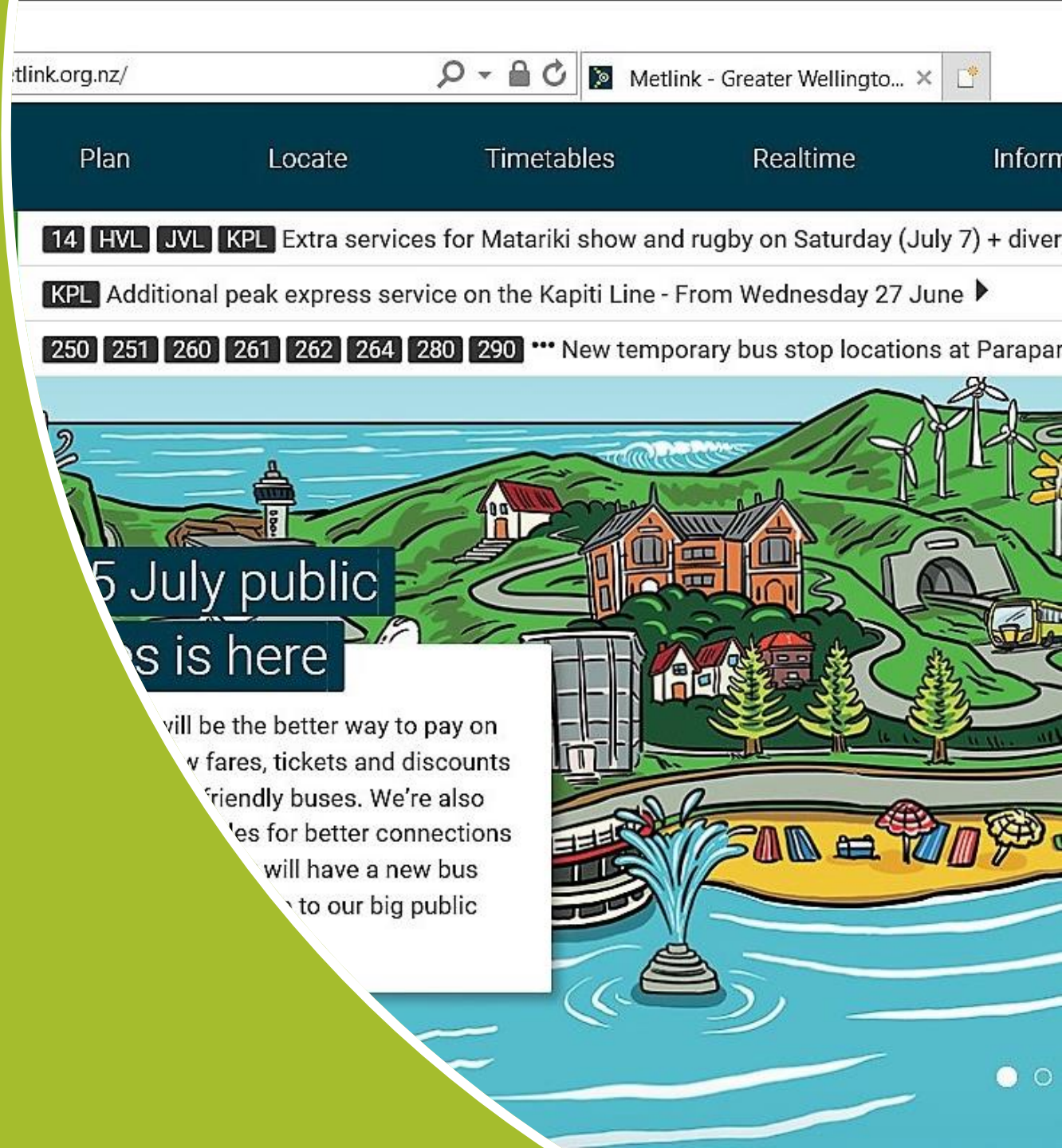
Arrows denote statistically significant change from previous round.



### Passengers most dissatisfied

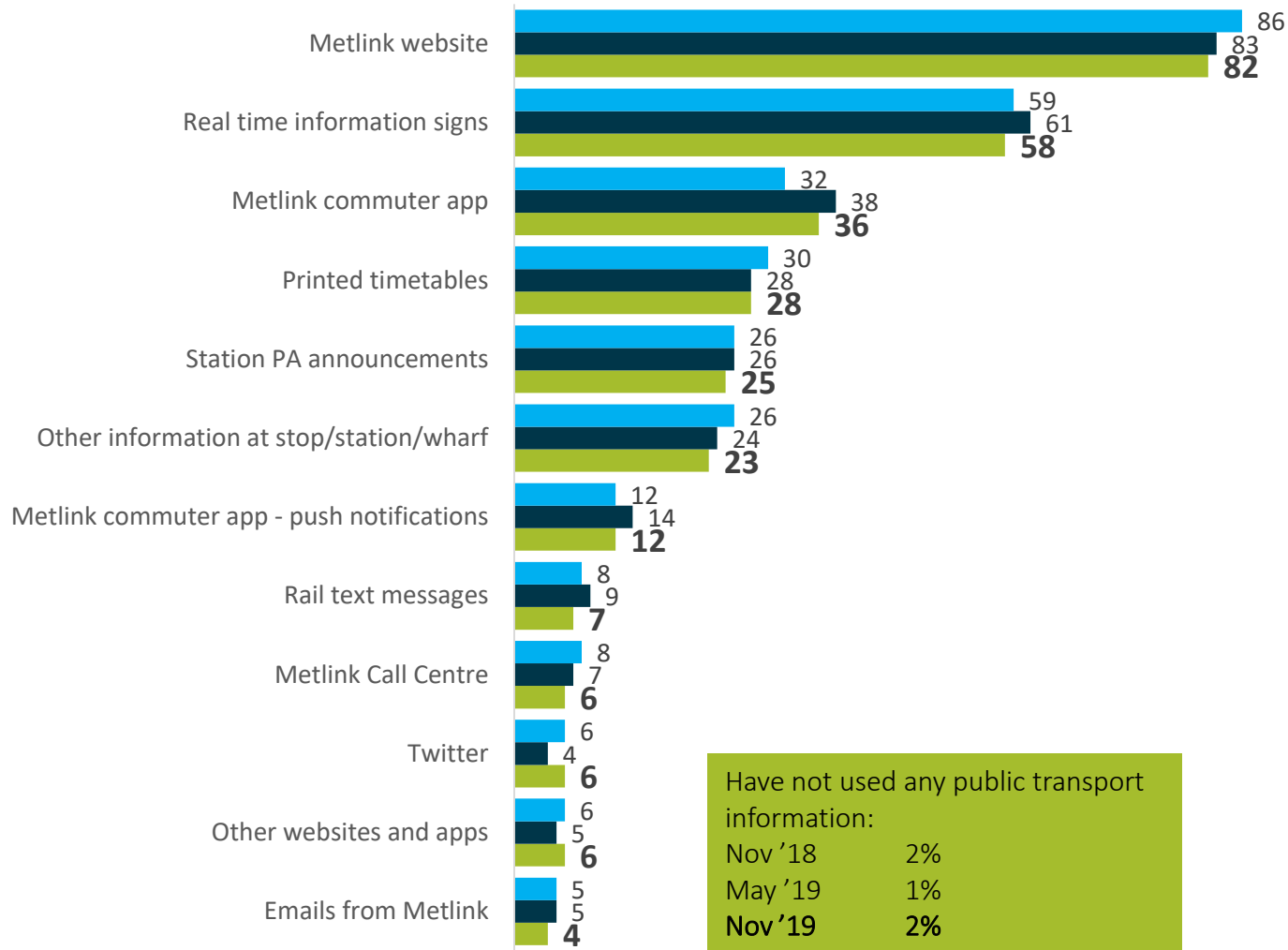
- ✗ Bus passengers (33%), especially Tranzurban Metlink (34%) and NZ Bus Metlink (34%)

# Passenger Perspectives on Public Transport Information



# Sources of Public Transport Information

Thinking about the last three months, which of the following ways have you used to get information about public transport services in Wellington?



Almost all passengers (98% in November 2019) report having used some form of public transport information in the last three months.

The Metlink website continues to be the most frequently used source of public transport information (82% - and 90% of train passengers), and use is stable from six months ago. Whilst still frequently used, the share utilising real time information signs has declined over the last six months, down from 61% to 58%.

The share of passengers relying on hard-copy information (printed timetables and other information at stops and stations, most typically timetable signs) has remained stable over the last six months.

■ Nov-18 ■ May-19 ■ Nov-19

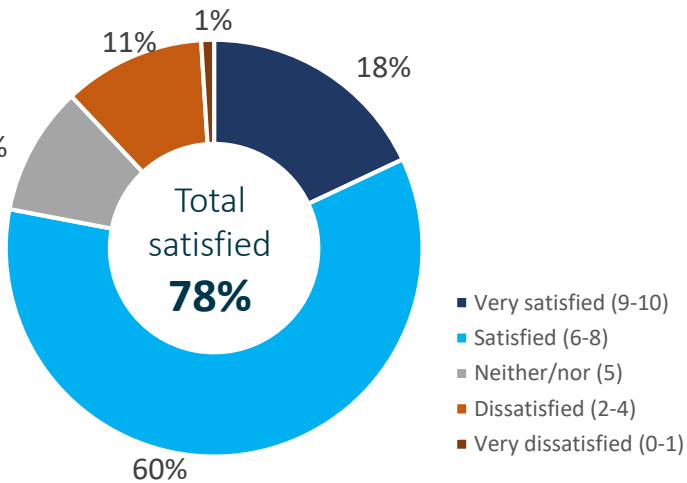
Base: Nov '18 n=2,202; May '19 n=2,986; Nov '19 n=2,685  
(All respondents who answered this question)

# Satisfaction with PT Information Currently Available

Overall, how satisfied or dissatisfied are you with the information about public transport services that is currently available?

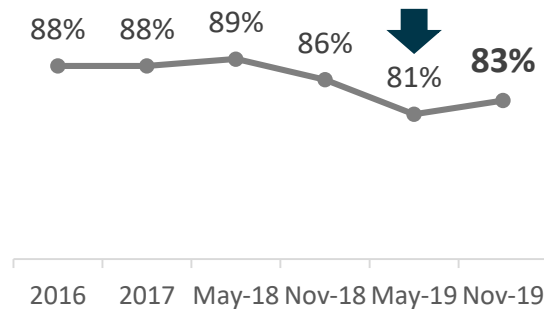
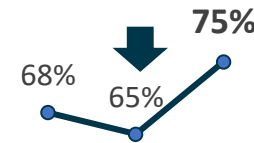
## Nov 2019 Results

(Wellington city bus + 10% train)



Base: n=2,691 (All passengers who answered this question)

## Satisfaction by Mode (Unweighted)

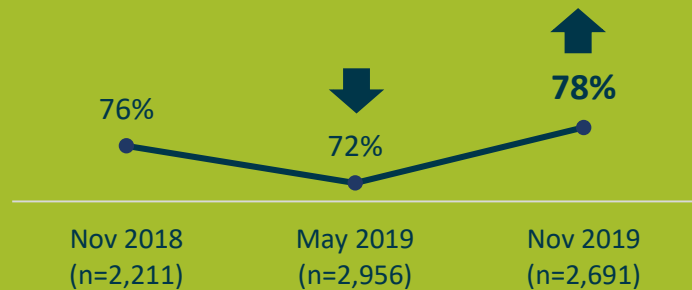


### Passengers most satisfied

- ✓ Mana Metlink passengers (88%)
- ✓ Those travelling to visit friends and relatives (87%)
- ✓ Those using PT less often than once a week (86%)
- ✓ Train passengers (83%), especially Johnsonville (87%) and Kapiti (84%) lines

## Satisfaction Over Time

(Wellington city bus + train, weighted)



Arrows denote statistically significant change from previous round.

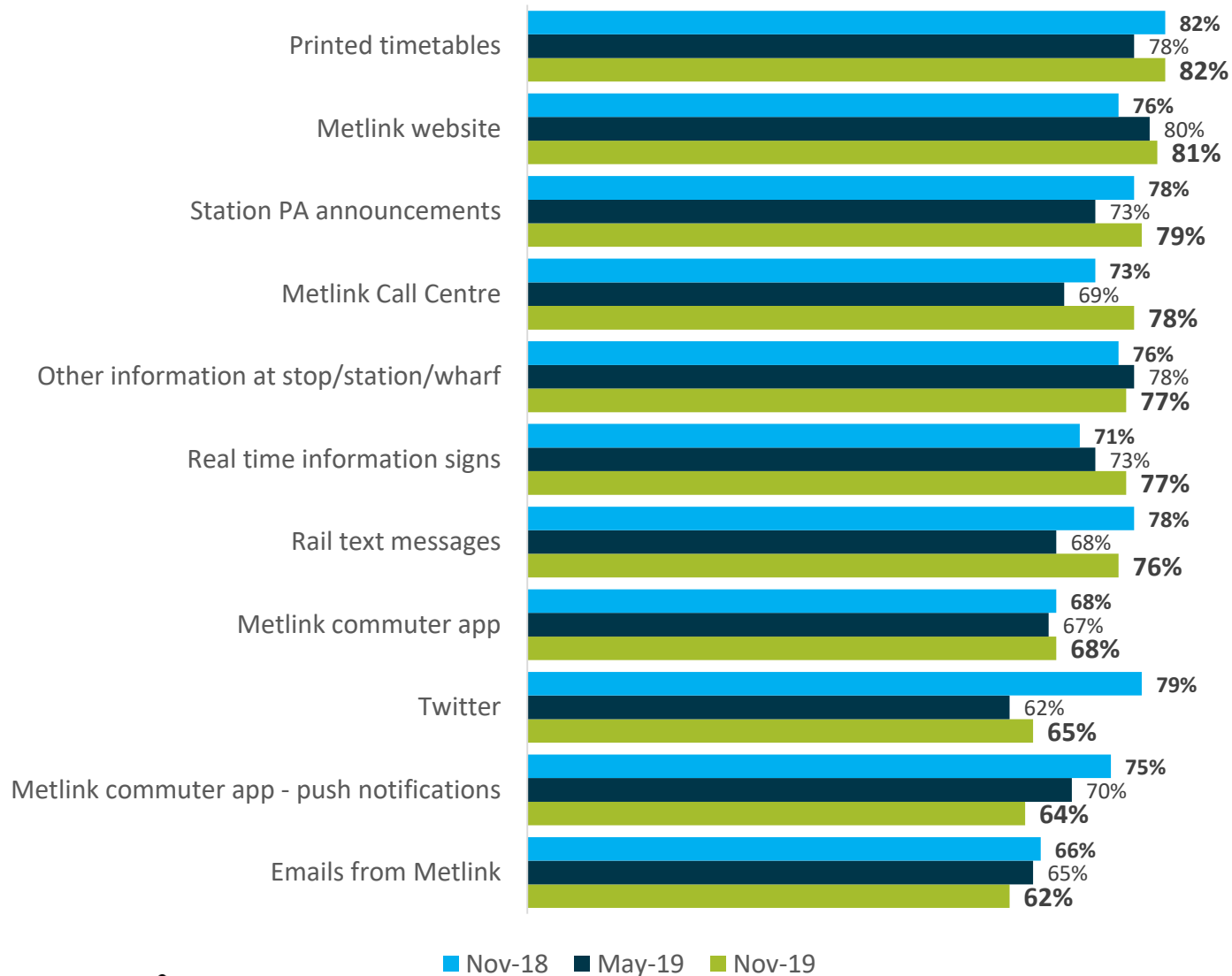


### Passengers most dissatisfied

- ✗ Those who are gender diverse (27%)
- ✗ Those aged 60-64 years (20%)
- ✗ Bus passengers (15%), especially NZ Bus Metlink (15%)



# Satisfaction with Sources of Public Transport Information



■ Nov-18 ■ May-19 ■ Nov-19

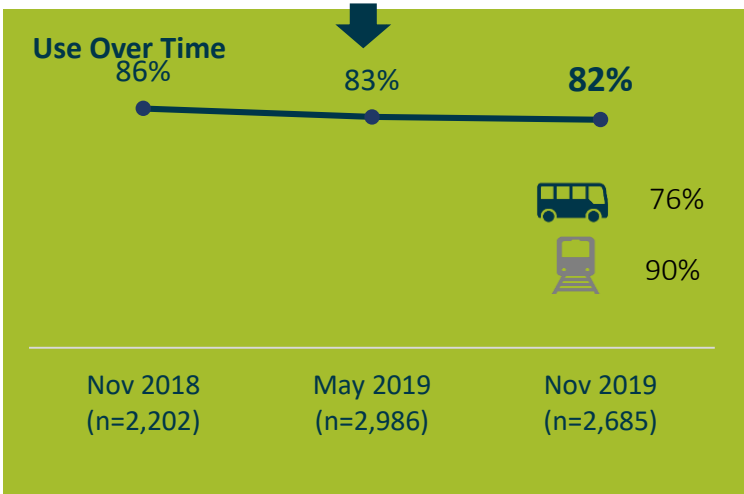
*Base sizes vary by source of information*

Satisfaction with almost all sources of public transport information available has improved over the last six months, the increases being most notable the Metlink Call Centre (satisfaction up from 69% to 78%) and rail text messages (satisfaction up from 68% to 76%). The most notable decline in satisfaction over the last six months is for Metlink commuter app – push notifications, the share of users satisfied down from 70% in May 2019 to 64% in November 2019. Satisfaction with sources of public transport information remain most positive for printed timetables (82%), particularly among train passengers (91%).

Real time information signs continue to provide the greatest opportunity to improve passengers' satisfaction with public transport information, through ensuring that the information on existing signs is accurate, that signs are positioned to ensure maximum visibility, and the installation of more signs. Passengers also call for improved information about delays and disruptions – ensuring that this information is provided in a timely way so it can be acted on, it is accurate and easy to understand, and providing it via a range of channels, including online, via text and email and also clearly communicated at stops and stations.

# Metlink Website or Mobile Sites

Use In Last 3 Months



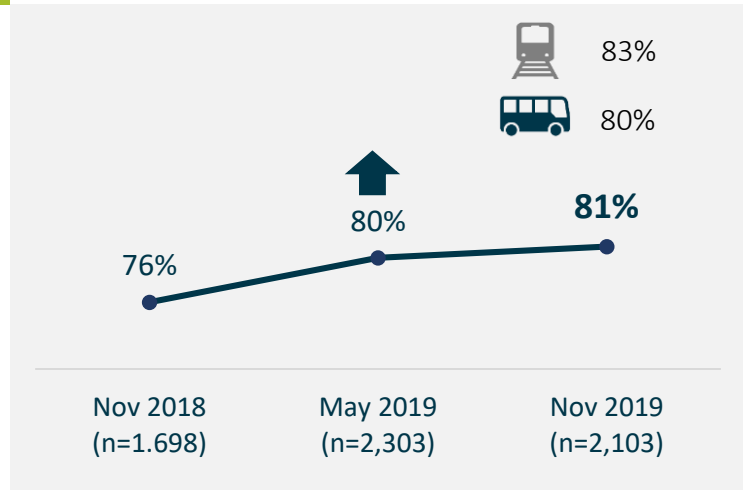
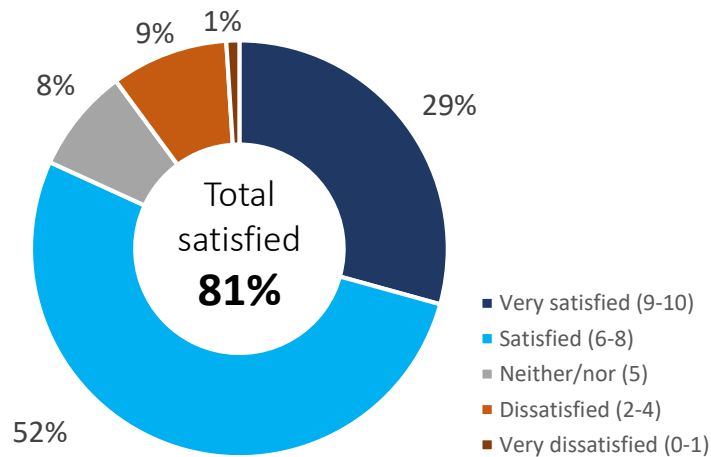
### User Profile

- ✓ Train passengers (90%), especially Melling line (97%)
- ✓ Those aged 35-44 years (86%)
- ✓ Those travelling for work (85%)
- ✓ Peak travellers (84%)

### Non-User Profile

- ✗ SuperGold card users (33%)
- ✗ Those travelling for a personal appointment (32%)
- ✗ Bus passengers (24%)
- ✗ Off-peak travellers (23%)

Satisfaction



**Passengers most satisfied**

- ✓ Off-peak travellers (84%), especially interpeak travellers (87%)



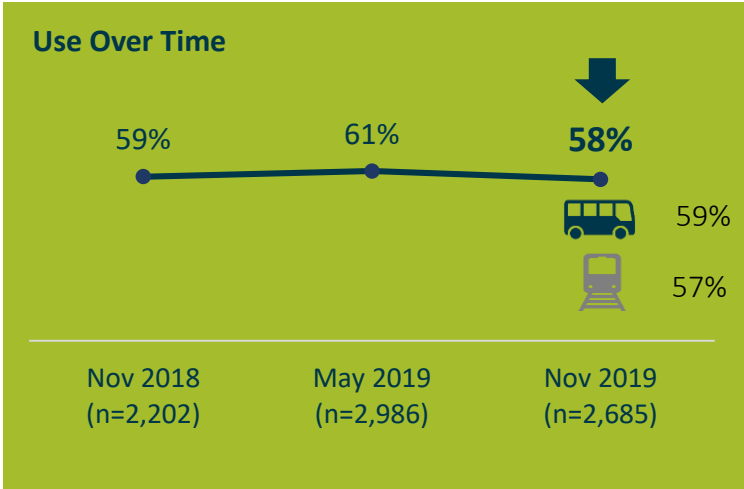
**Passengers most dissatisfied**

- ✗ (None)

Arrows denote statistically significant change from previous round.

# Real Time Information at Stops/Stations/Wharves

Use In Last 3 Months



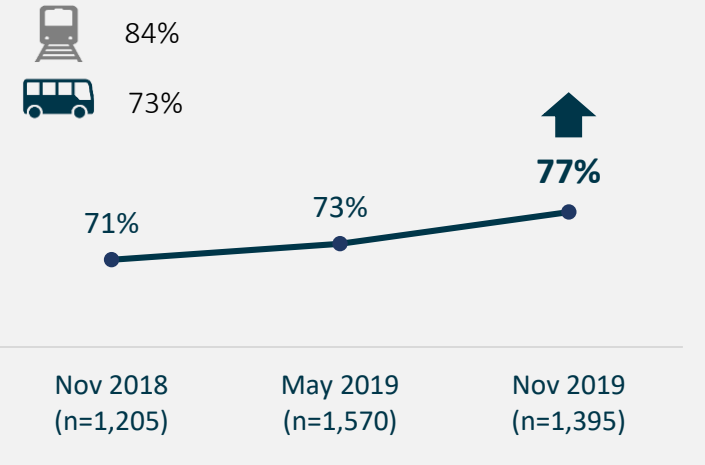
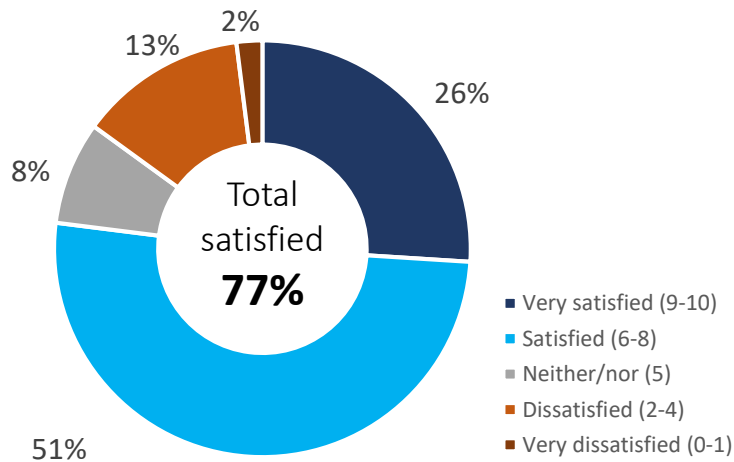
### User Profile

- ✓ Peak travellers (62%), especially the morning peak (63%)
- ✓ Those who have a private vehicle available (61%)
- ✓ Those travelling for work (61%)

### Non-User Profile

- ✗ Those paying with cash (53%)
- ✗ Interpeak travellers (50%)

Satisfaction



**Passengers most satisfied**

- ✓ Interpeak travellers (85%)
- ✓ Train passengers (84%), especially Hutt Valley line (85%)



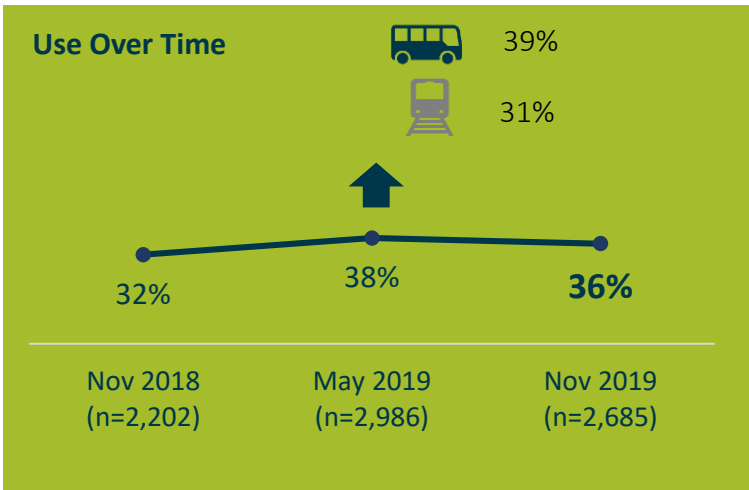
**Passengers most dissatisfied**

- ✗ Bus passengers (20%), especially NZ Bus Metlink (21%)

Arrows denote statistically significant change from previous round.

# Metlink Commuter App

Use In Last 3 Months



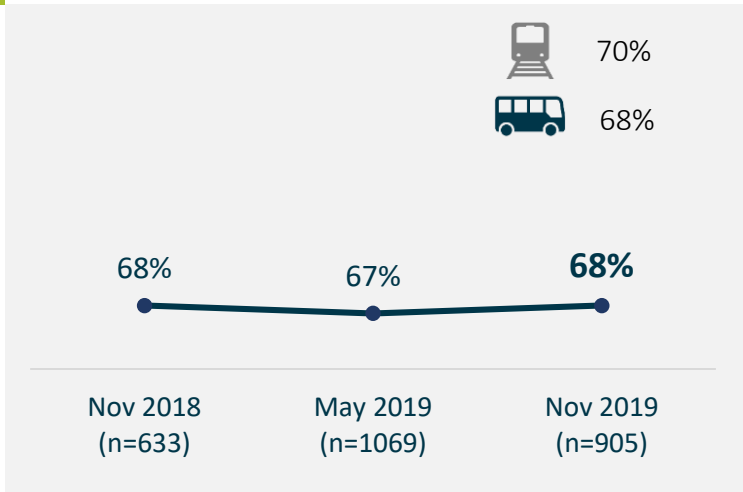
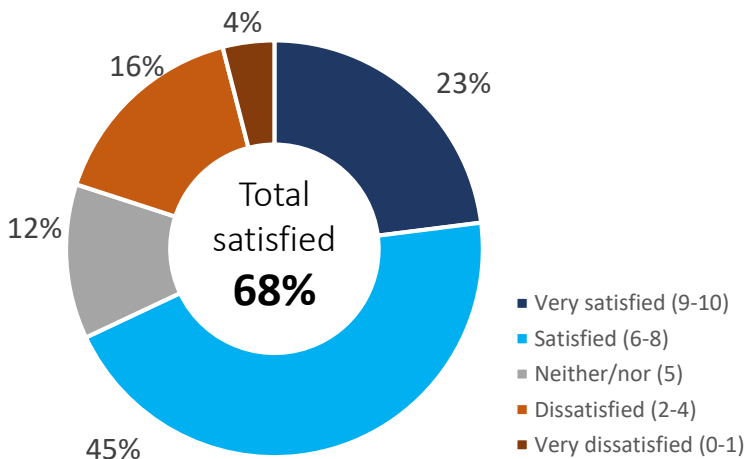
## User Profile

- ✓ Those travelling for tertiary study (51%) or work (39%)
- ✓ Tranzurban Metlink passengers (41%)
- ✓ Bus passengers (39%)
- ✓ Peak travellers (38%), particularly morning peak (40%)
- ✓ Those who have a private vehicle available (39%)

## Non-User Profile

- ✗ Those paying with cash (83%)
- ✗ Those travelling to visit friends/relatives (81%)
- ✗ Those aged 15-17 years (80%)
- ✗ SuperGold card users (77%)
- ✗ Train passengers (70%), especially Kapiti (71%) and Hutt Valley (71%) lines
- ✗ Off-peak travellers (69%)
- ✗ Those who don't have a private vehicle available (67%)

Satisfaction



😊 **Passengers most satisfied**

✓ (None)

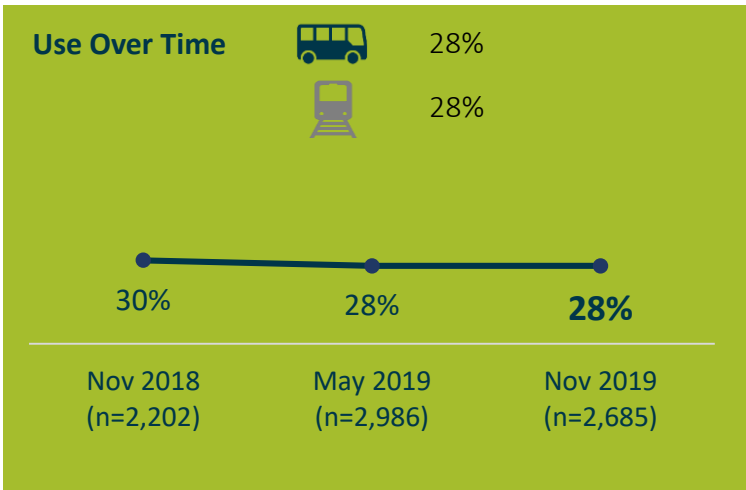
😞 **Passengers most dissatisfied**

✗ (None)

Arrows denote statistically significant change from previous round.

# Printed Timetables

Use In Last 3 Months



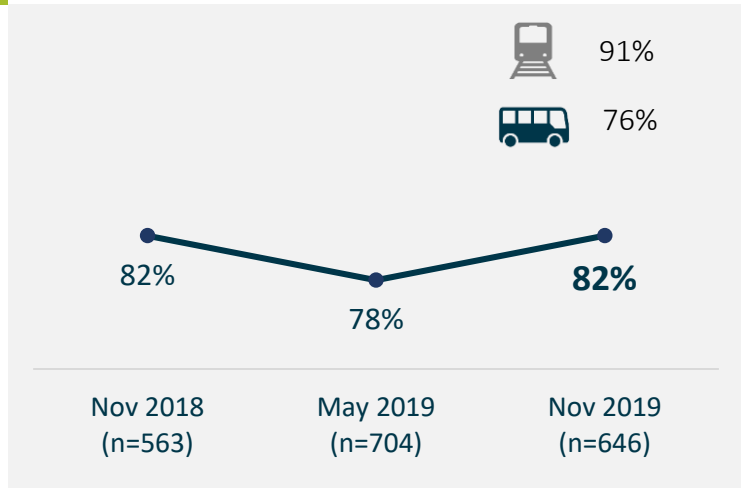
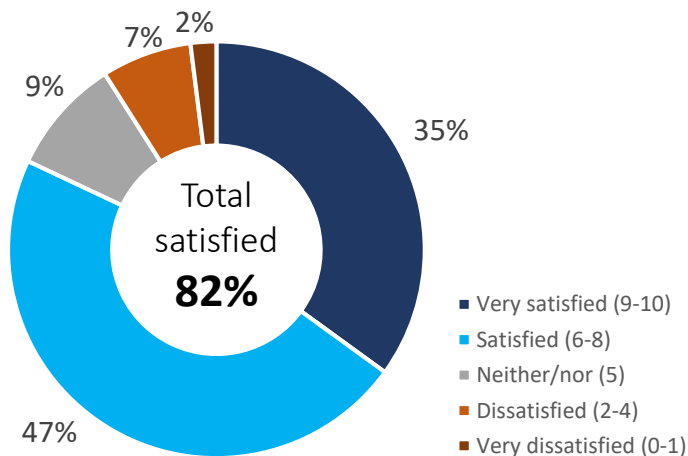
## User Profile

- ✓ SuperGold card users (49%)/those aged 65 years + (51%)
- ✓ Those travelling for a personal appointment (41%) or to visit friends/relatives (39%)
- ✓ Interpeak travellers (33%)

## Non-User Profile

✗ (None)

Satisfaction



**Passengers most satisfied**

- ✓ SuperGold card users (98%)/those aged 65 years + (96%)
- ✓ Train passengers (91%), especially Johnsonville line (97%)
- ✓ Males (88%)



**Passengers most dissatisfied**

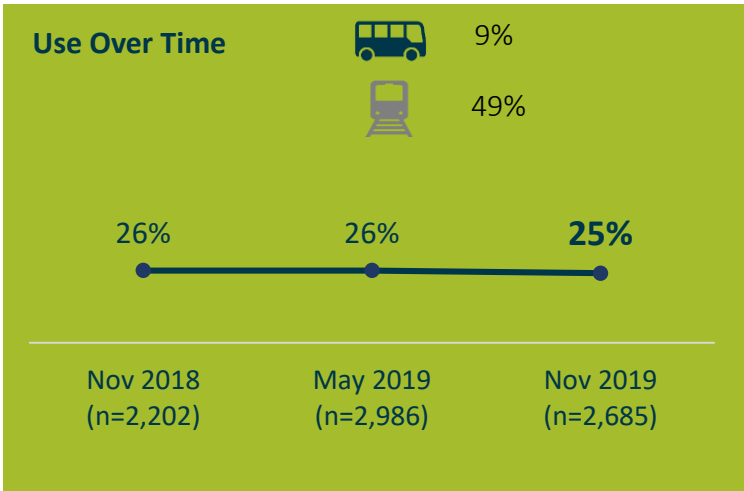
- ✗ Bus passengers (13%), especially NZ Bus Metlink (16%)

Arrows denote statistically significant change from previous round.



# Station PA Announcements

Use In Last 3 Months



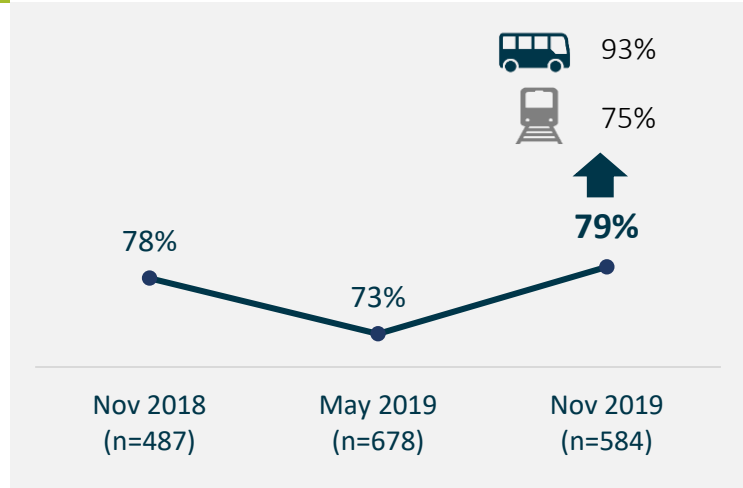
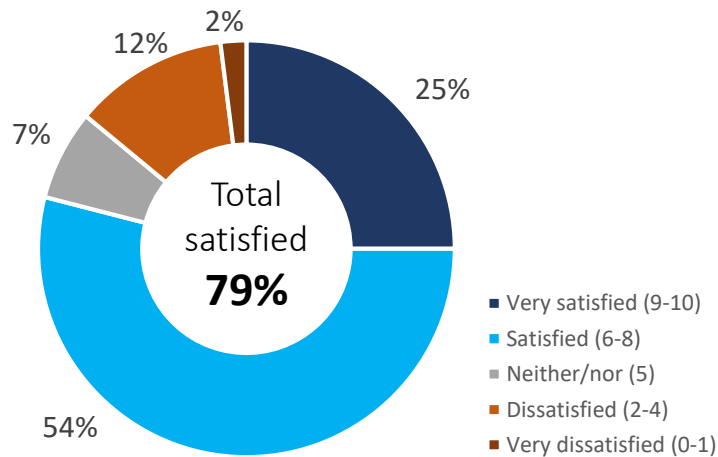
## User Profile

- ✓ Train passengers (49%)
- ✓ Those aged 45-59 years (34%)
- ✓ Peak travellers (29%), particularly afternoon peak (31%)
- ✓ Those who have a private vehicle available (30%)
- ✓ Those travelling for work (29%)

## Non-User Profile

- ✗ Bus passengers (91%)
- ✗ Those aged 15-24 years (85%)
- ✗ Off-peak travellers (84%), particularly weekend travellers (84%)
- ✗ Those paying with cash (84%)
- ✗ Those who don't have a private vehicle available (80%)

Satisfaction



**Passengers most satisfied**

- ✓ SuperGold card users (98%)
- ✓ Bus passengers (93%), especially Tranzurban Metlink (94%)



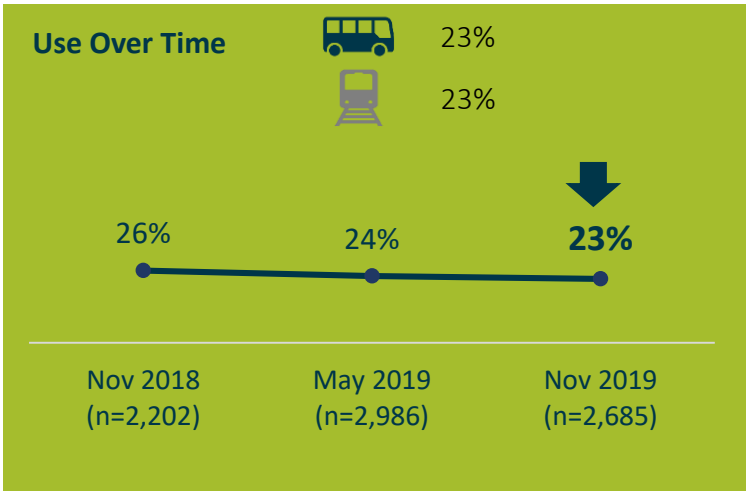
**Passengers most dissatisfied**

- ✗ Those aged 45-59 years (20%)
- ✗ Train passengers (16%)

Arrows denote statistically significant change from previous round.

# Other Information Provided at Stop/Station/Wharf

Use In Last 3 Months



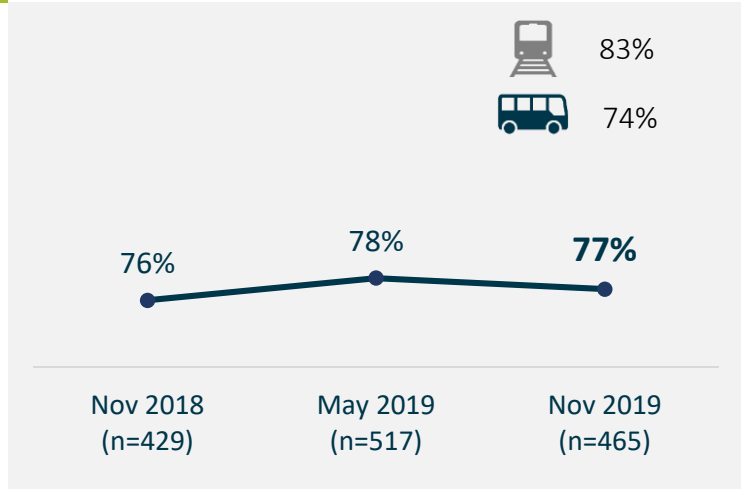
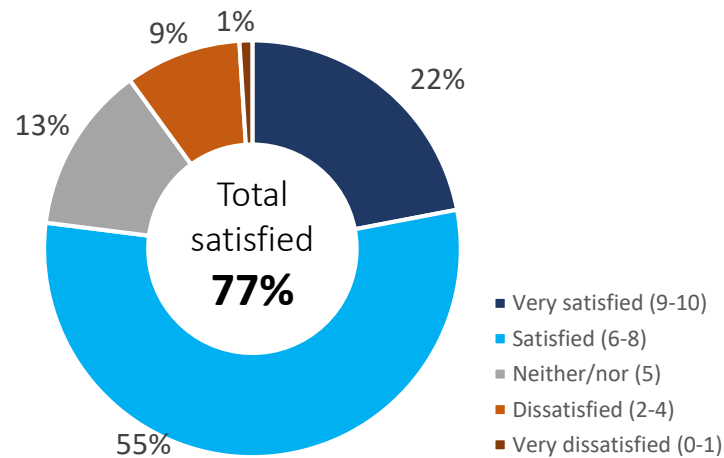
**User Profile**

- ✓ Tranzurban Metlink passengers (28%)

**Non-User Profile**

- ✗ (None)

Satisfaction



**Passengers most satisfied**

- ✓ Train passengers (84%)



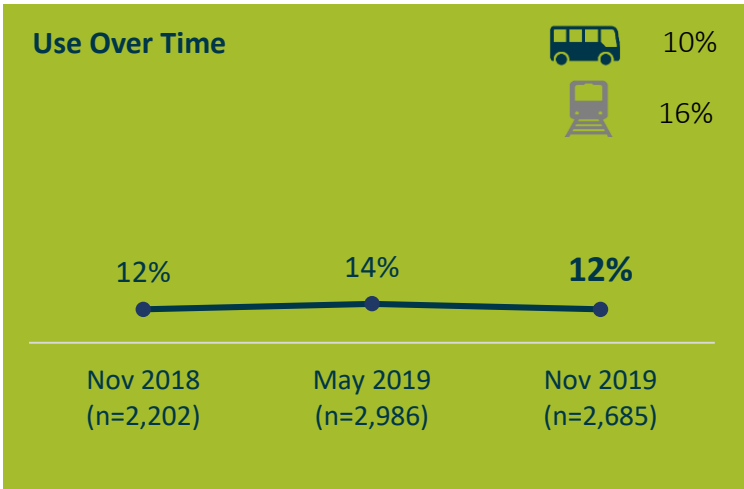
**Passengers most dissatisfied**

- ✗ Afternoon peak travellers (17%)
- ✗ Outbound travellers (15%)

Arrows denote statistically significant change from previous round.

# Metlink Commuter App – Push Notifications

Use In Last 3 Months



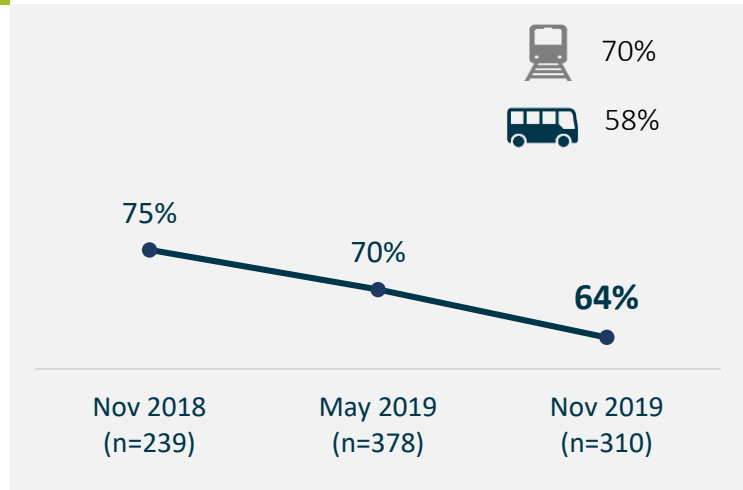
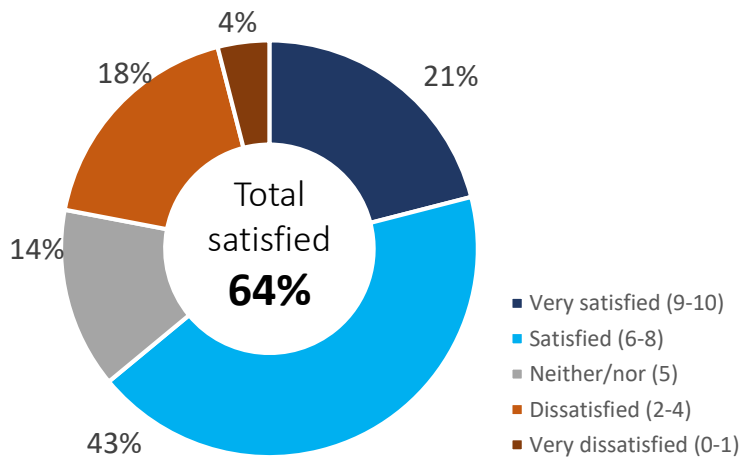
### User Profile

- ✓ Train passengers (16%)
- ✓ Those aged 45-59 years (16%)
- ✓ Those travelling for work (15%)
- ✓ Peak travellers (14%)
- ✓ Those who have a private vehicle available (14%)

### Non-User Profile

- ✗ Those travelling to visit friends/relatives (98%), for shopping/services (4%) or a personal appointment (95%)
- ✗ Those paying with cash (97%)
- ✗ SuperGold card users (95%)/those aged 65 years + (95%)
- ✗ Off-peak travellers (92%), especially weekend travellers (93%)
- ✗ Bus passengers (90%)

Satisfaction



Passengers most satisfied

✓ Females (71%)



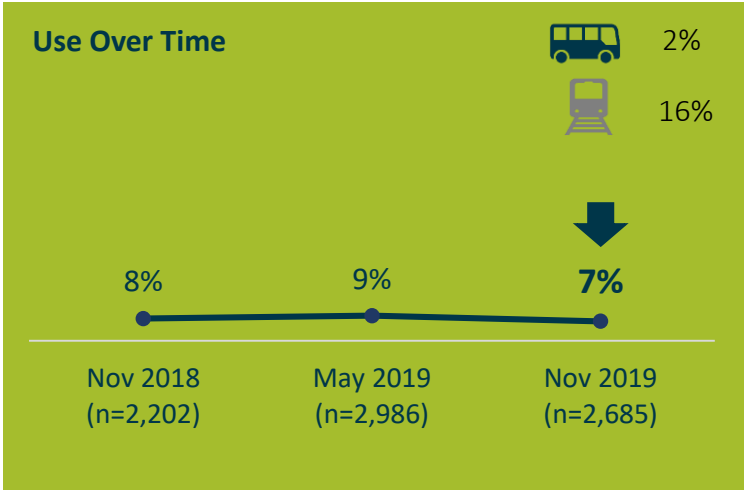
Passengers most dissatisfied

✗ Males (31%)

Arrows denote statistically significant change from previous round.

# Rail Text Messages

Use In Last 3 Months



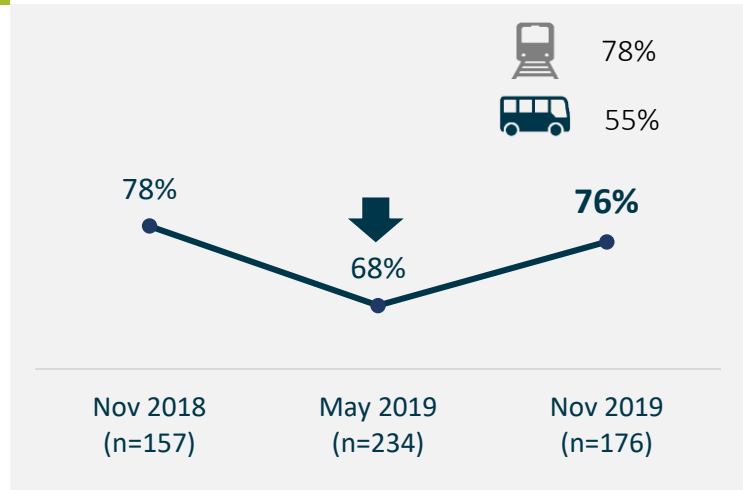
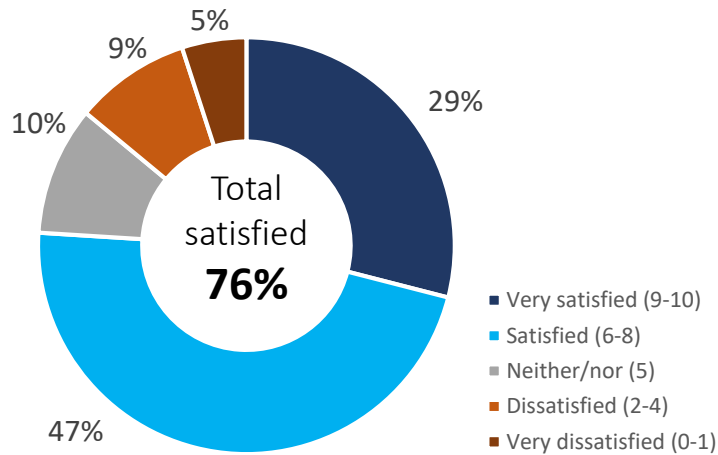
### User Profile

- ✓ Train passengers (16%)
- ✓ Those aged 45-64 years (13%)
- ✓ Peak travellers (9%), particularly afternoon peak (10%)
- ✓ Those who have a private vehicle available (10%)
- ✓ Those travelling for work (10%)

### Non-User Profile

- ✗ Those travelling for tertiary study (100%), for sports/recreation/dining (99%) or shopping/services (98%)
- ✗ Bus passengers (98%)
- ✗ Those aged 18-24 years (98%)
- ✗ Off-peak travellers (97%)
- ✗ Those who don't have a private vehicle available (96%)

Satisfaction



Passengers most satisfied

✓ (None)



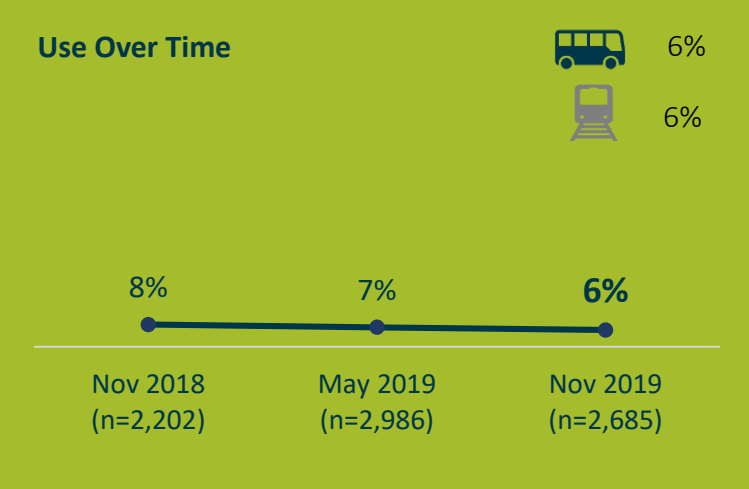
Passengers most dissatisfied

✗ (None)

Arrows denote statistically significant change from previous round.

# Metlink Call Centre

Use In Last 3 Months



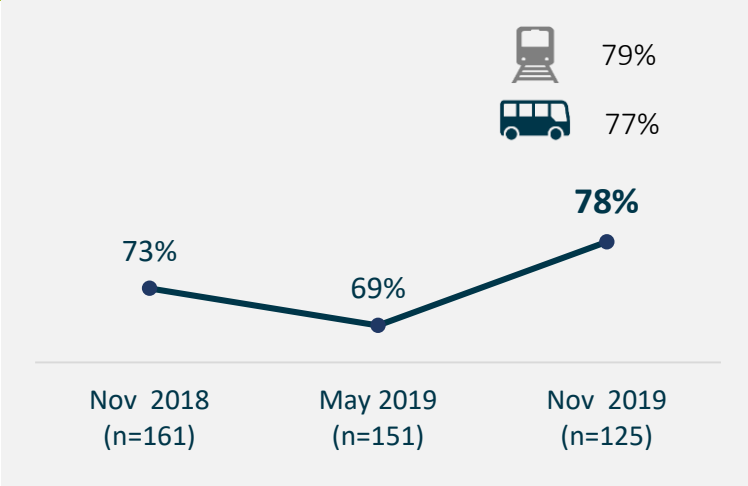
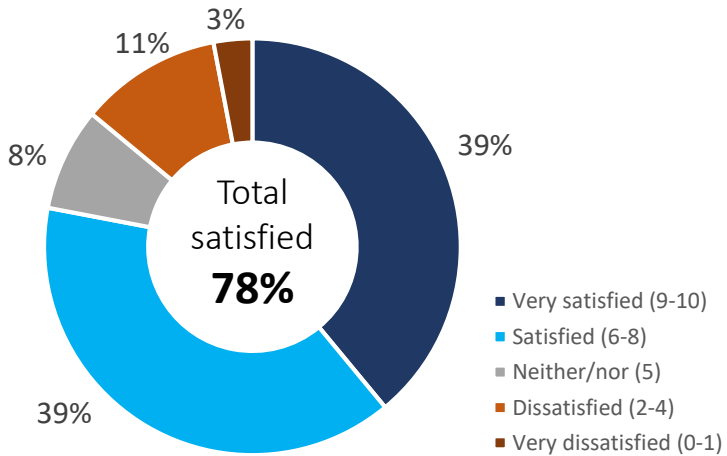
### User Profile

- ✓ SuperGold card users (11%)/those aged 65 years + (13%)

### Non-User Profile

- ✗ Those aged 35-44 years (97%)

Satisfaction



Passengers most satisfied

✓ (None)



Passengers most dissatisfied

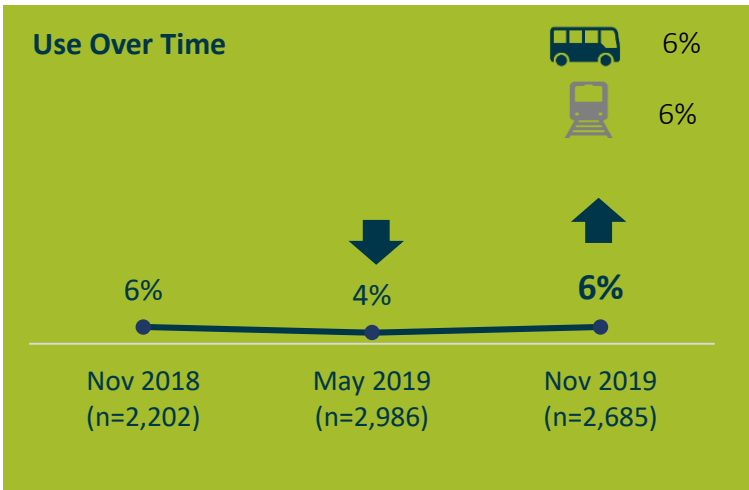
✗ (None)

Arrows denote statistically significant change from previous round.



# Twitter

Use In Last 3 Months



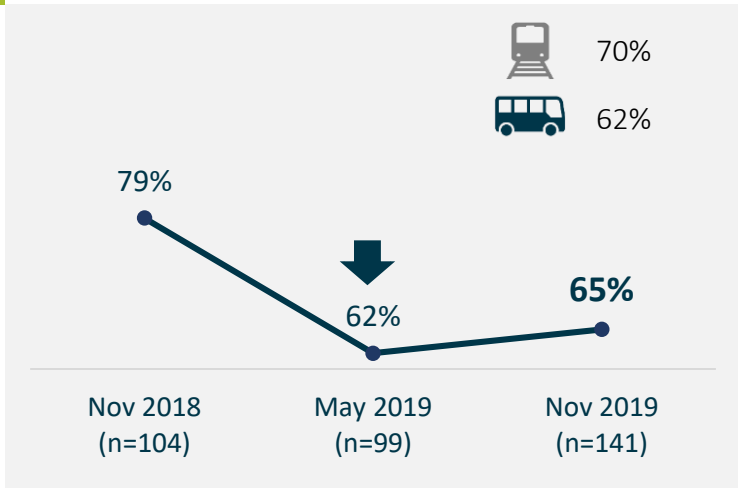
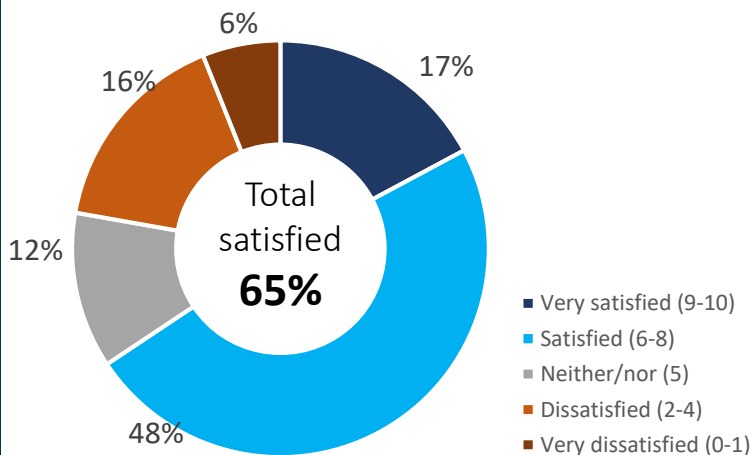
### User Profile

- ✓ Those aged 25-44 years (10%)
- ✓ Those travelling for work (7%)

### Non-User Profile

- ✗ Those aged 15-17 years (100%)
- ✗ SuperGold card users (99%)/those aged 65 years + (99%)
- ✗ NZ Bus Metlink passengers (96%)

Satisfaction



Arrows denote statistically significant change from previous round.



**Passengers most satisfied**

- ✓ Passengers with no private vehicle available (86%)

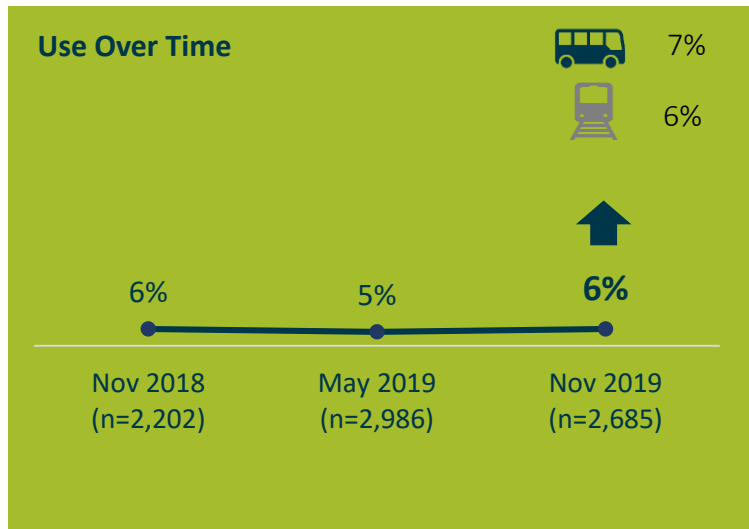


**Passengers most dissatisfied**

- ✗ Passengers with a private vehicle available (22%)

# Other Websites and Apps

Use In Last 3 Months



Most frequently-mentioned other websites and apps include:

- Google maps (4%)
- Bus ++ (3%)
- Kiwi hub app (1%)
- Facebook (1%)
- Stuff.co.nz (1%)
- Wellington Live/Wellington Live Facebook page (<1%)
- Moovit app (<1%)

## User Profile

- ✓ Tranzurban Metlink passengers (9%)
- ✓ Those aged 25-34 years (9%)

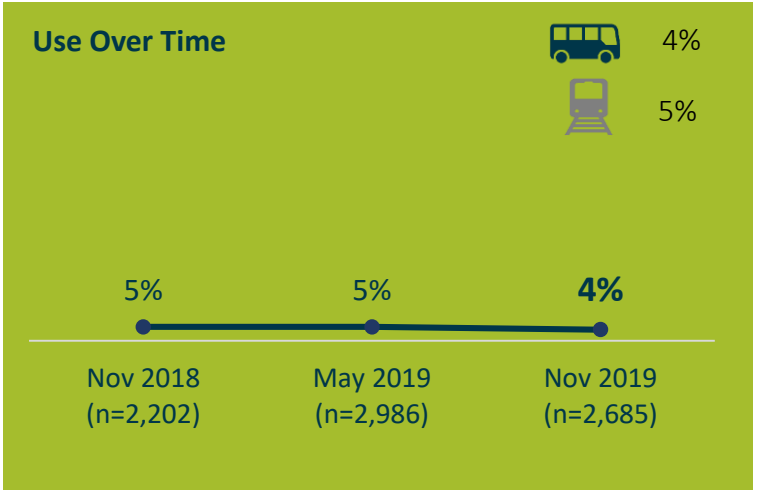
## Non-User Profile

- ✗ (None)

*Note that respondents were not asked to rate their satisfaction with other websites and apps used.*

# Emails from Metlink

Use In Last 3 Months



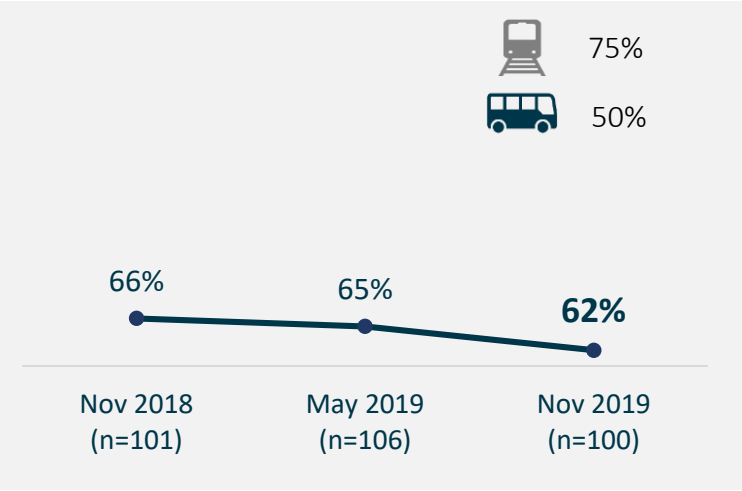
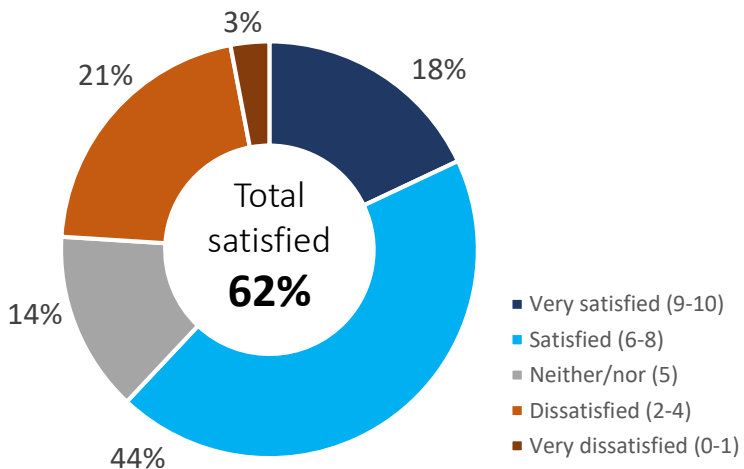
### User Profile

- ✓ Those aged 60-64 years (10%)
- ✓ Peak travellers (5%)
- ✓ Those travelling for work (5%)

### Non-User Profile

✗ (None)

Satisfaction



Passengers most satisfied

✓ Train passengers (75%)



Passengers most dissatisfied

✗ Bus passengers (37%)

Arrows denote statistically significant change from previous round.

# Suggested Improvements to Public Transport Information

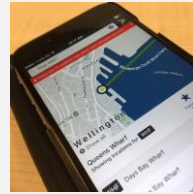
How can we improve the way public transport information is provided so that you would give (or continue to give) a rating of extremely satisfied next time?



Ensure accuracy of real time information boards

*Especially those travelling for sport/recreation (18%), bus passengers (10%, especially Tranzurban Metlink – 12%), males (10%), inbound travellers (10%), those travelling for work (10%)*

8%  
(down from 9%)



Better functionality of app/more user-friendly

*Especially those aged 25-44 years (11%), morning peak travellers (10%), those with private vehicle available (10%), those travelling for work (10%)*

8%  
(up from 7%)



Quicker, more accurate updates of delays, cancellations

*Especially those with private vehicle available (7%), those travelling for work (7%), train passengers (6%), peak travellers (6%)*

5%  
(up from 2%)



Make website more user-friendly/easier to navigate

*Especially train passengers (7%), those aged 18-24 years (7%), peak travellers (6%), those with private vehicle available (6%), those travelling for work (6%)*

5%  
(unchanged)



Provide/improve online and text alerts

*Especially train passengers (6%), afternoon peak travellers (6%), those travelling for work (6%), those with private vehicle available (5%), those aged 25-34 years (5%)*

4%  
(up from 2%)



Better communication of delays at stations/stops

*Especially train passengers (5%, especially Kapiti line – 7%), those aged 45-59 years (5%), those travelling for work (4%)*

4%  
(up from 2%)

Note: A full list of responses is provided in the Appendix  
Base: n=3,190 (All respondents)

- 2% stated that no improvements to public transport information were needed
- 53% could not think of any specific improvements

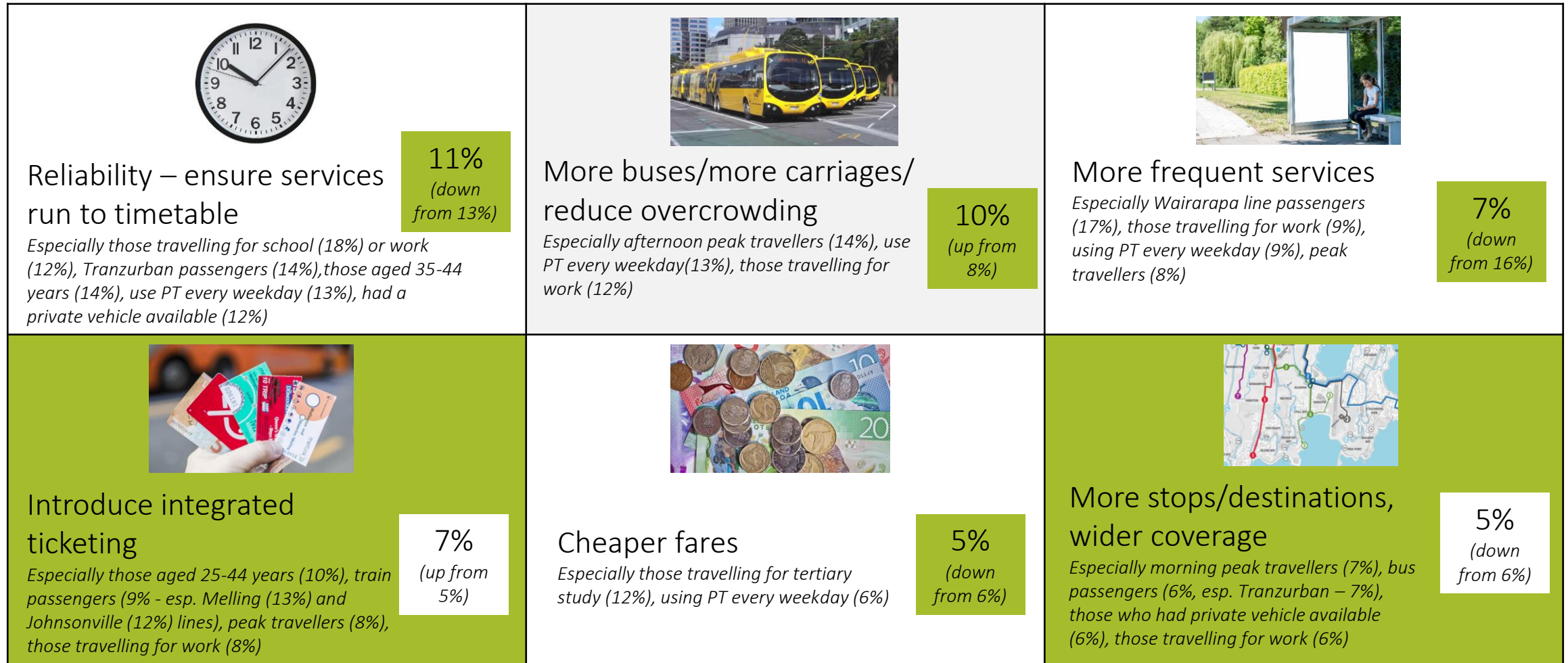
# Moving Forward





# Suggested Improvements to Public Transport Services

How can we improve the region's public transport services?



Base: n=3,190 All respondents)

Note: To minimise impact of seasonal differences, comparisons made with results from Nov '18.  
Full list of responses provided in Appendix.



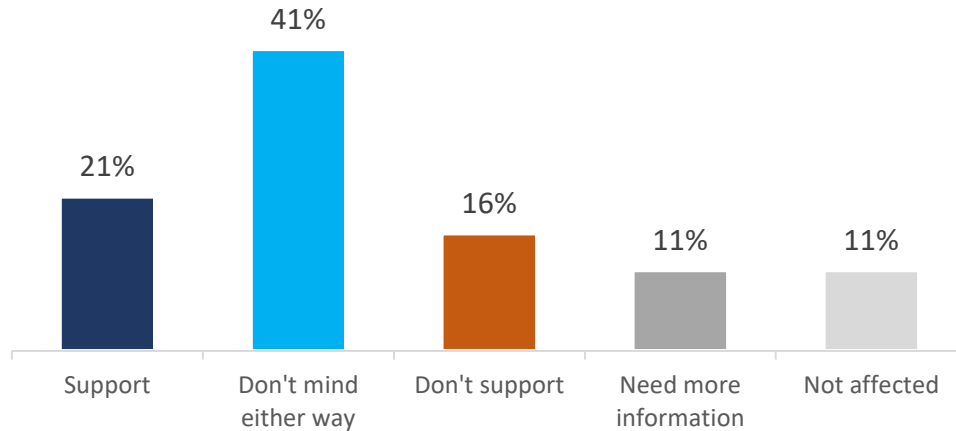
# Views on On-Bus Advertising



# Passenger Views on Advertising on Buses

Metlink is considering allowing advertising on the outside of buses that would cover some of the windows. The advertising is on a see-through material which still allows passengers to look out the windows. The advertising money earned would pay for public transport improvements. Which of these statements best describes your opinion on this?

## Nov 2019 Results



Base: n=1,942 (All bus passengers who answered this question)



**Passengers most supportive**

- ✓ Those travelling for tertiary study (37%)
- ✓ Those aged 18-34 years (26%)
- ✓ Males (24%)

## Passenger Views by Operator

	Support/ Don't mind/ No effect	Don't support	Need more information
Mana Metlink	77%	8%	15%
Tranzurban Metlink	73%	16%	11%
NZ Bus Metlink	73%	17%	10%



**Passengers less supportive**

- ✗ SuperGold card users (30%)
- ✗ Those travelling for shopping/services (27%)
- ✗ Those aged 65 years + (30%) or 45-59 years (24%)
- ✗ Weekday travellers (17%)

---

# Appendix







# Respondent Profile





## Distribution by Gender

	Total	 Nov '19	 Nov '19
Female	56%	58%	53%
Male	43%	40%	46%
Gender diverse	1%	2%	1%
<i>Base</i>	<i>N=2,848</i>	<i>N=1,764</i>	<i>N=1,083</i>



## Distribution by Age

	Total	 Nov '19	 Nov '19
15-17 years	5%	6%	4%
18-24 years	18%	21%	12%
25-34 years	23%	23%	24%
35-44 years	18%	16%	21%
45-59 years	23%	20%	27%
60-64 years	5%	5%	5%
65 years +	8%	9%	7%
<i>Base</i>	<i>N=2,854</i>	<i>N=1,766</i>	<i>N=1,089</i>

*Note: Tables exclude 'don't know' responses and those who did not answer the question*

# Trip Profile



## Distribution by Mode

	Nov '19
Bus	64%
Train	36%
Base	N=3,190





## Distribution by Operator

	Nov '19
Transdev	36%
NZ Bus Metlink	34%
Tranzurban Metlink	25%
Mana Metlink	5%
Base	N=3,190





## Distribution by Time of Travel

	Total	 Nov '19	 Nov '19
	Nov '19	Nov '19	Nov '19
Morning peak	32%	27%	41%
Interpeak	21%	28%	8%
Afternoon peak	31%	25%	42%
Weekend	16%	20%	9%
Base	N=3,190	N=2,042	N=1,148





## Distribution by Direction of Travel

	Total	 Nov '19	 Nov '19
	Nov '19	Nov '19	Nov '19
Outbound	52%	52%	53%
Inbound	48%	48%	47%
Base	N=3,190	N=2,042	N=1,148

# Trip Profile





## Distribution by Main Reason for Trip

	Total	 Nov '19	 Nov '19
	Nov '19	Nov '19	Nov '19
Work	65%	58%	77%
Personal appointment	6%	7%	4%
Shopping and services	6%	8%	3%
Visiting friends and relatives	5%	5%	5%
Sports, recreation, dining out	5%	6%	2%
School	4%	5%	3%
Tertiary study	3%	4%	3%
<i>Base</i>	<i>N=2,849</i>	<i>N=1,750</i>	<i>N=1,098</i>

## Availability of Private Vehicle for Trip



	Total	 Nov '19	 Nov '19
	Nov '19	Nov '19	Nov '19
Private vehicle available	53%	46%	64%
No private vehicle available	47%	54%	36%
<i>Base</i>	<i>N=2,794</i>	<i>N=1,714</i>	<i>N=1,079</i>



Note: Tables exclude 'don't know' responses and those who did not answer the question



# Trip Profile



## Distribution by Type of Ticket

	Total	 Nov '19	 Nov '19
Stored value card	51%	83%	0%
Monthly pass	19%	2%	47%
Ten trip card	14%	0%	35%
SuperGold card	8%	9%	5%
Cash	7%	5%	9%
Day Pass	1%	0%	3%
<i>Base</i>	<i>N=2,838</i>	<i>N=1,745</i>	<i>N=1093</i>

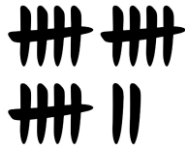


## Distribution by Rail Line



	Nov '19
Hutt Valley	37%
Kapiti	32%
Johnsonville	14%
Melling	12%
Wairarapa	5%
<i>Base</i>	<i>N=1,148</i>

Note: Tables exclude 'don't know' responses and those who did not answer the question



# Use of Public Transport in Wellington Region



## Distribution by Frequency of Trip

	Total	 Nov '19	 Nov '19
Every day including weekends	20%	26%	12%
Every weekday	46%	39%	57%
Three or four times a week	17%	18%	16%
Once or twice a week	9%	10%	6%
Once a fortnight/once every three weeks	3%	2%	3%
Once a month or less often	4%	4%	5%
First time today	1%	1%	1%
<i>Base</i>	<i>N=2,828</i>	<i>N=1,735</i>	<i>N=1,093</i>

## Distribution by Use of Public Transport in Last Three Months

	Total	 Nov '19	 Nov '19
Bus	86%	100%	60%
Train	56%	32%	100%
Ferry	4%	4%	3%
<i>Base</i>	<i>N=3,190</i>	<i>N=2,042</i>	<i>N=1,148</i>

*Note: Tables exclude 'don't know' responses and those who did not answer the question*