

# 2013/14 PUBLIC TRANSPORT PASSENGER SATISFACTION SURVEY



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# Executive Summary

## 1. Introduction and Method

The New Zealand Transport Agency (NZTA) requires that surveys of user perceptions of public transport are carried out as part of monitoring requirements. Greater Wellington Regional Council commissioned Gravitas Research and Strategy to conduct its 2013/14 public transport customer satisfaction survey. In line with NZTA guidelines, Gravitas conducted an on-board survey with bus, train and ferry passengers, using a self-completion methodology.

*Note: The methodology and questionnaire used for the 2013/14 customer satisfaction survey is substantially different to that used in previous years. Because of these differences, the results presented in this report are not comparable with those collected previously (see Section Two of the main report for more detail). Consequently no time series comparisons are provided.*

In accordance with NZTA guidelines, a random sampling technique was used to select the trips to be surveyed. In designing the surveying roster, it was necessary to schedule 'transit' trips to allow surveying teams to connect between the randomly selected trips. Because teams needed to travel on these transit trips anyway, it was decided (in collaboration with Greater Wellington Regional Council) that passengers on transit trips would also be surveyed. In total n=358 public transport trips were surveyed on, generating n=4,298 completed questionnaires. Summary Table 1 shows the number of trips and the number of completed questionnaires received by mode.

**Summary Table 1: Sample Sizes by Mode**

	Number of Trips			Number of Completed Questionnaires		
	Bus	Train	Ferry	Bus	Train	Ferry
Randomly-selected trips	100	80	12	811	1915	108
Transit trips surveyed on	96	61	9	535	884	45
<b>Total</b>	<b>196</b>	<b>141</b>	<b>21</b>	<b>1346</b>	<b>2799</b>	<b>153</b>
<b>Maximum margin of error</b> <i>(at 95% confidence interval)</i>				<b>± 2.7%</b>	<b>± 1.9%</b>	<b>± 7.9%</b>

**Note: The summary report submitted to NZTA to meet national annual monitoring requirements includes the results from the randomly-selected trips only. No data from the transit trips was included. Consequently, the results presented in this report differ from those submitted to NZTA.**

The questionnaire content was based on the list of common questions designed by NZTA. Comprehensive pilot-testing of the questionnaire and survey process was undertaken prior to live fieldwork commencing.

Surveying was conducted between the 5<sup>th</sup> and 25<sup>th</sup> of May 2014. Questionnaires were distributed to every passenger aged 15 years or older on randomly-selected services and every second passenger aged 15 years or older on transit trips. The response rate was 58%<sup>1</sup> for all services combined.

## 2. Passengers' Overall Perceptions of Wellington's Public Transport Services

### 1. Overall Satisfaction with Current Trip

Almost all Wellington public transport users are satisfied to some extent with their current trip overall, 92% giving a positive rating (that is, between 6 and 10), including 16% who are *extremely satisfied* (giving a rating of 10 out of 10). Just 3% of respondents express dissatisfaction with their current trip overall. Whilst levels of satisfaction are high for all three modes, ferry passengers are significantly more likely to rate the trip overall positively (97%) than those travelling by bus (92%) or train (92%).

**Summary Table 2: Satisfaction with Current Trip Overall – By Mode (%)**

Rating	Total (N=4,117)	Bus (n=1,293)	Train (n=2,676)	Ferry (n=148)
Dissatisfied (0-4)	3	3	3	1
Neutral (5)	5	5	5	2
Satisfied (6-10)	92	92	92	97 (↑BT)

Base: All bus respondents who answered this question, excluding 'Not applicable' responses

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

Results by operator show that East by West Ferries performs most positively for the trip overall, (97% satisfied), this result significantly higher than for Go Wellington (93%), Tranz Metro (91%) and Valley Flyer (89%). Valley Flyer (6%) customers are over-represented among those dissatisfied with the current trip overall.

### 2. Overall Satisfaction with Stop/Station/Wharf

Almost all public transport users are satisfied to some extent with the stop, station or wharf where they boarded their trip, 91% giving a positive rating (between 6 and 10), including 16% of respondents giving a rating of 10 out of 10. Only 4% of respondents are dissatisfied with the stop, station or wharf. Ratings are similar by mode, 93% of ferry passengers, 91% of train passengers and 90% of those travelling by bus satisfied to some extent with the stop/station/wharf where they commenced their trip.

<sup>1</sup> 76% among ferry passengers, 56% for train passengers and 51% among bus passengers.

**Summary Table 3: Overall Satisfaction with Stop/Station/Wharf – By Mode (%)**

Rating	Total (N=4,190)	Bus (n=1,306)	Train (n=2,736)	Ferry (n=148)
Dissatisfied (0-4)	4	4	4	2
Neutral (5)	5	6	5	5
Satisfied (6-10)	91	90	91	93

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

### 3. Overall Satisfaction with Wellington Region's Public Transport System

Wellington's public transport users are also generally satisfied with the region's public transport system, 83% giving a positive rating, including 8% who are *extremely satisfied*. In contrast, 8% of public transport users are dissatisfied with the region's public transport system. Whilst levels of satisfaction are similar by mode, those using the train (9%) are significantly more likely to express some level of dissatisfaction than bus passengers (7%).

**Summary Table 4: Overall Satisfaction with Wellington Region's Public Transport System – By Mode (%)**

Rating	Total (N=4,189)	Bus (n=1,302)	Train (n=2,739)	Ferry (n=148)
Dissatisfied (0-4)	8	7	9 (↑B)	9
Neutral (5)	9	10	8	9
Satisfied (6-10)	83	83	83	82

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

### 4. Likelihood of Recommending Public Transport in Wellington to Others

Satisfaction with Wellington's public transport services is further evidenced by the fact that 85% of respondents would recommend using public transport to a friend or colleague. This including 19% who are *extremely likely* to recommend. Only 8% of respondents would not endorse Wellington's public transport services to others. Whilst the extent of recommendation is high for all three modes, ferry (90%) and train (86%) passengers are significantly more likely to be advocates of public transport than those using buses (83%).

**Summary Table 5: Likelihood of Recommending Public Transport to Others – By Mode (%)**

Rating	Total (N=3,762)	Bus (n=1,206)	Train (n=2,417)	Ferry (n=139)
Unlikely (0-4)	8	8	7	6
Neutral (5)	7	9	7	4
Likely (6-10)	85	83	86 (↑B)	90 (↑B)

Base: All bus respondents who answered this question, excluding 'Not applicable' responses

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

Among Wellington operators, likelihood of recommending is highest among those travelling on East by West Ferries (90%) and lowest among Newlands (81%) and Valley Flyer (81%) passengers. Ten per cent of passengers on Valley Flyer services state that they would be unlikely to recommend using public transport in Wellington to others.

### 3. Satisfaction with All Aspects of Public Transport Service

Of the 20 aspects of Wellington’s public transport system considered, passengers are most satisfied with their **personal security during the trip**, almost all (95%) rating this aspect positively, including 99% of ferry passengers. Ratings are also very positive for accessibility to the vehicles, including 94% satisfied with the ease of getting on and off the vehicle, 94% giving a positive rating for the ease of getting onto the vehicle from the stop/station/wharf, and 91% giving a positive rating for the stop/station/wharf being easy to get to (via walking etc.).

In contrast, passengers are least satisfied with the **provision of information about service delays or disruptions**, only 62% satisfied, including just 55% of bus passengers. Passengers also have relatively poor perceptions of the value for money of the fare (70%) and the adequate provision of shelter from the weather at the stop/station/wharf (71%, including just 38% of ferry passengers).

**Summary Table 6: Satisfaction with Aspects of Public Transport Service (%)**  
*Share Giving Positive Ratings (6-10)*

Aspect of Service	Total Sample (N=4,298)	Bus (N=1,346)	Train (N=2,799)	Ferry (N=153)
Personal security during this trip	95	94	96 (↑B)	99 (↑B)
The ease of getting on the vehicle	94	92	95 (↑B)	92
The ease of getting off the vehicle	94	91	95 (↑B)	94
The ease of getting on the vehicle from the stop/station/wharf	94	93	95 (↑BF)	90
The stop/station/wharf being easy to get to	91	93 (↑T)	90	94
Comfort of the inside temperature	90	90	90	95 (↑BT)
The helpfulness of the driver/staff	89	85	90 (↑B)	95 (↑BT)
The attitude of the driver/staff	89	86	89 (↑B)	98 (↑BT)
Your personal safety at the stop/station/wharf	86	85	87	92 (↑B)
Having enough seats available	84	87 (↑T)	82	95 (↑BT)
The information available at the stop/station/wharf	83	80	85 (↑B)	80
Ease of getting information about public transport routes and timetables	83	84	83	88
The travel time	83	81	83	79
The cleanliness of the stop/station/wharf	82	80	82	96 (↑BT)
How often the service runs	80	78	80	81
The service being on time	77	77	77	91 (↑BT)
How convenient it is to pay for public transport	76	80 (↑T)	74	81
The stop/station/wharf providing shelter from the weather	71	67 (↑F)	75 (↑BF)	38
The value for money of the fare	70	72 (↑T)	68	81 (↑BT)
Information about service delays or disruptions	62	55	65 (↑B)	67 (↑B)

Aspects of current trip	Aspects of stop/station/wharf	Aspects of public transport system overall
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#### 4. Current Performance On What Is Most Important To Passengers

Summary Figure 1 maps the current performance on each aspect of Wellington's public transport system by the aspect's relative influence on overall satisfaction. The trend line<sup>2</sup> slopes down and to the right. This result indicates a mismatch between performance and influence, with the public transport service performing less well on at least one of the most influential drivers of satisfaction.

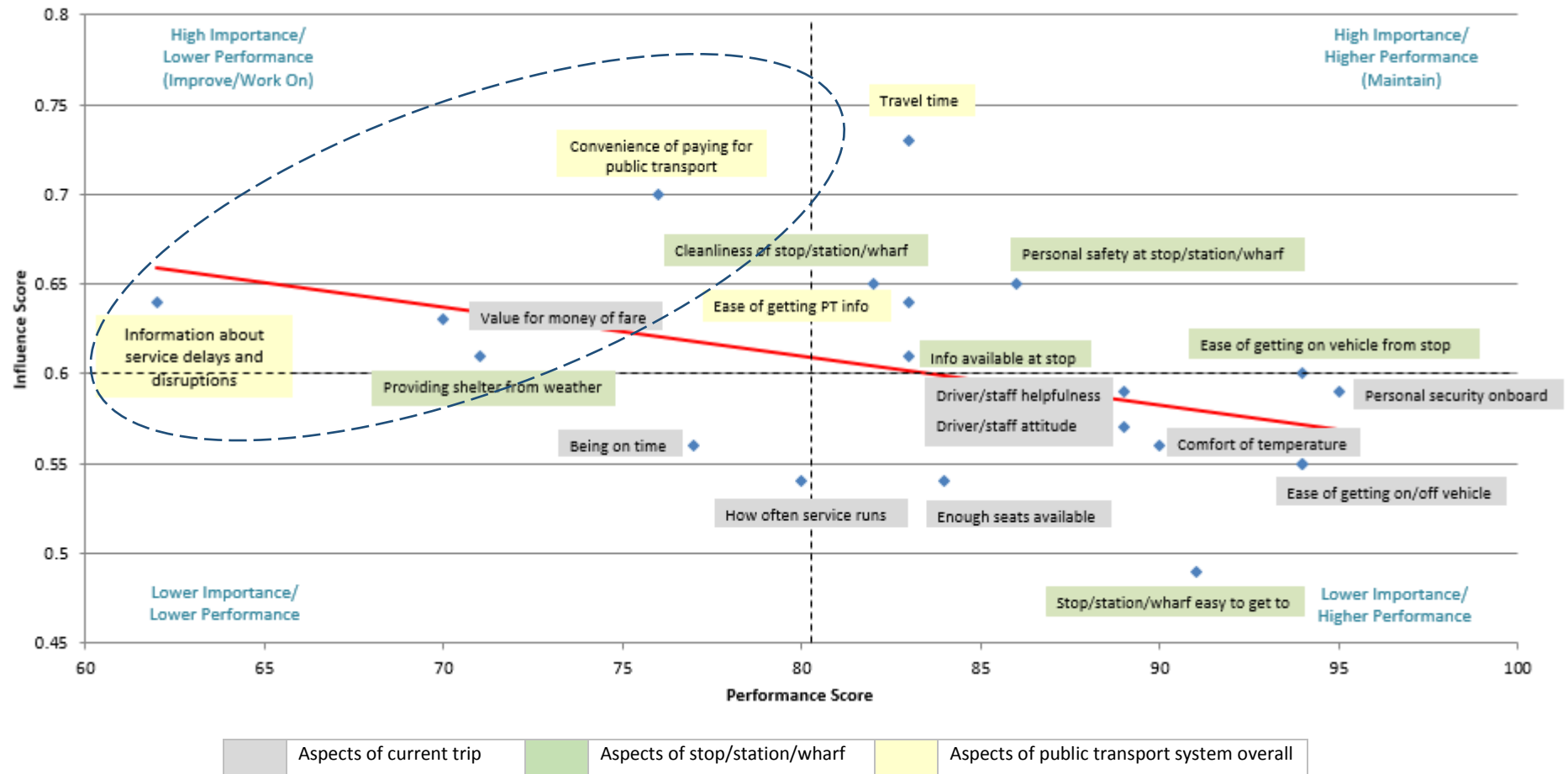
Key areas of concern are the **provision of information about service delays and disruptions**, the **value for money of the fare**, the **provision of shelter from the weather at the stop/station/wharf**, and the **convenience of paying for public transport**. These aspects have been identified as core drivers of overall satisfaction (positioned in the top half of the grid), but are currently the most poorly performing aspects of Wellington's public transport system. These areas should be prioritised for improvement over the next 12 months as enhancements to these aspects can be expected to have a notable positive impact on overall satisfaction.

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<sup>2</sup> The trend line assists in depicting the overall relationship between relative influence and performance across the service attributes/drivers. In an ideal situation, the trend line should slope up to the right. This illustrates that the public transport system is performing best on those aspects of service that are most important to passengers/that have the greatest influence on overall satisfaction. A trend line that slopes down to the right indicates a mismatch between performance and importance/influence – that is, at least one service attribute identified as core/important to passengers is currently under-performing (suggesting the need for more resource in this area for example, planning, training, quality control etc.) and/or at least one service attribute with a high performance rating is identified as having little or no importance to passengers/has only minimal influence on overall satisfaction.



Summary Figure 1: Performance on All Aspects of Service versus Influence on Overall Satisfaction



## 5. Moving Forward

### 1. *Suggestions for Improvement to Public Transport Services*

**Improved reliability of services** (that is, ensuring services run on time/to the timetable and actually turn up) and a desire for **cheaper fares** are the most frequently mentioned suggestions for improvements to Wellington’s public transport system, each being mentioned unprompted by 10% of passengers. Eight per cent of passengers call for **more frequent services**.

**Summary Table 7: Suggestions for Improvement to Public Transport Services (%)**

Suggestion for Improvement	Total Sample (N=4,298)
Improved reliability of services – run on time/to timetable	10
Cheaper fares	10
More frequent services	8
More buses on route/more carriages/more seats available/reduce overcrowding	6
Integrated ticketing/automate ticketing system	6
Cheaper fares for students	4
Changes to be made to particular routes	3
Friendlier drivers/staff	3
Faster/more direct/fewer stops/more Express services	3
More info about service delays, disruptions and changes (e.g. buses replacing trains)	3
More/more frequent weekend/late night/holiday services	3

Base: All respondents.

Table lists those improvements mentioned by 3% or more of respondents. Full list is provided in Appendix Four.

### 2. *Suggestions for Improvement to Stop/Station/Wharf*

In line with the high level of dissatisfaction expressed, the most frequently mentioned suggestion for improvement to the stop/station/wharf is the **provision of more and/or improved shelter from the weather** (19%, including 21% of bus passengers and 36% of those using the ferry). Other frequently mentioned suggestions relating to the physical infrastructure include cleaner stops/stations/wharves (8%) and the need for more seating (5%). Improving the provision of information available at the stop/station/wharf is also frequently cited, 5% calling for more information to be made available, 4% wanting the installation of Real Time Information boards, and 3% suggesting the need for better information about service delays, disruptions and changes (such as buses replacing trains).

**Summary Table 8: Suggestions for Improvement to Stop/Station/Wharf (%)**

Suggestion for Improvement	Total Sample (N=4298)
More/improved shelter from weather (wind, rain, sun)	19
Cleaner stops and stations, including having more rubbish bins available	8
More info available/information easier to read (e.g. timetables, pricing, routes etc.)	5
More seats available	5
More Real Time Information boards	4
More info/better warning of service delays/disruptions/replacement buses	3
More/improved parking available	3
Better lighting	3
Better access to stop/station (improved footpaths, over-bridges, pedestrian crossing etc.)	3

Base: All respondents.

Table lists those improvements mentioned by 3% or more of respondents. Full list is provided in Appendix Four.

# 1. Introduction

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An effective transport network is the lifeblood of the Wellington region. Making sure that people and freight can move quickly and safely around and in and out of the region is one of our Greater Wellington Regional Council's main responsibilities<sup>3</sup>. As part of its transportation function, Greater Wellington plans for, and funds Metlink, the region's public transport network. The network includes a comprehensive range of bus services throughout the region; five passenger rail lines from Wellington and the harbour ferry. Greater Wellington is also responsible for public transport infrastructure such as railway stations, bus and ferry shelters, signage and park and ride facilities<sup>4</sup>.

The New Zealand Transport Agency (NZTA) requires that surveys of user perceptions of public transport are carried out by approved organisations receiving central government funding, as part of monitoring requirements. To improve consistency of the data collected in different regions, identical wording and a consistent format for questions across regions is mandatory<sup>5</sup>. Greater Wellington Regional Council commissioned Gravitas Research and Strategy to conduct its 2013/14 public transport customer satisfaction survey in line with NZTA guidelines. This report provides the results of this survey.

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<sup>3</sup> <http://www.gw.govt.nz/transport/>

<sup>4</sup> <http://www.gw.govt.nz/public-transport-2/>

<sup>5</sup> <http://www.nzta.govt.nz/resources/procurement-manual/docs/appendix-k-measuring.pdf>

## 2. Research Approach and Design

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### 2.1 Methodology

In order to collect the information efficiently and meet the research objectives, Gravitas conducted an on-board survey with bus, train and ferry passengers, using a self-completion methodology. The key advantage of this method is that users of Wellington's public transport could be consulted while they were actually using the service.

### 2.2 Sampling Frame, Size and Selection

#### *Selecting Trips/Services*

In accordance with NZTA guidelines, a random sampling technique was used to select the trips to be surveyed on. Greater Wellington Regional Council provided a database of all current services. The following process was used to select the trips to be surveyed on:

1. The database of all trips was first sorted by trip start time, with all trips starting before 6:30 am or after 6:30 pm being excluded<sup>6</sup>. (In total n=970 bus services, n=120 train services and n=5 ferry services were removed from the database. Wellington to Auckland train services were also removed).
2. Trips were then sorted by mode, and allocated to one of four time slots, based on the trip start time:
  - Weekday AM Peak (6:30 am to 9:29 am)
  - Weekday interpeak (9:30 am to 3:29 pm)
  - Weekday PM Peak (3:30 pm to 6:29 pm)
  - Weekend.
3. A randomisation was then performed on each 'time slot' of trips. Trips were randomised three times using MS Excel's randomisation function. The top 'n' trips were then selected for surveying, the 'n' number based on patronage data provided by Greater Wellington Regional Council. Table 2.1a provides an example of how the number of bus trips within each time period was decided. Table 2.1b shows the patronage by time period and number of trips selected for train and ferry.

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<sup>6</sup> These trips were excluded due to concerns around interviewer safety and cost inefficiencies associated with travelling to meet early morning inbound trips and travelling back from late evening outbound trips.

**Table 2.1a: Greater Wellington Regional Council Bus Patronage Data**

	Daily Patronage	Weekly Patronage Relevant to Research	Share of All Patronage	Number of Trips
AM Peak (6.30am to 9.30am)	16,000	80,000	23%	23
Interpeak (9.30am to 3.30 pm)	22,000	110,000	31%	31
PM Peak (3.30 to 6.30 pm)	14,000	70,000	20%	20
Weekend	46,000	92,000	26%	26
<b>Total</b>		<b>352,000</b>	<b>100%</b>	<b>100</b>

**Table 2.1b: Greater Wellington Regional Council Train and Ferry Patronage Data**

	Share of All Patronage	Number of Trips
<b>Train</b>		
AM Peak (6.30am to 9.30am)	41%	33
Interpeak (9.30am to 3.30 pm)	14%	11
PM Peak (3.30 to 6.30 pm)	37%	30
Weekend	8%	6
<b>Total</b>	<b>100%</b>	<b>80</b>
<b>Ferry</b>		
Peak	45%	6
Off-peak	55%	6
<b>Total</b>	<b>100%</b>	<b>12</b>

A roster was then designed to ensure cost-efficient coverage of these randomly selected trips. In designing the roster it was necessary to schedule ‘transit’ trips to allow surveying teams to connect between the randomly selected trips. Because surveying teams needed to travel on these transit trips anyway, it was decided (in collaboration with Greater Wellington Regional Council) that passengers on the majority<sup>7</sup> of these transit trips would also be surveyed. In total n=358 public transport trips were surveyed on. These trips generated n=4,298 completed questionnaires. (The maximum margin of error on a sample size of n=4,298 is ± 1.5% at the 95% confidence interval.) Table 2.2 shows the number of trips completed by mode and also the final sample sizes for each.

**NOTE: THE REPORT SUBMITTED TO THE NEW ZEALAND TRANSPORT AGENCY TO MEET NATIONAL ANNUAL MONITORING REQUIREMENTS INCLUDES THE RESULTS FROM THE RANDOMLY-SELECTED TRIPS ONLY. NO DATA FROM THE TRANSIT TRIPS HAVE BEEN INCLUDED.**

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<sup>7</sup> N=73 of the transit trips were not surveyed on due to short trip length (insufficient time for passengers to complete the questionnaire in full) or the trip commenced outside the hours of 6:30 am and 6:30 pm.

Consequently, the results presented in this report differ from those submitted to NZTA. A copy of the NZTA report is provided in Appendix One to this report.

**Table 2.2: Sample Sizes by Mode**

	Number of Trips			Number of Completed Questionnaires		
	Bus	Train	Ferry	Bus	Train	Ferry
Randomly-selected trips	100	80	12	811	1915	108
Transit trips surveyed on	96	61	9	535	884	45
<b>Total</b>	<b>196</b>	<b>141</b>	<b>21</b>	<b>1346</b>	<b>2799</b>	<b>153</b>
<b>Maximum margin of error</b> <i>(at 95% confidence interval)</i>				<b>± 2.7%</b>	<b>± 1.9%</b>	<b>± 7.9%</b>

Table 2.3 provides a profile of the sample by operator, time and direction.

**Table 2.3: Sample Sizes by Operator**

	Number of Trips	Number of Completed Questionnaires	Maximum Margin of Error <i>(at 95% confidence interval)</i>
<b>Operator</b>			
Tranz Metro	141	2799	± 1.9%
GO Wellington	109	856	± 3.3%
Valley Flyer	54	284	± 5.8%
Mana Coach Services	23	127	± 8.7%
East By West Ferry	21	153	± 7.9%
Newlands Coach Services	7	60	± 12.7%
Madge Coachlines	2	5	± 43.8%
Tranzit Coachlines Wairarapa	1	14	± 26.2%
Kapiti Coach Tours	0	0	-
Runciman Motors Ltd	0	0	-
<b>Time Period</b>			
AM Peak	92	1621	± 2.4%
Interpeak	98	991	± 3.1%
PM Peak	88	1122	± 2.9%
Weekend	80	564	± 4.1%
<b>Direction of Trip</b>			
Inbound	170	2245	± 2.1%
Outbound	188	2053	± 2.2%
<b>Total</b>	<b>358</b>	<b>4298</b>	<b>± 1.5%</b>

Information on the profile of the survey respondents (gender, age etc.) is provided in Appendix Two.

## 2.3 Questionnaire Design

To ensure that customer satisfaction survey results are comparable across operators, modes and regions, and to allow national statistics to be developed for the purpose of accountability reporting to government, the New Zealand Transport Agency has developed a list of common questions. These formed that core of the customer satisfaction survey. Additional questions were added to identify what, if anything, might encourage peak time travellers to shift their trips off-peak (the results to these questions have been provided in a separate document).

Three colour-coded versions of the questionnaire were designed, one for each mode. The pre-pilot questionnaire was signed off by the Greater Wellington Regional Council team prior to pilot testing.

## 2.4 Questionnaire and Interview Pilot Process

In order to ensure that the questionnaire met the objectives of the research, was understandable, relevant and safe for respondents, and could be administered efficiently, a comprehensive pilot of the survey process was undertaken by the Gravitas' surveying team prior to live fieldwork commencing.

The pilot was conducted on Wednesday the 21<sup>st</sup> of April. An experienced surveying team, accompanied by Gravitas's Field Manager as observer, conducted surveys on one bus, one ferry and one train trip as per the standard interviewing process outlined below. The Field Manager made a note of possible enhancements to the interviewing process throughout the shift, and the surveying team were debriefed to identify further suggestions to enhance the efficiency of survey administration and also to increase the survey response rate. In addition, each questionnaire received back was reviewed in full by the project team in order to identify design enhancements to maximise the response rate and completeness of the data provided.

An overview of the pilot was provided to the Greater Wellington Regional Council's project team and suggestions for enhancements to the questionnaire and the interview process were signed off.

## 2.5 Administrating the Interviews

Live surveying took place between the 5<sup>th</sup> and 25<sup>th</sup> of May 2014. Note that there were no public, school or tertiary holidays over this period. A survey team, comprising two surveyors (clearly identified with name badges) travelled on each rostered service and positioned themselves by the entrance and exit doors of the vehicle. Surveyors distributed the questionnaire to all passengers aged 15 years or older boarding the randomly-selected trips, and every second passenger aged 15 years or older boarding transit trips.



Between stops, surveyors collected completed surveys and offered assistance to those with queries. As far as possible, surveyors checked and queried completed forms as they were returned. A team of supervisors joined 10% of all services surveyed to observe and check procedures.

Table 2.4 shows the response rate (that is, the proportion of passengers invited to take part who ultimately completed and returned the survey form) by mode and overall.

**Table 2.4: Response Rates by Mode**

	<b>Response Rate</b>
Ferry	76%
Train	56%
Bus	51%
<b>All Modes</b>	<b>58%</b>

All completed questionnaires were checked by supervisory staff before being data-entered into SPSS Surveycraft, Gravitas’ data analysis package. This allowed data tables to be run, and for results to be cross-tabulated by key variables.

## 2.6 Analysis and Reporting

### *Back coding*

All open-ended responses, as well as those entered into ‘other’ categories, were ‘back coded’. This involved creating a code frame (a list of themes) and assigning each open-ended response to the relevant code/theme so that all results had a numeric code.

### *Data Cleaning*

The data cleaning process was conducted once all questionnaires had been data entered, and involved manual checking of the dataset by the Gravitas Data Manager to ensure each record was complete. Checking of data for each question to ensure responses given were valid (that is, were contained within the options provided) also took place.

### *Significance Testing*

All data presented in this report has been cross-tabulated by trip characteristics and key passenger demographic variables:

- Transport mode
- Service operator
- Time of trip – peak/off-peak and AM peak/interpeak/PM peak/weekend
- Direction of trip (inbound versus outbound)

- Payment method used
- Gender of passenger
- Age of passenger

Statistically significant differences in results by trip and demographic characteristics have been highlighted in the tables.

## 2.7 Report Structure

The report is structured similarly to the questionnaire.

### **Section Three: Passenger Perceptions of the Current Trip**

This section provides results for passengers' perceptions of the on-board trip experience. Results are provided overall, and by mode and operator. The relative influence of the various aspects of the on-board experience on overall satisfaction is also outlined.

### **Section Four: Passenger Perceptions of the Stop/Station/Wharf**

This section details results for passengers' perceptions of the stop, station or wharf where they boarded the surveyed service. Results are provided overall, and by mode. *Note that, as the stop/station/wharf infrastructure is owned by Greater Wellington Regional Council, it was not deemed appropriate to provide results by operator.* This section concludes with passenger-initiated suggestions for enhancement to the current stops/stations/wharves.

### **Section Five: Passenger Perceptions of Wellington Region's Public Transport System**

In contrast to the previous sections where results are trip-specific, this section outlines passengers' general perceptions of the region's public transport system – travel times, convenience of payment, and the ease of accessing different types of information. Again, results are provided overall and by mode. *Note that, as these questions related to the region's public transport system generally, it was not deemed appropriate to provide results by operator.*

### **Section Six: Moving Forward**

This section provides insight into passengers' likelihood of recommending using the region's public transport system to others, and outlines passenger-initiated suggestions for improvement to the transport system going forward.

For each aspect of the current trip and public transport system respondents were asked to rate, the following information is presented:

- The share selecting each point on the 11-point rating scale – both overall and by mode
- The share giving negative (points 0-4 on the rating scale), neutral (5) or positive (6-10) ratings – overall and by mode. These results are also presented by operator for aspects of the service offer related to the actual trip. Differences in these ratings between modes and between operators have been significance-tested, with statistically significant differences highlighted in the report.
- The share of respondents who are statistically significantly more likely to give a negative or positive rating based on passenger (gender, age, type of payment used) and trip (inbound/outbound, on peak/off peak) characteristics.

### ***A Note on Time Series Comparisons***

The methodology and questionnaire used for the 2014 customer satisfaction survey is substantially different to that used in previous years:

- In 2012 and 2013, the survey was conducted predominantly using Computer Assisted Telephone Interviewing (CATI), with an online survey ‘top-up’ of respondents with no landline access at home. This year, the survey was conducted via self-completion questionnaire on-board the region’s bus, train and ferry services.
- In 2013, the survey had a sample size of n=750 of whom 78% (n=585) had used public transport in the Wellington region at least once in the last three months. This year the sample size was n=4,298, all of whom had used the Wellington region’s public transport system. The differences in sample sizes yield notably different margins of error. (For example, n=397 respondents rated train services in 2013, yielding a maximum margin of error of  $\pm 4.9\%$ . In 2014, n=2,799 respondents rated train services, yielding a maximum margin of error of  $\pm 1.9\%$ .)
- Prior to 2014, quotas were set to ensure that the survey sample was representative of the demographic profile of the Wellington region population (which is likely to be different from the demographic profile of public transport users). In 2014, no demographic quotas were set. As all passengers on randomly-selected trips/every second passenger on transit trips were selected, the sample population is considered to be demographically representative of the total passenger base of the trips surveyed (excluding passengers aged younger than 15 years).
- In previous years, all respondents who had used public transport in the Wellington region in the last three months were asked to rate their general perceptions of different aspects of the public transport system - no time period over which to draw perceptions was specified. In contrast, in 2014, respondents were asked to rate only the specific service that they were on at the time of the survey.

- In previous years, respondents were asked to rate specific aspects of bus, train and ferry services after first answering a series of questions about the ease of using public transport in the region generally and being asked to identify what makes it difficult to use the region’s public transport system. In 2014, respondents were asked to rate the specific aspects of their trip first before being asked about the public transport system generally and their suggestions for enhancement.
- Prior to 2014, public transport users were asked to rate each aspect of the public transport system on a scale from 1 (Poor) to 5 (Excellent). In line with NZTA best practice guidelines, in 2014 respondents were required to express their satisfaction with each aspect, using an 11-point scale, from 0 (Extremely dissatisfied) to 10 (Extremely satisfied).
- Prior to 2014, respondents who had used multiple modes of public transport in the previous three months were asked to rate each mode on a series of aspects. It is likely that, consciously or subconsciously, respondents will have rated the second (and third) modes relative to the first. In the 2013 questionnaire it does not indicate that the order in which the modes were asked was rotated, suggesting that respondents will have rated train and/ferry services relative to bus services. For the 2014 survey, respondents were asked to rate one mode only.
- A number of new statements were added to the 2014 survey – and some aspects of the public transport system asked in previous years were not asked about this year.

For these reasons, the results presented in this report are not comparable with those collected previously. Consequently no time series comparisons have been provided in this report.

## 3. Passenger Perceptions of Current Trip

### Highlights

- Almost all Wellington public transport users are satisfied to some extent with their trip overall, 92% giving a positive rating (that is, giving a rating between 6 and 10), including 16% who are *extremely satisfied*. Just 3% of respondents expressed any dissatisfaction with their current trip overall.
- Whilst levels of satisfaction with the trip are high for all three modes, ferry passengers are significantly more likely to rate the trip overall positively (97%) than those travelling by bus or train (92% for both modes).
- Results by operator show that East by West Ferries performs most positively for the trip overall, (97% satisfied), this result significantly higher than for Go Wellington (93%), Tranz Metro (91%) and Valley Flyer (89%).
- Of the ten aspects of the trip considered, public transport users are most positive about the **personal safety on the trip** (95% satisfied to some extent), and the **ease of getting on** (94%) **and off** (94%) the vehicle.
- In contrast, ratings were notably less positive for the trip representing **value for money of the fare**, only 70% of passengers rating this aspect positively. Train passengers are particularly dissatisfied with the value for money of the fare, 68% giving a positive rating, and 20% expressing dissatisfaction. This result is of particular concern as value for money of the fare is the strongest driver of overall satisfaction with the trip. Improvements to this aspect of the trip (by reducing fare costs and/or adding value through improved service delivery, new facilities etc.) can be expected to have the greatest positive impact on overall satisfaction with the trip going forward.

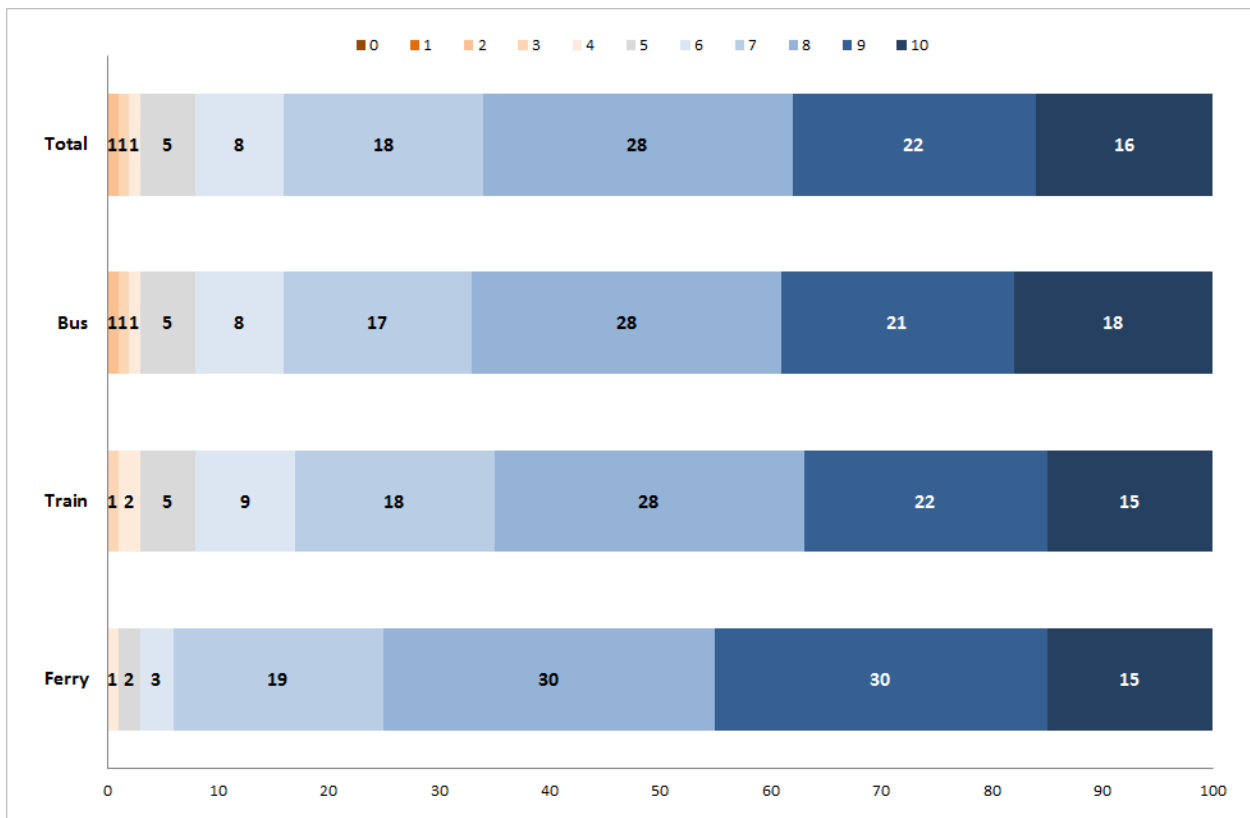
### 3.1 Overall Satisfaction with Trip – All Modes

Almost all Wellington public transport users are satisfied to some extent with their trip overall, 92% giving a positive rating (that is, giving a rating between 6 and 10), including 16% who are *extremely satisfied* (giving a rating of 10 out of 10). Just 3% of respondents expressed any dissatisfaction with their current trip overall.

Whilst levels of satisfaction are high for all three modes, ferry passengers are significantly more likely to rate the trip overall positively (97%) than those travelling by bus (92%) or train (92%).

Results by operator show that East by West Ferries performs most positively for the trip overall, (97% satisfied), this result significantly higher than for Go Wellington (93%), Tranz Metro (91%) and Valley Flyer (89%). Valley Flyer (6%) customers are over-represented among those dissatisfaction with the trip overall.

Figure 3.1: Satisfaction with Current Trip Overall – By Mode and Operator (%)



Rating	Total (N=4,117)	Bus (n=1,293)	Train (n=2,676)	Ferry (n=148)
Dissatisfied (0-4)	3	3	3	1
Neutral (5)	5	5	5	2
Satisfied (6-10)	92	92	92	97 (↑BT)
Mean rating (out of 10)	7.9	7.9	7.8	8.3

Rating	East By West (n=148)	Go Wellington (n=820)	Mana (n=121)	Newlands (n=60)	Tranz Metro (n=2,676)	Valley Flyer (n=274)
0-4	1	2	2	2	3	6 (↑EG)
5	2	5	5	7	5	5
6-10	97 (↑GTV)	93	93	91	92	89
Mean rating (out of 10)	8.3	7.9	8.2	8.0	7.8	7.9

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=4) and Tranzit Coachlines (n=14) too small to provide statistically reliable results.

**Rating of 6-10 significantly more likely among passengers:**

- Travelling on a SuperGold card (97%)/aged 65 years or older (96%)
- Travelling outbound (93%)

**Rating of 0-4 significantly more likely among passengers:**

- (None)

### 3.2 Comparative Perceptions of Trip

Of the ten aspects of the trip considered, public transport users are most positive about their personal security during the trip, 95% rating this aspect positively (that is, giving a rating between 6 and 10). Ferry (99%) and train (96%) passengers were particularly positive about this aspect of the current trip (significantly higher than for bus passengers – 94%). Ratings are also very positive for the ease of getting on (94%) and off (94%) the vehicle.

In contrast, ratings were notably less positive for the trip representing value for money of the fare, only 70% of passengers rating this aspect positively. Train passengers are particularly dissatisfied with the value for money of the fare, only 68% giving a positive rating, and 20% expressing dissatisfaction.

The results for each aspect of the stop/station/wharf are provided in more detail in the following sections.

**Table 3.1: Comparative Perceptions of Trip (%)**  
*Share Giving Positive Ratings (6-10)*

Aspect of Service	Total Sample (N=4,298)	Bus (N=1,346)	Train (N=2,799)	Ferry (N=153)
Personal security during this trip	95	94	96 (↑B)	99 (↑B)
The ease of getting on the vehicle	94	92	95 (↑B)	92
The ease of getting off the vehicle	94	91	95 (↑B)	94
Comfort of the inside temperature	90	90	90	95 (↑BT)
The helpfulness of the driver/staff	89	85	90 (↑B)	95 (↑BT)
The attitude of the driver/staff	89	86	89 (↑B)	98 (↑BT)
Having enough seats available	84	87 (↑T)	82	95 (↑BT)
How often the service runs	80	78	80	81
The service being on time	77	77	77	91 (↑BT)
The value for money of the fare	70	72 (↑T)	68	81 (↑BT)

Base: All respondents, excluding those giving a “not applicable” response.

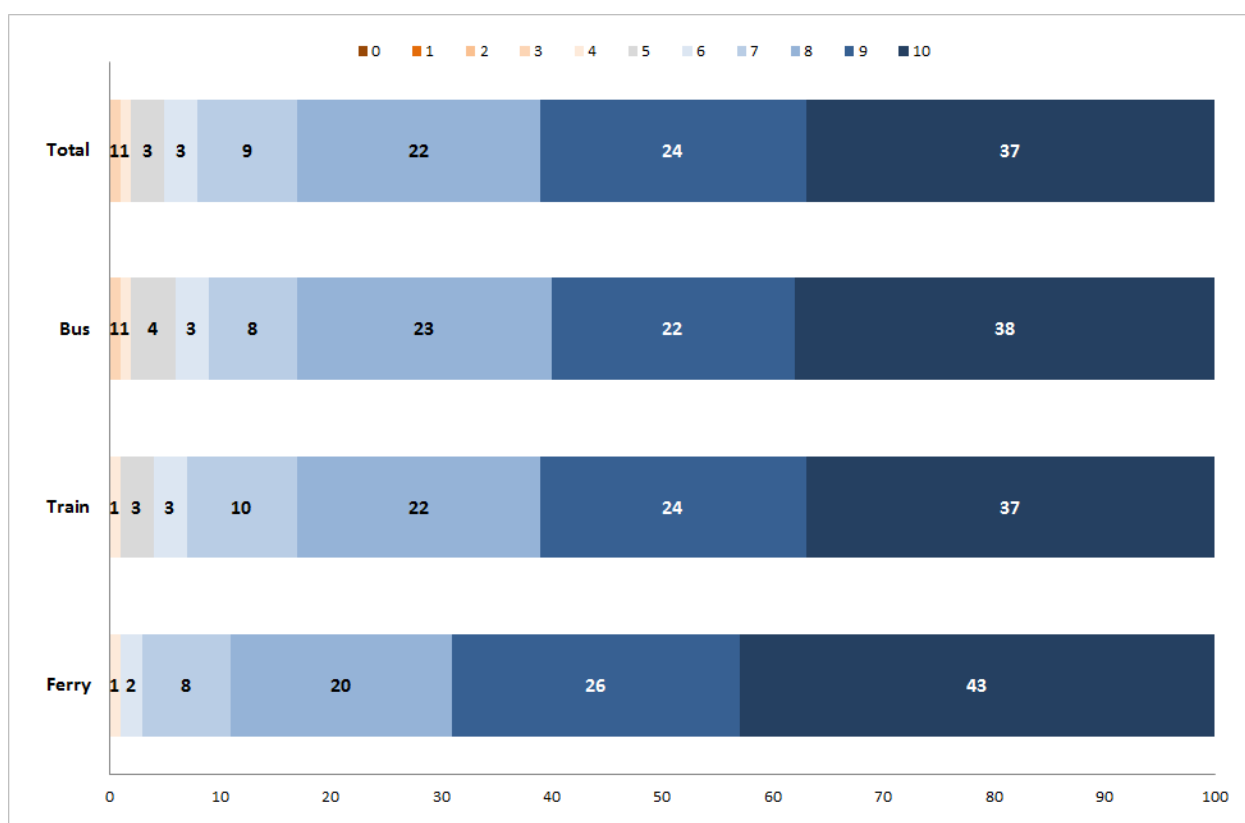
Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

### Your Personal Security During The Trip

Passengers feel safe when using Wellington’s public transport system, almost all respondents (95%) reporting they are satisfied to some extent with their personal security during the trip (giving a rating between 6 and 10), including 37% who are *extremely satisfied*. Whilst levels of satisfaction are high across all three modes, ferry (99%) and train (96%) passengers are significantly more likely to be satisfied with their personal security during the trip than those travelling by bus (94%).

Results by operator show that East by West Ferries performs most positively for personal security during the trip (99% satisfied), this result significantly higher than for all bus operators, particularly Valley Flyer (91%) and Mana Coachlines (89%).

Figure 3.2: Personal Safety During the Trip – By Mode and Operator (%)



Rating	Total (N=4,235)	Bus (n=1,322)	Train (n=2,760)	Ferry (n=153)
Dissatisfied (0-4)	2	2	1	1
Neutral (5)	3	4	3	0
Satisfied (6-10)	95	94	96 (↑B)	99 (↑B)
Mean rating (out of 10)	8.7	8.6	8.7	9.0



Rating	East By West (n=153)	Go Wellington (n=840)	Mana (n=124)	Newlands (n=59)	Tranz Metro (n=2,760)	Valley Flyer (n=280)
0-4	1	2	5 (↑EGT)	2	1	4
5	0	3 (↑E)	6 (↑EGT)	3 (↑E)	3 (↑E)	5 (↑ET)
6-10	99 (↑GMNV)	95 (↑MV)	89	95	96 (↑MV)	91
<b>Mean rating (out of 10)</b>	9.0	8.6	8.4	8.7	8.7	8.6

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=5) and Tranzit Coachlines (n=14) too small to provide statistically reliable results.

**Rating of 6-10 significantly more likely among passengers:**

- (None)

**Rating of 0-4 significantly more likely among passengers:**

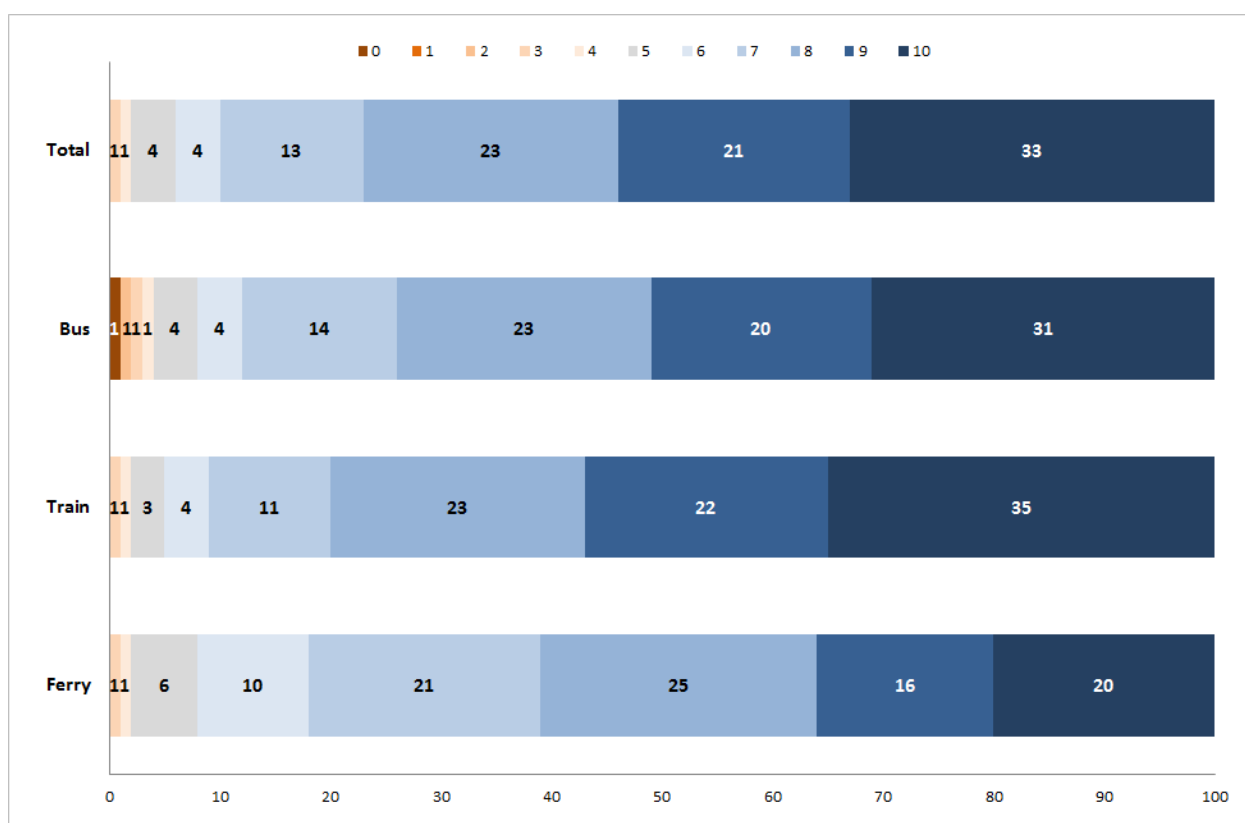
- Travelling on a stored value card (3%)

**The Ease of Getting on the Vehicle (Ramps, Handrails, Steps etc.)**

Almost all respondents are satisfied to some extent with the ease of getting on the vehicle, 94% giving a positive rating (between 6 and 10), including 33% who are *extremely satisfied* (giving a rating of 10 out of 10). Only 2% are dissatisfied. Train passengers (95%) are significantly more likely to be satisfied with the ease of getting on the vehicle than those using the bus (92%).

Results by operator show that ratings for ease of getting on the vehicle are most positive for Tranz Metro (95% satisfied) and Go Wellington (94%) services. Ratings are significantly less positive for the ease of getting on Mana Coachlines (88%) and Valley Flyer (88%) buses. Six per cent of Valley Flyer passengers report being dissatisfied with the ease of getting on these vehicles.

**Table 3.3: Ease of Getting on the Vehicle – By Mode and Operator (%)**



Rating	Total (N=4,258)	Bus (n=1,327)	Train (n=2,778)	Ferry (n=153)
Dissatisfied (0-4)	2	4 (↑T)	2	2
Neutral (5)	4	4	3	6
Satisfied (6-10)	94	92	95 (↑B)	92
Mean rating (out of 10)	8.4	8.3	8.5	7.9

Rating	East By West (n=153)	Go Wellington (n=844)	Mana (n=125)	Newlands (n=60)	Tranz Metro (n=2,778)	Valley Flyer (n=280)
<b>0-4</b>	2	3	4	3	2	<b>6 (↑GT)</b>
<b>5</b>	6	3	<b>8 (↑GT)</b>	3	3	6
<b>6-10</b>	92	<b>94 (↑MV)</b>	88	94	<b>95 (↑MV)</b>	88
<b>Mean rating (out of 10)</b>	7.9	8.3	8.3	8.4	8.5	8.2

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=5) and Tranzit Coachlines (n=14) too small to provide statistically reliable results.

**Rating of 6-10 significantly more likely among passengers:**

- Travelling on a monthly pass (96%)

**Rating of 0-4 significantly more likely among passengers:**

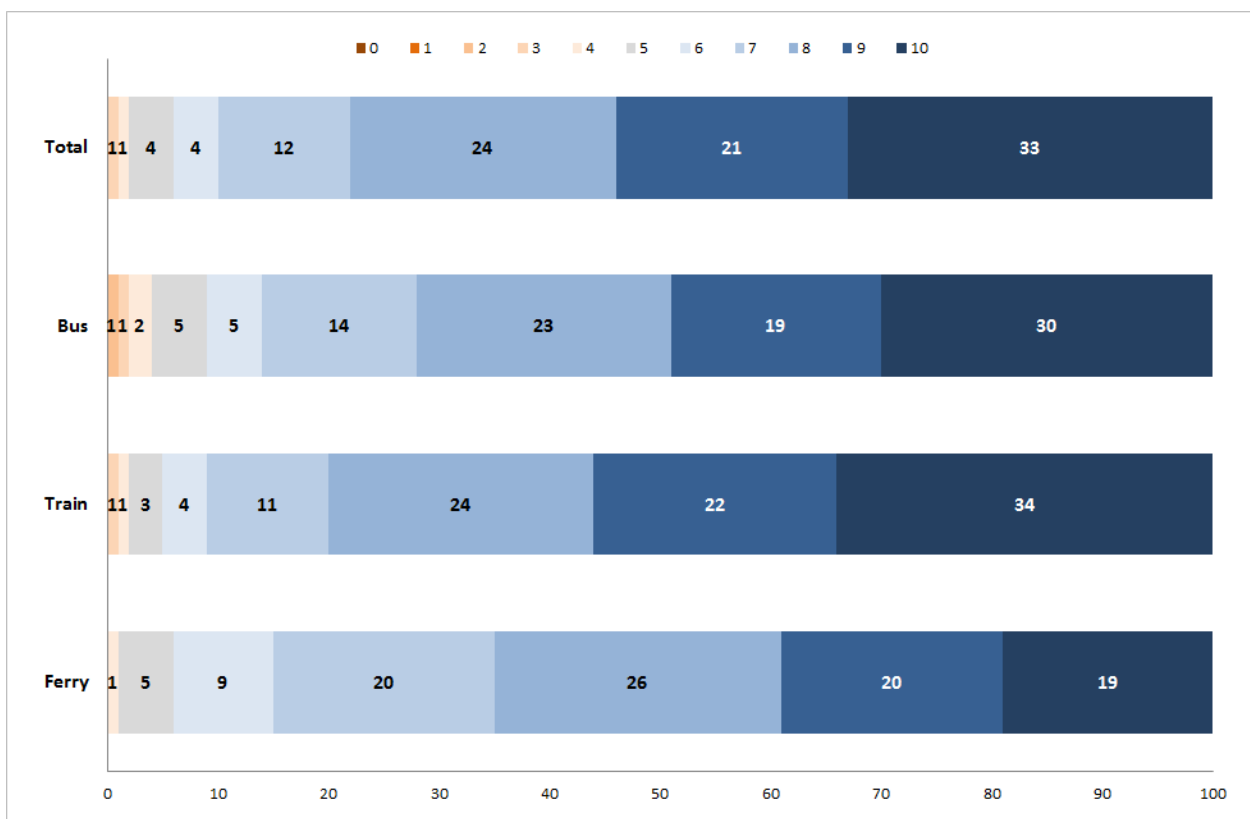
- Travelling on weekend services (4%)

**The Ease of Getting Off the Vehicle (Ramps, Handrails, Steps etc.)**

Almost all respondents are satisfied to some extent with the ease of getting off the vehicle, 94% giving a positive rating (between 6 and 10), including 33% who are *extremely satisfied* (giving a rating of 10 out of 10). Only 2% are dissatisfied. As with getting on the vehicle, train passengers (95%) are significantly more likely to be satisfied with the ease of getting off the vehicle than those using the bus (91%).

Results by operator show that ratings for ease of getting off the vehicle are most positive for Tranz Metro (95% satisfied), Tranz Metro passengers significantly more likely to be satisfied than those travelling on services provided by Go Wellington (93%), Mana Coachlines (91%) or Valley Flyer (89%).

**Table 3.4: Ease of Getting off the Vehicle – By Mode and Operator (%)**



Rating	Total (N=4,210)	Bus (n=1,314)	Train (n=2,748)	Ferry (n=148)
Dissatisfied (0-4)	2	4 (↑T)	2	1
Neutral (5)	4	5 (↑T)	3	5
Satisfied (6-10)	94	91	95 (↑B)	94
Mean rating (out of 10)	8.4	8.2	8.5	8.0

Rating	East By West (n=148)	Go Wellington (n=833)	Mana (n=126)	Newlands (n=59)	Tranz Metro (n=2,748)	Valley Flyer (n=277)
<b>0-4</b>	1	<b>3 (↑T)</b>	3	3	2	<b>5 (↑ET)</b>
<b>5</b>	5	4	<b>6 (↑T)</b>	4	3	<b>6 (↑T)</b>
<b>6-10</b>	94	93	91	93	<b>95 (↑GMV)</b>	89
<b>Mean rating (out of 10)</b>	8.0	8.2	8.3	8.3	8.5	8.2

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=5) and Transit Coachlines (n=14) too small to provide statistically reliable results.

**Rating of 6-10 significantly more likely among passengers:**

- Travelling on a monthly pass (96%)

**Rating of 0-4 significantly more likely among passengers:**

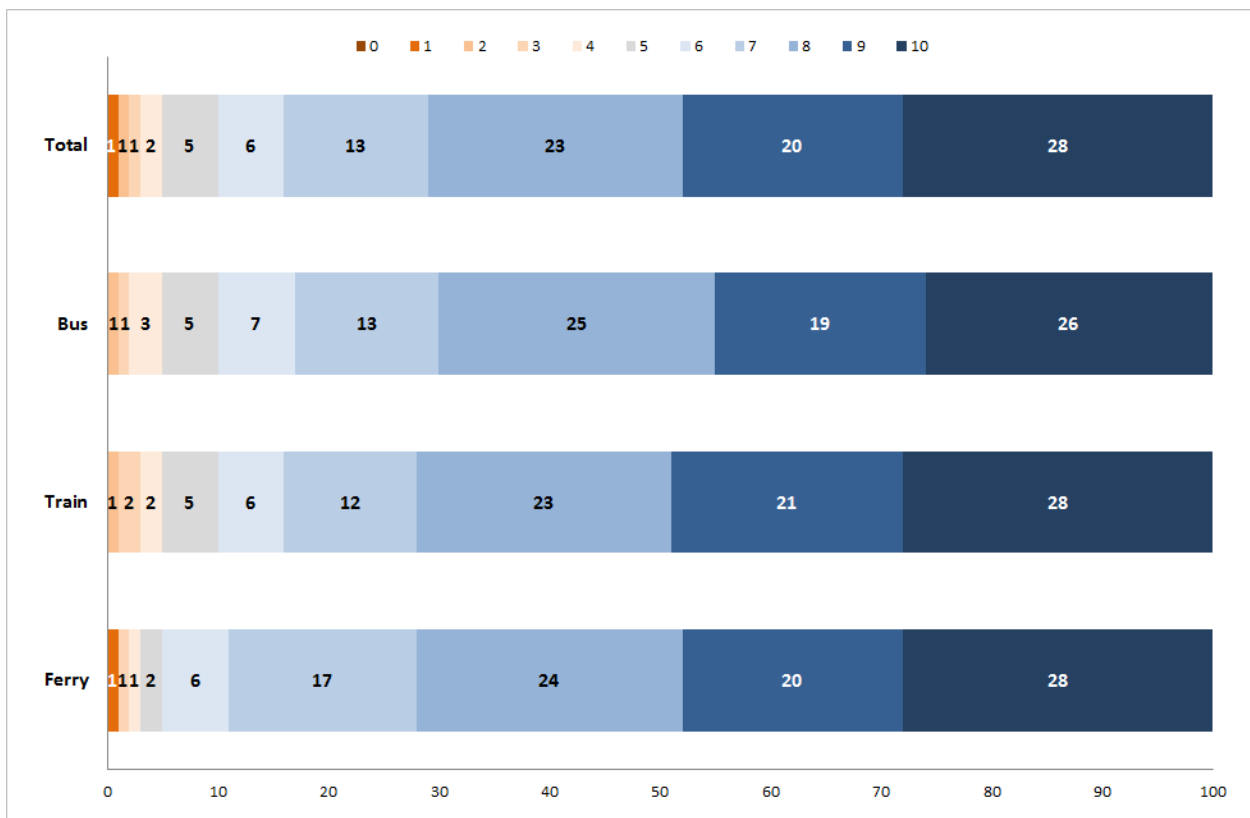
- (None)

### The Comfort of the Inside Temperature

Passenger perceptions of the comfort of the inside temperature of the vehicle are generally positive, 90% satisfied to some extent (giving a rating of between 6 and 10), including over a quarter (28%) who are *extremely satisfied* (giving a rating of 10 out of 10). Of the three modes, ferry passengers are most likely to be satisfied with the comfort of the insider temperature, 95% satisfied to some extent including 28% who are *extremely satisfied*. This compares with 90% of bus and train users.

Results by operator show that East by West Ferries performs most positively for the comfort of the insider temperature (95% satisfied), this result significantly higher than for Tranz Metro (90%), Go Wellington (90%) and Mana Coachlines (87%).

Figure 3.5: Comfort of the Inside Temperature – By Mode and Operator



Rating	Total (N=4,270)	Bus (n=1,338)	Train (n=2,779)	Ferry (n=153)
Dissatisfied (0-4)	5	5	5	3
Neutral (5)	5	5	5	2
Satisfied (6-10)	90	90	90	95 (↑BT)
Mean rating (out of 10)	8.1	8.1	8.1	8.3

Rating	East By West (n=153)	Go Wellington (n=853)	Mana (n=125)	Newlands (n=60)	Tranz Metro (n=2,779)	Valley Flyer (n=281)
0-4	3	4	6	8	5	5
5	2	6	7	4	5	4
6-10	95 (↑GMT)	90	87	88	90	91
Mean rating (out of 10)	8.3	8.0	7.9	7.9	8.1	8.3

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=5) and Tranzit Coachlines (n=14) too small to provide statistically reliable results.

#### Rating of 6-10 significantly more likely among passengers:

- Travelling on a SuperGold card (96%) or paying cash (94%)
- Aged 65 years + (95%)
- Travelling on off peak trips (93%), particularly interpeak (94%)

#### Rating of 0-4 significantly more likely among passengers:

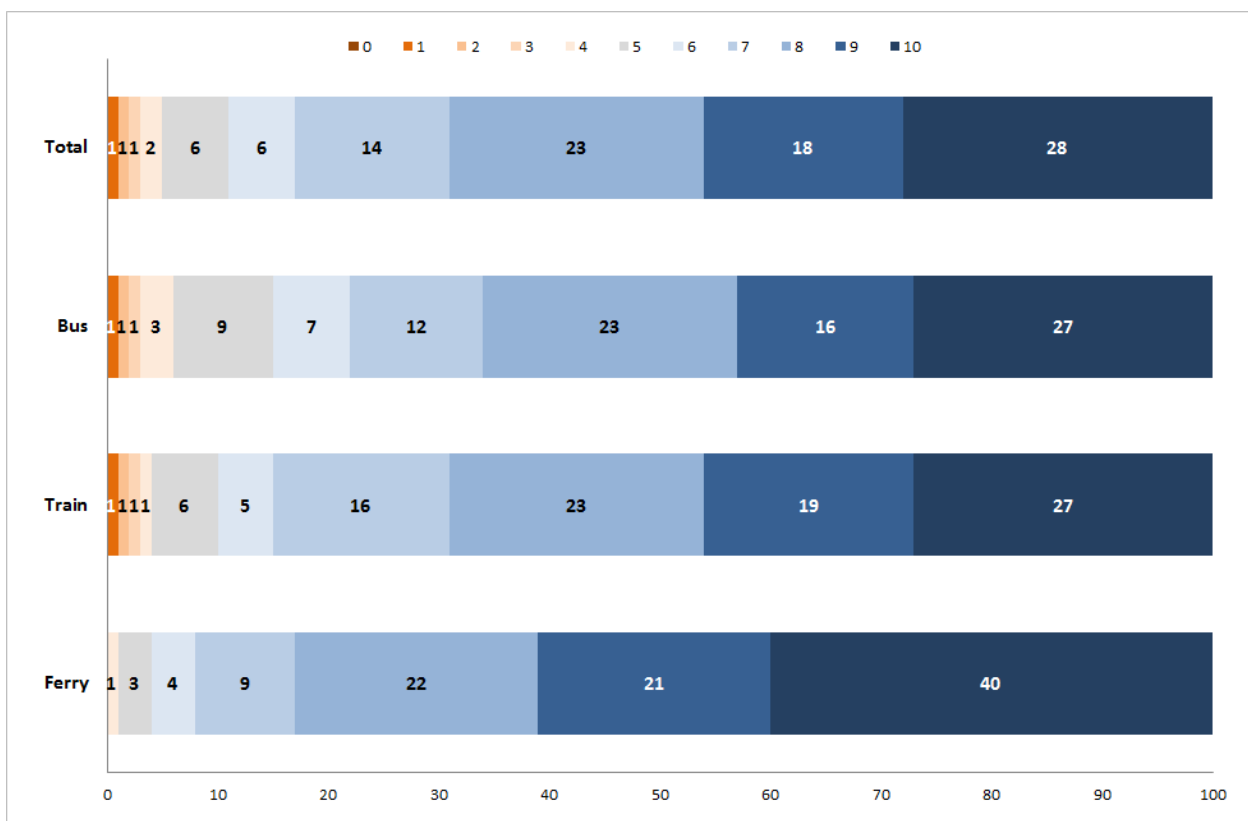
- Aged 45-59 years (7%)
- Travelling on peak trips (6%)

### The Helpfulness of the Driver/Staff

Wellington region bus drivers/train and ferry staff are generally perceived positively by passengers, 89% satisfied to some extent (giving a rating of between 6 and 10), including just over a quarter (28%) who are *extremely satisfied* (giving a rating of 10 out of 10). Only 5% of respondents express dissatisfaction with the helpfulness of the driver/staff. Of the three modes, ferry passengers are most likely to be satisfied with the helpfulness of the staff they dealt with (96%, including 40% who were *extremely satisfied* – a very positive result). Staff on ferry (96%) and train (90%) services are rated significantly more positively for their helpfulness than bus drivers (85%).

Results by operator show that ratings for the helpfulness of staff are most positive for East by West Ferries (96%). In contrast, levels of satisfaction with the helpfulness of the driver are significantly lower among those travelling on Valley Flyer (85%) and Go Wellington (84%) services in particular.

**Table 3.6: Helpfulness of the Driver/Staff – By Mode and Operator (%)**



Rating	Total (N=4,015)	Bus (n=1,244)	Train (n=2,619)	Ferry (n=152)
Dissatisfied (0-4)	5	6 (↑TF)	4	1
Neutral (5)	6	9 (↑TF)	6	3
Satisfied (6-10)	89	85	90 (↑B)	96 (↑BT)
Mean rating (out of 10)	8.0	7.8	8.1	8.7



Rating	East By West (n=152)	Go Wellington (n=771)	Mana (n=123)	Newlands (n=60)	Tranz Metro (n=2,619)	Valley Flyer (n=271)
<b>0-4</b>	1	<b>6 (↑ET)</b>	4	3	4	<b>8 (↑ET)</b>
<b>5</b>	3	<b>10 (↑ET)</b>	<b>9 (↑E)</b>	4	6	7
<b>6-10</b>	<b>96 (↑GMTV)</b>	84	87	93	<b>90 (↑GV)</b>	85
<b>Mean rating (out of 10)</b>	8.7	7.7	8.3	8.2	8.1	7.9

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=5) and Tranzit Coachlines (n=14) too small to provide statistically reliable results.

**Rating of 6-10 significantly more likely among passengers:**

- Aged 65 years + (95%)
- Travelling on a SuperGold card (94%)

**Rating of 0-4 significantly more likely among passengers:**

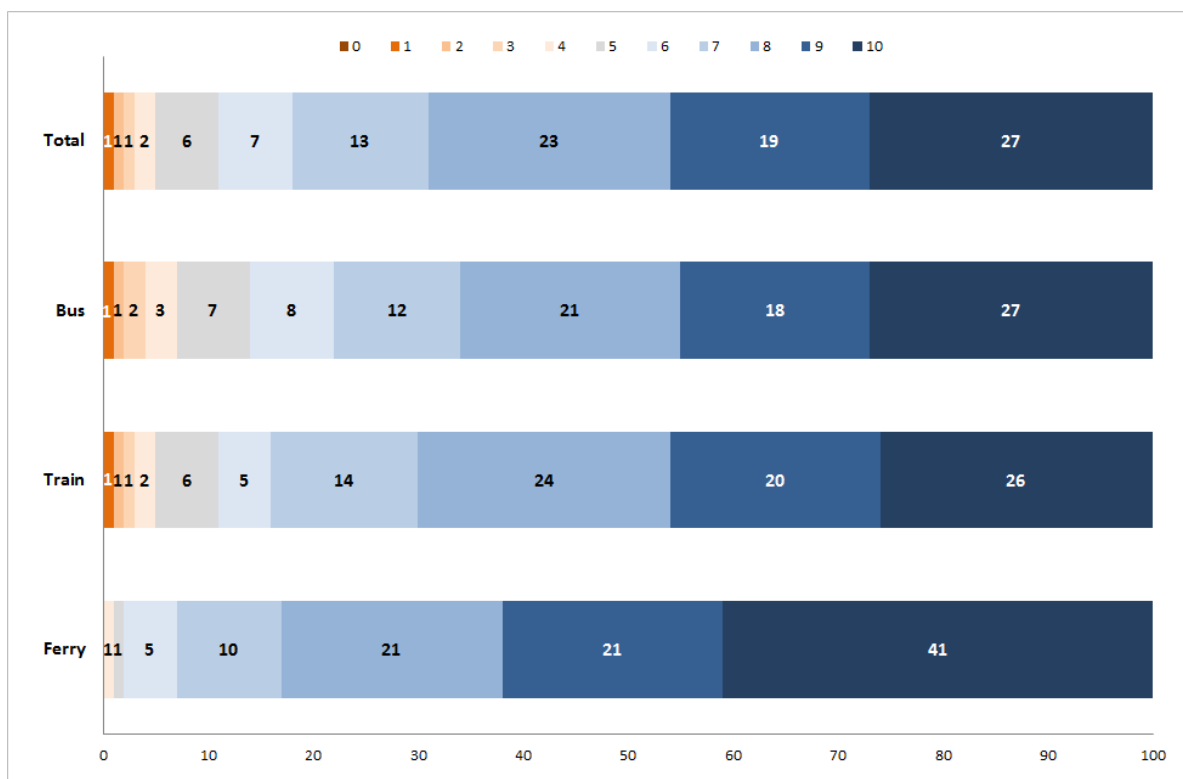
- Aged 15-17 years (11%)

### The Attitude of the Driver/Staff

Wellington public transport users are also generally satisfied with the attitude of the driver/staff they dealt with, 89% satisfied to some extent (giving a rating of between 6 and 10), including just over a quarter (27%) who were *extremely satisfied*. Only 5% of respondents express dissatisfaction with the driver/staff’s attitude. Of the three modes, ferry staff are rated most positively for their attitude (98% at least satisfied, including 41% who were *extremely satisfied*). Staff on ferry (98%) and train (89%) services are rated significantly more positively for their attitude than bus drivers (86%).

Results by operator show that ratings for the attitude of staff are most positive for East by West Ferries (98%). In contrast, levels of satisfaction with staff attitude are significantly lower among those travelling on Go Wellington (85%) and Valley Flyer (84%) services in particular. Nine per cent of Valley Flyer passengers were dissatisfied to some extent with the attitude of their driver.

**Table 3.7: Attitude of the Driver/Staff – By Mode and Operator (%)**



Rating	Total (N=4,088)	Bus (n=1,274)	Train (n=2,661)	Ferry (n=153)
Dissatisfied (0-4)	5	7 (↑TF)	5 (↑F)	1
Neutral (5)	6	7 (↑TF)	6 (↑F)	1
Satisfied (6-10)	89	86	89 (↑B)	98 (↑BT)
Mean rating (out of 10)	8.0	7.8	8.0	8.7

Rating	East By West (n=153)	Go Wellington (n=793)	Mana (n=127)	Newlands (n=60)	Tranz Metro (n=2,661)	Valley Flyer (n=275)
0-4	1	7 (↑ET)	3	2	5 (↑E)	9 (↑EMT)
5	1	8 (↑E)	8 (↑E)	5	6 (↑E)	7 (↑E)
6-10	98 (↑GMTV)	85	89	93	89 (↑GV)	84
Mean rating (out of 10)	8.7	7.7	8.3	8.2	8.0	8.0

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=5) and Tranzit Coachlines (n=14) too small to provide statistically reliable results.

**Rating of 6-10 significantly more likely among passengers:**

- Aged 65 years or older (95%)
- Travelling on a SuperGold card (94%)

**Rating of 0-4 significantly more likely among passengers:**

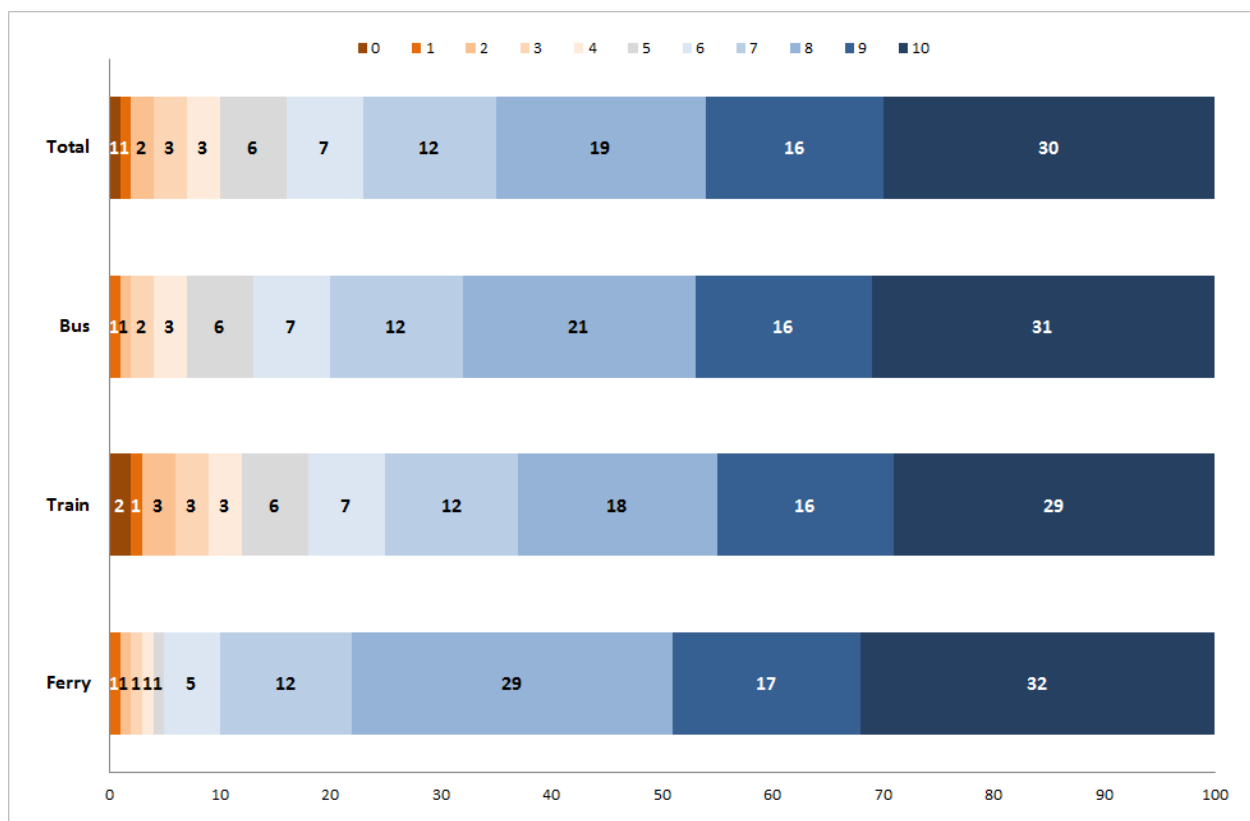
- Aged 15-17 years (15%)

### Having Enough Seats Available

Wellington public transport users are generally satisfied with the availability of seats on the services used, 84% satisfied to some extent (giving a rating of between 6 and 10), including just less than a third (30%) who are *extremely satisfied*. In contrast, 10% of respondents express dissatisfaction with having enough seats available. Of the three modes, ferry passengers are significantly more likely to be satisfied with the sufficiency of seats (95% satisfied, including 32% who are extremely satisfied). In contrast, levels of satisfaction are significantly lower among bus (87%) and train (82%) passengers. Twelve per cent of train passengers report being dissatisfied with the availability of seats.

Results by operator show that East by West Ferries performs most positively for having enough seats available (95% satisfied) while Tranz Metro performs significantly less well when compared with all other operators (82%). Satisfaction levels are similar across each of the bus operators.

Figure 3.8: Having Enough Seats Available – By Mode and Operator (%)



Rating	Total (N=4,260)	Bus (n=1,330)	Train (n=2,778)	Ferry (n=152)
Dissatisfied (0-4)	10	7	12 (↑BF)	4
Neutral (5)	6	6 (↑F)	6 (↑F)	1
Satisfied (6-10)	84	87 (↑T)	82	95 (↑BT)
Mean rating (out of 10)	7.8	8.0	7.6	8.3

Rating	East By West (n=152)	Go Wellington (n=847)	Mana (n=124)	Newlands (n=60)	Tranz Metro (n=2,778)	Valley Flyer (n=280)
0-4	4	7	6	7	12 (↑EGMV)	7
5	1	6 (↑E)	5 (↑E)	3	6 (↑E)	7 (↑E)
6-10	95 (↑GTV)	87 (↑T)	89 (↑T)	90	82	86
<b>Mean rating (out of 10)</b>	8.3	7.9	8.2	7.8	7.6	8.1

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=5) and Tranzit Coachlines (n=14) too small to provide statistically reliable results.

#### Rating of 6-10 significantly more likely among passengers:

- Travelling on a SuperGold card (96%) or paying cash (91%)
- Aged 65 years + (94%)
- Travelling off-peak (91%), particularly in the weekend (92%)

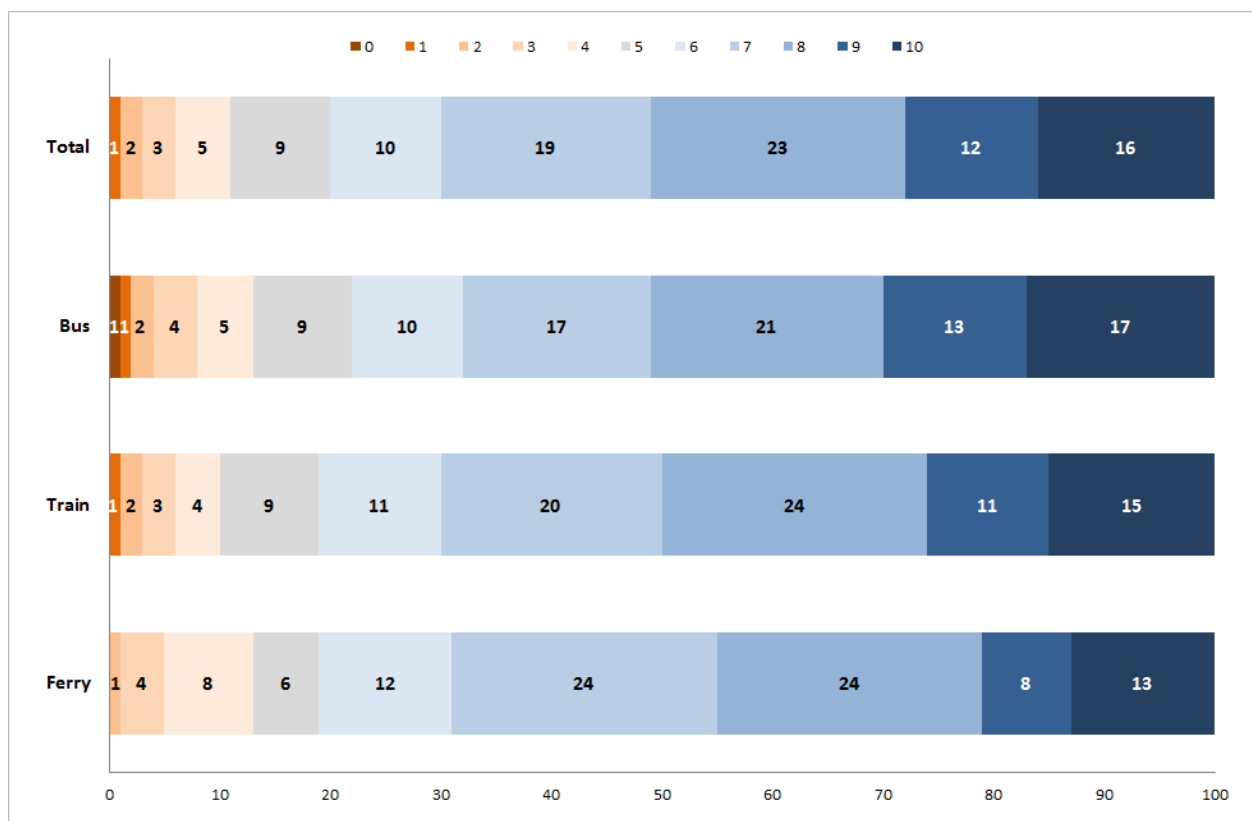
#### Rating of 0-4 significantly more likely among passengers:

- Travelling on a monthly pass (15%) or a Ten Trip Card (14%)
- Travelling during the peak (14%)
- Travelling inbound (12%)

### How Often the Service Runs

Four in five passengers (80%) give a positive rating for how often the service run, including 16% who rate the frequency of trip as 10 out of 10, indicating they are *extremely satisfied*. In contrast, 11% give a negative rating. While the share of positive ratings is similar by mode, bus passengers are significantly more likely to rate the frequency of bus service negatively (13%) than train users (10%). With the exception of Mana Coachlines (68%), the share of positive ratings for frequency of service is similar across all operators.

Figure 3.9: How Often the Service Runs – By Mode and Operator (%)



Rating	Total (N=3,919)	Bus (n=1,193)	Train (n=2,584)	Ferry (n=142)
Dissatisfied (0-4)	11	13 (↑T)	10	13
Neutral (5)	9	9	9	6
Satisfied (6-10)	80	78	81	81
Mean rating (out of 10)	7.2	7.2	7.2	7.2

Rating	East By West (n=142)	Go Wellington (n=768)	Mana (n=109)	Newlands (n=50)	Tranz Metro (n=2,584)	Valley Flyer (n=247)
0-4	13	12	12	12	10	12
5	6	8	20 (↑EGTV)	8	9	8
6-10	81 (↑M)	80 (↑M)	68	80	81 (↑M)	80 (↑M)
Mean rating (out of 10)	7.1	7.3	6.9	7.0	7.2	7.3

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=5) and Tranzit Coachlines (n=14) too small to provide statistically reliable results.

#### Rating of 6-10 significantly more likely among passengers:

- Using a SuperGold card (90%)
- Aged 65 years + (89%)
- Travelling off-peak (83%)

#### Rating of 0-4 significantly more likely among passengers:

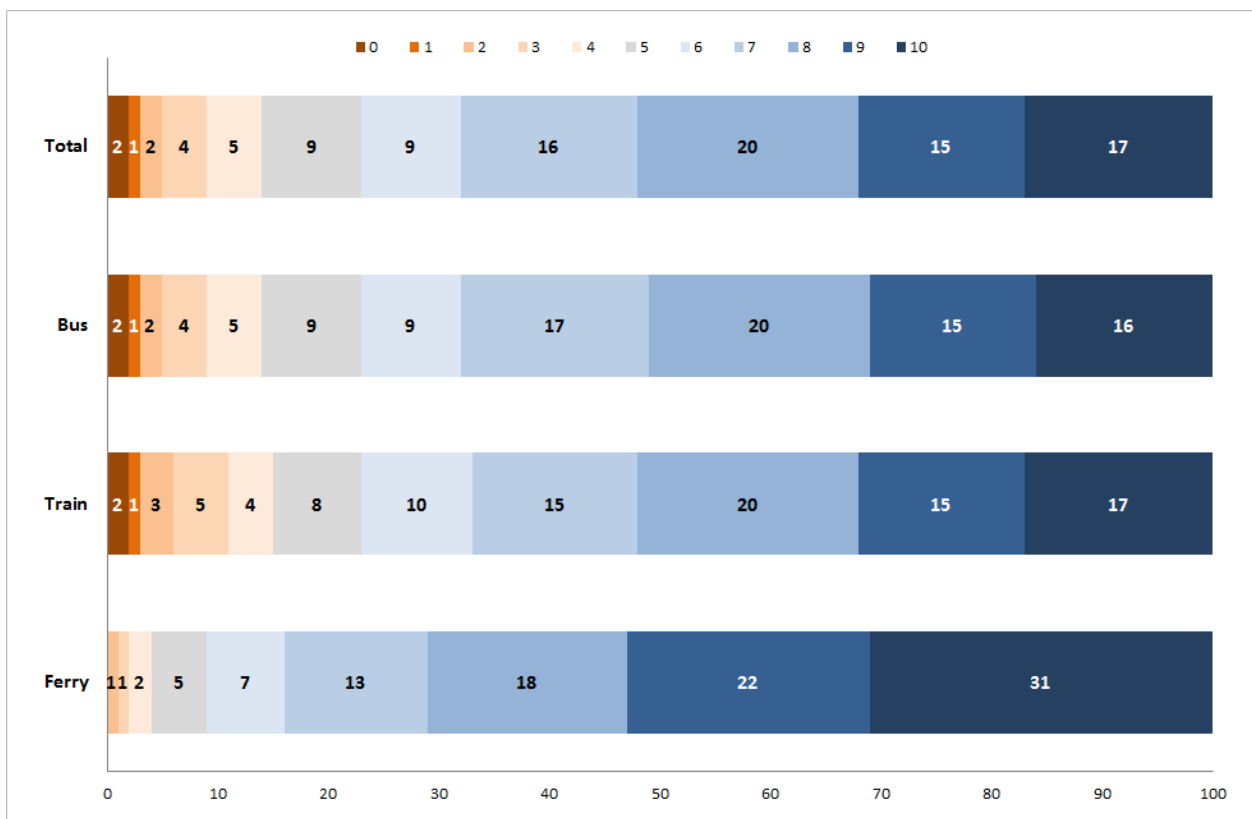
- Using a stored-value card (14%) or Ten Trip ticket (13%)
- Travelling during peak time (13%)

**The Service Being On Time (Keeping to the Timetable)**

Around three-quarters of Wellington’s public transport users are satisfied to some extent with their service keeping to the timetable, 77% giving a positive rating for reliability, including 17% giving a rating of 10 out of 10 (indicating extreme satisfaction). In contrast, 14% of passengers are dissatisfied with the service being on time. Ferry passengers are significantly more likely to be satisfied with the reliability of the service (91%) than those travelling by bus (77%) or train (77%).

Results by operator show that East by West Ferries passengers are most positive about the service running to time (91%). Perceptions of reliability are similar across all bus operators, with the exception of Valley Flyer passengers, only 70% satisfied with these services being on time, and one in five passengers (21%) expressing some level of dissatisfaction.

**Figure 3.10: The Service Being On Time – By Mode and Operator (%)**



Rating	Total (N=4,231)	Bus (n=1,311)	Train (n=2,767)	Ferry (n=153)
Dissatisfied (0-4)	14	14 (↑F)	15 (↑F)	4
Neutral (5)	9	9	8	5
Satisfied (6-10)	77	77	77	91 (↑BT)
Mean rating (out of 10)	7.1	7.1	7.1	8.3



Rating	East By West (n=153)	Go Wellington (n=833)	Mana (n=124)	Newlands (n=55)	Tranz Metro (n=2,767)	Valley Flyer (n=280)
<b>0-4</b>	4	<b>12 (↑E)</b>	<b>16 (↑E)</b>	<b>13 (↑E)</b>	<b>15 (↑E)</b>	<b>21 (↑EGT)</b>
<b>5</b>	5	9	9	5	8	9
<b>6-10</b>	<b>91 (↑GMNTV)</b>	<b>79 (↑V)</b>	75	82	<b>77 (↑V)</b>	70
<b>Mean rating (out of 10)</b>	8.3	7.2	7.1	7.0	7.1	6.8

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=5) and Tranzit Coachlines (n=14) too small to provide statistically reliable results.

**Rating of 6-10 significantly more likely among passengers:**

- Travelling on a SuperGold card (89%) or paying cash (81%)
- Aged 65 years + (88%)
- Travelling on off-peak services (81%)
- Travelling outbound (79%)

**Rating of 0-4 significantly more likely among passengers:**

- Aged 15-17 years (20%)
- Travelling on peak services (16%), particularly the AM peak (17%)
- Travelling inbound (16%)

### Value for Money of the Fare

Perceptions of the value for money of the fare are mixed. Seventy per cent of respondents are satisfied to some extent, including 16% who are extremely satisfied (giving a rating of 10 out of 10), while one in five passengers (18%) are dissatisfied with the value for money. Ferry passengers are significantly more likely to rate the value for money of the fares positively (81%) than those travelling by bus (72%) or train (68%). Twenty per cent of train passengers are dissatisfied with the value for money of the fare.

Results by operator show that East by West Ferries performs most positively for the value for money of the fare (81% satisfied), this result significantly higher than for Go Wellington (70%) and Tranz Metro (68%). Go Wellington (17%) and Tranz Metro (20%) customers are over-represented among those dissatisfied with the value for money of the fare.

Figure 3.11: Value for Money of the Fare – By Mode and Operator (%)



Rating	Total (N=4,182)	Bus (n=1,306)	Train (n=2,2726)	Ferry (n=150)
Dissatisfied (0-4)	18	16 (↑F)	20 (↑BF)	9
Neutral (5)	12	12	12	10
Satisfied (6-10)	70	72 (↑T)	68	81 (↑BT)
Mean rating (out of 10)	6.7	6.9	6.5	7.3

Rating	East By West (n=150)	Go Wellington (n=828)	Mana (n=125)	Newlands (n=57)	Tranz Metro (n=2,726)	Valley Flyer (n=278)
0-4	9	17 (↑EMN)	10	7	20 (↑EMN)	16
5	10	13	11	12	12	9
6-10	81 (↑GT)	70	79 (↑GT)	81 (↑T)	68	75 (↑T)
Mean rating (out of 10)	7.3	6.7	7.5	7.3	6.5	7.3

Base: All bus respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry. E=East By West, G=Go Wellington, M=Mana Coachlines, N=Newlands Coachlines, T=Tranz Metro, V=Valley Flyer.

Note: Sample size for Madge Coachlines (n=4) and Tranzit Coachlines (n=14) too small to provide statistically reliable results.

**Rating of 6-10 significantly more likely among passengers:**

- Travelling on a SuperGold card (93%)
- Aged 45 years or older (80%)

**Rating of 0-4 significantly more likely among passengers:**

- Aged 15-24 years (27%)
- Travelling on a Ten Trip card (22%)

### 3.3 Current Trip – Drivers of Satisfaction<sup>8</sup>

Of the ten aspects of the trip surveyed on, the **value for money of the fare** has the greatest positive impact on overall satisfaction with the trip.

Whilst the relative importance of each aspect of the trip are similar by mode, the value for money of the fare is a stronger driver of satisfaction among ferry (0.69) and bus (0.67) passengers than those using the train (0.60). In addition, bus (0.65) and ferry (0.65) passengers place greater importance on personal security during the trip than those using the train (0.56). The quality of the interaction with staff is notably more important for bus passengers than those travelling by train or ferry, bus users placing high importance on both the helpfulness of the driver (0.66, compared with 0.56 among both train and ferry passengers), and the attitude of the driver (0.64, compared with 0.57 among ferry passengers and 0.54 among those using the train).

**Table 3.2a: Drivers of Satisfaction with Current Trip**

Level of Influence on Overall Satisfaction	
<b>Core Driver</b>	<ul style="list-style-type: none"> <li>● Value for money of the fare (0.63)</li> </ul>
<b>Important Driver</b>	<ul style="list-style-type: none"> <li>● Personal security during the trip (0.59)</li> <li>● Helpfulness of staff (0.59)</li> <li>● Attitude of staff (0.57)</li> <li>● Being on time (0.56)</li> <li>● Comfort of inside temperature (0.56)</li> <li>● Ease of getting off vehicle (0.55)</li> <li>● Ease of getting on vehicle (0.55)</li> <li>● How often the service runs (0.54)</li> <li>● Having enough seats available (0.54)</li> </ul>
<b>Driver of Lesser Importance</b>	

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<sup>8</sup> Through the use of statistical analyses (correlation analysis), the relative influence of each service attribute ('driver') on overall satisfaction has been derived. Service attributes with a correlation score of 0.60 or more show a strong relationship with overall satisfaction and therefore have been defined as 'core drivers' of overall satisfaction. These service attributes should be considered priorities for action/additional resourcing as improvements in the performance of these attributes can be expected to have the most positive impact on overall satisfaction. Service attributes with a correlation score of 0.50 to 0.59 are considered 'important drivers' of satisfaction, while attributes with a correlation score of less than 0.50 have only a weak relationship with overall satisfaction and therefore are considered 'drivers of lesser importance'.

**Table 3.2b: Drivers of Satisfaction with Current Trip – By Mode**

Driver	Bus (N=1,346)	Train (N=2,799)	Ferry (N=153)
The value for money of the fare	0.67	0.60	0.69
The helpfulness of staff	0.66	0.56	0.56
Personal security during this trip	0.65	0.56	0.65
The attitude of the driver	0.64	0.54	0.57
Comfort of the inside temperature	0.61	0.54	0.56
The ease of getting on the bus	0.60	0.53	0.65
The ease of getting off the bus	0.59	0.55	0.63
The bus being on time	0.58	0.55	0.56
Having enough seats available	0.57	0.53	0.51
How often the service runs	0.53	0.55	0.53

**Current Trip - Performance versus Influence (Gap Analysis)**

Figure 3.12 maps the relative influence of each aspect of the current trip against current performance. The trend line<sup>9</sup> slopes down and to the right. This result indicates a mismatch between performance and influence, with the current trip performing less well on at least one of the most important drivers of satisfaction.

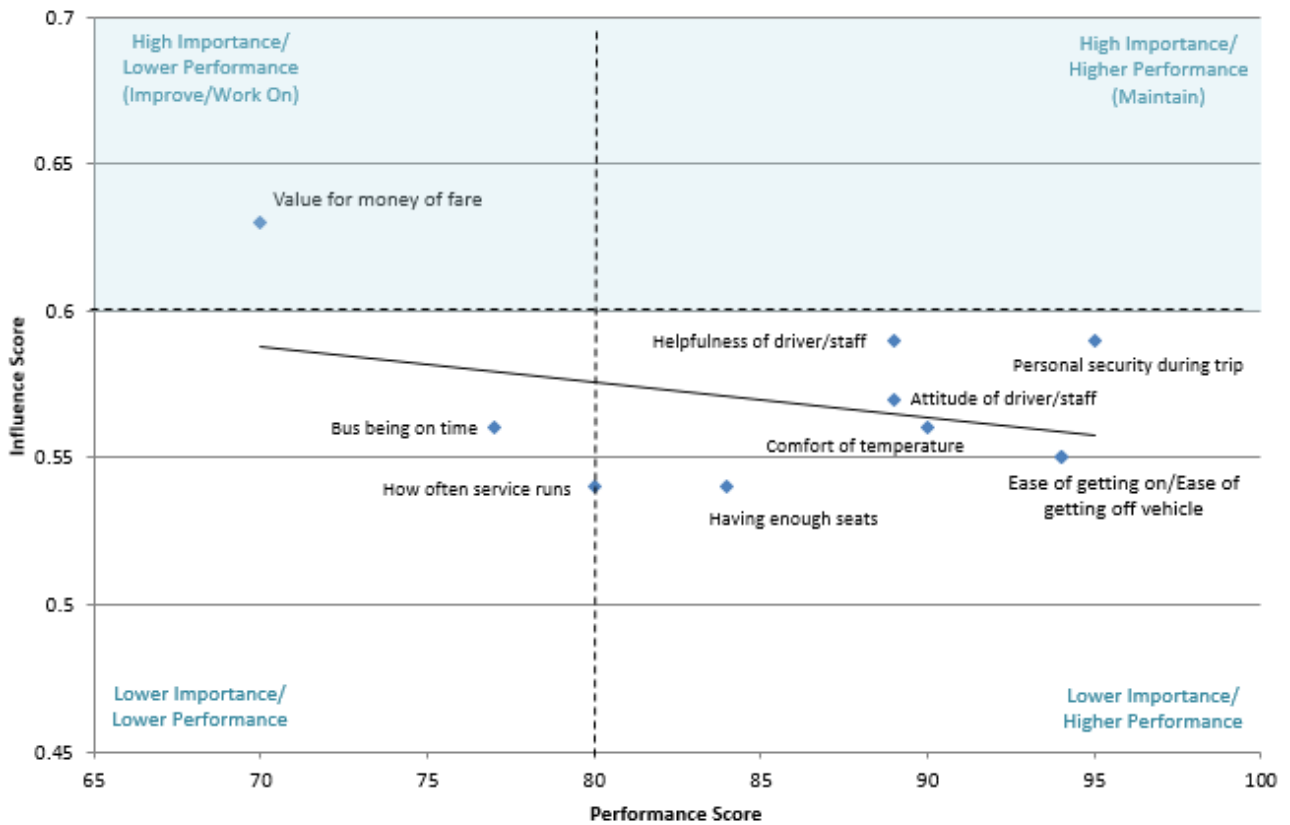
The key area of concern is the **value for money of the fare**. This aspect of the trip is identified as the core driver of trip satisfaction (positioned closest to the top of the grid), but is currently the most poorly performing aspect of the trip. Improvements in this area – either by reducing the cost of fares (such as the proposed 25% reduction in off-peak fares) and/or adding value through additional facilities and improving service delivery - over the next 12 months can be expected to have a positive impact on trip overall satisfaction.

The positioning of the remaining aspects of the trip is more positive. In particular, the helpfulness of the driver/staff and perceptions of personal security during the trip, both of which have a strong influence on overall satisfaction, are currently performing well (89% and 95% satisfied respectively).

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<sup>9</sup> The trend line assists in depicting the overall relationship between relative influence and performance across the service attributes/drivers. In an ideal situation, the trend line should slope up to the right. This illustrates that the public transport system is performing best on those aspects of service that are most important to passengers/that have the greatest influence on overall satisfaction. A trend line that slopes down to the right indicates a mismatch between performance and importance/influence – that is, at least one service attribute identified as core/important to passengers is currently under-performing (suggesting the need for more resource in this area for example, planning, training, quality control etc.) and/or at least one service attribute with a high performance rating is identified as having little or no importance to passengers/has only minimal influence on overall satisfaction.

Figure 3.12: Performance versus Influence – Current Trip



## 4. Passenger Perceptions of Stop/Station/Wharf

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### Highlights

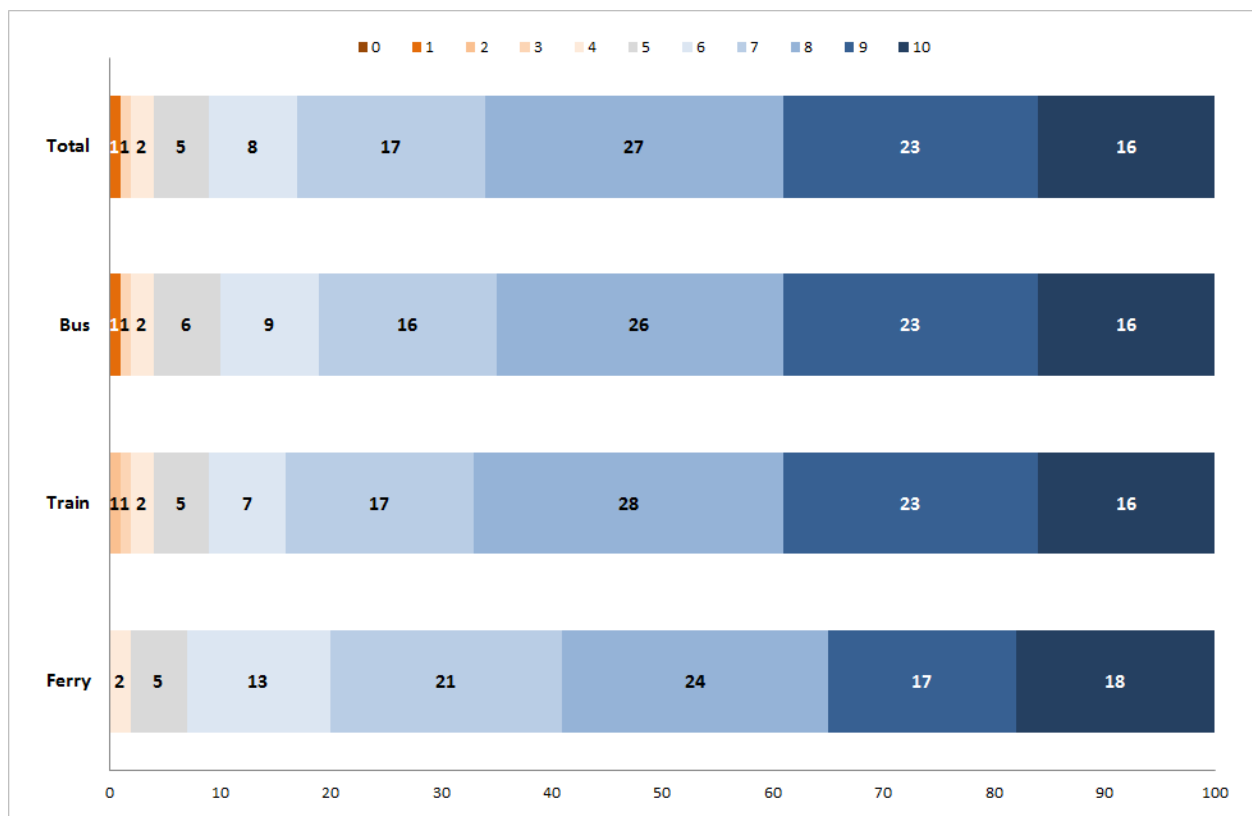
- Almost all passengers are satisfied to some extent with the stop, station or wharf where they started their trip, 91% giving a positive rating (between 6 and 10), including 16% of respondents indicating that they are *extremely satisfied* (giving a rating of 10 out of 10). Only 4% of respondents are dissatisfied with the stop, station or wharf overall.
- Of the six aspects of the stop/station/wharf evaluated, respondents are most positive about the **ease of getting onto the vehicle from the stop**, 94% rating this aspect positively. Ratings are also very positive for the stop/station/wharf being **easy to get to** (91%).
- Passengers' key area of concern with respect to stops/stations/wharves is the **adequacy of shelter from the weather**, only 71% rating this aspect positively, and one in five (18%) expressing dissatisfaction. Ferry passengers in particular are dissatisfied with the provision of shelter at wharves, only 38% giving a positive rating, and 39% expressing dissatisfaction. Public transport users' strength of feeling about the provision of shelter is further illustrated by the fact that the provision of more shelter from the weather is the most frequently cited suggestion to enhance the current stop/station/wharf offer, 19% of all respondents mentioning this unprompted.

### 4.1 Overall Satisfaction with Stop/Station/Wharf – All Modes

Almost all public transport users are satisfied to some extent with the stop, station or wharf where they started their trip, 91% giving a positive rating (between 6 and 10), including 16% of respondents giving a rating of 10 out of 10. Only 4% of respondents are dissatisfied with the stop, station or wharf.

Ratings are similar across transport mode, 93% of ferry passengers, 91% of train passengers and 90% of those travelling by bus satisfied to some extent with the stop/station/wharf where they commenced their trip.

Figure 4.1: Overall Satisfaction with Stop/Station/Wharf – By Mode (%)



Rating	Total (N=4,190)	Bus (n=1,306)	Train (n=2,736)	Ferry (n=148)
Dissatisfied (0-4)	4	4	4	2
Neutral (5)	5	6	5	5
Satisfied (6-10)	91	90	91	93
Mean rating (out of 10)	7.9	7.8	7.9	7.8

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.



**Rating of 6-10 significantly more likely among passengers:**

- Aged 18-24 years (94%)
- Travelling interpeak (93%)
- Travelling outbound (93%)

**Rating of 0-4 significantly more likely among passengers:**

- Travelling on Valley Flyer services (7%)
- Aged 15-17 years (7%)
- Travelling inbound (5%)

## 4.2 Comparative Perceptions of Stop/Station/Wharf

Of the six aspects of the stop/station/wharf evaluated, public transport users are most positive about the ease of getting onto the vehicle from the stop, 94% rating this aspect positively (that is, giving a rating between 6 and 10). Train passengers are particularly positive about this aspect of station provision, 95% satisfied to some extent, this result significantly higher than for bus stop (93%) and ferry wharf (90%) users. Ratings are also very positive for the stop/station/wharf being easy to get to, 91% giving a rating of between 6 and 10.

In contrast, ratings were notably less positive for the stop/station/wharf providing adequate shelter from the weather, only 71% of passengers rating this aspect positively. Ferry passengers are particularly dissatisfied with the provision of shelter at wharves, only 38% giving a positive rating, and 39% expressing dissatisfaction.

The results for each aspect of the stop/station/wharf are provided in more detail in the following sections.

**Table 4.1: Comparative Perceptions of Stop/Station/Wharf (%)**  
*Share Giving Positive Ratings (6-10)*

Aspect of Service	Total Sample (N=4,298)	Bus (n=1,346)	Train (n=2,799)	Ferry (n=153)
The ease of getting on the vehicle from the stop/station/wharf	94	93	95 (↑BF)	90
The stop/station/wharf being easy to get to	91	93 (↑T)	90	94
Your personal safety at the stop/station/wharf	86	85	87	92 (↑B)
The information available at the stop/station/wharf	83	80	85 (↑B)	80
The cleanliness of the stop/station/wharf	82	80	82	96 (↑BT)
The stop/station/wharf providing shelter from the weather	71	67 (↑F)	75 (↑BF)	38

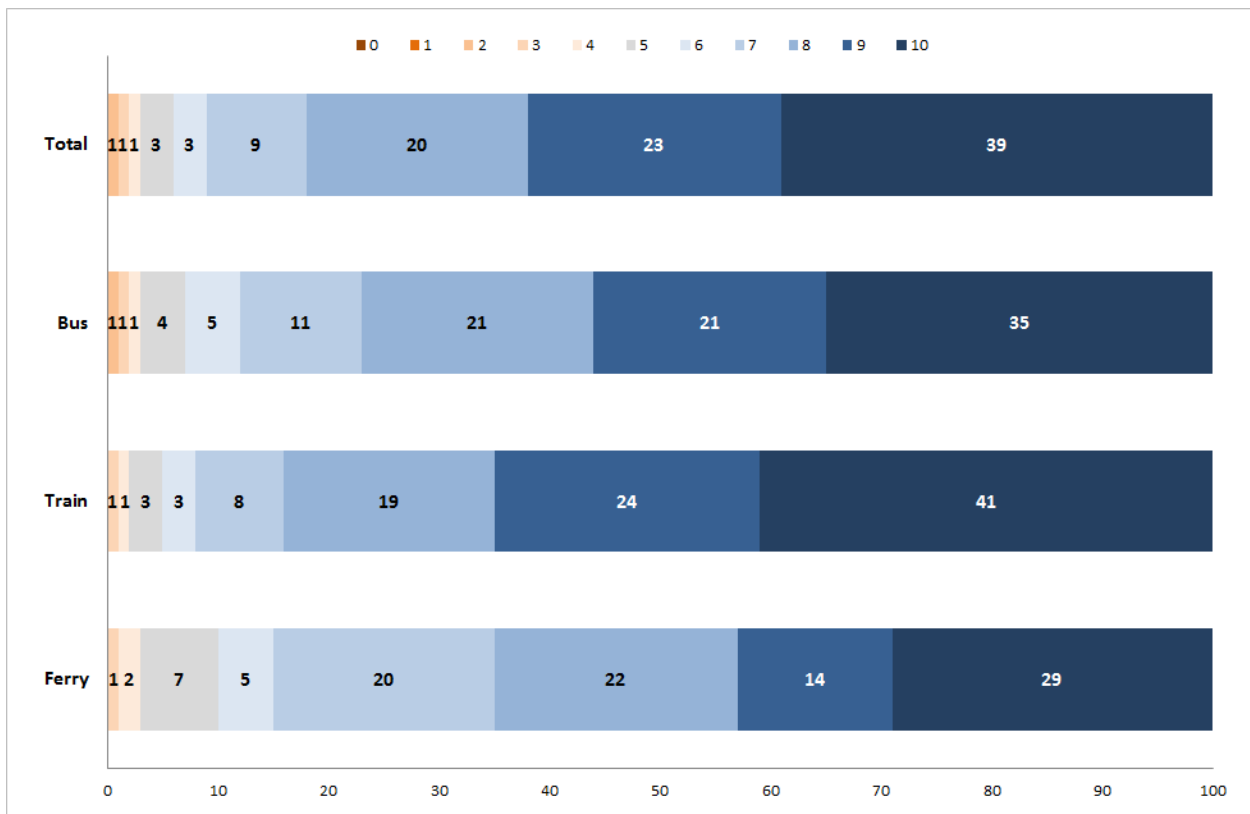
Base: All respondents, excluding those giving a “not applicable” response. Sample sizes vary slightly by aspect of service.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

**The Ease of Getting On The Vehicle From The Stop/Station/Wharf**

Almost all public transport users (94%) are satisfied to some extent with the ease of getting on the vehicle from the stop, station or wharf, including 39% who are *extremely satisfied* (giving a rating of 10 out of 10). Train passengers are significantly more likely to rate the ease of boarding positively (95%) than those travelling by bus (93%) or ferry (90%).

**Figure 4.2: Ease Of Getting On The Vehicle From The Stop/Station/Wharf – By Mode (%)**



Rating	Total (N=4,277)	Bus (n=1,339)	Train (n=2,785)	Ferry (n=153)
Dissatisfied (0-4)	3	3	2	3
Neutral (5)	3	4	3	7 (↑BT)
Satisfied (6-10)	94	93	95 (↑BF)	90
Mean rating (out of 10)	8.6	8.4	8.7	8.1

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

**Rating of 6-10 significantly more likely among passengers:**

- (None)

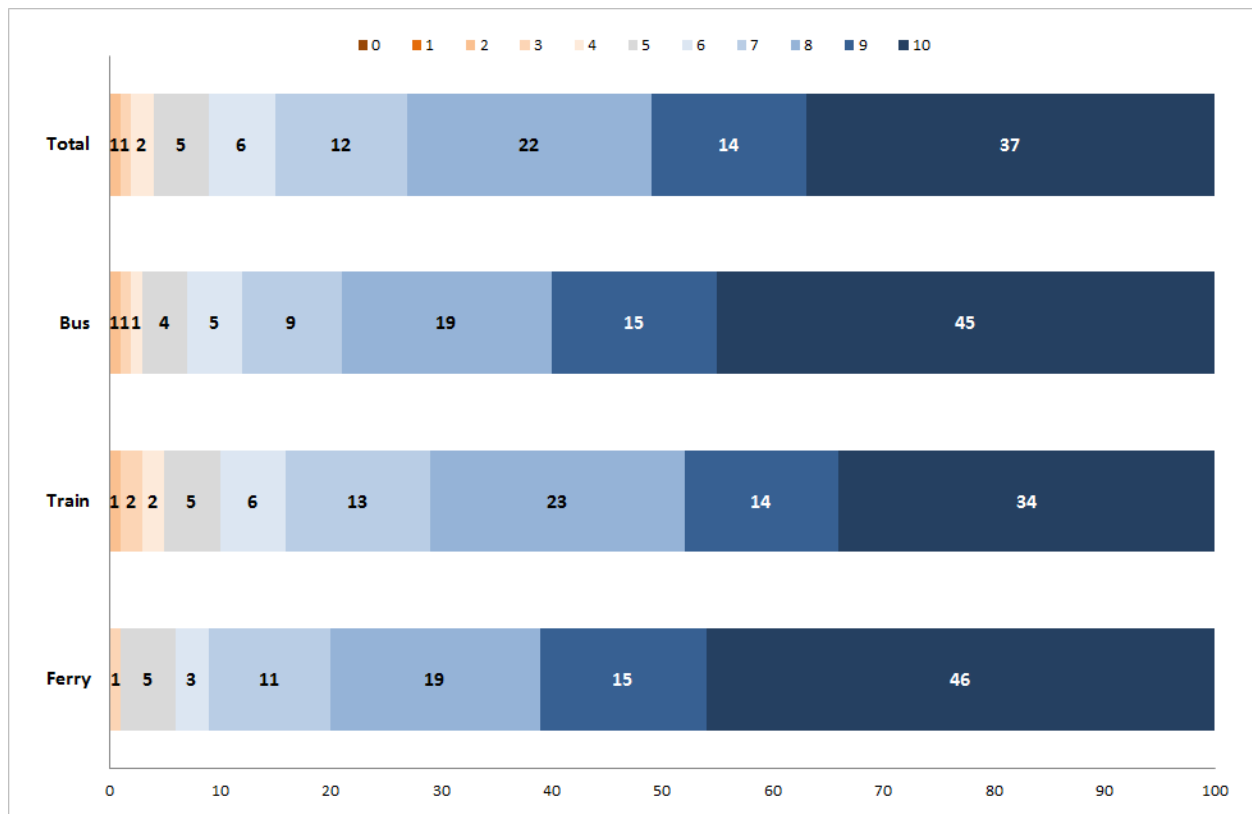
**Rating of 0-4 significantly more likely among passengers:**

- Travelling in the weekend (56%)

**The Stop/Station/Wharf Being Easy To Get To (By Car, Walking etc)**

Almost all Wellington public transport users consider the stop/station/wharf where they board their service to be easy to get to, 91% giving a positive rating (6-10), including 37% who are *extremely satisfied* (rating the ease of access as 10 out of 10). Bus passengers were significantly more likely to rate the ease of access to the stop positively (93%) than those travelling by train (90%).

**Figure 4.3: Stop/Station/Wharf Being Easy To Get To – By Mode (%)**



Rating	Total (N=4,259)	Bus (n=1,329)	Train (n=2,778)	Ferry (n=152)
Dissatisfied (0-4)	4	3	5 (↑BF)	1
Neutral (5)	5	4	5 (↑B)	5
Satisfied (6-10)	91	93 (↑T)	90	94
Mean rating (out of 10)	8.3	8.6	8.2	8.7

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

**Rating of 6-10 significantly more likely among passengers:**

- Travelling on Go Wellington services (96%)
- Travelling on a stored value card (95%)
- Aged 18-24 years (94%)
- Travelling interpeak (93%)
- Travelling on an outbound service (93%)

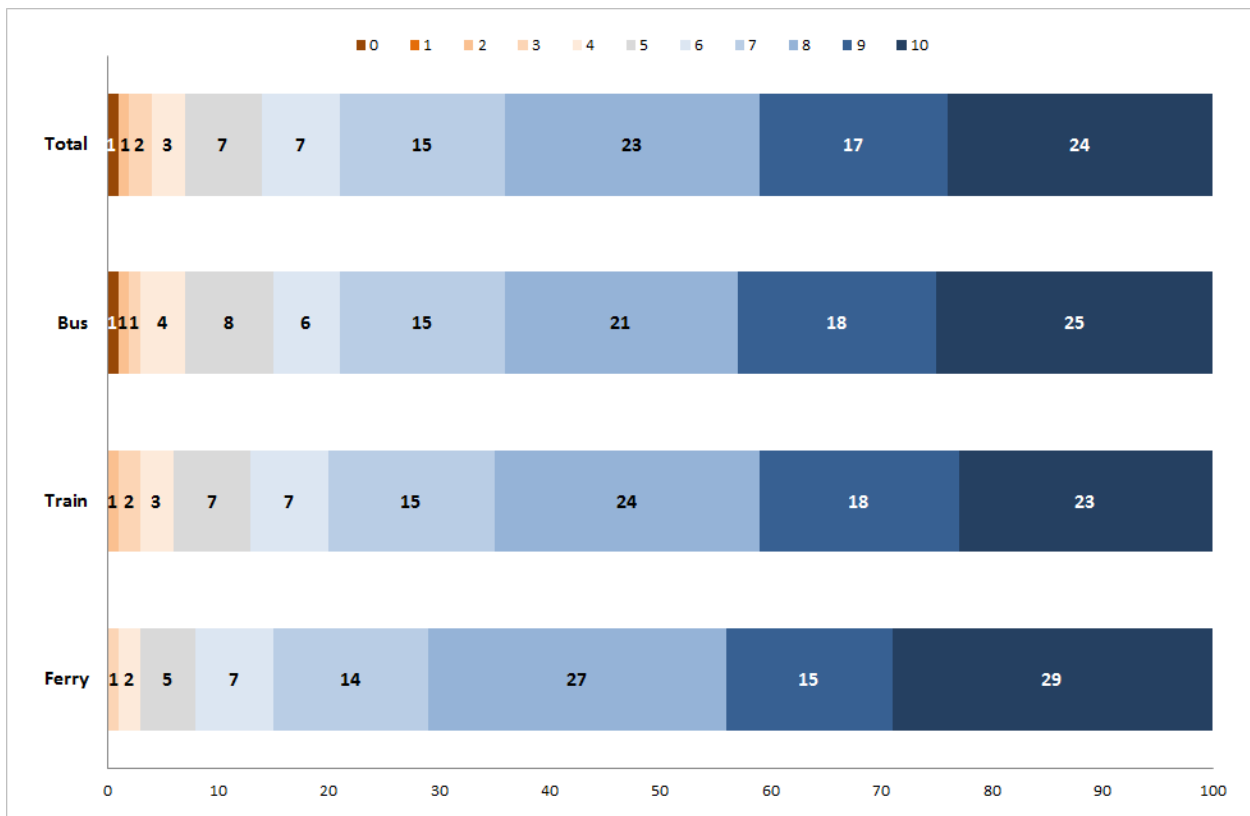
**Rating of 0-4 significantly more likely among passengers:**

- Travelling during the AM peak (6%)
- Travelling on Tranz Metro services (5%)
- Travelling on an inbound service (5%)

**Your Personal Safety At The Stop/Station/Wharf**

Public transport users generally feel safe at stops/stations/wharves while waiting for their service, 86% giving a positive rating for personal safety, including 24% who are *extremely satisfied* (rating the personal safety as 10 out of 10). Ferry passengers are significantly more likely to report feeling safe at the wharf (92%) than those using the train (87%) or bus (85%).

**Figure 4.4: Personal Safety At The Stop/Station/Wharf – By Mode (%)**



Rating	Total (N=4,232)	Bus (n=1,318)	Train (n=2,762)	Ferry (n=152)
Dissatisfied (0-4)	7	7	6	3
Neutral (5)	7	8	7	5
Satisfied (6-10)	86	85	87	92 (↑BT)
Mean rating (out of 10)	7.8	7.8	7.8	8.2

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

**Rating of 6-10 significantly more likely among passengers:**

- Males (88%)
- Travelling outbound (88%)

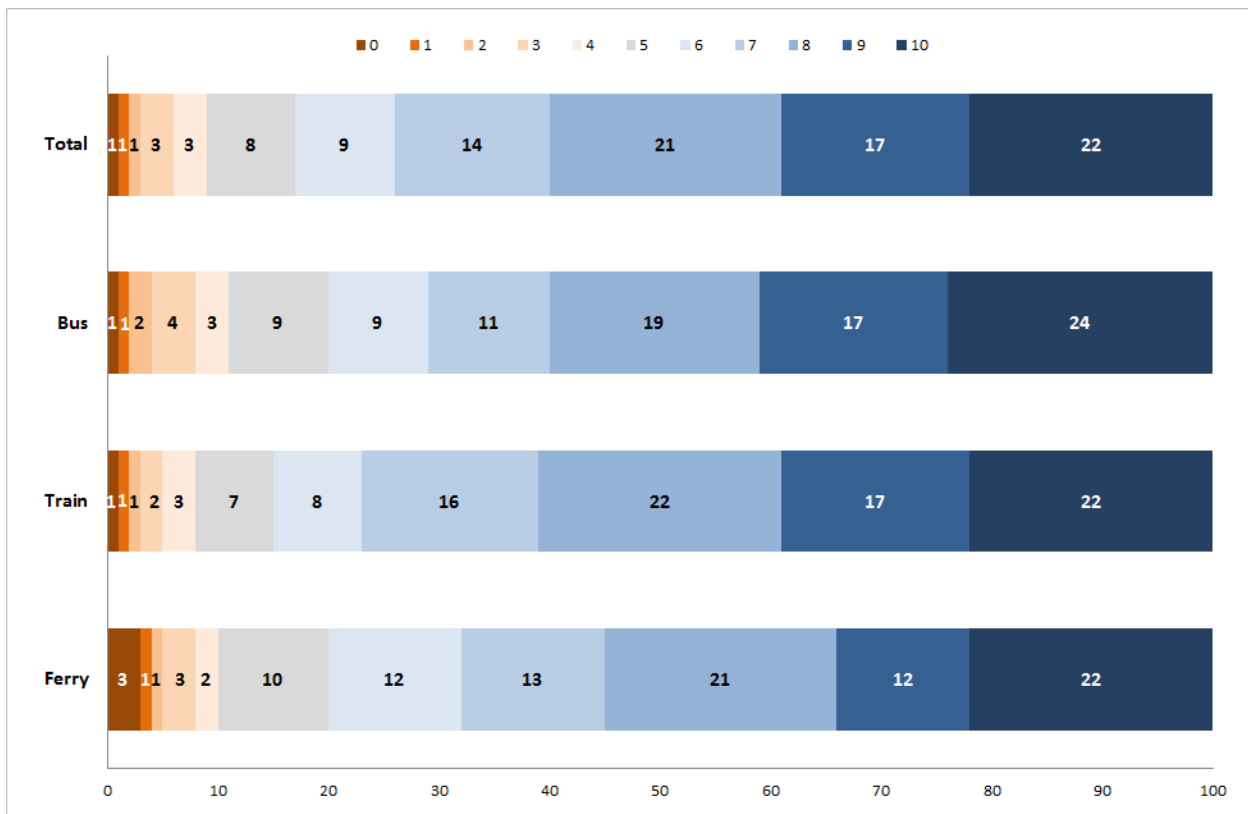
**Rating of 0-4 significantly more likely among passengers:**

- Travelling in the weekend (10%)
- Travelling inbound (8%)

**The Information Available At The Stop/Station/Wharf**

Public transport users are generally satisfied with the provision of information available at the stop/station/wharf, 83% giving a positive rating (6-10) including 22% of respondents who are *extremely satisfied* (rating the provision of information as 10 out of 10). Train passengers are significantly more likely to give a positive rating for the provision of information (85%) than those travelling by bus (80%).

**Figure 4.5: Information Available At The Stop/Station/Wharf – By Mode (%)**



Rating	Total (N=4,174)	Bus (n=1,296)	Train (n=2,732)	Ferry (n=146)
Dissatisfied (0-4)	9	11 (↑T)	8	10
Neutral (5)	8	9 (↑T)	7	10
Satisfied (6-10)	83	80	85 (↑B)	80
Mean rating (out of 10)	7.6	7.5	7.6	7.3

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

**Rating of 6-10 significantly more likely among passengers:**

- Aged 18-24 years (87%)
- Travelling outbound (87%)

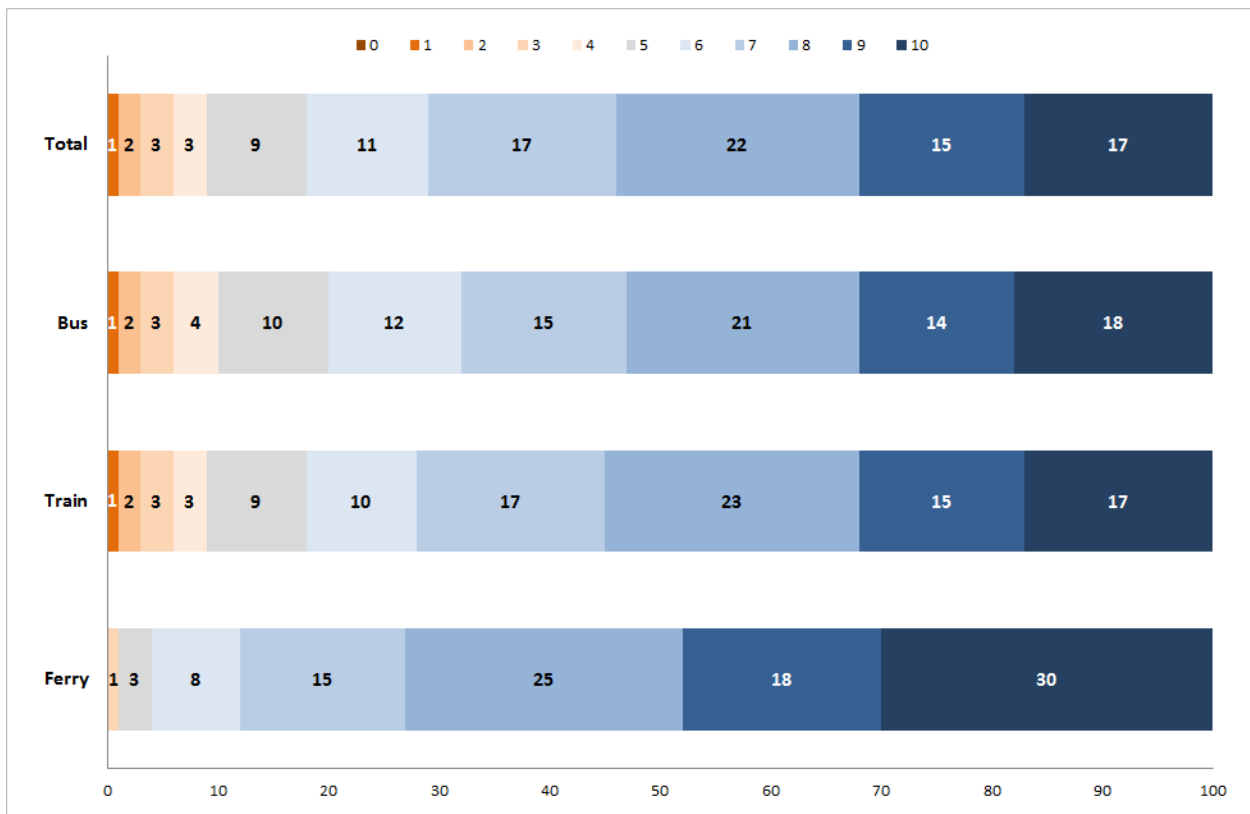
**Rating of 0-4 significantly more likely among passengers:**

- Aged 15-17 years (14%)
- Travelling in the weekend (12%)
- Travelling inbound (11%)

**The Cleanliness Of The Stop/Station/Wharf**

Stops/stations/wharves are generally considered clean, 82% rating this aspect of the stop positively (6-10) including 17% who are *extremely satisfied* (giving a rating of 10 out of 10). Ferry passengers are significantly more likely to be satisfied with the cleanliness of the wharf where they boarded (96%) than those using train stations (82%) or bus stops (80%).

**Figure 4.6: Cleanliness Of Stop/Station/Wharf – By Mode (%)**



Rating	Total (N=4,233)	Bus (n=1,313)	Train (n=2,768)	Ferry (n=152)
Dissatisfied (0-4)	9	10 (↑F)	9 (↑F)	1
Neutral (5)	9	10 (↑F)	9 (↑F)	3
Satisfied (6-10)	82	80	82	96 (↑BT)
Mean rating (out of 10)	7.4	7.3	7.4	7.4

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

**Rating of 6-10 significantly more likely among passengers:**

- Travelling interpeak (85%)

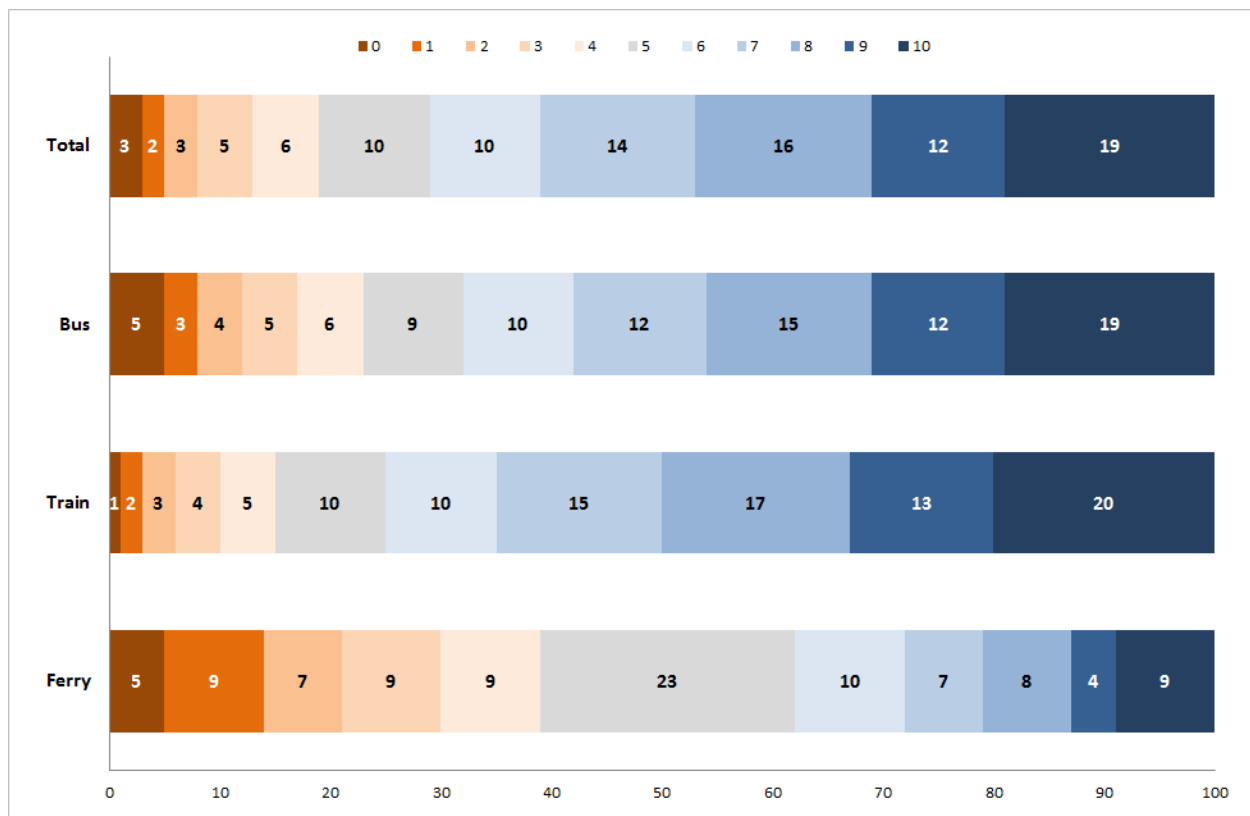
**Rating of 0-4 significantly more likely among passengers:**

- Aged 15-17 years (20%)
- Travelling inbound (11%)

### The Stop/Station/Wharf Providing Shelter From The Weather

Ratings for the stop/station/wharf providing shelter from the weather are less positive than other aspects, just 71% rating the provision of shelter positively, including 19% giving a rating of 10 out of 10. In contrast, one in five respondents (19%) express some level of dissatisfaction with the provision of shelter from the weather. Ratings are particularly poor for the provision of shelter at ferry wharves, just 38% of ferry passengers satisfied to some extent (compared with 68% of bus passengers and 75% of those travelling by train), and 39% rating the provision of shelter at ferry wharves negatively.

Figure 4.7: Stop/Station/Wharf Providing Shelter From The Weather – By Mode (%)



Rating	Total (N=4,249)	Bus (n=1,311)	Train (n=2,787)	Ferry (n=151)
Dissatisfied (0-4)	19	23 (↑T)	15	39 (↑BT)
Neutral (5)	10	9	10	23 (↑BT)
Satisfied (6-10)	71	68 (↑F)	75 (BF)	38
Mean rating (out of 10)	6.8	6.5	7.1	5.0

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.



**Rating of 6-10 significantly more likely among passengers:**

- Travelling on a Day Pass (81%)
- Aged 18-24 years (77%)
- Travelling off-peak (76%), particularly interpeak (77%)
- Travelling outbound (76%)

**Rating of 0-4 significantly more likely among passengers:**

- Travelling on Newlands (38%), Mana (29%) or Valley Flyer (25%) services
- Travelling on a stored value card (23%)
- Aged 35-44 years (22%)
- Travelling inbound (22%)
- Travelling during peak times (20%), particularly the AM peak (21%)

### 4.3 Bus Stop/Train Station/Ferry Wharf – Drivers of Satisfaction<sup>10</sup>

As Table 4.2 shows, of the six aspects of the stop/station/ferry wharf respondents were questioned on, sense of personal safety and the cleanliness of the stop/station/wharf have the greatest positive impacts on overall satisfaction with the stop/station/wharf. Service enhancements in these areas over the next 12 months can be expected to have the greatest positive impact on overall satisfaction.

Whilst the relative importance of each aspect of the stop/station/wharf are similar by mode, the wharf providing shelter from the weather is a stronger driver of satisfaction among ferry users (0.64) than those using the train (0.58). In contrast, train passengers place greater importance on the ease of getting on the train from the station (0.69) than those using the ferry (0.57).

**Table 4.2a: Drivers of Satisfaction with Stop/Station/Ferry Wharf**

Level of Influence on Overall Satisfaction	
<b>Core Driver</b>	<ul style="list-style-type: none"> <li>• Personal safety (0.65)</li> <li>• Cleanliness of the stop/station/wharf (0.65)</li> <li>• Information available (0.61)</li> <li>• Providing shelter from the weather (0.61)</li> <li>• Ease of getting onto the vehicle from the stop/station/wharf (0.60)</li> </ul>
<b>Important Driver</b>	
<b>Driver of Lesser Importance</b>	<ul style="list-style-type: none"> <li>• Ease of getting to the stop/station/wharf (0.49)</li> </ul>

**Table 4.2b: Drivers of Satisfaction with Current Trip – By Mode**

Driver	Bus (N=1,302)	Train (N=2,739)	Ferry (N=148)
The cleanliness of the stop/station/wharf	0.65	0.67	0.69
Your personal safety at the stop/station/wharf	0.65	0.68	0.66
The stop/station/wharf providing shelter from the weather	0.61	0.58	0.64
The information available at the stop/station/wharf	0.61	0.64	0.64
The ease of getting on the vehicle from the stop/station/wharf	0.60	0.69	0.57
The stop/station/wharf being easy to get to	0.49	0.57	0.48

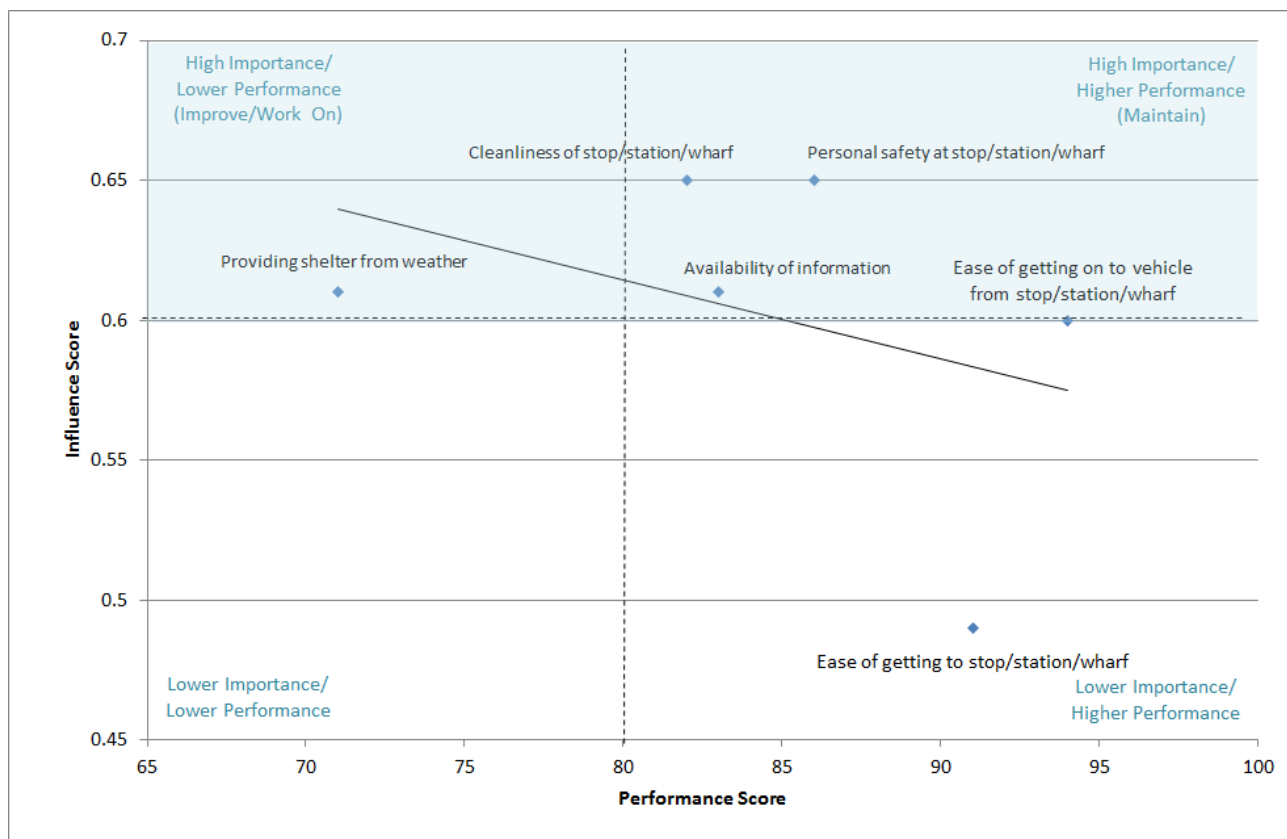
<sup>10</sup> Through the use of statistical analyses (correlation analysis), the relative influence of each service attribute ('driver') on overall satisfaction has been derived. Service attributes with a correlation score of 0.60 or more show a strong relationship with overall satisfaction and therefore have been defined as 'core drivers' of overall satisfaction. These service attributes should be considered priorities for action/additional resourcing as improvements in the performance of these attributes can be expected to have the most positive impact on overall satisfaction. Service attributes with a correlation score of 0.50 to 0.59 are considered 'important drivers' of satisfaction, while attributes with a correlation score of less than 0.50 have only a weak relationship with overall satisfaction and therefore are considered 'drivers of lesser importance'.

**Bus Stop/Station/Wharf - Performance versus Influence (Gap Analysis)**

Figure 4.8 maps the relative influence of each aspect of the current trip against current performance. The trend line<sup>11</sup> slopes down and to the right. This result indicates a mismatch between performance and influence, with the current trip performing less well on at least one of the most important drivers of satisfaction.

The key area of concern is the **provision of shelter from the weather**. This aspect of the trip is identified as one of the core drivers of trip satisfaction (positioned closest to the top of the grid), but is currently the most poorly performing aspect of the trip. Improvements in this area, particularly the provision of adequate shelter at ferry wharves, over the next 12 months can be expected to have a positive impact on trip overall satisfaction.

**Figure 4.8: Performance versus Influence – Bus Stop/Station/Wharf**



<sup>11</sup> The trend line assists in depicting the overall relationship between relative influence and performance across the service attributes/drivers. In an ideal situation, the trend line should slope up to the right. This illustrates that the public transport system is performing best on those aspects of service that are most important to passengers/that have the greatest influence on overall satisfaction. A trend line that slopes down to the right indicates a mismatch between performance and importance/influence – that is, at least one service attribute identified as core/important to passengers is currently under-performing (suggesting the need for more resource in this area for example, planning, training, quality control etc.) and/or at least one service attribute with a high performance rating is identified as having little or no importance to passengers/has only minimal influence on overall satisfaction.

#### 4.4 Suggestions for Improvement to Stop/Station/Wharf

In line with the current high level of dissatisfaction expressed by passengers, the most frequently mentioned suggestion for improvements to the stop/station/wharf where the passenger boarded is the provision of more and/or improved shelter from the weather (19%). Other frequently mentioned suggestions relating to the physical infrastructure included cleaner stops (including the provision of more rubbish bins) (8%) and the need for more seats (5%). Improving the provision of information available at the stop/station/wharf was also frequently cited, 5% calling for more information to be made available, 4% wanting the installation of Real Time Information boards, and 3% suggesting the need for better information about service delays, disruption and changes (such as buses replacing trains). Eight per cent of respondents specifically stated that no improvements to the stop/station/wharf were needed.

*Note: The table below lists those suggestions made by 2% or more of respondents. A full list of suggestions for improvement are provided in Appendix Four.*

**Table 4.3: Suggestions for Improvement to Stop/Station/Wharf (%)**

Suggestion for Improvement	Total Sample (N=4298)	Significantly More Likely To Be Mentioned By Those ...
More/improved shelter from weather (wind, rain, sun)	19	<ul style="list-style-type: none"> <li>Newlands Coach (37%), East By West Ferry (36%) or Mana Coach (31%) passengers</li> <li>Stored Value Card holders (23%)</li> <li>Making inbound trips (23%)</li> <li>Peak travellers (21%), particularly those travelling in the morning peak (22%)</li> </ul>
Cleaner stops and stations, including having more rubbish bins available	8	<ul style="list-style-type: none"> <li>Aged 15-24 years (12%)</li> <li>Monthly pass holders (10%)</li> <li>Tranz Metro passengers (9%)</li> </ul>
More information available/information easier to read (e.g. timetables, pricing, routes etc.)	5	
More seats available	5	<ul style="list-style-type: none"> <li>Aged 15-24 years (8%)</li> <li>Females (6%)</li> </ul>
More Real Time Information boards	4	<ul style="list-style-type: none"> <li>Newlands Coach (15%) or Go Wellington (9%) passengers</li> <li>Stored Value Card holders (10%)</li> </ul>
More information/better warning of service delays/disruptions/replacement buses	3	

Suggestion for Improvement	Total Sample (N=4298)	Significantly More Likely To Be Mentioned By Those ...
More/improved parking available	3	<ul style="list-style-type: none"> <li>Aged 35-59 years (5%)</li> <li>Making inbound trips (5%)</li> <li>Peak travellers (4%), particularly those travelling in the morning peak (7%)</li> <li>Ten Trip or Monthly pass holders (5%)</li> <li>Tranz Metro passengers (4%)</li> </ul>
Better lighting	3	<ul style="list-style-type: none"> <li>Morning peak travellers (4%)</li> <li>Making inbound trips (4%)</li> <li>Ten Trip and Monthly Pass holders (4%)</li> <li>Females (4%)</li> </ul>
Better access to the stop/station (improved footpaths, over-bridges, pedestrian crossing etc.)	3	<ul style="list-style-type: none"> <li>Ten Trip card holders (4%)</li> <li>Peak travellers (3%), particularly those travelling in the morning peak (4%)</li> </ul>
Maintenance work – fix leaks in roof, holes in footpath, remove graffiti, replace broken glass etc.	2	<ul style="list-style-type: none"> <li>Morning peak travellers (3%)</li> <li>Making inbound trips (3%)</li> </ul>
Improved access to toilet facilities	2	<ul style="list-style-type: none"> <li>Tranz Metro passengers (3%)</li> <li>Females (3%)</li> </ul>
Provide a waiting area/waiting lounge (with water, music, coffee, ATM, newspapers, vending machines etc.)	2	<ul style="list-style-type: none"> <li>Tranz Metro passengers (3%)</li> </ul>
Improved pedestrian safety – non-slip surfaces etc.	2	<ul style="list-style-type: none"> <li>East by West Ferry passengers (5%)</li> </ul>
Improve security/install security cameras	2	<ul style="list-style-type: none"> <li>Making inbound trips (2%)</li> </ul>
Build new building/shelter/finish renovations	2	
No improvements needed	8	<ul style="list-style-type: none"> <li>Aged 15-17 years (12%)</li> <li>Interpeak (10%) and weekend (10%) travellers</li> </ul>
Blank	41	<ul style="list-style-type: none"> <li>SuperGold Card holders (50%)</li> <li>Aged 65 years + (44%)</li> </ul>

**Base:** All respondents.

Multiple responses to this question permitted, consequently table may total more than 100%. Table lists those improvements mentioned by 2% or more of respondents.

Table 4.4 provides suggestions for improvement to the stop/station/wharf by mode of transport, and highlights significant differences in frequency of mention by mode. The need for more/improved shelter from the weather is significantly more likely to be mentioned by ferry (36%) and bus (21%) passengers than those travelling by train (17%). Cleanliness of the stop/station and the need for more seats are significantly more likely to be cited by train and bus passengers than those travelling by ferry, while the need for more Real Time Information boards is significantly more likely to be cited by bus passengers (8%) than those using the train (2%) or ferry (1%).

**Table 4.4: Key Suggestions for Improvement to Stop/Station/Wharf by Mode (%)**

Suggestions	Total Sample (N=4298)	Bus (n=1346)	Train (n=2977)	Ferry (n=153)
More/improved shelter from weather (wind, rain, sun)	19	21 (↑T)	17	36 (↑BT)
Cleaner stops and stations, including having more rubbish bins available	8	6 (↑F)	9 (↑BF)	0
More information available/information easier to read (e.g. timetables, pricing, routes etc.)	5	5	6	3
More seats available	5	6 (↑F)	5 (↑F)	1
More Real Time Information boards	4	8 (↑TF)	2	1
More information/better warning of service delays/disruptions/replacement buses	3	3	3	2
More/improved parking available	3	<1	4 (↑B)	3 (↑B)
Better lighting	3	2	3 (↑B)	1
Better access to the stop/station (improved footpaths, over-bridges, pedestrian crossing etc.)	3	1	3 (↑B)	3 (↑B)
Maintenance work – fix leaks in roof, holes in footpath, remove graffiti, replace broken glass etc.	2	2	2	1
Improved access to toilet facilities	2	<1	3 (↑B)	1
Provide a waiting area/waiting lounge (with water, music, coffee, ATM, newspapers, vending machines etc.)	2	<1	3 (↑B)	3 (↑B)
Improved pedestrian safety – non-slip surfaces etc.	2	1	2 (↑B)	5 (↑BT)
Improve security/install security cameras	2	<1	2 (↑B)	0
Build new building/shelter/finish renovations	2	1	2	0
No improvements needed	8	7	8	7
Blank	41	43 (↑T)	39	41

Base: All respondents who answered this question.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

## 5. Passenger Perceptions of Wellington Region's Public Transport System

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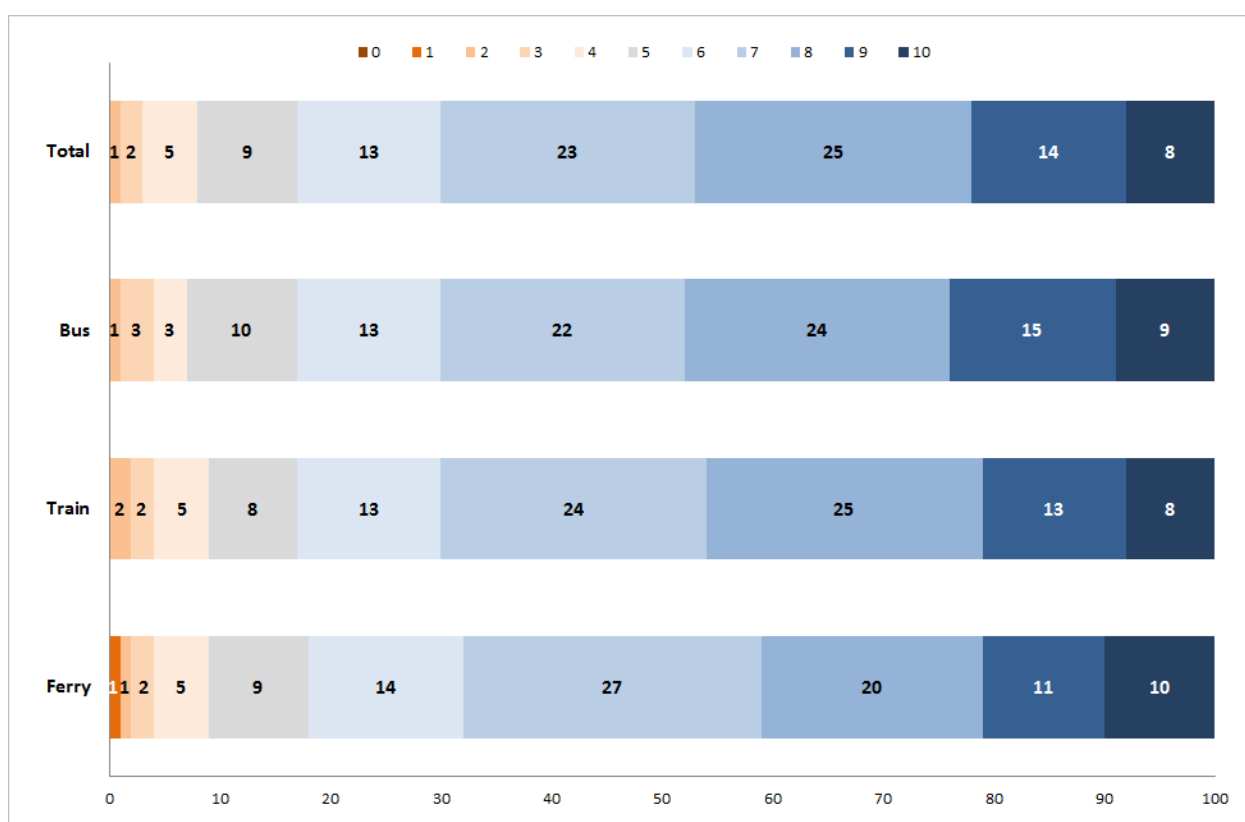
### Highlights

- Passenger perceptions of Wellington's public transport system are generally positive, 83% expressing some degree of satisfaction (that is, giving a rating of between 6 and 10), including 8% who are *extremely satisfied*. In contrast, 8% of public transport users are dissatisfied.
- Overall satisfaction ratings are similar across modes - 83% for bus and train passengers, 82% among ferry users.
- All four aspects of the public transport system considered are core drivers of overall satisfaction, with travel time having the strongest influence.
- Of the four aspects of the public transport system considered, respondents are most positive about the **ease of getting information about public transport routes and timetables**, and the **travel times** (given the distance to be travelled), 83% satisfied with these aspects to some extent.
- In contrast, a key weakness of the region's public transport system appears to be the provision of **information about service delays or disruptions**. Less than two-thirds of public transport users (62%) are satisfied with this aspect of the public transport system, and almost a quarter (23%) express some level of dissatisfaction, including 2% who are *extremely dissatisfied*. Levels of dissatisfaction with information about service delays and disruptions are particularly high among bus passengers (27% dissatisfied, compared with 22% of train passengers, and 17% of those travelling by ferry).

## 5.1 Overall Satisfaction with Wellington Region’s Public Transport System – All Modes

Wellington’s public transport users are generally satisfied with the region’s public transport system, 83% expressing some degree of satisfaction (that is, giving a rating of between 6 and 10), including 8% who are *extremely satisfied*. In contrast, 8% of public transport users are dissatisfied with the region’s public transport system. Whilst levels of satisfaction are similar by mode, respondents using the train (9%) are significantly more likely to express some level of dissatisfaction than bus passengers (7%).

**Figure 5.1: Overall Satisfaction with Wellington Region’s Public Transport System – By Mode of Transport (%)**



Rating	Total (N=4,189)	Bus (n=1,302)	Train (n=2,739)	Ferry (n=148)
Dissatisfied (0-4)	8	7	9 (↑B)	9
Neutral (5)	9	10	8	9
Satisfied (6-10)	83	83	83	82
Mean rating (out of 10)	7.1	7.2	7.1	7.1

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.



**Rating of 6-10 significantly more likely among passengers:**

- Travelling on a SuperGold Card (94%)
- Aged 65 years + (92%)

**Rating of 0-4 significantly more likely among passengers:**

- Travelling on a Ten Trip ticket (11%)

## 5.2 Comparative Perceptions of Wellington Region’s Public Transport System

Of the four aspects of the public transport system evaluated, public transport users are most positive about the ease of getting information about public transport routes and timetables and the travel time (given the distance to be travelled), 83% rating both aspects positively (that is, giving a rating between 6 and 10). Both these aspects of the public transport system were rated similarly across modes.

In contrast, ratings are notably less positive for the availability of information about service delays or disruptions, only 62% of passengers rating this aspect positively. Bus passengers are particularly dissatisfied with the provision of information about delays and disruptions, only 55% giving a positive rating, and 27% expressing dissatisfaction.

The results for each aspect of the public transport system are provided in more detail in the following sections.

**Table 5.1: Comparative Perceptions of Wellington Region’s Public Transport System (%)**  
*Share Giving Positive Ratings (6-10)*

Aspect of Service	Total Sample (N=4,298)	Bus (n=1,346)	Train (n=2,799)	Ferry (n=153)
Ease of getting information about public transport routes and timetables	83	84	83	88
The travel time	83	81	83	79
How convenient it is to pay for public transport	76	80 (↑T)	74	81
Information about service delays or disruptions	62	55	65 (↑B)	67 (↑B)

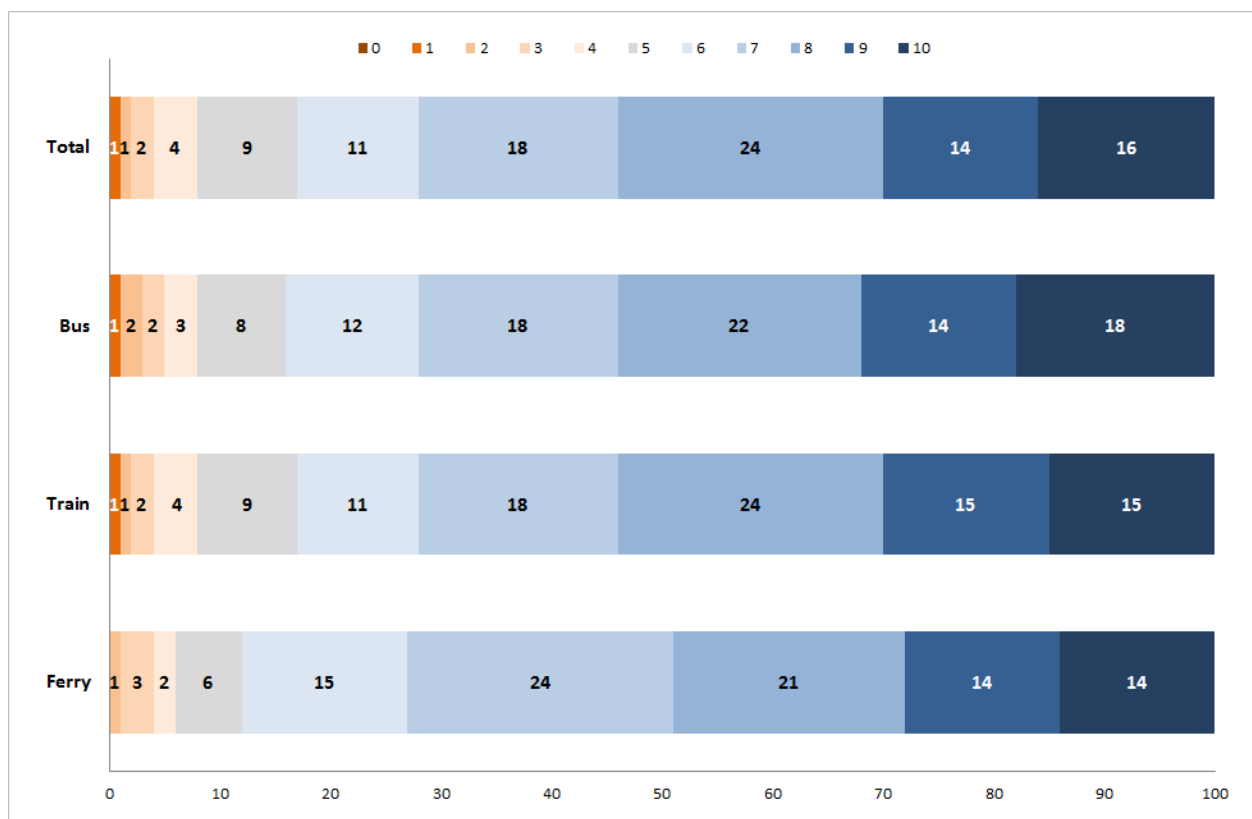
Base: All respondents, excluding those giving a “not applicable” response.

Note: Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

**Ease of Getting Information about Public Transport Routes and Timetables**

Public transport passengers’ perceptions of the ease of access to information about routes and timetables are generally positive, 83% expressing some degree of satisfaction (giving a rating of between 6 and 10), including 16% who are *extremely satisfied* (giving a rating of 10 out of 10). Only 8% of passengers express some degree of dissatisfaction with the ease of sourcing public transport information. Perceptions of ease of access to information are similar across modes.

**Figure 5.2: Ease of Getting Information about Public Transport Routes and Timetables – By Mode %**



Rating	Total (N=4,180)	Bus (n=1,301)	Train (n=2,733)	Ferry (n=146)
Dissatisfied (0-4)	8	8	8	6
Neutral (5)	9	8	9	6
Satisfied (6-10)	83	84	83	88
Mean rating (out of 10)	7.4	7.4	7.4	7.4

Base: All respondents who answered this question, excluding ‘Not applicable’ responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

**Rating of 6-10 significantly more likely among passengers:**

- (None)

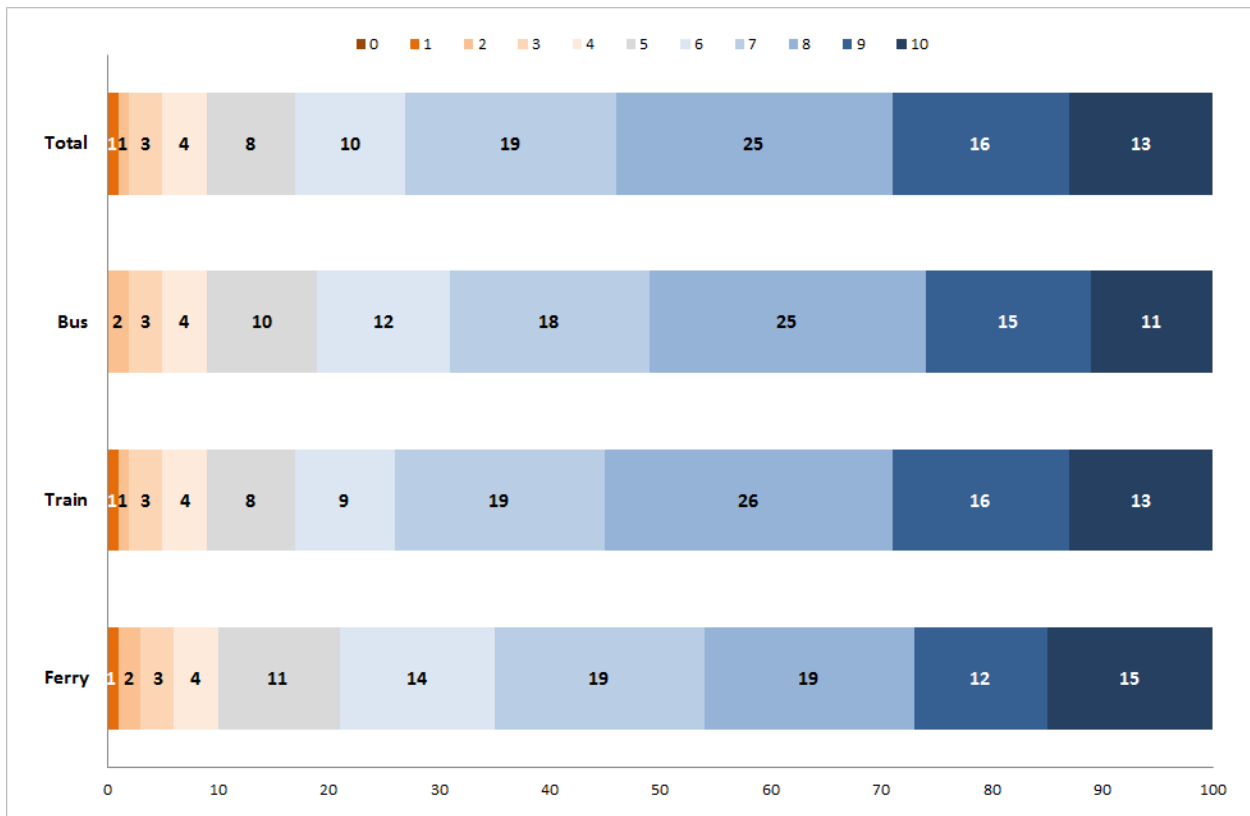
**Rating of 0-4 significantly more likely among passengers:**

- Aged 15-17 years (11%)

**The Travel Time (Considering The Distance You Travel)**

Public transport users are generally satisfied with the travel time (given the distance they have to travel), 83% satisfied to some extent, including 13% who are *extremely satisfied*. Only 9% of public transport users express dissatisfaction. Perceptions are similar across each of the transport modes.

**Figure 5.3: The Travel Time – By Mode (%)**



Rating	Total (N=4,186)	Bus (n=1,301)	Train (n=2,739)	Ferry (n=146)
Dissatisfied (0-4)	9	9	9	10
Neutral (5)	8	10 (↑T)	8	11
Satisfied (6-10)	83	81	83	79
Mean rating (out of 10)	7.3	7.2	7.4	7.1

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

**Rating of 6-10 significantly more likely among passengers:**

- Travelling on a SuperGold Card (94%)
- Aged 65 years + (93%)
- Travelling on off-peak trips (85%), particularly interpeak trips (86%)

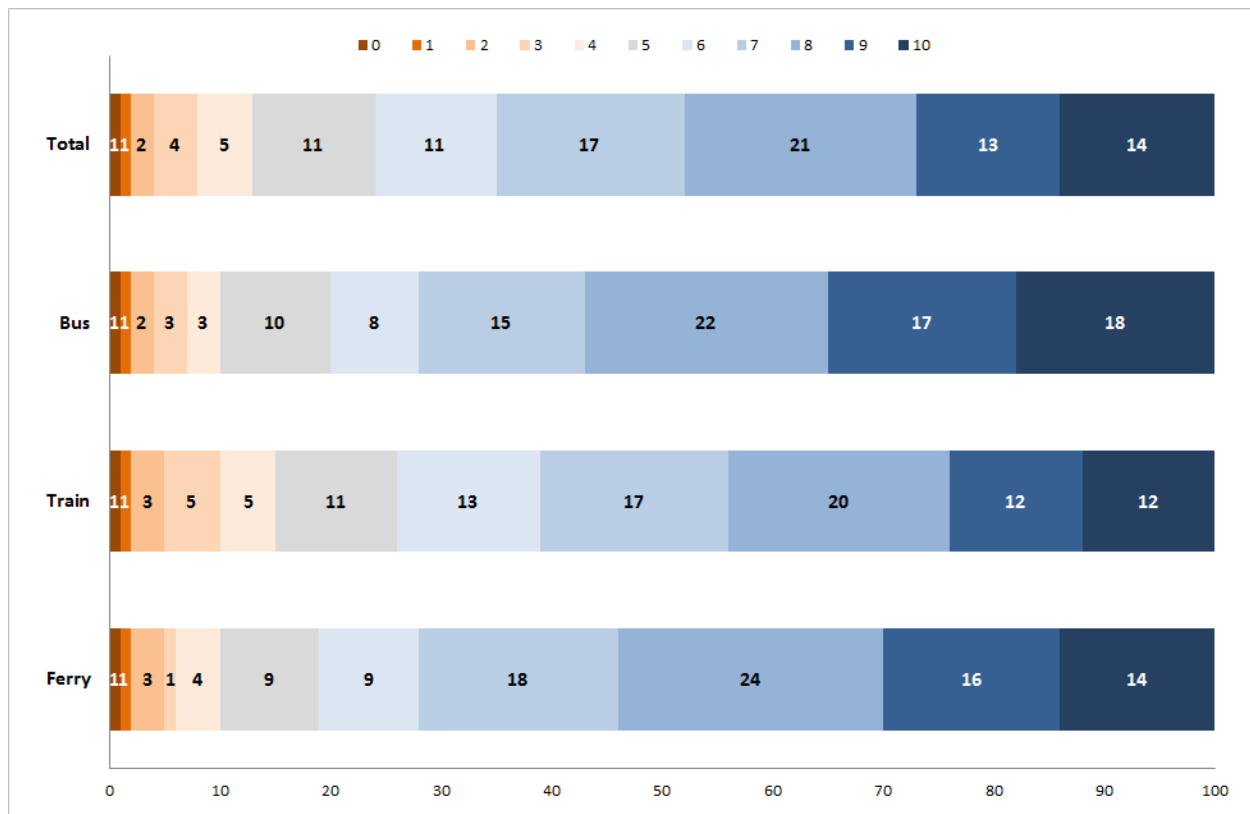
**Rating of 0-4 significantly more likely among passengers:**

- Aged 35-44 years (12%)
- Travelling inbound (10%)

### How Convenient It Is To Pay For Public Transport

Wellington’s public transport users are generally satisfied with the convenience of paying for public transport, three-quarters (76%) satisfied to some extent, including 14% who are *extremely satisfied*. In contrast, 13% express some level of dissatisfaction. Respondents travelling by train are significantly more likely to be dissatisfied with the convenience of paying for public transport (15%) than bus passengers (10%).

Figure 5.4: How Convenient It Is To Pay For Public Transport – By Mode (%)



Rating	Total (N=4,150)	Bus (n=1,289)	Train (n=2,714)	Ferry (n=147)
Dissatisfied (0-4)	13	10	15 (↑B)	10
Neutral (5)	11	10	11	9
Satisfied (6-10)	76	80 (↑T)	74	81
Mean rating (out of 10)	7.0	7.4	6.8	7.3

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Note: Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

#### Rating of 6-10 significantly more likely among passengers:

- Travelling on a SuperGold Card (91%)
- Aged 45 years or older (85%)
- Travelling in Go Wellington services (80%)

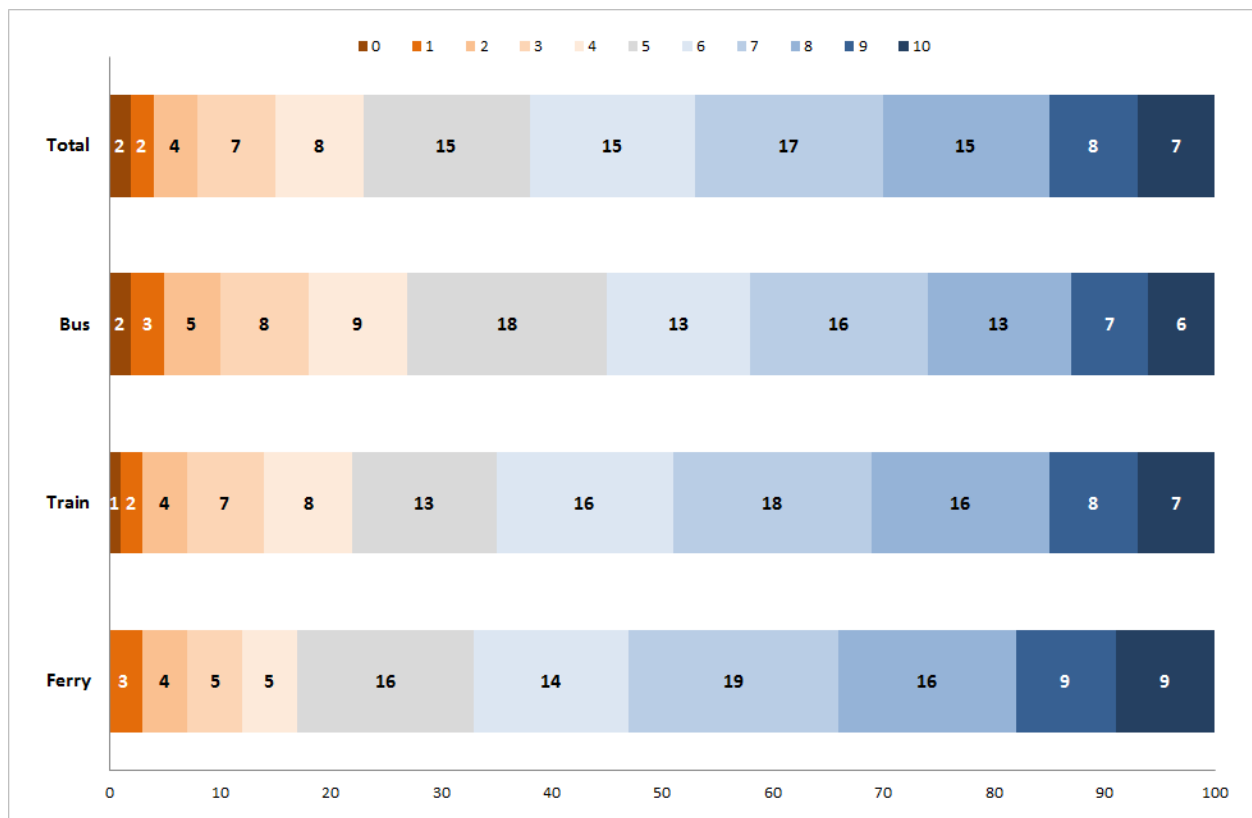
#### Rating of 0-4 significantly more likely among passengers:

- Aged 18 to 34 years (17%)
- Travelling on a Ten Trip card (17%)

**Information About Service Delays or Disruptions**

A key weakness of the Wellington region’s public transport system appears to be the provision of information about service delays or disruptions. Less than two-thirds of public transport users (62%) are satisfied with this aspect of the public transport system, while almost a quarter (23%) express some level of dissatisfaction, including 2% who are *extremely dissatisfied*. Levels of dissatisfaction are significantly higher among bus passengers (27% dissatisfied) than those travelling by train (22%) or ferry (17%). Results suggest that this is a key area for improvement going forward.

**Table 5.5: Information About Service Delays Or Disruptions – By Mode (%)**



Rating	Total (N=4,083)	Bus (n=1,255)	Train (n=2,687)	Ferry (n=141)
Dissatisfied (0-4)	23	27 (↑TF)	22	17
Neutral (5)	15	18 (↑T)	13	16
Satisfied (6-10)	62	55	65 (↑B)	67 (↑B)
Mean rating (out of 10)	6.1	5.8	6.2	6.4

Base: All respondents who answered this question, excluding 'Not applicable' responses.

Letter notation denotes mode(s) that this result is significantly higher than; B=Bus, T=Train, F=Ferry.

**Rating of 6-10 significantly more likely among passengers:**

- (None)

**Rating of 0-4 significantly more likely among passengers:**

- Travelling on a Go Wellington service (29%)
- Travelling on a stored value card (29%)

### 5.3 Wellington Region’s Public Transport System – Drivers of Satisfaction<sup>12</sup>

All four aspects of Wellington’s public transport system are core drivers of overall satisfaction, all having a strong correlation with overall satisfaction. The travel time (given the distance to travel) is most strongly correlated with overall satisfaction with the public transport system, indicating that improvements in this area can be expected to have the greatest positive impact on overall satisfaction going forward.

Travel time is the key driver of satisfaction for all three modes. The ease of getting information about public transport routes and timetables is a stronger driver for bus passengers (0.67) than it is for those using the train (0.63) or ferry (0.59).

**Table 5.2: Drivers of Satisfaction with Wellington Region’s Public Transport System**

Level of Influence on Overall Satisfaction	
<b>Core Driver</b>	<ul style="list-style-type: none"> <li>• Travel time (0.73)</li> <li>• Convenience of paying for public transport (0.70)</li> <li>• Ease of getting information about public transport routes/timetables (0.64)</li> <li>• Information about service delays/disruptions (0.64)</li> </ul>
<b>Important Driver</b>	
<b>Driver of Lesser Importance</b>	

Driver	Bus (n=1,302)	Train (n=2,739)	Ferry (n=148)
The travel time	0.73	0.73	0.76
How convenient it is to pay for public transport	0.68	0.71	0.69
Ease of getting information about public transport routes and timetables	0.67	0.63	0.59
Information about service delays or disruptions	0.63	0.65	0.62

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<sup>12</sup> Through the use of statistical analyses (correlation analysis), the relative influence of each service attribute (‘driver’) on overall satisfaction has been derived. Service attributes with a correlation score of 0.60 or more show a strong relationship with overall satisfaction and therefore have been defined as ‘core drivers’ of overall satisfaction. These service attributes should be considered priorities for action/additional resourcing as improvements in the performance of these attributes can be expected to have the most positive impact on overall satisfaction. Service attributes with a correlation score of 0.50 to 0.59 are considered ‘important drivers’ of satisfaction, while attributes with a correlation score of less than 0.50 have only a weak relationship with overall satisfaction and therefore are considered ‘drivers of lesser importance’.

### **Wellington Region's Public Transport System - Performance versus Influence (Gap Analysis)**

Figure 5.6 maps the relative influence of each aspect of the public transport system against current performance. The trend line<sup>13</sup> slopes up and to the right. This is a positive result, indicating that, in general, the public transport system is performing most positively on those aspects that have the strongest influence on overall satisfaction.

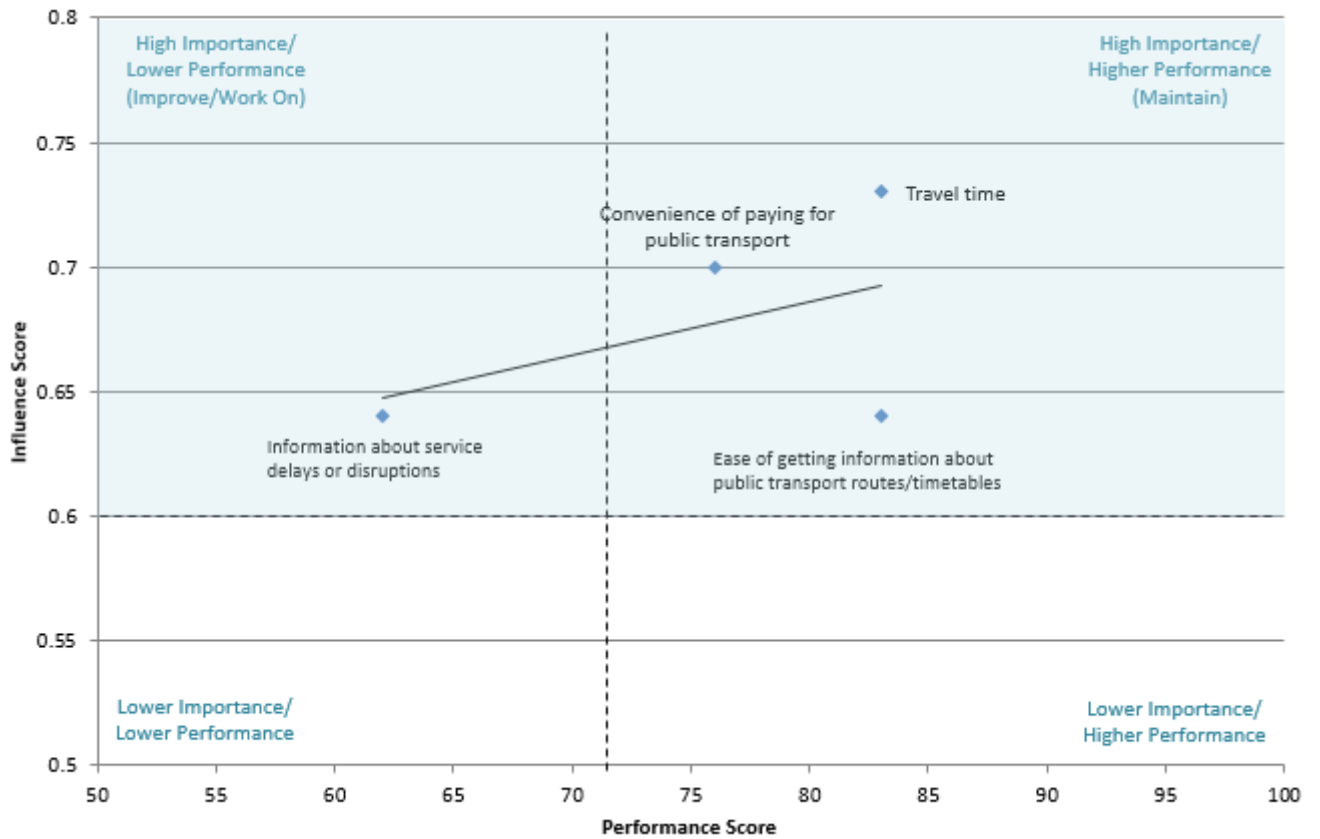
The key area of concern is the **information about service delays or disruptions**. This aspect of the trip is identified as the core driver of trip satisfaction (0.64), but is currently the most poorly performing aspect of the public transport system (and indeed is the most poorly rated aspect in the survey). Improvements in this area over the next 12 months, particularly in relation to delays/disruptions to the bus service, can be expected to have a positive impact on overall satisfaction with the public transport system.

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<sup>13</sup> The trend line assists in depicting the overall relationship between relative influence and performance across the service attributes/drivers. In an ideal situation, the trend line should slope up to the right. This illustrates that the public transport system is performing best on those aspects of service that are most important to passengers/that have the greatest influence on overall satisfaction. A trend line that slopes down to the right indicates a mismatch between performance and importance/influence – that is, at least one service attribute identified as core/important to passengers is currently under-performing (suggesting the need for more resource in this area for example, planning, training, quality control etc.) and/or at least one service attribute with a high performance rating is identified as having little or no importance to passengers/has only minimal influence on overall satisfaction.



Figure 5.6: Performance Versus Influence – Wellington Region’s Public Transport System



## 6. Moving Forward

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### Highlights

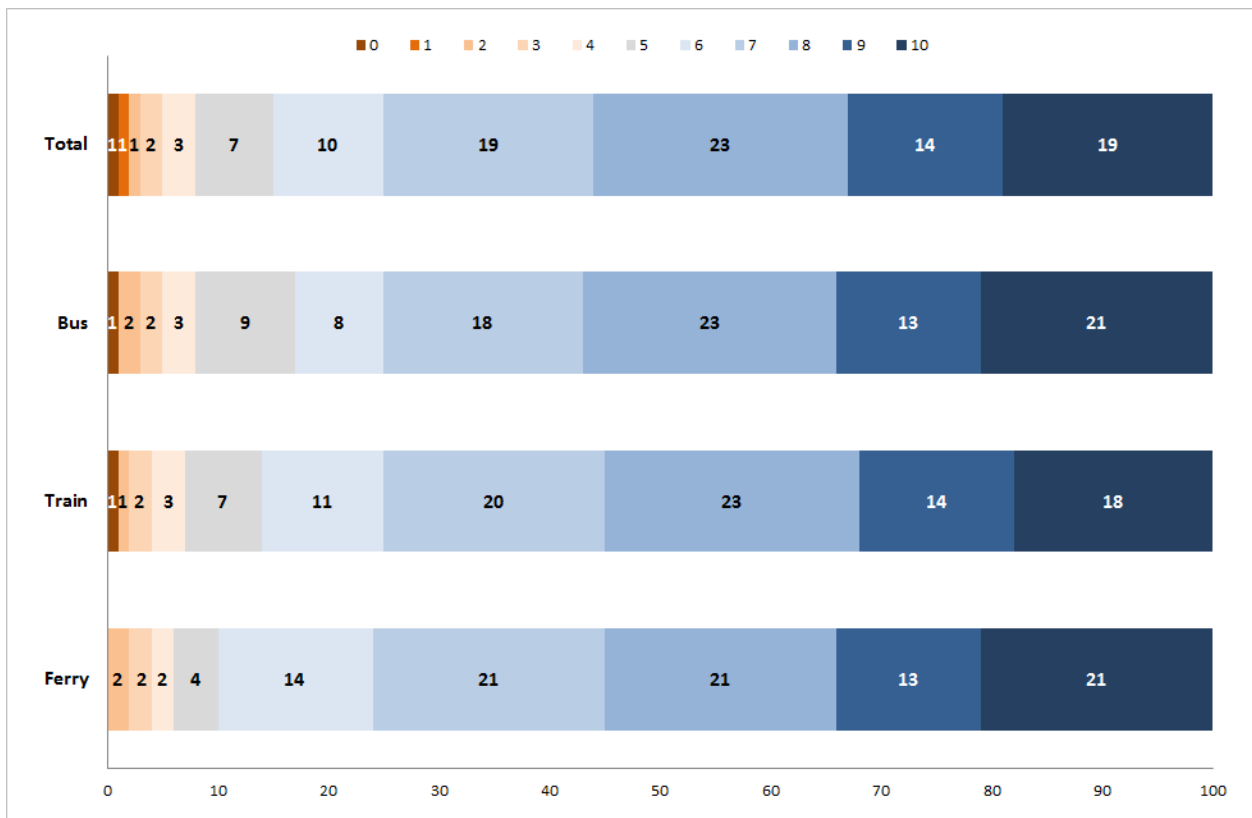
- Eighty-five per cent of Wellington's public transport users would recommend using public transport to a friend or colleague, including 19% *extremely likely* to recommend. Only 8% of respondents would not endorse Wellington's public transport services to others.
- Whilst the extent of recommendation is high for all three modes, ferry (90%) and train (86%) passengers are significantly more likely to recommend public transport than those using buses (83%).
- Moving forward, key areas to be addressed in the delivery of public transport services in the Wellington region are the **value for money for the fare** (either by reducing the cost of the fare – for example, offering discounts on off-peak fares – and/or adding value to the existing service through enhanced service delivery and the provision of more facilities), improving the **reliability of services** (that is, ensuring services run on time/to the timetable and actually turn up), and also increasing the **frequency of services** (more off-peak services to reduce waiting time/enhance convenience, and more services in the peak to reduce vehicle overcrowding).

### 6.1 Likelihood of Recommending Public Transport to Others

Satisfaction with public transport services in the Wellington region is further evidenced by the fact that 85% of respondents would recommend using public transport to a friend or colleague. This including 19% who are *extremely likely* to recommend. Only 8% of respondents would not endorse Wellington's public transport services to others. Whilst the extent of recommendation is high for all three modes, ferry (90%) and train (86%) passengers are significantly more likely to recommend public transport than those using buses (83%).

Among Wellington operators, likelihood of recommending is highest among those travelling on East by West Ferries (90%) and lowest among Newlands (81%) and Valley Flyer (81%) passengers. Ten per cent of passengers on Valley Flyer services state that they would be unlikely to recommend using public transport in Wellington to others.

Figure 6.1: Likelihood of Recommending Public Transport to Others – By Mode and Operator (%)



Rating	Total (N=3,762)	Bus (n=1,206)	Train (n=2,417)	Ferry (n=139)
0-4	8	8	7	6
5	7	9	7	4
6-10	85	83	86 (↑B)	90 (↑B)
Mean rating (out of 10)	7.5	7.5	7.5	7.6

Rating	East By West (n=139)	Go Wellington (n=771)	Mana (n=110)	Newlands (n=52)	Tranz Metro (n=2,417)	Valley Flyer (n=257)
0-4	6	8	8	8	7	10
5	4	8	9	11	7	9
6-10	90 (↑V)	84	83	81	86 (↑V)	81
Mean rating (out of 10)	7.6	7.6	7.5	7.3	7.5	7.4

Base: All bus respondents who answered this question, excluding 'Not applicable' responses

Letter notation denotes mode(s)/operator(s) that this result is significantly higher than.

Note: Sample size for Madge Coachlines (n=4) and Tranzit Coachlines (n=14) too small to provide statistically reliable results

**Rating of 6-10 significantly more likely among passengers:**

- Travelling on a SuperGold card (93%)
- Aged 65 years + (93%)

**Rating of 0-4 significantly more likely among passengers:**

- Aged 18-24 years (11%)

## 6.2 Suggestions for Improvement to Public Transport Services

### Overall Results

Improved reliability of services (that is, services run on time, run to the timetable and actually turn up) and a desire for cheaper fares are the most frequently mentioned suggestions for improvements to Wellington’s public transport system, each being mentioned unprompted by 10% of respondents. Eight per cent of all respondents – including 9% of all peak time travellers - call for more frequent services, whilst 6% suggest that service capacity be increased (for example, by having more buses on the route, more carriages on the train or more seats available in the vehicle) to reduce over-crowding, particularly on afternoon peak services. A further 6% of respondents suggest the introduction of integrated ticketing, including allowing Snapper cards to be used across all services and unifying the ticketing system across all modes.

Four per cent of respondents specifically state that no improvements to Wellington’s public transport services are needed, whilst 28% (particularly older and off-peak passengers) did not offer any suggestions for service enhancement.

**Table 6.1: Suggestions for Improvement to Public Transport Services (%)**

Suggestion for Improvement	Total Sample (N=4,298)	Significantly More Likely To Be Mentioned By Those ...
Improved reliability of services – run on time/to timetable	10	<ul style="list-style-type: none"> <li>Females (12%)</li> </ul>
Cheaper fares	10	<ul style="list-style-type: none"> <li>Aged 18 to 34 years (14%)</li> </ul>
More frequent services	8	<ul style="list-style-type: none"> <li>Peak time travellers (9%)</li> </ul>
More buses on the route/more carriages/more seats available/reduce overcrowding	6	<ul style="list-style-type: none"> <li>Monthly Pass (9%) or Ten Trip Card holders (8%)</li> <li>Peak time travellers (7%), particularly those travelling in the afternoon peak (9%)</li> <li>Tranz Metro passengers (7%)</li> <li>Females (7%)</li> </ul>
Integrated ticketing/automate ticketing system	6	<ul style="list-style-type: none"> <li>Aged 35-44 years (9%)</li> <li>Ten Trip Card (9%) and Monthly Pass (8%) holders</li> <li>Peak time travellers (7%)</li> <li>Tranz Metro passengers (7%)</li> </ul>
Cheaper fares for students	4	<ul style="list-style-type: none"> <li>Aged 18 to 24 years (14%)</li> </ul>

Suggestion for Improvement	Total Sample (N=4,298)	Significantly More Likely To Be Mentioned By Those ...
Changes to be made to particular routes	3	<ul style="list-style-type: none"> <li>Aged 60-64 years (7%)</li> <li>Peak time travellers (4%), particularly those travelling in the afternoon peak (5%)</li> </ul>
Friendlier drivers	3	<ul style="list-style-type: none"> <li>Go Wellington passengers (6%)</li> <li>Stored Value Card holders (6%)</li> <li>Off-peak travellers (4%)</li> </ul>
Faster/more direct/fewer stops/more Express services	3	<ul style="list-style-type: none"> <li>East by West Ferry passengers (8%)</li> <li>Peak time travellers (4%)</li> </ul>
More information about service delays, disruptions and changes (e.g. buses replacing trains)	3	<ul style="list-style-type: none"> <li>Females (4%)</li> </ul>
More/more frequent weekend/late night/holiday services	3	
More Real Time Information boards	2	<ul style="list-style-type: none"> <li>Weekend travellers (4%)</li> <li>Stored Value Card holders (4%)</li> <li>Go Wellington passengers (4%)</li> </ul>
Better connections/co-ordination between services	2	<ul style="list-style-type: none"> <li>Aged 45-59 years (4%) or 65 years + (4%)</li> </ul>
Improvements to stops/stations/wharves (shelters, seating, toilets, rubbish bins etc.)	2	<ul style="list-style-type: none"> <li>Valley Flyer passengers (6%)</li> </ul>
Improved information at stops (clearer, more timetables available, bilingual etc.)	2	
More stops/destinations, wider coverage of service	2	
Cleaner vehicles, more comfortable, better conditions	2	
No improvements needed	4	<ul style="list-style-type: none"> <li>SuperGold Card holders (8%) or those using cash (6%)</li> <li>Aged 65 years or older (8%)</li> <li>Off-peak travellers (6%), particularly those travelling in the weekend (7%)</li> <li>Making outbound trips (5%)</li> </ul>
Blank	28	<ul style="list-style-type: none"> <li>SuperGold Card holders (39%)</li> <li>Aged 65 years + (37%)</li> <li>Off-peak travellers (32%), particularly interpeak travellers (34%)</li> </ul>

**Base:** All respondents.

Multiple responses to this question permitted, consequently table may total more than 100%. Table lists those improvements mentioned by 2% or more of respondents.

### Suggestions for Improvement by Mode

Frequency of mention of the reliability of services, the desire for cheaper fares and the need for more frequent services is consistent across all modes. However, **train** passengers are significantly more likely to cite the need for service capacity to be increased (for example, more carriages added) (7%) than those travelling by bus (4%) or ferry (3%). Along with ferry passengers (8%), respondents using the train (7%) are also more likely to call for the introduction of an integrated ticketing system than bus users (4%). **Ferry** passengers are over-represented among those suggesting the need for changes to be made to the route (7%), the need for a faster service (8%), more off-peak services (weekend, late night, holidays etc.) (5%) and better integration with other services (5%), whilst those travelling by **bus** are over-represented among those calling for friendlier staff (5%).

**Table 6.2: Key Suggestions for Improvement to Public Transport Services By Mode (%)**

Suggestions	Total Sample (N=4,298)	Bus (n=1346)	Train (n=2799)	Ferry (n=153)
Improved reliability of services – run on time/to timetable	10	10	11	9
Cheaper fares	10	9	10	6
More frequent services	8	8	8	7
More buses on the route/more carriages/more seats available/reduce overcrowding	6	4	7 (↑BF)	3
Integrated ticketing/automate ticketing system	6	4	7 (↑B)	8 (↑B)
Cheaper fares for students	4	3	4 (↑B)	2
Changes to be made to particular routes	3	4	3	7 (↑T)
Friendlier drivers/staff	3	5 (↑T)	3	3
Faster/more direct/fewer stops/more Express services	3	3	3	8 (↑BT)
More information about service delays, disruptions and changes (e.g. buses replacing trains)	3	3	3	1
More/more frequent weekend/late night/holiday services	3	3	2	5 (↑T)
More Real Time Information boards	2	4 (↑T)	1	3 (↑T)
Better connections/co-ordination between services	2	1	2	5 (↑B)
Improvements to stops/stations/wharves (shelters, seating, toilets, rubbish bins etc.)	2	2	2	1
Improved information at stops (clearer, more timetables available, bilingual etc.)	2	2	1	3 (↑T)
More stops/destinations, wider coverage of service	2	2	2	2
Cleaner vehicles, more comfortable, better conditions	2	1	2 (↑B)	3 (B)
No improvements needed	4	4	4	3
Blank	28	30 (↑T)	27	24

Base: All respondents.

## APPENDICES

Appendix One: Responses to National Questions

Appendix Two: Sample Profile

Appendix Three: Questionnaires

Appendix Four: Suggestions for Improvement (Full Lists)

Appendix Five: Satisfaction with All Aspects of Public Transport System By Mode



# Appendix One: Wellington Region Public Transport Customer Satisfaction – Responses to National Questions

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As part of monitoring requirements, public transport customer satisfaction surveys are required to be carried out by regional organisations receiving central government funding. To improve consistency between data collected in different regions, in 2013, the New Zealand Transport Agency (NZTA) introduced a new methodology and reporting requirements for public transport customer satisfaction research.

NZTA provided a set of mandatory questions to be asked and also designated the nature of the rating scale to be used. In addition, a set of basic sampling guidelines were provided, both to ensure sampling processes were reasonably consistent (both between regions and over time) and also to encourage good quality sampling methods.

A full description of the method used to collect the data is provided in the main body of the report. However, in summary:

- Data was collected using an on-board survey method, with respondents completing questionnaires whilst on-board the service:
- Data was collected from n=192 trips selected using random sampling (see Section Two for full description of process)
- Data was collected over a three-week period (5<sup>th</sup> to 25<sup>th</sup> May 2014)
- Every passenger aged 15 years or older boarding each randomly-selected service was invited to complete a questionnaire
- The response rate was 58% overall.

Sample sizes and their associated margins of error are provided in Appendix Table 1 below:

**Appendix Table 1: Sample Sizes and Associated Margins of Error**

Mode	Number of Trips	Sample Size	Maximum Margin of Error <i>(at the 95% confidence interval)</i>	Maximum Margin of Error <b>Allowing for Clustering</b> <i>(as per NZTA requirements)<sup>14</sup></i>
Bus	100	811	± 3.4%	± 4.9%
Train	80	1,915	± 2.2%	± 2.7%
Ferry	12	108	± 9.4%	

The NZTA Public Transport Customer Satisfaction report for each mode is provided below.

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<sup>14</sup> “When providing margin of error estimates for such user surveys, some allowance for the extent to which users are similar/clustered by being on the same service/trip must be made. With bus surveys, halve the actual sample size before using it in such margin of error estimates. With train surveys, multiply the actual sample size by 2/3 before using it in such margin of error estimates.” (PK-8, New Zealand Transport Agency’s Procurement Manual – Effective from 1 November 2013).

**GREATER WELLINGTON REGIONAL COUNCIL - BUS SURVEY**


**Name of target community** Wellington Urban region  
**Short name** Wellington  
**Total number of people surveyed** N=811

**PASSENGER SURVEY RESULTS**

**Service reliability** Level of satisfaction with this service being on time (keeping to the timetable)

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
2.2	1.9	1.2	2.0	3.8	5.0	8.7	8.0	17.3	21.5	14.5	13.9

**Service frequency** Level of satisfaction with how often this service is run

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.3	0.7	0.9	2.6	4.1	5.7	9.2	9.6	17.2	21.7	11.0	16.0

**Service value for money** Level of satisfaction with the value for money of the fare.

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.5	1.4	1.1	3.1	4.0	5.0	10.0	9.2	16.4	19.6	9.8	18.9

**Service adequacy** Level of satisfaction with the number of seats provided on this service

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.6	0.6	1.1	0.5	1.6	3.7	6.2	7.0	13.0	21.2	15.4	29.1

**Service access** Level of satisfaction with ease of getting in and off this service

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.4	0.3	0.3	0.7	1.1	1.5	4.3	5.0	15.1	22.7	18.2	29.4

**Vehicle quality** Level of satisfaction with the temperature inside this service

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.3	0.4	0.2	1.0	1.2	2.2	5.3	7.3	13.1	25.6	18.2	25.2

**Staff attitude** Level of satisfaction with the helpfulness and attitude to staff on this service

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
6.7	0.1	0.6	1.0	1.6	2.9	7.6	7.7	13.1	20.7	14.7	23.3

**Safety and security** Level of satisfaction with personal security during this trip

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.8	0.2	0.5	0.4	0.9	1.0	3.1	2.5	8.8	24.8	20.6	36.4

**Overall service** Level of overall satisfaction with this trip

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.2	0.5	0.3	0.5	1.2	1.5	4.0	7.9	18.4	28.7	19.8	17

**Service information** Level of satisfaction with how easy it is to get information about routes and timetables

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.5	0.5	0.2	2.2	2.1	2.9	7.5	11.6	18.3	21.9	14.0	17.3

**Change information** Level of satisfaction with the information provided about service delays or disruption

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
5.3	2.2	2.6	5.2	7.2	8.8	16.0	13.8	15.8	11.0	6.1	6.0

**Service time** Level of satisfaction with travel time (considering the distance travelled)

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.3	0.5	0.6	1.9	2.4	4.3	8.7	12.4	19.0	24.0	14.8	10.1

**Fare payment** Level of satisfaction with how convenient it is to pay for public transport

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.8	1.0	1.5	1.9	3.6	3.6	7.7	8.3	14.3	22.5	15.4	18.4

**Overall service** Level of satisfaction with the public transport system overall

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.8	0.4	0.2	0.7	2.4	3.1	8.2	13.8	24.2	22.7	15.0	8.5

**Service Recommendation** Level of likelihood of recommending using public transport to a friend or colleague

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
2.3	0.9	0.5	1.9	2.7	2.4	8.3	8.0	18.3	22.2	12.6	19.9

**SuperGoldcard used for the trip**

Yes (%)	No (%)
6.3	93.7

**Gender of persons surveyed**

Female (%)	Male (%)
58.2	41.8

**Age group of persons surveyed**

15-17 years (%)	18-24 years (%)	25-34 years (%)	35-44 years (%)	45-59 years (%)	60-64 years (%)	65 years + (%)
8.1	23.4	23.3	17.0	17.1	3.8	7.3

**Improvement** ONE suggestion to improve region's public transport services

Greater reliability, services run to timetables	9.0
More frequent service	8.3
Cheaper fares (general)	8.0
Friendlier drivers	4.8
More buses, more seats, reduce crowding	4.6
More electronic displays	4.6
Integrated ticketing	4.2

Is the information for the serviced community complete? Yes

GREATER WELLINGTON REGIONAL COUNCIL - RAIL SURVEY												
<b>Name of target community</b>	Wellington Urban region											
<b>Short name</b>	Wellington											
<b>Total number of people surveyed</b>	N=1915											
<b>PASSENGER SURVEY RESULTS</b>												
<b>Service reliability</b> Level of satisfaction with this service being on time (keeping to the timetable)												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.5	2.0	1.9	2.9	4.8	4.6	9.4	10.6	16.2	19.5	13.2	14.4	
<b>Service frequency</b> Level of satisfaction with how often this service is run												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
1.0	0.5	0.9	1.7	3.3	4.0	8.8	11.3	20.5	24.1	10.9	13.0	
<b>Service value for money</b> Level of satisfaction with the value for money of the fare.												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
1.1	2.3	2.3	3.1	4.9	7.7	12.6	12.0	17.6	15.3	8.6	12.5	
<b>Service adequacy</b> Level of satisfaction with the number of seats provided on this service												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.1	1.9	1.5	3.4	4.1	4.2	6.6	7.5	12.8	17.1	15.0	25.8	
<b>Service access</b> Level of satisfaction with ease of getting in and off this service												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.9	0.2	0.2	0.2	0.6	0.7	3.3	4.6	11.9	23.3	21.6	32.5	
<b>Vehicle quality</b> Level of satisfaction with the temperature inside this service												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.1	0.2	0.5	0.6	1.7	2.7	5.0	6.7	13.1	23.1	20.0	26.3	
<b>Staff attitude</b> Level of satisfaction with the helpfulness and attitude to staff on this service												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
4.3	0.4	0.4	0.7	1.4	1.4	5.2	5.4	14.9	22.6	19.8	23.5	
<b>Safety and security</b> Level of satisfaction with personal security during this trip												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.6	0.2	0.2	0.1	0.2	0.5	2.4	3.5	11.2	21.7	24.2	35.2	
<b>Overall service</b> Level of overall satisfaction with this trip												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.4	0.7	0.4	0.5	1.4	1.5	5.4	9.1	19.3	27.7	21.0	12.6	
<b>Service information</b> Level of satisfaction with how easy it is to get information about routes and timetables												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
1.3	0.3	0.5	0.8	2.4	3.7	9.3	11.3	18.6	23.9	14.0	13.9	
<b>Change information</b> Level of satisfaction with the information provided about service delays or disruption												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
2.5	1.3	1.7	4.3	6.6	8.3	12.2	14.9	17.4	16.2	7.9	6.7	
<b>Service time</b> Level of satisfaction with travel time (considering the distance travelled)												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
1.0	0.3	0.7	1.6	2.5	4.0	8.0	9.6	19.4	25.0	15.3	12.6	
<b>Fare payment</b> Level of satisfaction with how convenient it is to pay for public transport												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
1.4	0.7	1.3	2.7	4.6	5.4	10.7	12.8	18.0	20.0	10.8	11.6	
<b>Overall service</b> Level of satisfaction with the public transport system overall												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.7	0.2	0.3	1.4	2.5	4.8	7.9	13.3	24.2	25.5	12.8	6.4	
<b>Service Recommendation</b> Level of likelihood of recommending using public transport to a friend or colleague												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
1.4	1.1	0.6	1.0	1.9	3.4	6.2	11.6	20.3	23.3	13.4	15.8	
<b>SuperGoldcard used for the trip</b>												
Yes (%)	No (%)											
5.5	94.5											
<b>Gender of persons surveyed</b>												
Female (%)	Male (%)											
51.9	48.1											
<b>Age group of persons surveyed</b>												
15-17 years (%)	18-24 years (%)	25-34 years (%)	35-44 years (%)	45-59 years (%)	60-64 years (%)	65 years + (%)						
10.3	21.4	17.8	18.8	20.3	4.5	7						
<b>Improvement</b> ONE suggestion to improve region's public transport services												
Greater reliability, services run to timetables	10.9											
Cheaper fares (general)	9.4											
More frequent service	8.1											
Integrated ticketing	7.9											
More carriages/more seats/reduce crowding	7.7											
Cheaper fares for students	3.7											
Faster/more direct/express service/fewer stops	3.3											
Is the information for the serviced community complete? Yes												

**GREATER WELLINGTON REGIONAL COUNCIL - FERRY SURVEY**

**Name of target community** Wellington Urban region  
**Short name** Wellington  
**Total number of people surveyed** N=108


**PASSENGER SURVEY RESULTS**

**Service reliability** Level of satisfaction with this service being on time (keeping to the timetable)

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.0	0.0	0.0	0.9	0.9	2.8	4.6	8.3	13.9	15.8	24.1	28.7

**Service frequency** Level of satisfaction with how often this service is run

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.0	0.0	0.0	2.0	5.0	6.9	5.0	11.9	21.8	24.7	6.9	15.8

**Service value for money** Level of satisfaction with the value for money of the fare.

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.9	0.0	0.9	0.9	5.6	4.7	10.3	5.6	18.7	23.4	15.0	14.0

**Service adequacy** Level of satisfaction with the number of seats provided on this service

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.1	0.9	0.0	0.9	0.9	0.9	0.0	4.6	14.8	25.9	15.7	34.3

**Service access** Level of satisfaction with ease of getting in and off this service

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.4	0.0	0.0	0.5	0.9	0.9	6.5	9.3	18.5	23.1	16.7	22.2

**Vehicle quality** Level of satisfaction with the temperature inside this service

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.0	0.0	0.0	0.0	0.9	0.9	0.0	2.8	16.7	25.0	25.0	28.7

**Staff attitude** Level of satisfaction with the helpfulness and attitude to staff on this service

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.0	0.0	0.0	0.0	0.9	0.9	1.0	5.1	11.6	16.3	22.8	41.4

**Safety and security** Level of satisfaction with personal security during this trip

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.9	9.2	17.6	28.7	41.7

**Overall service** Level of overall satisfaction with this trip

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.0	0.0	0.0	0.0	0.0	1.0	1.9	4.7	20.0	28.6	29.5	14.3

**Service information** Level of satisfaction with how easy it is to get information about routes and timetables

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
3.9	0.0	0.9	0.9	3.7	0.9	6.5	14.0	21.5	19.6	13.1	15.0

**Change information** Level of satisfaction with the information provided about service delays or disruption

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
5.6	0.0	3.8	1.9	6.6	3.8	16.0	10.4	14.2	17.9	7.5	12.3

**Service time** Level of satisfaction with travel time (considering the distance travelled)

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
2.7	0.0	0.9	2.8	1.9	4.7	13.1	11.2	15.0	18.7	10.3	18.7

**Fare payment** Level of satisfaction with how convenient it is to pay for public transport

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
4.7	0.9	0.9	3.7	1.9	3.7	8.3	6.5	18.5	20.4	13.8	16.7

**Overall service** Level of satisfaction with the public transport system overall

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
3.0	0.0	0.9	1.9	1.9	6.5	9.3	9.3	25.2	19.6	10.3	12.1

**Service Recommendation** Level of likelihood of recommending using public transport to a friend or colleague

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
3.0	0.0	0.0	3.0	2.0	2.0	3.0	13.0	17.0	22.0	12.0	23.0

**SuperGoldcard used for the trip**

Yes (%)	No (%)
6.6	93.4

**Gender of persons surveyed**

Female (%)	Male (%)
41	59

**Age group of persons surveyed**

15-17 years (%)	18-24 years (%)	25-34 years (%)	35-44 years (%)	45-59 years (%)	60-64 years (%)	65 years + (%)
3.7	5.6	17.8	15.9	37.4	8.4	11.2

**Improvement** ONE suggestion to improve region's public transport services

Faster/more direct/express service	8.3
Greater reliability, services run to timetables	8.3
Cheaper fares (general)	7.4
More frequent service	7.4
Integrated ticketing	6.5
Weekend/late night/holiday services needed	6.5
Improve phone app/be able to check everything via app	4.6

Is the information for the serviced community complete? Yes

## Appendix Two: Sample Profile

**Appendix Table 2.1: Sample Profile – Gender and Age**

	<b>Total Sample</b> (N=4,173)	<b>Bus</b> (n=1,292)	<b>Train</b> (n=2,731)	<b>Ferry</b> (n=150)
<b>Gender</b>				
Female	<b>55</b>	<b>59 (↑F)</b>	<b>53 (↑F)</b>	39
Male	<b>45</b>	41	<b>47 (↑B)</b>	<b>61 (↑BT)</b>
<b>Age</b>				
15-17 years	<b>9</b>	7	<b>10 (↑BF)</b>	3
18-24 years	<b>25</b>	<b>26 (↑F)</b>	<b>25 (↑F)</b>	7
25-34 years	<b>19</b>	<b>23 (↑TF)</b>	18	16
35-44 years	<b>16</b>	15	17	16
45-59 years	<b>19</b>	17	18	<b>39 (↑BT)</b>
60-64 years	<b>4</b>	4	4	<b>9 (↑BT)</b>
65 years +	<b>8</b>	8	8	10

Base: All respondents who answered this question.

Letter notation denotes mode(s) that this result is significantly higher than.

**Appendix Table 2.2: Sample Profile – Type of Ticket Used (%)**

	<b>Total Sample</b> (N=4,150)	<b>Bus</b> (n=1,284)	<b>Train</b> (n=2,716)	<b>Ferry</b> (n=150)
Monthly Pass	<b>27</b>	6	<b>38 (↑BF)</b>	7
Ten Trip Ticket	<b>24</b>	1	<b>33 (↑B)</b>	<b>62 (↑BT)</b>
Stored Value Card	<b>19</b>	61	-	-
Cash	<b>18</b>	21	17	17
SuperGold Card	<b>8</b>	8	8	7
Day Pass	<b>4</b>	2	4	5
Other	<b>&lt;1</b>	1	<1	2

Base: All respondents who answered this question.

Letter notation denotes mode(s) that this result is significantly higher than.

# Appendix Three: Questionnaires

## ABOUT YOURSELF

**Q10** What type of ticket do you have for this trip?  
Please circle one number

Cash	Ten Trip card	Day Pass	Monthly Pass	SuperGold Card	Other (please write in)
1	2	3	4	5	6

**Q11** Are you?  
Please circle one number

Male	Female
1	2

**Q12** Which age group do you fall into?  
Please circle one number

15-17 years	18-24 years	25-34 years	35-44 years	45-59 years	60-64 years	65 years or older
1	2	3	4	5	6	7

## THE END

Thank you for taking the time to complete this questionnaire.

In conclusion, we may be conducting some further research about public transport in the next few months. If this research does go ahead, would you like us to invite you to participate in it?

Please circle one only

No

Yes (please provide)

Full name:
Email address:
Evening phone number:

Note: Gravitas randomly audits 5% of all surveys completed to check the quality of the survey and the accuracy of the data recorded. Your name and evening contact number may also be used to do this. Please note your personal details will be kept confidential and will not be used for any purpose other than to audit the quality of surveying, or asking if you would like to take part in further research (if you indicate you are interested). If you have any questions about this survey please contact Jo at Gravitas Research on 0508 RESEARCH.

**PLEASE HAND YOUR SURVEY FORM AND PEN BACK TO THE RESEARCHER WHEN YOU LEAVE THE TRAIN**



THANKS

## Customer Satisfaction Survey



We appreciate you taking the time to complete this customer satisfaction survey on Wellington's public transport services. We want to know what you like and what you don't like about public transport in Wellington. The information you provide will be used to make improvements to the buses, trains and harbour ferries throughout the region.

We would like to find out how you feel about **THIS TRIP** on the train.

For all the questions, except those where you need to write in an answer, please circle the appropriate number. If you make an error, cross (X) out the incorrect answer. Please answer every question.

When you are finished, please hand the form back to the researcher.

### THE TRAIN STATION

**Q1** At what STATION did you board **THIS TRAIN**?  
(please write in the station or suburb)

**Q2** Thinking about the station WHERE YOU GOT ON THE TRAIN TODAY, how satisfied or dissatisfied are you with.....  
Please circle one number in each row

Please use this scale to rate each aspect of the train station below.

	Don't know/ Not applicable	0	1	2	3	4	5	6	7	8	9	10	Extremely satisfied
NA	0	1	2	3	4	5	6	7	8	9	10		

The train station being easy to get to (by car, walking, etc.)	NA	0	1	2	3	4	5	6	7	8	9	10
The cleanliness of the station	NA	0	1	2	3	4	5	6	7	8	9	10
The station providing shelter from the weather	NA	0	1	2	3	4	5	6	7	8	9	10
Your personal safety at the station	NA	0	1	2	3	4	5	6	7	8	9	10
The information available at the station	NA	0	1	2	3	4	5	6	7	8	9	10
The ease of getting on the train from the station platform	NA	0	1	2	3	4	5	6	7	8	9	10
<b>The station overall</b>	NA	0	1	2	3	4	5	6	7	8	9	10

**Q3** What improvements would you like to see at the station where you got on today?

Please write in

**THE TRAIN SERVICE – THIS TRIP TODAY**

**Q4** Thinking about the train you are on today, how satisfied or dissatisfied are you with...  
Please circle one number in each row

Please use this scale to rate each of the aspects of this train trip below.

	Don't know Not applicable	Extremely dissatisfied											Extremely satisfied
	NA	0	1	2	3	4	5	6	7	8	9	10	
How often the services runs	NA	0	1	2	3	4	5	6	7	8	9	10	
The train being on time (keeping to the timetable)	NA	0	1	2	3	4	5	6	7	8	9	10	
The ease of getting on the train (e.g. ramps, handrails, steps, etc.)	NA	0	1	2	3	4	5	6	7	8	9	10	
The ease of getting off the train (e.g. ramps, handrails, steps, etc.)	NA	0	1	2	3	4	5	6	7	8	9	10	
The helpfulness of the train staff	NA	0	1	2	3	4	5	6	7	8	9	10	
The attitude of the train staff	NA	0	1	2	3	4	5	6	7	8	9	10	
Having enough seats available	NA	0	1	2	3	4	5	6	7	8	9	10	
The comfort of the inside temperature	NA	0	1	2	3	4	5	6	7	8	9	10	
Your personal security during this trip	NA	0	1	2	3	4	5	6	7	8	9	10	
The value for money of the fare	NA	0	1	2	3	4	5	6	7	8	9	10	
<b>This trip overall</b>	<b>NA</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	

**PUBLIC TRANSPORT (INCLUDING TRAINS, BUSES AND HARBOUR FERRIES)**

**Q5** Thinking about the public transport (including trains, buses and harbour ferries) in the greater Wellington Region, how satisfied or dissatisfied are you with.....  
Please circle one number in each row

	NA	0	1	2	3	4	5	6	7	8	9	10
The ease of getting information about public transport routes and timetables	NA	0	1	2	3	4	5	6	7	8	9	10
Information about service delays or disruptions	NA	0	1	2	3	4	5	6	7	8	9	10
The travel time (considering the distance you travel)	NA	0	1	2	3	4	5	6	7	8	9	10
How convenient it is to pay for public transport	NA	0	1	2	3	4	5	6	7	8	9	10
<b>The public transport system overall</b>	<b>NA</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>



**Q6** Using the scale below, how likely or unlikely is it that you would recommend using public transport to a friend or a colleague?  
Please circle one number

Don't know	Extremely unlikely											Extremely likely
DK	0	1	2	3	4	5	6	7	8	9	10	

**GENERAL IMPROVEMENTS**

**Q7** What is **ONE** thing you could suggest to improve the region's public transport services?

Please write in

**TIME OF TRAVEL**

**Q8** Are you making **THIS TRIP TODAY** on a weekday, either before 6:30 am and 9:00 am, or 3:00 pm and 6:30 pm?  
Please circle one number

No	Yes
1 (Please now skip to Q10)	2 (Please answer Q9)

**Q9** Which of the following would encourage you to make this trip via public transport 'off-peak' (that is, either between 9:00 am and 3:00 pm, or after 6:30 pm)?  
Please circle as many as apply.

Off-peak services run more frequently	1
Off-peak services more reliable (keep to timetable etc.)	2
25% off-peak fare discount (that is, you pay 25% less to make the same trip off-peak)	3
Better off-peak connections between modes (e.g. from bus to bus, or bus to train)	4
More parking available at stop/station/wharf (e.g. don't have to get to stop/station early to secure a park)	5
Off-peak express services available	6
More flexible working or study hours	7
Off-peak service introduced (the service I use currently only operates at peak times)	8
Other (Please write in)	9
None of these – I could not make this trip off-peak	10

PTO



## Appendix Four: Suggestions for Improvements (Full Lists)

**Appendix Table 4.1: Suggestions for Improvement to Stop/Station/Wharf (%)**

Suggestion for Improvement	Total Sample (N=4298)
More/improved shelter from weather (wind, rain, sun)	19
Cleaner stops and stations, including having more rubbish bins available	8
More information available/information easier to read (eg timetables, pricing, routes etc.)	5
More seats available	5
More Real Time Information boards	4
More information/better warning of service delays/disruptions/replacement buses	3
More/improved parking available	3
Better lighting	3
Better access to the stop/station (improved footpaths, over-bridges, pedestrian crossing etc)	3
Maintenance work – fix leaks in roof, holes in footpath, remove graffiti, replace broken glass etc	2
Improved access to toilet facilities	2
Provide a waiting area/waiting lounge (with water, music, coffee, ATM, newspapers, vending machines etc)	2
Improved pedestrian safety – non-slip surfaces etc	2
Improve security/install security cameras	2
Build new building/shelter/finish renovations	2
Ensure electronic signs are correct/show actual times/face the right way etc.	1
More services available through the stop	1
Have more customer service staff available	1
Bigger stops generally/more space	1
Ban smoking at stops/stations or have a designated smoking area	1
Ensure passengers and drivers are more visible to one another/easier to see bus coming	1
More visually appealing – colour, gardens, flowers etc	1
Control or remove homeless people, undesirables	1
Open later at night	1
Have automated ticketing machines available (able to top up/check balance)	1
Friendlier staff	1
More considerate drivers – stop closer to platform, don't leave so early etc	<1
Have a clock/actual time available on Real Time Information boards	<1
Announce train/bus arrivals/clearer announcements	<1

Suggestion for Improvement	Total Sample (N=4298)
More room around stops (to separate those waiting from pedestrians walking past)	<1
Have bike storage facilities available	<1
Have Wi-Fi available	<1
Have more stops along the route/not so far between stops	<1
Synchronise all clocks at the stop/station	<1
Longer platform	<1
More drop off/pick up points for cars	<1
Places to queue/some way for passengers to board more orderly	<1
No improvements needed	8
Blank	41

Base: All respondents who answered this question.

Multiple responses to this question permitted, consequently table may total more than 100%.

**Appendix Table 4.2: Suggestions for Improvement to Region's Public Transport Service (%)**

<b>Suggestion for Improvement</b>	<b>Total Sample (N=4298)</b>
Improved reliability of services – run on time/to timetable	10
Cheaper fares	10
More frequent services	8
Integrated ticketing/automate ticketing system	6
More buses on the route/more carriages/more seats available/reduce overcrowding	6
Cheaper fares for students	4
Changes to be made to particular routes	3
Friendlier drivers	3
Faster/more direct service/fewer stops/more Express services	3
More information about service delays, disruptions and changes (eg buses replacing trains)	3
More/more frequent weekend/late night/holiday services	3
More Real Time Information boards	2
Better connections/co-ordination between services	2
Improvements to stops/stations/wharves (shelters, seating, toilets, rubbish bins etc)	2
Improved information at stops (clearer, more timetables available, bilingual etc)	2
More stops/destinations, wider coverage of service	2
Cleaner buses, more comfortable, better conditions	2
Be able to top up card at more places (online, on bus, via smartphone, more shops)	1
Safer driving practices (eg no speeding, don't run red lights, don't drive before everyone is seated)	1
Be able to pay fare via EFTPOS	1
Improvements/better co-ordination of timetable eg don't have slow trains in front of express trains etc)	1
Improve smartphone app (be able to check card balance, review timetable etc)	1
More/cheaper car parking near to stop/station	1
Improved heating/airconditioning/temperature control	1
Have back-up buses/trains for when delays or cancellations occur	1
Free Wi-Fi on board	1
Better website/improve ease of navigation/ensure correct information provided	1
Get rid of old trains/more new trains	1
More bus lanes/better enforcement of bus lanes	1
Offer a daily fare	<1
Improve wheelchair accessibility	<1
Get engine working properly/improved vehicle maintenance	<1
Extend the hours for SuperGold Card holders	<1
Better communication with passengers generally	<1
Announce stops	<1

Suggestion for Improvement	Total Sample (N=4298)
Don't replace trains with buses	<1
More space on board for bikes/more bike friendly	<1
Drivers need to be more observant – look out for passengers waiting at stops	<1
Drivers need more change/don't get angry when passengers pay with notes	<1
Staff need more training	<1
Get rid of trolley buses	<1
Ensure fares reflect distance travelled	<1
Less slippery tracks/get new tracks	<1
Ticket office open longer hours/on weekends	<1
Introduce PayWave system	<1
Staff need to have more courage to enforce rules eg feet on seats, noisy children etc	<1
Provide a greater variety of modes eg bike rentals, mini ferries etc	<1
Services should not leave earlier than timetable	<1
Ensure information on Real Time Information board is accurate	<1
Keep trolley buses/get more trolley buses	<1
Have entertainment on board eg movies, TV, music	<1
Don't block view out window with signs, no reflective glass, have more windows	<1
Ensure GPS/Real Time Information provided for every bus	<1
Quieter service	<1
Separate public and school buses/have separate carriages on train	<1
Powerpoints on board	<1
No improvements needed	4
Blank	28

Base: All respondents who answered this question.

Multiple responses to this question permitted, consequently table may total more than 100%.

# Appendix Five: Satisfaction with All Aspects of Public Transport System By Mode

## 1. Bus

**Appendix Table 5.1: Satisfaction with All Aspects of Public Transport Service – Bus Passengers (%)**  
*Share Giving Positive Ratings (6-10)*

Aspect of Service	Bus (N=1,346)
Personal security during this trip	94
The ease of getting on the vehicle from the stop/station/wharf	93
The stop/station/wharf being easy to get to	93
The ease of getting on the vehicle	92
The ease of getting off the vehicle	91
Comfort of the inside temperature	90
Having enough seats available	87
The attitude of the driver/staff	86
The helpfulness of the driver/staff	85
Your personal safety at the stop/station/wharf	85
Ease of getting information about public transport routes and timetables	84
The travel time	81
The information available at the stop/station/wharf	80
The cleanliness of the stop/station/wharf	80
How convenient it is to pay for public transport	80
How often the service runs	78
The service being on time	77
The value for money of the fare	72
The stop/station/wharf providing shelter from the weather	67
Information about service delays or disruptions	55

Aspects of current trip	Aspects of stop/station/wharf	Aspects of public transport system overall
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## 2. Train

**Appendix Table 5.2: Satisfaction with All Aspects of Public Transport Service – Train Passengers (%)**

*Share Giving Positive Ratings (6-10)*

Aspect of Service	Train (N=2,799)
Personal security during this trip	96
The ease of getting on the vehicle	95
The ease of getting off the vehicle	95
The ease of getting on the vehicle from the stop/station/wharf	95
The stop/station/wharf being easy to get to	90
Comfort of the inside temperature	90
The helpfulness of the driver/staff	90
The attitude of the driver/staff	89
Your personal safety at the stop/station/wharf	87
The information available at the stop/station/wharf	85
Ease of getting information about public transport routes and timetables	83
The travel time	83
Having enough seats available	82
The cleanliness of the stop/station/wharf	82
How often the service runs	80
The service being on time	77
The stop/station/wharf providing shelter from the weather	75
How convenient it is to pay for public transport	74
The value for money of the fare	68
Information about service delays or disruptions	65

Aspects of current trip	Aspects of stop/station/wharf	Aspects of public transport system overall
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### 3. Ferry

**Appendix Table 5.3: Satisfaction with All Aspects of Public Transport Service – Ferry Passengers (%)**

*Share Giving Positive Ratings (6-10)*

Aspect of Service	Ferry (N=153)
Personal security during this trip	99
The attitude of the driver/staff	98
The cleanliness of the stop/station/wharf	96
Comfort of the inside temperature	95
The helpfulness of the driver/staff	95
Having enough seats available	95
The ease of getting off the vehicle	94
The stop/station/wharf being easy to get to	94
The ease of getting on the vehicle	92
Your personal safety at the stop/station/wharf	92
The service being on time	91
The ease of getting on the vehicle from the stop/station/wharf	90
Ease of getting information about public transport routes and timetables	88
How often the service runs	81
How convenient it is to pay for public transport	81
The value for money of the fare	81
The information available at the stop/station/wharf	80
The travel time	79
Information about service delays or disruptions	67
The stop/station/wharf providing shelter from the weather	38

Aspects of current trip	Aspects of stop/station/wharf	Aspects of public transport system overall
-------------------------	-------------------------------	--