

2014/15 PUBLIC TRANSPORT PASSENGER SATISFACTION SURVEY



Contents

Executive Summary	1
1. Introduction	11
2. Research Approach and Design	12
2.1 Methodology	12
2.2 Sampling Frame, Size and Selection	12
2.3 Questionnaire Design	15
2.4 Questionnaire and Interview Pilot Process	15
2.5 Administrating the Interviews	15
2.6 Analysis and Reporting	16
2.7 Report Structure	18
3. Passenger Perceptions of Current Trip	20
3.1 Overall Satisfaction with Trip – All Modes	20
3.2 Comparative Perceptions of Trip	24
3.3 Current Trip – Drivers of Satisfaction	56
4. Passenger Perceptions of Stop/Station/Wharf	59
4.1 Overall Satisfaction with Stop/Station/Wharf – All Modes	60
4.2 Comparative Perceptions of Stop/Station/Wharf	61
4.3 Bus Stop/Train Station/Ferry Wharf – Drivers of Satisfaction	75
4.4 Suggestions for Improvement to Stop/Station/Wharf	78
5. Passenger Perceptions of Wellington Region’s Public Transport System	84
5.1 Overall Satisfaction with Wellington Region’s Public Transport System	85
5.2 Comparative Perceptions of Wellington Region’s Public Transport System	86
5.3 Wellington Region’s Public Transport System – Drivers of Satisfaction	95
6. Moving Forward	97
6.1 Likelihood of Recommending Public Transport to Others	98
6.2 Suggestions for Improvement to Public Transport Services	101
7. Satisfaction with the Provision of Public Transport Information	107
7.1 Satisfaction with the Provision of Public Transport Information	107
7.2 Suggestions for Improvement to Provision of Public Transport Information	113

Appendix One: Wellington Region Public Transport Customer Satisfaction	1
Appendix Two: Sample Profile	6
Appendix Three: Questionnaire	7
Appendix Four: Suggestions for Improvements (Full Lists)	11
Appendix Five: Satisfaction with All Aspects of Public Transport System By Mode	18

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 2014/15 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.

A random sampling technique was used to select the trips to be surveyed. In total n=209 public transport trips were surveyed on, generating n=4,456 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			
	Total	Bus	Train	Ferry	Total	Bus	Train	Ferry
Total	209	106	88	15	4456	1162	3010	284
Maximum margin of error <i>(at 95% confidence interval)</i>	-	-	-	-	± 1.5%	± 2.9%	± 1.8%	± 5.8%

The questionnaire content was based on the list of common questions designed by NZTA. This year additional questions were added to measure passenger satisfaction with the provision of public transport information. Comprehensive pilot-testing of the questionnaire and survey process was undertaken prior to live fieldwork commencing.

Live surveying was conducted between the 21st of April and 10th of May 2015. Questionnaires were distributed to every passenger aged 15 years or older on randomly-selected bus and ferry services and to every second passenger aged 15 years or older on train trips. The response rate was 63%¹ for all services combined.

To allow for accurate comparisons of results with those from the 2013/14 survey, the 'total' (all modes) results presented in this report have been weighted so that the distribution by mode (that is, the share of bus, train and ferry respondents) in the 'total' results matched that of last year's survey.

¹ 73% among ferry passengers, 63% for train passengers and 60% among bus passengers.

Note: The summary report submitted to NZTA to meet national annual monitoring requirements provides results by mode only (no ‘all mode’ results are reported). Consequently unweighted data was used for the summary report.

2. Passengers’ Overall Perceptions of Wellington’s Public Transport Services

1. Overall Satisfaction with Current Trip

In general, Wellington public transport users are satisfied to some extent with their current trip overall, 89% giving a positive rating (that is, between 6 and 10), including 14% who are *extremely satisfied* (giving a rating of 10 out of 10). Just 5% of respondents express dissatisfaction with their current trip overall.

However, whilst levels of overall satisfaction are high, they are down significantly since last year, when 92% gave a positive rating and just 3% were dissatisfied. Significant declines in perceptions of the trip are evident for bus and train passengers, the share satisfied to some extent down from 92% to 89% for both modes.

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

	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,117)	(N=4,247)	(n=1,293)	(n=1,324)	(n=2,676)	(n=2,773)	(n=148)	(n=150)
Dissatisfied (0-4)	3	5	3	4	3	5	1	2
Neutral (5)	5	6	5	7	5	6	2	4
Satisfied (6-10)	92	89	92	89	92	89	97 (↑BT)	94

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Results show no significant differences in overall satisfaction between operators, with the exception of Valley Flyer passengers, who are more likely to be dissatisfied than those travelling by East by West Ferries (1%) and Go Wellington (3%). Among bus operators, Go Wellington passengers (90%) are significantly less likely to be satisfied overall than they were last year (93%).

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 started their trip, 90% giving a positive rating (between 6 and 10), including 15% of respondents giving a rating of 10 out of 10. Only 4% of respondents are dissatisfied with the stop, station or wharf. These results are stable from last year. Ratings are similar by mode, 93% of ferry passengers, 90% of train passengers and 89% of those travelling by bus satisfied to some extent with the stop/station/wharf where they commenced their trip. Results by mode are also stable from last year.

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

	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,190)	(N=4,328)	(n=1,306)	(n=1,339)	(n=2,736)	(n=2,883)	(n=148)	(n=156)
Dissatisfied (0-4)	4	4	4	5	4	4	2	4
Neutral (5)	5	6	6	6	5	6	5	3
Satisfied (6-10)	91	90	90	89	91	90	93	93

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

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

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 9% who are *extremely satisfied*. In contrast, 8% of public transport users are dissatisfied with the region's public transport system. Levels of satisfaction are similar by mode. There are no significant changes in results over time.

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

	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,189)	(N=4,324)	(n=1,302)	(n=1,351)	(n=2,739)	(n=2,827)	(n=148)	(n=146)
Dissatisfied (0-4)	8	8	7	7	9 (↑B)	8	9	7
Neutral (5)	9	9	10	8	8	10	9	8
Satisfied (6-10)	83	83	83	85	83	82	82	85

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

4. Likelihood of Recommending Public Transport in Wellington to Others

Satisfaction with public transport services in the Wellington region is further evidenced by the fact that 86% of respondents would recommend using public transport to a friend or colleague. This includes 20% who are *extremely likely* to recommend. Only 6% of respondents would not endorse Wellington's public transport services to others (down significantly from 8% last year). The level of recommendation is high for all three modes with no significant difference between bus (86%), train (86%) and ferry (90%) passengers.

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

	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=3,762)	(N=4,246)	(n=1,206)	(n=1,309)	(n=2,417)	(n=2,787)	(n=139)	(n=150)
Unlikely (0-4)	8	6	8	6	7	7	6	3
Neutral (5)	7	8	9	8	7	7	4	7
Likely (6-10)	85	86	83	86 (↑T)	86 (↑B)	86	90 (↑B)	90

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Among Wellington operators, those travelling on East by West (90%) are significantly more likely to recommend the service than those using the Valley Flyer (83%). There is no significant difference in the likelihood of recommending specific operators this year compared to last year.

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 (93%) rating this aspect positively, including 95% of ferry passengers. Ratings are also very positive for accessibility to the vehicles, including 92% satisfied with the **ease of getting on and off the vehicle** and 93% giving a positive rating for the **ease of getting onto the vehicle from the stop/station/wharf**. However, the share of positive perceptions are down significantly for all four aspects since last year. This is especially true for those passengers who travel by train.

In contrast, passengers are least satisfied with the **provision of information about service delays or disruptions**, only 65% satisfied, including just 64% of bus passengers. However, in comparison with last year passengers are more likely to be satisfied with this aspect of the service this year (up from 62% to 65%). This increase in positive ratings is particularly evident among bus passengers (up from 55% to 64% this year).

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

Aspect of Service	Total Sample		Bus		Train		Ferry	
	2014 (N=4,298)	2015 (N=4,426)	2014 (n=1,346)	2015 (n=1,385)	2014 (n=2,799)	2015 (n=2,881)	2014 (n=153)	2015 (n=159)
Personal security during this trip	95	93	94	92	96 (↑B)	94	99 (↑B)	95
The ease of getting on the vehicle from the stop/station/wharf	94	93	93	92	95 (↑BF)	93 (↑B)	90	93
The ease of getting on the vehicle	94	92	92	92	95 (↑B)	93	92	89
The ease of getting off the vehicle	94	92	91	91	95 (↑B)	93 (↑B)	94	90
The stop/station/wharf being easy to get to	91	90	93 (↑T)	92	90	90	94	95 (↑T)
Comfort of the inside temperature	90	88	90	88	90	88	95 (↑BT)	90
The helpfulness of the driver/staff	89	87	85	85	90 (↑B)	87 (↑B)	95 (↑BT)	95 (↑BT)
The attitude of the driver/staff	89	86	86	84	89 (↑B)	87 (↑B)	98 (↑BT)	95 (↑BT)
Your personal safety at the stop/station/wharf	86	85	85	84	87	86	92 (↑B)	88
The information available at the stop/station/wharf	83	83	80	85	85 (↑B)	83	80	80
Ease of getting information about public transport routes and timetables	83	83	84	82	83	84	88	87
The travel time	83	82	81	81	83	83	79	83
Having enough seats available	84	79	87 (↑T)	82 (↑T)	82	76	95 (↑BT)	88 (↑T)
The cleanliness of the stop/station/wharf	82	79	80	77	82	80	96 (↑BT)	95 (↑BT)
How often the service runs	80	78	78	75 (↑F)	81	80 (↑BF)	81	67
How convenient it is to pay for public transport	76	77	80 (↑T)	81 (↑T)	74	74	81	84 (↑T)
The value for money of the fare	70	72	72 (↑T)	74 (↑T)	68	70	81 (↑BT)	77
The stop/station/wharf providing shelter from the weather	71	71	67 (↑F)	67 (↑F)	75 (↑BF)	74 (↑BF)	38	53
The service being on time	77	69	77	72 (↑T)	77	67	91 (↑BT)	90 (↑BT)
Information about service delays or disruptions	62	65	55	64	65 (↑B)	66	67 (↑B)	73 (↑B)

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

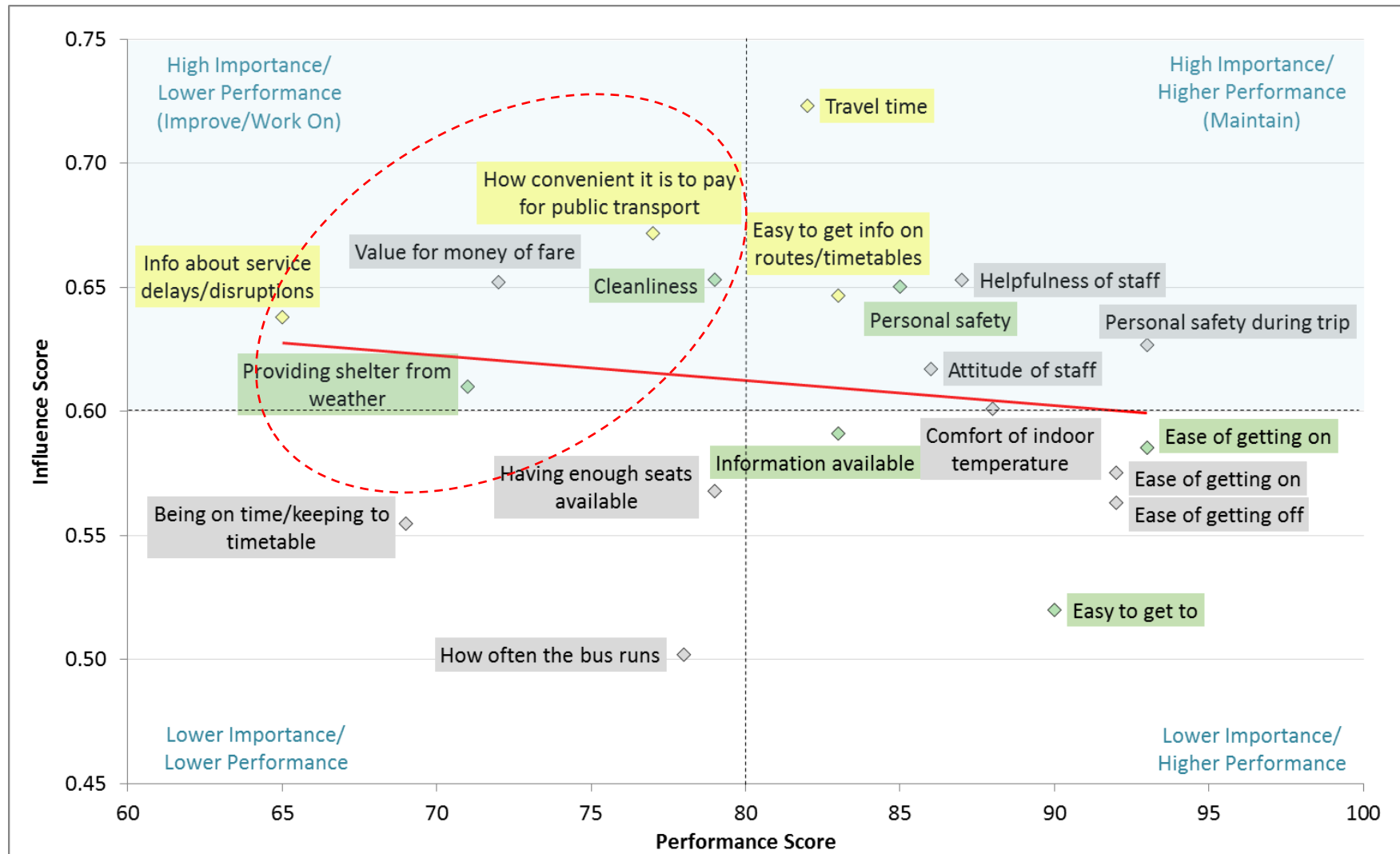
4. Current Performance On What Is Most Important To Passengers

Summary Figure 1 maps the current performance of each aspect of Wellington's public transport system by the aspect's relative influence on overall satisfaction. The trend line² 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**, the **convenience of paying for public transport** and the **cleanliness of the stop/station/wharf**. 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. (Note that, with the exception of cleanliness of the stop/station/wharf, these were also the key areas of concern in 2013/14.) 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.

² 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



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

5. Moving Forward

1. *Suggestions for Improvement to Public Transport Services*

Improved reliability of services (mentioned by 10% of respondents), and a desire for **more frequent services** (mentioned by 8% of respondents) are the most frequently mentioned suggestions for improvements to Wellington’s public transport system. Seven per cent of passengers call for **cheaper fares** (the frequency of mention down significantly from 10% last year).

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

Suggestion for Improvement	Total Sample	
	2014 (N=4,298)	2015 (N=4,426)
Improved reliability of services – run on time/to timetable	10	10
More frequent services	8	8
Cheaper fares	10	7
More buses on the route/more carriages/more seats available/reduce overcrowding	6	6
Integrated ticketing/automate ticketing system	6	6
Friendlier drivers	3	3
Improvements to stops/stations/wharves (shelters, seating, toilets, rubbish bins etc.)	2	3
More/more frequent weekend/late night/holiday services	3	3

Base: All respondents.

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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** (18%). This includes 20% of bus passengers and 26% of those using the ferry. However, ferry passengers are significantly less likely to make this suggestion when compared to last year (down from 36% to 26%).

Other frequently mentioned suggestions relating to the physical infrastructure include cleaner stops/stations/wharves (9%) and the need for more seating (4%). Improving the provision of information available at the stop/station/wharf is also frequently cited, 4% calling for more information to be made available, 4% suggesting the need for better information about service delays, disruptions and changes (such as buses replacing trains) and 3% wanting the installation of Real Time Information boards

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

Suggestion for Improvement	Total Sample	
	2014 (N=4,298)	2015 (N=4,436)
More/improved shelter from weather (wind, rain, sun)	19	18
Cleaner stops and stations, including having more rubbish bins available	8	9
More seats available	5	4
More information available/information easier to read (e.g. timetables, pricing, routes etc.)	5	4
More information/better warning of service delays/disruptions/replacement buses	3	4
More Real Time Information boards	4	3
Ensure electronic signs are correct/show actual times/face the right way etc.	1	3

Base: All respondents.

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

6. Satisfaction with the Way Public Transport Information is Provided

Of the three sources of public transport information considered, passengers were most satisfied with **Metlink websites or mobile sites** (79%). Those who travel by bus (81%) were significantly more likely to be satisfied with the website and mobile sites than those travelling by train (77%).

Seventy-eight per cent of respondents were satisfied with the **Real Time information** available at stops, stations and wharves. Train passengers (78%) were significantly more likely to be satisfied with the Real Time information at their station than those travelling by ferry (71%). Of the three sources of public transport information considered, users were least satisfied with the **Metlink call centre** (73% satisfied and 15% dissatisfied).

Summary Table 6: Satisfaction with the Way Public Transport Information is Provided – By Mode
Share Satisfied/Very Satisfied (%)

	Sample Size (n)	Total	Bus	Train	Ferry
Information Source					
Metlink websites/mobile sites	3,809	79	81 (T)	77	78
Real Time Information	4,025	78	78	78 (F)	71
Metlink call centre	1,662	73	75	72	73

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

When asked for suggestions to improve the way public transport information is provided, key suggestions included:

- ensuring the accuracy of the information provided on Real Time Information boards (and ensuring these are operational) (9%);
- the provision of a smartphone app (6%);
- making the Metlink website more user-friendly (5%); and
- improving the announcements about service delays and disruptions at stations, stops and ferry wharves.

1. Introduction

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 Greater Wellington Regional Council's main responsibilities³. 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 facilities⁴.

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 mandatory⁵. Greater Wellington Regional Council commissioned Gravitas Research and Strategy to conduct its 2014/15 public transport customer satisfaction survey in line with NZTA guidelines. This report provides the results of this survey.

³ <http://www.gw.govt.nz/transport/>

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

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

2. Research Approach and Design

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 excluded⁶.
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.

⁶ 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	
	2014	2014	2014	2014	2015
AM Peak (6.30am to 9.30am)	16,000	80,000	23%	23	26
Interpeak (9.30am to 3.30 pm)	22,000	110,000	31%	31	33
PM Peak (3.30 to 6.30 pm)	14,000	70,000	20%	20	20
Weekend	46,000	92,000	26%	26	27
Total		352,000	100%	100	106

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

	Share of All Patronage	Number of Trips	
	2014	2014	2015
Train			
AM Peak (6.30am to 9.30am)	41%	33	34
Interpeak (9.30am to 3.30 pm)	14%	11	12
PM Peak (3.30 to 6.30 pm)	37%	30	36
Weekend	8%	6	6
Total	100%	80	88
Ferry			
Peak	45%	6	5
Off-peak	55%	6	10
Total	100%	12	15

A roster was then designed to ensure cost-efficient coverage of these randomly selected trips. Note: In contrast to the 2014, this year no surveying was conducted on ‘transit’ trips (that is, those trips required to allow surveying teams to connect between the randomly selected trips).

Table 2.2: Sample Sizes by Mode

	Number of Trips						Number of Completed Questionnaires					
	Bus		Train		Ferry		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Randomly-selected trips	100	106	80	88	12	15	811	1162	1915	3010	108	284
Transit trips surveyed on	96	-	61	-	9	-	535	-	884	-	45	-
Total	196	106	141	88	21	15	1346	1162	2799	3010	153	284
Max. margin of error*							± 2.7%	± 2.9%	± 1.9%	± 1.8%	± 7.9%	± 5.8%

* (at 95% confidence interval)

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 (at 95% confidence interval)	
	2014	2015	2014	2015	2014	2015
Operator						
Tranz Metro	141	88	2799	3010	± 1.9%	± 1.8%
GO Wellington	109	45	856	684	± 3.3%	± 3.7%
Valley Flyer	54	31	284	284	± 5.8%	± 5.8%
Mana Coach Services	23	23	127	139	± 8.7%	± 8.3%
East By West Ferry	21	15	153	284	± 7.9%	± 5.8%
Newlands Coach Services	7	4	60	33	± 12.7%	± 17.1%
Tranzit Coachlines Wairarapa	1	2	14	19	± 26.2%	± 22.5%
Madge Coachlines	2	1	5	3	± 43.8%	± 56.6%
Kapiti Coach Tours	0	0	0	0	-	-
Runciman Motors Ltd	0	0	0	0	-	-
Time Period						
AM Peak	92	62	1621	1634	± 2.4%	± 2.4%
Interpeak	98	48	991	768	± 3.1%	± 3.5%
PM Peak	88	59	1122	1547	± 2.9%	± 2.5%
Weekend	80	40	564	507	± 4.1%	± 4.4%
Direction of Trip						
Inbound	170	86	2245	2135	± 2.1%	± 2.1%
Outbound	188	123	2053	2321	± 2.2%	± 2.0%
Total	358	209	4298	4456	± 1.5%	± 1.5%

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 the core of the customer satisfaction survey. In 2015, additional questions were added to measure satisfaction with the provision of public transport information (the results to these questions are provided in Section Seven).

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 8th 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 maximum 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 21st of April and 10th of May 2015⁷. 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 bus and ferry trips, and every second passengers aged 15 years or older on train trips.

⁷ This fieldwork period is three weeks earlier than the fieldwork period for the 2014 survey (5th and 25th of May 2014)

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

	Response Rate	
	2014	2015
Ferry	76%	73%
Train	56%	63%
Bus	51%	60%
All Modes	58%	63%

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.

Data Weighting

To allow for accurate comparisons of results from the 2014/15 survey with those from 2013/14, the ‘total’ (all modes) results presented in this report have been weighted so that the distribution by mode (that is, the share of bus, train and ferry respondents in the ‘total’ results) matches that of last year’s survey.

Table 2.5: Actual and Weighted Distribution of Mode in ‘Total’ (All Mode) Results

	2013/14		2014/15 Sample		
	Number of Interviews	Actual Distribution	Number of Interviews	Actual Distribution	Weighted Distribution
Train	2,799	65%	3,010	68%	65%
Bus	1,346	31%	1,162	26%	31%
Ferry	153	4%	259	6%	4%
All Modes	4,298	100%	4456	100%	100%

Note: The summary report submitted to NZTA to meet national annual monitoring requirements provides results by mode only (no ‘all mode’ results are reported). Consequently unweighted data was used for the summary report.

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 along with statistically significant changes in results from the 2014 survey⁸.

⁸ Note: When used in statistics, ‘significant’ does not mean ‘important’ or ‘meaningful’, as it does in everyday speech. Statistical significance is a statistical assessment of whether a result reflects a pattern (or in the case of this survey, a true increase or decrease) rather than being just chance – that is, if the questions were asked again of a different sample, would the same outcome (result) occur. In statistical testing, a result is deemed statistically significant if it is unlikely to have occurred by chance, and hence provides enough evidence to reject the hypothesis of ‘no change over time’.

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.
- Section Seven: Satisfaction with the Provision of Public Transport Information**
- This section provides results for users' perceptions of the provision of three key sources of public transport information in the Wellington region – the Metlink Call Centre, the Metlink website or mobile sites and Real Time Information at stops, stations and wharves. User-initiated suggestions for the improved provision of public transport information are also provided.

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. Significant changes in ratings since the 2013/14 survey are also highlighted.
- 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.

3. Passenger Perceptions of Current Trip

Highlights

- The majority of Wellington public transport users are satisfied to some extent with their trip overall, 89% giving a positive rating (that is, giving a rating between 6 and 10), including 14% who are *extremely satisfied*. Just 5% of respondents expressed any dissatisfaction with their current trip overall.
- Whilst this result is positive, the share of passengers who are satisfied overall is down significantly from last year (from 92% to 89%).
- With the exception of value for money (which is stable), all aspects of the current trip show a significant decrease since last year. This decrease is especially notable for train passengers, who were significantly less likely to be satisfied with all the measured aspects of the service, with the exception of how often the service runs and the value for money. The most notable changes were for satisfaction with the amount of seats available (down from 84% last year to 79% this year) and the service running on time (down from 77% last year to 69% this year).
- Of the ten aspects of the trip considered, public transport users are most positive about the **personal safety on the trip** (93% satisfied to some extent). Public transport users are also positive about the **ease of getting on** (92%) **and off** (92%) the vehicle.
- In contrast, ratings are notably less positive for the trip representing **value for money of the fare**, only 72% of passengers rating this aspect positively. This result is of particular concern as value for money of the fare is a core 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 a great positive impact on overall satisfaction with the trip going forward.

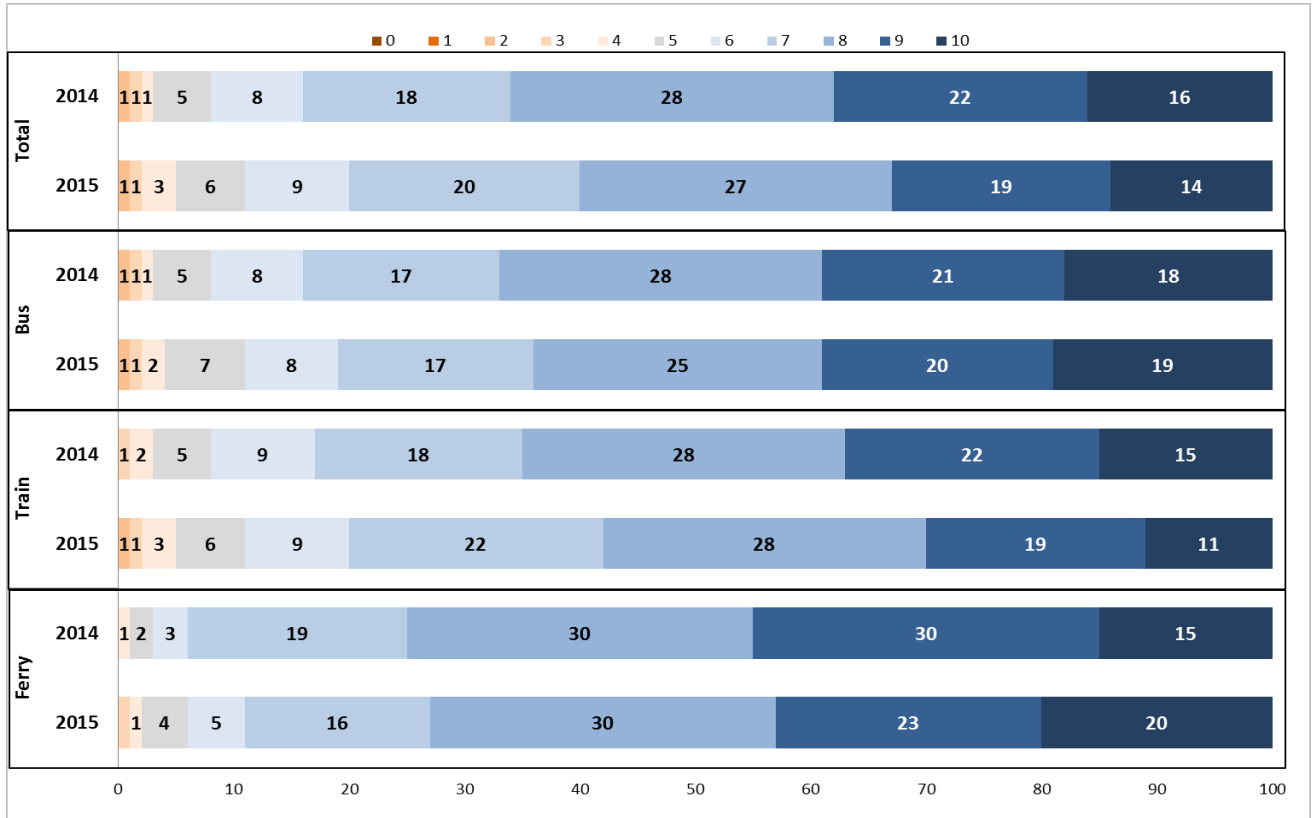
3.1 Overall Satisfaction with Trip – All Modes

Whilst the majority of Wellington public transport users (89%) continue to be satisfied to some extent with their trip overall, this share has declined significantly over the last 12 months (down from 92% in 2014). The share of passengers who are *extremely satisfied* (giving a rating of 10 out of 10) has also declined significantly, down from 16% in 2014 to 14% this year. Five per cent of respondents expressed some level of dissatisfaction with their current trip overall, up significantly from 3% in 2014.

Over the last 12 months, significant declines in perceptions of the trip overall were evident for bus and train passengers, the share satisfied to some extent down from 92% in 2014 to 89% this year for both modes.

Of the six operators with sufficient sample sizes, East by West Ferries and Newlands Coach Service perform most positively for the trip overall, (94% satisfied). However, over the last 12 months, overall satisfaction has declined among both Go Wellington (down from 93% to 90%) and Tranz Metro (down from 92% to 89%) passengers. Consistent with last year, Valley Flyer customers (6%) are over-represented among those dissatisfied with the trip overall (compared with 1% of East by West Ferries passengers and 3% using Go Wellington services).

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=4,117)	(n=4,247)	(n=1,293)	(n=1,324)	(n=2,676)	(n=2,773)	(n=148)	(n=150)
Dissatisfied (0-4)	3	5	3	4	3	5	1	1
Neutral (5)	5	6	5	7	5	6	2	5
Satisfied (6-10)	92	89	92	89	92	89	97 (↑BT)	94
Mean rating (out of 10)	7.9	7.7	7.9	7.8	7.8	7.6	8.3	8.2

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=148)	(n=150)	(n=820)	(n=771)	(n=121)	(n=160)	(n=60)	(n=38)	(n=2,676)	(n=2,773)	(n=274)	(n=329)
Dissatisfied (0-4)	1	1	2	3	2	5	2	3	3	5	6 (↑EG)	6 (↑EG)
Neutral (5)	2	5	5	7	5	7	7	3	5	6	5	4
Satisfied (6-10)	97 (↑GTV)	94	93	90	93	88	91	94	92	89	89	90
Mean rating (out of 10)	8.3	8.2	7.9	7.8	8.2	8.1	8.0	7.5	7.8	7.6	7.9	7.9

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Travelling on a SuperGold card (96%)/aged 65 years or older (95%)

Rating of 0-4 significantly more likely among passengers:

- Travelling outbound (5%)

3.2 Comparative Perceptions of Trip

Of the ten aspects of the trip considered, public transport users continue to be most positive about their personal security during the trip, 93% rating this aspect positively (that is, giving a rating between 6 and 10). There was no significant difference in the satisfaction rating of personal safety between different modes. Ratings are also very positive for the ease of getting on and off the vehicle.

Results suggest that Wellington's public transport system may be a victim of its own success, with capacity issues being a concern this year. The share satisfied with the sufficiency of seats has declined significantly – from 84% to 79% - over the last 12 months, this decline being evident across all three modes. Satisfaction ratings for having enough seats available are lowest among train passengers (76%).

The other aspect of the trip where satisfaction has declined notably is for service reliability, down from 77% in 2013/14 to 69% this year. Reliability is particularly problematic among train passengers (67%).

The results for each aspect of the current trip 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		Bus		Train		Ferry	
	2014 (n=4,298)	2015 (n=4,426)	2014 (n=1,346)	2015 (n=1,385)	2014 (n=2,799)	2015 (n=2,881)	2014 (n=153)	2015 (n=159)
Personal security during this trip	95	93	94	92	96 (↑B)	94	99 (↑B)	95
The ease of getting on the vehicle	94	92	92	92	95 (↑B)	93	92	89
The ease of getting off the vehicle	94	92	91	91	95 (↑B)	93 (↑B)	94	90
Comfort of the inside temperature	90	88	90	88	90	88	95 (↑BT)	90
The helpfulness of the driver/staff	89	87	85	85	90 (↑B)	87	96 (↑BT)	95
The attitude of the driver/staff	89	86	86	84	89 (↑B)	87 (↑B)	98 (↑BT)	95 (↑BT)
Having enough seats available	84	79	87 (↑T)	82 (↑T)	82	76	95 (↑BT)	88
How often the service runs	80	78	78	75	81	80 (↑BF)	81	67
The value for money of the fare	70	72	72 (↑T)	74 (↑T)	68	70	81 (↑BT)	77
The service being on time	77	69	77	72 (↑T)	77	67	91 (↑BT)	90 (↑BT)

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

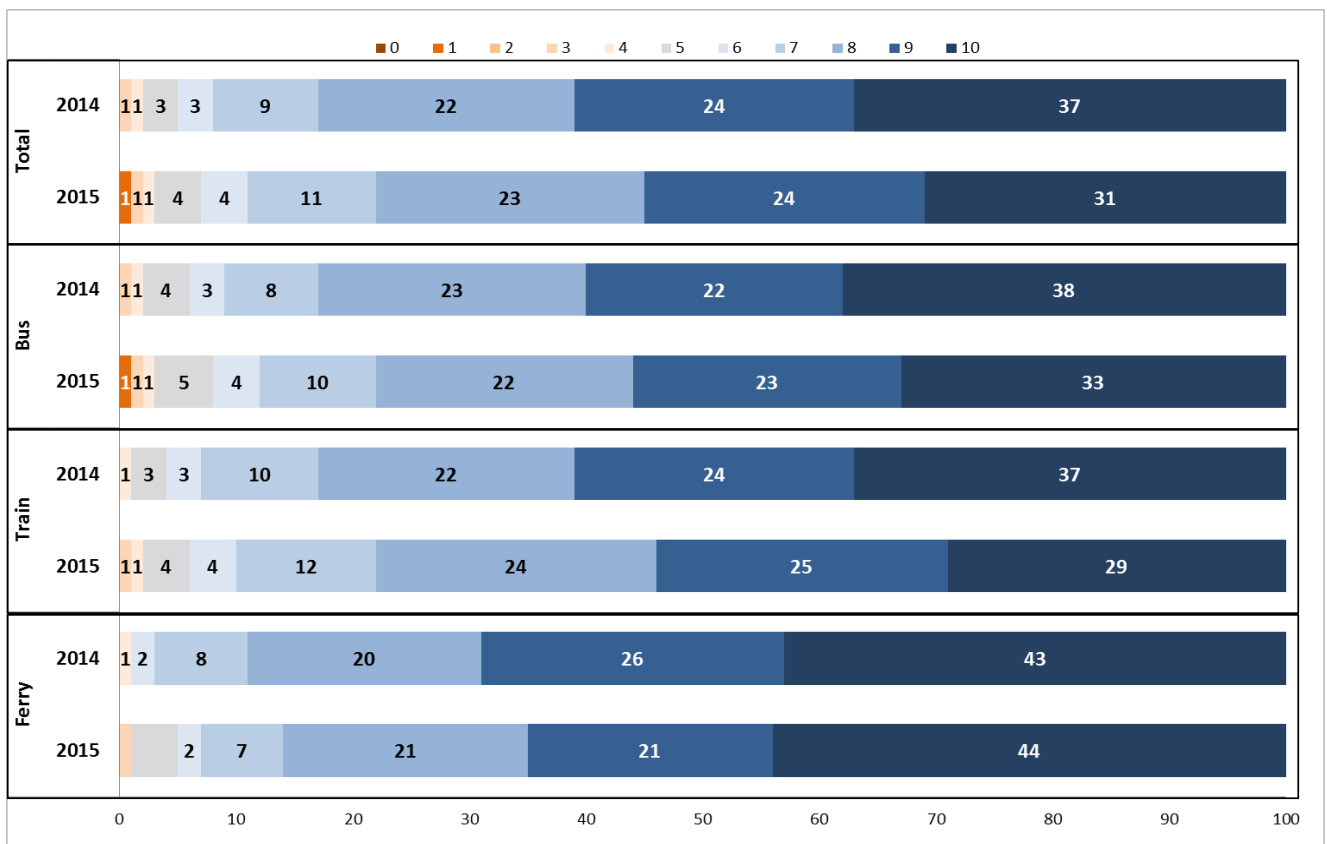
Your Personal Security During The Trip

Passengers feel safe when using Wellington’s public transport system, almost all respondents (93%) reporting they are satisfied to some extent with their personal security during the trip (giving a rating between 6 and 10), including 31% who are *extremely satisfied*. However, these results represent a significant decline from last year (down from 95%).

This year, passengers travelling by bus (92%) and by train (94%) were significantly less likely to report that they are satisfied to some extent with their personal safety during the trip than they were last year. Ferry passengers continue to be the most satisfied with their personal safety (95%), despite a significant decline from last year (99%).

Results by operator show that those travelling by East by West Ferry (95%), Go Wellington (95%) and Tranz Metro (94%) report being significantly more satisfied with their personal security during the trip than those travelling by Valley Flyer (88%). Among bus operators, satisfaction with personal safety has remained stable over time.

Figure 3.2: Satisfaction with Personal Security During the Trip – By Mode and Operator (%)



Rating	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
	(N=4,235)	(n=4,371)	(n=1,322)	(n=1,365)	(n=2,760)	(n=2,848)	(n=153)	(n=158)
Dissatisfied (0-4)	2	3	2	3	1	2	1	1
Neutral (5)	3	4	4	5	3	4	0	4
Satisfied (6-10)	95	93	94	92	96 (↑B)	94	99 (↑B)	95
Mean rating (out of 10)	8.7	8.4	8.6	8.4	8.7	8.4	9.0	8.8

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=153)	(n=158)	(n=840)	(n=802)	(n=124)	(n=164)	(n=59)	(n=39)	(n=2,760)	(n=2,848)	(n=280)	(n=333)
Dissatisfied (0-4)	1	1	2	2	5 (↑EGT)	2	2	3	1	2	4	4 (↑T)
Neutral (5)	0	4	3 (↑E)	3	6 (↑EGT)	7 (↑G)	3 (↑E)	3	3 (↑E)	4	5 (↑ET)	8 (↑GT)
Satisfied (6-10)	99 (↑GMNV)	95 (↑V)	95 (↑MV)	95 (↑V)	89	91	95	94	96 (↑MV)	94 (↑V)	91	88
Mean rating (out of 10)	9.0	8.8	8.6	9.4	8.4	8.5	8.7	8.1	8.7	8.4	8.6	8.3

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Travelling inbound (94%)

Rating of 0-4 significantly more likely among passengers:

- Aged 15-17 years (5%)

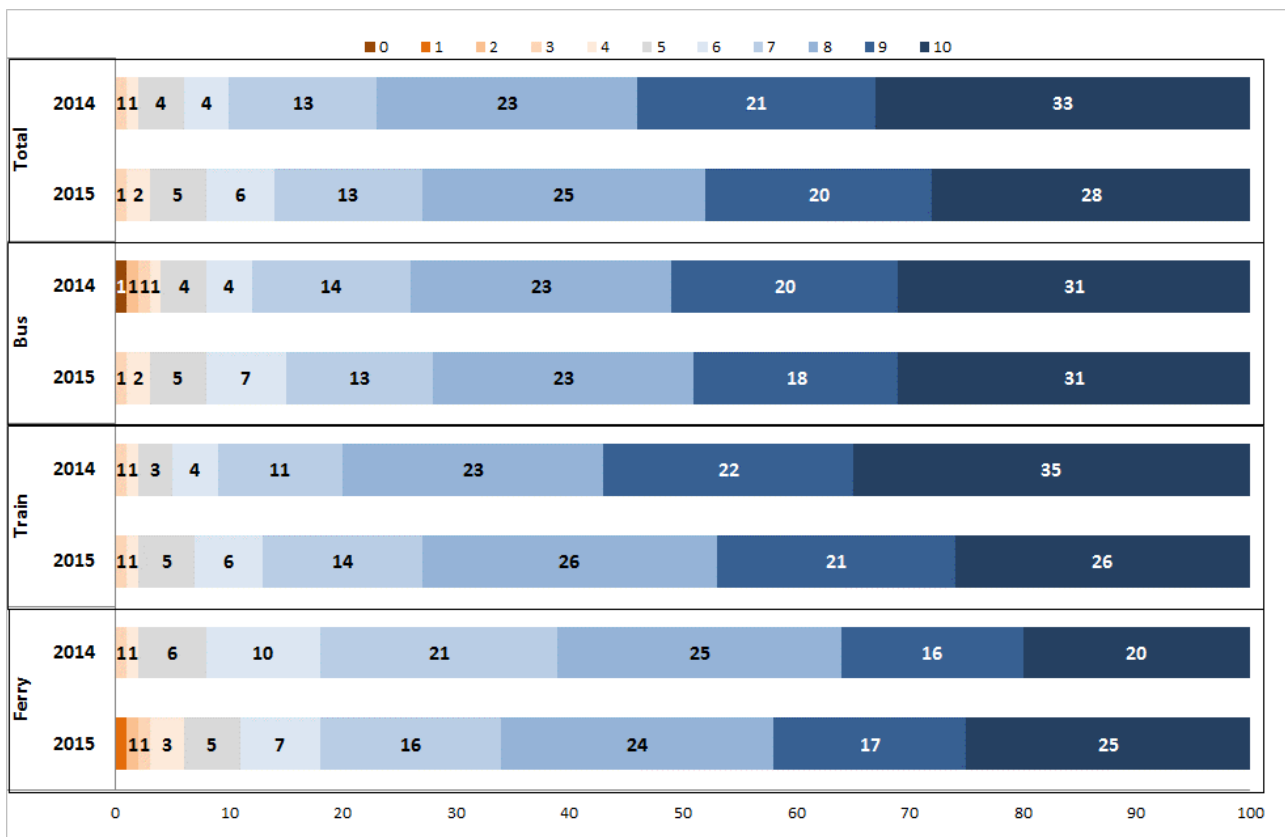
The Ease of Getting on the Vehicle (Ramps, Handrails, Steps etc.)

Almost all respondents are satisfied to some extent with the ease of getting on the vehicle, 92% giving a positive rating (between 6 and 10), including 28% who are *extremely satisfied* (giving a rating of 10 out of 10). Only 3% are dissatisfied. However, despite these positive ratings, respondents this year were significantly less likely to report being satisfied than last year (94%). This decline is most evident among train passengers.

This year, ferry passengers (6%) are significantly more likely to be dissatisfied with the ease of getting onto the vehicle than train passengers (2%).

Results by operator show that ratings for ease of getting on the vehicle are most positive for Newlands (100% satisfied), Tranz Metro (93%) and Go Wellington (92%) services, all of which were rated significantly higher than Valley Flyer (89%). Passengers on Tranz Metro (93%) were less likely to report being satisfied with the ease of getting onto the vehicle than they were last year (95%); results for all other operators are stable over time.

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,258)	(N=4,380)	(n=1,327)	(n=1,361)	(n=2,778)	(n=2,860)	(n=153)	(n=159)
Dissatisfied (0-4)	2	3	4 (↑T)	3	2	2	2	6 (↑T)
Neutral (5)	4	5	4	5	3	5	6	5
Satisfied (6-10)	94	92	92	92	95 (↑B)	93	92	89
Mean rating (out of 10)	8.4	8.2	8.3	8.2	8.5	8.2	7.9	7.9

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=153)	(n=159)	(n=844)	(n=801)	(n=125)	(n=160)	(n=60)	(n=38)	(n=2,778)	(n=2,860)	(n=280)	(n=336)
Dissatisfied (0-4)	2	6 (↑T)	3	3	4	3	3	-	2	2	6 (↑GT)	5 (↑T)
Neutral (5)	6	5	3	5	8 (↑GT)	7	3	-	3	5	6	6
Satisfied (6-10)	92	89	94 (↑MV)	92 (↑V)	88	90	94	100 (↑EMV)	95 (↑MV)	93 (↑V)	88	89
Mean rating (out of 10)	7.9	7.9	8.3	8.2	8.3	8.3	8.4	8.0	8.5	8.2	8.2	8.2

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Who are male (94%)
- Travelling inbound (93%)

Rating of 0-4 significantly more likely among passengers:

- (None)

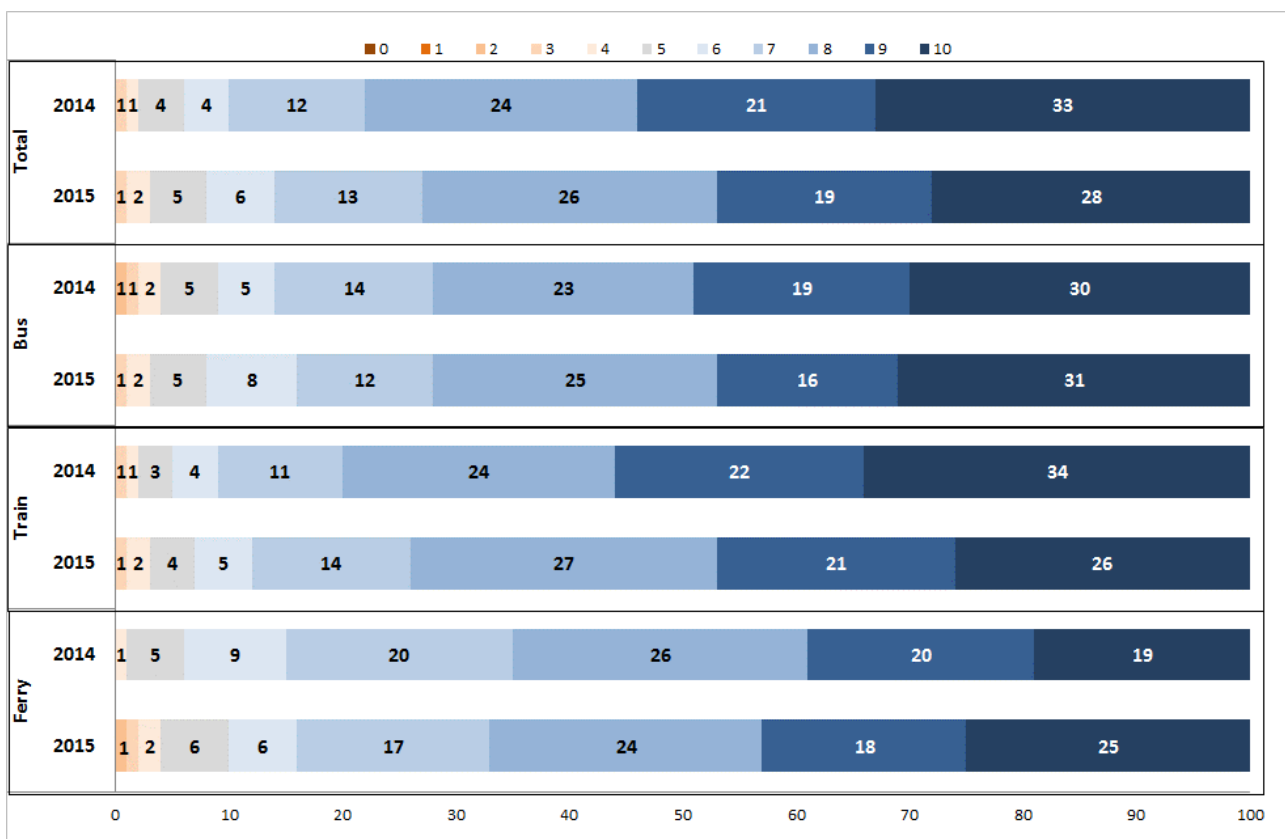
The Ease of Getting Off the Vehicle (Ramps, Handrails, Steps etc.)

Ninety-two per cent of respondents are satisfied to some extent with the ease of getting off the vehicle, giving a rating between 6 and 10. This result is down significantly from last year (94%). Only 3% are dissatisfied.

Similar to last year, train passengers (93%) are significantly more likely to be satisfied with the ease of getting off the vehicle than bus passengers (91%). However, this year, train passengers (93%) are significantly less likely to report being satisfied than last year (95%).

Results by operator show that ratings for ease of getting off the vehicle are most positive for Tranz Metro (93% satisfied) and Go Wellington (92% satisfied), these passengers are significantly more likely to be satisfied than those travelling on services provided by Mana Coach Services (87%).

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,210)	(N=4,359)	(n=1,314)	(n=1,358)	(n=2,748)	(n=2,848)	(n=148)	(n=153)
Dissatisfied (0-4)	2	3	4 (↑T)	4 (↑T)	2	3	1	4
Neutral (5)	4	5	5 (↑T)	5	3	4	5	6
Satisfied (6-10)	94	92	91	91	95 (↑B)	93 (↑B)	94	90
Mean rating (out of 10)	8.4	8.2	8.2	8.2	8.5	8.2	8.0	8.0

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=148)	(n=153)	(n=833)	(n=800)	(n=126)	(n=160)	(n=59)	(n=38)	(n=2,748)	(n=2,848)	(n=277)	(n=333)
Dissatisfied (0-4)	1	4	3 (↑T)	4	3	5	3	0	2	3	5 (↑ET)	4
Neutral (5)	5	6	4	4	6 (↑T)	8 (↑GT)	4	6	3	4	6 (↑T)	5
Satisfied (6-10)	94	90	93	92 (↑M)	91	87	93	94	95 (↑GMV)	93 (↑M)	89	91
Mean rating (out of 10)	8.0	8.0	8.2	8.1	8.3	8.1	8.3	7.9	8.5	8.2	8.2	8.3

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Who are male (93%)
- Travelling inbound (93%)

Rating of 0-4 significantly more likely among passengers:

- (None)

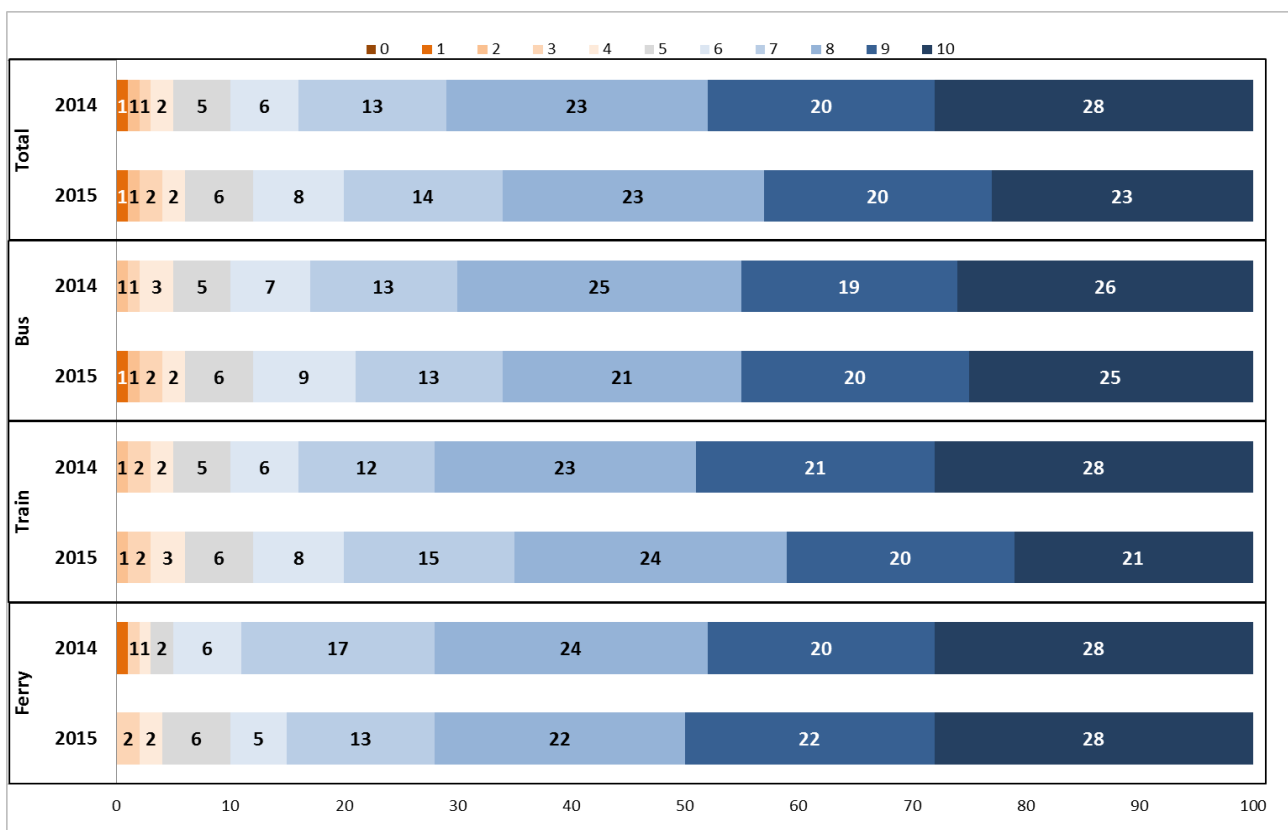
The Comfort of the Inside Temperature

Passenger perceptions of the comfort of the inside temperature of the vehicle are generally positive, 88% satisfied to some extent (giving a rating of between 6 and 10), including 23% who are *extremely satisfied* (giving a rating of 10 out of 10). However, respondents were significantly less likely to report being satisfied with the comfort of the temperature this year (88%) than last year (90%).

This year there was no differences in satisfaction across the three modes. Eighty-eight per cent of train passengers reported being satisfied, which is significantly lower than last year (90%).

Results by operator show that Newlands passengers (27%) were significantly more likely to report being dissatisfied with the comfort of the inside temperature than any of the other services (Mana = 3%, East by West = 4%, Go Wellington = 5%, Tranz Metro = 6% and Valley Flyer = 7%).

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,270)	(N=4,396)	(n=1,338)	(n=1,375)	(n=2,779)	(n=2,867)	(n=153)	(n=154)
Dissatisfied (0-4)	5	6	5	6	5	6	3	4
Neutral (5)	5	6	5	6	5	6	2	6
Satisfied (6-10)	90	88	90	88	90	88	95 (↑BT)	90
Mean rating (out of 10)	8.1	7.9	8.1	7.9	8.1	7.8	8.3	8.2

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=153)	(n=154)	(n=853)	(n=808)	(n=125)	(n=163)	(n=60)	(n=39)	(n=2,779)	(n=2,867)	(n=281)	(n=338)
Dissatisfied (0-4)	3	4	4	5	6	3	8	27 (↑EGMTV)	5	6	5	7
Neutral (5)	2	6	6	5	7	8	4	3	5	6	4	7
Satisfied (6-10)	95 (↑GMT)	90 (↑N)	90	90 (↑N)	87	89 (↑N)	88	70	90	88 (↑N)	91	86 (↑N)
Mean rating (out of 10)	8.3	8.2	8.0	8.0	7.9	8.3	7.9	6.3	8.1	7.8	8.3	7.9

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Aged 65+ (93%)
- Travelling on off peak trips (91%), particularly during the weekend (92%)

Rating of 0-4 significantly more likely among passengers:

- Travelling on peak trips (7%)

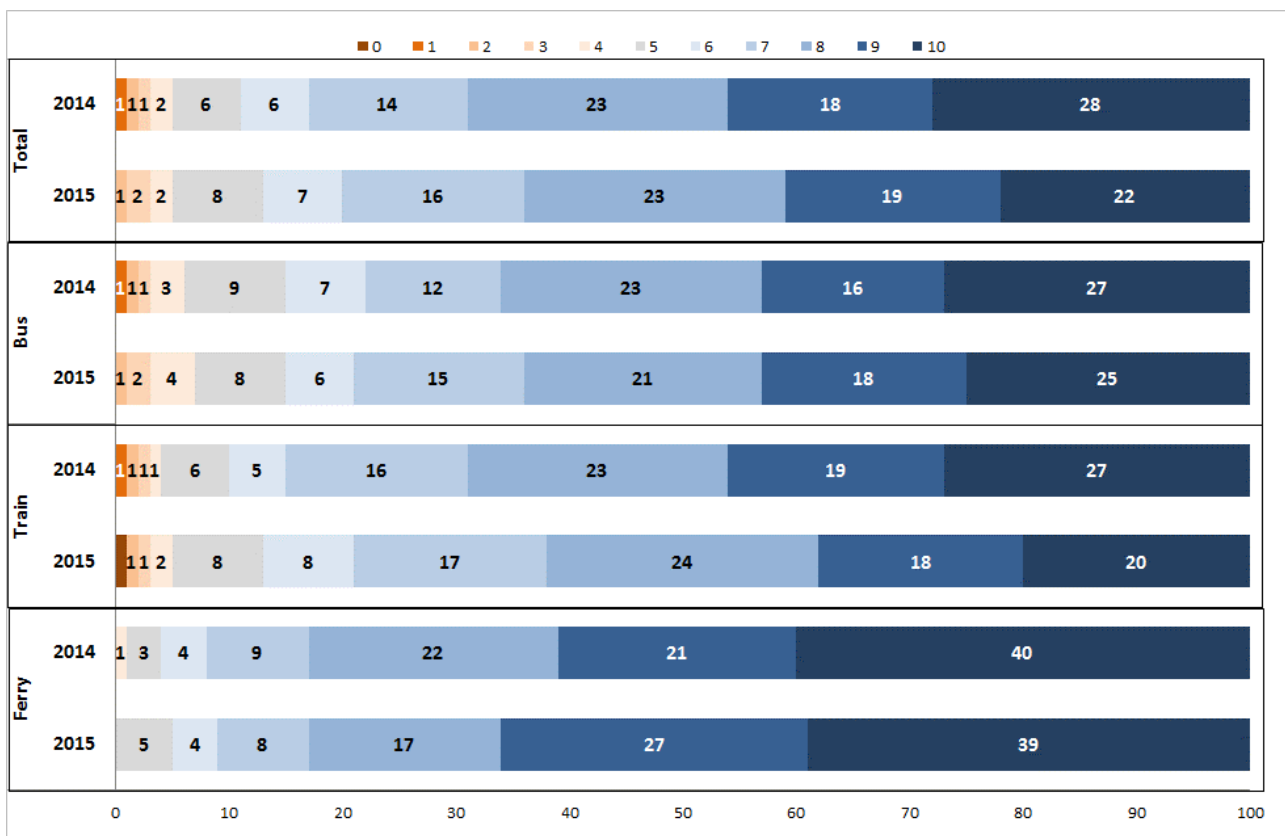
The Helpfulness of the Driver/Staff

Wellington region bus drivers/train and ferry staff are generally perceived as helpful by passengers, 87% satisfied to some extent (giving a rating of between 6 and 10), including a quarter (22%) who are *extremely satisfied* (giving a rating of 10 out of 10). However, this overall rating is down significantly from 2014 (89%). Only 5% of respondents express dissatisfaction with the helpfulness of the driver/staff (unchanged from last year).

Of the three modes, ferry passengers are most likely to be satisfied with the helpfulness of the staff they dealt with (95%, including 39% who were *extremely satisfied* – a very positive result). Similar to last year, staff on ferry (95%) and train (87%) services are rated significantly more positively for their helpfulness than bus drivers (85%). However, in comparison to last year (90%), train staff were significantly less likely to be rated positively this year (87%).

Results by operator show that ratings for the helpfulness of staff are most positive for East by West Ferries (95%). The level of satisfaction with the helpfulness of the driver is significantly higher for those travelling on Tranz Metro (87%) when compared to Go Wellington (84%). Those travelling by Valley Flyer (8%) were significantly more likely to report being dissatisfied with the helpfulness of the driver/staff than those travelling on Tranz Metro (5%) or East By West Ferries (0%).

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	<i>(N=4,015)</i>	<i>(N=4,272)</i>	<i>(n=1,244)</i>	<i>(n=1,330)</i>	<i>(n=2,619)</i>	<i>(n=2,787)</i>	<i>(n=152)</i>	<i>(n=155)</i>
Dissatisfied (0-4)	5	5	6 (↑TF)	7 (↑TF)	4	5 (↑F)	1	0
Neutral (5)	6	8	9 (↑TF)	8	6	8	3	5
Satisfied (6-10)	89	87	85	85	90 (↑B)	87 (↑B)	96 (↑BT)	95 (↑BT)
Mean rating (out of 10)	8.0	7.8	7.8	7.8	8.1	7.8	8.7	8.7

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=152)	(n=155)	(n=771)	(n=776)	(n=123)	(n=159)	(n=60)	(n=39)	(n=2,619)	(n=2,787)	(n=271)	(n=331)
Dissatisfied (0-4)	1	0	6 (↑ET)	8	4	5 (↑E)	3	9 (↑E)	4	5 (↑E)	8 (↑ET)	8 (↑ET)
Neutral (5)	3	5	10 (↑ET)	8	9 (↑E)	7	4	9	6	8	7	8
Satisfied (6-10)	96 (↑GMTV)	95 (↑GMNTV)	84	84	87	88	93	82	90 (↑GV)	87 (↑G)	85	84
Mean rating (out of 10)	8.7	8.7	7.7	7.6	8.3	8.3	8.2	7.3	8.1	7.8	7.9	8.0

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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=23) 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:

- Aged 15-17 years (12%)

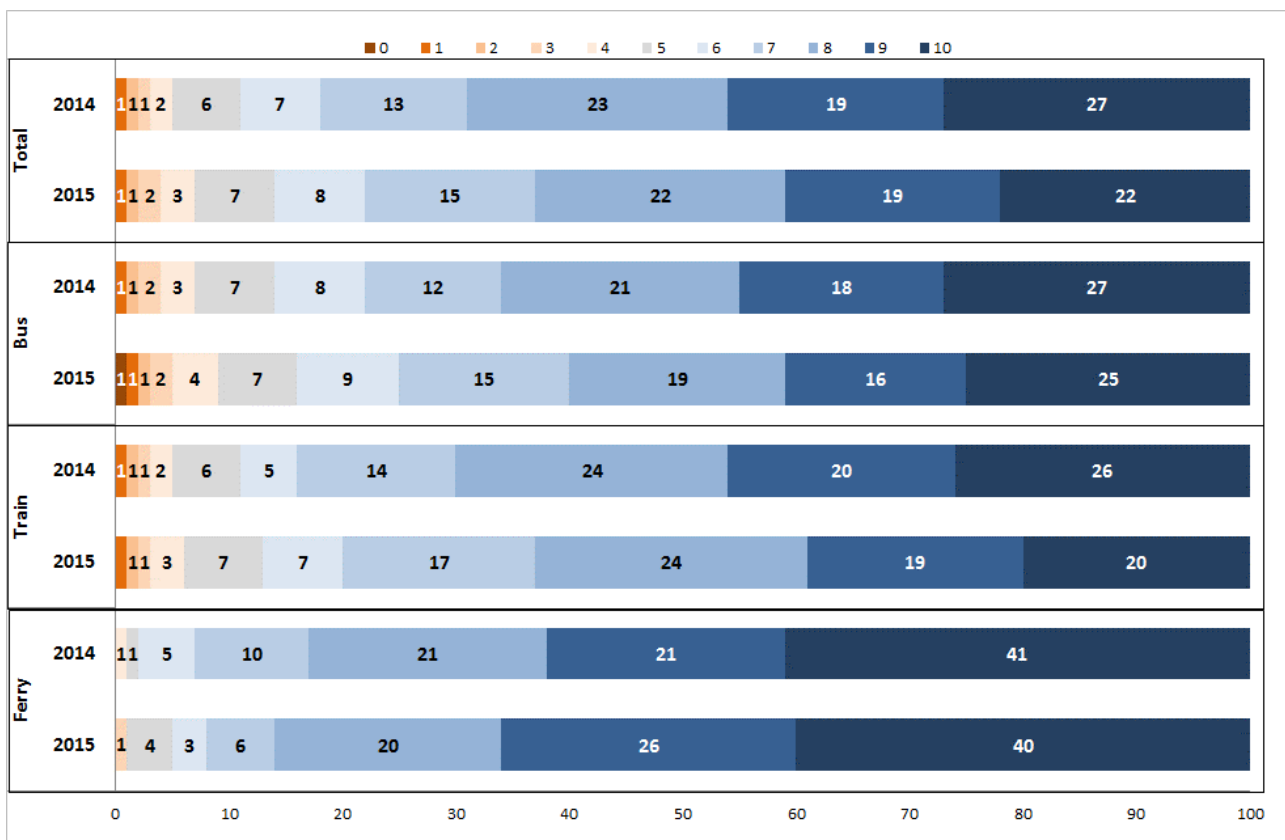
The Attitude of the Driver/Staff

Wellington public transport users are also generally satisfied with the attitude of the driver/staff they dealt with, 86% satisfied to some extent (giving a rating of between 6 and 10), including just less than a quarter (22%) who are *extremely satisfied*. However, this result is down significantly from 2014 (89%). Seven per cent of respondents express dissatisfaction with the driver/staff’s attitude (up significantly from 5% last year).

Of the three modes, ferry staff are rated most positively for their attitude (95% at least satisfied, including 40% who were *extremely satisfied*). While train staff (87%) are rated significantly more positively for their attitude than bus drivers (84%), ratings are down significantly from the same time last year.

Results by operator show that ratings for the attitude of staff are most positive for East by West Ferries (95%), which was rated significantly higher than all other operators (Newlands = 82%, Go Wellington = 84%, Valley Flyer = 85%, Tranz Metro = 87% and Mana = 88%,). In contrast, those travelling by Go Wellington (8%) and Valley Flyer (9%) were significantly more likely to be dissatisfied with the attitude of staff than those travelling by Tranz Metro (6%).

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,088)	(N=4,300)	(n=1,274)	(n=1,338)	(n=2,661)	(n=2,808)	(n=153)	(n=154)
Dissatisfied (0-4)	5	7	7 (↑TF)	9 (↑TF)	5 (↑F)	6 (↑F)	1	1
Neutral (5)	6	7	7 (↑TF)	7	6 (↑F)	7	1	4
Satisfied (6-10)	89	86	86	84	89 (↑B)	87 (↑B)	98 (↑BT)	95 (↑BT)
Mean rating (out of 10)	8.0	7.8	7.8	7.7	8.0	7.7	8.7	8.7

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=153)	(n=154)	(n=793)	(n=779)	(n=127)	(n=164)	(n=60)	(n=39)	(n=2,661)	(n=2,808)	(n=275)	(n=331)
Dissatisfied (0-4)	1	1	7 (↑ET)	8 (↑ET)	3	6 (↑E)	2	12 (↑E)	5 (↑E)	6 (↑E)	9 (↑EMT)	9 (↑ET)
Neutral (5)	1	4	8 (↑E)	8	8 (↑E)	6	5	6	6 (↑E)	7	7 (↑E)	6
Satisfied (6-10)	98 (↑GMTV)	95 (↑GMNTV)	85	84	89	88	93	82	89 (↑GV)	87	84	85
Mean rating (out of 10)	8.7	8.7	7.7	7.6	8.3	8.1	8.2	7.1	8.0	7.7	8.0	7.9

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Aged 35-44 years (91%)

Rating of 0-4 significantly more likely among passengers:

- Aged 15-17 years (17%)

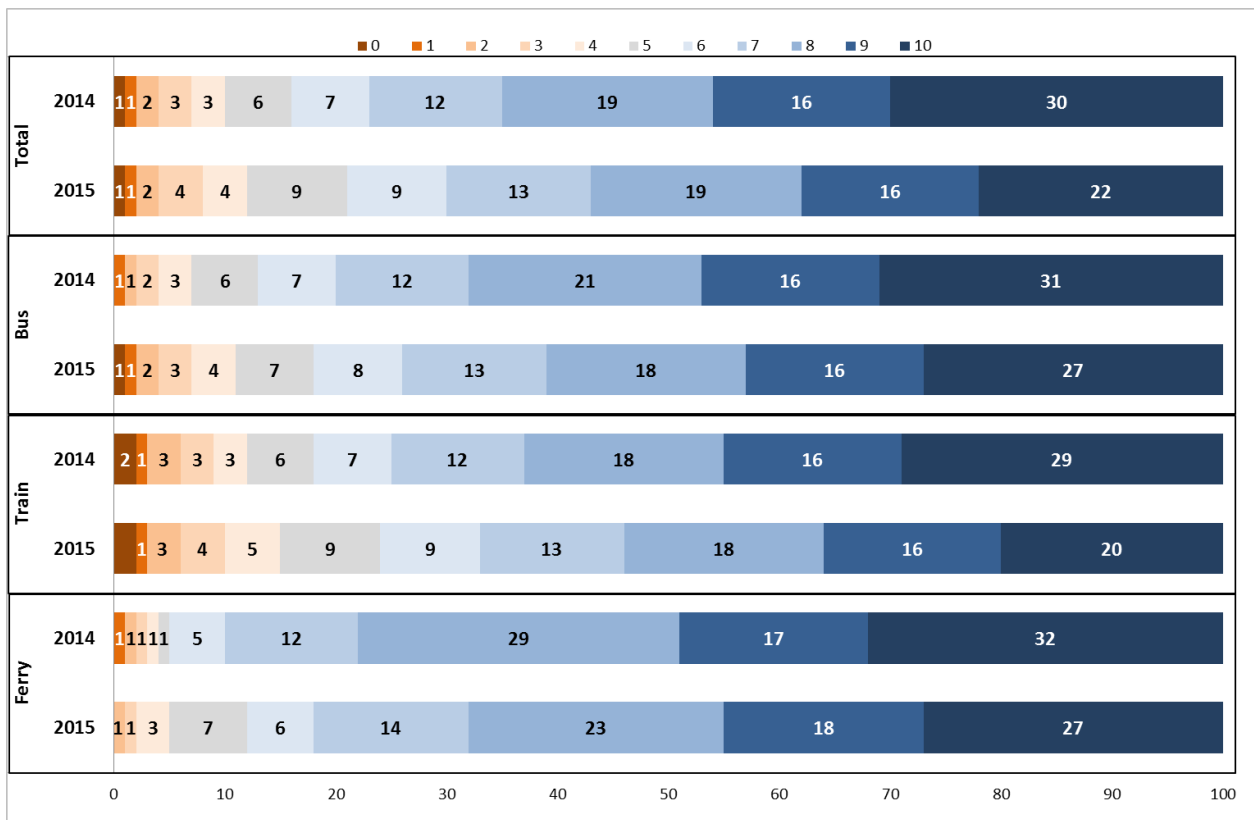
Having Enough Seats Available

Wellington public transport users are less satisfied with the availability of seats on the services used, 79% satisfied to some extent (giving a rating of between 6 and 10), including less than a quarter (22%) who are *extremely satisfied*. This result is significantly lower than it was last year (84% satisfied to some extent and 30% *extremely satisfied* in 2014). This year 12% of respondents express dissatisfaction with the number of seats available.

Of the three modes, ferry passengers are significantly more likely to be satisfied with the sufficiency of seats (88% satisfied, including 27% who are extremely satisfied). In contrast, levels of satisfaction are significantly lower among train passengers (76%). Respondents across all three modes of transport are significantly less satisfied than they were last year with the availability of seats (Bus =85%, Train = 82% and Ferry = 95%). In addition 15% of train passengers report being dissatisfied with the availability of seats, up significantly from 12% in 2014.

Results by operator show that East by West Ferries (88% satisfied) performs more positively for having enough seats available than Newlands (70%) and Tranz Metro (76%) in particular. Among the bus operators, passengers using the Newlands bus service (21%) are significantly more likely to be dissatisfied with the amount of seats available than all other bus operators (Mana = 6%, Go Wellington = 9% and Valley Flyer = 10%). In comparison to last year, satisfaction with the availability of seats has declined for East by West (down from 95% to 88%), Go Wellington (down from 87% to 83%), Newlands (down from 90% to 70%) and Tranz Metro (down from 82% to 76%) services.

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,260)	(N=4,389)	(n=1,330)	(n=1,366)	(n=2,778)	(n=2,866)	(n=152)	(n=157)
Dissatisfied (0-4)	10	12	7	11 (↑F)	12 (↑BF)	15 (↑BF)	4	5
Neutral (5)	6	9	6 (↑F)	7	6 (↑F)	9	1	7
Satisfied (6-10)	84	79	87 (↑T)	82 (↑T)	82	76	95 (↑BT)	88 (↑T)
Mean rating (out of 10)	7.8	7.4	8.0	8.7	7.6	7.2	8.3	8

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=152)	(n=157)	(n=847)	(n=808)	(n=124)	(n=164)	(n=60)	(n=39)	(n=2,778)	(n=2,866)	(n=280)	(n=329)
Dissatisfied (0-4)	4	5	7	9	6	6	7	21 (↑EGMV)	12 (↑EGMV)	15 (↑EGMV)	7	10
Neutral (5)	1	7	6 (↑E)	8	5 (↑E)	10	3	9	6 (↑E)	9(↑V)	7 (↑E)	6
Satisfied (6-10)	95 (↑GTV)	88 (↑NT)	87 (↑T)	83 (↑NT)	89 (↑T)	84 (↑NT)	90	70	82	76	86	84 (↑NT)
Mean rating (out of 10)	8.3	8.0	7.9	7.6	8.2	8.1	7.8	6.2	7.6	7.2	8.1	7.9

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Travelling on a SuperGold card (95%), Stored Value card (83%) or paying cash (86%)
- Aged 65 years+ (94%)
- Travelling off-peak (88%), particularly in the weekend (91%)

Rating of 0-4 significantly more likely among passengers:

- Travelling on a monthly pass (18%) or a Ten Trip Card (16%)

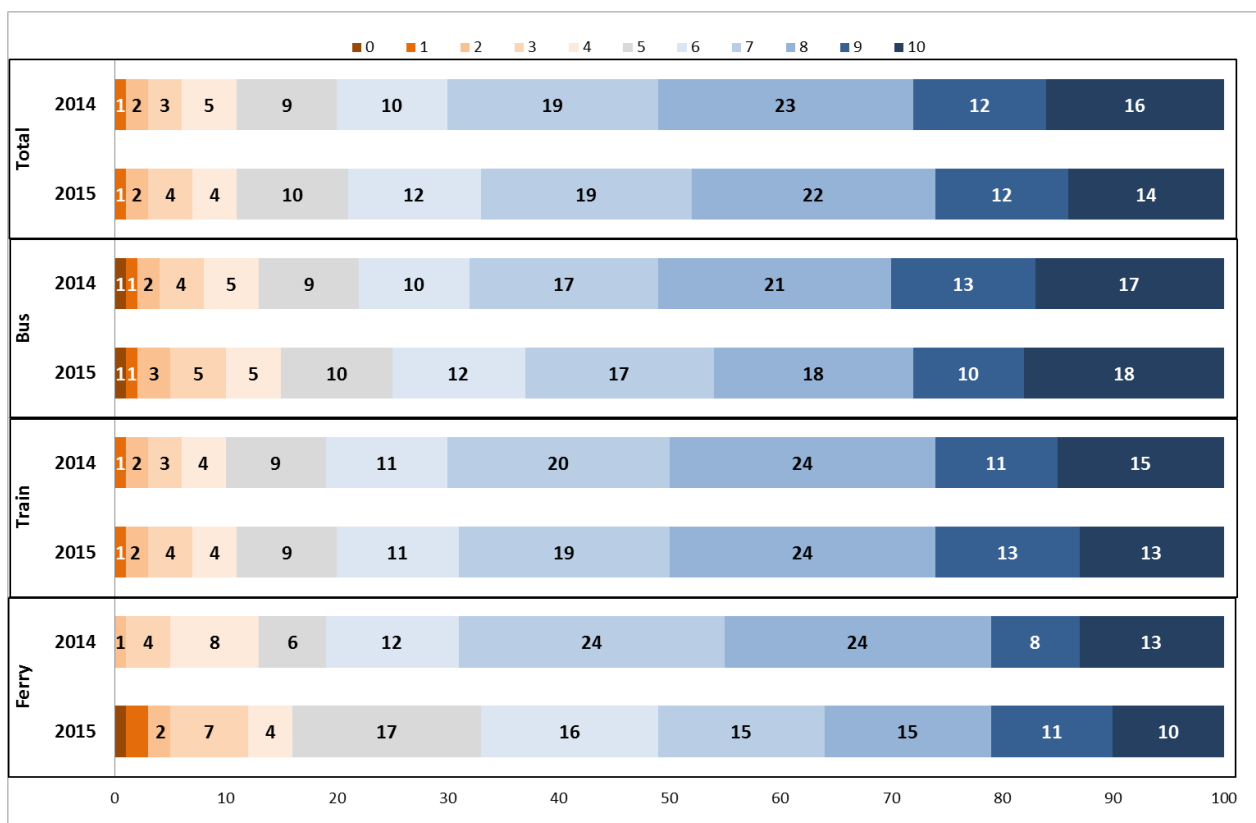
How Often the Service Runs

Seventy-nine per cent of passengers gave a positive rating for how often the service runs, including 14% who rated the frequency of trip as 10 out of 10, indicating they were *extremely satisfied*. In contrast, 11% gave a negative rating, which is similar to last year.

Of the three modes, train passengers were most positive about how often the service runs (80%) whilst ferry passengers were least positive (67%). Most notably, respondents using the ferry service is significantly less likely to be satisfied with how often it runs this year (67%) when compared to last year (81%).

Results by operator show that Tranz Metro passengers (80%) were significantly more likely to report being satisfied with the frequency of the service than East by West (67%), Go Wellington (76%) and Valley Flyer (75%) passengers. With the exception of East by West, there is no difference in satisfaction ratings over time.

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=3,919)	(N=4,065)	(n=1,193)	(n=1,235)	(n=2,584)	(n=2,686)	(n=142)	(n=144)
Dissatisfied (0-4)	11	11	13 (↑T)	15 (↑T)	10	11	13	16
Neutral (5)	9	10	9	10	9	9	6	17 (↑BT)
Satisfied (6-10)	80	79	78	75 (↑F)	81	80 (↑BF)	81	67
Mean rating (out of 10)	7.2	7.1	7.2	7.0	7.2	7.2	7.2	6.5

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=142)	(n=144)	(n=768)	(n=729)	(n=109)	(n=149)	(n=50)	(n=35)	(n=2,584)	(n=2,686)	(n=247)	(n=298)
Dissatisfied (0-4)	13	16	12	13	12	15	12	10	10	11	12	16 (↑T)
Neutral (5)	6	17 (↑GMTV)	8	11	20 (↑EGTV)	9	8	7	9	9	8	9
Satisfied (6-10)	81 (↑M)	67	80 (↑M)	76 (↑E)	68	76	80	83	81 (↑M)	80 (↑EGV)	80 (↑M)	75
Mean rating (out of 10)	7.1	6.5	7.3	7.1	6.9	7.2	7.0	6.9	7.2	7.2	7.3	7.0

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Using a Monthly Pass (81%)
- Travelling inbound (80%)

Rating of 0-4 significantly more likely among passengers:

- Using a Stored Value card (16%)
- Aged 25-34 (15%)
- Female (13%)

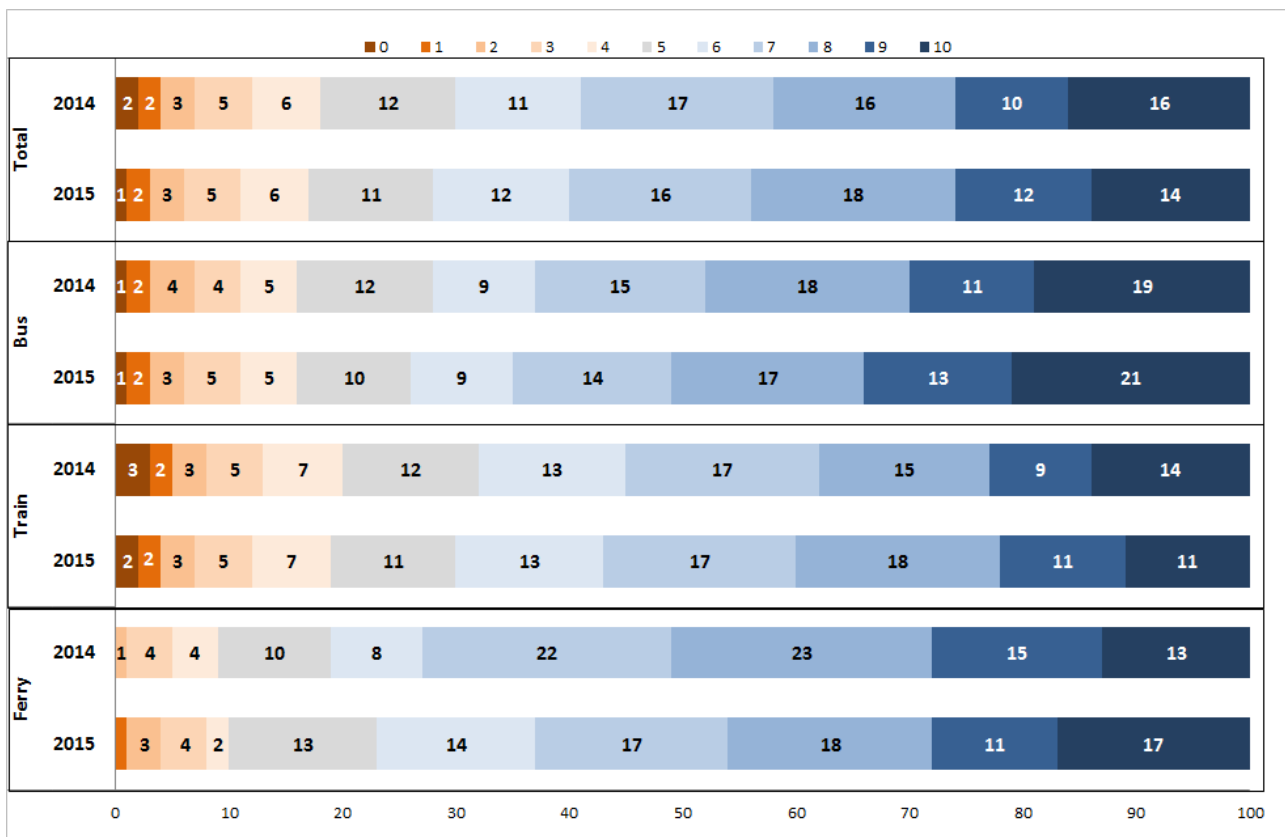
Value for Money of the Fare

Perceptions of the value for money of the fare are mixed. Seventy-two per cent of respondents are satisfied to some extent, including 14% who are extremely satisfied (giving a rating of 10 out of 10). In contrast, 17% of passengers are dissatisfied with the value for money. These results are stable from last year.

Bus passengers were significantly more likely to rate the value for money of the fares positively (74%) than those travelling by train (70%). Nineteen per cent of train passengers are dissatisfied with the value for money of the fare, which is significantly higher than the ferry passengers (10%). There were no significant differences over time.

Results by operator show that Go Wellington was rated significantly more positively for value for money for the fare this year (75%) when compared to last year (70%). Go Wellington (75%) was also rated more favourably than Tranz Metro (70%). However, passengers using Tranz Metro (19%) and Go Wellington (17%) were significantly more likely to be dissatisfied with the value for money for the fare than East by West passengers (10%).

Figure 3.10: Satisfaction with Value for Money of the Fare – By Mode and Operator (%)



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	<i>(N=4,182)</i>	<i>(N=4,345)</i>	<i>(n=1,306)</i>	<i>(n=1,349)</i>	<i>(n=2,726)</i>	<i>(n=2,840)</i>	<i>(n=150)</i>	<i>(n=155)</i>
Dissatisfied (0-4)	18	17	16 (↑F)	16 (↑F)	20 (↑BF)	19 (↑F)	9	10
Neutral (5)	12	11	12	10	12	11	10	13
Satisfied (6-10)	70	72	72 (↑T)	74 (↑T)	68	70	81 (↑BT)	77
Mean rating (out of 10)	6.7	6.7	6.9	7.0	6.5	6.6	7.3	7.1

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=150)	(n=155)	(n=828)	(n=797)	(n=125)	(n=161)	(n=57)	(n=39)	(n=2,726)	(n=2,840)	(n=278)	(n=325)
Dissatisfied (0-4)	9	10	17 (↑EMN)	17 (↑E)	10	12	7	12	20 (↑EMN)	19 (↑E)	16	15
Neutral (5)	10	13	13	8	11	12	12	21 (↑G)	12	11 (↑G)	9	12 (↑G)
Satisfied (6-10)	81 (↑GT)	77	70	75 (↑T)	79 (↑GT)	76	81 (↑T)	67	68	70	75 (↑T)	73
Mean rating (out of 10)	7.3	6.7	6.7	6.9	7.5	7.6	7.3	6.6	6.5	6.6	7.3	7.2

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Travelling on off-peak trips (75%), particularly during the weekend (77%)
- Using a Supergold card (95%)
- Aged 45-49 (80%), 60-64 (82%) and 65+ (94%)

Rating of 0-4 significantly more likely among passengers:

- Aged 15-17 years (22%) and 18-24 years (26%)

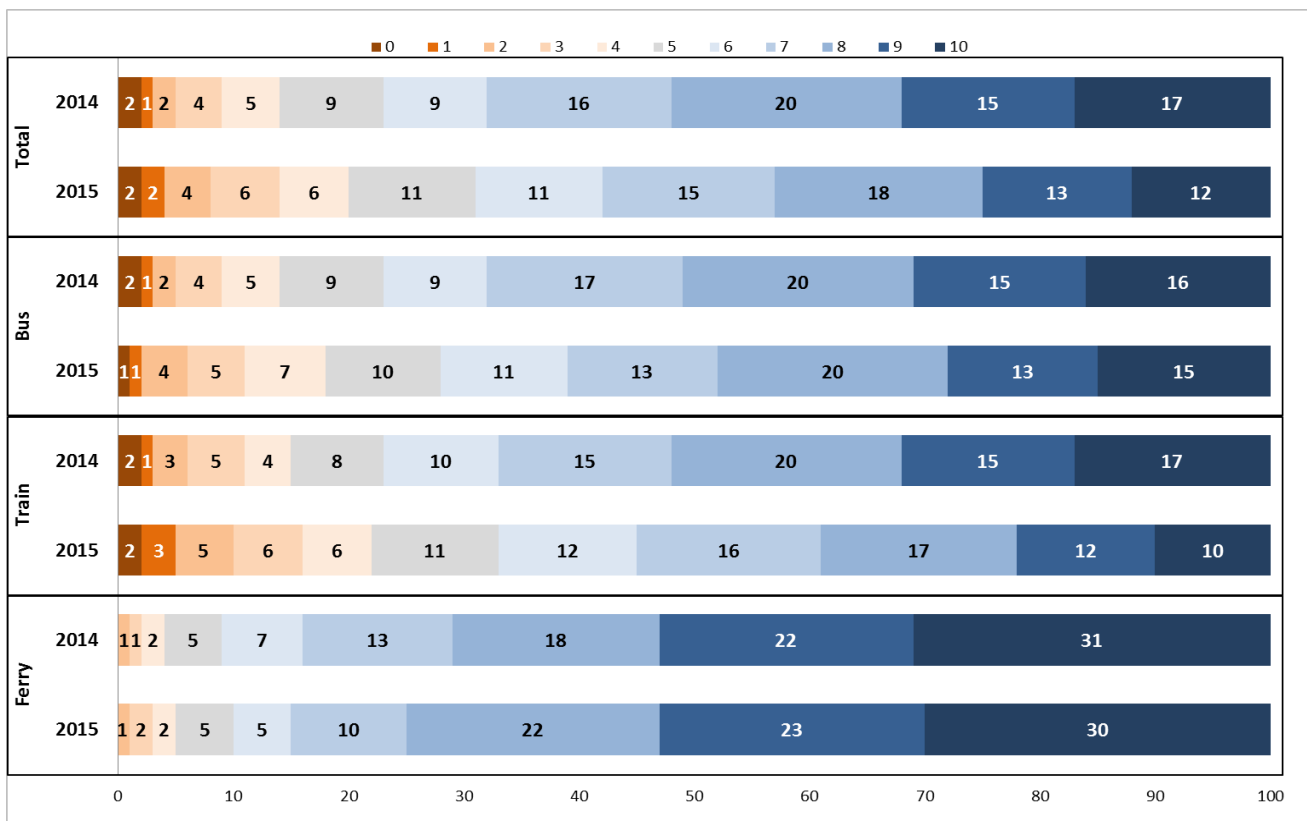
The Service Being On Time (Keeping to the Timetable)

Of the ten aspects of the trip considered, this year passengers are least satisfied with service reliability. Sixty-nine per cent of Wellington’s public transport users are satisfied to some extent with their service keeping to the timetable (down significantly from 77% last year), including 12% giving a rating of 10 out of 10 (indicating extreme satisfaction). In contrast, 20% of passengers are dissatisfied with the service being on time (up significantly from 14% last year).

Similar to last year, ferry passengers are significantly more likely to be satisfied with the reliability of the service (90%) than those travelling by bus (72%) or train (67%). In comparison to last year, train passengers are significantly less likely to be satisfied (67%, down from 77% in 2014) while bus passengers were more likely to give a negative rating, the share of dissatisfied bus passengers up from 14% to 18%.

Results by operator show that East by West Ferries passengers are significantly more positive about the service running to time (90%) than any other operator. Perceptions of reliability are similar across all bus operators, with the exception of Newlands passengers, 33% are dissatisfied with these services being on time, significantly higher than Go Wellington (17%), Mana (17%) and Valley Flyer (19%). Newlands (33%) was also significantly more likely to receive a negative rating than last year (13%).

Figure 3.10: Satisfaction with the Service Being On Time – By Mode and Operator (%)



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	<i>(N=4,231)</i>	<i>(N=4,359)</i>	<i>(n=1,311)</i>	<i>(n=1,351)</i>	<i>(n=2,767)</i>	<i>(n=2,854)</i>	<i>(n=153)</i>	<i>(n=154)</i>
Dissatisfied (0-4)	14	20	14 (↑F)	18	15 (↑F)	22 (↑BF)	4	5
Neutral (5)	9	11	9	10 (↑F)	8	11 (↑F)	5	5
Satisfied (6-10)	77	69	77	72 (↑T)	77	67	91 (↑BT)	90 (↑BT)
Mean rating (out of 10)	7.1	6.6	7.1	6.8	7.1	7.4	8.3	8.2

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=153)	(n=154)	(n=833)	(n=791)	(n=124)	(n=166)	(n=55)	(n=39)	(n=2,767)	(n=2,854)	(n=280)	(n=328)
Dissatisfied (0-4)	4	5	12 (↑E)	17 (↑E)	16 (↑E)	17 (↑E)	13 (↑E)	33 (↑EGMV)	15 (↑E)	22 (↑EG)	21 (↑EGT)	19 (↑E)
Neutral (5)	5	5	9	10	9	15 (↑E)	5	6	8	11 (↑E)	9	9
Satisfied (6-10)	91 (↑GMNTV)	90 (↑GMNTV)	79 (↑V)	73 (↑T)	75	68	82	61	77 (↑V)	67	70	72
Mean rating (out of 10)	8.3	8.2	7.2	6.9	7.1	6.8	7.0	5.9	7.1	6.4	6.8	6.8

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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 Transit Coachlines (n=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Travelling off-peak (72%), particularly on the weekend (78%)
- Paying by cash (78%) or SuperGold card (77%)
- Aged 65 years+ (79%)

Rating of 0-4 significantly more likely among passengers:

- Using a Monthly Pass (24%)

3.3 Current Trip – Drivers of Satisfaction⁹

Of the ten aspects of the trip surveyed on, the **value for money of the fare** and the **helpfulness of the staff** have the greatest positive impact on overall satisfaction with the trip. The passenger’s perception of their **personal safety during the trip**, the **attitude of the staff** and the **comfort of the inside** are also strong drivers of satisfaction.

The relative importance of most of the aspects of the trip are similar by mode, with the exception that the helpfulness of the staff is less important to those using the ferry (0.56) than those using the bus (0.68) and train (0.65). In contrast, how often the service runs had a greater impact on the overall satisfaction of ferry passengers than bus passengers.

Table 3.2a: Drivers of Satisfaction with Current Trip

Level of Influence on Overall Satisfaction	
Core Driver	<ul style="list-style-type: none"> • Value for money of the fare (0.65) • Helpfulness of staff (0.65) • Personal security during the trip (0.63) • Attitude of staff (0.62) • Comfort of the inside temperature (0.60)
Important Driver	<ul style="list-style-type: none"> • Ease of getting on vehicle (0.58) • Having enough seats available (0.57) • Ease of getting off vehicle (0.56) • Being on time (0.55) • How often the service runs (0.50)
Driver of Lesser Importance	

⁹ 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

	Bus		Train		Ferry	
	2014 (N=1,346)	2015 (N=1,385)	2014 (n=2,799)	2015 (n=2,881)	2014 (n=153)	2015 (n=159)
The helpfulness of staff	0.66	0.68	0.56	0.65	0.56	0.56
The value for money of the fare	0.67	0.65	0.60	0.65	0.69	0.63
Personal security during this trip	0.65	0.65	0.56	0.60	0.65	0.62
The attitude of the staff	0.64	0.63	0.54	0.61	0.57	0.60
Comfort of the inside temperature	0.61	0.62	0.54	0.59	0.56	0.56
The ease of getting on the vehicle	0.60	0.61	0.53	0.57	0.65	0.61
Having enough seats available	0.57	0.59	0.53	0.55	0.51	0.59
The ease of getting off the vehicle	0.59	0.59	0.55	0.56	0.63	0.61
The vehicle being on time	0.58	0.57	0.55	0.54	0.56	0.55
How often the service runs	0.53	0.49	0.55	0.52	0.53	0.56

Current Trip - Performance versus Influence (Gap Analysis)

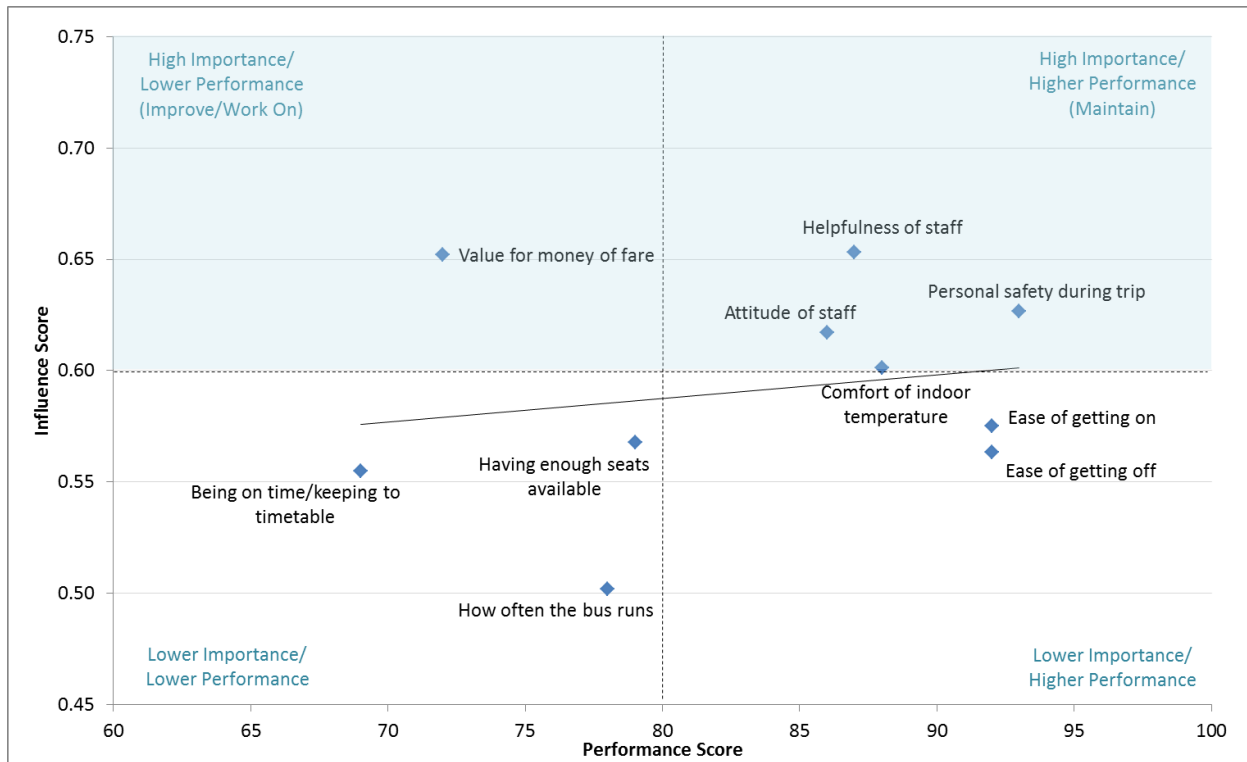
Figure 3.12 maps the relative influence of each aspect of the current trip against current performance. In contrast to 2013/14, this year the trend line¹⁰ slopes up and to the left. This is a positive result, indicating a match between performance and influence, with the current trip performing best on those elements of the service that are the most important drivers of satisfaction.

The key area of concern continues to be **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 one of the most poorly performing aspect of the trip (positioned on the left hand side of the grid). Improvements in this area – either by reducing the cost of 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 (87% and 93% satisfied respectively).

¹⁰ 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 current trip 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

Highlights

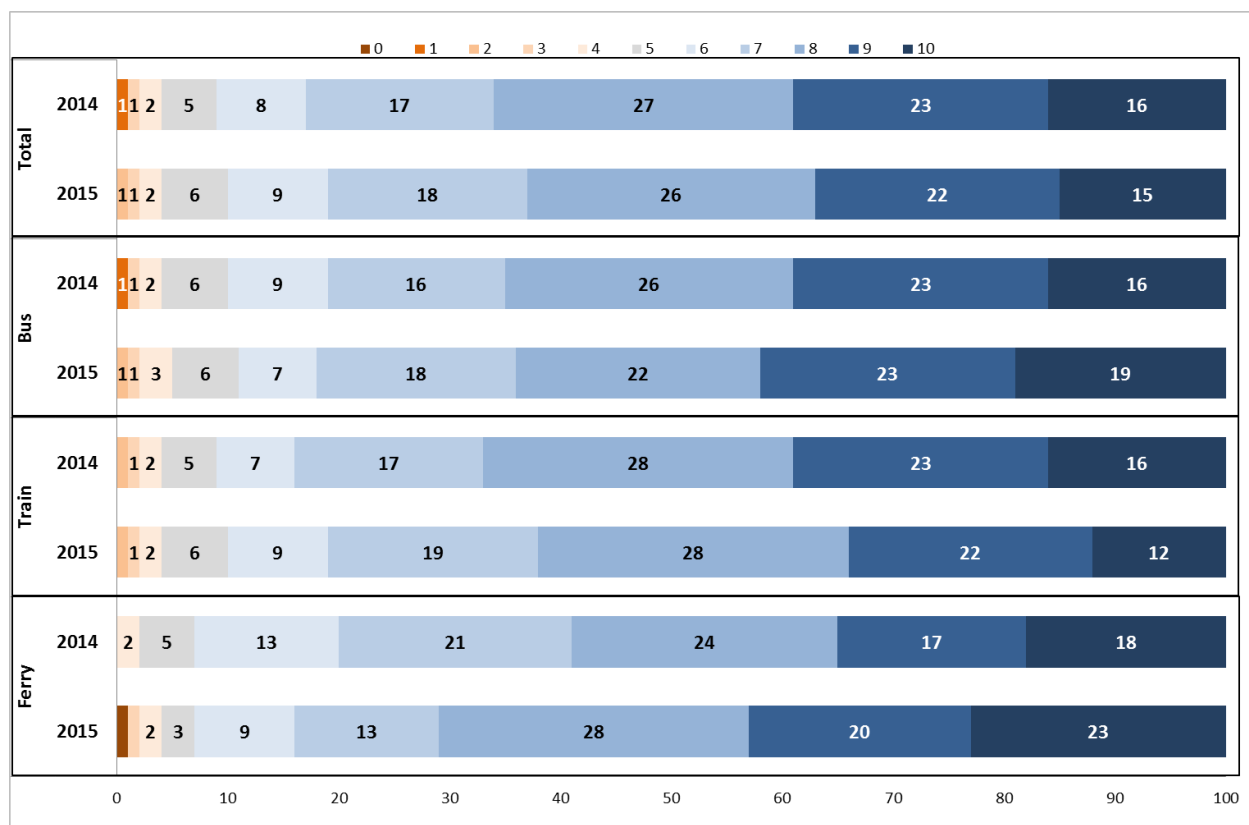
- Almost all passengers are satisfied to some extent with the stop, station or wharf where they started their trip, 90% giving a positive rating (between 6 and 10), including 15% of respondents indicating that they are *extremely satisfied* (giving a rating of 10 out of 10). Only 4% of respondents are dissatisfied with the stop, station or wharf overall. These results are stable from last year.
- 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**, 93% rating this aspect positively. This compares with 94% last year. Ratings are also very positive for the stop/station/wharf being **easy to get to** (90%).
- Passengers' key area of concern with respect to stops/stations/wharves is the (in)**adequacy of shelter from the weather**, only 71% rating this aspect positively, and one in five (20%) expressing dissatisfaction. Ferry passengers in particular are dissatisfied with the provision of shelter at wharves, only 53% giving a positive rating, and 34% expressing dissatisfaction (However, ferry passengers were significantly more likely to give the provision of shelter a positive rating than they were last year - up from 38% to 53%). Public transport users' strength of feeling about the provision of shelter is further illustrated by the fact that shelter from the weather is the most frequently cited suggestion to enhance the current stop/station/wharf offer, 18% 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, 90% giving a positive rating (between 6 and 10), including 15% of respondents giving a rating of 10 out of 10. Only 4% of respondents are dissatisfied with the stop, station or wharf. These results are stable from last year.

Ratings are similar across transport modes, 93% of ferry passengers, 90% of train passengers and 89% of those travelling by bus satisfied to some extent with the stop/station/wharf where they commenced their trip. There are no significant differences between this year and last year in terms of overall satisfaction by mode of transportation.

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,190)	(N=4,328)	(n=1,306)	(n=1,339)	(n=2,736)	(n=2,833)	(n=148)	(n=156)
Dissatisfied (0-4)	4	4	4	5	4	4	2	4
Neutral (5)	5	6	6	6	5	6	5	3
Satisfied (6-10)	91	90	90	89	91	90	93	93
Mean rating (out of 10)	7.9	7.8	7.8	7.9	7.9	7.7	7.8	8.1

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- Travelling during the PM peak (91%)

Rating of 0-4 significantly more likely among passengers:

- Using a Monthly Pass (6%)
- Aged 15-17 years (7%)

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, 93% rating this aspect positively (that is, giving a rating between 6 and 10). Train passengers are particularly positive about this aspect of station provision, 93% satisfied to some extent. However, train passengers are less likely to be satisfied with the ease of getting onto the vehicle from the station than they were last year (down from 95% to 93%). Ratings are also very positive for the stop/station/wharf being easy to get to, 90% giving a rating of between 6 and 10. This result is similar to last year (91%).

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 53% giving a positive rating, and 34% expressing dissatisfaction. However, it is worth noting that ferry passengers are significantly more likely to be satisfied with the provision of shelter at wharves this year than they were in 2014/15 (up from 38% to 53%).

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		Bus		Train		Ferry	
	2014 <i>(n=4,298)</i>	2015 <i>(n=4,328)</i>	2014 <i>(n=1,346)</i>	2015 <i>(n=1,339)</i>	2014 <i>(n=2,799)</i>	2015 <i>(n=2,833)</i>	2014 <i>(n=153)</i>	2015 <i>(n=156)</i>
The ease of getting on the vehicle from the stop/station/wharf	94	93	93	92	95 (↑BF)	93 (↑B)	90	93
The stop / station / wharf being easy to get to	91	90	93 (↑T)	92	90	90	94	95 (↑T)
Your personal safety at the stop/station/wharf	86	85	85	84	87	86	92 (↑B)	88
The information available at the stop/station/wharf	83	83	80	85	85 (↑B)	83	80	80
The cleanliness of the stop/station/wharf	82	79	80	77	82	80	96 (↑BT)	95 (↑BT)
The stop/station/wharf providing shelter from the weather	71	71	67 (↑F)	67 (↑F)	75 (↑BF)	74 (↑BF)	38	53

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

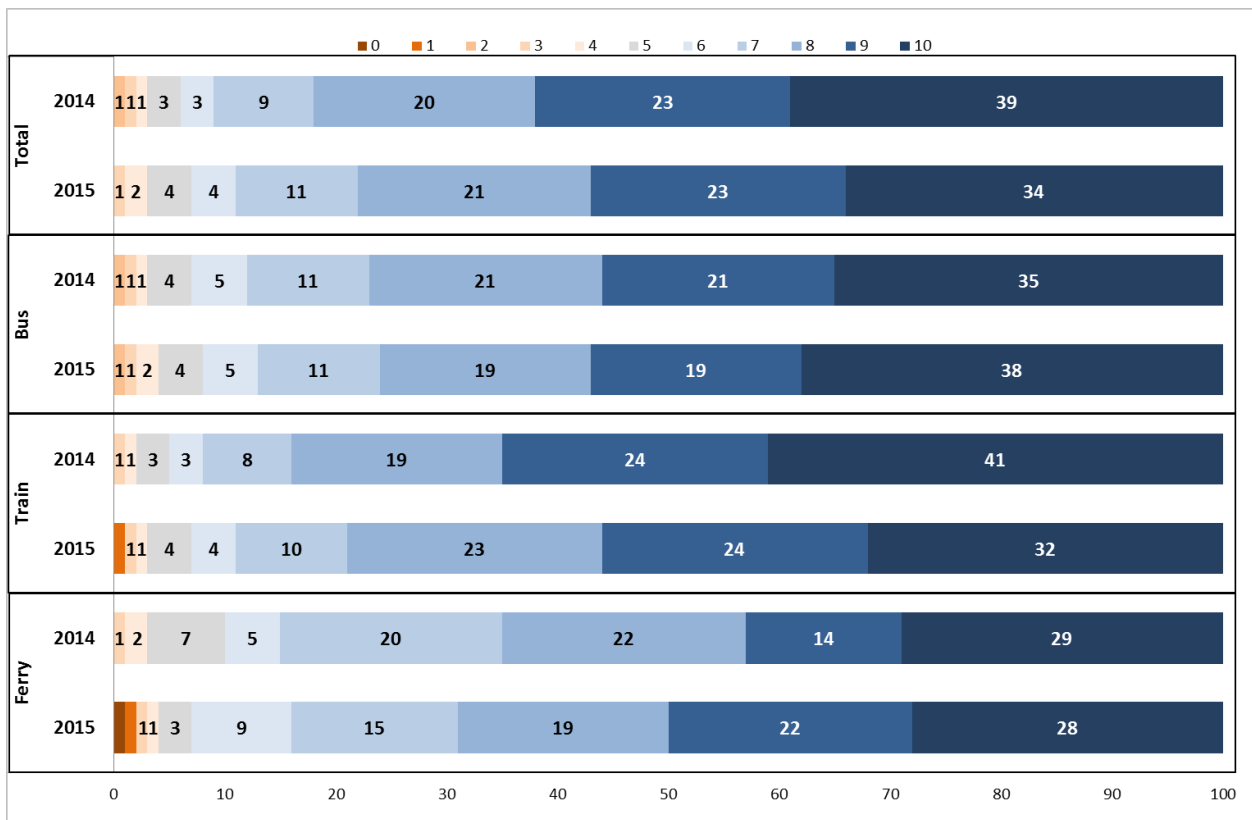
Letter notation denotes mode(s) that this result is significantly higher than in the survey wave; B=Bus, T=Train, F=Ferry.

The Ease of Getting on the Vehicle from the Stop/Station/Wharf

Almost all public transport users (93%) are satisfied to some extent with the ease of getting on the vehicle from the stop, station or wharf, including 34% who are *extremely satisfied* (giving a rating of 10 out of 10). This compares with 94% in 2014.

Whilst train passengers were significantly more likely to rate the ease of boarding positively (93%) than those travelling by bus (92%), the share of train passengers satisfied with this aspect of the service is down from 95% last year to 93% this year.

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,277)	(N=4,367)	(n=1,339)	(n=1,365)	(n=2,785)	(n=2,845)	(n=153)	(n=158)
Dissatisfied (0-4)	3	3	3	4	2	3	3	4
Neutral (5)	3	4	4	4	3	4	7 (↑BT)	3
Satisfied (6-10)	94	93	93	92	95 (↑BF)	93 (↑B)	90	93
Mean rating (out of 10)	8.6	8.4	8.4	8.4	8.7	8.4	8.1	8.1

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- (None)

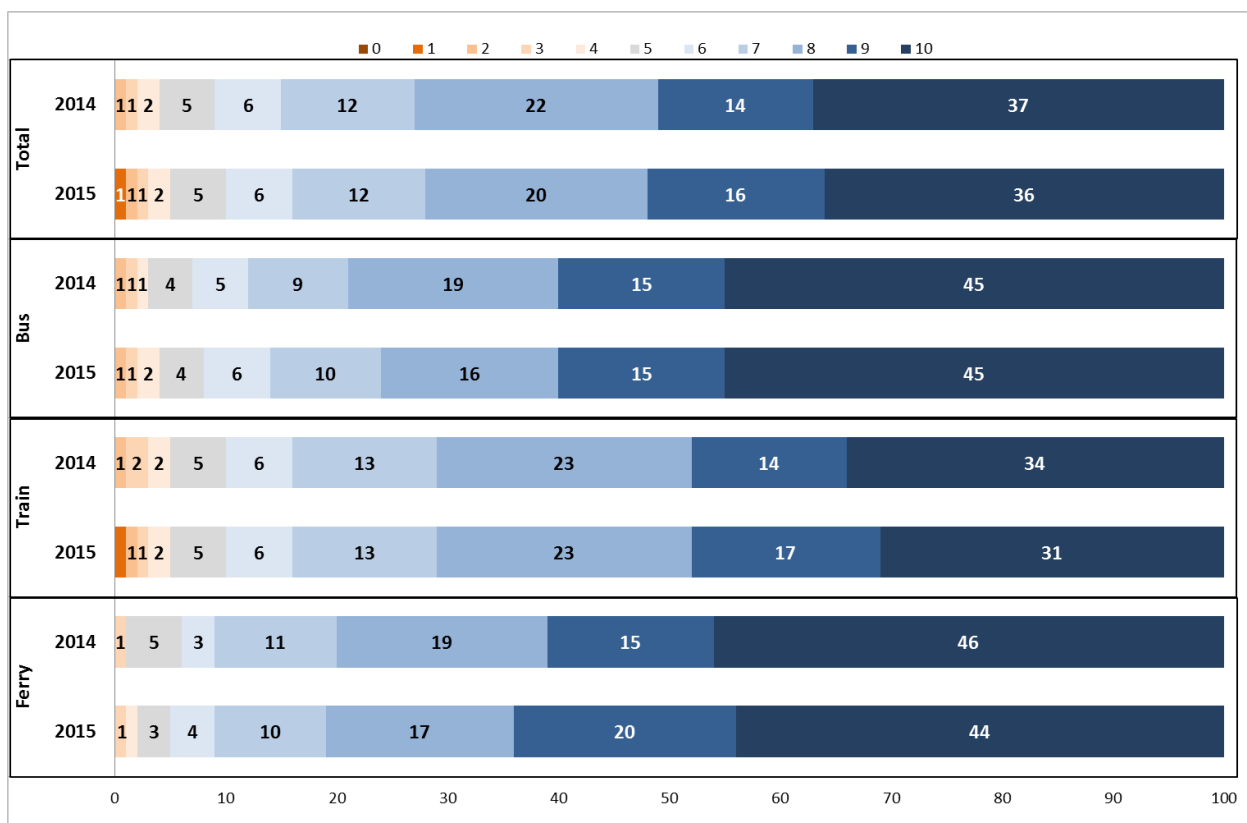
Rating of 0-4 significantly more likely among passengers:

- (None)

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, 90% giving a positive rating (6-10), including 36% who are *extremely satisfied* (rating the ease of access as 10 out of 10). These results are stable from last year. Ferry passengers were significantly more likely to rate the ease of access to the stop positively (95%) than those travelling by train (90%). Results by mode are stable over time.

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



Rating	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
	(N=4,259)	(N=4,373)	(n=1,329)	(n=1,367)	n=2,778	(n=2,848)	(n=152)	(n=158)
Dissatisfied (0-4)	4	5	3	4	5 (↑BF)	5	1	2
Neutral (5)	5	5	4	4	5 (↑B)	5	5	3
Satisfied (6-10)	91	90	93 (↑T)	92	90	90	94	95 (↑T)
Mean rating (out of 10)	8.3	8.3	8.6	8.5	8.2	8.1	8.7	8.7

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- (None)

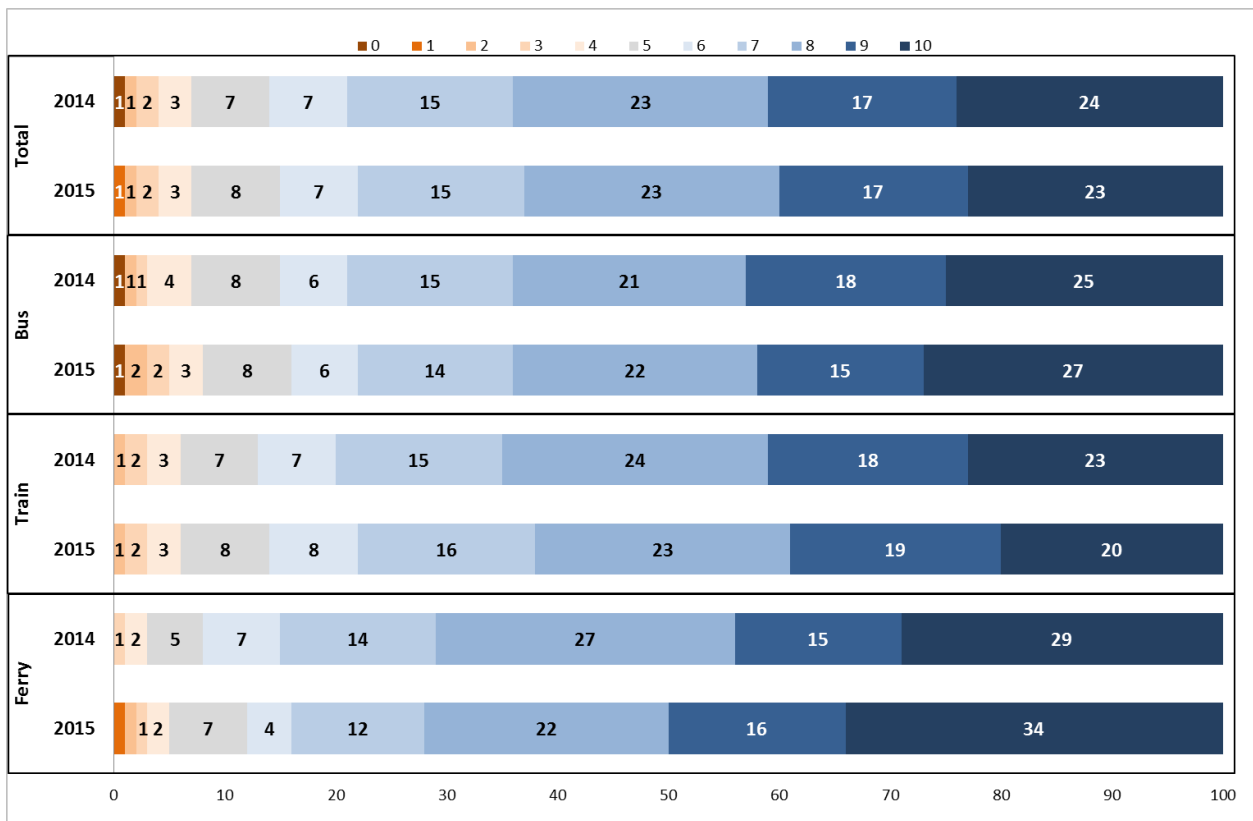
Rating of 0-4 significantly more likely among passengers:

- Aged 15-17 years (8%)

Your Personal Safety at the Stop/Station/Wharf

Public transport users generally feel safe at stops/stations/wharves while waiting for their service, 85% giving a positive rating for personal safety, including 23% who are *extremely satisfied* (rating the personal safety as 10 out of 10). There are no significant differences in perceptions of personal safety this year compared to last year. There are also no differences in perceptions of personal safety by mode.

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,232)	(N=4,358)	(n=1,318)	(n=1,360)	(n=2,762)	(n=2,840)	(n=152)	(n=158)
Dissatisfied (0-4)	7	7	7	8	6	6	3	5
Neutral (5)	7	8	8	8	7	8	5	7
Satisfied (6-10)	86	85	85	84	87	86	92 (↑BT)	88
Mean rating (out of 10)	7.8	7.8	7.8	7.8	7.8	7.7	8.2	9.2

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- Travelling on Go Wellington (89%)
- Who are male (87%)

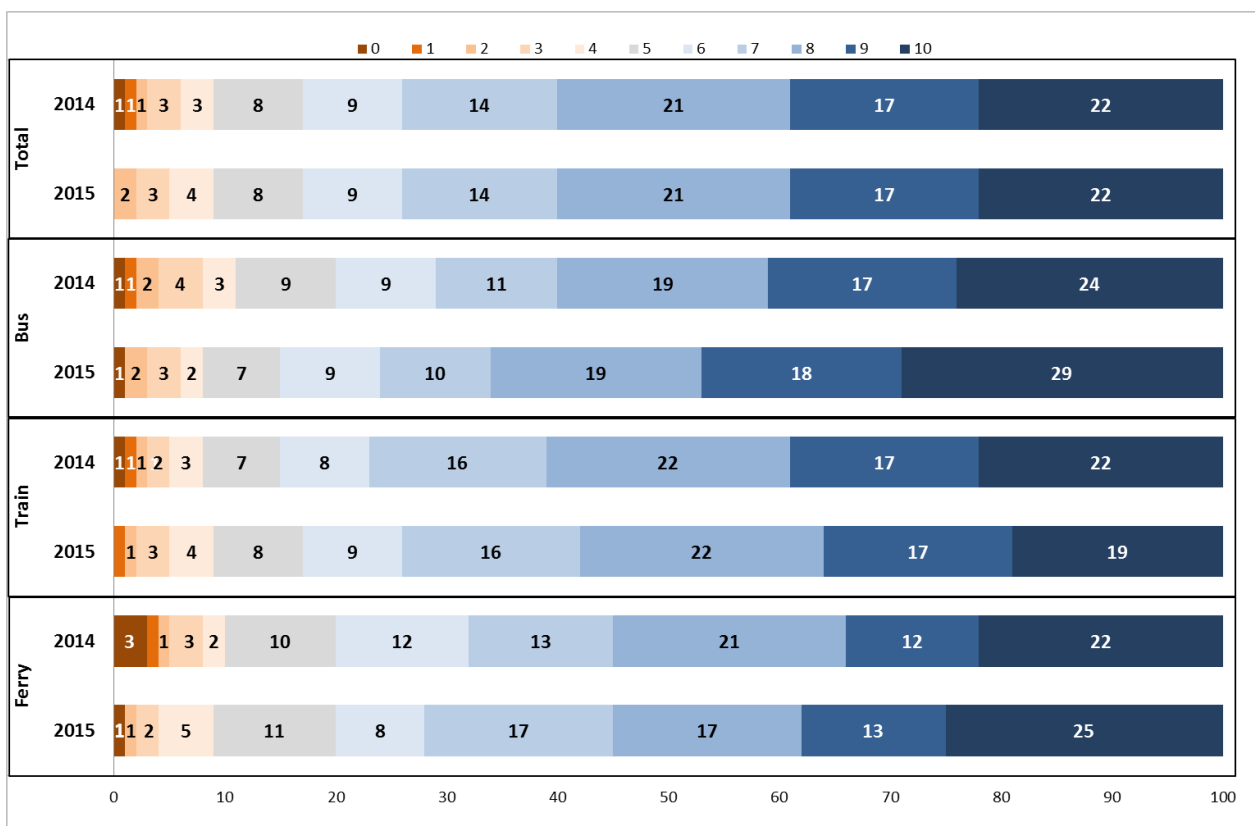
Rating of 0-4 significantly more likely among passengers:

- Travelling on Mana Coach (13%) and Valley Flyer (12%)
- Aged 15-17 years (10%)

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). There are no significant differences in the ratings for information availability this year compared to 2014. In addition there are no differences in passenger perceptions across transport modes. However, satisfaction with information availability at the stop has increased among bus users (up from 80% last year to 85% this year) but has declined among train passengers (down from 85% to 83%).

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,174)	(N=4,366)	(n=1,296)	(n=1,361)	(n=2,732)	(n=2,849)	(n=146)	(n=155)
Dissatisfied (0-4)	9	9	11 (↑T)	8	8	9	10	9
Neutral (5)	8	8	9 (↑T)	7	7	8	10	11
Satisfied (6-10)	83	83	80	85	85 (↑B)	83	80	80
Mean rating (out of 10)	7.6	7.6	7.5	7.8	7.6	7.5	7.3	7.5

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- Using a Stored Value card (87%)
- Travelling outbound (85%)

Rating of 0-4 significantly more likely among passengers:

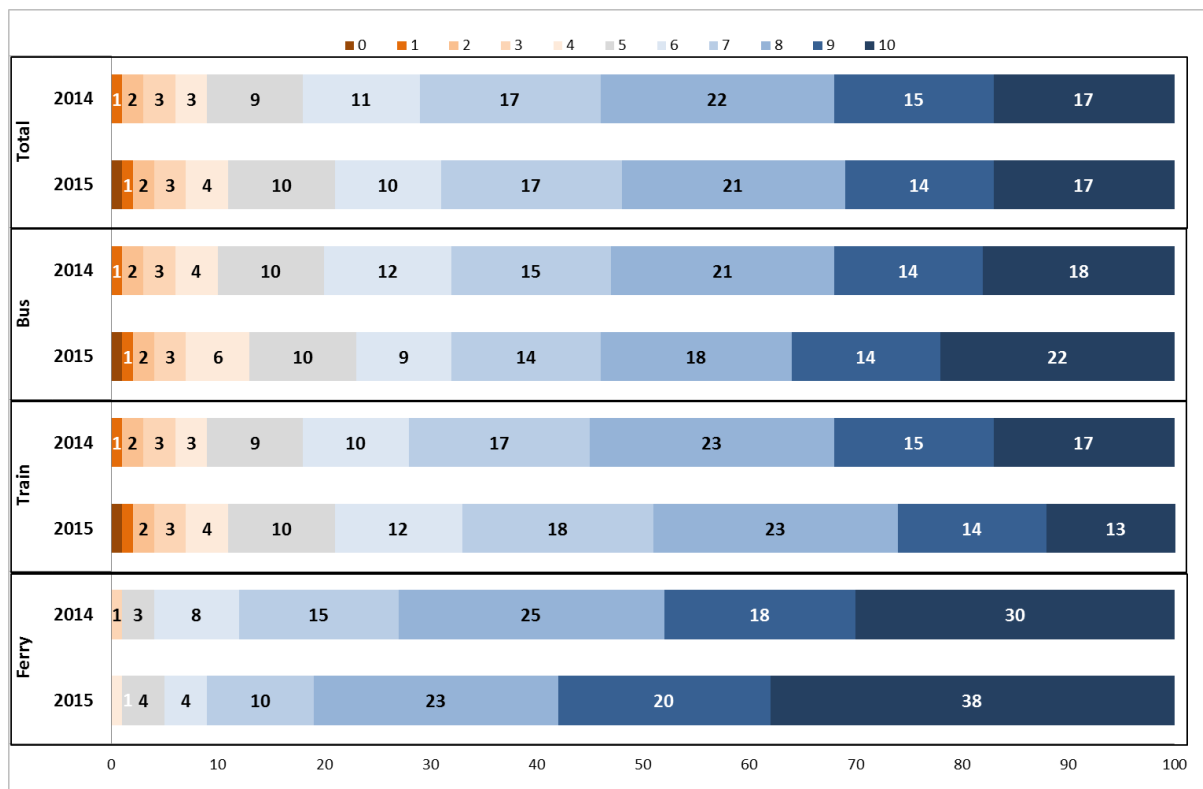
- Travelling at the AM peak (11%)

The Cleanliness of the Stop/Station/Wharf

Seventy-nine per cent of public transport users are satisfied with the cleanliness of the stop/station/wharf, down significantly from 82% last year. Of those who were satisfied, 17% were *extremely satisfied* (giving a rating of 10 out of 10).

Ferry passengers were significantly more likely to be satisfied with the cleanliness of the wharf where they boarded (95%) than those using train stations (80%) or bus stops (77%). Train passengers were significantly less likely to be satisfied with the cleanliness of the stop than they were last year (down from 82% to 80%). Those who travelled by bus were more likely to be dissatisfied with the cleanliness of the stop than they were last year (up from 10% to 13%).

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



	Total		Bus		Train		Ferry	
	2014 (N=4,233)	2015 (N=4,376)	2014 (n=1,313)	2015 (n=1,354)	2014 (n=2,768)	2015 (n=2,865)	2014 (n=152)	2015 (n=157)
Rating								
Dissatisfied (0-4)	9	11	10 (↑F)	13	9 (↑F)	10 (↑F)	1	1
Neutral (5)	9	10	10 (↑F)	10 (↑F)	9 (↑F)	10 (↑F)	3	4
Satisfied (6-10)	82	79	80	77	82	80	96 (↑BT)	95 (↑BT)
Mean rating (out of 10)	7.4	7.2	7.3	7.3	7.4	7.1	7.4	8.6

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes mode(s) that this result is significantly higher than in the survey wave; 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:

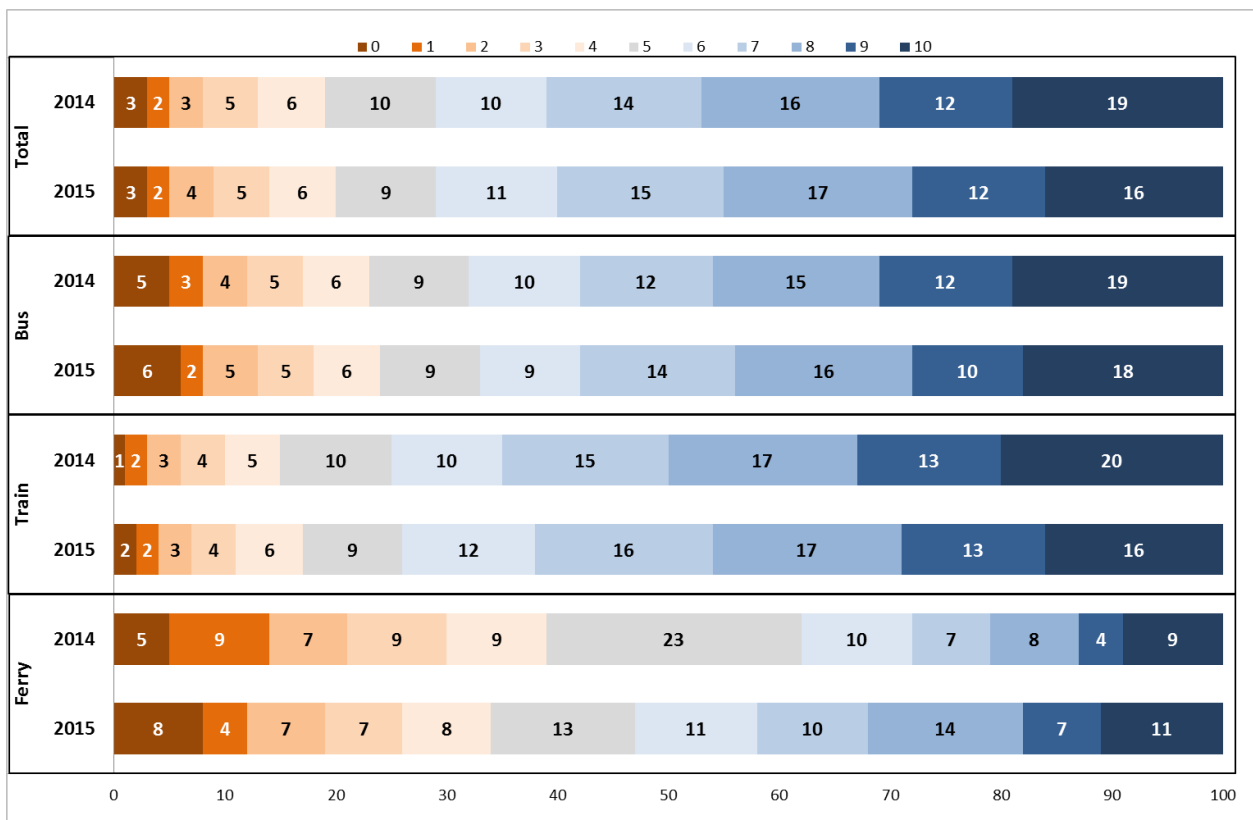
- Travelling on the Valley Flyer (18%)
- Aged 15-17 years (23%)

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 16% giving a rating of 10 out of 10. In contrast, one in five respondents (20%) express some level of dissatisfaction with the provision of shelter from the weather. These results are stable from last year.

Ratings are particularly poor for the provision of shelter at ferry wharves, just 53% of ferry passengers satisfied to some extent (compared with 67% of bus passengers and 74% of those travelling by train); 34% rate the provision of shelter at ferry wharves negatively. However, this year passengers are significantly more likely to rate the provision of shelter at ferry wharves positively than they were last year (up from 38% to 53%)

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,249)	(N=4,249)	(n=1,311)	(n=1,323)	(n=2,787)	(n=2,831)	(n=151)	(n=154)
Dissatisfied (0-4)	19	20	23 (↑T)	24 (↑T)	15	17	39 (↑BT)	34 (↑BT)
Neutral (5)	10	9	9	9	10	9	23 (↑BT)	13
Satisfied (6-10)	71	71	68 (↑F)	67 (↑F)	75 (↑BF)	74 (↑BF)	38	53
Mean rating (out of 10)	6.8	6.7	6.5	6.5	7.1	6.9	5.0	5.5

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- Travelling during the PM peak (75%)
- Using a SuperGold card (80%)
- Travelling outbound (72%)

Rating of 0-4 significantly more likely among passengers:

- Travelling on Mana Coach (35%)
- Aged 45-59 years (23%)

4.3 Bus Stop/Train Station/Ferry Wharf – Drivers of Satisfaction¹¹

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. **Providing shelter from the weather** also had a strong impact 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, personal safety has a greater impact on the overall satisfaction of ferry passengers (0.68) than bus passengers (0.62). Ferry passengers also place greater importance on the ease of getting on the ferry from the wharf (0.66) than those using the bus (0.58). In contrast, the wharf providing shelter from the weather is a stronger driver of satisfaction among train users (0.65) than those using the ferry (0.59) and bus (0.58).

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

Level of Influence on Overall Satisfaction	
Core Driver	<ul style="list-style-type: none"> • Cleanliness of the stop/station/wharf (0.65) • Personal safety (0.65) • Providing shelter from the weather (0.61)
Important Driver	<ul style="list-style-type: none"> • Information available (0.59) • Ease of getting onto the vehicle from the stop/station/wharf (0.59) • Ease of getting to the stop/station/wharf (0.52)
Driver of Lesser Importance	

¹¹ 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 4.2b: Drivers of Satisfaction with Current Trip – By Mode

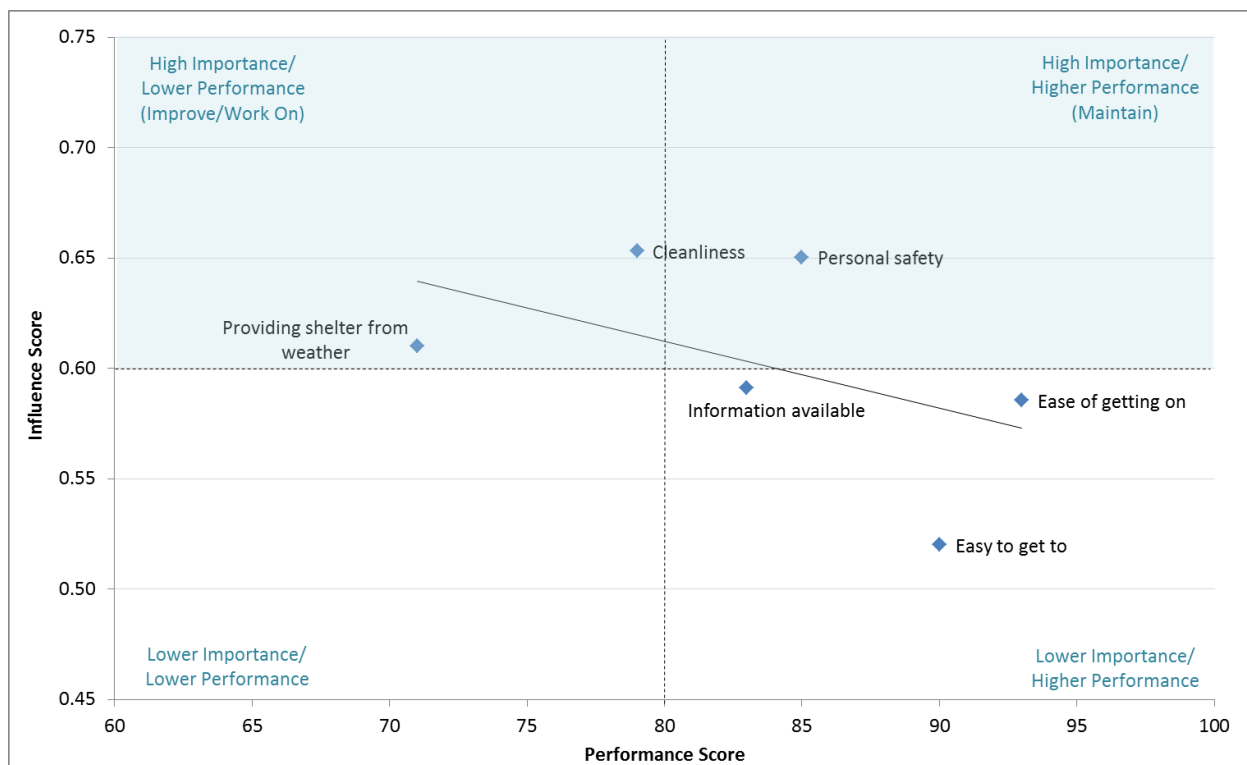
	Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015
Driver	<i>n=1,302</i>	<i>n=1,323</i>	<i>n=2,739</i>	<i>n=2,831</i>	<i>n=148</i>	<i>n=154</i>
The cleanliness of the stop/station/wharf	0.65	0.63	0.67	0.67	0.69	0.64
Your personal safety at the stop/station/wharf	0.65	0.62	0.68	0.66	0.66	0.68
The stop/station/wharf providing shelter from the weather	0.61	0.58	0.58	0.65	0.64	0.59
The information available at the stop/station/wharf	0.61	0.52	0.64	0.61	0.64	0.63
The ease of getting on the vehicle from the stop/station/wharf	0.60	0.58	0.69	0.59	0.57	0.66
The stop/station/wharf being easy to get to	0.49	0.50	0.57	0.52	0.48	0.60

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. As in 2013/14, the trend line¹² 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 continues to be the **provision of shelter from the weather**. This aspect of the trip is identified as one of the core drivers of trip satisfaction (positioned in the top half of the grid), but is currently the most poorly performing aspect of the stop/station/wharf. 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 overall trip satisfaction.

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



¹² 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 stop/station/wharf 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

Overall Results

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 (18%). Other frequently mentioned suggestions relating to the physical infrastructure included cleaner stops (including the provision of more rubbish bins) (9%) and the need for more seating (4%). Improving the provision of information available at the stop/station/wharf was also frequently cited, 4% calling for more information to be made available, 4% suggesting the need for better information about service delays, disruption and changes (such as buses replacing trains) and 3% wanting the installation of Real Time Information boards. Six per cent of respondents specifically stated that no improvements to the stop/station/wharf were needed.

This year there has been a small, but significant decrease in the share of passengers who think that more information should be available at the stop/station/wharf (down from 5% to 4%). In 2015 fewer passengers mentioned wanting better parking (down from 3% to 2%), better lighting (down from 3% to 2%) and better access to the stop/station/wharf (down from 3% to 2%). In contrast, there has been a significant increase in the share of passengers who would like to see the electronic signs show the actual times, be correct and face the right way (up from 1% to 3%).

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		Significantly More Likely To Be Mentioned By Those ...
	2014 (N=4,298)	2015 (N=4,436)	
More/improved shelter from weather (wind, rain, sun)	19	18	<ul style="list-style-type: none"> Travelling during peak times (19%), specifically the AM peak (24%) Travelling on the Valley Flyer (24%) Travelling inbound (20%) Aged 15-17 years old (23%)
Cleaner stops and stations, including having more rubbish bins available	8	9	<ul style="list-style-type: none"> Travelling during peak times (10%) Monthly pass holders (11%) Travelling inbound (11%) Aged 15-17 years old (19%)
More seats available	5	4	<ul style="list-style-type: none"> Aged 15-17 (7%) and 18-24 (6%) years old
More information available/information easier to read (e.g. timetables, pricing, routes etc.)	5	4	<ul style="list-style-type: none"> Aged 25-34 years old (6%) Travelling outbound (5%)
More information/better warning of service delays/disruptions/replacement buses	3	4	
More Real Time Information boards	4	3	<ul style="list-style-type: none"> Travelling on the Go Wellington service (6%)
Ensure electronic signs are correct/show actual times/face the right way etc.	1	3	<ul style="list-style-type: none"> Monthly pass holders (4%)
More/improved parking available	3	2	<ul style="list-style-type: none"> Travelling inbound
Maintenance work – fix leaks in roof, holes in footpath, remove graffiti, replace broken glass etc.	2	2	<ul style="list-style-type: none"> Monthly pass holders (3%) Travelling inbound (3%)
Build new building/shelter/finish renovations	2	2	<ul style="list-style-type: none"> Travelling during peak times (3%), specifically the AM peak (3%) Monthly pass holders (3%) Travelling inbound (3%)

Suggestion for Improvement	Total Sample		Significantly More Likely To Be Mentioned By Those ...
	2014 (N=4,298)	2015 (N=4,436)	
Better lighting	3	2	<ul style="list-style-type: none"> • Monthly pass holders (3%) • Travelling inbound (3%)
Better access to the stop/station (improved footpaths, over-bridges, pedestrian crossing etc.)	3	2	<ul style="list-style-type: none"> • Monthly pass holders (3%)
Improved access to toilet facilities	2	2	<ul style="list-style-type: none"> • Monthly pass holders (2%)
Provide a waiting area/waiting lounge (with water, music, coffee, ATM, newspapers, vending machines etc.)	2	2	<ul style="list-style-type: none"> • Paying by cash (3%)
No improvements needed	8	6	
Blank	41	40	<ul style="list-style-type: none"> • Travelling during off-peak times (44%), specifically during the weekend (48%) • Travelling on the Go Wellington service (48%) • Stored Value card holders (44%) • Travelling outbound (43%)

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. 2015 results that are orange indicates a result that is significantly different (higher or lower) than the 2014 result

Suggestions for Improvement to Stop/Station/Wharf by Mode

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 (26%) and bus (20%) passengers than those travelling by train (17%). In contrast, cleanliness of the stop/station is significantly more likely to be cited by train passengers (11%) than those travelling by bus (6%) and ferry (<1%), while the need for more seats is significantly more likely to be cited by bus passengers (6%), compared with 4% of those travelling by train and 1% of ferry passengers. Those travelling by ferry are significantly more likely to cite the need for more information available at the stop/station/wharf than those using the train (4%).

Whilst still being by far the most frequently made suggestion, those travelling by ferry were less likely to suggest the improvement of shelter from weather than they were last year (down from 36% to 26%). This year significantly fewer bus passengers cited the need for more information available at the stop/station/wharf than they did last year (down from 8% to 4%). Conversely, those travelling by ferry were significantly more likely to cite this as a suggestion for improvement (up from 1% to 7%).

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

	Total Sample		Bus		Train		Ferry	
	2014 <i>(N=4,298)</i>	2015 <i>(N=4,426)</i>	2014 <i>(n=1,346)</i>	2015 <i>(n=1,385)</i>	2014 <i>(n=2,799)</i>	2015 <i>(n=2,881)</i>	2014 <i>(n=153)</i>	2015 <i>(n=159)</i>
Suggestions								
More/improved shelter from weather (wind, rain, sun)	19	18	21 (↑T)	20 (↑T)	17	17	36 (↑BT)	26 (↑T)
Cleaner stops and stations, including having more rubbish bins available	8	9	6 (↑F)	6 (↑F)	9 (↑BF)	11 (↑BF)	0	<1
More seats available	5	4	6 (↑F)	6 (↑TF)	5 (↑F)	4	1	1
More information available/information easier to read (e.g. timetables, pricing, routes etc.)	5	4	8 (↑TF)	4	2	4	1	7 (↑T)
More information/better warning of service delays/disruptions/replacement buses	3	4	3	3	3	4	2	1
More Real Time Information boards	4	3	8 (↑TF)	5 (↑T)	2	3	1	3
Ensure electronic signs are correct/show actual times/face the right way etc.	1	3	1	2	2	3 (↑F)	0	0
More/improved parking available	3	2	<1	0	4 (↑B)	4 (↑B)	3 (↑B)	2 (↑B)
Maintenance work – fix leaks in roof, holes in footpath, remove graffiti, replace broken glass etc.	2	2	2	2	2	3 (↑F)	1	0
Build new building/shelter/finish renovations	2	2	1	1	2	3 (↑B)	0	1
Better lighting	3	2	2	1	3 (↑B)	2 (↑B)	1	<1
Better access to the stop/station (improved footpaths, over-bridges, pedestrian crossing etc.)	3	2	1	1	3 (↑B)	2 (↑B)	3 (↑B)	3 (↑B)
Improved access to toilet facilities	2	2	<1	0	3 (↑B)	2 (↑B)	1	<1 (↑B)
Provide a waiting area/waiting lounge (with water, music, coffee, ATM, newspapers, vending machines etc.)	2	2	<1	1	3 (↑B)	2 (↑B)	3 (↑B)	2 (↑B)
No improvements needed	8	6	7	7	8	6	7	5

	Total Sample		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Suggestions	(N=4,298)	(N=4,426)	(n=1,346)	(n=1,385)	(n=2,799)	(n=2,881)	(n=153)	(n=159)
Blank	41	40	43 (↑T)	44 (↑T)	39	38	41	50 (↑T)

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.

2015 results that are orange indicates a result that is significantly different (higher or lower) than the 2014 result.

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

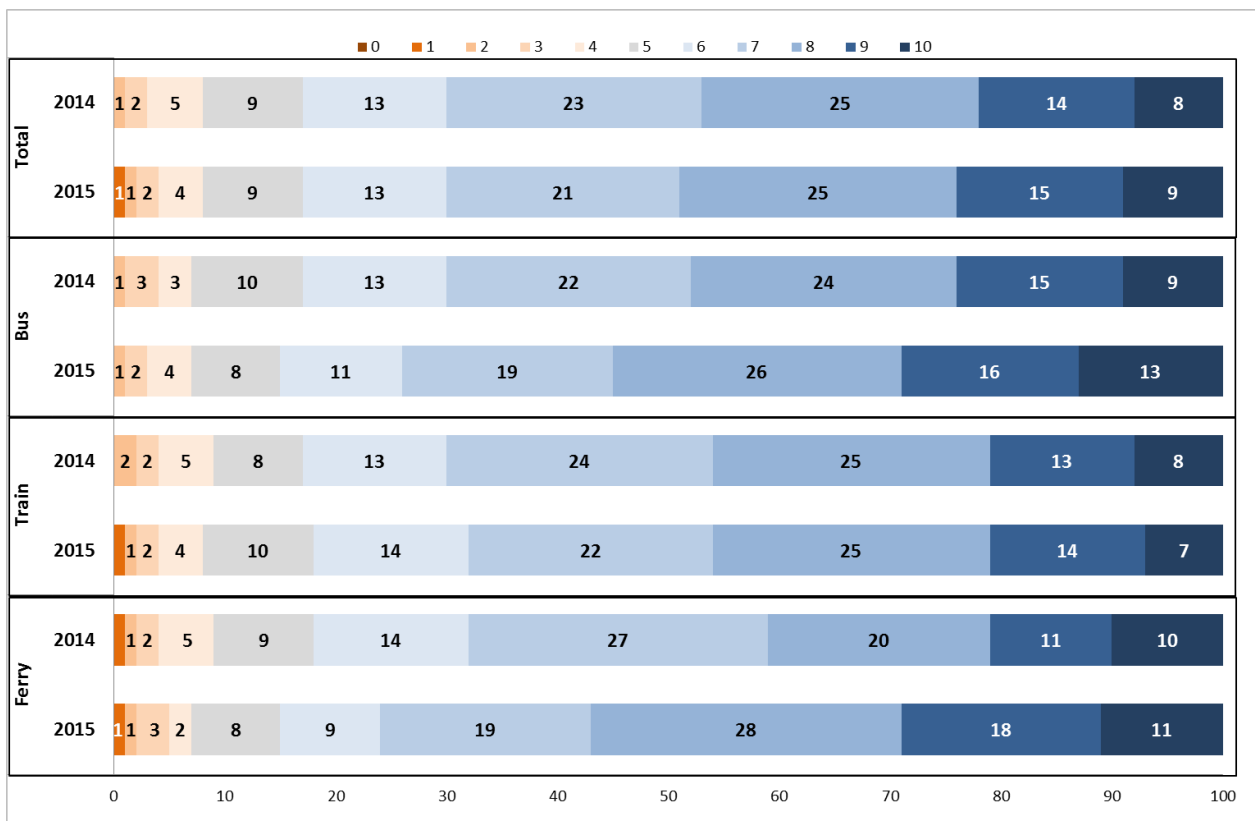
Highlights

- 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 9% who are *extremely satisfied*. In contrast, 8% of public transport users are dissatisfied. These results are consistent with last year.
- Overall satisfaction ratings are similar across modes - 85% for bus and ferry passengers, 82% among train users.
- 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** (83% *satisfied*), and the **travel times** (given the distance to be travelled) (82% *satisfied*). This is a positive result as **travel times** is the strongest driver of overall satisfaction with the public transport system.
- In contrast, a key weakness of the region's public transport system appears to be the **provision of information about service delays or disruptions**. Almost a quarter (22%) express some level of dissatisfaction, including 2% who are *extremely dissatisfied*. However, it is important to note that the satisfaction with this aspect is up significantly since last year (up from 62% to 65%).

5.1 Overall Satisfaction with Wellington Region’s Public Transport System

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 9% who are *extremely satisfied*. In contrast, 8% of public transport users are dissatisfied with the region’s public transport system. These results are consistent with last year. Levels of satisfaction are similar by mode of transportation.

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,189)	(N=4,324)	(n=1,302)	(n=1,351)	(n=2,739)	(n=2,827)	(n=148)	(n=146)
Dissatisfied (0-4)	8	8	7	7	9 (↑B)	8	9	7
Neutral (5)	9	9	10	8	8	10	9	8
Satisfied (6-10)	83	83	83	85	83	82	82	85
Mean rating (out of 10)	7.1	7.2	7.2	7.4	7.1	7.1	7.1	7.4

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- Travelling on a SuperGold Card (90%)
- Aged 60-64 years (92%) and 65 years + (90%)

Rating of 0-4 significantly more likely among passengers:

- (None)

5.2 Comparative Perceptions of Wellington Region’s Public Transport System

Of the four aspects of the public transport system evaluated, public transport users continue to be most positive about the ease of getting information about public transport routes and timetables (83% *satisfied*) and the travel time (82% *satisfied*). 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 65% of passengers rating this aspect positively. However, the share of satisfied passengers is up significantly from 62% in 2014. Bus passengers are particularly dissatisfied with the provision of information about delays and disruptions, only 64% giving a positive rating, and 23% expressing dissatisfaction. However, while these results are relatively poor, they represent a significant improved from last year when 55% gave a positive rating and 27% expressed 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		Bus		Train		Ferry	
	2014 (n=4,298)	2015 (n=4,426)	2014 (n=1,346)	2015 (n=1,385)	2014 (n=2,799)	2015 (n=2,881)	2014 (n=153)	2015 (n=159)
Ease of getting information about public transport routes and timetables	83	83	84	82	83	84	88	87
The travel time	83	82	81	81	83	83	79	83
How convenient it is to pay for public transport	76	77	80 (↑T)	81(↑T)	74	74	81	84(↑T)
Information about service delays or disruptions	62	65	55	64	65 (↑B)	66	67 (↑B)	73(↑B)

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

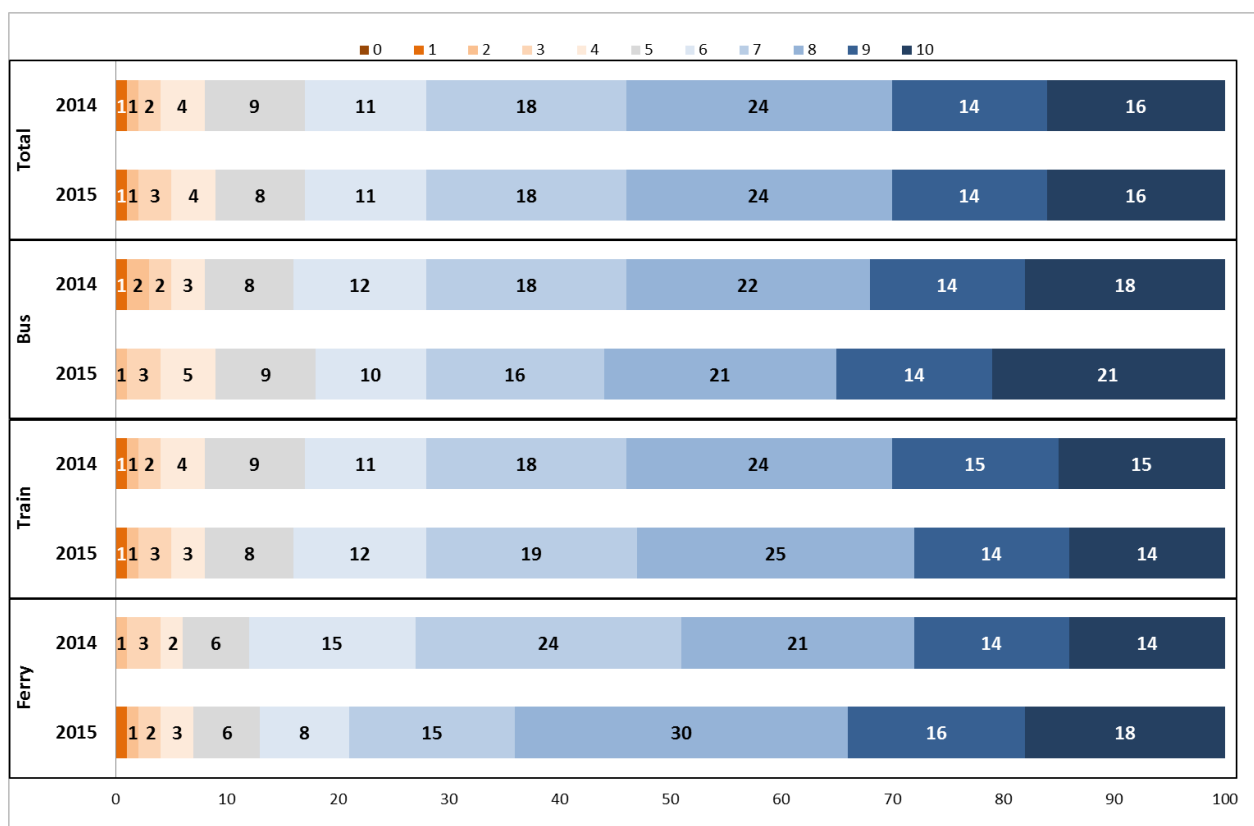
Letter notation denotes mode(s) that this result is significantly higher than in the survey wave; B=Bus, T=Train, F=Ferry.

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 9% of passengers express some degree of dissatisfaction with the ease of sourcing public transport information. These results are stable from last year.

Perceptions of ease of access to information are similar across modes and consistent with 2014.

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,180)	(N=4,318)	(n=1,301)	(n=1,347)	(n=2,733)	(n=2,824)	(n=146)	(n=146)
Dissatisfied (0-4)	8	9	8	9	8	8	6	7
Neutral (5)	9	8	8	9	9	8	6	6
Satisfied (6-10)	83	83	84	82	83	84	88	87
Mean rating (out of 10)	7.4	7.4	7.4	7.5	7.4	7.4	7.4	7.7

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- Aged 35-44 years (87%)
- Travelling inbound (85%)

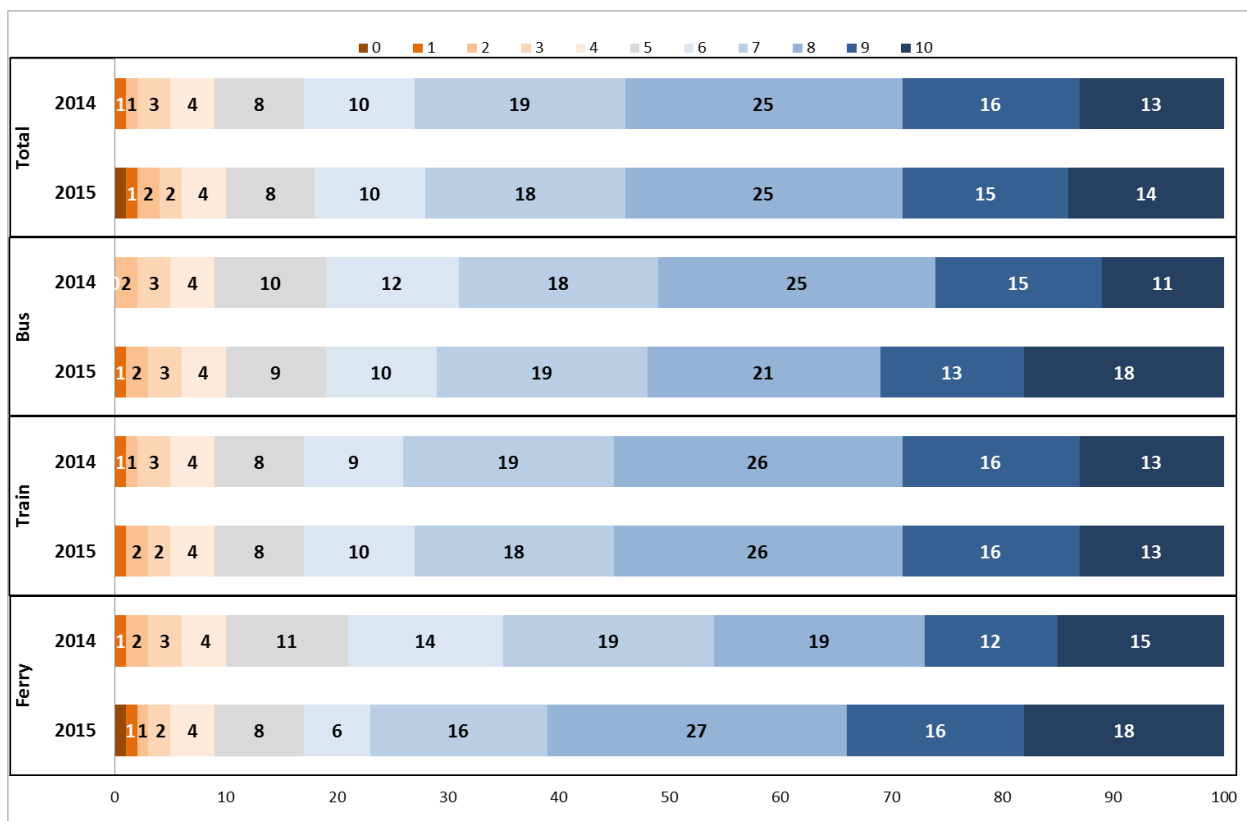
Rating of 0-4 significantly more likely among passengers:

- Travelling during the PM peak (10%)
- Travelling outbound (10%)
- Aged 15-17 years (13%)

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), 82% satisfied to some extent, including 14% who are *extremely satisfied*. Only 10% of public transport users express dissatisfaction. These results are stable from last year. Perceptions are similar across each of the transport modes.

Figure 5.3: Satisfaction with the Travel Time – By Mode (%)



	Total		Bus		Train		Ferry	
	2014 (N=4,186)	2015 (N=4,354)	2014 (n=1,301)	2015 (n=1,361)	2014 (n=2,739)	2015 (n=2,844)	2014 (n=146)	2015 (n=149)
Rating								
Dissatisfied (0-4)	9	10	9	10	9	9	10	9
Neutral (5)	8	8	10 (↑T)	9	8	8	11	8
Satisfied (6-10)	83	82	81	81	83	83	79	83
Mean rating (out of 10)	7.3	7.3	7.2	7.3	7.4	7.3	7.1	7.5

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- Travelling on a SuperGold Card (91%)/aged 65 years + (92%)
- Travelling inbound (85%)

Rating of 0-4 significantly more likely among passengers:

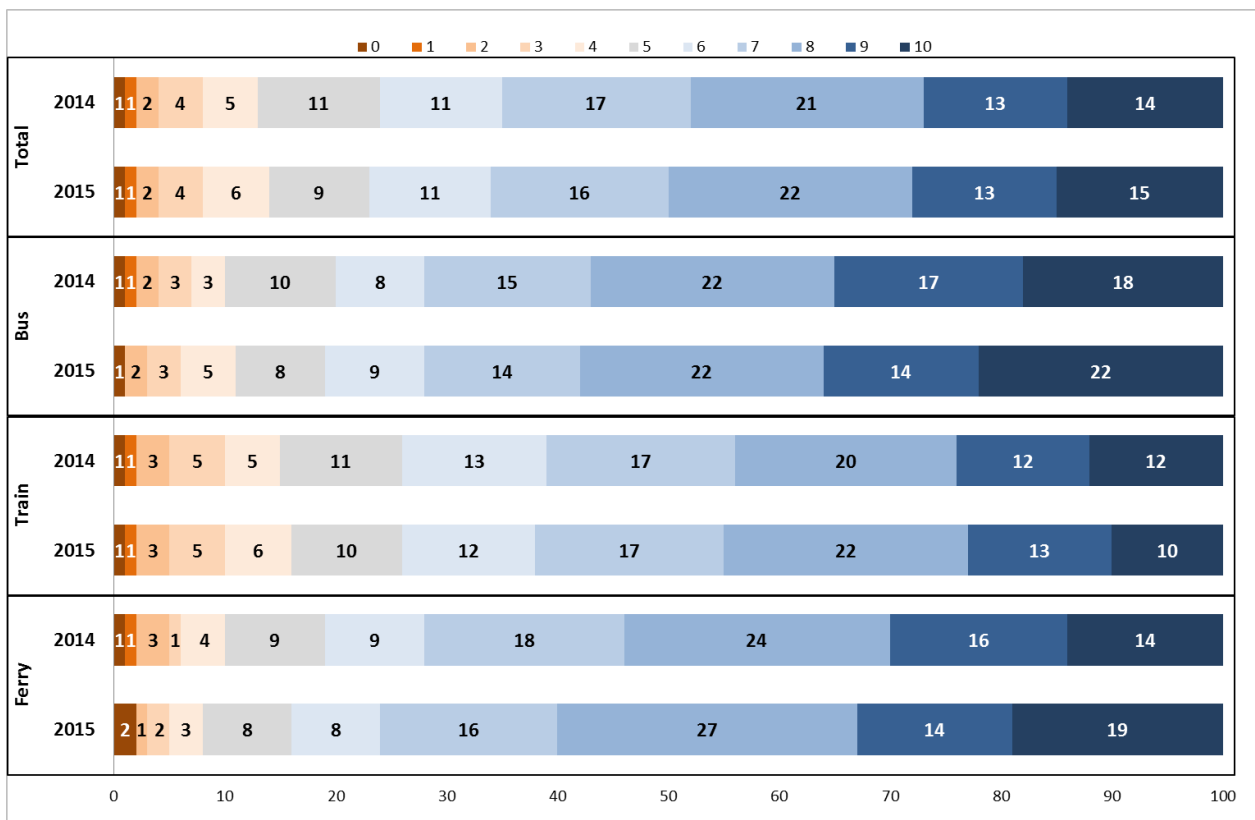
- (None)

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 (77%) satisfied to some extent, including 15% who are *extremely satisfied*. In contrast, 14% express some level of dissatisfaction. These results are stable from last year.

Consistent with last year, respondents travelling by train are significantly more likely to be dissatisfied with the convenience of paying for public transport (16%) than bus (11%) and ferry passengers (8%).

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,150)	(N=4,302)	(n=1,289)	(n=1,334)	(n=2,714)	(n=2,821)	(n=147)	(n=147)
Dissatisfied (0-4)	13	14	10	11	15 (↑B)	16 (↑BF)	10	8
Neutral (5)	11	9	10	8	11	10	9	8
Satisfied (6-10)	76	77	80 (↑T)	81 (↑T)	74	74	81	84 (↑T)
Mean rating (out of 10)	7.0	7.1	7.4	7.5	6.8	6.8	7.3	7.5

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- Travelling on Go Wellington (81%)
- Using a Stored Value card (83%)
- Using a SuperGold card (93%)
- Aged 45-59 years (80%) and 65+ (93%)

Rating of 0-4 significantly more likely among passengers:

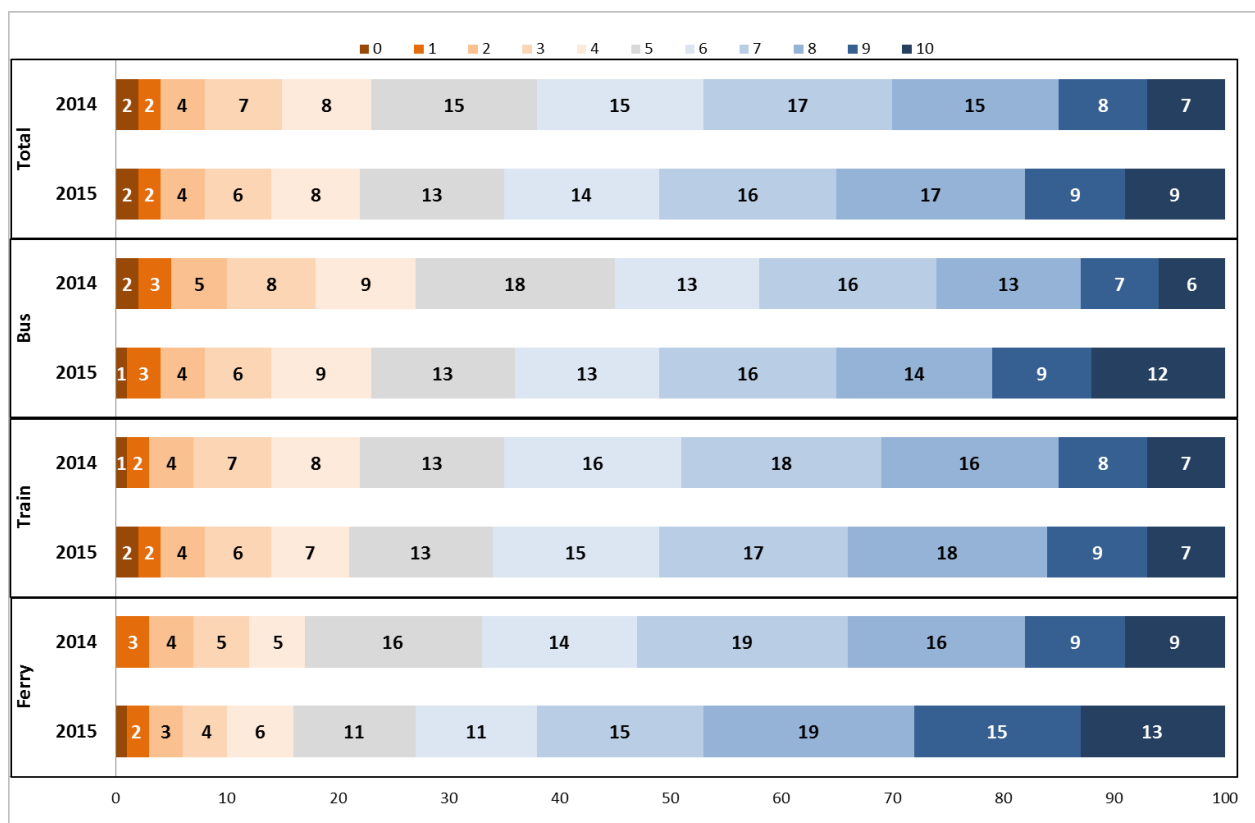
- Using a Ten Trip card (20%)
- Aged 18-24 years (17%) and 25-34 years (18%)

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 (65%) are satisfied with this aspect of the public transport system, while 22% express some level of dissatisfaction, including 2% who are *extremely dissatisfied*. However, despite these relatively poor ratings, this year there has been an overall increase of respondents who are satisfied with the information provided (up from 62% to 65%).

Levels of dissatisfaction are similar across all modes of transportation. However, ferry passengers (73%) are significantly more likely to be satisfied with the information provided about service delays or disruptions than bus passengers (64%). Despite this, it is important to note that this year there has been a significant increase in the share of bus passengers who are satisfied with this particular aspect of the public transport system (up from 55% to 64%).

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(N=4,083)	(N=4,254)	(n=1,255)	(n=1,318)	(n=2,687)	(n=2,800)	(n=141)	(n=136)
Dissatisfied (0-4)	23	22	27 (↑TF)	23	22	21	17	16
Neutral (5)	15	13	18 (↑T)	13	13	13	16	11
Satisfied (6-10)	62	65	55	64	65 (↑B)	66	67 (↑B)	73 (↑B)
Mean rating (out of 10)	6.1	6.3	5.8	6.3	6.2	6.3	6.4	6.9

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes mode(s) that this result is significantly higher than in the survey wave; 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:

- (None)

5.3 Wellington Region’s Public Transport System – Drivers of Satisfaction¹³

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, especially for ferry passengers (0.80). How convenient it is to pay for public transport is a stronger driver of satisfaction for ferry passengers (0.73) than it is for train (0.67) and bus (0.66) passengers. The information about service delays or disruptions also has a greater impact on overall satisfaction for ferry passengers (0.69) than those travelling by train (0.64) or bus (0.63).

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

Level of Influence on Overall Satisfaction	
Core Driver	<ul style="list-style-type: none"> Travel time (0.72) Convenience of paying for public transport (0.67) Ease of getting information about public transport routes/timetables (0.65) Information about service delays/disruptions (0.64)
Important Driver	
Driver of Lesser Importance	

	Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015
Driver	<i>(n=1,302)</i>	<i>(n=1,318)</i>	<i>(n=2,739)</i>	<i>(n=2,800)</i>	<i>(n=148)</i>	<i>(n=136)</i>
The travel time	0.73	0.72	0.73	0.72	0.76	0.80
How convenient it is to pay for public transport	0.68	0.66	0.71	0.67	0.69	0.73
Ease of getting information about public transport routes and timetables	0.67	0.66	0.63	0.64	0.59	0.63
Information about service delays or disruptions	0.63	0.63	0.65	0.64	0.62	0.69

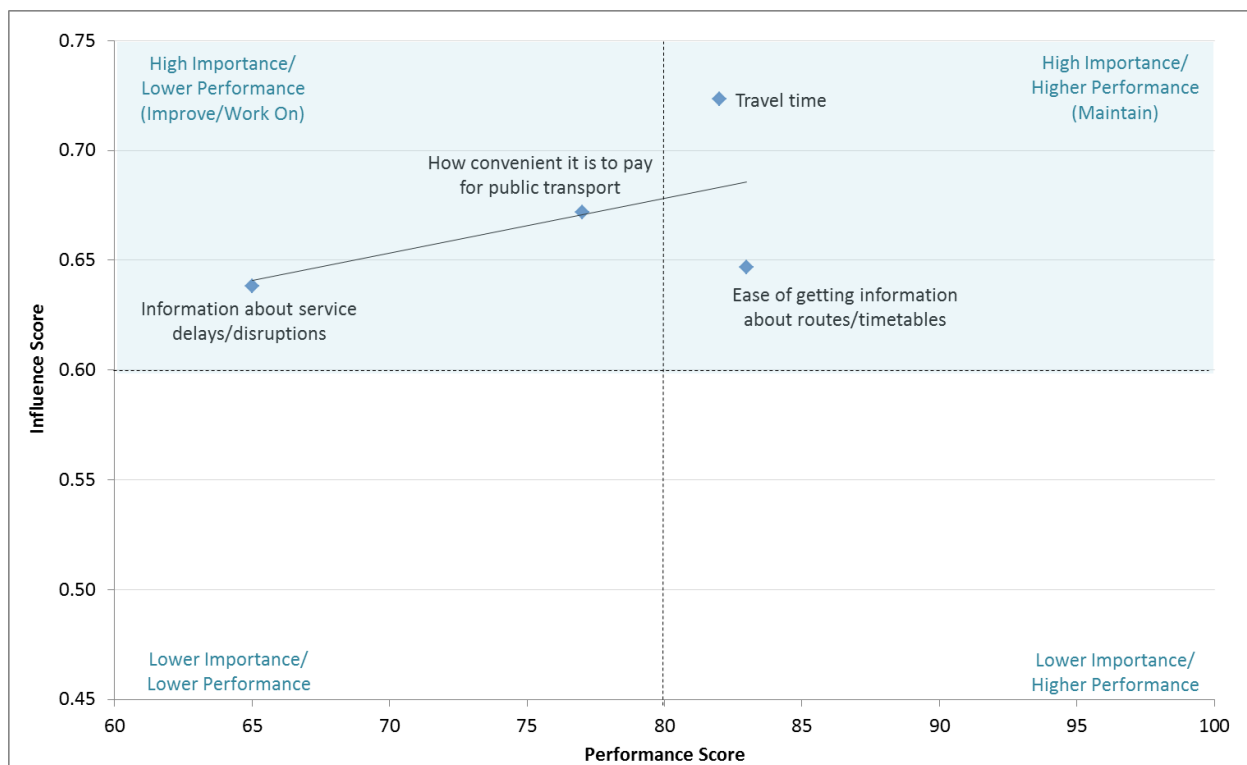
¹³ Through the use of statistical analyses (correlation analysis), the relative influence of each service attribute (‘driver’) on overall satisfaction has been derived. Service attributes with a correlation score of 0.60 or more show a strong relationship with overall satisfaction and therefore have 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. Consistent with last year, the trend line¹⁴ 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 continues to be 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 remains the most poorly rated aspect in the survey). Improvements in this area over the next 12 months can be expected to have a positive impact on overall satisfaction with the public transport system.

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



¹⁴ 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.

6. Moving Forward

Highlights

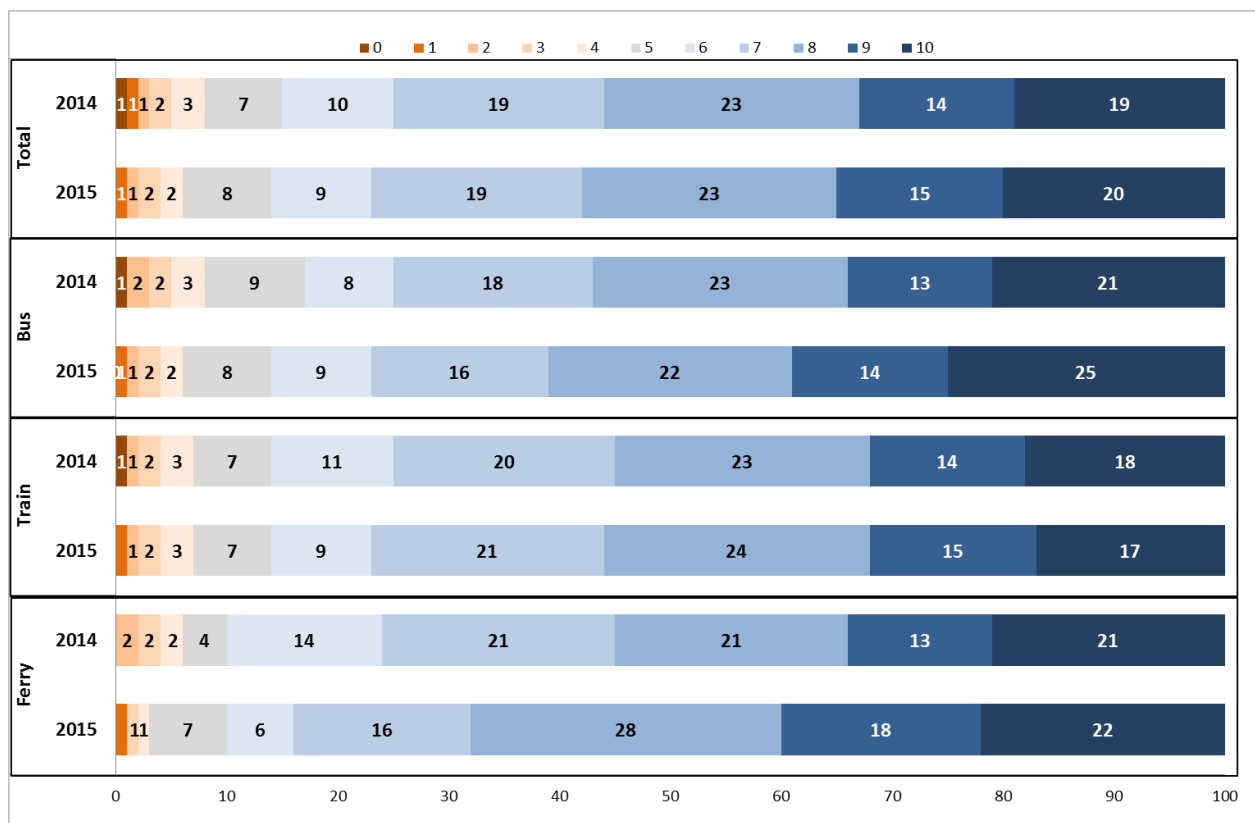
- Eighty-six per cent of Wellington's public transport users would recommend using public transport to a friend or colleague, including 20% *extremely likely* to recommend (both results stable from last year). Only 6% of respondents would not endorse Wellington's public transport services to others, this share down significantly from 8% last year.
- The extent of recommendation is high for all three modes, with no significant difference between bus (86%), train (86%) and ferry (90%) passengers.
- When asked to suggest improvements to the public transport system, users most often requested that the services should run on time more often (10% of passengers, stable from last year). More frequent services (8%), increased service capacity (more carriages, more buses on the route etc.) (6%) and a move to integrated ticketing (6%) were also frequently suggested. This year passengers were significantly less likely to suggest cheaper fares (down from 10% to 7%).
- Moving forward, overall satisfaction with the delivery of public transport services in the Wellington region can be improved by addressing:
 - **Travel times** – by offering more express/direct services and minimising service delays and disruptions;
 - **Convenience of paying for public transport** – by moving to an integrated ticketing system which allows one ticket to be used across all modes and increases the range of payment options available;
 - **Cleanliness at stations, stops and wharves** – including the provision of rubbish bins;
 - **Helpfulness of the staff** - by providing customer service training;
 - **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; and
 - Improving the sense of **personal security both whilst waiting at the stop/station/wharf and during the trip** - by providing better lighting, security personnel or security cameras at stops/stations or wharves.

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 86% of respondents would recommend using public transport to a friend or colleague (stable from 85% in 2014). This including 20% who are *extremely likely* to recommend. Only 6% of respondents would not endorse Wellington’s public transport services to others (down significantly from 8% last year). The extent of recommendation is high for all three modes, with no significant difference between bus (86%), train (86%) and ferry (90%) passengers.

Among Wellington’s public transport operators, likelihood of recommending is highest among those travelling on East by West Ferries (90%) and lowest among Valley Flyer passengers (83%). Eight per cent of passengers on Valley Flyer services state that they would be unlikely to recommend using public transport in Wellington to others. The likelihood of recommending public transport is stable across all operators when compared with 2014.

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



	Total		Bus		Train		Ferry	
	2014	2015	2014	2015	2014	2015	2014	2015
Rating	<i>(N=3,762)</i>	<i>(N=4,246)</i>	<i>(n=1,206)</i>	<i>(n=1,309)</i>	<i>(n=2,417)</i>	<i>(n=2,787)</i>	<i>(n=139)</i>	<i>(n=150)</i>
Unlikely (0-4)	8	6	8	6	7	7	6	3
Neutral (5)	7	8	9	8	7	7	4	7
Likely (6-10)	85	86	83	86	86 (↑B)	86	90 (↑B)	90
Mean rating (out of 10)	7.5	7.6	7.5	7.7	7.5	7.6	7.6	8

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

	East By West		Go Wellington		Mana		Newlands		Tranz Metro		Valley Flyer	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Rating	(n=139)	(n=150)	(n=771)	(n=781)	(n=110)	(n=157)	(n=52)	(n=37)	(n=2,417)	(n=2,787)	(n=257)	(n=308)
Unlikely (0-4)	6	3	8	6	8	5	8	3	7	7	10	8
Neutral (5)	4	7	8	7	9	9	11	10	7	7	9	9
Likely (6-10)	90 (↑V)	90 (↑V)	84	87	83	86	81	87	86 (↑V)	86	81	83
Mean rating (out of 10)	7.6	8.0	7.6	7.8	7.5	7.8	7.3	7.5	7.5	7.6	7.4	7.7

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes operator(s) that this result is significantly higher than; 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 Transit Coachlines (n=23) too small to provide statistically reliable results.

Rating of 6-10 significantly more likely among passengers:

- Using a SuperGold card (92%)
- Aged 45-59 (90%) and 65+ (92%)

Rating of 0-4 significantly more likely among passengers:

- Travelling outbound (8%)
- Aged 18-24 (8%)

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) is the most frequently mentioned suggestion for improvements to Wellington's public transport system, being mentioned unprompted by 10% of passengers. Eight per cent of all respondents 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 (8%). A further 6% of respondents suggest the introduction of integrating ticketing, including allowing Snapper cards to be used across all services and unifying the ticketing system across all modes.

This year respondents were significantly less likely to suggest cheaper fares (7%, down from 10% last year) and specifically cheaper fares for students (down from 4% to 2%).

Four per cent of respondents specifically state that no improvements to Wellington's public transport services are needed (stable from last year), whilst 34% (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		Significantly More Likely To Be Mentioned By Those ...
	2014 (N=4,298)	2015 (N=4,426)	
Improved reliability of services – run on time/to timetable	10	10	<ul style="list-style-type: none"> Travelling during the AM peak (12%) Using a Monthly Pass (14%)
More frequent services	8	8	<ul style="list-style-type: none"> Using a Stored Value card (10%) Female (9%)
Cheaper fares	10	7	<ul style="list-style-type: none"> Aged 25-34 (9%)
More buses on the route/more carriages/more seats available/reduce overcrowding	6	6	<ul style="list-style-type: none"> Travelling during peak times (7%), specifically the PM peak (8%) Using a Ten Trip card (8%) or a Monthly Pass (9%)
Integrated ticketing/automate ticketing system	6	6	<ul style="list-style-type: none"> Travelling during peak times (7%) Using a Ten Trip card (8%) Male (7%) Aged 25-34 (8%) and 45-59 (8%) years old
Friendlier drivers	3	3	<ul style="list-style-type: none"> Travelling on the Go Wellington service (7%) Using a Stored Value card (6%) Female (4%)
Improvements to stops/stations/wharves (shelters, seating, toilets, rubbish bins etc.)	2	3	<ul style="list-style-type: none"> Aged 15-17 years old (5%)
More/more frequent weekend/late night/holiday services	3	3	<ul style="list-style-type: none"> Travelling on the Valley Flyer (5%) Travelling during off-peak times (4%), specifically the weekend (5%) Using a Stored Value card (4%)
Less delays/breakdowns	0	2	<ul style="list-style-type: none"> Using a Monthly Pass (3%)

Suggestion for Improvement	Total Sample		Significantly More Likely To Be Mentioned By Those ...
	2014 (N=4,298)	2015 (N=4,426)	
More information about service delays, disruptions and changes (e.g. buses replacing trains)	3	2	<ul style="list-style-type: none"> Travelling during peak times (3%), specifically the AM peak (3%) Using a Monthly Pass (3%)
Cheaper fares for students	4	2	<ul style="list-style-type: none"> Travelling during interpeak times (4%) Travelling inbound (3%) Using a Ten Trip card (4%) Aged 18-24 years old (9%)
Cleaner vehicles, more comfortable, better conditions	2	2	<ul style="list-style-type: none"> Travelling on a Valley Flyer bus (4%)
More stops/destinations, wider coverage of service	2	2	
Be able to top up card at more places (online, on bus, via smartphone, more shops)	1	2	<ul style="list-style-type: none"> Travelling during peak times (2%) Using a Ten Trip card (3%) Aged 35-44 years old (4%)
Faster/more direct/fewer stops/more Express services	3	2	<ul style="list-style-type: none"> Travelling on a Newlands Coach bus (12%)
Improved information at stops (clearer, more timetables available, bilingual etc.)	2	2	
No improvements needed	4	4	<ul style="list-style-type: none"> Travelling outbound (5%) Paying by cash (7%) Aged 15-17 years old (8%)
Blank	28	34	<ul style="list-style-type: none"> Travelling during off-peak times (12%), specifically during the weekend (42%) Paying by cash (42%) or using a SuperGold card (45%) Aged 65 and older (43%)

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.

2015 results that are orange indicates a result that is significantly different (higher or lower) than the 2014 result

Suggestions for Improvement by Mode

Those travelling by train (11%) were significantly more likely to suggest more reliable services (that is, services run on time, run to the timetable and actually turn up) than those traveling by bus (8%) and ferry (4%). Ferry passengers were significantly less likely to make this suggestion than they were last year (down from 9% to 4%).

Frequency of mention of 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) (8%) than those travelling by bus (3%) or ferry (2%). 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 more off-peak services (weekend, late night, holidays etc.) (9%) whilst those travelling by bus are over-represented among those calling for friendlier staff (6%).

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

	Total Sample		Bus		Train		Ferry	
	2014 (N=4,298)	2015 (N=4,426)	2014 (n=1,346)	2015 (n=1,385)	2014 (n=2,799)	2015 (n=2,881)	2014 (n=153)	2015 (n=159)
Improved reliability of services – run on time/to timetable	10	10	10	8 (↑F)	11	11 (↑BF)	9	4
More frequent services	8	8	8	9	8	8	7	10
Cheaper fares	10	7	9	7	10	7	6	7
More buses on the route/more carriages/more seats available/reduce overcrowding	6	6	4	3	7 (↑BF)	8 (↑BF)	3	2
Integrated ticketing/automate ticketing system	6	6	4	4	7 (↑B)	7 (↑B)	8 (↑B)	8 (↑B)
Friendlier drivers	3	3	5 (↑T)	6 (↑TF)	3	3	3	1
Improvements to stops/stations/wharves (shelters, seating, toilets, rubbish bins etc.)	2	3	2	3	2	3	1	3
More/more frequent weekend/late night/holiday services	3	3	3	4 (↑T)	2	2	5 (↑T)	9 (↑BT)
Less delays/breakdowns	0	2	0	1	0	3 (↑BF)	0	0
More information about service delays, disruptions and changes (e.g. buses replacing trains)	3	2	3	1	3	3 (↑B)	1	1
Cheaper fares for students	4	2	3	2	4 (↑B)	2	2	1
Cleaner vehicles, more comfortable, better conditions	2	2	1	2	2 (↑B)	2	3 (↑B)	1
More stops/destinations, wider coverage of service	2	2	2	3 (↑T)	2	2	2	3
Be able to top up card at more places (online, on bus, via smartphone, more shops)	1	2	2	1	0	2 (↑B)	0	3
Faster/more direct/fewer stops/more Express services	3	2	3	2	3	2	8 (↑BT)	3
Improved information at stops (clearer, more timetables available, bilingual etc.)	2	2	2	1	1	2	3 (↑T)	2

	Total Sample		Bus		Train		Ferry	
No improvements needed	4	4	4	4	4	4	3	3
Blank	28	34	30 (↑T)	36 (↑T)	27	33	24	40

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.

2015 results that are orange indicates a result that is significantly different (higher or lower) than the 2014 result.

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

7. Satisfaction with the Provision of Public Transport Information

Note: These questions were asked for the first time this year. Consequently no comparative results are available.

Highlights

- Of the three sources of public transport information considered, passengers were most satisfied with Metlink websites or mobile sites (79%). Those who travel by bus (81%) were significantly more likely to be satisfied with the website and mobile sites than train passengers (77%).
- Seventy-eight per cent of respondents were satisfied with the Real Time information available at stops, stations and wharves, train passengers (78%) significantly more likely to be satisfied than those travelling by ferry (71%).
- Of the three sources of public transport information considered, users were least satisfied with the Metlink call centre (73% satisfied, and 15% dissatisfied). Levels of satisfaction with the call centre were similar across modes.
- Ensuring the accuracy of the information provided on Real Time Information boards (and ensuring these are operational) (9%), the provision of a smartphone app (6%), making the Metlink website more user-friendly (5%) and improving the announcements about service delays and disruptions at stations, stops and ferry wharves (5%) were the most frequently-made suggestions to improve the current provision of public transport information.

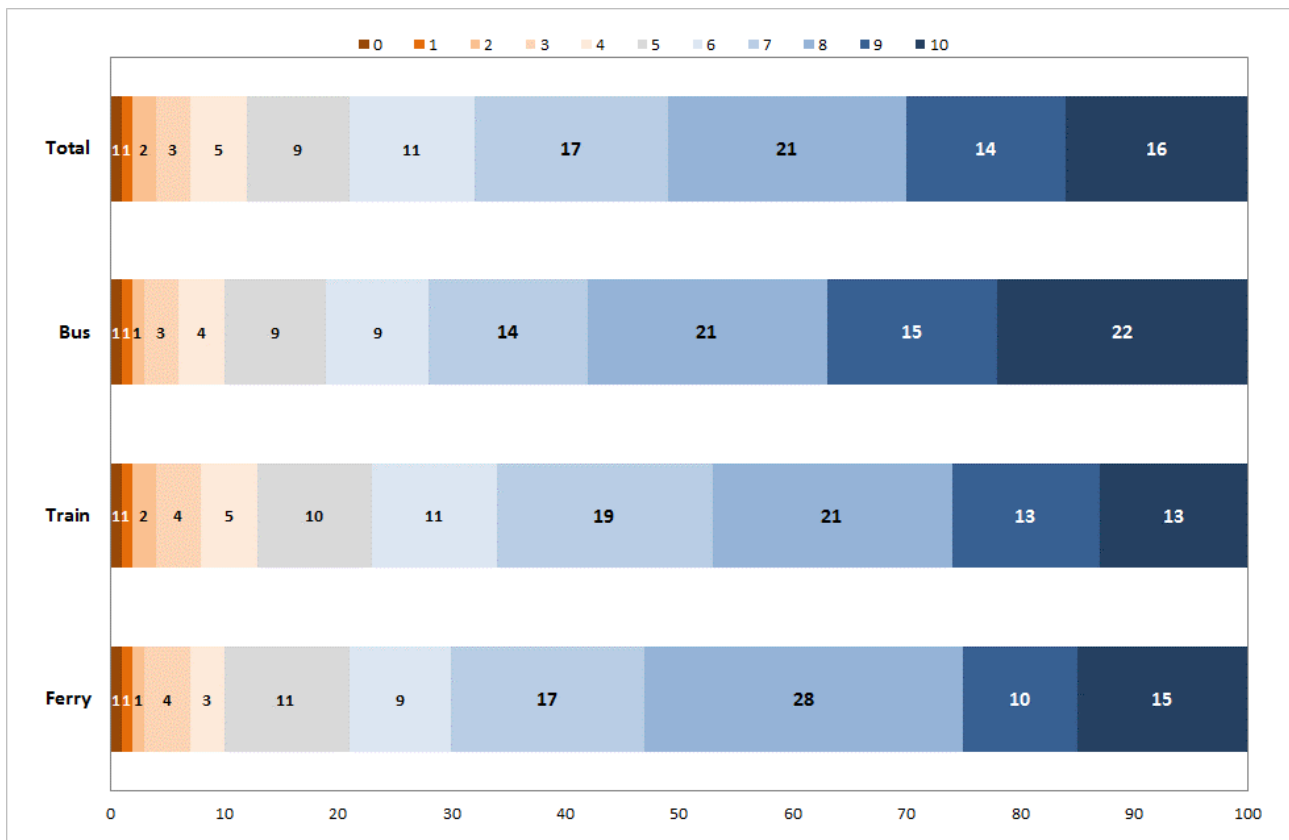
7.1 Satisfaction with the Provision of Public Transport Information

Satisfaction with Metlink Website or Mobile Sites

Of the three sources of public transport information, passengers were most satisfied with Metlink websites or mobile sites. Four out of five (79%) of those who have used the Metlink website and mobile sites were satisfied with the service (that is, giving a rating between 6 and 10), including 16% who are *extremely satisfied* (giving a rating of 10 out of 10). In contrast, 12% were dissatisfied with the sites to some extent.

Those who travel by bus (81%) were significantly more likely to be satisfied with the website and mobile sites than those travelling by train (77%).

Figure 7.1: Satisfaction with Metlink Websites or Mobile Sites – By Mode of Transport (%)



	Total	Bus	Train	Ferry
Rating	(N=3,809)	(n=1,161)	(n=2,530)	(n=118)
Dissatisfied (0-4)	12	10	13 (↑B)	10
Neutral (5)	9	9	10	12
Satisfied (6-10)	79	81 (↑T)	77	78
Mean rating (out of 10)	7.2	7.5	7.0	7.2

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- Using a Stored Value card (85%)
- Travelling inbound (80%)
- Aged 18-24 years (82%)

Rating of 0-4 significantly more likely among passengers:

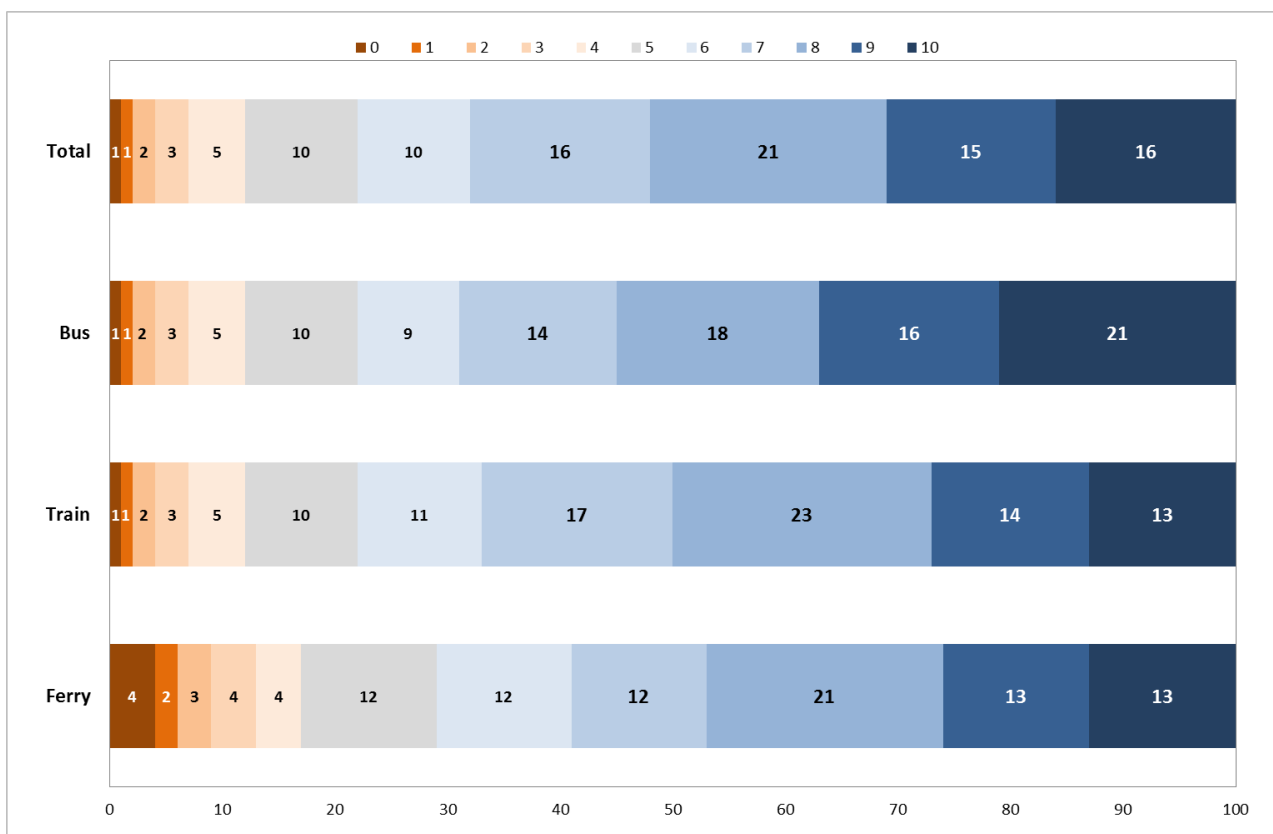
- Travelling during the PM peak (14%)

Satisfaction with Real Time Information at Stops, Stations and Wharves

Seventy-eight per cent of respondents were satisfied with the Real Time information that they had available to them at stops, stations and wharves (that is, giving a rating between 6 and 10), including 16% who are *extremely satisfied* (giving a rating of 10 out of 10). Twelve per cent of respondents were dissatisfied to some extent with the Real Time information.

Those who travel by train (78%) were significantly more likely to be satisfied with the Real Time information at their station than those travelling by ferry (71%).

Figure 7.2: Satisfaction with Real Time Information at Stops, Stations and Wharves – By Mode of Transport (%)



	Total	Bus	Train	Ferry
Rating	(N=4,025)	(n=1,253)	(n=2,647)	(n=126)
Dissatisfied (0-4)	12	12	12	17
Neutral (5)	10	10	10	12
Satisfied (6-10)	78	78	78 (↑F)	71
Mean rating (out of 10)	8.2	8.3	8.1	7.7

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

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

Rating of 6-10 significantly more likely among passengers:

- Aged 18-24 years (82%)

Rating of 0-4 significantly more likely among passengers:

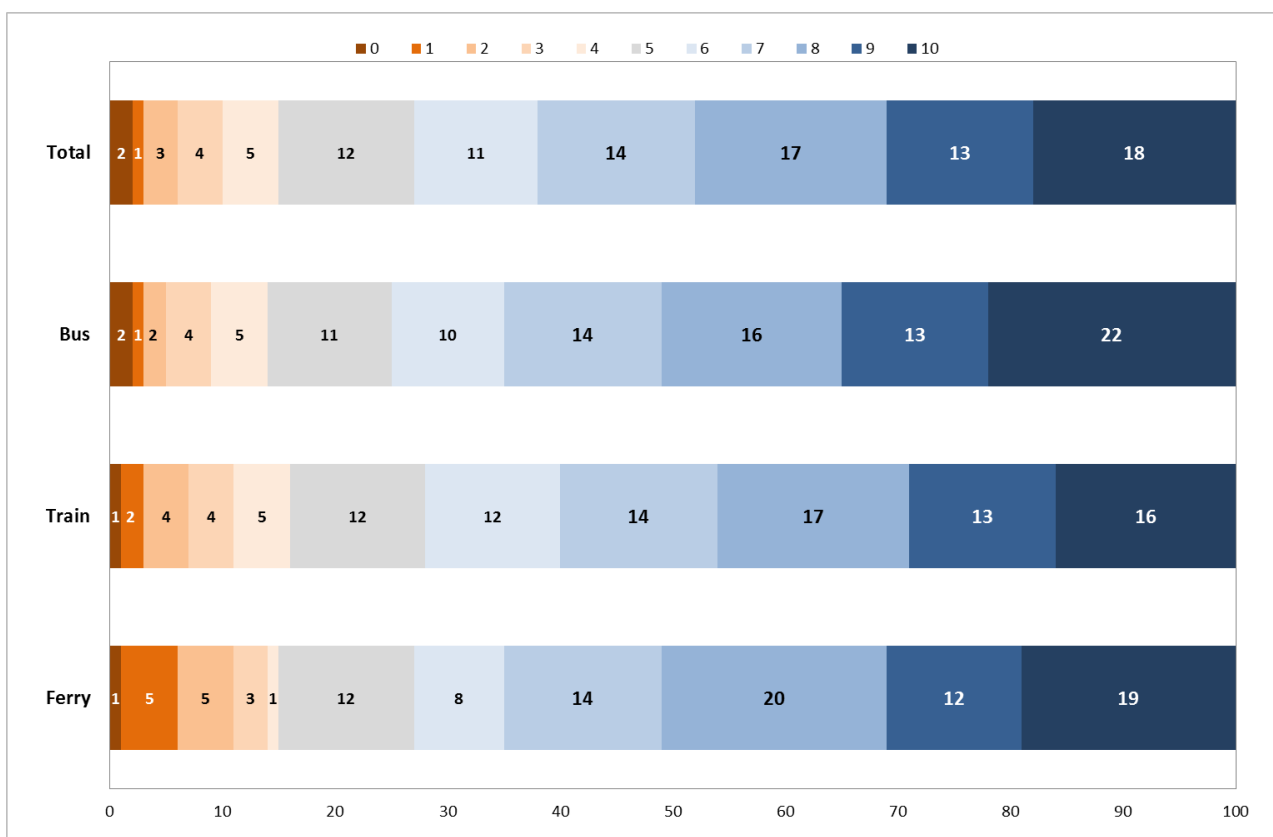
- Aged 25-34 years (16%)

Satisfaction with Metlink Call Centre

Of those who have contacted the Metlink call centre, 73% reported being satisfied with the service received (that is, giving a rating between 6 and 10), including 18% who are *extremely satisfied* (giving a rating of 10 out of 10). In contrast, 15% of respondents expressed dissatisfaction with this service (giving a rating between 0 and 4).

There was no significant differences in satisfaction with the Metlink call centre between the different modes of transportation.

Figure 7.3: Satisfaction with Metlink Call Centre – By Mode of Transport (%)



	Total	Bus	Train	Ferry
Rating	(N=1,662)	(n=653)	(n=966)	(n=44)
Dissatisfied (0-4)	15	14	16	15
Neutral (5)	12	11	12	12
Satisfied (6-10)	73	75	72	73
Mean rating (out of 10)	8	8.2	7.9	7.9

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

2015 results that are orange indicate a result that is significantly different (higher or lower) than the 2014 result.

Letter notation denotes mode(s) that this result is significantly higher than in the survey wave; 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 45-59 years (20%)
- Travelling outbound (17%)

7.2 Suggestions for Improvement to Provision of Public Transport Information

Overall Results

The most frequently mentioned suggestion for improvements to the way public transport information is provided is to ensure the accuracy of the data on the Real Time information boards and also to ensure that the boards are working at all times, this being mentioned unprompted by 9% of respondents. Other frequently mentioned suggestions were to provide a smartphone application or make the mobile site more user-friendly (6%), to make the website more user-friendly/easier to navigate (5%) and to better communicate service delays and disruptions at stations and stops, particularly through more and clearer station announcements (5%). All three of these suggestions were especially likely to be made by those who travel during peak times. In addition to this, 3% of public transport users noted that online or text alerts arrive too late to be meaningful.

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 7.1: Suggestions for Improvement to Provision of Public Transport Information (%)

Suggestion for Improvement	Total Sample (N=4,426)	Significantly More Likely To Be Mentioned By Those ...
Ensure accuracy of Real Time data/ensure boards are broken	9	
Provide a smartphone app/mobile site not user friendly	6	<ul style="list-style-type: none"> Travelling during peak times (7%), especially during the PM peak (8%) Monthly Pass users (8%) Male (8%) Aged 25-34 years old (9%)
Make website easier to use/navigate/more user friendly/clearer	5	<ul style="list-style-type: none"> Travelling during peak times (6%), especially during the PM peak (7%) Monthly Pass users (7%)
Announce/better communicate delays at stations/stops	5	<ul style="list-style-type: none"> Travelling during peak times (5%) Monthly Pass users (7%)
Provide/improve online/text alerts, arrive too late to be meaningful	4	<ul style="list-style-type: none"> Ten Trip (5%) and Monthly Pass users (6%)
Get (more) Real Time boards	3	
Explain why there are delays/give more detail/time to fix	3	<ul style="list-style-type: none"> Monthly Pass users (4%)
Use Real Time info, not timetabled information	2	<ul style="list-style-type: none"> Travelling with Go Wellington (3%) Stored Value card users (3%) Aged 35-44 years old (3%)
Friendlier/safer bus/train/ferry staff	2	<ul style="list-style-type: none"> Travelling with Go Wellington (3%)
More/better signage/maps/timetables	2	
No improvements needed	6	<ul style="list-style-type: none"> Travelling on the Mana Coach (12%) or Valley Flyer (10%) Paying by cash (11%) or using a SuperGold card (11%) Aged 15-17 years old (9%)
Blank	40	<ul style="list-style-type: none"> Travelling on the Valley Flyer (48%) Traveling off-peak (47%), especially during the interpeak times (49%)

Suggestion for Improvement	Total Sample	Significantly More Likely To Be Mentioned By Those ...
	(N=4,426)	
		<ul style="list-style-type: none"> • Paying by cash (47%) or using a SuperGold card (54%) • Aged 65 and older (52%)

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 to Public Transport Information by Mode

The most common suggestion, a request for improved accuracy of the information on Real Time boards, was mentioned with similar frequency across all modes (all 9%).

Those travelling by train (7%) were more likely to suggest a smartphone application or more user friendly mobile site than those travelling by bus (5%). Train passengers were also more likely to suggest a more user-friendly website, better communication of delays, improvements to the online/text alert service and more detailed explanations of delays (3%) than those travelling by bus or ferry.

In contrast, respondents travelling by bus (4%) and ferry (5%) were more likely to request more Real Time boards than those travelling by train (2%) while ferry passengers (4%) were significantly more likely to request an improvement to the signage, maps or timetables than both bus (2%) and train (1%) passengers.

Table 7.2: Suggestions for Improvement to Public Transport Information by mode (%)

Suggestion for Improvement	Total Sample (N=4,298)	Bus (n=1,385)	Train (n=2,881)	Ferry (n=159)
Ensure accuracy of Real Time data/Real Time boards never accurate/are broken	9	9	9	9
Provide a smartphone app/mobile site not user friendly	6	5	7 (↑B)	5
Make website easier to use/navigate/more user friendly/clearer	5	3	6 (↑B)	5
Announce/better communicate delays at stations/stops	5	3	5 (↑B)	2
Provide/improve online/text alerts, arrive too late to be meaningful	4	1	5 (↑B)	3 (↑B)
Get (more) Real Time boards	3	4 (↑T)	2	5 (↑T)
Explain why there are delays/give more detail/time to fix	3	1	3 (↑BF)	<1
Use Real Time info, not timetabled information	2	2	2	<1
Friendlier/safer bus/train/ferry staff	2	2	2	1
More/better signage/maps/timetables	2	2	1	4 (↑BT)
Provide pay stations/make payments easier/ticket office	2	1	2	2
No improvements needed	6	7	6	6
Blank	40	44 (↑T)	38	44

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.

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

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

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=209 trips (n=106 bus, n=88 train and n=15 ferry) selected using random sampling (see Section Two for full description of process);
- Data was collected over a three-week period (21st April to 10th May 2015);
- Every passenger aged 15 years or older boarding each randomly-selected bus and ferry service was invited to complete a questionnaire. For train services every second person aged 15 years or older was approached; and
- The response rate was 63% 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 (at the 95% confidence interval)	Maximum Margin of Error Allowing for Clustering (as per NZTA requirements)¹⁵
Bus	109	1,162	± 2.9%	± 4.1%
Train	88	3,010	± 1.8%	± 2.2%
Ferry	15	284	± 5.8%	

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

¹⁵ “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=1,162

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 (%)
1.6	1.0	1.2	4.2	5.1	6.3	10.0	10.5	13.3	19.8	12.6	14.5

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

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.7	0.7	0.8	2.7	5.3	4.7	10.1	11.7	16.9	18.1	10.0	17.4

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 (%)
1.9	1.4	2.1	2.9	5.0	4.4	9.7	9.2	13.3	16.9	12.9	20.2

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 (%)
0.5	0.9	0.8	2.0	2.5	3.9	7.4	8.0	12.9	17.9	16.0	27.2

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 (%)
1.1	0.1	0.1	0.4	0.9	2.0	5.2	7.1	12.0	23.8	16.8	30.5

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	0.6	0.8	0.9	2.0	2.1	5.6	8.9	12.6	20.9	19.9	25.5

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 (%)
2.4	0.4	0.6	1.4	1.7	3.9	7.2	7.3	14.6	19.5	16.7	24.4

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

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.8	0.3	0.5	0.3	1.0	0.9	4.7	4.4	10.0	21.6	22.6	32.9

Overall service Level of overall satisfaction with this trip

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.4	0.2	0.4	0.6	0.9	2.2	6.5	8.1	17.5	24.6	19.7	19.0

Service information Level of satisfaction with how easy it has been to get information about routes and timetables over the last three months

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.5	0.2	0.2	1.1	3.0	4.3	9.2	9.4	16.0	21.2	13.5	20.6

Change information Level of satisfaction with the information provided about service delays or disruption over the last three months

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
4.2	1.3	2.8	3.8	5.6	8.5	12.8	12.0	15.3	13.8	8.8	11.1

Service time Level of satisfaction with travel time (considering the distance travelled) over the last three months

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.2	0.3	0.8	1.7	2.7	4.2	8.6	10.1	18.9	20.9	13.2	17.3

Fare payment Level of satisfaction with how convenient it has been to pay for public transport over the last three months

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
2.9	0.8	0.6	1.7	3.0	4.4	8.1	8.3	13.6	21.1	14.0	21.7

Overall service Level of satisfaction with the public transport system overall over the last three months

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.7	0.3	0.2	1.1	1.7	3.7	8.1	10.8	18.9	25.2	15.2	13.1

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 (%)
2.1	0.4	0.6	0.8	2.4	1.8	7.8	8.2	16.0	21.8	13.8	24.2

SuperGoldcard used for the trip

Yes (%)	No (%)
8.4	91.6

Gender of persons surveyed

Female (%)	Male (%)
60.2	39.8

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 + (%)
11.0	27.3	18.3	14.3	17.1	3.2	8.7

Improvement ONE suggestion to improve region's public transport services

Improve reliability (services run to timetable)	15.2%
More frequent service	13.5%
Cheaper fares/less expensive	13.3%
Friendlier/more helpful drivers	7.7%
More frequent weekend/late night/holiday service	6.0%
Integrated ticketing/automate ticketing system	6.0%
Reduce overcrowding (more buses, more seats)	6.0%

Is the information for the serviced community complete? Yes

GREATER WELLINGTON REGIONAL COUNCIL - RAIL SURVEY												
Name of target community		Wellington Urban region										
Short name		Wellington										
Total number of people surveyed		N=3,010										
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 (%)	
0.4	2.1	2.8	4.4	6.2	6.3	10.9	12.0	16.5	16.6	12.0	9.8	
Service frequency Level of satisfaction with how often this service is run												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
1.1	0.3	0.7	1.9	3.4	4.2	8.8	11.5	19.4	23.4	12.6	12.7	
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 (%)	
0.7	1.6	2.1	3.2	4.7	6.8	11.2	12.8	17.3	17.9	10.9	10.8	
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 (%)	
0.1	1.3	1.2	2.9	4.2	4.8	9.1	9.0	13.3	18.6	15.8	19.6	
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 (%)	
0.7	0.2	0.3	0.3	0.6	1.4	4.5	5.6	13.6	26.5	20.5	26.0	
Vehicle quality Level of satisfaction with the temperature inside this service												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.2	0.3	0.4	0.9	1.7	2.5	6.3	7.8	14.9	24.3	20.2	20.5	
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 (%)	
2.3	0.4	0.6	0.8	1.2	2.3	7.5	7.5	16.3	23.5	18.5	19.2	
Safety and security Level of satisfaction with personal security during this trip												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.5	0.1	0.2	0.2	0.6	1.0	4.1	3.8	11.9	24.0	25.2	28.3	
Overall service Level of overall satisfaction with this trip												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.3	0.1	0.3	0.5	1.2	2.6	6.0	9.4	21.6	27.7	19.4	10.8	
Service information Level of satisfaction with how easy it has been to get information about routes and timetables over the last three months												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
1.1	0.2	0.6	1.3	2.8	3.3	7.8	11.5	18.6	25.0	13.7	14.1	
Change information Level of satisfaction with the information provided about service delays or disruption over the last three months												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
2.3	1.6	1.9	4.1	5.7	7.3	12.9	14.4	16.7	17.5	8.6	7.0	
Service time Level of satisfaction with travel time (considering the distance travelled) over the last three months												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
0.8	0.4	0.9	1.8	2.2	4.2	7.7	10.3	18.1	25.8	15.3	12.5	
Fare payment Level of satisfaction with how convenient it has been to pay for public transport over the last three months												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
1.6	0.8	1.2	2.6	5.0	6.1	9.6	12.1	17.0	21.3	12.4	10.3	
Overall service Level of satisfaction with the public transport system overall over the last three months												
NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)	
1.0	0.2	0.5	1.1	2.0	3.9	9.6	13.4	21.9	25.0	13.8	7.4	
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 (%)	
1.8	0.5	0.6	0.8	1.9	2.8	7.3	8.8	20.2	23.4	14.9	17.1	
SuperGoldcard used for the trip												
Yes (%)	No (%)											
4.4	95.6											
Gender of persons surveyed												
Female (%)	Male (%)											
50.0	50.0											
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 + (%)						
11.4	20.4	18.9	16.9	22.7	3.7	6.0						
Improvement ONE suggestion to improve region's public transport services												
Improve reliability (services run to timetable)												15.9%
Cheaper fares/less expensive												14.8%
More frequent service												10.9%
Reduce overcrowding (more carriages)												10.4%
Integrated ticketing/automate ticketing system												8.5%
Fewer delays/breakdowns												4.6%
Improvements to stations												4.5%
Better conditions, cleaner, more space, more comfortable												4.0%
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=284


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 (%)
2.5	0.0	0.0	0.7	2.5	1.4	5.0	5.0	9.9	21.3	22.3	29.4

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

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
4.1	1.1	1.5	2.2	6.4	3.7	16.5	15.7	14.2	14.6	10.1	9.7

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 (%)
1.1	0.4	0.7	3.2	3.9	4.8	12.5	13.6	17.1	17.5	11.1	17.1

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 (%)
1.4	0.0	0.4	0.7	1.1	2.8	6.7	6.0	13.4	22.3	18.0	27.2

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	0.4	0.2	0.7	1.1	2.3	5.5	6.6	16.0	24.0	17.2	24.7

Vehicle quality Level of satisfaction with the temperature inside this service

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
3.2	0.0	0.4	0.0	1.8	1.8	6.0	4.9	12.3	21.1	21.5	27.1

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 (%)
2.3	0.2	0.0	0.0	0.5	0.0	4.6	3.7	6.7	17.7	25.5	38.8

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

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
0.7	0.4	0.0	0.0	0.7	0.0	3.5	1.8	6.7	21.6	20.8	43.8

Overall service Level of overall satisfaction with this trip

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
1.1	0.0	0.4	0.0	0.7	0.4	4.4	4.4	16.3	30.0	22.2	20.0

Service information Level of satisfaction with how easy it has been to get information about routes and timetables over the last three months

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
6.5	0.4	0.7	0.4	2.2	3.2	5.4	7.5	13.6	28.3	15.1	16.8

Change information Level of satisfaction with the information provided about service delays or disruption over the last three months

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
14.2	0.7	1.4	2.8	3.9	5.3	9.2	9.6	12.4	16.7	12.8	11.0

Service time Level of satisfaction with travel time (considering the distance travelled) over the last three months

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
6.4	0.7	1.1	1.4	1.8	3.5	7.8	5.7	14.8	25.4	15.2	16.3

Fare payment Level of satisfaction with how convenient it has been to pay for public transport over the last three months

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
7.4	1.4	0.0	1.4	2.1	2.5	7.4	7.4	14.5	25.1	13.4	17.3

Overall service Level of satisfaction with the public transport system overall over the last three months

NA (%)	0 (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 (%)	8 (%)	9 (%)	10 (%)
7.4	0.4	0.4	1.1	2.8	1.8	7.4	8.9	17.4	25.5	16.7	10.3

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 (%)
2.5	0.4	1.1	0.0	0.7	1.1	6.5	5.8	15.3	27.3	17.8	21.5

SuperGoldcard used for the trip

Yes (%)	No (%)
5.3	94.7

Gender of persons surveyed

Female (%)	Male (%)
44.0	56.0

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 + (%)
2.5	9.7	18.6	25.1	30.5	3.2	10.4

Improvement ONE suggestion to improve region's public transport services

More frequent service	19.8%
More frequent weekend/late night/holiday service	13.2%
Cheaper fares/less expensive	12.1%
Integrated ticketing/automate ticketing system	6.6%
More stops/destinations, wider range of destinations	6.6%
Faster/express service/fewer stops	6.6%

Is the information for the serviced community complete? Yes

Appendix Two: Sample Profile

Appendix Table 2.1: Sample Profile – Gender and Age

	Total Sample <i>(N=4,361)</i>	Bus <i>(n=1,355)</i>	Train <i>(n=2,849)</i>	Ferry <i>(n=157)</i>
Gender				
Female	53	60 (↑TF)	50	44
Male	47	40	50 (↑B)	56 (↑B)
Age				
15-17 years	11	11 (↑F)	11 (↑F)	3
18-24 years	22	27 (↑TF)	20 (↑F)	10
25-34 years	19	18	19	19
35-44 years	16	14	17 (↑B)	25 (↑BT)
45-59 years	21	17	23 (↑B)	31 (↑BT)
60-64 years	4	3	4	3
65 years +	7	9 (↑T)	6	10 (↑T)

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 (%)

	Total Sample <i>(N=4,358)</i>	Bus <i>(n=1,354)</i>	Train <i>(n=2,846)</i>	Ferry <i>(n=158)</i>
Monthly Pass	30	5	42 (↑BF)	8
Ten Trip Ticket	25	3	35 (↑B)	44 (↑BT)
Stored Value Card	18	58 (↑TF)	<1	1
Cash	16	21 (↑T)	13	29 (↑BT)
SuperGold Card	6	8 (↑T)	4	5
Day Pass	3	2	3 (↑B)	8 (↑BT)
Other	3	3	3	5

Base: All respondents who answered this question.

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

Appendix Three: Questionnaire

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 greater 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 **YOUR TRIP TODAY** and also your recent experiences using public transport in the greater Wellington region.

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.

Please hand the questionnaire back to one of the researchers when you exit this vehicle.

THE STOP/STATION

Q1 At which suburb/station/wharf did you get **ON THIS VEHICLE** today? (Please write in)

Q2 Thinking about the stop, station or wharf **WHERE YOU GOT ON THIS VEHICLE TODAY**, how satisfied or dissatisfied are you with.....
Please circle one number in each row, using the rating scale below.

	Don't know/ Not applicable	Extremely dissatisfied									Extremely satisfied	
	NA	0	1	2	3	4	5	6	7	8	9	10
The bus stop/station/wharf being easy to get to (by car, walking, bus etc.)	NA	0	1	2	3	4	5	6	7	8	9	10
The cleanliness of the stop/station/wharf	NA	0	1	2	3	4	5	6	7	8	9	10
The provision of shelter from the weather	NA	0	1	2	3	4	5	6	7	8	9	10
Your personal safety at the stop/station/wharf	NA	0	1	2	3	4	5	6	7	8	9	10
The information available at the stop/station/wharf	NA	0	1	2	3	4	5	6	7	8	9	10
The ease of getting on the vehicle from the stop/station/wharf	NA	0	1	2	3	4	5	6	7	8	9	10
The stop/station/wharf overall	NA	0	1	2	3	4	5	6	7	8	9	10

Q3 What improvements would you like to see at the stop/station/wharf where you got on today?
Please write in

THE SERVICE ON THIS TRIP TODAY

Q4

Thinking about the bus, train or harbour ferry you are on now, how satisfied or dissatisfied are you with.....

Please circle one number in each row, using the rating scale 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 service runs	NA	0	1	2	3	4	5	6	7	8	9	10
The service 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 bus, train or ferry (e.g. ramps, handrails, steps, etc.)	NA	0	1	2	3	4	5	6	7	8	9	10
The ease of getting off the bus, train or ferry (e.g. ramps, handrails, steps, etc.)	NA	0	1	2	3	4	5	6	7	8	9	10
The helpfulness of the driver/staff	NA	0	1	2	3	4	5	6	7	8	9	10
The attitude of the driver/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
This trip overall	NA	0	1	2	3	4	5	6	7	8	9	10

PUBLIC TRANSPORT (INCLUDING TRAINS, BUSES AND HARBOUR FERRIES)

Q5

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

Please circle one number in each row

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
The public transport system overall	NA	0	1	2	3	4	5	6	7	8	9	10



Q6

Thinking about getting public transport information, how satisfied or dissatisfied are you with:
Please circle NA if you have not used this service.

The Metlink call centre	NA	0	1	2	3	4	5	6	7	8	9	10
Metlink website or mobile sites	NA	0	1	2	3	4	5	6	7	8	9	10
Real Time Information at stops, stations and wharves	NA	0	1	2	3	4	5	6	7	8	9	10

Q7

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

Please write in

Q8

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

Q9

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

Please write in

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	Stored Value Card (e.g. Snapper, Smartcard)	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 ONE OF THE RESEARCHERS WHEN YOU EXIT THE VEHICLE.



THANKS

Appendix Four: Suggestions for Improvements (Full Lists)

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

Suggestion for Improvement	Total Sample	
	2014 (N=4,298)	2015 (N=4,436)
More/improved shelter from weather (wind, rain, sun)	19	18
Cleaner stops and stations, including having more rubbish bins available	8	9
More seats available	5	4
More information available/information easier to read (e.g. timetables, pricing, routes etc.)	5	4
More information/better warning of service delays/disruptions/replacement buses	3	4
More Real Time Information boards	4	3
Ensure electronic signs are correct/show actual times/face the right way etc.	1	3
More/improved parking available	3	2
Maintenance work – fix leaks in roof, holes in footpath, remove graffiti, replace broken glass etc.	2	2
Build new building/shelter/finish renovations	2	2
Better lighting	3	2
Better access to the stop/station (improved footpaths, over-bridges, pedestrian crossing etc.)	3	2
Improved access to toilet facilities	2	2
Provide a waiting area/waiting lounge (with water, music, coffee, ATM, newspapers, vending machines etc.)	2	2
Improved pedestrian safety – non-slip surfaces etc.	2	1
Improve security/install security cameras	2	1
More services available through the stop	1	1
More visually appealing – colour, gardens, flowers etc.	1	1
Announce train/bus arrivals/clearer announcements	<1	1
More considerate drivers – stop closer to platform, don't leave so early etc.	<1	1
More ticketing options/smaller line for tickets/allow snapper on more services	0	1
Have automated ticketing machines available (able to top up/check balance)	1	1
Have a clock/actual time available on Real Time Information boards	<1	1
Bigger stops generally/more space	1	1
Too hot/too cold/provide air-conditioning or heaters	0	1

Suggestion for Improvement	Total Sample	
	2014	2015
	(N=4,298)	(N=4,436)
Have more customer service staff available	1	1
Control or remove homeless people, undesirables	1	<1
Have bike storage/transport facilities available	<1	<1
Ban smoking at stops/stations or have a designated smoking area	1	<1
Ensure passengers and drivers are more visible to one another/easier to see bus coming	1	<1
Have Wi-Fi available	<1	<1
Places to queue/some way for passengers to board more orderly	<1	<1
More room around stops (to separate those waiting from pedestrians walking past)	<1	<1
Open later at night	1	<1
Friendlier staff	1	<1
Resolve issues with bus at back of queue not being visible/multiple buses	0	<1
Station is isolated/poorly located	0	<1
Have more stops along the route/not so far between stops	<1	<1
Animal/pest/bird control	0	<1
Make bays for buses to pull into	0	<1
More drop off/pick up points for cars	<1	<1
Keep other vehicles out of bus zone	0	<1
No improvements needed	8	6
Blank	41	40

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 (%)

Suggestion for Improvement	Total Sample	
	2014	2015
	(N=4,298)	(N=4,426)
Improved reliability of services – run on time/to timetable	10	10
More frequent services	8	8
Cheaper fares	10	7
More buses on the route/more carriages/more seats available/reduce overcrowding	6	6
Integrated ticketing/automate ticketing system	6	6
Friendlier drivers	3	3
Improvements to stops/stations/wharves (shelters, seating, toilets, rubbish bins etc.)	2	3
More/more frequent weekend/late night/holiday services	3	3
Less delays/break downs	0	2
More information about service delays, disruptions and changes (e.g. buses replacing trains)	3	2
Cheaper fares for students	4	2
Cleaner vehicles, more comfortable, better conditions	2	2
More stops/destinations, wider coverage of service	2	2
Be able to top up card at more places (online, on bus, via smartphone, more shops)	1	2
Faster/more direct service/fewer stops/more Express services	3	2
Improved information at stops (clearer, more timetables available, bilingual etc.)	2	2
Better connections/co-ordination between services	2	1
Safer driving practices (e.g. no speeding, don't run red lights, don't drive before everyone is seated)	1	1
Get rid of old trains/more new trains	1	1
Improved heating/air-conditioning/temperature control	1	1
Have back-up buses/trains for when delays or cancellations occur	1	1
Free Wi-Fi/Wi-Fi on board	1	1
Ensure GPS/Real Time Information provided for every bus	<1	1
Improve smartphone app (be able to check card balance, review timetable etc.)	1	1
Staff need to have more courage to enforce rules e.g. feet on seats, noisy children etc.	<1	1
More/cheaper car parking near to stop/station	1	1
More bus lanes/better enforcement of bus lanes	1	1

Suggestion for Improvement	Total Sample	
	2014	2015
	(N=4,298)	(N=4,426)
Improvements/better co-ordination of timetable e.g. don't have slow trains in front of express trains etc.)	1	1
Be able to pay fare via EFTPOS	1	1
Ensure fares reflect distance travelled	<1	<1
Staff need more training	<1	<1
More space on board for bikes/more bike friendly	<1	<1
Get engine working properly/improved vehicle maintenance	<1	<1
Extend the hours for SuperGold Card holders	<1	<1
Services should not leave earlier than timetable	<1	<1
Better website/improve ease of navigation/ensure correct information provided	1	<1
Be more environmentally friendly	0	<1
Improve wheelchair accessibility	<1	<1
Don't replace trains with buses	<1	<1
Less slippery tracks/get new tracks	<1	<1
Keep trolley buses/get more trolley buses	<1	<1
Announce stops	<1	<1
Better communication with passengers generally	<1	<1
Drivers need to be more observant – look out for passengers waiting at stops	<1	<1
Get light rail	0	<1
Have entertainment on board e.g. movies, TV, music	<1	<1
Offer a daily fare	<1	<1
Synchronise the clock on board with Real Time boards	0	<1
Get rid of trolley buses	<1	<1
PowerPoints on board	<1	<1
Drivers need more change/don't get angry when passengers pay with notes	<1	<1
Ban smoking at the stop/station/wharf	0	<1
Introduce PayWave system	<1	<1
Get newer buses	0	<1
Advertise more where to buy tickets/cards	0	<1
Quieter service	<1	<1
More staff in general	0	<1
Advertise to encourage people to use it	0	<1
Food should be allowed on board	0	<1
Train needs to stop at the same platform every time	0	<1
Ticket office open longer hours/on weekends	<1	<1

Suggestion for Improvement	Total Sample	
	2014	2015
	(N=4,298)	(N=4,426)
Get rid of safety announcements as it's annoying	0	<1
Stop carrying bikes	0	<1
More electronic displays	0	<1
No improvements needed	4	4
Blank	28	34

Base: All respondents who answered this question.

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

Appendix Table 4.3: Suggestions for Improvement to Provision of Public Transport Information (%)

Suggestion for Improvement	Total Sample
	2015
	(N=4,426)
Ensure accuracy of Real Time data/Real Time boards never accurate/are broken	9
Provide a smartphone app/mobile site not user friendly	6
Make website easier to use/navigate/more user friendly/clearer	5
Announce/better communicate delays at stations/stops	5
Provide/improve online/text alerts, arrive too late to be meaningful	4
Get (more) Real Time boards	3
Explain why there are delays/give more detail/time to fix	3
Use Real Time info, not timetabled information	2
Friendlier/safer bus/train/ferry staff	2
More/better signage/maps/timetables	2
Show late services instead of it dropping off the board	1
Easier to understand/better replacement information (i.e. bus is replacing train)	1
Provide more information/communication/easier to understand	1
Improve the route planner/easier to find particular services	1
Keep information up to date and accurate	1
Better staff knowledge/training	1
Have an integrated ferry/bus/train fare	1
Have helpline be open longer hours/provide automated delay message	1
Reposition Real Time boards/cannot be seen from waiting area/entrance	<1
Service/route is difficult to understand for non-regular user	<1
Cannot hear/understand announcements when made	<1
Be able to bookmark favourite stops/routes across difference devices on website	<1
Provide information pamphlets	<1
Friendlier call centre staff/hard to understand	<1
Be able to specify routes/times to get notifications about, not the full system	<1
Provide a clock/time on screens	<1
Clearer information about disruptions from special scheduled events	<1
Provide more information on website (i.e. fares)	<1
Better/more frequent updates via social media (i.e. Facebook, twitter)	<1
Quicker/better response to customers	<1
Fare/zone system is confusing/not fair/unclear	<1
Explain/make Real Time boards easier to understand	<1
Announce/display the next stop to passengers	<1
Proactively promote how information can be accessed	<1
Full buses/trains should display "Full buss/train" signs	<1
Publically announce service disruptions (i.e. over radio)	<1

Suggestion for Improvement	Total Sample
	2015
	(N=4,426)
Stop the automatic voice on buses	<1
Information available in more languages	<1
Give Real Time in distance (kms) not time	<1
Promote university buses better	<1
Place QR codes on all stops/stations	<1
Cancelled services should not appear on Real Time board	<1
Come up with an easier way to get updates	<1
Have one consistent brand	<1
Have a speak function on Real time boards	<1
Distinguish between trains and buses on Real Time boards	<1
No improvements needed	6
Blank	40

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	2014 (n=1,346)	2015 (n=1,385)
Personal security during this trip	94	92
The ease of getting on the vehicle from the stop/station/wharf	93	92
The stop/station/wharf being easy to get to	93	92
The ease of getting on the vehicle	92	92
The ease of getting off the vehicle	91	91
Comfort of the inside temperature	90	88
The helpfulness of the driver/staff	85	85
The information available at the stop/station/wharf	80	85
The attitude of the driver/staff	86	84
Your personal safety at the stop/station/wharf	85	84
Having enough seats available	87	82
Ease of getting information about public transport routes and timetables	84	82
The travel time	81	81
How convenient it is to pay for public transport	80	81
The cleanliness of the stop/station/wharf	80	77
How often the service runs	78	75
The value for money of the fare	72	74
The service being on time	77	72
The stop/station/wharf providing shelter from the weather	67	67
Information about service delays or disruptions	55	64

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

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	2014 (n=2,799)	2015 (n=2,881)
Personal security during this trip	96	94
The ease of getting on the vehicle	95	93
The ease of getting off the vehicle	95	93
The ease of getting on the vehicle from the stop/station/wharf	95	93
The stop/station/wharf being easy to get to	90	90
Comfort of the inside temperature	90	88
The helpfulness of the driver/staff	90	87
The attitude of the driver/staff	89	87
Your personal safety at the stop/station/wharf	87	86
Ease of getting information about public transport routes and timetables	83	84
The information available at the stop/station/wharf	85	83
The travel time	83	83
The cleanliness of the stop/station/wharf	82	80
How often the service runs	80	80
Having enough seats available	82	76
The stop/station/wharf providing shelter from the weather	75	74
How convenient it is to pay for public transport	74	74
The value for money of the fare	68	70
The service being on time	77	67
Information about service delays or disruptions	65	66

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

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	2014 (N=153)	2015 (n=159)
Personal security during this trip	99	95
The attitude of the driver/staff	98	95
The cleanliness of the stop/station/wharf	96	95
The helpfulness of the driver/staff	95	95
The stop/station/wharf being easy to get to	94	95
The ease of getting on the vehicle from the stop/station/wharf	90	93
Comfort of the inside temperature	95	90
The ease of getting off the vehicle	94	90
The service being on time	91	90
The ease of getting on the vehicle	92	89
Having enough seats available	95	88
Your personal safety at the stop/station/wharf	92	88
Ease of getting information about public transport routes and timetables	88	87
How convenient it is to pay for public transport	81	84
The travel time	79	83
The information available at the stop/station/wharf	80	80
The value for money of the fare	81	77
Information about service delays or disruptions	67	73
How often the service runs	81	67
The stop/station/wharf providing shelter from the weather	38	53

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