

# **Environment Bay of Plenty**

# **Bus Satisfaction Survey**

**FINAL Report**

**May 2009**

*Prepared by:*  
*Damien Cullinan and Michael Hooker*  
[www.keyresearch.co.nz](http://www.keyresearch.co.nz)

# Contents

<b>1</b>	<b>Executive Summary .....</b>	<b>3</b>
1.1	Recommendations.....	7
<b>2</b>	<b>Introduction.....</b>	<b>8</b>
2.1	Research Objectives .....	8
2.2	Research Method .....	9
<b>3</b>	<b>Research Results – Bus Users.....</b>	<b>10</b>
3.1	Satisfaction Ratings.....	10
3.2	Frequency of Use .....	20
3.3	Main Purpose of Travel .....	21
3.4	Timing of Bus Use .....	22
3.5	Access to Private Transport .....	23
3.6	Motivation to Use Public Transport.....	24
3.7	Desired Improvements .....	26
3.8	Bus Use by Other Household Members .....	28
3.9	Methods of Finding Information on Bus Service .....	29
3.10	Bad Experience with Bus Service.....	30
<b>4</b>	<b>Research Results – Non-Bus Users.....</b>	<b>31</b>
4.1	Reasons for Non-Bus Use.....	31
4.2	Likelihood of Bus Use.....	32
4.3	Changes Required to Service.....	33
4.4	Use by Other Household Members .....	35
<b>5</b>	<b>Respondent Profile.....</b>	<b>36</b>

## 1 Executive Summary

### Performance of Bus Service

- The proportion of respondents rating the overall bus service as *Very Good* or *Excellent* – although remaining significantly high – has decreased since the 2006 survey for both Tauranga and Rotorua respondents.
  - Amongst Tauranga respondents, the proportion of respondents rating the overall bus service as *Very Good* or *Excellent* has decreased from 90% in 2006 to 88% in 2009.
  - Amongst Rotorua respondents, the proportion of respondents rating the overall bus service as *Very Good* or *Excellent* has decreased from 92% in 2006 to 88% in 2009.
- Overall, the proportion of respondents rating the overall bus service as *Good* has decreased slightly from 10% in 2008 to 7% in 2009.
  - That is, 95% of bus users in Tauranga and Rotorua rate their local bus service as *Good / Very Good / Excellent*.
- The proportion of respondents rating the overall bus service as *Dreadful / Very poor / poor* has remained relatively stable over the course of the study.
- Slightly more than three-quarters of bus users (78%) rate the service reliability as *Very Good* or *Excellent*, which represents a slight decrease since the 2006 survey (80%).
  - More Tauranga respondents (80%) than Rotorua respondents (75%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.
- Slightly more than four in every five bus users (82%) rate the service frequency as *Very Good* or *Excellent*, which represents a slight increase since the 2006 survey (79%).
  - More Rotorua respondents (85%) than Tauranga respondents (79%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.
- Perceived vehicle quality / comfort has decreased since the start of this survey, with slightly more than four in every five bus users (81%) rating this aspect of service as *Very Good* or *Excellent* (compared with 91% in the 2006 survey).
  - Slightly more Rotorua respondents (82%) than Tauranga respondents (81%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.
- Slightly more than four in every five bus users (85%) rate journey time as *Very Good* or *Excellent*, which represents a slight increase since the 2008 survey (81%).
  - More Rotorua respondents (88%) than Tauranga respondents (81%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.
- Four in every five bus users (80%) rate the service availability as *Very Good* or *Excellent*, which represents a slight decrease since the 2006 survey (82%).
  - More Rotorua respondents (84%) than Tauranga respondents (78%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.

- Overall, the bus service is seen to represent good value for money by a significant proportion of respondents – with 90% of users rating this aspect of service as *Very Good* or *Excellent*. This result has remained consistent for all years of the survey with the exception of 2007 where it decreased to 86%.
  - Tauranga respondents are slightly more likely (91%) than Rotorua respondents (89%) to rate this aspect as *Very Good* or *Excellent*.
- Although the large majority of bus users (84%) rate safety and personal security during the trip as *Very Good* or *Excellent*, this represents a decrease since the 2006 survey (95%).
  - Tauranga respondents are slightly more likely (86%) than Rotorua respondents (83%) to rate this aspect as *Very Good* or *Excellent*.
- Slightly more than four in every five bus users (81%) rate safety and personal security at the stops as *Very Good* or *Excellent*, which represents a decrease since the 2006 survey (89%).
  - The same proportion of Rotorua respondents and Tauranga respondents (81%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.

#### Bus Users

- The majority of bus users use their local bus service *One or Two days per week* (46%), with only a small minority using the service as regularly as *Five days a week or more* (8%).
- Tauranga bus users are more likely than Rotorua bus users to use their local bus service infrequently.
  - That is 51% of Tauranga respondents use their local bus service *One or two days per week* – compared with 41% of Rotorua respondents.
- The majority of respondents (73%) use the bus service in *Off peak times (9am to 4pm)*.
  - Tauranga respondents are by far more likely to use the bus service at *Off peak times* (79%) than Rotorua respondents (67%).
- *Shopping* (38%), *Work* (23%) and *Recreation* (23%) remain the principal purposes for travel on the bus service.
  - Rotorua respondents were more likely (42%) than Tauranga respondents (34%) to state *Shopping* as the main purpose for their travel, whilst Tauranga respondents were more likely (30%) than Rotorua respondents (16%) to state *Recreation* as the main purpose for their travel.
- The proportion of Rotorua respondents primarily using the local bus service for *Work* (26%) has decreased significantly since the 2008 survey (34%).
- Slightly less than three in every four respondents (73%) have some access (*All / Some of the time*) to a private motor vehicle.
  - There has been an increase in the proportion of bus users with access to a private motor vehicle *All of the time* (44% in 2006, 57% in 2009), offset

by a decrease in the proportion of respondents with access to a private motor vehicle *Some of the time* (25% in 2006, 16% in 2009).

- The majority of respondents (48%) use their local bus service principally because of factors restricting their access to, or usage of a car – that is, *No alternative / don't drive / only one car family / don't own car / poor health prohibits driving*.
- *Convenient / less hassle* (35%), *Parking - costs / availability* (28%) and *Value for money / cheaper than a car* (26%), are also significant reasons for choosing public transport ahead of private transportation.
  - Tauranga bus users were more likely than Rotorua bus users to use public transport ahead of private transport for the majority of the stated reasons.
- Tauranga bus users are more likely (32%) than Rotorua bus users (20%) to chose public transport due to *Value for money / cheaper than a car*.
- Although the largest proportion of respondents (38%) stated *Don't know/nothing/happy with service*, a wide range of responses were given as to aspects of the bus service they would like to see improved. None of these factors however is particularly dominant.
  - *More bus stops and shelters* (15%), *Evening and night buses* (10%) and *More frequent buses* (10%) are the main three factors respondents would like to see improved.
- The majority of bus users (69%) live in a household where they are the only member using the local bus service.
- Almost half of these household members (45%) use the bus service *One or Two days per week*.
- *The timetable booklet* (73%) and *Timetable information at the bus stops* (29%) are by far the main ways bus users find out about their services.
- Slightly more than one-half of respondents (55%) have *Never* personally had experienced any of the stated issues with the bus service in the past twelve months.
  - Minorities of respondents did report experiencing the following issues: *Bus being significantly late* (20%), *Negative experience with the driver* (15%), *Bus being driven unsafely* (14%) and *Bus not turning up* (11%).

### Non-Bus Users

- *Convenience/flexibility/independence* is by far (55%) the main reason why non-users use private transport instead of public transport.
- Slightly more than one-third of respondents (34%) stated that they *Own a car and prefer to use that*.
- A number of other reasons were also stated, none of which were dominant, such as *Too far to walk to catch bus/no bus stops nearby* (19%), *Buses are not available when needed* (19%), *Private transport is quicker/no waiting* (15%) and *Do a lot of travelling/job requires car/have work car* (12%).
- Slightly less than four in every five non-users (79%) claim that they *Would consider* using the bus service.
  - The proportion of non-users willing to consider using their local bus service has increased significantly – from 61% (2006) to 79% (2009).
- Tauranga respondents (85%) were more likely than Rotorua respondents (73%) to consider using the bus service.
- Respondents gave a wide variety of factors that could influence them into using the service, the most frequently mentioned of which are – *Change in personal situation/health/employment/mindset* (25%), *Creation of bus stops closer to home/more bus stops/wider service area* (22%) and *Loss of use of vehicle/increases in petrol prices* (10%).
  - Tauranga respondents were more likely than Rotorua respondents to state *Change in personal situation/health/employment/mindset* (28%, 20%).
- The majority of non-users (91%) live in a household where no-one uses the local bus service.
- Slight less than one-third of these household members (29%) use the bus service *One or Two days per week*.

## 1.1 Recommendations

The following recommendations are based on interpretation and analysis of the research findings by Key Research staff.

### Non Users

- The key challenges remain, in that non users profess to prefer the independence, convenience and flexibility inherent in personal car use. Therefore, the bus services need to not only communicate but *demonstrate* that they are viable transport alternatives from the specific standpoint of independence, convenience and flexibility. Crucially, this does not need to be for all occasions, but rather can be tailored for individual segments/audiences by way of specific targeted communications (shopping, socialising, etc.).
- The key specific obstacles that need to be overcome in peoples' minds are *'Too far to walk to catch bus/no bus stops nearby'*, *'Buses are not available when needed'* and *'Private transport is quicker/no waiting'*. Communications should therefore address these perceived shortcomings; but again, not for all occasions but rather for specific individual occasions.
- The potential pay-off is substantial, with 85% (Tauranga) and 73% (Rotorua) of non-users likely to consider using the bus service. *'Creation of bus stops closer to home/more bus stops/wider service area'* is a key determinant in changing behaviour.
- Other key motivators of non-users could possibly be those financial incentives, as stated by high proportions of users as reasons for using the bus (*'Parking - costs / availability'* and *'Value for money / cheaper than a car'*).

### Bus users

- Amongst users, a general trend of decreasing satisfaction can be seen in several areas. The underlying reason for this are not (especially for Tauranga) specifically apparent in the information available in this survey, but do not seem to be caused by one particular factor. It is possible that the increased patronage of the bus services, combined with changing expectations over time, are playing a role in influencing the perceptions of service. That is, new bus users may be more critical of the service, whilst service which was previously seen to be excellent can over time become expected and therefore less positively rated.
- Rotorua services in particular display a marked trend in shifting satisfaction, whereby less users rate the service as 'excellent' whilst more users rate it as 'very good'. Although dissatisfaction has not increased, this is an area of concern and should be monitored closely.

## **2 Introduction**

Environment Bay of Plenty (EBOP) is responsible for planning and contracting for public transport services within the Bay of Plenty region. It contracts for bus services in Tauranga, Rotorua, Eastern and Western Bay of Plenty.

To enable the Council to deliver these services, it receives financial assistance from the New Zealand Transport Agency. In receiving that assistance, there are a number of requirements that the Council has to meet.

One of those is to conduct an annual passenger survey of its contracted bus services. The purpose of the survey is to establish passenger's perceptions on the quality of these services.

To this end, Key Research were commissioned in 2006, 2007, 2008 and 2009 to undertake a study involving users of the bus service as well as non-bus users to assess perceptions of the EBOP bus service.

The 2009 survey is the fourth of these surveys.

This report outlines the methodology and outcomes of this research process.

### **2.1 Research Objectives**

The primary research objectives were to:

- Establish the levels of satisfaction with the bus services in Rotorua and Tauranga.
- Determine the demographic characteristics of users of the bus services.
- Identify the most important factor that could be improved in the service.

A secondary research objective was to:

- Determine the reasons for non-use of the bus services (for those who do not use the bus services).



## 2.2 Research Method

This study involved 805 telephone interviews with 403 bus users and 402 non-bus users.

- Interviewing took place between Monday April 6<sup>th</sup> and Monday May 4<sup>th</sup> 2009.
- The overall results have a margin of error of +/-3.45% at the 95% confidence level.

	Bus Users		Non-Bus Users		
	Sample	Margin of error	Sample	Margin of error	
Rotorua	201	+/-6.91%	Rotorua	201	+/-6.91%
Tauranga	202	+/-6.90%	Tauranga	201	+/-6.91%
Total	403	+/-4.88%	Total	402	+/-4.89%

The following steps were taken to ensure objectivity, validity and reliability of the study:

- The questionnaire was designed by executives from Key Research in partnership with Environment Bay of Plenty.
- Respondents were selected for participation using Telecom's random number generation service.
- All telephone interviews were conducted by trained and experienced Key Research interviewers.
- The research results were processed electronically using statistical software and analysed by executives from Key Research.

### 3 Research Results – Bus Users

The following section details the research findings amongst bus users.

#### 3.1 Satisfaction Ratings

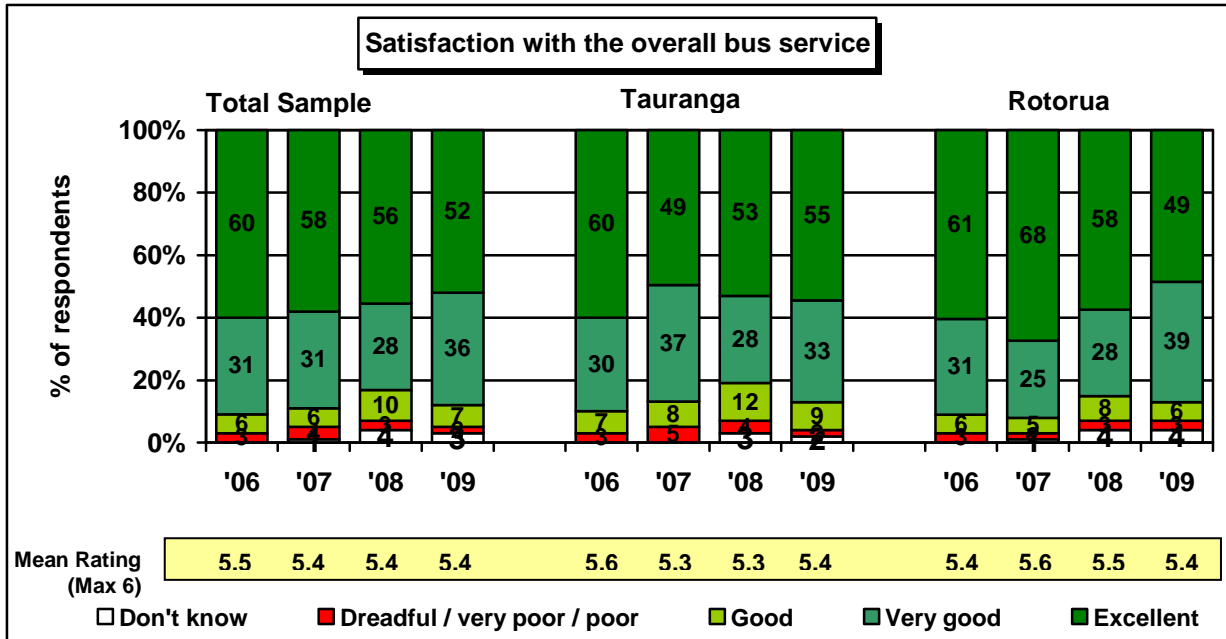
Respondents were asked to state their perceived level of performance of the bus service for a number of different attributes.

- The proportion of respondents rating the overall bus service as *Very Good* or *Excellent* – although remaining significantly high – has decreased since the 2006 survey for both Tauranga and Rotorua respondents.
  - Amongst Tauranga respondents, the proportion of respondents rating the overall bus service as *Very Good* or *Excellent* has decreased from 90% in 2006 to 88% in 2009.
  - Amongst Rotorua respondents, the proportion of respondents rating the overall bus service as *Very Good* or *Excellent* has decreased from 92% in 2006 to 88% in 2009.
- Overall, the proportion of respondents rating the overall bus service as *Good* has decreased slightly from 10% in 2008 to 7% in 2009.
  - That is, 95% of bus users in Tauranga and Rotorua rate their local bus service as *Good* / *Very Good* / *Excellent*.
- The proportion of respondents rating the overall bus service as *Dreadful* / *Very poor* / *poor* has remained relatively stable over the course of the study.

**Table 1:**

Overall bus service	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Dreadful / Very poor / Poor	3	5	4	2	3	2	3	3	3	4	3	2
Good	7	8	12	9	6	5	8	6	6	6	10	7
Very Good	30	37	28	33	31	25	28	39	31	31	28	36
Excellent	60	49	53	55	61	68	58	49	60	58	56	52
Don't know	-	-	3	2	-	1	4	4	-	1	4	3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

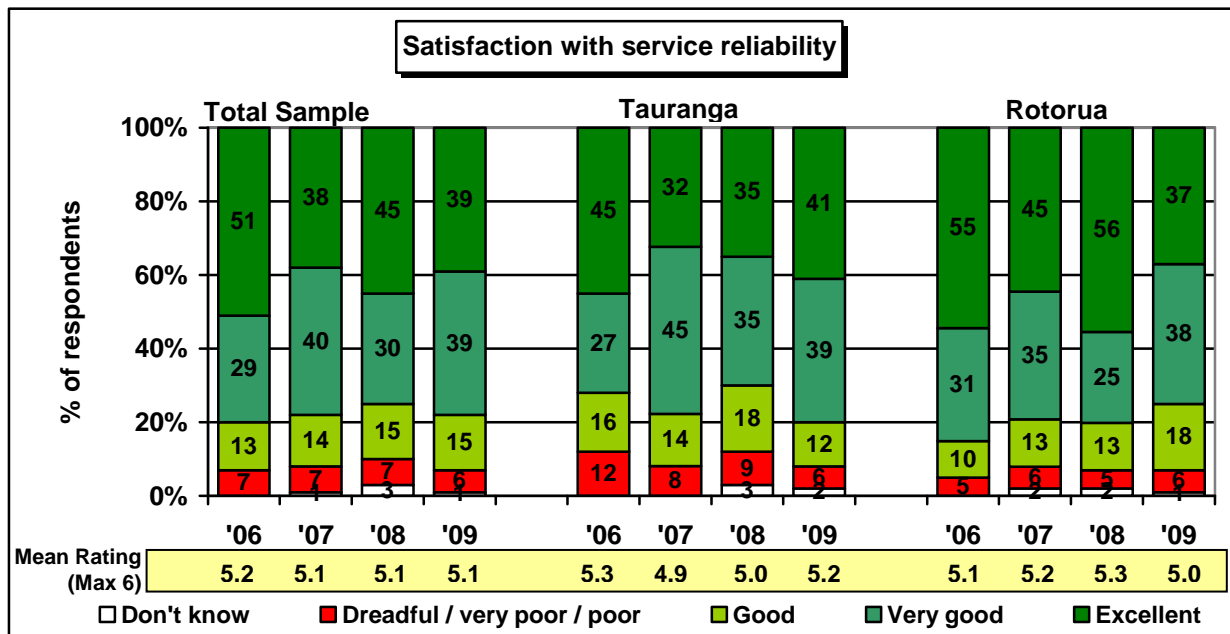


- Slightly more than three-quarters of bus users (78%) rate the service reliability as *Very Good* or *Excellent*, which represents a slight decrease since the 2006 survey (80%).
  - More Tauranga respondents (80%) than Rotorua respondents (75%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.

**Table 2:**

Service reliability	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Dreadful / Very poor / Poor	12	8	9	6	5	6	5	6	7	7	7	6
Good	16	14	18	12	10	13	13	18	13	14	15	15
Very Good	27	45	35	39	31	35	25	38	29	40	30	39
Excellent	45	32	35	41	55	45	56	37	51	38	45	39
Don't know	-	-	3	2	-	2	2	1	-	1	3	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

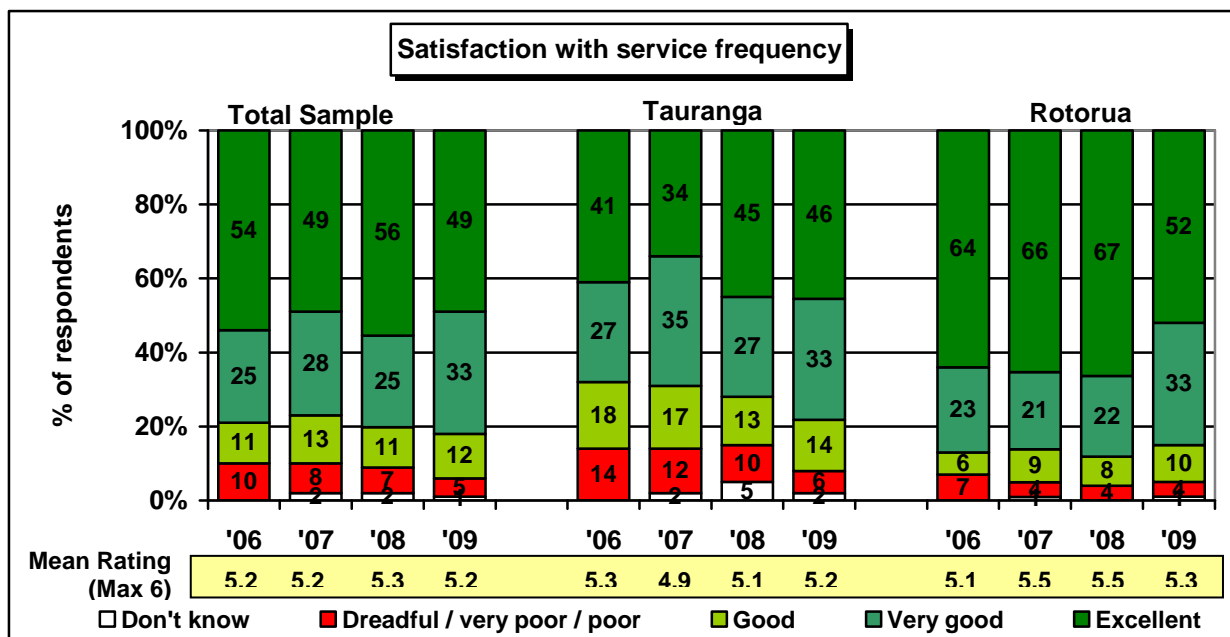


- Slightly more than four in every five bus users (82%) rate the service frequency as *Very Good* or *Excellent*, which represents a slight increase since the 2006 survey (79%).
  - More Rotorua respondents (85%) than Tauranga respondents (79%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.

**Table 3:**

Service frequency	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Dreadful / Very poor / Poor	14	12	10	6	7	4	4	4	10	8	7	5
Good	18	17	13	14	6	9	8	10	11	13	11	12
Very Good	27	35	27	33	23	21	22	33	25	28	25	33
Excellent	41	34	45	46	64	66	67	52	54	49	56	49
Don't know	-	2	5	2	-	1	-	1	-	2	2	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)



- Perceived vehicle quality / comfort has decreased since the start of this survey, with slightly more than four in every five bus users (81%) rating this aspect of service as *Very Good* or *Excellent* (compared with 91% in the 2006 survey).
  - Slightly more Rotorua respondents (82%) than Tauranga respondents (81%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.

**Table 4:**

Vehicle quality / comfort	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Dreadful / Very poor / Poor	-	4	7	4	2	2	4	6	1	3	6	5
Good	7	15	17	15	9	10	13	12	8	12	15	14
Very Good	39	44	37	43	34	27	28	41	36	36	33	42
Excellent	53	37	38	38	56	61	55	41	55	48	46	39
Don't know	1	1	1	-	-	-	-	-	-	1	1	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

- Slightly more than four in every five bus users (85%) rate journey time as *Very Good* or *Excellent*, which represents a slight increase since the 2008 survey (81%).
  - More Rotorua respondents (88%) than Tauranga respondents (81%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.

**Table 5:**

Journey time	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Dreadful / Very poor / Poor	9	5	7	8	3	5	3	4	5	5	5	6
Good	10	16	16	12	7	8	10	8	8	12	13	10
Very Good	33	45	30	32	26	28	21	39	29	37	25	36
Excellent	49	32	46	49	64	58	66	49	57	45	56	49
Don't know	-	2	3	-	-	1	-	-	1	1	1	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

- Four in every five bus users (80%) rate the service availability as *Very Good* or *Excellent*, which represents a slight decrease since the 2006 survey (82%).
  - More Rotorua respondents (84%) than Tauranga respondents (78%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.

**Table 6:**

Service availability	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Dreadful / Very poor / Poor	13	9	9	8	5	5	6	6	9	7	8	7
Good	9	19	13	14	9	10	10	9	9	15	12	11
Very Good	27	35	26	33	22	23	17	30	24	29	21	31
Excellent	51	34	49	45	64	61	67	54	58	47	58	49
Don't know	-	3	3	-	-	1	1	2	-	2	2	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)



- Overall, the bus service is seen to represent good value for money by a significant proportion of respondents – with 90% of users rating this aspect of service as *Very Good* or *Excellent*. This result has remained consistent for all years of the survey with the exception of 2007 where it decreased to 86%.
  - Tauranga respondents are slightly more likely (91%) than Rotorua respondents (89%) to rate this aspect as *Very Good* or *Excellent*.

**Table 7:**

Value for money	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Dreadful / Very poor / Poor	1	3	3	3	4	3	3	5	2	3	3	4
Good	8	13	8	3	7	7	5	6	7	10	7	5
Very Good	22	29	24	21	23	21	22	26	22	25	23	24
Excellent	69	55	65	70	66	68	70	63	68	61	68	66
Don't know	<1	<1	1	3	<1	1	-	1	1	1	1	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

- Although the large majority of bus users (84%) rate safety and personal security during the trip as *Very Good* or *Excellent*, this represents a decrease since the 2006 survey (95%).
  - Tauranga respondents are slightly more likely (86%) than Rotorua respondents (83%) to rate this aspect as *Very Good* or *Excellent*.

**Table 8:**

Safety and personal security during the trip	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Dreadful / Very poor / Poor	1	4	3	5	4	3	5	7	2	4	4	6
Good	2	14	9	8	3	13	10	10	3	13	9	9
Very Good	19	42	29	33	22	22	24	37	21	32	27	35
Excellent	78	39	56	53	72	61	61	46	74	50	58	49
Don't know	-	1	3	1	-	-	1	1	-	1	2	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

- Slightly more than four in every five bus users (81%) rate safety and personal security at the stops as *Very Good* or *Excellent*, which represents a decrease since the 2006 survey (89%).
  - The same proportion of Rotorua respondents and Tauranga respondents (81%) rate their bus service – on this aspect – as *Very Good* or *Excellent*.

**Table 9:**

Safety and personal security at the stops	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Dreadful / Very poor / Poor	1	7	6	6	7	6	4	6	5	6	5	5
Good	5	16	17	12	7	13	12	13	6	15	15	12
Very Good	20	42	27	31	23	24	27	40	22	33	27	36
Excellent	74	34	48	50	63	54	57	41	67	44	52	45
Don't know	-	1	3	2	-	3	-	1	-	2	1	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

### 3.2 Frequency of Use

Respondents were then asked how many days a week they use the bus service.

- The majority of bus users use their local bus service *One or Two days per week* (46%), with only a small minority using the service as regularly as *Five days a week or more* (8%).
- Tauranga bus users are more likely than Rotorua bus users to use their local bus service infrequently.
  - That is 51% of Tauranga respondents use their local bus service *One or two days per week* – compared with 41% of Rotorua respondents.

**Table 10:**

How many days a week do you use the bus service?	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
One	38	42	34	32	38	21	28	22	38	31	31	27
Two	20	16	22	19	28	18	19	19	23	17	20	19
Three	15	8	10	12	15	13	18	13	15	10	14	13
Four	8	5	4	9	8	4	6	9	8	5	5	9
Five	15	10	8	5	10	11	9	5	12	11	8	5
Six	3	1	1	3	1	3	4	3	2	2	3	3
Seven	-	1	2	-	-	1	-	1	-	1	1	<1
Don't know	-	1	8	1	-	2	2	3	-	2	5	2
Less often / it varies / occasionally	-	16	12	19	1	27	14	26	2	21	13	23
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

### 3.3 Main Purpose of Travel

Respondents were then asked what the main purpose of their travel on the bus service is.

- *Shopping* (38%), *Work* (23%) and *Recreation* (23%) remain the principal purposes for travel on the bus service.
  - Rotorua respondents were more likely (42%) than Tauranga respondents (34%) to state *Shopping* as the main purpose for their travel, whilst Tauranga respondents were more likely (30%) than Rotorua respondents (16%) to state *Recreation* as the main purpose for their travel.
- The proportion of Rotorua respondents primarily using the local bus service for *Work* (26%) has decreased significantly since the 2008 survey (34%).

**Table 11:**

What is the main purpose of your travel on the bus service?	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Shopping	28	38	43	34	38	40	38	42	35	39	41	38
Work	21	18	22	20	29	22	34	26	23	20	28	23
Recreation	13	17	21	30	9	13	16	16	11	15	19	23
Doctor/Hospital	7	5	6	4	1	4	4	5	4	5	5	4
Study (non school)	5	2	2	2	1	2	2	4	2	2	2	3
Visit friends	3	4	2	3	3	4	3	2	4	4	2	2
School	6	2	1	2	3	3	2	3	5	2	1	2
Sport	-	1	1	-	-	-	-	1	-	1	-	1
Other	16	13	2	5	17	12	2	2	16	12	2	4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

**Other responses from Rotorua respondents:**

Attending to business matters.

So I don't have to use the car.

**Other responses from Tauranga respondents:**

Various. (4)

Library. (2)

To town. (2)

Chiropractor.

### 3.4 Timing of Bus Use

Respondents were also asked when they usually use the bus service.

- The majority of respondents (73%) use the bus service in *Off peak times (9am to 4pm)*.
  - Tauranga respondents are by far more likely to use the bus service at *Off peak times (79%)* than Rotorua respondents (67%).

**Table 12:**

When do you usually use the bus service?	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Off peak times (9am to 4pm)	69	69	71	79	63	65	69	67	66	67	70	73
Peak times (7am to 9am or 4pm to 6pm)	31	26	27	17	37	32	27	30	34	29	27	24
It varies / anytime	-	5	2	4	-	3	4	3	-	4	3	3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

### 3.5 Access to Private Transport

Users of the bus service were also asked if they have access to a private motor vehicle.

- Slightly less than three in every four respondents (73%) have some access (*All / Some of the time*) to a private motor vehicle.
  - There has been an increase in the proportion of bus users with access to a private motor vehicle *All of the time* (44% in 2006, 57% in 2009), offset by a decrease in the proportion of respondents with access to a private motor vehicle *Some of the time* (25% in 2006, 16% in 2009).

**Table 13:**

Do you have access to a private motor vehicle?	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Yes – all of the time	37	52	49	55	47	44	53	59	44	48	51	57
Yes – some of the time	26	21	18	14	25	26	14	17	25	23	16	16
No	37	27	32	30	28	30	33	23	31	29	33	27
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

### 3.6 Motivation to Use Public Transport

Bus users were then asked why they use public transport instead of private transport.

- The majority of respondents (48%) use their local bus service principally because of factors restricting their access to, or usage of a car – that is, *No alternative / don't drive / only one car family / don't own car / poor health prohibits driving*.
- *Convenient / less hassle (35%), Parking - costs / availability (28%) and Value for money / cheaper than a car (26%),* are also significant reasons for choosing public transport ahead of private transportation.
  - Tauranga bus users were more likely than Rotorua bus users to use public transport ahead of private transport for the majority of the stated reasons.
- Tauranga bus users are more likely (32%) than Rotorua bus users (20%) to chose public transport due to *Value for money / cheaper than a car*.

**Table 14:**

Why do you use public transport (instead of private transport)?	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
No alternative / don't drive / only one car family / don't own car / poor health prohibits driving	55	45	65	54	39	54	54	42	46	49	59	48
Convenient / less hassle	13	34	36	37	19	32	30	32	17	33	33	35
Parking - costs / availability	14	22	24	32	15	13	14	25	15	18	19	28
Value for money / cheaper than a car	20	15	40	32	31	20	30	20	26	17	35	26
I like it	3	8	12	17	3	3	6	9	3	6	9	13
Socially responsible	-	6	9	9	4	5	9	9	2	6	9	9
Quicker	1	3	6	4	1	-	1	1	1	2	3	2
Other	11	14	6	3	11	20	3	4	11	17	5	3
<b>Total</b>	<b>117</b>	<b>147</b>	<b>198</b>	<b>188</b>	<b>123</b>	<b>147</b>	<b>147</b>	<b>142</b>	<b>121</b>	<b>148</b>	<b>172</b>	<b>164</b>

Base: 403 respondents (2009)

Note: Multiple responses were permitted therefore the total percentages exceed 100%.



**Other responses from Rotorua respondents:**

*Car broke down.*

*Have a car but prefers to ride bike to work and takes the bus when it's wet.*

*Car unavailable.*

*Encourage Polytech students to use buses.*

*I feel safer on the bus.*

*Public interaction.*

*To be more independent.*

*Traffic.*

**Other responses from Tauranga respondents:**

*Because of a traffic infringement.*

*Car breaks down.*

*Don't worry about all the other aggressive drivers.*

*More interesting. Meeting other people.*

*So I don't get drink and drive charges.*

### 3.7 Desired Improvements

Respondents were also asked what is the most important aspect of service they would like to see improved, in regards to the bus service.

- Although the largest proportion of respondents (38%) stated *Don't know/nothing/happy with service*, a wide range of responses were given as to aspects of the bus service they would like to see improved. None of these factors however is particularly dominant.
  - *More bus stops and shelters* (15%), *Evening and night buses* (10%) and *More frequent buses* (10%) are the main three factors respondents would like to see improved.

**Table 15:**

What is the most important factor that you would like to see improved in regards to the bus service?	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
More bus stops and shelters	n/a	n/a	n/a	18	n/a	n/a	n/a	13	n/a	n/a	n/a	15
Evening and night buses	-	-	2	8	-	-	6	12	-	-	4	10
More frequent buses	18	9	11	14	6	4	5	6	12	7	8	10
Improve the manners of drivers	2	2	5	4	3	3	3	9	2	3	4	6
Sunday buses	-	-	4	7	-	-	8	2	-	-	6	5
More reliable / punctual	7	2	6	4	3	1	4	5	5	1	5	5
Cheaper fares	3	2	3	1	3	2	3	4	3	2	3	2
Ticket discounts	n/a	n/a	n/a	1	n/a	n/a	n/a	1	n/a	n/a	n/a	1
Don't know / not sure	29	29	34	34	43	43	38	41	36	36	36	38
Other	8	13	7	9	7	23	5	9	7	18	6	9
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

\*Note: Due to question change in 2009, the only comparable responses from 2006, 2007 and 2008 include Evening and night buses; More frequent buses; Improve the manners of drivers; Sunday buses; More reliable / punctual; Cheaper fares.

**Other responses from Rotorua respondents:**

*A better place to put a pram when you've got kids.  
A special service to the supermarket. You can carry more this way than in a taxi.  
Better pram access. Some have steps, some have ramps. More ramps are needed.  
Easier for people to get on and off.  
Have more seats at bus stops at Pukuatua Street.  
I don't feel safe at the main bus stop in town because there are often teenagers playing up.  
Idiot passengers who make idiots of themselves. Bullying with school kids.  
Language of passengers.  
Lower carriage buses. Difficult to manage steps.  
Lower carriage buses. Steps are difficult.  
Make town less accessible to other vehicles.  
Map for bus routes.  
More child friendly.  
More comfortable seating and something to hold on to when you get out of the seat.  
More comfortable seats.  
Something that can help the elderly and disabled people get on and off the bus.  
The space between the seats on the bus is not big enough, especially if you are tall.*

**Other responses from Tauranga respondents:**

*"Kneeling" buses so older people can get on and off.  
Access for older people.  
Better accessibility for a pushchair.  
Destinations signed on the bus better.  
Easier access into buses and out of buses.  
Get rid of the little buses.  
Large letters on the routes.  
Less graffiti in interior of bus.  
Main bus depot could do with a face lift.  
More bus routes.  
No high steps on buses please. It's too hard to get on and off with them.  
Pavements near bus stops are lacking.  
Provide somewhere to put shopping. There is no room on most buses.  
Signage of route number and destination on the bus needs to be larger and accurate.  
Smaller buses.  
Steps are too high.  
Visibility of sign on the front of the bus.*

### 3.8 Bus Use by Other Household Members

Bus users were then asked how many members of their household, including themselves, use the local bus service and how often they did so.

- The majority of bus users (69%) live in a household where they are the only member using the local bus service.

**Table 16:**

Members of household (including respondent) using local bus service	% of Respondents			
	2006	2007	2008	2009
One	69	71	72	69
Two	19	19	18	21
Three	8	8	6	7
Four	2	2	2	2
Five or more	1	-	1	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 403 respondents (2009)

- Almost half of these household members (45%) use the bus service *One or Two days per week*.

**Table 17:**

How many days a week do other members of your household use the bus service?	% of Respondents			
	2006	2007	2008	2009
One	38	32	27	29
Two	25	17	19	16
Three	15	6	11	13
Four	8	8	3	8
Five	12	15	8	7
Six	2	1	5	-
Seven	-	3	1	1
Don't know	-	4	6	3
Other	-	14	20	23
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 124 respondents (2009)

### 3.9 Methods of Finding Information on Bus Service

Bus users were then asked what ways they use to find out about public transport bus services.

- *The timetable booklet (73%) and Timetable information at the bus stops (29%) are by far the main ways bus users find out about their services.*

**Table 18:**

Which of the following do you use to find out about public transport bus services?	% of Respondents								
	Tauranga Respondents			Rotorua Respondents			Total Respondents		
	'07	'08	'09	'07	'08	'09	'07	'08	'09
The timetable booklet (paper copy)	78	79	76	76	61	70	77	70	73
Timetable information at the bus stops	-	39	39	-	24	19	-	32	29
www.baybus.co.nz / website / Internet	14	14	12	7	8	7	11	11	9
0800 4 BAYBUS	13	11	12	12	6	15	12	9	14
Other	6	6	7	18	12	9	12	9	8
Don't know / not sure / none	2	2	1	2	13	1	2	7	1
<b>Total</b>	<b>113</b>	<b>151</b>	<b>147</b>	<b>115</b>	<b>124</b>	<b>121</b>	<b>114</b>	<b>138</b>	<b>134</b>

Base: 403 respondents (2009)

Note: Multiple responses were permitted therefore the total percentages exceed 100%.

**Other responses from Rotorua respondents:**

Just know when it comes. (9)

Ask the driver. (4)

By word of mouth. (2)

From other work colleagues working similar work shifts.

Reads the local paper.

Used to have the timetable booklet.

**Other responses from Tauranga respondents:**

Wallet card. (3)

A timetable in the newspaper.

Ask the driver.

Bus office at Greerton.

Stop outside the house.

I know they're every half an hour.

I ring the general travel information desk in town.

I know the times from when I worked and used the bus.

Pass by the window and I see the times.

Wait for the bus to arrive.

### 3.10 Bad Experience with Bus Service

Bus users were then asked if they personally had experienced any issues with the bus service in the past twelve months.

- Slightly more than one-half of respondents (55%) have *Never* personally had experienced any of the stated issues with the bus service in the past twelve months.
  - Minorities of respondents did report experiencing the following issues: *Bus being significantly late* (20%), *Negative experience with the driver* (15%), *Bus being driven unsafely* (14%) and *Bus not turning up* (11%).

**Table 19:**

Have you personally experienced any of the following within the past twelve months?	% of Respondents					
	Tauranga Respondents		Rotorua Respondents		Total Respondents	
	2008	2009	2008	2009	2008	2009
Bus being significantly late	26	22	18	18	22	20
Negative experience with the driver	20	17	17	12	18	15
Bus being driven unsafely	18	13	14	15	16	14
Bus not turning up	15	9	13	13	14	11
Bus not stopping at bus stop	12	9	10	10	11	9
Bus overcrowded with passengers	11	9	6	10	9	9
Incorrect route signage on the bus	11	9	5	6	8	7
Being charged the wrong fare	15	5	4	1	10	3
None	43	52	54	57	48	55
Other	1	5	1	5	1	5
<b>Total</b>	<b>172</b>	<b>150</b>	<b>142</b>	<b>147</b>	<b>157</b>	<b>148</b>

Base: 403 respondents (2009)

Note: Multiple responses were permitted therefore the total percentages exceed 100%.

**Other responses from Rotorua respondents:**

*Bus not pulling in close enough to the kerb for getting off. (2)*

*Sometimes the drivers don't use their seat belts which is bad news.*

*The drivers swing in very rashly before stopping.*

**Other responses from Tauranga respondents:**

*Bus signage not visible enough. (3)*

*Bus breaking down. (2)*

*Bus sometimes earlier. (2)*

*Not sufficient time to sit down before taking off.*

## 4 Research Results – Non-Bus Users

Respondents who stated that they *did not use* the bus service were asked a series of different questions than bus users.

### 4.1 Reasons for Non-Bus Use

Non-users were first asked why they use private transport instead of public transport.

- *Convenience/flexibility/independence* is by far (55%) the main reason why non-users use private transport instead of public transport.
- Slightly more than one-third of respondents (34%) stated that they *Own a car and prefer to use that*.
- A number of other reasons were also stated, none of which were dominant, such as *Too far to walk to catch bus/no bus stops nearby* (19%), *Buses are not available when needed* (19%), *Private transport is quicker/no waiting* (15%) and *Do a lot of travelling/job requires car/have work car* (12%).

**Table 20:**

Why do you use private transport instead of public transport?	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total Respondents			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Convenience/flexibility/independence	51	56	59	58	61	54	46	52	55	55	53	55
Own a car and prefer to use that	5	18	33	39	3	15	19	28	4	17	26	34
Too far to walk to catch bus/no bus stops nearby	19	8	12	16	13	6	17	23	16	7	14	19
Buses are not available when needed	16	18	16	21	12	8	7	17	14	13	12	19
Private transport is quicker/no waiting	8	7	20	21	8	11	8	10	8	9	14	15
Do a lot of travelling/job requires car/have work car	12	10	11	15	10	5	14	9	11	8	13	12
Prefer to walk/cycle	10	4	5	9	5	2	9	10	8	3	7	9
Mobility issues make public transport inappropriate	4	9	7	7	8	12	6	9	6	11	7	8
Force of habit/too lazy to use public transport	4	3	6	12	4	6	5	5	4	4	5	8
Don't like public transport/unsure of public transport	11	4	7	5	11	1	3	9	11	2	5	7
Easier to transport luggage/shopping	7	12	7	5	5	12	4	6	6	12	5	6
Public transport not suitable with young children	4	4	5	6	10	8	5	2	6	6	5	4
Don't travel/go out often	4	4	4	3	1	1	2	1	3	3	3	2
Other	12	21	3	1	20	28	2	2	15	24	2	2
<b>Total</b>	<b>173</b>	<b>178</b>	<b>195</b>	<b>218</b>	<b>182</b>	<b>169</b>	<b>147</b>	<b>183</b>	<b>175</b>	<b>174</b>	<b>171</b>	<b>200</b>

Base: 402 respondents (2009), Note: Multiple responses permitted therefore total percentage exceeds 100%.

#### 4.2 Likelihood of Bus Use

Non-bus users were then asked if they would ever consider using the bus service.

- Slightly less than four in every five non-users (79%) claim that they *Would consider* using the bus service.
  - The proportion of non-users willing to consider using their local bus service has increased significantly – from 61% (2006) to 79% (2009).
- Tauranga respondents (85%) were more likely than Rotorua respondents (73%) to consider using the bus service.

**Table 21:**

Would you ever consider using the bus service?	% of Respondents											
	Tauranga				Rotorua				Total			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Yes	58	72	79	85	65	67	72	73	61	70	76	79
No	37	23	17	14	31	32	24	23	35	27	20	19
Don't know / not sure	5	5	4	1	4	1	5	4	4	3	4	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 402 respondents (2009)



### 4.3 Changes Required to Service

Those respondents who stated that they would consider using the bus service were then asked what would need to change for them to use the service.

- Respondents gave a wide variety of factors that could influence them into using the service, the most frequently mentioned of which are – *Change in personal situation/health/employment/mindset* (25%), *Creation of bus stops closer to home/more bus stops/wider service area* (22%) and *Loss of use of vehicle/increases in petrol prices* (10%).
  - Tauranga respondents were more likely than Rotorua respondents to state *Change in personal situation/health/employment/mindset* (28%, 20%).

**Table 22:**

What is the most important thing that needs to change in order for you to use the bus service?	% of Respondents											
	Tauranga Respondents				Rotorua Respondents				Total			
	'06	'07	'08	'09	'06	'07	'08	'09	'06	'07	'08	'09
Change in personal situation/health/employment/mindset	18	22	24	28	19	19	15	20	19	20	19	25
Creation of bus stops closer to home/more bus stops/wider service	18	15	17	19	18	18	21	26	18	16	20	22
Loss of use of vehicle/increases in petrol prices	20	7	16	8	19	20	9	11	20	13	13	10
Increased education of service/timetable	5	2	9	8	8	1	3	6	6	1	6	7
Provision of a more frequent service	10	4	4	4	8	4	8	7	9	4	6	5
Increased hours/days of service	9	13	5	8	4	7	9	4	7	10	7	3
Creation of cheaper fares	6	3	2	1	2	1	3	3	4	2	2	2
Increases in reliability	2	-	4	1	-	1	1	1	1	1	2	1
Developing a more family/young child friendly service	2	-	1	-	2	2	-	2	2	1	-	1
Don't know/nothing	8	12	15	4	14	13	30	5	10	13	22	4
Other	3	22	3	3	7	14	2	1	4	19	2	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 317 respondents (2009)

**Other responses from Rotorua respondents:**

*Change the colour of the buses they are an awful green colour. Paint the buses a fashionable grey with mud splashes all over them so they look like hot pools, tourists would love them too.  
Low step on the bus.*

**Other responses from Tauranga respondents:**

*A shelter at every stop.  
Covered bus shelters. A lot aren't covered.  
Size of bus, too big.  
Smoking shouldn't be allowed.  
The steps are too high for me to reach but if that's rectified I would use the bus.*

#### 4.4 Use by Other Household Members

Non-bus users were also asked if other members of their household use the bus service and, if so, how many days a week they used this service.

- The majority of non-users (91%) live in a household where no-one uses the local bus service.

**Table 23:**

How many other members of your household use the local bus service at least once a month?	% of Respondents			
	2006	2007	2008	2009
None	91	92	91	91
One	5	4	6	6
Two	3	2	3	3
Three	1	1	-	-
Four or more	-	1	-	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 402 respondents (2009)

- Slight less than one-third of these household members (29%) use the bus service One or Two days per week.

**Table 24:**

How many days a week do other members of your household use the local bus service?	% of Respondents			
	2006	2007	2008	2009
One	18	3	33	16
Two	25	12	18	13
Three	9	3	10	11
Four	5	-	3	3
Five	40	18	20	21
Six or more	3	6	5	5
Don't know	-	55	5	16
Other	-	3	8	16
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: 38 respondents (2009)

Note: Small base size

## 5 Respondent Profile

**Table 25:**

Gender	% of Respondents	
	Bus Users	Non-Users
Male	30	37
Female	70	63
<b>Total</b>	<b>100</b>	<b>100</b>

Base: 805 respondents (2009)

**Table 26:**

Age	% of Respondents	
	Bus Users	Non-Users
18-24	5	1
25-34	6	11
35-44	12	18
45-54	13	19
55-64	13	21
65-74	28	15
75+	23	15
Refused	-	1
<b>Total</b>	<b>100</b>	<b>100</b>

Base: 805 respondents (2009)

**Table 27:**

Age or other household members who use the bus service	% of Respondents		
	Bus Users	Non-Users	Total
0-10	29	17	27
11-14	20	39	24
15-24	22	53	28
25-34	11	6	10
35-44	9	6	8
45-54	10	11	10
55-64	10	11	10
64-74	30	6	25
75+	13	14	13
Refused	1	3	1
<b>Total</b>	<b>155</b>	<b>166</b>	<b>156</b>

Base: 173 respondents (2009)

Multiple other household members = reason for not adding up to 100%, e.g. several children in different age brackets.

**Table 28:**

Total Personal Income	% of Respondents	
	Bus Users	Non-Users
Under \$12,000	12	9
\$12,000 to \$24,999	39	24
\$25,000 to \$39,999	18	21
\$40,000 to \$59,999	10	15
\$60,000+	7	15
Refused	14	16
<b>Total</b>	<b>100</b>	<b>100</b>

Base: 805 respondents (2009)

**Table 29:**

Total Household Income	% of Respondents	
	Bus Users	Non-Users
Under \$12,000	3	2
\$12,000 to \$24,999	22	12
\$25,000 to \$39,999	18	11
\$40,000 to \$59,999	15	14
\$60,000 to \$90,099	12	24
\$90,000 to \$120,099	7	9
Over \$120,000	3	7
Refused	20	22
<b>Total</b>	<b>100</b>	<b>100</b>

*Base: 805 respondents (2009)*