

Notes	
<ul style="list-style-type: none"> ➤ There were 904 responses to the survey – 484 from service users and 420 from non-users. ➤ No weighting has been applied to the results. Groups where there are less than 10 respondents are not discussed in this summary. ➤ People from BME backgrounds are under-represented as users and non-users. ➤ 65 to 74 years old are over-represented – significantly so in the users group. ➤ 16 to 34 years group are significantly under-represented as users and non-users. 	
Q1. Do you use the Park & Ride Service? Yes: 53.5% No: 46.5%	<ul style="list-style-type: none"> • A greater proportion of women than men said they use the service at 59.6% compared to 49.5%. • The 75 years and over had the greatest proportion saying they use the service at 85.7% and the 35 to 44 years group had the lowest proportion saying they use the service at 41.7%
Q2. How frequently would a bus need to depart in each direction, throughout the day, to meet your needs? Every 10 mins: 8.2% Every 15 mins: 23.8% Every 20 mins: 56.4% Other: 11.7%	<ul style="list-style-type: none"> • The majority of people traveling using a standard ticket and the majority of those traveling with an Older Person's bus pass said they need a bus to depart every 20 minutes. • The top response from those who use a ten trip ticket was every 15 minutes at 41.9%. • The majority of respondents using the service between 4 days a week and once a month said they need a bus to depart every 20 mins. • Respondents using the service five days a week or more were split. The top option from this group was 20 minutes at 38.5% followed by every 15 minutes at 34.6%.
Q3. How often do you use the Park & Ride service? 5 or more days a week: 11.5% 3 to 4 days a week: 18.7% 2 days a week: 20.9% Once a week: 21.8% Once a fortnight: 9.9% Once a month: 8.4% Less often than once a month: 8.8%	<ul style="list-style-type: none"> • The 16 to 34 years group were most likely to be using the service five days a week or more, with 44.4% selecting this response. • 60% of ten trip ticket holders use the service five days a week or more and 31% of this group use the service three to four days a week. • More than three out four people using an Older Person's bus pass use the service at least once a week. • Those that travel early (before 9am) use the service more frequently than those that travel later, with 76% using the service at least three days a week.
Q4. What sort of ticket do you tend to use for your journey? Standard Return Ticket: 31.7% Older Person's Bus Pass: 51.5% Disabled Person/Companion Bus Pass: 0.7% 10 Single Trip Ticket: 13.7% Season Ticket: 1.8% Other Bus Pass: 0.7%	<ul style="list-style-type: none"> • The data suggests that women are more likely than men to use the Ten Trip ticket with 18% using this ticket type compared to 7% of men. • 95% of respondent's age 65 years and over use an Older Person's bus pass on the P&R service. The majority traveling between into town between 9am and 12pm and out of town between 12pm and 2pm are using an Older Person's bus pass • Over 70% of people traveling five days a week or more use a ten trip pass. • The majority of those traveling before 9am use a ten trip ticket (62.5%) and almost one in four (24.0%) traveling at this time use a standard ticket.

<p>Q5a. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey at PEAK TIME (before 9am) if the bus frequency is: 20 mins</p> <p>£2.00: 49.4% £2.50: 24.0% £3.00: 21.7% £3.50: 1.8% £4.00: 3.1%</p>	<ul style="list-style-type: none"> For all groups with at least 10 respondents £2.00 was the most common answer. The only exception was the 45 to 54 years group where both £2.00 and £2.50 had an equal number of respondents answering this way. Across the different ticket types the least popular response from Standard ticket and Older person's bus pass holders was £3.50 whereas the Ten Trip ticket holders were split on their least popular response between £3.50 and £4.00.
<p>Q5b. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey at PEAK TIME (before 9am) if the bus frequency is: 15 mins</p> <p>£2.00: 30.3% £2.50: 30.7% £3.00: 29.7% £3.50: 6.7% £4.00: 2.7%</p>	<ul style="list-style-type: none"> Those aged 65 years and over said the maximum they would pay was £2.00. This aligns with the results for people using an Older person's bus pass. The most common response from those using a standard ticket was £3.00 and the most common response from those using a Ten Trip ticket was £2.50. The most common response for the groups using the service 2 days a week or once a week was £2.00. The most common response from those using the service 5 days a week or more was £2.50. A greater proportion of women were willing to pay more than men if the frequency is less than 20 minutes.
<p>Q5c. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey at PEAK TIME (before 9am) if the bus frequency is: 10 mins</p> <p>£2.00: 22.3% £2.50: 27.7% £3.00: 31.8% £3.50: 9.9% £4.00: 8.4%</p>	<ul style="list-style-type: none"> The most common response for those traveling on a standard ticket was £3.00. The most common response for those travelling using a ten trip pass was £2.50. The most common response for those using an Older Person's bus pass was £2.00. The most common response for those in the groups travelling into town once a fortnight or less the most common response was £3.00. The most common response for those travelling into town five days a week or more was £2.50.
<p>Q6a. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey OFF PEAK (after 9am) if the bus frequency is: 20 mins</p> <p>£1.60: 42.7% £2.00: 37.7% £2.50: 11.6% £3.00: 7.0% £3.50: 0.3% £4.00: 0.8%</p>	<ul style="list-style-type: none"> The top response from Ten trip ticket and Older Person's bus pass travellers was £1.60. The top response from standard ticket travellers was £2.00. Just four people responded that the maximum should be £3.50 or more. There were no significant difference in response levels between those with a disability and those without. The majority those travelling either 3 to 4 days a week or 5 days a week or more said the maximum charge should be £1.60. The top response from those travelling once a week or once a month was £2.00.

<p>Q6b. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey OFF PEAK (after 9am) if the bus frequency is: 15 mins</p> <p>£1.60: 27.2% £2.00: 45.0% £2.50: 17.2% £3.00: 8.9% £3.50: 0.7% £4.00: 1.0%</p>	<ul style="list-style-type: none"> • The top response from respondent under 65 years was £2.00. • The top response from respondents aged 65 years and over was £1.60. • £2.00 was the top response across all frequencies respondents visit the town centre ranging from 38.3% for those travelling five days a week or more to 51.7% for those travelling once a week. • The majority of those using a standard ticket said the maximum should be £2.00, while the top response from those using an Older Person's bus pass was £1.60.
<p>Q6c. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey OFF PEAK (after 9am) if the bus frequency is: 10 mins</p> <p>£1.60: 18.9% £2.00: 38.2% £2.50: 25.7% £3.00: 14.6% £3.50: 1.1% £4.00: 1.4%</p>	<ul style="list-style-type: none"> • The top response from those using a standard ticket was £2.00, with 44.5% answering this way. • The top response from those using an older person's bus pass was £2.00 at 29.3%. • The top response from those travelling five days a week or more was £2.50 at 34.8%. • The top response from ten trip ticket holders was also £2.00 with 38.5% of this group answering this way. • Over a quarter (26.3%) of those using an Older Person's bus pass said the maximum should be £1.60, compared to 13.4% of those using a standard ticket.
<p>Q7. The current Park & Ride service BEGINS at 7am on weekdays and 8am on Saturday. Would you use an earlier service if it were available?</p> <p>Yes: 9.1% No: 79.1% Not Sure: 11.8%</p>	<ul style="list-style-type: none"> • The majority of respondents across all groups said they would not use an earlier service if one was available. • The greatest support for an earlier service was from the 45 to 54 year olds where 25% said they would use an earlier service. • Almost one in five (19.2%) of those travelling five days a week or more said they would use an earlier service. • 18% of ten trip ticket holders said they would use an earlier service – those traveling more than once a week were more in favour of an earlier service than those travelling less often.
<p>Q8. Currently the last Park & Ride bus LEAVES town at 6pm for London Road and 6:10pm for Willington Street, Monday to Saturday. If the service ran later, would you use a later service?</p> <p>Yes: 46.7% No: 36.0% Not Sure: 17.3%</p>	<ul style="list-style-type: none"> • 72.5% of respondents travelling out of town between 4.30pm and 6.30pm said they would use a later service if available. • 63.5% of those travelling in before 9am and 67.3% travelling five days a week or more said they would use a later service. • A lower proportion of those using an older person's bus pass said they would use a later service than the overall result at 37.9% compared to 46.7%. • More than half of respondents with a disability said they would use a later service if available.

<p>Q9a. What is the MAXIMUM you would be prepared to pay for a group ticket that includes parking and return travel for up to five people (adults and children) travelling together between the Park & Ride site and Maidstone town centre? Every 20 mins</p> <p>£3.00: 15.5% £3.50: 8.6% £4.00: 12.3% £4.50: 2.7% £5.00: 11.3% £5.50: 1.2% £6.00: 4.4% Wouldn't use: 44.0%</p>	<ul style="list-style-type: none"> • The top response across all groups was wouldn't use. Ranging from 31.8% for the 35 to 44 year olds to 55.2% for those travelling into town once a week. • Almost half of those travelling with an older person's bus pass (48.7%) and those traveling with a ten trip ticket (49.2%) said they would use the service described. • Almost one in five (19%) of people with an older persons bus pass said they would pay £3.00 this was the second most popular response from this group. • The second most popular response from those using a standard ticket was £5.00 at 18.4%, and the third most popular answer was £4.00 at 17.6%. • 22% of those traveling five days a week or more and £23.5% of those traveling once a month said the maximum they would pay was £4.00
<p>Q9b. What is the MAXIMUM you would be prepared to pay for a group ticket that includes parking and return travel for up to five people (adults and children) travelling together between the Park & Ride site and Maidstone town centre? Every 15 mins</p> <p>£3.00: 12.7% £3.50: 5.9% £4.00: 11.4% £4.50: 6.5% £5.00: 11.4% £5.50: 3.1% £6.00: 3.7% Wouldn't use: 45.4%</p>	<ul style="list-style-type: none"> • The top response across all groups was wouldn't use. Ranging from 59.1% for those travelling into town once a week to 31.7% for those traveling into town two days a week. • One in five (20.8%) that use the service three to four days a week said the maximum they would pay was £3.00. • The second most popular response for those travelling either five days a week or more or two days a week was £4.00 at 14.9% and 17.5% respectively. • The second most common answer from standard ticket users was £5.00 at 14.8% and the second most common response from older person bus pass holders was £3.00 at 16.3%. • 31.6% of those traveling into town between 12pm and 2pm said the maximum they would pay was £4.00. • Almost one in five (19.0%) respondents with a disability said the maximum they would pay was £5.00.
<p>Q9c. What is the MAXIMUM you would be prepared to pay for a group ticket that includes parking and return travel for up to five people (adults and children) travelling together between the Park & Ride site and Maidstone town centre? Every 10 mins</p> <p>£3.00: 11.1% £3.50: 4.6% £4.00: 9.5% £4.50: 5.2% £5.00: 14.1% £5.50: 2.0% £6.00: 7.5% Wouldn't use: 46.1%</p>	<ul style="list-style-type: none"> • Wouldn't use was the top answer across all groups, ranging from 61.9% for those that use the service once a week to 31.6% for those that use the service two days a week. • The 45 to 54 years group had the greatest proportion answering £5.00 at 22.4%. • £5.00 was the second highest response for those using the service five days a week or more at 17.4%. • £4.00 was the second most common response for those using the service 2 days at 19.3%. • Standard ticket users second most common response was £5.00 at 16.8%.

<p>Q10. What time do you generally travel on the Park & Ride service? Into Town</p> <p>Out of Town</p> <p>Before 9am: 21.3%</p> <p>9am to 12pm: 70.7%</p> <p>12pm to 2pm: 6.2%</p> <p>2pm to 4.30pm: 1.3%</p> <p>4.30pm to 6.30pm: 0.4%</p>	<ul style="list-style-type: none"> • 96.8% of ten trip ticket holders travel before 9am. • 90.9% of older person's pass holders travel between 9am and 12pm. • 72.5% of standard ticket holders travel between 9am and 12pm and 16.2% of this group travel before 9am. • The majority (84.6%) of those using the service five days or more a week travel before 9am. • More than one in five using the service two days a week or once a week travel between 9am and 12pm at 86.0% and 81.6% respectively.
<p>Q10. What time do you generally travel on the Park & Ride service?</p> <p>Before 9am: 0.2%</p> <p>9am to 12pm: 6.9%</p> <p>12pm to 2pm: 24.2%</p> <p>2pm to 4.30pm: 39.1%</p> <p>4.30pm to 6.30pm: 29.6%</p>	<ul style="list-style-type: none"> • The majority of responders in the 16 to 34 years, 35 to 44 years and the 45 to 54 years groups travel out of town between 4.30pm and 6.30pm. • 70.5% of ten trip ticket users travel out of town between 4.30pm and 6.30pm. • 45.0% of older person's bus pass users travel out of town between 2pm and 4.30pm and 35.6% of this group travel out between 12pm and 2pm. • 38.8% of standard ticket users travel out of town between 2pm and 4pm and 37.3% travel out between 4.30pm and 6.30pm.
<p>Q11. Do you currently make use of the following? On bus Wi-Fi</p> <p>Yes: 25.5%</p> <p>No: 69.0%</p> <p>Unaware of this: 5.5%</p>	<ul style="list-style-type: none"> • Across the different ticket type the ten trip ticket users make use of the on board wi-fi the most with 38.7% responding yes. • 79.4% of older person's bus pass users and 58.9% of standard ticket users said they did not use the bus wi-fi. • 51.9% of those using the service five days week or more said they did not use the bus wi-fi.
<p>Q11. Do you currently make use of the following? P&R Mobile App</p> <p>Yes: 7.8%</p> <p>No: 72.2%</p> <p>Unaware of this: 20.0%</p>	<ul style="list-style-type: none"> • Across the different ticket types standard ticket users had the greatest proportion saying they use the mobile app at 11.4%. • 72.1% of ten trip ticket users and 78.6% older person's bus pass users said they do not make use of the P&R mobile app. • 24.3% of standard ticket users and 23.0% of ten trip ticket users said they were unaware of the mobile app.
<p>Q12. Which of the following things do you think is MOST IMPORTANT for a good Park & Ride Service? Please select up to two answers</p> <p>Short journey times: 21.6%</p> <p>Frequent buses: 65.6%</p> <p>Good security at car parks: 40.1%</p> <p>Clean, modern buses: 18.9%</p> <p>Should be cheaper than parking in town Centre: 75.6%</p> <p>Other: 4.6%</p>	<ul style="list-style-type: none"> • Frequent buses and should be cheaper than parking in the town were the top two responses across all groups. • Good security at car parks was third most common response across all groups. • A greater proportion of women compared to men said frequent buses, and a greater proportion of men than women said short journey times.

<p>Q14. If payment for Park & Ride was per car rather than per person on the bus would you use the service more frequently?</p> <p>Yes - would use service more frequently: 12.9%</p> <p>No - would use service same amount: 47.2%</p> <p>No - would use service less frequently: 13.3%</p> <p>Unsure: 7.9%</p> <p>I would stop using the service: 18.7%</p>	<ul style="list-style-type: none"> • Those using the service once a month or less often had the greatest proportion across all groups that said they would use the service more frequently at 36.8%. • Across the different ticket types those using an older person's bus pass had the greatest proportion saying they would stop using the service if payment was per car at 25.1%. • Out of the ticket types, standard ticket holder had the greatest proportion say they would use the service more frequently at 29.5%. • 18.0% of those using the service five or more times week and 26.5% of those using the service three to four times a week said they would stop using the service.
<p>Q15. If payment for park and Ride was taken at the car park and was per car, would this make you more likely to car share to the Park and Ride site?</p> <p>Yes: 14.8%</p> <p>No: 67.1%</p> <p>Not Sure: 13.6%</p> <p>I already car share when using the Park & Ride service: 4.6%</p>	<ul style="list-style-type: none"> • Across the ticket type the standard ticket holder had the greatest proportion responding yes at 28.1%. The older person bus pass users had the lowest proportion responding this way at 7.6% but the greatest responding that they already car share when using the service at 6.3%. • Across the usage frequencies, those using the service once a month had the greatest proportion responding yes at 27.8%. • 72% of those travelling before 9am responded no, as did 77% of ten trip ticket users.
<p>Q16a. What is the MAXIMUM charge you would be prepared to pay for parking at the Park & Ride site and a return journey (for up to 5 people travelling together) to Maidstone town centre? Peak Time</p> <p>£2.50: 16.1%</p> <p>£3.00: 13.8%</p> <p>£3.50: 7.7%</p> <p>£4.00: 10.0%</p> <p>£4.50: 1.8%</p> <p>£5.00: 13.3%</p> <p>Would not use: 37.5%</p>	<ul style="list-style-type: none"> • Would not use was the top response across all ticket types, with the older person's bus pass users having the greatest proportion responding this way at 48.9%. • The top response from the 45 to 54 years group was split between the lowest charges (£2.50) and the highest charge (£5.00) both at 24.6%. Across the age groups the 45 to 54 years olds were the least likely to say they would not use the service at 15.8%. • One in five traveling into town between 12pm and 2pm and those using the service less than once a month said £5.00 was the maximum they were prepared to pay.
<p>Q16b. What is the MAXIMUM charge you would be prepared to pay for parking at the Park & Ride site and a return journey (for up to 5 people travelling together) to Maidstone town centre? Off peak</p> <p>£2.50: 34.8%</p> <p>£3.00: 14.1%</p> <p>£3.50: 7.2%</p> <p>£4.00: 6.9%</p> <p>£4.50: 1.5%</p> <p>£5.00: 6.9%</p> <p>Would not use: 28.6%</p>	<ul style="list-style-type: none"> • Those using the service three to four days a week had the greatest proportion that said they would the service at 38.4% across all groups. • The 45 to 54 years group had the greatest proportion across all groups responded £5.00 at 13.2%. • 40.8% of older person's bus pass users responded £2.00 while 33.3% said they wouldn't use.

<p>Q17. Do you think people who are currently able to use Park & Ride for free should pay less than the full fare under a pay to park scheme?</p> <p>Yes: 60.5% No: 34.6% Not sure: 15.0%</p>	<ul style="list-style-type: none"> • The 45 to 54 years group has the greatest proportion, across all groups, responding no at 45.6%. The ten trip ticket holder had the second greatest proportion responding no at 45.2%. • Across the different ticket types those using a standard ticket had the greatest proportion that were unsure at 24.5%. • Across the different usage frequencies those using the service five days or more a week had the lowest proportion that responded yes. • 75.8% of those using an older person's bus pass responded yes.
<p>Q18. How much do you think concessionary pass holders should pay to use the Park & Ride service?</p> <p>Less than £1: 22.5% £1.00: 36.7% £1.50: 10.1% £2.00: 9.6% £2.50: 1.6% £3.00: 1.2% Everyone should pay the same: 18.4%</p>	<ul style="list-style-type: none"> • The 35 to 44 years group had the greatest proportion saying that everyone should pay the same at 42.2%. The ten trip ticket user had the second greatest proportion responding this way at 38.7%. • 41.9% of users with an older person's bus pass answered £1: this was the top answer from this group. • The top response from the 75 years and over group was split between less than £1 and £1 with 33.8% each. • Responders using the service five days or more were split between everyone should pay the same and £1 at 33.3% each.

Non User Questions	
<p>Q13. How do you generally travel into Maidstone town centre?</p> <p>Walk: 22.8% Cycle: 2.9% Car, Van or Motorcycle: 61.7% Bus: 9.4% Train: 0.7% I don't visit Maidstone Town Centre: 2.6%</p>	<ul style="list-style-type: none"> • Car, van or motorcycle was the top responses across all groups. • The 64 to 74 years group had the greatest proportion responding bus at 31.9%. • Those aged 75 years and over had the greatest proportion saying they do not visit Maidstone town centre at 16.7%. • Those aged 25 to 34 years had the greatest proportion that responded walking at 36.4%: this group are most likely to live in or close to the town centre.
<p>Q20. How often do you travel into Maidstone town centre? (car, van and motorcycle responders)</p> <p>5 or more days a week: 14.3% 3 to 4 days a week: 8.7% 2 days a week: 13.6% Once a week: 23.7% Once a fortnight: 17.1% Once a month: 12.2% Less often than once a month: 10.5%</p>	<ul style="list-style-type: none"> • More than half (55.9%) of those traveling before 9am do so five or more times a week. • 22.4% of those that said they would use the Willington Street site and 23.3% of those that said they would use the London Road site travel into town once a week. • 33% of those age 64 to 74 years travel into town once a week and 24.1% said they visit once a fortnight. • 28.6% of those aged 18 to 34 years and 25% of those aged 34 to 44 years travel into town five days or more a week.
<p>Q21a. What time do you generally travel into Maidstone town centre? Into town</p> <p>Before 9am: 21.2% 9am to 12pm: 58.0% 12pm to 2pm: 8.8% 2pm to 4.30pm: 7.1% 4.30pm to 6.30pm: 3.5% After 6.30pm: 1.4%</p>	<ul style="list-style-type: none"> • The proportion of people traveling into town before 9am declines as age increases. • 78.8% of those aged 65 to 74 years said they travel into town between 9am and 12pm. • 52.0% of those that said they would use the Willington Street site and 72.4% of those that said they would use London Road site travel in between 9am and 12pm.

<p>Q21b. What time do you generally travel into Maidstone town centre? Out of town</p> <p>Before 9am: 3.1% 9am to 12pm: 18.4% 12pm to 2pm: 28.4% 2pm to 4.30pm: 24.1% 4.30pm to 6.30pm: 22.2% After 6.30pm: 3.8%</p>	<ul style="list-style-type: none"> • 42.9% of the 18 to 34 year old travel out of town between 4.30pm and 6.30pm. • 42.6% of those aged 64 to 74 years said they travel out of town between 12pm and 2pm. • 10.5% of those traveling into town five days or more a week do so after 6.30pm. • 34.6% of those that said they would use the London Road site said they travel out of town between 12pm and 2pm and 30.4% of those that said they would use the London Road site said they travel out of town at this time too.
<p>Q22a. Does your route take you near either of the Park & Ride sites? Willington Street</p> <p>Yes: 22.0% No: 75.8% Not sure: 2.2%</p>	<ul style="list-style-type: none"> • 52% of people who said they would use the Willington Street site said their route took them near Willington Street. • 28.1% of those traveling before 9am said their route took them near the Willington Street site. • 31.3% of those travelling into town once a fortnight said their route took them near the Willington Street site.
<p>Q22b. Does your route take you near either of the Park & Ride sites? London Road</p> <p>Yes: 13.7% No: 84.7% Not sure: 1.6%</p>	<ul style="list-style-type: none"> • 43.3% of those that said they would use the London Road site said that their route take them near the site. • 10.3% of those traveling into town five days or more a week, 29.0% of those travelling into town two days a week and 13.8% of those traveling into town once a week said their route takes them past the London Road site.
<p>Q23. If you work in Maidstone town centre, does your employer provide any parking for staff?</p> <p>Yes - Paid for: 2.4% Yes – Free: 7.7% No: 7.0% I don't work in Maidstone town centre: 82.9%</p>	<ul style="list-style-type: none"> • 34.1% of those traveling in five days or more a week said their employer provides free parking. • There were no respondents that said they would use either site that have parking provided by their employer which they have to pay for. • 8.3% of those traveling before 9am said their employer provides parking that they are charged to use.
<p>Q24. If you've answered YES to the previous question, do you use the parking provided by your employer?</p> <p>Yes: 55.1% No: 44.9%</p>	<ul style="list-style-type: none"> • 85.7% of those traveling into town five days or more a week use the parking provided by their employer. • Women are slightly more likely to use the parking provided by their employer than men. • There were no enough responses across the different groupings to make any further comments.
<p>Q25. Based on the information above to what extent do you agree or disagree that the Park & Ride service provides good value for money?</p> <p>Strongly agree: 24.2% Tend to agree: 29.6% No strong opinion either way: 22.0% Tend to disagree: 14.4% Strongly disagree: 9.8%</p>	<ul style="list-style-type: none"> • The 18 to 34 years group had the greatest proportion agreeing across all groups at 71.4% • Those traveling out of town after 6.30pm had the greatest proportion that disagreed across all groups at 50%. • A greater proportion of women than men agreed (Strongly & Tend to) that the service provides good value for money at 62.9% compared to 47.6%. • 68.0% of those that would use the Willington Street site and 43.3% of those that said they would use the London Road site said they agreed. • Those visiting the town centre less than once a month had the greatest proportion across all groups that had no strong opinion either way at 32.1%.

<p>Q26a. Would you ever consider using one of the Park & Ride Services? Willington Street</p> <p>Yes: 18.7% Not sure: 13.8% No: 67.5%</p>	<ul style="list-style-type: none"> • Respondents traveling into town five times or more a week had the greatest proportion across all groups that said they would not consider using Willington Street. • Respondents in the 18 to 34 years group had the greatest proportion responding yes, across all groups at 38.1%. • Across the different visit frequencies those who visit the town centre less often than once a month were most likely to say yes at 37.0%.
<p>Q26b. Would you ever consider using one of the Park & Ride Services? London Road</p> <p>Yes: 12.0% Not sure: 13.2% No: 74.9%</p>	<ul style="list-style-type: none"> • Those visiting the town centre less often than once a month had the greatest proportion responding yes across all groups at 24.0%, followed by the 25 to 34 years group where 23.5% responded yes. • Those that said no they wouldn't consider using the Willington Street site, also had the greatest proportion saying no, they wouldn't use the London Road site at 87.1%. Followed by those which visit the town centre once a fortnight at 86.4%. • 51.4% of those who were not sure about using the Willington Street site were also not sure about using the London Road site.
<p>Q27. How often do you think you would use the Park & Ride service?</p> <p>5 times a week or more: 2.7% 3 to 4 times a week: 3.6% 1 to 2 times a week: 13.3% Once a fortnight: 4.4% Once a month: 10.7% Less than once a month: 30.7% Don't know: 34.7%</p>	<ul style="list-style-type: none"> • Those that travel into the town centre five days or more a week had the greatest proportion across all groups responding that they would use the service five times or more a week at 11.4%. In addition 10.6% of those travelling out of town between 4.30pm and 6.30pm said they would use the service 5 times a week or more. • Those that travel into town between 2pm and 4.30pm had the greatest proportion responding don't know at 55.6%. • Over a third of respondents in the 35 to 44 years, 45 to 54 years and 55 to 64 years groups said they would use the service less than once a month.
<p>Q28. Which of the following things do you think is MOST IMPORTANT for a good Park & Ride service?</p> <p>Short journey times: 31.2% Frequent buses: 71.5% Good security at car parks: 28.9% Clean, modern buses: 13.9% Should be cheaper than parking in town Centre: 70.4% Other: 12.3%</p>	<ul style="list-style-type: none"> • Frequent buses and should be cheaper than the town centre were the top two responses across all groups. • Frequent buses had a greater proportion saying this aspect was most important than should be cheaper than parking in the town centre for the 45 to 54 years and 55 to 64 years groups. The other age groups had greater proportions saying P&R should be cheaper than parking in the town centre, than there was for frequent buses. • Those that travel to the town centre five days or more a week had the greatest proportion saying that short journey times are important at 41.5%. • Those that said they would use the London Road site had the greatest proportion saying that good security at car parks was important at 36.7%. The data also suggests that those with a disability and men are more likely to say security is important than their grouped counterparts.

<p>Q29. How frequently would a bus need to depart in each direction, morning and evening, to meet your needs?</p> <p>Every 10 minutes: 40.1% Every 15 minutes: 31.0% Every 20 minutes: 18.7% Other: 10.3%</p>	<ul style="list-style-type: none"> • Those that visit the town centre five days a week or more had the greatest proportion, across all groups, said they would need buses to depart every ten minutes to meet their needs at 58.3%. Those that travel into town less often than once a month had the lowest proportion for ten minute bus frequencies at 28.0% • Across all groups the 18 to 34 years group had the greatest proportion responding 15 minutes at 47.6%. Those respondents which travel between 4.30pm and 6.30pm favoured a frequency of every 10 minutes, no one in the group said 15 minutes. Those travelling in between 2pm and 4.30pm had the second lowest proportion responding this way at 21.1%. • Those that said they would use the London Road site had the greatest proportion responding that they need a bus to depart every 20 minutes across all groups at 36.7% (respondents in this group were split with a further 36.7% of this group responding 10 minutes. Those that travel to the town centre five days a week or more had the lowest proportion responding 15 minutes at 2.8%.
<p>Q30a. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey at PEAK TIME (before 9am) if the bus frequency is: 20 mins</p> <p>£2.00: 24.9% £2.50: 16.6% £3.00: 8.3% £3.50: 1.7% £4.00: 1.7% Would not use: 46.9%</p>	<ul style="list-style-type: none"> • Would not use was the top response across all groups, ranging from 66.7% for those traveling into town before 9am to 26.1% for those that said they would use the Willington Street site. • The 55 to 64 years group had the greatest proportion that responded £2.00 at 39.2%. • Those who said they would use the Willington Street site had the greatest proportion responding £2.50 at 34.8%. • The 25 to 34 years group had the greatest proportion that responded £3.00 at 22.2%. • Those that said they would not use either site had the greatest proportion responding £3.50. • Those that said they would use the London Road site had the greatest proportion responding £4.00 at 11.8%.
<p>Q30b. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey at PEAK TIME (before 9am) if the bus frequency is: 15 mins</p> <p>£2.00: 19.7% £2.50: 17.2% £3.00: 15.0% £3.50: 1.7% £4.00: 2.2% Would not use: 44.2%</p>	<ul style="list-style-type: none"> • The top response for the majority of groups was would not use (the exceptions are would use Willington Street site and not sure if would use the Willington Street site). Those that travel to the town centre five or more days a week had the greatest proportion responding would not use at 58.3%. • Those that said they would use the Willington Street site had the greatest proportion responding £2.00 at 33.3%. • Those who travel out of town between 2pm and 4.30pm had the greatest proportion that responded £3.00 at 25.0%. • Those travelling into town between 12pm and 2pm had the greatest proportion responding £3.50 at 8.3%. • Those that said they would use London Road had the greatest proportion responded £4.00 at 10.3%.

<p>Q30c. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey at PEAK TIME (before 9am) if the bus frequency is: 10 mins</p> <p>£2.00: 18.9% £2.50: 16.2% £3.00: 15.4% £3.50: 7.9% £4.00: 4.0% Would not use: 37.7%</p>	<ul style="list-style-type: none"> • The top response for the majority of groups was would not use (the exceptions came from the groups that said they would use Willington Street site and those who said they were not sure if would use the London Road site). • Those that travel to the town centre between 12pm and 2pm had the greatest proportion responding would not use at 50.0%. • Those that travel out of town between 9am and 12pm had the greatest proportion responding £2.00 at 31.4%. • Those traveling to the town centre 3 to 4 days a week had the greatest proportion responding £2.50 at 40.0%. • Those who said they would not use either the Willington Road site or the London Road site had the greatest proportion responding £3.00 at 26.7%. • Those leaving town between 2pm and 4.30pm had the greatest proportion responding £3.50 at 17.3%. • Those that said they were not sure about using the London Road site had the greatest proportion of responses for £4.00 at 11.5%.
<p>Q31a. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey OFF PEAK (after 9am) if the bus frequency is: Every 20 mins</p> <p>£1.60: 29.3% £2.00: 17.8% £2.50: 10.3% £3.00: 3.3% £3.50: 0.8% £4.00: 0.4% Would not use: 38.0%</p>	<ul style="list-style-type: none"> • The top responses were £1.60 and wouldn't use across all groups. For some groups £1.60 was top and other wouldn't use was top. • Respondents with a disability had the greatest proportion responding that they would not use the service at 53.3%. • The top answer for the age groups under 45 years was £1.60 and the top answer for groups 65 years and over was would not use. • Across the different visiting frequencies the top answer was would not use for all frequencies expect those visiting the town centre once a fortnight where the top answer was £1.60. • More than half of male respondents (52.1%) said they would not use the service compared to 29.6% of women.
<p>Q31b. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey OFF PEAK (after 9am) if the bus frequency is: Every 15 mins</p> <p>£1.60: 24.6% £2.00: 21.6% £2.50: 10.3% £3.00: 5.2% £3.50: 0.9% £4.00: 0.9% Would not use: 36.6%</p>	<ul style="list-style-type: none"> • The 18 to 34 years group had the greatest proportion responding £1.60 at 28.6% across the different age groups: this was the top response for this group. For the other age group the top answer was would not use with the exception of the 55 to 64 years group who were split between £1.60 and would not use. • There was some variation across the different visiting frequencies with the top response from those traveling five days a week or more, 2days week, once a week,, once a month and less often than once a month being they would not use the service. The top response from those traveling three to four days a week was £1.60 at 35.0% and the top response for those traveling once a fortnight was £2.00 at 29.3%. • The top response for those that said they would use either Willington Street or London Road was split between £1.60 and £2.00 both at 34.4% each.

<p>Q31c. What is the MAXIMUM daily charge you would pay for a return Park & Ride journey OFF PEAK (after 9am) if the bus frequency is: Every 10 mins</p> <p>£1.60: 26.0% £2.00: 19.9% £2.50: 14.7% £3.00: 7.8% £3.50: 2.2% £4.00: 0.4% Would not use: 29.0%</p>	<ul style="list-style-type: none"> • The top response from those who said they would use either of the P&R sites was £1.60 with 37.1% followed by £2.00 with 30.6%. • Across the different visiting frequencies those visiting the town centre 5 days or more had the greatest proportion responding would not use at 43.2%. Would not use was also the top response for those visiting the town centre once a month or less than once a month. Those visiting 3 to 4 days a week were split across three responses: £1.60, £2.00 and would not use all at 30.0%. The top response for those visiting 2 days a week and once a fortnight was £2.00 with more than a quarter of these groups responding this way.
<p>Q32a. What is the MAXIMUM you would be prepared to pay for a group ticket that includes parking and return travel for up to five people (adults and children) travelling together between the Park & Ride site and Maidstone town centre? Every 20 mins</p> <p>£3.00: 19.2% £3.50: 6.6% £4.00: 9.9% £4.50: 0.8% £5.00: 9.9% £5.50: 0.4% £6.00: 3.7% Wouldn't use: 49.0%</p>	<ul style="list-style-type: none"> • For all groups, except those that said they would use the Willington Street site, the top response was would not use. • The top response for those that would use the Willington Street site was £3.00 with 32.6%. This was the greatest proportion responding £3.00. • Those traveling into town 3 to 4 days a week had the greatest proportion responding £3.50 at 15.0%. • Respondents that said they would not use either of the P&R sites had the greatest proportion responding £4.00 at 23.5%. • Those that travel into town between 2pm and 4pm had the greatest proportion responding £4.50 at 5.3%. • The 18 to 34 years group had the greatest proportion responding £5.00 at 19.0%. This group also had the greatest proportion responding £5.50 at 4.8%. • Those visiting less often than once a month had the greatest proportion responding £6.00 at 11.5%.
<p>Q32b. What is the MAXIMUM you would be prepared to pay for a group ticket that includes parking and return travel for up to five people (adults and children) travelling together between the Park & Ride site and Maidstone town centre? Every 15 mins</p> <p>£3.00: 15.7% £3.50: 9.6% £4.00: 10.0% £4.50: 3.5% £5.00: 9.1% £5.50: 1.7% £6.00: 2.6% Wouldn't use: 47.8%</p>	<ul style="list-style-type: none"> • For all groups, except those that said they would use the Willington Street site, the top response was would not use. Those in the 65 to 74 years group had the greatest proportion responding this way at 68.3%. • The top response for those that would use the Willington Street site was £3.00 with 26.8%. • Those that travel out of town between 9am and 12pm had the greatest proportion responding £3.00 at 27.8%. • Those that visit 3 to 4 days a week had the greatest proportion responding £3.50 at 20.0%. • Those who responded not sure to using the London Road site had the greatest proportion responding £4.00 at 19.2%. • Those who said they would not use either site had the greatest proportion responding £4.50 at 12.5%. • The 18 to 34 years group had the greatest proportion responding £5.00 at 19.0%. • Those that responded not sure to using the Willington Street site had the greatest proportion responding £5.50 at 6.5%. • Those that visit the town centre less often than once a month had the greatest proportion responding £6.00 at 8.0%.

<p>Q32c. What is the MAXIMUM you would be prepared to pay for a group ticket that includes parking and return travel for up to five people (adults and children) travelling together between the Park & Ride site and Maidstone town centre? Every 10 mins</p> <p>£3.00: 15.1% £3.50: 9.6% £4.00: 10.0% £4.50: 3.5% £5.00: 9.1% £5.50: 1.7% £6.00: 2.6% Wouldn't use: 47.8%</p>	<ul style="list-style-type: none"> • Would not use was the top response for the majority of groups. The exceptions are those that travel into town between 4.30pm and 6.30pm where £6.00 was the top response at 30.0% and those that said they would use the London Road site where £3.00 was the top response with 25.0%. • Those traveling out of town between 9am and 12pm had the greatest proportion responding £3.00 at 29.4%. • Those traveling into town between 4.30pm and 6.30pm had the greatest proportion responding £3.50 at 20.0%. • Those that would use the London Road site had the greatest proportion responding £4.00 at 27.6%. • Those traveling into town between 12pm and 2pm had the greatest proportion responding £4.50 at 12.5%. • Those visiting the town centre one a fortnight had the greatest proportion responding £5.00 at 23.7%.
<p>Q33. The current service BEGINS at 7am on weekdays and 8am on weekends. If the service began earlier would you use an earlier service?</p> <p>Yes: 8.2% No: 73.7% Not Sure: 18.0%</p>	<ul style="list-style-type: none"> • Those traveling in between 4.30pm and 6.30pm had the greatest proportion responding yes at 30.0% followed by those that visit 3 to 4 days a week at 26.1%. • No-one in the groups that visit the town centre 2 days a week or once a month said they would use an earlier service. • Those that visit the town 2 days a week had the greatest proportion responding no at 85.3% followed by the 65 to 74 years group with 84.6%. • Those that visit less than once a month had the greatest proportion responding not sure at 36.0%.
<p>Q34. Currently the last bus LEAVES town at 6pm for London Road and 6:10pm for Willington Street, Monday to Saturday. If the service ran later, would you use a later service?</p> <p>Yes: 25.9% No: 50.2% Not Sure: 23.9%</p>	<ul style="list-style-type: none"> • Those that travel into town between 4.30pm and 6.30pm had the greatest proportion responding yes at 50.0%, followed by the 18 to 34 years group at 47.6%. • Those traveling into town between 12pm and 2pm had the greatest proportion responding no at 66.7%. • Those that visit 3 to 4 days a week had the greatest proportion responding not sure at 47.8%.
<p>Q35. If payment for Park & Ride was per vehicle rather than per person on the bus would you consider using the service?</p> <p>Yes: 41.2% No: 33.9% Unsure: 24.9%</p>	<ul style="list-style-type: none"> • Those traveling into town between 4.30pm and 6.30pm had the greatest proportion responding yes at 70.0% followed by those that said they would use Willington Street at 67.4%. • The 65 to 74 years group had the greatest proportion responding no at 53.8% (and the lowest proportion responding yes at 21.2%). Those that said they were not sure about using the London Road site had the lowest proportion responding no at 14.8%. • No-one in that travels into town between 4.30pm and 6.30 responded unsure. Those that said they were not sure about using the Willington Street site had the greatest proportion responding unsure to this question at 41.9%.

<p>Q36. If payment for Park & Ride was taken at the car park and was per vehicle would this make you more likely to car share?</p> <p>Yes: 27.2% No: 37.8% Not Sure: 17.1% N/A: 17.9%</p>	<ul style="list-style-type: none"> • Those that travel into Maidstone town centre 3 to 4 days a week had the greatest proportion responding yes at 43.5%. Those that had travel in between 2pm and 4.30pm had the lowest proportion responding this way at 5.9%. • Those that travel into town between 2pm and 4.30 have the greatest proportion responding no at 58.8%. Those that were not sure about using the Willington Street site had lowest proportion responding this way at 12.9%. • Those that said they were not sure about using the Willington Street site and those that were not sure about using the London Road site had the greatest proportions responding not sure at 32.3% and 33.3% respectively. Those traveling into town five days or more a week had the lowest proportion responding not sure at 5.4%.
<p>Q37a. What is the MAXIMUM charge you would be prepared to pay for parking at the Park & Ride site and a return journey (for up to 5 people travelling together, adults and children) to Maidstone town centre? Peak Time</p> <p>£2.50: 14.1% £3.00: 12.0% £3.50: 9.9% £4.00: 10.3% £4.50: 2.9% £5.00: 17.4% N/A: 33.5%</p>	<ul style="list-style-type: none"> • The most common response for those in age groups 45 years and over was N/A. The top answer from the 35 to 44 years group was £2.50 at 25%, this was the greatest proportion across all groups responding £2.50. The top answer from the 18 to 35 years group was split between £3.50 and £4.00 both at 19.0%. • The 65 to 74 years group had the greatest proportion responding N/A at 52.0% • Across the different visiting frequencies the top answer from all groups except those traveling in 3 to 4 days a week and 2 days a week was N/A. Those traveling 3 to 4 days a week a week top answer was £3.00 at 28.6% and the top answer from those traveling 2 days a week was £5.00 at 25.0%.
<p>Q37b. What is the MAXIMUM charge you would be prepared to pay for parking at the Park & Ride site and a return journey (for up to 5 people travelling together, adults and children) to Maidstone town centre? Off Peak</p> <p>£2.50: 24.2% £3.00: 12.7% £3.50: 9.8% £4.00: 14.4% £4.50: 1.7% £5.00: 7.2% N/A: 30.1%</p>	<ul style="list-style-type: none"> • The most common response for those in age groups 45 years and over was N/A. The top answer from the 35 to 44 years group was £2.50 at 33.3%. The top answer from the 18 to 35 years group was split between £2.50 and £4.00 both at 23.8%. • Of those that travel into town before 9am 35.8% responded £2.50 and 28.3% responded N/A. • Of those that travel 5 or more days a week the top response was N/A with 40.5% followed by £2.50 at 24.3%. • £2.50 was the top response from those that travel 3 to 4 days a week and those who travel 2 days a week at 26.3% and 34.4% respectively. It was also the top answer for those traveling in before 9am. • Those that travel less often than once a month were split between £2.50 and N/A with both at 28.0%.

<p>Q38. Do you think people who are currently able to use Park & Ride for free should pay less than the full fare under a pay to park scheme?</p> <p>Yes: 44.5% No: 33.9% Not sure: 21.6%</p>	<ul style="list-style-type: none"> • Those that travel into town once a month had the greatest proportion responding yes at 61.3%. Those that travel into town five days a week or more had the lowest proportion responding yes at 29.7%. • Respondents with a disability had the greatest proportion responding no at 53.3% and those who travel in 3 to 4 days had the lowest proportion responding no at 18.2%. • Those that visit the town centre less often than once a month have the greatest proportion responding not sure at 42.3% and those visiting once a week had the lowest proportion responding this way at 12.7%.
<p>Q39. How much do you think concessionary pass holders should pay to use the Park & Ride service?</p> <p>Less than £1: 21.8% £1.00: 32.5% £1.50: 6.6% £2.00: 9.1% £2.50: 2.1% £3.00: 0.4% Everyone should pay the same: 27.6%</p>	<ul style="list-style-type: none"> • Those traveling five days a week or more had the greatest proportion responding everyone should pay the same at 43.2% (this group also had the greatest proportion responding £3.00 at 2.7%). Those traveling out of town between 9am and 12pm had the lowest proportion responding this way at 12.8%. • The 25 to 34 years group had the greatest proportion responding less than £1 at 33.3% and those that were not sure about using the Willington Street site had the lowest proportion responding this way at 9.7%. • Those that said they were not sure about using the Willington Street site had the greatest proportion responding £1 at 48.4% while those that travel in between 2pm and 4.30pm had the lowest proportion responding this way at 18.8%.
<p>Q40. Would any of the following attract you to use the service?</p> <p>Pay by card: 52.4% Pay by mobile App: 31.0% Comfortable leather seating: 6.4% Secure bicycle storage: 4.3% Electronic Car Charging: 8.0% Car Sharing Mobile App: 3.7% On board USB Charging: 7.0% On board Wi-Fi: 21.4% Real time travel information: 41.7% Other: 32.1%</p>	<ul style="list-style-type: none"> • Those that said they would use the Willington street site had the greatest proportion across all groups selecting pay by card as one of their responses at 54.0%. The 65 to 74 group had the lowest proportion answering pay by card, across the different groups at 4.9%. • Pay by card was the top response for those traveling in before 9am at 40.0%. • The top response for those visiting the town centre five days or more a week was live travel information at 34.1% followed by pay by mobile app with pay by card. • Those that said they would use the Willington Street site had the greatest proportion responding live travel information across all groups at 46.0% and those in the group 65 to 74 years had the lowest proportion responding this way at 5.4%.

Demographics

Q45. Which of the following best describes how you think of yourself?

Answer Choices	Responses	
Male	40.4%	315
Female	59.0%	460
In another way	0.6%	5
	Answered	780
	Skipped	124

Q48. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Answer Choices	Responses	
Yes	12.22%	94
No	87.78%	675
	Answered	769
	Skipped	135

Q47. Which of these ethnic groups do you belong to?

Answer Choices	Responses	
White: English/Welsh/Scottish/Northern Irish/British	94.0%	704
White: Irish	1.5%	11
White: Gypsy or Irish Traveller	0.1%	1
White: Other (please specify)	1.5%	11
Mixed/Multiple Ethnic Groups: White and Black Caribbean	0.1%	1
Mixed/Multiple Ethnic Groups: White and Black African	0.0%	0
Mixed/Multiple Ethnic Groups: White and Asian	0.1%	1
Mixed/Multiple Ethnic Groups: Other Mixed (please specify)	0.1%	1
Asian/Asian British: Indian	0.5%	4
Asian/Asian British: Pakistani	0.4%	3
Asian/Asian British: Bangladeshi	0.1%	1
Asian/Asian British: Chinese	0.0%	0
Asian/Asian British: Other Asian (please specify)	0.3%	2
Black/African/Caribbean/Black British: African	0.3%	2
Black/African/Caribbean/Black British: Caribbean	0.1%	1
Black/African/Caribbean/Black British: Other Black (please specify)	0.0%	0
Other Ethnic Group: Arab	0.1%	1
Any other ethnic group (please specify)	0.7%	5
	Answered	749
	Skipped	155

Q46. Which of the following age groups do you fall into?

Answer Choices	Responses	
16 to 17 years	0.1%	1
18 to 24 years	1.8%	14
25 to 34 years	7.1%	55
35 to 44 years	13.9%	108
45 to 54 years	17.3%	135
55 to 64 years	20.3%	158
65 to 74 years	28.8%	224
75 years and over	10.8%	84
	Answered	779
	Skipped	125

For more information about the consultation process please contact the Policy & Information Team by emailing consultation@maids.tone.gov.uk