

PARK AND RIDE INTERVIEW SURVEYS

LONDON ROAD - APRIL and JULY 2009

SUMMARY

Two surveys were undertaken by Jacobs on behalf of Maidstone Borough Council, between 0700 and 1500 hours on the 23 April and 7 July 2009. They were specifically organised at the London Road site to gauge and compare customer's opinions following the change from dedicated Park and Ride buses in the off peak to use of ordinary service buses. The questions were designed to provide information on the purpose and frequency of people's trips, and their opinion of the buses, service frequency and length of journey.

The number of people interviewed was 335 in April and 333 in July. Whilst 153 (46%) of those interviewed in April were regular customers this had dropped to 123 (37%) in the July.

The qualitative questions asked for responses graded from 1 (easy/positive) to 5 (hard/negative). Those who found it easy to identify the Park and Ride buses rose in categories 1 and 2 from 209 (62%) to 272 (82%) in the July. Similarly, the number of customers finding it easy to identify which bus to catch from town, increased from 201 (60%) to 266 (80%).

When asked how frequently they thought Park and Ride buses operate those indicating either every 10 or 12 minutes dropped slightly from 274 (82%) to 261 (79%). This was however offset by an increase in those who "just turn up".

The opinion of how comfortable the buses were dropped in categories 1 and 2 from a total of 245 (73%) to 235 (70%) with a noticeable shift from category 1 to category 2. However the number quoting category 5, (the poorest score), dropped from 45 (13%) to 16 (5%).

When asked if the journey to and from town was reasonable the number in categories 1 or 2 rose from 264 (79%) to 300 (90%). Here also the number recording category 5, (the poorest score), also dropped from 36 (11%) to 3 (1%).

Clive Cheeseman

Transport Policy Officer

21 October 2009

DETAIL

The questions asked were;-

1. Male or Female
2. Purpose of travel today
 - (1) Work
 - (2) Shopping
 - (3) Leisure
 - (4) Health
 - (5) Services
 - (6) Other
3. How often do you use Park and Ride
 - (1) Regularly
 - (2) Once or twice a week
 - (3) Occasionally
4. Do you find it easy to identify the Park and Ride buses
On a scale from 1 (easy) to 5 (hard)
5. Can you identify which bus to catch back from the town to the Park and Ride site
On a scale from 1 (easy) to 5 (hard)
6. How frequently do you think the Park and Ride buses operate
 - (1) Every 10 minutes
 - (2) every 12 minutes
 - (3) every 15 minutes
 - (4) less than every 15 minutes
 - (5) I don't need to know /they are frequent
 - (6) I just turn up
7. Are the buses comfortable
On a scale from 1 (yes) to 5 (no)
8. Is the journey time to & from town reasonable
On a scale from 1 (yes) to 5 (no)

RESULTS

	April		July	
Number of surveys	335	(100%)	333	(100%)
Male	81	(24%)	95	(29%)
Female	254	(76%)	238	(71%)

2. Purpose of travel;-

Work	166	(50%)	136	(41%)
Shopping	101	(30%)	127	(38%)
Leisure	23	(7%)	20	(6%)
Health	5	(1%)	10	(3%)
Services	15	(4%)	20	(6%)
Other	25	(7%)	18	(5%)
No response	0	(0%)	2	(1%)

	April		July	
3. How often do you use Park and Ride?				
Regularly	153	(46%)	123	(37%)
Once or twice a week	105	(31%)	135	(41%)
Occasionally	75	(22%)	72	(22%)
No response	2	(0%)	3	(1%)

4. Do you find it easy to identify the Park and Ride buses?

(1) easy to (5) hard

1	137	(41%)	157	(47%)
2	72	(21%)	115	(35%)
3	39	(12%)	25	(8%)
4	37	(11%)	19	(6%)
5	47	(14%)	9	(3%)
No response	3	(1%)	8	(2%)

5. Can you identify which bus to catch from town?

(1) easy to (5) hard

1	128	(38%)	159	(48%)
2	73	(22%)	107	(32%)
3	40	(12%)	35	(11%)
4	42	(13%)	15	(5%)
5	46	(14%)	7	(3%)
No response	6	(2%)	1	(1%)

	April		July	
6. How frequently do you think Park and Ride buses operate?				
Every 10 minutes	154	(46%)	149	(45%)
Every 12 minutes	120	(36%)	112	(34%)
Every 15 minutes	39	(12%)	32	(10%)
Less than every 15 minutes	3	(1%)	4	(1%)
Don't need to know	5	(1%)	6	(2%)
I just turn up	14	(4%)	26	(8%)
No response	0	(0%)	4	(1%)

7. Are the buses comfortable?

(1) easy to (5) hard

1	190	(57%)	127	(38%)
2	55	(16%)	108	(32%)
3	28	(8%)	56	(17%)
4	17	(5%)	19	(6%)
5	45	(13%)	16	(5%)
No response	0	(0%)	7	(2%)

8. Is the journey to and from town reasonable?

(1) easy to (5) hard

1	196	(59%)	211	(63%)
2	68	(20%)	89	(27%)
3	31	(9%)	20	(6%)
4	4	(1%)	6	(2%)
5	36	(11%)	3	(1%)