



Consumer Views on Encouraging Modal Shift and Improving Public Transport Passenger Information

August 2013

Contents	Page
1. Introduction	3
2. Background	4
3. Key Findings	5
4. Methodology	7
5. Findings: Modal Shift	9
6. Findings: Public Transport Information	20
7. Conclusion	27
8. Recommendations	29
Appendix A: Detailed Statistical Analysis	31
Appendix B: Focus group topic guide	36

1. Introduction

The Consumer Council is an independent consumer organisation, working to bring about change to benefit Northern Ireland (NI) consumers. Our aim is to make the consumer voice heard and make it count.

We have a statutory remit to *promote and safeguard the interests* of consumers in NI and we have specific functions in relation to energy, water, transport and food¹. These include considering consumer complaints and enquiries, carrying out research and educating and informing consumers².

The Consumer Council is also a designated body for the purposes of supercomplaints³, which means that we can refer any consumer affairs goods and services issue to the Office of Fair Trading⁴, where we feel that the market may be harming consumers' best interests.

In taking forward our broad statutory remit we are informed by and representative of consumers in NI. We work to bring about change to benefit consumers by making their voice heard and making it count. To represent consumers in the best way we can, we listen to them and produce robust evidence to put their priorities at the heart of all we do.

¹ The Consumer Council undertakes its specific functions in relation to food recognising the role of the Food Standards Agency (FSA). The FSA has responsibility for the development of food policy and for the provision of advice, information and assistance, in respect to food safety or other interests of consumers in relation to food. Therefore, to ensure good value and use of public money, the Consumer Council and FSA have a memorandum of understanding and the Council's strategic focus on food is primarily in relation to food prices and customer experience.

² The General Consumer Council (Northern Ireland) Order 1984, 1984 No. 1822 (N.I. 12), <http://www.legislation.gov.uk/nisi/1984/1822/contents>

³ The Enterprise Act 2002 (Part 9 Restrictions on Disclosure of Information) (Amendment and Specification) <http://www.legislation.gov.uk/uksi/2003/1400/schedules/made>

⁴ The OFT is the UK's consumer and competition authority. Its mission is to make markets work well for consumers. It is a non-ministerial government department established by statute in 1973 <http://oft.gov.uk/about-the-oft/>

2. Background

The Consumer Council protects and promotes the interests of all public transport passengers in Northern Ireland and as part of this remit undertakes research with consumers to identify how public transport can better meet their needs. This research sought responses from both users and non-users of public transport with a view to exploring how modal shift from the private car to public transport may be achieved. Specifically, this research investigated:

- Possible improvements that may encourage modal shift from private car to public transport;
- Whether increased motoring costs have encouraged greater uptake of public transport;
- Whether a range of deterrents to private car usage would encourage greater uptake of public transport;
- Views of current passengers on public transport information⁵; and
- Recommendations to improve passenger information.

The quantitative research consisted of 1,010 face to face interviews, representative of the adult population in Northern Ireland, with further qualitative research undertaken through four focus groups. All research was carried out during January 2013.

Usage of Public Transport by Survey Respondents and Focus Group Participants

During the quantitative research, 23 per cent of participants reported using public transport on a weekly basis, with a further 11 per cent using public transport between one and three times a month. One third (33 per cent) use it more infrequently (less than once a month) with a further 32 per cent noting they never made use of public transport. The focus groups were comprised of participants with varying levels of public transport usage. Young people and those in full time study were more likely to report high frequency of bus use. Older participants indicated that holding a SmartPass which entitled them to free travel encouraged them to make greater use of public transport.

⁵ This research was undertaken prior to the introduction of the latest version of the 'Journey Planner' function of the Translink website introduced March 2013.

3. Key Findings

Deterrents / barriers to using public transport

- Over a third (37 per cent) reported that they are deterred from using public transport as they prefer the convenience of travelling by car.
- Nearly one in eight people (12 per cent) reported that restricted availability of routes limited their usage, with those from rural areas more likely to note this as a barrier.
- The cost of public transport (even with multi-journey discounts) was a factor for 12 per cent.
- Concerns over reliability were a factor for nine per cent.
- An increase in their journey time if they travel using public transport was a factor for six per cent.
- Across the focus groups, participants expressed dissatisfaction with customer service from bus drivers. Several participants reflected that they find some bus drivers to be unhelpful and discourteous which deters them from using public transport.

Factors which would encourage greater use of public transport

- 40 per cent of survey participants want cheaper fares.
- 35 per cent want more frequent services.
- 29 per cent want a larger network / increased routes.

Consistent with survey findings, focus group participants stated that they would be motivated to use public transport more often by lower fares, improved punctuality / reliability and increased frequency of services.

Impact of motoring costs on encouraging modal shift to public transport

- 36 per cent reported that they have been influenced by increased parking charges.
- 37 per cent have been influenced by the increased cost of fuel.

Significant numbers of car users also indicated that they would be discouraged to some extent from using their car in future due to:

- A reduction in the availability of parking spaces (31 per cent noted this would have a lot of influence, 23 per cent a little);
- The introduction of congestion charging (30 per cent a lot, 28 per cent a little);
- The introduction of road tolls (23 per cent a lot, 31 per cent a little); and
- A reduction in road space due to more dedicated bus lanes (24 per cent a lot, 28 per cent a little).

Public transport information

Amongst those who use public transport at least once a year:

- Nearly half (47 per cent) had obtained information through the Translink website; and 38 per cent reported using printed timetables.
- Over two thirds (68 per cent) indicated that they were satisfied with the information available at stations and stops, whilst only 54 per cent reported satisfaction with the Translink website and 50 per cent with the Translink Contact Centre. Satisfaction levels amongst all participants who provided a satisfaction rating for these services were notably higher⁶, with 78 per cent satisfied with information provided by the Translink website and 79 per cent satisfied with information provided by the Translink contact centre.
- Nearly one in eight (12 per cent) indicated they had encountered incorrect information, whilst eight per cent were unable to access information.

Nearly a quarter of all respondents believed there is a need for:

- More staff at stations to deal with information requests (18 per cent);
- Improved information available in more formats such as in Braille, audio or other languages (22 per cent); and
- More printed information which can be kept for future reference (24 per cent).

⁶ When the 'Don't Know' responses are discounted the satisfaction rating of those who gave a response was significantly higher. This is outlined in more detail in Table 4, Page 22.

4. Methodology

Quantitative survey

The survey was conducted by Perceptive Insight on behalf of the Consumer Council with 1,010 people in their homes within 126 sample points across Northern Ireland. Quotas were applied to the number of interviews conducted based on gender, age, socio-economic group⁷ and location to ensure the survey was representative of the adult population in NI. The following table shows the quotas that were applied based on 2011 Census data and the number of interviews achieved.

Table 1: Sample stratification by demographics

		Census 2011 data	Achieved number of interviews	% achieved interviews
Gender	Male	48%	487	48%
	Female	52%	523	52%
Age	16 to 29	25%	250	25%
	30 to 54	50%	486	48%
	55+	25%	274	27%
SEG	ABC1	48%	498	49%
	C2DE	52%	512	51%
Total		100%	1,010	100%

In addition, 27 per cent of the interviews were conducted with those who have a disability. 63 per cent of the interviews were conducted with those living in an urban location and 37 per cent with those in a rural location⁸.

⁷ Socio-economic group definitions: A – 2 to 3 per cent of the population, professional people, very senior managers in business or commerce or top level civil servants; B – 12 to 13 per cent of the population, middle management executives in large organisations, with appropriate qualifications, principle officers in local government and civil service, top management or owners of small business concerns, educational and service establishments; C1 – 31 to 33 per cent of the population, junior management, owners of small establishments, and all others in non-manual positions. Jobs in this group have very varied responsibilities and educational requirements; C2 – 16 to 18 per cent of the population, all skilled manual workers and those manual workers with responsibility for other people. D – 24 per cent of the population. All semi and unskilled manual workers, apprentices and trainees to skilled workers. E – 11 per cent of population. All those entirely dependent on the state long-term through sickness, unemployment, or other reason. Those unemployed for a period exceeding six months. Casual workers and those without a regular income.

⁸ This is broadly representative of the Northern Ireland population as nearly 25% of the population have a disability and 40% of the population live in a rural area. Sources: OFMDFM, "A strategy to improve the lives of people with disabilities - 2012 to 2015", 2012; Department of Agriculture and Rural Development, "Thinking Rural: The Essential Guide to Rural Proofing", 2011.

Table 2: Respondent base

Section	Criteria	Base
Public transport	Those who have access to a car and regularly use it to travel to work or college	783
Public transport	Those who use public transport at least once a year	582
Public transport	Frequent users of public transport, i.e. those who use it at least monthly	349

Detailed statistical results including analysis by age, gender, socio-economic grouping and location can be found at Appendix A.

Qualitative groups

Four focus group discussions were conducted with 35 participants between 8 and 15 January 2013. Each group included participants from a spread of demographics including age, gender, socioeconomic group and those who lived in an urban and rural locality.

Table 3: Group structure

	Location	Age	SEG	Urban / rural
1	Belfast	16-39	C2DE	Urban
2	Castlewellan	40+	ABC1	Rural
3	Derry / Londonderry	16-39	ABC1	Urban
4	Armagh	40+	C2DE	Rural

The topic guide used in each of the focus groups is included at Appendix B.

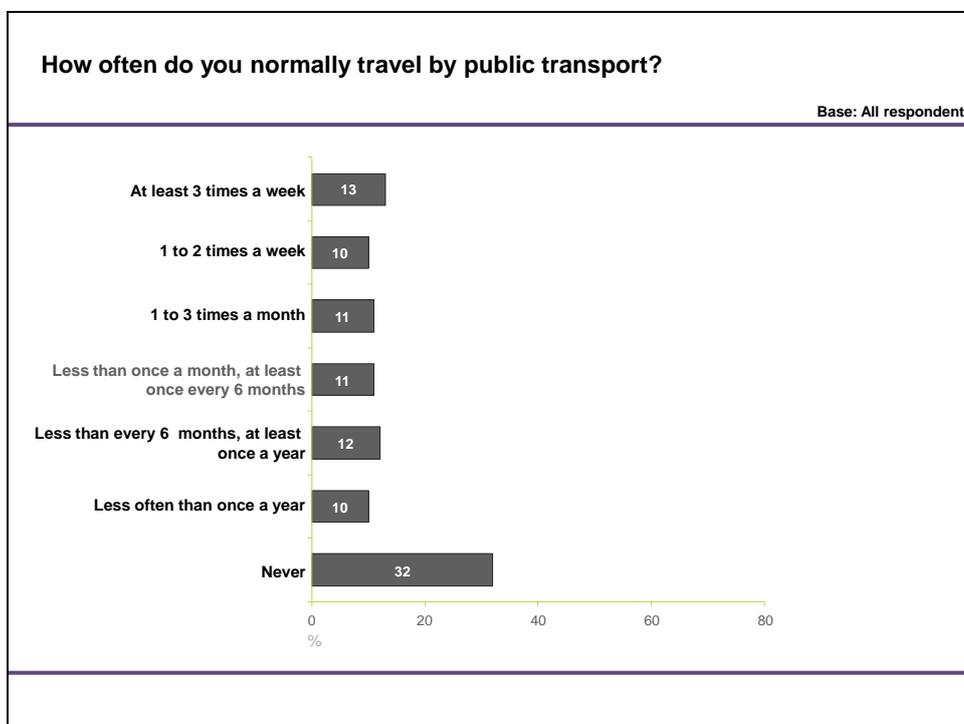
5. Findings: Modal Shift

5.1 Frequency of public transport use

23 per cent reported using public transport on at least a weekly basis. A further 11 per cent reported travelling on public transport between one and three times a month. Therefore, 34 per cent of respondents use public transport at least once a month.

One third (33 per cent) use public transport infrequently (less than once a month). The remaining 32 per cent of respondents indicated that they never use public transport.

Figure 1: Incidence of using public transport



Analysis by key demographics illustrates that younger respondents (21 per cent) are more likely to use public transport at least three times a week compared to those aged 35 to 54 years and 55 plus (eight per cent and ten per cent respectively). Those from urban areas (15 per cent) are more likely to use public transport at least three times a week compared to those from rural areas (nine per cent).

A similar proportion of respondents across the age categories indicated that they do not currently travel using public transport. Respondents from rural areas (39 per cent) are more likely than those from urban areas (29 per cent) to never use public transport. This is likely to be influenced by the limited number of services available in rural locations.

Participants in the focus groups detailed varying levels of public transport usage. Some participants used public transport regularly on a daily, weekly or fortnightly

basis whilst others cited usage of public transport as a rarity such as at Christmas time, when they are constrained by lack of parking in Belfast city centre. A small number indicated that they never use public transport.

Discussions revealed variation in use of public transport depending on circumstance and life stage. Older participants reported a much greater inclination to use public transport as a consequence of having a free bus pass. Younger people and those in full time study also reported high frequency of bus use. Such participants stated that they were motivated by a lack of parking facilities at colleges / universities.

*“The bus pass encourages the older generation to use the bus.”
(Female, Armagh, C2DE)*

*“I would use the bus twice a week to get to university. I wouldn’t take the car as its pretty difficult to park up around Queen’s.”
(Male, Belfast, C2DE)*

With the exception of participants in the Armagh group, the majority of respondents reported relatively infrequent train use. For some respondents, the train was deemed to be ‘a novelty’. Others commented that they only occasionally use the train for day trips, such as when travelling to Dublin. Discussions also revealed that respondents from outside the Belfast area are motivated to use public transport when visiting the city centre. Several respondents in the Armagh, Castlewellan and Derry / Londonderry groups reported taking the bus for a day trip to Belfast. Such respondents commented that parking costs and lack of spaces, in addition to traffic congestion in the area, often encourages them to take the bus in favour of the car. Other participants stated that they find the Park and Ride facility to be particularly useful when travelling into Belfast city centre.

*“It’s the convenience I find with the bus and train. You don’t have to worry about where to park the car. There’s a security aspect to it. You go to Belfast and you don’t know where the car parks are or which streets you are allowed to park on or where the machine is to buy tickets. So the Park and Ride is excellent.”
(Male, Castlewellan, 40+, ABC1)*

5.1.1 Satisfaction with current public transport provision (focus group participants)

Participants in the focus group discussions revealed mixed views on public transport. Respondents from the Armagh and Castlewellan groups generally appeared more satisfied with the public transport service than the participants from Belfast and Derry / Londonderry. Several participants within the Derry / Londonderry group were also dissatisfied with the train service, particularly the lack of direct trains to Belfast⁹. In comparison, the majority of participants from Armagh were satisfied with public transport in the area. Discussions also revealed differences by age. Younger participants requested a greater number of late evening / night time services. Older participants were more likely to provide recommendations in relation to the comfort on buses. Nevertheless, there was commonality in recommendations across groups. Several respondents felt there is a need to improve the customer service provided by bus drivers. Some participants also felt that reducing fares and upgrading the bus fleet would encourage greater use:

*“Compared to the rest of the UK, public transport is not good.”
(Male, LDerry, 16 – 39, ABC1)*

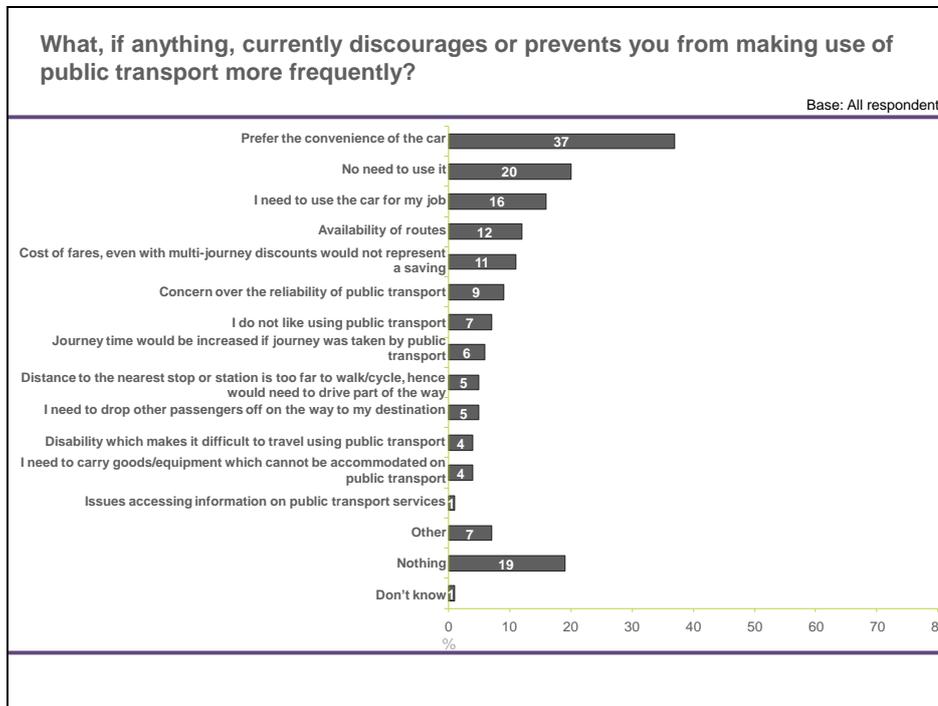
*“We have a very good bus service where we live, there is a bus that comes through the village every half an hour. We are on the route from Armagh / Portadown to Belfast, so it is quite a busy route.”
(Male, Armagh, 40+, C2DE)*

*“Translink has changed since it opened, the prices just seem to go up, even the buses aren’t maintained to the standards of other services.”
(Female, Belfast 16 – 39, C2DE)*

⁹ When the focus group research was conducted the Derry / Londonderry to Coleraine line was closed and has since re-opened.

5.2 Barriers to public transport use

Figure 2: Deterrents to using public transport



Respondents were asked what discourages them from using public transport more often. The most frequently cited responses included:

- Prefer the convenience of the car (37 per cent);
- I need to use the car for my job (16 per cent);
- Availability of routes (12 per cent); and
- Cost of fares (11 per cent).

This demonstrates that delivering public transport services which offer convenient, cost effective travel to locations people need to access will be vital to facilitate modal shift from private car to public transport.

There was some variation in responses based on key demographics. Unsurprisingly, those from rural areas (16 per cent) are more likely to be restricted by availability of routes than urban respondents (ten per cent).

The survey also found that the cost of public transport was a consideration for all income levels, with similar levels of responses from C2DE respondents (ten per cent) and ABC1 groups (12 per cent) citing the cost of fares as a barrier to using public transport.

Focus group participants reflected on the barriers which prevent them from using public transport more often. Across all groups, the cost of bus / train fares was deemed to be a significant barrier to frequent public transport use, a common view across age and socio-economic groupings. Several participants viewed bus and train fares as too expensive. Some respondents in the Belfast group expressed dissatisfaction with the fares for travelling on the Metro service which do not take account of the distance travelled in the set fare. A number of participants were of the opinion that bus prices are far too expensive for children and young people. Some participants in the Belfast group reflected on the high cost of school bus passes. Some respondents also indicated that they would rather travel by taxi than pay the fare of a bus as these were viewed as less expensive than buses and trains in the area, particularly if a number of passengers were travelling together.

*"I think the biggest factor that stops people using public transport is the cost."
(Female, Armagh, 40+, C2DE)*

*"My nephew's bus pass for the year was £475...my other nephew will be going to school next year so that will be £1,000 to get the kids to and from school."
(Female, Belfast 16 – 39, C2DE)*

*"If you have four kids you would rather just pay a taxi to save money, it's cheaper for four children than the bus."
(Female, Belfast 16 – 39, C2DE)*

A small number of respondents reported dissatisfaction with the level of cleanliness of buses. Such participants revealed that unclean trains and buses have prevented them from using public transport more often. Several participants with young children and babies commented that buses are not secure or child friendly. They reported difficulties accessing buses with young children, and stated that there is not enough space on the buses to accommodate buggies and prams. Such respondents also expressed concern about the security of buggies and prams on buses. They recommended the introduction of floor grips to prevent buggies slipping or rolling. They also requested more facilities such as seatbelts for young children. Similarly, some older passengers and those with mobility issues reflected on difficulties accessing and disembarking buses. While respondents reflected on the comfort of Goldliner buses, they also commented that these buses are more difficult to access:

*"The last time we went on a train it was quite dirty, it just hadn't been cleaned. There was loads of rubbish, it was a mess, the seats were dirty, the floor was dirty, the windows were dirty, it just wasn't clean."
(Female, Belfast 16 – 39, C2DE)*

*I know we've taken the kids and it's a novelty, but it's hard lugging three kids and prams. If you had to do it every day it would be stressful. And the bus is busy and you're trying to get five people sat down. Whereas <with a car> you can just put everything in and away you go, it is much more convenient."
(Male, Castlewellan, 40+, ABC1)*

Across all groups, a number of respondents expressed dissatisfaction with the level of customer service on buses. This was most pronounced in the Belfast group. Several participants commented on experiences where they have found bus drivers to be unhelpful or discourteous. Consistent with previous feedback from participants in relation to the accessibility of buses for those with buggies and prams, some commented on experiences where they have received no help from the driver to get on the bus with young children. Some respondents reflected on experiences when bus drivers have not stopped for them while they are waiting at the bus stop. Others indicated that they find bus drivers unhelpful and not particularly well informed in relation to public transport services.

*“Attitudes...bus drivers and their attitudes.”
(Male, Belfast 16 – 39, C2DE)*

Some respondents from the Armagh group stated that they cannot use public transport as often as they would like to due to the lack of services in the rural area where they live. For others, services didn't operate at the time they needed to travel.

*“There are obvious barriers, like the times and there might not be a route close to where you live. You could be waiting every two hours for a bus whereas you could just jump in the car instead.”
(Male, Armagh, 40+, C2DE)*

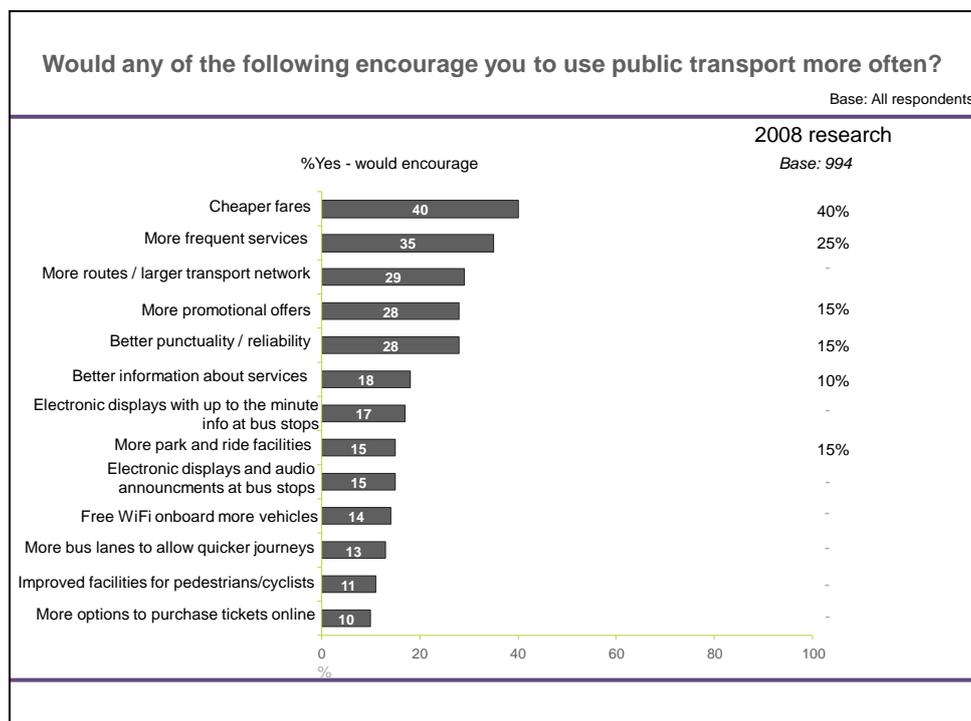
5.3 Encouraging greater use of public transport

Respondents were asked whether a series of factors would encourage them to use public transport more often. Where applicable, comparisons have been drawn with previous Consumer Council research conducted in January 2008 to track if consumer views have changed in the last five years.

The most significant factor which would encourage greater use of public transport was cheaper fares, noted by two in five people (40 per cent), the same level found in the 2008 survey. 35 per cent of respondents requested more frequent services, a ten per cent rise from the 2008 research findings and nearly one in three (29 per cent) reported that they would be encouraged by more routes or a larger transport network. Other issues which were rated as a factor by more people compared to the 2008 results included:

- More promotional offers (28 per cent compared to 15 per cent in 2008);
- Better punctuality / reliability (28 per cent compared to 15 per cent in 2008 survey); and
- Better information about services (18 per cent compared to ten per cent in 2008).

Figure 3: Encouragements to using public transport



Analysis shows some variations in responses based on key demographics. Younger respondents are more likely to be encouraged by cheaper fares (60 per cent compared to 40 per cent overall), promotional offers (42 per cent compared to 28 per cent overall) and free WiFi on-board more vehicles (28 per cent compared to 14 per cent overall). Better punctuality / reliability was also more of a factor for urban dwellers (30 per cent) compared to those living in rural areas (24 per cent).

The importance of cheaper fares, improved punctuality / reliability and increased frequency of service were also cited as the key factors to encourage public transport use across the focus groups, similar to results found in the survey. Some respondents in the Castlewella and Derry / Londonderry groups indicated that punctuality of service is a key issue where they live. Those from rural areas indicated that they would benefit from more routes in their area. A small number of respondents in the Castlewella group requested a greater number of bus stops along routes in rural areas.

There were some differences in priorities expressed based on age. Younger respondents with children recommended booster seats and child safety adaptations on buses as a priority for them. For older respondents, comfort was deemed an important factor to encourage greater use. Participants from the Belfast group rated promotional offers highly. These respondents felt that loyalty schemes would encourage regular passengers to travel more often. Respondents in each of the groups noted that 'improved facilities for pedestrians or cyclists such as more bus shelters/bus racks' and 'more options to purchase tickets online' would prove beneficial, although these were deemed to be less of a priority for their travel needs, similar to the results of the survey.

"They are never on time, you're standing out in the cold maybe half an hour 'cause it's late."

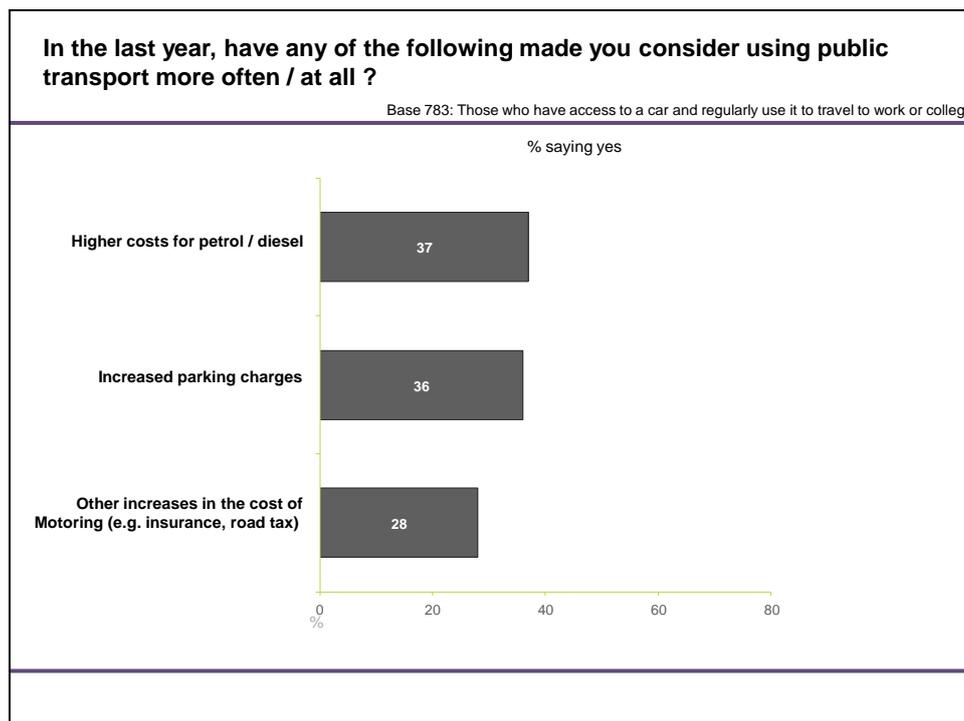
(Female, LDerry, 16 – 39, ABC1)

5.4 Car ownership and increases in the cost of motoring

Across the survey, 77 per cent of all respondents reported owning a car and 71 per cent of those who are employed or in education indicated that they regularly use a car to travel to work or college.

Those who have access to a car or regularly use it to travel to work or college were asked whether increases in various motoring costs have encouraged them to consider using public transport more often or at all within the last year. Over one third indicated that they have been influenced by higher costs for petrol / diesel (37 per cent) and increased parking charges (36 per cent). More than a quarter (28 per cent) stated that increases in other motoring costs such as car tax and insurance has made them consider using public transport rather than their car.

Figure 4: Impact of car costs on public transport use



Nearly a third reported that a reduction in the availability of parking spaces (31 per cent) and congestion charging (30 per cent) would discourage them ‘a lot’ from using their car. Just under one quarter reported that reduced road space for cars through more dedicated bus lanes (24 per cent) and road tolls (23 per cent) would have a large influence on the extent to which they use their car if the measures were introduced.

Across all the focus groups, the majority of participants stated that they have access to a car at their household and use it on a regular basis. All participants who are currently employed indicated that they use a car to travel to work, almost all of which have free car parking. Several respondents noted that the introduction of a charge to park at or near their work place would encourage them use public transport more often, although this would be dependent on the level of charge applied. Some respondents felt that a cost of £20 – £30 per week would prompt them to consider using public transport for their commute rather than use their car, whilst the majority felt that the cost of car parking would have to be much higher to encourage them to take a bus or train in favour of the car. The main reason for this was the view from participants that car travel proved more convenient than public transport, with some noting the ‘freedom’ that car travel provided compared to buses or trains.

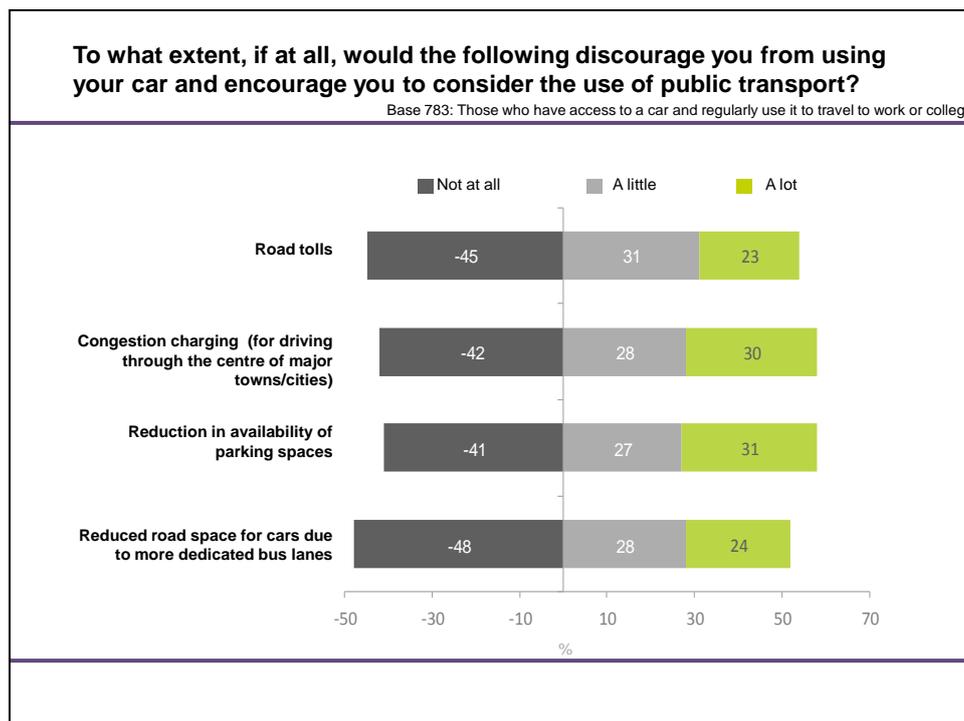
“If car parking cost between £30 – £40 a week I would consider using public transport.”

(Male, Belfast 16 – 39, C2DE)

“Can’t remember the last time I used the bus, I just find the car much more convenient.”

(Male, Castlewellan, 40+, ABC1)

Figure 5: Extent to which specific measures would discourage car use



In the survey, significant numbers of car users also indicated that they would be discouraged to some extent from using their car in future due to:

- A reduction in the availability of parking spaces (31 per cent noted this would have a lot of influence, 23 per cent a little);
- The introduction of congestion charging (30 per cent a lot, 28 per cent a little);
- The introduction of road tolls (23 per cent a lot, 31 per cent a little); and
- A reduction in road space due to more dedicated bus lanes (24 per cent a lot, 28 per cent a little).

Conversely, a substantial number of respondents (41-48 per cent) indicated that these measures would have **no** effect on their preference for car travel over public transport. There is a need to assess this in more detail to investigate the reasons why these disincentives wouldn't be a factor for those who state they would have no impact on their likelihood of using public transport as there may be no viable public transport option available.

Focus group participants who owned a car were also asked whether factors such as the introduction of road tolls and congestion charging would discourage them from using the car and encourage them to use public transport more often. Respondents expressed mixed views on this, however there were no evident differences based on age or socio-economic grouping. While some respondents felt road tolls and congestion charging would deter them from using the car and decrease the number of one passenger vehicles on the roads, others stressed that it would depend on the cost involved. Several respondents indicated that no factors would persuade them to use public transport instead of their car.

Across all groups, respondents generally did not feel that a reduction in road space due to more dedicated bus lanes would significantly influence their usage of public transport, although several participants did note that the increased number of bus lanes in Belfast city centre has had a negative impact for car drivers in the area.

Consistent with feedback provided throughout the discussions, the majority of respondents indicated that reduced availability of car parking spaces would encourage them to use public transport more often:

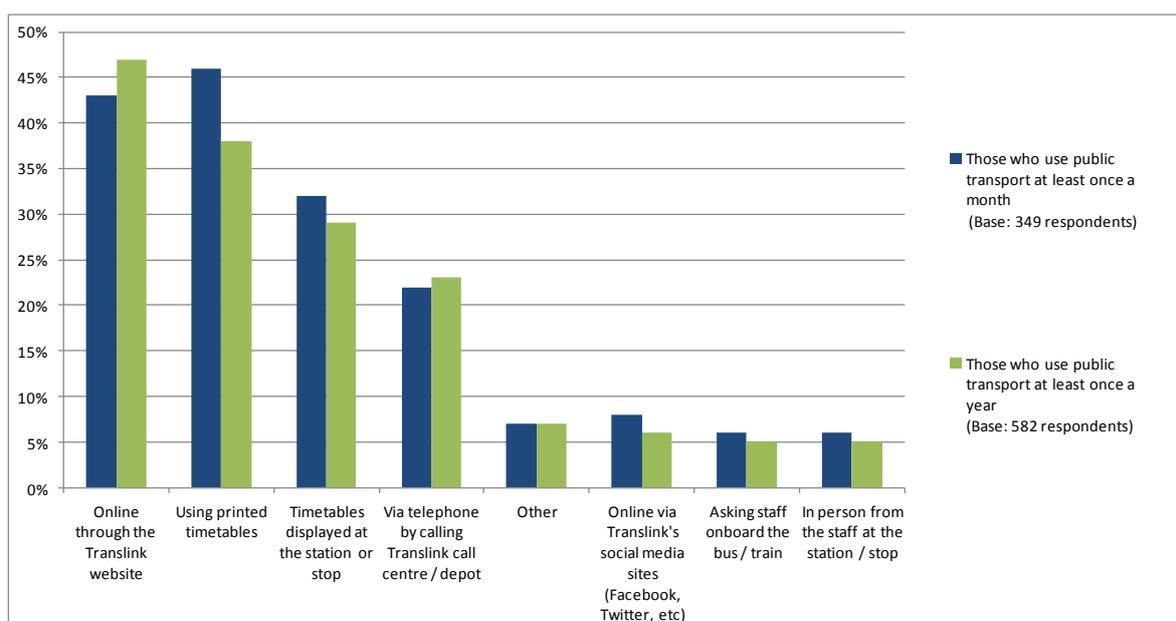
“The bus saves you sitting about in traffic or trying to find a car parking space, because most spaces in Belfast are usually full.”
(Female, Belfast 16 – 39, C2DE)

6. Findings: Public Transport Information

6.1 How passengers access information

Those who use public transport at least once a year were asked where they access information on services. 47 per cent reported that they obtain information through the Translink website, while 38 per cent indicated that they use printed timetables. Analysis by key demographics reveals differences in approach by age. Younger respondents are much more likely than older people to access information electronically such as on the Translink website (70 per cent) and social media site (15 per cent). Older respondents (52 per cent) tend to use printed information more often than those aged 35 to 54 (37 per cent) and 16 to 34 years (24 per cent).

Figure 6: How regular passengers access information compared to those who travel less frequently



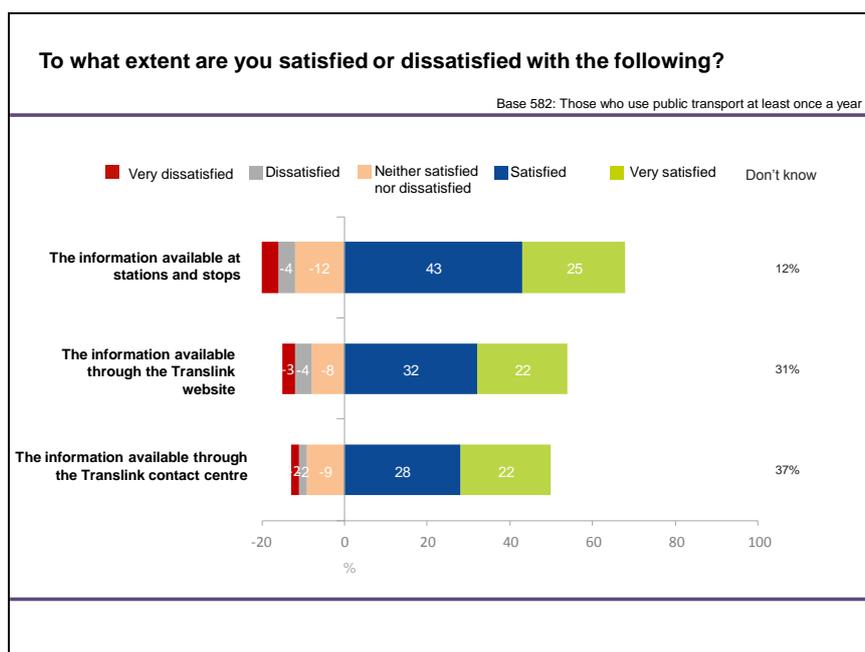
The survey results found some slight differences in the usage of public transport information sources from those who use public transport regularly (at least once per month) compared to those who use it less regularly (at least once per year). More regular users were slightly less likely to use the website (43 per cent compared to 47 per cent) and more likely to use printed timetables (46 per cent compared to 38 per cent) and Translink’s social media sites (eight per cent compared to six per cent).

During the focus groups, participants who used public transport more frequently were asked how they usually access information. An equal number of older participants (aged 40 plus) and younger participants (aged 16 to 39) indicated that they normally use the Translink website to gain information.

6.2 Satisfaction with the current availability and accessibility of public transport information

Those who use public transport were asked to rate their satisfaction with the information available. Figure 7 shows over two thirds (68 per cent) indicated that they are satisfied with the information available at stations and stops. Lower levels of satisfaction were given for information available through the Translink website (54 per cent) and through the Translink contact centre (50 per cent).

Figure 7: Satisfaction with public transport information



Satisfaction levels amongst all participants who provided a satisfaction rating for these services were notably higher. As Table 4 denotes, 78 per cent were satisfied with information provided by the Translink website and 79 per cent were satisfied with information provided by the Translink contact centre.

Table 4: Levels of satisfaction with specific public transport information sources

	Base: those who provided a satisfaction rating	Very satisfied	Satisfied	Neither Satisfied / Dissatisfied	Dissatisfied	Very dissatisfied
At a station or stop	510	28%	50%	14%	5%	4%
The Translink website	402	32%	46%	12%	5%	4%
The Translink contact centre	367	35%	44%	15%	3%	3%

6.2.1 Issues or problems encountered when accessing public transport information

Of those who use public transport at least once a year, 12 per cent reported receiving incorrect information, while eight per cent were not able to access information. Table 5 details the percentage of those who encountered difficulties with specific modes of information. The place where incorrect information is most likely to be encountered is at a station or stop. The Translink website was where most respondents noted not being able to access information, although this was still low (four per cent of respondents) compared to those who encountered no difficulties (61 per cent). An unexpected finding from the survey was that significant numbers of respondents did not use any of the specified methods.

Table 5: Incidence of encountering difficulties with public transport information

Base: Those who use public transport at least once a year	Incorrect information	Not been able to access information	Encountered no difficulties	Did not use
At a station or stop	9%	3%	68%	20%
From staff, when requested	5%	1%	68%	26%
The Translink website	4%	4%	61%	31%
The Translink journey planner	3%	1%	49%	47%
Translink contact centre	2%	1%	54%	43%
Information in a specific format (e.g. Braille, large print)	1%	0%	37%	62%

Table 6 further explores the incidence of encountering difficulties, focused on those who made use of each mode of information. This demonstrates that the majority of those who use each methods experience no difficulties.

Table 6: Incidence of encountering difficulties by those who use each mode of information

	Base: those who use each mode of information	Incorrect information	Not been able to access information	Encountered no difficulties
At a station or stop	467	11%	4%	85%
From staff, when requested	428	7%	2%	92%
The Translink website	401	6%	5%	89%
The Translink journey planner	311	5%	2%	92%
Translink contact centre	334	4%	2%	94%
Information in a specific format (e.g. Braille, large print)	221	2%	0%	98%

Whilst the number of respondents who had experienced an issue with information was low, just over one quarter (26 per cent) of those who experienced difficulties with information stated that this has discouraged them from using public transport.

The focus group discussions provided an opportunity for a more in-depth discussion about passenger information. Overall, many participants reported being satisfied with the provision of passenger information. Some focus group participants expressed concerns about specific elements, such as the usability of the Translink website. Several participants indicated that they often gain information via the Translink contact centre as this is deemed to be quicker and more reliable, although a small number of participants reported receiving incorrect information from the Translink contact centre in relation to bus times.

Several expressed frustration that the timetables are not up-to-date, and therefore deemed them to be an unreliable source of information. Other participants indicated that there is a lack of information at bus stops.

Discussions revealed other problems encountered by participants in relation to public transport information. A number of older participants felt there is a lack of information for passengers in relation to changes of bus times, particularly during holiday periods. Others commented on the removal of bus services, with no explanation or notification given to regular passengers:

*“The website is very difficult to follow and plot your route.”
(Female, Castlewellan, 40+, ABC1)*

*“I would sometimes phone them, it’s quicker, you can ask a question and get given an answer straight away.”
(Female, LDerry, 16 – 39, ABC1)*

*“I contacted the telephone centre a couple of weeks ago, just when the protests started...I waited 45 minutes and there was no bus so I phoned Translink and was told one was coming along, that it would be another five minutes. I waited and ended up walking into town, because no bus came.”
(Male, Belfast 16 – 39, C2DE)*

*“Some shelters have old bus timetables, you look and it tells you that there is a bus coming in a couple of minutes but there is not. It must be old or it’s wrong.”
(Male, Belfast 16 – 39, C2DE)*

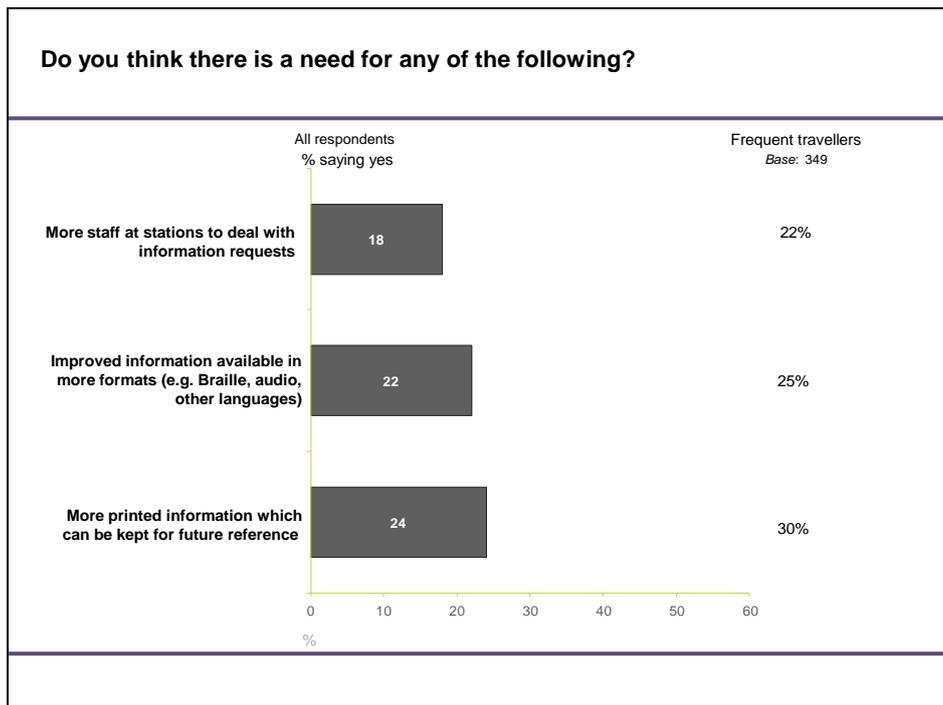
6.3 Requirement for greater provision of public transport information

Nearly a quarter of all survey respondents believe there is a need for:

- More staff at stations to deal with information requests (18 per cent);
- Improved information available in more formats e.g. Braille, audio, other languages (22 per cent); and
- More printed information which can be kept for future reference (24 per cent).

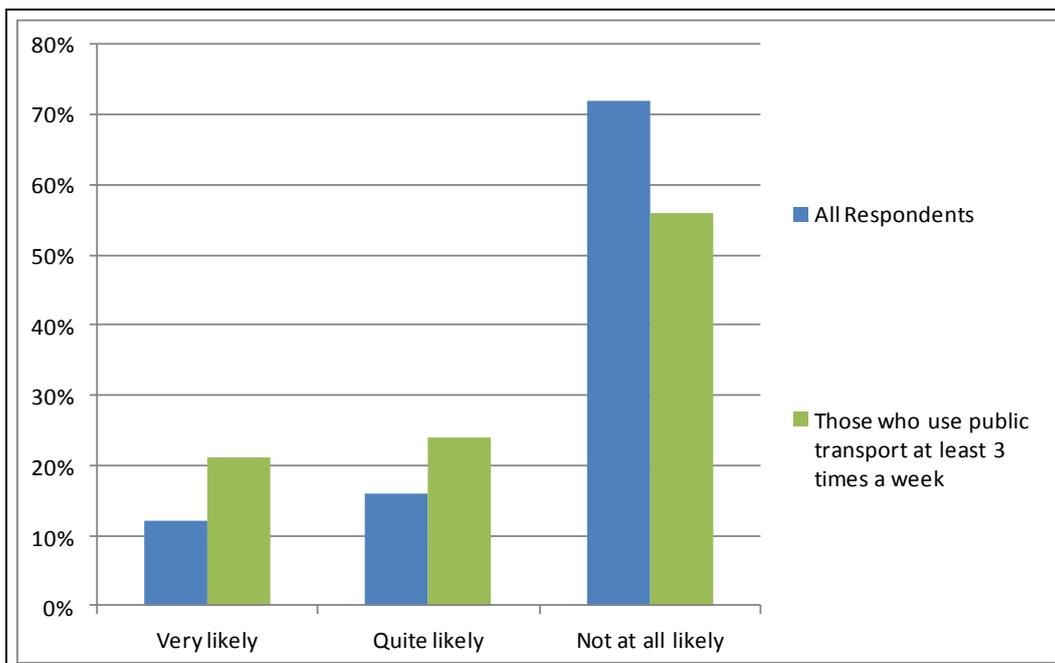
Data was analysed to investigate the responses of those who use public transport frequently (at least monthly). Such respondents are more likely to feel there is a need for more staff at stations (22 per cent); improved information available in more formats (25 per cent); and more printed information which can be kept for future reference (30 per cent).

Figure 8: Requirement for other forms of public transport information



Over a quarter of all respondents reported that it is either very likely (12 per cent) or quite likely (16 per cent) they would use an SMS text service to obtain information on public transport if it were available. Younger respondents aged 16 to 34 and those in socioeconomic group ABC1 were most likely to indicate they would use this service if it were available.

Figure 9: Likelihood of using SMS text service to gain information on public transport



Unsurprisingly, analysis by frequency of public transport use indicated that those who travel at least three times a week (45 per cent), one to two times a week (36 per

cent) and one to three times a month (35 per cent) are much more likely to use this service (totalling 349 respondents, 34.5 per cent of those included in the survey) .

Across all the focus groups, the majority of respondents felt an SMS service would be a useful way of updating passengers on changes to bus times and any promotional offers, even if they did not feel they would make use of the facility personally.

6.4 Recommendations to improve public transport information

Focus group participants were asked if they had any recommendations to improve the provision of public transport information. Several respondents requested better notification of changes to bus times and more up-to-date information at bus stops. Some respondents from rural areas felt they would benefit from electronic displays at bus stops, similar to those within major urban areas, however others felt there is less necessity for these due to the infrequent nature of buses in many rural areas.

The majority of participants from urban areas in particular, agreed that ‘real time’ information on buses would be useful. Such respondents felt they would benefit from the facility to track a bus, particularly in the case of an unexpected delay.

Younger respondents agreed that a Smartphone ‘app’ could be a useful source of public transport information, particularly if it provided ‘real time’ information on bus and train services:

“An app or tracker would be really good, it could tell you where the bus is and when it will be there.”

(Male, Belfast 16 – 39, C2DE)

7. Conclusion

Encouraging greater use of public transport

Across all the focus groups and the survey results, cheaper fares, more promotional offers, improved punctuality / reliability and increased frequency of service were cited as the key factors to encourage public transport use. Extending the current transport network to provide more routes was also a key issue for those who participated in the survey.

Improving the punctuality and reliability of public transport was also noted as a significant factor which would encourage greater use of public transport with 28 per cent of survey respondents noting this as important compared to 15 per cent in 2008. This is despite the latest Translink Charter Monitoring Results for the Autumn 2012 period showing that 99.9 per cent of NI Railways services and 100 per cent of Metro and Ulsterbus services ran as scheduled, with punctuality of arrival at 98 per cent on Metro and Ulsterbus and 99 per cent on NI Railways. This would indicate there is a need to address consumers' perceptions of punctuality and how this is monitored and reported. At present, Translink excludes cancellations which are deemed outside of its control. Buses are considered to be 'on time' if they arrive up to seven minutes late. NI Railways services on the Bangor, Portadown and Larne line are considered 'on time' if they arrive up to five minutes late, and trains on the Dublin, L'Derry and Portrush lines up to ten minutes late. Whilst this practice follows industry standards, passengers will simply view these as delays. Passengers rightly expect services to arrive at the scheduled time and as such current reporting of punctuality doesn't match with customer experiences and perceptions.

The survey results show that younger people are a key demographic who can be encouraged to use public transport if services meet their needs. Encouragements such as cheaper fares, more promotional offers, increased frequency of services and a wider transport network were all rated significantly higher by those aged 16-34 as influencing their decision to use public transport compared to older respondents. These results are consistent with previous Consumer Council research which found that many young people want to travel using public transport and view it as their first choice, yet lack of routes, the cost of fares and poor customer service from staff limit their ability to travel.

Results from the focus groups, most notably in Belfast, found that poor customer service from bus drivers continues to act as a deterrent to using public transport for passengers of all ages.

A sizeable number of car owners (around one in three) noted that increased motoring costs such as parking charges, insurance, road tax and petrol and diesel costs have made them consider using public transport more often. This presents an opportunity for the Department for Regional Development and Translink to achieve significant modal shift if services can better meet the travel needs of current car drivers. Many car drivers also noted that the introduction of measures such as road tolls, congestion charging or reduced availability of parking would also discourage them from using their car and consider public transport. It must be noted that

significant numbers also stated that these measures would have no impact in encouraging them to use public transport. Therefore, before consideration is given to implement any of these measures, a travel needs analysis must be undertaken, as if there is no viable public transport option available then these measures will fail to deliver modal shift and simply increase costs for those who cannot avoid them.

Ensuring passengers can access accurate public transport information in a format which meets their needs is also an important factor to encourage modal shift. Whilst the majority of passengers experienced no difficulties in accessing information, 26 per cent of those who did experience difficulties stated that this has discouraged them from using public transport in future.

Public transport passenger information

Passengers indicated that there is a need for a mix of information sources. Significant numbers of passengers used the Translink website (47 per cent), timetables displayed at stations or stops (29 per cent), printed timetables (38 per cent), the Translink contact centre (23 per cent) or a combination of these. A focus on providing information on delayed or cancelled services through social media sites such as Facebook and Twitter is welcome, however usage of these was significantly lower (eight per cent of those who travel at least once a month and six per cent of those travel at least once a year). This demonstrates a need to ensure a range of communication methods are used, particularly during periods of disruption.

Nearly one in four respondents felt that the level of information provision should be improved (either through more staff at stations to deal with requests or more printed information available) or that other information formats were required such as Braille, audio or other languages. Focus group participants felt that the introduction of an SMS text service to obtain information on public transport would also prove beneficial, with 28 per cent of survey respondents indicating they would be likely to make use of this.

The survey found that a significant level of respondents were *not* making use of the various sources of public transport passenger information available which could indicate the need for a wider review of public transport passenger information to ensure it is relevant to consumer needs.

8. Recommendations

Encouraging greater use of public transport

- Conduct a travel needs analysis to identify the journeys consumers make regularly and assess whether these journeys could be made using current public transport services

Convenience of car travel was found to be one of the main reasons that respondents did not currently make use of public transport. One in eight respondents were deterred/ prevented from using public transport by the availability of routes whilst around one in three noted that more routes or improved frequency would encourage or enable them to use public transport more often. A package of measures to prioritise public transport could be effective if services are frequent, represent value for money and are available for the journeys people need to make, yet over 40 per cent of current car users said potential measures designed to be disincentives to car use wouldn't encourage them to consider public transport more. This shows there is a need to investigate consumer travel needs to see if a viable public transport alternative is available for the majority of travel needs. Undertaking a travel needs analysis would help to identify the types of journeys that passengers need to make which should then be used to inform a review of routes and service frequency to assess how well current public transport services meet current travel needs. This could be considered as part of the roll out of the local public transport planning process currently being piloted in the Dungannon area.

- Address customer perceptions of value for money and further promote the savings to be made by switching from the private car to public transport.

Value for money is a key issue for both passengers and potential users. There is a need to address the perception that fares do not represent value for money, as current fare levels are noted as a barrier for some. This is a particular issue for young people as 17 per cent of 16-34 year olds stated cost was a deterrent compared to 12 per cent of those aged 35-54. Whilst benchmarking fares against operators in other regions provides a useful guide for DRD, on its own this will not represent a valid assessment of value for money for consumers as passengers and potential passengers will compare fares against the perceived cost of car travel rather than fares in other regions. DRD should re-evaluate how it monitors value for money to include a comparison of public transport fares against motoring costs to assess whether fares are set at a level that represent a significant incentive for private car users to switch to public transport.

It is recognised that DRD and Translink do currently promote the potential savings to be made using public transport. Promotional strategies could be reviewed to target specific journeys identified by a travel needs analysis mentioned above. The DRD programme of work to develop park and ride sites and Translink's roll out of discount schemes such as Tax Smart for large employers could be coupled with a promotional strategy aimed at increasing modal shift from regular car journeys such as the work commute by highlighting the savings to be made on specific journeys.

It is also recognised that passenger numbers for 2012/13 have increased. The Consumer Council would welcome a review of the underlying reasons for this passenger growth to identify any opportunities to continue to promote the benefits of public transport.

- Review how the punctuality of services is measured and reported

There is a need to assess why passenger perceptions of the punctuality of services doesn't match the results published by Translink. At present, Translink excludes cancellations which are deemed outside of its control. Buses are considered to be 'on time' if they arrive up to seven minutes late. NI Railways services on the Bangor, Portadown and Larne line are considered 'on time' if they arrive up to five minutes late, and trains on the Dublin, L'Derry and Portrush lines up to ten minutes late. The Consumer Council recognises this practice follows industry standards, yet passengers will simply view these as delays. Passengers expect services to arrive at the scheduled time and as such current reporting of punctuality doesn't match customer experiences and perceptions. The inclusion of more timed points along routes and mid-point monitoring can help to alleviate these concerns as there is a need to address passengers' perceptions to deliver modal shift.

It is recognised that since this research was conducted the number of timed points along routes available on the new Translink web based Journey Planner has increased. A midpoint monitoring pilot has also been included in the revised Translink Passenger Charter monitoring exercise. The impact that these revised measures have on passenger perceptions of punctuality should be considered as results emerge.

Public transport information

- Conduct an in-depth review of public transport passenger information provision

The research found that passengers use a range of information sources and accurate information on services, particularly where these are cancelled or delayed, is required across all mediums to keep passengers informed. The availability of real time information on services was cited as important, along with information through alternative means such as SMS text messaging. Despite a recent focus on providing travel updates via social media sites, the usage of these was low (eight per cent of those who travel at least once a month) which will impact on many passengers' ability to access information outside of the Translink contact centre opening hours. Sizeable numbers of respondents also stated they did not make use of other sources of public transport information currently provided.

This research has provided a snapshot of consumer views on public transport information. A more detailed study could identify if there are barriers to accessing current information provision and provide further feedback from passengers and potential passengers on how this may be improved.

Appendix A – Detailed Statistical Analysis

Table 7: Incidence of using public transport by key demographics¹⁰

Base: all respondents	All	Gender		Age			SEG		Location	
		Male	Female	16 to 34	35 to 54	55 plus	ABC1	C2DE	Urban	Rural
<i>Base:</i>	1010	487	523	327	319	364	498	512	638	372
At least 3 times a week	13%	14%	12%	21%	8%	10%	13%	13%	15%	9%
1 to 2 times a week	10%	10%	10%	8%	9%	13%	9%	11%	11%	9%
1 to 3 times a month	11%	11%	12%	10%	9%	15%	12%	10%	12%	10%
Less than once a month, at least once every 6 months	11%	9%	13%	11%	13%	10%	14%	9%	13%	9%
Less than every 6 months, at least once a year	12%	12%	12%	11%	13%	12%	12%	11%	11%	13%
Less often than once a year	10%	10%	10%	9%	14%	7%	11%	9%	10%	10%
Never	32%	35%	30%	31%	34%	32%	28%	37%	29%	39%
Total	100%									

¹⁰ Percentages have been rounded and consequently, the overall total may not equal 100%.

Table 8: Deterrents to using public transport by key demographics

Base: all respondents	All	Gender		Age			SEG		Location	
		Male	Female	16 to 34	35 to 54	55 plus	ABC1	C2DE	Urban	Rural
Base:	1010	487	523	327	319	364	498	512	638	372
Prefer the convenience of the car	37%	35%	39%	34%	40%	38%	41%	34%	35%	41%
No need to use it	20%	22%	19%	17%	23%	22%	18%	23%	21%	20%
Nothing	19%	21%	17%	21%	14%	22%	17%	22%	21%	17%
I need to use the car for my job	16%	18%	14%	19%	23%	7%	22%	10%	16%	16%
Availability of routes	12%	12%	12%	12%	15%	10%	13%	11%	10%	16%
Cost of fares, even with multi-journey discounts would not represent a saving	11%	9%	13%	17%	12%	4%	12%	10%	9%	13%
Concern over the reliability of public transport	9%	9%	9%	12%	9%	7%	11%	7%	9%	9%
I do not like using public transport	7%	8%	6%	8%	8%	5%	7%	7%	8%	5%
Journey time would be increased if journey was taken in part / whole by public transport	6%	6%	6%	6%	6%	5%	8%	4%	6%	6%
Distance to the nearest stop or station is too far to walk/cycle, hence would need to drive part of the way	5%	6%	4%	5%	6%	5%	6%	4%	5%	6%
I need to drop other passengers off on the way to my destination	5%	5%	5%	6%	7%	2%	7%	3%	5%	5%
Disability which makes it difficult to travel using public transport	4%	4%	4%	1%	1%	10%	2%	6%	5%	4%
I need to carry goods/equipment which cannot be accommodated on public transport	4%	5%	4%	5%	6%	2%	5%	4%	5%	3%
Safety/health concerns	3%	2%	3%	2%	2%	5%	3%	3%	2%	4%
Timetable does not suit	2%	3%	2%	3%	2%	2%	3%	2%	3%	1%
Difficulty travelling with children	1%	0%	1%	2%	1%	-	1%	1%	1%	1%
Issues accessing information on public transport services	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Problems of quality of Translink buses/staff	0%	0%	0%	0%	1%	-	1%	-	0%	0%
Prefer to walk	0%	0%	1%	1%	-	0%	0%	1%	1%	-
Lack of bus shelters	0%	0%	0%	-	0%	0%	0%	0%	-	1%
Other	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Table 9: Encouragements to using public transport by key demographics¹¹

Base: all respondents	All	Gender		Age			SEG		Location	
		Male	Female	16 to 34	35 to 54	55 plus	ABC1	C2DE	Urban	Rural
<i>Base:</i>	1010	487	523	327	319	364	498	512	638	372
Cheaper fares	40%	35%	46%	60%	48%	16%	42%	39%	39%	43%
More promotional offers	28%	24%	31%	42%	33%	10%	29%	26%	27%	28%
More frequent services	35%	31%	39%	44%	40%	23%	38%	32%	35%	35%
More routes / larger transport network	29%	28%	30%	39%	32%	18%	31%	27%	29%	29%
Better punctuality / reliability	28%	25%	30%	35%	33%	16%	30%	25%	30%	24%
More 'Park and Ride' facilities	15%	14%	16%	16%	17%	13%	18%	13%	15%	16%
More bus lanes to allow quicker journey times	13%	12%	15%	17%	15%	9%	15%	12%	15%	10%
Improved facilities for pedestrians or cyclists such as more bus shelters / bike racks	11%	12%	11%	16%	13%	7%	11%	12%	12%	10%
Better information about services	18%	17%	18%	21%	21%	11%	16%	19%	18%	16%
Free WiFi onboard more vehicles	14%	16%	13%	28%	12%	4%	18%	11%	16%	12%
More options to purchase tickets online	10%	10%	11%	18%	11%	3%	12%	9%	12%	9%
Electronic displays with 'up to the minute' information at bus stops	17%	15%	19%	25%	18%	9%	19%	15%	19%	13%
Electronic displays and audio announcement of stops (on buses)	15%	13%	17%	22%	16%	7%	17%	13%	17%	12%

¹¹ It should be noted that this was a multi-coded question; therefore responses total to more than 100%

Table 10: Sources of public transport information by key demographics¹²

	Those who use public transport at least once a month		Those who use public transport at least once a year								
	All	All	Gender		Age			SEG		Location	
			Male	Female	16 to 34	35 to 54	55 plus	ABC1	C2DE	Urban	Rural
<i>Base:</i>	349	582	269	313	196	165	221	303	279	395	187
Online through the Translink website	43%	47%	47%	47%	70%	53%	22%	58%	35%	47%	48%
Using printed timetables	46%	38%	36%	40%	24%	37%	52%	37%	40%	40%	36%
Timetables displayed at the station or stop	32%	29%	30%	28%	30%	28%	29%	24%	34%	33%	20%
Via telephone by calling Translink call centre / depot	22%	23%	16%	28%	21%	28%	19%	21%	24%	21%	26%
Other	7%	7%	9%	6%	6%	8%	8%	5%	10%	7%	9%
Online via Translink's social media sites (Facebook, Twitter, etc)	8%	6%	7%	6%	15%	4%	-	8%	5%	8%	4%
Asking staff onboard the bus / train	6%	5%	6%	4%	6%	4%	5%	5%	5%	6%	3%
In person from the staff at the station / stop	6%	5%	5%	4%	3%	4%	7%	4%	6%	5%	4%

Table 11: Likelihood of using SMS text service to gain information on public transport by key demographics

Base: all respondents	All	Gender		Age			SEG		Location	
		Male	Female	16 to 34	35 to 54	55 plus	ABC1	C2DE	Urban	Rural
<i>Base:</i>	1010	487	523	327	319	364	498	512	638	372
Very likely	12%	11%	13%	18%	14%	5%	14%	10%	12%	12%
Quite likely	16%	14%	17%	20%	16%	11%	18%	13%	16%	15%
Not at all likely	72%	76%	69%	62%	70%	84%	68%	76%	72%	73%

¹² It should be noted that this was a multi-coded question; therefore responses do not total 100%

Table 12: Likelihood of using SMS text service to gain information on public transport by frequency of public transport use

Base: all respondents	All	Frequency of use						
		At least 3 times a week	1 to 2 times a week	1 to 3 times a month	Less than once a month, at least every 6 months	Less than every 6 months, at least once a year	Less often than once a year	Never
<i>Base:</i>	1010	131	103	115	114	119	100	328
Very likely	12%	21%	14%	16%	16%	13%	8%	6%
Quite likely	16%	24%	22%	19%	21%	15%	12%	8%
Not at all likely	72%	56%	64%	65%	63%	71%	80%	65%

Appendix B – Focus Group topic guide

Introduction

- Introduce research and self
- Explain how focus group discussions work – no right or wrong answers etc
- Explain use of audio recorder
- Explain confidentiality and reporting procedures
- Participant introductions – name, family background, working status

Attitudes to using public transport

- Do you have access to a car at your household?
 - If yes, do you regularly use a car to travel to work?
- Do you have free car parking at your place of work?
 - To what extent, if at all, would the removal of free car parking at work discourage you from using your car and encourage you to use public transport?
- How often do you normally travel by public transport? Probe
 - At least 3 times a week
 - 1 to 2 times a week
 - 1 to 3 times a month
 - Less than once a month, at least once every 6 months
 - Less than every 6 months, at least once a year
 - Less often than once a year
 - Never
- What form of public transport do you normally use? Probe
 - Metro
 - Ulsterbus
 - Goldline
 - Rail
- If you use public transport, what encourages you to do so?
- If you do not use public transport, what are the barriers that prevent you from doing so?
- What would encourage you to use public transport more? Unprompted
- **Exercise: Using post it / show cards, put options on cards and ask participants to indicate / rate the top 3 factors:**
 - Cheaper fares
 - More promotional offers
 - More frequent services
 - More routes / larger transport network
 - Better punctuality / reliability
 - More 'Park and Ride' facilities
 - More bus lanes to allow quicker journey times
 - Improved facilities for pedestrians or cyclists, such as more bus shelters / bus racks
 - Better information about services
 - Free WiFi onboard more vehicles

- More options to purchase tickets online
- Electronic displays with 'up to the minute' information at bus stops
- Electronic displays and audio announcement of stops (on buses)
- Has anything encouraged you to use public transport more often / at all in the last year? Probe
- Higher petrol / diesel costs
- Other increases in the cost of motoring (e.g. insurance, road tax)
- Increased parking charges
- (If you have a car) are there any factors which would discourage you from using your car and encourage you to use public transport more often? Probe
- Road tolls
- Congestion charging (for driving through the centre of major towns / cities)
- Reduction in availability of parking spaces
- Reduced road space for cars due to more dedicated bus lanes
- Overall, how satisfied are you with the public transport available in this area? Reasons for satisfaction / dissatisfaction. Probe
- Frequency of service
- Promptness of service
- Cost of fares
- Cleanliness of buses / trains

Information on using public transport services

- (Ask those who use public transport at least once a year) How do you usually access information on public transport? Probe
- Timetables displayed at the station or stop
- In person from the staff at the station / stop
- Asking staff onboard the bus / train
- Using printed timetables
- Via telephone by calling Translink call centre / depot
- Online through the Translink website
- Online via Translink's social media sites (Facebook, Twitter)
- Overall, are you satisfied with the public transport information available to you? Probe
- Information at stations and stops
- On the Translink website
- the Translink contact centre
- Have you ever encountered problems accessing information on public transport? Probe
- At a station or stop
- From staff, when requested
- The Translink website
- The Translink journey planner
- Translink contact centre
- Information in a specific format (e.g. Braille, large print, audio, translated into another language)
- Have you ever encountered incorrect information from any of the following:

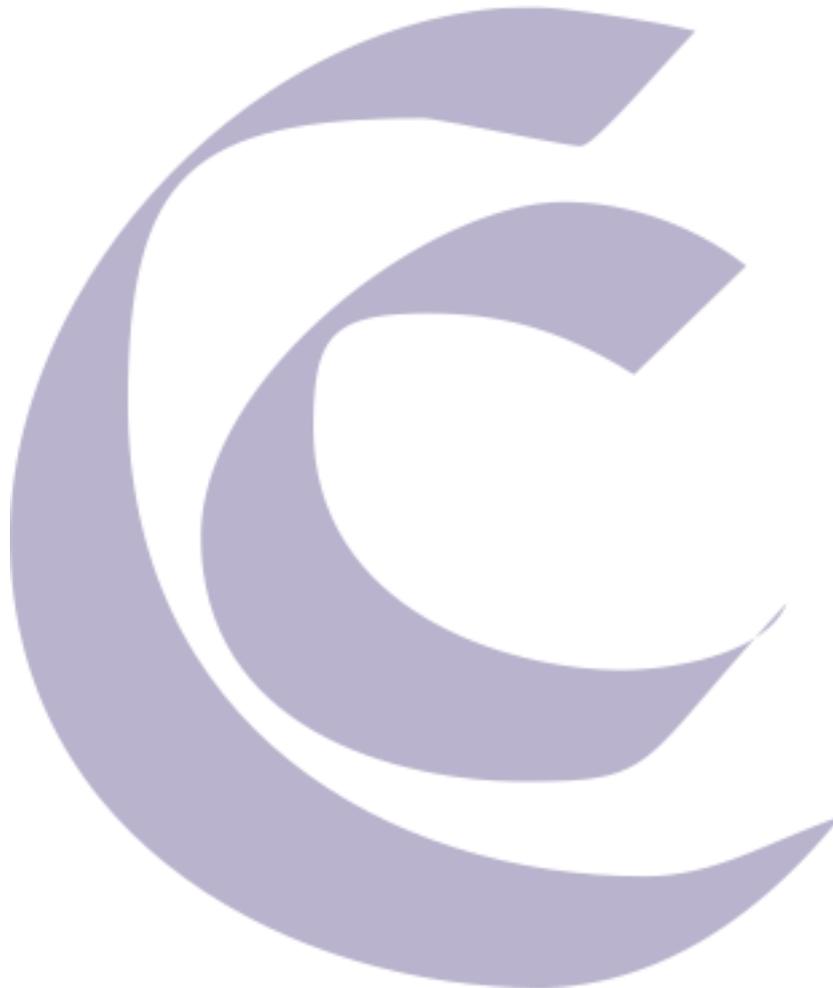
- At a station or stop
- From staff, when requested
- The Translink website
- The Translink journey planner
- Translink contact centre
- Information in a specific format (e.g. Braille, large print, audio, translated into another language)
 - If you encountered such problems, did they / would they discourage you from using public transport in the future?

Recommendations for improvement to public transport information

- Can you suggest any ways in which information on public transport services could be improved? Prioritise the top 3 actions that could be taken.
- Do you think there is a need for:
 - More staff at stations to deal with information requests
 - Improved information available in more formats (e.g. Braille, audio, other languages)
 - More printed information which can be kept for future reference?
- Would you use any of the following mechanisms to obtain information on public transport if they were available?
 - Public information sent to your phone via SMS text message
 - A smartphone app which provides public transport information
 - An online public transport route finder, similar to Google Maps
- Have you any other recommendations for improvement to public transport information? Probe
 - Type of information available
 - Mode of information



The Consumer Council



Elizabeth House

116 Hollywood Road
Belfast
BT4 1NY

Telephone: 0800 121 6022

Textphone: 028 9067 2488

Fax: 028 9065 7701

E-mail: info@consumercouncil.org.uk

Website: www.consumercouncil.org.uk