

# Greater Nottingham Bus and Tram User Survey

Conducted by Nottingham City Council

**Summer 2023**



**Nottingham  
City Council**



# Bus and Tram User Survey

## Contents

---



**3 Introduction**

**4 Method**

**5 Results**

**51 Conclusion**

## Introduction

The public transport network in Greater Nottingham is paramount to the success of the city. It is relied upon to improve the mobility of residents and aid in Nottingham City Council's aspirations to be Carbon Neutral by 2028.

Our bus and tram network provides and improves access to employment and employment opportunities, education, medical care, and is especially vital to those who do not have access to a car. It is therefore important, that Nottingham City Council and transport operators in the Greater Nottingham area take into consideration the opinions of our residents to improve the experience of those already using public transport, as well as encouraging the use of public transport by others.

Public transport in Nottingham is provided by Nottingham City Transport (NCT), CT4N, trentbarton, Nottingham Express Transit (NET), kinchbus, Stagecoach and Vectare. Between them, the operators operate 79 bus and tram routes into the city, with 125 routes if you include night buses and alternative A/B/C/E/U/X routes. NCT operate 50 main routes, and 43 variation routes, and three night buses. CT4N operate eight routes, trentbarton operate 14 routes, kinchbus operate one route, Vectare operate two and NET operate four tram routes.

The Bus and Tram user survey gave Nottingham's residents an opportunity to have their say on the public transport network across the city. They were given the opportunity to voice what they like about the public transport network and suggest ways in which they believe that it could be improved. The survey results, and subsequent analysis, also provide the council and/or operators with a vital insight into how patronage and satisfaction with the services could be improved.

The Bus and Tram User Survey was created using questions that were believed to be important in terms of identifying ways in which public transportation in Nottingham is a success, and ways it could be improved. The survey also included a section where respondents were able to comment on any topic they wished regarding public transport. These questions were shared with members of the Robin Hood Marketing Group (NCT, NET and trentbarton) for their feedback, and their comments were fed into the survey accordingly.

The online survey was published on the 13th July, on the Transport Nottingham website under the consultation section. The survey, along with a link to the website, was advertised on social media platforms Twitter, Facebook and Instagram by @transport\_nottm and @MyNottingham to increase reach, with retweets on Twitter from @NCT\_buses. One of the posts on Twitter was pinned to the My Nottingham profile to increase traffic to the website.

The survey was also advertised on the Real Time Information (RTI) signs, and when other messages were not being displayed, a line reading, "What do you think of public transport in Nottingham? Have your say – [transportnottingham.com/survey](https://transportnottingham.com/survey)" was displayed. This message was displayed on all RTI signs in the city of Nottingham.

The consultation period ended on the 13th August, and in total, there had been 2512 responses to the survey.

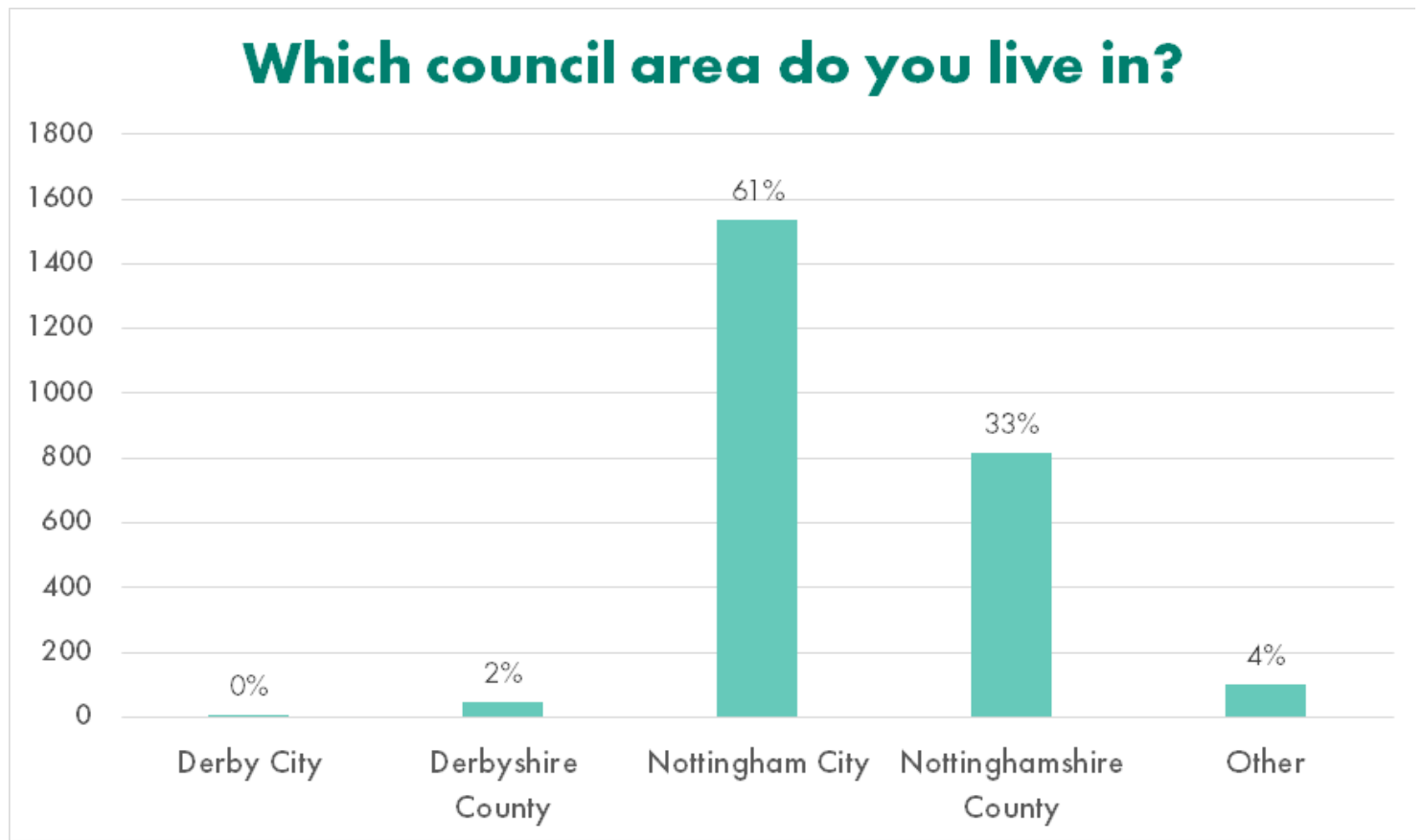
Analysis of the results from the Bus and Tram User Survey will follow.

## Demographics

Respondents were first asked about their personal characteristics, but only the local authority area in which they live and their age category.

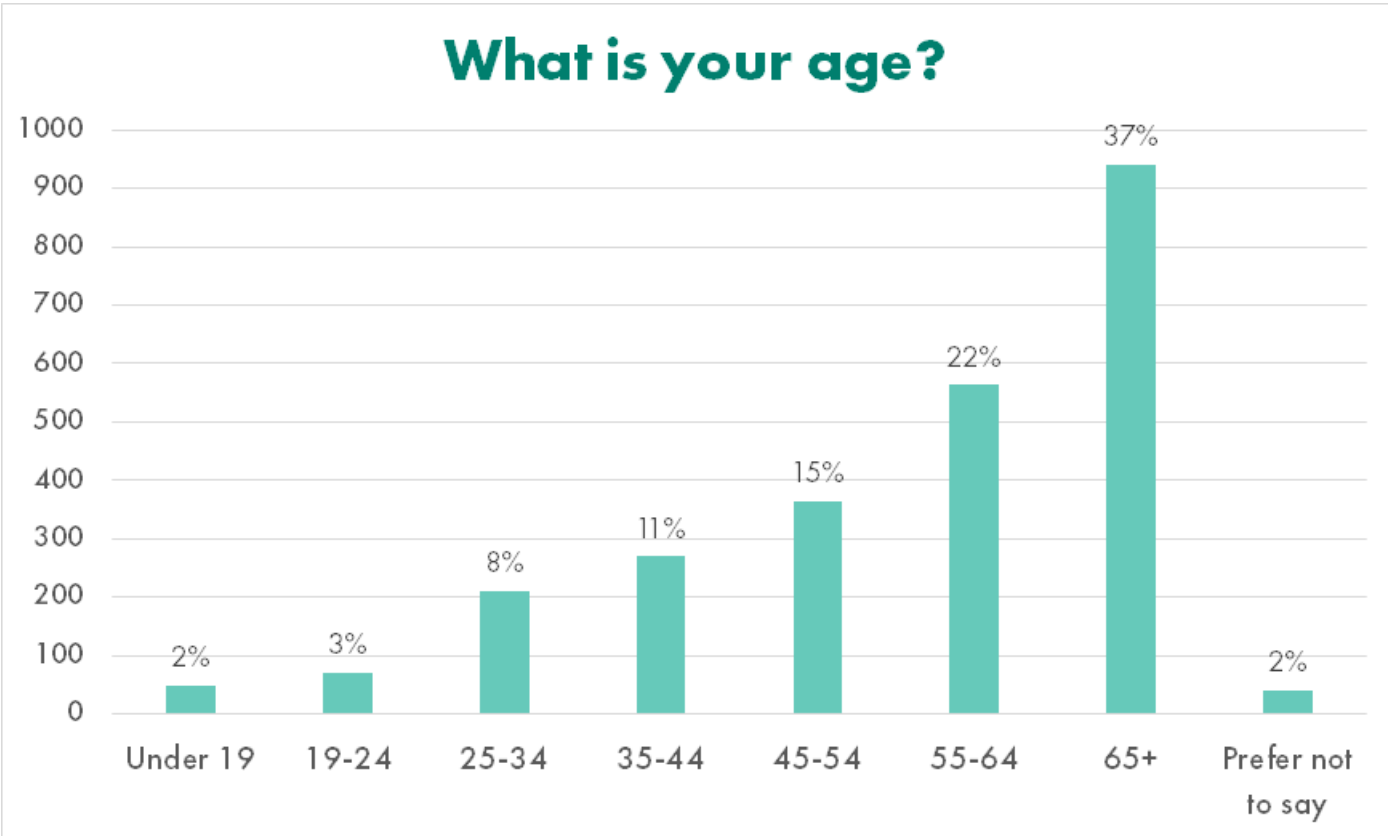
### Which council area do you live in?

The majority (61%) of respondents lived within the Nottingham City Council boundary. A further 33% of respondents lived within Nottinghamshire County Council. 2% lived within Derbyshire County Council. 4% of respondents lived outside of the Nottingham and Derby area.



## What is your age?

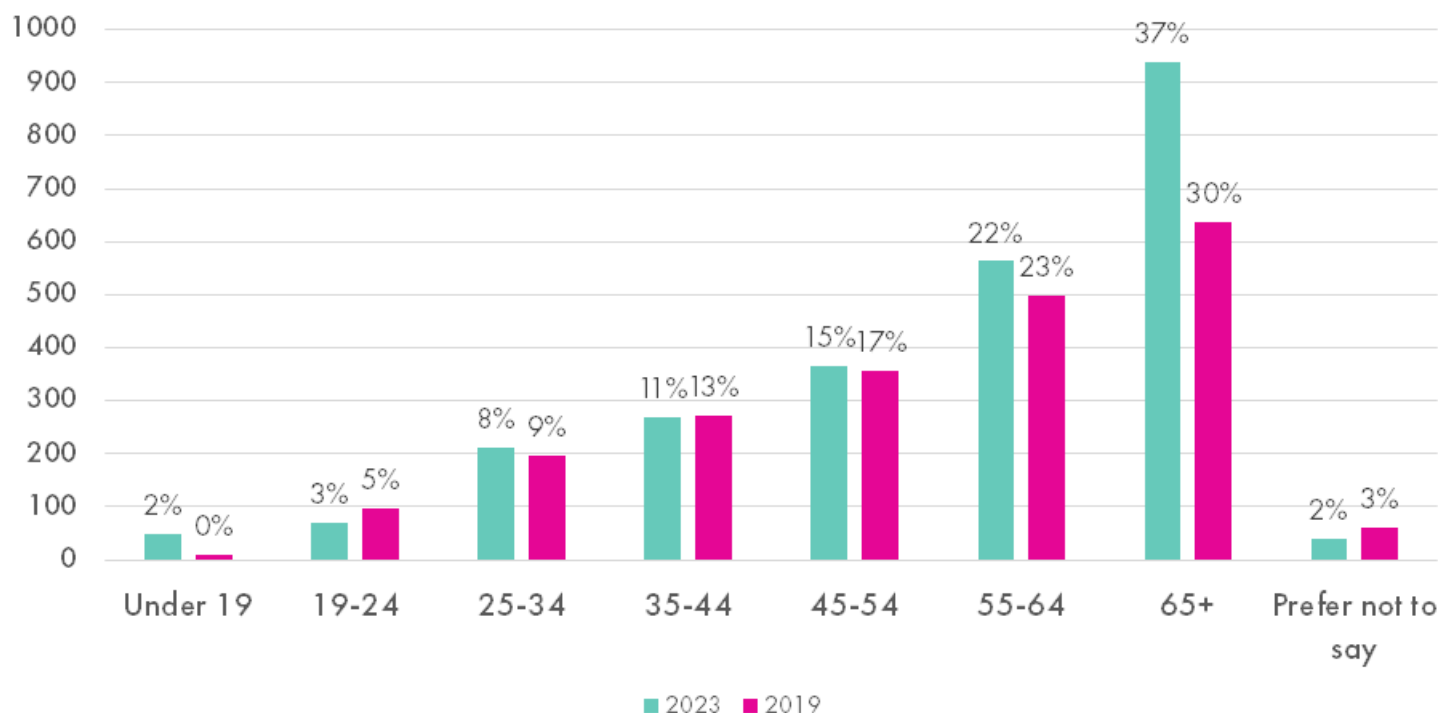
Over half of respondents were aged over 55. 37% were aged over 65, and 22% of respondents were aged 55-64. The category with the fewest respondents, excluding those who prefer not to say, was those aged under 19.



A comparison has been made to the age make-up of the Bus and Tram User Survey conducted in 2019. Though the age categories were not the same in both surveys. In the 2019 survey, there were additional categories "Over 75" and "Under 16". These have been combined with other categories that match the categories in the 2023 survey. Respondents aged "Under 16" have been added to the Under 19 Category, and those aged "Over 75" were added to the "65-74" category to create an over 65 age category.



## A comparison of age categories in 2019 and 2023



The age of respondents remains typically the same each year, though there has been a small percentage increase in the number of over 65s answering the survey. The survey was advertised in all Nottingham City Council newsletters, of which are typically subscribed to by Nottingham's older population.

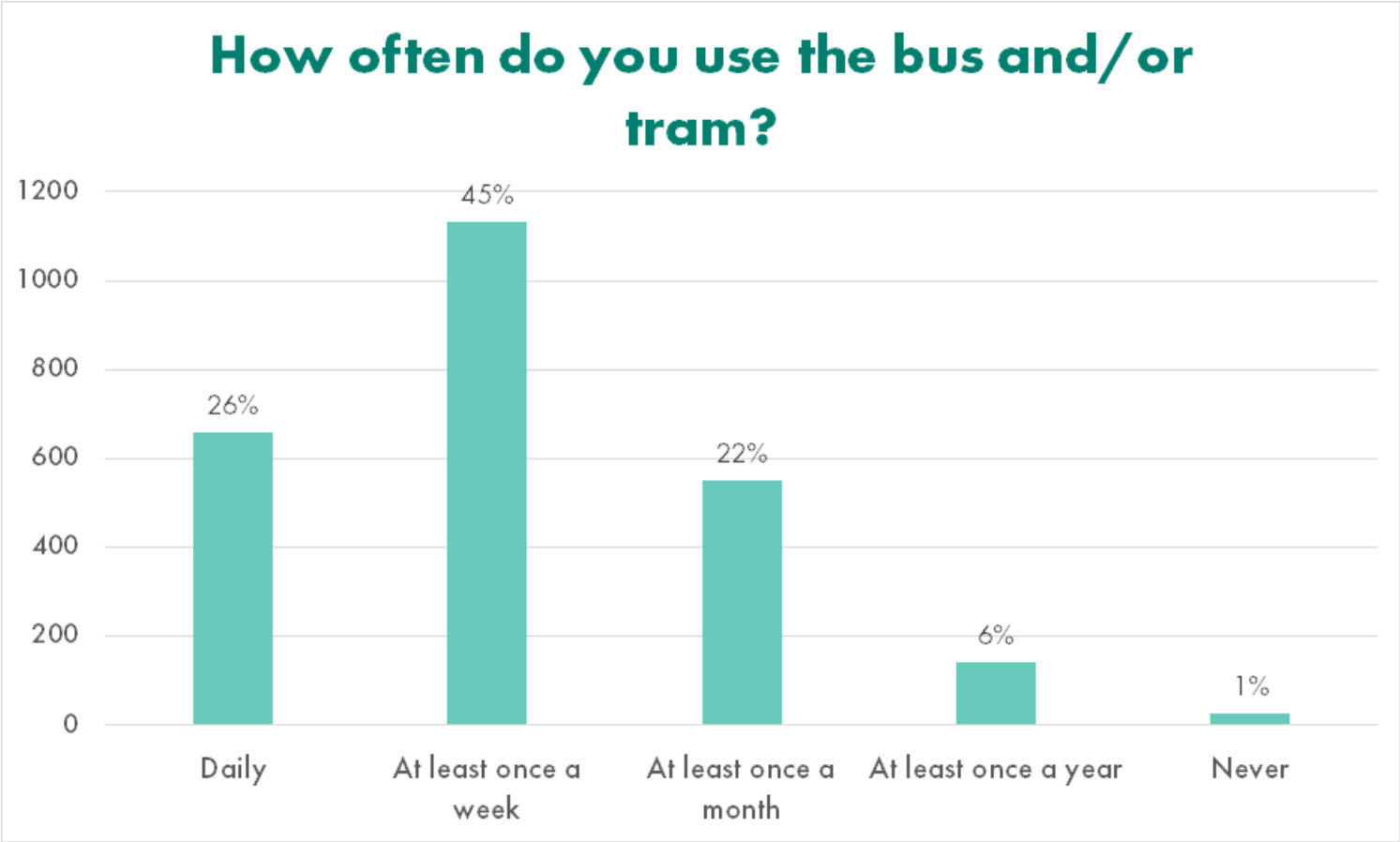
## Frequency of Use

Respondents were asked questions to determine their travel patterns, including how often they travel and when they travel.

### How often do you use the bus and/or tram?

This question in the survey asked the respondents how often they travelled on the bus or tram.

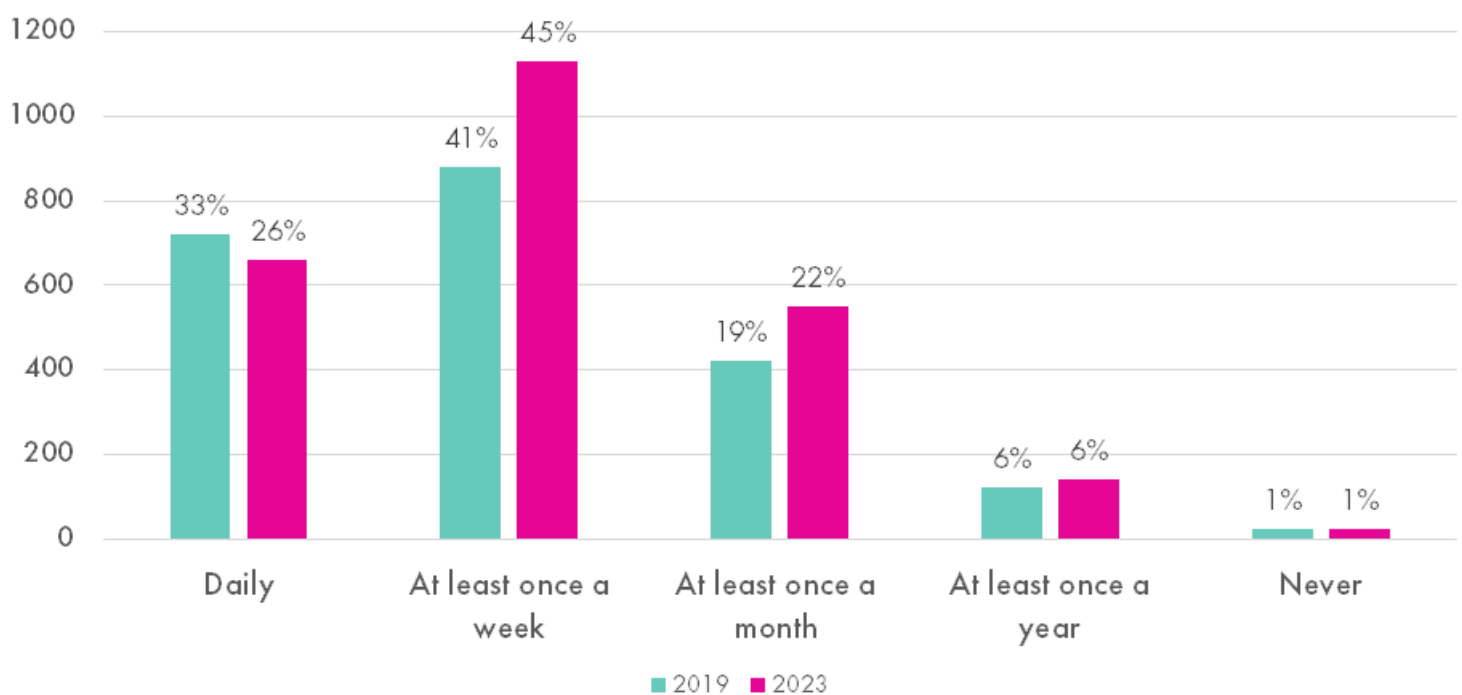
The most popular answer was 'at least once a week'. Out of the 2508 respondents who answered this question, 1131 (45%) answered this way. The second most popular answer was 'daily', with 660 (26%) respondents choosing this answer. 551 (22%) respondents travel 'at least once a month'. 141 (6%) respondents only travel once a year, and only 25 respondents (2%) never use the bus or tram. This suggest that the majority of respondents use public transport regularly.





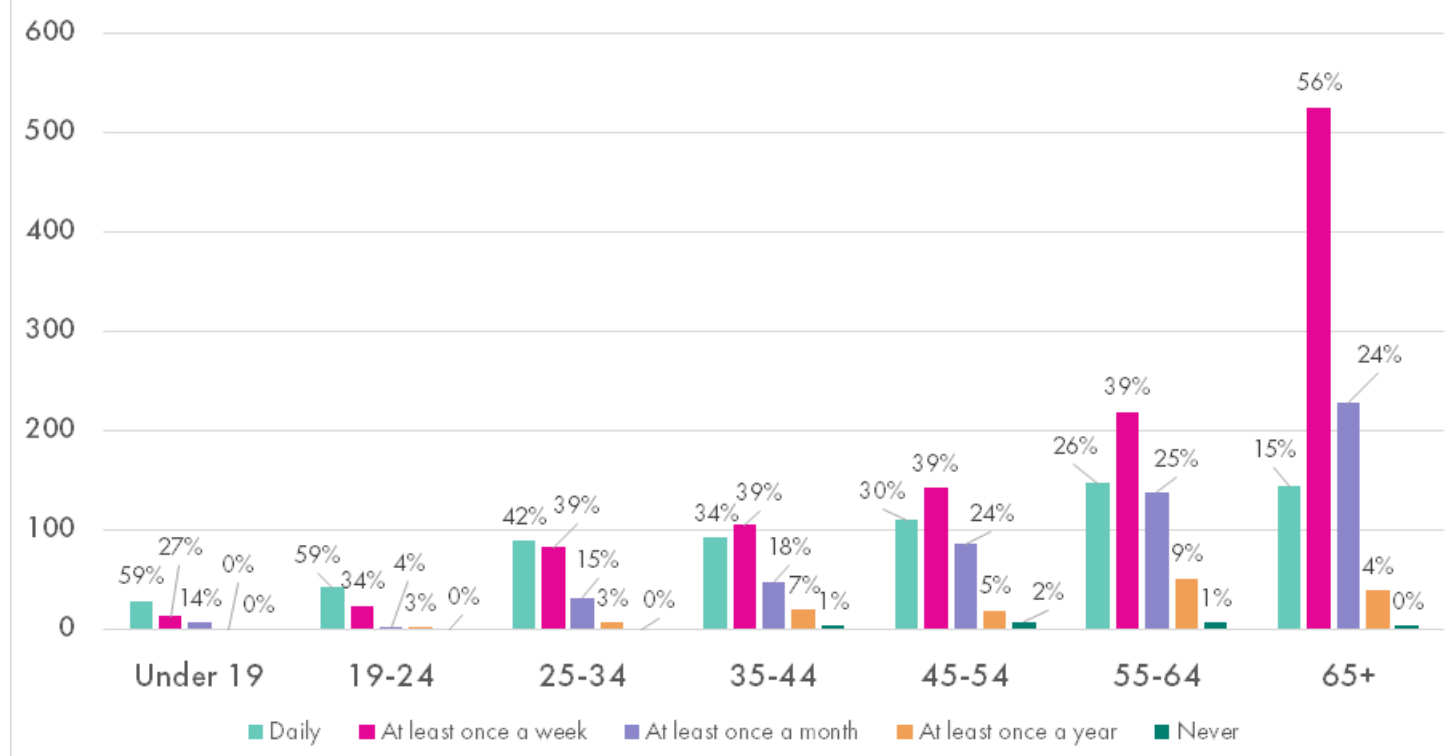
These results are reflective of the Bus and Tram User Survey conducted in 2019. The same trend is evident in the results, with the most popular answer to this question in 2019 being 'at least once a week', followed by 'daily'. However, the percentage of respondents who answered 'daily' has decreased since 2019, and the percentage of respondents who answered "at least once a month" has increased. This change may be related to the increase in hybrid working since the Covid-19 pandemic because fewer people are commuting to work on a daily or regular basis.

## How often do you travel? A comparison 2019 and 2023 results



Bus and tram usage was then analysed by age to allow the identification of differences. Those who preferred not to say were not included as they could not be assigned to a specific group.

## How often do you travel? A comparison of age groups



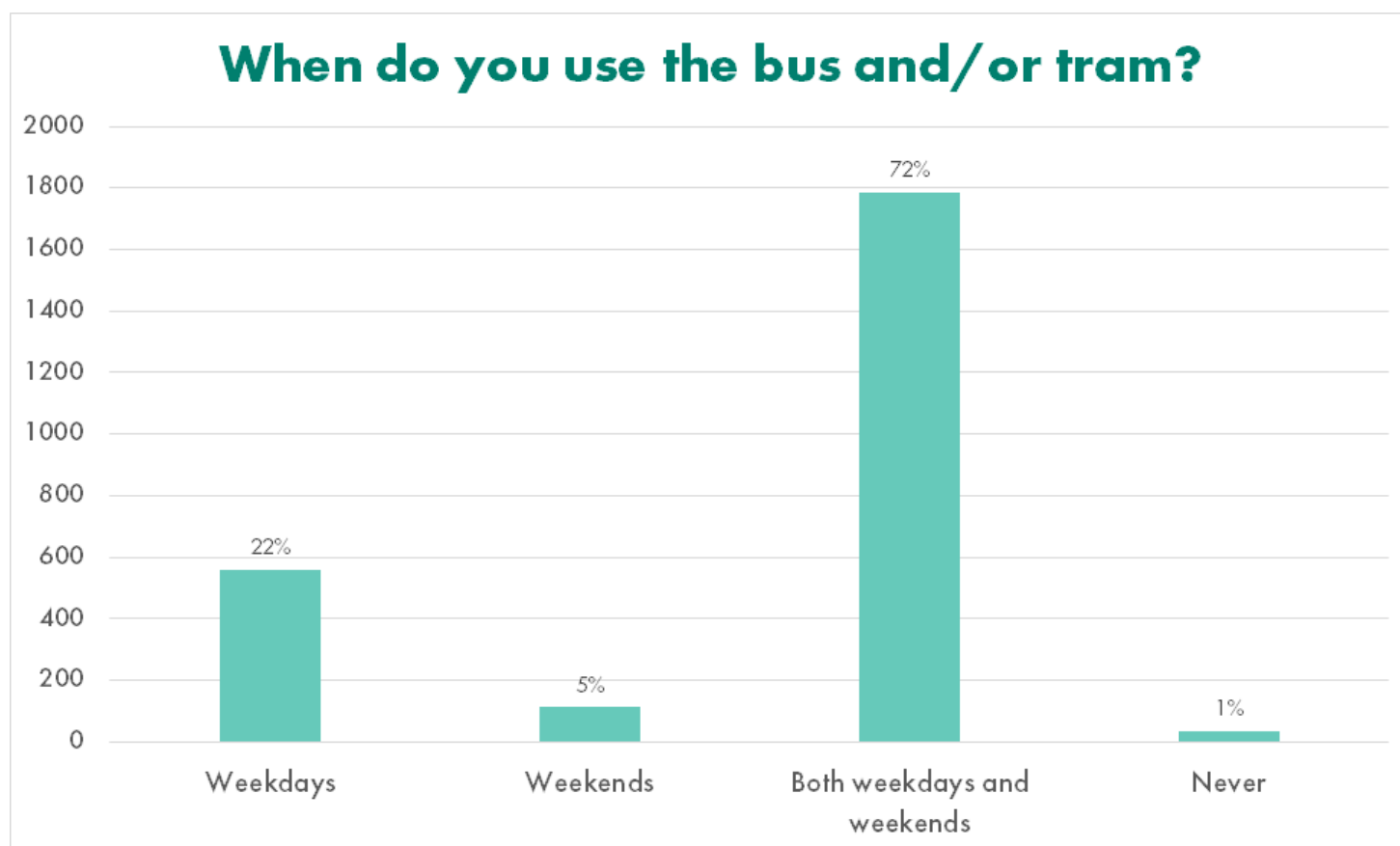
Bus and tram usage by those aged over 65 appear to be considerably higher due to the sheer volume of people in this age group completing the survey. Percentages will instead be analysed to ensure the accuracy of comparison between age groups. The total number of respondents aged over 65 was 940, and 525 of those answered, "At least once a week", which is 56% of respondents in this age category. This group of respondents answered, in a later question, that they typically travel for leisure and social activities. This perhaps explains why they travel less frequently with the most popular answer being 'at least once a week' followed by 'at least once a month' (24%).

Similarly, the most popular answer for respondents in the "55-64" category was "At least once a week", with 39% of responses. However, a higher percentage of this age group (26%) travel "daily" compared to those aged over 65. Respondents in this age category may still be commuting regularly to work.

For those respondents aged between 35 and 54, the most popular answer remains "At least once a week", but the second most popular answer is "Daily". For respondents under the age of 35, the most popular answer was "Daily", suggesting that younger people are more likely to travel more frequently.

## When do you use the bus and/or tram?

Respondents were asked about when they travel, giving the options "Both weekdays and weekends", "Weekdays", "Weekends", and "Never".

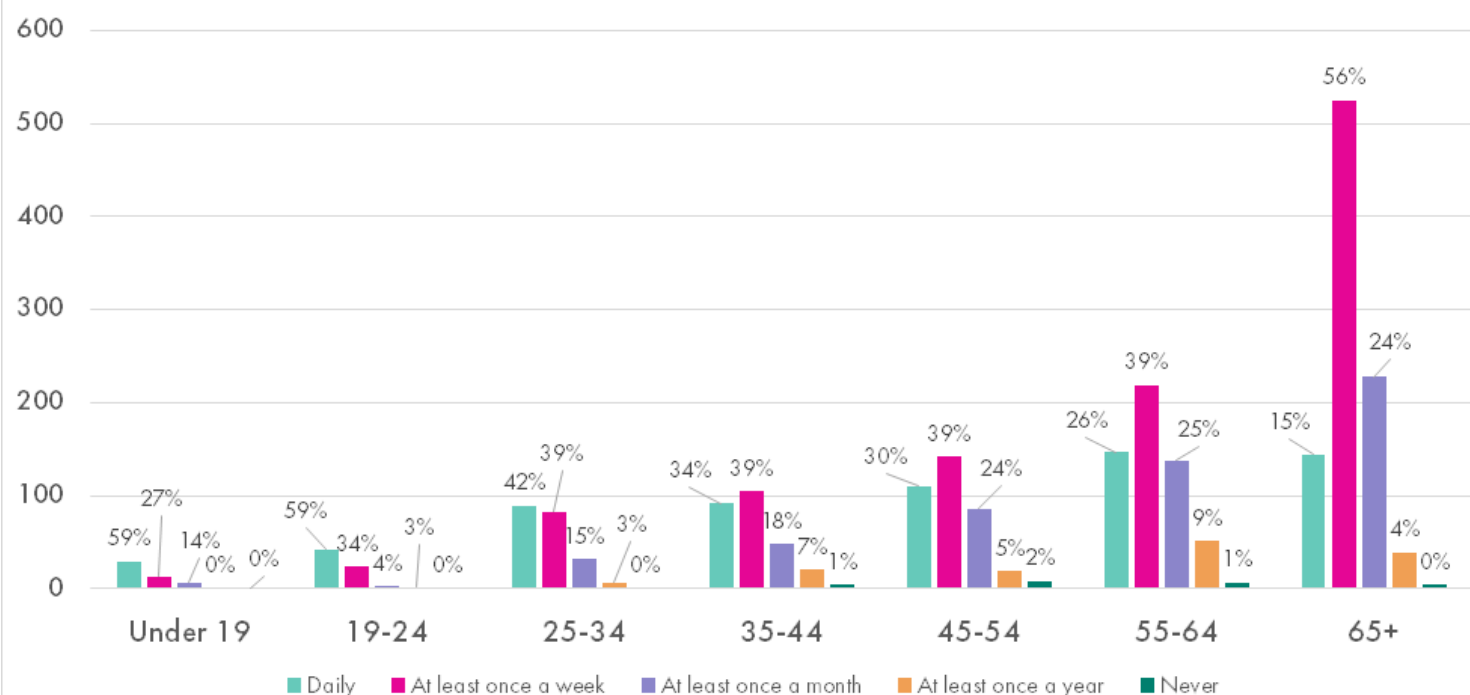


The most popular answer was 'both weekdays and weekends', with 1787 (72%) respondents choosing this option. This is most likely people who travel for work in the week and for leisure and social activities at the weekend. The second most popular answer was 'weekdays', with 559 (22%) respondents choosing this option. Respondents who chose only "weekdays" may travel on the bus or tram for work or education in the week and then use personal travel at weekends, or they may not travel at the weekend. 113 (5%) respondents travelled only at weekends, and only 35 answered 'never' (1%).

These results were then analysed by age.

Amongst all age groups the most popular answer was "Both weekdays and weekends". Respondents aged over 65 are more likely to just travel on the "Weekdays", with 25% of respondents in choosing this option. Respondents in the age category 45-54 are the most likely to travel only at the "Weekends" (9%). No respondent under the age of 25 answered "Never".

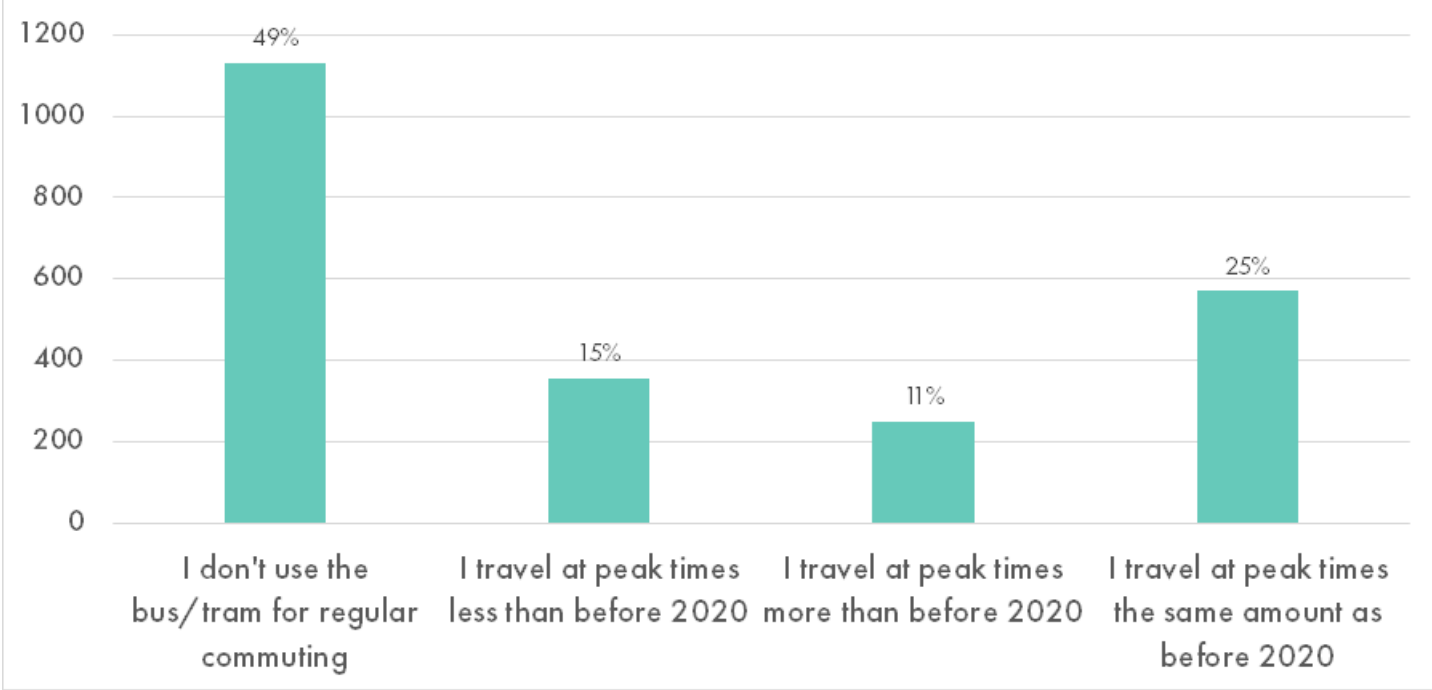
## When do you use the bus and/or tram? A comparison of age groups



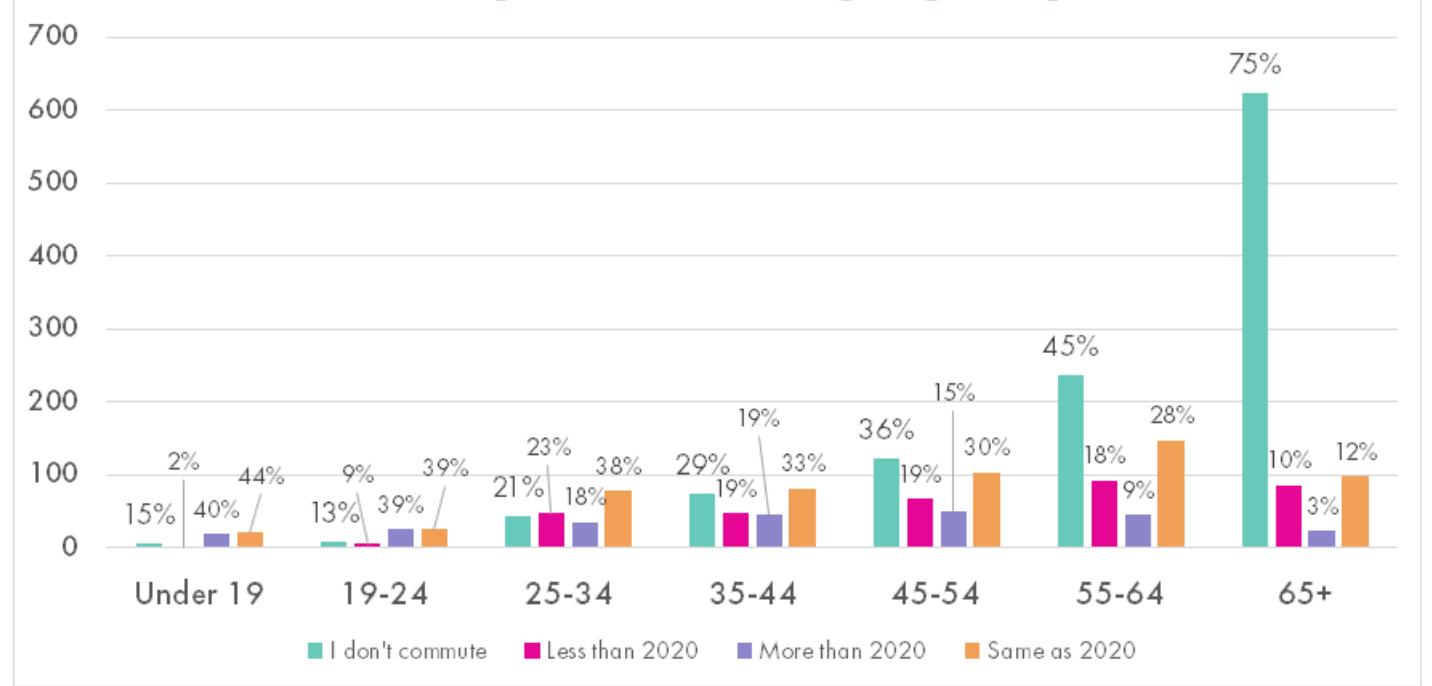
## Public transport usage at peak

Respondents were asked about their change in travel habits since 2020 – "Flexible and Hybrid working has become more widespread for a lot of industries since 2020. If using the bus and/or tram for regular commuting, do you travel during peak times?" This question was asked to determine if peak travel times may have changed due to a change in commuting behaviour since the Covid-19 pandemic. These results were then analysed by age.

Changes in public transport usage at peak times since 2020

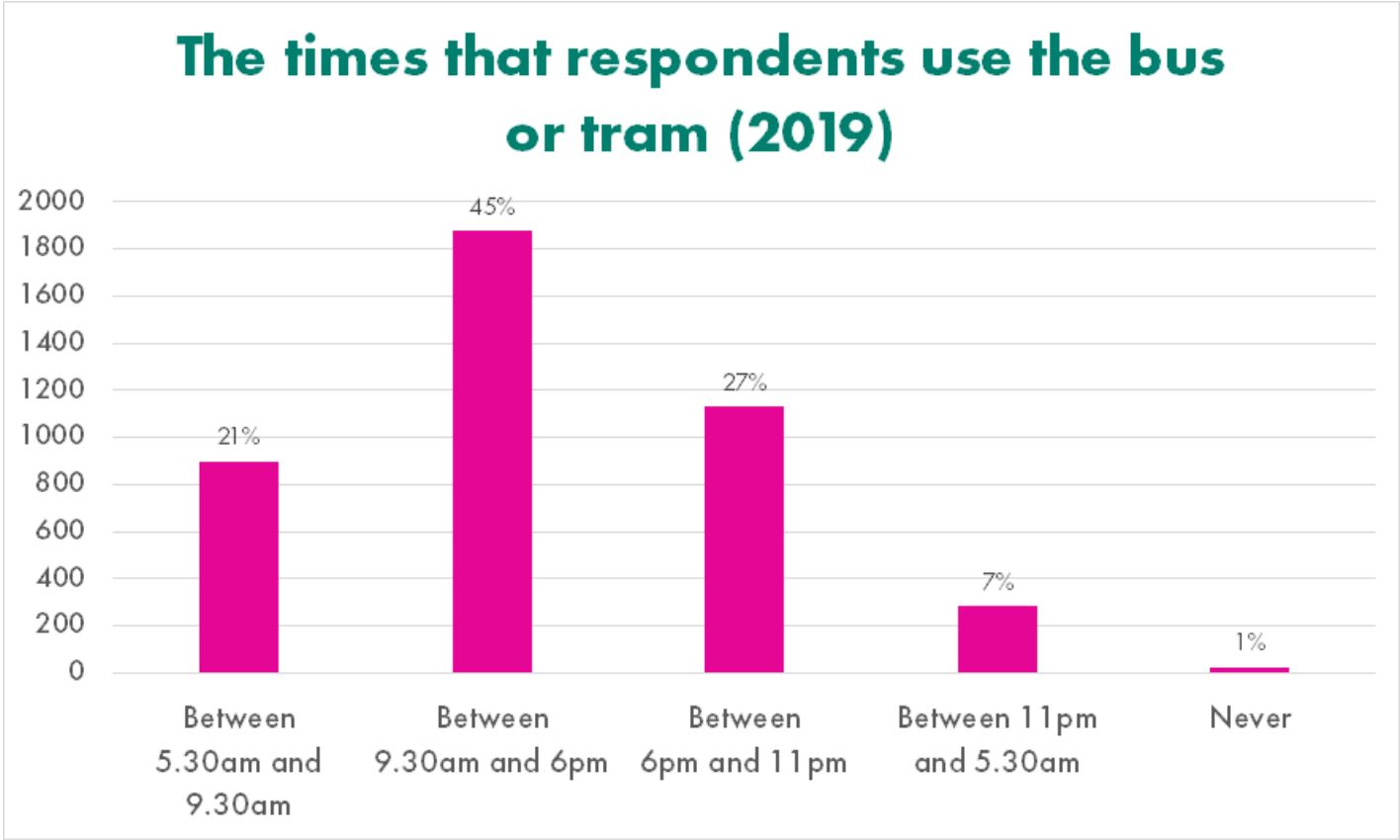


Changes in bus/tram usage at peak.  
A comparison of age groups



The most popular answer was “I don’t use the bus/tram for regular commuting”. This may be due to the increase in Hybrid working arrangements. However, the over 65 age categories had the highest number of respondents and accounted for 37% of the total respondents; this group is less likely to commute to work as they may be retired. 624 respondents aged over 65 answered “I don’t use the bus/tram for regular commuting”, which accounts for 75% of answers in this age category. Though, the answer “I don’t use the bus/tram for regular commuting” is still the most popular answer amongst all groups, except for the 19-24 and the under 19 categories. The younger respondents may have been in education before 2020 and have since started work with regular commuting hence a greater number of respondents answering, “I travel at peak times more than before 2020”, and “I travel at peak times the same amount as before 2020”.

In 2019 respondents were asked about what time they travelled. 71% of respondents travelled at either the AM peak or the PM peak. Only 11% of respondents answered that they travel at peak times the same amount as before 2020, so less people are travelling during the typical peak hours. However, no direct comparison can be made between those who use the bus or tram for commuting because this question was not asked in the 2019 survey.

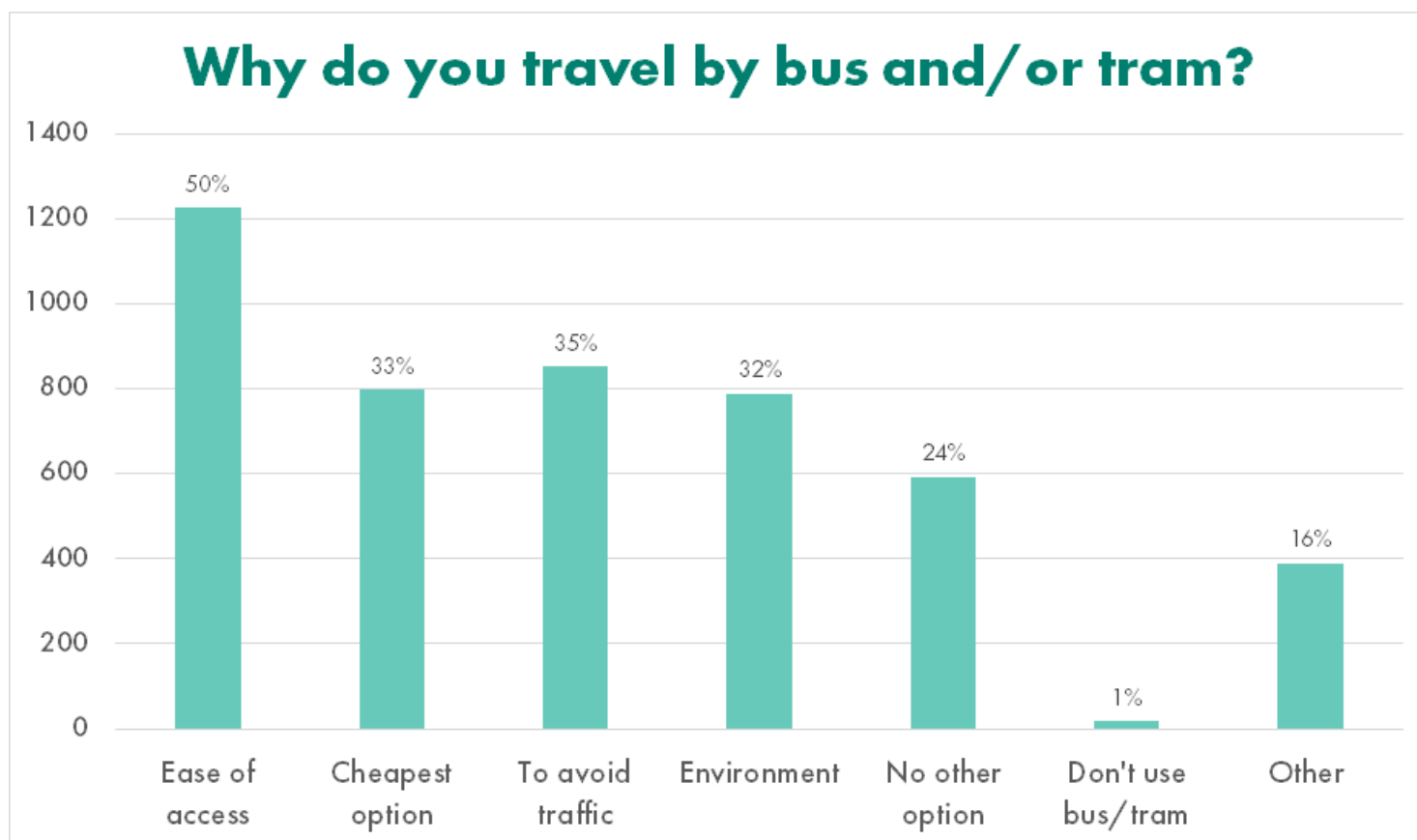


## Why do you use the bus and/or tram?

Two questions were asked surrounding the respondent's reason for travel. The first focused on issues such as physical and financial accessibility, wanting to avoid city congestion, and having no other option. Respondents could choose more than one option. The second question on this topic centred around the types of activities respondents use the bus and/or tram for. Again, respondents could choose multiple answers to this question.

### Physical and financial access

This question focussed on issues such as physical and financial accessibility, wanting to avoid city congestion, and having no other option. Respondents could choose more than one option.





---

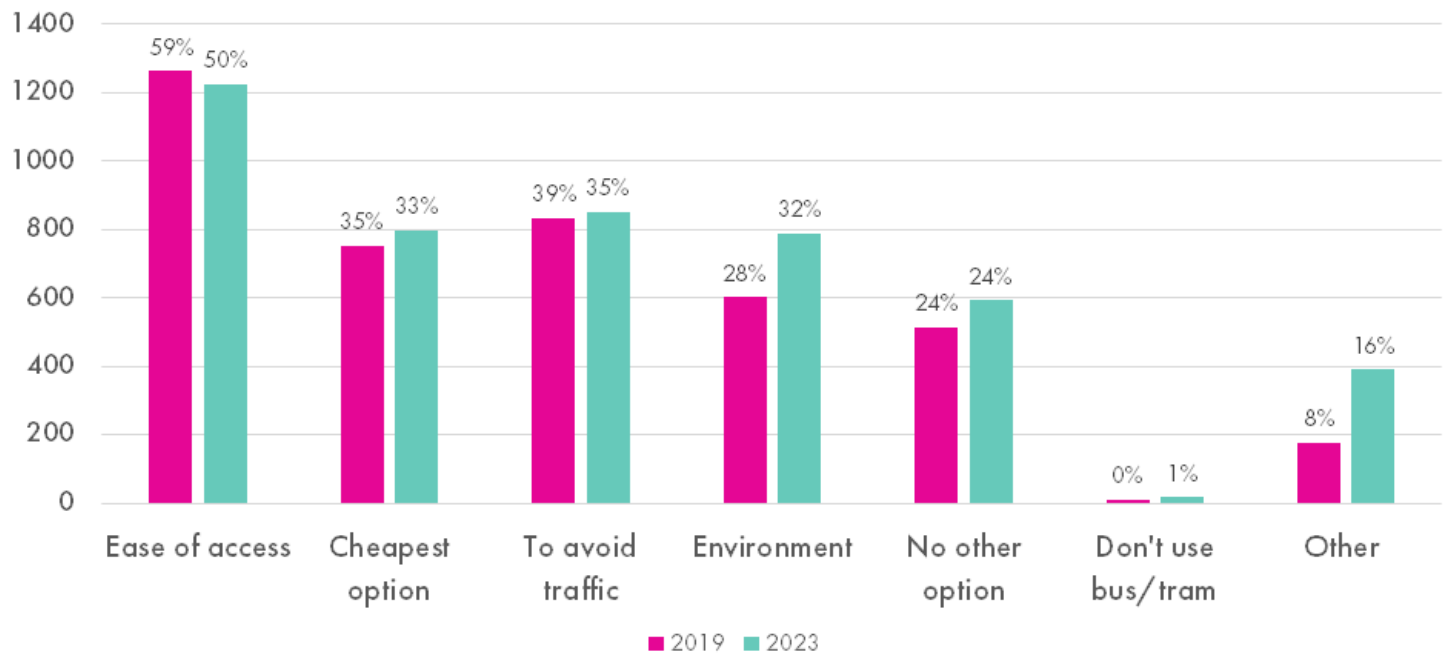
The answer that was given most often in response to this question was “ease of access.” This answer was selected 1225 times. This answer could be interpreted in many ways, including bus and/or tram stops being close to the homes and destinations of the respondents, the payment options being simple and easy to understand, or the buses and/or trams operating at times that the respondents require. The answered selected the fewest number of times, disregarding the “other” and “I don’t travel by bus or tram” options, was that the respondents had “no other option.” 593 of the respondents selected this answer, suggesting that 24% of respondents were either unable to or could not drive, or did not have access to a personal vehicle. Some respondents used the “other” category to reference that they cannot drive or that they don’t drive for medical reasons.

Other themes were identified in response to “other” reasons why the survey respondents chose to travel by bus or tram. The first theme identified was alcohol consumption, with some respondents choosing to travel by the bus and/or tram because of leisure and social activities. Bad weather was a common theme, with many respondents commenting on their choice to use public transport as an alternative to walking or cycling when the weather was wet and cold. Another common theme identified was the use of public transport to avoid parking in Nottingham City Centre, with some people referring to the price of parking and others noting the limited number of parking spaces available. There was also frequent mentioning of the use of bus passes. Some respondents referenced the ease and affordability of a bus pass, while others referenced the use of concessionary bus passes to access travel.

The same question was asked in 2019. The percentage of people answering “Ease of access” has decreased since 2019. This may reflect the changes to the public transport network since the Covid-19 pandemic, which has reduced the running of some services. Though, the percentage of people choosing “Environmental reasons” has increased, which suggests people are becoming more aware of the environmental benefits of travelling on public transport.

---

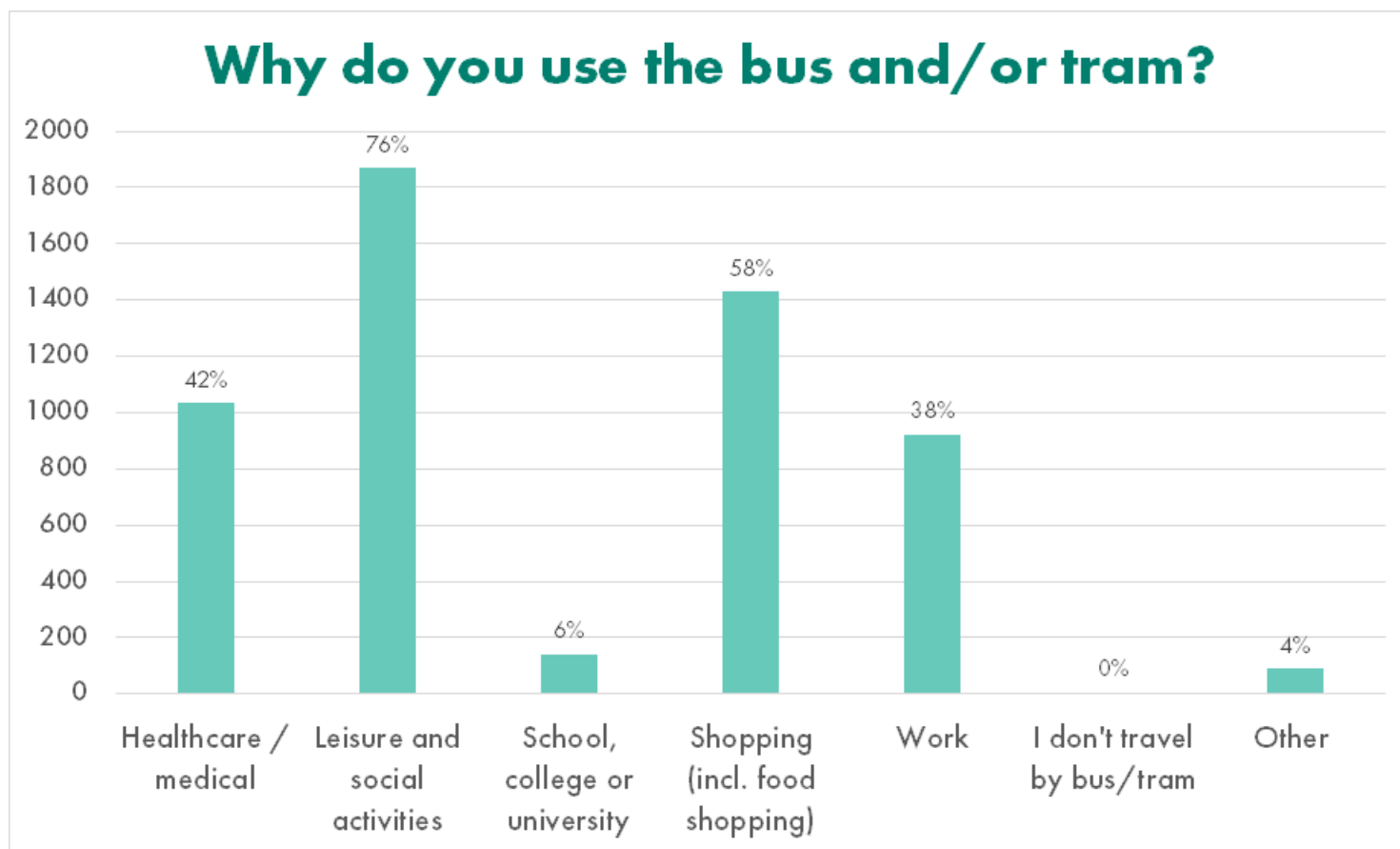
## Why do you travel by bus and/or tram? A comparison of 2019 and 2023 results



## Activities

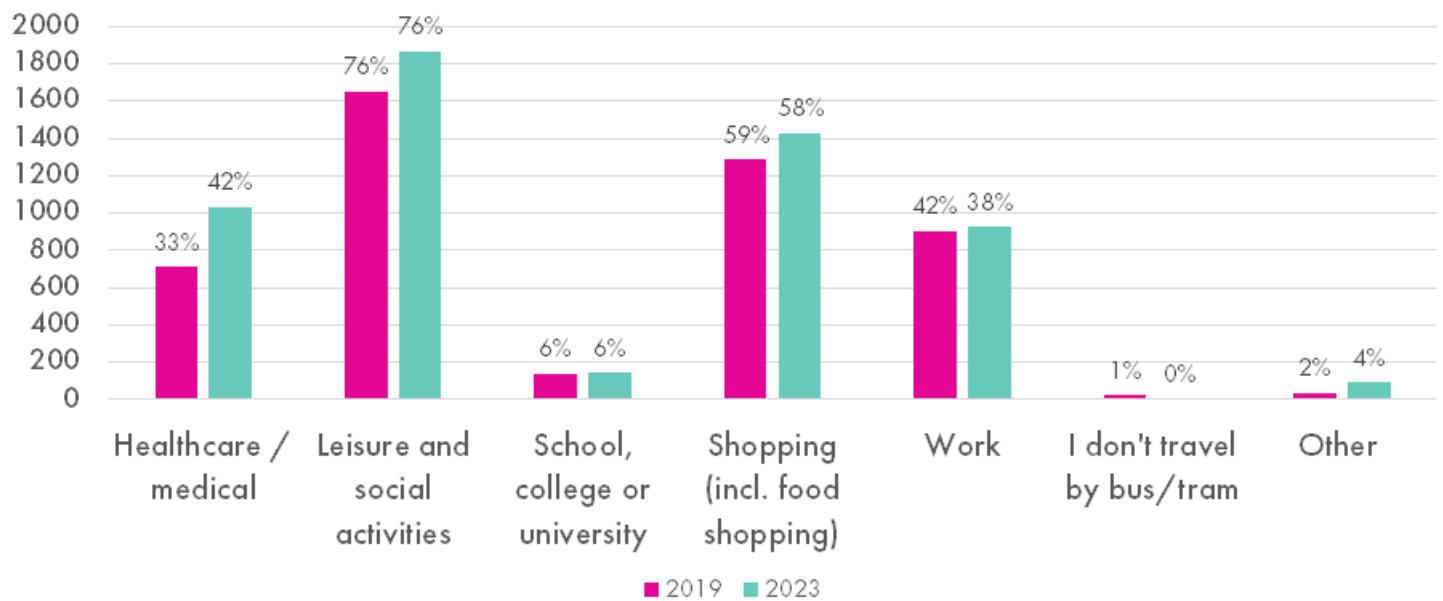
Respondents also answered a question on the types of activities they use the bus and/or tram for. This question focussed on common destinations such as work and school, as well as social activities and access to hospital facilities. Respondents could choose more than one option.

2512 people responded to this question. The most popular answer was "Leisure and social activities", with 1868 (74%) of respondents. The second most popular choice was "Shopping (incl. food shopping)" with 1428 (57%) of respondents. The next most popular answer was "Healthcare appointments" with 1032 (41%) of respondents choosing this option. 923 (37%) of the respondents chose "Work"; and the final 10% of responses chose travel for "School, college or university" or "Other". Of the other "Other" responses the key theme identified included making further travel connections to reach the train station or airport; to visit friends and family; volunteering; and to reach alternative social services and activities such as the church and the bank.



In 2019 the same question was asked. The general pattern has not changed since 2019. "Leisure and social activities" is still the most popular answer, followed by "Shopping (incl. food shopping)". However, the percentage of people choosing these options has decreased, as well as the percentage of respondents travelling for "Work". The percentage of people choosing "Healthcare appointments" has increased.

## Why do you choose to travel by bus and/or tram? A comparison of results from 2019 and 2023

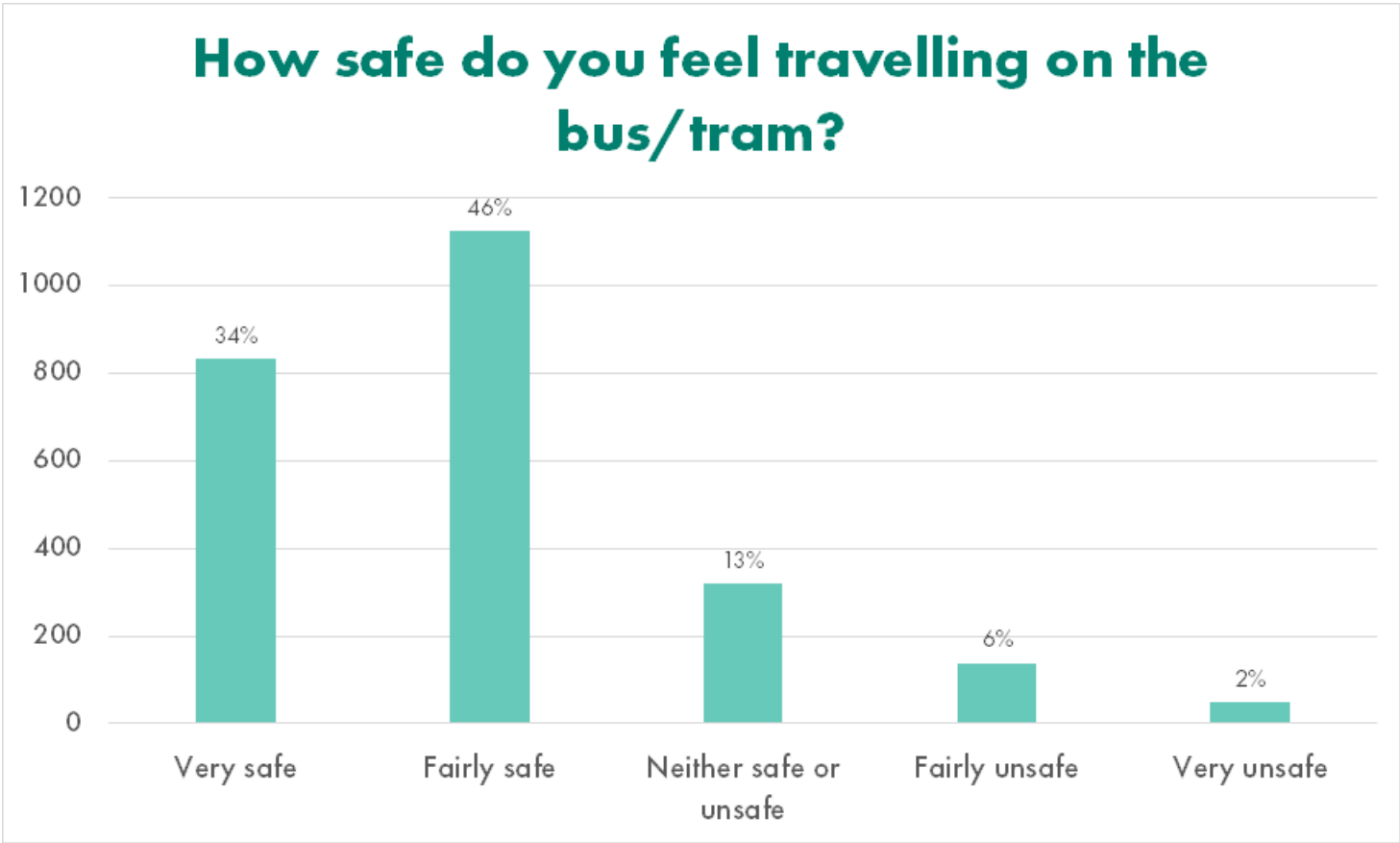


## Perception of Safety

Respondents were asked how safe they felt in two aspects of their public transport journey – both travelling on the bus or tram and waiting at a bus or tram stop.

### Safety on public transport

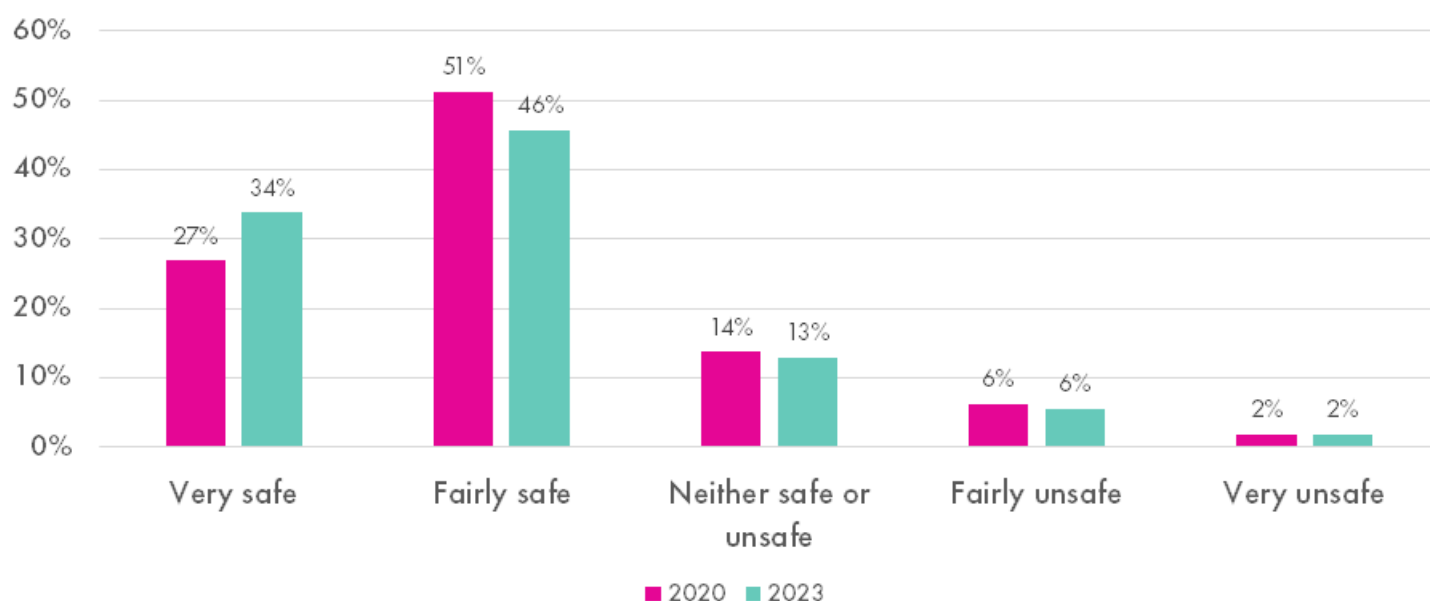
When asked how safe they feel when travelling on the bus or tram in Nottingham, the responses were overwhelmingly positive.



A total of 1,956 (80%) respondents said that they either felt “very safe” or “fairly safe” when travelling on one of Nottingham’s buses or trams. In comparison, only 184 (8%) of respondents said that they felt “fairly unsafe” or “very unsafe” whilst 319 (13%) respondents felt “neither safe nor unsafe”.

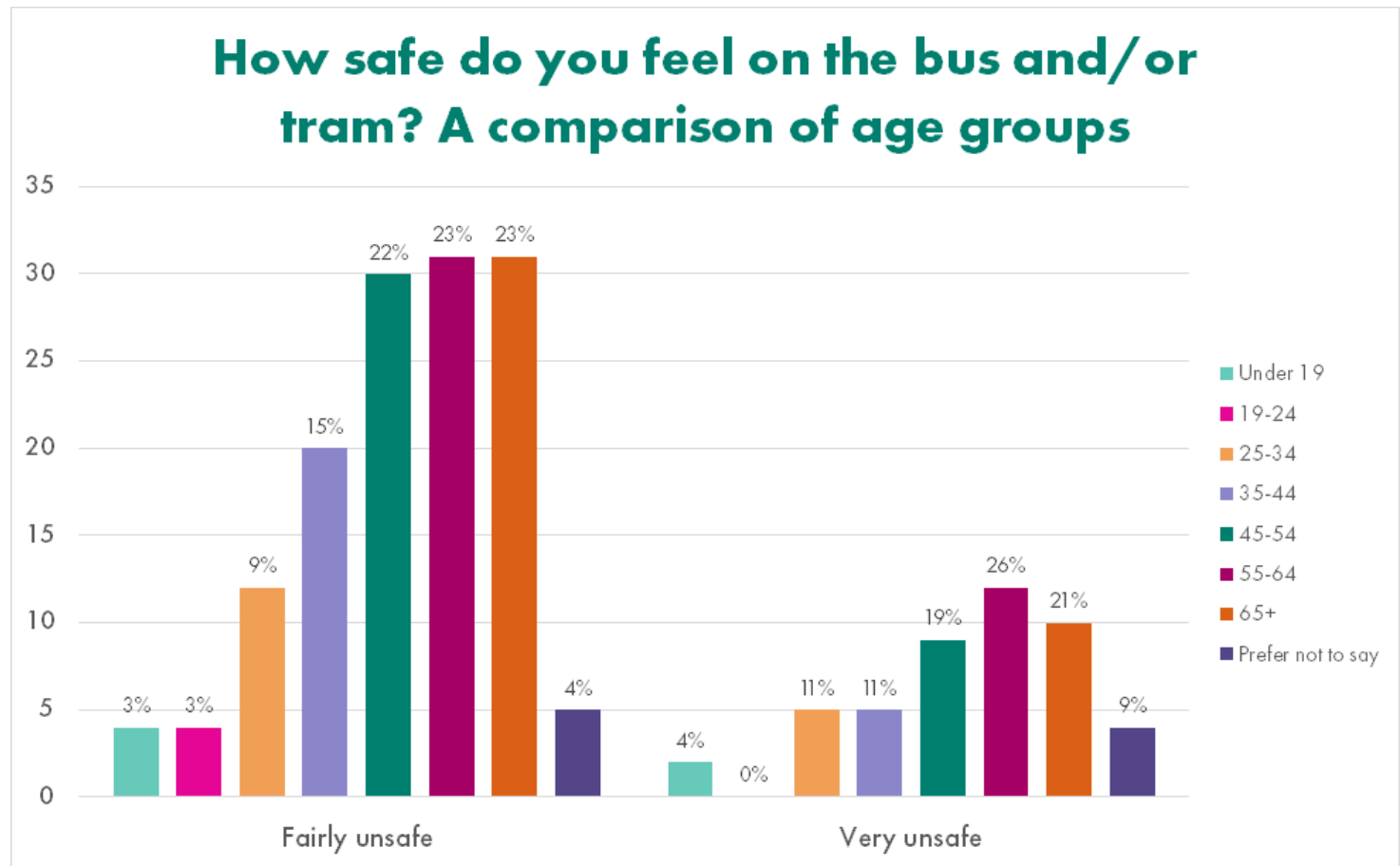
Respondents who stated that they felt either “fairly unsafe” or “very unsafe” were provided with the opportunity to give their reasonings. There were a variety of reasons given, but most of them touched upon recent events in the city centre and the lack of security, CCTV and lighting. Comments included “no security on tram and poor lighting at times,” “clear posters should be put on buses and trams that CCTV is active and also list a contact number and website link on who to contact if someone has caused a nuisance so the CCTV footage can be reviewed and action taken,” and “some of the other passengers can make you feel uncomfortable and apart from the driver, there’s no other member of staff on board.” A direct comparison of these findings was made against a 2020 survey, that was carried out specifically centred around passengers’ perception of safety across Nottingham’s public transport network.

## How safe do you feel travelling on the bus/tram? A comparison of 2020 and 2023 results



In the perception of safety survey from 2020, fewer respondents said that they felt “very safe” on public transport – 27% compared to this year’s 34%. The 2020 survey results may have been distorted slightly due to Covid-19, but in any case, there has been an increase in respondents feeling “very safe” on public transport in Nottingham.

To understand more about the respondents who felt unsafe on the bus and/or tram, an analysis of age groups was carried out.



Of the 137 respondents who felt “Fairly unsafe”, 31 (23%) respondents were aged “over 65” and 31 respondents were aged “55-64. 20 respondents were aged “35-44” (15%), 12 respondents were aged “25-35” (9%). 4 respondents were aged 19-24. 4 respondents “under 19” also felt “Fairly unsafe”.

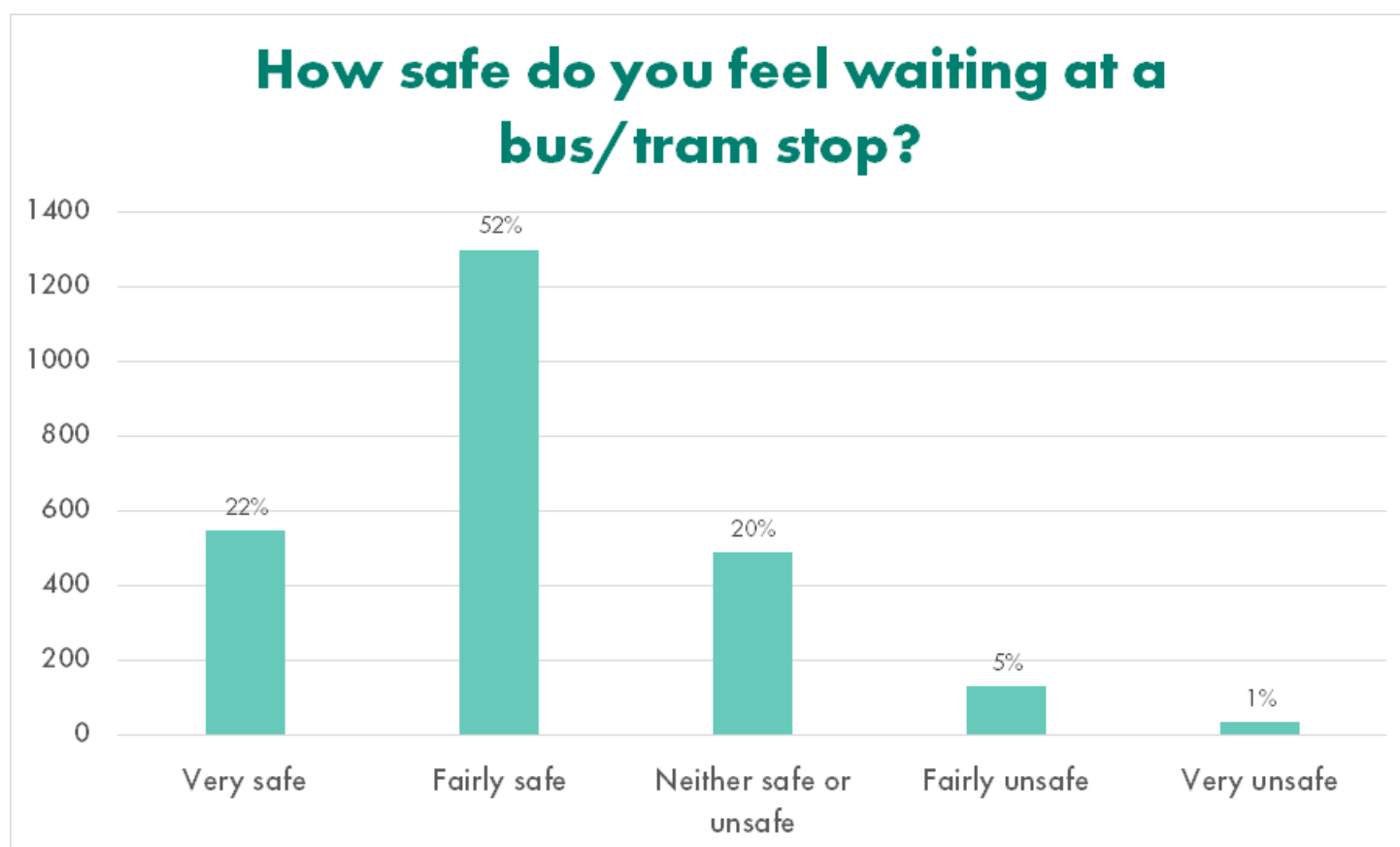
Of the 47 respondents who felt “Very unsafe”, 10 were aged “Over 65” (21%). 12 respondents were aged “55-64” (26%). 9 respondents were aged “45-54”. 5 respondents aged “35-44”, and 5 respondents aged “25-24” also felt “Very unsafe”. No one aged “19-24” answered “Very unsafe”.

These results suggests that the feeling of being unsafe increased with age.



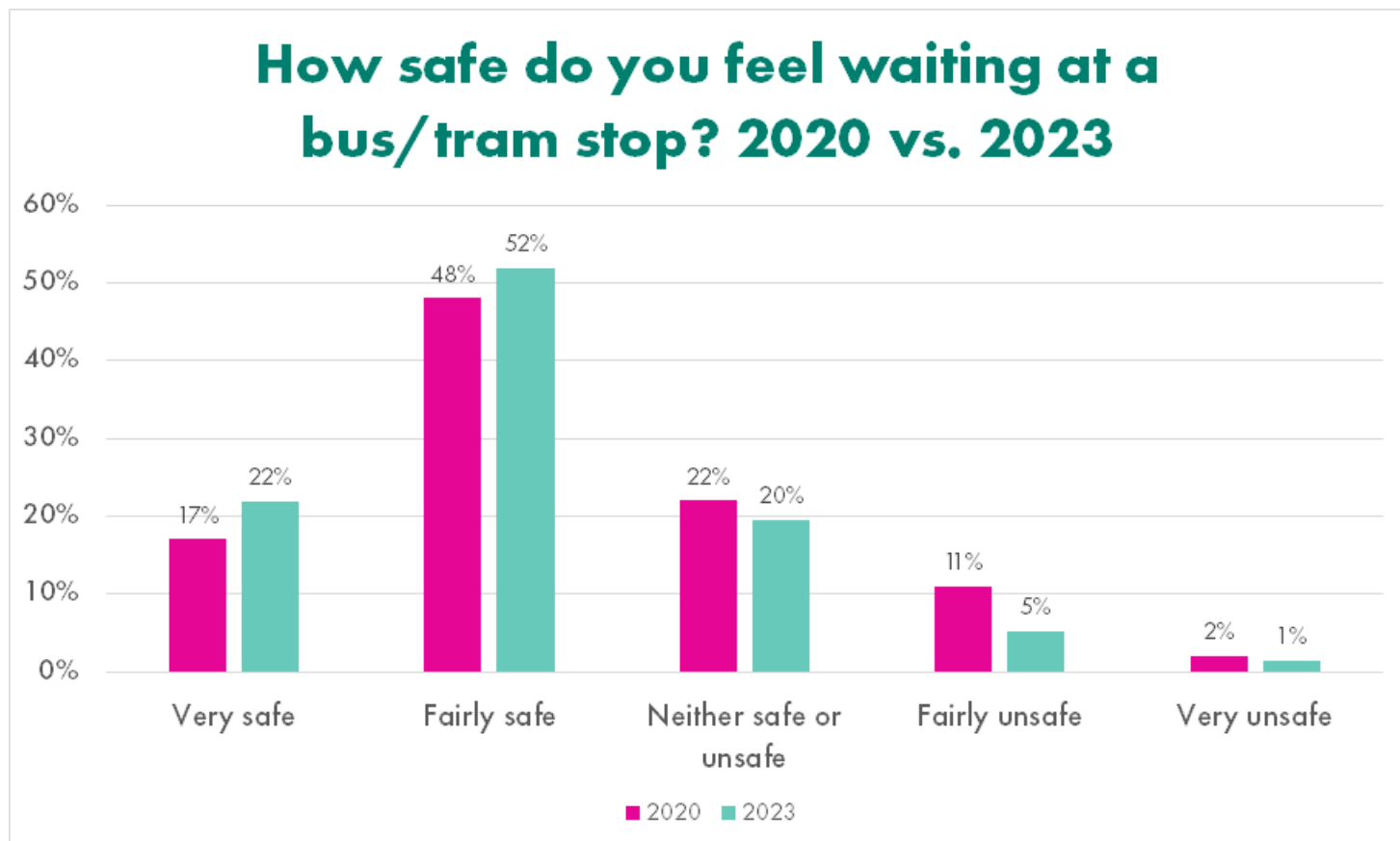
## Safety at bus and tram stops

The second question pertaining to safety in the public transport network asked respondents how safe they felt whilst waiting at a bus or tram stop. Like the responses to the question about safety whilst on public transport, the responses were mostly positive.



The most popular answer from respondents was "Fairly safe", with 1298 (52%) respondents choosing this answer. 547 (22%) respondents answered, "Very safe". This means that 74% of respondents felt either "Fairly safe" or "Very safe" travelling on the bus and/or tram. 489 (20%) respondents answered, "Neither safe nor unsafe". The remaining 166 (6%) respondents felt either "Fairly unsafe" or "Very unsafe".

Like the question about safety onboard buses and/or trams, respondents who stated that they felt either "fairly unsafe" or "very unsafe" were provided with the opportunity to give their reasonings. A range of answers were given, but many followed a common theme of feeling exposed at bus stops because of lack of lighting ("poor lighting and no CCTV" and "at night it is dark and the stops are unlit") and uncertainty about a bus turning up ("some are not shelters or tell you when the bus is coming" and "often poorly lit and unreliable service means buses regularly do not arrive as scheduled")

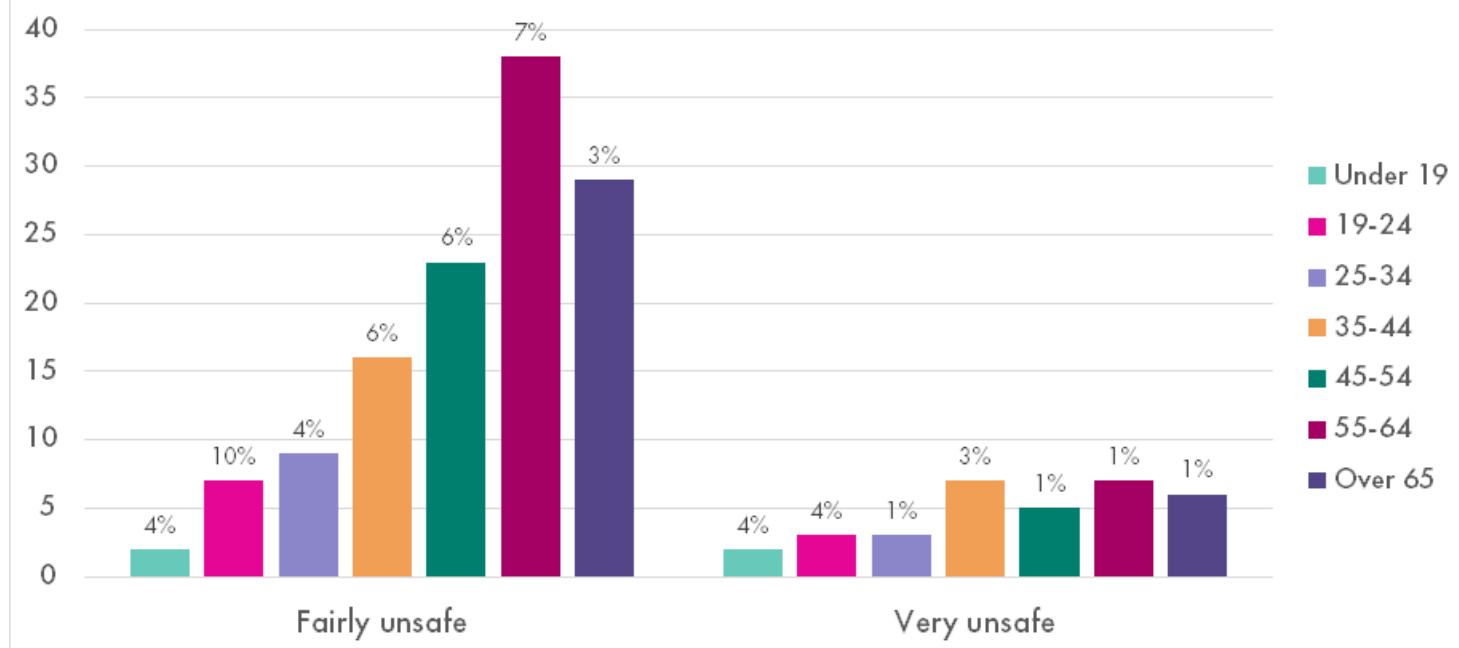


and “the buses take a lot of time and at times you don’t know when it’ll come especially at night”). A direct comparison of these findings was made against a 2020 survey, that was carried out specifically centred around passengers’ perception of safety across Nottingham’s public transport network.

In the perception of safety survey from 2020, fewer respondents said that they felt “very safe” waiting at a bus/tram stop – 17% compared to this year’s 22%. The 2020 survey results may have been distorted slightly due to Covid-19, but in any case, there has been an increase in respondents feeling “very safe” waiting at a bus and/or tram stop in Nottingham.

To understand more about the respondents who felt unsafe while waiting for the bus and/or tram, an analysis of age groups was carried out.

## How safe do you feel waiting at a bus and/or tram stop? A comparison by age.



The 6% of respondents who felt unsafe in some form was analysed by age group. The highest number of respondents answering "fairly unsafe" was the "55-64" age category with 38 respondents choosing these answers, followed by 29 responses within the "Over 65" category. This suggests that safety concerns increase with age.

However, no general pattern is evidenced for those who answered, "Very unsafe". The highest number of respondents answering "Very unsafe" was the "35-44" age category with 7 respondents, and the "55-64" age category with 7 respondents. Followed by 6 respondents aged "Over 65".

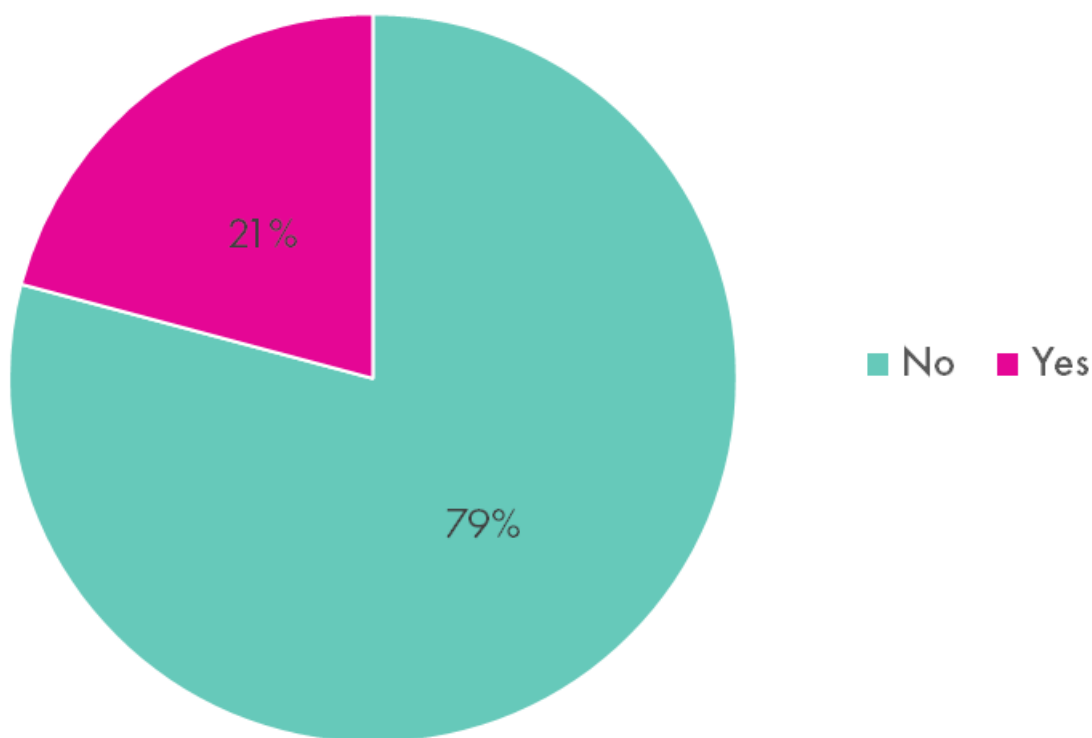
## Park and Ride

Respondents were asked if they used the park and ride and if yes what form of park and ride, they use.

### Do you use the Park and Ride?

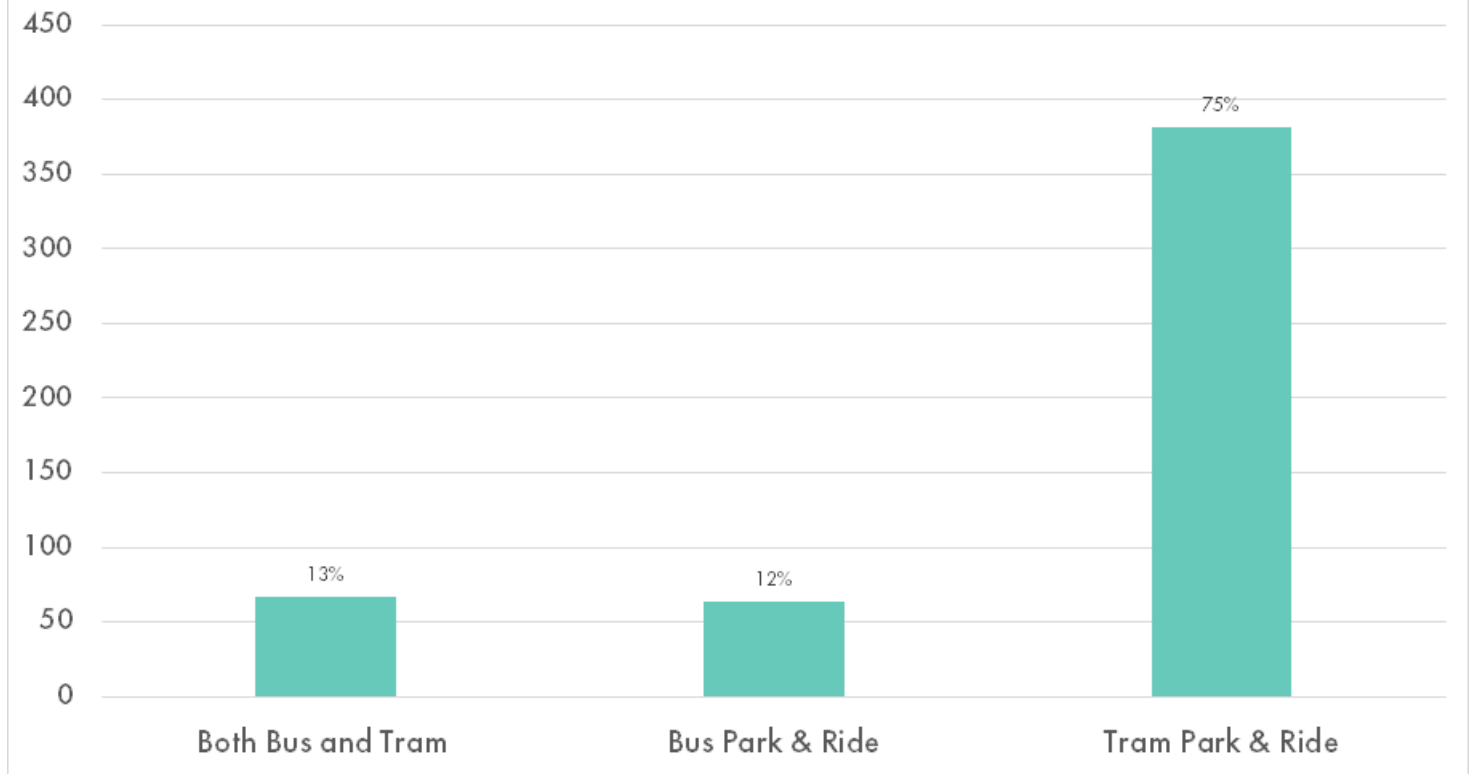
Of the 2452 people who answered this question, 1941 (80%) respondents answered "No". the remaining 511 (20%) respondents answered "Yes".

### Do you use the Park and Ride?



Of those who responded "Yes", 381 (75%) respondents answered, "Tram Park and Ride". 67 (13%) respondents answered, "Both Bus and Tram Park and Ride", and 63 (12%) respondents answered, "Bus Park and Ride".

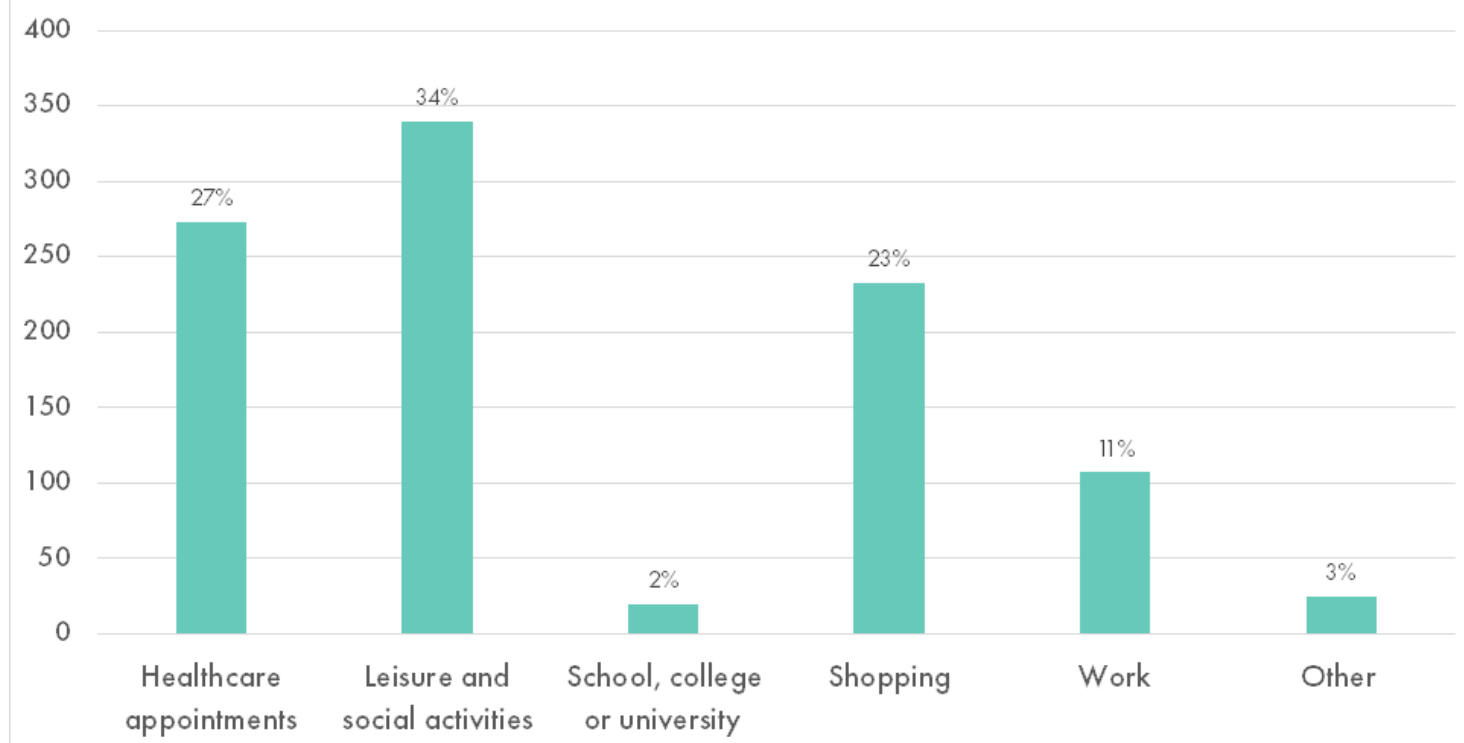
## What form of Park and Ride do you use?



## Why do you use Park and Ride?

Respondents who answered "yes" to "Do you use the Park and Ride?", were given the opportunity to answer the question "Why do you use the Park and Ride?". Respondents could choose multiple answers.

## Why do you use Park and Ride?

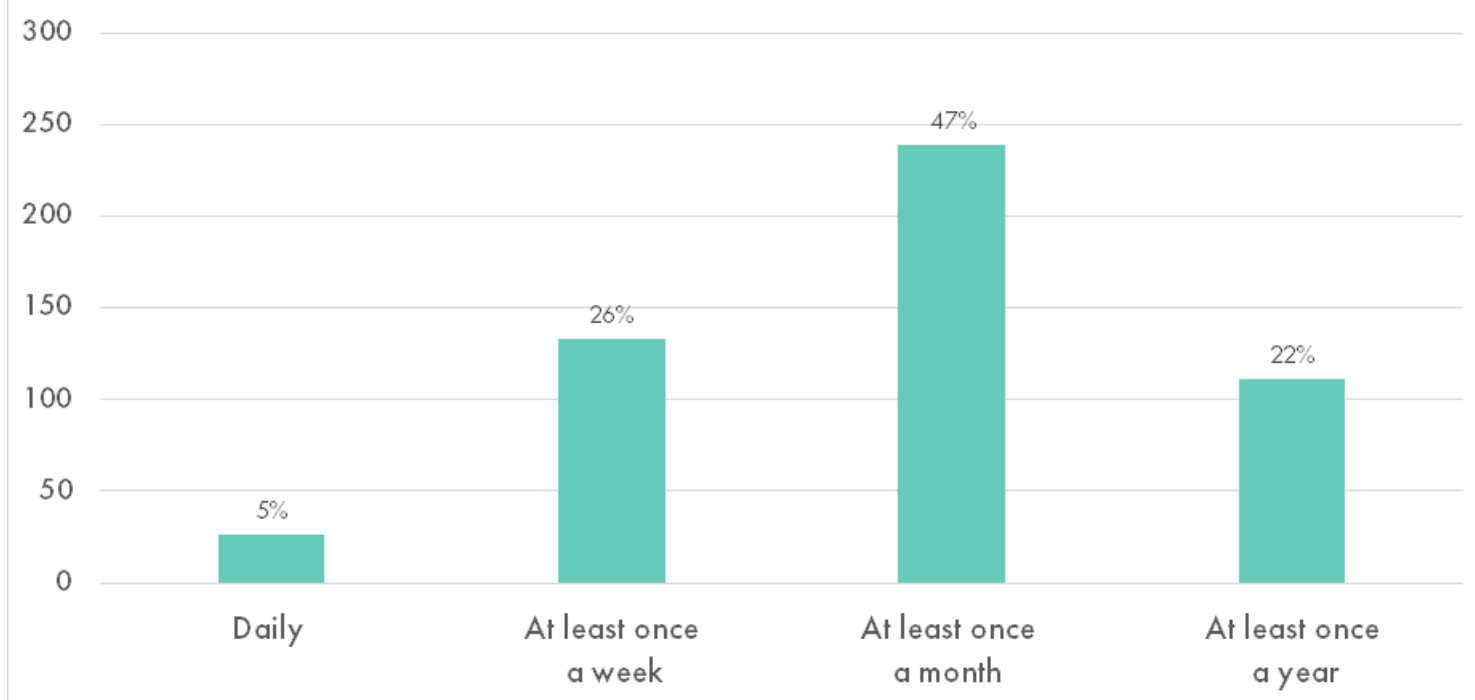


The most popular answer was “Leisure and social activities”, with 340 (34%) of respondents choosing this answer. This was followed by 273 (27%) respondents answering “Healthcare appointments. 233 (23%) respondents chose “Shopping (incl. food shopping)”, 107 (11%) people answered “Work”. The option with the fewest answers is “School, college or university”, with 20 responses. Of the respondents who answered “Other” most of the responses centred around ease of access from rural villages, to avoid parking charges, and some respondents referenced the use of the Park and Ride to access large events such as sporting events and concerts.

## How frequently do you use the Park and Ride?

Respondents who answered “yes” to “Do you use the Park and Ride?”, were given the opportunity to answer the question “How frequently do you use the Park and Ride?”.

## How frequently do you use the Park and Ride?



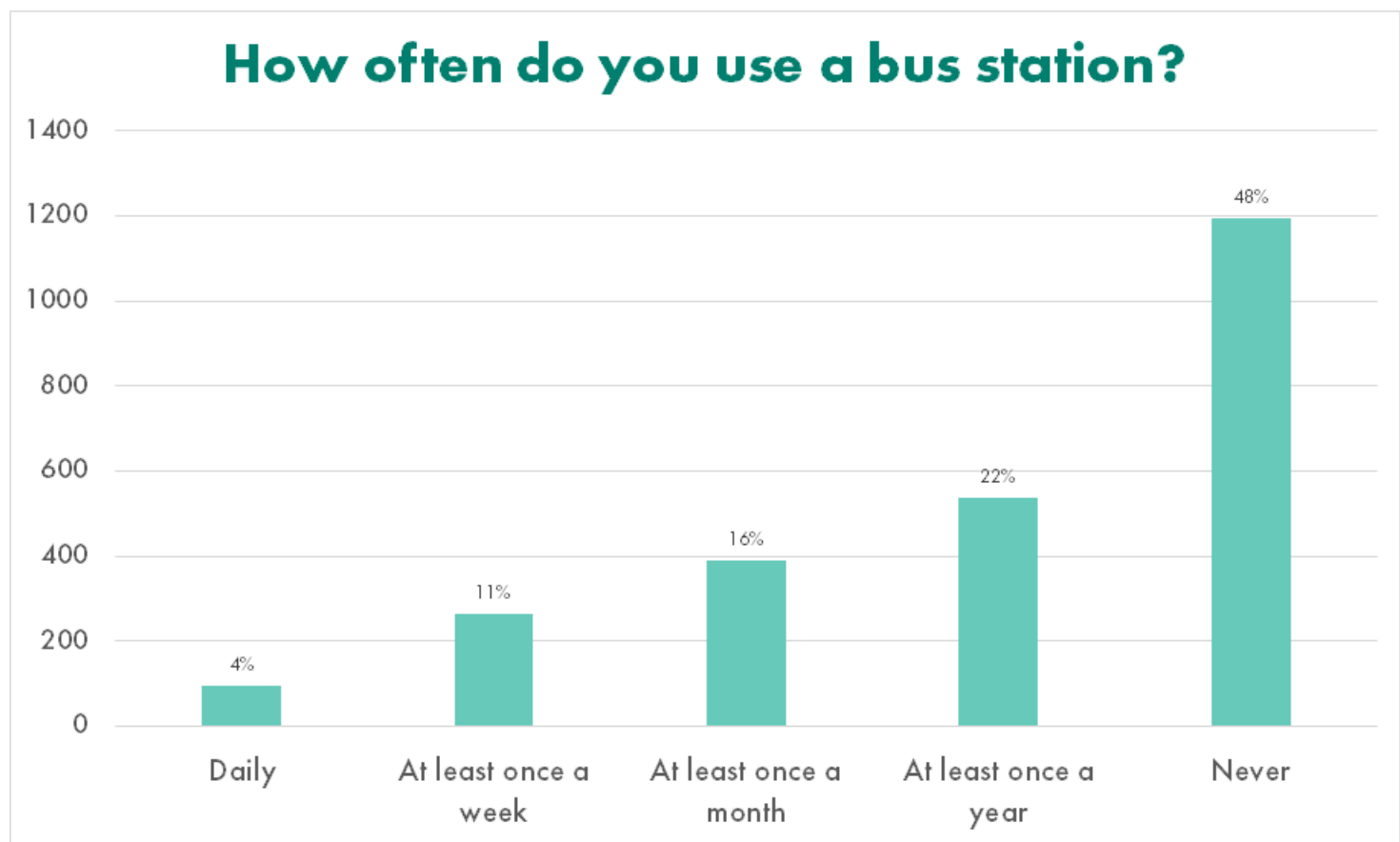
Of the 509 people who answered this question, the most popular answer was "At least once a month" with 239 (47%) of the responses. This was followed by 133 (26%) of respondents answering, "At least once a week". 111 (22%) respondents answered, "At least once a year", and just 26 (5%) of respondents answered "daily". This aligns with the previous answers to the questions "Why do you use the Park and Ride?" which suggest respondents did not use the park and ride for commuting to work.



## Bus Stations

### How often do you use a bus station?

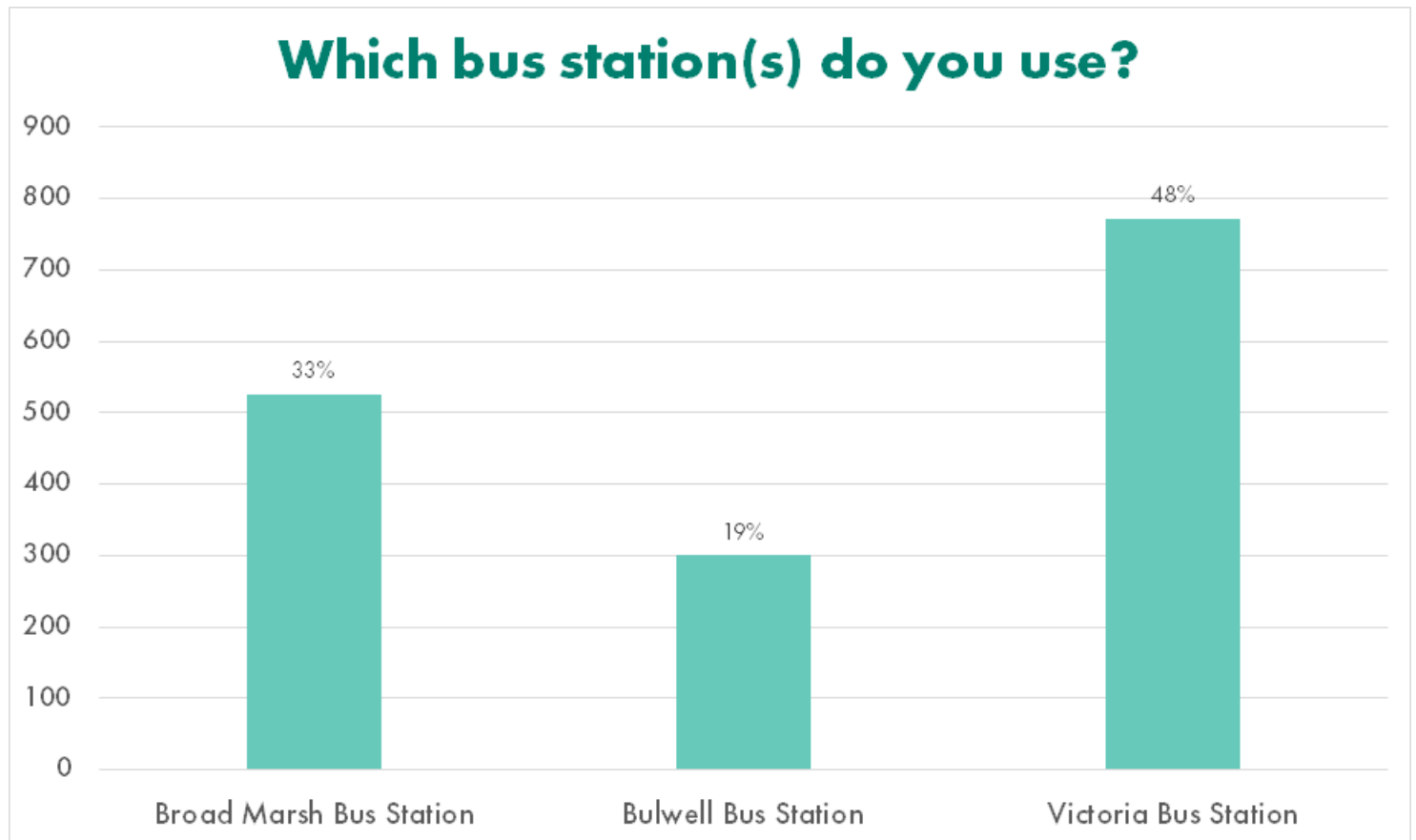
Respondents were asked how often they use a bus station.



1193 respondents (48%) answered “Never”. This may be due the nature of the Public Transport Network in Nottingham, as most buses use on-street shelters for terminating stops. The second most popular answer was “At least once a year”, with 536 (22%) respondents. 391 (16%) respondents answered that they use a bus station “At least once a month”, followed by 264 (10%) respondents using a bus station “At least once a week”. Only 96 (4%) of respondents answered “Daily”. Though, in total more people used a bus station in some form than never.

For the 1287 people who used a bus station in some form, they were then asked, “Which bus station (s)

do you use?”. Respondents could choose multiple answers.



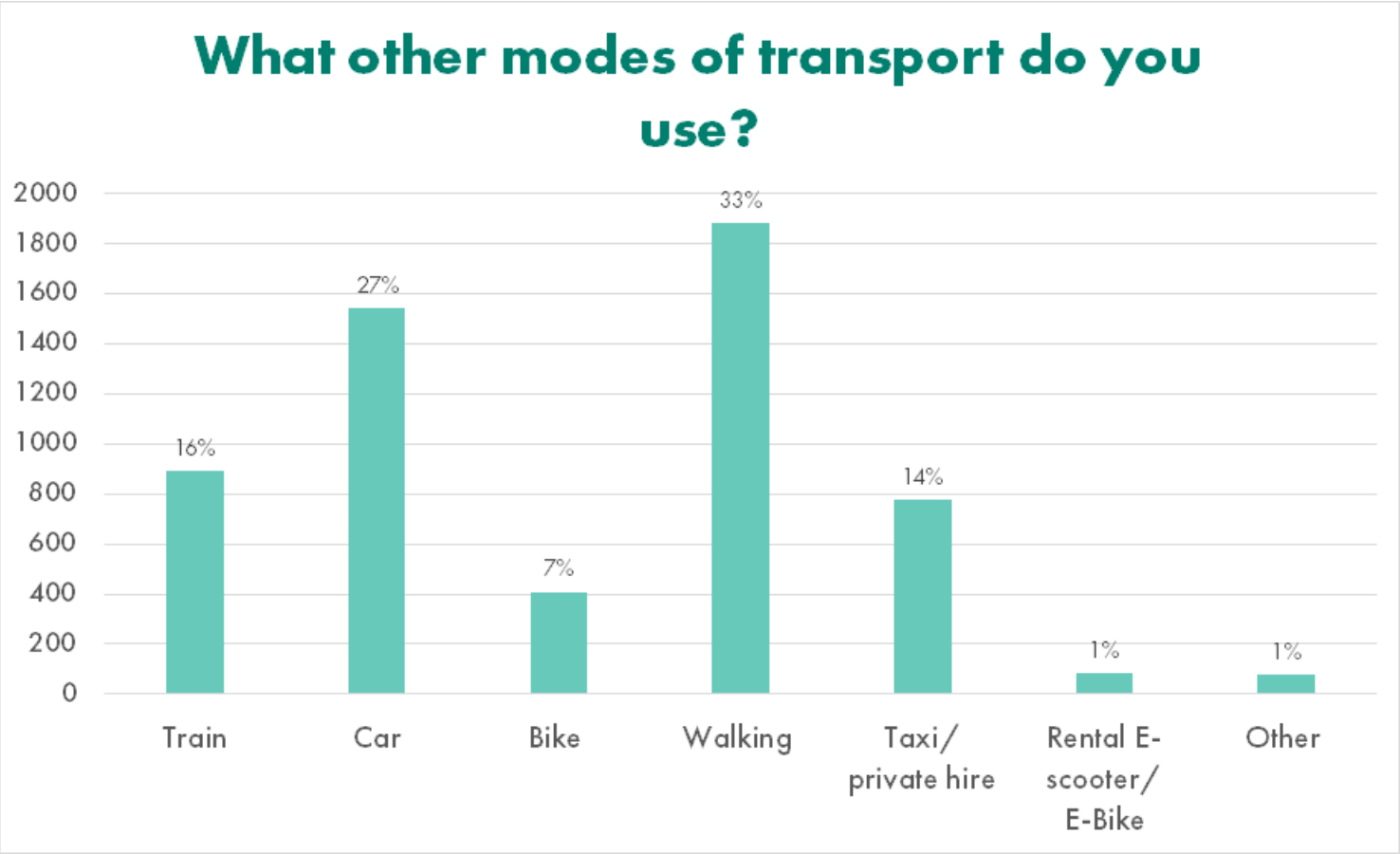
The results show that Victoria Bus Station is the most popular, with 772 respondents choosing this answer. Broad Marsh Bus Station was the second most popular, with 290 responses. Bulwell Bus Station is a local bus station in a town centre and had the fewest number of responses, with 168 respondents answering “Bulwell Bus Station”.

## Other modes

Respondents were asked about what other modes of transport they use that aren't the bus and/or tram.

### What other modes of transport do you use?

Respondents could choose multiple answers.

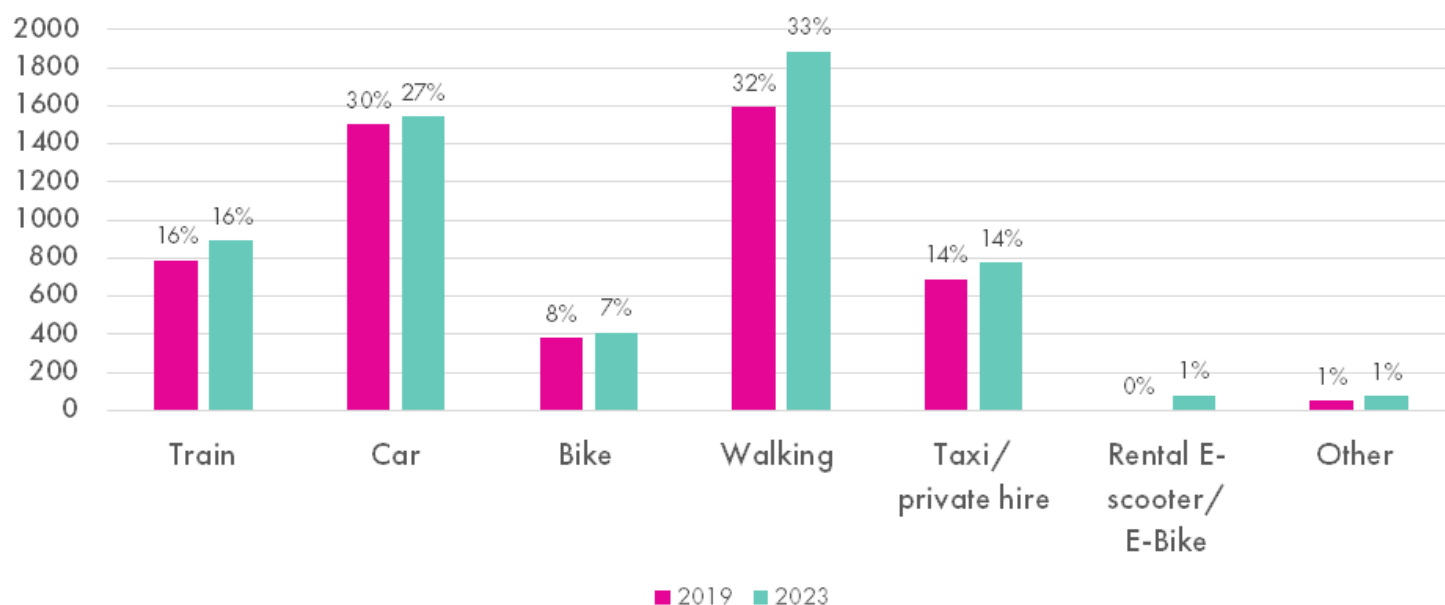


The most popular mode of transport chosen was "Walking", with 1883 respondents choosing this option. The second most popular mode was "Car", with 1543 respondents choosing this option. The only form of public transport listed, the train, was the third most popular choice with 890 respondents choosing this answer. 776 respondents answered "Taxi/private hire". 409 respondents chose "Bike", followed by 82 respondents choosing "Rental E-Scooter/E-Bike". Of those who chose "Other" the responses many responses mentioned the use of motorcycles. Multiple responses mentioned car sharing with friends and family or the use of a car club. Other responses included running, electric vehicle use, and the use of personal e-scooters.

These responses were compared to answers from the 2019 survey. The category “Rental E-scooters/ E-bikes” was not included in the 2019 survey, so there is no data to compare for this category.

Generally, the results show that little has changed. The largest decrease was evidenced in the “Car” category, with a decrease of 3% since 2019.

## What other modes of transport do you use? A comparison of results from 2019 and 2023

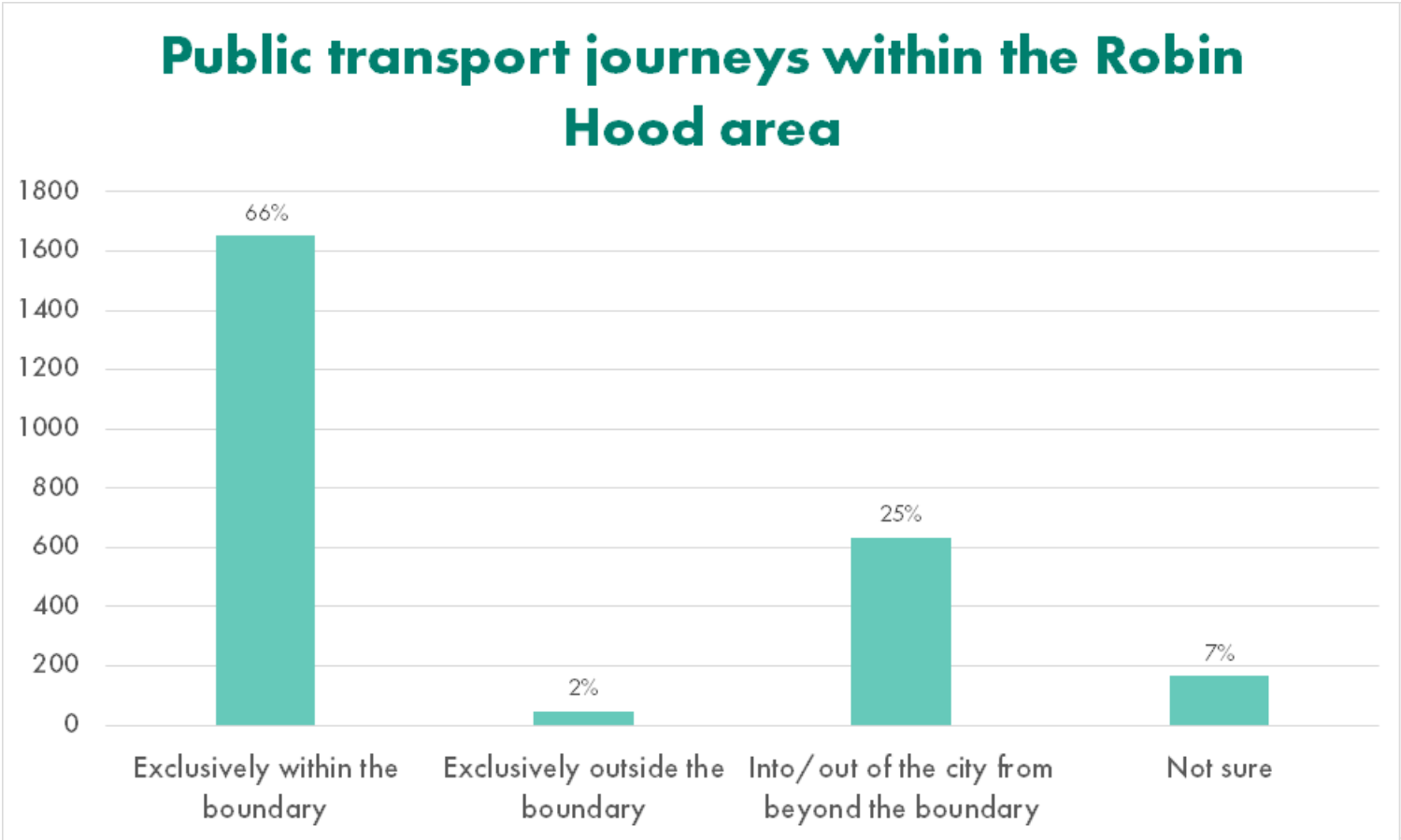


## Robin Hood Network area

In order to improve services, it is important to know how passengers use the services and how they travel across the network.

### Travel within the RobinHood Network boundary

This question was asked to seek understanding of how users interacted with the Robin Hood Network area. A map of the network area was given to respondents for guidance.



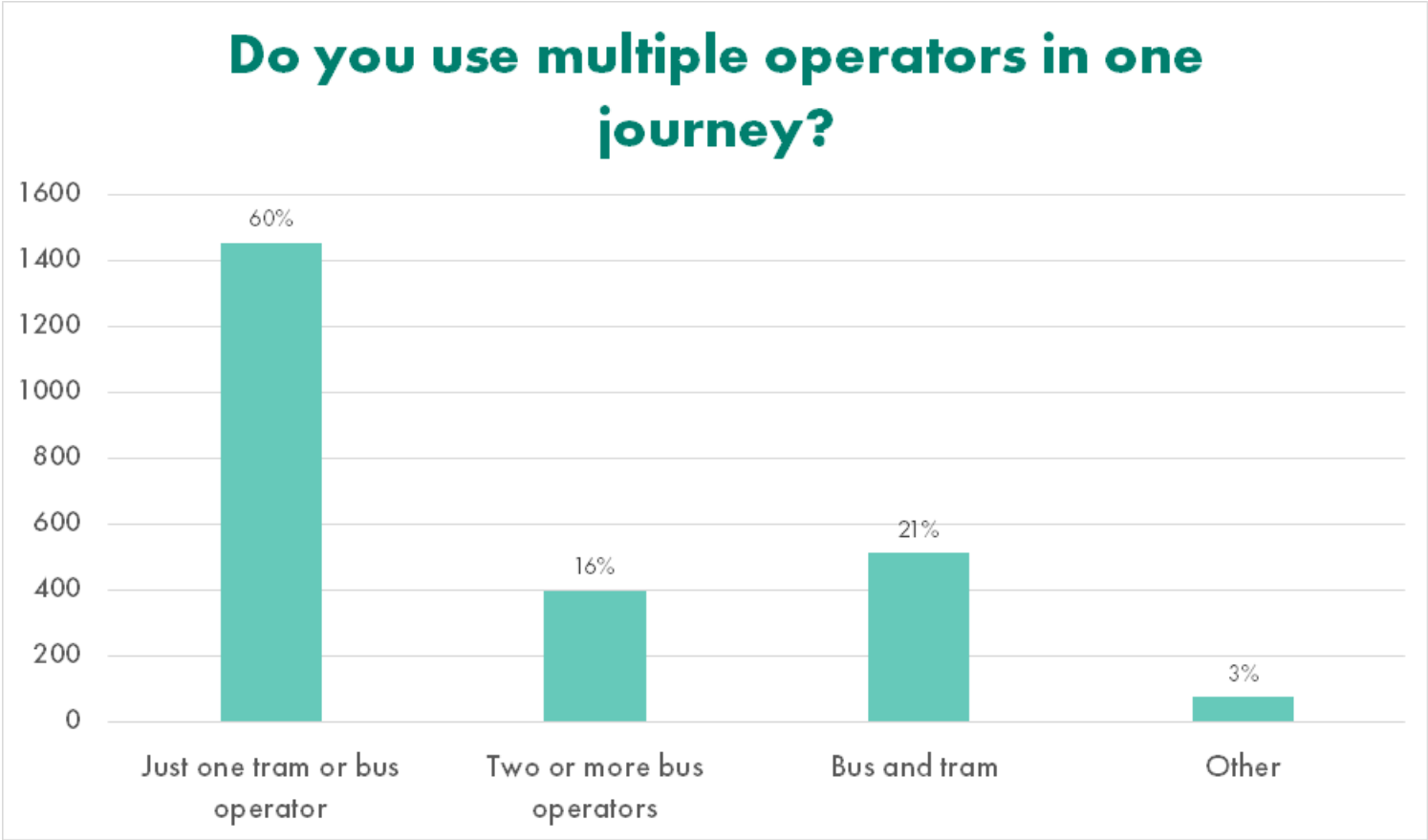
The results suggest that 66% travel exclusively within the boundary, with 25% of respondents travelling into or out of the boundary from beyond it. Those travelling within the boundary are likely to use NCT and NET services, whilst those travelling in and out of the boundary are more likely to be trentbarton users due to the nature of their network. Only 2% stated that they travelled exclusively outside of the

boundary, which was expected as this survey was targeted at those who were travelling within the Robin Hood area. 7% stated that they were unsure, which may be explained by a lack of understanding of the Robin Hood Network boundary and where it starts and ends. Work as part of the Greater Nottingham Enhanced Partnership looks to improve understanding and awareness of the Robin Hood area.

## Multi-operator travel

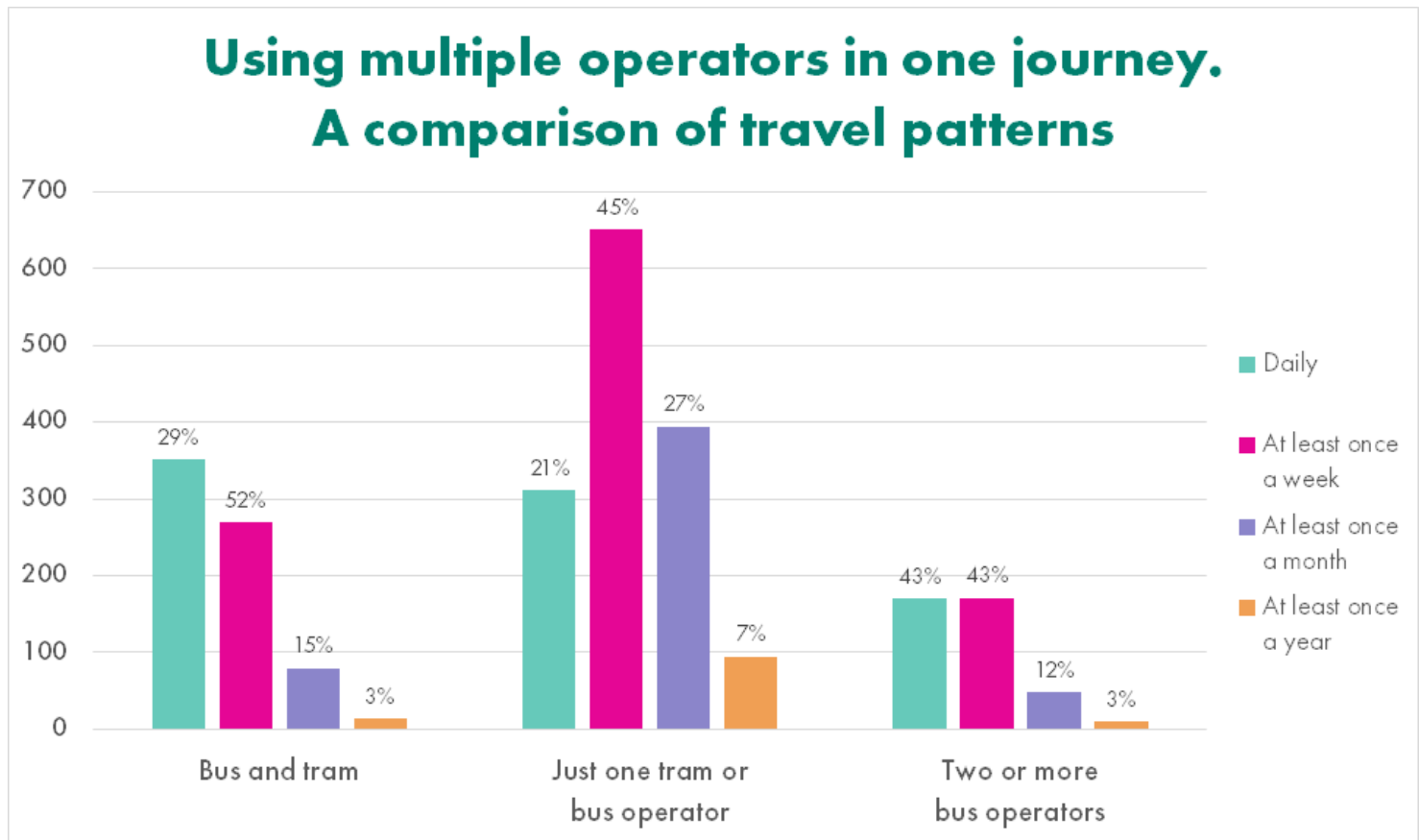
Respondents were asked about their use of different operators when travelling on the Robin Hood Network.

**When travelling, do you typically use several public transport operators in one journey (e.g. tram and bus or two buses on different operators?)**



1454 (60%) respondents answered, "Just one tram or bus operator". 514 (21%) of respondents answered, "Bus and tram", and 399 (16%) respondents answered, "Two or more bus operators". Of the respondents that answered 'Other', the key theme identified included the use of the train and what the respondent felt was their most convenient choice at a variable time and/or place.

This was then analysed alongside respondents travel patterns.

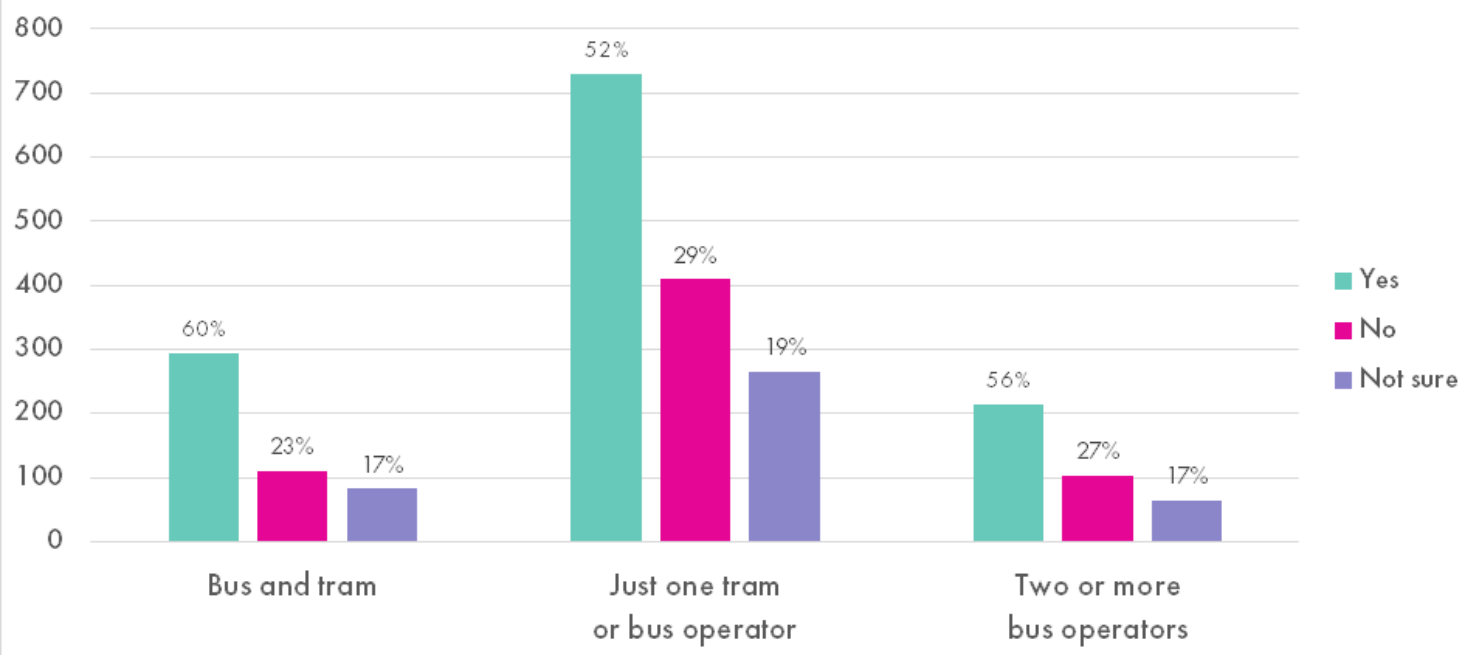


Of the those choosing "Just one tram or bus operator" respondents mostly travelled "At least once a week". Respondents choosing "Two or more bus operators" travelled frequently, with 43% respondents answering, "At least once a week" and a further 43% answering "Daily". "Two or more bus operators" was the category with the highest percentage of "Daily" travellers.

Respondents' choice of single or multi-operator was then analysed alongside the awareness of multi-operator ticketing products.



## Are you aware that you could save money using a multi-operator ticketing product?

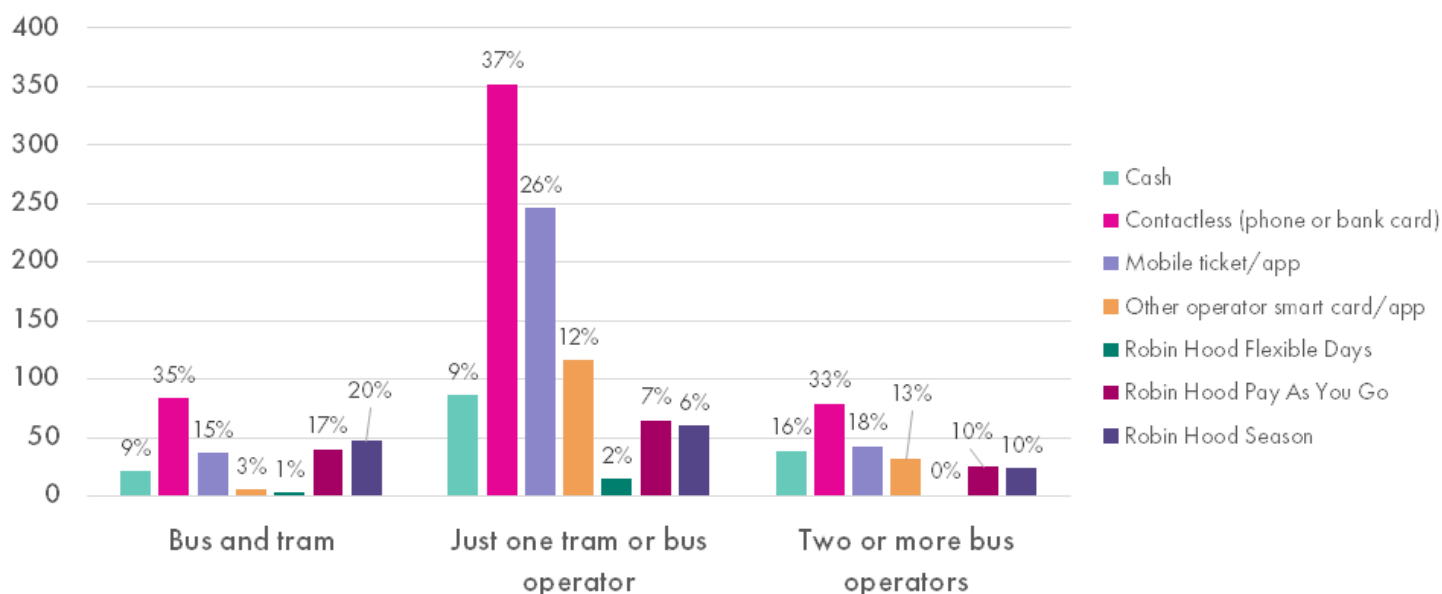


60% of respondents travelling on the "Bus and tram" were aware of multi-operator ticketing products, which is 4% more than those choosing or "Two or more bus operators". Though a small difference, this suggests people using the two different modes of transport are more aware of multi-operator products, than those who travel by bus only.

Respondents who answered "Just one tram or bus operator" were less aware of multi-operator ticketing products. This may be because these respondents are less likely to use these products. Though, still over half of respondents in this category answered "Yes". This suggests that general awareness of multi-operator ticketing is good.

All respondents were asked what form of ticketing they use when travelling on the Robin Hood Network. These results were analysed to determine the uptake of multi-operator tickets for respondents who used multiple operators. The use of concessionary cards for Disabled Persons and Older Persons was removed from this analysis.

## Are you aware that you could save money using a multi-operator ticketing product? A comparison of payment types



The most popular payment method amongst all categories was "Contactless (phone or bank card)". The second most popular choice varied amongst the categories. For respondents who answered, "Bus and Tram", the second most popular response was "Robin Hood Season" products (20%). This choice was considerably more popular amongst this group and correlates with the fact that this group were the most aware of multi-operator ticketing. For respondents who travel with "Two or more bus operators" the second most popular choice was "Mobile ticket/app" (18%), which is the same for respondents who only travel with a single tram or bus operator (26%).

The answer with the fewest responses amongst all categories was "Robin Hood Flexible Days". Of the three categories, the "Robin Hood Flexible Days" product was in fact the most popular with respondents who only travel with a single tram or bus operator, though this still only equalled 2%.

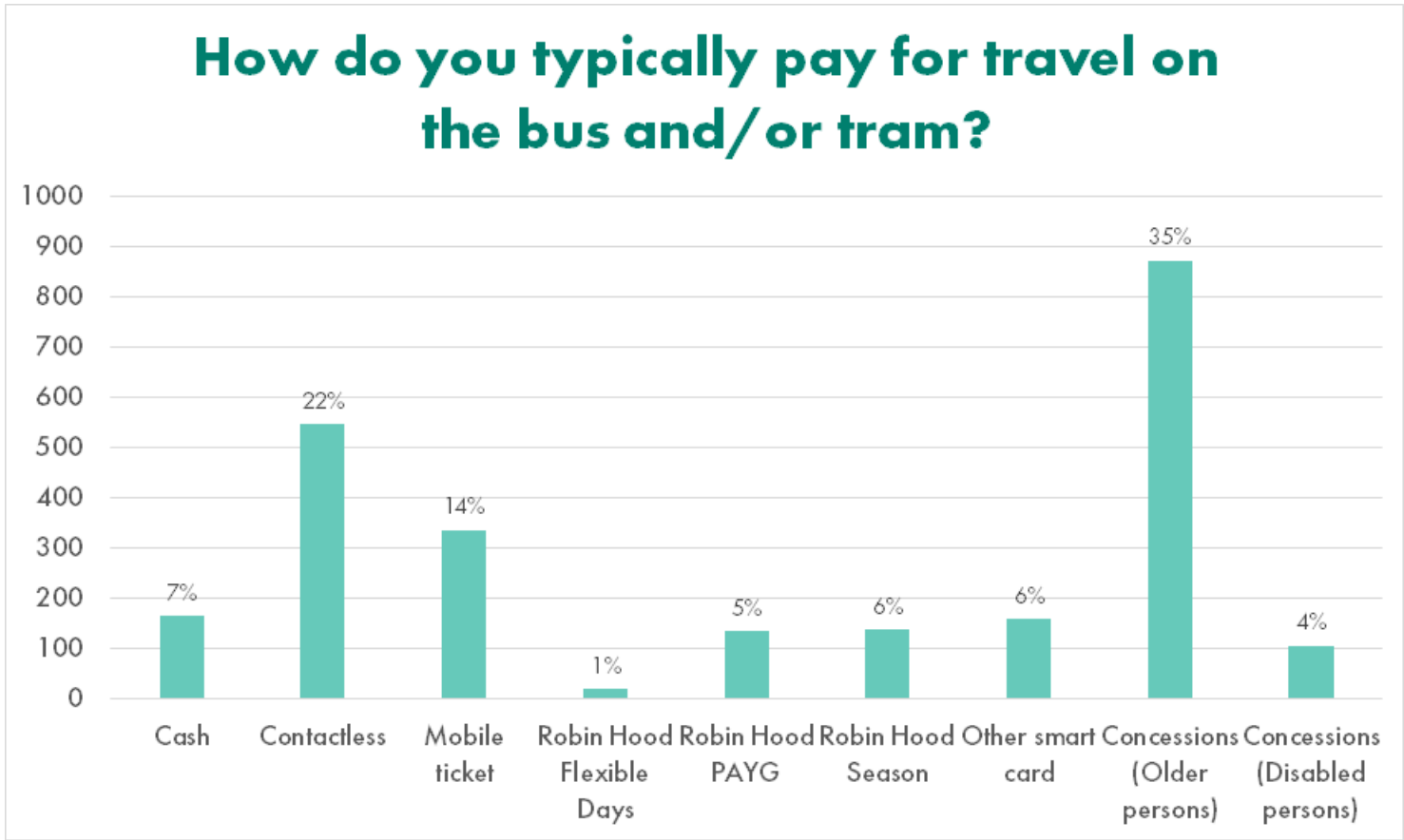
Robin Hood products as a whole, were the most popular amongst those who use multiple operators. Robin Hood products made up 38% of answers for respondents choosing "Bus and Tram", and 20% of answers for respondents choosing "Two or more bus operators". Robin Hood products totalled 15% of all answers for respondents choosing "Just one tram or bus operator".

## Payment methods

All respondents were asked what method they use to pay for their travel on the bus and/or tram.

### How do you typically pay for travel on the bus and/or tram?

The answer with the most responses was “Concessionary Card (Older Persons)”. As seen in a previous question, the age group with highest number of respondents was “Over 65”.

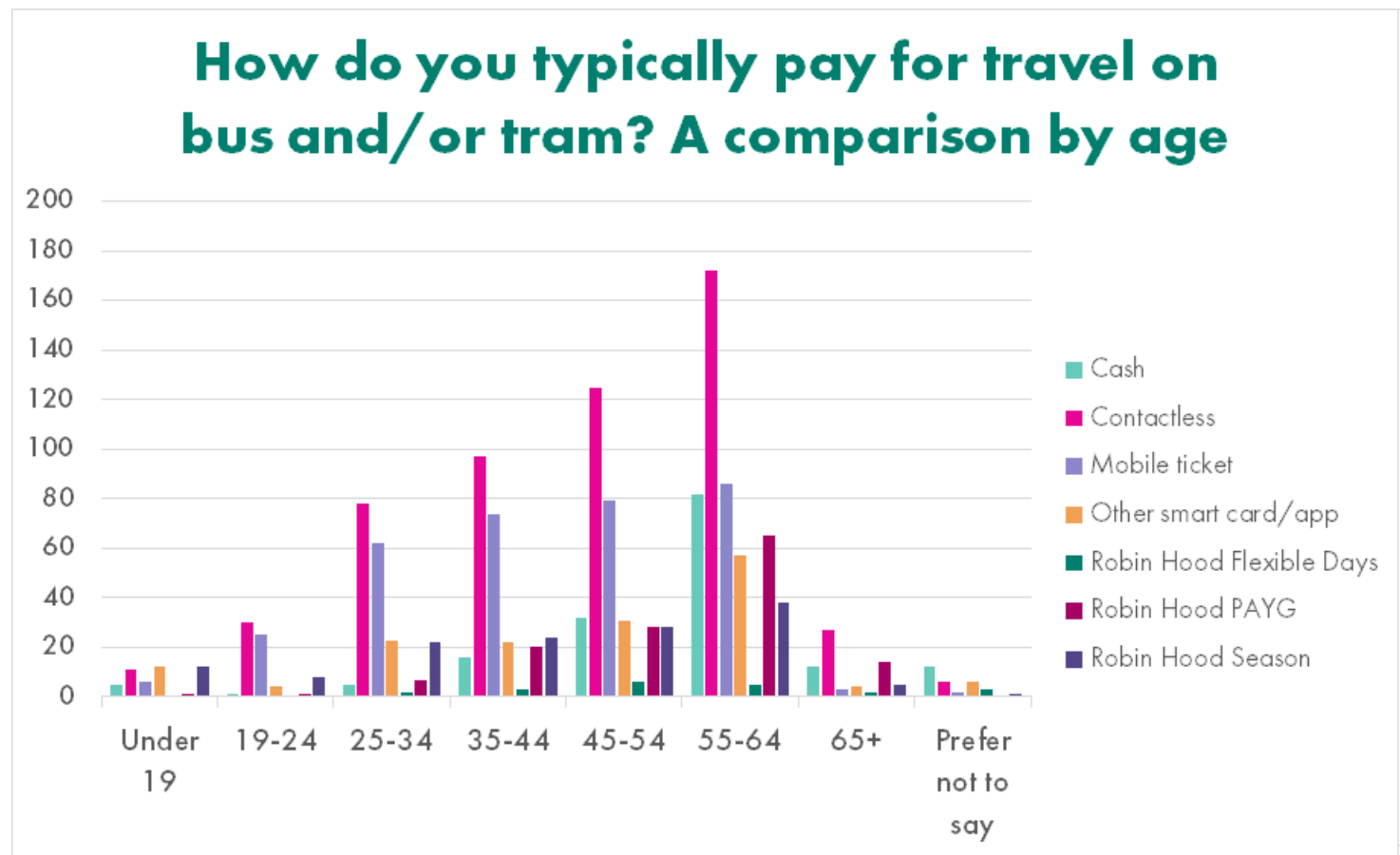


The most popular form of payment chosen by respondents was “Contactless (phone or bank card)”, with 547 respondents choosing this option. This is followed using “Mobile tickets/apps”, with 337 respondents. Cash was the next most popular answer, with 165 respondents choosing this answer.

“Robin Hood Season” tickets were the most popular Robin Hood Product chosen by respondents, with 138 respondents choosing this option. This is closely followed by 136 respondents using “Robin Hood

Pay As You Go" (PAYG) The "Robin Hood Flexible Days" ticket had the fewest responses, but this may be due to the age of this product.

The payment methods were then analysed by age.

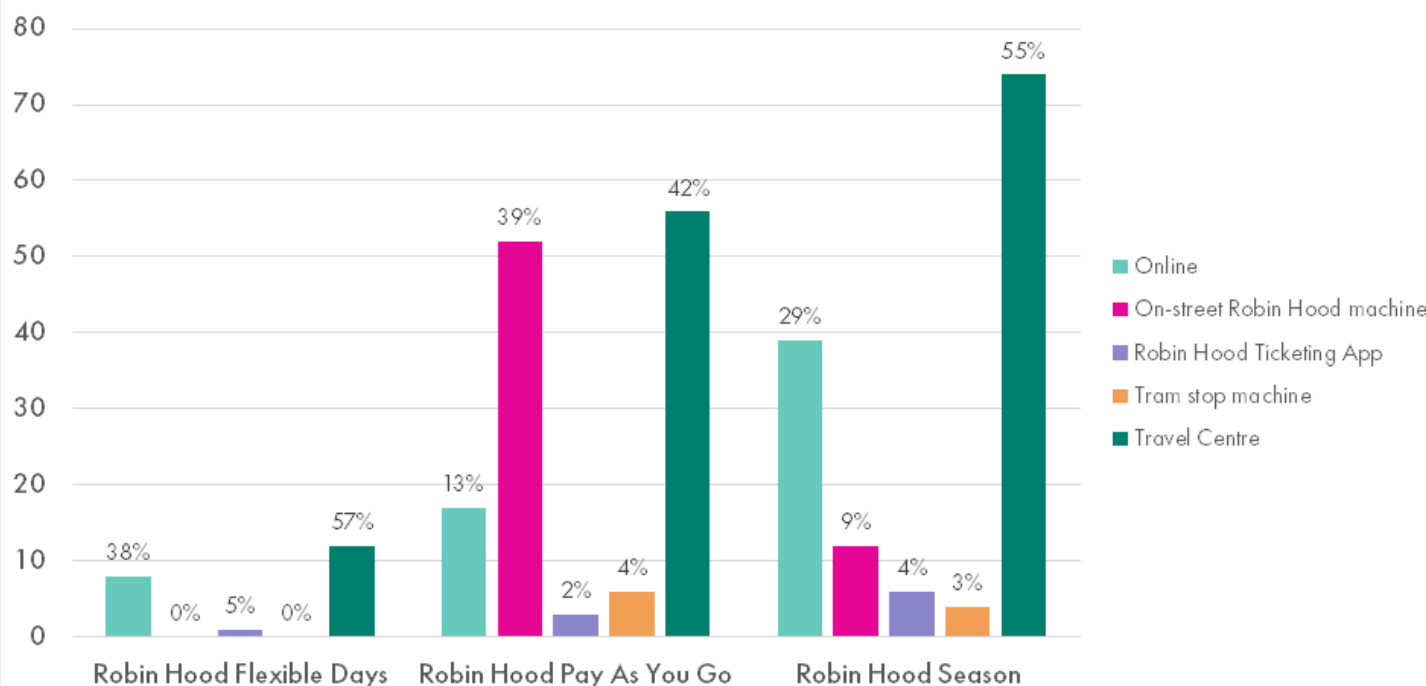


Contactless was the most popular answer for all age groups, except for those respondents "Under 19", who had the most respondents answer "Robin Hood Season", and "Other operator smart car/app". This suggests those under the age of 19 are making use of discounts offered through annual and academic travel cards.

## Where did you purchase your Robin Hood card?

For those who purchased a Robin Hood product, respondents were asked where they purchased this.

## Where did you purchase your Robin Hood card?



Most Robin Hood products were purchased at the Travel Centre. 57% of Flexible Days products were purchased at the Travel Centre, 42% of PAYG products are purchased at the Travel Centre, and 55% of Season products were purchased at the Travel Centre.

9% of Season products were purchased at "On-street Robin Hood machine", and a further 4% answered "Tram Stop machine". This is compared to 39% of PAYG products purchased at "On-street Robin Hood machines", the second most popular answer for this type of product. 4% of respondent answered, "Tram Stop machine". There were no Flexible Days products purchased at "On-street Robin Hood machines" or at "Tram Stop machine".

29% of Season products were purchased "Online", the second most popular answer for this type of product. 13% of PAYG products were purchased "Online". 38% of Flexible Days were purchased "Online", the second most popular answer for this type of product."

A small number of respondents answered, "Robin Hood Ticketing App". For Flexible Days 5% of tickets were purchased on the app. 2% of PAYG products were purchased on the app. 4% of Robin Hood products were purchased on the app.

## How did you apply for your concessionary card?

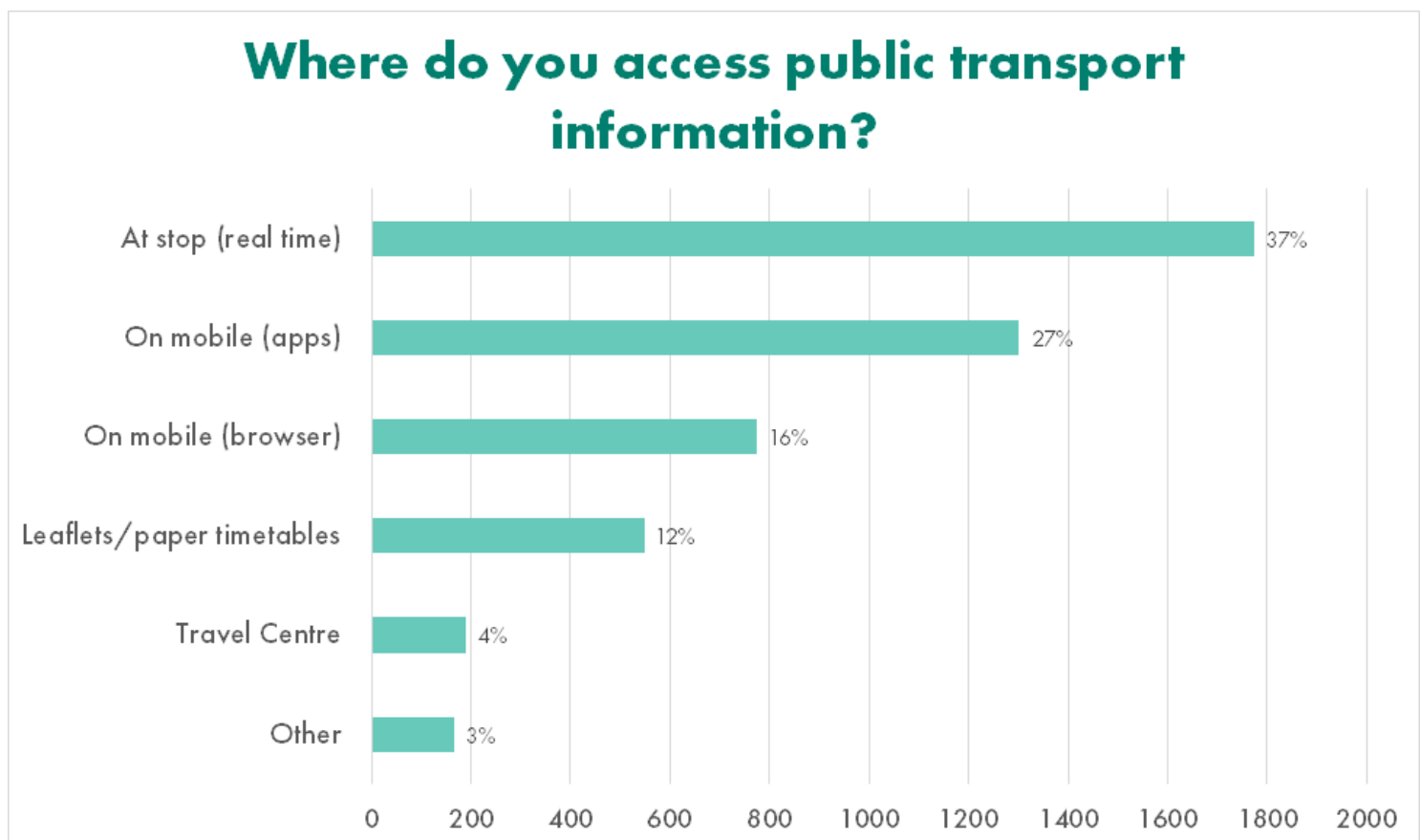
For those who responded either "Concessionary Card (Older Persons)" or "Concessionary card (Disabled Persons)", they were asked how they applied for this card.



The results showed that respondents were equally split between the use of the Travel Centre and Online.

## Accessing public transport information

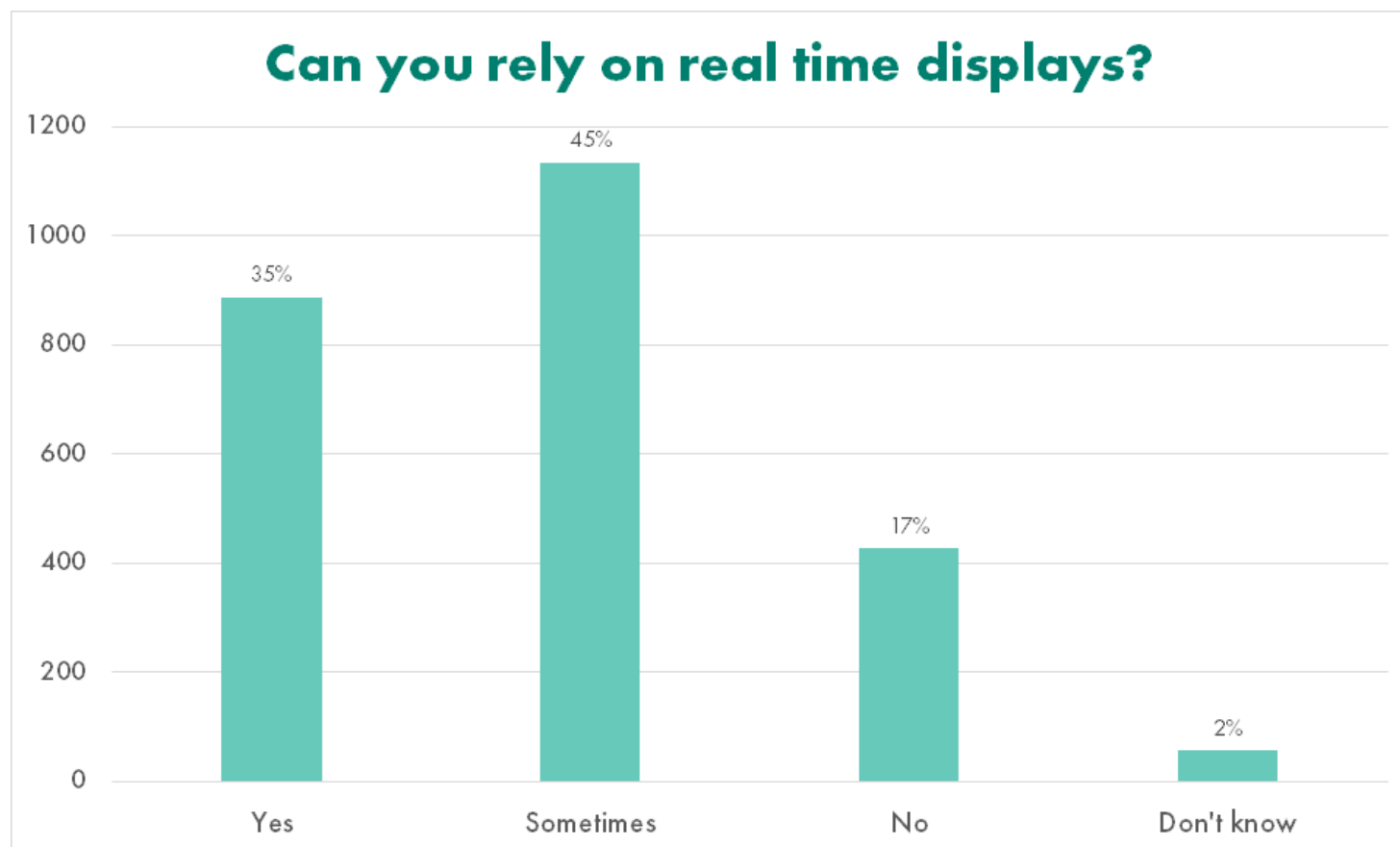
In order to inform the Council on how to better provide public transport information to its network of passengers, the survey asked how transport passengers access public transport information.



The most common way that public transport users access public transport information is at bus stops using the real time information displays – 37% of respondents said that they accessed transport information in this way. The second most common answer was on mobile apps (27%), followed by mobile browser (16%) in third. 12% of respondents said that they used paper timetables/leaflets, which suggests the need to continue to provide public transport information in this form, with an additional 4% suggesting that they visited a travel centre to receive information.

Respondents that selected 'other' in response to how they accessed public transport information had responses such as using Google maps, using personal computers before leaving their house to complete their journey, or not needing to access public transport information at all because they feel that it is frequent enough that they needn't plan ahead.

The most popular response for ways that public transport users access public transport information in Nottingham was through the at-stop real time displays. The following question asks the respondents whether they believe that they can rely on real time displays to give them accurate public transport departure information.

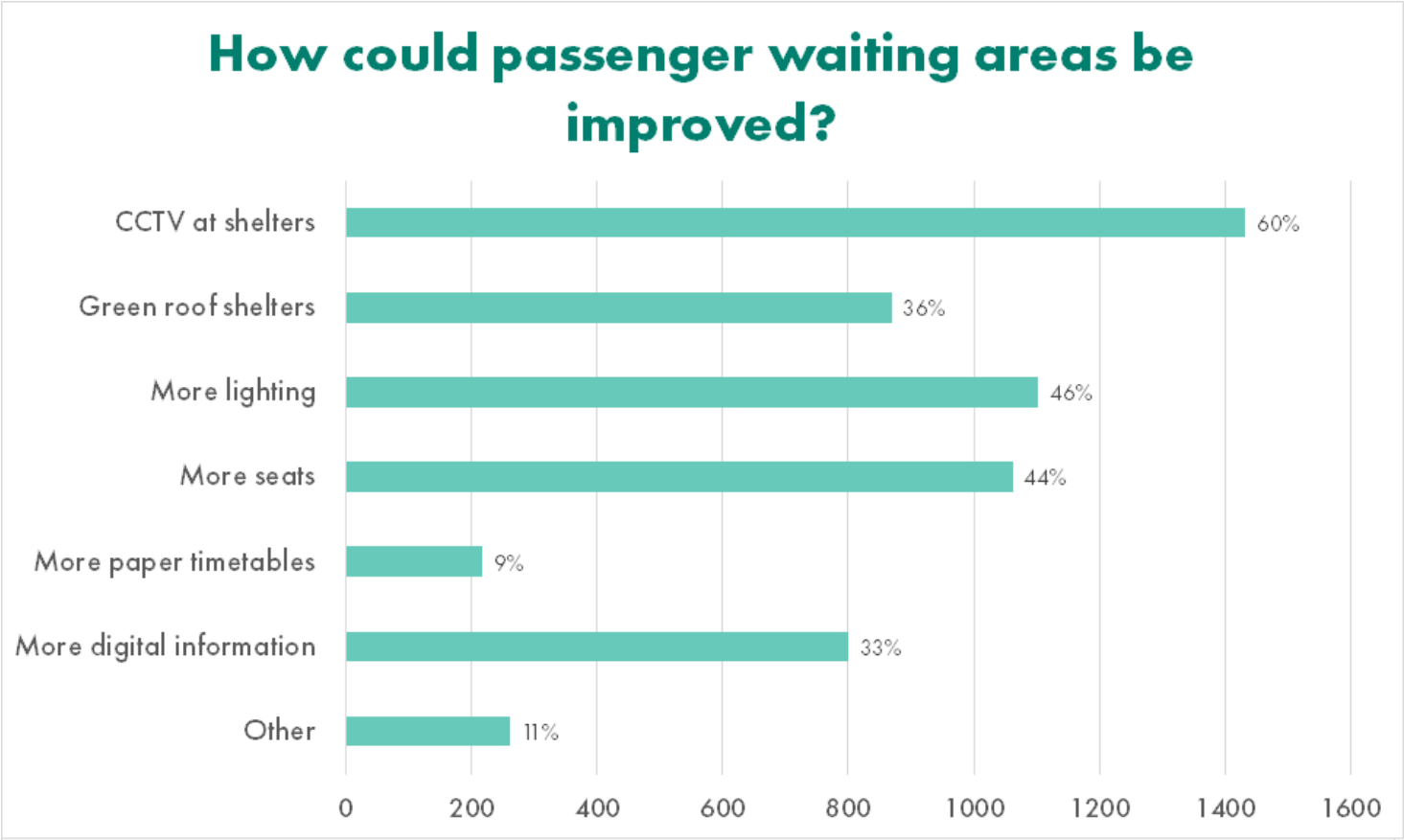


80% of respondents said that they could rely on real time displays either all of the time or sometimes. Only 17% said that they couldn't rely on real time displays for accurate departure information. The roll-out of the new TFT displays across the Greater Nottingham area should improve the reliability of real time displays. The new TFT displays give operators the option to display their services as 'cancelled' when appropriate – the older LED displays do not have this function, and services will simply disappear from the display when they're cancelled. It is hoped, that within time, reliability of real time displays will be improved as a result of these measures as well as other planned workstreams.



## Bus shelters

As part of the Council’s bus shelter retender, the public were asked how passenger waiting areas, particularly at bus shelters, could be improved. Respondents were able to select multiple options as an answer to this question and were also provided with the opportunity to give their own suggestions.

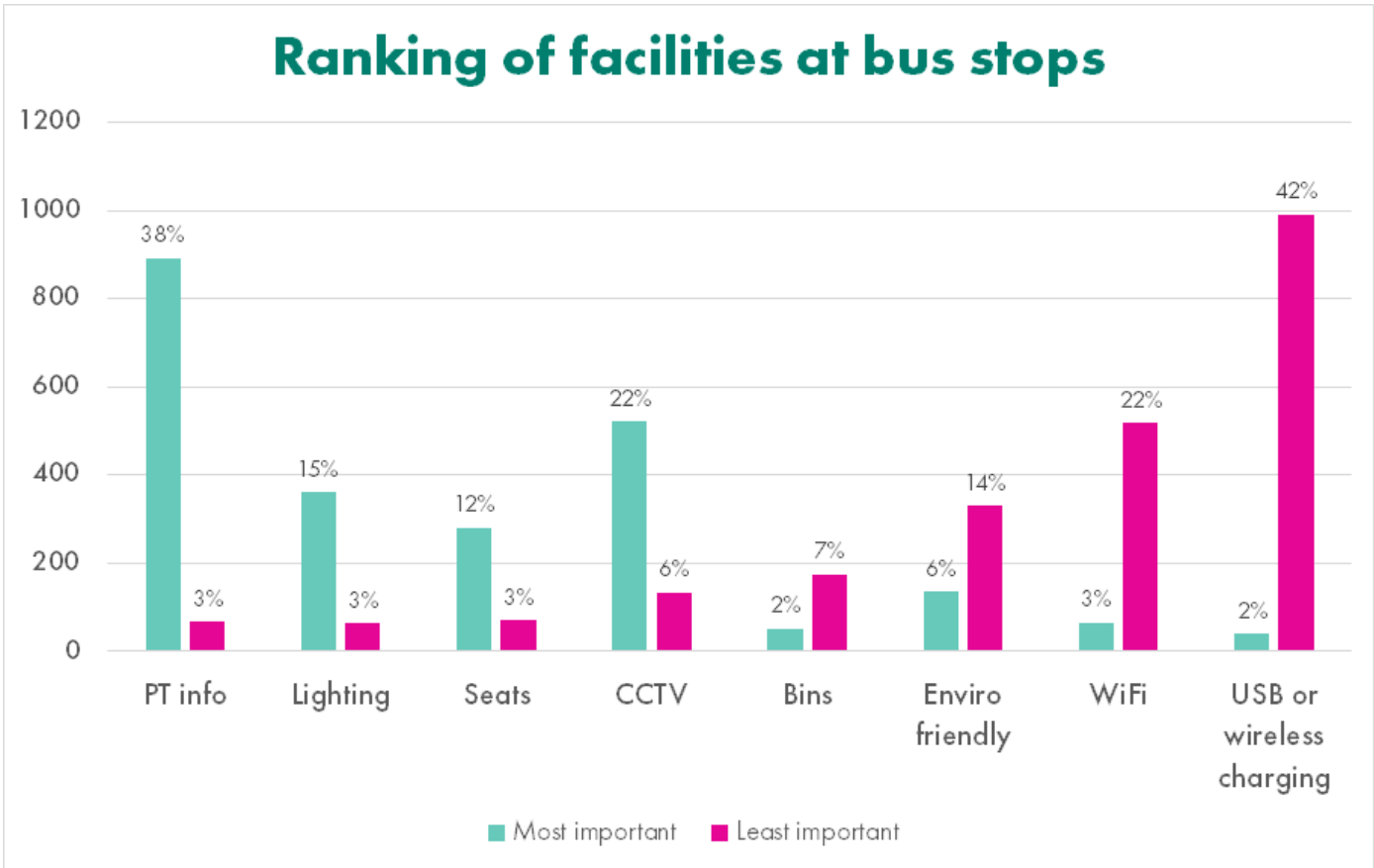


The most popular response for improving passenger waiting facilities within bus shelters was to incorporate the use of CCTV – 60% of respondents were in favour of adding this facility. This could be explained by the perception of safety that bus users have of waiting at a bus stop, particularly at night. More lighting was the second most popular response, with 46% of respondents choosing this option. Like the addition of CCTV at bus shelters, more lighting would enable bus users to feel more safe at bus stops whilst they wait for their bus, particularly at night and in the darker, winter months. The least popular option was “more paper timetables” which was selected by just 9% of respondents. This could be explained by the increased level of bus service information that is now available online and on operator mobile apps, the

availability of real time information at most bus stops in the city, and could also suggest that most bus users are satisfied with the current level of paper timetable provision.

For those who selected “other”, they were given the opportunity to make their own suggestions. Common themes were improving the reliability of real time information displays (“accurate digital times”, “displays saying when a bus is cancelled” and “displays need to be more accurate with cancellations and delays”), the addition of more real time information displays (“more real time displays in places that don’t have them”) and different seating (“more comfortable seats”).

Respondents were then given the opportunity to rank specific passenger waiting facilities from “most important” to “least important.”

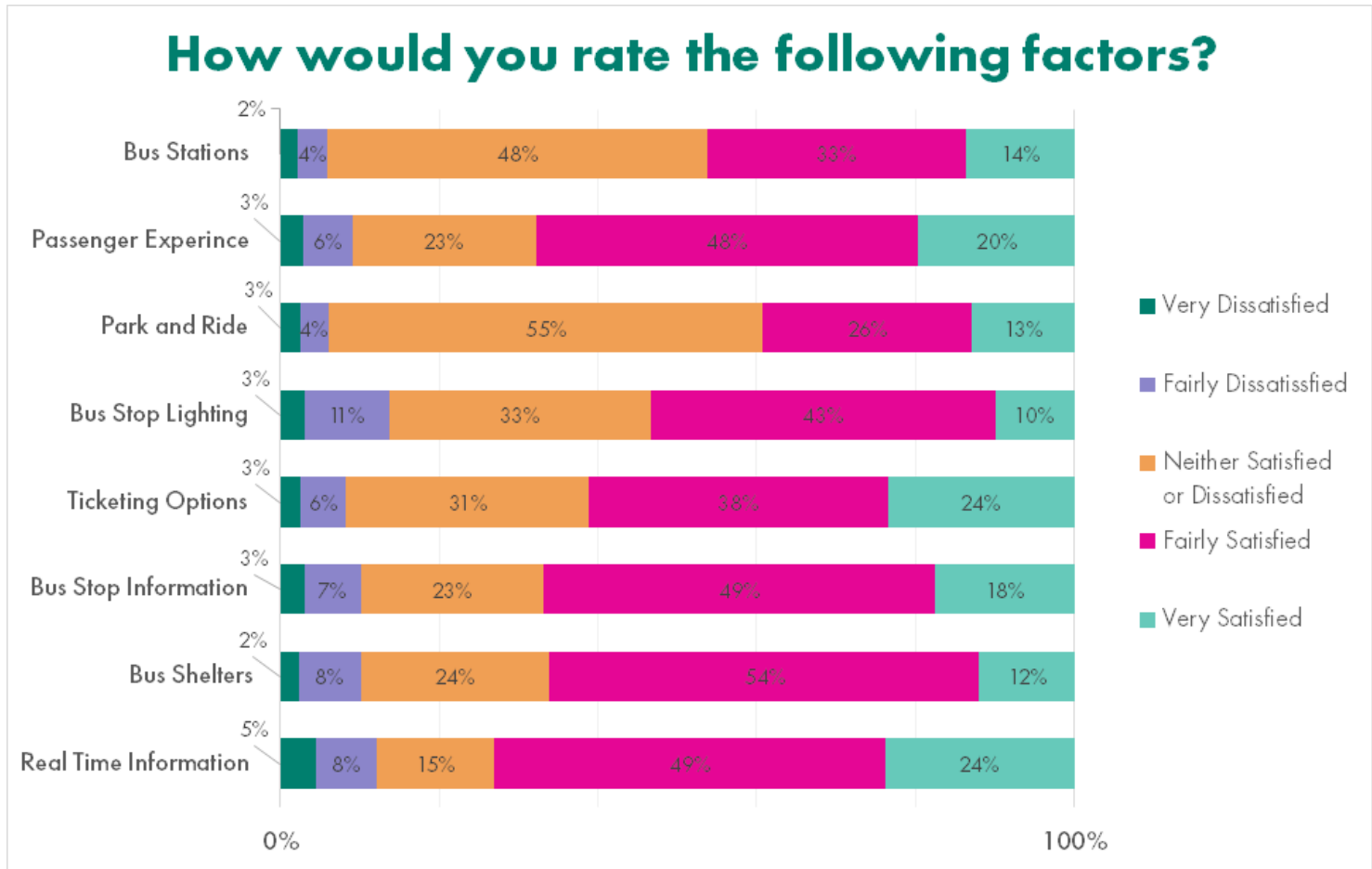


Despite being selected as the most popular response for the previous question about improving passenger waiting facilities, CCTV was only ranked “most important” by 22% of respondents who answered the question. The “most important” facility at bus stops was public transport information, with 38% of respondents selecting it as the most important feature at bus shelters. This places an emphasis on ensuring

that public transport information, such as service timetables and service route maps are present and kept up to date, and places an emphasis on the importance of ensuring that real time displays are online and displaying correct information. The “least important” facilities as selected by respondents were bins (2%), USB or wireless charging (2%) and WiFi (3%). And despite “green bus shelters” being selected as a way to improve waiting facilities at bus shelters by 36% of respondents, only 6% ranked it as “most important” and 14% ranked it as “least important.”

## Overall rating

Respondents were asked to rate multiple factors within the Robin Hood Network Area.



The categories with the highest percentage of respondents answering, "Very satisfied" was "Real Time Information" and "Ticketing options", with 24% of answers in both categories. This was followed by "Passenger Experience", 20% of respondents answered "Very Satisfied" within this category. The category with the lowest percentage of "Very Satisfied" responses was "Bus Stop Lighting", though the response for the category was still positive overall, with 43% of respondents answering "Fairly Satisfied".

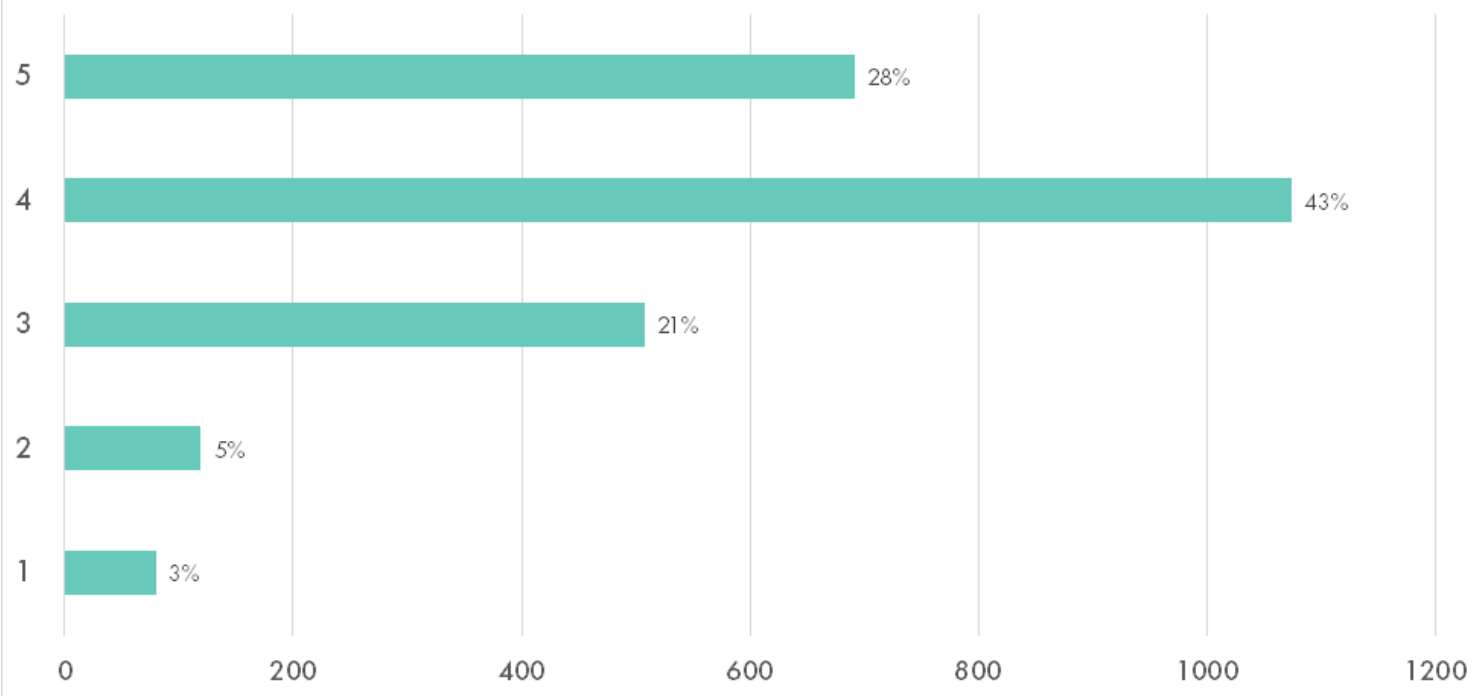
Respondents were then asked, "What aspects of the bus/tram network would you like to see improved?" The responses identified 8 key themes.

1. Service Frequency – a high number of responses centred around the need for higher frequencies of buses especially during the early morning, so people can connect to industrial estates for work, and in suburban and rural areas.
2. Disruption – a number of responses identified high levels of service disruption on the tram. Traffic and congestion were common factors identified for causing disruption to bus services.
3. Integration – many responses described the need for improved integration of services outside of the city centre. Respondents focused on the need to connect district centres, such as Arnold, Calverton and Netherfield as many people use these routes for work.
4. Off-bus Experience – comments about the off-bus experience focused on the improvements to shelters. Respondents commented on improved seating, lighting, and the need for CCTV.
5. On-bus Experience – a large number of responses in this category centred around driver behaviour. Respondents commented on the rude behaviour of bus drivers, and how they were often reluctant to assist people with mobility impairments on or off the bus. Other comments surrounded the general noise of the bus engines and other passengers having loud conversations. Few respondents commented on the cleanliness of buses.
6. Safety – a high number of responses identified anti-social behaviour and fare evading as a problem on the tram. Many respondents identified the need for permanent on-board inspectors. Few people also commented on the safety of bus and tram waiting areas, and suggested lighting and CCTV could be improved.
7. Ticketing – some respondents commented on the price of tickets for bus and trams. In general, respondents commented on the need for better integration of tickets to travel seamlessly across the network.
8. Journey Planning – a number of respondents noted that planning a journey is difficult because there is no singular platform to plan journeys network wide. Some respondents noted that Google Maps did not show accurate real-time information.

Other responses identified related to the demand for real-time information and digital timetables at all bus stops. Few responses centred around accessibility and the need for level boarding.

The final question in the survey was “overall, how would you rate public transport in Nottingham?”

## How would you rate public transport in Nottingham?

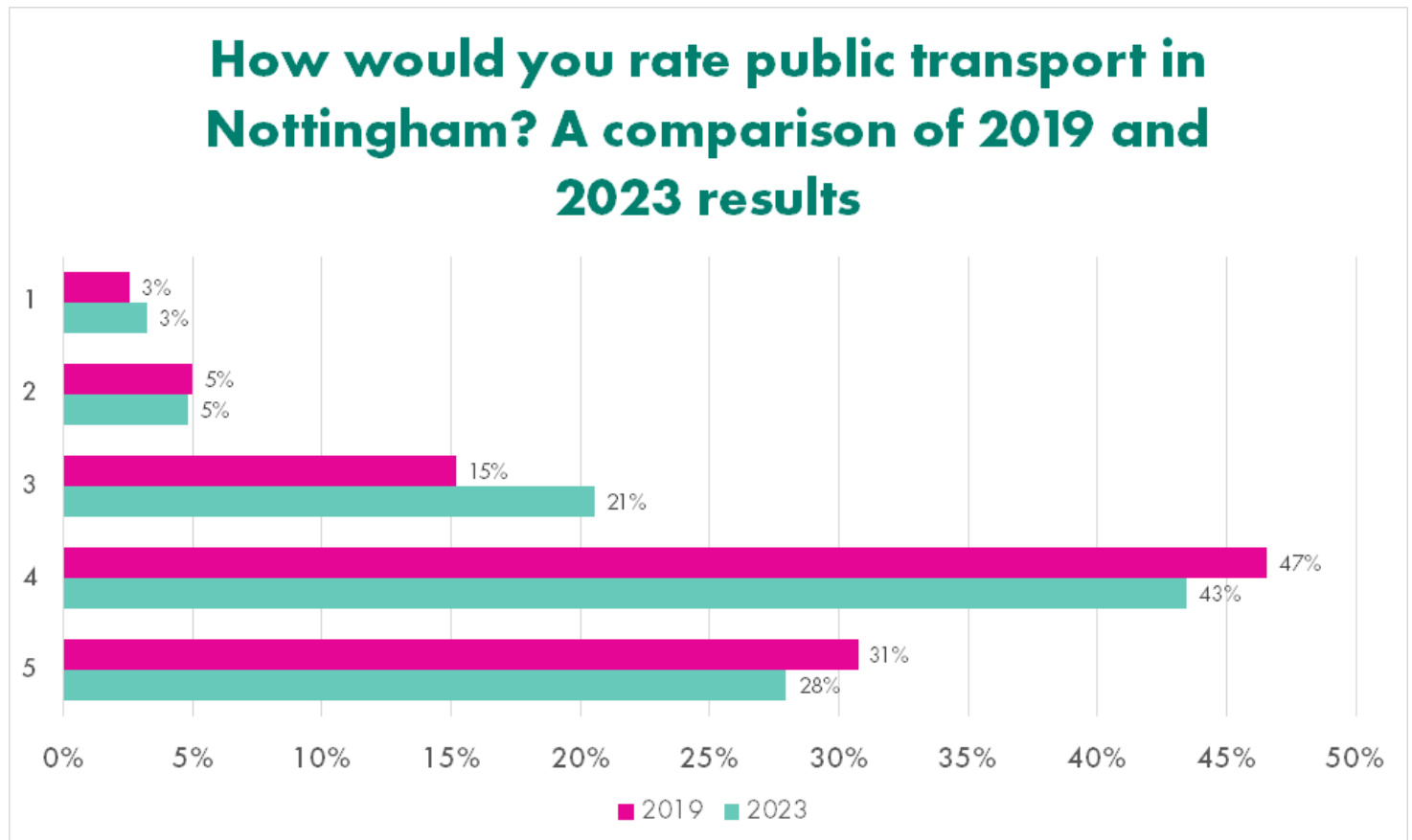


The average rating was 4 out of 5. 1074 (43%) respondents chose the answer “4”. This is followed by 691 (28%) of people choosing the highest rating. Thus, the overall response was positive, but there remains some room for improvement.

Respondents were also asked about what aspects of the bus and/or tram could be improved. Respondents who gave a rating of 1 or 2 out of 5 gave answers surrounding the frequency and reliability of services, the price of fares, the extension of the Robin Hood Network, and the safety on the tram.

Similarly, those giving ratings of 4 and above suggested improvements could be made to the price of fares and service reliability and integration. Two respondents noted the need for a regular service between tram stops and neighbouring town such as Toton and Sandiacre. Many responses centred around the extension of routes from the north of Nottingham to the Broad Marsh. Also, many respondents noted the need for air-conditioning on public transport.

In 2019, respondents were asked to rate public transport in Nottingham. Though, the categories were different to those selected in the 2023 survey. The “Very Good”, used in 2019, is compared to the rating of 5, down to “Very Poor” which is equivalent to a rating of 1.



In both surveys, respondents generally have a positive view of public transport in Nottingham. The average rating remaining the same in both years, at four out of five. Though there has been a small decrease in the percentage of respondents choosing the top ratings, and a rise of respondents answering 3 out of 5.

The results from the Bus and Tram User survey were overwhelmingly positive, with 71% of respondents rating the public transport network in Nottingham as either 5 out of 5, or 4 out of 5. These results suggest a high satisfaction rate with the services that operators provide. Though, when asked what could improve travel by bus and/or tram, there were some recurring themes. These themes included higher frequency services on the network, and a need for buses which travel between district centres to reduce the number of interchanges required in the city centre. There also appeared to be demand for seamless multi-operator ticketing across the entire network, though there has been significant improvement in this area since the 2019 Bus and Tram Survey, when many respondents commented on the need for Contactless ticketing, which has since been successfully implemented. Similarly, the 2019 survey described a high demand for accurate real-time information, which is now the category with the highest levels of satisfaction. This shows that improvements continue to be made across the network to enhance the passenger experience.

The feedback from this survey will be considered in all future developments and transport projects undertaken by Nottingham City Council. For example, improvements continue to be made to improve the accuracy of real-time information, which we hope will improve users' perception of real-time messaging even further. The feedback from this survey will also be used to enhance the current shelter re-tender process, considering the facilities that users have identified as a priority such as the provision of lighting and seating at bus stops.

The Bus Service Improvement plan (BSIP) will look to maintain the frequency and reliability of bus services in Greater Nottingham, while also seeking to improve and expand the network over the next few years. This will go some way to address some of the feedback we received in this survey, particularly the comments raised on service frequency and disruption. Funding has already been issued to bus operators in the Greater Nottingham area to support vital services and maintain high frequencies. This work will be supported by a host of capital projects to improve journey times for buses operating in the Greater Nottingham area. For more information about the BSIP, please see the Greater Nottingham BSIP Progress Report published on the Transport Nottingham website.

There has been a high level of engagement in this survey, with a record number of responses. Though in-depth demographics remain unknown, the respondents appeared to make good use of the transport network in Nottingham and results highlighted key changes to travel patterns and usage across the network. 650 respondents registered their interest for the Bus User Group, which aims to continue engaging with the passenger voice by scheduling events to discuss key areas of change and innovation on Nottingham's transport network. We hope this group will be a diverse and representative group, but we recognise that over half of all respondents for this survey were over the age of 55. To produce more accurate results in next year's survey, we will arrange for targeted communication of the survey to young people so we can better engage with this group.