



## Choose bus to save money & time

**Passengers value bus for quality of service, relative cheapness of tickets compared to car and rail, plus frequency and speed.**

Public transport, together with cycling and walking, are the sustainable alternatives to private car use.

**Customers value good quality and speed from public transport.**

Both fare price levels and speed are critical in affecting customer satisfaction with public transport. Research has also found that fare price combined with frequency to be the most important public transport quality attributes for users.<sup>1</sup> Passengers compare an existing fare to their expectation of a reasonable price.

Lower fares prices make important contributions to improved customer perceptions of public transport quality, with speed coming a close second.<sup>2</sup>

Rather than reduce fares because customers perceive existing fares to be too high for the quality of service provided, research suggests improved customer satisfaction is more likely to be achieved by improving quality attributes to meet customers' perceived value of the existing fare price.

**Research shows bus wins on price over other options, e.g. train and car.**

In a US study, focus groups were used to ascertain important reasons for intercity coach use. Participants most frequently cited price as the reason why they used the coaches.<sup>3</sup> In general, participants preferred taking the bus to driving or to using the train because it was cheaper. Similarly, in Germany research has found that intercity buses were assessed best with respect to the price criteria.<sup>4</sup>

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## **Price, shorter travel times and frequency of service motivate switch from car.**

A survey of car users' stated reasons for reduced car use for the work commute found that *shorter travel time, increased frequency of service, and a lower fare* would make public transport more attractive to the car users. This affirms the importance of price in making public transport services more attractive relative to private motor vehicles. A significant proportion of people expressed willingness to consider switch to bus.

## **Thank you to Professor Adrian Davis for this summary of Essential Evidence.**

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