

# Survey of Citizens' perception of transport services

Bucharest, Budapest, Cambridgeshire, Helsinki, Nottingham

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**Citizens' Network  
Benchmarking Initiative**



# Survey of citizens' perceptions of transport

## Survey of citizens' perception of transport services and offer

- Results of the pilot opinion survey conducted in Bucharest, Budapest, Cambridgeshire, Helsinki, Nottingham

### Aim

- Develop and test a specific opinion survey for assessing the way that people perceive transport services and offer in their city or region (qualitative aspects) and in comparison to other cities or regions in Europe



# Approach and benefits

## Approach

- **Full approach:** undertake a complete opinion survey of citizens' perceptions, expectations and experience of their local mobility system
- **Partial approach:** possibility for certain cities to incorporate part of the questionnaire into existing planned local surveys (selection of priority questions)

## Benefits

- **Survey:** test questions
- **Analysis:** reduce costs
- **Findings:** compare results



# Timeframe

- Working paper: Apr 2001
- Proposals to participants: July 2001
- Confirmation of interest: Aug 2001
- Meeting 1: Sept 2001
- Data collection: End Nov 2001
- Meeting 2: Dec 2001
- Data analysis: Dec. 2001-Feb. 2002
- Final report: Feb. 2002



# Questionnaire

- Q1. Overall image of transport
- Q2. Image of different modes (overall/filtered)
- Q3a. Use of different modes (filter question)
- Q3b. Satisfaction with opportunities of different modes (overall/filtered)
- Q4a. Effective change in travel habits (new/previous mode)
- Q4b. Expected change intravel habits (new/previous mode)
- Q5. Expensiveness of different modes
- Q6.1. Frequency of public transport system (overall/filtered)
- Q6.2. State of stops and stations (overall/filtered)
- Q6.3. Punctuality of public transport (overall/filtered)
- Q6.4. Friendliness of staff (overall/filtered)
- Q6.5. Comfort in vehicles (overall/filtered)
- Q6.6. Safety of public transport (overall/filtered)
- Q6.7. Environmental impact of public transport (overall/filtered)
- Q7. Ease of travel without a car (commuting, education, leisure)
- Q8. Comparison to other European cities
  
- Q9. Demographics filter questions (gender, age, occupation, household size)
- Protocol variables



# Survey methodology

## Survey design

- Size: 1000 persons for pop. > 1 M, 500 persons for others
- Area: defined by participant
- Population: 15-65
- Quotas: age, gender

## Survey administration

- Bucharest - in-house face 2 face interviews
  - Budapest – subcontracted Telephone interviews
  - Nottingham -Outsourced to LA Dept Telephone / face 2 face mix
  - Cambridgeshire Outsourced Citizens Panel Telephone interviews
  - Helsinki – Outsourced telephone interview
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- Period: Oct.-Nov. 2001



# Selected findings

- **Image of transport generally positive**
  - wide gap between top score (Helsinki, 77% positive) and bottom (Bucharest, 37% positive)
- **Large majority positive about car, except Budapest ½ negative**
- **Helsinki PT better image than car, 80% PT positive perception**
- **Car- high percentage fairly satisfied: 44,1% in total, with highest score in Nottingham 65,5% and lowest in Budapest 26,4%.**
- **Nottm PT positive image over 62% & 12.5% v. negative.**
- **Bus Nottingham and Cambridgeshire (14,3% and 16,2% very dissatisfied)**
- **Metro best image among all modes 85% of people in Helsinki and Budapest, 70% in Bucharest very positive.**
- **Very few people have changed modes or expect to.**
- **Cycling most common Helsinki and Cambridge 36,2% and 24,2% cycle almost every day or 1 to 2 times a week**



# Selected findings 2

- Helsinki PT not very expensive, Bucharest, Budapest, fairly expensive
- Frequency of public transport system
  - Helsinki very positive, Nottingham and Cambridgeshire fairly positive
- Friendliness of PT staff
  - Nottingham over 85% positive, Bucharest most unfriendly staff: 50% fairly unfriendly
- Safety of public transport
  - 92% Nottingham, 86% Cambridgeshire, 80% Budapest 77% Helsinki 43% Bucharest positive
- *How easy do you find it to get to work without a car?*
  - 42% & 26,8% Helsinki & Budapest respectively very easy. Cambridgeshire 29% very difficult
- Satisfaction in comparison to one other European city experienced
- Public Transport
  - Helsinki 79%, 50% Nottingham, 45% Budapest, 42% Bucharest positive



# Next steps & recommendations

- Next round of surveys?
- Maintain overall framework (to allow comparability from year to year) but simplify questionnaire
- Encourage other cities to take part in the exercise



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