

# Guide Dogs: Talking Buses Campaign

## METHODOLOGY NOTE

ComRes interviewed 2,031 GB adults online between the 12<sup>th</sup> and 13<sup>th</sup> February 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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## Public Transport Survey

### ONLINE Fieldwork : 12th-13th February 2014

Absolutes/col percents

Table 1

**Q.1 To what extent, if at all, do you think that each of the following initiatives would have a positive impact on the experience of disabled bus passengers in Britain?**

#### Summary Table

Base: All respondents

	Disability awareness training for bus drivers	Audio-visual information (including announcements of the current stop, next stop and final destination) on all buses	On-board conductors	Increased frequency of services	More buses in rural areas	Stricter enforcement of anti-social behaviour regulations
Unweighted base	2031	2031	2031	2031	2031	2031
Weighted base	2031	2031	2031	2031	2031	2031
NET: To a low extent	91 4%	64 3%	183 9%	118 6%	81 4%	106 5%
1 - To no extent	37 2%	20 1%	79 4%	50 2%	31 2%	41 2%
2	54 3%	44 2%	103 5%	69 3%	51 2%	65 3%
3	286 14%	302 15%	449 22%	397 20%	319 16%	333 16%
4	638 31%	643 32%	562 28%	631 31%	582 29%	554 27%
5 - To a great extent	769 38%	773 38%	536 26%	610 30%	773 38%	779 38%
NET: To a great extent	1407 69%	1416 70%	1098 54%	1241 61%	1355 67%	1332 66%
NET: To any extent	1746 86%	1761 87%	1650 81%	1707 84%	1725 85%	1729 85%
Don't know	248 12%	250 12%	302 15%	274 14%	275 14%	261 13%

**Public Transport Survey**  
**ONLINE Fieldwork : 12th-13th February 2014**

Absolutes/col percents

Table 2

**Q.1 To what extent, if at all, do you think that each of the following initiatives would have a positive impact on the experience of disabled bus passengers in Britain?**

**Disability awareness training for bus drivers**

**Base: All respondents**

	Gender			Age							Social Class				Region					
	Total	Male	Female	NET: 18-54	NET: 55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	1269	762	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	1300	731	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
NET: To a low extent	91 4%	53 5%	37 4%	67 5%	24 3%	23 9%	18 5%	12 3%	14 4%	10 3%	14 3%	29 5%	24 4%	17 4%	21 4%	28 5%	27 5%	10 2%	21 7%	5 3%
1 - To no extent	37 2%	20 2%	17 2%	23 2%	14 2%	10 4%	6 2%	3 1%	4 1%	9 3%	5 1%	10 2%	9 1%	10 2%	8 2%	13 2%	13 2%	3 1%	7 3%	1 *
2	54 3%	34 3%	20 2%	44 3%	9 1%	13 5%	12 4%	9 2%	10 3%	* *	9 2%	19 3%	16 3%	7 2%	12 3%	15 3%	14 3%	6 1%	14 5%	4 2%
3	286 14%	164 17%	122 12%	205 16%	81 11%	53 22%	49 15%	54 14%	50 14%	37 12%	44 10%	87 16%	84 14%	62 15%	53 11%	83 16%	75 14%	71 14%	36 12%	22 12%
4	638 31%	325 33%	312 30%	424 33%	214 29%	74 30%	106 33%	132 34%	112 32%	80 26%	133 31%	198 36%	169 29%	130 30%	142 30%	157 30%	159 30%	174 34%	105 36%	44 25%
5 - To a great extent	769 38%	307 31%	462 45%	411 32%	358 49%	48 20%	105 32%	128 33%	130 38%	161 53%	197 46%	190 35%	215 37%	164 38%	200 43%	182 35%	197 37%	204 40%	102 35%	85 48%
NET: To a great extent	1407 69%	633 64%	774 75%	835 64%	572 78%	123 50%	211 65%	260 67%	242 70%	241 79%	330 78%	388 71%	384 65%	293 69%	342 73%	339 66%	355 66%	377 74%	206 70%	129 73%
NET: To any extent	1746 86%	831 83%	916 88%	1084 83%	662 91%	188 77%	272 84%	323 84%	302 87%	279 91%	383 90%	494 90%	483 82%	362 85%	407 87%	437 85%	444 83%	454 89%	256 87%	155 88%
Don't know	248 12%	145 15%	102 10%	193 15%	54 7%	46 19%	48 15%	60 16%	40 11%	17 5%	38 9%	44 8%	97 16%	55 13%	52 11%	66 13%	79 15%	52 10%	30 10%	20 12%

## Public Transport Survey

### ONLINE Fieldwork : 12th-13th February 2014

Absolutes/col percents

Table 3

**Q.1 To what extent, if at all, do you think that each of the following initiatives would have a positive impact on the experience of disabled bus passengers in Britain?**  
**Audio-visual information (including announcements of the current stop, next stop and final destination) on all buses**

**Base: All respondents**

	Gender			Age								Social Class				Region				
	Total	Male	Female	NET: 18-54	NET: 55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	1269	762	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	1300	731	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
NET: To a low extent	64 3%	38 4%	25 2%	41 3%	22 3%	5 2%	13 4%	10 3%	13 4%	8 3%	14 3%	16 3%	17 3%	14 3%	16 4%	21 4%	19 3%	11 2%	10 3%	3 2%
1 - To no extent	20 1%	11 1%	9 1%	10 1%	10 1%	- -	6 2%	* *	3 1%	5 2%	5 1%	5 1%	3 *	4 1%	8 2%	7 1%	4 1%	3 1%	5 2%	1 *
2	44 2%	28 3%	16 2%	32 2%	12 2%	5 2%	7 2%	10 3%	9 3%	3 1%	9 2%	11 2%	14 2%	10 2%	8 2%	13 3%	15 3%	7 1%	5 2%	3 1%
3	302 15%	172 17%	129 12%	203 16%	99 14%	44 18%	48 15%	60 15%	51 15%	44 14%	55 13%	90 16%	80 14%	70 16%	62 13%	70 14%	80 15%	65 13%	56 19%	31 17%
4	643 32%	329 33%	315 30%	428 33%	215 29%	73 30%	103 32%	136 35%	116 34%	88 29%	127 30%	190 35%	176 30%	140 33%	137 29%	167 32%	162 30%	172 34%	86 29%	57 32%
5 - To a great extent	773 38%	315 32%	458 44%	435 33%	337 46%	78 32%	113 35%	118 31%	127 37%	148 49%	190 44%	204 37%	220 37%	152 36%	196 42%	190 37%	198 37%	206 40%	110 38%	69 39%
NET: To a great extent	1416 70%	643 65%	773 75%	864 66%	552 76%	151 62%	215 66%	255 66%	243 70%	236 77%	316 74%	395 72%	395 67%	292 69%	333 71%	357 69%	360 67%	378 74%	196 67%	126 71%
NET: To any extent	1761 87%	843 85%	918 89%	1098 84%	663 91%	200 82%	271 83%	324 84%	303 88%	283 93%	380 89%	496 90%	489 83%	373 87%	404 86%	440 85%	455 85%	450 88%	257 88%	159 90%
Don't know	250 12%	141 14%	109 10%	192 15%	58 8%	44 18%	48 15%	61 16%	39 11%	16 5%	41 10%	47 9%	97 16%	50 12%	56 12%	69 13%	77 14%	56 11%	31 11%	17 9%

**Public Transport Survey**  
**ONLINE Fieldwork : 12th-13th February 2014**

Absolutes/col percents

Table 4

**Q.1 To what extent, if at all, do you think that each of the following initiatives would have a positive impact on the experience of disabled bus passengers in Britain?**

**On-board conductors**

**Base: All respondents**

	Gender			Age								Social Class				Region				
	Total	Male	Female	NET: 18-54	NET: 55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	1269	762	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	1300	731	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
NET: To a low extent	183 9%	99 10%	84 8%	113 9%	70 10%	38 16%	27 8%	27 7%	21 6%	25 8%	44 10%	60 11%	47 8%	40 9%	37 8%	47 9%	50 9%	44 9%	32 11%	10 6%
1 - To no extent	79 4%	42 4%	37 4%	47 4%	32 4%	16 6%	12 4%	11 3%	9 3%	11 4%	21 5%	20 4%	17 3%	22 5%	19 4%	21 4%	24 4%	20 4%	13 4%	3 2%
2	103 5%	56 6%	47 5%	66 5%	38 5%	22 9%	15 5%	17 4%	12 3%	14 5%	23 5%	40 7%	29 5%	17 4%	17 4%	26 5%	26 5%	24 5%	20 7%	7 4%
3	449 22%	220 22%	228 22%	306 24%	142 19%	66 27%	72 22%	94 24%	75 22%	59 19%	83 20%	130 24%	131 22%	92 22%	96 21%	101 20%	119 22%	101 20%	84 29%	43 25%
4	562 28%	278 28%	284 27%	367 28%	195 27%	51 21%	107 33%	106 27%	104 30%	77 25%	118 28%	168 31%	145 25%	124 29%	125 27%	153 30%	141 26%	147 29%	64 22%	57 32%
5 - To a great extent	536 26%	235 24%	301 29%	289 22%	247 34%	38 16%	60 19%	86 22%	104 30%	118 39%	129 30%	131 24%	161 27%	109 25%	135 29%	136 26%	138 26%	147 29%	68 23%	47 27%
NET: To a great extent	1098 54%	513 52%	585 56%	656 50%	442 60%	89 36%	167 51%	192 50%	208 60%	195 64%	247 58%	299 54%	306 52%	233 55%	260 56%	289 56%	278 52%	294 58%	132 45%	104 59%
NET: To any extent	1650 81%	790 79%	860 83%	1028 79%	622 85%	177 72%	254 78%	303 78%	294 85%	268 88%	353 83%	468 85%	466 79%	342 80%	374 80%	416 81%	423 79%	419 82%	236 81%	155 88%
Don't know	302 15%	163 16%	139 13%	225 17%	77 10%	52 21%	59 18%	73 19%	42 12%	25 8%	52 12%	60 11%	105 18%	62 15%	74 16%	79 15%	89 17%	71 14%	44 15%	19 11%

**Public Transport Survey**  
**ONLINE Fieldwork : 12th-13th February 2014**

Absolutes/col percents

Table 5

**Q.1 To what extent, if at all, do you think that each of the following initiatives would have a positive impact on the experience of disabled bus passengers in Britain?**

**Increased frequency of services**

**Base: All respondents**

	Gender			Age							Social Class				Region					
	Total	Male	Female	NET: 18-54	NET: 55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	1269	762	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	1300	731	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
NET: To a low extent	118 6%	51 5%	67 6%	72 6%	46 6%	19 8%	19 6%	17 4%	18 5%	15 5%	31 7%	36 6%	30 5%	28 6%	26 5%	40 8%	42 8%	22 4%	8 3%	5 3%
1 - To no extent	50 2%	20 2%	30 3%	25 2%	25 3%	10 4%	3 1%	7 2%	5 2%	5 2%	20 5%	8 1%	11 2%	15 3%	16 3%	12 2%	22 4%	9 2%	4 1%	2 1%
2	69 3%	32 3%	37 4%	48 4%	21 3%	8 3%	17 5%	10 2%	13 4%	10 3%	11 3%	28 5%	18 3%	13 3%	10 2%	28 5%	20 4%	13 3%	5 2%	3 2%
3	397 20%	215 22%	183 18%	270 21%	128 17%	58 24%	59 18%	82 21%	71 21%	52 17%	76 18%	116 21%	115 19%	86 20%	81 17%	98 19%	104 19%	100 20%	49 17%	46 26%
4	631 31%	317 32%	314 30%	416 32%	215 29%	84 34%	109 34%	116 30%	107 31%	94 31%	121 28%	189 35%	169 29%	133 31%	139 30%	146 28%	157 29%	171 34%	104 36%	52 30%
5 - To a great extent	610 30%	260 26%	350 34%	338 26%	273 37%	33 14%	89 27%	104 27%	112 32%	123 40%	150 35%	155 28%	167 28%	123 29%	164 35%	158 31%	148 28%	160 31%	92 31%	53 30%
NET: To a great extent	1241 61%	577 58%	664 64%	753 58%	488 67%	117 48%	198 61%	220 57%	218 63%	217 71%	271 64%	345 63%	336 57%	257 60%	304 65%	304 59%	304 57%	331 65%	196 67%	105 60%
NET: To any extent	1707 84%	823 83%	884 85%	1070 82%	637 87%	184 75%	273 84%	311 81%	302 87%	279 92%	358 84%	488 89%	469 80%	355 83%	395 85%	430 83%	428 80%	444 87%	250 85%	154 88%
Don't know	274 14%	152 15%	122 12%	205 16%	69 10%	50 20%	49 15%	68 18%	38 11%	21 7%	49 11%	52 10%	109 18%	57 13%	57 12%	74 14%	86 16%	56 11%	39 13%	20 11%

**Public Transport Survey**  
**ONLINE Fieldwork : 12th-13th February 2014**

Absolutes/col percents

Table 6

**Q.1 To what extent, if at all, do you think that each of the following initiatives would have a positive impact on the experience of disabled bus passengers in Britain?**  
**More buses in rural areas**

**Base: All respondents**

	Gender			Age							Social Class				Region					
	Total	Male	Female	NET: 18-54	NET: 55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	1269	762	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	1300	731	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
NET: To a low extent	81 4%	50 5%	31 3%	49 4%	32 4%	12 5%	14 4%	9 2%	13 4%	11 4%	21 5%	27 5%	19 3%	17 4%	18 4%	27 5%	19 4%	19 4%	12 4%	4 2%
1 - To no extent	31 2%	16 2%	14 1%	17 1%	14 2%	6 3%	4 1%	2 1%	5 1%	4 1%	10 2%	12 2%	6 1%	3 1%	10 2%	12 2%	4 1%	9 2%	4 1%	2 1%
2	51 2%	34 3%	17 2%	33 3%	18 2%	6 2%	10 3%	7 2%	9 2%	7 2%	12 3%	16 3%	13 2%	14 3%	8 2%	15 3%	15 3%	10 2%	8 3%	2 1%
3	319 16%	164 16%	156 15%	232 18%	88 12%	55 23%	59 18%	65 17%	53 15%	40 13%	48 11%	98 18%	81 14%	81 19%	60 13%	69 13%	90 17%	98 19%	31 10%	32 18%
4	582 29%	300 30%	282 27%	373 29%	210 29%	61 25%	98 30%	105 27%	108 31%	89 29%	121 28%	177 32%	169 29%	113 26%	124 26%	158 31%	149 28%	132 26%	92 31%	51 29%
5 - To a great extent	773 38%	327 33%	446 43%	439 34%	334 46%	65 27%	102 31%	140 36%	131 38%	142 47%	192 45%	188 34%	212 36%	166 39%	207 44%	191 37%	191 36%	206 40%	121 41%	63 36%
NET: To a great extent	1355 67%	627 63%	728 70%	811 62%	544 74%	127 52%	200 62%	245 63%	239 69%	231 76%	312 73%	365 67%	381 65%	278 65%	331 71%	350 68%	340 63%	338 66%	214 73%	113 64%
NET: To any extent	1725 85%	824 83%	901 87%	1076 83%	649 89%	189 77%	270 83%	317 82%	300 87%	278 91%	372 87%	479 87%	474 81%	373 87%	399 85%	434 84%	446 83%	446 87%	252 86%	147 83%
Don't know	275 14%	155 16%	121 12%	208 16%	67 9%	49 20%	52 16%	67 17%	41 12%	23 7%	45 10%	58 11%	109 18%	51 12%	58 12%	70 14%	87 16%	54 11%	37 13%	27 16%

**Public Transport Survey**  
**ONLINE Fieldwork : 12th-13th February 2014**

Absolutes/col percents

Table 7

**Q.1 To what extent, if at all, do you think that each of the following initiatives would have a positive impact on the experience of disabled bus passengers in Britain?**  
**Stricter enforcement of anti-social behaviour regulations**

**Base: All respondents**

	Gender			Age							Social Class				Region					
	Total	Male	Female	NET: 18-54	NET: 55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	1269	762	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	1300	731	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
NET: To a low extent	106 5%	60 6%	46 4%	69 5%	37 5%	24 10%	16 5%	16 4%	13 4%	17 6%	20 5%	33 6%	29 5%	19 4%	25 5%	33 6%	35 6%	16 3%	14 5%	8 5%
1 - To no extent	41 2%	25 3%	15 1%	23 2%	18 2%	5 2%	8 2%	5 1%	6 2%	8 3%	10 2%	12 2%	14 2%	4 1%	10 2%	11 2%	16 3%	6 1%	5 2%	3 2%
2	65 3%	34 3%	30 3%	46 4%	19 3%	20 8%	8 3%	11 3%	7 2%	9 3%	10 2%	20 4%	15 3%	14 3%	15 3%	22 4%	18 3%	10 2%	9 3%	5 3%
3	333 16%	162 16%	170 16%	248 19%	85 12%	50 20%	72 22%	68 18%	58 17%	43 14%	42 10%	93 17%	118 20%	61 14%	61 13%	86 17%	91 17%	78 15%	47 16%	31 17%
4	554 27%	286 29%	267 26%	371 29%	182 25%	71 29%	103 32%	101 26%	96 28%	64 21%	118 28%	181 33%	146 25%	115 27%	112 24%	144 28%	125 23%	136 27%	93 32%	56 32%
5 - To a great extent	779 38%	345 35%	433 42%	409 31%	369 51%	53 22%	90 28%	136 35%	131 38%	162 53%	207 49%	196 36%	193 33%	179 42%	210 45%	183 35%	200 37%	224 44%	107 37%	64 37%
NET: To a great extent	1332 66%	632 63%	701 68%	781 60%	552 75%	124 51%	193 59%	237 61%	227 66%	226 74%	325 76%	377 69%	339 58%	294 69%	322 69%	327 63%	325 61%	359 71%	200 68%	120 68%
NET: To any extent	1729 85%	828 83%	901 87%	1074 83%	655 90%	193 79%	273 84%	316 82%	292 84%	278 91%	377 88%	490 89%	472 80%	370 87%	398 85%	436 84%	434 81%	447 88%	256 87%	157 89%
Don't know	261 13%	142 14%	119 11%	203 16%	58 8%	46 19%	44 14%	65 17%	48 14%	18 6%	39 9%	46 8%	104 18%	52 12%	59 13%	70 14%	85 16%	57 11%	32 11%	17 10%



**Public Transport Survey**  
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Absolutes/col percents

Table 8  
**Q.2 Evidence from the Disabled Persons Transport Advisory Committee shows that disabled people in England and Wales use the bus more than other forms of public transport. To what extent, do you agree or disagree with the following statement:  
Disability awareness training should be made compulsory for all British bus drivers**  
Base: All respondents

	Gender			Age								Social Class				Region				
	Total	Male	Female	NET: 18-54	NET: 55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2031	982	1049	1269	762	159	326	417	367	307	455	723	516	283	509	551	542	504	251	183
Weighted base	2031	995	1036	1300	731	244	325	386	345	305	426	548	589	427	467	516	536	510	293	176
NET: Agree	1766 87%	845 85%	920 89%	1090 84%	676 92%	204 84%	273 84%	320 83%	293 85%	285 94%	391 92%	497 91%	499 85%	363 85%	407 87%	449 87%	452 84%	455 89%	255 87%	155 88%
Strongly agree	972 48%	420 42%	552 53%	584 45%	388 53%	100 41%	133 41%	188 49%	163 47%	176 58%	212 50%	270 49%	271 46%	208 49%	223 48%	236 46%	233 44%	267 52%	132 45%	104 59%
Tend to agree	793 39%	425 43%	368 36%	506 39%	288 39%	105 43%	139 43%	132 34%	130 38%	109 36%	178 42%	227 41%	228 39%	155 36%	184 39%	213 41%	219 41%	188 37%	123 42%	51 29%
Tend to disagree	74 4%	51 5%	22 2%	52 4%	22 3%	10 4%	10 3%	14 4%	18 5%	8 2%	14 3%	19 3%	18 3%	24 6%	12 3%	20 4%	23 4%	10 2%	18 6%	3 2%
Strongly disagree	19 1%	11 1%	8 1%	14 1%	4 1%	1 *	7 2%	1 *	5 2%	2 1%	3 1%	6 1%	4 1%	5 1%	3 1%	10 2%	7 1%	2 *	- -	- -
NET: Disagree	92 5%	62 6%	30 3%	66 5%	26 4%	11 5%	17 5%	15 4%	23 7%	9 3%	17 4%	25 5%	23 4%	29 7%	16 3%	30 6%	29 5%	13 2%	18 6%	3 2%
Don't know	173 9%	88 9%	85 8%	144 11%	29 4%	28 12%	36 11%	50 13%	30 9%	10 3%	19 4%	27 5%	67 11%	35 8%	44 9%	38 7%	55 10%	42 8%	20 7%	18 10%