

101/102 Bus Service

Survey of Residents and Users

5th-21st October 2022

Consumer Research Report



Prepared by:



A survey to provide a comprehensive understanding of the views of residents and bus users about the 101-102 bus route connecting Dumfries, Moffat, Biggar, West Linton, Penicuik and Edinburgh

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With the future of the bus route uncertain, in order to obtain a comprehensive understanding of the views of residents about the current 101-102 bus service between Dumfries, Moffat, Biggar, West Linton, Penicuik and Edinburgh, market research agency, 56 Degree Insight undertook an extensive and robust survey of residents along the length of the route. This survey invited responses from all residents – whether they were frequent, occasional, lapsed users or had not used the bus service in recent times.

The survey was designed, hosted online and administered by 56 Degree Insight – a Market Research Society-affiliated research agency. This company has extensive experience in undertaking consumer research and specialises in the areas of transport, travel and tourism research. The 56 Degree Insight team regularly conduct surveys for the Scottish Government on a wide range of areas, but also has undertaken several surveys for the likes of SESTran, Paths for All and various destinations on travel choices.

The survey went online on Wednesday 5th October and remained 'live' until midnight, Friday 21st October – a period of just over two weeks. Across this period, 1,401 respondents completed the survey. Links to the survey were promoted by the various Community Councils along the route as well as on Facebook and other social media pages. It was also promoted at bus stops along the route with A4 posters containing a QR code which bus users could scan on their mobile phones and complete during their journey.



Key Findings



Key findings from the survey (1 of 3)

- In terms of general attitudes towards bus travel, the importance of this form of transport generally amongst the population of this area is clear. Some 53% are most likely to travel by public bus for either eating or drinking out or for other entertainment – and these are the two trip purposes where public buses are, by some distance, the most popular transport type. It is also the main transport type for trips to school/education, and it is also a close second to the car for travel to work and for travel to non-grocery shops, banks, post office etc. (Page 11)
- Bus travel is also seen as helping to reduce congestion in cities like Edinburgh, it's better for the environment and it is a cost-effective means of travel (especially during a cost of living crisis). There was also strong agreement that the convenience factor of bus travel was attractive, that it was a generally reliable means of getting from A to B and that it was one of the safest means of travel (Page 14)
- In terms of the 101-102 service, there is a big range in usage over the last 3 months – one in five haven't used the 101/102 service at all, a third have used it a few times a month, and just over a quarter, weekly or more. Amongst users, in a typical week, three in five travel on the 101-102 on a mix of weekdays and weekends (59%). Just over one in five use the bus during the week only (21%), whilst 12% only use it at weekends. Some 3% use it on a daily basis. Usage covers a wide range of purposes – the largest proportions have used it for eating or drinking out (65%) or for going somewhere else for entertainment (59%). But the service is also important for social occasions such as visiting friends or relatives (43%), and for essential visits to banks and post offices (32%). And a quarter use the bus to travel to work (25%) (Page 17)
- Across the whole week, people travel by the 101-102 for a wide variety of purposes. Travelling for entertainment/eating and drinking out are dominant trip purposes throughout the week – although this is especially the case at weekends when around two thirds of journeys are for this reason. During the week, there is a greater mix of use cases beyond eating/drinking out (50%) or other entertainment (46%). Around a quarter or more each using the 101-102 to travel to work (27%), sport/recreation (24%), non-grocery shopping/bank/post office visits (30%) or to visit friends and relatives (37%). At the weekend, as well as the two thirds or more travelling by bus for eating out/entertainment, 44% are visiting friends/relatives, 30% are travelling for sport/recreation, and 28% are doing non-grocery shopping/banks/post office etc (Page 19)
- The starting point for bus journeys is focused between Biggar and Silverburn – 58% of journeys begin here on weekdays and 59% on weekends. In each case, 16% of journeys start further south, whilst 25% start from Penicuik northwards. There are however some differences in the patterns of travel between weekdays and weekends. During the week, 3 in 10 journeys begin before 8am (29%) – reflecting the peak travel time for work and education. But the largest proportion of journeys are from 8am until midday – 7 in 10 journeys begin then (69%). At the weekend on the other hand, the proportions travelling mid morning to early afternoon are much higher (74% and 31% respectively) (Page 20)
- The return journey on the route largely Edinburgh – over three quarters of return journeys originate there. This is especially the case on weekends where Edinburgh dominates. Although there is a similar pattern on weekdays, slightly larger proportions are returning from stops between Penicuik and Biggar. On weekdays, the 3pm-6pm timeslot is the most popular one for the return journey (68% of trips are during this period – largely reflecting the return from work and school). On weekends, a larger proportion return in the evening – 59% (the equivalent proportion on weekdays is 38%) (Page 21)



Key findings from the survey (2 of 3)

- The first Covid lockdown took place in Spring 2020 and there was another significant lockdown during Q1 2021. It is not surprising therefore that use of the 101-102 service fell markedly from 2019 to 2021: whilst 21% were using it more in 2021 than in 2019, 42% were using it less – a net decrease of -21%. Over the last 12 months however, there has been a marked increase in usage back towards the pre-pandemic levels. Although 17% are using it less this year than last year, 42% are using it more – a net increase of +25% over last year. Whilst three in five don't expect their use of the 101-102 bus service to change in the next few months, 37% believe they will use the service more (9% 'much more' than currently). Only 3% expect to use it less (Pages 23 and 26)
- A number of motivations to using the 101-102 service have been identified. Over half are more inclined to use the 101-102 service because of the benefits to climate change (57% agree strongly), the increased costs of fuel (56%) and the fact that the service is perceived to be under threat, a desire to show support (55%). A majority are also more inclined to use the bus service as more events are happening again following the effects of Covid, and also because of an increasing confidence in using a public bus service following the pandemic. Indeed only one in ten are currently reluctant to use the bus service because they still have fears of catching Covid. Some 9% are less likely to use the service because they are now working from home more (Page 29).

- Respondents were provided with four potential scenarios regarding the future of the 101-102 bus service, and they were asked to describe the impact it would have on them, and their reasons:
 1. **Stopping the service completely** would have a huge negative impact on the people living in the area: 58% claimed it would be very negative and a further 35% said it would be fairly negative. Understandably, the impact among frequent users would be greatest – almost four in five said that stopping the service completely would have a very negative impact on them (78%). And although the extent of negative impact decreases by frequency of use, even amongst those who had not used the 101-102 in the previous three months, the majority would be impacted negatively: 33% very negative and 42% fairly negative. The very negative impacts would be highest in the Borders part of the route and it would be lowest in Dumfries and Galloway (Page 32)
 2. **A reduced 101-102 service** would still result in a negative impact on the lives of most people living along the route. In this case however, there is a slight shift from 'major negative impact' were the service to be stopped altogether to 'fairly negative impact' if it were a reduced service (48%). Should the service be reduced, once again, the levels of negative impact increase with usage (47% 'very negative impact' amongst those using the service weekly or more often). But again, even amongst those who have not used the service in the previous three months, reducing it further would negatively impact two thirds of them (66%). Again, the negative impacts are highest in communities along the route located in the Borders, and again, they are higher amongst those with no access to a car (Page 34)



Key findings from the survey (3 of 3)

3. Overall, **retaining the current level of service** would be seen as a net positive by almost half of those living along the route (46%). Some 35% would see it as having no impact, and 20% would still see this as having a negative impact. There are variations however. Those who use the service a few times a month or more often are more likely to see the status quo as a positive outcome (53% in each case). However, current ‘non-users’ are more likely to see this outcome in more negative terms (they are already rare users of the bus, so it is understandable that the ‘status quo’ is less likely to appeal. It also varies geographically: those living in Midlothian and Edinburgh would be happier with this outcome than those living in the Borders for example (Page 36)
 4. **Increasing the current bus service** would have major positive impacts to people across all communities along the route. Over half described the impact as very positive (51%) whilst over a third said it would be fairly positive (34%). Positivity increased with frequency of bus usage – those already using the service on a frequent basis believed they would benefit most positively (two thirds ‘very positive’ – 67% and 91% positive overall), however even amongst current non-users, 80% felt that an increased service would have a positive impact. The most positive impacts would be felt in the communities along the route in Borders and Midlothian – 89% and 87% respectively would see positive benefits – 54% and 55% respectively ‘very positive’ (Page 38)
- Respondents were finally asked what factors would encourage them to use the 101-102 service more often. This was an open-ended question, but because of its importance, we have coded up the 1,300+ responses provided opposite. Amongst the population along the length of the route as a whole, three elements were each mentioned by around a fifth or more: a later evening bus from Edinburgh (ideally 10pm onwards) (28%), more frequent/regular buses generally (25%), and an upgrade in terms of the existing buses – making them more modern and more akin to coach travel given the length of the route (18%). There was also demand amongst 9% for a more direct and faster service – avoiding the Penicuik loop (16% amongst D&G respondents). It is interesting to compare the responses from current non-users – if they can be persuaded to use the service occasionally, this could represent a big increase in usage. Responses are similar although they would be more likely to be enticed by more comfortable coaches and a direct/express service into Edinburgh (Page 41)
 - **In summary, if the basics of the existing service were maintained – but ideally with a service post-10pm from Edinburgh, and possibly some additional services earlier in the day, using more modern and comfortable coaches, not only will this increase usage from existing users of the service, it would be likely to encourage more use amongst current non-users of the service. In terms of impact, removing or reducing the existing service will have clear negative impacts on the populations of the communities along the route and result in further decreases in usage. The survey results suggest that maintaining the existing service should be considered the bear minimum in the eyes of those living in the communities – but with enhancements as suggested above, there is clear evidence that more people would use the service – and on a more frequent basis.**



1. Who we talked to



Survey respondents were more likely to be women, aged 55+ years, covering a range of socio-economic groups and the full geographical spread of the route from north to south has been comprehensively covered

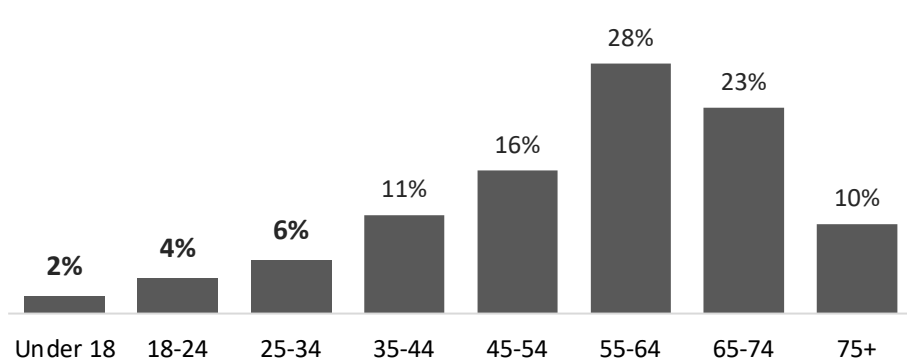
The key socio-economic demographics of the 1,401 survey respondents reflects the older, slightly polarised socio-economic profile of both the region and bus users themselves.

Three in five respondents were aged 55 and over (61%), and whilst 35% were in the professional/managerial socio-economic groups (ABs), a similar proportion were DEs (34%).

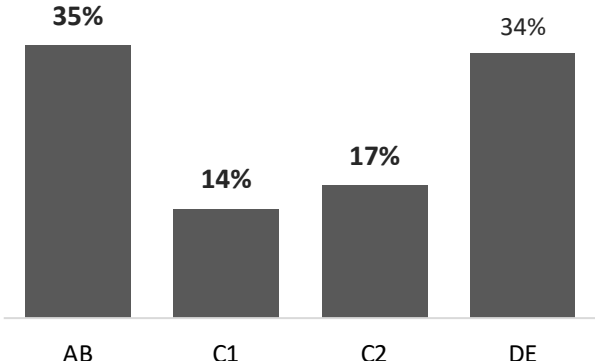
Women accounted for two thirds of respondents, whilst 82% had access to a car (a lower proportion than in the 2011 Census – 87%).

And whilst three in five respondents were from South Lanarkshire and the Borders (61%), there is a very good geographical spread to ensure the survey sample provides comprehensive coverage across the length of the route.

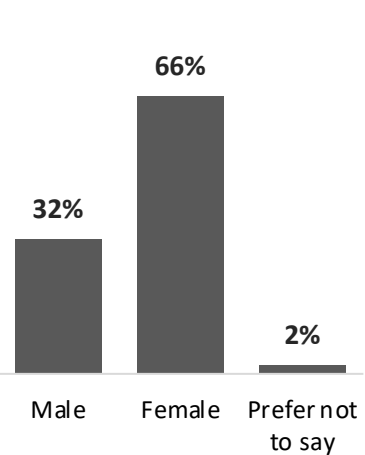
Age



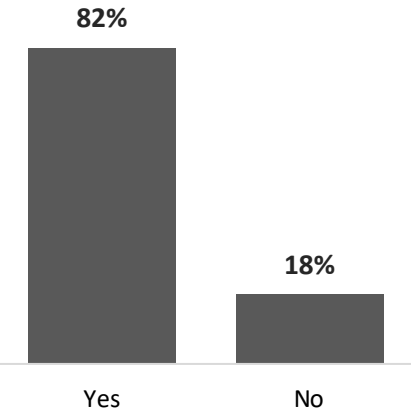
Social Class



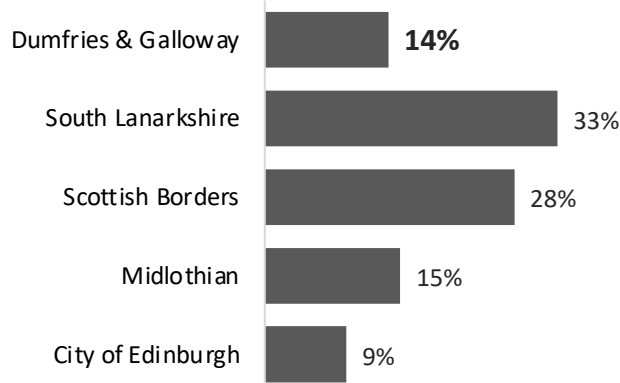
Gender



Access to a car



Place of residence



Base: All respondents (n=1,401)

Reflecting the older age profile, the proportion of families in the survey was below the national average, and a larger proportion had health issues. Eight in ten had used the bus service in the previous 3 months

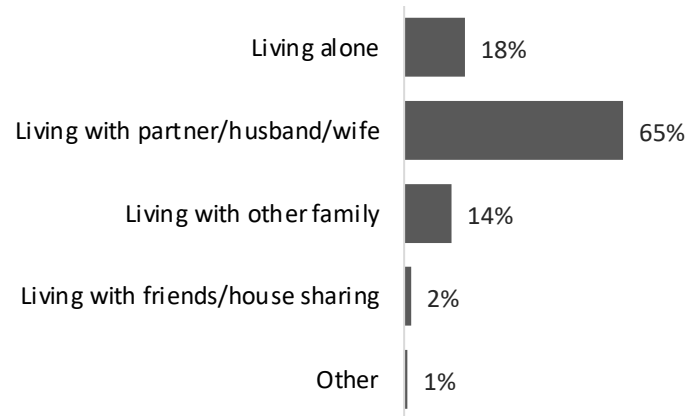
The slightly older age profile means that there are fewer with dependent children in the household, but a larger proportion who have health, disability or other impairments.

In Scotland as a whole, around 30-35% have dependent children in the household – in this survey, the proportion is lower (19%).

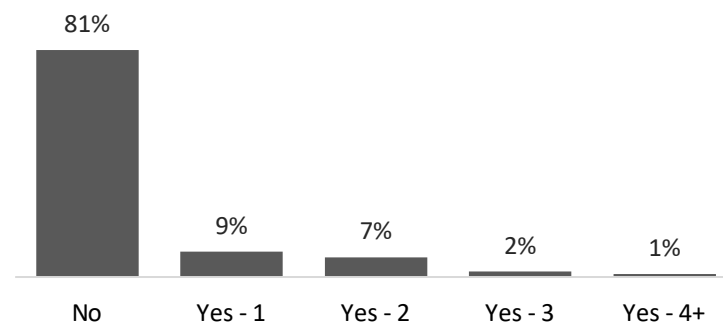
Our older profile means that a larger proportion have health conditions (17%).

Although the majority of the sample used the 101/102 service at least once in the previous quarter (80%), over half did so infrequently (a few times a month or less – 52%). One in seven used the bus several times a week or more however (14%), illustrating the great diversity of usage.

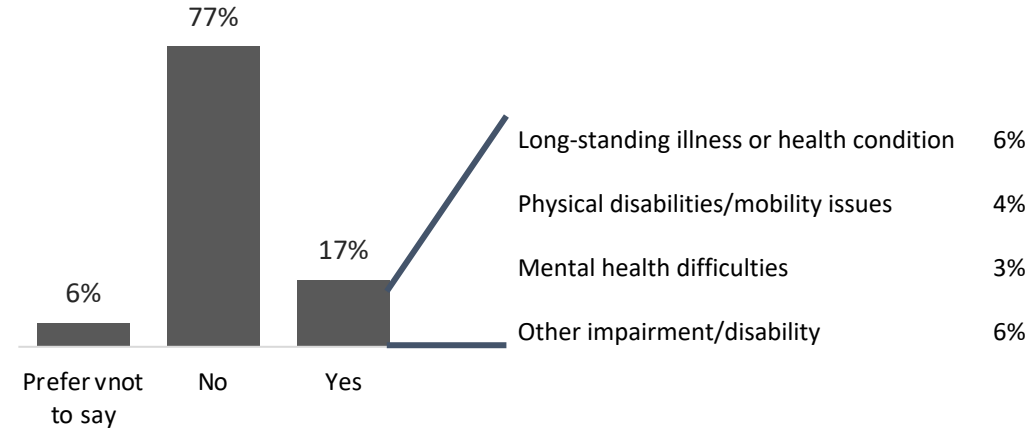
Household composition



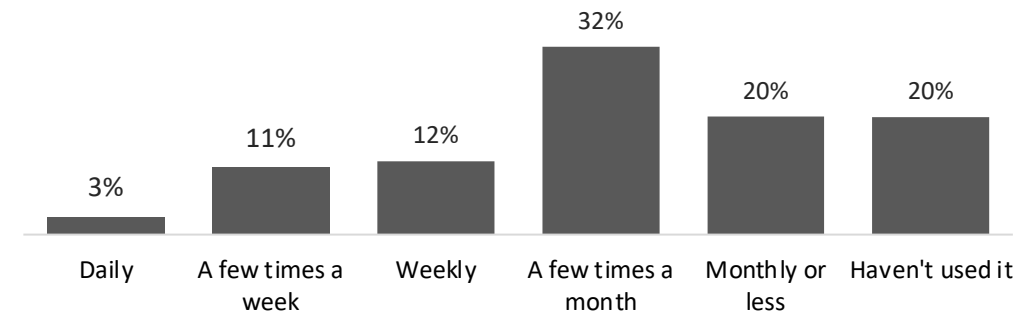
Children in household



Health Conditions, Impairments, Learning difficulties



Frequency of 101/102 usage – last 3 months



Base: All respondents (n=1,401)

2. Travel methods used

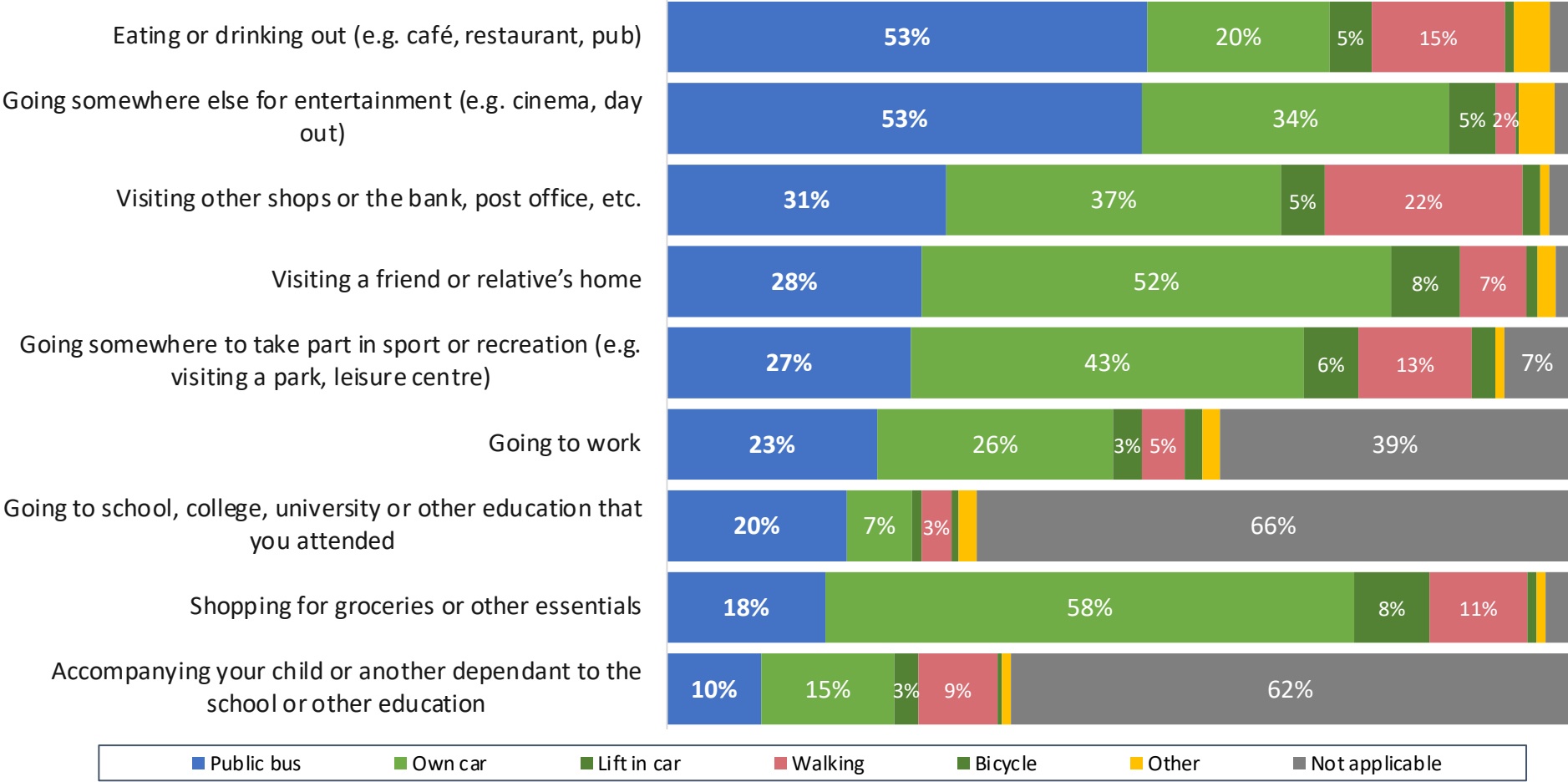


In terms of transport types used generally, public buses are used for two reasons on over half of the occasions – eating or drinking out or other entertainment. They also play a significant role in most other reasons for travel

The importance of bus travel generally amongst the population of this area is clear. Some 53% are most likely to travel by public bus for either eating or drinking out or for other entertainment – and these are the two trip purposes where public buses are, by some distance, the most popular transport type.

In addition however, amongst those affected, bus travel is also the main transport type for trips to school/education, and it is also a close second to the car for travel to work and for travel to non-grocery shops, banks, post office etc.

Car travel is dominant for grocery shopping, visiting friends/relatives and for travel for sport/recreation.



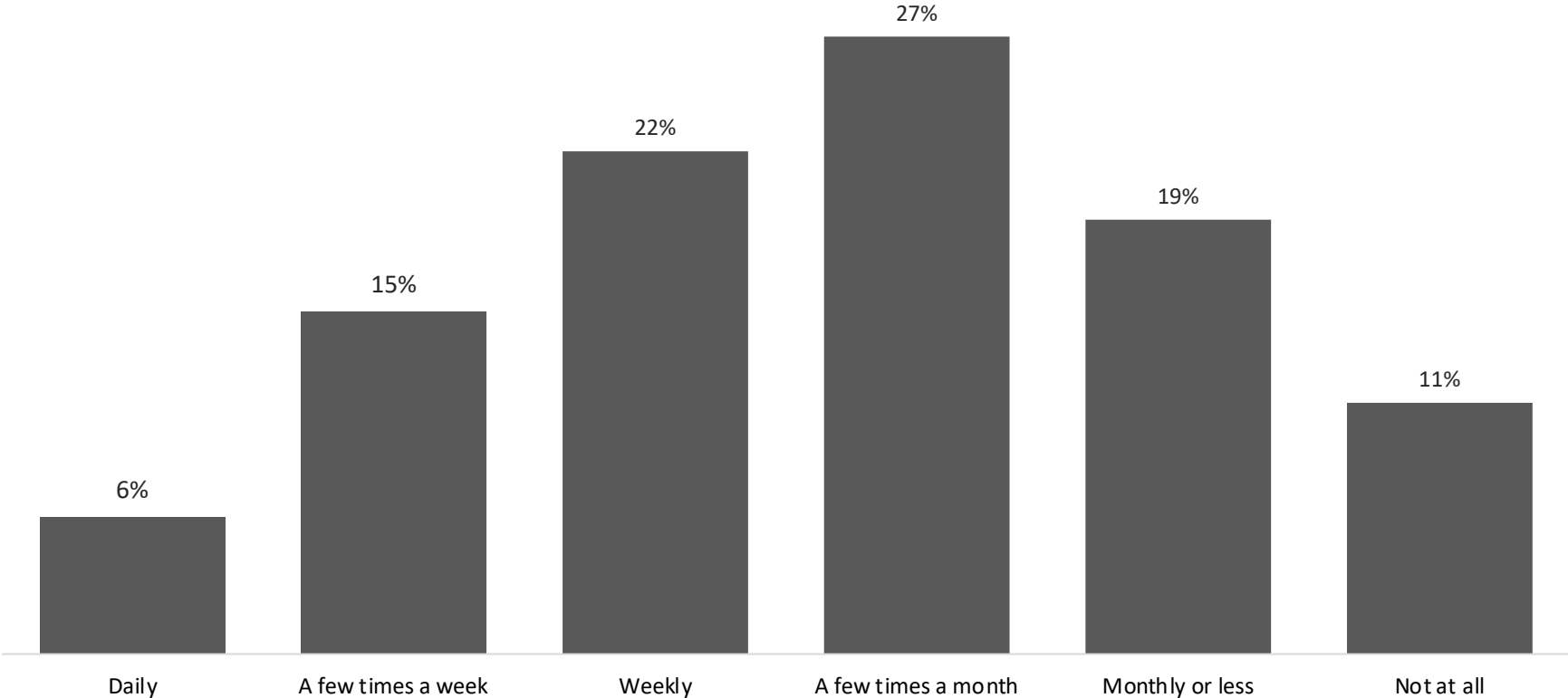
Which type of transport are you MOST LIKELY TO USE for each of the following purposes?
Base: All respondents (n=1,401)

Looking more broadly than the 101-102 service, openness to bus travel is clear amongst the population in the survey – 89% had travelled by bus over the previous month, 43% weekly or more often

Bus travel generally is popular amongst the survey population. Only 11% had not travelled by bus at all in the previous month.

The bus travel referred to here goes beyond the 101-102 service and relates to bus travel generally. It does however illustrate that there is a clear appetite for bus travel amongst those living along the route,

We will see later how the frequency of usage of the 101-102 specifically compares with the above patterns of bus travel generally.

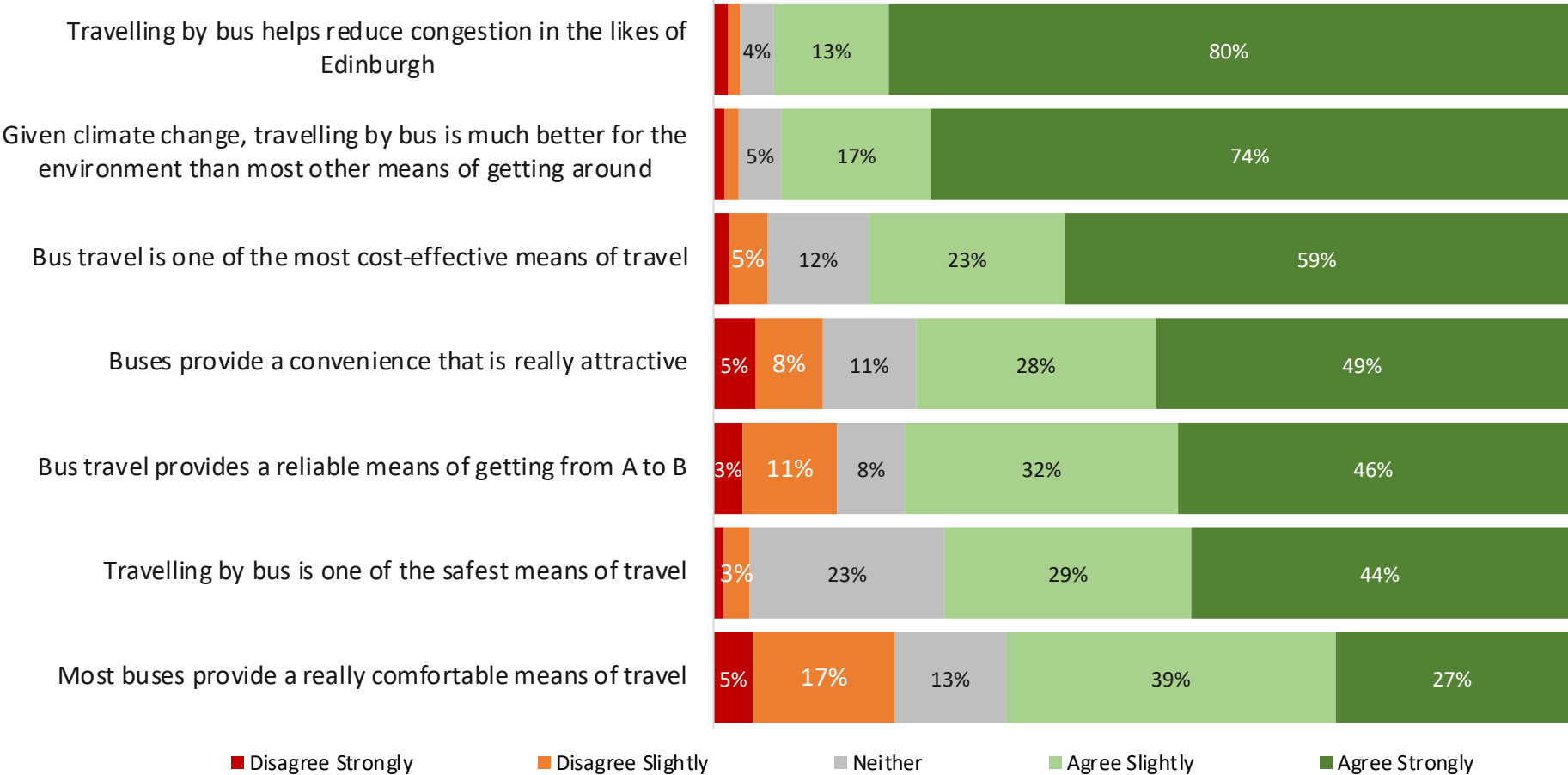


*Thinking about travelling by bus generally - either at home or elsewhere - how often have you travelled by bus in the last month or so?
Base: All respondents (n=1,401)*

Most strongly agreed that bus travel appeals as it can reduce congestion in our cities, that it is better for the environment in terms of carbon emissions and that it is a cost effective means of travel

The positive impact of bus travel is clear – especially in terms of helping reduce congestion in cities like Edinburgh, the fact that it's better for the environment and that it is a cost-effective means of travel (especially during a cost of living crisis). In each case, three in five or more strongly agreed with these benefits.

Just under half also agreed that the convenience factor of bus travel was attractive, that it was a generally reliable means of getting from A to B and that it was one of the safest means of travel.



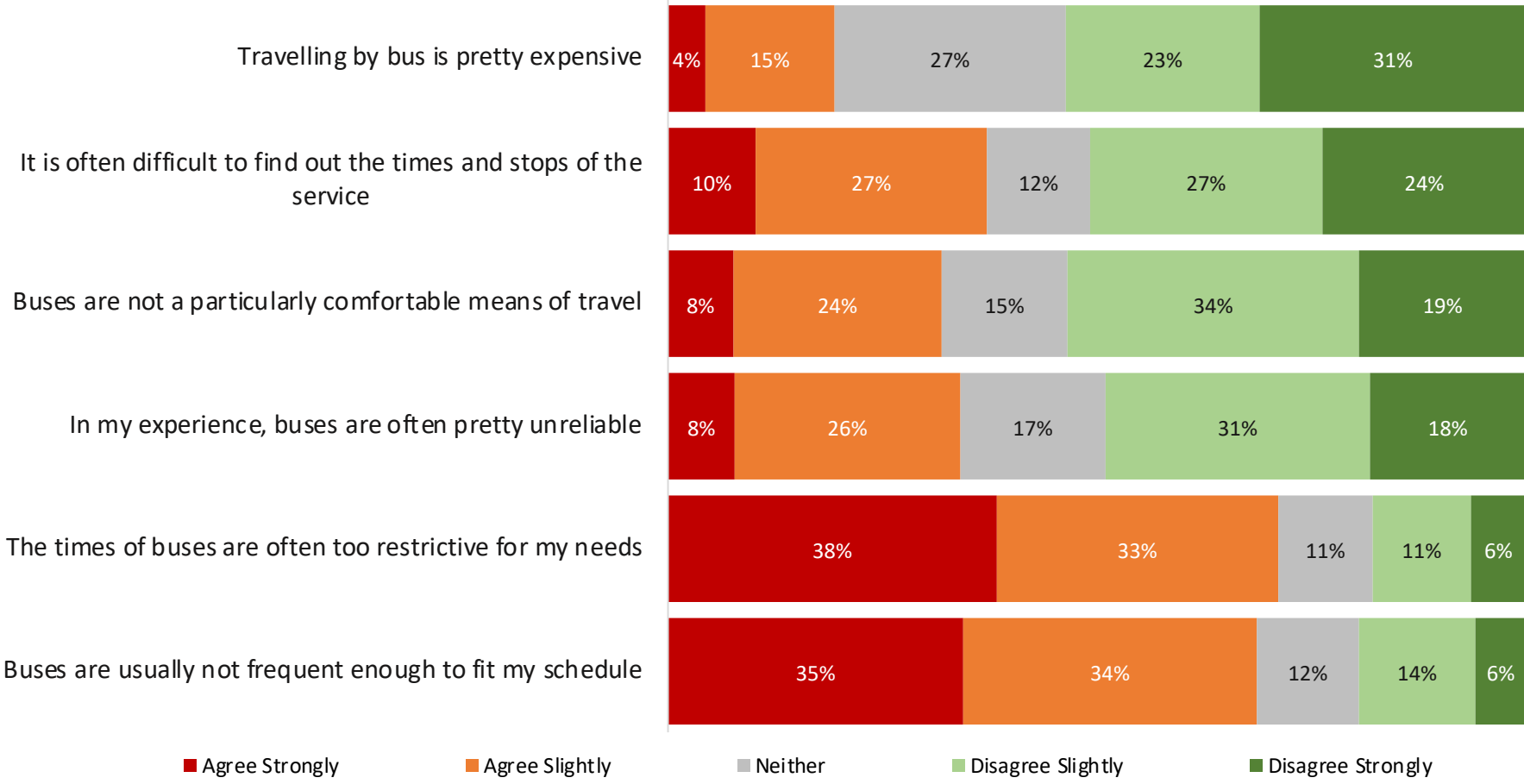
To what extent do you agree or disagree with the following statements that others have made about bus travel generally?
Base: All respondents (n=1,401)

The only two significant negatives cited about bus travel were that buses are often too infrequent or restrictive to meet the needs of potential users. Reliability and lack of comfort were negatives for around a third.

Respondents were also shown a series of negative statements about bus travel and asked the extent to which they agreed or disagreed. The main concerns centred around timetabling – agreed with by over half of the respondents – is that buses are often not frequent enough to meet their schedule or were too restrictive for their needs.

On the other hand, the majority disagreed that bus travel is pretty expensive or that it’s often difficult to find out the times and stops.

Reliability and the lack of comfort received rather more of a split in opinion – around a third agreed they are often unreliable and not particularly comfortable whereas 49% disagreed about reliability and 53% disagreed about the lack of comfort.



To what extent do you agree or disagree with the following statements that others have made about bus travel generally?
Base: All respondents (n=1,401)

3. The 101-102 service - usage, last 3 months



Typically, the 101/102 service has been used a few times a month over the last quarter, generally on a mix of weekdays and weekends, with eating/drinking out and entertainment the main purposes of travel

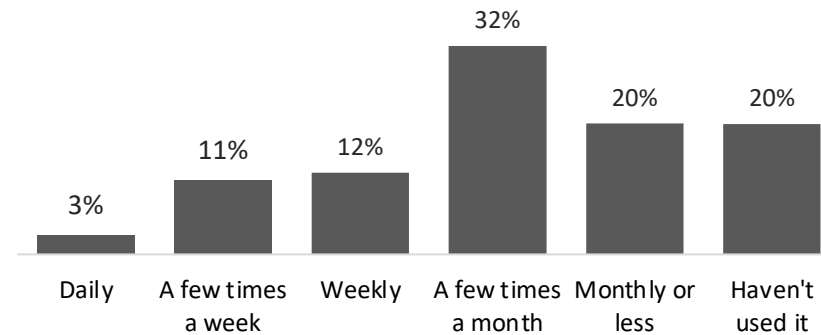
There is a big range in usage over the last 3 months – one in five haven't used the 101/102 service at all, a third have used it a few times a month, and just over a quarter, weekly or more.

Amongst users, in a typical week, three in five travel on the 101-102 on a mix of weekdays and weekends (59%). Just over one in five use the bus during the week only (21%), whilst 12% only use it at weekends. Some 3% use it on a daily basis.

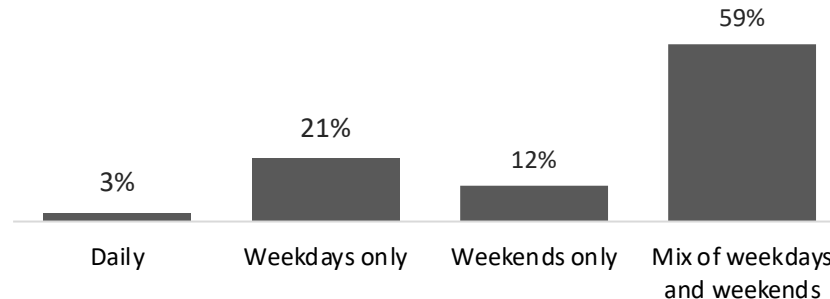
Usage covers a wide range of purposes – the largest proportions have used it for eating or drinking out (65%) or for going somewhere else for entertainment (59%). But the service is also important for social occasions such as visiting friends or relatives (43%), and for essential visits to banks and post offices (32%). And a quarter use the bus to travel to work (25%).

From this point on, all of the questions asked in the survey relate specifically to the 101-102 bus service between Edinburgh & Dumfries

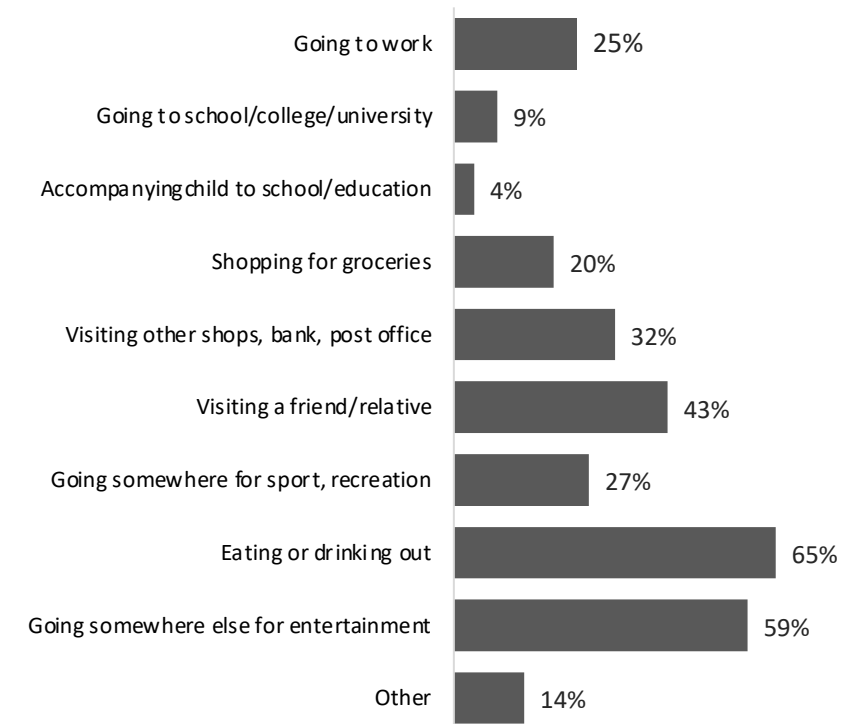
Frequency of 101/102 usage – last 3 months



(Amongst users) Usage in a typical week



Trip purpose when using 101/102 bus in the last 3 months



Looking back over the last 3 months (July, August and September), roughly how often would you say that you used the 101/102 bus service over this period?

In a 'typical week' over the last 3 months, when have you tended to take the 101/102 bus service?

What types of trip purpose have you used the 101/102 bus for over the last 3 months?

Base: All those who used the 101/102 bus over the last 3 months (n=1,085)

Weekday and Weekend journeys – a comparison – Trip Purpose:

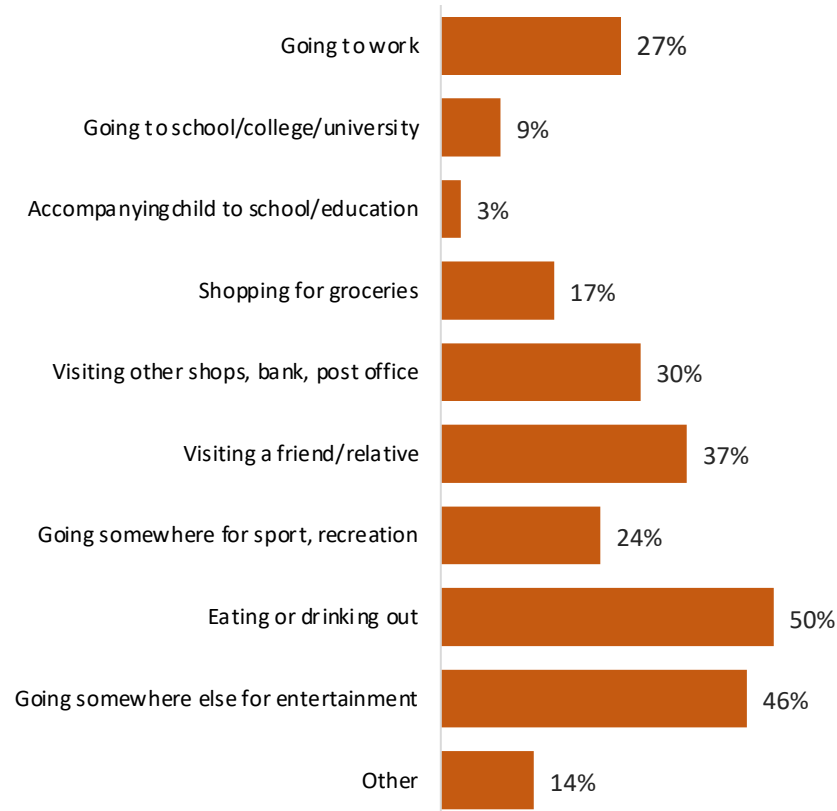
Although eating/drinking out and other entertainment are the dominant reasons for travel on weekdays and weekends, this is much more the case at weekends, as is visiting friends and recreation/sports. During the week, going to work and education are much more common purposes

Travelling by the 101-102 for entertainment/eating and drinking out are dominant trip purposes throughout the week – although this is especially the case at weekends when around two thirds of journeys are for this reason.

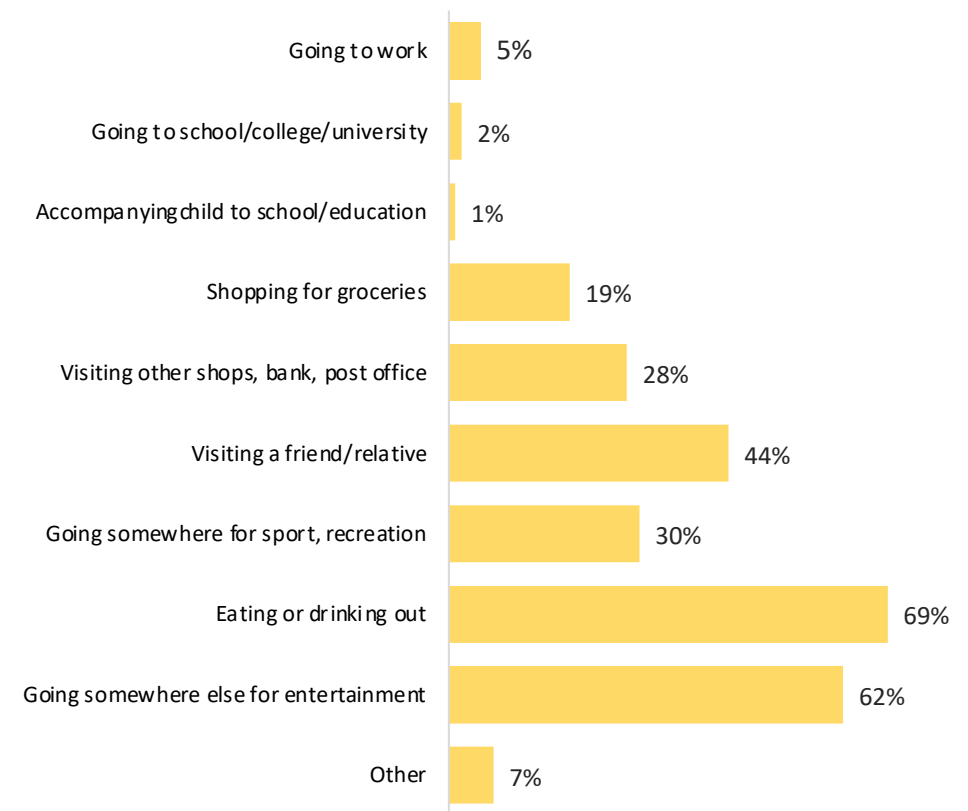
During the week, there is a greater mix of use cases beyond eating/drinking out (50%) or other entertainment (46%). Around a quarter or more each using the 101-102 to travel to work (27%), sport/recreation (24%), non-grocery shopping/bank/post office visits (30%) or to visit friends and relatives (37%). At the weekend, as well as the two thirds or more travelling by bus for eating out/entertainment, 44% are visiting friends/relatives, 30% are travelling for sport/recreation, and 28% are doing non-grocery shopping/banks/post office etc.

In summary, across the whole week, people travel by the 101-102 for a wide variety of purposes

101-102 Trip Purpose - Weekdays



101-102 Trip Purpose - Weekends



For these weekday journeys where you have travelled on the 101/102 bus service, what have been the main reason for travel?
For these weekend journeys where you have travelled on the 101/102 bus service, what have been the main reason for travel?
Base: All those who used the 101/102 bus over the last 3 months (Weekdays: n=894; Weekends: n=794)

Weekday and Weekend journeys – a comparison – OUTWARD JOURNEY Starting Points and Times of Day:

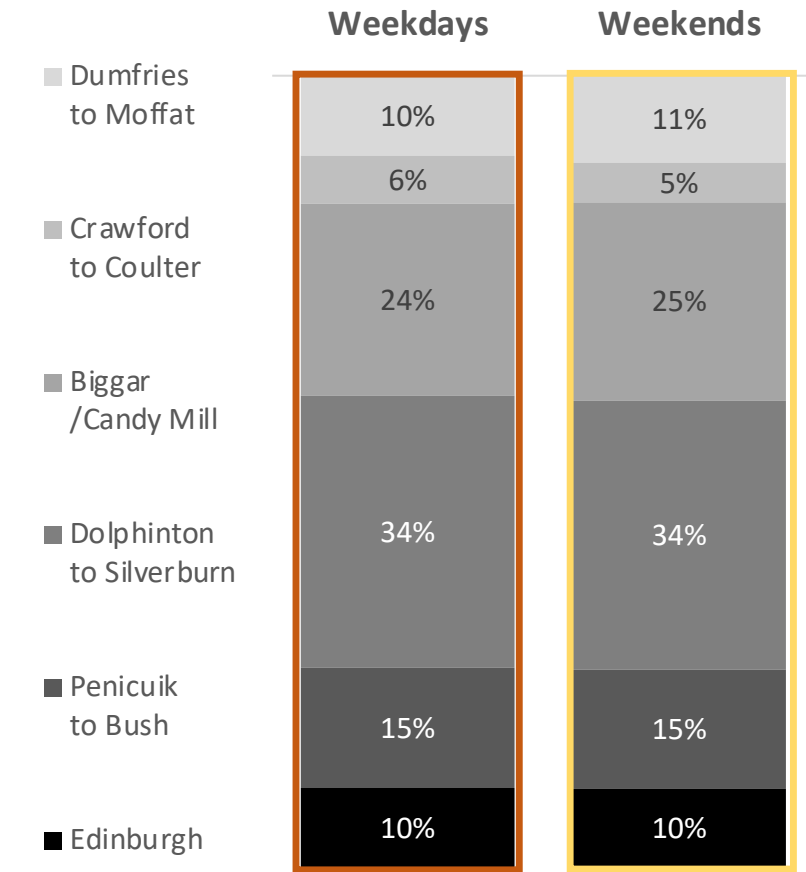
Around three in five set off between Biggar and Silverburn – on both weekdays and weekends – usage is similar along the route in each case. However, outward journeys tend to be later on weekends than on weekdays

The starting point for bus journeys is focused between Biggar and Silverburn – 58% of journeys begin here on weekdays and 59% on weekends. In each case, 16% of journeys start further south, whilst 25% start from Penicuik northwards.

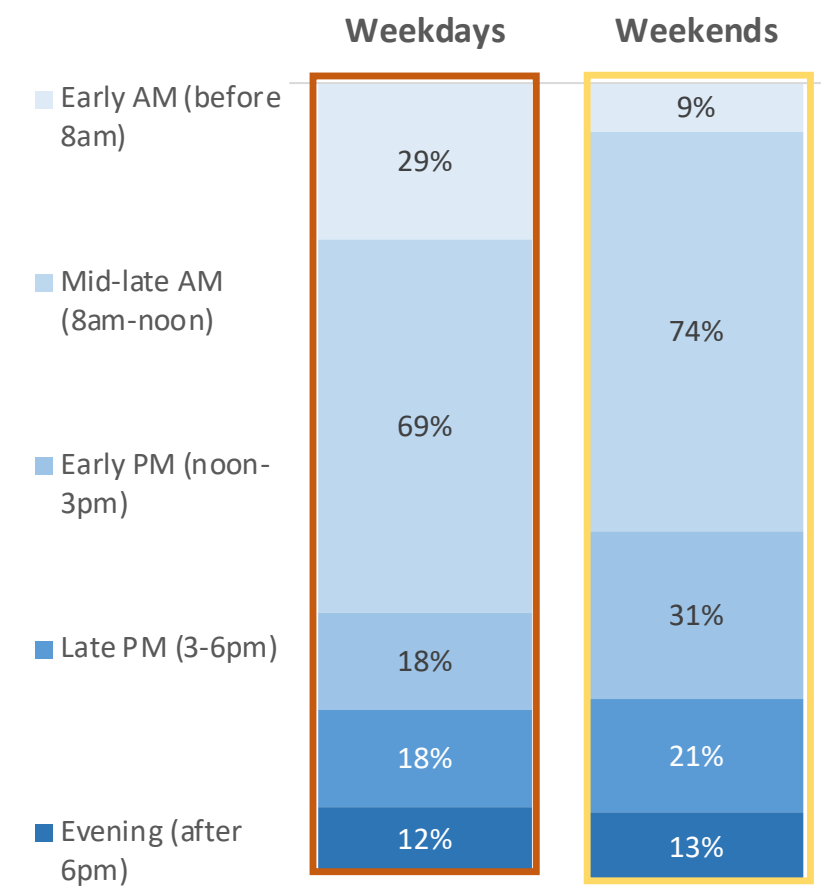
There are however some differences in the patterns of travel between weekdays and weekends. **During the week**, 3 in 10 journeys begin before 8am (29%) – reflecting the peak travel time for work and education. But the largest proportion of journeys are from 8am until midday – 7 in 10 journeys begin then (69%). At the **weekend** on the other hand, the proportions travelling mid morning to early afternoon are much higher (74% and 31% respectively).

In summary, geographical usage of the service is consistent across the week, however the time of setting off changes moves from early to mid morning on weekdays to mid morning to mid afternoon on weekends.

Outward Journey Starting Points



Outward Journey – Times of Day



Where about do you generally get on the 101/102 bus on your outbound weekday/weekend journeys? And at what time(s) of the day have you tended to take the 101/102 bus on your outbound weekday/weekend journeys? Base: All those who used the 101/102 bus over the last 3 months (Weekdays: n=894; Weekends: n=794)

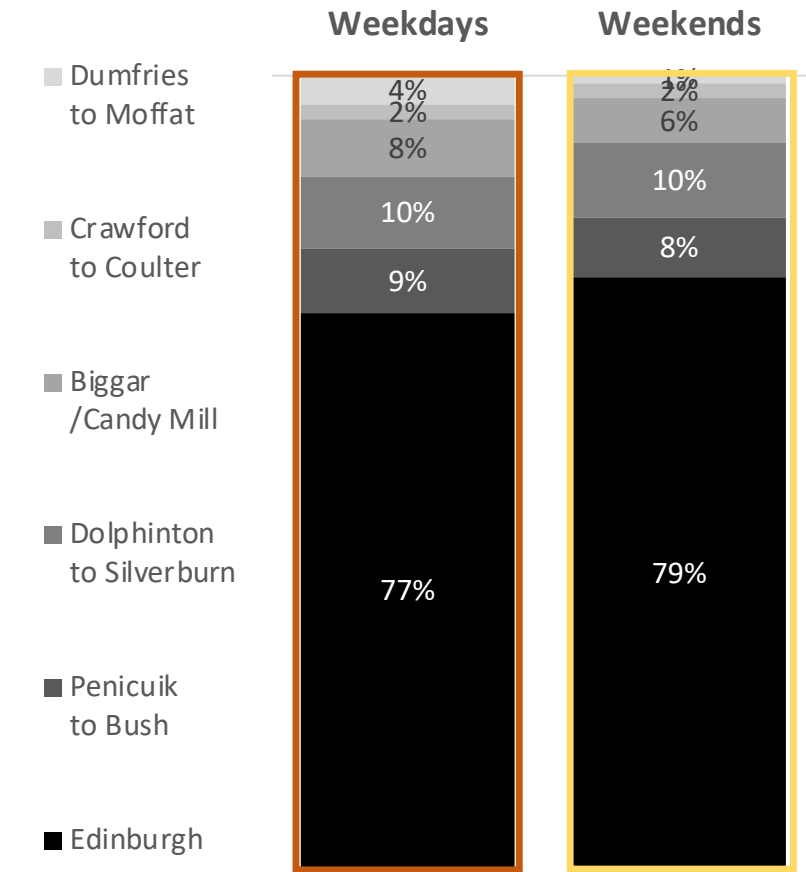
Weekday and Weekend journeys – a comparison – RETURN JOURNEY Starting Points and Times of Day:
Over three quarters of return journeys originate in Edinburgh on weekdays and weekends, however they are more likely to be in the evenings at weekends and late afternoon on weekdays

The return journey on the route largely Edinburgh – over three quarters of return journeys originate there. This is especially the case on weekends where Edinburgh dominates. Although there is a similar pattern on weekdays, slightly larger proportions are returning from stops between Penicuik and Biggar.

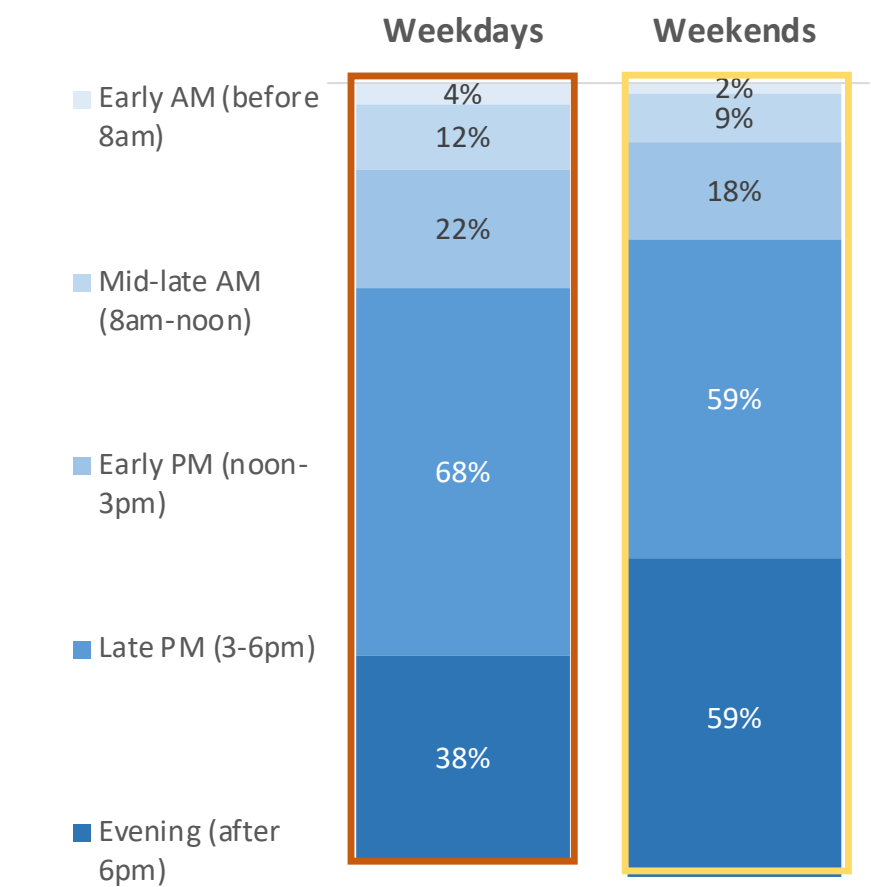
On weekdays, the 3pm-6pm timeslot is the most popular one for the return journey (68% of trips are during this period – largely reflecting the return from work and school). On weekends, a larger proportion return in the evening – 59% (the equivalent proportion on weekdays is 38%).

In summary, looking at outward and return journeys, the majority start between Biggar and Silverburn and are headed for Edinburgh. Weekday outward journeys tend to be early-mid morning, returning late afternoon; weekend trips tend to be mid morning to mid afternoon, returning in the evening.

Return Journey Starting Points



Return Journey – Times of Day



Where about do you generally get on the 101/102 bus on your outbound weekday/weekend journeys?
 And at what time(s) of the day have you tended to take the 101/102 bus on your outbound weekday/weekend journeys?
 Base: All those who used the 101/102 bus over the last 3 months (Weekdays: n=894; Weekends: n=794)

4. The 101-102 service - change in usage



101-102 – change in usage, 2019-2021 and 2021-2022

Use of the 101-102 service decreased from before the pandemic to 2021 levels, however use has increased again markedly from 2021 to 2022

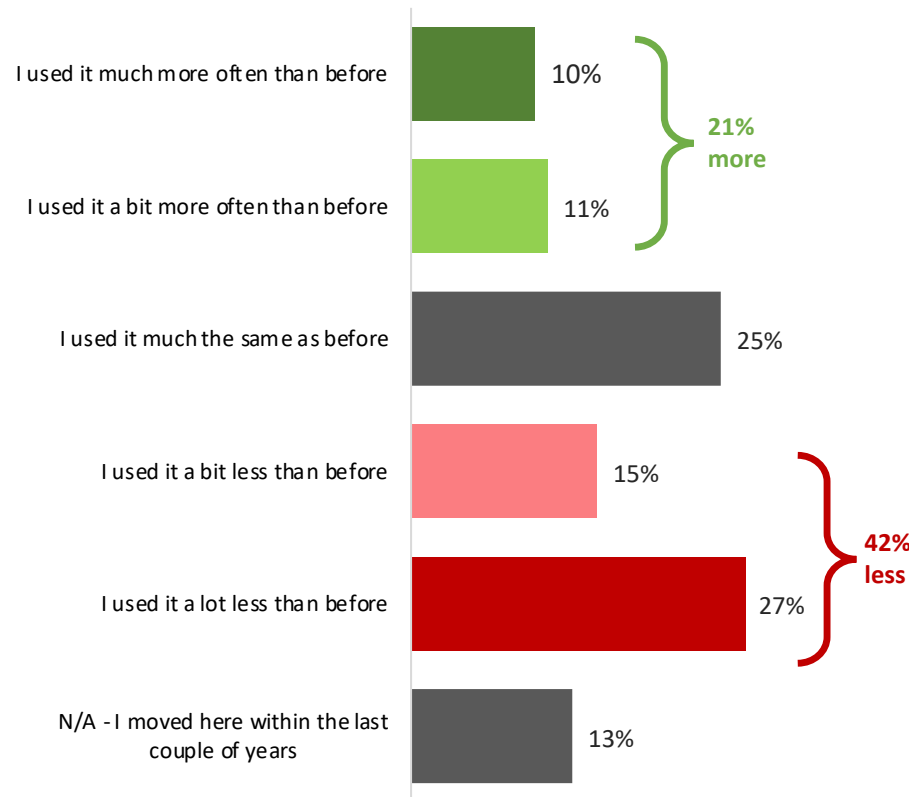
The first Covid lockdown took place in Spring 2020 and there was another significant lockdown during Q1 2021. It is not surprising therefore that **use of the 101-102 service fell markedly from 2019 to 2021**: whilst 21% were using it more in 2021 than in 2019, 42% were using it less – a net decrease of -21%.

Over the last 12 months however, there has been a marked increase in usage back towards the pre-pandemic levels.

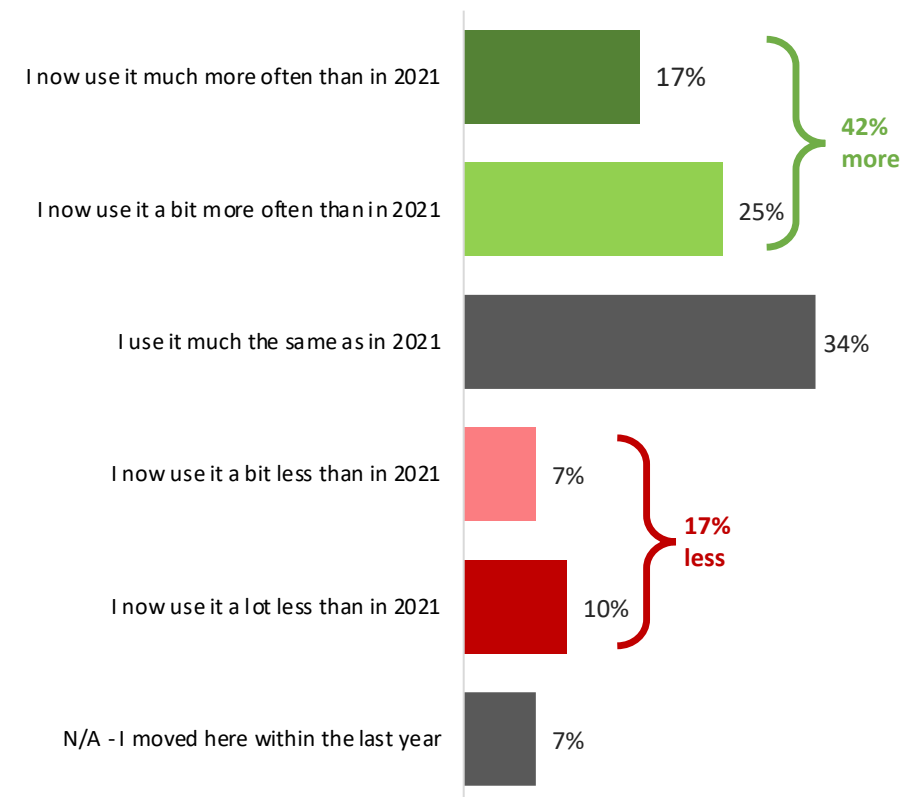
Although 17% are using it less this year than last year, 42% are using it more – a net increase of +25% over last year.

Reasons for increased usage over last year are provided overleaf, followed by reasons for decreases

Change in 101-102 usage – 2019-2021



Change in 101-102 usage – 2021-2022



Looking back over the last few years, how has your use of the 101/102 bus service changed, if at all? First of all, how did your bus use change between 2019 and 2021? And what about since 2021? How has your use of the 101/102 bus service changed, if at all?
Base: All respondents (n=1,401)

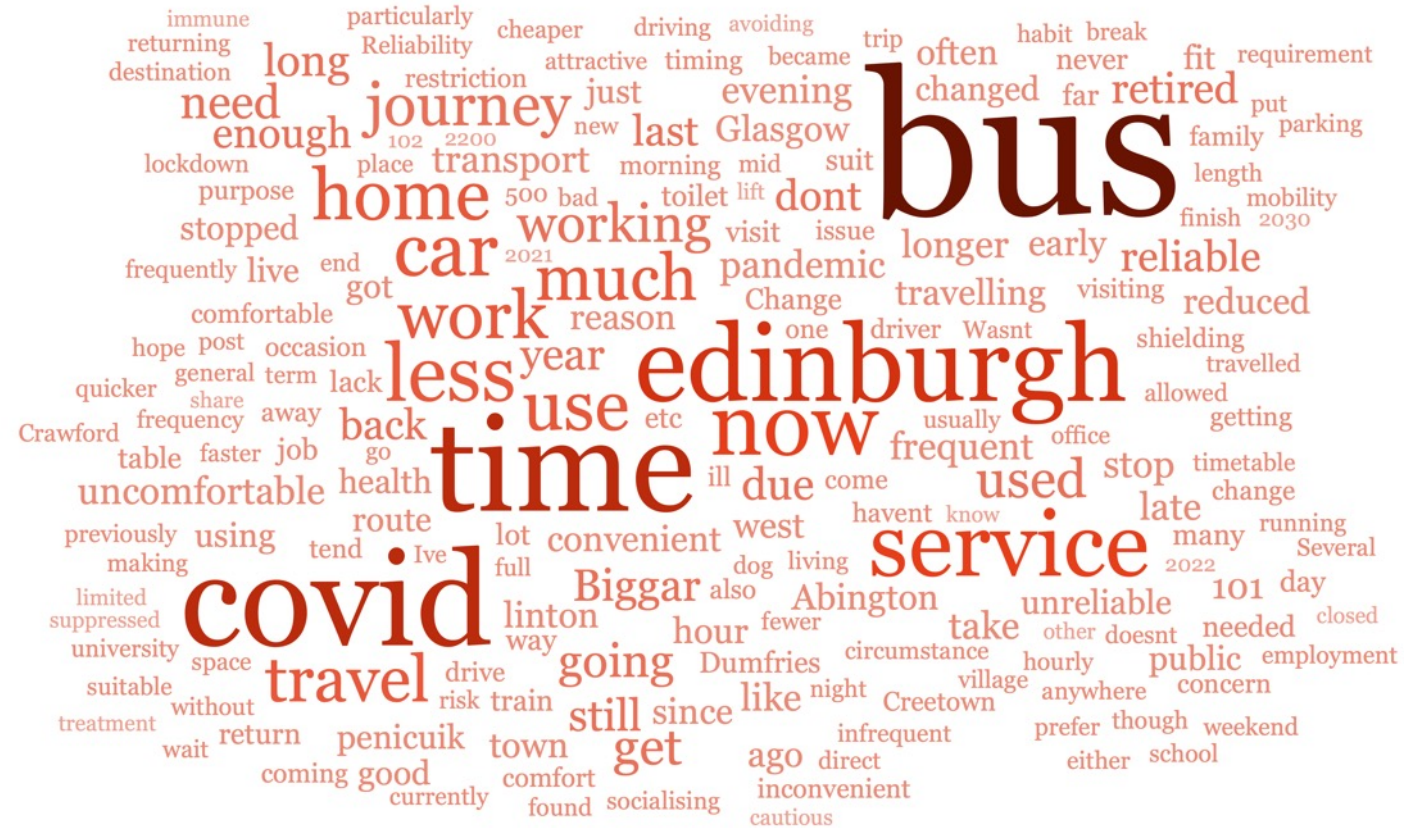
Reasons why people are using the 101-102 bus service LESS in 2022 than last year

Those 215 respondents who are now using the 101-102 service less than they were in 2021, were asked to explain why

A broader range of reasons were provided – however a belief that the service is less reliable now, the timetables is no longer suitable for many, and in particular, the loss of late buses are real barriers for many. The quality of the experience on an uncomfortable bus – especially for the longest journeys from Dumfries and Galloway into Edinburgh is another major deterrent.

The detailed comments can be read in the excel file provided separately

- Bus timetable. Not frequent enough
- The service was more often on time and much quieter last year
- I have been disinclined to travel by bus due to the length of time it takes to reach the city
- Use buses less due to working from home more and going out less.
- It's so busy after West Linton it's stuffy uncomfortable and expensive and coming back from Edinburgh it's packed with too many locals for Penicuik or Fairmilehead - often I couldn't get on
- Reliability, loss of late buses, frequency, general distrust in the system. (Never good getting stuck in Edinburgh).
- Not late enough coming out of Edinburgh last bus is after I finish work so therefore have to take car both ways very disappointing
- Because it is more comfortable, convenient and quicker to use the car, and can stop for a comfort break if needed.
- Because the time table changes about four years ago made the service unusable as the bus now only goes in the evening to Dumfries with no return journey and once a day and only goes to Edinburgh once a day with one return journey
- The bus provided to travel to Edinburgh from Dumfries is the worst journey I have ever travelled on. The journey is 3 hours long on one of the most uncomfortable service buses, which is freezing. It is NOT a journey I wish to travel on now. This is why I use this service much less than I would like to.



Why are you now using it less than a year ago?

Base: All those who are using the 101/102 bus less in 2022 than they did in 2021 (n=215)

101-102 – likely change in usage – the next few months

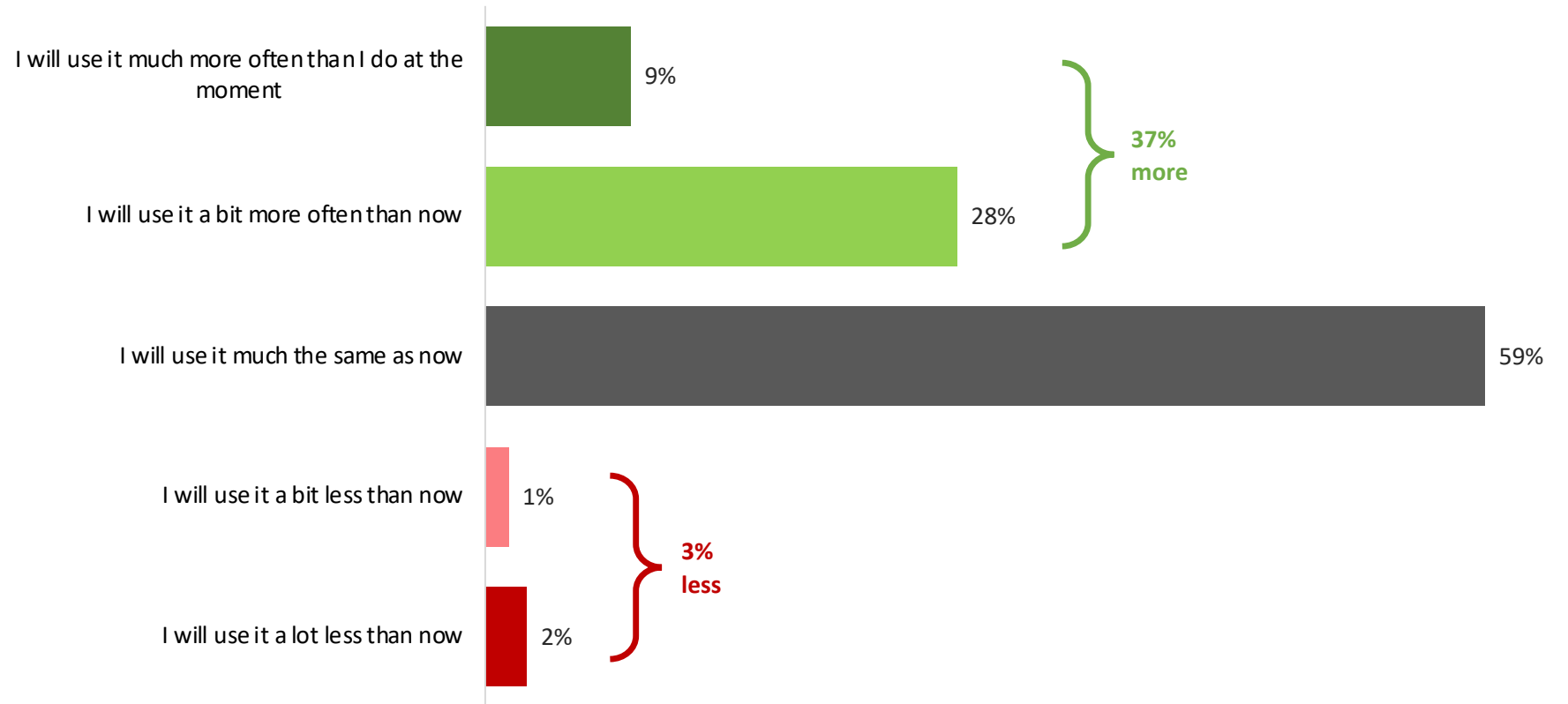
Encouragingly, 37% of respondents expect to increase their use of the 101-102 service over the next few months

Whilst three in five don't expect their use of the 101-102 bus service to change in the next few months, 37% believe they will use the service more (9% 'much more' than currently).

Only 3% expect to use it less

Reasons provided for an anticipated increased usage over the next few months are provided overleaf followed by reasons for expected decreased usage

Likely change in 101-102 usage – the next few months



Looking forward to the next few months, how do you expect your use of the 101/102 bus service to change, if at all?
Base: All respondents (n=1,401)

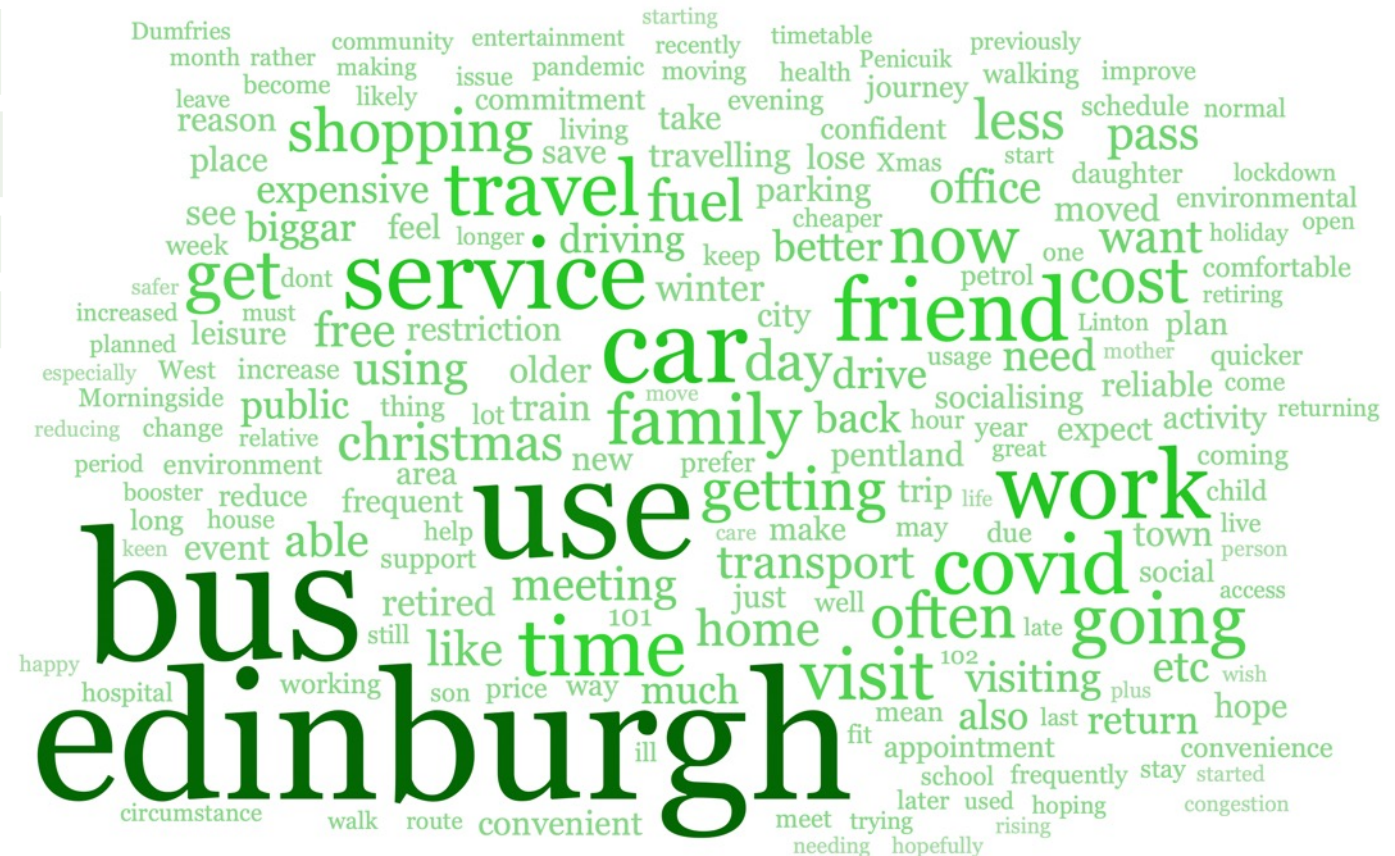
Reasons why people are expecting to use the 101-102 bus service MORE in the next few months

Those 500 respondents who are planning to use the 101-102 service more in the next few months, were asked to explain why

Covid remains a reason provided on a regular basis: in this case, many feel that as Covid continues to retreat they are becoming more and more comfortable with using the bus to travel. The rising costs of petrol were also mentioned as a motivator to use the bus more, and of course there is a seasonal affect for many – with Christmas now on the horizon, there will be more trips into Edinburgh for social occasions and Christmas shopping.

The detailed comments can be read in the excel file provided separately

- More reliable and do not want to lose the service
- Going into work more frequently. Will also be more social events and shopping in the capital in the run up to Christmas.
- Have had another covid booster so feels safer, although windows have been shut last few times I've been on 101 which wasn't great
- I would like to use the bus more for days out as a family, die to rising fuel costs
- Christmas shopping and meals out with friends in Edinburgh
- COVID seems to be under control
- Cost of fuel and my daughters now have free bus passes
- I feel safer travelling on public transport now we are learning to live with Covid and I can re-establish the quality of life I lived pre Covid. On of the reasons I moved to Biggar was direct bus service to Edinburgh.
- I am determined to reduce my private vehicle usage for reasons of economy and environmental issues.
- Xmas shopping days out etc
- Don't like driving in the winter plus more social events leading up to Christmas.
- Less anxious about Covid. Plan to use it to go from Biggar to Moffat and Dumfries more too as retired now and able to have more days out



Why do you expect to use the 101-102 service more in the next few months?

Base: All those who are expecting to use the 101/102 bus more in the next few months (n=500)

101-102 – change in usage, next few months

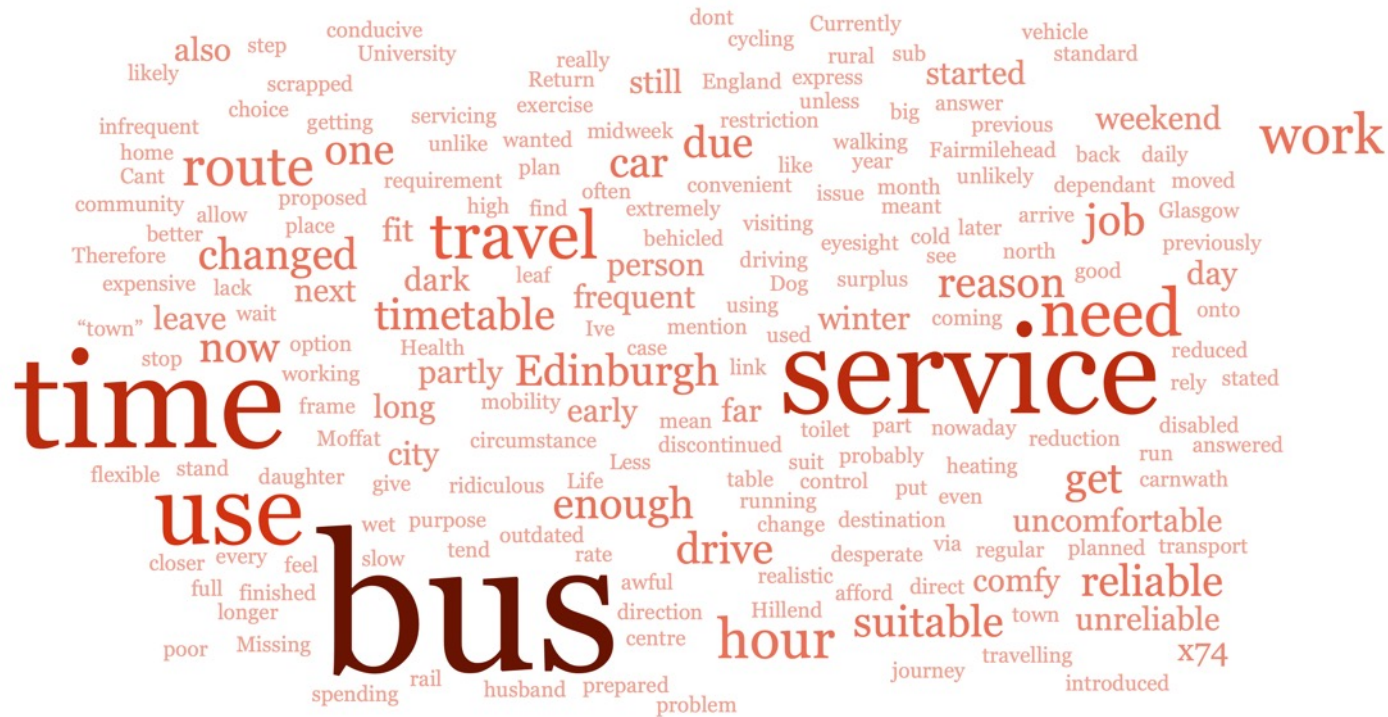
Reasons why people are expecting to use the 101-102 bus service LESS in the next few months

Those 51 respondents who are expecting to use the 101-102 service less in the coming months, were asked to explain why

Some similar responses were provided to those who explained why they were using the service less than a year ago – namely unreliability, unsuitable timetables and the infrequency of the service to meet specific needs. However, there was more of a prominence given to the unsuitability of the vehicles used on the route for the colder, darker winter months – this is undoubtedly putting a number of people off using the service over the winter

The detailed comments can be read in the excel file provided separately

- Does run often enough.
- Because it is coming into winter time and it is more cold, wet and dark for travelling into the city.
- Buses are not frequent enough. Our only option is to drive to Fairmilehead and use the city buses.
- Because it is slow, outdated, uncomfortable and not fit for purpose, it could be such a good service with better buses.
- Times are not conducive to a day out in Edinburgh from Moffat unlike the x74
- Timetable not realistic.
- Unreliable. Cant afford more hours / days off work due to the poor service of the bus
- It is not a comfy bus like the x74 and it is far too long a journey
- Because it is slow, outdated, uncomfortable and not fit for purpose, it could be such a good service with better buses.
- Because of winter and the lack of heating on the bus, and the dark
- It is a very unreliable service

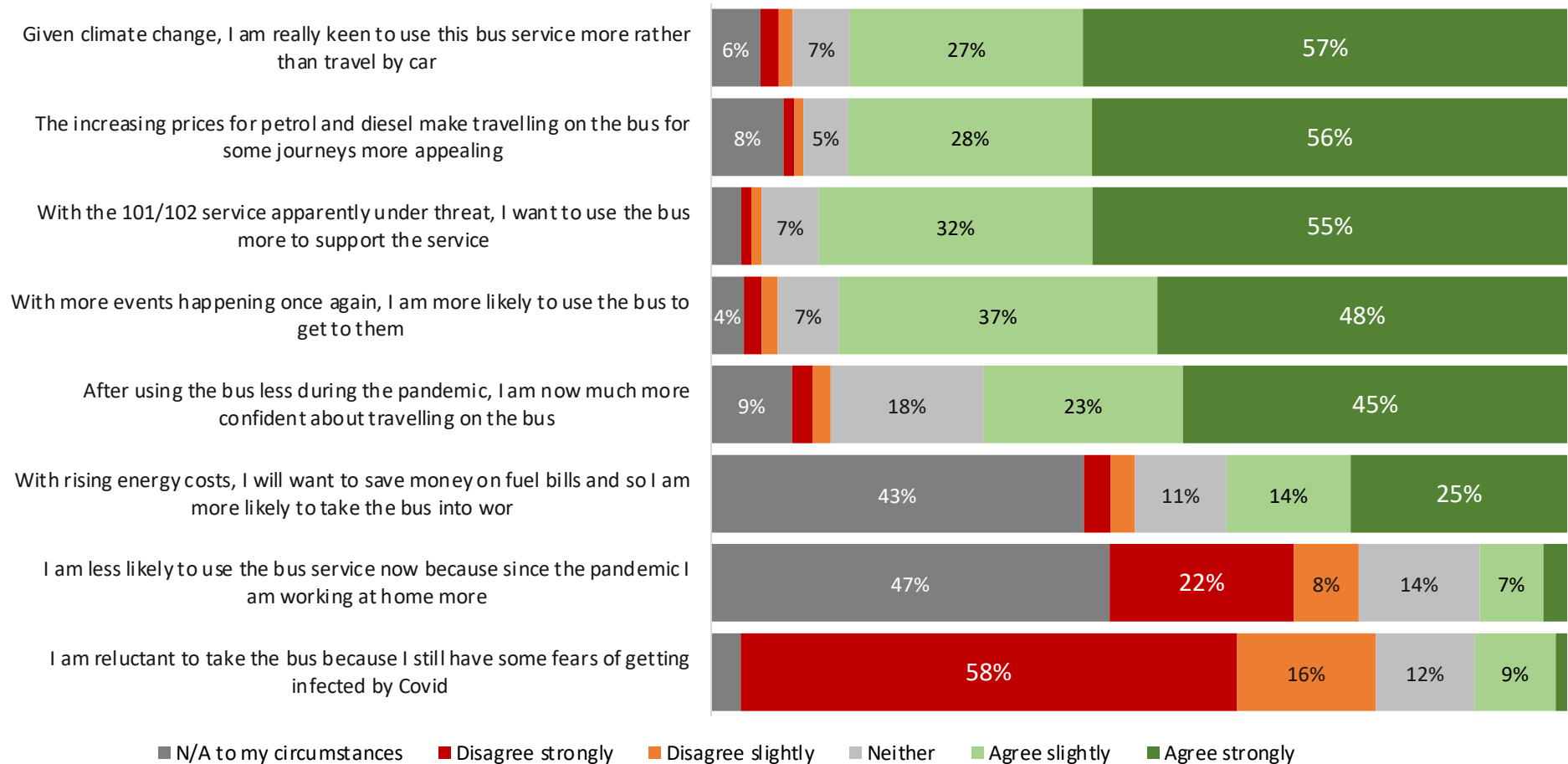


Why do you expect to use the 101-102 service less in the next few months?
 Base: All those who are expecting to use the 101/102 bus less in the next few months (n=51)

Key motivations for using the 101-102 bus service relate to climate change benefits, the increasing costs of petrol and diesel and a wish to support the service as they fear it is under threat

A number of motivations to using the 101-102 service have been identified. Over half are more inclined to use the 101-102 service because of the benefits to climate change (57% agree strongly), the increased costs of fuel (56%) and the fact that the service is perceived to be under threat, a desire to show support (55%).

A majority are also more inclined to use the bus service as more events are happening again following the effects of Covid, and also because of an increasing confidence in using a public bus service following the pandemic. Indeed only one in ten are currently reluctant to use the bus service because they still have fears of catching Covid. Some 9% are less likely to use the service because they are now working from home more.



To what extent do you agree or disagree with the following statements that others have made about the 101/102 bus service?
Base: All respondents (n=1,401)

5. The 101-102 service - change of service implications



Reactions obtained to 4 possible scenarios regarding the future of the 101-102 bus service

In the final section of the questionnaire, respondents were provided with four potential scenarios regarding the future of the 101-102 bus service, and they were asked to describe the impact it would have on them, and their reasons:

1 Impact on you if the **101/102 service was stopped completely**

Very negative impact Fairly negative impact No impact Fairly positive impact Very positive impact

3 Impact on you if the **101/102 service stays at the same level as it is at the moment**

Very negative impact Fairly negative impact No impact Fairly positive impact Very positive impact

2 Impact on you if the **101/102 service was reduced - with fewer buses throughout the day**

Very negative impact Fairly negative impact No impact Fairly positive impact Very positive impact

4 Impact on you if the **101/102 service was increased - with more buses throughout the day**

Very negative impact Fairly negative impact No impact Fairly positive impact Very positive impact

Over the following pages, we will examine the impact on each scenario, one at a time.....

1 101/102 Service was stopped completely

Stopping the 101-102 service completely would have a major negative impact on the area – 93% claim the impact on them personally would be negative, with almost three in five saying it would have a very negative impact on their lives

Stopping the service completely would have a huge negative impact on the people living in the area: 58% claimed it would be very negative and a further 35% said it would be fairly negative.

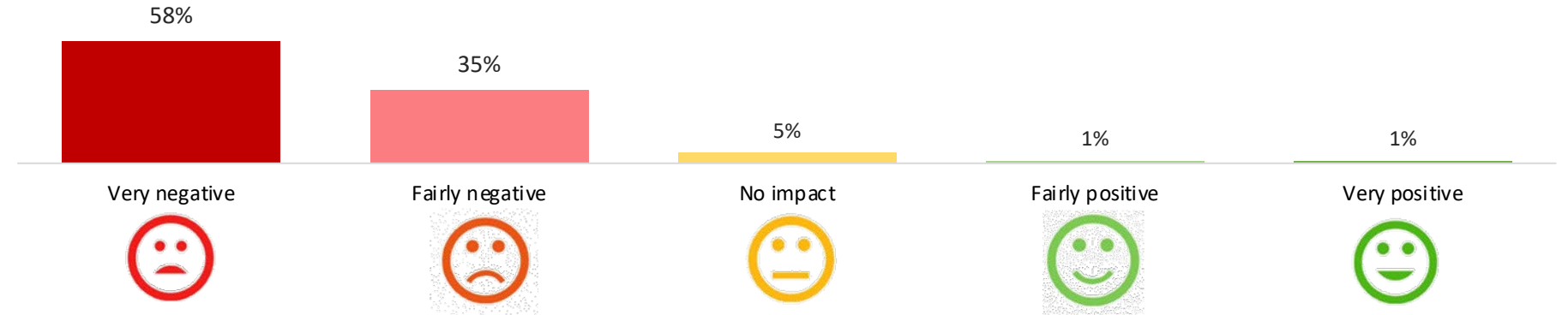
Understandably, the impact among frequent users would be greatest – almost four in five said that stopping the service completely would have a very negative impact on them (78%). And although the extent of negative impact decreases by frequency of use, even amongst those who had not used the 101-102 in the previous three months, the majority would be impacted negatively: 33% very negative and 42% fairly negative.

The very negative impacts would be highest in the Borders part of the route and it would be lowest in Dumfries and Galloway.

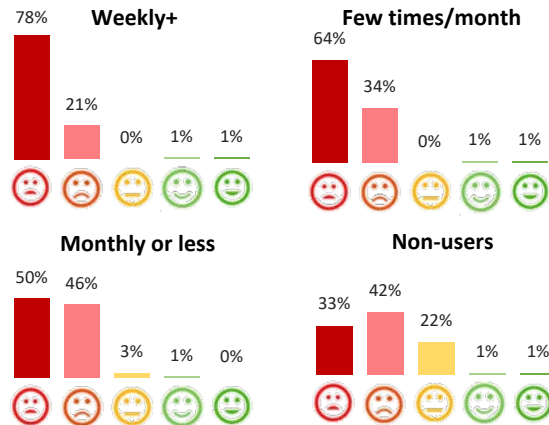
Those without car access would also be impacted most – 70% very negative.

Overleaf, reasons for these responses are examined.

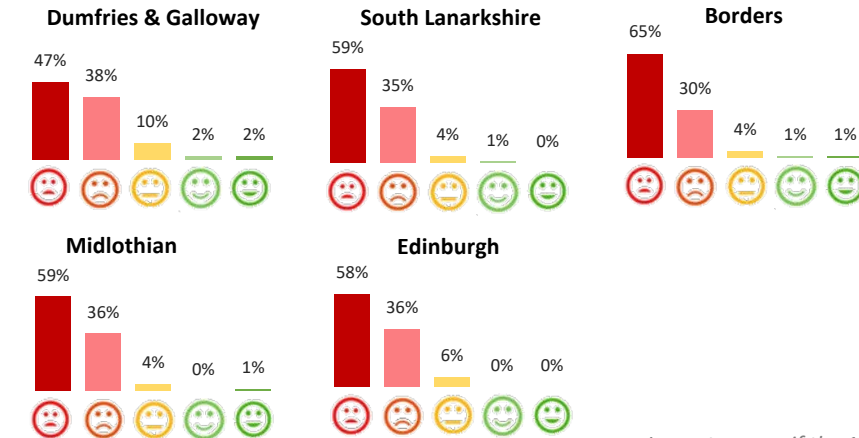
Impact on all residents



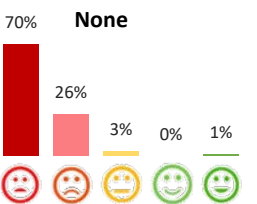
Impact by 101/102 usage



Impact by geographical location



Car access:



Impact on you if the 101/102 service was stopped completely?
Base: All respondents (n=1,401)

Reduced 101/102 Service – fewer buses throughout the day

Reducing the number of 101-102 buses throughout the day would also have a negative impacts on the lives of most along the route – albeit with the emphasis shifting to ‘fairly negative’ as opposed to ‘very negative’ if the service was stopped

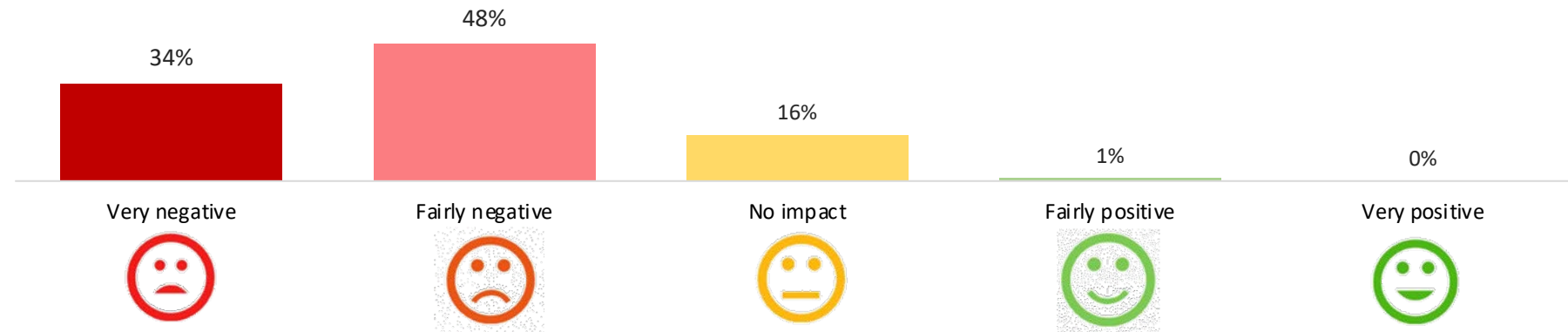
A reduced 101-102 service would still result in a negative impact on the lives of most people living along the route. In this case however, there is a slight shift from ‘major negative impact’ were the service to be stopped altogether to ‘fairly negative impact’ if it were a reduced service (48%).

Should the service be reduced, once again, the levels of negative impact increase with usage (47% ‘very negative impact’ amongst those using the service weekly or more often). But again, even amongst those who have not used the service in the previous three months, reducing it further would negatively impact two thirds of them (66%).

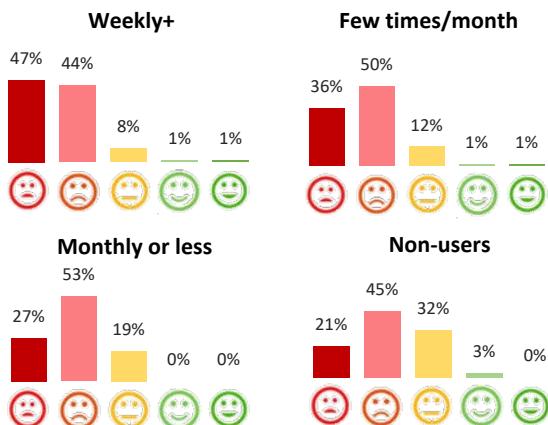
Again, the negative impacts are highest in communities along the route located in the Borders, and again, they are higher amongst those with no access to a car.

Again, overleaf, reasons for these responses are examined.

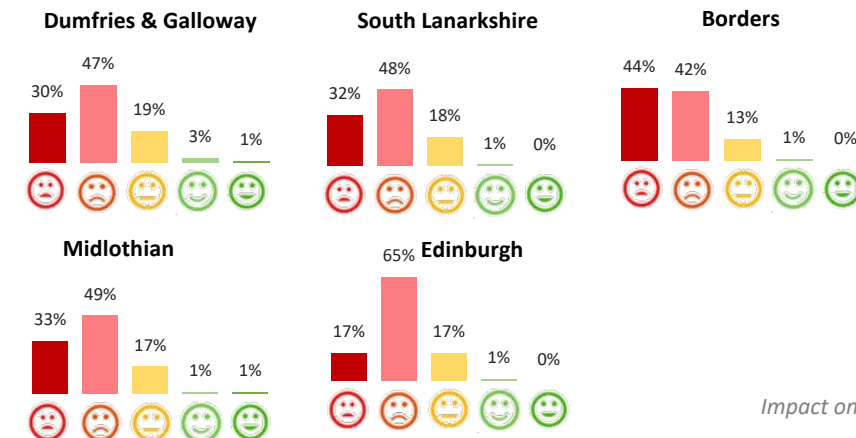
Impact on all residents



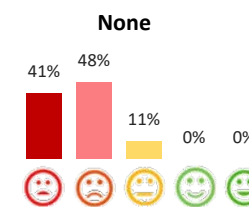
Impact by 101/102 usage



Impact by geographical location



Car access:



Impact on you if the 101/102 service was reduced with fewer buses throughout the day?
Base: All respondents (n=1,401)

2 Reduced 101/102 Service – fewer buses throughout the day

Respondents were then asked to explain why reducing the 101-102 service completely would have such a negative impact on them.....

A reduced service resulted in a range of negative responses which reflect the likely reality of that situation – fewer buses to choose from meaning that it will suit fewer people and result in less usage overall. There is a feeling that the existing service simply isn't frequent enough and any reduction would make things much worse.

The detailed comments can be read in the excel file provided separately

- There are already so few buses that it makes using the service quite a challenge even now.
- Fewer buses would mean that I would be far less likely to choose the bus as first choice of transport
- It's not on very frequent just now so reducing would be devastating.
- Fewer buses would be pointless. The last bus home from town is already too early and probably a reason not to use the mid afternoon bus up to Edinburgh, to be left with no transport home.
- As I travel at peak times this would impact me less, but I would worry about those in the community who are dependent on the service
- It'd be a shame if it was reduced as its already limited. Id be less likely to rely on the 101 if it was fewer than one an hour
- Hard enough to get a bus home later at night - the last bus home is ridiculously early and no doubt it would become even earlier with further cuts
- Would still retain an option to use the bus, but potentially at less convenient times.
- It would become obsolete and unusable. Already there aren't enough services. I believe they should run later into the night and more in the morning.
- Less buses means more chance that we will be forced to use cars as there will be less flexibility in travel times
- This would be better than losing the service completely but still an inconvenience which wouldn't suit everyone meaning fewer people using the bus – a downward spiral
- We would have even less choice in when we could travel and when we could return.



Why do you say that?
Base: All respondents (n=1,401)

Retaining the 101/102 Service at the same level as at present

Retaining the 101-102 service at a similar level to at present would, if anything, be seen as a positive across the communities along the route: 46% would see this as positive vs 20% seeing it as a negative outcome

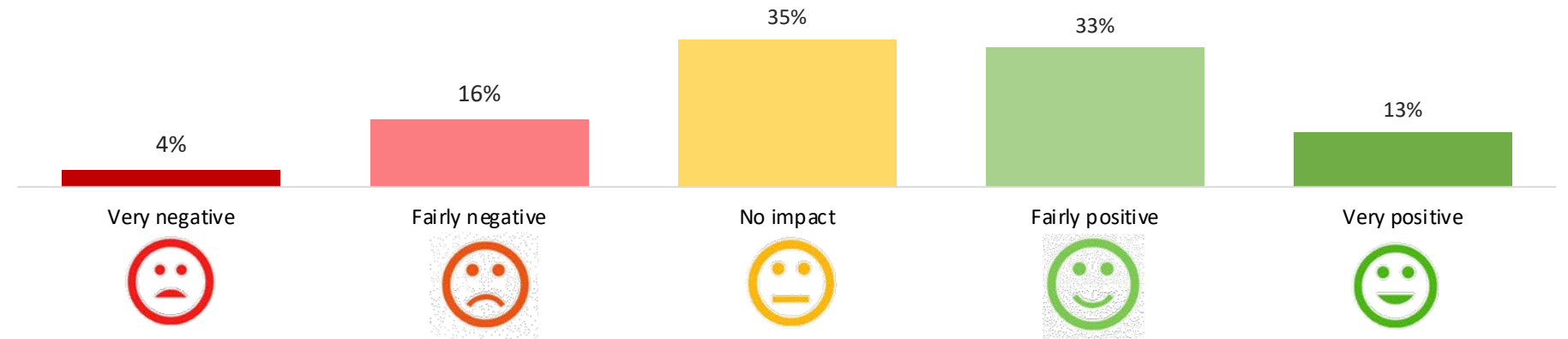
Overall, retaining the current level of service would be seen as a net positive by almost half of those living along the route (46%). Some 35% would see it as having no impact, and 20% would still see this as having a negative impact.

There are variations however. Those who use the service a few times a month or more often are more likely to see the status quo as a positive outcome (53% in each case). However, current 'non-users' are more likely to see this outcome in more negative terms (they are already rare users of the bus, so it is understandable that the 'status quo' is less likely to appeal).

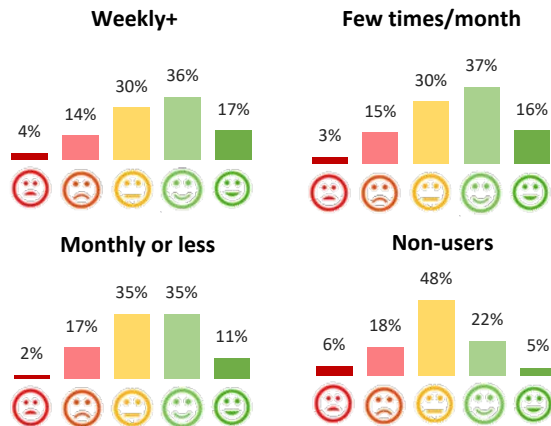
It also varies geographically: those living in Midlothian and Edinburgh would be happier with this outcome than those living in the Borders for example

Again, overleaf, reasons for these responses are examined.

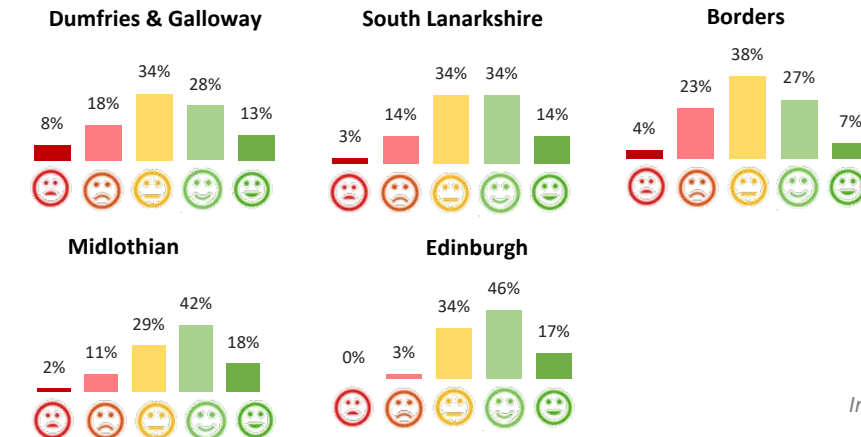
Impact on all residents



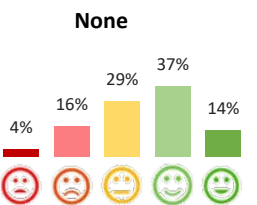
Impact by 101/102 usage



Impact by geographical location



Car access:



Impact on you if the 101/102 service was retained at a similar level to at present?
Base: All respondents (n=1,401)

Increasing the 101/102 Service with more buses throughout the day

Increasing the 101-102 service with more buses throughout the day would have a major, positive impact across all communities on the route

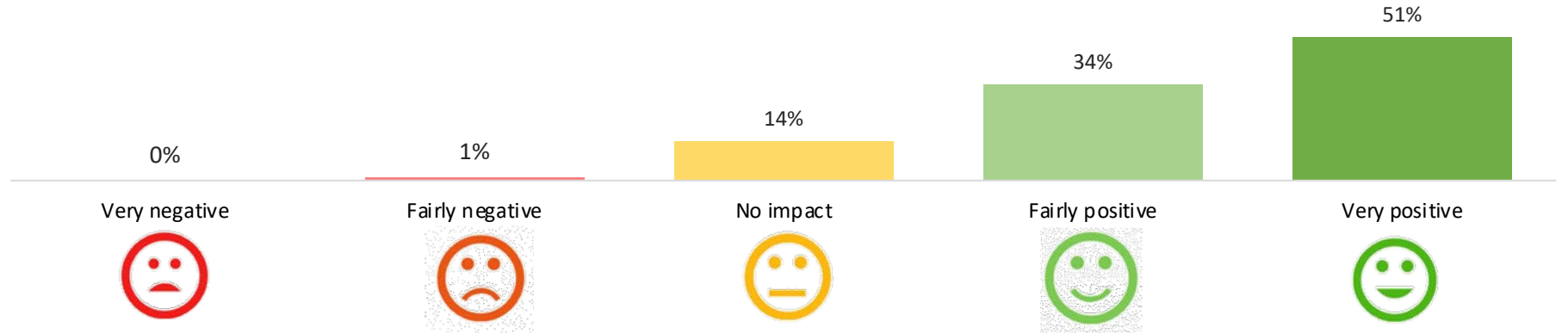
Increasing the current bus service would have major positive impacts to people across all communities along the route. Over half described the impact as very positive (51%) whilst over a third said it would be fairly positive (34%).

Positivity increased with frequency of bus usage – those already using the service on a frequent basis believed they would benefit most positively (two thirds ‘very positive’ – 67% and 91% positive overall), however even amongst current non-users, 80% felt that an increased service would have a positive impact.

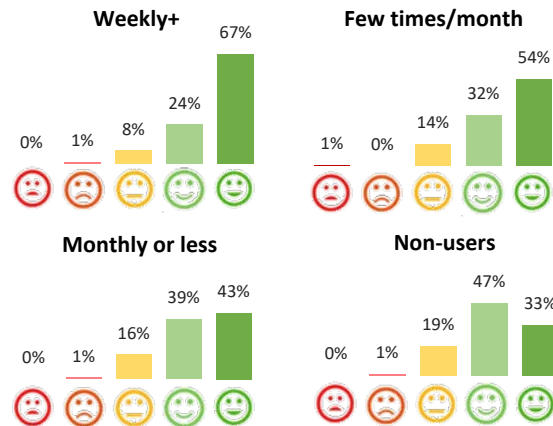
The most positive impacts would be felt in the communities along the route in Borders and Midlothian – 89% and 87% respectively would see positive benefits – 54% and 55% respectively ‘very positive’.

Again, overleaf, reasons for these responses are examined.

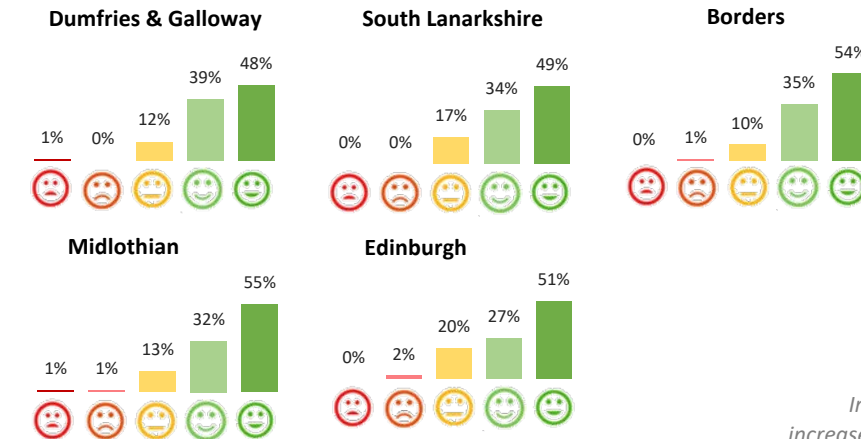
Impact on all residents



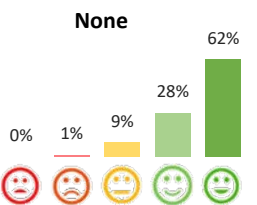
Impact by 101/102 usage



Impact by geographical location



Car access:



Impact on you if the 101/102 service was increased with more buses throughout the day?
Base: All respondents (n=1,401)

4 Increasing the 101/102 Service with more buses throughout the day

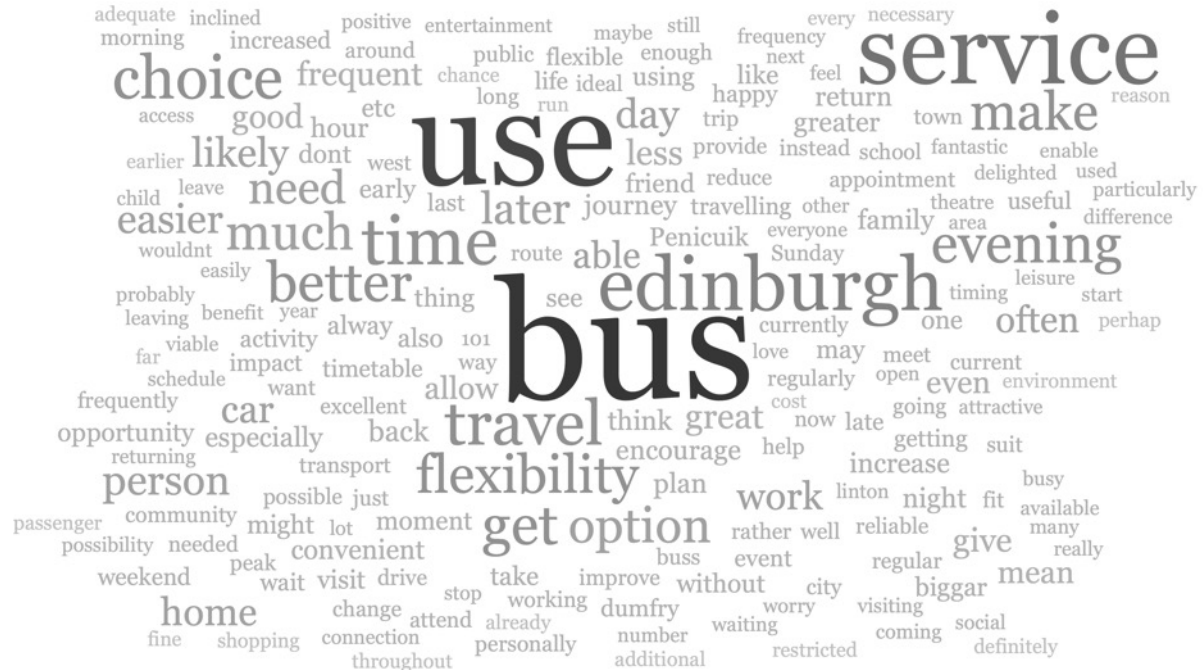
Respondents were then asked to indicate how increasing the existing 101-102 service would impact on them.....

The prospect of an increased service led to a range of very positive comments and responses. In particular, the increased flexibility it would provide them in their lives, the greater opportunities for work and socialising would all be potential results.

The detailed comments can be read in the excel file provided separately

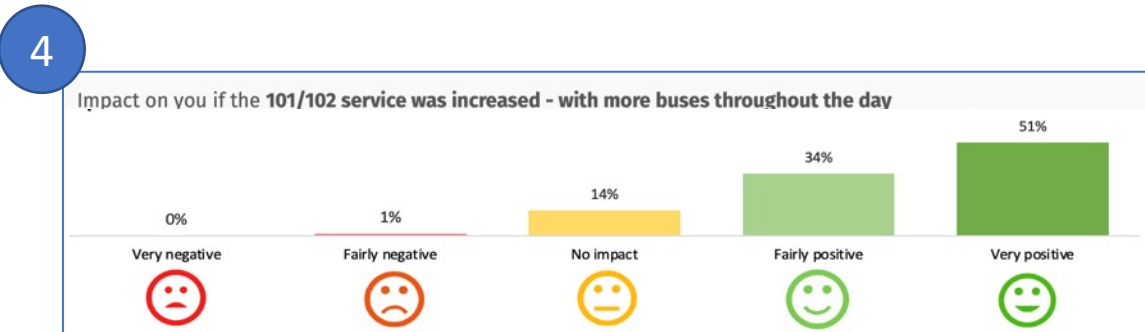
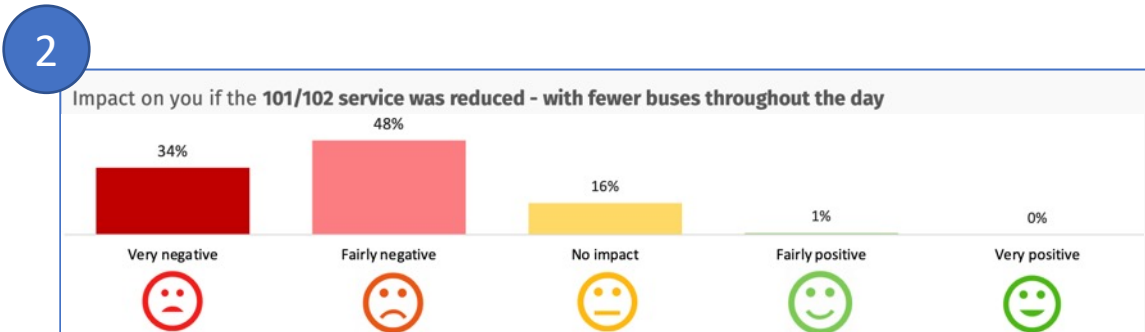
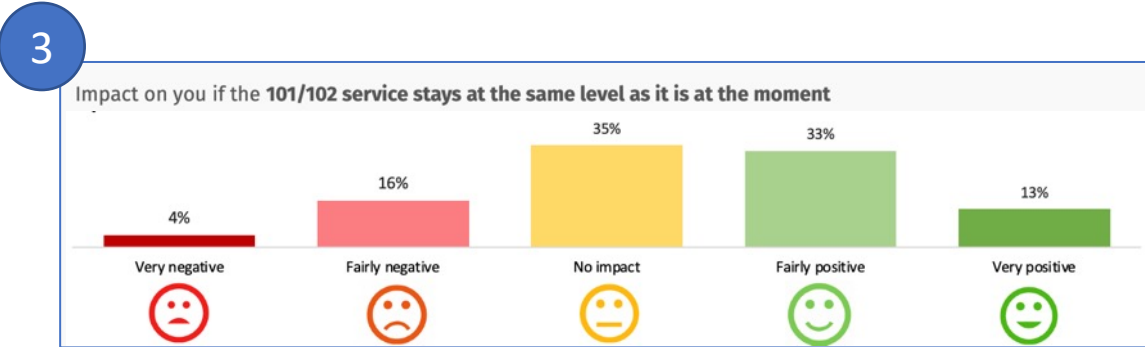
POSITIVE COMMENTS

- Greater flexibility and would enable me to use them more frequently as provides more optionality
- Would be much more likely to take the bus if it were less busy and timed better - both of which are possible by increasing frequency during commuter hours.
- It would be nice to have a later bus back to Biggar so that members of the community could attend events and meals out.
- We need a virtuous circle where more buses = more passengers rather than the self-reinforcing deterioration of recent years. More buses would be especially useful on Sundays when the services is almost unusable but people need to travel for family and recreational reasons.
- I would love a proper, reliable bus service which was comfortable, air conditioned and an evening service which meant people could go out of an evening
- This would provide excellent flexibility for outward and return journeys and allow for more frequent travel and more regular use.
- I would be delighted so would my kids - it would give them independence and be able to socialise more I would also be able to get to work earlier and there would be more job opportunities for our children if the buses were better.
- Would be very impressed if "peak" hours numbers were increased. Would also say late night buses required , particularly at the weekends.
- Increasing the frequency of the buses (especially along the whole route) would vastly improve the usefulness of the buses for everyone
- It would really make people question taking a car if there is a good service. Many people don't trust the service and need to be encouraged out of their car or maybe to get rid of a 2nd/3rd car.



Why do you say that? Base: All respondents (n=1,401)

In summary, the positive impacts on the lives of people along the length of the route cannot be more clearly illustrated than in the charts below: the better and more enhanced the service, the more it will be used and appreciated – by both existing and currently very infrequent ‘non-users’



Finally, we asked people, in their own words to tell us what specific improvements or changes to the service would make them use it more often.....

What would encourage you to use the 101-102 service more?

Later evening buses from Edinburgh, more buses generally and more comfortable/modern coaches are the factors that would be most likely to encourage greater use of the existing 101-102 service.

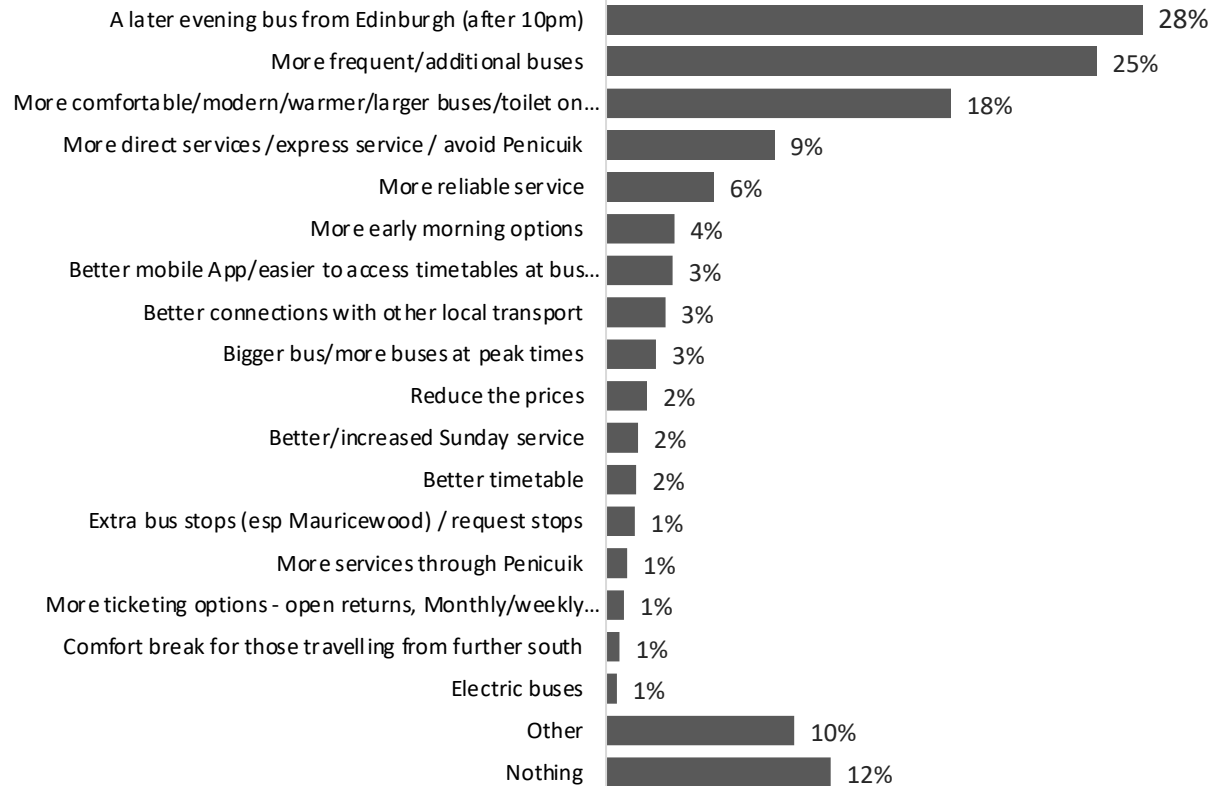
Respondents were asked what factors would encourage them to use the 101-102 service more often. This was an open-ended question, but because of its importance, we have coded up the 1,300+ responses provided opposite.

Amongst the population along the length of the route as a whole, three elements were each mentioned by around a fifth or more: a later evening bus from Edinburgh (ideally 10pm onwards) (28%), more frequent/regular buses generally (25%), and an upgrade in terms of the existing buses – making them more modern and more akin to coach travel given the length of the route (18%). There was also demand amongst 9% for a more direct and faster service – avoiding the Penicuik loop (16% amongst D&G respondents).

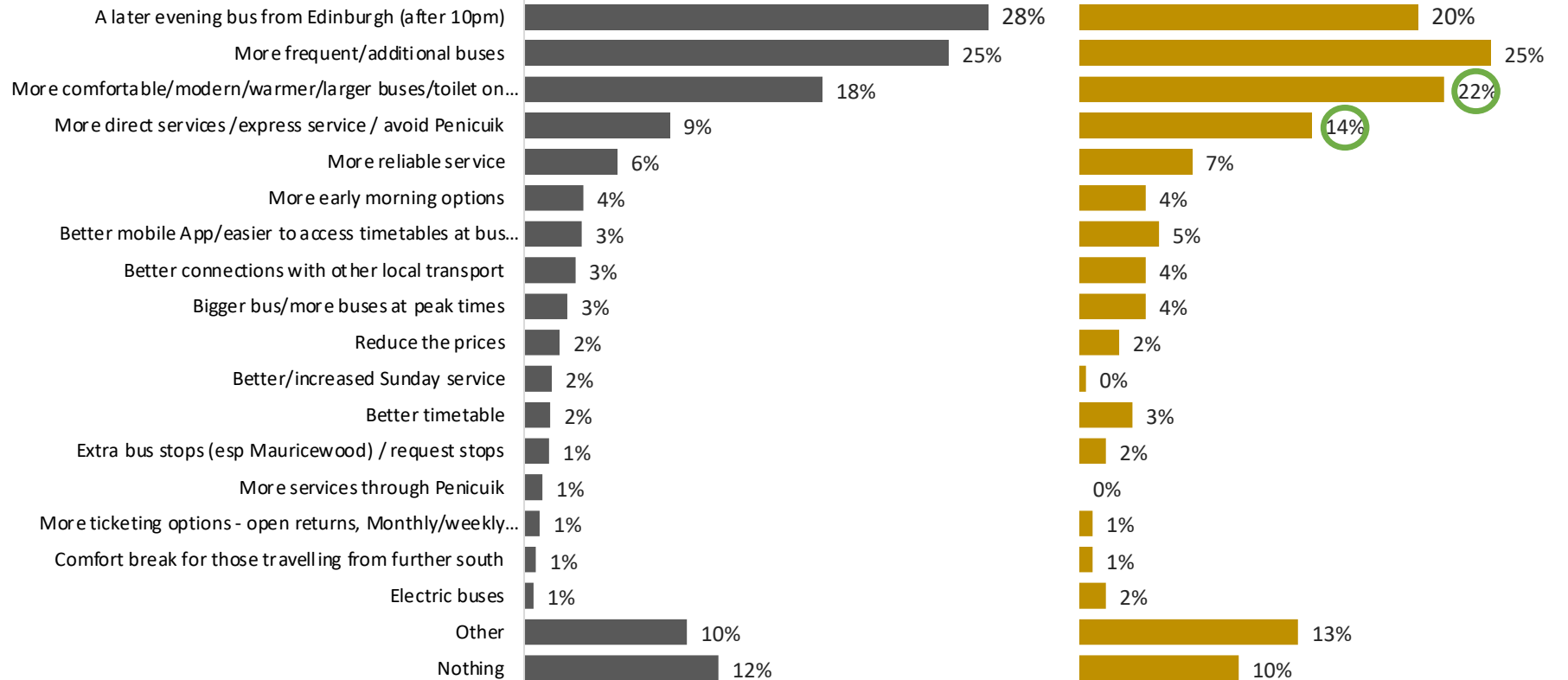
It is interesting to compare the responses from current non-users – if they can be persuaded to use the service occasionally, this could represent a big increase in usage. Responses are similar although they would be more likely to be enticed by more comfortable coaches and a direct/express service into Edinburgh.

Factors that would encourage greater use of the 101-102 service.....

.....All respondents



.....current non-users



Are there any factors or changes to the 101-102 service that would encourage you to use it more often?

Base: All respondents (n=1,401)



Any questions? A follow-up discussion?

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