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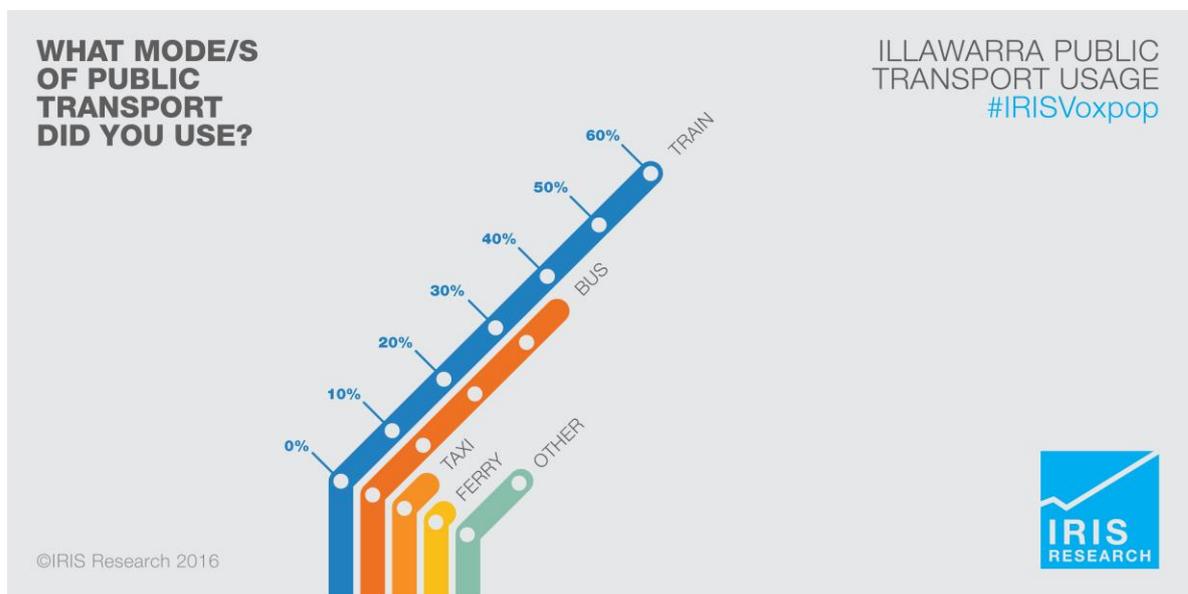
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Public transport – Illawarra needs some convincing

According to the latest #IRISVoxpop Illawarra people are not big users of public transport, but could be encouraged to do so if there were more services available and for longer in the day.



Of the 212 respondents, two-thirds did not use any public transport in the first four days of last week; conversely, one-third did.

This is consistent with the results of our December 2015 #IRISVoxpop on Car Ownership and Usage. So we seem wedded to our motor vehicles, but open in-principle to using public transport if it was more viable. But perhaps it is more viable than many of us travelling daily with motor vehicles may believe, given that 37% of the survey respondents, who used public transport last week, used it for work purposes; 22% for shopping; and 17% for entertainment purposes.

For those who used public transport last week, the primary reason was convenience; followed by cost. These base drivers of transport value and behaviour are expected. What was interesting was that the third reason respondents chose was an ethical one - the environment. "We also found that there was no specific age group where this response was more pronounced, suggesting it is a buying factor for some regardless of their age," said Peter Watts, Chief Executive, IRIS Research.

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Most respondents who used public transport last week were satisfied with the experience, with 22% indicating that they were 'very satisfied.' Only 5% stated they were unsatisfied, while 34% were not sure how they felt about it. "This result suggests that public transport providers are meeting the expectations of most passengers and perhaps that is a message service providers need to promote more to the travelling public?" said Peter Watts.

The survey respondents indicated that the two primary factors that would encourage them to use or increase their usage of public transport were: the availability of more services and for these services to be available for longer in the day. Reduced cost and increased safety were secondary factors.

In other #IRISVoxpop Public Transport Usage survey findings:

- Most of the travel appears local trips, with 64% traveling up to a total of 50kms on their trip/s. This is consistent with the destinations of their trips (work and home primarily) and reflects the convenience of living in the Illawarra.
- Most trips were from home to work or shopping.
- 65% of trips were completed without the use of additional, private transport. In other words, close to departure and destination points.
- 26% of respondents' public transport trips exceeded 100kms in total, suggesting these are hard-core commuters traveling within and outside the Illawarra regularly.
- The most popular form of public transport was train (60%) followed by bus (37%). 2% caught ferries suggesting they travelled to areas outside of the Illawarra, such as Sutherland Shire and Sydney.

The survey

212 locals responded to the Public Transport Usage #IRISVoxpop run on 10-11 June 2016. As always, we are grateful to the people of the Illawarra for being willing to share their views with us through the #VoxPop series. We hope the prize winners enjoy their prizes.

If you want to get involved in the conversation and haven't registered to be on IRIS Research's On-Line Panel, go to www.iris.org.au and follow the links. It's free, quick, easy and fun AND there are gift vouchers to be won for lucky participants.

Further media comment:

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