

The Big Lemon

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*Environmentally-friendly bus services
for a better future*

Passenger Survey

The Big Lemon recently carried out a survey of 100 of its passengers, the majority of whom were students at either Sussex or Brighton universities. The questions and answers were as follows:

1) How often do you use The Big Lemon?

- 35% A few times a month
- 31% A few times a week
- 16% Daily
- 13% Once or twice a month
- 4% Never
- 1% No answer

2) Which fare structure would you prefer?

- 26% Single £1.50; All Day £2; Night Single £2.20
- 22% Single £1.40; All Day £2.20; Night Single £2.20
- 16% Single £1.50; All Day £2.20; Night Single £2
- 15% Single £1.60; All Day £2; Night Single £2
- 11% I'd prefer the frequency and prices to stay as they are (Single £1.20; All Day £2; Night Single £2)
- 9% Any of the above would be fine
- 1% No answer

3) What's the best thing about The Big Lemon?

- 65% Friendliness of drivers
- 39% Price
- 37% Environmental sustainability

4) How can The Big Lemon improve its service?

- 78% Increase the frequency
- 11% Improve timekeeping (some people complained that buses left early sometimes, something that the Company has addressed)
- 11% Extend the route

NB. Questions 1) & 2) were multiple choice, and the percentages add up to 100%. Questions 3) & 4) simply asked people to write down what they thought, and listed here are the answers that came most frequently. The percentages exceed 100% in total because some people put more than one point down in their answer.



The Big Lemon C.I.C.
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