

RESEARCH SUMMARY

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| Title | Dial-a-Ride non-active users 2009 |
| Objective | Reasons for non-use of the Dial-a-Ride service among registered users |
| Date | June 2009 |
| Methodology | 500 telephone interviews with people registered with DaR who have not made recent use of the service |

Key findings

- The main reasons for not using the DaR service amongst non-active members is that they either use other modes instead, or disability, age or illness make it difficult to go out at all. Most other reasons relate to service issues, the top issue being that DaR could not accommodate their booking
- Just over half of non-active members have found the service they required unavailable on at least one occasion. Three in ten have not been able to get through to someone who could take a booking, and a quarter have successfully made a booking which was later cancelled by DaR.
- Non-active members give the overall DaR service a satisfaction rating of 67 out of 100. Among those who had actually travelled with DaR, but not during the two months prior to this survey, the overall satisfaction rating with the last journey stands at 80 out of 100.
- The most common unprompted aspect non-active members would like to see improved is the service being more reliable/ dependable. When prompted, preferred improvements are mainly to improve the booking service, and the reliability and availability of vehicles.
- In order to improve the availability of DaR trips, more than half would prefer to have better daytime availability during the week and around a fifth would choose better daytime availability at weekends.
- Three quarters of non active members are likely to use the service in the future; this is a significant increase on 2006 where just over two thirds indicated a likelihood to use the service in the future.

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