

**Dial-a-Ride non-  
active users 2009**

**08223**

June 2009



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Research conducted by Synovate

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## 1 Executive summary

This report presents the findings from the 2009 Dial-a-Ride Non-Active Members Study. 'Non-active members' are defined as Dial-a-Ride members who have not used the service for at least two months prior to this survey being conducted in March 2009. There were 28,847 members who fell into this category which represents 58% of the total membership of just under 50,000.

The survey found that the top reasons for not using the D-a-R service amongst non-active members are use of other modes instead and disability, age or illness making it difficult to go out at all. Most of the other reasons for not using Dial-a-Ride (more) relate to service issues.

Fifty six per cent of non-active members who have made or attempted to make bookings have on at least one occasion got through to the booking service only to find that the service required was unavailable. Twenty nine per cent have had the experience of being unable to get through to someone who could take a booking, and 23% successfully made one or more bookings but then had the booking cancelled by Dial-a-Ride on at least one occasion.

Twenty four per cent of those who have experienced past problems with the booking service are unlikely to use the service in the future. This suggests that service issues discourage future usage among members.

Sixty four per cent of non-active users rating the overall D-a-R service claim to be satisfied, giving the service a rating of 7+ (out of 10). When calculated as a mean score, and multiplied by a factor of 10, satisfaction for non-active members rating the service stands at 67 out of 100 (higher than the overall percentage as the satisfied have been more likely to express their satisfaction more strongly than the dissatisfied express their dissatisfaction).

Overall satisfaction for the Customer Satisfaction Survey<sup>1</sup> (CSS) conducted with active members stands at 92; this is 25 points higher than satisfaction with non-active members. It is worth noting that the CSS asks active members to rate their last journey, taking into account various service aspects, whilst this survey (with non-active members) asks members (including those who have never travelled) to give their satisfaction of the D-a-R service as a whole.

The survey shows a correlation between actual use of the D-a-R service and satisfaction. Eighty three per cent of non-active members who had actually travelled at least two months prior to this survey are satisfied with various service aspects of their last journey (giving the service a rating of 7+ out of 10). When calculated as a mean score, and multiplied by a factor of 10, satisfaction among this group stands at 80 out of 100. The survey shows a narrower gap between non-active members who have actually travelled and active members participating in the CSS. It is worth noting that both non-active members who had actually travelled at least two months prior to this survey and active members are asked the same question.

The main spontaneously mentioned service aspect that non-active members would like to see improved is that the service is more reliable/dependable. This is followed by requests that the service takes them shopping and goes to other places/further. When prompted, preferred improvements are mainly to improve the booking service, improve reliability and improve the availability of vehicles each mentioned by over one in five of non-active users.

In terms of availability of service, more than half (53%) of non-active members would prefer Dial-a-Ride to have better daytime availability during the week and around a fifth (18%) would choose better daytime availability at weekends. Levels of demand for evening travel are much lower.

Claimed intention to use Dial-a-Ride in the future is high. Almost three-quarters (73%) of non-active members say they are very or fairly likely to use the service in the future, which

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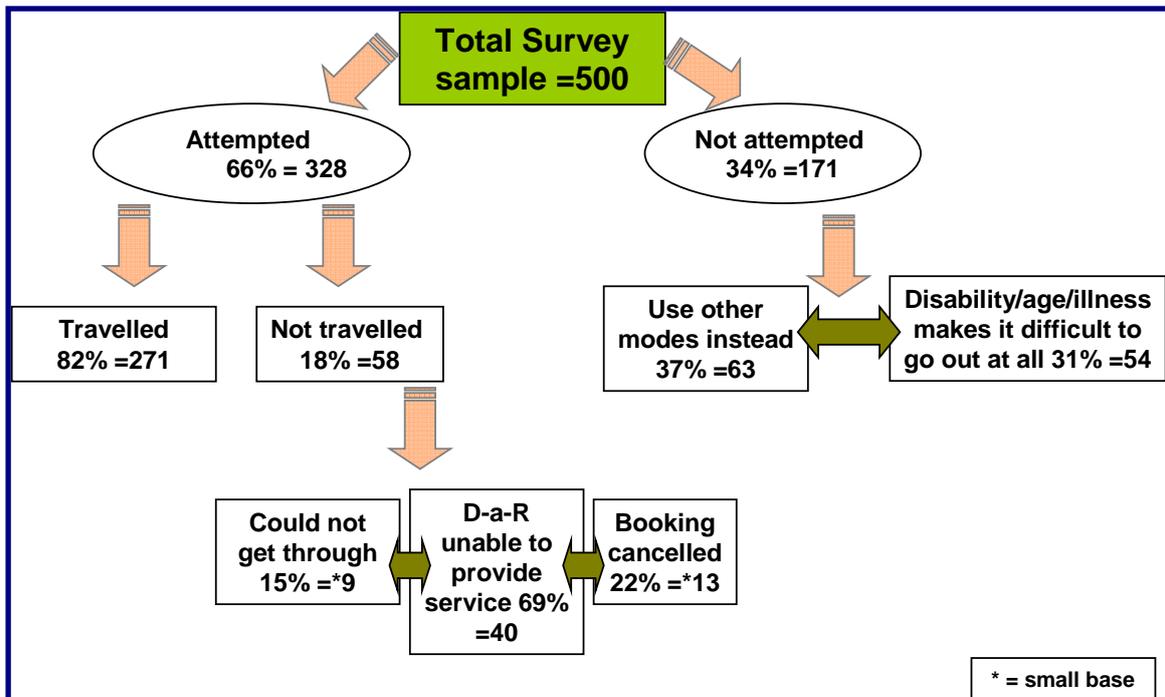
<sup>1</sup> Conducted by GfK NOP (February 2009)

represents a significant increase on 2006. There was a correlation between likelihood to use Dial-a-Ride in the future and dependency on the service. Nine in ten of those claiming to use the service for all or most journeys are likely to say they will use it in the future.

Since 2006, there has been little change to the proportion of non-active Dial-a-Ride members who go out for any type of journey at least once a week: four out of five do so. The most commonly made journeys are shopping and outings with a medical purpose, such as visits to the doctor or hospital. Non-active Dial-a-Ride members are most likely to travel by car or on the ordinary bus for these outings.

One in twenty (5%) non-active members do not go out at all. This low figure suggests that non-usage of the Dial-a-Ride service is not simply related to an inability of non-active members to go out. Having said that, around a quarter admit that they do not use Dial-a-Ride more because disability, age or illness makes it difficult for them to go out.

### Summary of Survey Results



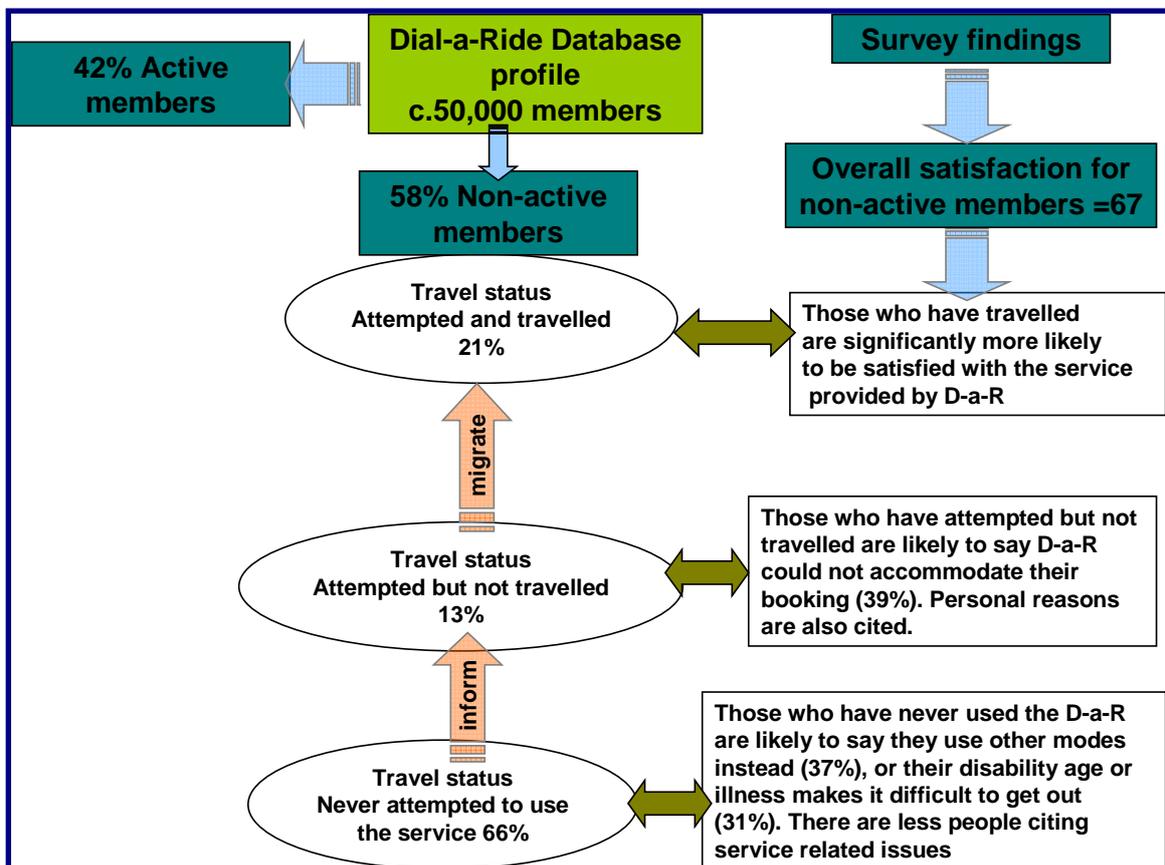
In order to allow for making detailed inferences about reasons for non use the 2009 'Non-Active User Survey' used quotas to ensure statistically robust numbers in each of the three main groups of non users ; the sample was drawn as below:

- Attempted and have never travelled =33%
- Attempted and travelled at least two months prior to this survey = 32%
- Never attempted to use the service =35%

The sample was then weighted back to replicate the actual D-a-R non-active user profile as shown below:

- Attempted and have never travelled =13%
- Attempted and travelled at least two months prior to this survey = 21%
- Never attempted to use the service =66%

Therefore, we can confidently report that the survey result reflect those of D-a-R members. The chart below gives a visual illustration of the D-a-R database profiles and the key survey findings for each group.



## 2 Introduction

This report presents the findings from the 2009 Dial-a-Ride Non-Active Members Study.

### 2.1 Background

Dial-a-Ride is a door-to-door bus service for Londoners who have difficulties using conventional public transport. Dial-a-Ride is concerned that there is a proportion of registered members of the service who do not make any journeys with the service or are not utilising the service more regularly.

Non active users for the purposes of this study were defined as those who had not used the service for at least two months prior to the survey or had never used the service since they joined. As in 2004 and 2006, this survey aims to uncover reasons for non-use and pin-point areas and initiatives which would encourage greater use among all Dial-a-Ride members.

In 2004, Synovate conducted research into the reasons why registered members were not using the service. This research was revisited in 2006 in a similar way, but with additional objectives of determining whether the introduction of extended hours (during the evenings and weekends) would encourage people to use the service, and also assess the level of demand. The 2009 survey aims to update overall perceptions of the service provided by Dial-a-Ride, explore behaviour and also measure satisfaction among non-users.

Additionally, this survey will draw comparisons from 2006 where possible in order to gauge any movement in perceptions since the last survey.

## 2.2 Objectives

The main objectives of the research were to:

- Identify the reasons why people are registered with D-a-R but not travelling at present
- measure the service-related reasons for not using Dial-a-Ride
- identify whether service-related reasons for not using Dial-a-Ride relate to recent service experiences
- identify the personal circumstances for not using Dial-a-Ride, including hearing/communication problems, vehicle access problems and health deterioration issues
- measure the extent to which non-usage of Dial-a-Ride is due to members' image of its positioning relative to themselves
- measure the perceived role of Dial-a-Ride within the total range of transport modes that non-users can access
- Pinpoint areas for improvement

## **2.3 Research Method**

The research was undertaken in March 2009 and comprised a telephone survey with non-active members. As in 2006, there was an acknowledgement that some members would not be able to participate in the research. In order to overcome any such issues, in cases where the member could not participate, a carer was interviewed if the registered non-user was unable to participate in the telephone interview, (a method previously adopted for the Dial-a-Ride CSS survey). In total 21% of interviews were conducted with carers.

The survey was undertaken between 16th to 30th March 2009, and consisted of 500 interviews.

## 2.4 Quotas and Weighting

Quotas were set in order to represent all non-active user groups in the survey. The groups and proportions were set as follows:

- Attempted and have never travelled =33%
- Attempted and travelled but not in the two months prior to this survey = 32%
- Never attempted to use the service =35%

In addition to the quotas on non-user groups, age and gender quotas were set in line with the non-user profile. At the analysis stage, results were then weighted back to reflect the true profile of Dial-a-Ride non-users, in terms of age, gender and non-user type as shown below:

### Weighting profile:

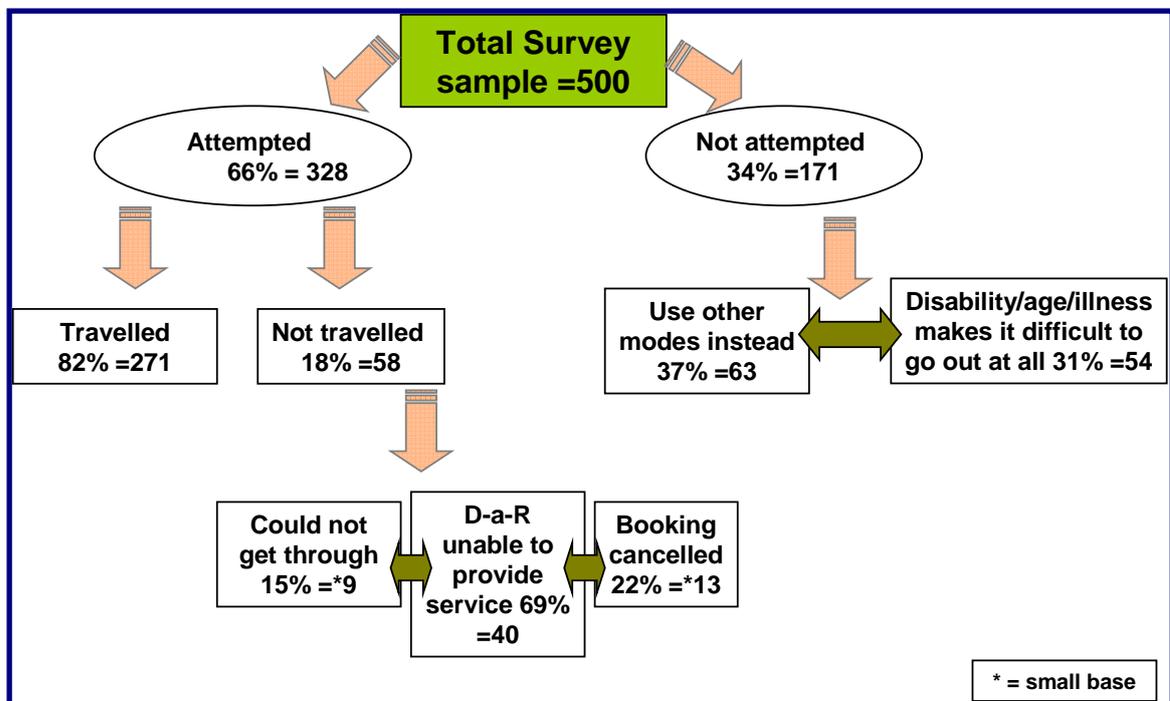
	Percentage
<b>Gender</b>	
Male	29%
Female	71%
<b>Age</b>	
0-64	19%
65-79	29%
80+	52%
<b>Travel Status</b>	
Attempted and have never travelled	13%
Attempted and travelled	21%
Never attempted to use the service	66%

### 3 Non active user profile

Overall, 500 Dial-a-Ride members were interviewed for the 2009 'Non-Active User Survey'. Two thirds of members (66%) had attempted to use the D-a-R service and of these, eight in ten (82%) had travelled at some time but not in the two months prior to this survey.

A third of members interviewed had not attempted to travel. The main reason given for not travelling by this group was that they use other modes instead. A third had not attempted to use the service because their disability, age or illness makes it difficult to go out at all.

The chart below gives a visual picture of behaviour and perceptions of non-active members who participated in the survey. It is worth noting that the proportion reporting to have attempted to use the D-a-R service in the survey is much greater than the actual numbers recorded as having used the service on the D-a-R database.

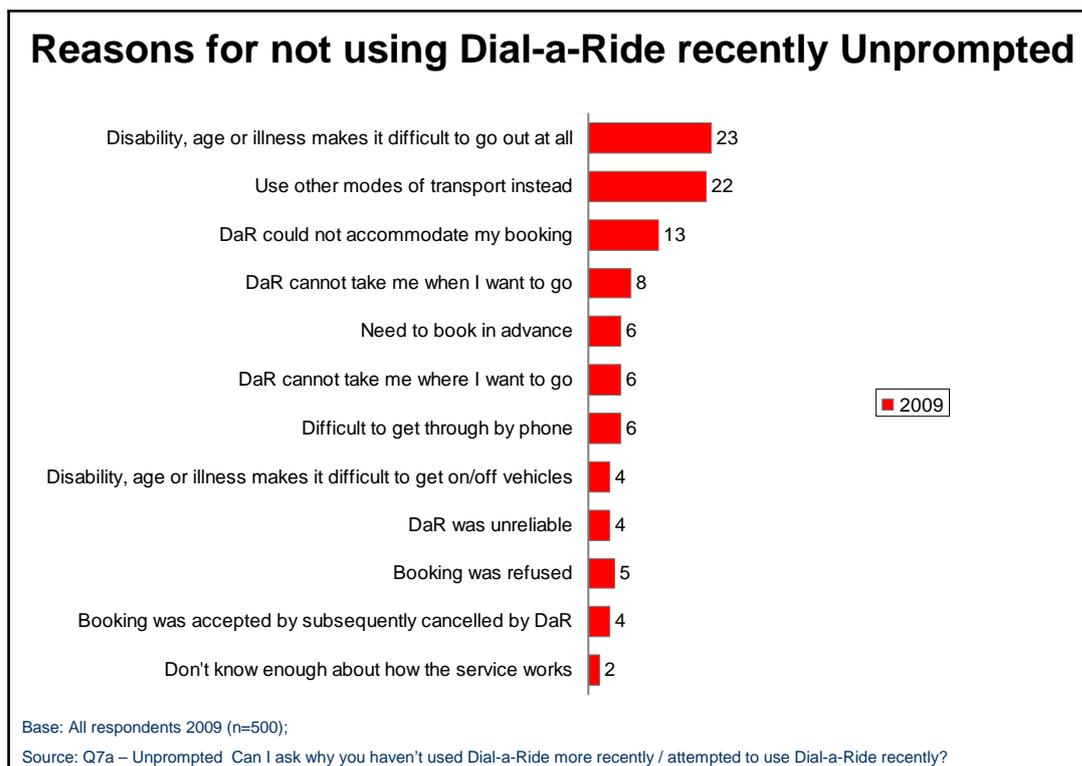


## 4 Main findings

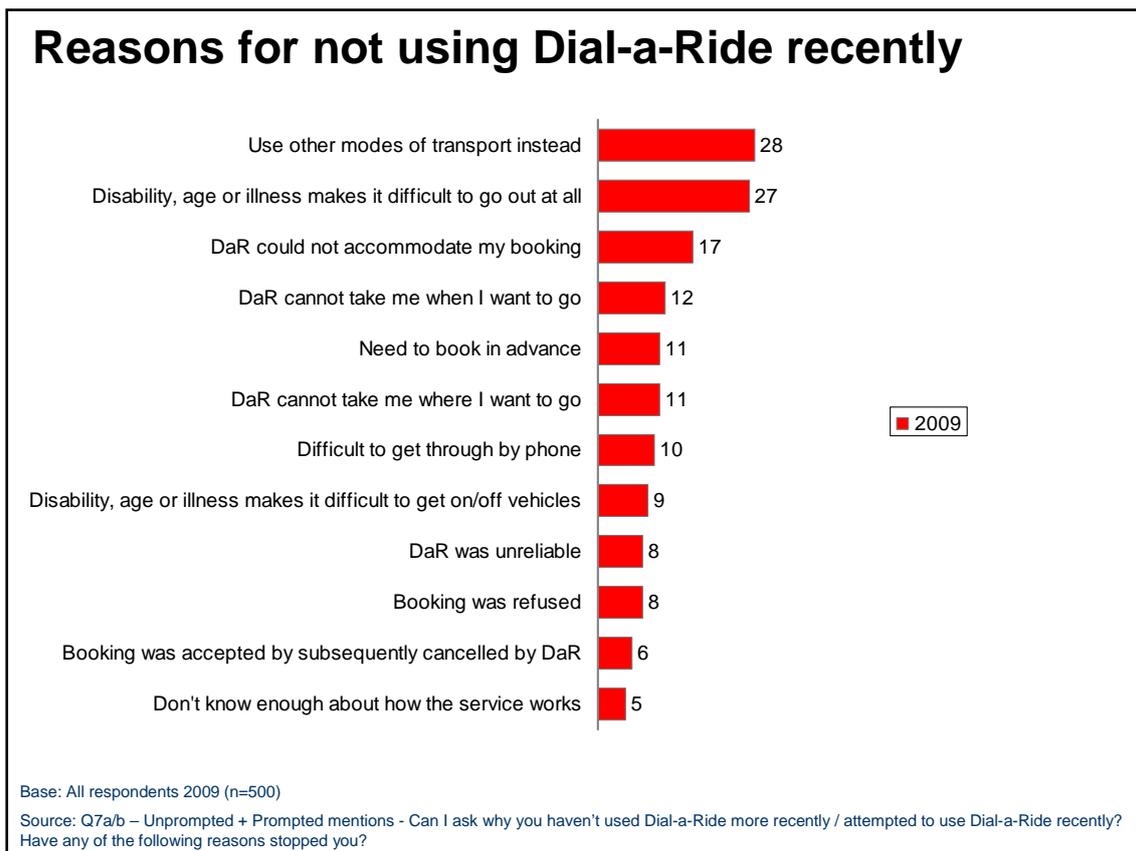
### 4.1 Reasons for not using Dial-a-Ride

Non-active members were asked why they had not used the Dial-a-Ride service either recently or not at all. They were initially asked for reasons why they have not used the service recently without prompting, after which they were read a list of possible reasons they had not spontaneously mentioned and asked which, if any, applied. Members could give more than one reason for not using the service.

As shown in the chart below, the top two most mentioned unprompted reasons for not recently using the Dial-a-Ride service are personal, therefore beyond D-a-R's remit. Over one in five *use other modes instead of D-a-R* and a similar proportion have not used the service recently because their *disability, age or illness makes it difficult to go out at all*. There are also service related issues mentioned, with the top reason being that D-a-R could not accommodate their booking. Other unprompted reasons given are shown in the chart below.



The following chart shows total (unprompted and prompted) responses with both prompted and unprompted responses combined. Again, the two top reasons are personal, with 28% saying they *use other modes of transport instead* and 27% saying their *disability, age or illness makes it difficult to go out at all*.



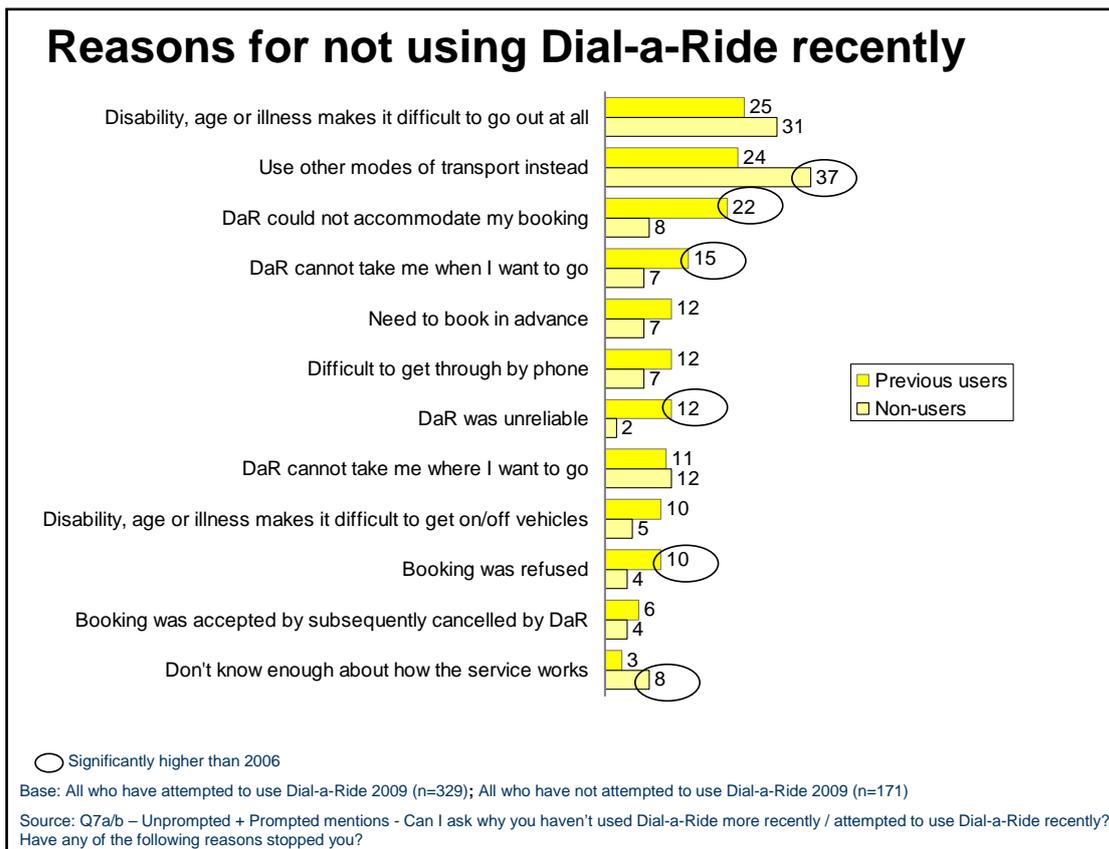
Most of the other reasons mentioned relate to service issues. Seventeen per cent of members have not used Dial-a-Ride (more) because *Dial-a-Ride could not accommodate my booking* (17%), *you need to book in advance* (11%) and it was *difficult to get through by phone* (10%). Additionally, around one in ten continue to say that they do not use the service because *it cannot take me when I want to go* (12%) and *where I want to go* (11%).

Interestingly, one in twenty (5%) non-active users don't use Dial-a-Ride service simply because they *don't know enough about how the service works*.

There are some significant differences between those who have attempted to use D-a-R and those who have not. The chart below shows that those who have never used the

service are more likely to have access to other modes of transport than those who have attempted to use the service (37% vs. 24%) which could explain the reason for non or reduced use among this group. Again, those who have never used the service are also significantly more likely to say that they *don't know enough about how the service works* (8% vs. 3%).

Unsurprisingly, those who have attempted to use the service are significantly more likely than those who have not to claim that Dial-a-Ride *could not accommodate my booking* (22% vs. 8%), *cannot take me when I want to go* (15% vs. 7%), *was unreliable* (12% vs. 2%) and that their *booking was refused* (10% vs. 4%).



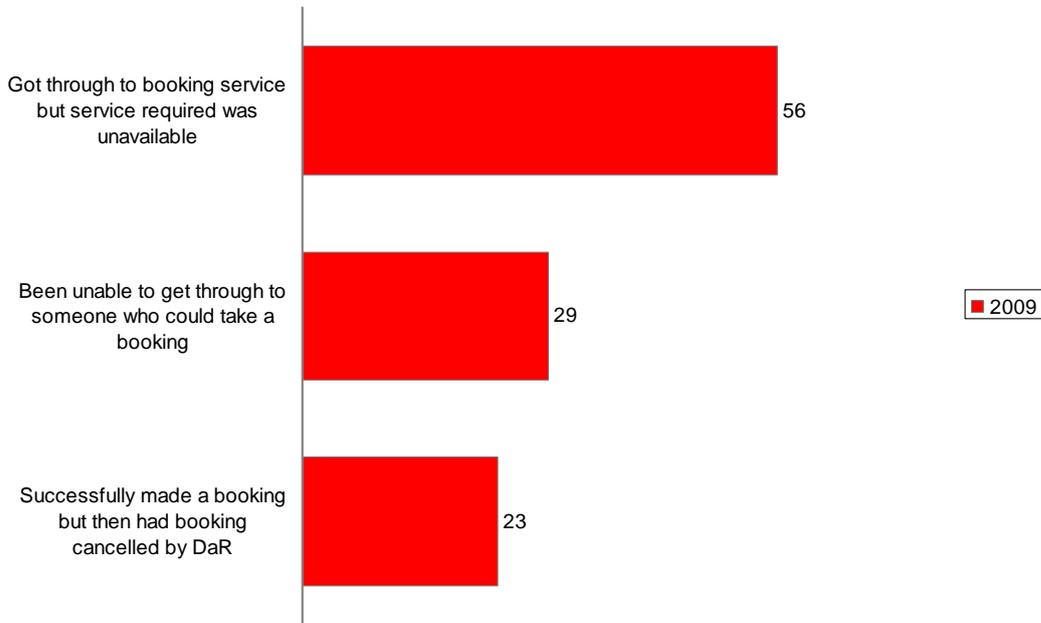
## 4.2 Service Related Problems Experienced with Dial-a-Ride

Overall, seven in ten of those with booking experience had experienced a problem with getting through to make a booking, the service they required being unavailable or had experienced a cancellation.

More than half (56%) of the non-active members who have made/attempted to make Dial-a-Ride bookings have on at least one occasion got through to the booking service but the service they required was unavailable. Almost three in ten (29%) have had the experience of being unable to get through to someone who could take their booking whilst almost a quarter (23%) had successfully made one or more bookings but then had a booking cancelled by Dial-a-Ride on at least one occasion.

Of particular concern is the fact that a fifth (19%) of those who have never actually used the D-a-R service to travel claim to have been unable to get through to someone who could take their booking and four in five of them (80%) got through to the booking service but the service they required was unavailable on at least one occasion. This suggests that there are non-active users who are attempting to use the service, but are being deterred from using it.

## Problems experienced with Dial-a-Ride



Base: All with booking service experience 2009 (n=329)

Source: Q15a/Q16a/Q17a – Thinking about the times when you've contacted Dial-a-Ride, have you ever...?

Members experiencing problems with the booking service were also asked the frequency with which these problems had occurred. The table below shows that being unable to get through to the booking service is more likely to *happen most or some of the time* than having a booking refused or cancelled.

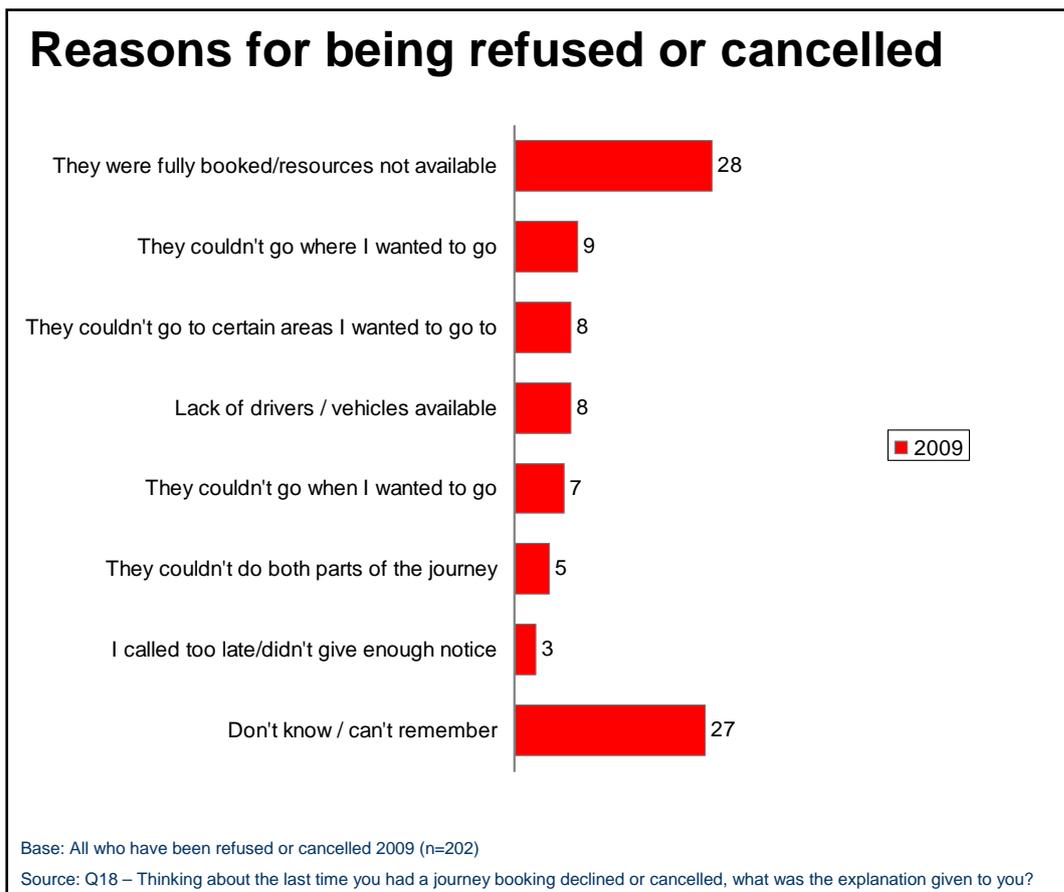
## Problems experienced with Dial-a-Ride

	Unable to get through	Booking refused	Booking cancelled
	2009	2009	2009
Base n=	95	185	76
Significant difference (95%)	A	C	E
<b>Happened all the time</b>	7%	22% AD	15%
<b>Happened most of the time</b>	28% CE	16%	15%
<b>Happened some of the time</b>	46% CE	31%	30%
<b>Happened rarely</b>	15%	28% A	40% A
<b>Don't know</b>	4%	2%	0%

Source: Q15b/Q16b/Q17b – And how often did this happen; would you say it was...?

### 4.3 Reasons for Booking Refusal or Cancellation

Non-active members who have experienced problems with Dial-a-Ride were asked what reason they were given for having a booking refused or cancelled.



The most common reason given for refusal or cancellation is resources being *fully booked or not available* (28%). Although this is an issue of concern, it is encouraging to see that rather than a *lack of drivers/vehicles* (8%), it seems that the service becomes overbooked.

Other reasons for cancelling or refusing bookings relate to a perceived lack of flexibility in accommodating particular times and destinations, while around a quarter (27%) could not remember the reason they were given.

- Those saying *they couldn't go where I wanted to go* are more likely to have never used the service (18%) compared to 6% of those who had used 3 or more times

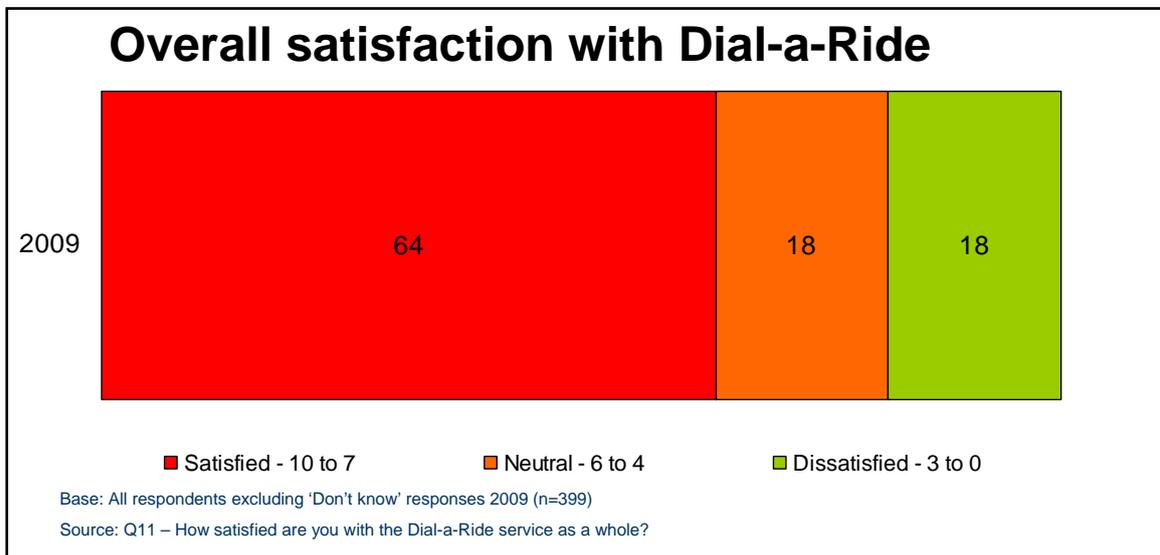
- Those who have been unable to get through to the booking service are more likely than non-active users overall to be registered as disabled (77% vs. 67%)
- Those who got through to the booking service but the service they required was unavailable are more likely to be part-time workers or those unable to work due to illness/disability (3% and 19% respectively vs. 1% and 12% respectively overall)
- Those who have experienced having a booking cancelled by Dial-a-Ride are more likely to be aged below 35 years (5% vs. 2% overall), to be unemployed due to illness/disability (23% vs. 12%) and to be registered as disabled (84% vs. 67% overall).

## 4.4 Satisfaction with Dial-a-Ride

### 4.4.1 Overall Satisfaction

Non-active members rated the Dial-a-Ride service as a whole at 67 out of 100. The satisfaction rating is calculated as a mean score, and multiplied by a factor of 10 in line with the D-a-R Customer Satisfaction survey (CSS) conducted among active members<sup>2</sup>. In the CSS, active members gave the D-a-R service a rating of 92; this is 25 points higher than satisfaction with non-active members. It is worth noting that the CSS asks active members to rate their last journey, taking into account service aspects like the telephone call made and punctuality, whilst this survey (with non-active members) asks non-active members (including those who have never travelled) to give their satisfaction of the D-a-R service as a whole.

The chart below shows satisfaction for this survey expressed in percentages.



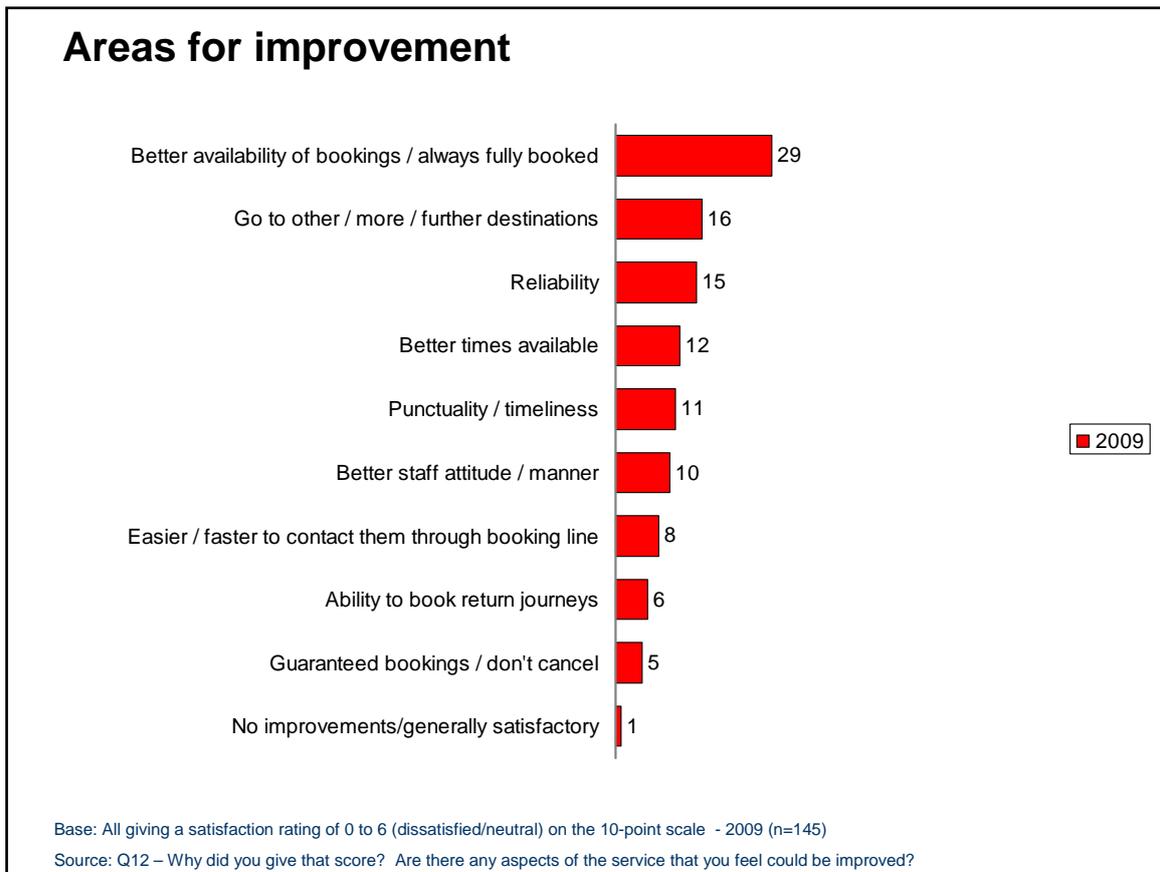
Non-active members were asked to provide a rating out of ten of their satisfaction with the Dial-a-Ride service, where 10 was extremely satisfied and 0 was extremely dissatisfied. Those who have never used the service were asked to base their rating on their perceptions rather than actual experience. Despite this instruction, overall, a fifth of respondents (20%) felt that they were unable to rate the Dial-a-Ride service. Two thirds

<sup>2</sup> Conducted by GfK NOP (February 2009)

(64%) of those giving a rating were satisfied with Dial-a-Ride. Around one in five (18%) gave the service a neutral score and a similar proportion (18%) are dissatisfied.

#### 4.4.2 Reasons for Dissatisfaction

Non-active members who gave an 'overall satisfaction' score of 6 or below were asked whether there were any aspects of the service they felt could be improved. *Better availability of bookings* is the main aspect that non-active members say they would like to see improved. This is followed by requests that the service goes *to other / further destinations* and has greater *reliability*. This latter request is of particular concern to those aged 80 and above.

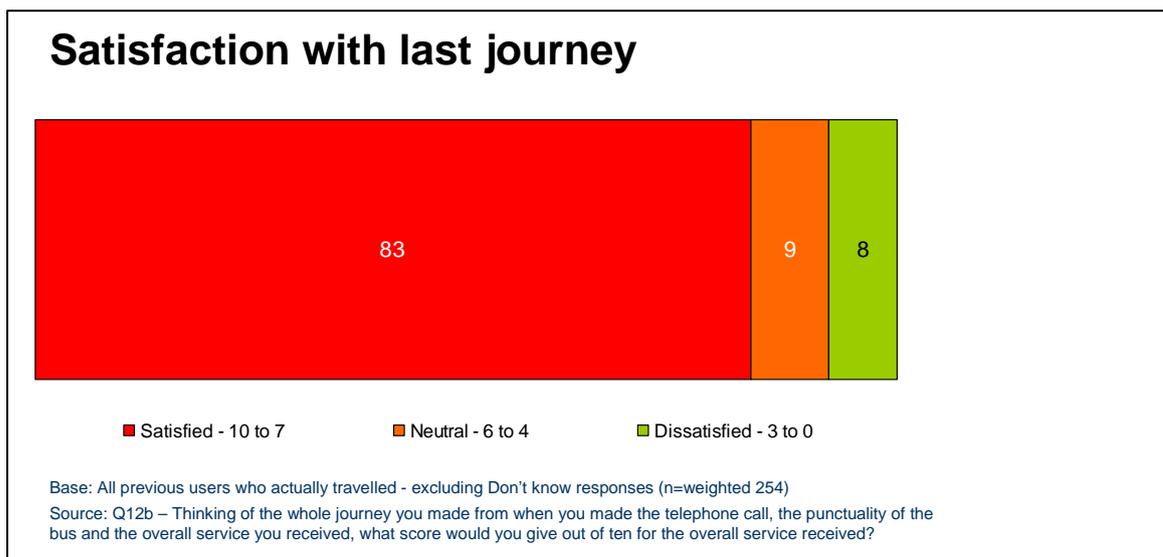


### 4.4.3 Satisfaction with last journey

Those who reported that they had travelled albeit not during the two months prior to this survey were asked how satisfied they were with the various elements of the last journey they made. This question was asked in the same way as in the CSS with active members.

Overall, non-active members who had travelled, but not during the two months prior to this survey rated the service at 80 out of 100. As shown earlier (section 4.4.1), the satisfaction rating among active members stands at 92. The survey findings show that there is a strong correlation between actual use of the service and satisfaction. The CSS satisfaction rating among active members is 12 points higher than among non-active members who have travelled, but not during the two months prior to this survey, as shown earlier, when those who have never travelled are factored in, the difference goes up to 25.

The chart below shows satisfaction among non-active members who had travelled, but not during the two months prior to this survey expressed in percentages.



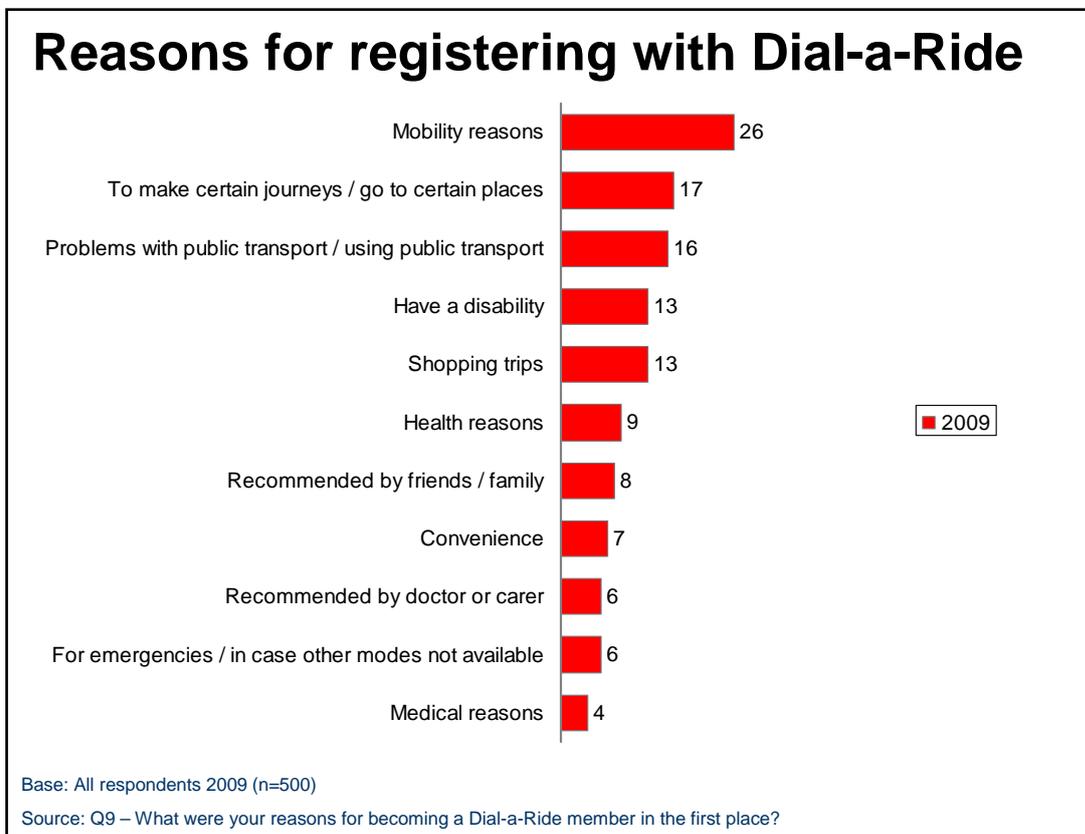
Non-active members who had previously travelled with Dial-a-Ride were asked to rate how satisfied they were with the last journey they made. They were asked to think of the overall journey, from the telephone call, punctuality of the bus and the overall service.

The chart on the previous page shows that satisfaction among this group is significantly higher than it is overall. Over eight in ten (83%) of those who have travelled with Dial-a-Ride were satisfied with their last journey (score of 7, 8, 9 or 10). Only one in twelve (8%) gave the service a low rating (score of 3 or below).

## 4.5 Dial-a-Ride usage

### 4.5.1 Reasons for registering with Dial-a-Ride

Non-active members were asked to describe why they had originally become a Dial-a-Ride member. The most frequently mentioned reasons for registering are shown in the chart below, highlighting a wide range of reasons given.



Mobility is the primary reason for becoming a member (26%), the second most mentioned reason is registering to make certain journeys or go to specific places (17%).

As illustrated in the chart above, *problems with using public transport* is mentioned as a reason for registering to be a member by 16%.

Females (15%) and those aged 80 or above (17%) are more likely than males (6%) and those aged below 80 (7%) to have registered in order to go on *shopping trips*

- Those aged below 80 are more likely than those aged 80 and above to have registered because they *have a disability* (18% vs. 9%).

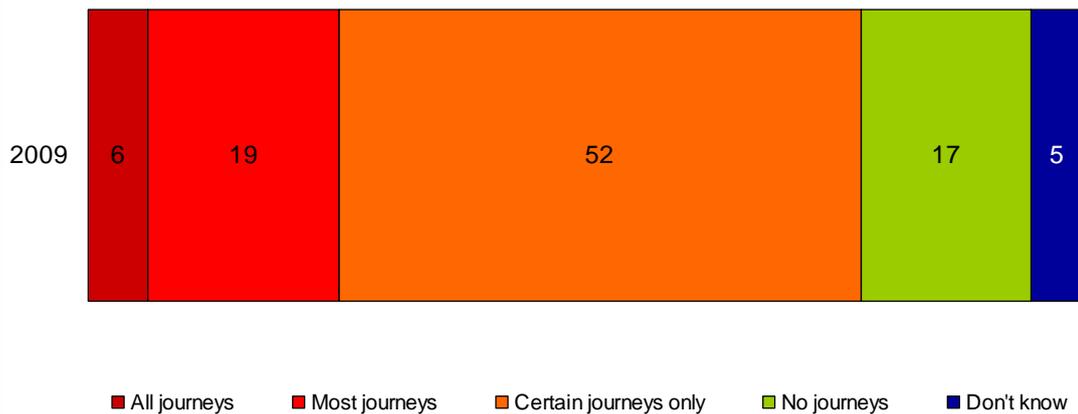
#### **4.5.2 Dependency on Dial-a-Ride**

Non-active members who have previously used the service were asked the extent to which they make use of the Dial-a-Ride service.

With the survey focusing on people who have not used Dial-a-Ride for at least two months prior to being interviewed, high dependency on the service is expected to be low. While this is borne out by the chart overleaf, a quarter of members who have previously travelled use the service for all (6%) or most (19%) of the journeys they make. Around half of non-active members (52%) use the service to make certain journeys, leaving less than a fifth (17%) claiming to never use the service.

It is worth noting that there may be a degree of over claiming use of service. Over a half of those who claimed to have attempted to use the Dial-a-Ride service were noted as non-users on the D-a-R database.

## Dependence on Dial-a-Ride



Base: All previous users of Dial-a-Ride 2009 (n=271)

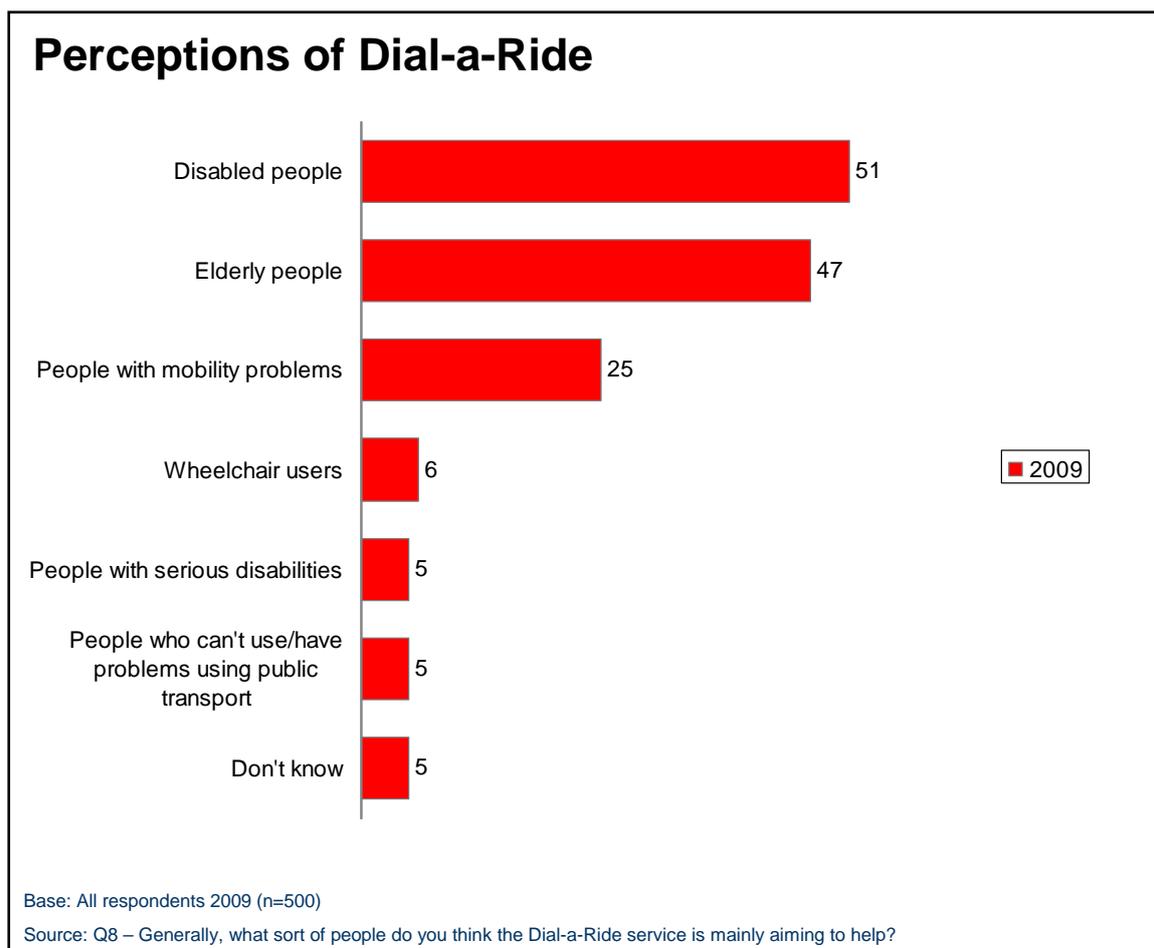
Source: Q10 - Would you say that you use Dial-a-Ride for...?

- Females are more likely than males to say that they never use Dial-a-Ride (20% and 10% respectively). Similarly, BAME groups are more likely than White groups to use the service for all journeys they make (16% vs. 5%).
- Those who are registered as disabled are more likely than those who are not to use the service for most journeys they make (22% and 2% respectively).

## 4.6 Perceptions of Dial-a-Ride

To gain a better understanding of how Dial-a-Ride is perceived by its members and therefore how well the service relates to them, non-active members were asked to describe the types of people that Dial-a-Ride is mainly aiming to help.

Dial-a-Ride is predominately perceived to be a service for disabled (51%) and elderly (47%) people. A quarter of members (25%) think it is a service for people with mobility problems.



The level of mentions of Dial-a-Ride being a service for elderly people (47%) is in line with the proportion of the sample that is aged 80 or above (51%). However, while around half of the sample (51%) perceives the service to be for disabled people, two-thirds of the sample (67%) are registered as disabled. This implies that some non-active members who are registered as disabled do not perceive Dial-a-Ride to be a service that is specifically catering to them.

The table below gives a more visual illustration of perceptions broken down by the age groups of non-active users.

- Those aged under 64 are more likely than those aged 80 or above to perceive Dial-a-Ride as being for disabled people (63% and 46% respectively). Whilst the younger age group is the least likely to associate the service with people with mobility problems.
- Those aged 65-79 years are the group least likely to perceive the service as being for elderly people (36%)
- Those aged below 80 are more likely than those aged 80 or above to perceive Dial-a-Ride to be for wheelchair users and people with serious disabilities.

## Profile: Perceptions of Dial-a-Ride

	Respondent Age		
	16-64	65-79	80+
<i>Base n=</i>	95	145	255
Significant difference (95%)	A	B	C
<b>Disabled people</b>	63 C	52	46
<b>Elderly people</b>	51 B	36	52 B
<b>People with mobility problems</b>	14	31 A	26 A
<b>Wheelchair users</b>	11 C	8 C	2
<b>People with serious disabilities</b>	12 C	7 C	2
<b>People who can't use/have problems using public transport</b>	5	4	5
<b>Don't know</b>	5	3	5

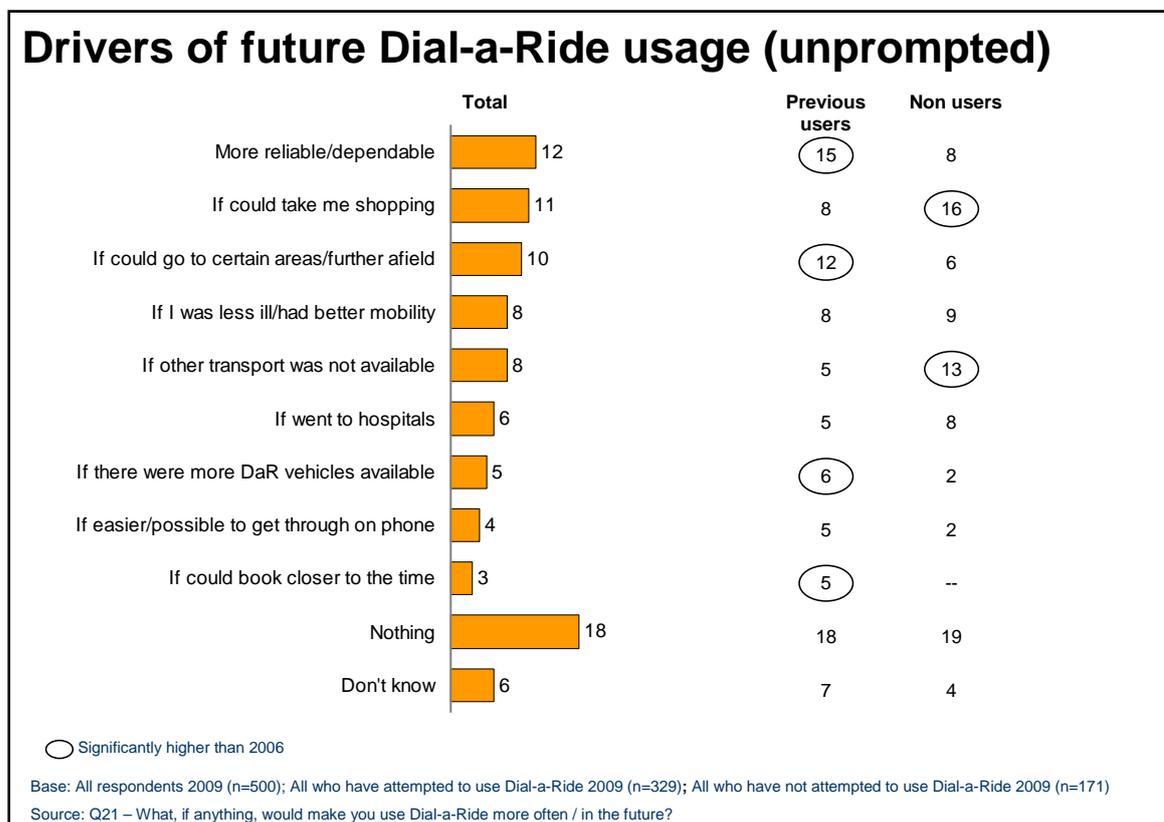
Source: Q8 – Generally, what sort of people do you think the Dial-a-Ride service is mainly aiming to help?

## 4.7 Improvements

### 4.7.1 Unprompted Improvements

Non-active Dial-a-Ride members were asked whether there was anything that would make them use the service more often or at all in the future. The chart below shows that a number of suggested improvements relate directly to the reliability and flexibility of the Dial-a-Ride service. These include the belief that if the service could take them on specific trips (*to certain areas; shopping; to hospitals*) they would use it more. It is worth noting that Dial-a-Ride service provision remit does not cover hospital trips. Only a minority make suggestions specifically about the booking process (*easier / possible to get through on the phone; book closer to the time*).

Interestingly, a sizeable minority of non-active members (18%) feels that there is nothing Dial-a-Ride can do to persuade them to use the service more often or at all. A further 8% admit that they would only use the service more if other transport was not available.

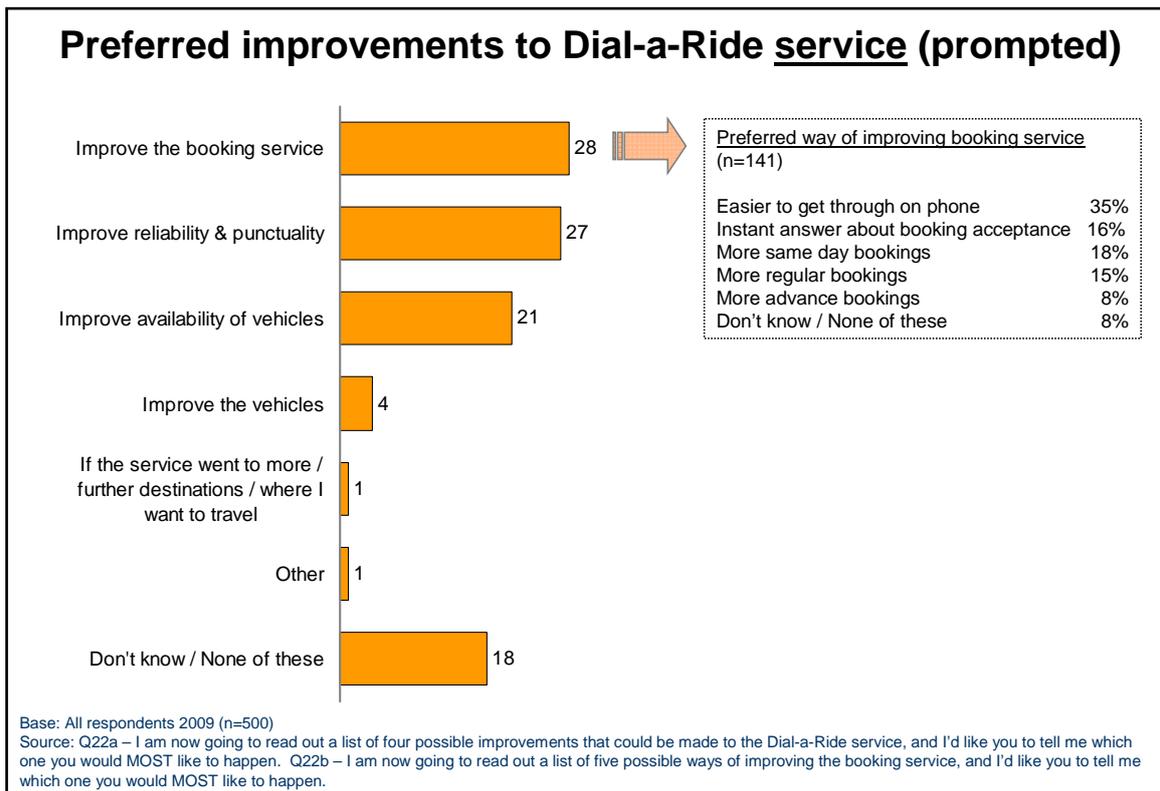


- Carers would be encouraged to use the service if it was more reliable/dependable (19%) whilst 11% of members shared this view. Conversely, members were more likely to say the possibility of taking shopping trips would encourage use (13%), this was less of an issue for carers.
- Non-users are more likely than previous users to say they would use Dial-a-Ride more if it *could take me shopping* (16% and 8% respectively) and *if other transport was not available* (13% vs. 5%).

## 4.7.2 Prompted Improvements

Non-active members were read a list of possible improvements that could be made to the Dial-a-Ride service, and were asked to select the one they would most like to see happen.

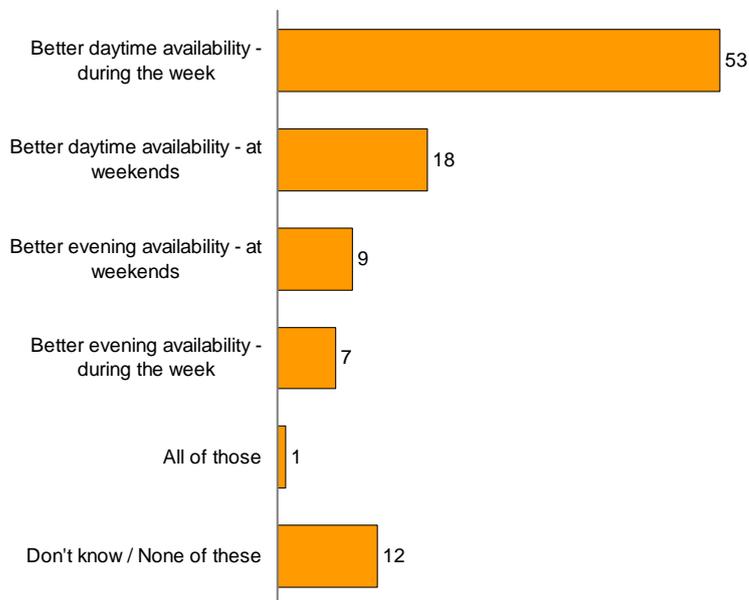
The chart below shows that almost three in ten (28%) would most like to see an improvement to the booking service, with a similar proportion (27%) asking for improved reliability and punctuality. Around one in five (21%) would like to see improved availability of vehicles, which presumably could lead to their booking requests being fulfilled. A similar proportion (18%) are either unable to decide which of these options they prefer or do not require any of the improvements.



Non-active members who opted for improvements to the booking service were asked to select a single improvement to the service which they would most like to happen. Around a third of this group (35%) say they would like it to be *easier to get through on the phone*. Around one in five (18%) would like *more same day bookings* to be available; one in six (16%) would like *an instant answer as to whether your booking can be accepted*; and a similar proportion (15%) would like *more regular bookings* to be available.

All non-active members were then asked to select their preferred improvement to the availability of vehicles. More than a half of non-active members (53%) would prefer Dial-a-Ride to have better daytime availability during the week. Around a fifth (18%) would choose better daytime availability at weekends. There is a lower level of demand for evening travel - either at weekends (9%) or during the week (7%). Around one in eight (12%) did not know which aspect of Dial-a-Ride could be improved.

### Preferred improvements to Dial-a-Ride availability (prompted)



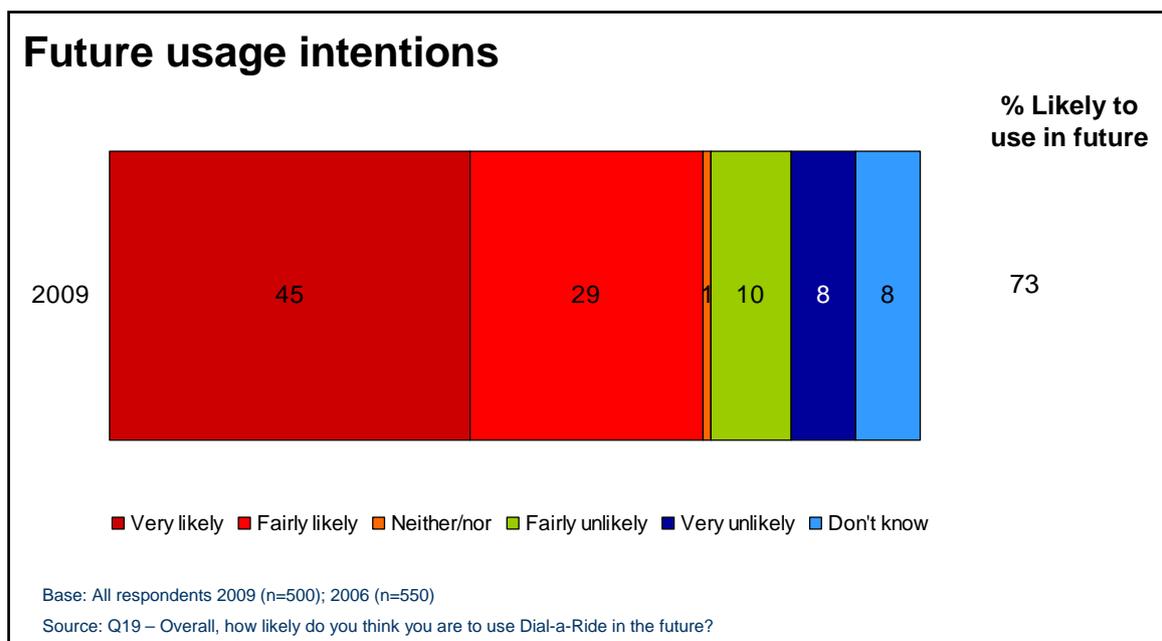
Base: All respondents 2009 (n=500)

Source: Q22c - I am now going to read out a list of four possible ways of improving the availability of Dial-a-Ride, and I'd like you to tell me which one you would MOST like to happen.

## 4.8 Future usage intentions

### 4.8.1 Likelihood to use Dial-a-Ride in the future

Non-active Dial-a-Ride members were asked how likely they would be to use the service in the future. The table below shows that future usage intention is high, with almost three-quarters of non-active members saying they are *very (45%) or fairly (29%) likely* to use the service in the future.



What is interesting is that although overall satisfaction stood at 64%, future likelihood to use the Dial-a-Ride service stands at three quarters. This suggests that there is still a willingness to utilise the service despite the slightly lower reported satisfaction.

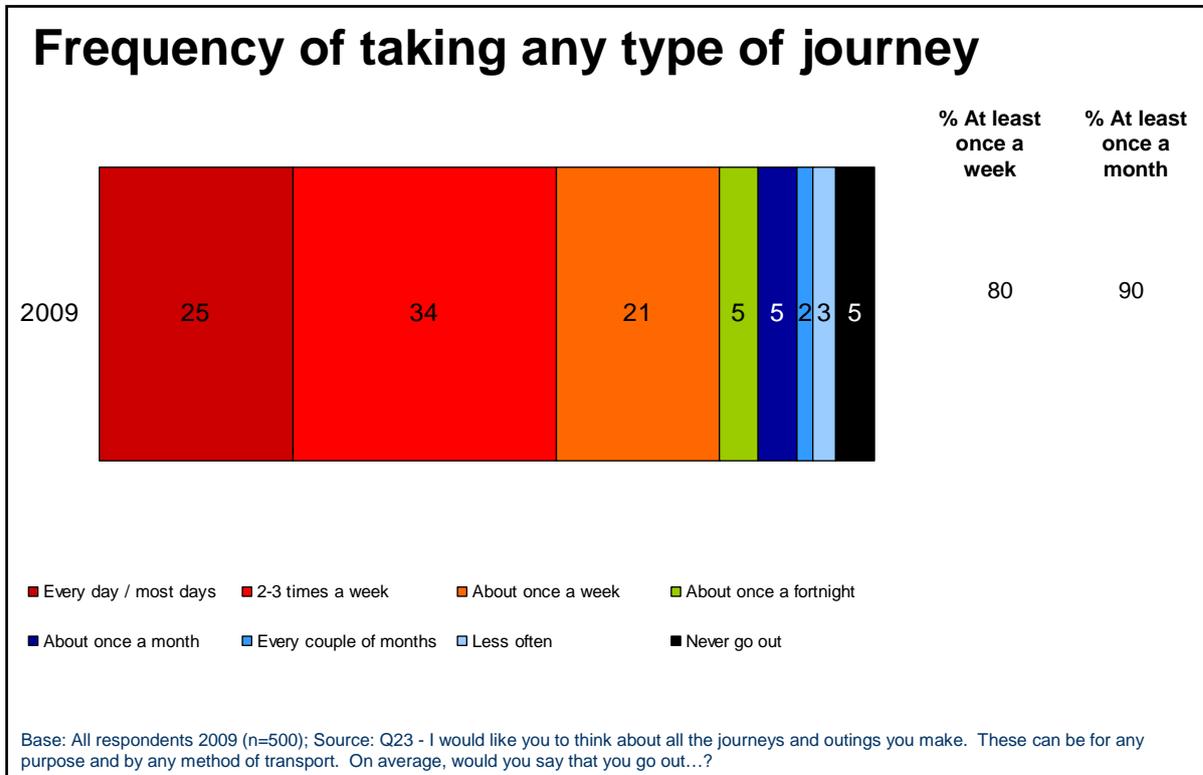
- Not surprisingly, the likelihood of using Dial-a-Ride increases in line with dependency on the service: 92% of those using the service for all or most journeys are likely to use it in the future compared to 60% of those who currently do not use it at all.

- A quarter (24%) of those who have experienced past problems with the booking service are unlikely to use the service in the future (compared with 18% overall), indicating that problems with the service provided can discourage future usage.
- Those who are registered as disabled (71%) are less likely to use the service in the future than those who are not (81%). This is possibly because they are greater users of black cabs, which can be perceived as providing more flexibility.
- Similarly, those aged below 65 years are less likely than other age groups to say that they will use Dial-a-Ride in the future.

## 4.9 General transport usage

### 4.9.1 Frequency of making journeys

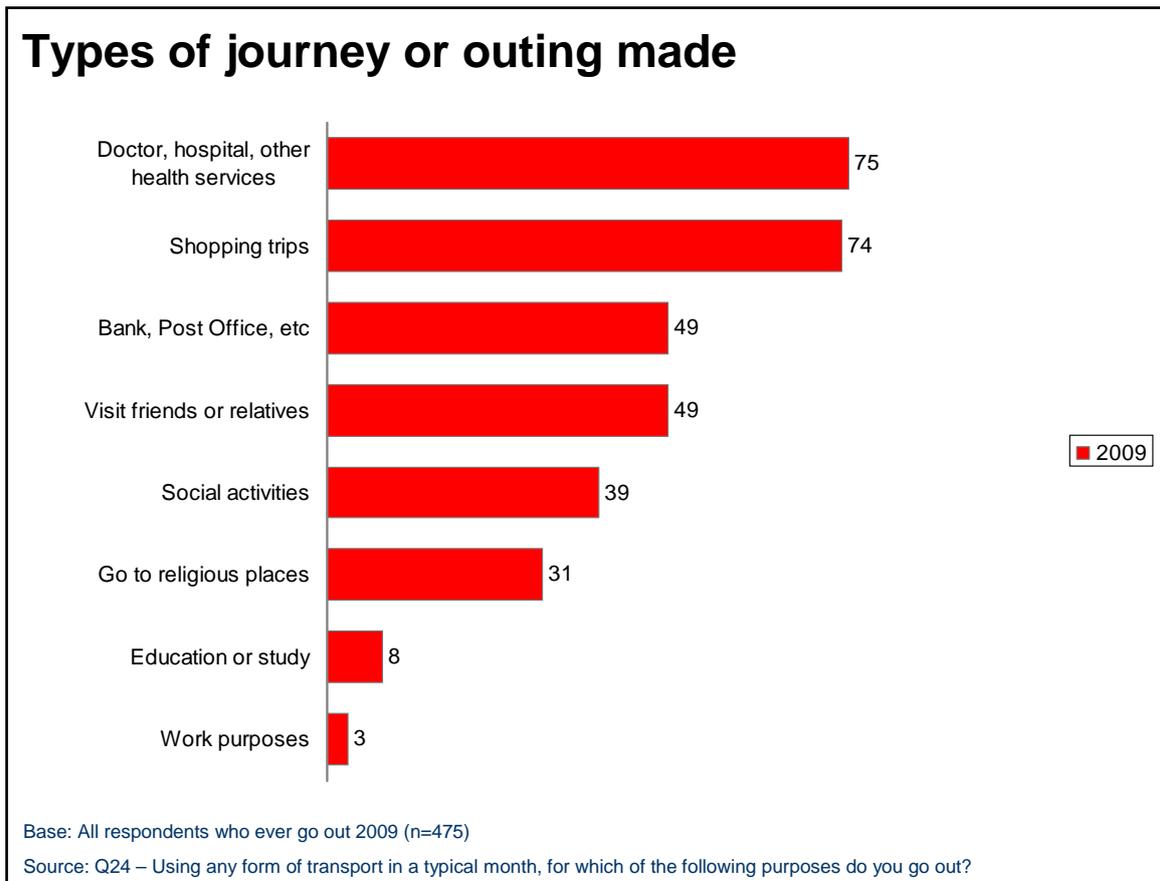
Dial-a-Ride non-active members were asked how often they tend to go out, taking into account any journey and any mode of transport used for these journeys.



The above shows that four out of five non-active members (80%) go out at least once a week. A quarter of non-active members go out on most days (25%). Only 5% of non-active members do not go out at all. The seemingly low proportion of people who never go out suggests that non-usage of the Dial-a-Ride service is not simply related to an inability of non-active members to leave their homes.

### 4.9.2 Types of Journeys Made

Non-active members who do go out were read a list of possible journeys or outings and asked to indicate which they made in a typical month. This was irrespective of whether the trip was made with Dial-a-Ride or another mode of transport.



As shown in the chart above, the most commonly made journeys are shopping and outings with a medical purpose, such as visits to the doctor or hospital. This fits with the age profile of the sample interviewed (51% were at least 80 years of age).

It is worth noting that D-a-R's service remit does not include transporting members to and from the hospital, this service is offered by the 'Non Emergency Transport Service'. This research did not explore whether people were aware of the types of journeys that are within the D-a-R remit.

Other significant mentions include going out *to the bank, post office, etc., to visit friends or relatives, for social activities and to religious places*. All of these were also mentioned in previous Dial-a-Ride surveys.

At the lower end of the scale, just one in twelve non-active members (8%) make trips for educational purposes. As might be expected, this is significantly higher among those aged below 80 years than it is in those aged over 80 years (15% vs. 1%).

### **4.9.3 Modes of Transport Used**

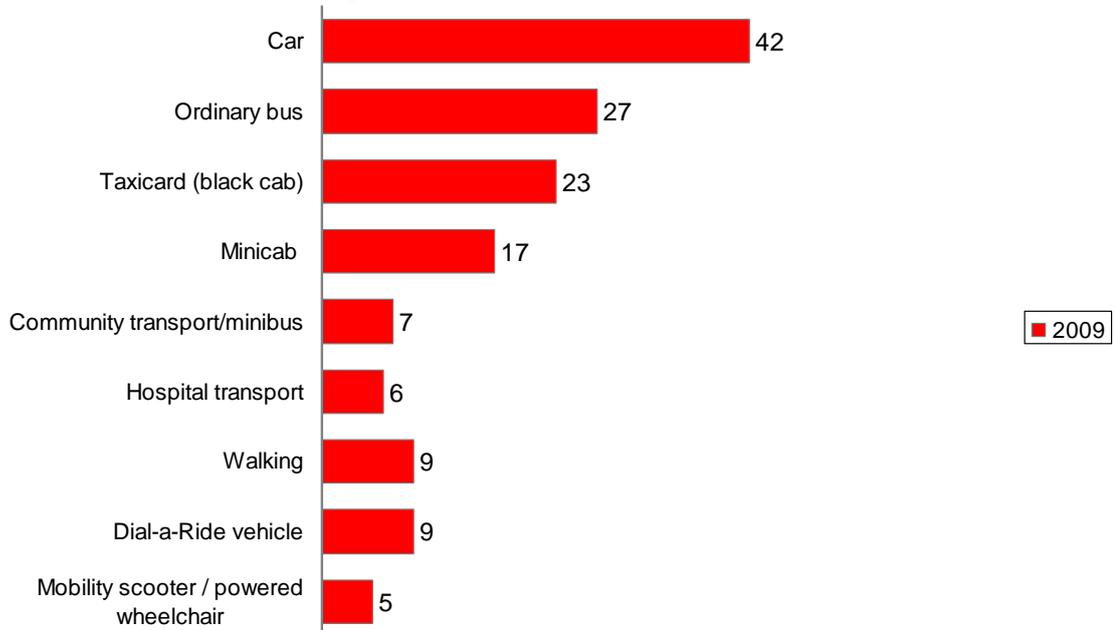
Non-active members who make outings were asked which mode(s) of transport they generally use. Although non-active members belong to the Dial-a-Ride scheme, they also tend to have a range of other transport options available to them.

The most widely used mode of transport is the car, which is used by more than two-fifths of non-active members (42%). Use of the ordinary bus is the second most common mode (27%).

Overall, 27% of all Non-active users have use of taxi card, either through a black cab or a mini cab and 2% use a minicab through the Capital Call Scheme.

Around one in ten (13%) use hospital or community minibuses as a mode of transport, and one in twenty (5%) use mobility scooters or powered wheelchairs.

## Modes of transport used



Base: All respondents who ever go out 2009 (n=464)

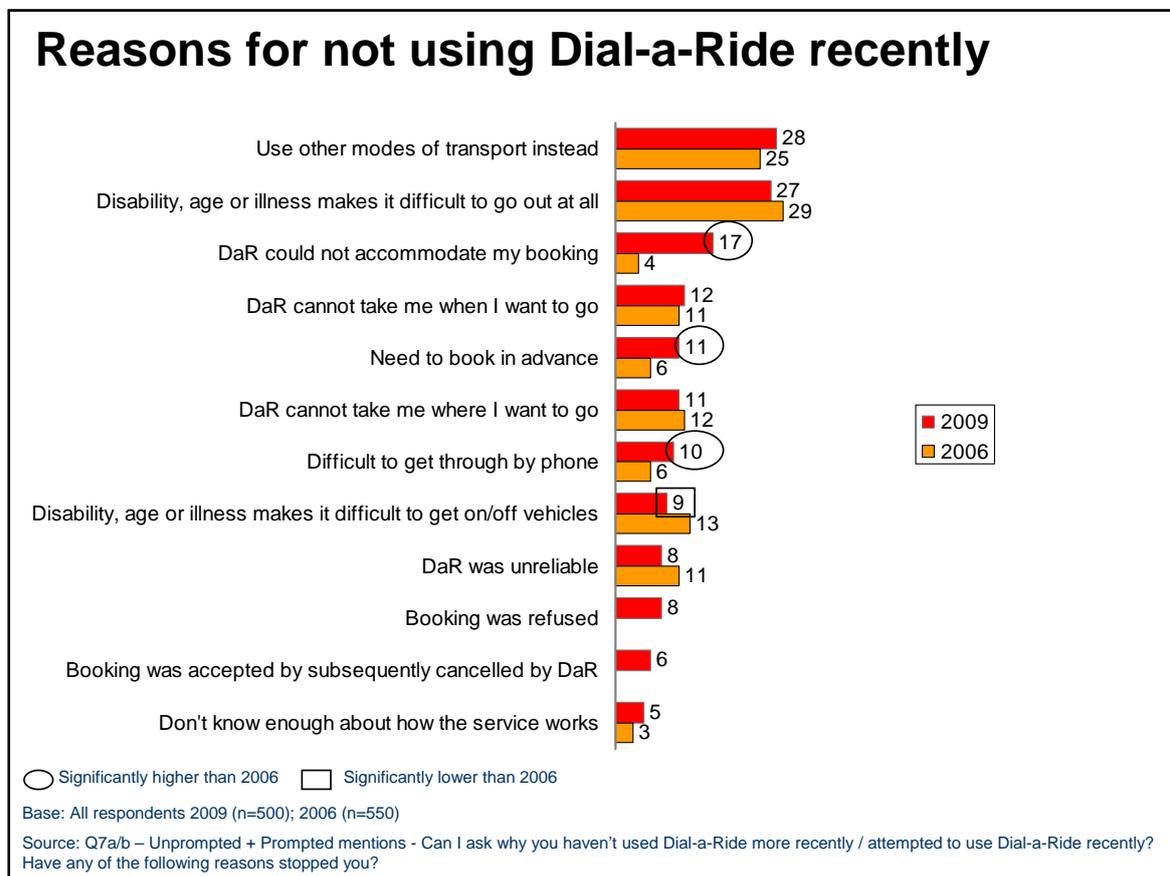
Source: Q25 – What forms of transport do you tend to use for these types of trip?

There are some notable subgroup differences by gender, age and disability.

- Males are more likely than females to use community transport (11% and 5% respectively) and mobility scooters (9% and 3% respectively). Conversely, females (45%) are more likely than males (34%) to use cars
- Those aged 65-79 years are more likely to use the Dial-a-Ride service (14%). Use of the service drops among the 80+ age group, with just 6% reporting use
- Those aged below 65 are more likely than those aged 65 and above to use community transport (13% vs. 5%), the Tube (10% vs. 5%) and mobility scooters (9% vs. 4%)
- Those who are registered as disabled are less likely than those who are not to use the ordinary bus (20% vs. 41%), but more likely to use black cabs (27% vs. 18%).

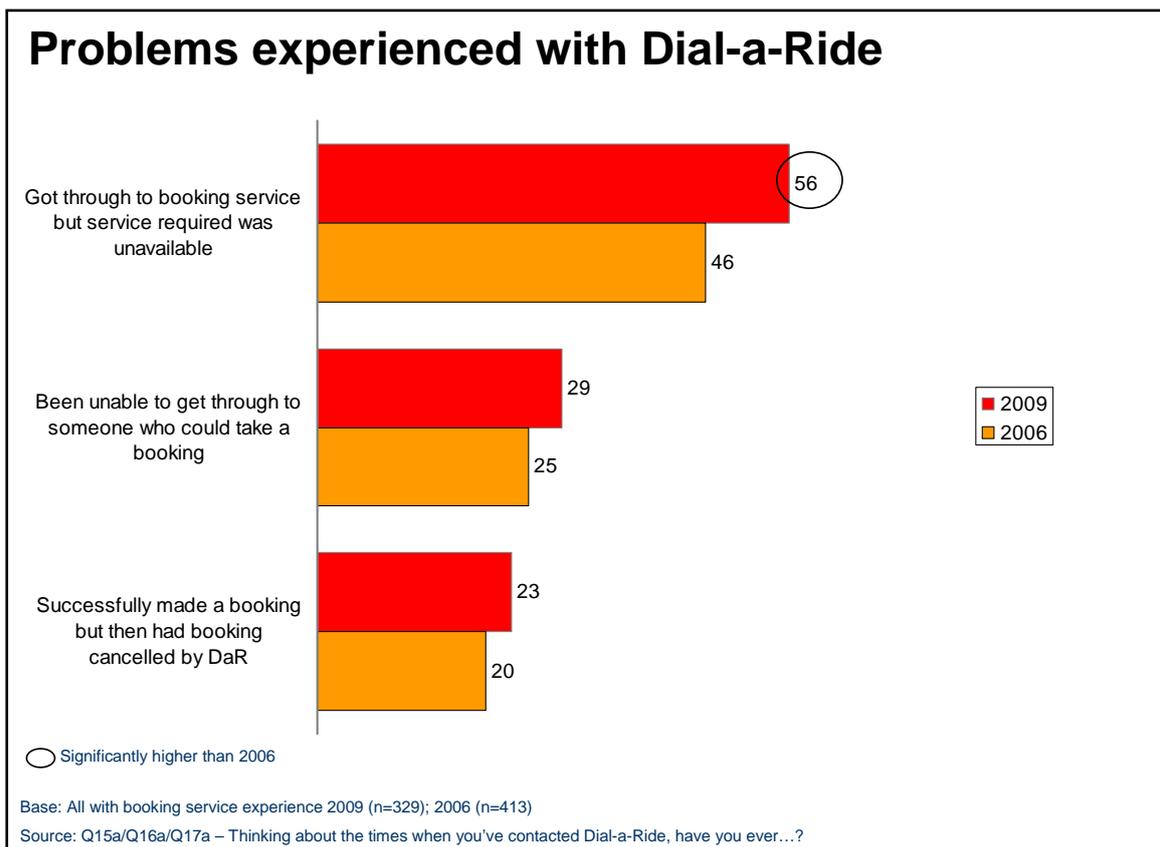
## 5 Comparisons with 2006

The following chart shows total (unprompted and prompted) responses for both 2009 and 2006. With both prompted and unprompted responses combined, as in 2006, the two top reasons are still *use other modes of transport instead* and that *disability, age or illness makes it difficult to go out at all*.



The chart below shows that in 2009 as in 2006, 56% of the non-active members who have made/attempted to make Dial-a-Ride bookings have got through to the booking service but the service they required was unavailable. As shown in the chart below, this is a significant increase from 2006 where 46% had this experience.

Consistent with three years ago, almost three in ten (29%) have been unable to get through to someone who could take their booking (25% in 2006). Almost a quarter (23%) had successfully made a booking but then it was subsequently cancelled by Dial-a-Ride, again this is in line with 2006 where 20% had this experience.



The table below shows that there has been a significant increase over the three-year period in the proportion of people saying that booking refusals *happen all of the time*.

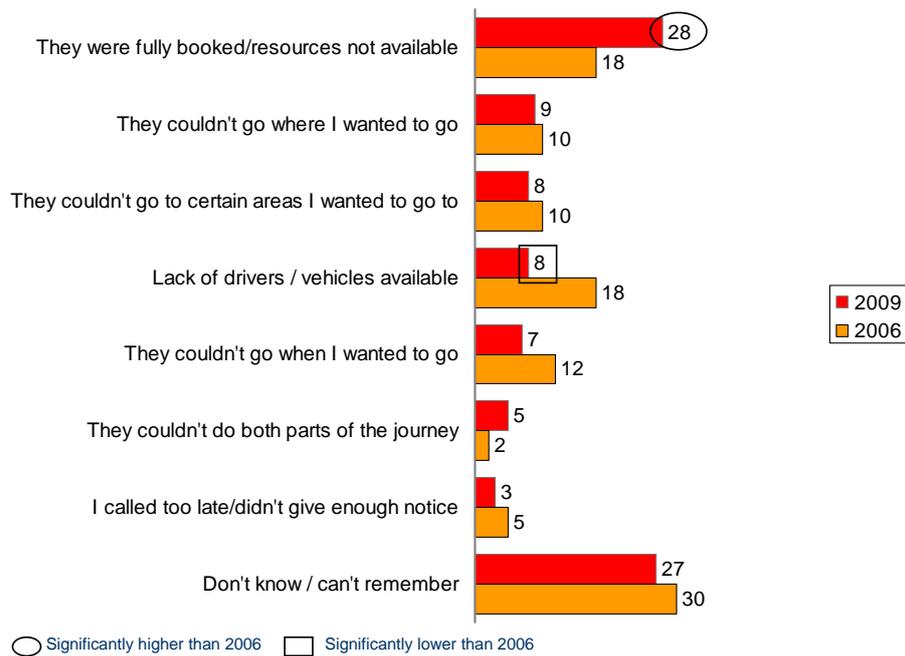
### Problems experienced with Dial-a-Ride

	Unable to get through		Booking refused		Booking cancelled	
	2009	2006	2009	2006	2009	2006
<i>Base n=</i>	95	105	185	197	76	83
Significant difference (95%)	A	B	C	D	E	F
<b>Happened all the time</b>	7%	12%	22% AD	7%	15%	7%
<b>Happened most of the time</b>	28% CE	18%	16%	15%	15%	10%
<b>Happened some of the time</b>	46% CE	42%	31%	36%	30%	32%
<b>Happened rarely</b>	15%	27% A	28% A	36%	40% A	47% B
<b>Don't know</b>	4%	1%	2%	6% BD	0%	4%

Source: Q15b/Q16b/Q17b – And how often did this happen; would you say it was...?

In 2009, the most common reason given for refusal or cancellation was due to resources being *fully booked or not available*. This is a significant increase on 2006.

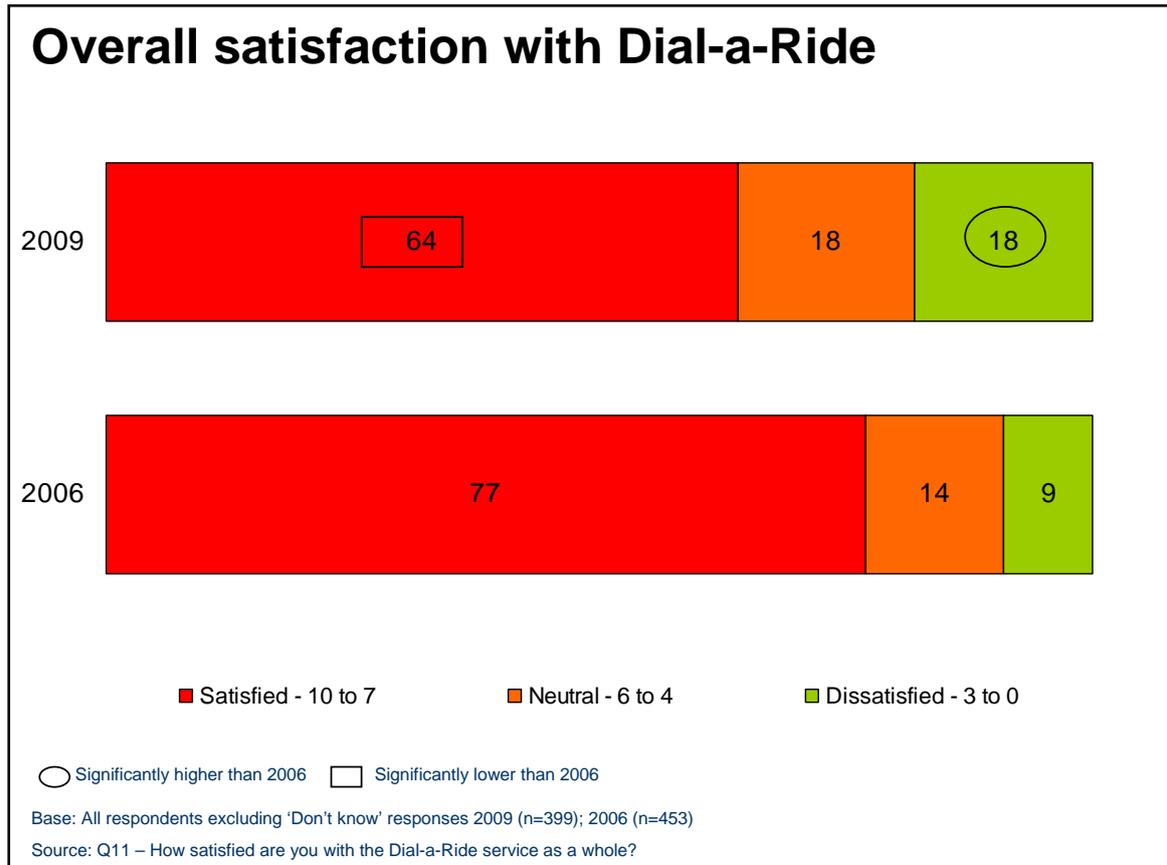
## Reasons for being refused or cancelled



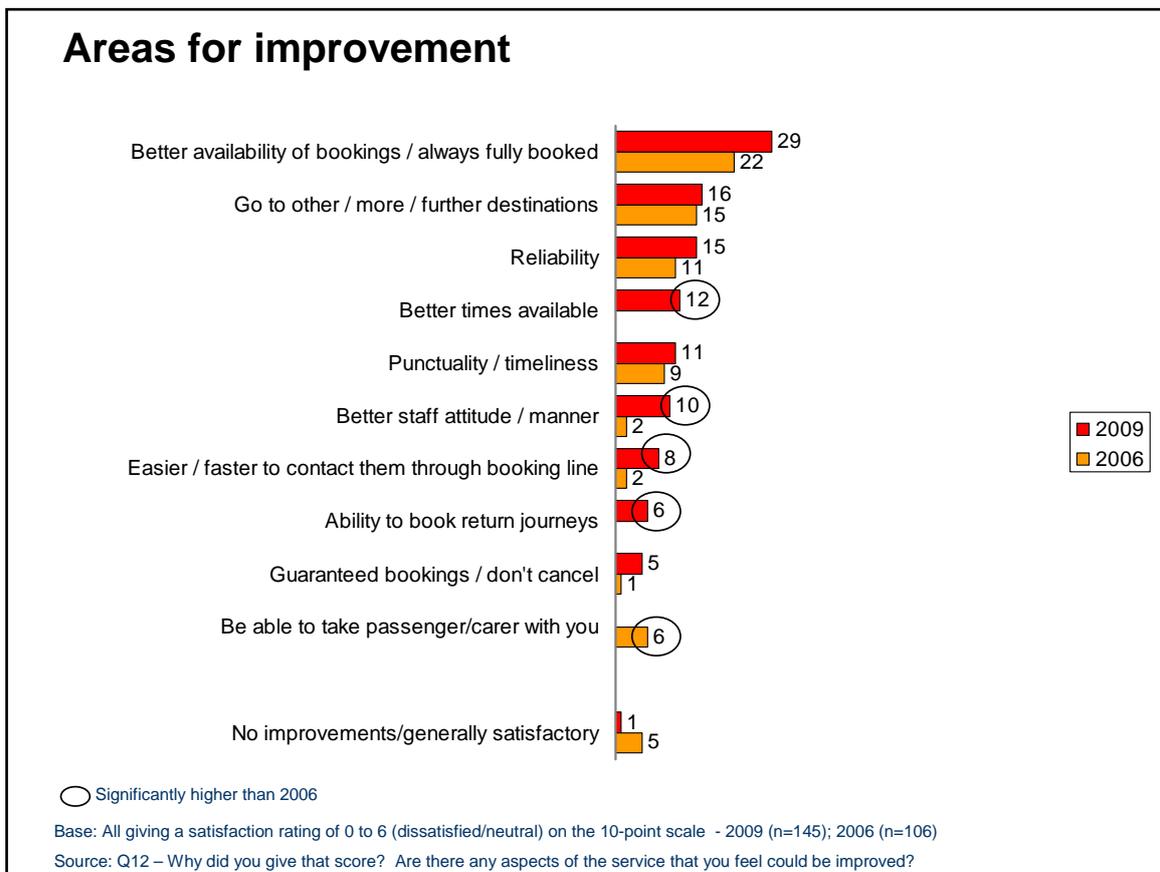
Base: All who have been refused or cancelled 2009 (n=202); 2006 (n=219)

Source: Q18 – Thinking about the last time you had a journey booking declined or cancelled, what was the explanation given to you?

As shown in the chart below, there has been a significant decline in satisfaction levels since 2006. Two thirds of those giving a rating (64%) now claim to be satisfied with Dial-a-Ride, in 2006, three quarters (77%) reported satisfaction.



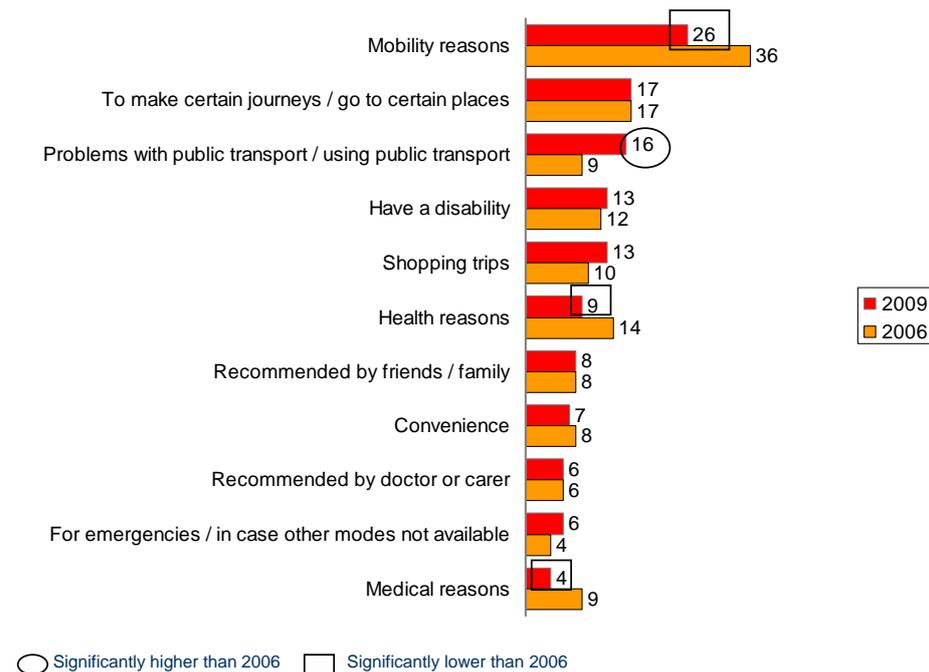
Those giving the D-a-R a satisfaction score of 6 or below were asked for areas for improvement. There have been significant increases since 2006 in requests for *better times available*, *better staff attitude/manner*, *easier/faster contact through the booking line* and *the ability to book return journeys*.



As in 2006, *mobility* remains the main reason for becoming a member. However, it is now mentioned by only around a quarter of non-active members (26%), this is a significant decline over the three-year period (-10%). Registering to make certain journeys or go to specific places remains unchanged from 2006.

As illustrated below, *problems with using public transport* is now more commonly mentioned as a message for registering to be a member than it was in 2006 (16% and 9% respectively). As in 2006, recommendations are still common, with 8% saying Dial-a-Ride was recommended by family or friends and 6% by their doctor or carer.

## Reasons for registering with Dial-a-Ride

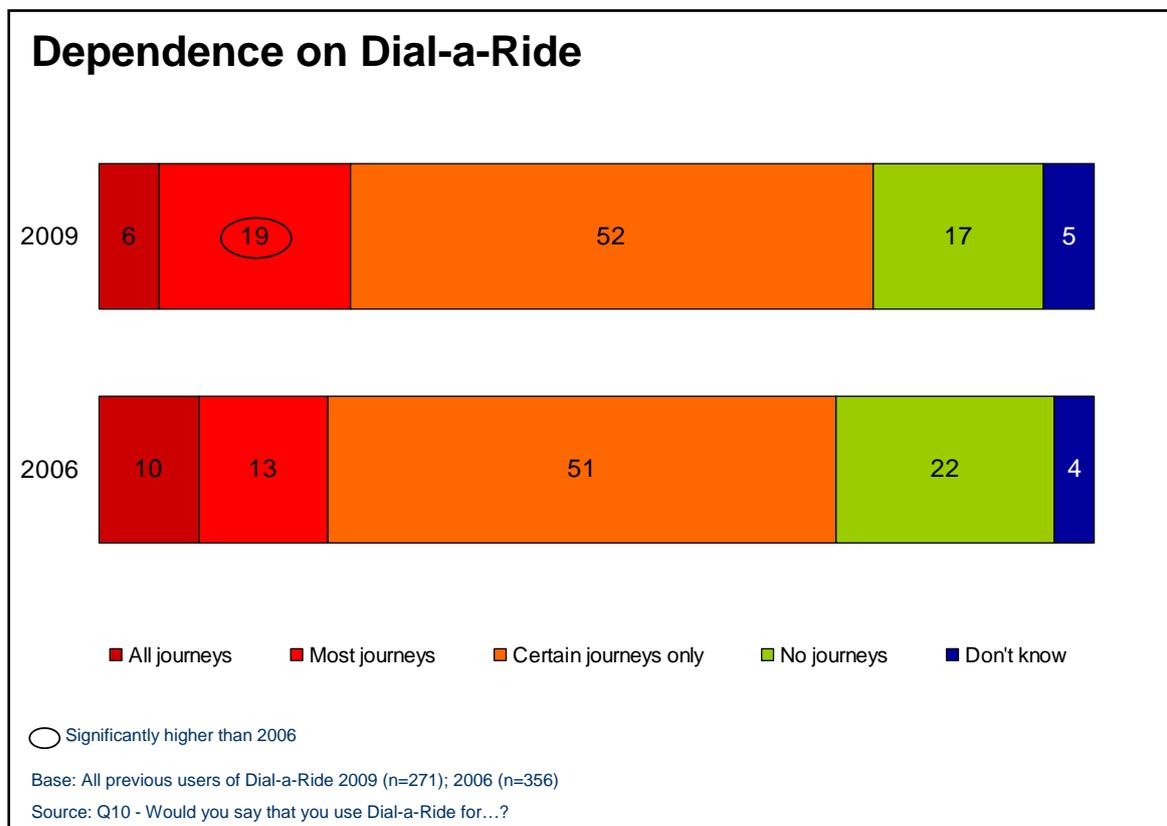


Base: All respondents 2009 (n=500) 2006 (n=550)

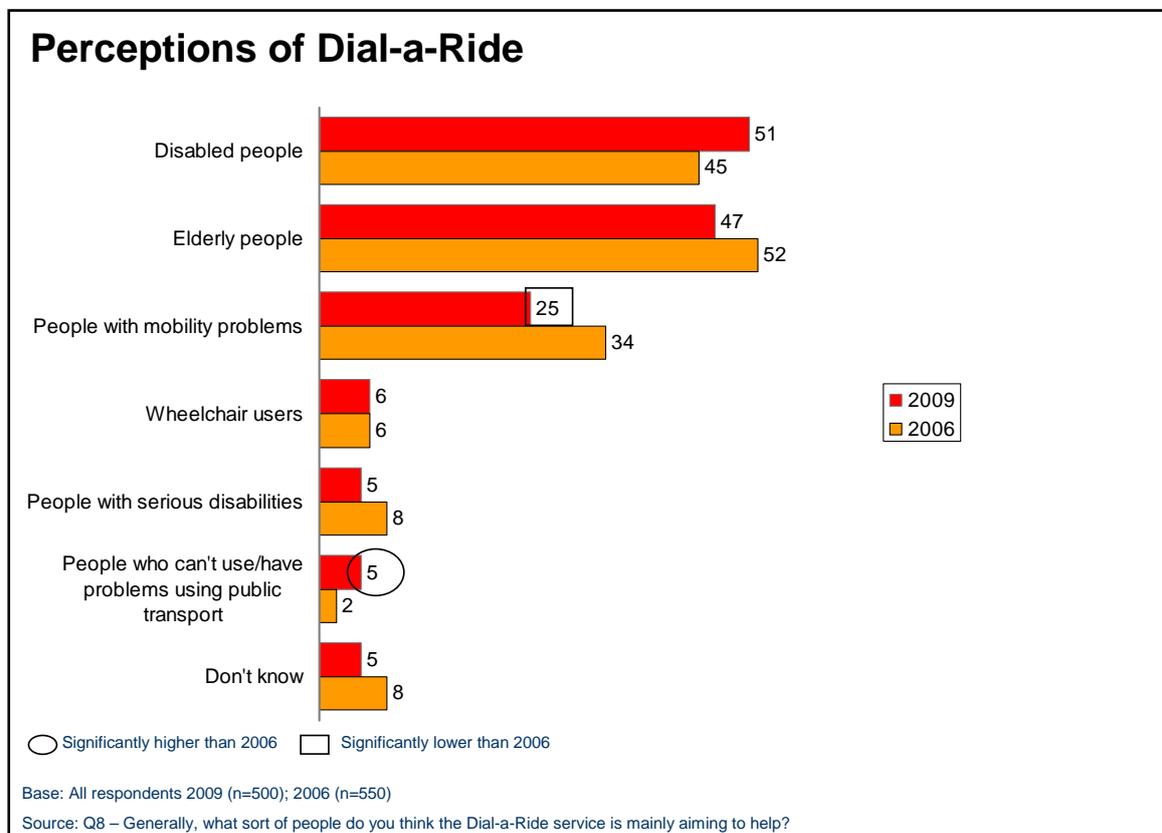
Source: Q9 – What were your reasons for becoming a Dial-a-Ride member in the first place?

Non-active members who have previously used the service were asked the extent to which they make use of the Dial-a-Ride service.

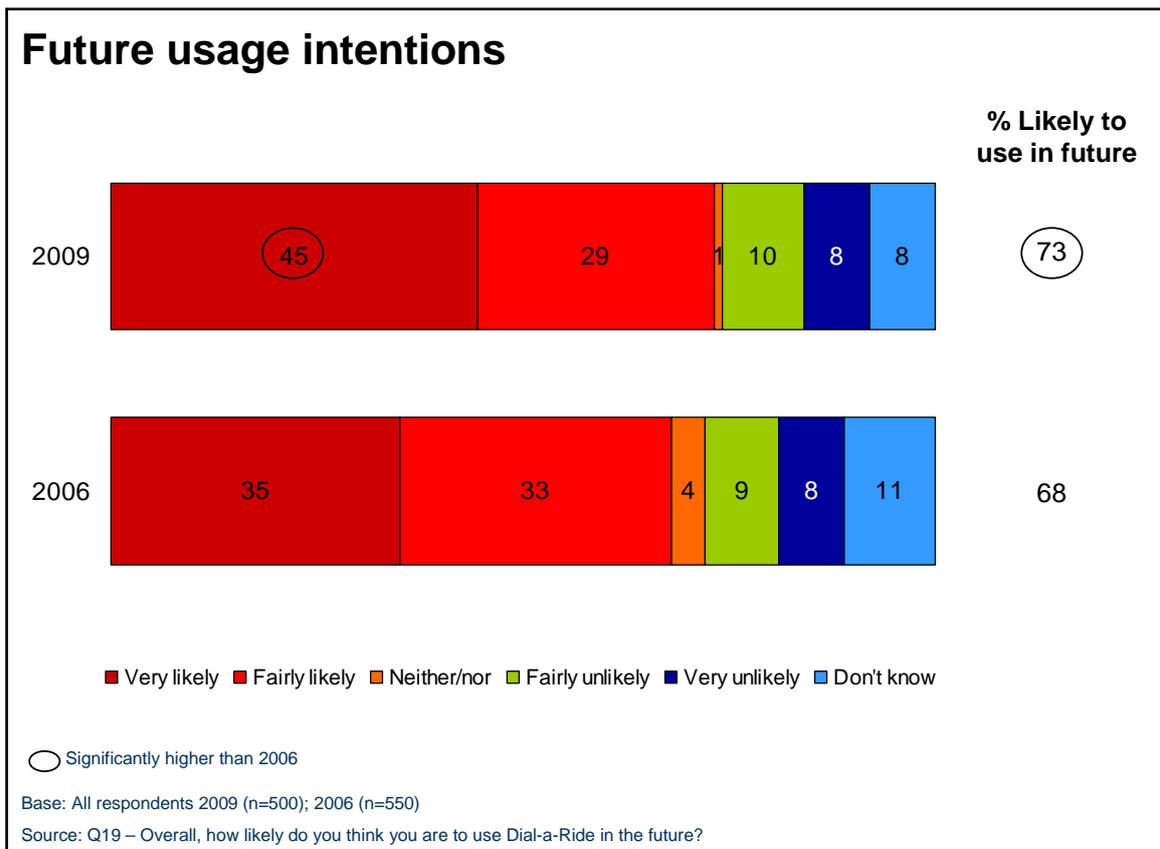
Overall, the findings for 2009 are fairly similar to 2006, except that there has been a significant increase (+6%) in the proportion saying they use Dial-a-Ride for most journeys.



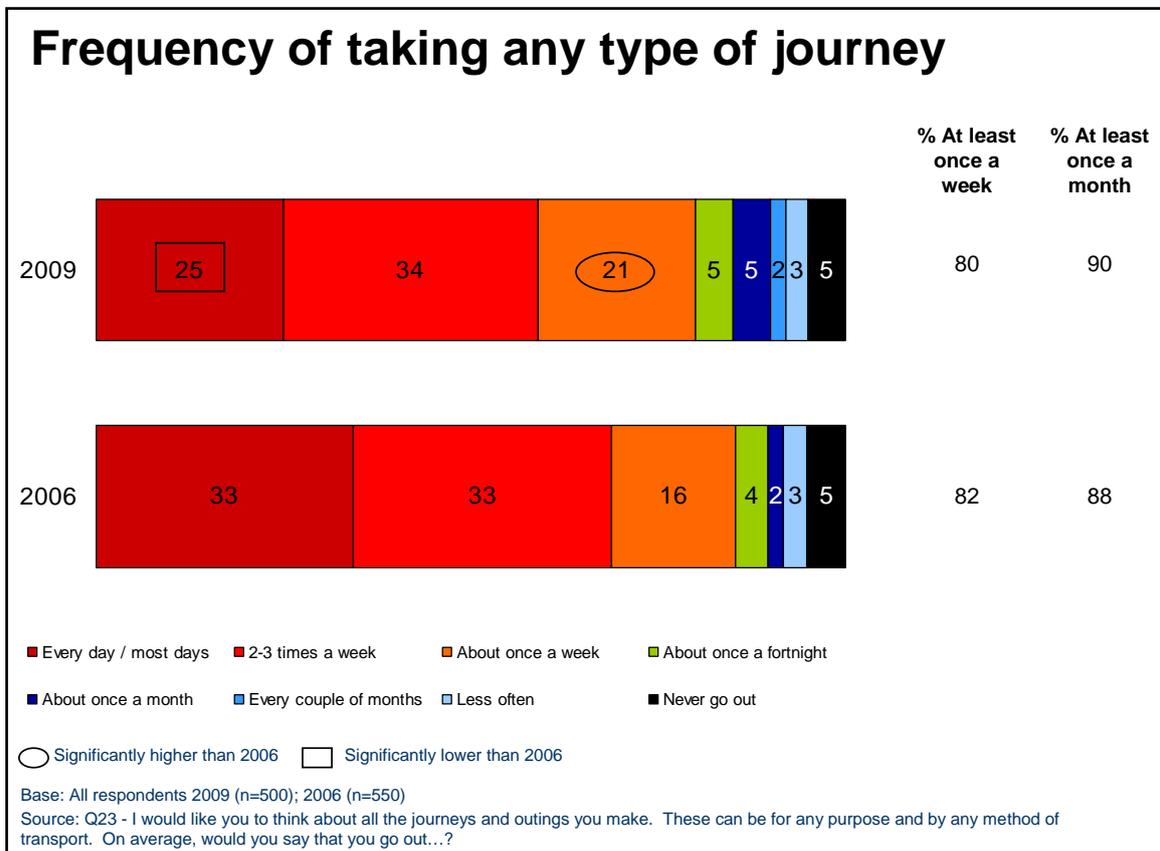
Dial-a-Ride is predominately perceived to be a service for disabled and elderly people, which is in line with previous survey findings. However, there has been a decline in the proportion who perceive Dial-a-Ride as a service catering for people with mobility problems (25% vs. 34% in 2006). Conversely, 2009 has seen an increase in the proportion who associate the service with people who can't use/have problems using public transport (5% vs. 2% in 2006).



The chart below shows that future usage intention is higher in 2009 than it was in 2006. In 2009, almost three-quarters of non-active members say they are likely to use the service in the future. This is a significant increase on 2006 where overall likelihood to use stood at under seven in ten.

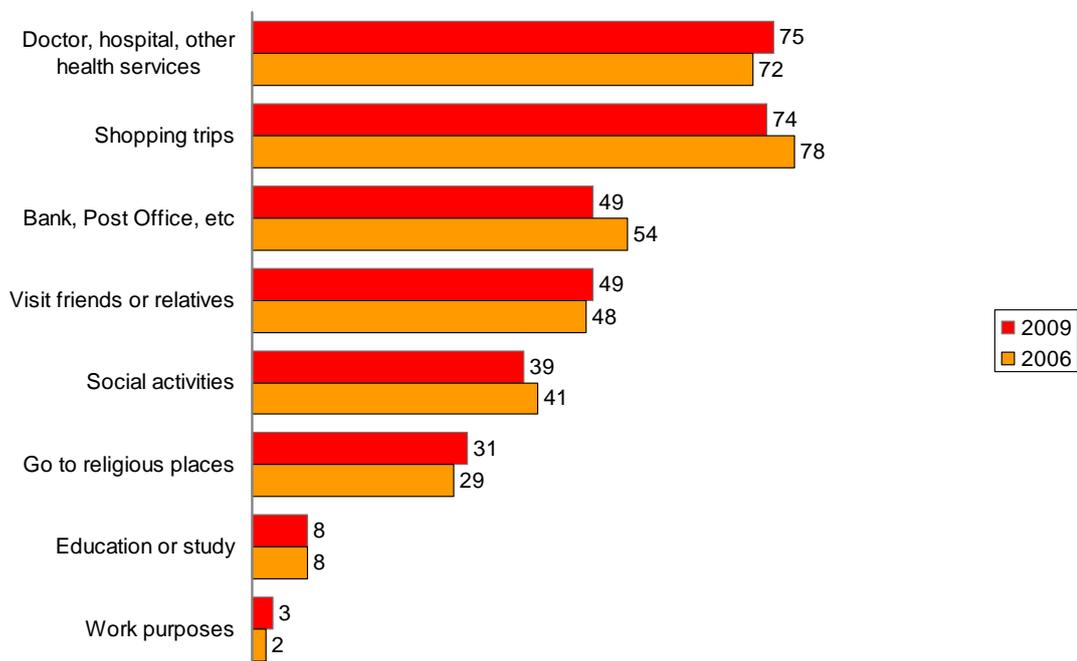


Four out of five non-active members go out at least once a week. This is comparable with 2006, where 82% reported that they went out at least once a week. However, whereas a third (33%) of non-active members were going out on most days in 2006, this has dropped significantly to only a quarter (25%) in 2009. Correspondingly, in 2009, there has been a significant increase in the proportion going out about once a week. Consistent with 2006, only 5% of non-active members do not go out at all.



In 2006 outings with a medical purpose and shopping visits were the most popular journeys in a typical month, each mentioned by three quarters of non-active users. All journeys typically made in a month in 2009 are in line with those made in 2006.

## Types of journey or outing made



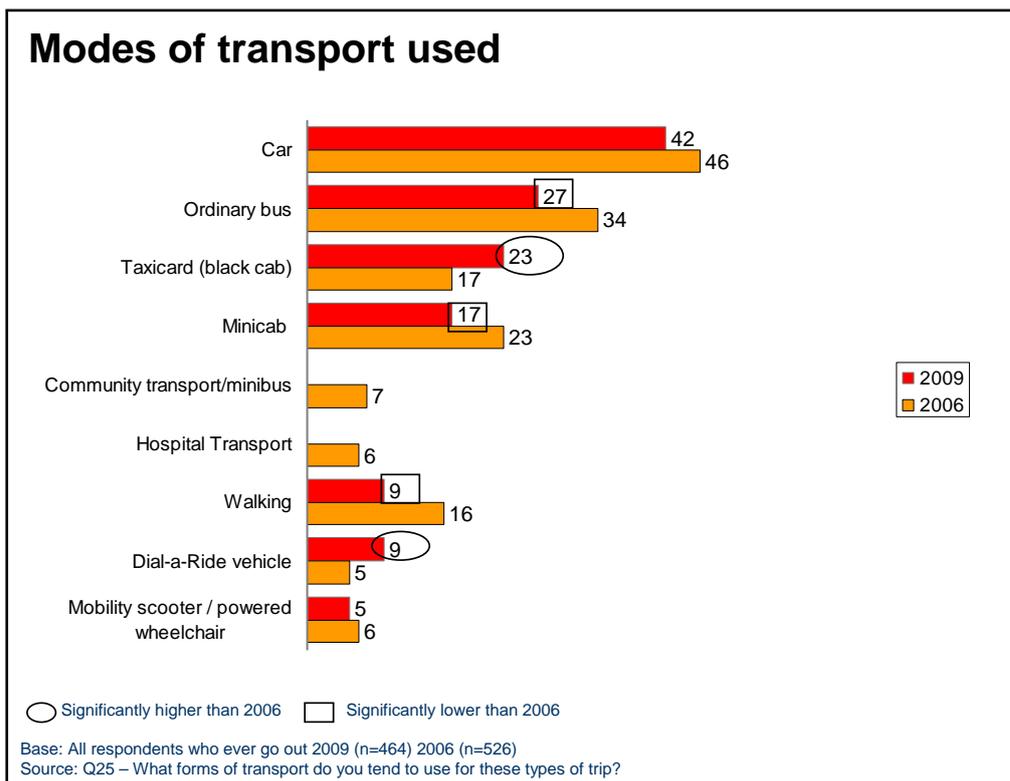
Base: All respondents who ever go out 2009 (n=475) 2006 (n=526)

Source: Q24 – Using any form of transport in a typical month, for which of the following purposes do you go out?

As seen in previous years, although non-active members belong to the Dial-a-Ride scheme, they also tend to have a range of other transport options available to them.

Consistent with 2006, the most widely used mode of transport is the car. Use of the ordinary bus remains the second most common mode, but the proportion using it has dropped significantly from around a third (34%) in 2006 to around a quarter (27%) in 2009.

Use of minicabs and walking as modes of transport have both significantly declined since 2006.



## 6 Non-Active Member Profile

Table 9a below shows the weighted profile of Dial-a-Ride non-active members interviewed in this research in 2009 and 2006.

**Table 9a – Sample profile**

	%	<b>2009</b>	<b>2006</b>
<i>Base n=</i>		500	550
<b>Gender</b>			
Male		<b>29</b>	23
Female		71	77
<b>Age</b>			
0-34		2	2
35-59		11	8
60-69		11	12
70-79		23	19
80+		51	57
<b>Working</b>			
Full-Time		<1	1
Part-Time		1	<1
No paid job (housewife/husband)		<1	<1
No paid job (illness/disability)		<b>12</b>	7
Unemployed		1	2
Retired		82	<b>88</b>
Student		3	1
<b>Ethnicity</b>			
White		78	<b>84</b>
Mixed		2	1
Asian		<b>8</b>	5
Black		<b>7</b>	4
<b>% Registered Disabled</b>		<b>67</b>	57
<b>% Registered Blind</b>		9	8
<b>% Hearing Difficulties</b>		32	32
<b>% Difficulty in using telephone</b>		16	14
<b>% Member of Taxicard/Capital Call</b>		<b>55</b>	43
<b>Mobility Level</b>			
Walk unaided with no difficulty		5	<b>12</b>
Walk unaided but with difficulty		13	14
Walk with stick/walking aid		58	55
Wheelchair		<b>21</b>	15
Other		2	<1

## 7 Non-Active Member Profile by Dial-a-Ride Usage

The table below shows the profile of members by Dial-a-Ride usage.

**Table 9b – Sample profile by DaR usage**

	%	All respondents	Attempted to use DaR		Number of times used DaR			
			Yes	No	Never	1-2	3-10	11+
Significant difference (95%)			A	B	C	D	E	F
Base n=		500	329	171	41	57	118	95
<b>Gender</b>								
Male	29	29	29	22	49 CEF	28 F	18	
Female	71	71	71	78 D	51	72 D	82 DE	
<b>Age</b>								
0-34	2	3	4	2	7	3	2	
35-59	11	12	9	17	14	10	11	
60-69	11	12	10	17 DEF	7	12	11	
70-79	23	23	23	31	15	23	25	
80+	51	49	54	33	58	52	49	
<b>Working</b>								
Full-Time	<1	0	1	0	0	0	0	
Part-Time	1	2	0	5	5	1	1	
No paid job (housewife/husband)	<1	1	0	0	0	2	<1	
No paid job (illness/disability)	12	13	10	20	11	10	15	
Unemployed	1	1	0	0	2	1	<1	
Retired	82	79	86	71	75	84	82	
Student	3	3	3	1	8 E	2	2	
<b>Ethnicity</b>								
White	78	79	77	73	71	83 D	81	
Mixed	2	2	1	0	0	3	3	
Asian	8	6	12 A	13	9	5	4	
Black	7	7	8	3	10	6	5	
<b>% Registered Disabled</b>	67	69	63	77	63	70	68	
<b>% Registered Blind</b>	9	10	7	12	13	8	10	
<b>% Hearing Difficulties</b>	32	33	30	42	35	33	32	
<b>% Difficulty in using telephone</b>	16	16	16	15	28	14	13	
<b>% Member of Taxicard/Capital Call</b>	55	55	55	49	58	63 F	47	
<b>Mobility Level</b>								
Walk unaided with no difficulty	5	5	4	3	3	6	6	
Walk unaided but with difficulty	13	12	14	6	13	11	13	
Walk with stick/walking aid	58	57	60	62	64	55	57	
Wheelchair	21	23	18	29	18	24	22	
Other	2	2	3 A	0	3	1	2	