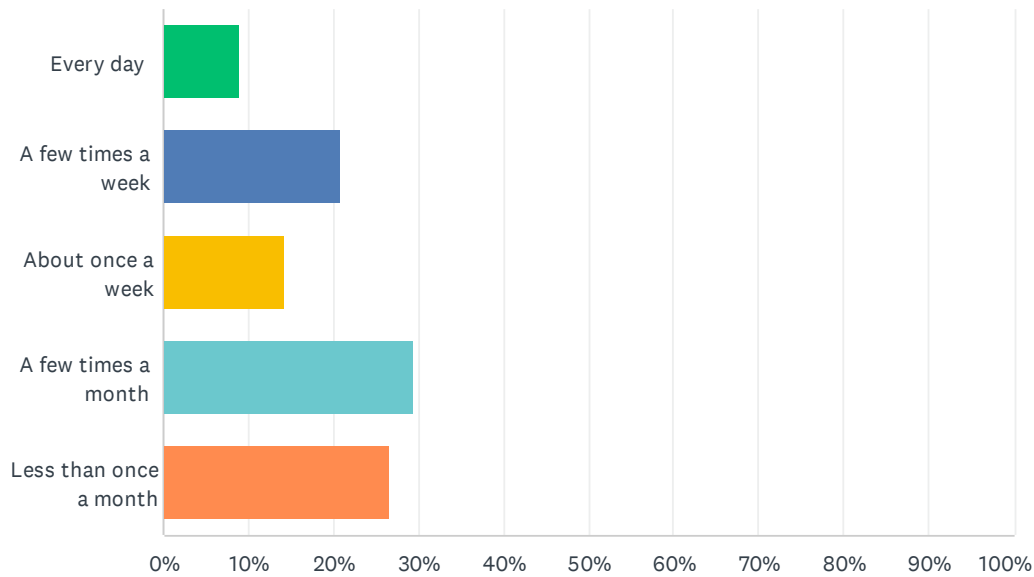


Q1 How often do you use the floating bridge?

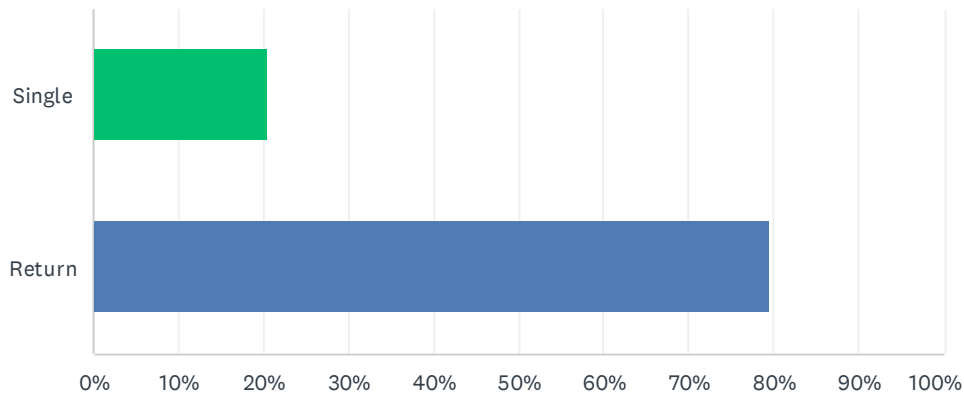
Answered: 1,187 Skipped: 2



ANSWER CHOICES	RESPONSES	
Every day	8.93%	106
A few times a week	20.81%	247
About once a week	14.24%	169
A few times a month	29.40%	349
Less than once a month	26.62%	316
TOTAL		1,187

Q2 Do you usually make single or return journeys?

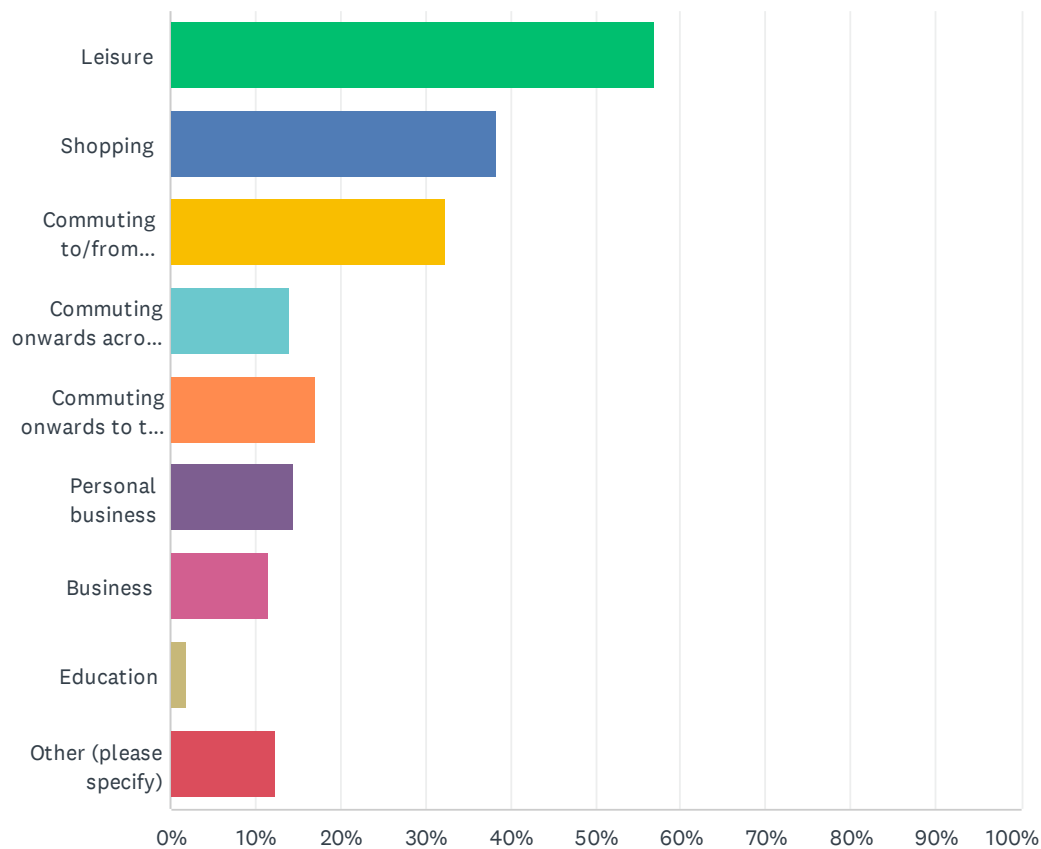
Answered: 1,186 Skipped: 3



ANSWER CHOICES	RESPONSES	
Single	20.57%	244
Return	79.43%	942
TOTAL		1,186

Q3 What do you use the floating bridge for? (Please tick all that apply)

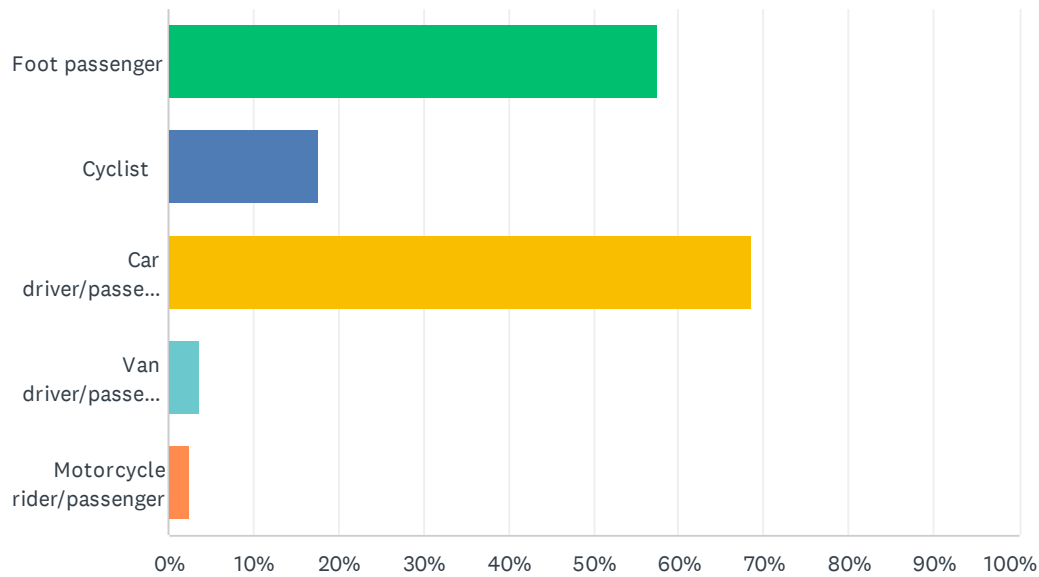
Answered: 1,188 Skipped: 1



ANSWER CHOICES	RESPONSES	
Leisure	56.90%	676
Shopping	38.38%	456
Commuting to/from Cowes/East Cowes	32.41%	385
Commuting onwards across the Island	14.14%	168
Commuting onwards to the mainland	17.00%	202
Personal business	14.56%	173
Business	11.53%	137
Education	1.85%	22
Other (please specify)	12.29%	146
Total Respondents: 1,188		

Q4 Do you travel on foot or with a vehicle? (Please tick all that apply)

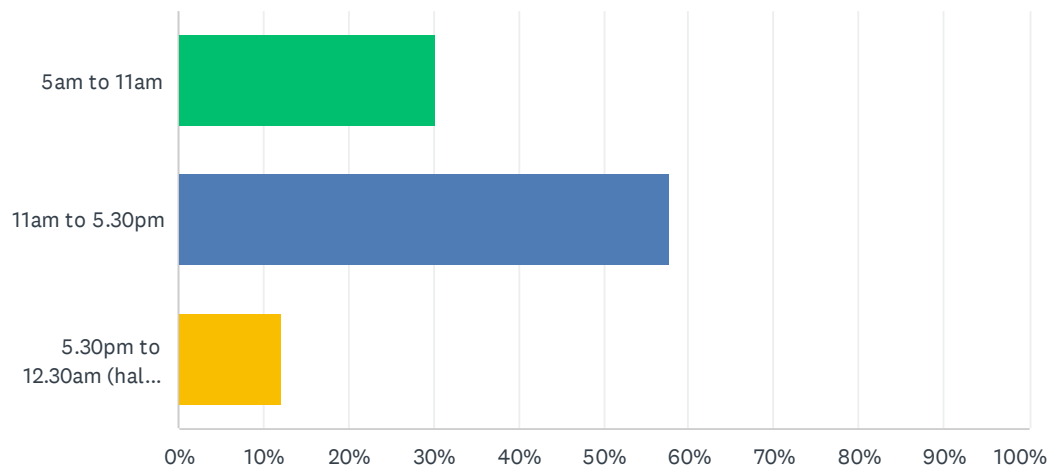
Answered: 1,184 Skipped: 5



ANSWER CHOICES	RESPONSES	
Foot passenger	57.52%	681
Cyclist	17.65%	209
Car driver/passenger	68.58%	812
Van driver/passenger	3.72%	44
Motorcycle rider/passenger	2.53%	30
Total Respondents: 1,184		

Q5 What time of day do you mainly make your journeys?

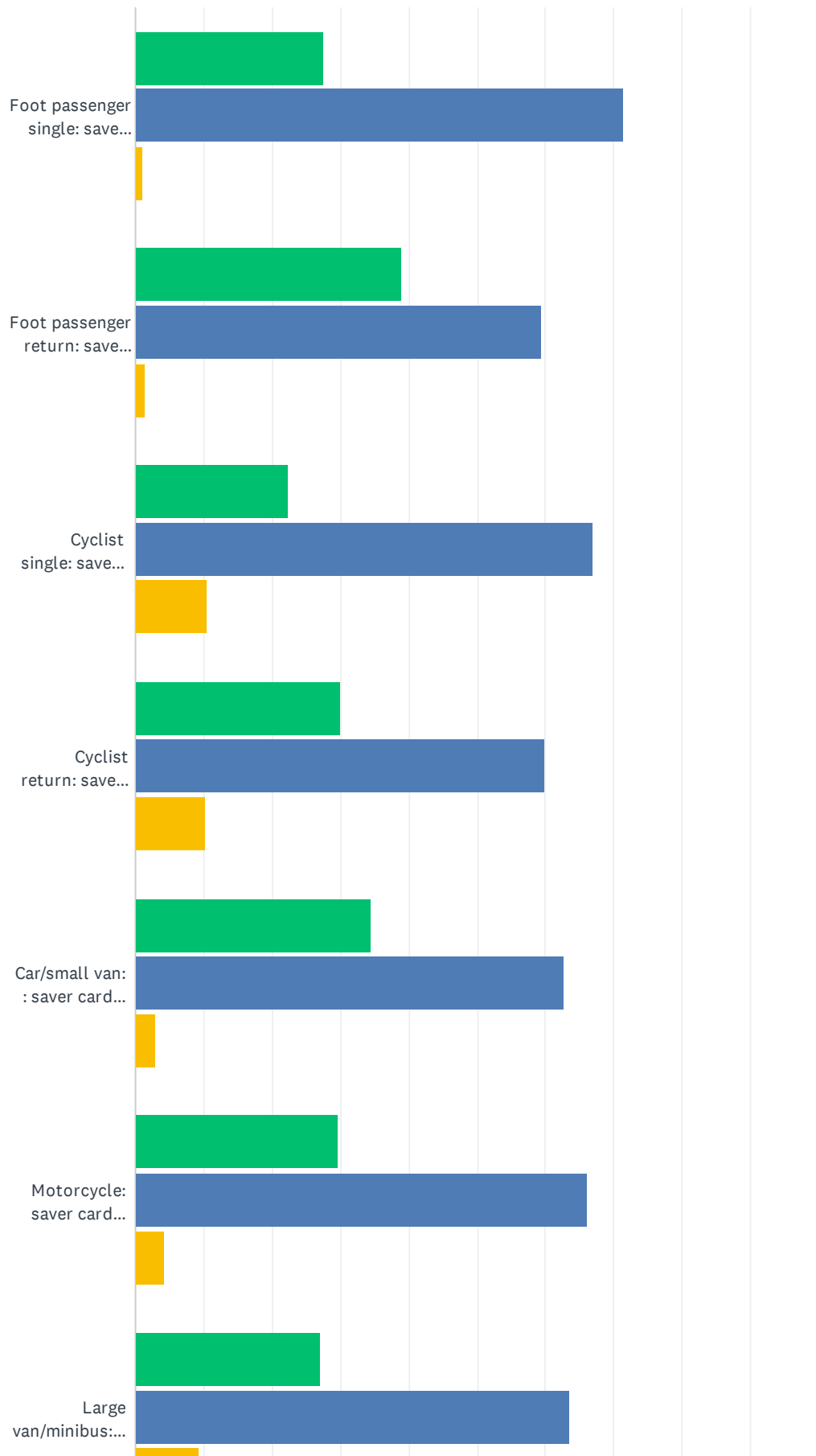
Answered: 1,178 Skipped: 11



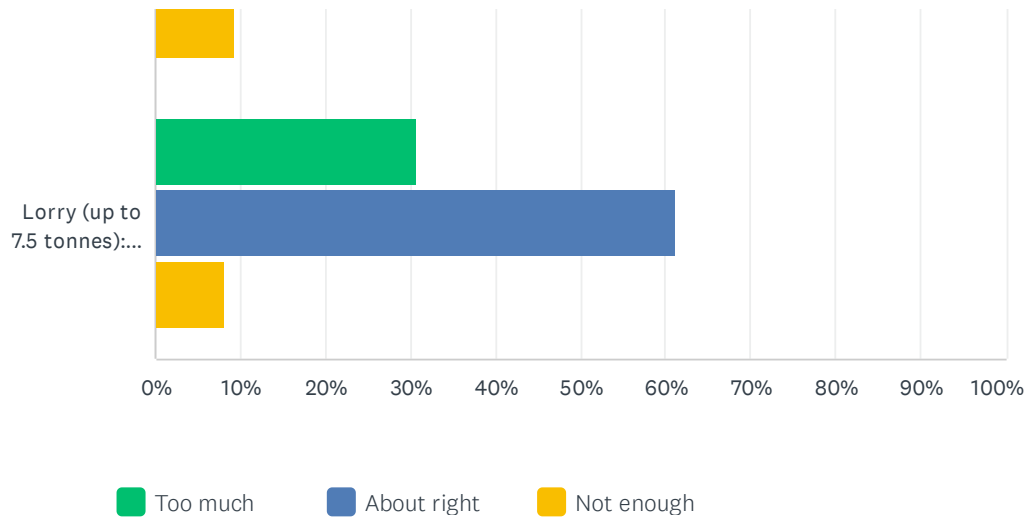
ANSWER CHOICES	RESPONSES	
5am to 11am	30.22%	356
11am to 5.30pm	57.72%	680
5.30pm to 12.30am (half past midnight)	12.05%	142
TOTAL		1,178

Q6 Do you feel that the current fares represent value for money?

Answered: 1,145 Skipped: 44



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	TOO MUCH	ABOUT RIGHT	NOT ENOUGH	TOTAL
Foot passenger single: saver card price = 50p (pence), non-saver card price = £1	27.52% 289	71.33% 749	1.14% 12	1,050
Foot passenger return: saver card price = not applicable, non-saver card price = £1.50	39.05% 385	59.53% 587	1.42% 14	986
Cyclist single: saver card price = 50p, non-saver card price = £1 (bike is free)	22.47% 211	66.99% 629	10.54% 99	939
Cyclist return: saver card price = not applicable, non-saver card price = £1.50 (bike is free)	29.99% 275	59.87% 549	10.14% 93	917
Car/small van: : saver card price = £1.80, non-saver card price = £2.40	34.47% 374	62.58% 679	2.95% 32	1,085
Motorcycle: saver card price = £1.20, non-saver card price = £1.70	29.59% 266	66.07% 594	4.34% 39	899
Large van/minibus: saver card price = £2.70, non-saver card price = £3.30	27.14% 244	63.52% 571	9.34% 84	899
Lorry (up to 7.5 tonnes): saver card price = £7, non-saver card price = £9	30.73% 272	61.24% 542	8.02% 71	885

Q7 Do you feel that any groups of people should be offered free travel concessions? Please give your thoughts in the box provided.

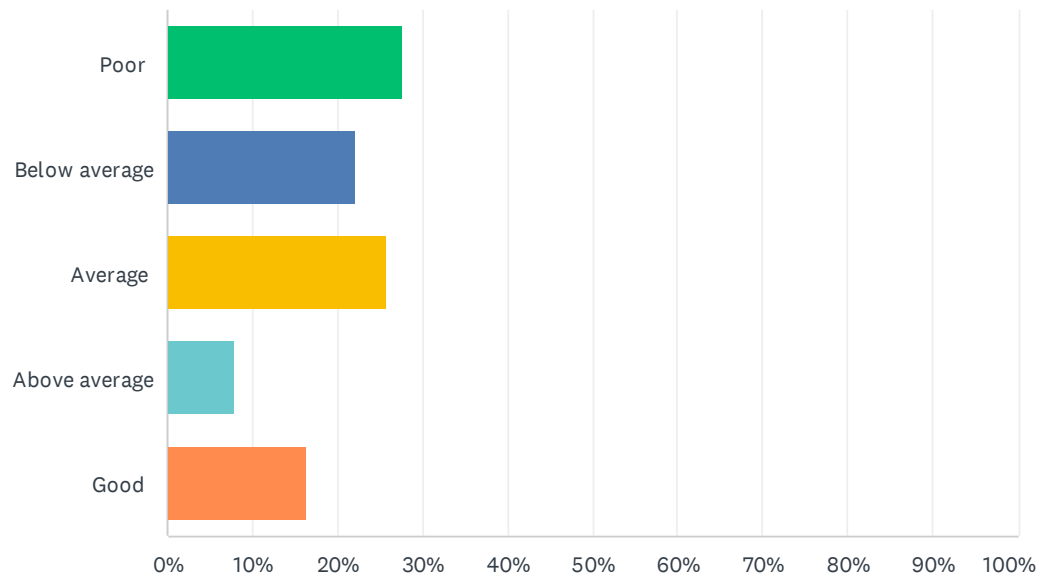
Answered: 973 Skipped: 216

Q8 Please use the text box below to add any comments about the saver card.

Answered: 593 Skipped: 596

Q9 How do you rate the service you receive in general from the floating bridge

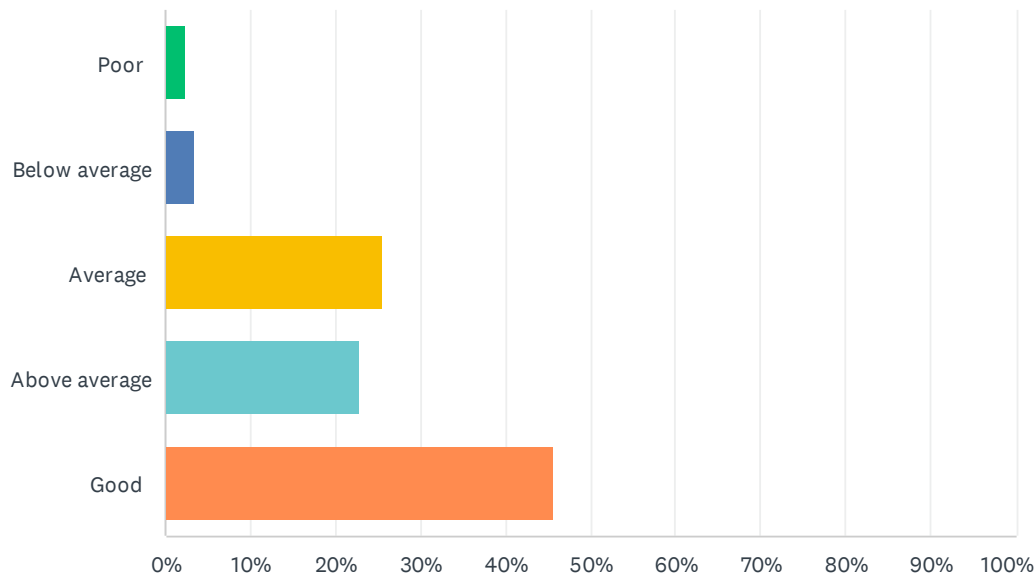
Answered: 1,104 Skipped: 85



ANSWER CHOICES	RESPONSES	
Poor	27.72%	306
Below average	22.19%	245
Average	25.82%	285
Above average	7.88%	87
Good	16.39%	181
TOTAL		1,104

Q10 How do you rate the service you receive onboard or shoreside from the team?

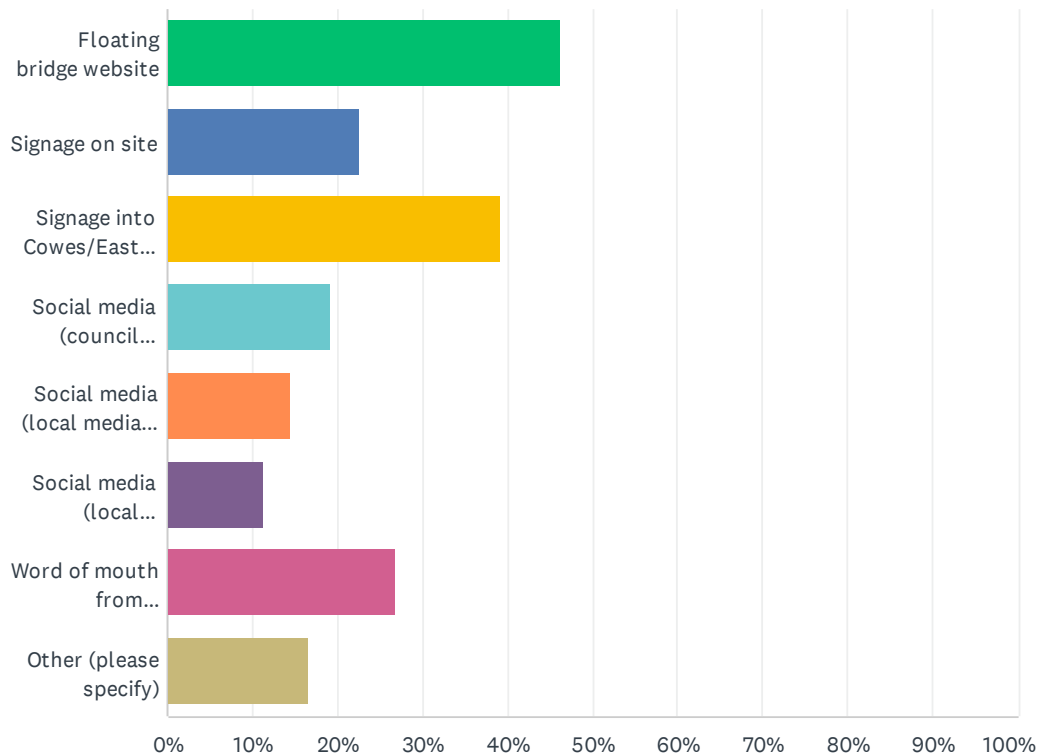
Answered: 1,104 Skipped: 85



ANSWER CHOICES	RESPONSES	
Poor	2.45%	27
Below average	3.35%	37
Average	25.63%	283
Above average	22.92%	253
Good	45.65%	504
TOTAL		1,104

Q11 How do you receive information about change to service?

Answered: 1,104 Skipped: 85



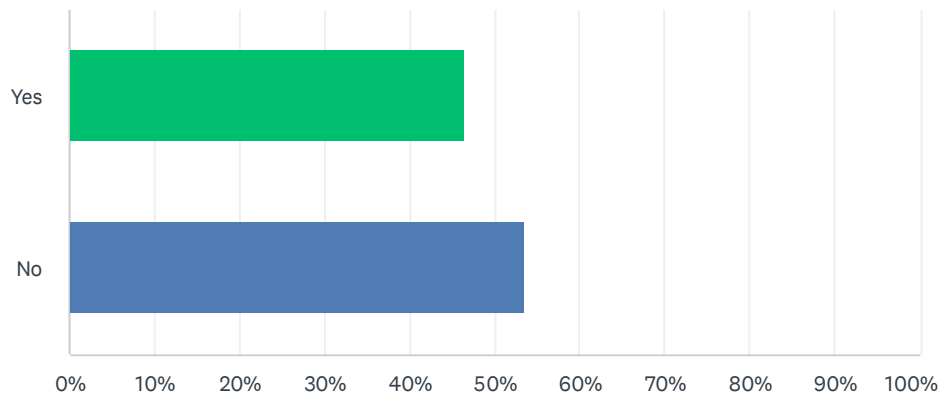
ANSWER CHOICES	RESPONSES	
Floating bridge website	46.20%	510
Signage on site	22.55%	249
Signage into Cowes/East Cowes	39.13%	432
Social media (council Facebook/Twitter)	19.20%	212
Social media (local media outlet)	14.40%	159
Social media (local community group)	11.32%	125
Word of mouth from friend/relative	26.81%	296
Other (please specify)	16.67%	184
Total Respondents: 1,104		

Q12 What would assist you in planning your journey?

Answered: 861 Skipped: 328

Q13 Are you aware that information regarding the service is available on poster board in the waiting area?

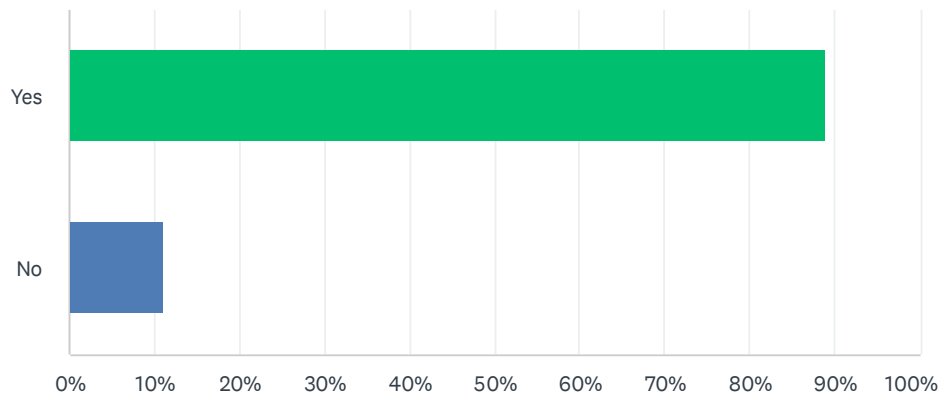
Answered: 1,086 Skipped: 103



ANSWER CHOICES		RESPONSES	
Yes		46.41%	504
No		53.59%	582
TOTAL			1,086

Q14 Are you aware that information regarding the service is available on our floating bridge website (www.iwfloatingbridge.co.uk)?

Answered: 1,095 Skipped: 94



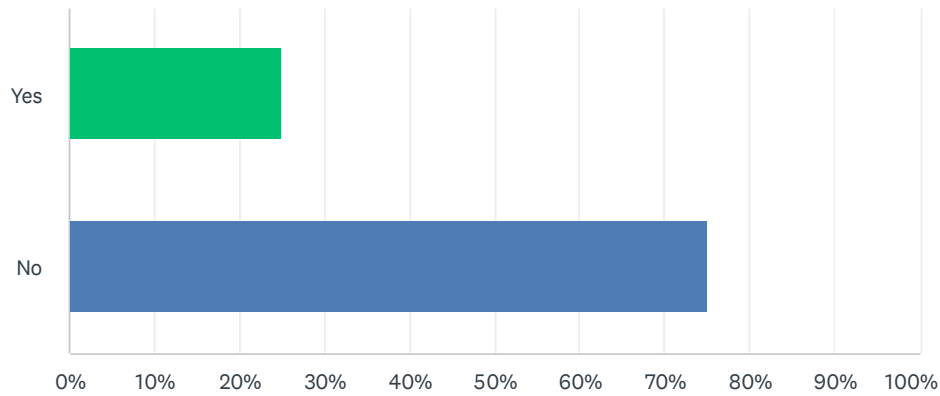
ANSWER CHOICES	RESPONSES	
Yes	88.86%	973
No	11.14%	122
TOTAL		1,095

Q15 Please use the text box below to add any further comments you may have

Answered: 557 Skipped: 632

Q16 As a Saver Card holder and regular user of the floating bridge, would you be happy to be part of a user group to meet on a quarterly basis and discuss all aspects of operation of the vessel?

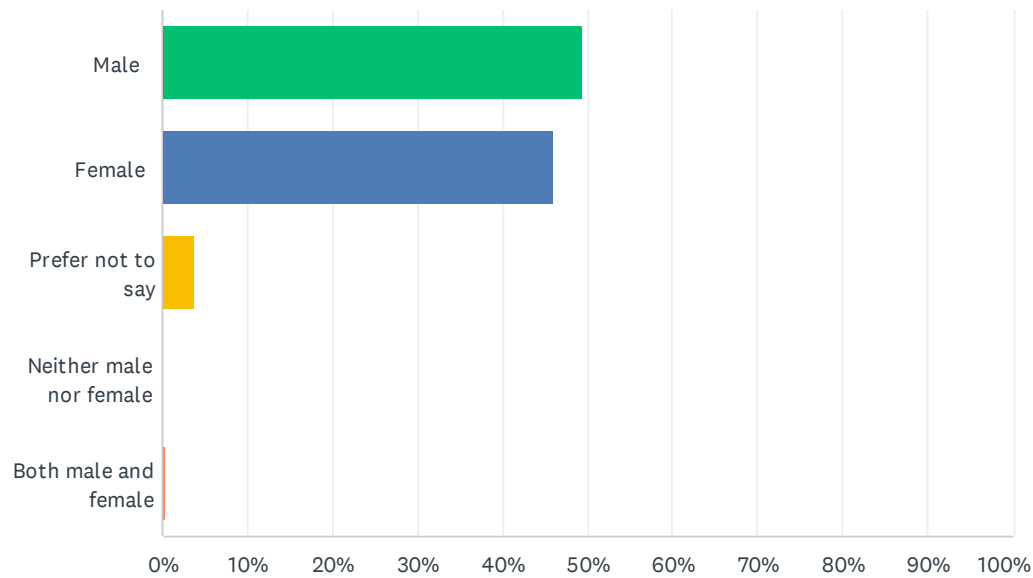
Answered: 1,079 Skipped: 110



ANSWER CHOICES	RESPONSES	
Yes	25.02%	270
No	74.98%	809
TOTAL		1,079

Q17 Which of the following options best describes how you think of yourself?

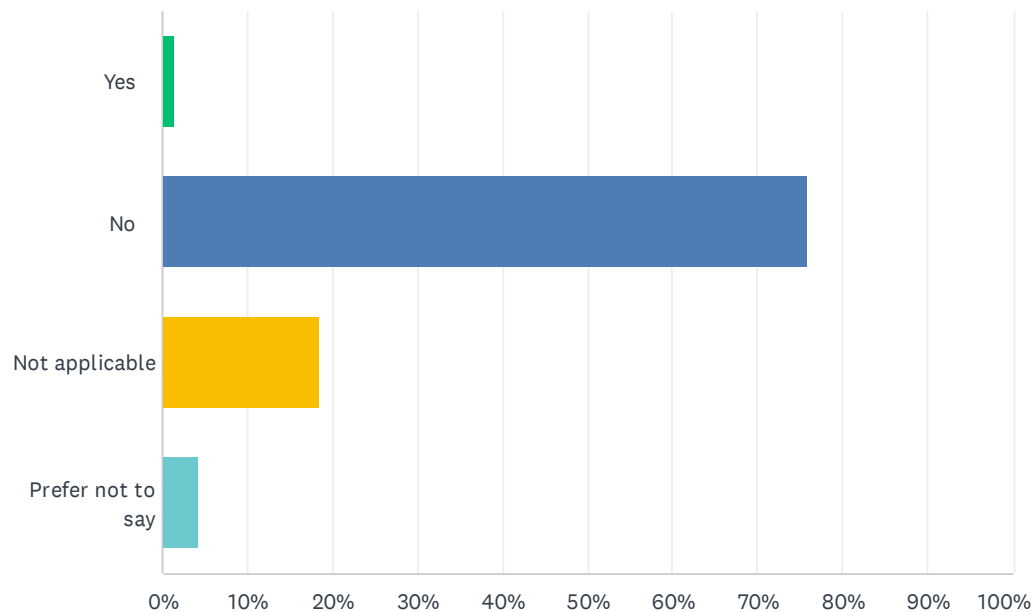
Answered: 1,052 Skipped: 137



ANSWER CHOICES	RESPONSES	
Male	49.43%	520
Female	46.10%	485
Prefer not to say	3.90%	41
Neither male nor female	0.10%	1
Both male and female	0.48%	5
TOTAL		1,052

Q18 Are you currently pregnant or have recently given birth?

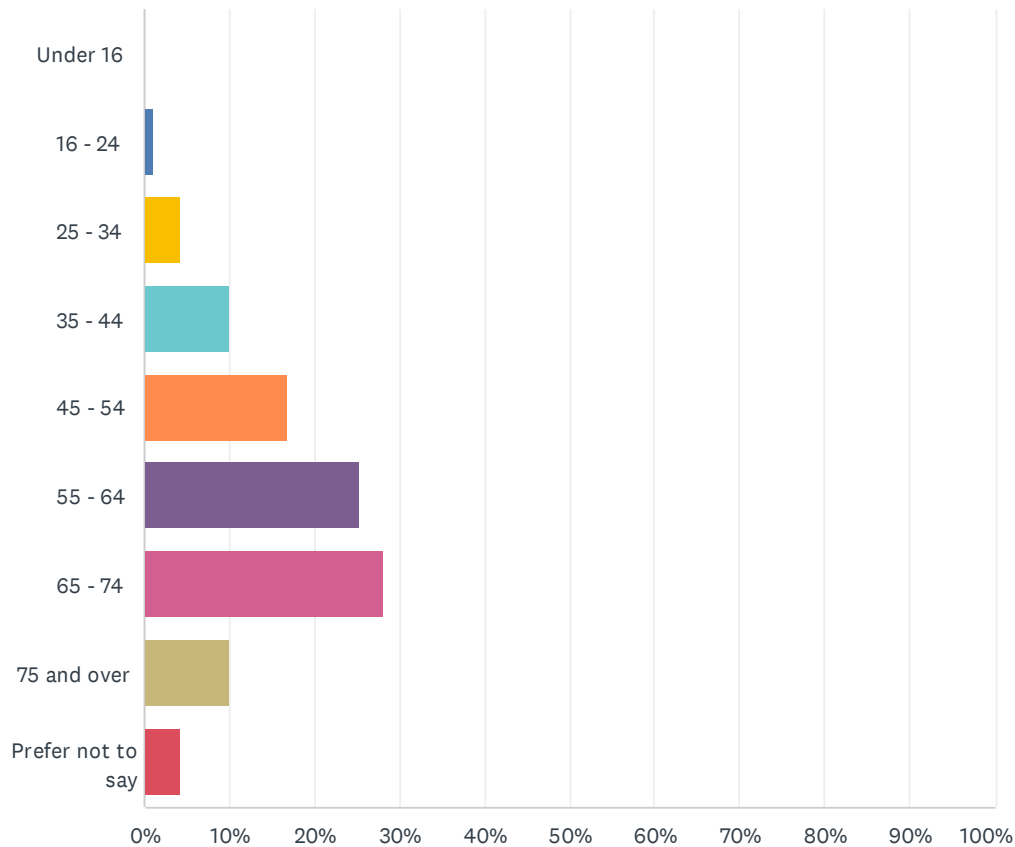
Answered: 1,047 Skipped: 142



ANSWER CHOICES	RESPONSES	
Yes	1.43%	15
No	75.84%	794
Not applicable	18.53%	194
Prefer not to say	4.20%	44
TOTAL		1,047

Q19 Which of these age groups do you belong to?

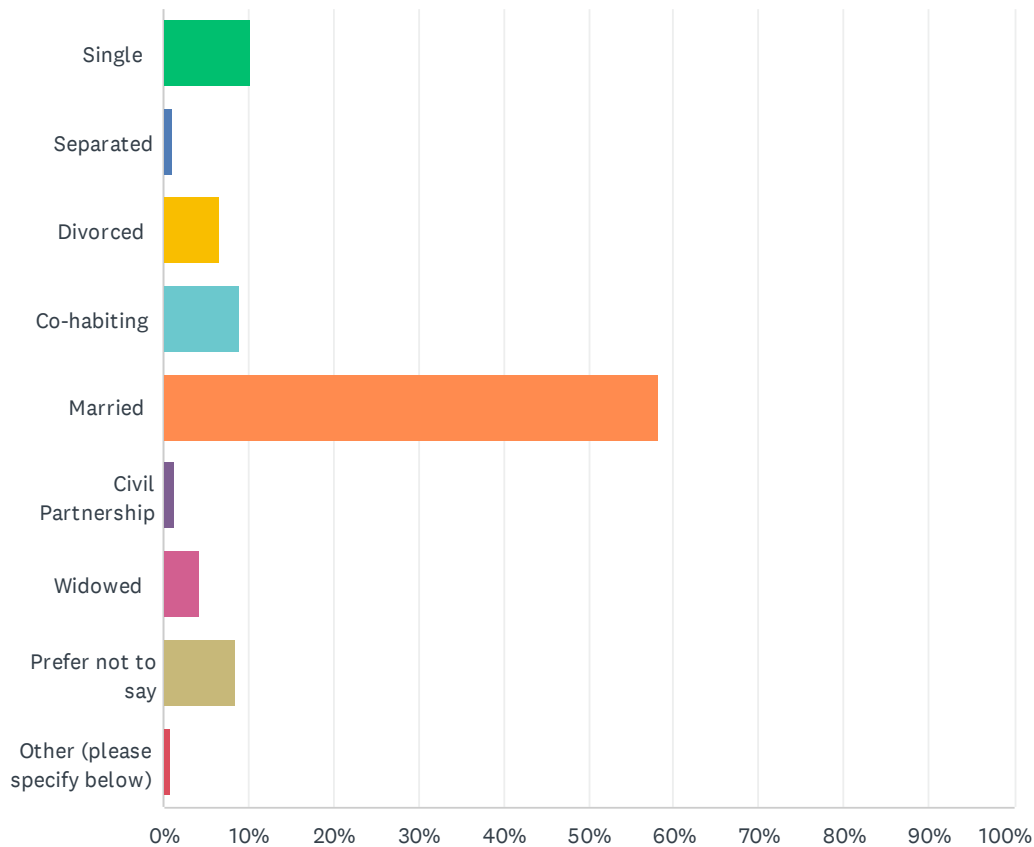
Answered: 1,057 Skipped: 132



ANSWER CHOICES	RESPONSES	
Under 16	0.00%	0
16 - 24	1.04%	11
25 - 34	4.26%	45
35 - 44	9.93%	105
45 - 54	16.84%	178
55 - 64	25.45%	269
65 - 74	28.10%	297
75 and over	10.03%	106
Prefer not to say	4.35%	46
TOTAL		1,057

Q20 What is your marital status?

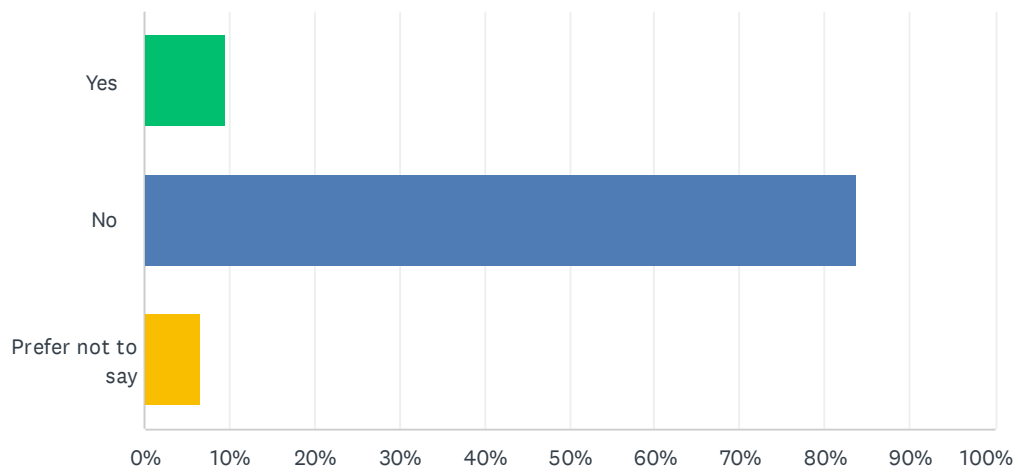
Answered: 1,055 Skipped: 134



ANSWER CHOICES	RESPONSES	
Single	10.24%	108
Separated	1.14%	12
Divorced	6.54%	69
Co-habiting	9.00%	95
Married	58.29%	615
Civil Partnership	1.23%	13
Widowed	4.17%	44
Prefer not to say	8.63%	91
Other (please specify below)	0.76%	8
TOTAL		1,055

Q21 Please tell us if you consider yourself to have a disability, or a long-term illness, physical or mental health conditions. (The Disability Discrimination Act 1995 and the Equality Act 2010 define a person as disabled if they have a physical or mental impairment, which has a substantial and long term effect (i.e. has lasted or is expected to last at least 12 months) and has an adverse effect on the person's ability to carry out normal day-to-day activities).

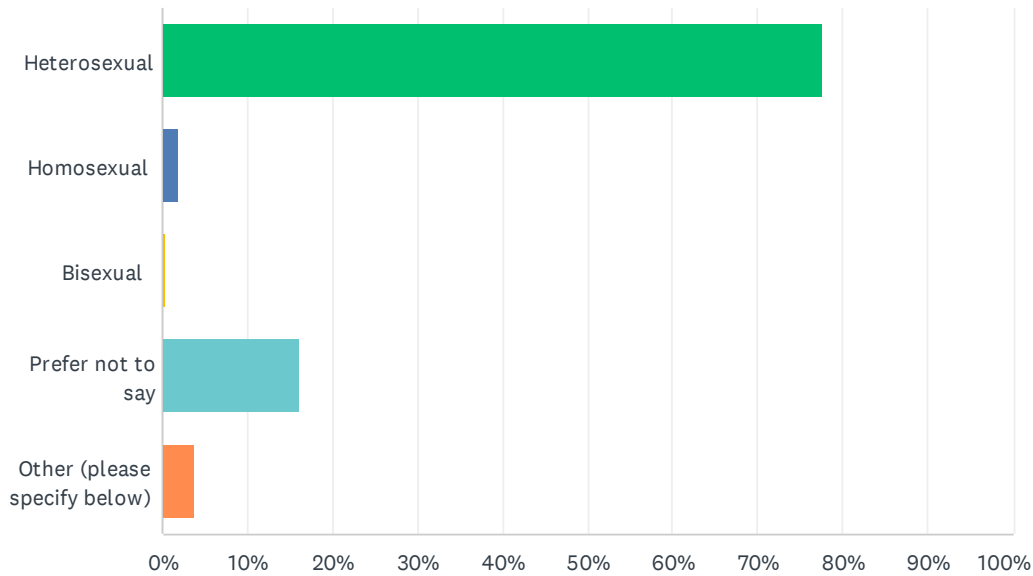
Answered: 1,057 Skipped: 132



ANSWER CHOICES	RESPONSES	
Yes	9.56%	101
No	83.82%	886
Prefer not to say	6.62%	70
TOTAL		1,057

Q22 Which of the following options best describes how you think of yourself?

Answered: 1,043 Skipped: 146



ANSWER CHOICES	RESPONSES	
Heterosexual	77.56%	809
Homosexual	1.92%	20
Bisexual	0.48%	5
Prefer not to say	16.30%	170
Other (please specify below)	3.74%	39
TOTAL		1,043

Q23 How would you describe your ethnic group?

Answered: 1,052 Skipped: 137

Floating bridge saver card holder survey 2022

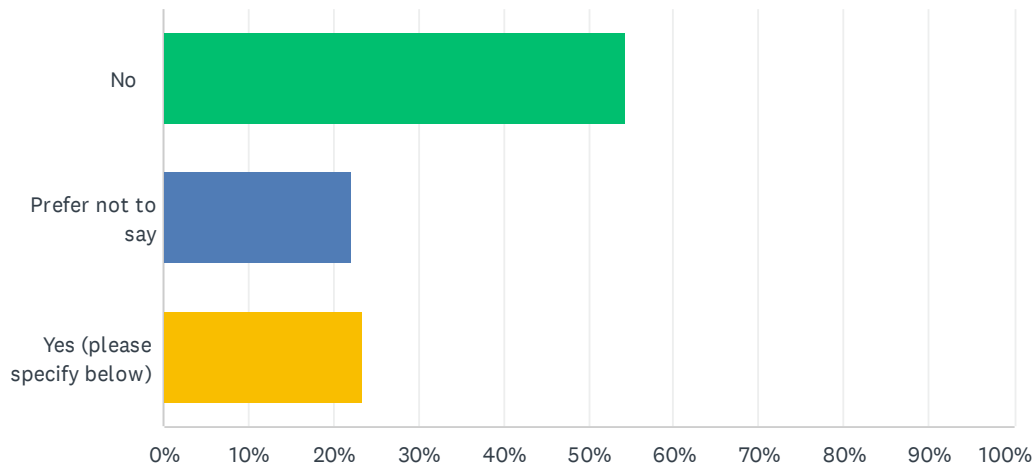


Floating bridge saver card holder survey 2022

ANSWER CHOICES	RESPONSES	
White British	85.17%	896
Black British	0.10%	1
Asian British	0.29%	3
Irish	0.67%	7
White European	2.66%	28
Black European	0.00%	0
White - Black Caribbean	0.00%	0
White - Black African	0.19%	2
White & Asian	0.19%	2
Black Caribbean	0.10%	1
Black African	0.19%	2
Arab	0.00%	0
Indian	0.00%	0
Pakistani	0.00%	0
Bangladeshi	0.00%	0
Chinese	0.00%	0
Japanese	0.00%	0
Prefer not to say	6.94%	73
Other (please specify below)	3.52%	37
TOTAL		1,052

Q24 Do you have a religious belief?

Answered: 1,045 Skipped: 144



ANSWER CHOICES	RESPONSES	
No	54.35%	568
Prefer not to say	22.11%	231
Yes (please specify below)	23.54%	246
TOTAL		1,045