Sustainable Mobility in Malta: Transport Research in Practice
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Modelling Public Perception of Modal Choice
The case study of the Malta Bus Reform

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MGSS
MALTA GOVERNMENT
SCHOLARSHIP SCHEME

OVERVIEW

- Malta's case
- Research methodology
- Preliminary findings

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THE TRANSPORT SITUATION IN MALTA

Source: Times of Malta, 2011

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THE OLD BUS SYSTEM

Source: www.maltesering.com (2012)

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NEED FOR A PUBLIC TRANSPORT REFORM UCL

Pre-July 2011

Post-July 2011

Source: Available online, 2011

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RESEARCH QUESTIONS UCL

- What are people's perceptions regarding the bus service quality characteristics?

- Does personal opinion influence overall perception of modal choice?

- Does a reform create expectations among the public?

- What are people's attitudes towards modal shift?

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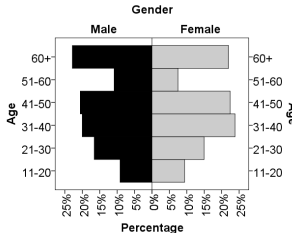## RESEARCH METHODOLOGY UCL

- Quantitative
  - Cross-sectional study
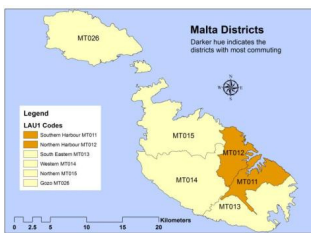   - Structured
    - Unstructured questions

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DESCRIPTIVE STATISTICS UCL

Demographic & Geographic Characteristics

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MODAL CHOICE MODEL - STEREOTYPES ⏚UCL

	Modal Split				
Gender	Occupation	Car Driver	Car Passenger	Bus User	Walks
Males	Professionals	X			
	Retired	X	X	X	X
	Service Workers	X			
	Craft	X			
	Elementary occupations	X		X	
	Students			X	
Females	Housewives		X	X	X
	Students			X	
	Clerks	X		X	
	Service Workers	X	X		
	Unemployed	X		X	X
	Elementary occupations	X		X	

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NON-BUS USERS OPINION ⏚UCL
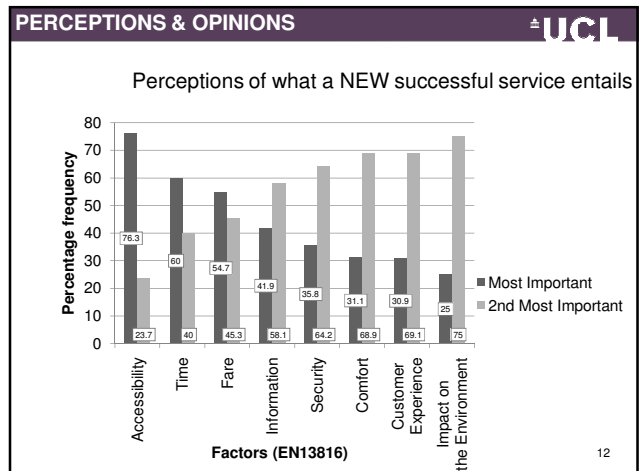## USING THE BUS FOR FREQUENT USE

Yes 22.8% — No 77%

10
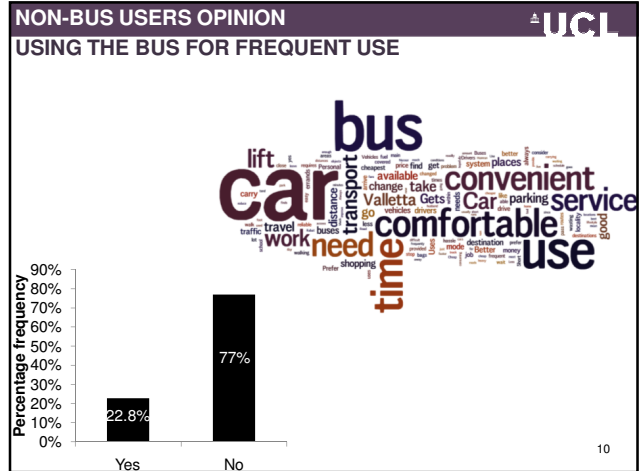
PERCEPTIONS & OPINIONS ⏚UCL
(OLD BUS SERVICE)

Mode Users	Categories	Factors	Component Score (%)	Rating Mode*	Potential Label
All	Category 1	Customer experience	**78**	3	Image-Prone
		Information	75	3	
		Comfort	74	3	
		Time	74	3	
	Category 2	Fare	32	**5**	Get-What-You-Pay
		Accessibility	38	3	
		Information	38	3	
		Comfort	(-)45	3	
Mode Users	Categories	Factors	Component Score (%)	Rating Mode*	Potential Label
Bus	Category 1	Accessibility	**99**	**4**	Mobility-Seekers
		Information	79	3	
	Category 2	Time	**67**	3	Schedule-Bound
		Comfort	58	3	
Mode Users	Categories	Factors	Component Score (%)	Rating Mode*	Potential Label
Car	Category 1	Comfort	**83**	3	Convenience-Addicts
		Customer experience	74	3	
		Time	70	**4**	
	Category 2	Information	**49**	3	Network-Acquaintance
		Accessibility	44	3	

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PERCEPTIONS & OPINIONS ⏚UCL

Perceptions of what a NEW successful service entails

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PERCEPTIONS & OPINIONS
(FOR A SUCCESSFUL BUS SERVICE)   ᵁCL

Most Important		Second Most Important	
Variables	**Criteria**	**Variables**	**Criteria**
Accessibility	Component 1: Bus-Access-Group Component 2: Spatial-Orientating-Group Component 3: Infrastructural-Group	Customer Experience	Component 1: Code-of-conduct Component 2: Reaching-out
Time	Component 1: Waiting-Time Component 2: Trip-Duration	Comfort	Component 1: Ambient conditions Component 2: Autonomic Component 3: Personal space
Fare	Component 1: Ticket-Option-Availability Component 2: Money-Centred		
Information	Component 1: Visibility Component 2: Precision		

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COMMENTS ON BUS SERVICE
BEFORE THE REFORM   ᵁCL

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ᵁCL

Comments on bus service before the reform...contd

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Slide 16
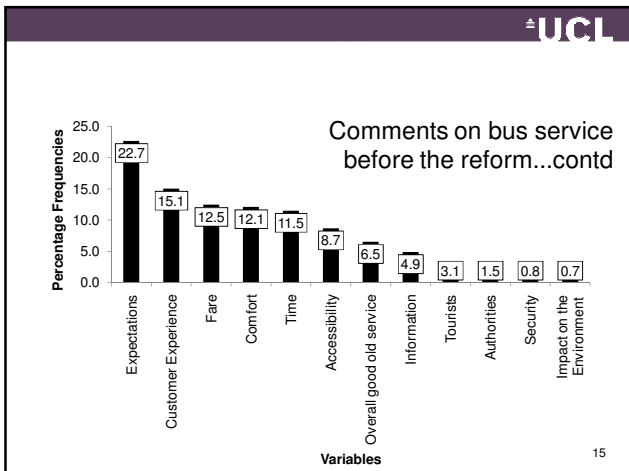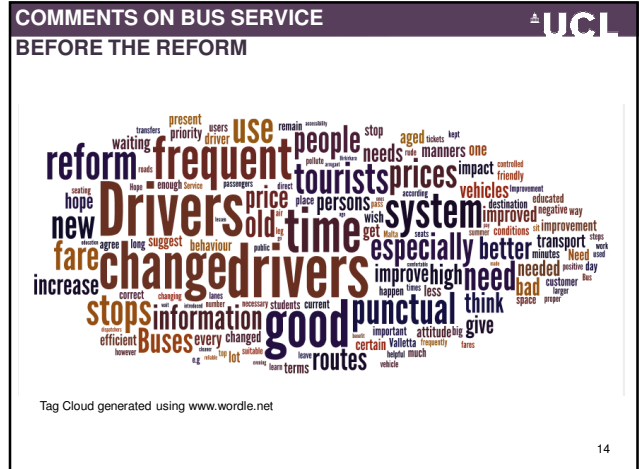
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Thank you!
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