### Table S3a: A Typical Stated Preference Exercise

<table>
<thead>
<tr>
<th>SERVICE FEATURE</th>
<th>BUS PACKAGE OF THE BUS COMPANY A</th>
<th>BUS PACKAGE OF THE BUS COMPANY B</th>
<th>BUS PACKAGE OF THE CURRENT BUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability</td>
<td>10 minutes late</td>
<td>on time</td>
<td>7 minutes late</td>
</tr>
<tr>
<td>One-way fare</td>
<td>same as now</td>
<td>same as now</td>
<td>2 dollars</td>
</tr>
<tr>
<td>Walking distance to the bus stop</td>
<td>5 minutes more than now</td>
<td>5 minutes more than now</td>
<td>5 minutes</td>
</tr>
<tr>
<td>Personal Safety at the bus stop</td>
<td>reasonably unsafe</td>
<td>reasonably safe</td>
<td>very safe</td>
</tr>
<tr>
<td>Travel Time</td>
<td>25% longer than the current travel time</td>
<td>25% quicker than the current travel time</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Bus stop facilities</td>
<td>No shelter or seats at all</td>
<td>Seats only</td>
<td>Seats only</td>
</tr>
<tr>
<td>Air conditioning</td>
<td>Not available</td>
<td>Available with no surcharge</td>
<td>Not available</td>
</tr>
<tr>
<td>Information at the bus stop</td>
<td>Timetable but no map</td>
<td>Timetable but no map</td>
<td>Timetable and a map</td>
</tr>
<tr>
<td>Frequency</td>
<td>Every 15 minutes</td>
<td>Every 30 minutes</td>
<td>Every 60 minutes</td>
</tr>
<tr>
<td>Safety on board</td>
<td>The ride is jerky; sudden braking occurs often</td>
<td>The ride is jerky; sudden braking occurs often</td>
<td>The ride is jerky; sudden braking occurs often</td>
</tr>
<tr>
<td>Cleanliness of seats</td>
<td>Clean enough</td>
<td>Clean enough</td>
<td>Very clean</td>
</tr>
<tr>
<td>Ease of access to the bus</td>
<td>Wide entry with no steps inside the bus</td>
<td>Wide entry with 2 steps inside the bus</td>
<td>Wide entry with 2 steps inside the bus</td>
</tr>
<tr>
<td>Driver behaviour</td>
<td>Friendly enough</td>
<td>Very friendly</td>
<td>Very friendly</td>
</tr>
</tbody>
</table>

If BUS A and BUS B were available today, which bus service would you choose?

- [ ] BUS A
- [ ] BUS B
- [ ] The bus you are travelling on.
Table S3b: Revealed Preference data collected

Sample Survey Instrument

SERVICE QUALITY SURVEY

Your bus company wants to know what is important to you. Please answer this short survey about your current bus trip, and hand to the staff before leaving the bus.

Please circle or write in your answers accordingly.

YOUR CURRENT TRIP

1. What is the main purpose of this bus trip?
   1  Work
   2  Education
   3  Shopping
   4  Other

2. How did you get to the bus stop?
   1  Walking
   2  Bus
   3  Train
   4  Car
   5  Other

3. How long did it take you to get to the bus stop? m

4. What time did the bus arrive at the bus stop? am / pm

5. What time was the bus supposed to arrive? am / pm don't know

6. What time is the next bus? am / pm don't know

7. How long is your trip on this bus? m

8. In terms of seat availability on this bus, did you:
   1  Have a seat all the way
   2  Have to stand for part of the way
   3  Have to stand all the way

9. What is provided at the bus stop? (Circle all that apply)
   1  Seat
   2  Shelter or cover
   3  Timetable
   4  Map

ABOUT THE BUS

10. How would you describe the access to the bus?
    1  Wide entry with no steps
    2  Wide entry with two steps
    3  Narrow entry with four steps
    4  Other

11. Is the bus air conditioned?
    1  Yes
    2  No

12. What is the temperature on the bus like?
    1  Just right
    2  Too hot
    3  Too cold

13. How clean is the bus inside?
    1  Very clean
    2  Clean enough
    3  Not clean enough

14. How would you describe the friendliness of the driver during this trip?
    1  The driver is very friendly
    2  The driver is friendly enough
    3  The driver is unfriendly

15. In terms of your personal safety, did you feel:
    1  Very safe
    2  Reasonably safe
    3  Reasonably unsafe
    4  Very unsafe

ABOUT THE TICKET

16. What type of ticket are you travelling on?
    1  Cash fare
    2  Pre-Purchased weekly
    3  Pre-Purchased bus only 10 trip ticket/TravelTen
    4  BusPlus/TravelPass/Integrated ticket
    5  School Pass
    6  Pensioner Excursion ticket
    7  Other

17. How much did that ticket cost? $

18. Are you travelling on a concession fare?
    1  Yes
    2  No

19. How many one-way trips by bus would you make in a typical 7-day week? One-way Trips

ABOUT YOU

20. Are you 1 Female 2 Male

21. Which of these categories describes your age last birthday?
    1  Under 18
    2  18-24
    3  25-34
    4  35-44
    5  45-54
    6  55-64
    7  65 and over

22. What is your main occupation?
    1  Employed full-time
    2  Student
    3  Looking for work
    4  Retired/pensioner
    5  Home duties
    6  Other

23. Which category describes your personal annual income before tax?
    1  Under $12,000
    2  $12,000 - $25,000
    3  $25,001 - $40,000
    4  $40,001 - $60,000
    5  $60,001 - $80,000
    6  Over $80,000

24. Do you have a driver's licence?
    1  Yes
    2  No

25. What is the weather like today? (Circle all that apply)
    1  Hot
    2  Cold
    3  Mild
    4  Sunny
    5  Raining
    6  Windy
    7  Dry

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