Willingness to pay values (pence/journey)

Attribute	Value
Litter: No litter whatsoever	12.62
Countdown: Countdown sign displays up to the minute arrivals & scrolling text info on diversions / delays	11.62
Drive quality / Smoothness: Smooth ride – no jerkiness	11.13
Lighting: Lighting at the stop is bright	10.90
Shelter-based info screen: Enhanced digital display (including seating availability)	10.29
Shelter-based info screen: Enhanced digital display	9.64
Pole-based info: Enhanced digital display (including seating availability)	9.10
Temperature: Just about the right temperature	8.73
Pole-based info: Enhanced digital display	8.48
Countdown: Countdown sign displays up to the minute arrivals	7.69
Litter: Litter beginning to build up	7.50
Shelter available from the elements: wind, rain or sun	6.88
Shelter-based info screen: Digital display	6.61
Seating: Bench / perch-style seating available at the stop	6.31
Noise: No intrusive noise or vibration from engine throughout journey	5.62
Pole-based info: Digital display	5.33
End caps: Lit end cap with location displayed	5.04
Seat back: USB charger & integrated stop button	4.83

Attribute	Value
Seating: Comfortable full-depth chair seating available at the stop	4.80
Inside screen: Enhanced digital display of next stop information (including bus route map)	4.39
Priority seating: provided, marked by a sticker on the bus only	3.73
Bus flags: Digital display of next bus, destination info & scrolling text info on diversions / delays	3.03
Inside screen: Digital display of next stop information	2.96
Outside screen: Enhanced digital display	2.95
Seat back: USB charger	2.91
Priority seating: provided, marked by priority seat moquette and a sticker	2.76
Outside screen: Digital display showing route no. and destination on front/back and diversions information	2.50
Bus flags: Digital display of next bus & destination info	1.93
Seat back: USB charger, integrated stop button & phone holder	1.73
Noise: Engine produces intrusive noise and vibration only while bus is at stops	1.71
Seat back: Stop button	1.25
Outside screen: Digital display showing route no. & destination on front/back	1.21
Temperature: Feels too cold on the bus	0.23
Sky light: Sky light in roof of bus	-0.12
Seating: High back seating	-1.57
Floor: Wood effect flooring	-4.23

Legend: ■ Bus stop w/o shelter ■ Bus stop w shelter ■ Shelter vs no shelter ■ On bus