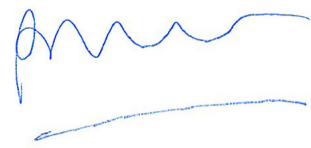


# Aberdeenshire and Aberdeen City Bus Passenger Satisfaction Surveys 2011



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Aberdeenshire and Aberdeen City Bus Passenger Satisfaction Surveys 2011

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# Table of Contents

<b>1</b>	<b>Introduction .....</b>	<b>2</b>
1.1	Introduction .....	2
1.2	Bus Satisfaction Surveys in Aberdeenshire and Aberdeen City .....	2
1.3	Report Structure .....	3
<b>2</b>	<b>Methodology .....</b>	<b>5</b>
2.1	Introduction .....	5
2.2	CAPI (Computer Aided Personal Interviewing) .....	5
2.3	Survey Design .....	5
2.4	Sampling Methodology .....	6
2.5	Survey Execution .....	9
<b>3</b>	<b>Survey Results .....</b>	<b>11</b>
3.1	Introduction .....	11
3.2	Sample Sizes .....	11
3.3	Frequency of Use .....	12
3.4	Satisfaction Levels – Aberdeenshire CAPI Survey .....	13
3.5	Satisfaction Levels – Aberdeen City CAPI Survey .....	20
3.6	Benchmarking .....	28
3.7	Benchmarking – Aberdeenshire .....	28
3.8	Benchmarking – Aberdeen City .....	35
3.9	Summary .....	40
<b>4</b>	<b>Key Findings .....</b>	<b>42</b>
4.1	Introduction .....	42
4.2	Survey Programme .....	42
4.3	Overall CAPI Findings .....	42
4.4	Aberdeenshire CAPI Survey Findings .....	42
4.5	Aberdeen City CAPI Survey Findings .....	42
4.6	Wider Comparisons – Aberdeenshire .....	43
4.7	Wider Comparisons – Aberdeen City .....	43
4.8	Summary .....	44
	<b>Appendix A – CAPI Transcripts .....</b>	<b>46</b>
	<b>Appendix B – CAPI Surveys Programme .....</b>	<b>63</b>

## **Introduction**

# 1 Introduction

## 1.1 Introduction

This report presents the methodology, results and key findings of a satisfaction survey of bus users in Aberdeenshire and Aberdeen City undertaken between Saturday 26 February 2011 and Saturday 12 March 2011 inclusive on behalf of Aberdeenshire Council, Aberdeen City Council and Nestrans by AECOM, in partnership with sub-consultants Streetwise Services Limited.

## 1.2 Bus Satisfaction Surveys in Aberdeenshire and Aberdeen City

### 1.2.1 *Background - 2009 and 2010 Surveys*

In March 2009, AECOM was commissioned by Aberdeenshire Council to assist in the development of quality indicators of bus service delivery in Aberdeenshire, devise a market research programme, and undertake a robust satisfaction survey of Aberdeenshire bus users. This was successfully achieved through the delivery of 1000 CATI (Computer Aided Telephone Interviewing) and around 3000 CAPI (Computer Aided Personal Interviewing) surveys. Whilst the telephone surveys focussed on the general population of Aberdeenshire, the CAPI surveys were face-to-face surveys, focussing specifically on bus users waiting at bus stops.

In January 2010, AECOM received a request from Aberdeenshire Council to undertake a follow up satisfaction survey of Aberdeenshire bus users, similar to the survey undertaken in 2009. However, Aberdeenshire Council were content to focus wholly on regular bus users, and also for this survey to be robust at an Aberdeenshire level, rather than a corridor-by-corridor level. Accordingly, for this survey, it was considered appropriate that a sample size of 600 Aberdeenshire bus users was appropriate. With a focus on capturing the views of regular Aberdeenshire bus users, the survey was based on CAPI surveys only. The smaller size of sample provided a robust sample for the whole of Aberdeenshire, but not on a corridor by corridor basis. Furthermore, following consultation with Nestrans (with the agreement of LABOF, the Local Authority Bus Operators Forum), it was agreed to extend the scope of the bus user satisfaction survey to include a simultaneous (but separate) survey of 500 bus users within Aberdeen City for the first time.

### 1.2.2 *2011 Survey*

Following the surveys in 2009 and 2010, it was agreed that a further programme of surveys would be undertaken in 2011. In addition, following discussions between Aberdeenshire Council, Aberdeen City Council, Nestrans and LABOF, it was agreed that added benefit could be achieved by amending the scope of the surveys to include bus passengers using the Aberdeen City bus network in locations outwith the City Centre (Union Street).

Chapter 2 provides an outline of the survey methodology subsequently devised to undertake surveys in both Aberdeenshire and Aberdeen City for a second year.

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### 1.2.3 Quality Bus Partnership

Aberdeenshire Council, Aberdeen City Council and Nestrans participate in a voluntary Quality Bus Partnership (QBP) with First Bus and Stagecoach. The Quality Partnership Agreement states:

***“The partners will...undertake an annual satisfaction survey, the results of which will be published in an annual report...”***

Furthermore, Aberdeenshire Council currently consults with members of the public about public transport matters via its Area Bus Forums, which are held in each of the Council's six administrative areas on a bi-annual basis. This third annual programme of satisfaction surveys provides a further source of public transport consultation for the Council.

## 1.3 Report Structure

This report is structured as follows:

- Chapter 2 – Methodology;
- Chapter 3 – Survey Results; and
- Chapter 4 – Key Findings.

In addition, a series of appendices support this report. These present:

- The distinct CAPI transcripts adopted for the face-to-face surveys in Aberdeenshire and Aberdeen City (Appendix A); and
- The survey programme undertaken by Streetwise Services Limited (Appendix B).

## **Methodology**

## 2 Methodology

### 2.1 Introduction

This chapter outlines the methodology for the Aberdeenshire and Aberdeen City bus passenger satisfaction surveys. Particular attention is given to the design and execution of distinct CAPI (Computer Aided Telephone Interviewing) surveys for the two areas.

### 2.2 CAPI (Computer Aided Personal Interviewing)

Face-to-face CAPI (Computer Aided Personal Interviewing) surveys were again identified as the preferred means of acquiring the required sample of bus users in Aberdeenshire and Aberdeen City, following the successful use of this technology in previous years.

By using Tablet PC's, CAPI surveys can be conducted on-site (i.e. at bus stops and stations) and provide:

- Removal of printing costs;
- Fast data availability;
- Instant quality checks and validation; and
- Automatic and instant cross checking of responses (built in logic checking).

The CAPI surveys:

- Enabled face-to-face interviews at bus stops;
- Captured regular bus users prior to embarkation; and
- Enabled questions to be asked about a previous recent trip.

### 2.3 Survey Design

#### 2.3.1 *Transcript Development*

The transcript used for the bus passenger satisfaction surveys in Aberdeenshire and Aberdeen City was first developed for the 2009 survey programme. It was developed taking cognisance of the quarterly Bus Passenger Satisfaction Survey (BPSS), first commissioned by the Department for Transport (DfT), with value added to the survey by referring to equivalent indicators of bus passenger satisfaction in Scottish Household Statistics.

By repeating the survey for a third year in Aberdeenshire and a second in Aberdeen City, comparisons can be made between the previous surveys, as well as providing a further opportunity for benchmarking the results against trends at both a Scotland and UK level.

#### 2.3.2 *Aberdeenshire Survey*

The 2011 Aberdeenshire survey transcript was unedited and repeated verbatim as per the scripts used in 2009 and 2010.

The Aberdeenshire CAPI transcript is presented within Appendix A.

#### 2.3.3 *Aberdeen City Survey*

In the 2010 survey, a separate CAPI survey transcript was developed and delivered within Aberdeen City. This enabled the inclusion of:

- Specific Aberdeen City boarding locations; and



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- Inclusion of First Bus ticket types as ticketing options (with the retention of the Stagecoach ticket types as these can be purchased on Stagecoach buses operating at city bus stops).

The 2011 Aberdeen City transcript was unedited and repeated verbatim as per the script used in 2010, with the exception of the three additional questions asked of bus passengers in 2010 (relating to off-bus, on-street ticket machines, the withdrawal of real-time information displayed at bus stops in the city and the cost of using Night Bus Services in Aberdeen). These were retired from the 2011 transcript and replaced with a new question seeking views on [www.realtimebus.com](http://www.realtimebus.com), the new bus departure information service that has been introduced by Nestrans, Aberdeen City Council and First Aberdeen.

## 2.4 Sampling Methodology

The sampling methods adopted for the surveys in Aberdeenshire and Aberdeen City are outlined below.

### 2.4.1 Aberdeenshire Survey

The methodology employed for the Aberdeenshire survey in 2010 was repeated for the 2011 survey programme.

50 CAPI surveys were again targeted for each of the six principal bus corridors in Aberdeenshire to ensure consistency, and a basis for comparison, with previous surveys.

The six corridors are:

- The Kincardine and Mearns corridor, following the A90/A92 south via Portlethen to Stonehaven and onward to Inverbervie/Laurencekirk;
- The Deeside corridor, following the A93 corridor west, via Banchory, Aboyne, Ballater and Braemar;
- The Donside corridor, following the A944 to Westhill and Alford;
- The North corridor, following the A96 to Blackburn, Kintore, Inverurie and Huntly;
- The Banff Coastal corridor, following the A947 to Newmachar, Oldmeldrum, Turriff, Macduff and Banff and onward to Portsoy; and
- The Buchan corridor, broadly following the A90 (north of Aberdeen) to Ellon, Newburgh, Mintlaw, Peterhead and Fraserburgh.

Surveys were undertaken in each of the six corridors at the list of boarding locations agreed for the previous programme in 2010. In the Banff Coastal corridor, surveys were again excluded from Oldmeldrum due to continuing road works in this location.

In Aberdeen, the Bus Station on Guild Street was again regarded as an appropriate location to undertake the remainder of the surveys with Aberdeenshire bus users, as the majority of bus use at this location relates to Aberdeenshire trips.

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Figure 2.1 – Bus Corridors

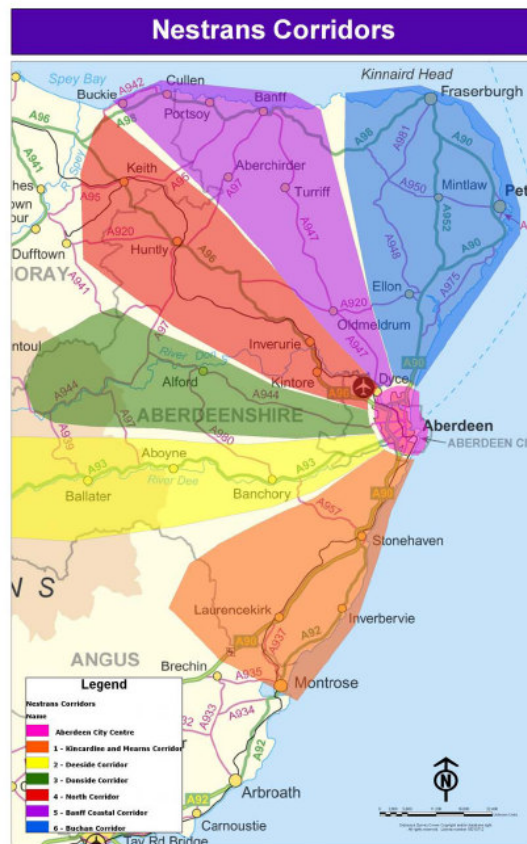


Figure 2.1 Nestrans Area-Wide Corridors

Source: Nestrans Bus Action Plan

2.4.2 Aberdeen City Survey

As outlined in Section 1.2.2, it was agreed to amend the scope of the Aberdeen City survey to include bus passengers using the Aberdeen City bus network in locations outwith the City Centre, as well as on Union Street.

The 500 Aberdeen City sample was therefore split into 280 surveys (Union Street) and 220 surveys at the following locations in the City:

- Morrisons (King Street);
- Aberdeen University (King Street – Regent Walk);
- Woodend Hospital (Queen’s Road);
- Mannofield;
- Bucksburn Police Station (Great Northern Road);
- Berryden Retail Park;

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- RGU (Garthdee Road);
- Faulds Gate;
- Jesmond Drive;
- Torry;
- Dyce;
- Cults;
- Lang Stracht; and
- Byron Avenue (Northfield).

On Union Street, surveys were undertaken at one bus stop at a time, before proceeding to the next one following completion. This again ensured that a variety of trips on different services were captured.

Any uncompleted surveys were discarded and removed from the final cleaning of the raw data.

Tables 2.1 and 2.2 below summarise the sampling methodology for the surveys in Aberdeenshire and Aberdeen City.

**Table 2.1 – Aberdeenshire CAPI Sample Size**

Location	Weekday	Saturday	Total
<i>Aberdeen Bus Station</i>	210	90	300
<i>Kincardine and Mearns</i>	35	15	50
<i>Deeside</i>	35	15	50
<i>Donside</i>	35	15	50
<i>North</i>	35	15	50
<i>Banff Coastal</i>	35	15	50
<i>Buchan</i>	35	15	50
<b>Aberdeenshire Total</b>	<b>420</b>	<b>180</b>	<b>600</b>

**Table 2.2 – Aberdeen City CAPI Sample Size**

Location	Weekday	Saturday	Total
<i>Union Street</i>	200	80	280
<i>Additional City Locations</i>	150	70	220
<b>Aberdeen City Total</b>	<b>350</b>	<b>150</b>	<b>500</b>

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## 2.5 Survey Execution

Following the establishment of the survey methodology, a programme was developed, targeting the execution of CAPI surveys in key towns on each of the six corridors in Aberdeenshire, the bus station in Aberdeen, at bus stops on Union Street, and the additional Aberdeen City locations.

A copy of the CAPI survey programme is provided in Appendix B. The CAPI surveys were undertaken over a two week period between Saturday 26 February and Saturday 12 March 2011 inclusive.

The next chapter provides the results of the 2011 Aberdeenshire and Aberdeen City bus passenger satisfaction surveys.



## Survey Results

## 3 Survey Results

### 3.1 Introduction

This chapter provides an overview of the CAPI survey results. Results of each question in the Aberdeenshire and Aberdeen City surveys are presented in separate tables.

Comparisons are also made between each survey and the Scottish Household Survey and the national Bus Passenger Satisfaction Survey (BPSS). The BPSS was originally commissioned and managed by the Department for Transport (DfT), but responsibility for this survey was assumed by Passenger Focus in 2010, after the previous surveys in Aberdeenshire and Aberdeen City were completed.



### 3.2 Sample Sizes

Table 3.1 below outlines the total number of CAPI surveys completed.

**Table 3.1 – CAPI Sample Sizes**

CAPI Survey Area	Weekday interviews	Saturday interviews	Total
Aberdeenshire	436	206	642
Aberdeen City	372	163	535

As Table 3.1 shows, the quotas for both sets of CAPI surveys were met.

#### 3.2.1 Age and Demographics

This section outlines the age and demographics of those interviewed in the CAPI surveys.

**Table 3.2 – Gender of respondents**

	Aberdeenshire	Aberdeen City
Male	207	159
Female	435	376
Totals	642	535

**Table 3.3 – Age breakdown of respondents**

	Aberdeenshire	Aberdeen City
16-25 years old	120	72
26-35 years old	55	79
36-45 years old	57	57
46-59 years old	65	59
60 + years old	341	267
Refused	4	1
Totals	642	535

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### 3.2.2 Sample Splits

Table 3.4 below outlines the number of surveys undertaken across the six principal bus corridors in Aberdeenshire.

**Table 3.4 – Aberdeenshire Bus Corridor Samples**

	<b>Aberdeenshire CAPI Survey</b>
<b>Banff Coastal</b>	50
<b>Buchan</b>	62
<b>Deeside</b>	52
<b>Donside</b>	50
<b>Kincardine and Mearns</b>	69
<b>North</b>	48
<b>Other Not Listed</b>	0
<b>Total</b>	<b>331</b>

The remaining 311 Aberdeenshire surveys were completed at Aberdeen Bus Station.

**Table 3.4a – Aberdeen City Samples**

	<b>Aberdeen City CAPI Survey</b>
<b>Union Street</b>	316
<b>Additional Locations</b>	219
<b>Total</b>	<b>535</b>

The following sections present distinct results for Aberdeenshire and Aberdeen City for the remainder of the CAPI survey questions.

## 3.3 Frequency of Use

### 3.3.1 Aberdeenshire

**Table 3.5 – Frequency of bus use (Aberdeenshire Bus Users)**

	<b>Aberdeenshire CAPI Survey</b>
<b>Every day</b>	192
<b>2-3 times a week</b>	248
<b>About once a week</b>	97
<b>About monthly</b>	77
<b>Hardly ever</b>	28
<b>Total</b>	<b>642</b>

As Table 3.5 indicates, the CAPI surveys undertaken in Aberdeenshire successfully captured regular bus users, with the majority of those interviewed travelling on a bus at least once a week.

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### 3.3.2 Aberdeen City

**Table 3.6 – Frequency of bus use (Aberdeen City Bus Users)**

	Aberdeen City CAPI Survey
Every day	243
2-3 times a week	200
About once a week	70
About monthly	16
Hardly ever	6
<b>Total</b>	<b>535</b>

As Table 3.6 indicates, the CAPI surveys undertaken in Aberdeen successfully captured regular bus users, with the majority of those interviewed travelling on a bus at least once a week.

### 3.4 Satisfaction Levels – Aberdeenshire CAPI Survey

This section presents the levels of bus passenger satisfaction in Aberdeenshire from the results of the CAPI surveys.

Results from the corresponding questions in the 2009 and 2010 surveys are also presented in the proceeding sections.

#### 3.4.1 Overall Perceptions of Service Quality

**Table 3.7 –  
How satisfied were you with the overall service that you experienced on that trip?**

	2011		2010		2009	
Very satisfied	319	50%	121	20%	1062	34%
Fairly satisfied	268	42%	431	70%	1596	51%
Neither satisfied nor dissatisfied	12	2%	42	7%	388	12%
Fairly dissatisfied	26	4%	13	2%	73	2%
Very dissatisfied	13	2%	9	1%	14	0%
Don't Know	4	1%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>



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**Table 3.8 –  
How satisfied were you with the reliability of the journey?**

	2011		2010		2009	
Very satisfied	359	56%	92	15%	1033	33%
Fairly satisfied	184	29%	422	69%	1677	54%
Neither satisfied nor dissatisfied	20	3%	36	6%	321	10%
Fairly dissatisfied	43	7%	51	8%	72	2%
Very dissatisfied	32	5%	15	2%	30	1%
Don't Know	4	1%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.9 –  
How satisfied were you with the frequency of the service?**

	2011		2010		2009	
Very satisfied	307	48%	102	17%	1092	35%
Fairly satisfied	199	31%	401	65%	1587	51%
Neither satisfied nor dissatisfied	34	5%	32	5%	343	11%
Fairly dissatisfied	67	10%	58	9%	90	3%
Very dissatisfied	34	5%	23	4%	20	1%
Don't Know	1	0%	0	0%	1	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.10 –  
How satisfied were you with the value for money of the bus fare?**

	2011		2010		2009	
Very satisfied	361	56%	165	27%	1145	37%
Fairly satisfied	100	16%	362	59%	1328	42%
Neither satisfied nor dissatisfied	17	3%	30	5%	405	13%
Fairly dissatisfied	35	5%	36	6%	201	6%
Very dissatisfied	28	4%	23	4%	54	2%
Don't Know	101	16%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

Capabilities on project:  
Transportation

**Table 3.11 –  
How easy was it to understand the range and prices of the tickets?**

	2011		2010		2009	
Very easy	259	40%	86	14%	974	31%
Fairly easy	114	18%	417	68%	1530	49%
Neither easy nor difficult	28	4%	34	6%	443	14%
Fairly difficult	18	3%	24	4%	101	3%
Very difficult	11	2%	55	9%	85	3%
Don't Know	212	33%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.12 –  
How easy was it to find out about the routes and times of the buses?**

	2011		2010		2009	
Very easy	297	46%	90	15%	941	30%
Fairly easy	214	33%	428	69%	1660	53%
Neither easy nor difficult	21	3%	30	5%	397	13%
Fairly difficult	43	7%	39	6%	108	3%
Very difficult	32	5%	29	5%	27	1%
Don't Know	35	5%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.13 –  
How satisfied were you with the information provided at the bus stop/bus shelter?**

	2011		2010		2009	
Very satisfied	391	61%	128	21%	1038	33%
Fairly satisfied	145	23%	372	60%	1493	48%
Neither satisfied nor dissatisfied	10	2%	44	7%	472	15%
Fairly dissatisfied	28	4%	45	7%	93	3%
Very dissatisfied	41	6%	27	4%	37	1%
Don't Know	27	4%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

Capabilities on project:  
Transportation

**Table 3.14 –**  
**How satisfied were you with your personal safety waiting at that bus stop/bus shelter?**

	2011		2010		2009	
Very satisfied	441	69%	161	26%	1215	39%
Fairly satisfied	155	24%	418	68%	1519	48%
Neither satisfied nor dissatisfied	7	1%	24	4%	302	10%
Fairly dissatisfied	14	2%	10	2%	72	2%
Very dissatisfied	17	3%	3	0%	25	1%
Don't Know	8	1%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.15 –**  
**How satisfied were you with the condition of that bus stop/bus shelter?**

	2011		2010		2009	
Very satisfied	381	59%	152	25%	880	28%
Fairly satisfied	154	24%	386	63%	1683	54%
Neither satisfied nor dissatisfied	15	2%	26	4%	376	12%
Fairly dissatisfied	42	7%	23	4%	137	4%
Very dissatisfied	40	6%	29	5%	57	2%
Don't Know	10	2%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.16 –**  
**How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?**

	2011		2010		2009	
Very satisfied	379	59%	142	23%	798	25%
Fairly satisfied	153	24%	422	69%	1688	54%
Neither satisfied nor dissatisfied	16	2%	27	4%	453	14%
Fairly dissatisfied	56	9%	17	3%	144	5%
Very dissatisfied	33	5%	8	1%	50	2%
Don't Know	5	1%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

Capabilities on project:  
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### 3.4.2 Trip Experience Aspects

This section presents the findings of those questions relating to aspects of a recent bus journey.

**Table 3.17 –**  
**How satisfied were you with the length of time you waited for the bus?**

	2011		2010		2009	
Very satisfied	327	51%	118	19%	1077	34%
Fairly satisfied	216	34%	389	63%	1602	51%
Neither satisfied nor dissatisfied	22	3%	34	6%	332	11%
Fairly dissatisfied	48	7%	53	9%	97	3%
Very dissatisfied	26	4%	22	4%	25	1%
Don't Know	3	0%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.18 –**  
**How easy was it to find a seat on the bus?**

	2011		2010		2009	
Very easy	501	78%	227	37%	1556	50%
Fairly easy	101	16%	353	57%	1200	38%
Neither easy nor difficult	16	2%	9	1%	315	10%
Fairly difficult	21	3%	25	4%	50	2%
Very difficult	3	0%	2	0%	12	0%
Don't Know	0	0%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.19 –**  
**How satisfied were you with your personal safety on the bus?**

	2011		2010		2009	
Very satisfied	473	74%	175	28%	1393	44%
Fairly satisfied	141	22%	397	64%	1378	44%
Neither satisfied nor dissatisfied	10	2%	16	3%	287	9%
Fairly dissatisfied	10	2%	25	4%	62	2%
Very dissatisfied	6	1%	3	0%	13	0%
Don't Know	2	0%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

Capabilities on project:  
Transportation

**Table 3.20 –**  
**How satisfied were you with the information provided on the bus?**

	2011		2010		2009	
Very satisfied	322	50%	65	11%	961	31%
Fairly satisfied	152	24%	447	73%	1612	51%
Neither satisfied nor dissatisfied	32	5%	55	9%	444	14%
Fairly dissatisfied	13	2%	27	4%	93	3%
Very dissatisfied	26	4%	22	4%	22	1%
Don't Know	97	15%	0	0%	1	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.21 –**  
**How satisfied were you with the cleanliness of the bus?**

	2011		2010		2009	
Very satisfied	412	64%	129	21%	1047	33%
Fairly satisfied	167	26%	447	73%	1553	50%
Neither satisfied nor dissatisfied	29	5%	23	4%	405	13%
Fairly dissatisfied	27	4%	9	1%	105	3%
Very dissatisfied	4	1%	8	1%	23	1%
Don't Know	3	0%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.22 –**  
**How satisfied were you with the condition of the vehicle?**

	2011		2010		2009	
Very satisfied	366	57%	126	20%	1143	36%
Fairly satisfied	201	31%	428	69%	1406	45%
Neither satisfied nor dissatisfied	17	3%	24	4%	479	15%
Fairly dissatisfied	39	6%	22	4%	90	3%
Very dissatisfied	19	3%	16	3%	15	0%
Don't Know	0	0%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

Capabilities on project:  
Transportation

**Table 3.23 –**  
**How satisfied were you with the directness of the route taken by the bus?**

	2011		2010		2009	
Very satisfied	383	60%	131	21%	1155	37%
Fairly satisfied	184	29%	413	67%	1528	49%
Neither satisfied nor dissatisfied	18	3%	21	3%	340	11%
Fairly dissatisfied	36	6%	31	5%	85	3%
Very dissatisfied	18	3%	20	3%	25	1%
Don't Know	3	0%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.24 –**  
**How satisfied were you with the level of comfort on the bus?**

	2011		2010		2009	
Very satisfied	443	69%	151	25%	1281	41%
Fairly satisfied	156	24%	421	68%	1397	45%
Neither satisfied nor dissatisfied	12	2%	16	3%	361	12%
Fairly dissatisfied	26	4%	22	4%	80	3%
Very dissatisfied	4	1%	6	1%	14	0%
Don't Know	1	0%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.25 –**  
**How satisfied were you with the driver's behaviour?**

	2011		2010		2009	
Very satisfied	502	78%	198	32%	1312	42%
Fairly satisfied	104	16%	361	59%	1324	42%
Neither satisfied nor dissatisfied	12	2%	26	4%	338	11%
Fairly dissatisfied	18	3%	19	3%	109	3%
Very dissatisfied	5	1%	12	2%	50	2%
Don't Know	1	0%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

Capabilities on project:  
Transportation

**Table 3.26 –  
How easy did you find it to board and get off the bus?**

	2011		2010		2009	
<b>Very satisfied</b>	498	78%	172	28%	1298	41%
<b>Fairly satisfied</b>	87	14%	398	65%	1342	43%
<b>Neither satisfied nor dissatisfied</b>	15	2%	16	3%	375	12%
<b>Fairly dissatisfied</b>	35	5%	22	4%	103	3%
<b>Very dissatisfied</b>	6	1%	8	1%	14	0%
<b>Don't Know</b>	1	0%	0	0%	1	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

**Table 3.27 –  
How satisfied were you with the smoothness of the ride?**

	2011		2010		2009	
<b>Very satisfied</b>	398	62%	131	21%	1071	34%
<b>Fairly satisfied</b>	181	28%	443	72%	1627	52%
<b>Neither satisfied nor dissatisfied</b>	29	5%	18	3%	353	11%
<b>Fairly dissatisfied</b>	27	4%	17	3%	68	2%
<b>Very dissatisfied</b>	6	1%	7	1%	14	0%
<b>Don't Know</b>	1	0%	0	0%	0	0%
<b>Totals</b>	<b>642</b>	<b>100%</b>	<b>616</b>	<b>100%</b>	<b>3133</b>	<b>100%</b>

### 3.5 Satisfaction Levels – Aberdeen City CAPI Survey

This section presents the levels of bus passenger satisfaction in Aberdeen City from the results of the CAPI surveys.

Results from the corresponding questions in the 2010 survey are also presented in the proceeding sections. It should be noted that while the 2010 results related only to surveys on Union Street, the 2011 results combine the Union Street and additional Aberdeen locations to provide an overall indication of bus passenger satisfaction in the City. Consideration of the differences between these locations within Aberdeen City is set out in Section 4.5.

Capabilities on project:  
Transportation

### 3.5.1 Overall Perceptions of Service Quality

**Table 3.28 –**  
**How satisfied were you with the overall service that you experienced on that trip?**

	2011		2010	
Very satisfied	235	44%	68	14%
Fairly satisfied	212	40%	331	66%
Neither satisfied nor dissatisfied	15	3%	57	11%
Fairly dissatisfied	58	11%	21	4%
Very dissatisfied	14	3%	23	5%
Don't Know	1	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.29 –**  
**How satisfied were you with the reliability of the journey?**

	2011		2010	
Very satisfied	208	39%	61	12%
Fairly satisfied	178	33%	264	53%
Neither satisfied nor dissatisfied	25	5%	39	8%
Fairly dissatisfied	54	10%	93	19%
Very dissatisfied	69	13%	43	9%
Don't Know	1	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.30 –**  
**How satisfied were you with the frequency of the service?**

	2011		2010	
Very satisfied	195	36%	68	14%
Fairly satisfied	190	36%	225	45%
Neither satisfied nor dissatisfied	23	4%	53	11%
Fairly dissatisfied	52	10%	103	21%
Very dissatisfied	74	14%	51	10%
Don't Know	1	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>



Capabilities on project:  
Transportation

**Table 3.31 –  
How satisfied were you with the value for money of the bus fare?**

	2011		2010	
Very satisfied	312	58%	162	32%
Fairly satisfied	83	16%	200	40%
Neither satisfied nor dissatisfied	14	3%	39	8%
Fairly dissatisfied	72	13%	55	11%
Very dissatisfied	49	9%	44	9%
Don't Know	5	1%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.32 –  
How easy was it to understand the range and prices of the tickets?**

	2011		2010	
Very easy	269	50%	89	18%
Fairly easy	87	16%	308	62%
Neither easy nor difficult	9	2%	52	10%
Fairly difficult	14	3%	14	3%
Very difficult	13	2%	37	7%
Don't Know	143	27%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.33 –  
How easy was it to find out about the routes and times of the buses?**

	2011		2010	
Very easy	266	50%	51	10%
Fairly easy	145	27%	304	61%
Neither easy nor difficult	18	3%	71	14%
Fairly difficult	52	10%	52	10%
Very difficult	29	5%	22	4%
Don't Know	25	5%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

Capabilities on project:  
Transportation

**Table 3.34 –**  
**How satisfied were you with the information provided at the bus stop/bus shelter?**

	2011		2010	
Very satisfied	340	64%	75	15%
Fairly satisfied	110	21%	294	59%
Neither satisfied nor dissatisfied	12	2%	43	9%
Fairly dissatisfied	33	6%	58	12%
Very dissatisfied	31	6%	30	6%
Don't Know	9	2%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.35 –**  
**How satisfied were you with your personal safety waiting at that bus stop/bus shelter?**

	2011		2010	
Very satisfied	442	83%	141	28%
Fairly satisfied	75	14%	308	62%
Neither satisfied nor dissatisfied	7	1%	28	6%
Fairly dissatisfied	6	1%	16	3%
Very dissatisfied	5	1%	7	1%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.36 –**  
**How satisfied were you with the condition of that bus stop/bus shelter?**

	2011		2010	
Very satisfied	342	64%	100	20%
Fairly satisfied	135	25%	302	60%
Neither satisfied nor dissatisfied	15	3%	40	8%
Fairly dissatisfied	29	5%	34	7%
Very dissatisfied	14	3%	24	5%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

Capabilities on project:  
Transportation

**Table 3.37 –**  
**How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?**

	2011		2010	
Very satisfied	343	64%	99	20%
Fairly satisfied	127	24%	275	55%
Neither satisfied nor dissatisfied	16	3%	55	11%
Fairly dissatisfied	34	6%	57	11%
Very dissatisfied	15	3%	14	3%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

### 3.5.2 Trip Experience Aspects

This section presents the findings of those questions relating to aspects of a recent bus journey.

**Table 3.38 –**  
**How satisfied were you with the length of time you waited for the bus?**

	2011		2010	
Very satisfied	264	49%	66	13%
Fairly satisfied	138	26%	199	40%
Neither satisfied nor dissatisfied	16	3%	43	9%
Fairly dissatisfied	63	12%	128	26%
Very dissatisfied	54	10%	64	13%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.39 –**  
**How easy was it to find a seat on the bus?**

	2011		2010	
Very easy	451	84%	184	37%
Fairly easy	57	11%	255	51%
Neither easy nor difficult	6	1%	20	4%
Fairly difficult	15	3%	30	6%
Very difficult	5	1%	11	2%
Don't Know	1	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

Capabilities on project:  
Transportation

**Table 3.40 –  
How satisfied were you with your personal safety on the bus?**

	2011		2010	
Very satisfied	468	87%	183	37%
Fairly satisfied	54	10%	269	54%
Neither satisfied nor dissatisfied	5	1%	21	4%
Fairly dissatisfied	7	1%	24	5%
Very dissatisfied	1	0%	3	1%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.41 –  
How satisfied were you with the information provided on the bus?**

	2011		2010	
Very satisfied	278	52%	44	9%
Fairly satisfied	122	23%	306	61%
Neither satisfied nor dissatisfied	8	1%	84	17%
Fairly dissatisfied	18	3%	26	5%
Very dissatisfied	16	3%	40	8%
Don't Know	93	17%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.42 –  
How satisfied were you with the cleanliness of the bus?**

	2011		2010	
Very satisfied	385	72%	116	23%
Fairly satisfied	99	19%	272	54%
Neither satisfied nor dissatisfied	8	1%	55	11%
Fairly dissatisfied	24	4%	37	7%
Very dissatisfied	18	3%	20	4%
Don't Know	1	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

Capabilities on project:  
Transportation

**Table 3.43 –  
How satisfied were you with the condition of the vehicle?**

	2011		2010	
Very satisfied	357	67%	81	16%
Fairly satisfied	132	25%	329	66%
Neither satisfied nor dissatisfied	8	1%	49	10%
Fairly dissatisfied	17	3%	27	5%
Very dissatisfied	16	3%	14	3%
Don't Know	5	1%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.44 –  
How satisfied were you with the directness of the route taken by the bus?**

	2011		2010	
Very satisfied	369	69%	124	25%
Fairly satisfied	132	25%	321	64%
Neither satisfied nor dissatisfied	4	1%	12	2%
Fairly dissatisfied	18	3%	31	6%
Very dissatisfied	11	2%	12	2%
Don't Know	1	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.45 –  
How satisfied were you with the level of comfort on the bus?**

	2011		2010	
Very satisfied	389	73%	122	24%
Fairly satisfied	103	19%	316	63%
Neither satisfied nor dissatisfied	7	1%	27	5%
Fairly dissatisfied	20	4%	23	5%
Very dissatisfied	15	3%	12	2%
Don't Know	1	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

Capabilities on project:  
Transportation

**Table 3.46 –  
How satisfied were you with the driver's behaviour?**

	2011		2010	
Very satisfied	383	72%	140	28%
Fairly satisfied	89	17%	270	54%
Neither satisfied nor dissatisfied	16	3%	43	9%
Fairly dissatisfied	29	5%	30	6%
Very dissatisfied	16	3%	17	3%
Don't Know	2	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.47 –  
How easy did you find it to board and get off the bus?**

	2011		2010	
Very easy	453	85%	172	34%
Fairly easy	65	12%	279	56%
Neither easy nor difficult	10	2%	13	3%
Fairly difficult	5	1%	27	5%
Very difficult	2	0%	9	2%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

**Table 3.48 –  
How satisfied were you with the smoothness of the ride?**

	2011		2010	
Very satisfied	371	69%	107	21%
Fairly satisfied	137	26%	331	66%
Neither satisfied nor dissatisfied	9	2%	39	8%
Fairly dissatisfied	15	3%	13	3%
Very dissatisfied	3	1%	10	2%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>535</b>	<b>100%</b>	<b>500</b>	<b>100%</b>

In addition, as stated in Chapter 2, an additional question was appended to the Aberdeen City transcript to add further value to this survey. This sought views on [www.realtimebus.com](http://www.realtimebus.com), the bus departure information service introduced by Nestrans, Aberdeen City Council and First Aberdeen. As this question replaces the three additional questions asked of Aberdeen City bus users in 2010, there is no previous survey with which to compare responses for this new question.

Capabilities on project:  
Transportation

**Table 3.49 –**  
***Are you aware that you can access real time bus arrival information on the internet at [www.realtimebus.com](http://www.realtimebus.com)? and if so, have you used this facility?***

	2011	
<b>Aware</b>	63	12%
<b>Aware and used</b>	28	5%
<b>Unaware</b>	444	83%

### 3.6 Benchmarking

This section provides comparisons between some of the main results of each distinct set of CAPI surveys and trends in the Scottish Household Survey (SHS) and Passenger Focus' Bus Passenger Satisfaction Survey (BPSS).

Benchmarking of the Aberdeenshire results against national trends was undertaken following the previous surveys in 2009 and 2010. The completion of the third annual CAPI survey programme in Aberdeenshire provides a further opportunity to compare the Aberdeenshire results against these, as well as providing a recap of the comparisons made in previous years.

For the second time, Aberdeen City results are compared against the SHS and Passenger Focus BPSS.

### 3.7 Benchmarking – Aberdeenshire

#### 3.7.1 *Scottish Household Survey*

The Scottish Household Survey presents the percentages of Scottish adults (aged 16+) who strongly/tend to agree with a series of statements on public transport.

Comparisons of the Aberdeenshire CAPI scores and several of the statements from this SHS question in **2007/2008** can again be made in 2011. The 2007/2008 SHS data, which has been used in the previous two surveys, is again used for comparison in this report as the 2010 data has not yet been finalised.

Comparisons are again based on the assumption that the combined scores for Very Satisfied/Easy and Fairly Satisfied/Easy equate to the equivalent level of agreement in the Scottish Household Survey.

Capabilities on project:  
Transportation

**Table 3.50 – Comparison of SHS 2007-2008<sup>1</sup> with Aberdeenshire CAPI Survey 2011**

SHS Statement	% Agreeing (SHS, All Scotland)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy		
			2011 CAPI	2010 CAPI	2009 CAPI
<i>The buses are on time</i>	72.3%	How satisfied were you with the reliability of the journey?	85%	84%	87%
<i>The buses are frequent</i>	78.4%	How satisfied were you with the frequency of the service?	79%	82%	86%
<i>The buses are clean</i>	73.2%	How satisfied were you with the cleanliness of the bus?	90%	94%	83%
<i>The buses are comfortable</i>	73.8%	How satisfied were you with the level of comfort on the bus?	93%	93%	86%
<i>I feel personally safe and secure on the bus</i>	80.7%	How satisfied were you with your personal safety on the bus?	96%	93%	88%
<i>The range and price of tickets is easy to understand</i>	87.2%	How easy was it to understand the range and prices of the tickets?	58%	82%	80%
<i>Finding out about routes and times is easy</i>	77.9%	How easy was it to find out about the routes and times of the buses?	79%	84%	83%
<i>The fares are good value</i>	60.5%	How satisfied were you with the value for money of the bus fare?	72%	86%	79%

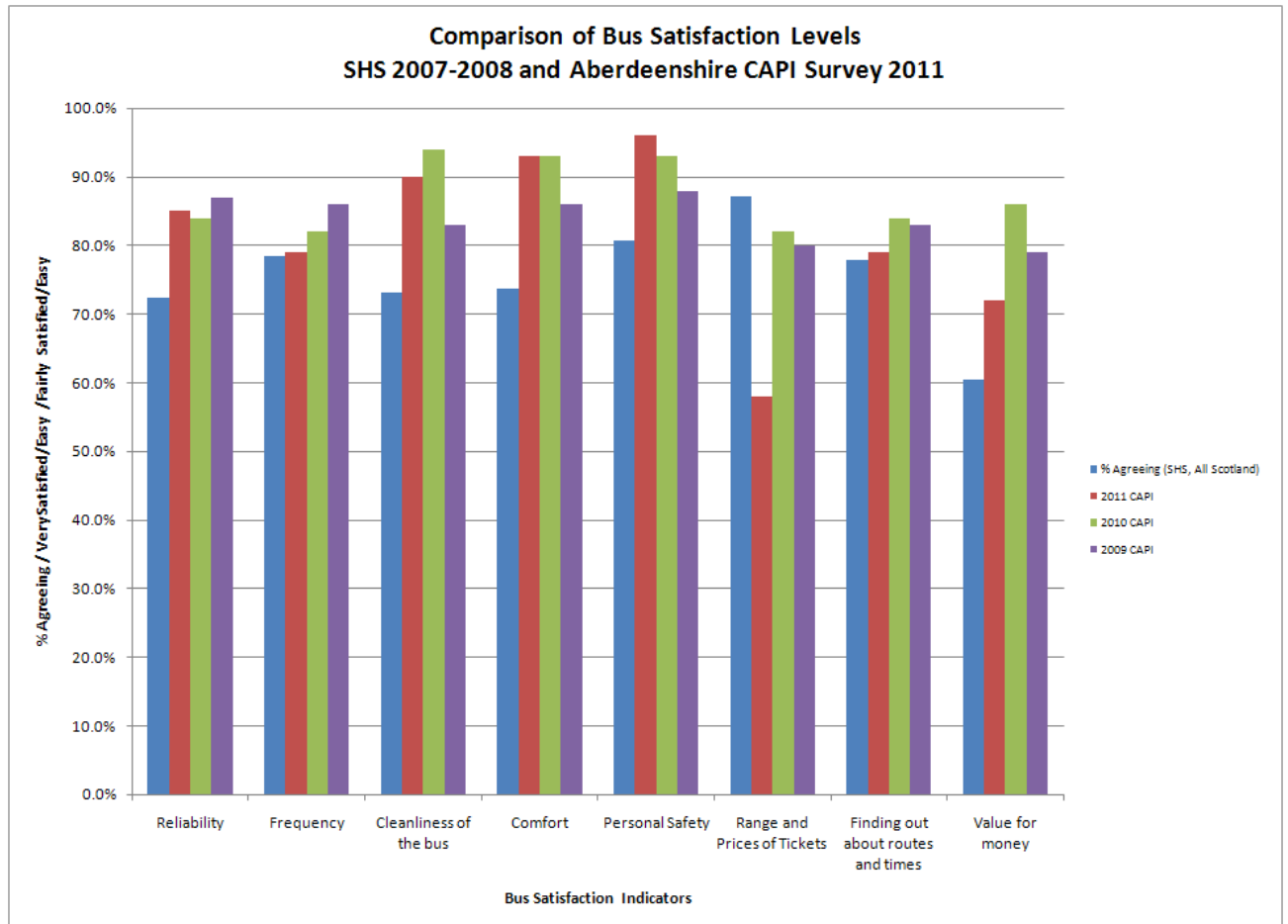
<sup>1</sup> SHS available at: <http://www.scotland.gov.uk/Topics/Statistics/16002>



Capabilities on project:  
Transportation

Figure 3.1 below presents a graphical representation of the SHS and Aberdeenshire CAPI comparison.

**Figure 3.1 – Comparison of SHS 2007-2008 and Aberdeenshire CAPI Survey 2011**



An initial assessment of the 2011 CAPI results against the 2007-2008 SHS shows that the majority of the Aberdeenshire results score higher than the corresponding indicator in the SHS, with the exception of ‘range and prices of tickets’. This is generally consistent with the findings of the 2010 survey.

However, compared with the 2010 Aberdeenshire results themselves, the 2011 scores are lower in many cases than the corresponding result in 2010, including ‘frequency’, ‘cleanliness of the bus’, ‘range and prices of tickets’, ‘finding out about routes and times’, and ‘value for money’. Understanding the ‘range and prices of tickets’ in particular appears to be more challenging for Aberdeenshire bus users in 2011 than it was in 2010, as this has fallen by 24%, although this could be explained by the number of respondents answering ‘Don’t Know’ to this question. ‘Reliability’ has nonetheless increased slightly on the 2010 score.

**3.7.2 Passenger Focus Bus Passenger Satisfaction Survey**

Further comparisons can also be made between the Aberdeenshire CAPI survey and the majority of the indicators in Passenger Focus’ Bus Passenger Satisfaction Survey (BPSS).

Capabilities on project:  
Transportation

It should be noted that although the methodology remains the same, the following minor modifications compared with the DfT survey have been made:

- 'Non-Metropolitan Areas' (which are the basis for comparison) are now referred to as 'Shires'; and
- The question relating to 'Level of crowding' has been replaced by 'ability to get a seat'. Previous comparisons with this DfT indicator have always used the 'easy to find a seat' question in the CAPI surveys so there is no impact on comparisons between these indicators this year.

However, owing to a change in the way Passenger Focus reports the figures, it is only possible to directly compare the results of these Aberdeenshire and Aberdeen City surveys with the latest set of BPSS results from **Quarter 4 (2010)**, whereas previous comparisons have used the annual average DfT figures for 2007/2008 and 2008/2009.

This new approach in itself is an advantage as the Passenger Focus and Aberdeenshire/Aberdeen City surveys have been undertaken relatively close together. In addition, as the objective has been to compare satisfaction levels in Aberdeenshire and Aberdeen City with the latest national results, previous comparisons (using annual average scores) remain equally valid in the previous reports.

As in previous years, caution should be taken as the Passenger Focus survey assesses satisfaction levels ranging from 0 (extremely dissatisfied) to 10 (extremely satisfied). Average Satisfaction Ratings are then given (up to a maximum of 100). In contrast, the CAPI surveys established a set of five (worded) satisfaction levels. Again, combined scores for Very Satisfied/Easy and Fairly Satisfied/Easy are used to measure comparisons with the Passenger Focus data.

Capabilities on project:  
Transportation

**Table 3.51 – Comparison of Passenger Focus BPSS<sup>2</sup> with Aberdeenshire CAPI Survey 2011**

Passenger Focus BPSS Indicator	Average Satisfaction Rating (Shires, Q4 2010)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy
			2011 CAPI
<i>Overall service</i>	81	How satisfied were you with the overall service that you experienced on that trip?	92%
<i>Reliability</i>	70	How satisfied were you with the reliability of the journey?	85%
<i>Value for money</i>	74	How satisfied were you with the value for money of the bus fare?	72%
<i>Bus stop information</i>	75	How satisfied were you with the information provided at the bus stop/bus shelter?	84%
<i>Ability to get a seat</i>	92	How easy was it to find a seat on the bus?	94%
<b>Composite Indicators</b>			
<i>Safety and security</i> (Bus stop/shelter condition: Safety and Security)	84	How satisfied were you with your personal safety waiting at that bus stop/bus shelter?	93%
<i>Safety and security</i> (On bus safety and security)	84	How satisfied were you with your personal safety on the bus?	96%

<sup>2</sup> Passenger Focus BPSS data available at: <http://www.passengerfocus.org.uk/bus/news-and-publications/>

Capabilities on project:  
Transportation

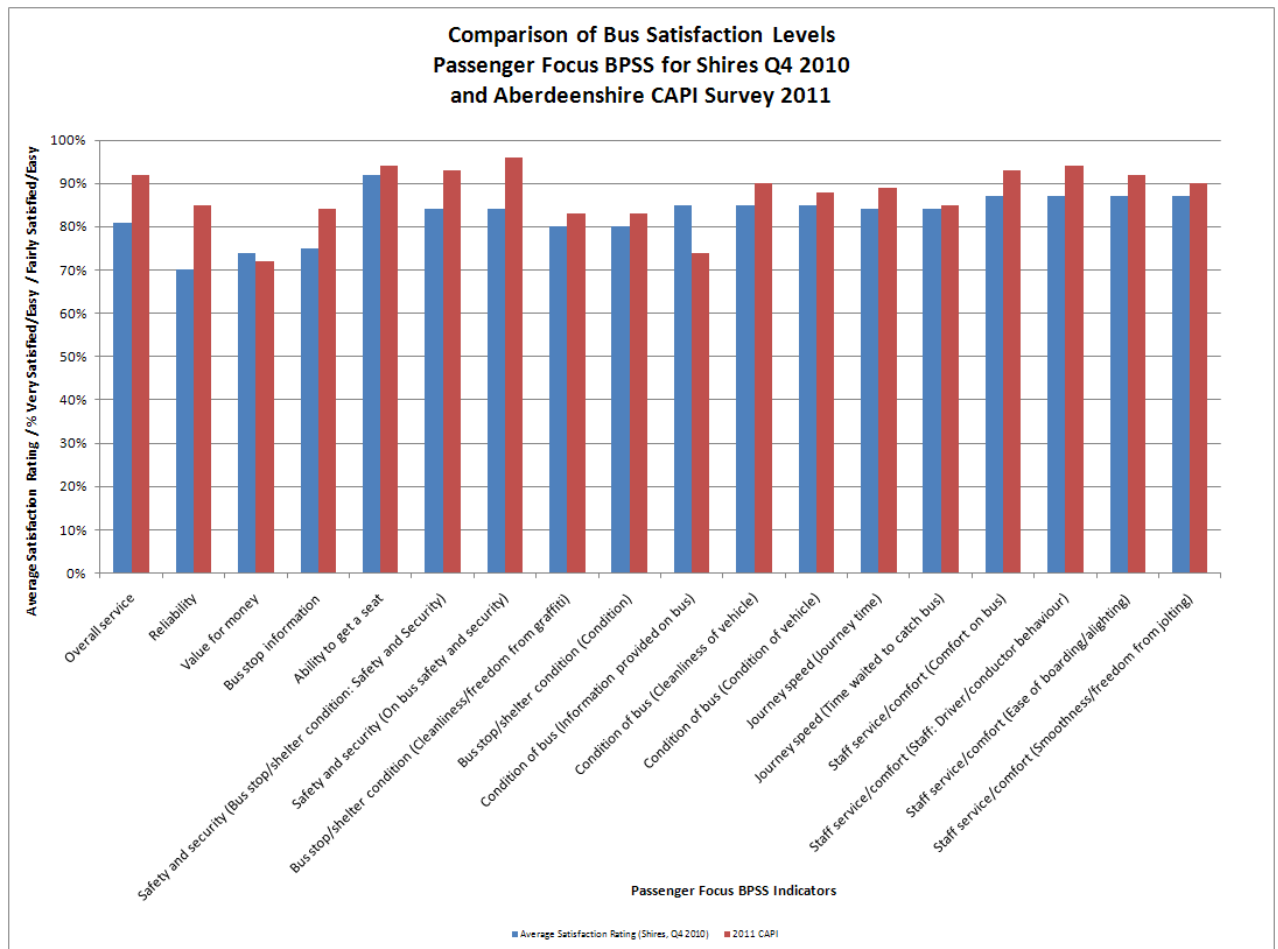
Passenger Focus BPSS Indicator	Average Satisfaction Rating (Shires, Q4 2010)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy
			2011 CAPI
<b>Bus stop/shelter condition</b> (Cleanliness/freedom from graffiti)	80	How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?	83%
<b>Bus stop/shelter condition</b> (Condition)	80	How satisfied were you with the condition of that bus stop/bus shelter?	83%
<b>Condition of bus</b> (Information provided on bus)	85	How satisfied were you with the information provided on the bus?	74%
<b>Condition of bus</b> (Cleanliness of vehicle)	85	How satisfied were you with the cleanliness of the bus?	90%
<b>Condition of bus</b> (Condition of vehicle)	85	How satisfied were you with the condition of the vehicle?	88%
<b>Journey speed</b> (Journey time)	84	How satisfied were you with the directness of the route taken by the bus?	89%
<b>Journey speed</b> (Time waited to catch bus)	84	How satisfied were you with the length of time you waited for the bus?	85%
<b>Staff service/comfort</b> (Comfort on bus)	87	How satisfied were you with the level of comfort on the bus?	93%
<b>Staff service/comfort</b> (Staff: Driver/conductor behaviour)	87	How satisfied were you with the driver's behaviour?	94%
<b>Staff service/comfort</b> (Ease of boarding/alighting)	87	How easy did you find it to board and get off the bus?	92%

Capabilities on project:  
Transportation

Passenger Focus BPSS Indicator	Average Satisfaction Rating (Shires, Q4 2010)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy
			2011 CAPI
<b>Staff service/comfort</b> (Smoothness/freedom from jolting)	87	How satisfied were you with the smoothness of the ride?	90%

Figure 3.2 below presents a graphical representation of the Passenger Focus and Aberdeenshire CAPI comparison.

**Figure 3.2 – Comparison of Passenger Focus BPSS Q4, 2010 and Aberdeenshire CAPI Survey 2011**



Capabilities on project:  
Transportation

A comparison of the Passenger Focus scores against the CAPI scores indicates that Aberdeenshire is again performing well against indicators of bus passenger satisfaction at the national level. Only two indicators in Aberdeenshire, 'value for money' and 'information provided on bus' score lower than the Passenger Focus results for the fourth quarter of 2010. In the case of the latter, this indicator also scored lower in Aberdeenshire in the 2010 survey.

### 3.8 Benchmarking – Aberdeen City

In this section, comparisons of the Aberdeen City results and national trends in the SHS and Passenger Focus BPSS are made for a second year.

#### 3.8.1 Scottish Household Survey

The Scottish Household Survey presents the percentages of Scottish adults (aged 16+) who strongly/tend to agree with a series of statements on public transport.

Comparisons of the Aberdeen City CAPI scores and several of the statements from this SHS question in **2007/2008** are made. As with the Aberdeenshire results, the comparison is based on the assumption that the combined scores for Very Satisfied/Easy and Fairly Satisfied/Easy equate to the equivalent level of agreement in the Scottish Household Survey.

**Table 3.52 – Comparison of SHS 2007-2008<sup>3</sup> with Aberdeen City CAPI Survey 2011**

SHS Statement	% Agreeing (SHS, All Scotland)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy	
			2011 CAPI	2010 CAPI
<i>The buses are on time</i>	72.3%	How satisfied were you with the reliability of the journey?	72%	65%
<i>The buses are frequent</i>	78.4%	How satisfied were you with the frequency of the service?	72%	59%
<i>The buses are clean</i>	73.2%	How satisfied were you with the cleanliness of the bus?	91%	78%
<i>The buses are comfortable</i>	73.8%	How satisfied were you with the level of comfort on the bus?	92%	88%
<i>I feel personally safe and secure on the bus</i>	80.7%	How satisfied were you with your personal safety on the bus?	97%	91%

<sup>3</sup> SHS available at: <http://www.scotland.gov.uk/Topics/Statistics/16002>

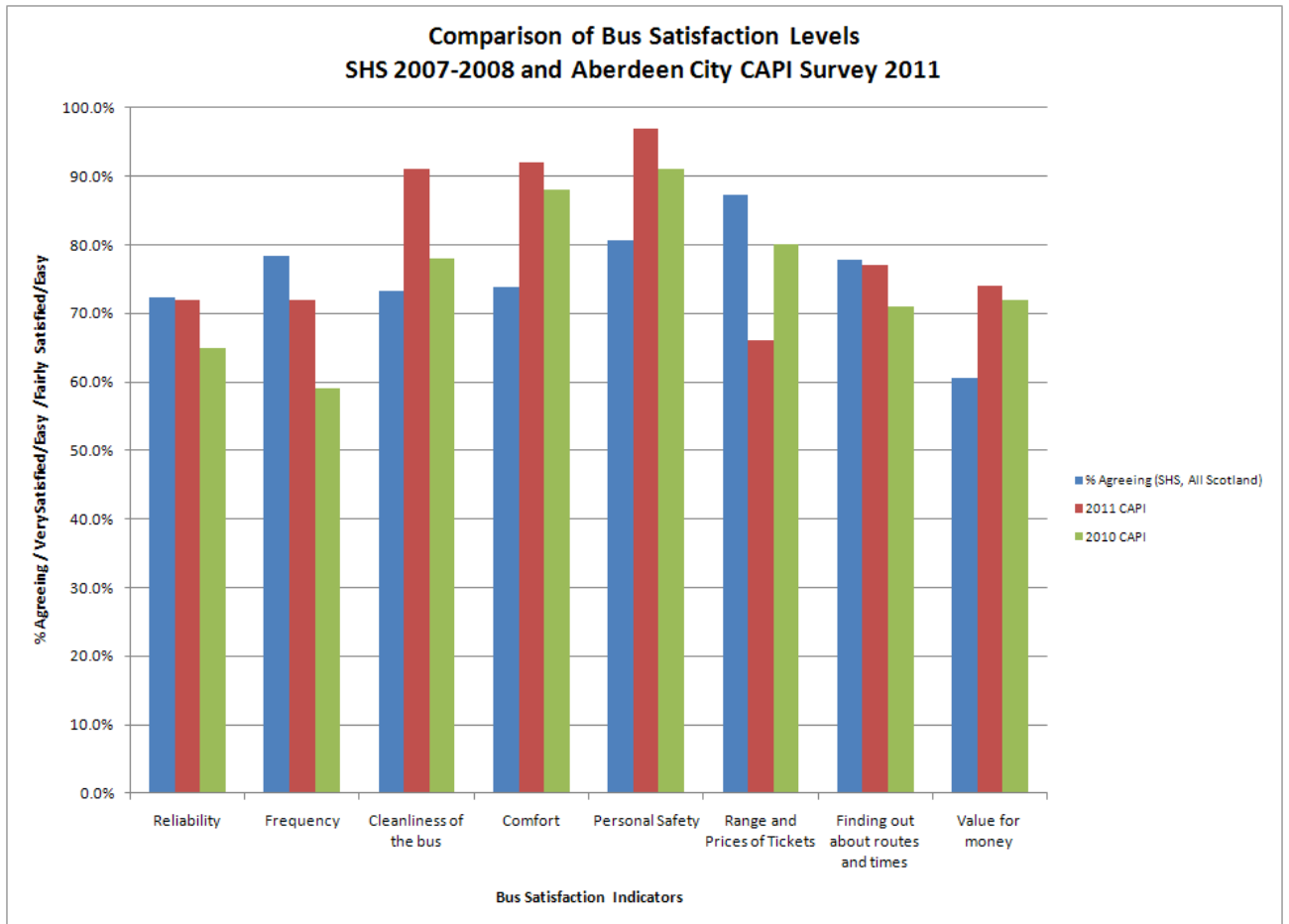
Capabilities on project:  
Transportation

SHS Statement	% Agreeing (SHS, All Scotland)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy	
			2011 CAPI	2010 CAPI
<i>The range and price of tickets is easy to understand</i>	87.2%	How easy was it to understand the range and prices of the tickets?	66%	80%
<i>Finding out about routes and times is easy</i>	77.9%	How easy was it to find out about the routes and times of the buses?	77%	71%
<i>The fares are good value</i>	60.5%	How satisfied were you with the value for money of the bus fare?	74%	72%

Capabilities on project:  
Transportation

Figure 3.3 below presents a graphical representation of the SHS and Aberdeen City CAPI comparison.

**Figure 3.3 – Comparison of SHS 2007-2008 and Aberdeen City CAPI Survey 2011**



An initial assessment of the 2011 CAPI results against the 2007-2008 SHS shows that the Aberdeen City scores for ‘Cleanliness of the bus’, ‘Comfort’, ‘Personal Safety’ and ‘Value for money’ all score higher than the corresponding indicator in the SHS. This mirrors the pattern identified in the first Aberdeen City survey undertaken in 2010.

Comparisons between the Aberdeen City scores themselves also demonstrates that satisfaction with the above indicators has increased since 2010 in several cases. These include those listed above, ‘reliability’, ‘frequency’ and ‘finding out about routes and times’. However, the indicator for ‘range and prices of tickets’ has fallen by 14%, although this may be attributed to the number of ‘Don’t Know’ responses to this question.

**3.8.2 Passenger Focus Bus Passenger Satisfaction Survey**

Further comparisons can also be made between the Aberdeen City CAPI survey and the majority of the indicators in Passenger Focus’ Bus Passenger Satisfaction Survey (BPSS), using the same methodology as employed in the Aberdeenshire comparison (and outlined in Section 3.7.2 above).



Capabilities on project:  
Transportation

**Table 3.53 – Comparison of Passenger Focus BPSS<sup>4</sup> with Aberdeen City CAPI Survey 2011**

Passenger Focus BPSS Indicator	Average Satisfaction Rating (Shires, Q4 2010)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy
			2011 CAPI
<b>Overall service</b>	<b>81</b>	How satisfied were you with the overall service that you experienced on that trip?	<b>84%</b>
<b>Reliability</b>	<b>70</b>	How satisfied were you with the reliability of the journey?	<b>72%</b>
<b>Value for money</b>	<b>74</b>	How satisfied were you with the value for money of the bus fare?	<b>74%</b>
<b>Bus stop information</b>	<b>75</b>	How satisfied were you with the information provided at the bus stop/bus shelter?	<b>85%</b>
<b>Ability to get a seat</b>	<b>92</b>	How easy was it to find a seat on the bus?	<b>95%</b>
<b>Composite Indicators</b>			
<b>Safety and security</b> (Bus stop/shelter condition: Safety and Security)	<b>84</b>	How satisfied were you with your personal safety waiting at that bus stop/bus shelter?	<b>97%</b>
<b>Safety and security</b> (On bus safety and security)	<b>84</b>	How satisfied were you with your personal safety on the bus?	<b>97%</b>
<b>Bus stop/shelter condition</b> (Cleanliness/freedom from graffiti)	<b>80</b>	How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?	<b>88%</b>

<sup>4</sup> Passenger Focus BPSS data available at: <http://www.passengerfocus.org.uk/bus/news-and-publications/>

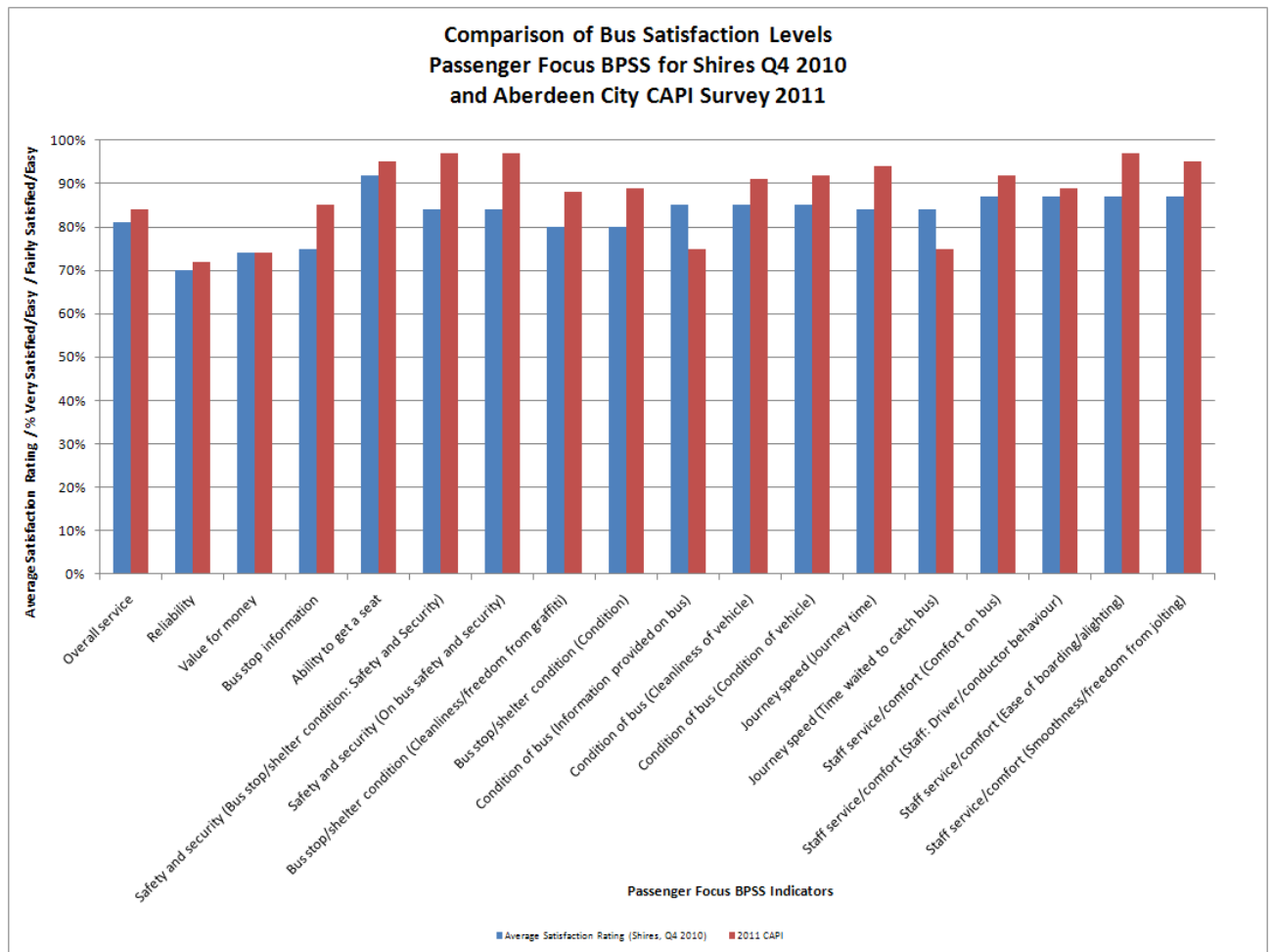
Capabilities on project:  
Transportation

Passenger Focus BPSS Indicator	Average Satisfaction Rating (Shires, Q4 2010)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy
			2011 CAPI
<b>Bus stop/shelter condition</b> (Condition)	80	How satisfied were you with the condition of that bus stop/bus shelter?	89%
<b>Condition of bus</b> (Information provided on bus)	85	How satisfied were you with the information provided on the bus?	75%
<b>Condition of bus</b> (Cleanliness of vehicle)	85	How satisfied were you with the cleanliness of the bus?	91%
<b>Condition of bus</b> (Condition of vehicle)	85	How satisfied were you with the condition of the vehicle?	92%
<b>Journey speed</b> (Journey time)	84	How satisfied were you with the directness of the route taken by the bus?	94%
<b>Journey speed</b> (Time waited to catch bus)	84	How satisfied were you with the length of time you waited for the bus?	75%
<b>Staff service/comfort</b> (Comfort on bus)	87	How satisfied were you with the level of comfort on the bus?	92%
<b>Staff service/comfort</b> (Staff: Driver/conductor behaviour)	87	How satisfied were you with the driver's behaviour?	89%
<b>Staff service/comfort</b> (Ease of boarding/alighting)	87	How easy did you find it to board and get off the bus?	97%
<b>Staff service/comfort</b> (Smoothness/freedom from jolting)	87	How satisfied were you with the smoothness of the ride?	95%

Figure 3.4 below presents a graphical representation of the Passenger Focus and Aberdeen City CAPI comparison.

Capabilities on project:  
Transportation

Figure 3.4 – Comparison of Passenger Focus BPSS Q4, 2010 and Aberdeen City CAPI Survey 2011



A comparison of the Passenger Focus scores against the CAPI scores indicates that a number of Aberdeen City results score higher than the national BPSS. This is an increase on the number scoring higher in 2010 and in 2011, only two indicators, ‘information provided on bus’ and ‘time waited to catch bus’ score lower than the BPSS.

**3.9 Summary**

This chapter has set out the main results of the CAPI surveys undertaken in Aberdeenshire and Aberdeen City. The key findings emerging from the surveys are summarised in the following chapter.

## **Key Findings**

## 4 Key Findings

### 4.1 Introduction

This chapter provides a summary of the key findings of the Aberdeenshire and Aberdeen City bus passenger satisfaction surveys.

### 4.2 Survey Programme

As part of a robust survey programme, undertaken in February/March 2011, over 600 CAPI surveys were successfully carried out at Aberdeen Bus Station and across the six principal bus corridors in Aberdeenshire. In addition, over 500 CAPI surveys were again undertaken in Aberdeen; at bus stops on Union Street with Aberdeen City bus users, and at additional bus stops elsewhere in Aberdeen City for the first time. The 500 target sample in Aberdeen City was split into 280 surveys (Union Street) and 220 in the additional areas.

### 4.3 Overall CAPI Findings

A comparison of the 2011 survey results for both Aberdeenshire and Aberdeen City has shown that overall, levels of 'positive' satisfaction (i.e. a combination of scores for very satisfied/easy and fairly satisfied/easy) are more or less the same as those reported in 2010. However, when comparing the results of individual scores in the tables, it appears that, in many cases, there has been a shift from "fairly" satisfied (or easy) to "very" satisfied (or easy) between 2010 and 2011.

For the majority of the questions, the majority of 'Don't Know' responses were minimal. However, for both Aberdeenshire and Aberdeen City surveys, there was a high level of 'Don't Know' responses for questions relating to:

- Understanding of the range and prices of tickets; and
- Information provided on the bus.

In the case of the former, a very high 33% of all responses to this question in Aberdeenshire were 'Don't Know'. This could be attributed to respondents basing their answer on their lack of knowledge of the ticket range, rather than answering that it is "very difficult" to understand.

Similarly in Aberdeenshire, there was also a higher level of 'Don't Know' responses for the value for money question. The reasons for this may be similar to the above.

### 4.4 Aberdeenshire CAPI Survey Findings

The overall results of the Aberdeenshire CAPI survey show continuing satisfaction amongst regular Aberdeenshire bus users, with very high levels again apparent with aspects of bus service delivery.

It should also be noted that apparent decreases in satisfaction in some indicators may actually be reflective of the level of 'Don't Know' responses to questions (as noted above), rather than a corresponding increase in the level of dissatisfaction or lack of ease with regard to using the bus network.

### 4.5 Aberdeen City CAPI Survey Findings

The 2011 Aberdeen City CAPI survey programme was extended to include bus users at additional stops within the City.

Capabilities on project:  
Transportation

Satisfaction levels appear to have risen in 2011. This includes those indicators showing high levels of dissatisfaction in 2010 – reliability, frequency and length of time waiting for a bus – which have all improved in this survey.

Very few respondents in Aberdeen City appeared to have used [www.realtimebus.com](http://www.realtimebus.com), with only 28 of respondents interviewed having used the service.

While the overall results in this report have combined the surveys undertaken on Union Street and the additional City locations, it was evident when preparing this analysis that there were some clear distinctions in the results between these areas. This, for example, included satisfaction with regard to journey reliability, with only 29% very satisfied on Union Street (and 21% dissatisfied) compared to 53% satisfied (and 2% dissatisfied) in the additional locations. This suggests problems with bus service reliability in the City Centre owing to the higher volume of traffic moving through this area.

AECOM has provided the CAPI survey results to the client teams, and these could be interrogated further to compare Union Street and the outer City areas.

## 4.6 Wider Comparisons – Aberdeenshire

### 4.6.1 *Comparison of the Aberdeenshire Bus Passenger Satisfaction Survey with the Scottish Household Survey*

A comparison of the 2011 Aberdeenshire survey results with equivalent indicators of bus passenger satisfaction in the Scottish Household Survey (SHS) highlighted that indicators of bus service delivery in Aberdeenshire again perform strongly against the statements relating to public transport in the SHS, with all but one indicator in Aberdeenshire performing higher than the SHS (ease of understanding the range and prices of the tickets).

### 4.6.2 *Comparison of the Aberdeenshire Bus Passenger Satisfaction Survey with the Passenger Focus BPSS*

A comparison was also made between the Aberdeenshire results and the Bus Passenger Satisfaction Survey led by Passenger Focus.

The comparison showed that the Aberdeenshire results continue to perform very well against this national survey, with the scores for Aberdeenshire higher in most cases.

## 4.7 Wider Comparisons – Aberdeen City

### 4.7.1 *Comparison of the Aberdeen City Bus Passenger Satisfaction Survey with the Scottish Household Survey*

A comparison of the 2011 Aberdeen City survey results with equivalent indicators of bus passenger satisfaction in the SHS showed that the indicators where the Aberdeen City results score higher than the SHS mirrored those identified in the 2010 comparison.

### 4.7.2 *Comparison of the Aberdeen City Bus Passenger Satisfaction Survey with the Passenger Focus BPSS*

A comparison was also made between the Aberdeen City results and the Bus Passenger Satisfaction Survey led by Passenger Focus.

This demonstrated the increase in the number of indicators scoring higher than the BPSS scores compared with the 2010 comparison.

Capabilities on project:  
Transportation

#### **4.8 Summary**

Overall, both sets of surveys were successfully conducted.

They have facilitated continued year on year monitoring of bus user satisfaction in Aberdeenshire and Aberdeen City.

The detailed results for both sets of CAPI surveys (provided to the client teams), provide the potential for further comparisons and analysis if required.

It is considered that a repeat “snapshot” survey, akin to the previous programmes undertaken in 2009, 2010 and 2011, be considered for delivery in 2012.

## Appendix A



Capabilities on project:  
Transportation

## Appendix A – CAPI Transcripts

### Aberdeenshire CAPI Transcript

Q [INTRO] Good my name is (ADD NAME) and we are conducting a survey on behalf of Aberdeenshire Council about bus services. The interview will only take a few minutes.

Q [START] Firstly do you live in either Aberdeen City or Aberdeenshire and are you willing to participate?

- 01) Lives in Aberdeen City/Aberdeenshire and willing to take part
- 02) Doesn't live in Aberdeen City/Aberdeenshire

Q [FREQUENCY] Have you made a bus journey beginning in Aberdeenshire during the last month?

- 01) Yes - made a bus journey beginning in Aberdeenshire in the last month
- 02) No - not made a bus journey beginning in Aberdeenshire in the last month

Q [PURPOSE] What was the main purpose of your last bus journey?

- 01) Regular journey to/from work
- 02) Employer's business
- 03) Personal business
- 04) Shopping
- 05) Education
- 06) Visiting friends/relatives
- 07) Leisure/recreation
- 08) Other
- 09) Don't know

Q [DAY] Was your last bus journey on a weekday or a weekend?

- 01) Weekday
- 02) Weekend
- 03) Don't know/can't remember

Q [Q1] For your last trip, where in Aberdeenshire did you board the bus?

- 01) Aboyne
- 02) Alford
- 03) Auchenblae
- 04) Ballater
- 05) Balmedie
- 06) Banchory
- 07) Banchory-Devenick
- 08) Banff
- 09) Blackburn
- 10) Boddam
- 11) Braemar

Capabilities on project:  
Transportation

- 12) Bridge of Feugh
- 13) Collieston
- 14) Crathes
- 15) Crimond
- 16) Cruden Bay
- 17) Cuminestown
- 18) Dinnet
- 19) Drumlithie
- 20) Drumoak
- 21) Dunecht
- 22) Ellon
- 23) Elrick
- 24) Fettercairn
- 25) Fraserburgh
- 26) Gourdon
- 27) Hatton
- 28) Huntly
- 29) Inverbervie
- 30) Inverurie
- 31) Johnshaven
- 32) Kemnay
- 33) Kintore
- 34) Laurencekirk
- 35) Lumphanan
- 36) Luthermuir
- 37) Macduff
- 38) Maryculter
- 39) Maud
- 40) Methlick
- 41) Mintlaw
- 42) Monymusk
- 43) Netherley
- 44) New Deer
- 45) New Pitsligo
- 46) Newburgh
- 47) Newmachar
- 48) Newtonhill
- 49) Old Deer
- 50) Oldmeldrum
- 51) Peterhead
- 52) Pitmedden
- 53) Portlethen
- 54) Portsoy
- 55) Potterton
- 56) Rosehearty
- 57) St Cyrus
- 58) Stonehaven
- 59) Strachan

Capabilities on project:  
Transportation

- 60) Tarves
- 61) Tillyfourie
- 62) Torphins
- 63) Turriff
- 64) Udney
- 65) Westhill
- 66) Other not listed (please state)
- 67) Don't know

Q [Q2] And what was the service number?

Q [Q3] What was the type of ticket that you used for that trip?

- 01) Single ticket
- 02) Return ticket
- 03) Family Ticket
- 04) 12-Journey / Flexrider
- 05) Day Rider / Explorer
- 06) Unirider / Megarider
- 07) Free Concession
- 08) Young Persons Concession
- 09) Other
- 10) Don't Know

Q [Q4] Thinking of the bus stop/bus shelter where you boarded the bus, how satisfied were you with the information provided at the bus stop/bus shelter?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q5] How satisfied were you with your personal safety waiting at that bus stop/bus shelter?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Capabilities on project:  
Transportation

Q [Q6] How satisfied were you with the condition of that bus stop/bus shelter?  
CODE ONLY

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q7] How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q8] How satisfied were you with the length of time you waited for the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q9] How easy was it was to find a seat on the bus?

- 01) Very easy
- 02) Fairly easy
- 03) Neither easy nor difficult
- 04) Fairly difficult
- 05) Very difficult
- 06) Don't know

Q [Q10] How satisfied were you with your personal safety on the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Capabilities on project:  
Transportation

Q [Q11] How satisfied were you with the information provided on the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q12] How satisfied were you with the cleanliness of the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q13] How satisfied were you with the condition of the vehicle?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q14] How satisfied were you with the directness of the route taken by the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q15] How satisfied were you with the level of comfort on the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Capabilities on project:  
Transportation

Q [Q16] How satisfied were you with the driver's behaviour?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q17] How easy did you find it to board and get off the bus?

- 01) Very easy
- 02) Fairly easy
- 03) Neither easy nor difficult
- 04) Fairly difficult
- 05) Very difficult
- 06) Don't know

Q [Q18] How satisfied were you with the smoothness of the ride?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q19] How satisfied were you with the reliability of the journey?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q20] How satisfied were you with the frequency of the service?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Capabilities on project:  
Transportation

Q [Q21] How satisfied were you with the overall service that you experienced on that trip?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q22] How satisfied were you with the value for money of the bus fare?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q23] How easy was it to understand the range and prices of the tickets?

- 01) Very easy
- 02) Fairly easy
- 03) Neither easy nor difficult
- 04) Fairly difficult
- 05) Very difficult
- 06) Don't know

Q [Q24] How easy was it to find out about the routes and times of the buses?

- 01) Very easy
- 02) Fairly easy
- 03) Neither easy nor difficult
- 04) Fairly difficult
- 05) Very difficult
- 06) Don't know

Q [Q25] How often do you normally use the bus. Is it.....

- 01) Every day
- 02) 2-3 times a week
- 03) About once a week
- 04) About monthly
- 05) Hardly ever
- 06) Don't know

Capabilities on project:  
Transportation

Q [Q26] Please could you tell me what age category you come into. Are you.....?

- 01) 16-25 years old
- 02) 26-35 years old
- 03) 36-45 years old
- 04) 46-59 years old
- 05) 60 + years old
- 06) Refused

Q [Q27] Are you....

- 01) Male
- 02) Female

Q [Q28] What is your postcode where you stay?

Q [END1] That concludes the interview; thank you for your time. Good bye



Capabilities on project:  
Transportation

## Aberdeen City CAPI Transcript

Q [INTRO] Good my name is (ADD NAME) and we are conducting a survey on behalf of Nestrans and Aberdeen City Council about bus services. The interview will only take a few minutes.

Q [START] Firstly do you live in either Aberdeen City or Aberdeenshire and are you willing to participate?

- 01) Lives in Aberdeen City/Aberdeenshire and willing to take part
- 02) Doesn't live in Aberdeen City/Aberdeenshire

Q [FREQUENCY] Have you made a bus journey beginning in Aberdeen City during the last month?

- 01) Yes - made a bus journey beginning in Aberdeen City in the last month
- 02) No - not made a bus journey beginning in Aberdeen City in the last month

Q [PURPOSE] What was the main purpose of your last bus journey?

- 01) Regular journey to/from work
- 02) Employer's business
- 03) Personal business
- 04) Shopping
- 05) Education
- 06) Visiting friends/relatives
- 07) Leisure/recreation
- 08) Other
- 09) Don't know

Q [DAY] Was your last bus journey on a weekday or a weekend?

- 01) Weekday
- 02) Weekend
- 03) Don't know/can't remember

Q [Q1] For your last trip, where in Aberdeen City did you board the bus?

- 01) Aberdeen Airport
- 02) Airyhall
- 03) Altens
- 04) ARI (Foresterhill Hospital)
- 05) Ashgrove
- 06) Auchinyell
- 07) Balnagask
- 08) Bankhead
- 09) Beach
- 10) Bielside
- 11) Bridge of Don

Capabilities on project:  
Transportation

- 12) Bucksburn
- 13) City Centre
- 14) Cove
- 15) Craigiebuckler
- 16) Cults
- 17) Danestone
- 18) Dubford
- 19) Dyce
- 20) Ferryhill
- 21) Footdee
- 22) Garthdee
- 23) Grandholm
- 24) Hazlehead
- 25) Heathryfold
- 26) Hillhead of Seaton
- 27) Hilton
- 28) Kincorth
- 29) Kingswells
- 30) Kirkhill Industrial Estate
- 31) Leggart
- 32) Mannofield
- 33) Mastrick
- 34) Middlefield
- 35) Milltimber
- 36) Murcar
- 37) Newhills
- 38) Northfield
- 39) Old Aberdeen
- 40) Persley
- 41) Peterculter
- 42) Rosemount
- 43) Scatterburn
- 44) Scotstown/Ashwood
- 45) Seaton
- 46) Sheddocksley
- 47) Springhill
- 48) Stockethill
- 49) Stoneywood
- 50) Summerhill
- 51) Tillydrone
- 52) Torry
- 53) Woodend
- 54) Woodside
- 55) Other not listed (please state)
- 56) Don't know

Q [Q2] And what was the service number?

Capabilities on project:  
Transportation

Q [Q3] What was the type of ticket that you used for that trip?

- 01) Single ticket
- 02) Free Concession
- 03) Young Persons Concession
- 04) FirstDay ticket
- 05) FirstDay Off - Peak ticket
- 06) FirstWeek
- 07) First4Week
- 08) First12Week
- 09) Student First Academic
- 10) Stagecoach Return ticket
- 11) Stagecoach Family Ticket
- 12) Stagecoach 12-Journey / Flexrider
- 13) Stagecoach Day Rider / Explorer
- 14) Stagecoach Unirider / Megarider
- 15) Other
- 16) Don't Know

Q [Q4] Thinking of the bus stop/bus shelter where you boarded the bus, how satisfied were you with the information provided at the bus stop/bus shelter?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q5] How satisfied were you with your personal safety waiting at that bus stop/bus shelter?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q6] How satisfied were you with the condition of that bus stop/bus shelter?

CODE ONLY

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Capabilities on project:  
Transportation

Q [Q7] How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q8] How satisfied were you with the length of time you waited for the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q9] How easy was it was to find a seat on the bus?

- 01) Very easy
- 02) Fairly easy
- 03) Neither easy nor difficult
- 04) Fairly difficult
- 05) Very difficult
- 06) Don't know

Q [Q10] How satisfied were you with your personal safety on the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q11] How satisfied were you with the information provided on the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Capabilities on project:  
Transportation

Q [Q12] How satisfied were you with the cleanliness of the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q13] How satisfied were you with the condition of the vehicle?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q14] How satisfied were you with the directness of the route taken by the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q15] How satisfied were you with the level of comfort on the bus?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q16] How satisfied were you with the driver's behaviour?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Capabilities on project:  
Transportation

Q [Q17] How easy did you find it to board and get off the bus?

- 01) Very easy
- 02) Fairly easy
- 03) Neither easy nor difficult
- 04) Fairly difficult
- 05) Very difficult
- 06) Don't know

Q [Q18] How satisfied were you with the smoothness of the ride?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q19] How satisfied were you with the reliability of the journey?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q20] How satisfied were you with the frequency of the service?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q21] How satisfied were you with the overall service that you experienced on that trip?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Capabilities on project:  
Transportation

Q [Q22] How satisfied were you with the value for money of the bus fare?

- 01) Very satisfied
- 02) Fairly satisfied
- 03) Neither satisfied nor dissatisfied
- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Q [Q23] How easy was it to understand the range and prices of the tickets?

- 01) Very easy
- 02) Fairly easy
- 03) Neither easy nor difficult
- 04) Fairly difficult
- 05) Very difficult
- 06) Don't know

Q [Q24] How easy was it to find out about the routes and times of the buses?

- 01) Very easy
- 02) Fairly easy
- 03) Neither easy nor difficult
- 04) Fairly difficult
- 05) Very difficult
- 06) Don't know

Q [Q25] How often do you normally use the bus. Is it.....

- 01) Every day
- 02) 2-3 times a week
- 03) About once a week
- 04) About monthly
- 05) Hardly ever
- 06) Don't know

Q [Q26] Are you aware that you can access real time bus arrival information on the internet at [www.realtimebus.com](http://www.realtimebus.com)? and if so, have you used this facility?

- 01) Aware
- 02) Aware and used
- 03) Unaware

Capabilities on project:  
Transportation

Q [Q27] Please could you tell me what age category you come into. Are you.....?

- 01) 16-25 years old
- 02) 26-35 years old
- 03) 36-45 years old
- 04) 46-59 years old
- 05) 60 + years old
- 06) Refused

Q [Q28] Are you....

- 01) Male
- 02) Female

Q [Q29] What is your postcode where you stay?

Q [END1] That concludes the interview; thank you for your time. Good bye




## Appendix B

Capabilities on project:  
Transportation

## Appendix B – CAPI Surveys Programme

Capabilities on project:  
Transportation

Capabilities on project:  
Transportation

<b>Bus Satisfaction Surveys 2011</b>													
				February - March 2011									
Corridor	Description			Sat 26	Mon 28	Wed 2	Thu 3	Fri 4	Sat 5	Thu 10	Fri 11	Sat 12	Sat 19
<b>A93</b>	<b>Deeside</b>			X			X						
<b>A90 /A92</b>	<b>Kincardine and Mearns</b>			X			X						
<b>A947</b>	<b>Banff Coastal</b>				X					X			
<b>A96</b>	<b>North</b>				X					X			
<b>A944</b>	<b>Donside</b>			X			X						
<b>A90 / A952</b>	<b>Buchan</b>				X					X			
<b>Union Street, Aberdeen</b>	<b>Bus Stops Along Union Street</b>	X	X			X			X		X		
<b>Aberdeen City</b>	<b>Additional Aberdeen City Stops</b>	X	X			X		X	X		X		
<b>Aberdeen Bus Station</b>	<b>N/A</b>	X	X			X		X					