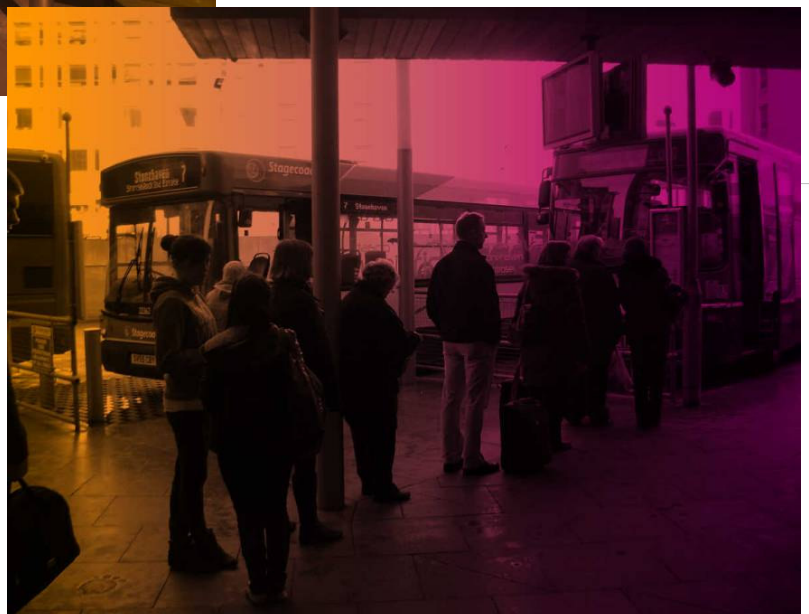
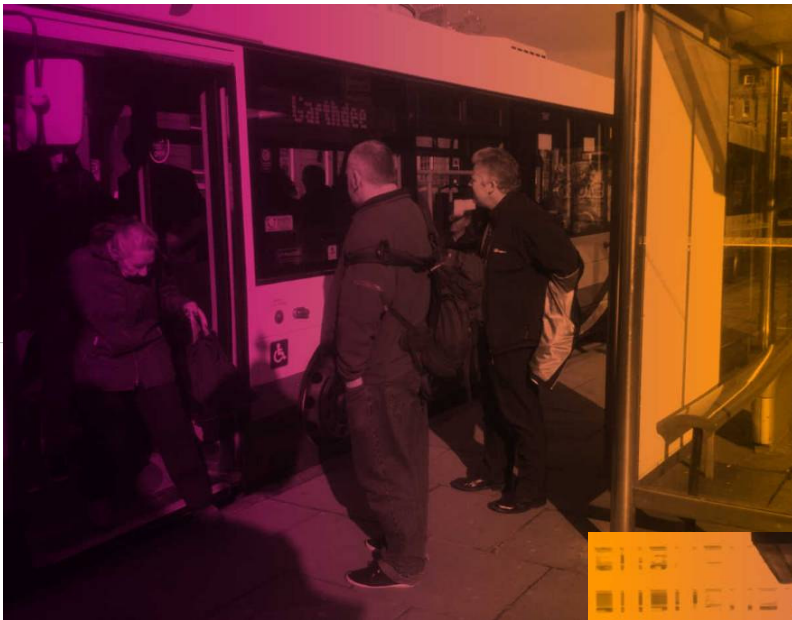
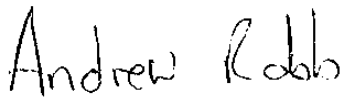
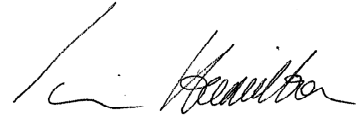


# Aberdeenshire and Aberdeen City Bus Passenger Satisfaction Surveys 2012

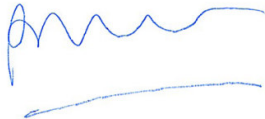




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Aberdeenshire and Aberdeen City Bus Passenger Satisfaction Surveys 2012

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## **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 25 February 2012 and Saturday 10 March 2012 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

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, a sample size of 600 Aberdeenshire bus users was considered appropriate. 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.

Following the surveys in 2009 and 2010, it was agreed that a further programme of surveys would be undertaken in 2011. For these surveys 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). On this occasion, the sample of 500 bus users within Aberdeen City was split into 280 interviews on Union Street, and a total of 220 for the locations selected outwith the City Centre.

### 1.2.2 2012 Survey

At a meeting of LABOF in December 2011, it was agreed that bus passenger satisfaction surveys would again be undertaken in Aberdeenshire and Aberdeen City early in 2012.

It was agreed that the 2012 programme would mirror that of the 2011 survey. For Aberdeenshire bus users, surveys were undertaken at Aberdeen Bus Station, and locations along the Aberdeenshire bus corridors. For Aberdeen City bus users, bus stops on Union Street, and the additional locations outwith Aberdeen City Centre first surveyed in 2011 were used as survey locations.

Chapter 2 provides an outline of the survey methodology.

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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 fourth 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, two 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 Personal Interviewing) surveys for the two areas.

### 2.2 CAPI (Computer Aided Personal Interviewing)

Face-to-face CAPI 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 the Scottish Household Survey. The approach to benchmarking local results against these has been revised for the 2012 survey. The reasons for this are outlined in Section 3.6.

#### 2.3.2 *Aberdeenshire Survey*

The 2012 Aberdeenshire survey transcript was unedited and repeated verbatim as per the scripts used in 2009, 2010 and 2011.

The Aberdeenshire CAPI transcript is presented within Appendix A.



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### 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
- 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 and First Aberdeen.

At the request of Nestrans and Aberdeen City Council, the [www.realtimebus.com](http://www.realtimebus.com) question was retained for the 2012 surveys undertaken at bus stops in Aberdeen City.

The Aberdeen City CAPI transcript is also presented within Appendix A.

## 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 previous Aberdeenshire survey in 2011 was repeated for the 2012 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 programmes. In the Banff Coastal corridor, Oldmeldrum was reinstated to the survey programme having been excluded in the previous two years due to continuing road works in the town which had caused disruption to bus services in the area.

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In Aberdeen, the Union Square Bus Station 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.

**Figure 2.1 – Bus Corridors**

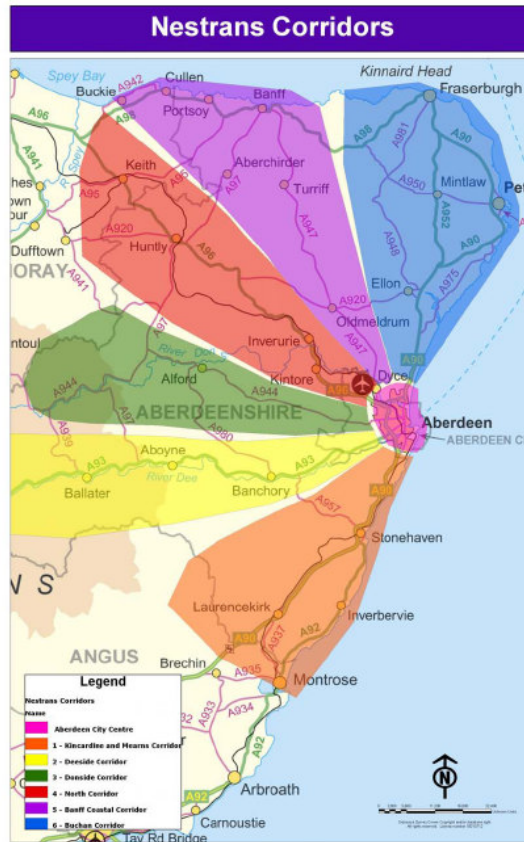


Figure 2.1 Nestrans Area-Wide Corridors

Source: Nestrans Bus Action Plan

2.4.2 Aberdeen City Survey

For the second year in succession, the Aberdeen City survey was split into 280 surveys on 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 target sample sizes for the surveys in Aberdeenshire and Aberdeen City.

**Table 2.1 – Aberdeenshire Target 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 Target 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 25 February and Saturday 10 March 2012 inclusive.

The next chapter provides the results of the 2012 Aberdeenshire and Aberdeen City bus passenger satisfaction surveys.

### Photo 2.1 – Surveys in Progress at Union Square Bus Station



## 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 equivalent indicators of bus passenger satisfaction at the Scotland level, and with other authorities in England.

### 3.2 Sample Sizes

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

**Table 3.1 – CAPI Final Sample Sizes**

CAPI Survey Area	Weekday interviews	Saturday interviews	Total
Aberdeenshire	498	125	623
Aberdeen City	414	105	519

As Table 3.1 shows, although the **total** quotas for both sets of CAPI surveys were met, less Saturday interviews were collected than targeted as the survey team found the quotas difficult to meet in some of the locations surveyed. However, the impact of this shortfall was mitigated by capturing additional interviews on weekdays.

#### 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	208	33%	156	30%
Female	415	67%	363	70%
Totals	623	100%	519	100%

**Table 3.3 – Age Breakdown of Respondents**

	Aberdeenshire		Aberdeen City	
16-25 years old	104	17%	83	16%
26-35 years old	59	9%	60	12%
36-45 years old	55	9%	47	9%
46-59 years old	75	12%	62	12%
60 + years old	330	53%	267	51%
Totals	623	100%	519	100%

In both survey samples, over half of those surveyed were over 60, and were most likely to have used free concessionary travel passes for their journey.

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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 3.4a – Aberdeenshire Bus Corridor Samples**

	<b>Aberdeenshire CAPI Survey</b>
<b>Banff Coastal</b>	54
<b>Buchan</b>	63
<b>Deeside</b>	52
<b>Donside</b>	52
<b>Kincardine and Mearns</b>	52
<b>North</b>	50
<b>Total</b>	<b>323</b>

The target sample sizes of 50 in each corridor were met, with additional surveys also captured in some areas. The remaining 300 Aberdeenshire surveys were completed at Aberdeen Bus Station.

**Table 3.4b – Aberdeen City Samples**

	<b>Aberdeen City CAPI Survey</b>
<b>Union Street</b>	297
<b>Additional Locations</b>	222
<b>Total</b>	<b>519</b>

The target sample sizes of 280 (Union Street) and 220 (Additional Locations) were met, with additional surveys also captured.

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>	200	32%
<b>2-3 times a week</b>	247	40%
<b>About once a week</b>	99	16%
<b>About monthly</b>	43	7%
<b>Hardly ever</b>	31	5%
<b>Don't Know</b>	3	0%
<b>Total</b>	<b>623</b>	<b>100%</b>

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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.

### 3.3.2 Aberdeen City

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

	Aberdeen City CAPI Survey	
<b>Every day</b>	211	41%
<b>2-3 times a week</b>	236	45%
<b>About once a week</b>	60	12%
<b>About monthly</b>	7	1%
<b>Hardly ever</b>	5	1%
<b>Total</b>	<b>519</b>	<b>100%</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 2011 survey 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?**

	2012		2011	
<b>Very satisfied</b>	356	57%	319	50%
<b>Fairly satisfied</b>	208	33%	268	42%
<b>Neither satisfied nor dissatisfied</b>	30	5%	12	2%
<b>Fairly dissatisfied</b>	24	4%	26	4%
<b>Very dissatisfied</b>	4	1%	13	2%
<b>Don't Know</b>	1	0%	4	1%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>



Capabilities on project:  
Transportation

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

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	370	59%	359	56%
Fairly satisfied	165	26%	184	29%
Neither satisfied nor dissatisfied	26	4%	20	3%
Fairly dissatisfied	50	8%	43	7%
Very dissatisfied	8	1%	32	5%
Don't Know	4	1%	4	1%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	329	53%	307	48%
Fairly satisfied	142	23%	199	31%
Neither satisfied nor dissatisfied	25	4%	34	5%
Fairly dissatisfied	92	15%	67	10%
Very dissatisfied	28	4%	34	5%
Don't Know	7	1%	1	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	390	63%	361	56%
Fairly satisfied	117	19%	100	16%
Neither satisfied nor dissatisfied	42	7%	17	3%
Fairly dissatisfied	46	7%	35	5%
Very dissatisfied	18	3%	28	4%
Don't Know	10	2%	101	16%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

Capabilities on project:  
Transportation

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

	2012		2011	
Very easy	127	20%	259	40%
Fairly easy	104	17%	114	18%
Neither easy nor difficult	52	8%	28	4%
Fairly difficult	24	4%	18	3%
Very difficult	12	2%	11	2%
Don't Know	304	49%	212	33%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
Very easy	330	53%	297	46%
Fairly easy	165	26%	214	33%
Neither easy nor difficult	45	7%	21	3%
Fairly difficult	38	6%	43	7%
Very difficult	9	1%	32	5%
Don't Know	36	6%	35	5%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
Very satisfied	356	57%	391	61%
Fairly satisfied	190	30%	145	23%
Neither satisfied nor dissatisfied	27	4%	10	2%
Fairly dissatisfied	30	5%	28	4%
Very dissatisfied	9	1%	41	6%
Don't Know	11	2%	27	4%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</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?**

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	445	71%	441	69%
Fairly satisfied	148	24%	155	24%
Neither satisfied nor dissatisfied	15	2%	7	1%
Fairly dissatisfied	13	2%	14	2%
Very dissatisfied	1	0%	17	3%
Don't Know	1	0%	8	1%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	370	59%	381	59%
Fairly satisfied	190	30%	154	24%
Neither satisfied nor dissatisfied	26	4%	15	2%
Fairly dissatisfied	30	5%	42	7%
Very dissatisfied	5	1%	40	6%
Don't Know	2	0%	10	2%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	348	56%	379	59%
Fairly satisfied	196	31%	153	24%
Neither satisfied nor dissatisfied	26	4%	16	2%
Fairly dissatisfied	46	7%	56	9%
Very dissatisfied	5	1%	33	5%
Don't Know	2	0%	5	1%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

Capabilities on project:  
Transportation

### 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?**

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	308	49%	327	51%
Fairly satisfied	192	31%	216	34%
Neither satisfied nor dissatisfied	37	6%	22	3%
Fairly dissatisfied	73	12%	48	7%
Very dissatisfied	13	2%	26	4%
Don't Know	0	0%	3	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
	Count	Percentage	Count	Percentage
Very easy	495	79%	501	78%
Fairly easy	92	15%	101	16%
Neither easy nor difficult	14	2%	16	2%
Fairly difficult	19	3%	21	3%
Very difficult	3	0%	3	0%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	500	80%	473	74%
Fairly satisfied	107	17%	141	22%
Neither satisfied nor dissatisfied	12	2%	10	2%
Fairly dissatisfied	3	0%	10	2%
Very dissatisfied	1	0%	6	1%
Don't Know	0	0%	2	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

Capabilities on project:  
Transportation

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

	2012		2011	
	Very satisfied	173	28%	322
Fairly satisfied	140	22%	152	24%
Neither satisfied nor dissatisfied	61	10%	32	5%
Fairly dissatisfied	18	3%	13	2%
Very dissatisfied	8	1%	26	4%
Don't Know	223	36%	97	15%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
	Very satisfied	446	72%	412
Fairly satisfied	137	22%	167	26%
Neither satisfied nor dissatisfied	16	3%	29	5%
Fairly dissatisfied	22	4%	27	4%
Very dissatisfied	2	0%	4	1%
Don't Know	0	0%	3	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
	Very satisfied	431	69%	366
Fairly satisfied	131	21%	201	31%
Neither satisfied nor dissatisfied	24	4%	17	3%
Fairly dissatisfied	31	5%	39	6%
Very dissatisfied	2	0%	19	3%
Don't Know	4	1%	0	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</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?**

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	375	60%	383	60%
Fairly satisfied	163	26%	184	29%
Neither satisfied nor dissatisfied	36	6%	18	3%
Fairly dissatisfied	36	6%	36	6%
Very dissatisfied	13	2%	18	3%
Don't Know	0	0%	3	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	460	74%	443	69%
Fairly satisfied	129	21%	156	24%
Neither satisfied nor dissatisfied	11	2%	12	2%
Fairly dissatisfied	20	3%	26	4%
Very dissatisfied	3	0%	4	1%
Don't Know	0	0%	1	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
	Count	Percentage	Count	Percentage
Very satisfied	478	77%	502	78%
Fairly satisfied	102	16%	104	16%
Neither satisfied nor dissatisfied	22	4%	12	2%
Fairly dissatisfied	17	3%	18	3%
Very dissatisfied	3	0%	5	1%
Don't Know	1	0%	1	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

Capabilities on project:  
Transportation

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

	2012		2011	
<b>Very easy</b>	453	73%	498	78%
<b>Fairly easy</b>	105	17%	87	14%
<b>Neither easy nor difficult</b>	4	1%	15	2%
<b>Fairly difficult</b>	47	8%	35	5%
<b>Very difficult</b>	14	2%	6	1%
<b>Don't Know</b>	0	0%	1	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</b>	<b>100%</b>

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

	2012		2011	
<b>Very satisfied</b>	437	70%	398	62%
<b>Fairly satisfied</b>	149	24%	181	28%
<b>Neither satisfied nor dissatisfied</b>	15	2%	29	5%
<b>Fairly dissatisfied</b>	17	3%	27	4%
<b>Very dissatisfied</b>	5	1%	6	1%
<b>Don't Know</b>	0	0%	1	0%
<b>Totals</b>	<b>623</b>	<b>100%</b>	<b>642</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 2011 survey are also presented in the proceeding sections. It should be noted that these 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?***

	2012		2011	
Very satisfied	270	52%	235	44%
Fairly satisfied	200	39%	212	40%
Neither satisfied nor dissatisfied	35	7%	15	3%
Fairly dissatisfied	13	3%	58	11%
Very dissatisfied	1	0%	14	3%
Don't Know	0	0%	1	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

**Table 3.29 –**

***How satisfied were you with the reliability of the journey?***

	2012		2011	
Very satisfied	349	67%	208	39%
Fairly satisfied	117	23%	178	33%
Neither satisfied nor dissatisfied	26	5%	25	5%
Fairly dissatisfied	13	3%	54	10%
Very dissatisfied	13	3%	69	13%
Don't Know	1	0%	1	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

**Table 3.30 –**

***How satisfied were you with the frequency of the service?***

	2012		2011	
Very satisfied	243	47%	195	36%
Fairly satisfied	160	31%	190	36%
Neither satisfied nor dissatisfied	49	9%	23	4%
Fairly dissatisfied	43	8%	52	10%
Very dissatisfied	22	4%	74	14%
Don't Know	2	0%	1	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>



Capabilities on project:  
Transportation

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

	2012		2011	
Very satisfied	296	57%	312	58%
Fairly satisfied	54	10%	83	16%
Neither satisfied nor dissatisfied	37	7%	14	3%
Fairly dissatisfied	82	16%	72	13%
Very dissatisfied	47	9%	49	9%
Don't Know	3	1%	5	1%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very easy	151	29%	269	50%
Fairly easy	89	17%	87	16%
Neither easy nor difficult	63	12%	9	2%
Fairly difficult	22	4%	14	3%
Very difficult	4	1%	13	2%
Don't Know	190	37%	143	27%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very easy	285	55%	266	50%
Fairly easy	151	29%	145	27%
Neither easy nor difficult	43	8%	18	3%
Fairly difficult	30	6%	52	10%
Very difficult	6	1%	29	5%
Don't Know	4	1%	25	5%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</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?**

	2012		2011	
Very satisfied	317	61%	340	64%
Fairly satisfied	122	24%	110	21%
Neither satisfied nor dissatisfied	47	9%	12	2%
Fairly dissatisfied	23	4%	33	6%
Very dissatisfied	8	2%	31	6%
Don't Know	2	0%	9	2%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very satisfied	384	74%	442	83%
Fairly satisfied	101	19%	75	14%
Neither satisfied nor dissatisfied	21	4%	7	1%
Fairly dissatisfied	11	2%	6	1%
Very dissatisfied	2	0%	5	1%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very satisfied	299	58%	342	64%
Fairly satisfied	150	29%	135	25%
Neither satisfied nor dissatisfied	37	7%	15	3%
Fairly dissatisfied	28	5%	29	5%
Very dissatisfied	5	1%	14	3%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</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?**

	2012		2011	
Very satisfied	294	57%	343	64%
Fairly satisfied	141	27%	127	24%
Neither satisfied nor dissatisfied	50	10%	16	3%
Fairly dissatisfied	29	6%	34	6%
Very dissatisfied	3	1%	15	3%
Don't Know	2	0%	0	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</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?**

	2012		2011	
Very satisfied	288	55%	264	49%
Fairly satisfied	134	26%	138	26%
Neither satisfied nor dissatisfied	46	9%	16	3%
Fairly dissatisfied	32	6%	63	12%
Very dissatisfied	19	4%	54	10%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very easy	391	75%	451	84%
Fairly easy	84	16%	57	11%
Neither easy nor difficult	24	5%	6	1%
Fairly difficult	16	3%	15	3%
Very difficult	3	1%	5	1%
Don't Know	1	0%	1	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

Capabilities on project:  
Transportation

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

	2012		2011	
Very satisfied	439	85%	468	87%
Fairly satisfied	58	11%	54	10%
Neither satisfied nor dissatisfied	14	3%	5	1%
Fairly dissatisfied	8	2%	7	1%
Very dissatisfied	0	0%	1	0%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very satisfied	301	58%	278	52%
Fairly satisfied	120	23%	122	23%
Neither satisfied nor dissatisfied	35	7%	8	1%
Fairly dissatisfied	21	4%	18	3%
Very dissatisfied	4	1%	16	3%
Don't Know	38	7%	93	17%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very satisfied	334	64%	385	72%
Fairly satisfied	104	20%	99	19%
Neither satisfied nor dissatisfied	32	6%	8	1%
Fairly dissatisfied	41	8%	24	4%
Very dissatisfied	8	2%	18	3%
Don't Know	0	0%	1	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

Capabilities on project:  
Transportation

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

	2012		2011	
Very satisfied	348	67%	357	67%
Fairly satisfied	112	22%	132	25%
Neither satisfied nor dissatisfied	26	5%	8	1%
Fairly dissatisfied	16	3%	17	3%
Very dissatisfied	3	1%	16	3%
Don't Know	14	3%	5	1%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very satisfied	375	72%	369	69%
Fairly satisfied	93	18%	132	25%
Neither satisfied nor dissatisfied	31	6%	4	1%
Fairly dissatisfied	16	3%	18	3%
Very dissatisfied	2	0%	11	2%
Don't Know	2	0%	1	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very satisfied	341	66%	389	73%
Fairly satisfied	114	22%	103	19%
Neither satisfied nor dissatisfied	36	7%	7	1%
Fairly dissatisfied	26	5%	20	4%
Very dissatisfied	2	0%	15	3%
Don't Know	0	0%	1	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

Capabilities on project:  
Transportation

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

	2012		2011	
Very satisfied	368	71%	383	72%
Fairly satisfied	101	19%	89	17%
Neither satisfied nor dissatisfied	37	7%	16	3%
Fairly dissatisfied	9	2%	29	5%
Very dissatisfied	4	1%	16	3%
Don't Know	0	0%	2	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very easy	400	77%	453	85%
Fairly easy	82	16%	65	12%
Neither easy nor difficult	25	5%	10	2%
Fairly difficult	10	2%	5	1%
Very difficult	2	0%	2	0%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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

	2012		2011	
Very satisfied	356	69%	371	69%
Fairly satisfied	120	23%	137	26%
Neither satisfied nor dissatisfied	30	6%	9	2%
Fairly dissatisfied	11	2%	15	3%
Very dissatisfied	2	0%	3	1%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

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In addition, as stated in Chapter 2, an additional question in the Aberdeen City transcript seeking views on [www.realtimebus.com](http://www.realtimebus.com) (the bus departure information service introduced by Nestrans, Aberdeen City Council and First Aberdeen) was asked of Aberdeen City bus users in 2012, repeating the question which was first asked in 2011.

**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?***

	2012		2011	
<b>Aware</b>	106	20%	63	12%
<b>Aware and used</b>	51	10%	28	5%
<b>Unaware</b>	362	70%	444	83%
<b>Totals</b>	<b>519</b>	<b>100%</b>	<b>535</b>	<b>100%</b>

### 3.6 Benchmarking

At the national level, it was recently reported by Transport Scotland in *Bus and Coach Statistics* that the number of passenger journeys in the period 2010-2011 has fallen as a whole across Scotland.

However, the area encompassing Aberdeen City and Aberdeenshire (which also includes Tayside and Central), saw a total of 62 million passenger journeys on local bus services in 2010-2011, an increase of 2% over the previous year.<sup>1</sup>

These latest statistics also revealed that in Scotland, the main reasons for not using public transport (to commute) were because the bus “takes too long” (36%) and there is “no direct route” (34%).

The following sections provide comparisons between some of the main results of each distinct set of CAPI surveys and trends in Scottish transport data and Passenger Focus’ Bus Passenger Survey (BPS).

#### 3.6.1 *Transport and Travel in Scotland (Transport Scotland)*

The last three Aberdeenshire and Aberdeen City BPSS reports have compared the CAPI scores with several of the statements from a question in the 2007/2008 Scottish Household Survey which presented the percentages of Scottish adults (aged 16+) who strongly/tend to agree with a series of statements on public transport. It is noted that this survey is a household survey, and is therefore based on a different sampling methodology, more representative of the whole population than the regular bus users targeted in the BPSS methodology.

The above data is now reported by Transport Scotland in their new *Transport and Travel in Scotland* publication. This was first released in August 2011, presenting a range of data for the year 2010.

A number of the questions contained in the BPSS survey are comparable with those used in the SHS survey. The extent to which respondents agree with the SHS statements presented is now sub-categorised, in broadly similar scales to the satisfaction levels used in the BPSS:

- Strongly agree;
- Tend to agree;
- Neither agree nor disagree;
- Tend to disagree; and

<sup>1</sup> *Bus and Coach Statistics: 2010-11* (Transport Scotland, 29 February 2012)

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- Strongly disagree.

On this basis, comparisons will be made on the assumption that the combined scores for Very Satisfied/Easy and Fairly Satisfied/Easy equate to the combined scores for Strongly agree/Tend to agree in *Transport and Travel in Scotland*.

### 3.6.2 Passenger Focus Bus Passenger Survey (BPS)

Passenger Focus assumed responsibility of the national Bus Passenger Satisfaction Survey (BPSS) from the Department for Transport (DfT) in 2010. As this initially encompassed a broadly similar methodology as the DfT survey, it was possible to compare the Aberdeenshire and Aberdeen City results in 2011 with the Passenger Focus results from the fourth quarter of 2010.

However, Passenger Focus has since withdrawn the previous format of the BPSS (in May 2011), because it:

- Could not provide local level data;
- Could not distinguish between individual bus operators; and
- Used a satisfaction scale which did not align with the scale used by other organisations.

Passenger Focus has now developed a new 'Bus Passenger Survey' (BPS) which addresses the areas listed above and continues to enable bus users to:

*"rate their satisfaction with a wide range of aspects of their bus journey (the bus stop, waiting for the bus, on the bus, the outside of the bus, the bus driver) as well as their overall satisfaction with that bus journey and their rating of value for money."*

Further examination of the satisfaction indicators in the new BPS shows that the principal themes of the indicators previously used for comparing North East Scotland's results remain, with some additional ones added.

However, the breakdown of old BPSS results into data for non-metropolitan areas and latterly, 'Shires', has not been taken forward. Instead, results are separated into:

- The six English Passenger Transport Executive areas (PTEs);
- English Unitary authorities; and
- English County authorities.

In a further deviation from the original BPSS, the results are also split by bus operator, which enables comparison between different service providers where applicable.

The latest BPS report, which was published in March 2012, presents the results of Autumn 2011 surveys undertaken across 23 areas in England outside London.<sup>2</sup> To complement the publication of these latest results, Passenger Focus has also introduced an online tool which enables charts to be generated to display selected results.

In discussion with the client group, it was agreed that there was no direct link between Aberdeen City, Aberdeenshire and the PTE/Unitary/County classifications now used in the new BPS. However, by using the analysis tool described, and selecting a number of specific English authority areas, it was agreed that the BPS data could be used to provide a national comparison with Aberdeen City and Aberdeenshire results.

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<sup>2</sup> <http://www.passengerfocus.org.uk/research/bus-and-coach/content.asp?dsid=4548>



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Following discussions with Aberdeenshire Council and Aberdeen City Council, it has been agreed that comparisons with BPS results for appropriate comparable authorities would be made.

Aberdeenshire results will be compared with those for the following **County** Authorities:

- Dorset;
- Durham;
- East Sussex;
- Essex;
- Hertfordshire;
- Lancashire;
- Norfolk;
- Northamptonshire;
- Staffordshire; and
- Surrey.

Aberdeen City results will be compared with those for the following **Unitary** Authorities:

- Bournemouth and Poole (combined);
- Kingston Upon Hull;
- Leicester City;
- Nottingham City; and
- Stoke-on-Trent City.

It should also be noted that the levels of satisfaction in the new BPS now directly correspond with those asked of North East bus users, namely:

- Very Satisfied;
- Fairly Satisfied;
- Neither Satisfied nor Dissatisfied;
- Fairly Dissatisfied; and
- Very Dissatisfied.

Capabilities on project:  
Transportation

### 3.7 Benchmarking – Aberdeenshire

#### 3.7.1 Transport and Travel in Scotland (Transport Scotland)

**Table 3.50 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2010)<sup>3</sup> and Aberdeenshire CAPI Survey (2012)**

<b>Transport and Travel in Scotland Statement</b>	<b>% Strongly agree/Tend to agree (2010)</b>	<b>CAPI</b>	<b>% Very Satisfied/Easy / Fairly Satisfied/Easy (2012 CAPI)</b>
<b><i>Buses are on time</i></b>	73%	How satisfied were you with the reliability of the journey?	85%
<b><i>Buses are frequent</i></b>	79%	How satisfied were you with the frequency of the service?	76%
<b><i>Buses are clean</i></b>	75%	How satisfied were you with the cleanliness of the bus?	94%
<b><i>Buses are comfortable</i></b>	77%	How satisfied were you with the level of comfort on the bus?	95%
<b><i>Feels personally safe and secure on the bus during the day</i></b>	91%	How satisfied were you with your personal safety on the bus?	97%
<b><i>Feels personally safe and secure on the bus during the evening</i></b>	59%	How satisfied were you with your personal safety on the bus?	97%
<b><i>Simple deciding the type of ticket I need</i></b>	88%	How easy was it to understand the range and prices of the tickets?	37%
<b><i>Finding out about routes and times is easy</i></b>	81%	How easy was it to find out about the routes and times of the buses?	79%

<sup>3</sup> Available at: <http://www.scotland.gov.uk/Publications/2011/08/31092528/0>

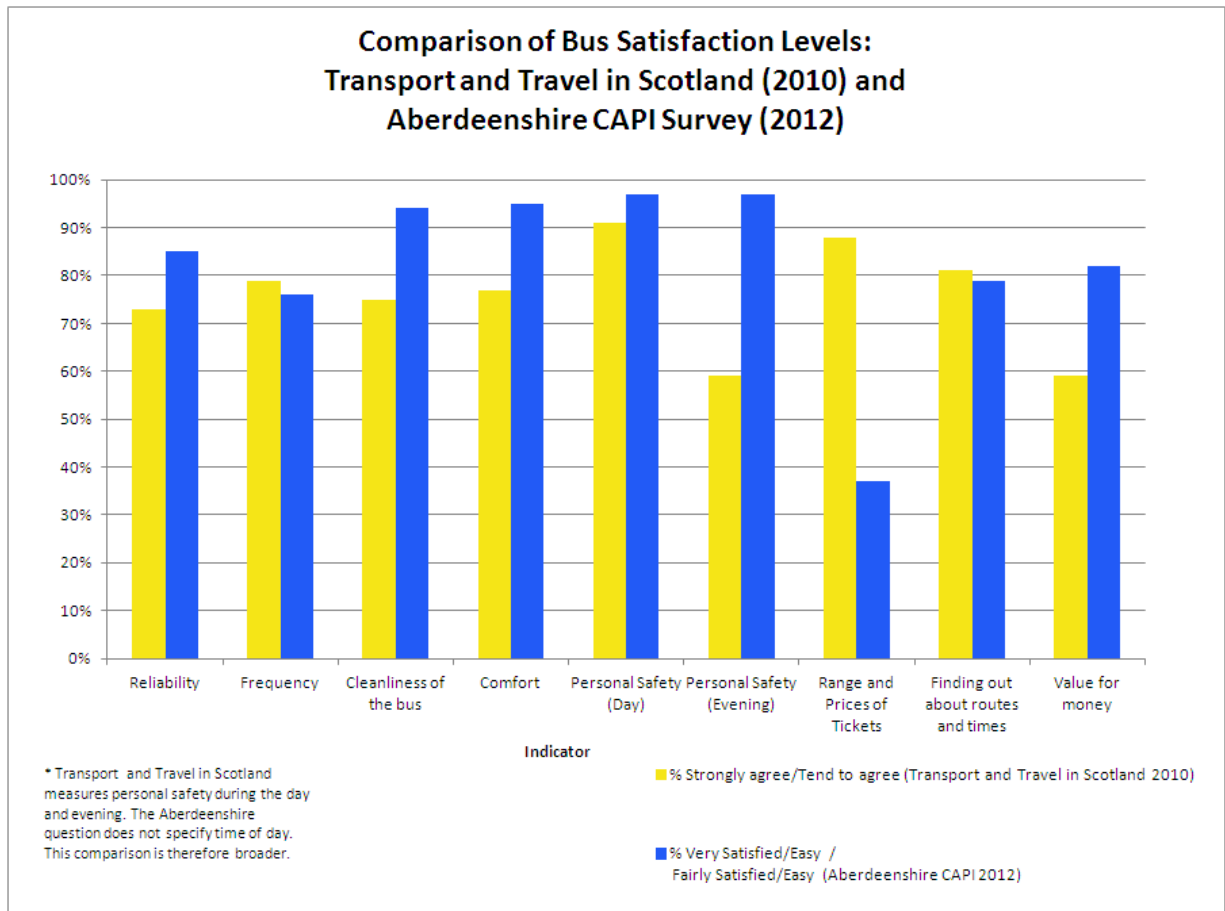
Capabilities on project:  
Transportation

<b>Transport and Travel in Scotland Statement</b>	<b>% Strongly agree/Tend to agree (2010)</b>	<b>CAPI</b>	<b>% Very Satisfied/Easy / Fairly Satisfied/Easy (2012 CAPI)</b>
<b><i>Fares are good value</i></b>	59%	How satisfied were you with the value for money of the bus fare?	82%

Capabilities on project:  
Transportation

Figure 3.1 below presents a graphical representation of the Transport and Travel in Scotland/Aberdeenshire CAPI data comparison.

**Figure 3.1 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2010) and Aberdeenshire CAPI Survey (2012)**



Capabilities on project:  
Transportation

An initial assessment of the 2012 CAPI results against the 2010 Transport and Travel in Scotland data shows that many of the Aberdeenshire results score higher than the corresponding Transport Scotland indicator, with the exception of 'Frequency', 'Range and Prices of Tickets' and 'Finding out about routes and times'. However, only the score for 'Range and Prices of Tickets' (37%) is significantly lower than the Transport Scotland score (88%), although as suggested in previous BPSS surveys, this may be explained by the number of Aberdeenshire respondents answering 'Don't Know' to this question (49%).

### 3.7.2 *Passenger Focus Bus Passenger Survey*

As outlined in Section 3.6.2, the approach to comparing the 2012 Aberdeenshire CAPI results with Passenger Focus' Bus Passenger Survey has been modified.

The first comparison of Aberdeenshire results with the revised format of the Passenger Focus BPS is set out in the table overpage.

Satisfaction levels for the Passenger Focus survey are based on combined percentage figures for Very Satisfied / Fairly Satisfied produced by the chart generating tool on the Passenger Focus website.<sup>4</sup>

It is also noted that, while many of the Passenger Focus BPS indicators directly match (subject to minor differences in wording), on some occasions, it has been necessary to "match" the indicators to an equivalent CAPI question. This has included:

- Matching 'Punctuality' (BPS) to 'the reliability of the journey' (Aberdeenshire CAPI); and
- Matching 'The helpfulness and attitude of the driver' (BPS) to 'the driver's behaviour' (Aberdeenshire CAPI).

**Overpage: Table 3.51 – Comparison of Bus Satisfaction Levels: Passenger Focus BPS<sup>5</sup> (County Authorities, Autumn 2011) and Aberdeenshire CAPI Survey (2012)**

<sup>4</sup> Passenger Focus use rounding when calculating satisfaction levels within the BPS report. For the Aberdeenshire comparison, satisfaction levels for the Passenger Focus survey areas have been calculated by combining the **actual percentages** for Very and Fairly Satisfied shown when the specific results are filtered using the online chart generation tool. This ensures consistency with how total satisfaction levels in Aberdeenshire are calculated (i.e. by adding together the Very Satisfied/Easy and Fairly Satisfied/Easy percentage totals, without taking into account rounding). This approach was also used when calculating a combined (average) satisfaction level for the chosen authorities.

<sup>5</sup> Passenger Focus BPS data available at: <http://www.passengerfocus.org.uk/research/bus-and-coach/content.asp?dsid=4548>

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Passenger Focus BPS Indicator	Dorset	Durham	East Sussex	Essex	Hertford-shire	Lancashire	Norfolk	Northampton-shire	Staffordshire	Surrey	Average of Selected County Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2012 CAPI)
<b>Overall satisfaction with the bus journey</b>	88%	83%	88%	83%	84%	87%	87%	83%	86%	88%	88%	<i>How satisfied were you with the overall service that you experienced on that trip?</i>	90%
<b>Value for money</b>	57%	46%	65%	51%	47%	57%	51%	51%	50%	59%	59%	<i>How satisfied were you with the value for money of the bus fare?</i>	82%
<b>The length of time waited for the bus</b>	76%	66%	81%	68%	70%	74%	75%	63%	74%	72%	72%	<i>How satisfied were you with the length of time you waited for the bus?</i>	80%
<b>Punctuality</b>	74%	65%	80%	70%	68%	74%	75%	66%	76%	73%	73%	<i>How satisfied were you with the reliability of the journey?</i>	85%
<b>Bus stop general condition/ standard of maintenance</b>	76%	61%	68%	66%	73%	67%	64%	55%	65%	68%	68%	<i>How satisfied were you with the condition of that bus stop/bus shelter?</i>	89%
<b>Bus stop freedom from graffiti/ vandalism</b>	80%	65%	71%	69%	78%	70%	72%	53%	67%	76%	76%	<i>How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?</i>	87%
<b>Your personal safety at the stop</b>	74%	64%	74%	69%	79%	62%	64%	67%	68%	76%	76%	<i>How satisfied were you with your personal safety waiting at that bus stop/bus shelter?</i>	95%
<b>The ease of getting onto and off the bus</b>	88%	89%	87%	85%	89%	89%	91%	84%	93%	89%	89%	<i>How easy did you find it to board and get off the bus?</i>	90%

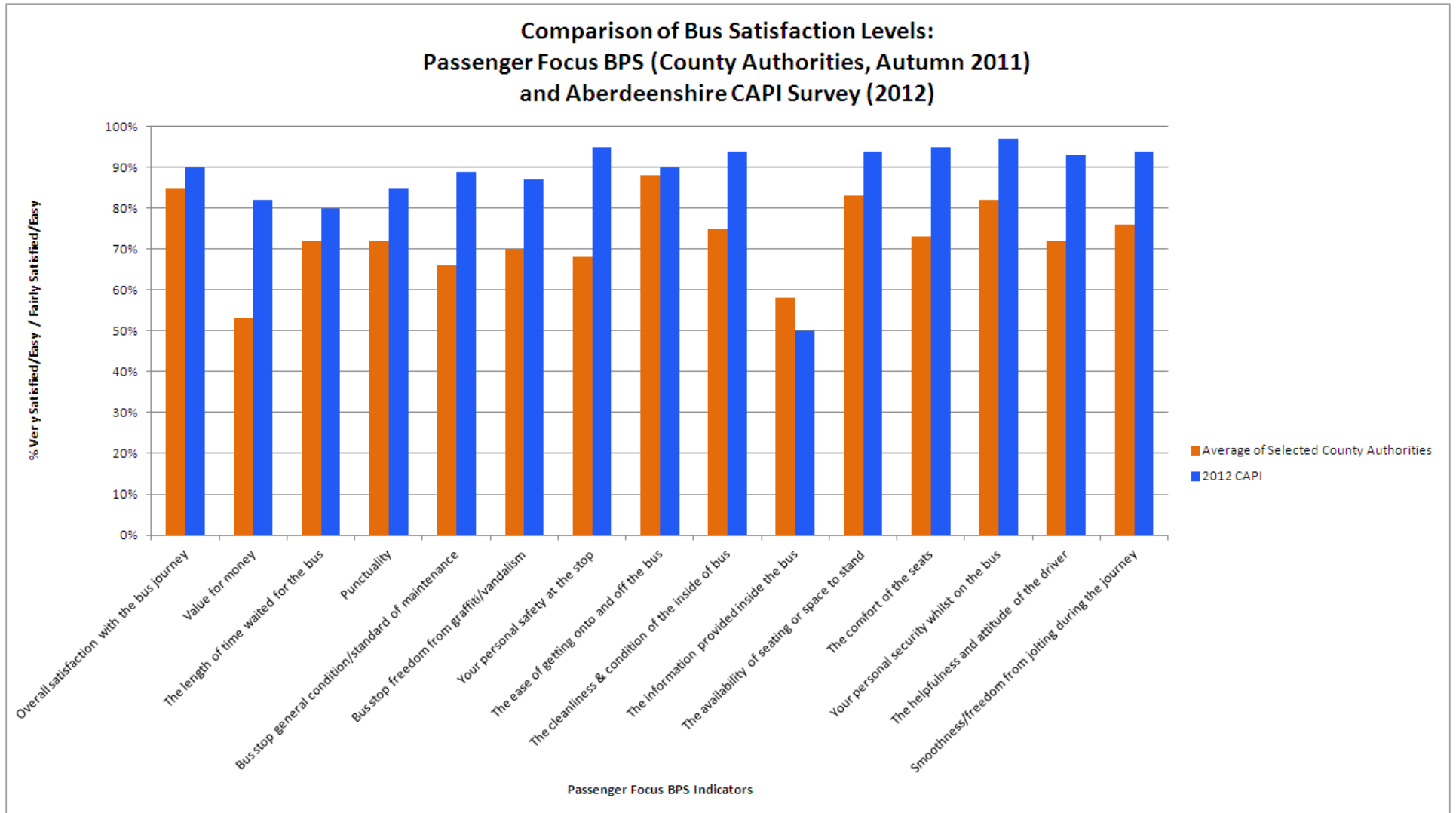
Capabilities on project:  
Transportation

Passenger Focus BPS Indicator	Dorset	Durham	East Sussex	Essex	Hertford-shire	Lancashire	Norfolk	Northampton-shire	Staffordshire	Surrey	Average of Selected County Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2012 CAPI)
<i>The cleanliness &amp; condition of the inside of bus</i>	75%	70%	75%	71%	77%	76%	78%	67%	78%	79%	79%	<i>How satisfied were you with the cleanliness of the bus?</i>	94%
<i>The information provided inside the bus</i>	58%	54%	64%	53%	57%	60%	54%	57%	63%	66%	66%	<i>How satisfied were you with the information provided on the bus?</i>	50%
<i>The availability of seating or space to stand</i>	84%	83%	83%	81%	80%	83%	82%	82%	87%	83%	83%	<i>How easy was it to find a seat on the bus?</i>	94%
<i>The comfort of the seats</i>	69%	71%	71%	68%	72%	78%	67%	75%	76%	78%	78%	<i>How satisfied were you with the level of comfort on the bus?</i>	95%
<i>Your personal security whilst on the bus</i>	84%	82%	87%	82%	84%	80%	80%	75%	88%	87%	87%	<i>How satisfied were you with your personal safety on the bus?</i>	97%
<i>The helpfulness and attitude of the driver</i>	76%	68%	78%	69%	73%	72%	70%	68%	75%	76%	76%	<i>How satisfied were you with the driver's behaviour?</i>	93%
<i>Smoothness/freedom from jolting during the journey</i>	82%	71%	74%	76%	77%	75%	74%	74%	77%	76%	76%	<i>How satisfied were you with the smoothness of the ride?</i>	94%

Capabilities on project:  
Transportation

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

**Figure 3.2 – Comparison of Bus Satisfaction Levels: Passenger Focus BPS (County Authorities, Autumn 2011) and Aberdeenshire CAPI Survey (2012)**





Capabilities on project:  
Transportation

A comparison of the Passenger Focus scores against the CAPI scores indicates that Aberdeenshire performs very well against indicators of bus passenger satisfaction in a number of English County Authority areas.

Only two indicators in Aberdeenshire, 'The ease of getting onto and off the bus' and 'The information provided inside the bus' scored lower than at least one of the other County Authorities. However, in the case of the latter (which scored lower than all County Authorities), this may be explained by the number of Aberdeenshire respondents answering 'Don't Know' to this question (36%) (See Chapter 4).

### 3.8 Benchmarking – Aberdeen City

#### 3.8.1 *Transport and Travel in Scotland (Transport Scotland)*

**Table 3.52 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2010)<sup>6</sup> and Aberdeen City CAPI Survey (2012)**

Transport and Travel in Scotland Statement	% Strongly agree/Tend to agree (2010)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2012 CAPI)
<b><i>Buses are on time</i></b>	73%	How satisfied were you with the reliability of the journey?	90%
<b><i>Buses are frequent</i></b>	79%	How satisfied were you with the frequency of the service?	78%
<b><i>Buses are clean</i></b>	75%	How satisfied were you with the cleanliness of the bus?	84%
<b><i>Buses are comfortable</i></b>	77%	How satisfied were you with the level of comfort on the bus?	88%
<b><i>Feels personally safe and secure on the bus during the day</i></b>	91%	How satisfied were you with your personal safety on the bus?	96%
<b><i>Feels personally safe and secure on the bus during the evening</i></b>	59%	How satisfied were you with your personal safety on the bus?	96%

<sup>6</sup> Available at: <http://www.scotland.gov.uk/Publications/2011/08/31092528/0>

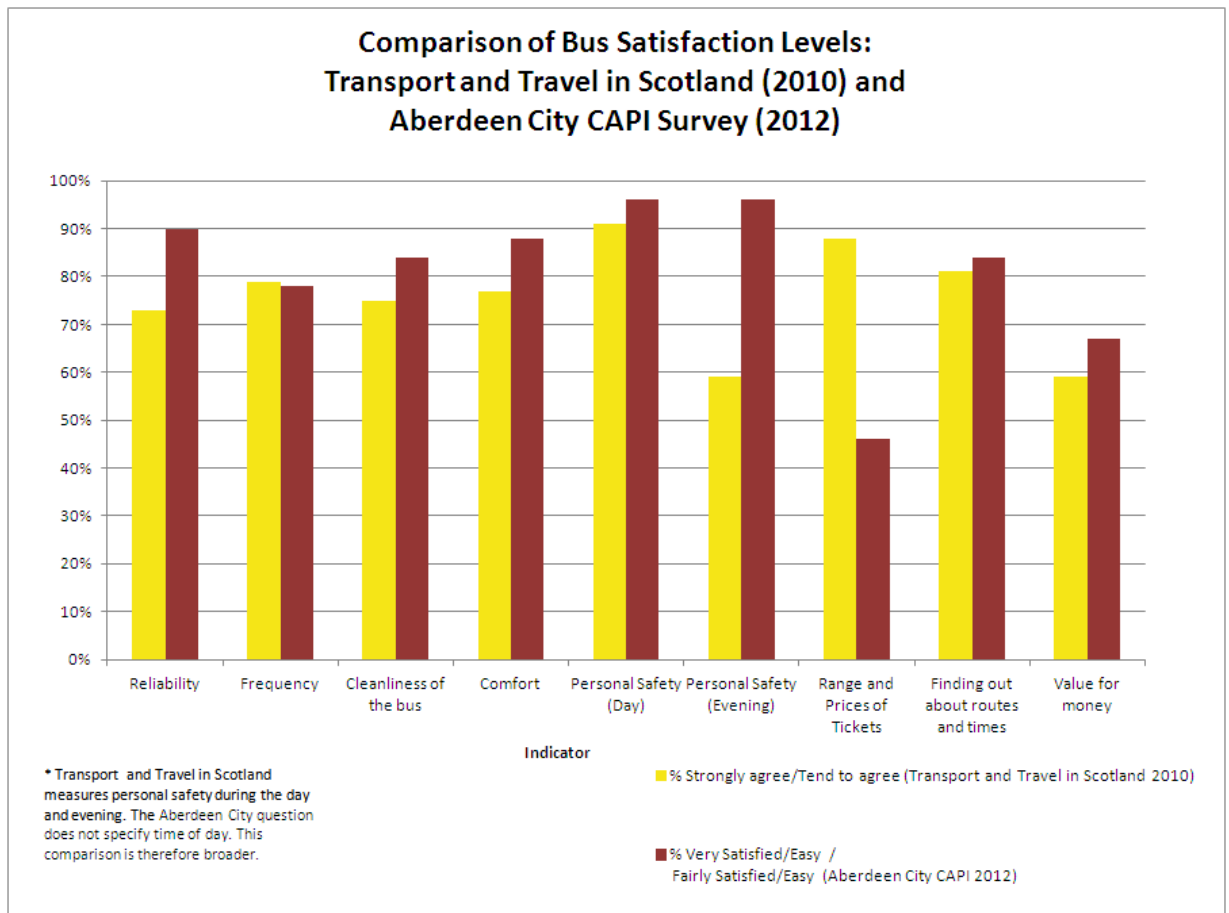
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Transport and Travel in Scotland Statement	% Strongly agree/Tend to agree (2010)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2012 CAPI)
<i>Simple deciding the type of ticket I need</i>	88%	How easy was it to understand the range and prices of the tickets?	46%
<i>Finding out about routes and times is easy</i>	81%	How easy was it to find out about the routes and times of the buses?	84%
<i>Fares are good value</i>	59%	How satisfied were you with the value for money of the bus fare?	67%

Capabilities on project:  
Transportation

Figure 3.3 below presents a graphical representation of the Transport and Travel in Scotland/Aberdeen City CAPI data comparison.

**Figure 3.3 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2010) and Aberdeen City CAPI Survey (2012)**



An initial assessment of the 2012 CAPI results against the 2010 Transport and Travel in Scotland data shows that the majority of the Aberdeen City results score higher than the corresponding Transport Scotland indicator, with the exception of 'Frequency', and 'Range and Prices of Tickets'. However, only the score for 'Range and Prices of Tickets' (46%) is significantly lower than the Transport Scotland score (88%), although as suggested in previous BPSS surveys, this may be explained by the number of Aberdeen City respondents answering 'Don't Know' to this question (37%).

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### 3.8.2 *Passenger Focus Bus Passenger Survey*

As outlined in Section 3.6.2, the approach to comparing the 2012 Aberdeen City CAPI results with Passenger Focus' Bus Passenger Survey has been modified.

The first comparison of Aberdeen City results with the revised format of the Passenger Focus BPS is set out in the table overpage.

As noted earlier, satisfaction levels for the Passenger Focus survey are based on combined percentage figures for Very Satisfied / Fairly Satisfied produced by the chart generating tool on the Passenger Focus website.

Again, it is also noted that, while many of the Passenger Focus BPS indicators directly match (subject to minor differences in wording), on some occasions, it has been necessary to "match" the indicators to an equivalent CAPI question. This has included:

- Matching 'Punctuality' (BPS) to 'the reliability of the journey' (Aberdeen City CAPI); and
- Matching 'The helpfulness and attitude of the driver' (BPS) to 'the driver's behaviour' (Aberdeen City CAPI).

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**Table 3.53 – Comparison of Bus Satisfaction Levels: Passenger Focus BPS (Unitary Authorities, Autumn 2011) and Aberdeen City CAPI Survey (2012)**

Passenger Focus BPS Indicator	Bournemouth and Poole (combined)	Kingston Upon Hull	Leicester City	Nottingham City	Stoke-on-Trent City	Average of Selected Unitary Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2012 CAPI)
<i>Overall satisfaction with the bus journey</i>	87%	85%	86%	90%	78%	86%	<i>How satisfied were you with the overall service that you experienced on that trip?</i>	91%
<i>Value for money</i>	59%	66%	39%	69%	51%	59%	<i>How satisfied were you with the value for money of the bus fare?</i>	67%
<i>The length of time waited for the bus</i>	76%	72%	73%	80%	71%	75%	<i>How satisfied were you with the length of time you waited for the bus?</i>	81%
<i>Punctuality</i>	75%	72%	69%	80%	68%	74%	<i>How satisfied were you with the reliability of the journey?</i>	90%
<i>Bus stop general condition/ standard of maintenance</i>	75%	66%	64%	86%	54%	73%	<i>How satisfied were you with the condition of that bus stop/bus shelter?</i>	87%
<i>Bus stop freedom from graffiti/ vandalism</i>	78%	71%	66%	88%	64%	76%	<i>How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?</i>	84%

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<b>Passenger Focus BPS Indicator</b>	<b>Bournemouth and Poole (combined)</b>	<b>Kingston Upon Hull</b>	<b>Leicester City</b>	<b>Nottingham City</b>	<b>Stoke-on-Trent City</b>	<b>Average of Selected Unitary Authorities</b>	<b>CAPI</b>	<b>% Very Satisfied/Easy / Fairly Satisfied/Easy (2012 CAPI)</b>
<i><b>Your personal safety at the stop</b></i>	78%	67%	64%	78%	57%	71%	<i><b>How satisfied were you with your personal safety waiting at that bus stop/bus shelter?</b></i>	93%
<i><b>The ease of getting onto and off the bus</b></i>	90%	89%	84%	92%	86%	89%	<i><b>How easy did you find it to board and get off the bus?</b></i>	93%
<i><b>The cleanliness &amp; condition of the inside of bus</b></i>	79%	71%	63%	83%	66%	74%	<i><b>How satisfied were you with the cleanliness of the bus?</b></i>	84%
<i><b>The information provided inside the bus</b></i>	64%	63%	57%	73%	47%	63%	<i><b>How satisfied were you with the information provided on the bus?</b></i>	81%
<i><b>The availability of seating or space to stand</b></i>	82%	83%	82%	89%	77%	84%	<i><b>How easy was it to find a seat on the bus?</b></i>	91%
<i><b>The comfort of the seats</b></i>	81%	75%	70%	78%	63%	74%	<i><b>How satisfied were you with the level of comfort on the bus?</b></i>	88%
<i><b>Your personal security whilst on the bus</b></i>	84%	80%	77%	84%	79%	81%	<i><b>How satisfied were you with your personal safety on the bus?</b></i>	96%

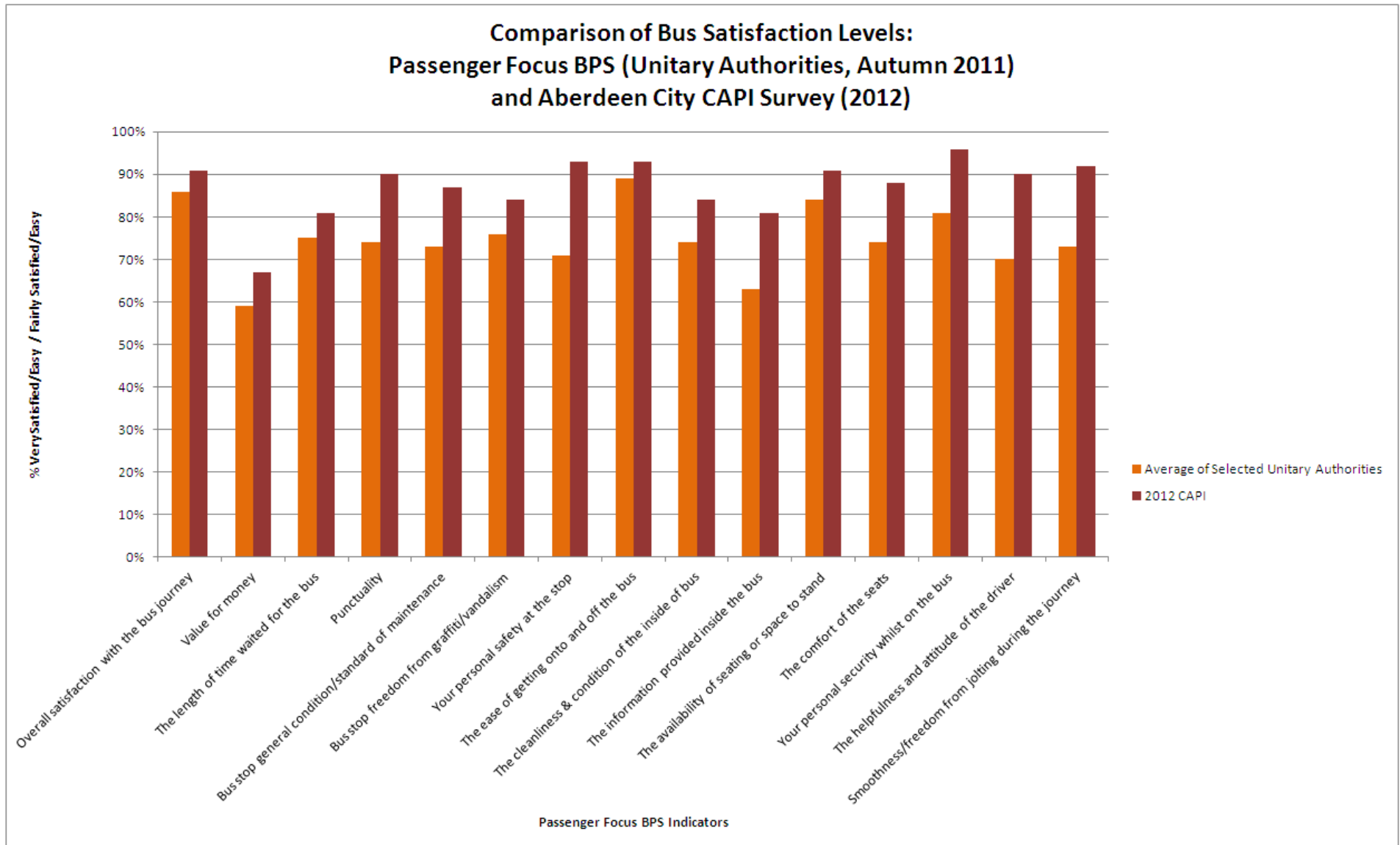
Capabilities on project:  
Transportation

<b>Passenger Focus BPS Indicator</b>	<b>Bournemouth and Poole (combined)</b>	<b>Kingston Upon Hull</b>	<b>Leicester City</b>	<b>Nottingham City</b>	<b>Stoke-on-Trent City</b>	<b>Average of Selected Unitary Authorities</b>	<b>CAPI</b>	<b>% Very Satisfied/Easy / Fairly Satisfied/Easy (2012 CAPI)</b>
<i>The helpfulness and attitude of the driver</i>	74%	74%	61%	73%	65%	70%	<i>How satisfied were you with the driver's behaviour?</i>	90%
<i>Smoothness/freedom from jolting during the journey</i>	78%	69%	68%	76%	75%	73%	<i>How satisfied were you with the smoothness of the ride?</i>	92%

Capabilities on project:  
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Figure 3.4 below presents a graphical representation of the Passenger Focus BPS and Aberdeen City CAPI comparison.

**Figure 3.4 – Comparison of Bus Satisfaction Levels: Passenger Focus BPS (Unitary Authorities, Autumn 2011) and Aberdeen City CAPI Survey (2012)**





Capabilities on project:  
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A comparison of the Passenger Focus scores against the CAPI scores indicates that Aberdeen City performs very well against indicators of bus passenger satisfaction in a number of English Unitary Authority areas.

Only two indicators in Aberdeen City, 'Value for money' and 'Bus stop freedom from graffiti/vandalism' scored lower than at least one of the other Unitary Authorities.

### **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 2012, 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 City; at bus stops on Union Street, and at additional bus stops elsewhere in Aberdeen City.

### 4.3 Overall CAPI Findings

A comparison of the 2012 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<sup>7</sup>) are more or less the same as those reported in 2011. Again, when comparing the results of individual scores in the tables in Chapter 3, it appears that, in most cases, the number of "Very" Satisfied (or Easy) responses was higher than the number of "Fairly" Satisfied (or Easy) responses.

For the majority of the questions, the majority of 'Don't Know' responses were minimal. However, in the Aberdeenshire survey, there was a high level of 'Don't Know' responses for questions relating to:

- Understanding of the range and prices of tickets (49% of the 623 responses); and
- Information provided on the bus (36% of the 623 responses).

As has been suggested in previous years, this could be attributed to respondents basing their answer on their lack of knowledge of the ticket range and their prices/information provided, rather than answering that the ticket range and prices were "Fairly" or "Very" Difficult to understand or they were "Fairly" or "Very" Dissatisfied with the information provided. It is also possible that, given the number of concessionary bus users surveyed, these respondents may not know, or have any opinion, on ticket ranges and their prices.

Furthermore, as the CAPI surveys are designed to capture regular bus users, it is possible that those surveyed utilise the same service regularly, and frequently have the same journey requirement (e.g. a single or return ticket) and may, consequently, be less aware of informational aspects relating to their journey.

The number of 'Don't Know' responses in the Aberdeen City survey was also minimal, with the most significant number of these relating to understanding of the range and prices of tickets (37% of the 519 responses). Again, this may be attributed to the reasons described above.

### 4.4 Aberdeenshire CAPI Survey Findings

The overall results of the 2012 Aberdeenshire CAPI survey show continuing satisfaction amongst regular Aberdeenshire bus users, with very high levels again apparent with aspects of bus service delivery.

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<sup>7</sup> The majority of questions asked bus users 'How satisfied' they were with a particular aspect of their bus journey. However, some questions asked them to state their view on the 'ease' of aspects relating to their journey, such as 'How easy was it to find a seat on the bus?' In this example, the scores for "Very Easy" to find a seat and "Fairly Easy" to find a seat were combined to give an overall assessment.

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As intimated above, further interrogation of the results shows positive satisfaction is typically at a “Very” Satisfied (Easy) level rather than a “Fairly” Satisfied (Easy) level.

It should also be noted that apparent lower levels of satisfaction for 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 overall results of the 2012 Aberdeen City CAPI survey show continuing satisfaction amongst regular Aberdeen City bus users, with very high levels again apparent with aspects of bus service delivery.

As intimated above, further interrogation of the results shows positive satisfaction is typically at a “Very” Satisfied (Easy) level rather than a “Fairly” Satisfied (Easy) level.

It should also be noted that apparent lower levels of satisfaction for 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.

Awareness of [www.realtimebus.com](http://www.realtimebus.com) amongst Aberdeen City bus users has risen since the 2011 survey. 70% of the 519 respondents were unaware of the site in 2012, 13% less than the 83% observed in the 2011 survey. This is marked with an increase in the number aware of the website (an 8% increase on 2011) and an increase in the number of people who are aware of the site and have used it (a 5% increase on 2011).

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 again some clear distinctions in the results between these areas. This, for example, included satisfaction with frequency, with only 33% Very Satisfied on Union Street compared to 65% Very Satisfied in the additional City locations. This suggests problems with bus service reliability in the City Centre owing to the higher volume of traffic moving through this area, which may affect satisfaction with bus frequency. This argument is perhaps strengthened when noting that 78% of respondents in the additional City locations were very satisfied with the length of time they waited for the bus, compared with only 39% on Union Street.

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

#### 4.6 Wider Comparisons – Aberdeenshire

##### 4.6.1 *Comparison of Transport and Travel in Scotland (2010) with Aberdeenshire CAPI Survey (2012)*

A comparison of the 2012 Aberdeenshire survey results with equivalent indicators of bus passenger satisfaction in Transport and Travel in Scotland (2010) highlighted that many indicators of bus service delivery in Aberdeenshire scored higher than the statements relating to public transport, with the exception of ‘Frequency’, ‘Range and Prices of Tickets’ and ‘Finding out about routes and times’. However, only the score for ‘Range and Prices of Tickets’ (37%) is significantly lower than the Transport Scotland score (88%), although this is likely to be for reasons already discussed in this Chapter.

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#### 4.6.2 *Comparison of Passenger Focus BPS (County Authorities, Autumn 2011) with Aberdeenshire CAPI Survey (2012)*

A comparison was also made between the Aberdeenshire results and a number of County Authorities surveyed as part of the Passenger Focus Bus Passenger Survey (BPS) undertaken in Autumn 2011.

The comparison showed that the Aberdeenshire results perform very well against this national survey, with only two indicators in Aberdeenshire, 'The ease of getting onto and off the bus' and 'The information provided inside the bus' scoring lower than at least one of the other County Authorities, however in the case of the latter (which scored lower than all County Authorities), this may be explained by the number of Aberdeenshire respondents answering 'Don't Know' to this question (36%), as alluded to above.

### 4.7 Wider Comparisons – Aberdeen City

#### 4.7.1 *Comparison of Transport and Travel in Scotland (2010) with Aberdeen City CAPI Survey (2012)*

A comparison of the 2012 Aberdeen City survey results with equivalent indicators of bus passenger satisfaction in Transport and Travel in Scotland (2010) highlighted that the majority of indicators of bus service delivery in Aberdeen City scored higher than the statements relating to public transport, with the exception of 'Frequency', and 'Range and Prices of Tickets'. However, only the score for 'Range and Prices of Tickets' (46%) is significantly lower than the Transport Scotland score (88%), although this is likely to be for reasons already discussed in this Chapter.

#### 4.7.2 *Comparison of Passenger Focus BPS (Unitary Authorities, Autumn 2011) with Aberdeen City CAPI Survey (2012)*

A comparison was also made between the Aberdeen City results and a number of Unitary Authorities surveyed as part of the Passenger Focus Bus Passenger Survey (BPS) undertaken in Autumn 2011.

The comparison showed that the Aberdeen City results perform very well against this national survey, with only two indicators in Aberdeen City, 'Value for money' and 'Bus stop freedom from graffiti/vandalism' scoring lower than at least one of the other Unitary Authorities.

### 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 annually from 2009-2012, be considered for delivery in 2013. Any future survey would also provide an opportunity to incorporate new indicators of bus passenger satisfaction into the survey, such as those which are included in the revised Passenger Focus BPS. These include:

- Provision of grab rails to stand/move within the bus;
- The temperature inside the bus;
- Journey time;
- The appearance of the driver; and

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- The time the driver gave passengers to get to their seats.

## Appendix A

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## 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



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- 11) Braemar
- 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

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- 59) Strachan
- 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

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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?

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- 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
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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
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- 04) Fairly dissatisfied
- 05) Very dissatisfied
- 06) Don't know

Capabilities on project:  
Transportation

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Capabilities on project:  
Transportation

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- 05) Very difficult
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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

<b>Bus Satisfaction Surveys 2012</b>								
		<b>February - March 2012</b>						
<b>Corridor</b>	<b>Description</b>	<b>Sat 25</b>	<b>Mon 27</b>	<b>Tue 28</b>	<b>Wed 29</b>	<b>Thu 1</b>	<b>Sat 3</b>	<b>Sat 10</b>
A93	Deeside			X			X	
A90 /A92	Kincardine and Mearns			X			X	
A947	Banff Coastal					X		X
A96	North					X		X
A944	Donside				X		X	
A90 / A952	Buchan				X			X
Union Street, Aberdeen	Bus Stops Along Union Street	X	X					
Aberdeen City	Additional Aberdeen City Stops	X	X					
Aberdeen Bus Station	N/A	X	X					