

Aberdeenshire and Aberdeen City Bus Passenger Satisfaction Surveys (BPSS) 2009-2013 : Additional Trend and Benchmark Analysis

1.0 Introduction

Using Bus Passenger Satisfaction Surveys, data was compiled and charted to show the Very and Fairly Satisfied satisfaction trends for Aberdeenshire bus passengers between 2009 and 2013 and Aberdeen City bus passengers between 2010 and 2013.

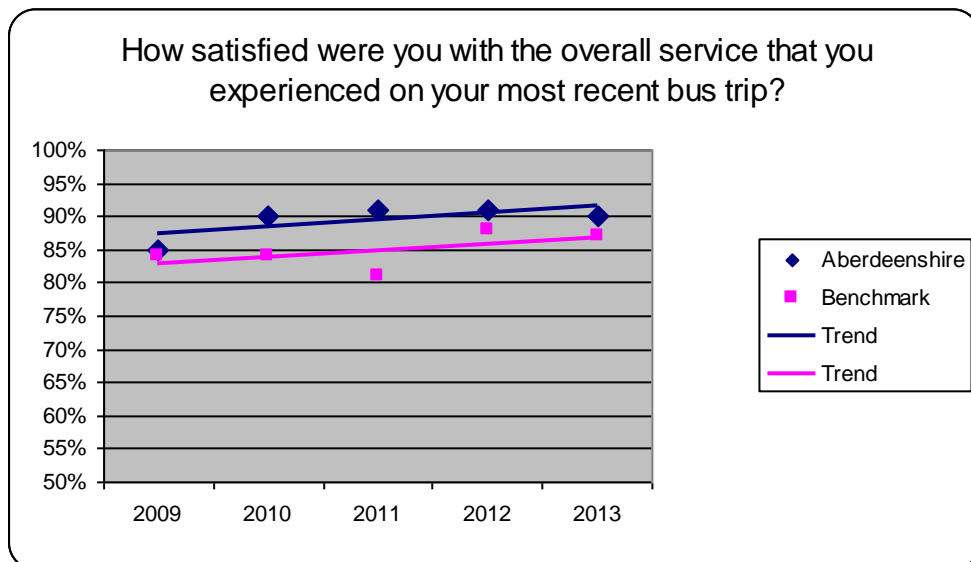
In addition, for each quality of service indicator the graphs also include the trend over time for the benchmark figure that is used to compare results from Aberdeenshire and Aberdeen City with other, similar authorities nationally.

The method used for the benchmark figure has changed over time. For 2009, 2010 and 2011 the figures used were obtained from the Department of Transport Quality Bus Indicators for non-metropolitan counties. For 2012 and 2013, the Passenger Focus BPSS figures have been used, with the, Aberdeen City results compared to similar Unitary Authorities in England while the Aberdeenshire have been compared to similar County Authorities in England. In both instances different authorities have been used for comparative purposes as Passenger Focus has surveyed different authorities in the two years

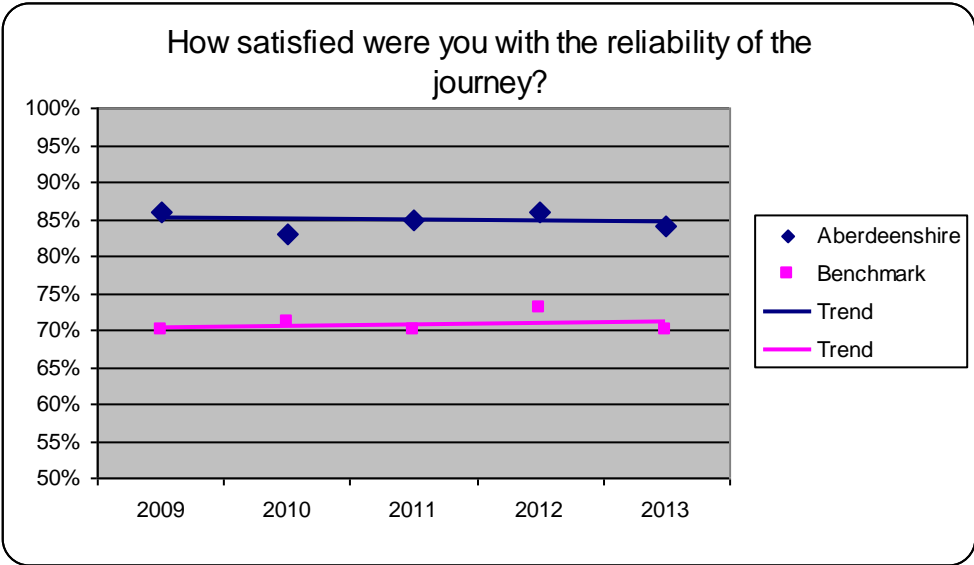
Where no benchmark trends shown, there is no comparable Passenger Focus survey indicator available for comparative purposes.

2.0 Aberdeenshire Trend Analysis Charts

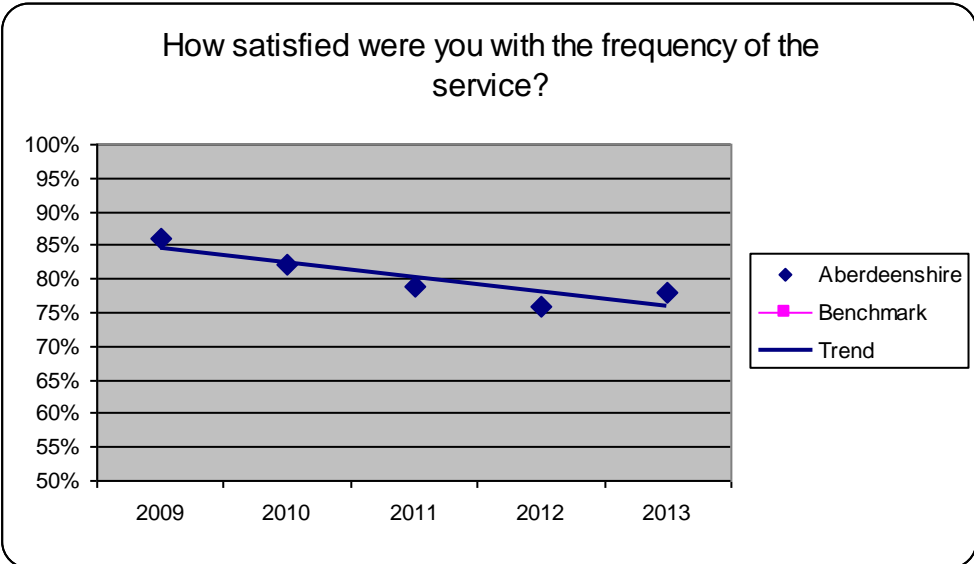
Overall Perceptions of Service Quality:



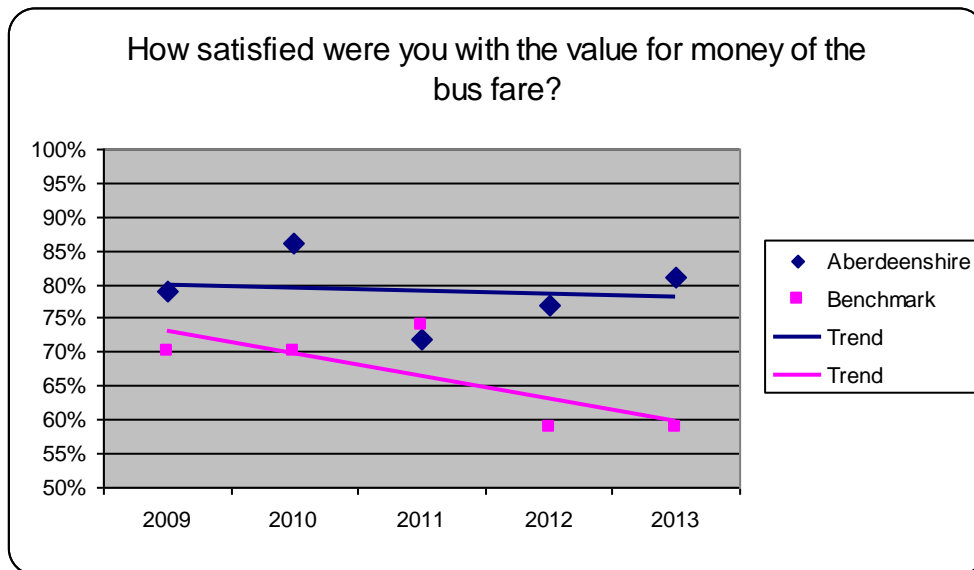
Between 2009 and 2013 there was an increasing trend in the satisfaction of passengers with the overall service experience with only a 1% drop between 2012 and 2013.



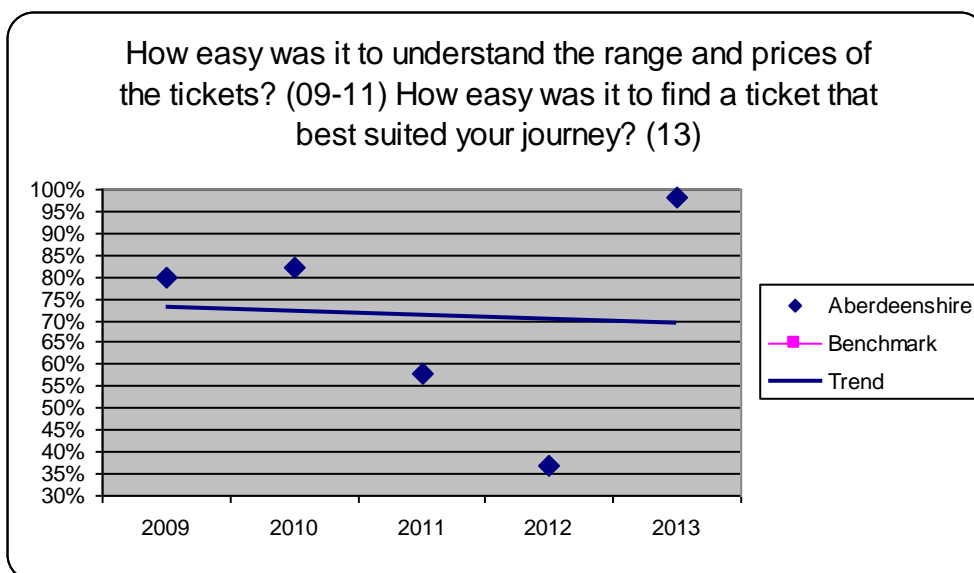
Between 2009 and 2013 there was no clear trend however satisfaction with journey reliability among passengers remained above 80% throughout the 5 year period.



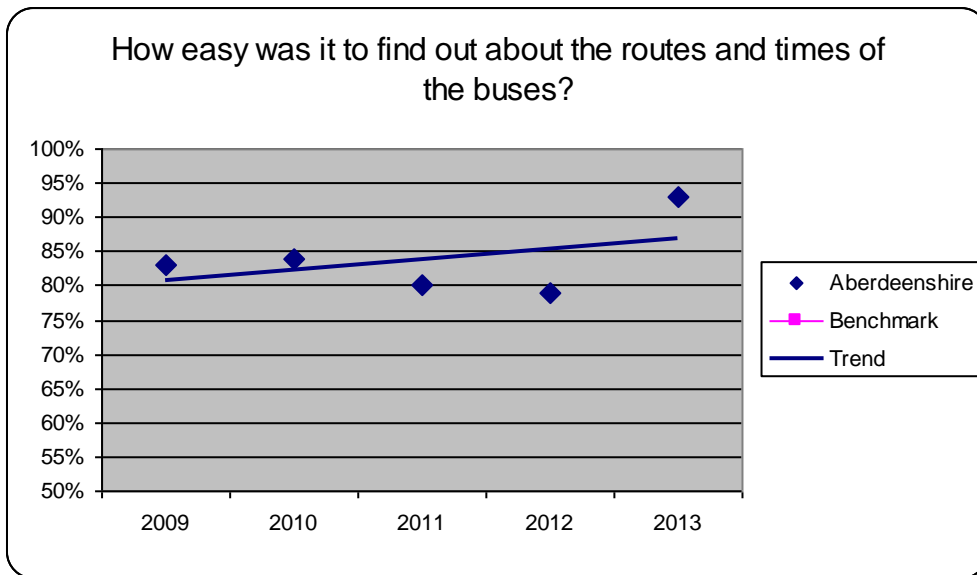
Trends show a gradual decrease for the passenger satisfaction of service frequency between 2009 and 2012, with a 2% increase with 2012 and 2013.



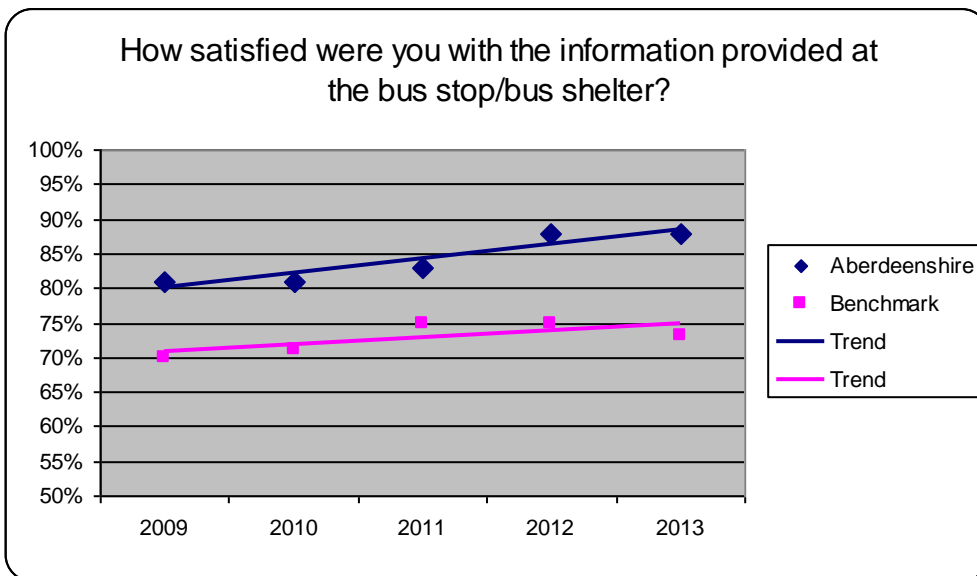
Between 2009 and 2011 there was no clear trend however between 2011 and 2013 there has been a strong increase in passenger satisfaction with the value for money for bus fare.



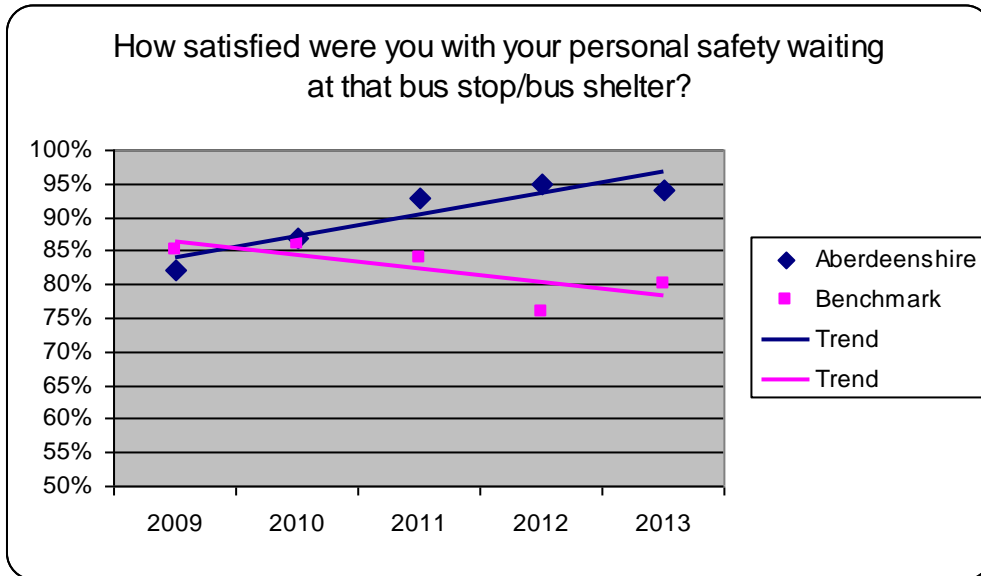
Due to confusion this question was reworded in 2013. Between 2009 and 2012 there was confusion and many passengers selected the option 'I don't know' for this question which created a substantial decrease results. Once this question was amended the 2013 saw a dramatic increase in satisfaction.



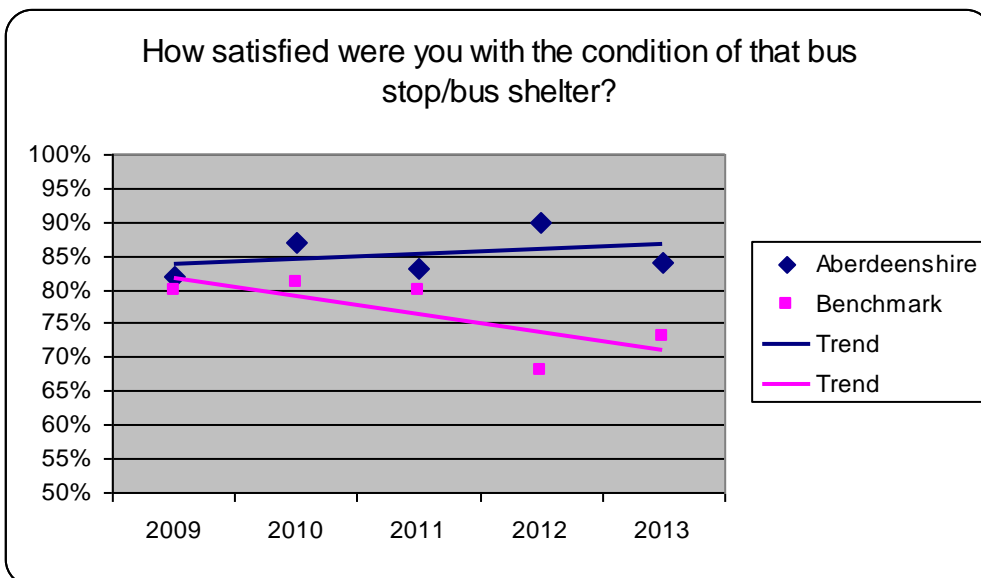
Between 2009 and 2012 the trend shows satisfaction slightly decreasing with a substantial increase of 14% between 2012 and 2013.



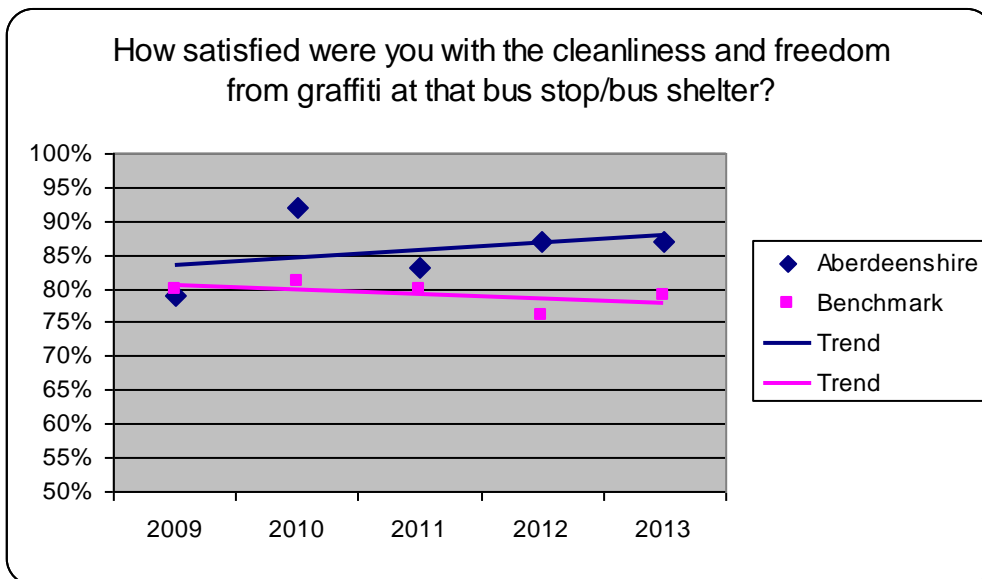
Between 2009 and 2013 there was an increasing trend in passenger satisfaction of the information provided at the bus stop/shelter.



Between 2009 and 2013 there was an increasing trend in passenger satisfaction regarding personal safety while waiting at a bus stop/shelter.

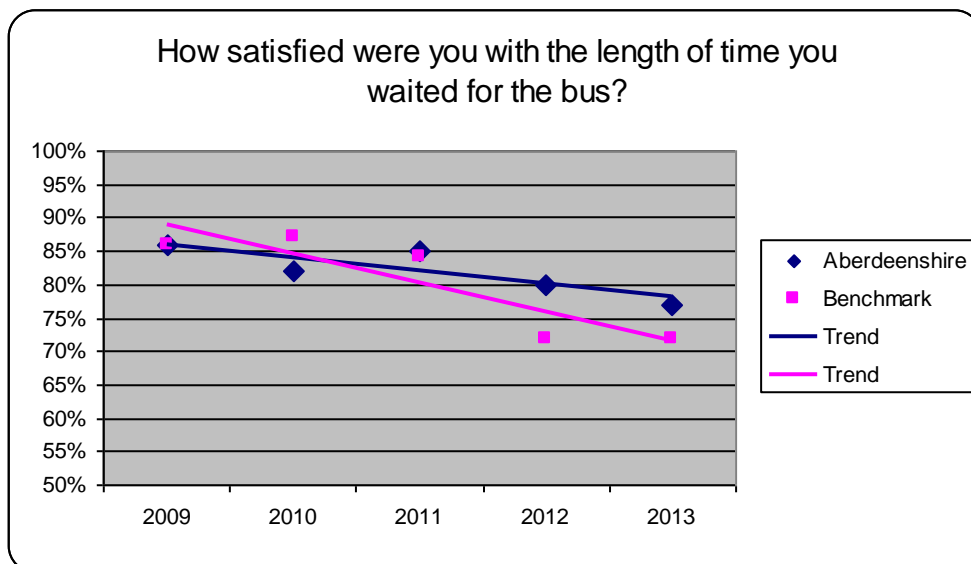


There is no clear trend regarding passenger satisfaction with the condition of the bus stop/shelter between 2009 and 2013.

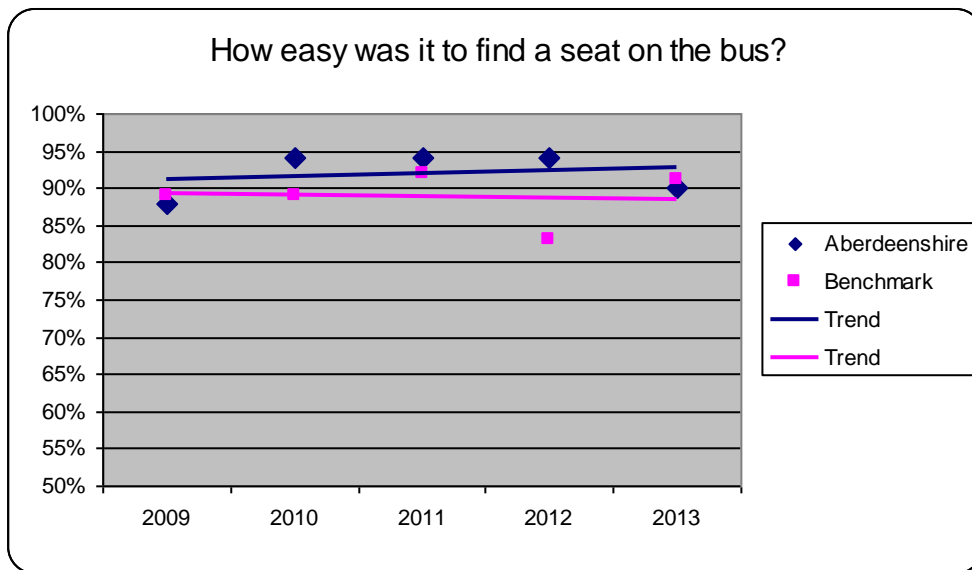


Although there is no clear trend between 2009 and 2011, there is a gradual increase in passenger satisfaction with the cleanliness and freedom from graffiti at the bus stop/shelter from 2011 to 2013.

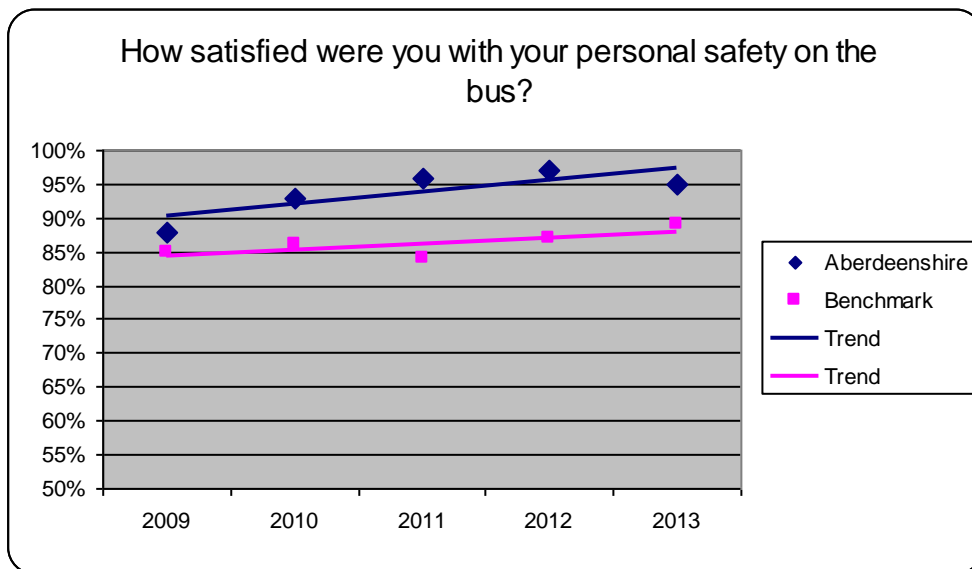
Trip Experience Aspects:



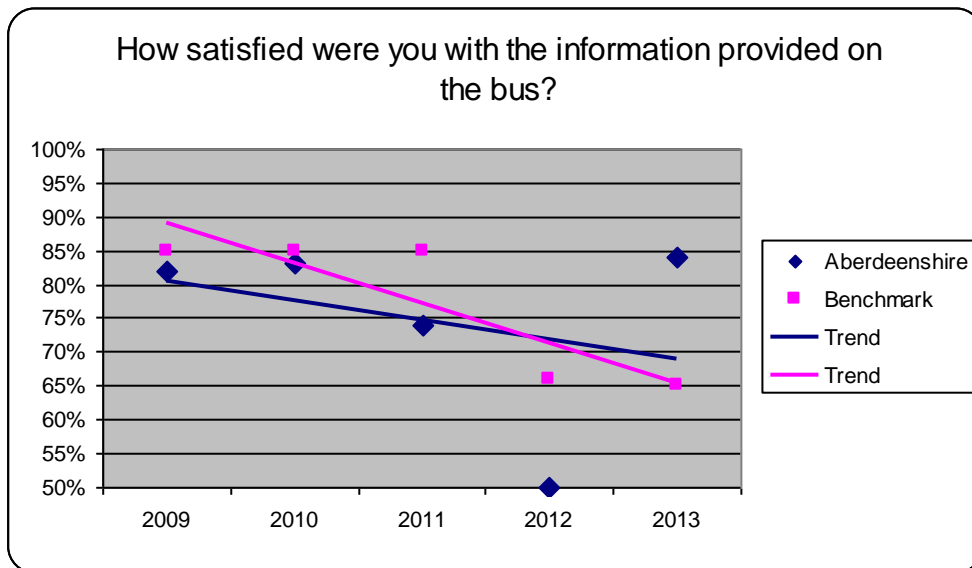
Trends show passenger satisfaction has decreased between 2009 and 2013 regarding length of time waiting for the bus.



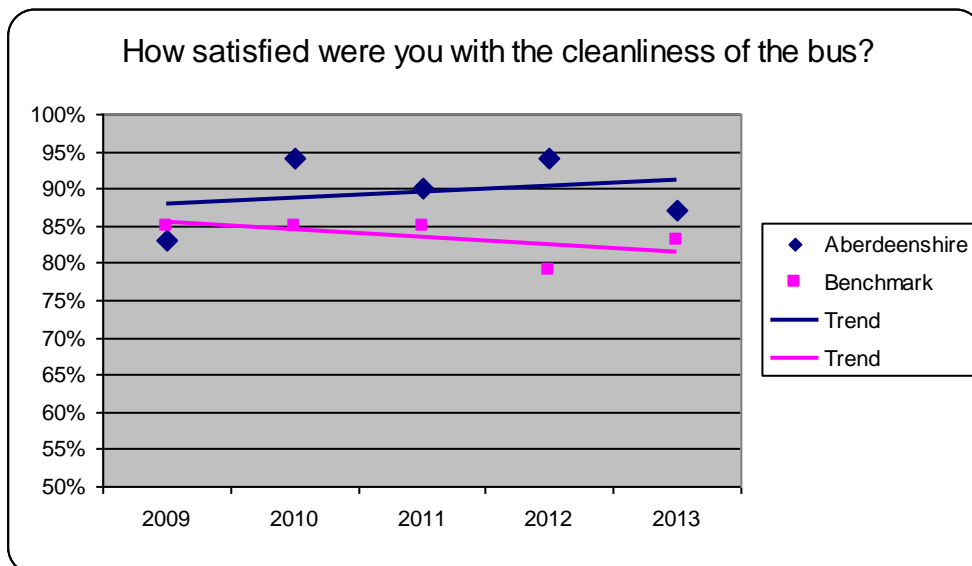
There was a significant increase in ease to find a seat on the bus between 2009 and 2010 and remained unchanged until 2013 where it decreased 3%.



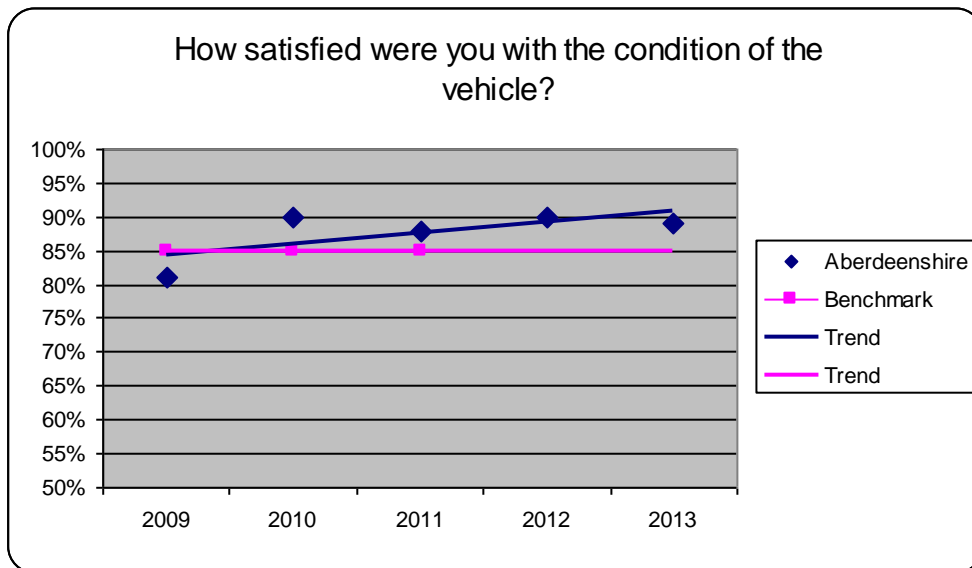
Trends show a gradual increase in passenger satisfaction regarding personal safety on the bus with only a slight decrease in 2013.



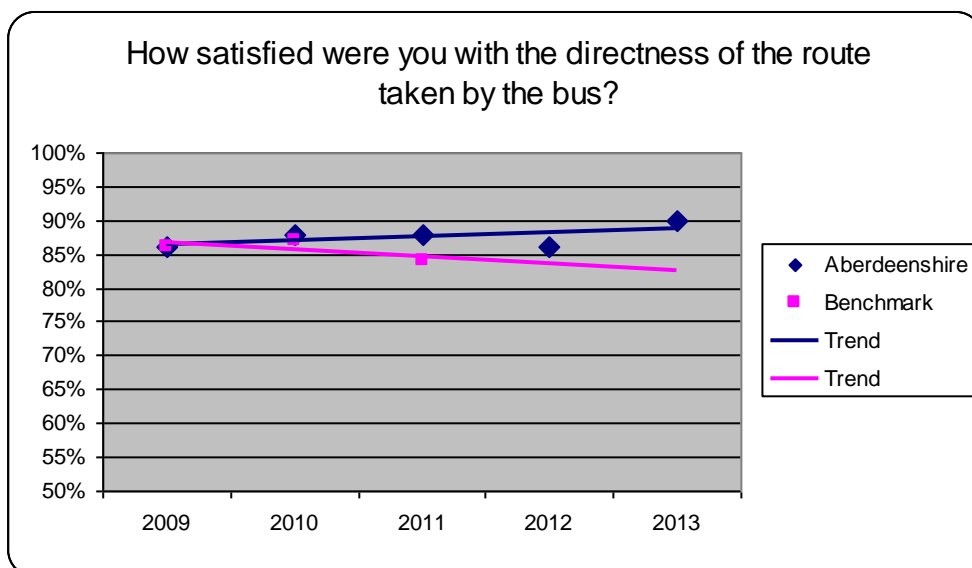
A gradual decrease in passenger satisfaction between 2009 and 2012 regarding the information provided on the bus with a significant 34% increase in 2013.



No clear trend regarding the cleanliness of the bus between 2009 and 2013.



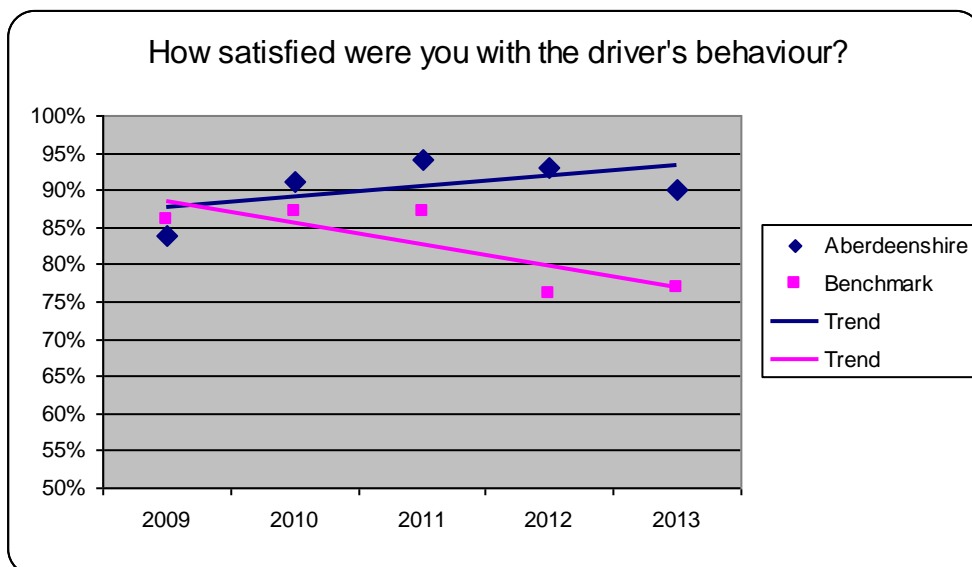
Trends show a significant increase in passenger satisfaction with the condition of the vehicle between 2009 and 2010 while remaining relatively unchanged between 2010 and 2013 with only slight fluctuation.



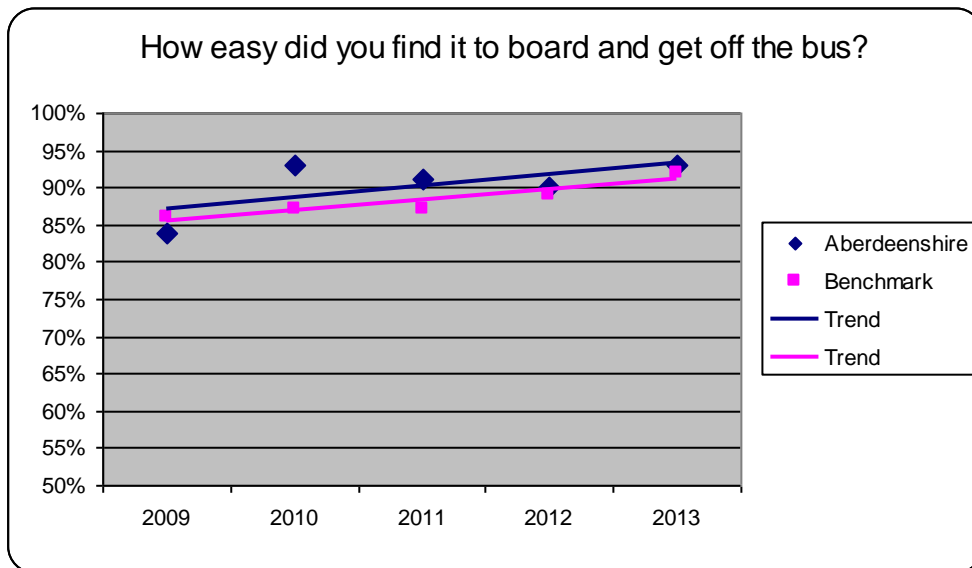
The passenger satisfaction between 2009 and 2012 shows an increase which remains unchanged for 2010 and 2011 and dropped in 2012. There was a 4% increase in 2013.



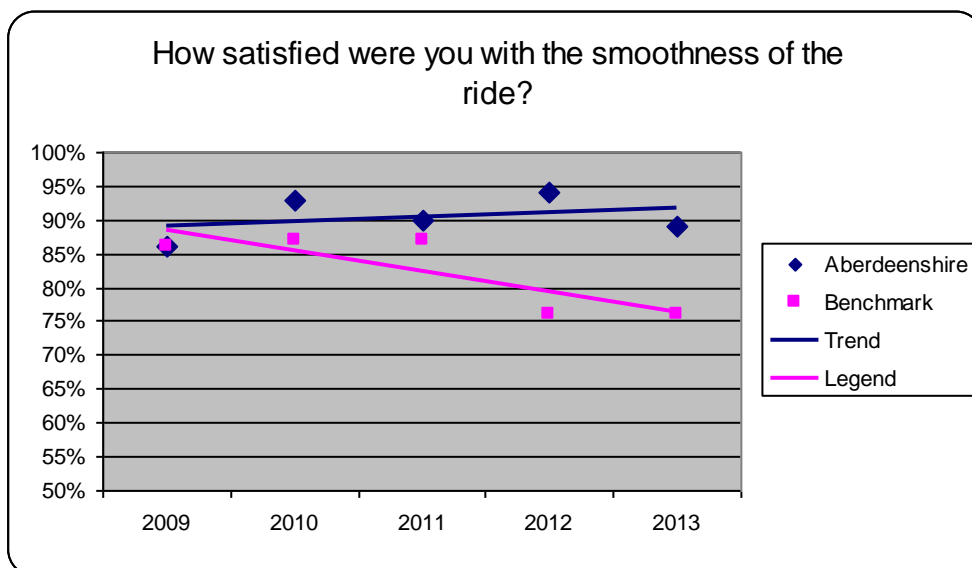
Trends show a gradual increase with passenger satisfaction regarding the level of comfort on the bus between 2009 and 2012 with a slight decrease in 2013.



Between 2009 and 2011 there was a 10% increase with the passenger satisfaction with the driver's behaviour which then slightly decreased by 4% between 2011 and 2013.



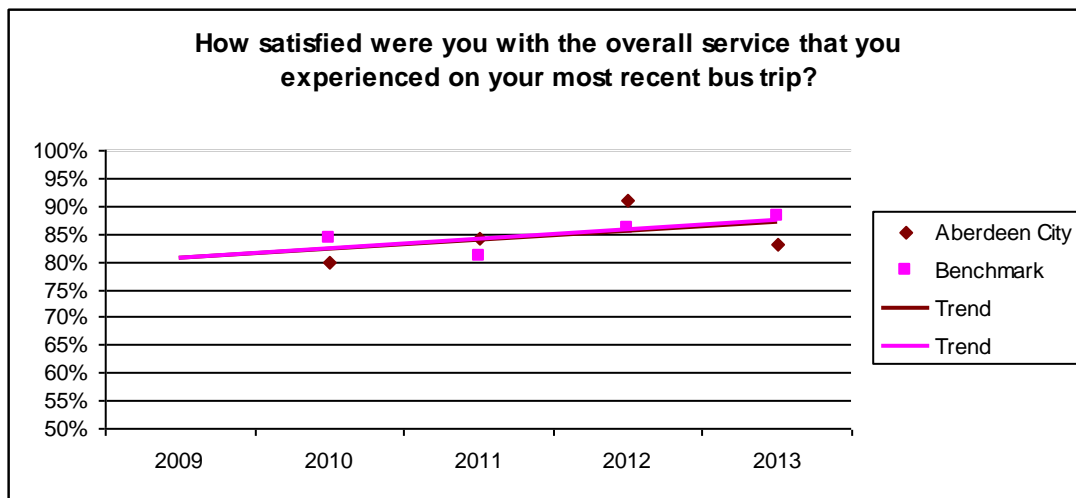
There was a significant increase in passenger satisfaction regarding the ease of boarding and getting off the bus between 2009 and 2010. Passenger satisfaction stayed relatively unchanged with only a slight decrease over 2011 and 2012 and then increased again in 2013.



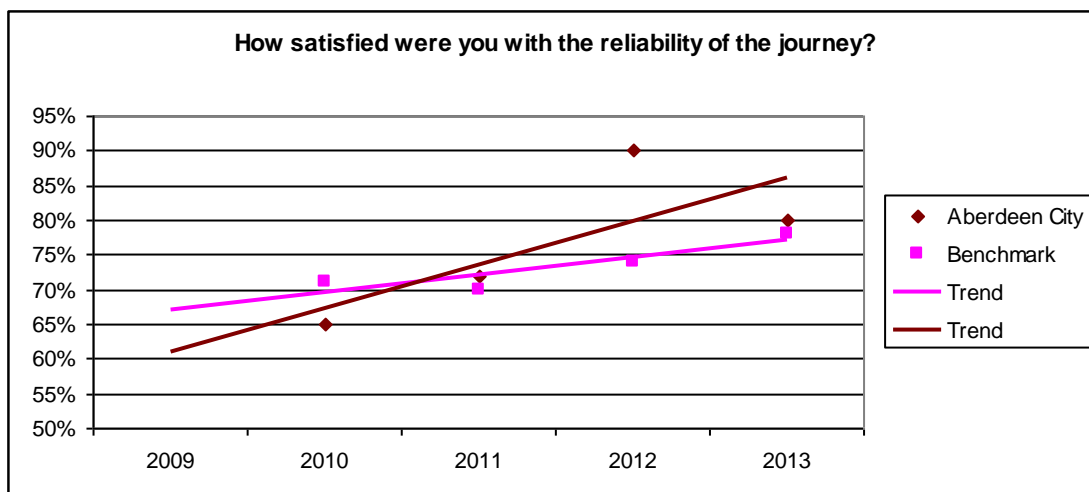
There was no clear trend for the smoothness of the ride for passengers between 2009 and 2013.

2.0 Aberdeen City Trend Analysis Charts

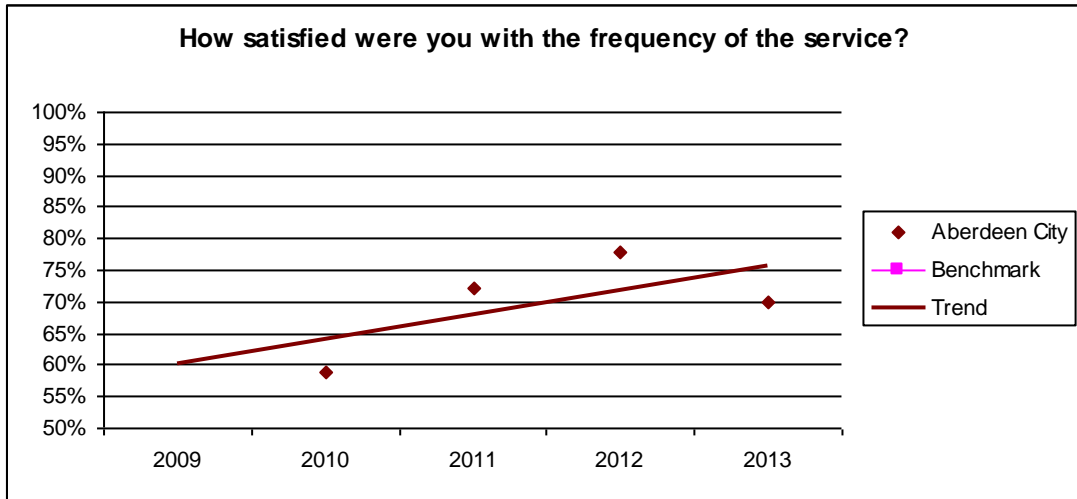
Overall Perceptions of Service Quality:



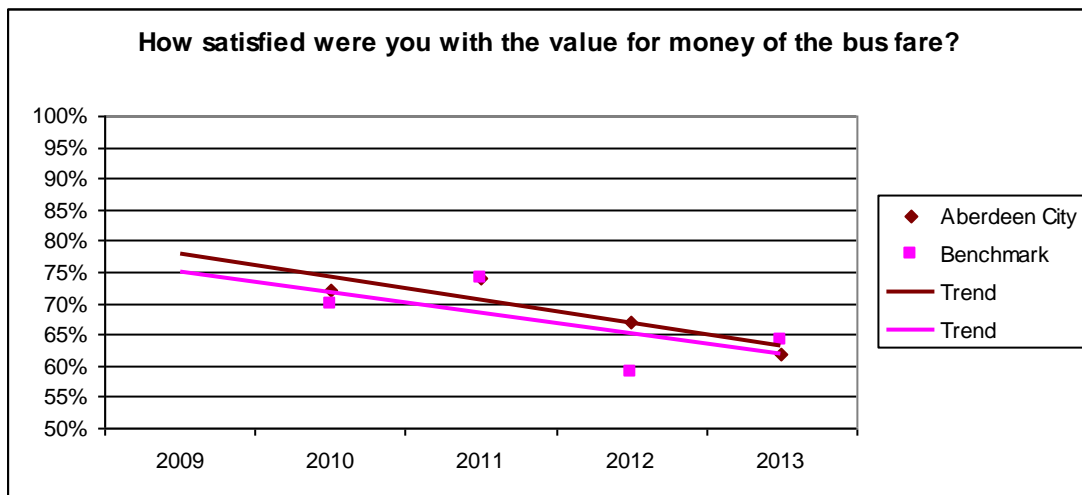
The passenger satisfaction regarding overall service experienced on most recent bus trip significantly increased between 2010 and 2011 but then dramatically decreased between 2011 and 2013.



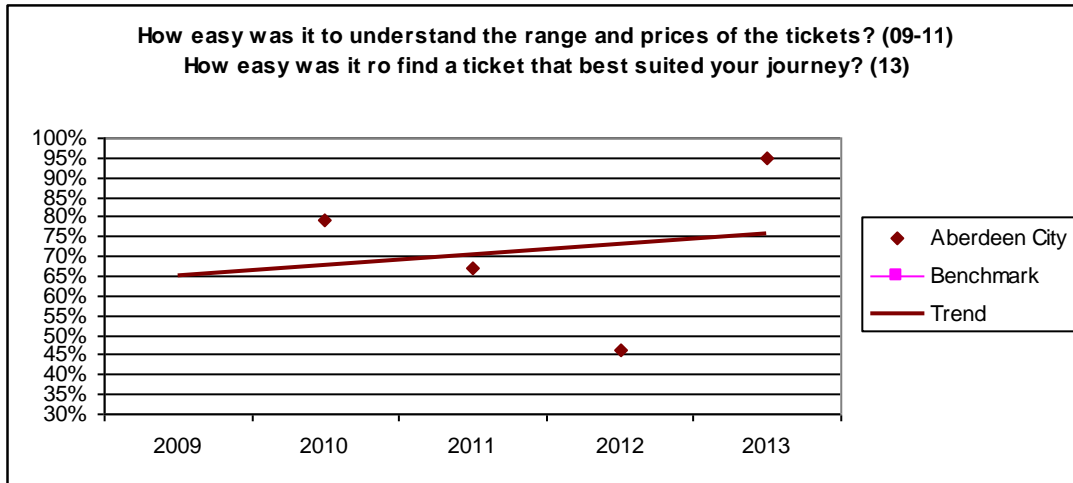
Trends show that passenger satisfaction regarding the reliability of the journey has gradually increased between 2010 and 2012 with a decrease between 2012 and 2013.



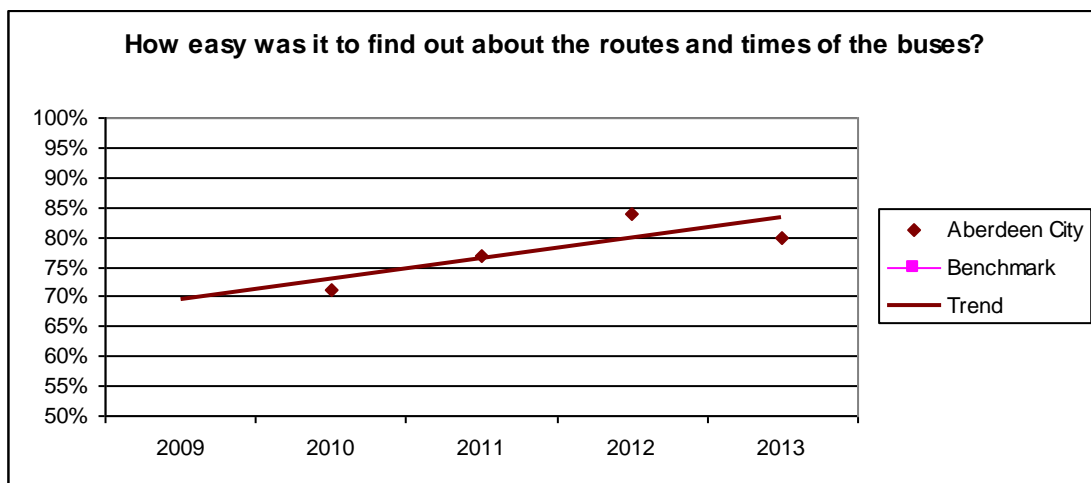
Between 2010 and 2012 a gradual increase in passenger satisfaction regarding frequency of the service with a slight decrease between 2012 and 2013.



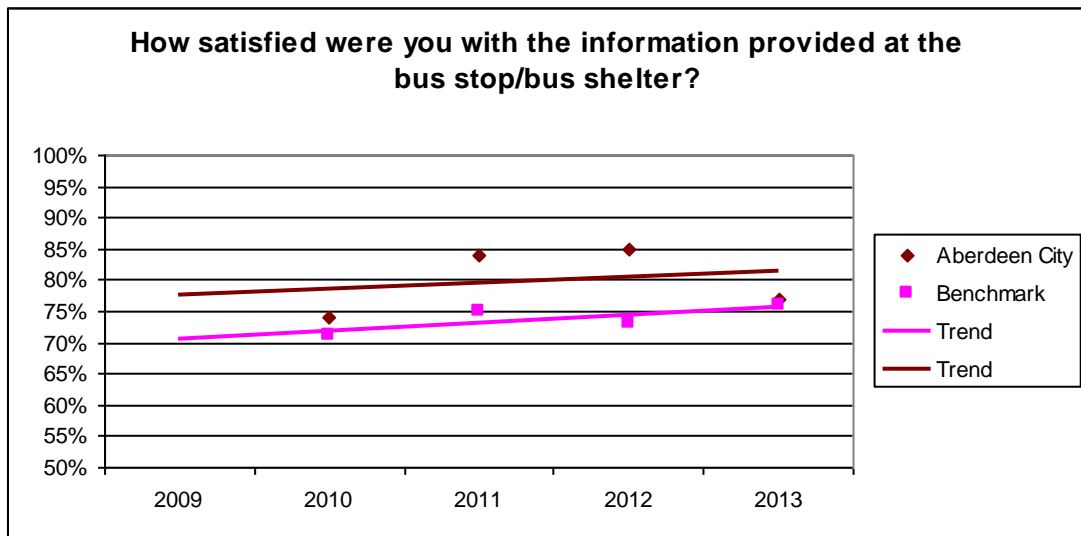
Although there was a slight increase in passenger satisfaction with the value for money of the bus fare between 2010 and 2011, there has been a substantial decrease between 2011 and 2013.



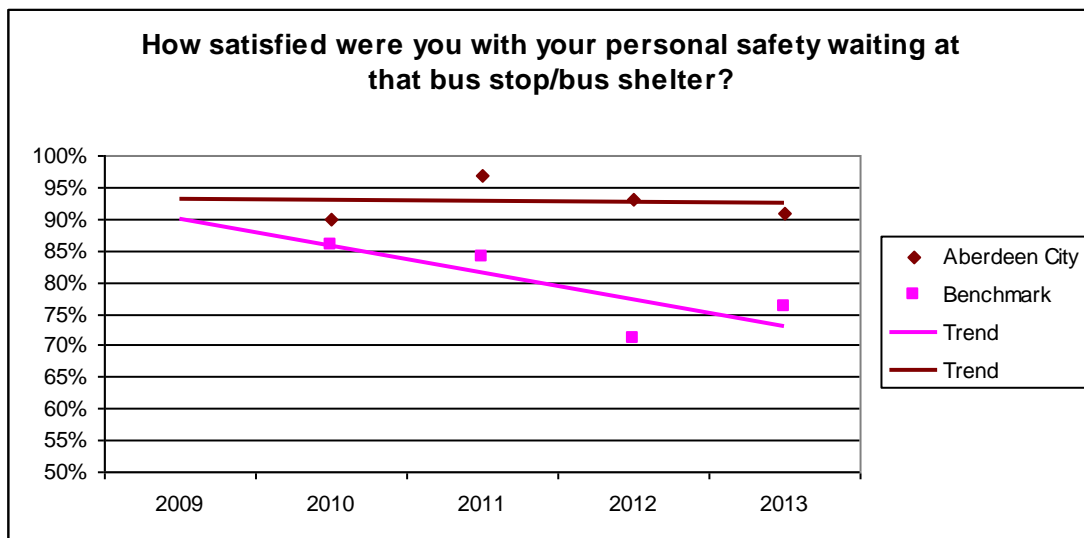
There was a significant decrease in passenger satisfaction regarding how easy it is to understand the range and prices of the tickets between 2010 and 2012 and then a dramatic increase between 2012 and 2013.



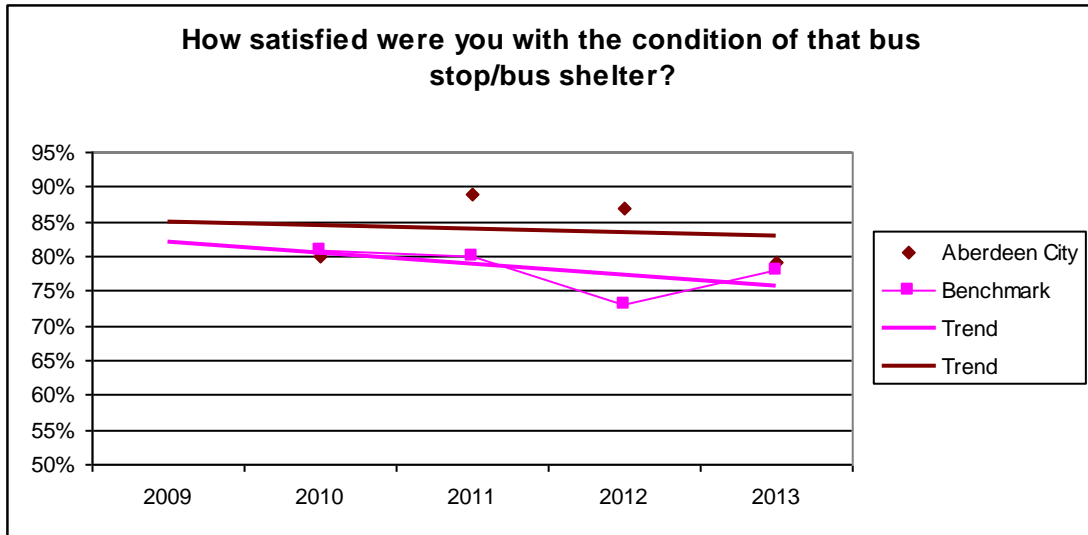
Trends show a gradual increase between 2010 and 2012 regarding ease of finding routes and bus times with a slight decrease between 2012 and 2013.



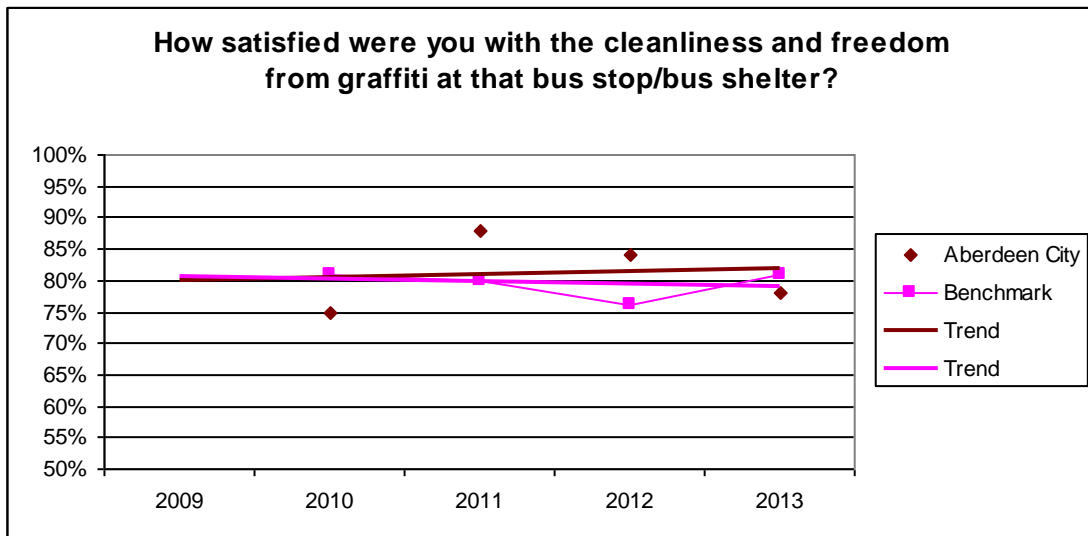
There was a substantial increase in passenger satisfaction regarding information provided and the bus stop/shelter between 2010 and 2012 with a dramatic decrease between 2012 and 2013.



There was a substantial increase in passenger satisfaction regarding personal safety waiting at the bus stop/shelter between 2010 and 2011 with a gradual decrease between 2011 and 2013.

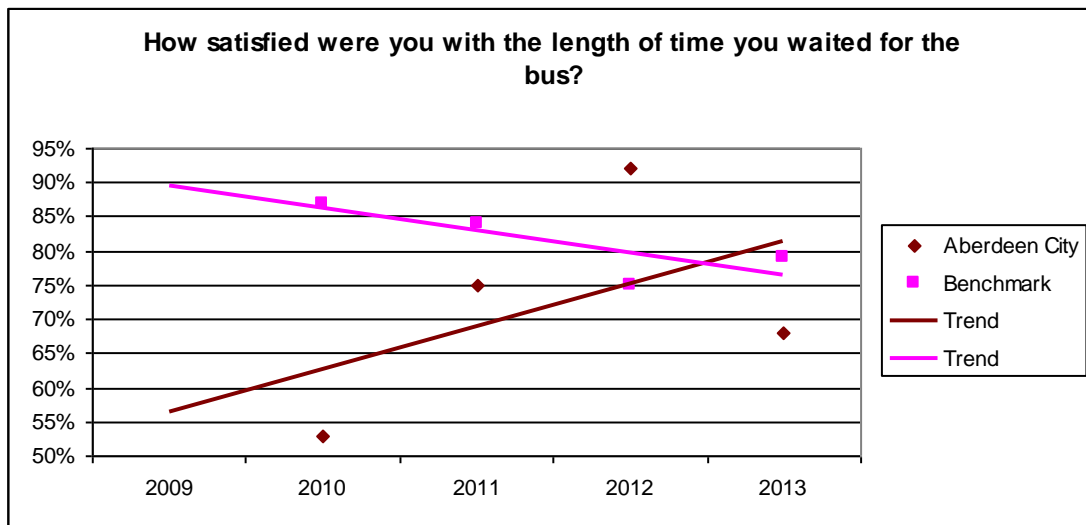


There was a substantial increase in passenger satisfaction regarding the condition of the bus stop/shelter between 2010 and 2011 with a gradual decrease between 2011 and 2013.

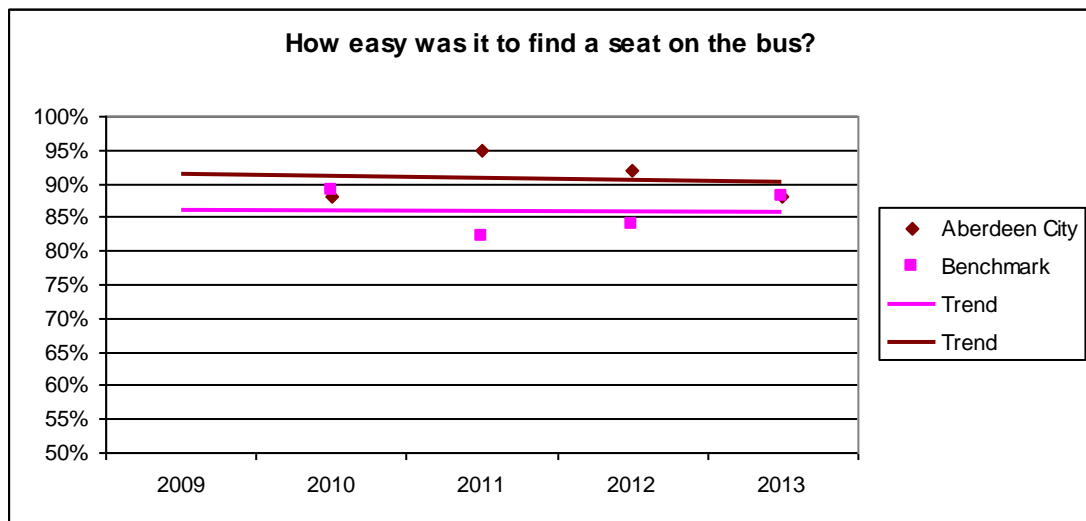


There was a substantial increase in passenger satisfaction regarding the cleanliness and freedom from graffiti at the bus stop/shelter between 2010 and 2011 with a gradual decrease between 2011 and 2013.

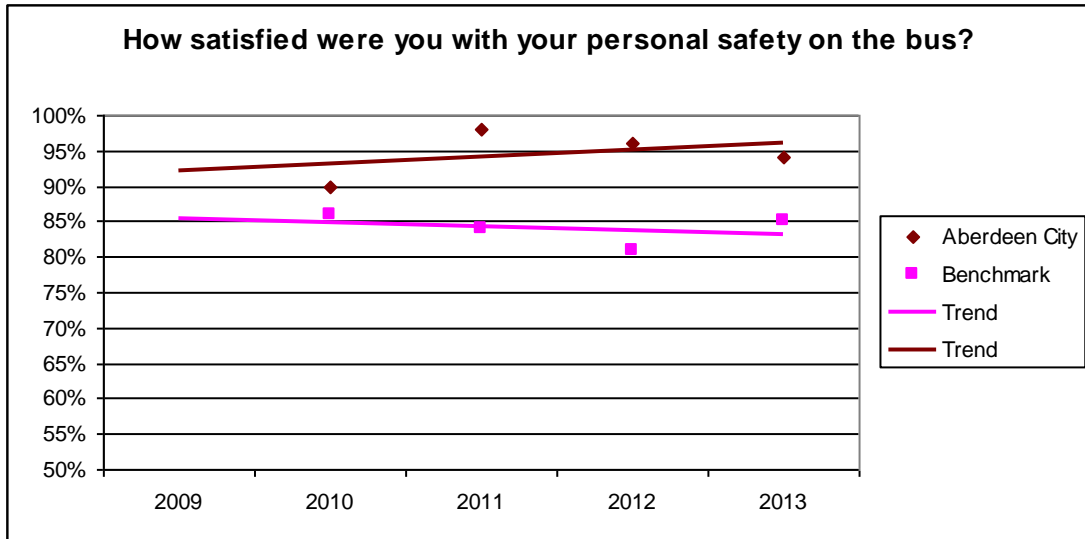
Trip Experience Aspects:



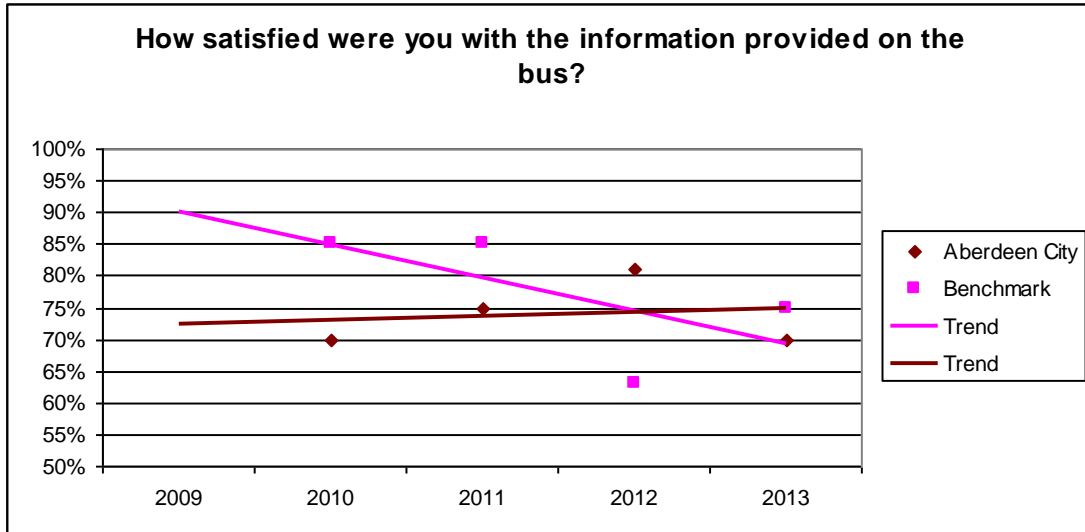
Trends show a gradual yet substantial increase between 2010 and 2012 regarding passenger satisfaction with the length of time waiting for the bus with a decrease between 2012 and 2013.



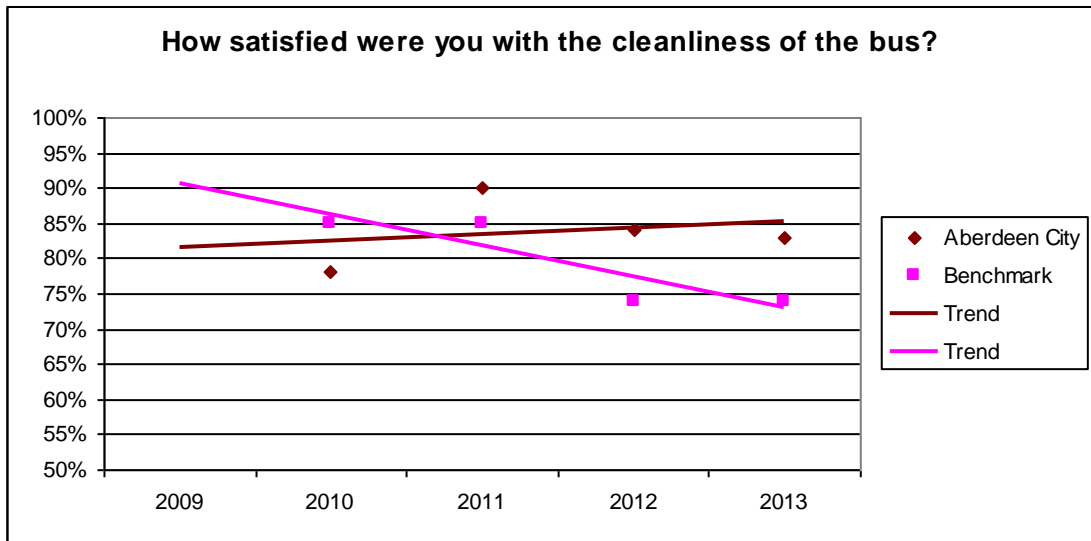
There was a substantial increase in passenger satisfaction regarding the ease of finding a seat on the bus between 2010 and 2011 with a gradual decrease between 2011 and 2013.



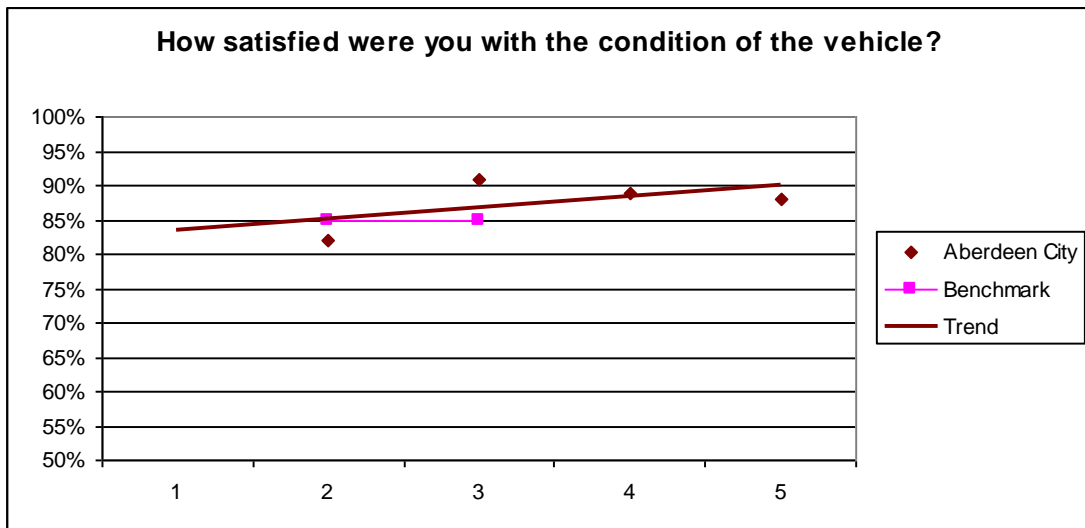
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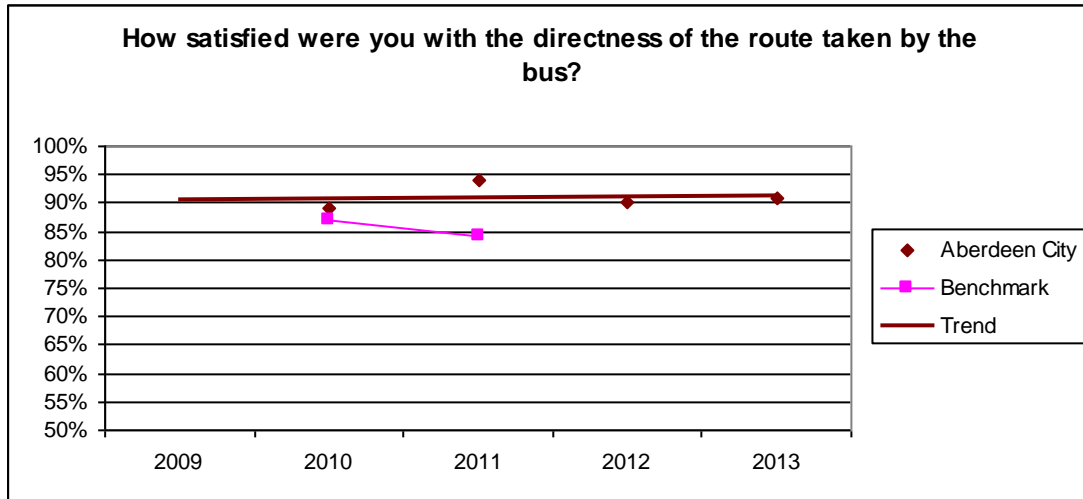
Trends show a gradual yet substantial increase between 2010 and 2012 regarding passenger satisfaction with the information provided on the bus with a dramatic decrease between 2012 and 2013.



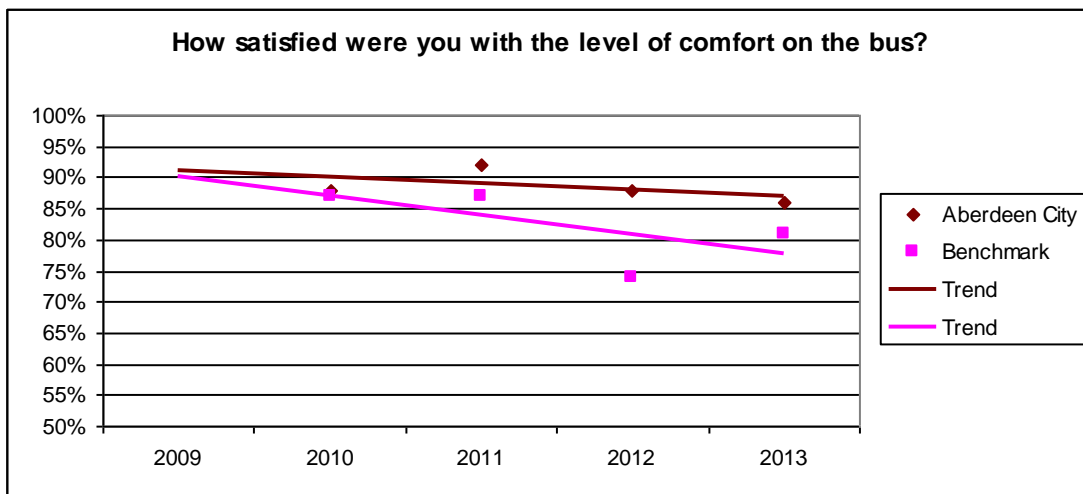
There was a substantial increase in passenger satisfaction regarding cleanliness on the bus between 2010 and 2011 with a slight decrease between 2011 and 2013.



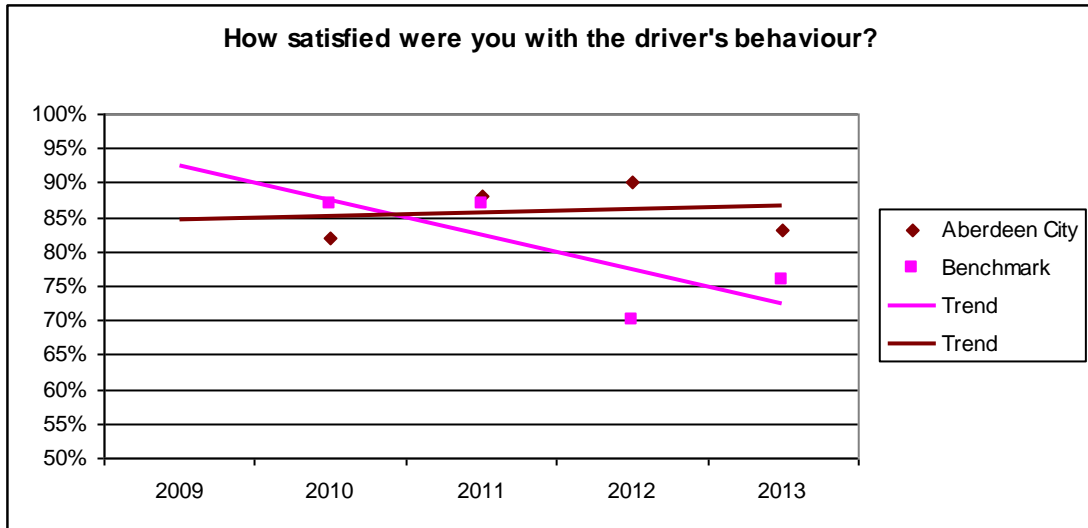
There was a substantial increase in passenger satisfaction regarding the condition of the vehicle between 2010 and 2011 with a slight decrease between 2011 and 2013.



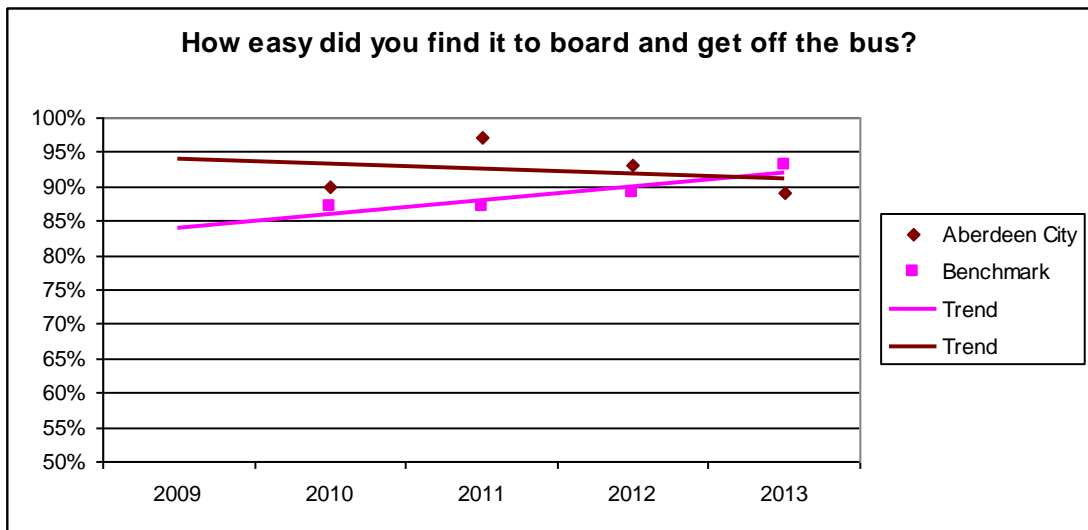
There was no clear trend for the passenger satisfaction regarding the directness on the route taken by the bus between 2009 and 2013.



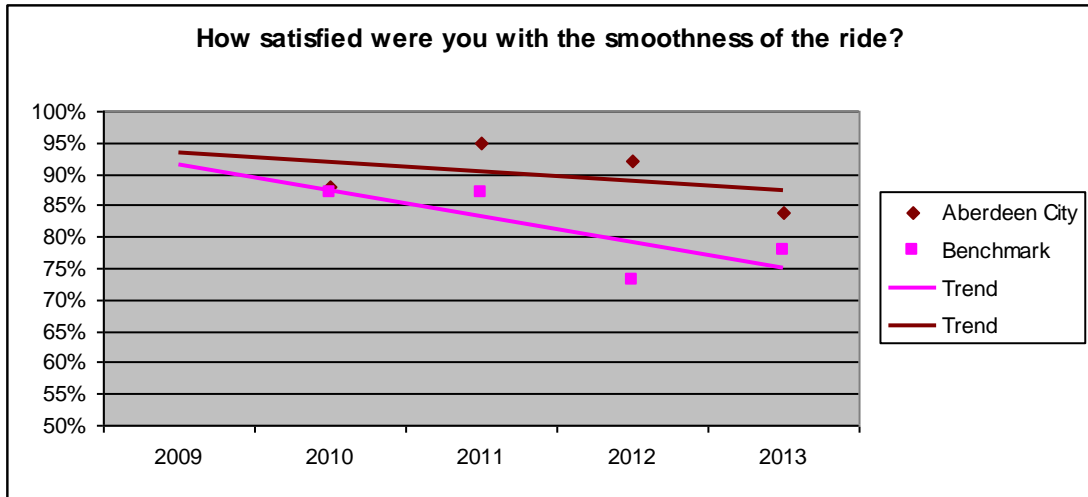
There was a substantial increase in passenger satisfaction regarding the level of comfort on the bus between 2010 and 2011 with a gradual decrease between 2011 and 2013.



Trends show a gradual increase between 2010 and 2012 regarding passenger satisfaction with the driver's behaviour and then a substantial decrease between 2012 and 2013.



There was a substantial increase in passenger satisfaction regarding the ease of boarding and getting off the bus between 2010 and 2011 with a gradual decrease between 2011 and 2013.



There was a substantial increase in passenger satisfaction regarding the smoothness of the ride between 2010 and 2011 with a gradual decrease between 2011 and 2013.