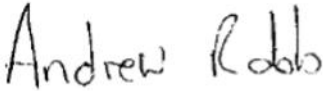


Aberdeenshire and Aberdeen City Bus Passenger Satisfaction Surveys 2015



Prepared by: 
Andrew Robb
Senior Consultant

Checked by: 
Richie Fraser
Principal Consultant

Approved by: 
Neil Halket
Director

Aberdeenshire and Aberdeen City Bus Passenger Satisfaction Surveys 2015

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First Floor East, 22 Centurion Court, North Esplanade West, Aberdeen, AB11 5QH
Telephone: 01224 284320 Website: <http://www.aecom.com>

Job No 60309361

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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 28 February 2015 and Saturday 14 March 2015 inclusive. The study has been undertaken 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 1,000 Computer Aided Telephone Interviewing (CATI) and around 3,000 Computer Aided Personal Interviewing (CAPI) 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 the Local Authority Bus Operators Forum, LABOF), 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.

In 2011, it was agreed that a further programme of surveys would be undertaken. For these surveys it was considered that added benefit could be achieved by amending the scope of the surveys to include not only bus passengers using the Aberdeen City bus network in the city centre (Union Street), but also those using the bus network outwith the city centre. 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.

This approach has been repeated for subsequent surveys commissioned from 2012-2015.

1.2.1 2015 Survey

Through LABOF, it was agreed that further surveys would be undertaken in Aberdeenshire and Aberdeen City in early 2015, following the same approach in recent years.

This involved, for Aberdeenshire bus users, undertaking surveys at Aberdeen Bus Station and locations along the Aberdeenshire bus corridors, and for Aberdeen City bus users, undertaking surveys at bus stops on Union Street and additional locations outwith Aberdeen City Centre.

1.3 Policy Context

1.3.1 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...”

1.3.2 Aberdeenshire Passenger Transport Strategy

A Passenger Transport Strategy (PTS)¹ for Aberdeenshire was approved in December 2013. This Strategy incorporates the Council's Public Transport Policy Statement, and specifies the Council's approach to:

- Supported local bus services;
- Demand Responsive Transport (DRT) services;
- School transport;
- Social care transport;
- Public transport facilities, information and publicity; and
- Fares and ticketing.

Within the suite of Passenger Transport Policies in the PTS, the Bus Satisfaction Survey is a key component of policies relating to Customer Satisfaction and Communication, and Performance Monitoring:

“The Council will undertake a Bus Passenger Satisfaction Survey on an annual basis to gauge customer satisfaction with all aspects of fixed route bus service delivery.

The Council will benchmark satisfaction levels revealed in its annual Bus Passenger Satisfaction Survey (BPSS) with satisfaction data for comparable transport authorities collated through the Passenger Focus Bus Passenger Survey or similar surveys.”

1.3.3 Aberdeenshire Area Bus Forums

Aberdeenshire Council continues to consult 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.

1.3.4 Aberdeen City Bus Information Strategy

In 2011, Aberdeen City Council published a Bus Information Strategy². This includes the objective:

“To improve bus passenger satisfaction and the perception of bus travel amongst non- and irregular bus users.”

¹ <http://www.aberdeenshire.gov.uk/publictransport/policies/policystatement.asp>

² http://www.aberdeencity.gov.uk/web/files/PublicTransport/Bus_Info_Strategy_2011.pdf

Bus patronage within Aberdeen and user satisfaction with the availability/quality of information on bus services are identified as two key performance indicators in the Strategy, with this BPSS acting as one of the sources for monitoring performance.

1.4 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 specific CAPI surveys for the two areas.

2.2 CAPI Surveys

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 PCs, 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. For the 2012 survey, local results were compared against the Passenger Focus³ Bus Passenger Survey (BPS), with this national survey replacing the previous DfT BPSS in 2011. This approach was repeated in subsequent surveys in 2013 and 2014.

2.3.2 *2015 Survey Transcripts*

The 2015 survey transcripts for both the Aberdeenshire and Aberdeen City elements of the survey have been repeated from the 2014 survey, with no additional questions incorporated at the request of the client group, given the focus to ensure accurate comparison of satisfaction levels between the surveys.

The introduction of Grasshopper tickets by First Aberdeen, Stagecoach and six local bus companies (in partnership with Aberdeen City Council, Aberdeenshire Council and Nestrans) enabling unlimited travel on any bus service across the Aberdeen City and Aberdeenshire commuter belt in May 2014 has led to the inclusion of these tickets as an option within the ticket type question in the BPSS for 2015,

The final transcripts for both surveys are presented within Appendix A.

³ Passenger Focus is now Transport Focus. This is outlined in Chapter 3.

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 2014 was repeated for the 2015 survey programme.

In total, 600 surveys were targeted. 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, illustrated within Figure 2.1, are as follows:

- The Kincardine and Mearns corridor, following the A90/A92 south via Portlethen to Stonehaven and onward to Inverberrie/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 Aberdeen, the Union Square Bus Station was again regarded as an appropriate location to undertake the remaining 300 surveys with Aberdeenshire bus users as the majority of bus use at this location relates to Aberdeenshire trips.

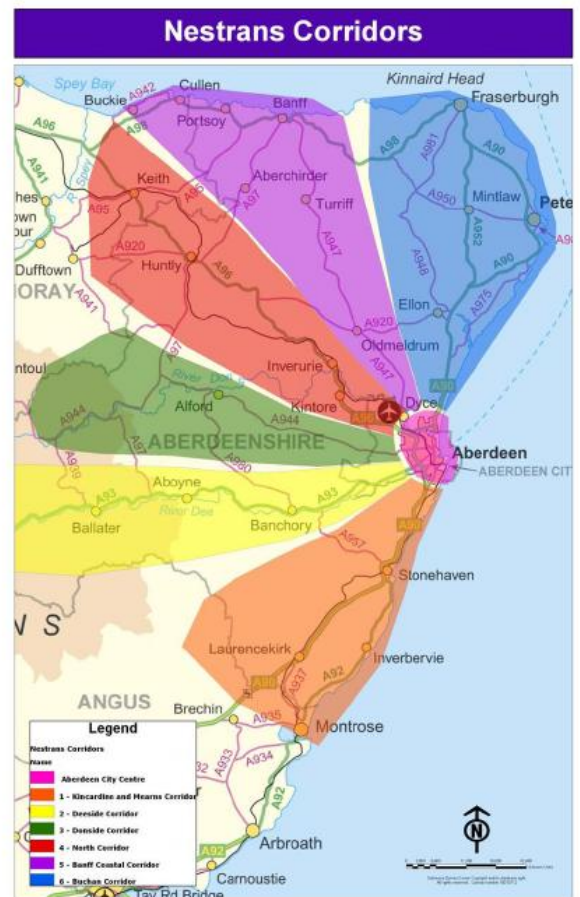


Figure 2.1 – Aberdeenshire Bus Corridors

(source: Nestrans Bus Action Plan)

2.4.2 Aberdeen City Survey

The Aberdeen City survey targeted 500 bus users, again split into 280 surveys on Union Street, and 220 surveys at bus stops 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;
- Robert Gordon University (RGU) (Garthdee Road);
- Faulds Gate;
- Jesmond Drive;
- Torry;
- Dyce;
- Cults;
- Lang Stracht; and
- Byron Avenue (Northfield).

On Union Street, a single survey was undertaken at each bus stop, and when completed, the surveyor moved onto the next bus stop. 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 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
Aberdeenshire Total	420	180	600

Table 2.2 – Aberdeen City Target CAPI Sample Size

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

2.5 Survey Execution

Following confirmation 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 28 February and Saturday 14 March 2015 inclusive.

The next Chapter provides the results of the 2015 Aberdeenshire and Aberdeen City bus passenger satisfaction surveys.

Survey Results

3 Survey Results

3.1 Introduction

This Chapter provides an overview of the CAPI survey results. Results of each satisfaction 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 suitable for comparison.

It should be noted that, owing to rounding, the sum of percentages presented in the Results Tables may not always equal 100%.

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	423	184	607
Aberdeen City	358	150	508

As Table 3.1 shows, the **total** quotas for both sets of CAPI surveys were met, with additional surveys captured in both Aberdeenshire and Aberdeen City.

3.2.1 Demographics

This Section outlines the demographics of those interviewed in the CAPI surveys.

Table 3.2 – Gender of Respondents

	Aberdeenshire		Aberdeen City	
Male	275	45%	186	37%
Female	332	55%	322	63%
Totals	607	100%	508	100%

Table 3.3 – Age Breakdown of Respondents

	Aberdeenshire				Aberdeen City			
	2015		2014		2015		2014	
16-25 years old	111	18%	181	29%	106	21%	109	22%
26-35 years old	66	11%	145	24%	92	18%	73	14%
36-45 years old	80	13%	86	14%	53	10%	40	8%
46-59 years old	96	16%	47	8%	46	9%	23	5%
60 + years old	254	42%	156	25%	211	42%	255	50%
Refused	0	0%	0	0%	0	0%	5	1%
Totals	607	100%	615	100%	508	100%	505	100%

In both survey samples, a large proportion of those surveyed were over 60 years of age, and were most likely to have used free concessionary travel passes for their journey. This was observed equally in both Aberdeenshire and Aberdeen City samples, with 42% of respondents surveyed being over 60 years of age.

3.2.2 *Sample Splits*

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

Table 3.4a – Aberdeenshire Bus Corridor Samples

	Aberdeenshire CAPI Survey
Banff Coastal	50
Buchan	50
Deeside	52
Donside	49
Kincardine and Mearns	52
North	51
Total	304

The target sample sizes of 50 surveys in each corridor were met with the exception of the Donside area, where one survey was lacking. This was due to incomplete surveys on this corridor, which were not included in the final set of results. However, the 49 surveys still provide a representation broadly equivalent to the other corridors.

The remaining 303 Aberdeenshire surveys were completed at Aberdeen Bus Station.

Table 3.4b, below, summarises the number of surveys undertaken within Aberdeen City.

Table 3.4b – Aberdeen City Samples

	Aberdeen City CAPI Survey
Union Street	280
Additional Locations	228
Total	508

The target sample sizes of 280 (Union Street) and 220 (Additional Locations) were met. In the additional locations outwith the city centre, 8 additional survey responses were collected.

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)

	Aberdeenshire CAPI Survey	
Every day	186	31%
2-3 times a week	198	33%
About once a week	141	23%
About monthly	73	12%
Hardly ever	9	1%
Don't Know	0	0%
Total	607	100%

As Table 3.5 indicates, the CAPI surveys undertaken in Aberdeenshire successfully captured regular bus users, with 87% 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	
Every day	207	41%
2-3 times a week	196	39%
About once a week	81	16%
About monthly	17	3%
Hardly ever	7	1%
Don't Know	0	0%
Total	508	100%

As Table 3.6 indicates, the CAPI surveys undertaken in Aberdeen City successfully captured regular bus users, with 96% 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 2014 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 [your most recent] bus trip?

	2015		2014	
Very satisfied	352	58%	265	43%
Fairly satisfied	201	33%	257	42%
Neither satisfied nor dissatisfied	27	4%	57	9%
Fairly dissatisfied	24	4%	21	3%
Very dissatisfied	3	0%	9	1%
Don't Know	0	0%	6	1%
Totals	607	100%	615	100%

Table 3.8 –

How satisfied were you with the reliability of the journey?

	2015		2014	
Very satisfied	329	54%	257	42%
Fairly satisfied	174	29%	185	30%
Neither satisfied nor dissatisfied	29	5%	54	9%
Fairly dissatisfied	58	10%	67	11%
Very dissatisfied	16	3%	46	7%
Don't Know	1	0%	6	1%
Totals	607	100%	615	100%

Table 3.9 –

How satisfied were you with the frequency of the service?

	2015		2014	
Very satisfied	261	43%	259	42%
Fairly satisfied	222	37%	181	29%
Neither satisfied nor dissatisfied	24	4%	31	5%
Fairly dissatisfied	71	12%	70	11%
Very dissatisfied	29	5%	67	11%
Don't Know	0	0%	7	1%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	365	60%	408	66%
Fairly satisfied	87	14%	97	16%
Neither satisfied nor dissatisfied	74	12%	24	4%
Fairly dissatisfied	57	9%	36	6%
Very dissatisfied	24	4%	34	6%
Don't Know	0	0%	16	3%
Totals	607	100%	615	100%

**Table 3.11 –
How easy was it to find a ticket that best suited your journey?**

	2015		2014	
Very easy	494	81%	548	89%
Fairly easy	54	9%	52	8%
Neither easy nor difficult	56	9%	9	1%
Fairly difficult	3	0%	2	0%
Very difficult	0	0%	0	0%
Don't Know	0	0%	4	1%
Totals	607	100%	615	100%

**Table 3.11a –
How could it be made easier for you to find the right ticket?**

	2015		2014	
More information / advertising	3	0%	9	1%
Online information*	1	0%	2	0%
Purchased specific ticket	0	0%	1	0%
Less bus companies	1	0%	0	0%
No response	602	99%	603	98%
Totals	607	100%	615	100%

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

	2015		2014	
Very easy	406	67%	408	66%
Fairly easy	160	26%	149	24%
Neither easy nor difficult	19	3%	21	3%
Fairly difficult	16	3%	28	5%
Very difficult	4	1%	7	1%
Don't Know	2	0%	2	0%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	319	53%	372	60%
Fairly satisfied	211	35%	171	28%
Neither satisfied nor dissatisfied	14	2%	17	3%
Fairly dissatisfied	40	7%	24	4%
Very dissatisfied	18	3%	21	3%
Don't Know	5	1%	10	2%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	396	65%	439	71%
Fairly satisfied	164	27%	142	23%
Neither satisfied nor dissatisfied	13	2%	9	1%
Fairly dissatisfied	26	4%	17	3%
Very dissatisfied	7	1%	6	1%
Don't Know	1	0%	2	0%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	290	48%	284	46%
Fairly satisfied	202	33%	183	30%
Neither satisfied nor dissatisfied	19	3%	29	5%
Fairly dissatisfied	80	13%	74	12%
Very dissatisfied	15	2%	41	7%
Don't Know	1	0%	4	1%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	344	57%	335	54%
Fairly satisfied	151	25%	178	29%
Neither satisfied nor dissatisfied	30	5%	21	3%
Fairly dissatisfied	69	11%	56	9%
Very dissatisfied	13	2%	21	3%
Don't Know	0	0%	4	1%
Totals	607	100%	615	100%

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?**

	2015		2014	
Very satisfied	251	41%	210	34%
Fairly satisfied	211	35%	202	33%
Neither satisfied nor dissatisfied	33	5%	43	7%
Fairly dissatisfied	87	14%	97	16%
Very dissatisfied	25	4%	61	10%
Don't Know	0	0%	2	0%
Totals	607	100%	615	100%

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

	2015		2014	
Very easy	404	67%	451	73%
Fairly easy	146	24%	110	18%
Neither easy nor difficult	24	4%	20	3%
Fairly difficult	32	5%	28	5%
Very difficult	1	0%	3	0%
Don't Know	0	0%	3	0%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	388	64%	430	70%
Fairly satisfied	196	32%	146	24%
Neither satisfied nor dissatisfied	12	2%	14	2%
Fairly dissatisfied	9	1%	9	1%
Very dissatisfied	2	0%	13	2%
Don't Know	0	0%	3	0%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	338	56%	282	46%
Fairly satisfied	159	26%	168	27%
Neither satisfied nor dissatisfied	36	6%	43	7%
Fairly dissatisfied	23	4%	31	5%
Very dissatisfied	7	1%	10	2%
Don't Know	44	7%	81	13%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	316	52%	350	57%
Fairly satisfied	209	34%	168	27%
Neither satisfied nor dissatisfied	26	4%	38	6%
Fairly dissatisfied	46	8%	45	7%
Very dissatisfied	10	2%	10	2%
Don't Know	0	0%	4	1%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	371	61%	312	51%
Fairly satisfied	183	30%	189	31%
Neither satisfied nor dissatisfied	28	5%	37	6%
Fairly dissatisfied	18	3%	56	9%
Very dissatisfied	7	1%	17	3%
Don't Know	0	0%	4	1%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	318	52%	324	53%
Fairly satisfied	243	40%	186	30%
Neither satisfied nor dissatisfied	23	4%	26	4%
Fairly dissatisfied	19	3%	53	9%
Very dissatisfied	3	0%	23	4%
Don't Know	1	0%	3	0%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	386	64%	342	56%
Fairly satisfied	154	25%	194	32%
Neither satisfied nor dissatisfied	25	4%	30	5%
Fairly dissatisfied	35	6%	38	6%
Very dissatisfied	7	1%	8	1%
Don't Know	0	0%	3	0%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	348	57%	323	53%
Fairly satisfied	189	31%	176	29%
Neither satisfied nor dissatisfied	24	4%	45	7%
Fairly dissatisfied	36	6%	57	9%
Very dissatisfied	9	1%	11	2%
Don't Know	1	0%	3	0%
Totals	607	100%	615	100%

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

	2015		2014	
Very easy	402	66%	412	67%
Fairly easy	146	24%	157	26%
Neither easy nor difficult	14	2%	9	1%
Fairly difficult	38	6%	24	4%
Very difficult	7	1%	10	2%
Don't Know	0	0%	3	0%
Totals	607	100%	615	100%

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

	2015		2014	
Very satisfied	343	57%	304	49%
Fairly satisfied	225	37%	215	35%
Neither satisfied nor dissatisfied	16	3%	45	7%
Fairly dissatisfied	14	2%	28	5%
Very dissatisfied	9	1%	16	3%
Don't Know	0	0%	7	1%
Totals	607	100%	615	100%

At the end of the Aberdeenshire CAPI Survey, respondents were invited to conclude the interview by providing any final comments to the surveyor. For ease of interpretation, these have been collated, standardised, and grouped into categories. The results are displayed within Table 3.28 overleaf.

Table 3.28 – Do you have any other comments you would like to make? (Category Summary)

Theme/Category	Number of Responses
Bus Station/Stop/Shelter Issues (Facilities)	21
Frequency Issues	19
Reliability Issues (Punctuality)	17
Accessibility Issues	12
Fare Tariffs and Structures Issues	11
Cleanliness Issues (External Bus)	9
Driver Behaviour/Attitude Issues	9
On Bus Comfort Issues	9
Bus Condition Issues	7
General Service Performance Issues	7
Bus Station/Stop/Shelter Issues (Information)	6
General Positive Comment	4
Bus Station/Stop/Shelter Issues (General)	3
Capacity Issues	2
Cleanliness Issues (On Bus)	2
General Positive Comment (Driver)	2
On Bus Storage Issues	1
Safety Issues (General)	1
Total	142

As Table 3.28 above shows, the majority of additional feedback in the survey related to facilities at the bus station/stop/shelter, the frequency of services and issues of reliability (punctuality).

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 2014 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.

3.5.1 Overall Perceptions of Service Quality

Table 3.29 –

How satisfied were you with the overall service that you experienced on that [your most recent] bus trip?

	2015		2014	
Very satisfied	246	48%	164	32%
Fairly satisfied	214	42%	270	53%
Neither satisfied nor dissatisfied	32	6%	47	9%
Fairly dissatisfied	14	3%	18	4%
Very dissatisfied	2	0%	6	1%
Don't Know	0	0%	0	0%
Totals	508	100%	505	100%

Table 3.30 –

How satisfied were you with the reliability of the journey?

	2015		2014	
Very satisfied	273	54%	186	37%
Fairly satisfied	160	31%	242	48%
Neither satisfied nor dissatisfied	30	6%	27	5%
Fairly dissatisfied	34	7%	38	8%
Very dissatisfied	10	2%	12	2%
Don't Know	1	0%	0	0%
Totals	508	100%	505	100%

Table 3.31 –

How satisfied were you with the frequency of the service?

	2015		2014	
Very satisfied	213	42%	169	33%
Fairly satisfied	174	34%	214	42%
Neither satisfied nor dissatisfied	48	9%	41	8%
Fairly dissatisfied	52	10%	53	10%
Very dissatisfied	21	4%	24	5%
Don't Know	0	0%	4	1%
Totals	508	100%	505	100%

**Table 3.32 –
How satisfied were you with the value for money of the bus fare?**

	2015		2014	
Very satisfied	349	69%	281	56%
Fairly satisfied	31	6%	87	17%
Neither satisfied nor dissatisfied	21	4%	40	8%
Fairly dissatisfied	52	10%	59	12%
Very dissatisfied	50	10%	37	7%
Don't Know	5	1%	1	0%
Totals	508	100%	505	100%

**Table 3.33 –
How easy was it to find a ticket that best suited your journey?**

	2015		2014	
Very easy	401	79%	337	67%
Fairly easy	80	16%	157	31%
Neither easy nor difficult	25	5%	4	1%
Fairly difficult	2	0%	4	1%
Very difficult	0	0%	2	0%
Don't Know	0	0%	1	0%
Totals	508	100%	505	100%

**Table 3.33a –
How could it be made easier for you to find the right ticket?⁴**

	2015		2014	
More information / advertising	1	0%	12	2%
Online information	0	0%	8	2%
Reduced cost	3	1%	2	0%
Driver assistance	0	0%	1	0%
Greater choice	0	0%	1	0%
Top Up Ticket system	0	0%	1	0%
Used free ticket	0	0%	1	0%
Other	3	1%	1	0%
No response	501	99%	478	95%
Totals	508	100%	505	100%

⁴ Response categories have been collated and grouped from all responses received to this question during the surveys in the additional locations within Aberdeen City and on Union Street.

**Table 3.34 –
How easy was it to find out about the routes and times of the buses?**

	2015		2014	
Very easy	217	43%	239	47%
Fairly easy	176	35%	186	37%
Neither easy nor difficult	55	11%	46	9%
Fairly difficult	21	4%	22	4%
Very difficult	19	4%	7	1%
Don't Know	20	4%	5	1%
Totals	508	100%	505	100%

**Table 3.35 –
How satisfied were you with the information provided at the bus stop/bus shelter?**

	2015		2014	
Very satisfied	220	43%	199	39%
Fairly satisfied	162	32%	219	43%
Neither satisfied nor dissatisfied	39	8%	33	7%
Fairly dissatisfied	27	5%	27	5%
Very dissatisfied	15	3%	13	3%
Don't Know	45	9%	14	3%
Totals	508	100%	505	100%

**Table 3.36 –
How satisfied were you with your personal safety waiting at that bus stop/bus shelter?**

	2015		2014	
Very satisfied	361	71%	282	56%
Fairly satisfied	101	20%	183	36%
Neither satisfied nor dissatisfied	23	5%	18	4%
Fairly dissatisfied	20	4%	17	3%
Very dissatisfied	3	1%	4	1%
Don't Know	0	0%	1	0%
Totals	508	100%	505	100%

**Table 3.37 –
How satisfied were you with the condition of that bus stop/bus shelter?**

	2015		2014	
Very satisfied	239	47%	203	40%
Fairly satisfied	181	36%	214	42%
Neither satisfied nor dissatisfied	42	8%	37	7%
Fairly dissatisfied	28	6%	31	6%
Very dissatisfied	18	4%	20	4%
Don't Know	0	0%	0	0%
Totals	508	100%	505	100%

**Table 3.38 –
How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?**

	2015		2014	
Very satisfied	280	55%	203	40%
Fairly satisfied	142	28%	206	41%
Neither satisfied nor dissatisfied	44	9%	41	8%
Fairly dissatisfied	24	5%	34	7%
Very dissatisfied	14	3%	18	4%
Don't Know	4	1%	3	1%
Totals	508	100%	505	100%

3.5.2 *Trip Experience Aspects*

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

**Table 3.39 –
How satisfied were you with the length of time you waited for the bus?**

	2015		2014	
Very satisfied	252	50%	159	31%
Fairly satisfied	130	26%	206	41%
Neither satisfied nor dissatisfied	52	10%	54	11%
Fairly dissatisfied	52	10%	61	12%
Very dissatisfied	22	4%	25	5%
Don't Know	0	0%	0	0%
Totals	508	100%	505	100%

**Table 3.40 –
How easy was it to find a seat on the bus?**

	2015		2014	
Very easy	407	80%	287	57%
Fairly easy	70	14%	165	33%
Neither easy nor difficult	17	3%	26	5%
Fairly difficult	10	2%	19	4%
Very difficult	4	1%	8	2%
Don't Know	0	0%	0	0%
Totals	508	100%	505	100%

**Table 3.41 –
How satisfied were you with your personal safety on the bus?**

	2015		2014	
Very satisfied	399	79%	285	56%
Fairly satisfied	78	15%	191	38%
Neither satisfied nor dissatisfied	19	4%	16	3%
Fairly dissatisfied	6	1%	9	2%
Very dissatisfied	6	1%	4	1%
Don't Know	0	0%	0	0%
Totals	508	100%	505	100%

**Table 3.42 –
How satisfied were you with the information provided on the bus?**

	2015		2014	
Very satisfied	193	38%	171	34%
Fairly satisfied	118	23%	203	40%
Neither satisfied nor dissatisfied	35	7%	54	11%
Fairly dissatisfied	9	2%	12	2%
Very dissatisfied	2	0%	5	1%
Don't Know	151	30%	60	12%
Totals	508	100%	505	100%

**Table 3.43 –
How satisfied were you with the cleanliness of the bus?**

	2015		2014	
Very satisfied	336	66%	222	44%
Fairly satisfied	109	21%	201	40%
Neither satisfied nor dissatisfied	31	6%	40	8%
Fairly dissatisfied	27	5%	34	7%
Very dissatisfied	5	1%	4	1%
Don't Know	0	0%	4	1%
Totals	508	100%	505	100%

**Table 3.44 –
How satisfied were you with the condition of the vehicle?**

	2015		2014	
Very satisfied	342	67%	233	46%
Fairly satisfied	122	24%	200	40%
Neither satisfied nor dissatisfied	30	6%	42	8%
Fairly dissatisfied	7	1%	21	4%
Very dissatisfied	1	0%	4	1%
Don't Know	6	1%	5	1%
Totals	508	100%	505	100%

**Table 3.45 –
How satisfied were you with the directness of the route taken by the bus?**

	2015		2014	
Very satisfied	337	66%	244	48%
Fairly satisfied	140	28%	202	40%
Neither satisfied nor dissatisfied	20	4%	34	7%
Fairly dissatisfied	8	2%	20	4%
Very dissatisfied	2	0%	5	1%
Don't Know	1	0%	0	0%
Totals	508	100%	505	100%

**Table 3.46 –
How satisfied were you with the level of comfort on the bus?**

	2015		2014	
Very satisfied	361	71%	242	48%
Fairly satisfied	91	18%	206	41%
Neither satisfied nor dissatisfied	33	6%	35	7%
Fairly dissatisfied	19	4%	20	4%
Very dissatisfied	4	1%	2	0%
Don't Know	0	0%	0	0%
Totals	508	100%	505	100%

**Table 3.47 –
How satisfied were you with the driver's behaviour?**

	2015		2014	
Very satisfied	368	72%	215	43%
Fairly satisfied	90	18%	171	34%
Neither satisfied nor dissatisfied	28	6%	62	12%
Fairly dissatisfied	20	4%	34	7%
Very dissatisfied	2	0%	21	4%
Don't Know	0	0%	2	0%
Totals	508	100%	505	100%

**Table 3.48 –
How easy did you find it to board and get off the bus?**

	2015		2014	
Very easy	380	75%	284	56%
Fairly easy	82	16%	176	35%
Neither easy nor difficult	34	7%	28	6%
Fairly difficult	11	2%	10	2%
Very difficult	1	0%	7	1%
Don't Know	0	0%	0	0%
Totals	508	100%	505	100%

**Table 3.49 –
How satisfied were you with the smoothness of the ride?**

	2015		2014	
Very satisfied	333	66%	215	43%
Fairly satisfied	128	25%	210	42%
Neither satisfied nor dissatisfied	32	6%	54	11%
Fairly dissatisfied	10	2%	24	5%
Very dissatisfied	3	1%	2	0%
Don't Know	2	0%	0	0%
Totals	508	100%	505	100%

**Table 3.50 –
Are you aware that you can access real time bus arrival information on the internet at www.realtimebus.com? and if so, have you used this facility?**

	2015		2014	
Aware and used	114	22%	90	18%
Aware but not used	86	17%	201	40%
Unaware	308	61%	214	42%
Totals	508	100%	505	100%

At the end of the Aberdeen City CAPI Survey, respondents were invited to conclude the interview by providing any final comments to the surveyor. On this occasion, no respondents elected to expand on their survey responses.

3.6 Benchmarking

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

Transport Focus was previously known as Passenger Focus prior to March 2015.

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

A number of the questions contained in the BPSS survey are comparable with those used in this Transport Scotland publication. The extent to which respondents agree with the public transport statements presented is 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;
- Strongly disagree; and
- No opinion.

Comparisons are made (from *Transport and Travel in Scotland 2013*⁵, which was published in August 2014) 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*. This is a biennial question, which was last updated in 2012, and so the comparison scores are the same as those used in the 2014 BPSS report.

3.6.2 *Transport Focus BPS*

Following discussions with the client group, it was agreed that comparisons with the Aberdeenshire results be made using the results for the following **County** Authorities from the autumn 2014 Transport Focus survey⁶:

- Devon;
- Gloucestershire;
- Norfolk;
- Northumberland;
- Nottinghamshire; and
- Suffolk.

Aberdeen City results have been compared with those for the following **Unitary** Authorities:

- Blackpool;
- Milton Keynes;

⁵ Available at: <http://www.transportscotland.gov.uk/statistics/j333840-00.htm>

⁶ Transport Focus BPS data available at: <http://www.transportfocus.org.uk/research/publications/bus-passenger-survey-full-report-autumn-2014>

- Thurrock; and
- City of York.

In addition, the autumn 2014 Transport Focus BPS included a survey of bus user satisfaction in North East Scotland (covering the Aberdeen City and Aberdeenshire Council areas). This marked an expansion of the BPS to include areas of Scotland that generate the highest number of bus journeys. Results are presented for the North East in general, and for operators in the area, however satisfaction levels with specific operators are not considered in this report.

A high level assessment comparing the results of this survey with the 2015 BPSS is also provided in this section. It should be noted that while the indicators are directly comparable (given that the BPSS was based on the original DfT survey), any differences in results should be understood with the proviso that the Transport Focus and surveys co-ordinated by AECOM were undertaken using different methodologies, and also that the Transport Focus work provides one figure for satisfaction incorporating bus users in **both** Aberdeenshire and Aberdeen City.

The levels of satisfaction in the Transport Focus BPS correspond closely with those asked of North East bus users, namely:

- Very Satisfied;
- Fairly Satisfied;
- Neither Satisfied nor Dissatisfied; and
- Dissatisfied (rather than Fairly and Very Dissatisfied).

Surveys of Bus Passenger Satisfaction - Summary

Aberdeenshire and Aberdeen City BPSS
(AECOM, on behalf of Aberdeenshire Council, Aberdeen City Council and Nestrans)
Undertaken annually

Transport and Travel in Scotland (Transport Scotland)
Annual Publication
Bus user statements last updated in 2012

Bus Passenger Survey (Transport Focus)
Undertaken annually (autumn)
English County and Unitary Authorities
Scotland (including North East Scotland) in 2014

3.7 Benchmarking – Aberdeenshire

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

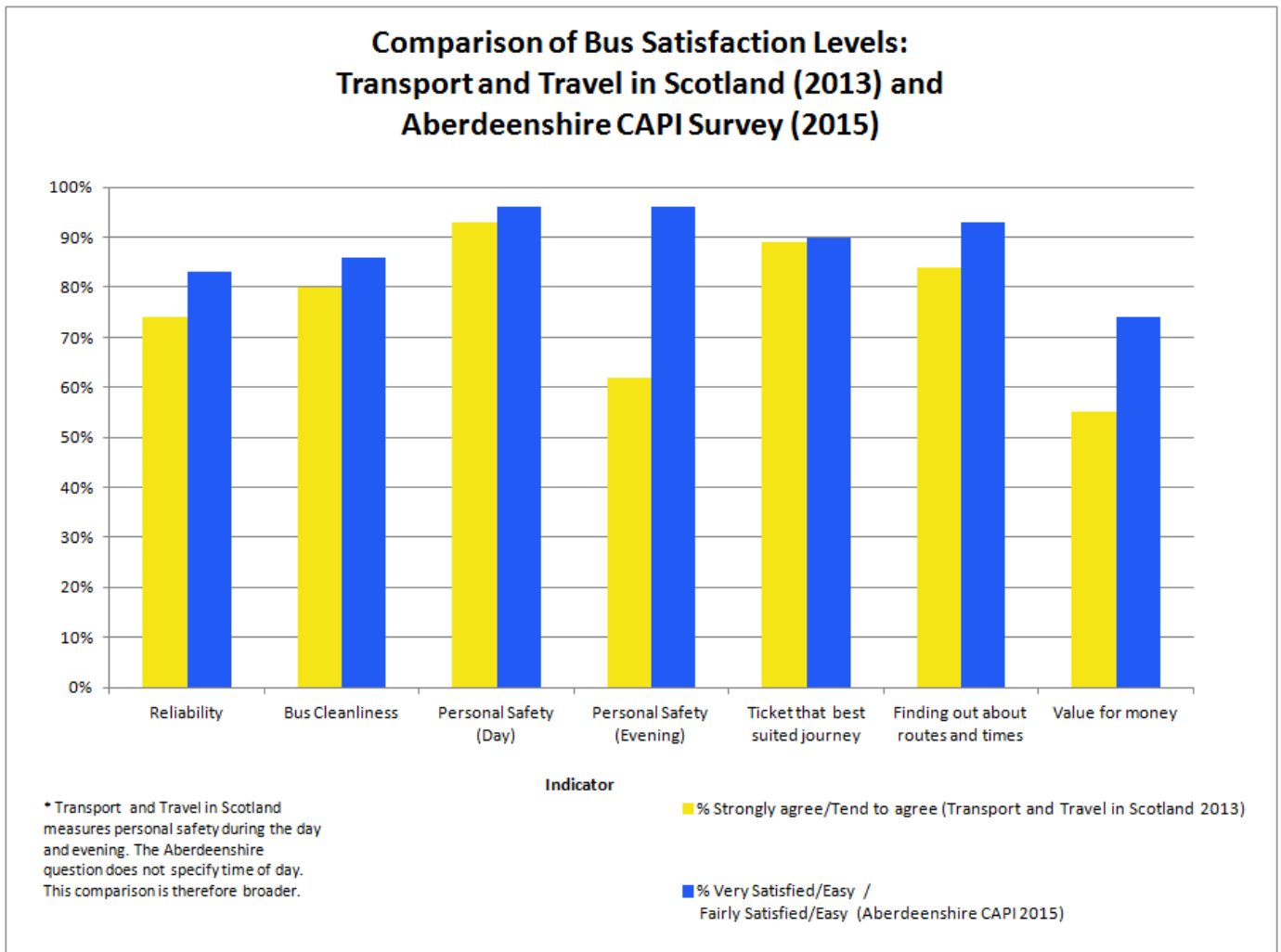
Table 3.51 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2013)⁷ and Aberdeenshire CAPI Survey (2015)

Transport and Travel in Scotland Statement	% Strongly agree/Tend to agree (2013)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>Buses run to timetable</i>	74%	How satisfied were you with the reliability of the journey?	83%
<i>Buses are clean</i>	80%	How satisfied were you with the cleanliness of the bus?	86%
<i>Feel safe/secure on bus during the day</i>	93%	How satisfied were you with your personal safety on the bus?	96%
<i>Feel safe/secure on bus during the evening</i>	62%	How satisfied were you with your personal safety on the bus?	96%
<i>It is simple deciding the type of ticket I need</i>	89%	How easy was it to find a ticket that best suited your journey?	90%
<i>Finding out about routes and times is easy</i>	84%	How easy was it to find out about the routes and times of the buses?	93%
<i>Bus fares are good value</i>	55%	How satisfied were you with the value for money of the bus fare?	74%

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

⁷ Extracted from 2013 publication. Figures date from 2012 as this is a biennial question.

Figure 3.1 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2013) and Aberdeenshire CAPI Survey (2015)



An initial assessment of the 2015 CAPI results against the Transport and Travel in Scotland data shows that each of the Aberdeenshire results score higher than the corresponding Transport Scotland indicator.

3.7.2 *Transport Focus Bus Passenger Survey*

Comparison of the 2015 Aberdeenshire results with the autumn 2014 Transport Focus BPS is set out in Table 3.52.

Satisfaction levels for the Transport Focus survey are based on combined percentage figures for “Very Satisfied/Easy” / “Fairly Satisfied/Easy” produced by the chart generating tool on the Transport Focus website.⁸

As highlighted in previous reports, it is noted that while many of the Transport 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 including punctuality (reliability of the journey) and helpfulness and attitude of the driver (the driver’s behaviour).

⁸ Transport Focus use rounding when calculating satisfaction levels within the BPS report. For the Aberdeenshire comparison, satisfaction levels for the Transport 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). These figures then provided the basis for calculating a combined (average) satisfaction level for the chosen authorities.

Table 3.52 – Comparison of Bus Satisfaction Levels: Transport Focus BPS (County Authorities, autumn 2014) and Aberdeenshire CAPI Survey (2015)

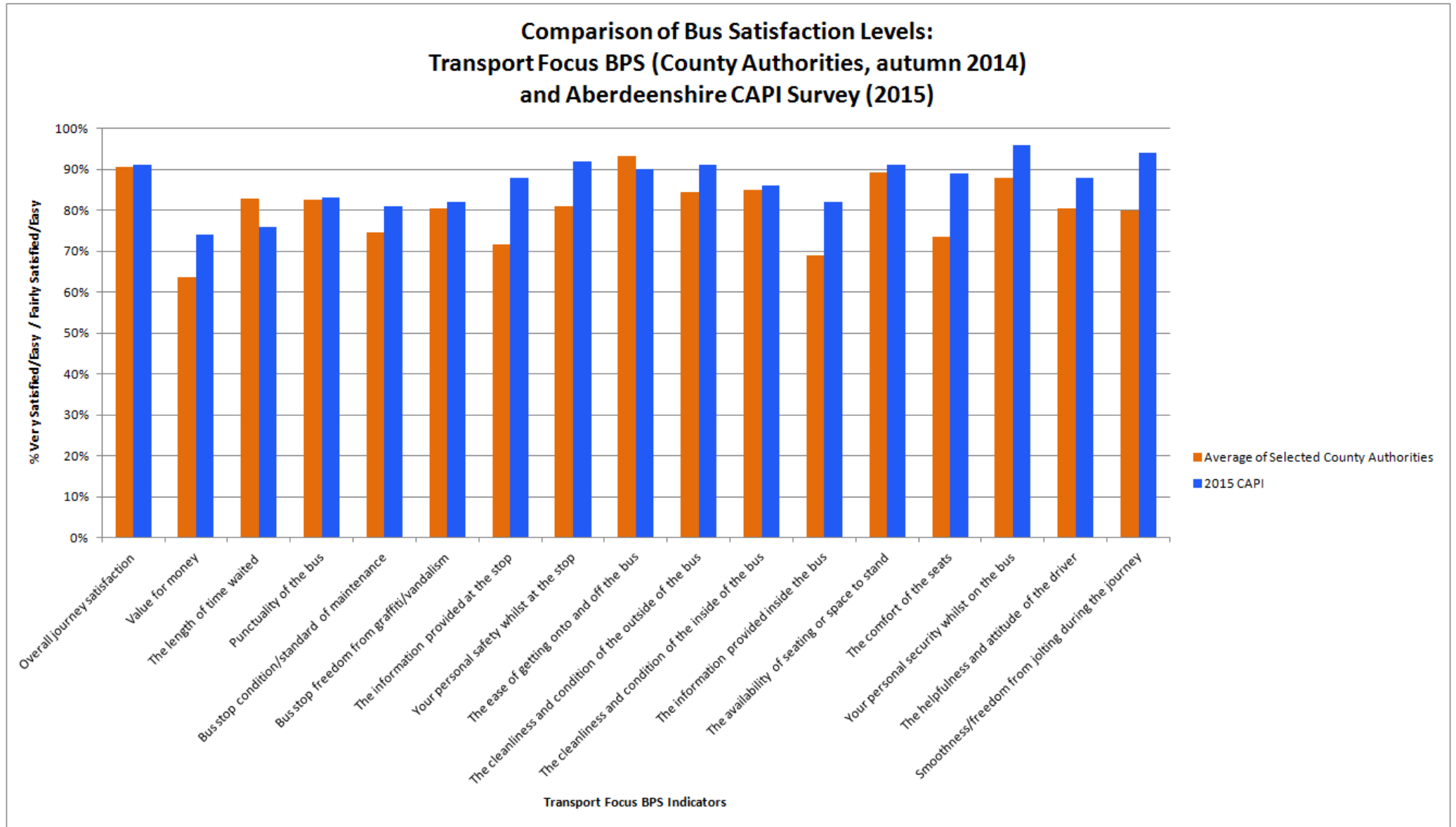
Transport Focus BPS Indicator	Devon	Gloucestershire	Norfolk	Northumberland	Nottinghamshire	Suffolk	Average of Selected County Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>Overall journey satisfaction</i>	89%	90%	92%	89%	93%	91%	91%	<i>How satisfied were you with the overall service that you experienced on that trip?</i>	91%
<i>Value for money</i>	63%	63%	61%	56%	68%	70%	64%	<i>How satisfied were you with the value for money of the bus fare?</i>	74%
<i>The length of time waited</i>	81%	83%	84%	79%	84%	86%	83%	<i>How satisfied were you with the length of time you waited for the bus?</i>	76%
<i>Punctuality of the bus</i>	79%	83%	83%	80%	86%	84%	83%	<i>How satisfied were you with the reliability of the journey?</i>	83%
<i>Bus stop condition/standard of maintenance</i>	73%	71%	76%	69%	82%	76%	75%	<i>How satisfied were you with the condition of that bus stop/bus shelter?</i>	81%
<i>Bus stop freedom from graffiti/vandalism</i>	80%	78%	84%	76%	82%	83%	81%	<i>How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?</i>	82%

Transport Focus BPS Indicator	Devon	Gloucestershire	Norfolk	Northumberland	Nottinghamshire	Suffolk	Average of Selected County Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>The information provided at the stop</i>	67%	67%	65%	71%	82%	77%	72%	<i>How satisfied were you with the information provided at the bus stop/bus shelter?</i>	88%
<i>Your personal safety whilst at the stop</i>	79%	78%	83%	79%	83%	83%	81%	<i>How satisfied were you with your personal safety waiting at that bus stop/bus shelter?</i>	92%
<i>The ease of getting onto and off the bus</i>	94%	93%	94%	91%	95%	93%	93%	<i>How easy did you find it to board and get off the bus?</i>	90%
<i>The cleanliness and condition of the outside of the bus</i>	83%	78%	84%	85%	91%	86%	85%	<i>How satisfied were you with the condition of the vehicle?</i>	91%
<i>The cleanliness and condition of the inside of the bus</i>	85%	81%	83%	84%	90%	87%	85%	<i>How satisfied were you with the cleanliness of the bus?</i>	86%
<i>The information provided inside the bus</i>	68%	66%	61%	71%	83%	65%	69%	<i>How satisfied were you with the information provided on the bus?</i>	82%
<i>The availability of seating or space to stand</i>	89%	88%	90%	90%	89%	90%	89%	<i>How easy was it to find a seat on the bus?</i>	91%
<i>The comfort of the seats</i>	82%	40%	76%	79%	84%	80%	74%	<i>How satisfied were you with the level of comfort on the bus?</i>	89%

Transport Focus BPS Indicator	Devon	Gloucestershire	Norfolk	Northumberland	Nottinghamshire	Suffolk	Average of Selected County Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>Your personal security whilst on the bus</i>	86%	86%	89%	88%	90%	88%	88%	<i>How satisfied were you with your personal safety on the bus?</i>	96%
<i>The helpfulness and attitude of the driver</i>	83%	80%	77%	73%	86%	83%	80%	<i>How satisfied were you with the driver's behaviour?</i>	88%
<i>Smoothness/freedom from jolting during the journey</i>	78%	80%	79%	77%	81%	85%	80%	<i>How satisfied were you with the smoothness of the ride?</i>	94%

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

Figure 3.2 – Comparison of Bus Satisfaction Levels: Transport Focus BPS (County Authorities, autumn 2014) and Aberdeenshire CAPI Survey (2015)



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

Only two indicators in Aberdeenshire scored lower than the County Authorities average. These were 'The length of time waited' (7% lower) and 'The ease of getting onto and off the bus' (3% lower).

3.8 Benchmarking – Aberdeen City

3.8.1 Transport and Travel in Scotland (Transport Scotland)

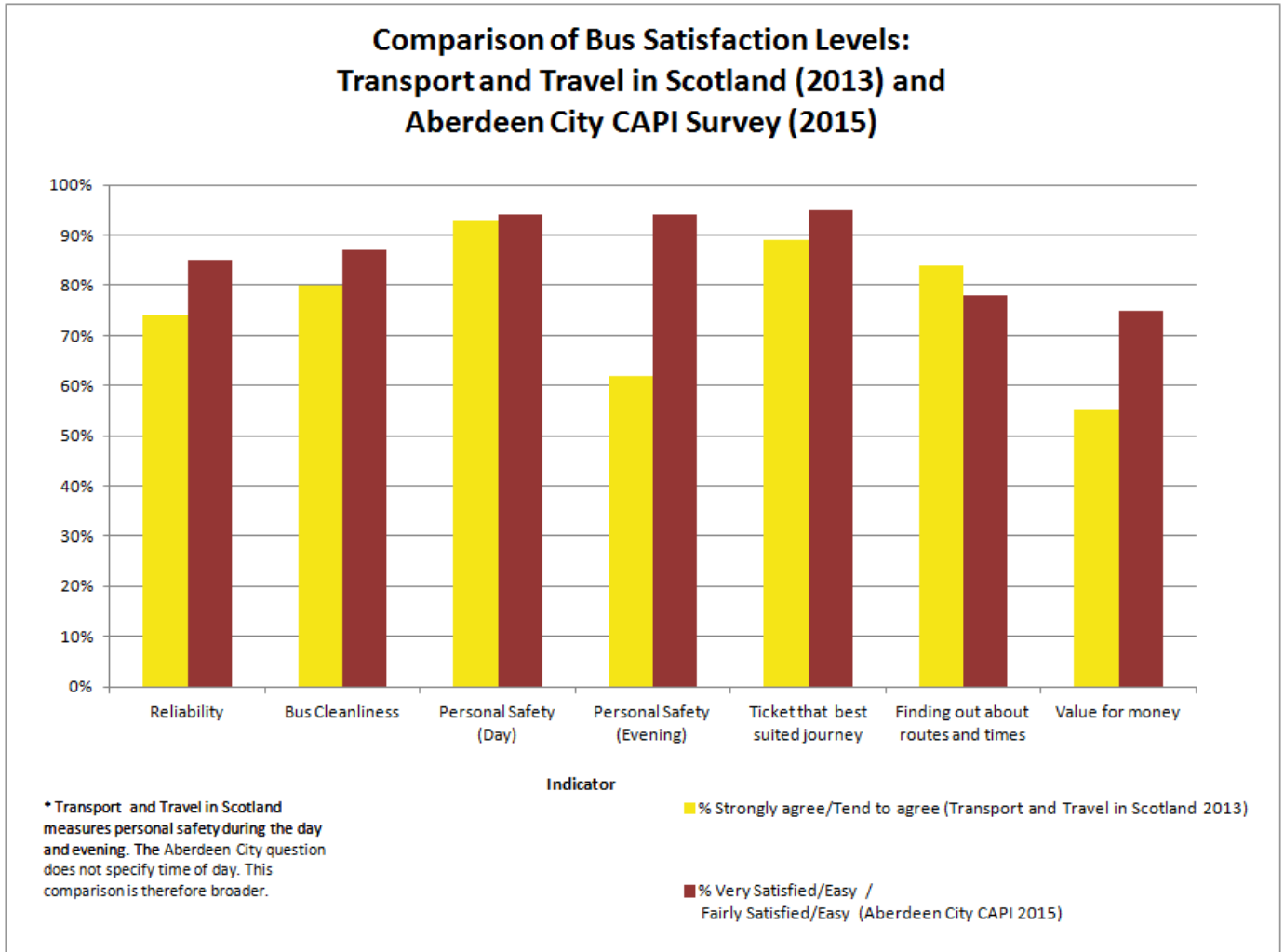
Table 3.53 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2013)⁹ and Aberdeen City CAPI Survey (2015)

Transport and Travel in Scotland Statement	% Strongly agree/Tend to agree (2013)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>Buses run to timetable</i>	74%	How satisfied were you with the reliability of the journey?	85%
<i>Buses are clean</i>	80%	How satisfied were you with the cleanliness of the bus?	87%
<i>Feel safe/secure on bus during the day</i>	93%	How satisfied were you with your personal safety on the bus?	94%
<i>Feel safe/secure on bus during the evening</i>	62%	How satisfied were you with your personal safety on the bus?	94%
<i>It is simple deciding the type of ticket I need</i>	89%	How easy was it to find a ticket that best suited your journey?	95%
<i>Finding out about routes and times is easy</i>	84%	How easy was it to find out about the routes and times of the buses?	78%
<i>Bus fares are good value</i>	55%	How satisfied were you with the value for money of the bus fare?	75%

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

⁹ Extracted from 2013 publication. Figures date from 2012 as this is a biennial question.

Figure 3.3 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2013) and Aberdeen City CAPI Survey (2015)



An assessment of the 2015 CAPI results against the 2013 Transport and Travel in Scotland data shows that the majority of the Aberdeen City results score higher than each of the corresponding Transport Scotland indicators, with the exception of 'Finding out about routes and times' which scores 6% lower.

3.8.2 *Transport Focus Bus Passenger Survey*

Comparison of the 2015 Aberdeen City results with the autumn 2014 Transport Focus BPS is set out in Table 3.54.

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

Again, it is also noted that, while many of the Transport 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.

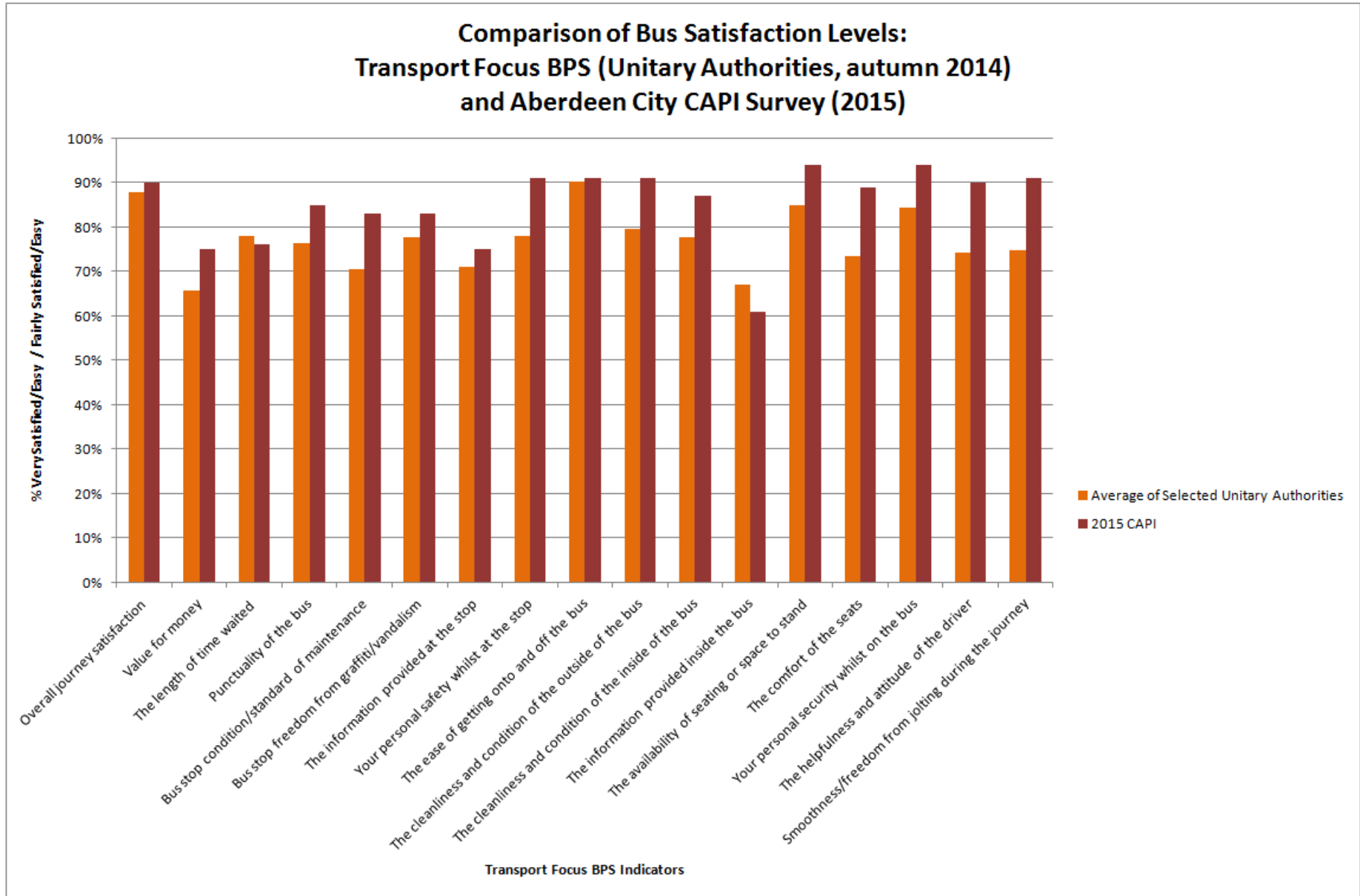
Table 3.54 – Comparison of Bus Satisfaction Levels: Transport Focus BPS (Unitary Authorities, autumn 2014) and Aberdeen City CAPI Survey (2015)

Transport Focus BPS Indicator	Blackpool	Milton Keynes	City of York	Thurrock	Average of Selected Unitary Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>Overall journey satisfaction</i>	88%	84%	86%	93%	88%	<i>How satisfied were you with the overall service that you experienced on that trip?</i>	90%
<i>Value for money</i>	68%	61%	63%	71%	66%	<i>How satisfied were you with the value for money of the bus fare?</i>	75%
<i>The length of time waited</i>	79%	70%	77%	86%	78%	<i>How satisfied were you with the length of time you waited for the bus?</i>	76%
<i>Punctuality of the bus</i>	76%	69%	78%	83%	77%	<i>How satisfied were you with the reliability of the journey?</i>	85%
<i>Bus stop condition/standard of maintenance</i>	68%	64%	72%	78%	71%	<i>How satisfied were you with the condition of that bus stop/bus shelter?</i>	83%
<i>Bus stop freedom from graffiti/vandalism</i>	76%	71%	80%	84%	78%	<i>How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?</i>	83%
<i>The information provided at the stop</i>	62%	72%	72%	78%	71%	<i>How satisfied were you with the information provided at the bus stop/bus shelter?</i>	75%
<i>Your personal safety whilst at the stop</i>	77%	76%	74%	85%	78%	<i>How satisfied were you with your personal safety waiting at that bus stop/bus shelter?</i>	91%
<i>The ease of getting onto and off the bus</i>	92%	87%	86%	96%	90%	<i>How easy did you find it to board and get off the bus?</i>	91%
<i>The cleanliness and condition of the outside of the bus</i>	80%	71%	78%	89%	80%	<i>How satisfied were you with the condition of the vehicle?</i>	91%

Transport Focus BPS Indicator	Blackpool	Milton Keynes	City of York	Thurrock	Average of Selected Unitary Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>The cleanliness and condition of the inside of the bus</i>	79%	67%	75%	90%	78%	<i>How satisfied were you with the cleanliness of the bus?</i>	87%
<i>The information provided inside the bus</i>	72%	58%	62%	76%	67%	<i>How satisfied were you with the information provided on the bus?</i>	61%
<i>The availability of seating or space to stand</i>	87%	80%	83%	90%	85%	<i>How easy was it to find a seat on the bus?</i>	94%
<i>The comfort of the seats</i>	74%	64%	73%	83%	74%	<i>How satisfied were you with the level of comfort on the bus?</i>	89%
<i>Your personal security whilst on the bus</i>	86%	78%	80%	94%	85%	<i>How satisfied were you with your personal safety on the bus?</i>	94%
<i>The helpfulness and attitude of the driver</i>	73%	67%	72%	85%	74%	<i>How satisfied were you with the driver's behaviour?</i>	90%
<i>Smoothness/freedom from jolting during the journey</i>	75%	66%	70%	88%	75%	<i>How satisfied were you with the smoothness of the ride?</i>	91%

Figure 3.4 presents a graphical representation of the Transport Focus BPS and Aberdeen City CAPI comparison.

Figure 3.4 – Comparison of Bus Satisfaction Levels: Transport Focus BPS (Unitary Authorities, autumn 2014) and Aberdeen City CAPI Survey (2015)



A comparison of the Transport 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 scored lower than the Unitary Authorities average. These were 'The length of time waited' (2% lower) and 'The information provided inside the bus' (6% lower).

3.9 Additional Benchmarking

As noted above, the autumn 2014 Transport Focus BPS included a survey of bus user satisfaction in North East Scotland (covering the Aberdeen City and Aberdeenshire Council areas).

3.9.1 Transport Focus Bus Passenger Survey (North East Scotland) and 2015 Aberdeenshire BPSS

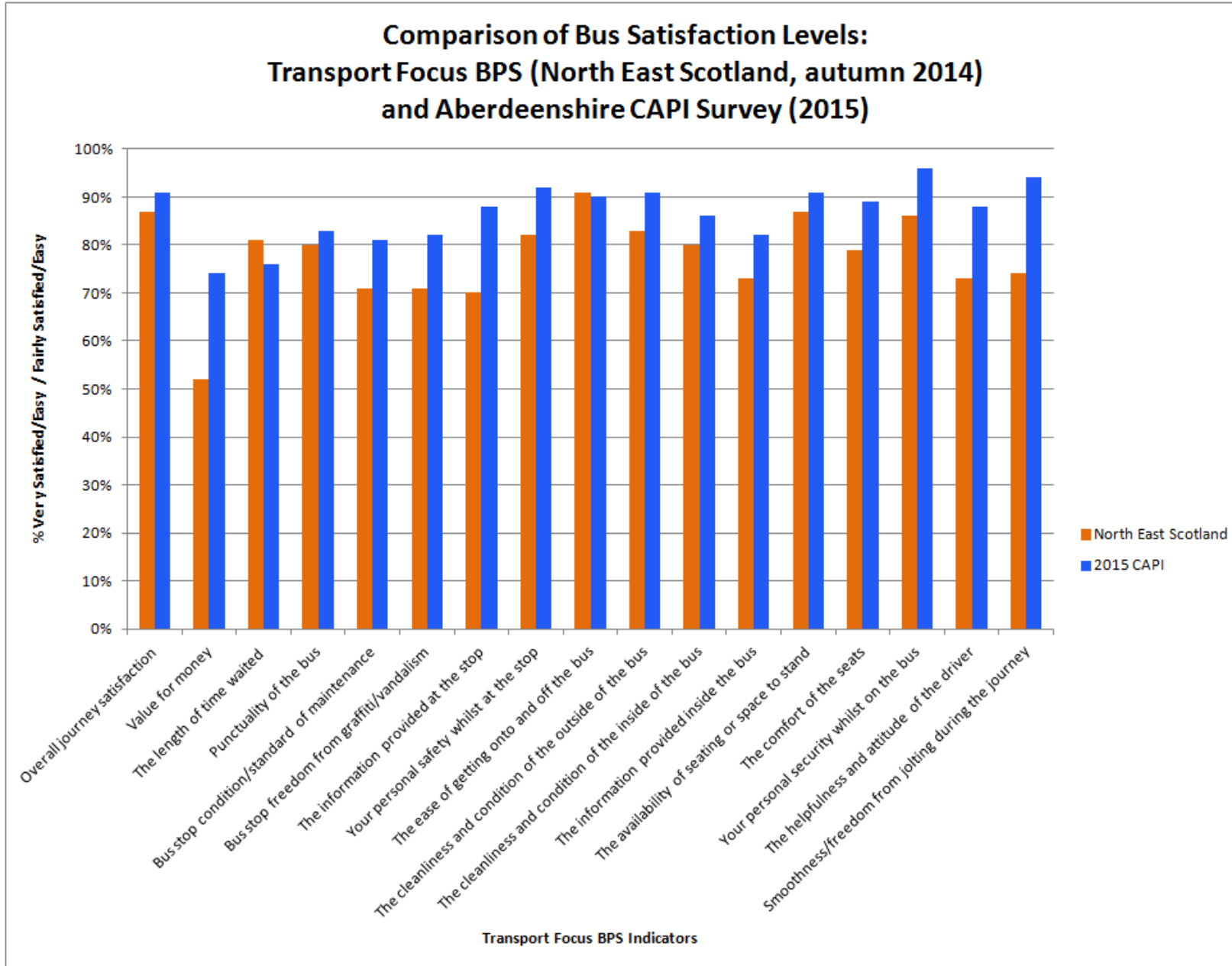
Table 3.55 – Comparison of Bus Satisfaction Levels: Transport Focus BPS (North East Scotland, autumn 2014) and Aberdeenshire City CAPI Survey (2015)

Transport Focus BPS Indicator	North East Scotland	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>Overall journey satisfaction</i>	87%	<i>How satisfied were you with the overall service that you experienced on that trip?</i>	91%
<i>Value for money</i>	52%	<i>How satisfied were you with the value for money of the bus fare?</i>	74%
<i>The length of time waited</i>	81%	<i>How satisfied were you with the length of time you waited for the bus?</i>	76%
<i>Punctuality of the bus</i>	80%	<i>How satisfied were you with the reliability of the journey?</i>	83%
<i>Bus stop condition/standard of maintenance</i>	71%	<i>How satisfied were you with the condition of that bus stop/bus shelter?</i>	81%
<i>Bus stop freedom from graffiti/vandalism</i>	71%	<i>How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?</i>	82%
<i>The information provided at the stop</i>	70%	<i>How satisfied were you with the information provided at the bus stop/bus shelter?</i>	88%
<i>Your personal safety whilst at the stop</i>	82%	<i>How satisfied were you with your personal safety waiting at that bus stop/bus shelter?</i>	92%
<i>The ease of getting onto and off the bus</i>	91%	<i>How easy did you find it to board and get off the bus?</i>	90%

Transport Focus BPS Indicator	North East Scotland	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>The cleanliness and condition of the outside of the bus</i>	83%	<i>How satisfied were you with the condition of the vehicle?</i>	91%
<i>The cleanliness and condition of the inside of the bus</i>	80%	<i>How satisfied were you with the cleanliness of the bus?</i>	86%
<i>The information provided inside the bus</i>	73%	<i>How satisfied were you with the information provided on the bus?</i>	82%
<i>The availability of seating or space to stand</i>	87%	<i>How easy was it to find a seat on the bus?</i>	91%
<i>The comfort of the seats</i>	79%	<i>How satisfied were you with the level of comfort on the bus?</i>	89%
<i>Your personal security whilst on the bus</i>	86%	<i>How satisfied were you with your personal safety on the bus?</i>	96%
<i>The helpfulness and attitude of the driver</i>	73%	<i>How satisfied were you with the driver's behaviour?</i>	88%
<i>Smoothness/freedom from jolting during the journey</i>	74%	<i>How satisfied were you with the smoothness of the ride?</i>	94%

Figure 3.5 presents a graphical representation of the Transport Focus BPS and Aberdeen City CAPI comparison.

Figure 3.5 – Comparison of Bus Satisfaction Levels: Transport Focus BPS (North East Scotland, autumn 2014) and Aberdeenshire CAPI Survey (2015)



A comparison of the Transport Focus scores against the CAPI scores indicates that in most cases, Aberdeenshire performs very well against the various indicators of bus passenger satisfaction. However, these results should be read in the context of the differences between the two surveys, given that the Transport Focus score is a combination of surveys undertaken in both Aberdeenshire and Aberdeen City, and not just one of these areas separately, as per the BPSS undertaken by AECOM.

3.9.2 *Transport Focus Bus Passenger Survey (North East Scotland) and 2015 Aberdeen City BPSS*

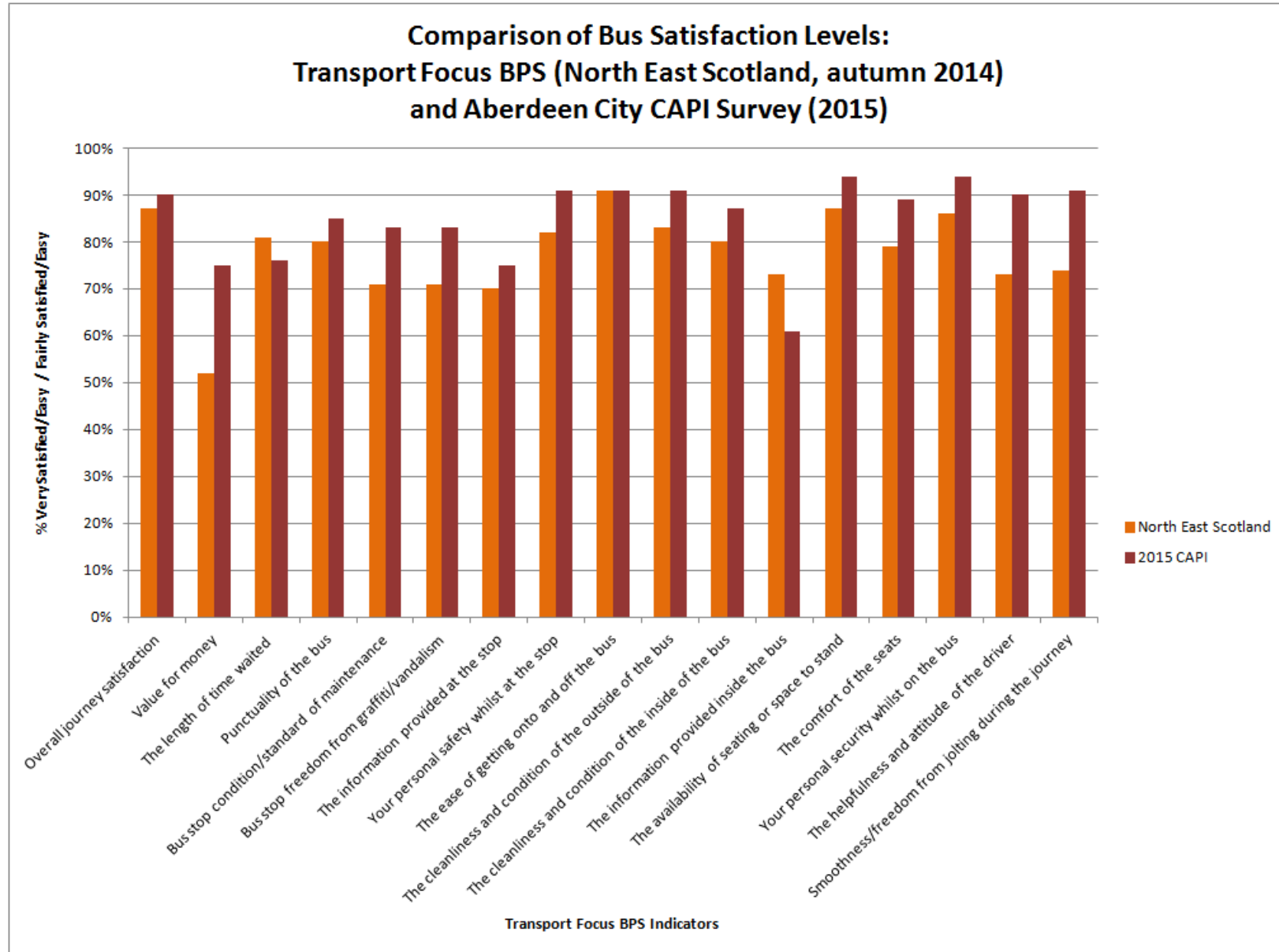
Table 3.56 – Comparison of Bus Satisfaction Levels: Transport Focus BPS (North East Scotland, autumn 2014) and Aberdeenshire City CAPI Survey (2015)

Transport Focus BPS Indicator	North East Scotland	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>Overall journey satisfaction</i>	87%	<i>How satisfied were you with the overall service that you experienced on that trip?</i>	90%
<i>Value for money</i>	52%	<i>How satisfied were you with the value for money of the bus fare?</i>	75%
<i>The length of time waited</i>	81%	<i>How satisfied were you with the length of time you waited for the bus?</i>	76%
<i>Punctuality of the bus</i>	80%	<i>How satisfied were you with the reliability of the journey?</i>	85%
<i>Bus stop condition/standard of maintenance</i>	71%	<i>How satisfied were you with the condition of that bus stop/bus shelter?</i>	83%
<i>Bus stop freedom from graffiti/vandalism</i>	71%	<i>How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?</i>	83%
<i>The information provided at the stop</i>	70%	<i>How satisfied were you with the information provided at the bus stop/bus shelter?</i>	75%
<i>Your personal safety whilst at the stop</i>	82%	<i>How satisfied were you with your personal safety waiting at that bus stop/bus shelter?</i>	91%
<i>The ease of getting onto and off the bus</i>	91%	<i>How easy did you find it to board and get off the bus?</i>	91%
<i>The cleanliness and condition of the outside of the bus</i>	83%	<i>How satisfied were you with the condition of the vehicle?</i>	91%
<i>The cleanliness and condition of the inside of the bus</i>	80%	<i>How satisfied were you with the cleanliness of the bus?</i>	87%

Transport Focus BPS Indicator	North East Scotland	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2015 CAPI)
<i>The information provided inside the bus</i>	73%	<i>How satisfied were you with the information provided on the bus?</i>	61%
<i>The availability of seating or space to stand</i>	87%	<i>How easy was it to find a seat on the bus?</i>	94%
<i>The comfort of the seats</i>	79%	<i>How satisfied were you with the level of comfort on the bus?</i>	89%
<i>Your personal security whilst on the bus</i>	86%	<i>How satisfied were you with your personal safety on the bus?</i>	94%
<i>The helpfulness and attitude of the driver</i>	73%	<i>How satisfied were you with the driver's behaviour?</i>	90%
<i>Smoothness/freedom from jolting during the journey</i>	74%	<i>How satisfied were you with the smoothness of the ride?</i>	91%

Figure 3.6 presents a graphical representation of the Transport Focus BPS and Aberdeen City CAPI comparison.

Figure 3.6 – Comparison of Bus Satisfaction Levels: Transport Focus BPS (North East Scotland, autumn 2014) and Aberdeen City CAPI Survey (2015)



A comparison of the Transport Focus scores against the CAPI scores indicates that in many cases, Aberdeen City performs very well against the various indicators of bus passenger satisfaction. However, these results should be read in the context of the differences between the two surveys, given that the Transport Focus score is a combination of surveys undertaken in both Aberdeenshire and Aberdeen City, and not just one of these areas separately, as per the BPSS undertaken by AECOM.

3.10 Summary

This Chapter has set out the results of the CAPI surveys undertaken in Aberdeenshire and Aberdeen City, including a benchmarking of the results against the Transport Scotland 2014 publication 'Travel and Transport in Scotland 2013', and the 2014 Transport Focus Bus Passenger Survey. 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 2015, 607 CAPI surveys were successfully carried out at Aberdeen Bus Station and across the six principal bus corridors in Aberdeenshire. In addition, 508 CAPI surveys were undertaken in Aberdeen City: at bus stops on Union Street and at additional bus stops elsewhere in Aberdeen City.

4.3 Overall CAPI Findings

The 2015 survey results for both Aberdeenshire and Aberdeen City have shown that overall, levels of 'positive' satisfaction (i.e. a combination of scores for Very Satisfied/Easy and Fairly Satisfied/Easy¹⁰) are broadly at the same level as those reported in 2014, although in a number of cases, the percentage of "Very" Satisfied (or Easy) responses appears to be higher in 2015 than in 2014, suggesting some improvement in the level of 'positive' satisfaction.

The number of 'Don't Know' responses in both surveys was generally minimal throughout.

4.4 Aberdeenshire CAPI Survey Findings

The overall results of the 2015 Aberdeenshire CAPI survey show continuing satisfaction amongst regular Aberdeenshire bus users, with very high levels again apparent with aspects of bus service delivery.

Whilst the overall results in this report have combined the surveys undertaken on the Aberdeenshire Bus Corridors and at Aberdeen Bus Station, it was evident when preparing this analysis that there were some distinctions in the results between these areas. This included satisfaction with journey reliability, with 61% "Very" satisfied in the corridor locations in Aberdeenshire, compared to 48% "Very" satisfied at Aberdeen Bus Station.

AECOM has provided the CAPI survey results to the client teams, and these could be interrogated further to compare the results for the Aberdeenshire Bus Corridors and Aberdeen Bus Station, and identify where there are differences in the levels of satisfaction between the survey locations.

¹⁰ 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.

4.5 Aberdeen City CAPI Survey Findings

Regular bus users in Aberdeen City also continue to show very high levels of satisfaction with aspects of bus service delivery.

As intimated above, further interrogation of the results shows a change in the level of 'positive' satisfaction from a "Very" Satisfied (Easy) level to a "Fairly" Satisfied (Easy) level since 2014 for many of the indicators, and in a number of cases, to a greater extent than the Aberdeenshire results. However, overall positive satisfaction continues to be demonstrated.

The number of bus users who are aware of www.realtimebus.com and have used it has increased slightly since the 2014 survey. However, more users were unaware overall of the site in 2015.

Whilst the overall results in this report have combined the surveys undertaken on Union Street and the additional City locations, it was evident when preparing this analysis that there were some distinctions in the results between these areas. This included satisfaction with the ease of finding a seat, with 93% "Very" Satisfied in the additional city locations compared to 69% "Very" Satisfied on Union Street. This was the reverse of the results that were seen in 2014. As noted above, the CAPI survey results may provide further opportunity to compare the varying levels of satisfaction between Union Street and the additional City locations, and identify where there are differences in the levels of satisfaction between the survey locations.

4.6 Wider Comparisons – Aberdeenshire

4.6.1 *Comparison of Transport and Travel in Scotland (2013) with Aberdeenshire CAPI Survey (2015)*

A comparison of the 2014 Aberdeenshire results against the 2013 Transport and Travel in Scotland data showed that each of the Aberdeenshire results score higher than the corresponding Transport Scotland indicator.

4.6.2 *Comparison of Transport Focus BPS (County Authorities, autumn 2014) with Aberdeenshire CAPI Survey (2015)*

A comparison was also made between the Aberdeenshire results and six County Authorities surveyed as part of the Transport Focus BPS undertaken in autumn 2014.

The comparison showed that Aberdeenshire results continue to perform very well against this national survey. Only two indicators in Aberdeenshire scored lower than the County Authorities average. These were 'The length of time waited' (7% lower) and 'The ease of getting onto and off the bus' (3% lower).

4.7 Wider Comparisons – Aberdeen City

4.7.1 *Comparison of Transport and Travel in Scotland (2013) with Aberdeen City CAPI Survey (2015)*

A comparison of the 2014 Aberdeen City results against the 2013 Transport and Travel in Scotland data showed that the majority of the Aberdeen City results score higher than each of the corresponding Transport Scotland indicators, with the exception of 'Finding out about routes and times' which scored 6% lower.

4.7.2 *Comparison of Transport Focus BPS (Unitary Authorities, autumn 2014) with Aberdeen City CAPI Survey (2015)*

A comparison was also made between the Aberdeen City results and four Unitary Authorities surveyed as part of the Transport Focus BPS undertaken in autumn 2014.

The comparison showed that the Aberdeen City results continue to perform very well against this national survey. Only two indicators in Aberdeen City scored lower than the Unitary Authorities average. These were 'The length of time waited' (2% lower) and 'The information provided inside the bus' (6% lower).

4.8 Additional Benchmarking

The autumn 2014 Transport Focus BPS also included a survey of bus user satisfaction in North East Scotland (covering the Aberdeen City and Aberdeenshire Council areas).

A comparison of the Transport Focus scores against the CAPI scores indicates that in many cases, both the Aberdeenshire and Aberdeen City results perform very well against the various indicators of bus passenger satisfaction. However, it should be noted that while the indicators are directly comparable (given that the BPSS was based on the original DfT survey), any differences in results should be understood with the proviso that the Transport Focus and surveys co-ordinated by AECOM were undertaken using different methodologies, and also that the Transport Focus work provides one figure for satisfaction incorporating bus users in **both** Aberdeenshire and Aberdeen City.

4.9 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.

A further round of surveys in 2016 would provide further commitment to the voluntary Quality Partnership Agreement between the two Councils and Nestrans, and First Bus and Stagecoach.

Appendix A

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) Auchinblae
- 04) Ballater
- 05) Balmedie
- 06) Banchory
- 07) Banchory-Devenick
- 08) Banff
- 09) Blackburn
- 10) Boddam
- 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) Laurencekerke
- 35) Lumphanan
- 36) Luthermuir
- 37) Macduff
- 38) Maryculter
- 39) Maud
- 40) Methlick
- 41) Mintlaw
- 42) Monymusk
- 43) Netherley
- 44) New Deer
- 45) New Pitsligo
- 46) Newburgh
- 47) Newmachar
- 48) Newtonhill
- 49) Old Deer
- 50) Oldmeldrum
- 51) Peterhead
- 52) Pitmedden
- 53) Portlethen
- 54) Portsoy
- 55) Potterton
- 56) Rosehearty
- 57) St Cyrus
- 58) Stonehaven
- 59) Strachan
- 60) Tarves

- 61) Tillyfourie
- 62) Torphins
- 63) Turrieff
- 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) Grasshopper Ticket
- 10) Other
- 11) Don't Know

Q [Q4] How easy was it to find a ticket that best suited your journey?

- 01) Very easy
- 02) Fairly easy
- 03) Neither easy nor difficult
- 04) Fairly difficult
- 05) Very difficult

Q [Q4A] [Open Q] How could it be made easier for you to find the right ticket?

Q [Q5] 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 [06] 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 [07] 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 [08] 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 [09] 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 [010] 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 [Q11] 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 [Q12] 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 [Q13] 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 [Q14] 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 [Q15] 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 [Q16] How satisfied were you with the level of comfort on the bus?

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

Q [Q17] 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 [Q18] 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 [Q19] 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 [Q20] 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 [Q21] How satisfied were you with the frequency of the service?

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

Q [Q22] 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 [Q23] 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 [Q24] How easy was it to find out about the routes and times of the buses?

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

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

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

Q [Q26] 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 [Q29] [Open Q] Do you have any other comments you would like to make?

Would you be happy to provide your e-mail address and be added to a list of people who we may contact as part of more in-depth research at some point in the future?

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

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) Aitens
- 04) ARI (Foresterhill Hospital)
- 05) Ashgrove
- 06) Auchinyell
- 07) Balnagask
- 08) Bankhead
- 09) Beach
- 10) Bieldside
- 11) Bridge of Don
- 12) Bucksburn

- 13) City Centre
- 14) Cove
- 15) Craigebukler
- 16) Cul ts
- 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) Kincoth
- 29) Kingswells
- 30) Kirkhill Industrial Estate
- 31) Leggart
- 32) Mannofield
- 33) Mastick
- 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 [02] And what was the service number?

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 / Flexi rider
- 13) Stagecoach Day Rider / Explorer
- 14) Stagecoach Uni rider / Megarider
- 15) Grasshopper Ticket
- 16) Other
- 17) Don't Know

Q [Q4] How easy was it to find a ticket that best suited your journey?

- 01) Very easy
- 02) Fairly easy
- 03) Neither easy nor difficult
- 04) Fairly difficult
- 05) Very difficult

Q [Q4A] [Open Q] How could it be made easier for you to find the right ticket?

Q [Q5] 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 [Q6] 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 [07] 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 [08] 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 [09] 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 [010] 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 [011] 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 [Q12] 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 [Q13] 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 [Q14] 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 [Q15] 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 [Q16] How satisfied were you with the level of comfort on the bus?

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

Q [Q17] 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 [Q18] 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 [Q19] 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 [Q20] 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 [Q21] How satisfied were you with the frequency of the service?

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

Q [Q22] 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 [Q23] 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 [Q24] How easy was it to find out about the routes and times of the buses?

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

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

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

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

- 01) Aware and used.
- 02) Aware but not used
- 03) Unaware

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 [Q29] [Open Q] Do you have any other comments you would like to make?

Would you be happy to provide your e-mail address and be added to a list of people who we may contact as part of more in-depth research at some point in the future?

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

Appendix B

Appendix B – CAPI Surveys Programme

Bus Satisfaction Surveys 2015



February - March 2015

Corridor	Description	Sat 28	Mon 2	Tue 3	Wed 4	Thu 5	Sat 7	Sat 14
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	X			X	
Aberdeen Bus Station	N/A	X	X					