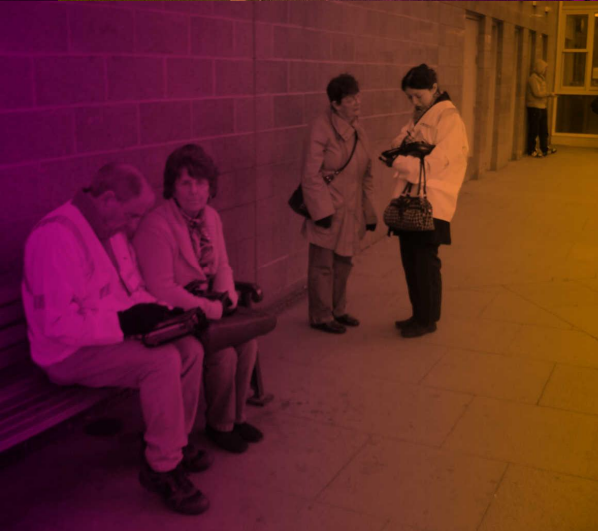


# Aberdeenshire and Aberdeen City Bus Passenger Satisfaction Surveys 2014



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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 22 February 2014 and Saturday 8 March 2014 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 in 2012 and 2013.

### 1.2.1 2014 Survey

Through LABOF, it was agreed that further surveys would be undertaken in Aberdeenshire and Aberdeen City in early 2014, 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)<sup>1</sup> 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 Strategy<sup>2</sup>. This includes the objective:

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

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

<sup>2</sup> [http://www.aberdeencity.gov.uk/web/files/PublicTransport/Bus\\_Info\\_Strategy\\_2011.pdf](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 Focus Bus Passenger Survey (BPS) for the first time, with this national survey replacing the previous DfT BPSS in 2011. This approach was repeated in 2013.

#### 2.3.2 *2014 Survey Transcripts*

The 2014 survey transcripts for both the Aberdeenshire and Aberdeen City elements of the survey have been repeated from the 2013 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 final transcripts for both surveys are presented within Appendix A.

**2.4 Sampling Methodology**

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

**2.4.1 Aberdeenshire Survey**

The methodology employed for the previous Aberdeenshire survey in 2013 was repeated for the 2014 survey programme.

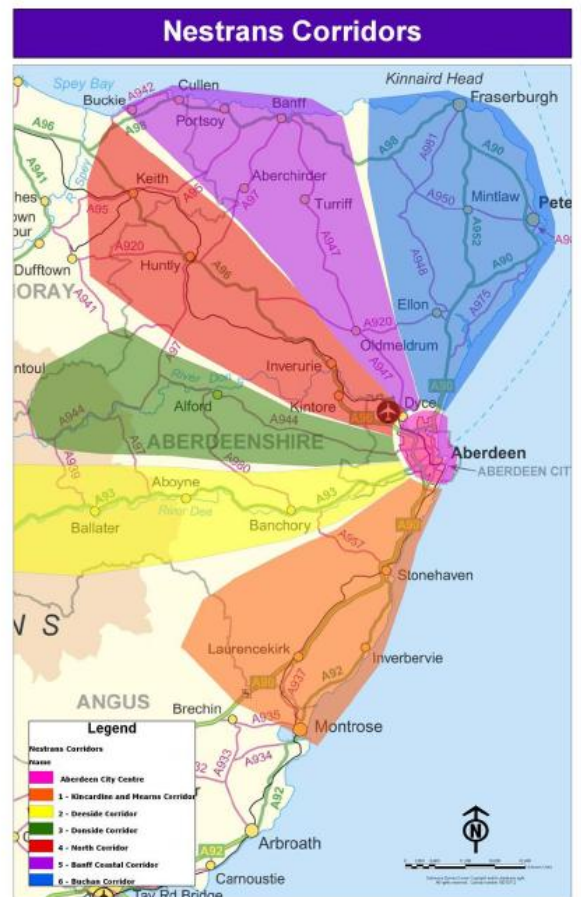
In total, 600 surveys were targeted. 50 CAPI surveys were again targeted for each of the six principal bus corridors in Aberdeenshire to ensure consistency, and a basis for comparison, with previous surveys.

The six corridors are illustrated within Figure 2.1 and can be described 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, Aboyme, 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**

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

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

<b>Location</b>	<b>Weekday</b>	<b>Saturday</b>	<b>Total</b>
<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>
<b>Aberdeen City Total</b>	<b>350</b>	<b>150</b>	<b>500</b>

## 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 22 February and Saturday 8 March 2014 inclusive.

The next Chapter provides the results of the 2014 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.

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	433	182	615
Aberdeen City	354	151	505

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	251	41%	215	43%
Female	364	59%	290	57%
Totals	615	100%	505	100%

**Table 3.3 – Age Breakdown of Respondents**

	Aberdeenshire				Aberdeen City			
	2014		2013		2014		2013	
16-25 years old	181	29%	133	22%	109	22%	121	24%
26-35 years old	145	24%	78	13%	73	14%	93	19%
36-45 years old	86	14%	59	10%	40	8%	73	15%
46-59 years old	47	8%	52	9%	23	5%	42	8%
60 + years old	156	25%	278	46%	255	50%	172	34%
Refused	0	0%	1	0%	5	1%	0	0%
Totals	615	100%	601	100%	505	100%	501	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 more in the Aberdeen City sample, with 50% of respondents surveyed being over 60 years of age. This marks an increase in responses from this age group of 16% compared with the 2013 survey. However, there was a reduction in responses from this age group in the Aberdeenshire sample of 21%.

### 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**

	<b>Aberdeenshire CAPI Survey</b>
<b>Banff Coastal</b>	51
<b>Buchan</b>	51
<b>Deeside</b>	54
<b>Donside</b>	52
<b>Kincardine and Mearns</b>	52
<b>North</b>	52
<b>Total</b>	<b>312</b>

The target sample sizes of 50 surveys in each corridor were met, with at least one additional survey in each. The remaining 300 Aberdeenshire surveys were completed at Aberdeen Bus Station, with an additional three surveys also captured.

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

**Table 3.4b – Aberdeen City Samples**

	<b>Aberdeen City CAPI Survey</b>
<b>Union Street</b>	281
<b>Additional Locations</b>	224
<b>Total</b>	<b>505</b>

The target sample sizes of 280 (Union Street) and 220 (Additional Locations) were met. One additional survey was captured on Union Street, with an additional 4 captured in the additional locations outwith the city centre.

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

### 3.3 Frequency of Use

#### 3.3.1 Aberdeenshire

**Table 3.5 – Frequency of Bus Use (Aberdeenshire Bus Users)**

	<b>Aberdeenshire CAPI Survey</b>	
<b>Every day</b>	120	20%
<b>2-3 times a week</b>	140	23%
<b>About once a week</b>	92	15%
<b>About monthly</b>	83	13%
<b>Hardly ever</b>	180	29%
<b>Don't Know</b>	0	0%
<b>Total</b>	<b>615</b>	<b>100%</b>

As Table 3.5 indicates, the CAPI surveys undertaken in Aberdeenshire successfully captured regular bus users, with many 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)**

	<b>Aberdeen City CAPI Survey</b>	
<b>Every day</b>	176	35%
<b>2-3 times a week</b>	171	34%
<b>About once a week</b>	124	25%
<b>About monthly</b>	21	4%
<b>Hardly ever</b>	12	2%
<b>Don't Know</b>	1	0%
<b>Total</b>	<b>505</b>	<b>100%</b>

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



### 3.4 Satisfaction Levels – Aberdeenshire CAPI Survey

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

Results from the corresponding questions in the 2013 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?***

	2014		2013	
Very satisfied	265	43%	301	50%
Fairly satisfied	257	42%	237	39%
Neither satisfied nor dissatisfied	57	9%	37	6%
Fairly dissatisfied	21	3%	17	3%
Very dissatisfied	9	1%	6	1%
Don't Know	6	1%	3	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

**Table 3.8 –**

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

	2014		2013	
Very satisfied	257	42%	282	47%
Fairly satisfied	185	30%	222	37%
Neither satisfied nor dissatisfied	54	9%	34	6%
Fairly dissatisfied	67	11%	40	7%
Very dissatisfied	46	7%	20	3%
Don't Know	6	1%	3	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

**Table 3.9 –**

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

	2014		2013	
Very satisfied	259	42%	258	43%
Fairly satisfied	181	29%	208	35%
Neither satisfied nor dissatisfied	31	5%	51	8%
Fairly dissatisfied	70	11%	55	9%
Very dissatisfied	67	11%	27	4%
Don't Know	7	1%	2	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	408	66%	344	57%
Fairly satisfied	97	16%	141	23%
Neither satisfied nor dissatisfied	24	4%	32	5%
Fairly dissatisfied	36	6%	58	10%
Very dissatisfied	34	6%	20	3%
Don't Know	16	3%	6	1%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very easy	548	89%	534	89%
Fairly easy	52	8%	56	9%
Neither easy nor difficult	9	1%	5	1%
Fairly difficult	2	0%	4	1%
Very difficult	0	0%	2	0%
Don't know	4	1%	0	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

**Table 3.11a –**  
**How could it be made easier for you to find the right ticket?<sup>3</sup>**

	2014	
More information / advertising	9	1%
Online information*	2	0%
Purchased specific ticket	1	0%
No response	603	98%
<b>Totals</b>	<b>615</b>	<b>100%</b>

\* One of these responses noted that the online service could be improved.

<sup>3</sup> Response categories have been collated and grouped from all responses received to this question during the surveys in the Aberdeenshire Bus Corridors and at Aberdeen Bus Station.

Table 3.12 –

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

	2014		2013	
Very easy	408	66%	367	61%
Fairly easy	149	24%	192	32%
Neither easy nor difficult	21	3%	21	3%
Fairly difficult	28	5%	11	2%
Very difficult	7	1%	7	1%
Don't Know	2	0%	3	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

Table 3.13 –

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

	2014		2013	
Very satisfied	372	60%	368	61%
Fairly satisfied	171	28%	159	26%
Neither satisfied nor dissatisfied	17	3%	19	3%
Fairly dissatisfied	24	4%	25	4%
Very dissatisfied	21	3%	17	3%
Don't Know	10	2%	13	2%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

Table 3.14 –

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

	2014		2013	
Very satisfied	439	71%	399	66%
Fairly satisfied	142	23%	163	27%
Neither satisfied nor dissatisfied	9	1%	16	3%
Fairly dissatisfied	17	3%	11	2%
Very dissatisfied	6	1%	4	1%
Don't Know	2	0%	8	1%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	284	46%	310	52%
Fairly satisfied	183	30%	194	32%
Neither satisfied nor dissatisfied	29	5%	38	6%
Fairly dissatisfied	74	12%	40	7%
Very dissatisfied	41	7%	13	2%
Don't Know	4	1%	6	1%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	335	54%	339	56%
Fairly satisfied	178	29%	181	30%
Neither satisfied nor dissatisfied	21	3%	42	7%
Fairly dissatisfied	56	9%	22	4%
Very dissatisfied	21	3%	9	1%
Don't Know	4	1%	8	1%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

**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?***

	2014		2013	
Very satisfied	210	34%	255	42%
Fairly satisfied	202	33%	207	34%
Neither satisfied nor dissatisfied	43	7%	50	8%
Fairly dissatisfied	97	16%	52	9%
Very dissatisfied	61	10%	35	6%
Don't Know	2	0%	2	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very easy	451	73%	403	67%
Fairly easy	110	18%	138	23%
Neither easy nor difficult	20	3%	28	5%
Fairly difficult	28	5%	17	3%
Very difficult	3	0%	4	1%
Don't Know	3	0%	11	2%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	430	70%	383	64%
Fairly satisfied	146	24%	185	31%
Neither satisfied nor dissatisfied	14	2%	18	3%
Fairly dissatisfied	9	1%	8	1%
Very dissatisfied	13	2%	7	1%
Don't Know	3	0%	0	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	282	46%	339	56%
Fairly satisfied	168	27%	164	27%
Neither satisfied nor dissatisfied	43	7%	22	4%
Fairly dissatisfied	31	5%	22	4%
Very dissatisfied	10	2%	11	2%
Don't Know	81	13%	43	7%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	350	57%	333	55%
Fairly satisfied	168	27%	191	32%
Neither satisfied nor dissatisfied	38	6%	31	5%
Fairly dissatisfied	45	7%	34	6%
Very dissatisfied	10	2%	11	2%
Don't Know	4	1%	1	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	312	51%	337	56%
Fairly satisfied	189	31%	197	33%
Neither satisfied nor dissatisfied	37	6%	36	6%
Fairly dissatisfied	56	9%	21	3%
Very dissatisfied	17	3%	9	1%
Don't Know	4	1%	1	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	324	53%	335	56%
Fairly satisfied	186	30%	205	34%
Neither satisfied nor dissatisfied	26	4%	36	6%
Fairly dissatisfied	53	9%	17	3%
Very dissatisfied	23	4%	7	1%
Don't Know	3	0%	1	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	342	56%	363	60%
Fairly satisfied	194	32%	184	31%
Neither satisfied nor dissatisfied	30	5%	31	5%
Fairly dissatisfied	38	6%	15	2%
Very dissatisfied	8	1%	8	1%
Don't Know	3	0%	0	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	323	53%	398	66%
Fairly satisfied	176	29%	145	24%
Neither satisfied nor dissatisfied	45	7%	30	5%
Fairly dissatisfied	57	9%	21	3%
Very dissatisfied	11	2%	7	1%
Don't Know	3	0%	0	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
Very easy	412	67%	390	65%
Fairly easy	157	26%	166	28%
Neither easy nor difficult	9	1%	22	4%
Fairly difficult	24	4%	13	2%
Very difficult	10	2%	10	2%
Don't Know	3	0%	0	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

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

	2014		2013	
<b>Very satisfied</b>	304	49%	343	57%
<b>Fairly satisfied</b>	215	35%	192	32%
<b>Neither satisfied nor dissatisfied</b>	45	7%	30	5%
<b>Fairly dissatisfied</b>	28	5%	24	4%
<b>Very dissatisfied</b>	16	3%	12	2%
<b>Don't Know</b>	7	1%	0	0%
<b>Totals</b>	<b>615</b>	<b>100%</b>	<b>601</b>	<b>100%</b>

At the end of the Aberdeenshire CAPI Survey, respondents were invited to conclude the interview by leaving any final comments with 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
Frequency Issues	19
Driver Behaviour / Attitude Issues	12
Reliability Issues (Punctuality)	11
Routeing Issues	9
Accessibility Issues	8
On Bus Comfort Issues	8
Service Retention Issues	7
Timetabling Issues	7
Fare Tariffs and Structures Issues	5
General Positive Comment <sup>4</sup>	5
General Service Performance Issues	5
Vehicle Allocation Issues	5
Bus Station/Stop/Shelter Issues (Capacity)	4
Bus Information Issues	3
Bus Station/Stop/Shelter Issues (Facilities)	3
Alighting Issues (Bell)	2
Bus Condition Issues	2
Bus Information Issues (Service Changes)	2
Bus Station/Stop/Shelter Issues (Condition)	2
On Bus Issues (Storage Space)	2
Reliability Issues (Operational)	2
Request for Cycle Storage	2
Request for Real Time Passenger Information (RTPI)	2
Bus Information Issues (Large Print Publicity)	1
Bus Station/Stop/Shelter Issues (General)	1
Bus Station/Stop/Shelter Issues (Information)	1
Bus Station/Stop/Shelter Issues (Safety)	1
Capacity Issues	1
Cleanliness Issues (Bus Stops)	1
Cleanliness Issues (External Bus)	1
Cleanliness Issues (General)	1
Cleanliness Issues (On Bus)	1
General Positive Comment (Drivers)	1
Journey Time Issues	1
On Bus Issues (Availability of Elderly Seats)	1
Request for Park and Ride	1
Service Request	1
Timetabling Issues (Connecting Services)	1
<b>Total</b>	<b>142</b>

<sup>4</sup> This typically captured comments by passengers that were pleased with a bus service.

As Table 3.28 above shows, the majority of additional feedback in the survey related to frequency issues. However, a number of passengers also took the opportunity to provide additional positive feedback at the end of the interview.

Finally, 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 personal safety waiting at the bus stop/bus shelter, with only 62% “Very” Satisfied at Aberdeen Bus Station compared to 81% “Very” Satisfied in the corridor locations in Aberdeenshire.

### 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 2013 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?***

	2014		2013	
Very satisfied	164	32%	200	40%
Fairly satisfied	270	53%	217	43%
Neither satisfied nor dissatisfied	47	9%	55	11%
Fairly dissatisfied	18	4%	22	4%
Very dissatisfied	6	1%	7	1%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

**Table 3.30 –**

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

	2014		2013	
Very satisfied	186	37%	212	42%
Fairly satisfied	242	48%	188	38%
Neither satisfied nor dissatisfied	27	5%	43	9%
Fairly dissatisfied	38	8%	41	8%
Very dissatisfied	12	2%	17	3%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

**Table 3.31 –  
How satisfied were you with the frequency of the service?**

	2014		2013	
Very satisfied	169	33%	176	35%
Fairly satisfied	214	42%	174	35%
Neither satisfied nor dissatisfied	41	8%	56	11%
Fairly dissatisfied	53	10%	68	14%
Very dissatisfied	24	5%	25	5%
Don't Know	4	1%	2	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	281	56%	245	49%
Fairly satisfied	87	17%	67	13%
Neither satisfied nor dissatisfied	40	8%	29	6%
Fairly dissatisfied	59	12%	89	18%
Very dissatisfied	37	7%	67	13%
Don't Know	1	0%	4	1%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very easy	337	67%	394	79%
Fairly easy	157	31%	83	17%
Neither easy nor difficult	4	1%	16	3%
Fairly difficult	4	1%	7	1%
Very difficult	2	0%	1	0%
Don't know	1	0%	0%	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

**Table 3.33a –  
How could it be made easier for you to find the right ticket?<sup>5</sup>**

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

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

	2014		2013	
Very easy	239	47%	209	42%
Fairly easy	186	37%	191	38%
Neither easy nor difficult	46	9%	51	10%
Fairly difficult	22	4%	20	4%
Very difficult	7	1%	11	2%
Don't Know	5	1%	19	4%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	199	39%	223	45%
Fairly satisfied	219	43%	161	32%
Neither satisfied nor dissatisfied	33	7%	45	9%
Fairly dissatisfied	27	5%	27	5%
Very dissatisfied	13	3%	25	5%
Don't Know	14	3%	20	4%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

<sup>5</sup> 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 3.36 –**  
**How satisfied were you with your personal safety waiting at that bus stop/bus shelter?**

	2014		2013	
Very satisfied	282	56%	327	65%
Fairly satisfied	183	36%	127	25%
Neither satisfied nor dissatisfied	18	4%	31	6%
Fairly dissatisfied	17	3%	13	3%
Very dissatisfied	4	1%	3	1%
Don't Know	1	0%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	203	40%	202	40%
Fairly satisfied	214	42%	194	39%
Neither satisfied nor dissatisfied	37	7%	52	10%
Fairly dissatisfied	31	6%	33	7%
Very dissatisfied	20	4%	20	4%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	203	40%	229	46%
Fairly satisfied	206	41%	163	33%
Neither satisfied nor dissatisfied	41	8%	56	11%
Fairly dissatisfied	34	7%	34	7%
Very dissatisfied	18	4%	16	3%
Don't Know	3	1%	3	1%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

### 3.5.2 Trip Experience Aspects

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

**Table 3.39 –**

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

	2014		2013	
Very satisfied	159	31%	189	38%
Fairly satisfied	206	41%	152	30%
Neither satisfied nor dissatisfied	54	11%	65	13%
Fairly dissatisfied	61	12%	63	13%
Very dissatisfied	25	5%	32	6%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

**Table 3.40 –**

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

	2014		2013	
Very easy	287	57%	334	67%
Fairly easy	165	33%	105	21%
Neither easy nor difficult	26	5%	31	6%
Fairly difficult	19	4%	20	4%
Very difficult	8	2%	11	2%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

**Table 3.41 –**

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

	2014		2013	
Very satisfied	285	56%	340	68%
Fairly satisfied	191	38%	130	26%
Neither satisfied nor dissatisfied	16	3%	26	5%
Fairly dissatisfied	9	2%	5	1%
Very dissatisfied	4	1%	0	0%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	171	34%	212	42%
Fairly satisfied	203	40%	138	28%
Neither satisfied nor dissatisfied	54	11%	44	9%
Fairly dissatisfied	12	2%	13	3%
Very dissatisfied	5	1%	3	1%
Don't Know	60	12%	91	18%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	222	44%	266	53%
Fairly satisfied	201	40%	148	30%
Neither satisfied nor dissatisfied	40	8%	40	8%
Fairly dissatisfied	34	7%	40	8%
Very dissatisfied	4	1%	7	1%
Don't Know	4	1%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	233	46%	290	58%
Fairly satisfied	200	40%	149	30%
Neither satisfied nor dissatisfied	42	8%	41	8%
Fairly dissatisfied	21	4%	13	3%
Very dissatisfied	4	1%	5	1%
Don't Know	5	1%	3	1%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	244	48%	286	57%
Fairly satisfied	202	40%	170	34%
Neither satisfied nor dissatisfied	34	7%	25	5%
Fairly dissatisfied	20	4%	16	3%
Very dissatisfied	5	1%	3	1%
Don't Know	0	0%	1	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	242	48%	298	59%
Fairly satisfied	206	41%	133	27%
Neither satisfied nor dissatisfied	35	7%	42	8%
Fairly dissatisfied	20	4%	20	4%
Very dissatisfied	2	0%	8	2%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	215	43%	292	58%
Fairly satisfied	171	34%	126	25%
Neither satisfied nor dissatisfied	62	12%	44	9%
Fairly dissatisfied	34	7%	32	6%
Very dissatisfied	21	4%	7	1%
Don't Know	2	0%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>



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

	2014		2013	
Very easy	284	56%	338	67%
Fairly easy	176	35%	110	22%
Neither easy nor difficult	28	6%	40	8%
Fairly difficult	10	2%	11	2%
Very difficult	7	1%	2	0%
Don't Know	0	0%	0	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Very satisfied	215	43%	265	53%
Fairly satisfied	210	42%	156	31%
Neither satisfied nor dissatisfied	54	11%	48	10%
Fairly dissatisfied	24	5%	26	5%
Very dissatisfied	2	0%	5	1%
Don't Know	0	0%	1	0%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

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

	2014		2013	
Aware and used	90	18%	140	28%
Aware but not used	201	40%	102	20%
Unaware	214	42%	259	52%
<b>Totals</b>	<b>505</b>	<b>100%</b>	<b>501</b>	<b>100%</b>

At the end of the Aberdeen City CAPI Survey, respondents were invited to conclude the interview by leaving any final comments with the surveyor. For ease of interpretation, these have been collated, standardised, and grouped into categories. The results are displayed within Table 3.51 overleaf.

**Table 3.51 – Do you have any other comments you would like to make? (Category Summary)**

Theme/Category	Number of Responses
Fare Tariffs and Structures Issues	8
Frequency Issues	8
Reliability Issues (Punctuality)	4
Routeing Issues	4
General Positive Comment	3
Timetabling Issues	3
Accessibility Issues	2
Bus Information Issues	2
Issues with Buses Bypassing Stops (Not Picking Up)	2
On Bus Issues (Pushchair Area)	2
Reliability Issues (Turning Up)	2
Bus Station/Stop/Shelter Issues (Facilities)	1
City Centre Traffic Issues	1
Driver Behaviour / Attitude Issues	1
N/A	1
On Bus Comfort Issues	1
Operator Dissatisfaction	1
Real-Time Passenger Information Issues	1
Reliability Issues (Operational)	1
Request for App for Realtimebus.com	1
Request for New Buses	1
Service Retention Issues	1
Stopping Pattern Issues	1
Wi-Fi Issues	1
<b>Total</b>	<b>53</b>

As Table 3.51 above shows, the majority of additional feedback in the survey related to issues with fare tariffs and structuring and frequency.

Finally, 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 clear distinctions in the results between these areas. This included satisfaction with the ease of finding a seat, with only 47% “Very” Satisfied in the additional city locations compared to 64% “Very” Satisfied on Union Street.

### 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 Passenger Focus' Bus Passenger Survey (BPS).

#### 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 2012*<sup>6</sup>, which was published in August 2013) on the assumption that the combined scores for "Very Satisfied/Easy" and "Fairly Satisfied/Easy" equate to the combined scores for "Strongly agree/Tend to agree" in *Transport and Travel in Scotland*.

#### 3.6.2 *Passenger Focus BPS*

Following discussions with the client group, it has been agreed that comparisons with the Aberdeenshire results will be made with the results for the following **County** Authorities from the Autumn 2013 Passenger Focus survey<sup>7</sup>:

- Devon;
- Northumberland; and
- Suffolk.

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

- Blackpool;
- Milton Keynes;
- City of York; and
- Thurrock.

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

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

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<sup>6</sup> Available at: <http://www.transportscotland.gov.uk/strategy-and-research/publications-and-consultations/j281378-00.htm>

<sup>7</sup> Passenger Focus BPS data available at: <http://www.passengerfocus.org.uk/research/publications/bus-passenger-survey-full-report-autumn-2013>

- Dissatisfied (rather than Fairly and Very Dissatisfied).

### 3.7 Benchmarking – Aberdeenshire

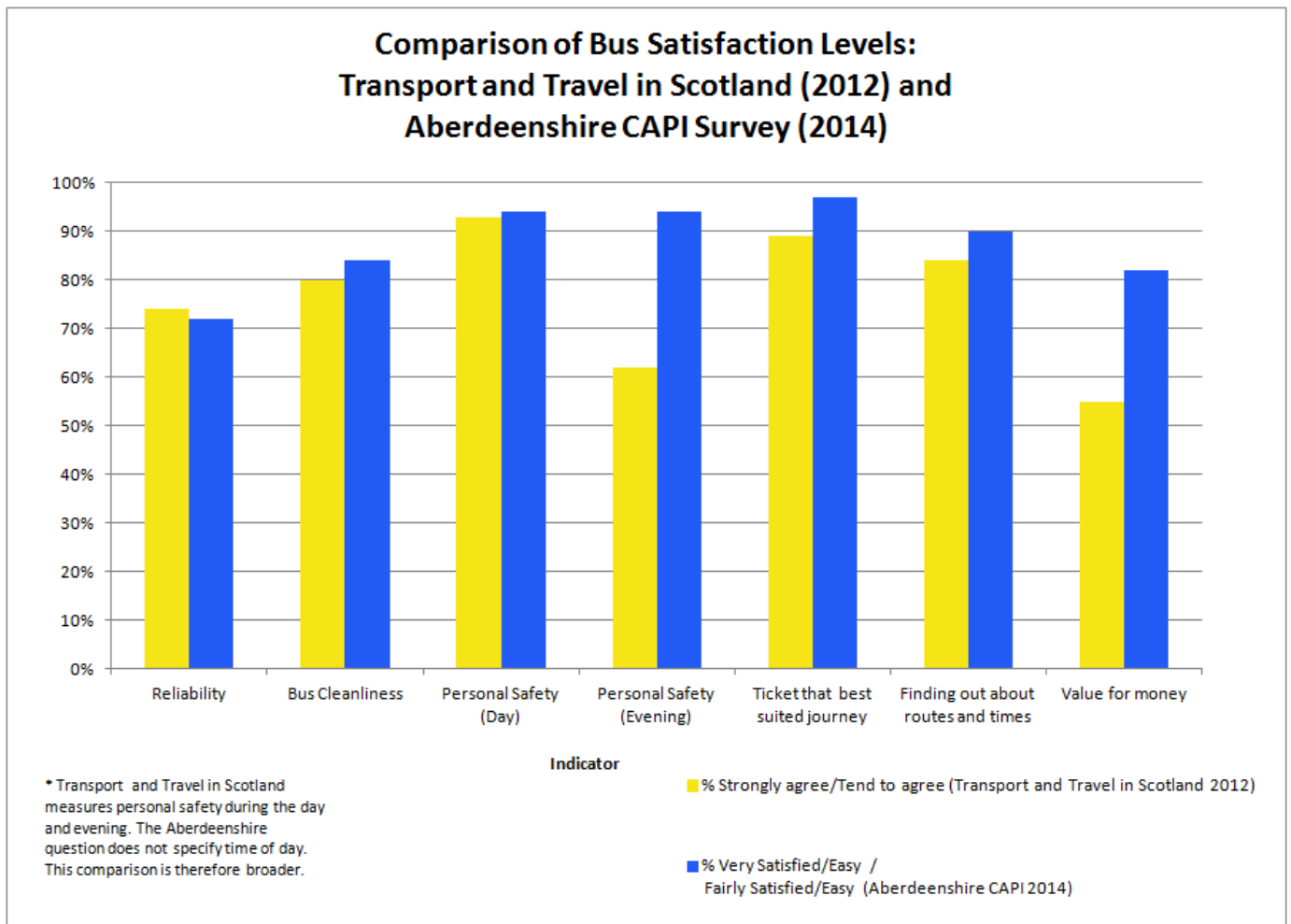
#### 3.7.1 Transport and Travel in Scotland (Transport Scotland)

**Table 3.52 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2012) and Aberdeenshire CAPI Survey (2014)**

Transport and Travel in Scotland Statement	% Strongly agree/Tend to agree (2012)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2014 CAPI)
<i>Buses run to timetable</i>	74%	How satisfied were you with the reliability of the journey?	72%
<i>Buses are clean</i>	80%	How satisfied were you with the cleanliness of the bus?	84%
<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?	97%
<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?	90%
<i>Bus fares are good value</i>	55%	How satisfied were you with the value for money of the bus fare?	82%

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

**Figure 3.1 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2012) and Aberdeenshire CAPI Survey (2014)**



An initial assessment of the 2014 CAPI results against the 2012 Transport and Travel in Scotland data shows that the majority of the Aberdeenshire results score higher than the corresponding Transport Scotland indicator, with the exception of 'Reliability', although this indicator only scores 2% less.

### 3.7.2 *Passenger Focus Bus Passenger Survey*

Comparison of the 2014 Aberdeenshire results with the Autumn 2013 Passenger Focus BPS is set out in Table 3.53.

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

As highlighted in previous reports, it is noted that while many of the Passenger Focus BPS indicators directly match (subject to minor differences in wording), on some occasions, it has been necessary to “match” the indicators to an equivalent CAPI question including punctuality (reliability of the journey) and helpfulness and attitude of the driver (the driver’s behaviour).

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<sup>8</sup> Passenger Focus use rounding when calculating satisfaction levels within the BPS report. For the Aberdeenshire comparison, satisfaction levels for the Passenger Focus survey areas have been calculated by combining the **actual percentages** for ‘Very’ and ‘Fairly Satisfied’ shown when the specific results are filtered using the online chart generation tool. This ensures consistency with how total satisfaction levels in Aberdeenshire are calculated (i.e. by adding together the ‘Very Satisfied/Easy’ and ‘Fairly Satisfied/Easy’ percentage totals, without taking into account rounding). These figures then provided the basis for calculating a combined (average) satisfaction level for the chosen authorities.

**Table 3.53 – Comparison of Bus Satisfaction Levels: Passenger Focus BPS<sup>9</sup> (County Authorities, Autumn 2013) and Aberdeenshire CAPI Survey (2014)**

Passenger Focus BPS Indicator	Devon	Northumberland	Suffolk	Average of Selected County Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2014CAPI)
<i>Overall journey satisfaction</i>	90%	85%	93%	89%	<i>How satisfied were you with the overall service that you experienced on that trip?</i>	85%
<i>Value for money</i>	58%	50%	64%	57%	<i>How satisfied were you with the value for money of the bus fare?</i>	82%
<i>The length of time waited</i>	82%	75%	75%	77%	<i>How satisfied were you with the length of time you waited for the bus?</i>	67%
<i>Punctuality of the bus</i>	84%	76%	75%	78%	<i>How satisfied were you with the reliability of the journey?</i>	72%
<i>Bus stop condition/standard of maintenance</i>	75%	65%	74%	71%	<i>How satisfied were you with the condition of that bus stop/bus shelter?</i>	76%
<i>Bus stop freedom from graffiti/vandalism</i>	84%	72%	83%	80%	<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%	68%	68%	69%	<i>How satisfied were you with the information provided at the bus stop/bus shelter?</i>	88%

<sup>9</sup> Passenger Focus BPS data available at: <http://www.passengerfocus.org.uk/research/publications/bus-passenger-survey-full-report-autumn-2013>

## Transportation

<b>Passenger Focus BPS Indicator</b>	<b>Devon</b>	<b>Northumberland</b>	<b>Suffolk</b>	<b>Average of Selected County Authorities</b>	<b>CAPI</b>	<b>% Very Satisfied/Easy / Fairly Satisfied/Easy (2014CAPI)</b>
<i>Your personal safety whilst at the stop</i>	80%	77%	75%	77%	<i>How satisfied were you with your personal safety waiting at that bus stop/bus shelter?</i>	94%
<i>The ease of getting onto and off the bus</i>	93%	91%	93%	92%	<i>How easy did you find it to board and get off the bus?</i>	93%
<i>The cleanliness and condition of the outside of the bus</i>	84%	77%	79%	80%	<i>How satisfied were you with the condition of the vehicle?</i>	82%
<i>The cleanliness and condition of the inside of the bus</i>	85%	75%	82%	81%	<i>How satisfied were you with the cleanliness of the bus?</i>	84%
<i>The information provided inside the bus</i>	68%	63%	67%	66%	<i>How satisfied were you with the information provided on the bus?</i>	73%
<i>The availability of seating or space to stand</i>	90%	87%	90%	89%	<i>How easy was it to find a seat on the bus?</i>	91%
<i>The comfort of the seats</i>	81%	67%	76%	75%	<i>How satisfied were you with the level of comfort on the bus?</i>	88%
<i>Your personal security whilst on the bus</i>	88%	85%	87%	87%	<i>How satisfied were you with your personal safety on the bus?</i>	94%
<i>The helpfulness and attitude of the driver</i>	82%	76%	82%	80%	<i>How satisfied were you with the driver's behaviour?</i>	82%

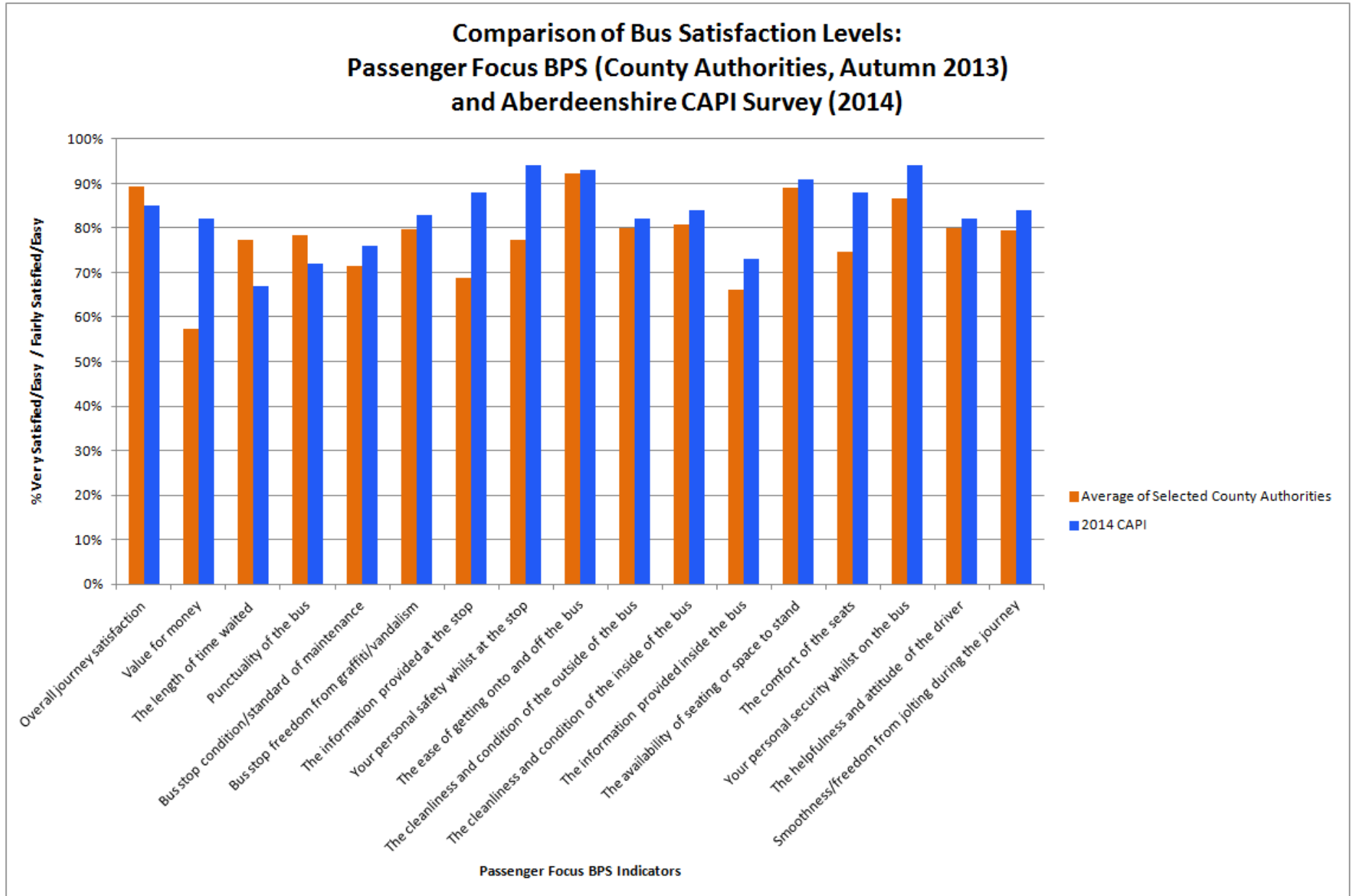


<b>Passenger Focus BPS Indicator</b>	<b>Devon</b>	<b>Northumberland</b>	<b>Suffolk</b>	<b>Average of Selected County Authorities</b>	<b>CAPI</b>	<b>% Very Satisfied/Easy / Fairly Satisfied/Easy (2014CAPI)</b>
<i>Smoothness/freedom from jolting during the journey</i>	81%	75%	82%	79%	<i>How satisfied were you with the smoothness of the ride?</i>	84%

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

Transportation

**Figure 3.2 – Comparison of Bus Satisfaction Levels: Passenger Focus BPS (County Authorities, Autumn 2013) and Aberdeenshire CAPI Survey (2014)**



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

Three indicators in Aberdeenshire, however, scored lower than the County Authorities average. These were 'Overall journey satisfaction' (4% lower), 'The length of time waited' (10% lower) and 'Punctuality of the bus' (6% lower).

### 3.8 Benchmarking – Aberdeen City

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

**Table 3.54 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2012)<sup>10</sup> and Aberdeen City CAPI Survey (2014)**

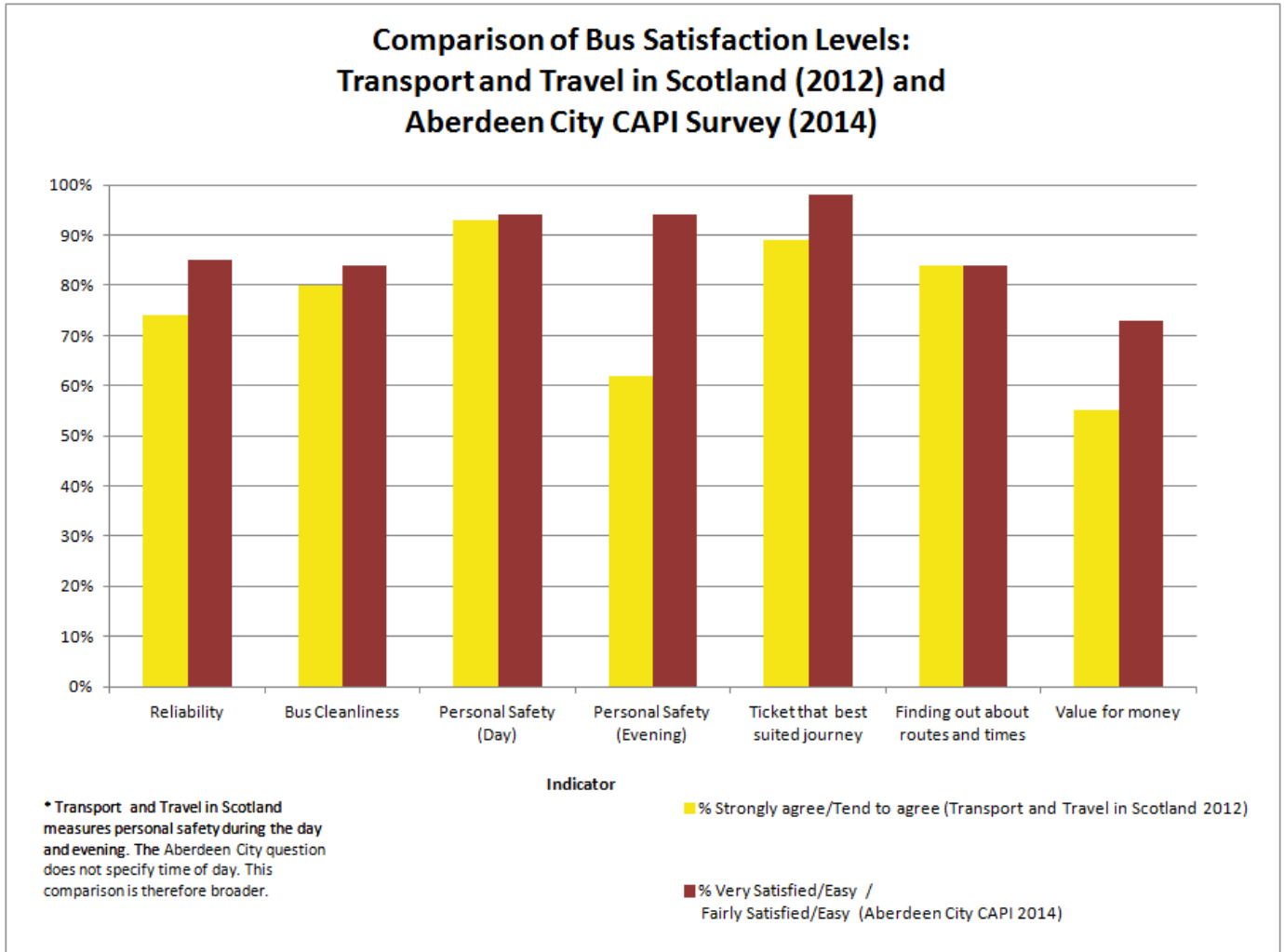
Transport and Travel in Scotland Statement	% Strongly agree/Tend to agree (2012)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2014 CAPI)
<i>Buses run to timetable</i>	74%	How satisfied were you with the reliability of the journey?	85%
<i>Buses are clean</i>	80%	How satisfied were you with the cleanliness of the bus?	84%
<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?	98%
<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?	84%

<sup>10</sup> Available at: <http://www.transportscotland.gov.uk/strategy-and-research/publications-and-consultations/j281378-00.htm>

Transport and Travel in Scotland Statement	% Strongly agree/Tend to agree (2012)	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2014 CAPI)
<i>Bus fares are good value</i>	55%	How satisfied were you with the value for money of the bus fare?	73%

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

**Figure 3.3 – Comparison of Bus Satisfaction Levels: Transport and Travel in Scotland (2012) and Aberdeen City CAPI Survey (2014)**



An initial assessment of the 2014 CAPI results against the 2012 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 the same.

### 3.8.2 Passenger Focus Bus Passenger Survey

Comparison of the 2014 Aberdeen City results with the Autumn 2013 Passenger Focus BPS is set out in Table 3.55.

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

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

**Table 3.55 – Comparison of Bus Satisfaction Levels: Passenger Focus BPS (Unitary Authorities, Autumn 2013) and Aberdeen City CAPI Survey (2014)**

Passenger Focus BPS Indicator	Blackpool	Milton Keynes	City of York	Thurrock	Average of Selected Unitary Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2014 CAPI)
<i>Overall journey satisfaction</i>	89%	84%	89%	84%	87%	<i>How satisfied were you with the overall service that you experienced on that trip?</i>	85%
<i>Value for money</i>	62%	59%	69%	58%	62%	<i>How satisfied were you with the value for money of the bus fare?</i>	73%
<i>The length of time waited</i>	75%	69%	77%	74%	74%	<i>How satisfied were you with the length of time you waited for the bus?</i>	72%
<i>Punctuality of the bus</i>	77%	65%	78%	72%	73%	<i>How satisfied were you with the reliability of the journey?</i>	85%

Passenger Focus BPS Indicator	Blackpool	Milton Keynes	City of York	Thurrock	Average of Selected Unitary Authorities	CAPI	% Very Satisfied/Easy / Fairly Satisfied/Easy (2014 CAPI)
<i>Bus stop condition/standard of maintenance</i>	73%	63%	77%	72%	71%	<i>How satisfied were you with the condition of that bus stop/bus shelter?</i>	82%
<i>Bus stop freedom from graffiti/vandalism</i>	77%	69%	81%	74%	75%	<i>How satisfied were you with the cleanliness and freedom from graffiti at that bus stop/bus shelter?</i>	81%
<i>The information provided at the stop</i>	68%	68%	66%	69%	68%	<i>How satisfied were you with the information provided at the bus stop/bus shelter?</i>	82%
<i>Your personal safety whilst at the stop</i>	69%	76%	80%	72%	74%	<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>	92%	88%	92%	88%	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%	73%	86%	78%	79%	<i>How satisfied were you with the condition of the vehicle?</i>	86%

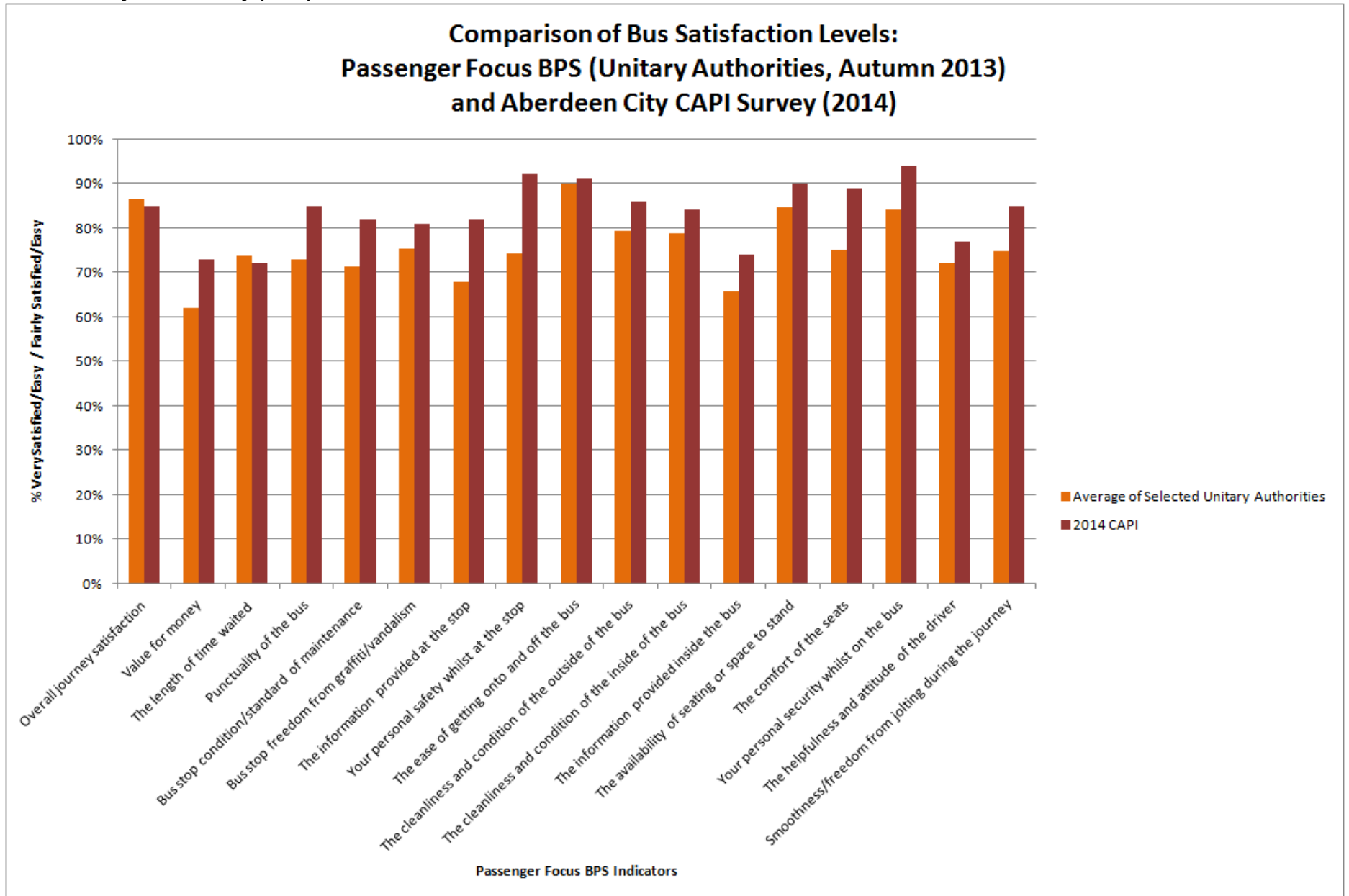
<b>Passenger Focus BPS Indicator</b>	<b>Blackpool</b>	<b>Milton Keynes</b>	<b>City of York</b>	<b>Thurrock</b>	<b>Average of Selected Unitary Authorities</b>	<b>CAPI</b>	<b>% Very Satisfied/Easy / Fairly Satisfied/Easy (2014 CAPI)</b>
<i>The cleanliness and condition of the inside of the bus</i>	78%	72%	88%	77%	79%	<i>How satisfied were you with the cleanliness of the bus?</i>	84%
<i>The information provided inside the bus</i>	69%	58%	74%	62%	66%	<i>How satisfied were you with the information provided on the bus?</i>	74%
<i>The availability of seating or space to stand</i>	88%	84%	89%	78%	85%	<i>How easy was it to find a seat on the bus?</i>	90%
<i>The comfort of the seats</i>	76%	70%	80%	74%	75%	<i>How satisfied were you with the level of comfort on the bus?</i>	89%
<i>Your personal security whilst on the bus</i>	84%	82%	89%	81%	84%	<i>How satisfied were you with your personal safety on the bus?</i>	94%
<i>The helpfulness and attitude of the driver</i>	69%	70%	78%	71%	72%	<i>How satisfied were you with the driver's behaviour?</i>	77%
<i>Smoothness/freedom from jolting during the journey</i>	76%	72%	81%	70%	75%	<i>How satisfied were you with the smoothness of the ride?</i>	85%

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



Transportation

**Figure 3.4 – Comparison of Bus Satisfaction Levels: Passenger Focus BPS (Unitary Authorities, Autumn 2012) and Aberdeen City CAPI Survey (2013)**



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

Only two Aberdeen City indicators scored lower than the Unitary Authorities average. These were 'Overall journey satisfaction (2% less)' and 'The length of time waited' (2% less).

### **3.9 Summary**

This Chapter has set out the main results of the CAPI surveys undertaken in Aberdeenshire and Aberdeen City, including a benchmarking of the results against the Transport Scotland 2013 publication 'Travel and Transport in Scotland 2012', and the 2013 Passenger 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 2014, 615 CAPI surveys were successfully carried out at Aberdeen Bus Station and across the six principal bus corridors in Aberdeenshire. In addition, 505 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 2014 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/Easy<sup>11</sup>) are broadly at the same level as those reported in 2013, although in a number of cases, the percentage of "Very" Satisfied (or Easy) responses is lower in 2014 than in 2013, and the percentage of "Fairly" Satisfied (or Easy) responses is higher in 2014 than the corresponding result in 2013.

Bus users in both Aberdeenshire and Aberdeen City have expressed improved levels of positive satisfaction (% "Very" Satisfied) with regard to value for money compared with the 2013 survey.

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 2014 Aberdeenshire CAPI survey show continuing satisfaction amongst regular Aberdeenshire bus users, with very high levels again apparent with aspects of bus service delivery.

As intimated above, further interrogation of the results shows some shift in the level of satisfaction from a "Very" Satisfied (Easy) level to a "Fairly" Satisfied (Easy) level since 2013 for some of the indicators, although overall positive satisfaction continues to be demonstrated.

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 personal safety waiting at the bus stop/bus shelter, with only 62% "Very" Satisfied at Aberdeen Bus Station compared to 81% "Very" Satisfied in the corridor locations in Aberdeenshire. 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.

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<sup>11</sup> The majority of questions asked bus users 'How satisfied' they were with a particular aspect of their bus journey. However, some questions asked them to state their view on the 'ease' of aspects relating to their journey, such as 'How easy was it to find a seat on the bus?' In this example, the scores for "Very Easy" to find a seat and "Fairly Easy" to find a seat were combined to give an overall assessment.

#### 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 some shift in the level of satisfaction from a “Very” Satisfied (Easy) level to a “Fairly” Satisfied (Easy) level since 2013 for many of the indicators, and 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](http://www.realtimebus.com) and have used it has decreased since the 2013 survey. However, more users were aware of the website in 2014 (although have not used it), and there were less overall that were unaware compared with the results in 2013.

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 clear distinctions in the results between these areas. This included satisfaction with the ease of finding a seat, with only 47% “Very” Satisfied in the additional city locations compared to 64% “Very” Satisfied on Union Street. 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 (2012) with Aberdeenshire CAPI Survey (2014)*

A comparison of the 2014 Aberdeenshire results against the 2012 Transport and Travel in Scotland data showed that the majority of the Aberdeenshire results score higher than the corresponding Transport Scotland indicator, with the exception of ‘Reliability’, although this indicator only scores 2% less.

##### 4.6.2 *Comparison of Passenger Focus BPS (County Authorities, Autumn 2013) with Aberdeenshire CAPI Survey (2014)*

A comparison was also made between the Aberdeenshire results and three County Authorities surveyed as part of the Passenger Focus BPS undertaken in autumn 2013.

This comparison showed that Aberdeenshire results continue to perform very well against this national survey. Three indicators in Aberdeenshire, however, scored lower than the County Authorities average. These were ‘Overall journey satisfaction’ (4% lower), ‘The length of time waited’ (10% lower) and ‘Punctuality of the bus’ (6% lower).

#### 4.7 Wider Comparisons – Aberdeen City

##### 4.7.1 *Comparison of Transport and Travel in Scotland (2012) with Aberdeen City CAPI Survey (2014)*

A comparison of the 2014 Aberdeen City results against the 2012 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 the same.

##### 4.7.2 *Comparison of Passenger Focus BPS (Unitary Authorities, Autumn 2013) with Aberdeen City CAPI Survey (2014)*

A comparison was also made between the Aberdeen City results and four Unitary Authorities surveyed as part of the Passenger Focus BPS undertaken in autumn 2013.

The comparison showed that the Aberdeen City results continue to perform very well against this national survey. Two indicators in Aberdeen City, however, scored lower than the Unitary Authorities average. These were 'Overall journey satisfaction (2% less) and 'The length of time waited' (2% less).

#### **4.8 Summary**

Overall, both sets of surveys were successfully conducted.

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

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

A further round of surveys in 2015 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



## Transportation

- 12) Bridge of Feugh
- 13) Collieston
- 14) Crathes
- 15) Crimond
- 16) Cruden Bay
- 17) Cuminestown
- 18) Dinnet
- 19) Drumlithie
- 20) Drumoak
- 21) Dunecht
- 22) Ellon
- 23) Elrick
- 24) Fettercairn
- 25) Fraserburgh
- 26) Gourdon
- 27) Hatton
- 28) Huntly
- 29) Inverbervie
- 30) Inverurie
- 31) Johnshaven
- 32) Kemnay
- 33) Kintore
- 34) 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

## Transportation

- 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) Other
- 10) 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

## Transportation

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

## Transportation

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

## Transportation

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

## Transportation

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

Transportation

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

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

Q [Q27] Are you....

- 01) Male
- 02) Female

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

Q [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



## Transportation

- 13) City Centre
- 14) Cove
- 15) Craigeucker
- 16) Cults
- 17) Danestone
- 18) Dubford
- 19) Dyce
- 20) Ferryhill
- 21) Footdee
- 22) Garthdee
- 23) Grandholm
- 24) Hazlehead
- 25) Heathryfold
- 26) Hillhead of Seaton
- 27) Hilton
- 28) 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?

## Transportation

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

- 01) Single ticket
- 02) Free Concession
- 03) Young Persons Concession
- 04) FirstDay ticket
- 05) FirstDay Off - Peak ticket
- 06) FirstWeek
- 07) First4Week
- 08) First12Week
- 09) Student First Academic
- 10) Stagecoach Return ticket
- 11) Stagecoach Family Ticket
- 12) Stagecoach 12-Journey / Flexi rider
- 13) Stagecoach Day Rider / Explorer
- 14) Stagecoach Uni rider / Megarider
- 15) Other
- 16) 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



## Transportation

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

## Transportation

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

## Transportation

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

## Transportation

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](http://www.realtimebus.com)? and if so, have you used this facility?

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

Transportation

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

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

Q [Q28] Are you....

- 01) Male
- 02) Female

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

Q [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**

Capabilities on project:  
Transportation

## Appendix B – CAPI Surveys Programme

Capabilities on project:  
Transportation

### Bus Satisfaction Surveys 2014



February - March 2014

Corridor	Description	Sat	Mon	Tue	Wed	Thu	Sat	Sat
		22	24	25	26	27	1	8
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					