AECOM

Aberdeen City and Aberdeenshire Bus Passenger Satisfaction Survey 2023

The North East Scotland Bus Alliance

January 2024

Delivering a better world

Quality information

Prepared by	Checked by	Verified by	Approved by
Emily Jones Consultant	Jodie Knight Principal Consultant	Thomasin Stuart Regional Director	Andy Keba Associate Director

Revision History

Revision	Revision date	Details	Authorised	Name	Position
0	21/12/23	Draft for client review	AK	Andy Keba	Associate Director
1	25/01/24	Final Draft	AK	Andy Keba	Associate Director

Distribution List

# Hard Copies	PDF Required	Association / Company Name

Prepared for:

Nestrans and The North East Scotland Bus Alliance Partners

Prepared by:

AECOM Limited
1 Tanfield
Edinburgh EH3 5DA
United Kingdom

T: +44 (0)131 301 8600
aecom.com

© 2024 AECOM Limited. All Rights Reserved.

AECOM Limited ("AECOM") has prepared this Report for the sole use of the Client in accordance with the terms and conditions of appointment.

AECOM shall have no duty, responsibility and/or liability to any party in connection with this Report howsoever arising other than that arising to the Client under the Appointment. Save as provided in the Appointment, no warranty, expressed or implied, is made as to the professional advice included in this Report or any other services provided by AECOM.

This Report should not be reproduced in whole or in part or disclosed to any third parties for any use whatsoever without the express written authority of AECOM. To the extent this Report is reproduced in whole or in part or disclosed to any third parties (whether by AECOM or another party) for any use whatsoever, and whether such disclosure occurs with or without the express written authority of AECOM, AECOM does not accept that the third party is entitled to rely upon this Report and does not accept any responsibility or liability to the third party. To the extent any liability does arise to a third party, such liability shall be subject to any limitations included within the Appointment, a copy of which is available on request to AECOM.

Where any conclusions and recommendations contained in this Report are based upon information provided by the Client and/or third parties, it has been assumed that all relevant information has been provided by the Client and/or third parties and that such information is accurate. Any such information obtained by AECOM has not been independently verified by AECOM, unless otherwise stated in this Report. AECOM accepts no liability for any inaccurate conclusions, assumptions or actions taken resulting from any inaccurate information supplied to AECOM from the Client and/or third parties.

Table of Contents

1. Introduction 1
1.1 Introduction 1
1.2 Bus Satisfaction Survey in Aberdeen City and Aberdeenshire 1
1.2.1 Background 1
1.2.2 Objectives 1
1.2.3 Policy Context 1
2. Methodology 3
2.1 Overview 3
2.2 Survey Design 3
2.3 Sampling Method 3
2.3.1 Aberdeenshire Survey 3
2.3.2 Aberdeen City Survey 4
2.4 Survey Execution 5
2.5 Survey Analysis 5
2.6 Profile of Respondents 5
2.6.1 Region 5
2.6.2 Age 6
2.6.2.1 Gender 7
2.6.2.2 Health 7
2.6.2.3 Frequency 8
3. Survey Results 9
3.1 Overview 9
3.2 Frequency of Journey 10
3.2.1 Bus Service Number 10
3.3 Frequency of Specific Journey 11
3.3.1 Journey Purpose 12
3.4 Pre-Journey Planning 13
3.5 At the Bus Stop 14
3.5.1 Personal Safety 14
3.5.2 Information Provided at the Bus Stop 14
3.5.3 Satisfaction with Bus Stop Condition 15
3.5.4 Service Frequency 15
3.5.5 Time Spent Waiting for Bus 16
3.5.6 Bus Arrival Time 16
3.5.7 Facilities at the Bus Stop 17
3.6 Onboarding and Tickets 18
3.6.1 Boarding to Bus 18
3.6.2 Getting a Seat 19
3.6.3 Driver Behaviour 19
3.6.4 Purchasing a Ticket 20
3.7 Journey Experience 23
3.7.1 On the Bus 23
3.7.1.1 Condition of the Bus 23
3.7.1.2 Information on the Bus 23
3.7.2 Personal Safety 24
3.7.3 The Journey 24

3.7.3.1 Ride Smoothness 24
3.7.3.2 Comfort of the Bus 25
3.8 Journey Completion 26
3.8.1 Journey Speed and Directness 26
3.8.1.1 Journey Speed 26
3.8.1.2 Journey Directness 26
3.8.2 Alighting 27
3.8.3 Overall Satisfaction 27
4. Summary 29
4.1 Comparison with 2019 Transport Focus Survey 29
4.1.1 Punctuality 29
4.1.2 At the Bus Stop 29
4.1.3 On the Bus 29
4.1.4 The Bus Driver 30
4.1.5 Journey Time 30
4.1.6 Value for Money 30
4.1.7 Overall Satisfaction 30
4.1.8 Comparison with Other Parts of the UK 31
4.2 Summary 31
Appendix A - List of Bus Services Used by Passengers Completing the Survey 32
Appendix B - Survey Questionnaire 35

Figures

Figure 1: Aberdeenshire Bus Corridors *(source: Nestrans Bus Action Plan)* 3
Figure 2: Respondent Gender Profile (%) 7
Figure 3: Respondent Health Profile (%) 7
Figure 4: Frequency of Bus Use (%) 8
Figure 5: Survey Results at-a-glance 9
Figure 6: Satisfaction with Information Available (%) 13
Figure 7: Satisfaction with Personal Safety at the Bus Stop (%) 14
Figure 8: Satisfaction with Information at the Bus Stop (%) 14
Figure 9: Satisfaction with Bus Stop Condition (%) 15
Figure 10: Satisfaction with Service Frequency (%) 15
Figure 11: Satisfaction with Bus Waiting Times 16
Figure 12: Satisfaction with Bus Arrival Time (%) 16
Figure 13: Satisfaction with Bus Stop Facilities (%) 17
Figure 14: Ease of Boarding (%) 18
Figure 15: Ease to Find a Seat or a Safe Place to Stand (%) 19
Figure 16: Satisfaction with Driver (%) 19
Figure 17: Type of Ticket Used (%) 21
Figure 18: Satisfaction with Value for Money of Bus Fare (%) 22
Figure 19: Satisfaction with Bus Condition (%) 23
Figure 20: Satisfaction with Information on the Bus (%) 23
Figure 21: Satisfaction with Personal Safety on the Bus (%) 24
Figure 22: Satisfaction with Journey Smoothness (%) 24
Figure 23: Satisfaction with Comfort of the Bus (%) 25
Figure 24: Satisfaction with Journey Speed (%) 26
Figure 25: Satisfaction with Journey Directness (%) 26
Figure 26: Ease of Departing the Bus (%) 27

Figure 27: Satisfaction with Overall Bus Experience (%) 27

Tables

Table 1: Aberdeenshire Target CAPI Sample Size 4
Table 2: Aberdeen City Target CAPI Sample Size 4
Table 3: Locations where Interviews took place 5
Table 4: Percentage of Respondents from Aberdeen City and Aberdeenshire (%) 6
Table 5: Respondent Age Profile (%) 6
Table 6: Most Interviewed Bus Services 10
Table 7: Frequency of Specific Journey (%) 11
Table 8: Journey Purpose (%) 12
Table 9: Reason Respondents Struggled to Board the Bus (%) 18
Table 10: Reasons for Driver Dissatisfaction 20
Table 11: Comparison with Other BPSS (%) 31

1. Introduction

1.1 Introduction

This report presents the methodology, results and key findings of a satisfaction survey of bus users in Aberdeen City and Aberdeenshire undertaken between Monday 30th of October and Sunday the 3rd of December, 2023. The surveys were undertaken using interviewers on-street with tablet devices (Computer Aided Personal Interviews).

1.2 Bus Satisfaction Survey in Aberdeen City and Aberdeenshire

1.2.1 Background

In September 2023, AECOM was commissioned by Nestrans, on behalf of the North East Scotland Bus Alliance, to conduct Bus Passenger Satisfaction Surveys (BPSS) that would meet a commitment of the Quality Partnership Agreement and a requirement of the forthcoming Bus Service Improvement Partnership (BSIP) plan to compile evidence on the current state of the bus network and provide baseline data that will monitor progress throughout the lifetime of the BSIP.

The bus network in Aberdeenshire and Aberdeen City experienced significant changes in the months prior to undertaking these surveys. In August 2023 bus gates were implemented in Aberdeen City Centre with the grace period for drivers ending in November 2023. Also, since the last BPSS conducted in the region (2019), bus fleets across both the City and Aberdeenshire have been upgraded with the introduction of hydrogen and electric buses on several routes, while additional bus stops have also been upgraded with live real-time bus information.

1.2.2 Objectives

The objective of this study is to identify issues and improvements from previous BPSS studies across the bus network in Aberdeen City and Aberdeenshire that align with objectives of the Bus Alliance. These objectives include:

- Waiting areas quality accessibility;
- Information between operations (Improving information provision i.e. live updates);
- Vehicle quality and accessibility;
- Ease of interchanges;
- Driver customer service and friendliness;
- Reliability and journey times; and
- Value for money and ticketing.

1.2.3 Policy Context

Nestrans Regional Transport Strategy (RTS 2040) sets a long-term vision and direction for transport in the North East for the next 20 years. Key transport priorities in the RTS include to:

- Improve enhance transport connectivity;
- Reduce carbon emissions from transport, supporting net zero targets; and

- Create a step change in public transport and active travel allowing for a 50:50 modal split between car users and sustainable transport modes.

The current North East Scotland Bus Alliance agreement was signed in 2018 to support the improvement of bus services across the region. Prior to 2018 the partnership was in operation on a voluntary arrangement. The Alliance – comprising Nestrans, Aberdeenshire Council, Aberdeen City Council, First Bus, Stagecoach, and Bains Coaches – has the overarching objectives to:

- Arrest the decline in bus patronage in the North East of Scotland by 2022; and
- Achieve a year-on-year growth in bus patronage by 2025.

Nestrans, on behalf of the North East of Scotland Bus Alliance, are conducting this BPSS to meet a commitment of the Quality Partnership Agreement and a requirement of the forthcoming Bus Service Improvement Partnership (BSIP) plan to compile evidence on the existing state of the bus network and provide baseline data to monitor performance throughout the lifetime of the plan. Collection of survey data at this stage is intended to:

- **achieve a key commitment of the North East of Scotland Bus Alliance** to undertake an annual passenger satisfaction survey, replacing the contribution made to Transport Focus to boost the response numbers in the North East of Scotland region within their annual bus satisfaction survey;
- support the ongoing development of the **Aberdeen Rapid Transit** (ART) and identify passenger aspirations and 'wants' for this next-generation transport system for the region;
- **complement findings** from previous studies, including the 2019 Transport Focus surveys and Barriers to Bus Use in the North East study. The main barriers highlighted within this work were lengthy journey times, unreliability, cost, difficulty accessing a bus stop, and lack of a choice of routes. This survey will help assess whether recommendations made as part of that work have led to increased satisfaction among passengers in the areas identified as being barriers to bus use;
- **gain an understanding of the post-pandemic bus satisfaction** levels in the region to compare with the performance levels of regions similar to the Nestrans region;
- enable **better tailoring of the survey outputs** to the requirements of the North East of Scotland BSIP by providing **baseline data** which complements and builds upon that collected by the recently completed Comprehensive Travel Study (CTS)[1], covering travel patterns across all modes in the region. This will aid monitoring of the wider Regional Transport Strategy to 2040 and Local Transport Strategies of Aberdeen City and Aberdeenshire Councils; and
- **support future studies** by enabling a large sample to be collected providing insight into bus satisfaction on strategic corridors to help identify problems and opportunities in any future studies.

[1] https://nestrans.org.uk/wp-content/uploads/2023/10/AECOM-Report-to-Nestrans-CTS-Final-20-October-23-1.pdf

2. Methodology

2.1 Overview

This chapter outlines the methodology for the bus passenger satisfaction survey. Particular attention was given to the design and execution of the survey that would fulfil the requirements set out in the previous chapter.

2.2 Survey Design

The questionnaire used for the BPSS in Aberdeenshire and Aberdeen City was informed by the previous surveys undertaken in the region (the last 'in-house' version commissioned by Nestrans was in 2016, following which Transport Focus surveys were used, with a contribution made to boost the sample size in the region. The survey question list (see Appendix B) was reviewed by AECOM and the client team. Where possible questions were kept the in line with previous surveys conducted to allow comparisons to be made. Question wording was also matched, where possible, to the 2019 Transport Focus Bus Passenger Survey to enable wider benchmarking to take place. A copy of the questionnaire can be found in Appendix B.

2.3 Sampling Method

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

2.3.1 Aberdeenshire Survey

The methodology employed for the Aberdeenshire survey programmes in previous years was repeated for this survey.

In total, 600 surveys were targeted with a minimum of 50 surveys in each of the six principal bus corridors in Aberdeenshire:

The six corridors, illustrated in Figure 1, are as follows:

- The Kincardine and Mearns corridor, following the A90/A92 south via Portlethen to Stonehaven and onward to Inverbervie/Laurencekirk;
- The Deeside corridor, following the A93 corridor west, via Banchory, Aboyne, Ballater and Braemar;
- The Donside corridor, following the A944 to Westhill and Alford;
- The North corridor, following the A96 to Blackburn, Kintore, Inverurie and Huntly;
- The Banff Coastal corridor, following the A947 to Newmachar, Oldmeldrum, Turriff, Macduff and Banff and onward to Portsoy; and

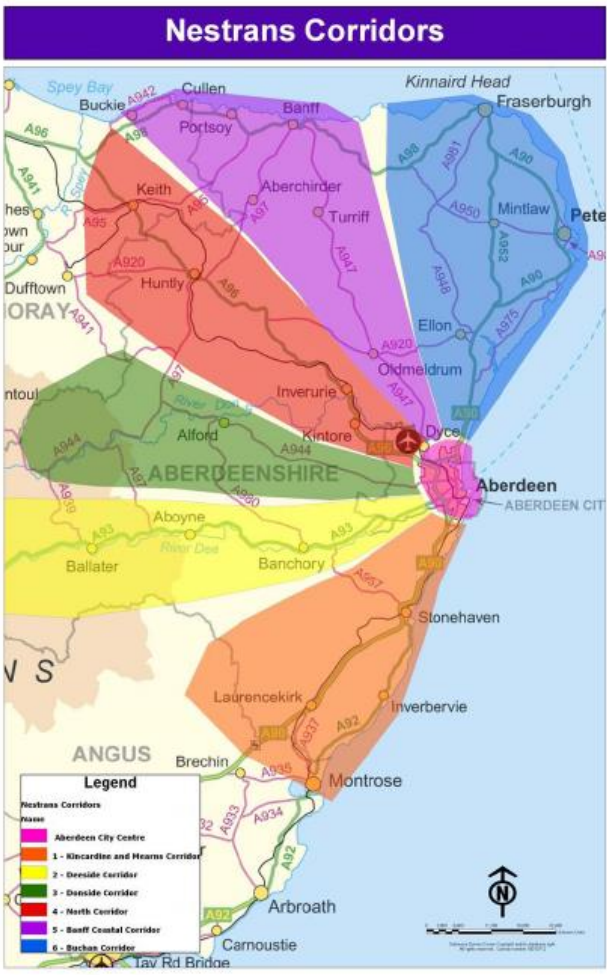


Figure 1: Aberdeenshire Bus Corridors
(source: Nestrans Bus Action Plan)

- The Buchan corridor, broadly following the A90 (north of Aberdeen) to Ellon, Newburgh, Mintlaw, Peterhead and Fraserburgh.

Table 1: Aberdeenshire Target CAPI Sample Size

Location	Weekday	Saturday	Total
Aberdeen Bus Station[2]	*220*	*80*	*300*
Kincardine and Mearns	*30*	*20*	*50*
Deeside	*30*	*20*	*50*
Donside	*30*	*20*	*50*
North	*30*	*20*	*50*
Banff Coastal	*30*	*20*	*50*
Buchan	*30*	*20*	*50*
Aberdeenshire Total	**400**	**200**	**600**

The remaining 300 surveys were targeted at Union Square Bus Station. To increase the representativeness of the respondents interviewed, survey shifts were split across both weekday and weekend periods.

2.3.2 Aberdeen City Survey

The Aberdeen City Survey comprised 600 bus user surveys, split between Union Square, Union Street and surveys at bus stops at the following locations across the City:

- Morrisons (King Street);
- University of Aberdeen (King Street – Regent Walk);
- Woodend Hospitals (Queens Road);
- Mannofield;
- Blackburn 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. Additional surveys were completed on Broad Street.

Table 2: Aberdeen City Target CAPI Sample Size

Location	Weekday	Saturday	Total
Union Street/Broad Street	*220*	*110*	*330*
Additional City Locations	*180*	*90*	*270*
Aberdeen City Total	**400**	**200**	**600**

[2] When gathering surveys from passengers travelling in from Aberdeenshire, stands receiving buses from each of the Aberdeenshire corridors were targeted evenly and those servicing only Aberdeen City – specifically the JET 727 Airport Bus – were avoided.

2.4 Survey Execution

Interviews were undertaken over a month between Monday 30th of October and Sunday the 3rd of December. Surveys were typically undertaken between 8/8:30 am and 8/8:30 pm. Interviews covered varying times of the day and different days of the week, including weekends, to ensure all types of journeys were captured.

2.5 Survey Analysis

Analysis was completed using IBM SPSS, a data analysing software, with statistical significance testing set to 95%. Confidence intervals were used to measure differences between column proportions of sub-samples. Where results are reported as different between sub-samples, this means the differences are statistically significant ($p< 0.05$). For clarity of interpretation only data which is statistically significantly different has been referenced in this report.

Where percentages do not sum to 100 per cent in the main body of the report, this is due to rounding or where more than one response was permitted. In tables and charts, an asterisk (*) is used to show where data is less than one per cent.

All free-text responses were grouped into themes to allow for meaningful analysis.

2.6 Profile of Respondents

2.6.1 Region

The following table highlights the total number of interviews conducted (1079) and how many interviews were conducted on each corridor:

Table 3: Locations where Interviews took place

Location	Number of Respondents	Percentage of Respondents (%)
Buchan Corridor	110	10
Deeside Corridor	85	8
Donside Corridor	58	5
North Corridor	46	4
Banff Corridor	49	5
Kincardine and Means Corridor	57	5
Aberdeen City	674	63
Total	1079	100

This survey captured respondents from both Aberdeen City and Aberdeenshire. The aim of the survey was to achieve as close to an equal split representation between Aberdeen City and Aberdeenshire residents as well as capturing a small sample of the opinions of frequent visitors to Aberdeen and Aberdeenshire. The table below shows the split achieved between Aberdeen City and Aberdeenshire residents as well respondents from outside the region. Only (3%) of the respondents are from outside the region.

Table 4: Percentage of Respondents from Aberdeen City and Aberdeenshire (%)

Location	Number of Respondents	Percentage of Respondents (%)
Aberdeen City	467	43
Aberdeenshire	579	54
Visitor	33	3.0
Base	**1079**	**100**

Q.3 Where do you stay?
Location for Aberdeen City/Aberdeenshire was based from Q.3 Where do you stay?

2.6.2 Age

Overall there was a larger proportion of younger survey respondents (16 to 34) than older respondents (60 and over). The largest proportion of respondents from Aberdeen City were aged 22 to 34 (21%), the largest proportion of respondents from Aberdeenshire were 16 to 21 (22%). This is consistent with the results of the CTS, which found that both older and younger age groups were more likely to use the bus than those aged between 35-to-59-years-old, with the CTS finding that 52% of 35-59 year olds were more likely to never use the bus.

Table 5: Respondent Age Profile (%)

Age	Aberdeen City (%)	Aberdeenshire (%)	Nestrans Region (%)
16 to 21	20%	22%	21%
22 to 34	21%	11%	16%
35 to 44	12%	15%	14%
45 to 54	10%	12%	11%
55 to 59	6%	10%	8%
60 to 64	12%	10%	11%
65 to 74	14%	15%	14%
75 and over	4%	6%	5%

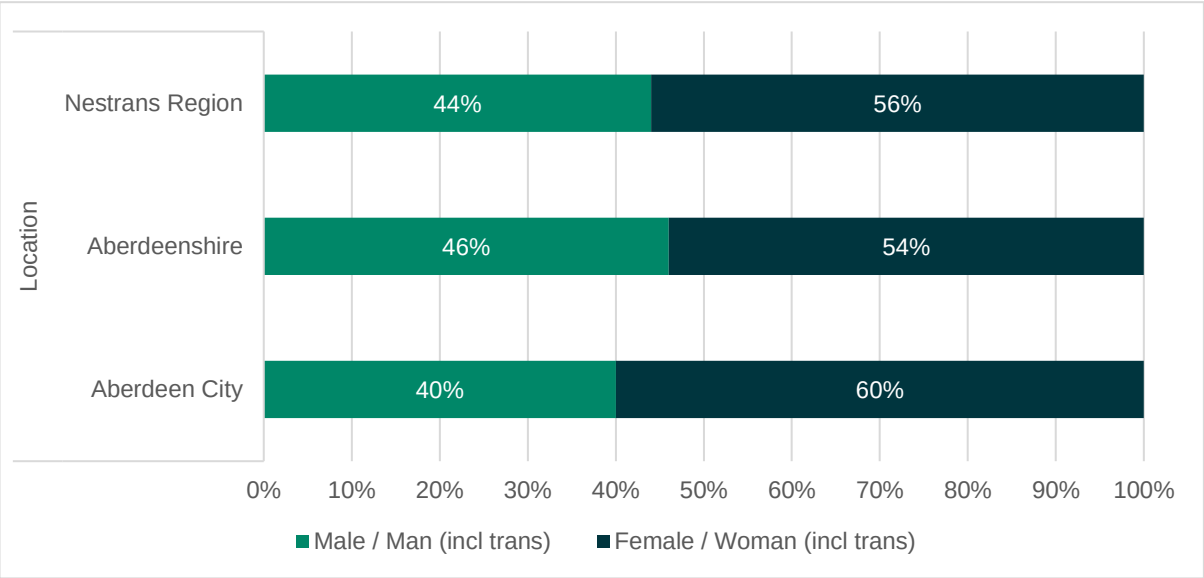
Base: Aberdeen City (n = 466), Aberdeenshire (n = 575).
Note Respondents who did not want to provide their age were removed from the analysis for this question
Q.5 Which age category do you belong to?

2.6.2.1 Gender

Overall, there were more Female (incl. Trans) (56%) than Male (incl. Trans) (44%) respondents. Note that three respondents did not provide a response and that the number of respondents that answered 'in another way' or 'prefer not to say' was less than 1%.

Base: Aberdeen City (n = 4656), Aberdeenshire (n = 576). Note that 5 respondents across Aberdeen City

Figure 2: Respondent Gender Profile (%)

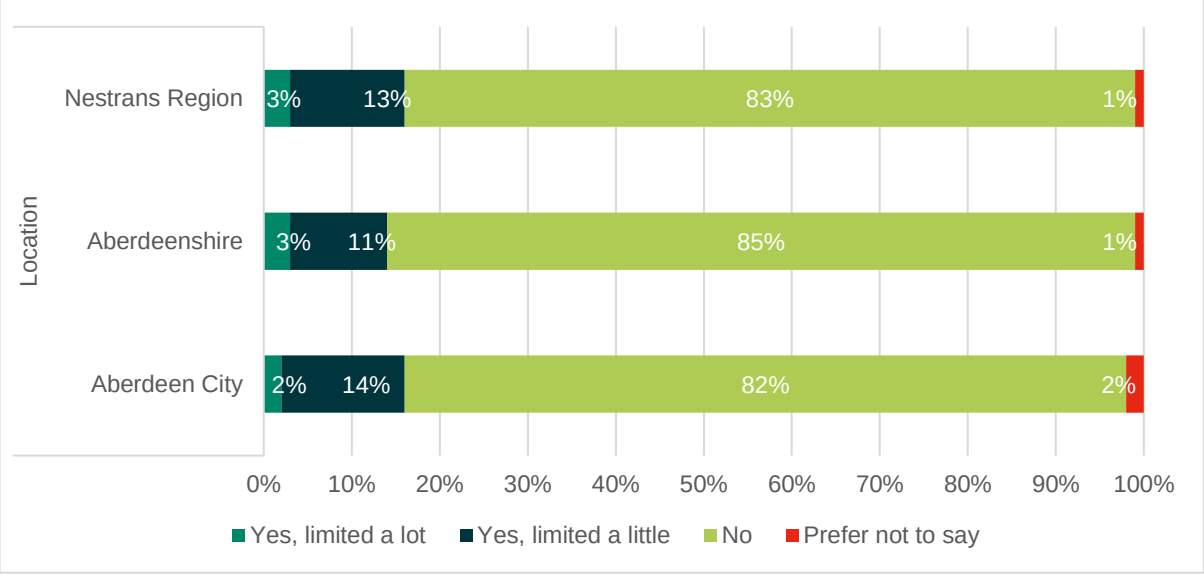


and Aberdeenshire answered 'In Another Way' or 'Prefer Not to Say' <1%
Q.6 How would you describe your Gender?

2.6.2.2 Health

The majority of respondents (83%) stated that they were not limited by a disability or health condition at the time of interviewing.

Figure 3: Respondent Health Profile (%)

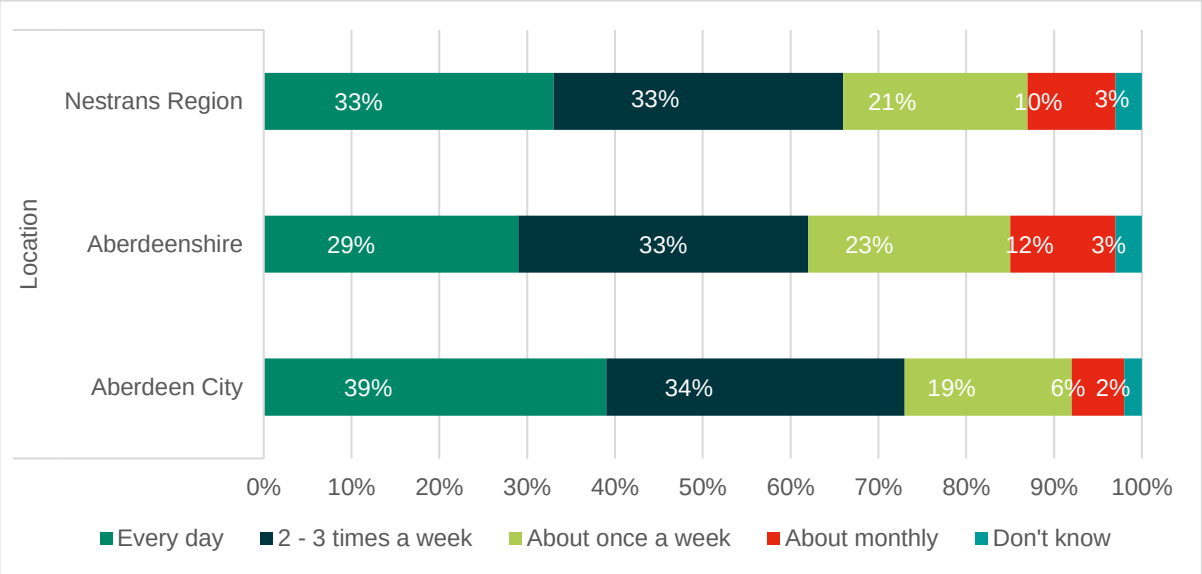


Base: Aberdeen City (n = 465), Aberdeenshire (n = 574)
Q.7 Are your day-to-day activities limited because of a health problem or disability which has lasted, or expected to last, at least 12 months (incl. old age)

2.6.2.3 Frequency

Frequency of bus use was high across those interviewed with most respondents using the bus a minimum of twice per week (73% Aberdeen City, 62% Aberdeenshire). Aberdeen City respondents were more likely to use the bus every day. Aberdeenshire respondents were more likely to use the bus monthly. This is higher than the level of bus usage captured in the CTS survey, which showed only 15% of bus users used the bus more than once per week[3].

Figure 4: Frequency of Bus Use (%)



Base: Aberdeen City (n = 465), Aberdeenshire (n = 575)
Q.8 How often do you use the bus?

[3] Nestrans Comprehensive Travel Study (CTS) involved telephone interviews with approximately 1000 residents across North East Scotland. Given that the Bus Passenger Satisfaction Surveys were undertaken in person and targeted at bus users, whereas the CTS was a phone survey targeting a representative sample of residents across the region, is it not surprising that frequency of bus usage is significantly higher amongst the BPSS sample compared to that recorded from the CTS.

3. Survey Results

3.1 Overview

This section shows the core findings of the Bus Passenger Satisfaction Survey (BPSS). All respondents were regular bus users having used the bus at least once in Aberdeen or Aberdeenshire in the last month. In total there were 1079 respondents.

A breakdown of all the bus services surveyed and the number of responses from each, is contained in Appendix A.

Figure 5: Survey Results at-a-glance

3.2 Frequency of Journey

3.2.1 Bus Service Number

There was an even split between services used in Aberdeen City and Aberdeenshire (51% and 49% respectively). Aberdeenshire buses include buses that operate in both Aberdeen City and Aberdeenshire. Aberdeen City buses include buses that only operate within the City boundary. The table below highlights all bus services that had 20 or more users interviewed.

A full list of buses and users will be available in the appendix.

Table 6: Most Interviewed Bus Services

Bus service Number(s)	Corridors Served	Operator	No. of Users
1/1A/1B/2	Aberdeen City	First	163
10/10A/10B	North/Aberdeen City	Stagecoach	37
11/11A	Aberdeen City	First	44
12	Aberdeen City	First	55
17	Aberdeen City	Fist	32
201	Deeside/Aberdeen City	Stagecoach	63
202	Deeside/Aberdeen City	Stagecoach	33
35	Visitor (Elgin)/Banff/Aberdeen City	Stagecoach	42
5	Aberdeen City	Stagecoach	20
59	Aberdeen City	Stagecoach	22
7/7B	Kincardine and Means/Aberdeen City	Stagecoach	20
X35	Visitor (Elgin)/Banff/Aberdeen City	Stagecoach	35
X7	Visitors (Perth)/Kincardine and Means/Aberdeen City	Stagecoach	60

3.3 Frequency of Specific Journey

A mix of frequency of use was seen across respondents to the BPSS with a third of respondents using the same service 2-3 times a week. Respondents from Aberdeen City were more likely to make the same bus journey multiple times a week than users from Aberdeenshire. Younger respondents were more likely to be frequent users with 81% of 16- to 21-year-old stating they use the bus every day or 2-3 times a week.

Table 7: Frequency of Specific Journey (%)

	Aberdeen City Number	Aberdeen %	Aberdeenshire Number	Aberdeenshire %	Nestrans Region Number	Nestrans Region %
Every Day	149	32%	134	23%	284	26
2 – 3 Times a Week	170	37%	188	33%	360	33
About Once a Week	91	20%	146	26%	244	23
About Monthly	41	9%	81	14%	133	12
Hardly Ever	13	3%	24	4%	43	4
Don't Know	1	0.2%	0	0%	7	1

Base: Aberdeen City (n = 465), Aberdeenshire (n = 573)
Q.11 How often do you take this specific journey?

3.3.1 Journey Purpose

Overall respondents used the bus to get to and from work (21%) or for shopping trips (20%). Aberdeenshire respondents mostly used the bus for shopping and leisure. Aberdeen City respondents were more likely to use the bus for education. Respondents that were visitors to Aberdeen City/Aberdeenshire (33 respondents) where generally using the bus to visit friends/family.

Table 8: Journey Purpose (%)

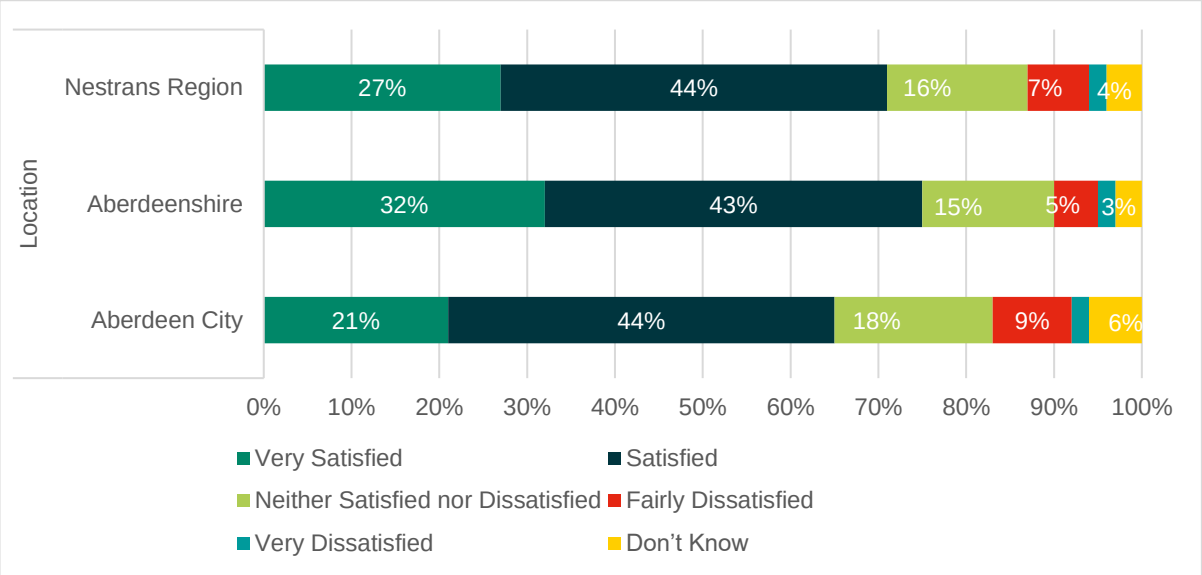
	Aberdeen City Number	Aberdeen City %	Aberdeenshire Number	Aberdeenshire %	Nestrans Region Number	Nestrans Region %
Regular Journey to/from work	96	21%	127	22%	228	21%
Employers Business	7	2%	11	2%	20	2%
Personal Business	60	13%	58	10%	121	11%
Shopping	77	17%	139	24%	216	20%
Education	93	20%	44	8%	138	13%
Visiting Friends/ Family	76	16%	94	16%	187	17%
Leisure/Relaxation	57	12%	105	18%	167	16%
Other	0	0%	1	0.2%	1	<1%
Don't Know	0	0%	0	0%	0	0%
Base	**466**		**579**			

Q.12 What is the main purpose of your journey?

3.4 Pre-Journey Planning

Overall, just under three quarters of respondents (71%) were satisfied with the information available for planning their bus journey. Respondents from Aberdeenshire were more likely to be satisfied (75%) with the information available to plan their bus journey compared to Aberdeen City respondents (65%).

Figure 6: Satisfaction with Information Available (%)



Base: Aberdeen City (n = 465), Aberdeen City (n = 576).
Q.13 How satisfied were you with the information available for planning your journey?

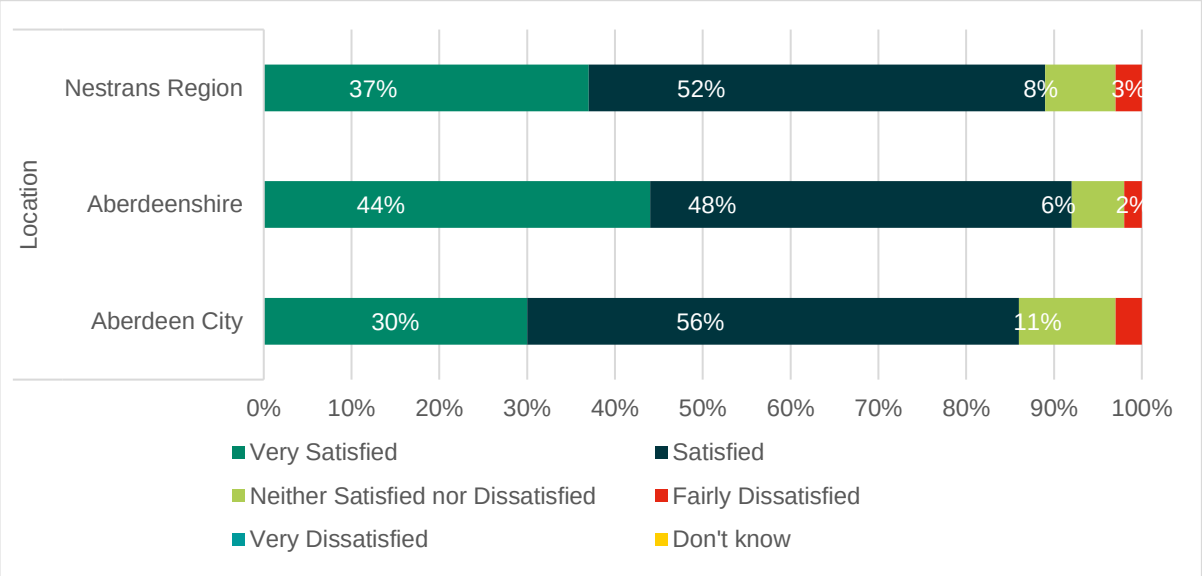
3.5 At the Bus Stop

3.5.1 Personal Safety

Overall, the majority of respondents stated that they felt safe while waiting for the bus in Aberdeen City and Aberdeenshire (86% and 92% respectively) with bus users in Aberdeenshire more likely to say they felt very safe waiting for the bus (44%) than Aberdeen City respondents (30%).

Figure 7: Satisfaction with Personal Safety at the Bus Stop (%)

Base: Aberdeen City (n = 467), Aberdeenshire (n = 579)

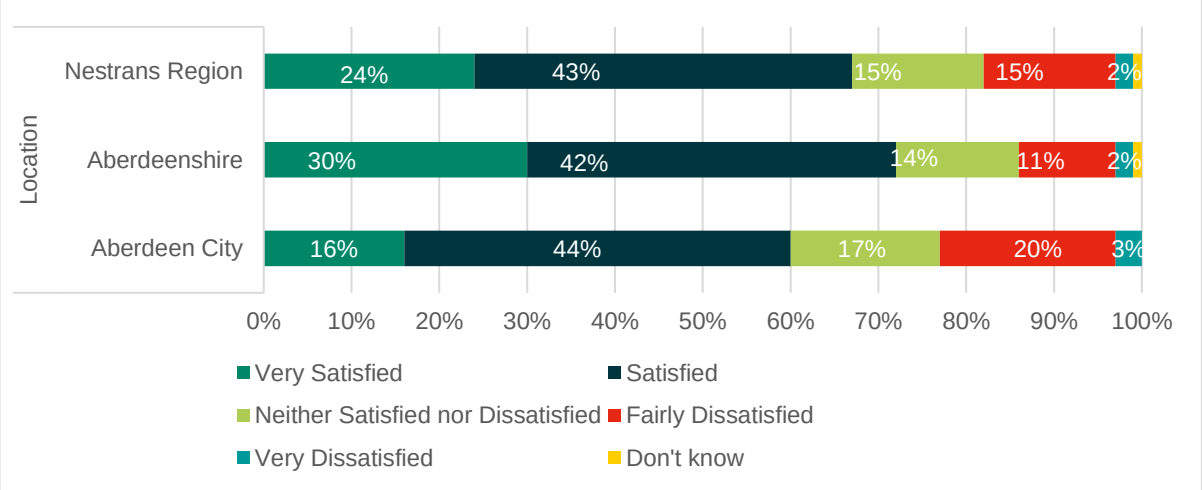


Q.14a How satisfied were you with your personal safety at the bus stop?

3.5.2 Information Provided at the Bus Stop

Overall, around two thirds of respondents were satisfied with the information provided at the bus stop (67%). People in Aberdeen City were more likely to be dissatisfied with the information provided at the bus stop whereas respondents in Aberdeenshire were much more likely to be very satisfied with the information provided at the bus stop.

Figure 8: Satisfaction with Information at the Bus Stop (%)

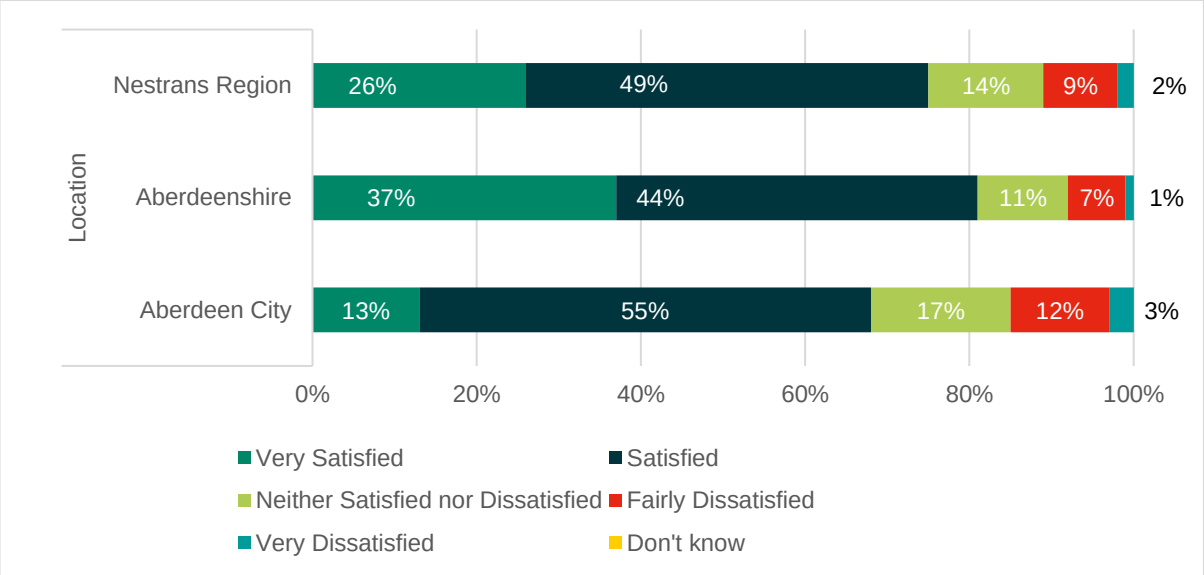


Base: Aberdeen City (n = 464), Aberdeenshire (n = 575)
Q.14c How satisfied were you with the information provided at the bus stop

3.5.3 Satisfaction with Bus Stop Condition

Overall, around 75% of respondents were satisfied with the condition and cleanliness of their bus stop. People in Aberdeenshire were more likely to be satisfied with the condition of the bus stop (81%) compared to Aberdeen City (69%).

Figure 9: Satisfaction with Bus Stop Condition (%)

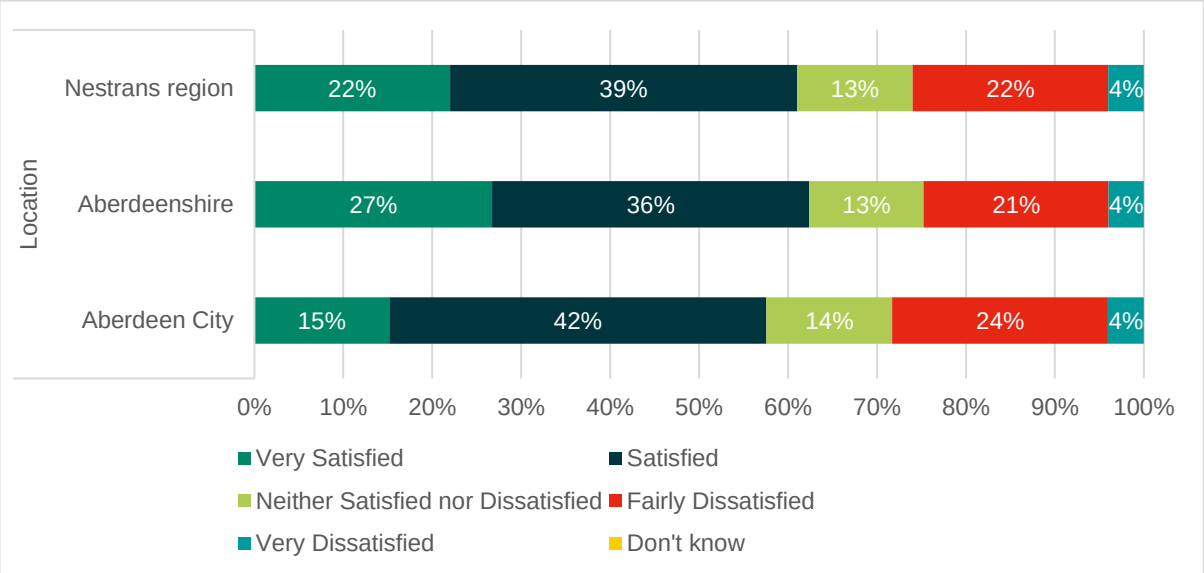


Base: Aberdeen City (n = 467), Aberdeenshire (n = 578)
Q.14b How satisfied were you with the condition and cleanliness of the bus stop?

3.5.4 Service Frequency

Overall, just over three fifths of respondents (61%) were satisfied with the frequency of their bus service. Respondents in Aberdeenshire were six percentage points more likely to report overall satisfaction with frequency than those in Aberdeen City.

Figure 10: Satisfaction with Service Frequency (%)

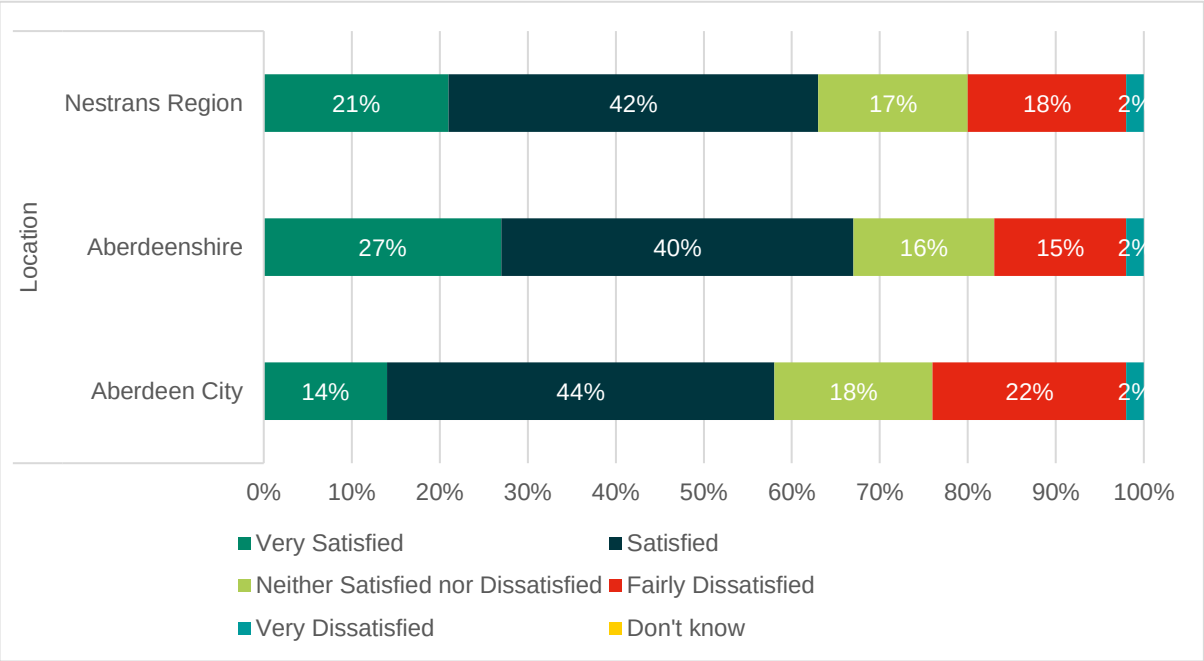


Base: Aberdeen City (n = 463), Aberdeenshire (n = 578)
Q.14d How satisfied were you with the frequency of the service?

3.5.5 Time Spent Waiting for Bus

Overall, three fifths of respondents were satisfied with the length of time they spent waiting for the bus (63%). People in Aberdeen City were more likely to be dissatisfied (24%) with the time spent waiting for the bus than people in Aberdeenshire (17%).

Figure 11: Satisfaction with Bus Waiting Times

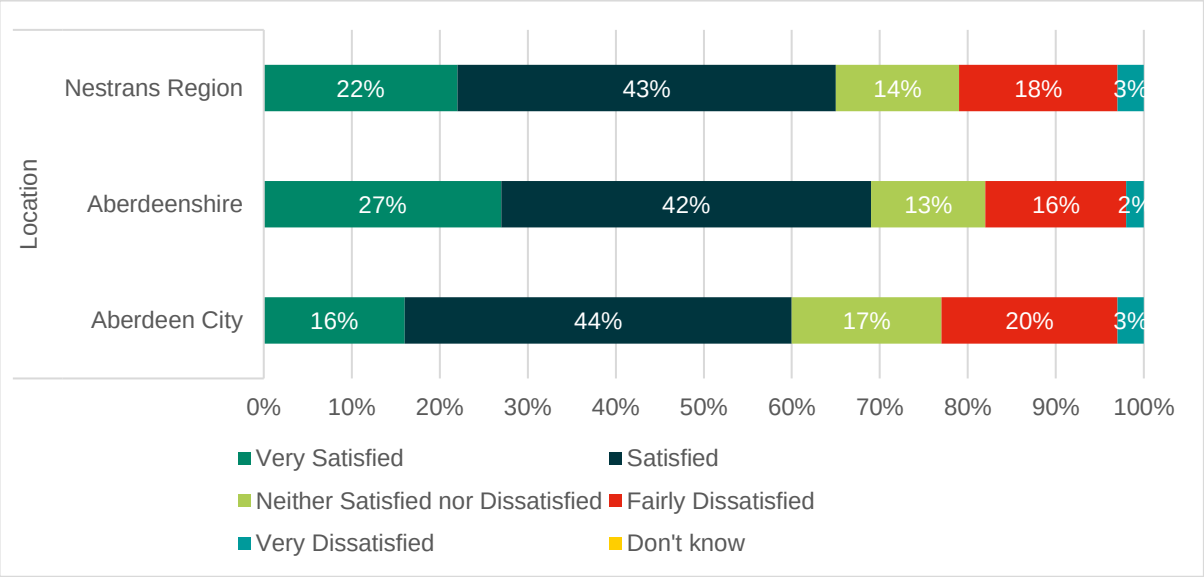


Base: Aberdeen City (n = 464), Aberdeenshire (n = 579)
Q.14e How satisfied were you with the length of time you waited for the bus?

3.5.6 Bus Arrival Time

Overall, 65% of respondents were satisfied with their bus arrival time (69% of Aberdeenshire residents were satisfied and 60% of Aberdeen City residents were satisfied).

Figure 12: Satisfaction with Bus Arrival Time (%)

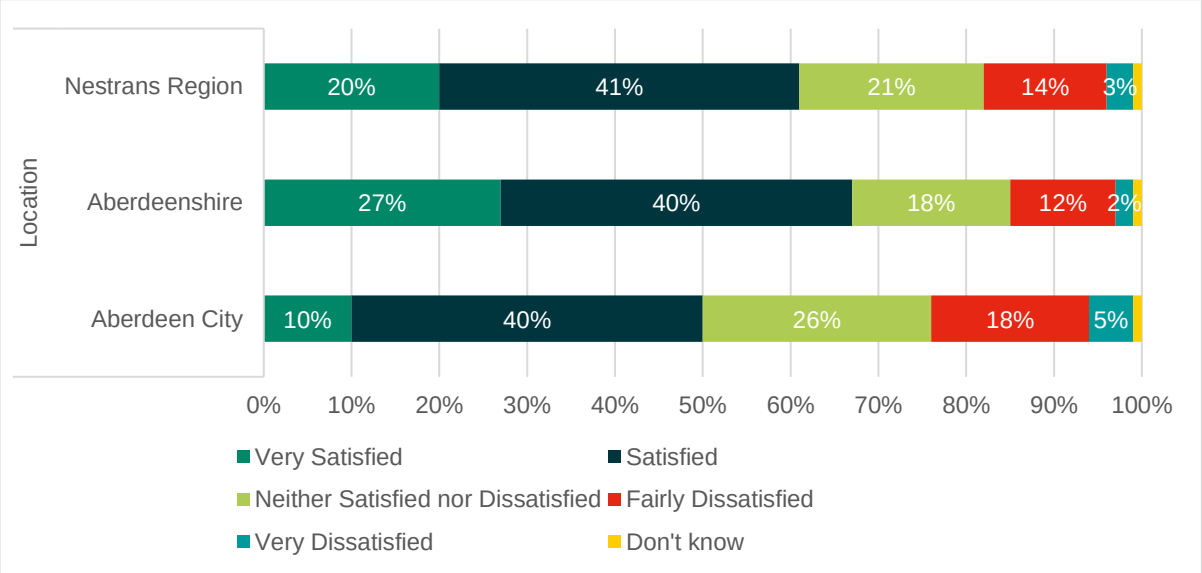


Base: Aberdeen City (n = 464), Aberdeenshire (n = 575)

3.5.7 Facilities at the Bus Stop

Across the region, 61% of respondents were satisfied with the facilities provided at their bus stop. People in Aberdeenshire were more likely to say they were satisfied with the facilities provided at their bus stop (67%) compared to people in Aberdeen City (50%).

Figure 13: Satisfaction with Bus Stop Facilities (%)



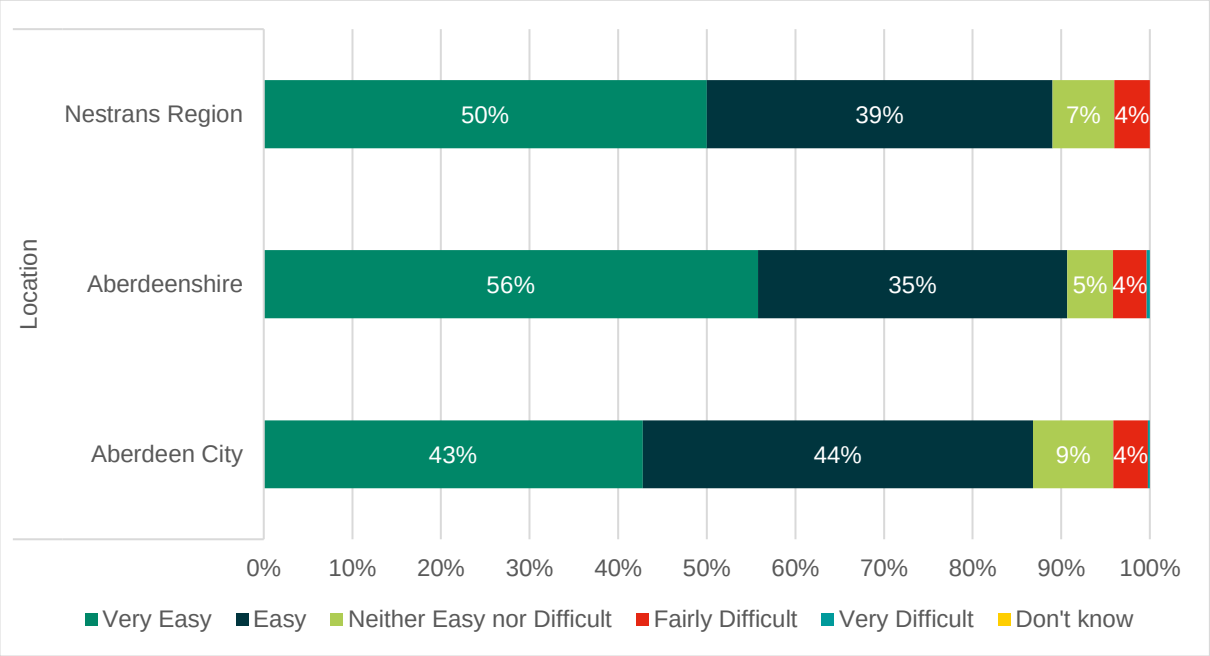
Base: Aberdeen City (n = 460), Aberdeenshire (n = 574)
Q.14g How satisfied were you with the facilities provided at the bus stop?

3.6 Onboarding and Tickets

3.6.1 Boarding to Bus

Overall, 89% of respondents found it easy to board the bus in Aberdeenshire and Aberdeen City (91% and 87% respectively) with bus users in Aberdeenshire more likely to report it was very easy to board the bus (56%) compared to Aberdeen City respondents (43%). Those respondents whose day-to-day activities were limited because of a health problem or disability were more likely to state they found it more difficult to board the bus compared to those without (18% and 3%, respectively).

Figure 14: Ease of Boarding (%)



Base: Aberdeen City (n = 463), Aberdeenshire (n = 579)
Q.15 How easy was it to board the bus?

4% in both Aberdeen City and Aberdeenshire found it difficult to board the bus. Those who reported it to be very or fairly difficult to board the bus were asked to provide a reason from a selection of options, with results shown in Table 10.

Table 9: Reason Respondents Struggled to Board the Bus (%)

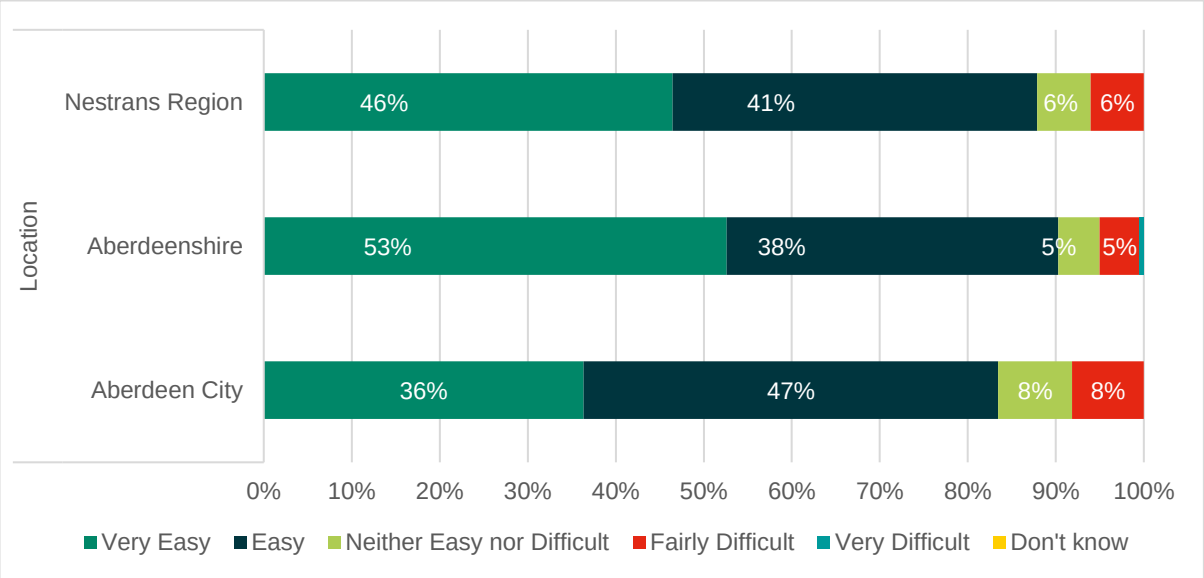
Aberdeenshire	Aberdeen City
The vehicle (n=13)	The vehicle (n=8)
The pavement (n=2)	The pavement (n=0)
How closely the driver pulled up (n=0)	How closely the driver pulled up (n=5)
Parked cars (n=0)	Parked cars (n=2)
Other obstructions (such as rubbish bins or street furniture) (n=3)	Other obstructions (such as rubbish bins or street furniture) (n=0)

Base: Aberdeen City (n = 15), Aberdeenshire (n = 18)
Q.15a What made it difficult to board the bus?

3.6.2 Getting a Seat

Over four fifths of the whole sample thought it was easy to find a seat on their bus (87%), with slightly more people in Aberdeenshire (91%) finding a seat easily than in Aberdeen City (83%). Those whose day-to-day activities were limited because of a health problem or disability reported finding it harder to find a seat.

Figure 15: Ease to Find a Seat or a Safe Place to Stand (%)

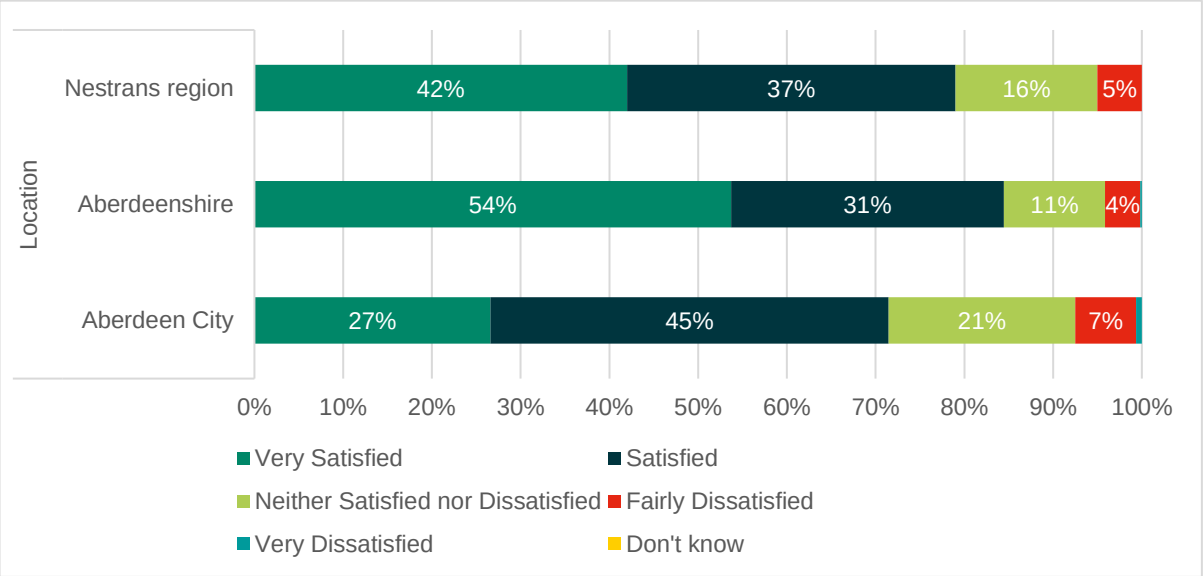


Base: Aberdeen City (n = 465), Aberdeenshire (n = 576)
Q.16 How easy was it to find a seat/safe place to stand?

3.6.3 Driver Behaviour

Overall 79% of respondents were satisfied with the bus drivers' behaviour. Aberdeenshire bus users were more satisfied with the bus driver's behaviour (85%) than bus users in Aberdeen City (72%), with the number of bus users who reported being 'very satisfied' double in Aberdeenshire compared to Aberdeen City.

Figure 16: Satisfaction with Driver (%)



Base: Aberdeen City (n = 466), Aberdeenshire (n = 579)
Q.17 How satisfied were you with the drivers' behaviour?

Reasons for dissatisfaction with driver behaviour are listed below.

Table 10: Reasons for Driver Dissatisfaction

Drivers' attitude (n=34),	*"Poor customer service"* *"Lots of drivers are rude"*
Language barrier (n=5)	*"Their English is poor"*
Their driving skills (n=5)	*"Poor driving skills"*

Base: (n = 59). Number of respondents dissatisfied with driver behaviour in Aberdeen City and Aberdeenshire.
Q.17a What about the driver's behaviour were you dissatisfied with?

3.6.4 Purchasing a Ticket

Respondents were asked which type of ticket they used for their bus journey. The most popular ticket amongst respondents was Free/Subsidised Concessionary Pass (43%), this was the most popular choice in both Aberdeen City (39%) and Aberdeenshire (46%). A full list of the ticket types are listed below:

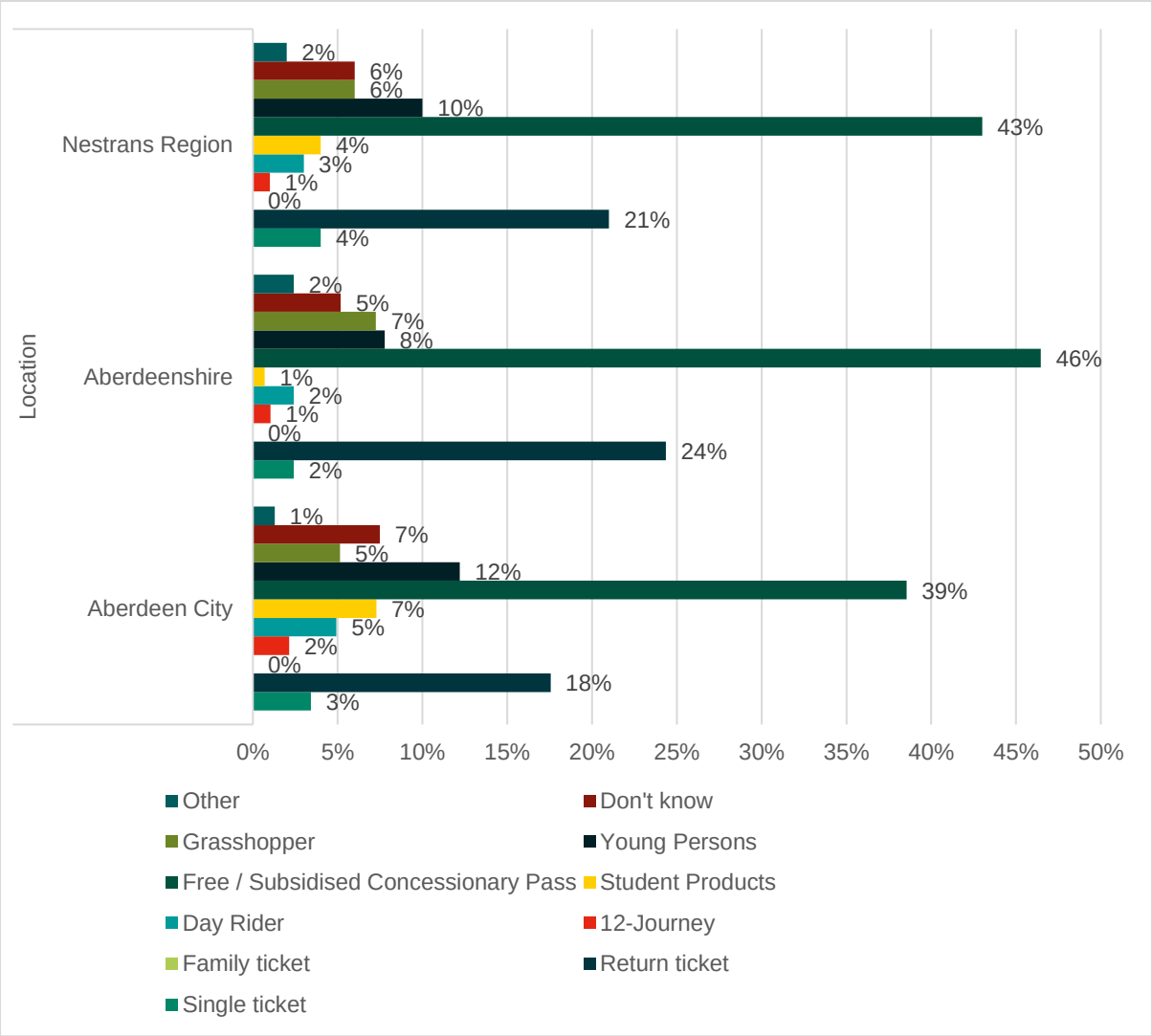
- Single ticket
- Return ticket
- Family ticket
- 12-Journey
- Day Rider
- Student Products
- Free / Subsidised Concessionary Pass
- Young Persons
- Grasshopper

Despite 16% of respondents being aged between 16 and 22, only 10% of respondents said they used the Young Persons National Entitlement Card. The most popular paid ticket in the region was the Grasshopper ticket (7%).

In Aberdeenshire, the most popular ticket was the Grasshopper ticket (7%), which allows users to travel on services provided by different operators. It's popularity in the region can be explained with two dominant bus operators, First and Stagecoach, operating across multiple zones making travel easier for those wishing to travel across the City and Shire.

Student products were the most popular ticket in Aberdeen City (7%). The popularity of this ticket type is likely due to the number of young bus users in Aberdeen City (41%). The popularity of this ticket type in Aberdeen City would also explain why the Bus Services 1 and 2 had a high number of respondents within the total BPSS sample, as these bus services provide a service to the two major university campuses in the City.

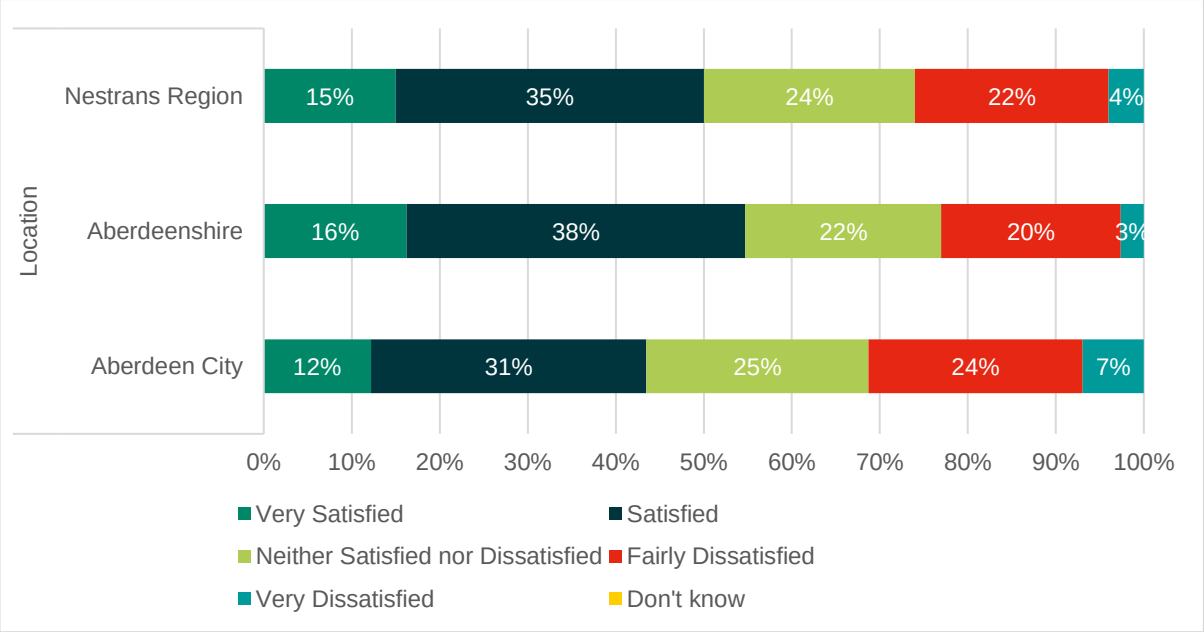
Figure 17: Type of Ticket Used (%)



Base: Aberdeen City (n = 467), Aberdeenshire (n = 579)
Q. 18 What type of ticket did you use?

A third of respondents (30%) had purchased a ticket for their journey. Of those that had, 23% in Aberdeenshire and 31% in Aberdeen City were dissatisfied with the value for money of their ticket.

Figure 18: Satisfaction with Value for Money of Bus Fare (%)



Base: Aberdeen City (n = 230), Aberdeenshire (n = 265)
***Only respondents who bought a ticket were asked this question**
Q18a. How satisfied are you with the value for money of your bus fare?

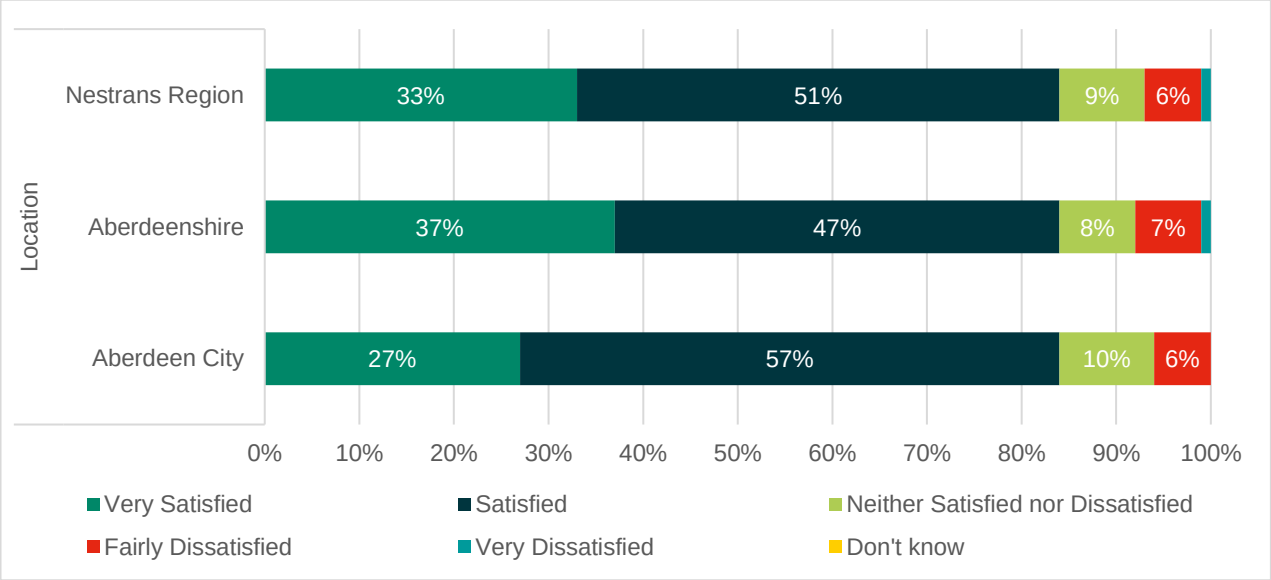
3.7 Journey Experience

3.7.1 On the Bus

3.7.1.1 Condition of the Bus

A large majority of respondents were satisfied with the condition and cleanliness of the bus (84% Aberdeen City and 83% Aberdeenshire).

Figure 19: Satisfaction with Bus Condition (%)

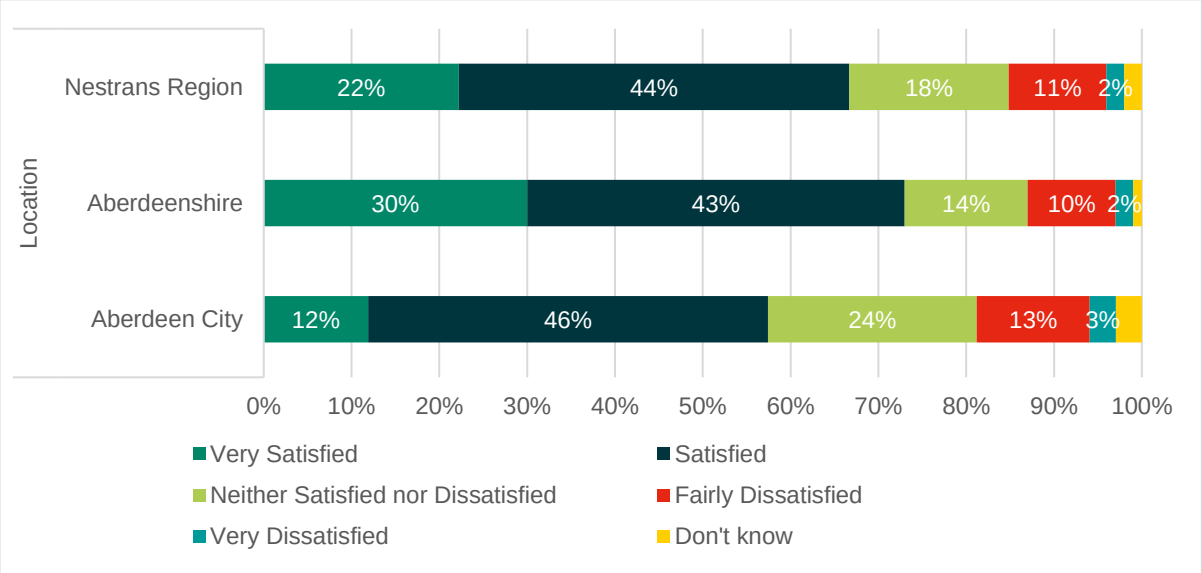


Base: Aberdeen City (n = 467), Aberdeenshire (n = 577)
Q.19a How satisfied were you with the condition and cleanliness of the bus?

3.7.1.2 Information on the Bus

Overall respondents were mostly satisfied with the information that was provided on the bus (66%). Respondents in Aberdeenshire were more likely to say they were satisfied with the on-board bus information (73%) than those in Aberdeen City (58%).

Figure 20: Satisfaction with Information on the Bus (%)

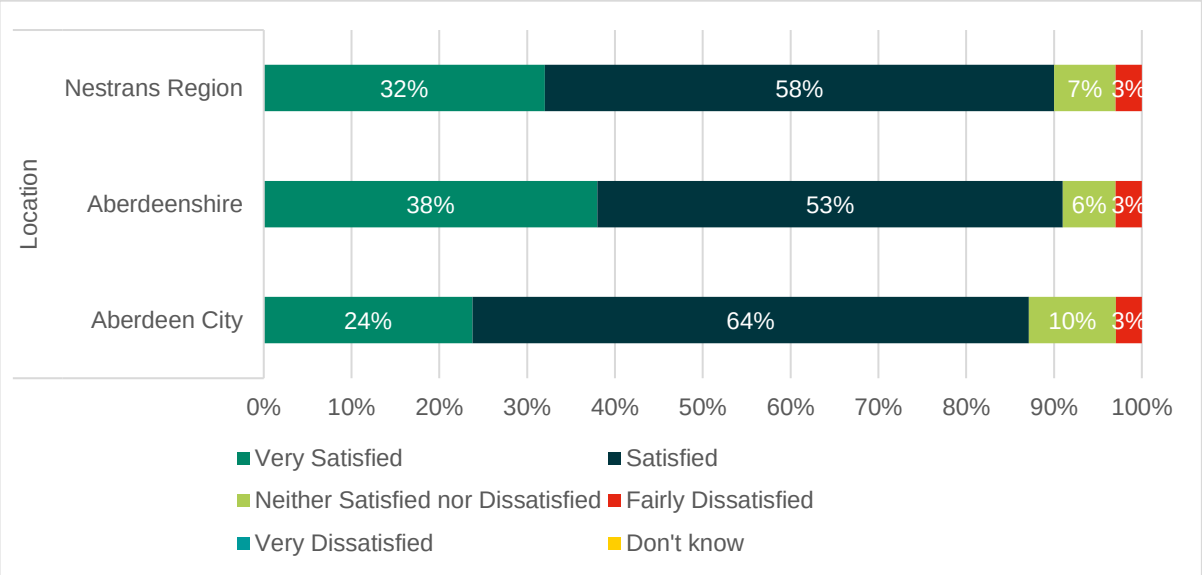


Base: Aberdeen City (n = 467), Aberdeenshire (n = 577)
Q.19b How satisfied were you with the information on the bus?

3.7.2 Personal Safety

Overall, both Aberdeen City and Aberdeenshire respondents were satisfied with their personal safety (88% and 91% respectively) while travelling on the bus. Respondents in Aberdeenshire were more likely to say they were 'very satisfied' with their personal safety on the bus (38% compared to 24% in Aberdeen City).

Figure 21: Satisfaction with Personal Safety on the Bus (%)



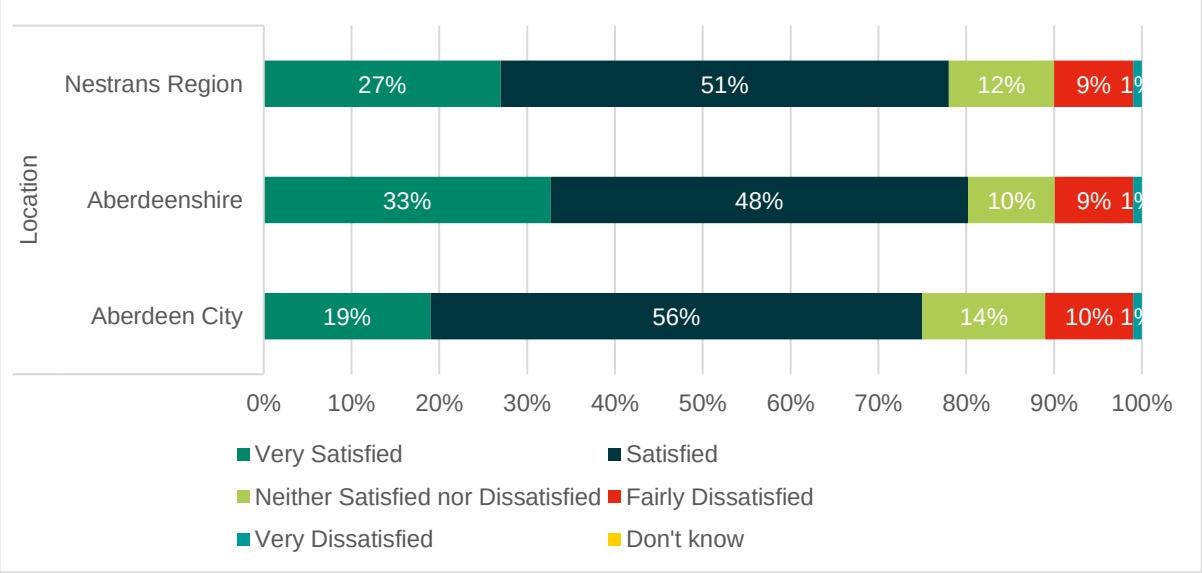
Base: Aberdeen City (n = 467), Aberdeenshire (n = 577)
Q.19c How satisfied were you with your personal safety on the bus?

3.7.3 The Journey

3.7.3.1 Ride Smoothness

Overall, four fifths of respondents were satisfied with the smoothness of the journey (78%). Respondents from Aberdeenshire were more likely to be 'very satisfied' (33% compared to 19% in Aberdeen City).

Figure 22: Satisfaction with Journey Smoothness (%)



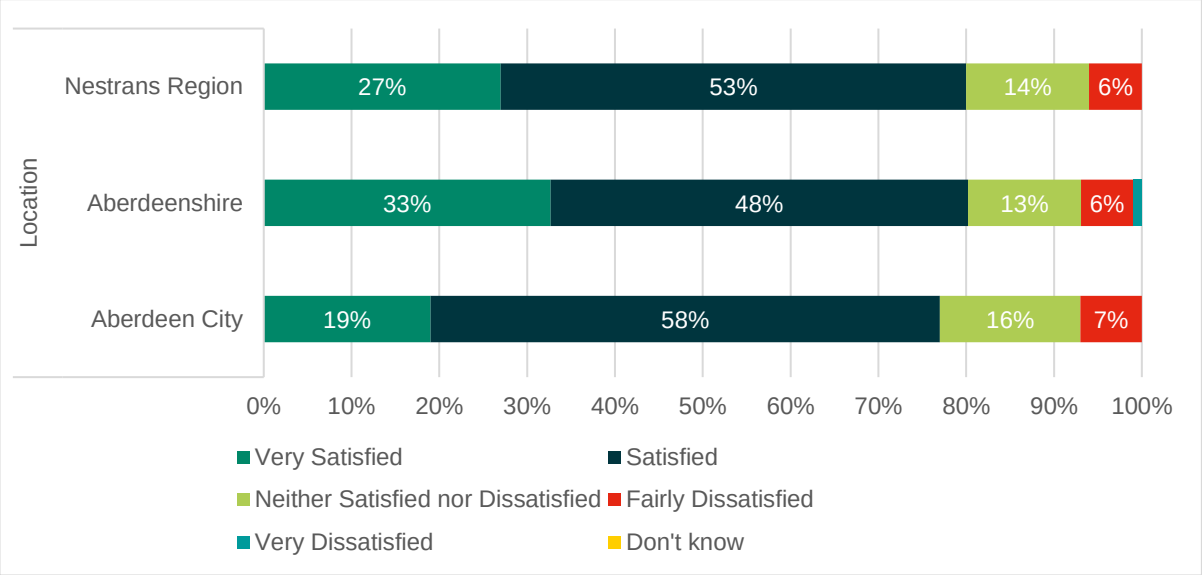
Base: Aberdeen City (n = 467), Aberdeenshire (n = 578)
Q.19d How satisfied were you with the smoothness of your journey?

10% of all respondents said they were dissatisfied with the journey smoothness. Over half of the Aberdeen City respondents who were dissatisfied with the journey smoothness stated this was due to the quality of driving, whereas almost half of those dissatisfied from Aberdeenshire focussed on vehicle quality.; the latter is likely to be a reflection of the longer distances (and time) that passengers on Aberdeenshire bus services will be traveling on the bus.

3.7.3.2 Comfort of the Bus

Overall, 80% of respondents were satisfied with the comfort of the bus. Respondents from both Aberdeen City and Aberdeenshire were satisfied with the comfort of the bus (77% and 81% respectively). Respondents of Aberdeenshire were more likely to say they were 'Very Satisfied' with the comfort of the bus (33% compared to 19% in Aberdeen City).

Figure 23: Satisfaction with Comfort of the Bus (%)



Base: Aberdeen City (n = 466), Aberdeenshire (n = 577)
Q.19e How satisfied were you with the comfort of the bus?

59 respondents across the survey said that they were dissatisfied with the comfort of the bus. Key factors that influenced respondents' dissatisfaction included the seating (n=28), the personal space available (n=20) and the temperature of the bus (n=22).

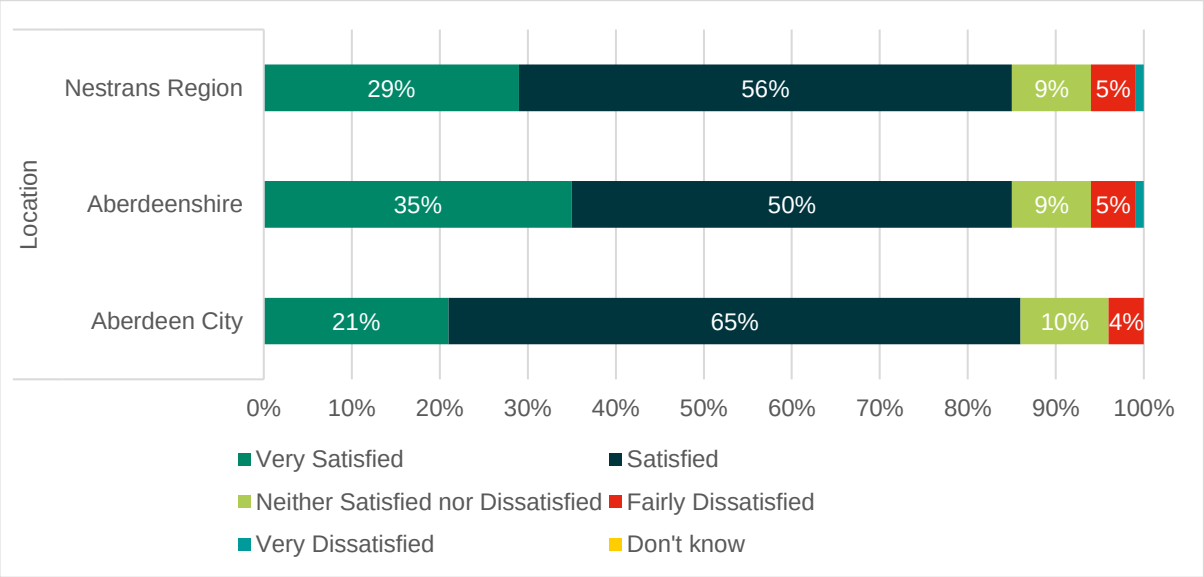
3.8 Journey Completion

3.8.1 Journey Speed and Directness

3.8.1.1 Journey Speed

Overall, survey respondents were satisfied with the speed of their bus journey with 86% of Aberdeen City respondents saying they were satisfied with journey speed and 85% in Aberdeenshire. People in Aberdeenshire were more likely to be 'Very Satisfied' with the speed of their journey (35% compared to 21% in Aberdeen City).

Figure 24: Satisfaction with Journey Speed (%)

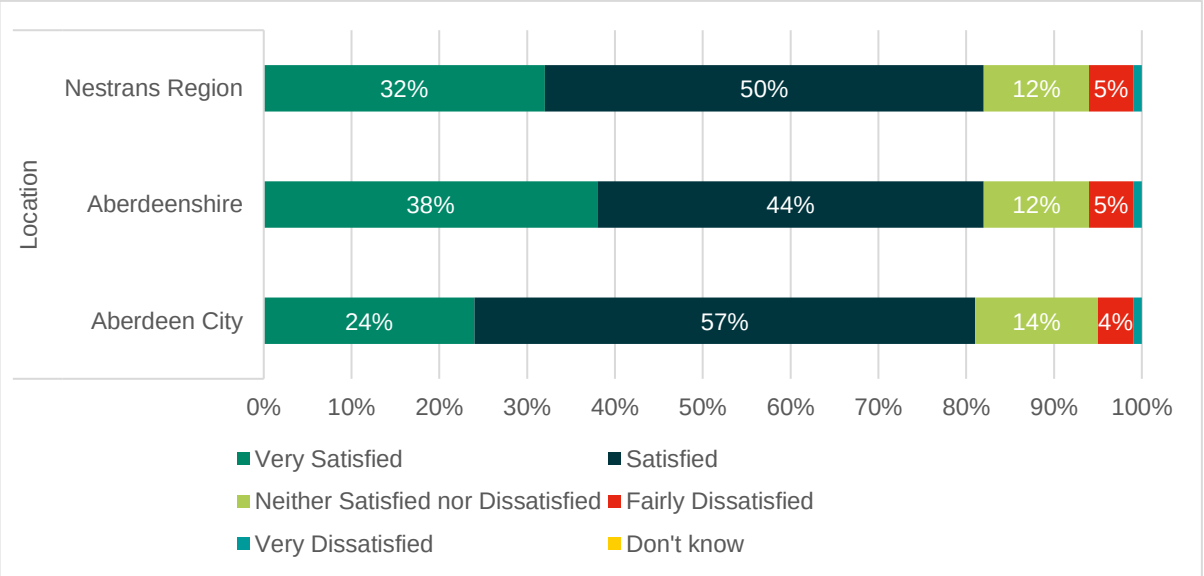


Base: Aberdeen City (n = 466), Aberdeenshire (n = 576)
Q.20a How satisfied were you with the speed of your journey?

3.8.1.2 Journey Directness

Respondents from both Aberdeen City and Aberdeenshire were satisfied with the directness of their journey (81% and 82% respectively). People in Aberdeenshire were more likely to be 'Very Satisfied' with the directness of their journey (38% compared to 24% in Aberdeen City).

Figure 25: Satisfaction with Journey Directness (%)

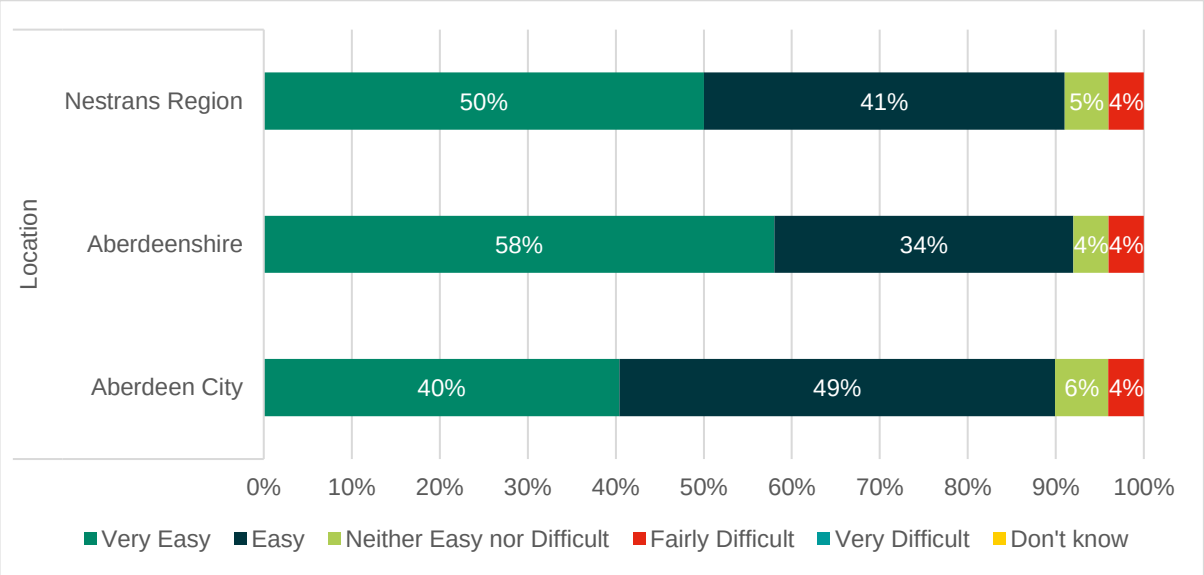


Base: Aberdeen City (n = 446), Aberdeenshire (n = 574)
Q.20b How satisfied were you with the directness of your journey?

3.8.2 Alighting

Overall respondents from both Aberdeen City and Aberdeenshire found it easy to alight the bus (89% and 92% respectively).

Figure 26: Ease of Departing the Bus (%)

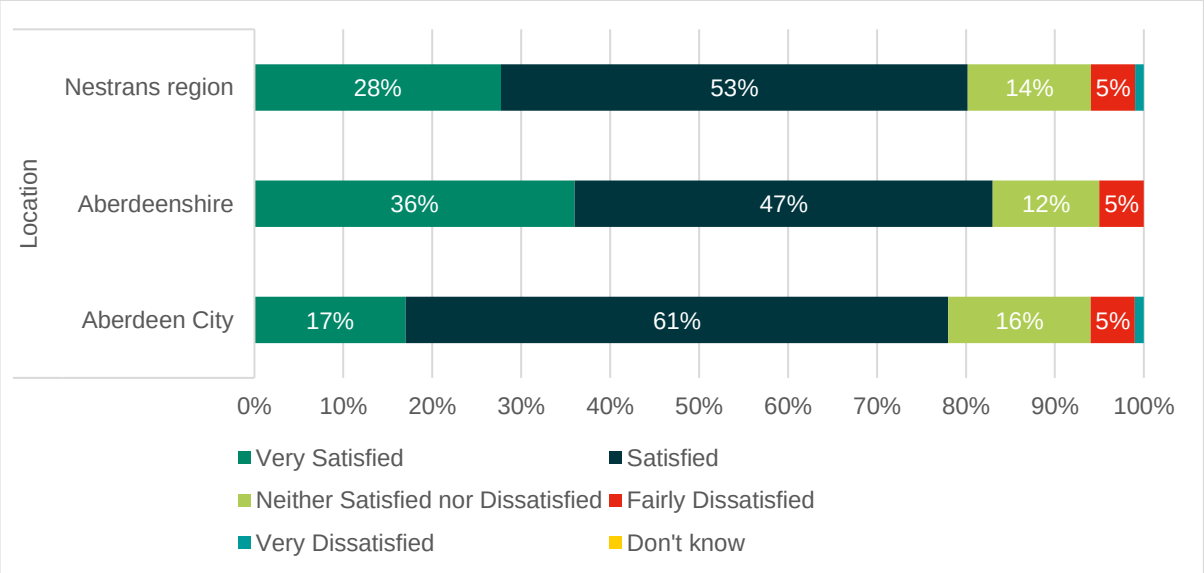


Base: Aberdeen City (n = 463), Aberdeenshire (n = 571)
Q.21 How easy was it for you to offboard the bus?

3.8.3 Overall Satisfaction

Overall satisfaction was high at 81% across the Nestrans region, with Aberdeen City respondents having a lower satisfaction level than Aberdeenshire respondents (78% compared to 83% respectively). Satisfaction levels are higher than those observed within the CTS where 62% were satisfied[4]

Figure 27: Satisfaction with Overall Bus Experience (%)



Base: Aberdeen City (n = 462), Aberdeenshire (n = 571)
Q.20c How satisfied were you with the overall service you experienced on that trip?

[4] It should be noted that the CTS was undertaken as a telephone interview with the general public and therefore with a sample less likely to be familiar with the bus network in the region whereas the BPSS has been undertaken with bus users. This will account for the difference in satisfaction levels amongst the two respondent samples.

When given the option to provide a free text comment about their experience travelling by bus in the region, the most frequently mentioned aspect from passengers was unreliability of the bus service (n=63):

"Very bad at keeping times"

"The bus was late as usual"

Comments related to bus timetables were also frequently raised (n=55):

"Need more updated timetables"

"The app is rubbish it never works"

"The times of the buses are not accurate"

Other comments were generally positive related to specific services or facilities at bus stops, with some potential improvements also noted:

"Great service"

"Very satisfied"

"More bus shelters especially with bad weather"

"Bus waiting room could have more seating area"

4. Summary

4.1 Comparison with 2019 Transport Focus Survey

In 2019 Transport Focus conducted bus passenger satisfaction surveys in the North East of Scotland. In order to provide continuity, the topics covered in the 2019 survey were used as a reference point for formulating the question set used in the 2023 survey (see survey script in Appendix B).

This section provides a brief comparison of the key findings of the 2019 Transport Focus surveys with key results of the 2023 BPPS survey outlined in this report in order to highlight potential areas where passenger improvements may have been experienced over the last four years and, equally, where improvements could potentially be made.

4.1.1 Punctuality

The 2019 survey asked respondents how satisfied they were with 'the punctuality of the bus'. The 2023 survey asked respondents 'How satisfied were you with your bus arrival time?' (Question 14f). In the 2019 survey 86% of respondents were satisfied with their bus's punctuality of their bus service. This is higher than the 2023 satisfaction rate of 65% suggesting that bus arrival time has decreased post COVID-19.

The 2019 survey asked respondents how satisfied they were with time they spent waiting on the bus. The same question (Question 14e) was asked on the 2023 survey. 63% of 2023 respondents were satisfied with time they spent waiting on the bus. This is a decrease from the 2019 survey where 70% of respondents were satisfied with their waiting time.

4.1.2 At the Bus Stop

The 2023 survey asked passengers about their satisfaction with facilities provided at the bus stop. This was a new question (i.e. not in the 2019 Passenger Focus survey) and followed the introduction of real time bus information at bus stops across the region since 2019. The 2023 survey also asked respondents to rate their satisfaction of the condition and cleanliness of the bus stop (Question 14b). 75% of respondents said they were satisfied with condition and cleanliness in 2023, this is higher than satisfaction for a similar question asked in the Transport Focus 2019 survey (satisfaction with condition and maintenance) which reported only 69% of respondents stating that they were satisfied. This may suggest that since the 2019 surveys bus stops, the maintenance regime for bus stops across the Nestrans region has improved.

4.1.3 On the Bus

In 2019, 93% of respondents said they found it easy to board the bus, in 2023 89% of respondents said they found it easy to board the bus (Question 15). In 2019, 88% of respondents said they found it easy to get off the bus, in 2023 91% of respondents found it easy to get off the bus (Question 21).

In 2019, 78% of respondents stated their satisfaction with the cleanliness and condition of the bus. In 2023, satisfaction with bus condition and cleanliness (Question 19a) rose to 84%.

In 2019, 64% of respondents were satisfied with the information provided on the bus. In 2023, respondents were asked the same question (Question 19b) with 66% of respondents stating they were satisfied.

In the 2019 survey, 88% of respondents were satisfied with the ability to find somewhere to sit or a safe place to stand on the bus. The same question was asked (Question 16) in the 2023 BPSS survey, with 87% of respondents being satisfied.

In 2019, 79% of respondents said they were satisfied with the comfort of the bus. In 2023, 80% of respondents said they were satisfied with the comfort of the bus (Question 19e).

In 2019, 85% of respondents were satisfied with their personal safety on the bus, with the 2023 survey showing this has risen with 90% of passengers satisfied with their personal safety.

The data generally suggests that since the time of the previous Transport Focus survey in 2019, the 'on the bus' experience has generally improved for bus users in the Nestrans region.

4.1.4 The Bus Driver

In 2019, respondents were asked how satisfied they were with 'The helpfulness and attitude' of the bus driver with 73% stating they were satisfied in this regard. In the 2023 a similar question was asked, 'How satisfied were you with the drivers behaviour?' (Question 17), to which 79% of respondents said they were satisfied.

The 2019 survey also asked respondents how satisfied they were with the 'smoothness/freedom of jolting' during their bus journey, with 77% stating they were satisfied. In the 2023 survey, respondents were asked 'How satisfied were you with the smoothness of the journey?' to which 78% of respondents said they were satisfied. These results suggest that there has been little change in terms of perception and views about driver behaviour since 2019 and that the overwhelming majority of bus passengers are satisfied in this regard.

4.1.5 Journey Time

In 2019, respondents were asked how satisfied they were with the 'Time the journey on the bus took', with 86% of respondents stating they were satisfied with their bus journey time. In 2023, respondents were asked 'How satisfied were you with the speed of your journey?' with an equivalent proportion (86%) saying they were satisfied with the speed of their journey, indicating there has been no change in levels of satisfaction with bus journey speeds since 2019.

4.1.6 Value for Money

Of all fare paying passengers in the 2019 Transport Focus survey, only 49% said they were satisfied with the value for money of their bus journey. In 2023 respondents were asked 'How satisfied are you with the value for money of your bus fare?' (Question 18a), 50% of respondents said they were satisfied. These results show that passenger views about the value for money of bus fares has remained relatively unchanged since 2019.

4.1.7 Overall Satisfaction

In 2019, the overall satisfaction of Transport Focus survey respondents was 86% for the Nestrans region, which represents a higher satisfaction rate compared to the 2023 bus passenger satisfaction surey where, in response to the same question (Question 20c), 81% of respondents said they were satisfied with their bus service overall. This suggests that bus users are slightly less satisfied with the quality of bus service than in 2019.

4.1.8 Comparison with Other Parts of the UK

The following table shows a comparison between findings from the Nestrans BPSS and surveys conducted in other parts of the UK with similar population and geographical properties[5]:

Table 11: Comparison with Other BPSS (%)

KPI	Nestrans Region (2023)	Cornwall (2020)	Greater Manchester (2020)	Cambridgeshire & Peterborough (2020)
Overall Satisfaction	81%	93%	87%	86%
Journey time Variability	86%	87%	82%	81%
Value for Money	50%	57%	62%	74%
Punctuality	65%	83%	68%	74%

The table above suggests that bus satisfaction levels in the Nestrans region are generally below those in comparable parts of the UK. However, comparisons should be treated with caution, particularly where the available data is only available for previous years, and a more detailed review of other regions would need to be undertaken to better understand relative levels of bus passenger satisfaction.

4.2 Summary

This report has presented the findings from the 2023 Bus Passenger Satisfaction Survey for the Nestrans region, with results broken down for Aberdeen City and Aberdeenshire. The data collected, which has been shared separately to Nestrans as data files, provides a baseline data set from which Nestrans and partners can monitor the objectives of the North East Bus Alliance and to help shape the targets of the forthcoming region-wide Bus Service Improvement Partnership (BSIP) plan.

The developed survey, set out in Appendix B, was developed with cognisance to the Transport Focus Passenger Satisfaction survey, and will provide a consistent set of questions that can be repeated to generate time-series data that will enable measures and improvements to be monitored throughout the life of the BSIP plan going forward.

[5] Comparison Data – Transport Focus Data Hub 2020 - https://transportfocusdatahub.org.uk

Appendix A - List of Bus Services Used by Passengers Completing the Survey

Bus Number	Corridors Served	Operator	Number of Users
1	Aberdeen City	First	54
10	North/Aberdeen City	Stagecoach	31
107	Visitor/Kincardine and Means	Stagecoach	1
10A	North/Aberdeen City	Stagecoach	3
10B	North/Aberdeen City	Stagecoach	3
11	Aberdeen City	First	26
11A	Aberdeen City	First	17
12	Aberdeen City	First	55
13	Aberdeen City	First	15
15	Aberdeen City	First	6
15B	Aberdeen City	First	2
17	Aberdeen City	First	32
172	Aberdeen City	First	3
18	Aberdeen City	First	19
18A	Aberdeen City	First	1
19	Aberdeen City	First	27
1A	Aberdeen City	First	17
1B	Aberdeen City	First	32
2	Aberdeen City	First	60
20	Aberdeen City	First	4
201	Deeside/Aberdeen City	Stagecoach	63
202	Deeside/Aberdeen City	Stagecoach	33
203	Deeside/Aberdeen City	Stagecoach	1
20B	Aberdeen City	First	1

210	Deeside/Aberdeen City	Stagecoach	7
218	Donside/Aberdeen City	Stagecoach	6
23	Aberdeen City	First	16
290	Banff/Aberdeen City	Stagecoach	8
291	Banff/Aberdeen City	Stagecoach	2
3	Aberdeen City	First	18
35	Visitor (Elgin)/Banff/Aberdeen City	Stagecoach	42
37	North	Stagecoach	6
3A	Aberdeen City	First	4
4	Aberdeen City	Stagecoach	9
49	North/Buchan	Stagecoach	1
5	Aberdeen City	Stagecoach	20
59	Aberdeen City	Stagecoach	22
6	Aberdeen City	Stagecoach	13
61	Buchan/Aberdeen City	Stagecoach	16
66	Buchan	Stagecoach	1
68	Buchan/Aberdeen City	Stagecoach	4
6A	Aberdeen City	Stagecoach	12
7	Kincardine and Means/Aberdeen City	Stagecoach	14
727	Aberdeen City	Stagecoach	19
74A	Buchan/Banff	Stagecoach	2
7B	Kincardine and Means/Aberdeen City	Stagecoach	6
8	Kincardine and Means/Aberdeen City	Stagecoach	1
82	Buchan	Stagecoach	4
83	Buchan	Stagecoach	3
8A	Kincardine and Means	Stagecoach	2
8C	Kincardine and Means	Stagecoach	1

9	North/Aberdeen City	Stagecoach	6
M9[6]	Visitor (Glasgow)/Aberdeen City	Megabus	7
M92[7]	Visitor (Edinburgh)/Aberdeen City	Megabus	3
M96[8]	Visitor (Inverness)/Aberdeen City	Megabus	4
X14	Aberdeen City	Stagecoach	2
X17	Donside/Aberdeen City	Stagecoach	15
X20	Donside/Aberdeen City	Stagecoach	6
X35	Visitor (Elgin)/Banff/Aberdeen City	Stagecoach	35
X60	Buchan/Aberdeen City	Stagecoach	15
X61	Buchan/Aberdeen City	Stagecoach	2
X63	Buchan/Aberdeen City	Stagecoach	12
X65	Buchan/Aberdeen City	Stagecoach	2
X67	Buchan/Aberdeen City	Stagecoach	6
X68	Buchan/Aberdeen City	Stagecoach	19
X69	Buchan/Aberdeen City	Stagecoach	11
X7[9]	Visitor (Perth Bus)/Aberdeen City	Stagecoach	60
X8	Kincardine and Means/Aberdeen City	Stagecoach	11

[6] Note that these are national/regional bus services which do not pick up between Aberdeen City and destinations beyond the regional boundary – However, Q2 of the questionnaire screens out those not starting a journey in Aberdeen or Aberdeenshire
[7] Note that these are national/regional bus services which do not pick up between Aberdeen City and destinations beyond the regional boundary – However, Q2 of the questionnaire screens out those not starting a journey in Aberdeen or Aberdeenshire
[8] Calls at Woodside, Blackburn, and Huntly
[9] Calls at Stonehaven and Inverbervie

Appendix B - Survey Questionnaire

Nestrans Bus Experience Questionnaire

DATE: 31 October 2023

Introduction

Good morning/afternoon/evening my name is [YOUR NAME] from AECOM, an independent research consultancy working on behalf of North East of Scotland Transport Partnership (Nestrans) to carry out a survey with residents about travel in Aberdeen City and Aberdeenshire. The purpose of this research is to understand your experience of using the bus, the bus networks experience overall to inform possible future plans for travel in your local area.

The survey will take around 10 minutes to complete.

The survey is being carried out under the MRS Code of Conduct and is subject to GDPR regulations.

All information collected will be treated in the strictest confidence and any data that are shared with Nestrans will be aggregated and not able to be linked back to one person.

Would you like any more information about your rights and how we use the data you provide under GDPR or am I ok to continue?

If privacy policy is required:

This survey is being carried out by AECOM on behalf of Nestrans.

We combine the information you provide with that of other respondents to understand the responses from people across the combined area of Aberdeen and Aberdeenshire.

To find out why Nestrans collect personal information and how it is used, please see https://www.nestrans.org.uk/data-protection-privacy-policies/

A copy of AECOM's privacy policy as data processers is available at www.aecom.com/privacy-policy

Any personal information you provide will be securely stored by AECOM. Once the project is complete personal data will then be deleted from the systems.

Further information about data privacy and your rights under the General Data Protection Regulation (the "GDPR") can be found at the ICO website (data protection regulator) www.ico.org.uk/for-the-public

Screening questions

ASK ALL

SINGLE

Q1. Based on the information provided; are you happy to participate in this survey?

☐ Yes

☐ No

If no, **THANK AND CLOSE**

ASK ALL

SINGLE

Q2. Have you made a bus journey beginning in Aberdeen or Aberdeenshire during the last month?

☐ Yes

☐ No

If no, **THANK AND CLOSE**

Demographic

Before we start, we like to make sure we have a good range of responses to represent the views of the population of Aberdeen City and Aberdeenshire and therefore we'd like to ask some questions about you. You can advise that you do not wish to answer a particular question however let me reassure you that we are bound by confidentiality rules by the MRS Code of Conduct.

ASK ALL

SINGLE

Q3. Where do you stay?

☐ Aberdeen City

☐ Aberdeenshire

☐ Visitor

ASK ALL

SINGLE

Q4. What is the postcode where you stay?

[Open text box]

ASK ALL

SINGLE

Q5. Which age category do you belong to? If you prefer, we can read out some age brackets for you.

☐ 16 to 21

☐ 22 to 34

☐ 35 to 44

☐ 45 to 54

☐ 54 to 59

☐ 60 to 64

☐ 65 to 74

☐ 75 and over

☐ Prefer not to say

ASK ALL

SINGLE

Q6. How would you describe your gender?

☐ Male / Man (including Trans)

☐ Female / Woman (including Trans)

☐ In another way

☐ Prefer not to say

ASK ALL

SINGLE CODE

Q7 Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Include problems due to old age.

☐ Yes, limited a lot

☐ Yes, limited a little

☐ No

☐ Prefer not to say

ASK ALL

SINGLE

Q8. How often do you use the bus?

☐ 4-7 Days

☐ 2-3 times a week

☐ About once a week

☐ About monthly

☐ Don't Know

The bus journey

For the next questions, can you think of a typical bus journey you have made in the last month beginning in Aberdeen or Aberdeenshire and answers all questions based on that one journey. This could be a journey you have just taken, or one taken a few weeks ago.

Firstly, I'm going to ask you a few background questions about that journey.

ASK ALL

SINGLE

Q9. Where in Aberdeen City/Aberdeenshire did you board the bus?

[Open text box]

ASK ALL

SINGLE

Q10. What was your bus service number?

[Open text box]

ASK ALL

SINGLE

Q11. How often do you take this specific journey?

☐ 4-7 times a week

☐ 2-3 times a week

☐ About once a week

☐ About monthly

☐ Hardly ever

☐ Don't Know

ASK ALL

SINGLE

Q12. What was the main purpose of your bus journey?

☐ Regular Journey to/from work

☐ Employers Business

☐ Personal Business

☐ Shopping

☐ Education

☐ Visiting Friends/Family

☐ Leisure/Relaxation

☐ Other

☐ Don't Know

Pre-journey planning

The following question will ask you about the planning you may have done prior to arriving at the bus stop.

ASK ALL

SINGLE

	Very Satisfied	Fairly Satisfied	Neither Satisfied nor Dissatisfied	Fairly Dissatisfied	Very Dissatisfied	Don't Know
Q13. How satisfied were you with the information available for planning your journey?						

At the bus stop

The following questions will ask about your experience at the bus stop prior to boarding the bus.

ASK ALL

	Very Satisfied	Fairly Satisfied	Neither Satisfied nor Dissatisfied	Fairly Dissatisfied	Very Dissatisfied	Don't Know
Q14a. How satisfied were you with your personal safety at the bus stop?						
Q14b. How satisfied were you with the overall condition and cleanliness of the bus stop?						
Q14c. How satisfied were you with the information provided at the bus stop?						
Q14d. How satisfied were you with the frequency of the service?						
Q14e. How satisfied were you with the length of time you waited for the bus?						
Q14f. How satisfied were you with your bus arrival time?						
Q14g. How satisfied were you with the facilities provided at the bus stop?						

Onboarding the bus and tickets

The following questions will ask about your experience of boarding the bus and the ticket you used for your journey.

ASK ALL

SINGLE

	Very Easy	Fairly Easy	Neither Easy nor Difficult	Fairly Difficult	Very Difficult	Don't Know
Q15. How easy was it for you to board the bus?						

ASK ONLY THOSE WHO REPORTED FAIRLY DIFFICULT OR VERY DIFFICULT

Q15a. What caused the difficulty with boarding?

☐ The vehicle

☐ The pavement

☐ How closely the driver pulled up

☐ Parked cars

☐ Other obstructions (such as rubbish bins or street furniture)

☐ Other, please specify: [Open text box]

ASK ALL

SINGLE

	Very Easy	Fairly Easy	Neither Easy nor Difficult	Fairly Difficult	Very Difficult	Don't Know
Q16. How easy was it to find a seat/safe space to stand on the bus?						

ASK ALL

SINGLE

	Very Satisfied	Fairly Satisfied	Neither Satisfied nor Dissatisfied	Fairly Dissatisfied	Very Dissatisfied	Don't Know
Q17. How satisfied were you with the driver's behaviour?						

ASK ONLY THOSE WHO REPORTED FAIRLY DISSATISFIED OR VERY DISSATISFIED

Q17a. Why were you dissatisfied with the driver's behaviours on this journey?

[Open textbox]

ASK ALL

SINGLE

Q18. What type of ticket did you use for your journey?

☐ Single

☐ Return Ticket

☐ Family Ticket

☐ 12-Jorney

☐ Day Rider

☐ Unirider,

☐ Free / Subsidised Concessionary Pass (Disabled or Over 60's)

☐ Young Persons

☐ Grasshopper

☐ Contactless (Tap on, Tap off)

☐ Other

☐ Don't Know

ASK ONLY THOSE WHO PURCHASED A TICKET

	Very Satisfied	Fairly Satisfied	Neither Satisfied nor Dissatisfied	Fairly Dissatisfied	Very Dissatisfied	Don't Know
Q18a. How satisfied are you with the value for money of your bus fare?						

ASK ONLY THOSE WHO SAID THEY USED CONCESSIONARY PASS

Q18B. Which concessionary pass did you use?

☐ Young Persons (under 22)

☐ Older Persons (over 60)

☐ Disabled Persons Bus Pass

☐ Other, please specify: [Open text box]

Journey experience

The following questions will ask about your experience during your journey on the bus that day.

ASK ALL

	Very Satisfied	Fairly Satisfied	Neither Satisfied nor Dissatisfied	Fairly Dissatisfied	Very Dissatisfied	Don't Know
Q19a. How satisfied were you with the condition and cleanliness of the bus?						
Q19b. How satisfied were you with the journey information provided on the bus?						
Q19c. How satisfied were you with your personal safety on the bus?						
Q19d. How satisfied were you with the smoothness of the journey?						
Q19e. How satisfied were you with the comfort of the bus?						

ASK ONLY THOSE WHO REPORTED FAIRLY DISSATISFIED OR VERY DISSATISFIED

Q19f. Why were you dissatisfied with the smoothness of the journey?

☐ The vehicle

☐ The pavement

☐ The quality of the driving

☐ Other, please specify: [Open text box]

ASK ONLY THOSE WHO REPORTED FAIRLY DISSATISFIED OR VERY DISSATISFIED

Q19g. Why were you dissatisfied with the comfort of the bus?

☐ The seating

☐ The personal space available

☒ The luggage space available

☐ The temperature

☐ The noise levels

☐ Other, please specify: [Open text box]

Journey conclusion

The following questions will ask about your experience of the overall journey you took that day.

ASK ALL

	Very Satisfied	Fairly Satisfied	Neither Satisfied nor Dissatisfied	Fairly Dissatisfied	Very Dissatisfied	Don't Know
Q20a. How satisfied were you with the speed of your journey?						
Q20b. How satisfied were you with the directness of the route taken by the bus?						
Q20c. How satisfied were you with the overall service you experienced on that trip?						

ASK ALL

SINGLE

	Very Easy	Fairly Easy	Neither Easy nor Difficult	Fairly Difficult	Very Difficult	Don't Know
Q21. How easy was it for you to get off the bus?						

ASK ALL

SINGLE

Q22. Do you have any other feedback you would like to share about the journey you took that day?

[Open textbox]

THANK AND CLOSE