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Aberdeenshire Bus Satisfaction Surveys Case Study

In March 2010, Streetwise undertook a follow up market research study of users of bus services in Aberdeenshire. This was part of a longitudinal study to assess changes in the user experience of buses in the local area and the efficacy of interventions to promote modal split.

A two-stage study was undertaken in March 2009, consisting of CATI (computer aided telephone interviews) and CAPI (computer aided personal interviews) of users and non-users of bus services. For each element, a pilot survey was conducted to test methodology and questionnaire design. During the main survey period in March 2009, 3,000 face to face records were collected across 7 corridors, in addition to a randomly generated sample of 1,000 users and non-users who were surveyed by telephone.

Our follow up in 2010 involved a further 1,000 responses being collected across the same corridors and additionally within the main regional generator of Aberdeen city centre. To maintain continuity of the data set, the same CAPI methodology and survey team was employed. Following data download, range and logic checks were undertaken and then raw data provided and summary tables provided to the client in Excel. The results help inform the local authority's assessment of bus user satisfaction within the local area and assist in procuring services through operators.



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