

**First Aberdeen Customer Survey**

Thank you for taking the time to complete this short survey. Completed surveys can be submitted as follows:

Post: Commercial Manager, First Aberdeen, 395 King Street, Aberdeen AB24 5RP  
 In person: First Travel Centre, 47 Union Street, Aberdeen AB11 5BN

Email: aberdeenmarketing@firstgroup.com

**1. How many times per week do you use the bus (count return journeys as 1)?**

0-3	
4-6	
7-10	
11+	

**2. What is your main purpose for travel?**

Leisure trips to city centre	
Shopping/Local facilities	
Education (school, university etc.)	
Commuting to city centre	
Hospital appointments	
Other (please state):	

**3. Please state the main places which you travel to:**


**4. Please rate these modes of transport in the order you use them most frequently (1 for most frequent, 6 for least frequent)**

Car (driver)	
Car (passenger)	
Bus	
Taxi	
Walking	
Cycling	

**5. Please rate the following features of bus travel in order of importance**

(1 for most important, 6 for least important)

Frequency of service	
Connections to hospital	
WiFi/Leather Seats	
Late Evening services	
Express journeys to city (limited stops)	
Local connections (all stops served)	
Other (please state):	

**6. Please choose your age:**

5-15	
16-25	
25-40	
45-60	
60+	

**7. Where did you last see advertising from First Aberdeen?**

Posters/adverts on the bus	
Facebook/Online advertising	
Radio adverts	
Leaflets at home	
Leaflets on street	

**8. How do you usually pay for your bus travel?**

Single tickets on bus	
Day tickets on bus	
Return tickets on bus	
Weekly tickets on bus	
M-tickets app	
Season ticket purchased at Travel Centre	
I have a Concession card (free travel)	
Other (please state):	

**9. Would you consider paying for your bus travel using your mobile phone?**

Yes	
No	

**10. If not, why not? (please state):**

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**11. Please state ONE thing that would make you travel more frequently by bus:**

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**12. Please state your full postcode**

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