

Tram Passenger Survey (TPS) **Blackpool**

Autumn 2015 results

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TPS 2015 Blackpool

Context to the survey

Context to the 2015 survey

The Tram Passenger Survey (TPS)

The TPS provides a consistent, robust measurement of passenger satisfaction with tram services in Britain

It also informs our understanding of barriers to (greater) tram use, how to encourage greater use, and how to improve the passenger experience

Comparisons can also be made with passenger experiences on buses and trains, as measured by the Bus Passenger Survey (BPS) and National Rail Passenger Survey (NRPS)

The 2015 TPS covered tram services in Manchester, Birmingham, Blackpool, Edinburgh, Nottingham and Sheffield



The survey methodology

Passengers are approached while making a journey; they answer the survey about that journey specifically







The questionnaire is self-completion, with passengers offered a choice of online or paper

Interviewers approached passengers on all days of the week between 6am and 10pm, between **17th September and 26th November 2015**

594 surveys were completed for Blackpool in autumn 2015

For further details of the survey method, see Appendix

The Blackpool network in context

	The Network	Passenger Journeys*	Ticket Purchasing	Information at stops	Frequency	Engineering disruptions / other notes
	1 line 37 stops 11 miles	4.1 million	<ul style="list-style-type: none"> ✗ TVMs at stops ✓ Conductors on board 	<ul style="list-style-type: none"> ✓ Info boards at stops (TTs, fares) ✗ Passenger Info Displays 	<ul style="list-style-type: none"> Mon-Sat: every 15-30 mins Sun: 20-30 mins 	<ul style="list-style-type: none"> • Blackpool illuminations 4th Sept – 8th Nov 2015 • Heritage trams operate bank holidays, weekends and summer; not covered in this research • No significant issues affected fieldwork
	1 line 15 stops 8.7 miles	4.9 million	<ul style="list-style-type: none"> ✓ TVMs at stops ✗ Conductors on board 	<ul style="list-style-type: none"> ✗ Info boards at stops (TTs, fares) ✓ Passenger Info Displays 	<ul style="list-style-type: none"> Mon-Sat: every 8-10 mins Sun: 12-15 mins 	<ul style="list-style-type: none"> • Network opened 31st May 2014 • No significant issues affected fieldwork
	7 lines 91 stops 57 miles	31.2 million	<ul style="list-style-type: none"> ✓ TVMs at stops ✗ Conductors on board 	<ul style="list-style-type: none"> ✓ Info boards all stops (TTs, fares) ✓ Passenger Info Displays <i>(Not all stops on Bury and Altrincham lines)</i> 	<ul style="list-style-type: none"> Mon-Sat: every 6-12 mins Sun: 12-15 mins 	<ul style="list-style-type: none"> • Second city works to provide direct link between St Peter's Square and Victoria • Fire around Victoria 12th Oct; some fieldwork rearranged for short period • Airport line opened late 2014, covered for first time in 2015 • No fieldwork on 10th Oct; 3 sporting events in one day including Rugby World Cup Fanzone • Increasing use of double carriage trams
	1 line 23 stops 12.5 miles	4.4 million	<ul style="list-style-type: none"> ✗ TVMs at stops ✓ Conductors on board 	<ul style="list-style-type: none"> ✓ Info boards at some stops (TTs, fares) ✓ Passenger Info Displays 	<ul style="list-style-type: none"> Mon-Sat: every 6-15 mins Sun: 15 mins 	<ul style="list-style-type: none"> • Network improvement works took place from 26th October onwards; no fieldwork took place for a two week period from 26th Oct. Following this, shifts were conducted between Wolverhampton and St Paul's
	2 lines 50 stops 20 miles	8.1 million	<ul style="list-style-type: none"> ✓ TVMs at stops ✗ Conductors on board 	<ul style="list-style-type: none"> ✓ Info boards all stops (TTs, fares) ✓ Passenger Info Displays 	<ul style="list-style-type: none"> Mon-Sat: every 3-15 mins Sun: 5-15 mins 	<ul style="list-style-type: none"> • The phase two extension of the network opened July/August 2015 and was included in the TPS in 2015 • No significant issues affecting fieldwork
	3 lines 48 stops 18 miles	11.5 million	<ul style="list-style-type: none"> ✗ TVMs at stops ✓ Conductors on board 	<ul style="list-style-type: none"> ✓ Info boards at stops (TTs, fares) ✗ Passenger Info Displays 	<ul style="list-style-type: none"> Mon-Sat: every 5-20 mins Sun: 10-20 mins 	<ul style="list-style-type: none"> • Tram collision on 22/10/15 affected one shift; questionnaires distributed between Meadowhall Int. and Shalesmoor rather than to the end of the line at Middlewood

*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2014/15

TPS 2015 Blackpool

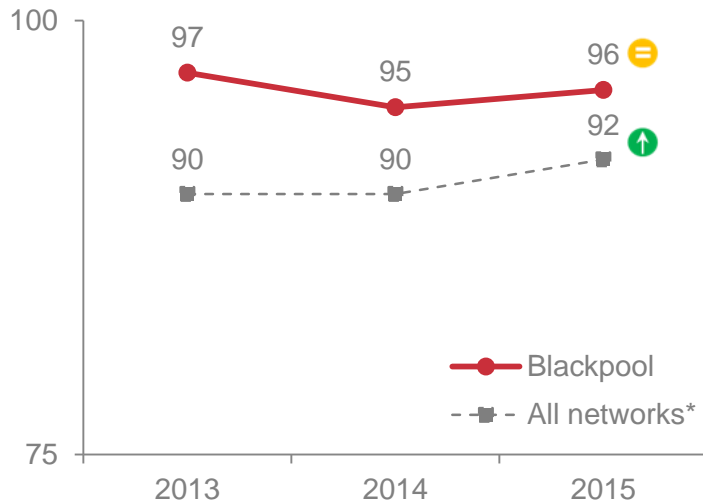
Summary of 2015 results

Passenger experience in Blackpool 2015: a snapshot

Overall journey satisfaction: 2015



Overall journey satisfaction: trend



*The 2013 survey did not include Edinburgh Trams

The top factors linked to overall journey satisfaction in Blackpool* and how they performed in 2015

For a satisfactory journey (very/fairly satisfied):

- 86% = Greeting/welcome from staff
- 90% = Length of time waiting for the tram
- 90% = Personal safety at the tram stop

...and additional factors linked to a **very** satisfactory journey:

- 87% = Value for money
- 95% ↑ Length of time journey took

*Combines data from 2014 and 2015 surveys to increase robustness

Passenger experience in Blackpool 2015: across the network



All Networks

Visitors to Blackpool

Blackpool residents

Satisfaction with key measures:

Measure	Blackpool Transport	All Networks	Visitors to Blackpool	Blackpool residents
Overall journey	96 =	92 ↑	97 =	95 =
Value for Money	87 =	69 ↑	91 =	83 =
Punctuality	93 =	86 ↑	93 =	93 =
Overall stop	92 =	91 =	94 =	90 =

Satisfaction with other measures driving overall journey satisfaction in Blackpool:

Measure	Blackpool Transport	All Networks	Visitors to Blackpool	Blackpool residents
Greeting/welcome from staff	86 =	83 ↑	87 =	86 =
Length of time waiting for the tram	90 =	84 =	92 =	89 =

Satisfaction with other measures driving passengers to be very satisfied in Blackpool:

Measure	Blackpool Transport	All Networks	Visitors to Blackpool	Blackpool residents
Length of time the journey took	95 ↑	87 ↑	95 =	96 ↑

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

Blackpool 2015: summary of key findings (1)

- Overall satisfaction for journeys on the Blackpool tramway remains at the high levels seen last year (96 per cent, compared to 95 per cent in 2014). This is higher than the same measure on the Bus Passenger Survey (89 per cent). It is also relatively consistent across key passenger groups
- While the total combined number of passengers saying they are either 'very satisfied' or 'fairly satisfied' with their journey overall is consistent with last year, the number of passengers who are 'very satisfied' has risen significantly from 70 per cent in 2014 to 76 per cent
- The key factor which makes journeys satisfactory on Blackpool trams is the length of time the journey took. Passenger satisfaction with this factor has increased significantly since 2014, from 91 per cent to 95 per cent
- The key factor which makes passengers 'very' rather than 'fairly' satisfied with journeys on Blackpool trams is the greeting/welcome from tram staff. This has increased (although not significantly) from 84 per cent in 2014 to 86 per cent in 2015
- Amongst fare paying passengers, 87 per cent are satisfied with the value for money of a journey on Blackpool trams. This is significantly higher than satisfaction with value for money of bus journeys in the Blackpool area (80 per cent)
- When evaluating satisfaction with value for money, the cost for the distance travelled was the most important factor

Blackpool 2015: summary of key findings (2)

- 93 per cent of passengers were satisfied with the punctuality of the tram, and only 3 per cent experienced a delay
- Almost a third of passengers (31 per cent) spontaneously mentioned an improvement that could be made to their journey – significantly higher than in 2014. Passenger comments mostly concerned the tram interior, space issues on board or tram stops. The single most mentioned improvement was more frequent trams
- Other specific improvements mentioned related to more comfortable seats on board (which was significantly higher than last year), less crowding and a cleaner tram interior
- Since 2014 the oldest age group of 60+ has fallen significantly, with 34 per cent of passengers falling into this age group
- Three quarters (74 per cent) were using the tram for leisure purposes
- Compared to last year there are now significantly more passengers travelling with a concessionary ticket, although this is still much lower than in 2013 (2015: 16 per cent, 2014: 9 per cent, 2013: 36 per cent)
- Compared to bus passengers, those using the tram tend to have better access to private transport: 40 per cent of tram passengers have ‘easy’ access to private transport, compared to only 21 per cent of bus passengers

TPS 2015 Blackpool

Experience and opinions of the journey

This section includes comparisons between tram (TPS) and bus (BPS) where applicable.

Experience and opinions of the journey: summary

Satisfaction with today's journey:



Overall journey



96 =

Bus services in
Blackpool (BPS)



89



Value for money



87 =



80



Punctuality



93 =



80



On-vehicle journey time



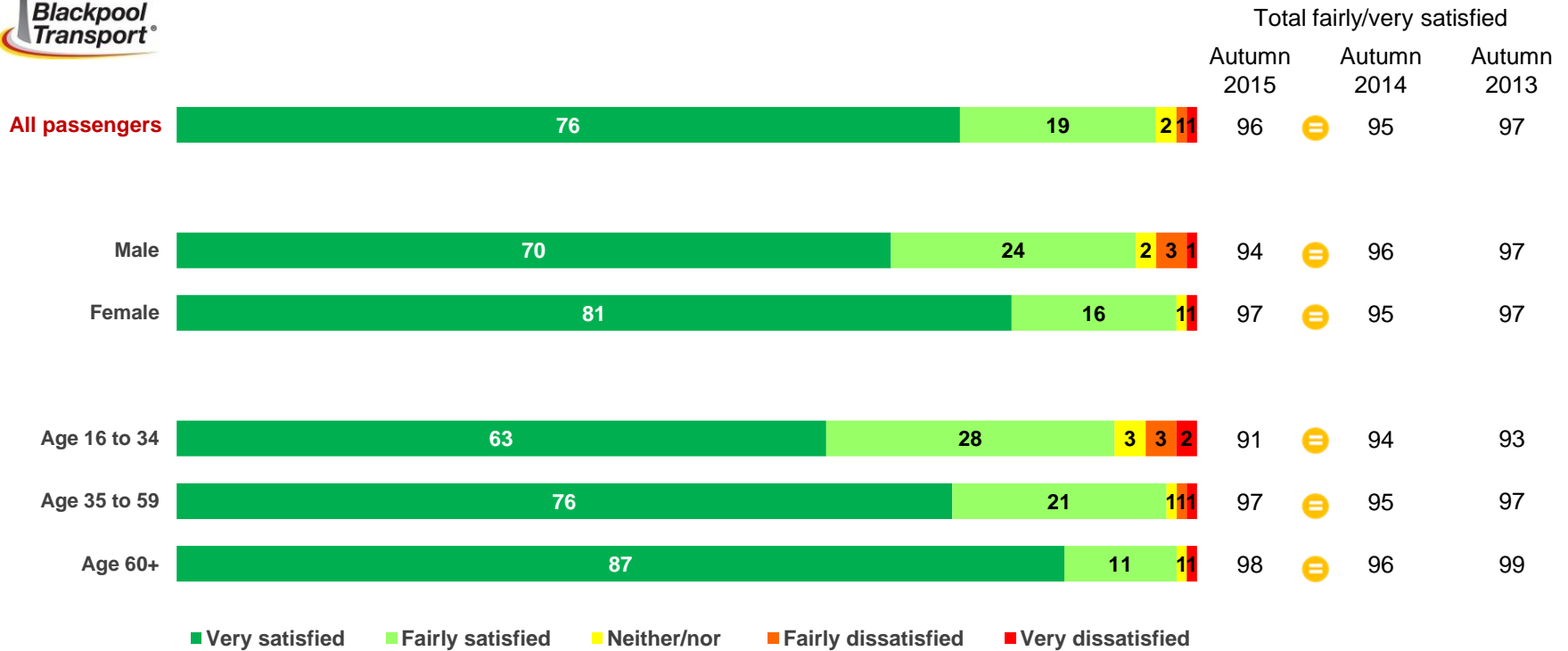
95 =



91

Experience and opinions of the journey: the detail

Overall satisfaction: by gender and age

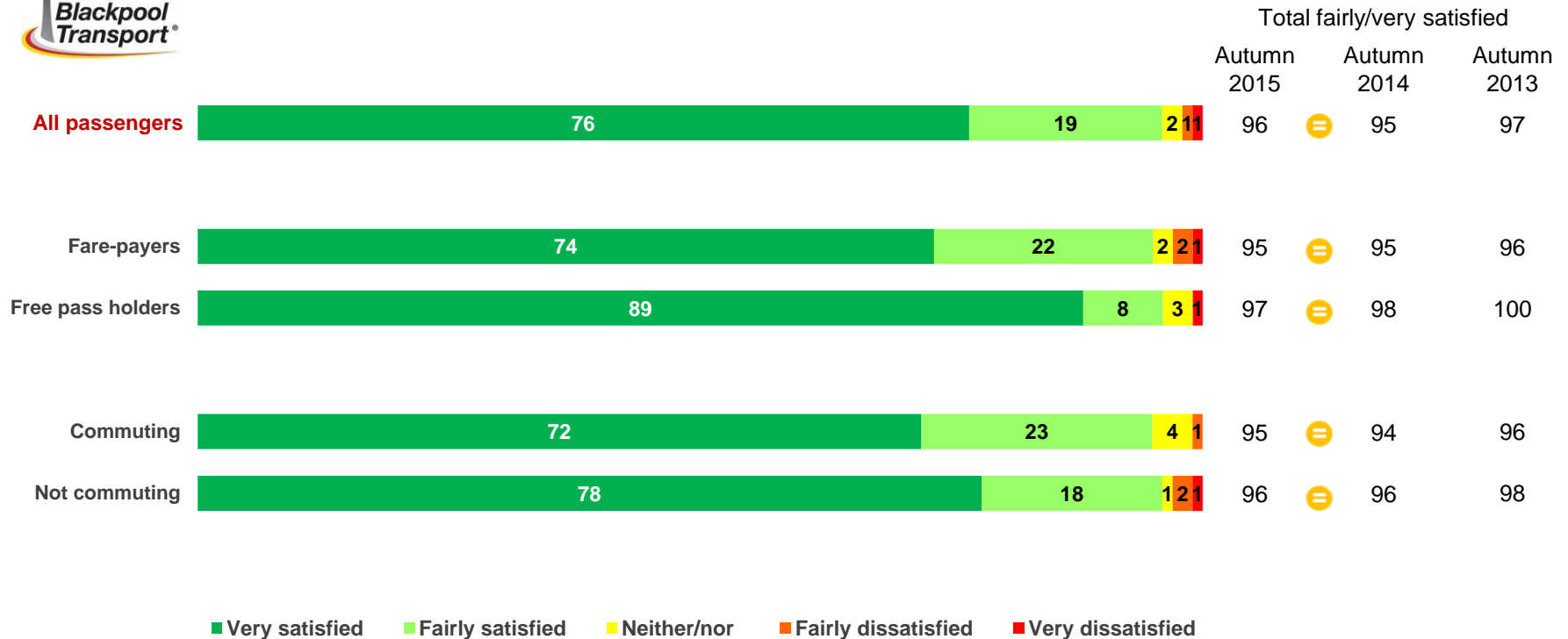


Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?
 Base: All passengers – 594

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

Experience and opinions of the journey: the detail

Overall satisfaction: by passenger type

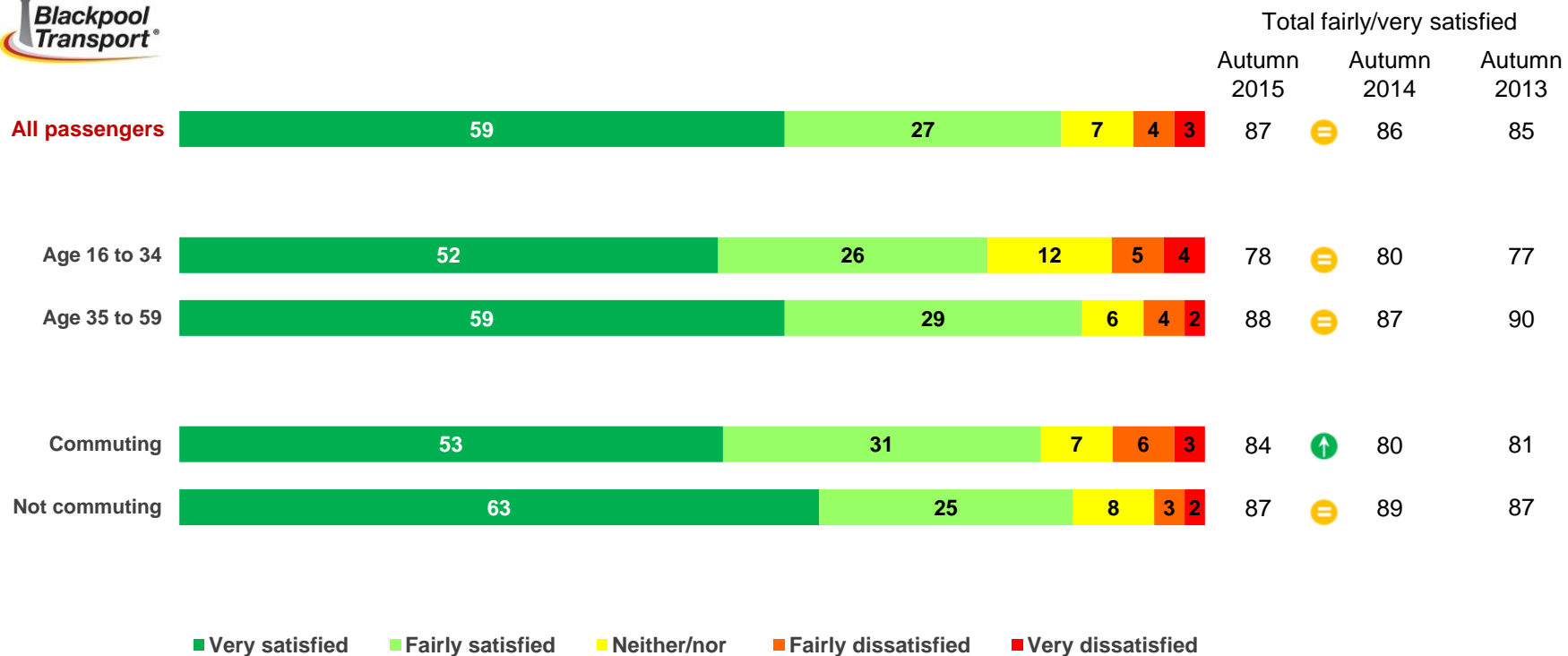


Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?
 Base: All passengers – 594

- ↑ Statistically significant **increase** since 2014
- = No change
- ↓ Statistically significant **decrease** since 2014

Experience and opinions of the journey: the detail

Value for money (fare-payers only)



Q. How satisfied were you with the value for money of your journey?
 Base: All fare paying passengers – 485

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

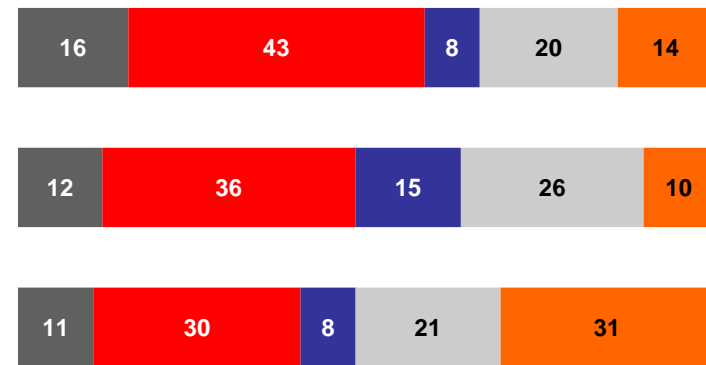
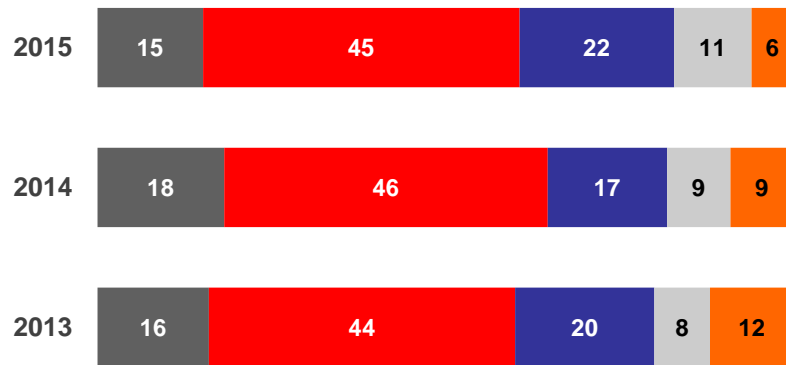
Experience and opinions of the journey: the detail

What influenced value for money rating



Those satisfied with value for money

Those not satisfied with value for money



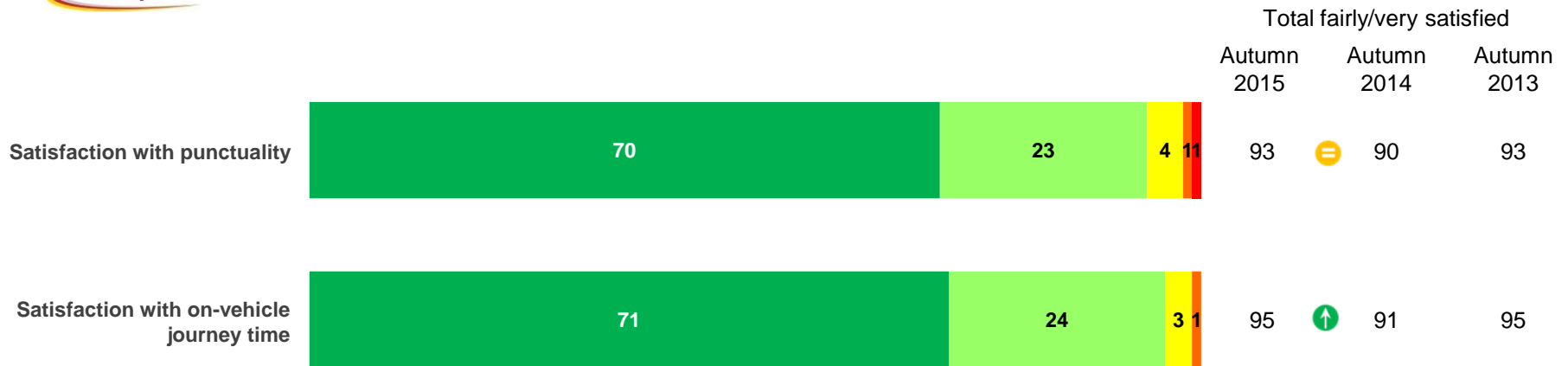
- Cost tram versus other transport
- Cost for distance travelled
- Comfort/quality for the fare paid
- Fare compared to everyday items
- Other reason

NOTE: Those not satisfied with value for money includes respondents answering 'Neither satisfied nor dissatisfied'
 Q. What had the biggest influence on the 'value for money' rating you gave in the previous question?
 Base: All fare paying passengers – 452

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

Experience and opinions of the journey: the detail

Punctuality and on-vehicle journey time



Q. How satisfied were you with each of the following...Punctuality? Base: All passengers – 594

Q. How satisfied were you with the amount of time your journey on the tram took? Base: All passengers – 594

↑ Statistically significant increase since 2014

= No change

















↓ Statistically significant decrease since 2014

TPS 2015 Blackpool

Waiting at the stop

This section includes comparisons between tram (TPS) and bus (BPS) where applicable.

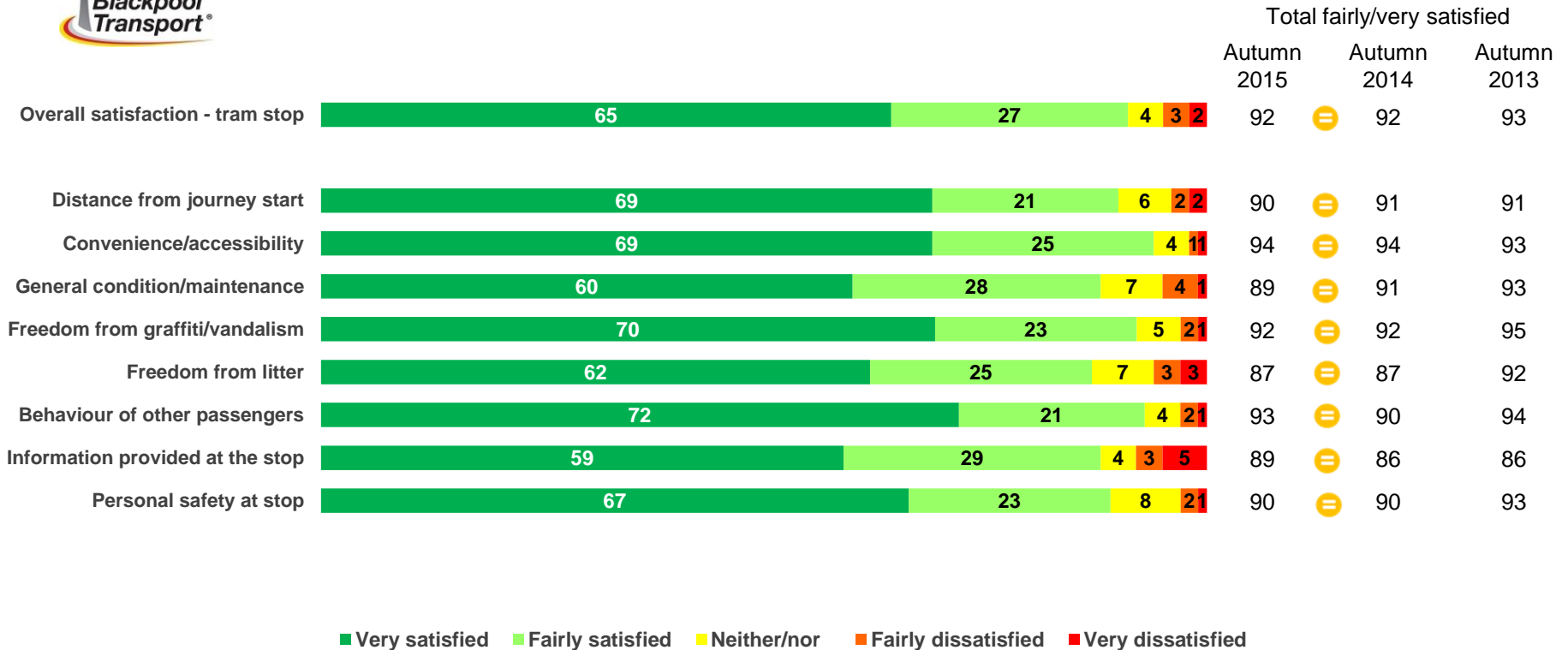
Waiting at the stop: summary

		Buses in Blackpool		Buses in Blackpool
Satisfaction with the stop:				
Overall satisfaction with stop	92 	75	Satisfaction: waiting time	90  83
Distance from journey start	90 	84	Expected wait time	8.5 mins  8.7 mins
Convenience / accessibility	94 	88	Actual reported wait time	7.2 mins  8.5 mins
General condition and maintenance	89 	70	Passengers who checked tram time	73%  ↓ 65%  ↓
Freedom from graffiti / vandalism	92 	74	Info sources used before arriving at stop	Leaflet/paper most common; followed by online tram times
Freedom from litter	87 	66	Info sources used at stop	38% information posters at stop
Behaviour of other passengers	93 	N/A*	Among those that didn't check...	73% knew service frequent
Information provided	89 	70		63% timetable at stop
Personal safety	90 	76		56% knew service frequent

*Not asked in BPS

Waiting at the stop: the detail

Satisfaction with the tram stop

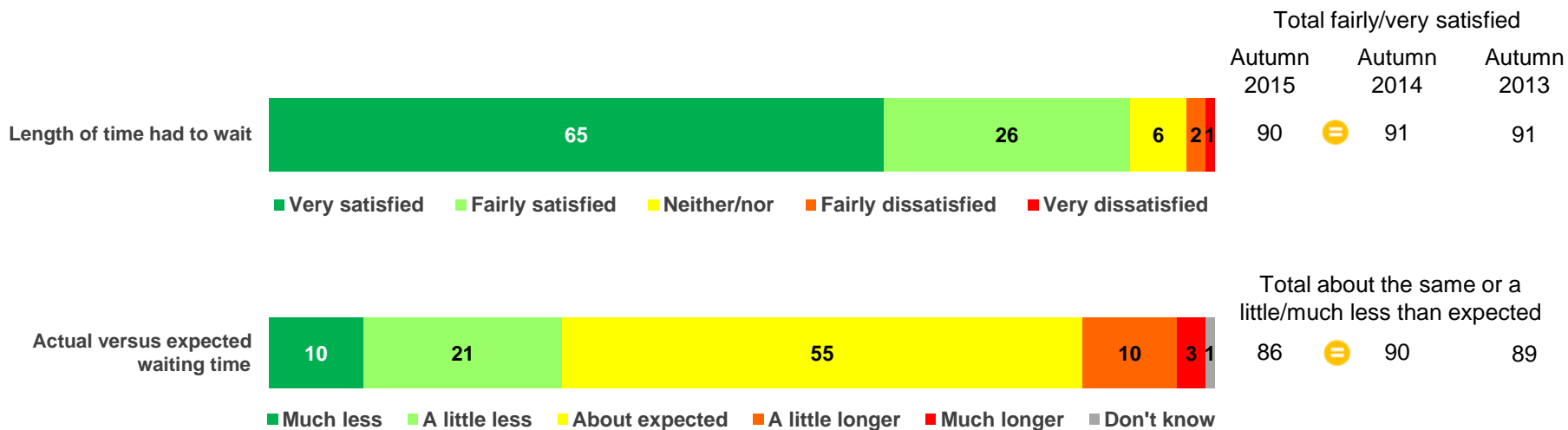


Q. Overall, how satisfied were you with the tram stop? & Q. Thinking about the tram stop itself, how satisfied were you with the following:
 Base: All passengers – 594

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

Waiting at the stop: the detail

Waiting time



Q. How satisfied were you with each of the following? & Q. Thinking about the time you waited for the tram today, was it [...] than expected?
 Base: All passengers – 594

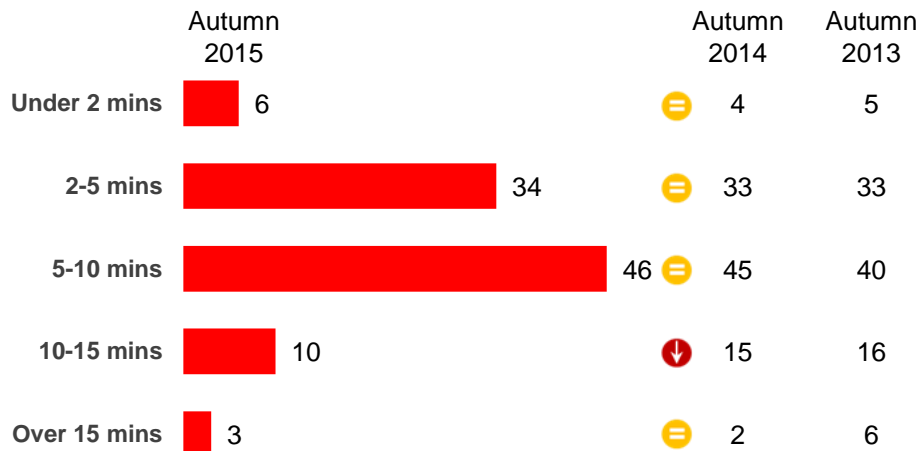
- ↑ Statistically significant **increase** since 2014
- = No change
- ↓ Statistically significant **decrease** since 2014

Waiting at the stop: the detail

Expected and reported waiting times

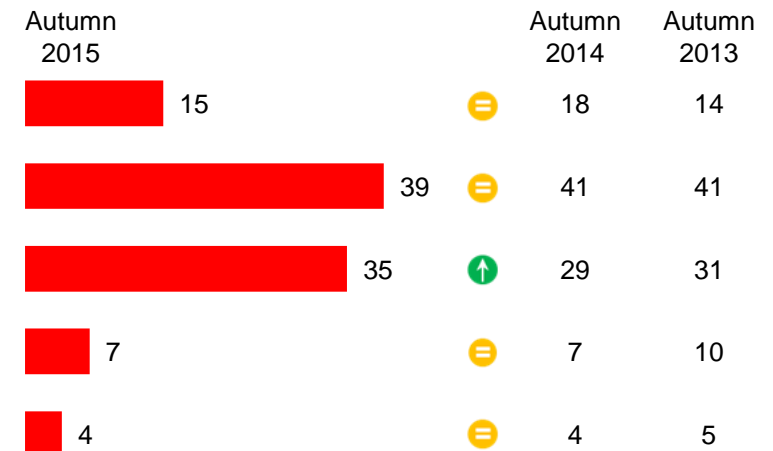


Expected tram waiting time



Average expected waiting time 9 minutes (2014: 9 minutes)

Reported tram waiting time



Average reported waiting time 7 minutes (2014: 7 minutes)

Q. Approximately how long did you expect to wait for the tram? & Q. Approximately, how long did you wait for your tram
Base: All passengers – 564

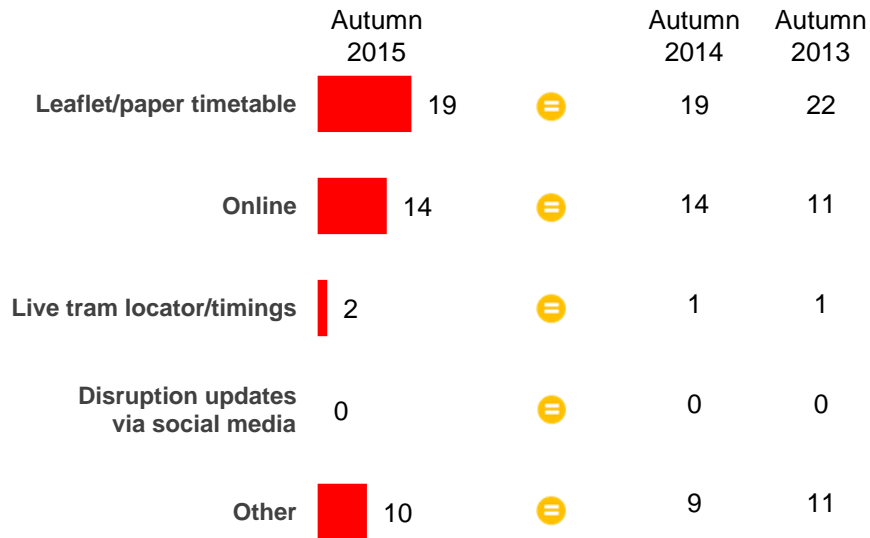
- Statistically significant increase since 2014
- No change
- Statistically significant decrease since 2014

How passengers checked tram times

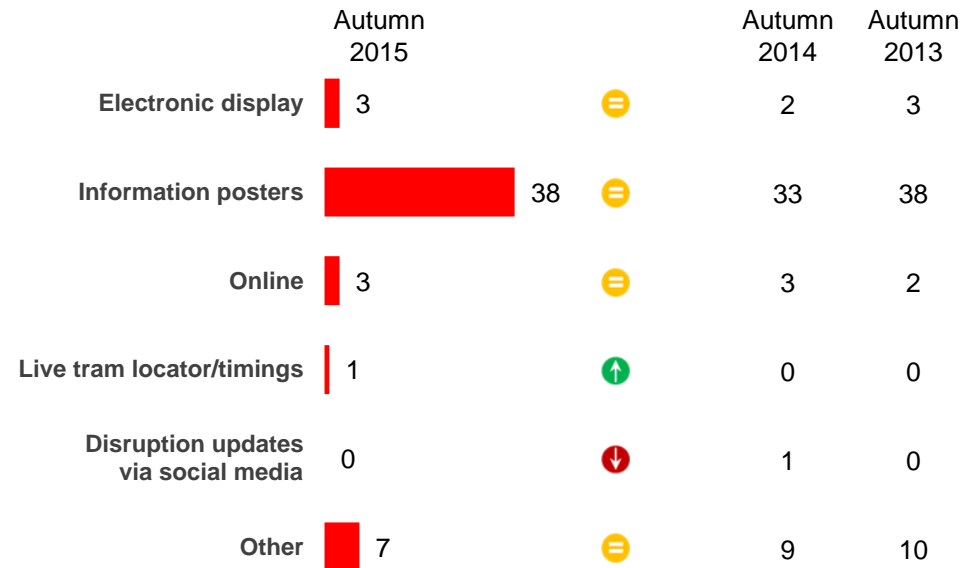


27 per cent (↓) of Blackpool passengers did not check to find out when the tram was meant to arrive (2014: 29 per cent)

Before leaving for the tram stop



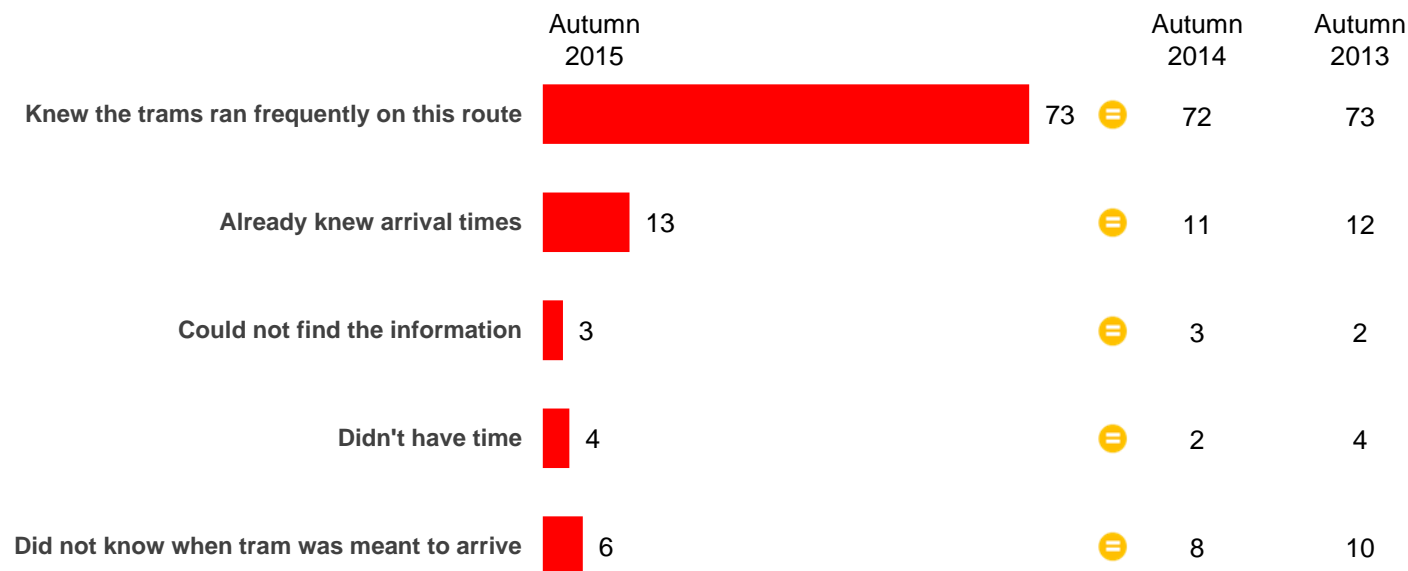
At the tram stop



Q. Did you check any of the following to find out when the tram was meant to arrive?
Base: All passengers – 594

- Statistically significant increase since 2014
- No change
- Statistically significant decrease since 2014

Why passengers did not check tram times



Q. If you did not check to find out when the tram was meant to arrive, why was this?

Base: All not checking tram arrival information – 162

- Statistically significant increase since 2014
- No change
- Statistically significant decrease since 2014

TPS 2015 Blackpool

The tram

This section includes comparisons between tram (TPS) and bus (BPS) where applicable.

The tram: summary



Start of journey

Route info on tram	92 =	83
Exterior cleanliness	94 =	82
Ease getting on	97 ↑	91
Time taken to board	97 =	91



On board

Interior cleanliness	94 =	79
Info on board	92 =	73
Seat/standing space	89 ↑	86
Seat comfort	88 =	75
Personal space	87 ↑	76
Provision grabrails	91 =	84
Temperature	89 =	79
Personal security	94 ↑	84

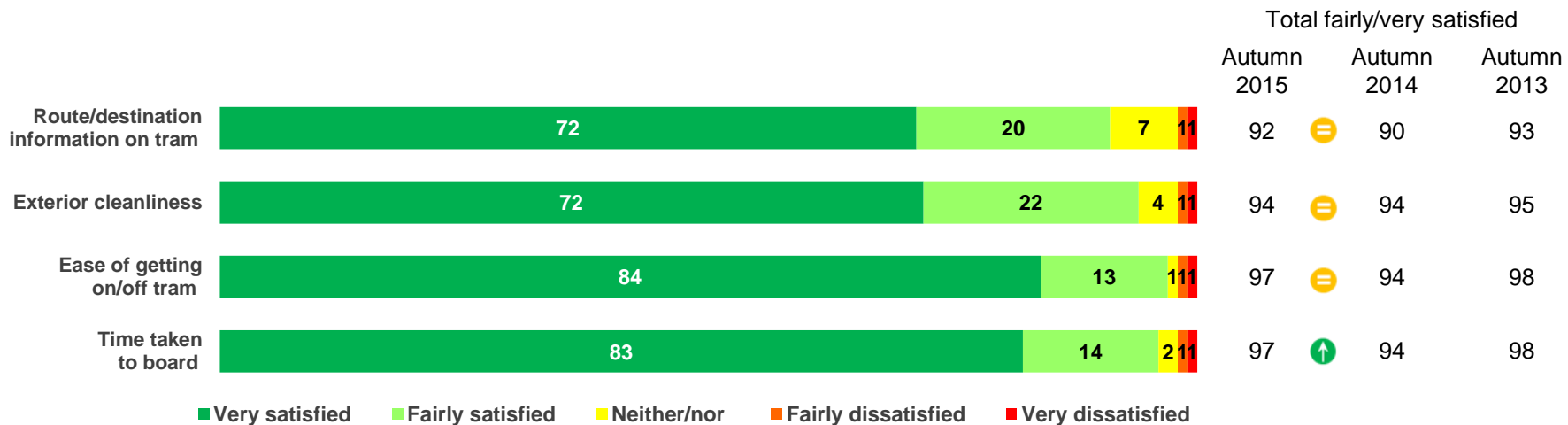


The driver

Appearance	94 =	90
Greeting	86 =	75
Helpfulness/attitude	88 =	79
Safety of driving	97 =	89
Smoothness journey	94 ↑	76

The tram: the detail

Satisfaction with start of journey

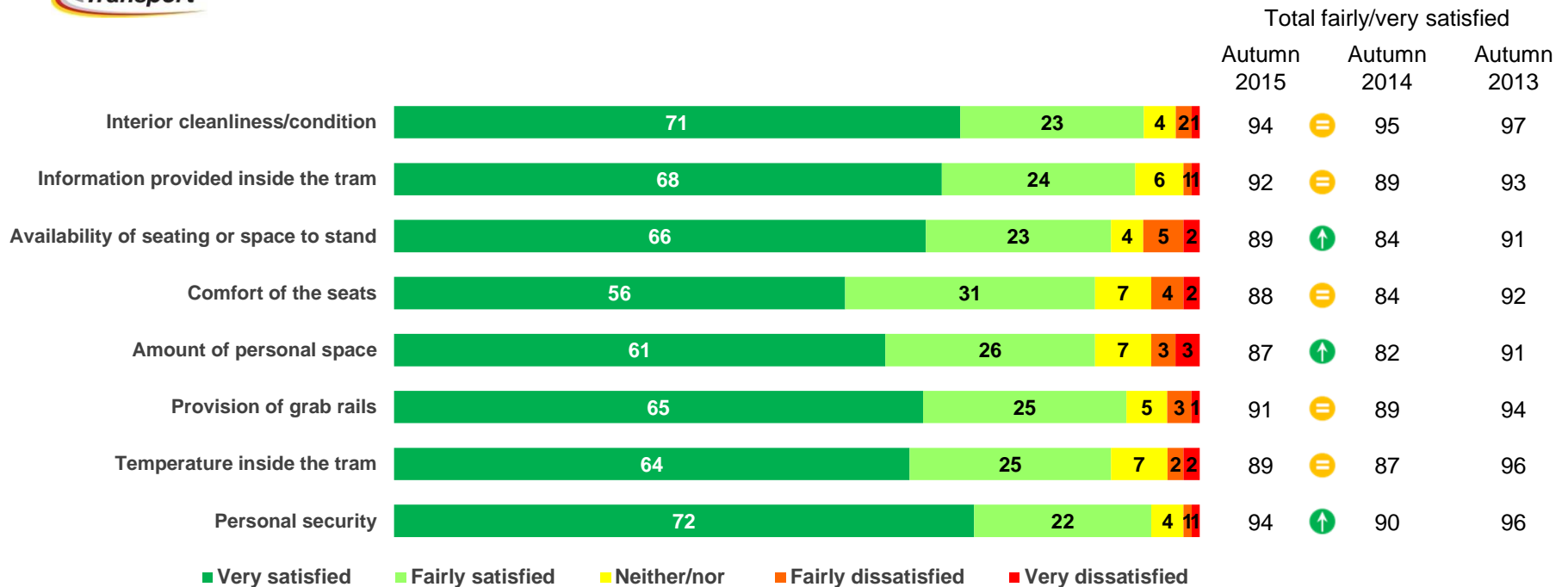


Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:
 Base: All passengers – 575

- ↑ Statistically significant **increase** since 2014
- = No change
- ↓ Statistically significant **decrease** since 2014

The tram: the detail

Satisfaction on the tram

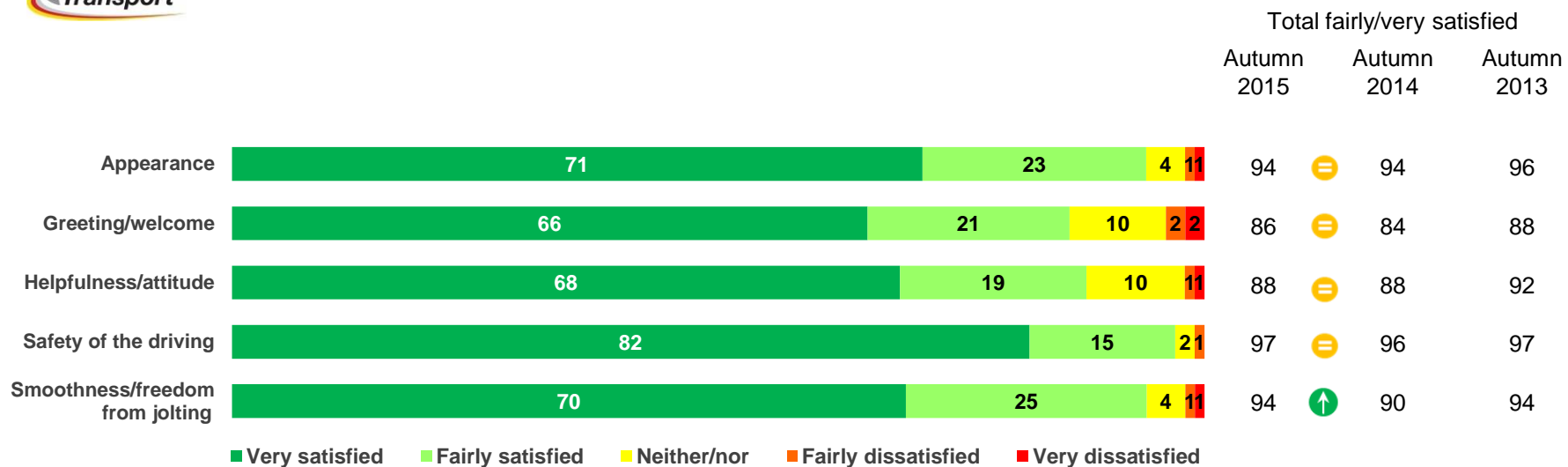


Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:
 Base: All passengers – 594

- ↑ Statistically significant **increase** since 2014
- = No change
- ↓ Statistically significant **decrease** since 2014

The tram: the detail

Satisfaction with tram staff



TPS: Q. Thinking about any tram staff you encountered on your journey, please indicate how satisfied you were with each of the following:
 Base: All passengers – 594 (unweighed)

- ↑ Statistically significant **increase** since 2014
- = No change
- ↓ Statistically significant **decrease** since 2014

TPS 2015 Blackpool

Negative experiences during the journey

This section includes comparisons between tram (TPS) and bus (BPS) where applicable.

Negative experiences during the journey: summary



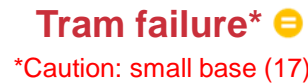
Passengers experiencing a delay to their journey



Average length of delay
(perceived)



Most common cause of delay



Passengers with worry or concern about others' behaviour on board



↑ Statistically significant increase since 2014

= No change

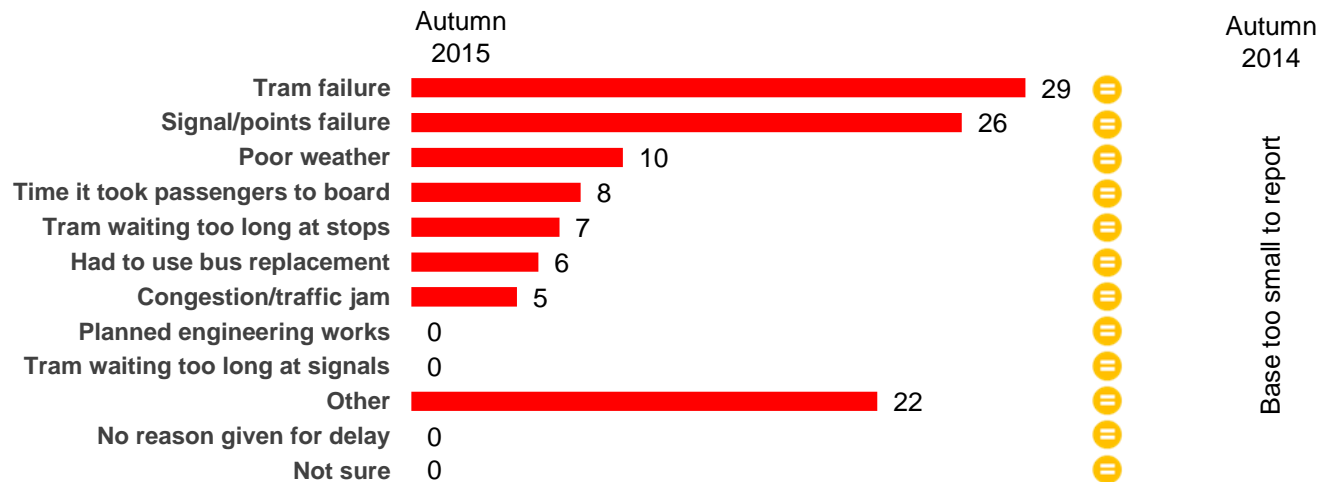
↓ Statistically significant decrease since 2014

Negative experiences during the journey: the detail

Experience of delays



3 per cent (⚖️) of Blackpool passengers experienced a delay (2014: 3 per cent). Average length of delay was 10 minutes (⚖️)



* 'No reason given for delay' not asked in 2013. Its addition could have caused the significant drops in the other factors

TPS: Q. Why was your journey delayed?

Base: All experiencing a delay – 17 (Caution small base)

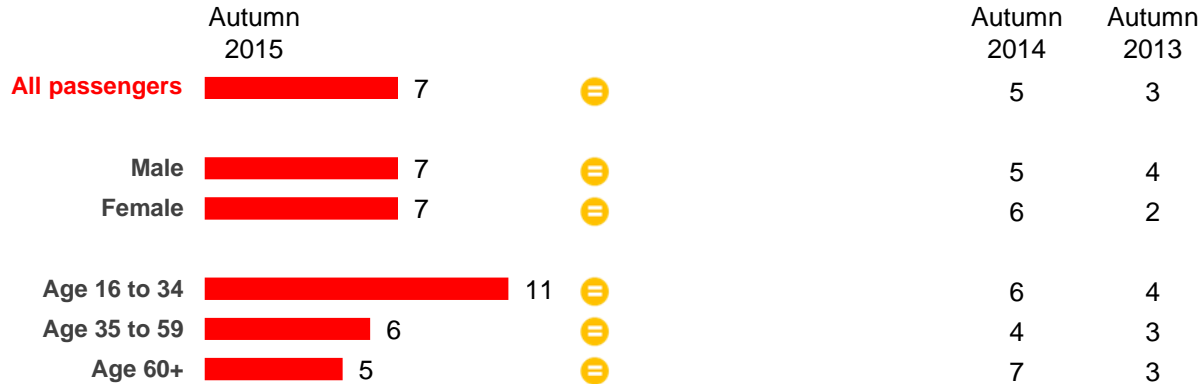
- Statistically significant increase since 2014
- No change
- Statistically significant decrease since 2014

Negative experiences during the journey: the detail

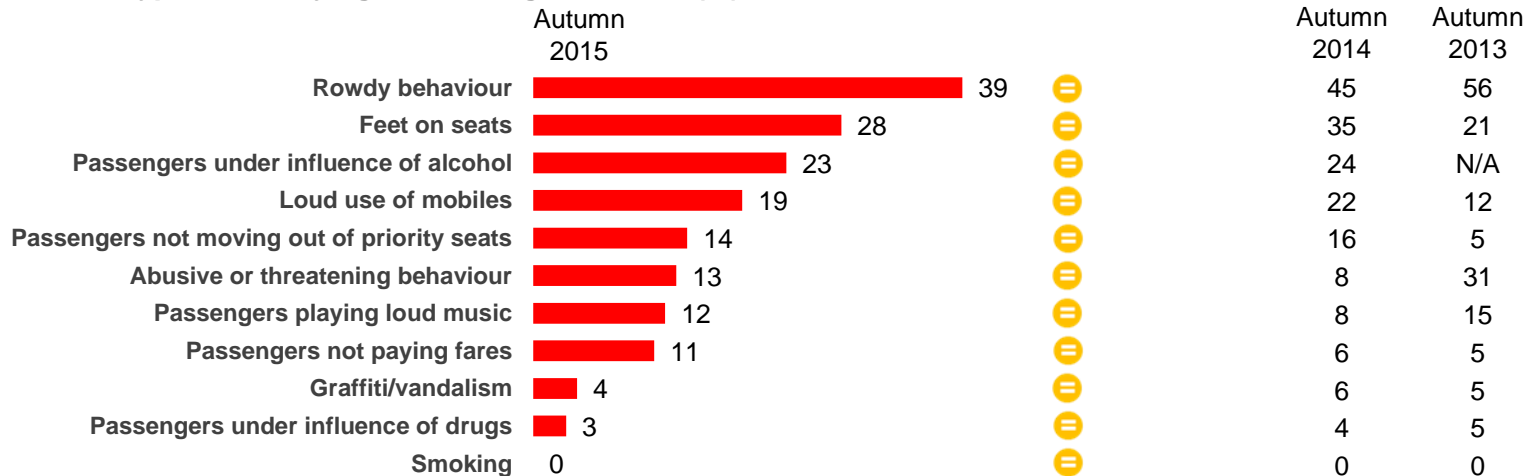
Worry or concern at other passengers' behaviour



% worried/concerned of other passengers' behaviour



Types of worrying/concerning behaviour (%)



*Not asked in 2013

Q. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?

Base: All passengers – 587

Q. Which of the following were the reasons for [other passengers behaviour causing you concern]?

Base: All experiencing worrying/concerning behaviour – 34 (Caution small base)

- Statistically significant increase since 2014
- No change
- Statistically significant decrease since 2014

TPS 2015 Blackpool

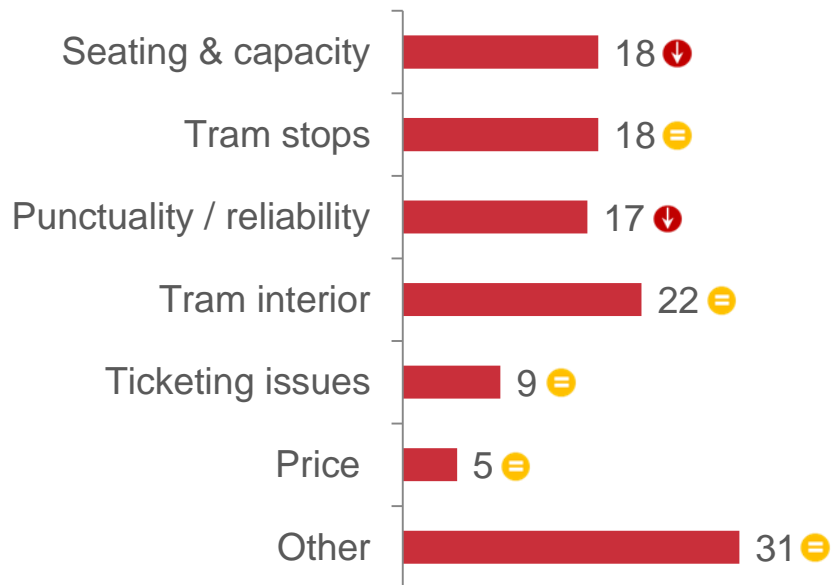
Passengers' suggested improvements

Passengers' suggested improvements: summary



69% of Blackpool passengers in 2015 had no suggestions for improvements

...of the 31% that did, the most common service areas for improvement were:



Q. If something could have been improved on your tram journey today, what would it have been?

Base: All suggesting an improvement - 178

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

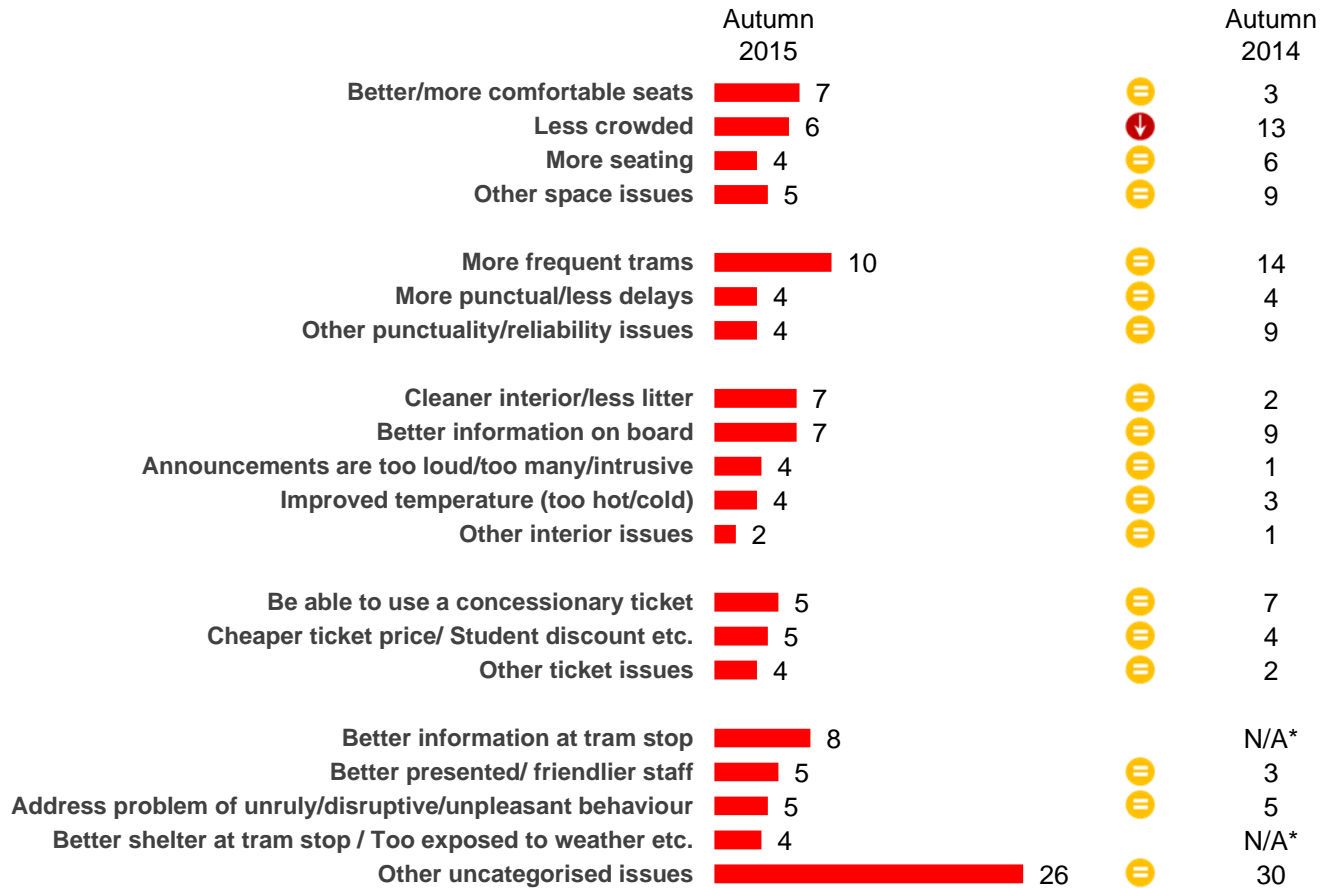
Passengers' suggested improvements: the detail

Suggested improvements spontaneously mentioned by tram passengers



69 per cent (⊖) of passengers could think of no improvement suggestions to make (2014: 73 per cent)

Of the 31 per cent (⊖) who did, their suggestions are shown below (2014: 27 per cent)



Q. If something could have been improved on your tram journey today, what would it have been?

Base: All suggesting an improvement - 178

*New code in 2015

- Statistically significant increase since 2014
- No change
- Statistically significant decrease since 2014

Passengers' suggested improvements: the detail

Selected verbatim comments

The tram shelter at Cavendish Road had several glass panels missing, there was no timetable and one of the two lights inside the shelter didn't work. The shelter offered little protection from the windy weather.

No bins to dispose of used tickets, so many were discarded on the floor and seats

Heating in winter

I don't think you need to tell passengers to ring the bell on trams to stop. People seem to manage fine of buses

Announcements were clear but could be shortened

As the general self discipline of some passengers can be questionable, I support your staff showing the skills to deal with and not just ignore the few who causes issues.

Possible extra trams during school runs and early commute

A tram timetable at Broadwater tram stop! Also a holder containing tram time-tables, not all conductors carry them.

Fewer audio announcements. These seem to be excessive compared with other tram systems.

Electronic boards at stations giving how long before next tram is due

A fare list so customers can see how much they need to pay

They could turn down the volume of the announcements. They are really annoying when you ride the Tram every day. Way too loud.

More seating or more frequent trams. If standing is necessary then more appropriately placed hand holds particularly for those short of stature.

Trams should be more frequent during morning and evening rush hour. And there is a lack of information on live metro arrivals on your website. It is not possible to arrange to meet friends for want of further knowledge

TPS 2015 Blackpool

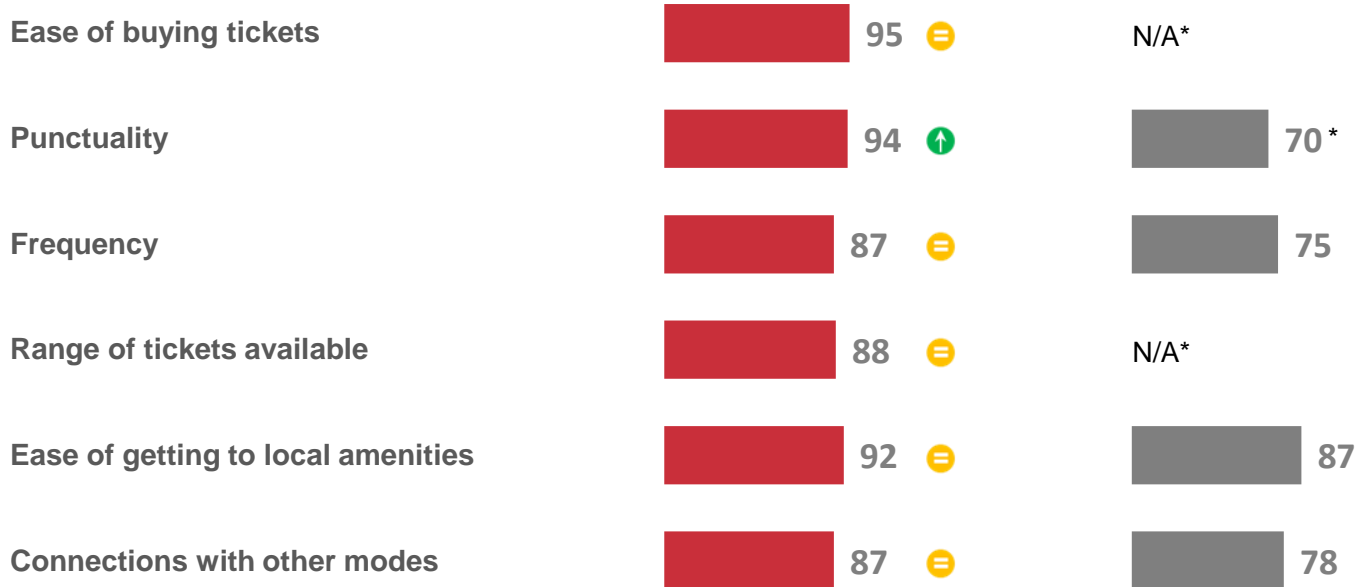
Opinion of trams in the local area

Opinion of trams in the local area: summary



Bus services in Blackpool (BPS)

General opinion of services in area:



*Not asked in BPS. Punctuality refers to 'reliability' in BPS

Q. And how satisfied are you overall with tram services for the following? Base:594

Q. How would you rate tram services for the following? Base:594

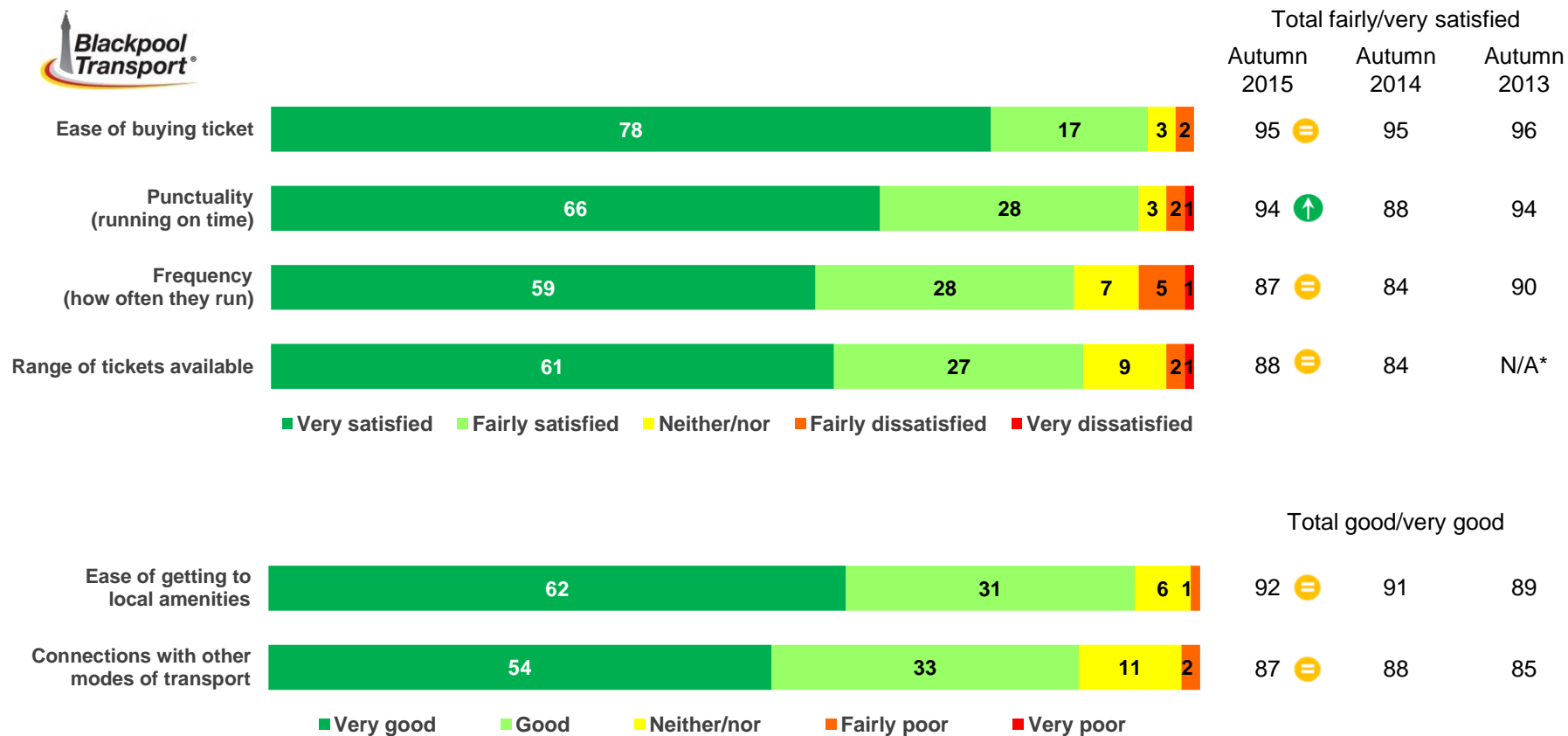
↑ Statistically significant increase since 2014

= No change

↓ Statistically significant decrease since 2014

Opinion of trams in the local area: the detail

Satisfaction with trams **generally**



*Not asked in 2013

Q. And how satisfied are you overall with tram services for the following: & Q: How would you rate your local tram services for the following:

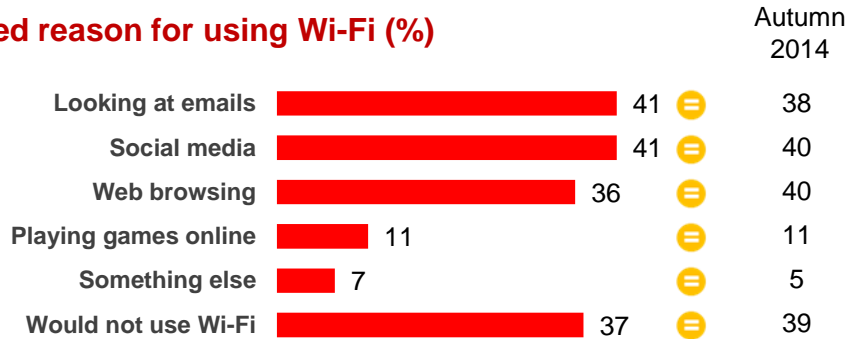
Base: All passengers – 354

- ↑ Statistically significant **increase** since 2014
- = No change
- ↓ Statistically significant **decrease** since 2014

Expectations of Wi-Fi on board Blackpool trams



Expected reason for using Wi-Fi (%)

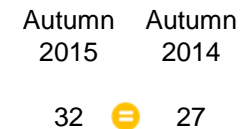


Whether Wi-Fi would affect tram usage (%)



- Much more likely to travel by tram
- A little more likely to travel by tram
- Would not affect tram use
- A little less likely to travel by tram
- Much less likely to travel by tram

Total more likely to travel by tram



Q. If you were able to use Wi-Fi whilst on this tram, what would it be to do? & Q. If Wi-Fi were available on these trams, how would this affect your use of the tram?

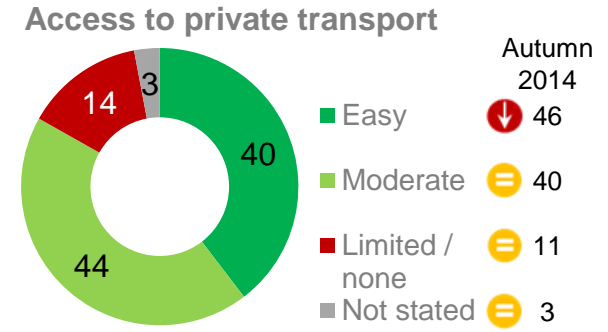
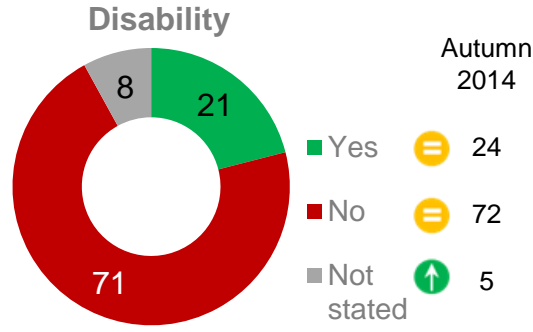
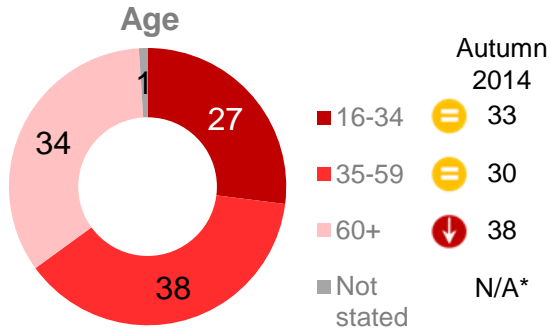
Base: All passengers – 550

TPS 2015 Blackpool

Appendix 1: the passenger and journey context

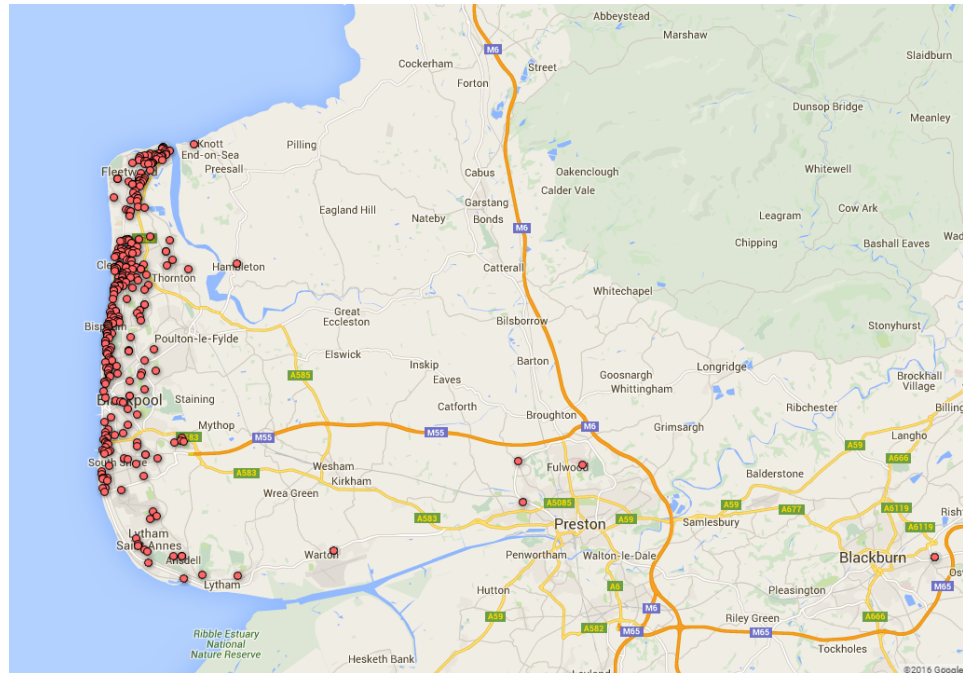
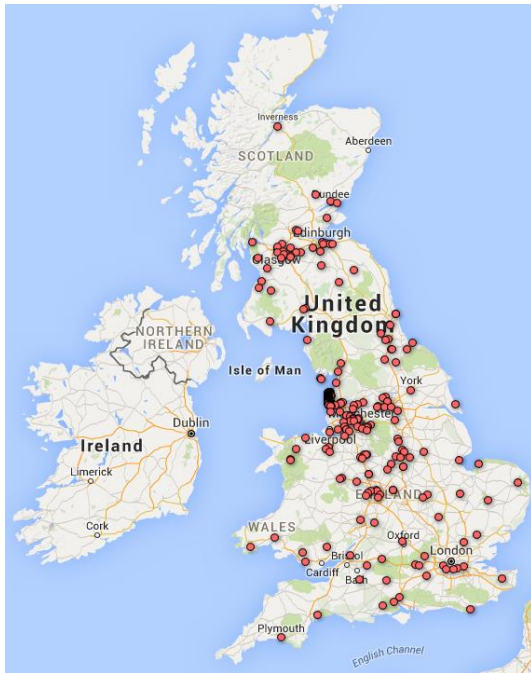
Blackpool passengers: summary

Overview of passenger demographics



*The weighting process for 2015 was adapted to include passengers choosing not to provide their age and gender, in line with BPS. This allows their answers to not be wasted

Passengers' postcodes relative to tram network



- ↑ Statistically significant **increase** since 2014
- = No change
- ↓ Statistically significant **decrease** since 2014

Passenger and journey context: the detail

Passenger profile

	Tram					Bus		
	Autumn 2015	Autumn 2014	Autumn 2013	Visitors 2015	Residents 2015	Autumn 2015	Autumn 2014	Autumn 2013
Age								
16-34	27 =	33	29	12	35	33	35	36
35-59	38 =	30	28	48	32	24	29	28
Over 60	34 ↓	38	44	40	33	40	37	36
Not stated*	1	N/A	N/A	0	1	3	0	0
Access to private transport								
Easy	40 ↓	46	42	62	26	21	21	17
Moderate	44 =	40	42	22	60	38	32	33
Limited/none	14 =	11	14	13	12	39	43	45
Not stated	3 =	3	3	3	3	3	4	5
Has a disability								
Yes	22 =	24	20	19	25	29	39	35
Ticket type								
Free pass holders	16 ↑	9	36	6	25	46	40	42
Fare-payers	84 ↓	91	64	94	75	54	60	58

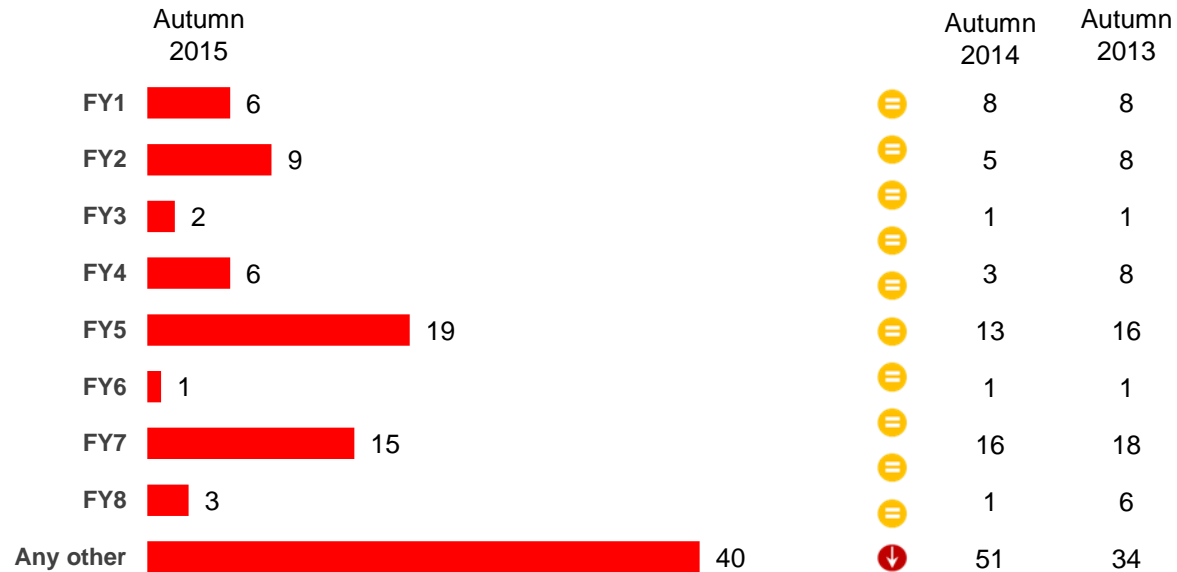
*The weighting process for 2015 was adapted to include passengers choosing not to provide their age and gender, in line with BPS. This allows their answers to not be wasted

Base: All passengers - 594 (Tram), 487 (Bus)

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

Passenger and journey context: the detail

Where Blackpool passengers live



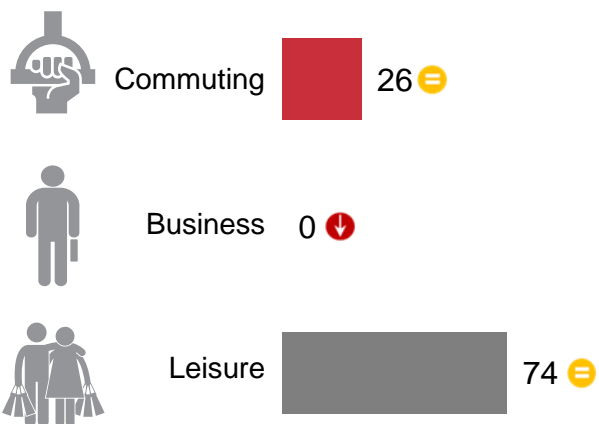
Q: What is your postcode?
 Base: All giving a postcode – 523

- Statistically significant increase since 2014
- No change
- Statistically significant decrease since 2014

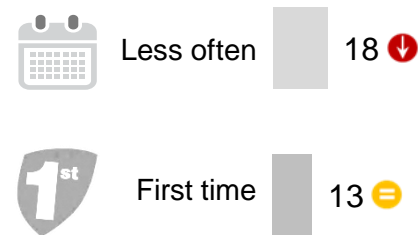
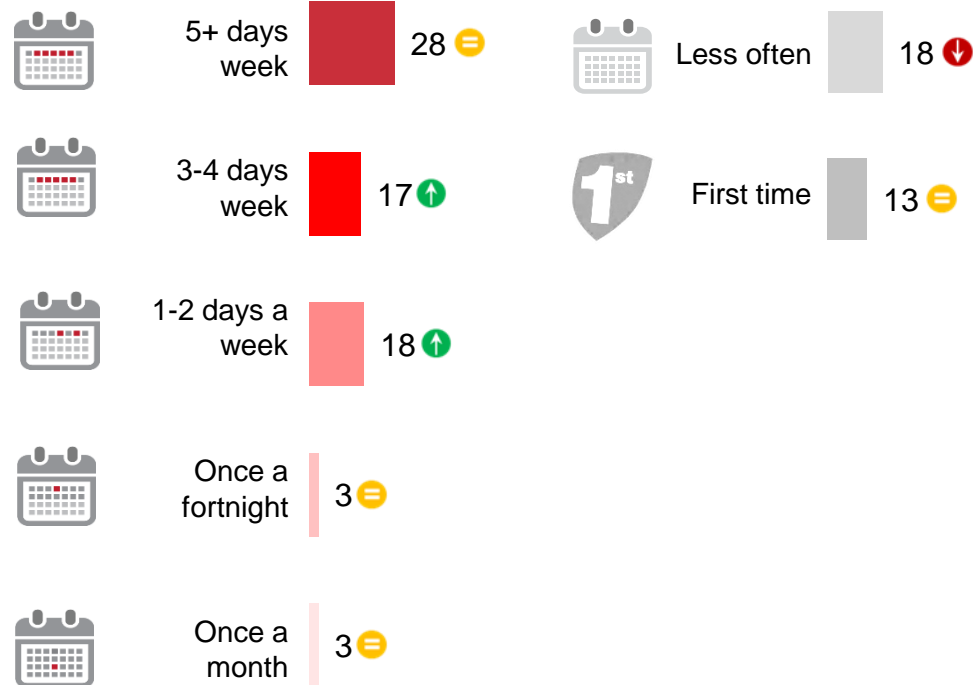
Blackpool journeys: summary (1)

Passenger journey details

Journey purpose



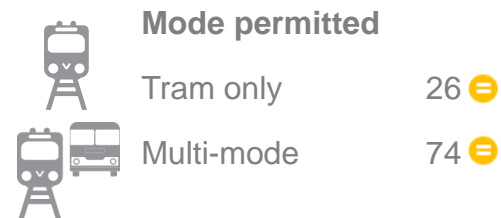
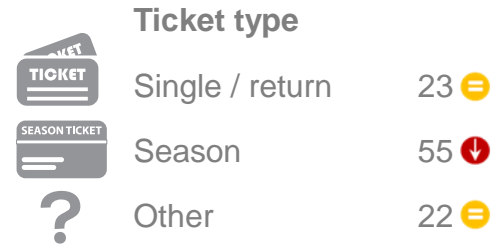
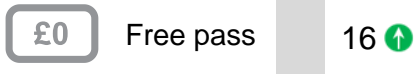
Frequency using trams in area



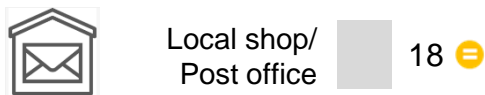
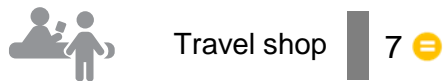
Blackpool Trams journeys: summary (2)

Tickets used for today's journey

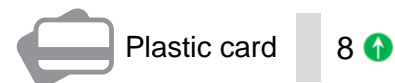
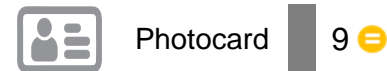
Free / fare payers



Purchased ticket via...



Ticket format

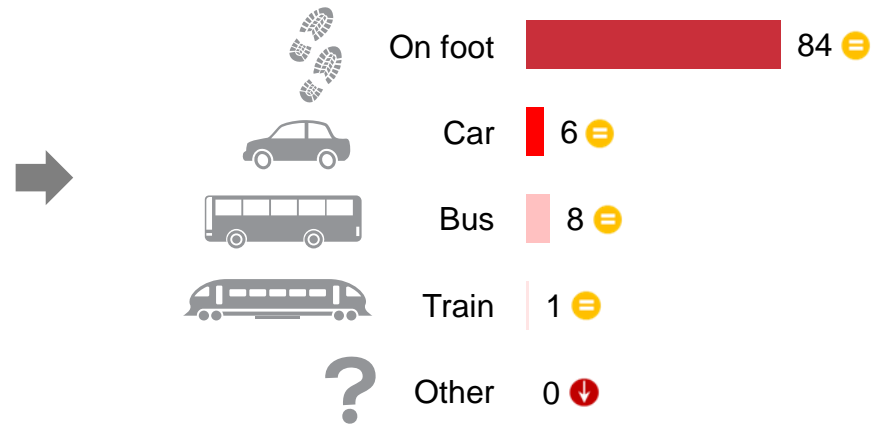


Blackpool Trams journeys: summary (3)

Most used tram stops: journey start

Cleveleys	10 
Tower	9 
North Pier	9 
Starr Gate	7 
Fleetwood Ferry	7 
Fisherman's Walk	5 
South Pier	4 
Anchorsholme Lane	3 

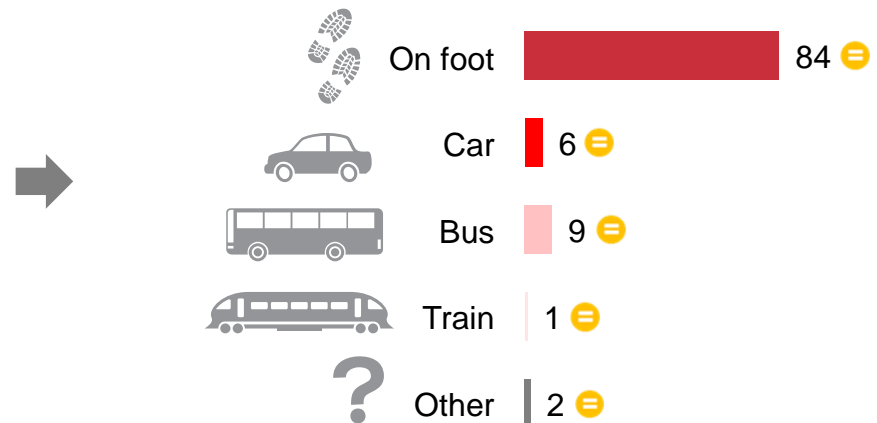
Mode used to arrive at starting stop (all stops)



Most used tram stops: journey destination

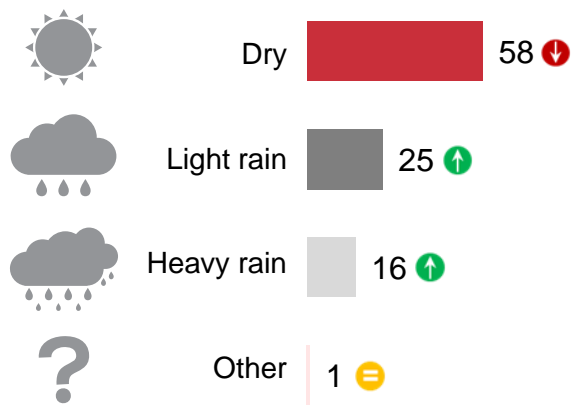
North Pier	14 
Cleveleys	10 
Tower	9 
Fleetwood Ferry	9 
Starr Gate	5 
Fisherman's Walk	4 
Broadwater	3 
Pleasure Beach	3 

Mode used to travel on from destination stop (all stops)

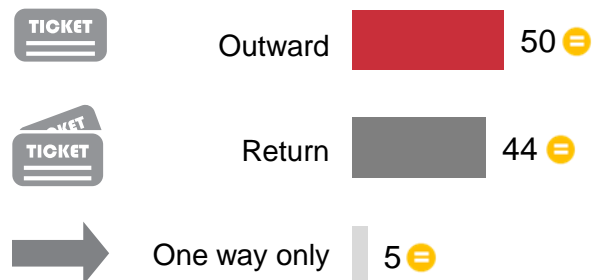


Blackpool Trams journeys: summary (4)

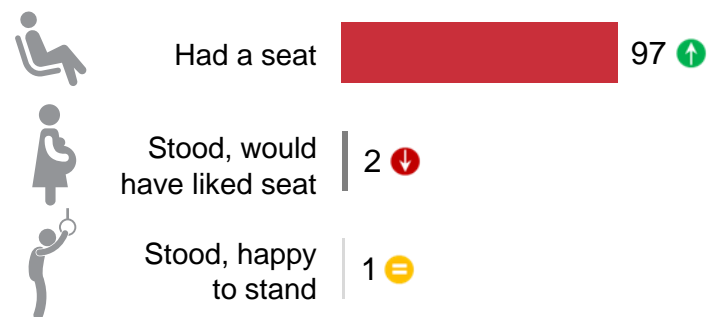
Weather on day of journey



Journey direction

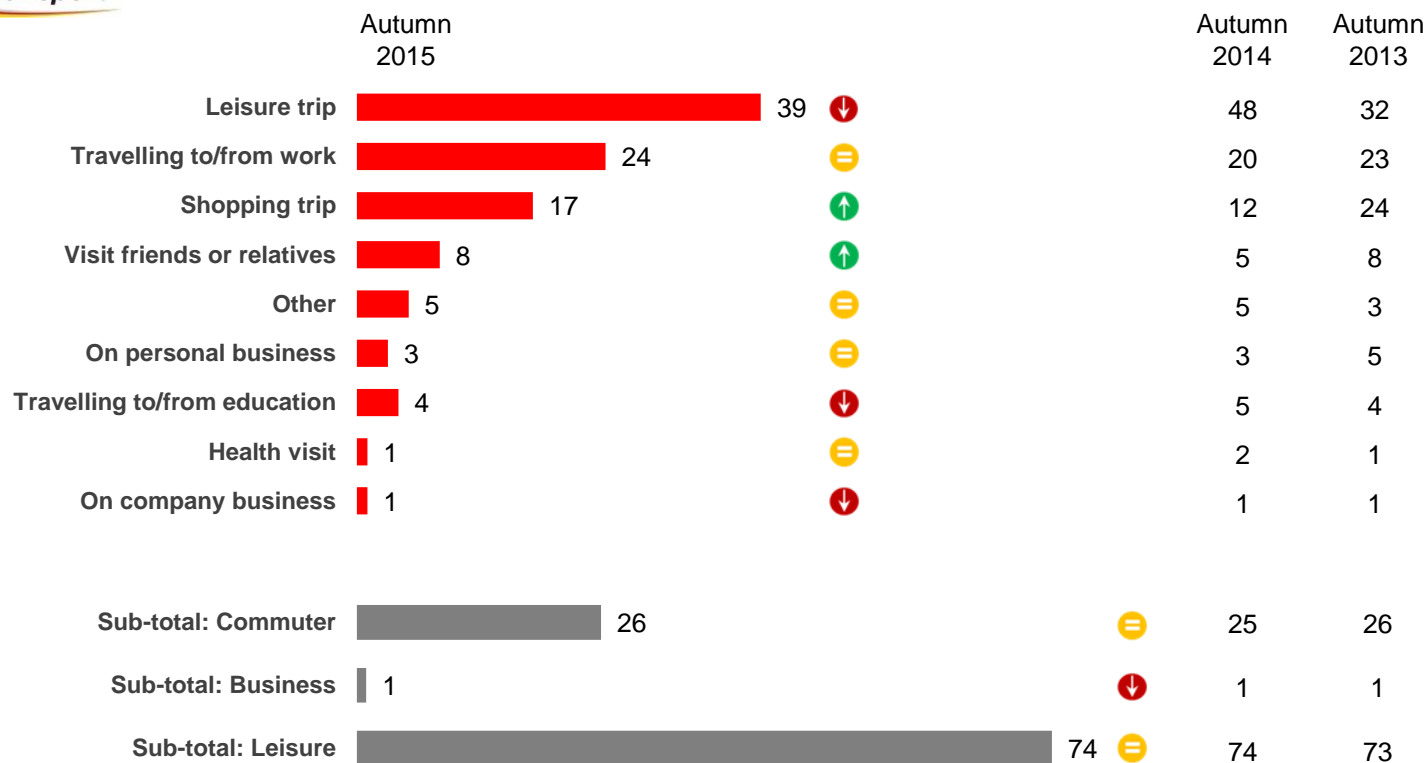


Sitting / standing



Passenger and journey context: the detail

Journey purpose

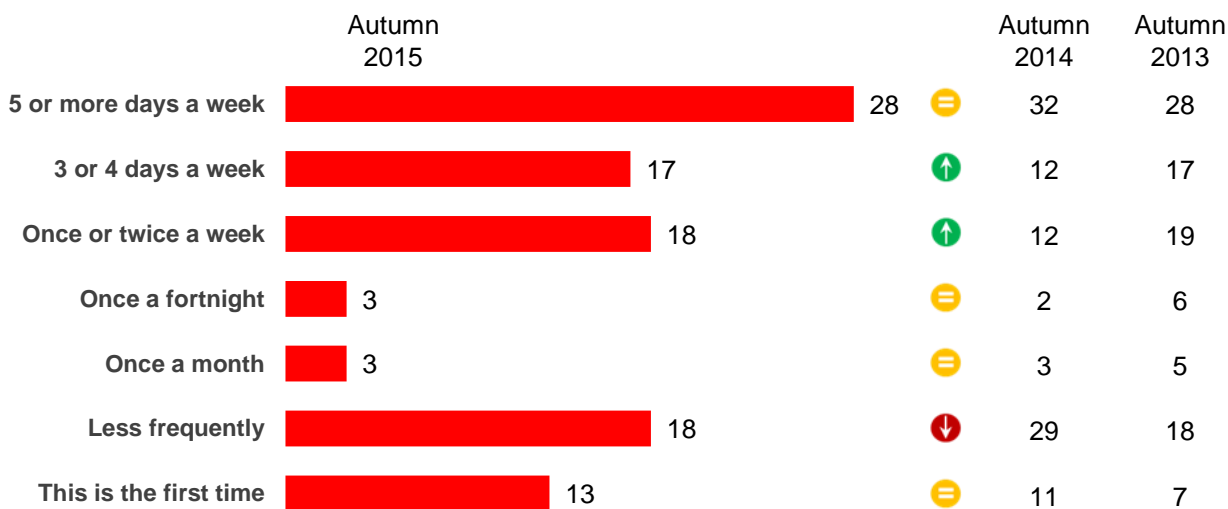


Q. What is the main purpose of your tram journey today?
 Base: All passengers – 580

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

Passenger and journey context: the detail

Frequency of using Blackpool tramway



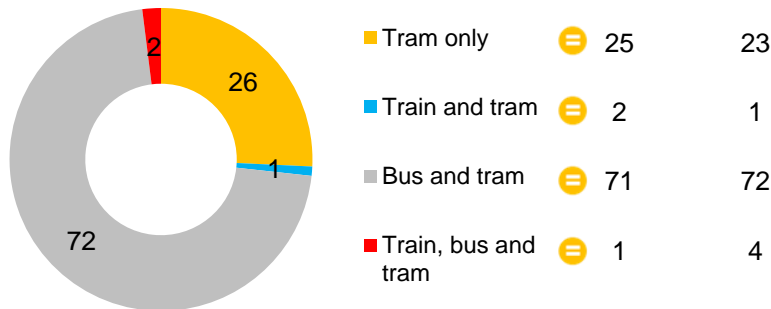
Q. How often do you typically travel by tram?
 Base: All passengers – 578

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

Ticket type and modes of transport permitted



	Autumn 2015		Autumn 2014	Autumn 2013
Sub-total: Single/return	23	=	20	21
Single	20	=	16	19
Return	3	=	3	2
Sub-total: Season ticket/pass	55	↓	67	40
Day pass	24	↓	31	19
3 day/weekend	5	↓	8	1
5 days/1 week	19	=	19	13
10 days/2 weeks	0	=	0	0
4 weeks/1 month	6	=	8	6
Quarterly/3 months	0	=	0	0
1 year	1	=	1	0
Other time period	0	=	1	1
Free pass/journey	16	↑	9	36
Other ticket type	3	=	1	3



Q. What type of ticket/pass did you use for this tram journey today?

Base: All passengers – 588

Q. What modes of transport does your ticket allow you to travel on?

Base: All passengers – 584

↑ Statistically significant increase since 2014

= No change

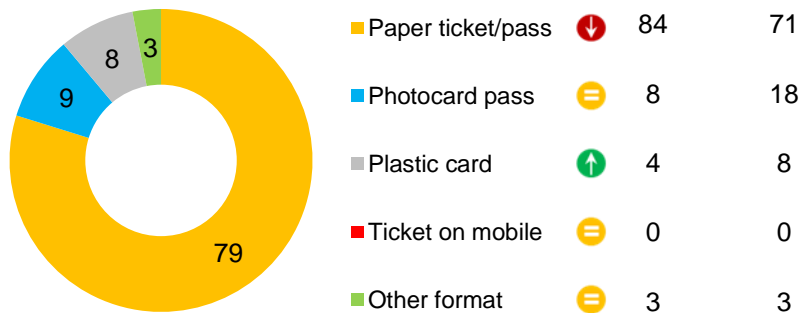
↓ Statistically significant decrease since 2014

Passenger and journey context: the detail

Method of buying ticket and ticket format



	Autumn 2015		Autumn 2014	Autumn 2013
Ticket machine at stop	N/A*		N/A*	N/A*
Conductor that day	64	↓	60	51
Travel shop	7	=	9	6
Direct from the tram company	2	=	3	2
Rail/bus company	2	=	1	2
Local shop or post office	18	=	21	30
Direct debit through work/college	1	=	2	1
other	3	=	2	4



*Not asked for Blackpool

Q. How did you buy that ticket or pass?
Base: All fare paying passengers – 476

Q. In what format was your ticket?
Base: All passengers – 572

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

Blackpool stops used by passengers surveyed

50 per cent of passengers were on an outward journey, 44 per cent on a return and 5 per cent on a one-way trip (2014: 59 per cent, 36 per cent and 6 per cent respectively)

92 per cent had a seat for their whole journey, while 2 per cent said they had to stand but would have liked to have a seat (2014: 73 per cent and 8 per cent)

Boarding

Autumn 2015 Autumn 2014 Autumn 2013

• Cleveleys	10	↑	6	9
• North Pier	9	=	11	10
• Tower	9	=	6	8
• Fleetwood Ferry	7	=	10	9
• Starr Gate	7	=	8	10
• Fisherman's Walk	5	=	4	5
• South Pier	4	=	2	2
• Anchorsholme Lane	3	=	2	1

Alighting

Autumn 2015 Autumn 2014 Autumn 2013

• North Pier	14	=	10	11
• Cleveleys	10	=	12	13
• Tower	9	=	11	12
• Fleetwood Ferry	9	=	10	10
• Starr Gate	5	=	8	6
• Fisherman's Walk	4	=	2	3
• Broad Water	3	=	2	3
• Pleasure Beach	3	↓	6	2

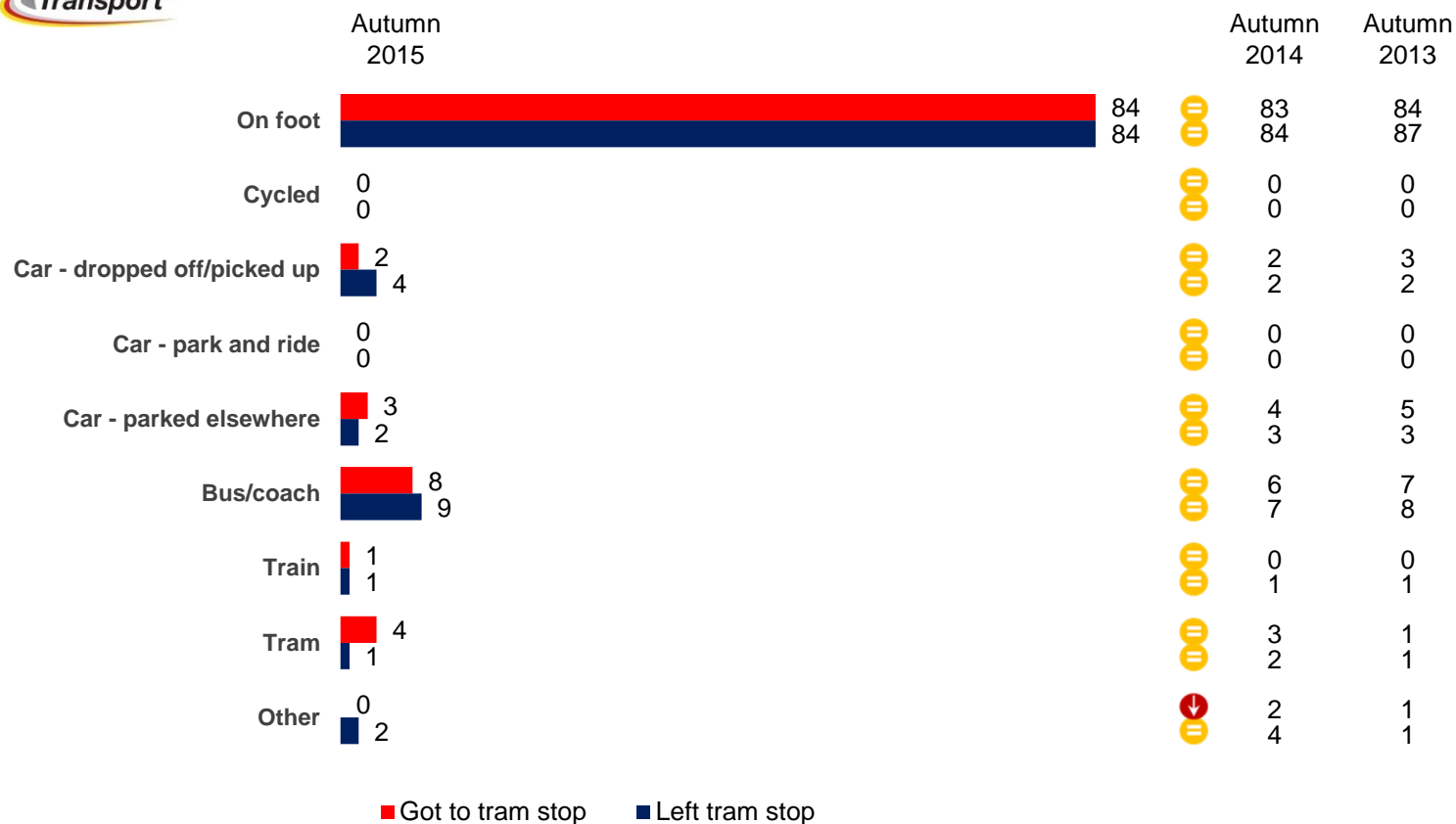
Any changes in tram stops used reflects the sample of passengers in this survey rather than actual usage of stops

Q: Were you on your outward or return journey? Q: Did you get a seat on the tram? Q: At which stop did you board/leave this tram?

Base: All passengers - 594

Passenger and journey context: the detail

How got to and from the tram stop

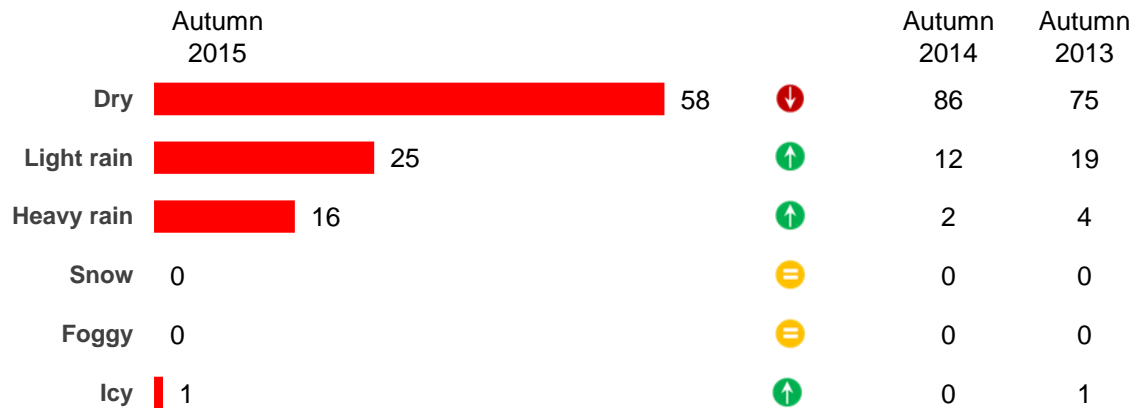


Q: How did you get to/from the tram stop where you boarded/left the tram today?
 Base: All passengers - 580

- ↑ Statistically significant increase since 2014
- ⊕ No change
- ↓ Statistically significant decrease since 2014

Passenger and journey context: the detail

Weather conditions when journey made

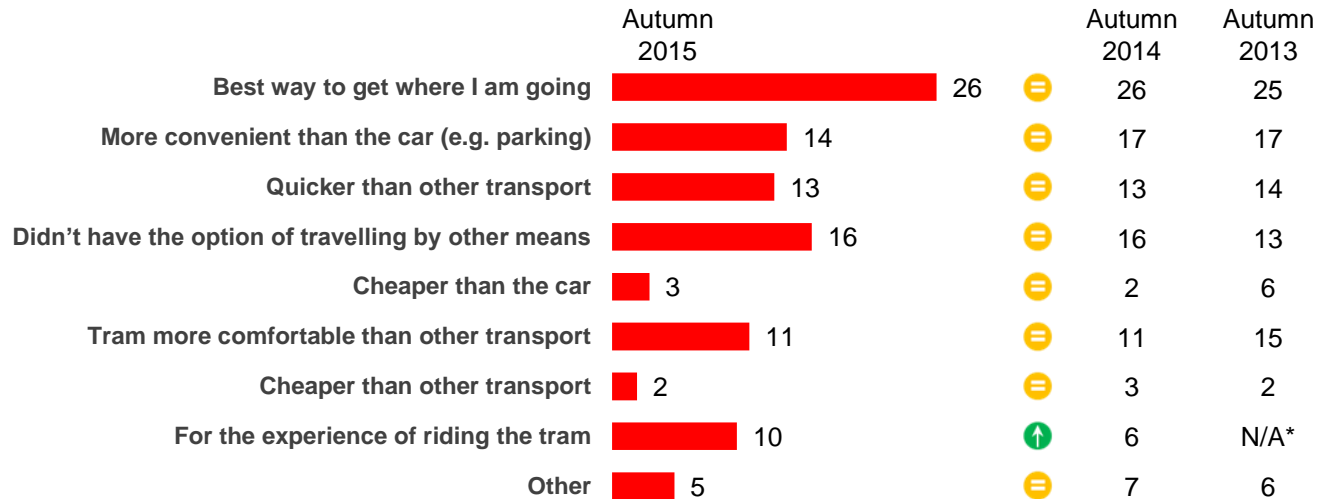


Q. What was the weather like when you made your journey?
 Base: All passengers - 583

- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

Passenger and journey context: the detail

Reasons for choosing the tram



*Not asked in 2013

Q. What was the main reason you chose to take the tram for this journey?

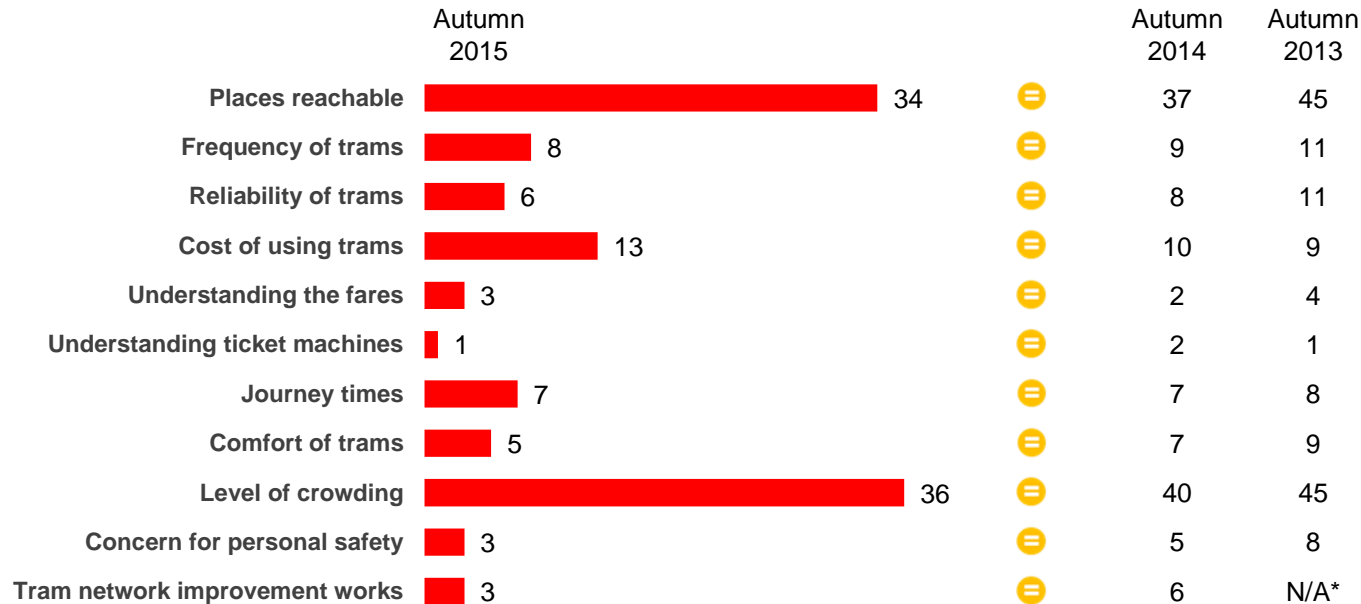
Base: All passengers – 569

↑ Statistically significant increase since 2014

= No change

↓ Statistically significant decrease since 2014

Factors preventing more journeys being made



*Not asked in 2013. The addition of 'Tram network improvement works' in TPS 2014 could have caused the significant drops in other factors

Q. Have any of the following frequently stopped you making journeys by tram? (More than one answer permissible)

Base: All previously using the tram – 353

- Statistically significant increase since 2014
- No change
- Statistically significant decrease since 2014

TPS 2015 Blackpool

Appendix 2: Further detail on survey background and method

Methodology – fieldwork

Blackpool tramway (TPS)

Fieldwork: 17 September to 26 November 2015 (with a gap for half term from 24 October to 1 November)

Interviewer shifts: covered all days of the week and ran from 6am to 10pm. Each interviewer worked a three-hour shift; four hour shifts were conducted in a few cases.

Method: Choice of paper or online self-completion questionnaire

Sample size: 594 interviews (410 paper and 184 online)

In 2014 fieldwork took place between 10 September and 27 November

Bus (BPS) data for Blackpool area

Fieldwork: 7 September to 29 November 2015

Interviewer shifts: covered all days of the week and ran from 6am to 10pm. Each interviewer worked a three-hour shift

Method: Choice of paper or online self-completion questionnaire

Sample size: 487 interviews (404 paper and 83 online)

Methodology – data analysis

Base definitions: All charts are based on those who gave an answer to an individual question. Those who either left the question blank or said ‘don’t know’ have been excluded from the base. For this reason the base sizes for those charts based on ‘all passengers’ vary slightly between the different charts in this report.

Weighting: this was based on passenger count information collected by the interviewer during each interviewer shift. The weighting matrix used the following weighting cells:

- Tram network
- Age: 16-25, 26-59, 60+
- Gender: male, female
- Time/day travelled: weekday peak, weekday off peak and weekend

The full details of the weighting matrix can be found in the TPS Autumn 2015 technical report.

Waiver
Transport Focus has taken care to ensure that the information contained in TPS is correct. However, no warranty, express or implied, is given as to its accuracy and Transport Focus does not accept any liability for error or omission.

Transport Focus is not responsible for how the information is used, how it is interpreted or what reliance is placed on it. Transport Focus does not guarantee that the information contained in TPS is fit for any particular purpose.

The Blackpool tramway route map



TPS 2015 Blackpool

Appendix 3: Questionnaire

Shift

Date

U	D	M	M	Y	Y
				1	5

Thank you for agreeing to take part in our survey.

Transport Focus is the official, independent consumer watchdog that represents rail, bus, and tram passengers.

To help us represent the views of passengers in your area we would appreciate a little of your time to complete this survey. It asks about the tram journey you made when given this questionnaire.

Tram companies, local authorities and governments pay close attention to the survey's results. These results provide Transport Focus with the evidence to seek improvements on behalf of passengers.

Please fill in the questionnaire after you have completed your tram journey.

Please tick only one box per question, unless that question requests otherwise.

After completing the questionnaire, please return it using the postage paid envelope provided.

1. About your journey on the Blackpool tramway

Q1a. At which stop did you board this tram?

Q1b. At which stop did you leave this tram?

Q2. Please fill in the time that you boarded the tram today:

Hour Mins (Please use 24 hour clock e.g. 5.25pm should be written as 17:25)

Q3a. What type of ticket or pass did you use for this journey on the Blackpool tramway?

(Please tick one box only)

Season Ticket/Saver

- 1 day.....
- 3 day/weekend.....
- 5 days/1 week.....
- 10 days/2 weeks.....
- 4 weeks/1 month.....
- Quarterly/3 months.....
- 1 year.....

A free pass or free journey

- Elderly person's pass.....
- Disabled person's pass.....
- Complimentary/free ticket.....

Other ticket

- Park and Ride.....
- Family/Group ticket.....
- Other.....

Other time period (please write in)

Single/return ticket

- Single ticket.....
- Return ticket.....

Q3b. What modes of transport does your ticket allow you to travel on?

- Tram only..... Bus and Tram.....
- Train and Tram..... Train, Bus and Tram.....

1001001

Q4. In what format was your ticket?

- A standard paper ticket/pass..... An m-ticket (sent to your mobile phone)...
- A photo card ticket/pass..... Other format.....
- A plastic card you touched on to the fare machine.....

Q5. How did you buy that ticket or pass?

- From Conductor..... From a local shop or post office.....
- Direct from Blackpool Transport (website/phone)..... You had a free pass.....
- Travel shop..... Direct debit through work/college.....
- Rail/bus company..... Other.....

Q6. What is the main purpose of your journey on the Blackpool tramway today?

- Travelling to/from work..... Health visit (Doctor/hospital/dentist).....
- Travelling to/from education (e.g. college, school)..... Shopping trip.....
- On company business (or own if self-employed)..... Visiting friends or relatives.....
- On personal business (job interview, bank, post office)..... Leisure trip (e.g. day out).....
- Other.....

Q7. Were you on your outward or return journey when you were given a questionnaire?

- Outward..... One way trip only.....
- Return.....

Q8. Were you travelling with...? (Please tick all that apply)

- Children in a buggy or pushchair..... A carer.....
- Children (under 12) who were walking..... Lots of bags or luggage.....
- A wheelchair/mobility scooter..... None of these.....

Q9. How did you get to the tram stop where you boarded this tram today?

- On foot/walked..... Bus.....
- Cycled..... Train.....
- Car - dropped off..... Tram.....
- Car - and used Park and Ride..... Other.....
- Car - parked elsewhere.....

Q10. Which means of transport did you use when you got off this tram today?

- On foot/walked..... Bus.....
- Cycled..... Train.....
- Car - picked up..... Tram.....
- Car - and used Park and Ride..... Other.....
- Car - parked elsewhere.....

Q11. What was the main reason you chose to take the Blackpool tramway for this journey?

(Please tick one box only)

- Cheaper than the car..... Quicker than other transport.....
- Cheaper than other transport..... Best way to get where I am going.....
- More convenient than the car (e.g. parking)..... Tram more comfortable than other transport.....
- Didn't have the option of travelling by another means..... For the experience of riding the tram.....
- Other (please write in)

Q12. What was the weather like when you made your journey, was it?

- Dry..... Foggy.....
- Light rain..... Snow.....
- Heavy rain..... Icy.....

2. About the tram stop where you boarded this tram

Q13. Thinking about the tram stop itself, how satisfied were you with the following?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
Its distance from your journey start e.g. home, shops.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The convenience/accessibility of its location.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its general condition/standard of maintenance.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its freedom from graffiti/vandalism.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its freedom from litter.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Behaviour of fellow passengers waiting at the stop..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information provided at the tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your personal safety whilst at the tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14. Overall, how satisfied were you with the tram stop?

Very satisfied.....	<input type="checkbox"/>	Fairly dissatisfied.....	<input type="checkbox"/>
Fairly satisfied.....	<input type="checkbox"/>	Very dissatisfied.....	<input type="checkbox"/>
Neither satisfied nor dissatisfied.....	<input type="checkbox"/>	Don't know/No opinion.....	<input type="checkbox"/>

3. Waiting for the tram

Q15. Approximately, how long did you wait for your tram?
(Please write in the time in minutes)

Q16a. Did you check any of the following to find out when the tram was meant to arrive? (Please tick all that apply)

Before leaving for the tram stop	At the tram stop
Leaflet/paper timetable..... <input type="checkbox"/>	Electronic display at the stop..... <input type="checkbox"/>
Online tram times..... <input type="checkbox"/>	Information posters at the stop..... <input type="checkbox"/>
Live tram locator/timings (e.g. via mobile app/web)..... <input type="checkbox"/>	Online tram times..... <input type="checkbox"/>
Disruption updates (e.g. on Twitter/Facebook)..... <input type="checkbox"/>	Live tram locator/timings (e.g. via mobile app/web)..... <input type="checkbox"/>
Other..... <input type="checkbox"/>	Disruption updates (e.g. on Twitter/Facebook)..... <input type="checkbox"/>
	Other..... <input type="checkbox"/>

Q16b. If you did not check to find out when the tram was meant to arrive, why was this? (Please tick all that apply)

Knew the trams ran frequently on this route..... <input type="checkbox"/>	Didn't have time..... <input type="checkbox"/>
Already knew arrival times..... <input type="checkbox"/>	Did not know when the tram was meant to arrive..... <input type="checkbox"/>
Could not find the information..... <input type="checkbox"/>	Other..... <input type="checkbox"/>

Q17. Approximately how long did you expect to wait for the tram?
(Please write in the time in minutes)

Q18a. Thinking about the time you waited for the tram today, was it...

Much longer than expected..... <input type="checkbox"/>	A little less time than you expected..... <input type="checkbox"/>
A little longer than you expected..... <input type="checkbox"/>	Much less time than you expected..... <input type="checkbox"/>
About the length of time you expected.... <input type="checkbox"/>	

Q18b. Were you able to board the first tram you wanted to travel on?

Yes..... <input type="checkbox"/>	No..... <input type="checkbox"/>
-----------------------------------	----------------------------------

Q19. How satisfied were you with each of the following?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
The length of time you had to wait for the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The punctuality of the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. On the tram

Q20. Thinking about when the tram arrived, please indicate how satisfied you were with the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
Route/destination information on the outside of the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cleanliness and condition of the outside of the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ease of getting on to and off of the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The length of time it took to board the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
The cleanliness and condition of the inside of the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information provided inside the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sufficient room for all the passengers to sit/stand...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The comfort of the seats.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of personal space you had around you.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of grab rails to hold on to when standing/moving about the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The temperature inside the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your personal security whilst on the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of time the journey took.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smoothness/freedom from jolting during the journey.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22. Did you get a seat on the tram?

Yes – for all of the journey..... <input type="checkbox"/>	No – but you were happy to stand..... <input type="checkbox"/>
Yes – for part of the journey..... <input type="checkbox"/>	No – but you would have liked a seat..... <input type="checkbox"/>

Q23a. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?

Yes..... <input type="checkbox"/>	No..... <input type="checkbox"/>
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Q23b. If yes: Which of the following were the reason(s) for this? (Please tick all that apply)

Passengers drinking/under the influence of alcohol..... <input type="checkbox"/>	Passengers not paying their fares..... <input type="checkbox"/>
Passengers taking/under the influence of drugs..... <input type="checkbox"/>	Feet on seats..... <input type="checkbox"/>
Abusive or threatening behaviour..... <input type="checkbox"/>	Music being played loudly..... <input type="checkbox"/>
Rowdy behaviour..... <input type="checkbox"/>	Smoking..... <input type="checkbox"/>
Passengers not moving out of priority seats..... <input type="checkbox"/>	Graffiti or vandalism..... <input type="checkbox"/>
	Loud use of mobile phones..... <input type="checkbox"/>
	Other (please write in) <input type="text"/>

Q23c. *If yes:* What local area was the tram travelling through or at which stop was it when you were worried or concerned?

Q24a. Was your journey on the Blackpool tramway today delayed at all?

Yes..... No.....

Q24b. *If yes: Why was this? (Please tick all that apply)*

Due to a signal/points failure..... <input type="checkbox"/>	Time it took passengers to board/
Road congestion/traffic jam..... <input type="checkbox"/>	pay for tickets..... <input type="checkbox"/>
Due to a tram failure..... <input type="checkbox"/>	Had to use bus replacement service..... <input type="checkbox"/>
Planned engineering works..... <input type="checkbox"/>	Other (please write in) <input type="text"/>
Poor weather conditions..... <input type="checkbox"/>	No reason given..... <input type="checkbox"/>
The tram waiting too long at stops..... <input type="checkbox"/>	Don't know..... <input type="checkbox"/>
The tram waiting too long at signals..... <input type="checkbox"/>	

Q25. *If yes:* By approximately how long was your journey today delayed?

(Please write in the time in minutes)

Q26. Were any of these items of information present on the tram?

	Yes	No	Don't know
A map of the tram route/journey times.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio announcements e.g. saying the next tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An electronic display e.g. showing the next tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about tickets/fares.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A timetable.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Details of how to make a complaint, if you had one.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q27. Thinking about any tram staff you encountered on your journey, please indicate how satisfied you were with each of the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
The appearance of any staff.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any greeting/welcome you got from the staff.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The helpfulness and attitude of the staff.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The safety of the driving (i.e. appropriateness of speed, driver concentrating).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Your overall opinion of the tram journey you made when given this questionnaire

Q28. Overall, taking everything into account from start to end of this journey, how satisfied were you with your journey on the Blackpool tramway today?

Very satisfied..... Fairly dissatisfied.....
 Fairly satisfied..... Very dissatisfied.....
 Neither satisfied nor dissatisfied..... Don't know/No opinion.....

Q29. If something could have been improved on your journey on the Blackpool tramway today, what would it have been?

Q30. How satisfied were you with the value for money of your journey on the Blackpool tramway?

Very satisfied..... Fairly dissatisfied.....
 Fairly satisfied..... Very dissatisfied.....
 Neither satisfied nor dissatisfied..... Don't know/No opinion.....

Q31. What had the biggest influence on the 'value for money' rating you gave in the previous question?

The cost for the distance travelled.....
 The cost of the tram versus other modes of transport..... Comfort/journey quality for the fare paid.....
 The fare in comparison to the cost of everyday items..... A reason not mentioned above (please write in box).....

6. Your opinion of trams generally

Q32a. How would you rate tram services for the following:

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/no opinion
Ease of getting to local amenities (e.g. shops, hospitals, leisure facilities).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connection with other forms of public transport (e.g. trains/buses).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q32b. And how satisfied are you overall with tram services for the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
Ease of buying your ticket.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punctuality (running on time).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency (how often the trams run).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of tickets available.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q33a. If you needed information about your local tram services, e.g. times, fares, where would you obtain that information? (Please tick all that apply)

Phone: Blackpool Transport..... Smartphone app.....
 Phone: Blackpool Council..... Travel shop.....
 Internet: Blackpool Transport website..... Ask friend/relative.....
 Internet: Blackpool Council website..... Ask tram staff.....
 Internet: Other travel website..... Other.....
 Twitter: Blackpool Transport..... Not sure.....
 Facebook: Blackpool Transport.....

Q33b. If you were able to use Wi-Fi whilst on this tram, what would it be to do?

(Please tick all that apply)
 Looking at emails..... Playing games online.....
 Social media..... Something else.....
 Web browsing..... Would not use Wi-Fi.....

- Q33c. If Wi-Fi were available on these trams, how would this affect your use of the tram?**
- I would be much more likely to travel by tram
- I would be a little more likely to travel by tram
- It would not affect my use of the tram
- I would be a little less likely to travel by tram
- I would be much less likely to travel by tram

- Q34. How often do you typically travel by tram? (Please tick the closest to your frequency of tram use)**
- 5 or more days a week Once a month
- 3 or 4 days a week Less frequently
- Once or twice a week This is the first time I have
- Once a fortnight used the Blackpool tramway

- Q35. If you have used the tram before, how typical would you say today's experience was? Was it...**
- Much better than usual A little worse than usual
- A little better than usual Much worse than usual
- About the same as usual

- Q36. Have any of the following frequently stopped you making journeys by tram? (Please tick all that apply)**
- The places you can reach by tram How long journeys take
- The frequency of trams in the area when going by tram
- The reliability of the trams The comfort of the trams
- The cost of using tram The level of crowding on the trams
- Understanding the fares A concern for your personal
- Understanding the ticket machines safety on tram
- Tram network improvement works

7. About you

- QA. Are you...?**
- Male Female

- QB. In which age group are you?**
- 16-18 55-59
- 19-25 60-64
- 26-34 65-69
- 35-44 70-79
- 45-54 80+

- QC. Are you...?**
- Working full time (30+ hours) Retired
- Working part time (under 30 hours) Full time student
- Not working – seeking work Other

- QDa. Are you affected by any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (Please tick all that apply)**
- No - None
- Yes – Vision (e.g. blindness or partial sight)
- Yes – Hearing (e.g. deafness or partial hearing)
- Yes – Mobility (e.g. only able to walk short distances or difficulty climbing stairs)
- Yes – Dexterity (e.g. difficulty lifting and carrying objects or using a keyboard)
- Yes – Learning or understanding or concentrating
- Yes – Memory
- Yes – Mental health
- Yes – Stamina or breathing fatigue
- Yes – Socially or behaviourally (for example associated with autism, attention deficit disorder or Asperger's syndrome)
- A condition not mentioned above

- QDb. Does your condition or illness have an adverse effect on your ability to make journeys by tram?**
- Yes, a lot Yes, a little
- Not at all

- QE. Which of the following best describes your ethnic background?**
- White Chinese
- Mixed Asian or Asian British
- Black or Black British Other ethnic group

- QF. In terms of having a car to drive, which of the following applies?**
- You have a car available You have a car available but
- and don't mind driving prefer not to drive
- You don't have a car available

- QG. How often are you able to ask someone else to drive you for local journeys?**
- All or most of the time You don't have anybody you can ask
- Some of the time Not applicable

- QH. To help us get a better picture of tram services at a local level, it would be helpful if you could provide us with your home postcode. (If you provide it, this will be used to help understand tram usage and make improvements locally. Your postcode will not be used to identify you personally and will only be used for research purposes)**

Please write in your home postcode here:

 Live outside the UK

This survey is being undertaken for Transport Focus by BDR Continental, an independent market research agency which adheres to the Market Research Society's code of conduct. You were handed this questionnaire by an interviewer working for Perspective Research Services, a part of BDR Continental.

The information that you have provided on this questionnaire is subject to the Data Protection Act 1998 and will not be used to identify you personally. The data will only be used for research purposes. Any organisations receiving the data will also be subject to the same restrictions and obligations under the Data Protection Act 1998.

If you have any queries about this survey or how your data will be used please contact Nick Grigg at BDR Continental on 020 7490 9166.

If you would like to check that this survey is genuine, you can contact the Market Research Society on 0500 396999 or www.mrs.org.uk who will verify BDR Continental's status as a legitimate market research organisation.

To find out more about the Tram Passenger Survey or Transport Focus' work visit our website or follow us on Twitter.

Web: www.transportfocus.org.uk

Twitter: @transportfocus

If you would be happy to participate in future research projects about the tram industry please complete the contact details below (this will only be available to Transport Focus)

Name:

Email address:

Thank you for completing this questionnaire.
Please return it in the envelope provided or use the following Freepost address:

Tram Passenger Survey
Perspective Research Services Ltd
FREEPOST (RTLU-YLTS-TGYV)
12-20 Baron Street
Angel, London N1 9LL



Tram Passenger Survey (TPS) **Blackpool**

Autumn 2015 results

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