

# Tram Passenger Survey (TPS) **Edinburgh Trams**

## Autumn 2015 results

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## TPS 2015 **Edinburgh Trams**

### **Context to the survey**

# Context to the 2015 survey

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## 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

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



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## 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 **17<sup>th</sup> September and 26<sup>th</sup> November 2015**

**734** surveys were completed for Edinburgh Trams in autumn 2015

*For further details of the survey method, see Appendix*

# The Edinburgh Trams network in context

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

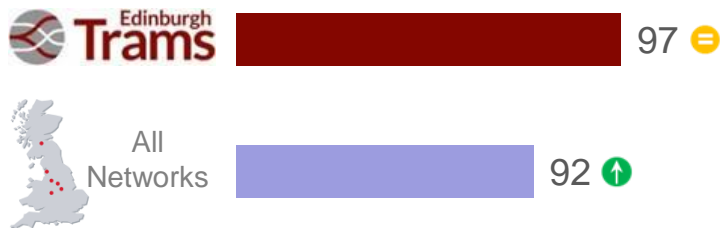
\*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2014/15

## **TPS 2015** **Edinburgh Trams**

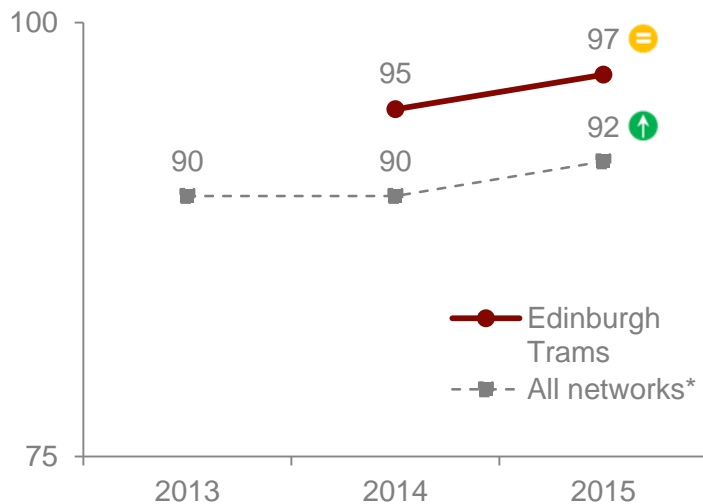
### **Summary of 2015 results**

# Passenger experience in Edinburgh 2015: a snapshot

## Overall journey satisfaction: 2015



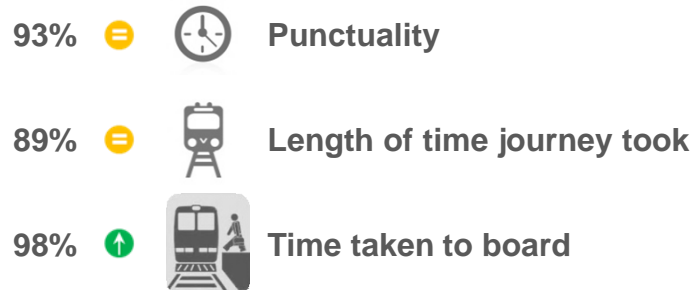
## Overall journey satisfaction: trend



\*The 2013 survey did not include Edinburgh Trams

## The top factors linked to overall journey satisfaction in Edinburgh\* and how they performed in 2015

For a satisfactory journey (very/fairly satisfied):



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

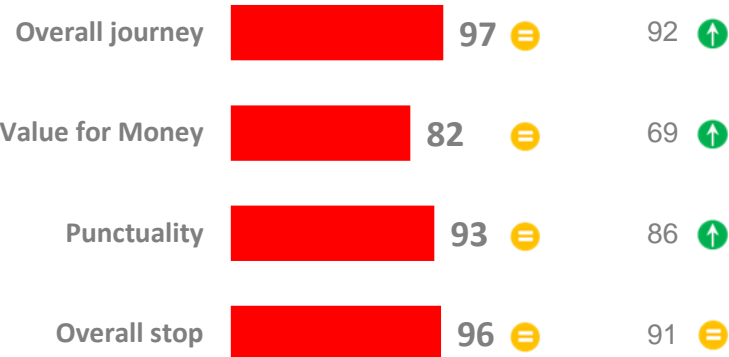


\*Combines data from 2014 and 2015 surveys to increase robustness

# Passenger experience in Edinburgh 2015: across the network



## Satisfaction with key measures:



## Satisfaction with other measures driving overall journey satisfaction in Edinburgh:



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



↑ Statistically significant increase since 2014

= No change

↓ Statistically significant decrease since 2014



# Edinburgh Trams 2015: summary of key findings (1)

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- On the whole the Edinburgh Trams service has maintained the very high levels of passenger satisfaction that were seen in 2014
- Overall satisfaction for journeys on Edinburgh Trams is very high and has increased since last year (97 per cent compared to 95 per cent in 2014). This is relatively consistent across key passenger groups. Almost three quarters (74 per cent) of passengers were 'very satisfied' with their journey overall, up from 70 per cent in 2014
- The key factors which make journeys satisfactory on Edinburgh Trams are the punctuality of the service, the journey length and the time taken to board. 93 per cent of passengers were satisfied with punctuality, 89 per cent with journey length and 98 per cent with the time taken to board (significantly higher than in 2014)
- Amongst fare paying passengers 82 per cent were satisfied with the value for money of their journey on Edinburgh Trams. When evaluating whether a journey represents value for money, amongst those who are satisfied with value for money, the cost for the distance travelled is the most important factor. Amongst passengers who are not satisfied with value for money, the cost of the tram versus other modes of transport is most important

## Edinburgh Trams 2015: summary of key findings (2)

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- Only four per cent of passengers experienced a delay. However the average length of delay was slightly longer than in 2014 – 10 minutes compared to 7 minutes
- Just under a quarter (23 per cent) spontaneously suggested an improvement to Edinburgh Trams. The most mentioned improvement was better ticketing facilities – 27 per cent of those mentioning an improvement, which is significantly higher than last year
- Other improvements mentioned related to faster journey times and more frequent trams
- The profile of Edinburgh Trams passengers remains quite young with 40 per cent in the 16-34 age group. However this is significantly lower than last year (47 per cent aged 16-34)
- Approximately half of passengers (48 per cent) were using the tram for commuting reasons: 44 per cent for work and 3 per cent for education. 47 per cent of passengers were travelling for leisure reasons
- Due to the young profile of tram passengers only 12 per cent were travelling with a free pass.

## **TPS 2015** Edinburgh Trams

**Experience and opinions of the journey**

# Experience and opinions of the journey: summary



## Satisfaction with today's journey:



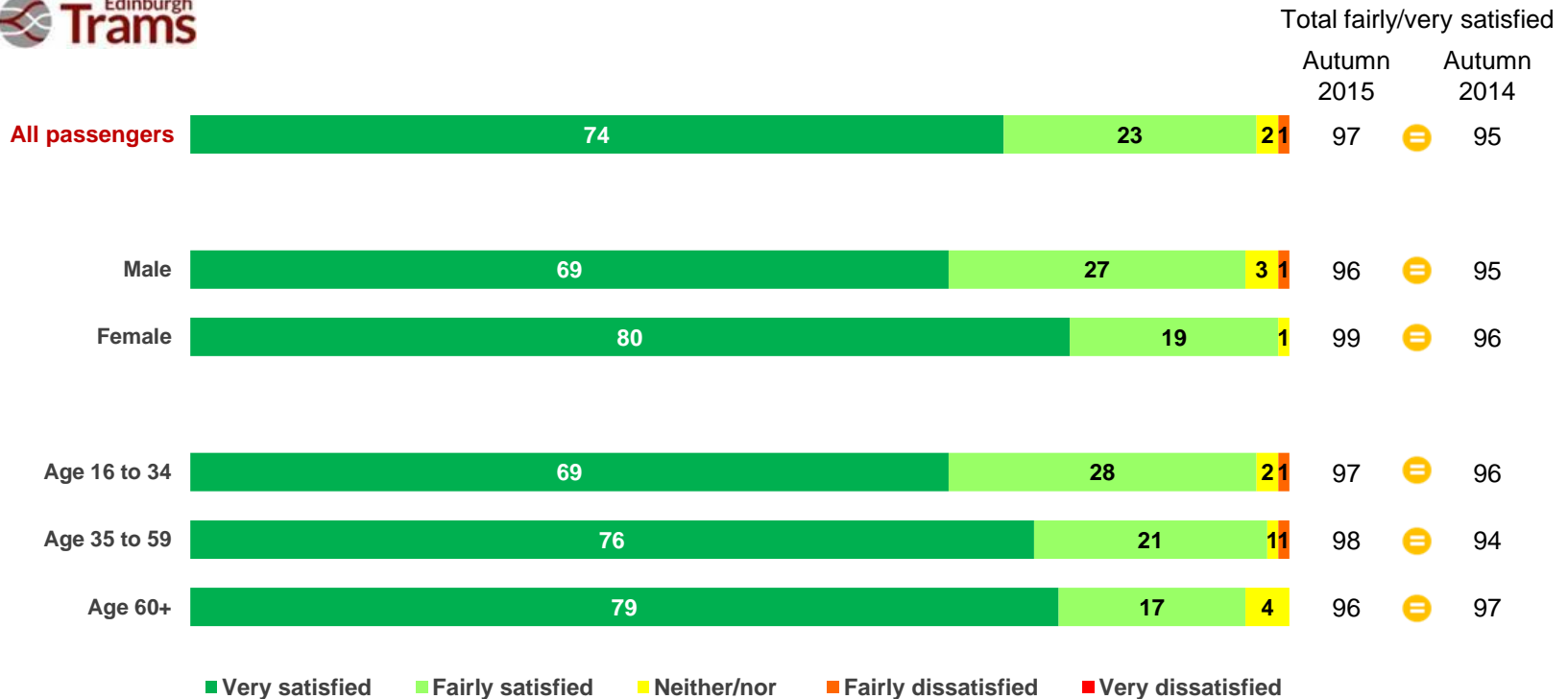
↑ Statistically significant increase since 2014

= No change

↓ Statistically significant decrease since 2014

# Experience and opinions of the journey: the detail

## Overall satisfaction: by gender and age



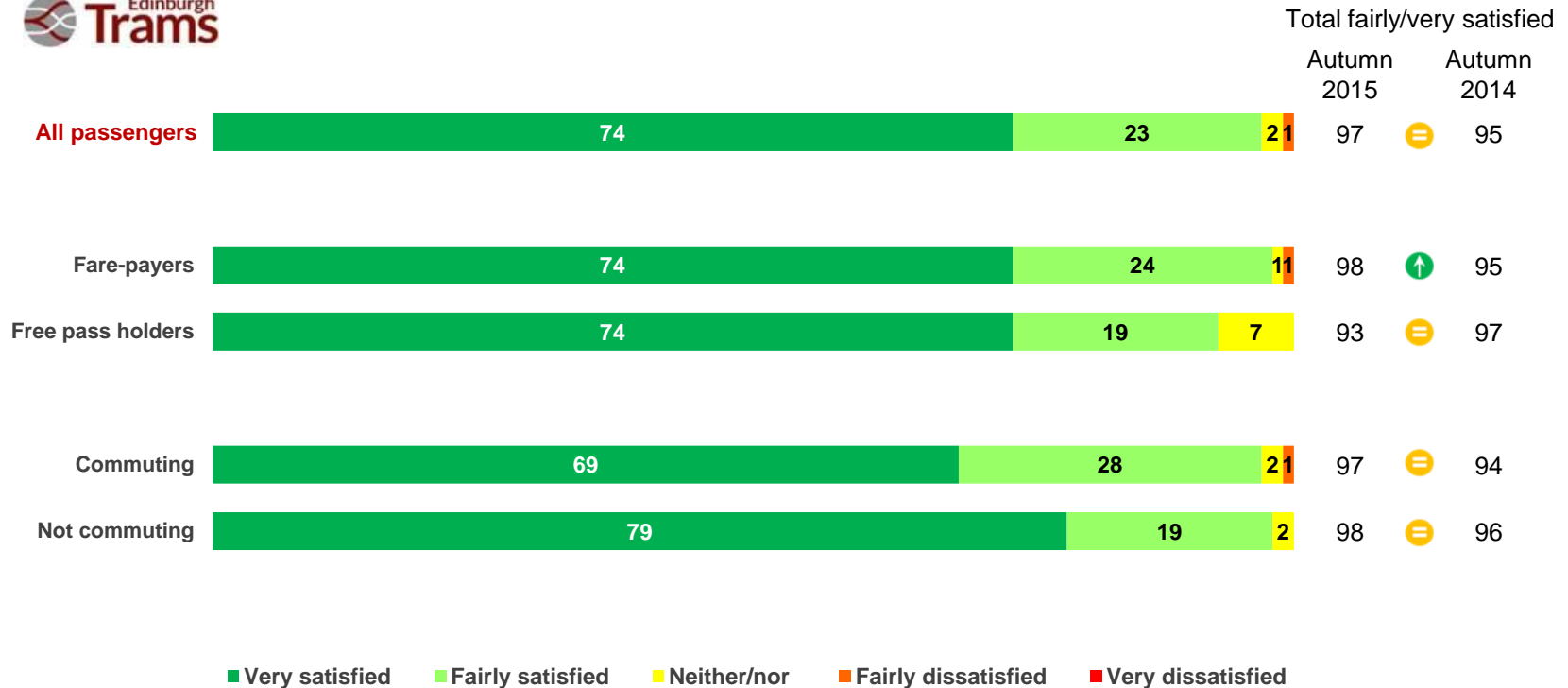
Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?

Base: All passengers - 713 (Note: low base of 61 for the 60+ age group)

- ↑ 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



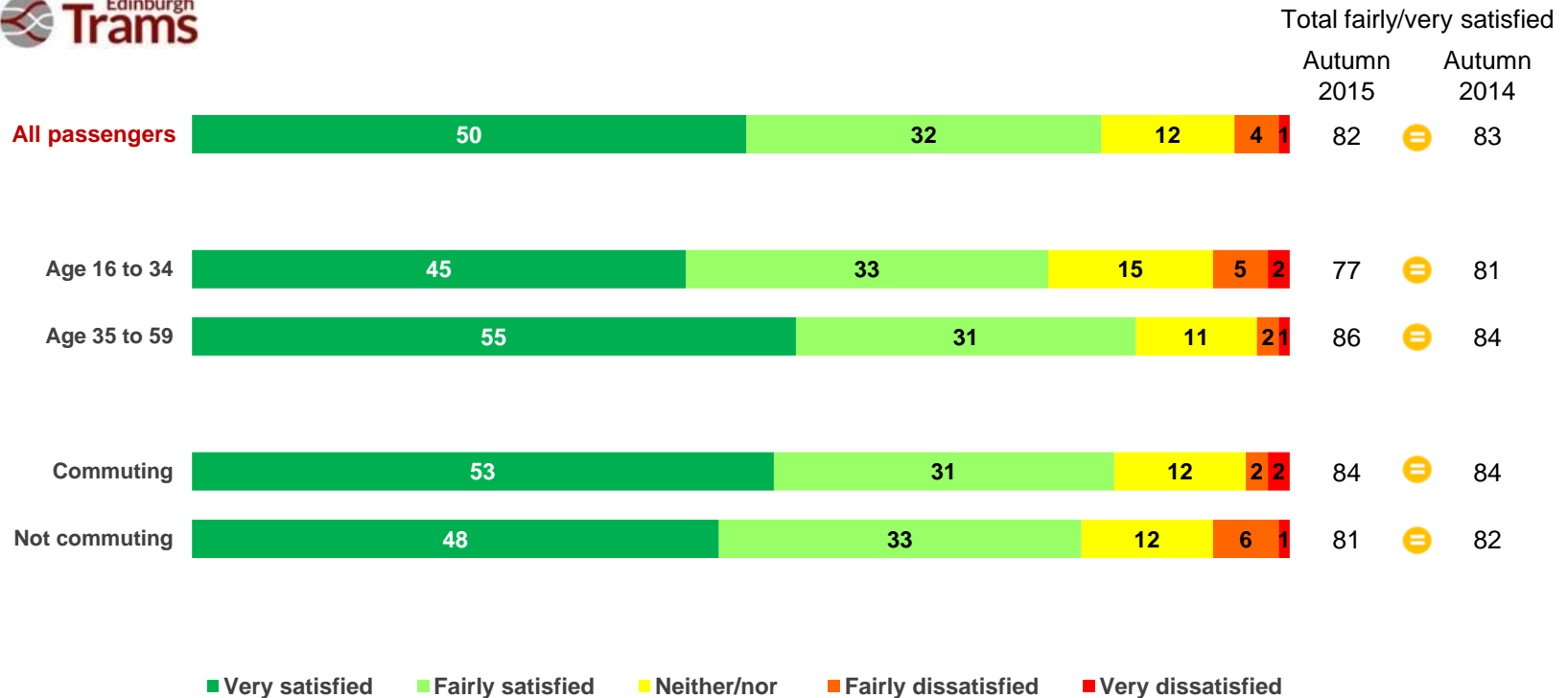
Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?

Base: All passengers - 713 (Note: low base of 50 for free pass holders)

- ↑ 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 - 645

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

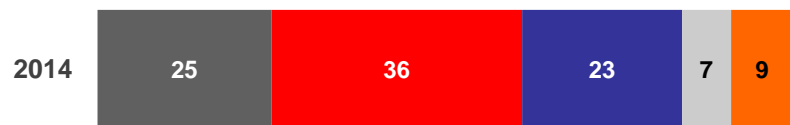
# Experience and opinions of the journey: the detail

## 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

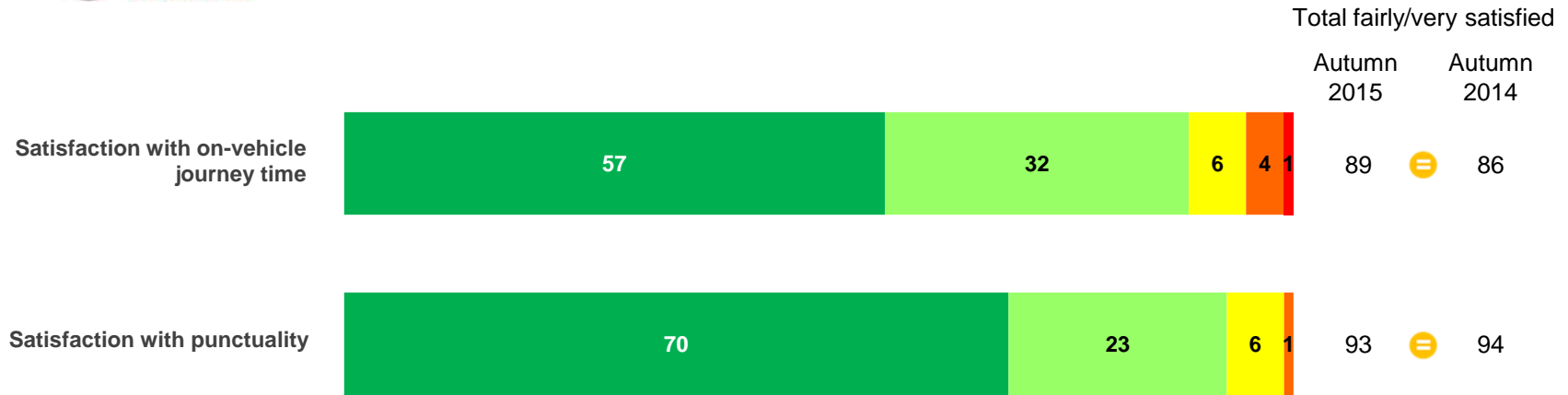
NOTE: Those not satisfied with value for money includes respondents answering 'Neither satisfied nor dissatisfied'  
 Q. What had the biggest influence on the 'value for money' rating you gave in the previous question?  
 Base: All fare paying passengers – satisfied with VFM (524), not satisfied with VFM (96)

- ↑ 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 - 682

Q. How satisfied were you with the amount of time your journey on the tram took? Base: All passengers - 710

↑ Statistically significant increase since 2014

= No change

↓ Statistically significant decrease since 2014

**TPS 2015** **Edinburgh Trams**

**Waiting at the stop**

# Waiting at the stop: summary



## Satisfaction with the stop:

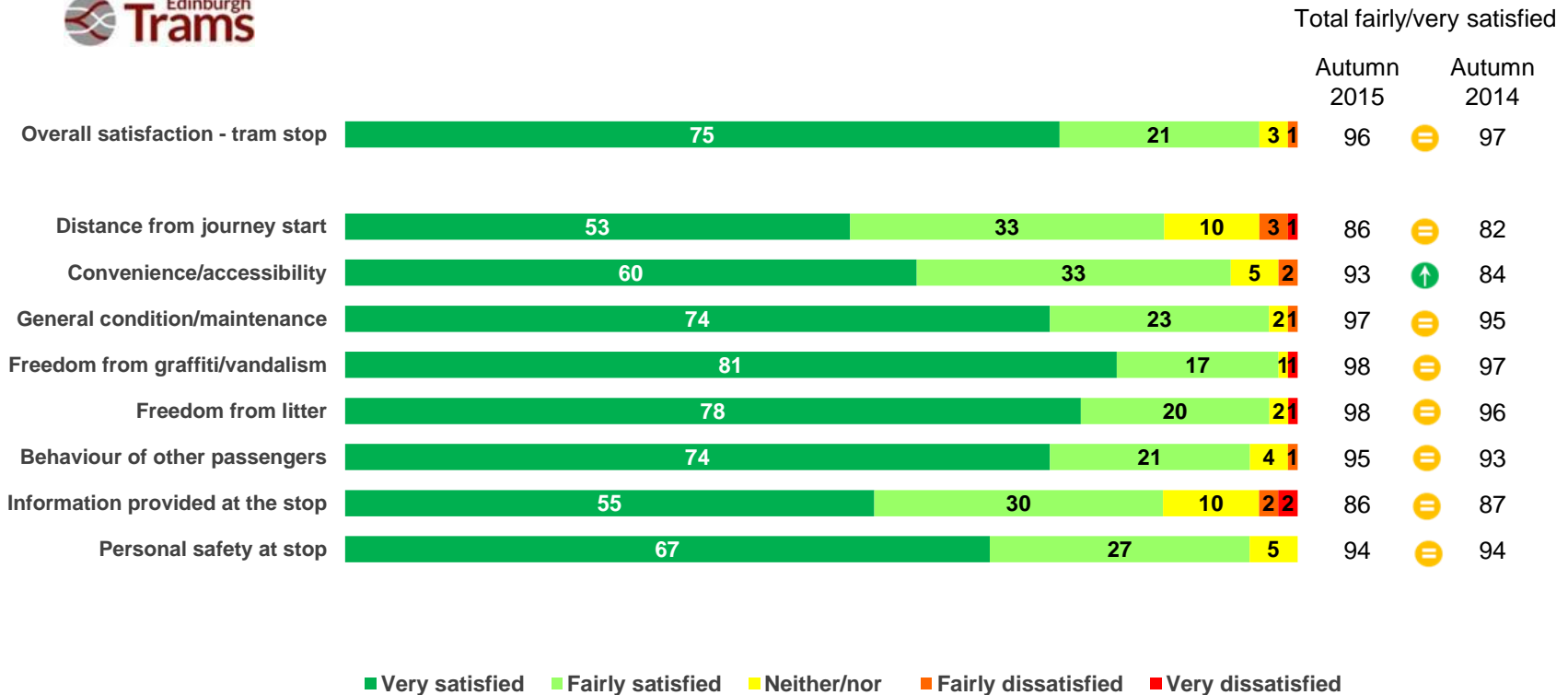
Overall satisfaction with stop	96 =
Distance from journey start	86 =
Convenience / accessibility	93 ↑
General condition and maintenance	97 =
Freedom from graffiti / vandalism	98 =
Freedom from litter	98 =
Behaviour of other passengers	95 =
Information provided	86 =
Personal safety	94 =



Satisfaction: waiting time	91 =
Expected wait time	6.4 mins ↓
Actual reported wait time	4.5 mins =
Passengers who checked tram time	73% ↓
Info sources used before arriving at stop	Online tram times, live tram locator/timings
Info sources used at stop	61% electronic display
Among those that didn't check...	77% knew service frequent

# Waiting at the stop: the detail

## Satisfaction with the tram stop

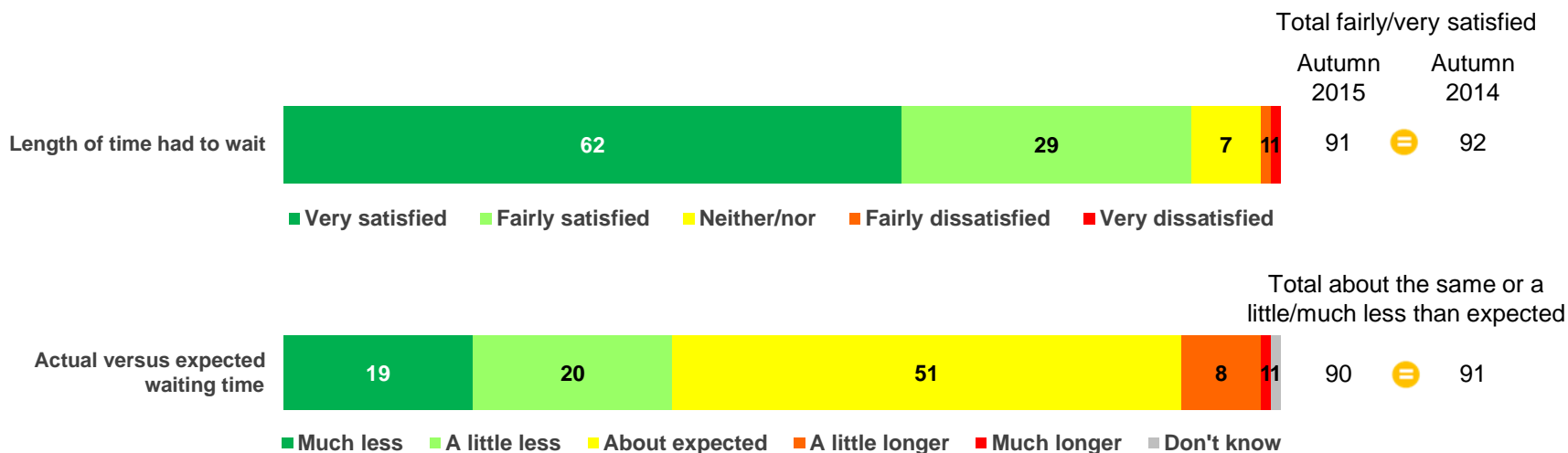


Q. Overall, how satisfied were you with the tram stop? & Q. Thinking about the tram stop itself, how satisfied were you with the following:  
 Base: All passengers - 719

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

# Waiting at the stop: the detail

## Waiting time



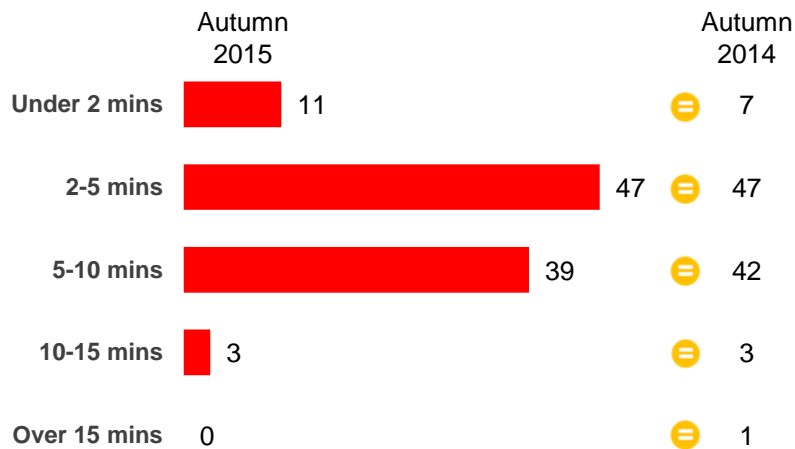
Q. How satisfied were you with each of the following? & Q. Thinking about the time you waited for the tram today, was it [...] than expected?  
 Base: All passengers - 714

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

# Expected and reported waiting times

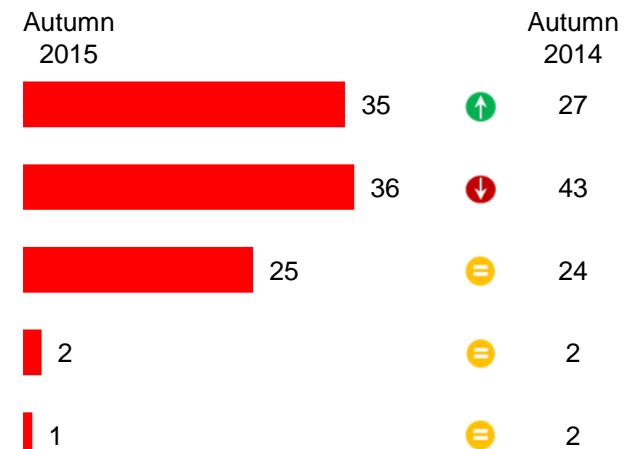


## Expected tram waiting time



**Average expected waiting time 6.4 minutes (2014: 7.0 minutes)**

## Reported tram waiting time



**Average reported waiting time 4.5 minutes (2014: 4.7 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 - 715

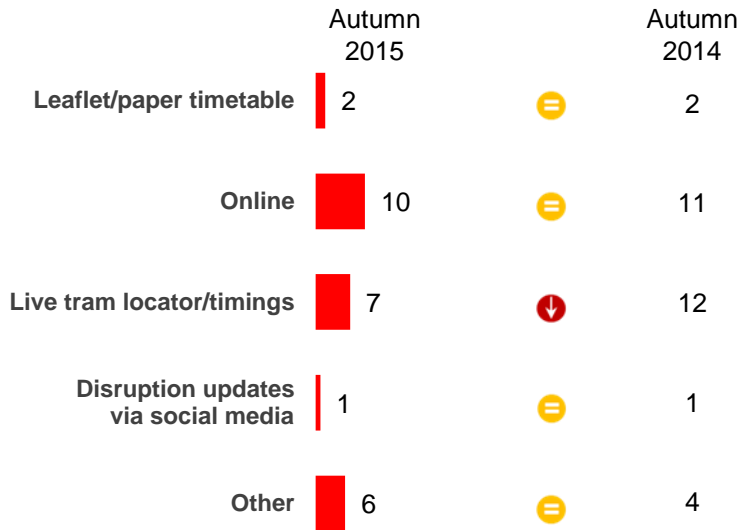
- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

# How passengers checked tram times

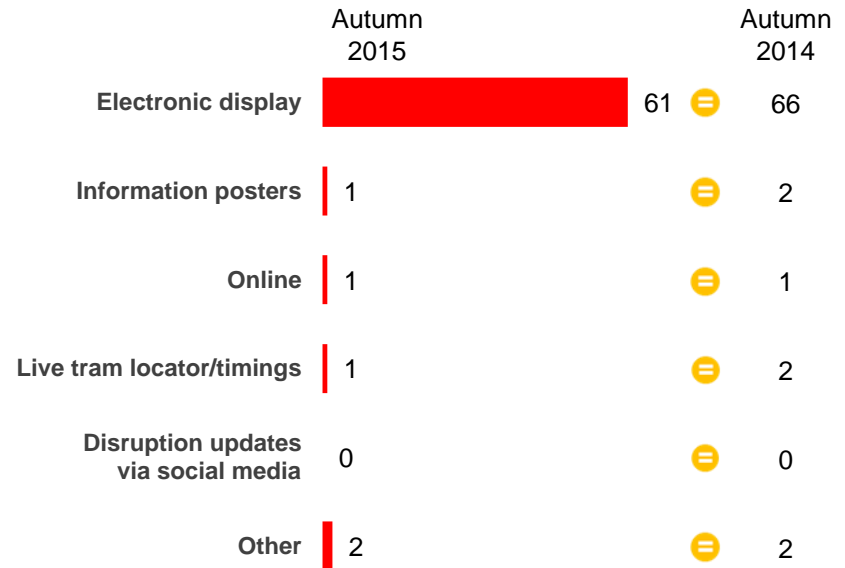


26 per cent (↑) of Edinburgh passengers did not check to find out when the tram was meant to arrive (2014:18 per cent)

### Before leaving for the tram stop



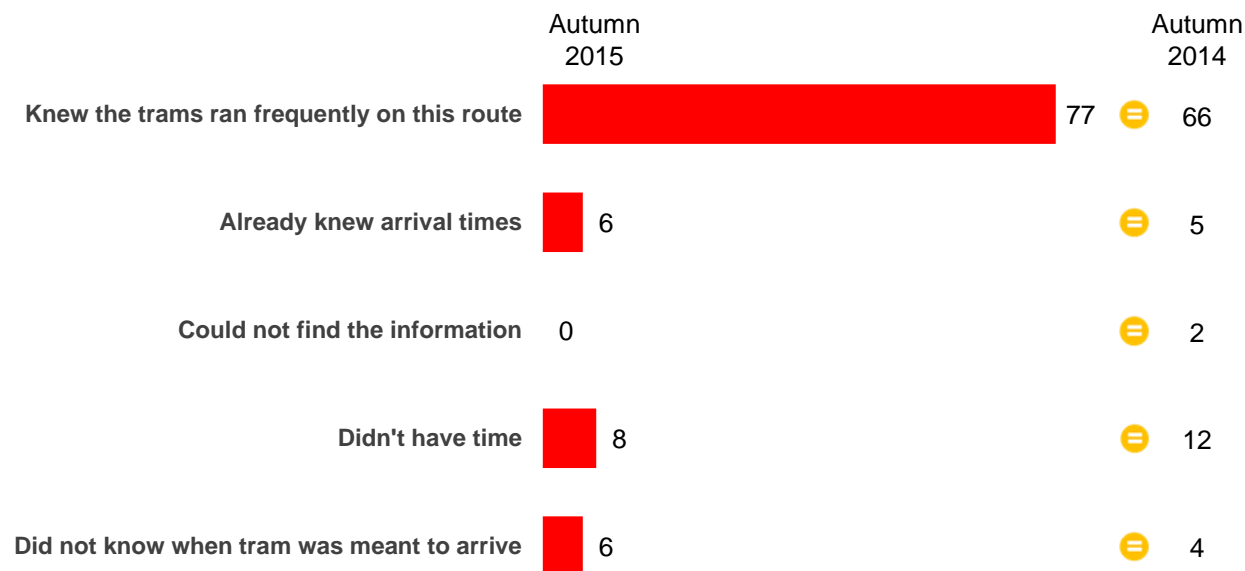
### At the tram stop



Q. Did you check any of the following to find out when the tram was meant to arrive?  
Base: All passengers - 734

- 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 - 181

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



## TPS 2015 **Edinburgh Trams**

### **The tram**

# The tram: summary



## Start of journey

Route info on tram	90 =
Exterior cleanliness	97 ↑
Ease getting on	98 =
Time taken to board	98 ↑



## On board

Interior cleanliness	97 =
Info on board	91 =
Seat/standing space	89 =
Seat comfort	94 ↑
Personal space	87 =
Provision grabrails	92 =
Temperature	86 =
Personal security	96 ↑

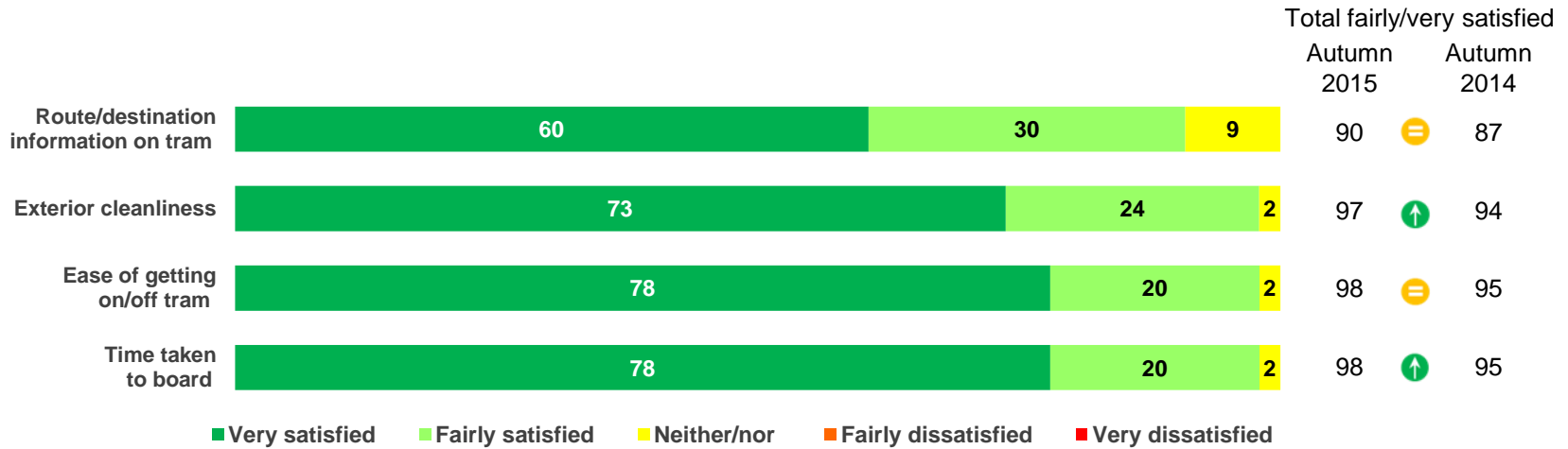


## The driver

Appearance	95 =
Greeting	89 =
Helpfulness/attitude	92 =
Safety of driving	97 =
Smoothness journey	95 ↑

# The tram: the detail

## Satisfaction with start of journey

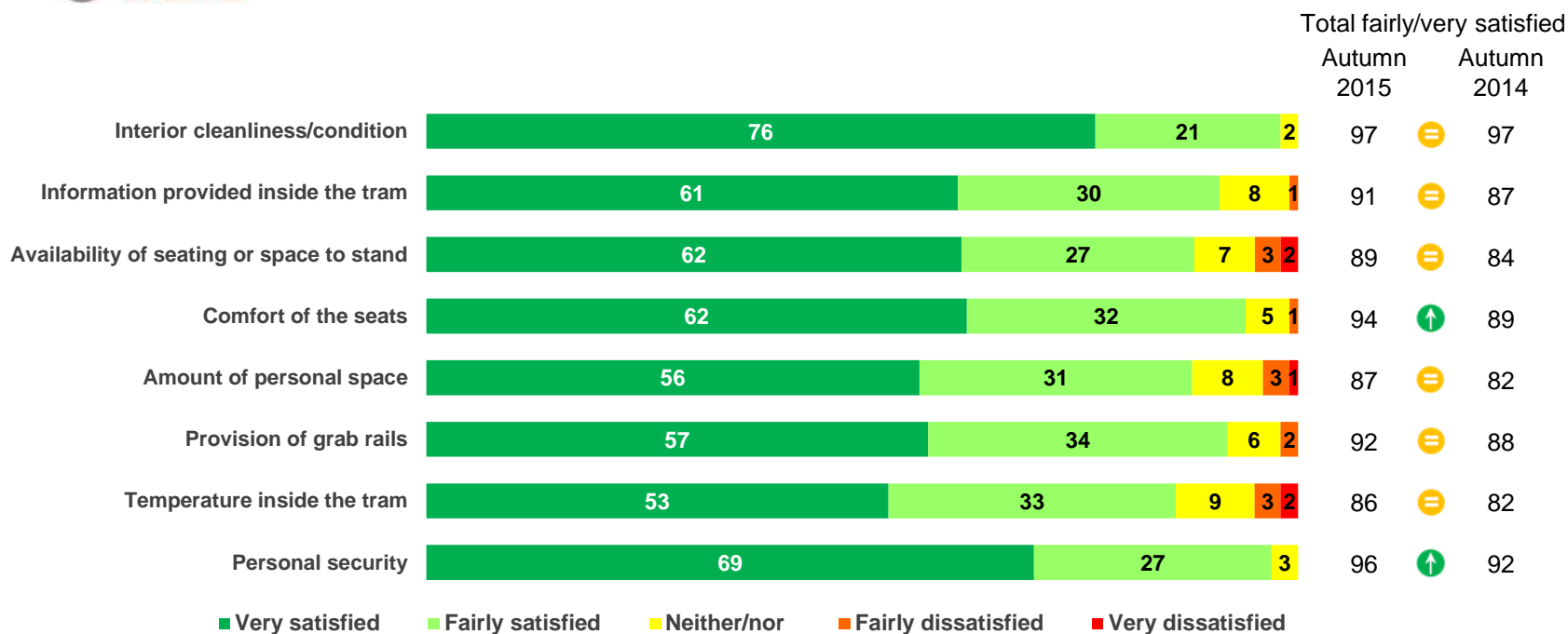


Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:  
 Base: All passengers - 680

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

# The tram: the detail

## Satisfaction on the tram

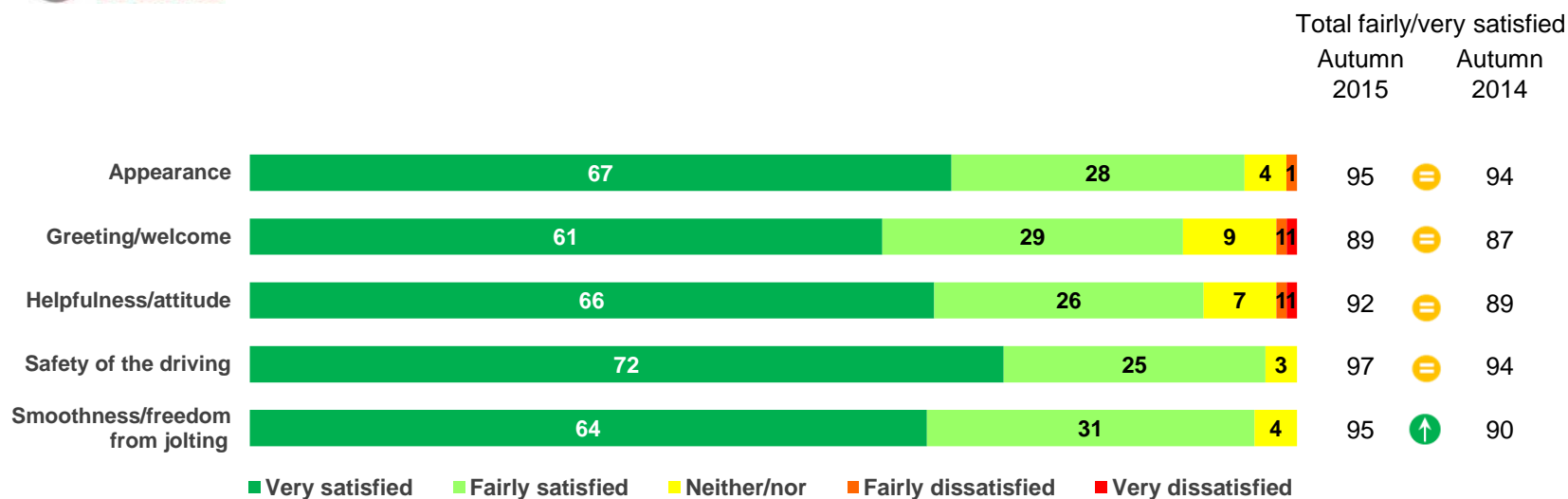


Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:  
 Base: All passengers - 716

- ↑ 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 - 703

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

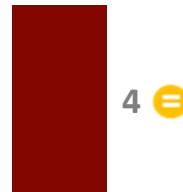
**TPS 2015** **Edinburgh Trams**

**Negative experiences during the journey**

# 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

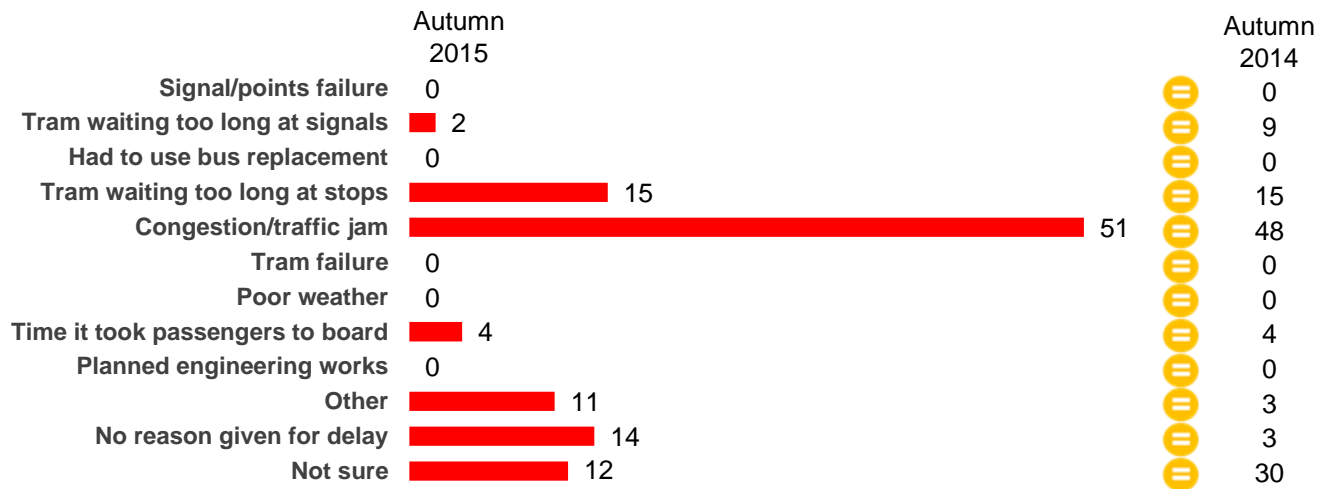


# Negative experiences during the journey: the detail

## Experience of delays



4 per cent (🟡) of Edinburgh passengers experienced a delay (2014: 3 per cent). Average length of delay was 10 minutes (🟡)



TPS: Q. Why was your journey delayed?

Base: All experiencing a delay – 27 (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

	Autumn 2015	Autumn 2014
All passengers	1	2
Male	1	2
Female	0	1
Age 16 to 34	2	2
Age 35 to 59	0	1
Age 60+	0	2

### Types of worrying/concerning behaviour (%)

	Autumn 2015	Autumn 2014
Rowdy behaviour		
Loud use of mobile phones		
Passengers under influence of alcohol		
Passengers playing loud music		
Passengers not paying their fares		
Feet on seats		
Abusive or threatening behaviour		
Passengers not moving out of priority seats		
Passengers under influence of drugs		
Graffiti/vandalism		
Smoking		

Sample size of concerned passengers too small to report upon

Base too small to report

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

Base: All passengers - 720

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

Base: All experiencing worrying/concerning behaviour – 4 (Caution small base)

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

**TPS 2015 Edinburgh Trams**

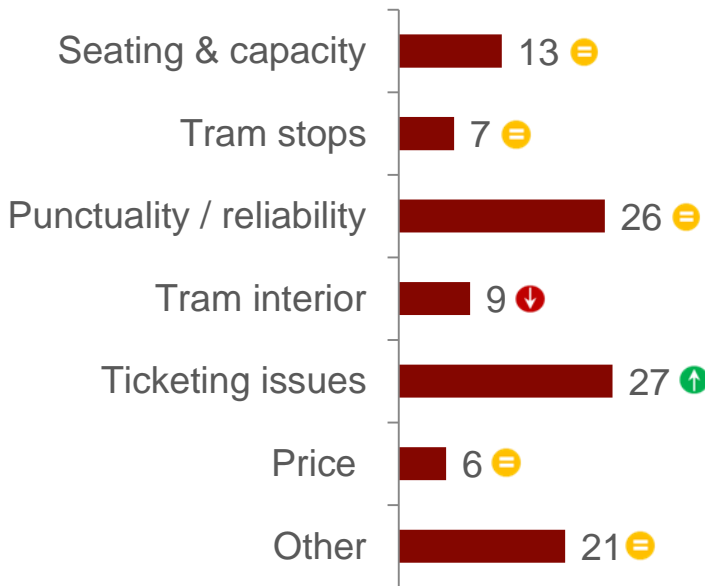
**Passengers' suggested improvements**

# Passengers' suggested improvements: summary



**77%** of Edinburgh Trams passengers in 2015 had no suggestions for improvements

...of the 23% 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 - 200

Note: word cloud based on responses to the online survey only

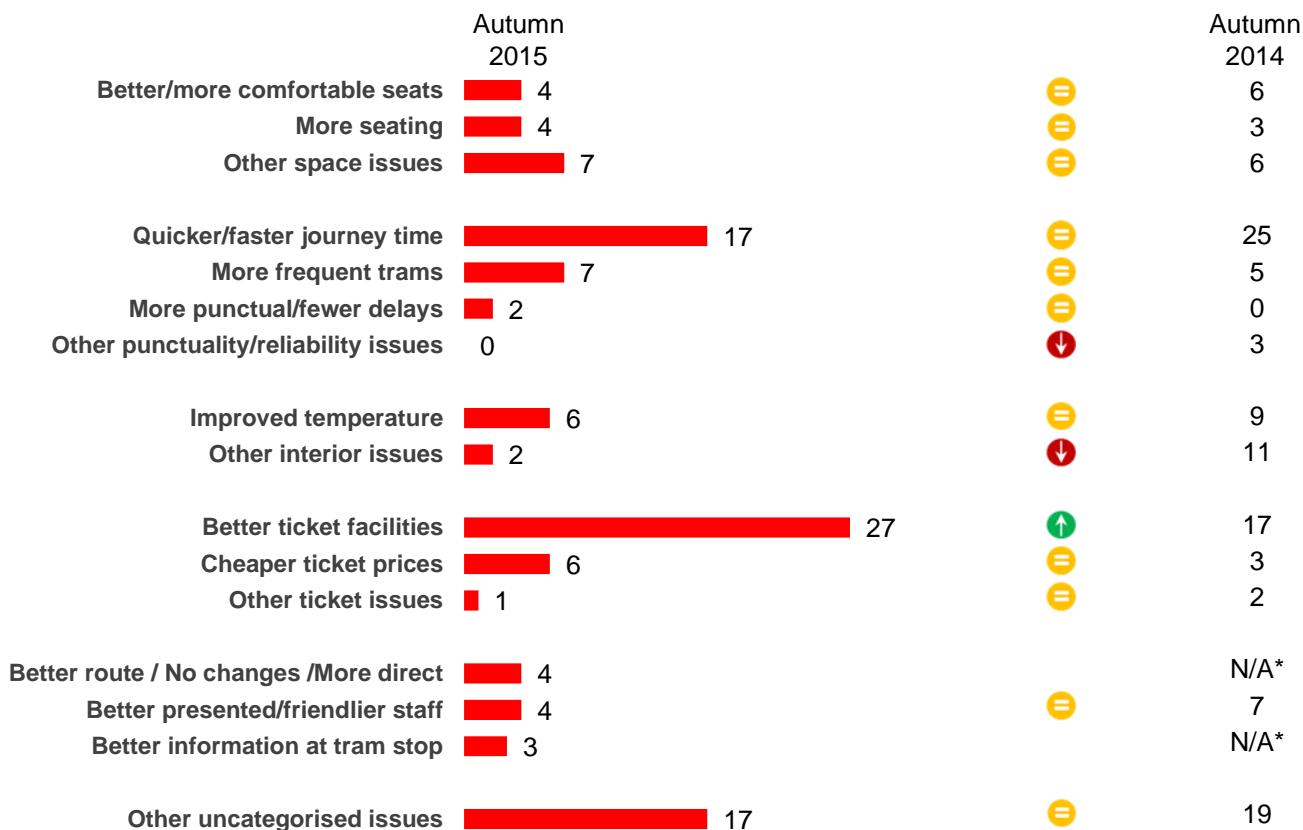
- ↑ Statistically significant increase since 2014
- = No change
- ↓ Statistically significant decrease since 2014

## Passengers' suggested improvements: the detail

# Suggested improvements spontaneously mentioned by tram passengers



77 per cent (☺) of passengers could think of no improvement suggestions to make (2014: 73 per cent)  
 Of the 23 per cent (☹) who did, their suggestions are shown below (2014: 27 per cent)



\*New code in 2015

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

Base: All suggesting an improvement - 200

- ⬆ Statistically significant increase since 2014
- ☺ No change
- ⬇ Statistically significant decrease since 2014

## Passengers' suggested improvements: the detail

### Selected verbatim comments

I think the speed of the tram needs a slight increase. I feel journeys can be slow at times

Later tram services at weekends, i.e. after 11.30pm as trains don't run after then

Two things: clear (and reliable) indication of when a tram will actually depart from York Place; ability to validate my Ridacard on board the tram

I would have caught an earlier tram if I could have purchased my ticket on board

If journey times were slightly faster

I'd really value a train, tram and bus combination ticket. I use train sometimes to commute to Edinburgh Park as it is faster and in the evenings less crammed

More ticket machines. It's ok when it's not peak times but they can get pretty congested

Contactless payment (e.g. Apple Pay)

The app didn't show the time of the next tram, nor did the info board at the tram stop. There was no ticket check on the tram

More extensive route, linking more parts of the city

I don't understand why I have to check my Ridacard twice: out of the tram and inside

Staff jump at you to check tickets, on some occasions they are rude

The ticket machine often rejects the coins I use which can mean I am late for work because I need to get different change

More ticket machines, that give change back!

The seats on the trams always seem very cramped compared to the buses, so better seats would be nice

The tram could go faster. The speed seems very slow in comparison to other tram journeys I have made in other European cities

There are not enough seats on the tram and not enough space. I am 5' 7" and struggle to sit in some of the seats

More seats, more frequent trams in rush hour. Tram is very cramped especially when travelling home

**TPS 2015 Edinburgh Trams**

**Opinion of trams in the local area**

# Opinion of trams in the local area: summary



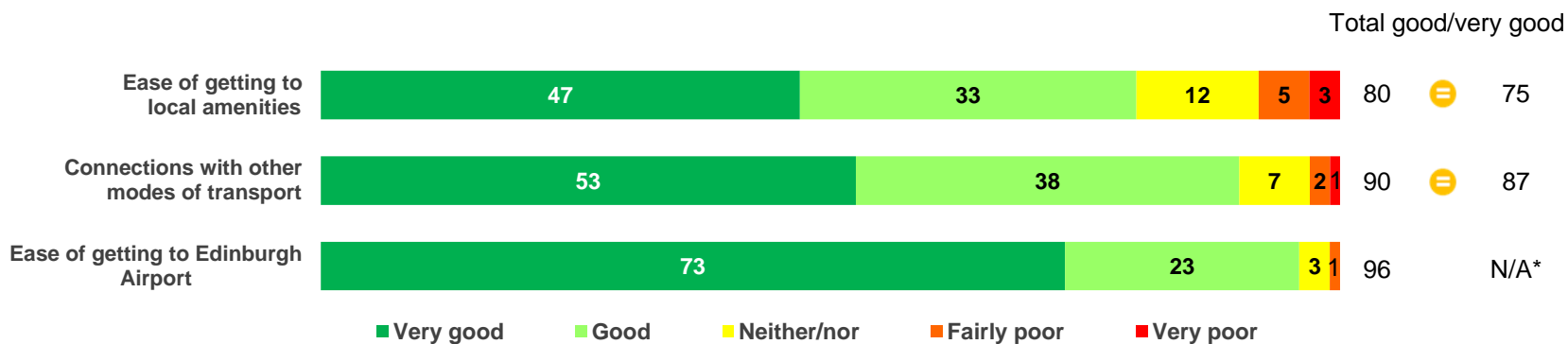
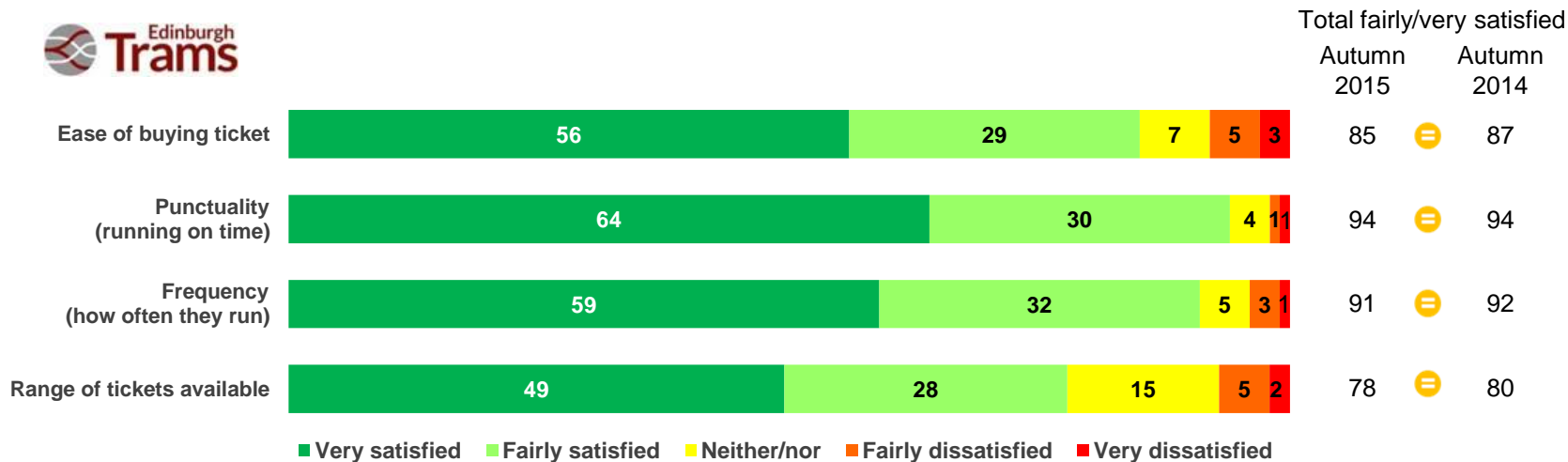
## General opinion of services in area:



\*Airport question added in 2015

# Opinion of trams in the local area: the detail

## Satisfaction with trams **generally**



\*Not asked in 2014

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 - 670

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

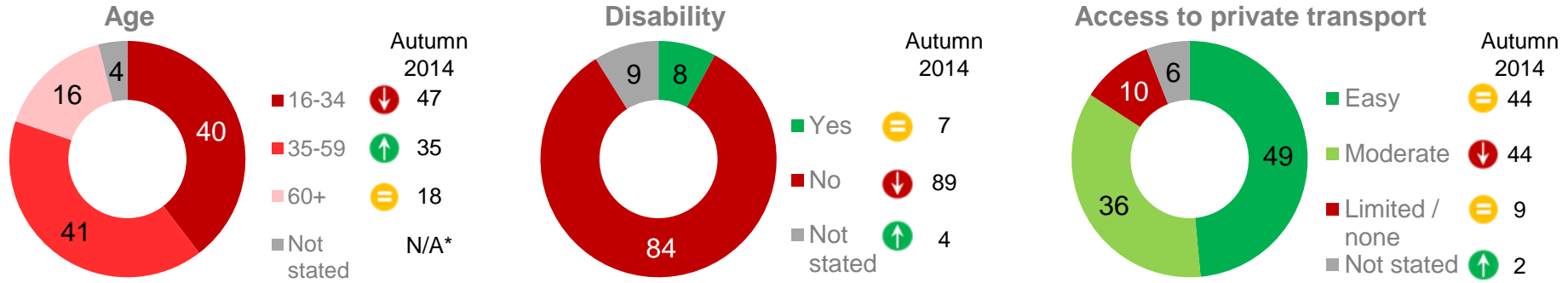


## **TPS 2015** Edinburgh Trams

### Appendix 1: the passenger and journey context

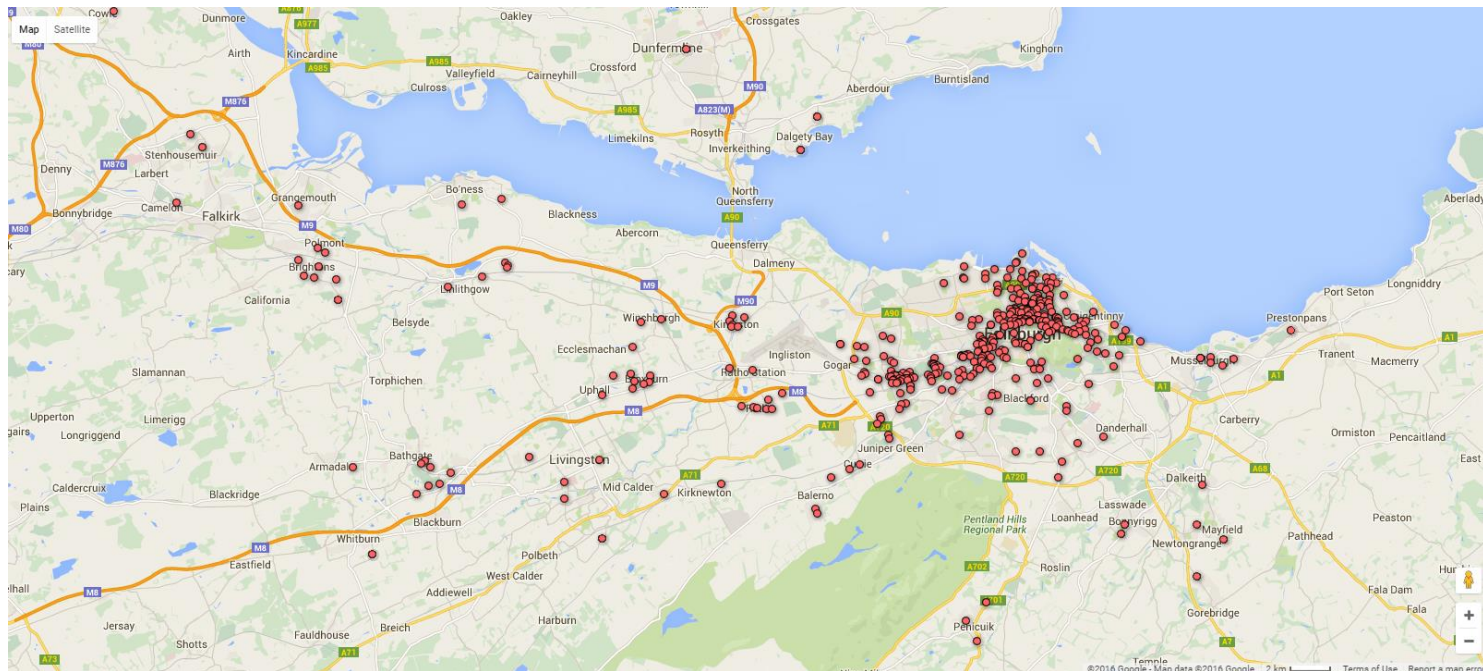
# Edinburgh passengers: summary

## 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

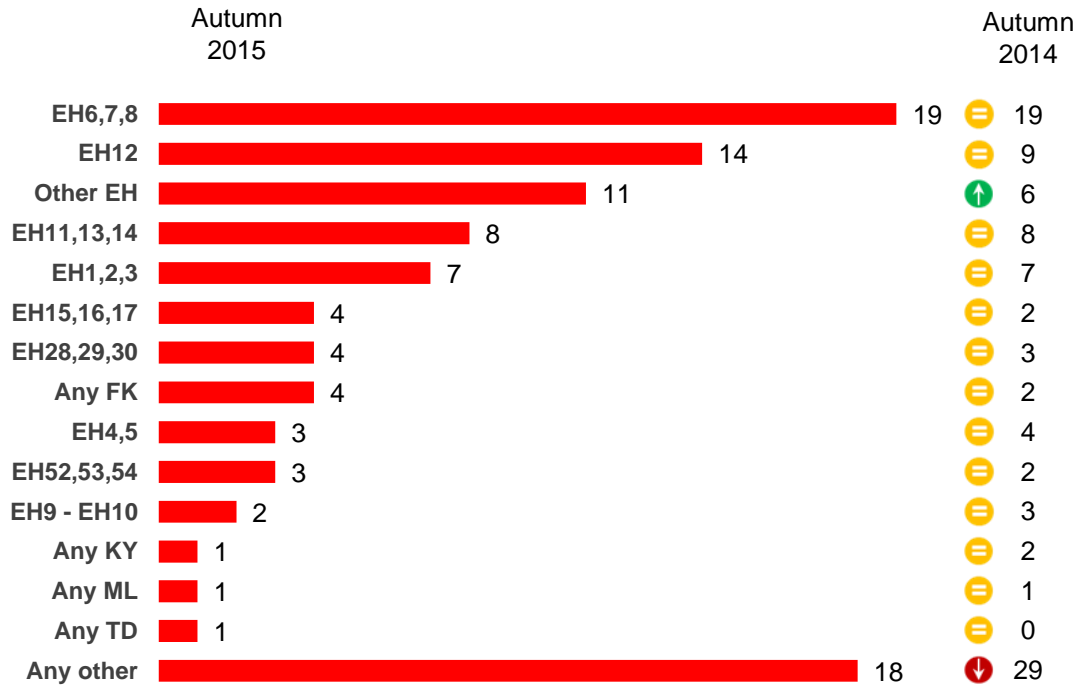
	Autumn 2015		Autumn 2014
<b>Age</b>			
16-34	40	↓	47
35-59	41	↑	35
Over 60	16	=	18
Not stated*	4		N/A
<b>Access to private transport</b>			
Easy	49	=	44
Moderate	36	↓	44
Limited/none	10	=	9
Not stated	6	↑	2
<b>Has a disability</b>			
Yes	8	=	7
<b>Ticket type</b>			
Free pass holders	12	=	11
Fare-payers	88	=	89

Base: All passengers - 734 (Tram)

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

\*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

# Where Edinburgh Trams passengers live



Q: What is your postcode?

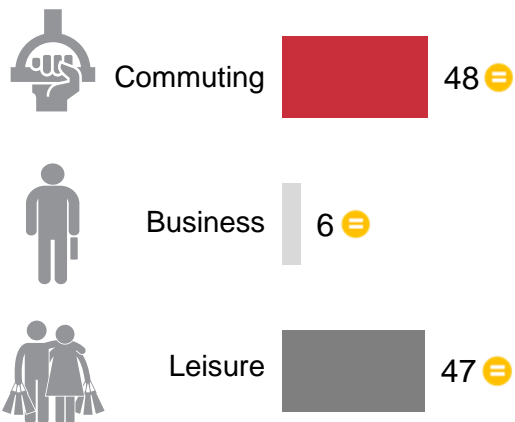
Base: All giving a postcode – 560

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

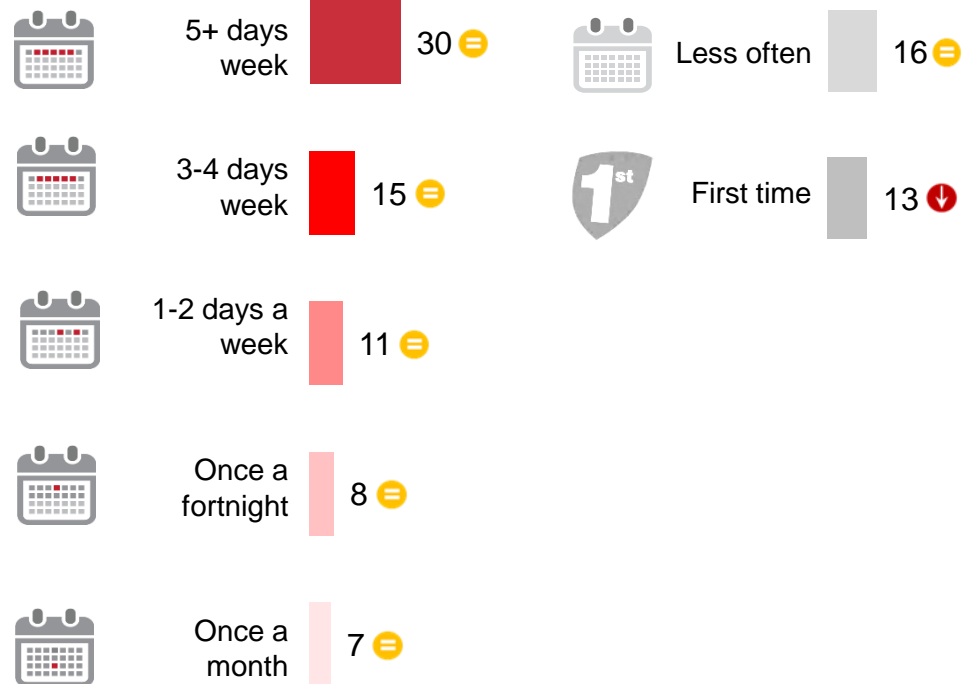
# Edinburgh Trams journeys: summary (1)

## Passenger journey details

### Journey purpose



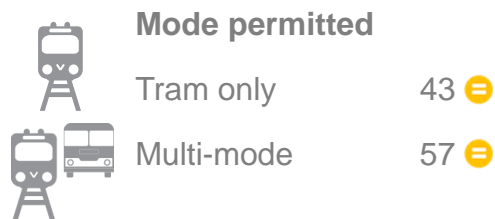
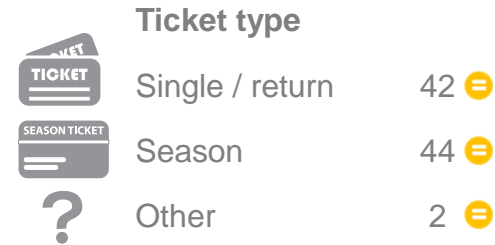
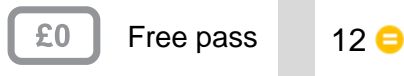
### Frequency using trams in area



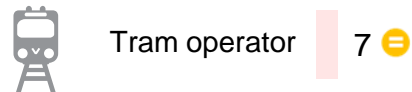
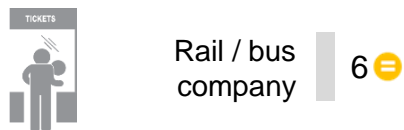
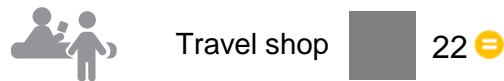
# Edinburgh Trams journeys: summary (2)

## Tickets used for today's journey

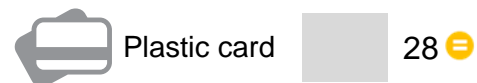
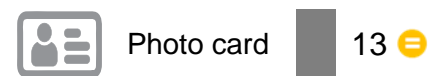
### Free / fare payers



### Purchased ticket via...



### Ticket format

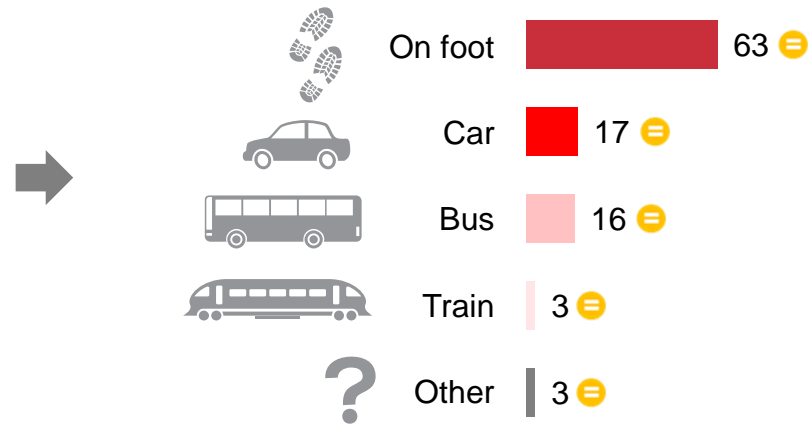


# Edinburgh Trams journeys: summary (3)

## Most used tram stops: journey start

York Place	22	⊖
Edinburgh Airprot	22	⊖
Ingliston Park & Ride	11	⊖
Princes Street	9	⊖
St Andrew Square	8	⊖
Gyle Centre	5	⊖
Haymarket	5	⊖
Saughton	4	⊖

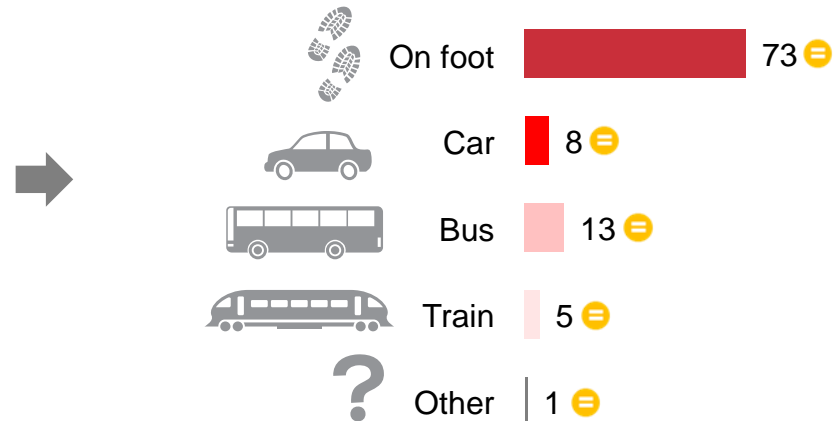
## Mode used to arrive at starting stop (all stops)



## Most used tram stops: journey destination

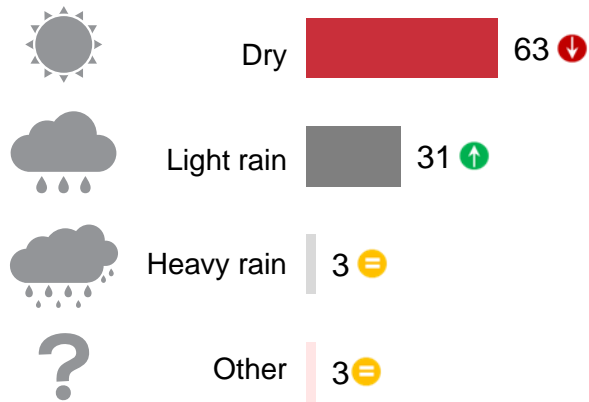
Princes Street	14	⊖
Haymarket	12	⊖
York Place	12	⊖
Edinburgh Airport	9	⊖
St Andrew Square	8	⊖
Gyle Centre	7	⬇
West End – Princes Street	7	⊖
Edinburgh Park Central	5	⊖

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

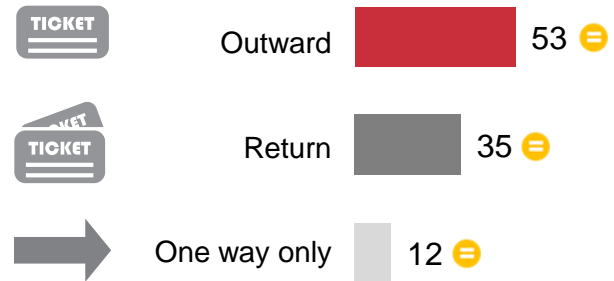


# Edinburgh Trams journeys: summary (4)

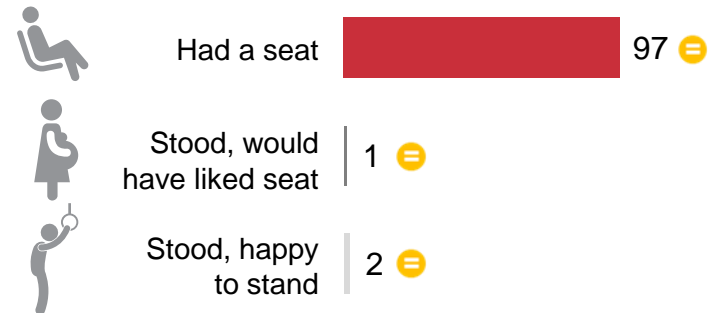
## Weather on day of journey



## Journey direction



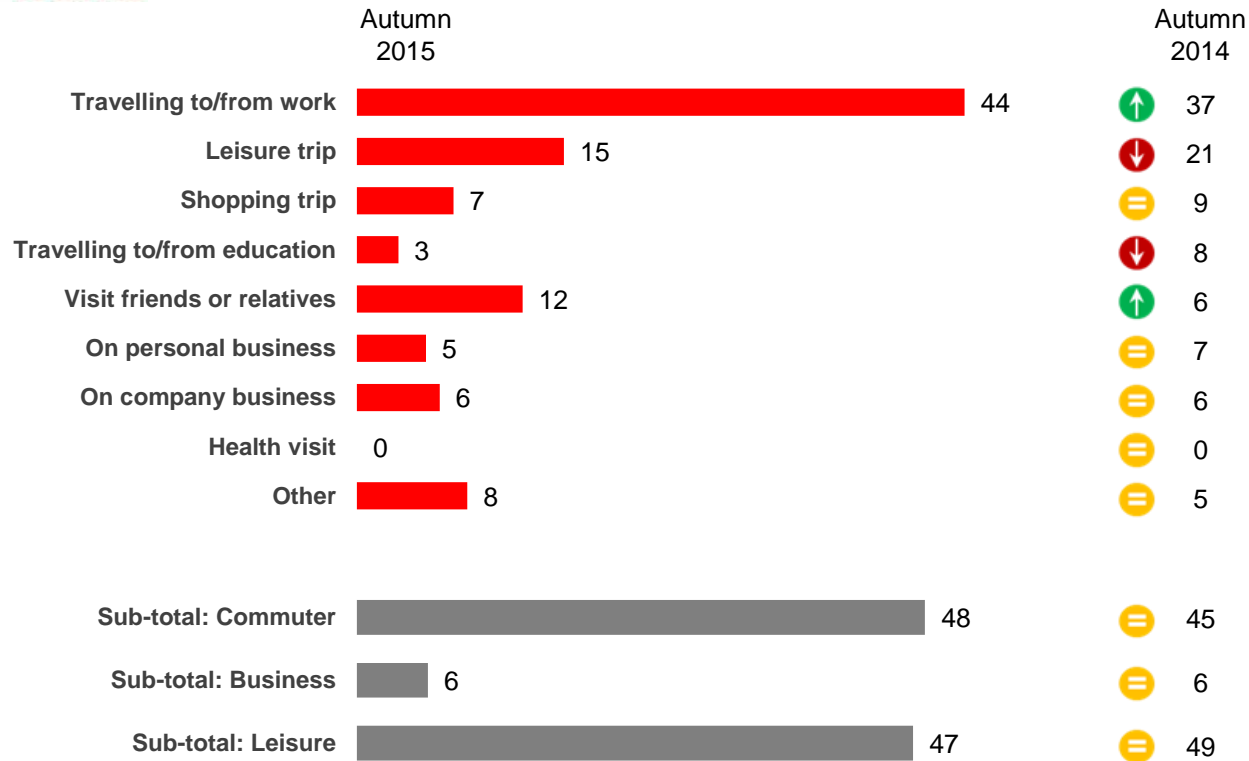
## Sitting / standing





# Passenger and journey context: the detail

## Journey purpose

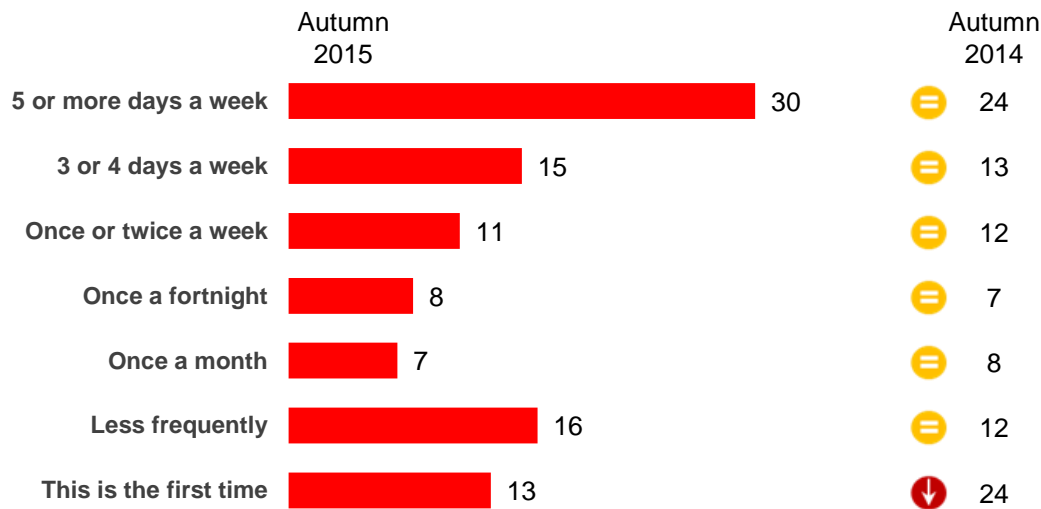


Q. What is the main purpose of your tram journey today?  
 Base: All passengers - 725

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

# Passenger and journey context: the detail

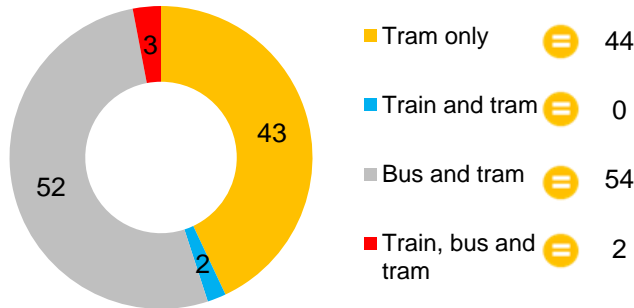
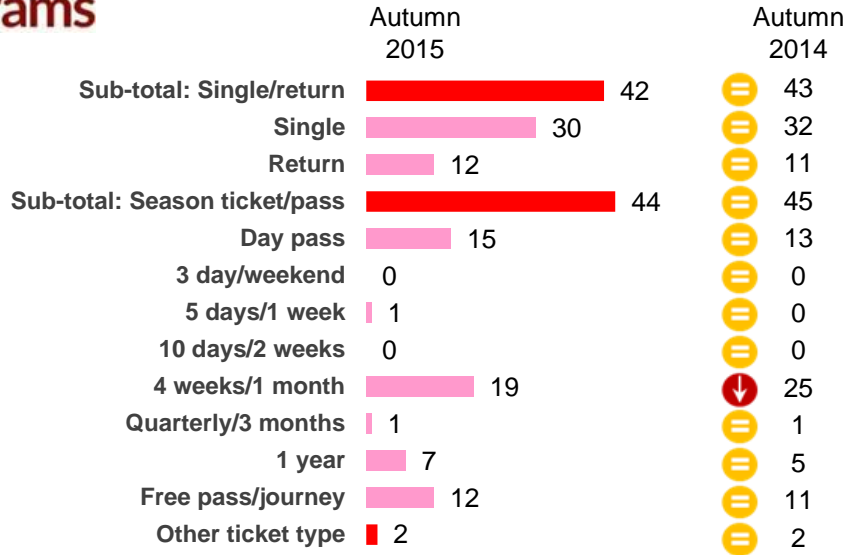
## Frequency of using Edinburgh Trams



Q. How often do you typically travel by tram?  
Base: All passengers - 706

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

# Ticket type and modes of transport permitted



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

Base: All passengers - 721

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

Base: All passengers - 712

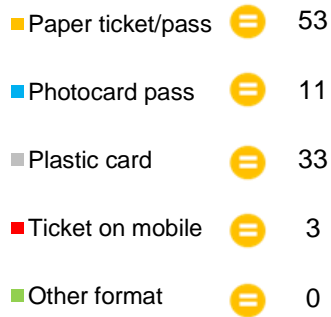
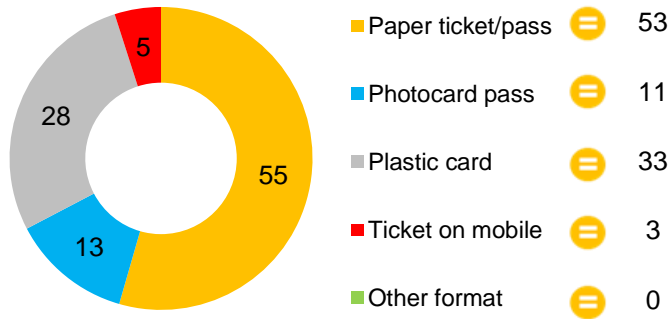
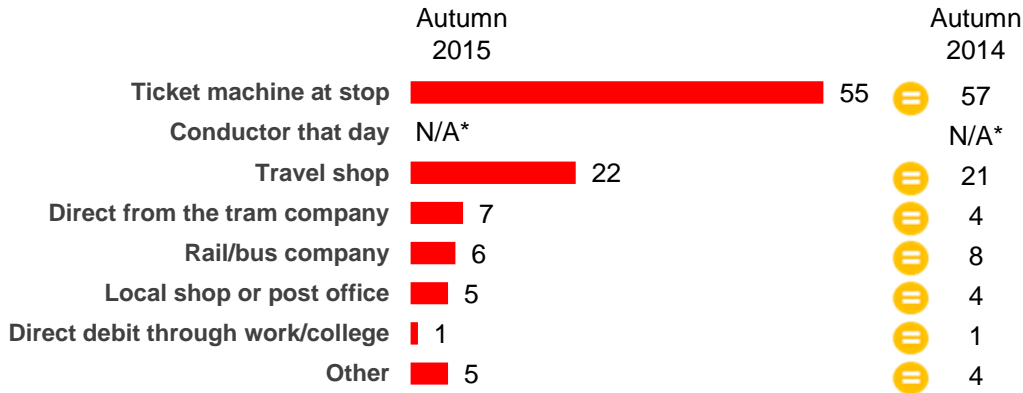
↑ Statistically significant increase since 2014

= No change

↓ Statistically significant decrease since 2014

# Passenger and journey context: the detail

## Method of buying ticket and ticket format



\*Not asked for Edinburgh Trams

Q. How did you buy that ticket or pass?  
Base: All fare paying passengers - 659

Q. In what format was your ticket?  
Base: All passengers - 715

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

# Edinburgh Trams stops used by passengers surveyed

53 per cent of passengers were on an outward journey, 35 per cent on a return and 12 per cent on a one-way trip (2014: 55 per cent, 32 per cent and 12 per cent respectively)

95 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: 94 per cent and 1 per cent)

## Boarding

Autumn 2015    Autumn 2014

York Place	22	=	22
Edinburgh Airport	22	=	21
Ingliston Park & Ride	11	=	8
Princes Street	9	=	8
St Andrew Square	8	=	11
Gyle Centre	5	=	6
Haymarket	5	=	3
Saughton	4	=	4

## Alighting

Autumn 2015    Autumn 2014

Princes Street	14	=	14
Haymarket	12	=	10
York Place	12	=	9
Edinburgh Airport	9	=	9
St Andrew Square	8	=	10
Gyle Centre	7	↓	12
West End – Princes Street	7	=	7
Edinburgh Park Central	5	=	6

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 - 734



Statistically significant increase since 2014



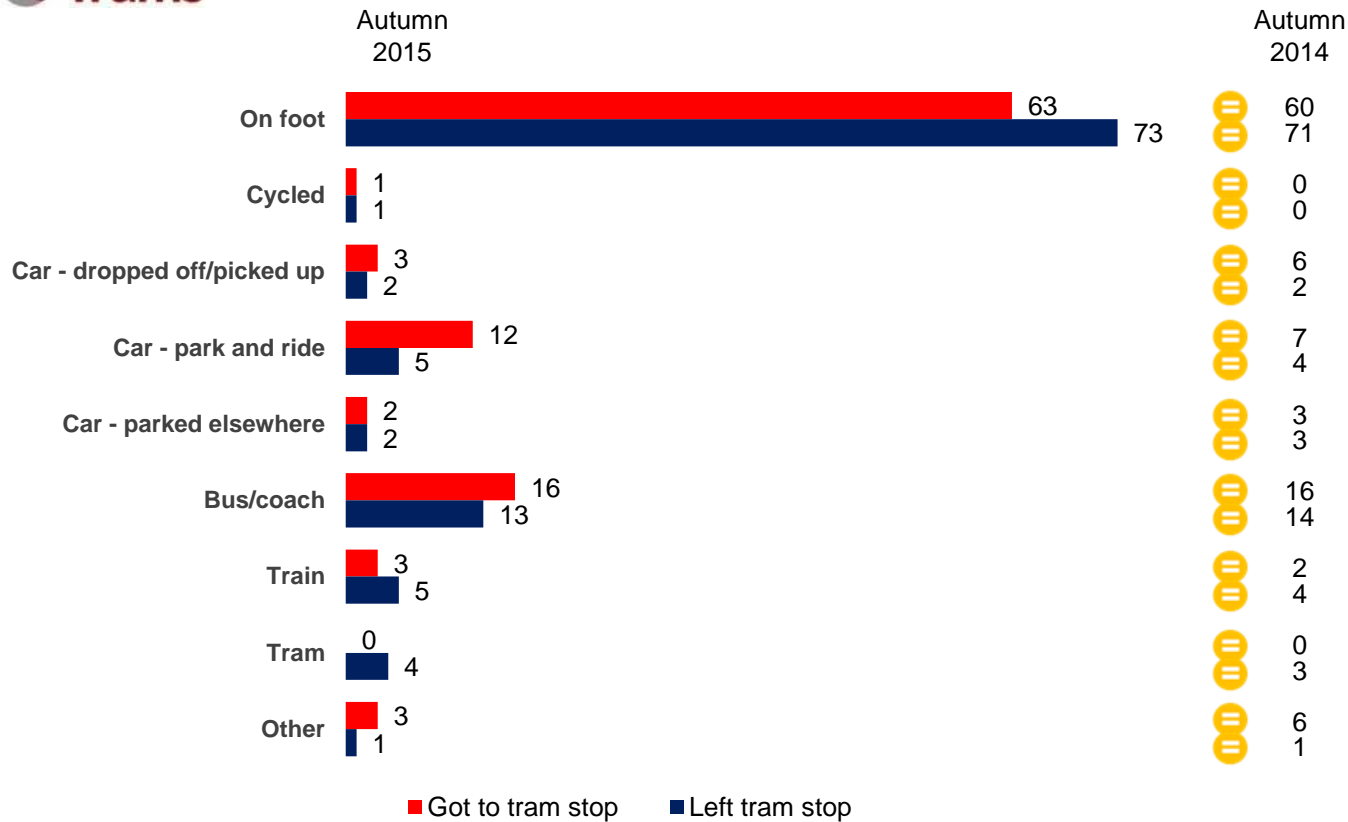
No change



Statistically significant decrease since 2014

# Passenger and journey context: the detail

## How got to and from the tram stop

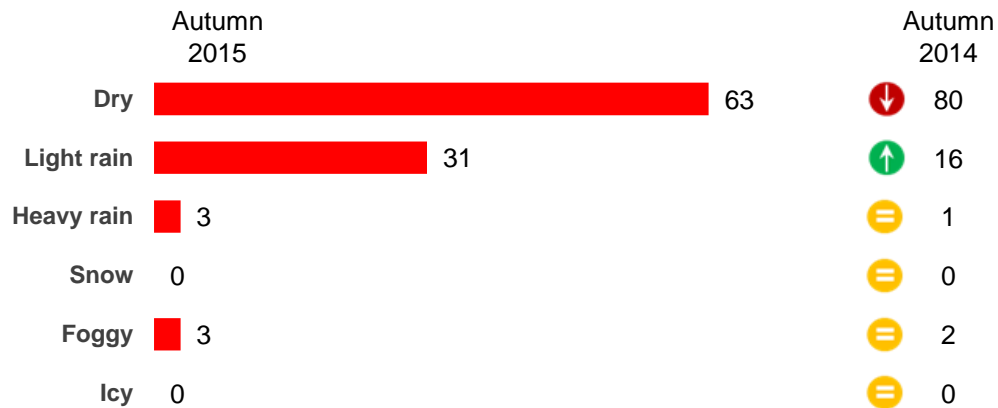


Q: How did you get to/from the tram stop where you boarded/left the tram today?  
 Base: All passengers - 723

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

# Passenger and journey context: the detail

## Weather conditions when journey made

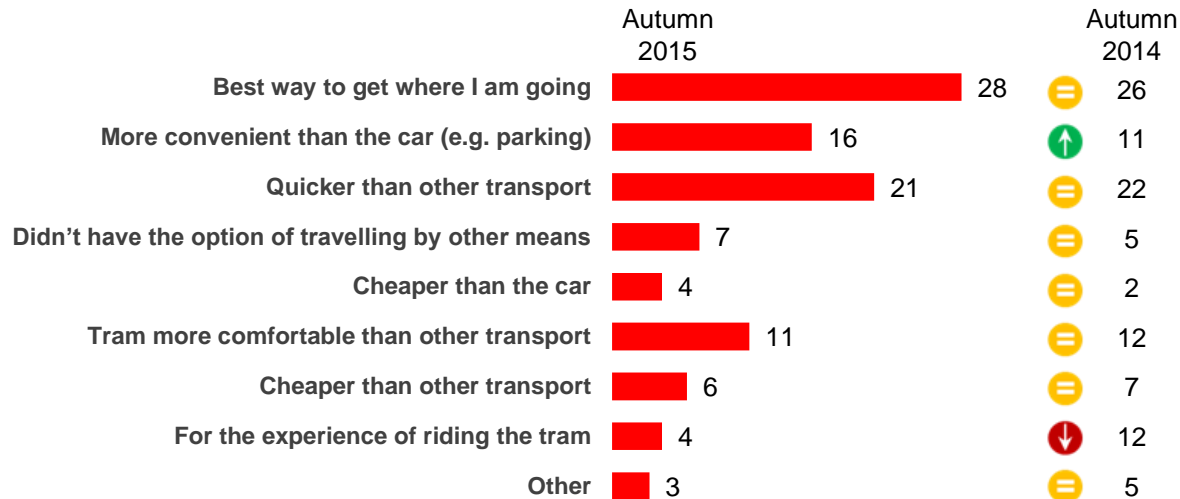


Q. What was the weather like when you made your journey?  
Base: All passengers - 724

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

# Passenger and journey context: the detail

## Reasons for choosing the tram

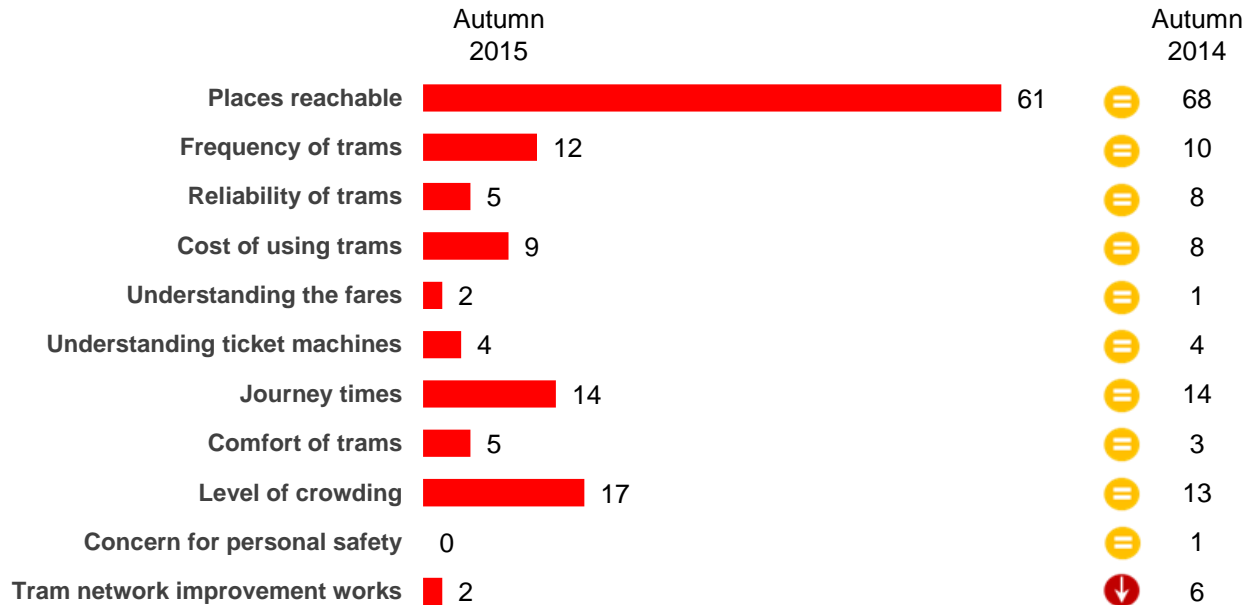


Q. What was the main reason you chose to take the tram for this journey?  
 Base: All passengers - 726

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



# Factors preventing more journeys being made



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

Base: All previously using the tram - 430

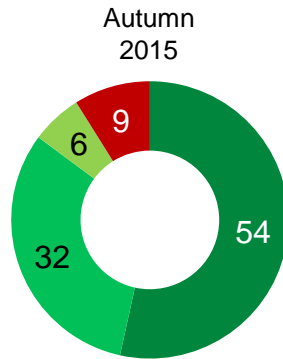
- Statistically significant **increase** since 2014
- No change
- Statistically significant **decrease** since 2014

# Passenger and journey context: the detail

## Use of technology



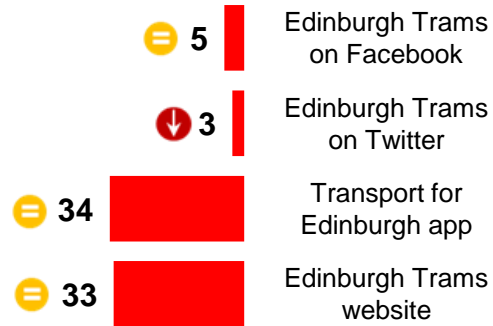
### Smartphone/ tablet ownership



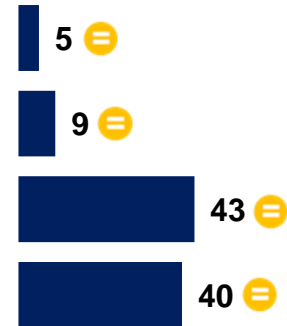
Category	Autumn 2015	Autumn 2014
Own and use many apps	54	49
Own and use a few apps	32	29
Own but do not use apps	6	8
Do not own	9	14

### Online information sources used

#### Consulted for journey today



#### Consulted in past month



Q. Which of the following best describes you? Base: all passengers - 706

Q. Which of the following sources of information did you consult when preparing for your journey today? Base: all passengers giving an answer - 284

Q. And which have you consulted in the past month? Base: all passengers giving an answer - 330

↑ Statistically significant increase since 2014

= No change

↓ Statistically significant decrease since 2014

## **TPS 2015** Edinburgh Trams

### **Appendix 2: Further detail on survey background and method**

# Methodology – fieldwork

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## Edinburgh Trams (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: 734 interviews (607 paper and 127 online)

In 2014 fieldwork took place between 10 September and 27 November

# Methodology – data analysis

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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 Edinburgh Trams route map



**TPS 2015 Edinburgh Trams**

**Appendix 3: Questionnaire**

Shift

U	U	M	M	Y	Y
				1	5

Date

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 journey with Edinburgh Trams.

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 with Edinburgh Trams**

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 with Edinburgh Trams? (Please tick one box only)

<b>Season Ticket/Ridacard/City Smart</b>	<b>A free pass or free journey</b>
1 day..... <input type="checkbox"/>	Elderly person's pass..... <input type="checkbox"/>
3 day/weekend..... <input type="checkbox"/>	Disabled person's pass..... <input type="checkbox"/>
5 days/1 week..... <input type="checkbox"/>	Complimentary/free ticket..... <input type="checkbox"/>
10 days/2 weeks..... <input type="checkbox"/>	
4 weeks/1 month..... <input type="checkbox"/>	<b>Other ticket</b>
Quarterly/3 months..... <input type="checkbox"/>	Park and Ride..... <input type="checkbox"/>
1 year..... <input type="checkbox"/>	Family/Group ticket..... <input type="checkbox"/>
Other time period (please write in) <input type="text"/>	Other..... <input type="checkbox"/>

**Single/return ticket**

Single ticket.....

Return ticket.....

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

Tram only..... <input type="checkbox"/>	Bus and Tram..... <input type="checkbox"/>
Train and Tram..... <input type="checkbox"/>	Train, Bus and Tram..... <input type="checkbox"/>

1001001

Q4. In what format was your ticket?

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

Q5. How did you buy that ticket or pass?

Ticket machine at the stop..... <input type="checkbox"/>	From a local shop or post office..... <input type="checkbox"/>
Direct from Edinburgh Trams (website/phone)..... <input type="checkbox"/>	You had a free pass..... <input type="checkbox"/>
Travel shop..... <input type="checkbox"/>	Direct debit through work/college..... <input type="checkbox"/>
Rail/bus company..... <input type="checkbox"/>	Other..... <input type="checkbox"/>

Q6. What is the main purpose of your journey with Edinburgh Trams today?

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

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

Outward..... <input type="checkbox"/>	One way trip only..... <input type="checkbox"/>
Return..... <input type="checkbox"/>	

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

Children in a buggy or pushchair..... <input type="checkbox"/>	A carer..... <input type="checkbox"/>
Children (under 12) who were walking.... <input type="checkbox"/>	Lots of bags or luggage..... <input type="checkbox"/>
A wheelchair/mobility scooter..... <input type="checkbox"/>	None of these..... <input type="checkbox"/>

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

On foot/walked..... <input type="checkbox"/>	Bus..... <input type="checkbox"/>
Cycled..... <input type="checkbox"/>	Train..... <input type="checkbox"/>
Car - dropped off..... <input type="checkbox"/>	Tram..... <input type="checkbox"/>
Car - and used Park and Ride..... <input type="checkbox"/>	Other..... <input type="checkbox"/>
Car - parked elsewhere..... <input type="checkbox"/>	

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

On foot/walked..... <input type="checkbox"/>	Bus..... <input type="checkbox"/>
Cycled..... <input type="checkbox"/>	Train..... <input type="checkbox"/>
Car - picked up..... <input type="checkbox"/>	Tram..... <input type="checkbox"/>
Car - and used Park and Ride..... <input type="checkbox"/>	Other..... <input type="checkbox"/>
Car - parked elsewhere..... <input type="checkbox"/>	

Q11. What was the main reason you chose Edinburgh Trams for this journey? (Please tick one box only)

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

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

Dry..... <input type="checkbox"/>	Foggy..... <input type="checkbox"/>
Light rain..... <input type="checkbox"/>	Snow..... <input type="checkbox"/>
Heavy rain..... <input type="checkbox"/>	Icy..... <input type="checkbox"/>



**2. About the tram stop where you boarded this Edinburgh 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 with Edinburgh Trams today delayed at all?

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

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

<input type="checkbox"/> Due to a signal/points failure.....	<input type="checkbox"/> Time it took passengers to board/ pay for tickets.....
<input type="checkbox"/> Road congestion/traffic jam.....	<input type="checkbox"/> Had to use bus replacement service.....
<input type="checkbox"/> Due to a tram failure.....	<input type="checkbox"/> Other (please write in) <input style="width: 150px; height: 20px;" type="text"/>
<input type="checkbox"/> Planned engineering works.....	<input type="checkbox"/> No reason given.....
<input type="checkbox"/> Poor weather conditions.....	<input type="checkbox"/> Don't know.....
<input type="checkbox"/> The tram waiting too long at stops.....	
<input type="checkbox"/> The tram waiting too long at signals.....	

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 Edinburgh Trams 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 with Edinburgh Trams 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 with Edinburgh Trams today, what would it have been?

Q30. How satisfied were you with the value for money of your journey with Edinburgh Trams?

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 Edinburgh Trams' 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"/>
Ease of getting to/from Edinburgh Airport.....	<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 Edinburgh Trams' 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: Edinburgh Trams.....  From a Park and Ride kiosk.....   
 Internet: Edinburgh Trams website.....  Smartphone app.....   
 Internet: Other travel website.....  Ask tram staff.....   
 Travel shop.....  Other.....   
 Ask friend/relative.....  Not sure.....

Q33b. Which of the following best describes you?

I have a smartphone/tablet and use many different apps.....   
 I have a smartphone/tablet and use a few apps.....   
 I have a smartphone/tablet but do not use apps.....   
 I do not have a smartphone/tablet.....

Q33c. Which of the following sources of information did you consult when preparing for your journey today?  
 Q33d. And which have you consulted in the past month?

(Please tick all that apply)

	Today's journey	Past month
Edinburgh Trams on Facebook.....	<input type="checkbox"/>	<input type="checkbox"/>
Edinburgh Trams on Twitter.....	<input type="checkbox"/>	<input type="checkbox"/>
Transport for Edinburgh app.....	<input type="checkbox"/>	<input type="checkbox"/>
Edinburgh Trams' website.....	<input type="checkbox"/>	<input type="checkbox"/>

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.....	<input type="checkbox"/>	Once a month.....	<input type="checkbox"/>
3 or 4 days a week.....	<input type="checkbox"/>	Less frequently.....	<input type="checkbox"/>
Once or twice a week.....	<input type="checkbox"/>	This is the first time I have	
Once a fortnight.....	<input type="checkbox"/>	used the tram in Edinburgh.....	<input type="checkbox"/>

Q35. If you have used Edinburgh Trams before, how typical would you say today's experience was? Was it...

Much better than usual.....	<input type="checkbox"/>	A little worse than usual.....	<input type="checkbox"/>
A little better than usual.....	<input type="checkbox"/>	Much worse than usual.....	<input type="checkbox"/>
About the same as usual.....	<input type="checkbox"/>		

Q36. Have any of the following frequently stopped you making journeys by tram? (Please tick all that apply)

The places you can reach using Edinburgh Trams.....	<input type="checkbox"/>	How long journeys take when going by tram.....	<input type="checkbox"/>
The frequency of trams in the area.....	<input type="checkbox"/>	The comfort of the trams.....	<input type="checkbox"/>
The reliability of the trams.....	<input type="checkbox"/>	The level of crowding on the trams.....	<input type="checkbox"/>
The cost of using Edinburgh Trams.....	<input type="checkbox"/>	A concern for your personal safety on Edinburgh Trams.....	<input type="checkbox"/>
Understanding the fares.....	<input type="checkbox"/>	Tram network improvement works.....	<input type="checkbox"/>
Understanding the ticket machines.....	<input type="checkbox"/>		

## 7. About you

QA. Are you...?

Male.....	<input type="checkbox"/>	Female.....	<input type="checkbox"/>
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QB. In which age group are you?

16-18.....	<input type="checkbox"/>	55-59.....	<input type="checkbox"/>
19-25.....	<input type="checkbox"/>	60-64.....	<input type="checkbox"/>
26-34.....	<input type="checkbox"/>	65-69.....	<input type="checkbox"/>
35-44.....	<input type="checkbox"/>	70-79.....	<input type="checkbox"/>
45-54.....	<input type="checkbox"/>	80+.....	<input type="checkbox"/>

QC. Are you...?

Working full time (30+ hours).....	<input type="checkbox"/>	Retired.....	<input type="checkbox"/>
Working part time (under 30 hours).....	<input type="checkbox"/>	Full time student.....	<input type="checkbox"/>
Not working – seeking work.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>

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.....	<input type="checkbox"/>
Yes – Vision (e.g. blindness or partial sight).....	<input type="checkbox"/>
Yes – Hearing (e.g. deafness or partial hearing).....	<input type="checkbox"/>
Yes – Mobility (e.g. only able to walk short distances or difficulty climbing stairs).....	<input type="checkbox"/>
Yes – Dexterity (e.g. difficulty lifting and carrying objects or using a keyboard).....	<input type="checkbox"/>
Yes – Learning or understanding or concentrating.....	<input type="checkbox"/>
Yes – Memory.....	<input type="checkbox"/>
Yes – Mental health.....	<input type="checkbox"/>
Yes – Stamina or breathing fatigue.....	<input type="checkbox"/>
Yes – Socially or behaviourally (for example associated with autism, attention deficit disorder or Asperger's syndrome).....	<input type="checkbox"/>
A condition not mentioned above.....	<input type="checkbox"/>

QDb. Does your condition or illness have an adverse effect on your ability to make journeys by tram?

Yes, a lot.....	<input type="checkbox"/>	Yes, a little.....	<input type="checkbox"/>
Not at all.....	<input type="checkbox"/>		<input type="checkbox"/>

QE. Which of the following best describes your ethnic background?

White.....	<input type="checkbox"/>	Chinese.....	<input type="checkbox"/>
Mixed.....	<input type="checkbox"/>	Asian or Asian British.....	<input type="checkbox"/>
Black or Black British.....	<input type="checkbox"/>	Other ethnic group.....	<input type="checkbox"/>

QF. In terms of having a car to drive, which of the following applies?

You have a car available and don't mind driving.....	<input type="checkbox"/>	You have a car available but prefer not to drive.....	<input type="checkbox"/>
You don't have a car available.....	<input type="checkbox"/>		

QG. How often are you able to ask someone else to drive you for local journeys?

All or most of the time.....	<input type="checkbox"/>	You don't have anybody you can ask.....	<input type="checkbox"/>
Some of the time.....	<input type="checkbox"/>	Not applicable.....	<input type="checkbox"/>

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 BDRCContinental, 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 BDRCContinental.

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 BDRCContinental 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](http://www.mrs.org.uk) who will verify BDRCContinental'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](http://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-TGY)  
 12-20 Baron Street  
 Angel, London N1 9LL



# Tram Passenger Survey (TPS) **Edinburgh Trams**

## Autumn 2015 results

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