Tram Passenger Survey (TPS) Midland Metro

Autumn 2016 results

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Context to the survey

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Context to the 2016 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 2016 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 **26 September and 4 December 2016**

637 surveys were completed for Midland Metro in Autumn 2016

For further details of the survey method, see Appendix

The Midland Metro network in context

	The Network	Passenger Journeys	Ticket Purchasing	Information at stops	Frequency	Engineering disruptions/other notes
Midland Metro	1 line 26 stops 13 miles	6.1** million	✔ TVMs at stops ✔ Conductors on board	✔ Info boards at some stops (TTs, fares) Passenger Info Displays	Mon-Sat: every 6-15 mins Sun: 15 mins	• Network extension to Grand Central (New Street Station) opened on 30 May 2016 and was included in the TPS 2016 • No significant issues affecting fieldwork
Blackpool Transport	1 line 38 stops 11 miles	4.9* million	✘ TVMs at stops ✔ Conductors on board	✔ Info boards at stops (TTs, fares) ✘ Passenger Info Displays	Mon-Sat: every 15-30 mins Sun: 20-30 mins	• Blackpool illuminations 1 Sep to 5 Nov 2016 • Heritage trams operate bank holidays, weekends and summer; not covered in this research • No significant issues affected fieldwork
Edinburgh Trams	1 line 16 stops 8.7 miles	5.5** million	✔ TVMs at stops ✘ Conductors on board	✘ Info boards at stops (TTs, fares) ✔ Passenger Info Displays	Mon-Sat: every 8-10 mins Sun: 12-15 mins	• Network opened 31 May 2014 • No significant issues affected fieldwork
Manchester Metrolink	7 lines 93 stops 57 miles	36** million	✔ TVMs at stops ✘ Conductors on board	✔ Info boards all stops (TTs, fares) ✔ Passenger Info Displays *(Not all stops on Bury and Altrincham lines)*	Mon-Sat: every 6-12 mins Sun: 12-15 mins	• Airport line opened late 2014, covered for first time in 2015 • Exchange Square and link with Victoria opened in December 2015 • Increasing use of double carriage trams
Nottingham NET	2 lines 50 stops 20 miles	12.2* million	✔ TVMs at stops ✘ Conductors on board	✔ Info boards all stops (TTs, fares) ✔ Passenger Info Displays	Mon-Sat: every 3-15 mins Sun: 5-15 mins	• No significant issues affecting fieldwork
Sheffield Stagecoach SUPERTRAM	3 lines 48 stops 18 miles	11.6* million	✘ TVMs at stops ✔ Conductors on board	✔ Info boards at stops (TTs, fares) ✘ Passenger Info Displays	Mon-Sat: every 5-20 mins Sun: 10-20 mins	• No significant issues affecting fieldwork

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TPS 2016 Midland Metro

Summary of 2016 results

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Punctuality

87%
88%

Value for money

68%
62%

Journey time

86%
89%

Overall journey

92%
81%

⬆ Statistically significant increase since 2015

⬛ No change

⬇ Statistically significant decrease since 2015
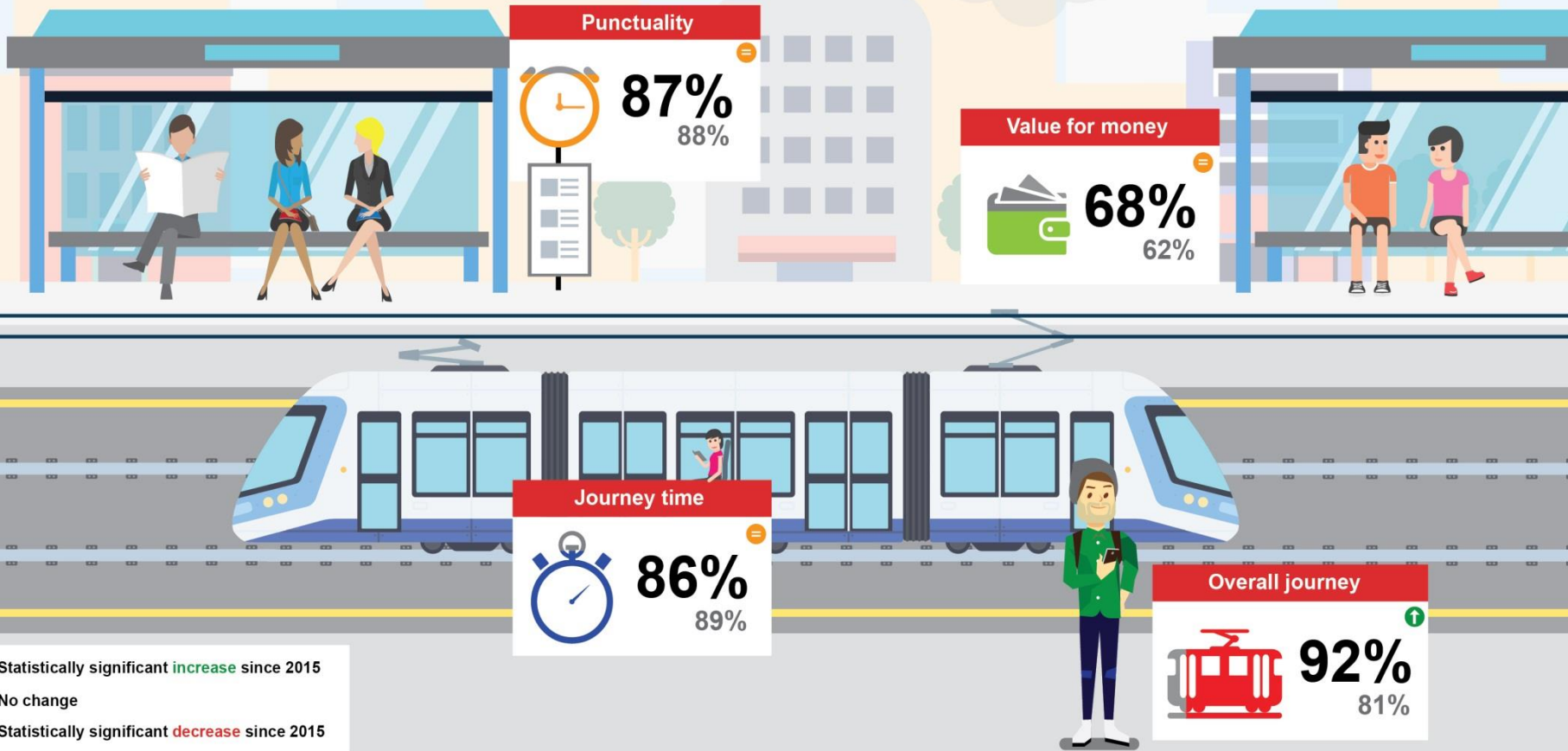
Figures shown are total very or fairly satisfied.
Last year's figure is shown in grey

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Overall passenger experience on Midland Metro 2016: a snapshot

At the stop

Overall satisfaction with stop	88%
Distance from journey start	85%
Convenience/accessibility	89%
General condition and maintenance	89%
Freedom from graffiti/vandalism	90%
Freedom from litter	84%
Behaviour of other passengers	83%
Information provided	79%
Personal safety	80%

⬆ Statistically significant **increase** since 2015

⊜ No change

⬇ Statistically significant **decrease** since 2015

Boarding

87	92	94	95
Route info on tram	Exterior cleanliness	Ease of getting on	Time taken to board

On board

93	89	70	53
Interior cleanliness	Info on board	Seat/standing space	Seat comfort

61	72	78	86
Personal space	Provision grabrails	Temperature	Personal security

The driver

Appearance	90%
Greeting	78%
Helpfulness/attitude	81%
Safety of driving	88%
Smoothness of journey	69%

Overall passenger experience on Midland Metro 2016: comparison to all networks

Overall journey satisfaction: 2016

Midland Metro **92** 🟢

All Networks **93** 🟡

Overall journey satisfaction: trend

The 2013 survey did not include Edinburgh Trams

- 🟢 Statistically significant increase since 2015
- 🟡 No change
- 🔴 Statistically significant decrease since 2015

What makes a satisfactory or great journey on Midland Metro?

The top factors linked to overall journey satisfaction on Midland Metro*

What makes a satisfactory journey?

What makes a great journey?

Left chart:
- Timeliness 27%
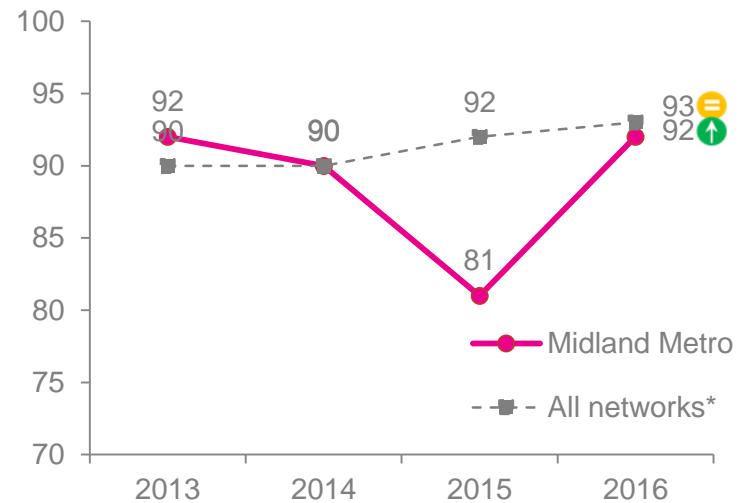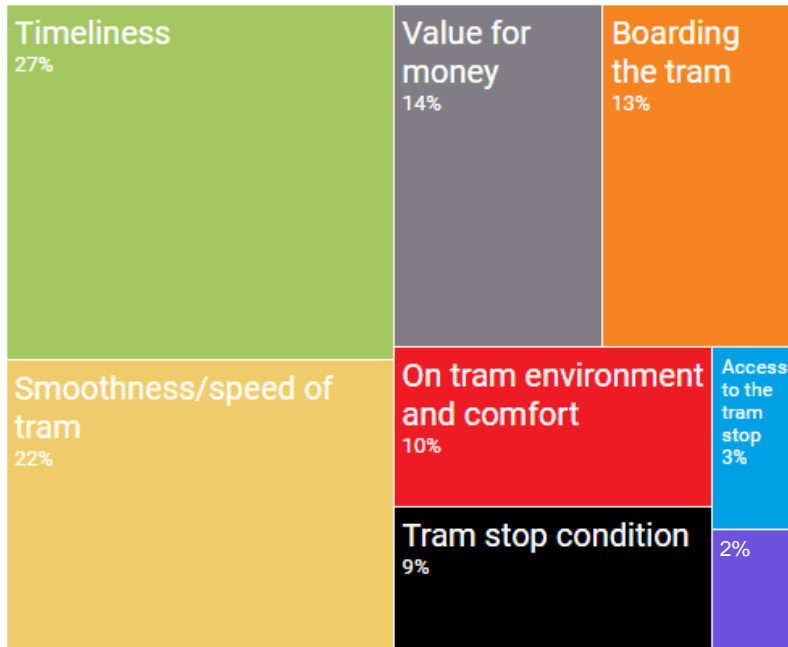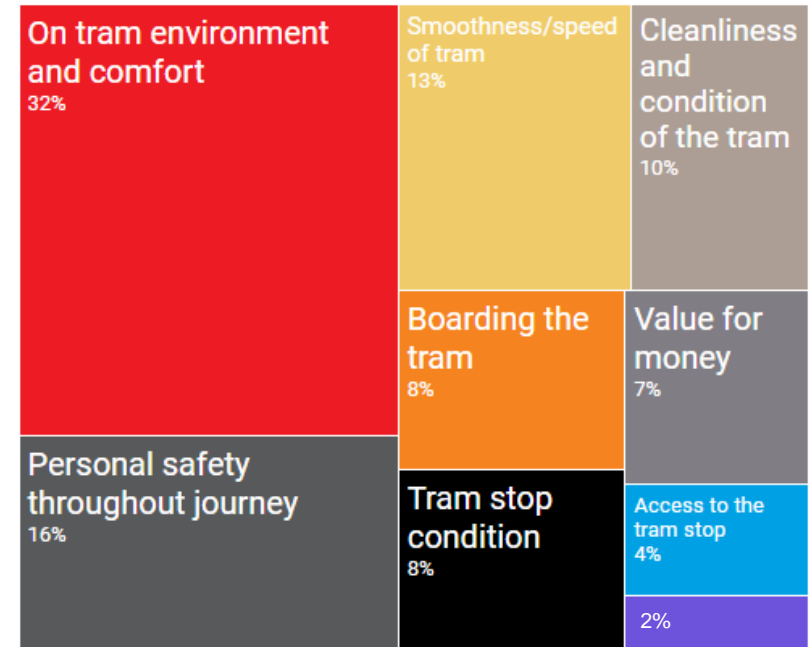- Smoothness/speed of tram 22%
- Value for money 14%
- Boarding the tram 13%
- On tram environment and comfort 10%
- Tram stop condition 9%
- Access to the tram stop 3%
- 2%

Right chart:
- On tram environment and comfort 32%
- Personal safety throughout journey 16%
- Smoothness/speed of tram 13%
- Boarding the tram 8%
- Tram stop condition 8%
- Cleanliness and condition of the tram 10%
- Value for money 7%
- Access to the tram stop 4%
- 2%

Information throughout journey

*Key Driver Analysis looks at fare paying passengers' overall journey satisfaction response and their response to the 25 individual satisfaction measures in the survey (including value for money), which have been grouped into 10 themes based upon a statistical analysis of the responses.
The left hand chart shows which themes most differentiate between those not satisfied and satisfied overall – making a journey 'satisfactory'.
The right hand chart shows which themes most differentiate between those fairly and very satisfied overall – making a 'great' journey.
The analysis combines data from 2015 and 2016 surveys to increase robustness. It also excludes satisfaction measures relating to tram staff; due to differences in staff availability across the networks not all TPS questionnaires feature questions about tram staff. In order to run the analysis in a consistent and practical manner all staff measures have been excluded.
See appendix 2 for a full explanation of the analysis to identify factors linked to overall journey satisfaction.

↑ Statistically significant increase since 2015
= No change
↓ Statistically significant decrease since 2015

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Passenger experience on Midland Metro 2016: across the network

Midland Metro

All Networks

Satisfaction with key measures:

	Midland Metro		All Networks	
Overall journey	92	⬆	93	⊜
Value for Money	68	⊜	69	⊜
Punctuality	87	⊜	88	⬆
Overall stop	88	⊜	90	⊜
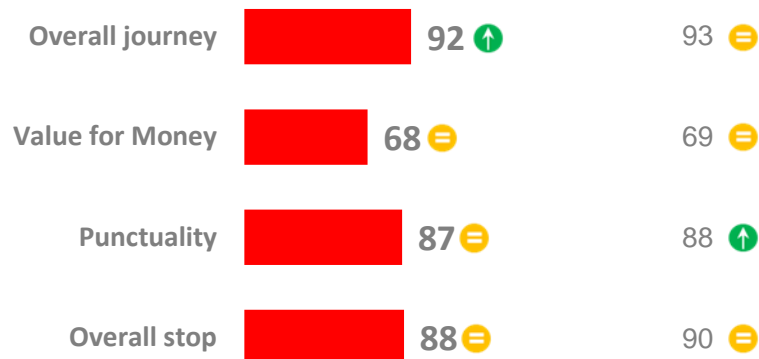
Satisfaction with other measures driving overall journey satisfaction on Midland Metro:

	Midland Metro		All Networks	
Length of time waiting for tram	86	⊜	88	⬆

Satisfaction with other measures driving passengers to be <u>very</u> satisfied on Midland Metro:

	Midland Metro		All Networks	
Sufficient room to sit/stand	70	⊜	78	⊜
Comfort of seats	53	⊜	77	⊜
Personal space on board	61	⊜	73	⊜

⬆ Statistically significant increase since previous year
⊜ No change
⬇ Statistically significant decrease since previous year

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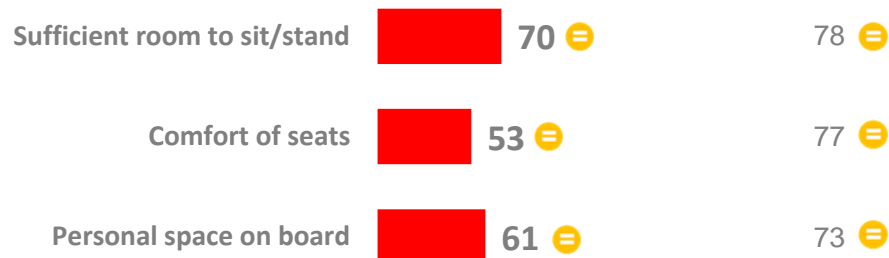
Midland Metro 2016: summary of key findings (1)

- 92 per cent of Midland Metro passengers are satisfied with their journey overall. This is significantly higher than last year when network improvements had an impact on satisfaction, and back to the levels seen prior to 2015 (81 per cent satisfied in 2015, 90 per cent in 2014). Overall satisfaction is now also higher than the same measure on the Bus Passenger Survey (85 per cent)

- The number of passengers saying they were 'very dissatisfied' with their journey overall has decreased significantly from 9 per cent in 2015 to less than 1 per cent in 2016. The greatest increases in overall journey satisfaction has been amongst fare-paying passengers and those using Midland Metro to commute, where significant increases have been seen compared to 2015

- The key factors which make journeys satisfactory on Midland Metro relate to timeliness. Satisfaction with punctuality and the length of time waiting for the tram have both remained relatively consistent compared to 2015: punctuality has decreased by just one per cent to 87 per cent in 2016, whilst satisfaction with waiting time remains unchanged at 86 per cent.

- The key factor which makes passengers 'very' rather than 'fairly' satisfied with journeys on Midland Metro is the on board environment and comfort. There have been some slight increases in satisfaction with the on-board experience (the temperature inside the tram and the provision of grab rails) but also some minor decreases (the amount of personal space and sufficient room for all passengers to sit/stand)

- Amongst fare paying passengers, satisfaction with value for money has increased to 68 per cent satisfied (2015: 62 per cent), although this is not a statistically significant change

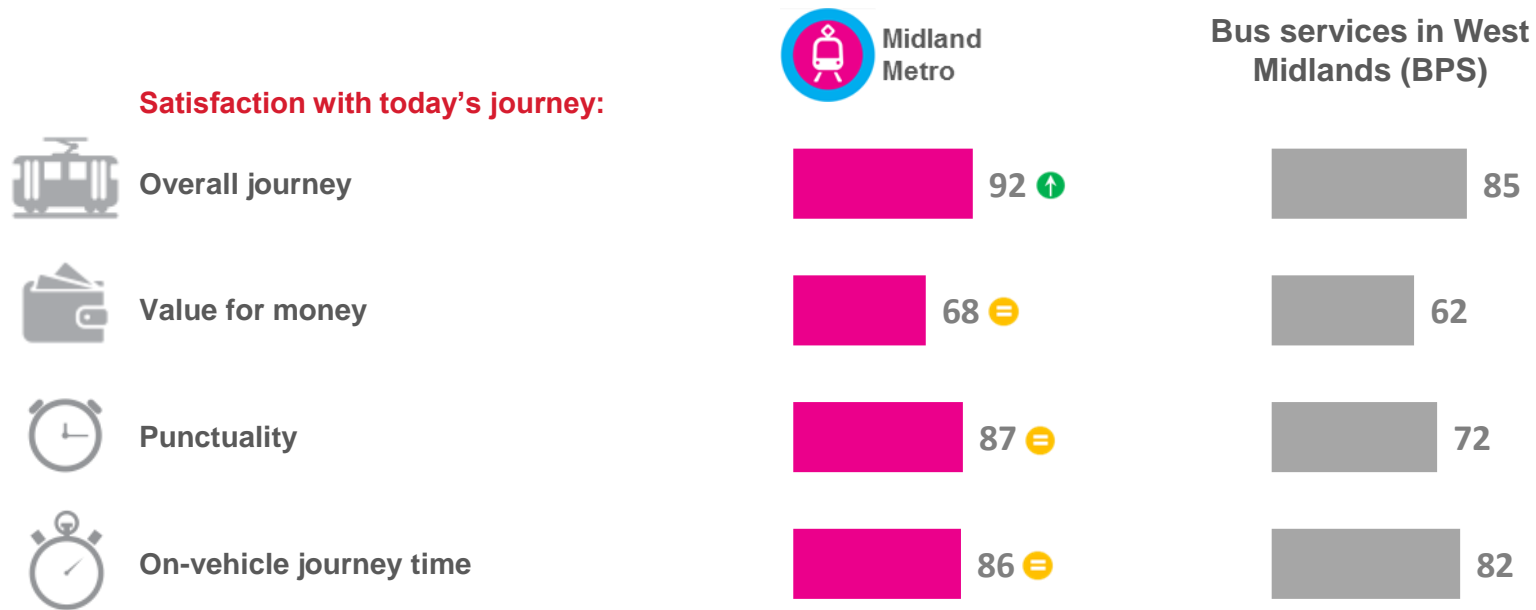# Midland Metro 2016: summary of key findings (2)

- Six per cent of passengers experienced a delay in 2016 which is significantly lower than last year (14 per cent), and when delays were experienced they were far less severe (8.5 minutes on average compared to 23 minutes in 2015). This is likely a factor in the increase in overall journey satisfaction

- More than a third of passengers (39 per cent) spontaneously mentioned and improvement that could have been made to their journey. The most common improvements related to the design, comfort and condition of the tram

- Other improvements mentioned related to the seating and capacity on board, as well as the behaviour of other passengers and improvements relating to tram staff

- Almost three quarters of passengers (71 per cent) were using Midland Metro to commute to work or education (56 per cent for work and 15 per cent for education)

- Only 11 per cent of passengers were using a concessionary ticket (2015: 21 per cent), and almost two thirds (63 per cent) were using a season ticket

- The profile of passengers travelling on Midland Metro is quite young, with almost half (48 per cent) falling into the 16-34 age group. This is significantly higher than in 2015 (40 per cent)

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TPS 2016 Midland Metro

Experience and opinions of the journey

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

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Experience and opinions of the journey: summary

Midland Metro

Bus services in West Midlands (BPS)

Satisfaction with today's journey:

	Midland Metro	Bus services in West Midlands (BPS)
Overall journey	92 ⬆	85
Value for money	68 ⬌	62
Punctuality	87 ⬌	72
On-vehicle journey time	86 ⬌	82

Overall satisfaction: by gender and age

Midland Metro

Total fairly/very satisfied

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
All passengers	55	37	6	2	92	↑	81	90	92
Male	53	38	7	2	91	↑	78	87	91
Female	55	38	6	1	93	↑	84	92	92
Age 16 to 34	49	43	7	1	92	↑	79	87	90
Age 35 to 59	57	33	8	2	89	↑	76	91	91
Age 60+	72	28			100	↑	92	94	99

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 607
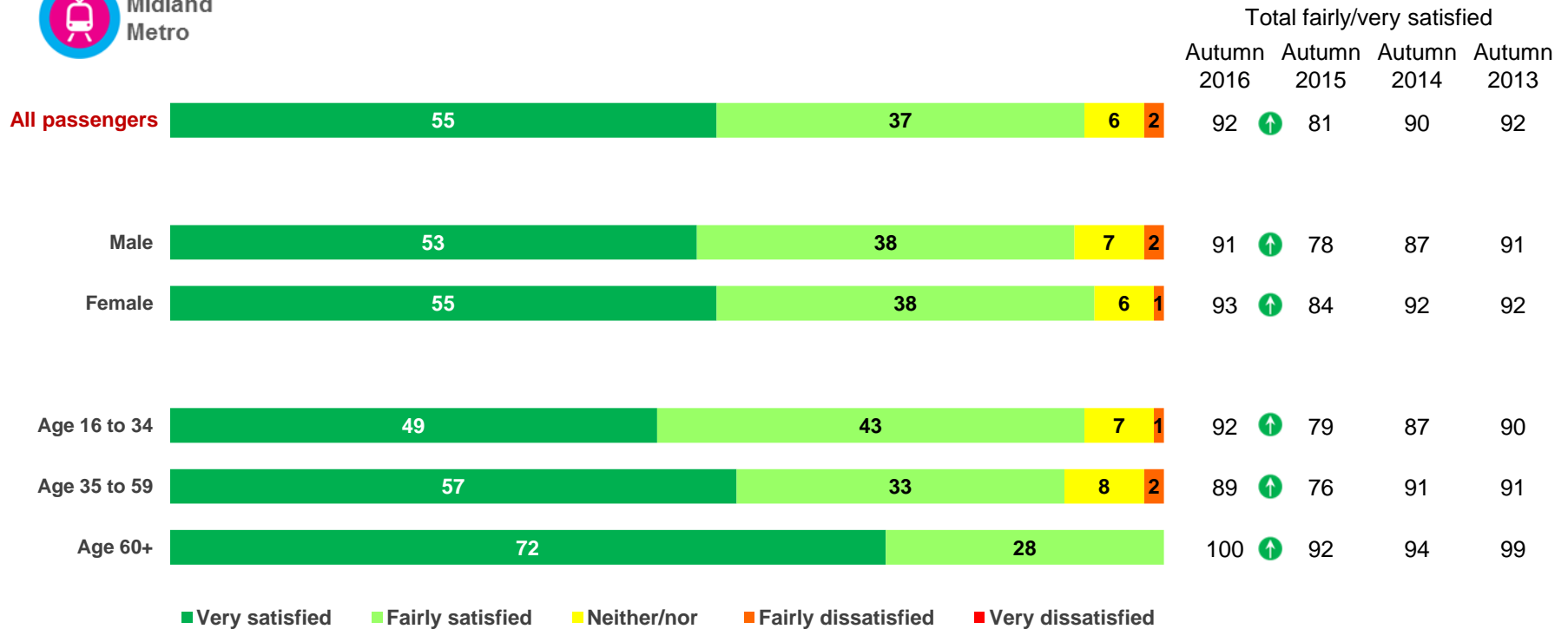
↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

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Experience and opinions of the journey: the detail
Overall satisfaction: by passenger type

Midland Metro

Total fairly/very satisfied

		Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
All passengers	Very satisfied 55 · Fairly satisfied 37 · Neither/nor 6 · Fairly dissatisfied 2	92	↑	81	90	92
Fare-payers	Very satisfied 54 · Fairly satisfied 38 · Neither/nor 6 · Fairly dissatisfied 2	92	↑	77	87	90
Free pass holders	Very satisfied 76 · Fairly satisfied 18 · Neither/nor 5 · Fairly dissatisfied 1 · Very dissatisfied 1	94	=	92	99	98
Commuting	Very satisfied 48 · Fairly satisfied 44 · Neither/nor 6 · Fairly dissatisfied 2	91	↑	77	84	90
Not commuting	Very satisfied 69 · Fairly satisfied 25 · Neither/nor 5 · Fairly dissatisfied 1	94	=	89	98	95

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied
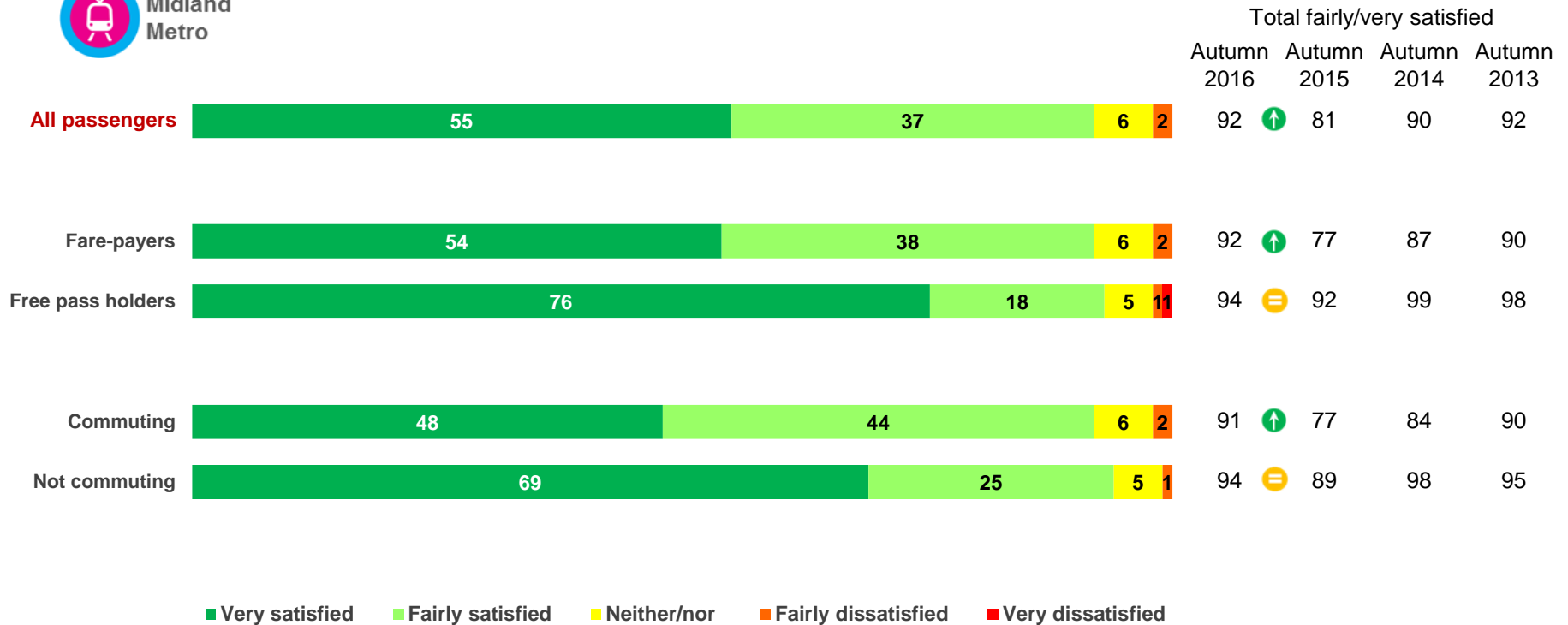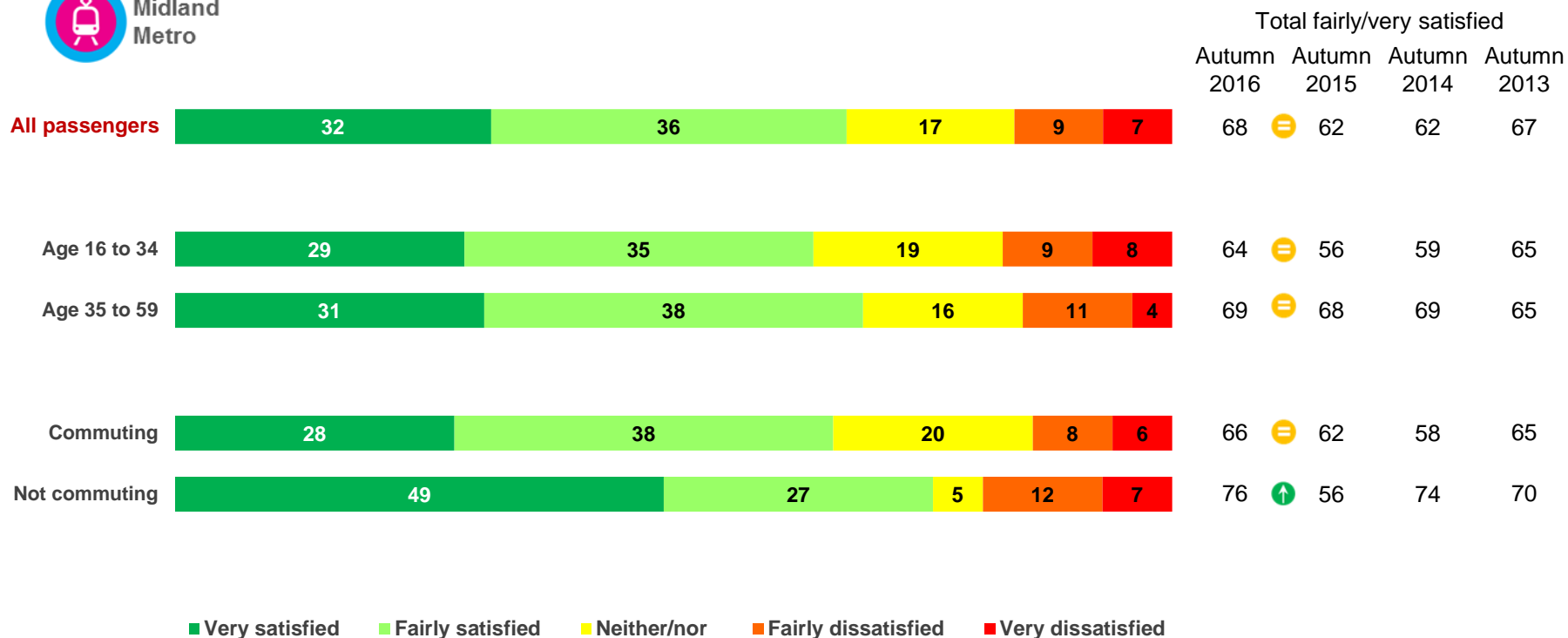
Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?
Base: All passengers - 607

↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

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Value for money (fare-payers only)

Midland Metro

Total fairly/very satisfied

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
All passengers	32	36	17	9	7	68	🟰	62	62	67
Age 16 to 34	29	35	19	9	8	64	🟰	56	59	65
Age 35 to 59	31	38	16	11	4	69	🟰	68	69	65
Commuting	28	38	20	8	6	66	🟰	62	58	65
Not commuting	49	27	5	12	7	76	⬆	56	74	70

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Q. How satisfied were you with the value for money of your journey?
Base: All fare paying passengers - 516

⬆ Statistically significant increase since previous year
🟰 No change
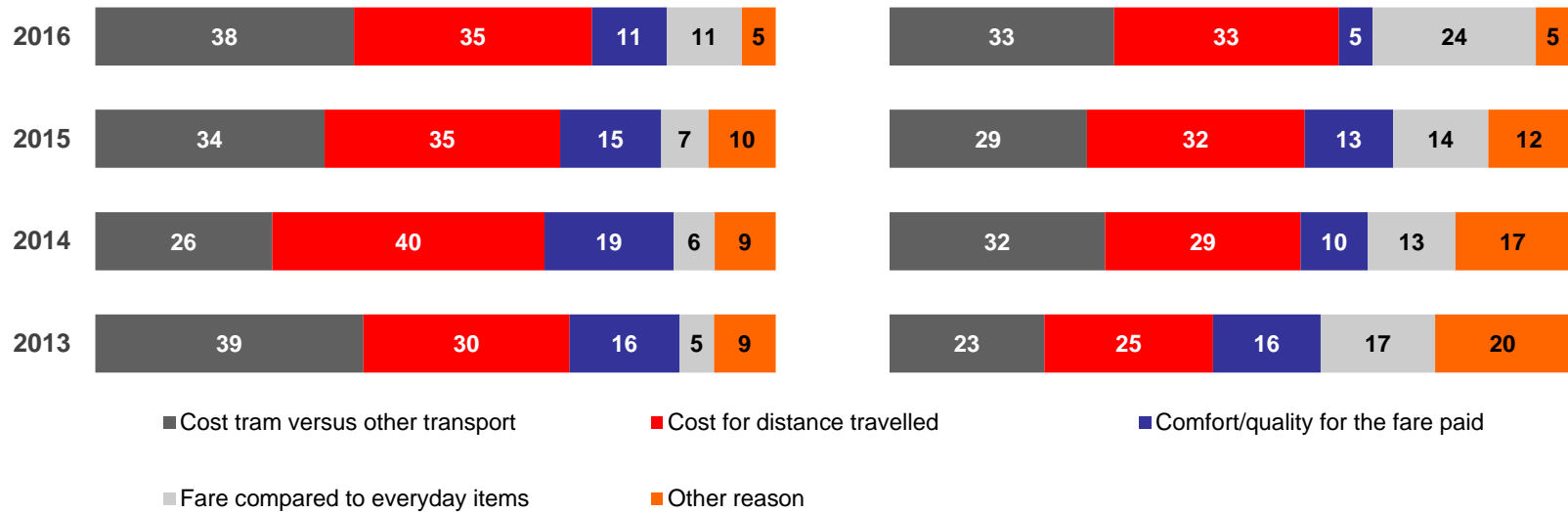⬇ Statistically significant decrease since previous year

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What influenced value for money rating

Midland Metro

Those satisfied with value for money

Year					
2016	38	35	11	11	5
2015	34	35	15	7	10
2014	26	40	19	6	9
2013	39	30	16	5	9

Those not satisfied with value for money

Year					
2016	33	33	5	24	5
2015	29	32	13	14	12
2014	32	29	10	13	17
2013	23	25	16	17	20

■ 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 - 475

Statistically significant increase since previous question
No change
Statistically significant decrease since previous question

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Punctuality and on-vehicle journey time

Midland Metro

Total fairly/very satisfied

		Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Satisfaction with punctuality	62 / 25 / 9 / 2 / 2	87	⊜	88	88	87
Satisfaction with on-vehicle journey time	53 / 33 / 10 / 3 / 1	86	⊜	89	85	86
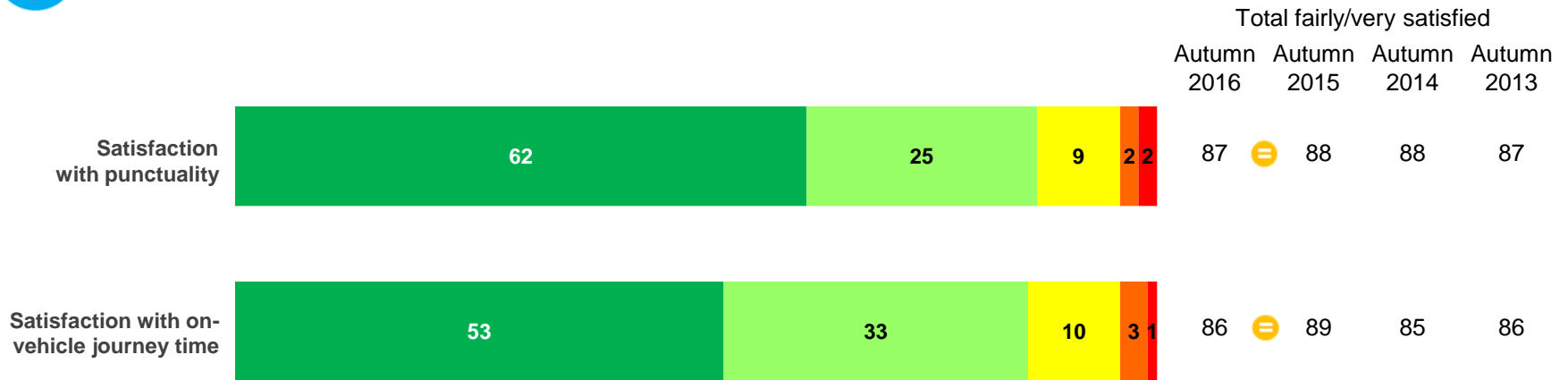
Q. How satisfied were you with each of the following…Punctuality? Base: All passengers – 575
Q. How satisfied were you with the amount of time your journey on the tram took? Base: All passengers - 591

⬆ Statistically significant increase since previous year
⊜ No change
⬇ Statistically significant decrease since previous year

TPS 2016 Midland Metro

Waiting at the stop

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

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Waiting at the stop: summary

	Midland Metro	Buses in West Midlands
Satisfaction with the stop:		
Overall satisfaction with stop	88 ⊜	77
Distance from journey start	85 ⊜	83
Convenience/accessibility	89 ⊜	82
General condition and maintenance	89 ⊜	71
Freedom from graffiti/vandalism	90 ⊜	72
Freedom from litter	84 ⊜	66
Behaviour of other passengers	83 ⊜	N/A*
Information provided	79 ⊜	72
Personal safety	80 ⊜	75

*Not asked in BPS

	Midland Metro	Buses in West Midlands
Satisfaction: waiting time	86 ⊜	72
Expected wait time	6 mins	5 mins
Actual reported wait time	5 mins	6 mins
Passengers who checked tram time	88%	79%
Info sources used before arriving at stop	Mixed; Online tram times, live tram locator/ timings	Online timetable and live position updates
Info sources used at stop	**66%** electronic display	**43%** digital display
Among those that didn't check…	**77%** knew service frequent	**49%** knew service frequent

↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

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Satisfaction with the tram stop

Midland Metro

Total fairly/very satisfied

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Overall satisfaction - tram stop	88	⊜	90	88	90
Freedom from graffiti/vandalism	90	⊜	91	88	87
Convenience/accessibility	89	⊜	86	81	88
General condition/maintenance	89	⊜	85	84	83
Distance from journey start	85	⊜	82	78	83
Freedom from litter	84	⊜	85	88	83
Behaviour of other passengers	83	⊜	86	87	84
Information provided at the stop	79	⊜	80	78	79
Personal safety at stop	80	⊜	85	80	79

Bar chart values (Very satisfied / Fairly satisfied / Neither/nor / Fairly dissatisfied / Very dissatisfied):

- Overall satisfaction - tram stop: 49, 39, 10, 2
- Freedom from graffiti/vandalism: 62, 28, 7, 2, 2
- Convenience/accessibility: 55, 34, 6, 3, 1
- General condition/maintenance: 50, 39, 7, 3, 1
- Distance from journey start: 49, 36, 11, 3, 1
- Freedom from litter: 49, 35, 11, 2, 3
- Behaviour of other passengers: 55, 28, 13, 2, 2
- Information provided at the stop: 43, 35, 15, 3, 3
- Personal safety at stop: 44, 36, 15, 4, 2

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied
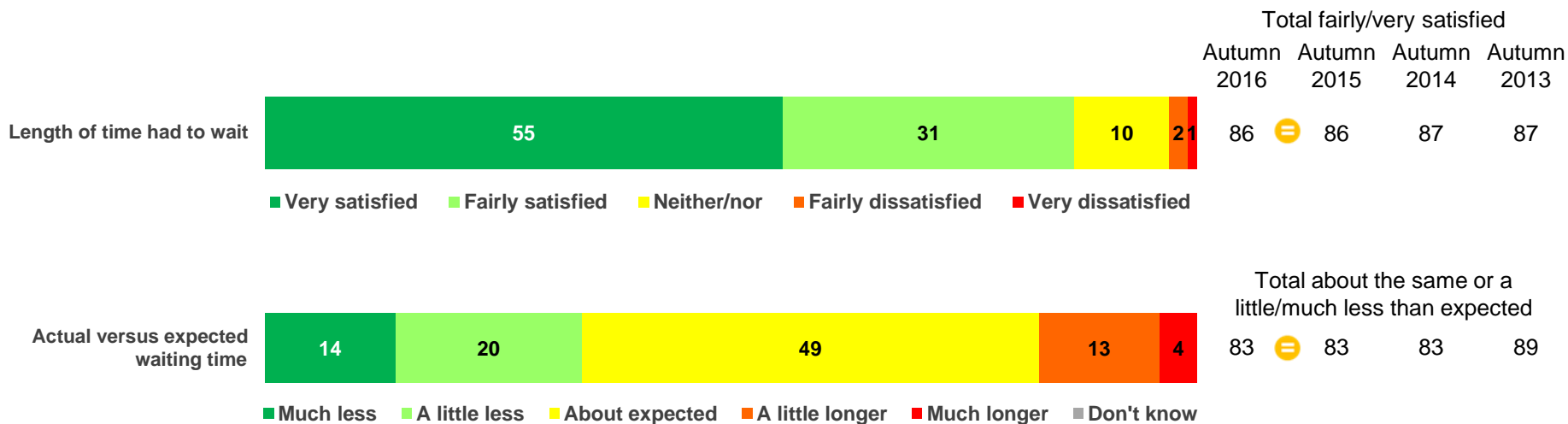
Q. Overall, how satisfied were you with the tram stop? & Q. Thinking about the tram stop itself, how satisfied were you with the following:
Base: All passengers - 606

⬆ Statistically significant increase since previous year
⊜ No change
⬇ Statistically significant decrease since previous year

Waiting time

Midland Metro

Total fairly/very satisfied

	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013

Length of time had to wait

Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied
55	31	10	2	1

86 = 86 87 87

- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied

Total about the same or a little/much less than expected

Actual versus expected waiting time

Much less	A little less	About expected	A little longer	Much longer
14	20	49	13	4

83 = 83 83 89

- Much less
- A little less
- About expected
- A little longer
- Much longer
- Don't know

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?
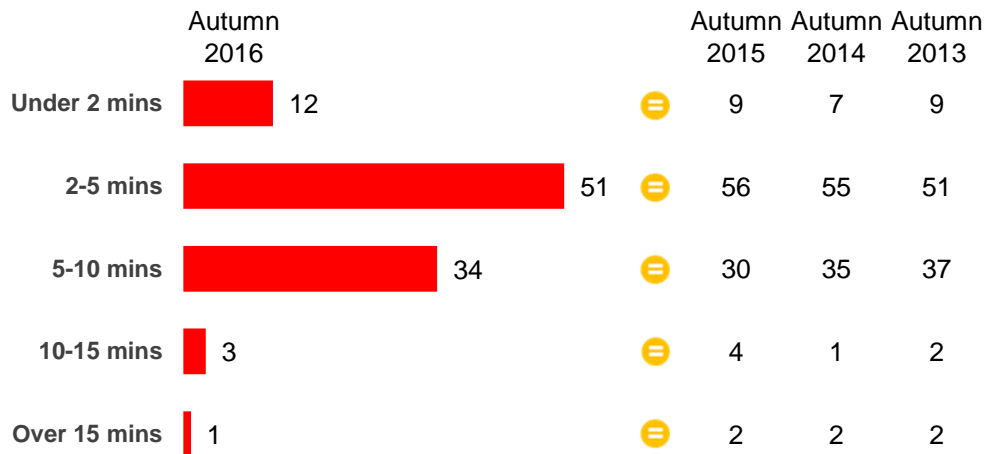*Base: All passengers – 606*

↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

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Expected and reported waiting times

Midland Metro

Expected tram waiting time

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Under 2 mins	12	=	9	7	9
2-5 mins	51	=	56	55	51
5-10 mins	34	=	30	35	37
10-15 mins	3	=	4	1	2
Over 15 mins	1	=	2	2	2

Average expected waiting time 6 minutes (2015: 7 minutes)

Reported tram waiting time

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Under 2 mins	26	=	27	24	25
2-5 mins	45	=	44	47	45
5-10 mins	23	=	22	24	26
10-15 mins	3	=	4	1	2
Over 15 mins	1	=	4	3	2
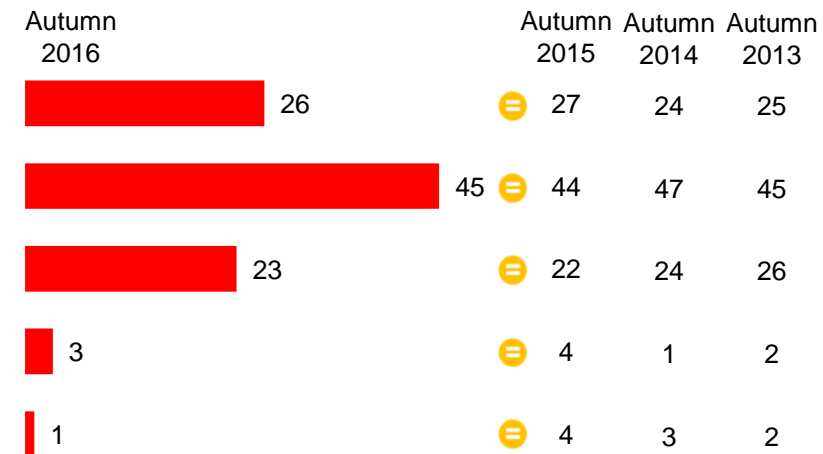
Average reported waiting time 5 minutes (2015: 6 minutes)

Q. Approximately how long did you expect to wait for the tram? & Q. Approximately, how long did you wait for your tram
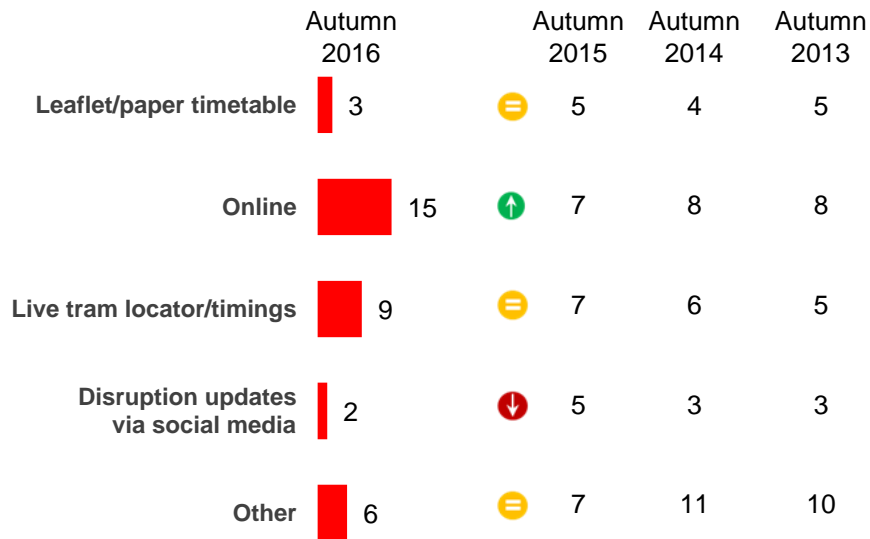*Base: All passengers - 589*

↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

How passengers checked tram times
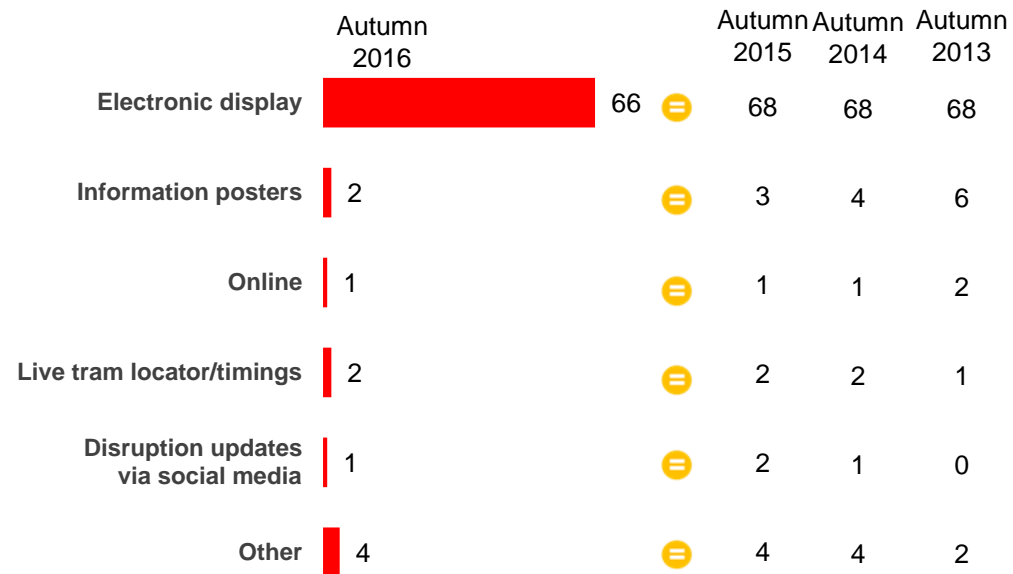
Midland Metro

12 per cent (=) of Midland Metro passengers did not check to find out when the tram was meant to arrive (2015: 13 per cent)

Before leaving for the tram stop

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Leaflet/paper timetable	3	=	5	4	5
Online	15	↑	7	8	8
Live tram locator/timings	9	=	7	6	5
Disruption updates via social media	2	↓	5	3	3
Other	6	=	7	11	10

At the tram stop

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Electronic display	66	=	68	68	68
Information posters	2	=	3	4	6
Online	1	=	1	1	2
Live tram locator/timings	2	=	2	2	1
Disruption updates via social media	1	=	2	1	0
Other	4	=	4	4	2

Q. Did you check any of the following to find out when the tram was meant to arrive?
Base: All passengers - 637

↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

Why passengers did not check tram times

Midland Metro

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Knew the trams ran frequently on this route	77	=	76	73	74
Already knew arrival times	16	=	17	8	21
Could not find the information	2	=	2	7	1
Didn't have time	9	=	4	5	4
Did not matter to me when tram was meant to arrive	21		N/A*	N/A*	N/A*
Did not know when tram was meant to arrive	N/A**		1	7	2

* Not asked before 2016
** Not asked in 2016

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 - 84
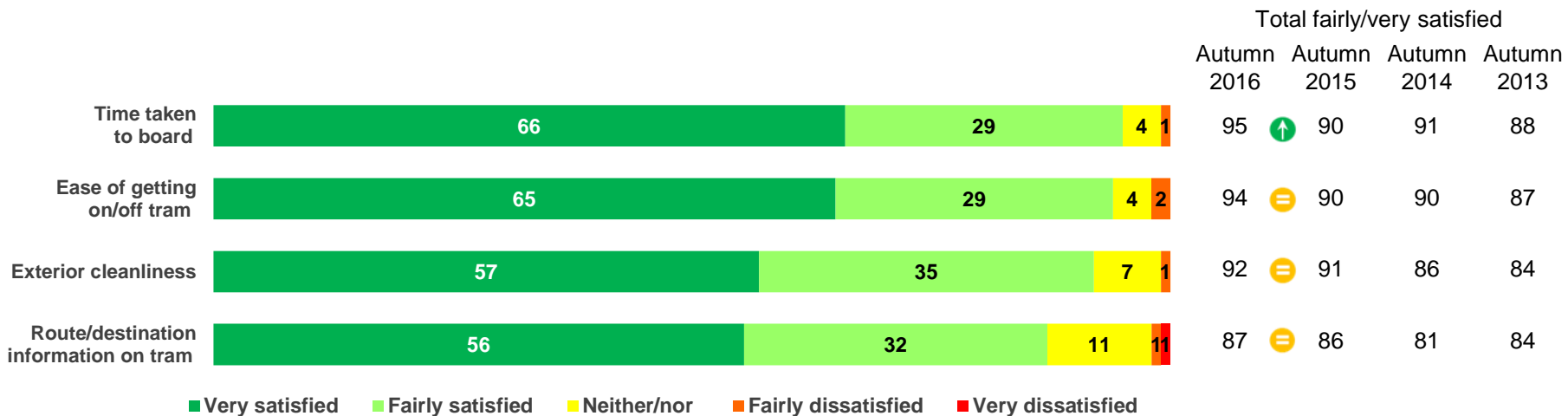
↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

TPS 2016 Midland Metro

The tram

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

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The tram: summary

	Midland Metro	Buses in West Midlands

Start of journey

	Midland Metro	Buses in West Midlands
Route info on tram	87 ⊜	83
Exterior cleanliness	92 ⊜	74
Ease getting on	94 ⊜	87
Time taken to board	95 ⬆	87

On board

	Midland Metro	Buses in West Midlands
Interior cleanliness	93 ⊜	73
Info on board	89 ⊜	68
Seat/standing space	70 ⊜	83
Seat comfort	53 ⊜	75
Personal space	61 ⊜	73
Provision grabrails	72 ⊜	83
Temperature	78 ⊜	76
Personal security	86 ⊜	79

The driver

	Midland Metro	Buses in West Midlands
Appearance	90 ⊜	84
Greeting	78 ⊜	61
Helpfulness/attitude	81 ⊜	67
Safety of driving	88 ⊜	85
Smoothness journey	69 ⊜	75

⬆ Statistically significant increase since previous year
⊜ No change
⬇ Statistically significant decrease since previous year

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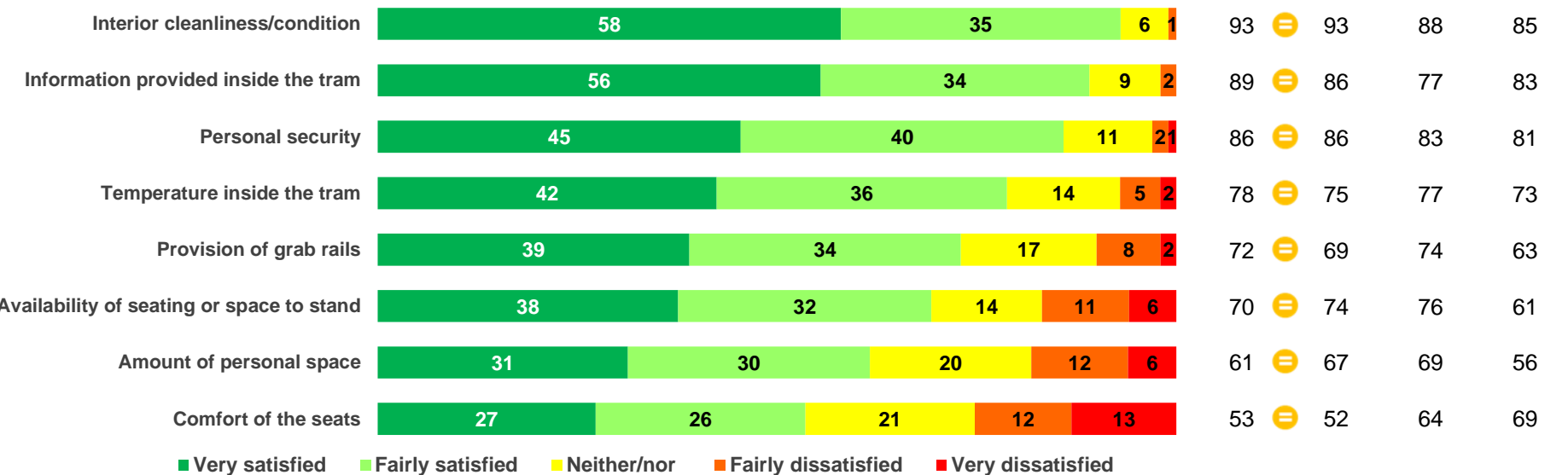
Satisfaction with start of journey

Midland Metro

Total fairly/very satisfied

				Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Time taken to board	66	29	4 1	95	⬆	90	91	88
Ease of getting on/off tram	65	29	4 2	94	⬅⬅	90	90	87
Exterior cleanliness	57	35	7 1	92	⬅⬅	91	86	84
Route/destination information on tram	56	32	11 1 1	87	⬅⬅	86	81	84

■ **Very satisfied**　■ **Fairly satisfied**　■ **Neither/nor**　■ **Fairly dissatisfied**　■ **Very dissatisfied**

Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:
Base: All passengers - 607

⬆ Statistically significant increase since previous year
⬅⬅ No change
⬇ Statistically significant decrease since previous year

transportfocus

30

Satisfaction on the tram

Midland Metro

Total fairly/very satisfied

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Interior cleanliness/condition	93	=	93	88	85
Information provided inside the tram	89	=	86	77	83
Personal security	86	=	86	83	81
Temperature inside the tram	78	=	75	77	73
Provision of grab rails	72	=	69	74	63
Availability of seating or space to stand	70	=	74	76	61
Amount of personal space	61	=	67	69	56
Comfort of the seats	53	=	52	64	69

Satisfaction breakdown (Very satisfied / Fairly satisfied / Neither/nor / Fairly dissatisfied / Very dissatisfied):

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied
Interior cleanliness/condition	58	35	6	1	
Information provided inside the tram	56	34	9	2	
Personal security	45	40	11	2	1
Temperature inside the tram	42	36	14	5	2
Provision of grab rails	39	34	17	8	2
Availability of seating or space to stand	38	32	14	11	6
Amount of personal space	31	30	20	12	6
Comfort of the seats	27	26	21	12	13

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:
Base: All passengers - 614

⬆ Statistically significant increase since previous year
= No change
⬇ Statistically significant decrease since previous year

transportfocus

Satisfaction with tram staff

Midland Metro

Total fairly/very satisfied

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Appearance	57	33	9			90	=	89	90	89
Safety of the driving	53	35	10	1	1	88	=	89	89	86
Helpfulness/attitude	50	31	15	2	1	81	=	83	79	77
Greeting/welcome	47	31	17	4	2	78	=	78	73	71
Smoothness/freedom from jolting	33	36	17	11	4	69	=	70	71	72

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 601

Statistically significant increase since previous year
No change
Statistically significant decrease since previous year

TPS 2016 Midland Metro

Negative experiences during the journey

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

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Negative experiences during the journey: summary

Midland Metro

Passengers experiencing a delay to their journey

6 ⊘
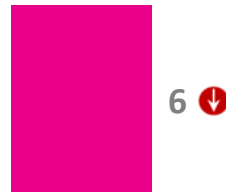
Average length of delay *(perceived)*

8.5 mins ⊜

Most common cause of delay

Tram failure/waiting too long at stops*
*Caution: small base (27)
⊜

Passengers with worry or concern about others' behaviour on board
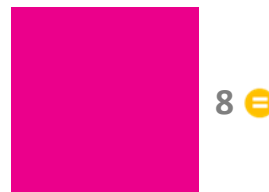
8 ⊜

Experience of delays

Midland Metro

6 per cent (🔴) of Midland Metro passengers experienced a delay (2015: 14 per cent). Average length of delay was 8.5 minutes (🟡)

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Signal/points failure	19	🟡	28	16	7
Tram waiting too long at signals	10	🟡	0	0	0
Had to use bus replacement	5	🟡	13	22	9
Tram waiting too long at stops	23	🟡	6	6	18
Congestion/traffic jam	6	🟡	9	0	7
Tram failure	24	🟡	24	24	11
Poor weather	5	🟡	1	0	2
Time it took passengers to board	6	🟡	0	0	10
Planned engineering works	5	🟡	15	24	2
Other	21	🟡	18	28	36
No reason given for delay	28	🟡	25	5	N/A*
Not sure	4	🟡	9	9	16

‘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 – 27 (Caution: small base)

🟢 Statistically significant increase since previous year
🟡 No change
🔴 Statistically significant decrease since previous year

transportfocus

35

Worry or concern at other passengers' behaviour

Midland Metro

% worried/concerned of other passengers' behaviour

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
All passengers	8	=	5	5	6
Male	8	=	6	7	6
Female	6	=	4	3	7
Age 16 to 34	9	=	7	5	7
Age 35 to 59	5	=	2	5	7
Age 60+	8	=	5	6	2

Types of worrying/concerning behaviour (%)

Autumn 2016

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

Sample size of concerned passengers too small to report upon

*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 - 609
Q. Which of the following were the reasons for [other passengers behaviour causing you concern]?
Base: All experiencing worrying/concerning behaviour – 14 (Caution: small base)

⬆ Statistically significant increase since previous year
⬌ No change
⬇ Statistically significant decrease since previous year

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TPS 2016 Midland Metro
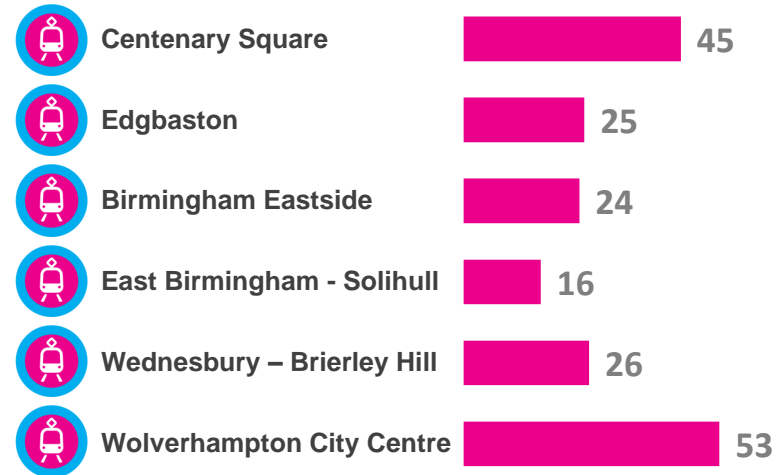
Passengers' suggested improvements

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Passengers' suggested improvements: summary

Blackpool Transport®

61% = of Midland Metro passengers in 2016 had no suggestions for improvements

…of the 39% that did, the most common service areas for improvement were:

Service area	Value
Tram: Design/comfort/condition	42
Seating and capacity	23
Passenger behaviour	14
Tram staff	11
Frequency/routes	6
Fares/tickets	5
Tram stop	5
External factors (road works, congestion etc.)	5
On-board amenities (Wi-Fi, tea/coffee etc.)	4
Real time info./updates at stop	4
Information about routes	2
Journey times	2
Comment about another journey	2
Punctuality	1
Other	1
Disabled provision / Wheelchair provision etc.	0
Real time info./updates via online sources	0

*Coding has been changed since 2015. Significant changes are therefore not shown

Q. If something could have been improved on your tram journey today, what would it have been?
Base: All suggesting an improvement - 221

⬆ Statistically significant increase since 2015
= No change
⬇ Statistically significant decrease since 2015

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Selected verbatim comments

More comfortable seats. The existing ones are rock hard which makes it more susceptible to feeling any poor joints in the track. Better signage to tram stop from Grand Central shipping area

More leg room, comfortable seats. Ban use of mobile phones/music. More effort to stop smoking at tram stops

Too many people on tram, I worry about unsafe travel with jolting, approaching/leaving stops and being pushed into other people and prams

Slightly wider seats so people sitting next to you don't feel like they're on your lap

More seating for passengers, more space between seats, better storage for folding bikes

Tell kids to turn music off

More seating more frequent trams more up to date information. Electronic display not true reflection no smoking at stops

The trams are not regular enough in the morning since they have started going to Grand Central. A friend of mine has changed from tram to trains because of this. Trams used to be so regular , I never waited more than five or six minutes for the next tram. Now you can wait from eight to eighteen minutes meaning the trams are busier, less comfortable and over crowded.

To be able to have a seat in relation to the expensive fares at peak times

Smoother drive, alerts if problem or delay with tram

Nothing today, but more info required when problems arise on Metro to allow for alternative modes of transport

The design of the new trams and don't include enough seats, the old trams were smaller but still had more seats

Although I prefer the tram to the train, and the new trams are nicer than the old trams, the seats are pretty much like sitting on a board

When I travel the full distance Birmingham-Wolverhampton I find the seating quite hard. Seats on original tram stock better

The peak time travel is too overcrowded. The air quality is greatly reduced and there is no space

The destination sign on the tram should be changed early, not when the doors are closing

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TPS 2016 Midland Metro

Opinion of trams in the local area

transport focus

Opinion of trams in the local area: summary

Midland Metro

Bus services in West Midlands (BPS)

General opinion of services in area:

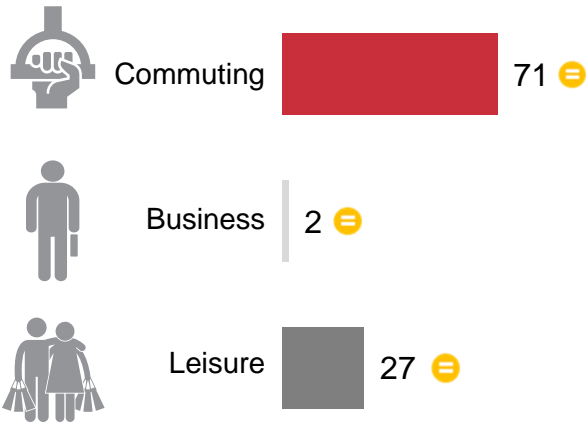|	Midland Metro		Bus services in West Midlands (BPS)
Ease of buying tickets	89	=	N/A*
Punctuality	86	=	65*
Frequency	86	=	71
Range of tickets available	79	=	N/A*
Range of payment options available	84*		N/A*
Ease of getting to local amenities	89	=	84
Connections with other modes	89	=	77
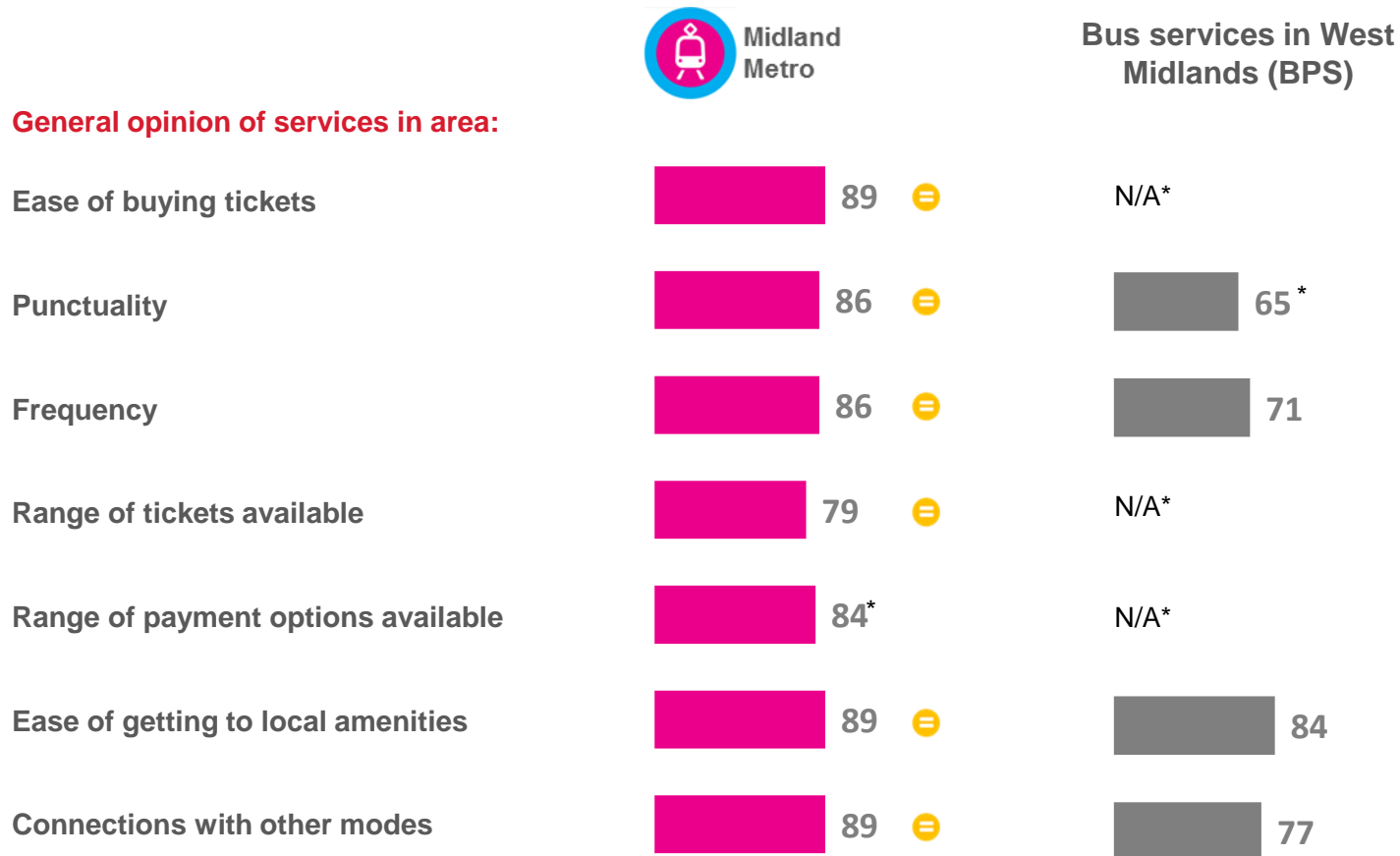
*Not asked in BPS. Punctuality refers to 'reliability' in BPS

Statistically significant increase since previous year
No change
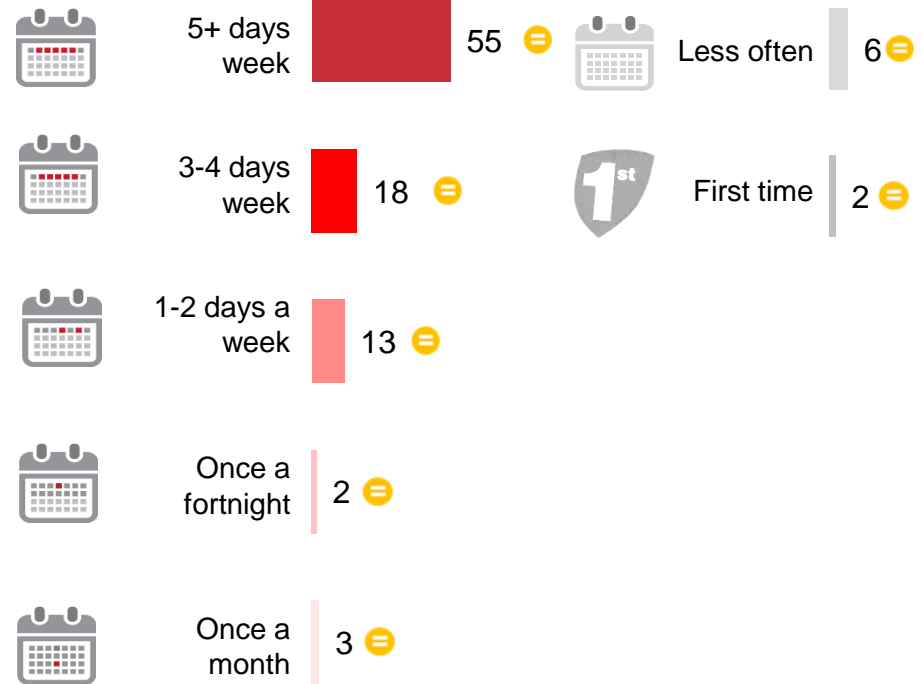Statistically significant decrease since previous year

transport**focus**

Satisfaction with trams generally

Midland Metro

Total fairly/very satisfied

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Ease of buying ticket	56	33	8	2	1	89	=	88	87	90
Punctuality (running on time)	44	42	7	4	2	86	=	86	84	85
Frequency (how often they run)	44	43	8	4	2	86	=	89	85	87
Range of payment options available	47	37	12	3	1	84		N/A*	N/A*	N/A*
Range of tickets available	41	38	17	3	1	79	=	79	76	N/A*

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Total good/very good

	Very good	Good	Neither/nor	Fairly poor	Very poor	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Ease of getting to local amenities	51	38	10	1		89	=	90	85	83
Connections with other modes of transport	46	43	9	2		89	=	89	86	89

■ Very good ■ Good ■ Neither/nor ■ Fairly poor ■ Very poor

Not asked before 2016

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 - 586

↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

Proposed extensions and Midland Metro Alliance

Awareness of the further proposed extensions (%)

- ■ Yes — 57
- ■ No — 36
- ■ Not stated — 7
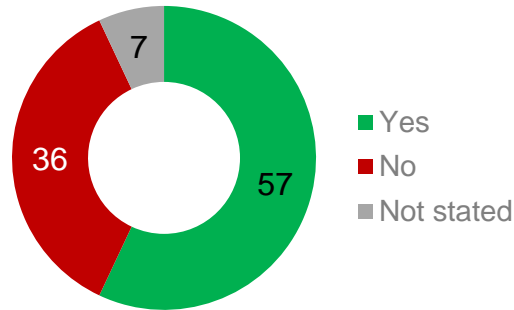
Awareness of extension proposals (%)

Extension	%
Centenary Square	45
Edgbaston	25
Birmingham Eastside	24
East Birmingham - Solihull	16
Wednesbury – Brierley Hill	26
Wolverhampton City Centre	53

Awareness of Midland Metro Alliance (%)

	%
Yes	11
No	89

Q. The Midland Metro has recently been extended into Birmingham City Centre. Are you aware of further proposed extensions? Base: All passengers - 637
Q. Which of the following extensions are you aware of?   Base: All aware of proposed extensions - 341
Q. Are you aware of the Midland Metro Alliance?   Base: All giving an answer - 541

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TPS 2016 Midland Metro

Appendix 1: the passenger and journey context

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Midland Metro passengers: summary

Overview of passenger demographics
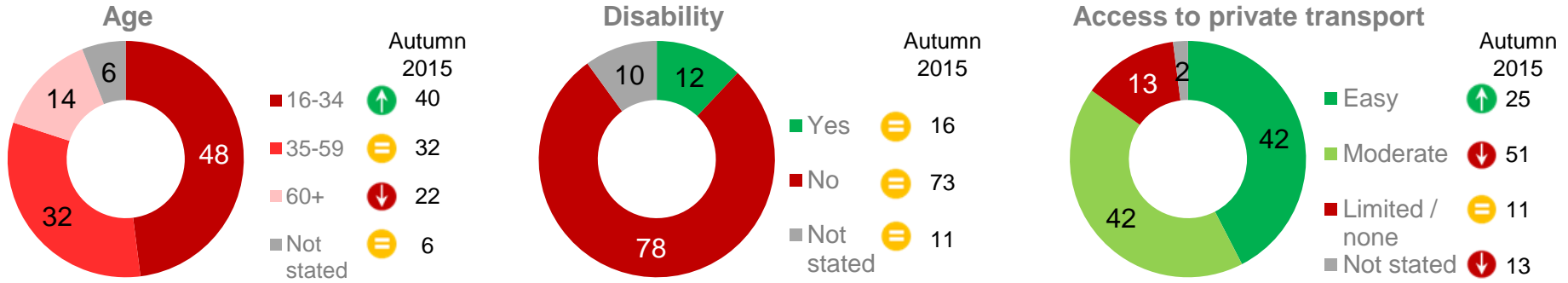
Age

Autumn 2015

- 16-34 ↑ 40
- 35-59 = 32
- 60+ ↓ 22
- Not stated = 6

Pie: 48, 32, 14, 6

Disability

Autumn 2015

- Yes = 16
- No = 73
- Not stated = 11

Pie: 12, 10, 78

Access to private transport

Autumn 2015

- Easy ↑ 25
- Moderate ↓ 51
- Limited / none = 11
- Not stated ↓ 13

Pie: 2, 13, 42, 42

*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

- Tram stop
- Respondent

↑ Statistically significant increase since 2015
= No change
↓ Statistically significant decrease since 2015

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Passenger profile

	Tram				Bus			
	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Age								
16-34	48 ⬆	40	50	50	44	44	44	37
35-59	32 ⬅	32	27	34	29	29	33	40
Over 60	14 ⬇	22	24	17	23	22	23	24
Not stated*	6 ⬅	6	N/A	N/A	4	5	N/A	N/A
Access to private transport								
Easy	42 ⬆	25	32	31	16	16	18	17
Moderate	42 ⬇	51	54	50	38	34	37	36
Limited/none	13 ⬅	11	12	17	40	42	40	41
Not stated	2 ⬇	13	3	2	6	7	5	6
Has a disability								
Yes	12 ⬅	16	13	12	22	21	33	28
Ticket type								
Free pass holders	11 ⬇	21	23	15	24	25	28	28
Fare-payers	89 ⬆	79	77	82	73	71	72	72

Base: All passengers – 614 (Tram), 3961 (Bus)

*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

⬆ Statistically significant increase since previous year
⬅ No change
⬇ Statistically significant decrease since previous year

Where Midland Metro passengers live

Midland Metro

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
WV1-10	23	=	23	15	25
B41 and higher	17	↓	26	28	23
Any WS	14	=	9	13	8
WV11 and higher	13	=	15	10	17
B6-20	12	↑	5	7	9
B21-40	9	=	8	10	5
Any DY	7	=	10	4	6
B1-5	2	=	1	2	2
Any CV	1	=	0	2	0
Any other	3	=	2	9	4
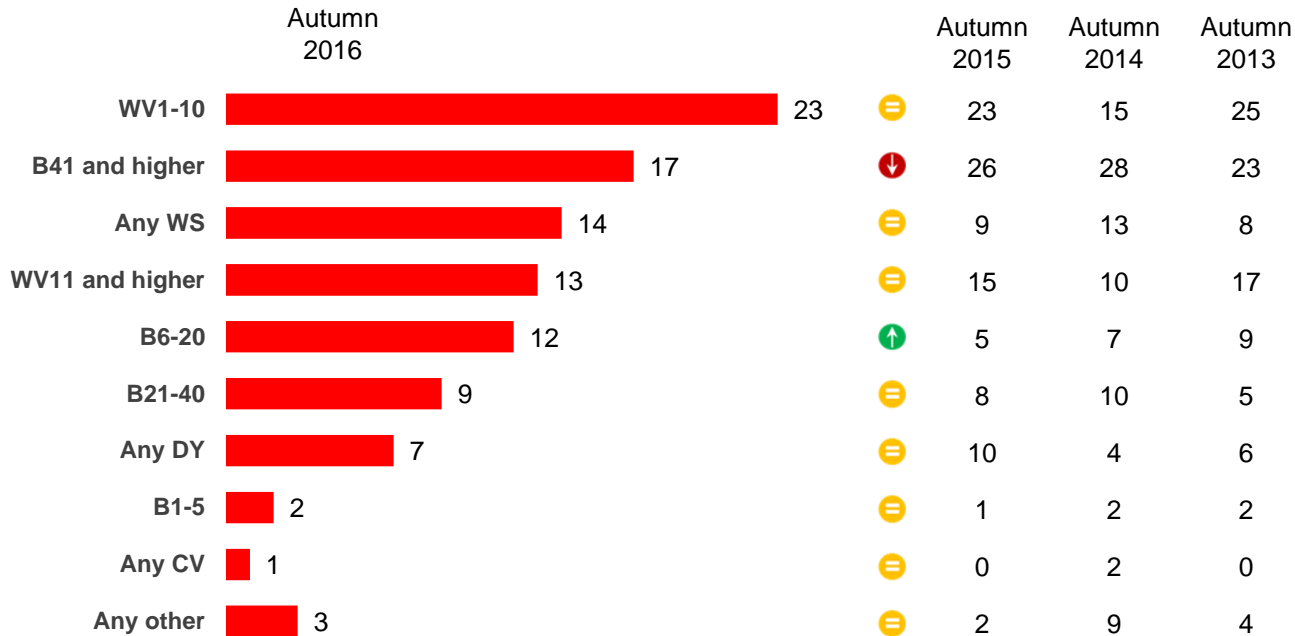
Q: What is your postcode?
Base: All giving a postcode - 488
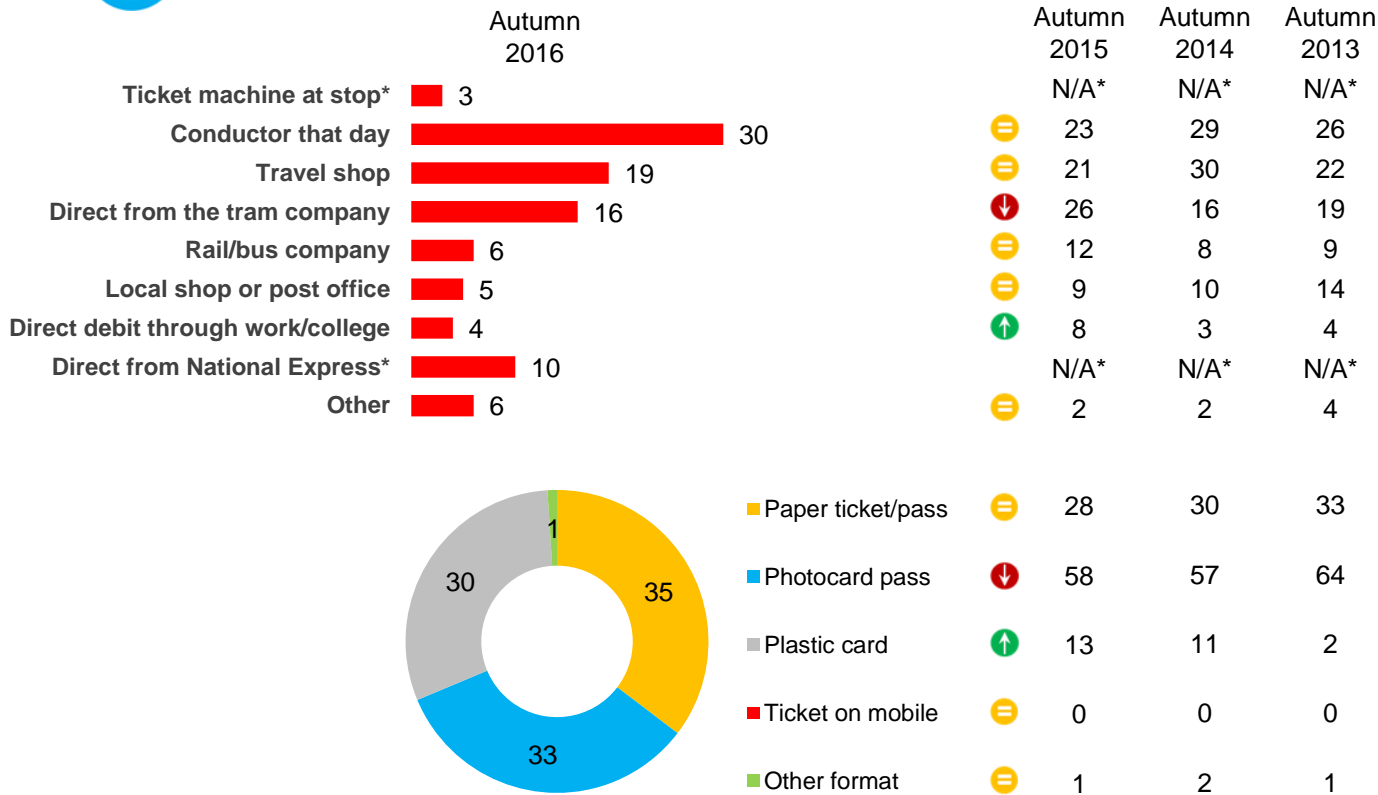
↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

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Midland Metro journeys: summary (1)

Passenger journey details

Journey purpose

Commuting 71 ⊜

Business 2 ⊜

Leisure 27 ⊜

Frequency using trams in area

5+ days week 55 ⊜

3-4 days week 18 ⊜

1-2 days a week 13 ⊜

Once a fortnight 2 ⊜

Once a month 3 ⊜

Less often 6 ⊜

First time 2 ⊜

Midland Metro journeys: summary (2)

Tickets used for today's journey

Free/fare payers

Fare payer 89 ⬆

Free pass 11 ⬇

Ticket type

Single/return 18 ⬅➡
Season 63 ⬅➡
Other 8 ⬆

Mode permitted

Tram only 36 ⬅➡
Multi-mode 63 ⬅➡

Purchased ticket via…

Conductor 30 ⬅➡
Travel shop 19 ⬅➡
Tram operator 16 ⬇
Other 35 ⬅➡

Ticket format

Paper 35 ⬅➡
Photocard 33 ⬇
Plastic card 30 ⬆
Other 1 ⬅➡

transportfocus
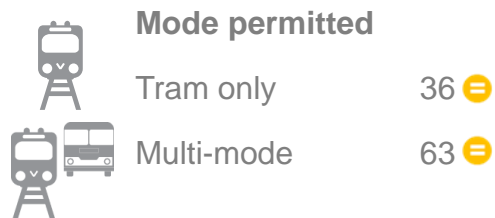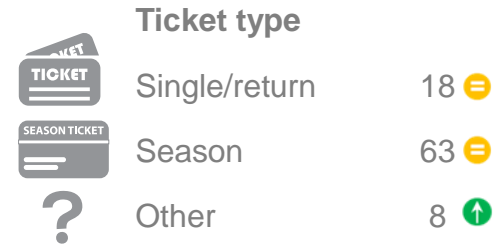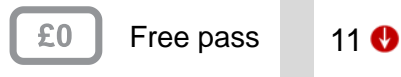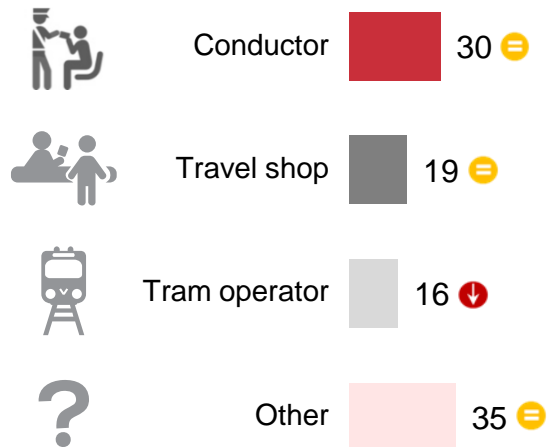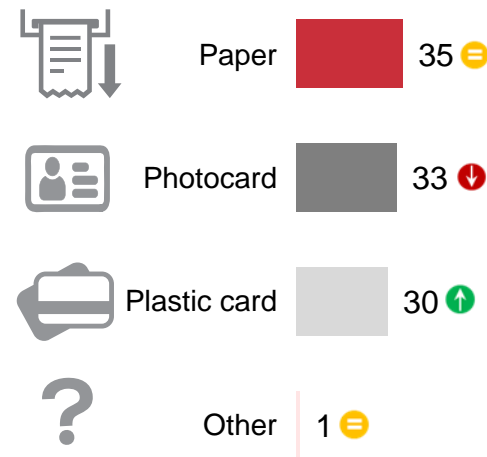
Midland Metro: summary (3)

Most used tram stops: journey start

Wolverhampton St George's	20 🔻
Bull Street	16 🔼
Grand Central – for New Street	14 🔼
Birmingham, Snow Hill	7 🔻
West Bromwich Central	7 ⚖
Wednesbury, Great Western Street	5 🔼
Wednesbury Parkway	3 ⚖
Priestfield	3 ⚖
Bilston Central	3 ⚖

Most used tram stops: journey destination

Wolverhampton St George's	14 ⚖
Bull Street	13 🔼
Grand Central – for New Street	8 🔼
West Bromwich Central	7 🔻
Birmingham Snow Hill	6 🔻
Bilston Central	6 ⚖
Wednesbury, Great Western Street	5 ⚖
Jewellery Quarter	5 ⚖

Mode used to arrive at starting stop (all stops)

On foot	52 ⚖
Car	19 ⚖
Bus	27 ⚖
Train	7 ⚖
Other	2 ⚖
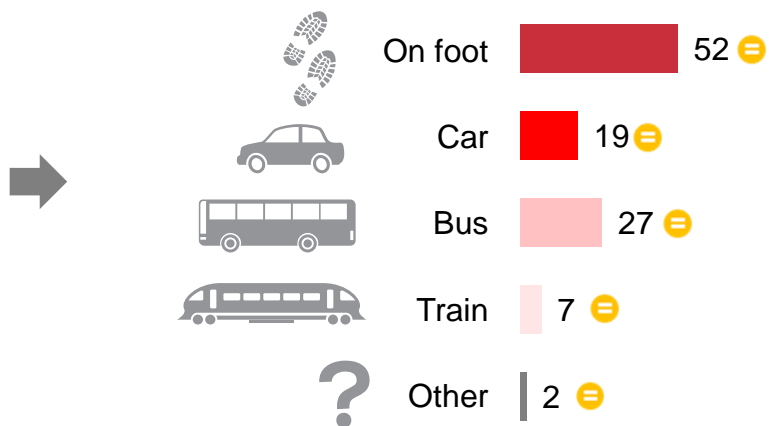
Mode used to travel on from destination stop (all stops)

On foot	64 ⚖
Car	11 ⚖
Bus	23 ⚖
Train	4 ⚖
Other	1 ⚖
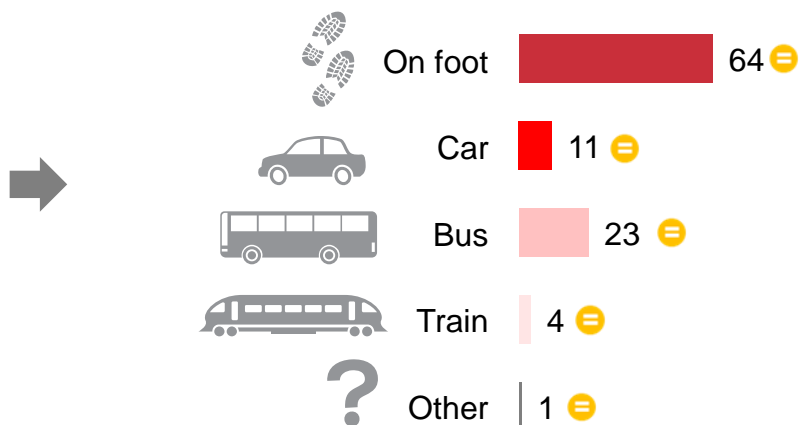
Midland Metro journeys: summary (4)

Weather on day of journey

Dry — 68
Light rain — 22
Heavy rain — 4
Other — 5

Journey direction

Outward — 41
Return — 54
One way only — 6

Sitting/standing

Had a seat — 82
Stood, would have liked seat — 7
Stood, happy to stand — 11

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Journey purpose

Midland Metro

	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Travelling to/from work	56 ⊜	55	44	51
Travelling to/from education	15 ⊜	11	17	14
Company business	2 ⊜	2	1	2
Personal business	2 ⊜	3	6	2
Health visit	1 ⊜	2	2	1
Shopping trip	6 ⬇	12	14	13
Visit friends or relatives	6 ⊜	6	5	5
Leisure trip	11 ⬆	6	9	10
Other	2 ⊜	3	2	3
Sub-total: Commuter	71 ⊜	66	61	65
Sub-total: Business	2 ⊜	2	1	2
Sub-total: Leisure	27 ⊜	32	38	33

Q. What is the main purpose of your tram journey today?
Base: All passengers - 618

⬆ Statistically significant increase since previous year

⊜ No change

⬇ Statistically significant decrease since previous year

Frequency of using Midland Metro

Midland Metro

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
5 or more days a week	55	⊜	51	44	52
3 or 4 days a week	18	⊜	21	22	18
Once or twice a week	13	⊜	14	15	11
Once a fortnight	2	⊜	3	4	4
Once a month	3	⊜	4	4	5
Less frequently	6	⊜	5	9	7
This is the first time	2	⊜	1	1	3
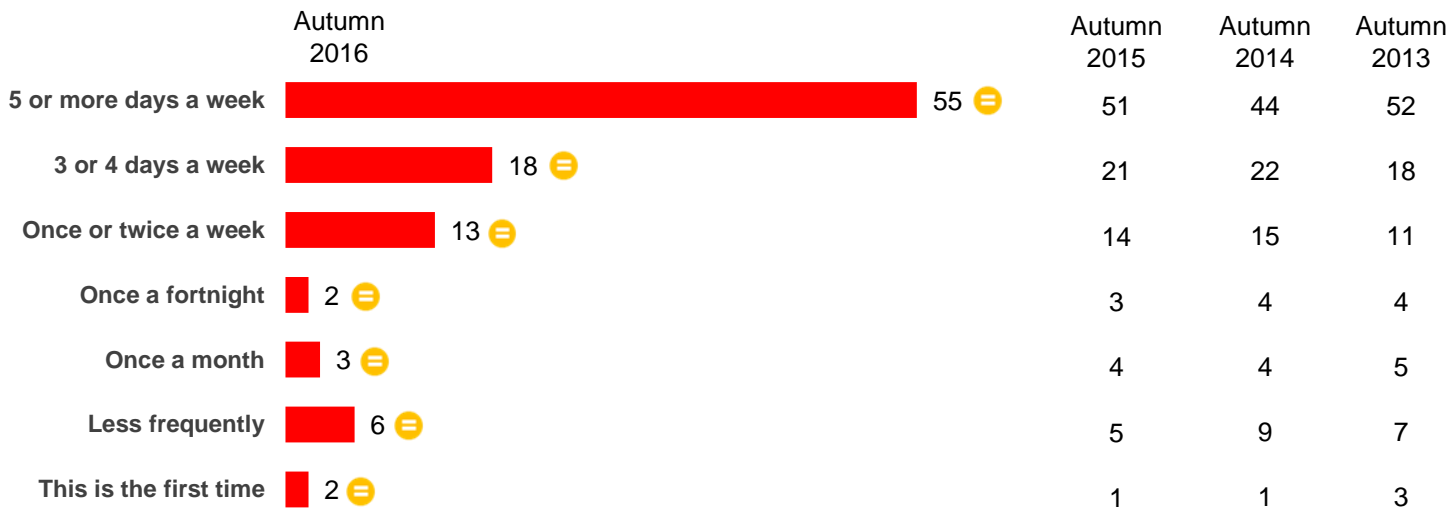
Q. How often do you typically travel by tram?
Base: All passengers - 600

Statistically significant increase since previous year
No change
Statistically significant decrease since previous year

Ticket type and modes of transport permitted

Midland Metro

		Autumn 2015	Autumn 2014	Autumn 2013
Sub-total: Single/return	18 ⊜	16	20	21
Single	7 ⊜	7	6	4
Return	11 ⊜	9	14	17
Sub-total: Season ticket/pass	63 ⊜	59	55	61
Day pass	10 ⬆	5	5	4
3 day/weekend	1 ⊜	0	0	0
5 days/1 week	6 ⊜	6	7	9
10 days/2 weeks	1 ⊜	1	2	1
4 weeks/1 month	34 ⊜	33	27	34
Quarterly/3 months	4 ⊜	3	7	6
1 year	7 ⊜	11	5	6
Free pass/journey	11 ⬇	21	23	15
Other ticket type	8 ⬆	4	3	2
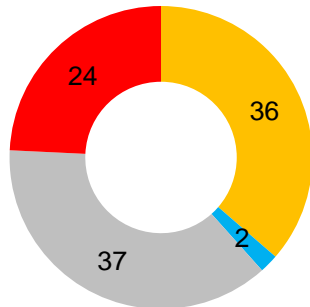
		Autumn 2015	Autumn 2014	Autumn 2013
■ Tram only	⊜	35	33	37
■ Train and tram	⊜	2	1	1
■ Bus and tram	⊜	32	35	40
■ Train, bus and tram	⊜	31	31	22

Donut chart values: 36, 2, 37, 24

Q. What type of ticket/pass did you use for this tram journey today?
Base: All passengers - 614
Q. What modes of transport does your ticket allow you to travel on?
Base: All passengers - 628

⬆ Statistically significant increase since previous year
⊜ No change
⬇ Statistically significant decrease since previous year

Method of buying ticket and ticket format

Midland Metro

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Ticket machine at stop*	3		N/A*	N/A*	N/A*
Conductor that day	30	=	23	29	26
Travel shop	19	=	21	30	22
Direct from the tram company	16	↓	26	16	19
Rail/bus company	6	=	12	8	9
Local shop or post office	5	=	9	10	14
Direct debit through work/college	4	↑	8	3	4
Direct from National Express*	10		N/A*	N/A*	N/A*
Other	6	=	2	2	4

Donut chart: 35, 33, 30, 1

		Autumn 2015	Autumn 2014	Autumn 2013
■ Paper ticket/pass	=	28	30	33
■ Photocard pass	↓	58	57	64
■ Plastic card	↑	13	11	2
■ Ticket on mobile	=	0	0	0
■ Other format	=	1	2	1

Added in 2016

Q. How did you buy that ticket or pass?
Base: All fare paying passengers - 533

Q. In what format was your ticket?
Base: All passengers - 610

↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

Midland Metro stops used by passengers surveyed

41 per cent of passengers were on an outward journey, 54 per cent on a return and 6 per cent on a one-way trip (2015: 47 per cent, 49 per cent and 4 per cent respectively)

71 per cent had a seat for their whole journey, while 7 per cent said they had to stand but would have liked to have a seat (2015: 81 per cent and 4 per cent)

Three new stops opened between the 2015 and 2016 TPS: Grand Central, Corporation Street and Bull Street. In 2015 network improvement works took place from 26 October onwards. Following this, no trams ran to Snow Hill. In 2014 improvement works prevented trams from running to Wolverhampton and The Royal. This explains some of the significant changes seen below

Boarding	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Wolverhampton St George's	20	🔴	28	1	30
Bull Street	16	🟢	N/A*	N/A*	N/A*
Grand Central – for New Street	14	🟢	N/A*	N/A*	N/A*
Birmingham, Snow Hill	7	🔴	18	31	25
West Bromwich Central	7	🟡	8	12	8
Wednesbury, Great Western St.	5	🟢	1	6	2
Wednesbury Parkway	3	🟡	4	3	5
Priestfield	3	🟡	6	17	4

Alighting	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Wolverhampton St George's	14	🟡	13	2	20
Bull Street	13	🟢	N/A*	N/A*	N/A*
Grand Central – for New Street	8	🟢	N/A*	N/A*	N/A*
West Bromwich Central	7	🔴	14	17	12
Birmingham Snow Hill	6	🔴	17	33	29
Bilston Central	6	🟡	5	6	4
Wednesbury, Great Western St.	5	🟡	4	5	4
Jewellery Quarter	5	🟡	3	2	2

*Tram stop not open before 2016
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 - 637

🟢 Statistically significant increase since previous year
🟡 No change
🔴 Statistically significant decrease since previous year

How got to and from the tram stop

Midland Metro

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
On foot	52 / 64	= / =	52 / 61	53 / 63	55 / 69
Cycled	1 / 0	= / =	1 / 0	1 / 1	0 / 0
Car - dropped off/picked up	4 / 1	= / ↓	4 / 4	5 / 3	7 / 4
Car - park and ride	9 / 6	= / =	8 / 7	5 / 3	4 / 2
Car - parked elsewhere	6 / 4	= / =	3 / 3	6 / 2	5 / 2
Bus/coach	27 / 23	= / =	28 / 25	30 / 27	28 / 22
Train	7 / 4	= / =	8 / 6	4 / 5	3 / 3
Tram	1 / 0	= / ↓	2 / 1	1 / 2	0 / 0
Other	1 / 1	= / =	1 / 1	1 / 1	2 / 1

■ Got to tram stop ■ Left tram stop
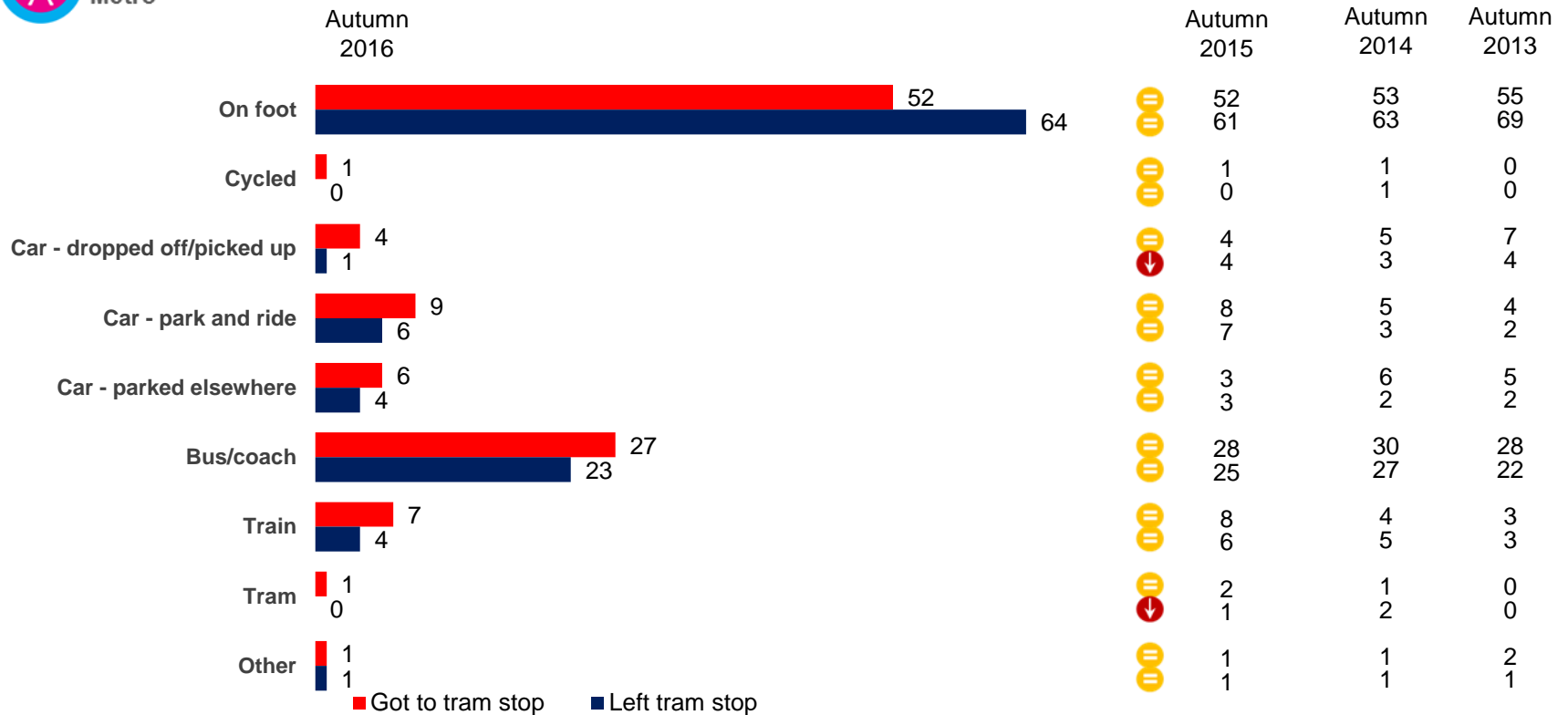
Q: How did you get to/from the tram stop where you boarded/left the tram today?
Base: All passengers - 613

↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

Weather conditions when journey made

Midland Metro

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Dry	68 =		72	77	74
Light rain	22 =		23	17	20
Heavy rain	4 =		3	2	2
Snow	0 =		0	0	0
Foggy	4 =		2	4	1
Icy	1 =		1	1	2
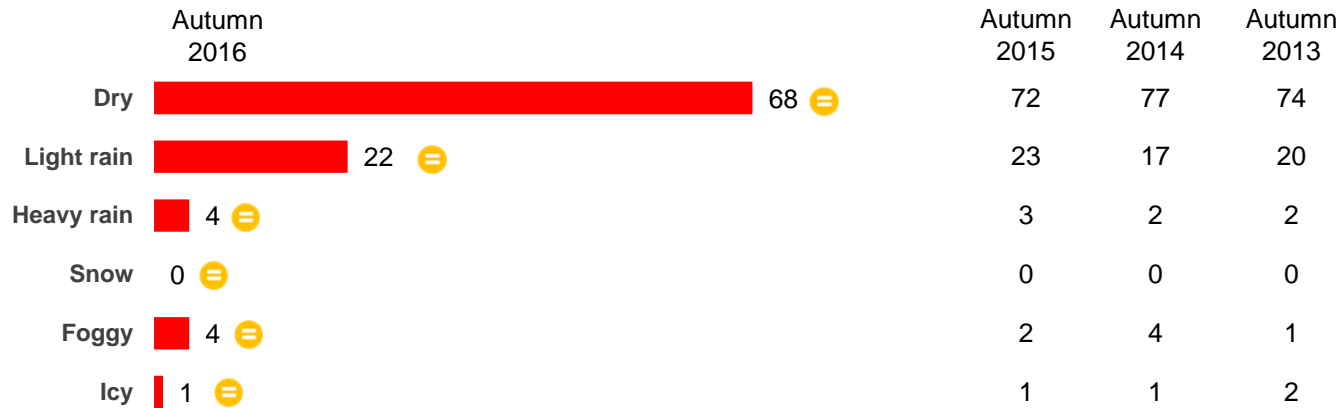
Q. What was the weather like when you made your journey?
Base: All passengers - 615

↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

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Reasons for choosing the tram*

Midland Metro

	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Best way to get where I am going	48	28	26	27
Quicker than other transport	34	30	28	27
More convenient than the car (e.g. parking)	28	13	15	16
Cheaper than the car	14	6	6	7
Didn't have the option of travelling by other means	12	14	15	13
Tram more comfortable than other transport	11	2	3	3
Cheaper than other transport	9	4	4	4
For the experience of riding the tram	2	0	2	N/A**
Other	2	2	1	3

*Question changed to multi-code in 2016. Significant changes are therefore not shown
**Not asked in 2013
Q. What was the main reason you chose to take the tram for this journey?
Base: All passengers - 608

Statistically significant increase since previous year
No change
Statistically significant decrease since previous year

Factors preventing more journeys being made

Midland Metro

	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Places reachable	42 =	40	33	39
Frequency of trams	13 =	9	10	12
Reliability of trams	19 =	18	20	20
Cost of using trams	19 =	19	18	18
Understanding the fares	3 =	5	2	5
Understanding ticket machines	4 =	1	1	1
Journey times	11 =	10	8	11
Comfort of trams	11 =	16	9	10
Level of crowding	35 =	30	27	47
Concern for personal safety	4 ↓	11	7	11
Tram network improvement works	18 ↓	35	25	N/A*

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 - 390

↑ Statistically significant increase since previous year
= No change
↓ Statistically significant decrease since previous year

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TPS 2016 Midland Metro

Appendix 2: Further detail on survey background and method

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Methodology – fieldwork

Midland Metro (TPS)

Fieldwork: 26 September to 4 December 2016 (with a gap for half term from 24 to 30 October)

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: 637 interviews (587 paper and 50 online)

In 2015 fieldwork took place between 17 September to 26 November 2015

Bus (BPS) data for West Midlands (TfWM) area

Fieldwork: 5 September to 18 December 2016

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: 3,546 interviews

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 2016 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.

This year, we introduced a new approach for identifying the key drivers of overall journey satisfaction amongst bus passengers, comprising two stages. At the first stage, we took all 25 individual satisfaction measures from the survey (apart from the overall journey satisfaction) and formed them into themes using a statistical technique known as factor analysis, which groups together those satisfaction measures that are responded to similarly within the data. For instance, where high or low scores are given for measure 'x', there tends to be a similar rating for measures 'y' and 'z', so the 'factor' or theme becomes 'A'. Through this process we identified ten themes, which are shown below, alongside measures that formed each theme:

Theme (factor)	Questions
1 On tram environment and comfort	• Sufficient room for all the passengers to sit/stand • The comfort of the seats • The amount of personal space you had around you • Provision of grab rails to hold on to when standing/moving about the tram • The temperature inside the tram
2 Tram stop condition	• Its general condition/standard of maintenance • Its freedom from graffiti/vandalism • Its freedom from litter
3 Boarding the tram	• The ease of getting on to and off of the tram • The length of time it took to board the tram
4 Timeliness	• The length of time you had to wait for the tram • The punctuality of the tram
5 Access to the tram stop	• Its distance from your journey start e.g. home, shops • The convenience/accessibility of its location
6 Personal safety throughout journey	• Behaviour of fellow passengers waiting at the stop • Your personal safety whilst at the tram stop • Your personal security whilst on the tram
7 Cleanliness and condition of the tram	• The cleanliness and condition of the outside of the tram • The cleanliness and condition of the inside of the tram
8 Smoothness/speed of tram	• The amount of time the journey took • Smoothness/freedom from jolting during the journey
9 Information throughout journey	• The information provided at the tram stop • Route/destination information on the outside of the tram • The information provided inside the tram
10 Value for money	• How satisfied were you with the value for money of your tram journey?

For the second stage, these themes were then used to identify how much effect each one has on passengers' rating for overall journey satisfaction, by means of a key driver analysis.

The square diagrams show the proportional influence that each theme has on satisfaction for that area/operator. They should be read like a pie chart where the slices or portions are relative to each other and together add up to 100%. So in the example below, the theme of 'on tram environment and comfort' which is shaded red, has the greatest influence on satisfaction, followed by 'smoothness/speed of tram', while themes such as 'boarding the tram' and 'information throughout journey' have relatively influence here.

This analysis was conducted on fare-paying passengers only, so that the influence of value for money could be included. It also combines data from 2015 and 2016 surveys to increase robustness. The analysis excludes satisfaction measures relating to tram staff; due to differences in staff availability across the networks not all TPS questionnaires feature questions about tram staff. In order to run the analysis in a consistent and practical manner all staff measures have been excluded.

There are noticeable and interesting differences in the impact of different themes between the various tram networks.

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The Midland Metro route map

- Grand Central
- Corporation Street
- Bull Street
- St Chad's
- St Paul's
- Jewellery Quarter
- Soho Benson Road
- Winson Green Outer Circle
- Handsworth Booth Street
- The Hawthorns
- Kenrick Park
- Trinity Way
- West Bromwich Central
- Lodge Road-West Bromwich Town Hall
- Dartmouth Street
- Dudley Street Guns Village
- Black Lake
- Wednesbury Great Western Street
- Wednesbury Parkway
- Bradley Lane
- Loxdale
- Bilston Central
- The Crescent
- Priestfield
- The Royal
- Wolverhampton St George's

TPS 2016 Midland Metro

Appendix 3: Questionnaire

transport*focus*

transport**focus**

DATE (DD/MM/YY)
Sep-Nov 2016
[1][6]

Tram Passenger Survey

Thank you for agreeing to take part in our survey. Your views as a tram passenger are important.
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.
Towards the end, there are also questions to record your general experiences too.
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.

Completing the questionnaire

Please fill in the questionnaire after completing your journey with Midland Metro.

Please tick only one box per question, unless directed otherwise.

After completing the questionnaire, please return it to us in the reply paid envelope provided.

WHEN ANSWERING:
CONSIDER ONLY THE JOURNEY YOU MADE WHEN GIVEN THIS QUESTIONNAIRE

1   About your journey on Midland Metro

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:
Use the 24 hr. clock e.g. 5.25pm is 17:25
Enter your time of boarding into the boxes as shown
[1][7]:[2][5]

Q3a What type of ticket or pass did you use for this journey on Midland Metro?

Season Ticket/Midland Metro Card/Student
1 day...☐
3 day/weekend...................................☐
5 days/1 week....................................☐
10 days/2 weeks................................☐
4 weeks/1 month...............................☐
Quarterly/3 months............................☐
1 year...☐
Other time period (please write in)

Single/return ticket
Single ticket - £1 short hop................☐
Single ticket - other...........................☐
Return ticket......................................☐
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...☐

Q3b What modes of transport does your ticket allow you to travel on?
Metro only...☐
Train and Metro.................................☐
Bus and Metro...................................☐
Train, Bus and Metro.........................☐

For office use only:
MA

§5105001C¬

Your opinion
counts! ☑
transport**focus**

1

Q4 In what format was your ticket?
A standard paper ticket/pass.............☐
A photo card ticket/pass....................☐
An m-ticket (sent to your mobile phone)....☐
A plastic card you touched
on to the fare machine.......................☐
Other format......................................☐

Q5a How did you buy that ticket or pass?
From Conductor.................................☐
Ticket machine..................................☐
Direct from Network West Midlands
(website/phone).................................☐
Direct from National Express
(website/phone).................................☐
Travel shop..☐
Rail/bus company..............................☐
From a local shop or post office.........☐
You had a free pass...........................☐
Direct debit through work/college.......☐
Other...☐

Q5b How did you pay for your ticket?
Cash..☐
Debit or credit card............................☐
Contactless payment.........................☐
Don't know/not applicable..................☐

Q6 What is the main purpose of your journey on Midland Metro today?
Travelling to/from work......................☐
Travelling to/from education
(e.g. college, school).........................☐
On company business
(or own if self-employed)...................☐
On personal business
(job interview, bank, post office).........☐
Health visit (Doctor/hospital/dentist)..☐
Shopping trip.....................................☐
Visiting friends or relatives................☐
Leisure trip (e.g. day out)..................☐
Other...☐

Q7 Were you on your outward or return journey when you were given a questionnaire?
Outward...☐
Return..☐
One way trip only...............................☐

Q8 Were you travelling with…?   *(Please tick all that apply)*
Heavy/bulky luggage/other large items....☐
A pushchair.......................................☐
Children (under 12)............................☐
A folding bicycle................................☐
A non-folding bicycle.........................☐
A dog...☐
A helper...☐
A mobility scooter..............................☐
A wheelchair......................................☐
None of the above..............................☐

Q9 How did you get to the Midland Metro stop where you boarded this tram today?
On foot/walked..................................☐
Cycled...☐
Car - dropped off...............................☐
Car - and used Park and Ride............☐
Car - parked elsewhere......................☐
Bus..☐
Train..☐
Tram..☐
Other...☐

Q10 Which means of transport did you use when you got off this tram today?
On foot/walked..................................☐
Cycled...☐
Car - dropped off...............................☐
Car - and used Park and Ride............☐
Car - parked elsewhere......................☐
Bus..☐
Train..☐
Tram..☐
Other...☐

Q11 What was the main reason you chose to take Midland Metro for this journey?
(Please tick all that apply)
Cheaper than the car.........................☐
Cheaper than other transport.............☐
More convenient than the car
(e.g. parking)....................................☐
Didn't have the option of travelling
by another means..............................☐
Quicker than other transport..............☐
Best way to get where I am going.......☐
Tram more comfortable than
other transport...................................☐
For the experience of riding the tram..☐
Other (please write in)

2

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 Midland Metro 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	□	□	□	□	□	□
The convenience/accessibility of its location	□	□	□	□	□	□
Its general condition/standard of maintenance	□	□	□	□	□	□
Its freedom from graffiti/vandalism	□	□	□	□	□	□
Its freedom from litter	□	□	□	□	□	□
Behaviour of fellow passengers waiting at the stop	□	□	□	□	□	□
The information provided at the tram stop	□	□	□	□	□	□
Your personal safety whilst at the tram stop	□	□	□	□	□	□

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

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

3 Waiting for the tram

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

Q16 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
- Leaflet/paper timetable........□
- Online tram times................□
- Live tram locator/timings
  (e.g. via mobile app/web)........□
- Disruption updates
  (e.g. on Twitter/Facebook)......□
- Telephoned for information......□
- Other..............................□

At the tram stop
- Electronic display at the stop....□
- Information posters at the stop...□
- Online tram times.................□
- Live tram locator/timings
  (e.g. via mobile app/web)........□
- Disruption updates
  (e.g. on Twitter/Facebook)......□
- Telephoned for information......□
- Other.............................□

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..........□
- Already knew arrival times........□
- Could not find the information....□

- Didn't have time...................□
- Did not matter to me when the tram
  was meant to arrive...............□
- Other.............................□

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

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

Much longer than expected..........□	A little less time than you expected....□
A little longer than you expected...□	Much less time than you expected......□
About the length of time you expected...□	

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

Yes....................□	No........................□

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	□	□	□	□	□	□
The punctuality of the tram	□	□	□	□	□	□

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	□	□	□	□	□	□
The cleanliness & condition of the outside of the tram	□	□	□	□	□	□
The ease of getting onto and off of the tram	□	□	□	□	□	□
The length of time it took to board the tram	□	□	□	□	□	□

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	□	□	□	□	□	□
The information provided inside the tram	□	□	□	□	□	□
Sufficient room for all the passengers to sit/stand	□	□	□	□	□	□
The comfort of the seats	□	□	□	□	□	□
The amount of personal space you had around you	□	□	□	□	□	□
Provision of grab rails to hold on to when standing/moving about the tram	□	□	□	□	□	□
The temperature inside the tram	□	□	□	□	□	□
Your personal security whilst on the tram	□	□	□	□	□	□
The amount of time the journey took	□	□	□	□	□	□
Smoothness/freedom from jolting during the journey	□	□	□	□	□	□

Q22 Did you get a seat on the tram?

Yes – for all of the journey.........□	No – but you were happy to stand......□
Yes – for part of the journey.......□	No – but you would have liked a seat...□

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

Yes.........................□	No.........................□

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................□
- Passengers taking/under the
  influence of drugs.................□
- Abusive or threatening behaviour...□
- Rowdy behaviour....................□
- Passengers not moving
  out of priority seats...............□

- Passengers not paying their fares....□
- Feet on seats.......................□
- Music being played loudly..........□
- Smoking.............................□
- Graffiti or vandalism...............□
- Loud use of mobile phones..........□
- Other (please write in)

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 Midland Metro today delayed at all?

Yes..☐   No..☐

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

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

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

(Please write 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...............................	☐	☐	☐
Audio announcements e.g. saying the next tram stop.............	☐	☐	☐
An electronic display e.g. showing the next tram stop............	☐	☐	☐
Information about tickets/fares...	☐	☐	☐
A timetable...	☐	☐	☐
Details of how to contact the tram company, for example, to make a complaint or find out information.................	☐	☐	☐

Q27 Thinking about any Midland Metro 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..............................	☐	☐	☐	☐	☐	☐
Any greeting/welcome you got from the staff..............	☐	☐	☐	☐	☐	☐
The helpfulness and attitude of the staff.....................	☐	☐	☐	☐	☐	☐
The safety of the driving (i.e. appropriateness of speed, driver concentrating).................	☐	☐	☐	☐	☐	☐

5 Your overall opinion of the 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 Midland Metro 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 Midland Metro today, what would it have been?

Q30 How satisfied were you with the value for money of your journey on Midland Metro?

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)...........................☐

Q32 All things considered, how much do you trust the tram company that operated the tram you used for this journey? *(Please tick one box only)*

1	2	3	4	5	6	7
☐	☐	☐	☐	☐	☐	☐

Do NOT trust them at all ← → TRUST them a GREAT deal
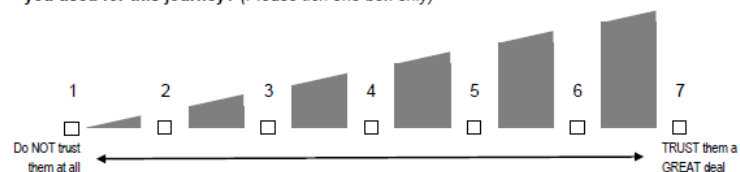
6 Your opinion of Midland Metro generally

WHEN ANSWERING THIS SECTION PLEASE CONSIDER MIDLAND METRO SERVICES GENERALLY (NOT JUST THE JOURNEY YOU MADE WHEN GIVEN THIS QUESTIONNAIRE)

Q33a How would you rate Midland Metro services for the following:

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor
Ease of getting to local amenities (e.g. shops, hospitals, leisure facilities).................	☐	☐	☐	☐	☐
Connection with other forms of public transport (e.g. trains/buses).................	☐	☐	☐	☐	☐

Q33b And how satisfied are you overall with Midland Metro 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....................................	☐	☐	☐	☐	☐	☐
Punctuality (running on time)...............................	☐	☐	☐	☐	☐	☐
Frequency (how often the trams run).....................	☐	☐	☐	☐	☐	☐
Range of tickets available....................................	☐	☐	☐	☐	☐	☐
Range of payment options available......................	☐	☐	☐	☐	☐	☐

Q34 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: Traveline......................................☐	Smartphone app......................................☐
Internet: Transport for West Midlands (formerly Centro) website........☐	Travel shop..☐
	Ask friend/relative...................................☐
Internet: Midland Metro website...................☐	Ask tram staff...☐
Internet: Network West Midlands website....☐	From a Park and Ride kiosk......................☐
Internet: Other travel website.....................☐	Other...☐
	Not sure..☐

Q35 How often do you typically travel on Midland Metro? *(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 Midland Metro..............................☐

Q36 If you have used Midland Metro before, how typical would you say today's experience was?

Much better than usual ☐ A little worse than usual ☐
A little better than usual ☐ Much worse than usual ☐
About the same as usual ☐

Q37 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 the 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 ☐

Q38 The Midland Metro has recently been extended into Birmingham City Centre. Are you aware of further proposed extensions?
(Further information is available at www.metroalliance.co.uk)

Yes ☐ No ☐

Q39 If yes: Which of the following extensions are you aware of?
(Please tick all that apply)

Centenary Square ☐ East Birmingham - Solihull ☐
Edgbaston ☐ Wednesbury - Brierley Hill ☐
Birmingham Eastside (to HS2) ☐ Wolverhampton City Centre (to rail station) ☐

Q40 Are you aware of the Midland Metro Alliance?

Yes ☐ No ☐
(Further information is available at www.metroalliance.co.uk)

7 About you

QA Are you...?

Male ☐ Female ☐
Prefer another term ☐

QB In which age group are you?

16-18 ☐ 55-59 ☐
19-21 ☐ 60-64 ☐
22-25 ☐ 65-69 ☐
26-34 ☐ 70-79 ☐
35-44 ☐ 80+ ☐
45-54 ☐

QC Which of the following best describes your ethnic background?

White ☐ Black, African/Caribbean or Black British ☐
Mixed/multiple ethnic groups ☐ Chinese ☐
Asian or Asian British ☐ Arab ☐
Other ethnic group ☐

QD 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 ☐

QE 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 ☐

7

QF 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 ☐

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 ☐

QG 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 ☐

If you would be happy to participate in future research projects about the transport industry for Transport Focus please complete the contact details below:

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-TGYY)
12-20 Baron Street
Angel, London N1 9LL

bdrc continental

transportfocus

Tram Passenger Survey (TPS) Midland Metro

Autumn 2016 results

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