Tram Passenger Survey (TPS) – Midland Metro

Autumn 2017 results
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Tram Passenger Survey (TPS) – Midland Metro

Context to the survey
Background to the 2017 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 2017 TPS covered tram services in Manchester, Birmingham, Blackpool, Nottingham, Sheffield and Glasgow*. Edinburgh Trams was covered in 2014-2016.

The survey method

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 18 September and 8 December 2017.

501 surveys were completed for Midland Metro in autumn 2017.

For further details of the survey method, see Appendix.

*Glasgow Subway was included for the first time in 2017. Due to the difference of this Subway network compared to tram networks it is excluded from this report, as well as any ‘All Networks’ results, and can be found in a separate report.
The Midland Metro network in context

<table>
<thead>
<tr>
<th>Network</th>
<th>The Network</th>
<th>Passenger Journeys</th>
<th>Ticket Purchasing</th>
<th>Information at stops</th>
<th>Frequency</th>
<th>Engineering disruptions/other notes</th>
</tr>
</thead>
</table>
| Midlands Metro   | 1 line 26 stops 13 miles | 6.2* 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  
• Network improvement works meant that two tram stops at the Wolverhampton end of the route were closed for the duration of fieldwork in 2017 (Wolverhampton St George's and The Royal) |

| Manchester Metrolink | 7 lines 93 stops 57 miles | 40.7** 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  
• Second City Crossing opened in February 2017 enabling quicker journeys across the city  
• A tram collision on the 10th November 2017 affected two shifts which were rescheduled due to no trams running |

| Blackpool Transport | 1 line 38 stops 11 miles | 5.1* million | TVMs at stops ✓ Conductors on board ✓ | Info boards at stops (TTs, fares) ✓ Passenger Info Displays | Mon-Sat: every 15-30 mins Sun: 15-30 mins | • Blackpool illuminations 1 Sep to 5 Nov 2017  
• Heritage trams operate bank holidays, weekends and summer; not covered in this research  
• No significant issues affected fieldwork |

| Nottingham NET | 2 lines 50 stops 20 miles | 16.4* 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 Supertram | 3 lines 48 stops 18 miles | 12.6* 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 |

*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2016/17  
**Source: Direct from operator
Tram Passenger Survey (TPS) – Midland Metro

Key findings
Figures shown are total very or fairly satisfied.
Last year's figure is shown in grey.
Passenger experience: a snapshot

Overall journey satisfaction: trend over time

- All networks
- Blackpool
- Metrolink
- Midland Metro
- Nottingham
- Sheffield

Overall journey satisfaction: 2017

- Midland Metro: 90
- All Networks: 91
- Blackpool: 97
- Manchester Metrolink: 89
- Nottingham: 92
- Sheffield: 95


Statistically significant increase since 2016
No change
Statistically significant decrease since 2016
What makes a satisfactory or great journey on Midland Metro?

The top factors linked to overall journey satisfaction*

**What makes a satisfactory journey?**

- On tram environment and comfort: 31%
- Timeliness: 18%
- Value for money: 16%
- Smoothness/speed of tram: 14%

**What makes a great journey?**

- On tram environment and comfort: 33%
- Personal safety throughout journey: 17%
- Cleanliness and condition of the tram: 8%
- Smoothness/speed of tram: 16%

*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 2016 and 2017 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.*
Passenger experience in the Midlands 2017: across the network

### Satisfaction with key measures:

<table>
<thead>
<tr>
<th>Measure</th>
<th>Midland Metro</th>
<th>All Networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall journey</td>
<td>90</td>
<td>91</td>
</tr>
<tr>
<td>Value for Money</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>Punctuality</td>
<td>92</td>
<td>88</td>
</tr>
<tr>
<td>Overall stop</td>
<td>92</td>
<td>90</td>
</tr>
</tbody>
</table>

### Satisfaction with other measures which make a satisfactory or great journey:

<table>
<thead>
<tr>
<th>Measure</th>
<th>Midland Metro</th>
<th>All Networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space to sit/stand on board</td>
<td>66</td>
<td>75</td>
</tr>
<tr>
<td>Comfort of the seats</td>
<td>58</td>
<td>75</td>
</tr>
<tr>
<td>Amount of personal space on board</td>
<td>65</td>
<td>72</td>
</tr>
<tr>
<td>Provision of grab rails</td>
<td>73</td>
<td>81</td>
</tr>
<tr>
<td>Temperature on board</td>
<td>77</td>
<td>82</td>
</tr>
<tr>
<td>Length of time waiting for the tram</td>
<td>92</td>
<td>88</td>
</tr>
</tbody>
</table>

*Drivers of satisfaction differ by network. The most common drivers across TPS are shown here.*

- ↑ Statistically significant increase since 2016 (All networks)
- = No change (All networks)
- ↓ Statistically significant decrease since 2016 (All networks)
Overall passenger experience on Midland Metro 2017: a snapshot

**At the stop**

- Overall satisfaction with stop: 92%
- Distance from journey start: 83%
- Convenience/accessibility: 87%
- General condition and maintenance: 86%
- Freedom from graffiti/vandalism: 89%
- Freedom from litter: 80%
- Behaviour of other passengers: 85%
- Information provided: 82%
- Personal safety: 81%

**Statistically significant increase since 2016**

**Statistically significant decrease since 2016**

**Boarding**

- Route info on tram: 88
- Exterior cleanliness: 91
- Ease of getting on: 92
- Time taken to board: 93

**On board**

- Interior cleanliness: 93
- Info on board: 88
- Seat/standing space: 66
- Seat comfort: 58
- Personal space: 65
- Provision grabrails: 73
- Temperature: 77
- Personal security: 83

**Appearance**: 91%
**Greeting**: 79%
**Helpfulness/attitude**: 84%
**Safety of driving**: 89%
**Smoothness of journey**: 74%
Midland Metro 2017: summary of key findings (1)

- 90 per cent of Midland Metro passengers are satisfied with their journey overall. This is slightly lower than last year, but not significantly so (2016: 92 per cent). Overall satisfaction is higher than the same measure on the Bus Passenger Survey in the West Midlands (85 per cent).

- Overall satisfaction with the journey is lower amongst males (86 per cent), younger age groups (88 per cent for those aged 16-34) and commuters (88 per cent).

- For Midland Metro the key factor which makes journeys both satisfactory and great is the on board environment and comfort of the tram. Satisfaction has remained quite consistent with last year but the comfort of the seats continues to be the lowest rated attribute by some way (58 per cent satisfied).

- The next most important factor which makes a journey on Midland Metro satisfactory is the timeliness of the tram. Satisfaction with both punctuality and the length of time waiting for the tram have increased significantly (punctuality increases from 87 per cent in 2016 to 92 per cent; wait time increased from 86 per cent to 92 per cent).

- The second most important factor which makes a journey great is personal safety during the journey. At the tram stop personal safety is the second lowest rated aspect (81 per cent satisfied); on board satisfaction with personal security is a little higher (83 per cent satisfied).

- Amongst fare paying passengers, 68 per cent are satisfied with value for money. Similar to overall journey satisfaction, younger passengers and commuters are least satisfied (62 per cent amongst those aged 16-34 and 65 per cent of commuters).
Midland Metro 2017: summary of key findings (2)

• When evaluating value for money the most important factor is the cost of the tram versus other modes of transport
• 4 per cent of passengers experienced a delay in 2017 (6 per cent in 2016), and when delays were experienced they lasted 7 minutes on average
• 40 per cent of passengers spontaneously mentioned an improvement that could have been made to their journey. The most common improvement related to the design, comfort and condition of the tram
• Other improvements mentioned relate to the seating and capacity on board, as well as the frequency of trams and the route
• Almost three quarters of passengers (69 per cent) are using Midland Metro to commute to work or education (52 per cent for work and 17 per cent for education)
• The majority of passengers are travelling with a season ticket (61 per cent)
• The profile of passengers travelling on Midland Metro is quite young, with 43 per cent falling into the 16-34 age group. This is a little lower than 2016, but not significantly so
Tram Passenger Survey (TPS) – Midland Metro

Experience and opinions of the journey
Experience and opinions of the journey: summary

Satisfaction with today’s journey:

<table>
<thead>
<tr>
<th>Overall journey</th>
<th>Value for money</th>
<th>Punctuality</th>
<th>On-vehicle journey time</th>
</tr>
</thead>
<tbody>
<tr>
<td>92</td>
<td>90</td>
<td>81</td>
<td>92</td>
</tr>
<tr>
<td>67</td>
<td>62</td>
<td>62</td>
<td>68</td>
</tr>
<tr>
<td>87</td>
<td>88</td>
<td>88</td>
<td>87</td>
</tr>
<tr>
<td>86</td>
<td>85</td>
<td>89</td>
<td>86</td>
</tr>
<tr>
<td>86</td>
<td>86</td>
<td>86</td>
<td>80</td>
</tr>
</tbody>
</table>

Midland Metro

Buses in West Midlands

- Statistically significant increase since 2016
- No change
- Statistically significant decrease since 2016
## Who are satisfied and not satisfied passengers? – Midland Metro

<table>
<thead>
<tr>
<th>Midland Metro</th>
<th>Very satisfied passengers are more likely to:</th>
<th>Fairly satisfied passengers are more likely to:</th>
<th>Not satisfied passengers are more likely to:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Journey purpose</strong></td>
<td>Be split between <strong>commuting</strong> and <strong>leisure</strong> journeys (57% and 40% respectively)</td>
<td>Be commuting (82%)</td>
<td>Be commuting (84%)</td>
</tr>
<tr>
<td></td>
<td>Be travelling during <strong>off-peak weekday</strong> times (44%)</td>
<td>Be travelling at <strong>peak times</strong> (63% peak; 30% peak morning; 33% peak afternoon)</td>
<td>Be travelling at <strong>peak times</strong> (68%), particularly on peak morning journeys (37%) more than those who are fairly satisfied</td>
</tr>
<tr>
<td><strong>Time of travel</strong></td>
<td>Be travelling <strong>least frequently</strong> (40%)</td>
<td>Be travelling <strong>less frequently</strong> than those who are no satisfied (62%)</td>
<td>Travel the <strong>most frequently</strong> (83%) more than very/fairly satisfied</td>
</tr>
<tr>
<td><strong>Frequency of travel</strong></td>
<td>Have <strong>moderate</strong> access to private transport (46%)</td>
<td>Have the <strong>most easy</strong> access to private transport (46%)</td>
<td>Have easy to moderate access to private transport (82%; 42% ‘easy’) less than fairly satisfied (46 ‘easy’)</td>
</tr>
<tr>
<td><strong>Access to private transport</strong></td>
<td>Be from a relatively <strong>even set of age groups</strong> (37% 16-34; 37% 35-59; 26% 60+) with a close gender split (female 52%; male 45%)</td>
<td>Be between <strong>16-34</strong> (55%) with a close gender split (female 53%; male 45%)</td>
<td>Be between <strong>22-34</strong> (47%) and primarily <strong>male</strong> (71%)</td>
</tr>
<tr>
<td><strong>Age and gender</strong></td>
<td>Have <strong>high</strong> levels of trust (85% rated 6-7 on a 7-point scale)</td>
<td>Have <strong>medium to high</strong> levels of trust (91% rated 3-7 on a 7-point scale)</td>
<td>Have low levels of trust (78% rated 3-5 on a 7-point scale)</td>
</tr>
<tr>
<td><strong>Trust in the operator</strong></td>
<td>Base: those ‘very satisfied’ with journey overall (276)</td>
<td>Base: those ‘fairly satisfied’ with journey overall (164)</td>
<td>Base: those ‘neither/nor’, ‘fairly dissatisfied’ or ‘very dissatisfied’ with journey overall (39)</td>
</tr>
</tbody>
</table>
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 – 479
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 – 479
### Value for money (%) – fare-payers only

<table>
<thead>
<tr>
<th></th>
<th>Total fairly/very satisfied</th>
<th>Autumn 2017</th>
<th>Autumn 2016</th>
<th>Autumn 2015</th>
<th>Autumn 2014</th>
<th>Autumn 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All passengers</strong></td>
<td></td>
<td>68</td>
<td>68</td>
<td>62</td>
<td>62</td>
<td>67</td>
</tr>
<tr>
<td>Age 16 to 34</td>
<td></td>
<td>62</td>
<td>64</td>
<td>56</td>
<td>59</td>
<td>65</td>
</tr>
<tr>
<td>Age 35 to 59</td>
<td></td>
<td>72</td>
<td>69</td>
<td>68</td>
<td>69</td>
<td>65</td>
</tr>
<tr>
<td>Commuting</td>
<td></td>
<td>65</td>
<td>66</td>
<td>62</td>
<td>58</td>
<td>65</td>
</tr>
<tr>
<td>Not commuting</td>
<td></td>
<td>80</td>
<td>76</td>
<td>56</td>
<td>74</td>
<td>70</td>
</tr>
</tbody>
</table>

- **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 – 360
What influenced value for money rating (%)

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost tram versus other transport</th>
<th>Cost for distance travelled</th>
<th>Fare compared to everyday items</th>
<th>Other reason</th>
<th>Comfort/quality for the fare paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>44</td>
<td>30</td>
<td>14</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>2016</td>
<td>38</td>
<td>35</td>
<td>11</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>2015</td>
<td>34</td>
<td>35</td>
<td>15</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>2014</td>
<td>26</td>
<td>40</td>
<td>19</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>2013</td>
<td>39</td>
<td>30</td>
<td>16</td>
<td>5</td>
<td>9</td>
</tr>
</tbody>
</table>

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 337

- Statistically significant increase since 2016
- No change
- Statistically significant decrease since 2016
Q. How satisfied were you with each of the following...Punctuality? Base: All passengers – 452
Q. How satisfied were you with the amount of time your journey on the tram took? Base: All passengers – 471
Tram Passenger Survey (TPS) – Midland Metro

Waiting at the stop
## Waiting at the stop: summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Midland Metro</th>
<th>Buses in the West Midlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfaction with stop</td>
<td>92</td>
<td>77</td>
</tr>
<tr>
<td>Distance from journey start</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td>Convenience/accessibility</td>
<td>87</td>
<td>84</td>
</tr>
<tr>
<td>General condition and maintenance</td>
<td>86</td>
<td>71</td>
</tr>
<tr>
<td>Freedom from graffiti/vandalism</td>
<td>89</td>
<td>72</td>
</tr>
<tr>
<td>Freedom from litter</td>
<td>80</td>
<td>66</td>
</tr>
<tr>
<td>Behaviour of other passengers</td>
<td>85</td>
<td>N/A*</td>
</tr>
<tr>
<td>Information provided</td>
<td>82</td>
<td>71</td>
</tr>
<tr>
<td>Personal safety</td>
<td>81</td>
<td>72</td>
</tr>
</tbody>
</table>

### Waiting times:

<table>
<thead>
<tr>
<th>Midland Metro</th>
<th>Buses in the West Midlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction: expected waiting time</td>
<td>92</td>
</tr>
<tr>
<td>Expected wait time</td>
<td>5 mins</td>
</tr>
<tr>
<td>Actual reported wait time</td>
<td>4 mins</td>
</tr>
</tbody>
</table>

### Checking tram information:

| Passengers who checked tram time | 85 | 79 |
| Info sources used before arriving at stop | Online tram times and paper timetable | Live position updates and online timetable |
| Info sources used at stop | Electronic display at the stop 70% | Digital display |
| Among those that didn’t check… | 89% knew the trams ran frequently | 50% knew the buses ran frequently |

*Not asked in BPS*

- Statistically significant increase since 2016
- No change
- Statistically significant decrease since 2016

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**Transport Focus**

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# Satisfaction – with the tram stop (%)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfaction - tram stop</td>
<td>92</td>
<td>88</td>
<td>90</td>
<td>88</td>
<td>90</td>
</tr>
<tr>
<td>Freedom from graffiti/vandalism</td>
<td>89</td>
<td>90</td>
<td>91</td>
<td>88</td>
<td>87</td>
</tr>
<tr>
<td>Convenience/accessibility</td>
<td>87</td>
<td>89</td>
<td>86</td>
<td>81</td>
<td>88</td>
</tr>
<tr>
<td>General condition/maintenance</td>
<td>86</td>
<td>89</td>
<td>85</td>
<td>84</td>
<td>83</td>
</tr>
<tr>
<td>Behaviour of other passengers</td>
<td>85</td>
<td>83</td>
<td>86</td>
<td>87</td>
<td>84</td>
</tr>
<tr>
<td>Distance from journey start</td>
<td>83</td>
<td>85</td>
<td>82</td>
<td>78</td>
<td>83</td>
</tr>
<tr>
<td>Information provided at the stop</td>
<td>82</td>
<td>79</td>
<td>80</td>
<td>78</td>
<td>79</td>
</tr>
<tr>
<td>Personal safety at stop</td>
<td>81</td>
<td>80</td>
<td>85</td>
<td>80</td>
<td>79</td>
</tr>
<tr>
<td>Freedom from litter</td>
<td>80</td>
<td>84</td>
<td>85</td>
<td>88</td>
<td>83</td>
</tr>
</tbody>
</table>

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 – 478
Satisfaction with waiting time (%)

**Midland Metro**

**Length of time had to wait**

- Very satisfied: 56
- Fairly satisfied: 36
- Neither/nor: 5
- Fairly dissatisfied: 2
- Very dissatisfied: 2

**Actual versus expected waiting time**

- Much less: 12
- A little less: 24
- About expected: 54
- A little longer: 7
- Much longer: 3
- Don't know: 5

**Total fairly/very satisfied**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>92</td>
<td>86</td>
<td>86</td>
<td>87</td>
<td>87</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>90</td>
<td>83</td>
<td>83</td>
<td>83</td>
<td>89</td>
</tr>
</tbody>
</table>

**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 – 482*
### Expected and reported waiting times

**Midland Metro**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Under 2 mins</strong></td>
<td>15</td>
<td>12</td>
<td>9</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td><strong>2-5 mins</strong></td>
<td>48</td>
<td>51</td>
<td>56</td>
<td>55</td>
<td>51</td>
</tr>
<tr>
<td><strong>5-10 mins</strong></td>
<td>35</td>
<td>34</td>
<td>30</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td><strong>10-15 mins</strong></td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Over 15 mins</strong></td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

**Expected tram waiting time**

Average expected waiting time 5.4 minutes (2016: 5.8 minutes)

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Under 2 mins</strong></td>
<td>30</td>
<td>27</td>
<td>27</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td><strong>2-5 mins</strong></td>
<td>52</td>
<td>45</td>
<td>44</td>
<td>47</td>
<td>45</td>
</tr>
<tr>
<td><strong>5-10 mins</strong></td>
<td>15</td>
<td>23</td>
<td>22</td>
<td>24</td>
<td>26</td>
</tr>
<tr>
<td><strong>10-15 mins</strong></td>
<td>0</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Over 15 mins</strong></td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

**Reported tram waiting time**

Average reported waiting time 4.3 minutes (2015: 4.9 minutes)

- **Statistically significant increase since 2016**
- **Statistically significant decrease since 2016**
- **No change**

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 – 501
## How passengers checked tram times

### Before Leaving the tram stop

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaflet/paper timetable</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Online</td>
<td>3</td>
<td>15</td>
<td>7</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Live tram locator/timings</td>
<td>2</td>
<td>9</td>
<td>7</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Disruption updates via social media</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>6</td>
<td>7</td>
<td>11</td>
<td>10</td>
</tr>
</tbody>
</table>

### At the tram stop

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic display</td>
<td>70</td>
<td>66</td>
<td>68</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>Information posters</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Online</td>
<td>12</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Live tram locator/timings</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Disruption updates via social media</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>
Why passengers did not check tram times

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Knew the trams ran frequently on this route</td>
<td>89</td>
<td>77</td>
<td>76</td>
<td>73</td>
<td>74</td>
</tr>
<tr>
<td>Already knew arrival times</td>
<td>4</td>
<td>16</td>
<td>17</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>Could not find the information</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>Didn’t have time</td>
<td>4</td>
<td>9</td>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Did not matter to me when tram was meant to arrive</td>
<td>17</td>
<td>21</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
</tr>
<tr>
<td>Did not know when tram was meant to arrive</td>
<td>N/A**</td>
<td>N/A**</td>
<td>1</td>
<td>7</td>
<td>2</td>
</tr>
</tbody>
</table>

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 – 61

*Not asked before 2016  **Not asked in 2016 and 2017

Statistically significant increase since 2016

Statistically significant decrease since 2016

No change
Tram Passenger Survey (TPS) – Midland Metro

The tram
# The tram: summary

<table>
<thead>
<tr>
<th>Start of journey</th>
<th>On board</th>
<th>The driver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Route info on tram</td>
<td>Interior cleanliness</td>
<td>Appearance</td>
</tr>
<tr>
<td>88 ± 83</td>
<td>93 ± 74</td>
<td>91 ± 87</td>
</tr>
<tr>
<td>Exterior cleanliness</td>
<td>Info on board</td>
<td>Greeting</td>
</tr>
<tr>
<td>91 ± 78</td>
<td>88 ± 70</td>
<td>79 ± 63</td>
</tr>
<tr>
<td>Ease getting on</td>
<td>Seat/standing space</td>
<td>Helpfulness/attitude</td>
</tr>
<tr>
<td>92 ± 89</td>
<td>66 ± 84</td>
<td>84 ± 66</td>
</tr>
<tr>
<td>Time taken to board</td>
<td>Seat comfort</td>
<td>Safety of driving</td>
</tr>
<tr>
<td>93 ± 87</td>
<td>58 ± 77</td>
<td>89 ± 86</td>
</tr>
<tr>
<td></td>
<td>Personal space</td>
<td>Smoothness journey</td>
</tr>
<tr>
<td></td>
<td>65 ± 74</td>
<td>74 ± 75</td>
</tr>
<tr>
<td></td>
<td>Provision grabrails</td>
<td></td>
</tr>
<tr>
<td></td>
<td>73 ± 83</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Temperature</td>
<td></td>
</tr>
<tr>
<td></td>
<td>77 ± 77</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Personal security</td>
<td></td>
</tr>
<tr>
<td></td>
<td>83 ± 78</td>
<td></td>
</tr>
</tbody>
</table>
### Satisfaction with start of journey (%)

#### Time taken to board
- Very satisfied: 65
- Fairly satisfied: 28
- Neither/nor: 6
- Fairly dissatisfied: 1
- Very dissatisfied: 1

#### Ease of getting on/off tram
- Very satisfied: 63
- Fairly satisfied: 29
- Neither/nor: 4
- Fairly dissatisfied: 21

#### Exterior cleanliness
- Very satisfied: 55
- Fairly satisfied: 36
- Neither/nor: 8
- Fairly dissatisfied: 1

#### Route/destination information on tram
- Very satisfied: 56
- Fairly satisfied: 32
- Neither/nor: 10
- Fairly dissatisfied: 1

---

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

Base: All passengers – 463

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total fairly/very satisfied</td>
<td>93</td>
<td>95</td>
<td>90</td>
<td>91</td>
<td>88</td>
</tr>
<tr>
<td>Time taken to board</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of getting on/off tram</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exterior cleanliness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Route/destination information on tram</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Statistically significant increase since 2016
Statistically significant decrease since 2016
No change
### Satisfaction on the tram (%)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Very satisfied</th>
<th>Fairly satisfied</th>
<th>Neither/nor</th>
<th>Fairly dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior cleanliness/condition</td>
<td>55</td>
<td>36</td>
<td>8</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Information provided inside the tram</td>
<td>56</td>
<td>32</td>
<td>10</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Personal security</td>
<td>44</td>
<td>39</td>
<td>13</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Temperature inside the tram</td>
<td>38</td>
<td>39</td>
<td>13</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Provision of grab rails</td>
<td>35</td>
<td>38</td>
<td>13</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Availability of seating or space to stand</td>
<td>37</td>
<td>29</td>
<td>16</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Amount of personal space</td>
<td>29</td>
<td>36</td>
<td>13</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>Comfort of the seats</td>
<td>27</td>
<td>31</td>
<td>17</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

**Autumn 2017** | **Autumn 2016** | **Autumn 2015** | **Autumn 2014** | **Autumn 2013**

- 93 = 93 = 93 = 88 = 85
- 88 = 89 = 86 = 77 = 83
- 83 = 86 = 86 = 83 = 81
- 77 = 78 = 75 = 77 = 73
- 73 = 72 = 69 = 74 = 63
- 66 = 70 = 74 = 76 = 61
- 65 = 61 = 67 = 69 = 56
- 58 = 53 = 52 = 64 = 69

---

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

Base: All passengers – 480

Statistically significant increase since 2016
No change
Statistically significant decrease since 2016
Satisfaction with tram staff/driver (%)

TIPS: 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 = 470
Tram Passenger Survey (TPS) – Midland Metro

Negative experiences during the journey
Negative experiences during the journey: summary

- Passengers experiencing a delay to their journey: 4
- Average length of delay (perceived): 7 mins
- Most common cause of delay: Tram failure*  
  *Caution: small base (13)
- Passengers with worry or concern about others’ behaviour on board: 5
Experience of delays (%)

4 per cent (£) of Midland Metro passengers experienced a delay (2016: 6 per cent). Average length of delay was 7 minutes (£)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Signal/points failure</td>
<td>0</td>
<td>19</td>
<td>28</td>
<td>16</td>
<td>7</td>
</tr>
<tr>
<td>Tram waiting too long at signals</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Had to use bus replacement</td>
<td>4</td>
<td>5</td>
<td>13</td>
<td>22</td>
<td>9</td>
</tr>
<tr>
<td>Tram waiting too long at stops</td>
<td>13</td>
<td>23</td>
<td>6</td>
<td>6</td>
<td>18</td>
</tr>
<tr>
<td>Congestion/traffic jam</td>
<td>0</td>
<td>6</td>
<td>9</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Tram failure</td>
<td>14</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>11</td>
</tr>
<tr>
<td>Poor weather</td>
<td>0</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Time it took passengers to board</td>
<td>8</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Planned engineering works</td>
<td>0</td>
<td>5</td>
<td>15</td>
<td>24</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>21</td>
<td>18</td>
<td>28</td>
<td>36</td>
</tr>
<tr>
<td>No reason given for delay</td>
<td>32</td>
<td>28</td>
<td>25</td>
<td>5</td>
<td>N/A*</td>
</tr>
<tr>
<td>Not sure</td>
<td>21</td>
<td>4</td>
<td>9</td>
<td>9</td>
<td>16</td>
</tr>
</tbody>
</table>

*Statistically significant increase since 2016

*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 – 13

*Caution: small base
Worry or concern at other passengers’ behaviour (%)

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Feet on seats</td>
<td>27</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passengers not moving out of priority seats</td>
<td>29</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loud use of mobiles</td>
<td>41</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passengers not paying fares</td>
<td>29</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rowdy behaviour</td>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passengers playing loud music</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passengers under influence of alcohol</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abusive or threatening behaviour</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graffiti/vandalism</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passengers under influence of drugs</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smoking</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Sample size of concerned passengers too small to report upon

Q. Did other passengers’ behaviour give you cause to worry or make you feel uncomfortable during your journey?
Base: All passengers – 483

Q. Which of the following were the reasons for [other passengers behaviour causing you concern]?
Base: All experiencing worrying/concerning behaviour – 24 (Caution small base) *Not asked in 2013
Tram Passenger Survey (TPS) – Midland Metro

Passengers’ suggested improvements
Passengers’ suggested improvements: summary

60% of Midland passengers in 2016 had no suggestions for improvements

...of the 40% that did, the most common service areas for improvement were:

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

Q. If something could have been improved on your tram journey today, what would it have been? Base: All suggesting an improvement - 223
Selected verbatim comments

The chairs are very stiff, softer ones would be better. Loss of signal and internet when going through tunnels, some kind of signal booster or relay within the tunnels would help.

Trams could be on time. More trams as they're too full. Rails damaged at Dartmouth/Dudley.


The route I take is peak commuting time. There are never any seats and the tram does become overcrowded. It would be great to have more trams running at peak times to alleviate this issue.

To have more times for trams between 6am and 8am, as it is always packed.

The drivers should use the intercom more often to update customers when things go wrong. Get customers to pay.

More space for bags or laptop bags like on the trains. Wi-Fi (Edinburgh trams have free Wi-Fi on trams - Why don’t we?).

Sometimes the tram is too early, which means I miss it and get late for work. The tram should stay at stop until it’s due to leave. Very expensive.

The seats are very hard. People do push to get a seat and as I have a stick, I feel vulnerable. School children could take knapsacks off back instead of knocking me!!

More space for bags or laptop bags like on the trains. Wi-Fi (Edinburgh trams have free Wi-Fi on trams - Why don’t we?).

Real time tram information on app on mobile. Current Network West Midlands app only has timetabled departures, therefore, unknown of any delays before journey.

Seating uncomfortable - too hard sitting 40 minutes. Not enough seats. Tram too short. Passengers having to stand, if not get on at Grand Central.
Tram Passenger Survey (TPS) – Midland Metro

Opinion of trams in the local area
Opinion of trams in the local area: summary

General opinion of services in area:

<table>
<thead>
<tr>
<th>Service</th>
<th>Midland Metro</th>
<th>Bus services in West Midlands (BPS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connections with other modes</td>
<td>90 =</td>
<td>77</td>
</tr>
<tr>
<td>Ease of getting to local amenities</td>
<td>89 =</td>
<td>85</td>
</tr>
<tr>
<td>Reliability</td>
<td>88 =</td>
<td>63</td>
</tr>
<tr>
<td>Frequency</td>
<td>87 =</td>
<td>70</td>
</tr>
<tr>
<td>Range of payment options available</td>
<td>87 =</td>
<td>N/A*</td>
</tr>
<tr>
<td>Ease of buying tickets</td>
<td>86 =</td>
<td>N/A*</td>
</tr>
<tr>
<td>Range of tickets available</td>
<td>77 =</td>
<td>N/A*</td>
</tr>
</tbody>
</table>

*Not asked in BPS

Q. How satisfied are you overall with tram services for the following? Base: 392
Q. How would you rate tram services for the following? Base: 459
## Satisfaction on the trams generally

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Autumn 2017</th>
<th>Autumn 2016</th>
<th>Autumn 2015</th>
<th>Autumn 2014</th>
<th>Autumn 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability** (running on time)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very satisfied</td>
<td>42</td>
<td>46</td>
<td>7</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Fairly satisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neither/nor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fairly dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total fairly/very satisfied</td>
<td>88</td>
<td>89</td>
<td>88</td>
<td>87</td>
<td>90</td>
</tr>
<tr>
<td>Frequency (how often they run)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very satisfied</td>
<td>49</td>
<td>38</td>
<td>8</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Fairly satisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neither/nor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fairly dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total fairly/very satisfied</td>
<td>87</td>
<td>86</td>
<td>89</td>
<td>87</td>
<td>90</td>
</tr>
<tr>
<td>Range of payment options available</td>
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</tr>
<tr>
<td>Very satisfied</td>
<td>56</td>
<td>31</td>
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</tr>
<tr>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Neither/nor</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Fairly dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total fairly/very satisfied</td>
<td>87</td>
<td>84</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
</tr>
<tr>
<td>Ease of buying ticket</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very satisfied</td>
<td>60</td>
<td>26</td>
<td>10</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>Fairly satisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neither/nor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fairly dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total fairly/very satisfied</td>
<td>86</td>
<td>89</td>
<td>88</td>
<td>87</td>
<td>90</td>
</tr>
<tr>
<td>Range of tickets available</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very satisfied</td>
<td>44</td>
<td>33</td>
<td>15</td>
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<td>4</td>
</tr>
<tr>
<td>Fairly satisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neither/nor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fairly dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total fairly/very satisfied</td>
<td>77</td>
<td>79</td>
<td>79</td>
<td>76</td>
<td>N/A*</td>
</tr>
</tbody>
</table>

- **Very satisfied**: 90%, **Fairly satisfied**: 89%, **Neither/nor**: 89%, **Fairly dissatisfied**: 86%, **Very dissatisfied**: 89%

**Connections with other modes of transport**

<table>
<thead>
<tr>
<th>Ease of getting to local amenities</th>
<th>Autumn 2017</th>
<th>Autumn 2016</th>
<th>Autumn 2015</th>
<th>Autumn 2014</th>
<th>Autumn 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>52</td>
<td>38</td>
<td>7</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neither/nor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very poor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total good/very good</td>
<td>90</td>
<td>89</td>
<td>89</td>
<td>86</td>
<td>89</td>
</tr>
</tbody>
</table>

**Total good/very good**

- **Very good**: 90%, **Good**: 89%, **Neither/nor**: 90%, **Poor**: 85%, **Very poor**: 83%

*Not asked before 2016*  
**Statement changed in 2017 from ‘Punctuality’ to ‘Reliability’.*
Q. The Midland Metro has recently been extended into Birmingham City Centre. Are you aware of further proposed extensions? Base: All passengers - 501

Q. Which of the following extensions are you aware of? Base: All aware of proposed extensions - 312

Q. Are you aware of the Midland Metro Alliance? Base: All giving an answer - 501
Tram Passenger Survey (TPS) – Midland Metro

Appendix 1: the passenger and journey context
Midland Metro passengers: summary

Overview of passenger demographics

- **Age**
  - 16-34: 43%
  - 35-59: 32%
  - 60+: 14%
  - Not stated: 6%

- **Autumn 2016**
  - 16-34: 48
  - 35-59: 32
  - 60+: 14
  - Not stated: 6

- **Disability**
  - Yes: 15%
  - No: 78%
  - Not stated: 12%

- **Autumn 2016**
  - Yes: 12
  - No: 78
  - Not stated: 10

- **Access to private transport**
  - Easy: 43%
  - Moderate: 11%
  - Limited/none: 4%
  - Not stated: 2%

- **Autumn 2016**
  - Easy: 42
  - Moderate: 42
  - Limited/none: 13
  - Not stated: 2

Passengers’ postcodes relative to tram network

- Statistically significant increase since 2016
- No change
- Statistically significant decrease since 2016
## Passenger profile

<table>
<thead>
<tr>
<th></th>
<th>Tram</th>
<th></th>
<th>Bus</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-34</td>
<td>43</td>
<td>48</td>
<td>40</td>
<td>50</td>
</tr>
<tr>
<td>35-59</td>
<td>35</td>
<td>32</td>
<td>32</td>
<td>27</td>
</tr>
<tr>
<td>Over 60</td>
<td>17</td>
<td>14</td>
<td>22</td>
<td>24</td>
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<tr>
<td>Not stated</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Access to private transport</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy</td>
<td>42</td>
<td>42</td>
<td>25</td>
<td>32</td>
</tr>
<tr>
<td>Moderate</td>
<td>43</td>
<td>42</td>
<td>51</td>
<td>54</td>
</tr>
<tr>
<td>Limited/none</td>
<td>11</td>
<td>13</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Not stated</td>
<td>4</td>
<td>2</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td><strong>Has a disability</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>15</td>
<td>12</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td><strong>Ticket type</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free pass holders</td>
<td>16</td>
<td>11</td>
<td>21</td>
<td>23</td>
</tr>
<tr>
<td>Fare-payers</td>
<td>84</td>
<td>89</td>
<td>79</td>
<td>77</td>
</tr>
</tbody>
</table>

*Statistically significant increase since 2016
*No change
*Statistically significant decrease since 2016
## Where Midland Metro tram passengers live

<table>
<thead>
<tr>
<th>Postcode Range</th>
<th>Autumn 2016</th>
<th>Autumn 2015</th>
<th>Autumn 2014</th>
<th>Autumn 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>B41 and higher</td>
<td>20</td>
<td>17</td>
<td>26</td>
<td>28</td>
</tr>
<tr>
<td>WV11 and higher</td>
<td>18</td>
<td>13</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>WV1-10</td>
<td>15</td>
<td>23</td>
<td>23</td>
<td>15</td>
</tr>
<tr>
<td>Any WS</td>
<td>14</td>
<td>14</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>B6-20</td>
<td>10</td>
<td>12</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>B21-40</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Any DY</td>
<td>6</td>
<td>7</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>B1-5</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Any CV</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Any other</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>9</td>
</tr>
</tbody>
</table>

Q: What is your postcode?
Base: All giving a postcode – 410
Midland Metro journeys: summary (1)

**Passenger journey details**

**Journey purpose**

- **Commuting**: 69
- **Business**: 2
- **Leisure**: 29

**Frequency using trams in area**

- **5+ days a week**: 52
- **3-4 days a week**: 18
- **1-2 days a week**: 12
- **Once a fortnight**: 3
- **Once a month**: 7

- Less often: 7
- First time: 1

*Statistically significant increase since 2016*

*No change*

*Statistically significant decrease since 2016*
# Midland Metro journeys: summary (2)

## Tickets used for today’s journey

### Free/fare-payers
- **Free pass**: 16
- **Fare-payer**: 84

### Ticket type
- **Single/return**: 19
- **Season**: 61
- **Other**: 5

### Mode permitted
- **Tram only**: 37
- **Multi-mode**: 63

### Purchased ticket via...
- **Conductor**: 30
- **Tram Operator**: 22
- **Travel Shop**: 17
- **Other**: 30

### Ticket format
- **Paper**: 29
- **Photocard**: 33
- **Plastic card**: 33
- **M-ticket**: 3

---

*Statistically significant increase since 2016

Statistically significant decrease since 2016

No change*
Midland Metro journeys: summary (3)

**Most used tram stops: journey start**

<table>
<thead>
<tr>
<th>Stop</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Central</td>
<td>19</td>
</tr>
<tr>
<td>Bull Street</td>
<td>12</td>
</tr>
<tr>
<td>Priestfield</td>
<td>9</td>
</tr>
<tr>
<td>Wednesbury Parkway</td>
<td>8</td>
</tr>
<tr>
<td>Bilston Central</td>
<td>7</td>
</tr>
<tr>
<td>West Bromwich Central</td>
<td>7</td>
</tr>
<tr>
<td>Wednesbury, Great Western Street</td>
<td>5</td>
</tr>
<tr>
<td>Black Lane</td>
<td>4</td>
</tr>
</tbody>
</table>

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

- On foot: 50
- Car: 21
- Bus: 19
- Train: 10
- Other: 3

**Most used tram stops: journey destination**

<table>
<thead>
<tr>
<th>Stop</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bull Street</td>
<td>19</td>
</tr>
<tr>
<td>Grand Central</td>
<td>13</td>
</tr>
<tr>
<td>West Bromwich Central</td>
<td>13</td>
</tr>
<tr>
<td>Priestfield</td>
<td>6</td>
</tr>
<tr>
<td>Bliston Central</td>
<td>6</td>
</tr>
<tr>
<td>The Crescent</td>
<td>6</td>
</tr>
<tr>
<td>St Paul’s</td>
<td>5</td>
</tr>
<tr>
<td>Jewellery Quarter</td>
<td>3</td>
</tr>
</tbody>
</table>

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

- On foot: 65
- Car: 10
- Bus: 17
- Train: 7
- Other: 3

*Statistically significant increase since 2016
No change
Statistically significant decrease since 2016*
Midland Metro journeys: summary (4)

Weather on day of journey

- Dry: 75
- Light rain: 21
- Heavy rain: 2
- Other: 2

Journey direction

- Outward: 54
- Return: 39
- One way only: 7

Sitting/standing

- Had a seat: 77
- Stood, would have liked seat: 11
- Stood, happy to stand: 11
### Journey purpose

#### Midland Metro

**Autumn 2017**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Travelling to/from work</td>
<td>52</td>
</tr>
<tr>
<td>Travelling to/from education</td>
<td>17</td>
</tr>
<tr>
<td>Company business</td>
<td>2</td>
</tr>
<tr>
<td>Personal business</td>
<td>2</td>
</tr>
<tr>
<td>Health visit</td>
<td>2</td>
</tr>
<tr>
<td>Shopping trip</td>
<td>9</td>
</tr>
<tr>
<td>Visit friends or relatives</td>
<td>6</td>
</tr>
<tr>
<td>Leisure trip</td>
<td>8</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
</tbody>
</table>

**Sub-total: Commuter**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>2013</td>
<td>65</td>
</tr>
<tr>
<td>2014</td>
<td>61</td>
</tr>
<tr>
<td>2015</td>
<td>66</td>
</tr>
<tr>
<td>2016</td>
<td>71</td>
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</table>

**Sub-total: Business**

<table>
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<th>Year</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>2013</td>
<td>33</td>
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<td>2014</td>
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<tr>
<td>2015</td>
<td>2</td>
</tr>
<tr>
<td>2016</td>
<td>2</td>
</tr>
</tbody>
</table>

**Sub-total: Leisure**

<table>
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<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>51</td>
</tr>
<tr>
<td>2014</td>
<td>13</td>
</tr>
<tr>
<td>2015</td>
<td>9</td>
</tr>
<tr>
<td>2016</td>
<td>10</td>
</tr>
</tbody>
</table>

**Q. What is the main purpose of your tram journey today?**

*Base: All passengers – 486*

- Statistically significant increase since 2016
- No change
- Statistically significant decrease since 2016
Q. How often do you typically travel by tram?  
Base: All passengers – 478
Ticket type and modes of transport permitted

**Midland Metro**

### Q. What type of ticket/pass did you use for this tram journey today?
**Base: All passengers – 480**

- Tram only
- Train and tram
- Bus and tram
- Train, bus and tram

### Autumn 2017

- Sub-total: Single/return: 19
- Single: 6
- Return: 13

### Autumn 2016

- Sub-total: Single/return: 18
- Single: 7
- Return: 11

### Autumn 2015

- Sub-total: Single/return: 16
- Single: 7
- Return: 9

### Autumn 2014

- Sub-total: Single/return: 20
- Single: 7
- Return: 14

### Autumn 2013

- Sub-total: Single/return: 21
- Single: 4
- Return: 17

### Sub-total: Season ticket/pass

- Day pass: 6
- 3 day/weekend: 1
- 5 days/1 week: 4
- 10 days/2 weeks: 1
- 4 weeks/1 month: 34
- Quarterly/3 months: 5
- 1 year: 9
- Free pass/journey: 16
- Other ticket type: 5

### Autumn 2016

- Day pass: 10
- 3 day/weekend: 1
- 5 days/1 week: 6
- 10 days/2 weeks: 1
- 4 weeks/1 month: 34
- Quarterly/3 months: 4
- 1 year: 7
- Free pass/journey: 11
- Other ticket type: 8

### Autumn 2015

- Day pass: 5
- 3 day/weekend: 1
- 5 days/1 week: 6
- 10 days/2 weeks: 1
- 4 weeks/1 month: 33
- Quarterly/3 months: 3
- 1 year: 11
- Free pass/journey: 21
- Other ticket type: 4

### Autumn 2014

- Day pass: 5
- 3 day/weekend: 0
- 5 days/1 week: 7
- 10 days/2 weeks: 2
- 4 weeks/1 month: 27
- Quarterly/3 months: 5
- 1 year: 6
- Free pass/journey: 23
- Other ticket type: 3

### Autumn 2013

- Day pass: 4
- 3 day/weekend: 0
- 5 days/1 week: 10
- 10 days/2 weeks: 1
- 4 weeks/1 month: 34
- Quarterly/3 months: 5
- 1 year: 6
- Free pass/journey: 21
- Other ticket type: 2

---

Statistically significant increase since 2016
No change
Statistically significant decrease since 2016

**Q. What modes of transport does your ticket allow you to travel on?**
**Base: All passengers – 496**

- Tram only: 36
- Train and tram: 2
- Bus and tram: 37
- Train, bus and tram: 24
### Method of buying ticket and ticket format

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket machine at stop*</td>
<td>0</td>
<td>3</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
</tr>
<tr>
<td>Conductor that day</td>
<td>30</td>
<td>30</td>
<td>23</td>
<td>29</td>
<td>26</td>
</tr>
<tr>
<td>Travel shop</td>
<td>17</td>
<td>19</td>
<td>21</td>
<td>30</td>
<td>22</td>
</tr>
<tr>
<td>Direct from the tram company</td>
<td>22</td>
<td>16</td>
<td>26</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>Rail/bus company</td>
<td>5</td>
<td>6</td>
<td>12</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Local shop or post office</td>
<td>5</td>
<td>5</td>
<td>9</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Direct debit through work/college</td>
<td>7</td>
<td>4</td>
<td>8</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Direct from National Express*</td>
<td>9</td>
<td>10</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

- **Paper ticket/pass**: 35, 28, 30, 33
- **Photocard pass**: 33, 58, 57, 64
- **Plastic card**: 30, 13, 11, 2
- **Ticket on mobile**: 0, 0, 0, 0
- **Other format**: 1, 1, 2, 1

*Not asked before 2016

**Q. How did you buy that ticket or pass?**
**Base: All fare-paying passengers – 372**

**Q. In what format was your ticket?**
**Base: All passengers – 479**
Midland Metro stops used by passengers surveyed

54 per cent of passengers were on an outward journey, 39 per cent on a return and 7 per cent on a one-way trip (2016: 41 per cent, 54 per cent and 6 per cent respectively)

69 per cent had a seat for their whole journey, while 11 per cent said they had to stand but would have liked to have a seat (2016: 71 per cent and 7 per cent)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Central – for New Street</td>
<td>19↑</td>
<td>14↑</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
</tr>
<tr>
<td>Bull Street</td>
<td>12⇐</td>
<td>16⇐</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
</tr>
<tr>
<td>Priestfield</td>
<td>9↑</td>
<td>3↑</td>
<td>6</td>
<td>17</td>
<td>4</td>
</tr>
<tr>
<td>Wednesbury Parkway</td>
<td>8↑</td>
<td>3↑</td>
<td>4</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>West Bromwich Central</td>
<td>7⇐</td>
<td>7⇐</td>
<td>8</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>Bilston Central</td>
<td>7↑</td>
<td>3↑</td>
<td>5</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Black Lake</td>
<td>4⇐</td>
<td>2⇐</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Bradley Lane</td>
<td>4⇐</td>
<td>2⇐</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Bull Street</td>
<td>19↑</td>
<td>13↑</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
</tr>
<tr>
<td>Grand Central – for New Street</td>
<td>13⇐</td>
<td>8⇐</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
</tr>
<tr>
<td>West Bromwich Central</td>
<td>13↑</td>
<td>7↑</td>
<td>14</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>Bilston Central</td>
<td>6⇐</td>
<td>6⇐</td>
<td>5</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Priestfield</td>
<td>6⇐</td>
<td>4⇐</td>
<td>3</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>The Crescent</td>
<td>6⇐</td>
<td>3⇐</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>St. Paul’s</td>
<td>5⇐</td>
<td>2⇐</td>
<td>7</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Jewellery Quarter</td>
<td>3⇐</td>
<td>5⇐</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

*Network improvement works meant that Wolverhampton St George’s and The Royal were closed for the duration of fieldwork in 2017

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 - 501
How got to and from the tram stop

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>On foot</td>
<td>52%</td>
<td>64%</td>
<td>61%</td>
<td>63%</td>
<td>69%</td>
</tr>
<tr>
<td>Cycled</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Car - dropped off/picked up</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Car - park and ride</td>
<td>9%</td>
<td>6%</td>
<td>7%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Car - parked elsewhere</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Taxi</td>
<td>0%</td>
<td>0%</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
</tr>
<tr>
<td>Bus/coach</td>
<td>17%</td>
<td>23%</td>
<td>25%</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Train</td>
<td>10%</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Tram</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

* Not asked before 2017

Q: How did you get to/from the tram stop where you boarded/left the tram today?

Base: All passengers - 482
## Weather conditions when journey made

### Midland Metro

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dry</td>
<td>75</td>
<td>68</td>
<td>72</td>
<td>77</td>
<td>74</td>
</tr>
<tr>
<td>Light rain</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>Heavy rain</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Snow</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Foggy</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Icy</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Q. What was the weather like when you made your journey?

Base: All passengers - 484
### Reasons for choosing the tram

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

**Base: All passengers – 479**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Fall 2017</th>
<th>Fall 2016</th>
<th>Fall 2015</th>
<th>Fall 2014</th>
<th>Fall 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best way to get where I am going</td>
<td>48</td>
<td>48</td>
<td>28</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>Quicker than other transport</td>
<td>31</td>
<td>34</td>
<td>30</td>
<td>28</td>
<td>27</td>
</tr>
<tr>
<td>More convenient than the car (e.g. parking)</td>
<td>28</td>
<td>28</td>
<td>13</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>Cheaper than the car</td>
<td>12</td>
<td>14</td>
<td>6</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Didn't have the option of travelling by other means</td>
<td>12</td>
<td>12</td>
<td>14</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Tram more comfortable than other transport</td>
<td>11</td>
<td>11</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Cheaper than other transport</td>
<td>8</td>
<td>9</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>For the experience of riding the tram</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>N/A**</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

**Statistically significant increase since 2016**

**Not asked in 2013**
### Factors preventing more journeys being made

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Places reachable</td>
<td>38</td>
<td>42</td>
<td>40</td>
<td>33</td>
<td>39</td>
</tr>
<tr>
<td>Level of crowding</td>
<td>35</td>
<td>35</td>
<td>30</td>
<td>27</td>
<td>47</td>
</tr>
<tr>
<td>Tram network improvement works</td>
<td>27</td>
<td>18</td>
<td>35</td>
<td>25</td>
<td>N/A*</td>
</tr>
<tr>
<td>Cost of using trams</td>
<td>21</td>
<td>19</td>
<td>19</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Comfort of trams</td>
<td>13</td>
<td>11</td>
<td>16</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Journey times</td>
<td>11</td>
<td>11</td>
<td>10</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Reliability of trams</td>
<td>10</td>
<td>19</td>
<td>18</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Concern for personal safety</td>
<td>8</td>
<td>4</td>
<td>11</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Frequency of trams</td>
<td>7</td>
<td>13</td>
<td>9</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Understanding the fares</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Understanding ticket machines</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

*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 – 326
Tram Passenger Survey (TPS)

Appendix 2 – Further details on survey background and method
Methodology – fieldwork

**Midland Metro (TPS)**

Fieldwork: 18 September to 8 December 2016 (with a gap for half term from 23 October to 29 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: 501 interviews (447 paper and 54 online)

In 2016 fieldwork took place between 26 September to 4 December 2016

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

Fieldwork: 11 September to 17 December 2017

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: 3198 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.

Significant changes are shown at the 95% confidence level. 🟢/🟣/🔴 symbols are used throughout this report to indicate positive or negative significant changes.

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: (for Manchester Metrolink, Nottingham Express Transit and Sheffield Supertram this was by line)
• 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 2017 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 approach to identifying themes that affect overall passenger satisfaction is split into 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:

<table>
<thead>
<tr>
<th>Theme (factor)</th>
<th>Questions</th>
</tr>
</thead>
</table>
| 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  
• Its general condition/standard of maintenance  
• Its freedom from graffiti/vandalism  
• Its freedom from litter  
• The ease of getting on to and off of the tram  
• The length of time it took to board the tram  
• The length of time you had to wait for the tram  
• The punctuality of the tram  
• Its distance from your journey start e.g. home, shops  
• The convenience/accessibility of its location  
• Behaviour of fellow passengers waiting at the stop  
• Your personal safety whilst at the tram stop  
• Your personal security whilst on the tram  
• The cleanliness and condition of the outside of the tram  
• The cleanliness and condition of the inside of the tram  
• The amount of time the journey took  
• Smoothness/freedom from jolting during the journey  
• The information provided at the tram stop  
• Route/destination information on the outside of the tram  
• The information provided inside the tram  
• 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 less 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 2016 and 2017 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.

The process used for Glasgow differs slightly, in that only 24 out of 25 individual satisfaction measures are included in the Glasgow questionnaire. The first stage of the analysis was therefore conducted in isolation from the other networks and produces slightly different themes. A full description is included in the technical report.
The Midland Metro route map
Individual network questionnaires differed slightly to reflect local geography, presence of conductors and/or ticket machines, ticket types available, etc.
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.

Transport 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

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
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
Disabled person’s pass
Complimentary/free ticket
Other ticket
Family/Group ticket
Other

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

Metro only
Train and Metro
Train, Bus and Metro

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)...

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)...

Q5b How did you pay for your ticket?

Cash...
Debit or credit card...
Contactless payment...

Q6 What is the main purpose of your journey on Midland Metro today?

Travelling to/from work...
Health visit (Doctor/hospital/dentist)...
Shopping trip...
Visiting friends or relatives...
Leisure trip (e.g. day out)...

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

Outward...
Return...

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

Heavy/bulky luggage...
Shopping bags...
A shopping trolley...
A pushchair, buggy or pram...
Children (under 12)...

Q9 How did you get to the Midland Metro stop where you boarded this tram today? If you used a replacement bus service to Priestfield please think about your journey before this

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

Q10 Which means of transport did you use when you got off this tram today? If you used a replacement bus service from Priestfield please think about your journey after this

On foot/walked...
Cycled...
Bus (excluding replacement bus)...
Train...
Car...

Q11 What was the main reason you chose to take Midland Metro for this journey?

(Feel free to tick all that apply)

Cheaper than the car...
Cheaper than other transport...
More convenient than the car...
Don’t have the option of travelling by another means...
Quicker than other transport...

Your opinion counts!
Q12 What was the weather like when you made your journey, was it?

- Dry [ ]
- Light rain [ ]
- Heavy rain [ ]
- Foggy [ ]
- Snow [ ]
- Icy [ ]

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?

- 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 [ ]

Overall, how satisfied were you with the tram stop?

- Very satisfied [ ]
- Fairly satisfied [ ]
- Neither satisfied nor dissatisfied [ ]
- Fairly dissatisfied [ ]
- Very dissatisfied [ ]
- Don't know/No opinion [ ]

Waiting for the tram

Q15 Approximately, how long did you wait for your tram?

(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 [ ]

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

(please tick all that apply)

- Didn't have time [ ]
- Did not matter to me when the tram was meant to arrive [ ]
- Could not find the information [ ]
- Other [ ]

Q17 Approximately how long did you expect to wait for the tram?

(Write the time in minutes) [ ]

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

- Much longer than you 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 [ ]

How satisfied were you with each of the following?

Q19

- The length of time you had to wait for the tram [ ]
- The punctuality of the tram (arriving on time) [ ]

On the tram

Q20

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

- Route/destination information on the outside of the tram [ ]
- The cleanliness & condition of the outside of the tram [ ]
- The ease of getting on 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:

- 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?

(please write in)
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
- Due to a tram failure
- Road congestion/traffic jams
- Planned engineering works
- Poor weather conditions
- The tram waiting too long at stops
- The tram waiting too long at signals
- No reason given
- Don't know

Q25 If yes: By approximately how long was your journey today delayed?
(Write the time in minutes)

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

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/fees
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:

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)

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 satisfied [ ]
Fairly dissatisfied [ ] 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 satisfied [ ]
Fairly dissatisfied [ ] 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
The fare in comparison to the cost of everyday items
A reason not mentioned above

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)

Trust them a GREAT deal

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

Ease of getting to local amenities
Connection with other forms of public transport

Q33b And how satisfied are you overall with Midland Metro services for the following:

Ease of buying your ticket
Reliability (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
Internet: Transport for West Midlands (formerly Centro) website
Internet: Midland Metro website
Internet: Network West Midlands website
Internet: Other travel website

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
3 or 4 days a week
Less frequently
Once or twice a week
This is the first time I have 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 better than usual
- About the same as usual
- A little worse than usual
- Much worse than usual

Q37 Have you any of the following frequently stopped you making journeys by tram?
- The places you can reach by tram
- The reliability of the trains
- The cost of using the tram
- The comfort of the tram
- The level of crowding on the tram
- A concern for your personal safety on tram
- An increase in tram network improvement works

Q38 Are you aware of any proposed extensions to the tram line?
- Yes
- No

Q39 If yes, Which of the following extensions are you aware of?
- Centenary Square
- Edgbaston
- Birmingham Eastside (to HS2)
- East Birmingham - Solihull
- Wednesbury - Brierley Hill
- Wolverhampton City Centre (to rail station)

Q40 Are you aware of the Midland Metro Alliance?
- Yes
- No

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 - Visits (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 - Slama 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.

QA Are you...
- Male
- Female

QB In which age group are you?
- 16-18
- 19-21
- 22-25
- 26-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-59
- 60-64
- 65-69

QC Which of the following best describes your ethnic background?
- White
- Mixed/multiple ethnic groups
- Black, African/Caribbean or Black British
- 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 and don’t mind driving
- You have a car available but 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
- Some of the time
- Not applicable

Thank you for completing this questionnaire.

Please return it in the envelope provided or use the following Freepost address:

Train Passenger Survey
Perspective Research Services Ltd
FREEPOST (RLTV-LVTS-TGTV)
12-20 Barrow Street
Angel, London, N1 9LL

Transport Focus
bdrc continental
transportfocus
Tram Passenger Survey (TPS) – Midland Metro
Autumn 2017 results
March 2018

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