

Tram Passenger Survey (TPS) – Midland Metro

Autumn 2013 results

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Research objectives

- To measure tram passenger journey satisfaction for the five tram systems within the Passenger Focus remit area in England:
 - Blackpool
 - Manchester Metrolink
 - Midland Metro (Birmingham/Wolverhampton)
 - Nottingham Express Transit (NET)
 - Sheffield Supertram.
- To provide cross-modal comparisons where possible with bus and train journeys as measured in our Bus and National Rail Passenger Surveys (BPS and NRPS)
- To explore barriers to tram use, opportunities to encourage usage, and potential improvements to the passenger experience

This is the report for the Midland Metro tram system, with relevant comparative data for bus and train for the West Midlands PTE area.

Methodology – fieldwork

Tram Passenger Survey – Midland Metro

Midland Metro (TPS)

Fieldwork: 28 October to 15 December 2013

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: 556 interviews (365 paper, 171 online)

Bus (BPS) data for West Midlands PTE area

Fieldwork: 8 September to 30 November 2013

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

Method: Self-completion paper questionnaire

Sample size: 3877 interviews

Train (NRPS) data for West Midlands PTE area

Fieldwork: 2 September to 11 November 2013

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

Method: Self-completion paper questionnaire

Sample size: 512 interviews

The stations sampled in Autumn 2013 and the number of interviews (unweighted) achieved are shown below:

Birmingham New Street	150	Wolverhampton	21	Langley Green	12
Birmingham Moor Street	69	Longbridge	20	Canley	12
Coventry	41	Birmingham Snow Hill	19	Erdington	11
Birmingham International	36	Dorridge	18	Sandwell And Dudley	6
Solihull	34	Stourbridge Junction	13	Five Ways	3
University (Birmingham)	22	Sutton Coldfield	12	Bescot Stadium	1
Bournville	21	Langley Green	12		

Methodology – data analysis

Tram Passenger Survey – Midland Metro

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 weighing 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 2013 technical report

Waiver

Passenger 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 Passenger Focus does not accept any liability for error or omission

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

The Midland Metro tram system

Tram Passenger Survey 2013

- Midland Metro consists of one line with 23 stops, currently running 12.5 miles between Birmingham Snow Hill and Wolverhampton St. Georges. Extensions to New Street and Wolverhampton stations are being developed
- Approximately 4.8 million* passenger journeys were made in 2012/13
- The trams run with conductors and passengers may purchase tickets on board. There are no ticket machines at Midland Metro stops
- All trams stops have digital Passenger Information Displays, but only some have information boards with timetables and fare information
- Tram frequency is as follows:
 - Monday to Saturday peak: every 6-8 mins
 - Monday to Saturday off-peak: every 15 mins
 - Sundays: every 15 mins.

Fieldwork note:

- Two shifts were affected by power failures resulting in no trams running on the network. Affected shifts were rescheduled to the following week.

Route map:



*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2012/13

Tram Passenger Survey (TPS) – Midland Metro

Summary

Summary of key findings (1)

Tram Passenger Survey – Midland Metro

- Overall satisfaction for a journey on the Midland Metro was high (92%). This compares favourably for the same measure on the National Rail Passenger Survey (85%) and the Bus Passenger Survey (86%) in the West Midland PTE area. This high rating for the tram journey was consistent across all the main passenger groups, although slightly lower for those who used the tram to get to work (88%)
- Amongst fare paying passengers on the Midland Metro two-thirds (67%) were satisfied with the value for money of their journey. This compares to 62 percent for rail passengers and 62 percent for bus passengers in the West Midlands PTE area
- When evaluating whether their journey represented value for money on the Midland Metro, the distance travelled by tram and/or what the cost of making the same journey on other forms of transport would have been, were the main criteria used to make this evaluation
- 87 percent of Midland Metro passengers were satisfied with the punctuality of the service, and less than one in ten (7%) experienced some delay to their journey
- Although satisfaction was high, just over four in ten (43%) Midland Metro passengers did spontaneously suggest some improvements that could be made to their journey. These mainly concerned crowding issues

Summary of key findings (2)

Tram Passenger Survey – Midland Metro

- Other improvements spontaneously mentioned were more reliable services/fewer delays and improvements to the interior of the tram (e.g. better temperature control)
- Less than one in ten (6%) were troubled by anti-social behaviour of other passengers on their journey on the Midland Metro. Passengers under the influence of alcohol and general rowdy behaviour of others were the most likely causes of their concern
- The profile of Midland Metro passengers was quite young, over a third were aged 16 to 25 years
- Nearly two-thirds (65%) of passengers were using the Midland Metro to either travel to/from work (51%) or school/college (14%)
- As Midland Metro passengers generally had a younger profile, only 12 percent of all passengers were travelling on an elderly person's (60+) concessionary pass. The respective figure for bus passengers in the West Midlands PTE area was 21 percent.

Comparisons with the Spring 2013 pilot

Tram Passenger Survey – Midland Metro

- As with the pilot, around half of passengers boarded (55%) or alighted (49%) at either Birmingham Snow Hill or Wolverhampton St. Georges
- Passenger profile in the Autumn:
 - Younger – 49 percent aged 16-34 in Autumn 2013 compared to 41 percent in the Spring
 - Fewer free pass holders – only 15 percent, down from 24 percent in the Spring
 - Slightly more frequent travellers – over half (52%) used the tram five or more days a week compared with 43 percent in the Spring
 - Almost two thirds (65%) were commuting for either work or education, up from 57 percent
- 61 percent of passengers opted to use season tickets in the Autumn compared to 50 percent in the Spring. There was also a drop in the number of passengers using a concessionary pass: only 15 percent in the Autumn, compared to almost a quarter (24%) in the Spring
- In Autumn 2013 overall satisfaction with the tram journey had increased slightly from 90 to 92 percent. Similarly, value for money went up from 63 to 67 percent. These factors may have been influenced by fewer passengers experiencing a delay (only 7 percent compared to 10 percent in Spring 2013) and a younger passenger profile
- Average waiting time remains at 4 minutes, but fewer passengers in Autumn 2013 thought that the tram arrived sooner than they had expected it to
- Ratings of specific features of the tram journey went down slightly on the whole, and the on tram experience took the worst hit. Features that fell by the largest amount were:
 - The availability of seating or space to stand (74 to 61 percent)
 - The amount of personal space (66 to 56 percent)
 - The provision of grab rails (70 to 63 percent)
 - Comfort of the seats (74 to 69 percent).

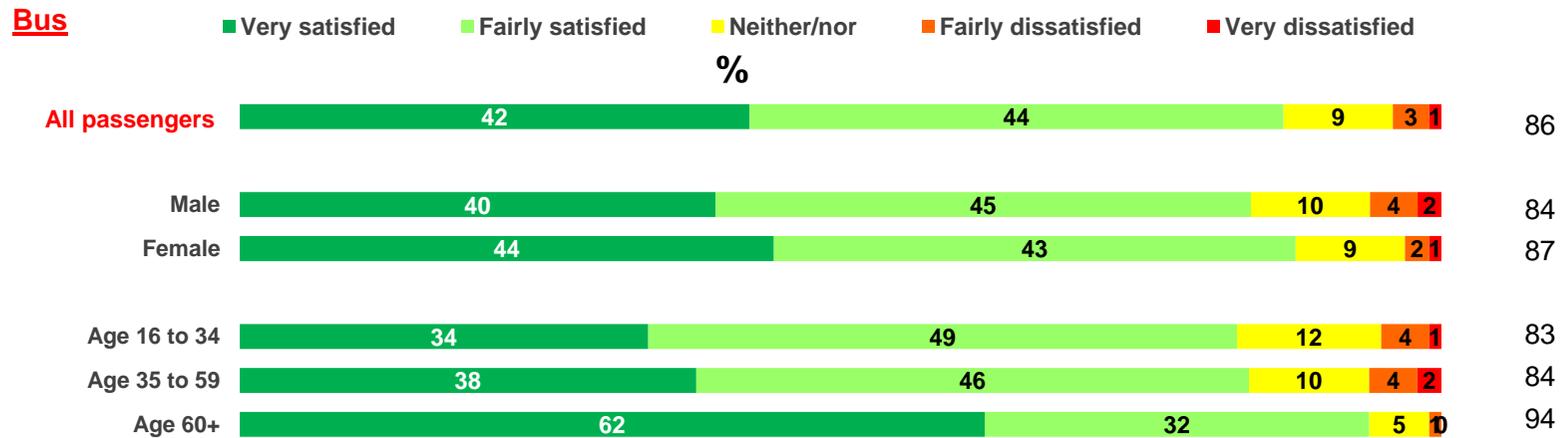
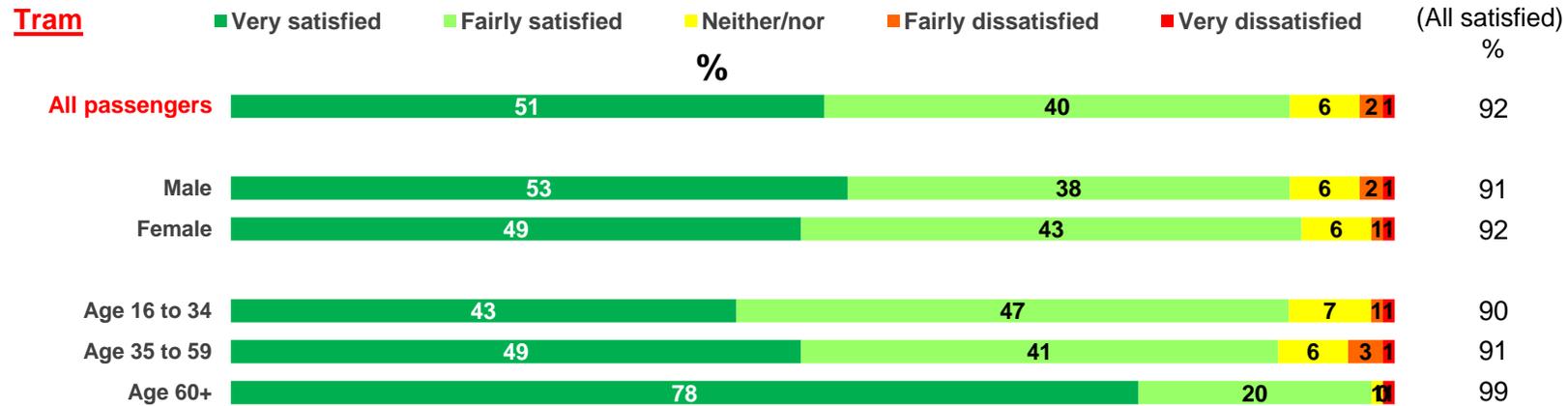
Tram Passenger Survey (TPS) – Midland Metro

Journey Satisfaction

This section of the report includes comparisons between tram (TPS) and bus (BPS) where applicable. For further, selected comparisons with train (NRPS) please see Appendix 1

Overall satisfaction – by gender and age

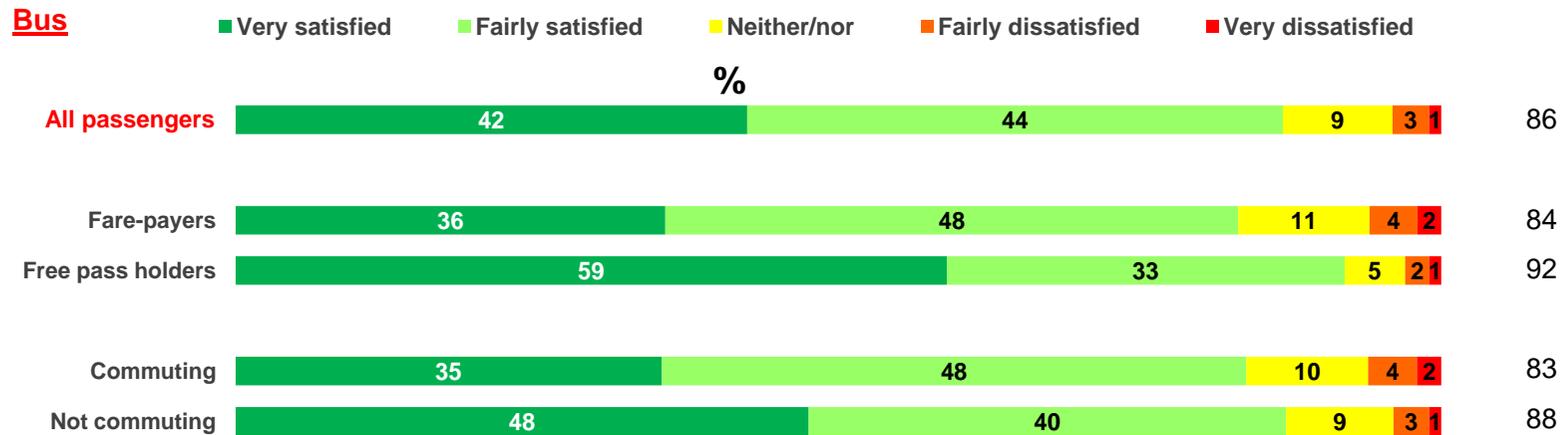
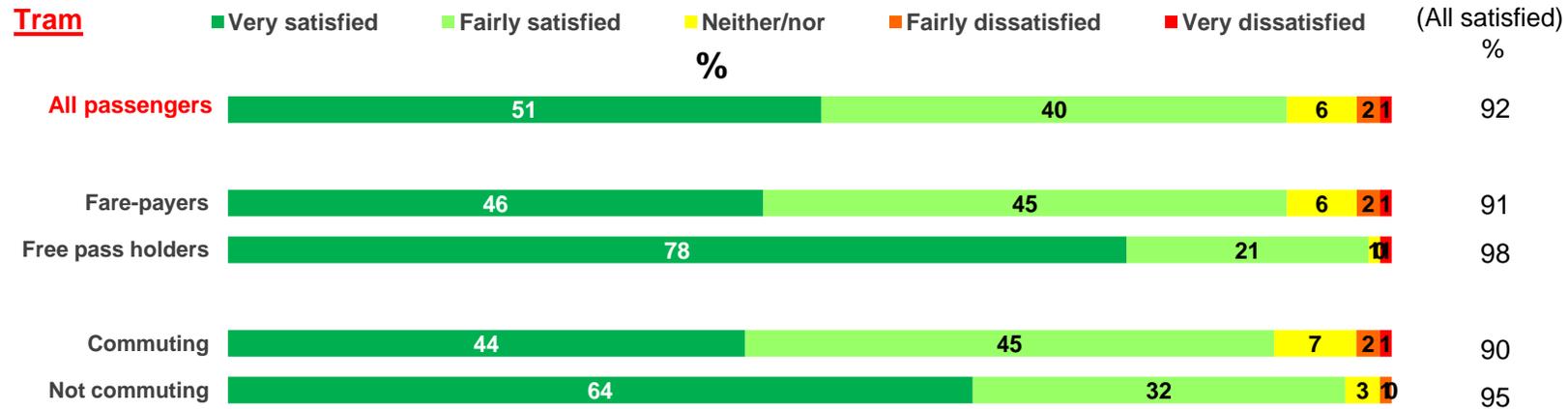
Tram Passenger Survey – Midland Metro



Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey today?
 Base (all passengers): 551, 3749

Overall satisfaction – by passenger type

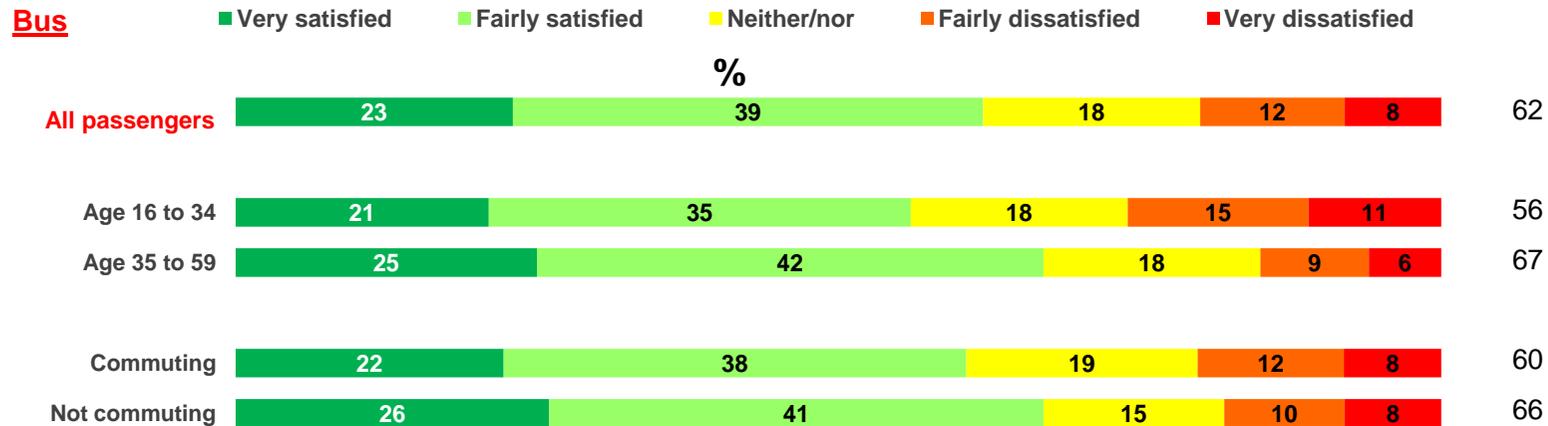
Tram Passenger Survey – Midland Metro



Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey today?
 Base (all passengers): 551, 3749

Value for money – fare-payers only

Tram Passenger Survey – Midland Metro

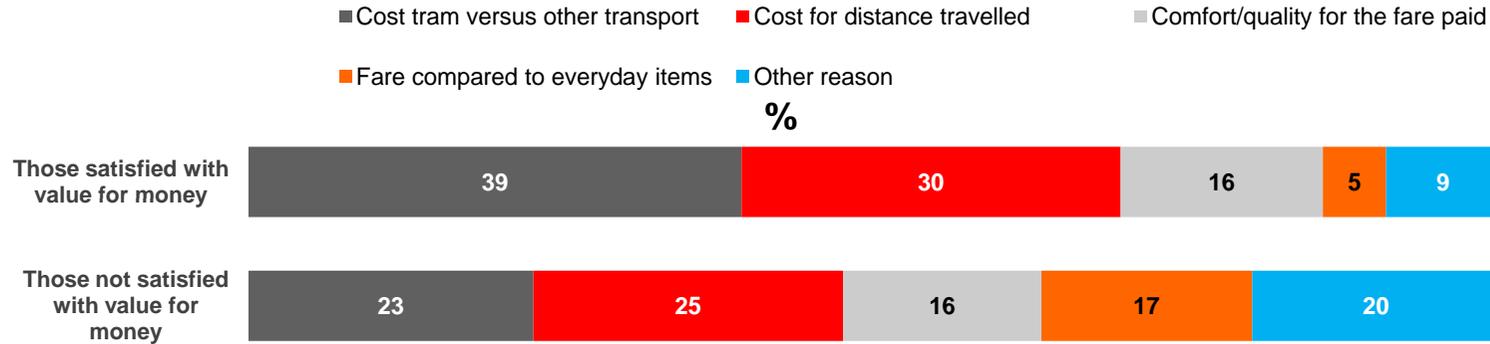


Q. How satisfied were you with the value for money of your journey?
 Base (all fare paying passengers): 447, 2142

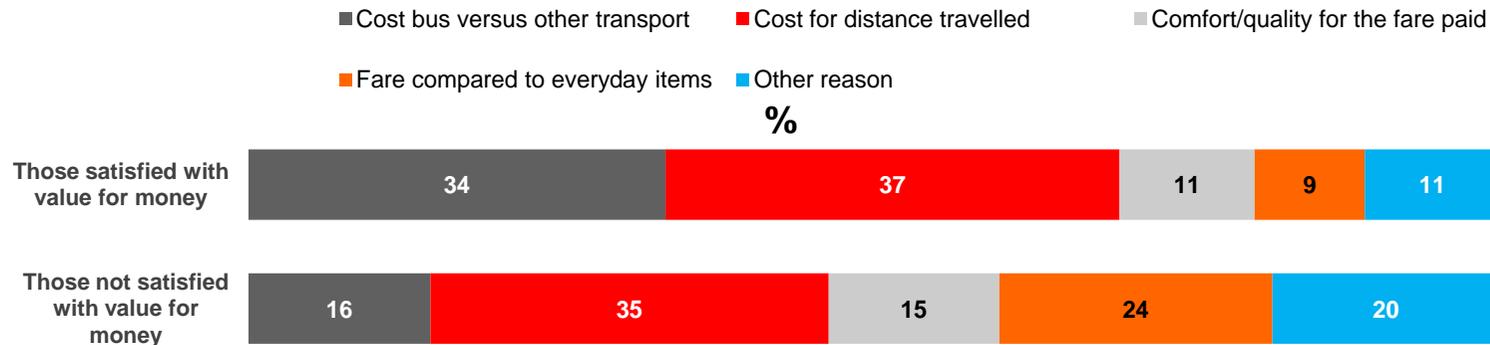
What influenced value for money rating

Tram Passenger Survey – Midland Metro

Tram



Bus



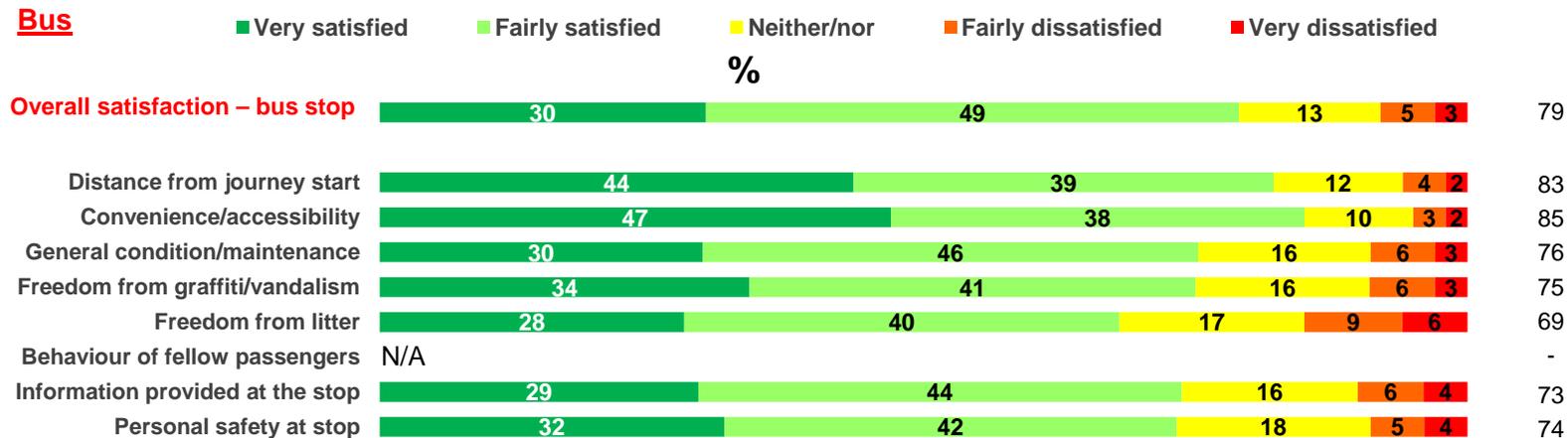
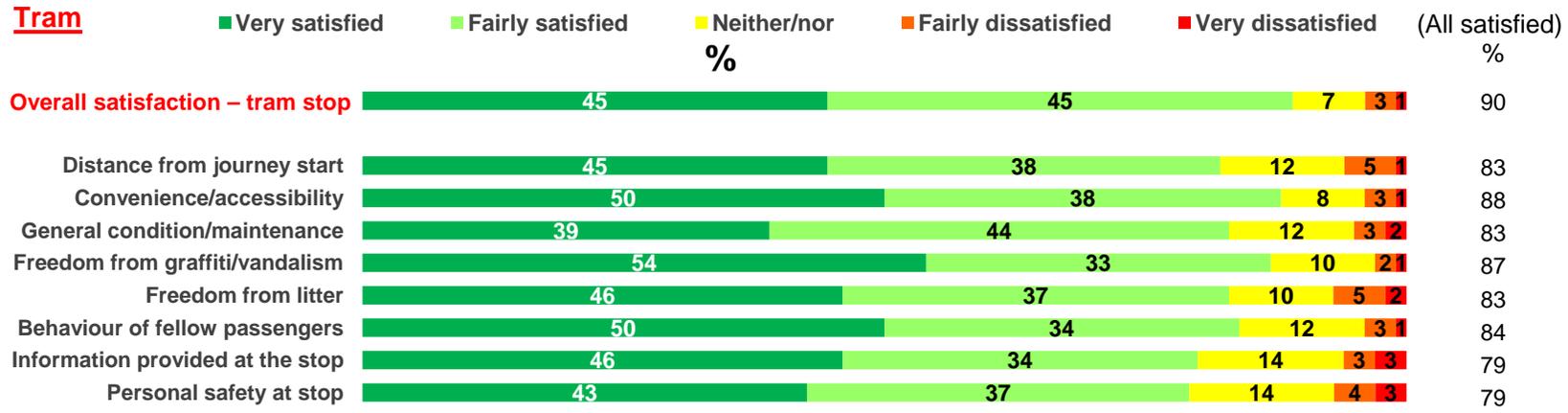
NOTE: those not satisfied with value for money includes respondents answering 'Neither satisfied nor dissatisfied'

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

Base (all fare paying passengers): 443, 1881

Satisfaction – with the tram/bus stop

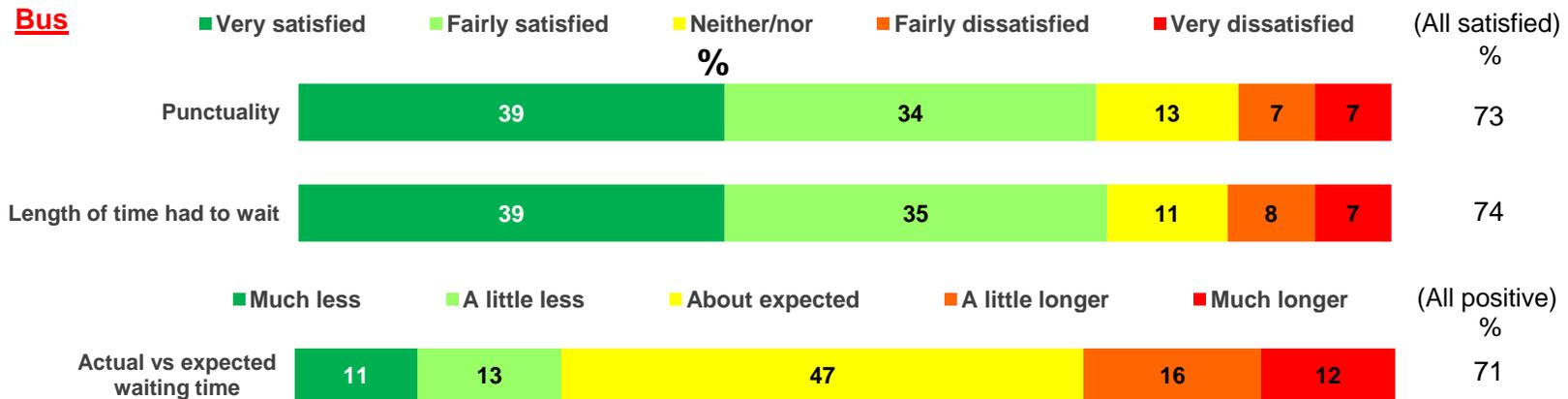
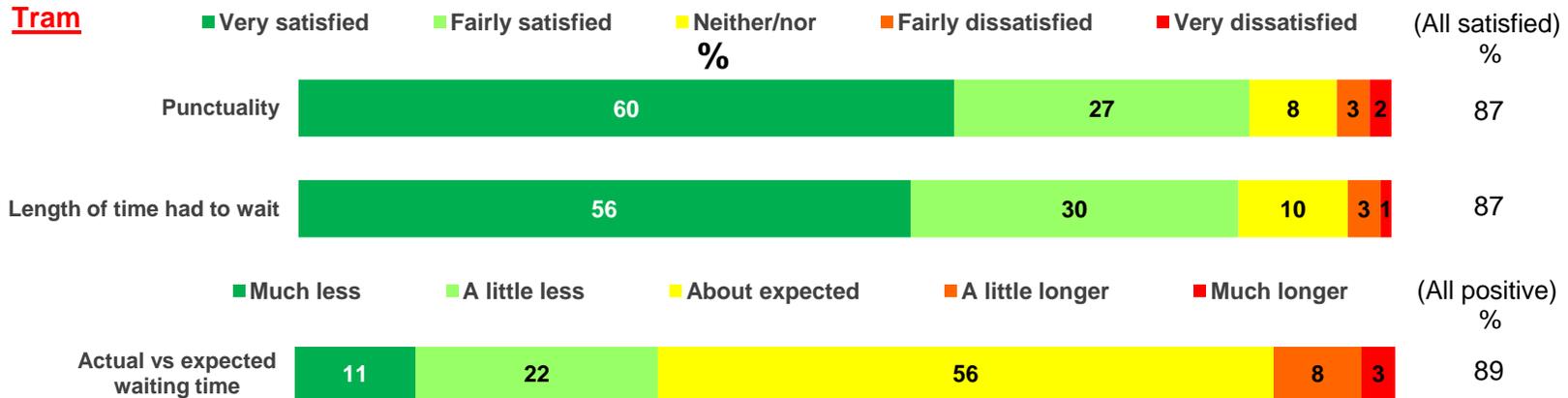
Tram Passenger Survey – Midland Metro



Q. Overall, how satisfied were you with the tram/bus stop? & Q. Thinking about the tram/bus stop itself, how satisfied were you with the following:
 Base (all passengers): 542, 3733

Satisfaction – with punctuality of the tram/bus

Tram Passenger Survey – Midland Metro



Q. How satisfied were you with each of the following?
 Q. Thinking about the time you waited for the tram/bus today, was it [...] than expected?
 Base (all passengers): 550, 3841

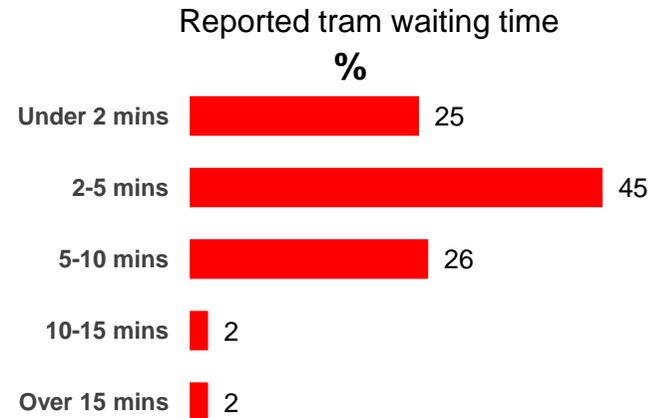
Expected and reported waiting times

Tram Passenger Survey – Midland Metro

Tram

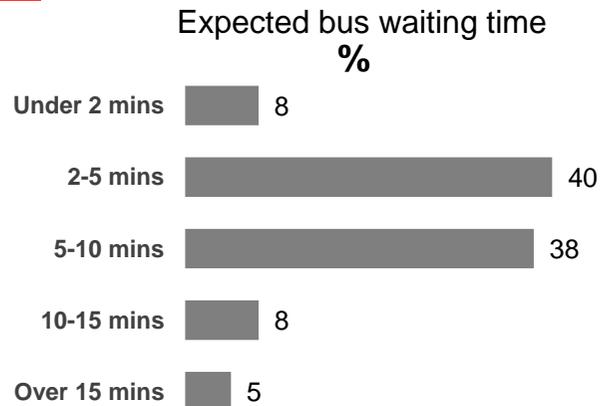


Average expected waiting time 5 minutes

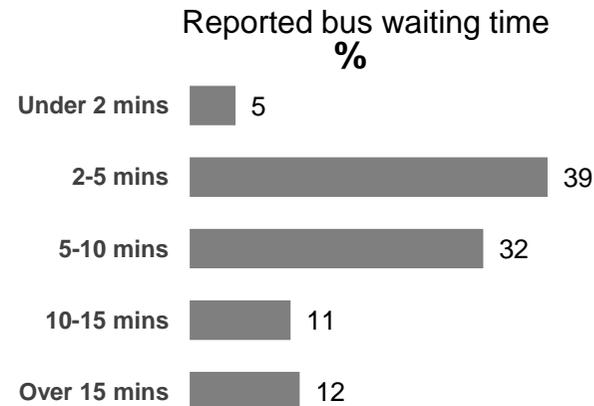


Average reported waiting time 5 minutes

Bus



Average expected waiting time 8 minutes



Average reported waiting time 9 minutes

Q. Approximately how long did you expect to wait for the tram/bus?

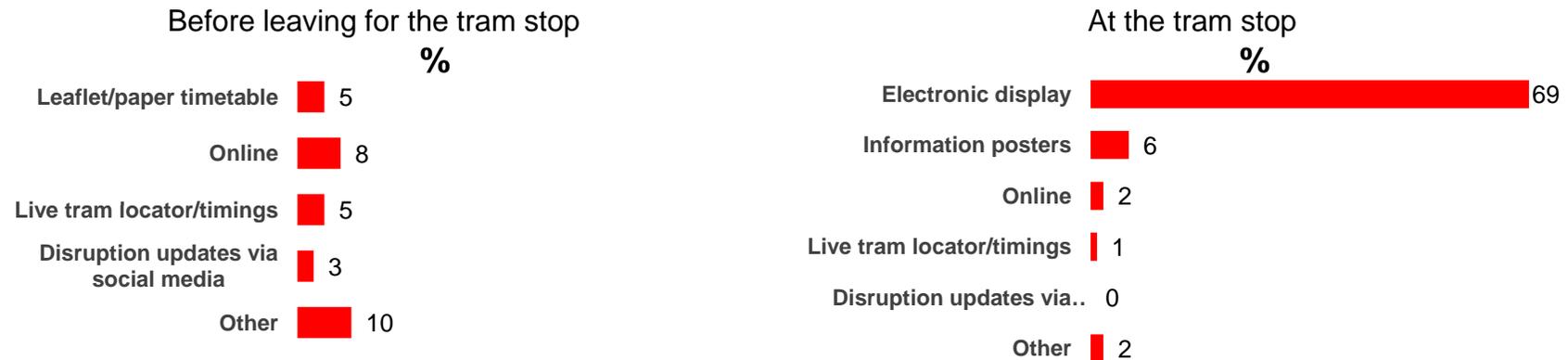
Q. Approximately, how long did you wait for your tram/bus

Base (all passengers): 545, 3962

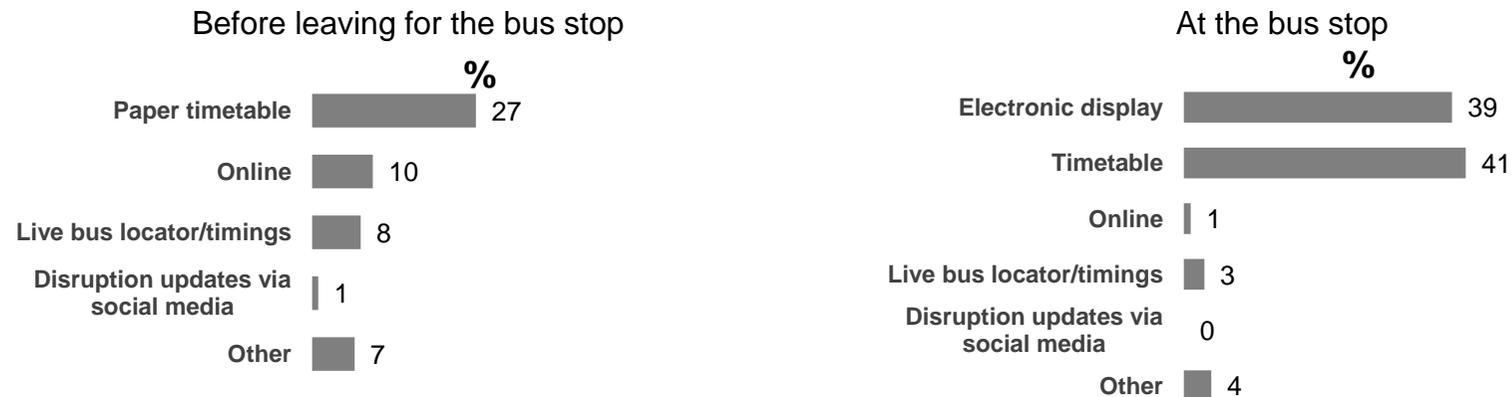
How passengers checked tram/bus times

Tram Passenger Survey – Midland Metro

Tram 19 percent of Midland Metro passengers did not check to find out when the tram was meant to arrive



Bus

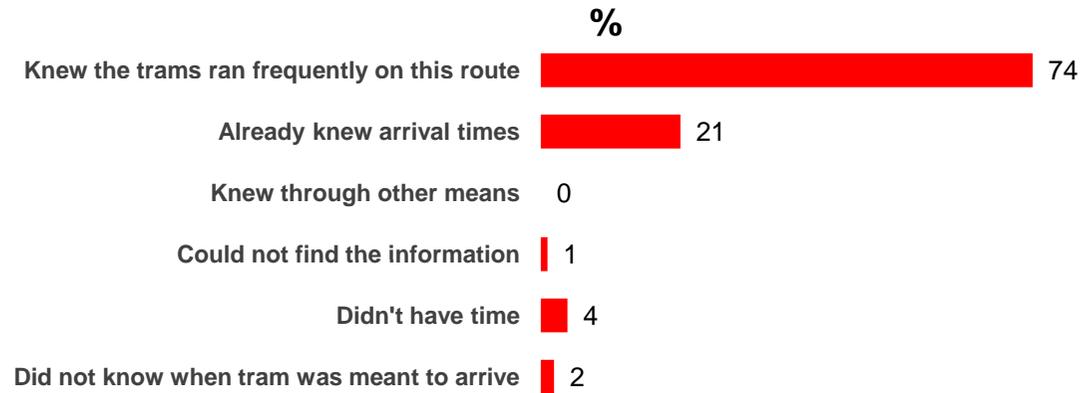


Q. Did you check any of the following to find out when the tram/bus was meant to arrive?
 Base (all passengers): 546, 2704

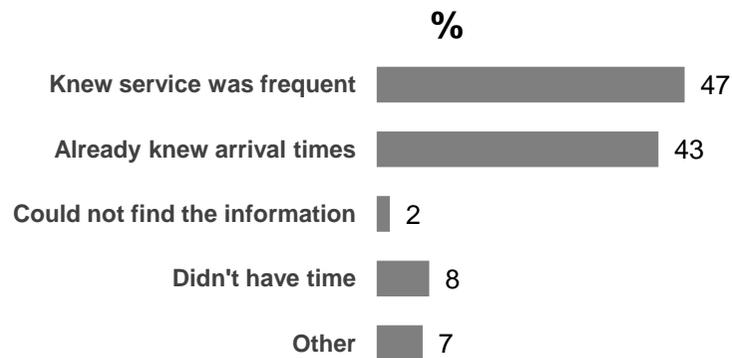
Why passengers did not check tram times

Tram Passenger Survey – Midland Metro

Tram



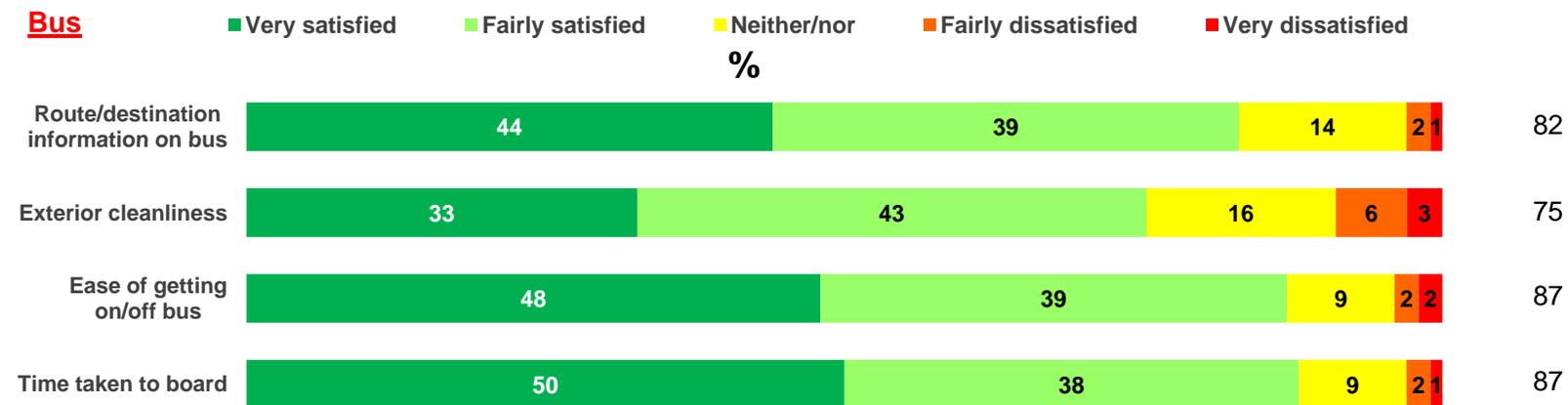
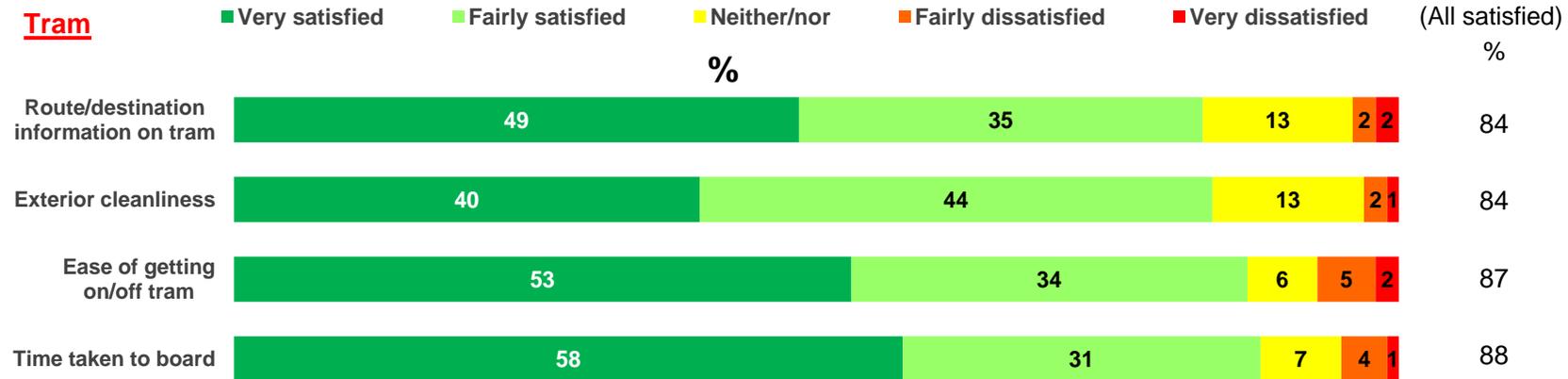
Bus



Q. If you did not check to find out when the tram/bus was meant to arrive, why was this?
Base (all not checking tram arrival information): 100, 1051

Satisfaction – with start of journey

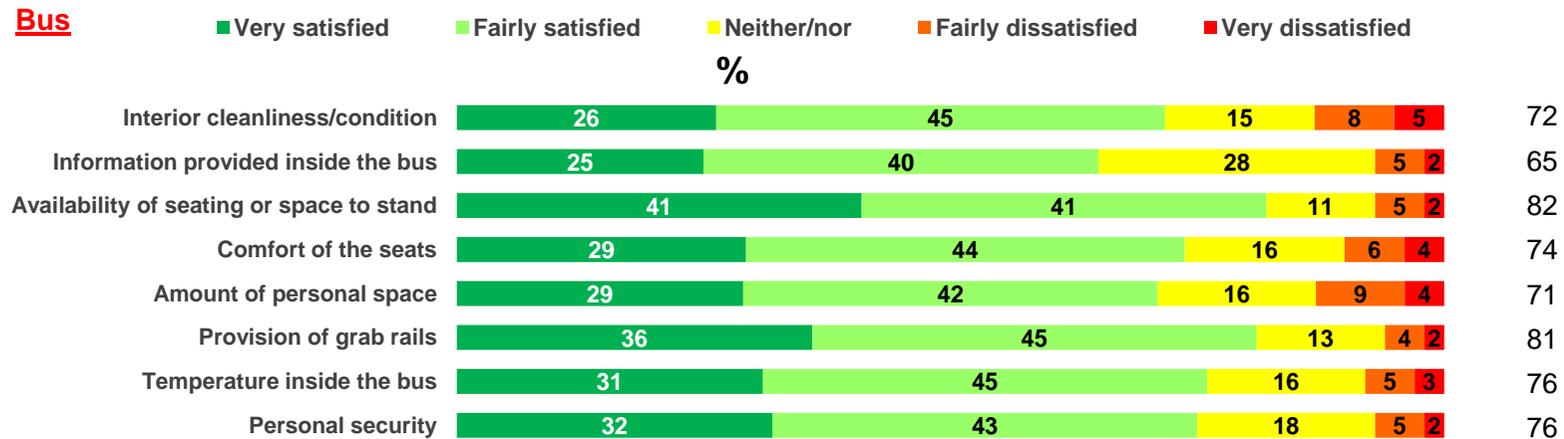
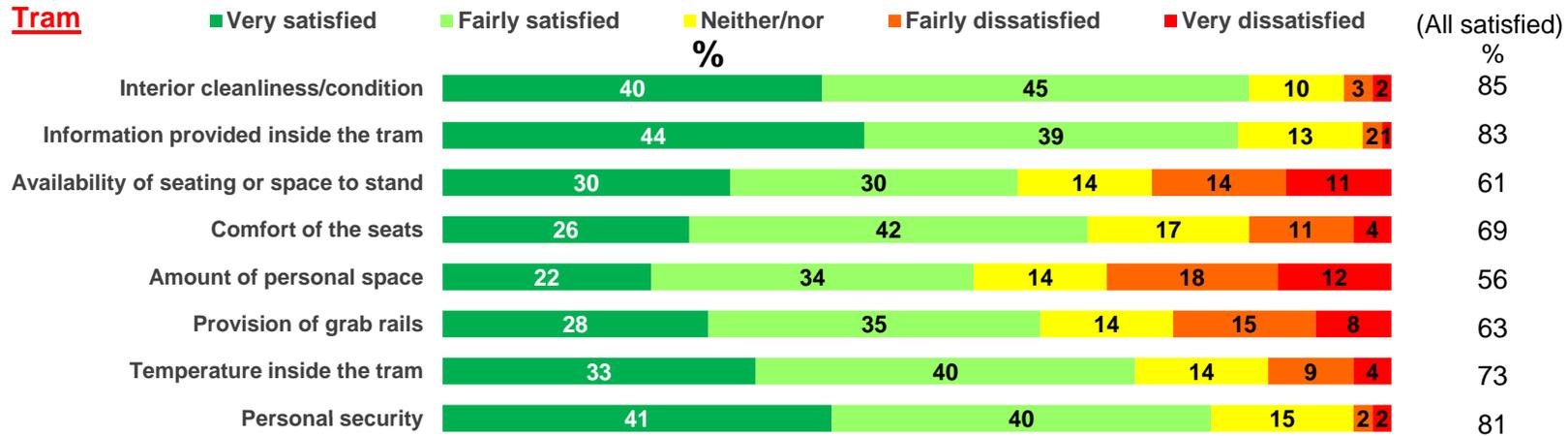
Tram Passenger Survey – Midland Metro



Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:
 Base (all passengers): 549, 3735

Satisfaction – on the tram/bus

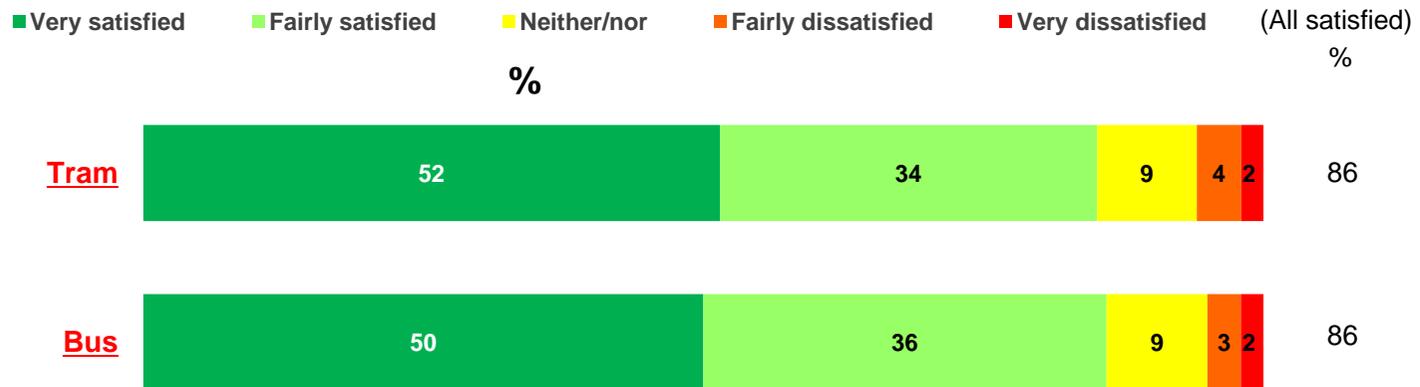
Tram Passenger Survey – Midland Metro



Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:
 Base (all passengers): 551, 3790

Satisfaction – with on-vehicle journey time

Tram Passenger Survey – Midland Metro

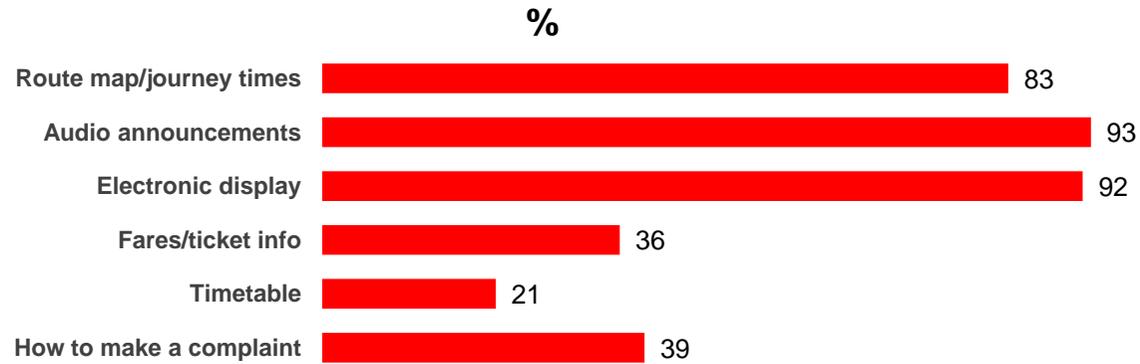


Q. How satisfied were you with the amount of time your journey on the tram/bus took?
Base (all passengers): 550, 3846

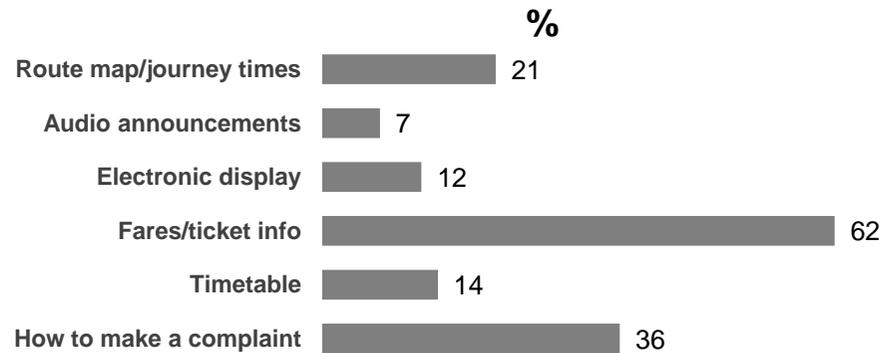
Availability of information inside the tram/bus

Tram Passenger Survey – Midland Metro

Tram



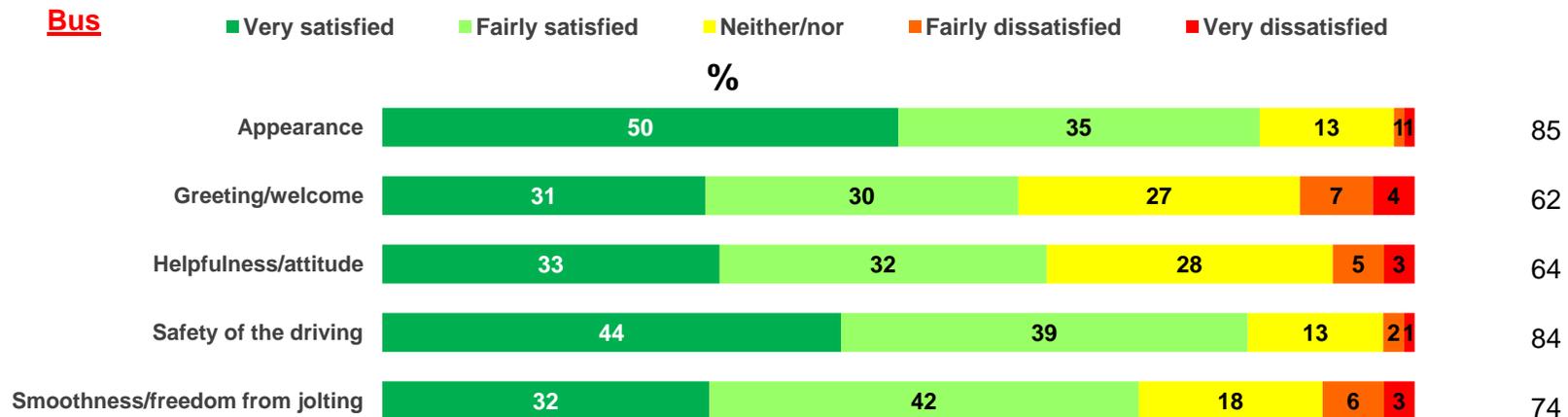
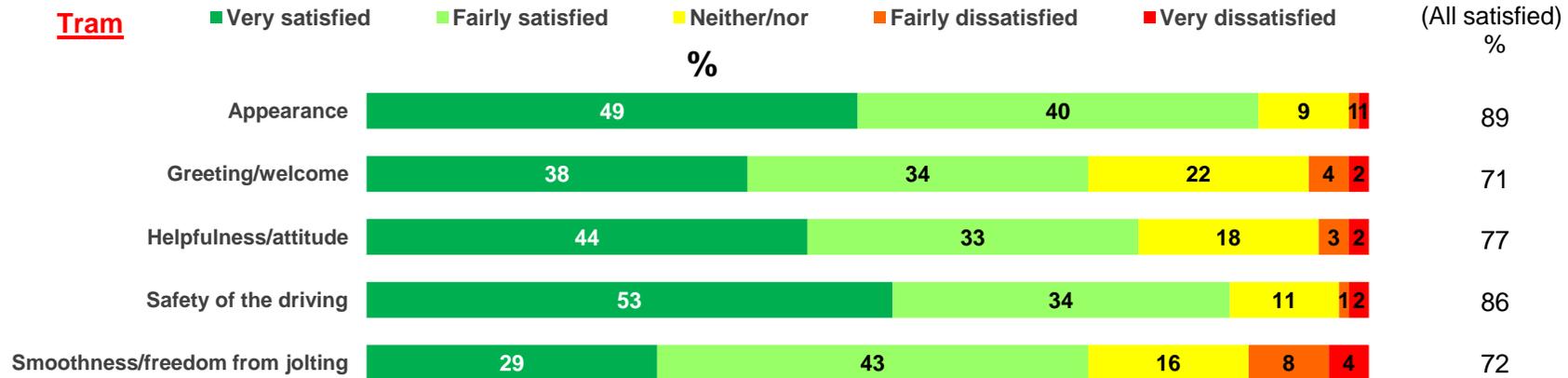
Bus



Q. Were any of these items of information present on the tram/bus?
Base (all passengers): 542, 3258

Satisfaction – with tram staff/bus driver

Tram Passenger Survey – Midland Metro



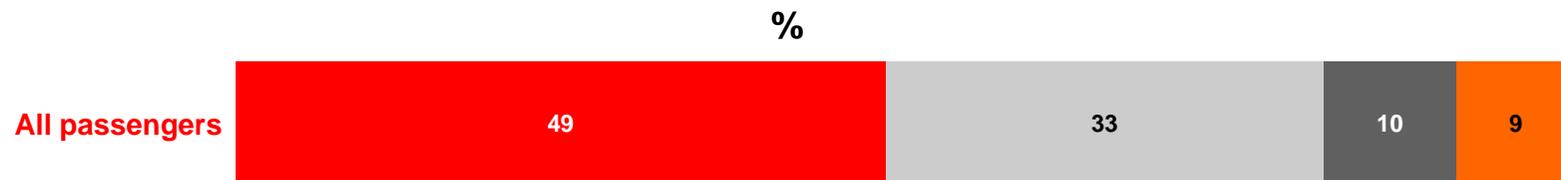
TPS: Q. Thinking about any tram staff you encountered on your journey, please indicate how satisfied you were with each of the following:

BPS: Q. Thinking about the driver, please indicate how satisfied you were with the following:

Base (all passengers): 548 , 3530

Key factors that drive passengers to be very satisfied

Tram Passenger Survey – Midland Metro



All passengers

- Amount of personal space
- General condition of the tram stop
- Route/destination information on the outside of the tram
- The amount of time the journey took

The key driver analysis uses Multiple Linear Regression and is performed in two stages. First, the drivers of satisfaction are identified. Satisfied passengers are defined as those who are either very or fairly satisfied with their journey. Once the drivers of satisfaction have been determined, the non-satisfied (very dissatisfied, fairly dissatisfied and neither/nor respondents) are removed, and a new regression analysis is run to determine which factors drive people to be very satisfied (rather than fairly or very satisfied).

The key drivers displayed above are those that drive passengers to be very satisfied.

Please refer to the TPS technical report for a full explanation.

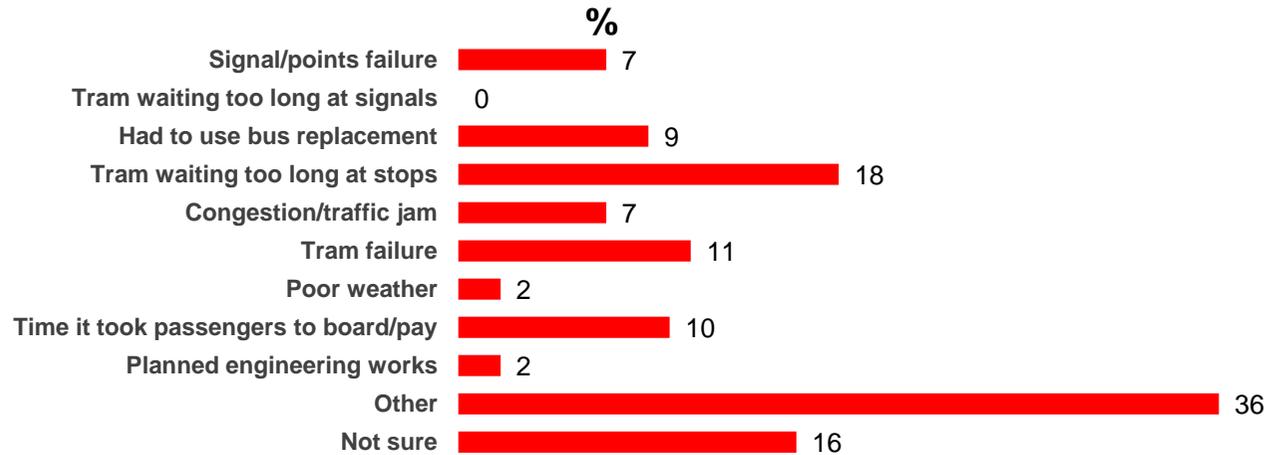
Base (all fare paying passengers): 454

Experience of delays

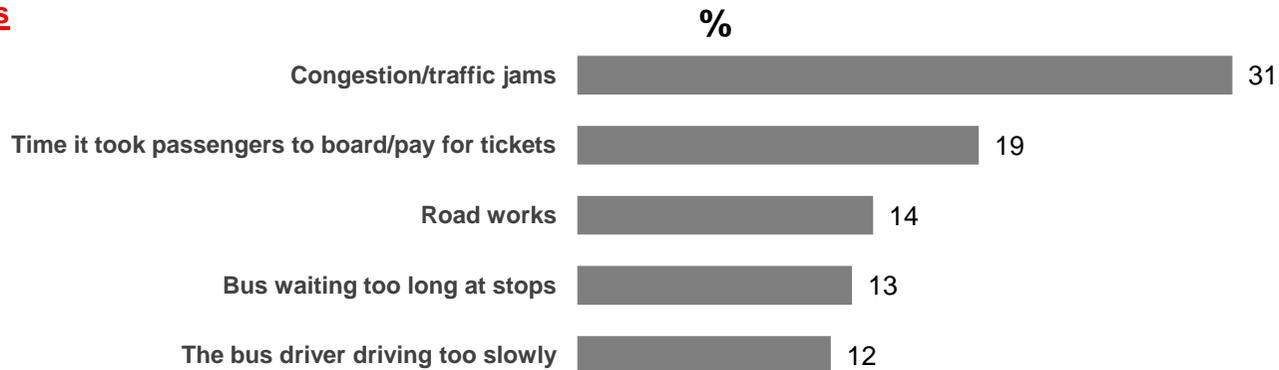
Tram Passenger Survey – Midland Metro

7 percent of Midland Metro passengers experienced a delay. Typical length of delay was 8 minutes

Tram



Bus

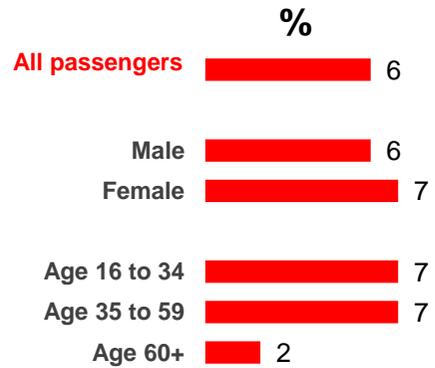


TPS: Q. Why was your journey delayed? BPS: Q. Was the length of your journey affected by any of the following? (More than one response permissible)
 Base (all experiencing a delay): 33, 1634 **caution low base**

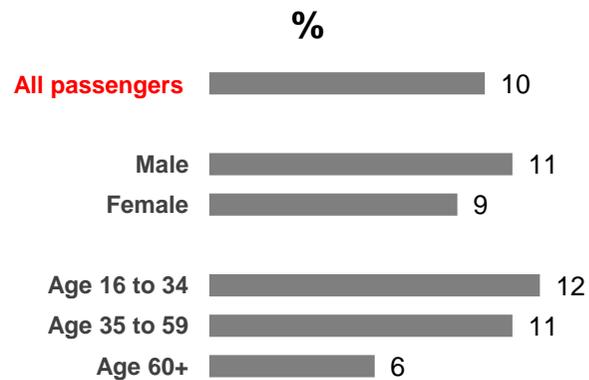
Worry or concern at other passengers' behaviour

Tram Passenger Survey – Midland Metro

Tram



Bus

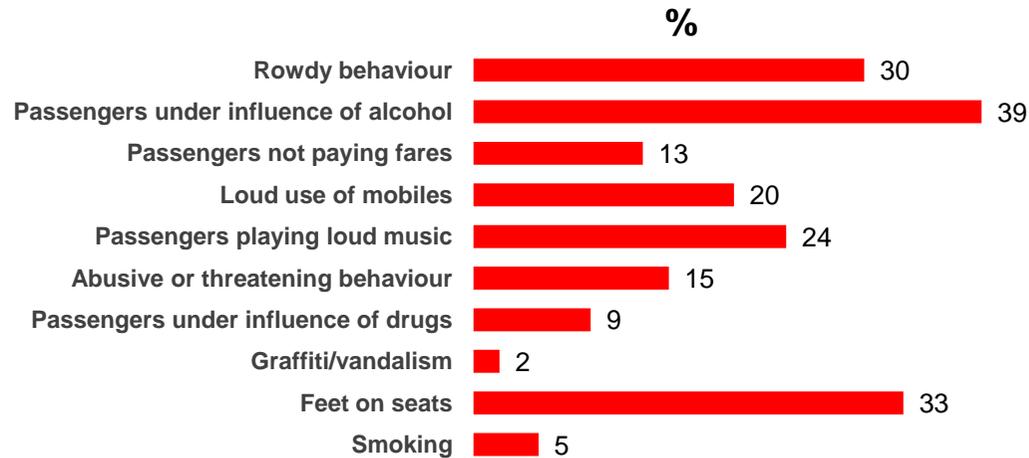


Q. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?
Base (all passengers): 549, 3824

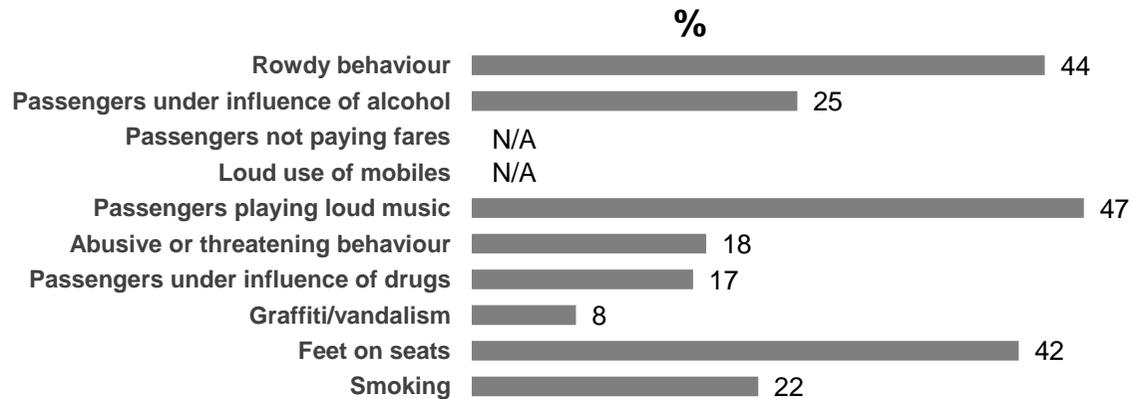
Types of worrying/concerning behaviour

Tram Passenger Survey – Midland Metro

Tram



Bus

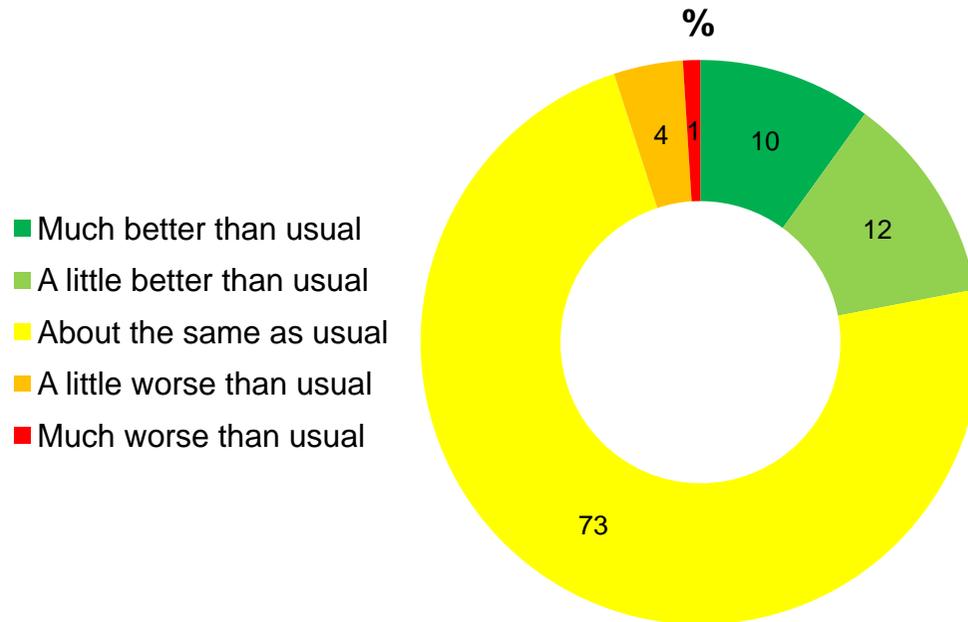


Q. Which of the following were the reasons for [other passengers behaviour causing you concern]?

Base (all experiencing worrying/concerning behaviour): 31, 284 **caution low base**

Whether journey was better or worse than usual

Tram Passenger Survey – Midland Metro

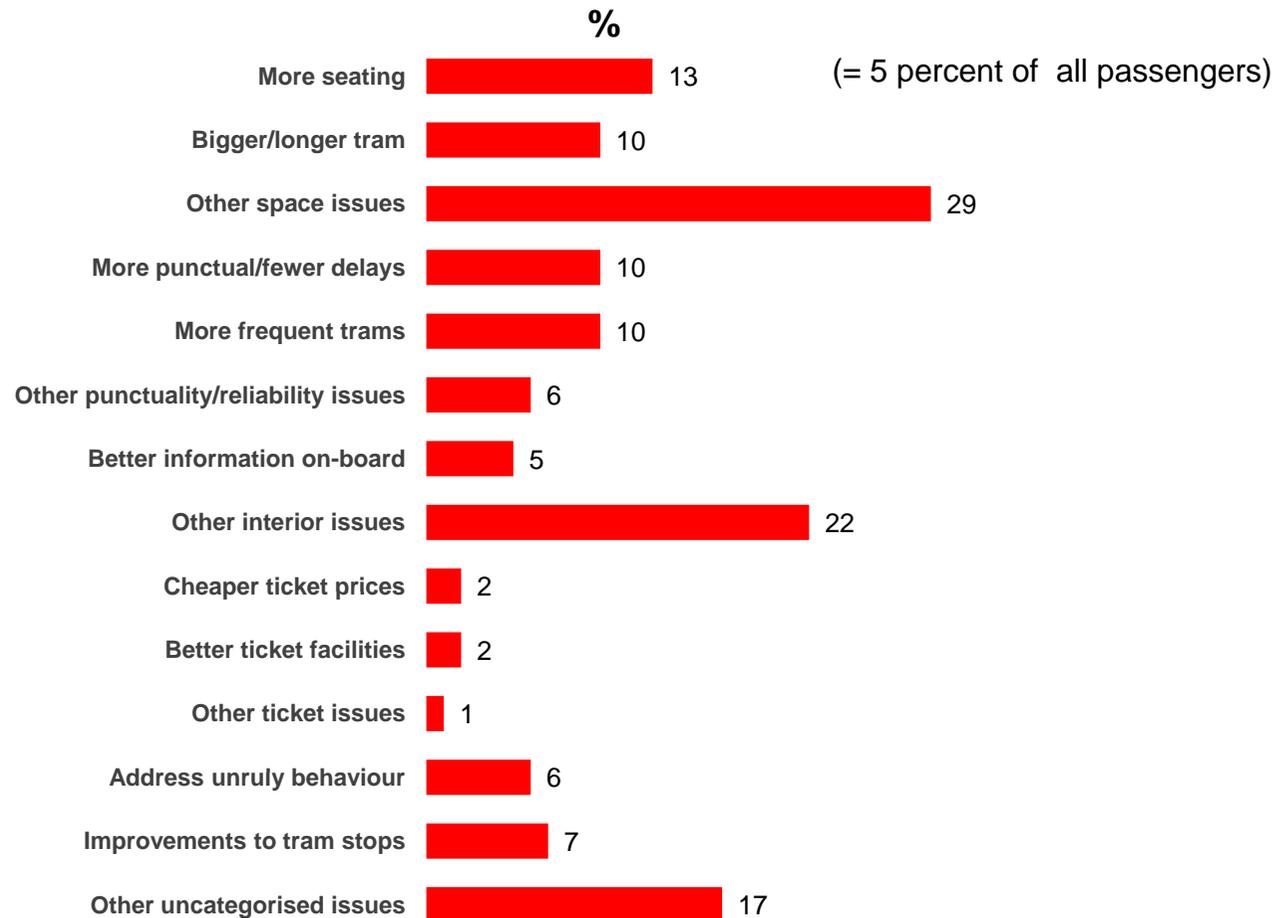


Q. If you have used the tram before, how typical would you say today's experience was?
Base (all previously using a tram): 539

Suggested improvements spontaneously mentioned by passengers

Tram Passenger Survey – Midland Metro

57 percent of passengers could think of no improvement suggestions to make.
Of the 43 percent who did, their suggestions are shown below



Q. If something could have been improved on your tram journey today, what would it have been?
Base (all passengers suggesting an improvement): 245

Suggested improvements to the Midland Metro service – passenger verbatims

Tram Passenger Survey – Midland Metro

Although tram was on time, it was, as usual, very busy. People take a long time to alight and board. It would appear that journey time is increasing due to speed restrictions. It looks like there is a lack of maintenance to carry out repairs. Also, the time taken for a tram to reach Wolverhampton St. Georges from the Royal is too long due to bad sequencing of traffic lights/tram signals. Overall, the tram seems to be suffering from a lack of maintenance of track and overhead line. New trams will not make this any better. Conductors vary from polite and pleasant to downright rude and surly.

More trams are needed, more space is needed on these trams and once the tram is full ... it should be full. Waiting for people to squeeze on makes the journey last much longer than it should do and makes me frequently late for work.

The only thing that might have been improved was to state what the cause of the delay to service was, rather than just flag up that their was a slight delay on the service.

Would love accurate on-line live data on tram locations and arrival times at various locations to time my arrival at stations and avoid waiting! If this service exists, it needs better advertising! Also if the journey time could be increased, that would be great - ideally 20 mins from Wolverhampton to Birmingham. Step on the pedal!

There needs to be more rails for passengers, because if you're not sitting down, holding on to a rail, or leaning against the walls, it is pretty easy to lose balance, especially if you are in the middle of the walkways. There also needs to be more standing room.

More frequent trams during early mornings and for the stop to be more lit up and more CCTV at the stop ... as I don't feel safe when waiting at the stop on early mornings/evenings when its dark.

An announcement to tell people that they are not allowed to put their feet on the seats ... I travel five days a week to work and see people doing this regularly. Also the eating of food, leaving of litter and noisy music. I have used the Metro for the last five years but am hoping that the proposed expansion will not result in a increase in fares or a drop in standards. If so I will be reviewing my travel arrangements.

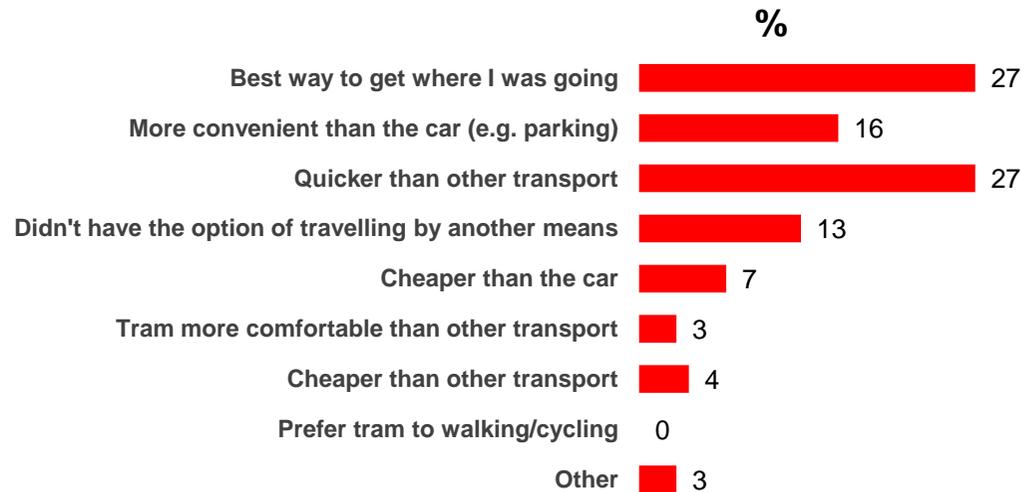
Tram Passenger Survey (TPS) – Midland Metro

Tram usage

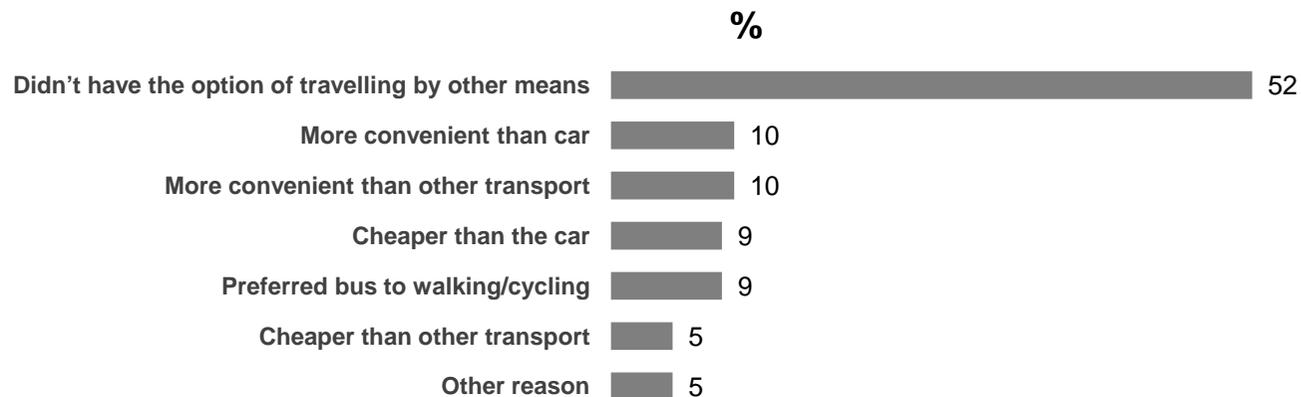
Reasons for choosing the tram/bus

Tram Passenger Survey – Midland Metro

Tram



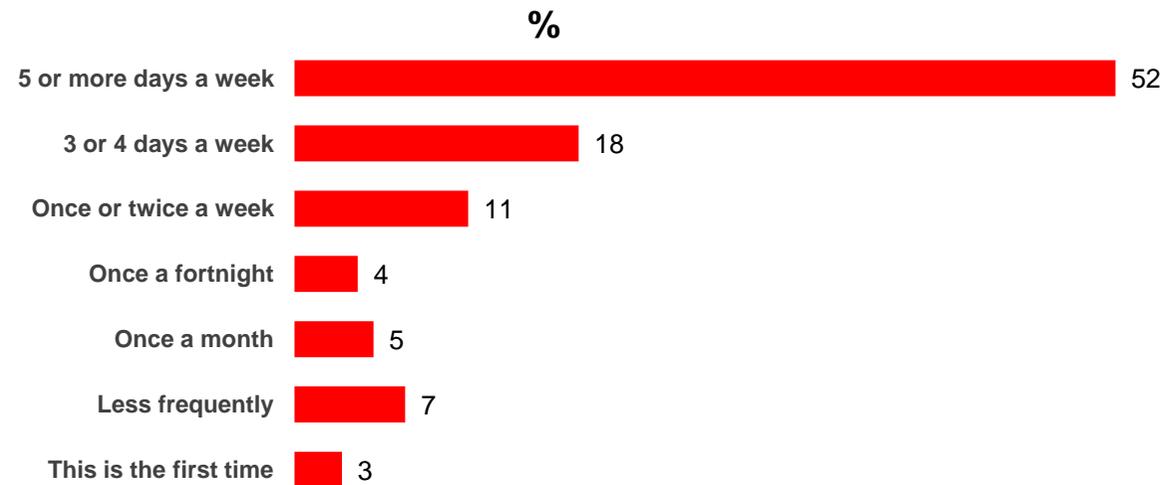
Bus



Q. What was the main reason you chose to take the tram/bus for this journey?
 Base (all passengers): 545, 3704

Frequency of using Midland Metro

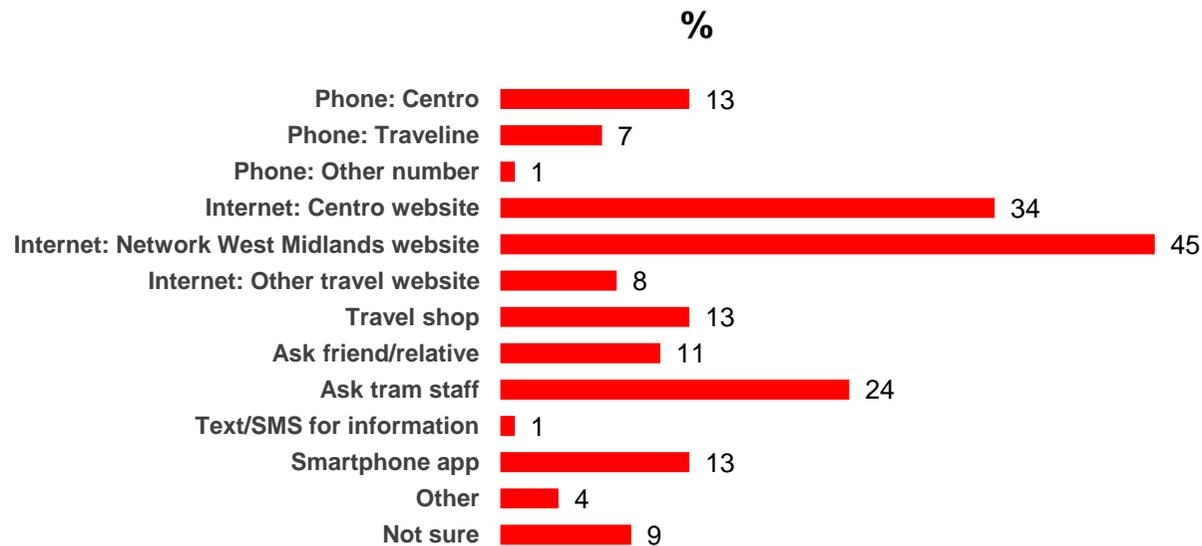
Tram Passenger Survey – Midland Metro



Q. How often do you typically travel by tram?
Base (all passengers): 556

Sources for tram information

Tram Passenger Survey – Midland Metro



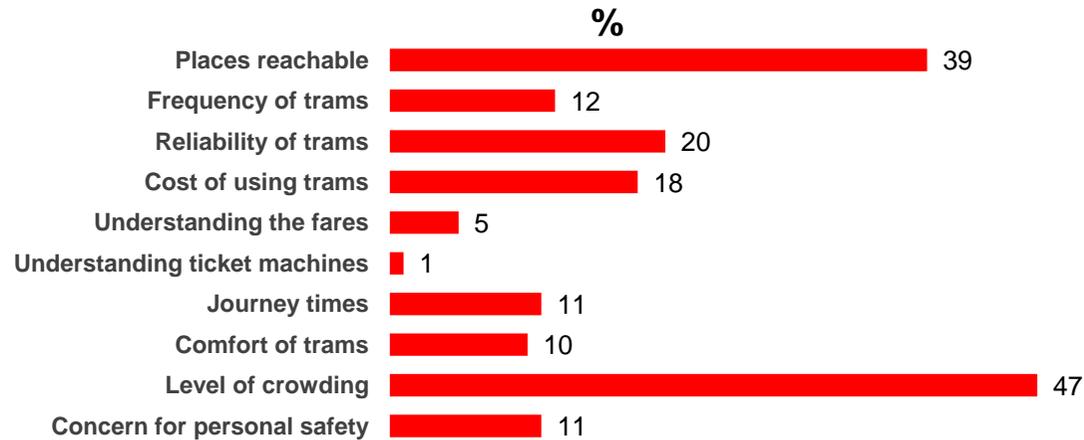
Q. If you needed information about your local tram services, e.g. times, fares, where would you obtain that information?

Base (all passengers): 549

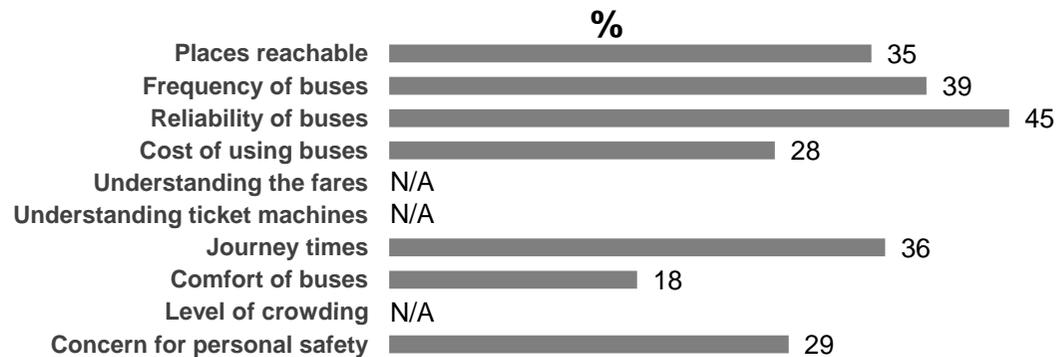
Factors preventing more journeys being made

Tram Passenger Survey – Midland Metro

Tram



Bus

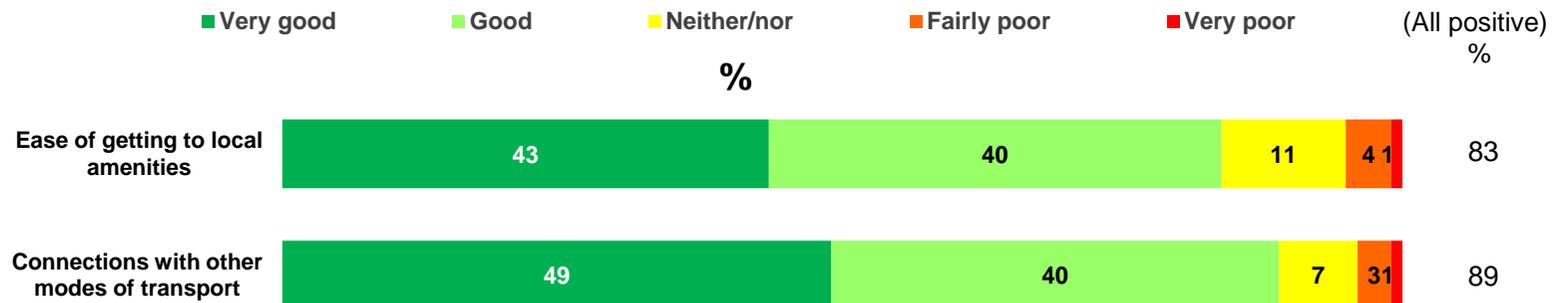
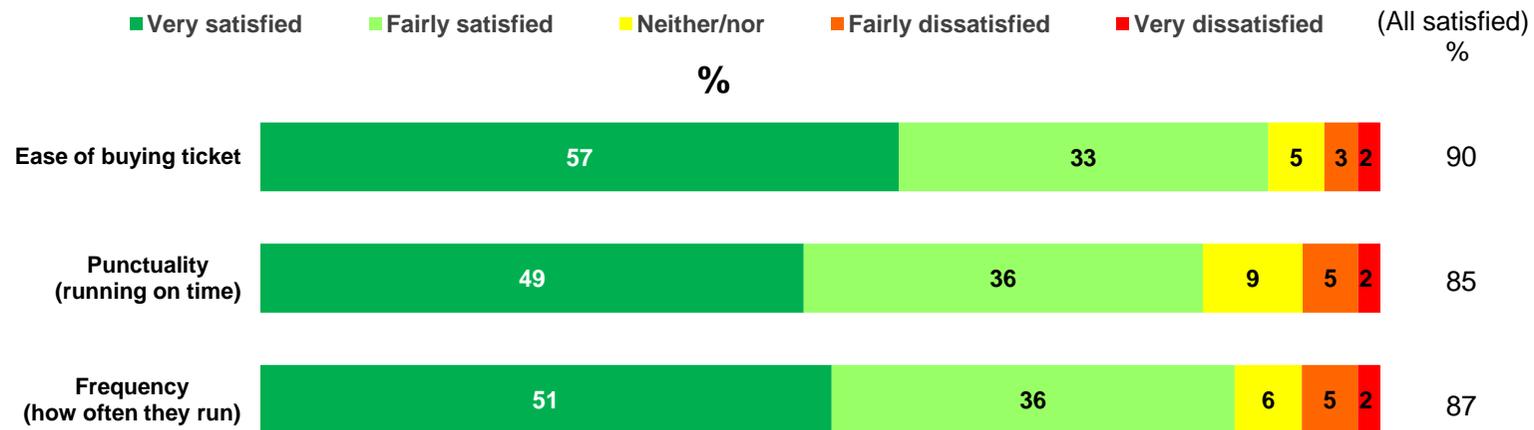


Q. Have any of the following frequently stopped you making journeys by tram/bus? (More than one answer permissible)

Base (all passengers): 356, 2549

Satisfaction – with trams generally

Tram Passenger Survey – Midland Metro



Q: How would you rate your local tram services for the following:
 Q: And how satisfied are you overall with tram services for the following:
 Base (all passengers): 538

Tram Passenger Survey (TPS) – Midland Metro

Passenger and journey details

Passenger profile

Tram Passenger Survey – Midland Metro

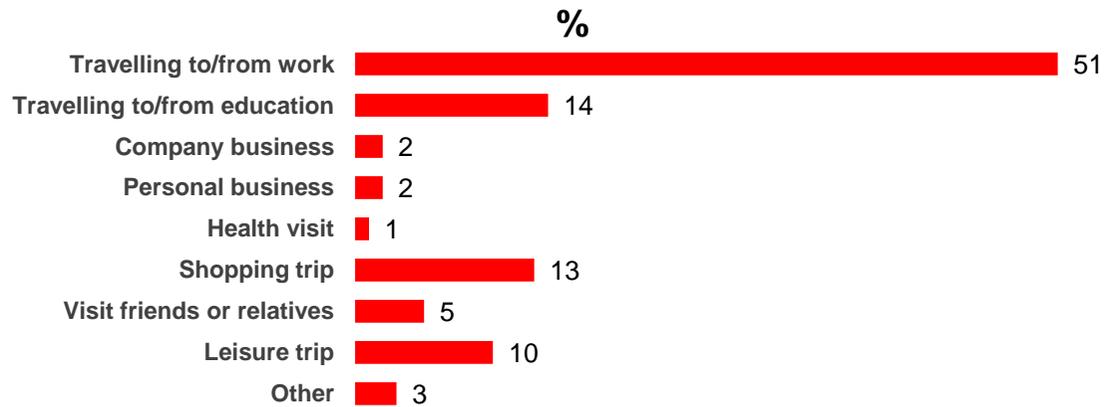
	Tram	Bus	Train
Age	%	%	%
16-34	50	37	24
35-59	34	40	41
Over 60	17	24	34
Access to private transport			
Easy	24	12	N/A
Moderate	43	9	N/A
Limited/none	33	79	N/A
Has a disability			
Yes	12	28	7
Ticket type			
Free pass holders	15	24	N/A
Fare-payers	82	68	N/A

Base (all passengers): 556, 3742, 521

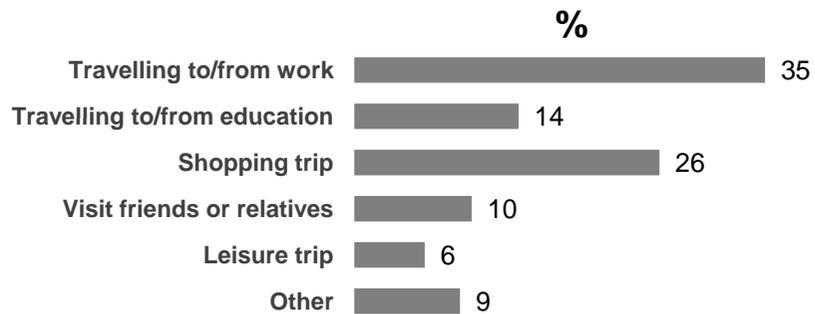
Journey purpose (1)

Tram Passenger Survey – Midland Metro

Tram



Bus

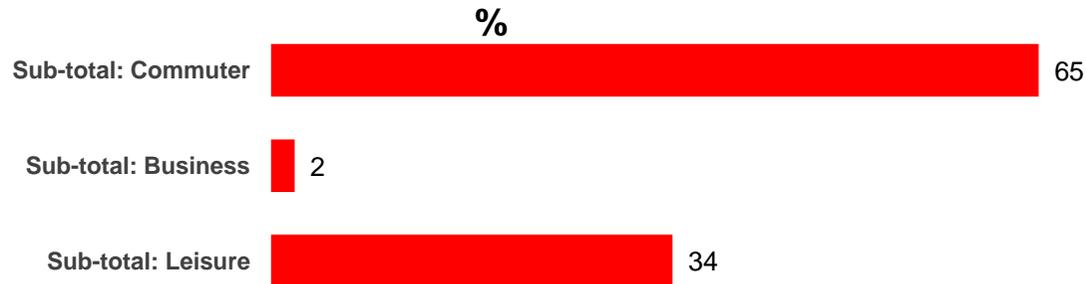


Q. What is the main purpose of your tram/bus journey today?
Base (all passengers): 546 , 3778

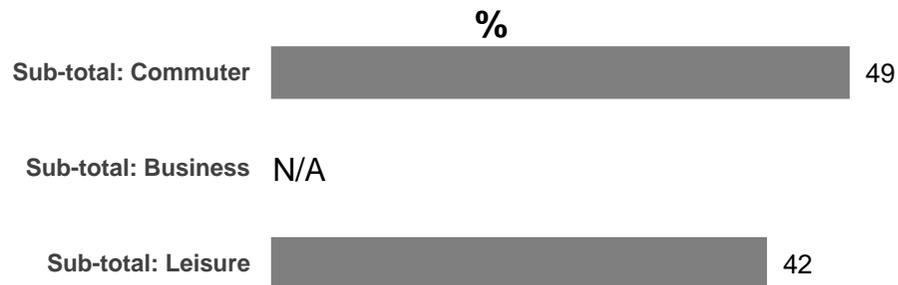
Journey purpose (2)

Tram Passenger Survey – Midland Metro

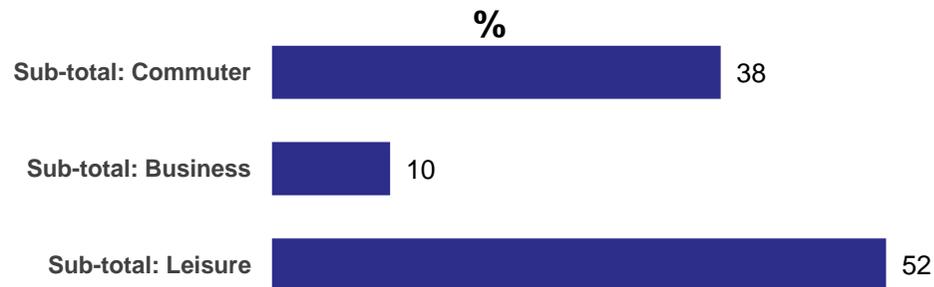
Tram



Bus



Train

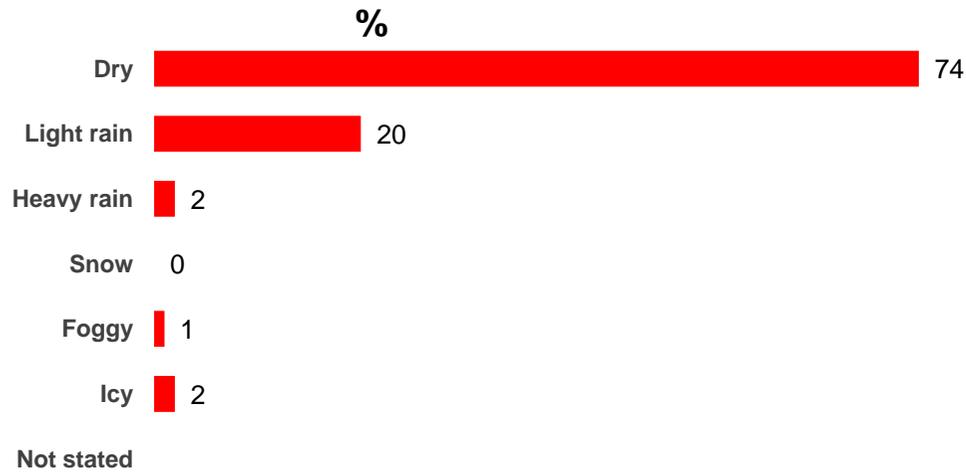


Q. What is the main purpose of your tram/bus/train journey today?
Base (all passengers): 546, 3778, 521

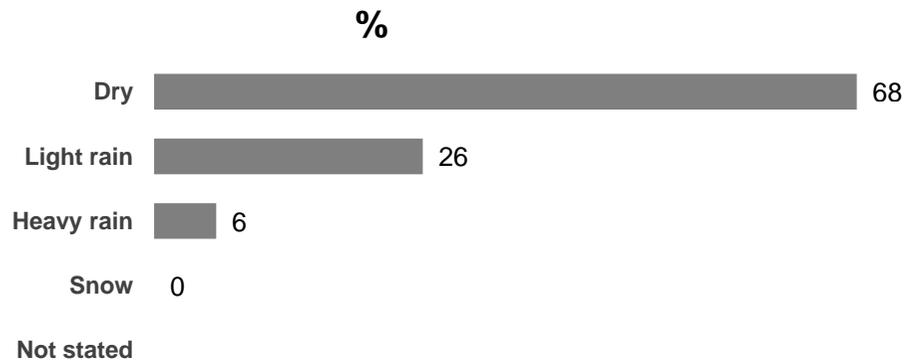
Weather conditions when journey made

Tram Passenger Survey – Midland Metro

Tram



Bus

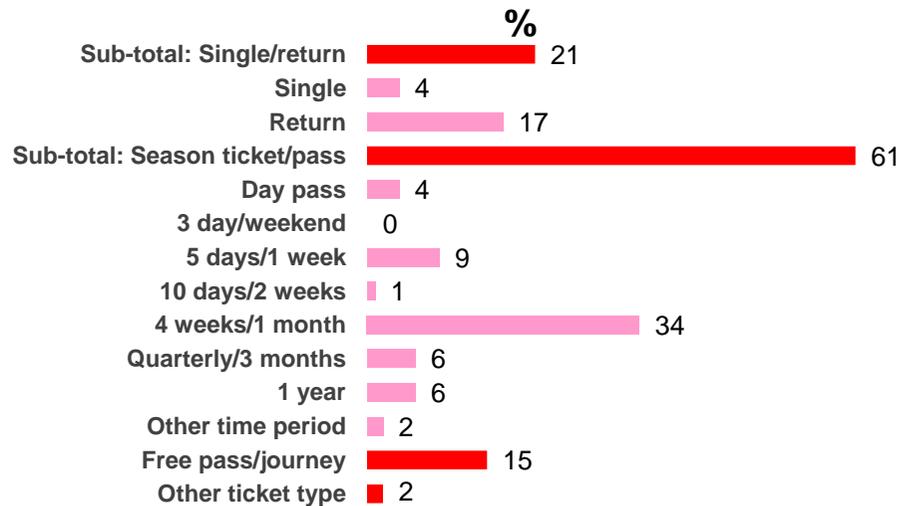


Q. What was the weather like when you made your journey ?
Base (all passengers): 545, 3784

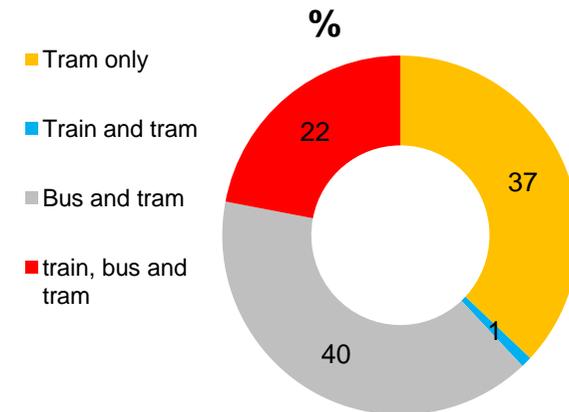
Ticket type and modes of transport permitted

Tram Passenger Survey – Midland Metro

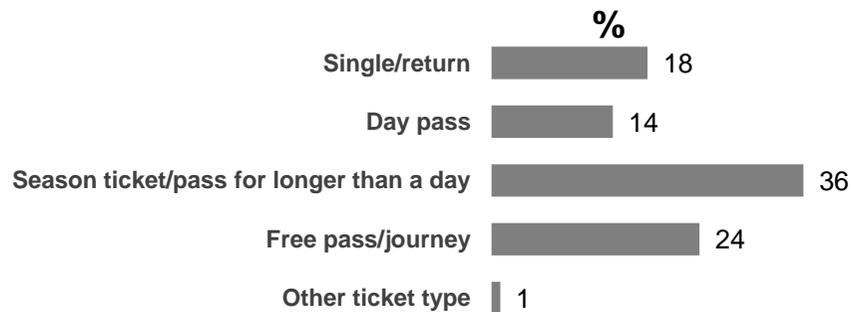
Tram



Modes of travel ticket allows



Bus



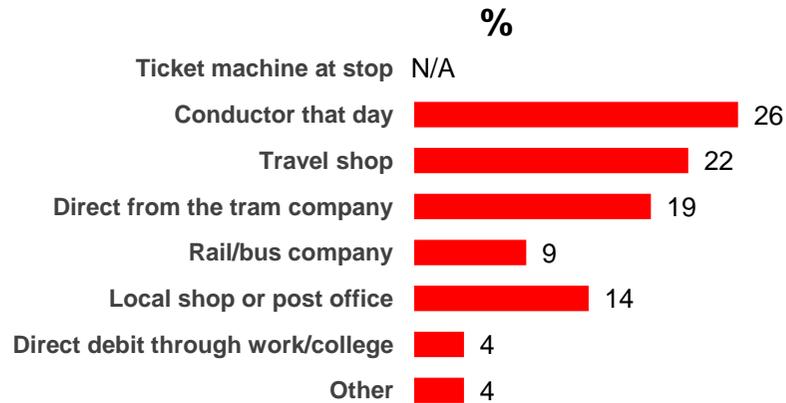
Q. What type of ticket/pass did you use for this tram/bus journey today?
Base (all passengers): 548, 547

Q. What modes of transport does your ticket allow you to travel on?
Base (all passengers): 3877

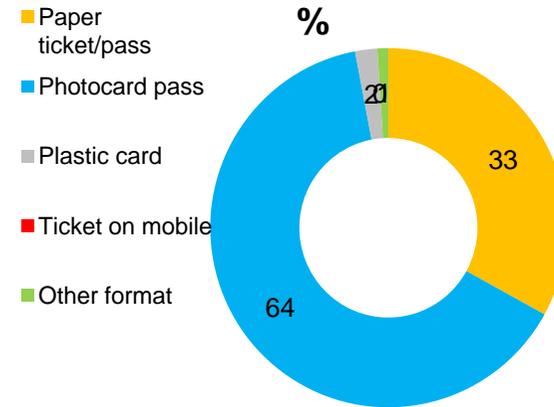
Method of buying ticket and ticket format

Tram Passenger Survey – Midland Metro

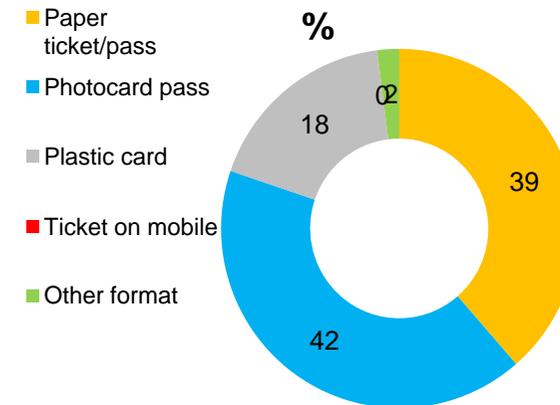
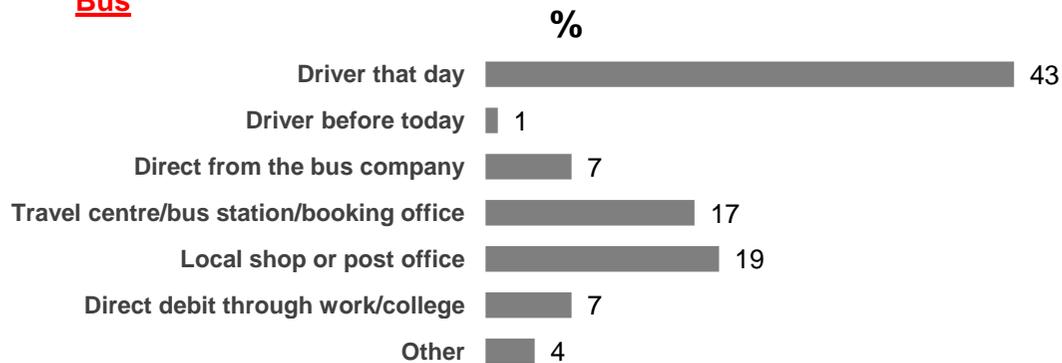
Tram



Ticket format



Bus

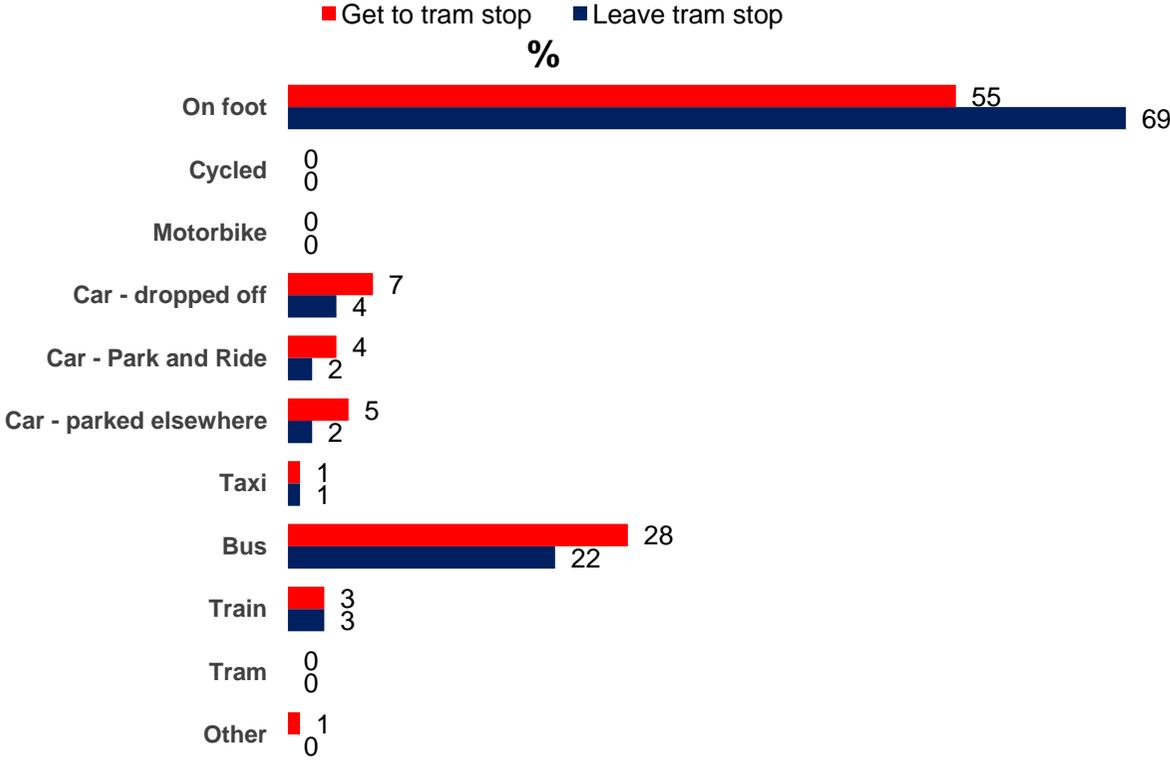


Q. How did you buy that ticket or pass?
Base (all fare paying passengers): 445, 2057

Q. In what format was your ticket?
Base (all passengers): 527, 3566

How got to and from the tram stop

Tram Passenger Survey – Midland Metro



Q: How did you get to/from the tram stop where you boarded/left the tram today?
Base (all passengers): 548

Midland Metro stops used by passengers surveyed

Tram Passenger Survey – Midland Metro

52 percent of passengers were on an outward journey, 44 percent on a return and 4 percent on a one-way trip

72 percent of passengers had a seat for their whole journey. 10 percent said they had to stand but would have liked to have a seat

Boarding	%
• Wolverhampton St George's	30
• Birmingham, Snow Hill	25
• West Bromwich Central	8
• Wednesbury Parkway	5
• Priestfield	4
• Bilston Central	4

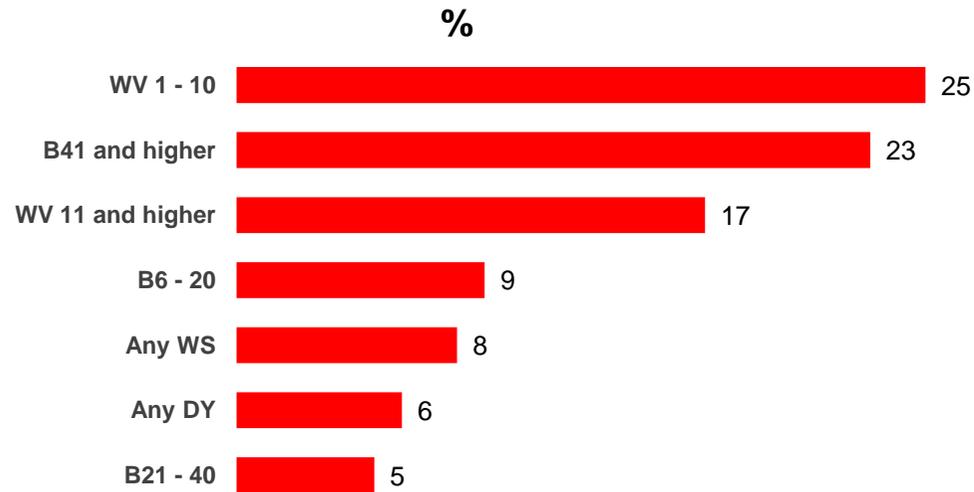
Alighting	%
• Birmingham, Snow Hill	29
• Wolverhampton St George's	20
• West Bromwich Central	12
• Wednesbury Parkway	7
• Bilston Central	4
• Wednesbury, Great Western Street	4
• The Hawthorns	3
• St Paul's	3

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): 556

Where Midland Metro passengers live – by postcode

Tram Passenger Survey – Midland Metro



Q: What is your postcode?

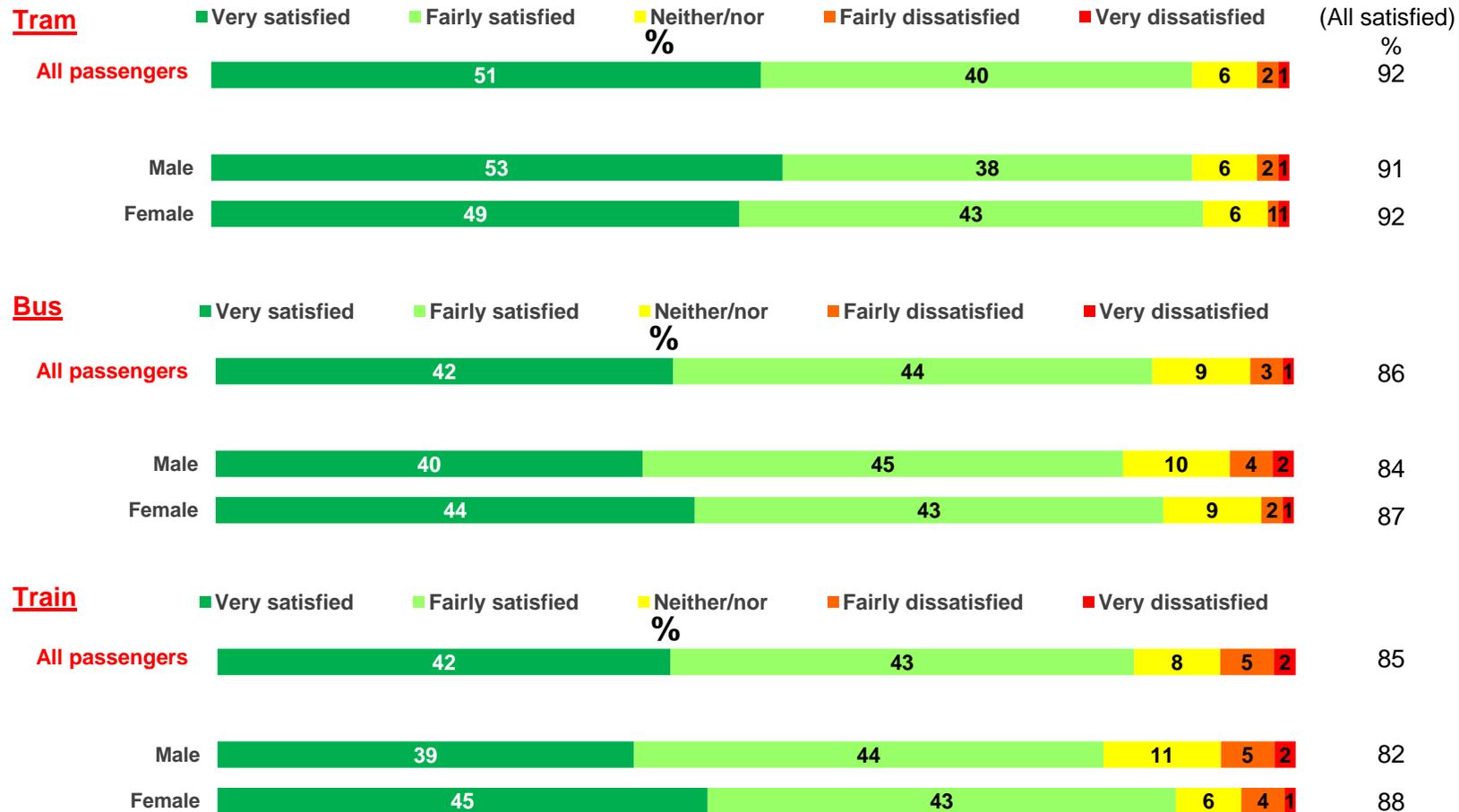
Base (all passengers): 476

Tram Passenger Survey (TPS) – Midland Metro

Appendix 1 – Selected journey satisfaction comparisons
between tram (TPS), bus (BPS) and train (NRPS)

Overall satisfaction – by gender

Tram Passenger Survey – Midland Metro



Q. Overall, taking everything into account from the start to the end of this tram/bus/train journey, how satisfied were you with your tram/bus/train journey?
 Base (all passengers): 551, 3749, 512

Overall satisfaction – by age

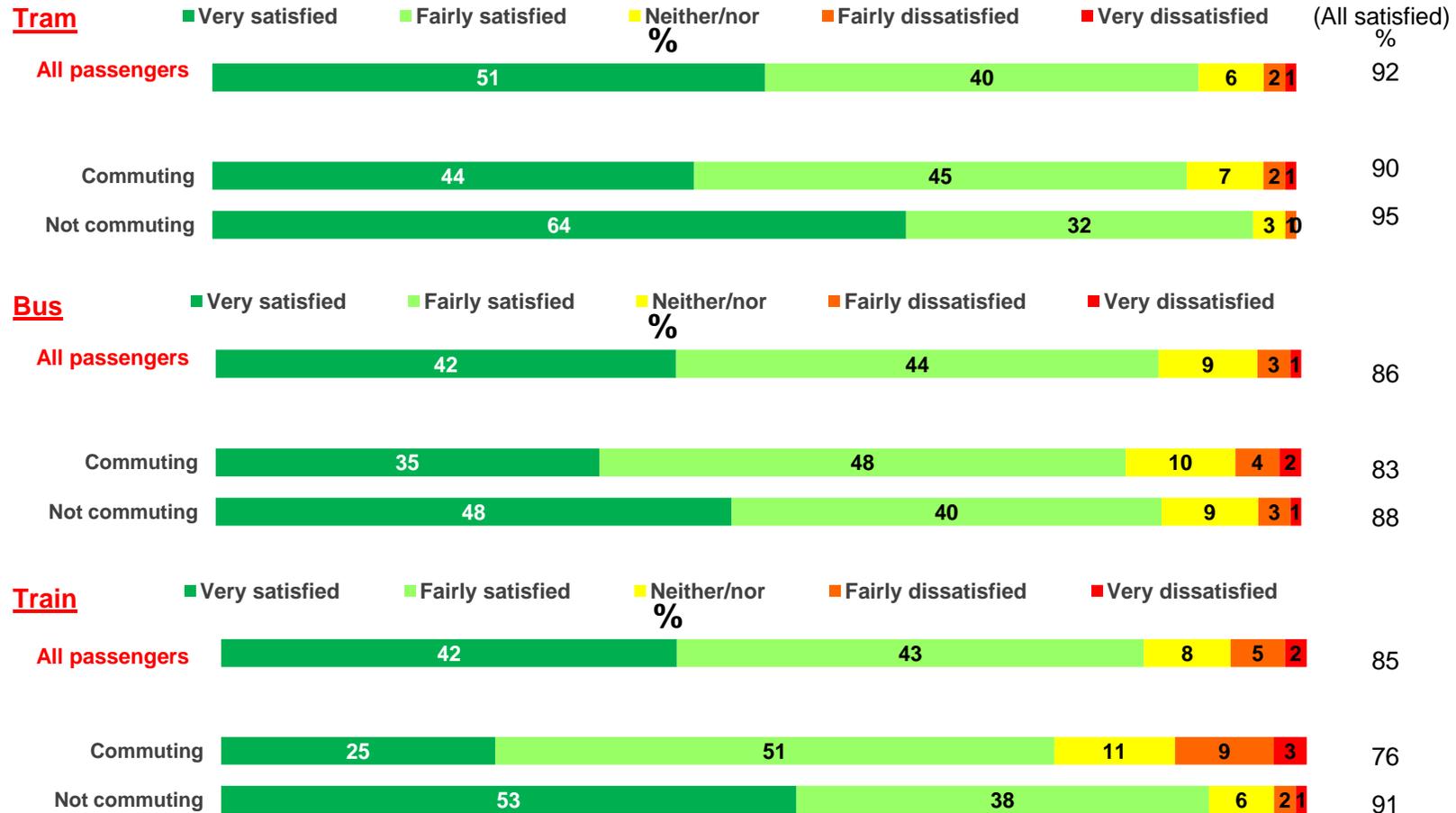
Tram Passenger Survey – Midland Metro



Q. Overall, taking everything into account from the start to the end of this tram/bus/train journey, how satisfied were you with your tram/bus/train journey?
 Base (all passengers): 551, 3749, 512

Overall satisfaction – by passenger type

Tram Passenger Survey – Midland Metro

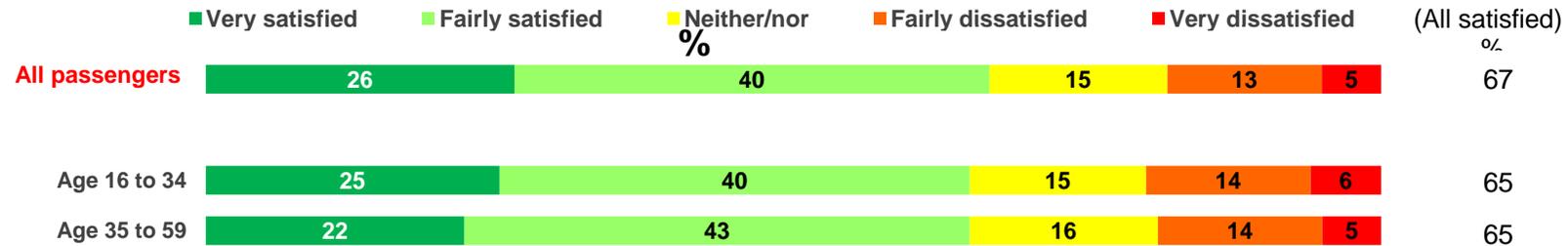


Q. Overall, taking everything into account from the start to the end of this tram/bus/train journey, how satisfied were you with your tram/bus/train journey?
 Base (all passengers): 551, 3749, 512

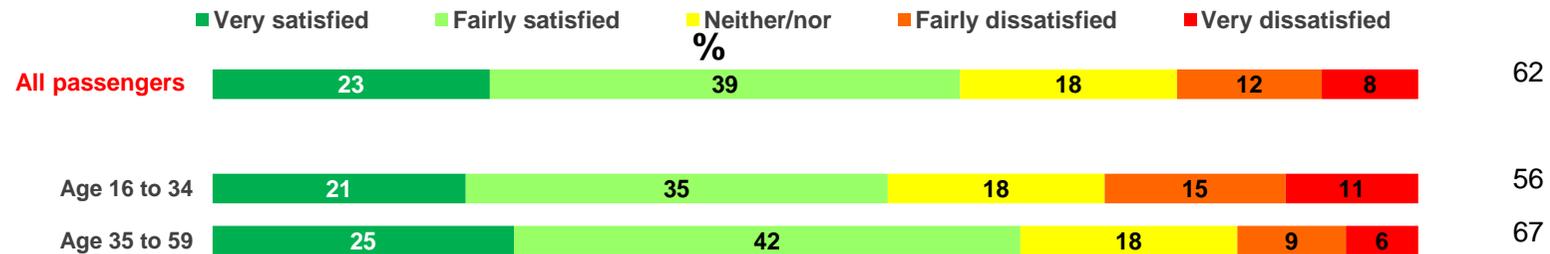
Value for money – by age

Tram Passenger Survey – Midland Metro

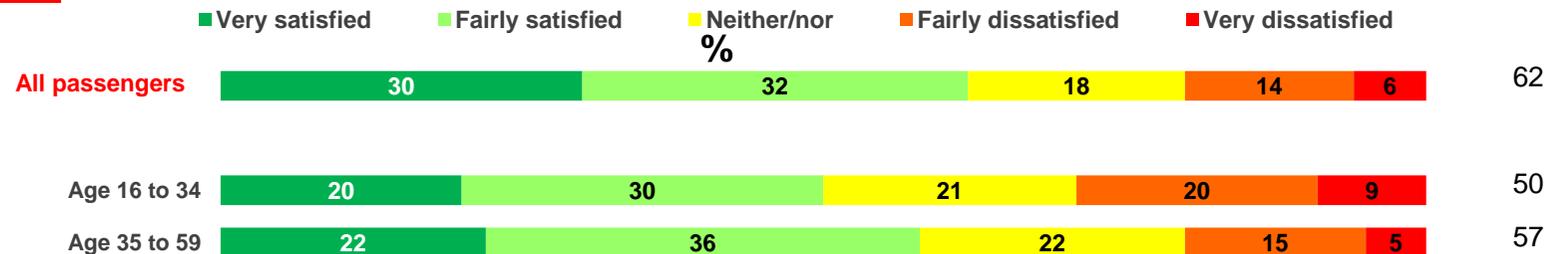
Tram (fare-payers only)



Bus (fare-payers only)



Train

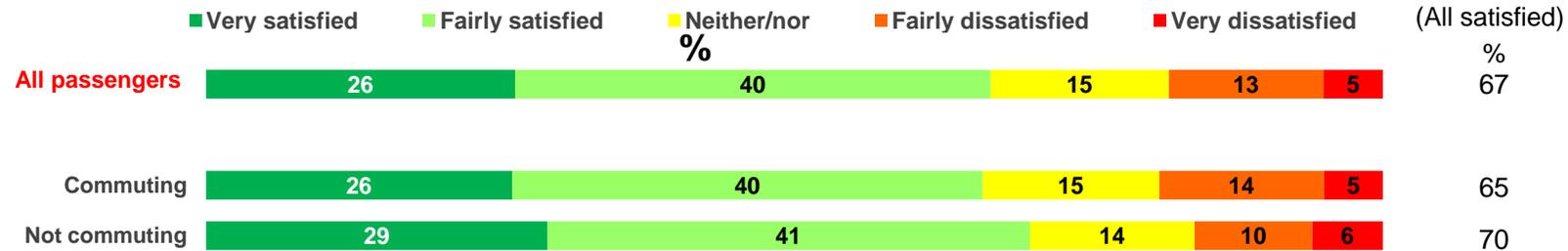


Q. How satisfied were you with the value for money of your journey?
 Base (all fare paying passengers): 447, 2142, 428

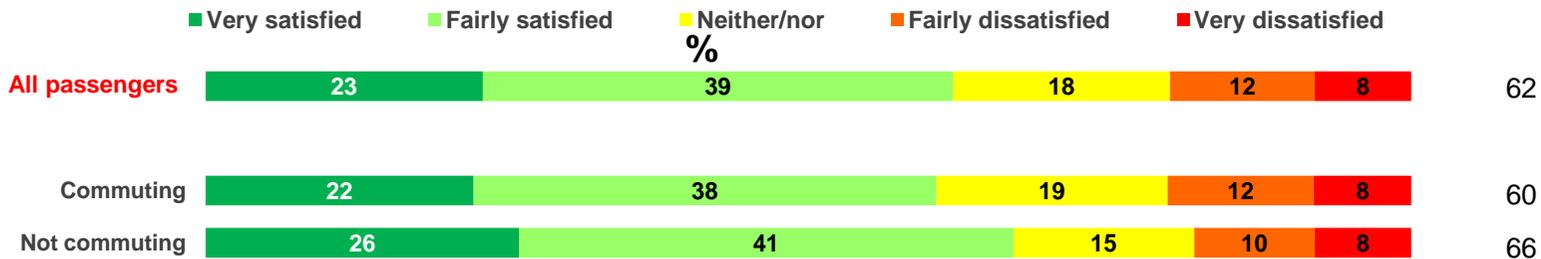
Value for money – by passenger type

Tram Passenger Survey – Midland Metro

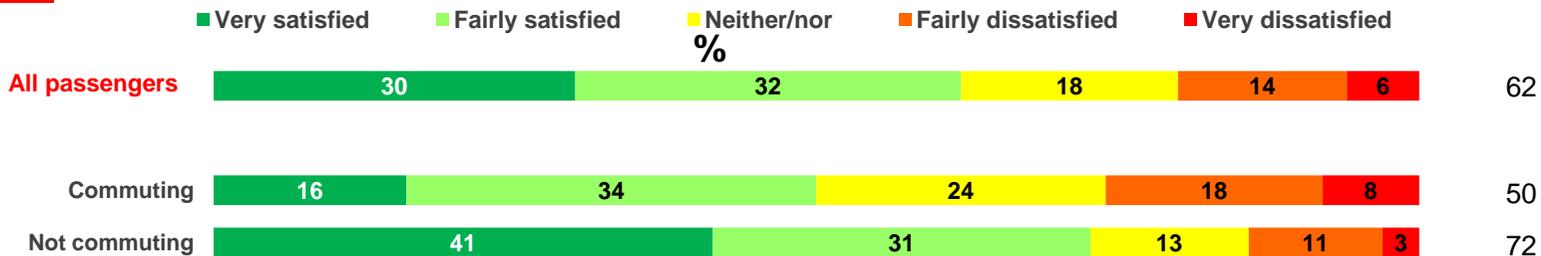
Tram (fare-payers only)



Bus (fare-payers only)



Train

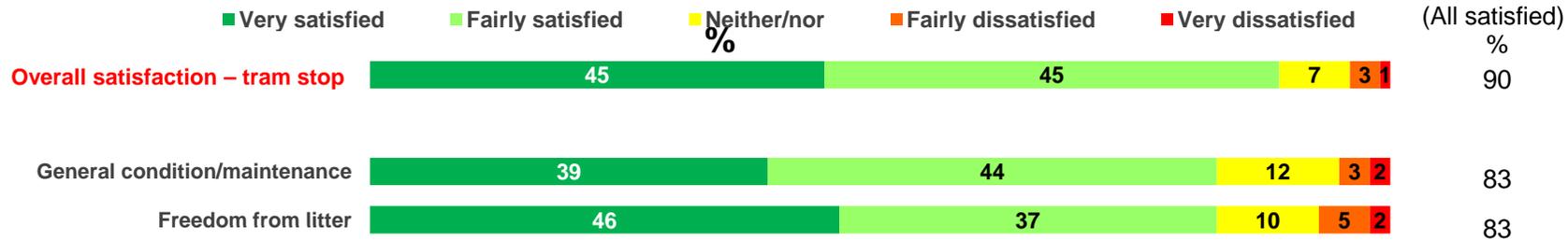


Q. How satisfied were you with the value for money of your journey?
 Base (all fare paying passengers): 447, 2142, 428

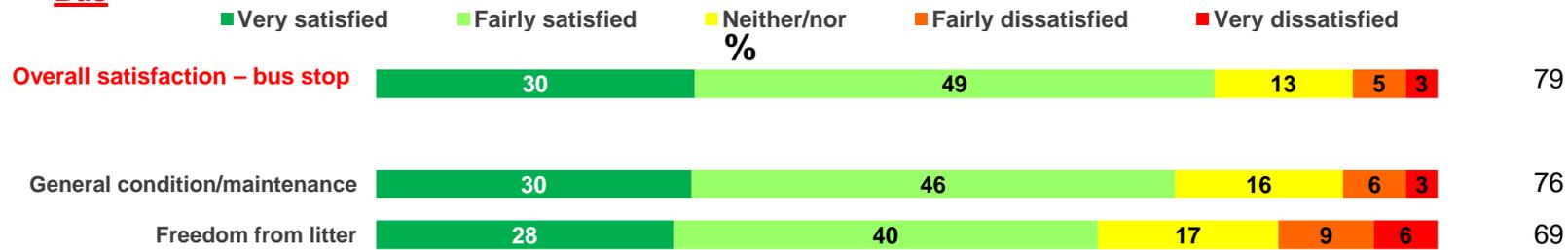
Satisfaction – with the tram/bus stop/train station (1)

Tram Passenger Survey – Midland Metro

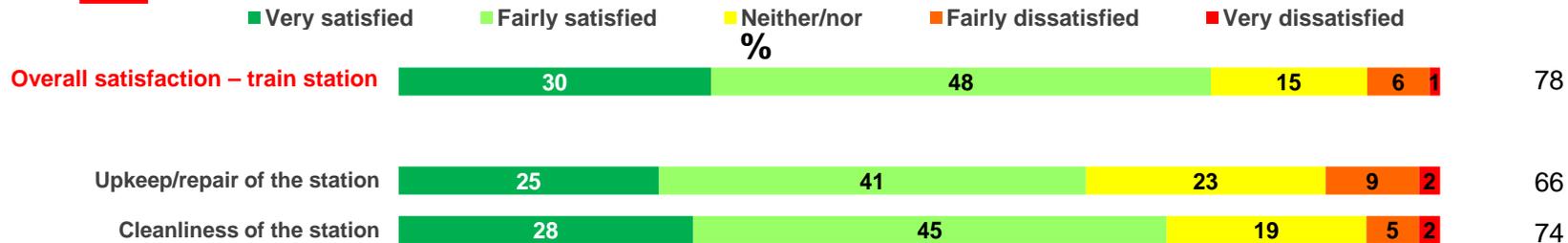
Tram



Bus



Train

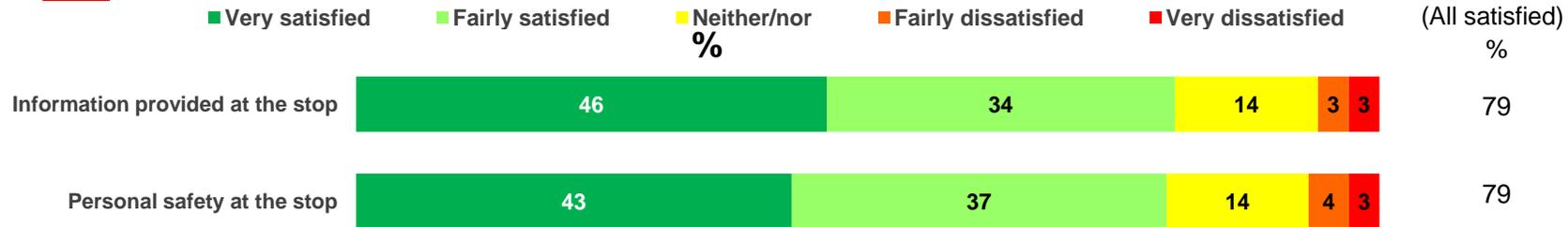


Q. Thinking about the tram/bus/train stop/station itself, how satisfied were you with the following: & Q. Overall, how satisfied were you with the bus/tram/train stop/station?
 Base (all passengers): 542, 3733, 500

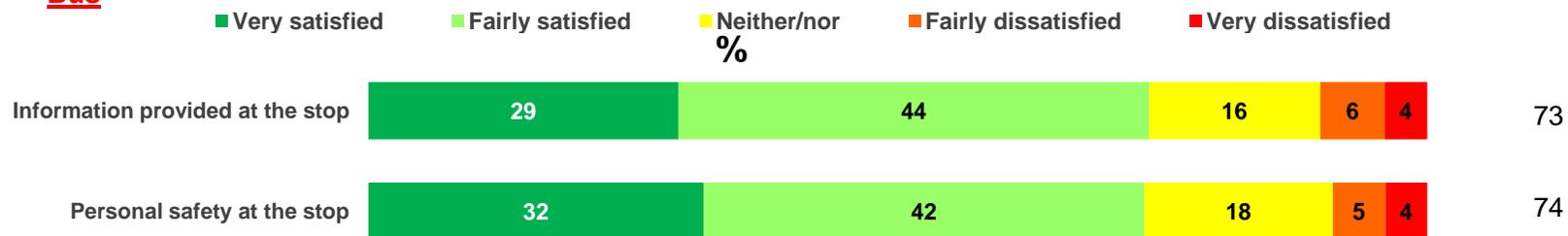
Satisfaction – with the tram/bus stop/train station (2)

Tram Passenger Survey – Midland Metro

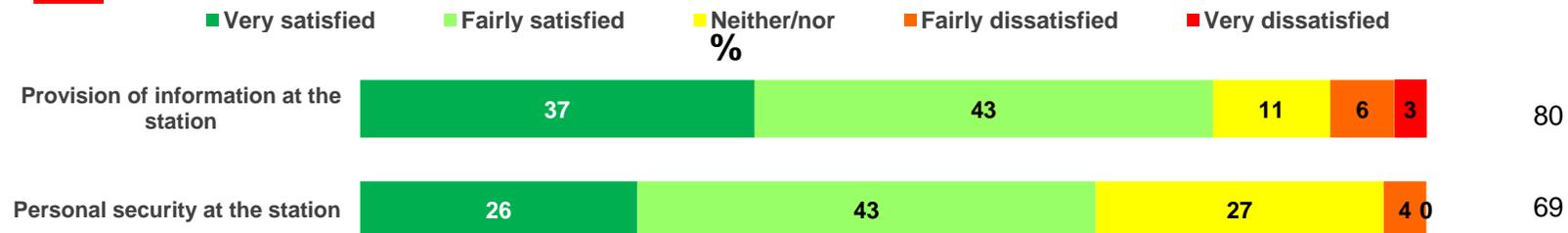
Tram



Bus



Train



Q. Thinking about the tram/bus/train stop/station itself, how satisfied were you with the following: & Q. Overall, how satisfied were you with the bus/tram/train stop/station?
 Base (all passengers): 526, 3393, 501

Satisfaction – with tram/bus/train punctuality

Tram Passenger Survey – Midland Metro

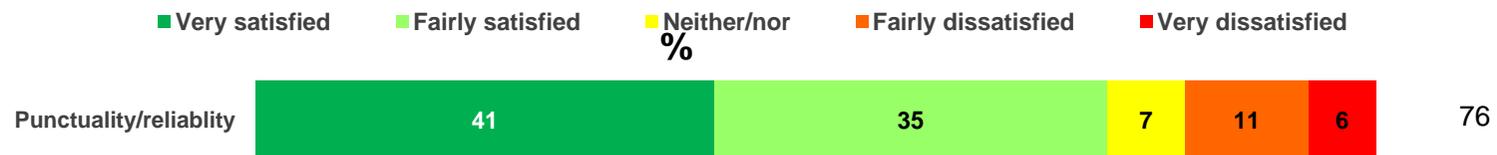
Tram



Bus



Train

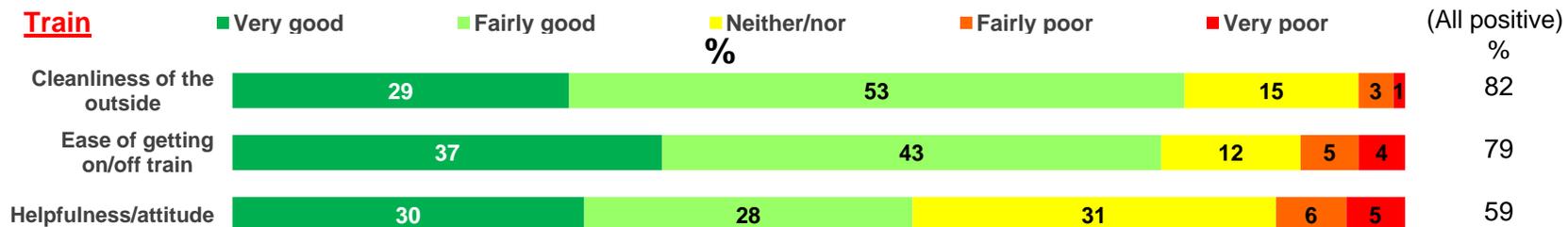
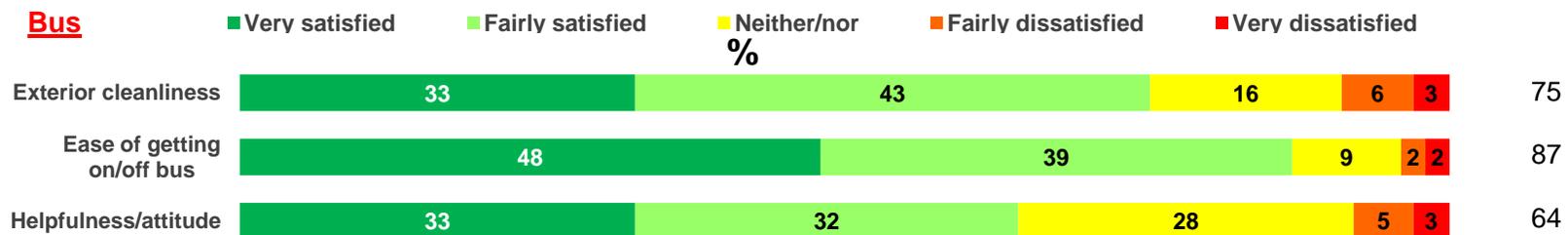
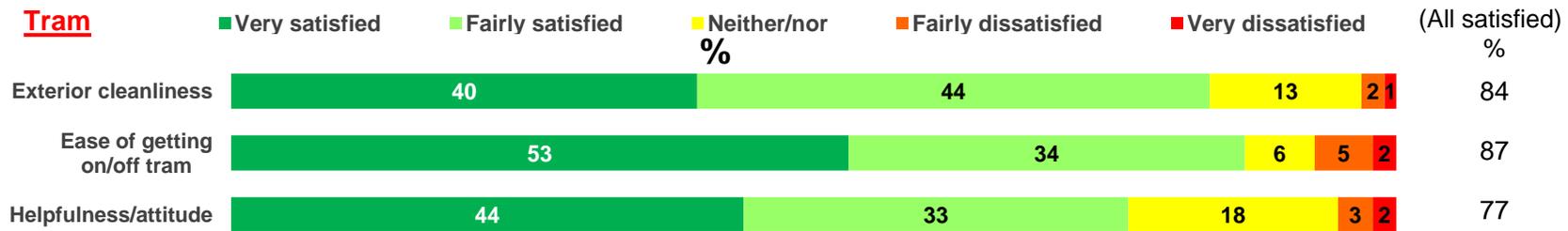


TPS/BPS: Q. How satisfied were you with tram/bus punctuality/running on time

NRPS: Q. How satisfied were you with the punctuality reliability of the train (i.e. the train arriving/departing on time)

Satisfaction – with start of journey and on-board staff

Tram Passenger Survey – Midland Metro



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

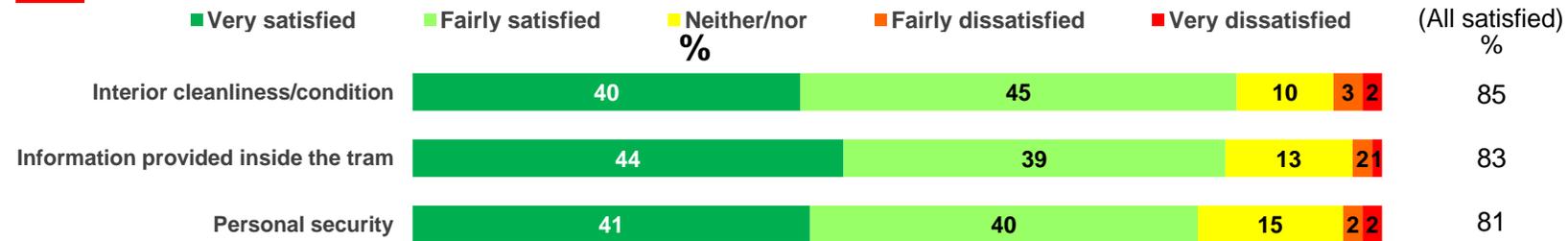
NRPS: Q. How would you rate the train you boarded in terms of:

Base (all passengers): 549, 3735, 501

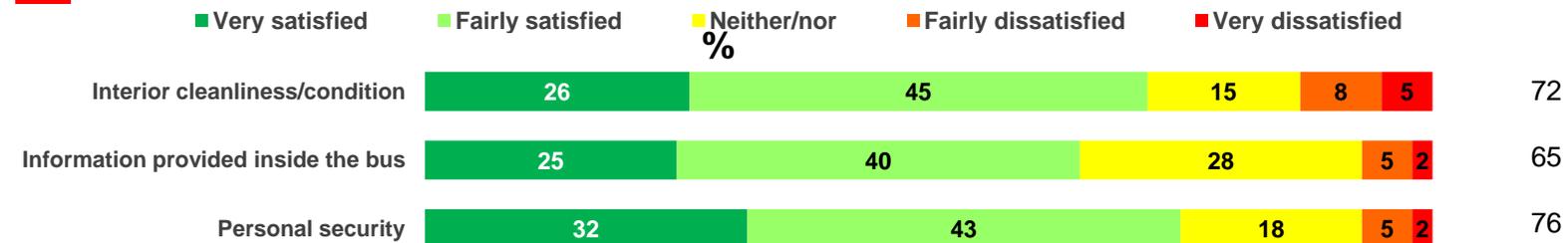
Satisfaction – on the tram/bus/train (1)

Tram Passenger Survey – Midland Metro

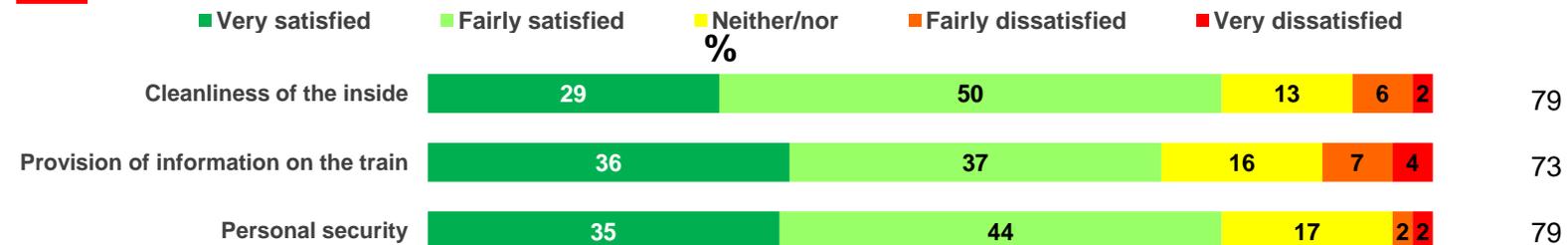
Tram



Bus



Train



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

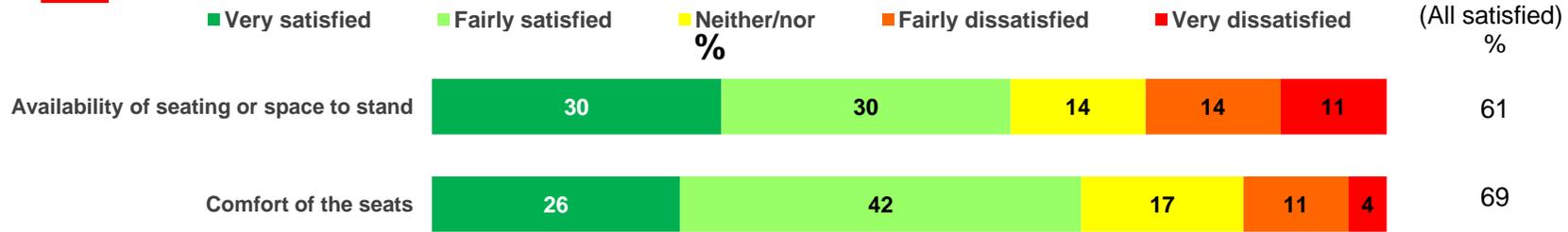
NRPS: Q. How would you rate the train you boarded in terms of:

Base (all passengers): 551, 3790, 507

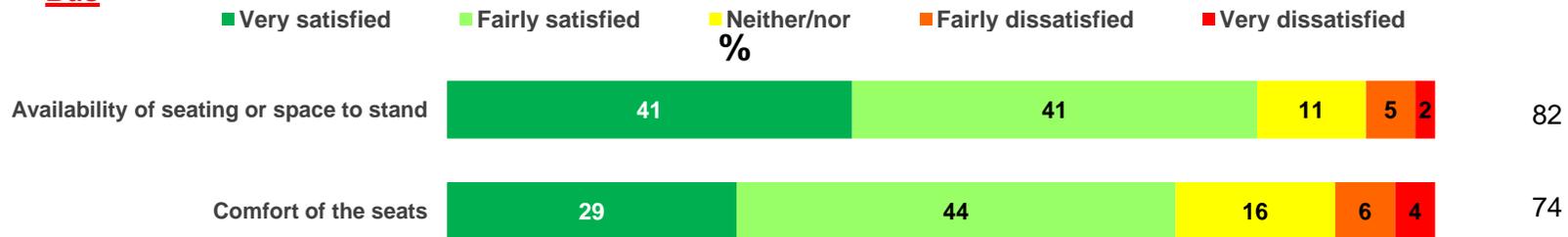
Satisfaction – on the tram/bus/train (2)

Tram Passenger Survey – Midland Metro

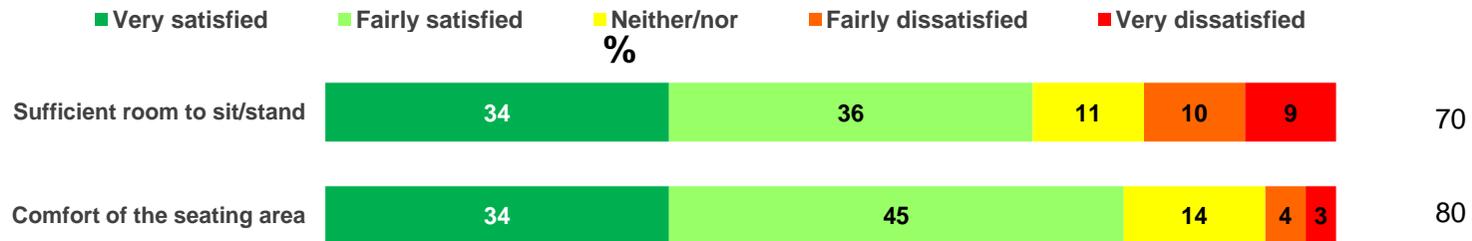
Tram



Bus



Train



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

NRPS: Q. How would you rate the train you boarded in terms of:

Base (all passengers): 542, 3699, 502

Tram Passenger Survey (TPS) – Midland Metro

Appendix 2 – Questionnaire

- Q12. What was the weather like when you made your journey, was it?
- | | | | |
|------------------|--------------------------|------------|--------------------------|
| Dry | <input type="checkbox"/> | Foggy..... | <input type="checkbox"/> |
| Light rain | <input type="checkbox"/> | Snow | <input type="checkbox"/> |
| Heavy rain | <input type="checkbox"/> | Icy..... | <input type="checkbox"/> |

2. About the tram stop where you boarded this tram

- Q13. Thinking about the Midland Metro stop itself, how satisfied were you with the following?
- | | Very satisfied | Fairly satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know/no opinion |
|---------------------------------------------------------------|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| Its distance from your journey start
e.g. home, shops..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The convenience/accessibility of its location | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Its general condition/standard of maintenance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Its freedom from graffiti/vandalism | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Its freedom from litter..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Behaviour of fellow passengers waiting at the stop .. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The information provided at the tram stop | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Your personal safety whilst at the tram stop | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- Q14. Overall, how satisfied were you with the tram stop?
- | | | | |
|------------------------------------------|--------------------------|-----------------------------|--------------------------|
| Very satisfied | <input type="checkbox"/> | Fairly dissatisfied | <input type="checkbox"/> |
| Fairly satisfied | <input type="checkbox"/> | Very dissatisfied | <input type="checkbox"/> |
| Neither satisfied nor dissatisfied | <input type="checkbox"/> | Don't know/No opinion | <input type="checkbox"/> |

3. Waiting for the tram

- Q15. Approximately, how long did you wait for your tram?
(Please write in the time in minutes)
- Q16a. Did you check any of the following to find out when the tram was meant to arrive?
(Please tick all that apply)
- | | | | |
|-------------------------------------------------------------|--------------------------|--------------------------------------------------------------|--------------------------|
| Before leaving for the tram stop | | At the tram stop | |
| Leaflet/paper timetable | <input type="checkbox"/> | Electronic display at the stop..... | <input type="checkbox"/> |
| Online tram times | <input type="checkbox"/> | Information posters at the stop | <input type="checkbox"/> |
| Live tram locator/timings
(e.g. via mobile app/web)..... | <input type="checkbox"/> | Online tram times | <input type="checkbox"/> |
| Disruption updates
(e.g. on Twitter/Facebook) | <input type="checkbox"/> | Live tram locator/timings
(e.g. via mobile app/web) | <input type="checkbox"/> |
| Other..... | <input type="checkbox"/> | Disruption updates
(e.g. on Twitter/Facebook) | <input type="checkbox"/> |
| | | Other..... | <input type="checkbox"/> |
- Q16b. If you did not check to find out when the tram was meant to arrive, why was this?
(Please tick all that apply)
- | | | | |
|--------------------------------------------------|--------------------------|------------------------------------------------------|--------------------------|
| Knew the trams ran frequently on this route..... | <input type="checkbox"/> | Didn't have time..... | <input type="checkbox"/> |
| Already knew arrival times | <input type="checkbox"/> | Did not know when the tram was meant to arrive | <input type="checkbox"/> |
| Knew through other means | <input type="checkbox"/> | Other..... | <input type="checkbox"/> |
| Could not find the information..... | <input type="checkbox"/> | | |

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

- Q18a. Thinking about the time you waited for the tram today, was it...
- | | | | |
|---------------------------------------------|--------------------------|--------------------------------------------|--------------------------|
| Much longer than expected | <input type="checkbox"/> | A little less time than you expected | <input type="checkbox"/> |
| A little longer than you expected | <input type="checkbox"/> | Much less time than you expected | <input type="checkbox"/> |
| About the length of time you expected | <input type="checkbox"/> | | |

- Q18b. Were you able to board the first tram you wanted to travel on?
Yes..... 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..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The punctuality of the tram | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

4. On the tram

- Q20. Thinking about when the tram arrived, please indicate how satisfied you were with the following:
- | | Very satisfied | Fairly satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know/no opinion |
|----------------------------------------------------------------|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| Route/destination information on the outside of the tram | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The cleanliness and condition of the outside of the tram | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The ease of getting on to and off of the tram..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The length of time it took to board the tram..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- Q21. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:
- | | Very satisfied | Fairly satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know/no opinion |
|---------------------------------------------------------------------------------|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| The cleanliness and condition of the inside of the tram..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The information provided inside the tram | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sufficient room for all the passengers to sit/stand | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The comfort of the seats | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The amount of personal space you had around you..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Provision of grab rails to hold on to when standing/moving about the tram | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The temperature inside the tram | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Your personal security whilst on the tram | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The amount of time the journey took | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Smoothness/freedom from jolting during the journey | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q22. Did you get a seat on the tram?
 Yes – for all of the journey 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..... <input type="checkbox"/>	Feet on seats <input type="checkbox"/>
Passengers taking/under the influence of drugs..... <input type="checkbox"/>	Music being played loudly..... <input type="checkbox"/>
Abusive or threatening behaviour..... <input type="checkbox"/>	Smoking..... <input type="checkbox"/>
Rowdy behaviour <input type="checkbox"/>	Graffiti or vandalism <input type="checkbox"/>
Passengers not paying their fares <input type="checkbox"/>	Loud use of mobile phones <input type="checkbox"/>
	Other (please specify) <input type="checkbox"/>

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 Midland Metro journey today delayed at all?
 Yes No

Q24b. If yes, why was this? (Please tick all that apply)

Due to a signal/points failure <input type="checkbox"/>	Time it took passengers to board/ pay for tickets <input type="checkbox"/>
Road congestion/traffic jam <input type="checkbox"/>	Had to use bus replacement service <input type="checkbox"/>
Due to a tram failure <input type="checkbox"/>	Other (please specify) <input type="checkbox"/>
Planned engineering works <input type="checkbox"/> <input type="checkbox"/>
Poor weather conditions <input type="checkbox"/>	Don't know <input type="checkbox"/>
The tram waiting too long at stops <input type="checkbox"/>	
The tram waiting too long at signals <input type="checkbox"/>	

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

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

	Yes	No
A map of the tram route/journey times	<input type="checkbox"/>	<input type="checkbox"/>
Audio announcements e.g. saying the next tram stop	<input type="checkbox"/>	<input type="checkbox"/>
An electronic display e.g. showing the next tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>
Information about tickets/fares	<input type="checkbox"/>	<input type="checkbox"/>
A time table	<input type="checkbox"/>	<input type="checkbox"/>
Details of how to make a complaint, if you had one.....	<input type="checkbox"/>	<input type="checkbox"/>

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.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any greeting/welcome you got from the staff.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The helpfulness and attitude of the staff.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The safety of the driving (i.e. appropriateness of speed, driver concentrating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Your overall opinion of the Midland Metro 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 Midland Metro journey today?

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

Q29. If something could have been improved on your Midland Metro journey today, what would it have been?

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

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

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

The cost for the distance travelled..... <input type="checkbox"/>	Comfort/journey quality for the fare paid <input type="checkbox"/>
The cost of the tram versus other modes of transport..... <input type="checkbox"/>	A reason not mentioned above <input type="checkbox"/>
The fare in comparison to the cost of everyday items..... <input type="checkbox"/>	

6. Your opinion of trams generally

Q32a. How would you rate Midland Metro services for the following:

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

Q32b. 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punctuality (running on time)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency (how often the trams run)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q33. 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: Centro	<input type="checkbox"/>	Ask friend/relative	<input type="checkbox"/>
Phone: Traveline	<input type="checkbox"/>	Ask tram staff	<input type="checkbox"/>
Phone: Other number	<input type="checkbox"/>	Text/SMS for information	<input type="checkbox"/>
Internet: Centro website	<input type="checkbox"/>	Smartphone app	<input type="checkbox"/>
Internet: Network West Midlands website	<input type="checkbox"/>	Other	<input type="checkbox"/>
Internet: Other travel website	<input type="checkbox"/>	Not sure	<input type="checkbox"/>
Travel shop	<input type="checkbox"/>		

Q34. How often do you typically travel by Midland Metro? (Please tick the closest to your frequency of tram use)

5 or more days a week	<input type="checkbox"/>	Once a month	<input type="checkbox"/>
3 or 4 days a week	<input type="checkbox"/>	Less frequently	<input type="checkbox"/>
Once or twice a week	<input type="checkbox"/>	This is the first time I have used Midland Metro	<input type="checkbox"/>
Once a fortnight	<input type="checkbox"/>		

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

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

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

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

7. About you

QA. Are you...?

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

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

QC. Are you...?

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

QD. Do you have a disability or long-term illness related to the following? (Please tick all that apply)

No - None	<input type="checkbox"/>	Yes - Eyesight	<input type="checkbox"/>
Yes - Mobility	<input type="checkbox"/>	Yes - Speech impairment	<input type="checkbox"/>
Yes - Wheelchair use	<input type="checkbox"/>	Yes - Learning difficulties	<input type="checkbox"/>
Yes - Hearing	<input type="checkbox"/>	Yes - Other	<input type="checkbox"/>

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

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

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

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

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

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

QH. What is your postcode? (This will only be used for research purposes e.g. to help us determine how near or far people live from the tram service)

<input type="text"/>	Live outside the UK	<input type="checkbox"/>
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Please complete the contact details requested below if you would be happy to participate in future research projects for either Passenger Focus or Centro (Midland Metro). Your contact details will then be passed to these organisations along with your postcode and other responses, so these organisations (or research organisations working on their behalf) can contact you about research that would be most relevant to you. We shall not share your details with any other organisation.

Name:	<input type="text"/>
Telephone number:	<input type="text"/>
Email address:	<input type="text"/>

Thank you for your help in completing this questionnaire.

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

Tram Passenger Survey
 Perspective Research Services Ltd
 FREEPOST (RSKU-SKUZ-TSYG)
 Kingsbourne House
 229-231 High Holborn
 LONDON WC1V 7DA

This survey is being undertaken for Passenger Focus by BDMC Continental, an independent market research agency who is subject to the Market Research Society's Code of Conduct. You were handed the questionnaire by an interviewer working for Perspective Research Services, a part of BDMC Continental. If you have any concerns about the bona fides of the survey itself, you can contact the Market Research Society on 0800 999 999 or www.mrs.org.uk who will verify BDMC Continental Limited's status as a legitimate market research organisation. You may also contact Colin Sheppard at BDMC Continental on 0207 4939320.