

## Tram Passenger Survey (TPS) – Blackpool

### Autumn 2013 results

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March 2014

## 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 Blackpool tram system, with relevant comparative data for bus services in the Blackpool area. (We are unable to provide train data from NRPS for an appropriately comparable area.)

# Methodology – fieldwork

## Tram Passenger Survey – Blackpool

### Blackpool (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: 725 interviews (523 paper, 202 online)

### Bus (BPS) data for Blackpool 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: 560 interviews

At selected places in this report Blackpool tram passengers have been split into two groups: residents and visitors. Residents are defined as respondents who provided a postcode that fits within the FY1-8 area. Visitors are respondents who provided a postcode outside this area. Residents make up 59 percent of the total sample and visitors 29 percent.

## Methodology – data analysis

### Tram Passenger Survey – Blackpool

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 Blackpool tram system

## Tram Passenger Survey – Blackpool

Route map:



- The Blackpool tramway consists of one line with 36 stops, running 11 miles along the coast between Starr Gate and Fleetwood Ferry.
- Approximately 3.7 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 Blackpool tram stops
- Tram stops do not have Passenger Information Displays
- Blackpool Transport operate modern and heritage trams on the network. Heritage trams operate on bank holidays, weekends and during the summer
- Trams run every 15-30 minutes Monday to Saturday and every 20-30 minutes on Sundays
- There were no significant issues affecting tram services during the fieldwork period.

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



## Tram Passenger Survey (TPS) – Blackpool

### Summary

## Summary of key findings (1)

### Tram Passenger Survey – Blackpool

- Overall satisfaction for a journey on Blackpool trams was high (97%). This compares favourably with the same measure on the Bus Passenger Survey (89%) in the Blackpool area. This high rating for Blackpool trams was consistent across all the main passenger groups, although slightly lower for younger people aged 16 to 25 years (92%)
- Amongst fare paying passengers over eight in ten (85%) were satisfied with the value for money of a journey on Blackpool trams. This compares to 63 percent for bus passengers in the Blackpool area
- When evaluating whether their journey represented value for money, the cost for the distance travelled by tram was the main criterion used to make this evaluation
- Visitors to Blackpool gave higher scores for overall satisfaction (99%) and value for money (92%) than residents (96% and 83% respectively). They also tended to be older, had a higher incidence of using a free pass and tended to buy tickets on board the tram from the conductor.
- 93 percent of tram passengers were satisfied with the punctuality of the tram service, and only 2 percent experienced some delay to their journey
- As satisfaction with the Blackpool trams was high, only a quarter (25%) spontaneously suggested some improvements that could be made to their journey. These mainly concerned crowding issues



## Summary of key findings (2)

### Tram Passenger Survey – Blackpool

- Other improvements spontaneously mentioned for the Blackpool tram service were more reliable services/fewer delays and improvements to the interior of the tram (e.g. better provision of information)
- Only three percent were troubled by anti-social behaviour of other passengers on their tram journey
- The profile of tram passengers was older than the bus with over four in ten passengers (44%) aged over 60 years compared to 36 percent on the bus
- Almost three quarters (73%) were using Blackpool trams for personal purposes either specifically for a leisure trip (32%) or to go shopping (24%)
- As Blackpool tram passengers generally had an older profile, nearly a third (31%) of all passengers were travelling on an elderly person's (60+) concessionary pass. The respective figure for bus passengers was 25 percent.



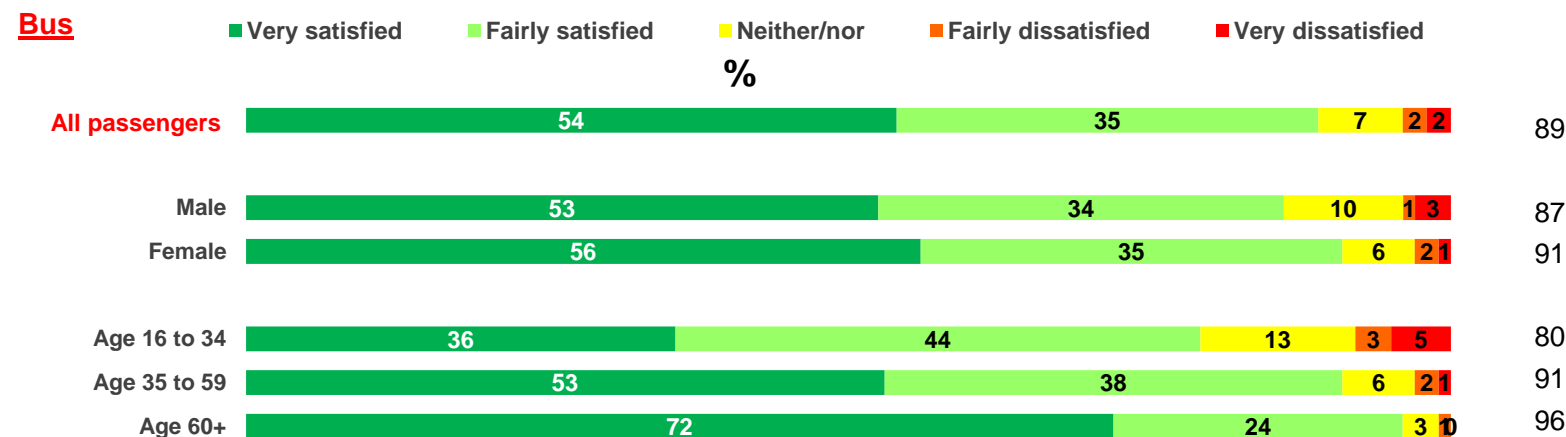
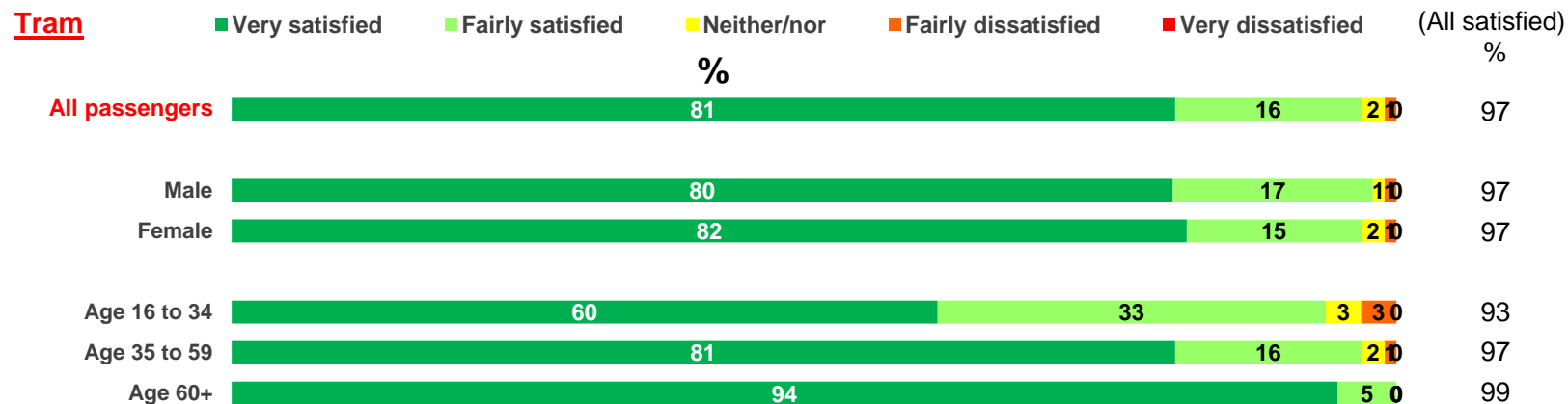
## Tram Passenger Survey (TPS) – Blackpool

### Journey Satisfaction

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

# Overall satisfaction – by gender and age

## Tram Passenger Survey – Blackpool



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?

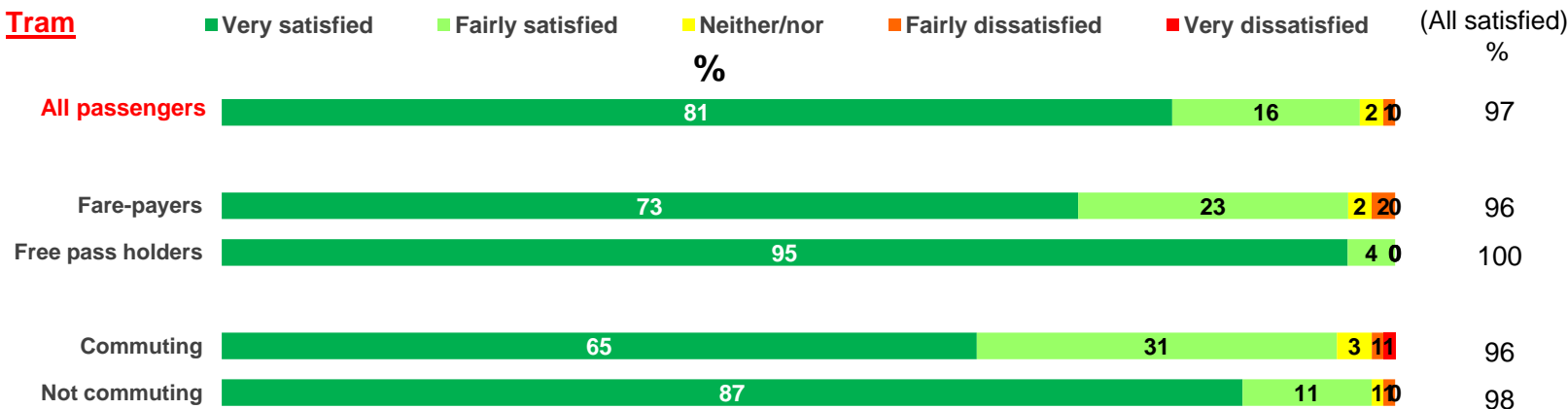
Base (all passengers): 723, 543

# Overall satisfaction – by passenger type

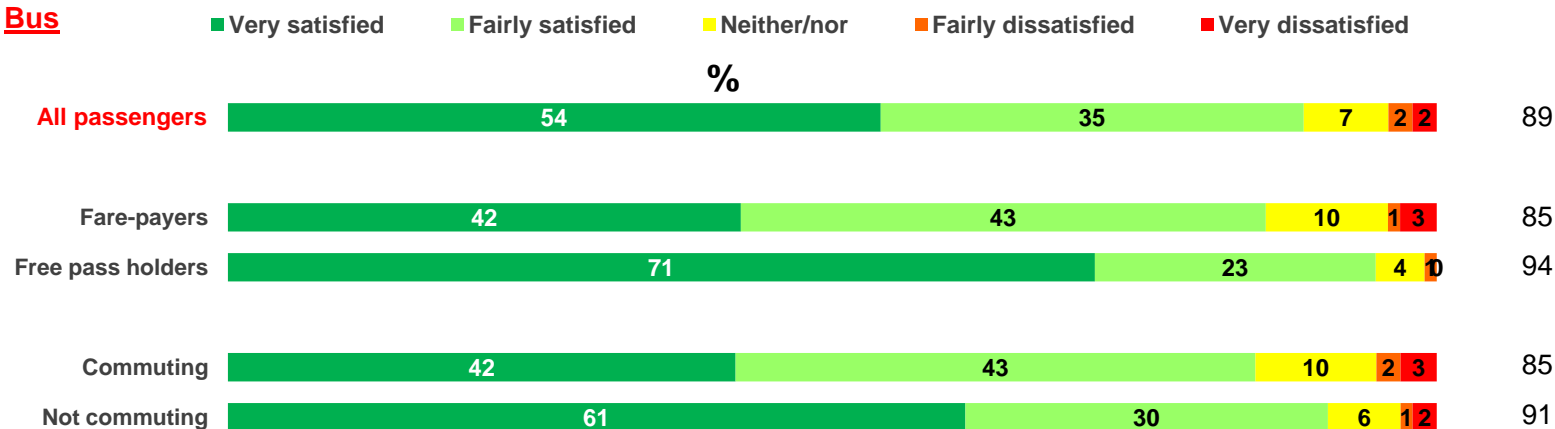
## Tram Passenger Survey – Blackpool

Both visitors and residents gave high satisfaction scores. Visitors were slightly more satisfied (99%) than residents (96%)

### Tram



### Bus



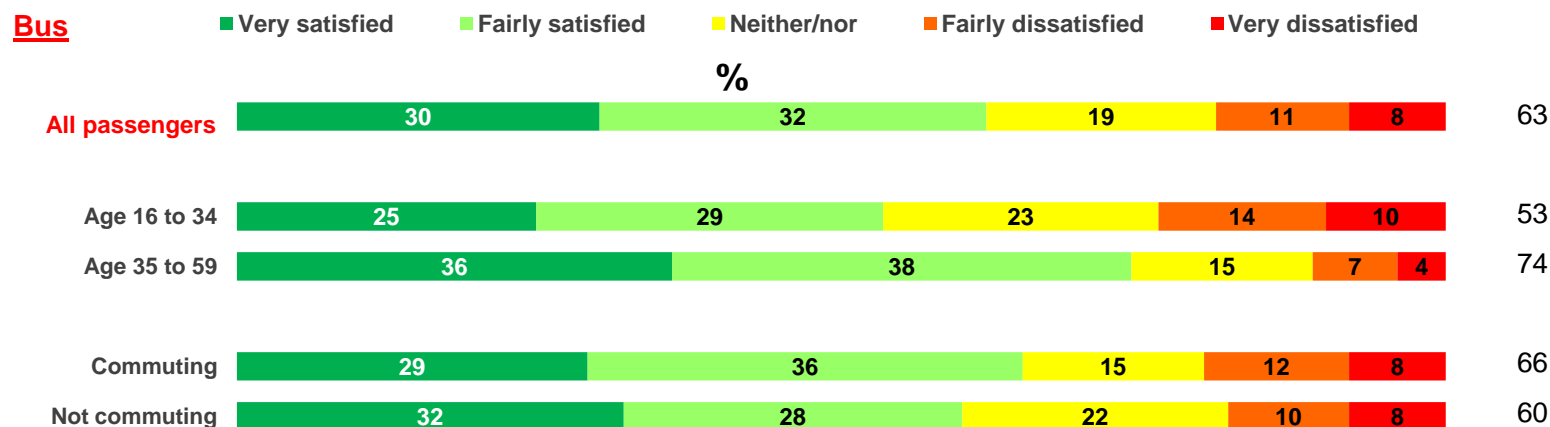
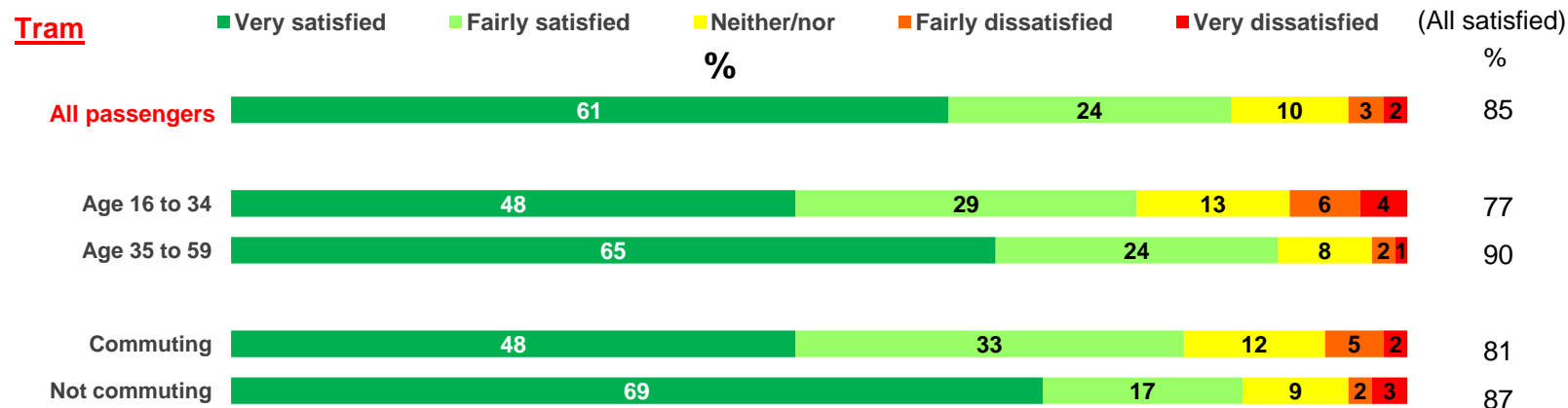
Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey today?

Base (all passengers): 723, 543

# Value for money – fare-payers only

## Tram Passenger Survey – Blackpool

Amongst visitors to Blackpool over nine in ten (92%) were satisfied with value for money, compared to 83 percent of residents



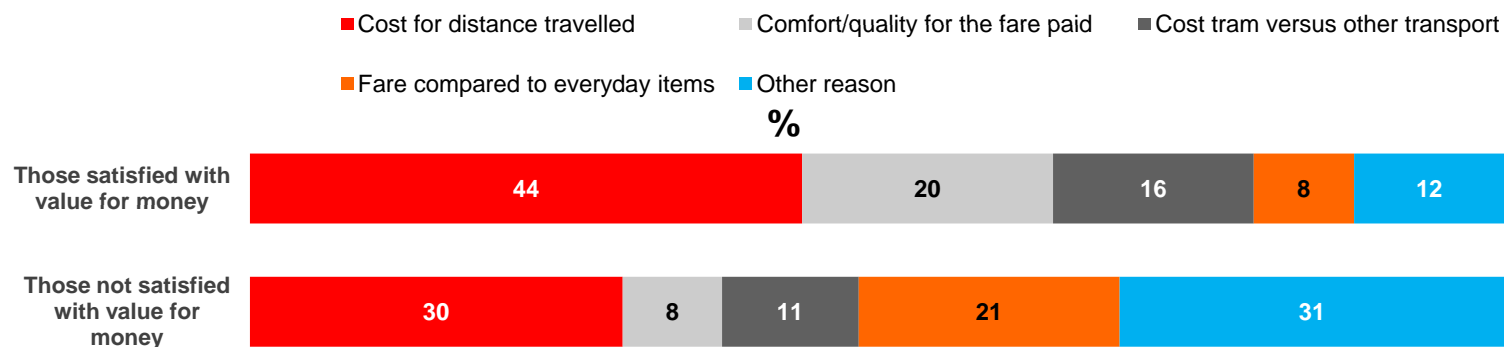
Q. How satisfied were you with the value for money of your journey?

Base (all fare paying passengers): 429, 236

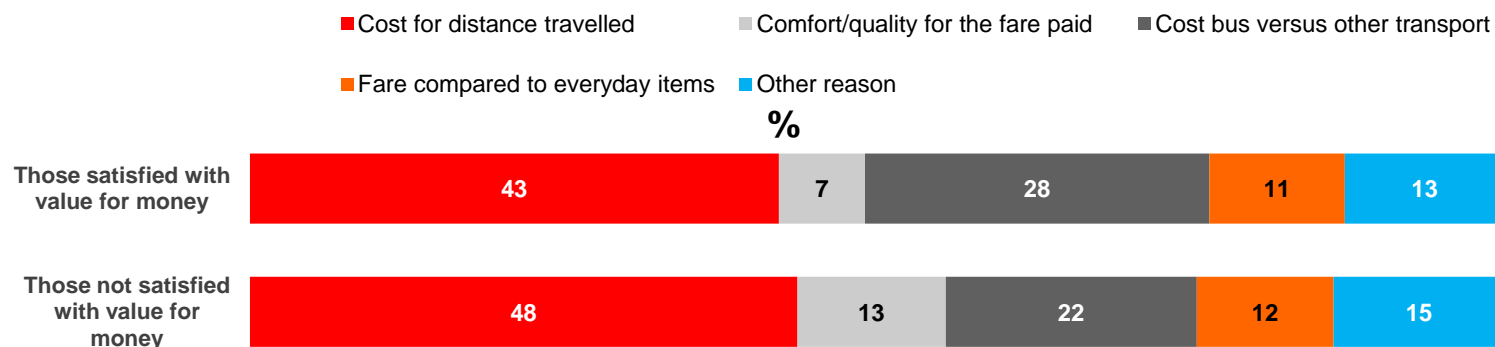
# What influenced value for money rating

## Tram Passenger Survey – Blackpool

### Tram



### Bus



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

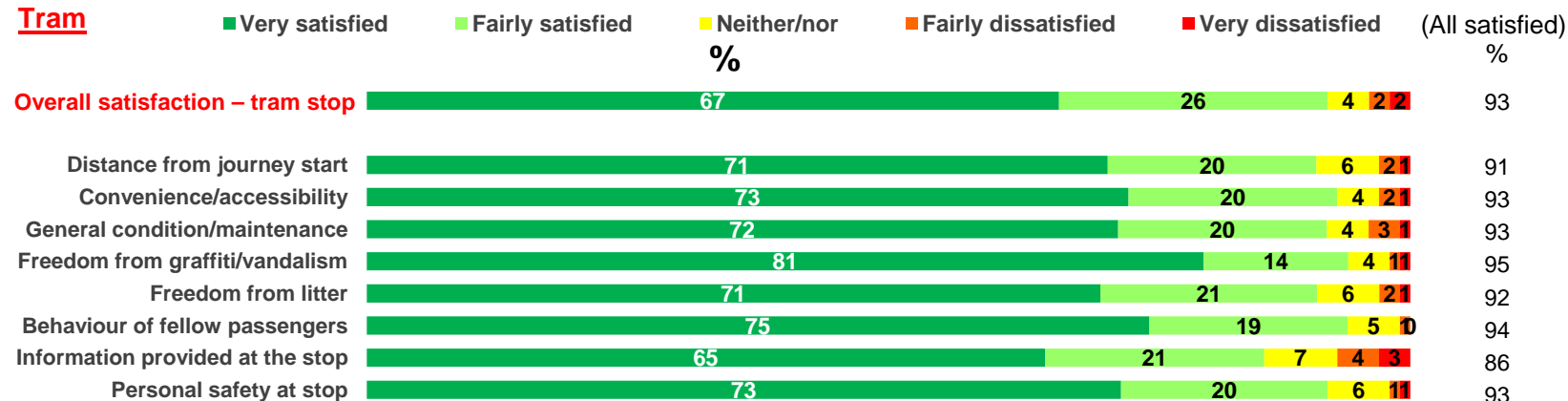
Q. What had the biggest influence on the 'value for money' rating you gave in the previous question?

Base (all fare paying passengers): 415, 204

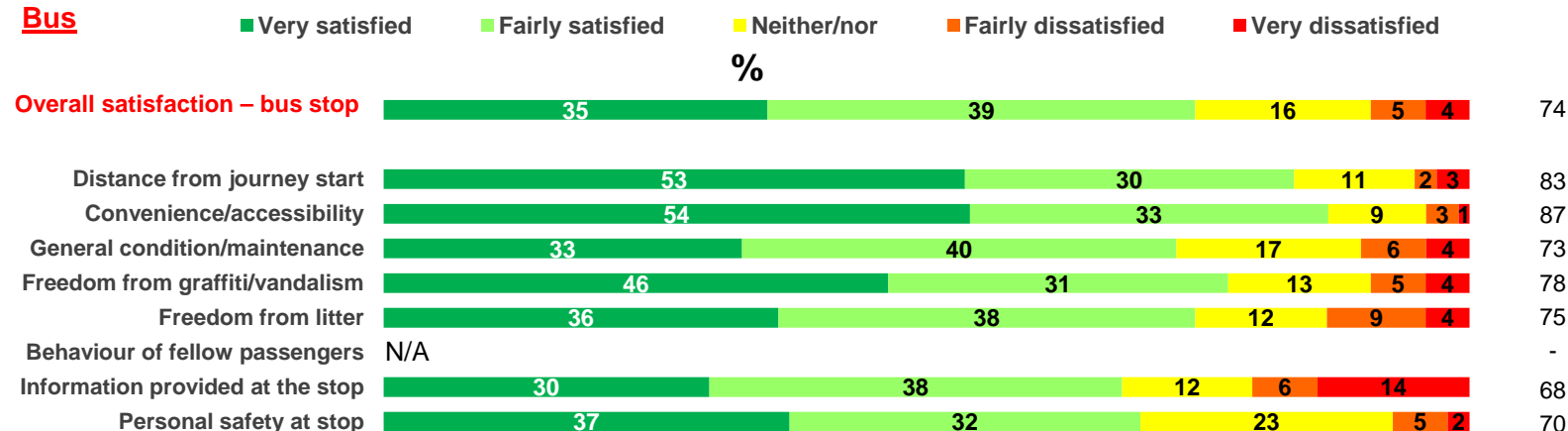
# Satisfaction – with the tram/bus stop

## Tram Passenger Survey – Blackpool

### Tram



### Bus



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:

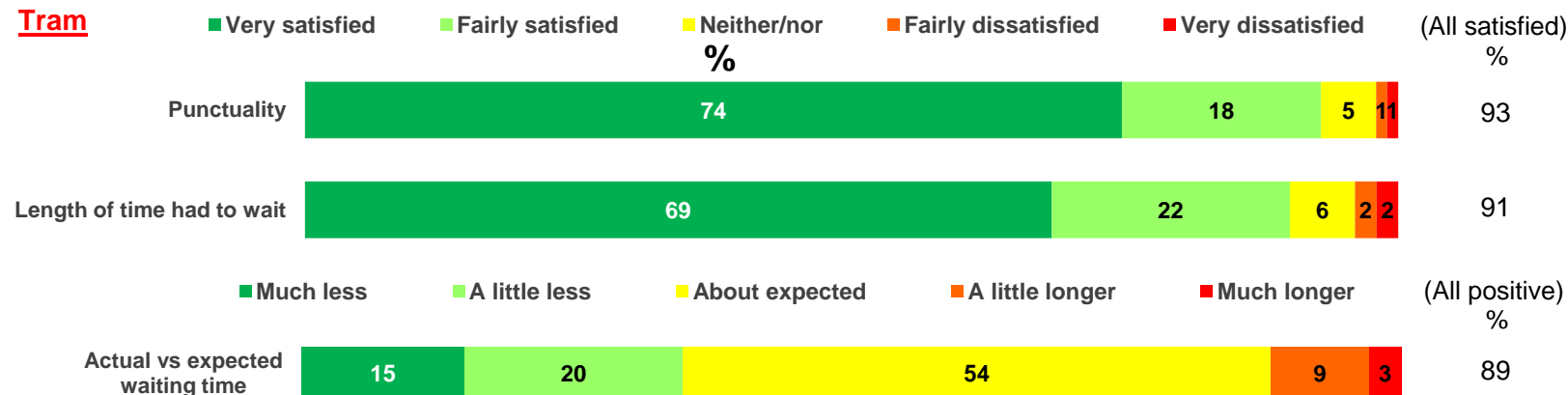
Base (all passengers): 701, 530



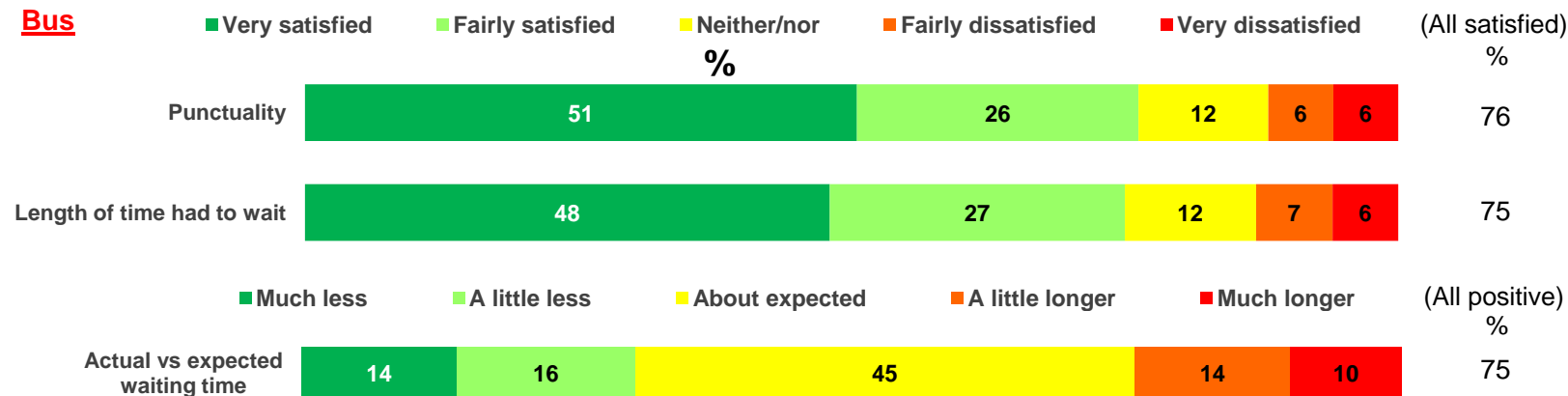
# Satisfaction – with punctuality of the tram/bus

## Tram Passenger Survey – Blackpool

### Tram



### Bus



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?

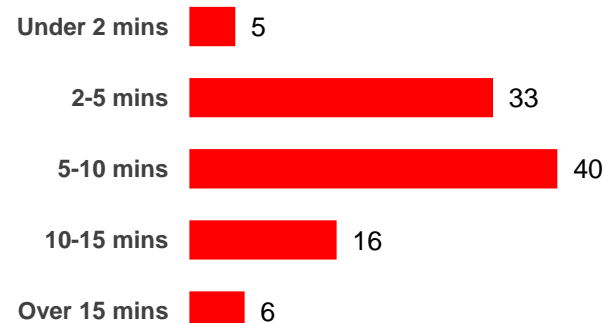
Base (all passengers): 715, 544

# Expected and reported waiting times

## Tram Passenger Survey – Blackpool

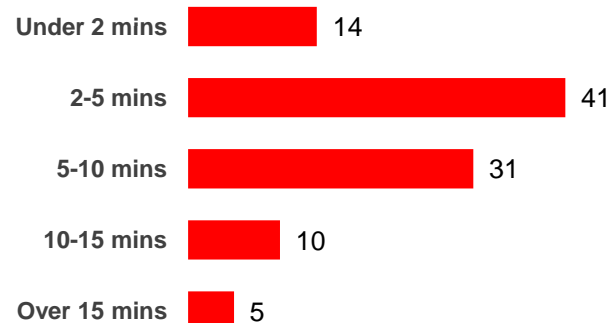
### Tram

Expected tram waiting time  
%



*Average expected waiting  
time 7 minutes*

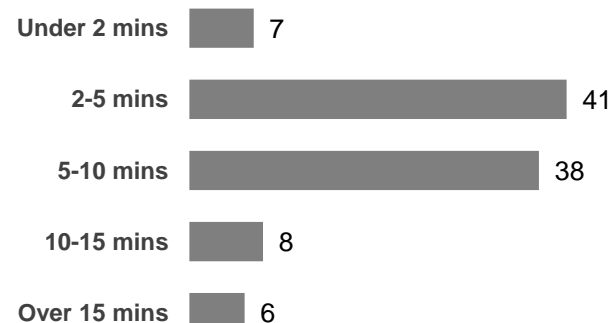
Reported tram waiting time  
%



*Average reported waiting  
time 6 minutes*

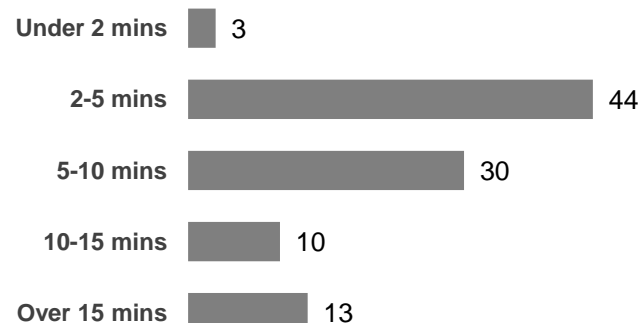
### Bus

Expected bus waiting time  
%



*Average expected waiting  
time 8 minutes*

Reported bus waiting time  
%



*Average reported waiting  
time 9 minutes*

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

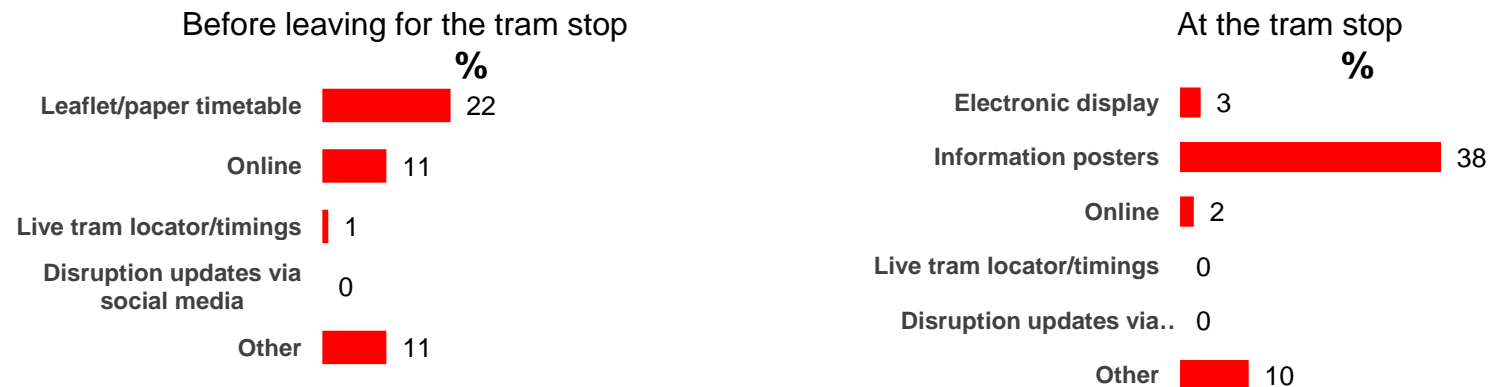
Q. Approximately, how long did you wait for your tram/bus

Base (all passengers): 701, 562

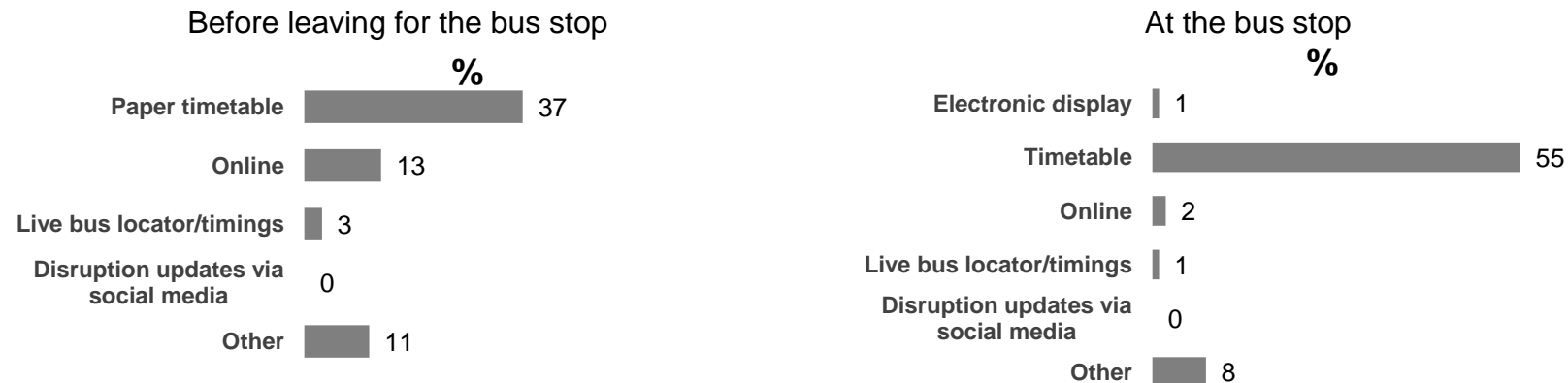
# How passengers checked tram/bus times

## Tram Passenger Survey – Blackpool

**Tram** 30 percent of Blackpool tram passengers did not check to find out when the tram was meant to arrive



## Bus

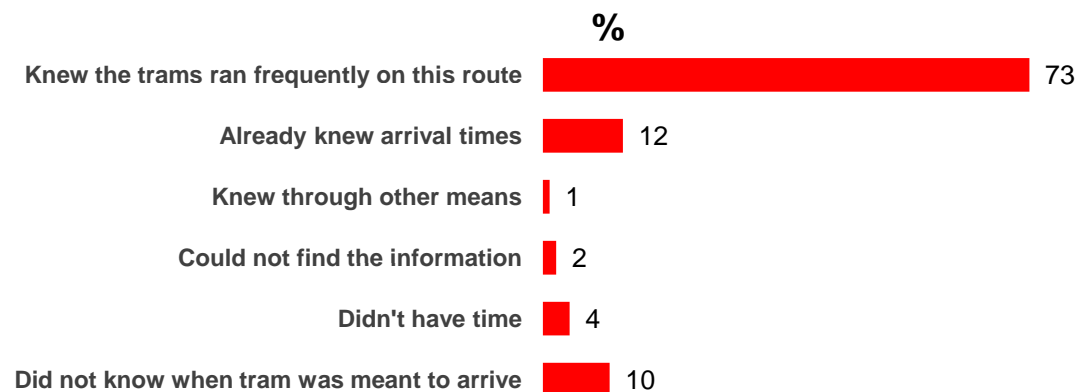


Q. Did you check any of the following to find out when the tram/bus was meant to arrive?  
Base (all passengers): 704, 379

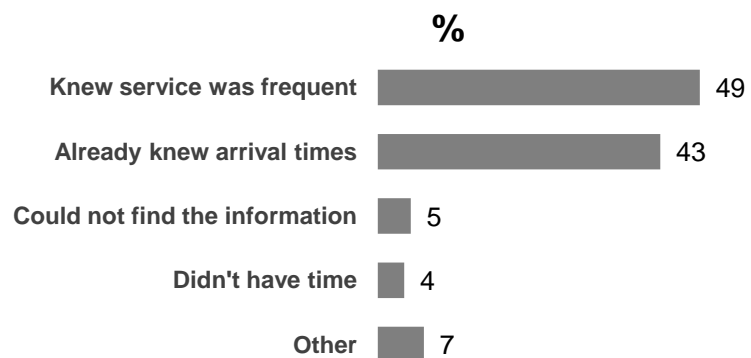
# Why passengers did not check tram times

## Tram Passenger Survey – Blackpool

### Tram



### Bus

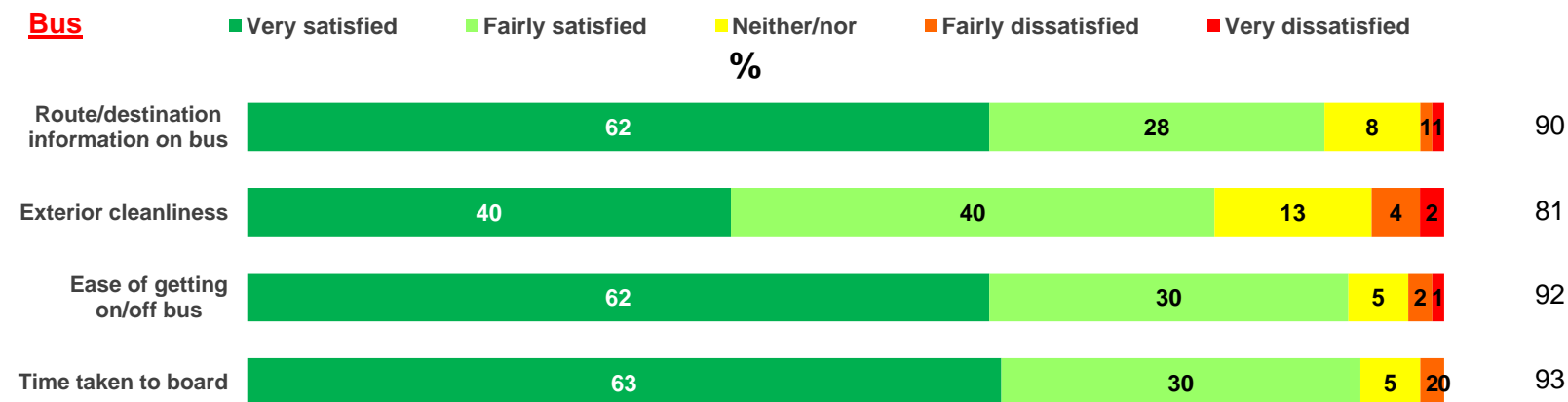
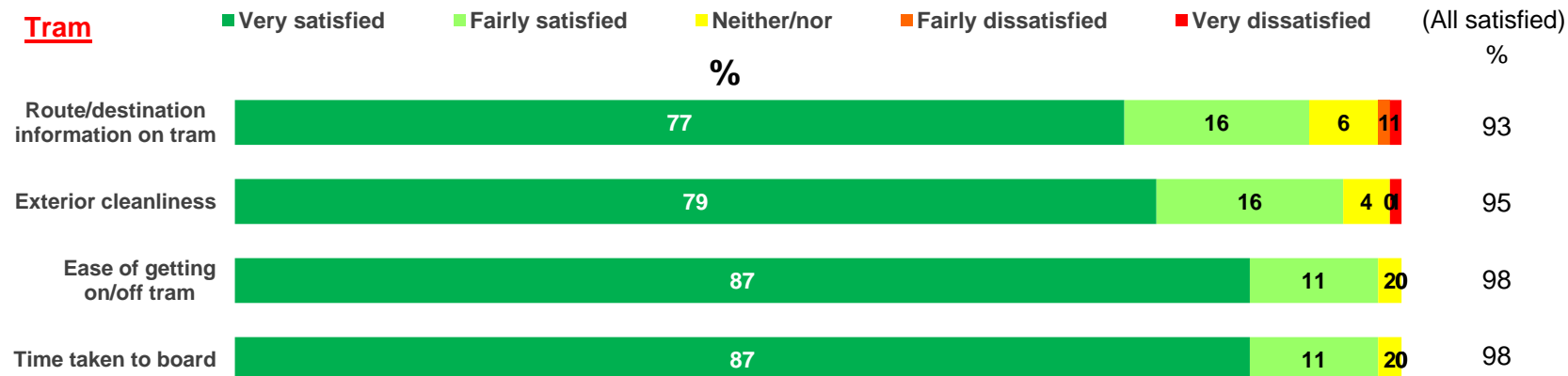


Q. If you did not check to find out when the tram/bus was meant to arrive, why was this?

Base (all not checking tram arrival information): 212, 164

# Satisfaction – with start of journey

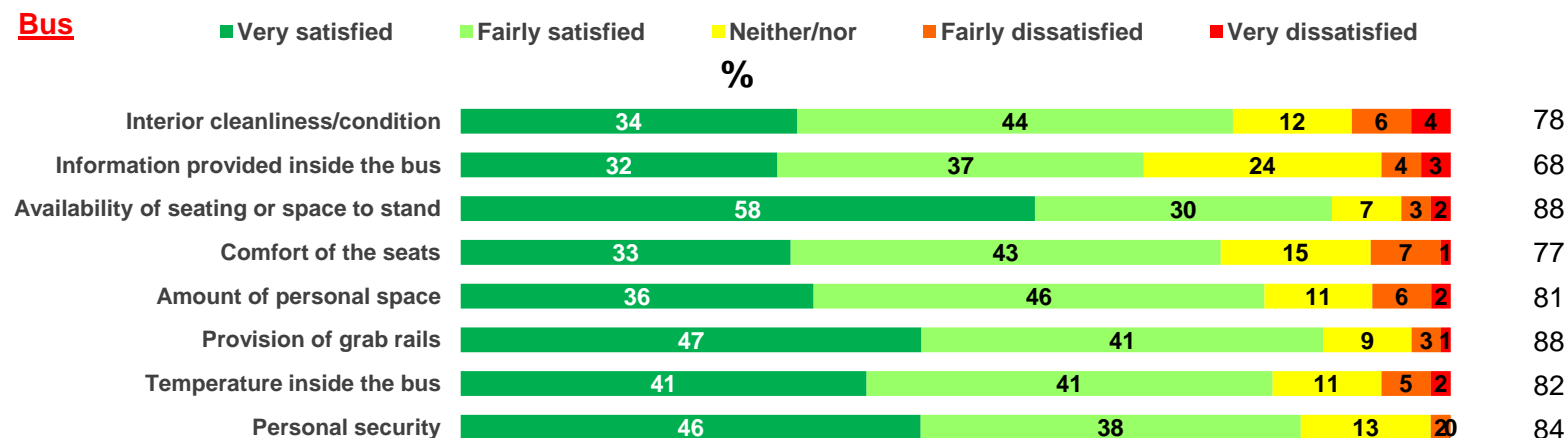
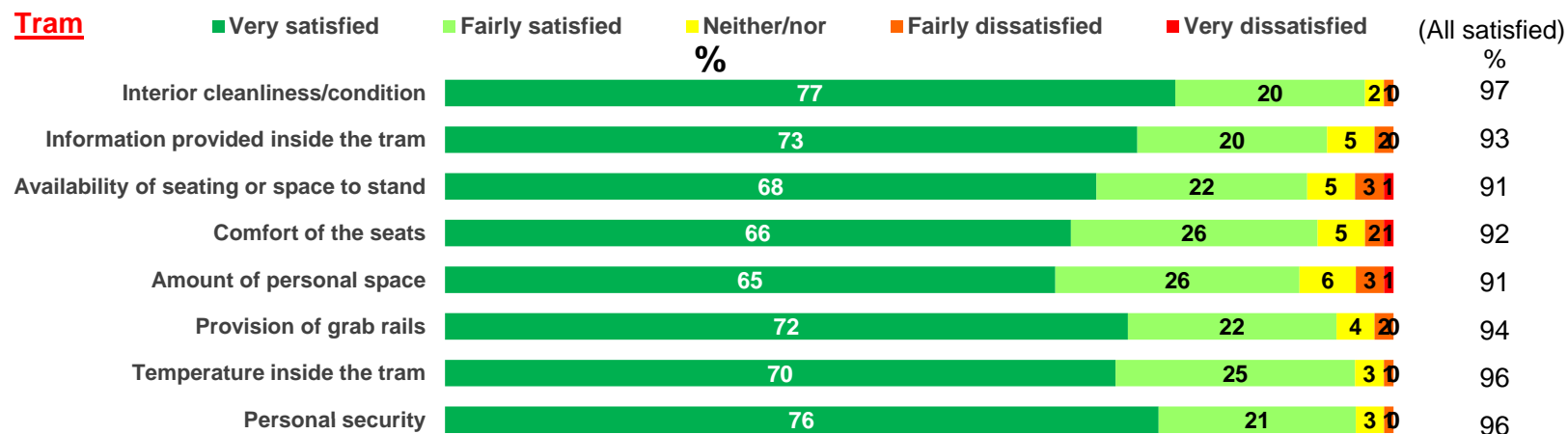
## Tram Passenger Survey – Blackpool



Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:  
Base (all passengers): 719, 521

# Satisfaction – on the tram/bus

## Tram Passenger Survey – Blackpool

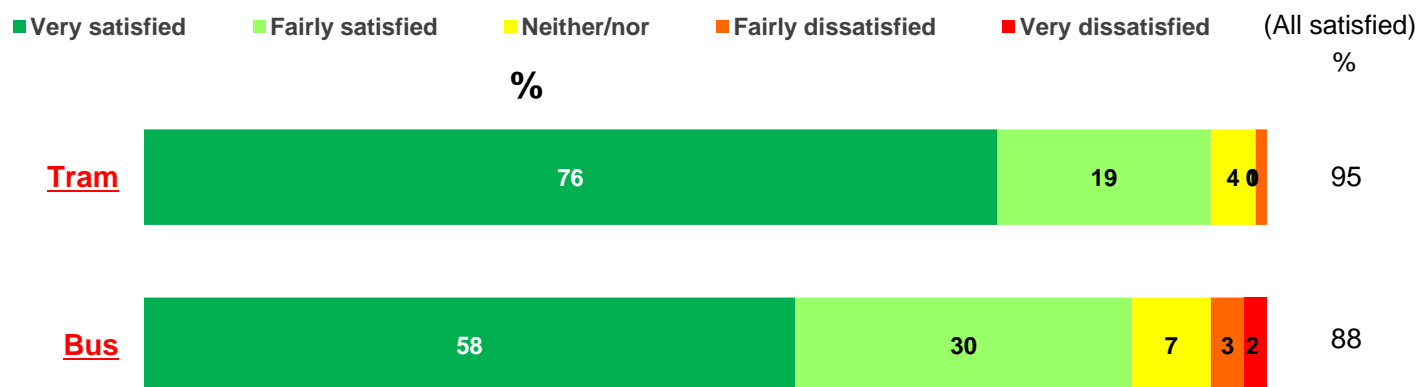


Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:

Base (all passengers): 718, 535

# Satisfaction – with on-vehicle journey time

## Tram Passenger Survey – Blackpool



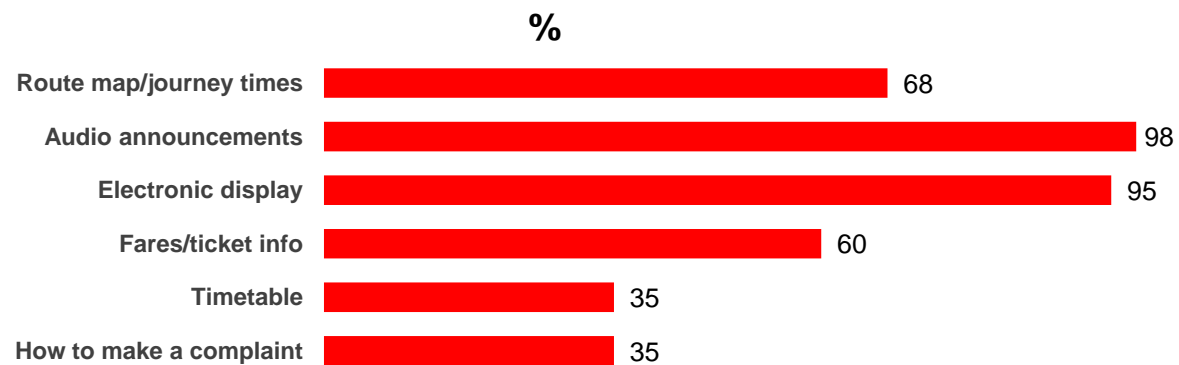
Q. How satisfied were you with the amount of time your journey on the tram/bus took?

Base (all passengers): 716, 548

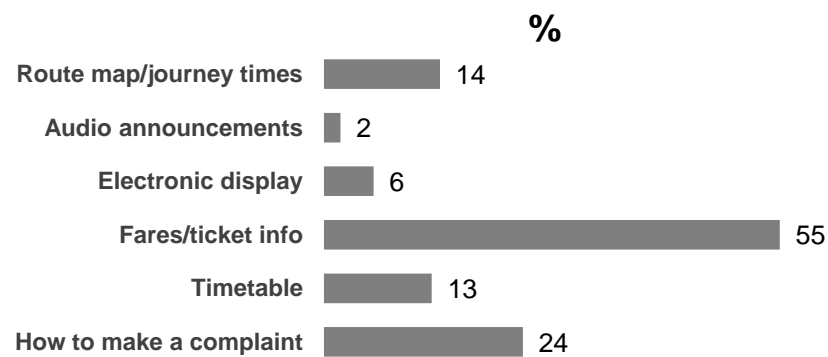
# Availability of information inside the tram/bus

## Tram Passenger Survey – Blackpool

### Tram



### Bus



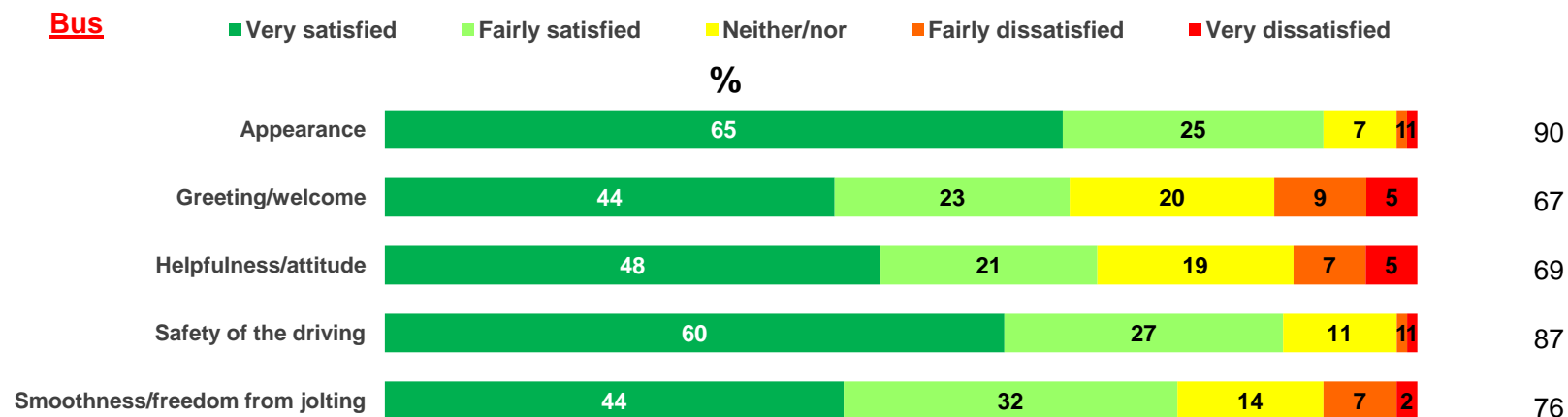
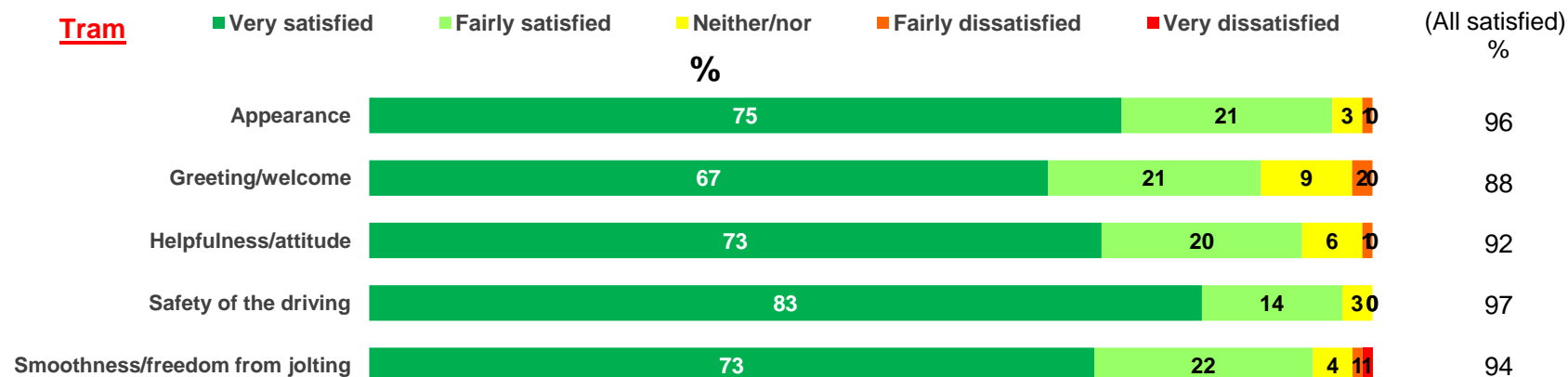
Q. Were any of these items of information present on the tram/bus?

Base (all passengers): 702, 142



# Satisfaction – with tram staff/bus driver

## Tram Passenger Survey – Blackpool



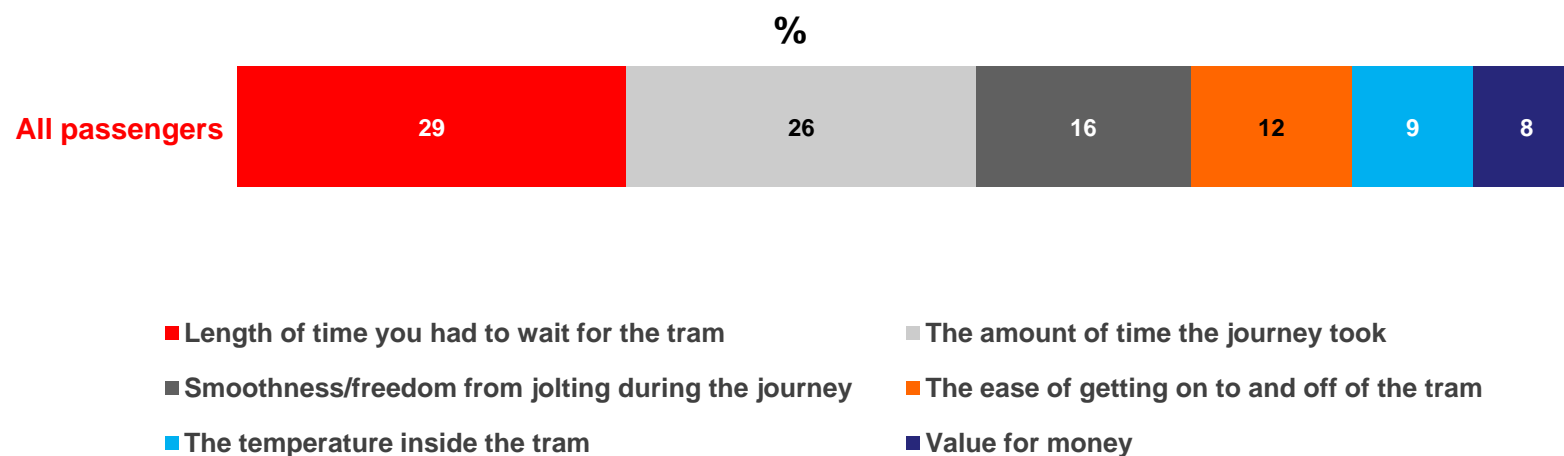
TPS: Q. Thinking about any tram staff you encountered on your journey, please indicate how satisfied you were with each of the following:

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

Base (all passengers): 720 , 513

# Key factors that drive passengers to be very satisfied

## Tram Passenger Survey – Blackpool



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): 443

# Experience of delays

## Tram Passenger Survey – Blackpool

2 percent of Blackpool passengers experienced a delay. Typical length of delay was 7 minutes

### Main reasons for delay

- Tram waiting too long at stops
- Poor weather
- Tram failure
- Signal/points failure
- Time it took passengers to board/pay
- Planned engineering works

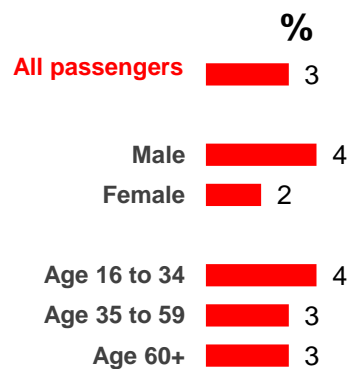
TPS: Q. Why was your journey delayed?

Base (all experiencing a delay): 12 caution small base

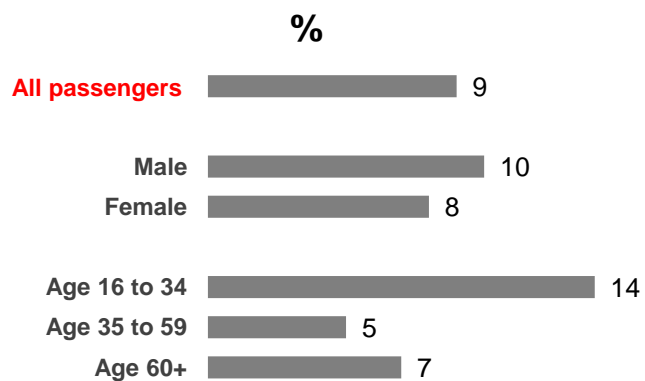
# Worry or concern at other passengers' behaviour

## Tram Passenger Survey – Blackpool

### Tram



### Bus



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

Base (all passengers): 720, 549

# Types of worrying/concerning behaviour

## Tram Passenger Survey – Blackpool

Main types of worrying/concerning behaviour:

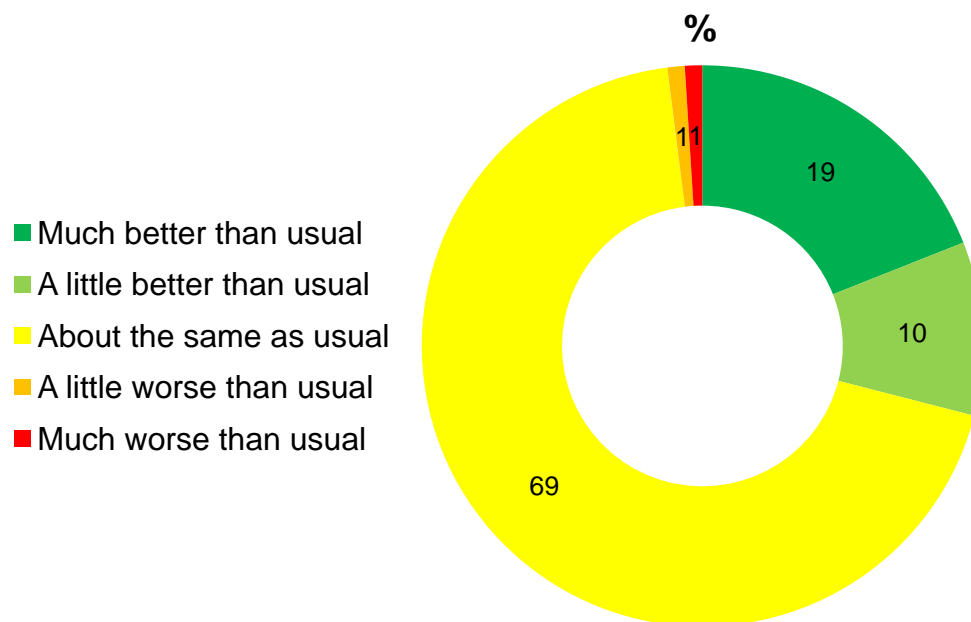
- Feet on seats
- Passengers under the influence of alcohol
- Rowdy behaviour
- Passengers under the influence of drugs
- Loud use of mobiles
- Passengers not paying fares
- Passengers playing loud music
- Abusive or threatening behaviour
- Smoking

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

Base (all experiencing worrying/concerning behaviour): 18 caution small base

# Whether journey was better or worse than usual

## Tram Passenger Survey – Blackpool



Q. If you have used the tram before, how typical would you say today's experience was?

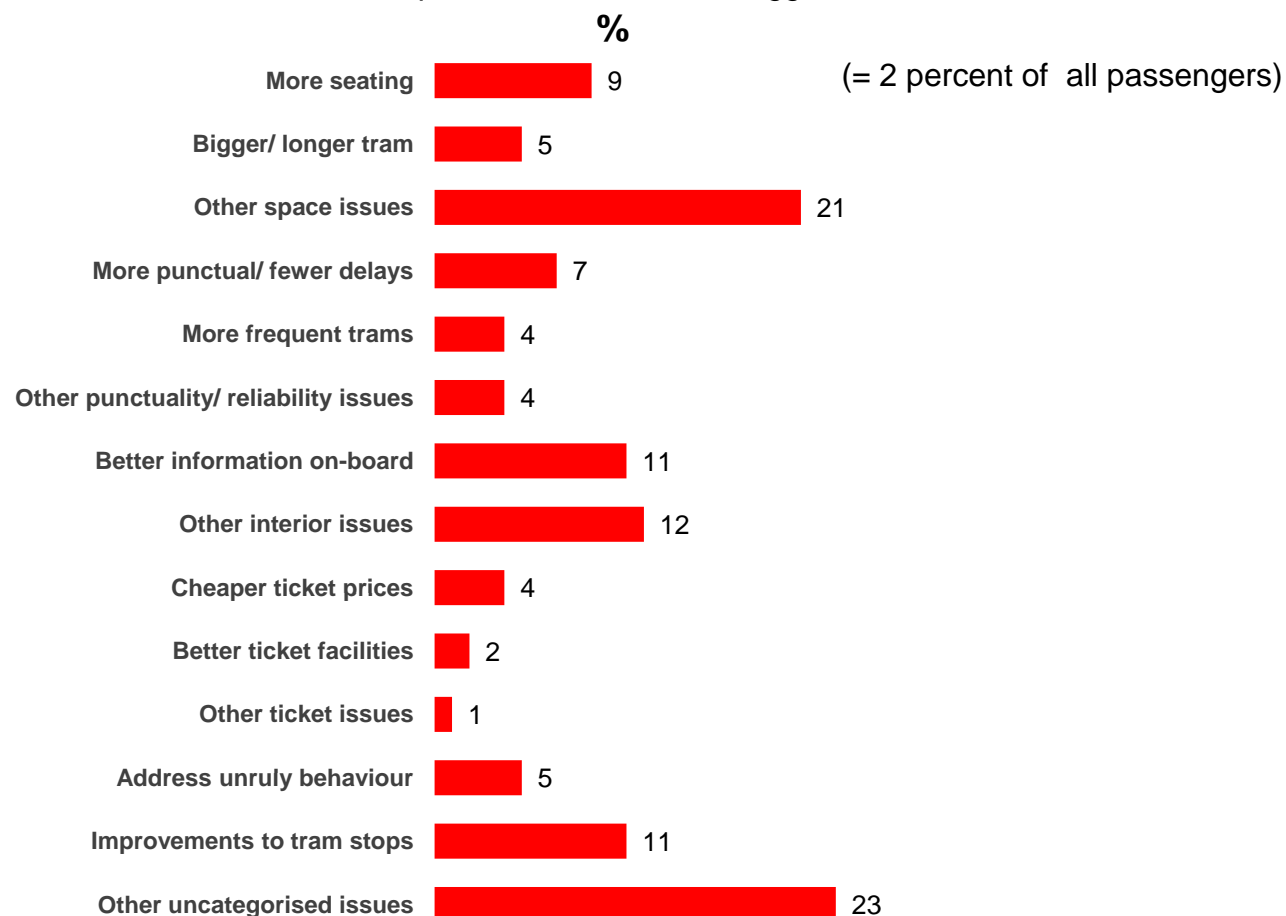
Base (all previously using a tram): 619

# Suggested improvements spontaneously mentioned by passengers

## Tram Passenger Survey – Blackpool

75 percent of passengers could think of no improvement suggestions to make.

Of the 25 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): 172

# Suggested improvements to the Blackpool trams – passenger verbatims

## Tram Passenger Survey – Blackpool

The conductor should tell people to take their rubbish with them and not to put their feet on the seats. Also when the time tables change it would be helpful if the conductors could point this out a couple of days before.

A pleasant journey my only complaint was audio information was far too loud.

More information on tram windows.

Electronic displays at the tram stop telling me when the next tram would arrive - I live in Nottingham and we have this information which is extremely useful.

More seats when it's a busy weekend as lots of people had to stand and this caused problems.

Timetable information at stop – other passengers didn't know about timetable change.

No shelters at too many tram stops on the route.

An electronic display at the station would be nice showing how long before the tram is due. Brighton and Hove buses have this on major routes. Time to get some exercise by walking to the next stop before the bus comes. Could work with the trams.

The jolting when the tram is moving and the noise the trams make – that should have been a lot smoother and quieter.

I would have liked a simple timetable. The tram stop information board was difficult to understand.



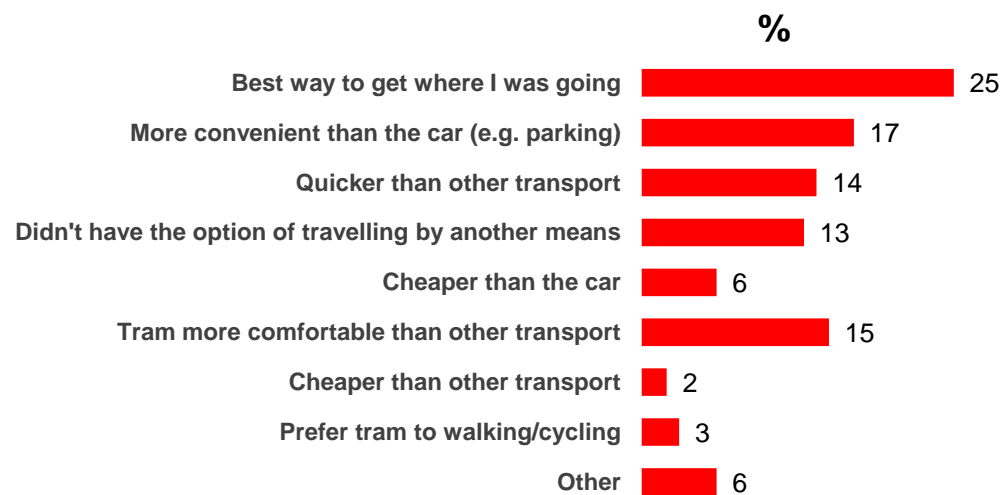
## Tram Passenger Survey (TPS) – Blackpool

### Tram usage

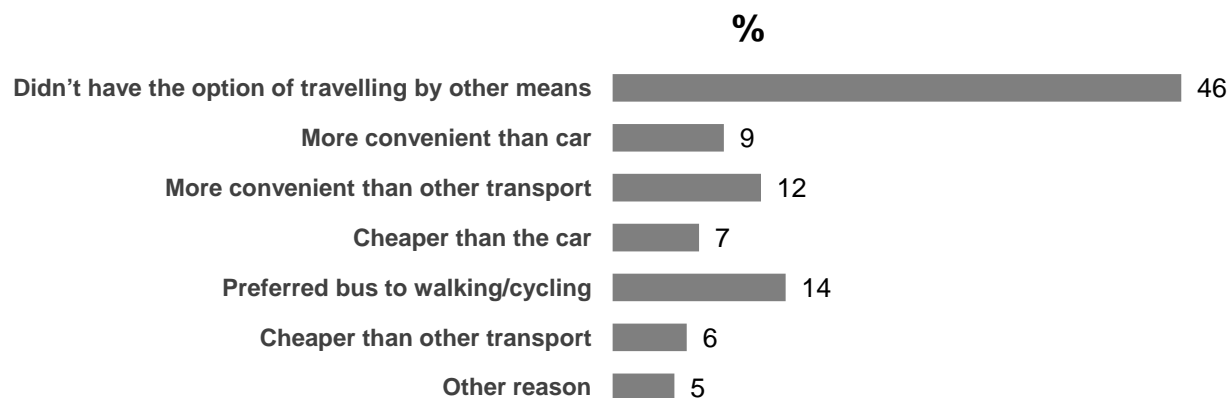
# Reasons for choosing the tram/bus

## Tram Passenger Survey – Blackpool

### Tram



### Bus

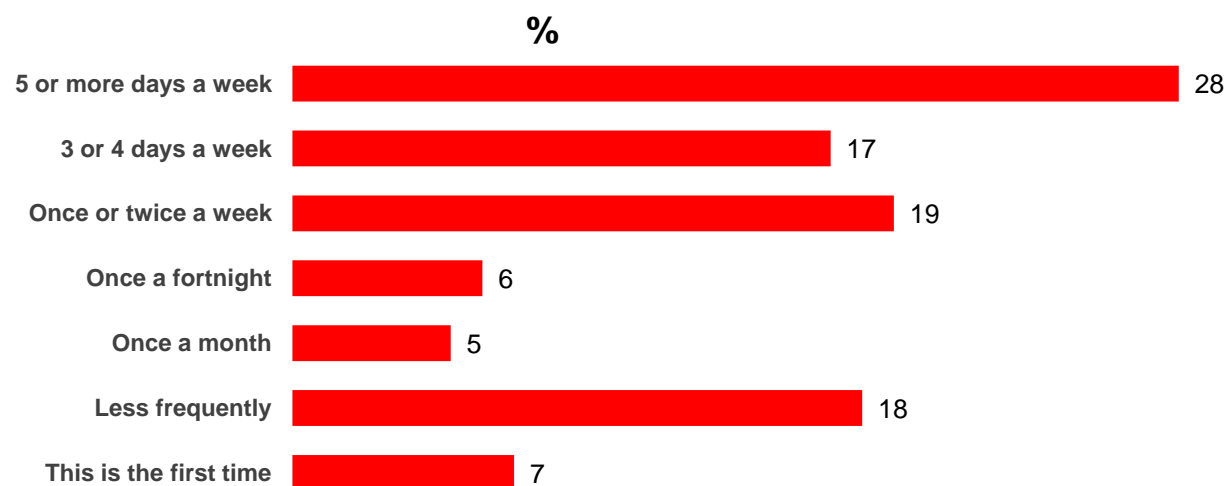


Q. What was the main reason you chose to take the tram/bus for this journey?

Base (all passengers): 702, 533

# Frequency of using Blackpool trams

## Tram Passenger Survey – Blackpool

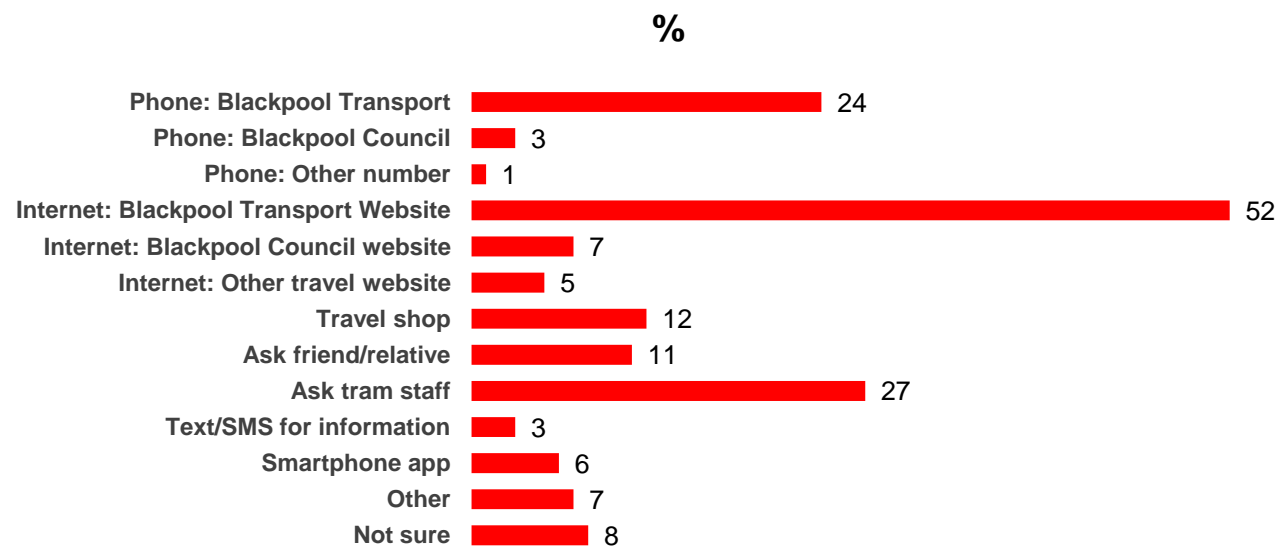


Q. How often do you typically travel by tram?

Base (all passengers): 666

# Sources for tram information

## Tram Passenger Survey – Blackpool



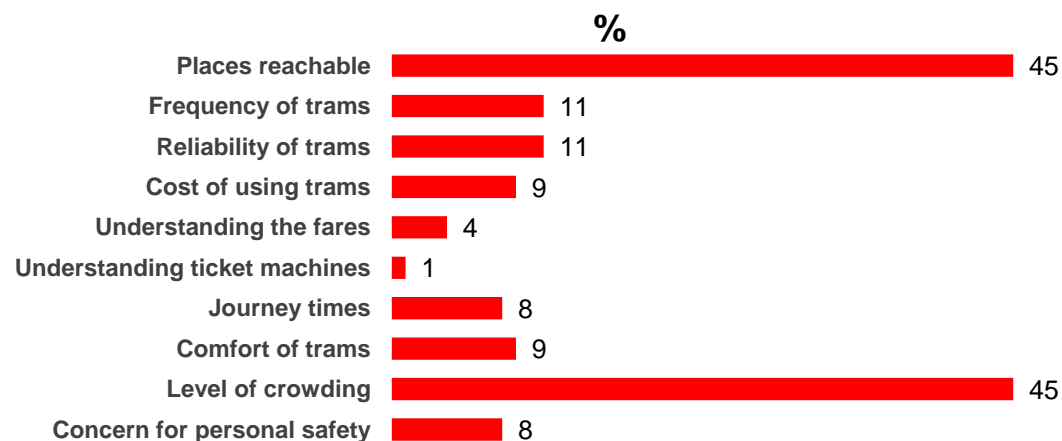
Q. If you needed information about your local tram services, e.g. times, fares, where would you obtain that information?

Base (all passengers): 702

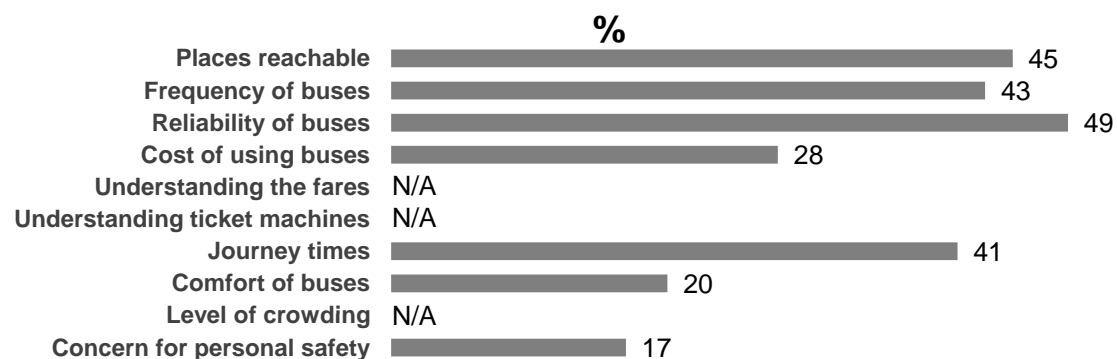
# Factors preventing more journeys being made

## Tram Passenger Survey – Blackpool

### Tram



### Bus

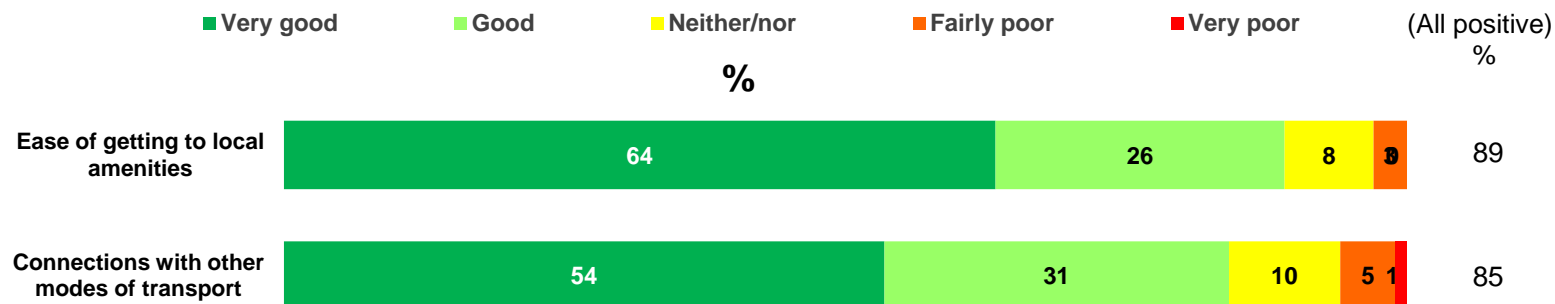
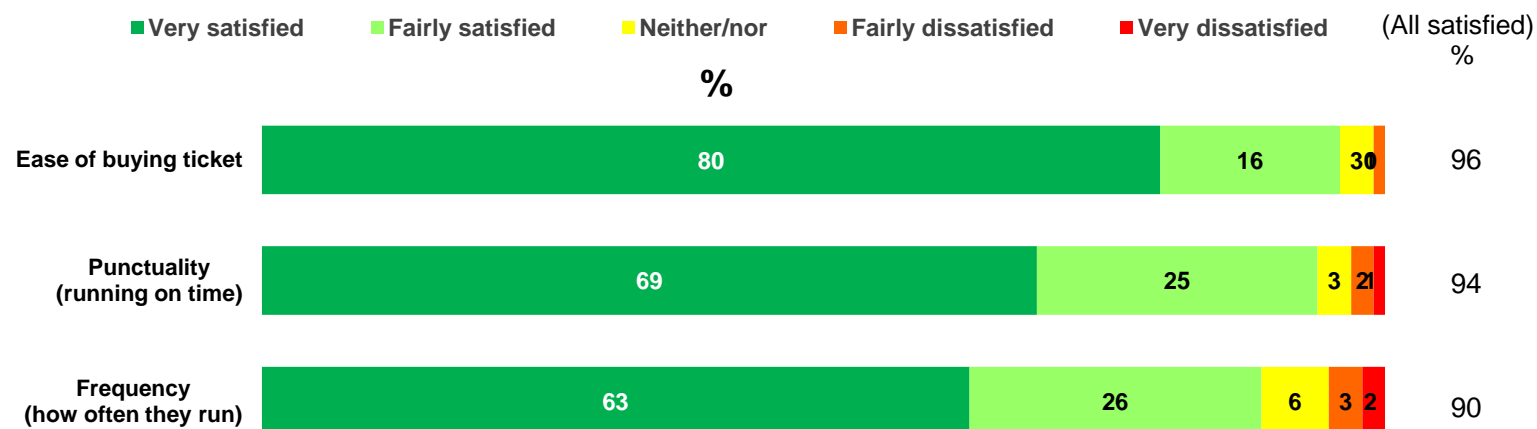


Q. Have any of the following frequently stopped you making journeys by tram/bus? (More than one answer permissible)

Base (all passengers): 355, 318

# Satisfaction – with trams generally

## Tram Passenger Survey – Blackpool



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): 696

## Tram Passenger Survey (TPS) – Blackpool

### Passenger and journey details

# Passenger profile

## Tram Passenger Survey – Blackpool

	Tram	Bus
<b>Age</b>	%	%
16-34	29	36
35-59	28	28
Over 60	44	36
<b>Access to private transport</b>		
Easy	35	12
Moderate	40	9
Limited/none	24	79
<b>Has a disability</b>		
Yes	20	35
<b>Ticket type</b>		
Free pass holders	36	33
Fare-payers	61	55

63 percent of visitors to Blackpool were aged over 60, compared to only 35 percent of residents

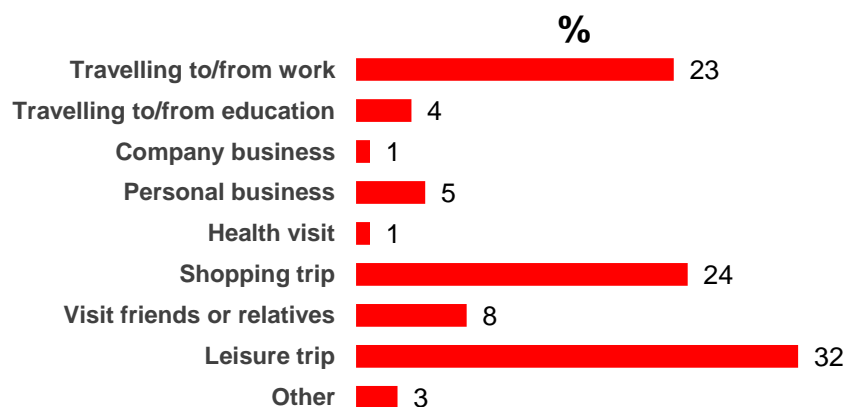
Base (all passengers): 725, 536



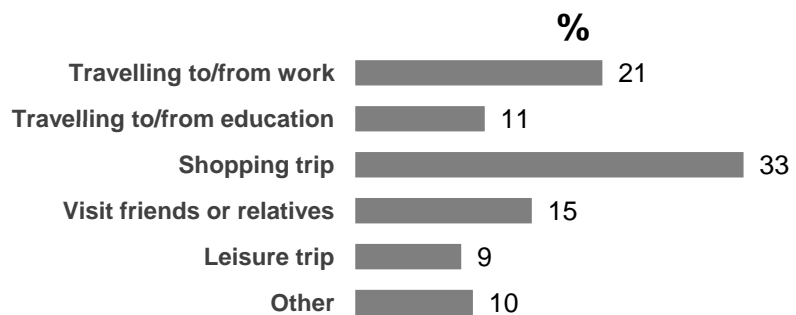
# Journey purpose (1)

## Tram Passenger Survey – Blackpool

### Tram



### Bus



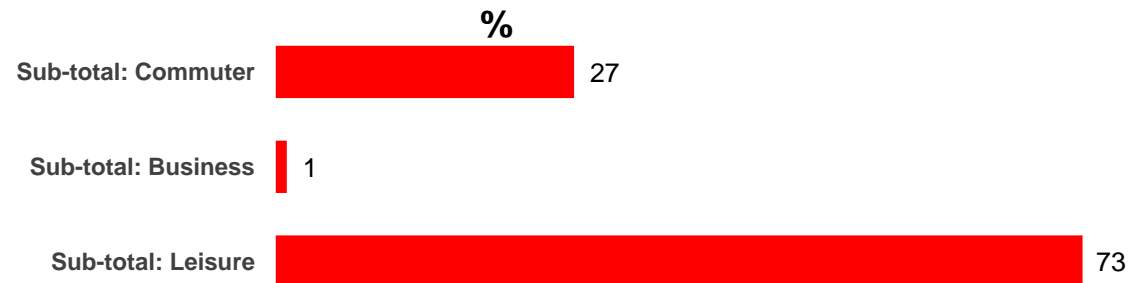
Q. What is the main purpose of your tram/bus journey today?

Base (all passengers): 702 , 539

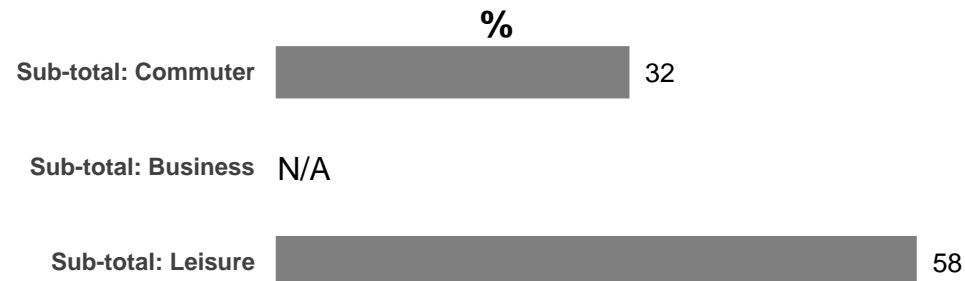
## Journey purpose (2)

### Tram Passenger Survey – Blackpool

#### Tram



#### Bus

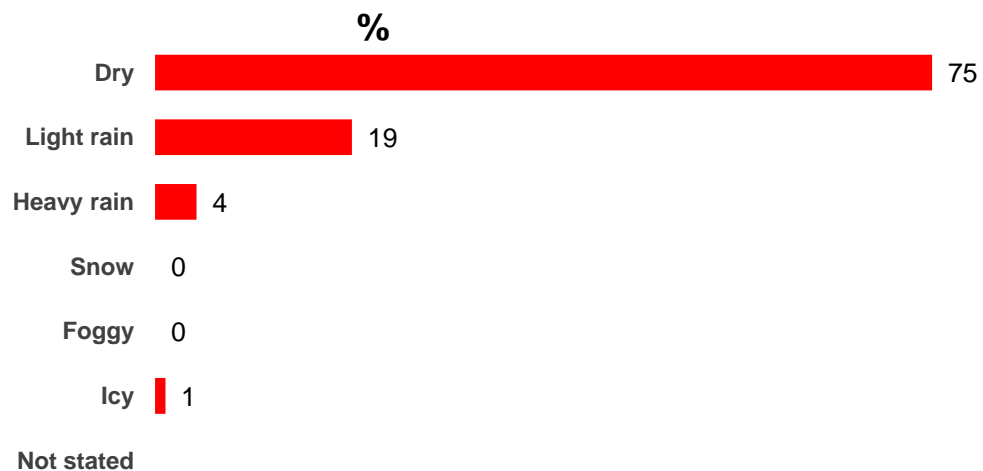


Q. What is the main purpose of your tram/bus/train journey today?  
Base (all passengers): 702, 539

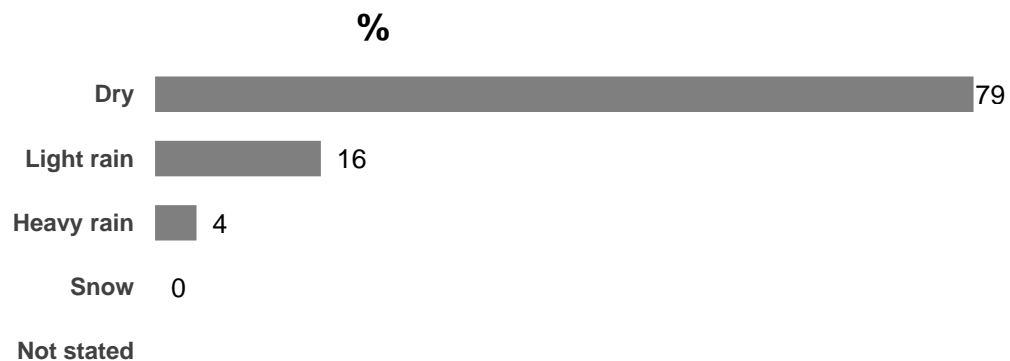
# Weather conditions when journey made

## Tram Passenger Survey – Blackpool

### Tram



### Bus



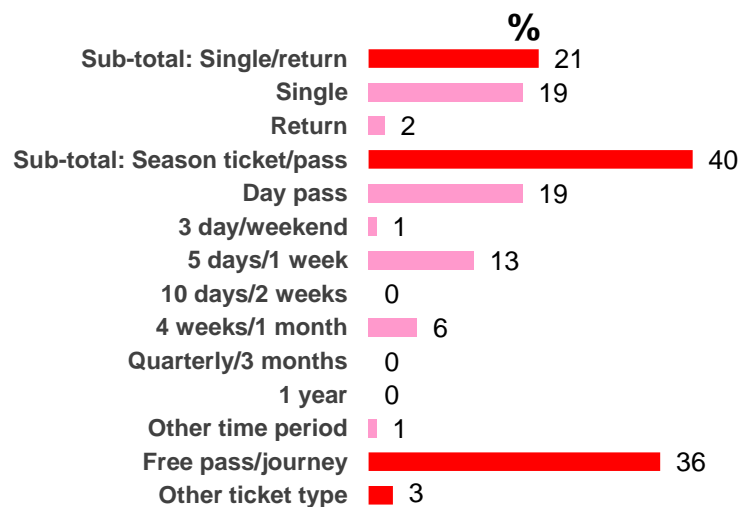
Q. What was the weather like when you made your journey ?

Base (all passengers): 704, 545

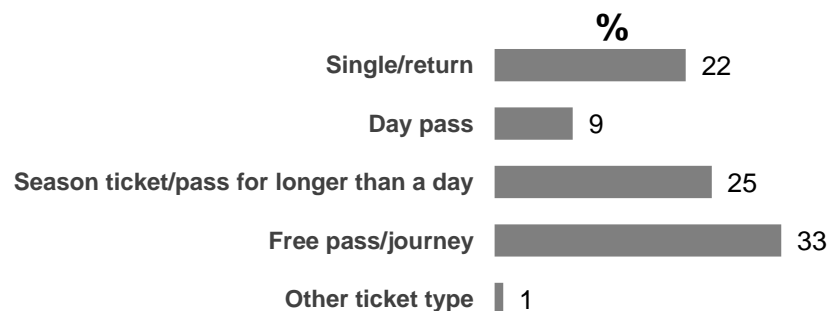
# Ticket type and modes of transport permitted

## Tram Passenger Survey – Blackpool

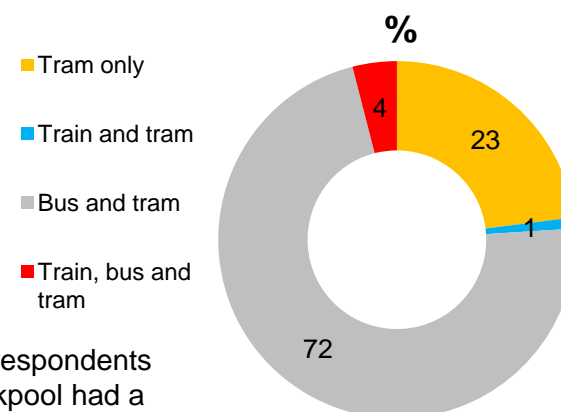
### Tram



### Bus



### Modes of travel ticket allows



Almost half (48%) of the respondents who were visitors to Blackpool had a free pass, compared to 30 percent of residents

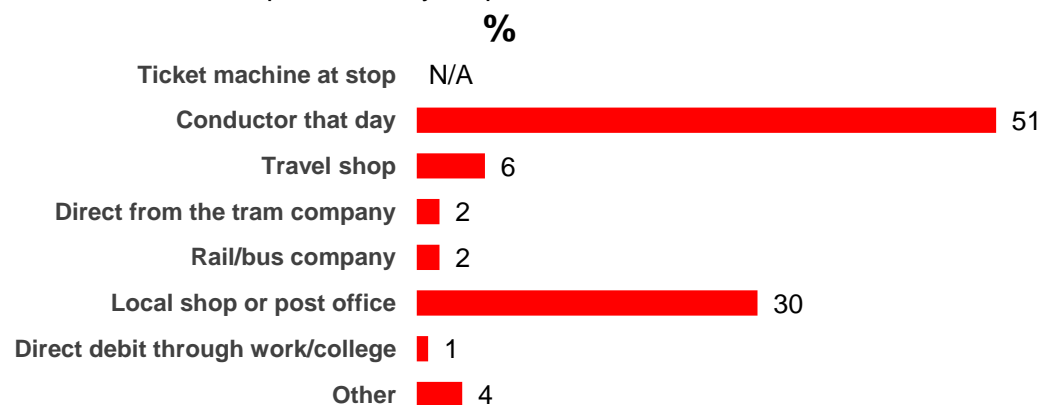
Q. What type of ticket/pass did you use for this tram/bus journey today?  
Base (all passengers): 722, 560

Q. What modes of transport does your ticket allow you to travel on?  
Base (all passengers): 714

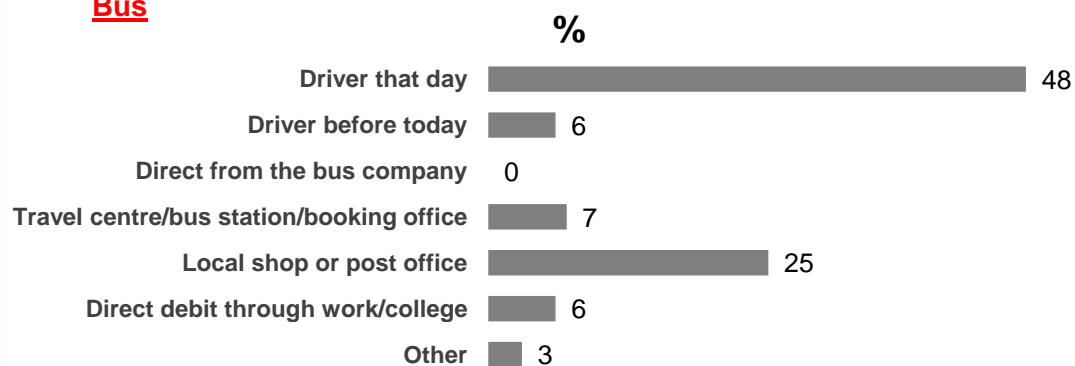
# Method of buying ticket and ticket format

## Tram Passenger Survey – Blackpool

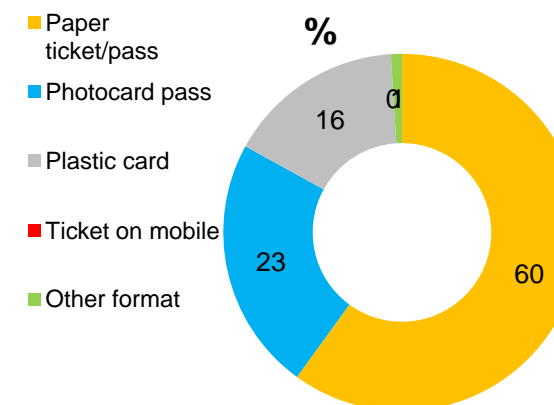
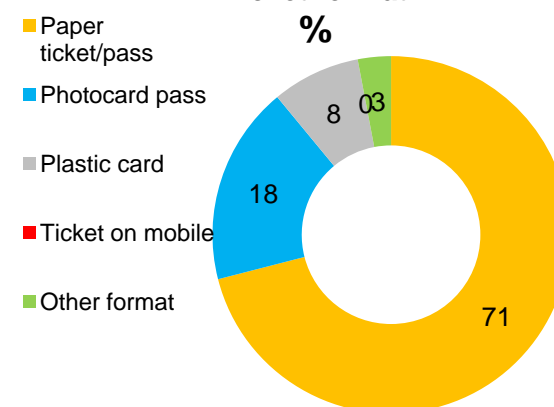
**Tram** 66 percent of visitors to Blackpool bought their ticket on board the tram from the conductor. This is compared to only 45 percent of residents



### Bus



### Ticket format



Q. How did you buy that ticket or pass?

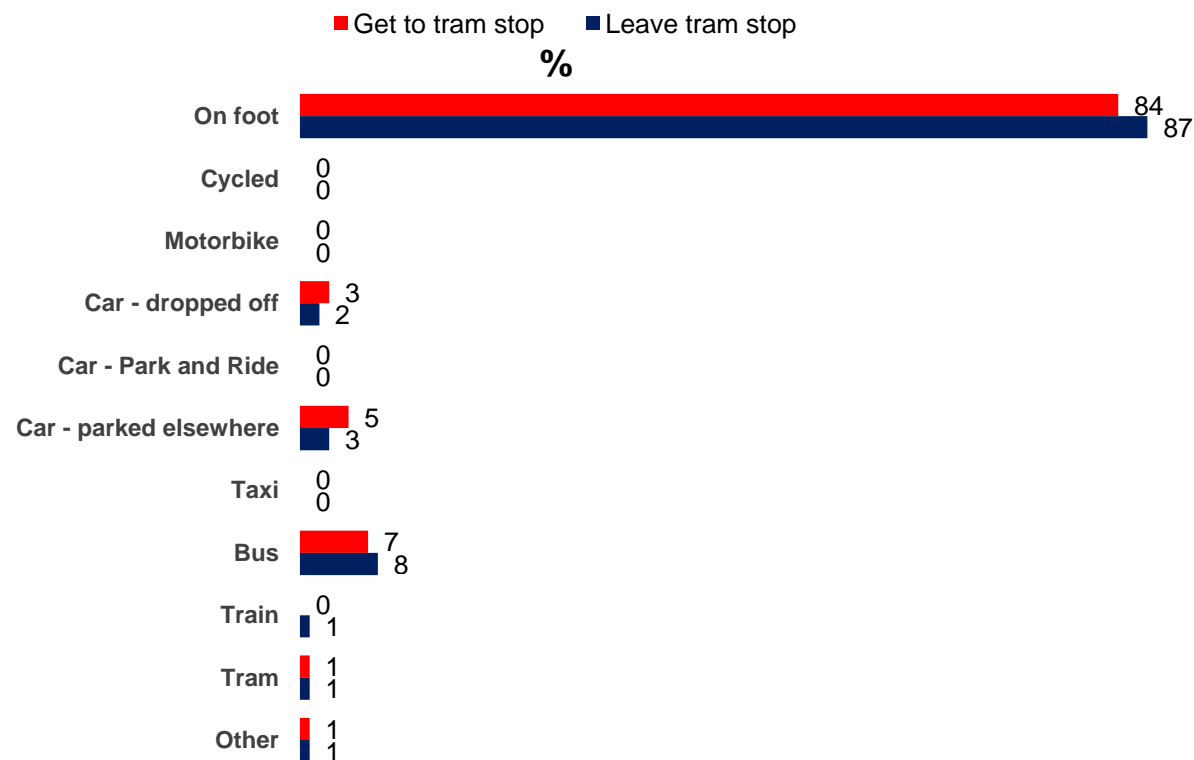
Base (all fare paying passengers): 425, 230

Q. In what format was your ticket?

Base (all passengers): 698, 520

# How got to and from the tram stop

## Tram Passenger Survey – Blackpool



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

Base (all passengers): 705

# Blackpool tram stops used by passengers surveyed

## Tram Passenger Survey – Blackpool

51 percent of passengers were on an outward journey, 44 percent on a return and 6 percent on a one-way trip

90 percent of passengers had a seat for their whole journey. 1 percent said they had to stand but would have liked to have a seat

Nearly all (98%) travelled on a regular tram rather than a heritage tram

Boarding	%
• Starr Gate	10
• North Pier	10
• Fleetwood Ferry	9
• Cleveleys	9
• Tower	8
• Fishermans Walk	5

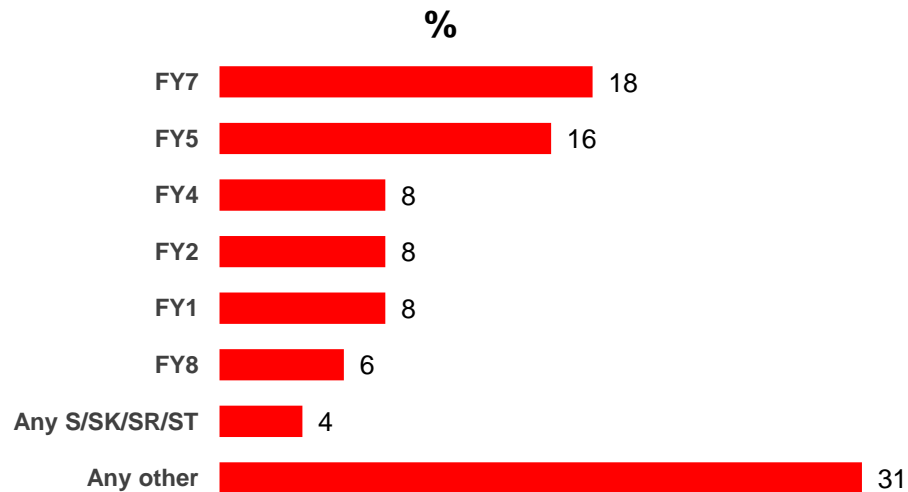
Alighting	%
• Cleveleys	13
• Tower	12
• North Pier	11
• Fleetwood Ferry	10
• Starr Gate	6
• Norbreck	4
• Bispham Sandhurst Avenue	4

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): 725

# Where Blackpool tram passengers live – by postcode

## Tram Passenger Survey – Blackpool



Q: What is your postcode?

Base (all passengers): 637



## Tram Passenger Survey (TPS) – Blackpool

### Appendix – Questionnaire

## Tram Passenger Survey (Blackpool)

Shift		Date	

Passenger Focus is the official, independent consumer organisation that represents Train, Bus and Tram passengers across England (except London).

To help us represent the views of passengers in your area we would appreciate a little of your time to complete this questionnaire about your tram journey today as part of our national Tram Passenger Survey. Tram companies, local authorities and Government pay close attention to the survey's results and the survey provides the evidence for us to seek improvements on your behalf.

To find out more about our work please visit [www.passengerfocus.org.uk](http://www.passengerfocus.org.uk). You can also follow us on Twitter @passengerfocus

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

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

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

### 1. About your journey

Q1a. At which stop did you board this tram?

Q1b. At which stop did you leave this tram?

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

		Hour			Mins
--	--	------	--	--	------

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

Q3a. What type of ticket or pass did you use for this journey? (Please tick one box only)

<u>Season Ticket/Saver</u>		<u>A free pass or free journey</u>	
1 day.....	<input type="checkbox"/>	elderly person's pass.....	<input type="checkbox"/>
3 day/weekend.....	<input type="checkbox"/>	Disabled person's pass.....	<input type="checkbox"/>
5 days/1 week.....	<input type="checkbox"/>	Complimentary/free ticket.....	<input type="checkbox"/>
10 days/2 weeks.....	<input type="checkbox"/>		
4 weeks/1 month.....	<input type="checkbox"/>	<u>Other ticket</u>	
Quarterly/3 months.....	<input type="checkbox"/>	Park and Ride.....	<input type="checkbox"/>
1 year.....	<input type="checkbox"/>	Family/Group ticket.....	<input type="checkbox"/>
Other time period (specify).....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
<u>Single/return ticket</u>			
Single ticket.....	<input type="checkbox"/>		
Return ticket.....	<input type="checkbox"/>		

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

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

1001001

Q4. In what format was your ticket?

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

Q5. How did you buy that ticket or pass?

From Conductor.....	<input type="checkbox"/>	From a local shop or post office.....	<input type="checkbox"/>
Direct from Blackpool Transport (website/phone).....	<input type="checkbox"/>	You had a free pass.....	<input type="checkbox"/>
Travel shop.....	<input type="checkbox"/>	Direct debit through work/college.....	<input type="checkbox"/>
Rail/bus company.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>

Q6. What is the main purpose of your tram journey today?

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

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

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

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

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

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

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

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

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

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

(Please tick one box only)		Quicker than other transport.....	<input type="checkbox"/>
Cheaper than the car.....	<input type="checkbox"/>	Best way to get where I am going.....	<input type="checkbox"/>
Cheaper than other transport.....	<input type="checkbox"/>	Tram more comfortable than other transport.....	<input type="checkbox"/>
More convenient than the car (e.g. parking).....	<input type="checkbox"/>	Prefer tram to walking/cycling.....	<input type="checkbox"/>
Didn't have the option of travelling by another means.....	<input type="checkbox"/>	Other (please specify).....	<input type="checkbox"/>

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

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

Q13. Please tell us whether your tram journey was on...

A modern tram..... ☐ Don't know..... ☐  
 A heritage tram..... ☐

## 2. About the tram stop where you boarded this tram

Q14. Thinking about the tram stop itself, how satisfied were you with the following?

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

Q15. Overall, how satisfied were you with the tram stop?

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

## 3. Waiting for the tram

Q16. Approximately, how long did you wait for your tram?

(Please write in the time in minutes)

Q17a. 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"/>

Q17b. 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"/>	

Q18. Approximately how long did you expect to wait for the tram?

(Please write in the time in minutes)

Q19a. Thinking about the time you waited for the tram today, was it...

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

Q19b. Were you able to board the first tram you wanted to travel on?

Yes..... ☐ No..... ☐

Q20. 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

Q21. 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"/>

Q22. 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"/>

Q23. 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 ..... ☐

Q24a. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?

Yes ..... ☐ No ..... ☐

Q24b. 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"/>

Q24c. If yes: What local area was the tram travelling through or at which stop was it when you were worried or concerned?

Q25a. Was your tram journey today delayed at all?

Yes ..... ☐ No ..... ☐

Q25b. 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"/>	
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"/>	

Q26. If yes: By approximately how long was your journey today delayed?

(Please write in the time in minutes)

Q27. 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"/>	<input type="checkbox"/>
Audio announcements e.g. saying the next tram stop ..... <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An electronic display e.g. showing the next tram stop ..... <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about tickets/fares ..... <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A timetable ..... <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Details of how to make a complaint, if you had one ..... <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q28. Thinking about any tram staff you encountered on your journey, please indicate how satisfied you were with each of the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
The appearance of any staff ..... <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<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"/>	<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"/>	<input type="checkbox"/>

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

Q29. Overall, taking everything into account from start to end of this journey, how satisfied were you with your tram 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"/>

Q30. If something could have been improved on your tram journey today, what would it have been?

Q31. How satisfied were you with the value for money of your tram 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"/>

Q32. 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

Q33a. How would you rate tram services for the following:

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

[illegible]

Phone: Blackpool Transport.....	<input type="checkbox"/>	Ask friend/relative.....	<input type="checkbox"/>
Phone: Blackpool Council.....	<input type="checkbox"/>	Ask tram staff.....	<input type="checkbox"/>
Phone: Other number.....	<input type="checkbox"/>	Text/SMS for information.....	<input type="checkbox"/>
Internet: Blackpool Transport website.....	<input type="checkbox"/>	Smartphone app.....	<input type="checkbox"/>
Internet: Blackpool Council 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"/>		

5 or more days a week ..... ☐ Once a month ..... ☐  
3 or 4 days a week ..... ☐ Less frequently ..... ☐  
Once or twice a week ..... ☐ This is the first time I have ..... ☐  
Once a fortnight ..... ☐ used the tram in Blackpool ..... ☐

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

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

Male ☐ Female ☐

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"/>

Working full time (30+ hours)..... ☐ Retired ..... ☐  
Working part time (under 30 hours) ..... ☐ Full time student..... ☐  
Not working – seeking work ..... ☐ Other ..... ☐

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"/>

White ..... ☐ Chinese ..... ☐  
Mixed ..... ☐ Asian or Asian British ..... ☐  
Black or Black British ..... ☐ Other ethnic group ..... ☐

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 ..... ☐

All or most of the time ..... ☐      You don't have anybody you can ask..... ☐  
Some of the time ..... ☐      Not applicable ..... ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐ Live outside the UK ..... ☐

[illegible]

LONDON WC1V 7DA



Passenger**focus**  
putting passengers first