

Tram Passenger Survey (TPS) – Edinburgh Trams

Autumn 2014 results

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Research objectives

- To measure tram passenger journey satisfaction for six tram networks in Britain:
 - Blackpool
 - Edinburgh Trams
 - Manchester Metrolink – not including the Airport line which opened in November 2014
 - 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 Edinburgh Trams system, with relevant comparative data for bus and train for the Edinburgh City area.

Methodology – fieldwork

Tram Passenger Survey 2014 – Edinburgh Trams

Edinburgh Trams (TPS)

Fieldwork: 10 September to 27 November 2014

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: 596 interviews (531 paper and 65 online)

Bus (BPS) data for Edinburgh City area

Fieldwork: 10 September to 30 November 2014

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: 1226 interviews

Train (NRPS) data for Edinburgh City area

Fieldwork: 1 September to 9 November 2014

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: 451 interviews

The stations sampled in Autumn 2014 and the number of interviews (unweighted) achieved are shown below:

Edinburgh Waverley	395
Haymarket	27
Edinburgh Park	15
Newcraighall	9
Dalmeny	5

Methodology – data analysis

Tram Passenger Survey 2014 – Edinburgh Trams

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.

Edinburgh Trams was not part of TPS in 2013. An Autumn 2013 comparison is therefore not included in this report

Weighting: this was based on passenger count information collected by the interviewer during each interviewer shift. The weighting matrix used the following weighting cells:

- Tram network
- Age: 16-25, 26-59, 60+
- Gender: male, female
- Time/day travelled: weekday peak, weekday off peak and weekend

The full details of the weighting matrix can be found in the TPS Autumn 2014 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 Edinburgh Trams system



Tram Passenger Survey 2014 – Edinburgh Trams

Route map:



- The Edinburgh Trams route consists of 15 stops, running 8.7 miles between Edinburgh Airport and York Place
- It opened on 31st May 2014; no annual passenger journey data exists
- There are no conductors on board; tickets can be purchased from ticket vending machines at tram stops
- Tram stops have Passenger Information Displays
- Trams run every 8-10 minutes Monday to Saturday and every 12-15 minutes on Sundays
- There were no significant issues affecting tram services during the fieldwork period.

Tram Passenger Survey (TPS) 2014 – **Edinburgh Trams**

Summary

Summary of key findings (1)

Tram Passenger Survey 2014 – Edinburgh Trams

- Overall satisfaction for journeys on Edinburgh Trams is very high (95 per cent). This is consistent with the same measure on the Bus Passenger Survey (94 per cent) and considerably higher than the National Rail Passenger Survey (85 per cent). The high level of overall satisfaction is consistent across key passenger groups
- Amongst fare paying passengers eight out of ten (83 per cent) were satisfied with the value for money of their journey on Edinburgh Trams. This is the same as journeys for the bus (83 per cent) and higher than for the train (56 per cent)
- When evaluating whether a journey represents value for money, amongst those who are satisfied with value for money, the cost for the distance travelled is the most important factor. Amongst passengers who are not satisfied with value for money, the cost of the tram versus other modes of transport is most important
- The main factor that drives passengers to be very satisfied with their journey on Edinburgh Trams is the amount of time the journey takes, followed by the safety of the driving and the distance of the tram stop from the start of their journey. 86 per cent of passengers were satisfied with journey time, 94 per cent with the safety of driving and 82 per cent with the distance of the tram stop from the journey start.

Summary of key findings (2)

Tram Passenger Survey 2014 – Edinburgh Trams

- More than nine out of ten (94 per cent) Edinburgh Trams passengers were satisfied with the punctuality of the service
- Just over a quarter (27 per cent) spontaneously suggested an improvement to Edinburgh Trams. The most mentioned improvement was to have quicker journey times (25 per cent of those mentioning any improvement)
- Other improvements related to better ticket facilities and the tram interior
- The profile of Edinburgh Trams passengers is quite young, with 32 per cent in the 16-25 age group
- Just less than half (45 per cent) were using the tram for commuting reasons: 37 per cent for work and 8 per cent for education
- Due to the young profile of tram passengers only 11 per cent were travelling with a free pass. This compares to 28 per cent of bus users.

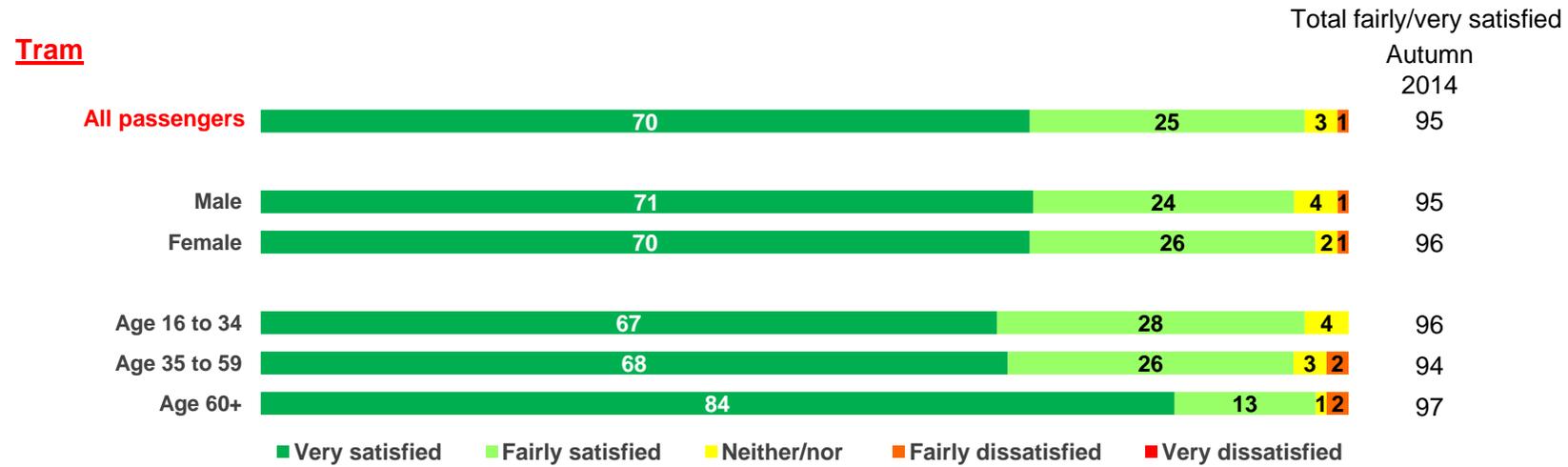
Tram Passenger Survey (TPS) 2014 – Edinburgh Trams

Journey Satisfaction

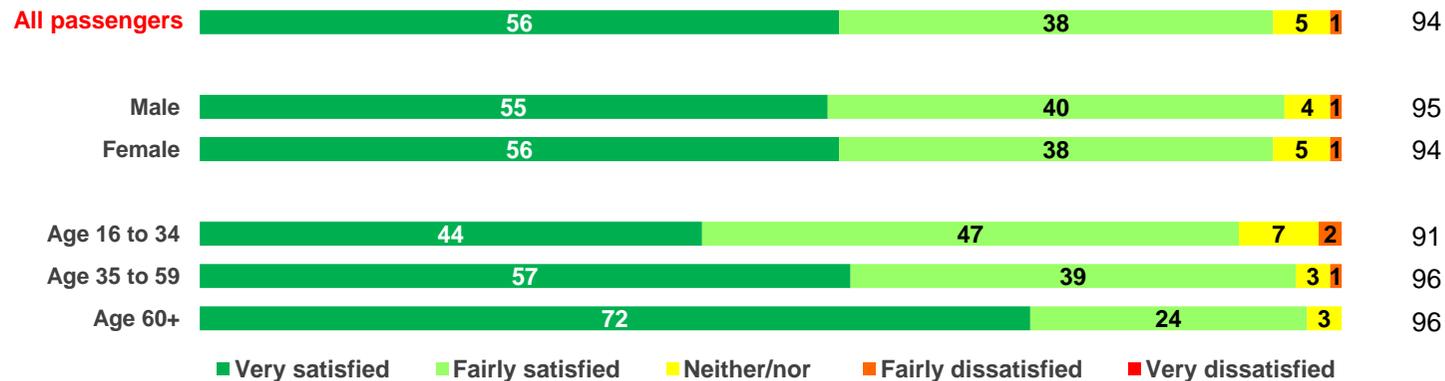
This section of the report includes comparisons between tram (TPS) and bus (BPS) where applicable. For further, selected comparisons with train (NRPS) please see Appendix 1

Overall satisfaction (%) – by gender and age

Tram Passenger Survey 2014 – Edinburgh Trams



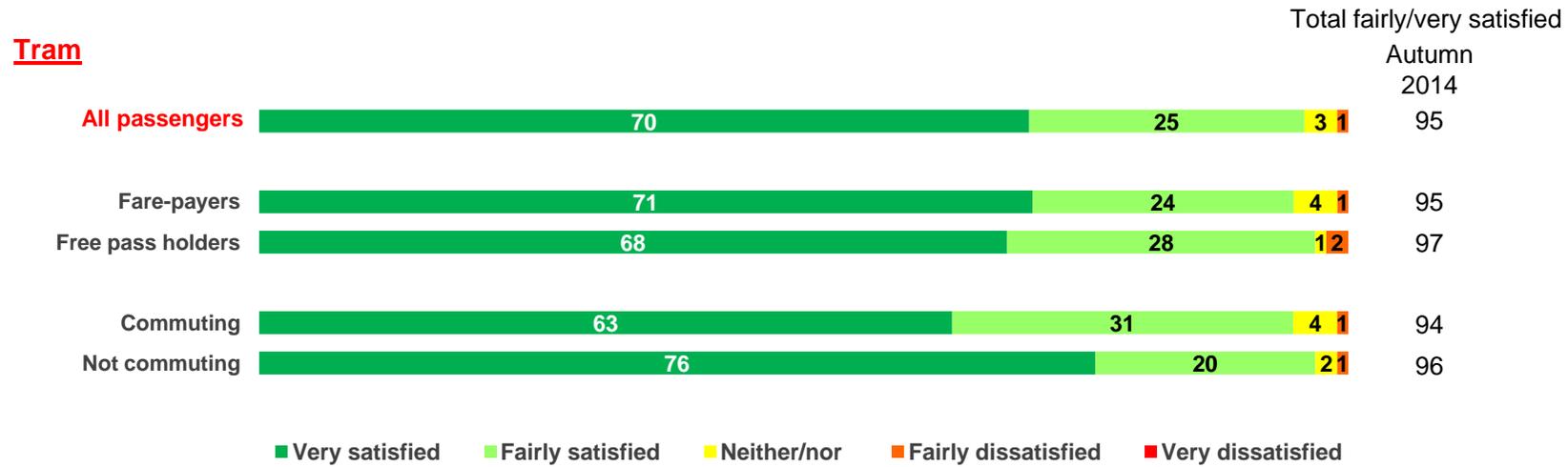
Bus



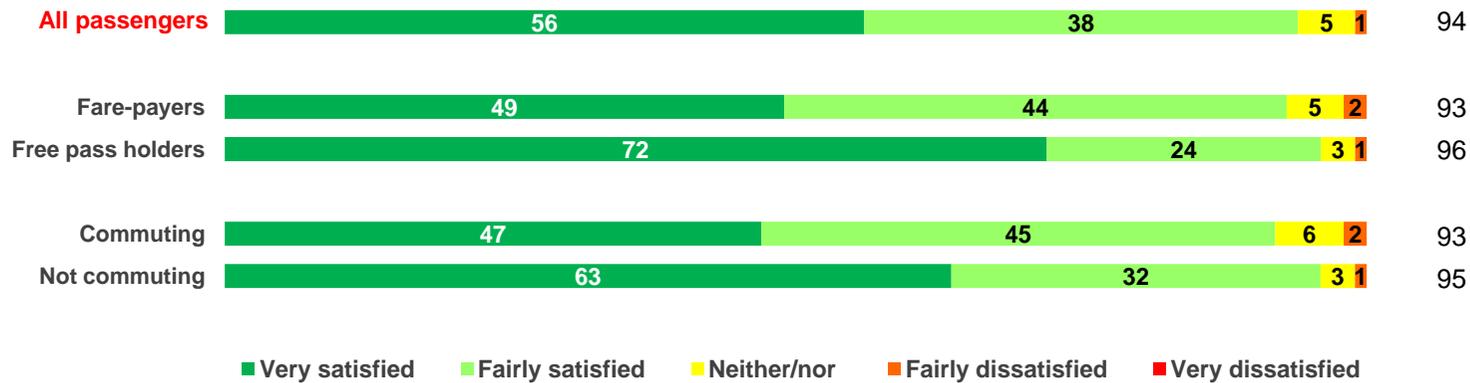
Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey today?
Base: All passengers - 591 (Tram), 1134 (Bus)

Overall satisfaction (%) – by passenger type

Tram Passenger Survey 2014 – Edinburgh Trams



Bus

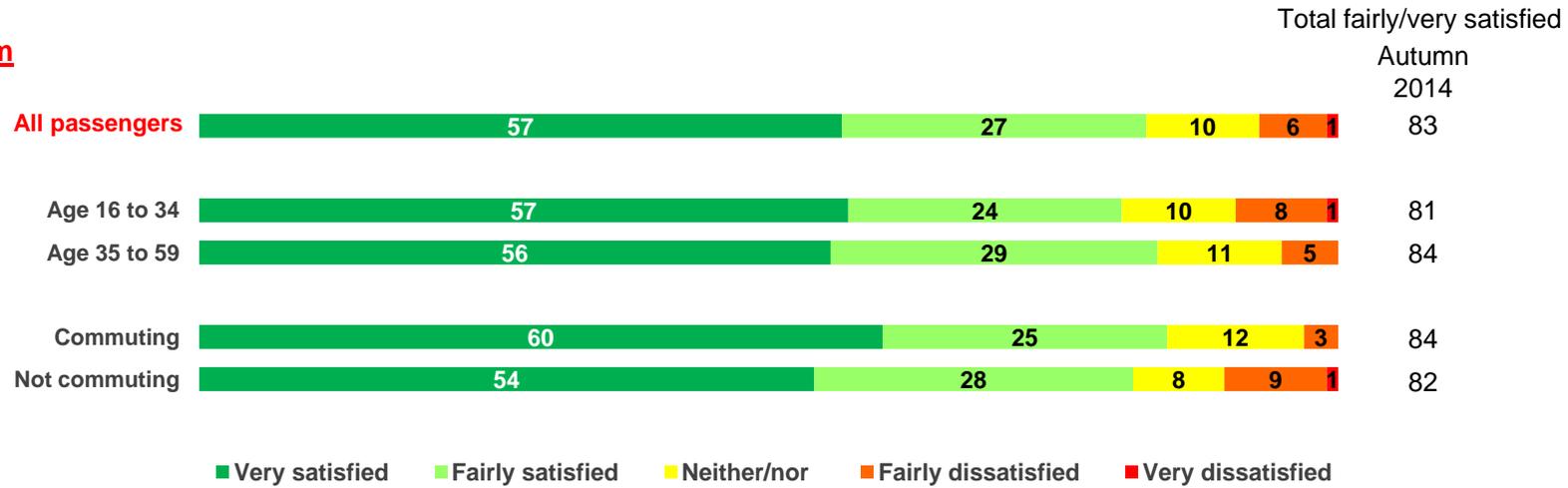


Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey today?
 Base: All passengers - 591 (Tram), 1134 (Bus)

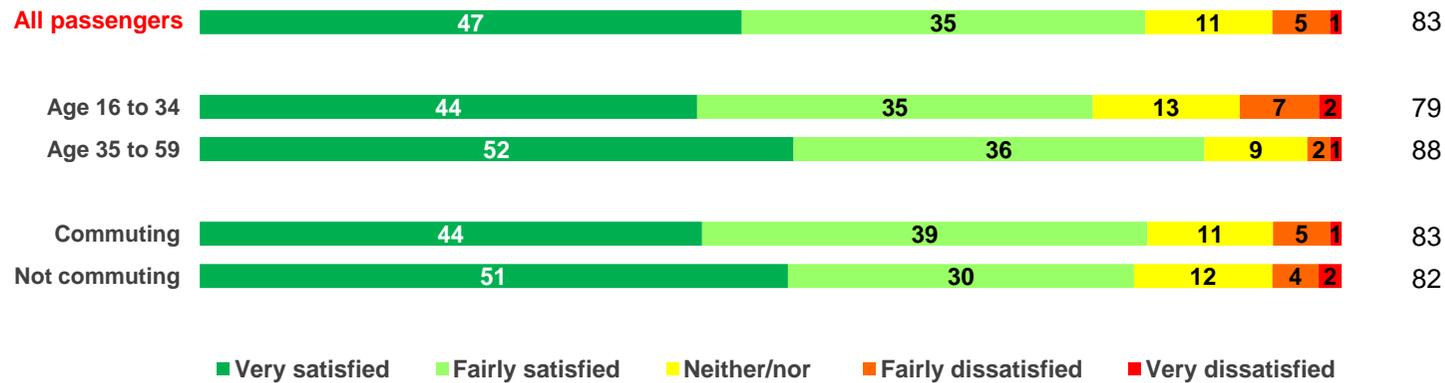
Value for money (%) – fare-payers only

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



Bus



Q. How satisfied were you with the value for money of your journey?
 Base: All fare paying passengers - 532 (Tram), 774 (Bus)

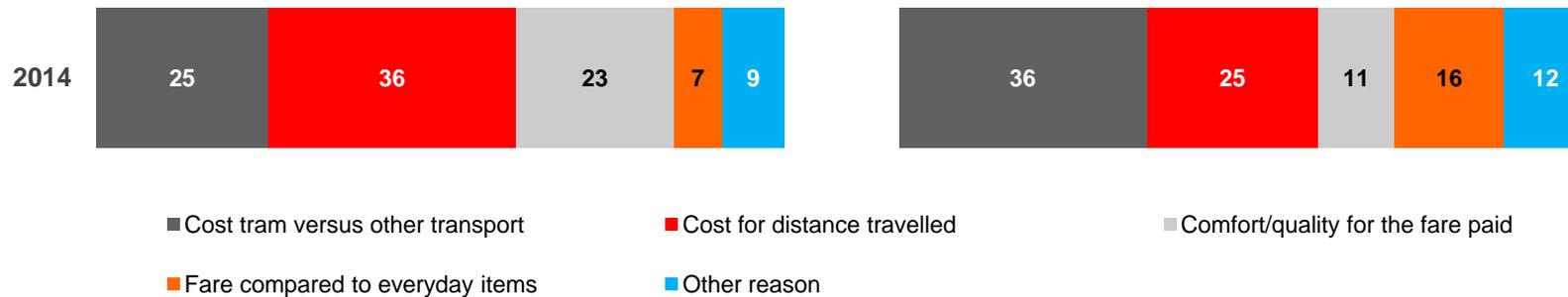
What influenced value for money rating (%)

Tram Passenger Survey 2014 – Edinburgh Trams

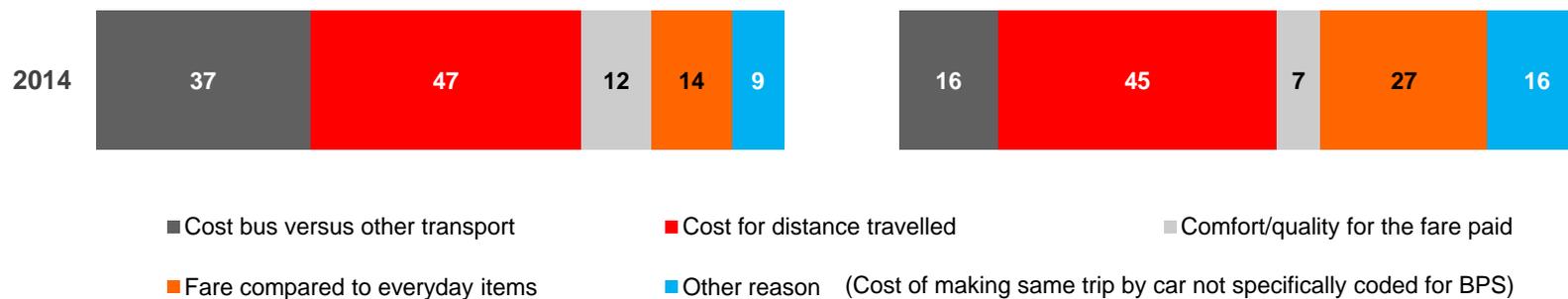
Tram

Those satisfied with value for money

Those not satisfied with value for money



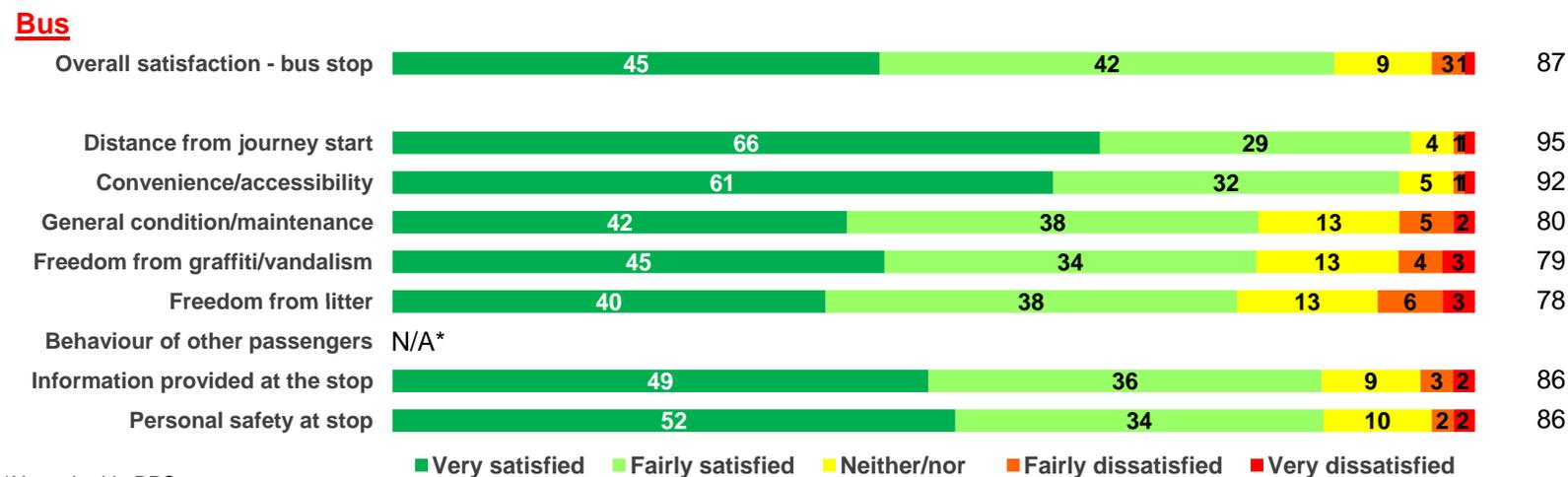
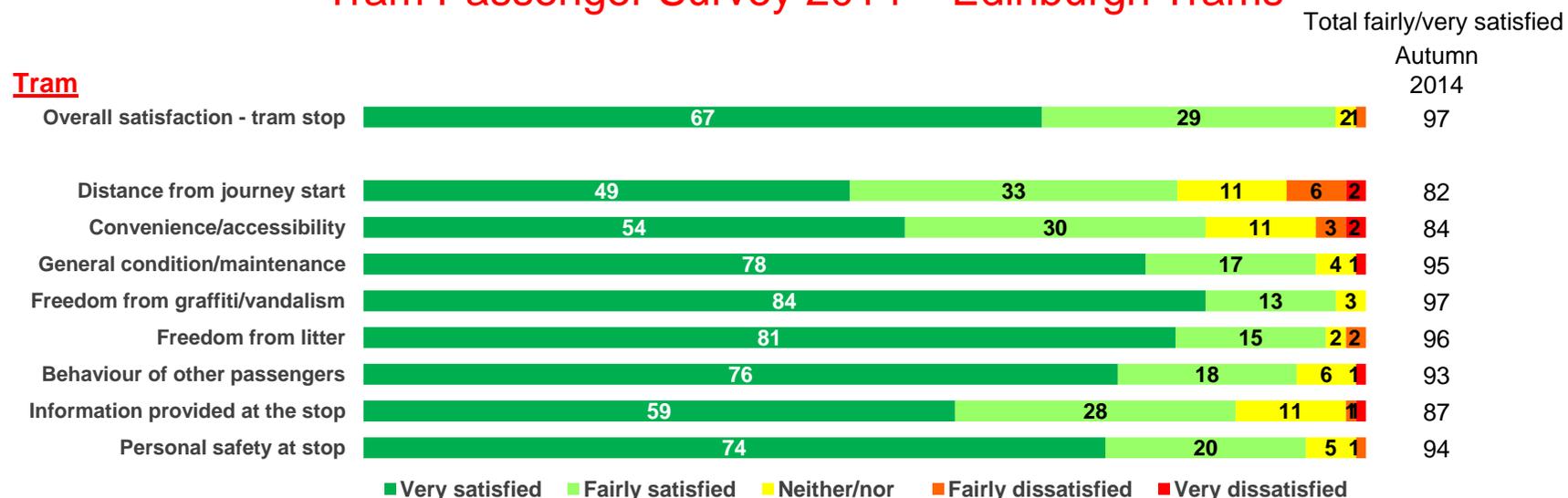
Bus



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 - 507 (Tram), 758 (Bus)

Satisfaction with the tram/bus stop (%)

Tram Passenger Survey 2014 – Edinburgh Trams



*Not asked in BPS

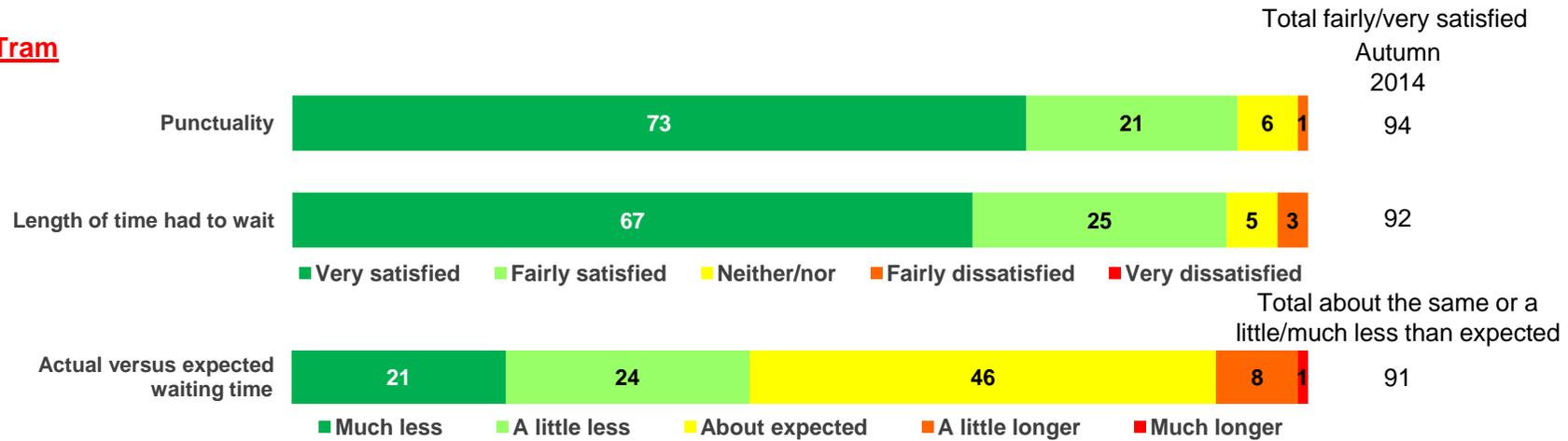
Q. Overall, how satisfied were you with the tram/bus stop? & Q. Thinking about the tram/bus stop itself, how satisfied were you with the following

Base: All passengers - 576 (Tram), 1073 (Bus)

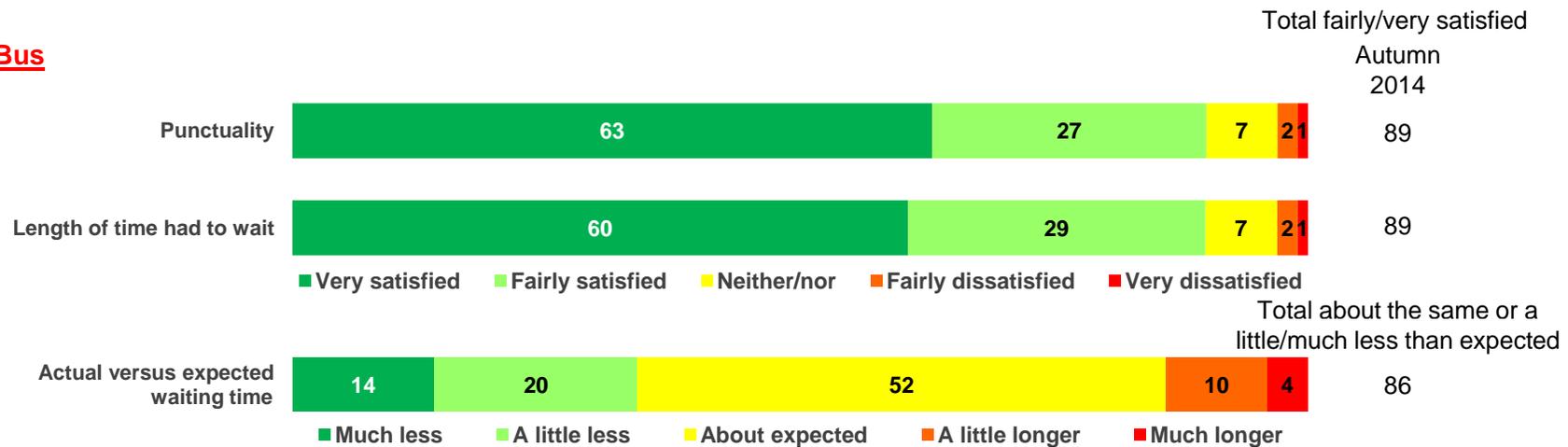
Satisfaction with punctuality of the tram/bus (%)

Tram Passenger Survey 2014 – Edinburgh Trams

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 - 584 (Tram), 1159 (Bus)

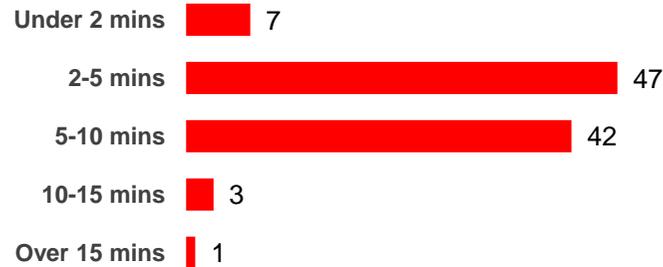
Expected and reported waiting times (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram

Expected tram waiting time

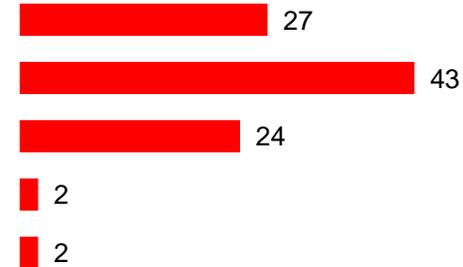
Autumn
2014



Average expected waiting time 7 minutes

Reported tram waiting time

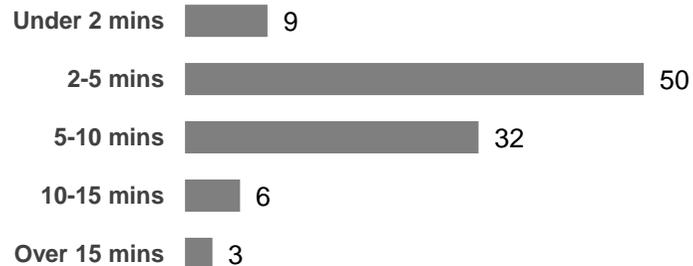
Autumn
2014



Average reported waiting time 5 minutes

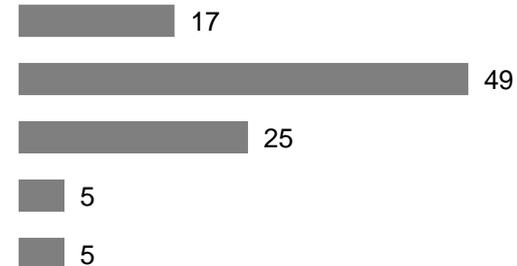
Bus

Expected bus waiting time



Average expected waiting time 7 minutes

Reported bus waiting time



Average reported waiting time 6 minutes

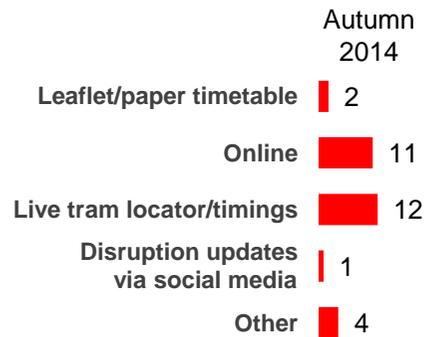
Q. Approximately how long did you expect to wait for the tram/bus? & Q. Approximately, how long did you wait for your tram/bus
Base: All passengers - 574 (Tram), 1243 (Bus)

How passengers checked tram/bus times (%)

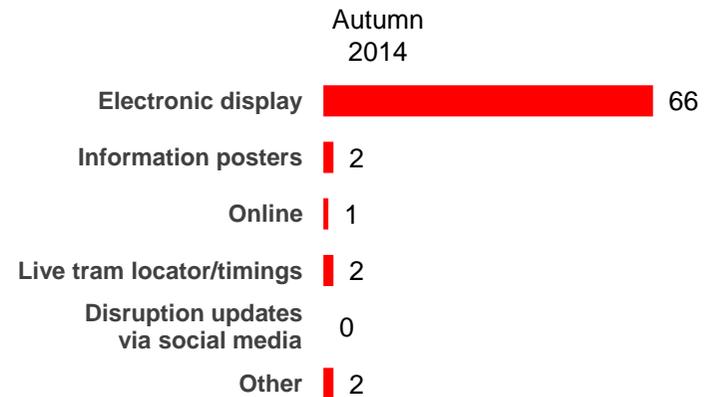
Tram Passenger Survey 2014 – Edinburgh Trams

Tram 18 per cent of Edinburgh Trams passengers did not check to find out when the tram was meant to arrive

Before leaving for the tram stop

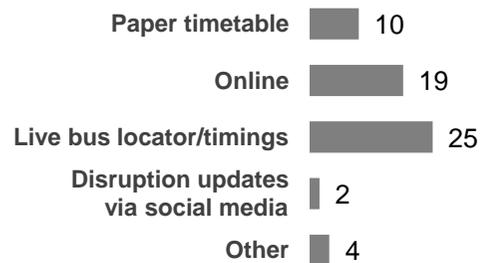


At the tram stop

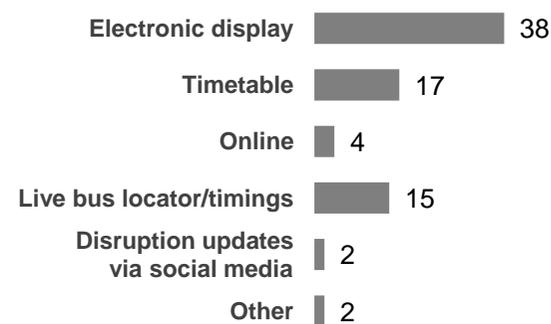


Bus

Before leaving for the bus stop



At the bus stop

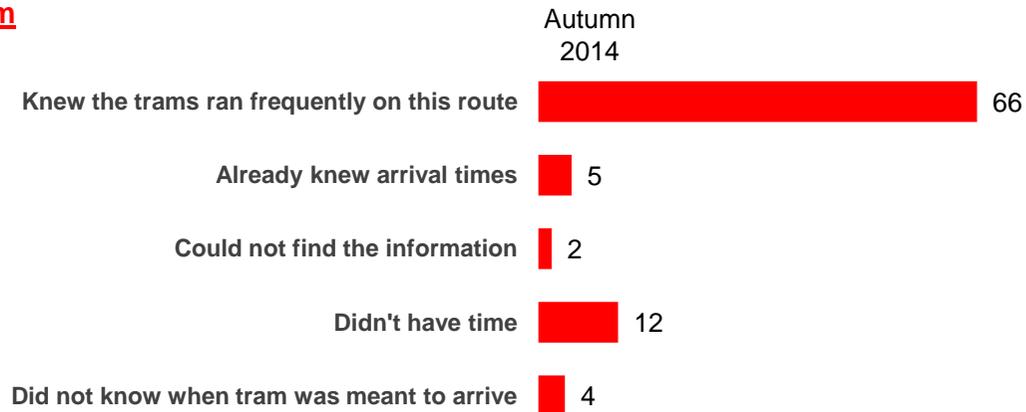


Q. Did you check any of the following to find out when the tram/bus was meant to arrive?
 Base: All passengers - 596 (Tram), 960 (Bus)

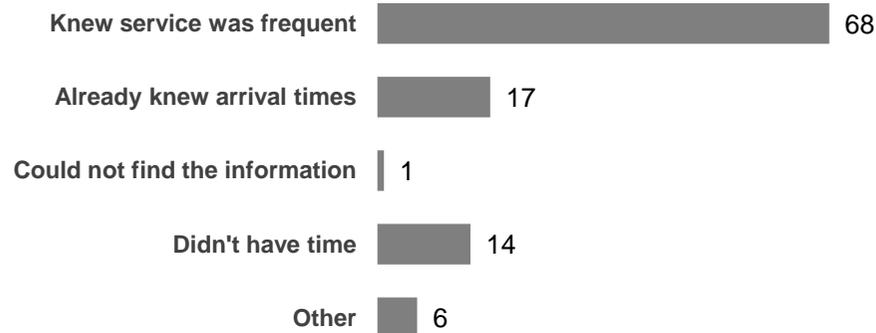
Why passengers did not check tram/bus times (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



Bus

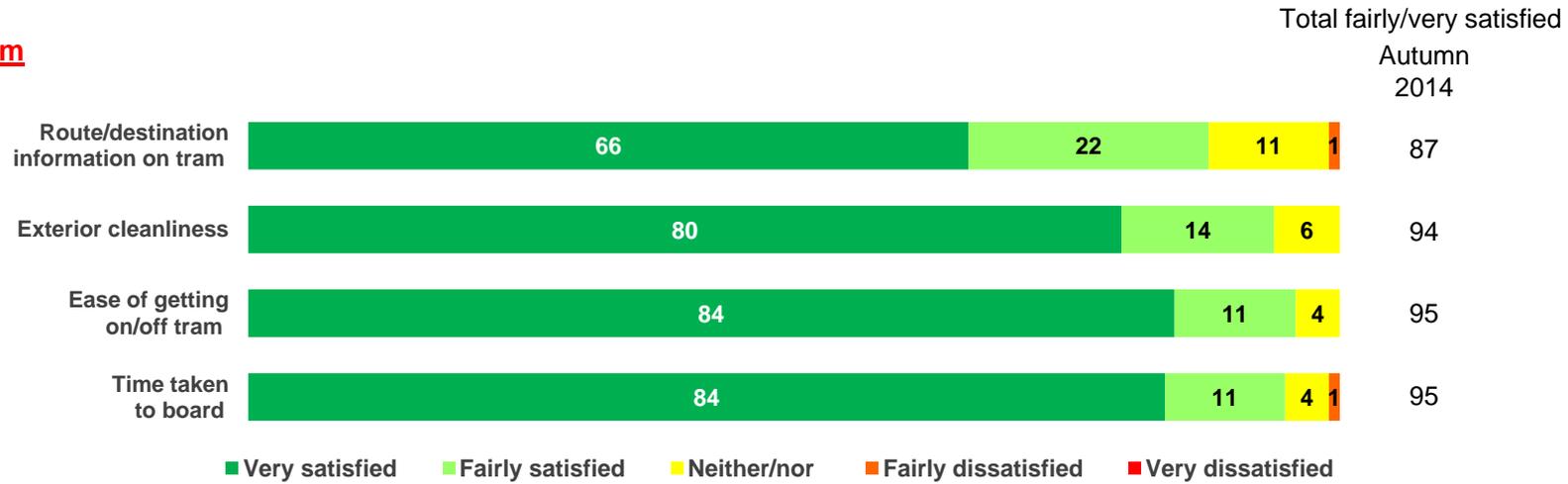


Q. If you did not check to find out when the tram/bus was meant to arrive, why was this?
Base: All not checking tram arrival information - 108 (Tram), 206 (Bus)

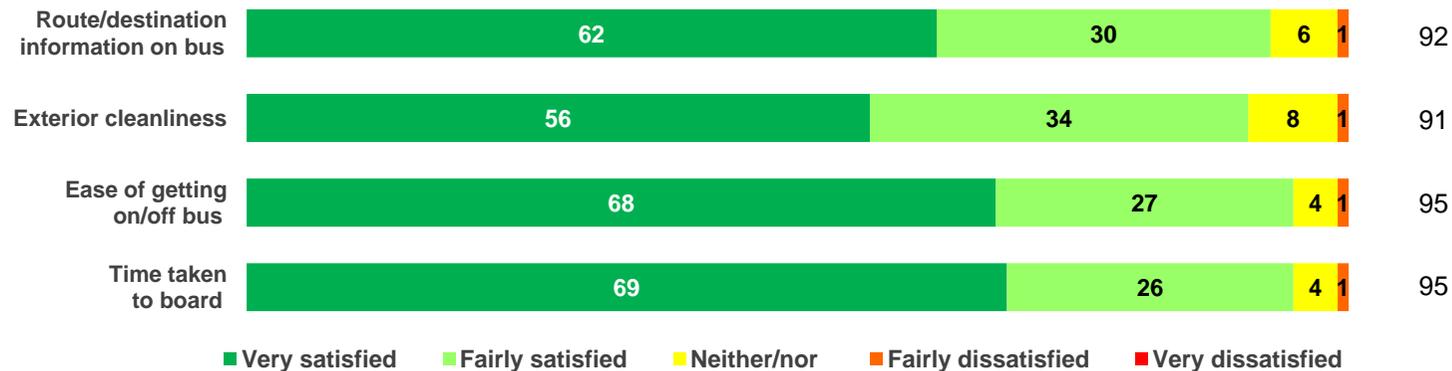
Satisfaction with start of journey (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



Bus

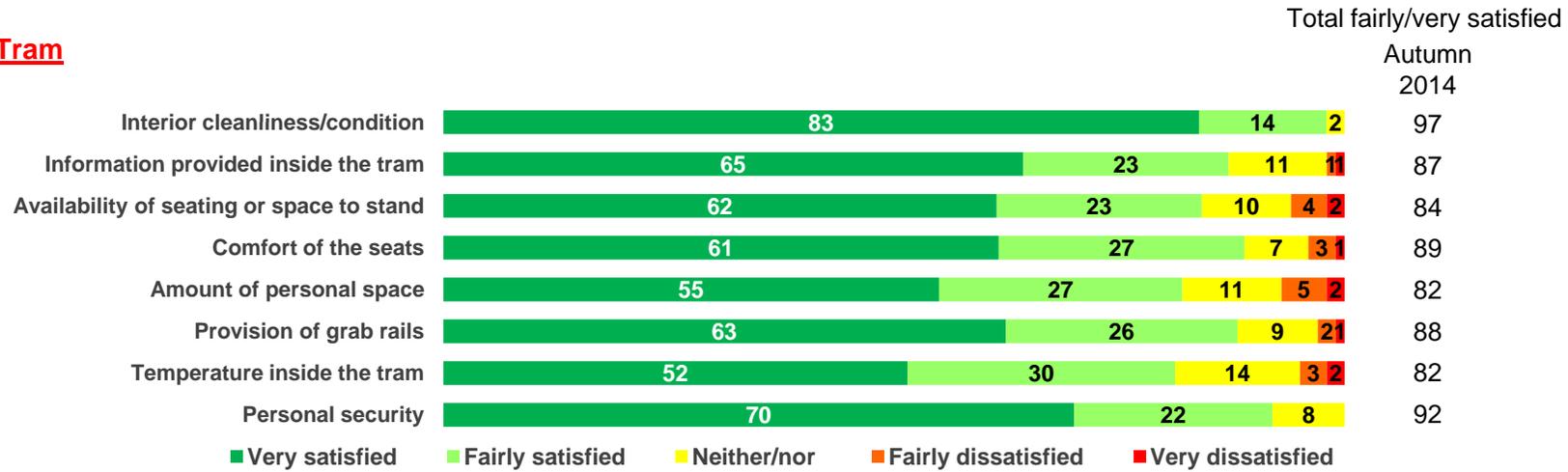


Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:
 Base: All passengers - 579 (Tram), 1140 (Bus)

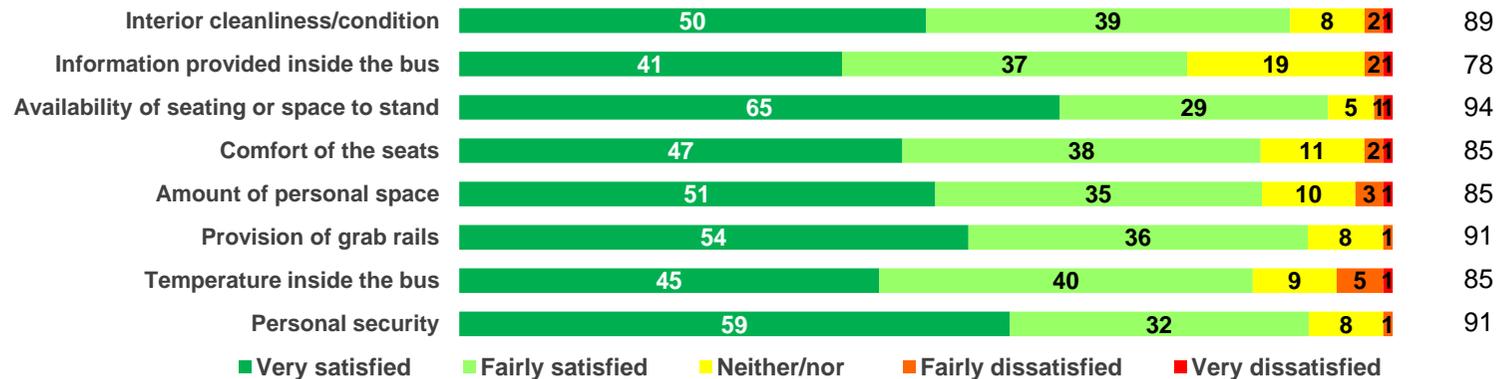
Satisfaction on the tram/bus (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



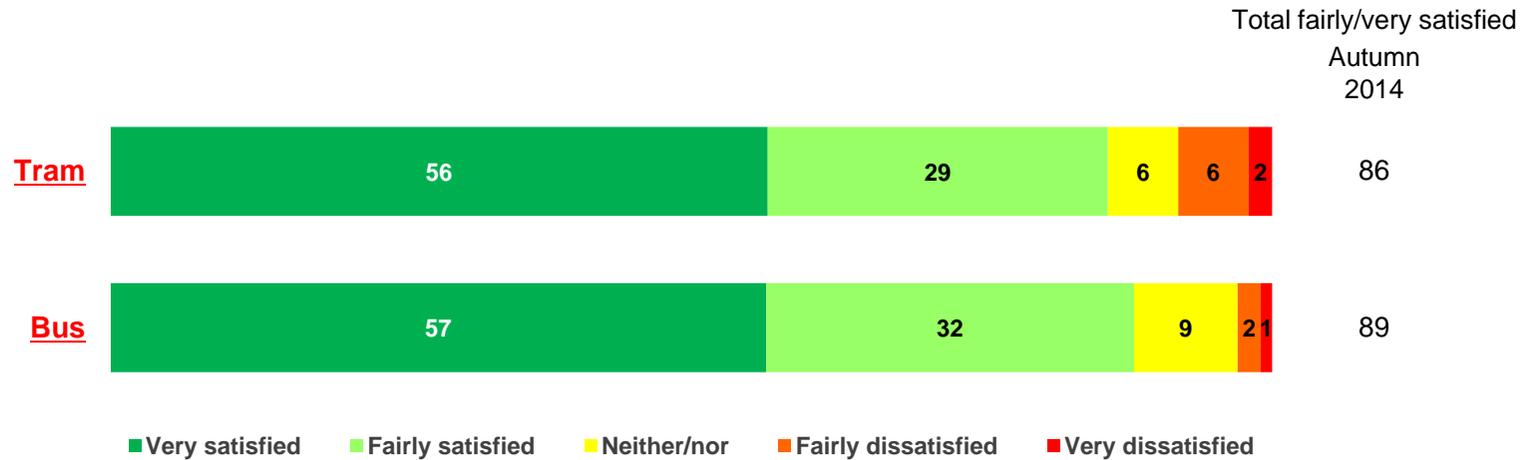
Bus



Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:
 Base: All passengers - 588 (Tram), 1165 (Bus)

Satisfaction with on-vehicle journey time (%)

Tram Passenger Survey 2014 – Edinburgh Trams

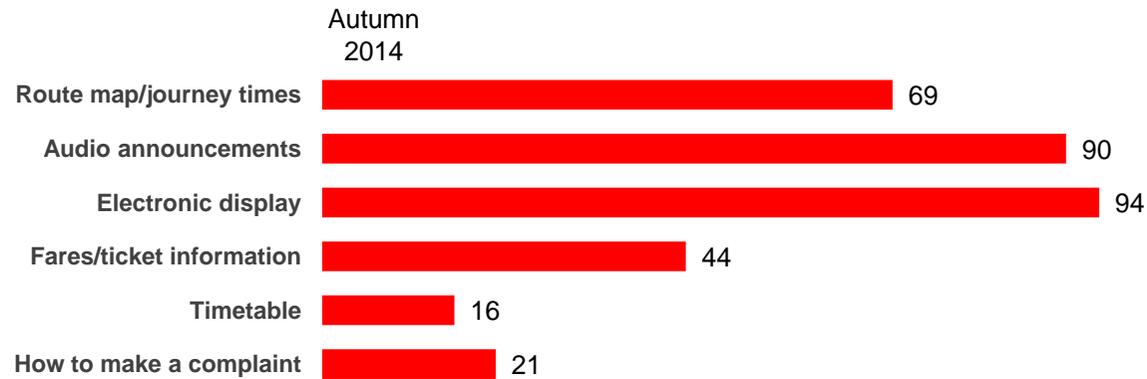


Q. How satisfied were you with the amount of time your journey on the tram/bus took?
Base: All passengers - 572 (Tram), 1158 (Bus)

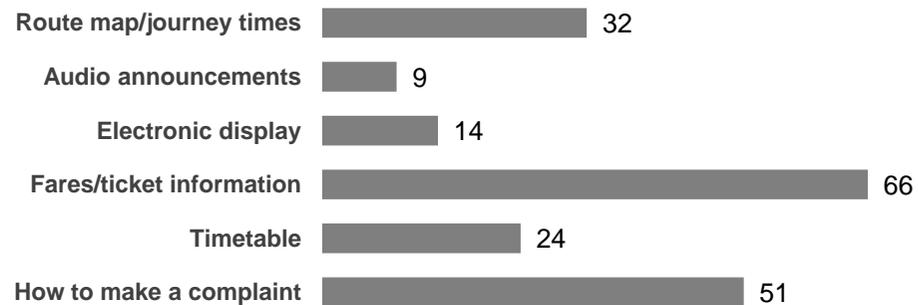
Availability of information inside the tram/bus (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



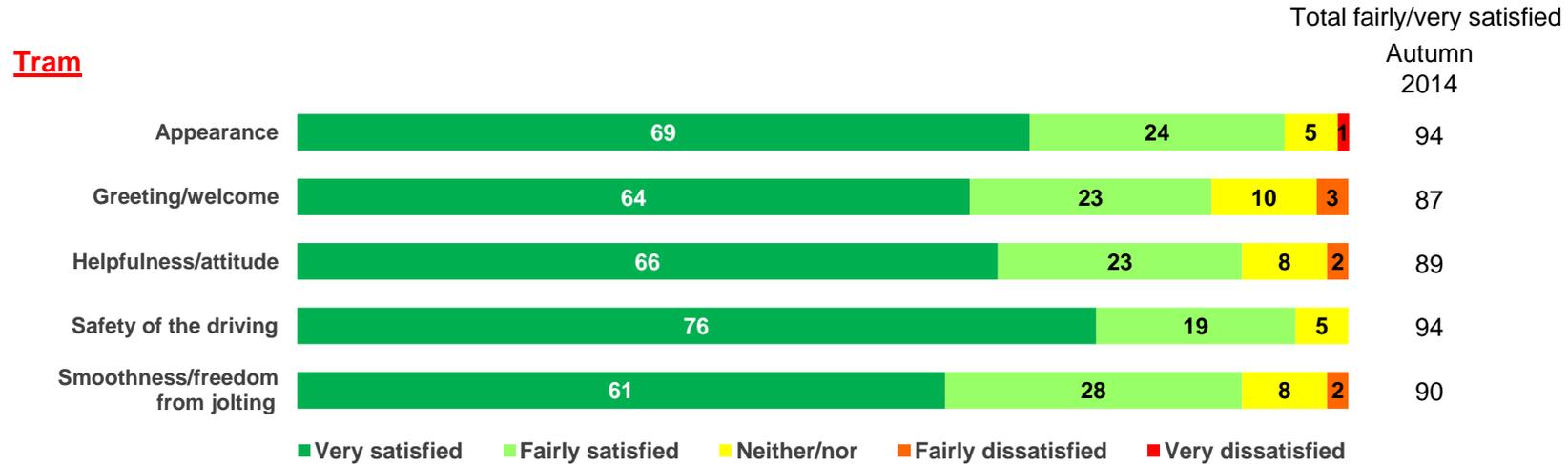
Bus



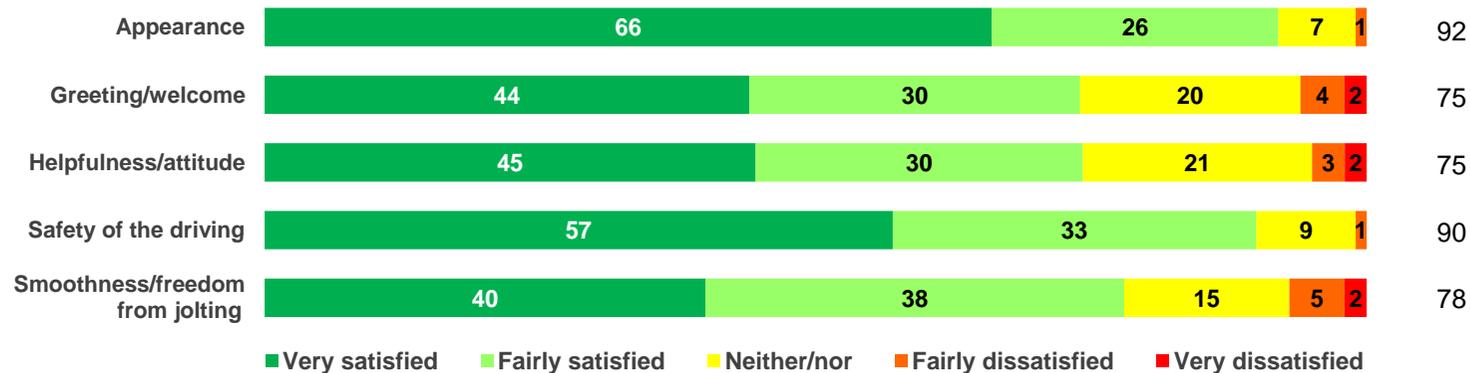
Q. Were any of these items of information present on the tram/bus?
Base: All passengers - 573 (Tram), 983 (Bus)

Satisfaction with tram staff/bus driver (%)

Tram Passenger Survey 2014 – Edinburgh Trams



Bus



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 - 582 (Tram), 1077 (Bus)

Key factors that drive tram passengers to be very satisfied (%)

Tram Passenger Survey 2014 – Edinburgh Trams



- The amount of time the journey took
- The safety of the driving (i.e. appropriateness of speed, driver concentrating)
- Its distance from your journey start e.g. home, shops
- Sufficient room for all the passengers to sit/stand
- Value for money

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.

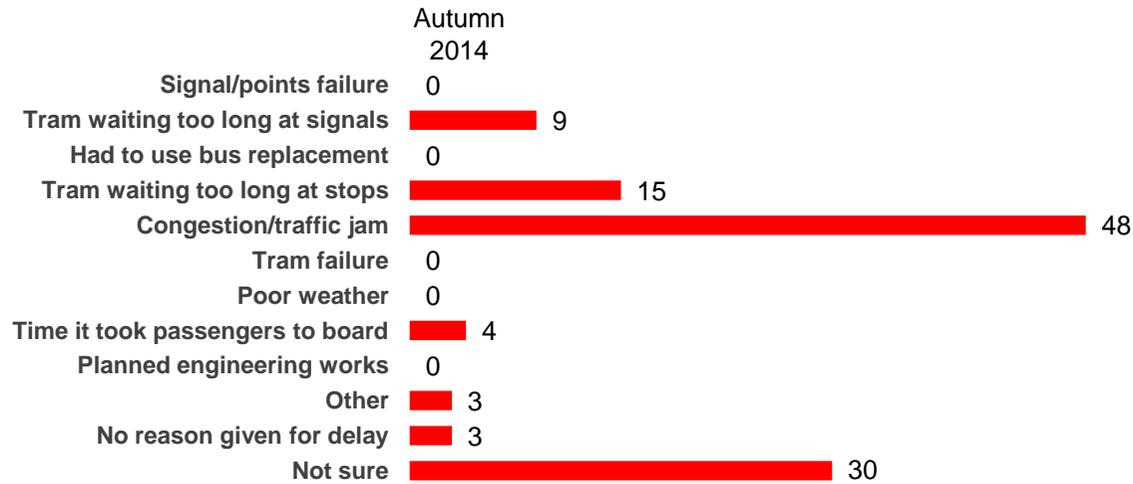
Base: All fare paying passengers - 540 (2014)

Experience of delays (%)

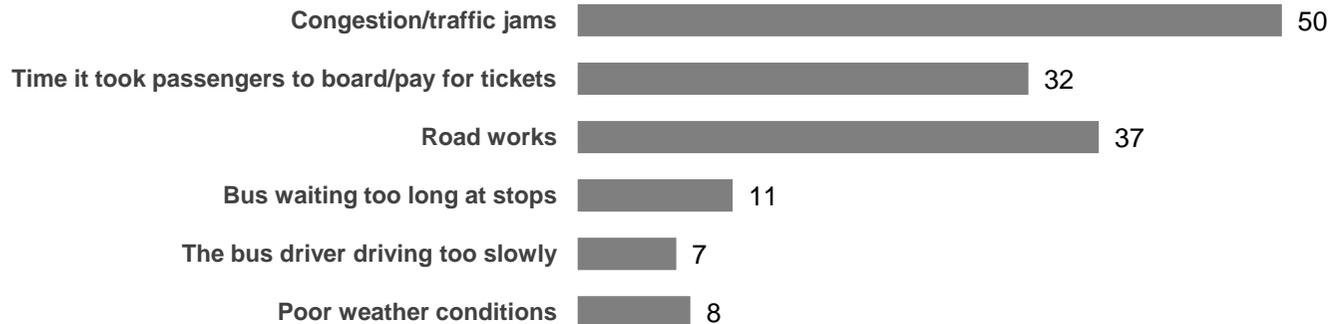
Tram Passenger Survey 2014 – Edinburgh Trams

3 per cent of Edinburgh Trams passengers experienced a delay. Typical length of delay was 7 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 - 17 (Tram), 517 (Bus) **Caution small base**

Worry or concern at other passengers' behaviour (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



Bus



Q. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?
Base: All passengers - 588 (Tram), 1178 (Bus)

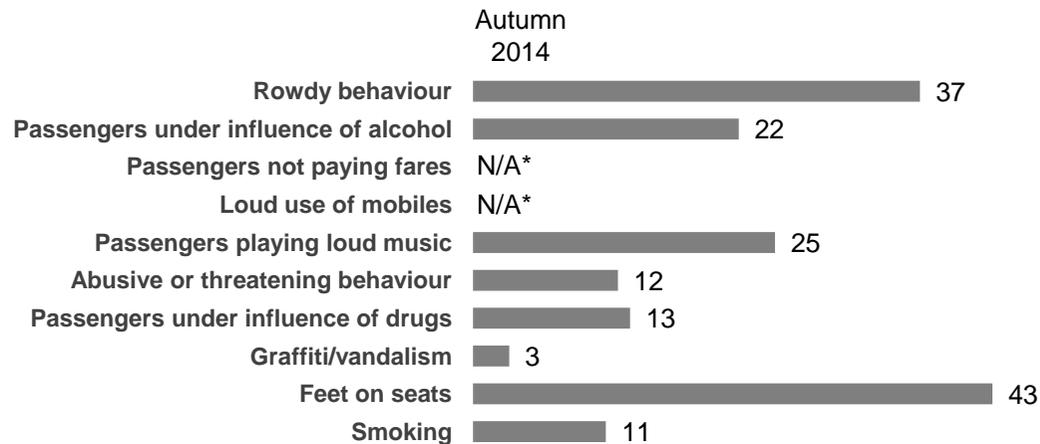
Types of worrying/concerning behaviour (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram

Base too small to report

Bus



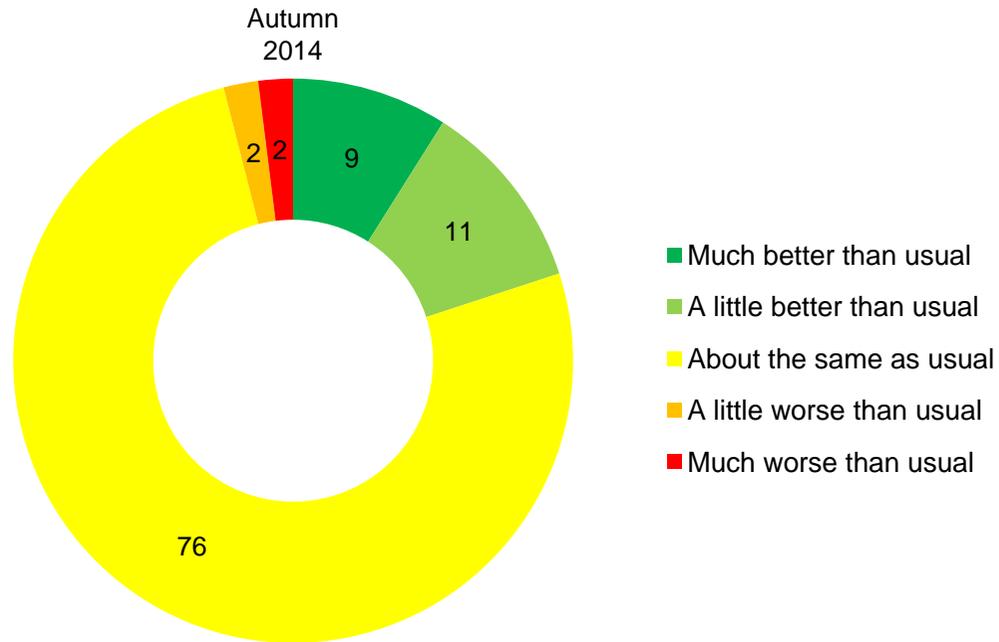
*Not asked in BPS

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

Base: All experiencing worrying/concerning behaviour - 8 (Tram), 36 (Bus) **Caution small base**

Whether tram journey was better or worse than usual (%)

Tram Passenger Survey 2014 – Edinburgh Trams

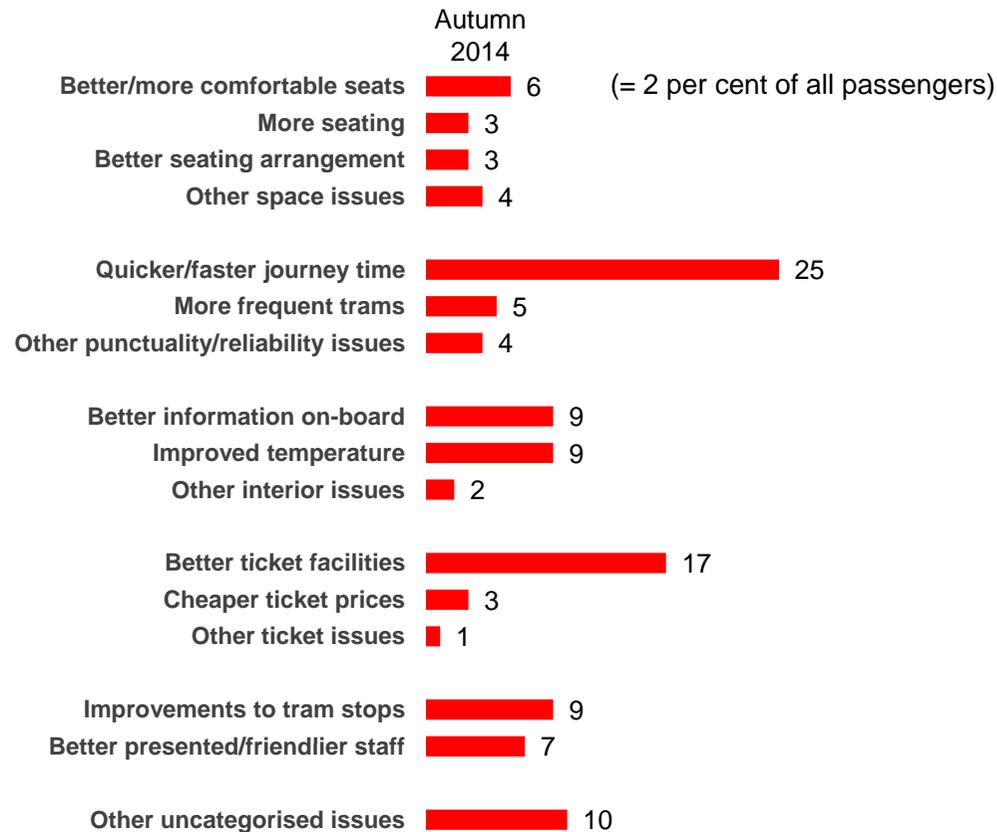


Q. If you have used the tram before, how typical would you say today's experience was?
Base: All previously using a tram - 439

Suggested improvements spontaneously mentioned by tram passengers (%)

Tram Passenger Survey 2014 – Edinburgh Trams

73 per cent of passengers could think of no improvement suggestions to make
Of the 27 per cent 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 suggesting an improvement - 175

Suggested improvements to the Edinburgh Trams service – passenger verbatims

Tram Passenger Survey 2014 – Edinburgh Trams

There were no lights working at the tram shelter at Gogarburn that day. I'm glad there were lots of people leaving work and it was peak commuting time and passengers were waiting at the stop as it would have been a safety concern if I was the only passenger at the stop awaiting to board

The electronic displays at the stations do not update correctly. It can say that the next tram is due in 2 mins for several minutes

Why can't I make card payments for sums under £3.00 at the ticket machine and why can't I use a contactless card at the ticket machine and why can't I get change from the ticket machine?

Every time the tram went round a corner there was a horrible screeching noise, like nails scraping down a blackboard... it was awful and actually quite scary - sounded like tram was coming off the rails!

Single m tickets should be usable on either bus or tram. They need to be purchased separately

Quicker journey time, faster cruising speed for the tram once past Haymarket. Not having to validate a pass which is already valid for travel on other modes of transport like the bus

I thought that the tram would be a quicker way into town but as it turned out it wasn't

I think a city map on the trams / stops could be helpful for people to know where exactly they are on the tram

Flat rate of the ticket to Airport is too high compared to bus and unfair if you board tram just few stops away from the destination

The Transport for Edinburgh app wouldn't give me tram times

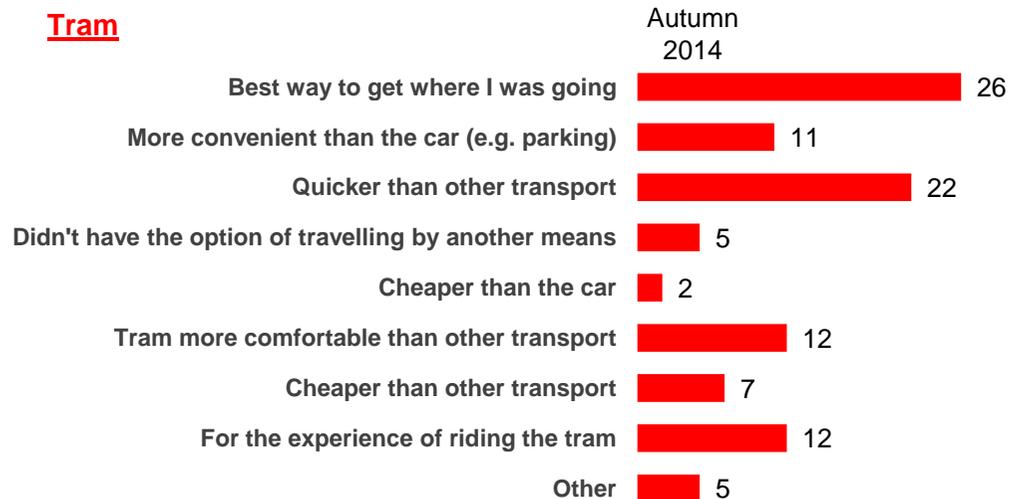
Tram Passenger Survey (TPS) 2014 – **Edinburgh Trams**

Tram usage

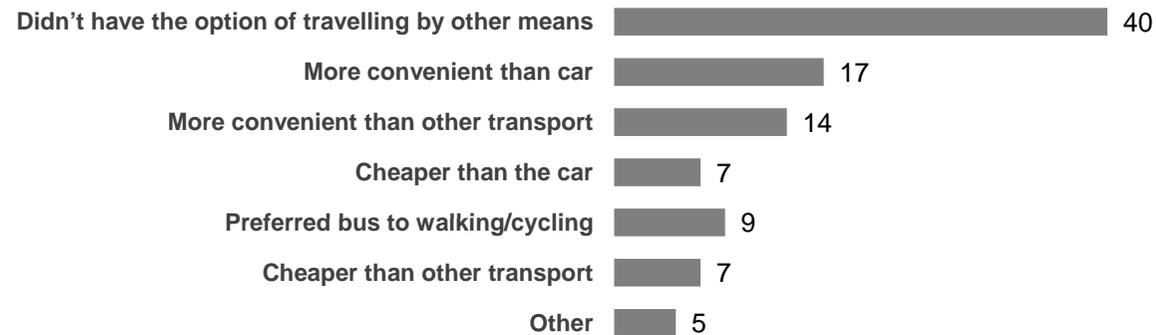
Reasons for choosing the tram/bus (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



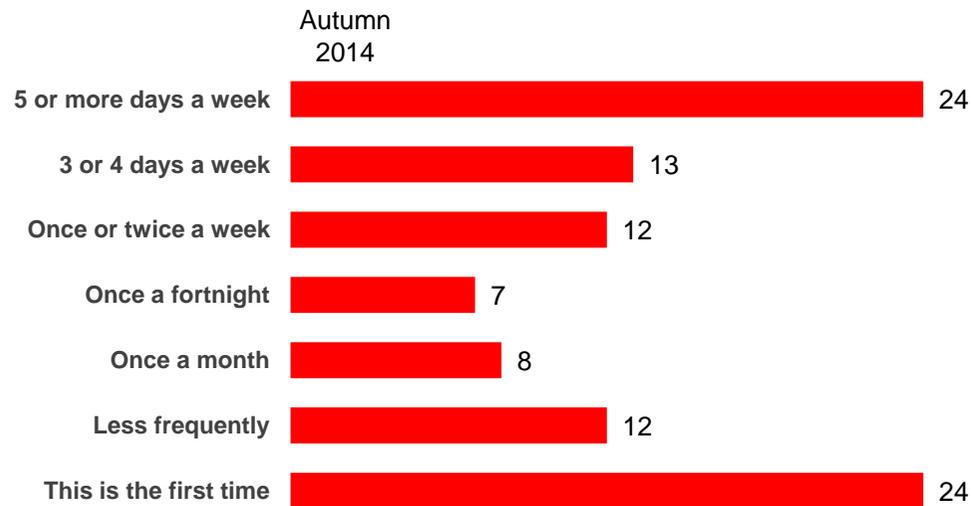
Bus



Q. What was the main reason you chose to take the tram/bus for this journey?
 Base: All passengers - 576 (Tram), 1168 (Bus)

Frequency of using Edinburgh Trams (%)

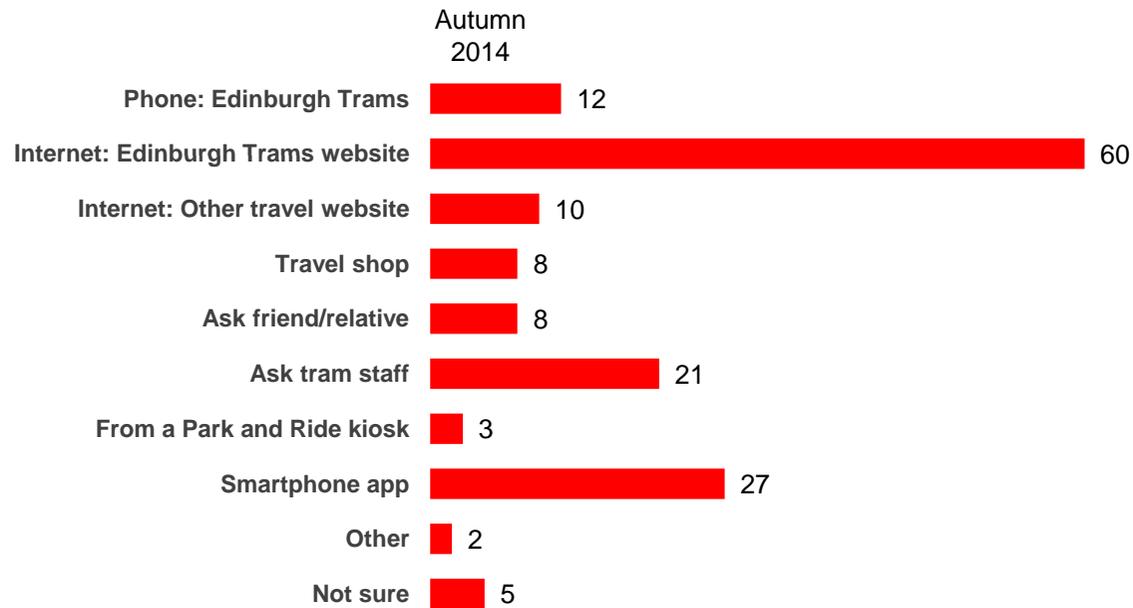
Tram Passenger Survey 2014 – Edinburgh Trams



Q. How often do you typically travel by tram?
Base: All passengers - 590

Sources for tram information (%)

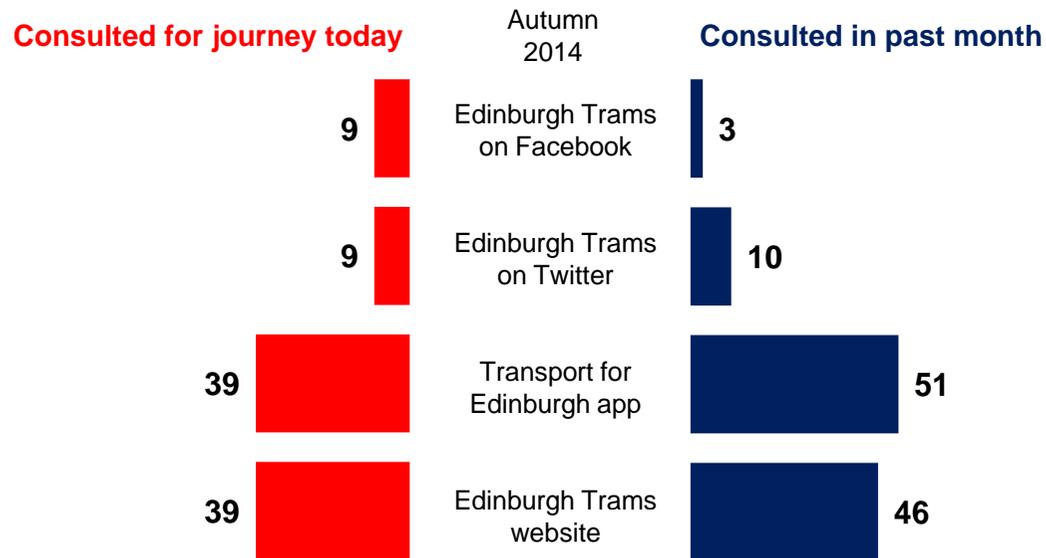
Tram Passenger Survey 2014 – Edinburgh Trams



Q. If you needed information about your local tram services, e.g. times, fares, where would you obtain that information?
Base: All passengers - 581

Online information sources used by Edinburgh Trams passenger (%)

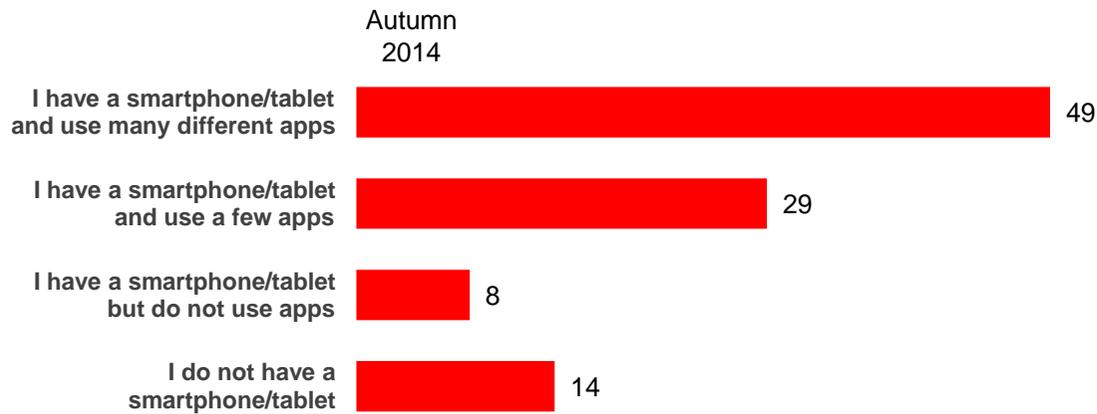
Tram Passenger Survey 2014 – Edinburgh Trams



Q. Which of the following sources of information did you consult when preparing for your journey today? & Q. And which have you consulted in the past month?
Base: All passengers - 260

Smartphone/tablet ownership amongst Edinburgh Trams passengers (%)

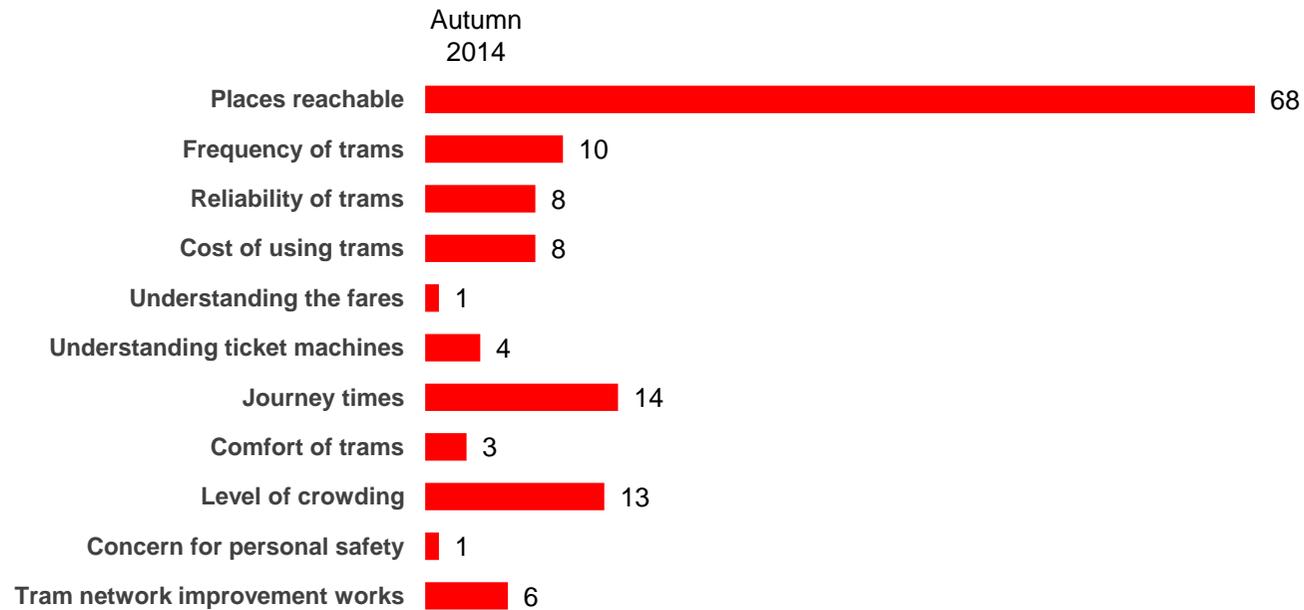
Tram Passenger Survey 2014 – Edinburgh Trams



Q. Which of the following best describes you?
Base: All passengers - 593

Factors preventing more journeys being made (%)

Tram Passenger Survey 2014 – Edinburgh Trams



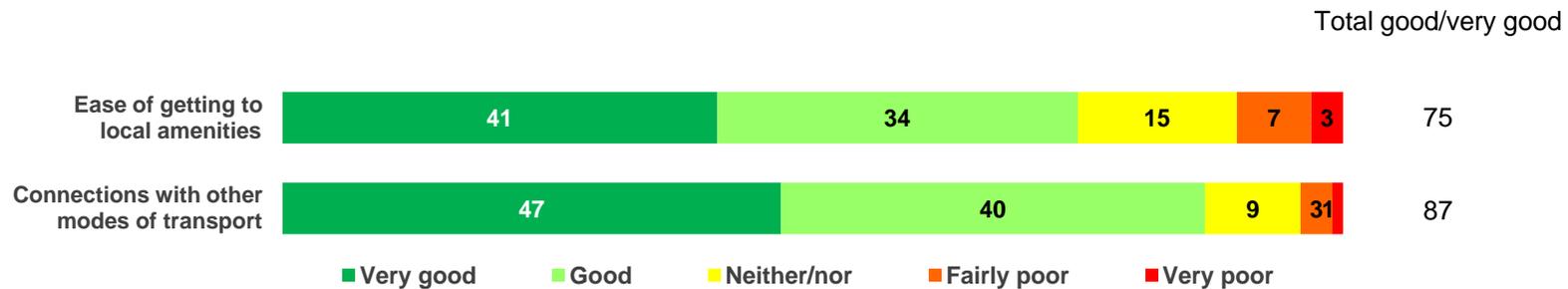
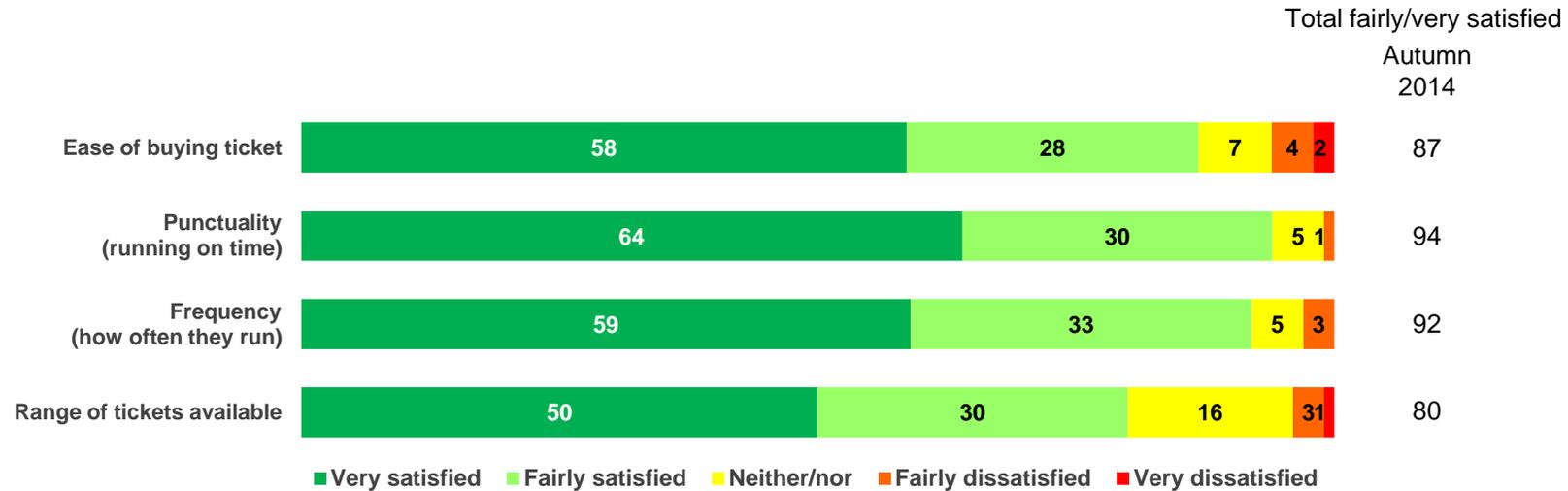
*Not asked in BPS

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

Base: All previously using the tram - 297 (Tram)

Satisfaction with trams generally (%)

Tram Passenger Survey 2014 – Edinburgh Trams



Q. And how satisfied are you overall with tram services for the following: & Q: How would you rate your local tram services for the following:
Base: All passengers - 549

Tram Passenger Survey (TPS) 2014 – Edinburgh Trams

Passenger and journey details

Passenger profile (%)

Tram Passenger Survey 2014 – Edinburgh Trams

	Tram	Bus	Train
	Autumn 2014	Autumn 2014	Autumn 2014
Age			
16-34	47	43	18
35-59	35	34	57
Over 60	18	23	24
Access to private transport			
Easy	40	23	N/A*
Moderate	43	12	N/A*
Limited/none	18	66	N/A*
Has a disability			
Yes	7	34	7
Ticket type			
Free pass holders	11	28	N/A*
Fare-payers	89	72	N/A*

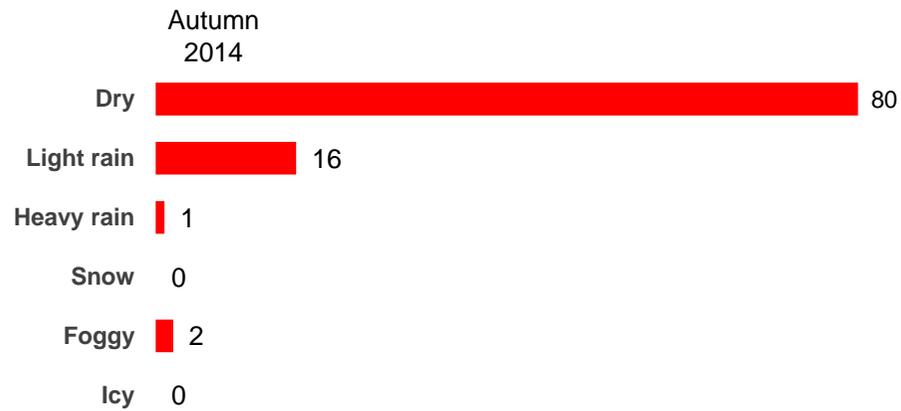
*Not asked in NRPS

Base: All passengers - 596 (Tram), 1145 (Bus), 451 (Train)

Weather conditions when journey made (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



Bus

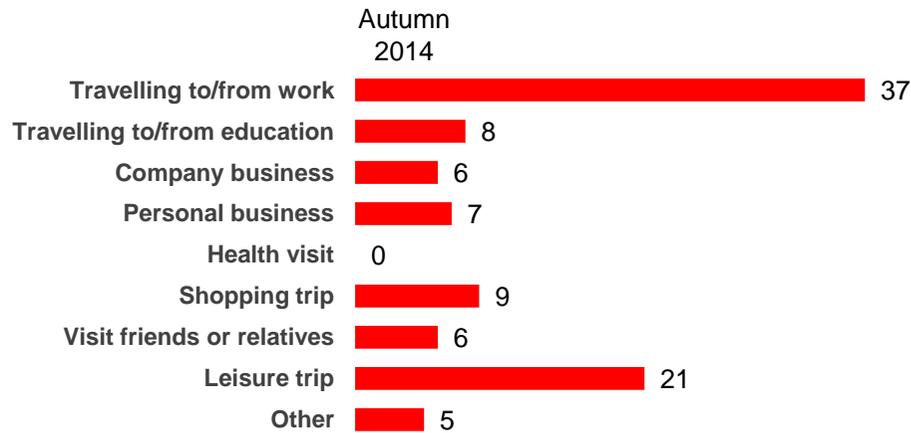


Q. What was the weather like when you made your journey?
Base: All passengers - 575 (Tram), 1186 (Bus)

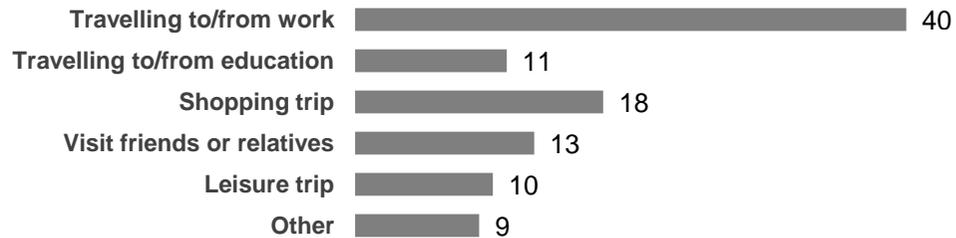
Journey purpose (%) – 1

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



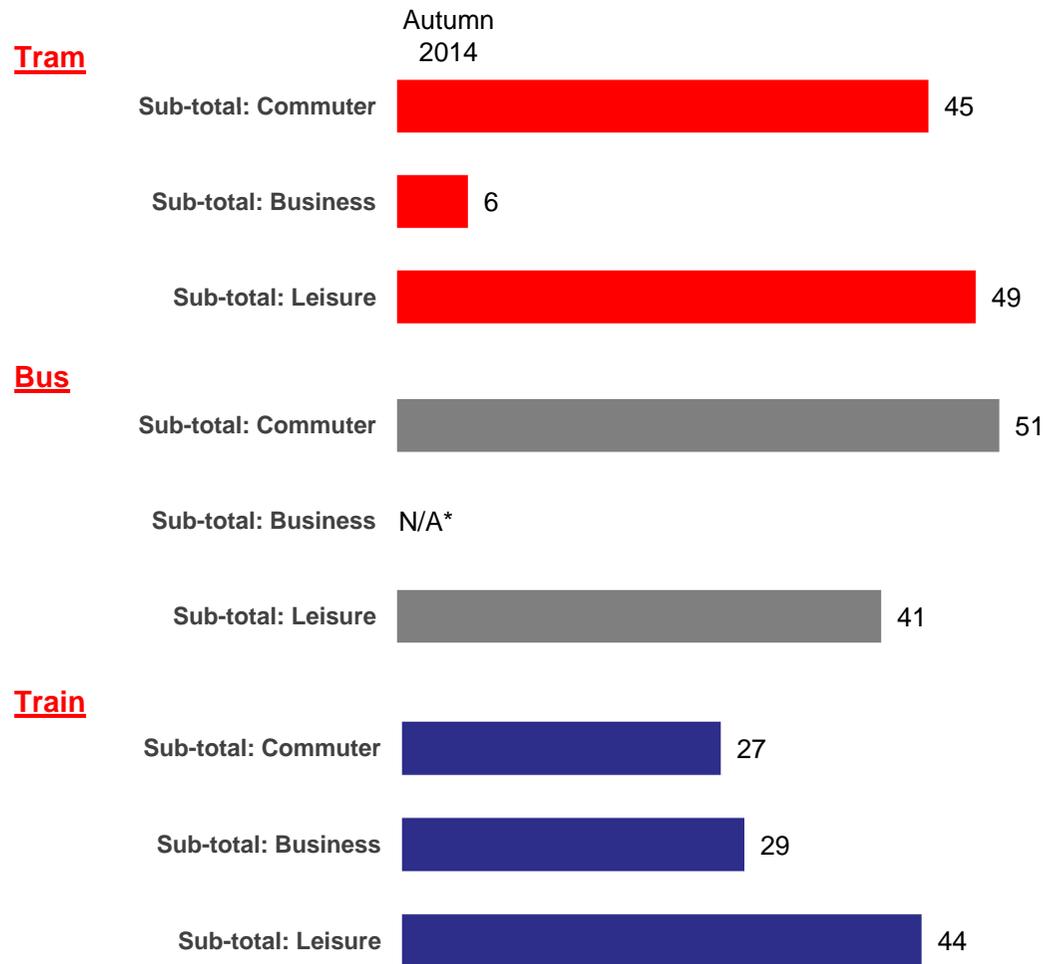
Bus



Q. What is the main purpose of your tram/bus journey today?
Base: All passengers - 573 (Tram), 1185 (Bus)

Journey purpose (%) – 2

Tram Passenger Survey 2014 – Edinburgh Trams



*Not asked in BPS

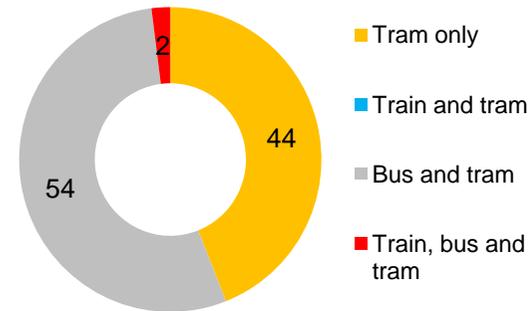
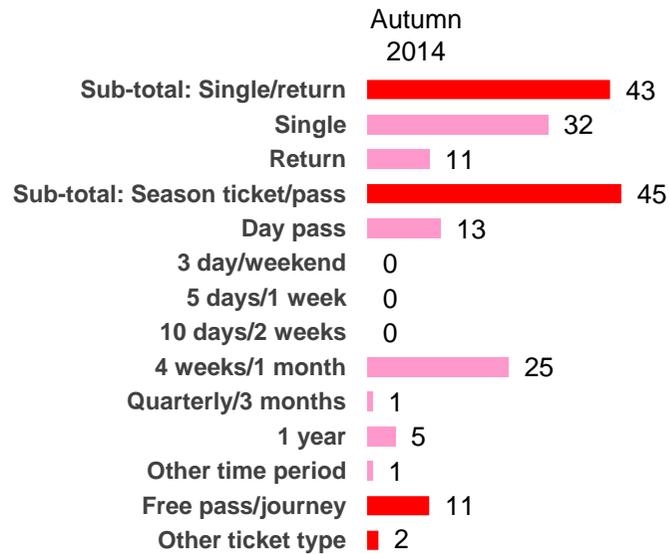
Q. What is the main purpose of your tram/bus/train journey today?

Base: All passengers - 573 (Tram), 1185 (Bus), 451 (Train)

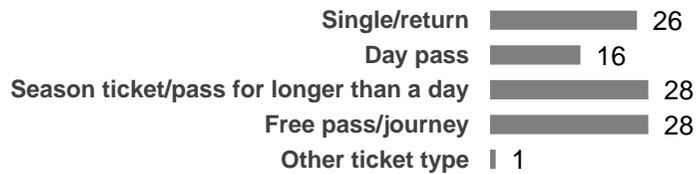
Ticket type and modes of transport permitted (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



Bus



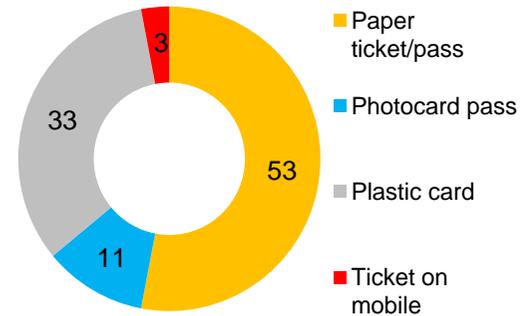
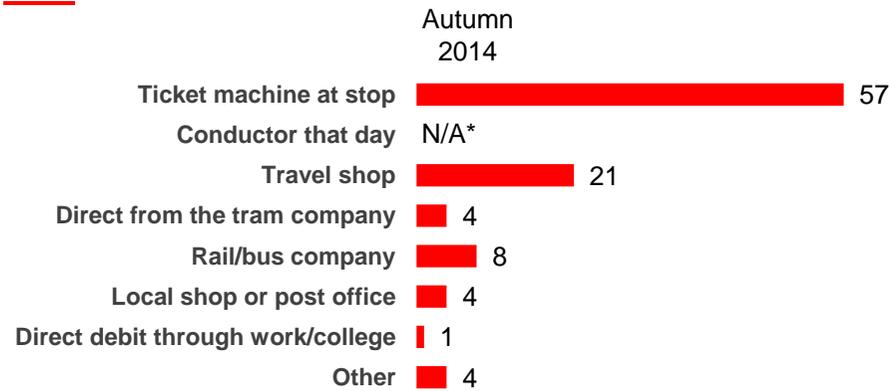
Q. What type of ticket/pass did you use for this tram/bus journey today?
Base: All passengers - 585 (Tram), 1226 (Bus)

Q. What modes of transport does your ticket allow you to travel on?
Base: All passengers - 593

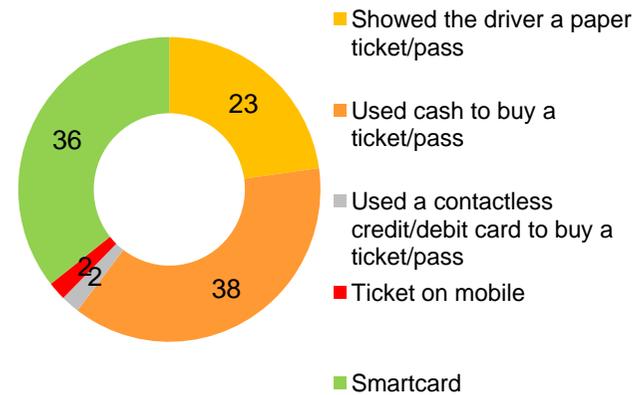
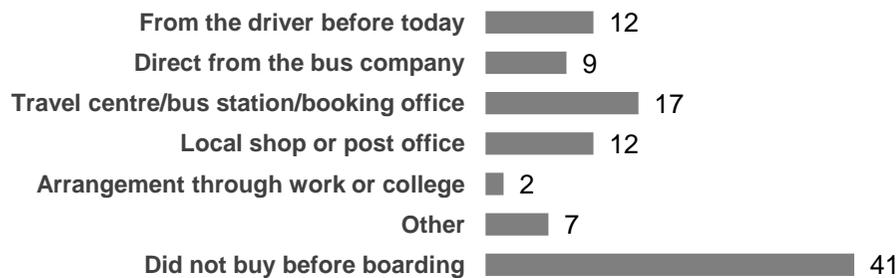
Method of buying ticket and ticket format (%)

Tram Passenger Survey 2014 – Edinburgh Trams

Tram



Bus



*Not asked for Edinburgh Trams

Q. How did you buy that ticket or pass?

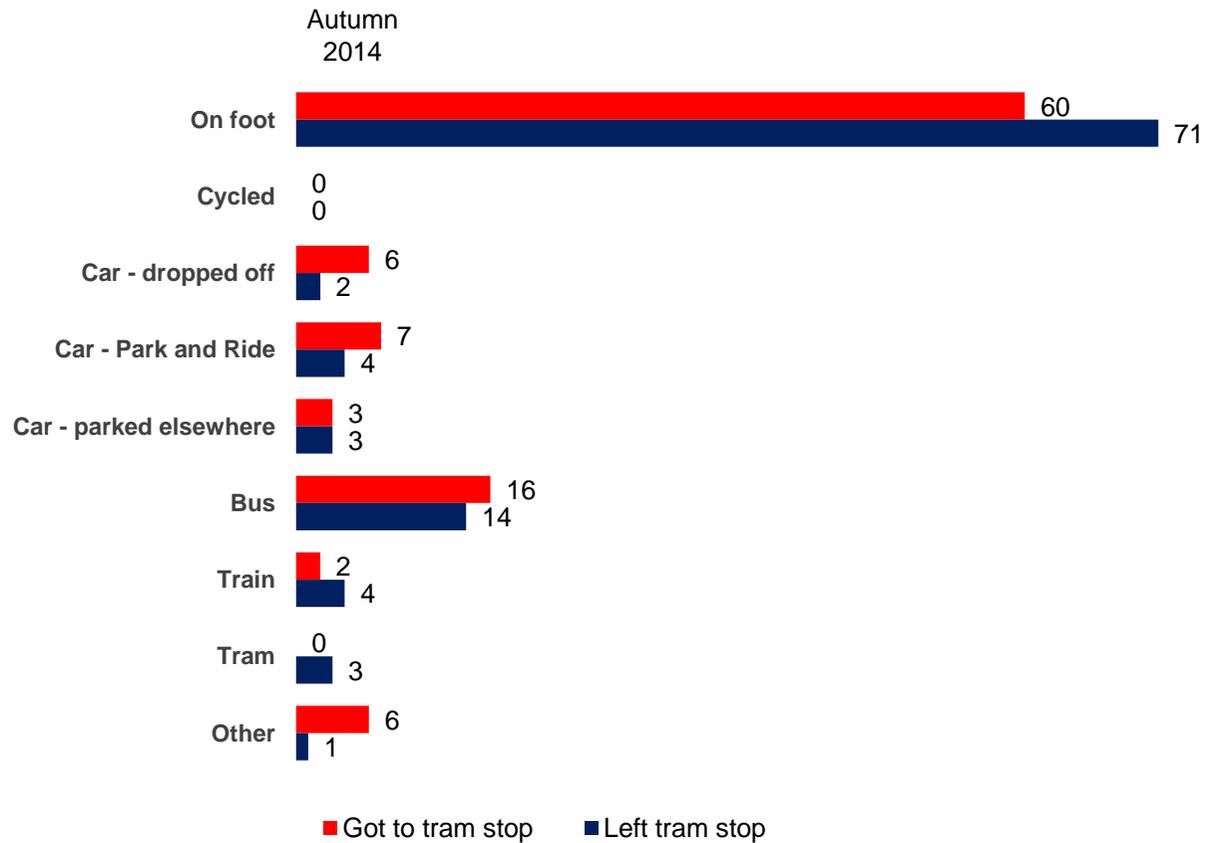
Base: All fare paying passengers - 518 (Tram), 746 (Bus)

Q. In what format was your ticket?

Base: All passengers - 575 (Tram), 1137 (Bus)

How got to and from the tram stop (%)

Tram Passenger Survey 2014 – Edinburgh Trams



Q: How did you get to/from the tram stop where you boarded/left the tram today?
Base: All passengers - 577

Edinburgh Trams stops used by passengers surveyed (%)

Tram Passenger Survey 2014 – Edinburgh Trams

55 per cent of passengers were on an outward journey, 32 per cent on a return and 12 per cent on a one-way trip

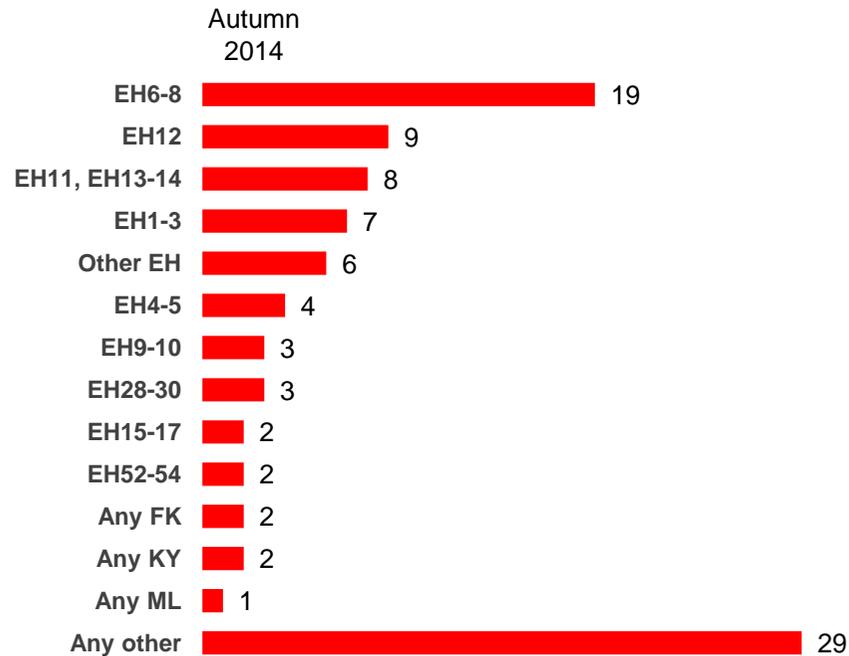
94 per cent of passengers had a seat for their whole journey. 1 per cent said they had to stand but would have liked to have a seat

Boarding	Autumn 2014	Alighting	Autumn 2014
• York Place	22	• Princes Street	14
• Edinburgh Airport	21	• Gyle Centre	12
• St Andrew Square (for Waverley)	11	• Haymarket	10
• Islington Park & Ride	8	• St Andrew Square (for Waverley)	10
• Princes Street	8	• Edinburgh Airport	9
• Gyle Centre	6	• York Place	9
• Saughton	4	• West End – Princes Street	7
• Edinburgh Park Central	4	• Bankhead	7

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 - 596

Where Edinburgh Trams passengers live (%) – by postcode

Tram Passenger Survey 2014 – Edinburgh Trams



Q: What is your postcode?

Base: All giving a postcode - 506

Tram Passenger Survey (TPS) 2014 – Edinburgh Trams

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

Overall satisfaction (%) – by gender

Tram Passenger Survey 2014 – Edinburgh Trams



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 today?
Base: All passengers - 591 (Tram), 1134 (Bus), 436 (Train)

Overall satisfaction (%) – by age

Tram Passenger Survey 2014 – Edinburgh Trams



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 today?
Base: All passengers - 591 (Tram), 1134 (Bus), 436 (Train)

Overall satisfaction (%) – by passenger type

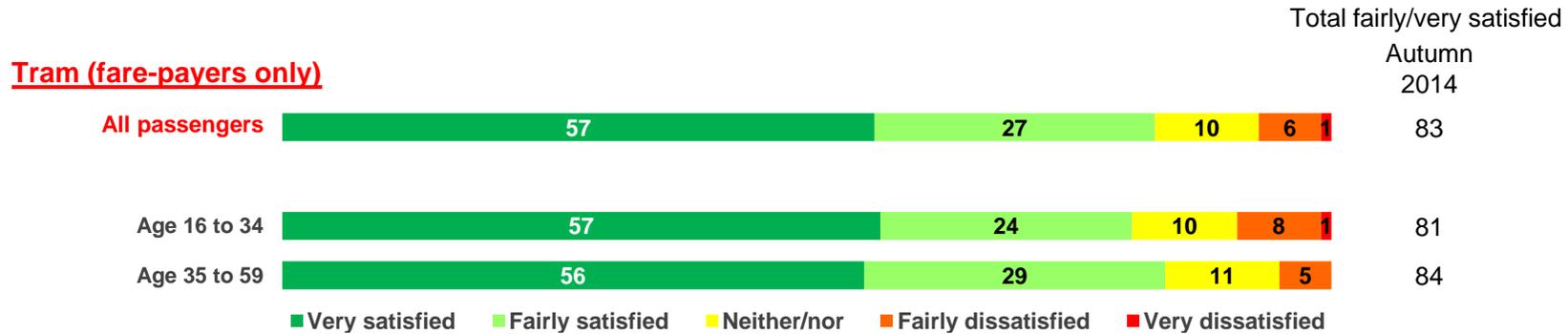
Tram Passenger Survey 2014 – Edinburgh Trams



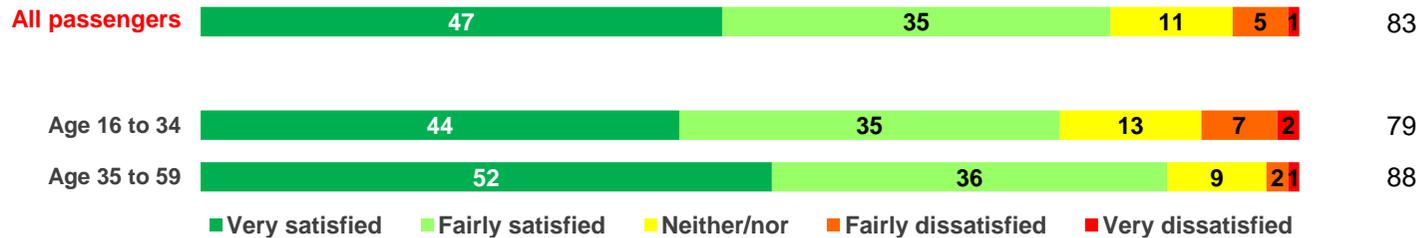
Q. Overall, taking everything into account from the start to the end of this tram/bus/train journey, how satisfied were you with your tram/bus/train journey today?
Base: All passengers - 591 (Tram), 1134 (Bus), 436 (Train)

Value for money (%) – by age

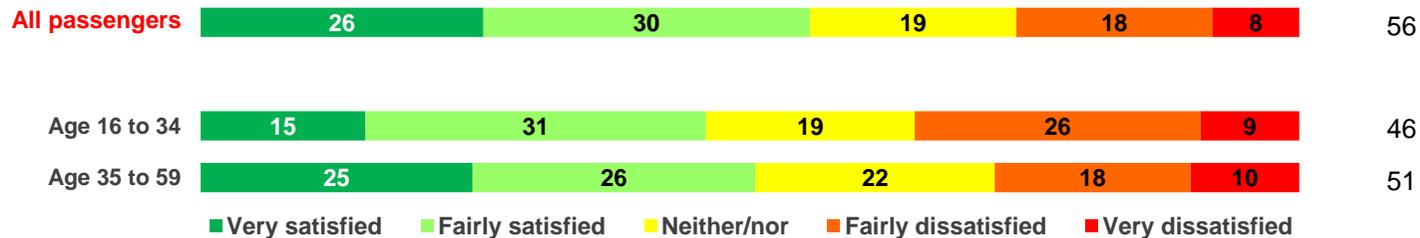
Tram Passenger Survey 2014 – Edinburgh Trams



Bus (fare-payers only)



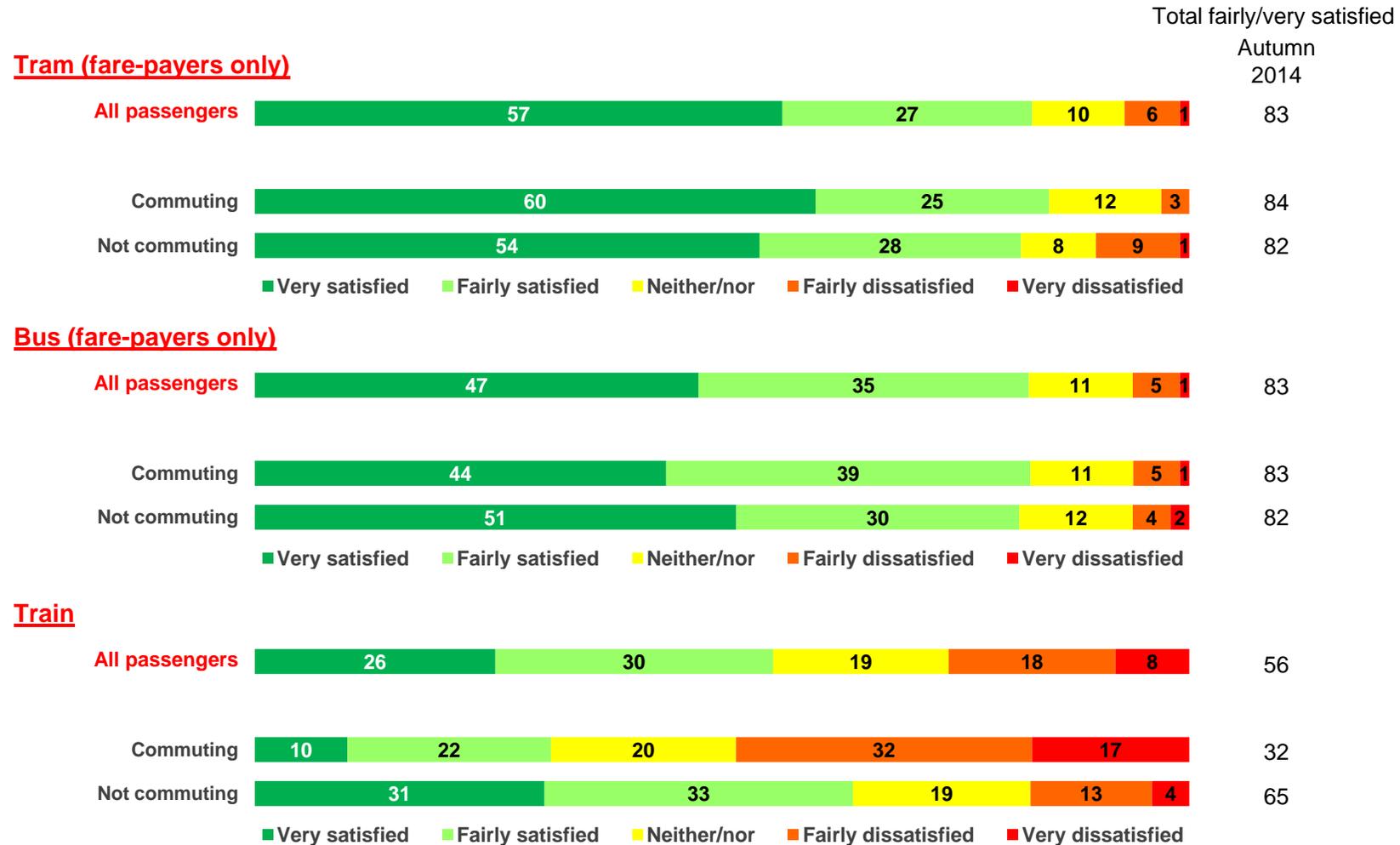
Train



Q. How satisfied were you with the value for money of your journey?
Base: All fare paying passengers - 532 (Tram), 774 (Bus), All passengers - 426 (Train)

Value for money (%) – by passenger type

Tram Passenger Survey 2014 – Edinburgh Trams



Q. How satisfied were you with the value for money of your journey?
Base: All fare paying passengers - 532 (Tram), 774 (Bus), 426 (Train)

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

Tram Passenger Survey 2014 – Edinburgh Trams

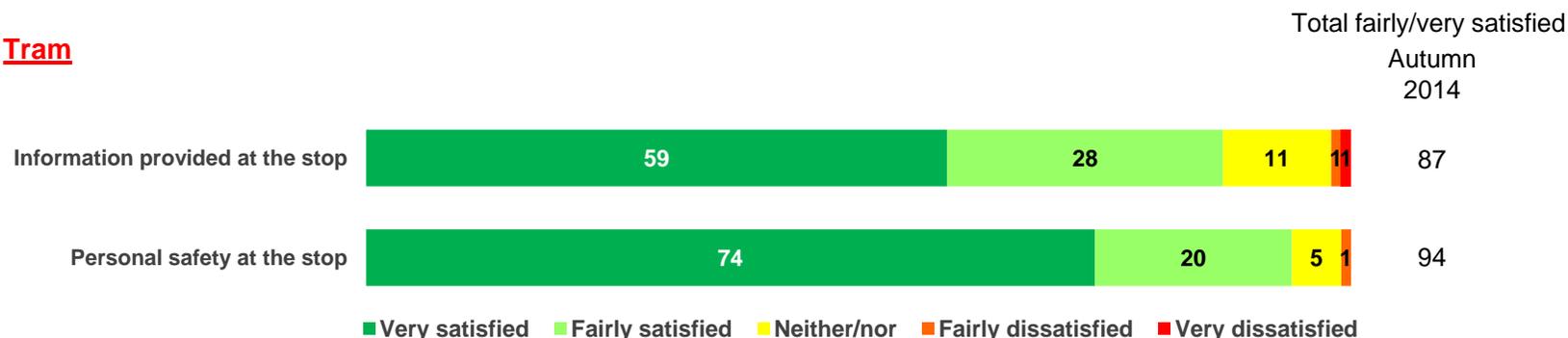


Q. Thinking about the tram/bus/train stop/station itself, how satisfied were you with the following: & Q. Overall, how satisfied were you with the bus/tram/train stop/station?
Base: All passengers - 576 (Tram), 1150 (Bus), 444 (Train)

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

Tram Passenger Survey 2014 – Edinburgh Trams

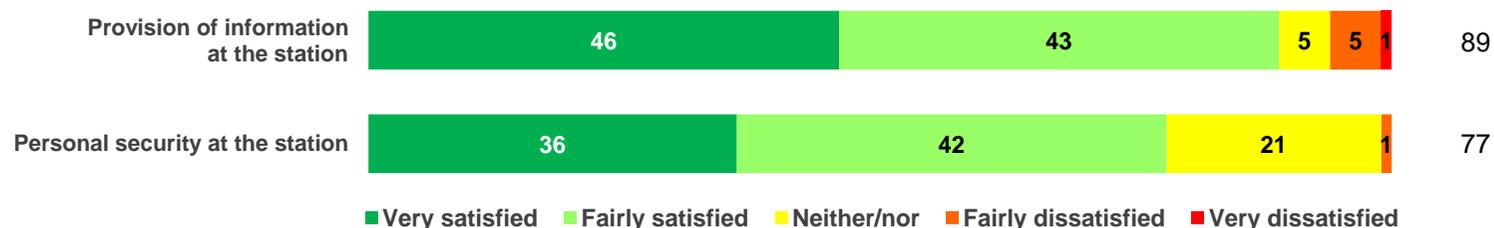
Tram



Bus



Train

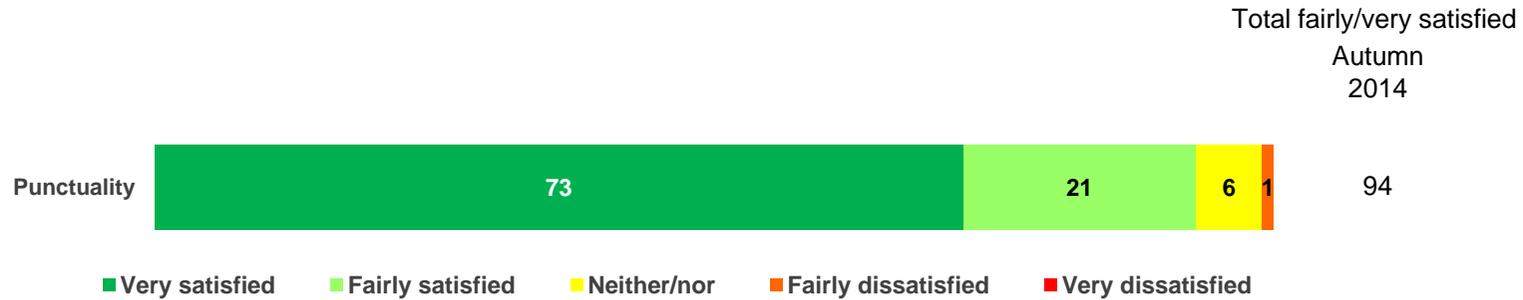


Q. Thinking about the tram/bus/train stop/station itself, how satisfied were you with the following:
Base: All passengers - 576 (Tram), 1073 (Bus), 432 (Train)

Satisfaction with tram/bus/train punctuality (%)

Tram Passenger Survey 2014 – Edinburgh Trams

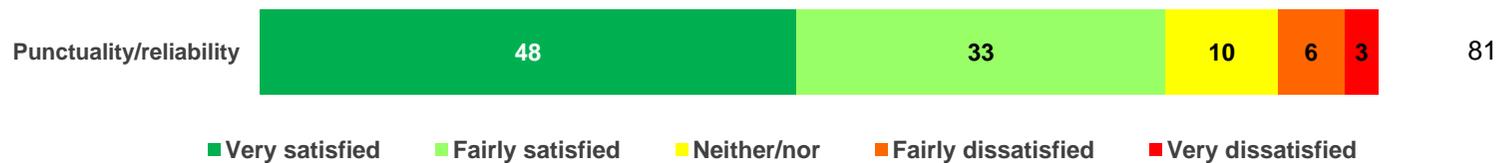
Tram



Bus



Train



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

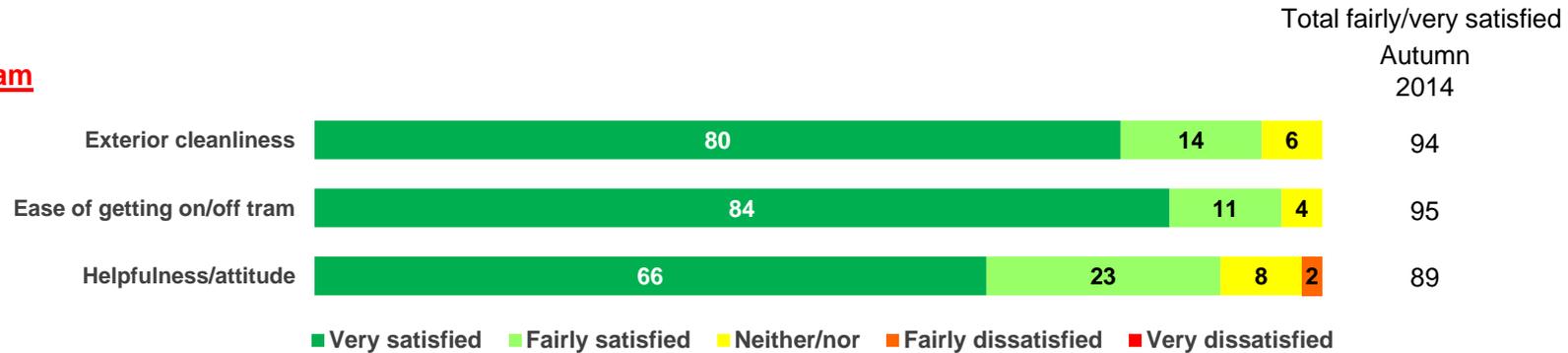
NRPS: Q. How satisfied were you with the punctuality/reliability of the train (i.e. the train arriving/departing on time)

Base: All passengers - 549 (Tram), 1075 (Bus), 432 (Train)

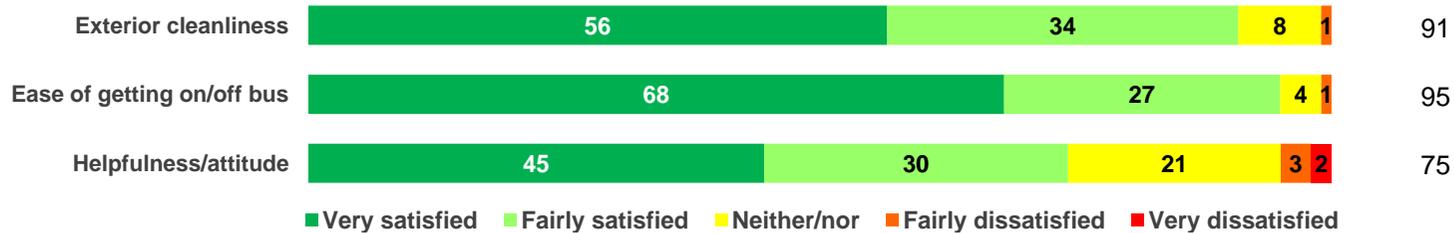
Satisfaction with start of journey and on-board staff (%)

Tram Passenger Survey 2014 – Edinburgh Trams

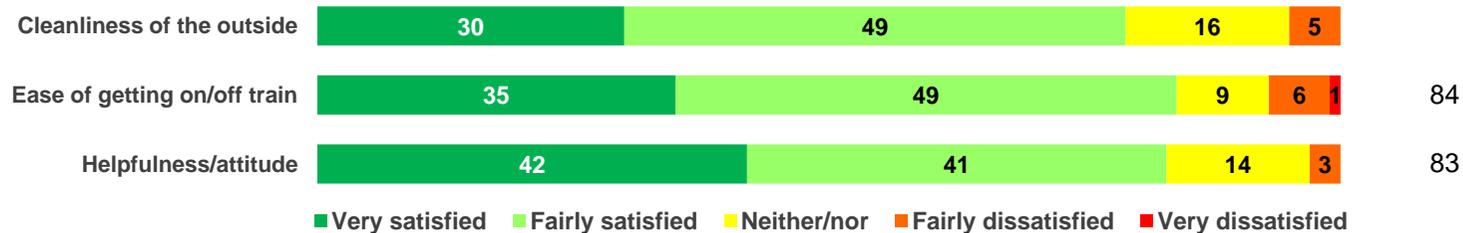
Tram



Bus



Train



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

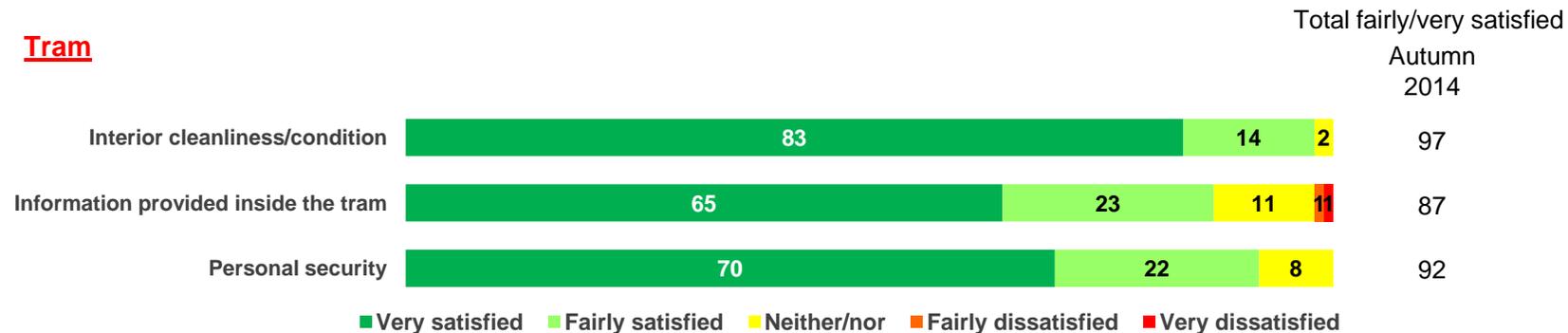
NRPS: Q. How would you rate the train you boarded in terms of:

Base: All passengers - 582 (Tram), 1140 (Bus), 434 (Train)

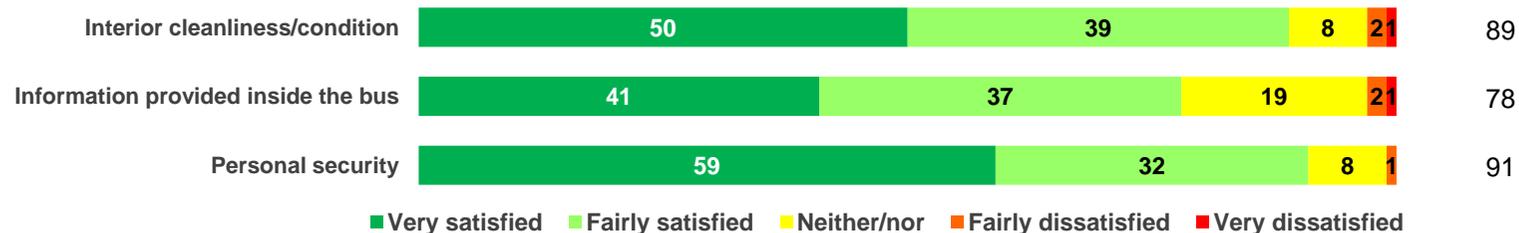
Satisfaction on the tram/bus/train (%) – 1

Tram Passenger Survey 2014 – Edinburgh Trams

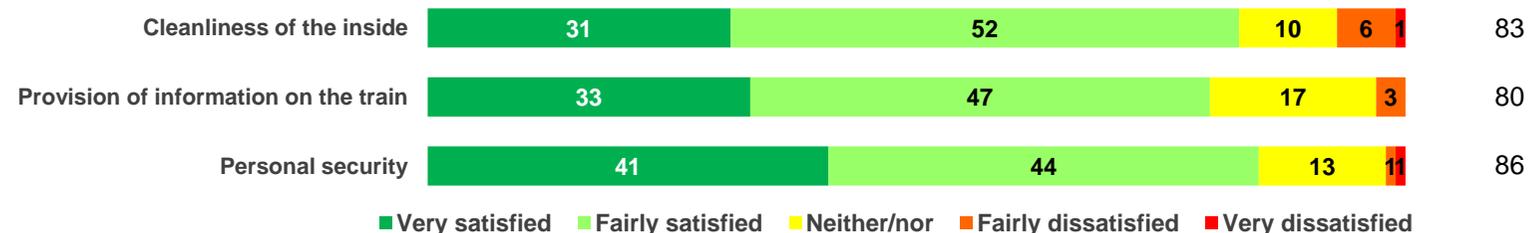
Tram



Bus



Train



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

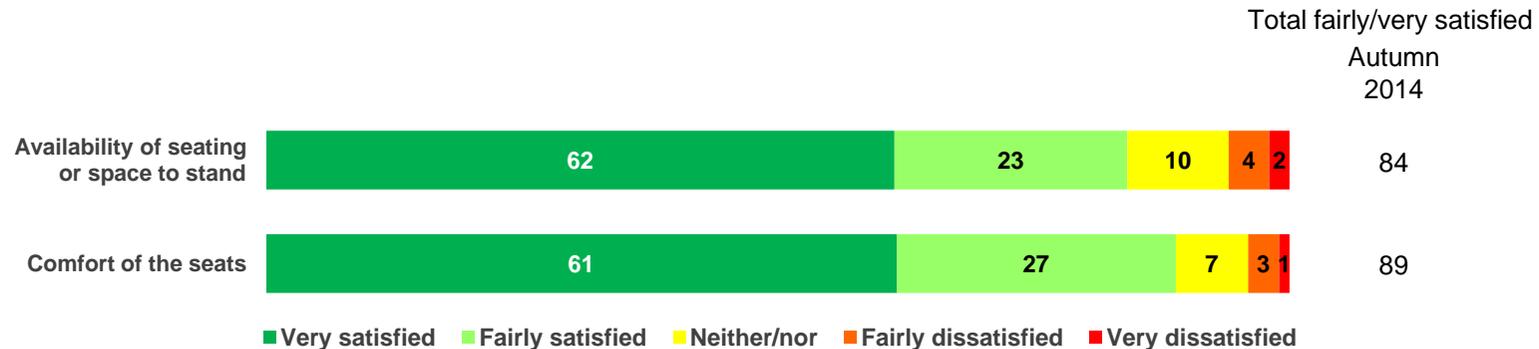
NRPS: Q. How would you rate the train you boarded in terms of:

Base: All passengers - 588 (Tram), 1165 (Bus), 434 (Train)

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

Tram Passenger Survey 2014 – Edinburgh Trams

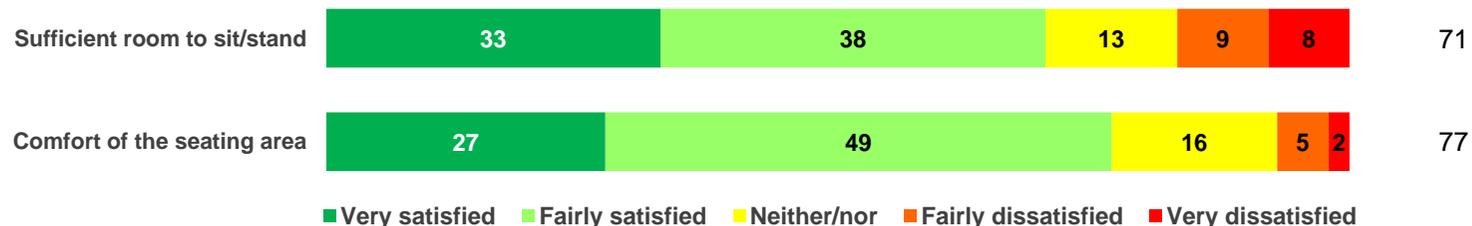
Tram



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 - 588 (Tram), 1142 (Bus), 431 (Train)

Tram Passenger Survey (TPS) 2014 – **Edinburgh Trams**

Appendix 2 – Questionnaire

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

Q13. Thinking about the tram stop itself, how satisfied were you with the following?

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

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

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

3. Waiting for the tram

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

(Please write in the time in minutes)

Q16a. Did you check any of the following to find out when the tram was meant to arrive?

(Please tick all that apply)

Before leaving for the tram stop	At the tram stop
Leaflet/paper timetable.....	Electronic display at the stop.....
Online tram times.....	Information posters at the stop.....
Live tram locator/timings (e.g. via mobile app/web).....	Online tram times.....
Disruption updates (e.g. on Twitter/Facebook).....	Live tram locator/timings (e.g. via mobile app/web).....
Other.....	Disruption updates (e.g. on Twitter/Facebook).....
	Other.....

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.....	Didn't have time.....
Already knew arrival times.....	Did not know when the tram was meant to arrive.....
Could not find the information.....	Other.....

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

(Please write in the time in minutes)

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

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

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

Yes.....	No.....
----------	---------

Q19. How satisfied were you with each of the following?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
The length of time you had to wait for the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The punctuality of the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. On the tram

Q20. Thinking about when the tram arrived, please indicate how satisfied you were with the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
Route/destination information on the outside of the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cleanliness and condition of the outside of the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ease of getting on to and off of the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The length of time it took to board the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:

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

Q22. Did you get a seat on the tram?

Yes – for all of the journey.....	<input type="checkbox"/>	No – but you were happy to stand.....	<input type="checkbox"/>
Yes – for part of the journey.....	<input type="checkbox"/>	No – but you would have liked a seat.....	<input type="checkbox"/>

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

Yes.....	<input type="checkbox"/>	No.....	<input type="checkbox"/>
----------	--------------------------	---------	--------------------------

Q23b. If yes: Which of the following were the reason(s) for this? (Please tick all that apply)

Passengers drinking/under the influence of alcohol.....	<input type="checkbox"/>	Passengers not paying their fares.....	<input type="checkbox"/>
Passengers taking/under the influence of drugs.....	<input type="checkbox"/>	Feet on seats.....	<input type="checkbox"/>
Abusive or threatening behaviour.....	<input type="checkbox"/>	Music being played loudly.....	<input type="checkbox"/>
Rowdy behaviour.....	<input type="checkbox"/>	Smoking.....	<input type="checkbox"/>
Passengers not moving out of priority seats.....	<input type="checkbox"/>	Graffiti or vandalism.....	<input type="checkbox"/>
		Loud use of mobile phones.....	<input type="checkbox"/>
		Other (please write in)	<input type="text"/>

Q23c. *If yes: What local area was the tram travelling through or at which stop was it when you were worried or concerned?*

Q24a. Was your journey with Edinburgh Trams today delayed at all?

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

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

- | | |
|--|--|
| Due to a signal/points failure..... <input type="checkbox"/> | Time it took passengers to board/..... <input type="checkbox"/> |
| Road congestion/traffic jam..... <input type="checkbox"/> | pay for tickets..... <input type="checkbox"/> |
| Due to a tram failure..... <input type="checkbox"/> | had to use bus replacement service..... <input type="checkbox"/> |
| Planned engineering works..... <input type="checkbox"/> | Other (please write in) <input style="width: 150px; height: 20px;" type="text"/> |
| Poor weather conditions..... <input type="checkbox"/> | No reason given..... <input type="checkbox"/> |
| The tram waiting too long at stops..... <input type="checkbox"/> | Don't know..... <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	Don't know
A map of the tram route/journey times.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio announcements e.g. saying the next tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An electronic display e.g. showing the next tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about tickets/fares.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A timetable.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Details of how to make a complaint, if you had one.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q27. Thinking about any Edinburgh Trams staff you encountered on your journey, please indicate how satisfied you were with each of the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
The appearance of any staff.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any greeting/welcome you got from the staff.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The helpfulness and attitude of the staff.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The safety of the driving (i.e. appropriateness of speed, driver concentrating).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Q28. Overall, taking everything into account from start to end of this journey, how satisfied were you with your journey with Edinburgh Trams today?

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

Q29. If something could have been improved on your journey with Edinburgh Trams today, what would it have been?

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

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

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

The cost for the distance travelled.....
 The cost of the tram versus other modes of transport..... Comfort/journey quality for the fare paid.....
 The fare in comparison to the cost of everyday items..... A reason not mentioned above (please write in box).....

6. Your opinion of trams generally

Q32a. How would you rate Edinburgh Trams' services for the following:

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

Q32b. And how satisfied are you overall with Edinburgh Trams' services for the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
Ease of buying your ticket.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punctuality (running on time).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency (how often the trams run).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of tickets available.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q33a. If you needed information about your local tram services, e.g. times, fares, where would you obtain that information? (Please tick all that apply)

Phone: Edinburgh Trams..... From a Park and Ride kiosk.....
 Internet: Edinburgh Trams website..... Smartphone app.....
 Internet: Other travel website..... Ask tram staff.....
 Travel shop..... Other.....
 Ask friend/relative..... Not sure.....

