

# Tram Passenger Survey (TPS) – Blackpool

## Autumn 2014 results

Keith Bailey  
Tel: 0300 123 0822 Email: keith.bailey@passengerfocus.org.uk

Research Team, Passenger Focus, Fleetbank House, 2-6 Salisbury Square, London, EC4Y 8JX

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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 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 2014 – Blackpool

### Blackpool (TPS)

Fieldwork: 10 September to 27 November 2014 (The Blackpool Illuminations overlapped with fieldwork, running from 29 August to 9 November)

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: 502 interviews (339 paper and 163 online)

In 2013 fieldwork took place between 28 October and 15 December

### Bus (BPS) data for Blackpool 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: 556 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 42 per cent of the total sample and visitors 43 per cent.

## Methodology – data analysis

### Tram Passenger Survey 2014 – 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 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.

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# The Blackpool tram system



## Tram Passenger Survey 2014 – Blackpool

### Route map:



- The Blackpool tramway consists of one line with 37 stops, running 11 miles along the coast between Starr Gate and Fleetwood Ferry
- Approximately 4.3 million\* passenger journeys were made in 2013/14
- The trams run with conductors and passengers may purchase tickets on board. There are no ticket machines at Blackpool tram stops
- From 2014 no national concessionary passes can be used on the Blackpool tramway. This may explain some of the significant differences shown in this report
- 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. This research does not include journeys made on heritage trams
- 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, 2013/14



# Tram Passenger Survey (TPS) 2014 – Blackpool

## Summary

## Summary of key findings (1)

### Tram Passenger Survey 2014 – Blackpool

- Overall satisfaction for journeys on the Blackpool tramway remains at the high levels seen last year (95 per cent, compared to 97 per cent in 2013). This is higher than the same measure on the Bus Passenger Survey (88 per cent). It is also relatively consistent across key passenger groups
- While the total combined number of passengers saying they are either 'very satisfied' or 'fairly satisfied' with their journey overall is consistent with last year, the number of passengers who are 'very satisfied' has fallen significantly from 81 per cent in 2013 to 70 per cent
- Amongst fare paying passengers, 86 per cent are satisfied with the value for money of a journey on Blackpool trams. This is considerably higher than satisfaction with value for money of bus journeys in the Blackpool area (68 per cent)
- When evaluating satisfaction with value for money, the cost for the distance travelled was the most important factor
- Nine in ten passengers were satisfied with the punctuality of the tram, and only 3 per cent experienced a delay

## Summary of key findings (2)

### Tram Passenger Survey 2014 – Blackpool

- Just over a quarter of passengers (27 per cent) spontaneously mentioned an improvement that could be made to their journey. Passenger comments mainly concerned space issues on board. The trams being less crowded was one of the most frequently suggested improvements
- Other improvements mentioned related to the overall frequency and punctuality of the trams (something which has become significantly more important compared to 2013), improvements to tram stops and better information on board
- Since 2013 the profile of tram passengers has become younger, with 38 per cent now in the 60+ age group (44 per cent in 2013). This is now very similar to the bus (37 per cent)
- Three quarters (74 per cent) were using the tram for leisure purposes
- As a result of changes to concessionary pass validity on Blackpool trams, there are now significantly fewer free pass holders compared to last year (9 per cent in 2014 compared to 36 per cent in 2013)
- Compared to bus passengers, those using the tram tend to have better access to private transport: 36 per cent of tram passengers have 'easy' access to private transport, compared to only 16 per cent of bus passengers



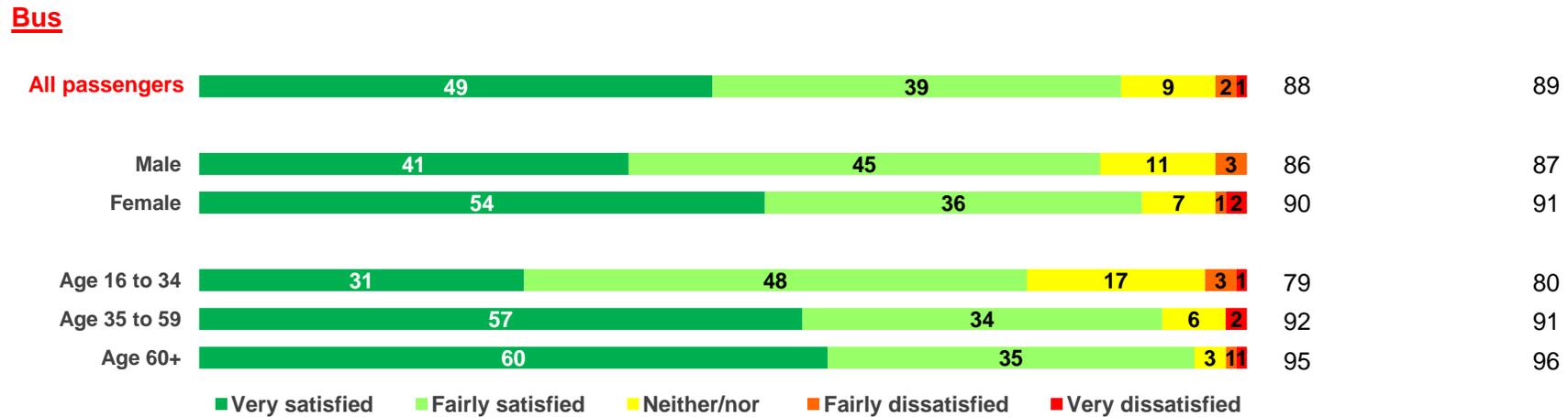
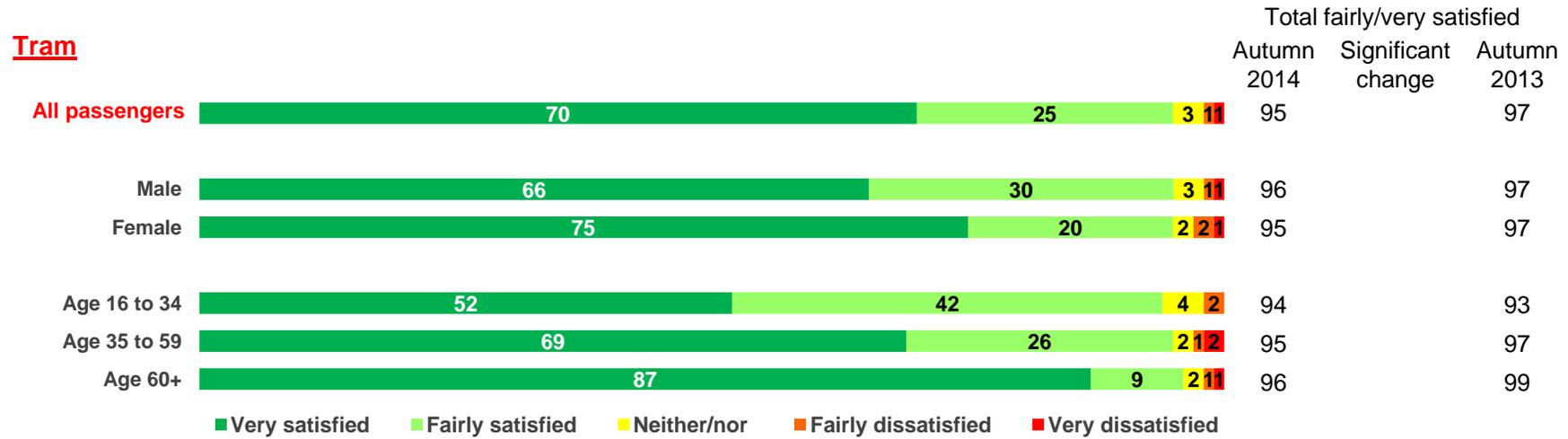
## Tram Passenger Survey (TPS) 2014 – Blackpool

### Journey Satisfaction

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

# Overall satisfaction (%) – by gender and age

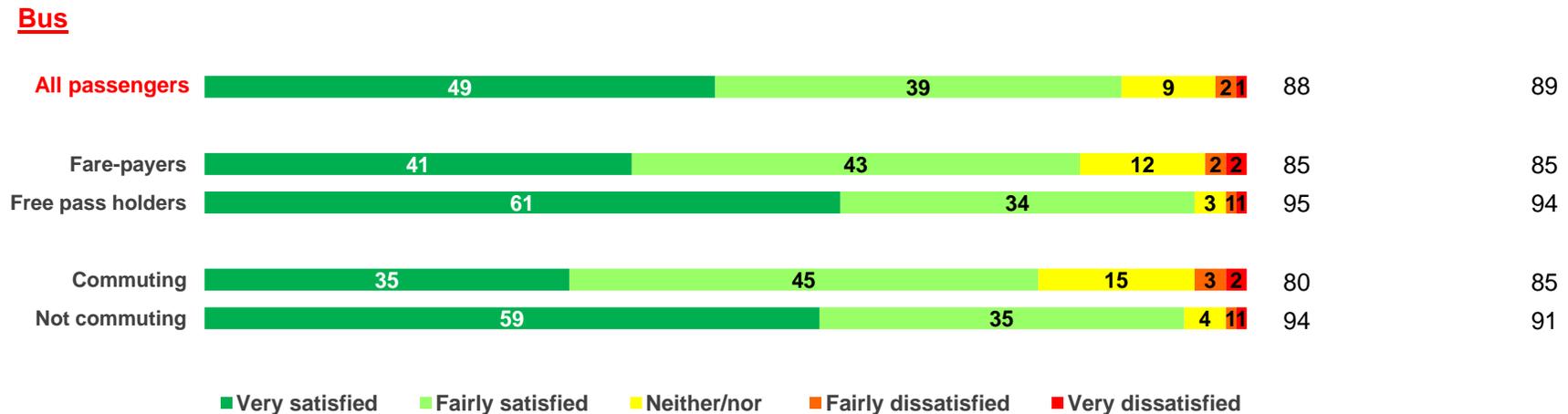
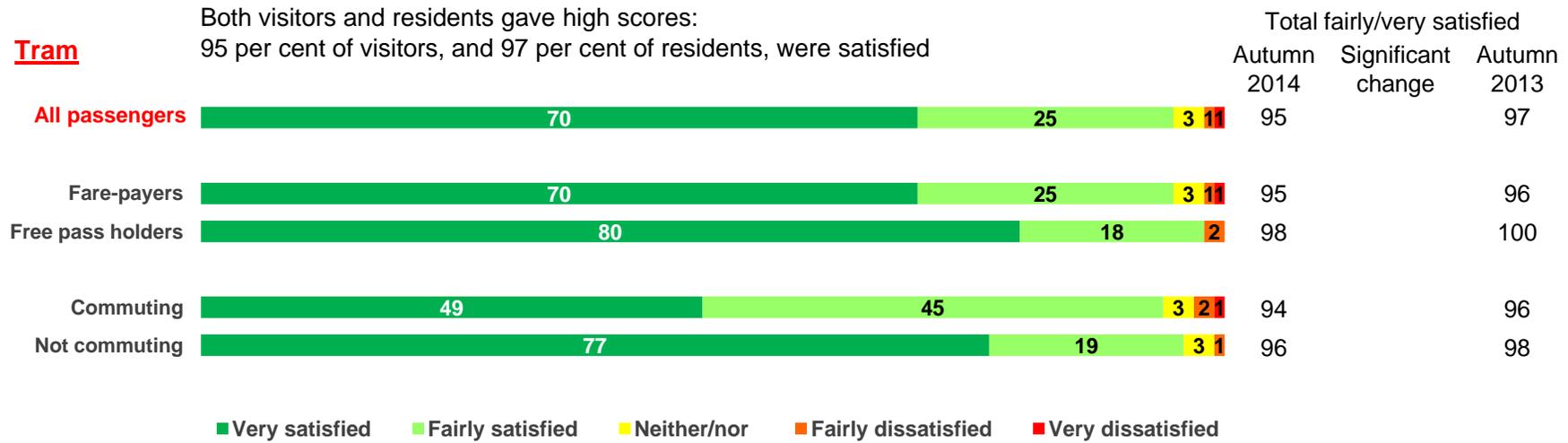
## Tram Passenger Survey 2014 – Blackpool



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 - 496 (Tram), 552 (Bus)

# Overall satisfaction (%) – by passenger type

## Tram Passenger Survey 2014 – 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 - 496 (Tram), 552 (Bus)

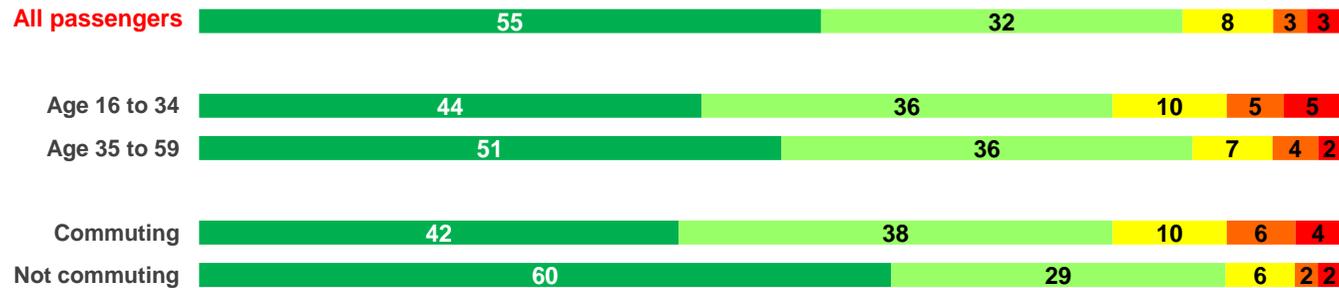
# Value for money (%) – fare-payers only

## Tram Passenger Survey 2014 – Blackpool

### Tram

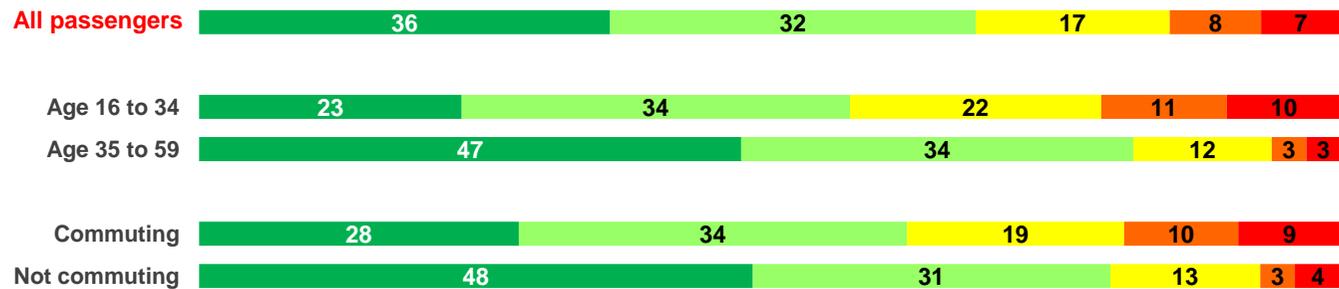
Amongst visitors to Blackpool over nine in ten (93 per cent) were satisfied with value for money, compared to 80 per cent of residents

Total fairly/very satisfied  
Autumn 2014    Significant change    Autumn 2013



Very satisfied    Fairly satisfied    Neither/nor    Fairly dissatisfied    Very dissatisfied

### Bus



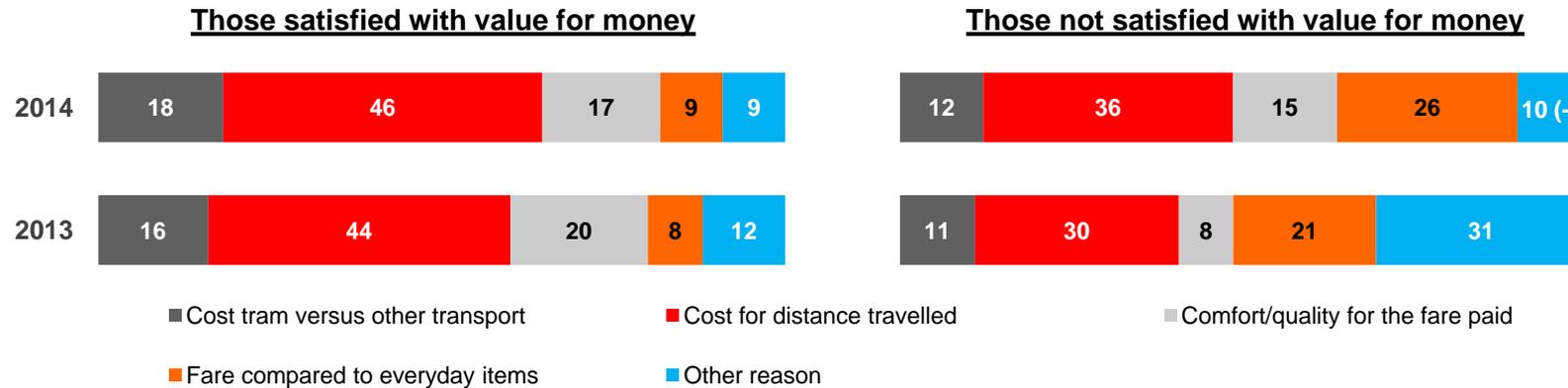
Very satisfied    Fairly satisfied    Neither/nor    Fairly dissatisfied    Very dissatisfied

Q. How satisfied were you with the value for money of your journey?  
Base: All fare paying passengers - 445 (Tram), 251 (Bus)

# What influenced value for money rating (%)

## Tram Passenger Survey 2014 – Blackpool

### Tram



### Bus



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

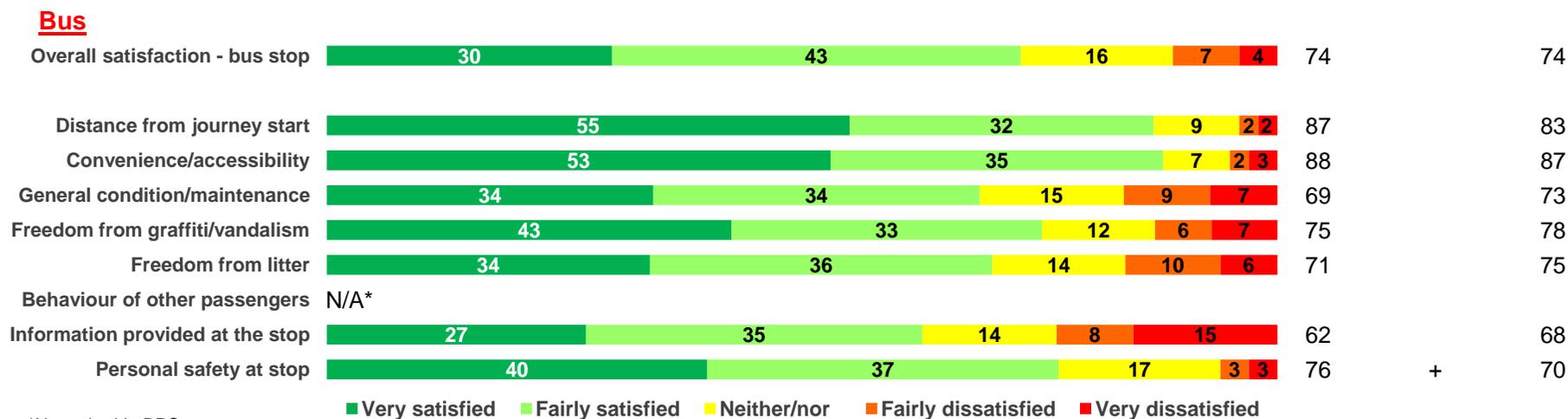
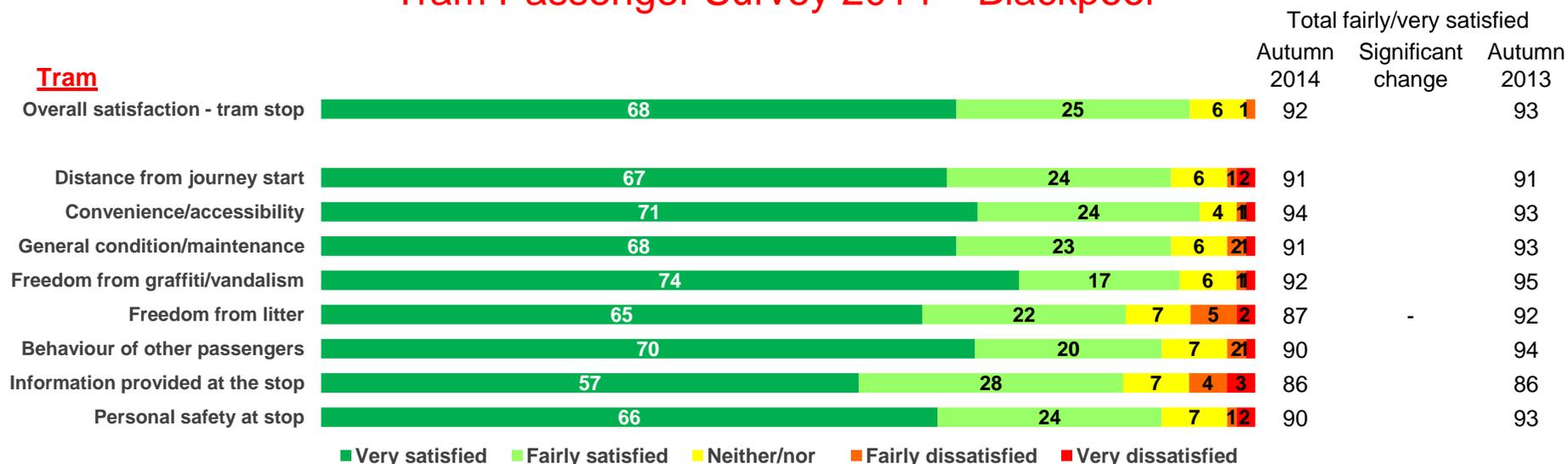
+/- symbols indicate a significant change since 2013

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

Base: All fare paying passengers - 425 (Tram), 237 (Bus)

# Satisfaction with the tram/bus stop (%)

## Tram Passenger Survey 2014 – Blackpool



\*Not asked in BPS

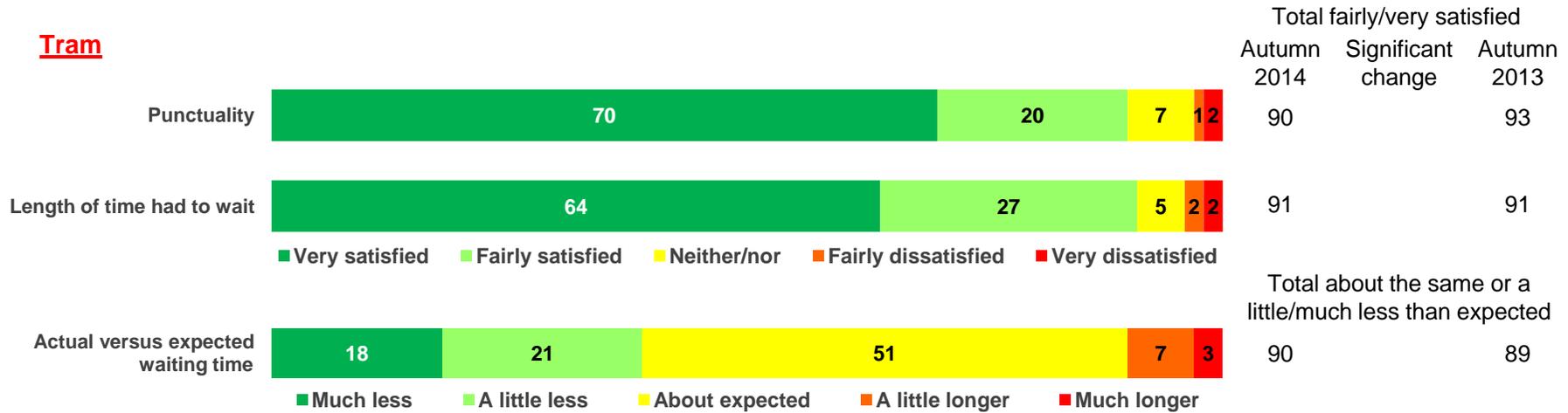
Q. Overall, how satisfied were you with the tram/bus stop? & Q. Thinking about the tram/bus stop itself, how satisfied were you with the following:

Base: All passengers - 495 (Tram), 524 (Bus)

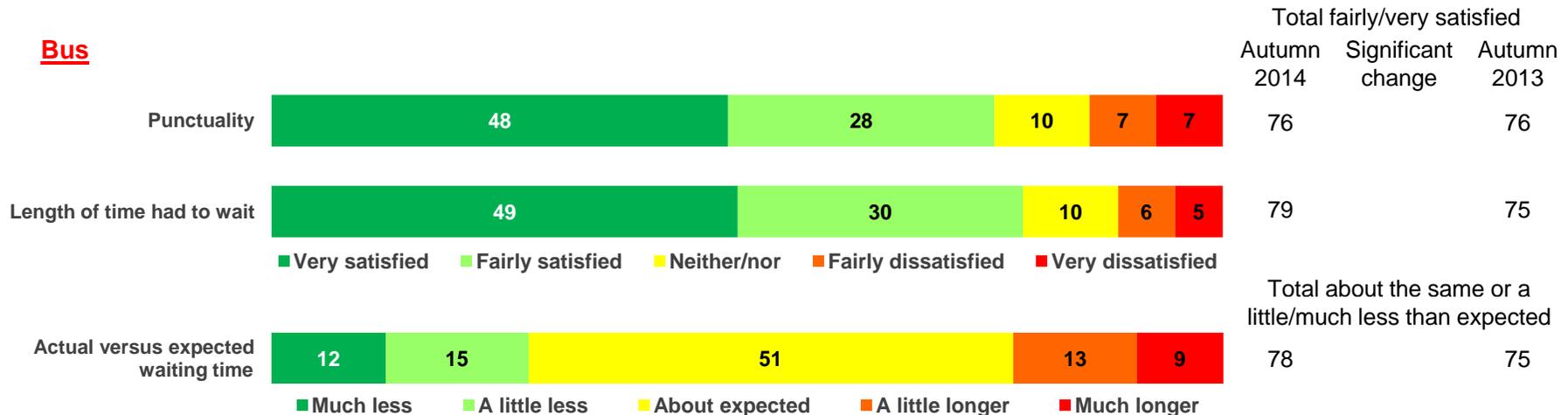
# Satisfaction with punctuality of the tram/bus (%)

## Tram Passenger Survey 2014 – 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 - 487 (Tram), 538 (Bus)

# Expected and reported waiting times (%)

## Tram Passenger Survey 2014 – Blackpool

### Tram

#### Expected tram waiting time

	Autumn 2014	Significant change	Autumn 2013
Under 2 mins	4		5
2-5 mins	33		33
5-10 mins	45		40
10-15 mins	15		16
Over 15 mins	2		6

**Average expected waiting time 9 minutes (2013: 9 minutes)**

#### Reported tram waiting time

	Autumn 2014	Significant change	Autumn 2013
Under 2 mins	18	+	14
2-5 mins	41		41
5-10 mins	29		31
10-15 mins	7		10
Over 15 mins	4		5

**Average reported waiting time 7 minutes (2013: 8 minutes)**

### Bus

#### Expected bus waiting time

	Autumn 2014	Autumn 2013
Under 2 mins	9	7
2-5 mins	41	41
5-10 mins	38	38
10-15 mins	9	8
Over 15 mins	4	6

**Average expected waiting time 8 minutes (2013: 8 minutes)**

#### Reported bus waiting time

	Autumn 2014	Autumn 2013
Under 2 mins	14	3
2-5 mins	41	44
5-10 mins	27	30
10-15 mins	8	10
Over 15 mins	10	13

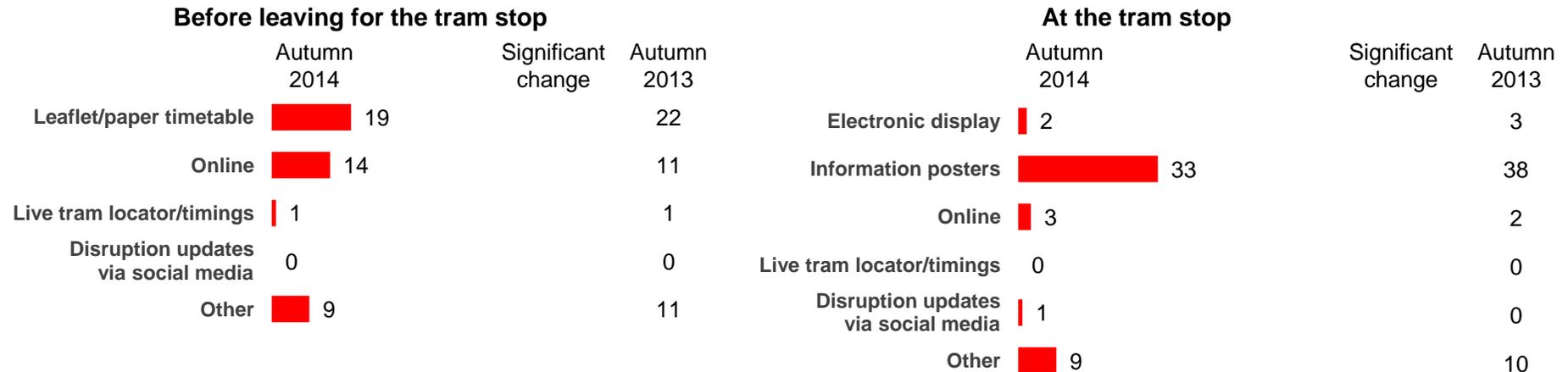
**Average reported waiting time 8 minutes (2013: 9 minutes)**

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 - Expected, 471 (Tram), 567 (Bus); Reported, 497 (Tram), 566 (Bus)

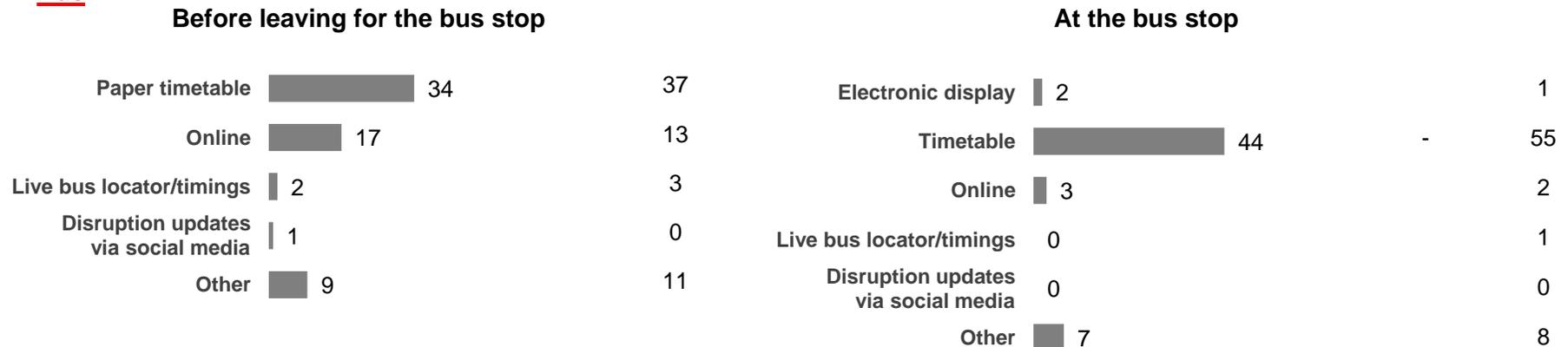
# How passengers checked tram/bus times (%)

## Tram Passenger Survey 2014 – Blackpool

**Tram** 29 per cent of Blackpool passengers did not check to find out when the tram was meant to arrive (2013: 29 per cent)



### Bus



Q. Did you check any of the following to find out when the tram/bus was meant to arrive?  
Base: All passengers - 502 (Tram), 320 (Bus)

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

## Tram Passenger Survey 2014 – Blackpool

### Tram

	Autumn 2014	Significant change	Autumn 2013
Knew the trams ran frequently on this route	72		73
Already knew arrival times	11		12
Could not find the information	3		2
Didn't have time	2		4
Did not know when tram was meant to arrive	8		10
Other	9		6

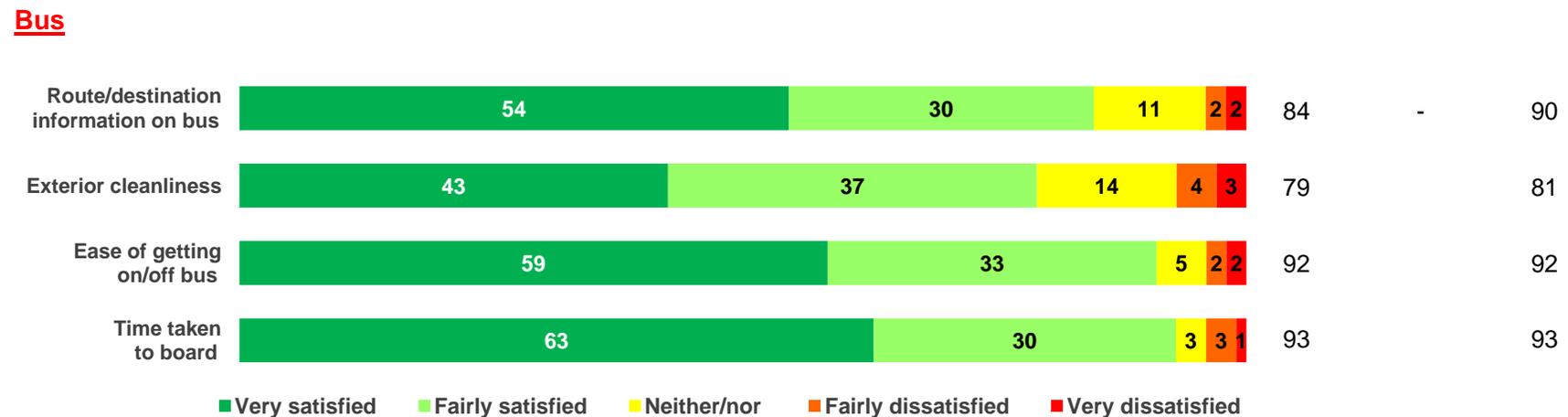
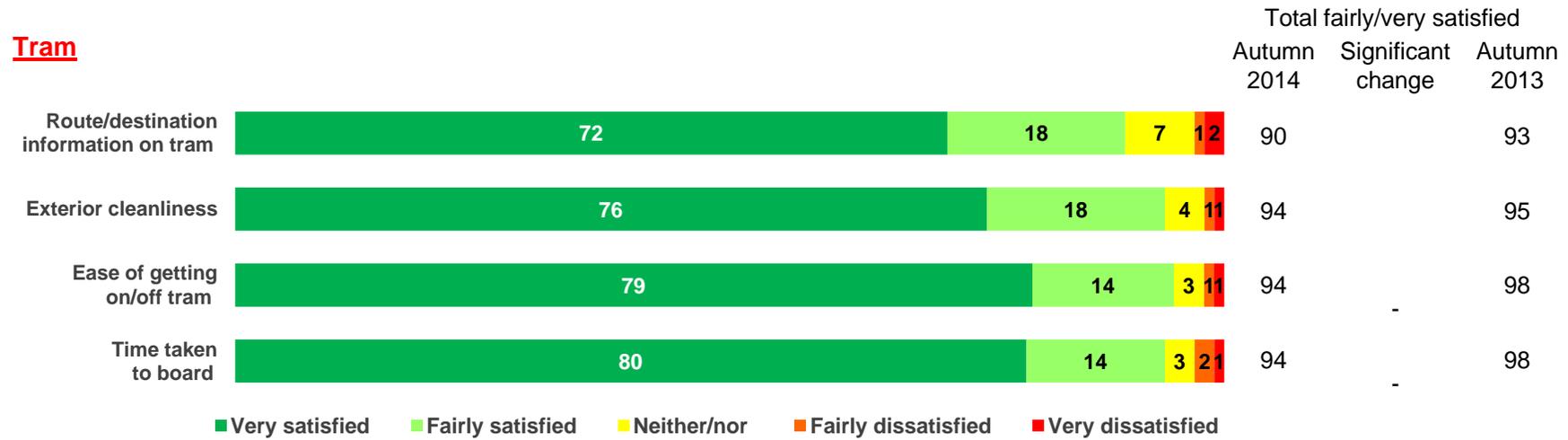
### Bus

Knew service was frequent	53		49
Already knew arrival times	34		43
Could not find the information	7		5
Didn't have time	8		4
Other	4		7

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 - 150 (Tram), 223 (Bus)

# Satisfaction with start of journey (%)

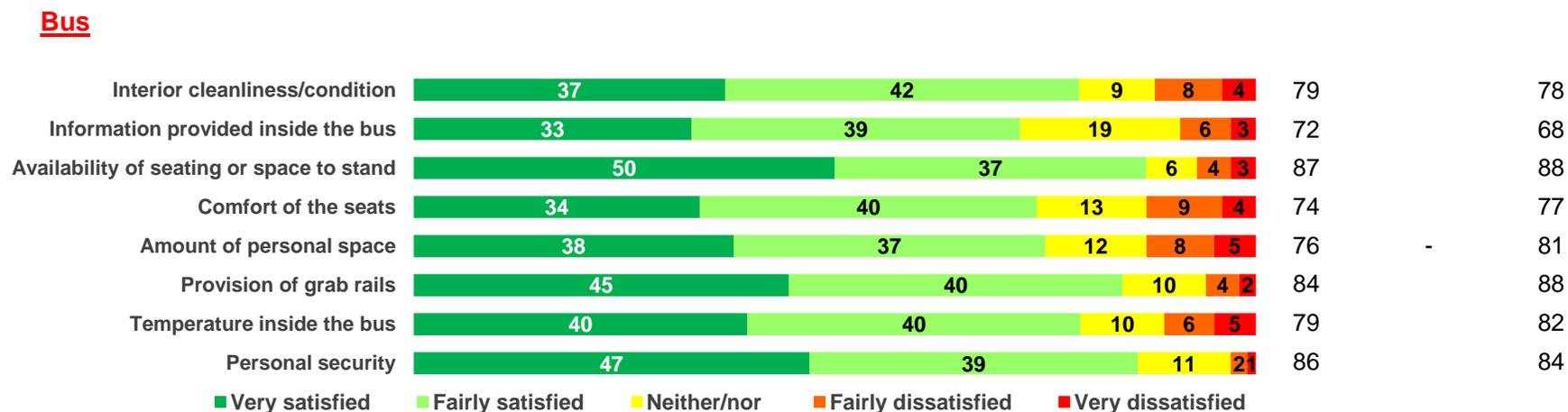
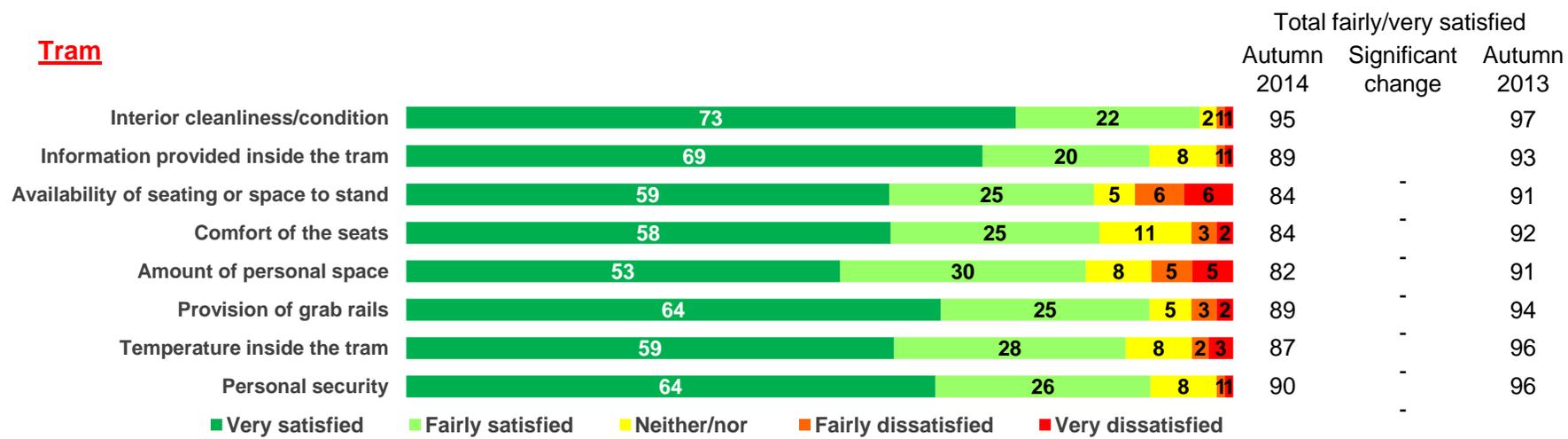
## Tram Passenger Survey 2014 – Blackpool



Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:  
 Base: All passengers - 493 (Tram), 529 (Bus)

# Satisfaction on the tram/bus (%)

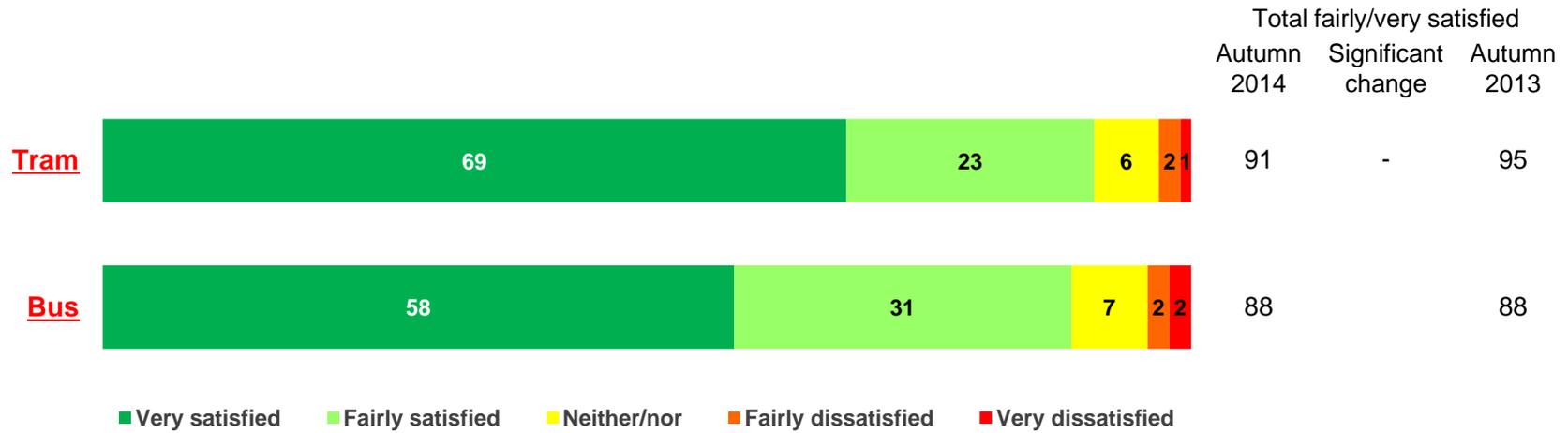
## Tram Passenger Survey 2014 – Blackpool



Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:  
 Base: All passengers - 497 (Tram), 542 (Bus)

# Satisfaction with on-vehicle journey time (%)

## Tram Passenger Survey 2014 – Blackpool

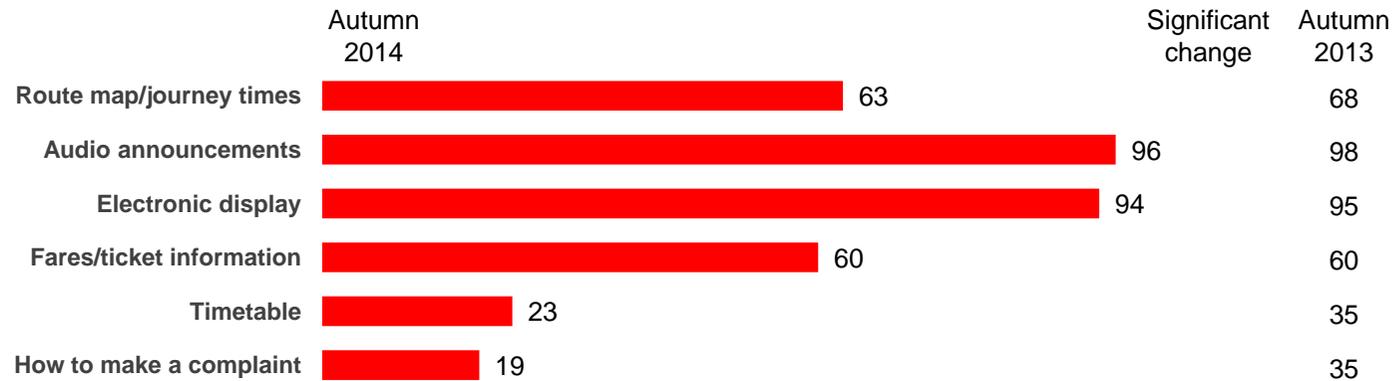


Q. How satisfied were you with the amount of time your journey on the tram/bus took?  
 Base: All passengers - 493 (Tram), 543 (Bus)

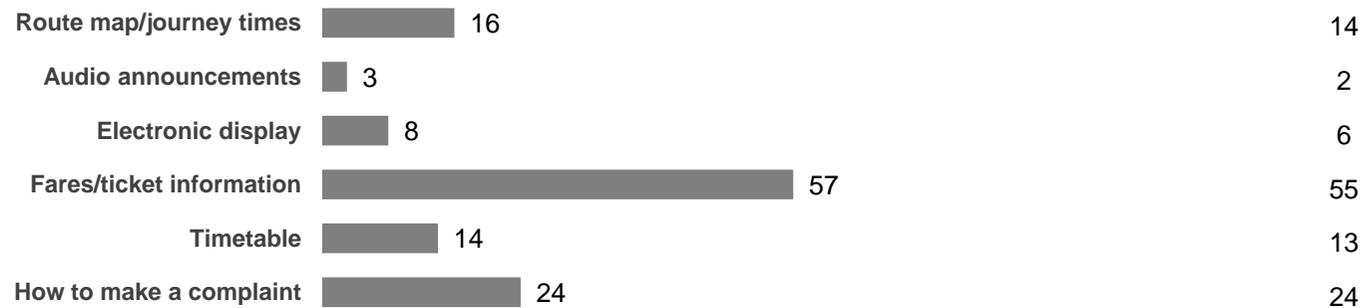
# Availability of information inside the tram/bus (%)

## Tram Passenger Survey 2014 – Blackpool

### Tram



### Bus



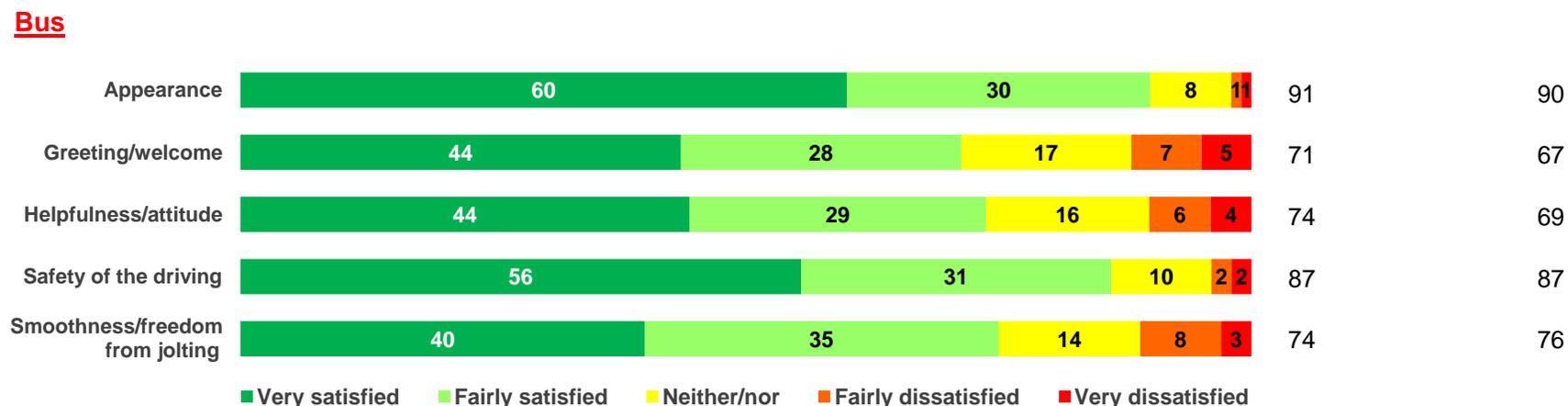
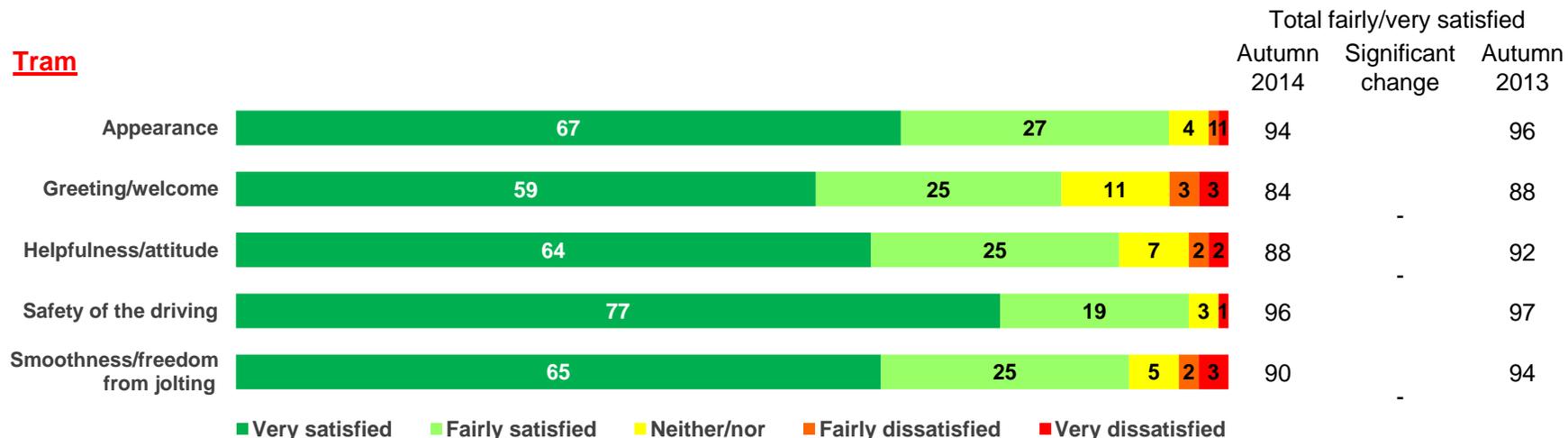
NOTE: Significant changes are not shown for this question. The question was changed between 2013 and 2014 (by the addition of a 'Don't know' option) and is not directly comparable

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

Base: All passengers - 478 (Tram), 470 (Bus)

# Satisfaction with tram staff/bus driver (%)

## Tram Passenger Survey 2014 – Blackpool



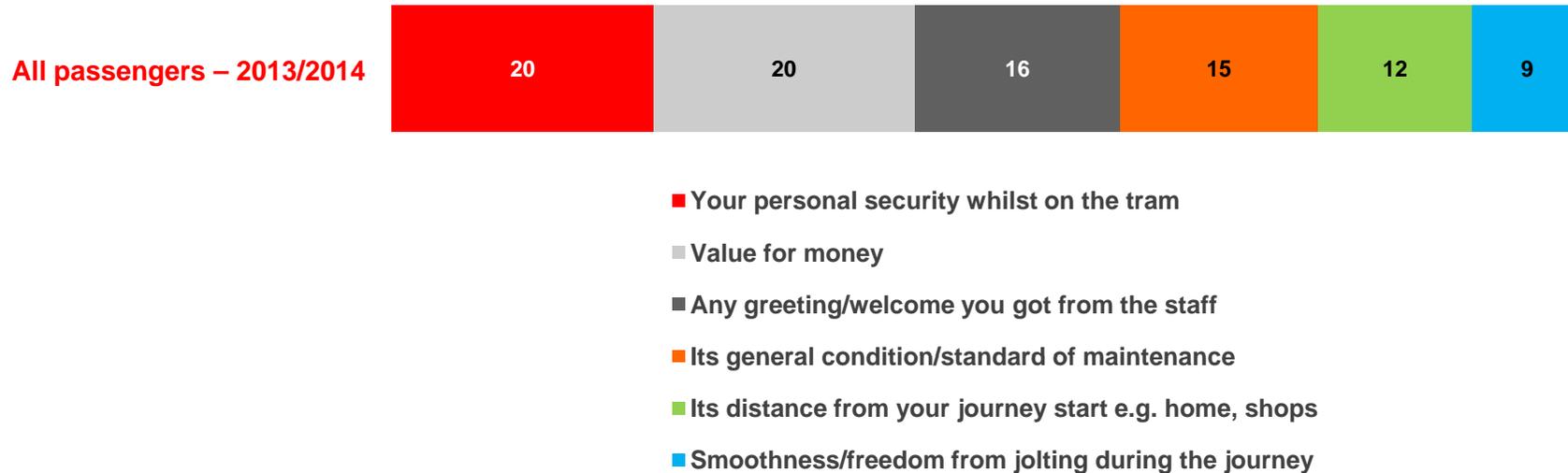
TPS: Q. Thinking about any tram staff you encountered on your journey, please indicate how satisfied you were with each of the following:

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

Base: All passengers - 493 (Tram), 526 (Bus)

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

## Tram Passenger Survey 2014 – 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. In order to increase robustness the analysis combines data from 2013 and 2014. Please refer to the TPS technical report for a full explanation.

Base: All fare paying passengers - 894 (2013 and 2014)

# Experience of delays (%)

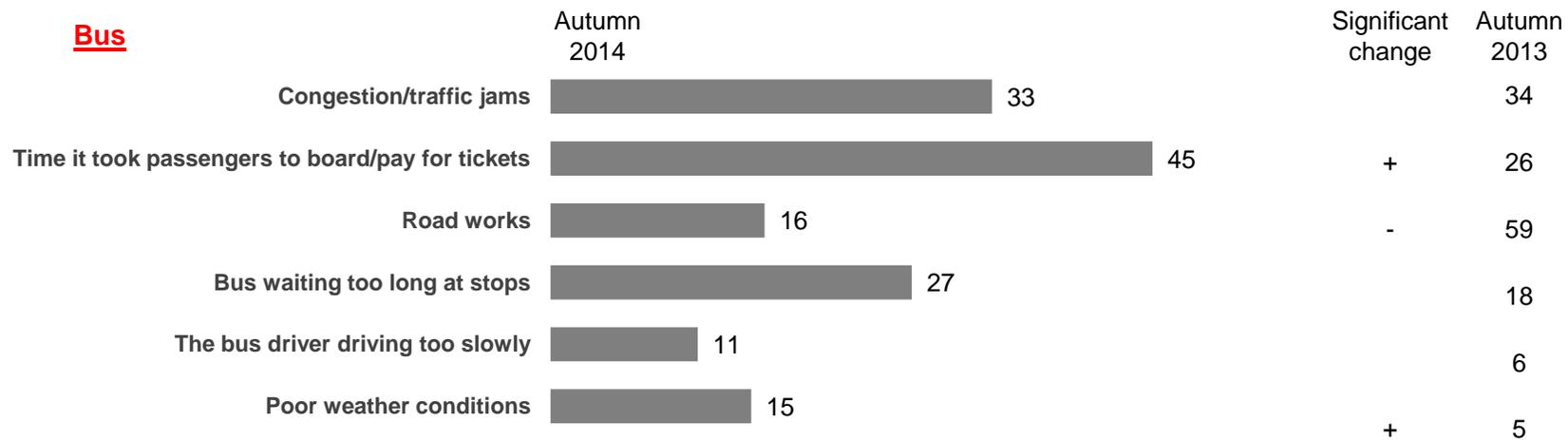
## Tram Passenger Survey 2014 – Blackpool

3 per cent of Blackpool passengers experienced a delay (2013: 2 per cent). Typical length of delay was 15 minutes

### Tram

Base too small to report

### 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 - 12 (Tram), 234 (Bus) **Caution small base**

# Worry or concern at other passengers' behaviour (%)

## Tram Passenger Survey 2014 – Blackpool

### Tram

	Autumn 2014	Significant change	Autumn 2013
All passengers	5		3
Male	5		4
Female	6		2
Age 16 to 34	6		4
Age 35 to 59	4		3
Age 60+	7		3

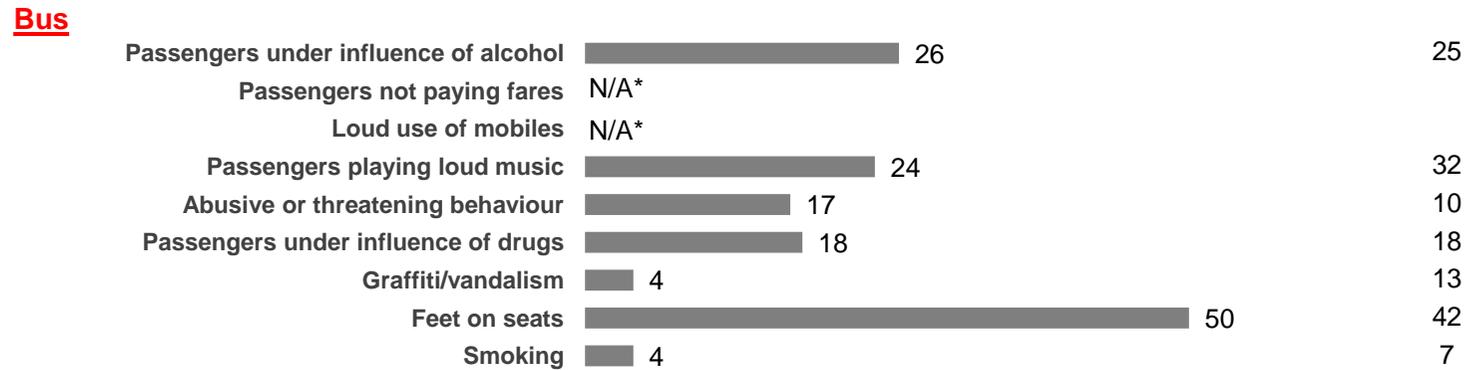
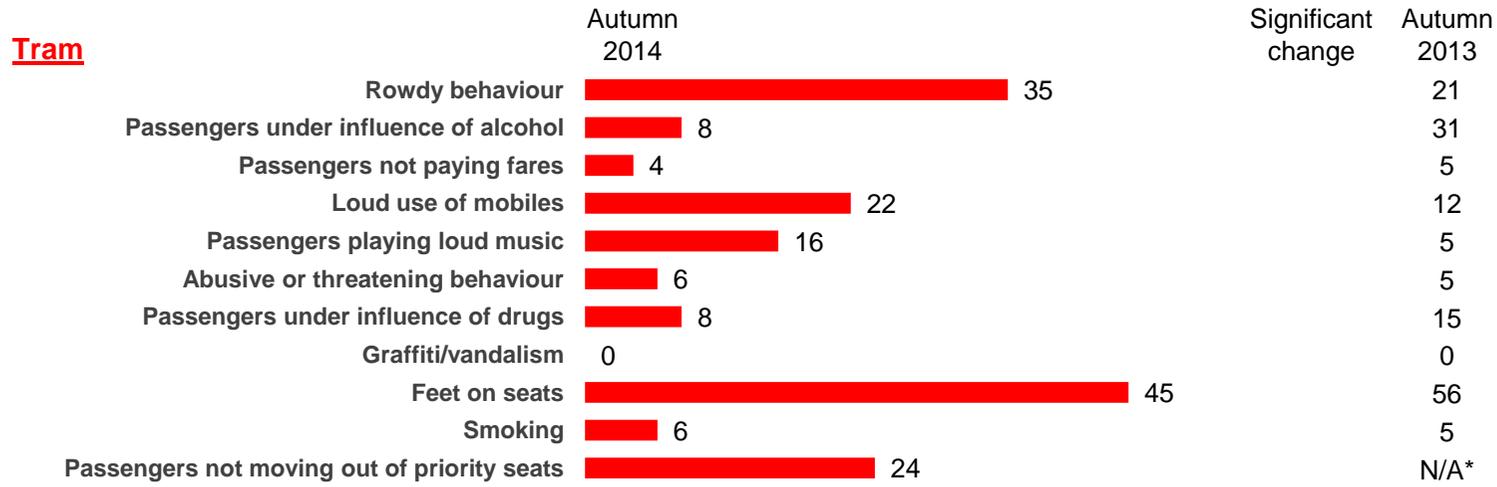
### Bus

All passengers	8		9
Male	11		10
Female	6		8
Age 16 to 34	9		14
Age 35 to 59	7		5
Age 60+	9		7

Q. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?  
 Base: All passengers - 496 (Tram), 545 (Bus)

# Types of worrying/concerning behaviour (%)

## Tram Passenger Survey 2014 – Blackpool



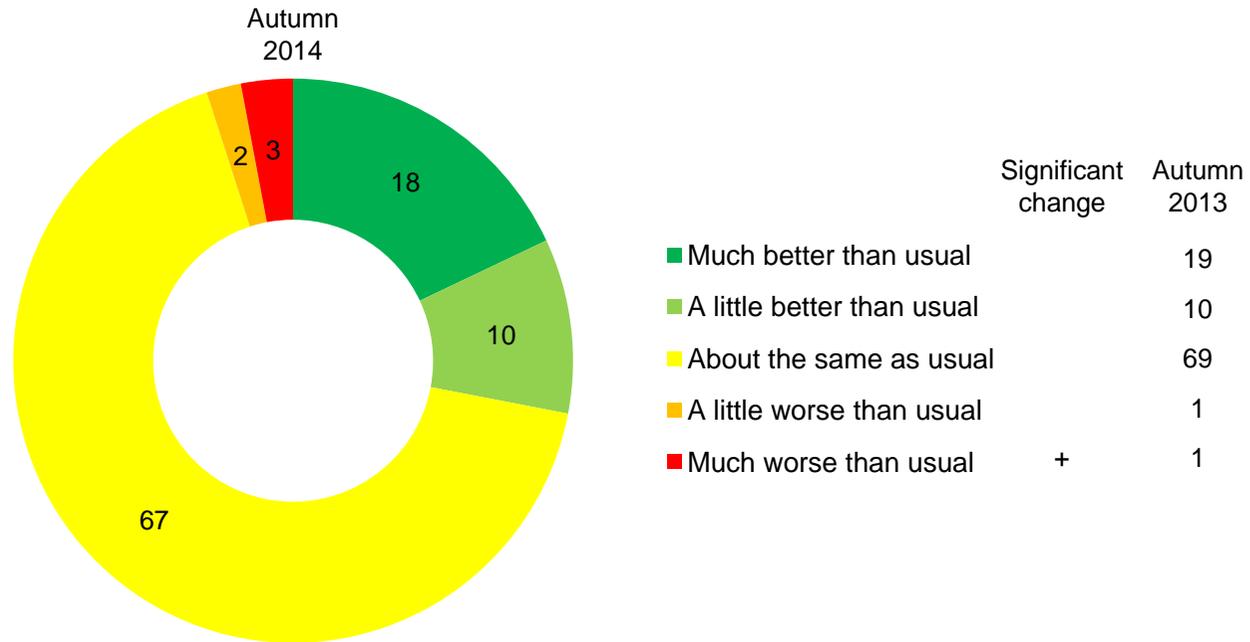
\*Not asked in 2013/BPS

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

Base: All experiencing worrying/concerning behaviour - 17 (Tram), 33 (Bus) **Caution small base**

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

## Tram Passenger Survey 2014 – Blackpool

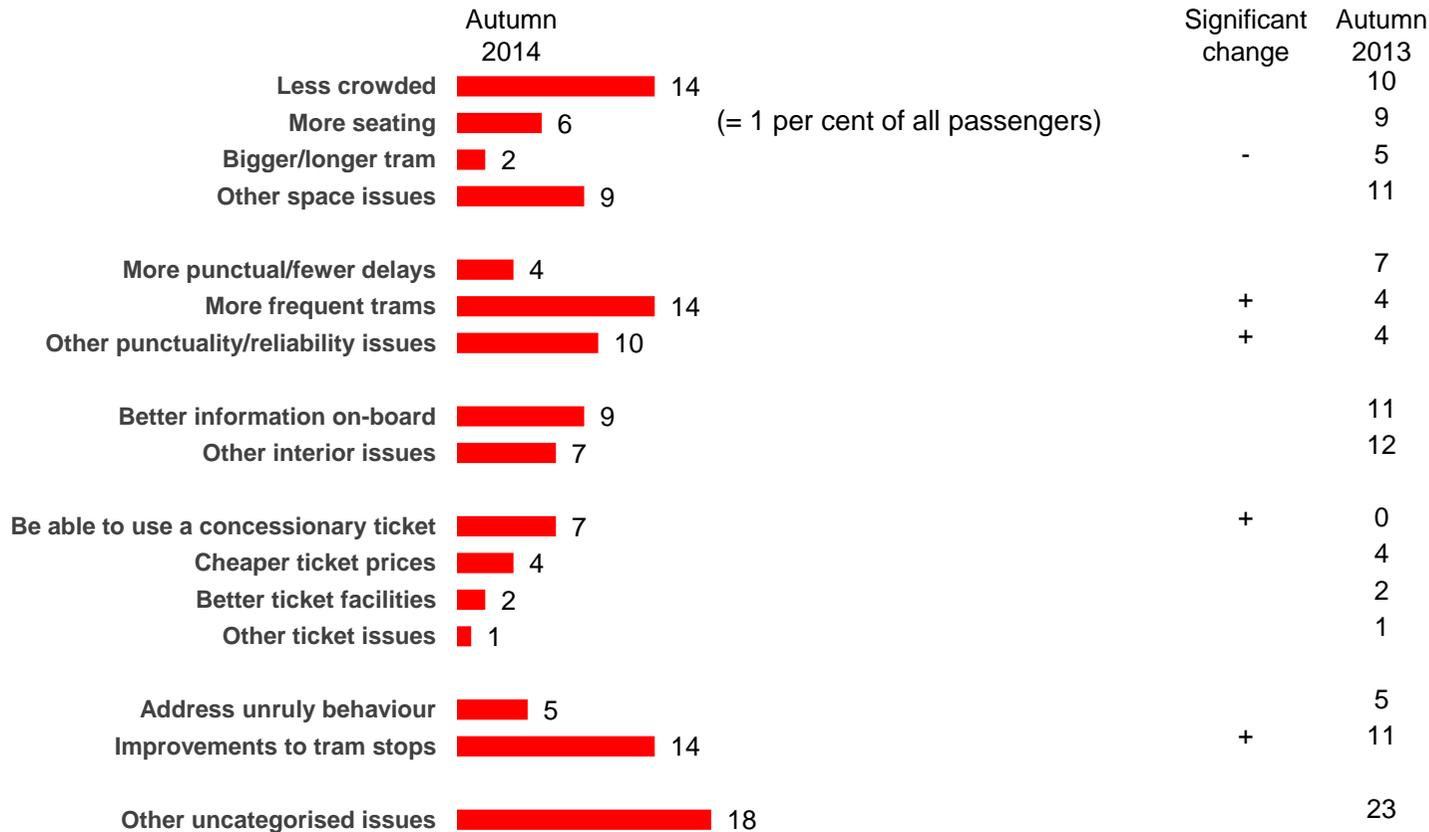


Q. If you have used the tram before, how typical would you say today's experience was?  
 Base: All previously using a tram - 385

# Suggested improvements spontaneously mentioned by tram passengers (%)

## Tram Passenger Survey 2014 – Blackpool

73 per cent of passengers could think of no improvement suggestions to make (2013: 75 per cent)  
 Of the 27 per cent who did, their suggestions are shown below (2013: 25 per cent)



Q. If something could have been improved on your tram journey today, what would it have been?  
 Base: All suggesting an improvement - 128

# Suggested improvements to the Blackpool tram service – passenger verbatims

## Tram Passenger Survey 2014 – Blackpool

The tram could have come on time, after I was working I had to wait nearly 30 mins for it, and it happens too often. There was no way of knowing if there was one coming, because all tram stops across the route don't have any electronic displays

I found the ticket inspectors very amusing and really added to the entire experience. So glad they laughed and joked with the passengers. You could tell it really put a smile on their faces. Hire more staff that are fun

Would have liked to have seen a display of the stops, like they have on the metro in Tyneside, and perhaps an estimated time of arrival would be helpful but overall our experience was great

Conductor to ask younger passengers to give up seats to older ones

When changing the timetables of the trams it would be very helpful to be informed a week or two before the change

More trams at busy periods would be good as trams would not be so crowded – sometimes we were packed in like sardines. My sister is disabled and she can't walk far so I had no option but to get on the tram with her

Route information, so I could count how many stops to my destination

It would have been nice if Blackpool trams accepted all English concessionary passes

I use an over-60s bus pass all over the country. It would be nice if I could use it on the tram, even if off-peak only

More readily apparent tram arrival times at each stop. NFC phone app was good but no longer seems available

More welcoming attitude from the conductors. Need to be a little more friendly

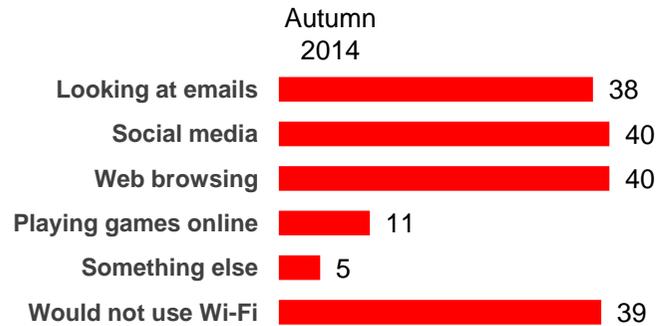
Having real-time tram departure information at the tram stop would be handy

Was using the tram to see the illuminations, but due to the bright light levels in the tram, it was difficult to see and appreciate the illuminations. Maybe the lights could be dimmed between stops for example, without impacting passenger safety / security though!

# Expectations of Wi-Fi on board Blackpool trams (%)

## Tram Passenger Survey 2014 – Blackpool

### Expected reason for using Wi-Fi



Wi-Fi is more popular among Blackpool residents, with 71 per cent saying they would use it, compared to 47 per cent of visitors to Blackpool

### Whether Wi-Fi would affect tram usage



Total more likely to travel by tram Autumn 2014

27

- Much more likely to travel by tram
- A little more likely to travel by tram
- Would not affect tram use
- A little less likely to travel by tram
- Much less likely to travel by tram

Q. If you were able to use Wi-Fi whilst on this tram, what would it be to do? & Q. If Wi-Fi were available on these trams, how would this affect your use of the tram?

NOTE: Neither of the above questions were asked in 2013

Base: All passengers - 471

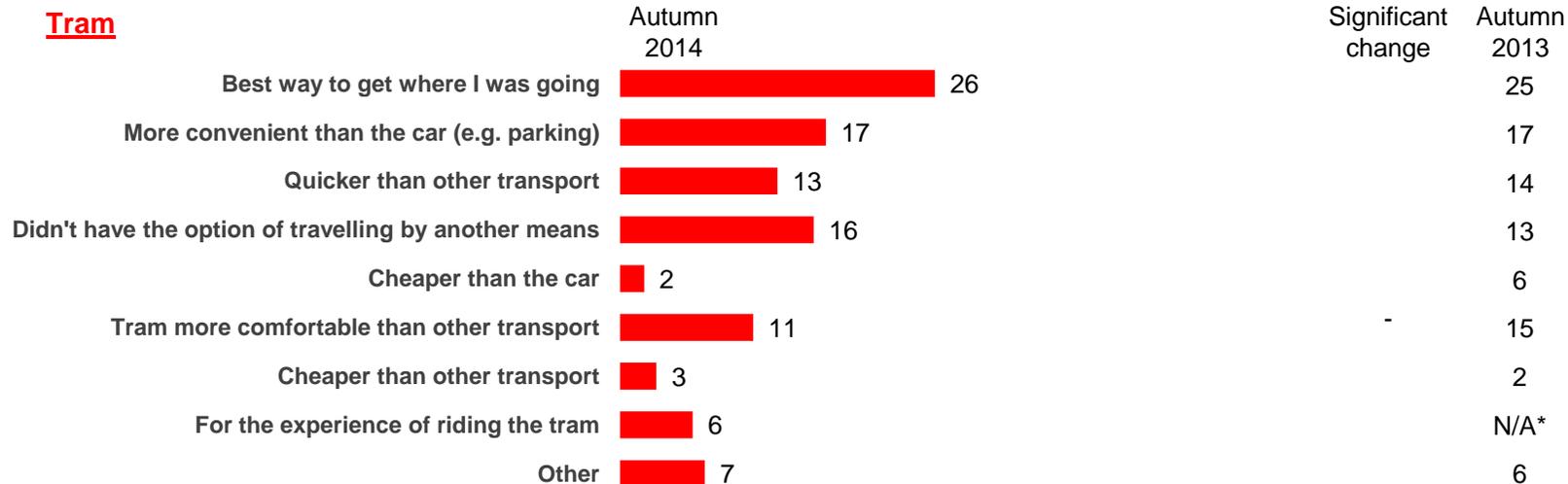


# Tram Passenger Survey (TPS) 2014 – Blackpool

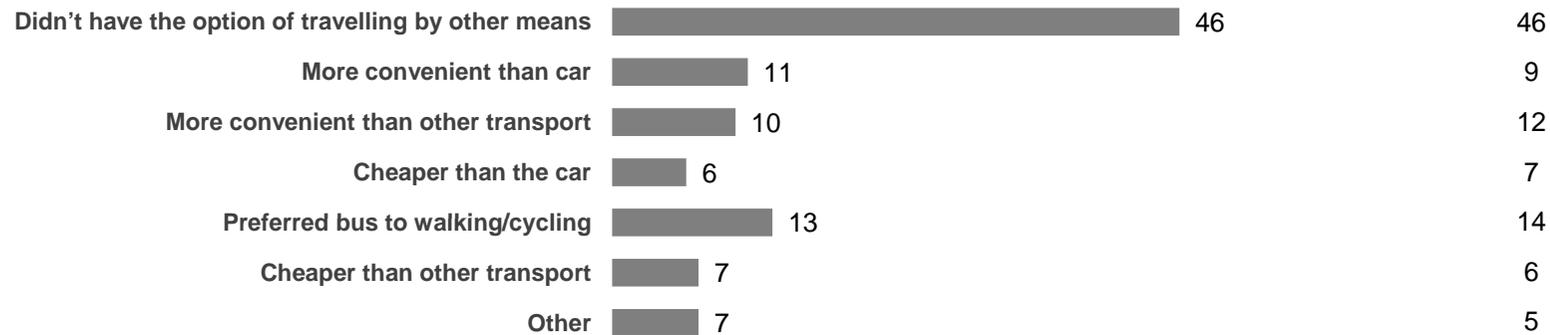
## Tram usage

# Reasons for choosing the tram/bus (%)

## Tram Passenger Survey 2014 – Blackpool



**Bus**



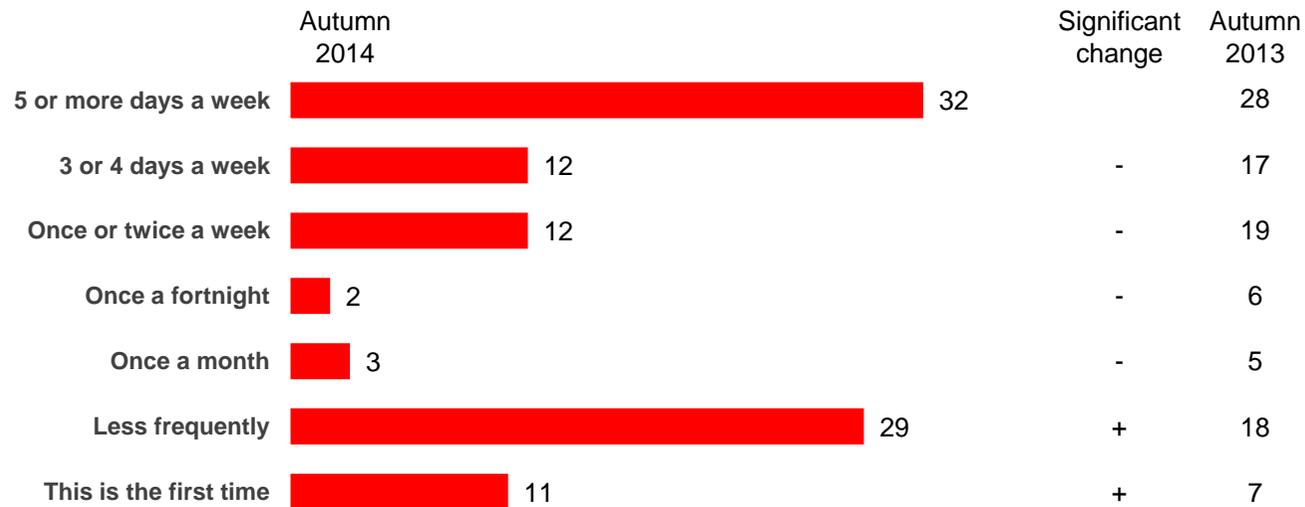
\*Not asked in 2013

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

Base: All passengers - 470 (Tram), 538 (Bus)

# Frequency of using Blackpool trams (%)

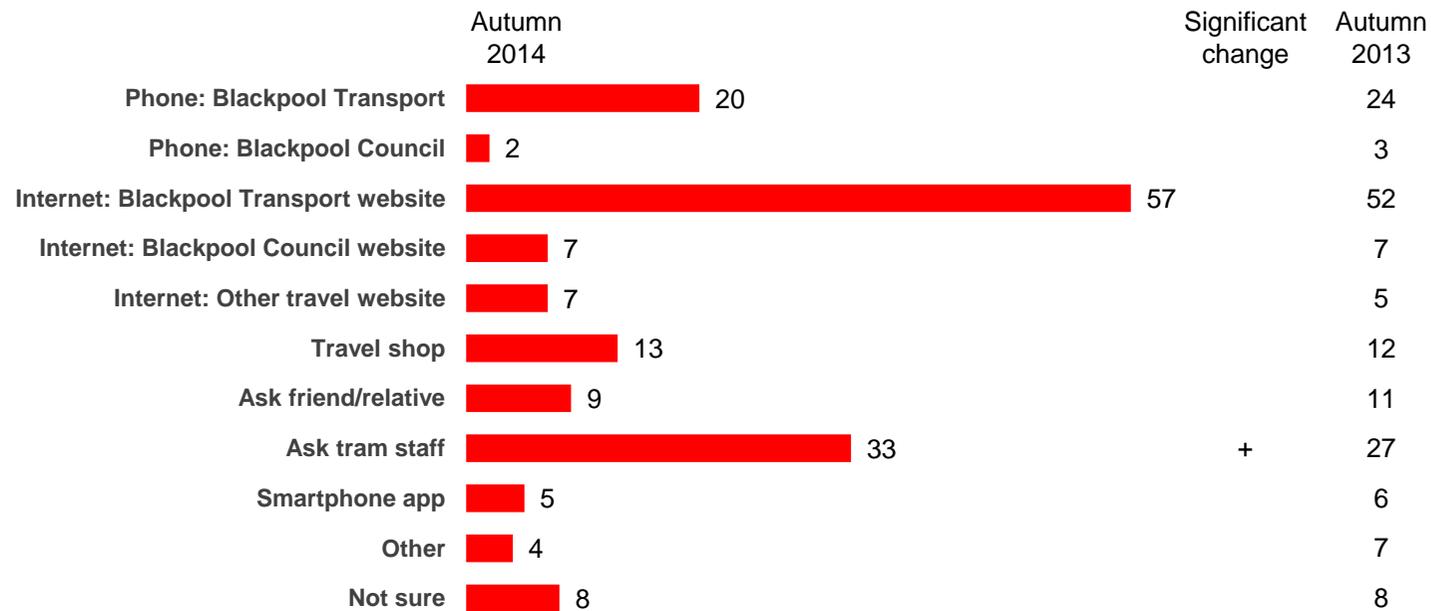
## Tram Passenger Survey 2014 – Blackpool



Q. How often do you typically travel by tram?  
 Base: All passengers - 442

# Sources for tram information (%)

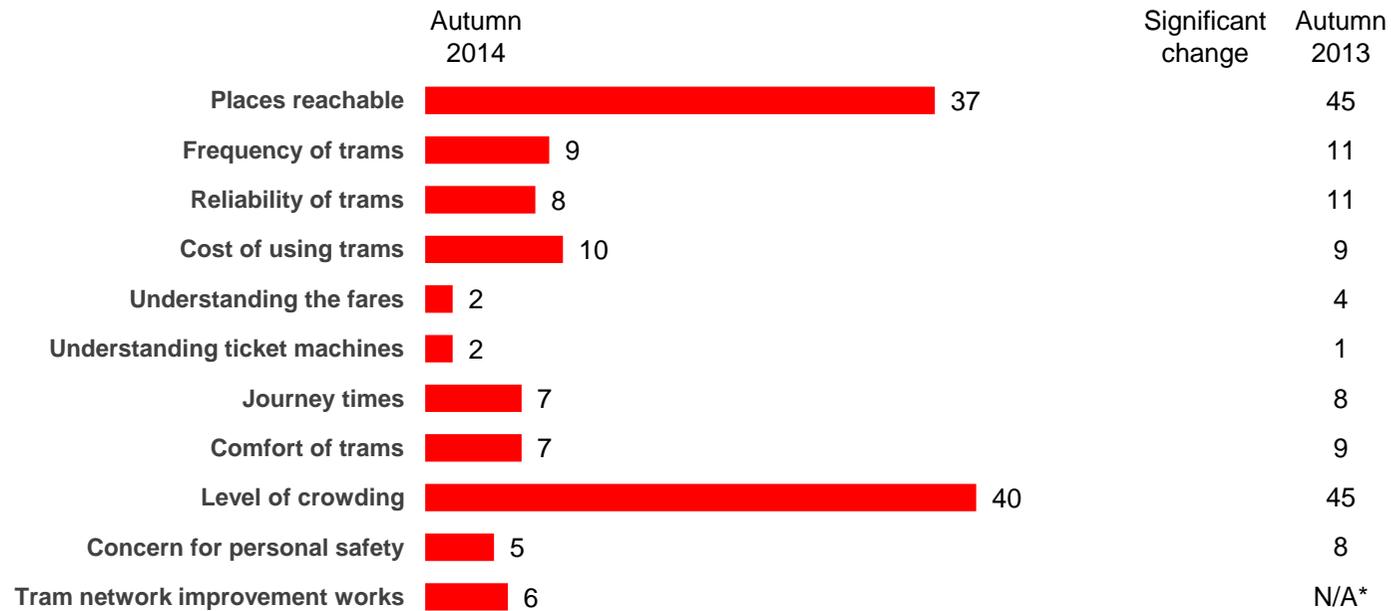
## Tram Passenger Survey 2014 – Blackpool



Q. If you needed information about your local tram services, e.g. times, fares, where would you obtain that information?  
 Base: All passengers - 493

# Factors preventing more journeys being made (%)

## Tram Passenger Survey 2014 – Blackpool



\*Not asked in 2013. The addition of 'Tram network improvement works' in TPS 2014 could have caused the significant drops in other factors

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

Base: All previously using the tram - 279 (Tram)



# Tram Passenger Survey (TPS) 2014 – Blackpool

## Passenger and journey details

# Passenger profile (%)

## Tram Passenger Survey 2014 – Blackpool

	Tram			Bus				
	Autumn 2014 Total	Significant change	Autumn 2013 Total	Visitors 2014	Residents 2014	Autumn 2014	Significant change	Autumn 2013
<b>Age</b>								
16-34	33		29	9	51	35		36
35-59	30		28	36	28	29		28
Over 60	38		44	55	20	37		36
<b>Access to private transport</b>								
Easy	39		35	58	20	16		12
Moderate	40		40	20	63	8		9
Limited/none	21		24	22	17	77		79
<b>Has a disability</b>								
Yes	24		20	24	23	39		35
<b>Ticket type</b>								
Free pass holders	9	-	36	3	18	40		42
Fare-payers	91	+	64	97	82	60		58

Base: All passengers - 502 (Tram), 219 (Visitors), 198 (Residents), 549 (Bus)

# Weather conditions when journey made (%)

## Tram Passenger Survey 2014 – Blackpool

### Tram



### Bus

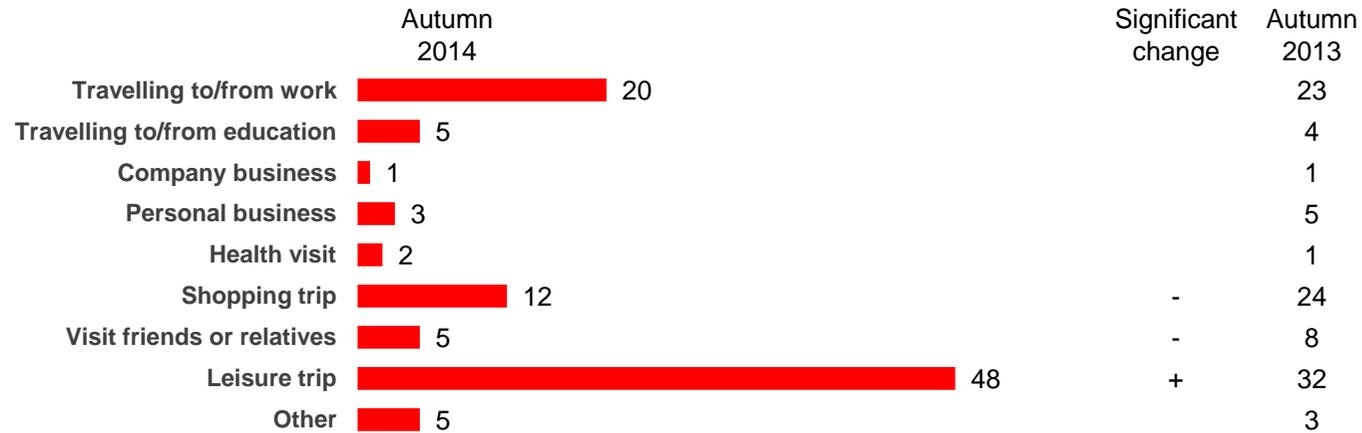


Q. What was the weather like when you made your journey?  
 Base: All passengers - 498 (Tram), 548 (Bus)

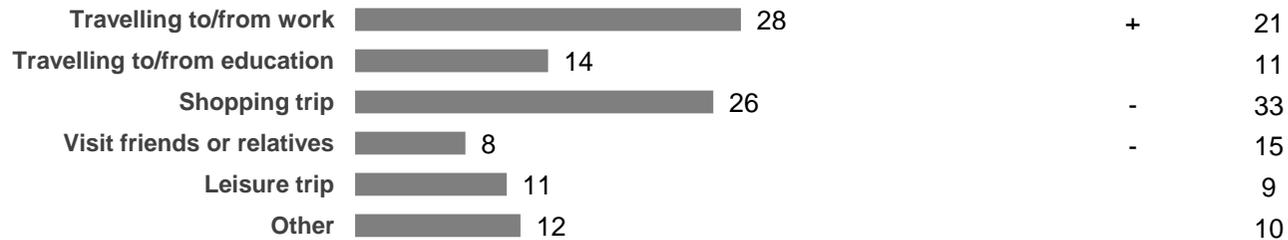
# Journey purpose (%) – 1

## Tram Passenger Survey 2014 – Blackpool

### Tram



### Bus



Q. What is the main purpose of your tram/bus journey today?  
 Base: All passengers - 496 (Tram), 543 (Bus)

# Journey purpose (%) – 2

## Tram Passenger Survey 2014 – Blackpool

### Tram

	Autumn 2014	Significant change	Autumn 2013
Sub-total: Commuter	25		26
Sub-total: Business	1		1
Sub-total: Leisure	74		73

Just over half (51 per cent) of Blackpool residents used the tram for leisure purposes, compared to 97 per cent of visitors to Blackpool

### Bus

Sub-total: Commuter	43	+	32
Sub-total: Business	N/A*		N/A*
Sub-total: Leisure	45	-	58

\*Not asked in BPS

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

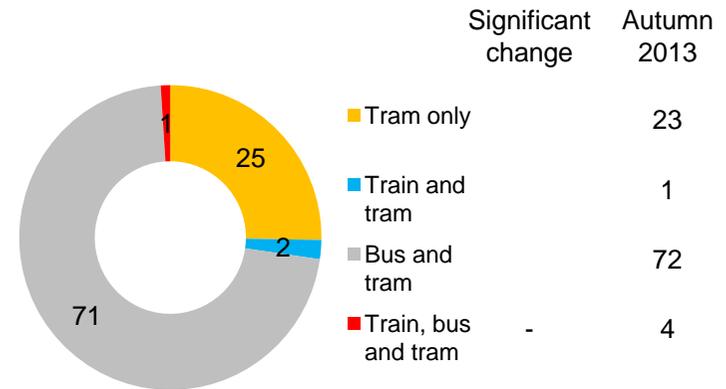
Base: All passengers - 496 (Tram), 543 (Bus)

# Ticket type and modes of transport permitted (%)

## Tram Passenger Survey 2014 – Blackpool

### Tram

	Autumn 2014	Significant change	Autumn 2013
<b>Sub-total: Single/return</b>	<b>20</b>		21
Single	16		19
Return	3		2
<b>Sub-total: Season ticket/pass</b>	<b>67</b>	+	40
Day pass	31	+	19
3 day/weekend	8	+	1
5 days/1 week	19	+	13
10 days/2 weeks	0		0
4 weeks/1 month	8		6
Quarterly/3 months	0		0
1 year	1		0
Other time period	1		1
Free pass/journey	9	-	36
Other ticket type	1		3



18 per cent of Blackpool residents used a concessionary ticket, compared to 3 per cent of visitors

### Bus

	Autumn 2014	Significant change	Autumn 2013
Single/return	15	-	22
Day pass	10		9
Season ticket/pass for longer than a day	31	+	25
Free pass/journey	40		42
Other ticket type	2		1

Q. What type of ticket/pass did you use for this tram/bus journey today?  
Base: All passengers - 498 (Tram), 556 (Bus)

Q. What modes of transport does your ticket allow you to travel on?  
Base: All passengers - 493

# Method of buying ticket and ticket format (%)

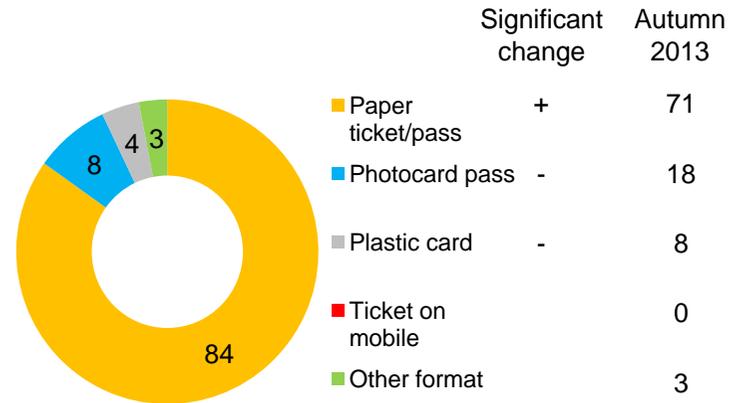
## Tram Passenger Survey 2014 – Blackpool

68 per cent of visitors to Blackpool bought their ticket on board the tram from the conductor.

This compares to only 53 per cent of residents

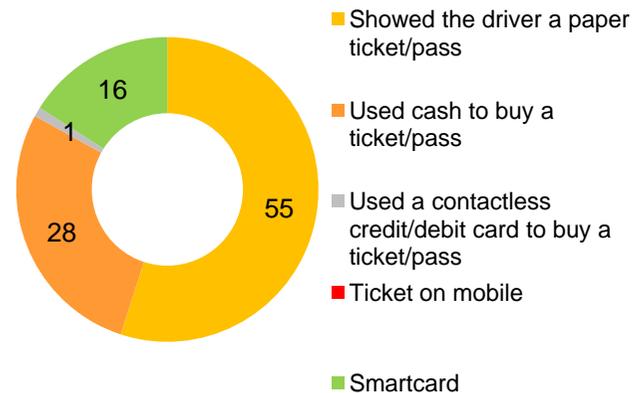
### Tram

	Autumn 2014	Significant change	Autumn 2013
Ticket machine at stop	N/A*		N/A*
Conductor that day	60	+	51
Travel shop	9		6
Direct from the tram company	3		2
Rail/bus company	1		2
Local shop or post office	21	-	30
Direct debit through work/college	2		1
Other	2		4



### Bus

From the driver before today	12
Direct from the bus company	4
Travel centre/bus station/booking office	6
Local shop or post office	25
Arrangement through work or college	16
Other	9
Did not buy before boarding	29



\*Not asked for Blackpool

Q. How did you buy that ticket or pass?

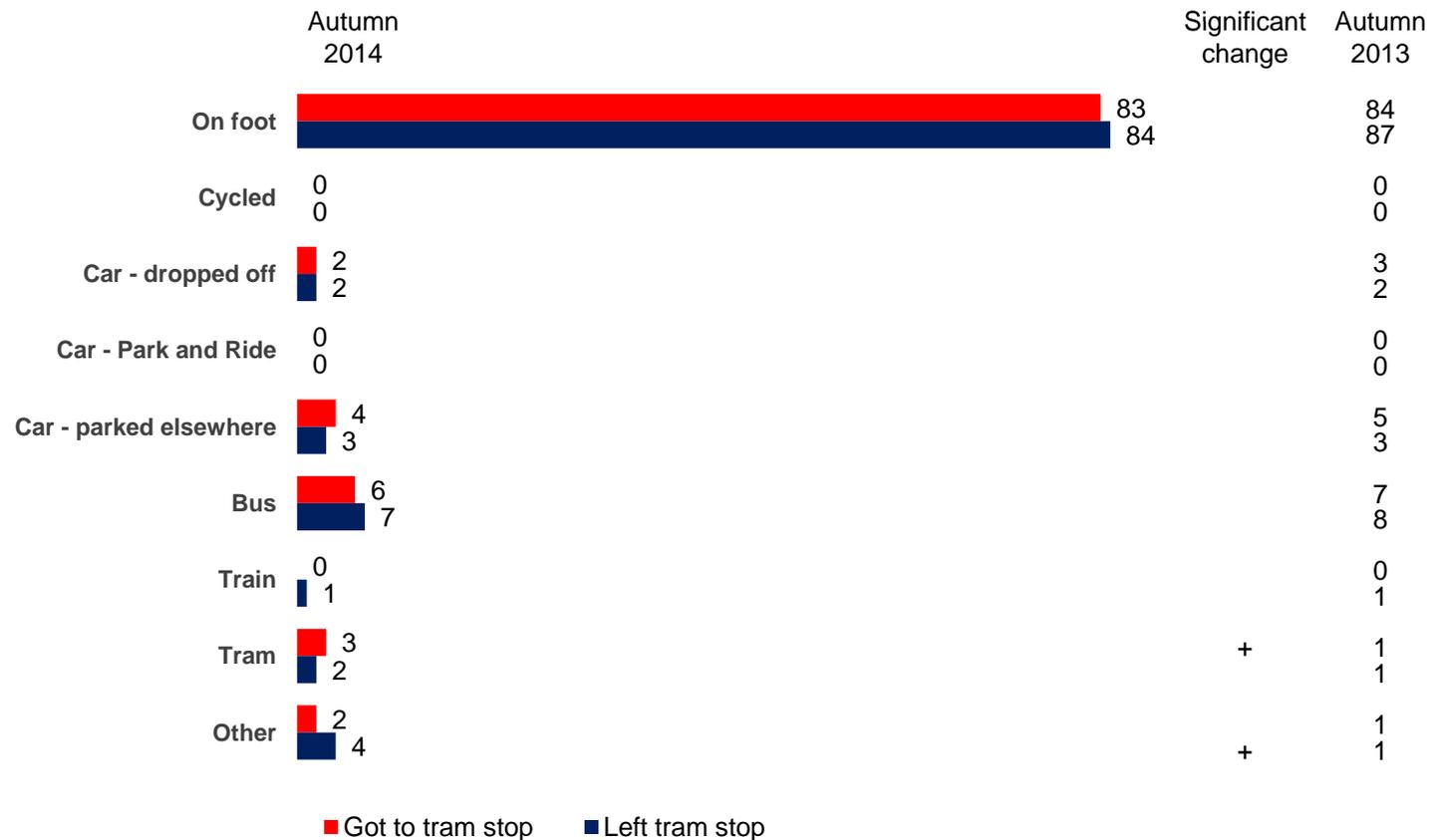
Base: All fare paying passengers - 447 (Tram), 331 (Bus)

Q. In what format was your ticket?

Base: All passengers - 490 (Tram), 496 (Bus)

# How got to and from the tram stop (%)

## Tram Passenger Survey 2014 – Blackpool



Q: How did you get to/from the tram stop where you boarded/left the tram today?  
 Base: All passengers - 495

# Blackpool tram stops used by passengers surveyed (%)

## Tram Passenger Survey 2014 – Blackpool

51 per cent of passengers were on an outward journey, 40 per cent on a return and 8 per cent on a one-way trip (2013: 51 per cent, 44 per cent and 6 per cent respectively)

84 per cent (-) of passengers had a seat for their whole journey. 5 per cent (+) said they had to stand but would have liked to have a seat (2013: 90 per cent and 1 per cent)

### Boarding

	Autumn 2014	Significant change	Autumn 2013
• North Pier	11		10
• Fleetwood Ferry	10		9
• Starr Gate	8		10
• Tower	6		8
• Cleveleys	6		9
• Broadwater	5		3
• Fisherman's Walk	4		5
• Norbreck	4		3
• Bispham Sandhurst Avenue	4		3
• Central Pier	4		2

### Alighting

	Autumn 2014	Significant change	Autumn 2013
• Cleveleys	12		13
• Tower	11		12
• North Pier	10		11
• Fleetwood Ferry	10		10
• Starr Gate	8		6
• Pleasure Beach	6	+	2
• Bispham Sandhurst Avenue	4		4
• Central Pier	5	+	2

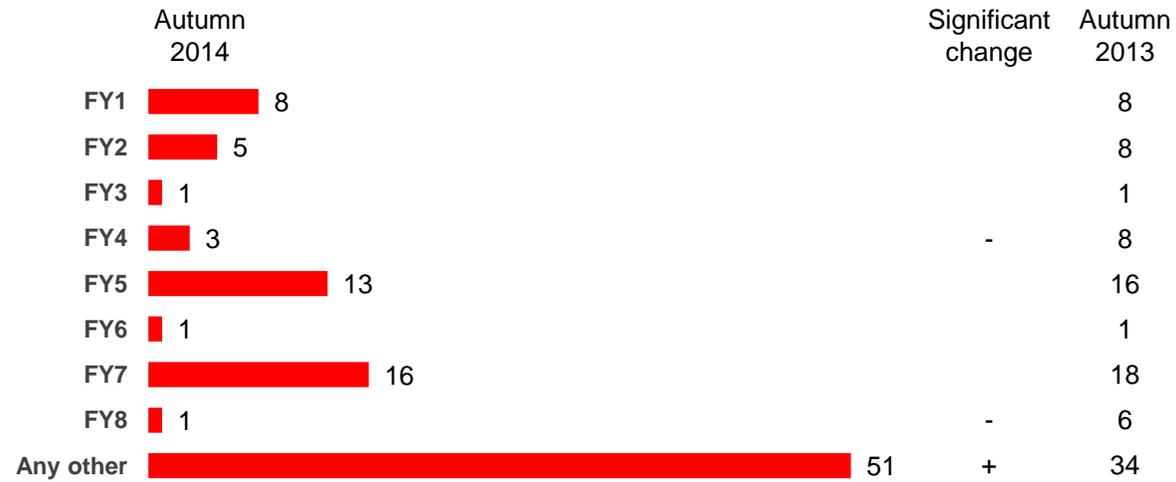
Any changes in tram stops used reflects the sample of passengers in this survey rather than actual usage of stops

Q: Were you on your outward or return journey? Q: Did you get a seat on the tram? Q: At which stop did you board/leave this tram?

Base: All passengers - 497

# Where Blackpool tram passengers live (%) – by postcode

## Tram Passenger Survey 2014 – Blackpool



Q: What is your postcode?  
 Base: All giving a postcode - 417

# Tram Passenger Survey (TPS) 2014 – Blackpool

## Appendix – Questionnaire



**2. About the tram stop where you boarded this 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 .....	<input type="checkbox"/>	Electronic display at the stop.....	<input type="checkbox"/>
Online tram times .....	<input type="checkbox"/>	Information posters at the stop.....	<input type="checkbox"/>
Live tram locator/timings (e.g. via mobile app/web) .....	<input type="checkbox"/>	Online tram times .....	<input type="checkbox"/>
Disruption updates (e.g. on Twitter/Facebook).....	<input type="checkbox"/>	Live tram locator/timings (e.g. via mobile app/web) .....	<input type="checkbox"/>
Other .....	<input type="checkbox"/>	Disruption updates (e.g. on Twitter/Facebook).....	<input type="checkbox"/>
		Other .....	<input type="checkbox"/>

Q16b. If you did not check to find out when the tram was meant to arrive, why was this?

(Please tick all that apply)

Knew the trams ran frequently on this route .....	<input type="checkbox"/>	Didn't have time .....	<input type="checkbox"/>
Already knew arrival times.....	<input type="checkbox"/>	Did not know when the tram was meant to arrive .....	<input type="checkbox"/>
Could not find the information.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>

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

(Please write in the time in minutes)

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

Much longer than expected .....	<input type="checkbox"/>	A little less time than you expected .....	<input type="checkbox"/>
A little longer than you expected .....	<input type="checkbox"/>	Much less time than you expected.....	<input type="checkbox"/>
About the length of time you expected....	<input type="checkbox"/>		

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

Yes.....	<input type="checkbox"/>	No .....	<input type="checkbox"/>
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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"/>
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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 on the Blackpool tramway today delayed at all?  
 Yes.....  No .....

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

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

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

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

	Yes	No	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 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"/>
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 on the Blackpool tramway today?

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

Q29. If something could have been improved on your journey on the Blackpool tramway today, what would it have been?

Q30. How satisfied were you with the value for money of your journey on the Blackpool tramway?

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

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

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

**6. Your opinion of trams generally**

Q32a. How would you rate 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"/>					
Connection with other forms of public transport (e.g. trains/buses).....	<input type="checkbox"/>					

Q32b. And how satisfied are you overall with tram 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: Blackpool Transport .....	<input type="checkbox"/>	Ask friend/relative .....	<input type="checkbox"/>
Phone: Blackpool Council.....	<input type="checkbox"/>	Smartphone app .....	<input type="checkbox"/>
Internet: Blackpool Transport website .....	<input type="checkbox"/>	Ask tram staff .....	<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"/>		

**Q33b. If you were able to use Wi-Fi whilst on this tram, what would it be to do? (Please tick all that apply)**

- |                        |                          |                           |                          |
|------------------------|--------------------------|---------------------------|--------------------------|
| Looking at emails..... | <input type="checkbox"/> | Playing games online..... | <input type="checkbox"/> |
| Social media .....     | <input type="checkbox"/> | Something else.....       | <input type="checkbox"/> |
| Web browsing.....      | <input type="checkbox"/> | Would not use Wi-Fi.....  | <input type="checkbox"/> |

**Q33c. If Wi-Fi were available on these trams, how would this affect your use of the tram?**

- |   |                          |
|---|--------------------------|
| I would be much more likely to travel by tram .....     | <input type="checkbox"/> |
| I would be a little more likely to travel by tram ..... | <input type="checkbox"/> |
| It would not affect my use of the tram.....             | <input type="checkbox"/> |
| I would be a little less likely to travel by tram.....  | <input type="checkbox"/> |
| I would be much less likely to travel by tram.....      | <input type="checkbox"/> |

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

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

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

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

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

- |  |                          |   |                          |
|--|--------------------------|---|--------------------------|
| The places you can reach by tram .....   | <input type="checkbox"/> | How long journeys take                  |                          |
| 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             |                          |
| Understanding the ticket machines .....  | <input type="checkbox"/> | safety on tram.....                     | <input type="checkbox"/> |
|  |                          | Tram network improvement works.....     | <input type="checkbox"/> |

**7. About you**

**QA. Are you...?**

- |            |                          |             |                          |
|------------|--------------------------|-------------|--------------------------|
| Male ..... | <input type="checkbox"/> | Female..... | <input type="checkbox"/> |
|------------|--------------------------|-------------|--------------------------|

**QB. In which age group are you?**

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

**QC. Are you...?**

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

**QDa. Are you affected by any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (Please tick all that apply)**

- |   |                          |
|---|--------------------------|
| No - None.....  | <input type="checkbox"/> |
| Yes – Vision (e.g. blindness or partial sight) .....  | <input type="checkbox"/> |
| Yes – Hearing (e.g. deafness or partial hearing) .....                                      | <input type="checkbox"/> |
| Yes – Mobility (e.g. only a ble to walk short distances or difficulty climbing stairs)..... | <input type="checkbox"/> |
| Yes – Dexterity (e.g. difficulty lifting and carrying objects or using a keyboard).....     | <input type="checkbox"/> |
| Yes – Learning or understanding or concentrating .....                                      | <input type="checkbox"/> |
| Yes – Memory .....  | <input type="checkbox"/> |
| Yes – Mental health .....   | <input type="checkbox"/> |
| Yes – Stamina or breathing fatigue.....   | <input type="checkbox"/> |
| Yes – Socially or behaviourally (for example associated with autism,                        |                          |
| a attention deficit disorder or Asperger's syndrome).....                                   | <input type="checkbox"/> |
| A condition not mentioned above .....   | <input type="checkbox"/> |

**QDb. Does your condition or illness have an adverse effect on your ability to make journeys by tram?**

- |                 |                          |                    |                          |
|-----------------|--------------------------|--------------------|--------------------------|
| Yes, a lot..... | <input type="checkbox"/> | Yes, a little..... | <input type="checkbox"/> |
| Not at all..... | <input type="checkbox"/> |                    |                          |

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

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

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

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

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

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

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

<input type="text"/>	Live outside the UK .....	<input type="checkbox"/>							
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Please complete the contact details requested below if you would be happy to participate in future research projects about travel.

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

**Thank you for your help in completing this questionnaire.**

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

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

This survey is being undertaken for Passenger Focus by bDRC Continental, an independent market research agency who adhere to the Market Research Society's Code of Conduct. You were handed this questionnaire by an interviewer working for Perspective Research Services, a part of bDRC Continental. If you have any concerns about the form or the survey itself, you can contact the Market Research Society on 0203 688 00 or www.mrs.org.uk who will verify bDRC Continental Limited's status as a legitimate market research organisation. You may also contact Nick Oring at bDRC Continental on 0207 490 91 00.