Tram Passenger Survey (TPS) – Midland Metro

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

March 2015

Passengerfocus
putting passengers first

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

Methodology – fieldwork

Tram Passenger Survey 2014 – Midland Metro

Midland Metro (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: 503 interviews (376 paper and 127 online)

In 2013 fieldwork took place between 28 October and 15 December

Bus (BPS) data for West Midlands PTE 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: 4054 interviews

Train (NRPS) data for West Midlands PTE 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: 506 interviews

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

Birmingham New Street	94	Solihull	19	Tame Bridge Parkway	11
Birmingham Moor Street	78	Birmingham Snow Hill	17	Five Ways	9
Coventry	56	Sutton Coldfield	17	Four Oaks	8
Birmingham International	41	Erdington	16	Stechford	6
Wolverhampton	38	Selly Oak	14	Stourbridge Town	4
University (Birmingham)	32	Sandwell And Dudley	12		
Bournville	23	Longbridge	11		

Passenger**focus**
putting passengers first

Methodology – data analysis

Tram Passenger Survey 2014 – Midland Metro

Base definitions: All charts are based on those who gave an answer to an individual question. Those who either left the question blank or said 'don't know' have been excluded from the base. For this reason the base sizes for those charts based on 'all passengers' vary slightly between the different charts in this report.

Weighting: this was based on passenger count information collected by the interviewer during each interviewer shift. The 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 Midland Metro tram system

Tram Passenger Survey 2014 – Midland Metro

Route map:

- Midland Metro consists of one line with 23 stops, currently running 12.5 miles between Birmingham Snow Hill and Wolverhampton St. Georges. Extensions to New Street and Wolverhampton stations are being developed

- Approximately 4.7 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 Midland Metro stops

- In 2014 new trams were added to the Midland Metro fleet. This may explain some of the significant differences shown in this report

- All trams stops have digital Passenger Information Displays, but only some have information boards with timetables and fare information

- Tram frequency is as follows:
    - Monday to Saturday peak: every 6-8 mins
    - Monday to Saturday off-peak: every 15 mins
    - Sundays: every 15 mins.

Fieldwork note:

- Network improvement works at Wolverhampton St. Georges and The Royal meant that fieldwork was conducted between Birmingham Snow Hill and Priestfield

*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2013/14

Passengerfocus
putting passengers first

Tram Passenger Survey (TPS) 2014 – Midland Metro

Summary

Passenger**focus**

putting passengers first

Summary of key findings (1)

Tram Passenger Survey 2014 – Midland Metro

- Overall satisfaction for journeys on Midland Metro is high (90 per cent), and is consistent with last year (92 per cent). It is higher than the same measure on the Bus Passenger Survey (87 per cent) and the National Rail Passenger Survey (83 per cent). The high level of overall satisfaction is consistent across key passenger groups, although slightly lower among younger age groups (87 per cent among 16-34 year olds) and commuters (84 per cent)

- Amongst fare paying passengers 62 per cent were satisfied with the value for money of their journey on Midland Metro. This has decreased since last year (67 per cent), although the change is not statistically significant. Satisfaction with the value for money of a tram journey is the same as a bus journey (62 per cent) and higher than journeys made by train (56 per cent)

- When passengers evaluate whether their tram journey represents good value for money the most important factor is the cost of the journey for the distance travelled. This has increased significantly compared to 2013 amongst passengers who are satisfied with value for money

- The main factor that drives passengers to be very satisfied on Midland Metro is satisfaction with personal security on board the tram (closely followed by value for money). 83 per cent of passengers were satisfied with their personal security on board (2013: 81 per cent).

Passenger**focus**
putting passengers first

Summary of key findings (2)

Tram Passenger Survey 2014 – Midland Metro

- Almost nine out of ten (88 per cent) Midland Metro passengers were satisfied with the punctuality of the service (2013: 87 per cent)

- Just under one third of passengers (31 per cent) spontaneously suggested an improvement to the Midland Metro service (significantly less than the 43 per cent in 2013). The most mentioned improvement related to the seats on board: 17 per cent mentioning better/more comfortable seats and 10 per cent suggesting more seating

- Other improvements included better information on board and punctuality/reliability issues

- The profile of passengers on Midland Metro was quite young: 36 per cent were aged 16-25 years old

- Six out of ten passengers (61 per cent) were using the tram for commuting: 44 per cent to commute to work, and 17 per cent to education

- Despite a relatively young passenger profile, significantly more passengers (18 per cent) were travelling on Midland Metro with an elderly persons pass than in 2013 (12 per cent).

Passenger**focus**
putting passengers first

Passengerfocus
putting passengers first

Tram Passenger Survey (TPS) 2014 – Midland Metro

Journey Satisfaction

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

Passengerfocus
putting passengers first

Overall satisfaction (%) – by gender and age

Tram Passenger Survey 2014 – Midland Metro

Tram

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013
All passengers	90		92
Male	87		91
Female	92		92
Age 16 to 34	87		90
Age 35 to 59	91		91
Age 60+	94		99

All passengers: Very satisfied 52, Fairly satisfied 37, Neither/nor 6, Fairly dissatisfied 3, Very dissatisfied 2

Male: 51, 36, 8, 4, 1
Female: 54, 39, 4, 2, 2

Age 16 to 34: 43, 43, 7, 4, 2
Age 35 to 59: 45, 46, 5, 3, 2
Age 60+: 81, 14, 5, 1

■ Very satisfied   ■ Fairly satisfied   ■ Neither/nor   ■ Fairly dissatisfied   ■ Very dissatisfied

Bus

	Autumn 2014		Autumn 2013
All passengers	87		86
Male	85		84
Female	88		87
Age 16 to 34	83		83
Age 35 to 59	86		84
Age 60+	94		94

All passengers: Very satisfied 41, Fairly satisfied 45, Neither/nor 10, Fairly dissatisfied 2, Very dissatisfied 1

Male: 39, 46, 11, 3, 1
Female: 43, 45, 9, 2, 1

Age 16 to 34: 34, 49, 13, 3, 1
Age 35 to 59: 37, 49, 10, 2, 1
Age 60+: 61, 33, 5, 1

■ Very satisfied   ■ Fairly satisfied   ■ Neither/nor   ■ Fairly dissatisfied   ■ Very dissatisfied

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 - 488 (Tram), 4012 (Bus)

Passenger**focus**
putting passengers first

Overall satisfaction (%) – by passenger type

Tram Passenger Survey 2014 – Midland Metro

Tram

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013
All passengers — 52 / 37 / 6 / 3 / 2	90		92
Fare-payers — 43 / 43 / 7 / 4 / 2	87		90
Free pass holders — 84 / 14 / 1	99		98
Commuting — 39 / 45 / 9 / 4 / 3	84		90
Not commuting — 72 / 26 / 1 / 1	98		95

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

	Autumn 2014		Autumn 2013
All passengers — 41 / 45 / 10 / 2 / 1	87		86
Fare-payers — 35 / 50 / 11 / 3 / 1	85		84
Free pass holders — 58 / 33 / 6 / 1 / 1	92		92
Commuting — 34 / 50 / 11 / 3 / 2	84		83
Not commuting — 50 / 40 / 9 / 1 / 1	89		88

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 488 (Tram), 4012 (Bus)

Passenger**focus**
putting passengers first

13

Value for money (%) – fare-payers only

Tram Passenger Survey 2014 – Midland Metro

Tram

Total fairly/very satisfied

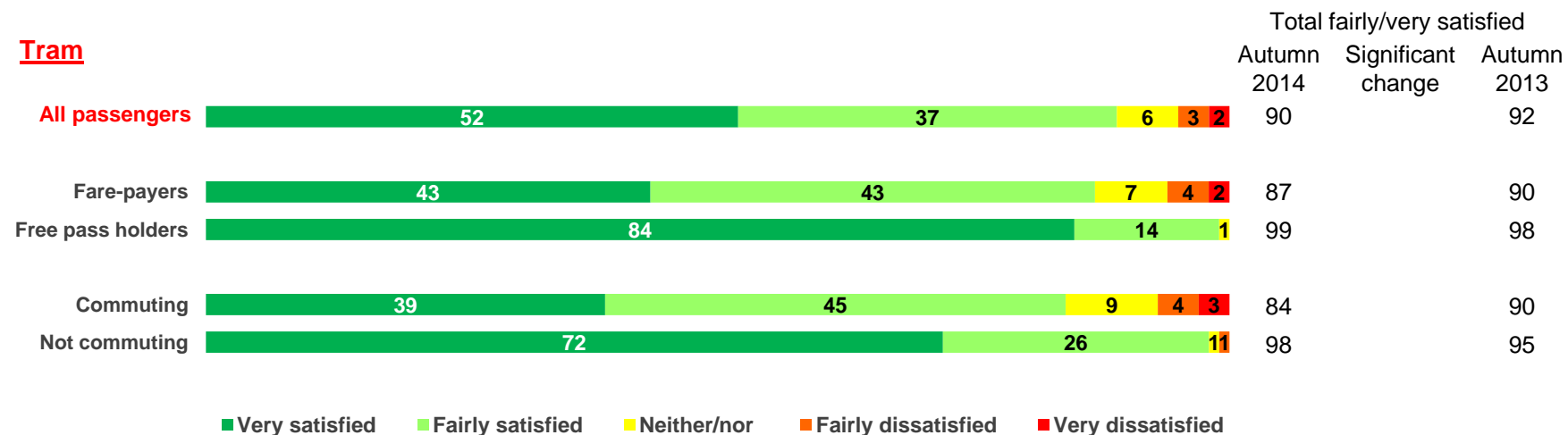|	Autumn 2014	Significant change	Autumn 2013
All passengers — Very satisfied 21, Fairly satisfied 41, Neither/nor 19, Fairly dissatisfied 12, Very dissatisfied 7	62		67
Age 16 to 34 — 20, 39, 21, 12, 9	59		65
Age 35 to 59 — 25, 43, 15, 13, 3	69		65
Commuting — 19, 40, 21, 13, 8	58		65
Not commuting — 28, 46, 11, 11, 4	74		70

■ Very satisfied   ■ Fairly satisfied   ■ Neither/nor   ■ Fairly dissatisfied   ■ Very dissatisfied

Bus

	Autumn 2014	Significant change	Autumn 2013
All passengers — Very satisfied 26, Fairly satisfied 37, Neither/nor 19, Fairly dissatisfied 11, Very dissatisfied 7	62		62
Age 16 to 34 — 25, 34, 20, 13, 9	59		56
Age 35 to 59 — 27, 40, 17, 10, 6	67		67
Commuting — 25, 37, 20, 11, 7	62		60
Not commuting — 29, 36, 17, 13, 6	64		66

■ 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 - 379 (Tram), 2374 (Bus)

What influenced value for money rating (%)

Tram Passenger Survey 2014 – Midland Metro

Tram

Those satisfied with value for money
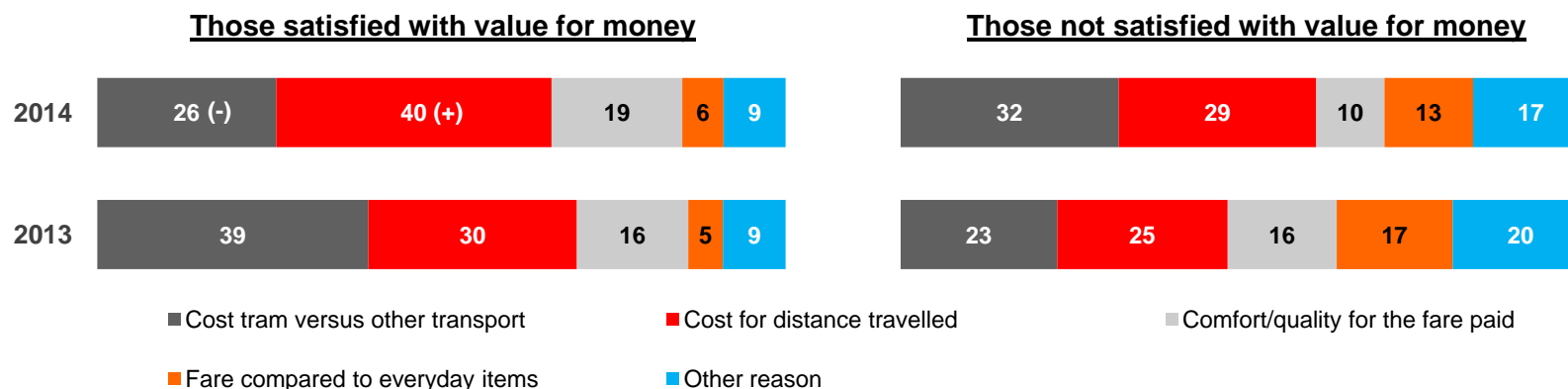
Year					
2014	26 (-)	40 (+)	19	6	9
2013	39	30	16	5	9

Those not satisfied with value for money

Year					
2014	32	29	10	13	17
2013	23	25	16	17	20

- ■ Cost tram versus other transport
- ■ Cost for distance travelled
- ■ Comfort/quality for the fare paid
- ■ Fare compared to everyday items
- ■ Other reason

Bus

Year					
2014	32 (-)	40	8 (-)	12	17 (+)
2013	39	42	13	11	6

Year					
2014	21	37	14 (-)	27	24 (+)
2013	19	42	18	29	11

- ■ Cost bus versus other transport
- ■ Cost for distance travelled
- ■ Comfort/quality for the fare paid
- ■ Fare compared to everyday items
- ■ Other reason (Cost of making same trip by car not specifically coded for BPS)

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 - 357 (Tram), 2281 (Bus)

Passenger**focus**
putting passengers first

Satisfaction with the tram/bus stop (%)

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013

Tram

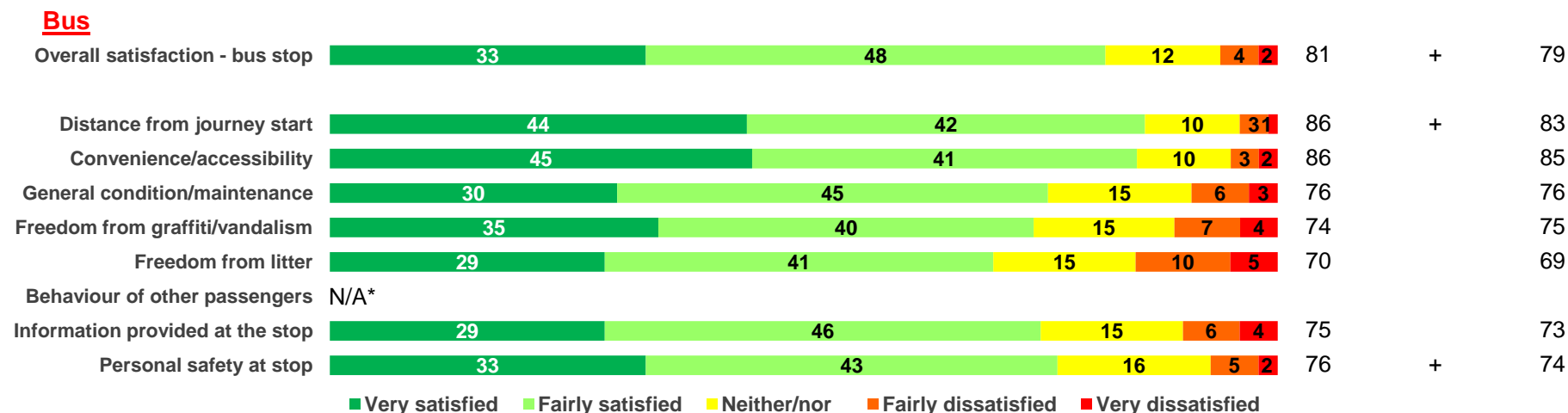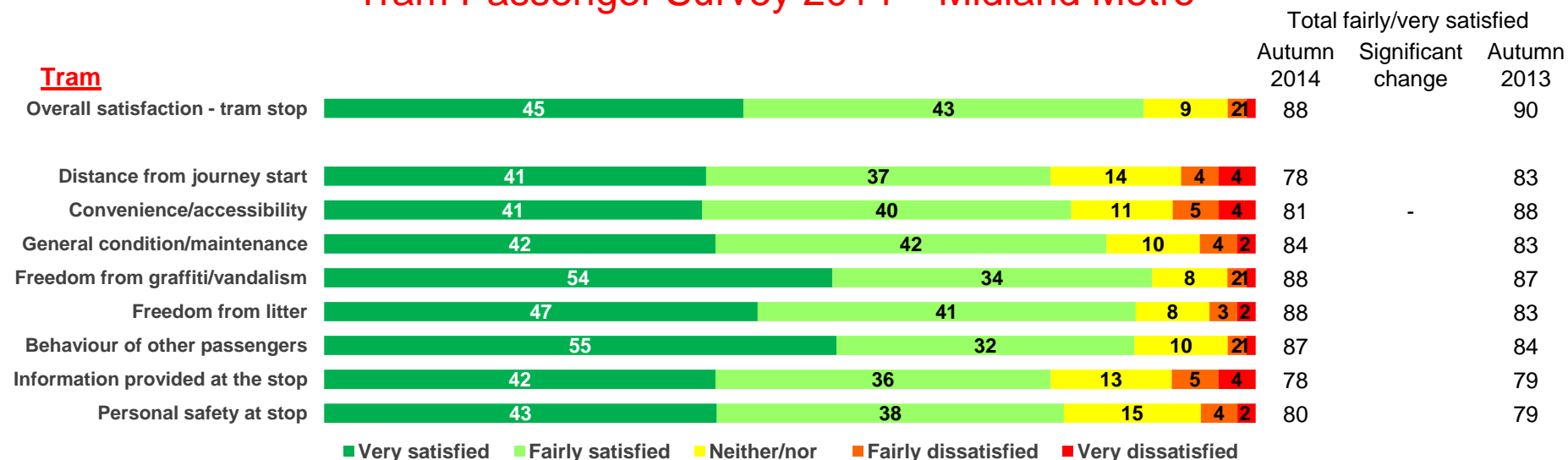|	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Significant change	Autumn 2013
Overall satisfaction - tram stop	45	43	9	2	1	88		90
Distance from journey start	41	37	14	4	4	78		83
Convenience/accessibility	41	40	11	5	4	81	-	88
General condition/maintenance	42	42	10	4	2	84		83
Freedom from graffiti/vandalism	54	34	8	2	1	88		87
Freedom from litter	47	41	8	3	2	88		83
Behaviour of other passengers	55	32	10	2	1	87		84
Information provided at the stop	42	36	13	5	4	78		79
Personal safety at stop	43	38	15	4	2	80		79

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Significant change	Autumn 2013
Overall satisfaction - bus stop	33	48	12	4	2	81	+	79
Distance from journey start	44	42	10	3	1	86	+	83
Convenience/accessibility	45	41	10	3	2	86		85
General condition/maintenance	30	45	15	6	3	76		76
Freedom from graffiti/vandalism	35	40	15	7	4	74		75
Freedom from litter	29	41	15	10	5	70		69
Behaviour of other passengers	N/A*							
Information provided at the stop	29	46	15	6	4	75		73
Personal safety at stop	33	43	16	5	2	76	+	74

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

*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:
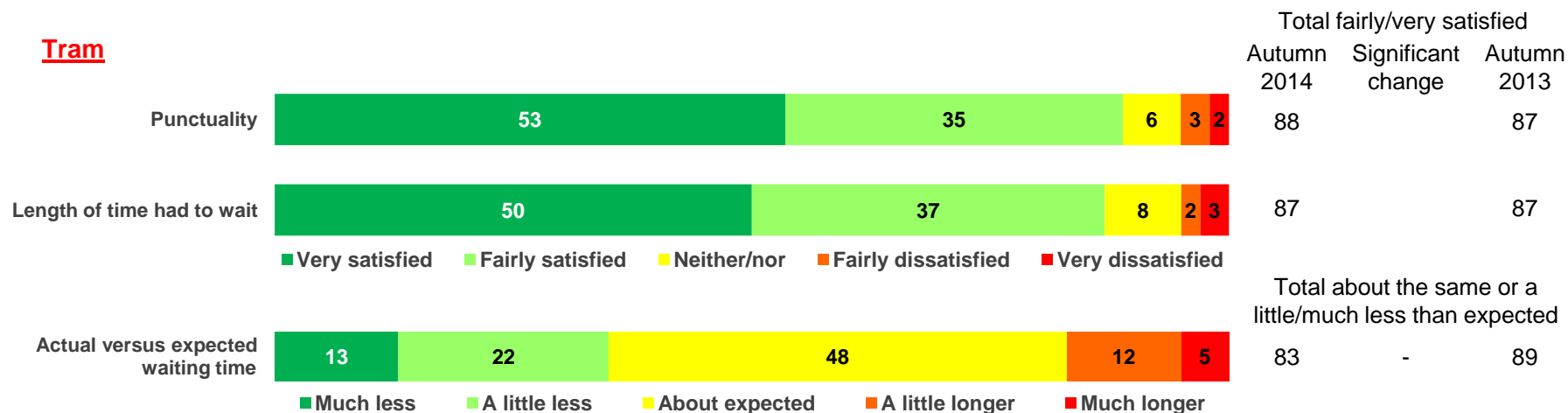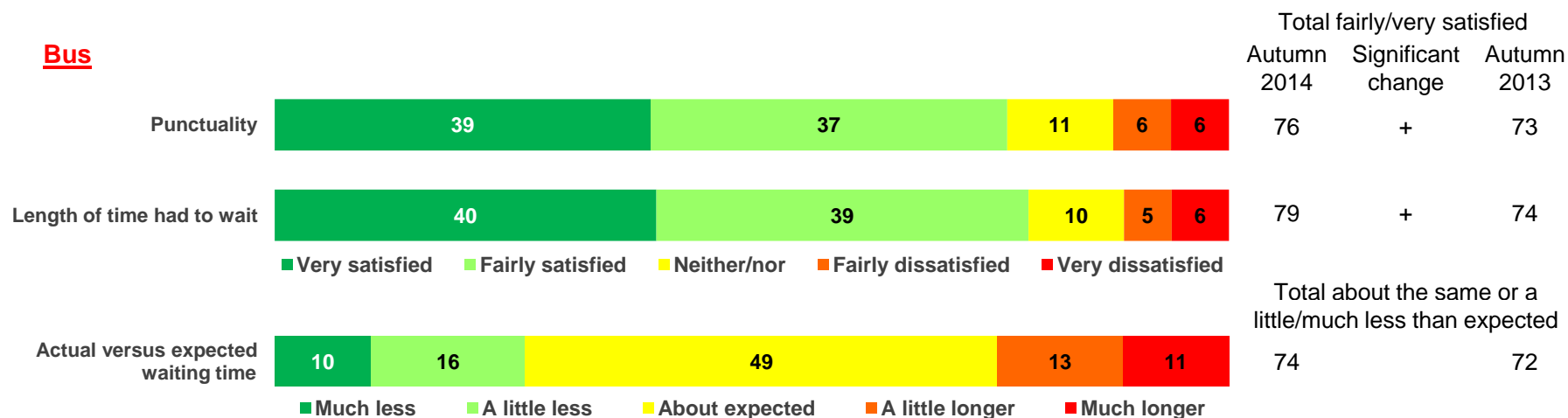Base: All passengers - 486 (Tram), 3800 (Bus)

Passengerfocus
putting passengers first

Satisfaction with punctuality of the tram/bus (%)

Tram Passenger Survey 2014 – Midland Metro

Tram

	Total fairly/very satisfied		
	Autumn 2014	Significant change	Autumn 2013
Punctuality (53 / 35 / 6 / 3 / 2)	88		87
Length of time had to wait (50 / 37 / 8 / 2 / 3)	87		87

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

	Total about the same or a little/much less than expected		
Actual versus expected waiting time (13 / 22 / 48 / 12 / 5)	83	-	89

■ Much less ■ A little less ■ About expected ■ A little longer ■ Much longer

Bus

	Total fairly/very satisfied		
	Autumn 2014	Significant change	Autumn 2013
Punctuality (39 / 37 / 11 / 6 / 6)	76	+	73
Length of time had to wait (40 / 39 / 10 / 5 / 6)	79	+	74

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

	Total about the same or a little/much less than expected		
Actual versus expected waiting time (10 / 16 / 49 / 13 / 11)	74		72

■ Much less ■ A little less ■ About expected ■ A little longer ■ Much longer

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 - 489 (Tram), 4046 (Bus)

Passenger**focus**
putting passengers first

17

Expected and reported waiting times (%)

Tram Passenger Survey 2014 – Midland Metro

Tram

Expected tram waiting time

	Autumn 2014	Significant change	Autumn 2013
Under 2 mins	7		9
2-5 mins	55		51
5-10 mins	35		37
10-15 mins	1		2
Over 15 mins	2		2

Average expected waiting time 6 minutes (2013: 6 minutes)

Reported tram waiting time

	Autumn 2014	Significant change	Autumn 2013
Under 2 mins	24		25
2-5 mins	47		45
5-10 mins	24		26
10-15 mins	1		2
Over 15 mins	3		2

Average reported waiting time 5 minutes (2013: 5 minutes)

Bus

Expected bus waiting time

	Autumn 2014	Significant change	Autumn 2013
Under 2 mins	6	-	9
2-5 mins	43	+	39
5-10 mins	38		38
10-15 mins	7	-	8
Over 15 mins	6		6

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

Reported bus waiting time

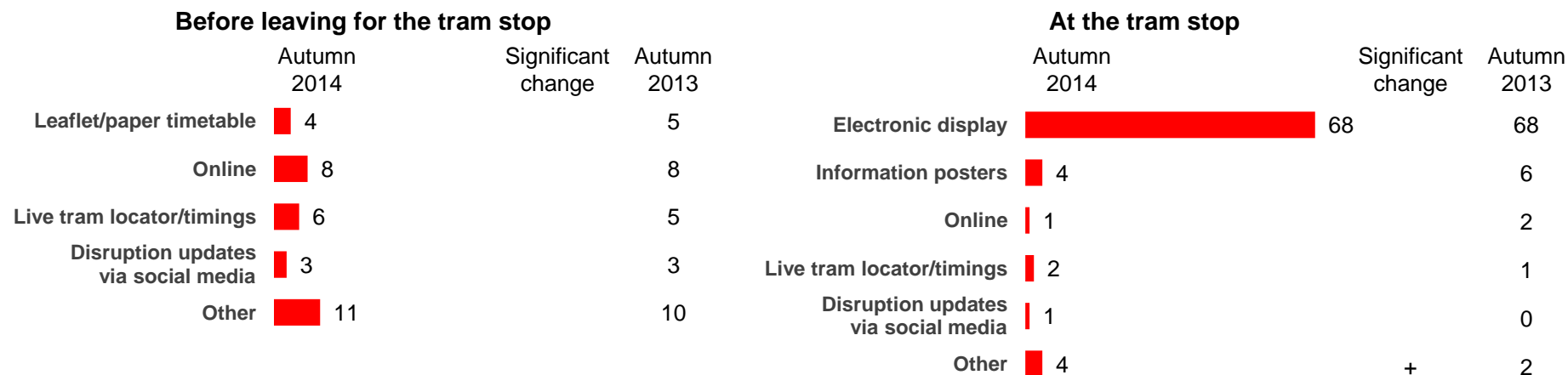|	Autumn 2014	Significant change	Autumn 2013
Under 2 mins	12	+	5
2-5 mins	40		40
5-10 mins	30		32
10-15 mins	8	-	11
Over 15 mins	10	-	12

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 - 490 (Tram), 4217 (Bus)

Passenger**focus**
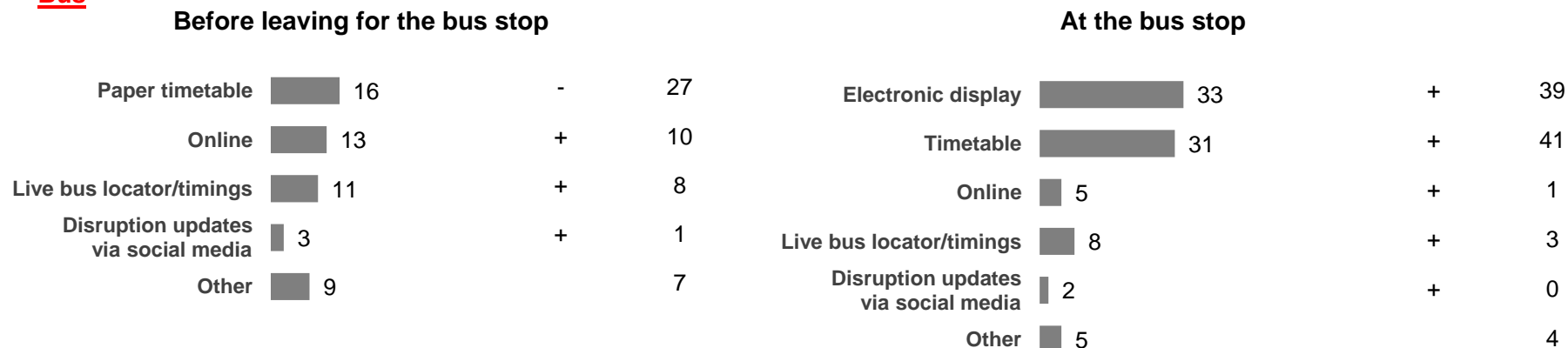putting passengers first

18

How passengers checked tram/bus times (%)

Tram Passenger Survey 2014 – Midland Metro

Tram   16 per cent of Midland Metro passengers did not check to find out when the tram was meant to arrive (2013: 18 per cent)

Before leaving for the tram stop

	Autumn 2014	Significant change	Autumn 2013
Leaflet/paper timetable	4		5
Online	8		8
Live tram locator/timings	6		5
Disruption updates via social media	3		3
Other	11		10

At the tram stop

	Autumn 2014	Significant change	Autumn 2013
Electronic display	68		68
Information posters	4		6
Online	1		2
Live tram locator/timings	2		1
Disruption updates via social media	1		0
Other	4	+	2

Bus

Before leaving for the bus stop

	Autumn 2014	Significant change	Autumn 2013
Paper timetable	16	-	27
Online	13	+	10
Live bus locator/timings	11	+	8
Disruption updates via social media	3	+	1
Other	9		7

At the bus stop

	Autumn 2014	Significant change	Autumn 2013
Electronic display	33	+	39
Timetable	31	+	41
Online	5	+	1
Live bus locator/timings	8	+	3
Disruption updates via social media	2	+	0
Other	5		4

Q. Did you check any of the following to find out when the tram/bus was meant to arrive?
Base: All passengers - 503 (Tram), 2790 (Bus)

Passenger**focus**
putting passengers first

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

Tram Passenger Survey 2014 – Midland Metro

Tram

	Autumn 2014	Significant change	Autumn 2013
Knew the trams ran frequently on this route	73		74
Already knew arrival times	8	-	21
Could not find the information	7		1
Didn't have time	5		4
Did not know when tram was meant to arrive	7		2

Bus

	Autumn 2014		Autumn 2013
Knew service was frequent	48		47
Already knew arrival times	41		43
Could not find the information	2		2
Didn't have time	8		8
Other	8		7

Q. If you did not check to find out when the tram/bus was meant to arrive, why was this?
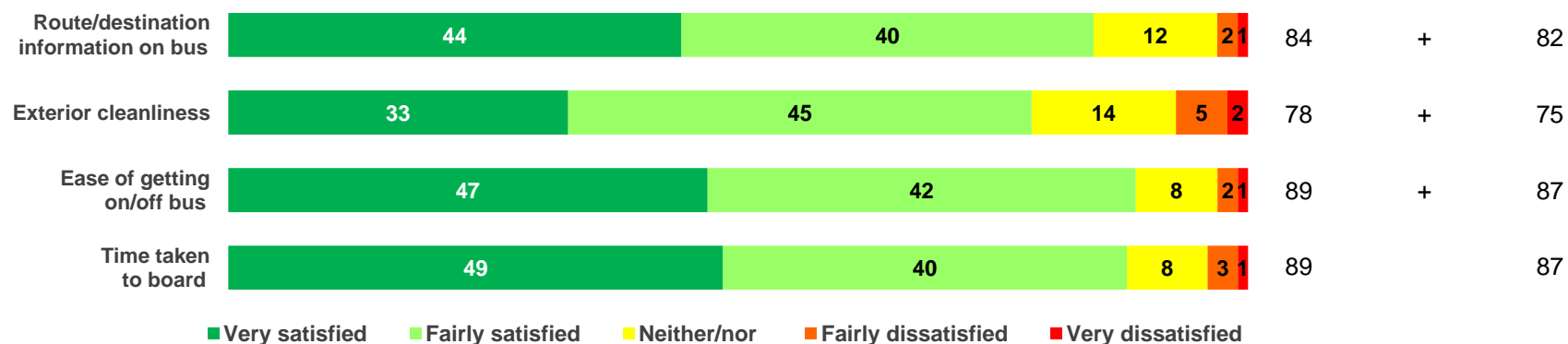Base: All not checking tram arrival information - 82 (Tram), 1211 (Bus)

Passenger**focus**
putting passengers first

Satisfaction with start of journey (%)

Tram Passenger Survey 2014 – Midland Metro

	Total fairly/very satisfied		
	Autumn 2014	Significant change	Autumn 2013

Tram

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Significant change	Autumn 2013
Route/destination information on tram	48	33	15	3	2	81		84
Exterior cleanliness	48	38	10	2	2	86		84
Ease of getting on/off tram	57	33	5	3	2	90		87
Time taken to board	59	32	5	3	2	91		88

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Significant change	Autumn 2013
Route/destination information on bus	44	40	12	2	1	84	+	82
Exterior cleanliness	33	45	14	5	2	78	+	75
Ease of getting on/off bus	47	42	8	2	1	89	+	87
Time taken to board	49	40	8	3	1	89		87

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:
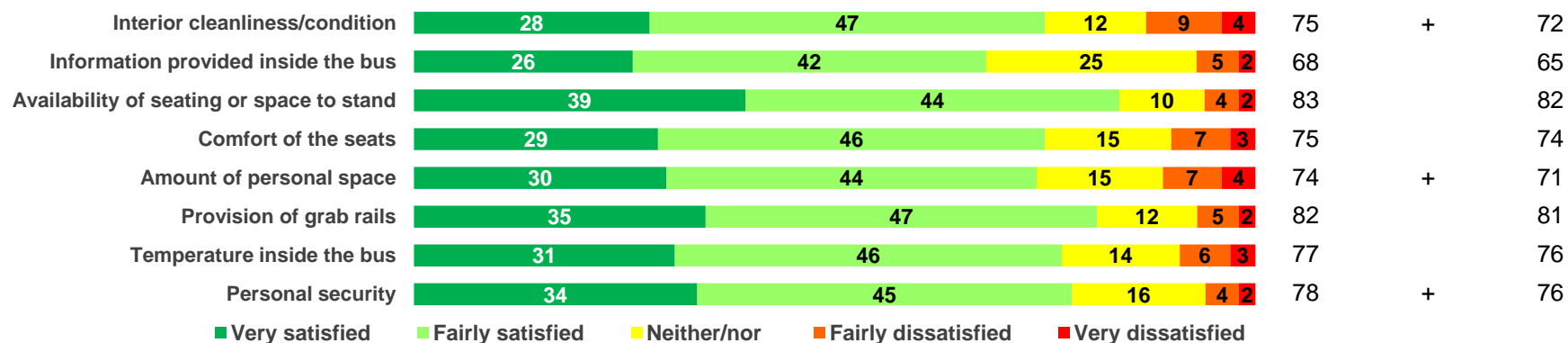Base: All passengers - 484 (Tram), 3904 (Bus)

Passengerfocus
putting passengers first

Satisfaction on the tram/bus (%)

Tram Passenger Survey 2014 – Midland Metro

Tram

	Total fairly/very satisfied		
	Autumn 2014	Significant change	Autumn 2013
Interior cleanliness/condition	88		85
Information provided inside the tram	77	-	83
Availability of seating or space to stand	76	+	61
Comfort of the seats	64		69
Amount of personal space	69	+	56
Provision of grab rails	74	+	63
Temperature inside the tram	77		73
Personal security	83		81

Interior cleanliness/condition: 53 | 36 | 9 | 2 | 1
Information provided inside the tram: 42 | 34 | 16 | 6 | 2
Availability of seating or space to stand: 44 | 32 | 9 | 10 | 5
Comfort of the seats: 28 | 36 | 14 | 12 | 10
Amount of personal space: 33 | 37 | 13 | 13 | 4
Provision of grab rails: 36 | 38 | 14 | 9 | 2
Temperature inside the tram: 35 | 42 | 11 | 7 | 5
Personal security: 43 | 40 | 13 | 3 | 1

■ Very satisfied   ■ Fairly satisfied   ■ Neither/nor   ■ Fairly dissatisfied   ■ Very dissatisfied

NB: Many changes appear to be attributable to the new trams

Bus

	Autumn 2014	Significant change	Autumn 2013
Interior cleanliness/condition	75	+	72
Information provided inside the bus	68		65
Availability of seating or space to stand	83		82
Comfort of the seats	75		74
Amount of personal space	74	+	71
Provision of grab rails	82		81
Temperature inside the bus	77		76
Personal security	78	+	76

Interior cleanliness/condition: 28 | 47 | 12 | 9 | 4
Information provided inside the bus: 26 | 42 | 25 | 5 | 2
Availability of seating or space to stand: 39 | 44 | 10 | 4 | 2
Comfort of the seats: 29 | 46 | 15 | 7 | 3
Amount of personal space: 30 | 44 | 15 | 7 | 4
Provision of grab rails: 35 | 47 | 12 | 5 | 2
Temperature inside the bus: 31 | 46 | 14 | 6 | 3
Personal security: 34 | 45 | 16 | 4 | 2

■ Very satisfied   ■ Fairly satisfied   ■ Neither/nor   ■ Fairly dissatisfied   ■ Very dissatisfied

Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:
Base: All passengers - 492 (Tram), 3978 (Bus)

Key differences between old and new trams (%)

Tram Passenger Survey 2014 – Midland Metro

	Total	Old trams	New trams
Overall satisfaction	**90**	86	93 (+)
Route/destination information on the outside of the tram	**81**	79	81
The cleanliness and condition of the outside of the tram	**86**	83	92 (+)
The ease of getting on to and off of the tram	**90**	89	92
The length of time it took to board the tram	**91**	89	92
The cleanliness and condition of the inside of the tram	**88**	85	95 (+)
The information provided inside the tram	**77**	79	73
Sufficient room for all the passengers to sit/stand	**76**	71	85 (+)
The comfort of the seats	**64**	66	61
The amount of personal space you had around you	**69**	66	74
Provision of grab rails	**74**	70	81 (+)
The temperature inside the tram	**77**	73	83 (+)
Your personal security whilst on the tram	**83**	80	86
The amount of time the journey took	**85**	84	88
Smoothness/freedom from jolting during the journey	**71**	66	80 (+)

+/- symbols indicate a significant change difference between old and new trams
Base: Old trams 275, New trams 142

Passenger**focus**
putting passengers first

Satisfaction with on-vehicle journey time (%)

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013
Tram	85		86
Bus	85		86

Tram: 47 | 38 | 10 | 2 | 2

Bus: 46 | 39 | 10 | 4 | 2

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied
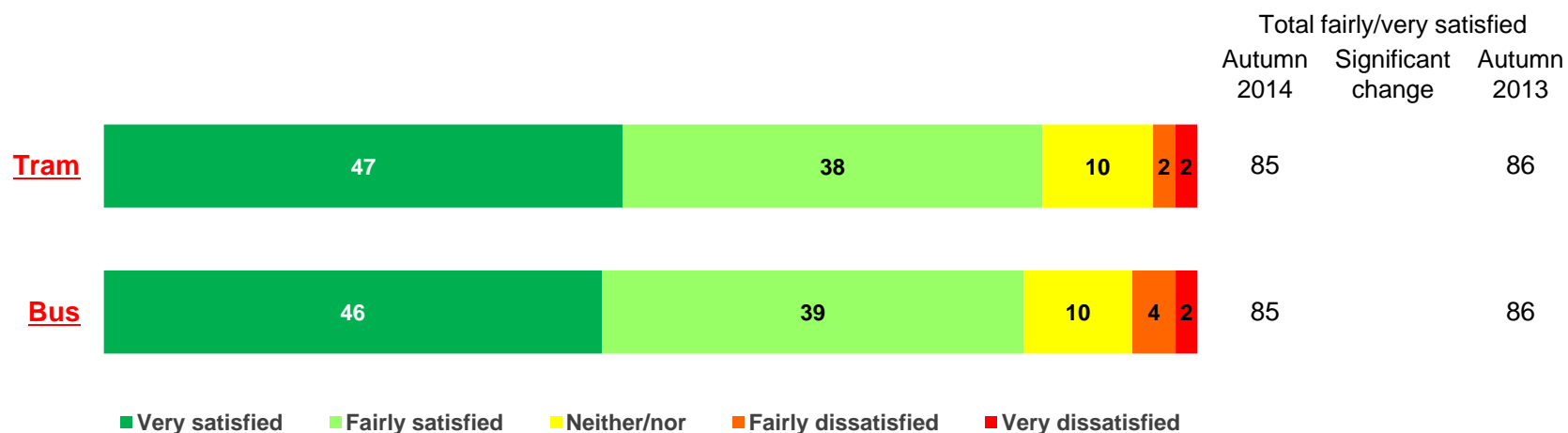
Q. How satisfied were you with the amount of time your journey on the tram/bus took?
Base: All passengers - 486 (Tram), 4022 (Bus)

Availability of information inside the tram/bus (%)

Tram Passenger Survey 2014 – Midland Metro

Tram

	Autumn 2014		Autumn 2013
Route map/journey times	57		83
Audio announcements	90		93
Electronic display	80		92
Fares/ticket information	23		36
Timetable	14		21
How to make a complaint	22		39

Bus

	Autumn 2014		Autumn 2013
Route map/journey times	18	-	21
Audio announcements	7		7
Electronic display	13		12
Fares/ticket information	66	+	62
Timetable	16		14
How to make a complaint	36		36
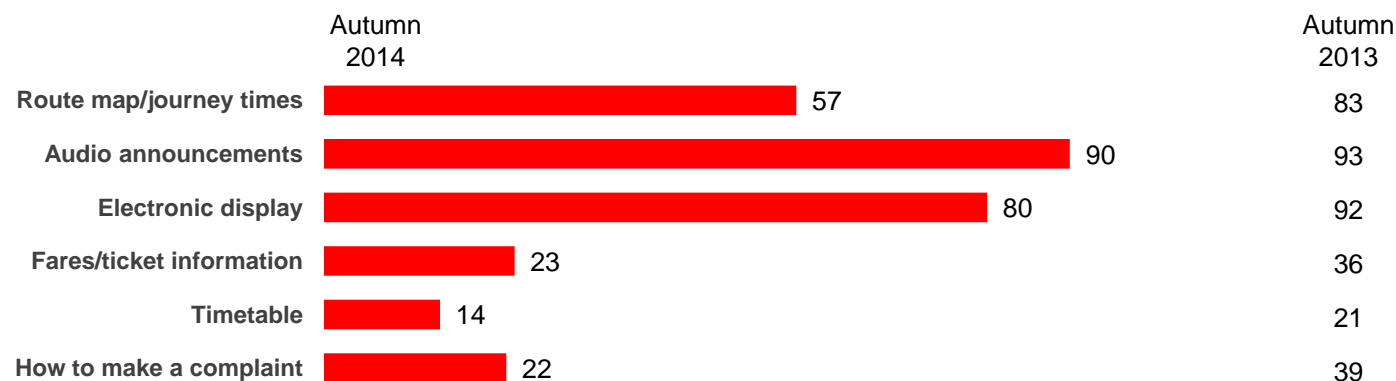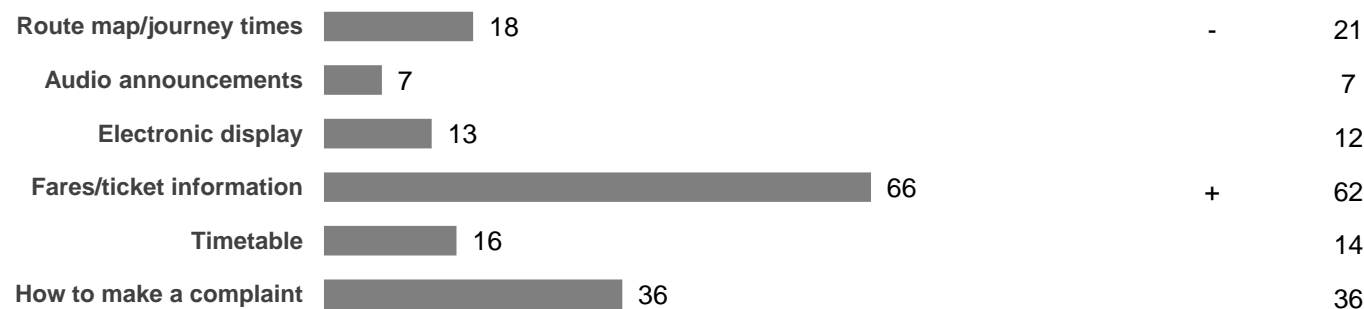
NOTE: Significant changes are not shown for this question. The question was changed between 2013 and 2014 (by the addition of a 'Don't know' option) and is not directly comparable

Q. Were any of these items of information present on the tram/bus?
Base: All passengers - 542 (Tram), 3458 (Bus)

Passengerfocus putting passengers first

Satisfaction with tram staff/bus driver (%)

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

		Autumn 2014	Significant change	Autumn 2013

Tram

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Autumn 2013
Appearance	51	39	8	1	1	90	89
Greeting/welcome	42	31	22	3	2	73	71
Helpfulness/attitude	46	33	16	3	2	79	77
Safety of the driving	54	35	8	2		89	86
Smoothness/freedom from jolting	32	39	17	7	4	71	72

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Autumn 2013
Appearance	50	36	12	1	1	86	85
Greeting/welcome	32	33	24	7	5	64	62
Helpfulness/attitude	34	33	25	5	3	66	64
Safety of the driving	44	41	11	3	1	85	84
Smoothness/freedom from jolting	31	44	15	7	4	75	74

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 481 (Tram), 3779 (Bus)

Passengerfocus
putting passengers first

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

Tram Passenger Survey 2014 – Midland Metro

All passengers – 2013/2014

20	20	16	15	12	9

- 🟥 **Your personal security whilst on the tram**
- ⬜ **Value for money**
- ⬛ **Any greeting/welcome you got from the staff**
- 🟧 **Its general condition/standard of maintenance**
- 🟩 **Its distance from your journey start e.g. home, shops**
- 🟦 **Smoothness/freedom from jolting during the journey**
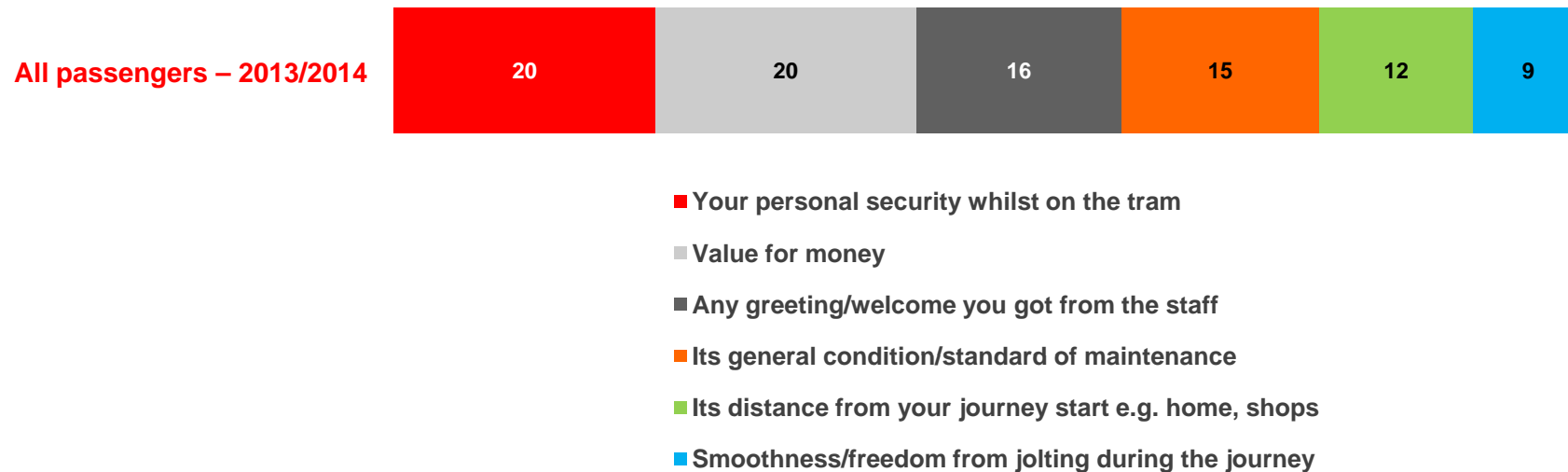
The key driver analysis uses Multiple Linear Regression and is performed in two stages. First, the drivers of satisfaction are identified. Satisfied passengers are defined as those who are either very or fairly satisfied with their journey. Once the drivers of satisfaction have been determined, the non-satisfied (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 - 847 (2013 and 2014)

Passenger**focus**
putting passengers first

Experience of delays (%)

Tram Passenger Survey 2014 – Midland Metro

11 per cent (+) of Midland Metro passengers experienced a delay (2013: 7 per cent). Typical length of delay was 20 minutes

	Autumn 2014	Significant change	Autumn 2013
Tram			
Signal/points failure	15		7
Tram waiting too long at signals	0		0
Had to use bus replacement	19		9
Tram waiting too long at stops	5		18
Congestion/traffic jam	0		7
Tram failure	21		11
Poor weather	0		2
Time it took passengers to board	0		10
Planned engineering works	21		2
Other	37		36
No reason given for delay	4		N/A*
Not sure	8		16
Bus			
Congestion/traffic jams	53		51
Time it took passengers to board/pay for tickets	30		31
Road works	24	+	19
Bus waiting too long at stops	16		14
The bus driver driving too slowly	14		13
Poor weather conditions	16	+	12

* 'No reason given for delay' not asked in 2013. Its addition could have caused the significant drops in the other factors

TPS: Q. Why was your journey delayed? BPS: Q. Was the length of your journey affected by any of the following? (More than one response permissible)
Base: All experiencing a delay - 49 (Tram), 2006 (Bus) Caution small base

Passenger**focus**
putting passengers first

Worry or concern at other passengers' behaviour (%)

Tram Passenger Survey 2014 – Midland Metro

Tram

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

Bus

All passengers	9		10
Male	10		11
Female	7	-	9
Age 16 to 34	9		12
Age 35 to 59	10		11
Age 60+	6		6
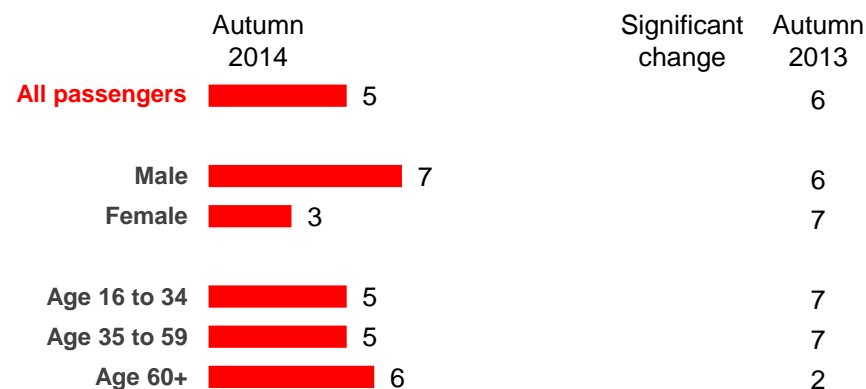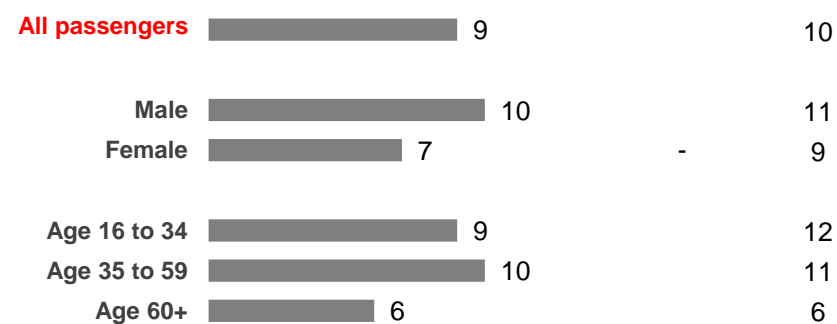
Q. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?
Base: All passengers - 498 (Tram), 3995 (Bus)

Passenger**focus**
putting passengers first

29

Types of worrying/concerning behaviour (%)

Tram Passenger Survey 2014 – Midland Metro

	Autumn 2014	Significant change	Autumn 2013
Tram			
Rowdy behaviour	51		30
Passengers under influence of alcohol	0		39
Passengers not paying fares	23		13
Loud use of mobiles	28		20
Passengers playing loud music	28		24
Abusive or threatening behaviour	16		15
Passengers under influence of drugs	8		9
Graffiti/vandalism	8		2
Feet on seats	44		33
Smoking	8		5
Passengers not moving out of priority seats	13		N/A*
Bus			
Rowdy behaviour	49		44
Passengers under influence of alcohol	35	+	25
Passengers not paying fares	N/A*		N/A*
Loud use of mobiles	N/A*		N/A*
Passengers playing loud music	47		47
Abusive or threatening behaviour	25		18
Passengers under influence of drugs	26	+	17
Graffiti/vandalism	12		8
Feet on seats	46		42
Smoking	31	+	22

*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 - 20 (Tram), 255 (Bus) Caution small base

Passengerfocus
putting passengers first

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

Tram Passenger Survey 2014 – Midland Metro

Autumn
2014

	Significant change	Autumn 2013
■ Much better than usual		10
■ A little better than usual		12
■ About the same as usual	-	73
■ A little worse than usual		4
■ Much worse than usual	+	1
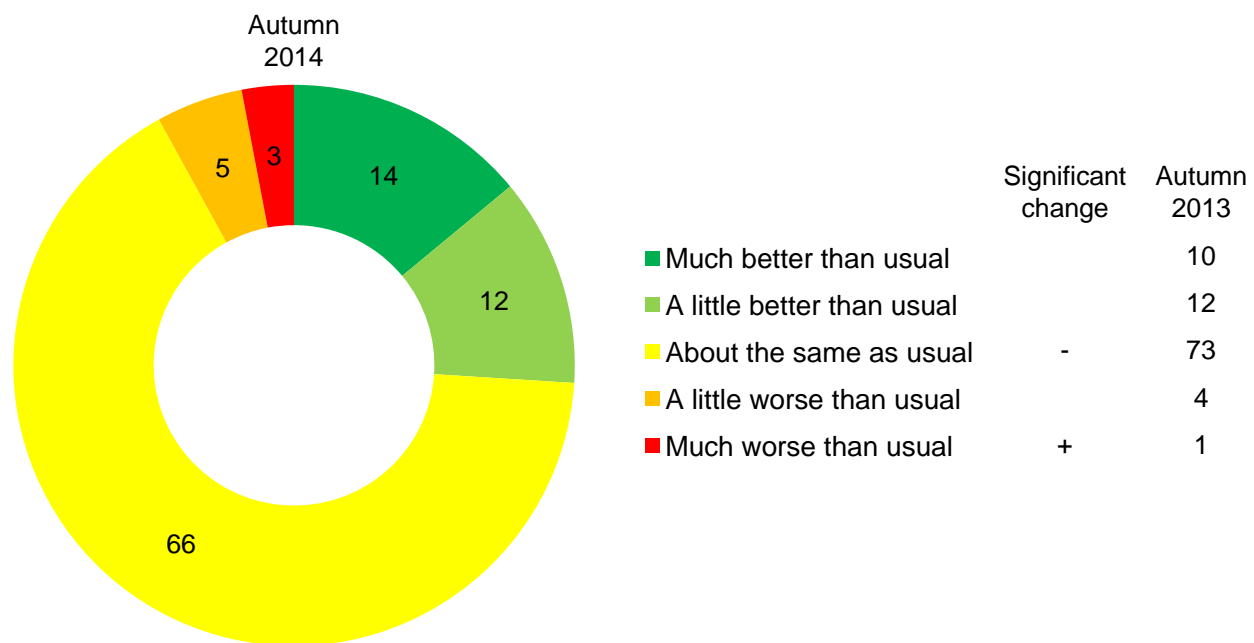
Q. If you have used the tram before, how typical would you say today's experience was?
Base: All previously using a tram - 482

Passenger**focus**
putting passengers first

Suggested improvements spontaneously mentioned by tram passengers (%)

Tram Passenger Survey 2014 – Midland Metro

69 per cent (+) of passengers could think of no improvement suggestions to make (2013: 57 per cent)
Of the 31 per cent (-) who did, their suggestions are shown below (2013: 43 per cent)

	Autumn 2014	Significant change	Autumn 2013
Better/more comfortable seats	17 (= 5 per cent of all passengers)	+	3
More seating	10		13
Bigger/longer tram	2		10
Other space issues	7	-	26
More punctual/fewer delays	8		10
More frequent trams	5		10
Other punctuality/reliability issues	11		6
Better information on-board	13		5
Improved temperature	9		8
Other interior issues	9		14
Cheaper ticket prices	3		2
Better ticket facilities	1		2
Other ticket issues	0		1
Address unruly behaviour	0		6
Improvements to tram stops	5		7
Other uncategorised issues	25	+	17

Q. If something could have been improved on your tram journey today, what would it have been?
Base: All suggesting an improvement - 161

Passenger**focus**
putting passengers first

Suggested improvements to the Midland Metro service – passenger verbatims

Tram Passenger Survey 2014 – Midland Metro

Time keeping of the tram and also accurate updates on the electronic boards at the tram stop. When I look at the board and it indicates the next tram is in 2 minutes I expect that to be the case. Unfortunately the board seems to stay at 2 mins for the next 4 to 5 minutes which is very misleading. (This is an occurrence that happens almost every day)

The seats are a bit on the hard side!

There was no list of the tram stops advertised on the new Metro carriages. There should be a schedule of all of the upcoming stops advertised on posters inside the carriage walls

A structure of some kind to allow people to get off the Metro without people trying to get on to the Metro. I have found that I have not been allowed to exit the metro as people have been trying to get on to the metro

There's been several occasions where a tram driver has shut the door whilst I'm still boarding the tram and then refuses to open the door and drives off which is frustrating considering I've prepaid for the travel on monthly travel card

Tram stops could do with a makeover as they look old and dated

Sometimes, trams will not run to destinations. So we need to get off the tram and find another mode of transportation. It would be nice if you could provide replacement buses so that we will not be late to the office

The Crescent stop in the evening can feel very dangerous for a women as it's very dark and limited lighting. There are always strange and uncomfortable men hanging around the stop drinking alcohol and I don't feel safe

Information as to why the tram was late? So if necessary alternative arrangements could be made!

More online updates. Via Twitter or Facebook

When we got to The Hawthorns, the information at the tram stop said that a tram was 1 minute away, but it took over 10 mins to arrive and we had to call the emergency button to check that the tram was actually going to turn up. The communication from the Midland Metro team is poor. Also the seats are incredibly uncomfortable on the new trams and the braking of the tram causes you to jolt forward

This was one of the new trams and there was no indication given of what the next stop would be

Passenger**focus**
putting passengers first

Tram Passenger Survey (TPS) 2014 – Midland Metro

Tram usage

Passenger**focus**
putting passengers first

Reasons for choosing the tram/bus (%)

Tram Passenger Survey 2014 – Midland Metro

Tram

	Autumn 2014	Significant change	Autumn 2013
Best way to get where I was going	26		27
More convenient than the car (e.g. parking)	15		16
Quicker than other transport	28		27
Didn't have the option of travelling by another means	15		13
Cheaper than the car	6		7
Tram more comfortable than other transport	3		3
Cheaper than other transport	4		4
For the experience of riding the tram	2		N/A*
Other	1	-	3

Bus

	Autumn 2014	Significant change	Autumn 2013
Didn't have the option of travelling by other means	48	-	52
More convenient than car	10		10
More convenient than other transport	11		10
Cheaper than the car	10		9
Preferred bus to walking/cycling	10		9
Cheaper than other transport	7	+	5
Other	5		5

*Not asked in 2013

Q. What was the main reason you chose to take the tram/bus for this journey?
Base: All passengers - 490 (Tram), 3973 (Bus)

Passenger**focus**
putting passengers first

Frequency of using Midland Metro (%)

Tram Passenger Survey 2014 – Midland Metro

	Autumn 2014	Significant change	Autumn 2013
5 or more days a week	44	-	52
3 or 4 days a week	22		18
Once or twice a week	15		11
Once a fortnight	4		4
Once a month	4		5
Less frequently	9		7
This is the first time	1		3
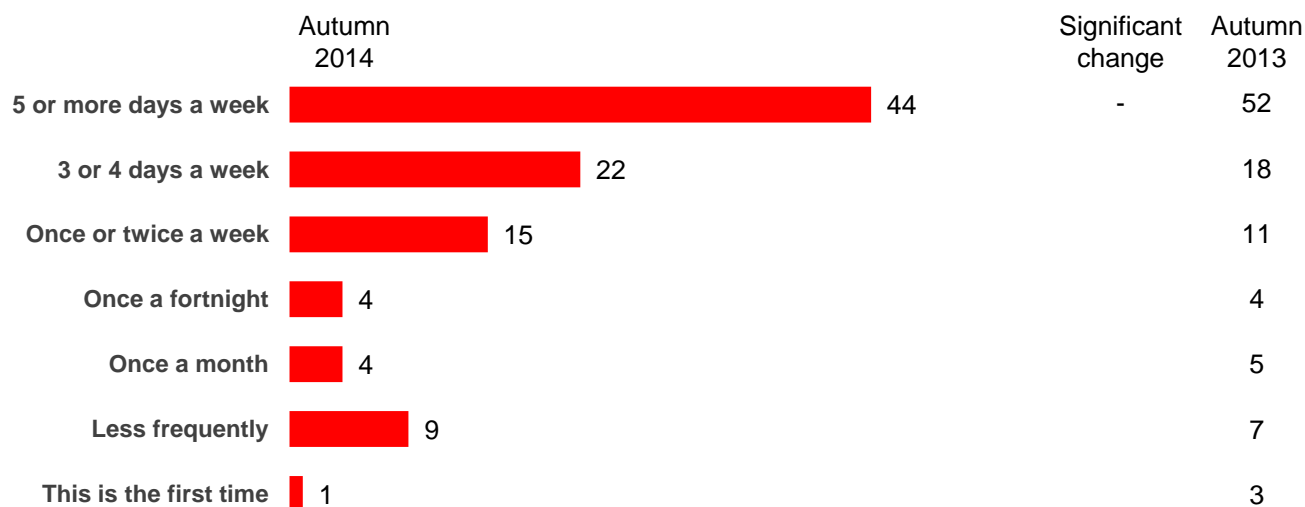
Q. How often do you typically travel by tram?
Base: All passengers - 492

Passenger**focus**
putting passengers first

Sources for tram information (%)

Tram Passenger Survey 2014 – Midland Metro

	Autumn 2014	Significant change	Autumn 2013
Phone: Centro	14		13
Phone: Traveline	8		7
Internet: Centro website	21	-	34
Internet: The Metro website	33	-	45
Internet: Network West Midlands website	29		N/A*
Internet: Other travel website	4	-	8
Travel shop	16		13
Ask friend/relative	11		11
Ask tram staff	27		24
From a Park and Ride kiosk	1		N/A*
Smartphone app	14		13
Other	2		4
Not sure	10		9
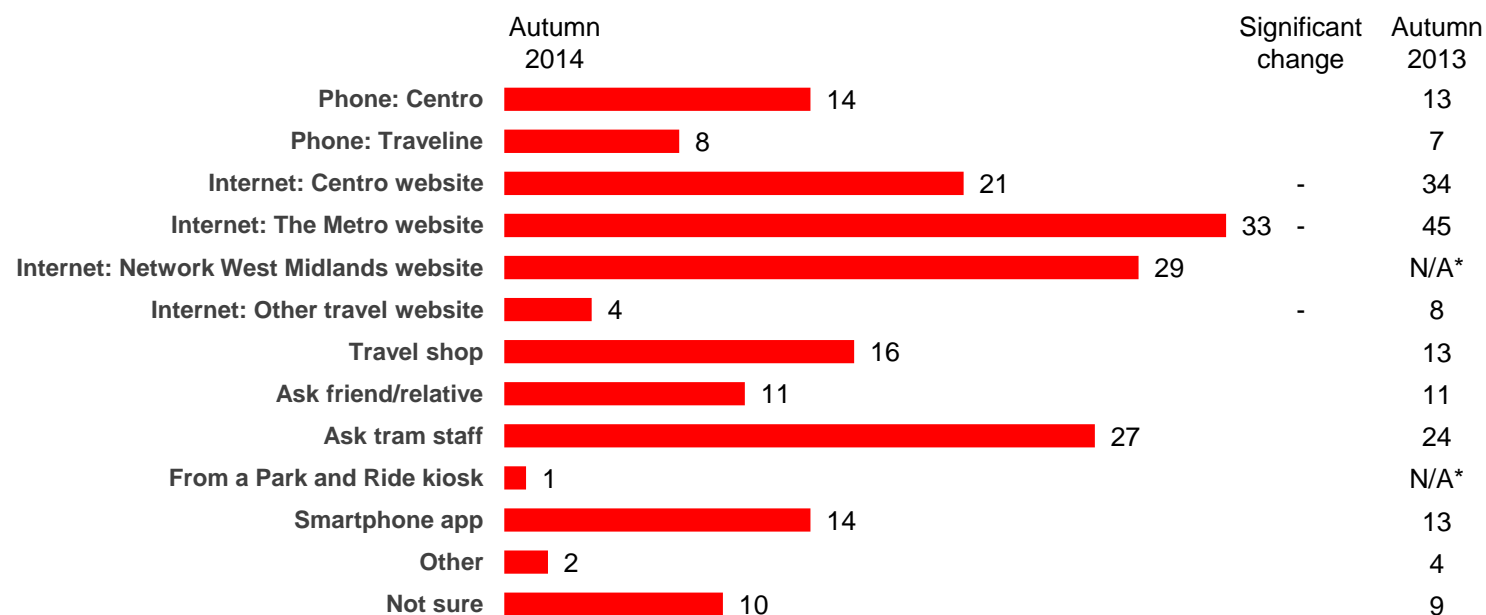
*Not asked in 2013

Q. If you needed information about your local tram services, e.g. times, fares, where would you obtain that information?
Base: All passengers - 444

Factors preventing more journeys being made (%)

Tram Passenger Survey 2014 – Midland Metro

	Autumn 2014	Significant change	Autumn 2013
Places reachable	33		39
Frequency of trams	10		12
Reliability of trams	20		20
Cost of using trams	18		18
Understanding the fares	2		5
Understanding ticket machines	1		1
Journey times	8		11
Comfort of trams	9		10
Level of crowding	27	-	47
Concern for personal safety	7		11
Tram network improvement works	25		N/A*
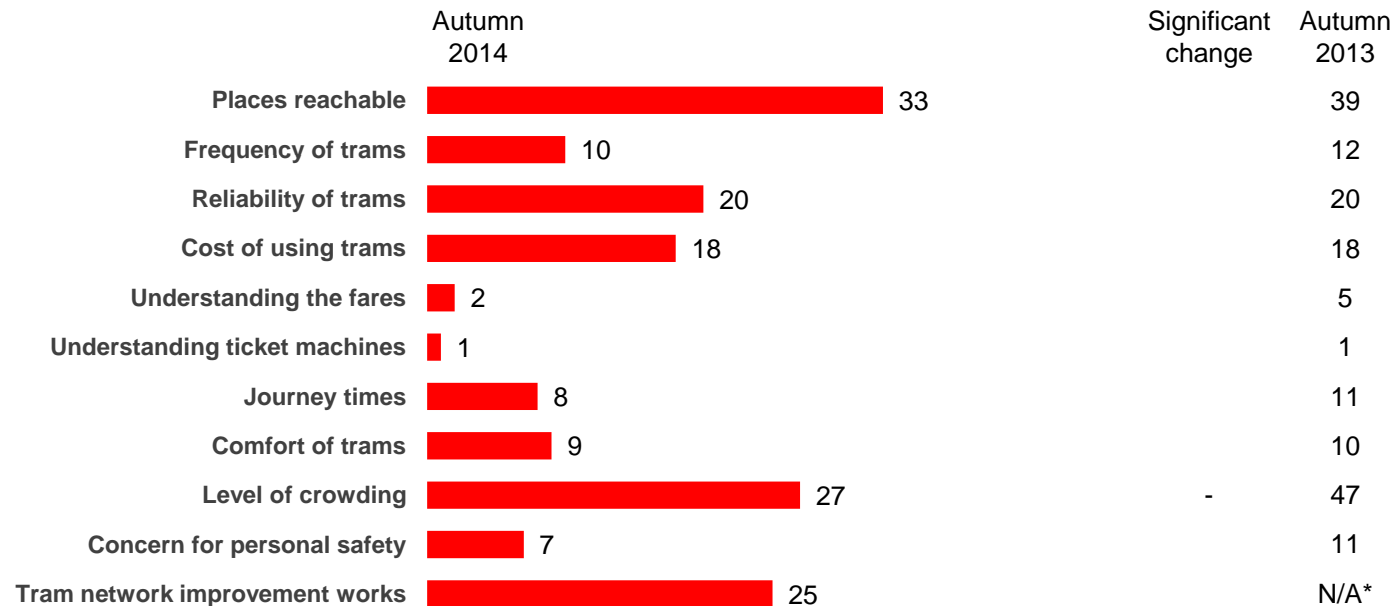
*Not asked in 2013. The addition of 'Tram network improvement works' in TPS 2014 could have caused some drops in other factors

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 - 369 (Tram)

Passenger**focus**
putting passengers first

Satisfaction with trams generally (%)

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013
Ease of buying ticket	87		90
Punctuality (running on time)	84		85
Frequency (how often they run)	85		87
Range of tickets available	76		N/A*

Ease of buying ticket: Very satisfied 49, Fairly satisfied 38, Neither/nor 11, 1, 1

Punctuality (running on time): Very satisfied 45, Fairly satisfied 38, Neither/nor 6, Fairly dissatisfied 6, Very dissatisfied 3

Frequency (how often they run): Very satisfied 47, Fairly satisfied 39, Neither/nor 7, Fairly dissatisfied 4, Very dissatisfied 3

Range of tickets available: Very satisfied 34, Fairly satisfied 41, Neither/nor 22, 1, 1

■ Very satisfied   ■ Fairly satisfied   ■ Neither/nor   ■ Fairly dissatisfied   ■ Very dissatisfied

Total good/very good

	Autumn 2014		Autumn 2013
Ease of getting to local amenities	85		83
Connections with other modes of transport	86		89

Ease of getting to local amenities: Very good 45, Good 40, Neither/nor 13, 1, 1

Connections with other modes of transport: Very good 45, Good 42, Neither/nor 10, Fairly poor 2, Very poor 2

■ Very good   ■ Good   ■ Neither/nor   ■ Fairly poor   ■ Very poor

*Not asked in 2013

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 - 471

Tram Passenger Survey (TPS) 2014 – Midland Metro

Passenger and journey details

Passengerfocus
putting passengers first

Passenger profile (%)

Tram Passenger Survey 2014 – Midland Metro

	Tram			Bus			Train		
	Autumn 2014	Significant change	Autumn 2013	Autumn 2014	Significant change	Autumn 2013	Autumn 2014	Significant change	Autumn 2013
Age									
16-34	50		50	44	+	37	27		24
35-59	27	-	34	33	-	40	41		41
Over 60	24	+	17	23		24	30		34
Access to private transport									
Easy	24		24	12		12	N/A*		N/A*
Moderate	49		43	9		9	N/A*		N/A*
Limited/none	27	-	33	79		79	N/A*		N/A*
Has a disability									
Yes	13		12	33	+	28	12	+	7
Ticket type									
Free pass holders	23	+	15	28		28	N/A*		N/A*
Fare-payers	77	-	82	72		72	N/A*		N/A*

*Not asked in NRPS
Base: All passengers - 503 (Tram), 4040 (Bus), 506 (Train)

Passenger**focus**
putting passengers first

Weather conditions when journey made (%)

Tram Passenger Survey 2014 – Midland Metro

Tram

	Autumn 2014		Significant change	Autumn 2013
Dry		77		74
Light rain		17		20
Heavy rain		2		2
Snow		0		0
Foggy		4	+	1
Icy		1	+	2

Bus

Dry		66		68
Light rain		27		26
Heavy rain		7		6
Snow		0		0

Q. What was the weather like when you made your journey?
Base: All passengers - 493 (Tram), 4044 (Bus)

Passenger**focus**
putting passengers first

Journey purpose (%) – 1

Tram Passenger Survey 2014 – Midland Metro
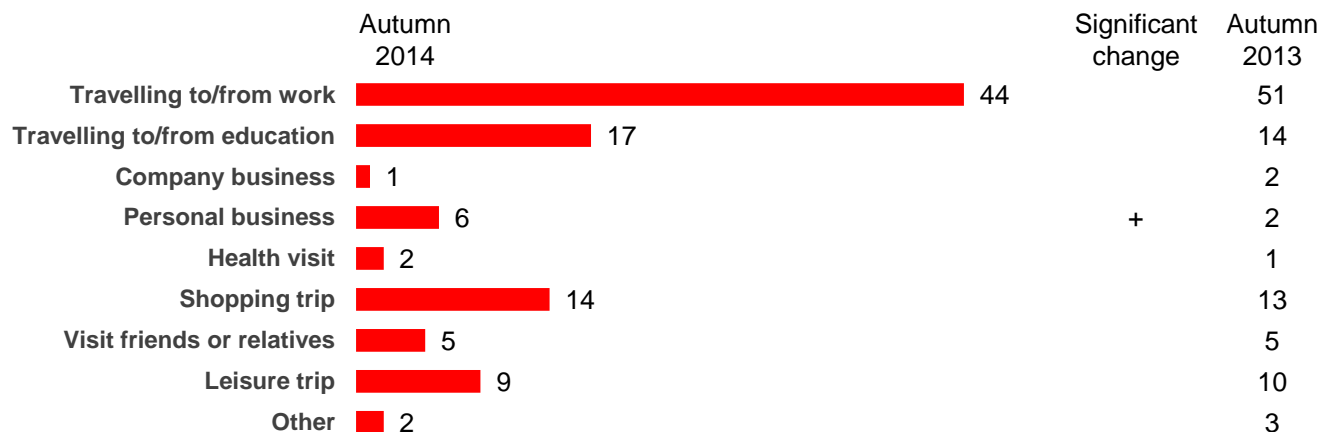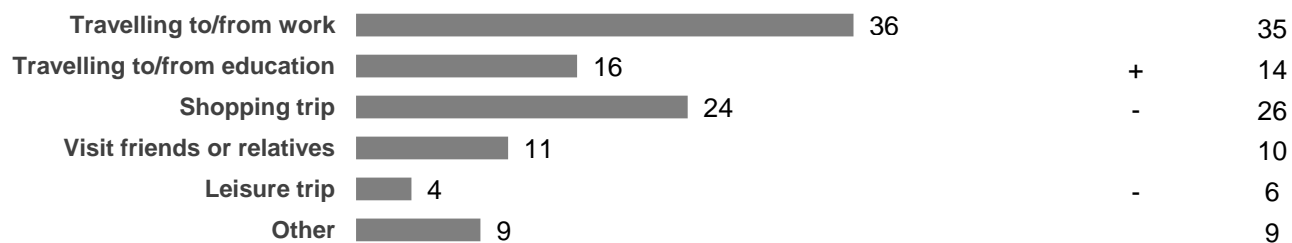
Tram

	Autumn 2014	Significant change	Autumn 2013
Travelling to/from work	44		51
Travelling to/from education	17		14
Company business	1		2
Personal business	6	+	2
Health visit	2		1
Shopping trip	14		13
Visit friends or relatives	5		5
Leisure trip	9		10
Other	2		3

Bus

Travelling to/from work	36		35
Travelling to/from education	16	+	14
Shopping trip	24	-	26
Visit friends or relatives	11		10
Leisure trip	4	-	6
Other	9		9

Q. What is the main purpose of your tram/bus journey today?
Base: All passengers - 492 (Tram), 4030 (Bus)

Passenger**focus**
putting passengers first

44

Journey purpose (%) – 2

Tram Passenger Survey 2014 – Midland Metro

	Autumn 2014	Significant change	Autumn 2013
Tram			
Sub-total: Commuter	61		65
Sub-total: Business	1		2
Sub-total: Leisure	38		33
Bus			
Sub-total: Commuter	52	+	49
Sub-total: Business	N/A*		N/A*
Sub-total: Leisure	39	-	42
Train			
Sub-total: Commuter	38		38
Sub-total: Business	10		10
Sub-total: Leisure	52		52
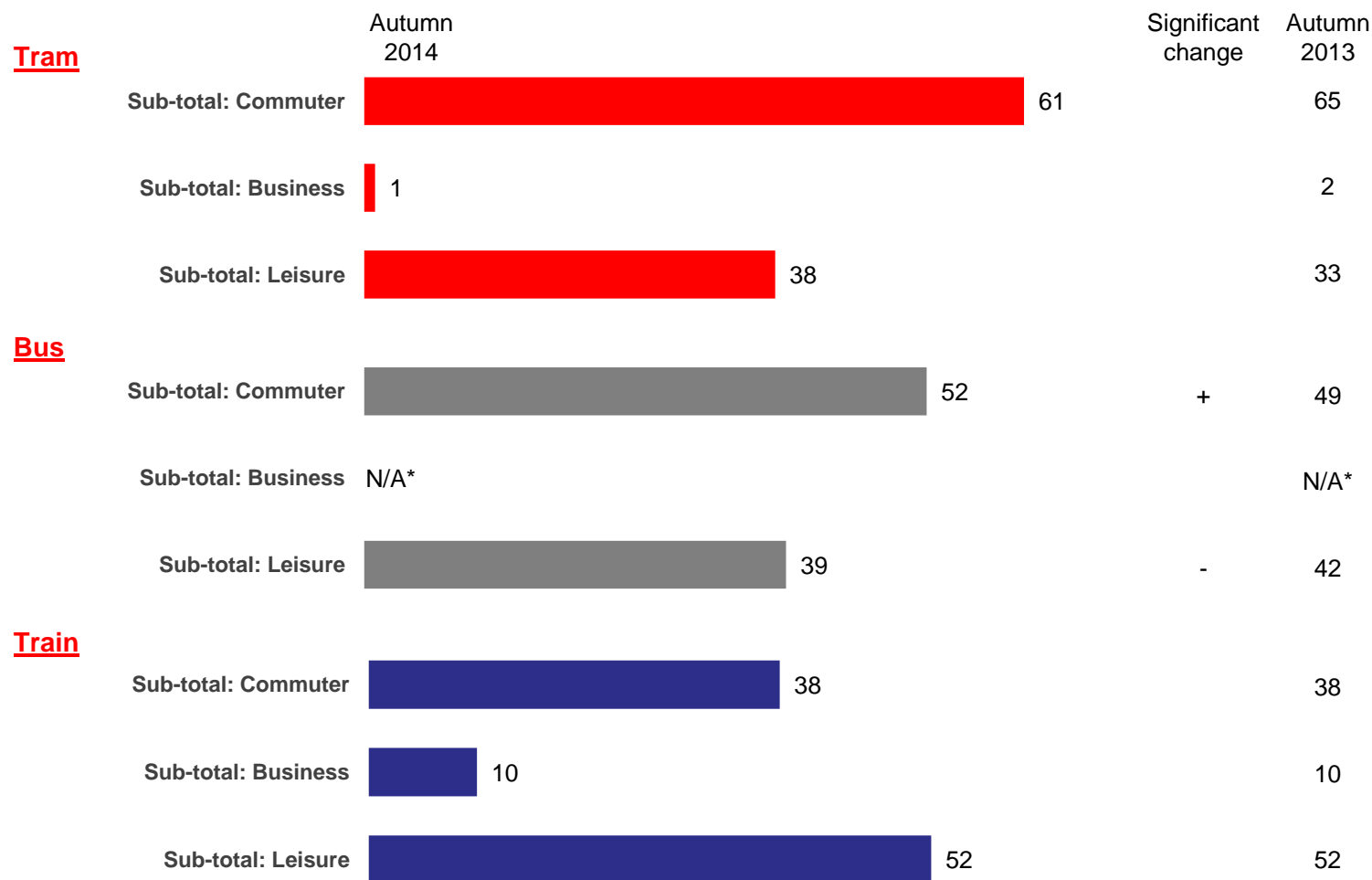
*Not asked in BPS
Q. What is the main purpose of your tram/bus/train journey today?
Base: All passengers - 492 (Tram), 4030 (Bus), 506 (Train)

Ticket type and modes of transport permitted (%)

Tram Passenger Survey 2014 – Midland Metro

Tram

	Autumn 2014	Significant change	Autumn 2013
Sub-total: Single/return	20		21
Single	6		4
Return	14		17
Sub-total: Season ticket/pass	55		61
Day pass	5		4
3 day/weekend	0		0
5 days/1 week	7		9
10 days/2 weeks	2		1
4 weeks/1 month	27		34
Quarterly/3 months	7		6
1 year	5		6
Free pass/journey	23	+	15
Other ticket type	3		2

	Significant change	Autumn 2013
Tram only (33)		37
Train and tram (1)		1
Bus and tram (35)		40
Train, bus and tram (31)	+	22

Bus

	Autumn 2014	Autumn 2013
Single/return	18	18
Day pass	14	14
Season ticket/pass for longer than a day	34	36
Free pass/journey	28	28
Other ticket type	2	1

Q. What type of ticket/pass did you use for this tram/bus journey today?
Base: All passengers - 490 (Tram), 4054 (Bus)

Q. What modes of transport does your ticket allow you to travel on?
Base: All passengers - 477

Passenger**focus**
putting passengers first

Method of buying ticket and ticket format (%)

Tram Passenger Survey 2014 – Midland Metro

Tram

	Autumn 2014	Significant change	Autumn 2013
Ticket machine at stop	N/A*		N/A*
Conductor that day	29		26
Travel shop	30	+	22
Direct from the tram company	16		19
Rail/bus company	8		9
Local shop or post office	10		14
Direct debit through work/college	3		4
Other	2		4

	Significant change	Autumn 2013
Paper ticket/pass		33
Photocard pass	-	64
Plastic card	+	2
Ticket on mobile		0
Other format		1

Pie chart values: 30, 57, 11, 2

Bus

From the driver before today	12
Direct from the bus company	12
Travel centre/bus station/booking office	20
Local shop or post office	16
Arrangement through work or college	8
Other	7
Did not buy before boarding	25

Pie chart values: 50, 33, 2, 15

- Showed the driver a paper ticket/pass
- Used cash to buy a ticket/pass
- Used a contactless credit/debit card to buy a ticket/pass
- Ticket on mobile
- Smartcard

*Not asked for Midland Metro
Q. How did you buy that ticket or pass?
Base: All fare paying passengers - 381 (Tram), 2591 (Bus)

Q. In what format was your ticket?
Base: All passengers - 468 (Tram), 3772 (Bus)

How got to and from the tram stop (%)

Tram Passenger Survey 2014 – Midland Metro

	Autumn 2014	Significant change	Autumn 2013
On foot	53 / 63	-	55 / 69
Cycled	1 / 1		0 / 0
Car - dropped off	5 / 3		7 / 4
Car - Park and Ride	5 / 3	-	4 / 2
Car - parked elsewhere	6 / 2		5 / 2
Bus	30 / 27		28 / 22
Train	4 / 5		3 / 3
Tram	1 / 2	+	0 / 0
Other	1 / 1		2 / 1

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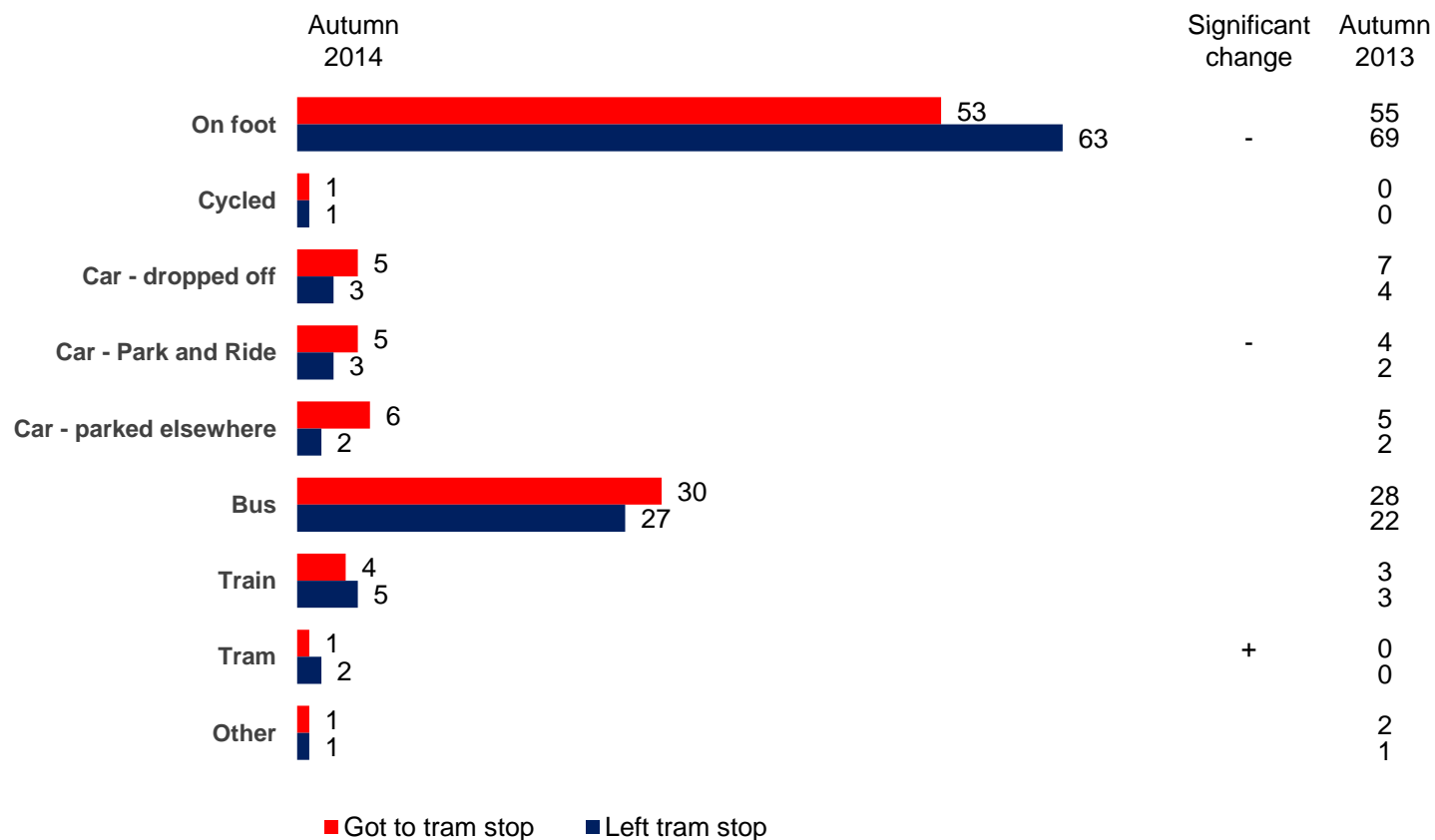
Q: How did you get to/from the tram stop where you boarded/left the tram today?
Base: All passengers - 495

Passengerfocus
putting passengers first

Midland Metro stops used by passengers surveyed (%)

Tram Passenger Survey 2014 – Midland Metro

54 per cent of passengers were on an outward journey, 43 per cent on a return and 4 per cent on a one-way trip (2013: 52 per cent, 44 per cent and 4 per cent respectively)

83 per cent (+) of passengers had a seat for their whole journey. 6 per cent (-) said they had to stand but would have liked to have a seat (2013: 72 per cent and 10 per cent)

Boarding

	Autumn 2014	Significant change	Autumn 2013
• Birmingham, Snow Hill	31	+	25
• Priestfield	17	+	4
• West Bromwich Central	12		8
• Wednesbury, Great Western Street	6	+	2
• Bilston Central	6		4
• Black Lake	3		2
• Wednesbury Parkway	3		5
• Winson Green	3		2

Alighting

	Autumn 2014	Significant change	Autumn 2013
• Birmingham, Snow Hill	33		29
• West Bromwich Central	17	+	12
• Priestfield	10	+	2
• Bilston Central	6		4
• Wednesbury, Great Western Street	5		4
• Wednesbury Parkway	5		7
• St Paul's	3		3
• Black Lake	2		2

NOTE: Network improvement works at Wolverhampton St. Georges and The Royal meant that no trams called at these stops for the duration of the fieldwork period in 2014

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 - 503

Passenger**focus**
putting passengers first

Where Midland Metro passengers live (%) – by postcode

Tram Passenger Survey 2014 – Midland Metro

	Autumn 2014	Significant change	Autumn 2013
B41 and higher	28		23
WV1-10	15	-	25
Any WS	13	+	8
WV11 and higher	10	-	17
B21-40	10	+	5
B6-20	7		9
Any DY	4		6
B1-5	2		2
Any CV	2		0
Any other	9		4
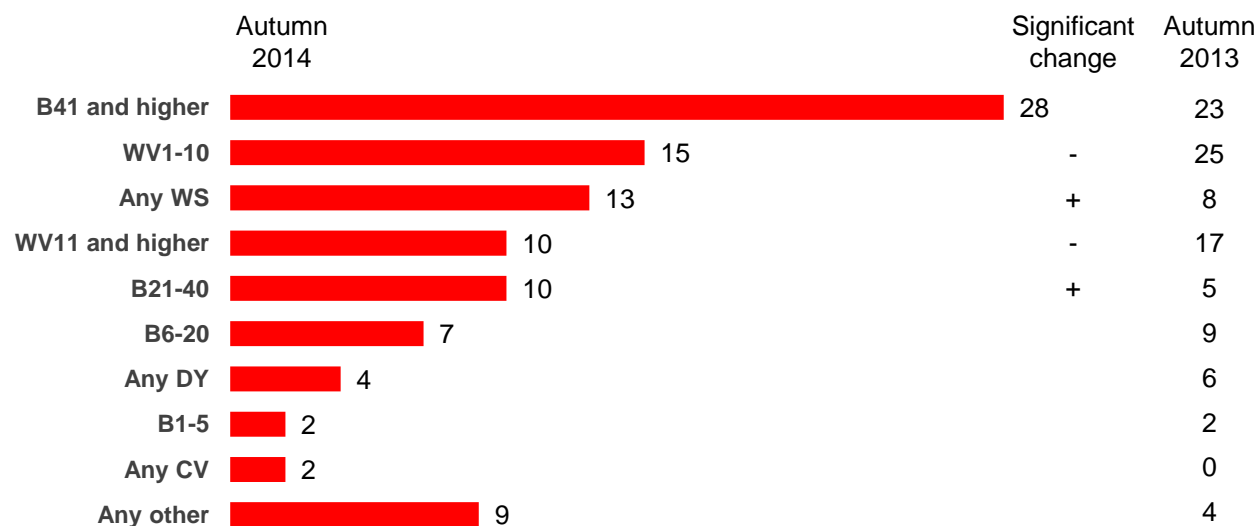
Q: What is your postcode?
Base: All giving a postcode - 396

Passengerfocus
putting passengers first

Tram Passenger Survey (TPS) 2014 – Midland Metro

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

Passengerfocus

putting passengers first

Overall satisfaction (%) – by gender

Tram Passenger Survey 2014 – Midland Metro

		Total fairly/very satisfied		
		Autumn 2014	Significant change	Autumn 2013

Tram

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Autumn 2013
All passengers	52	37	6	3	2	90	92
Male	51	36	8	4	1	87	91
Female	54	39	4	2	2	92	92

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Autumn 2013
All passengers	41	45	10	2	1	87	86
Male	39	46	11	3	1	85	84
Female	43	45	9	2	1	88	87

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Train

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Autumn 2013
All passengers	34	49	11	3	3	83	85
Male	37	46	10	3	4	83	82
Female	32	52	12	3	1	84	88

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 488 (Tram), 4012 (Bus), 497 (Train)

Overall satisfaction (%) – by age

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013

Tram

All passengers — Very satisfied 52, Fairly satisfied 37, Neither/nor 6, Fairly dissatisfied 3, Very dissatisfied 2 — 90 | | 92

Age 16 to 34 — 43, 43, 7, 4, 2 — 87 | | 90
Age 35 to 59 — 45, 46, 5, 3, 2 — 91 | | 91
Age 60+ — 81, 14, 5, 1 — 94 | | 99

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

All passengers — 41, 45, 10, 2, 1 — 87 | | 86

Age 16 to 34 — 34, 49, 13, 3, 1 — 83 | | 83
Age 35 to 59 — 37, 49, 10, 2, 1 — 86 | | 84
Age 60+ — 61, 33, 5, 1 — 94 | | 94

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Train

All passengers — 34, 49, 11, 3, 3 — 83 | | 85

Age 16 to 34 — 23, 58, 12, 3, 4 — 81 | | 79
Age 35 to 59 — 24, 56, 14, 4, 2 — 80 | | 81
Age 60+ — 57, 33, 6, 2, 2 — 90 | | 95

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 3749 (Tram), 4012 (Bus), 497 (Train)

Overall satisfaction (%) – by passenger type

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013

Tram

All passengers — Very satisfied 52, Fairly satisfied 37, Neither/nor 6, Fairly dissatisfied 3, Very dissatisfied 2 | 90 | | 92

Commuting — 39, 45, 9, 4, 3 | 84 | | 90
Not commuting — 72, 26, 1, 1 | 98 | | 95

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

All passengers — 41, 45, 10, 2, 1 | 87 | | 86

Commuting — 34, 50, 11, 3, 2 | 84 | | 83
Not commuting — 50, 40, 9, 1, 1 | 89 | | 88

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Train

All passengers — 34, 49, 11, 3, 3 | 83 | | 85

Commuting — 22, 56, 15, 4, 3 | 78 | | 76
Not commuting — 41, 45, 9, 2, 3 | 86 | | 91

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 488 (Tram), 4012 (Bus), 497 (Train)

Passenger**focus**
putting passengers first

54

Value for money (%) – by age

Tram Passenger Survey 2014 – Midland Metro

	Total fairly/very satisfied		
	Autumn 2014	Significant change	Autumn 2013

Tram (fare-payers only)

All passengers | 21 | 41 | 19 | 12 | 7 → 62 | | 67

Age 16 to 34 | 20 | 39 | 21 | 12 | 9 → 59 | | 65
Age 35 to 59 | 25 | 43 | 15 | 13 | 3 → 69 | | 65

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus (fare-payers only)

All passengers | 26 | 37 | 19 | 11 | 7 → 62 | | 62

Age 16 to 34 | 25 | 34 | 20 | 13 | 9 → 59 | | 56
Age 35 to 59 | 27 | 40 | 17 | 10 | 6 → 67 | | 67

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Train

All passengers | 21 | 34 | 22 | 14 | 9 → 56 | | 62

Age 16 to 34 | 17 | 34 | 22 | 15 | 12 → 51 | | 50
Age 35 to 59 | 16 | 39 | 21 | 16 | 8 → 55 | | 57

■ 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 - 379 (Tram), 2374 (Bus), All passengers - 416 (Train)

Passenger**focus**
putting passengers first

Value for money (%) – by passenger type

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013

Tram (fare-payers only)

All passengers — 21 | 41 | 19 | 12 | 7 — 62 | | 67

Commuting — 19 | 40 | 21 | 13 | 8 — 58 | | 65

Not commuting — 28 | 46 | 11 | 11 | 4 — 74 | | 70

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus (fare-payers only)

All passengers — 26 | 37 | 19 | 11 | 7 — 62 | | 62

Commuting — 25 | 37 | 20 | 11 | 7 — 62 | | 60

Not commuting — 29 | 36 | 17 | 13 | 6 — 64 | | 66

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Train

All passengers — 21 | 34 | 22 | 14 | 9 — 56 | | 62

Commuting — 16 | 32 | 24 | 20 | 9 — 48 | | 50

Not commuting — 26 | 36 | 20 | 9 | 9 — 62 | - | 72

■ 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 - 379 (Tram), 2374 (Bus), 416 (Train)

Passengerfocus
putting passengers first

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

Tram Passenger Survey 2014 – Midland Metro
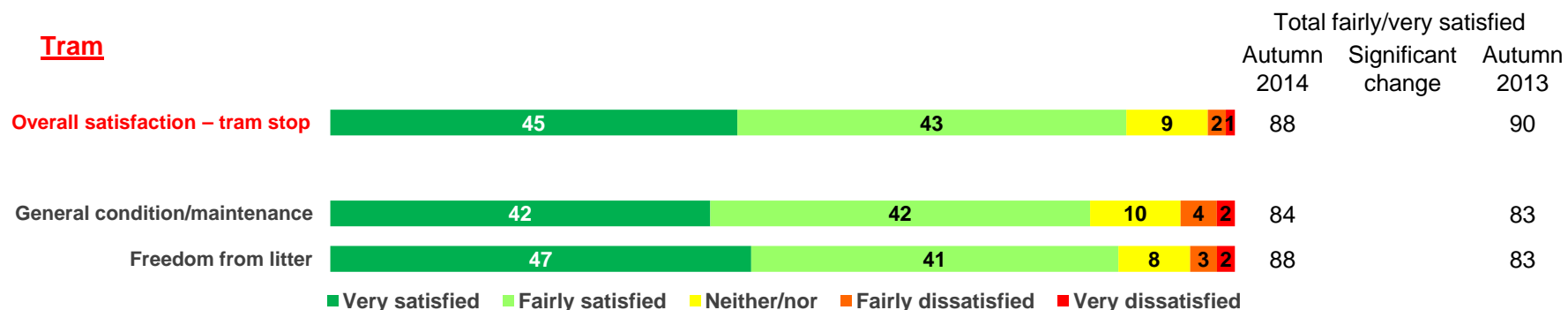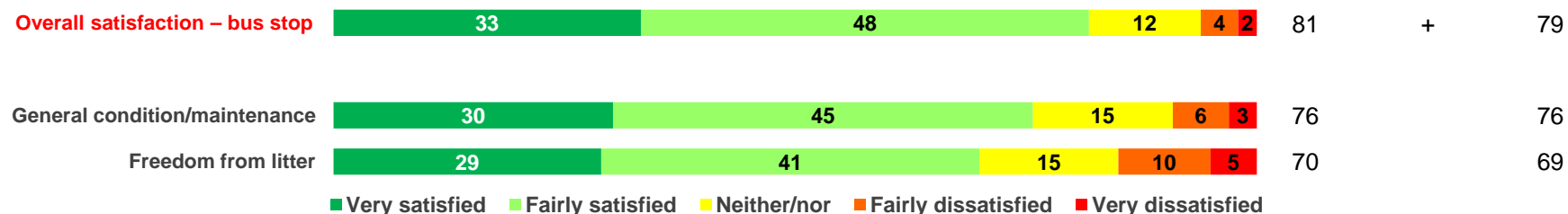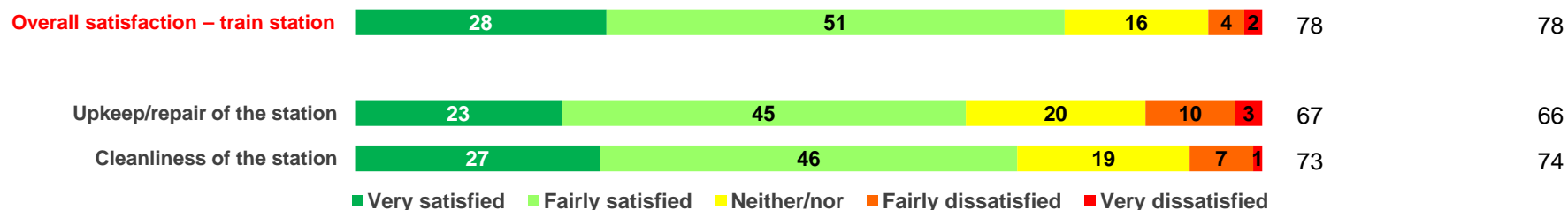
Q. Thinking about the tram/bus/train stop/station itself, how satisfied were you with the following: & Q. Overall, how satisfied were you with the bus/tram/train stop/station?
Base: All passengers - 486 (Tram), 3997 (Bus), 494 (Train)

Passenger**focus**
putting passengers first

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

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013

Tram

Information provided at the stop
Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied
42	36	13	5	4

78   79

Personal safety at the stop
43	38	15	4	2

80   79

■ Very satisfied   ■ Fairly satisfied   ■ Neither/nor   ■ Fairly dissatisfied   ■ Very dissatisfied

Bus

Information provided at the stop
29	46	15	6	4

75   73

Personal safety at the stop
33	43	16	5	2

76   +   74

■ Very satisfied   ■ Fairly satisfied   ■ Neither/nor   ■ Fairly dissatisfied   ■ Very dissatisfied

Train

Provision of information at the station
36	45	10	6	2

81   80

Personal security at the station
24	43	30	3	1

67   69

■ Very satisfied   ■ Fairly satisfied   ■ Neither/nor   ■ Fairly dissatisfied   ■ Very dissatisfied

Q. Thinking about the tram/bus/train stop/station itself, how satisfied were you with the following:
Base: All passengers - 460 (Tram), 3650 (Bus), 470 (Train)

Satisfaction with tram/bus/train punctuality (%)

Tram Passenger Survey 2014 – Midland Metro

	Total fairly/very satisfied		
	Autumn 2014	Significant change	Autumn 2013

Tram

Punctuality

Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied
53	35	6	3	2

88   87

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

Punctuality

Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied
39	37	11	6	6

76   +   73

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Train

Punctuality/reliability

Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied
34	39	9	10	7

74   76

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 469 (Tram), 3671 (Bus), 495 (Train)

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

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013

Tram

Exterior cleanliness — Very satisfied 48 | Fairly satisfied 38 | Neither/nor 10 | Fairly dissatisfied 2 | Very dissatisfied 2 — 86 | | 84

Ease of getting on/off tram — 57 | 33 | 5 | 3 | 2 — 90 | | 87

Helpfulness/attitude — 46 | 33 | 16 | 3 | 2 — 79 | | 77

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

Exterior cleanliness — 33 | 45 | 14 | 5 | 2 — 78 | + | 75

Ease of getting on/off bus — 47 | 42 | 8 | 2 | 1 — 89 | + | 87

Helpfulness/attitude — 34 | 33 | 25 | 5 | 3 — 66 | | 64

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Train

Cleanliness of the outside — 21 | 52 | 22 | 3 | 2 — 73 | - | 82

Ease of getting on/off train — 28 | 52 | 12 | 5 | 3 — 80 | | 79

Helpfulness/attitude — 21 | 29 | 38 | 5 | 7 — 50 | - | 59

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 484 (Tram), 3904 (Bus), 485 (Train)

Passengerfocus
putting passengers first

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

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013

Tram

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Significant change	Autumn 2013
Interior cleanliness/condition	53	36	9	2	1	88		85
Information provided inside the tram	42	34	16	6	2	77	-	83
Personal security	43	40	13	3	1	83		81

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Significant change	Autumn 2013
Interior cleanliness/condition	28	47	12	9	4	75	+	72
Information provided inside the bus	26	42	25	5	2	68		65
Personal security	34	45	16	4	2	78	+	76

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Train

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2014	Significant change	Autumn 2013
Cleanliness of the inside	23	50	17	8	2	73	-	79
Provision of information on the train	24	45	20	6	5	69		73
Personal security	26	50	20	3	1	76		79

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 492 (Tram), 3978 (Bus), 491 (Train)

Passenger**focus**
putting passengers first

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

Tram Passenger Survey 2014 – Midland Metro

Total fairly/very satisfied

	Autumn 2014	Significant change	Autumn 2013

Tram

Availability of seating or space to stand

Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied
44	32	9	10	5

76 | + | 61

Comfort of the seats

| 28 | 36 | 14 | 12 | 10 |

64 | | 69

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Bus

Availability of seating or space to stand

| 39 | 44 | 10 | 4 | 2 |

83 | | 82

Comfort of the seats

| 29 | 46 | 15 | 7 | 3 |

75 | | 74

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

Train

Sufficient room to sit/stand

| 27 | 41 | 15 | 10 | 8 |

68 | | 70

Comfort of the seating area

| 27 | 48 | 16 | 6 | 4 |

74 | | 80

■ Very satisfied ■ Fairly satisfied ■ Neither/nor ■ Fairly dissatisfied ■ Very dissatisfied

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 - 485 (Tram), 3899 (Bus), 480 (Train)

Tram Passenger Survey (TPS) 2014 – Midland Metro

Appendix 2 – Questionnaire

Passenger**focus**
putting passengers first

Tram Passenger Survey (Centro)

Shift [ ] **Date** [ ][ ][ ][ ][ ][1][4] D D M M Y Y

Passenger Focus is the official, independent consumer organisation that represents Train, Bus and Tram passengers.

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

To find out more about our work please visit www.passengerfocus.org.uk. You can also follow us on Twitter @passengerfocus

Please fill in the questionnaire _after_ you have completed your journey with Midland Metro.

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

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

1. About your journey on Midland Metro

Q1a. At which stop did you board this tram?

[   ]

Q1b. At which stop did you leave this tram?

[   ]

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

[ ][ ] Hour   [ ][ ] Mins *(Please use 24 hour clock e.g. 5.25pm should be written as 17:25)*

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

Season Ticket/Midland Metro Card/Student
1 day .... □
3 day/weekend .... □
5 days/1 week .... □
10 days/2 weeks .... □
4 weeks/1 month .... □
Quarterly/3 months .... □
1 year .... □

[Other time period (please write in)   ]

Single/return ticket
Single ticket.................................... □
Return ticket .... □

A free pass or free journey
Elderly person's pass .... □
Disabled person's pass .... □
Complimentary/free ticket .... □

Other ticket
Park and Ride .... □
Family/Group ticket .... □
Other .... □

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

Metro only .... □
Train and Metro................................ □
Bus and Metro.................................. □
Train, Bus and Metro .... □

1001001

Q4. In what format was your ticket?

A standard paper ticket/pass .... □
A photo card ticket/pass .... □
A plastic card you touched
    on to the fare machine .... □
An m-ticket (sent to your mobile phone)... □
Other format .... □

Q5. How did you buy that ticket or pass?

From Conductor .... □
Direct from Network West Midlands
    (website/phone)................................. □
Travel shop .... □
Rail/bus company .... □
From a local shop or post office .... □
You had a free pass .... □
Direct debit through work/college .... □
Other .... □

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

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

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

Outward .... □
Return .... □
One way trip only .... □

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

Children in a buggy or pushchair .... □
Children (under 12) who were walking ..... □
A wheelchair/mobility scooter .... □
A carer .... □
Lots of bags or luggage........................... □
None of these .... □

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

On foot/walked .... □
Cycled .... □
Car - dropped off .... □
Car - and used Park and Ride .... □
Car - parked elsewhere .... □
Bus .... □
Train .... □
Tram .... □
Other .... □

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

On foot/walked .... □
Cycled .... □
Car - picked up .... □
Car - and used Park and Ride .... □
Car - parked elsewhere .... □
Bus .... □
Train .... □
Tram .... □
Other .... □

Q11. What was the main reason you chose to take Midland Metro for this journey? *(Please tick one box only)*

Cheaper than the car .... □
Cheaper than other transport................... □
More convenient than the car
    (e.g. parking)..................................... □
Didn't have the option of travelling
    by another means............................... □
Quicker than other transport .... □
Best way to get where I am going .... □
Tram more comfortable than
    other transport .... □
For the experience of riding the tram .... □

[Other (please write in)   ]

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

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

2. About the tram stop where you boarded this Midland Metro tram

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

	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	☐	☐	☐	☐	☐	☐
The convenience/accessibility of its location	☐	☐	☐	☐	☐	☐
Its general condition/standard of maintenance	☐	☐	☐	☐	☐	☐
Its freedom from graffiti/vandalism	☐	☐	☐	☐	☐	☐
Its freedom from litter	☐	☐	☐	☐	☐	☐
Behaviour of fellow passengers waiting at the stop	☐	☐	☐	☐	☐	☐
The information provided at the tram stop	☐	☐	☐	☐	☐	☐
Your personal safety whilst at the tram stop	☐	☐	☐	☐	☐	☐

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

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

3. Waiting for the tram

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
Leaflet/paper timetable ☐
Online tram times ☐
Live tram locator/timings (e.g. via mobile app/web) ☐
Disruption updates (e.g. on Twitter/Facebook) ☐
Other ☐

At the tram stop
Electronic display at the stop ☐
Information posters at the stop ☐
Online tram times ☐
Live tram locator/timings (e.g. via mobile app/web) ☐
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 ☐
Already knew arrival times ☐
Could not find the information ☐

Didn't have time ☐
Did not know when the tram was meant to arrive ☐
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 longer than you expected ☐
About the length of time you expected ☐

A little less time than you expected ☐
Much less time than 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	☐	☐	☐	☐	☐	☐
The punctuality of the tram	☐	☐	☐	☐	☐	☐

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	☐	☐	☐	☐	☐	☐
The cleanliness and condition of the outside of the tram	☐	☐	☐	☐	☐	☐
The ease of getting on to and off of the tram	☐	☐	☐	☐	☐	☐
The length of time it took to board the tram	☐	☐	☐	☐	☐	☐

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

	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	☐	☐	☐	☐	☐	☐
The information provided inside the tram	☐	☐	☐	☐	☐	☐
Sufficient room for all the passengers to sit/stand	☐	☐	☐	☐	☐	☐
The comfort of the seats	☐	☐	☐	☐	☐	☐
The amount of personal space you had around you	☐	☐	☐	☐	☐	☐
Provision of grab rails to hold on to when standing/moving about the tram	☐	☐	☐	☐	☐	☐
The temperature inside the tram	☐	☐	☐	☐	☐	☐
Your personal security whilst on the tram	☐	☐	☐	☐	☐	☐
The amount of time the journey took	☐	☐	☐	☐	☐	☐
Smoothness/freedom from jolting during the journey	☐	☐	☐	☐	☐	☐

Q22. Did you get a seat on the tram?

Yes – for all of the journey ☐
Yes – for part of the journey ☐

No – but you were happy to stand ☐
No – but you would have liked a seat ☐

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

Yes ☐ No ☐

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

Passengers drinking/under
the influence of alcohol .... ☐
Passengers taking/under
the influence of drugs .... ☐
Abusive or threatening behaviour .... ☐
Rowdy behaviour .... ☐
Passengers not moving
out of priority seats .... ☐

Passengers not paying their fares .... ☐
Feet on seats .... ☐
Music being played loudly .... ☐
Smoking .... ☐
Graffiti or vandalism .... ☐
Loud use of mobile phones .... ☐
Other (please write in)

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

Q24a. Was your journey with Midland Metro today delayed at all?

Yes .... ☐   No .... ☐

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

Due to a signal/points failure .... ☐
Road congestion/traffic jam .... ☐
Due to a tram failure .... ☐
Planned engineering works .... ☐
Poor weather conditions .... ☐
The tram waiting too long at stops .... ☐
The tram waiting too long at signals .... ☐

Time it took passengers to board/
pay for tickets .... ☐
Had to use bus replacement service .... ☐
Other (please write in)

No reason given .... ☐
Don't know .... ☐

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	☐	☐	☐
Audio announcements e.g. saying the next tram stop	☐	☐	☐
An electronic display e.g. showing the next tram stop	☐	☐	☐
Information about tickets/fares	☐	☐	☐
A timetable	☐	☐	☐
Details of how to make a complaint, if you had one	☐	☐	☐

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

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

---

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

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

Very satisfied .... ☐
Fairly satisfied .... ☐
Neither satisfied nor dissatisfied .... ☐

Fairly dissatisfied .... ☐
Very dissatisfied .... ☐
Don't know/No opinion .... ☐

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

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

Very satisfied .... ☐
Fairly satisfied .... ☐
Neither satisfied nor dissatisfied .... ☐

Fairly dissatisfied .... ☐
Very dissatisfied .... ☐
Don't know/No opinion .... ☐

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

The cost for the distance travelled .... ☐
The cost of the tram versus other
modes of transport .... ☐
The fare in comparison to the cost
of everyday items .... ☐

Comfort/journey quality for
the fare paid .... ☐
A reason not mentioned above
(please write in box) .... ☐

---

6. Your opinion of trams generally

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

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

Q32b. And how satisfied are you overall with Midland Metro services for the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
Ease of buying your ticket	☐	☐	☐	☐	☐	☐
Punctuality (running on time)	☐	☐	☐	☐	☐	☐
Frequency (how often the trams run)	☐	☐	☐	☐	☐	☐
Range of tickets available	☐	☐	☐	☐	☐	☐

Q33. If you needed information about your local tram services, e.g. times, fares, where would you obtain that information? *(Please tick all that apply)*

Phone: Centro .... ☐
Phone: Traveline .... ☐
Internet: Centro website .... ☐
Internet: The Metro website .... ☐
Internet: Network West Midlands website ☐
Internet: Other travel website .... ☐
Travel shop .... ☐

Ask friend/relative .... ☐
From a Park and Ride kiosk .... ☐
Smartphone app .... ☐
Ask tram staff .... ☐
Other .... ☐
Not sure .... ☐

Q34. How often do you typically travel by Midland Metro?

(Please tick the closest to your frequency of tram use)

5 or more days a week .... ☐
3 or 4 days a week .... ☐
Once or twice a week .... ☐
Once a fortnight .... ☐

Once a month .... ☐
Less frequently .... ☐
This is the first time I have
    used Midland Metro .... ☐

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

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

A little worse than usual .... ☐
Much worse than usual .... ☐

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

The places you can reach
    by Midland Metro .... ☐
The frequency of trams in the area .... ☐
The reliability of the trams .... ☐
The cost of using Midland Metro .... ☐
Understanding the fares .... ☐
Understanding the ticket machines .... ☐

How long journeys take
    when going by Midland Metro .... ☐
The comfort of the trams .... ☐
The level of crowding on the trams .... ☐
A concern for your personal
    safety on Midland Metro .... ☐
Tram network improvement works.......... ☐

---

7. About you

QA. Are you…?

Male .... ☐
Female .... ☐

QB. In which age group are you?

16-18 .... ☐
19-25 .... ☐
26-34 .... ☐
35-44 .... ☐
45-54 .... ☐

55-59 .... ☐
60-64 .... ☐
65-69 .... ☐
70-79 .... ☐
80+ .... ☐

QC. Are you…?

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

Retired .... ☐
Full time student .... ☐
Other .... ☐

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 .... ☐
Yes – Vision (e.g. blindness or partial sight)......................... ☐
Yes – Hearing (e.g. deafness or partial hearing) .... ☐
Yes – Mobility (e.g. only able to walk short distances or difficulty climbing stairs) .... ☐
Yes – Dexterity (e.g. difficulty lifting and carrying objects or using a keyboard)......... ☐
Yes – Learning or understanding or concentrating .... ☐
Yes – Memory .... ☐
Yes – Mental health .... ☐
Yes – Stamina or breathing fatigue .... ☐
Yes – Socially or behaviourally (for example associated with autism,
        attention deficit disorder or Asperger's syndrome) .... ☐
A condition not mentioned above .... ☐

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

Yes, a lot.. ☐
Not at all .... ☐

Yes, a little .... ☐

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

White .... ☐
Mixed .... ☐
Black or Black British .... ☐

Chinese .... ☐
Asian or Asian British .... ☐
Other ethnic group .... ☐

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

You have a car available
    and don't mind driving .... ☐
You don't have a car available .... ☐

You have a car available but
    prefer not to drive .... ☐

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

All or most of the time .... ☐
Some of the time .... ☐

You don't have anybody you can ask ...... ☐
Not applicable .... ☐

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)

☐☐☐☐ ☐☐☐   Live outside the UK .... ☐

Please complete the contact details requested below if you would be happy to participate in future research projects about travel.

Name: ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Telephone number: ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Email address: ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

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

bdrc continental   Passengerfocus