# Tram Passenger Survey (TPS)

## Autumn 2013

**Technical report**

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Appendix – Typical questionnaire

# 1. Background

Passenger Focus is the official, independent consumer organisation representing the interests of train, bus, coach and tram users across England outside London. A key part of the Passenger Focus mandate is to provide evidence based research to support its stance on the views and priorities of passengers. To this end, Passenger Focus (and its predecessors) established:

- The National Rail Passenger Survey (NRPS) in 1999 - this twice yearly survey (Spring and Autumn) provides data for each Train Operating Company on its passengers' perceptions in regard to key measures of station and train performance
- The Bus Passenger Survey (BPS) in 2009 - this annual Autumn survey (with a smaller project in the late Spring) provides data for a number of PTE, unitary and county council areas on passengers' perceptions in regard to key bus stop, bus vehicle and bus driver measures
- A pilot Tram Passenger Survey (TPS) in Spring 2013 in the Centro area, covering the Midlands Metrolink tram service.

A number of different methodologies were tested in the TPS pilot, including:

1. The traditional paper self completion only approach used on NRPS and BPS
2. The option of providing an email address if the passenger refused to take a questionnaire
3. Offering the choice of a paper self completion questionnaire or providing an email address
4. Just collecting email addresses.

Those providing email addresses were sent an invitation to participate in an online version of the survey 1-2 days following contact. Whilst there is a need for TPS to be consistent with NRPS and BPS, there was also a desire to assess the opportunity for using new technology in the survey and to see if any of the new approaches reduced the age bias present in BPS and to a lesser extent in NRPS.

The TPS pilot demonstrated that option 3 above generated a similar final sample size to the traditional paper self completion approach at similar cost, but in addition did

reduce the age bias present in undertaking just a paper self completion approach and furthermore did not significantly affect the results (full details of this are provided in the Technical Overview of the TPS pilot). As a result, the rollout of TPS to five tram networks in Autumn 2013 used this combined approach, where passengers were asked which completion method they preferred and either given a paper self completion questionnaire or asked for their email address to enable them to complete the survey online.

## 2. Summary of approach

Our approach uses the TPS pilot as a suitable template for this roll out of TPS; in particular the following are salient features of what we have used in the TPS roll out:

- The sampling unit is an individual tram service (e.g. the 06:15 from Birmingham New Street on a specific Tuesday), in the same way that BPS sampling is based on bus services. (In NRPS, in contrast, most sampling is based on stations.)
  - This is a more cost effective sampling unit than a tram stop, as passenger numbers are greater for a service over a given time period than for most stops over the same period
- The sampling frame thus needed is the list of all tram services that run each week (which has been downloaded from the published timetables)
- Many of the questions have been directly taken from the pilot TPS, to enable a standard questionnaire to be used across all networks. As TfGM already had their own passenger satisfaction survey the questionnaire used for the Metrolink network was slightly longer as it included questions specific to the previous TfGM survey. (TfGM funded their additional questions.)

The standard questionnaire used is attached as an Appendix.

A similar version of the questionnaire was used for the online sample. To ensure online respondents answered specifically about the journey they were taking when recruited by the interviewer, the date and time they were approached was inserted into the wording of the online questionnaire they completed.

As indicated above, all passengers were approached and asked if they would provide feedback about today's journey. If willing, they were offered the choice between a paper self completion questionnaire and providing their email address so that they could be sent a link to an online version of the questionnaire.

# 3.  Sample

## 3.1   Route coverage

The Autumn roll out of TPS covered five different operators. Three of these have just one route, but Sheffield has three and Manchester has six. For cost and logistical reasons, the blue and purple routes in Sheffield were merged and so this wave covered eleven routes as follows:

- Blackpool
- Centro (Birmingham/Wolverhampton)
- Manchester - Altrincham
- Manchester - Ashton
- Manchester - Bury
- Manchester - Didsbury
- Manchester - Eccles/Media City
- Manchester - Rochdale
- Nottingham
- Sheffield - Blue/Purple routes
- Sheffield - Yellow route.

The sampling process described was applied in turn to each of these eleven routes and a separate sample selected for each. The routes were then weighted according to their relative volume, so that in the overall tables the routes with the largest numbers of passengers have the greatest weight.

## 3.2   Sample sizes

The sample sizes specified for each network are shown in the table overleaf. These were used to determine the number of shifts required for each network and the shift numbers used to determine which tram services should be sampled. The sampling process is discussed in detail in Section 3.3.

| Network/route | Sample size required | Sample achieved |
|---|---|---|
| Blackpool | 500 | 725 |
| Centro | 500 | 556 |
| Manchester – Altrincham | 500 | 579 |
| Manchester – Ashton | 400 | 439 |
| Manchester – Bury | 500 | 548 |
| Manchester – Didsbury | 400 | 443 |
| Manchester – Eccles/Media City | 400 | 471 |
| Manchester – Rochdale | 400 | 424 |
| Nottingham | 250 | 333 |
| Sheffield – Blue/Purple routes | 250 | 366 |
| Sheffield – Yellow route | 250 | 366 |

### 3.3  Sampling process

As highlighted above, we have followed the sampling processes employed in the pilot TPS (and in BPS), as follows:

- We downloaded the tram timetable for each route from the network's website
- We generated lists of the tram services which run each day of the week including start point, start time, end point and end time
- We sorted these lists by direction, the seven days of the week and start time of the service - this generated a list of the tram services in a week. As with NRPS and BPS, fieldworker shifts only operate between 6 a.m. and 10 p.m. There are very few public transport services prior to 6 a.m. and the additional costs - hourly rates and transport to the start point - are not justified given the very small number of passengers. Although there are more journeys after 10 p.m., safety concerns rule out fieldworkers operating at these times - the only feasible option would be to ensure fieldworkers operate in pairs and again the cost of this and providing transport at the end of the shift is not justified given the relatively low number of passengers
- Excluding those services starting before 6 a.m. or after 10 p.m. reduced the number of services to those shown in the table below, distributed by peak (07:00 to 09:30 a.m. and 4:00 to 6:30 p.m. weekdays), off peak weekday and weekend:

| Network/route | Number of peak services | Number of off peak weekday services | Number of weekend services |
|---|---|---|---|
| Blackpool | 250 | 560 | 306 |
| Centro | 420 | 695 | 325 |
| Manchester – Altrincham | 492 | 1060 | 522 |
| Manchester – Ashton | 248 | 524 | 298 |
| Manchester – Bury | 485 | 1067 | 520 |
| Manchester – Didsbury | 246 | 526 | 297 |
| Manchester – Eccles/Media City | 454 | 942 | 384 |
| Manchester – Rochdale | 234 | 538 | 297 |
| Nottingham | 590 | 965 | 497 |
| Sheffield – Blue/Purple routes | 450 | 825 | 411 |
| Sheffield – Yellow route | 345 | 655 | 301 |

- We selected sufficient interviewing shifts to generate the required sample, denoted as 1 in n. We took a random start between 1 and n from the list sorted by direction, day of week and start time and picked this service and then every n[th] service following this start point

- This systematic sample ensures that the services sampled reasonably match all tram services by direction, day of week and time of day. The number of selected services is shown below:

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| Network/route | Number of peak shifts | Number of off peak weekday shifts | Number of weekend shifts |
|---|---|---|---|
| Blackpool | 12 | 15 | 11 |
| Centro | 9 | 13 | 8 |
| Manchester – Altrincham | 10 | 13 | 7 |
| Manchester – Ashton | 9 | 8 | 7 |
| Manchester – Bury | 10 | 12 | 8 |
| Manchester – Didsbury | 8 | 9 | 7 |
| Manchester – Eccles/Media City | 9 | 9 | 6 |
| Manchester – Rochdale | 10 | 7 | 7 |
| Nottingham | 5 | 6 | 4 |
| Sheffield – Blue/Purple routes | 4 | 7 | 4 |
| Sheffield – Yellow route | 3 | 8 | 4 |

- We scheduled fieldworker shifts around the selected services: the time and day of the week that was selected dictated the beginning of the shift, and return journeys were made thereafter on the same vehicle for the duration of that shift. The three hour shift length allows for two return journeys in most shifts, adjusting as necessary to ensure this. A three hour shift length provides time for fieldworkers to encounter plenty of passengers for distributing questionnaires. A longer period than this can introduce more clustering - e.g. if a particular day is affected by service disruption

- Some selected vehicle journeys fell towards the end of the day meaning that a full three-hour shift would have run beyond 10pm, which is the usual latest reasonable time for our fieldworkers to finish work. We therefore:
  - moved half of those shifts selected to begin after 7pm so that they began at around 7pm and therefore covered the period up to 10pm
  - moved the other half so that they covered the same or a similar tram journey, starting at 6am.

- A small number of top up shifts was generated towards the end of fieldwork to ensure that targets had a good chance of being met

- Once travelling on the selected tram services, fieldworkers approached all passengers (except those clearly under 16) as soon as possible after they boarded, to offer them a paper questionnaire or the opportunity to provide an

email address to which a link to an online version could be sent; thus all passengers over 16 had the opportunity to be included in the sample (interviewing under 16s requires consent from a responsible adult)

- Passenger counts were undertaken twice during the shift to record passenger characteristics (gender and observable age). For Blackpool, Centro, Nottingham and Sheffield the fieldworker was given times at which to start these counts:
    - o After 20 minutes
    - o After two hours 40 minutes.
- In most cases this ensured one count on an outward journey and one count on an inward journey. For Manchester, due to the high proportion of shifts, interviewers were given times that ensured one outward and one inward count.
- If necessary, these times were varied to ensure the time coincided with the fieldworker being on board the tram
- If the fieldworker took a count in one carriage of a two carriage tram, the count was doubled
- The data produced by the counts can be used to weight responses to a more acceptable gender and age profile. Only counts carried out on board a tram were used to compile the weighting matrix used at the data analysis stage (although estimates of passenger numbers were made at peak times were the tram was too busy to undertake a count - see Section 3.4.1 below for more details on this).

## 3.4   Weighting

As already mentioned in this report, data has been weighted to correct for imbalance in response rate by age (and gender where necessary), using information from fieldworkers' observation of all passengers on board at a given point in time. This weighting has been applied for the three time periods (peak, off peak and weekend) for each of the eleven routes surveyed.

### 3.4.1  Passenger Counts

Passenger counts were undertaken on 245 of the 269 shifts. There were 51 planned counts which were not taken

- 28 of these were at off peak times and it was assumed the counts on these shifts would have been the same as the average for that route and daypart

- 23 of these were in peak hours when the tram was full and this prevented the fieldworker moving around the tram to effect the count; in these cases we could not assume that the count was the same as the average for the route and so we investigated using three different assumptions for the number of passengers:
  - The maximum number that had been recorded in peak time for that route
  - The capacity of the tram, as defined by the network
  - The crush capacity of the tram, as defined by the network.

### 3.4.2 Estimating passenger volumes

We used these three different assumptions to estimate the number of passengers on peak, off peak and weekend services, by multiplying the number of services in the daypart by the average number of passengers. If a tram had two carriages, and the count was only taken in one, this was doubled; similarly where the count was not undertaken at peak hours for a two carriage tram, the estimated passenger numbers (either using maximum count, capacity or crush) was doubled. For Centro, which had been covered in the TPS pilot, we had data from the network showing this profile and this is how it compared with that from the above process:

| | Peak passengers | Offpeak weekday passengers | Weekend passengers |
|---|---|---|---|
| Centro | 44% | 40% | 16% |
| Crush | 44% | 41% | 16% |
| Capacity | 40% | 43% | 17% |
| Maximum count | 37% | 46% | 18% |

Using the crush capacity to estimate the number of passengers when the tram is full provides an almost exact correspondence to Centro's own figures; using lower estimates of passenger numbers understates the peak percentage.

This comparison led us to use the crush capacity to estimate passenger numbers at peak time. Applying this to each route and comparing passenger numbers to those produced by the Department for Transport (DfT) gives the following comparison:

## Estimated numbers of passengers per annum

| Network/route | DfT report[1] | Crush | Capacity | Max count |
|---|---|---|---|---|
| Blackpool | 1,100,000 | 1,432,659 | 1,432,659 | 1,432,659 |
| Centro | 4,900,000 | 2,360,889 | 2,219,768 | 2,095,448 |
| Manchester – Altrincham | | 6,564,734 | 6,036,070 | 5,163,518 |
| Manchester – Ashton | | 1,974,659 | 1,768,453 | 1,428,114 |
| Manchester – Bury | 22,300,000 | 4,948,982 | 4,610,240 | 4,051,150 |
| Manchester – Didsbury | | 3,208,391 | 2,745,810 | 1,982,327 |
| Manchester – Eccles/Media City | | 2,951,283 | 2,829,325 | 2,628,035 |
| Manchester – Rochdale | | 1,651,886 | 1,577,598 | 1,454,986 |
| Nottingham | 9,000,000 | 3,712,921 | 3,712,921 | 3,712,921 |
| Sheffield – Blue/Purple routes | 15,000,000 | 2,376,660 | 2,376,660 | 2,376,660 |
| Sheffield – Yellow route | | 3,458,943 | 3,294,827 | 3,032,612 |
| | | | | |
| Manchester total | 22,300,000 | 21,299,935 | 19,567,496 | 16,708,130 |
| Sheffield total | 15,000,000 | 5,835,603 | 5,671,487 | 5,409,272 |

Note 1: All data in this column comes from the 2012 DfT report on passenger numbers using tram systems. The DfT does not provide data at line level. The report can be found at https://www.gov.uk/government/statistical-data-sets/lrt01-ocupancy-journeys-and-passenger-miles.

At the time the weighting was run, the 2012 data was the most up to date, although the report now shows 2013 data, with small changes from 2012. For Manchester, passenger figures by line were derived from ticket machine data provided by TfGM for the six months to November 2013 (given the expansion of the Metrolink network over the past year). The numbers for each route were doubled and the City Zone passenger numbers allocated equally to the six routes (all six routes cover the City Zone) to give an estimated annual figure.

Using the crush capacity provides estimates that are close to the DfT data for each Manchester route and for Blackpool. The DfT estimates are higher than those derived here for the other three routes, even when the crush figures are used (the

understatement for Centro, Nottingham and Sheffield is probably due to not many shifts failing to provide a passenger count, and so the crush capacity was not used very often). Once again, this comparison indicates that using the crush figures to estimate passenger numbers when a tram is too crowded to count gives the best comparison with external sources. We have therefore used the crush capacity figure to estimate passenger volumes in peak time, in situations where the fieldworker was unable to undertake the count.

### 3.4.3  Creating rim weights

Where the crush capacity figure was used to estimate total passengers, the split between the three age groups and between males and female was based on the profile for other peak shifts on that route. In this way, an overall age and gender profile was derived for each route for each of the three time segments: weekday peak, weekday offpeak and weekend.  These profiles were aggregated, using the DfT passenger counts for each route, as defined above. This gives an overall total passenger number, split by age group and gender for each of the time segments for each route. Dividing this by the total passenger estimates across all five areas gives the following rim weights:

## Table of rim weights used

| Network/route | Time of day | 16-25 | 26-59 | 60+ | Male | Female |
|---|---|---|---|---|---|---|
| Blackpool | Peak | 0.11% | 0.21% | 0.12% | 0.23% | 0.21% |
| Blackpool | Off peak weekday | 0.15% | 0.27% | 0.51% | 0.47% | 0.46% |
| Blackpool | Weekend | 0.16% | 0.27% | 0.29% | 0.33% | 0.39% |
| Centro | Peak | 1.60% | 2.06% | 0.41% | 1.99% | 2.08% |
| Centro | Off peak weekday | 1.24% | 1.79% | 0.76% | 2.06% | 1.74% |
| Centro | Weekend | 0.33% | 0.73% | 0.39% | 0.69% | 0.76% |
| Manchester – Altrincham | Peak | 2.05% | 2.99% | 0.68% | 3.24% | 2.48% |
| Manchester – Altrincham | Off peak weekday | 1.23% | 2.01% | 1.02% | 2.37% | 1.90% |
| Manchester – Altrincham | Weekend | 0.79% | 0.94% | 0.34% | 1.07% | 1.00% |
| Manchester – Ashton | Peak | 0.36% | 0.62% | 0.20% | 0.66% | 0.52% |
| Manchester – Ashton | Off peak weekday | 0.17% | 0.27% | 0.23% | 0.30% | 0.37% |
| Manchester – Ashton | Weekend | 0.12% | 0.18% | 0.09% | 0.20% | 0.19% |
| Manchester – Bury | Peak | 1.87% | 2.53% | 0.40% | 2.74% | 2.06% |
| Manchester – Bury | Off peak weekday | 1.36% | 2.31% | 1.22% | 2.60% | 2.30% |
| Manchester – Bury | Weekend | 0.85% | 1.34% | 0.37% | 1.57% | 0.99% |
| Manchester – Didsbury | Peak | 1.06% | 1.61% | 0.53% | 1.64% | 1.56% |
| Manchester – Didsbury | Off peak weekday | 0.37% | 0.67% | 0.32% | 0.70% | 0.65% |
| Manchester – Didsbury | Weekend | 0.34% | 0.27% | 0.08% | 0.36% | 0.34% |
| Manchester – Eccles /Media City | Peak | 0.80% | 1.07% | 0.31% | 1.22% | 0.96% |
| Manchester – Eccles /Media City | Off peak weekday | 0.62% | 1.23% | 0.51% | 1.20% | 1.16% |
| Manchester – Eccles /Media City | Weekend | 0.58% | 0.69% | 0.25% | 0.76% | 0.76% |
| Manchester – Rochdale | Peak | 0.73% | 0.97% | 0.11% | 1.11% | 0.70% |
| Manchester – Rochdale | Off peak weekday | 0.59% | 1.21% | 0.49% | 1.28% | 1.00% |
| Manchester – Rochdale | Weekend | 0.32% | 0.49% | 0.25% | 0.57% | 0.49% |
| Nottingham | Peak | 3.23% | 2.72% | 0.76% | 3.76% | 2.95% |
| Nottingham | Off peak weekday | 1.62% | 3.59% | 1.43% | 3.34% | 3.30% |
| Nottingham | Weekend | 1.28% | 1.55% | 0.92% | 2.02% | 1.73% |
| Sheffield – Blue/Purple routes | Peak | 1.51% | 1.57% | 0.40% | 1.51% | 1.97% |
| Sheffield – Blue/Purple routes | Off peak weekday | 1.56% | 2.63% | 1.84% | 2.79% | 3.24% |
| Sheffield – Blue/Purple routes | Weekend | 0.65% | 0.73% | 0.70% | 0.94% | 1.15% |
| Sheffield – Yellow route | Peak | 3.22% | 2.80% | 0.67% | 3.33% | 3.35% |
| Sheffield – Yellow route | Off peak weekday | 2.78% | 2.99% | 2.03% | 3.25% | 4.55% |
| Sheffield – Yellow route | Weekend | 1.36% | 0.73% | 0.32% | 0.99% | 1.41% |

## 3.5   Response rates

Both NRPS and BPS have a bias in response, with younger passengers less likely to respond. This is more of an issue with BPS than NRPS and the observational counts were instituted to correct the response bias. In the pilot TPS, this bias persisted for those given paper questionnaires, but was in the opposite direction for those who provided email addresses. The combined approach enabled the age bias in the self completion approach to be reduced (and was the reason for using this approach in this TPS wave).

To examine the extent to which demographic bias exists in response for this wave of TPS, we have compared the age and gender profile from:

- The responses from all methods of completion
- The weighted data, using the observational counts to generate this
- The ratio between the two.

The tables below show this data across all individual sampled routes

|  | **Unweighted sample** | | | | | |
|---|---|---|---|---|---|---|
| **Network/route** | **Total** | **Male** | **Female** | **16-25** | **26-59** | **60+** |
| Blackpool | 725 | 343 | 382 | 106 | 273 | 346 |
| Centro | 556 | 246 | 310 | 114 | 340 | 102 |
| Manchester – Altrincham | 579 | 247 | 332 | 73 | 349 | 157 |
| Manchester – Ashton | 439 | 178 | 261 | 41 | 231 | 167 |
| Manchester – Bury | 548 | 219 | 329 | 74 | 304 | 170 |
| Manchester – East Didsbury | 443 | 178 | 265 | 48 | 269 | 126 |
| Manchester – Eccles/Media City | 471 | 218 | 253 | 86 | 253 | 132 |
| Manchester – Rochdale | 424 | 192 | 232 | 46 | 252 | 126 |
| Nottingham | 333 | 117 | 216 | 49 | 208 | 76 |
| Sheffield – Blue/Purple routes | 366 | 134 | 232 | 59 | 187 | 120 |
| Sheffield – Yellow route | 366 | 128 | 238 | 77 | 179 | 110 |
| Total | 5250 | 2200 | 3050 | 773 | 2845 | 1632 |

| | Weighted to original sample size | | | | | |
|---|---|---|---|---|---|---|
| Network/route | Total | Male | Female | 16-25 | 26-59 | 60+ |
| Blackpool | 725 | 356 | 369 | 145 | 264 | 316 |
| Centro | 556 | 283 | 273 | 190 | 273 | 93 |
| Manchester – Altrincham | 579 | 321 | 258 | 196 | 286 | 98 |
| Manchester – Ashton | 439 | 227 | 212 | 126 | 212 | 104 |
| Manchester – Bury | 548 | 309 | 239 | 182 | 276 | 89 |
| Manchester – East Didsbury | 443 | 228 | 215 | 149 | 215 | 79 |
| Manchester – Eccles/Media City | 471 | 248 | 223 | 155 | 232 | 83 |
| Manchester – Rochdale | 424 | 244 | 180 | 135 | 219 | 70 |
| Nottingham | 333 | 178 | 155 | 119 | 153 | 60 |
| Sheffield – Blue/Purple routes | 366 | 165 | 201 | 118 | 156 | 93 |
| Sheffield – Yellow route | 366 | 164 | 202 | 159 | 141 | 65 |
| Total | 5250 | 2723 | 2527 | 1675 | 2427 | 1152 |

| | Weighting factors | | | | | |
|---|---|---|---|---|---|---|
| Network/route | Total | Male | Female | 16-25 | 26-59 | 60+ |
| Blackpool | 100% | 104% | 97% | 137% | 97% | 91% |
| Centro | 100% | 115% | 88% | 167% | 80% | 91% |
| Manchester – Altrincham | 100% | 130% | 78% | 269% | 82% | 62% |
| Manchester – Ashton | 100% | 127% | 81% | 309% | 92% | 62% |
| Manchester – Bury | 100% | 141% | 73% | 246% | 91% | 53% |
| Manchester – East Didsbury | 100% | 128% | 81% | 311% | 80% | 62% |
| Manchester – Eccles/Media City | 100% | 114% | 88% | 180% | 92% | 63% |
| Manchester – Rochdale | 100% | 127% | 78% | 293% | 87% | 56% |
| Nottingham | 100% | 152% | 72% | 244% | 74% | 80% |
| Sheffield – Blue/Purple routes | 100% | 123% | 87% | 200% | 83% | 78% |
| Sheffield – Yellow route | 100% | 128% | 85% | 207% | 79% | 59% |
| Total | 100% | 124% | 83% | 217% | 85% | 71% |

As can be seen, the unweighted data under represents males and those aged 16-25 (as these have weighting factors above 100% in every area) and over represents females and those aged 60+, even when adding in the data from online interviews to those completing paper questionnaires. These results mirror those found in the TPS pilot, although the age bias is more pronounced in this Autumn 2013 wave. The profile of respondents by age and gender for each mode of interviewing is as expected, with more males and more younger people completing online relative to paper.

|  |  | Online | Paper | Total |
|---|---|---|---|---|
| Gender | Male | 54.9% | 49.6% | 51.3% |
|  | Female | 45.1% | 50.4% | 48.7% |
| Total |  | 100.0% | 100.0% | 100.0% |

|  |  | Online | Paper | Total |
|---|---|---|---|---|
| Age group | 16-18 | 12.5% | 8.0% | 9.5% |
|  | 19-25 | 35.6% | 20.7% | 25.5% |
|  | 26-34 | 14.5% | 12.1% | 12.9% |
|  | 35-44 | 12.0% | 13.8% | 13.2% |
|  | 45-54 | 13.1% | 13.5% | 13.4% |
|  | 55-59 | 4.2% | 7.7% | 6.6% |
|  | 60-64 | 4.2% | 7.8% | 6.6% |
|  | 65-69 | 2.6% | 8.0% | 6.2% |
|  | 70-79 | 1.3% | 6.6% | 4.9% |
|  | 80+ | 0.1% | 1.8% | 1.2% |
| Total |  | 100.0% | 100.0% | 100.0% |

The following table shows the numbers handed out and responding for each mode of data collection, and confirms that the online response rate is at least as good as the self completion response rate, for each route in each area.

| Network/ route | Handed out | | | Responded | | | Response rates | | |
|---|---|---|---|---|---|---|---|---|---|
|  | Online | Paper | Total | Online | Paper | Total | Online | Paper | Total |
| Blackpool | 720 | 1854 | 2574 | 202 | 523 | 725 | 28% | 28% | 28% |
| Centro | 625 | 1656 | 2281 | 171 | 385 | 556 | 27% | 23% | 24% |
| Manchester – Altrincham | 567 | 1751 | 2318 | 172 | 407 | 579 | 30% | 23% | 25% |
| Manchester – Ashton | 345 | 1819 | 2164 | 90 | 349 | 439 | 26% | 19% | 20% |
| Manchester – Bury | 433 | 1982 | 2415 | 113 | 435 | 548 | 26% | 22% | 23% |
| Manchester – East Didsbury | 488 | 1392 | 1880 | 148 | 295 | 443 | 30% | 21% | 24% |
| Manchester – Eccles/Media City | 456 | 1758 | 2214 | 124 | 347 | 471 | 27% | 20% | 21% |
| Manchester – Rochdale | 377 | 1402 | 1779 | 104 | 320 | 424 | 28% | 23% | 24% |
| Nottingham | 260 | 907 | 1167 | 83 | 250 | 333 | 32% | 28% | 29% |
| Sheffield – Blue/Purple routes | 287 | 842 | 1129 | 95 | 271 | 366 | 33% | 32% | 32% |
| Sheffield – Yellow route | 420 | 870 | 1290 | 118 | 248 | 366 | 28% | 29% | 28% |
| Total | 5006 | 16308 | 21314 | 1420 | 3830 | 5250 | 28% | 23% | 25% |

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It is therefore clear, as it was from the TPS pilot, that offering an online option increases the participation of men and younger people, but that this has not happened to the same extent as in the pilot (where the online response almost eradicated the age group bias). Part of the reason for this is that only 23% of respondents selected the online option – 5006 out of 21314 (although all were offered the choice between paper and online).

In the TPS pilot, around 40% of those given the option of completing questionnaires or providing email addresses took the email option, considerably higher than the 23% seen here (or even the 27% for Centro specifically); this lower proportion of online responses is a key factor in the age bias being less well controlled in this Autumn 2013 survey.
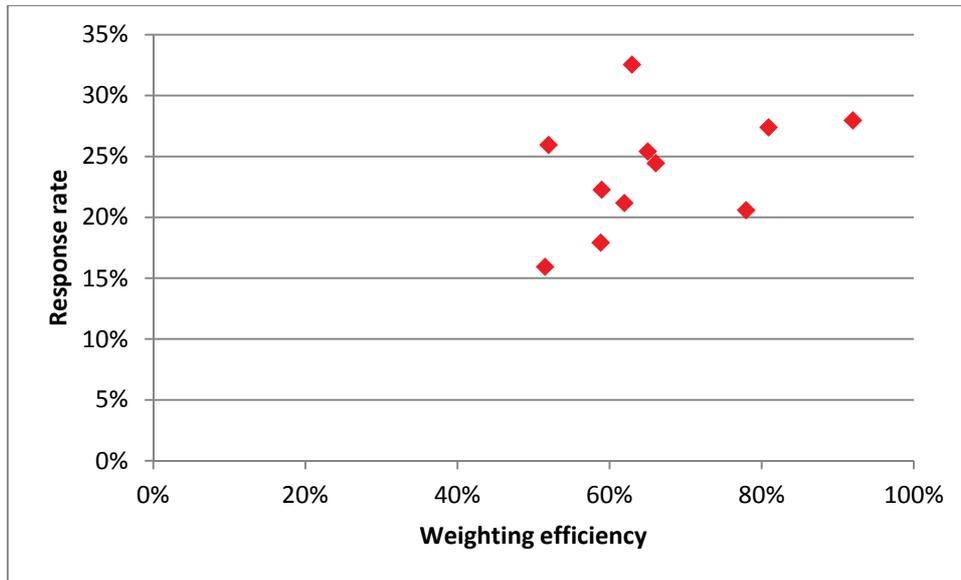
## 3.6   Weighting efficiency

The table below shows the weighting efficiency and response rates for each route:

| Network/route | Sample | Weighting Efficiency | Response rate |
|---|---|---|---|
| Blackpool | 725 | 92% | 28% |
| Centro | 556 | 81% | 24% |
| Manchester – Altrincham | 579 | 66% | 24% |
| Manchester – Ashton | 439 | 53% | 21% |
| Manchester – Bury | 548 | 59% | 22% |
| Manchester – East Didsbury | 443 | 51% | 27% |
| Manchester – Eccles/Media City | 471 | 80% | 22% |
| Manchester – Rochdale | 424 | 59% | 22% |
| Nottingham | 333 | 59% | 29% |
| Sheffield – Blue/Purple routes | 366 | 65% | 33% |
| Sheffield – Yellow route | 366 | 63% | 28% |
| Total | 5250 | 41% | 25% |

Overall, the weighting efficiency is only 41%, but a substantial part of this is due to weighting each area-route to its annual passenger numbers. Taking this out, the overall weighting efficiency due to demographic and time of day weighting rises to 68% overall and to between 51% and 92% for individual networks/routes.

There is a strong correlation between the weighting efficiency and the response rate (R=0.42):



An overall weighting efficiency of 68% is acceptable, but if there are future waves of TPS, it would be worth trying to increase the proportion of online responses, by collecting more email addresses at the expense of handing out fewer paper questionnaires. The impact of this would be likely to:

- Increase response from younger people and as a result reduce the range of weights
- Improve the weighting efficiency
- Improve the response rate overall (as online generates a higher response rate than paper).

# 4. Data differences by mode of completion

Those responding online have a younger age profile than those completing paper self completion questionnaires, as demonstrated in Section Three above. This is intentional, to rebalance the age profile of those participating in TPS. Data collected by different methods can, however, generate different responses, and it is important to see if there is any mode effect in TPS.

From analysing the unweighted data tables, comparing online responses with those from the paper self completion questionnaire, there are very few questions which show significant differences. However, the overall journey satisfaction does show some differences which appear to be significant (i.e. outside the range one would expect from an overall sample size of 5250):

|                  | Online | Paper | Total |
| ---------------- | ------ | ----- | ----- |
| % satisfied      | 88%    | 91%   | 90%   |
| % very satisfied | 48%    | 59%   | 56%   |

However, younger people tend to be less satisfied with their overall journey experience, as shown by the unweighted data below:

| Age Group | % satisfied | % very satisfied |
| --------- | ----------- | ---------------- |
| 16-25     | 87%         | 42%              |
| 26-59     | 87%         | 47%              |
| 60+       | 96%         | 77%              |
| Total     | 90%         | 56%              |

Given that satisfaction varies by age, and that the online sample has a different age profile from the paper self completion sample, the question arises of whether there is a real mode effect, or whether the apparently lower satisfaction seen in the online sample comes entirely from the younger age profile.

To test this, we have undertaken a key driver analysis, using gender, age and mode of interviewing as the potential key drivers of satisfaction. For overall satisfaction, only

age is a key driver and gender and mode of interviewing do not have any impact on the result. This is confirmed when looking at satisfaction levels by age for each mode of data collection:

| Age Group | Mode | % satisfied | % very satisfied |
|---|---|---|---|
| 16-25 | Online | 88% | 37% |
| | Paper | 87% | 46% |
| | Total | 87% | 42% |
| 26-59 | Online | 86% | 44% |
| | Paper | 87% | 48% |
| | Total | 87% | 47% |
| 60+ | Online | 97% | 75% |
| | Paper | 96% | 78% |
| | Total | 96% | 77% |
| Total | Online | 88% | 48% |
| | Paper | 91% | 59% |
| | Total | 90% | 56% |

Within each age group, there is no significant variation by mode of interviewing, but for each mode the satisfaction scores for those aged 60+ are much higher. The higher overall satisfaction for paper self completion respondents is driven by a much higher percentage of those aged 60+ completing using this mode.

For those who were very satisfied, there is a small difference by mode of interviewing for the 16-25 age group, but not for the other two age groups. Here most of the variation in the percentage very satisfied is being driven by the age groups, rather than the mode of interviewing. A formal key driver analysis shows age, route and mode as significant drivers of the percentage very satisfied, but the significance of age is much greater than that of mode of interviewing. Gender is just significant at the 5% level but not at the 1% level.

| Source | F | Sig. |
|---|---|---|
| Age Group | 200.90 | 0 |
| Route | 41.98 | 0 |
| Mode of interviewing | 12.91 | 0 |
| Gender | 4.15 | 0.042 |

We have also looked at how satisfaction with value for money is affected by mode of interviewing and age and gender. For both overall satisfaction with value for money and those very satisfied, there is no obvious mode effect on results, but there are significant differences by age as follows (this is unweighted data across all operators/networks):

| Age Group | Mode | % satisfied | % very satisfied |
|---|---|---|---|
| 16-25 | Online | 52% | 21% |
| | Paper | 57% | 23% |
| | Total | 55% | 22% |
| 26-59 | Online | 61% | 22% |
| | Paper | 64% | 26% |
| | Total | 63% | 25% |
| 60+ | Online | 82% | 53% |
| | Paper | 83% | 53% |
| | Total | 83% | 53% |
| Total | Online | 60% | 23% |
| | Paper | 64% | 28% |
| | Total | 63% | 27% |

Within each age group, there is very little difference in the value for money results. However, the overall results weight younger passengers more in the online option, and it is this factor, rather than any mode effect, which creates the apparent difference. A formal key driver analysis confirms the importance of age and also route and gender in affecting value for money ratings, but also confirms the lack of significance of mode of data collection for satisfaction with value for money and at the margin for those very satisfied.

| | % satisfied | | % very satisfied | |
|---|---|---|---|---|
| Source | F | Sig. | F | Sig. |
| Age Group | 36.948 | 0 | 49.443 | 0 |
| Route | 31.199 | 0 | 43.127 | 0 |
| Mode of interviewing | 2.493 | .114 | 4.839 | .028 |
| Gender | 9.448 | .002 | 8.380 | .004 |

From this analysis we can conclude that:

- Mode of interviewing does not affect the percentage satisfied with their journey
- Mode of interviewing has a small effect on the percentage very satisfied with their journey, but this is much less than the impact of age or route
- Mode of interviewing does not affect overall satisfaction with value for money
- Mode of interviewing has a small effect on the percentage very satisfied with value for money, but this is much less than the impact of age or route.

(Interestingly, when the mixed (online/paper) mode approach was piloted for TPS in Spring 2013, there was found to be a significant difference in satisfaction with value for money, between those completing the survey online versus paper. Due to smaller sample sizes in the pilot, it was not possible to draw concrete conclusions that this was related to the age profile of respondents in each of the modes; however now that a full wave, with larger sample sizes (and multiple tram networks) has been conducted, we can confidently state the findings above about the impact of the mixed mode.)

# 5. Key driver analysis

The 'Key Driver Analysis' looks at the relationship between overall journey satisfaction, and the other 'ratings' measures which are covered in the survey. This gives a useful indication of which service aspects would be most influential in driving satisfaction up further in the future.

For TPS the 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. The regression takes into account all five points of the satisfaction scale, and is run using scalar driver variables (sometimes called independent variables) – this means that moving any one point up the 5 point scale is assumed to have the same impact.

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), again using scalar driver variables.

The two parts of the analysis therefore indicate, firstly, which service aspects should be improved in order to provide an adequate overall journey experience (i.e. one which is at least satisfactory) and secondly, which service aspects should be improved in order to provide a genuinely good experience.

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Tram Passenger Survey
(Centro)

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|

**Shift**            **Date**

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

To help us represent the views of passengers in your area we would appreciate a little of your time to complete this questionnaire about your 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 <u>after</u> you have completed your Midland Metro journey.

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

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

| **1.** | **About your journey** |
|---|---|

**Q1a.** **At which stop did you board this Midland Metro tram?**

| |
|---|
| |

**Q1b.** **At which stop did you leave this Midland Metro 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 Midland Metro journey?** *(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 (specify)......................
_____ .... ☐

**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 ............................... ☐

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**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 ........................ ☐

A 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 Midland Metro journey 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 ............................................. ☐
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 ....................................................... ☐
Motorbike ................................................. ☐
Car - dropped off ..................................... ☐
Car - and used Park and Ride ................... ☐
Car - parked elsewhere ............................ ☐
Taxi ........................................................ ☐

Bus .......................................................... ☐
Train ....................................................... ☐
Tram ....................................................... ☐
Other ...................................................... ☐

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

On foot/walked ........................................ ☐
Cycled ....................................................... ☐
Motorbike ................................................. ☐
Car - picked up ......................................... ☐
Car - and used Park and Ride ................... ☐
Car - parked elsewhere ............................ ☐
Taxi ........................................................ ☐

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 ................................ ☐
Prefer tram to walking/cycling ............. ☐

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

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

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

**Q13.** **Thinking about the Midland Metro stop itself, how satisfied were you with the following?**

| | Very satisfied | Fairly satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know/no opinion |
|---|---|---|---|---|---|---|
| Its distance from your journey start e.g. home, shops.................................... | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 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 ............................. ☐ | |

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**3.** **Waiting for the tram**

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

*(Please write in the time in minutes)* ⬚

**Q16a.** **Did you check any of the following to find out when the tram was meant to arrive?**
*(Please tick all that apply)*

**Before leaving for the tram stop**

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

**Q16b.** **If you did not check to find out when the tram was meant to arrive, why was this?**
*(Please tick all that apply)*

| | | | |
|---|---|---|---|
| Knew the trams ran frequently on this route ....................... ☐ | | Didn't have time ....................................... ☐ | |
| Already knew arrival times ....................... ☐ | | Did not know when the tram was meant to arrive ............................ ☐ | |
| Knew through other means ....................... ☐ | | Other......................................................... ☐ | |
| Could not find the information ................. ☐ | | | |

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

*(Please write in the time in minutes)* [          ]

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

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

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

Yes........................................................... ☐          No ............................................................. ☐

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

| | Very satisfied | Fairly satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know/no opinion |
|---|---|---|---|---|---|---|
| The length of time you had to wait for the tram ....... | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |
| The punctuality of the tram ....................................... | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

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## 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 .......................... ☐  No – but you were happy to stand ............ ☐

Yes – for part of the journey ...................... ☐  No – but you would have liked a seat........ ☐

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

Yes ............................................................. ☐  No ............................................................. ☐

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

Passengers drinking/under
    the influence of alcohol......................... ☐  Feet on seats............................................. ☐

Passengers taking/under                       Music being played loudly ........................ ☐

    the influence of drugs............................ ☐  Smoking ..................................................... ☐

Abusive or threatening behaviour ............. ☐  Graffiti or vandalism ................................. ☐

Rowdy behaviour ....................................... ☐  Loud use of mobile phones........................ ☐

Passengers not paying their fares.............. ☐  Other (please specify)................................

                                              _____.... ☐

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

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

Yes ............................................................. ☐  No ............................................................. ☐

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

Due to a signal/points failure..................... ☐  Time it took passengers to board/

Road congestion/traffic jam ...................... ☐      pay for tickets....................................... ☐

Due to a tram failure.................................. ☐  Had to use bus replacement service ......... ☐

Planned engineering works......................... ☐  Other (please specify) ...............................

Poor weather conditions............................ ☐  _____ ..... ☐

The tram waiting too long at stops............ ☐  Don't know ................................................ ☐

The tram waiting too long at signals.......... ☐

**Q25.** *If yes:* **By approximately how long was your journey today delayed?**

*(Please write in the time in minutes)* ⬚

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

| | Yes | No |
|---|:---:|:---:|
| A map of the tram route/journey times ................................................ | ☐ | ☐ |
| 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 Midland Metro journey today?

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

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

> [ ]

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

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

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

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

## 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) | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

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**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) | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ |

**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 ☐  Ask friend/relative ☐
Phone: Traveline ☐  Ask tram staff ☐
Phone: Other number ☐  Text/SMS for information ☐
Internet: Centro website ☐  Smartphone app ☐
Internet: Network West Midlands website ☐  Other ☐
Internet: Other travel website ☐  Not sure ☐
Travel shop ☐

**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 ☐  Once a month ☐
3 or 4 days a week ☐  Less frequently ☐
Once or twice a week ☐  This is the first time I have
Once a fortnight ☐  used 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 worse than usual ☐
A little better than usual ☐  Much worse than usual ☐
About the same as usual ☐

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

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

## 7.  About you

**QA.** **Are you…?**

Male ☐  Female ☐

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

16-18 ☐  55-59 ☐
19-25 ☐  60-64 ☐
26-34 ☐  65-69 ☐
35-44 ☐  70-79 ☐
45-54 ☐  80+ ☐

**QC.** **Are you…?**

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

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

| | | |
|---|---|---|
| No - None ............................................. ☐ | Yes - Eyesight ............................................. ☐ |
| Yes - Mobility ...................................... ☐ | Yes - Speech impairment ............................ ☐ |
| Yes - Wheelchair use ........................... ☐ | Yes - Learning difficulties ........................... ☐ |
| Yes - Hearing ....................................... ☐ | Yes - Other ................................................. ☐ |

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

| | | |
|---|---|---|
| White........................................................ ☐ | Chinese ....................................................... ☐ |
| Mixed ....................................................... ☐ | Asian or Asian British ................................. ☐ |
| Black or Black 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 have a car available but prefer not to drive................................ ☐ |
| You don't have a car available .................. ☐ | |

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

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

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

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

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

Name:

Telephone number:

Email address:

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**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