

# Tram Passenger Survey (TPS)

## - Technical Report

Pilot in the West Midlands  
(Centro) Area

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# Contents

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	Page No.
1. Background.....	2
2. Summary of approach.....	3
3. The interviewing approaches tested.....	4
3.1 Data reported in the Spring 2013 TPS.....	5
3.2 Qualitative interviewing.....	5
3.2.1 Qualitative findings.....	6
4. Sample.....	7
4.1 Sampling process.....	7
4.2 Weighting.....	10
4.3 Response rates.....	12
4.4 Effectiveness of different approaches.....	14
4.5 Data differences between a mixed online/paper self-completion approach and a paper self-completion only approach.....	15
4.6 Ethnic minorities.....	16
4.7 Key satisfaction questions.....	17
5. Key learnings arising from the TPS pilot survey.....	20
5.1 The online approach.....	20
5.2 Interviewing.....	21
5.3 Future survey methodological considerations.....	21
5.4 Other future TPS survey considerations.....	22

# 1. Background

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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 Passenger Survey (NPS) 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.

Although the views of train and bus passengers are now measured on a regular basis, the views of tram passengers are not. Passenger Focus has therefore commissioned a pilot Tram Passenger Survey (TPS) and chosen the tram service run by Midland Metro in the Centro region to test out the methodology.

Midland Metro currently runs a single line tram service between Birmingham Snow Hill and Wolverhampton St. Georges with 23 stops. An extension has been authorised to take this service to Birmingham New Street, but this will not be operational until 2014.

Whilst there is a need for TPS to be consistent with the National Passenger Survey (NPS) for rail and the Bus Passenger Survey (BPS), there was also a desire to assess the opportunity for using an on-line approach and compare this to the existing paper based self-completion methodology. The pilot has therefore encompassed the traditional self-completion approach plus a number of new approaches (see Section 4 for more details). Further objectives were:

- To determine the viability of the survey approach and methodology for a full scale TPS
- To provide material to support the case to stakeholders for a full scale roll-out of TPS
- Potentially, to evaluate the feasibility of electronic data collection rather than the normal (NPS and BPS) method of distributing paper self-completion questionnaires for return by mail, and to consider the implications of any such methodological change for Passenger Focus’ other studies.

## 2. Summary of approach

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Our approach used BPS as a suitable template for TPS (bus services have more in common with tram services than train services do); in particular the following are salient features of BPS that we have used in the pilot TPS:

- The sampling unit was 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
  - This was a more cost effective sampling unit than a tram stop (as in NPS, where most sampling is based on stations), 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 was the list of all tram services that run each week (which was downloaded from the published timetable)
- Many of the questions were directly transferred from BPS as the tram environment is more akin to a bus than a train (e.g. more standing than seating at peak periods, very frequent services thus with short waiting times, possible contact with the driver e.g. to purchase a ticket) – with some of the NPS station measures also worthy of consideration.

We have therefore used the BPS questionnaire as a starting point for TPS, and amended this as necessary to ensure the full spectrum of tram attributes was covered. The questionnaire used is shown at Appendix A.

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.

### 3. The interviewing approaches tested

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The four approaches tested for the TPS pilot survey comprised:

#### **Approach 1 – paper self-completion**

A paper self-completion questionnaire was offered to all passengers either on board the tram or waiting at the tram stop if the interviewer was working at a stop. A reply paid envelope was provided to enable those accepting a questionnaire to return this by post to BDRC. A total of 20 shifts were carried out using this approach which achieved 358 completed interviews. The response rate for this approach was 28%.

#### **Approach 2 – paper self-completion with those refusing offered an online completion option**

A paper self-completion questionnaire was offered to all passengers either on board the tram or waiting at the tram stop if the interviewer was working at a stop. For those who declined a paper questionnaire the option of being able to complete the survey online was offered.

For those wishing to complete the survey online their email address was collected by the interviewer and an email invitation was sent to each one to two days later. The email contained a hyperlink for passengers to click and access the questionnaire. A total of 19 shifts were carried out using this approach which achieved 331 completed paper interviews and 7 online interviews. The response rate was 27% of the paper completes and 18% for the online completes.

#### **Approach 3 – a choice of a paper or online completion was offered**

Passengers were offered a choice of either completing the survey on paper or online. A total of 10 shifts were carried out using this approach and 94 paper and 65 online questionnaires were achieved. The response rates were 26% for paper and 34% for online.

#### **Approach 4 – online completion only**

The final approach piloted was online only, i.e. only those willing to provide an email address were surveyed. A total of 10 shifts were carried out using this approach and 81 passengers completed the survey online. The response rate achieved was 31%.

For the three approaches that used an online approach, reminder emails were sent to those who had not completed the survey online after three days of being sent the original survey invite. The inclusion of a reminder did help increase the response rate for the online approach (62% responded to the first email invite and a further 38% after receiving the reminder). Reminders were not possible for those handed a paper self-completion survey.

### 3.1 Data reported in the Spring 2013 TPS

As Approaches 1 and 2 closely replicated the approach used for the BPS survey, the 682 paper self-completion questionnaires arising from these two approaches were combined to report the findings for the TPS.

### 3.2 Qualitative interviewing

To understand more about how passengers found completing the survey online, five depth interviews were carried out with tram passengers. The survey approach comprised:

- In-street recruitment
- All recruited completed the survey online (unassisted) in a local internet café observed by an interviewer. All were asked to imagine they were completing the survey at home via an email invitation having been recruited whilst making a tram journey
- Immediately upon completion a follow-up interview was carried out with each exploring their views of the questionnaire and their experience of the online completion process
- All interviews were carried out in Wolverhampton on Saturday 2<sup>nd</sup> March 2013.

The details of the 5 people interviewed were as follows:

- All had made at least three or more tram journeys on the West Midlands tram service in the last seven days
- All were current users of the internet.

Their gender, age and working status were as follows:

Gender: female (3), male (2)

Age: 16-18 years (1), 19-25 years (1), 35-44 years (1), 45-54 years (1), 65-79 years (1)

Working status: full time (1), part time (2), student (1), retired (1)

### 3.2.1 Qualitative findings

A charted summary of the findings arising from the qualitative survey has been provided under separate cover. The key findings were:

- All found the online survey easy to complete
- Most questions were straightforward and relevant
- The relevance of the survey also generated good PR *“Makes you think they are interested in what the public think of the tram service”*
- Technically there were no problems with moving through the questionnaire and at no point did the interviewer have to step in and assist completion
- No one had problems recalling details of a trip made a few days ago. The date of the last journey which was included in key questions was noticed and did help remind people to think of a specific journey
- We do recommend that the opportunity to complete the survey happens as soon after being approached as possible to ensure all details of a particular journey are still fresh to mind.

## 4. Sample

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### 4.1 Sampling process

As highlighted above, we have followed the sampling processes employed in BPS, as follows:

- We downloaded the Midland Metro timetable from the Centro website
- We generated a list of the tram services which run each day of the week including start point, start time, end point and end time
- We sorted this list by direction (east bound and west bound), the seven days of the week and start time of the service – this generated a list of 1,708 tram services in a week. As with NPS and BPS, fieldworker shifts only operated 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 am or after 10 pm reduced this to 1,496 services. The table below shows the distribution of these services by peak, off peak, weekday and weekend:

Time period of tram service	Services
Peak	36%
Off-peak	40%
Weekend	24%

- We originally selected 46 interviewing shifts and so this represents 1 in 33 tram services. We took a random start between 1 and 33 (21 was generated) from the list sorted by direction, day of week and start time and picked the 21<sup>st</sup> service and then every 33<sup>rd</sup> service following this start point



- This systematic sample ensures that the services sampled reasonably matched all tram services by direction, day of week and time of day. The profile of the 46 services is shown overleaf:

Day	Peak	Off peak	Total
Monday	5	2	7
Tuesday	2	5	7
Wednesday	4	3	7
Thursday	5	2	7
Friday	5	2	7
Saturday	-	7	7
Sunday	-	4	4
<b>Total</b>	<b>21</b>	<b>25</b>	<b>46</b>

- 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. Given an elapsed time of 35 minutes and a turnaround time of 10 minutes, this shift length allowed for two return journeys in each shift. This shift length provided time for fieldworkers to encounter plenty of passengers for distributing questionnaires. A longer period than this could have introduced more clustering – e.g. if a particular day is affected by service disruption
- For the services selected which were at peak times, it was felt that distribution on tram might be difficult due to crowding. All selected services in peak time were therefore replaced by a station based shift, with stations being selected probability proportional to the number of journeys that commenced at the station (with data taken from the Metro Patronage report – October 2011 , which is shown at Appendix B). When the fieldwork started it became apparent that interviewers were able to work on board the tram for some of the peak time shifts. As these were more productive than working at the tram stop some peak shifts were carried out on board the tram rather than at the tram stop
- 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

- 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 questionnaire; thus all passengers over 16 had the opportunity to be included in the sample (interviewing under 16s requires consent from a responsible adult)
- Four variants on the standard BPS approach were used:
  - Approach 1: distribute self-completion questionnaires as per BPS
  - Approach 2: as Approach 1, but try to collect an email address for online completion for those refusing
  - Approach 3: offering passengers the option of a self-completion questionnaire or providing an email address for subsequent online completion
  - Approach 4: just collecting email addresses for subsequent online completion.

Taking 10 minutes halfway through the shift to count and record passenger characteristics (gender and observable age). The fieldworker was instructed to time the count as close as possible to the middle of the three hour fieldwork shift, consistent with actually being on a tram service at that time. This is a standard BPS procedure, instituted to enable response rate bias to be reduced, without the considerable extra cost of a separate survey to measure the universe size and demographic profile. 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.

Approaches 1 and 2 are comparable with BPS and the data can be compared directly with BPS data in the Centro area. Approaches 3 and 4 enable us to test:

- Response rates for the two approaches (and thus overall cost per completed questionnaire)
- Whether an online approach generates a different demographic profile (particularly to test whether the age bias in response seen in BPS can be reduced)
- Whether an online approach generates the same data.

The initial 46 shifts were split 13 for each of Approaches 1 and 2 and 10 for each of Approaches 3 and 4. The objective was to secure a minimum of 500 interviews using the first two approaches and an expected 200 online responses. Shifts were allocated to the four approaches to provide a balanced profile for each approach, as follows:

	Approach				
Time of day	1	2	3	4	Total
Peak	6	6	4	5	21
off peak	7	7	6	5	25
<b>Total</b>	<b>13</b>	<b>13</b>	<b>10</b>	<b>10</b>	<b>46</b>

Early returns suggested that response rates might not generate the required 500 responses from Approaches 1 and 2 and so an additional 13 shifts were scheduled (7 for Approach 1 and 6 for Approach 2). The additional shifts were all sampled to cover peak time services. This was to compensate for the shortfall in interviews arising from the peak time shifts carried out at tram stops which had fewer passengers and reduced interviewer productivity. Part of the response rate shortfall was also explained by slow postal returns and the 500 target was considerably surpassed. In total 682 self-complete paper interviews were achieved for Approaches 1 and 2.

#### 4.2 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) but across the survey as a whole (aggregating the data for all observational counts and then comparing the various profiles).

Passenger counts were undertaken on 42 of the 59 shifts (observations carried out at tram stops were excluded as they underestimated the passenger numbers using a particular tram service) and provided the following data (shifts undertaken at tram stops were not included):

<b>Counts from shifts with observations</b>								
	<b>16-25</b>	<b>26-44</b>	<b>45-59</b>	<b>60+</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>Shifts</b>
Peak	61	79	34	50	118	106	224	7
Off peak	187	201	147	165	365	335	700	27
Weekend	31	47	22	35	70	65	135	8
<b>Averages per shift</b>								
Peak	8.71	11.29	4.86	7.14	16.86	15.14	32.00	
Off peak	6.93	7.44	5.44	6.11	13.52	12.41	25.93	
Weekend	3.88	5.88	2.75	4.38	8.75	8.13	16.88	

Applying these averages to the peak/off peak/weekend profile derived above, gives the following rim weighting regime for the data:

	<b>16-25</b>	<b>26-59</b>	<b>60+</b>	<b>Men</b>	<b>Women</b>
Peak	12%	22%	10%	23%	21%
Off peak	11%	20%	9%	21%	19%
Weekend	4%	8%	4%	8%	8%

These weighting factors were then compared to passenger profile data in the Metro Patronage report 2011 and Midland Metro Report 2009 published data. These comparisons were as follows:

	<b>Centro 2009 report</b>	<b>BDRC weighting</b>
16-24 (Centro)	24	
16-25 (BDRC observations)		27
26-59	55	50
60+	20	24
<b>Gender</b>		
Male	45	52
Female	55	48

Although age was quite consistent with the Midland Metro Report, the BDRC observations did record a higher male (52%) figure compared to the report (45%). However when the actual gender profile of

those passengers who completed the survey was examined this was similar to the Metro Report: 43% male and 57% female. For this reason only a weight by age (3 groups) within time of travel (3 groups) was applied to the final data to keep the TPS sample passenger profile similar to other published data. The weighting factor derived for the nine cells used in the weighting regime was:

	16-25	26-59	60+
Peak	1.297	0.910	1.523
Off peak	1.316	1.165	0.397
Weekend	4.467	1.449	0.744

The 16 to 25 year old weekend cell required a higher weighting factor than the others as the number of completed questionnaires returned from this age group at the weekend was lower than for other periods.

### 4.3 Response rates

Both NPS and BPS have a bias in response, with younger passengers less likely to respond. This is more of an issue with BPS than NPS and the observational counts were instituted to correct the response bias.

To examine this for the pilot TPS, we have compared the age and gender profile from:

- The observational counts – which should reflect the market
- The responses from the paper self-completion questionnaires
- The responses from all methods of completion

	16-25	26-44	45-59	60+	Male	Female	Total
Observations	279	327	203	250	553	506	1059
Responses - paper self-completion	142	213	154	267	345	431	776
Ratio	0.51	0.65	0.76	1.07	0.62	0.85	0.73
Relative response	69%	89%	104%	146%	85%	116%	100%
Responses - all approaches	203	265	183	278	412	517	929
Ratio	0.73	0.81	0.90	1.11	0.75	1.02	0.88
Relative response	83%	92%	103%	127%	85%	116%	100%
Responses - online	61	52	29	11	67	86	153
Ratio	0.22	0.16	0.14	0.04	0.12	0.17	0.14
Relative response	151%	110%	99%	30%	84%	118%	100%

The relative response rate shows how good the response was for that group, relative to an average of 100%.

This shows that when looking at just the paper self-completion questionnaires, there was lower response from those aged 16-25 (69%) and men (85%) and higher than average response from those aged 60+ (146%) and women (116%). This mirrors the response rate bias found in BPS, but is not quite so severe.

When the online responses were added to those who completed a paper questionnaire, much of the age variation disappeared – the relative response from those aged 16-25 went up to 83% and for those aged 60+ went down to 127%. The differential response by gender, however, was maintained.

Online responses on their own, as might be expected, generated a large bias towards younger people. The relative response from those aged 16-24 was 151% and gradually decreased with age, being only 30% for those aged 60+.

There is thus evidence that adding an online element helped to reduce response rate bias. But an online approach on its own would switch the bias from under-representing younger passengers to under-representing older passengers. This is further explored in Section 4.5.

#### 4.4 Effectiveness of different approaches

From the number of shifts undertaken for each approach, it is possible to determine the average response per shift across the four approaches:

Approach	Number of responses			Averages per shift		
	Paper self-completion	Online	Shifts	Paper self-completion	Online	Total
1	358	0	20	17.9	0	17.9
2	324	7	19	17.1	0.4	17.4
3	94	65	10	9.4	6.5	15.9
4	0	81	10	0.0	8.1	8.1

Using a mixed methodology – Approach 3 – reduces the response per shift from 17.9 to 15.9. But there are lower print costs for Approach 3 and as a result the cost per response is similar to that for Approach 1. Initial cost estimates confirm that if a mixed method similar to Approach 3 (where 40% of interviews were carried out online) costs are approximately the same as if all interviews were carried out only using a paper self-completion methodology. But using a method that combines both paper self-completion and online is likely, as demonstrated above, to reduce the age bias in the survey.

Although Approach 3 only comprised 10 shifts which generated 159 completed interviews (94 self-complete paper and 65 online) the findings were encouraging. As the table below shows, the age profile for Approach 3 is very consistent to the final self-complete paper sample derived from Approaches 1 and 2 and weighted to correct the age differentials self-complete paper samples generate as discussed in Section 4.3.

	Approach 3 Mix of online and paper self-completion (unweighted)	Approaches 1 & 2 Paper self-completion (weighted)
(Base)	(159)	(682)
16 – 25 years	27%	27%
26 – 34 years	14%	14%
35 – 44 years	15%	16%
45 – 54 years	18%	14%
55 – 59 years	6%	6%
60+ years	20%	23%

#### 4.5 Data differences between a mixed online/paper self-completion approach and a paper self-completion only approach

To further explore the reliability of using a mixed interviewing approach, data from questions which showed a large difference between online respondents and paper self-complete respondents were identified. For those that showed a significant difference the data arising from young (16 to 34 years) and older respondents (60+ years) was also explored to determine if age rather than method was contributing to the difference. These questions were then further investigated by comparing the responses to the main weighted tables and the data arising from Approach 3 (both weighted and unweighted) to determine if age or method was causing the difference. The following tables discuss these findings in more detail.

The data shown in the online and paper columns comes from all those who either completed the survey online or on paper. This data is unweighted. The two age columns comprise data from the main survey (Approaches 1 and 2 paper self-complete paper) and is weighted. The final three columns show the responses for the main survey (Approaches 1 and 2 paper self-complete), and Approach 3 (mixed online and paper self-complete) both unweighted and weighted.

Q3: Type of ticket used

	Online	Paper	16-34 years	60+ years	Main survey (weighted)	Approach 3 (unweighted)	Approach 3 (weighted)
(Base)	(153)	(776)	(212)	(239)	(682)	(159)	(159)
Concessionary	8%	34%	1%	88%	24%	21%	23%

From this table it can be seen that considerably fewer (8%) of those completing the survey online used a concessionary ticket for their journey that those completing on paper (34%). This difference is even more pronounced for the younger (1%) and older (88%) age groups, suggesting age rather than method is causing the difference. When the data for this question is looked at for the main survey sample (24%) and Approach 3 sample unweighted (21%), both of which have a similar age profile the difference is minimal indicating age rather than method is causing the difference.

A similar pattern emerged for journey purpose:

Q6: Journey purpose

	Online	Paper	16-34 years	60+ years	Main survey (weighted)	Approach 3 (unweighted)	Approach 3 (weighted)
(Base)	(153)	(776)	(212)	(239)	(682)	(159)	(159)
Work/Education	60%	50%	76%	6%	57%	55%	54%
Shopping	14%	26%	6%	54%	19%	20%	21%



When it came to recalling the weather on the day of travel more people online (86%) said it was dry compared to those completing on paper (65%). For this question there was no difference by age which suggested method was more likely to be cause. It also emerged in the qualitative test of the online survey that this question did require some to stop and think about what the weather was like on the last journey they took by tram.

However, when this question was re-percentage on just those answering (i.e. the ‘don’t know’s’ were removed) similar responses between the two approaches were observed.

**Q13: Weather**

	Online	Paper	16-34 years	60+ years	Main survey (weighted)	Approach 3 (unweighted)	Approach 3 (weighted)
(Base)	(153)	(776)	(212)	(239)	(682)	(159)	(159)
Dry	86%	65%	67%	67%	69%	69%	72%

This was also the case for the question that asked about items of information being present on the tram. Those completing the survey by post were more likely to say ‘yes’ or ‘no’, whereas those completing online, were more likely to say ‘not sure’ rather than ‘no’. As with the weather, when the data was re-percentage on just those answering (i.e. the ‘don’t know’s’ were removed) similar responses between the two approaches were observed.

**Q27: Recall of a timetable on board the Tram**

	Main survey (unweighted with Don’t know’s)	Approach 3 (unweighted with Don’t know’s)	Main Survey (weighted excluding Don’t know’s)	Approach 3 (weighted excluding Don’t know’s)
Yes	17%	14%	20%	19%
No	67%	58%	80%	81%
Don’t know	16%	28%		

**4.6 Ethnic minorities**

The online methodology also attracted a good response from ethnic minorities, especially young Asians. Self-completion paper questionnaires are sometimes challenged for under representing ethnic minorities. Inclusion of an online approach appears to help address this as considerably more Asians completed an online survey compared to a paper version.

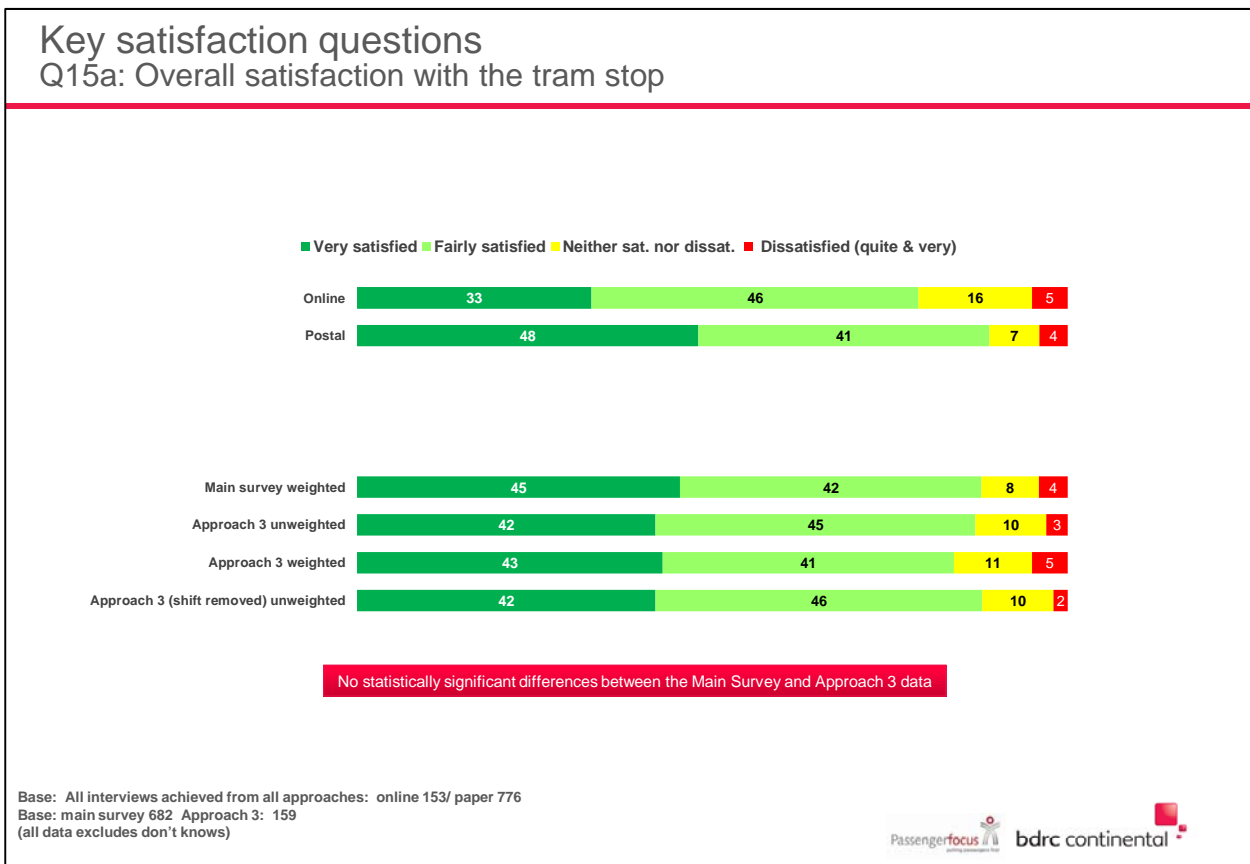
QE: Ethnic background

	Online	Paper	16-34 years	60+ years	Main survey (weighted)	Approach 3 (unweighted)	Approach 3 (weighted)
(Base)	(153)	(776)	(212)	(239)	(682)	(159)	(159)
White	54%	73%	53%	93%	70%	65%	67%
Asian	25%	13%	28%	3%	16%	18%	15%

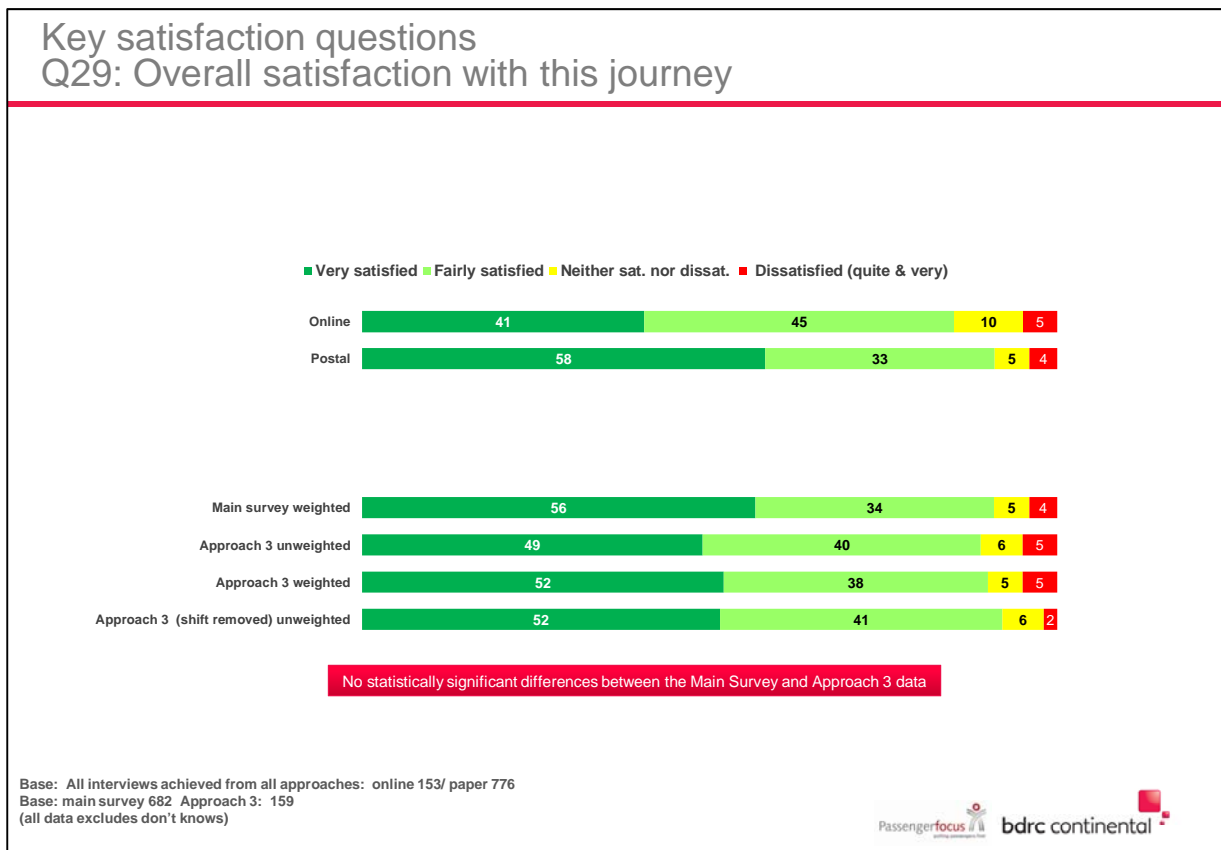
4.7 Key satisfaction questions

The final part of the review of online and paper self-complete approaches looked at the key satisfaction question used by Passenger Focus on its other passenger surveys. These charts also include an additional sub-sample for Approach 3 which removes one shift of interviews where a delay problem occurred to ensure this was not artificially deflating satisfaction, especially as this sample only comprised 10 shifts in total.

The levels of satisfaction with the tram stop overall were quite consistent between the main survey and Approach 3 samples (see chart below).



A similar pattern emerged for passengers' overall satisfaction with the journey (see chart below), although the numbers saying 'very satisfied' was lower for Approach 3, but this did increase when the shift which experienced service disruption was removed.



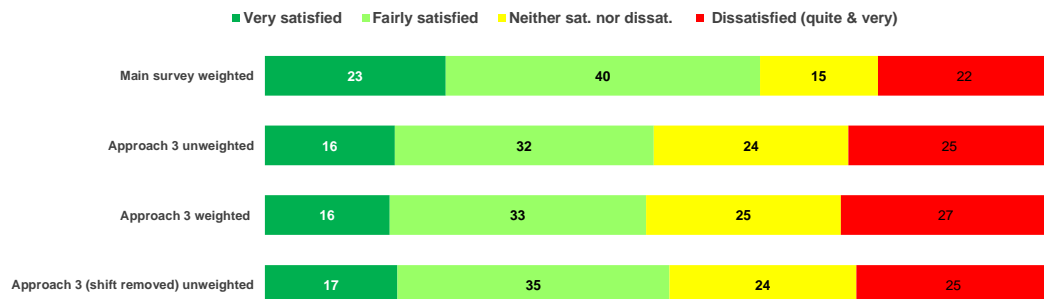
The final key satisfaction measure looked at journey 'value for money' amongst fare paying passengers. For this measure a difference did emerge between the main survey and Approach 3. Even when the disrupted shift is removed from Approach 3 there is still a difference, although not statistically significant, between the two samples. To further investigate this, discriminant analysis was carried out to identify if there were any differences between the two samples that might be further affecting the data. Two areas emerged as possibly causing this: the working status of respondents and the numbers surveyed who were either on an outward or return journey. However when the data for Approach 3 was weighted by either of these criteria to match the main survey it did not increase satisfaction for the Approach 3 sample.

Although not conclusive this does suggest that including an online sample may decrease value for money scores. A possible reason for why this is (although we are not able to prove this for the TPS pilot survey) is that online samples may be more price sensitive. BDRCC's Continental Financial Division has found this to be the case on research they have carried out in the financial sector.

## Key satisfaction questions

### Q31: Overall satisfaction with value for money of this tram journey

NB: data based on fare paying passengers only



No statistically significant differences between the Main Survey and Approach 3 data for the 'very satisfied' data. For the 'very and fairly satisfied' data there was a significant difference. If the 'tram problem' shift is removed there is no statistically significant difference between the two samples

Base fare payers: Base: main survey 402 Approach 3: 123  
(all data excludes don't knows)

## 5. Key learnings arising from the TPS pilot survey

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### 5.1 The online approach

- Inclusion of an online approach helped increase responses from younger people aged 16 to 25 years.
- Approach 3, which comprised two cells of respondents who had completed either online or paper questionnaires, had a very close age profile to the main survey data which needed to be weighted to correct the under representation of young people and over representation of old people.
- Online also increased participation from ethnic minorities, especially young Asians. A criticism sometimes made about paper self-completion surveys is some ethnic minority groups are sometimes under represented.
- A mix of online and paper self-completion helped improve sample representativeness.
- Completion of the online questionnaire was straightforward and no problems were detected during the qualitative test nor during the fieldwork period. In addition, as both paper and online rely on passengers to self-complete the survey this helps reduce methodological inconsistencies between the two interviewing techniques. In particular in neither instance was the presence of an interviewer likely to lead to bias.
- A good response rate was achieved for those completing online, 31%, compared to 27% for paper. As an opportunity existed to remind online participants to complete their questionnaire this may have contributed to the higher online response.
- There was an indication that those completing online were less able to recall some journey specific details (e.g. weather) however the differences were not considerable. If online is considered for future Passenger Focus satisfaction surveys shortening the period of time between taking the journey and receiving an email invitation to complete the survey should help reduce this.
- For most questions there was consistency in response between those completing online and those on paper. However, for the 'Value for Money' question the inclusion of an online sample did reduce the numbers expressing satisfaction to a statistically significant level. Unfortunately, for Approach 3 there was a serious disruption to the tram service on one of the ten interviewing shifts carried out using this Approach. When this shift was removed from the analysis, the satisfaction scores for 'value for money' were not statistically significant. They were however still lower and we recommend the 'value for money' rating is further monitored.

## 5.2 Interviewing

- Wherever possible ensure the fieldwork replicates the approach used for BPS. In particular:
  - to start all shifts at the beginning of the route
  - to carry out as many shifts as possible on board the tram
  - in instances where the tram is completely full, preventing on board interviewing, for the interviewer to work at the tram stop until they can board the next available tram.
- Only carry out observation checks on board the tram as counts at tram stops do not provide accurate total counts of passengers.
- If accurate passenger profile information already exists to use this to make comparisons to the sample achieved to determine if weighting is required to correct any sample imbalances. Capture the gender of all passengers who are handed a questionnaire or for whom an email address is collected to provide a further check on the gender profile of passengers.
- Ensuring an accurate gender profile is achieved is important as women were more concerned about security issues (especially whilst waiting at the tram stop) than men.

## 5.3 Future survey methodological considerations

- If future TPS surveys were to include online interviews, it is recommended these surveys still include a significant paper self-completion sample (minimum 60%) to ensure the views of older passengers are properly represented. Based on the findings arising from Approach 3 the 60% paper and 40% online ratio appears to balance well the under and over representation of young and old passengers.
- However, as online provides considerable advantages, the following enhancements to its use are suggested for consideration:
  - shorten the time between collection of email address and the despatch of the survey invitation email. This was typically 1 to 2 days for this pilot survey
  - each email address collected be time and date stamped when collected and this journey time/date information be piped into key questions on the main online survey to help passengers think about that specific journey
  - for those not responding to the first email invitation to complete the survey send a reminder two days after the original email to further encourage participation
  - review the thank you leaflet to ensure it communicates the importance of the survey and the value of passengers' feedback. The qualitative survey revealed that some

passengers appreciated their views being sought as it made them feel transport authorities appreciated their custom

- continue to monitor responses between paper self-completion and online to all questions to ensure consistency is achieved between both methods
- If both online and paper self-completion are used for future surveys ensure the approach used still encourages participation without reducing the productivity of interviewers. For example asking people to type in their email address into a hand held device will reduce the number of passengers an interviewer will be able to contact per shift as they will need to stay with the respondent whilst they do this to await the return of the device. Collecting addresses on a paper form enables the interviewer to approach other passengers whilst individuals fill out their addresses thus increasing productivity and providing cost efficiencies.

It should be noted that Approach 3 was based on information collected from 10 interviewer shifts which achieved 159 completed interviews, of which 94 were completed on paper and 65 interviews online. Although the findings from these are very consistent with the main survey this is a small sample size and Passenger Focus may wish to consider carrying out a further test of a mixed approach with a larger sample.

#### 5.4 Other future TPS survey considerations

- The size of tram networks in different areas varies considerably. For example the Manchester Metrolink service is large and has several lines. In comparison The West Midlands Metro is a single line tram service running between Birmingham Snow Hill and Wolverhampton St George's. The sampling of each operators' tram network will need to take into account the size of the individual networks, the different routes within them, and the number of passengers carried to ensure a reliable and representative sample of journeys is covered.
- Many tram services are new and good research data exists on the profile and number of passengers they carry. Where appropriate this data could be used to weight, or at least check the TPS data against, to ensure it reflects accurately their passenger profile.
- Ensure the questionnaire covers key issues driving the expansion of tram networks. It would appear trams do get people out of their cars and on to public transport. This point excited the audience at the recent Light Rail Conference. Also the Nottingham NET website picks up on this point and quotes statistics such as "because of trams 22 million fewer car journeys are made

every year". Collecting information on these important issues could be of considerable benefit to the tram operators and add value to TPS.

- If trams are attracting people out of their cars suggests some may be business travellers. For this reason it may be worth including business meetings as a reason for journey purpose. This is included on the current NPS but not on BPS.
- Several tram services are expanding their networks. The West Midlands Metro will extend to Birmingham New Street in 2014. Also the phase 2 expansion of Nottingham's NET service will add an additional 51 stops to the service by 2014. This will have implications for the sampling of each wave of TPS and may cause results to fluctuate year on year, which will need to be explained when reported. To enable comparisons to be made it may be possible to run two sets of data, one which includes passengers using any new network extensions and one based on those using the established network who could be used to make comparisons with past data.
- Some service features vary between the different tram operators and these will need to be considered when designing the TPS questionnaire. For example there are no ticket vending machines at West Midlands tram stops, but there are in Manchester. All West Midlands trams have a conductor whereas in Manchester they do not. A good understanding of these differences will also be needed when reporting the findings as they may cause wide variations in the data between operators.
- The effect of having a conductor on board has considerable impact on some of the key measures. This will need to be reported carefully when comparing one network to another. To assist the reporting we recommend a separate question is included on future TPS questionnaires asking if a conductor was on board to provide further understanding of this influence on different satisfaction measures.
- Comparing TPS to BPS and NPS has added considerable context to the data. Passenger Focus may wish to review the base sizes achieved on NPS and BPS surveys where sub-samples are to be used to make comparisons with the TPS data. For example the samples achieved in the Nottingham or Sheffield area on NPS or BPS may be too small to make accurate comparisons.



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 local area we would appreciate a little of your time to complete this questionnaire about your journey today. Tram companies, local authorities and Government pay close attention to the survey's results and the survey provides the evidence for us to seek improvements on your behalf.

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

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

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

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

**1. About your journey today**

**Q1a. At which Tram stop did you board this Tram?**

**Q1b. At which Tram 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)

**Q3. What type of ticket did you use for this journey? (please tick one box only)**

**A free pass or free journey**

- Elderly person's pass.....
- Disabled person's pass.....
- Complimentary/free ticket .....

**Single/return tickets**

- Standard single ticket.....
- Standard return ticket.....

**Other ticket**

- Park and Ride .....
- Other .....

**Period Tickets**

**Tram only (Metro Card)**

- 1 day .....
- 1 week.....
- 4 weeks/1 month.....
- 1 year .....

**Tram + other mode of transport**

**(e.g. plus train/bus – n-network/n-bus)**

- 1 day .....
- 1 week.....
- 4 weeks/1 month.....
- 1 year .....

**Q4. How did you buy that ticket or pass?**

- From the conductor today.....
- From a conductor before today.....
- Direct from the Tram company (website/phone).....
- At the Tram stop .....
- Travel Shop .....

- Rail/bus company .....
- From a local shop or post office .....
- You had a free pass .....
- Direct debit through work/college .....
- Other.....

**Q5. In what format was your ticket?**

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

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

- |  |                          |                                    |                          |
|--|--------------------------|------------------------------------|--------------------------|
| Travelling to/from work.....                             | <input type="checkbox"/> | Visiting friends or relatives..... | <input type="checkbox"/> |
| Travelling to/from education (e.g. college, school)..... | <input type="checkbox"/> | Leisure trip (e.g. day out).....   | <input type="checkbox"/> |
| Shopping trip.....                                       | <input type="checkbox"/> | Other.....                         | <input type="checkbox"/> |

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

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

**Q8. Were you ..... (please tick all that apply)**

- |  |                          |  |                          |
|--|--------------------------|--|--------------------------|
| Travelling with children aged 0 - 4.....   | <input type="checkbox"/> | Travelling with other adults aged 16+..... | <input type="checkbox"/> |
| Travelling with children aged 5 - 10.....  | <input type="checkbox"/> | Travelling alone.....                      | <input type="checkbox"/> |
| Travelling with children aged 11 - 15..... | <input type="checkbox"/> |  |                          |

**Q9. Were you travelling today with...? (please tick all that apply)**

- |                                       |                          |                              |                          |
|---------------------------------------|--------------------------|------------------------------|--------------------------|
| Children in a buggy or pushchair..... | <input type="checkbox"/> | Lots of bags or luggage..... | <input type="checkbox"/> |
| A wheelchair.....                     | <input type="checkbox"/> | A bicycle.....               | <input type="checkbox"/> |
| A carer.....                          | <input type="checkbox"/> |                              |                          |

**Q10. How did you get to the Tram stop where you boarded this Tram today?**

- |                                   |                          |                    |                          |
|-----------------------------------|--------------------------|--------------------|--------------------------|
| On foot/walked.....               | <input type="checkbox"/> | Bus/coach.....     | <input type="checkbox"/> |
| Cycled.....                       | <input type="checkbox"/> | Train.....         | <input type="checkbox"/> |
| Motorbike.....                    | <input type="checkbox"/> | Other.....         | <input type="checkbox"/> |
| Car - dropped off.....            | <input type="checkbox"/> | None of these..... | <input type="checkbox"/> |
| Car - and used Park and Ride..... | <input type="checkbox"/> |                    |                          |
| Car - parked elsewhere.....       | <input type="checkbox"/> |                    |                          |
| Taxi.....                         | <input type="checkbox"/> |                    |                          |

**Q11. Which method of transport, did you use when you got off this Tram today?**

- |                                   |                          |                    |                          |
|-----------------------------------|--------------------------|--------------------|--------------------------|
| On foot/walked.....               | <input type="checkbox"/> | Bus/coach.....     | <input type="checkbox"/> |
| Cycled.....                       | <input type="checkbox"/> | Train.....         | <input type="checkbox"/> |
| Motorbike.....                    | <input type="checkbox"/> | Other.....         | <input type="checkbox"/> |
| Car - picked up.....              | <input type="checkbox"/> | None of these..... | <input type="checkbox"/> |
| Car - and used Park and Ride..... | <input type="checkbox"/> |                    |                          |
| Car - parked elsewhere.....       | <input type="checkbox"/> |                    |                          |
| Taxi.....                         | <input type="checkbox"/> |                    |                          |

**Q12. What was the main reason you chose to take the Tram for this journey? (please tick one box only)**

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

**Q13. What was the weather like when you made your journey, was it?**

Dry .....  Heavy rain .....   
 Light rain .....  Snow .....

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

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

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/not relevant
Its distance from your journey start e.g. home, shops .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The convenience/accessibility of its location within that road/street .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its general condition/standard of maintenance .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its freedom from graffiti/vandalism .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its freedom from litter .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information provided at the Tram stop .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your personal safety whilst at the Tram stop .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q15a. 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 .....

**Q15b If you were dissatisfied with the Tram stop: Why was this?**

**3. Waiting for the Tram**

**Q16. How long did you wait for your Tram?**

(Please write in the time in minutes)

**Q17. How did you know when the Tram was meant to arrive?**

From your personal copy of the timetable  Just knew the times .....   
 From the timetable at the stop.....  Knew through other means.....   
 From the electronic display at the stop ....  Did not know when the Tram  
 Looked on the Internet .....  was meant to arrive .....   
 Knew the Trams ran frequently on this route .....

**Q18. How long did you expect to wait for the Tram?**

(Please write in the time in minutes)

**Q19. 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.....

**Q20. Were you able to board the first Tram you wanted to travel on?**

Yes.....       No .....

**4. On the Tram**

**Q21. Thinking about when the Tram arrived, please indicate how satisfied you were with the following:**

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

**Q22. Thinking about whilst you were on the Tram, please indicate how satisfied you were with the following:**

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
The cleanliness and condition of the inside of the Tram .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information provided inside the Tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The availability of seating or space to stand.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The comfort of the seats.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of personal space you had around you .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of grab rails to stand/ move within the Tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The temperature inside the Tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your personal security whilst on the Tram .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of time the journey took .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smoothness/freedom from jolting during the journey .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punctuality/running on time.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q23. Did you get a seat on the Tram?**

Yes – for all of the journey.....       No – but you were happy to stand .....   
 Yes – for part of the journey.....       No – but you would have liked a seat .....

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

Yes.....       No .....

**Q24b. If yes: Which of the following were the reason(s) for this? Please tick all that apply**

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

**Q25a. Was your journey on the Tram today delayed at all?**

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

**Q25b. If yes: Why was this? Tick all that apply**

- |  |                          |   |                          |
|--|--------------------------|---|--------------------------|
| Congestion/traffic jams.....             | <input type="checkbox"/> | Time it took passengers to board/ pay for tickets ..... | <input type="checkbox"/> |
| Road works/engineering works .....       | <input type="checkbox"/> | Other (specify) .....                                   | <input type="checkbox"/> |
| The Tram driver driving too slowly ..... | <input type="checkbox"/> | Don't know .....  | <input type="checkbox"/> |
| Poor weather conditions.....             | <input type="checkbox"/> |   |                          |
| The Tram waiting too long at stops ..... | <input type="checkbox"/> |   |                          |

**Q26 By how long was your journey today delayed?**

(Please write in the time in minutes)

**Q27. Were any of these items of information present on the Tram?**

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| A map of the Tram route/journey times.....                  | <input type="checkbox"/> | <input type="checkbox"/> |
| Audio announcements e.g. saying the next Tram stop .....    | <input type="checkbox"/> | <input type="checkbox"/> |
| An electronic display e.g. showing the next Tram stop ..... | <input type="checkbox"/> | <input type="checkbox"/> |
| Information about tickets/fares.....                        | <input type="checkbox"/> | <input type="checkbox"/> |
| A timetable.....  | <input type="checkbox"/> | <input type="checkbox"/> |
| Details of how to make a complaint, if you had one .....    | <input type="checkbox"/> | <input type="checkbox"/> |

**Q28. Thinking about the staff on board the Tram, 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 the staff.....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The greeting/welcome you got from staff.....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The helpfulness and attitude of the staff .....                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The safety of the driving (i.e. appropriateness of speed, driver concentrating)..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**5. Your overall opinion of the journey**

**Q29. Overall, taking everything into account from start to end of this Tram journey, how satisfied were you with your Tram journey today?**

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

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

**Q31. How satisfied were you with the value for money of your Tram journey?**

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

**Q32. What had the biggest influence on the 'value for money' rating you gave in the previous question?**

- |  |                          |  |                          |
|--|--------------------------|--|--------------------------|
| The cost for the distance travelled .....                  | <input type="checkbox"/> | Comfort/journey quality for the fare paid..... | <input type="checkbox"/> |
| The cost of the Tram versus other modes of transport ..... | <input type="checkbox"/> | A reason not mentioned above .....             | <input type="checkbox"/> |
| The fare in comparison to the cost of everyday items.....  | <input type="checkbox"/> |  |                          |

**6. Your opinion on Trams generally**

**Q33. How would you rate your local Tram services for the following:**

	Very good	Good	Neither good nor poor	Poor	Very poor	Not sure
Ease of getting to local amenities (e.g. shops, hospitals, leisure facilities).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connection with other forms of public transport (e.g. trains/buses).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of buying your ticket.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punctuality (running on time).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q34. 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: Traveline/Centro Hotline/Metro ... <input type="checkbox"/> | Ask Metro staff/Tram driver..... <input type="checkbox"/> |
| Internet: Centro/Metro website..... <input type="checkbox"/>       | Text/SMS for information..... <input type="checkbox"/>    |
| Internet: Local council website..... <input type="checkbox"/>      | Smartphone app..... <input type="checkbox"/>              |
| Internet: Other travel website..... <input type="checkbox"/>       | Other..... <input type="checkbox"/>                       |
| Travel shop..... <input type="checkbox"/>                          | Not sure..... <input type="checkbox"/>                    |
| Ask friend/relative..... <input type="checkbox"/>                  |   |

**Q35. How often do you typically travel by Tram? (Please tick the closest to your frequency of Tram use)**

- |   |  |
|---|--|
| 5 or more days a week..... <input type="checkbox"/> | Once a fortnight..... <input type="checkbox"/> |
| 3 or 4 days a week..... <input type="checkbox"/>    | Once a month..... <input type="checkbox"/>     |
| Once or twice a week..... <input type="checkbox"/>  | Less frequently..... <input type="checkbox"/>  |

**Q36. Have any of the following frequently stopped you making journeys by Tram?**

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

**7. About you**

**QA. Are you...**

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

**QB. Which age group do you fall into?**

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

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

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

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

- |                            |                          |                                   |                          |
|----------------------------|--------------------------|-----------------------------------|--------------------------|
| No - None .....            | <input type="checkbox"/> | Yes - Eyesight .....              | <input type="checkbox"/> |
| Yes - Mobility .....       | <input type="checkbox"/> | Yes - Speech impairment .....     | <input type="checkbox"/> |
| Yes - Wheelchair use ..... | <input type="checkbox"/> | Yes - Learning difficulties ..... | <input type="checkbox"/> |
| Yes - Hearing .....        | <input type="checkbox"/> | Yes - Other .....                 | <input type="checkbox"/> |

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

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

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

- You have a car available  
and don't mind driving.....
- You have a car available but  
prefer not to drive.....
- You don't have a car available .....

**QG. In terms of being able to ask someone else to drive you for local journeys, which of the following applies?**

- You have someone you can ask  
all or most of the time.....
- You have someone you can ask  
some of the time .....
- You don't have anybody you can ask.....

**QH. And finally, to help us get a much better picture of Tram services at a local level, we would be grateful if you could provide the following:**

The first part of your post code  
(e.g. B2 from B2 4ND, or B19 from B19 3SD)

And the initial number from the second part of your post code  
(e.g. the 4 from B2 4ND, or the 3 from B19 3SD)





## Appendix B – Centro data on number of passengers per station

Station	Weekday passengers
Birmingham, Snow Hill	8,087
Wolverhampton, St. George's	6,266
West Bromwich Central	4,033
Bilston Central	3,278
Wednesbury Parkway	1,538
Wednesbury, Great Western Street	1,411
Black Lake	1,269
Priestfield	1,257
The Hawthorns	1,202
Winson Green, Outer Circle	1,027
Jewellery Quarter	739
Handsworth, Booth Street	711
Loxdale	698
Dudley Street, Guns Village	672
Bradley Lane	656
The Crescent	649
St. Paul's	625
Kenrick Park	623
Dartmouth Street	589
Soho, Benson Road	564
Trinity Way	524
Lodge Road, West Bromwich Town Hall	453
The Royal	426

Source: Metro Patronage Report October 2011