



# Tram Passenger Survey (TPS) West Midlands (Centro) pilot

**June 2013**

Contact: Keith Bailey, Research Team, Passenger Focus  
Fleetbank House, 2-6 Salisbury Square, London, EC4Y 8JX  
Tel: 0300 123 0822 Email: [keith.bailey@passengerfocus.org.uk](mailto:keith.bailey@passengerfocus.org.uk)

# Contents

	Page
<b>Passenger Focus introduction</b>	3
<b>BDRC Continental's TPS report:</b>	
Summary of findings	13
Section 1	
– TPS results compared with BPS	15
Section 2	
– Selected TPS results compared with NPS and BPS	41
<b>Appendix – TPS Questionnaire</b>	58

# The Tram Passenger Survey (TPS)



- **Passenger Focus** runs both the National Passenger Survey (NPS), which provides a detailed picture of rail passengers' journey experiences, and the Bus Passenger Survey (BPS) providing similar data for the bus sector
- The Tram Passenger Survey (TPS) aims to extend coverage to this additional sector and provide a cross modal comparison of tram with bus in particular
- To establish the viability of TPS and test the survey methodology and questionnaire content, a pilot study was run in the West Midlands area with the kind co-operation of Centro
- Centro manages the tram line from Birmingham Snow Hill to Wolverhampton St George's which is operated by National Express West Midlands

# TPS objectives and sample

- Our objective is to understand tram passengers' end-to-end journey experience on a specific trip and to measure satisfaction against a range of attributes
- As with BPS, TPS uses a representative sample of journeys (services) with data then weighted according to observed passenger volumes (counts)
- Interviewers worked in three-hour shifts between 6am and 10pm across all seven days of the week. Fieldwork was conducted between 17 February and 15 March 2013
- Where practical, TPS uses identical questions to BPS thus facilitating a cross-modal comparison of passenger satisfaction; although the questions may differ slightly, some measures are also comparable with NPS
- BDRC Continental managed the survey on behalf of Passenger Focus. A detailed methodology report is available separately

# TPS data collection

- TPS follows the approach of both NPS and BPS in using a paper self-completion questionnaire filled in by the passenger and returned in a Freepost envelope
  - In the West Midlands TPS pilot, we also tested an on-line and a mixed mode approach
  - We recommend that the mixed approach be refined and implemented in expanding TPS coverage to other tram systems
  - The results reported in this document are based solely on the pilot's paper questionnaire returns to provide absolute comparability with BPS data for the region
- TPS also follows BPS practice in the main with interviewers eliciting passengers' co-operation and distributing questionnaires on the vehicle
  - For peak hour shifts where it was feared that interviewers might have difficulty boarding and moving through crowded trams, passengers were approached at the tram stop
  - Experience with the pilot has shown that this issue is less of a problem than anticipated and that a modified protocol for boarding peak hour trams where practical should be adopted to minimize the number of less desirable 'at-stop' approaches

# The Tram Passenger Survey (TPS)

## What did we find?

- High levels of satisfaction among tram passengers:
  - 90 per cent satisfied overall, rising to 97 per cent satisfaction for those aged over 60
- Satisfaction with the tram is consistently higher than that recorded for most bus and rail journeys in the area:

	Tram	Bus	Train
- Overall journey	90%	79%	86%
- Value for money	63%	50%	61%
- Punctuality/running on time	87%	64%	74%
- Space to sit/stand	74%	78%	73%
- Tram/bus stop/station	87%	73%	78%
- Information at stop/station	80%	70%	86%
- Personal safety at stop/station	79%	68%	73%
- Personal security on board	84%	70%	78%

# The Tram Passenger Survey (TPS)

## What did we find?

- The majority (67 per cent) of tram passengers use the digital display at the tram stop to estimate arrival times. For bus it was only 17 per cent using digital (with 33 per cent relying on paper timetables at the stop)
- The level of anti-social behaviour experienced was lower on the tram (7 per cent) than on the bus (17 per cent) - particularly for the 16-34 age group (8 per cent and 21 per cent respectively)
- One of the main reasons for choosing the tram was that it was deemed quicker than other forms of transport

# The Tram Passenger Survey (TPS)

## What did we find?

- Passengers still saw room for improvement:
  - faster journey times
  - more capacity and better provision of hand/grab rails on board the tram
  - conductors being more informed about delays and alternative means of transport when there was disruption



# The Tram Passenger Survey (TPS)

## What next?

- This report raises several interesting questions:
  - Trams are clearly liked by passengers: to what extent can they be used as a 'gateway mode' to attract non-users to public transport?
  - Satisfaction with personal security is higher and the level of incidence of anti-social behaviour lower on the tram than on the bus: to what extent does the presence of the conductor influence this?

# The Tram Passenger Survey (TPS)

## What next?

- Satisfaction with the information provided at the tram stop is higher than at the bus stop:
  - To what extent do the digital displays provided engender a higher degree of confidence?
  - To what extent might this also help drive perceptions of punctuality and reliability?
- These questions would benefit from further investigation/testing – not only within the Centro area but also within other regions where trams operate

# The Tram Passenger Survey (TPS)

## What next?

- Passenger Focus is keen to roll out TPS to other light rail systems in England and will be entering into discussions with the operators and authorities
- A national TPS will permit comparisons and benchmarking of passengers' experiences in different cities nationally as well as with the local bus services and, where appropriate, train services



# Tram Passenger Survey (TPS) Spring 2013 results West Midlands PTE area

Contact: Keith Bailey, Research Team, Passenger Focus  
Fleetbank House, 2-6 Salisbury Square, London, EC4Y 8JX  
Tel: 0300 123 0843 Email: [keith.bailey@passengerfocus.org.uk](mailto:keith.bailey@passengerfocus.org.uk)

March 2013

## Summary of findings (1/2)

### Centro/West Midlands – TPS Pilot

- Overall satisfaction rating was higher for the tram (90 per cent) than the bus (79 per cent) or train (86 per cent). This high rating was consistent across all the main passenger groups
- Amongst fare-paying passengers the 'value-for-money' rating was higher for the tram (63 per cent) compared to the bus (50 per cent) and, marginally, the train (61 per cent)
- When evaluating value for money tram passengers were more likely to make comparison with other modes of transport, whereas bus passengers were more likely to take into account the distance of their journey
- Reasons for making a journey on the tram were almost identical to those given for using the bus. For all three modes of transport four in ten passengers were travelling to or from work
- Overall, higher satisfaction was measured for tram stops than bus stops. In particular tram stops were less likely to suffer from graffiti and litter

## Summary of findings (2/2)

### Centro/West Midlands – TPS Pilot

- The punctuality of the tram was especially praised, 87 per cent of tram users were satisfied compared to only 64 per cent of bus users and 74 per cent of train users
- The on-board facilities were generally rated a little higher for the tram than the bus, especially the cleanliness of the interior and provision of information
- The tram did not rate as well as the bus on the provision of grab rails when needing to move around
- Staff for both the bus and tram were rated highly. Passengers were more likely to be bothered by anti-social behaviour on the bus than the tram
- Both the tram and bus had similar levels of satisfaction for their respective journey times. An improvement spontaneously mentioned by tram passengers was for a faster service
- Other improvements spontaneously mentioned included the conductor being more informed about why there were delays, better provision of grab rails, bigger trams needed to ease overcrowding in rush hour and faster journey times

## Section 1 – TPS results compared with BPS

**Tram Passenger Survey (TPS) – Spring 2013 results  
compared to Bus Passenger Survey (BPS) – Autumn 2012  
results**

**West Midlands PTE area**

# Methodology

## Centro/West Midlands

### Tram (TPS)

Fieldwork: 17 February to 15 March 2013

Interviewer shifts: covered all days of the week and ran between 6am to 10pm. Each interviewer worked a three hour shift

Method: Self-completion paper questionnaires

Sample size: 682 interviews

Research agency: BDRC Continental

### Bus (BPS) data for West Midlands PTE area

Fieldwork: 23 September to 12 December 2012

Interviewer shifts: covered all days of the week and ran between 6am to 10pm. Each interviewer worked a three hour shift

Method: Self-completion paper questionnaires

Sample size: 3623 interviews

Research agency: GfK NOP Ltd

**For the 2011 and 2012 BPS data the +/- symbols shown against some figures indicates that the difference between the 2011 and 2012 figures is statistically significant at the 95 per cent confidence level.**



# Passenger profile

## Centro/West Midlands

Age	Tram	Bus	
	2013	2012	2011
16 to 34	41%	42%	42%
35 to 59	36%	37%	37%
Over 60	23%	21%	22%

Access to private transport	Tram	Bus	
	2013	2012	2011
Easy	25%	21%	23%
Moderate	35%	36%	41%
Limited/none	39%	43%	36%

Has a disability	Tram	Bus	
	2013	2012	2011
Yes	14%	20%	19%

Ticket type	Tram	Bus	
	2013	2012	2011
Free-pass holders	24%	25%	24%
Fare-payers	76%	75%	76%

Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey?

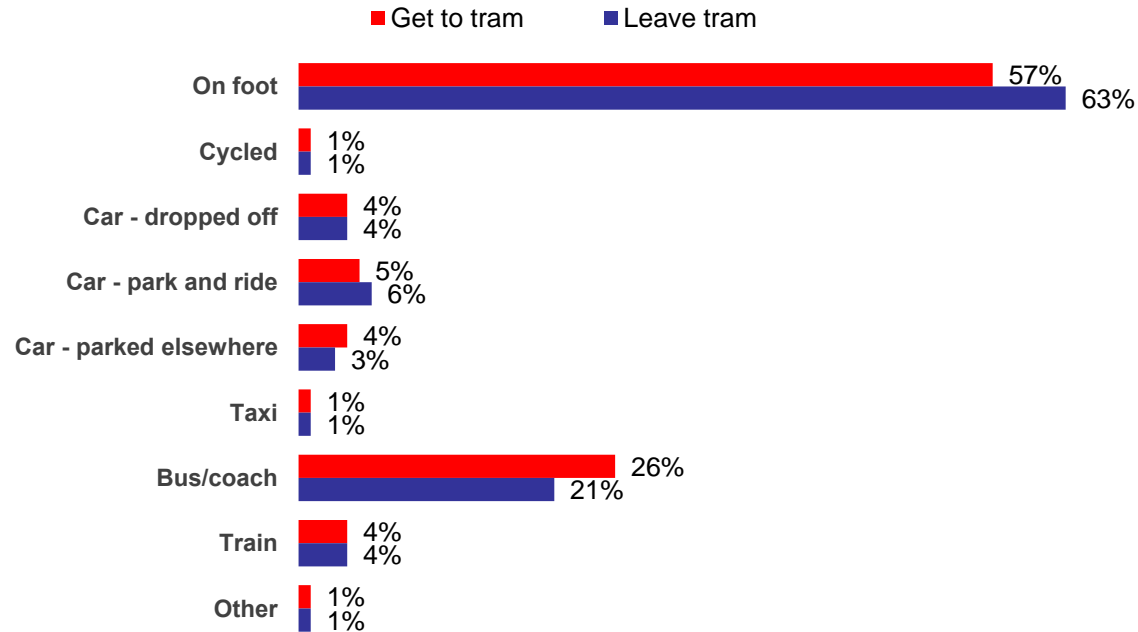
## Tram journey details

### Centro/West Midlands

- Nearly half of tram passengers boarded at either Birmingham Snow Hill or Wolverhampton St George's
- A similar number also disembarked at these two stops
- The next most popular stop was West Bromwich Central which approximately one in 10 passengers used
- Nearly eight in 10 passengers (78 per cent) were travelling alone
- The average waiting time for a tram was four minutes
- 77 per cent of passengers had a seat for their whole journey. 10 per cent said they had to stand but would have liked to have a seat

# How got to and from the tram

## Centro/West Midlands



# Rating of tram connecting with other forms of transport?



Q: How did you get to and from the tram stop you boarded/left the tram today?

Q: How would you rate your local tram services for connections with other forms of public transport?

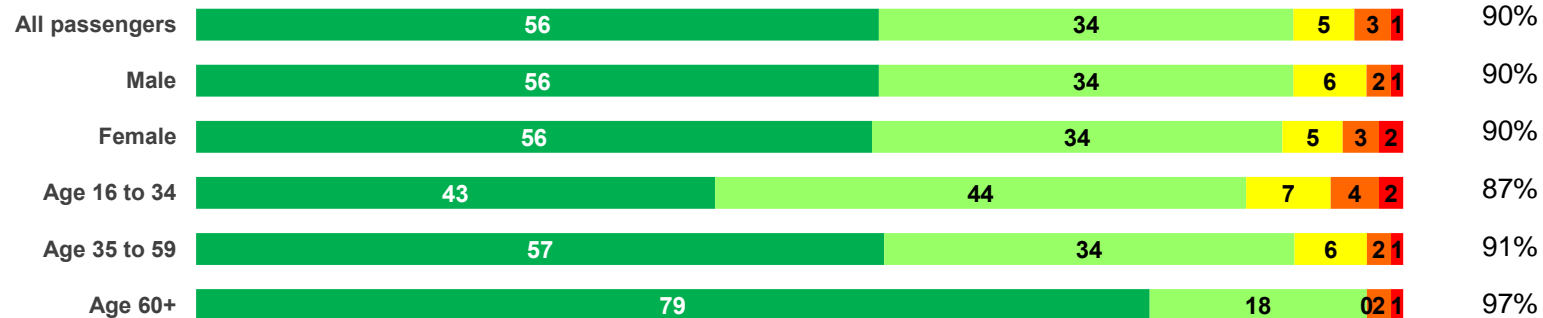
# Overall satisfaction (1)

## Centro/West Midlands

(Net very/fairly)

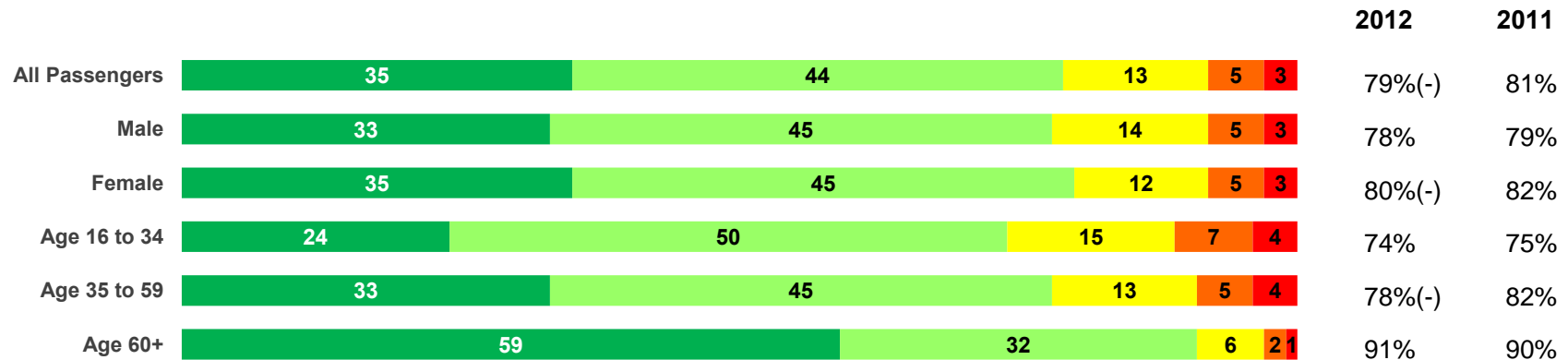
### Tram

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied



### Bus

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied



Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey?

# Overall satisfaction (2)

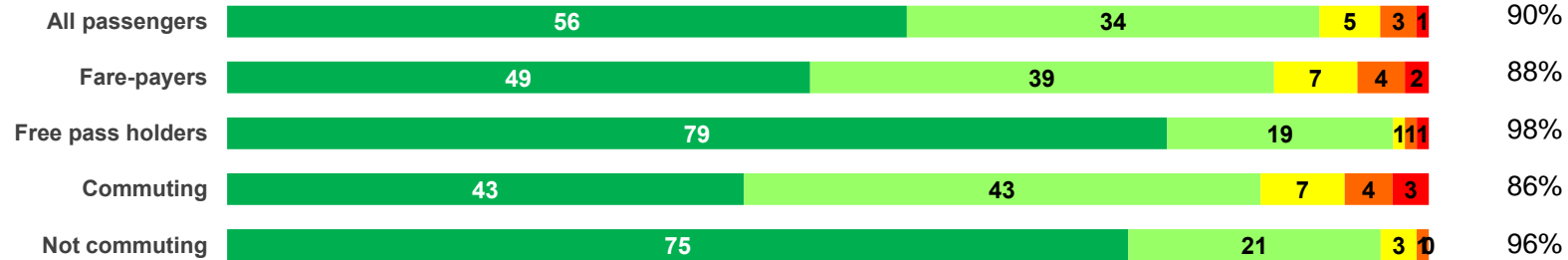
## Centro/West Midlands

(Net very/fairly)

### Tram

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

2013

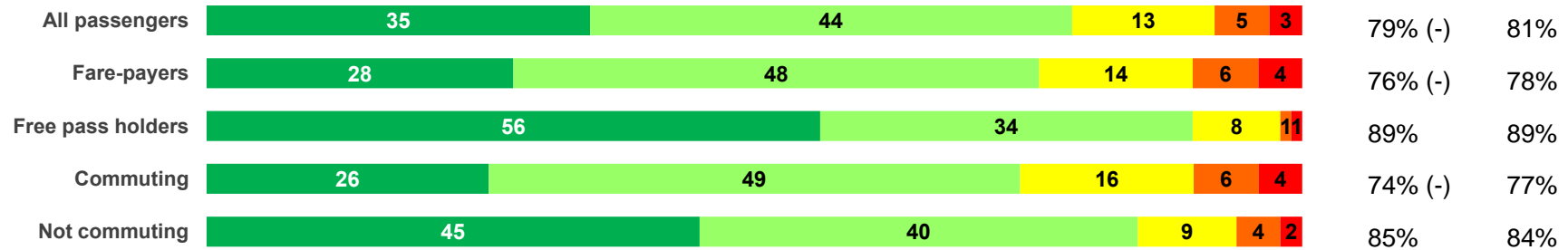


### Bus

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

2012

2011



Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey?

# Value for money (fare-payers only)

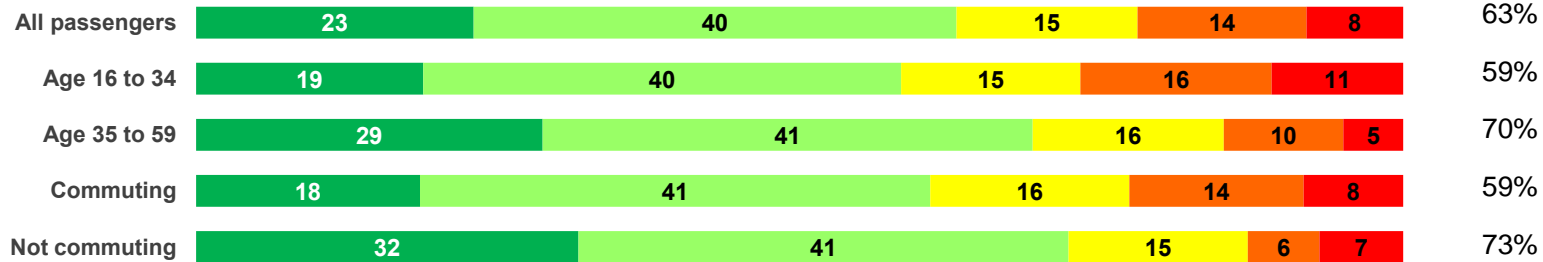
## Centro/West Midlands

(Net very/fairly)

### Tram

Very satisfied Fairly satisfied Neither sat. nor dissat. Fairly dissatisfied Very dissatisfied

2013

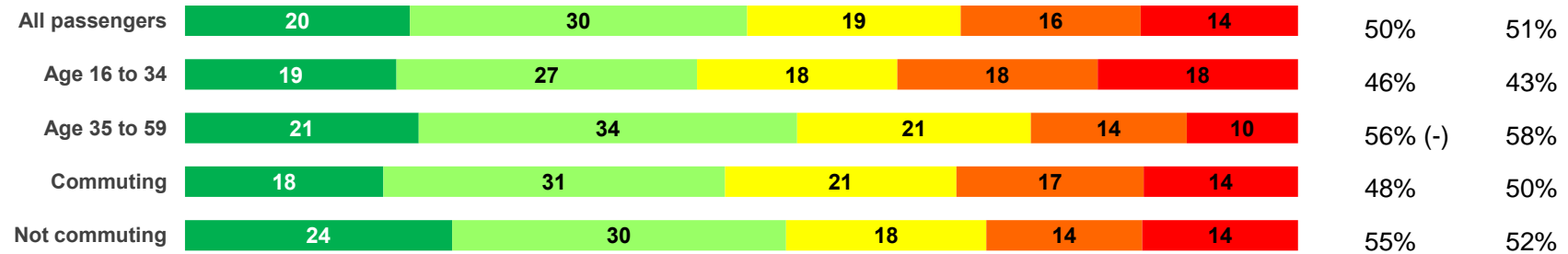


### Bus

Very satisfied Fairly satisfied Neither sat. nor dissat. Fairly dissatisfied Very dissatisfied

2012

2011



Q. How satisfied were you with the value for money of your journey?

# What influences value-for-money rating

## Centro/West Midlands

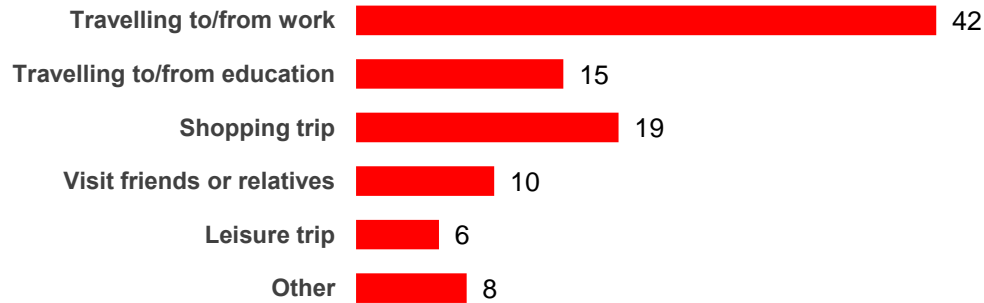


Q. What had the biggest influence on the 'value for money' rating you gave in the previous question?

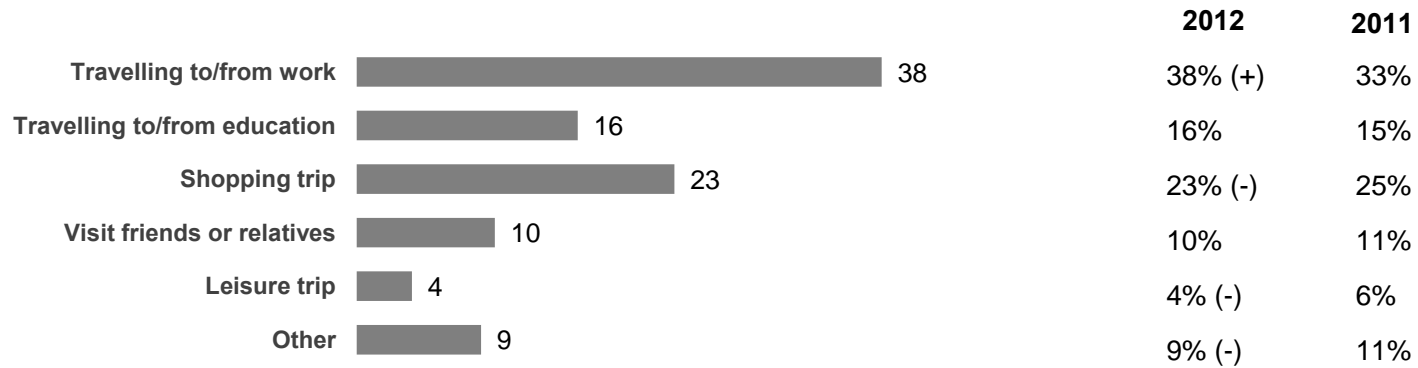
# Journey purpose

## Centro/West Midlands

### Tram



### Bus

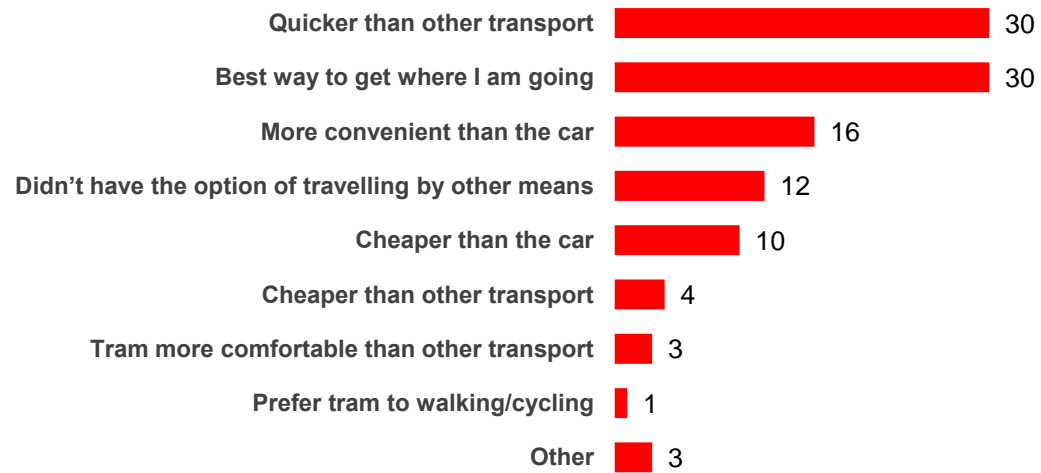


Q. What is the main purpose of your tram/bus journey today?



# Reason for choosing the tram

## Centro/West Midlands

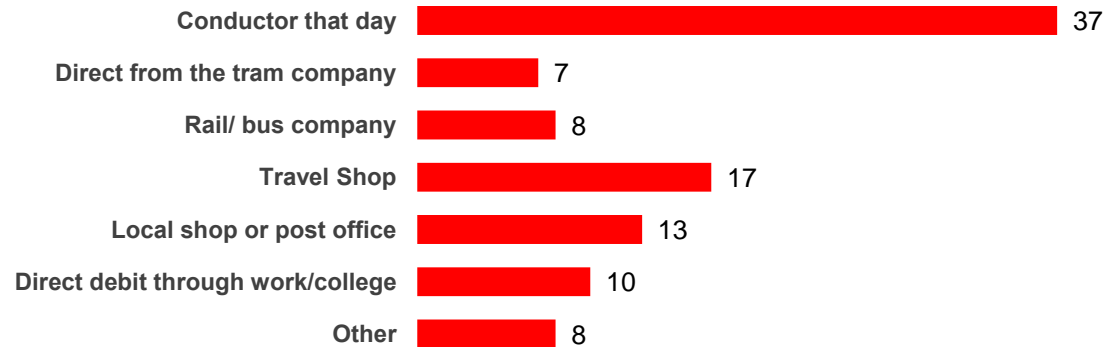


Q. What was the main reason you chose the tram for this journey?

# Method of buying ticket (fare-payers only) and ticket format (all passengers)

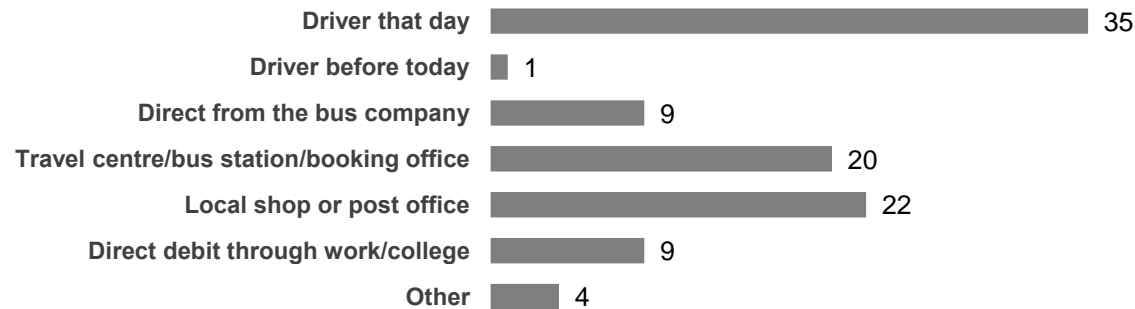
## Centro/West Midlands

### Tram



Ticket Format	Percentage
Paper ticket/pass	36%
A photo card ticket/pass	61%
A plastic card	2%
Ticket on mobile	0%
Other format	1%

### Bus



Ticket Format	Percentage
Paper ticket/pass	32%
A photo card ticket/pass	49%
A plastic card	18%
Ticket on mobile	1%
Other format	1%

Q. How did you buy that ticket or pass? & Q. In what format was your ticket?

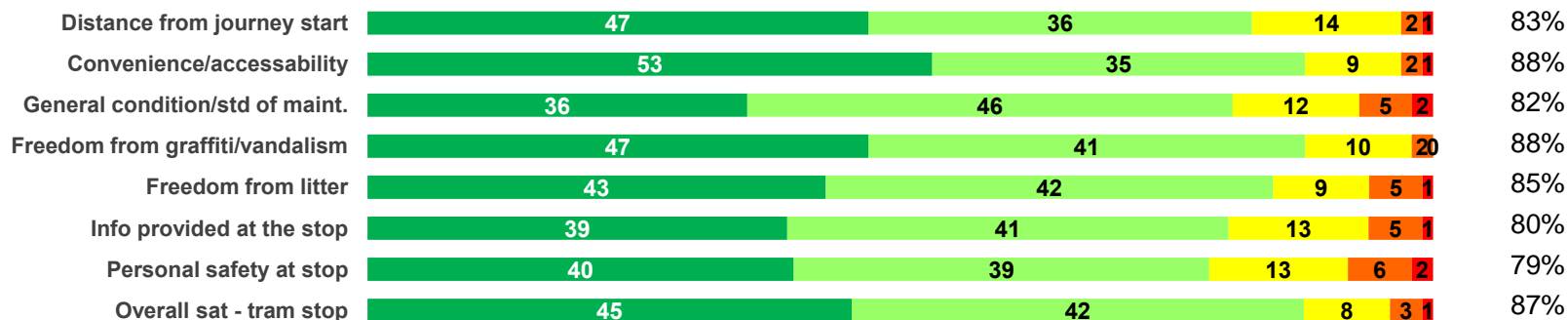
# Satisfaction - with the tram/bus stop

## Centro/West Midlands

(Net very/fairly)

**Tram** ■ Very satisfied ■ Fairly satisfied ■ Neither sat. nor dissat. ■ Fairly dissatisfied ■ Very dissatisfied

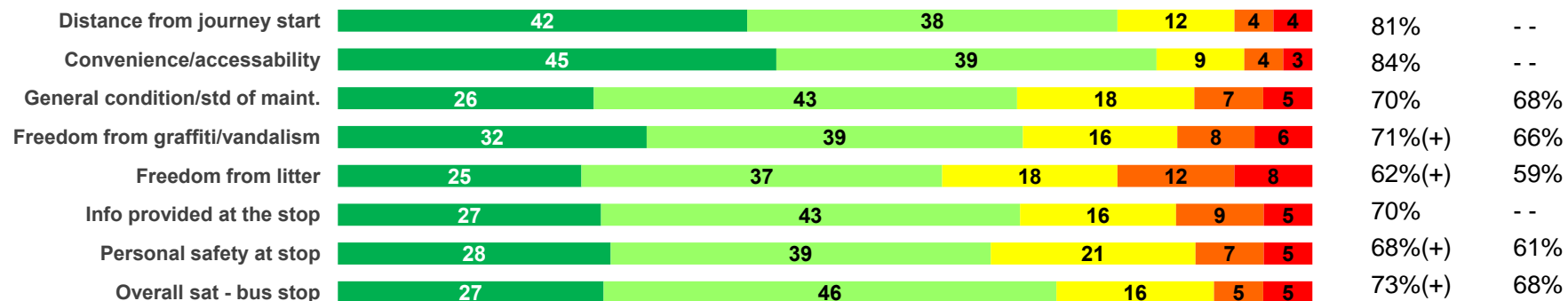
2013



**Bus** ■ Very satisfied ■ Fairly satisfied ■ Neither sat. nor dissat. ■ Fairly dissatisfied ■ Very dissatisfied

2012

2011



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

# Satisfaction with wait time and how actual wait time compared to expected wait time

## Centro/West Midlands

(Net very/fairly)

2013 2012 2011



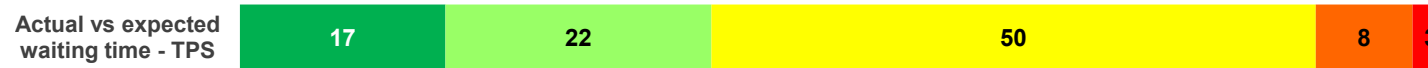
87%



64% 64%

■ Very satisfied ■ Fairly satisfied ■ Neither sat. nor dissat. ■ Fairly dissatisfied ■ Very dissatisfied

2013 2012 2011



39%



20% 23%

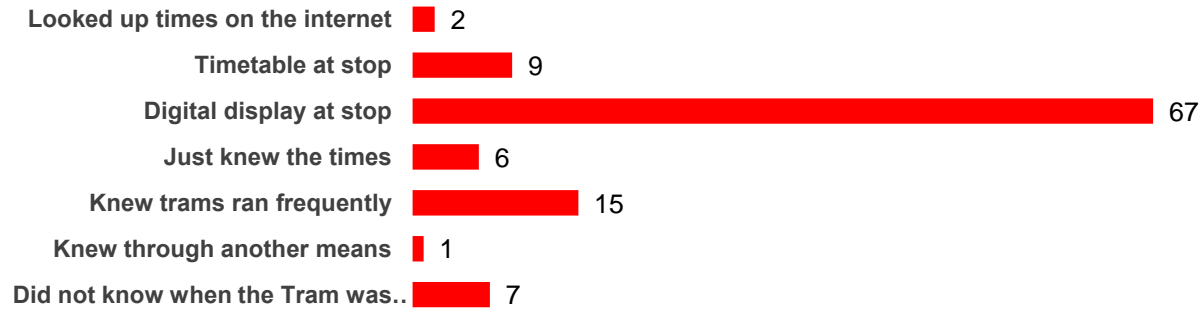
■ Much less ■ A little less ■ About expected ■ A little longer ■ Much longer

Q. How satisfied were you with each of the following? & Q. Thinking about the time you waited for the tram/bus today, was [ ] than expected

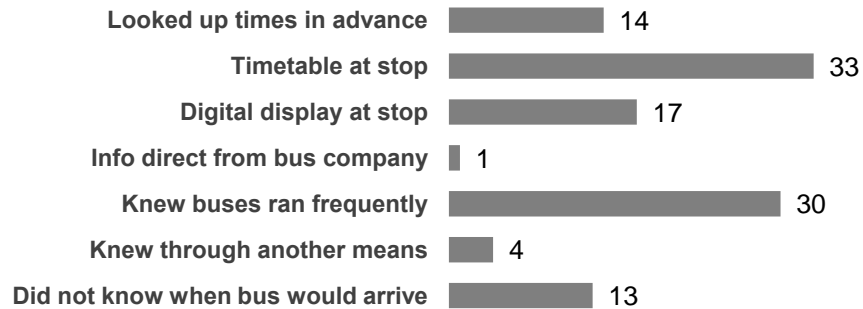
# How passengers estimated tram/bus arrival time

## Centro/West Midlands

### Tram



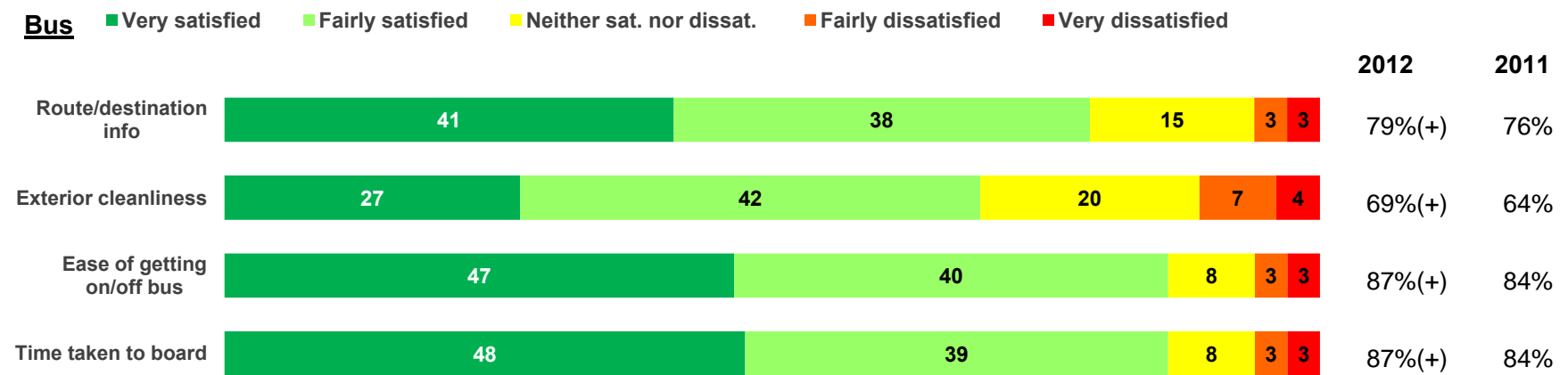
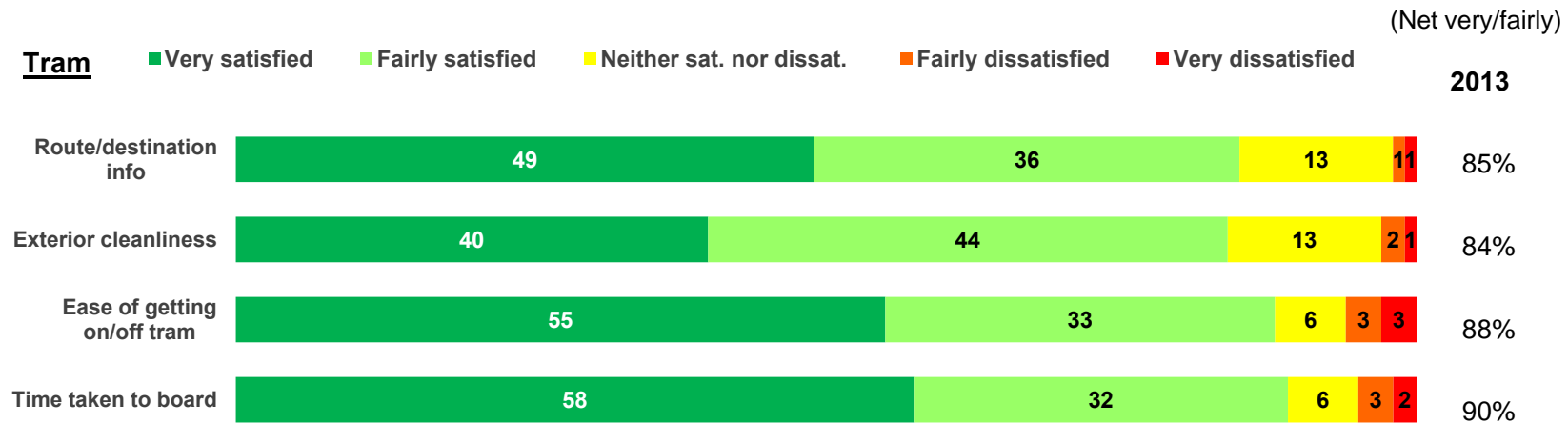
### Bus



Q. How did you know when the tram/bus was meant to arrive? (More than one response permissible)

# Satisfaction – with tram/bus departure

## Centro/West Midlands



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

# Satisfaction – on the tram/bus

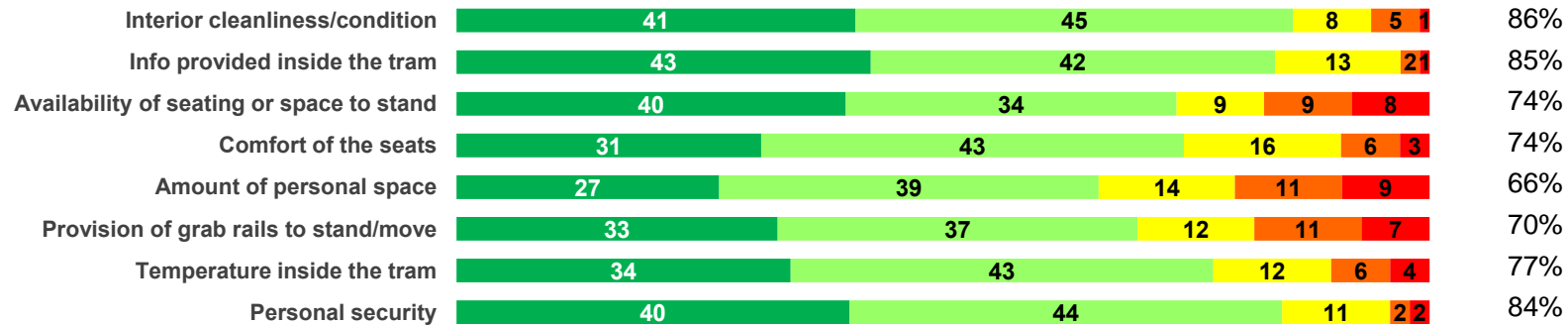
## Centro/West Midlands

(Net very/fairly)

### Tram

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

2013

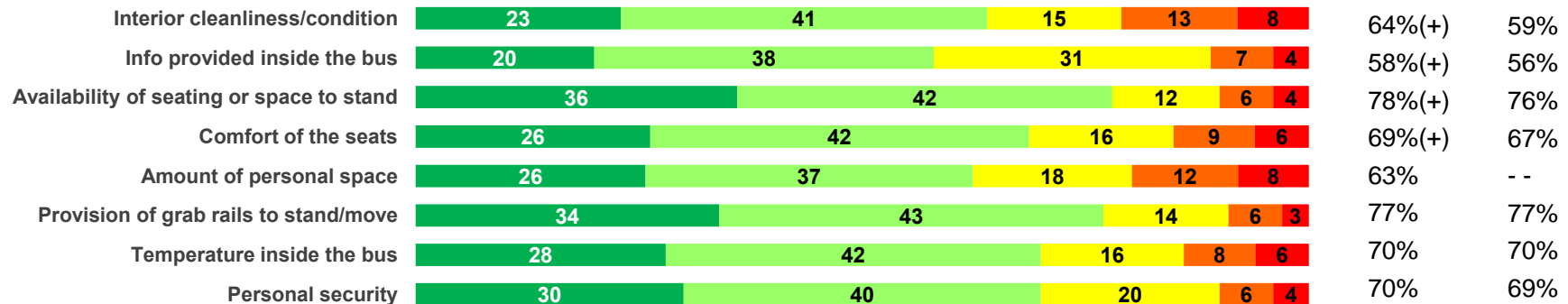


### Bus

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

2012

2011



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

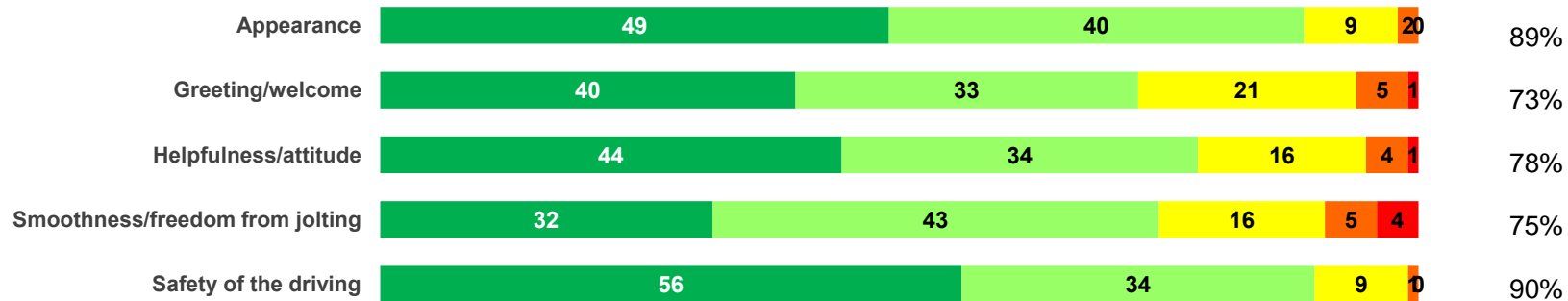
# Satisfaction - with the tram staff/bus driver

## Centro/West Midlands

(Net very/fairly)

**Tram** ■ Very satisfied ■ Fairly satisfied ■ Neither sat. nor dissat. ■ Fairly dissatisfied ■ Very dissatisfied

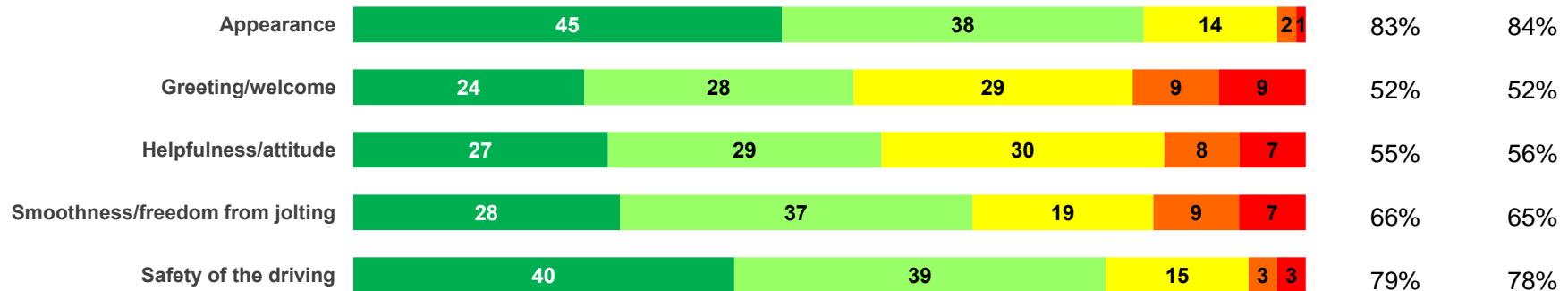
2013



**Bus** ■ Very satisfied ■ Fairly satisfied ■ Neither sat. nor dissat. ■ Fairly dissatisfied ■ Very dissatisfied

2012

2011



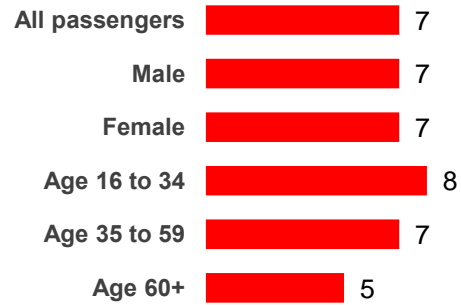
Q. Thinking about the staff on board the tram, please indicate how satisfied you were with each of the following:



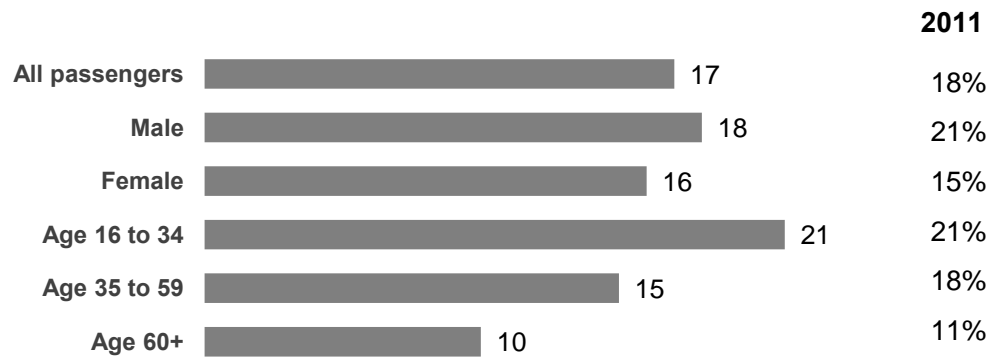
# Incidence (per cent) of experiencing anti-social behaviour

## Centro/West Midlands

### Tram



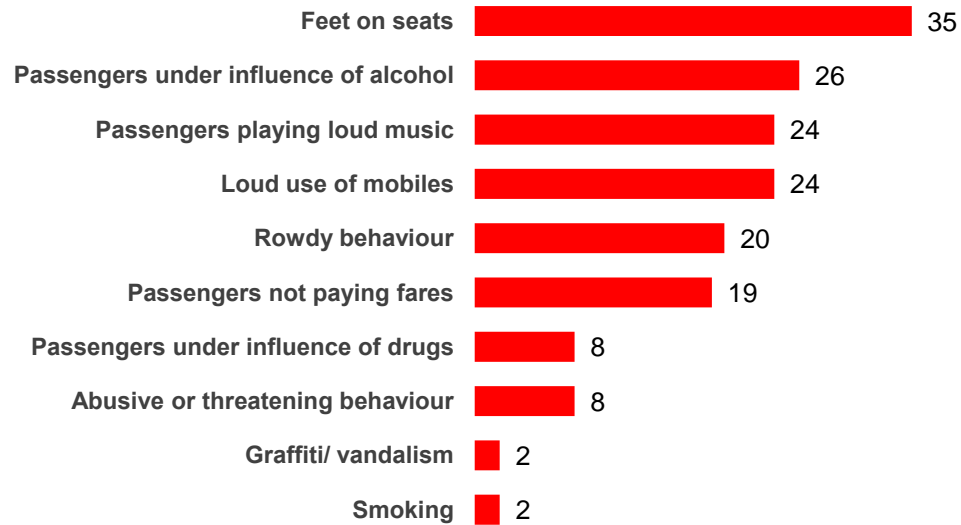
### Bus



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

# Types of anti-social behaviour experienced on the tram

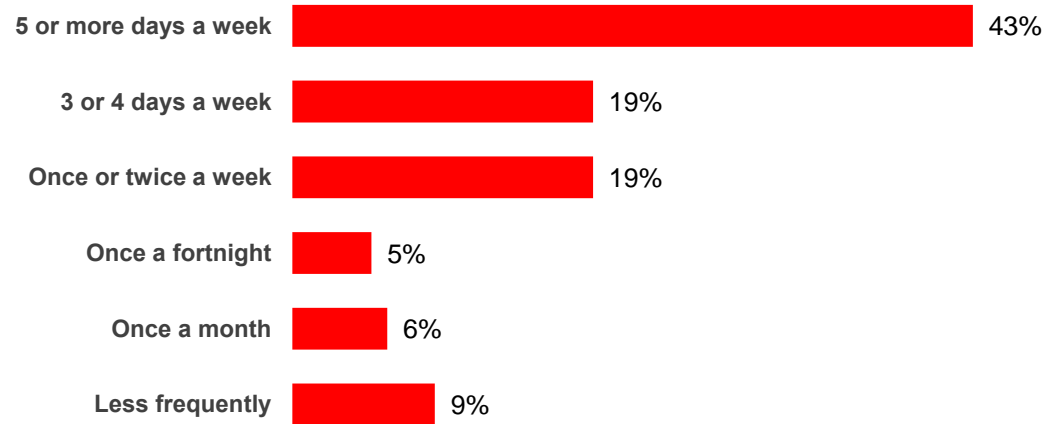
## Centro/West Midlands



Q. What were the reasons for other passengers' behaviour causing you concern?  
(caution small base 45 passengers)

# Frequency of using the tram

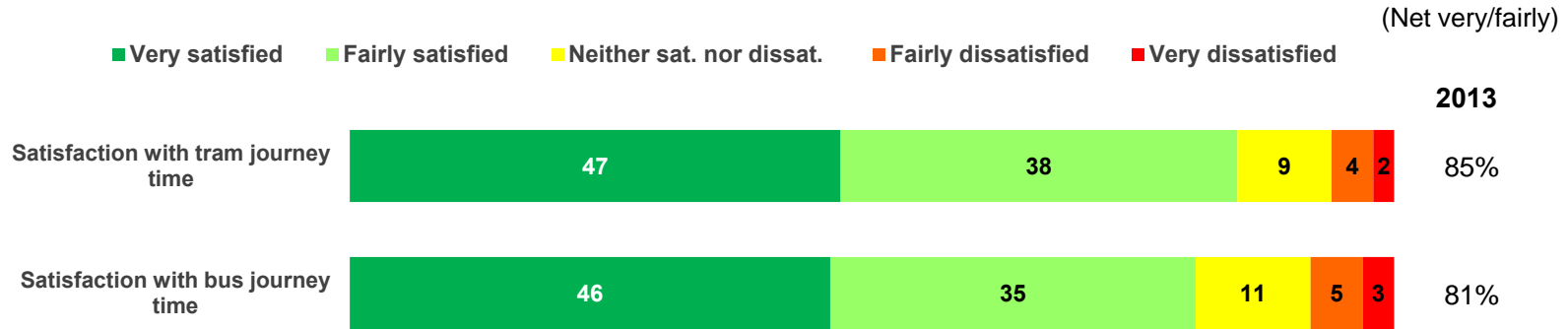
## Centro/West Midlands



Q. How often do you typically travel by tram?

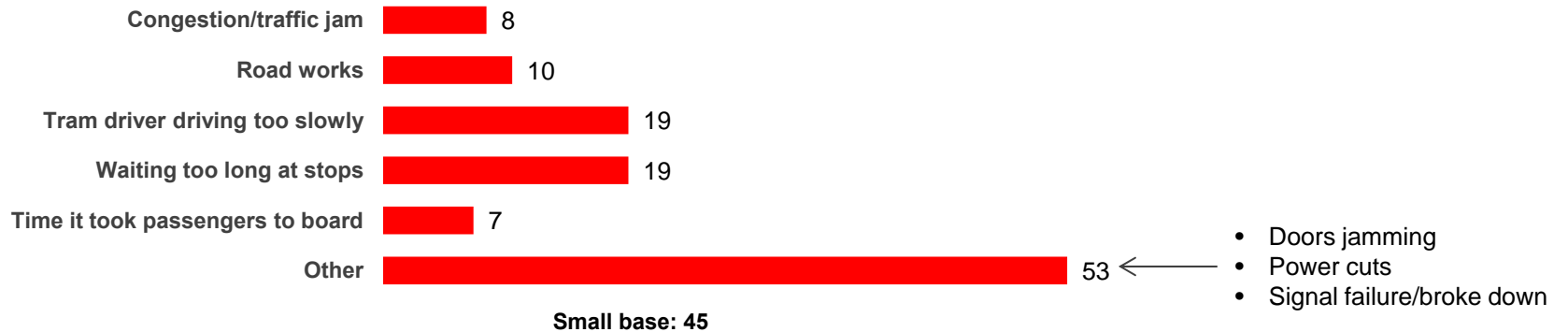
# Satisfaction - with on-vehicle journey time and factors affecting journey length

## Centro/West Midlands



### Tram

10 per cent of tram passengers experienced delay

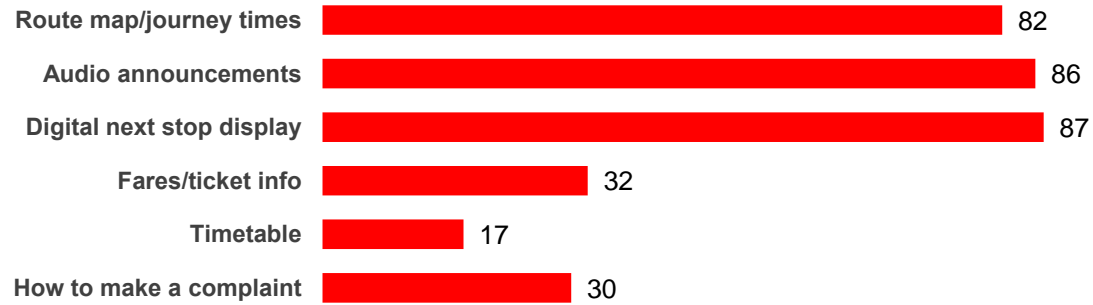


Q. How satisfied were you with the length of time your journey on the tram/bus took? & Q. Was the length of your journey affected by any of the following? (More than one response permissible)

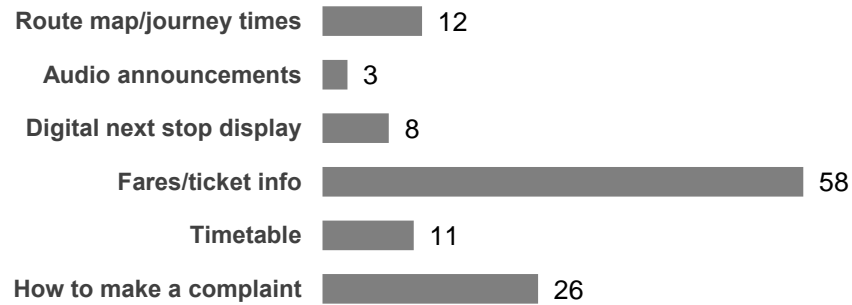
# Availability of information inside the tram/bus

## Centro/West Midlands

### Tram



### Bus



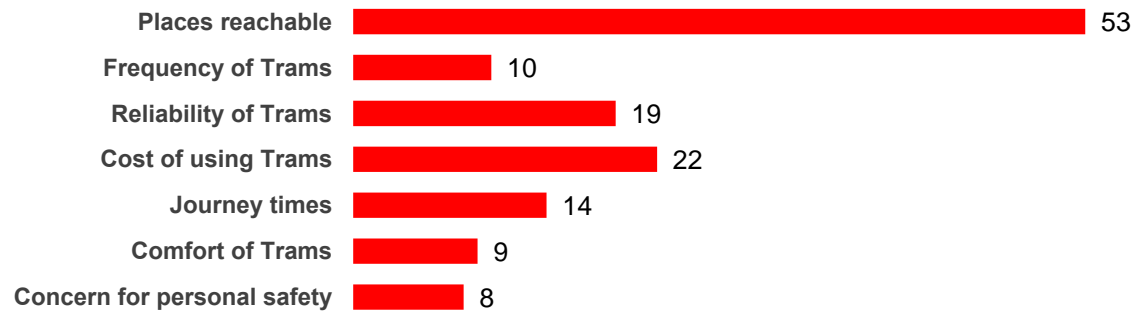
Q. Were any of these items of information present on the tram/bus?

NOTE: The yes proportion is calculated based on those answering compared to whole survey

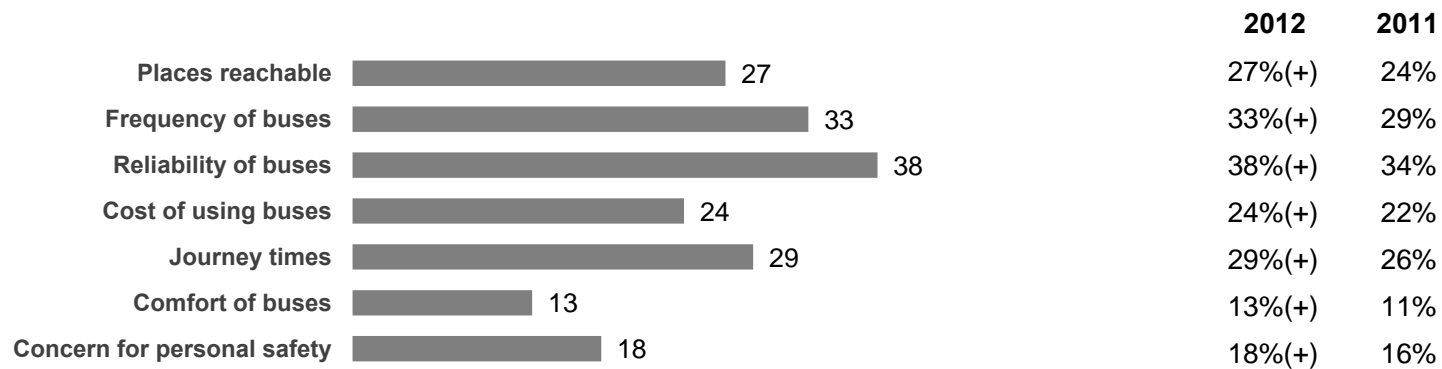
# Factors frequently preventing more journeys being made

## Centro/West Midlands

### Tram



### Bus

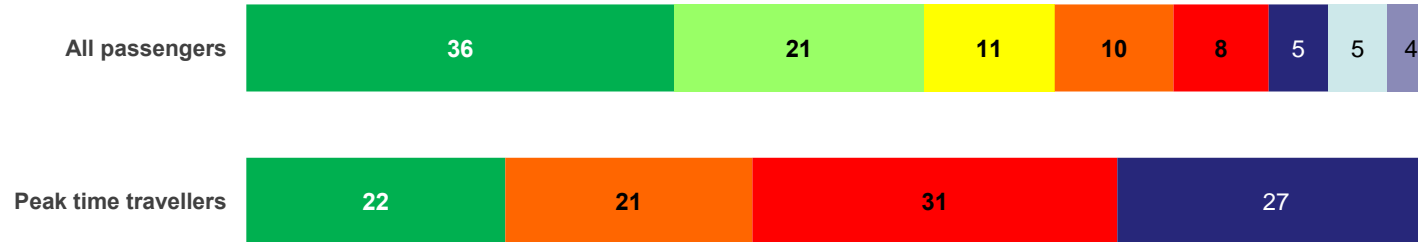


Q. Have any of the following frequently stopped you making journeys by tram/bus? (More than one answer permissible)

# Key drivers of satisfaction

## Centro/West Midlands

- Value for money
- Punctuality
- Availability of seating
- Safety of driving
- Personal safety
- Journey time
- Access to amenities
- Ease of getting on and off



# Some suggested improvements to the tram service from passengers

## Centro/West Midlands

*“For the staff to be more helpful when there is a problem. When the conductor was asked what the problem was and why the journey was cut short he replied ‘I don't know, go and ask the driver.’”*

*“More information on the delays and then what to do to get home when stranded in an area I don't know when power failure stopped tram. None of the staff were sure what I needed to do and I had to rely on strangers to assist. I had to catch two buses to get to my car. Including delays this morning I was travelling for four hours!”*

*“Hand rails are in the middle of the seating area where it's most inconvenient to stand! Then there are hardly any rails to hold on to in the busiest areas by the doors so people struggle to stay upright and have to reach across other passengers to grab a rail. Worst possible design for the rush hour!”*

*“I believe the trams should be slightly longer to cater for the busy times, especially for morning peak-time travel and evening peak-time travel. Morning travel towards Snow Hill can be very difficult as it's too busy and you find yourself waiting for another tram as you cannot get on.”*

*“Instead of stopping at every stop, use a system like the buses. Speed things up. Stop increasing the ticket prices.”*



## Section 2 – Selected TPS results compared with NPS and BPS

**Tram Passenger Survey (TPS) – Spring 2013 results  
compared to Bus Passenger Survey (BPS) – Autumn 2012  
results and National Passenger Survey (NPS) – Autumn  
2012 and Spring 2012 results**

**West Midlands PTE area**

While the NPS questionnaire covers many similar attributes, the questions may differ in their wording and use different scales; care should thus be exercised when reviewing these comparisons.

# Methodology

## Centro/West Midlands

### Tram (TPS)

Fieldwork: 17 February to 15 March 2013

Interviewer shifts: covered all days of the week and ran between 6am to 10pm. Each interviewer worked a three hour shift

Method: Self-completion paper questionnaires

Sample size: 682 interviews

Research agency: BDRC Continental

### Bus (BPS) data for West Midlands PTE area

Fieldwork: 23 September to 12 December 2012

Interviewer shifts: covered all days of the week and ran between 6am to 10pm. Each interviewer worked a three hour shift

Method: Self-completion paper questionnaires

Sample size: 3623 interviews

Research agency: GfK NOP Ltd

### Train (NPS) data for West Midlands PTE area

Fieldwork: 1 September to 12 November 2012

Interviewer shifts: covered all days of the week and ran between 6am to 10pm. Each interviewer worked a three hour shift

Method: Self-completion paper questionnaires

Sample size: 489 interviews

Research agency: BDRC Continental

Data note: For questions not included on the Autumn 2012 NPS the Spring 2012 NPS has been used (base 538)

***For the 2011 and 2012 BPS and NPS data the +/- symbols shown against some figures indicates that the difference between the 2011 and 2012 figures is statistically significant at the 95 per cent confidence level***

## NPS Centro/West Midlands sample definition

The total number of stations identified as falling within the Centro area are shown in the table below. The stations sampled in the Autumn 2012 wave and the number of interviews (unweighted) achieved at each are also shown in the table below. Those stations with no figures were not included in the Autumn 2012 sample.

Acocks Green	Earlswood (West Midlands)	Small Heath
Adderley Park	Erdington (3)	Smethwick Galton Bridge
Aston	Five Ways (11)	Smethwick Rolfe Street
Berkswell	Four Oaks	Solihull (25)
Bescot Stadium (1)	Gravelly Hill	Spring Road
Birmingham International (35)	Hall Green	Stechford
Birmingham Moor Street (54)	Hampton-in-Arden	Stourbridge Junction
Birmingham New Street (116)	Hamstead (Birmingham)	Stourbridge Town
Birmingham Snow Hill (48)	Jewellery Quarter	Sutton Coldfield (14)
Blake Street	Kings Norton	Tame Bridge Parkway
Bloxwich	Langley Green (7)	The Hawthorns
Bloxwich North	Lea Hall	Tile Hill
Bordesley	Longbridge (11)	Tipton
Bournville (26)	Lye	Tyseley
Butlers Lane	Marston Green	University (Birmingham) (10)
Canley (11)	Northfield	Walsall
Chester Road	Old Hill	Whitlocks End
Coseley	Olton	Widney Manor
Coventry (58)	Perry Barr	Witton
Cradley Heath	Rowley Regis	Wolverhampton (17)
Dorridge (16)	Sandwell and Dudley (16)	Wylde Green
Duddeston	Selly Oak	Wythall
Dudley Port	Shirley	Yardley Wood

# Passenger profile

## Centro/West Midlands

Age	Tram	Bus		Train	
	2013	2012	2011	2012	2011
16 to 34	41%	42%	42%	27%	28%
35 to 59	36%	37%	37%	38%	39%
Over 60	23%	21%	22%	33%	30%

Access to private transport	Tram	Bus	
	2013	2012	2011
Easy	25%	21%	23%
Moderate	35%	36%	41%
Limited/None	39%	43%	36%

Has a disability	Tram	Bus		Train
	2013	2012	2011	2012 (Spring)
Yes	14%	20%	19%	11%

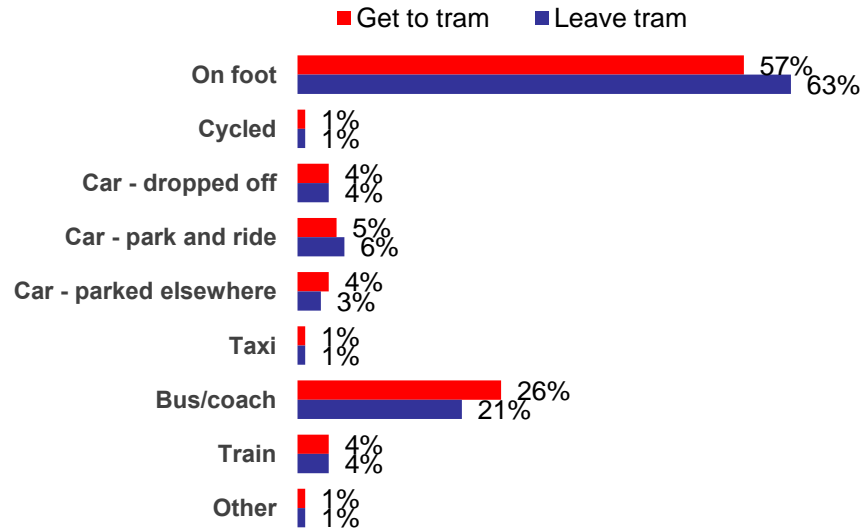
  

Ticket type	Tram	Bus	
	2013	2012	2011
Free pass holders	24%	25%	24%
Fare-payers	76%	75%	76%

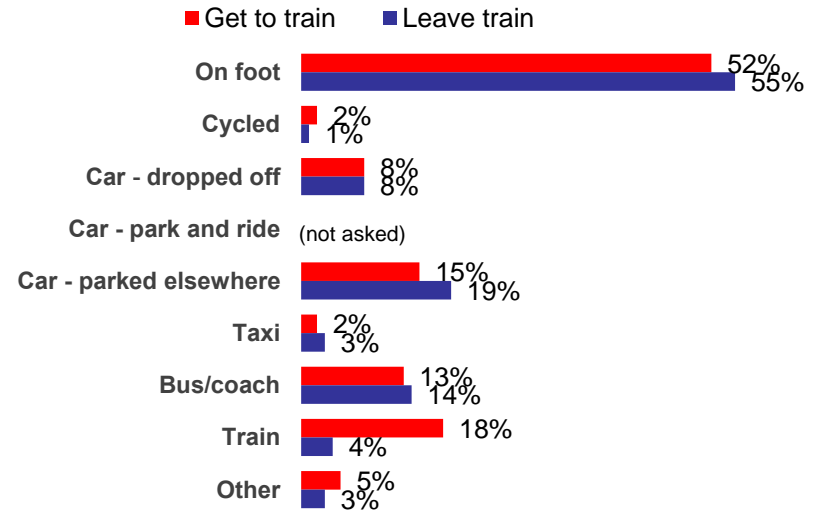
## Centro/West Midlands

### How got to and from the tram/train

#### Tram



#### Train (Spring 2012)



Q: How did you get to and from the tram stop you boarded/left the tram today?

Q: How did you get to the train station where you were handed this questionnaire and from the station you finished your train journey today?

# Overall satisfaction (1)

## Centro/West Midlands



Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey?

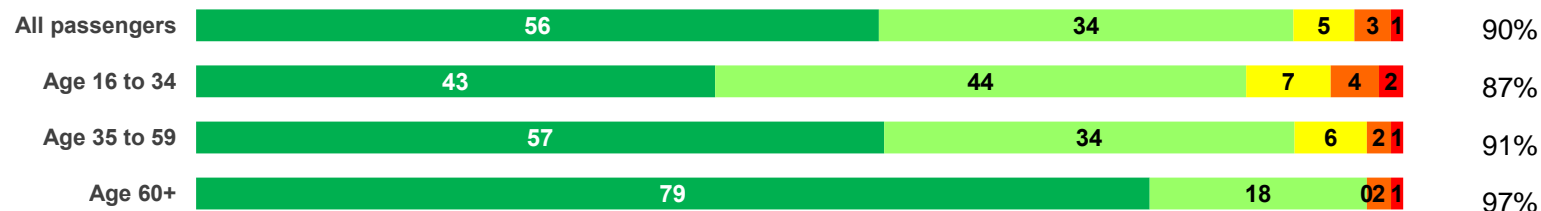
# Overall satisfaction (2)

## Centro/West Midlands

(Net very/fairly)

### Tram

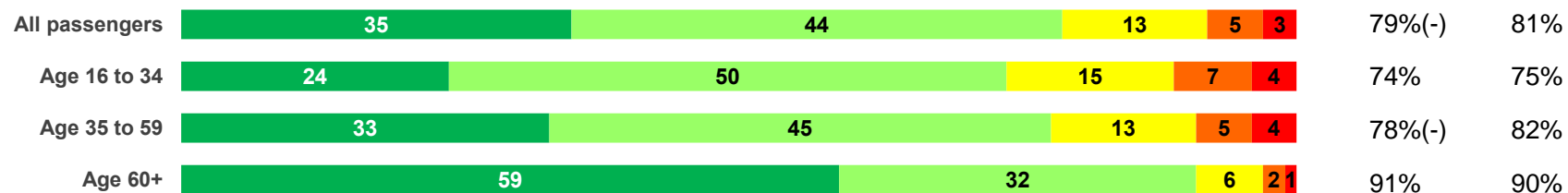
■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied



**2013**

### Bus

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

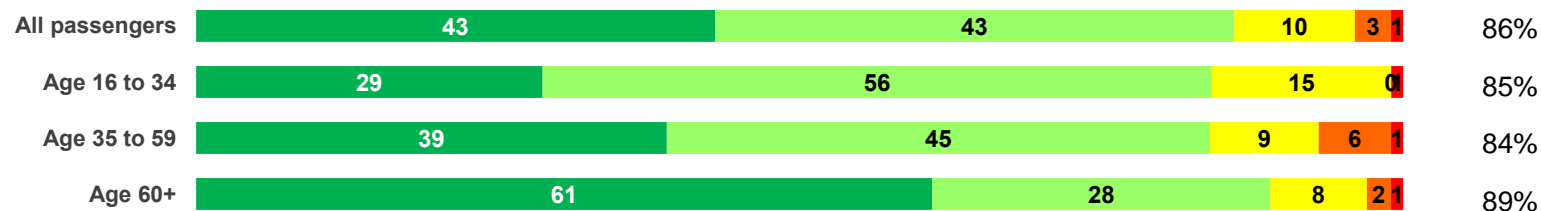


**2012**

**2011**

### Train

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied



**2012**

Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey?

# Overall satisfaction (3)

## Centro/West Midlands



Q. Overall, taking everything into account from the start to the end of this tram/bus journey, how satisfied were you with your tram/bus journey?

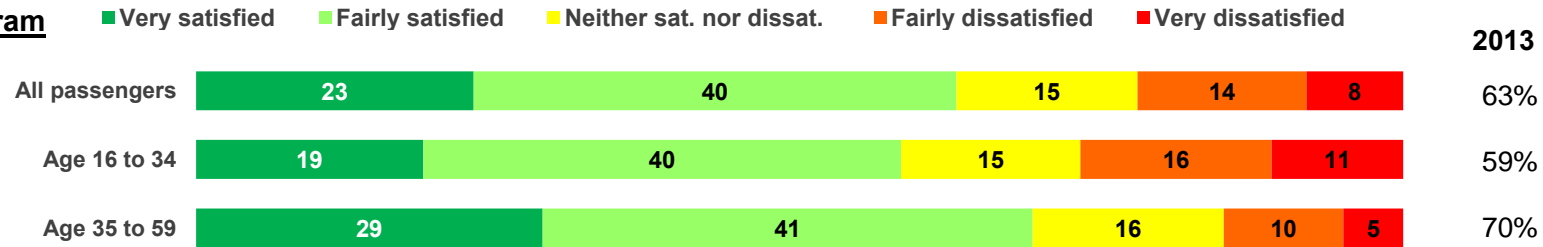


# Value for money (tram and bus: fare-payers only) (1)

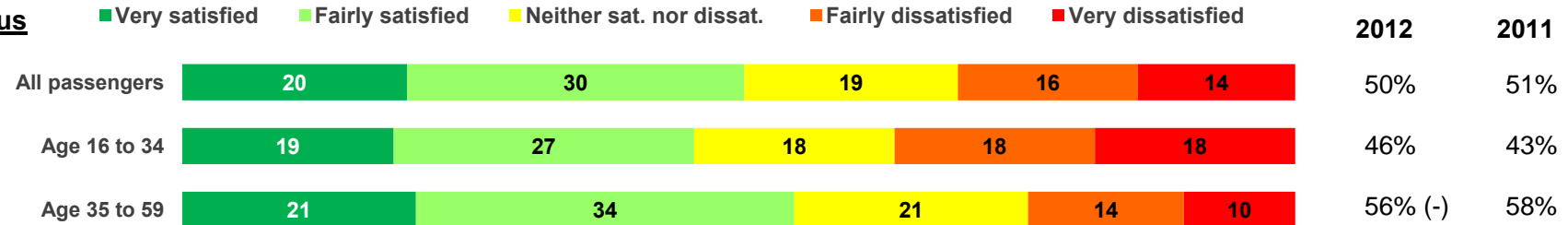
## Centro/West Midlands

(Net very/fairly)

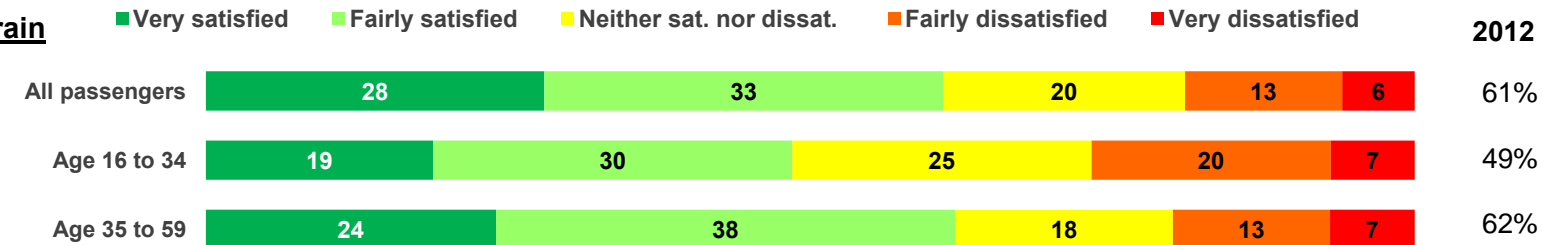
### Tram



### Bus



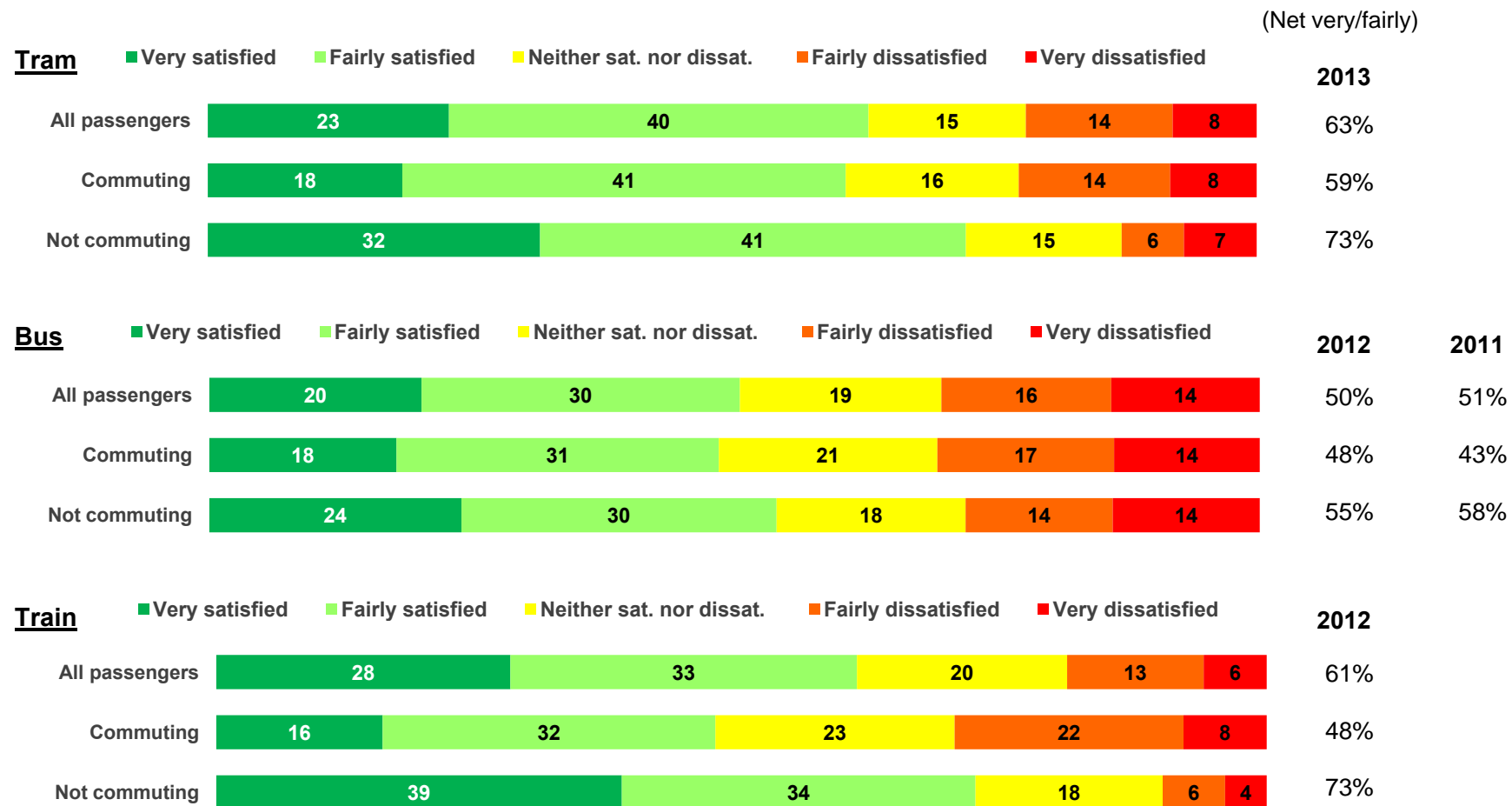
### Train



Q. How satisfied were you with the value for money of your journey?

# Value for money (tram and bus: fare-payers only) (2)

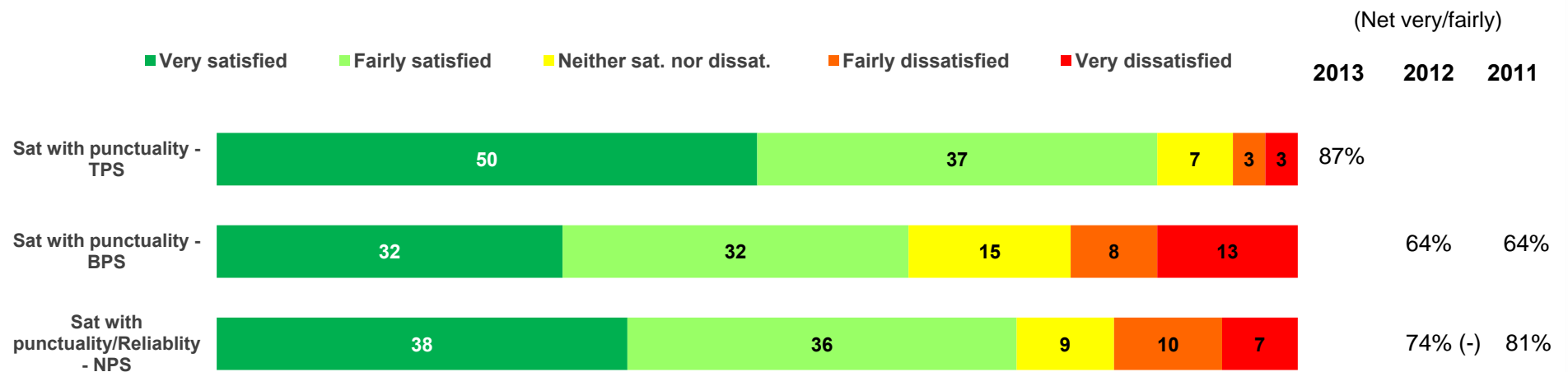
## Centro/West Midlands



Q. How satisfied were you with the value for money of your journey?

# Satisfaction with tram/bus/train punctuality/running on time

## Centro/West Midlands



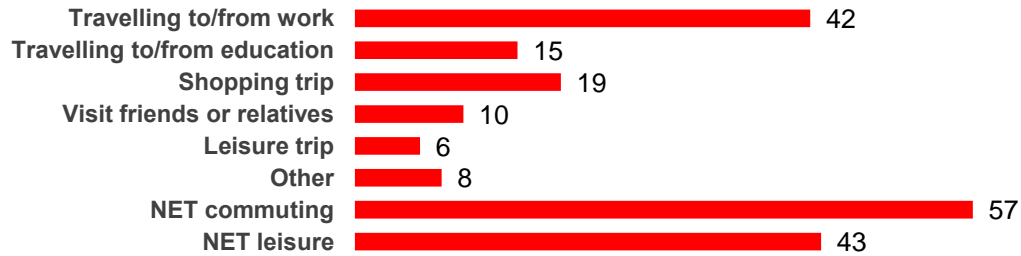
Q. How satisfied were you with tram/bus punctuality/running on time

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

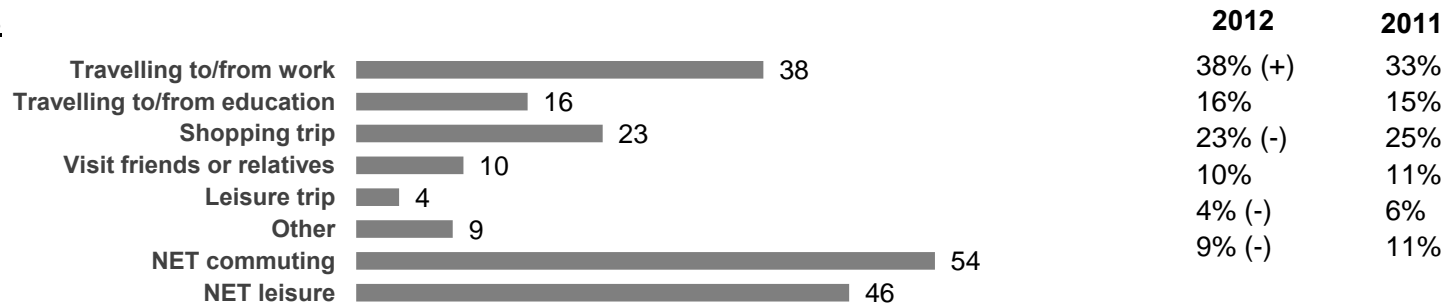
# Journey purpose

## Centro/West Midlands

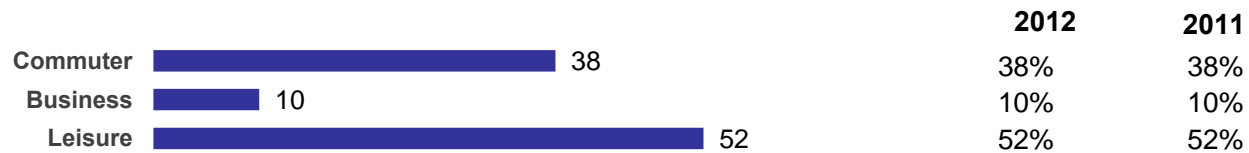
### Tram



### Bus



### Train



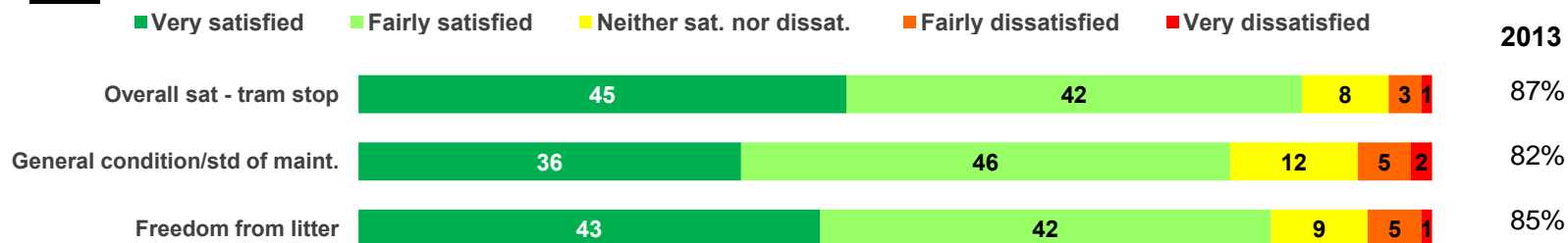
Q. What is the main purpose of your tram/bus/train journey today?

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

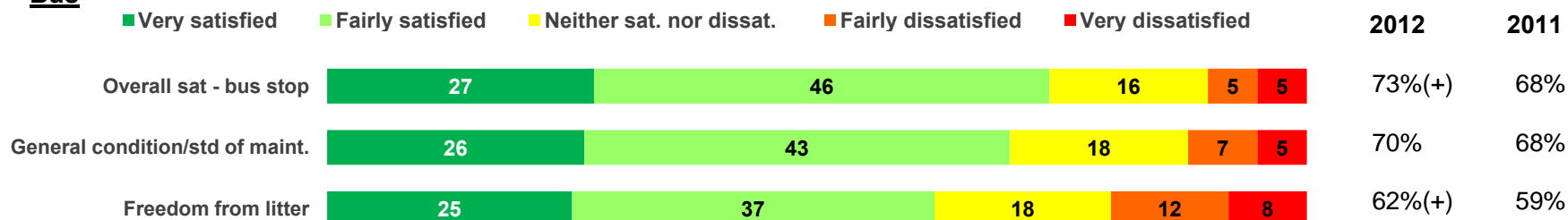
## Centro/West Midlands

### Tram

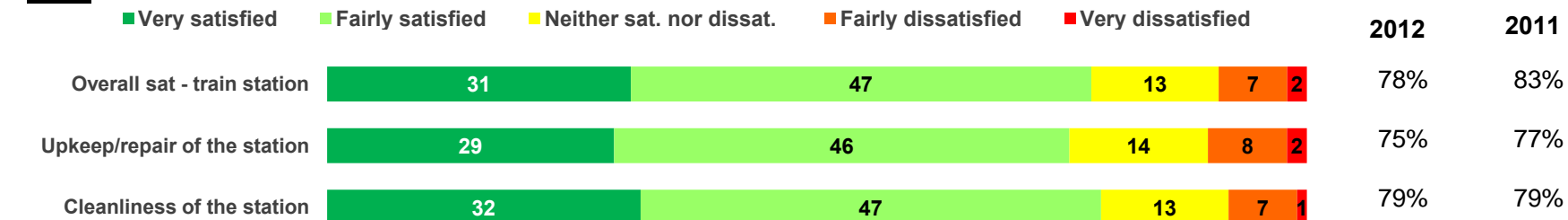
(Net very/fairly)



### Bus



### Train

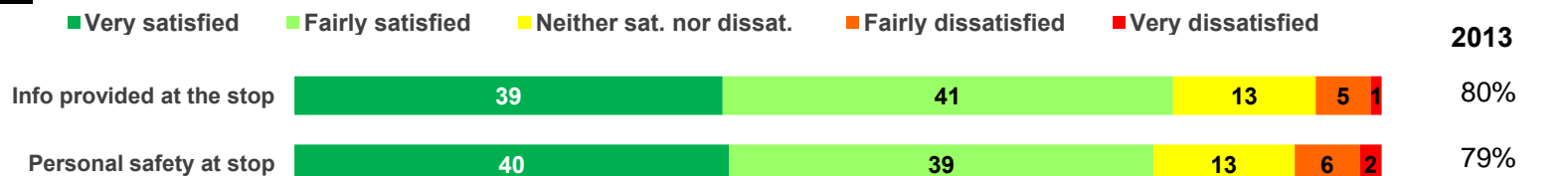


Q. Thinking about the tram/bus/train stop/station itself, how satisfied were you with the following: & Q. Overall, how satisfied were you with the bus/tram/train stop/station?

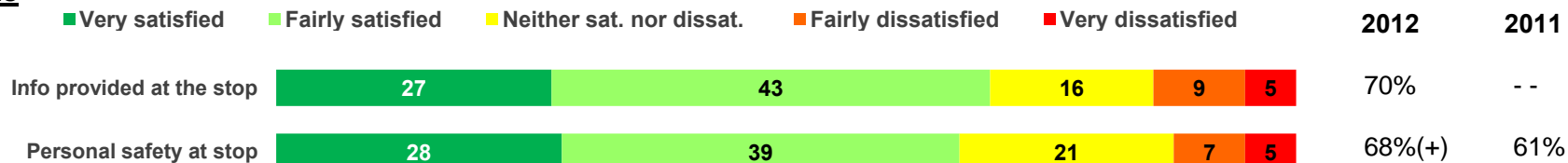
# Satisfaction – with the tram/bus/train stop/station (2)

## Centro/West Midlands

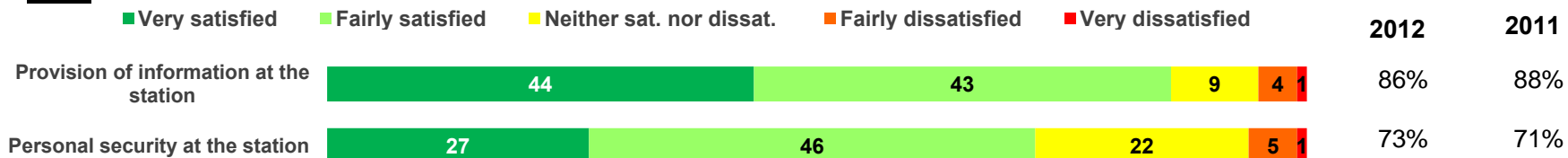
### Tram



### Bus



### Train



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

# Satisfaction – with tram/bus/train departure and on board staff

## Centro/West Midlands

(Net very/fairly)

### Tram

■ Very satisfied ■ Fairly satisfied ■ Neither sat. nor dissat. ■ Fairly dissatisfied ■ Very dissatisfied

2013

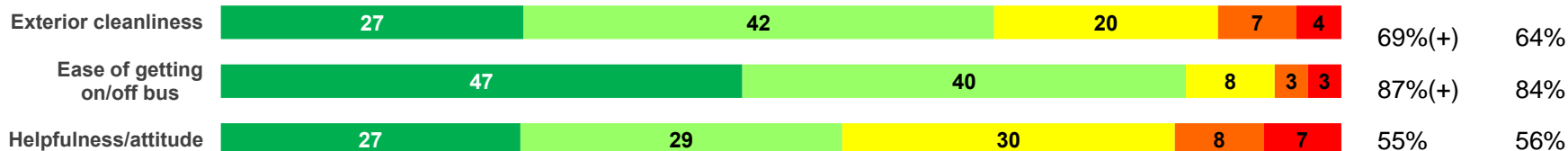


### Bus

■ Very satisfied ■ Fairly satisfied ■ Neither sat. nor dissat. ■ Fairly dissatisfied ■ Very dissatisfied

2012

2011

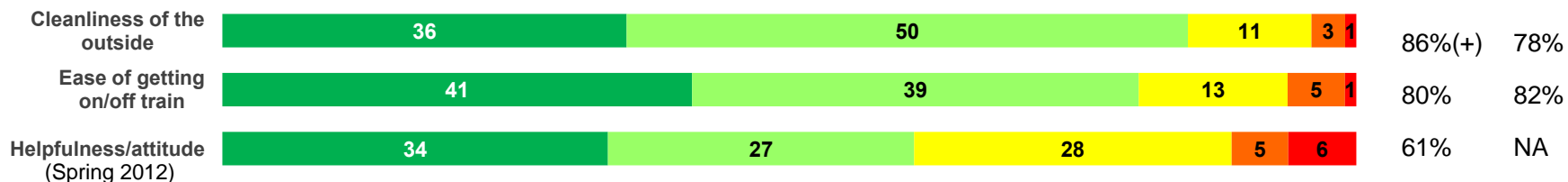


### Train

■ Very good ■ Fairly good ■ Neither good nor poor ■ Fairly poor ■ Very poor

2012

2011

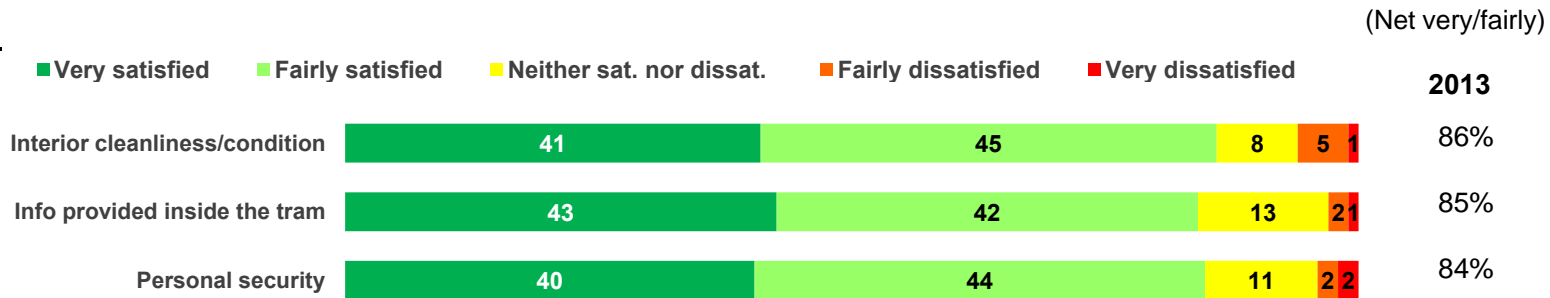


Q. Thinking about when the tram/bus arrived, please indicate how satisfied you were with the following:  
Q. How would you rate the train you boarded in terms of:

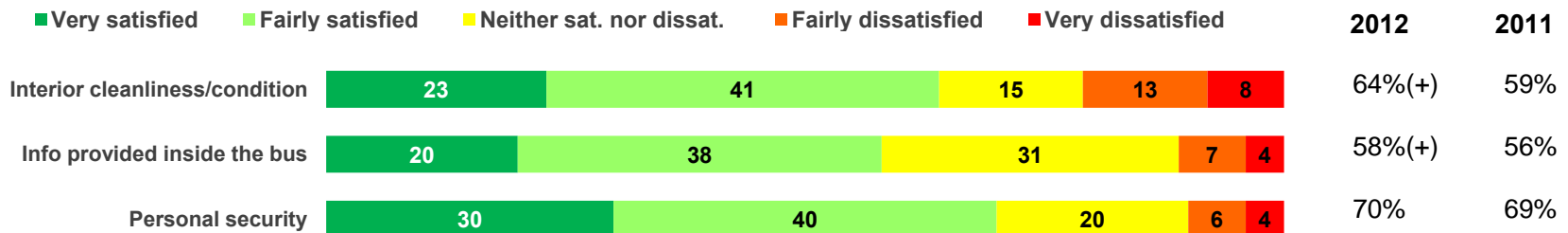
# Satisfaction – on the tram/bus/train (1)

## Centro/West Midlands

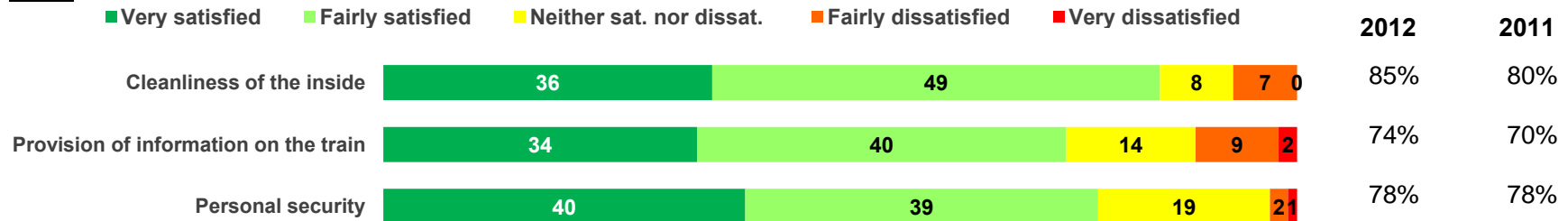
### Tram



### Bus



### Train



Q. Thinking about whilst you were on the tram/bus, please indicate how satisfied you were with the following:  
 Q. How would you rate the train you boarded in terms of:



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

## Centro/West Midlands

### Tram

(Net very/fairly)

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

2013

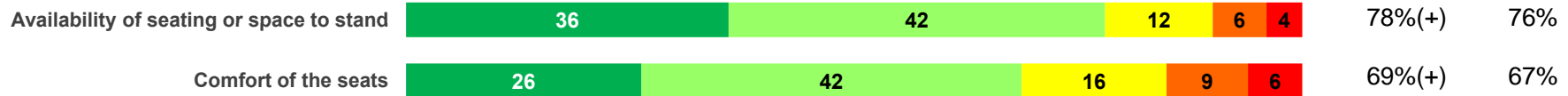


### Bus

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

2012

2011

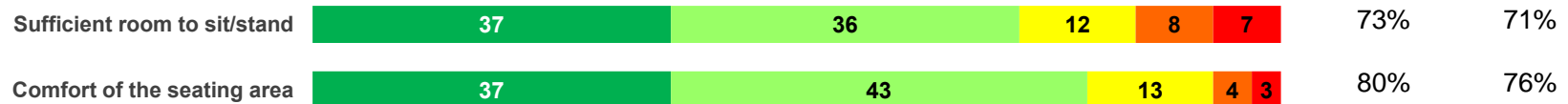


### Train

■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither sat. nor dissat.  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

2012

2011



Q. Thinking about whilst you were on the tram/bus, please indicate how satisfied you were with the following:  
 Q. How would you rate the train you boarded in terms of:



Appendix

# QUESTIONNAIRE

# Questionnaire (1/4)



## Tram Passenger Survey

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)

<b>A free pass or free journey</b>		<b>Period Tickets</b>	
Elderly person's pass.....	<input type="checkbox"/>	<b>Tram only (Metro Card)</b>	
Disabled person's pass.....	<input type="checkbox"/>	1 day .....	<input type="checkbox"/>
Complimentary/free ticket.....	<input type="checkbox"/>	1 week.....	<input type="checkbox"/>
		4 weeks/1 month.....	<input type="checkbox"/>
		1 year .....	<input type="checkbox"/>
<b>Single/return tickets</b>		<b>Tram + other mode of transport</b>	
Standard single ticket.....	<input type="checkbox"/>	<b>(e.g. plus train/bus - n-network/n-bus)</b>	
Standard return ticket.....	<input type="checkbox"/>	1 day .....	<input type="checkbox"/>
<b>Other ticket</b>		1 week.....	<input type="checkbox"/>
Park and Ride.....	<input type="checkbox"/>	4 weeks/1 month.....	<input type="checkbox"/>
Other.....	<input type="checkbox"/>	1 year .....	<input type="checkbox"/>

Q4. How did you buy that ticket or pass?

From the conductor today.....	<input type="checkbox"/>	Rail/bus company .....	<input type="checkbox"/>
From a conductor before today.....	<input type="checkbox"/>	From a local shop or post office .....	<input type="checkbox"/>
Direct from the Tram company		You had a free pass .....	<input type="checkbox"/>
(website/phone).....	<input type="checkbox"/>	Direct debit through work/college .....	<input type="checkbox"/>
At the Tram stop .....	<input type="checkbox"/>	Other .....	<input type="checkbox"/>
Travel Shop.....	<input type="checkbox"/>		

Q5. In what format was your ticket?

A standard paper ticket/pass.....	<input type="checkbox"/>	A ticket sent to your mobile phone which	
A photo card ticket/pass		you showed the conductor.....	<input type="checkbox"/>
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		Leisure trip (e.g. day out).....	<input type="checkbox"/>
(e.g. college, school).....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
Shopping trip.....	<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		Tram more comfortable than	
(e.g. parking) .....	<input type="checkbox"/>	other transport .....	<input type="checkbox"/>
Didn't have the option of travelling		Prefer Tram to walking/cycling.....	<input type="checkbox"/>
by another means .....	<input type="checkbox"/>	Other (please specify)	
		.....	<input type="checkbox"/>

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

Dry.....	<input type="checkbox"/>	Heavy rain.....	<input type="checkbox"/>
Light rain .....	<input type="checkbox"/>	Snow .....	<input type="checkbox"/>

# Questionnaire (2/4)

**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.....	<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"/>

**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 .....	<input type="checkbox"/>	Just knew the times .....	<input type="checkbox"/>
From the timetable at the stop.....	<input type="checkbox"/>	Knew through other means.....	<input type="checkbox"/>
From the electronic display at the stop.....	<input type="checkbox"/>	Did not know when the Tram was meant to arrive .....	<input type="checkbox"/>
Looked on the Internet .....	<input type="checkbox"/>		
Knew the Trams ran frequently on this route .....	<input type="checkbox"/>		

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

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

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

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

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

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

**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"/>

# Questionnaire (3/4)

**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"/>	_____ <input type="checkbox"/>
Poor weather conditions..... <input type="checkbox"/>	Don't know ..... <input type="checkbox"/>
The Tram waiting too long at stops ..... <input type="checkbox"/>	

**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"/>

# Questionnaire (4/4)

**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)

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

Name:

Telephone number:

Email address:

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

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



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



This survey is being undertaken for Passenger Focus by BDRCC Continental, an independent market research agency who adhere to the Market Research Society's Code of Conduct. You were handed the questionnaire by an interviewer working for Perspective Research Services, a part of BDRCC Continental. If you have any concerns about the bona fides of the survey itself, you can contact the Market Research Society on 0500 39 69 99 or [www.mrs.org.uk](http://www.mrs.org.uk) who will verify BDRCC Continental Limited's status as a legitimate market research organisation. You may also contact Colin Shaddick at BDRCC Continental on 0207 490 9103.



# Tram Passenger Survey (TPS) - West Midlands (Centro) pilot

**June 2013**

Contact: Keith Bailey, Research Team, Passenger Focus  
Fleetbank House, 2-6 Salisbury Square, London, EC4Y 8JX  
Tel: 0300 123 0822 Email: [keith.bailey@passengerfocus.org.uk](mailto:keith.bailey@passengerfocus.org.uk)