



Tram Passenger Survey

Autumn 2013 Report

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Colin Foxall CBE

Foreword

The Tram Passenger Survey (TPS) is the first carried out by Passenger Focus. It enables everyone interested to compare and benchmark what passengers think about their tram service.

Ware delighted that Passenger Focus is adding to its family of passenger surveys to include tram.

To provide the best possible tram service to passengers, it is important that we start from an understanding of their satisfaction with that service. This is a model we have tried and tested on rail and more recently on bus. The information in the surveys can be used to make a real and practical difference to the service.

So as part of our new programme of tram passenger satisfaction research we surveyed in five network areas. This involved asking 5,250 passengers about the tram journey they had just made.

It is welcome that overall passenger satisfaction at 90 per cent across the surveyed areas was consistently good, as was passengers' rating of value for money of their journey. However punctuality and crowding remain key issues for tram passengers as does the way that operators handle delays when they occur.

Passenger Focus has already been using this research to make a difference for passengers. Our research and passenger teams have presented the

findings to operators and transport authorities. We are working with them on action plans to address areas of passenger dissatisfaction.

We are grateful for the co-operation of the five networks covered by the survey and, especially to Transport for Greater Manchester (TfGM), Centro (West Midlands) and Blackpool Transport for contributing to the funding thus enabling us to seek the views of more passengers on these networks.

For the first time we can now also compare passenger satisfaction on key dimensions across modes in some areas.

Passenger Focus plans to repeat the TPS in these areas to check on progress.

Colin Foxall CBE
Chairman
Passenger Focus

Key findings

Overall satisfaction

Across all five networks, overall satisfaction for the tram journey was high (90 per cent).

This compares favourably to the same measure on the National Rail Passenger Survey (83 per cent) and the Bus Passenger Survey (88 per cent).

Satisfaction with value for money

Amongst fare paying passengers six in ten (60 per cent) were satisfied with the value for money of their journey.

This compares to 45 per cent for rail passengers and 61 per cent for bus passengers.

When evaluating whether their journey represented value for money, the distance travelled by tram and/or what the cost of making the same journey on other forms of transport would have been, were the main criteria used to make this evaluation.

Passengers' improvement suggestions

Although satisfaction was high, just over four in ten tram passengers (41 per cent) did spontaneously suggest some improvements that could be made to their journey.

These mainly concerned crowding issues which was especially mentioned by passengers on the Midland Metro, Nottingham Express Transit (NET) and Metrolink networks.

Other improvements spontaneously mentioned across the different tram networks were more reliable services/fewer delays, improvements to the interior of the tram (e.g. better temperature control) and cheaper tickets.

Satisfaction with punctuality

82 per cent of tram passengers were satisfied with the punctuality of the tram service, although one in ten (10 per cent) did experience some delay to their journey. This was slightly higher than average for Metrolink (15 per cent) and low in Blackpool (2 per cent).

Other passengers' behaviour

Less than one in ten (7 per cent) were troubled by the behaviour of other passengers on their tram journey.

The rowdy behaviour of others was the most frequently mentioned cause of their concern.



Passenger profiles

The profile of tram passengers was quite young, over a third were aged 16 to 25 years.

This was true for all networks except Blackpool which had an older profile.

Over half (53 per cent) were using the tram to either get to/from work (44 per cent) or school/college (9 per cent).

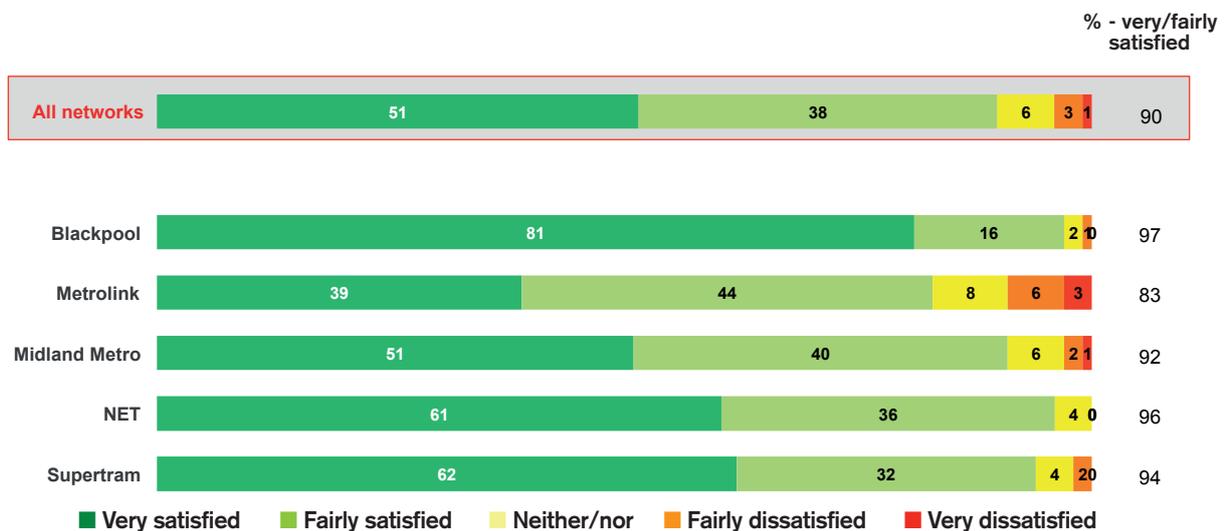
As tram passengers generally had a younger profile, only 15 per cent of all passengers were travelling on an elderly person's (60+) concessionary pass. The respective figure for bus passengers was 23 per cent.

Reasons for choosing the tram

Apart from being the easiest way to one's destination (31 per cent), one in five passengers (20 per cent) chose the tram for being more convenient than the car and 15 per cent because it is quicker than other forms of transport.

Five per cent said the tram is cheaper than the car and three per cent cheaper than other forms of transport.

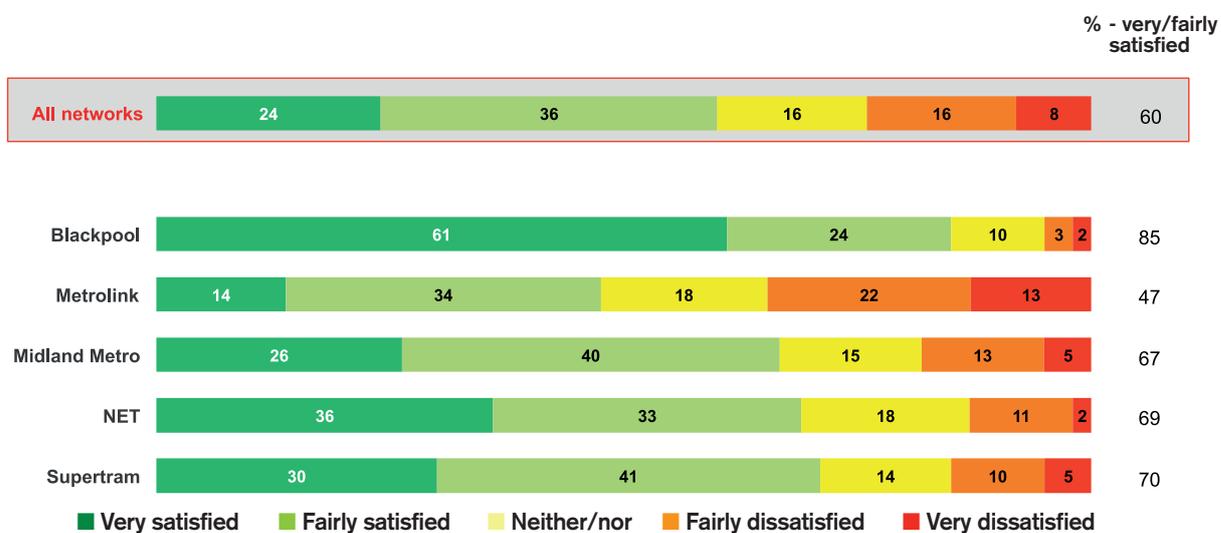
Overall satisfaction with the tram journey (%)



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

Base: (all passengers) 5222 (All), 723 (Blackpool), 2891 (Metrolink), 551 (Midland Metro), 331 (NET), 726 (Supertram)

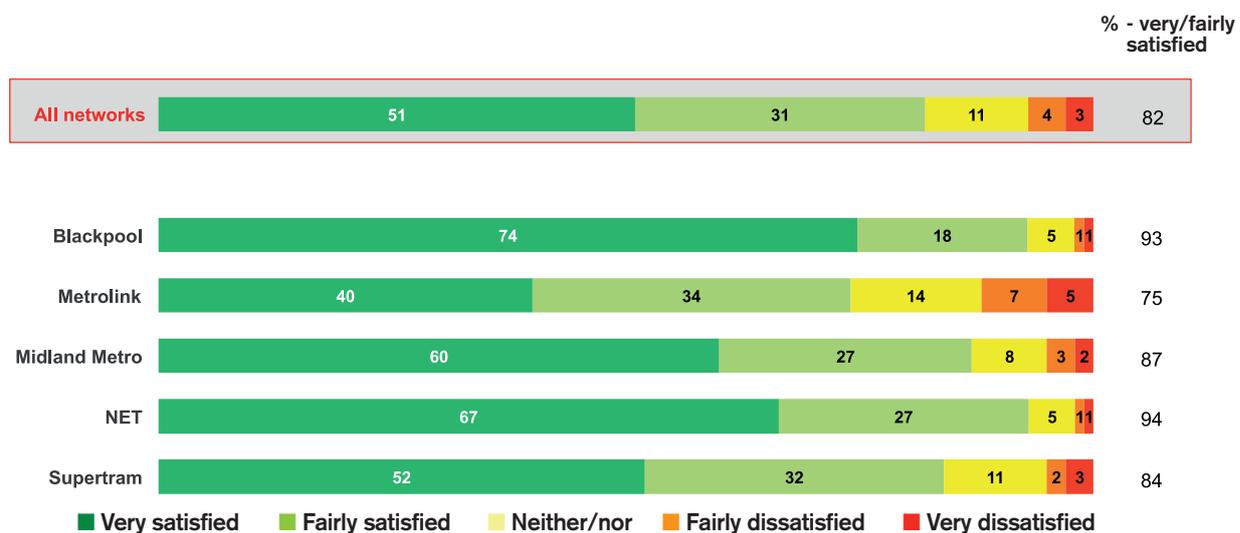
Value for money – fare payers only (%)



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

Base: (all fare paying passengers) 3692 (All), 429 (Blackpool), 2050 (Metrolink), 447 (Midland Metro), 272 (NET), 494 (Supertram)

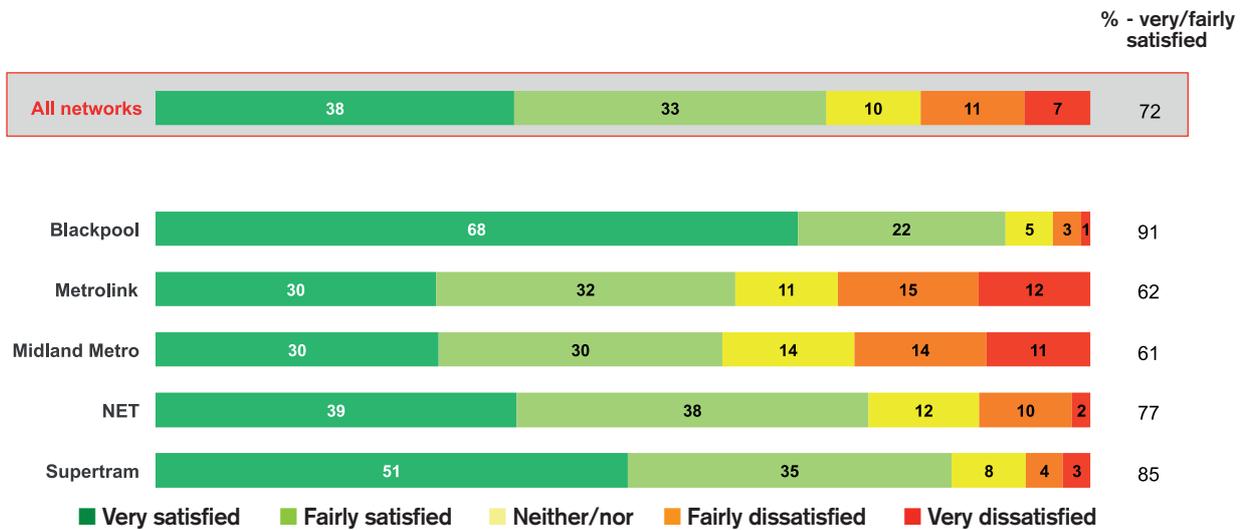
Satisfaction – with the punctuality of the tram (%)



Q How satisfied were you with the punctuality of the tram?

Base: 4922 (All), 680 (Blackpool), 2693 (Metrolink), 541 (Midland Metro), 325 (NET), 683 (Supertram)

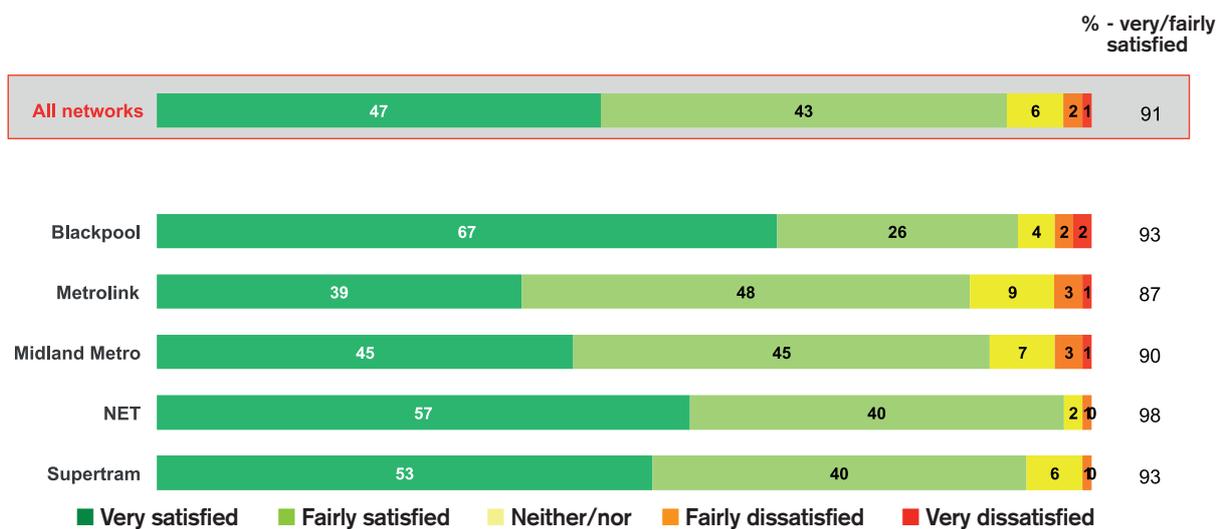
Satisfaction – with availability of seating or space to stand (%)



Q Thinking about whilst you were on the tram, please indicate how satisfied you were with sufficient room for all passengers to sit/stand?

Base: 5172 (All), 706 (Blackpool), 2877 (Metrolink), 542 (Midland Metro), 323 (NET), 724 (Supertram)

Satisfaction – with the tram stop (%)



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

Base: 5158 (All), 701 (Blackpool), 2867 (Metrolink), 542 (Midland Metro), 326 (NET), 722 (Supertram)

Research objective

To measure tram passenger journey satisfaction for the five tram networks within the Passenger Focus remit area in England:

- Blackpool
- Manchester Metrolink
- Midland Metro (Birmingham/Wolverhampton)
- Nottingham Express Transit (NET)
- Sheffield Supertram

A detailed report for each individual tram network is also available on our website

www.passengerfocus.org.uk/research/tram-passenger-survey

Methodology

Fieldwork

Fieldwork: 28 October to 15 December 2013

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

Method: choice of either paper or online self-completion questionnaire

Sample size (total 5,250):

- **Blackpool:** 725 interviews (523 paper and 202 online)
- **Manchester Metrolink:** 2,904 interviews (2,153 paper and 751 online)
- **Midland Metro:** 556 interviews (385 paper and 171 online)
- **Nottingham Express Transit (NET):** 333 interviews (250 paper and 83 online)
- **Sheffield Supertram:** 732 interviews (519 paper and 213 online)

Research agency: BDRC Continental



Data analysis

Base definitions

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

Weighting

This was based on passenger count information collected by the interviewer during each interviewer shift. The weighing matrix used the following weighting cells:

- **Tram network:** (for Manchester Metrolink and Sheffield Supertram this was by line)
- **Age:** 16-25, 26-59, 60+
- **Gender:** male, female
- **Time/day travelled:** weekday peak, weekday off peak and weekend

A rim weight by volume of passengers using each network was also applied. This was sourced from Department for Transport (DfT) data for Blackpool, Midland Metro, NET and Sheffield Supertram. Data for Metrolink was sourced from Transport for Greater Manchester (TfGM) statistics which provided passenger volume data for their six lines.

The full details of the weighting matrix can be found in the TPS Autumn 2013 technical report.

Waiver

Passenger Focus has taken care to ensure that the information contained in the TPS is correct. However, no warranty, express or implied, is given as to its accuracy and Passenger Focus does not accept any liability for error or omission.

Passenger Focus is not responsible for how the information is used, how it is interpreted or what reliance is placed upon it. Passenger Focus does not guarantee that the information contained in TPS is fit for any particular purpose.

Journey satisfaction

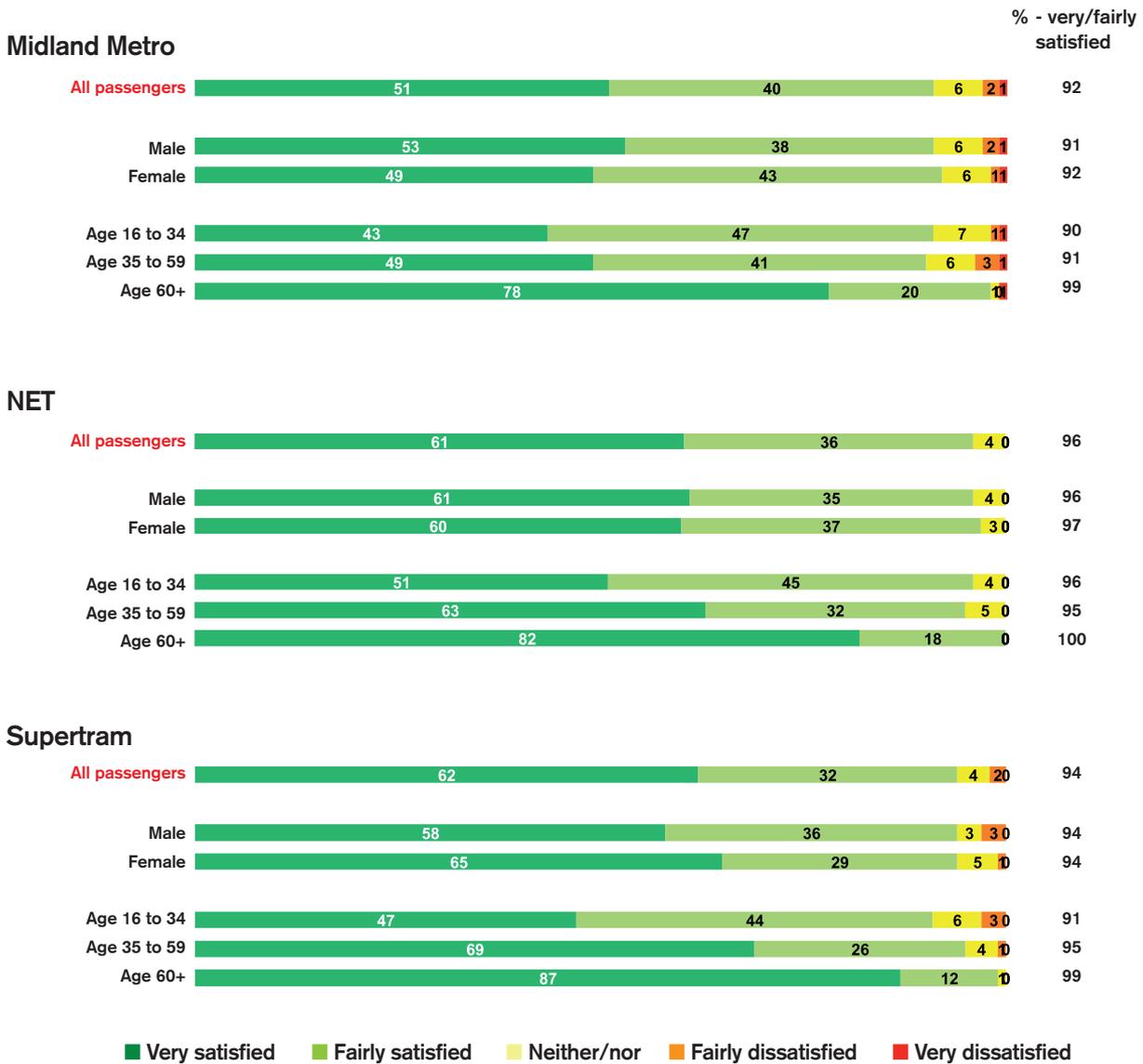
Overall satisfaction – by gender and age (%)



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

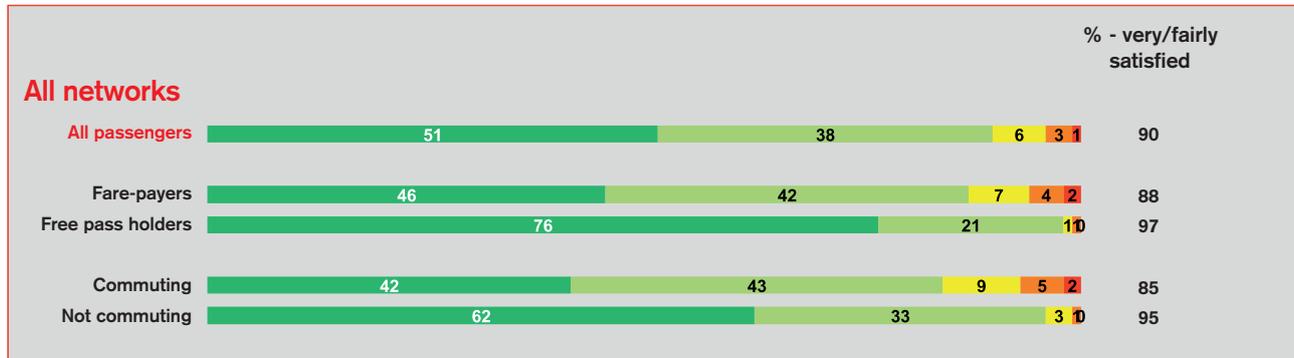
Base: 5222 (All), 723 (Blackpool), 2891 (Metrolink)

...continued

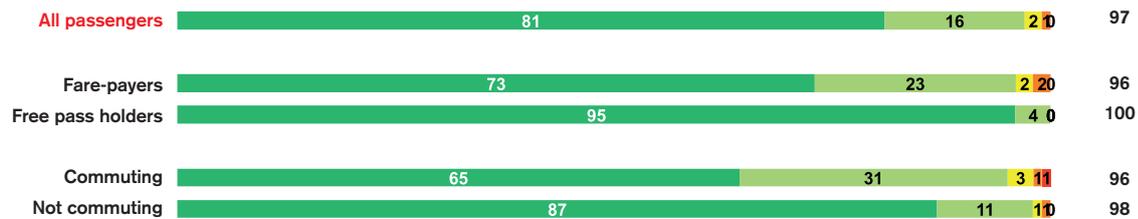


Base: 551 (Midland Metro), 331 (NET), 726 (Supertram)

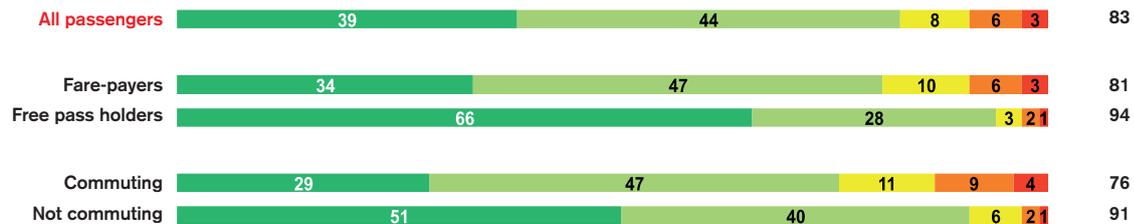
Overall satisfaction – by passenger type (%)



Blackpool



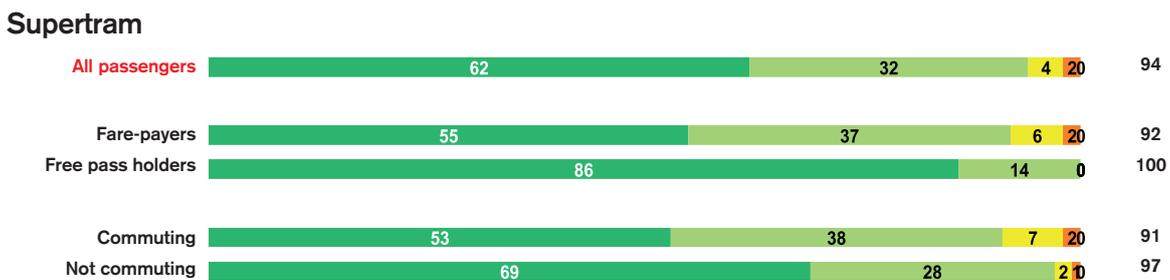
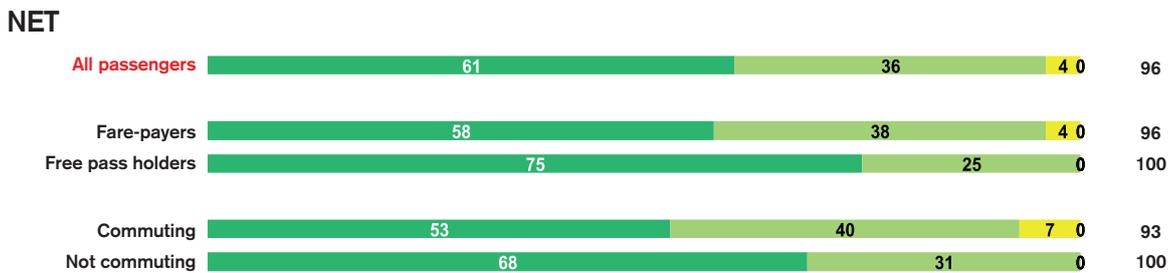
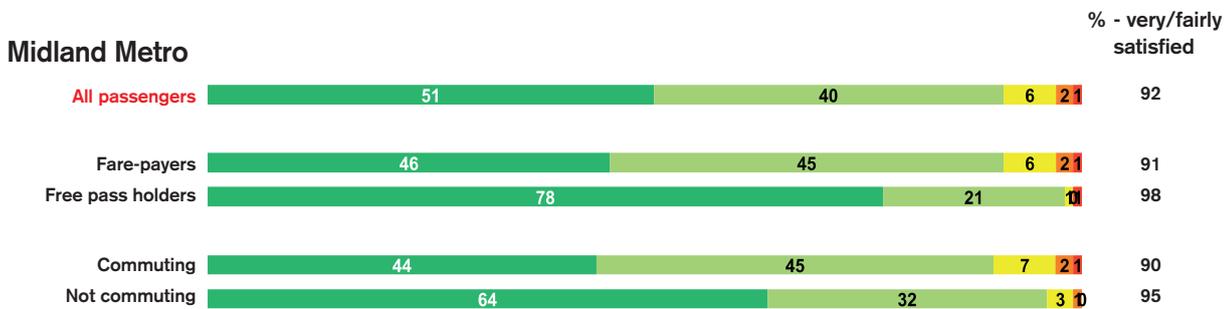
Metrolink



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

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

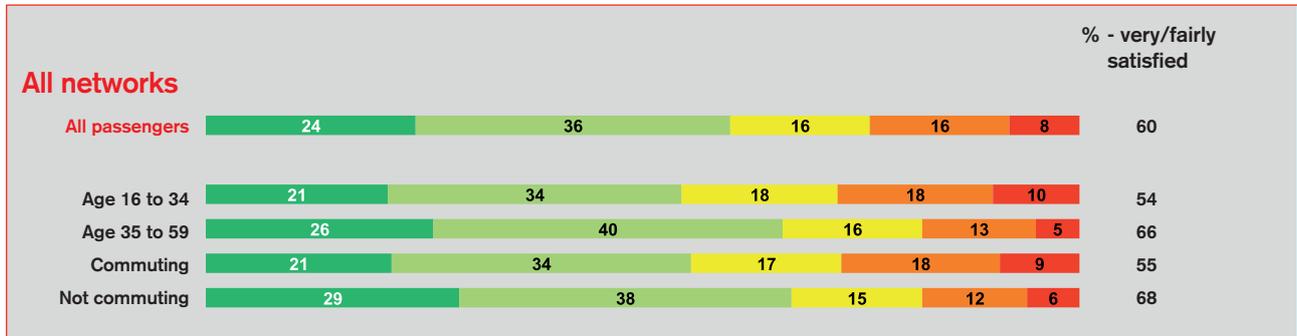
Base: 5222 (All), 723 (Blackpool), 2891 (Metrolink)



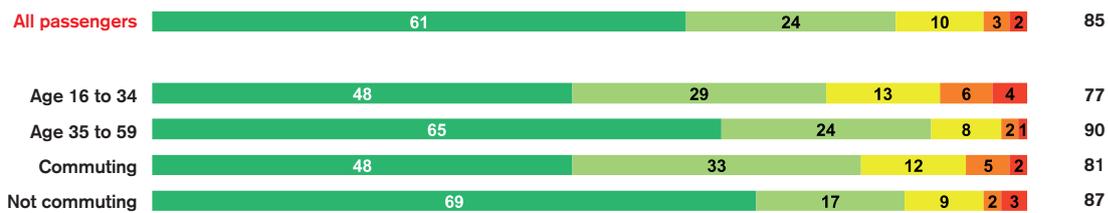
■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Base: 551 (Midland Metro), 331 (NET), 726 (Supertram)

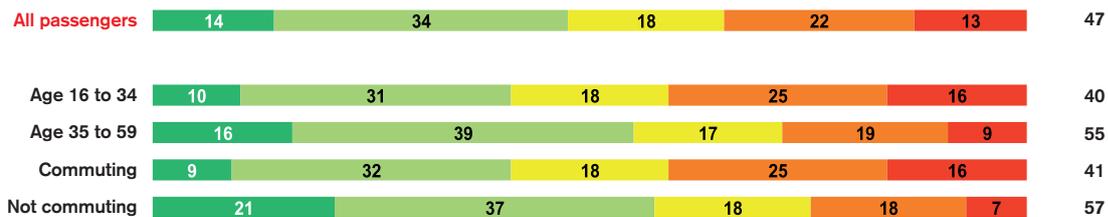
Value for money – fare-payers only (%)



Blackpool



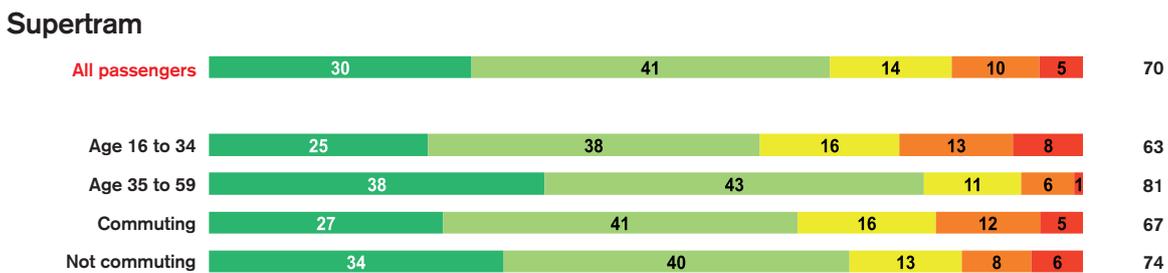
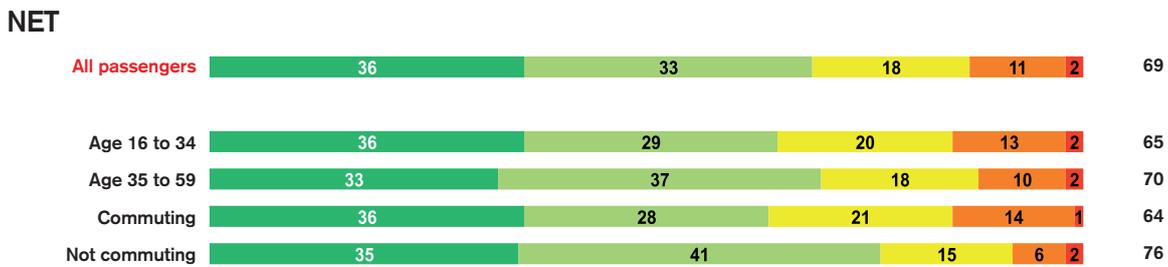
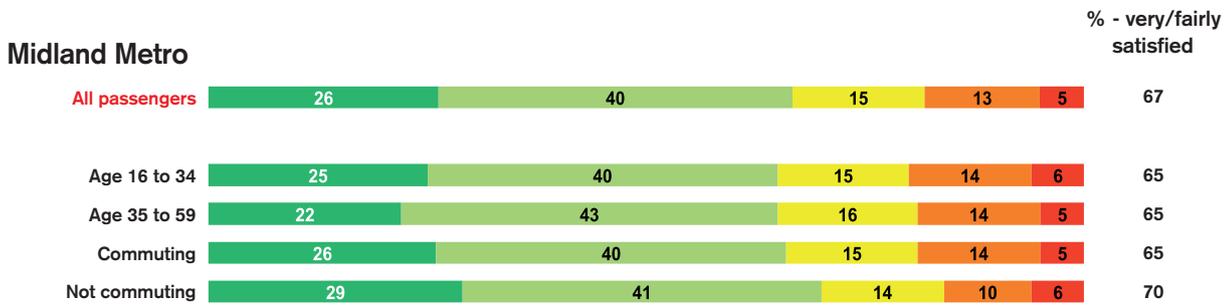
Metrolink



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

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

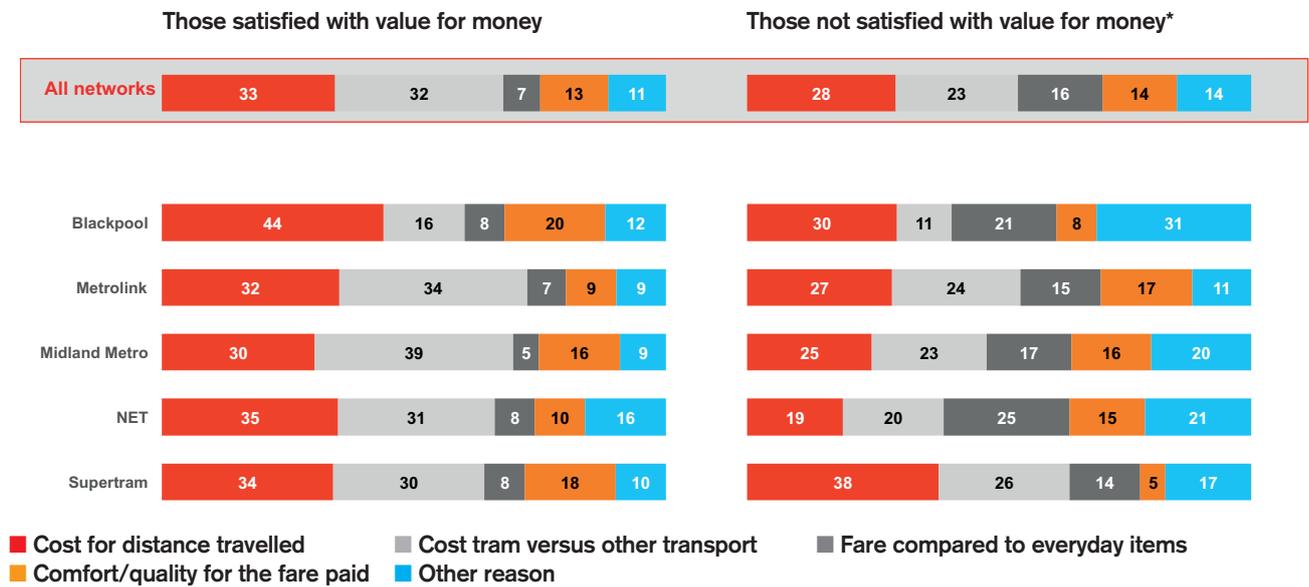
Base: (all fare paying passengers) 3692 (All), 429 (Blackpool), 2050 (Metrolink)



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

Base: 447 (Midland Metro), 272 (NET), 494 (Supertram)

What influenced value for money rating (%)

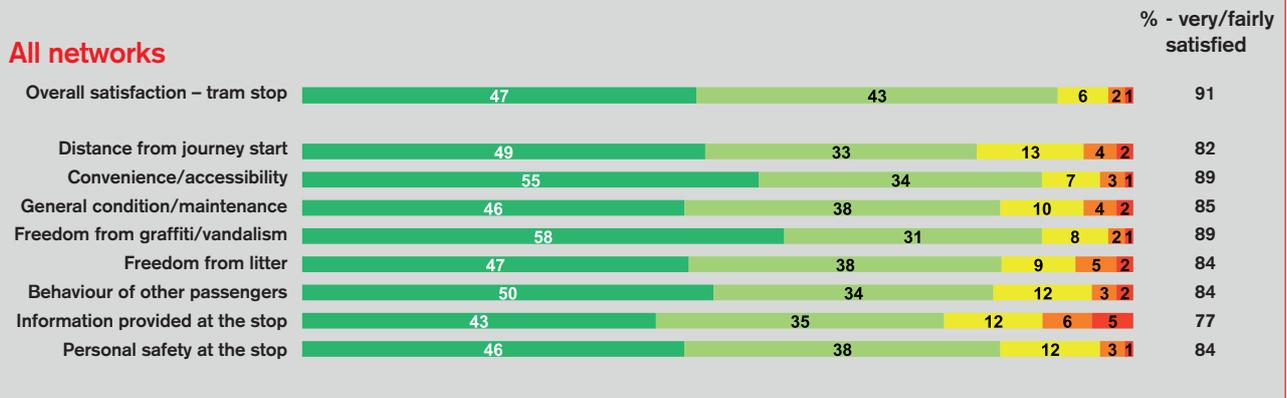


Q What had the biggest influence on the 'value for money' rating you gave in the previous question?

Base (all fare paying passengers) 3651 (All), 415 (Blackpool), 2031 (Metrolink), 443 (Midland Metro), 267 (NET), 495 (Supertram)
 *Those not satisfied with value for money includes respondents answering 'Neither satisfied nor dissatisfied'



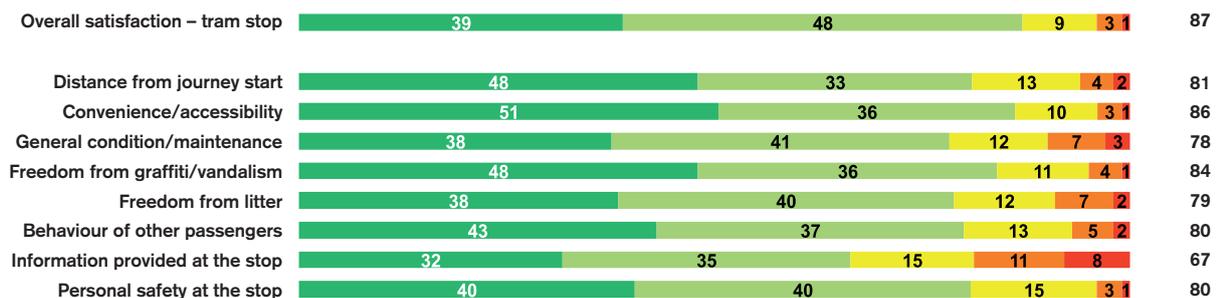
Satisfaction – with the tram stop (%)



Blackpool



Metrolink

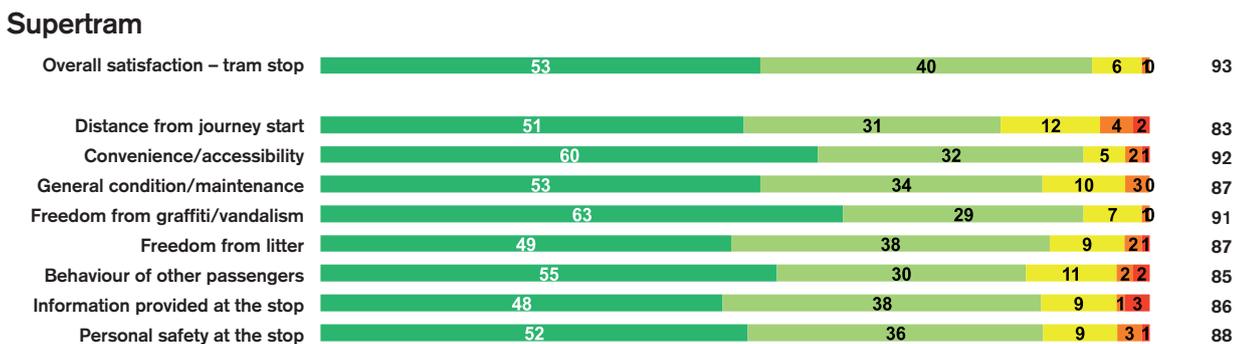
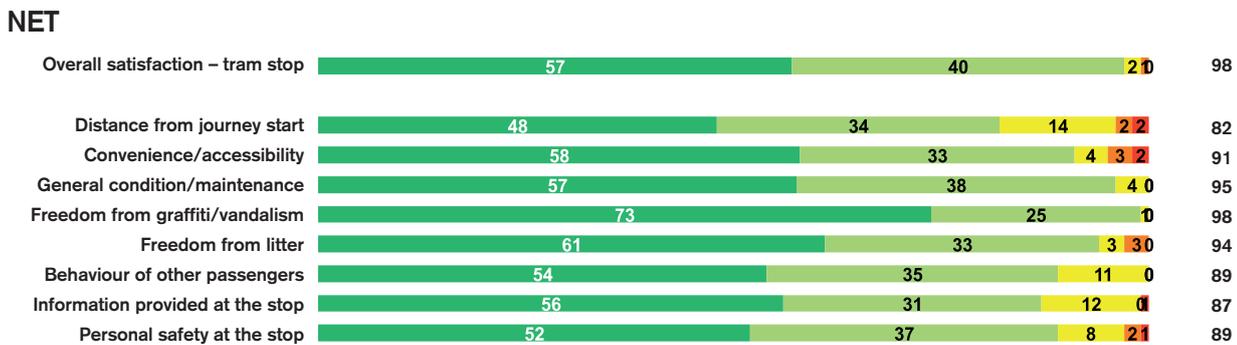
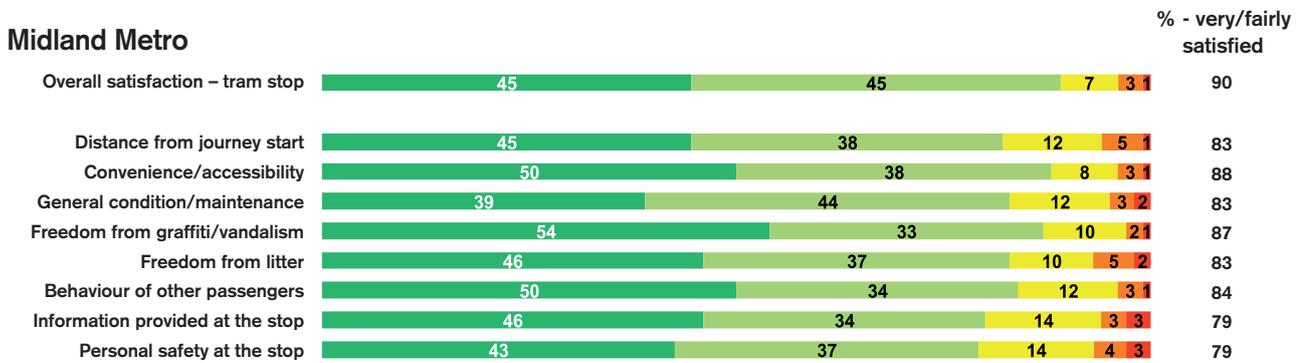


■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

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

Base: 5158 (All), 701 (Blackpool), 2867 (Metrolink)

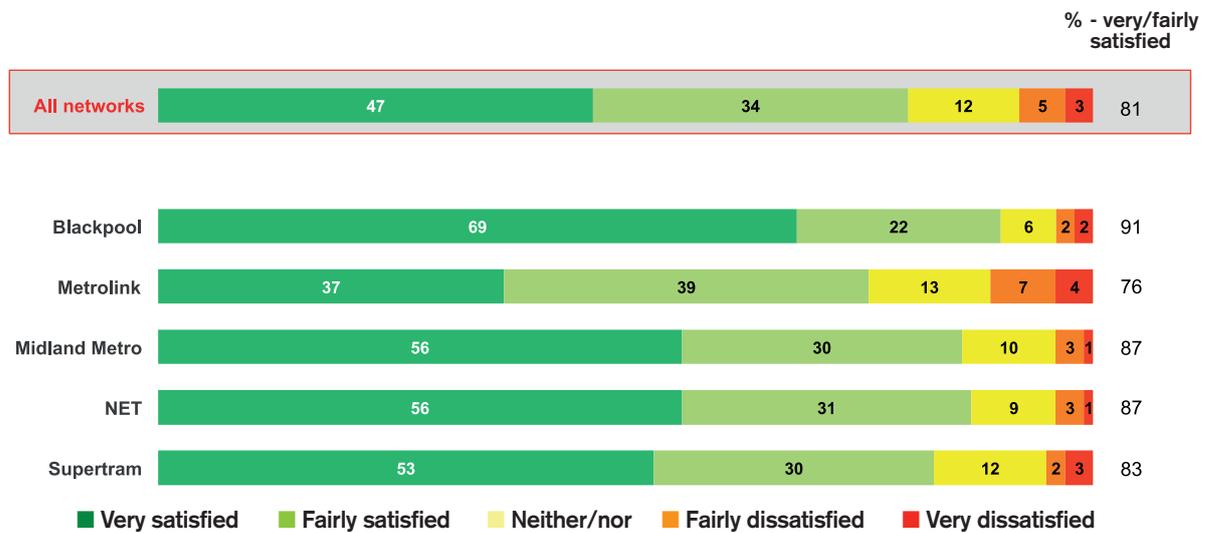
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■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Base: 542 (Midland Metro), 326 (NET), 722 (Supertram)

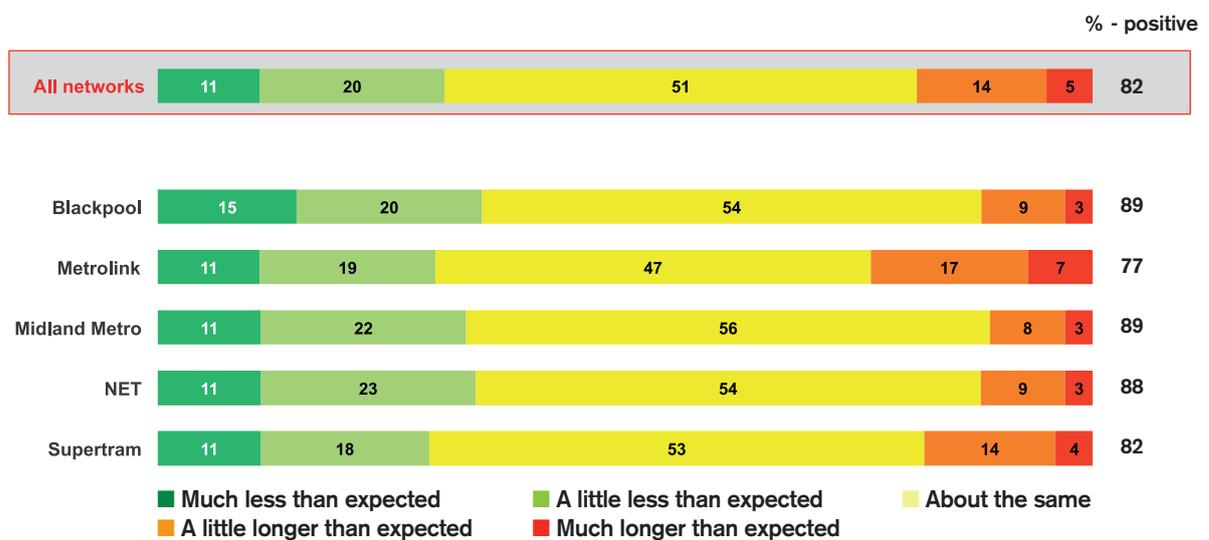
Satisfaction – with waiting time (%)



Q How satisfied were you with the length of time you had to wait for the tram?

Base: 5170 (All), 714 (Blackpool), 2856 (Metrolink), 550 (Midland Metro), 329 (NET), 721 (Supertram)

How actual waiting time compared to expected (%)



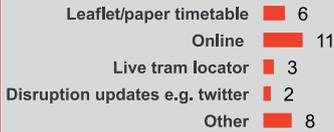
Q Thinking about the time you waited for the tram today, was it “...” than expected?

Base: 5177 (All), 715 (Blackpool), 2864 (Metrolink), 547 (Midland Metro), 325 (NET), 726 (Supertram)

How passengers checked tram times (%)

All networks

Before leaving



At tram stop

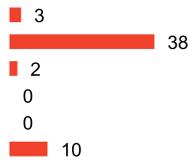
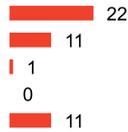


Did not check 33

Main reasons for not checking times

Knew they ran frequently	78%
Already knew times	15%
Knew through other means	0
Could not find the information	4%
Didn't have time	5%

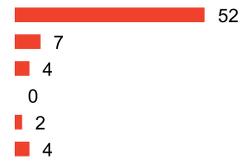
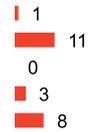
Blackpool



Did not check 30

Knew they ran frequently	73%
Already knew times	12%
Knew through other means	1%
Could not find the information	2%
Didn't have time	4%

Metrolink

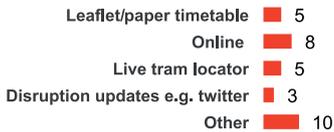


Did not check 33

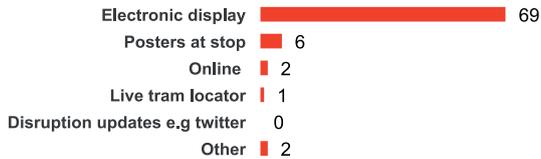
Knew they ran frequently	73%
Already knew times	10%
Knew through other means	0
Could not find the information	8%
Didn't have time	7%

Midland Metro

Before leaving



At tram stop

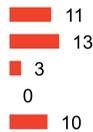


Did not check 19

Main reasons for not checking times

Knew they ran frequently	74%
Already knew times	21%
Knew through other means	0
Could not find the information	1%
Didn't have time	4%

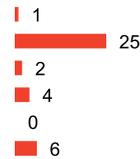
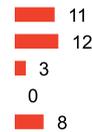
NET



Did not check 15

Knew they ran frequently	88%
Already knew times	12%
Knew through other means	0
Could not find the information	0
Didn't have time	12%

Supertram



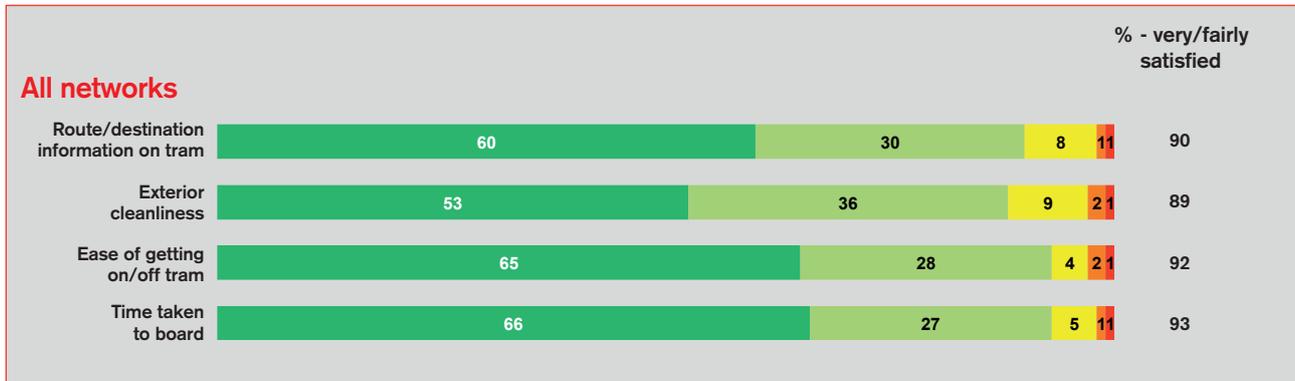
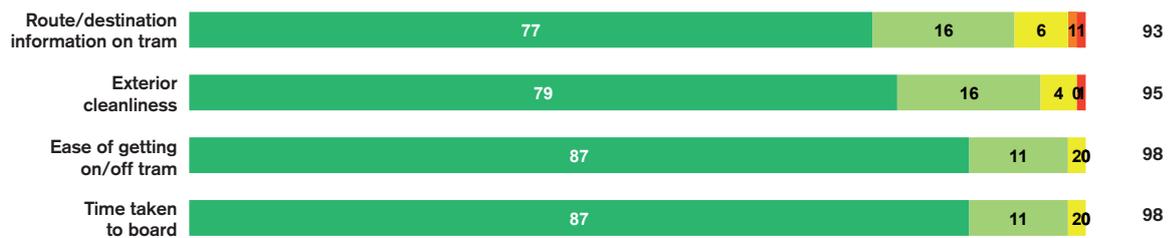
Did not check 51

Knew they ran frequently	81%
Already knew times	18%
Knew through other means	0
Could not find the information	2%
Didn't have time	3%

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

Base: 5129 (All), 704 (Blackpool), 2829 (Metrolink), 546 (Midland Metro) 327 (NET), 723 (Supertram)

Satisfaction – with start of journey (%)

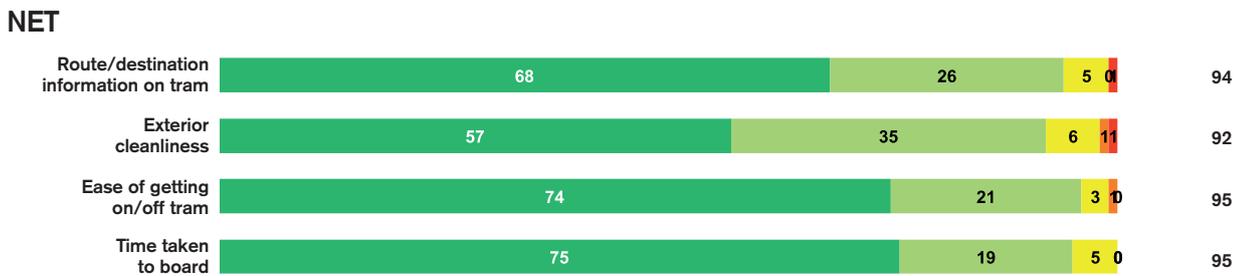
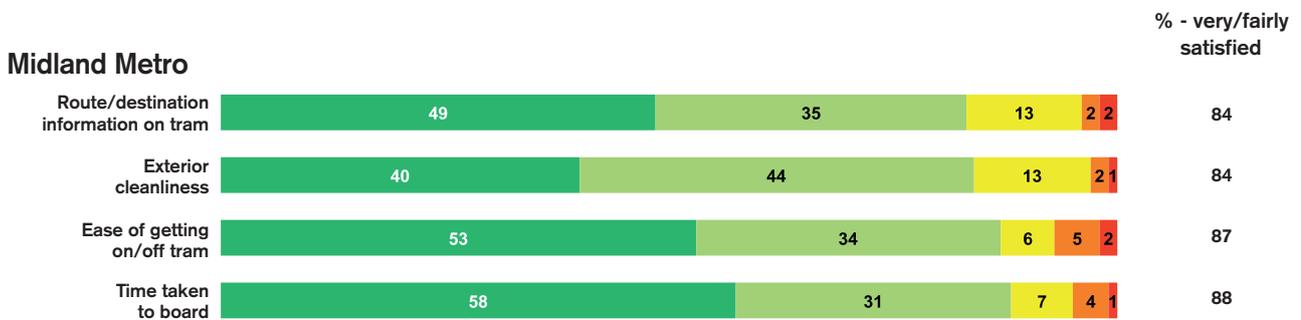
**Blackpool****Metrolink**

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

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

Base: 5195 (All), 719 (Blackpool), 2874 (Metrolink)

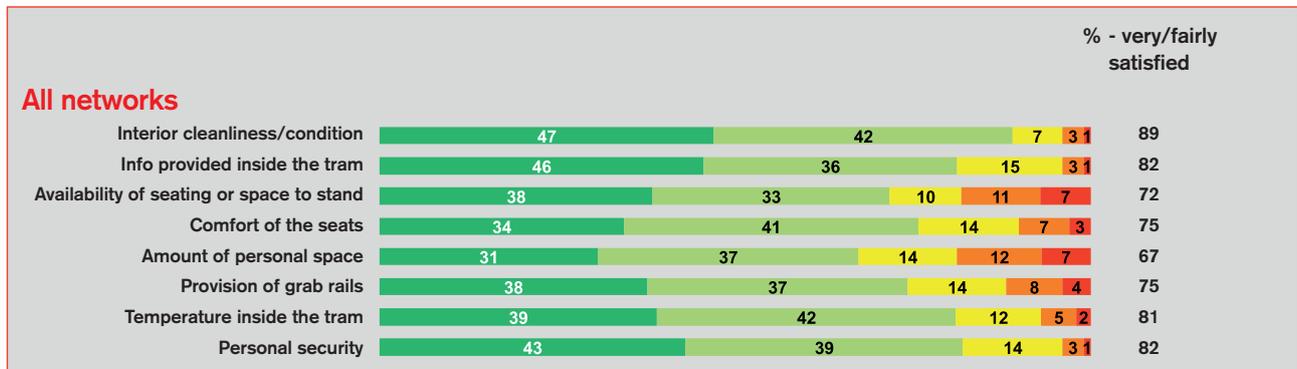
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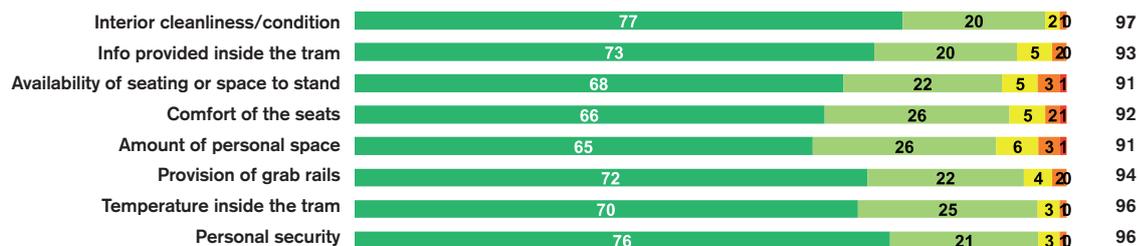
■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Base: 549 (Midland Metro), 325 (NET), 728 (Supertram)

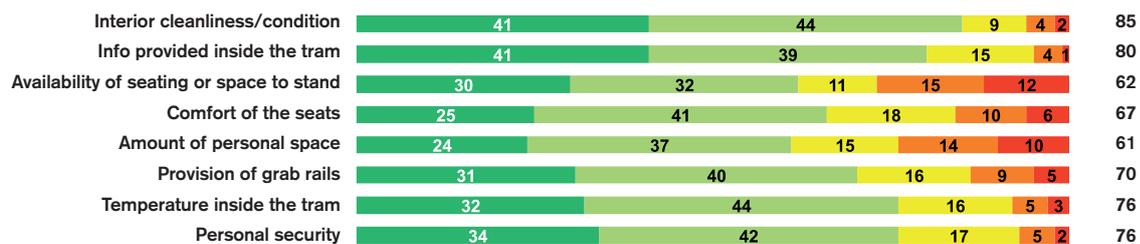
Satisfaction – on the tram (%)



Blackpool



Metrolink

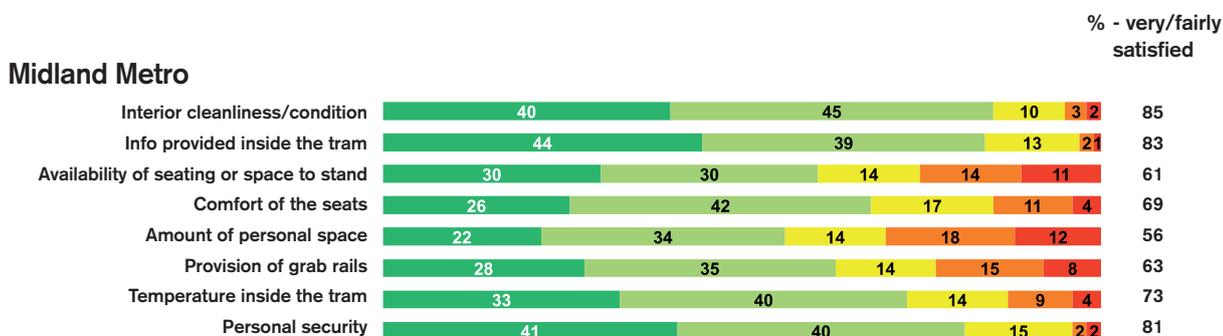


■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

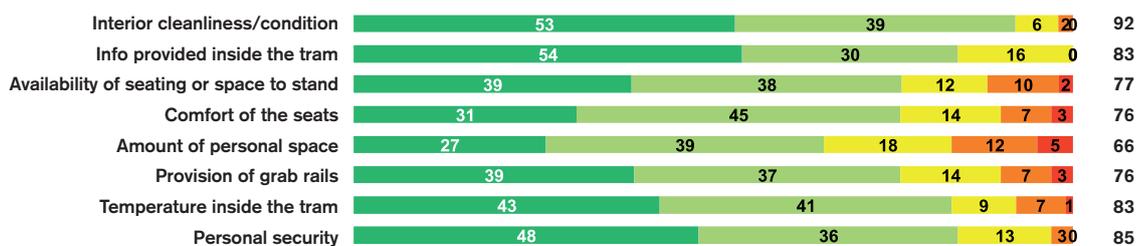
Q Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:

Base: 5196 (All), 718 (Blackpool), 2877 (Metrolink)

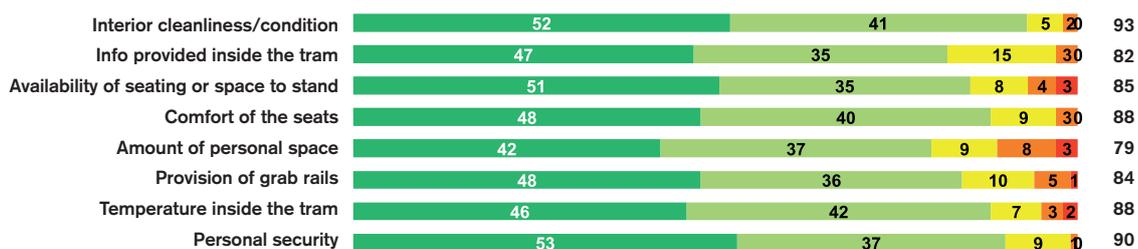
...continued



NET



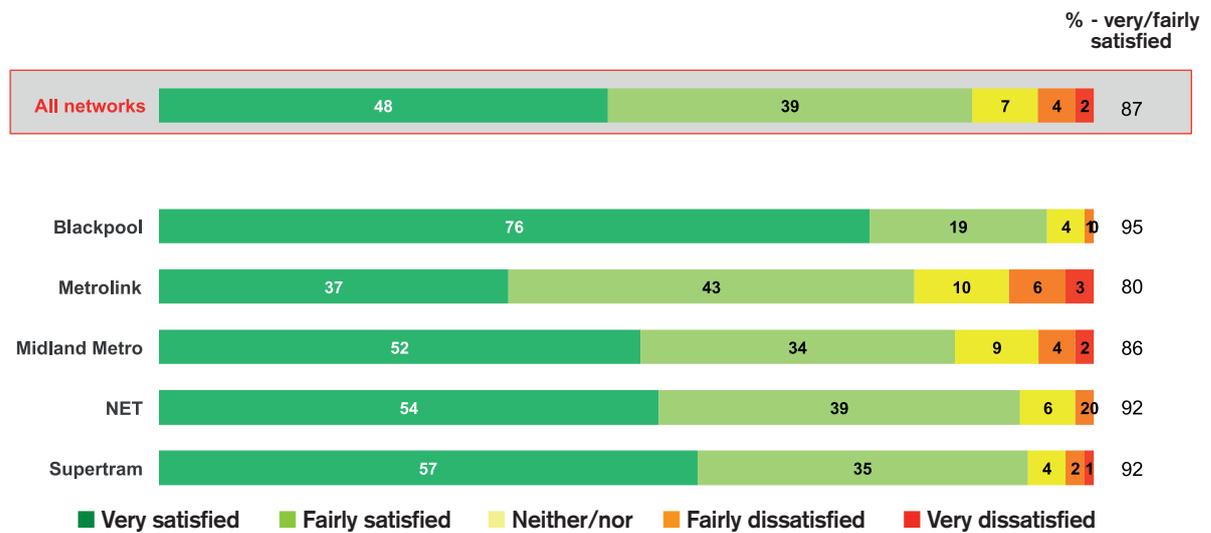
Supertram



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

Base: 551 (Midland Metro), 327 (NET), 726 (Supertram)

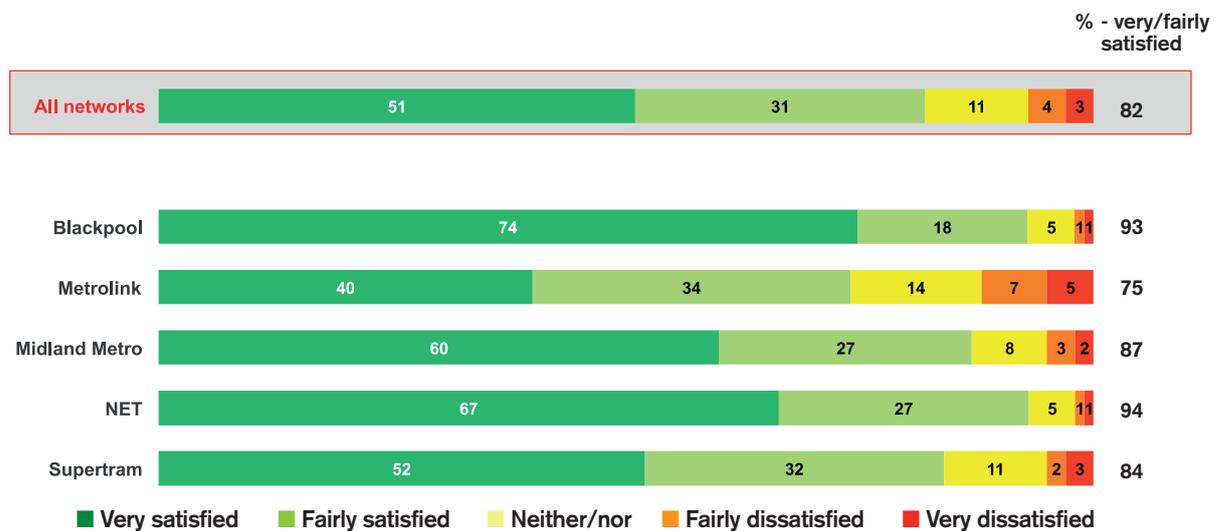
Satisfaction – with on-tram journey time (%)



Q How satisfied were you with the amount of time the journey took?

Base: 5193 (All), 716 (Blackpool), 2877 (Metrolink), 550 (Midland Metro), 324 (NET), 726 (Supertram)

Satisfaction – with punctuality of the tram (%)



Q How satisfied were you with the punctuality of the tram?

Base: 4922 (All), 680 (Blackpool), 2693 (Metrolink), 541 (Midland Metro), 325 (NET), 683 (Supertram)

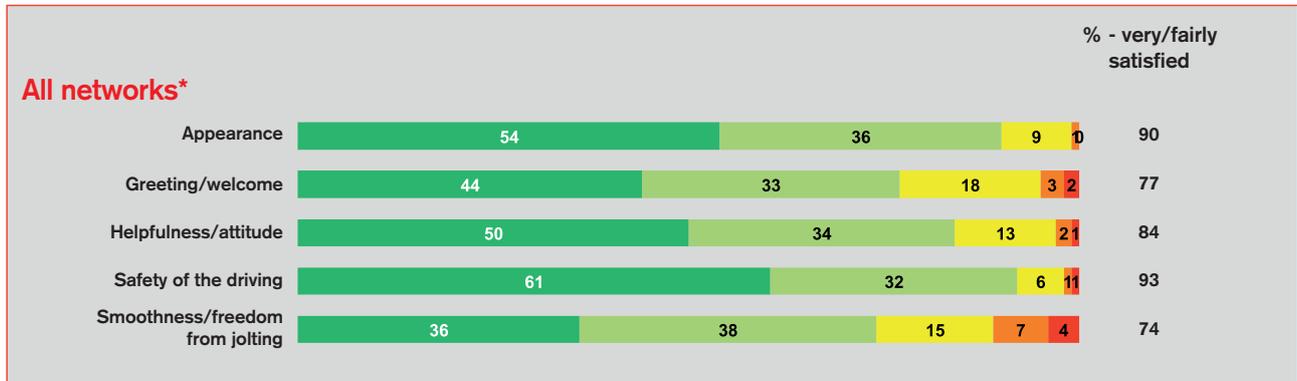
Availability of information inside the tram (%)



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

Base: 2284 (All), 702 (Blackpool), 542 (Midland Metro) 328 (NET), 712 (Supertram)

Satisfaction – with tram staff (%)



Blackpool



Metrolink

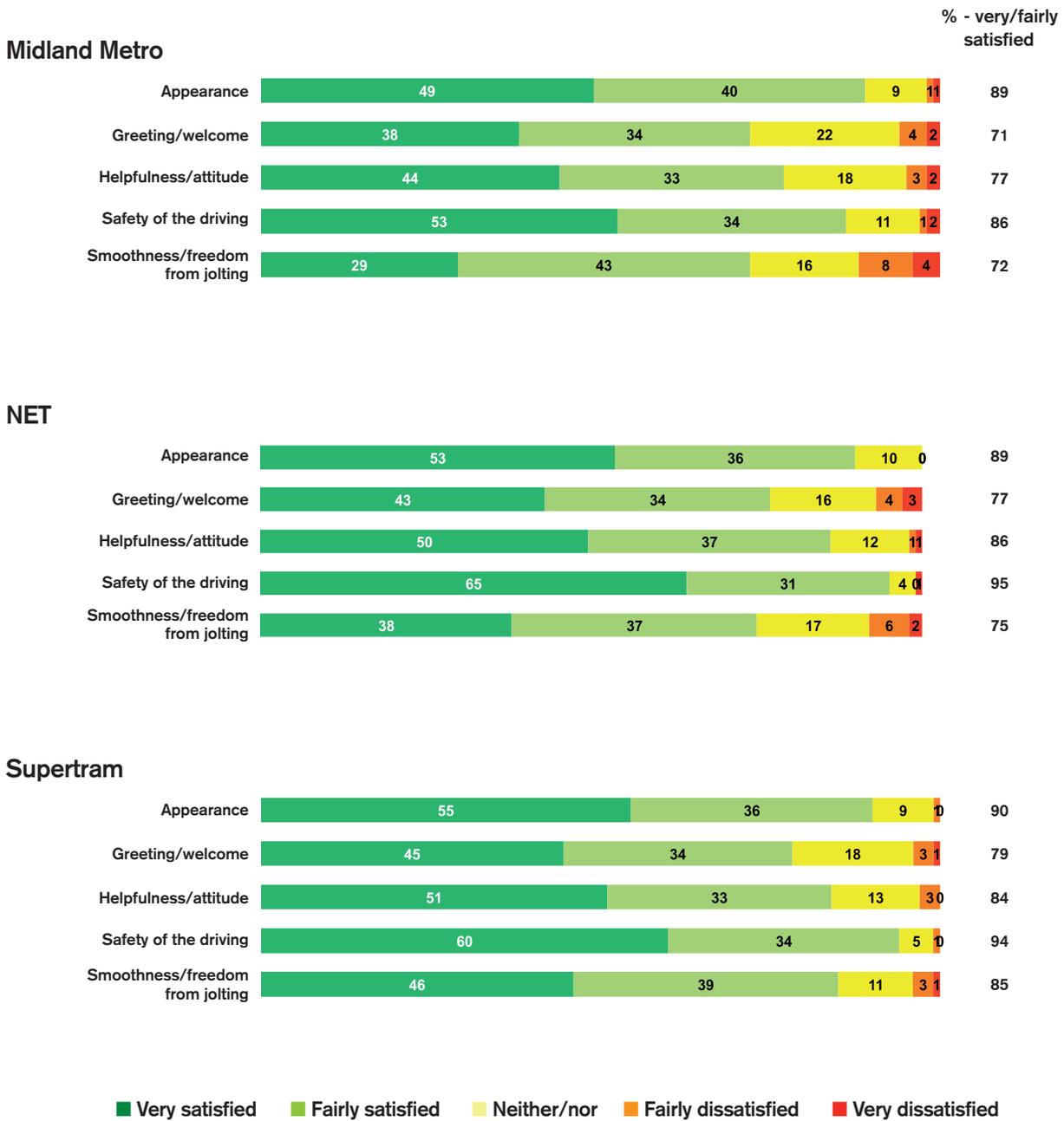
*Question not asked for Metrolink

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

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

Base: 5174 (All), 720 (Blackpool)

...continued



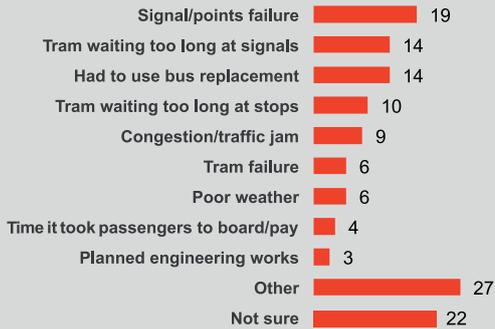
Base: 548 (Midland Metro), 330 (NET), 724 (Supertram)



Experience of delays (%)

All networks

- 10% of tram passengers experienced delay. Typical length of the delay was 9 minutes
- 95% were able to board the first tram they wanted to travel on



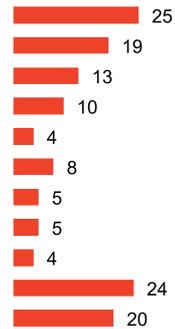
Blackpool

- 2% of tram passengers experienced delay. Typical length of the delay was 7 minutes
- 100% were able to board the first tram they wanted to travel on

Sample size too small to report

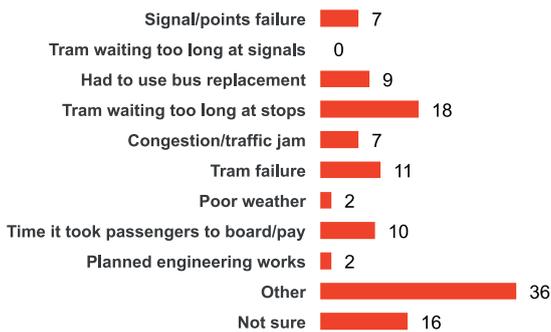
Metrolink

- 15% of tram passengers experienced delay. Typical length of the delay was 9 minutes
- 93% were able to board the first tram they wanted to travel on



Midland Metro

- 7% of tram passengers experienced delay. Typical length of the delay was 8 minutes
- 95% were able to board the first tram they wanted to travel on



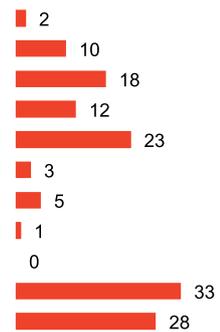
NET

- 4% of tram passengers experienced delay. Typical length of the delay was 5 minutes
- 97% were able to board the first tram they wanted to travel on

Sample size too small to report

Supertram

- 8% of tram passengers experienced delay. Typical length of the delay was 9 minutes
- 96% were able to board the first tram they wanted to travel on



Q Was the length of your journey affected by any of the following? (More than one response permissible)

Base: (all experiencing a delay) 478 (All), 370 (Metrolink), 33 (Midland Metro), 47 (Supertram) Caution: small bases

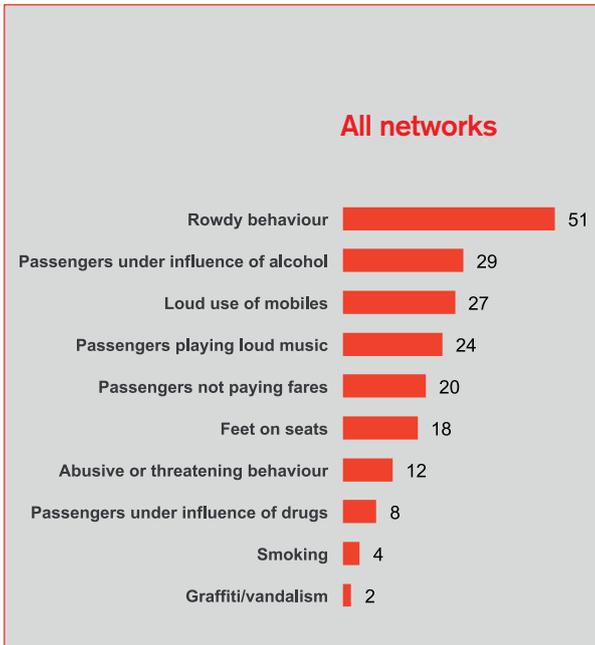
Worry or concern at other passengers' behaviour (%)



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

Base: 5206 (All), 720 (Blackpool), 2883 (Metrolink), 549 (Midland Metro) 328 (NET), 726 (Supertram)

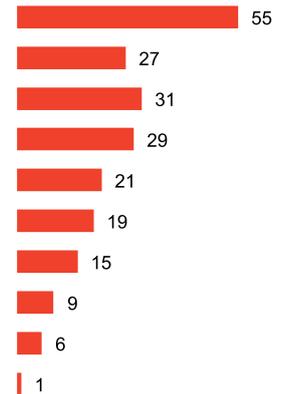
Types of worrying/concerning behaviour (%)



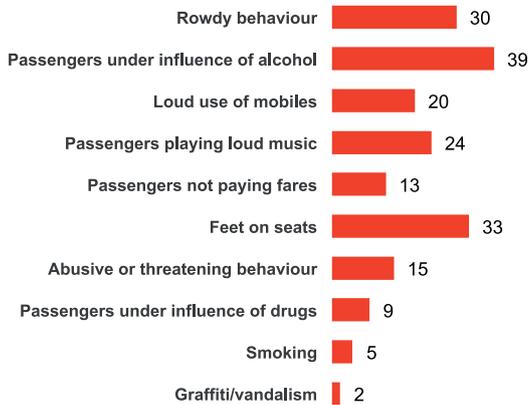
Blackpool

Sample size too small to report

Metrolink



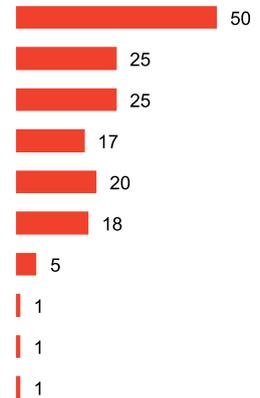
Midland Metro



NET

Sample size too small to report

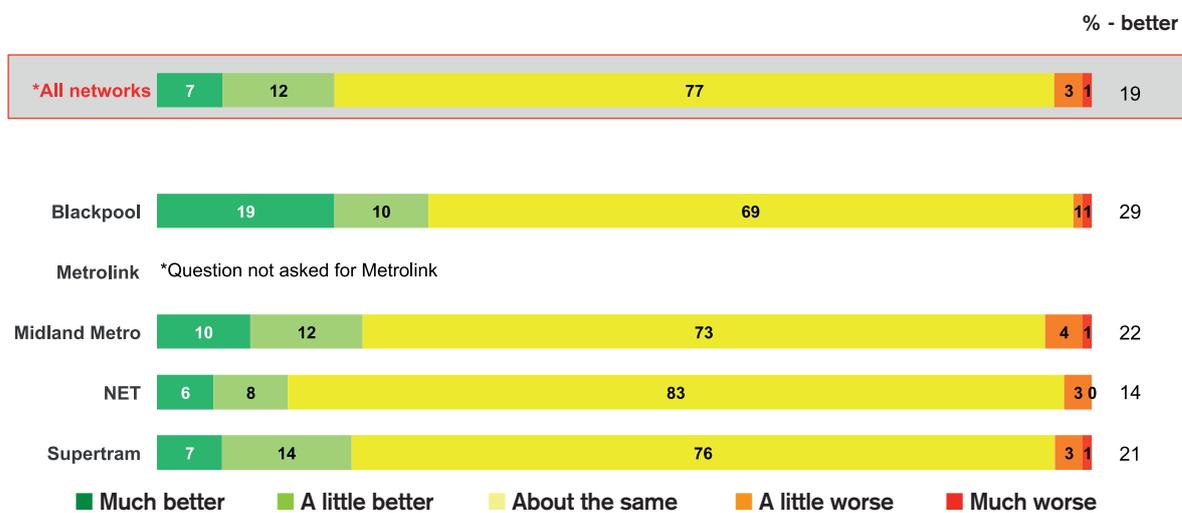
Supertram



Q Which of the following were the reasons for other passengers' behaviour causing you concern?

Base: (all experiencing worrying/concerning behaviour) 315 (All), 219 (Metrolink), 31 (Midland Metro) 31 (Supertram) Caution: small bases

Whether journey was better or worse than usual (%)



Q If you have used the tram before, how typical would you say today's experience was?

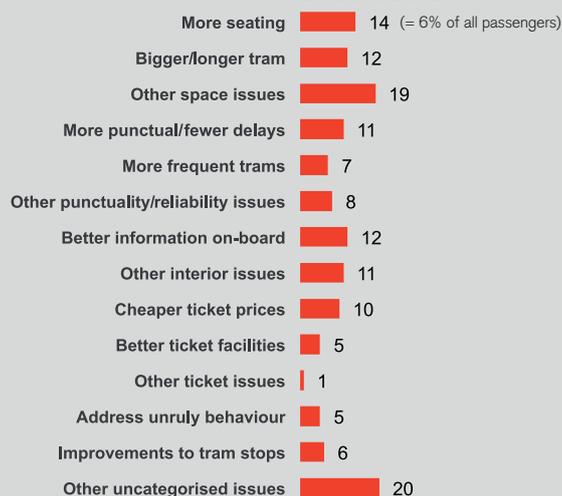
Base: (all previously using a tram) 2193 (All), 619 (Blackpool), 539 (Midland Metro), 319 (NET), 716 (Supertram)



Suggested improvements spontaneously mentioned by passengers (%)

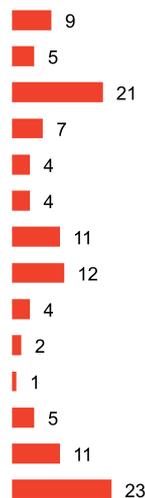
All networks

• 59% of passengers could think of no improvement suggestions to make. Of the 41% who did, their suggestions are shown below



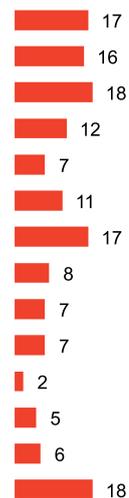
Blackpool

• 25% of Blackpool passengers suggested an improvement



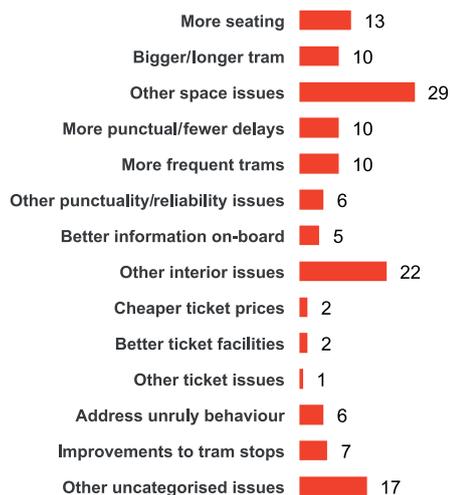
Metrolink

• 51% of Metrolink passengers suggested an improvement



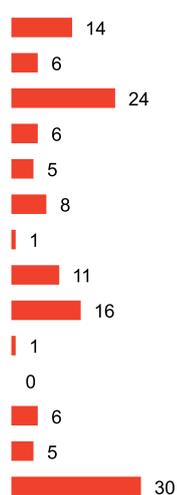
Midland Metro

• 43% of Midland Metro passengers suggested an improvement



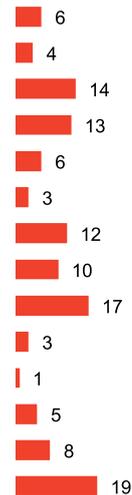
NET

• 36% of NET passengers suggested an improvement



Supertram

• 29% of Supertram passengers suggested an improvement

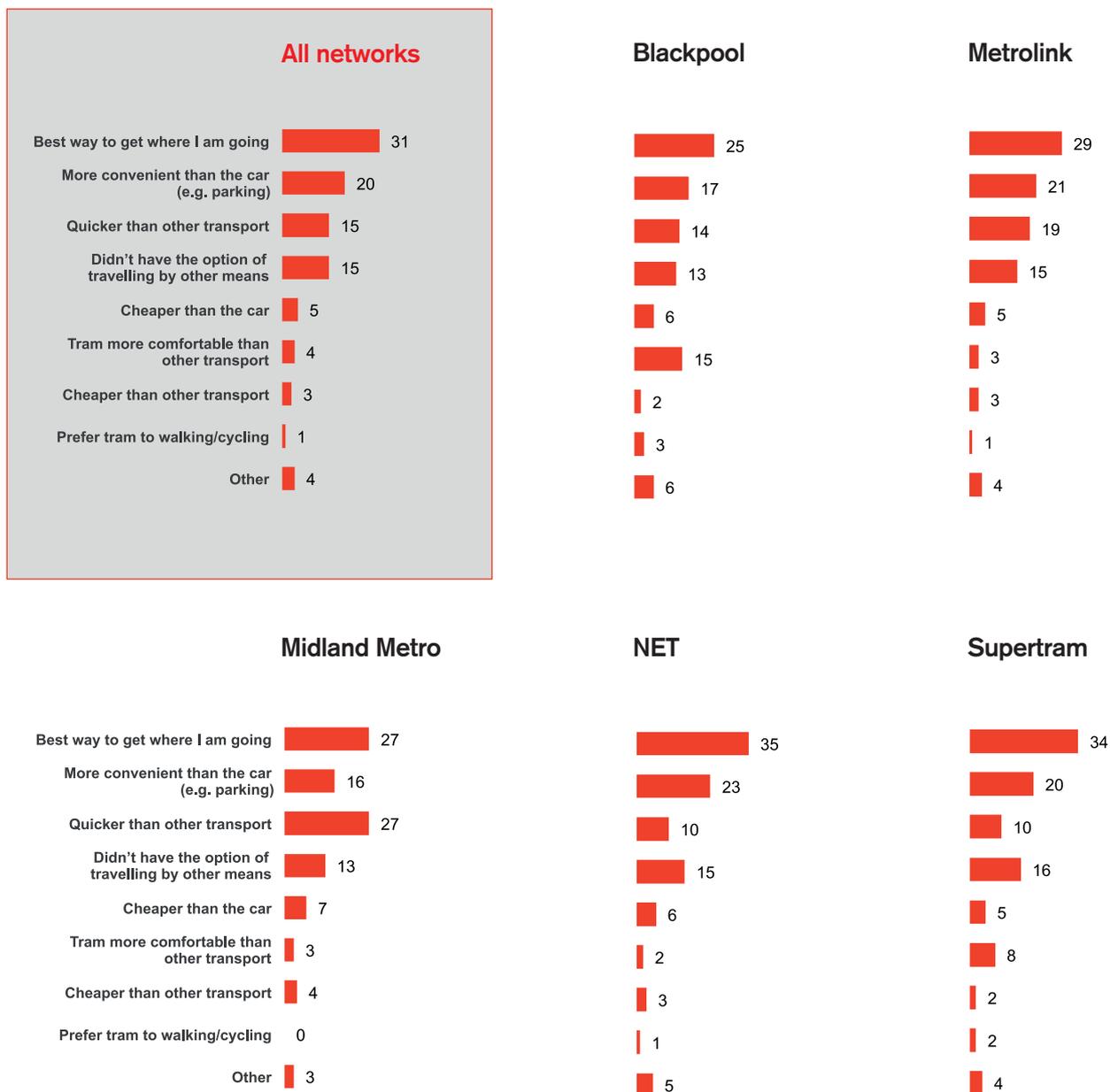


Q If something could have been improved on your tram journey today what would it have been?

Base: (all suggesting an improvement) 2109 (All), 172 (Blackpool), 1378 (Metrolink), 245 (Midland Metro) 124 (NET), 190 (Supertram)

Tram usage

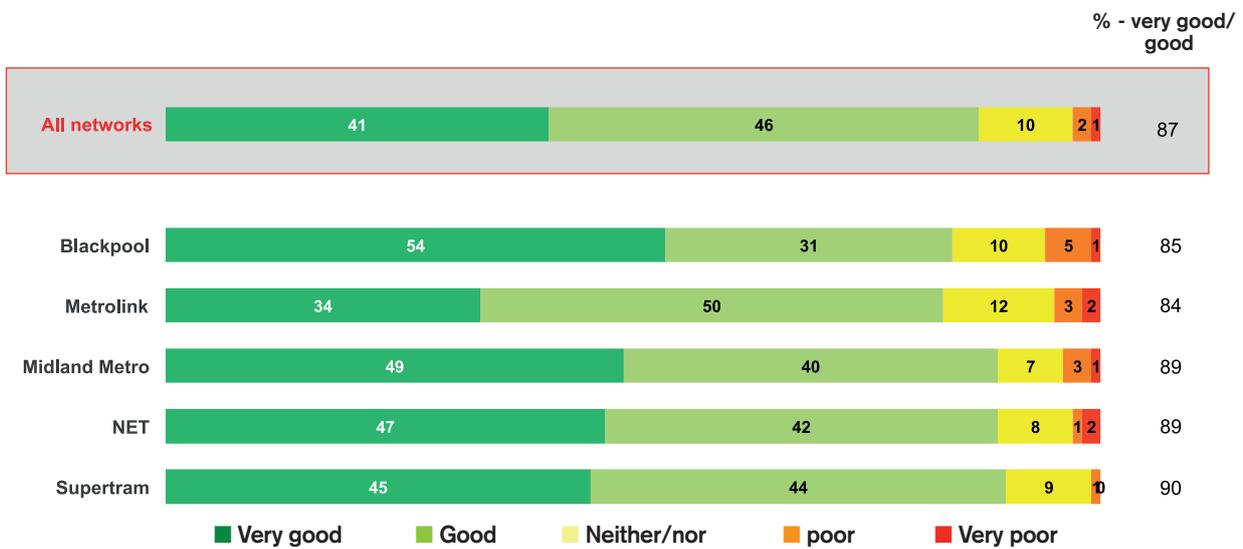
Reasons for choosing the tram (%)



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

Base: 5151 (All), 702 (Blackpool), 2853 (Metrolink), 545 (Midland Metro) 326 (NET), 725 (Supertram)

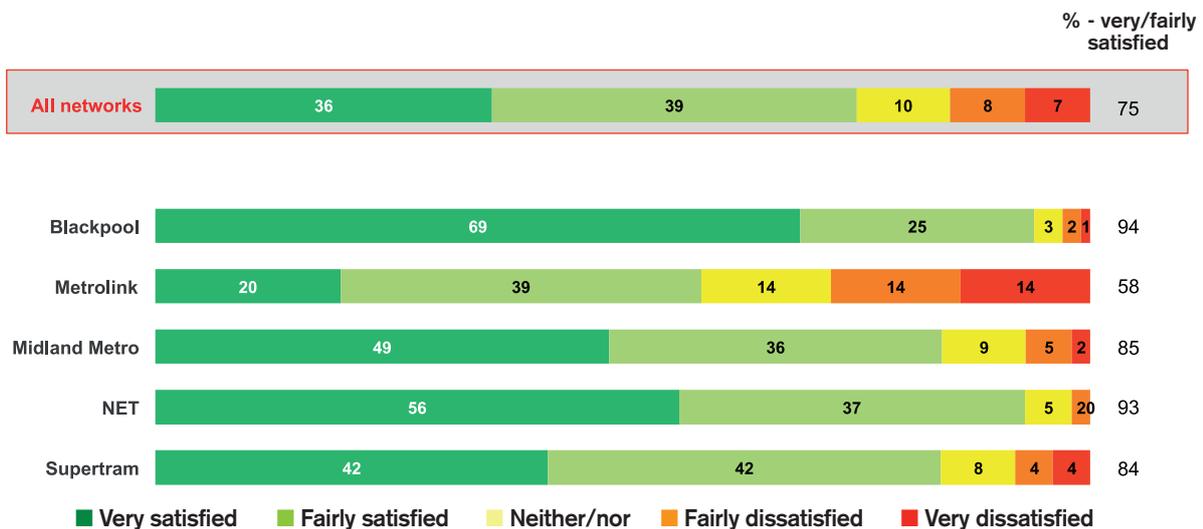
Connections with other forms of transport (%)



Q How would you rate the tram service for connecting with other forms of public transport?

Base: 4818 (All), 634 (Blackpool), 2672 (Metrolink), 518 (Midland Metro), 304 (NET), 690 (Supertram)

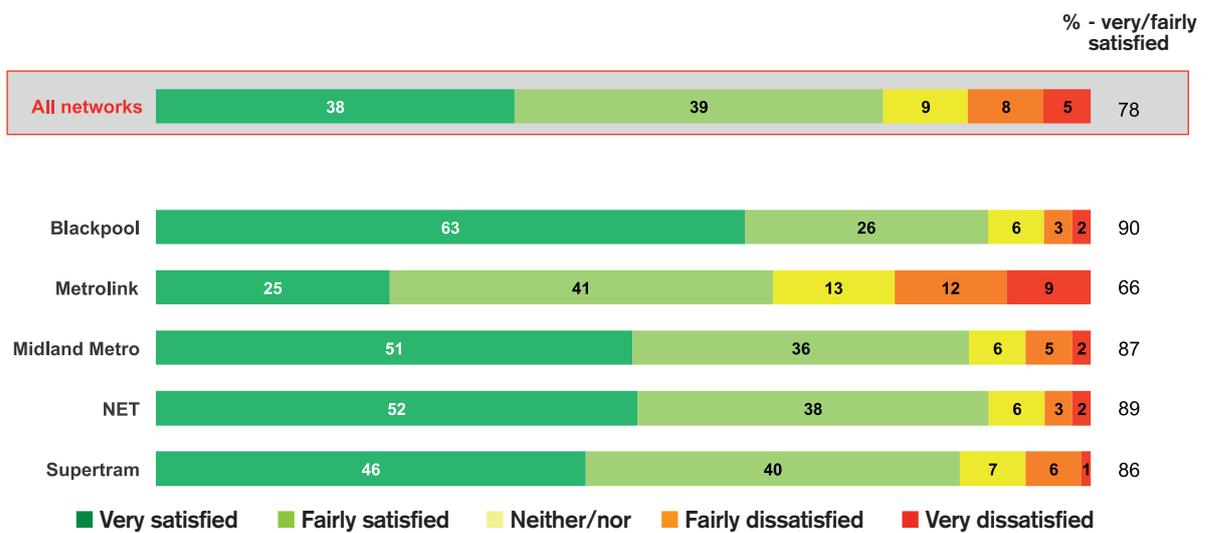
Satisfaction – with the punctuality of service (running on time) (%)



Q How satisfied are you overall with the punctuality (running on time) of tram services?

Base: 4956 (All), 650 (Blackpool), 2773 (Metrolink), 529 (Midland Metro), 318 (NET), 686 (Supertram)

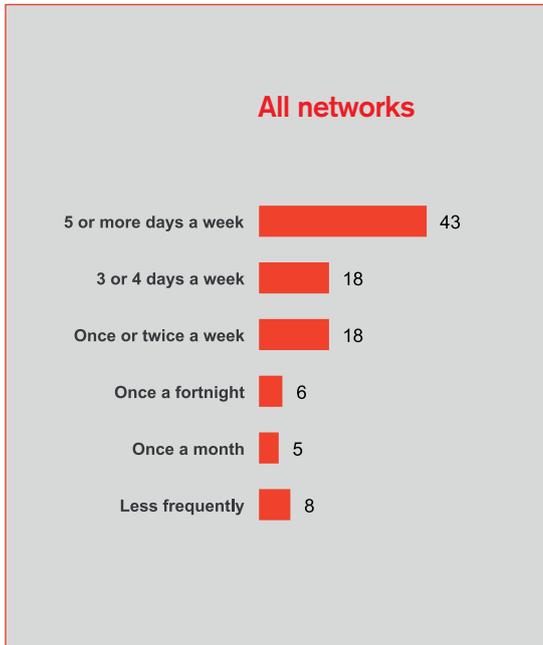
Satisfaction – with the frequency of service (how often trams run) (%)



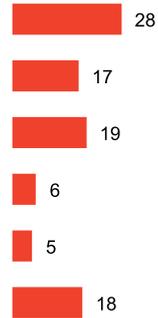
Q How satisfied are you overall with the frequency (how often trams run)?

Base: 5037 (All), 667 (Blackpool), 2826 (Metrolink), 530 (Midland Metro), 317 (NET), 697 (Supertram)

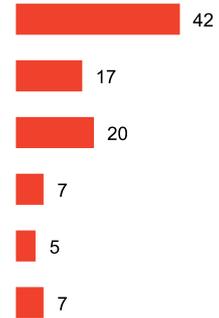
Frequency of using the tram (%)



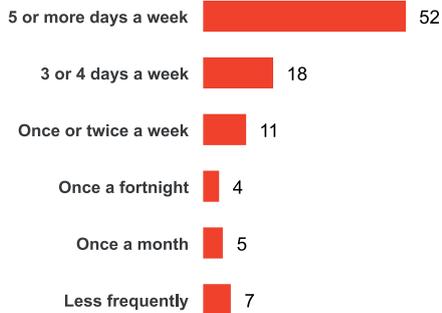
Blackpool



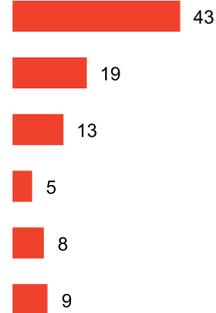
Metrolink



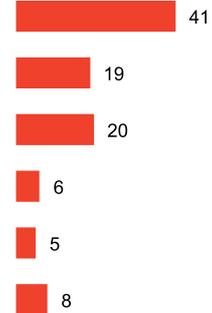
Midland Metro



NET



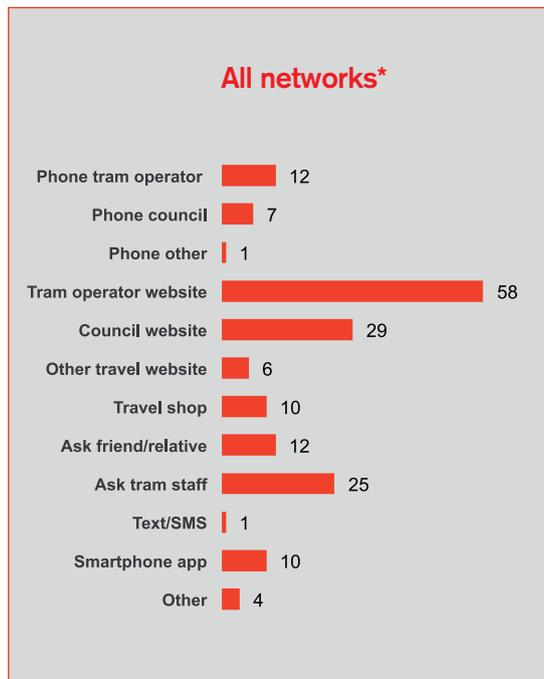
Supertram



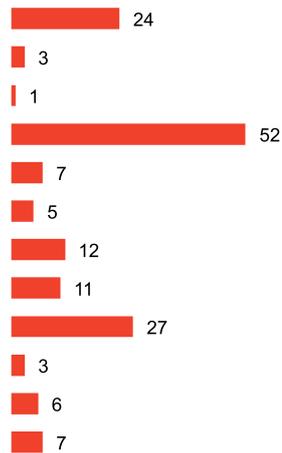
Q How often do you typically travel by tram?

Base: 5173 (All), 666 (Blackpool), 2891 (Metrolink), 556 (Midland Metro) 330 (NET), 730 (Supertram)

Sources for tram information (%)



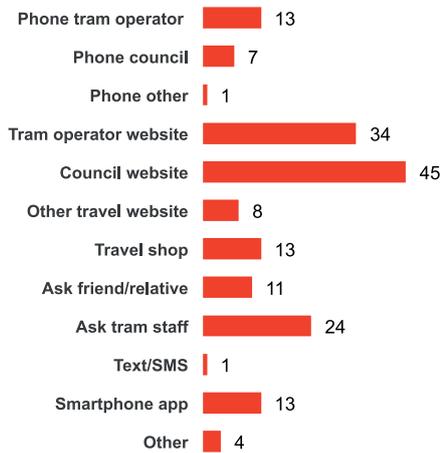
Blackpool



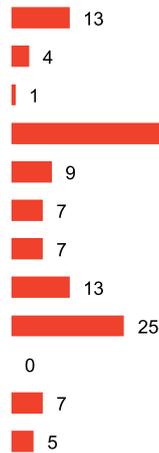
Metrolink

*Question not asked for Metrolink

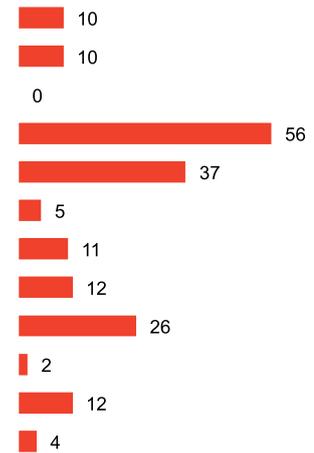
Midland Metro



NET



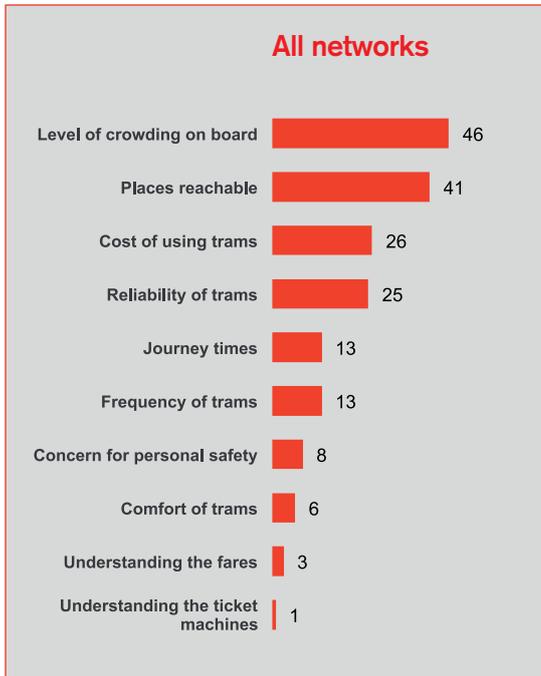
Supertram



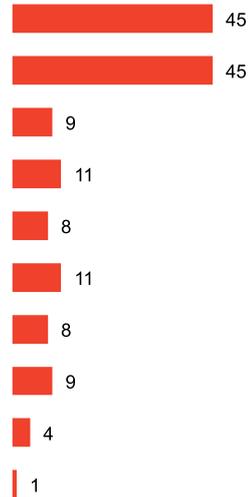
Q If you needed information about your local tram services, e.g. times, fares, where would you obtain that information?

Base: 2291 (All), 702 (Blackpool), 549 (Midland Metro) 325 (NET), 715 (Supertram)

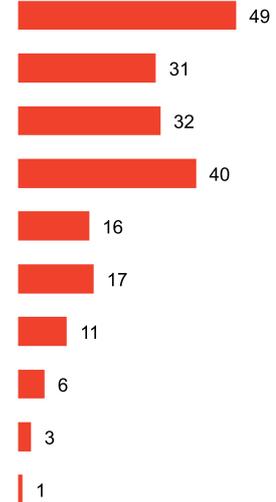
Factors preventing more journeys being made (%)



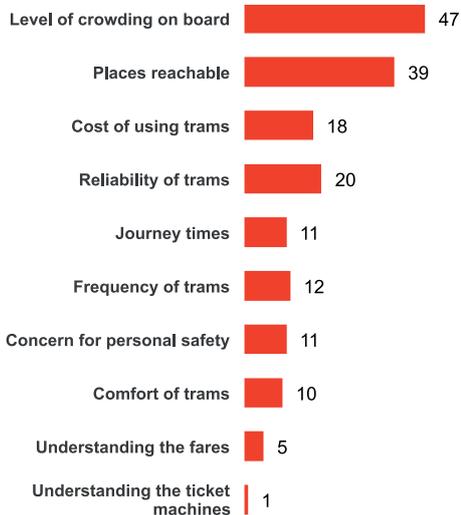
Blackpool



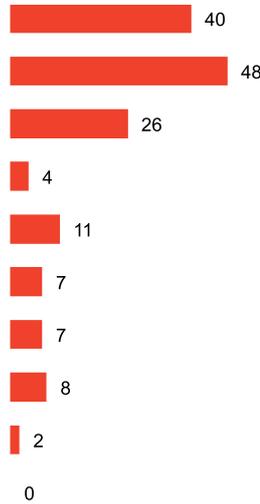
Metrolink



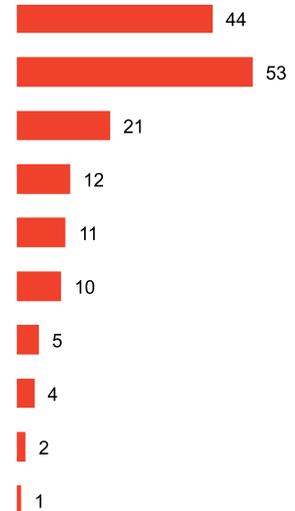
Midland Metro



NET



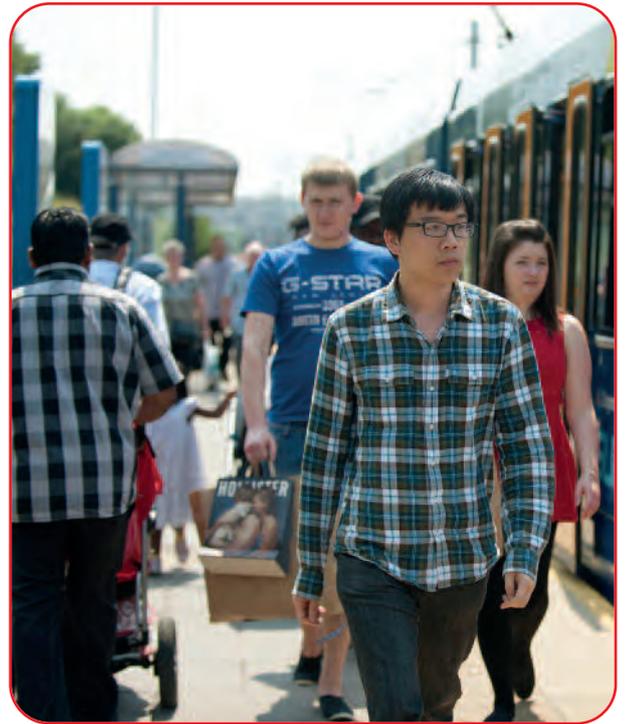
Supertram



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

Base: 3309 (All), 355 (Blackpool), 1963 (Metrolink), 356 (Midland Metro) 199 (NET), 436 (Supertram)

Passenger and journey details

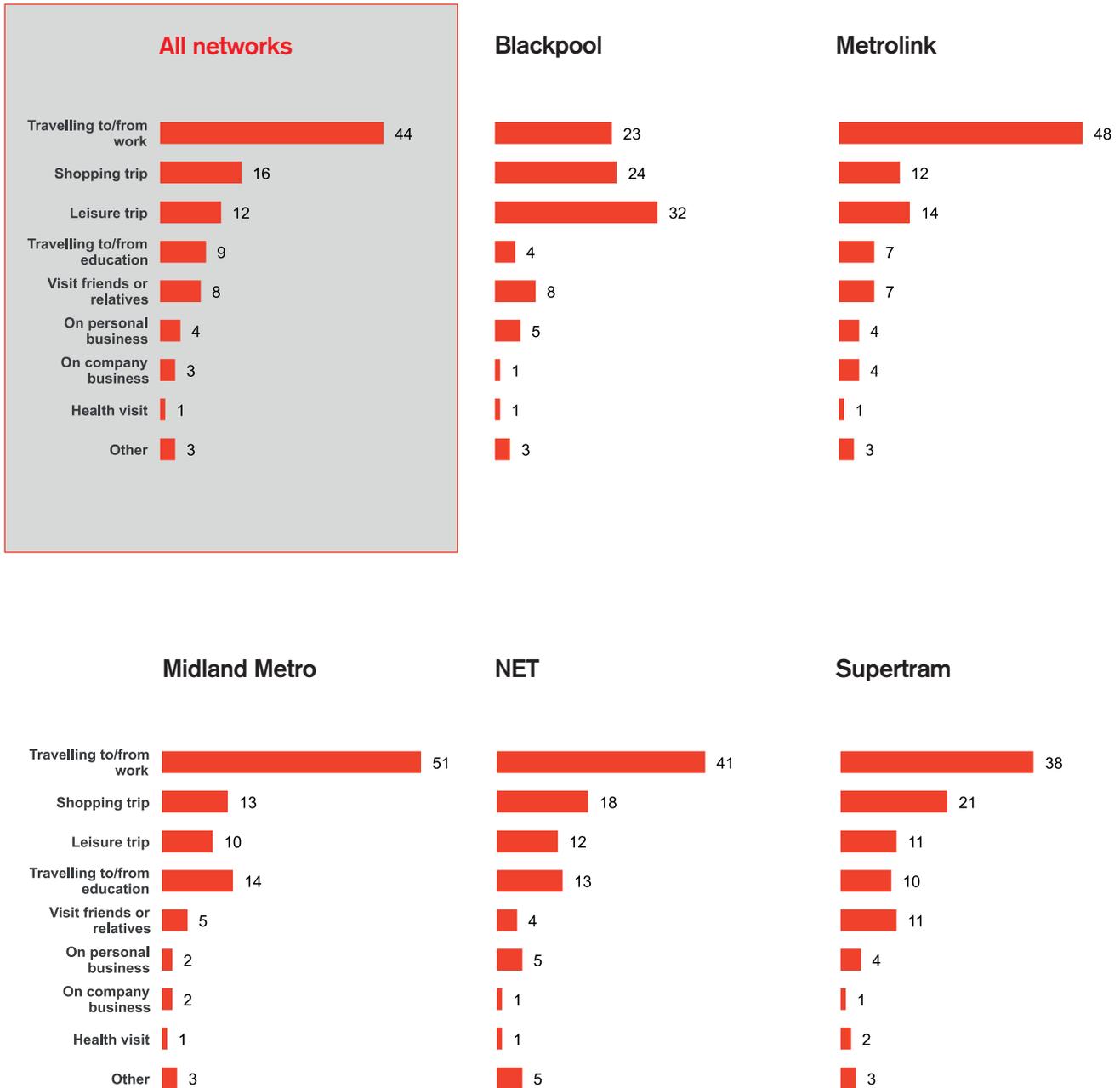


Passenger profile (%)

	All networks	Blackpool	Metrolink	Midland Metro	NET	Supertram
Age						
16 to 34	48	29	48	50	46	50
35 to 59	33	28	35	34	36	29
Over 60	19	44	17	17	18	21
Access to private transport						
Easy	34	35	34	24	40	33
Moderate	35	40	34	43	36	34
Limited/none	31	24	32	33	23	34
Has a disability						
Yes	11	20	9	12	12	12
Ticket type						
Free pass holders	17	36	16	15	15	20
Fare-payers	78	61	81	82	78	76

Base: 5250 (All), 725 (Blackpool), 2904 (Metrolink), 556 (Midland Metro), 333 (NET), 732 (Supertram)

Journey purpose (%)

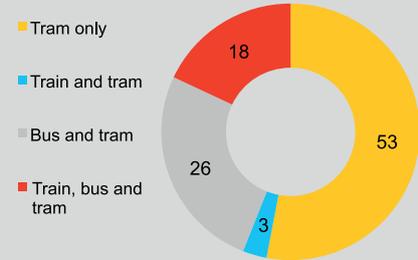


Q What is the main purpose of your tram journey today?

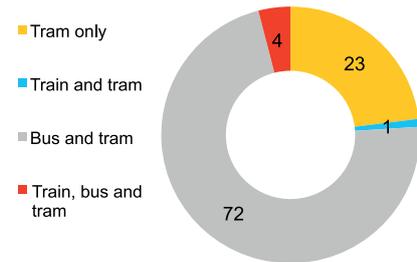
Base: 5159 (All), 702 (Blackpool), 2863 (Metrolink), 546 (Midland Metro) 324 (NET), 724 (Supertram)

Ticket type and modes of transport permitted on (%)

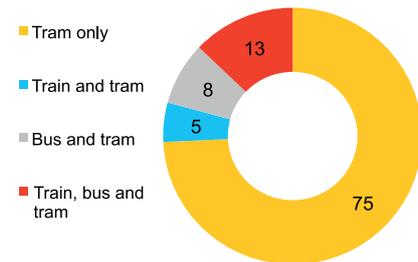
All networks



Blackpool



Metrolink



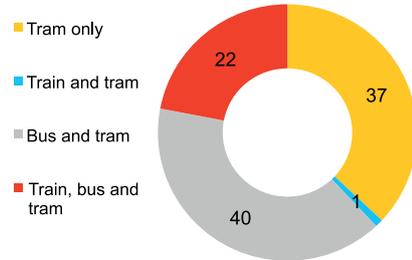
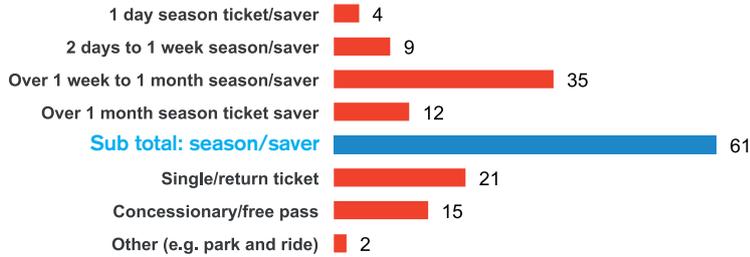
Q What type of ticket or pass did you use for this journey?

Base: 5250 (All), 725 (Blackpool), 2904 (Metrolink)

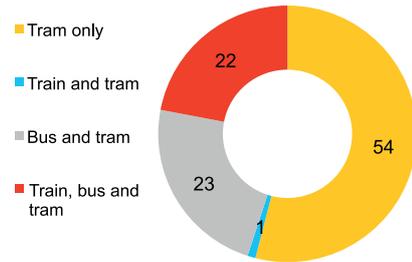
Q What modes of transport does your ticket allow you to travel on?

Base: 5129 (All), 714 (Blackpool), 2833 (Metrolink)

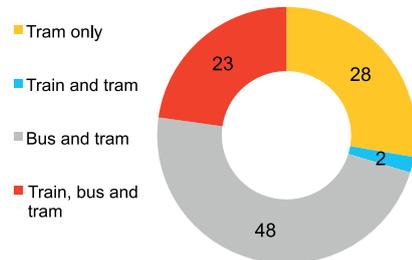
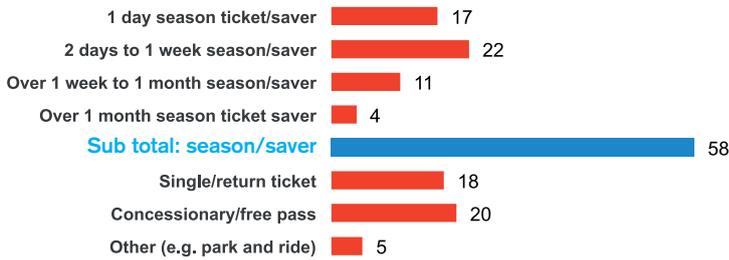
Midland Metro



NET



Supertram

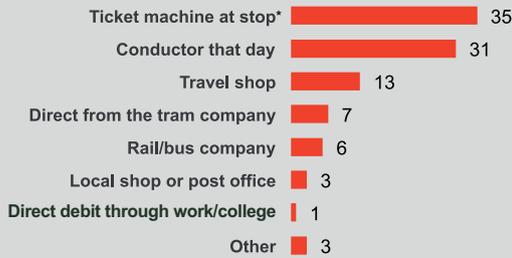


Base: 556 (Midland Metro), 333 (NET), 732 (Supertram)

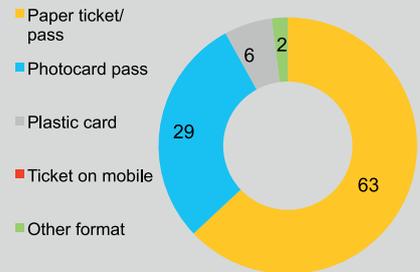
Base: 547 (Midland Metro), 321 (NET), 714 (Supertram)

Method of buying ticket and ticket format (%)

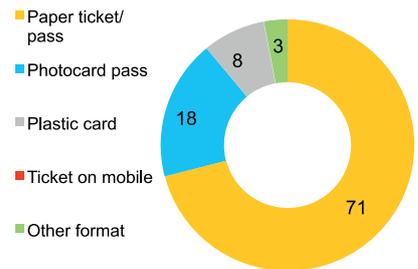
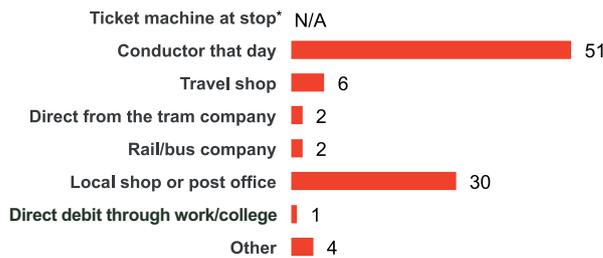
All networks* 89 percent were very or fairly satisfied with the ease of buying a ticket



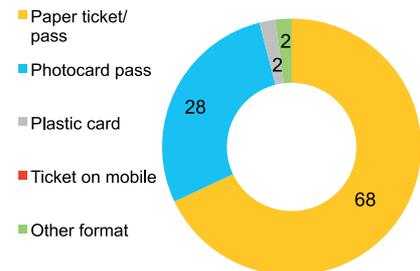
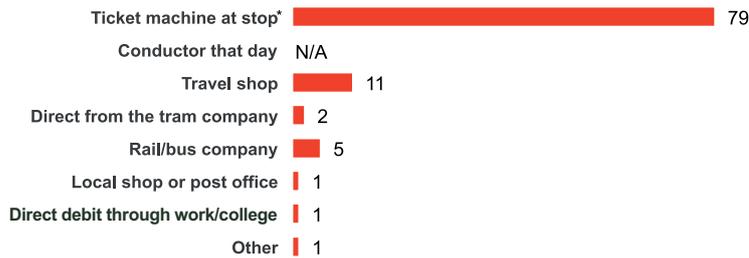
* Ticket machines only asked about for Metrolink



Blackpool 96 percent were very or fairly satisfied with the ease of buying a ticket



Metrolink 84 percent were very or fairly satisfied with the ease of buying a ticket



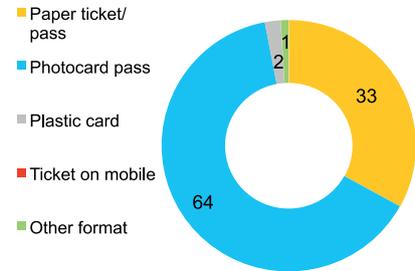
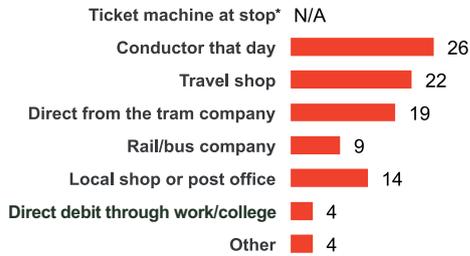
Q How did you buy that ticket or pass?

Base: (all fare paying passengers) 3739 (All), 425 (Blackpool), 2088 (Metrolink)
*Ticket machines only asked about for Metrolink

Q In what format was your ticket?

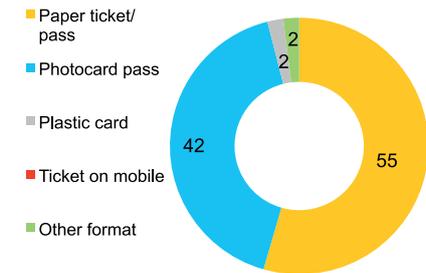
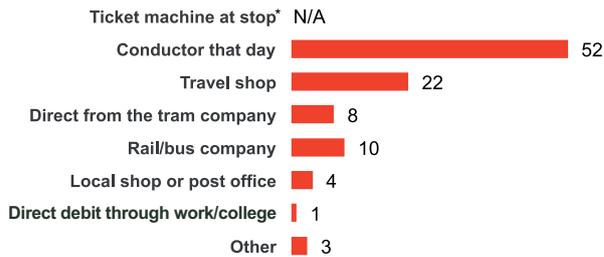
Base: 5012 (All), 698 (Blackpool), 2758 (Metrolink)

Midland Metro 90 percent were very or fairly satisfied with the ease of buying a ticket



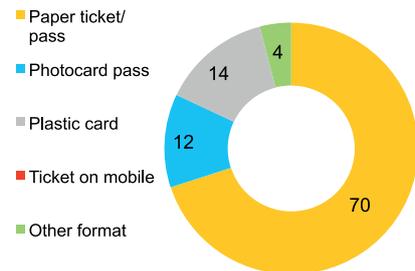
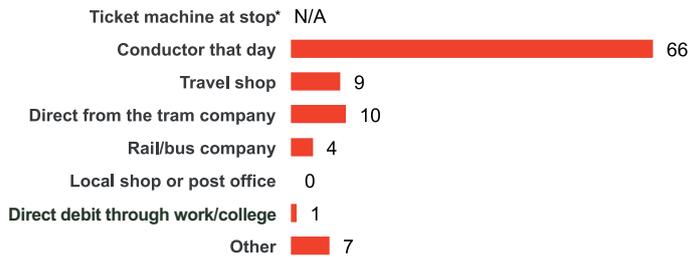
NET

93 percent were very or fairly satisfied with the ease of buying a ticket



Supertram

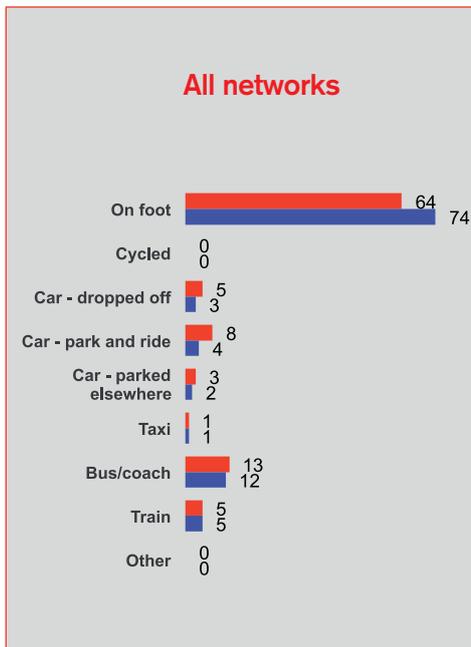
94 percent were very or fairly satisfied with the ease of buying a ticket



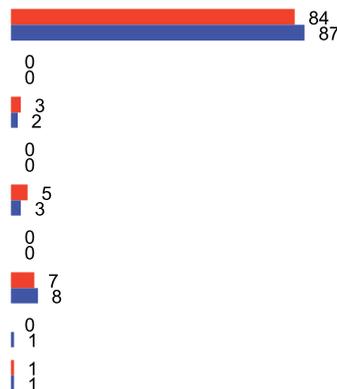
Base: 445 (Midland Metro), 270 (NET), 511 (Supertram)

Base: 527 (Midland Metro), 316 (NET), 713 (Supertram)

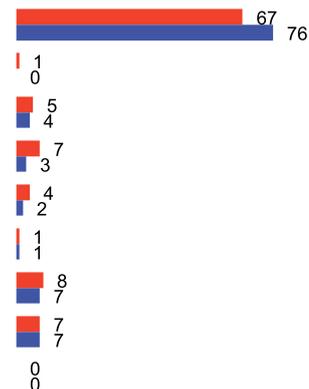
How got to and from the tram stop (%)



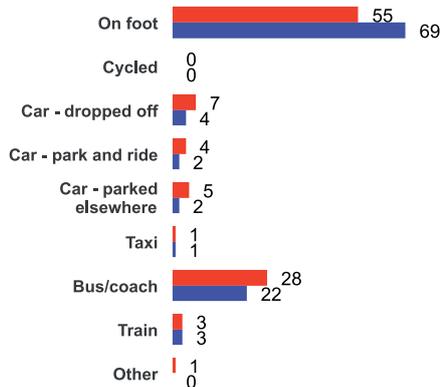
Blackpool



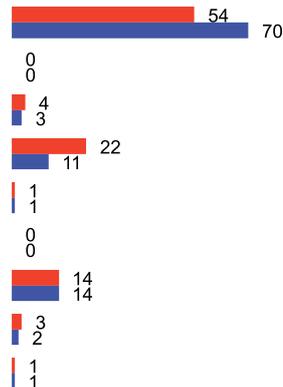
Metrolink



Midland Metro



NET



Supertram



■ Get to tram stop ■ Leave tram stop

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

Base: 5177 (All), 705 (Blackpool), 2872 (Metrolink), 546 (Midland Metro) 327 (NET), 727 (Supertram)



Appendix 1

Network details

The Manchester Metrolink system

- Metrolink consists of six lines with 73 stops in total, running 47.7 miles throughout the Greater Manchester area
- Approximately 25 million* passenger journeys were made in 2012/13
- There are no conductors on board; tickets can be purchased from ticket vending machines at tram stops
- All Metrolink stops have information boards with timetables and fare information. City Centre stops and the Ashton, East Didsbury, Eccles and Rochdale lines have Passenger Information Displays

Tram frequency is as follows:

Monday - Saturday

Altrincham line	Every 6 mins
Ashton Line	Every 12 mins
Bury line	Every 6 mins
East Didsbury line	Every 12 mins
Eccles Line ⁺	Every 12 mins
Rochdale line	Every 12 mins

+Additional trams every 12 mins from Media City

Sunday (all lines)

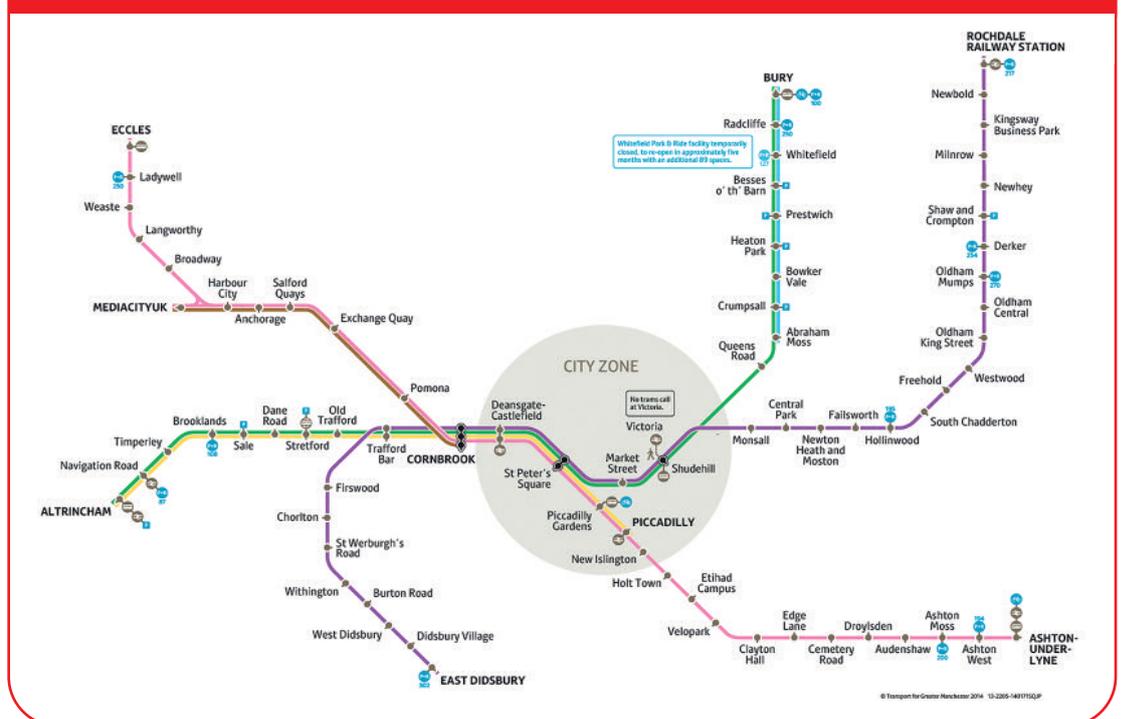
Morning/evening	Every 15 mins
Daytime	Every 12 mins

- During busy periods two trams may be coupled together (as a 'double tram') to increase passenger capacity.

Fieldwork note:

- Delays caused by ice on 19th November affected two shifts
- Two shifts could not go ahead due to engineering works or problems on the line. These were rescheduled.

Manchester Metrolink route map



The Blackpool tram system

- The Blackpool tramway consists of one line with 36 stops, running 11 miles along the coast between Starr Gate and Fleetwood Ferry
- Approximately 3.7 million* passenger journeys were made in 2012/13
- The trams run with conductors and passengers may purchase tickets on board. There are no ticket machines at Blackpool tram stops
- Tram stops do not have Passenger Information Displays
- Blackpool Transport operate modern and heritage trams on the network. Heritage trams operate on bank holidays, weekends and during the summer
- Trams run every 15-30 minutes Monday to Saturday and every 20-30 minutes on Sundays

Fieldwork note:

- There were no significant issues affecting tram services during the fieldwork period.

Blackpool tram route map



The Nottingham Express Transit system

- Nottingham Express Transit currently consists of a single line with 23 stops, covering 8.7 miles between Hucknall/Phoenix Park and Station Street. Additional routes are under construction, extending the network from Station Street to serve Clifton and Toton
- Approximately 7.4 million* passenger journeys were made in 2012/13
- The trams currently run with conductors and passengers may purchase tickets on board. Ticket machines are being introduced at NET stops in 2014
- All NET stops have Passenger Information Displays and information boards with tram times and local information

Tram frequency is as follows:

Monday - Saturday

Morning/evening Every 10-20 mins
Daytime Every 5-12 mins

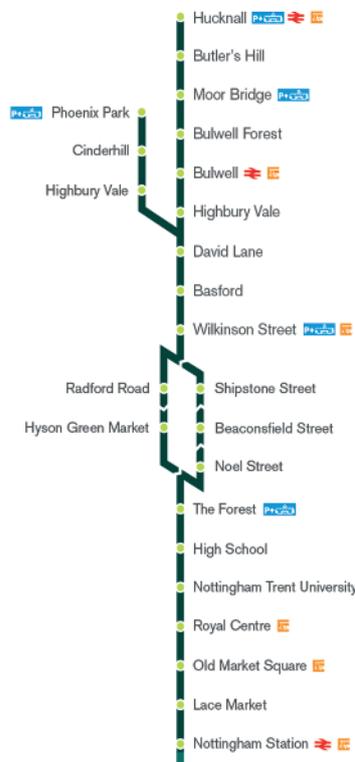
Sunday

Morning/evening Every 15-30 mins
Daytime Every 7-15 mins

Fieldwork note:

- There were no significant issues affecting tram services during the fieldwork period.

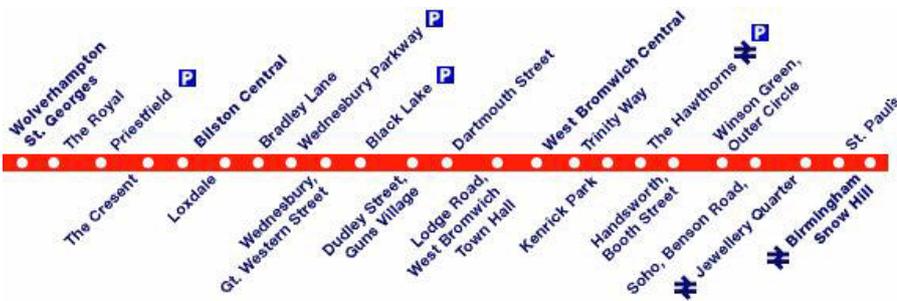
NET route map



*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2012/13.

Network details

Midland Metro route map



The Midland Metro system

- Midland Metro consists of one line with 23 stops, currently running 12.5 miles between Birmingham Snow Hill and Wolverhampton St. Georges. Extensions to New Street and Wolverhampton stations are being developed
- Approximately 4.8 million* passenger journeys were made in 2012/13
- The trams run with conductors and passengers may purchase tickets on board. There are no ticket machines at Midland Metro stops
- All trams stops have digital Passenger Information Displays, but only some have information boards with timetables and fare information

Tram frequency is as follows:

Monday - Saturday

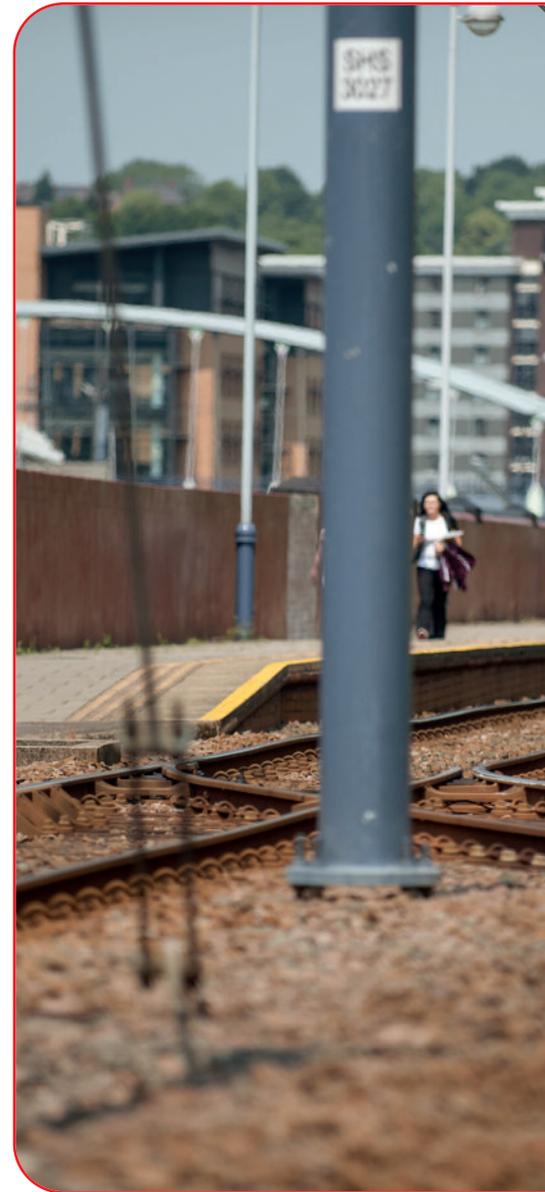
Peak Every 6-8 mins
Off-peak Every 15 mins

Sunday

Morning/evening Every 15 mins

Fieldwork note:

- Two shifts were affected by power failures resulting in no trams running on the network. Affected shifts were rescheduled to the following week.



Sheffield Supertram route map





The Sheffield Supertram system

- Supertram consists of three lines with 48 stops in total, covering 18 miles in the city of Sheffield
- Approximately 14.4 million* passenger journeys were made in 2012/13
- The trams run with conductors and passengers may purchase tickets on board. There are no ticket machines at Supertram stops
- Supertram stops do not have Passenger Information Displays but do have information boards with timetables and fare information

Tram frequency is as follows:

Monday - Saturday

Morning/evening Every 10-20 mins

Daytime Every 5-10 mins

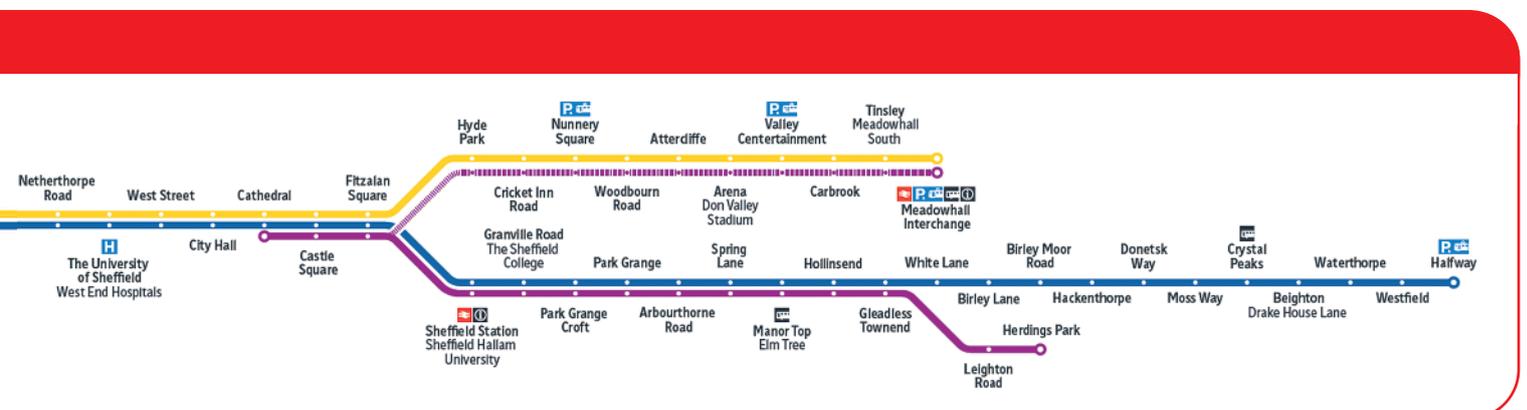
Sunday (all lines)

Morning/evening Every 10-20 mins

Daytime Every 10 mins

Fieldwork note:

- There were no significant issues affecting tram services during the fieldwork period.



*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2012/13.

Appendix 2

Example of typical questionnaire

Individual network questionnaires differed slightly to reflect local geography, presence of conductors and/or ticket machines, ticket types available, etc.



Tram Passenger Survey
(Centro)

Shift

Date

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

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

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

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

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

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

1. About your journey

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

Q1b. At which stop did you leave this Midland Metro tram?

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

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

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

Season Ticket/Midland Metro Card/Student
 1 day
 3 day/weekend
 5 days/1 week
 10 days/2 weeks
 4 weeks/1 month
 Quarterly/3 months
 1 year
 Other time period (specify)

A free pass or free journey
 Elderly person's pass
 Disabled person's pass
 Complimentary/free ticket
 Other ticket
 Park and Ride
 Family/Group ticket
 Other

Single/return ticket

Single ticket
 Return ticket

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

Metro only
 Train and Metro
 Bus and Metro
 Train, Bus and Metro

Q4. In what format was your ticket?

A standard paper ticket/pass
 A photo card ticket/pass
 A plastic card you touched on to the fare machine

A ticket sent to your mobile phone
 Other format

Q5. How did you buy that ticket or pass?

From Conductor
 Direct from Network West Midlands (website/phone)
 Travel shop
 Rail/bus company

From a local shop or post office
 You had a free pass
 Direct debit through work/college
 Other

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

Travelling to/from work
 Travelling to/from education (e.g. college, school)
 On company business (or own if self-employed)
 On personal business (job interview, bank, post office)

Health visit (Doctor/hospital/dentist)
 Shopping trip
 Visiting friends or relatives
 Leisure trip (e.g. day out)
 Other

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

Outward
 Return

One way trip only

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

Children in a buggy or pushchair
 Children (under 12) who were walking
 A wheelchair

A carer
 Lots of bags or luggage
 None of these

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

On foot/walked
 Cycled
 Motorbike
 Car - dropped off
 Car - and used Park and Ride
 Car - parked elsewhere

Taxi
 Bus
 Train
 Tram
 Other

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

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

Taxi
 Bus
 Train
 Tram
 Other

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

Cheaper than the car
 Cheaper than other transport
 More convenient than the car (e.g. parking)
 Didn't have the option of travelling by another means

Quicker than other transport
 Best way to get where I am going
 Tram more comfortable than other transport
 Prefer tram to walking/cycling
 Other (please specify)

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

- Dry
- Foggy
- Light rain
- Heavy rain
- Snow
- Icy

2. About the tram stop where you boarded this tram

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

- | | Very satisfied | Fairly satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know/no opinion |
|--|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| Its distance from your journey start e.g. home, shops..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The convenience/accessibility of its location..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Its general condition/standard of maintenance..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Its freedom from graffiti/vandalism..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Its freedom from litter..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Behaviour of fellow passengers waiting at the stop.. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The information provided at the tram stop..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Your personal safety whilst at the tram stop..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

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

3. Waiting for the tram

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

(Please write in the time in minutes)

Q16a. Did you check any of the following to find out when the tram was meant to arrive?

- (Please tick all that apply)*
- Before leaving for the tram stop**
- Leaflet/paper timetable
 - Online tram times
 - Live tram locator/timings (e.g. via mobile app/web)
 - Disruption updates (e.g. on Twitter/Facebook)
 - Other
- At the tram stop**
- Electronic display at the stop
 - Information posters at the stop
 - Online tram times
 - Live tram locator/timings (e.g. via mobile app/web)
 - Disruption updates (e.g. on Twitter/Facebook)
 - Other

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

- (Please tick all that apply)*
- Knew the trams ran frequently on this route.....
 - Already knew arrival times.....
 - Knew through other means.....
 - Could not find the information
 - Didn't have time
 - Did not know when the tram was meant to arrive
 - Other

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

(Please write in the time in minutes)

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

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

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

- Yes
- No

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

- | | Very satisfied | Fairly satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know/no opinion |
|--|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| The length of time you had to wait for the tram..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The punctuality of the tram..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

4. On the tram

Q20. Thinking about when the tram arrived, please indicate how satisfied you were with the following:

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

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

- | | Very satisfied | Fairly satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know/no opinion |
|--|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| The cleanliness and condition of the inside of the tram..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The information provided inside the tram..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sufficient room for all the passengers to sit/stand..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The comfort of the seats..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The amount of personal space you had around you..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Provision of grab rails to hold on to when standing/moving about the tram..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The temperature inside the tram..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Your personal security whilst on the tram..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The amount of time the journey took..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Smoothness/freedom from jolting during the journey..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q22. Did you get a seat on the tram?
 Yes – for all of the journey No – but you were happy to stand
 Yes – for part of the journey No – but you would have liked a seat

Q23a. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?
 Yes No

Q23b. If yes: Which of the following were the reason(s) for this? (Please tick all that apply)
 Passengers drinking/under the influence of alcohol Feet on seats
 Passengers taking/under the influence of drugs Music being played loudly
 Abusive or threatening behaviour Graffiti or vandalism
 Rowdy behaviour Loud use of mobile phones
 Passengers not paying their fares Other (please specify)

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

Q24a. Was your Midland Metro journey today delayed at all?
 Yes No

Q24b. If yes: Why was this? (Please tick all that apply)
 Due to a signal/points failure Time it took passengers to board/pay for tickets
 Road congestion/traffic jam Had to use bus replacement service
 Due to a tram failure Planned engineering works
 Poor weather conditions Other (please specify)
 The tram waiting too long at stops Don't know
 The tram waiting too long at signals

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

Q26. Were any of these items of information present on the tram?
 A map of the tram route/journey times Yes No
 Audio announcements e.g. saying the next tram stop
 An electronic display e.g. showing the next tram stop
 Information about tickets/fares
 A timetable
 Details of how to make a complaint, if you had one

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

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

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

Q28. Overall, taking everything into account from start to end of this journey, how satisfied were you with your Midland Metro journey today?
 Very satisfied Fairly dissatisfied
 Fairly satisfied Very dissatisfied
 Neither satisfied nor dissatisfied Don't know/No opinion

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

Q30. How satisfied were you with the value for money of your Midland Metro journey?
 Very satisfied Fairly dissatisfied
 Fairly satisfied Very dissatisfied
 Neither satisfied nor dissatisfied Don't know/No opinion

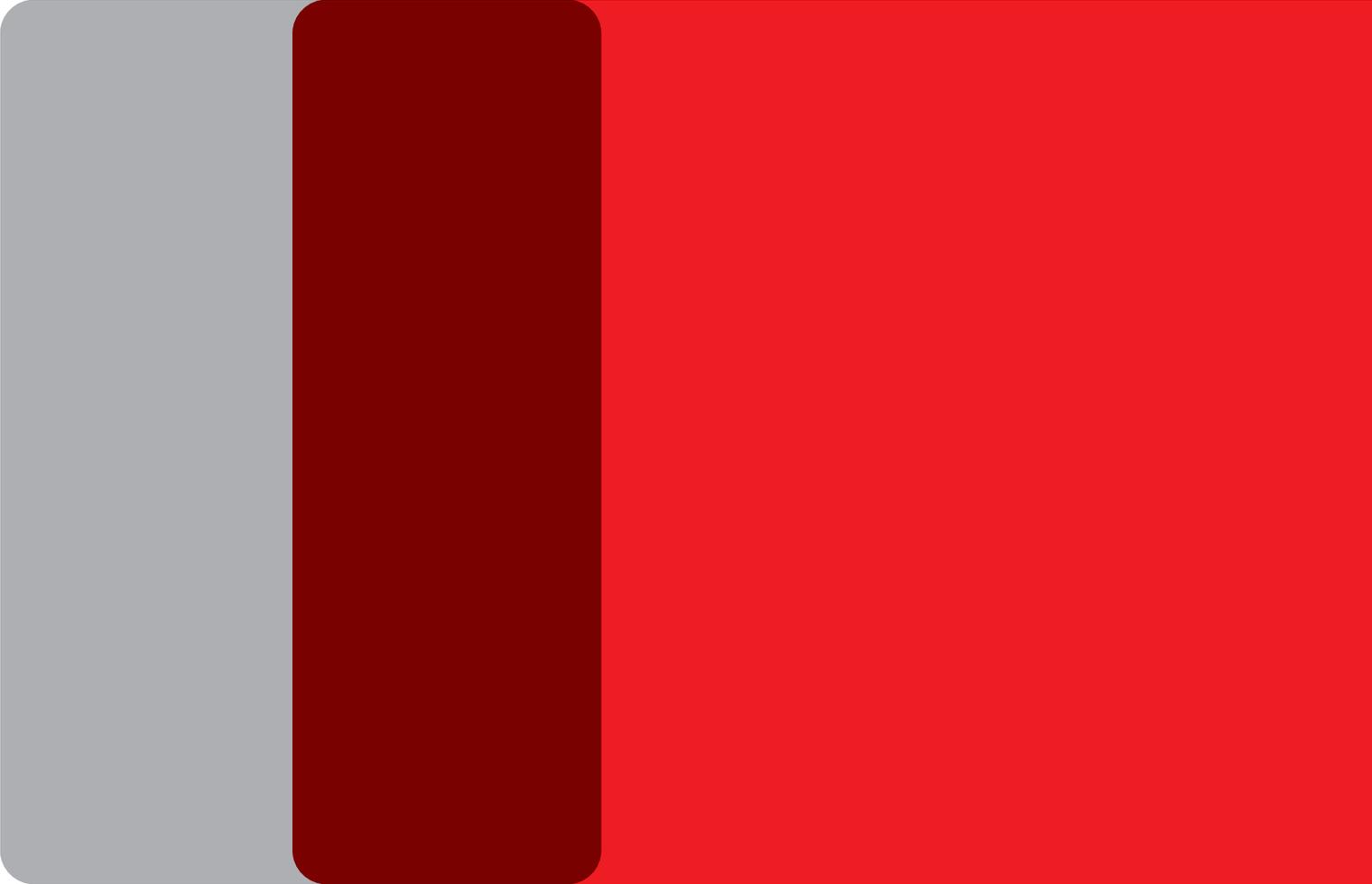
Q31. What had the biggest influence on the 'value for money' rating you gave in the previous question?
 The cost for the distance travelled Comfort/journey quality for the fare paid
 The cost of the tram versus other modes of transport A reason not mentioned above
 The fare in comparison to the cost of everyday items

6. Your opinion of trams generally

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

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

A large rectangular area with rounded corners, containing 25 horizontal lines for writing.



Contact Passenger Focus

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Passenger Focus is the operating name of the Passengers' Council

Published in April 2014
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