Transport for the North
Smart Ticketing 2
Prepared for: Transport Focus
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PREPARED BY ILLUMINAS
a global team based in London, New York and Austin

Prepared in compliance with the International quality standard covering market research, ISO 20252 (2012), The MRS Code of Conduct, and the Data Protection Act 1998 by Illuminas, 183-203 Eversholt Street, London NW1 1BU, UK

T +44 (0)20 7909 0929 F +44 (0)20 7909 0921 E info@illuminas-global.com

www.illuminas-global.com

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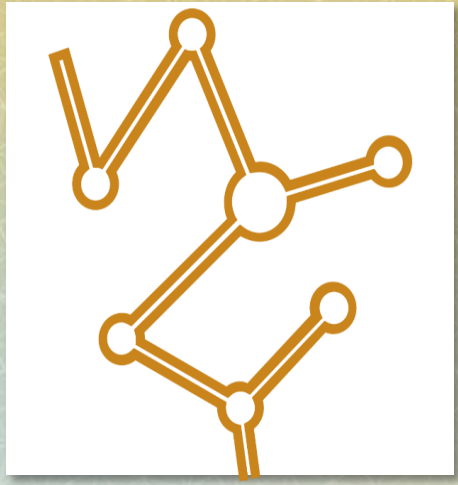
Background & Objectives

Background

- Research conducted by Illuminas in December 2015 provided Transport Focus with a baseline understanding of perceptions of travel within the North, as well as insight into the needs and wants from a smart ticketing system

- The research showed that there were high levels of conceptual buy-in to the smart ticketing concept. The study also highlighted areas where further insight was needed



A further study was commissioned by Transport Focus primarily to conduct a more robust, larger scale quantitative study to cover the North in its entirety, as opposed to being clustered around major cities (as was the case with first phase of the research).

Additionally, there was a requirement to add further qualitative understanding with regard to smart ticketing. The main purpose was to provide more detail on various of the operational options of the smart ticketing scheme. The operational aspects were:

- Registration
- Account-based ticketing
- Payment media options: smartphone, smartcard and contactless payment card
- Payment structure and fare types
- Identity and branding

Method: qualitative and quantitative research

QUALITATIVE RESEARCH

- **16 depth interviews** with respondents whom had previously participated in the December 2015 focus groups :
  - 5 depths in Liverpool
  - 5 depths in Leeds
  - 3 depths in Sheffield
  - 3 depths in Hull
- Respondents included a mix of leisure users, business users and commuters

QUANTITATIVE RESEARCH

The quantitative research consisted of:

2000 x 20 minute interviews

1720 online interviews
280 face to face interviews (with those without internet access at home)

Interviews were carried out both online and face to face to ensure the full Northern population, including offliners, were included

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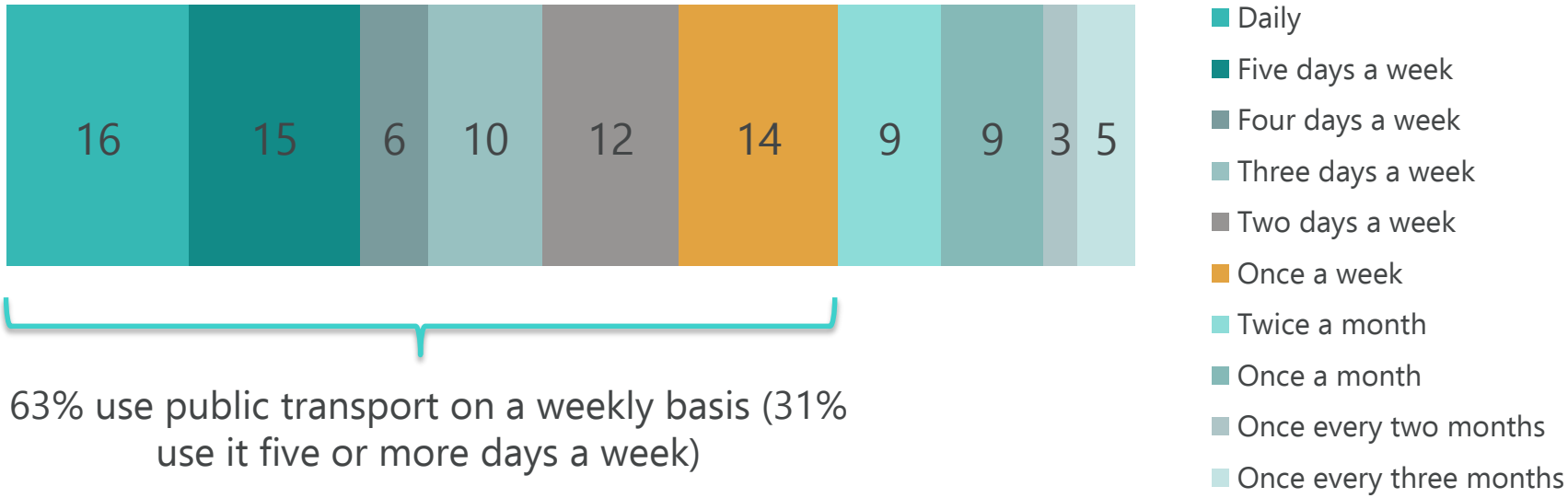
Sample profile

Sample composition

- Quotas were set to ensure all respondents used public transport at least once every three months
- Of those contacted, 33% screened out due to not using public transport frequently enough
- Geographical coverage of those that screened out: 20% North East, 43% North West, 33% Yorkshire & The Humber

PUBLIC TRANSPORT USAGE

QS5. How many days a week do you typically use public transport? (%)



Base: all respondents (n=2000)

Sample profile : overview

- Good regional spread across the North: North West 41%, North East 28% and Yorkshire and the Humber 30%

- Good spread in terms of gender, age, social grade, marital status and household composition (NB no quotas set here)

- Over half the sample work either full or part time. For the majority (78%) working hours are regular hours and week day daytime (90%)

- Currently, single mode ticketing (61%) via paper format (72%) is the norm. Only a third use multi-modal tickets. There are significant differences by urban and rural respondents in terms of ticket types
  - **Urban** residents significantly **more likely to be using multi-modal tickets** (52% versus 26% rural) **and use smart ticketing** (16% versus 8% rural)
  - **Rural** residents significantly **more likely to be using single mode** (74% versus 48% urban) and **more likely using paper tickets** (76% versus 69% urban)

User frequencies for analysis purposes are defined as
- Very frequent (weekly, five days a week, four days a week)
- Fairly frequent (three days a week, two days a week, once a week)
- Less frequent (twice a month, once a month, once every two months, once every three months)

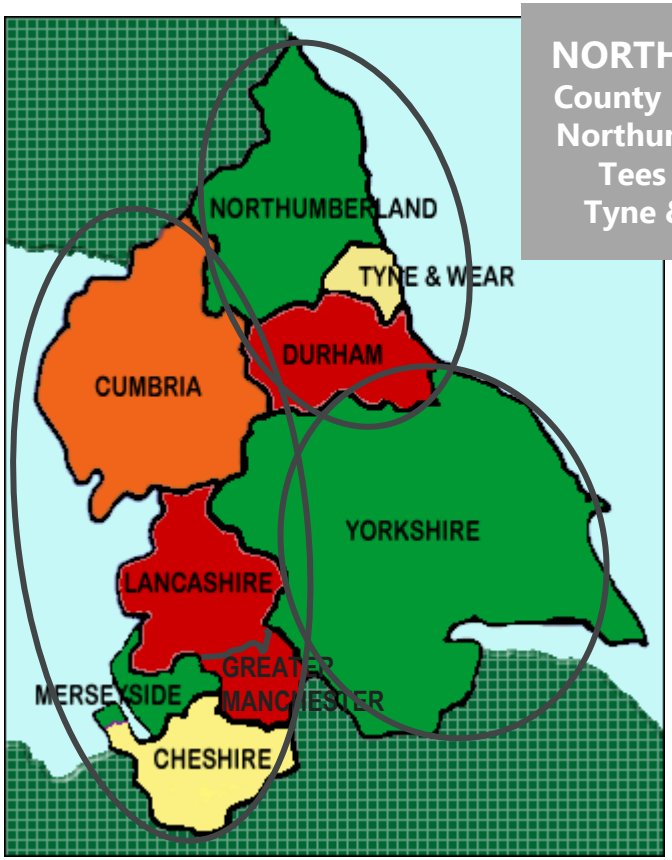
Rural / urban definition for analysis:
- Urban = lives within 10 miles of the nearest City
- Rural = lives greater than 10 miles of the nearest City (Hull, Leeds, Liverpool, Manchester, Newcastle, Sheffield)

Respondent background

REGION

QS1. Which of the following areas do you live in? (%)

NORTH EAST 28%
County Durham 11%
Northumberland 5%
Tees Valley 3%
Tyne & Wear 9%



NORTH WEST 41%
Cheshire 6%
Cumbria 5%
Greater Manchester 13%
Lancashire 10%
Merseyside 7%

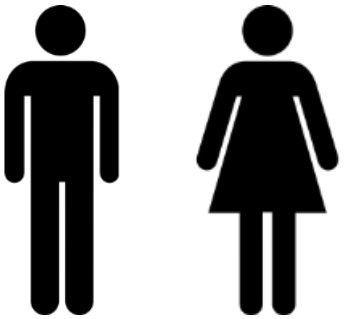
YORKSHIRE & THE HUMBER 30%
Humberside 4%
North Yorkshire 5%
South Yorkshire 8%
West Yorkshire 13%

Base: all respondents (n=2000)

Respondent profile

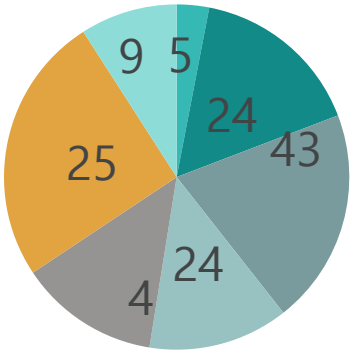
TOTAL n = 2000

QS2. Gender (%)

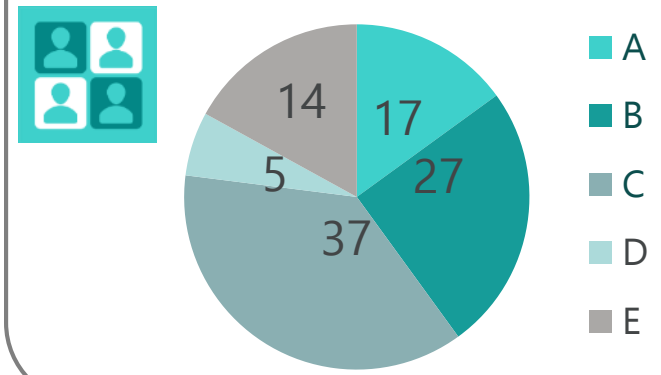


45% 55%

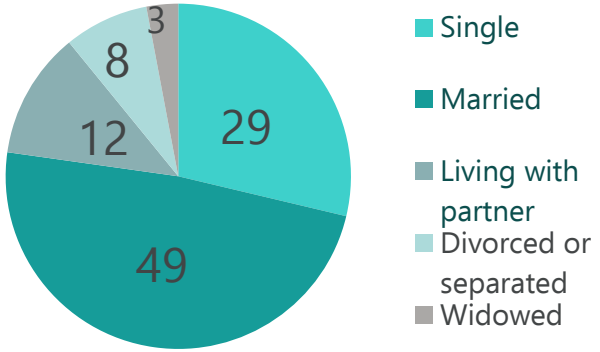
QS3. Age range (%)



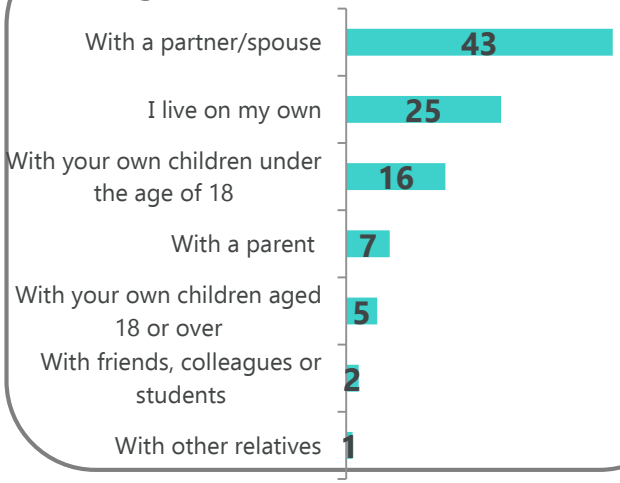
QP2. Social grade (%)



QP4. Marital status (%)



QP4. Household (%)



QP5. Number of children living at home under the age of 18 (Average)

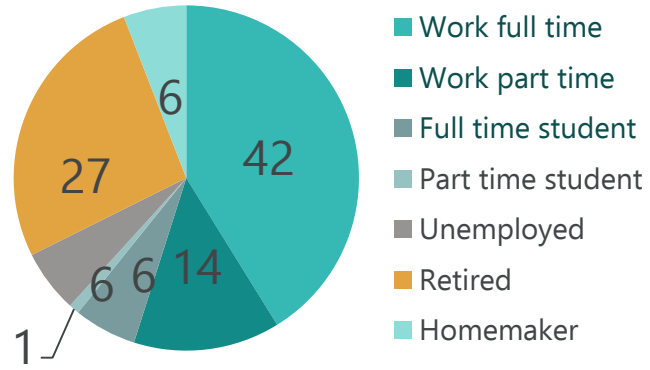
1.8

Base: n=316

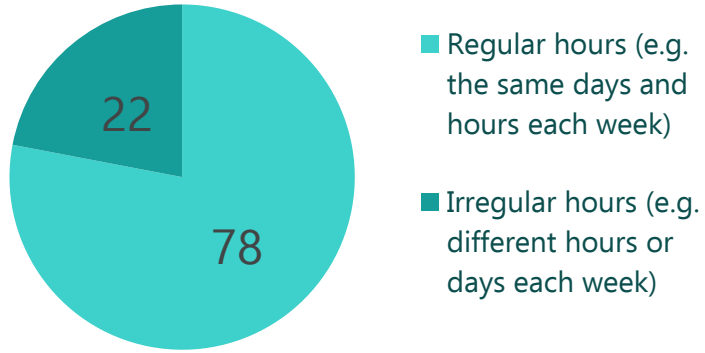
Respondent working profile

TOTAL n = 2000

QS4a. Working status (%)

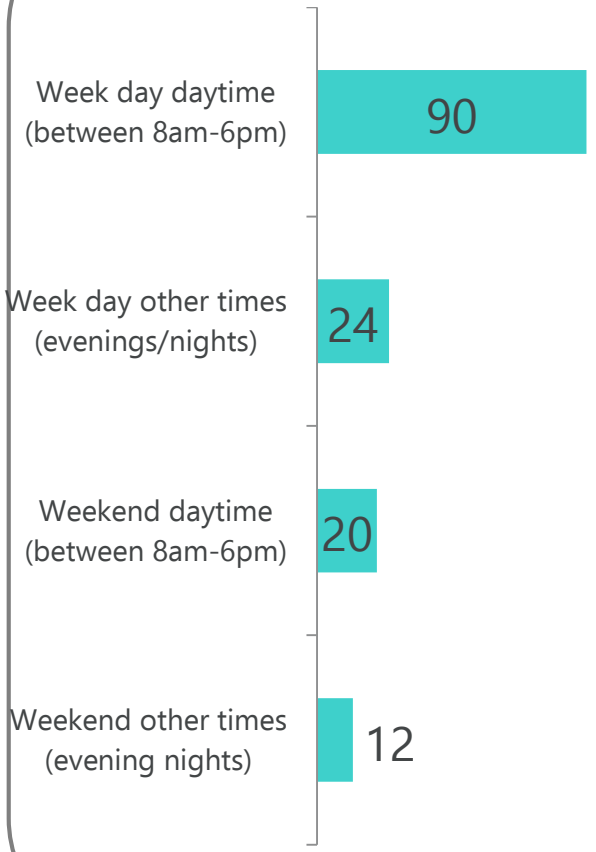


QS4b. Working hours (%)



Base: n=1100

QS4c. Working hours (%)

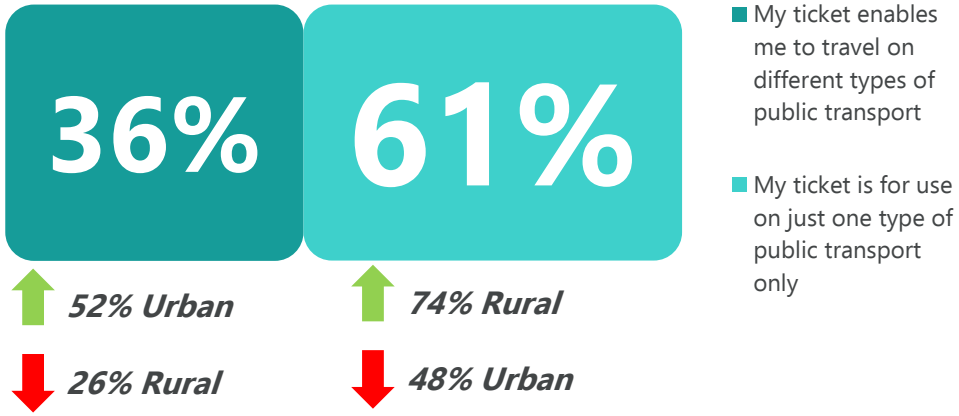


Base: n=1100

Multi mode ticketing is significantly higher amongst those in urban locations

Multi or single modal tickets

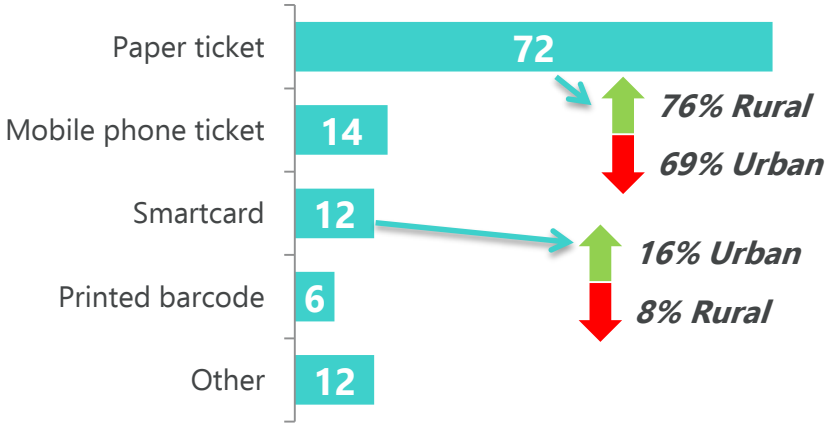
Q13. Which of the following applies to the tickets you use when using public transport?



Current ticket format

%

Q22. Thinking about the different types of tickets that you said you normally use when travelling on public transport, which format do these tickets take? %



Monthly spend

Q14b. How much do you typically spend on public transport per month?

Column %	VERY FREQUENTLY	FAIRLY FREQUENTLY	LESS FREQUENTLY
Less than £10	25%	42%	52%
£10-£25	13%	26%	16%
£26-£50	22%	16%	7%
£51-£75	19%	9%	2%
£76-£100	11%	3%	2%
£101-£150	5%	1%	1%
£151 +	4%	1%	0%
I use public transport less frequently than once a month	1%	2%	19%

No differences by urban/rural split for monthly spend

Base: all respondents (n = 2000)

Commuters: overview

- Most journeys are relatively short:
  - 67% under 30 minutes
  - 48% under 5 miles

- For ticketing there is an even split of those purchasing season tickets and purchasing on the day
  - Of season tickets purchased, monthlys are most common, followed closely by weekly seasons

- Of the on the day purchasers, 45% purchase en-route. Train and tram tickets show greatest variability in terms of where the tickets are purchased from, fairly evenly distributed across en-route, from a ticket machine, from a ticket office and online

- Key information sources are **boards** at stops/stations, the **internet** and **staff** at stops/stations

The shorter the commute, the nearer the place of work

Journey length

Q5. How long, door to door, does a typical journey take when travelling to your usual place of work/college/university?

10%

28%

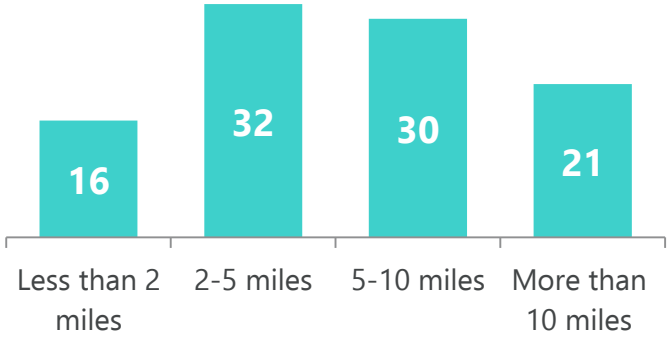
29%

30 mins - 1 hour 24%

> 1 hour 8%

Journey distance

Q6. Approximately how far do you travel on a typical journey to and from your usual place of work/college/university?



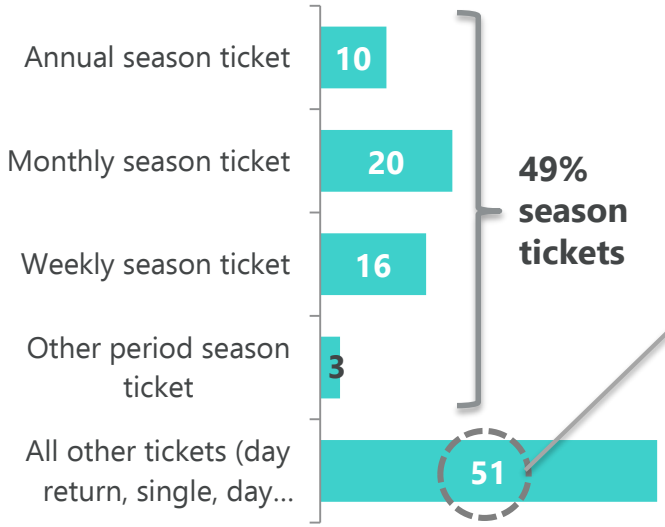
Total %	< 10 minutes	10-20 minutes	21-30 minutes	> 31 minutes
< 2 miles	7%	6%	3%	1%
2-5 miles	3%	14%	10%	6%
5-10 miles	1%	7%	12%	11%
>10 miles	0%	1%	5%	15%

Base: All who commute for work/study (1041)

Half of commuters use season tickets, half use day tickets. Day tickets most likely purchased en-route, particularly for buses

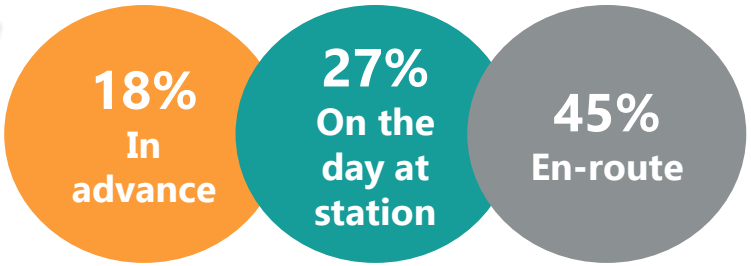
Ticket type

Q12.When travelling to work/college/university what type of ticket do you use?



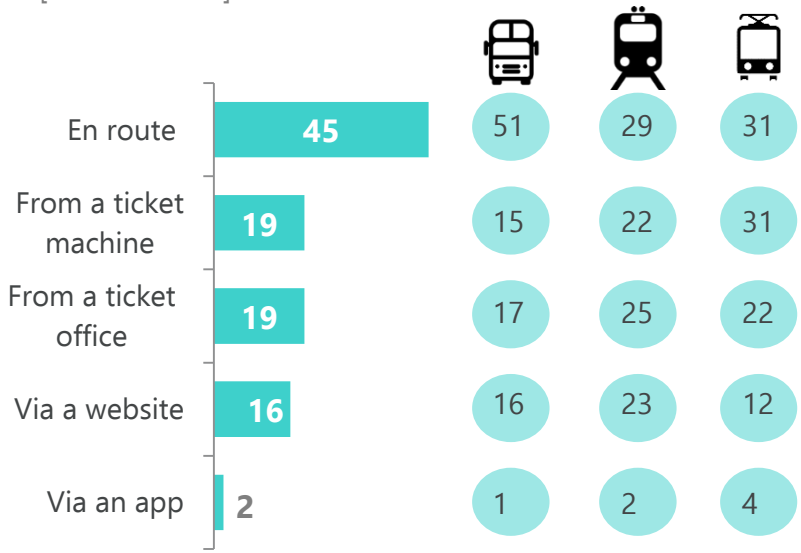
Base: All who commute for work/study (1041)

Q14a. How do you usually buy your tickets? [NON SEASON]



Base: All who commute but don't have a season ticket (497)

Q15. Where do you tend to purchase your tickets? % [NON SEASON]

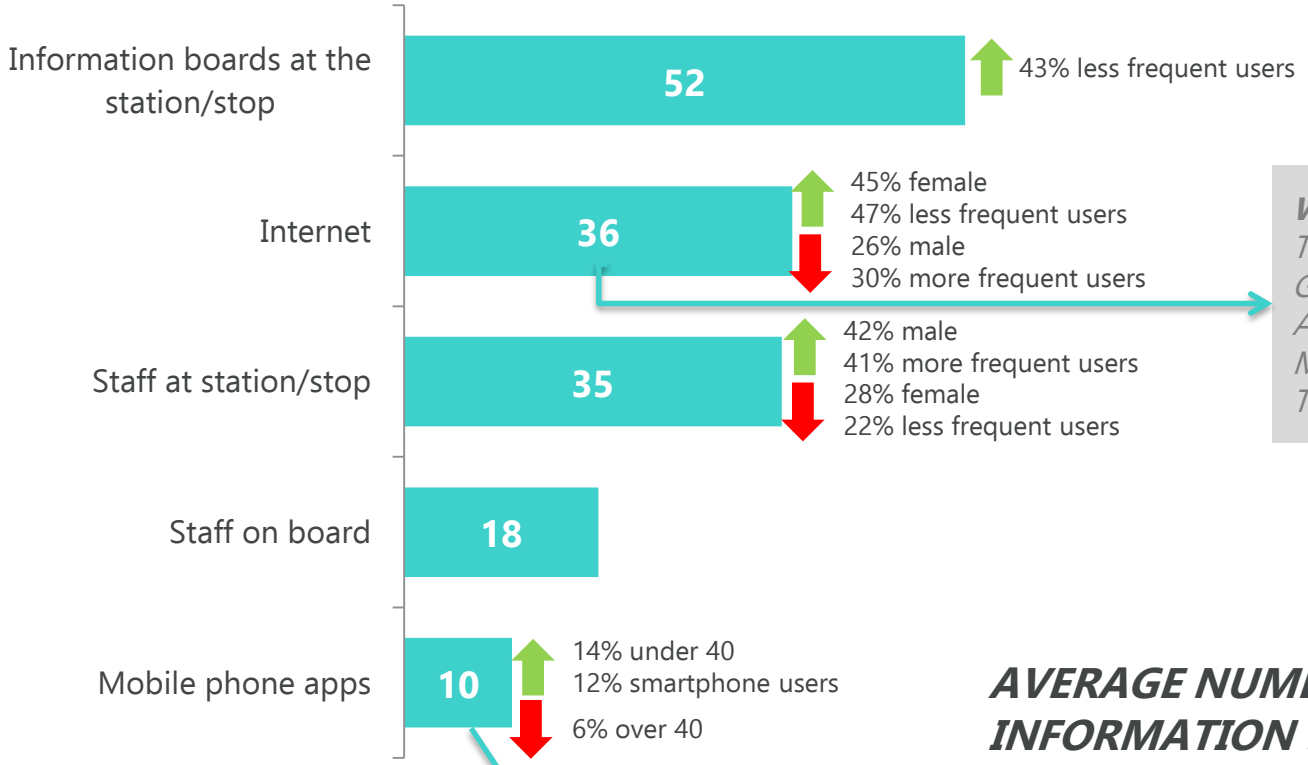


Base: All who commute but don't have a season ticket (497)

Commuter profile

Information sources

Q16. Which of the following do you use to find out information when using, or planning to use public transport? %



WEBSITES USED:
Trainline, National Rail, Google/Google maps, Arriva, First, GMPTE, Mersey travel, Metrolink, Nexus, Stagecoach, Traveline, Virgin, Wymetro

AVERAGE NUMBER OF INFORMATION SOURCES USED = 1.5

APPS USED:
National rail. Trainline, Arriva, Google Maps, First

Base: All who commute for work/study (1041)

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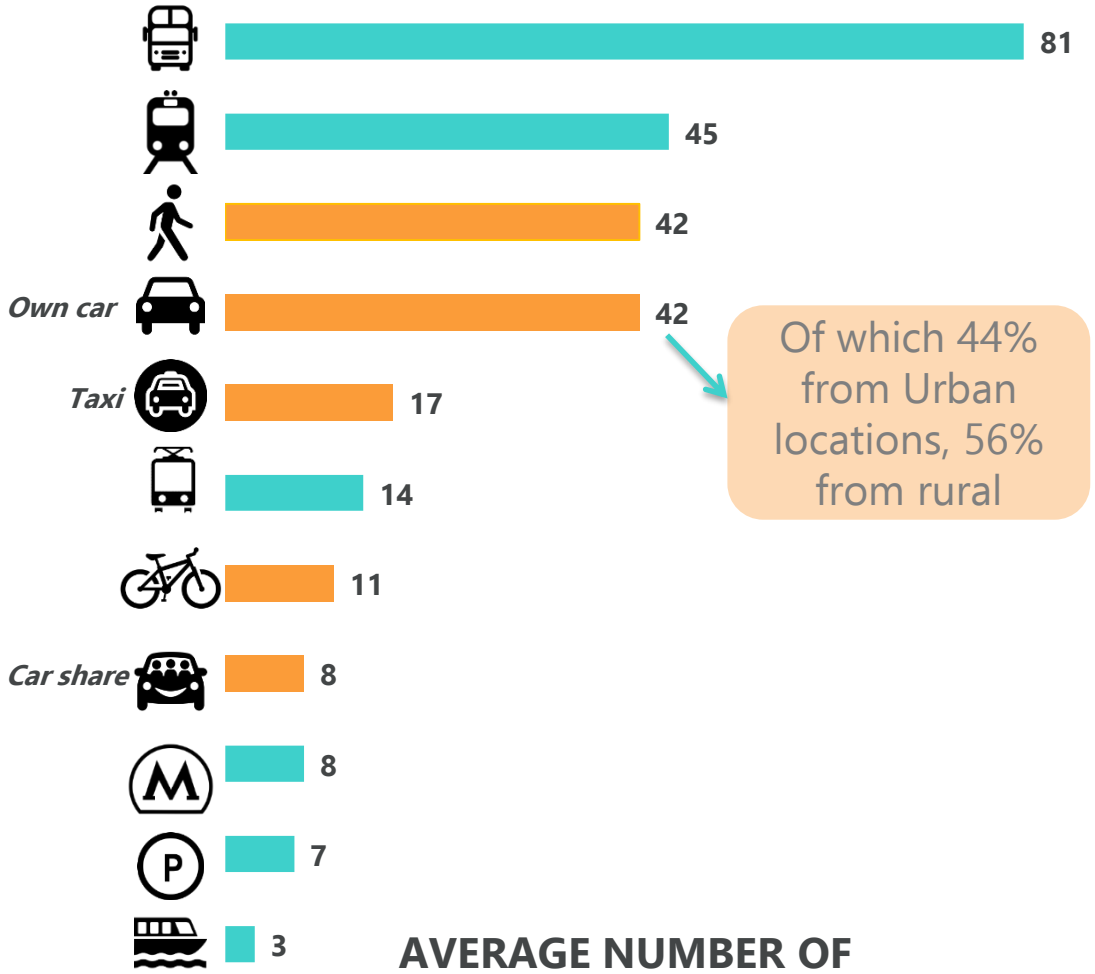
Public transport usage

Bus is the most used mode. Train use is also popular but frequency of use is more variable

Q1. Which of the following modes of transport do you use? %



MEAN FREQUENCY OF USE
Three days a week
Once a week
Five days a week
Four days a week
Twice a month
Once a week
Twice a week
Twice a week
Twice a week
Once a week
Twice a month

Base: All respondents (n = 2000)

Car usage by distance from urban city centres

Q1. Which of the following modes of transport do you use? %

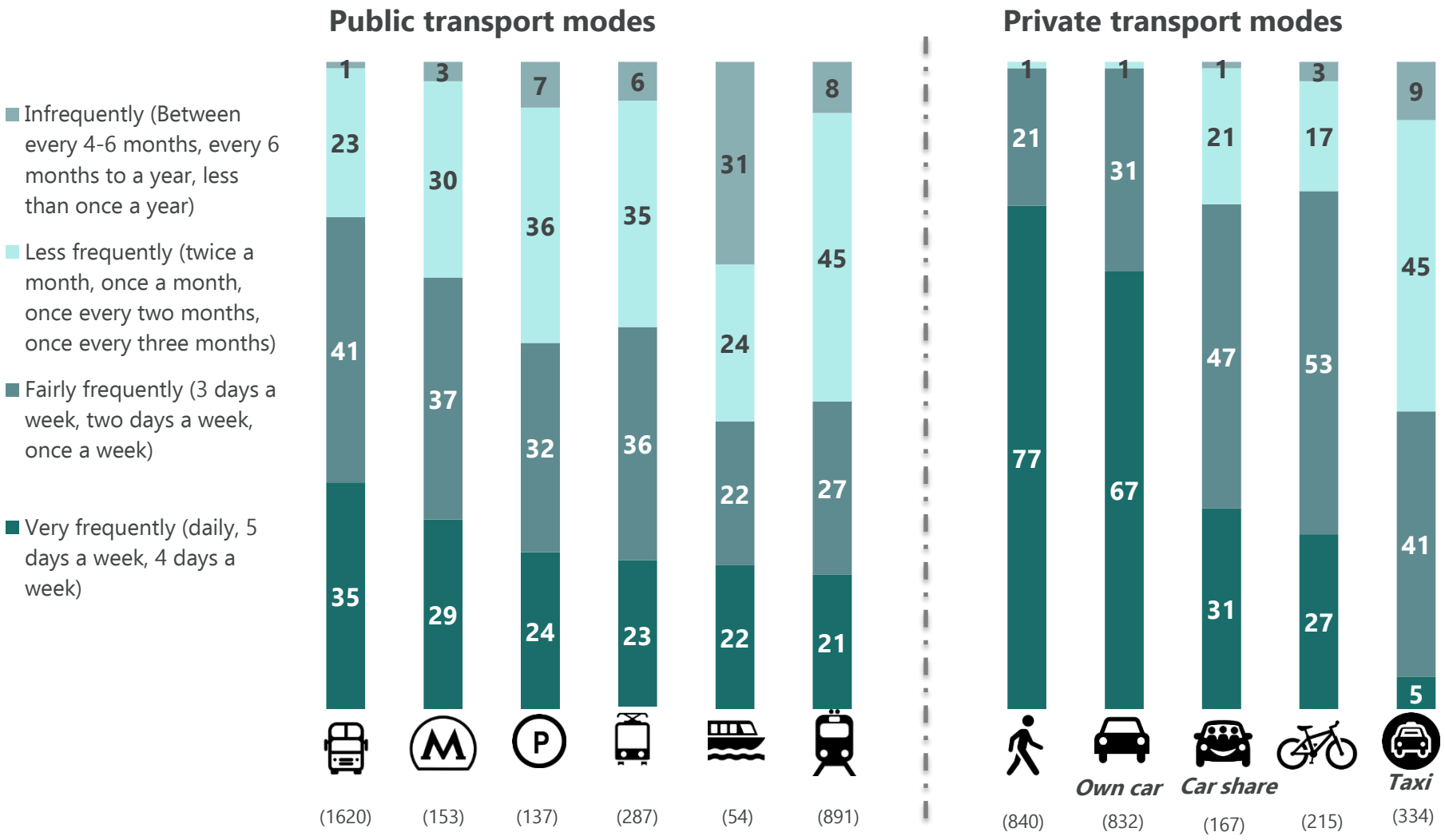
Own car

	< 2 miles	2-5 miles	5-10 miles	10-20 miles	20-30 miles	>30 miles
TOTAL	5%	15%	24%	22%	14%	20%
Hull	2%	32%	23%	7%	18%	19%
Leeds	2%	14%	25%	32%	17%	9%
Liverpool	5%	16%	25%	19%	21%	15%
Manchester	3%	11%	26%	19%	14%	27%
Newcastle	5%	12%	22%	22%	11%	28%
Sheffield	14%	22%	22%	26%	5%	12%

Base: All respondents that use car per nearest city

Bus is the most frequently used mode of public transport

Q2. How many days a week do you typically use each of these modes of public transport?



Base: Users of each mode of transport

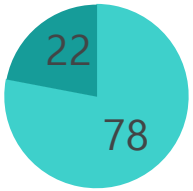
Types of journey made by mode

Q3. Which types of journeys do you make on each mode of transport that you use?

Base: Those using each mode of transport	(1620)	(891)	(840)	Own car (832)	Taxi (334)	(287)	(215)	Car share (167)	(153)	(137)	(54)
Commuter	30%	21%	24%	39%	11%	22%	23%	27%	27%	22%	20%
Student	9%	9%	9%	6%	4%	6%	7%	7%	7%	15%	4%
Business	11%	26%	10%	27%	15%	13%	8%	19%	19%	16%	17%
Short leisure	53%	25%	75%	80%	41%	43%	57%	53%	53%	36%	30%
Long leisure	33%	69%	12%	71%	26%	33%	17%	55%	55%	30%	37%

Less likely to use bus or train if commuting < 10 minutes and < 2 miles

Q4f (%) Thinking about the different journeys that you make, which of the following statements is most like you?



- Make the same journey type from week to week
- My journeys vary a lot from week to week

Base: All respondents (n=2000)

Drivers of choice of mode of transport

Q4a-e. When travelling [insert journey], why do you travel by these modes of transport?

BUS:
- Cost effectiveness
- Only option available

TRAIN:
- Cost effectiveness
- Speed

Long distance leisure only
- Enjoyable

WALK:
- Cost effectiveness
- Enjoyable

CAR (OWN):
- Speed
- Convenience

TAXI:
- Convenience

TRAM:
- Speed

BIKE:
- Cost effectiveness
- Enjoyable

CAR SHARE:
- Speed
- Convenience

METRO:
- Speed

Commuter mode analysis

Q3. Which types of journeys do you make on each mode of transport that you use?

Commuter

Own car

21% ONLY USE THEIR CAR TO GET TO WORK

47% ONLY USE ONLY ONE MODE OF TRANSPORT, WHICH IS NOT CAR TO GET TO WORK

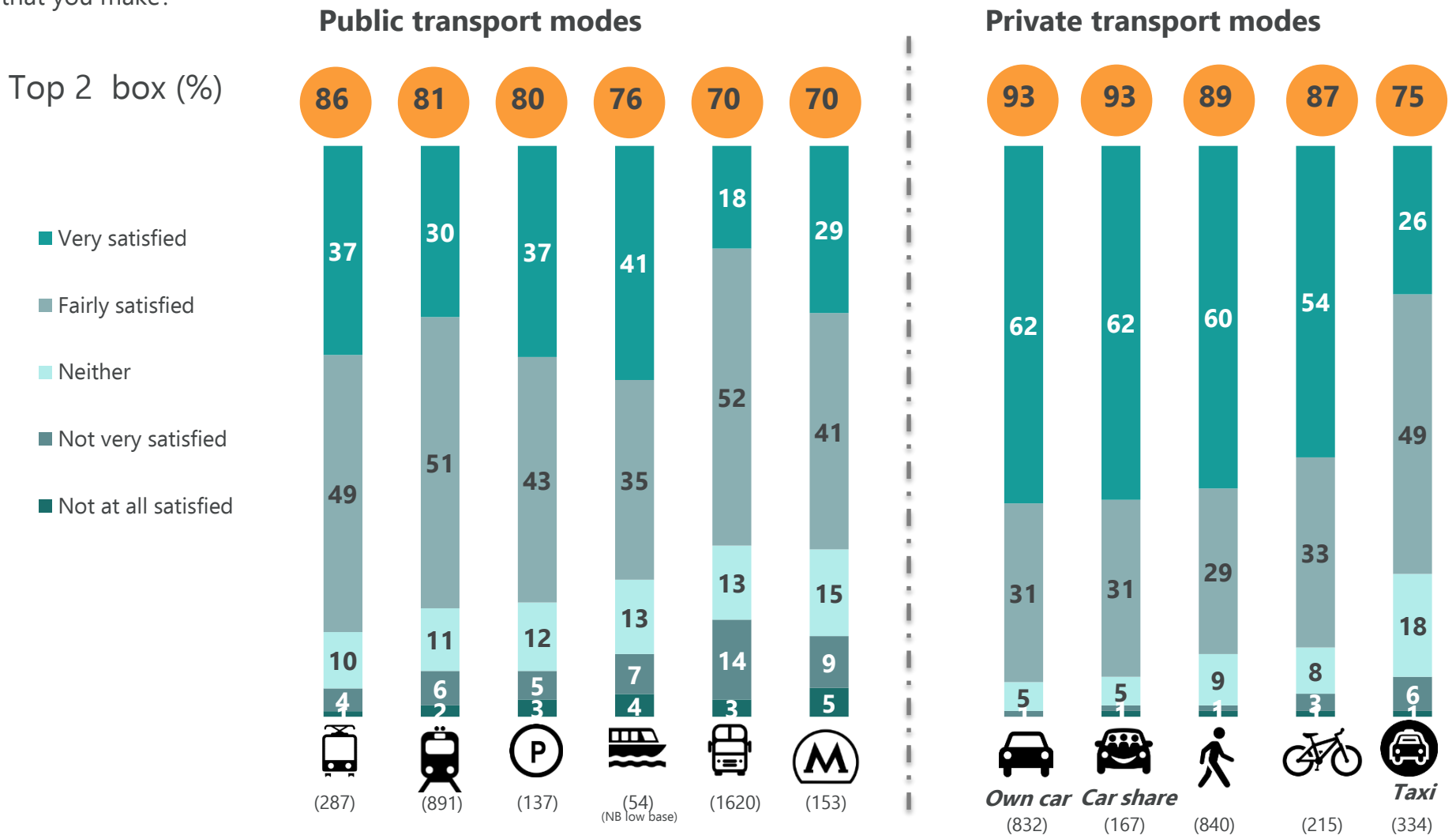
13% USE MORE THAN ONE MODE WHICH INCLUDES CAR TO GET TO WORK

20% USE MORE THAN ONE MODE TO GET TO WORK THAT DOES NOT INCLUDE CAR

NB When talking about modes used this is in a general sense. It does not mean that a commuter journey always involves more than one journey. We measured which journeys were made by which mode, not which combination of modes were used for each journey type

Satisfaction is higher amongst private versus public modes. Tram users claim significantly higher levels of satisfaction versus other public modes

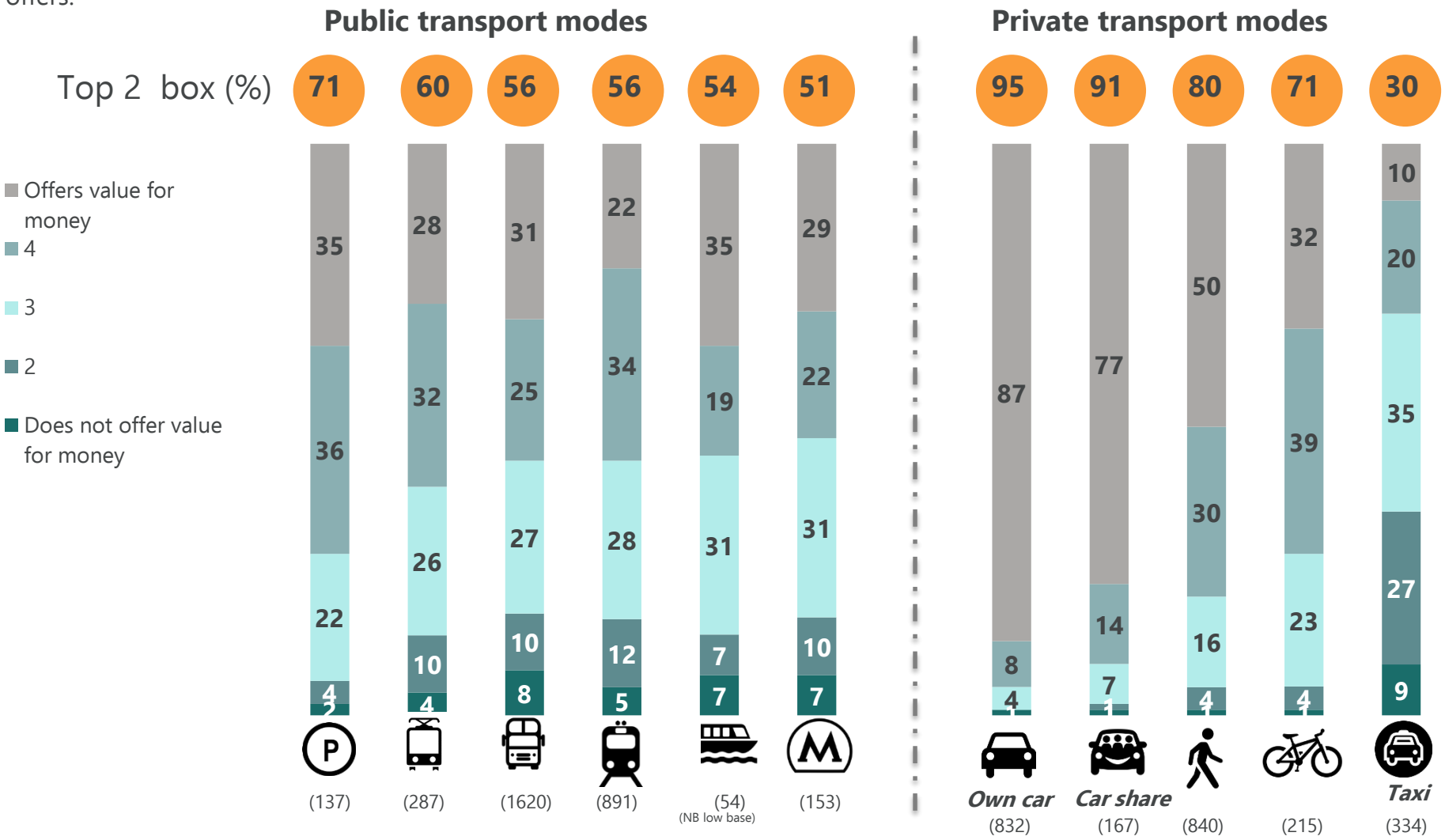
Q17. Thinking about the different modes of transport that you use, how satisfied are you with each mode for the different journeys that you make?



Base: users of each mode of transport

Value for money perceptions vary significantly by mode. Park and Ride offers greatest value for money versus other modes of public transport

Q18. Thinking about the different modes of transport that you use, please rate each in terms of the value for money that you feel it offers.



Base: all respondents (n=2000)

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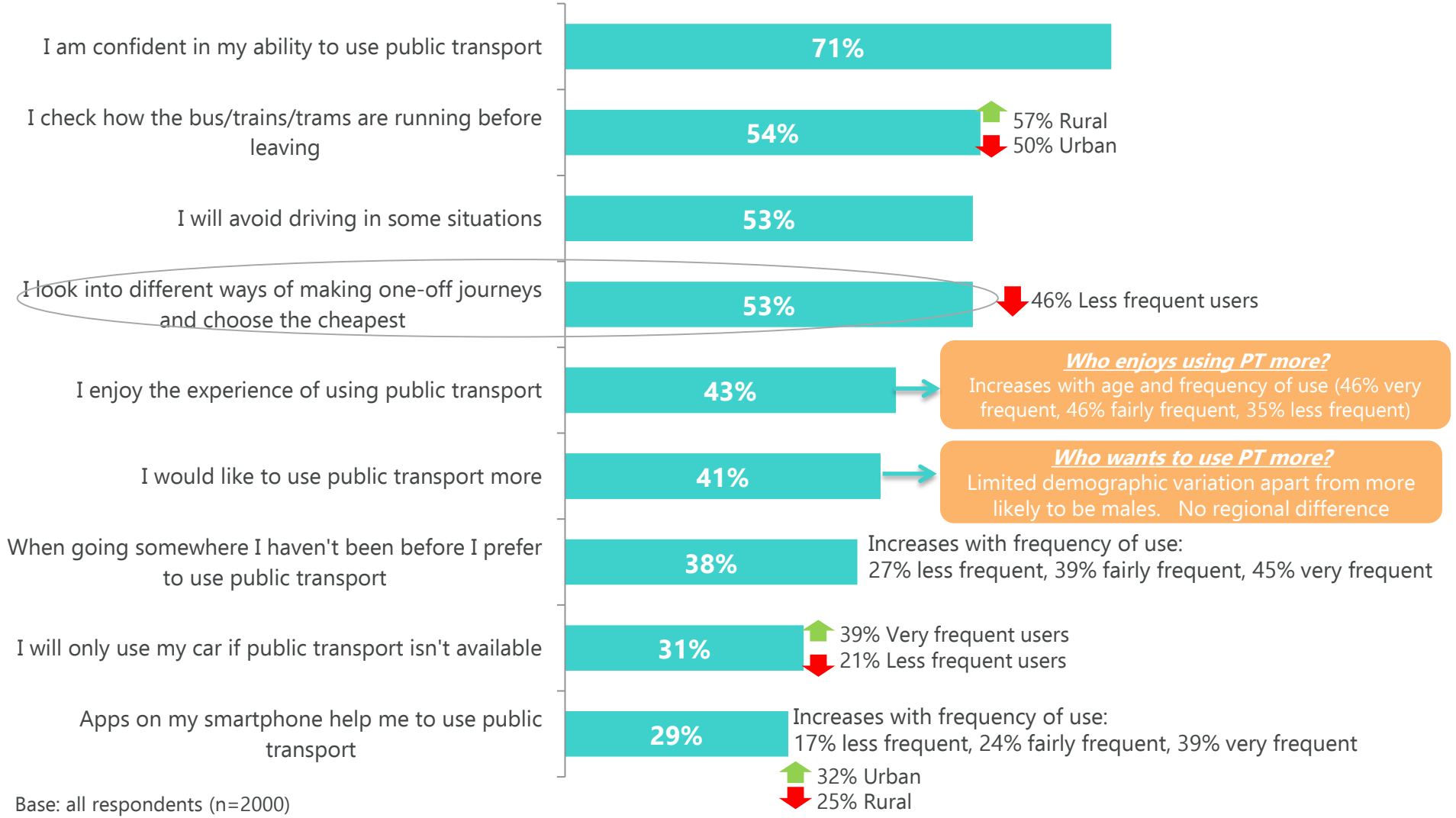
Increasing public transport usage

Obtaining the cheapest fare is important and something passengers are prepared to invest time in to achieve this. The more frequent public transport users tend to be more engaged and show higher agreement

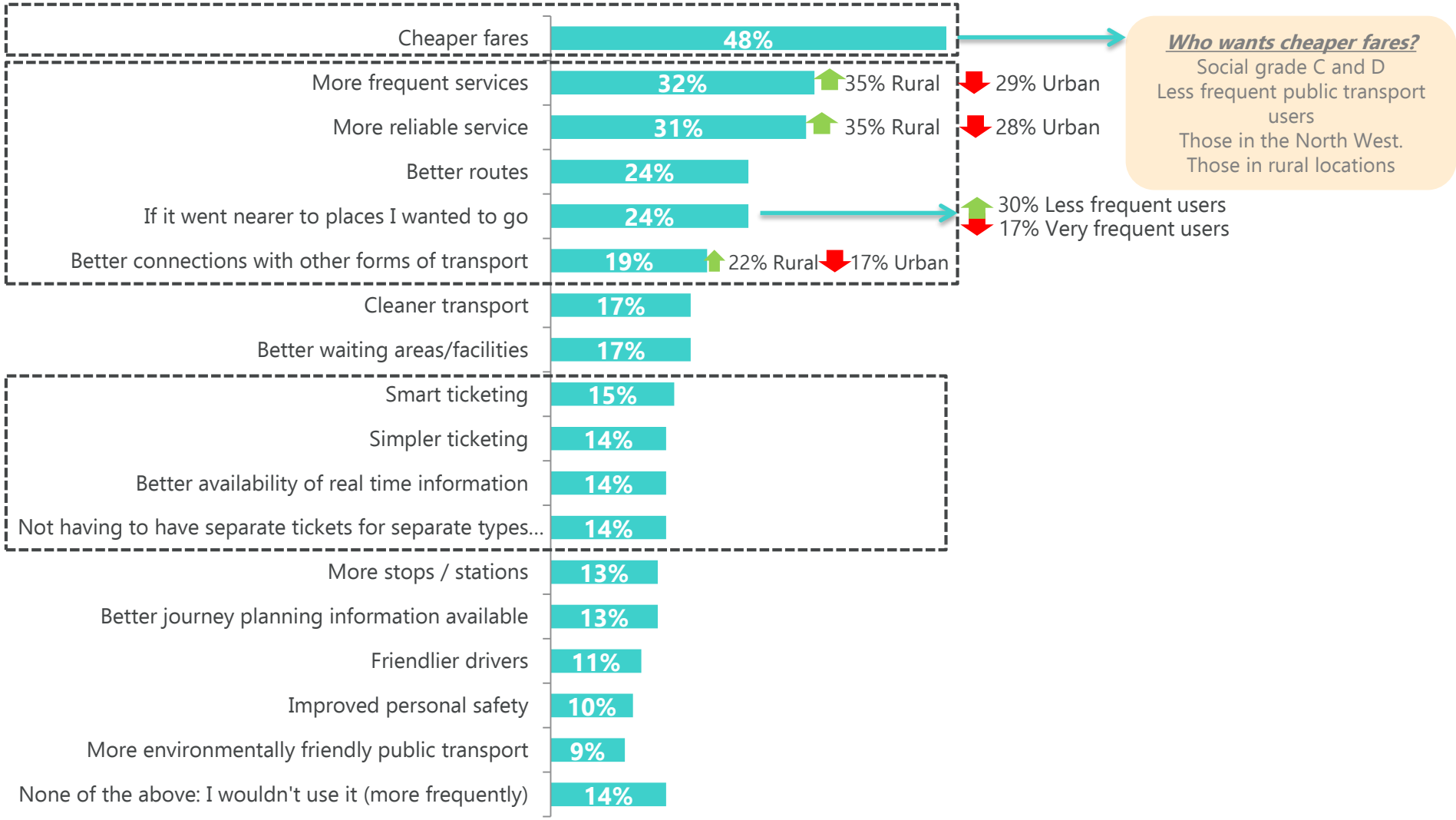
Q44. How much do you agree with the following statements about using public transport?...(top 2 box %)



Base: all respondents (n=2000)

Cheaper fares, service performance and environment rank ahead of ticketing as influences on use of public transport

Q46a. What would encourage you to use public transport more frequently than you are now...? % (PROMPTED LIST)



Base: all respondents who could use public transport more (n=2000)

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Smart Ticketing

Over half are aware of smart ticketing and half of these have used it at some point

Q19. Are you aware of smart ticketing as a concept to pay for travel on public transport or to store tickets on? %

Awareness

36%

Rising to 49% for less frequent users, 41% rural

57%

Rising to 67% in the NE, 69% for very frequent users, 64% urban

Unaware Aware

Base: all respondents (n=2000)

Q20. Have you used any form of smart ticketing before either in the UK or abroad when travelling on public transport? %

Usage

47%

Rising to 60% for fairly frequent and less frequent users, 58% rural

51%

Rising to 65% in the NE, 66% for very frequent users, 60% urban

Awareness and usage increase with frequency of public transport use as well as amongst social grade A, full time workers and those in urban locations

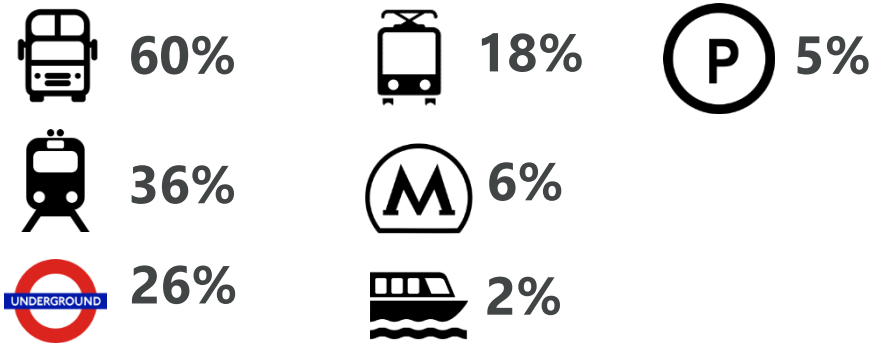
No Yes

Base: all respondents aware (n=1148)

STAGE 1 DATA:
Awareness: 56%
Usage: 54%

(NB not significantly different to stage 2 data)

Q21. On which types of transport have you used smart ticketing before? %

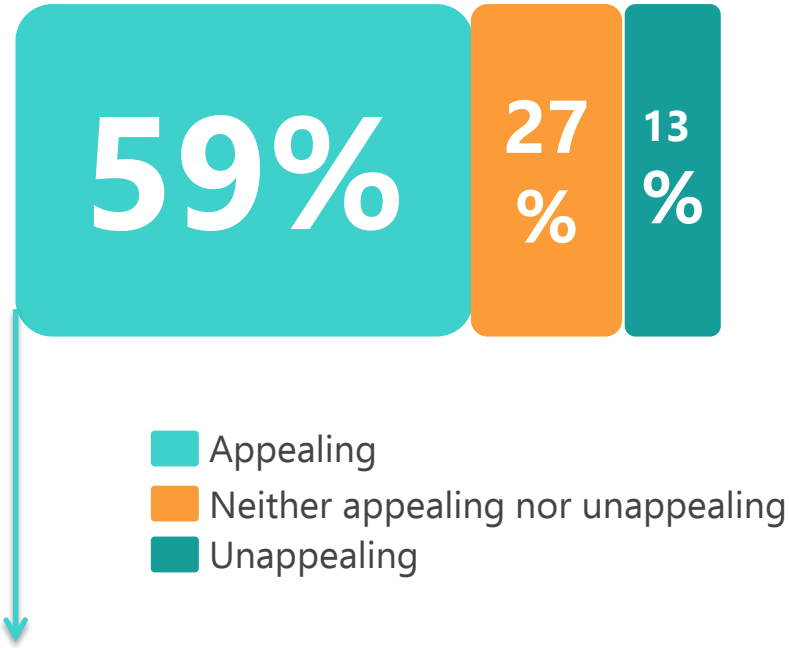


Base: all respondents who have used (n=558)

Smart ticketing appeals to almost two thirds and half claim they would use it

Appeal

Q23a. How appealing do you find the idea of using smart ticketing for travel on public transport?...(%)



Significantly higher amongst:
Urban locations (65%)
Very frequent transport users (72%)
Full time workers (74%)
Social grades A (80%) and B (66%)
Smartphone owners (65%),

Base: all respondents (n = 2000)

Q23b/c. What do you find appealing / unappealing about the idea of using smart ticketing on public transport?

No need to worry about having the correct change for the bus. No problem with queuing for tickets, especially when you are tight for time. Also not having to worry about losing your return ticket

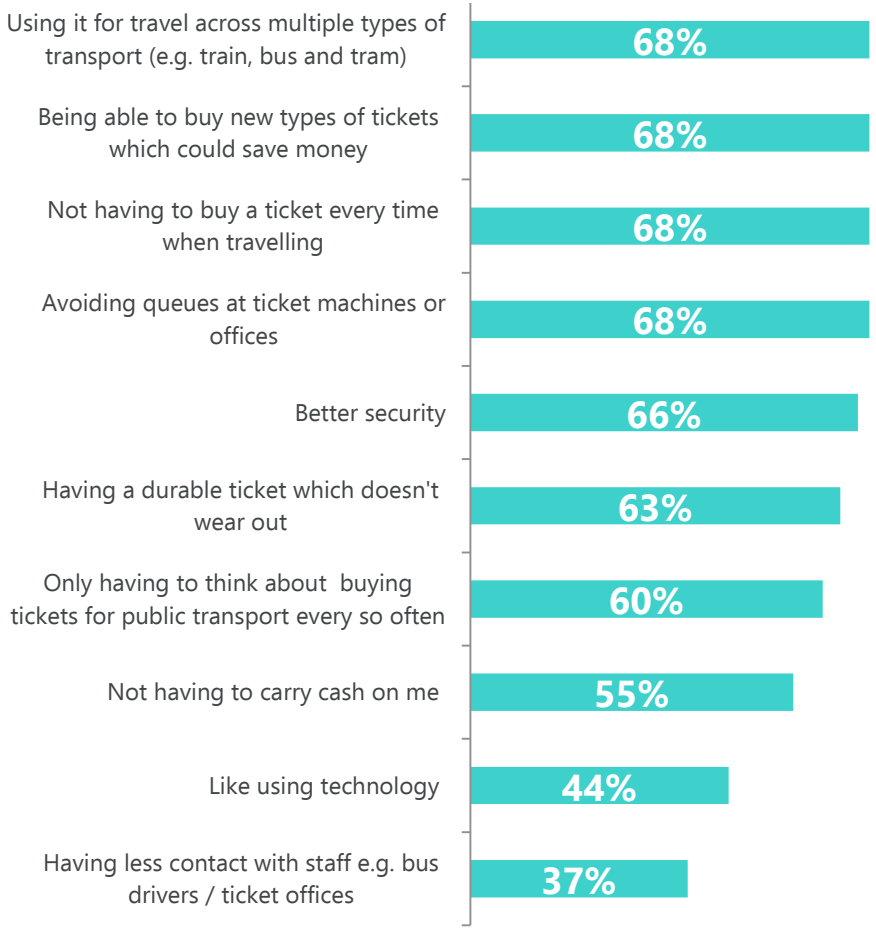
Not having to decide upfront which modes or bus companies I want to use that day. Not having to queue to by tickets at the station. Not having to argue with bus drivers about the validity of my ticket when it's something they don't recognise

Easier, more convenient, saves time, less paper, easier tracking of payments, no loss of ticket

It might get round the need to find the right change and would also be useful at stations where there is no ticket office. I also envisage seamless transition between modes of transport

Potential advantages hugely outweigh drawbacks, with an average of 7 per respondent. Concerns are around executional elements and not fundamental aspects of the scheme

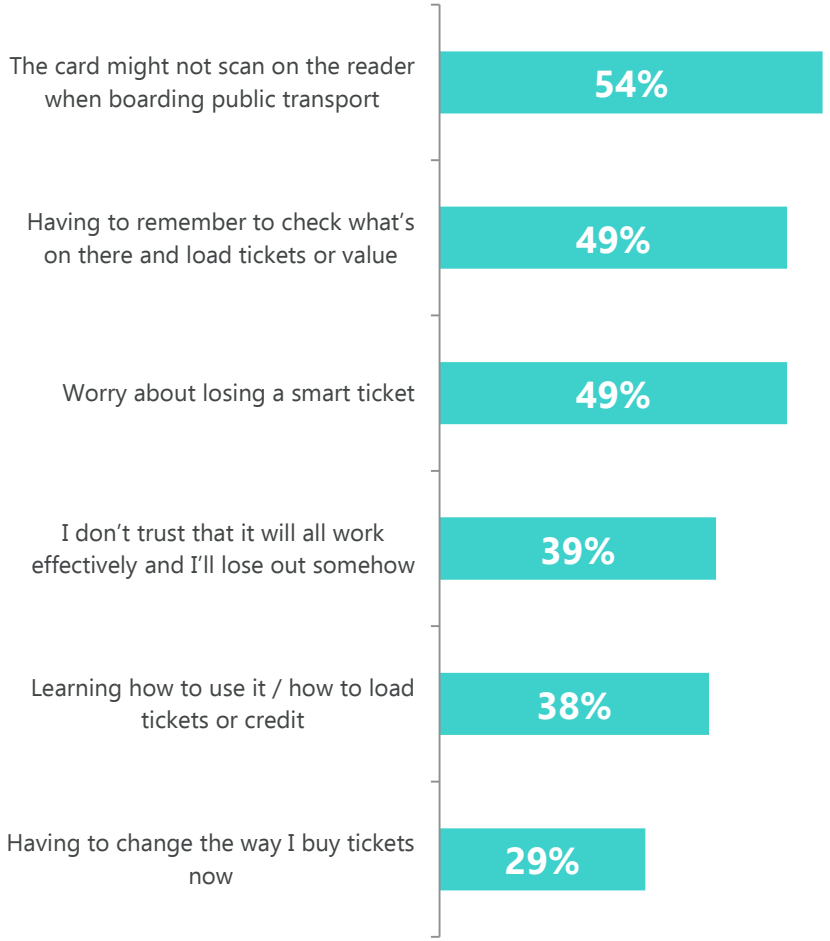
Q24. Here are some potential advantages of using smart ticketing for travel on public transport, for each of them please indicate how attractive this feature is to you personally?...(top 2 box %) (PROMPTED LIST)



Mean advantages given:

6.7

Q25. To what extent do you consider each of the following as potential drawbacks when considering using smart ticketing?...(top 2 box %) (PROMPTED LIST)



Mean concerns given:

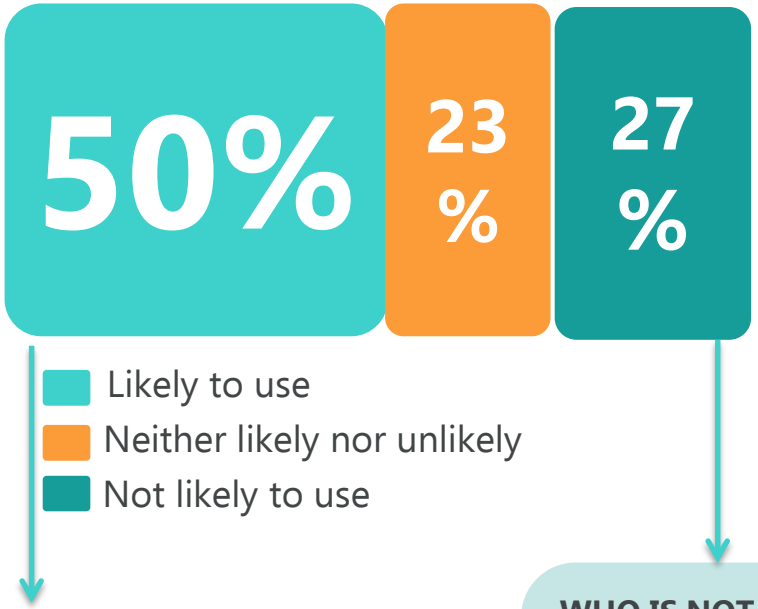
2.6

Base: all respondents (n=2000)

Half claim likely to use smart ticketing if available. Just over a quarter claim to be unlikely to use it. These tend be 60+ year olds, retired, lower social grades and those that do not own a smartphone

Likelihood to use

Q26a. How likely do you think you would be to use smart ticketing if it were available on the modes of transport you use? ...(%)



Significantly higher amongst full time workers (62%), social grade A (64%) and B (55%), smartphone owners (57%), Appeal increased with frequency of public transport use

WHO IS NOT LIKELY TO USE SMART TICKETING?
More likely 60+, retired, social grade E and not own a smartphone

Q23b/c. Why would you be likely/unlikely to use smart ticketing on public transport?

So I don't have to stand in large queue to buy a ticket or have to search for change to buy a ticket. It seems like this would be a faster and more convenient method

I don't use public transport that frequently so season tickets do not offer value for money. I would use smart ticketing would give me flexibility

I think it would be very open to fraud and people stealing cards

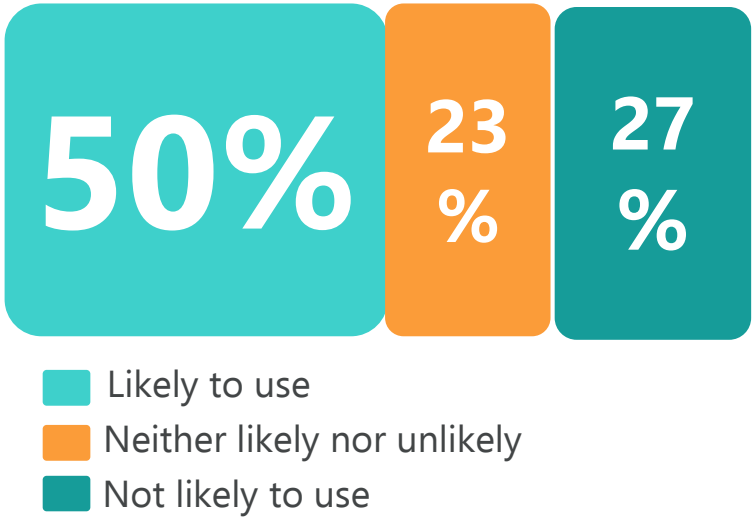
I prefer to buy paper tickets, I'm old fashioned like that. If it became the norm I would adapt

Base: all respondents (n = 2000)

Likelihood to use by age

Likelihood to use

Q26a. How likely do you think you would be to use smart ticketing if it were available on the modes of transport you use? ...(%)



AGE	Likely	Neither/ nor	Not likely
< 20	75%	25%	0%
20-29	64%	17%	19%
30-39	65%	27%	8%
40-49	68%	20%	15%
50-59	47%	25%	28%
60-69	41%	24%	33%
70+	26%	22%	52%

Base: all respondents (n = 2000)

How should the smart ticketing scheme be administered?

Registration is expected and presents few barriers to potential take up

Benefits centered around ease of use and peace of mind. Most were comfortable with personal data being stored in order to benefit

- Peace of mind: assumed that lost/stolen cards could be reported/protected as a result of details stored within the system
- Sense of management/control: registering implies that there will be central control / administrative system that can be reported to
- Boost initial take-up: registering felt to be a good opportunity to engage people with the scheme initially, and encourage repeated usage

- Data privacy: a concern but not at front-of-mind; most would just like reassurance
- Some concerns over inclusivity: that some may be uncomfortable with registration, unaware of registration or be unable to register

"You kind of expect to have to register for everything these days, and there are always positives to doing so"
(Sheffield, Leisure)

"They should definitely provide some support to get the less savvy on board with registering – a helpline or something"
(Liverpool, Commuter)

"I'm quite trustworthy in that respect. I feel like companies that run public transport will be strongly firewalled and very good with people's data"
(Leeds, Commuter)

Most are interested in an online account-based ticketing system

Account seen as delivering numerous benefits, mainly convenience and simplification to ticket purchasing

- Provides opportunity for online ticket purchasing which is felt to be an overdue modernisation for those using trains or buses
- Convenience: expected that ticket purchasing could be done anywhere/anytime, removing hassle of queuing at stations, finding a ticket office and issues with payment (e.g. correct change for buses)
  - Some are already purchasing across multiple channels including mobile
- Other potential benefits:
  - Possible 'loyalty rewards'
  - Suggestions for faster/cheaper routes based on journey history recorded on account
  - Easily view travel outgoings with tracked journeys and tickets (can be particularly useful for those claiming expenses for business/work)

- Data privacy - a concern but not at front-of-mind: most would just like reassurance
- Having to remember account details

"Because I often travel at stupid o'clock in the morning, people who sit in the ticket booths don't start working that early… we need to be able to plan and pay for journeys in advance" (Leeds, Commuter)

"If I had an account and I knew that's where I had to go and update it, I'd go and do it because… it would be much easier and there aren't many ticket offices in Leeds." (Leeds, Business)

"I'm just a bit anxious around taking care of my account such as remembering passwords and remembering to log on to update things if needed" (Hull, Commuter)

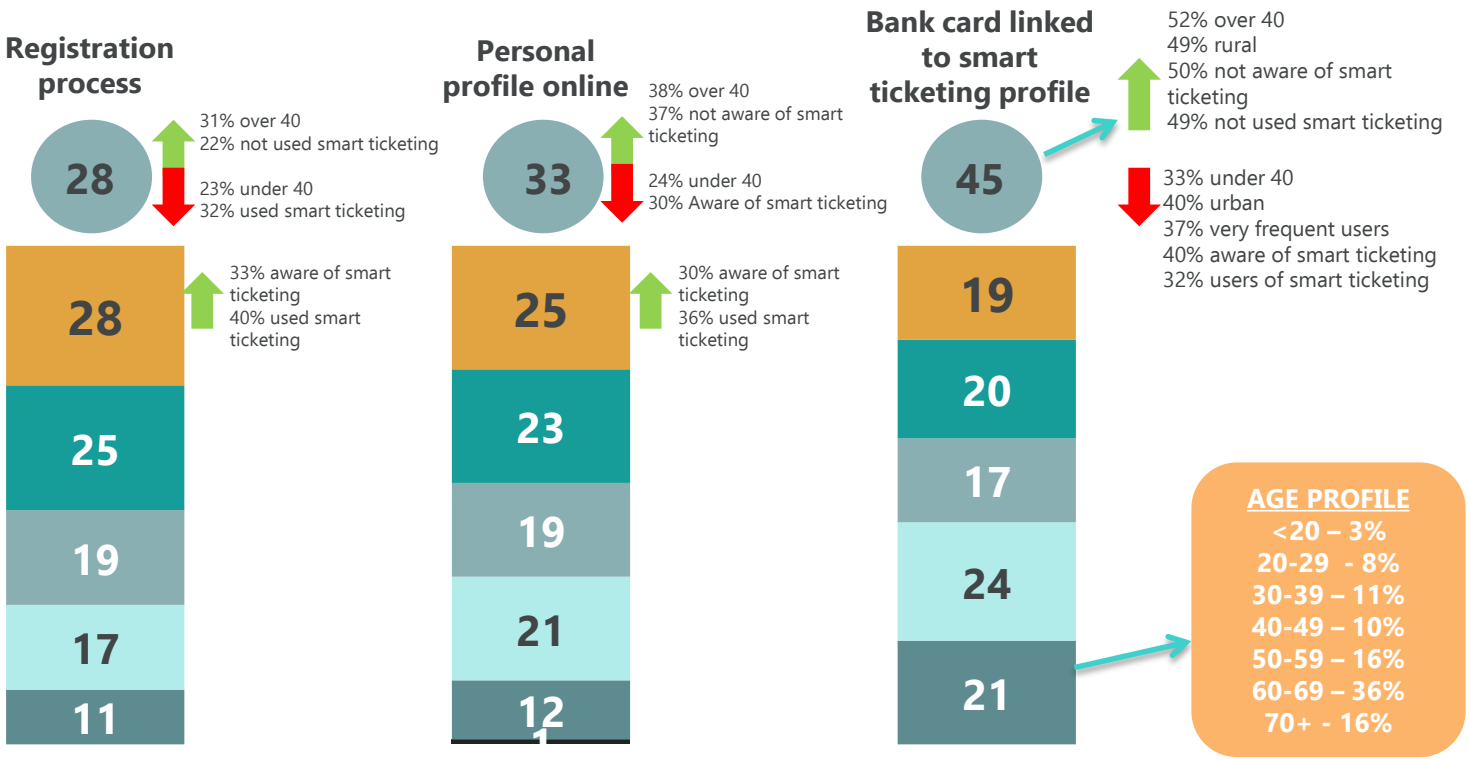
"I think a record of journeys would be useful. Say you're thinking, 'How much do I spend a month on travelling?'" (Liverpool, Commuter)

Having a bank card linked to your smart ticketing profile raises the greatest level of concern, particularly amongst those in more rural locations

Q28/Q29/Q30. How would you feel about this?...(%)

Concern top 2 box (%)

- Not at all concerned
- Not really concerned
- Neither/nor
- Slightly concerned
- Very concerned
- Don't have online access



As part of a smart ticketing system, there would be a registration process that you would need to complete before you could use it.

Part of the registration process would involve setting up a personal profile so your details would be stored and your travel securely recorded

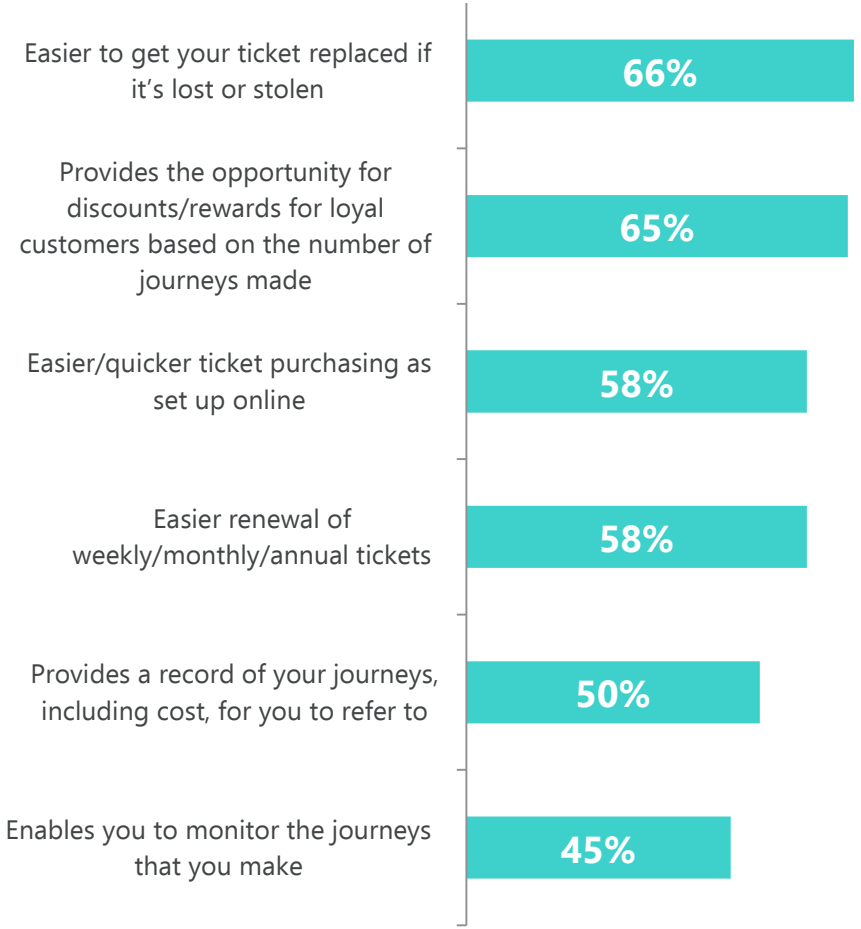
As part of the account set up you would be required to enter details of a debit or credit card to be linked to your smart ticketing profile

Those who are concerned are more likely to be those without internet access at home, that don't own a smartphone and 60+

Base: all respondents (n=2000)

When looking at how the scheme will be administered advantages don't outweigh concerns as greatly. Concerns are focussed on linking a bank account and personal details being stored

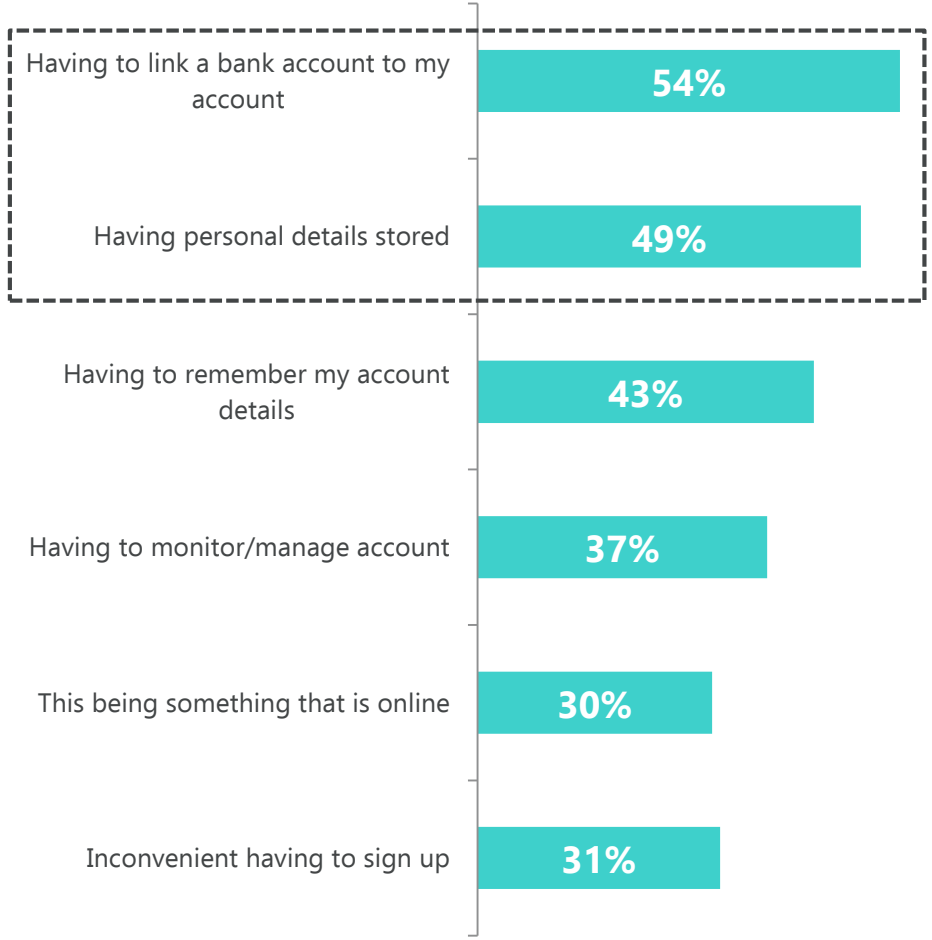
Q32. Here are some potential advantages about this kind of smart ticketing system. For each of them, please indicate how attractive this feature is to you personally?...(top 2 box %) (PROMPTED LIST)



Mean advantages given:

3.4

Q33. And to what extent do you consider each of the following as potential drawbacks when considering account based smart ticketing?...(top 2 box %) (PROMPTED LIST)



Mean concerns given:

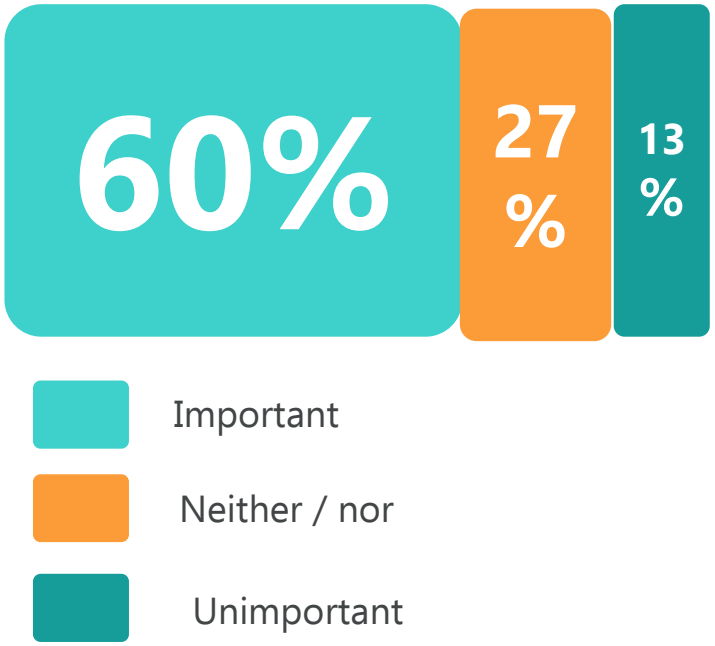
2.5

Base: all respondents (n=2000)

Being able to Pay As You Go (PAYG) is considered an important part of the smart ticketing scheme

Importance of PAYG

Q34a. How important would it be for you that the smart ticketing scheme would be able to do this?...(%)



Q34b. Why do you say that/?

I don't know how else it would work really, plus I already use this with the Oyster card when I go to London. It's intuitive

I like to keep track and know where my money is going. Pre paying onto the card would be helpful so I don't have to think about paying each time I make a journey

So that I can keep track of how much I have spent and the money for the journey isn't coming directly from my bank account for each journey

This would give me reassurance and confidence in the smart ticketing system. It is easy to control and see what you are spending

Base: all respondents (n=2000)

A standardised and ideally better value fare structure is desired

Most see a simplified fare structure, consistent across the region and modes, as a key benefit that will be delivered by the smart ticketing scheme

- In the first phase of research it was expected that fares will be simpler and fairer as a result of unifying transport modes under one scheme
- All would like to be reassured of best value for travel whilst using the system. Fare capping is considered a natural way to do this
- A zonal payment structure appeals on the grounds of simplicity and ease of understanding. Many are familiar with this being adopted in London. It was felt that zones could be implemented in each city, stretching out across the entire North, with traveller payment relating to the city zone that they were registered in (e.g. place of residence)
- There is support for the idea of rewarding loyalty through cheaper prices for frequent travellers. However, some felt that although a good idea it could complicate pricing and cause confusion/misunderstanding for travellers, potentially undermining trust/confidence in the system

"Just set the pricing by zones, then everyone can look it up and see it and understand"
(Hull, Leisure)

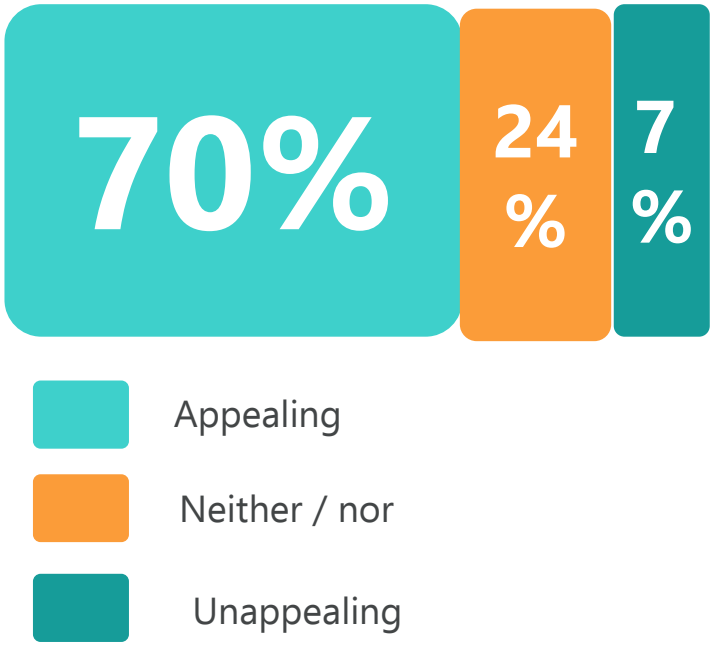
"If I'm able to easily understand how much my journeys will cost, it will give me peace of mind that there won't be any nasty surprises when I travel long journeys across different modes"
(Sheffield, Leisure)

"I don't get why companies find it so difficult to just give you the best price. This scheme should just offer these from the start"
(Sheffield, Commuter)

Fare capping is highly appealing

Appeal of fare capping

Q36a. How appealing do you find this? ...(%)



Q36b. What you find appealing about fare capping?

This would mean that if you have to change plans – go elsewhere, make an additional journey, change modes possibly because of disruption, you won't be penalised

It would save you having to work out whether it's worth buying a travel card for the day

I'd be more prepared to use buses for short journeys if there was a maximum daily charge

This would allow greater flexibility on days out and would make it easier to budget

Base: all respondents (n=2000)

Ideally most would like a choice of payment media, and there is no clear consensus for a preferred option

Smartphone proves popular due to convenience/familiarity with such devices. Smartcards are also received positively, and seen to provide an opportunity to promote the scheme

Smartphone

- Smartphones are ubiquitous
- Potential to create an app combining ticket purchasing, discounts/offers & journey planning. Seen as a way of maintaining engagement with the scheme

- Technical problems: battery on the phone could die or not enough signal/data to access an app

"I rely on my phone. I'm quite comfortable using it to pay for things. I make sure it's sufficiently charged. [Of the three options] I prefer the phone"
(Leeds, Commuter)

Smartcard

- Some like the tangibility of a separate card
- Smartcards are becoming increasingly familiar and seen as easy to use
- Distributing a separate and branded card could publicise the scheme

- Takes up wallet space
- Potential of loss/theft
- Some concerns over card not working / becoming damaged

"It's just a card, isn't it? It's easy to slip into your purse, into your pocket"
(Liverpool, Commuter)

Contactless

- Contactless is increasingly familiar
- No need to worry about having correct money, or enough money, particularly if using credit card as payment

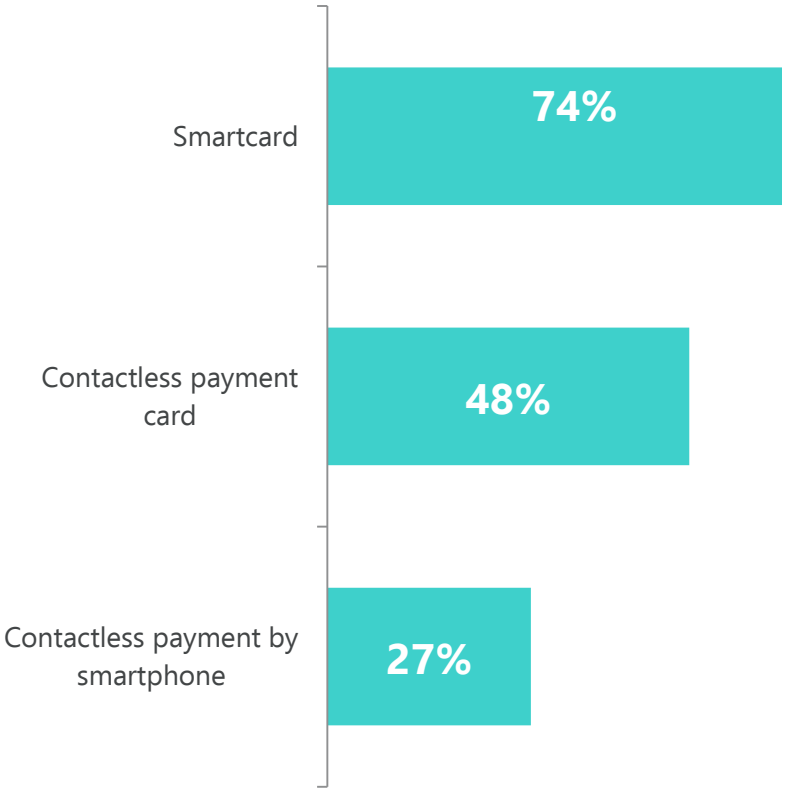
- Some concerns over security: unsafe to take bank card out at busy ticket barriers
- Some concerns over transparency of ticket pricing

"Contactless is a godsend because if you've forgotten to top up your Oyster you can use that and get in. The only thing is that you don't really know, because you don't see it on the screen, how much it's costing you whether the price is the same or not"
(Leeds, Business)

The most expected and preferred way for the scheme to work would be via a smartcard, particularly amongst younger, urban people based in the North East. This may reflect a degree of conditioning.

Q35a. Thinking about the different ways that a smart ticketing scheme can work, which of the following would you expect to be able to use?
Q35b. Please order these different ways smart ticketing can work

Expected payment method



Preferred payment method

	1st choice	2nd choice	3rd choice
Smartcard	64%	25%	11%
Contactless payment card	28%	47%	25%
Contactless payment by smartphone	8%	28%	63%

WHO ADVOCATES SMARTCARD?
More likely to be those ***aged under 40***, living in ***urban*** locations and based in the ***North East***, ***very frequent users***, those are ***aware of and have used smart ticketing***

WHO ADVOCATES CONTACTLESS PAYMENT CARD?
More likely to be those ***aged over 40***, living in ***rural*** locations and based in the ***North West and Yorkshire and the Humber***, ***less frequent users*** and those that ***haven't used smart ticketing***

No significant differences in terms of the profile of those favouring smartphone

Illuminas

What should the smart ticketing scheme look like?

There was consensus for developing a distinct identity, clearly communicating this is something that can be used throughout the North

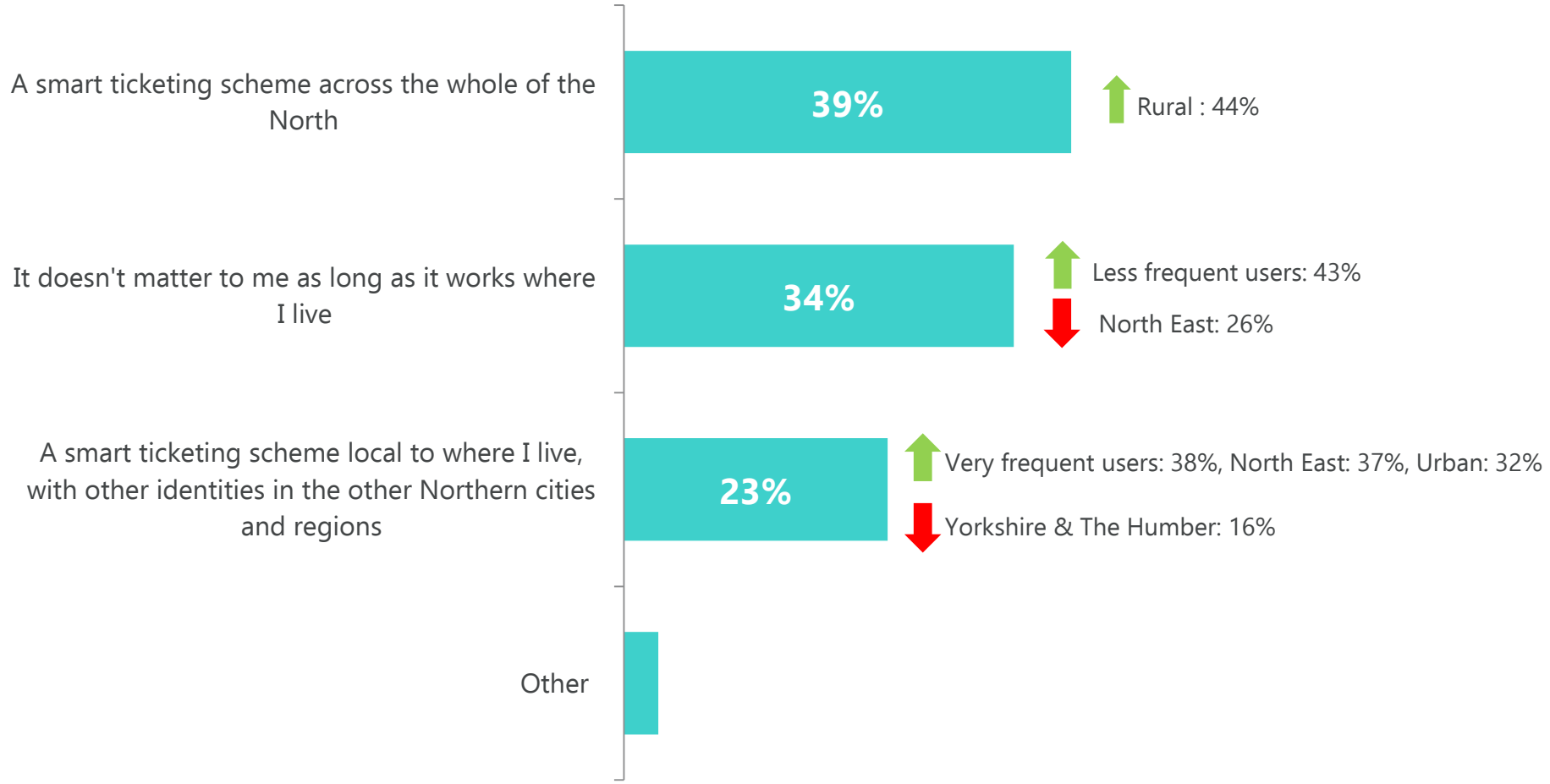
- From the qualitative research, there was not a clear consensus on the extent to which the smartcard should be localised in terms of branding, and whether local or regional branding should dominate
  - There were some reservations towards an overtly 'Northern' branding, yet also a sense that there would need to be a single clear branding across the North to clearly communicate the purpose of the scheme
  - Some felt that localised branding would encourage familiarisation of the scheme for users

"I think to save confusion it should have the single logo. Because if I go to Bradford or somewhere and there's another picture in the window of a paypoint where I can top up this card then I'm not going to see it as easily as if it's got the original logo in the window"
(Leeds, Business)

"They have to give it some sort of personality/identity so that people can relate to it and think 'Yes. This is a scheme that's going to work for me'"
(Leeds, Leisure)

In the quantitative survey there is a preference for a Northern-wide as opposed to local identity, but around a third aren't concerned with the identity at all as long as the scheme works

Q37. When a smart ticketing scheme is introduced, which of these would you expect it to look like?

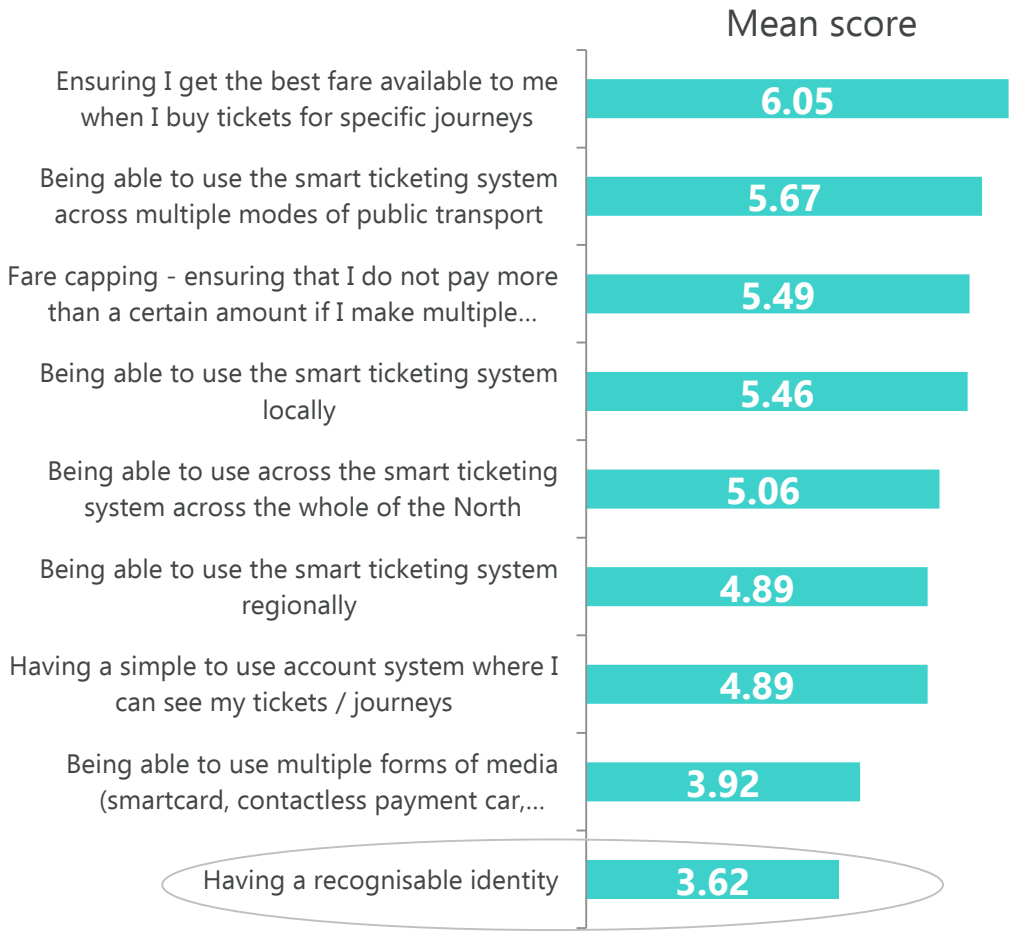


Base: all respondents (n=2000)

When looking at all elements of the scheme, reassurance around best fares is most important. Multi modal capabilities, fare capping and usability across the local areas are also all important aspects

Q38a. How important are each of these elements to the smart ticketing scheme design?
Q38b. Which element do you consider most important when designing the scheme?

Ranking of scheme elements



Most important element

Base: all respondents (n=2000)

Impact of the scheme on travel behaviour

How will behaviour change?

NB Stage 1 findings

- Respondents often find it difficult to anticipate their future behaviours, finding it easier to focus on the here (*my city*) and now (*fixing things that are wrong*)
- That said, many agree that current approaches to transport, fares, ticketing and information inhibit journeys – making them more complex, less certain and more expensive than they otherwise might be
- However, relatively few make the connection from this to envisaging new paradigms of work, leisure, business etc.
- Whilst the above is true, as people learn more about a Northern wide smart ticketing scheme in terms of its mechanics, both appeal and likelihood to use increase significantly

"Instead of being Leeds or Manchester or Yorkshire, I suppose, if commuting was that easy, we'd be the, 'North.' You know, where, like, really, if it takes me 45 minutes to get the bus into town and half an hour on a train to Manchester, and I'm part of Leeds, we'd become just the north of the country" (Leeds, Leisure)

"I'd be more inclined to socialise in other places rather than just Leeds. I'd go for a meal in Manchester or I'd go for a meal in Sheffield…you know, wherever, and just spread my wings a little bit more because it'd just be easier." (Leeds, Leisure)

"I think a Northern smart card would encourage people to do more travelling… it would encourage me because I'd think 'oh, I could go and see Newcastle, see what that's like – go and stay for the night, go out for the night, something like that" (Liverpool, Commuter)

Upon greater understanding about the mechanics of a Northern wide smart ticketing scheme, appeal and likelihood to use increase significantly

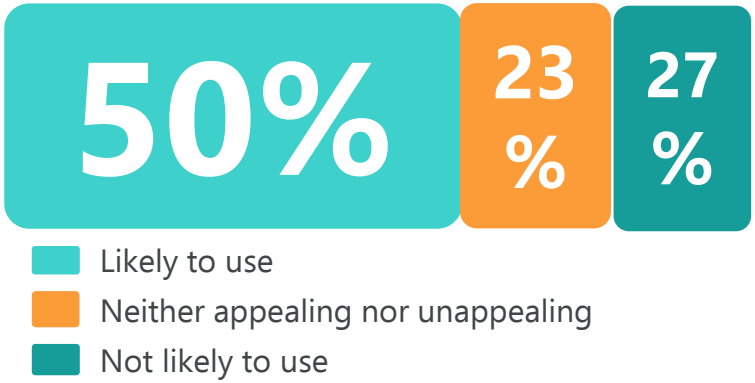
Smart ticketing in general

Q23a. How appealing do you find the idea of using smart ticketing for travel on public transport? (%)

Q26a. How likely do you think you would be to use smart ticketing if it were available on the modes of transport you use? (%)

Appeal

Likelihood to use

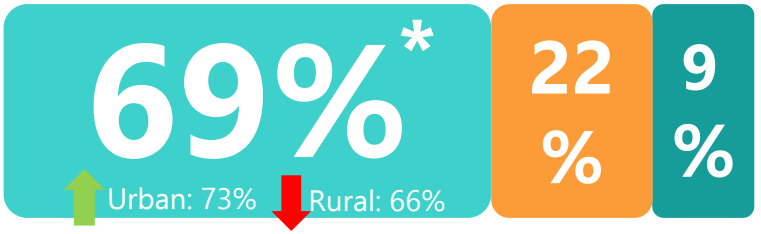


Northern wide smart ticketing scheme

Q39. Based on what you have read about smart ticketing and specifically a smart ticketing system, how appealing do you now find the idea?...(%)

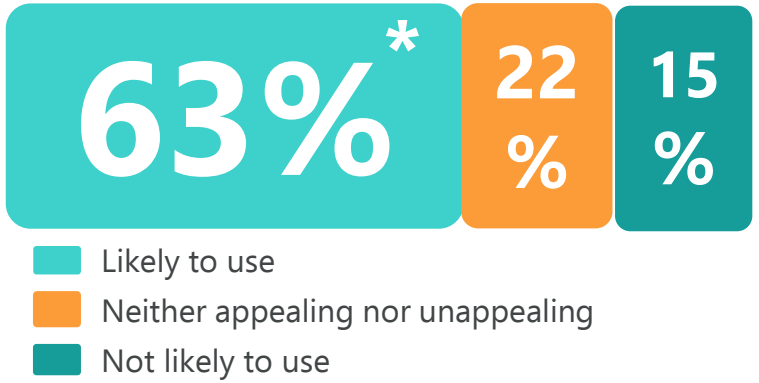
Q40. How likely would you be to use a Northern wide smart ticketing system?

Appeal



Appeal and likelihood to use higher amongst social grade A/B, full time workers, smartphone owners and 20-40 year old. Appeal and likelihood to use increases with frequency of public transport use

Likelihood to use



Upon greater understanding, appeal and likelihood to use, significantly increased amongst very frequent users. The scores moved in the right direction for all users even if not significant

Smart ticketing in general

Q23a. How appealing do you find the idea of using smart ticketing for travel on public transport? (%)

Q26a. How likely do you think you would be to use smart ticketing if it were available on the modes of transport you use? (%)

Appeal

Column %	Very frequently	Fairly frequently	Less Frequently
Appealing	72%	56%	42%
Neither	21%	28%	38%
Unappealing	7%	16%	20%

Likelihood to use

Column %	Very frequently	Fairly frequently	Less frequently
Likely to use	55%	51%	41%
Neither	19%	22%	35%
Not likely to use	26%	28%	24%

Northern wide smart ticketing scheme

Q39. Based on what you have read about smart ticketing and specifically a smart ticketing system, how appealing do you now find the idea?...(%)

Q40. How likely would you be to use a Northern wide smart ticketing system?

Appeal

Column %	Very frequently	Fairly frequently	Less Frequently
Appealing	78%*	66%	58%
Neither	18%	23%	28%
Unappealing	4%	11%	14%

Likelihood to use

Column %	Very frequently	Fairly frequently	Less frequently
Likely to use	74%*	58%	49%
Neither	19%	24%	26%
Not likely to use	7%	18%	25%

Likelihood to use by age

Smart ticketing in general

Q26a. How likely do you think you would be to use smart ticketing if it were available on the modes of transport you use? (%)

Likelihood to use

AGE	Likely	Neither/ nor	Not likely
< 20	75%	25%	0%
20-29	64%	17%	19%
30-39	65%	27%	8%
40-49	68%	20%	15%
50-59	47%	25%	28%
60-69	41%	24%	33%
70+	26%	22%	52%

Northern wide smart ticketing scheme

Q39. Based on what you have read about smart ticketing and specifically a smart ticketing system, how appealing do you now find the idea?...(%)

Q40. How likely would you be to use a Northern wide smart ticketing system?

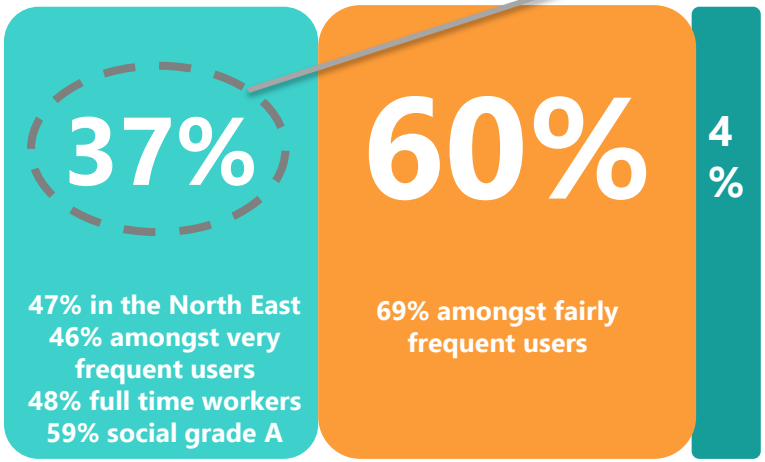
Likelihood to use

AGE	Likely	Neither/ nor	Not likely
< 20	69%	15%	16%
20-29	73%	21%	6%
30-39	80%	15%	5%
40-49	65%	25%	9%
50-59	59%	25%	17%
60-69	50%	23%	26%
70+	38%	33%	29%

4 in 10 claim a Northern wide smart ticketing system would increase their public transport usage, predominantly in terms of more journeys with the local area

Impact on public transport usage

Q41. What impact do you think this smart ticketing system would have on your public transport usage? (%)



I would use public transport ***more frequently*** than I do now

I would use public transport ***the same*** as I do now

I would public transport ***less frequently*** than I do now

Base: all respondents (n=2000)

Impact on public transport use

Q42. How would the way you use public transport change? (%)

	TOTAL	North East	North West	Yorkshire & The Humber	Urban	Rural
Make more journeys in my local area (within 10 miles of where I live)	60%	67% ↑	59%	50% ↓	68% ↑	50% ↓
Make more journeys within the region I live (>10 miles from where I live)	38%	31% ↓	44% ↑	37%	31% ↓	46% ↑
Make more journeys across the North as a whole	31%	23% ↓	37% ↑	39% ↑	23% ↓	44% ↑

Base: all who would use public transport more frequently (n=730)

Illuminas

The Northern Powerhouse

Understanding of the Northern Powerhouse is patchy and confused

NB Some stage 1 findings

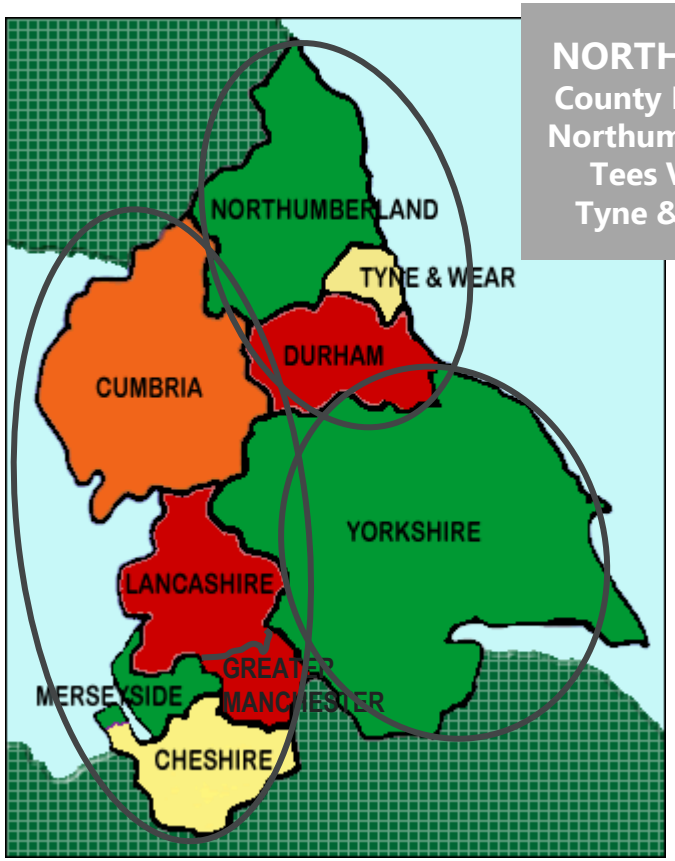
- Awareness currently stands at 61%, although significantly higher in the North East at 68%
  - Older respondents (60+), males and higher social grades are all more likely to be aware of the term
- Very few respondents able to give a coherent explanation of the Northern Powerhouse concept
  - A sizeable minority are entirely oblivious
- That said, many have picked up 'bits & pieces,' although transport is often only a marginal feature of these ideas
- When presented with a prompted list, the main benefits believed to be delivered as a result are economic in nature in terms of increased investment along with better connections across the North

Overall, 61% had heard of the Northern Powerhouse

Q47. Have you heard of the term 'Northern Powerhouse'? %

Those aged over 60, males and social grade A/B more likely to have heard of it than others. No differences by working status or use of public transport.

NORTH EAST 68%
County Durham 81%
Northumberland 59%
Tees Valley 73%
Tyne & Wear 53%



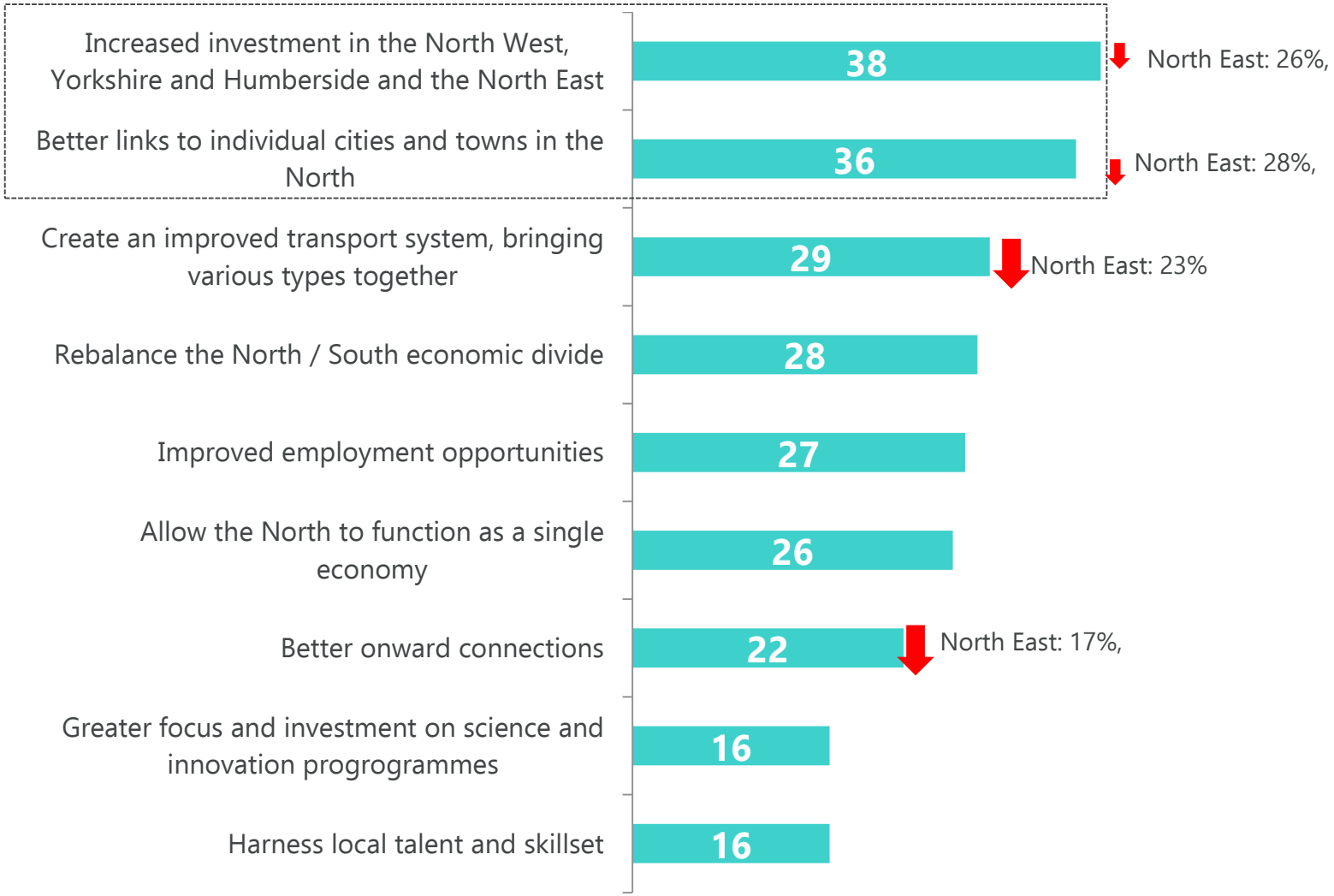
NORTH WEST 60%
Cheshire 66%
Cumbria 64%
Greater Manchester 57%
Lancashire 56%
Merseyside 61%

YORKSHIRE & THE HUMBER 58%
Humberside 65%
North Yorkshire 57%
South Yorkshire 53%
West Yorkshire 58%

Base: all respondents (n=2000)

The Northern Powerhouse is anticipated to deliver multiple benefits, particularly economic gains in terms of increased investment and better connections across the North

Q49. What do you think might change as a result of the Northern Powerhouse?...(%) (PROMPTED LIST)



Base: all respondents (n=2000)

With explanation, the concept of the Northern Powerhouse is well-received, but questions remain about execution

- At a conceptual level, the Northern Powerhouse concept is hard to argue with
  - An over due rebalancing of the national economy
  - Recognition of the size and importance of the population of the North
  - Needed investment in what is seen as a creaking infrastructure
- There is inevitably some cynicism
  - 'Political gimmick'
  - Where will the money come from?
- Perceptions of the concept as being by and for the North, rather than simply a top-down central government initiative help to overcome some suspicion

"The Northern Powerhouse could centralise the North I guess and make it stronger. I think it's good for the country and good for us up North"
(Leeds, Commuter)

"It's coming out of the Dark Ages and actually really taking the London example and building on that to link up a large area and I think really I can't believe it's taking this long but either for political reasons or whatever, it just seems finally something's being done but it's taking a long time."
(Sheffield, Business)

"It would take you an hour to get from Shadwell into Leeds yet suddenly you could be getting the train to Manchester in 25 minutes. You'd be thinking, 'What's going on? It's ridiculous! Why is the local system still bad?'"
(Leeds, Leisure)

- However, major questions remain:
  - Will it provide affordable (not just technically better) transport?
  - What is the balance in terms of building up local, city infrastructure as well as connecting cities to one another?
  - What are the political and commercial incentives / penalties to make it work?

"Our government will promise and promise and promise and it will drag on, and what if costs are better placed elsewhere?"
(Leeds, Business)

Illuminas

Conclusions

There is a clear role for a Northern wide smart ticketing scheme

- Current behaviour is as expected. **Passengers are generally satisfied** with the current experience, although **value for money perceptions are more variable**
- **Single mode and paper ticketing is the norm**. Where Smartcards and multimode tickets are used, this tends to be in more urban locations
- **Areas for improvement centre around top of mind, default responses; price and service performance.** It comes back to a need to fix the here and now and improve the day to day experience using public transport
- As seen in the first phase of research and confirmed here, **ticketing is not top of mind or an explicit inhibitor of public transport use.**
- That said, **Smart ticketing is welcomed by a large majority**. It seems like a natural progression give developments in other industries in terms of Smart technology as well as the success of Oyster
- There are **a minority for whom Smart ticketing doesn't appeal** and there is resistance to uptake. However, these are individuals you would perhaps expect this; **over 60s, retired, without smartphones, based in more rural areas**

Communication needs to provide reassurances about effectiveness, ease of use and value for money

- Key elements of appeal with Smart ticketing are the **practical benefits in terms of speed and convenience as well as economic benefits**. Perceived **concerns focus on executional elements regarding the mechanics of the scheme** as opposed to the fundamental principles of smart ticketing
- In terms of the specific mechanics of the scheme there seems **no issue with a registration process and personal profile.** However, **there is concern about linking a bank account** highlighting the need to provide assurances around safety and security
- **A standardised and ideally better value fare structure is desired**. The **PAYG model and fare capping are important** parts of this. Both would alleviate worries about value for money and provide an element of control for the passenger
- **Smartcards are the preferred choice of payment media**, particularly amongst younger passengers living in urban locations, but this probably reflects an element of conditioning

The brand identity is of secondary interest to the practical aspects of Smart ticketing

- Whilst a **brand identity plays a role, it is secondary at this stage**. Qualitatively there was no clear consensus about the branding. Quantitatively, the majority opt for a Northern wide identity, however a third claim it is more important that the scheme works on a day to day basis than what identity it has
- As seen, **both appeal and likelihood to use increased with simple education about the mechanics of the scheme.** The focus should be on delivering clear statements about how Smart ticketing in the North will work
- Communication needs to provide detail about **day-to-day scheme operation and reassurance on robustness and reliability**. Key benefits to stress :
  - **Practical improvements** in terms of simplicity and multimodal capabilities
  - **Financial advantages** in terms of value for money

Illuminas

Appendix

Types of journey made by mode

Q3. Which types of journeys do you make on each mode of transport that you use?

Base: Those using each mode of transport	(1620)	(891)	(840)	Own car (832)	Taxi (334)	(287)	(215)	Car share (167)	(153)	(137)	(54)
	30%	21%	24%	39%	11%	22%	23%	27%	27%	22%	20%
	9%	9%	9%	6%	4%	6%	7%	7%	7%	15%	4%
	11%	26%	10%	27%	15%	13%	8%	19%	19%	16%	17%
	53%	25%	75%	80%	41%	43%	57%	53%	53%	36%	30%
	33%	69%	12%	71%	26%	33%	17%	55%	55%	30%	37%

Q4f (%) Thinking about the different journeys that you make, which of the following statements is most like you?

Base: All respondents (n=2000)

Drivers of choice of mode of transport

Q4a-e. When travelling [insert journey], why do you travel by these modes of transport?

BUS:
- Cost effectiveness
- Only option available

TRAIN:
- Cost effectiveness
- Speed

Long distance leisure only
- Enjoyable

WALK:
- Cost effectiveness
- Enjoyable

CAR (OWN):
- Speed
- Convenience

TAXI:
- Convenience

TRAM:
- Speed

BIKE:
- Cost effectiveness
- Enjoyable

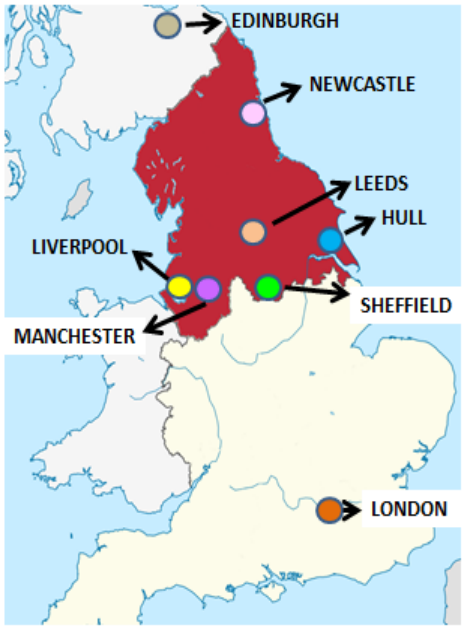
CAR SHARE:
- Speed
- Convenience

METRO:
- Speed

City specific travel behaviour

The majority have visited all cities before, however, in the last 12 months far fewer have been visited

Q7. Have you been there and if so, how frequently in the last 12 months?
%

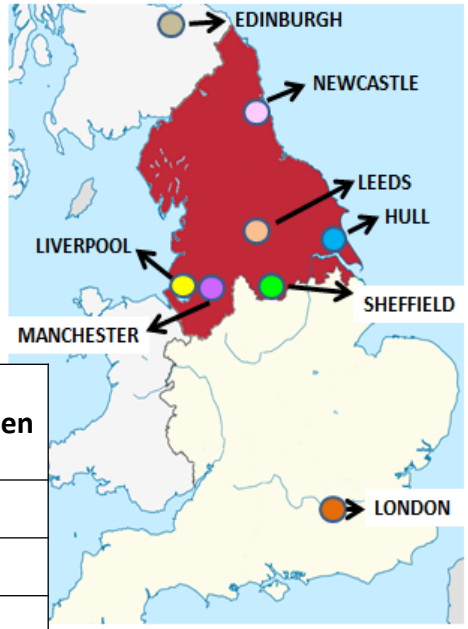


Ever Been
Been in last 12 months

Base: all respondents (n=2000)

Manchester, Newcastle and Leeds are most frequently visited

Q7. Have you been there and if so, how frequently in the last 12 months?

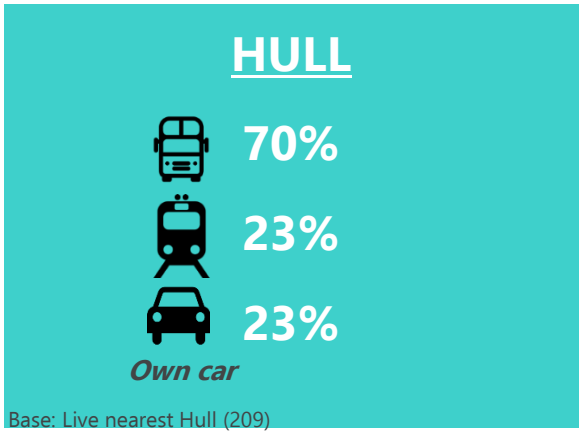


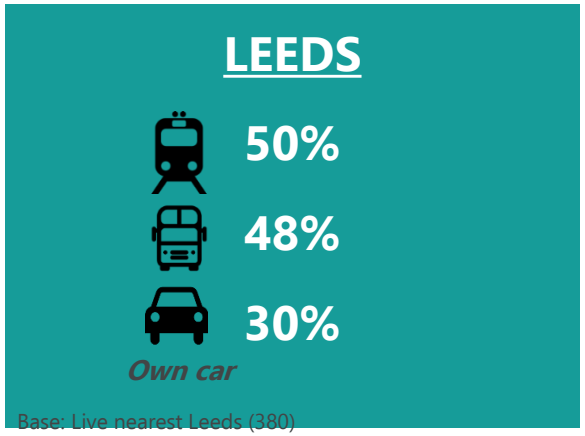
	Every week or so	Every month or so	5-6 times	3-4 times	Once or twice	Not in last 12 months	Never been there
EDINBURGH	7%	2%	4%	6%	13%	44%	24%
HULL	7%	3%	4%	4%	7%	35%	38%
LEEDS	12%	6%	6%	7%	15%	39%	14%
LIVERPOOL	11%	4%	6%	8%	16%	36%	19%
LONDON	7%	4%	6%	9%	24%	42%	8%
MANCHESTER	15%	9%	8%	11%	18%	29%	10%
NEWCASTLE	14%	4%	5%	6%	12%	31%	28%
SHEFFIELD	10%	3%	4%	6%	11%	36%	29%

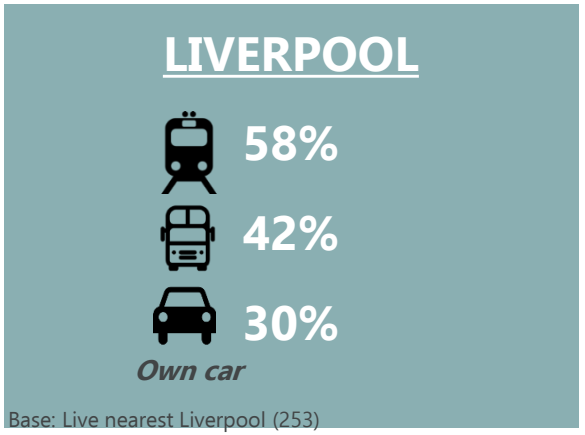
Base: all respondents (n=2000)

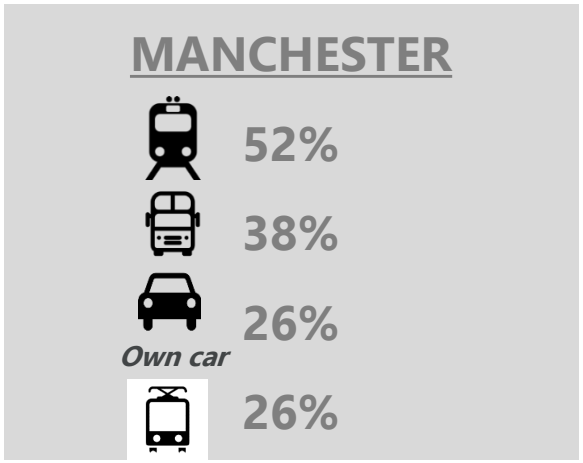
Most common modes of transport used to travel to each city

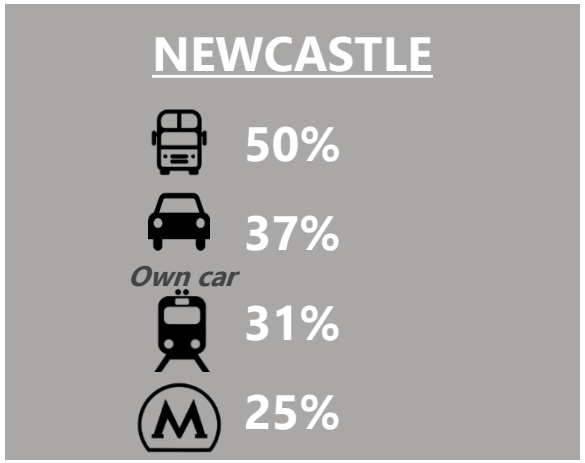
Q10.What modes of transport do you use when travelling to central [INSERT NEAREST CITY FROM Q8]?

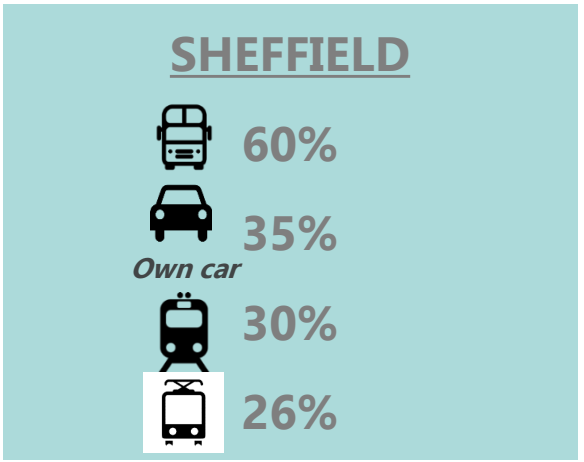












Base: those living nearest each city

Distance from centre of nearest city by frequency of visit

Q9. How far do you live from the centre of [INSERT NEAREST CITY]? Q7. How frequently have you been there in the last 12 months?

HULL

Row %	Every week	Every month	5-6 times ayear	3-4 times a year	1-2 times a year	Not in the last year	Never been
< 2 miles	88%	7%	1%	1%	3%	0%	0%
2-10 miles	53%	20%	12%	7%	7%	2%	0%
> 10 miles	21%	16%	10%	10%	21%	22%	0%
TOTAL	59%	13%	7%	5%	9%	7%	0%

MANCHESTER

Row %	Every week	Every month	5-6 times a year	3-4 times a year	1-2 times a year	Not in the last year	Never been there
< 2 miles	73%	12%	0%	12%	4%	0%	0%
2-5 miles	67%	14%	9%	3%	5%	3%	0%
5-10 miles	45%	25%	8%	9%	10%	3%	0%
10-20 miles	16%	29%	17%	15%	15%	4%	5%
20-30 miles	18%	15%	10%	23%	20%	10%	4%
> 30 miles	6%	11%	11%	16%	26%	29%	2%
TOTAL	31%	20%	11%	13%	15%	9%	2%

LIVERPOOL

Row %	Every week	Every month	5-6 times a year	3-4 times a year	1-2 times a year	Not in the last year	Never been there
< 5 miles	74%	7%	6%	7%	3%	4%	0%
5-10 miles	50%	23%	17%	4%	2%	4%	0%
10-20 miles	26%	9%	22%	15%	11%	11%	7%
> 20 miles	8%	20%	13%	11%	19%	23%	5%
TOTAL	39%	15%	13%	9%	9%	11%	3%

NEWCASTLE

Row %	Every week	Every month	5-6 times a year	3-4 times a year	1-2 times a year	Not in the last year	Never been there
< 5 miles	87%	1%	4%	2%	2%	1%	2%
5-10 miles	48%	19%	15%	9%	2%	4%	4%
10-20 miles	29%	19%	15%	16%	9%	10%	2%
20-30 miles	16%	14%	7%	21%	28%	14%	0%
> 30 miles	7%	7%	13%	16%	31%	21%	5%
TOTAL	37%	11%	11%	12%	15%	10%	3%

SHEFFIELD

Row %	Every week	Every month	5-6 times a year	3-4 times a year	1-2 times a year	Not in the last year	I have never been
< 10 miles	89%	3%	2%	1%	3%	2%	0%
> 10 miles	15%	16%	9%	13%	26%	13%	7%
TOTAL	59%	8%	5%	6%	13%	7%	3%

LEEDS

Row %	Every week	Every month	5-6 times a year	3-4 times a year	1-2 times a year	Not in the last year	Never been there
< 5 miles	54%	14%	10%	10%	6%	5%	1%
5-10 miles	45%	23%	11%	10%	7%	2%	1%
10-20 miles	24%	14%	17%	16%	16%	12%	1%
> 20 miles	10%	10%	16%	11%	23%	26%	3%
TOTAL	33%	15%	14%	12%	13%	11%	2%

Base: those living nearest each city (Hull: n= 209), (Leeds: n=380), Liverpool (n=253), Manchester (n=549), Newcastle (n=441), Sheffield (n=168)

Distance from centre of nearest city by frequency of visit

Q9. How far do you live from the centre of [INSERT NEAREST CITY]? Q7. How frequently have you been there in the last 12 months?

HULL

	Every week	Less frequently
< 2 miles	65%	15%
2-5 miles	17%	23%
5-10 miles	9%	15%
10-20 miles	5%	7%
20-30 miles	2%	18%
> 30 miles	2%	21%

MANCHESTER

	Every week	Every month	5-6 times	3-4 times	1-2 times
< 2 miles	11%	3%	0%	4%	1%
2-5 miles	26%	8%	10%	3%	4%
5-10 miles	42%	37%	22%	20%	19%
10-20 miles	10%	30%	33%	23%	20%
20-30 miles	8%	10%	12%	23%	18%
> 30 miles	4%	12%	22%	27%	39%

LIVERPOOL

	Every week	Less often
< 2 miles	21%	0%
2-5 miles	33%	13%
5-10 miles	27%	20%
10-20 miles	12%	22%
20-30 miles	4%	28%
> 30 miles	3%	17%

NEWCASTLE

	Every week	Every month	5-6 times	3-4 times	1-2 times
< 2 miles	18%	0%	4%	2%	0%
2-5 miles	31%	2%	4%	2%	3%
5-10 miles	24%	31%	24%	13%	3%
10-20 miles	16%	35%	28%	27%	12%
20-30 miles	6%	16%	8%	22%	25%
> 30 miles	5%	16%	32%	35%	57%

SHEFFIELD

	Every week	Less often
< 2 miles	30%	2%
2-5 miles	34%	8%
5-10 miles	25%	8%
10-20 miles	8%	40%
20-30 miles	2%	26%
> 30 miles	0%	17%

LEEDS

	Every week	Every month	5-6 times	3-4 times	1-2 times
< 2 miles	11%	3%	0%	2%	2%
2-5 miles	26%	17%	17%	17%	8%
5-10 miles	35%	38%	21%	22%	14%
10-20 miles	19%	24%	33%	35%	32%
20-30 miles	6%	12%	21%	9%	30%
> 30 miles	2%	5%	8%	15%	14%

Base: those living nearest each city (Hull: n= 209), (Leeds: n=380), Liverpool (n=253), Manchester (n=549), Newcastle (n=441), Sheffield (n=168)