

# Tram Passenger Survey (TPS) **Blackpool**

## Autumn 2016 results

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**TPS 2016 Blackpool**

**Context to the survey**

# Context to the 2016 survey

## The Tram Passenger Survey (TPS)

The TPS provides a consistent, robust measurement of passenger satisfaction with tram services in Britain

It also informs our understanding of barriers to (greater) tram use, how to encourage greater use, and how to improve the passenger experience

Comparisons can also be made with passenger experiences on buses and trains, as measured by the Bus Passenger Survey (BPS) and National Rail Passenger Survey (NRPS)

The 2016 TPS covered tram services in Manchester, Birmingham, Blackpool, Edinburgh, Nottingham and Sheffield



## The survey method

Passengers are approached while making a journey; they answer the survey about that journey specifically

The questionnaire is self-completion, with passengers offered a choice of online or paper

Interviewers approached passengers on all days of the week between 6am and 10pm, between **26 September and 4 December 2016**

**575** surveys were completed for Blackpool in Autumn 2016

*For further details of the survey method, see Appendix*

# The Blackpool network in context

	The Network	Passenger Journeys	Ticket Purchasing	Information at stops	Frequency	Engineering disruptions/other notes
	1 line 38 stops 11 miles	4.9* million	✗ TVMs at stops ✓ Conductors on board	✓ Info boards at stops (TTs, fares) ✗ Passenger Info Displays	Mon-Sat: every 15-30 mins Sun: 20-30 mins	<ul style="list-style-type: none"> <li>• Blackpool illuminations 1 Sep to 5 Nov 2016</li> <li>• Heritage trams operate bank holidays, weekends and summer; not covered in this research</li> <li>• No significant issues affected fieldwork</li> </ul>
	1 line 16 stops 8.7 miles	5.5** million	✓ TVMs at stops ✗ Conductors on board	✗ Info boards at stops (TTs, fares) ✓ Passenger Info Displays	Mon-Sat: every 8-10 mins Sun: 12-15 mins	<ul style="list-style-type: none"> <li>• Network opened 31 May 2014</li> <li>• No significant issues affected fieldwork</li> </ul>
	7 lines 93 stops 57 miles	36** million	✓ TVMs at stops ✗ Conductors on board	✓ Info boards all stops (TTs, fares) ✓ Passenger Info Displays <i>(Not all stops on Bury and Altrincham lines)</i>	Mon-Sat: every 6-12 mins Sun: 12-15 mins	<ul style="list-style-type: none"> <li>• Airport line opened late 2014, covered for first time in 2015</li> <li>• Exchange Square and link with Victoria opened in December 2015</li> <li>• Increasing use of double carriage trams</li> </ul>
	1 line 26 stops 13 miles	6.1** million	✓ TVMs at stops ✓ Conductors on board	✓ Info boards at some stops (TTs, fares) ✓ Passenger Info Displays	Mon-Sat: every 6-15 mins Sun: 15 mins	<ul style="list-style-type: none"> <li>• Network extension to Grand Central (New Street Station) opened on 30 May 2016 and was included in the TPS 2016</li> <li>• No significant issues affecting fieldwork</li> </ul>
	2 lines 50 stops 20 miles	12.2* million	✓ TVMs at stops ✗ Conductors on board	✓ Info boards all stops (TTs, fares) ✓ Passenger Info Displays	Mon-Sat: every 3-15 mins Sun: 5-15 mins	<ul style="list-style-type: none"> <li>• No significant issues affecting fieldwork</li> </ul>
	3 lines 48 stops 18 miles	11.6* million	✗ TVMs at stops ✓ Conductors on board	✓ Info boards at stops (TTs, fares) ✗ Passenger Info Displays	Mon-Sat: every 5-20 mins Sun: 10-20 mins	<ul style="list-style-type: none"> <li>• No significant issues affecting fieldwork</li> </ul>

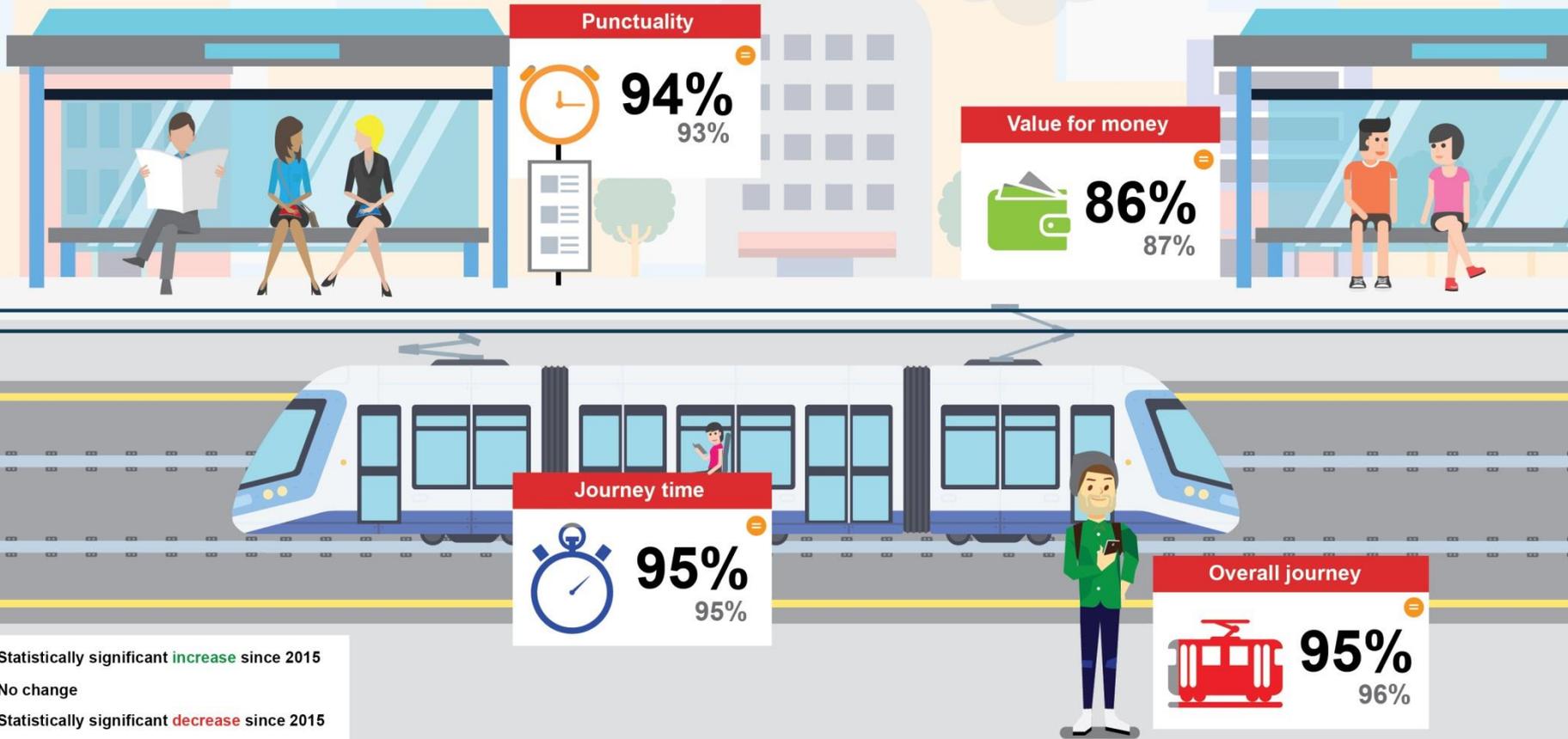
\*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2015/16

\*\*Source: Direct from operator

**TPS 2016 Blackpool**

**Summary of 2016 results**

# Key performance measures for Blackpool Tramway 2016



Figures shown are total very or fairly satisfied.  
Last year's figure is shown in grey

# Overall passenger experience in Blackpool 2016: a snapshot

## At the stop



↑ Statistically significant increase since 2015  
= No change  
↓ Statistically significant decrease since 2015

## Boarding



## On board

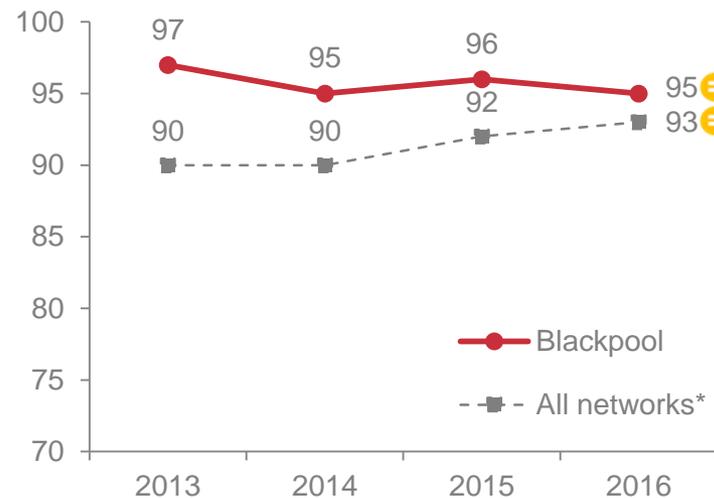


# Overall passenger experience in Blackpool 2016: comparison to all networks

## Overall journey satisfaction: 2016



## Overall journey satisfaction: trend



\*The 2013 survey did not include Edinburgh Trams

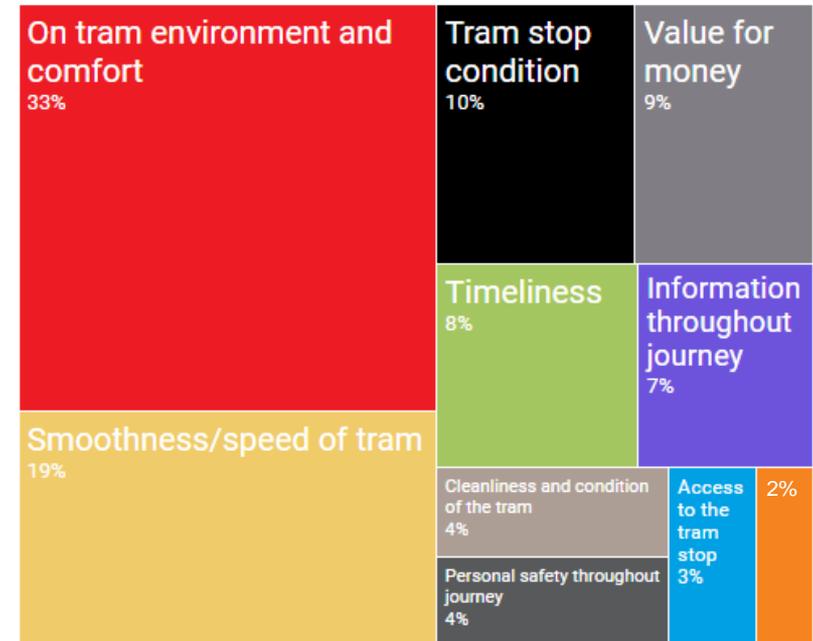
# What makes a satisfactory or great journey on Blackpool tramway?

## The top factors linked to overall journey satisfaction in Blackpool\*

What makes a satisfactory journey?



What makes a great journey?



- Information throughout journey
- Cleanliness and condition of the tram
- Boarding the tram

\*Key Driver Analysis looks at fare paying passengers' overall journey satisfaction response and their response to the 25 individual satisfaction measures in the survey (including value for money), which have been grouped into 10 themes based upon a statistical analysis of the responses.

The left hand chart shows which themes most differentiate between those not satisfied and satisfied overall – making a journey 'satisfactory'.

The right hand chart shows which themes most differentiate between those fairly and very satisfied overall – making a 'great' journey.

The analysis combines data from 2015 and 2016 surveys to increase robustness. It also excludes satisfaction measures relating to tram staff; due to differences in staff availability across the networks not all TPS questionnaires feature questions about tram staff. In order to run the analysis in a consistent and practical manner all staff measures have been excluded.

See appendix 2 for a full explanation of the analysis to identify factors linked to overall journey satisfaction.

- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

# Passenger experience in Blackpool 2016: across the network



All Networks

Visitors to Blackpool

Blackpool residents

## Satisfaction with key measures:

Measure	Blackpool 2016	All Networks	Visitors to Blackpool	Blackpool residents
Overall journey	95 =	93 =	99 =	95 =
Value for Money	86 =	69 =	91 =	85 =
Punctuality	94 =	88 ↑	98 ↑	93 =
Overall stop	91 =	90 =	94 =	89 =

## Satisfaction with other measures driving overall journey satisfaction in Blackpool:

Measure	Blackpool 2016	All Networks	Visitors to Blackpool	Blackpool residents
Length of time waiting for the tram	94 ↑	88 ↑	98 ↑	93 =

## Satisfaction with other measures driving passengers to be very satisfied in Blackpool:

Measure	Blackpool 2016	All Networks	Visitors to Blackpool	Blackpool residents
Comfort of the seats	88 =	77 =	89 =	89 =
Amount of personal space on board	83 =	73 =	83 =	86 =

↑ Statistically significant increase since 2015

= No change

↓ Statistically significant decrease since 2015

# Blackpool 2016: summary of key findings (1)

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- Overall satisfaction for journeys on the Blackpool tramway remains at the high levels seen for the past two years (95 per cent, compared to 96 per cent in 2015 and 95 per cent in 2014). This is higher than the same measure on the Bus Passenger Survey (88 per cent).
- Overall journey satisfaction is also relatively consistent across key passenger groups, although the gap between commuters and non-commuters has increased this wave (90 per cent and 97 per cent respectively)
- The key factors which make journeys satisfactory on Blackpool trams relate to boarding the trams and value for money. Satisfaction with the time taken to board and the ease of getting on/off the tram (the component parts of 'boarding the tram') are very similar to 2015: the time taken to board remains unchanged at 97 per cent satisfied, whilst the ease on/off has decreased by just one per cent to 96 per cent. Similarly satisfaction with value for money has decreased by only one per cent to 86 per cent satisfied (amongst fare-payers only)
- When evaluating satisfaction with value for money, the cost for the distance travelled remains the most important factor
- The key factor which makes passengers 'very' rather than 'fairly' satisfied with journeys on Blackpool trams is the environment and comfort on board. Satisfaction with the temperature on board has gradually increased from 87 per cent in 2014, to 89 per cent in 2015 and now 90 per cent in 2016. Satisfaction with the comfort of the seats on board has remained consistent with 2015 at 88 per cent satisfied. Unfortunately passenger satisfaction with the amount of personal space on board has decreased since last year, from 87 per cent to 83 per cent satisfied in 2016

## Blackpool 2016: summary of key findings (2)

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- 94 per cent of passengers were satisfied with the punctuality of the tram, and only 2 per cent experienced a delay
- Just over a quarter of passengers (27 per cent) spontaneously mentioned an improvement that could be made to their journey (31 per cent in 2015). Passenger comments mostly concerned the on board experience: the design, comfort and condition of the tram, capacity for passengers, or the amount and quality of seating on board
- Other improvements mentioned related to tram staff and the behaviour of other passengers
- Since 2015 the oldest age group of 60+ has increased slightly, with 37 per cent of passengers falling into this age group
- Three quarters (75 per cent) were using the tram for leisure purposes
- Almost one in five passengers (18 per cent) are travelling with a concessionary ticket; this is slightly higher than 2015 (16 per cent) but higher still than 2014 (9 per cent)
- 73 per cent of passengers used a paper ticket/pass, significantly lower than 2015 (79 per cent). More passengers are now using a photocard pass (14 per cent in 2016, compared to 9 per cent in 2015)

## **TPS 2016 Blackpool**

### **Experience and opinions of the journey**

*This section includes comparisons between tram (TPS) and bus (BPS) where applicable.*

# Experience and opinions of the journey: summary

## Satisfaction with today's journey:



Overall journey



Bus services in Blackpool (BPS)



Value for money



Punctuality

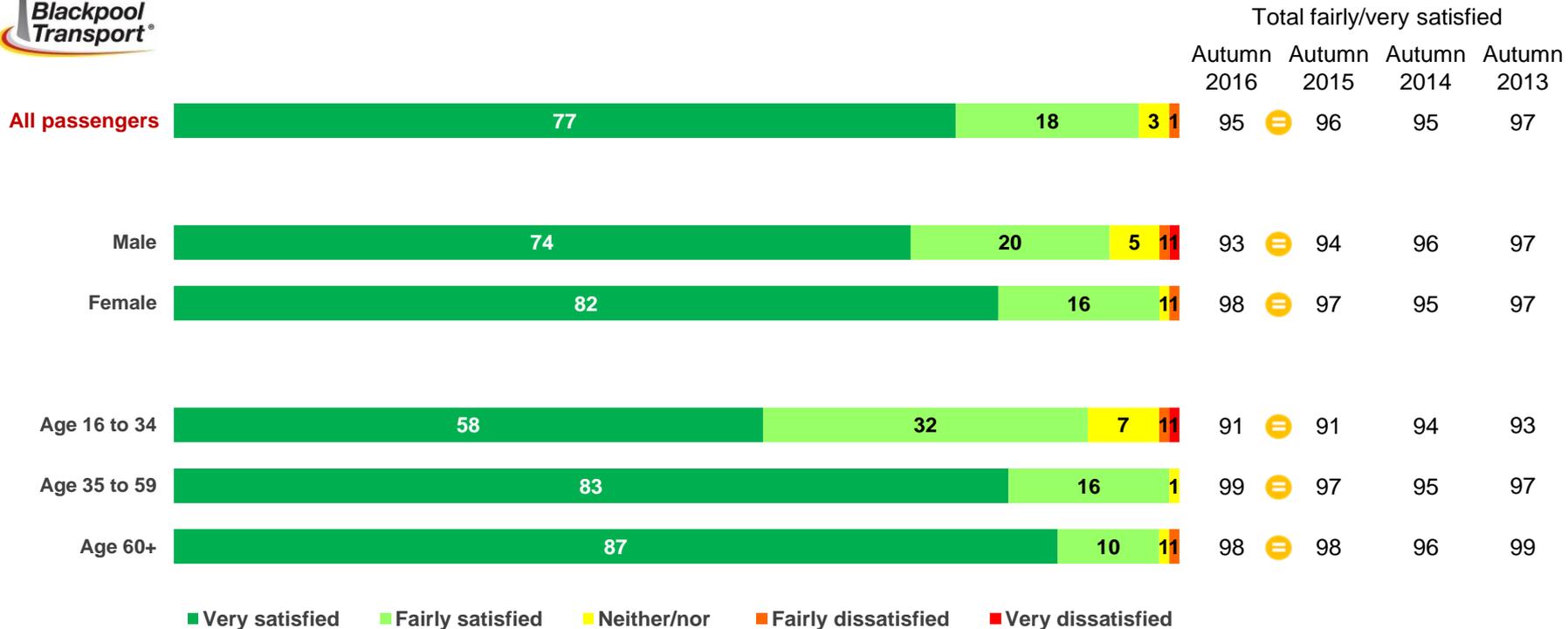


On-vehicle journey time



# Experience and opinions of the journey: the detail

## Overall satisfaction: by gender and age

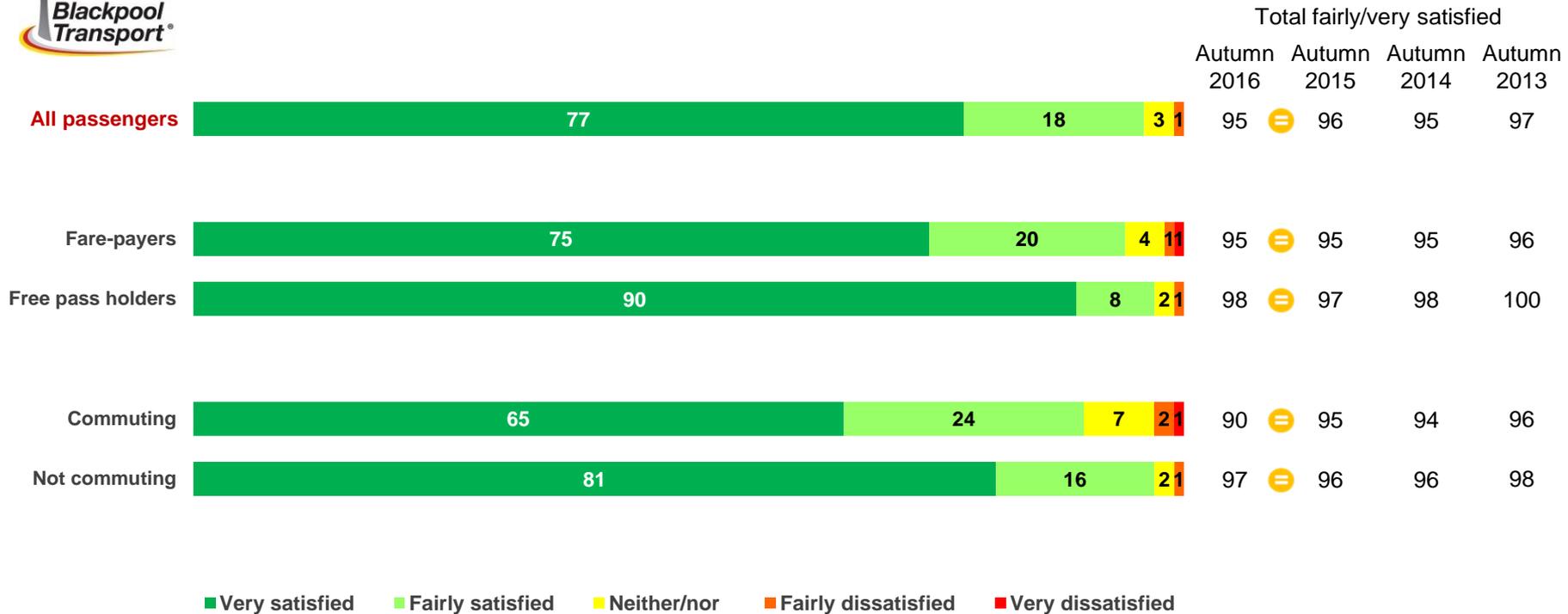


Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?  
 Base: All passengers – 569

- ↑ Statistically significant **increase** since 2015
- = No change
- ↓ Statistically significant **decrease** since 2015

# Experience and opinions of the journey: the detail

## Overall satisfaction: by passenger type

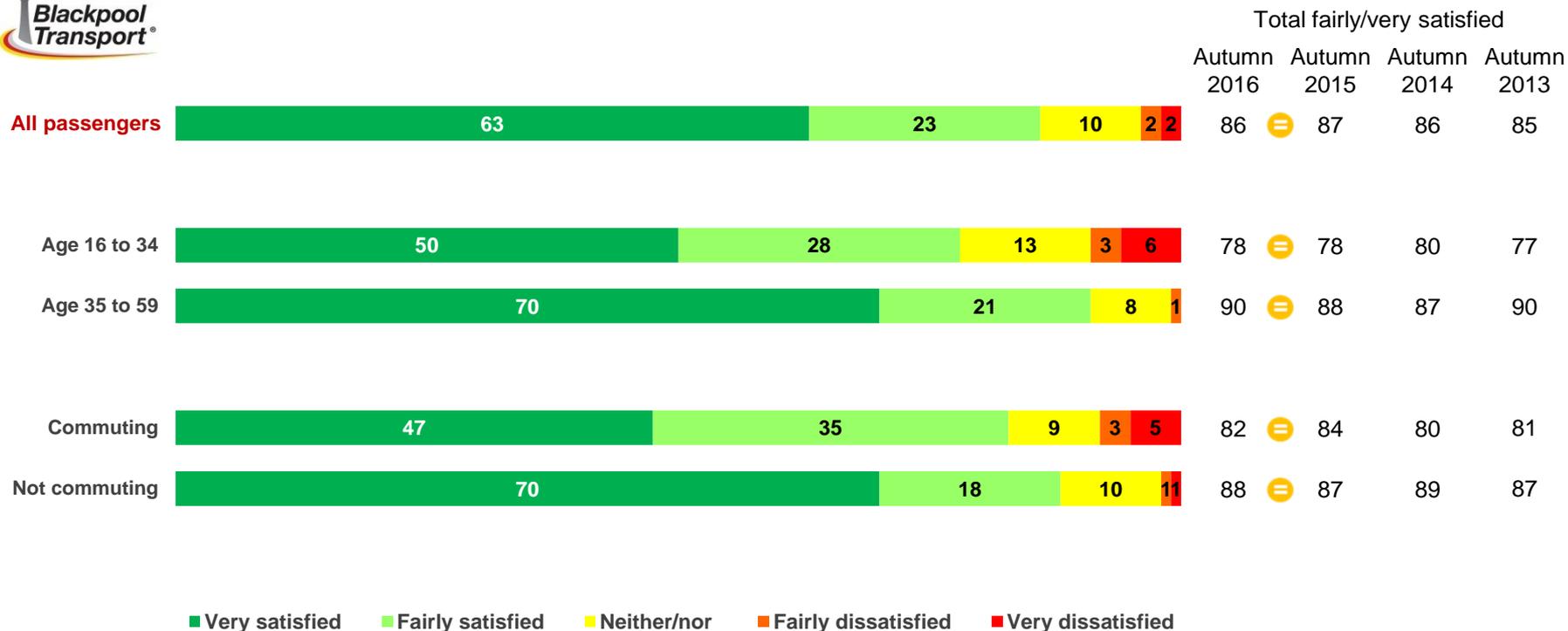


Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?  
 Base: All passengers – 569

- ↑ Statistically significant **increase** since 2015
- = No change
- ↓ Statistically significant **decrease** since 2015

# Experience and opinions of the journey: the detail

## Value for money (fare-payers only)



Q. How satisfied were you with the value for money of your journey?  
 Base: All fare paying passengers – 448

- ↑ Statistically significant **increase** since 2015
- = No change
- ↓ Statistically significant **decrease** since 2015

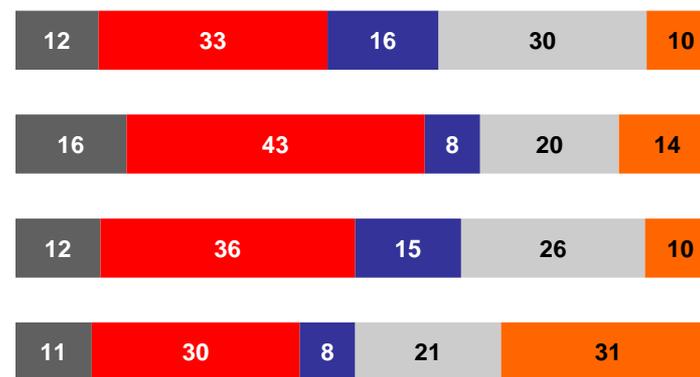
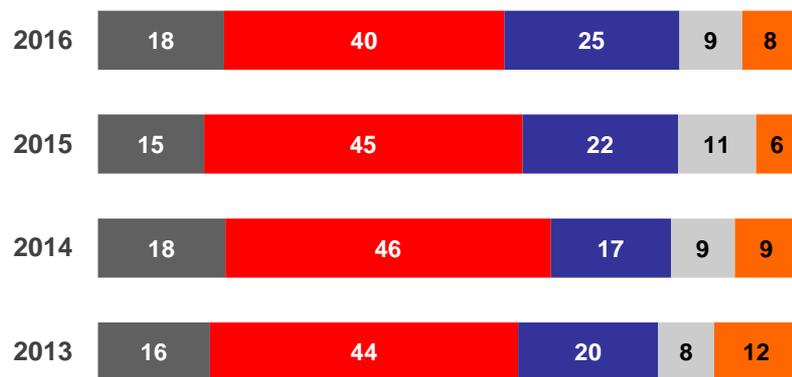
# Experience and opinions of the journey: the detail

## What influenced value for money rating



### Those satisfied with value for money

### Those not satisfied with value for money



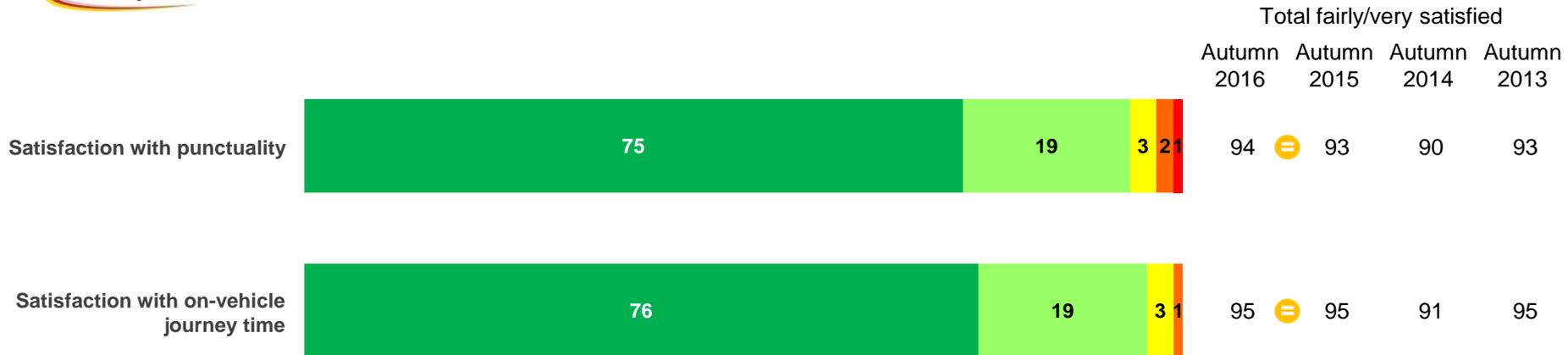
- Cost tram versus other transport
- Cost for distance travelled
- Comfort/quality for the fare paid
- Fare compared to everyday items
- Other reason

NOTE: Those not satisfied with value for money includes respondents answering 'Neither satisfied nor dissatisfied'  
 Q. What had the biggest influence on the 'value for money' rating you gave in the previous question?  
 Base: All fare paying passengers – 430

- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

# Experience and opinions of the journey: the detail

## Punctuality and on-vehicle journey time



Q. How satisfied were you with each of the following...Punctuality? Base: All passengers – 524

Q. How satisfied were you with the amount of time your journey on the tram took? Base: All passengers – 559

↑ Statistically significant increase since 2015

= No change

↓ Statistically significant decrease since 2015

## **TPS 2016 Blackpool**

### **Waiting at the stop**

*This section includes comparisons between tram (TPS) and bus (BPS) where applicable.*

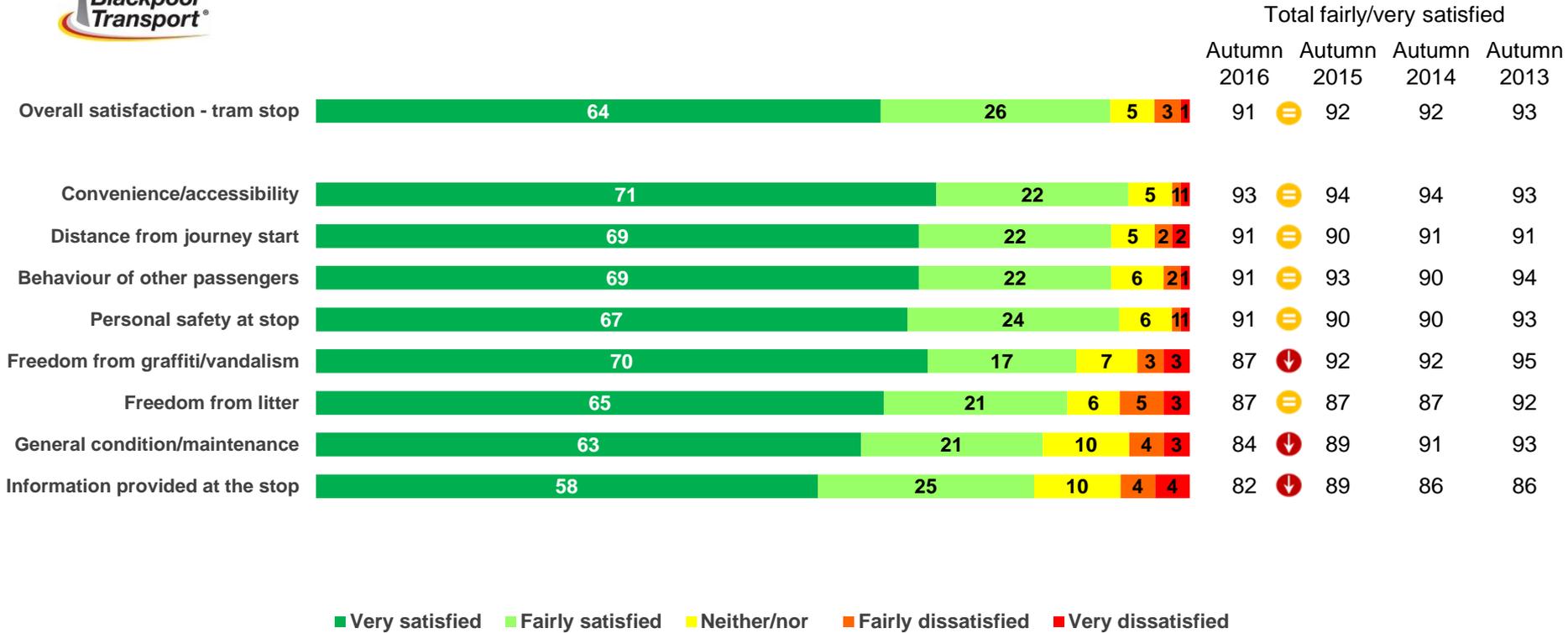
# Waiting at the stop: summary

		Buses in Blackpool		Buses in Blackpool
<b>Satisfaction with the stop:</b>				
Overall satisfaction with stop	91 	72	Satisfaction: waiting time	94  75
Distance from journey start	91 	86	Expected wait time	8 mins  8 mins
Convenience/accessibility	93 	86	Actual reported wait time	7 mins  6 mins
General condition and maintenance	84 	66	Passengers who checked tram time	57%  68%
Freedom from graffiti/vandalism	87 	66	Info sources used before arriving at stop	Leaflet/paper most common; followed by online tram times 
Freedom from litter	87 	67	Info sources used at stop	33% information posters at stop  87% timetable at stop
Behaviour of other passengers	91 	N/A*	Among those that didn't check...	67% knew service frequent  54% knew service frequent
Information provided	82 	74		
Personal safety	91 	77		

\*Not asked in BPS

# Waiting at the stop: the detail

## Satisfaction with the tram stop

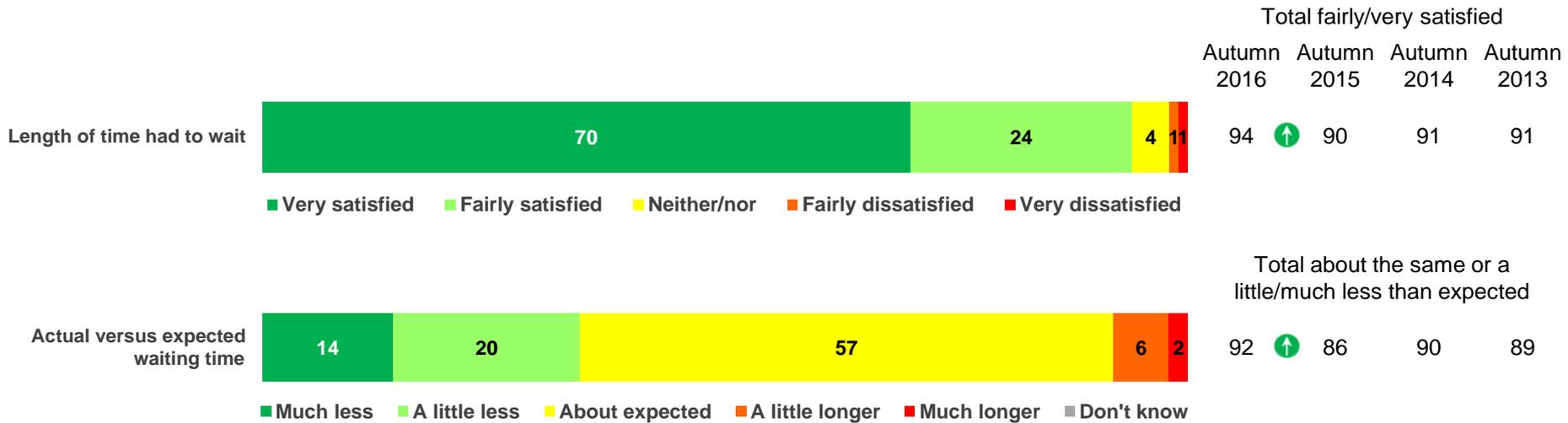


Q. Overall, how satisfied were you with the tram stop? & Q. Thinking about the tram stop itself, how satisfied were you with the following:  
 Base: All passengers – 563

- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

# Waiting at the stop: the detail

## Waiting time



Q. How satisfied were you with each of the following? & Q. Thinking about the time you waited for the tram today, was it [...] than expected?  
 Base: All passengers – 561

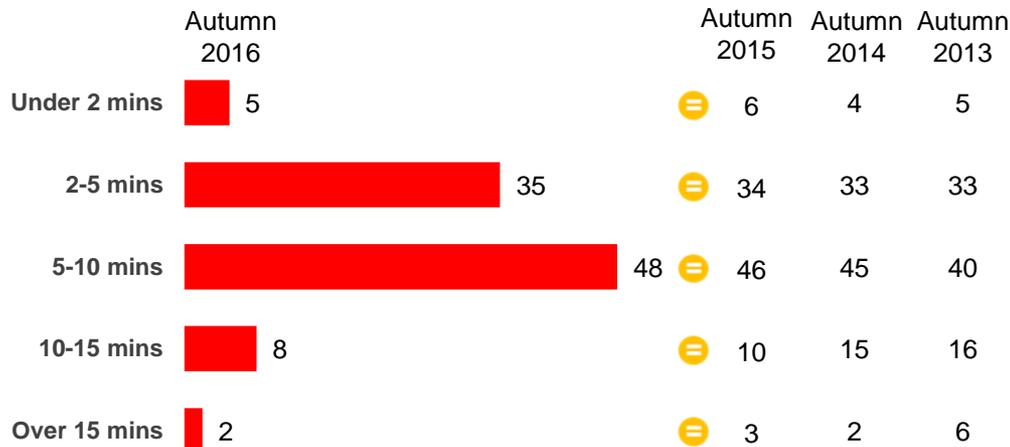
- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

# Waiting at the stop: the detail

## Expected and reported waiting times

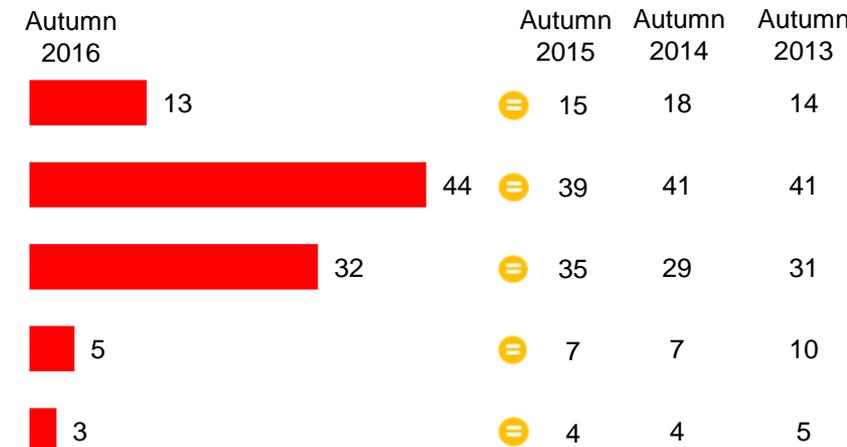


### Expected tram waiting time



**Average expected waiting time 8 minutes (2015: 9 minutes)**

### Reported tram waiting time



**Average reported waiting time 7 minutes (2015: 7 minutes)**

Q. Approximately how long did you expect to wait for the tram? & Q. Approximately, how long did you wait for your tram  
Base: All passengers – 554

- Statistically significant increase since 2015
- No change
- Statistically significant decrease since 2015

## Waiting at the stop: the detail

# How passengers checked tram times



41 per cent (↑) of Blackpool passengers did not check to find out when the tram was meant to arrive (2015: 27 per cent)

### Before leaving for the tram stop

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Leaflet/paper timetable	19	=	19	19	22
Online	12	=	14	14	11
Live tram locator/timings	0	↓	2	1	1
Disruption updates via social media	1	=	0	0	0
Other	9	=	10	9	11

### At the tram stop

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Electronic display	0	↓	3	2	3
Information posters	33	=	38	33	38
Online	3	=	3	3	2
Live tram locator/timings	0	↓	1	0	0
Disruption updates via social media	0	=	0	1	0
Other	8	=	7	9	10

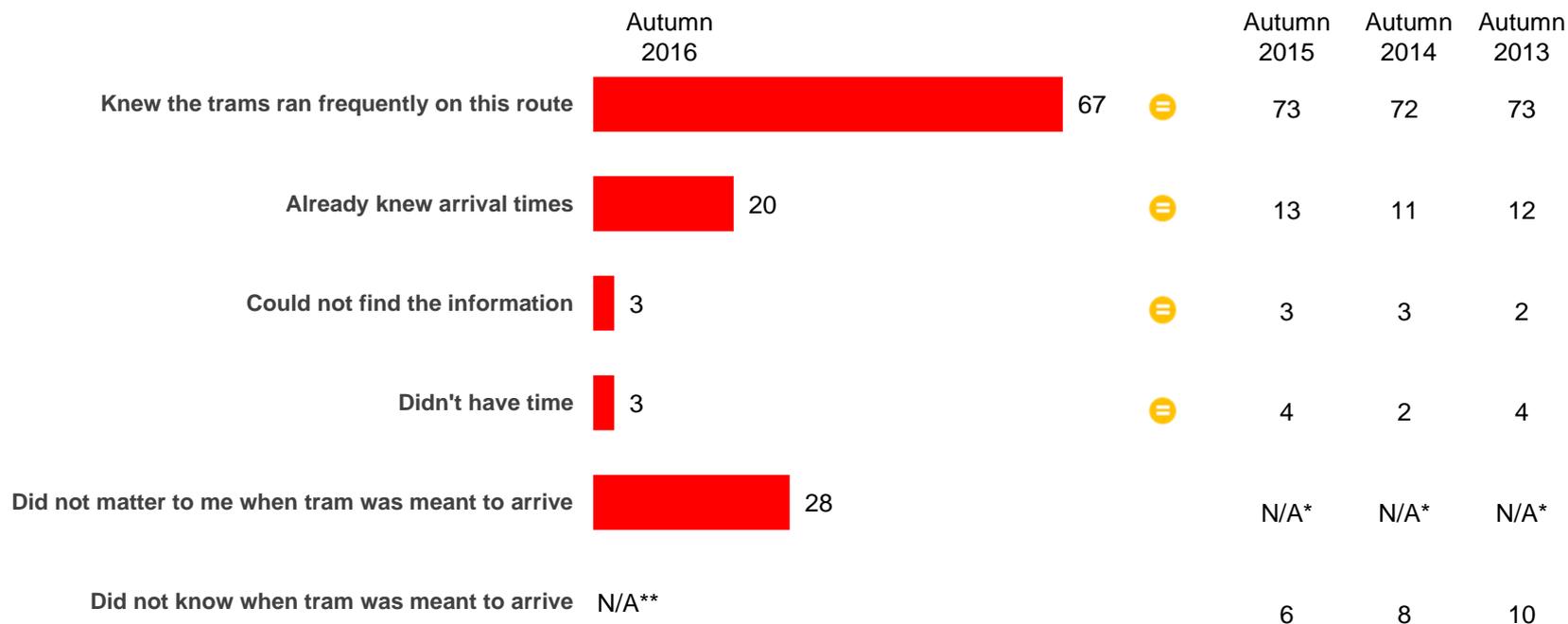
Q. Did you check any of the following to find out when the tram was meant to arrive?

Base: All passengers – 575

- Statistically significant increase since 2015
- No change
- Statistically significant decrease since 2015

## Waiting at the stop: the detail

# Why passengers did not check tram times



\* Not asked before 2016

\*\* Not asked in 2016

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

Base: All not checking tram arrival information – 241

↑ Statistically significant increase since 2015

= No change

↓ Statistically significant decrease since 2015

## **TPS 2016 Blackpool**

### **The tram**

*This section includes comparisons between tram (TPS) and bus (BPS) where applicable.*

# The tram: summary



## Start of journey

Route info on tram	94	=	84
Exterior cleanliness	97	=	80
Ease getting on	96	=	89
Time taken to board	97	=	89



## On board

Interior cleanliness	96	=	75
Info on board	91	=	68
Seat/standing space	87	=	84
Seat comfort	88	=	71
Personal space	83	=	78
Provision grabrails	90	=	82
Temperature	90	=	77
Personal security	93	=	84

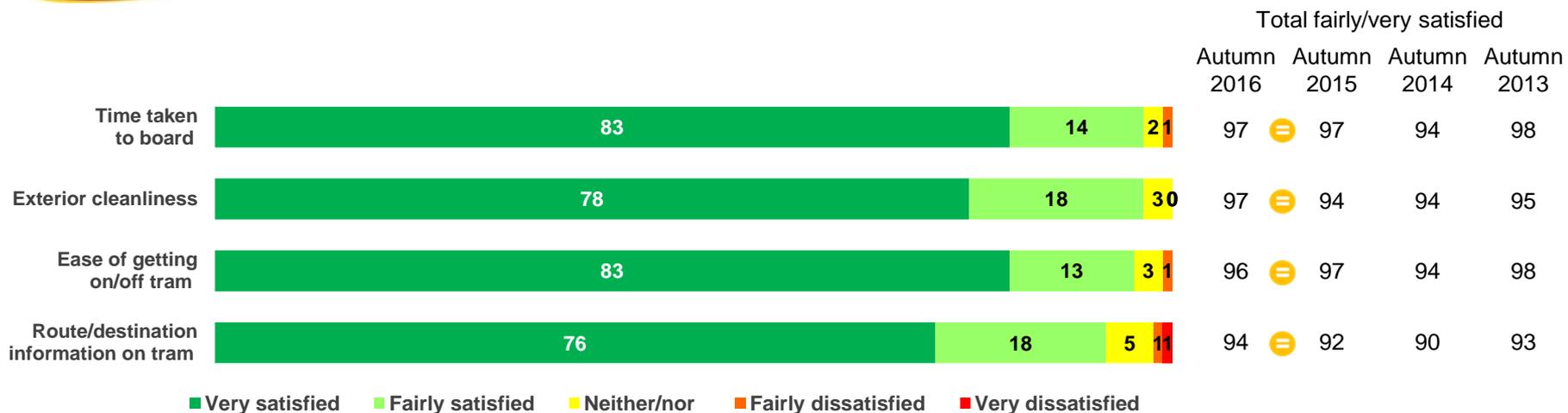


## The driver

Appearance	96	=	89
Greeting	93	↑	71
Helpfulness/attitude	95	↑	73
Safety of driving	97	=	87
Smoothness journey	93	=	76

# The tram: the detail

## Satisfaction with start of journey

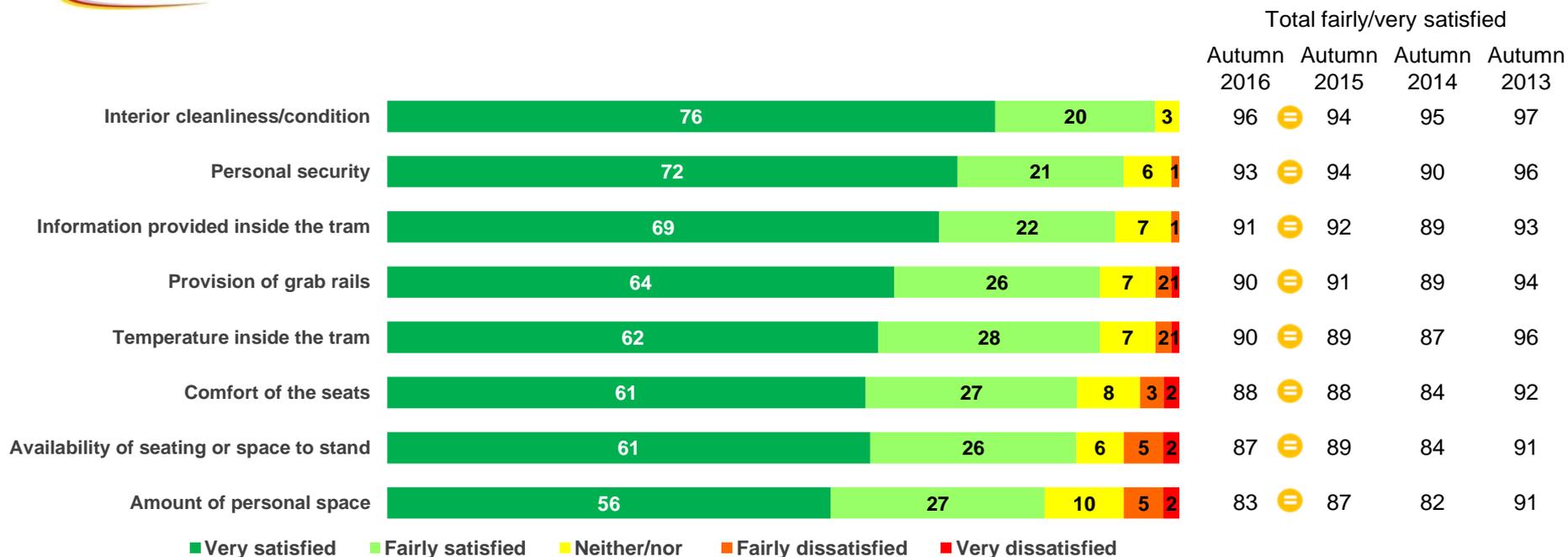


Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:  
 Base: All passengers – 559

- ↑ Statistically significant **increase** since 2015
- = No change
- ↓ Statistically significant **decrease** since 2015

# The tram: the detail

## Satisfaction on the tram

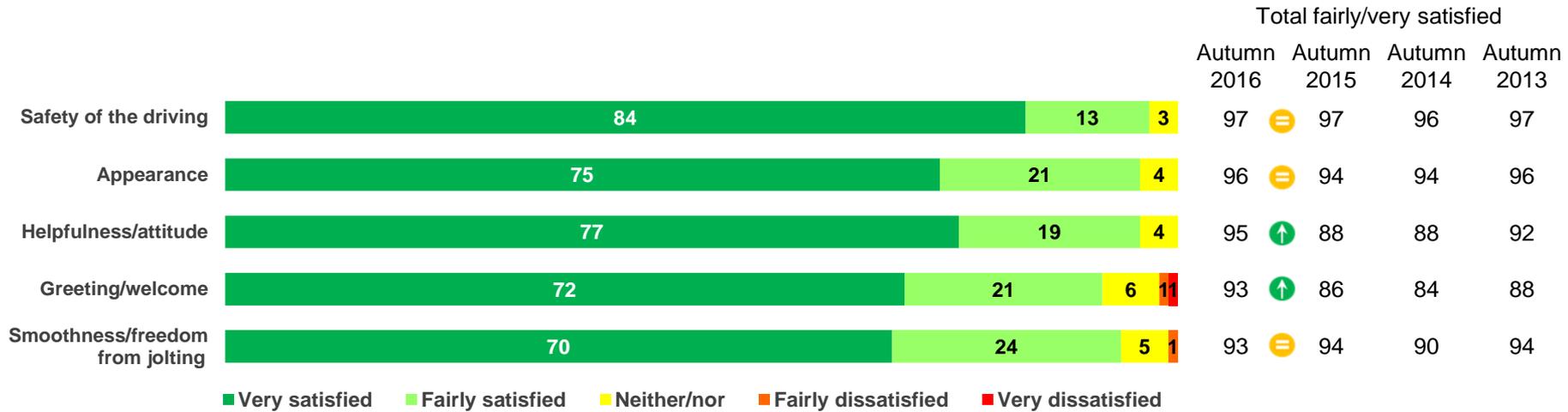


Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:  
 Base: All passengers – 562

- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

# The tram: the detail

## Satisfaction with tram staff



TPS: Q. Thinking about any tram staff you encountered on your journey, please indicate how satisfied you were with each of the following:  
 Base: All passengers – 564

- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

## **TPS 2016 Blackpool**

### **Negative experiences during the journey**

*This section includes comparisons between tram (TPS) and bus (BPS) where applicable.*

# Negative experiences during the journey: summary



Passengers experiencing a delay to their journey



Average length of delay  
(perceived)



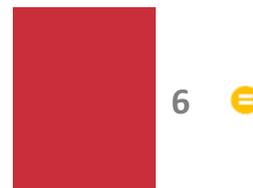
Most common cause of delay



\*Caution: small base (9)



Passengers with worry or concern about others' behaviour on board



# Negative experiences during the journey: the detail

## Experience of delays



2 per cent (☹️) of Blackpool passengers experienced a delay (2015: 3 per cent). Average length of delay was 18 minutes (☹️)

Autumn  
2016

Tram failure	
Signal/points failure	Base of delayed passengers
Poor weather	in 2016 too small to report
Time it took passengers to board	
Tram waiting too long at stops	
Had to use bus replacement	
Congestion/traffic jam	
Planned engineering works	
Tram waiting too long at signals	
Other	
No reason given for delay	
Not sure	

TPS: Q. Why was your journey delayed?

Base: All experiencing a delay – 9 (Caution small base)

- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

# Negative experiences during the journey: the detail

## Worry or concern at other passengers' behaviour



### % worried/concerned of other passengers' behaviour

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
<b>All passengers</b>	6	=	7	5	3
Male	6	=	7	5	4
Female	5	=	7	6	2
Age 16 to 34	11	=	11	6	4
Age 35 to 59	2	↓	6	4	3
Age 60+	5	=	5	7	3

### Types of worrying/concerning behaviour (%)

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Feet on seats	42	=	28	35	21
Passengers not moving out of priority seats	30	=	14	16	5
Loud use of mobiles	22	=	19	22	12
Passengers not paying fares	22	=	11	6	5
Rowdy behaviour	19	=	39	45	56
Passengers playing loud music	14	=	12	8	15
Passengers under influence of alcohol	6	=	23	24	N/A*
Abusive or threatening behaviour	3	=	13	8	31
Graffiti/vandalism	3	=	4	6	5
Passengers under influence of drugs	0	=	3	4	5
Smoking	0	=	0	0	0

\*Not asked in 2013

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

Base: All passengers – 564

Q. Which of the following were the reasons for [other passengers behaviour causing you concern]?

Base: All experiencing worrying/concerning behaviour – 22 (Caution small base)

- Statistically significant increase since 2015
- No change
- Statistically significant decrease since 2015

**TPS 2016 Blackpool**

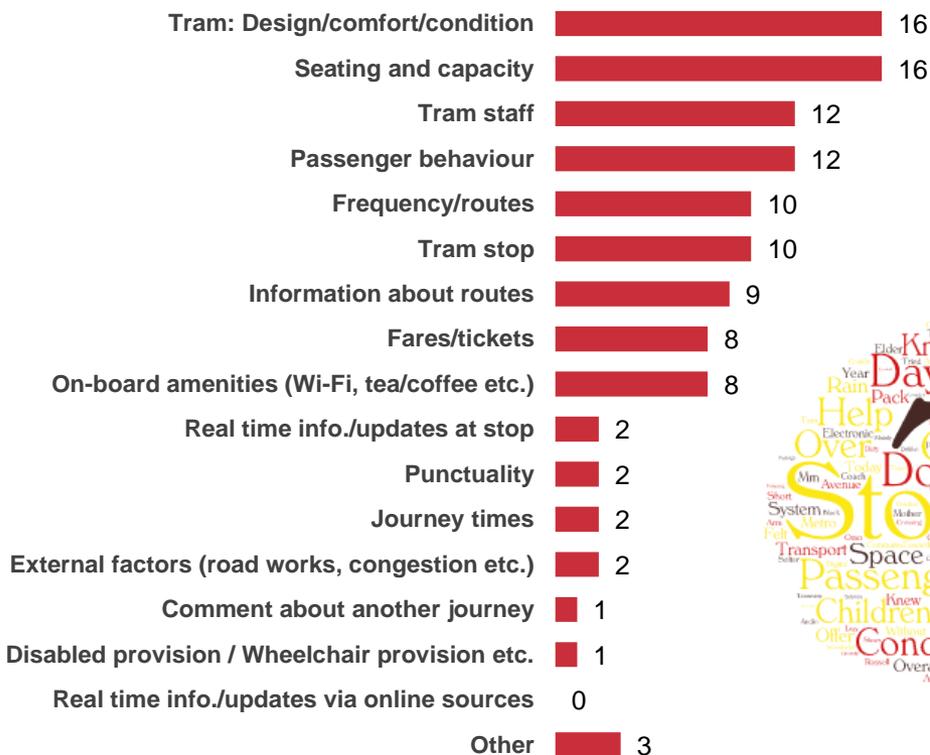
**Passengers' suggested improvements**

# Passengers' suggested improvements: summary



**73%** of Blackpool passengers in 2016 had no suggestions for improvements

...of the 27% that did, the most common service areas for improvement were:



\*Coding has been changed since 2015. Significant changes are therefore not shown

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

Base: All suggesting an improvement - 149

- Statistically significant **increase** since 2015
- No change
- Statistically significant **decrease** since 2015

## Passengers' suggested improvements: the detail

### Selected verbatim comments

*Tried to take a tram on evening of 15th October-waited on step which was very busy and couldn't get on, walked instead. Not enough trams.*

*The floor was really slippery, saw some passengers slip and also the conductress - needs better flooring!*

*Tram was very busy and full to capacity. An increase in frequency would relieve the crush and improve the journey experience*

*Most of the time, trams have a huge problem with temperature, because it is regulated by opening windows and not with a proper, modern system*

*More trams needed at peak times in the evening especially on a Saturday for the illuminations as they were very crowded*

*I know it's difficult when the trams are very busy, but the conductors only seemed to collect fares from passengers who approached them, half-heartedly calling for any passengers who didn't, not a very good financial model for the company*

*The stop information is too small to see as partially sighted. The Newcastle Metro system info inside trams is much larger font to see and understand.*

*An extension of the tram link to North Station (as proposed)*

*Tram stop protected both sides from rain*

*Extra carriages on the service - too crowded*

*The tram staff could perhaps be a bit friendlier but perhaps they had a long day and maybe some unfriendly travellers*

*Seats are extremely hard and uncomfortable. All the trams I rode on were very noisy, rattily and squealed. The old trams were quieter, comfier and smoother. Braking is very severe on new trams.*

*There was quite a bit of litter around. Apart from that, no problem.*

*At Gynn Square, unless you are eight feet tall or have binoculars it is impossible to read the timetable.*

**TPS 2016 Blackpool**

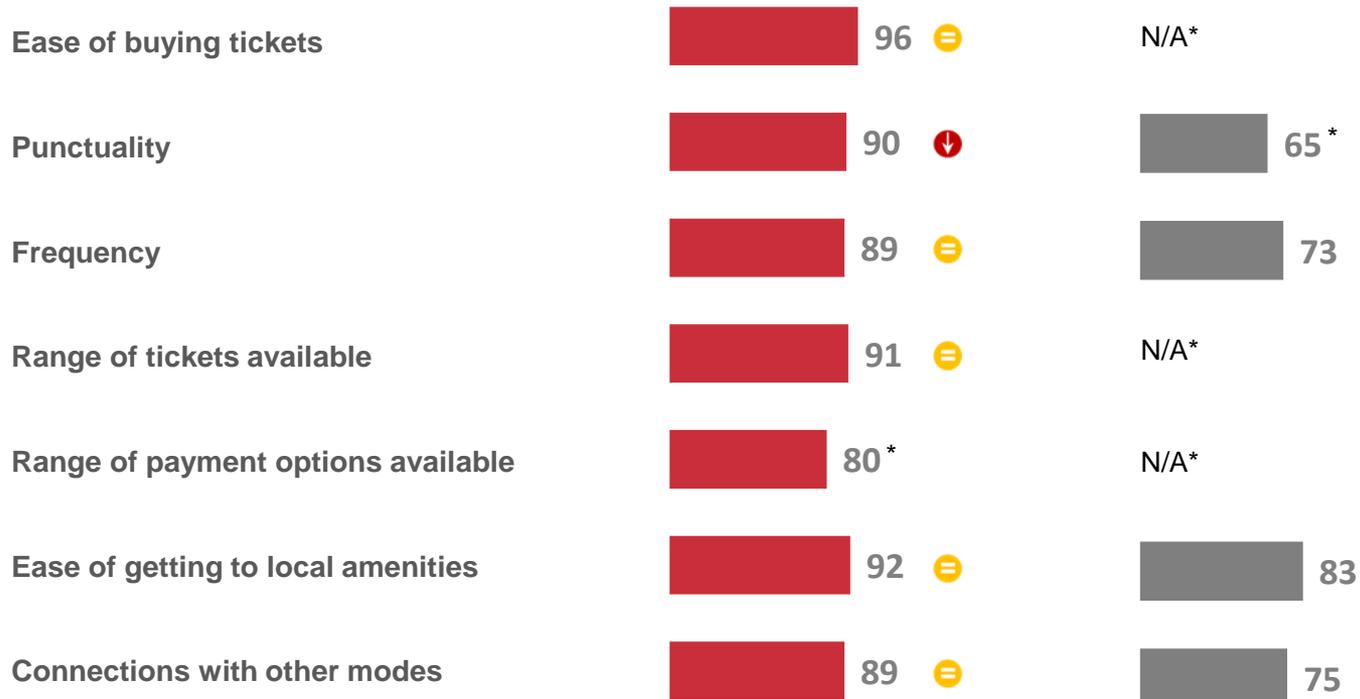
**Opinion of trams in the local area**

# Opinion of trams in the local area: summary



## Bus services in Blackpool (BPS)

### General opinion of services in area:



\*Not asked in 2015/BPS. Punctuality refers to 'reliability' in BPS

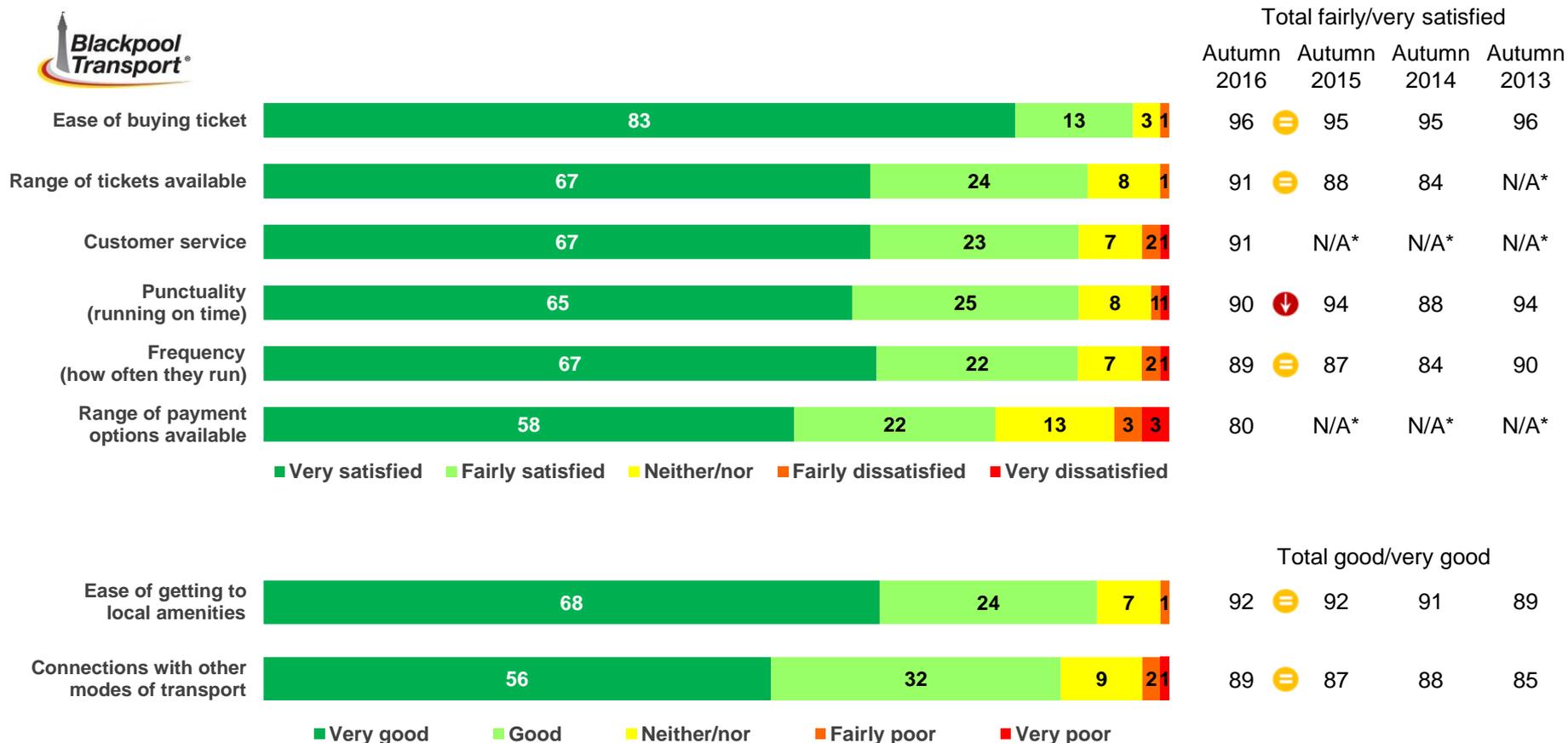
Q. And how satisfied are you overall with tram services for the following? Base: 540

Q. How would you rate tram services for the following? Base: 548

- Statistically significant increase since 2015
- No change
- Statistically significant decrease since 2015

# Opinion of trams in the local area: the detail

## Satisfaction with trams **generally**



\*Not asked before 2016

Q. And how satisfied are you overall with tram services for the following: & Q: How would you rate your local tram services for the following:

Base: All passengers – 548

- ↑ Statistically significant **increase** since 2015
- = No change
- ↓ Statistically significant **decrease** since 2015

# Opinion of trams in the local area: the detail

## Expectations of Wi-Fi on board Blackpool trams



### Expected reason for using Wi-Fi (%)

			Autumn 2015	Autumn 2014
Looking at emails	44	=	41	38
Social media	40	=	41	40
Web browsing	36	=	36	40
Playing games online	11	=	11	11
Something else	4	=	7	5
Would not use Wi-Fi	38	=	37	39

### Whether Wi-Fi would affect tram usage (%)



- Much more likely to travel by tram
- A little more likely to travel by tram
- Would not affect tram use
- A little less likely to travel by tram
- Much less likely to travel by tram

Total more likely to travel by tram		
Autumn 2016	Autumn 2015	Autumn 2014
28	= 32	27

Q. If you were able to use Wi-Fi whilst on this tram, what would it be to do? & Q. If Wi-Fi were available on these trams, how would this affect your use of the tram?

Base: All passengers – 531

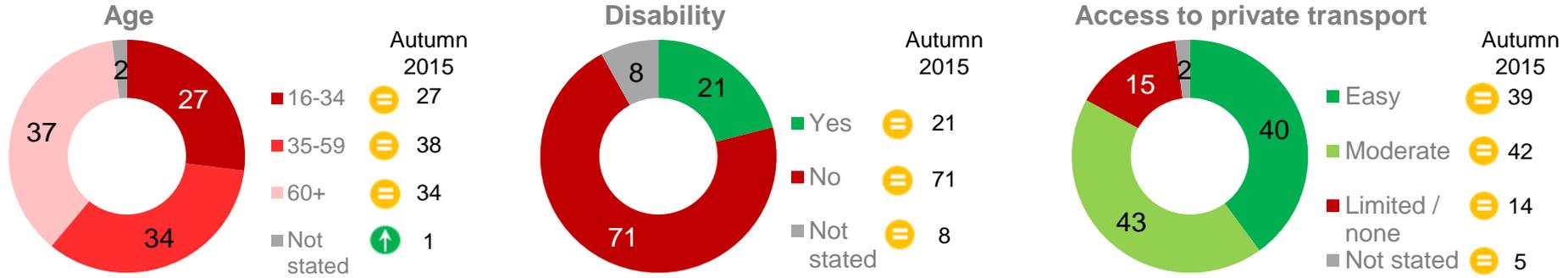
- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

**TPS 2016 Blackpool**

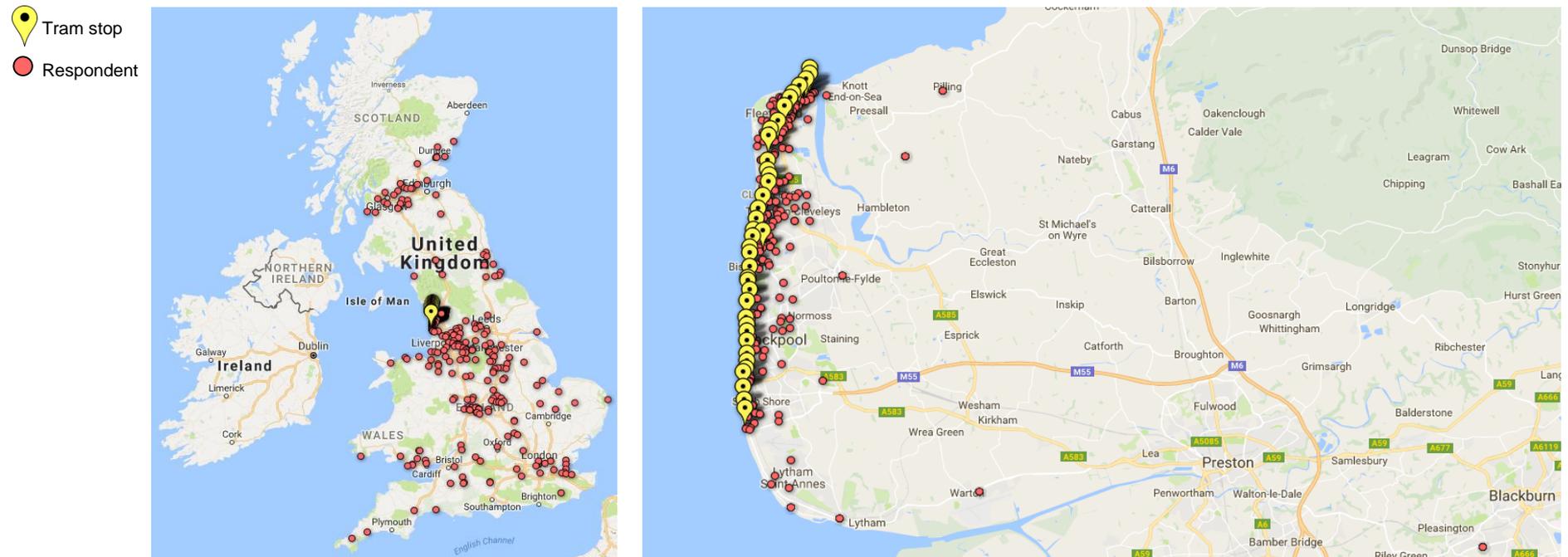
**Appendix 1: the passenger and journey context**

# Blackpool passengers: summary

## Overview of passenger demographics



## Passengers' postcodes relative to tram network



- 📈 Statistically significant increase since 2015
- ⚖️ No change
- 📉 Statistically significant decrease since 2015

# Passenger and journey context: the detail

## Passenger profile

### Tram

### Bus

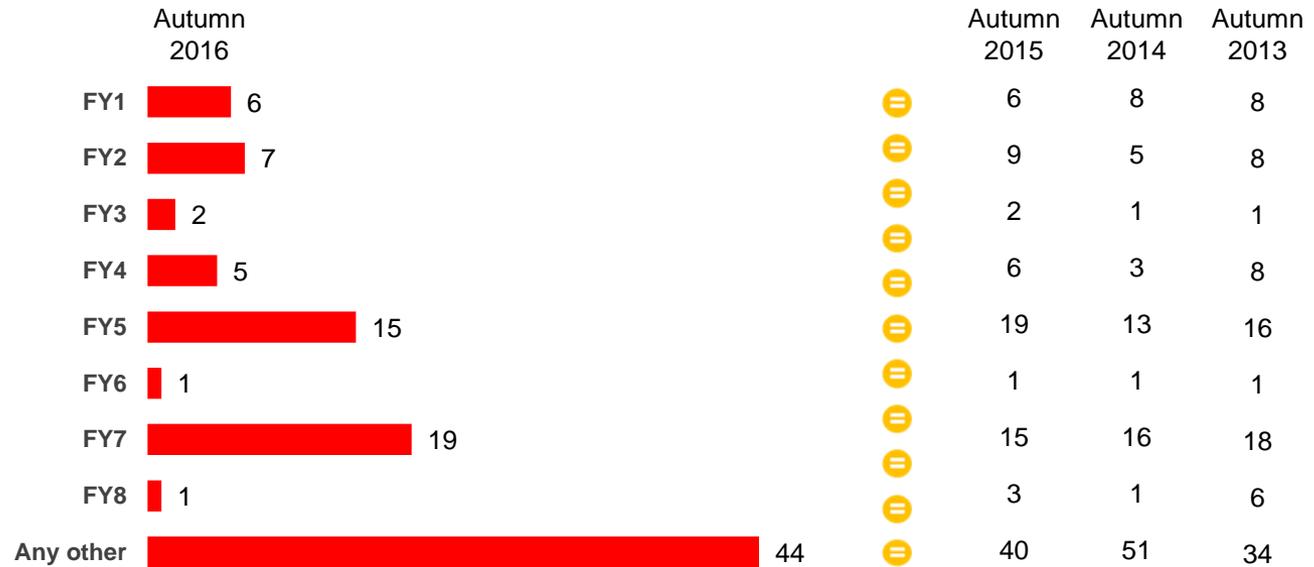
	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013	Visitors 2016	Residents 2016	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
<b>Age</b>											
16-34	27	=	27	33	29	8	37	35	33	35	36
35-59	34	=	38	30	28	44	29	32	24	29	28
Over 60	37	=	34	38	44	47	33	29	40	37	36
Not stated	2	↑	1	N/A	N/A	2	1	3	3	0	0
<b>Access to private transport</b>											
Easy	40	=	39	46	42	60	28	22	21	21	17
Moderate	43	=	42	40	42	22	59	34	38	32	33
Limited/none	15	=	14	11	14	17	13	40	39	43	45
Not stated	2	=	5	3	3	1	1	4	3	4	5
<b>Has a disability</b>											
Yes	21	=	21	24	20	19	24	31	29	39	35
<b>Ticket type</b>											
Free pass holders	18	=	16	9	36	4	30	34	46	40	42
Fare-payers	82	=	84	91	64	96	70	65	54	60	58

Base: All passengers - 575 (Tram), 487 (Bus)

- ↑ Statistically significant **increase** since 2015
- = No change
- ↓ Statistically significant **decrease** since 2015

# Passenger and journey context: the detail

## Where Blackpool passengers live



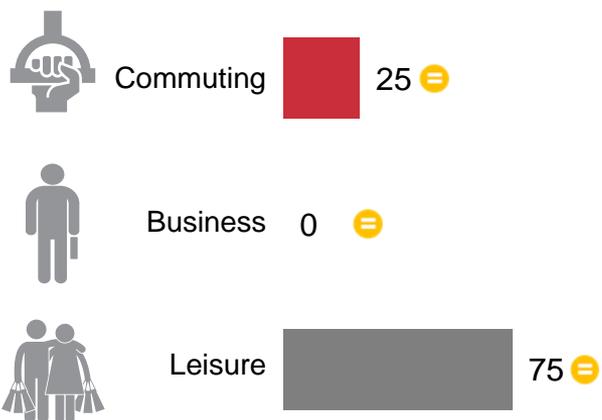
Q: What is your postcode?  
 Base: All giving a postcode – 523

- Statistically significant increase since 2015
- No change
- Statistically significant decrease since 2015

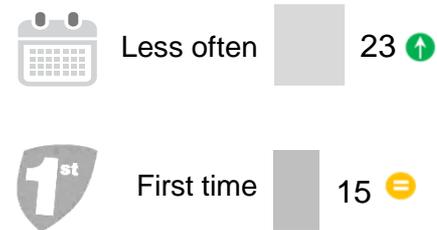
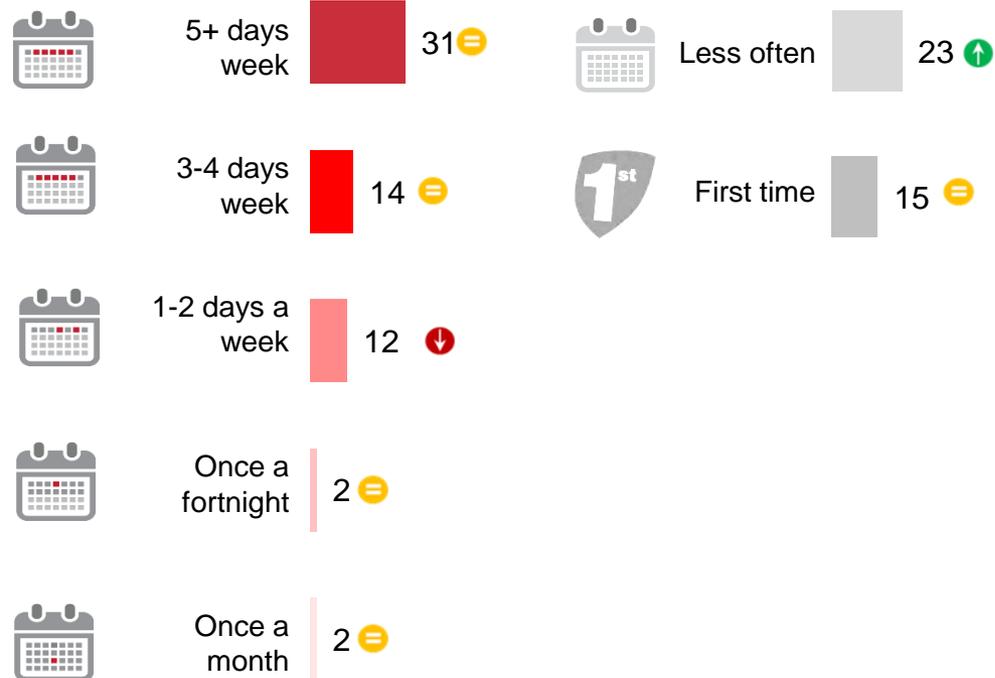
# Blackpool journeys: summary (1)

## Passenger journey details

### Journey purpose



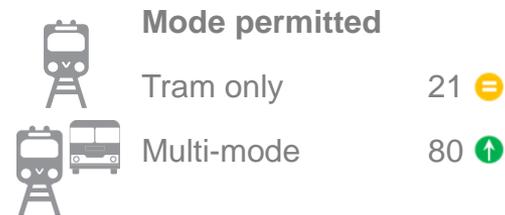
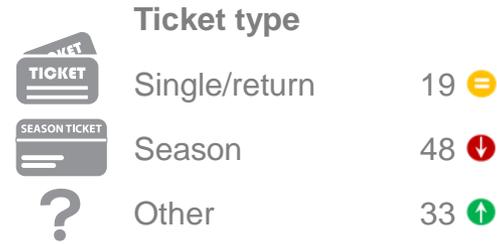
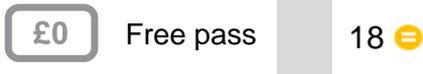
### Frequency using trams in area



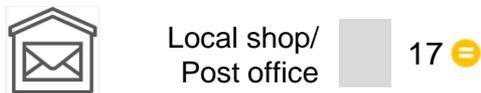
# Blackpool Trams journeys: summary (2)

## Tickets used for today's journey

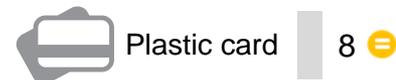
### Free/fare payers



### Purchased ticket via...



### Ticket format



↑ Statistically significant increase since 2015

⊞ No change

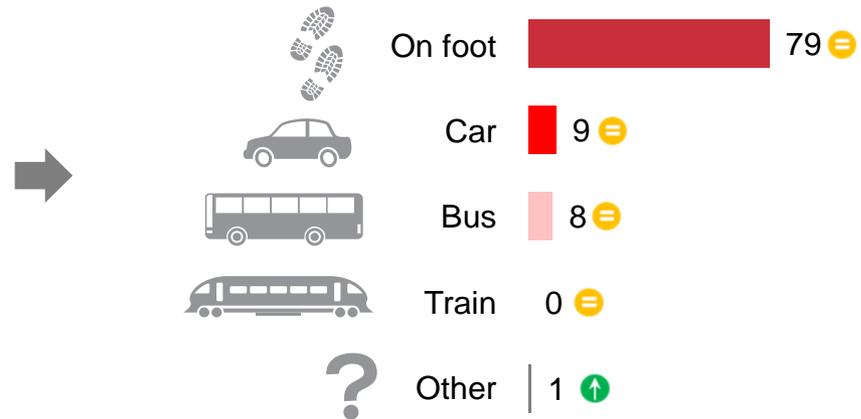
↓ Statistically significant decrease since 2015

# Blackpool Trams journeys: summary (3)

## Most used tram stops: journey start

Cleveleys	10 =
Tower	10 =
North Pier	8 =
Starr Gate	8 =
Fleetwood Ferry	8 =
Fisherman's Walk	4 =
Norbreck	4 =
Pleasure Beach	3 =

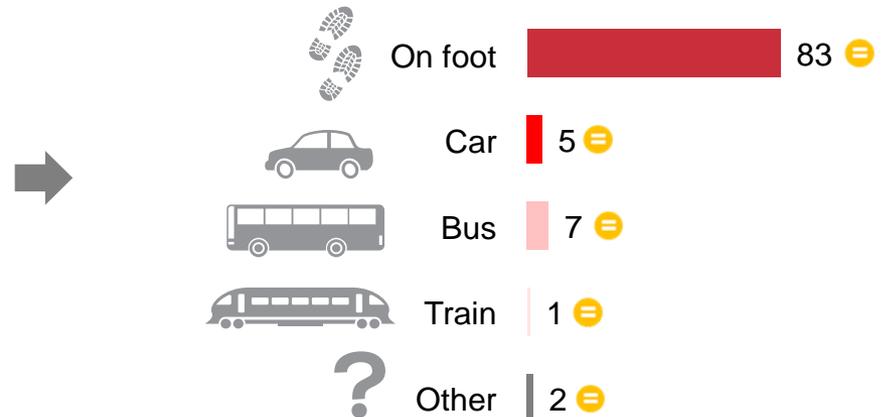
## Mode used to arrive at starting stop (all stops)



## Most used tram stops: journey destination

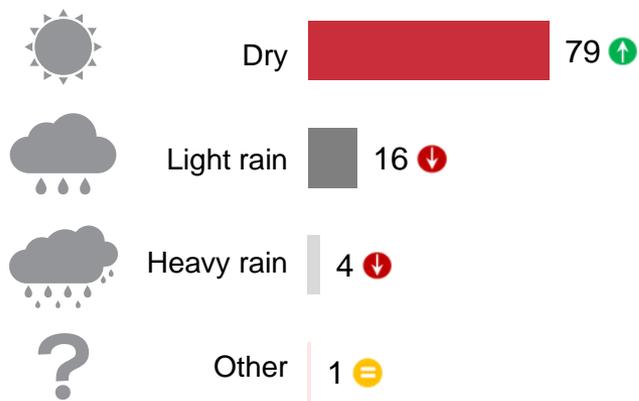
North Pier	14 =
Tower	10 =
Cleveleys	9 =
Fleetwood Ferry	8 =
Starr Gate	7 =
Central Pier	4 =
Pleasure Beach	4 =
Sandhurst Avenue	4 ↑

## Mode used to travel on from destination stop (all stops)



# Blackpool Trams journeys: summary (4)

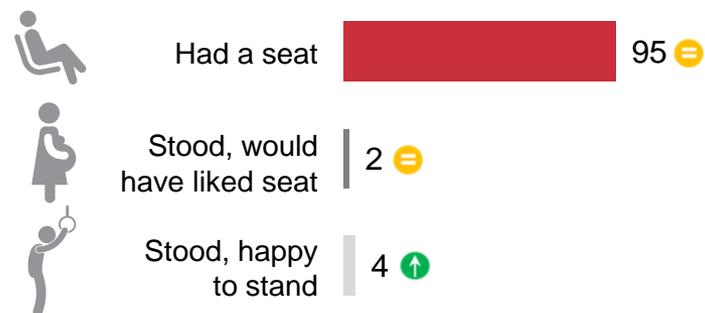
## Weather on day of journey



## Journey direction



## Sitting/standing



# Passenger and journey context: the detail

## Journey purpose



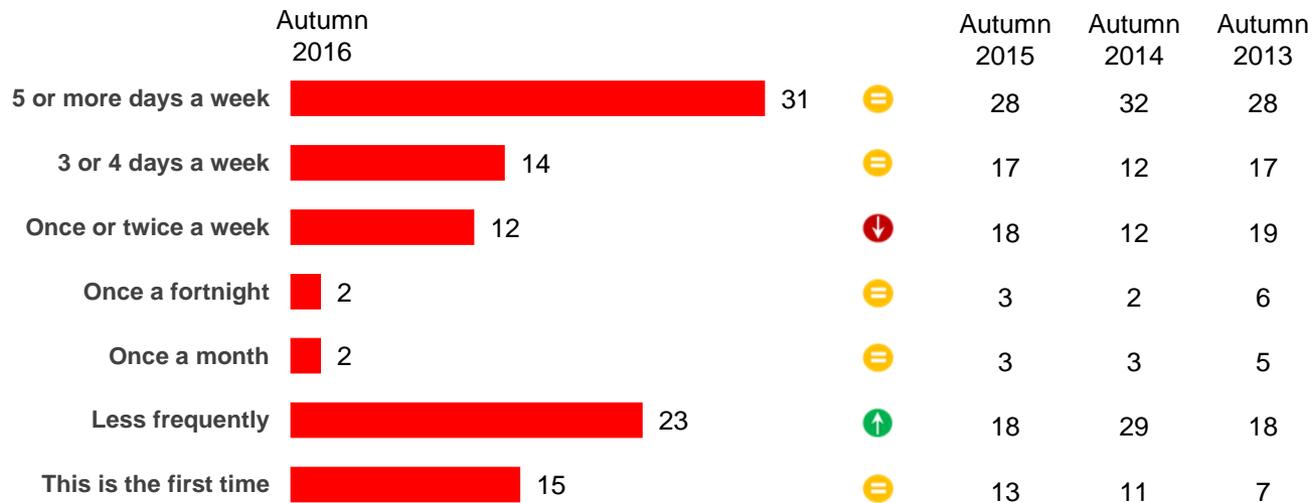
	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Leisure trip	47	↑	39	48	32
Travelling to/from work	20	=	24	20	23
Shopping trip	10	↓	17	12	24
Visit friends or relatives	7	=	8	5	8
Other	6	=	5	5	3
On personal business	3	=	3	3	5
Travelling to/from education	4	=	4	5	4
Health visit	2	=	1	2	1
On company business	0	=	1	1	1
<b>Sub-total: Commuter</b>	<b>25</b>		<b>26</b>	<b>25</b>	<b>26</b>
<b>Sub-total: Business</b>	<b>0</b>		<b>1</b>	<b>1</b>	<b>1</b>
<b>Sub-total: Leisure</b>	<b>75</b>		<b>74</b>	<b>74</b>	<b>73</b>

Q. What is the main purpose of your tram journey today?  
 Base: All passengers – 565

- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

# Passenger and journey context: the detail

## Frequency of using Blackpool tramway



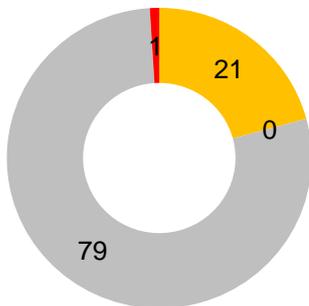
Q. How often do you typically travel by tram?  
 Base: All passengers – 556

- Statistically significant increase since 2015
- No change
- Statistically significant decrease since 2015

# Ticket type and modes of transport permitted



	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
<b>Sub-total: Single/return</b>	19		23	20	21
<b>Single</b>	12		20	16	19
<b>24 Hour ticket</b>	8		N/A*	N/A*	N/A*
<b>Sub-total: Season ticket/pass</b>	48		55	67	40
<b>Day pass</b>	16		24	31	19
<b>3 day/weekend</b>	5		5	8	1
<b>5 days/1 week</b>	19		19	19	13
<b>10 days/2 weeks</b>	0		0	0	0
<b>4 weeks/1 month</b>	7		6	8	6
<b>Quarterly/3 months</b>	0		0	0	0
<b>1 year</b>	2		1	1	0
<b>Other time period</b>	0		0	1	1
<b>Free pass/journey</b>	18		16	9	36
<b>Other ticket type</b>	15		3	1	3



Mode	Autumn 2015	Autumn 2014	Autumn 2013
Tram only	26	25	23
Train and tram	1	2	1
Bus and tram	72	71	72
Train, bus and tram	2	1	4

\*'Return ticket' before 2016

Q. What type of ticket/pass did you use for this tram journey today?

Base: All passengers – 568

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

Base: All passengers – 566

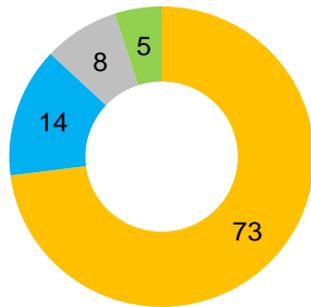
- Statistically significant increase since 2015
- No change
- Statistically significant decrease since 2015

# Passenger and journey context: the detail

## Method of buying ticket and ticket format



	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Ticket machine at stop	N/A*		N/A*	N/A*	N/A*
Conductor that day	64	⊖	64	60	51
Travel shop	6	⊕	7	9	6
Direct from the tram company	3	⊕	2	3	2
Rail/bus company	1	⊕	2	1	2
Local shop or post office	17	⊕	18	21	30
Direct debit through work/college	2	⊕	1	2	1
Other	6	⊕	3	2	4



Ticket Format	Change	Autumn 2015	Autumn 2014	Autumn 2013
Paper ticket/pass	⬇️	79	84	71
Photocard pass	⬆️	9	8	18
Plastic card	⊕	8	4	8
Ticket on mobile	⊕	0	0	0
Other format	⊕	3	3	3

\*Not asked for Blackpool

Q. How did you buy that ticket or pass?  
Base: All fare paying passengers – 456

Q. In what format was your ticket?  
Base: All passengers – 561

- ⬆️ Statistically significant increase since 2015
- ⊕ No change
- ⬇️ Statistically significant decrease since 2015

## Blackpool stops used by passengers surveyed

51 per cent of passengers were on an outward journey, 43 per cent on a return and 7 per cent on a one-way trip (2015: 50 per cent, 44 per cent and 5 per cent respectively)

83 per cent had a seat for their whole journey, while 2 per cent said they had to stand but would have liked to have a seat (2015: 92 per cent and 2 per cent)

### Boarding

Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013

• Cleveleys	10	=	10	6	9
• Tower	10	=	9	6	8
• North Pier	8	=	9	11	10
• Starr Gate	8	=	7	8	10
• Fleetwood Ferry	8	=	7	10	9
• Fisherman's Walk	4	=	5	4	5
• Norbreck	4	=	2	4	3
• Pleasure Beach	3	=	3	3	3

### Alighting

Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013

• North Pier	14	=	14	10	11
• Tower	10	=	9	11	12
• Cleveleys	9	=	10	12	13
• Fleetwood Ferry	8	=	9	10	10
• Starr Gate	7	=	5	8	6
• Central Pier	4	=	3	2	3
• Pleasure Beach	4	=	3	6	2
• Sandhurst Avenue	4	↑	1	4	4

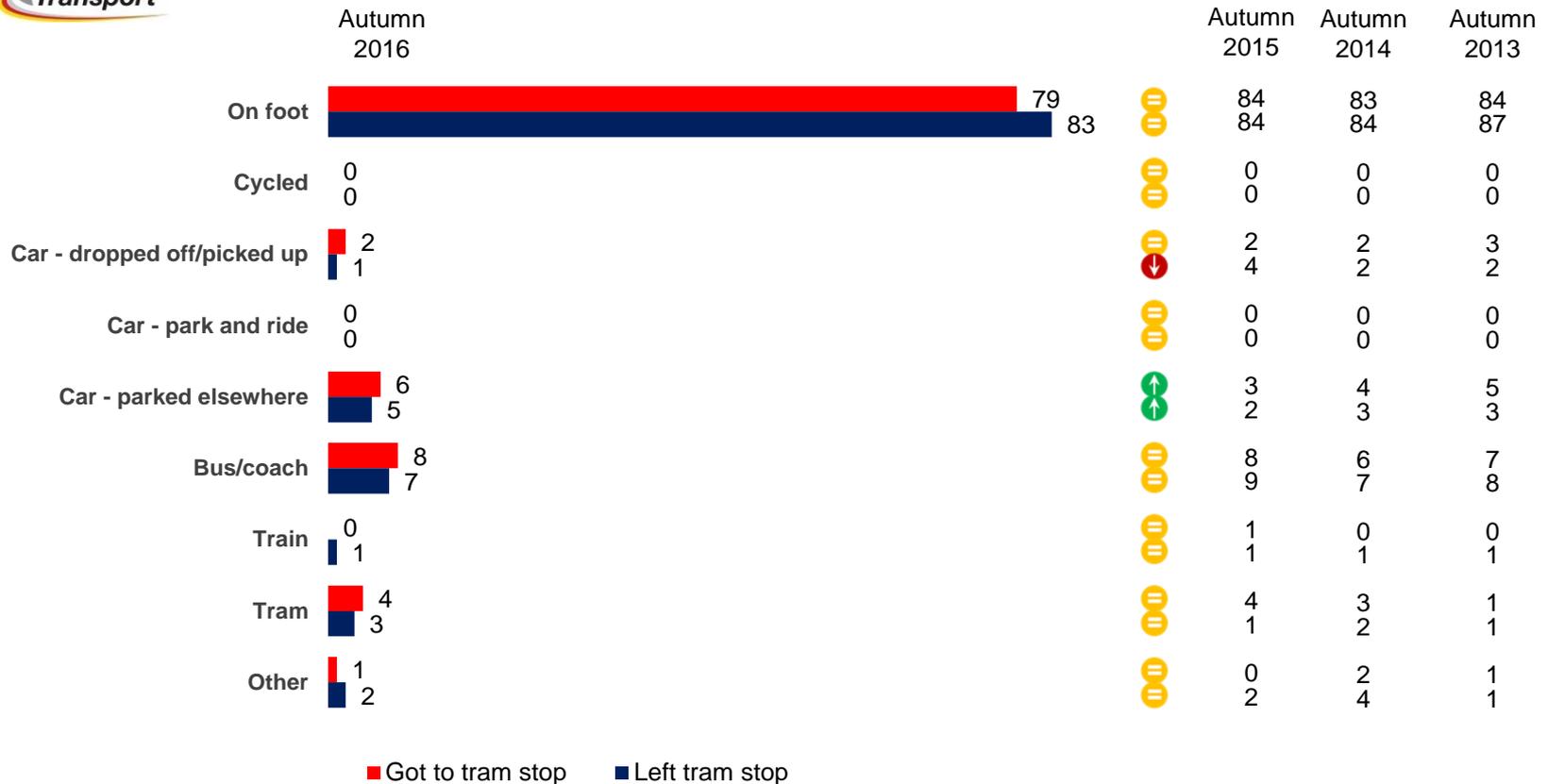
Any changes in tram stops used reflects the sample of passengers in this survey rather than actual usage of stops

Q: Were you on your outward or return journey? Q: Did you get a seat on the tram? Q: At which stop did you board/leave this tram?

Base: All passengers - 575

# Passenger and journey context: the detail

## How got to and from the tram stop

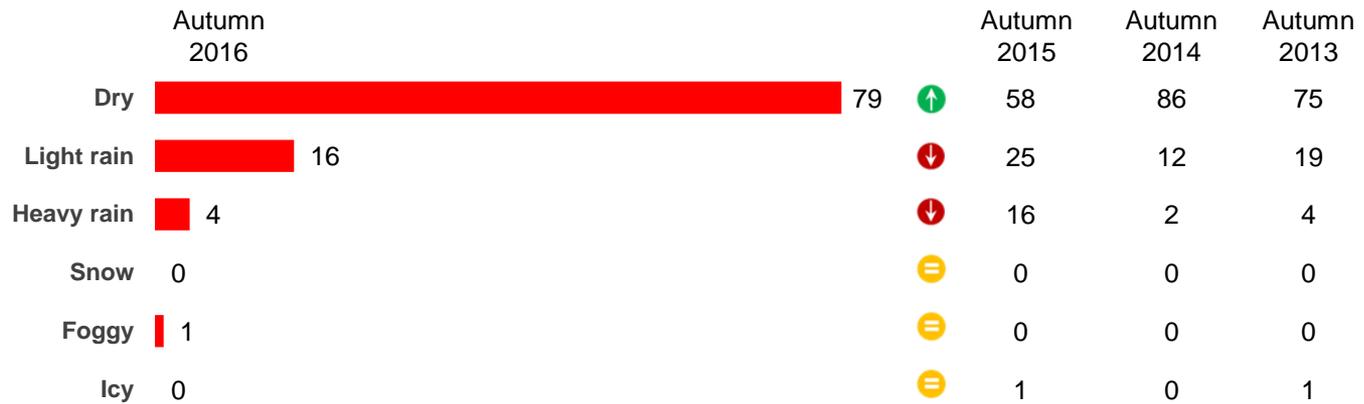


Q: How did you get to/from the tram stop where you boarded/left the tram today?  
 Base: All passengers - 568

- ↑ Statistically significant increase since 2015
- ⊕ No change
- ↓ Statistically significant decrease since 2015

# Passenger and journey context: the detail

## Weather conditions when journey made

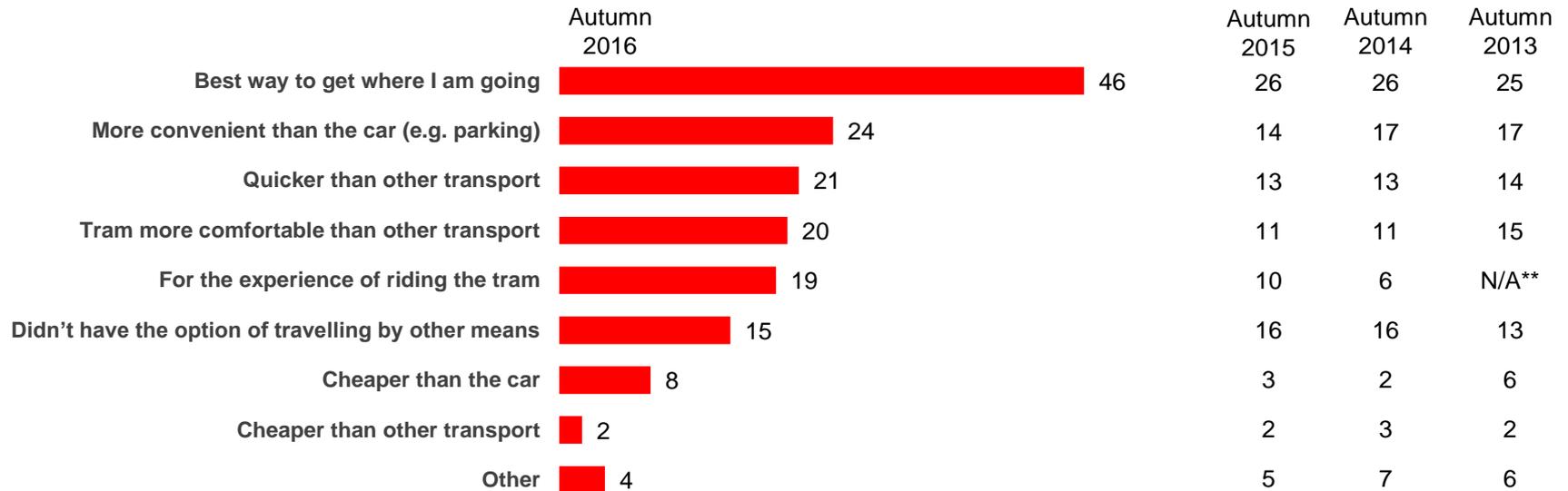


Q. What was the weather like when you made your journey?  
 Base: All passengers - 566

- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

# Passenger and journey context: the detail

## Reasons for choosing the tram\*



\*Question changed to multi-code in 2016. Significant changes are therefore not shown

\*\*Not asked in 2013

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

Base: All passengers – 555

↑ Statistically significant increase since 2015

= No change

↓ Statistically significant decrease since 2015

# Factors preventing more journeys being made



	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Level of crowding	41	↑	32	40	45
Places reachable	35	=	33	37	45
Cost of using trams	11	=	12	10	9
Journey times	9	=	6	7	8
Comfort of trams	8	=	6	7	9
Frequency of trams	8	=	8	9	11
Reliability of trams	7	=	6	8	11
Concern for personal safety	5	=	3	5	8
Tram network improvement works	4	=	3	6	N/A*
Understanding the fares	3	=	3	2	4
Understanding ticket machines	2	=	1	2	1

\*Not asked in 2013. The addition of 'Tram network improvement works' in TPS 2014 could have caused the significant drops in other factors

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

Base: All previously using the tram – 292

- ↑ Statistically significant increase since 2015
- = No change
- ↓ Statistically significant decrease since 2015

**TPS 2016 Blackpool**

**Appendix 2: Further detail on survey background and method**

# Methodology – fieldwork

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## Blackpool tramway (TPS)

Fieldwork: 26 September to 4 December 2016 (with a gap for half term from 31 October to 6 November)

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

Method: Choice of paper or online self-completion questionnaire

Sample size: 575 interviews (423 paper and 152 online)

In 2015 fieldwork took place between 17 September to 26 November 2015

## Bus (BPS) data for Blackpool area

Fieldwork: 5 September to 18 December 2016

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

Method: Choice of paper or online self-completion questionnaire

Sample size: 454 interviews

# Methodology – data analysis

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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 weighting matrix used the following weighting cells:

- Tram network
- Age: 16-25, 26-59, 60+
- Gender: male, female
- Time/day travelled: weekday peak, weekday off peak and weekend

The full details of the weighting matrix can be found in the TPS Autumn 2016 technical report.

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

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

# Methodology – themes that are affecting overall passenger satisfaction charts (1)

This year, we introduced a new approach for identifying the key drivers of overall journey satisfaction amongst bus passengers, comprising two stages. At the first stage, we took all 25 individual satisfaction measures from the survey (apart from the overall journey satisfaction) and formed them into themes using a statistical technique known as factor analysis, which groups together those satisfaction measures that are responded to similarly within the data. For instance, where high or low scores are given for measure 'x', there tends to be a similar rating for measures 'y' and 'z', so the 'factor' or theme becomes 'A'. Through this process we identified ten themes, which are shown below, alongside measures that formed each theme:

Theme (factor)	Questions
1 On tram environment and comfort	<ul style="list-style-type: none"><li>• Sufficient room for all the passengers to sit/stand</li><li>• The comfort of the seats</li><li>• The amount of personal space you had around you</li><li>• Provision of grab rails to hold on to when standing/moving about the tram</li><li>• The temperature inside the tram</li></ul>
2 Tram stop condition	<ul style="list-style-type: none"><li>• Its general condition/standard of maintenance</li><li>• Its freedom from graffiti/vandalism</li><li>• Its freedom from litter</li></ul>
3 Boarding the tram	<ul style="list-style-type: none"><li>• The ease of getting on to and off of the tram</li><li>• The length of time it took to board the tram</li></ul>
4 Timeliness	<ul style="list-style-type: none"><li>• The length of time you had to wait for the tram</li><li>• The punctuality of the tram</li></ul>
5 Access to the tram stop	<ul style="list-style-type: none"><li>• Its distance from your journey start e.g. home, shops</li><li>• The convenience/accessibility of its location</li></ul>
6 Personal safety throughout journey	<ul style="list-style-type: none"><li>• Behaviour of fellow passengers waiting at the stop</li><li>• Your personal safety whilst at the tram stop</li><li>• Your personal security whilst on the tram</li></ul>
7 Cleanliness and condition of the tram	<ul style="list-style-type: none"><li>• The cleanliness and condition of the outside of the tram</li><li>• The cleanliness and condition of the inside of the tram</li></ul>
8 Smoothness/speed of tram	<ul style="list-style-type: none"><li>• The amount of time the journey took</li><li>• Smoothness/freedom from jolting during the journey</li></ul>
9 Information throughout journey	<ul style="list-style-type: none"><li>• The information provided at the tram stop</li><li>• Route/destination information on the outside of the tram</li><li>• The information provided inside the tram</li></ul>
10 Value for money	<ul style="list-style-type: none"><li>• How satisfied were you with the value for money of your tram journey?</li></ul>

## Methodology – themes that are affecting overall passenger satisfaction charts (2)

For the second stage, these themes were then used to identify how much effect each one has on passengers' rating for overall journey satisfaction, by means of a key driver analysis.

The square diagrams show the proportional influence that each theme has on satisfaction for that area/operator. They should be read like a pie chart where the slices or portions are relative to each other and together add up to 100%. So in the example below, the theme of 'on tram environment and comfort' which is shaded red, has the greatest influence on satisfaction, followed by 'smoothness/speed of tram', while themes such as 'boarding the tram' and 'information throughout journey' have relatively influence here.



This analysis was conducted on fare-paying passengers only, so that the influence of value for money could be included. It also combines data from 2015 and 2016 surveys to increase robustness. The analysis excludes satisfaction measures relating to tram staff; due to differences in staff availability across the networks not all TPS questionnaires feature questions about tram staff. In order to run the analysis in a consistent and practical manner all staff measures have been excluded.

There are noticeable and interesting differences in the impact of different themes between the various tram networks.

# The Blackpool tramway route map

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**TPS 2016 Blackpool**

**Appendix 3: Questionnaire**



# Tram Passenger Survey

Thank you for agreeing to take part in our survey. Your views as a tram passenger are important.

Transport Focus is the official, independent consumer watchdog that represents rail, bus, and tram passengers.

To help us represent the views of passengers in your area we would appreciate a little of your time to complete this survey.

It asks about the tram journey you made when given this questionnaire.

Towards the end, there are also questions to record your general experiences too.

Tram companies, local authorities and governments pay close attention to the survey's results.

These results provide Transport Focus with the evidence to seek improvements on behalf of passengers.

## Completing the questionnaire

Please fill in the questionnaire after completing your journey on the Blackpool tramway.

Please tick only one box per question, unless directed otherwise.

After completing the questionnaire, please return it to us in the reply paid envelope provided.

### WHEN ANSWERING:

### CONSIDER ONLY THE JOURNEY YOU MADE WHEN GIVEN THIS QUESTIONNAIRE

#### 1 About your journey on the Blackpool tramway

Q1a At which stop did you board this tram?

Q1b At which stop did you leave this tram?

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

Use the 24 hr. clock e.g. 5.25pm is 17:25

Enter your time of boarding into the boxes as shown

 : 

Q3a What type of ticket or pass did you use for this journey on the Blackpool tramway?

#### Season ticket/Saver

- 1 day.....
- 3 day.....
- 7 days/1 week.....
- 30 days/1 month.....
- 1 year.....

Other time period (please write in)

#### Single/return ticket

- Single ticket.....
- 24 hour ticket.....
- A free pass or free journey.....
- Elderly person's pass.....
- Disabled person's pass.....
- Complimentary/free ticket.....
- Other ticket.....
- Family/Group ticket.....
- Other.....

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

- Tram only.....
- Bus and Tram.....
- Train, Bus and Tram (PLUSBUS).....

For office use only:

MA

# §5105001C

Your opinion counts!

transportfocus



Q4 In what format was your ticket?

- A standard paper ticket/pass.....
- A photo card ticket/pass.....
- An m-ticket (sent to your mobile phone).....
- A plastic card you touched on to the fare machine.....
- Other format.....

Q5a How did you buy that ticket or pass?

- From Conductor.....
- Direct from Blackpool Transport (website/phone).....
- Travel shop.....
- Rail/bus company.....
- From a local shop or post office (Pay Point).....
- You had a free pass.....
- Direct debit through work/college.....
- Other.....

Q5b How did you pay for your ticket?

- Cash.....
- Debit or credit card.....
- Contactless payment.....
- Don't know/not applicable.....

Q6 What is the main purpose of your journey on the Blackpool tramway 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)

- Heavy/bulky luggage/other large items.....
- A pushchair.....
- Children (under 12).....
- A folding bicycle.....
- A dog.....
- A helper.....
- A mobility scooter.....
- A wheelchair.....
- None of the above.....

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

- On foot/walked.....
- Cycled.....
- Car - dropped off.....
- Car - parked.....
- Bus.....
- Train.....
- Tram.....
- Other.....

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

- On foot/walked.....
- Cycled.....
- Car - dropped off.....
- Car - parked.....
- Bus.....
- Train.....
- Tram.....
- Other.....

Q11 What was the main reason you chose to take the Blackpool tramway for this journey?

(Please tick all that apply)

- 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.....
- For the experience of riding the tram.....
- Other (please write in)

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

- |                 |                          |            |                          |
|-----------------|--------------------------|------------|--------------------------|
| Dry.....        | <input type="checkbox"/> | Foggy..... | <input type="checkbox"/> |
| Light rain..... | <input type="checkbox"/> | Snow.....  | <input type="checkbox"/> |
| Heavy rain..... | <input type="checkbox"/> | Icy.....   | <input type="checkbox"/> |

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

Q13 Thinking about the tram stop itself, how satisfied were you with the following?

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

**3 Waiting for the tram**

Q15 Approximately, how long did you wait for your tram?  
(Please write the time in minutes)

--	--

Q16 Did you check any of the following to find out when the tram was meant to arrive?  
(Please tick all that apply)

Before leaving for the tram stop	At the tram stop
Leaflet/paper timetable.....	Information posters at the stop.....
Online tram times.....	Online tram times.....
Disruption updates (e.g. on Twitter/Facebook).....	Disruption updates (e.g. on Twitter/Facebook).....
Telephoned for information.....	Telephoned for information.....
Other.....	Other.....

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

Knew the trams ran frequently on this route.....	Didn't have time.....
Already knew arrival times.....	Did not matter to me when the tram was meant to arrive.....
Could not find the information.....	Other.....

Q17 Approximately how long did you expect to wait for the tram?  
(Please write the time in minutes)

--	--

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

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

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

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

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

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

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

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.....	<input type="checkbox"/>	Passengers not paying their fares.....	<input type="checkbox"/>
Passengers taking/under the influence of drugs.....	<input type="checkbox"/>	Feet on seats.....	<input type="checkbox"/>
Abusive or threatening behaviour.....	<input type="checkbox"/>	Music being played loudly.....	<input type="checkbox"/>
Rowdy behaviour.....	<input type="checkbox"/>	Smoking.....	<input type="checkbox"/>
Passengers not moving out of priority seats.....	<input type="checkbox"/>	Graffiti or vandalism.....	<input type="checkbox"/>
		Loud use of mobile phones.....	<input type="checkbox"/>
		Other (please write in)	<input type="text"/>

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

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**Q24a** Was your journey on the Blackpool tramway today delayed at all?  
 Yes.....  No.....

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

Due to a signal/points failure..... <input type="checkbox"/>	Time it took passengers to board/ pay for tickets..... <input type="checkbox"/>
Road congestion/traffic jam..... <input type="checkbox"/>	Had to use bus replacement service..... <input type="checkbox"/>
Due to a tram failure..... <input type="checkbox"/>	Other (please write in) <input type="text"/>
Planned engineering works..... <input type="checkbox"/>	No reason given..... <input type="checkbox"/>
Poor weather conditions..... <input type="checkbox"/>	Don't know..... <input type="checkbox"/>
The tram waiting too long at stops..... <input type="checkbox"/>	
The tram waiting too long at signals..... <input type="checkbox"/>	

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

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

	Yes	No	Don't know
A map of the tram route/journey times.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio announcements e.g. saying the next tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An electronic display e.g. showing the next tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about tickets/fares.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A timetable.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Details of how to contact the tram company, for example, to make a complaint or find out information.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q27** Thinking about any Blackpool tramway 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"/>
The knowledge of the staff.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5 Your overall opinion of the journey 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 journey on the Blackpool tramway today?

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

**Q29** If something could have been improved on your journey on the Blackpool tramway today, what would it have been?

**Q30** How satisfied were you with the value for money of your journey on the Blackpool tramway?

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

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

The cost for the distance travelled..... <input type="checkbox"/>	Comfort/journey quality for the fare paid..... <input type="checkbox"/>
The cost of the tram versus other modes of transport..... <input type="checkbox"/>	A reason not mentioned above (please write in box)..... <input type="checkbox"/>
The fare in comparison to the cost of everyday items..... <input type="checkbox"/>	

**Q32** All things considered, how much do you trust the tram company that operated the tram you used for this journey? (Please tick one box only)

**6 Your opinion of Blackpool tramway generally**

WHEN ANSWERING THIS SECTION PLEASE CONSIDER BLACKPOOL TRAMWAY SERVICES GENERALLY (NOT JUST THE JOURNEY YOU MADE WHEN GIVEN THIS QUESTIONNAIRE)

**Q33a** How would you rate Blackpool tramway services for the following:

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor
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"/>				

**Q33b** And how satisfied are you overall with Blackpool tramway services for the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
Ease of buying your ticket.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punctuality (running on time).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency (how often the trams run).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of tickets available.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of payment options available.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q34a** If you needed information about your local tram services, e.g. times, fares, where would you obtain that information? (Please tick all that apply)

Phone: Blackpool Transport..... <input type="checkbox"/>	Smartphone app..... <input type="checkbox"/>
Internet: Blackpool Transport website..... <input type="checkbox"/>	Travel centre..... <input type="checkbox"/>
Internet: Other travel website (traveline)..... <input type="checkbox"/>	Ask friend/relative..... <input type="checkbox"/>
Twitter: Blackpool Transport..... <input type="checkbox"/>	Ask tram staff..... <input type="checkbox"/>
Facebook: Blackpool Transport..... <input type="checkbox"/>	Other..... <input type="checkbox"/>
	Not sure..... <input type="checkbox"/>

**Q34b** If you were able to use Wi-Fi whilst on this tram, what would it be to do? (Please tick all that apply)

Looking at emails..... <input type="checkbox"/>	Playing games online..... <input type="checkbox"/>
Social media..... <input type="checkbox"/>	Something else..... <input type="checkbox"/>
Web browsing..... <input type="checkbox"/>	Would not use Wi-Fi..... <input type="checkbox"/>



# Tram Passenger Survey (TPS) **Blackpool**

## Autumn 2016 results

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