

# Tram Passenger Survey (TPS) **Edinburgh Trams**

## Autumn 2016 results

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March 2017



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## TPS 2016 **Edinburgh Trams**

### **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**

**533** surveys were completed for Edinburgh in Autumn 2016

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

# The Edinburgh Trams network in context

	The Network	Passenger Journeys	Ticket Purchasing	Information at stops	Frequency	Engineering disruptions/other notes
	1 line 16 stops 8.7 miles	5.5** million	<ul style="list-style-type: none"> <li>✓ TVMs at stops</li> <li>✗ Conductors on board</li> </ul>	<ul style="list-style-type: none"> <li>✗ Info boards at stops (TTs, fares)</li> <li>✓ Passenger Info Displays</li> </ul>	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>
	1 line 38 stops 11 miles	4.9* million	<ul style="list-style-type: none"> <li>✗ TVMs at stops</li> <li>✓ Conductors on board</li> </ul>	<ul style="list-style-type: none"> <li>✓ Info boards at stops (TTs, fares)</li> <li>✗ Passenger Info Displays</li> </ul>	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>
	7 lines 93 stops 57 miles	36** million	<ul style="list-style-type: none"> <li>✓ TVMs at stops</li> <li>✗ Conductors on board</li> </ul>	<ul style="list-style-type: none"> <li>✓ Info boards all stops (TTs, fares)</li> <li>✓ Passenger Info Displays <i>(Not all stops on Bury and Altrincham lines)</i></li> </ul>	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	<ul style="list-style-type: none"> <li>✓ TVMs at stops</li> <li>✓ Conductors on board</li> </ul>	<ul style="list-style-type: none"> <li>✓ Info boards at some stops (TTs, fares)</li> <li>✓ Passenger Info Displays</li> </ul>	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	<ul style="list-style-type: none"> <li>✓ TVMs at stops</li> <li>✗ Conductors on board</li> </ul>	<ul style="list-style-type: none"> <li>✓ Info boards all stops (TTs, fares)</li> <li>✓ Passenger Info Displays</li> </ul>	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	<ul style="list-style-type: none"> <li>✗ TVMs at stops</li> <li>✓ Conductors on board</li> </ul>	<ul style="list-style-type: none"> <li>✓ Info boards at stops (TTs, fares)</li> <li>✗ Passenger Info Displays</li> </ul>	Mon-Sat: every 5-20 mins  Sun: 10-20 mins	<ul style="list-style-type: none"> <li>• No significant issues affecting fieldwork</li> </ul>

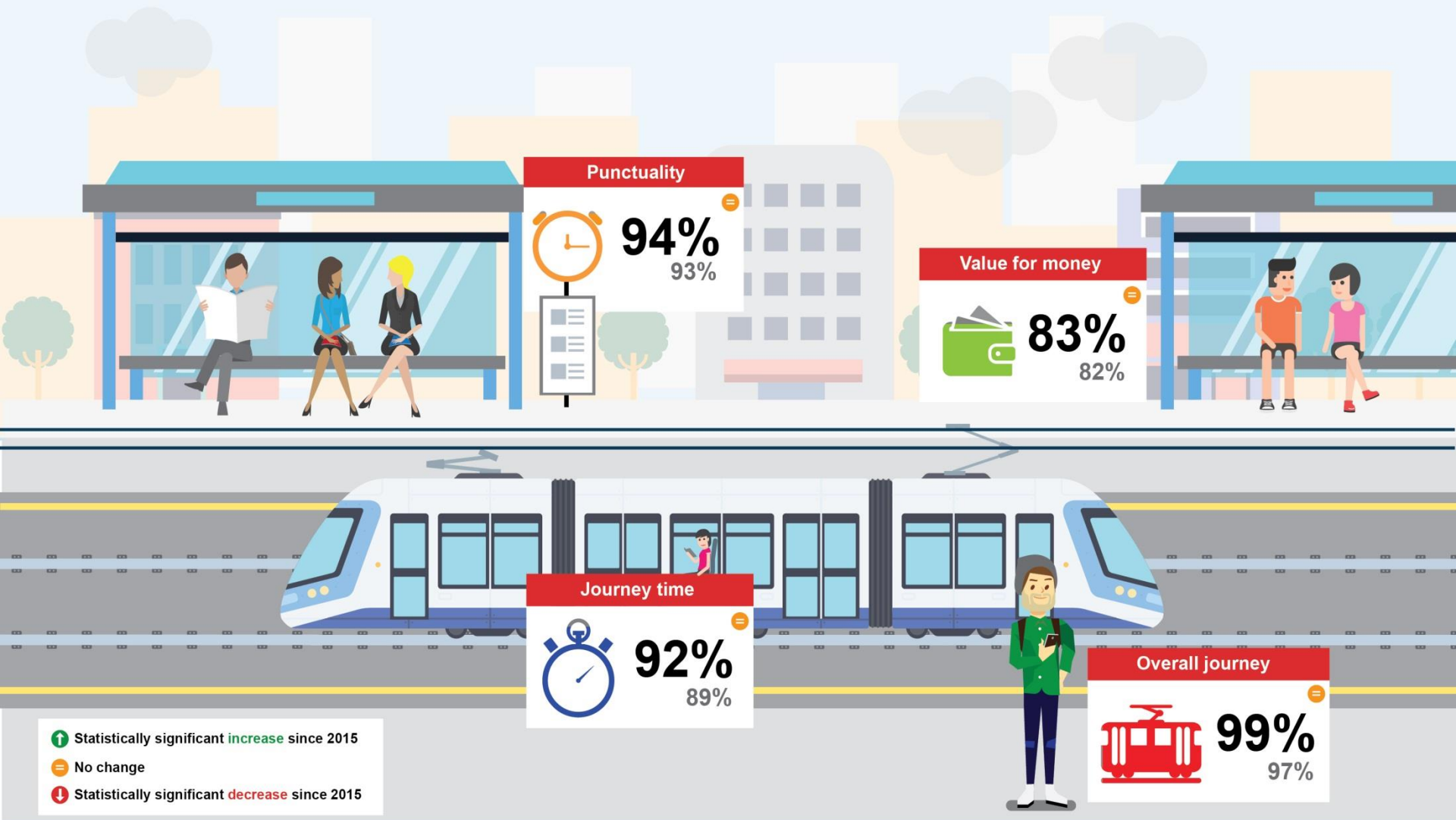
\*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2015/16

\*\*Source: Direct from operator

## **TPS 2016** Edinburgh Trams

### Summary of 2016 results

# Key performance measures for Edinburgh Trams 2016



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

# Overall passenger experience in Edinburgh 2016: a snapshot

## At the stop



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

## Boarding



## On board



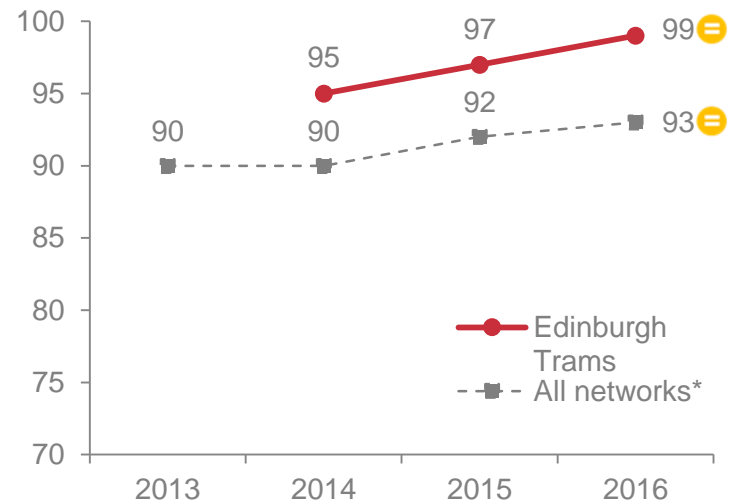


# Overall passenger experience in Edinburgh 2016: comparison to all networks

## Overall journey satisfaction: 2016



## Overall journey satisfaction: trend

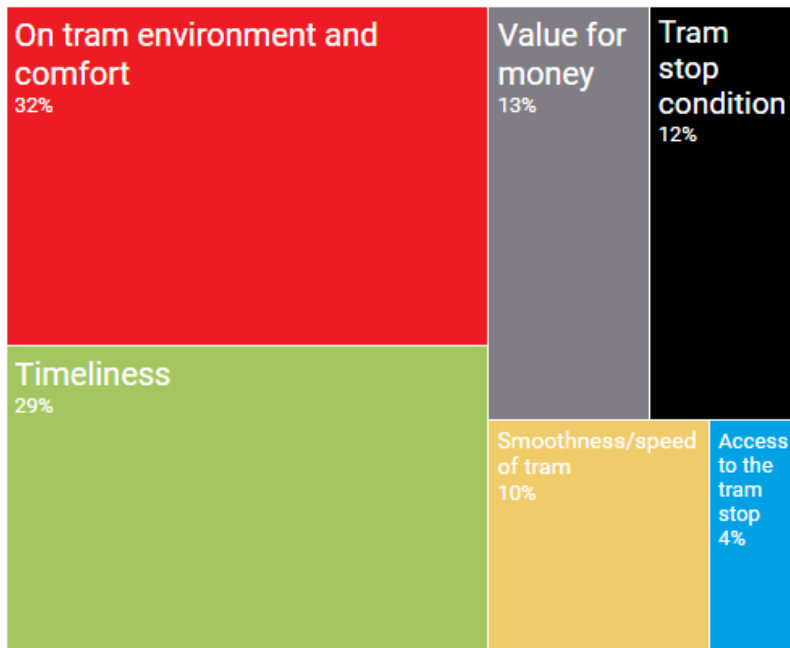


\*The 2013 survey did not include Edinburgh Trams

# What makes a satisfactory or great journey on Edinburgh Trams?

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

What makes a satisfactory journey?



What makes a great journey?






\*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.

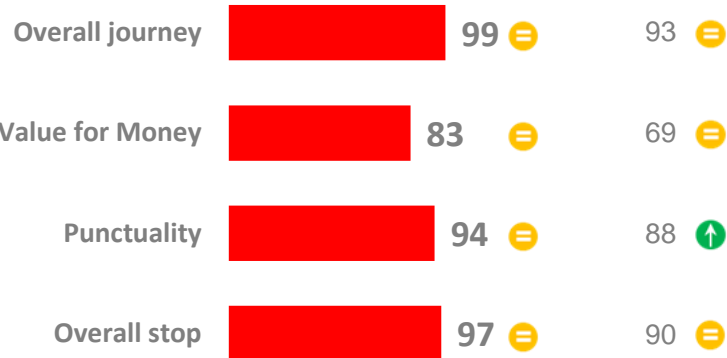
See appendix 2 for a full explanation of the analysis to identify factors linked to overall journey satisfaction.

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

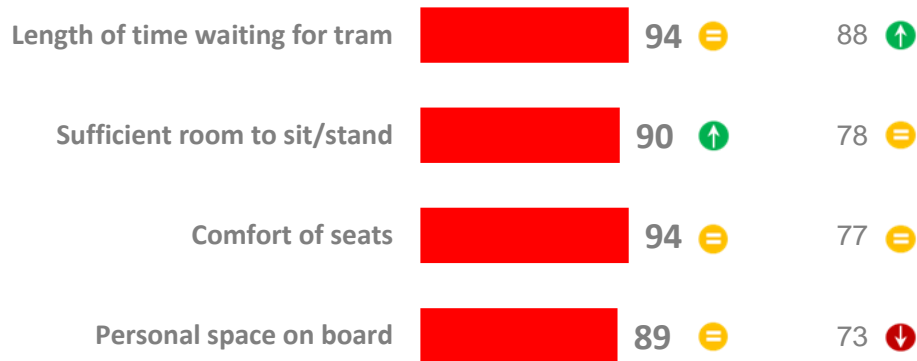
# Passenger experience in Edinburgh 2016: across the network



## Satisfaction with key measures:



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



↑ Statistically significant increase since previous year

= No change

↓ Statistically significant decrease since previous year

# Edinburgh Trams 2016: summary of key findings (1)

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- On the whole the Edinburgh Trams service has maintained the very high levels of passenger satisfaction that were seen in 2015
- Overall satisfaction for journeys on Edinburgh Trams is very high and has increased since last year (99 per cent compared to 97 per cent in 2015). This is very consistent across key passenger groups. More than three quarters (79 per cent) of passengers were 'very satisfied' with their journey overall, up from 74 per cent in 2015
- The key factors which make journeys satisfactory on Edinburgh Trams are the environment and comfort on board, as well as the timeliness of trams. Similar factors are linked to a very satisfactory journey, with value for money also being important
- Satisfaction with the on board environment and comfort is high, with passengers particularly satisfied with the cleanliness/condition of the tram and the comfort of the seats (98 per cent satisfied and 94 per cent satisfied). Attributes which score less well are the temperature on board, the amount of personal space and the availability of space to sit stand (89 per cent, 89 per cent and 90 per cent respectively)
- Passenger satisfaction with both the length waiting time and the punctuality of the tram are high, with 94 per cent of passengers satisfied with both factors (an increase from 91 per cent and 93 per cent in 2015)
- 83 per cent of fare paying passengers were satisfied with the value for money of their journey (82 per cent on 2015). When evaluating whether a journey is good value, the most important considerations are the cost for the distance travelled and also in comparison to other transport

## Edinburgh Trams 2016: summary of key findings (2)

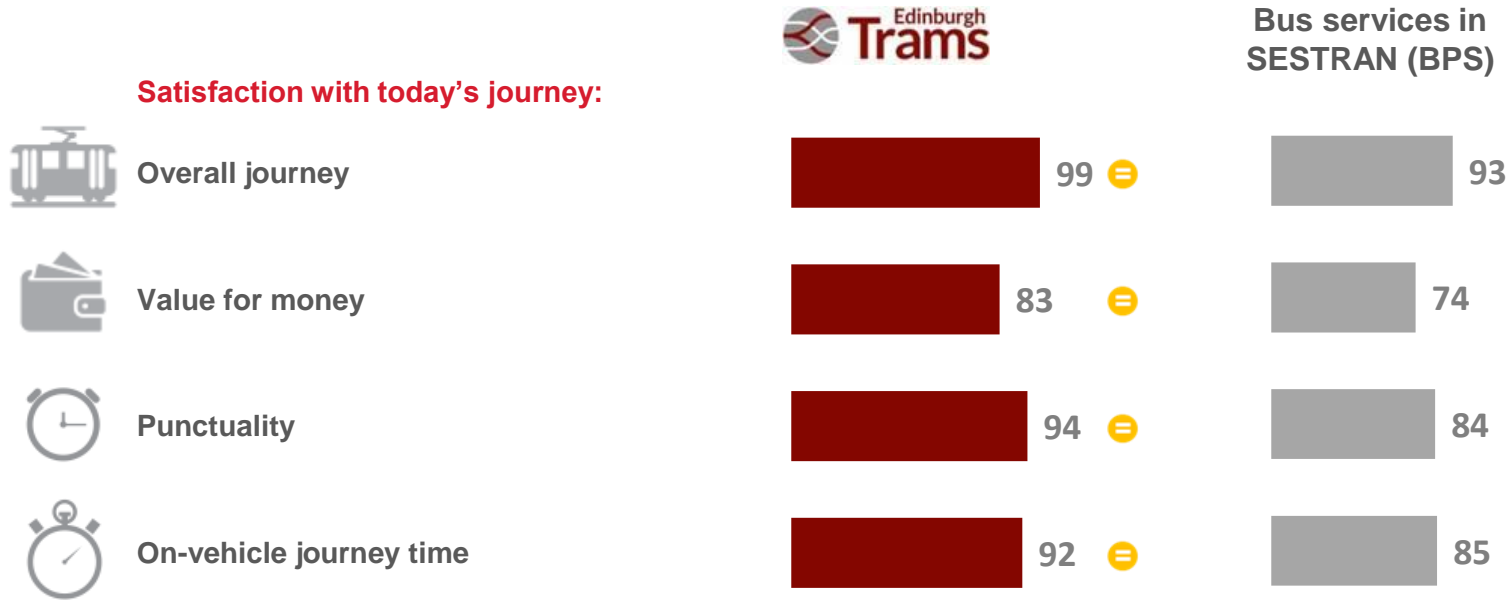
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- Only four per cent of passengers experienced a delay (4 per cent in 2015)
- Just under one in five passengers (19 per cent) spontaneously mentioned an improvement to their journey on Edinburgh Trams. The most mentioned improvements related to fares and tickets, with 32 per cent of those mentioning an improvement suggesting an improvement in this area
- Other improvements mentioned related to the design/comfort/condition of the trams, the frequency of trams, the route and journey times
- The profile of Edinburgh Trams passengers is relatively young with a third of passengers (32 per cent) in the 16-34 age group and 40 per cent aged 35-59. However the youngest 16-34 age group has decreased in two consecutive years of the TPS, from 47 per cent in 2014 to 40 per cent in 2015 and now 32 per cent in 2016 (a significant decrease)
- More than half of passengers were travelling for a leisure journey (57 per cent), with just under a third using Edinburgh Trams to commute (31 per cent)
- The number of first time users has increased since last year, with 18 per cent of passengers being first time users in 2016 compared to 13 per cent in 2015

## **TPS 2016** Edinburgh Trams

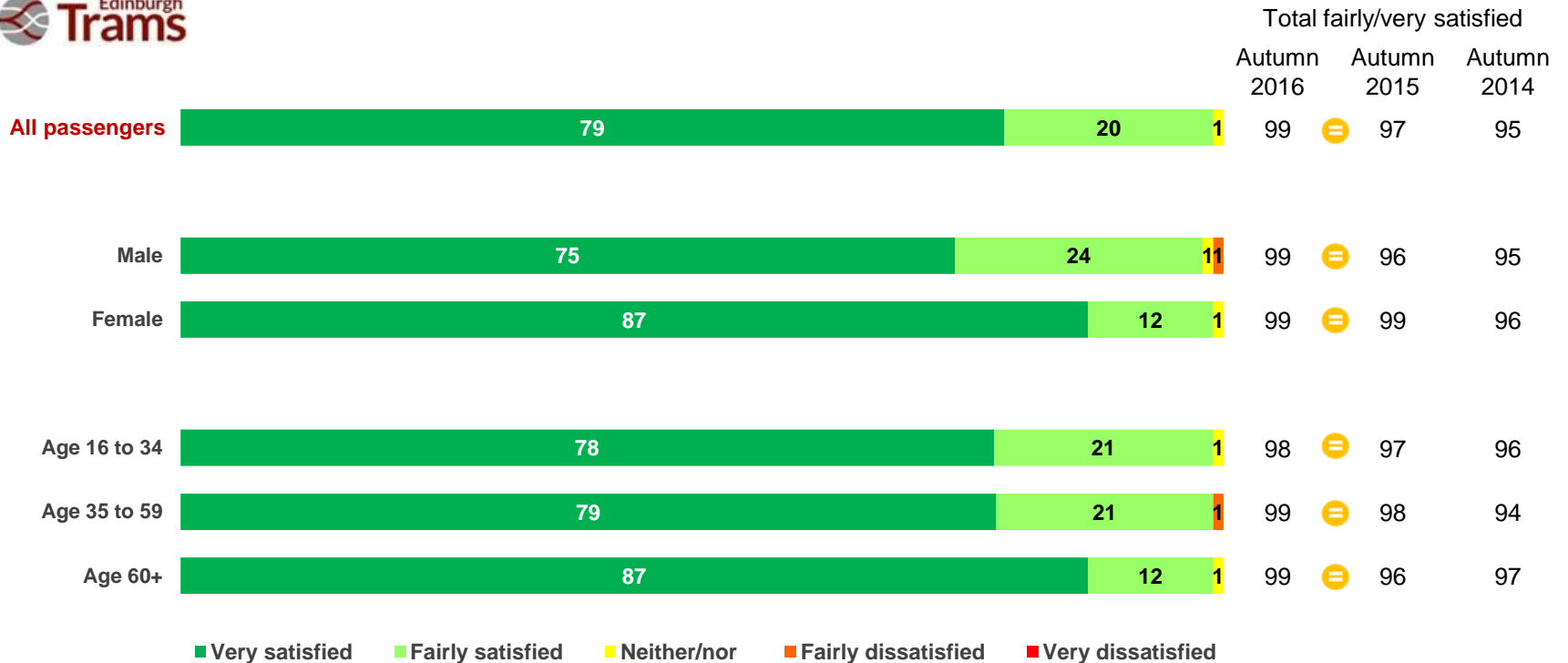
**Experience and opinions of the journey**

# Experience and opinions of the journey: summary



# Experience and opinions of the journey: the detail

## Overall satisfaction: by gender and age



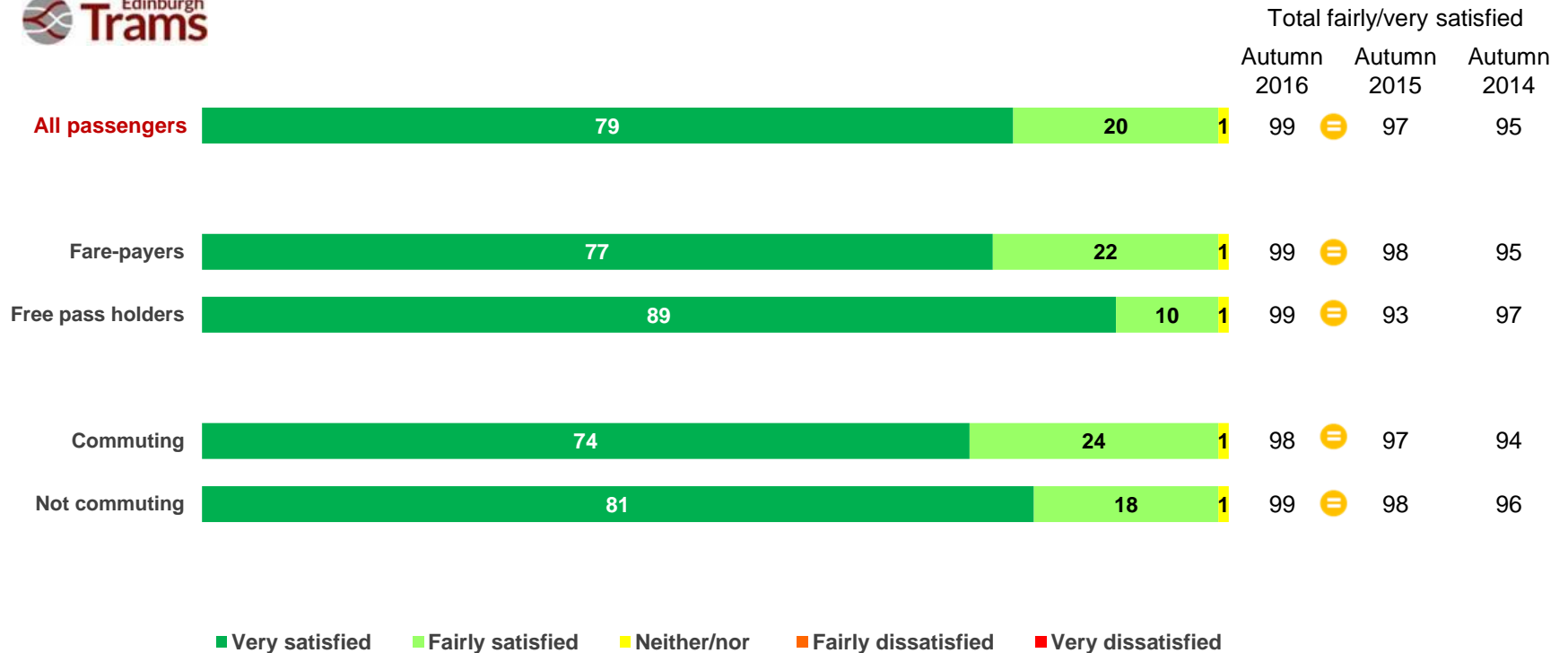
Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?  
 Base: All passengers - 515 (Note: low base of 75 for the 60+ age group)

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



# Experience and opinions of the journey: the detail

## Overall satisfaction: by passenger type

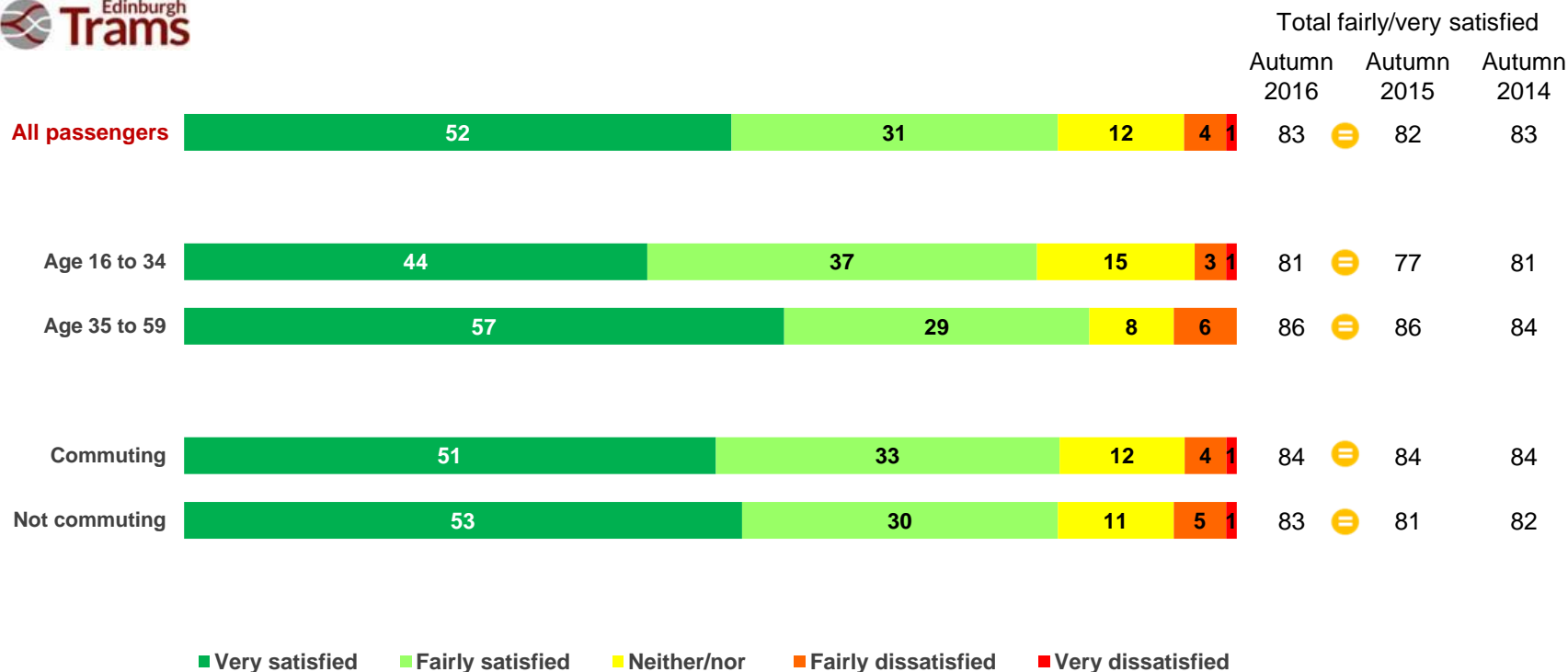


Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?  
 Base: All passengers - 515 (Note: low base of 57 for free pass holders)

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

# 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 - 431

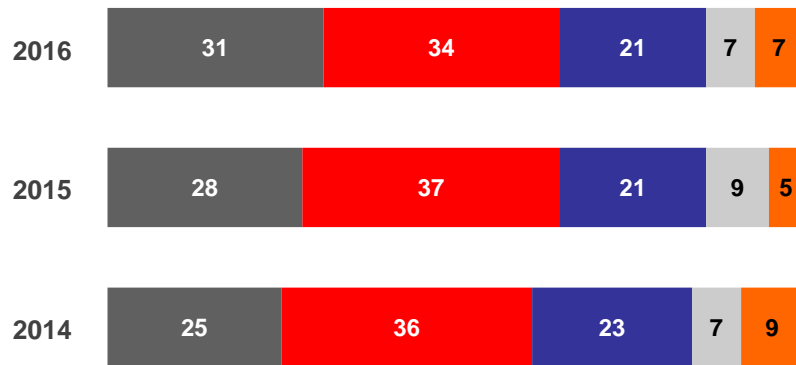
- ↑ Statistically significant **increase** since previous year
- = No change
- ↓ Statistically significant **decrease** since previous year

# Experience and opinions of the journey: the detail

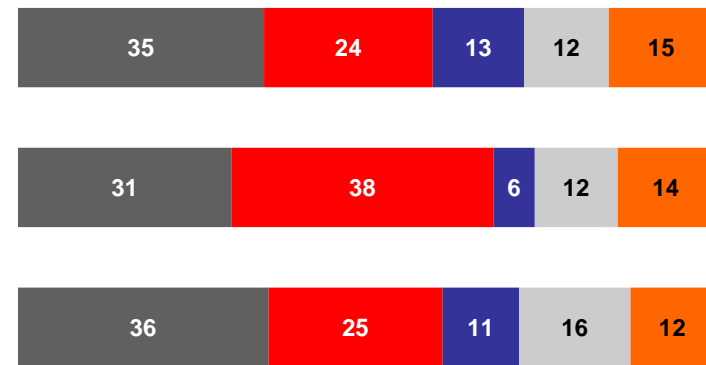
## What influenced value for money rating



### Those satisfied with value for money



### Those not satisfied with value for money



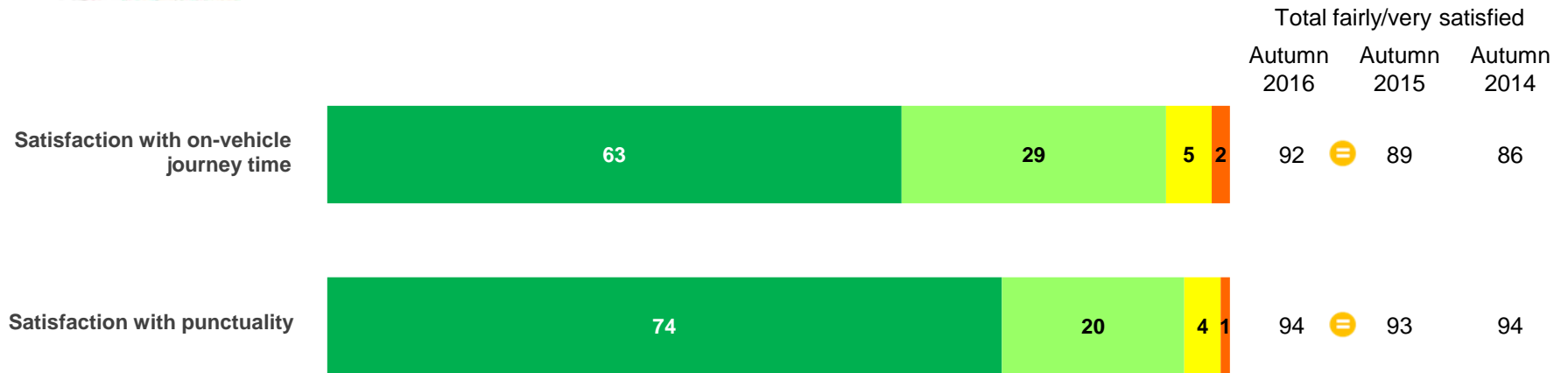
- Cost tram versus other transport
- Cost for distance travelled
- Comfort/quality for the fare paid
- Fare compared to everyday items
- Other reason

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 – satisfied with VFM (342), not satisfied with VFM (66)

- ↑ Statistically significant increase since previous year
- = No change
- ↓ Statistically significant decrease since previous year

# Experience and opinions of the journey: the detail

## Punctuality and on-vehicle journey time





Q. How satisfied were you with the amount of time your journey on the tram took? Base: All passengers - 511  
 Q. How satisfied were you with each of the following...Punctuality? Base: All passengers - 485




- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year

**TPS 2016** **Edinburgh Trams**

**Waiting at the stop**

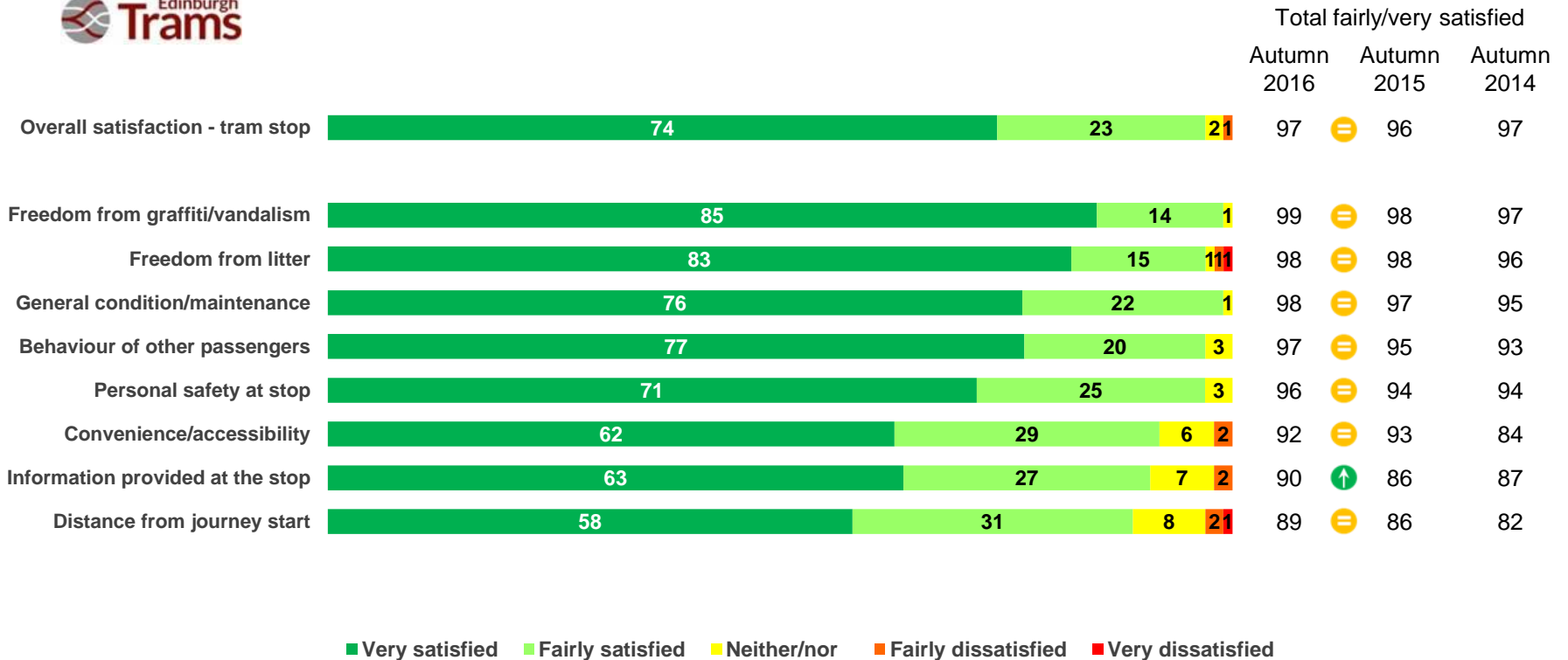
# Waiting at the stop: summary

		Buses in SESTRAN		Buses in SESTRAN
<b>Satisfaction with the stop:</b>				
Overall satisfaction with stop	97 =	83	Satisfaction: waiting time	94 = 82
Distance from journey start	89 =	89	Expected wait time	7 mins ↑ 5 mins
Convenience/accessibility	92 =	91	Actual reported wait time	5 mins = 5 mins
General condition and maintenance	98 =	78	Passengers who checked tram time	78% ↓ 79%
Freedom from graffiti/vandalism	99 =	79	Info sources used before arriving at stop	Live tram locator/timings, Online tram times vs Live position updates, online timetables
Freedom from litter	98 =	79	Info sources used at stop	65% electronic display vs 41% digital display, 35% timetable
Behaviour of other passengers	97 =	N/A*	Among those that didn't check...	71% knew service frequent vs 53% knew service frequent
Information provided	90 ↑	79		
Personal safety	96 =	83		

 Statistically significant increase since previous year  
 No change  
 Statistically significant decrease since previous year

# Waiting at the stop: the detail

## Satisfaction with the tram stop

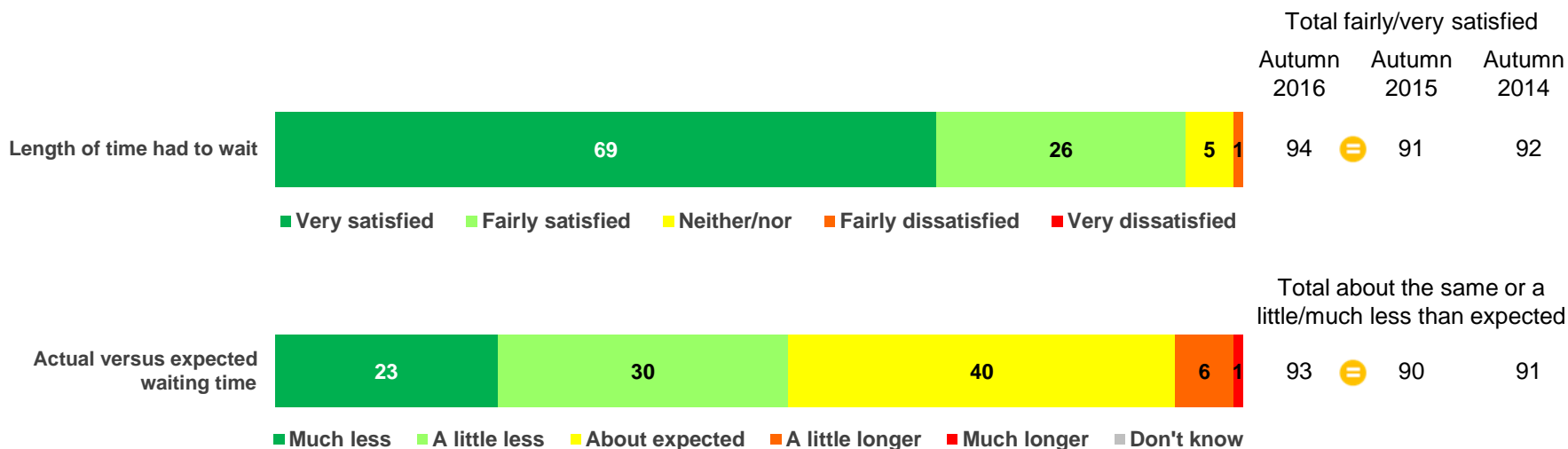


Q. Overall, how satisfied were you with the tram stop? & Q. Thinking about the tram stop itself, how satisfied were you with the following:  
 Base: All passengers - 521

- ↑ Statistically significant increase since previous year
- = No change
- ↓ Statistically significant decrease since previous year

# 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 - 513

- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year

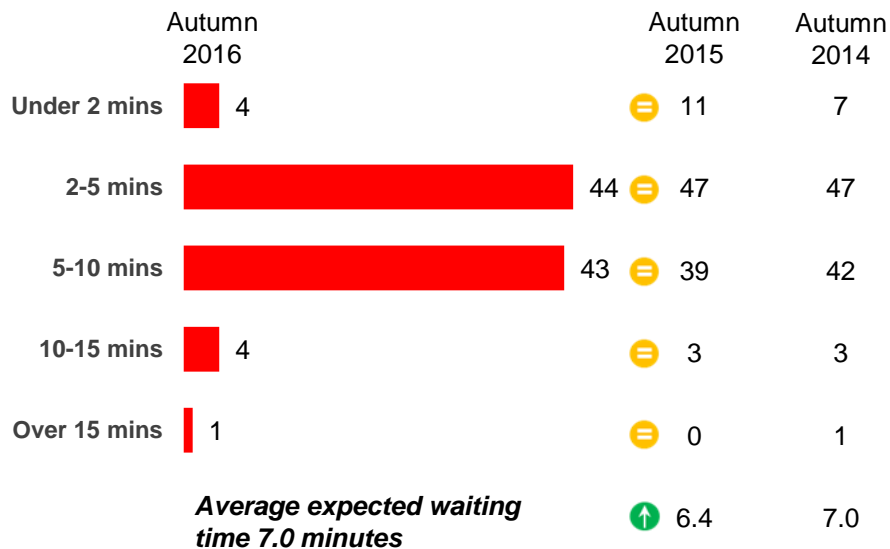


## Waiting at the stop: the detail

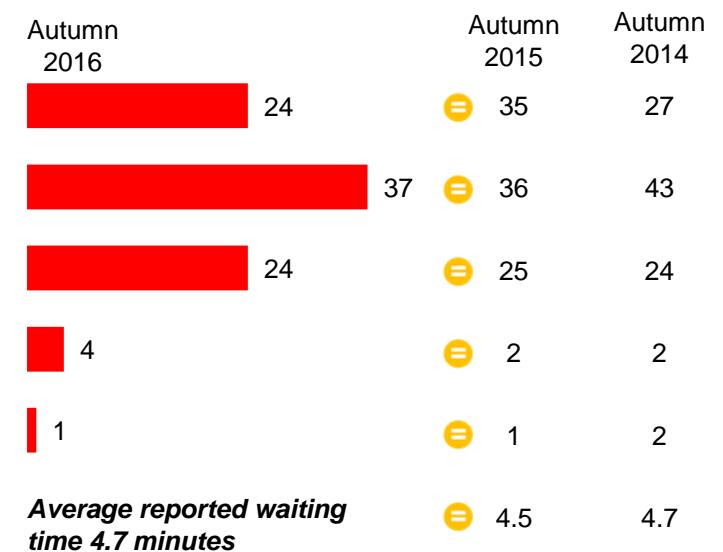
# Expected and reported waiting times



### Expected tram waiting time



### Reported tram waiting time



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 - 520

- Statistically significant **increase** since previous year
- No change
- Statistically significant **decrease** since previous year

# How passengers checked tram times



22 per cent (⚖️) of Edinburgh passengers did not check to find out when the tram was meant to arrive (2015: 26 per cent)

### Before leaving for the tram stop

	Autumn 2016		Autumn 2015	Autumn 2014
Leaflet/paper timetable	1	⚖️	2	2
Online	8	⚖️	10	11
Live tram locator/timings	9	⚖️	7	12
Disruption updates via social media	0	⚖️	1	1
Other	6	⚖️	6	4

### At the tram stop

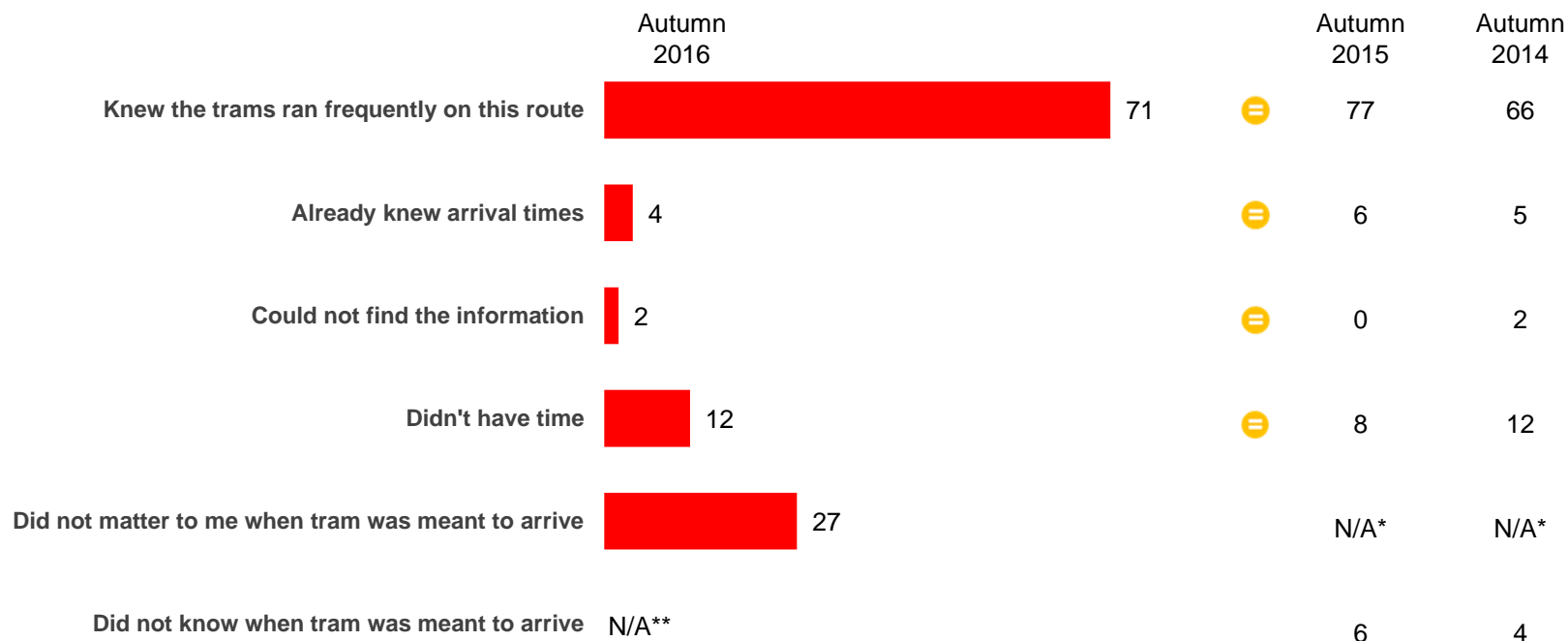
	Autumn 2016		Autumn 2015	Autumn 2014
Electronic display	[Redacted]	65	⚖️ 61	66
Information posters	2		⚖️ 1	2
Online	1		⚖️ 1	1
Live tram locator/timings	2		⚖️ 1	2
Disruption updates via social media	0		⚖️ 0	0
Other	2		⚖️ 2	2

Q. Did you check any of the following to find out when the tram was meant to arrive?  
Base: All passengers - 533

- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year

## 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 - 124

↑ Statistically significant increase since previous year

= No change

↓ Statistically significant decrease since previous year

## TPS 2016 **Edinburgh Trams**

### **The tram**

# The tram: summary



## Start of journey

Route info on tram	94 =	90
Exterior cleanliness	98 =	88
Ease getting on	98 =	94
Time taken to board	99 =	93



## On board

Interior cleanliness	98 =	87
Info on board	93 =	75
Seat/standing space	90 =	92
Seat comfort	94 =	85
Personal space	89 =	84
Provision grabrails	91 =	90
Temperature	89 =	82
Personal security	95 =	90

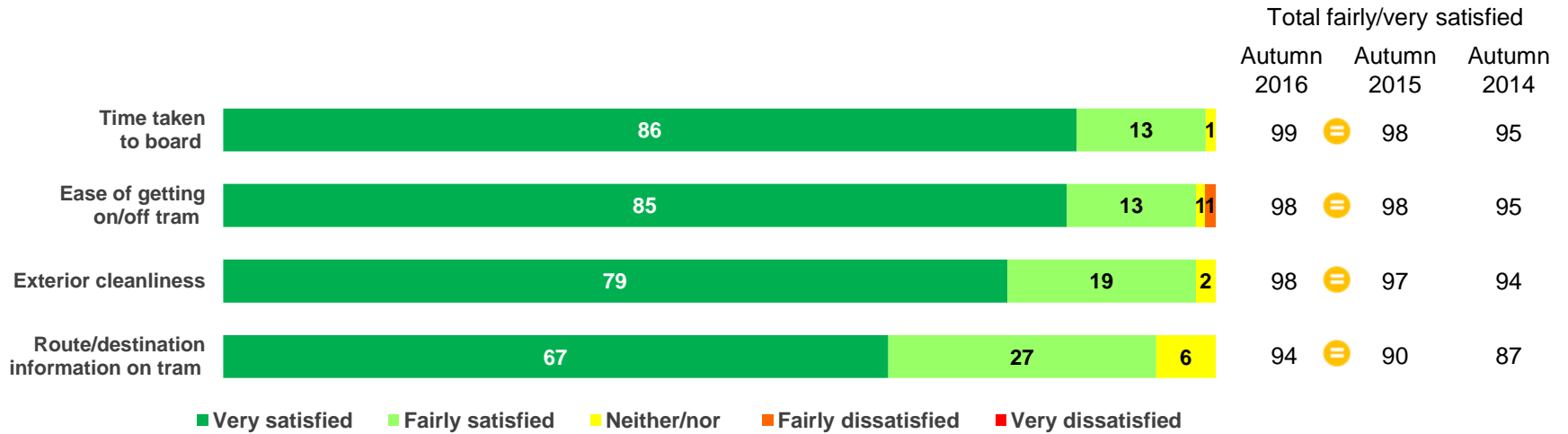


## The driver

Appearance	98 =	93
Greeting	93 ↑	81
Helpfulness/attitude	95 =	81
Safety of driving	97 =	92
Smoothness journey	94 =	83

# The tram: the detail

## Satisfaction with start of journey

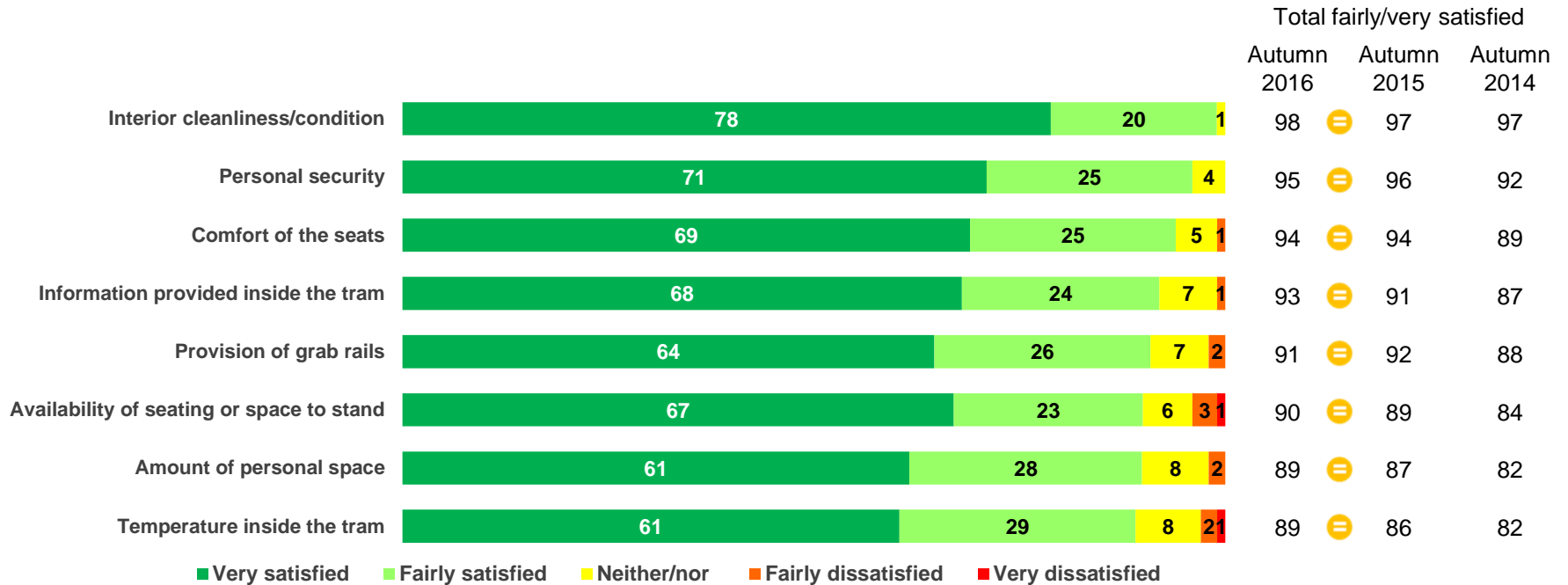


Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:  
 Base: All passengers - 513

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

# The tram: the detail

## Satisfaction on the tram

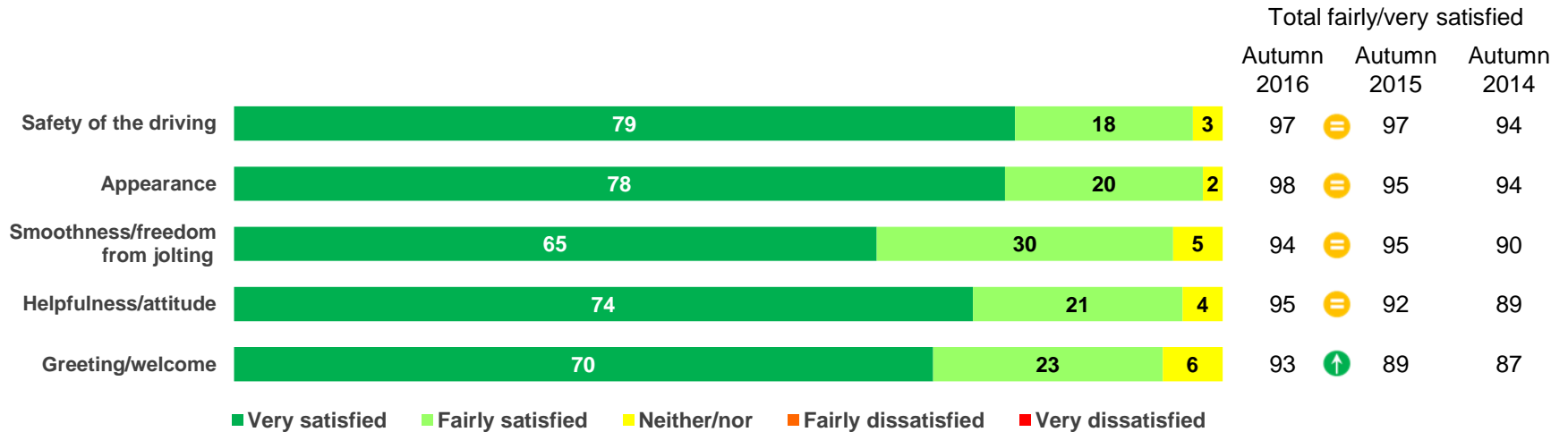


Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:  
 Base: All passengers - 520

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

# 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 - 517

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



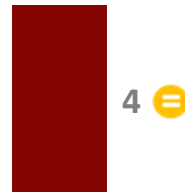
**TPS 2016** **Edinburgh Trams**

**Negative experiences during the journey**

# Negative experiences during the journey: summary



Passengers experiencing a delay to their journey



Average length of delay  
(perceived)



Most common cause of delay



Passengers with worry or concern about others' behaviour on board

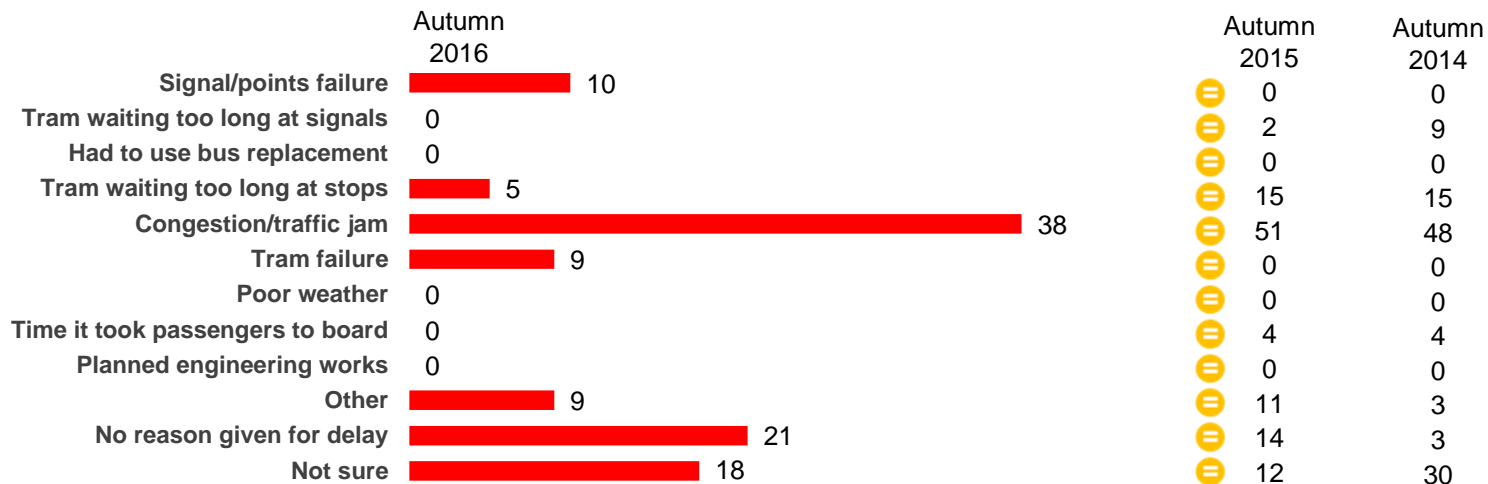


# Negative experiences during the journey: the detail

## Experience of delays



4 per cent (🟡) of Edinburgh passengers experienced a delay (2015:4 per cent). Average length of delay was 5 minutes (🟡)



TPS: Q. Why was your journey delayed?

Base: All experiencing a delay – 18 (Caution small base)

- ↑ Statistically significant increase since previous year
- = No change
- ↓ Statistically significant decrease since previous year

# 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
All passengers	1	1	2
Male	1	1	2
Female	1	0	1
Age 16 to 34	2	2	2
Age 35 to 59	0	0	1
Age 60+	0	0	2

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

	Autumn 2016	Autumn 2015	Autumn 2014
Rowdy behaviour			
Loud use of mobile phones			
Passengers under influence of alcohol			
Passengers playing loud music			
Passengers not paying their fares			
Feet on seats			
Abusive or threatening behaviour			
Passengers not moving out of priority seats			
Passengers under influence of drugs			
Graffiti/vandalism			
Smoking			
Sample size of concerned passengers too small to report upon		Base too small to report	Base too small to report

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

Base: All passengers - 518

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

Base: All experiencing worrying/concerning behaviour – 4 (Caution small base)

- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year

**TPS 2016 Edinburgh Trams**

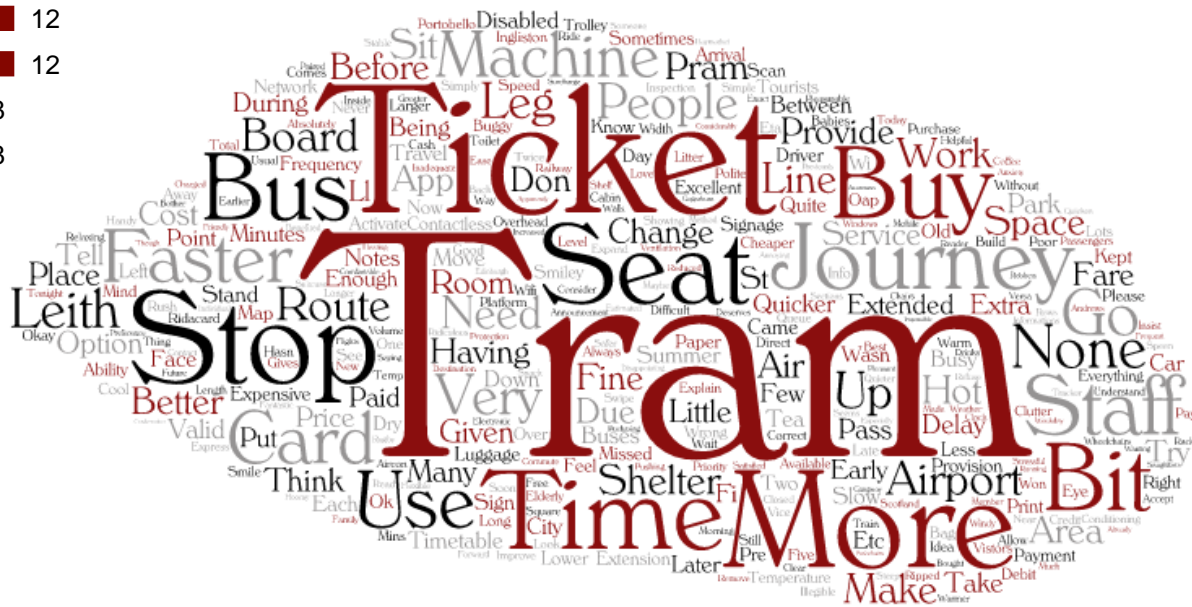
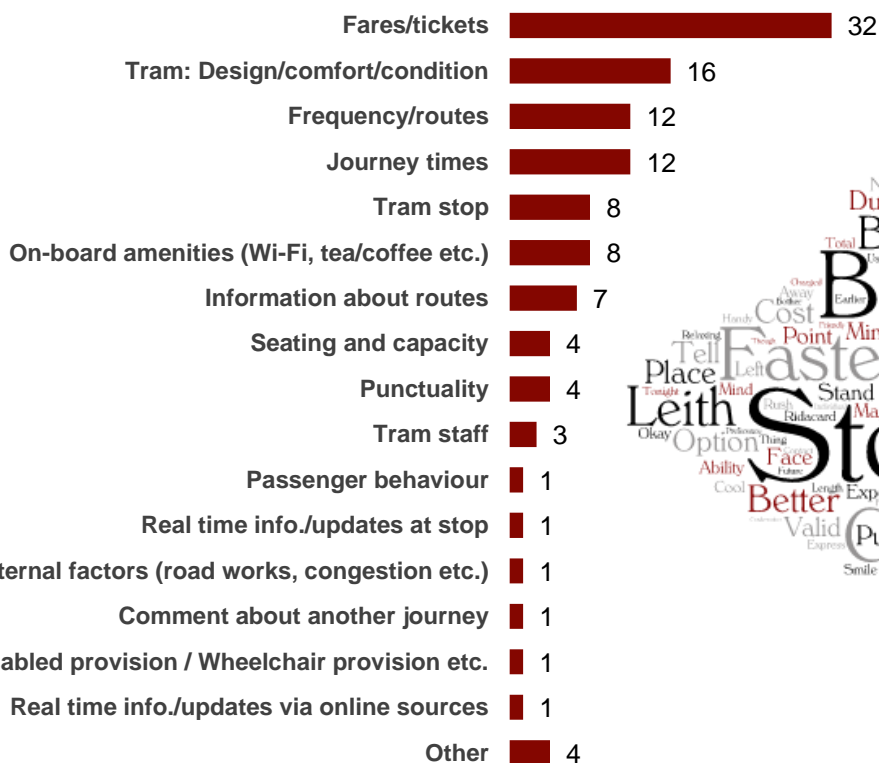
**Passengers' suggested improvements**

# Passengers' suggested improvements: summary



**81%** <sup>=</sup> of Edinburgh Trams passengers in 2016 had no suggestions for improvements

...of the 19% 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 - 109

## Passengers' suggested improvements: the detail

### Selected verbatim comments

*Less delays, more information. Trams should get priority over buses*

*Better ventilation in summer. An app that gives time like the bus tracker.*

- 1) *Early trams to airport for early flights.*
- 2) *More provision for pushchairs.*

1. *I think you need more ticket machines at Haymarket.*
- 2 *I think you should be able to buy and activate tickets on the tram. I don't know why I can't activate an electronic ticket already bought on the train*

*Speed of tram - could go faster. So expensive*

*Can a timetable be provided. An estimated 8-12 minutes seems 50% flexible with times. Can a timetable be provided in the airport ?*

*Temperature fine tonight but often too warm in morning during the day*

*The length of journey- sometimes having express tram*

*Ticket machine does not take notes. 80% of queue had to try and get correct change because card option was not working making it difficult for tourists*

*On other tram journeys luggage in the gangway, not all staff insist on it being put on racks provided*

*On this journey all is okay for me. Very poor provision of card swipe machines at stops and the signage at stops telling people to buy ticket before boarding is inadequate - too many tourists and visitors ripped off with the on-board fare.*

*Faster, disappointing that X12 bus is quieter than tram*

*Journey from City - Gogarburn (and vice versa) can be faster ? Apparently taking the bus is still faster.*

*Speed of tram and frequency could be better*

*On way back we stopped due to extra trams for Rugby-did not tell us right away we would be delayed*

*Seat width. Cost of ticket from airport to Ingliston stop.*

1. *Change given when purchasing a paper ticket.*
2. *Weekday commute . More trams are too busy.*

*Tram too hot. Can't use notes in ticket machines*

**TPS 2016** **Edinburgh Trams**

**Opinion of trams in the local area**

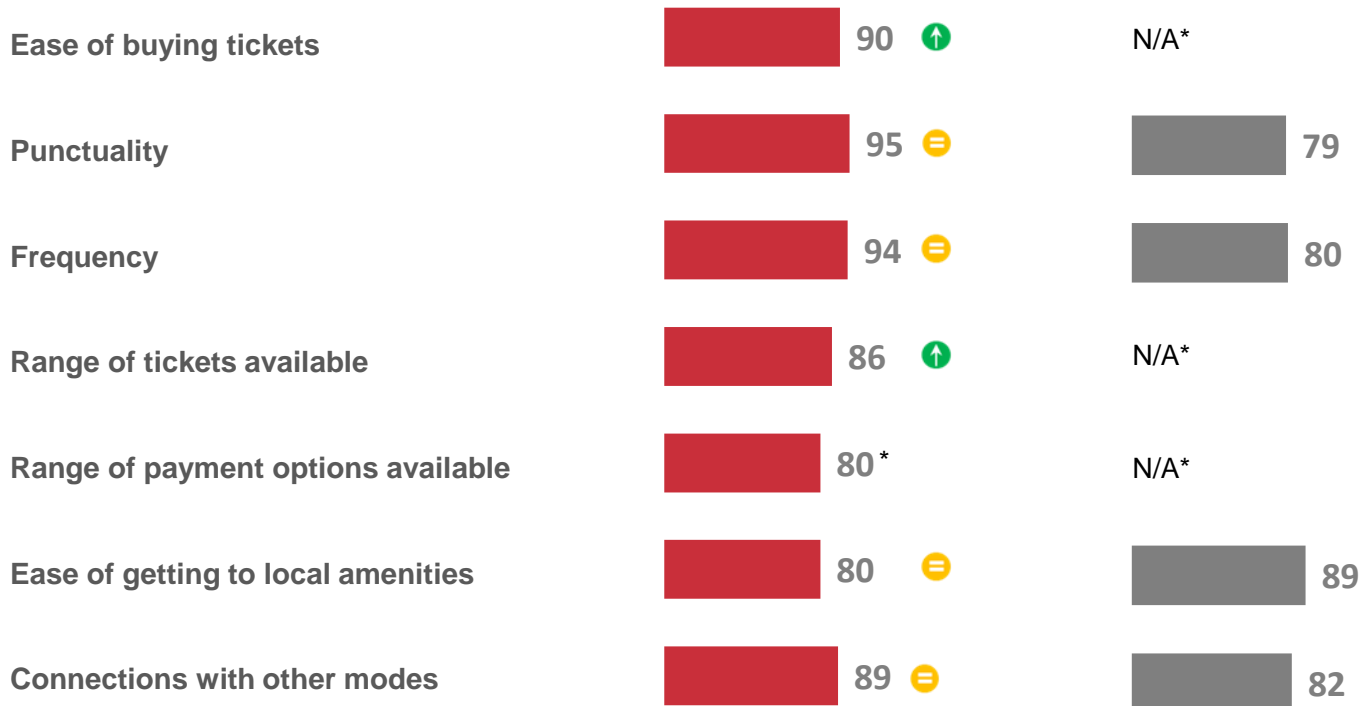


# Opinion of trams in the local area: summary



Bus services in  
SESTRAN (BPS)

## General opinion of services in area:

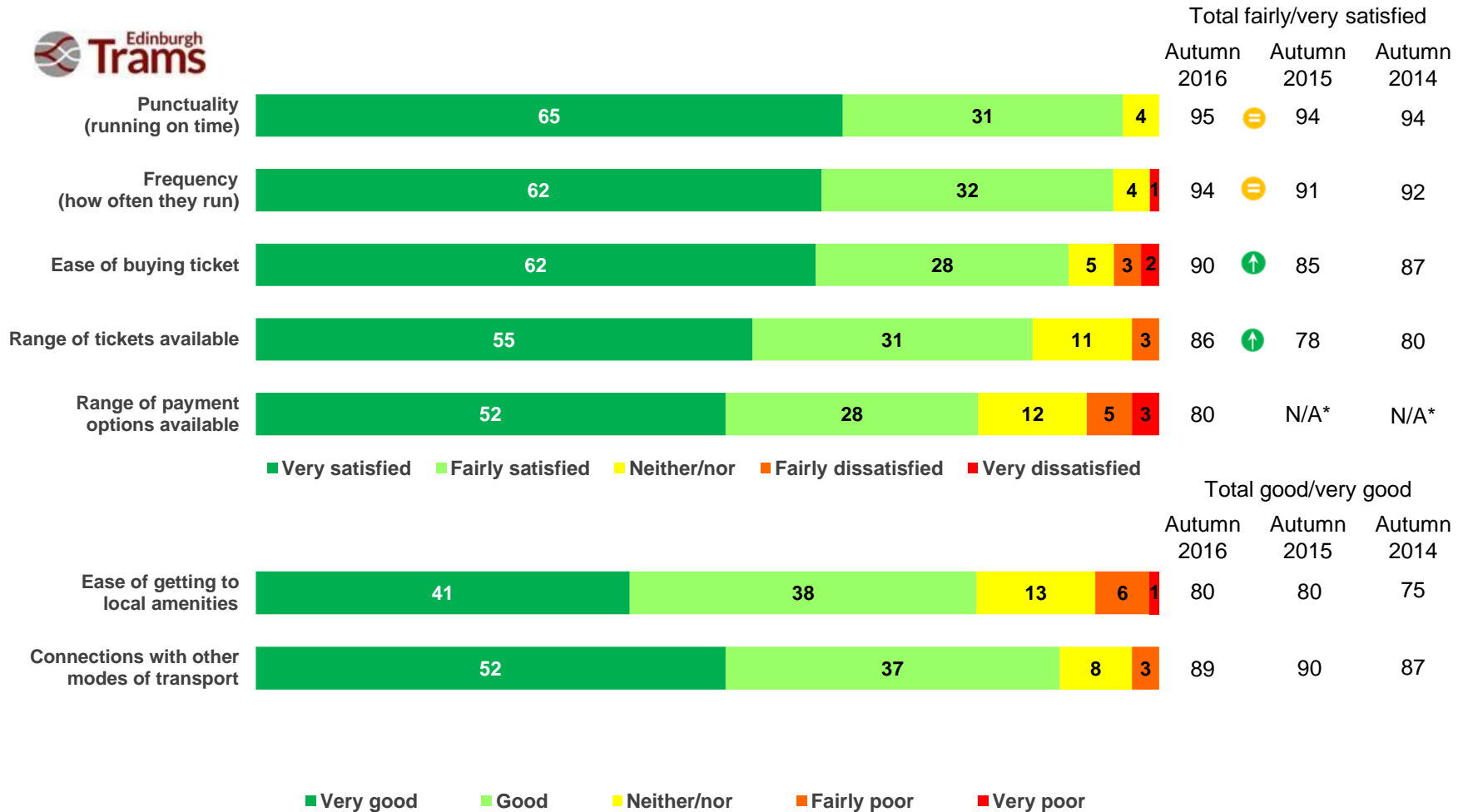


\*Not asked in 2015/BPS. Punctuality refers to 'reliability' in BPS

- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year

# Opinion of trams in the local area: the detail

## Satisfaction with trams **generally**



\*Not asked in 2015/2014

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 - 466

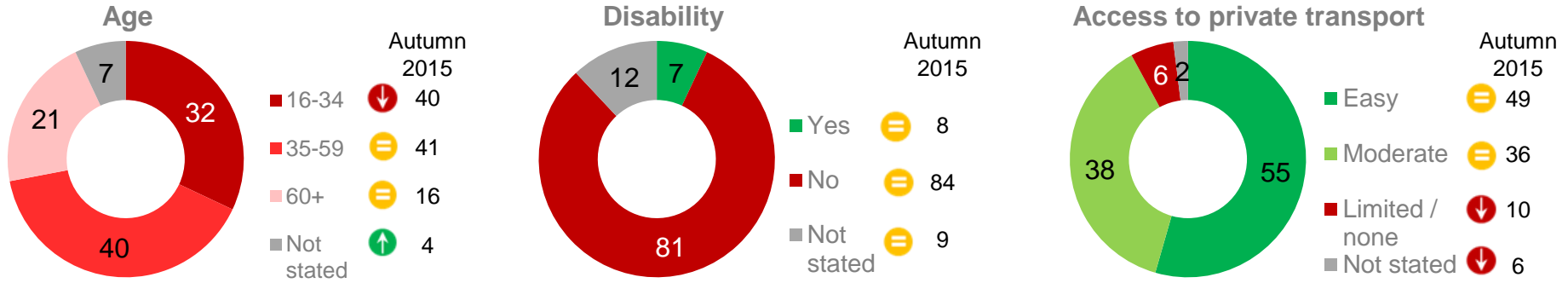
- ↑ Statistically significant increase since previous year
- = No change
- ↓ Statistically significant decrease since previous year

## **TPS 2016** Edinburgh Trams

### Appendix 1: the passenger and journey context

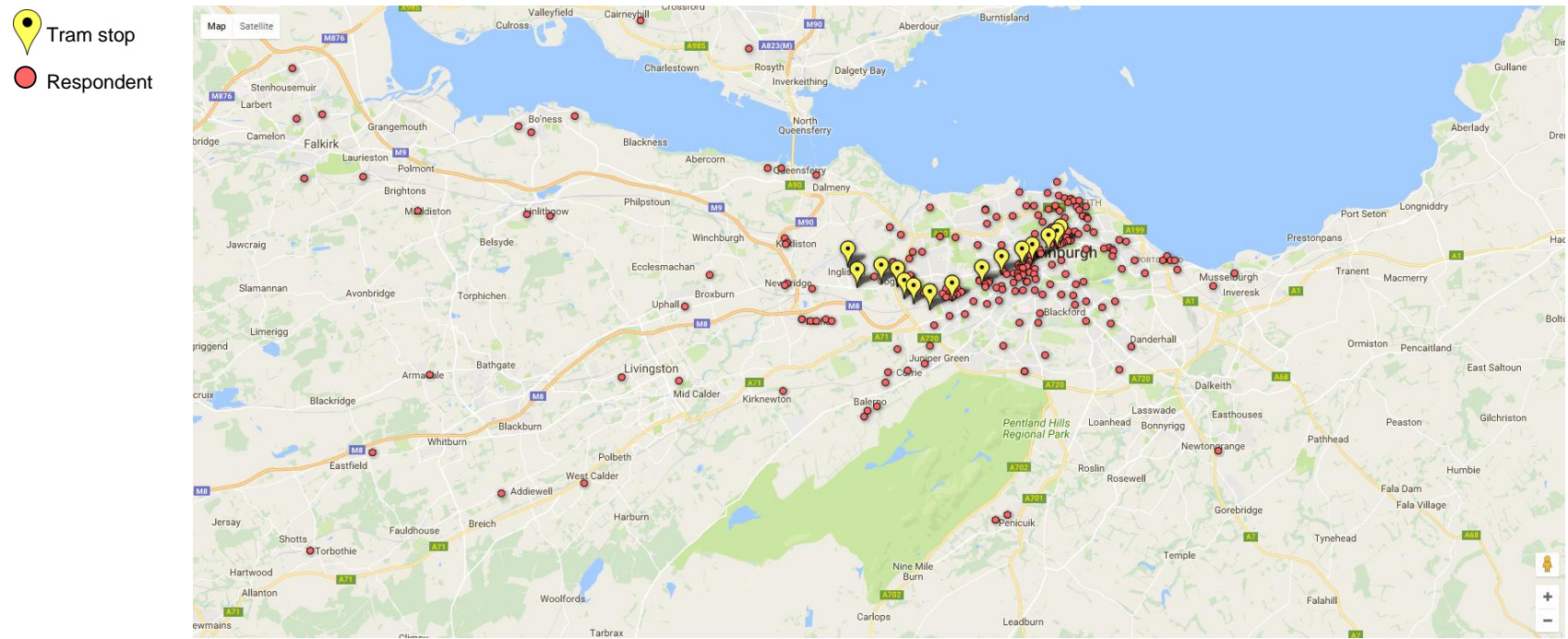
# Edinburgh passengers: summary

## Overview of passenger demographics



\*The weighting process for 2015 was adapted to include passengers choosing not to provide their age and gender, in line with BPS. This allows their answers to not be wasted

## 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

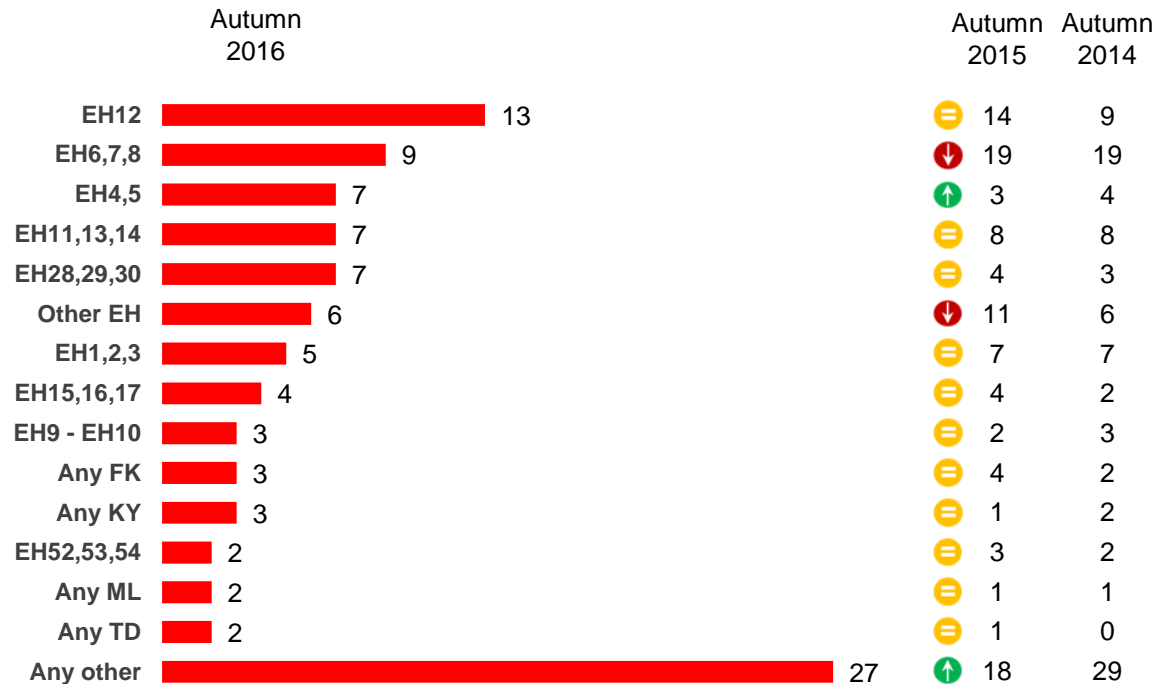
	Tram			Bus
	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2016
<b>Age</b>				
16-34	32	40	47	40
35-59	40	41	35	34
Over 60	21	16	18	20
Not stated*	7	4	N/A	6
<b>Access to private transport</b>				
Easy	55	49	44	28
Moderate	38	36	44	35
Limited/none	6	10	9	30
Not stated	2	6	2	7
<b>Has a disability</b>				
Yes	7	8	7	21
<b>Ticket type</b>				
Free pass holders	17	12	11	27
Fare-payers	83	88	89	70

Base: All passengers - 512 (Tram)

\*No BPS data before 2016

- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year

# Where Edinburgh Trams passengers live



Q: What is your postcode?

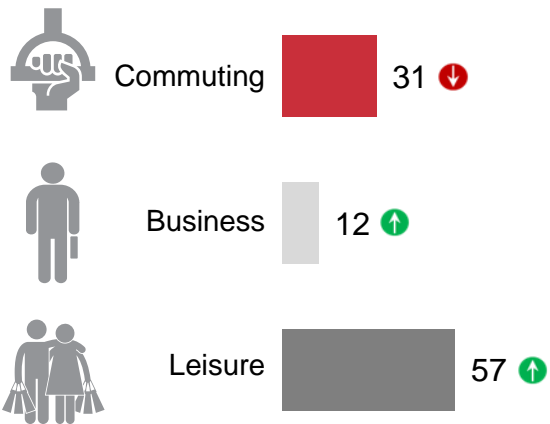
Base: All giving a postcode – 421

- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year

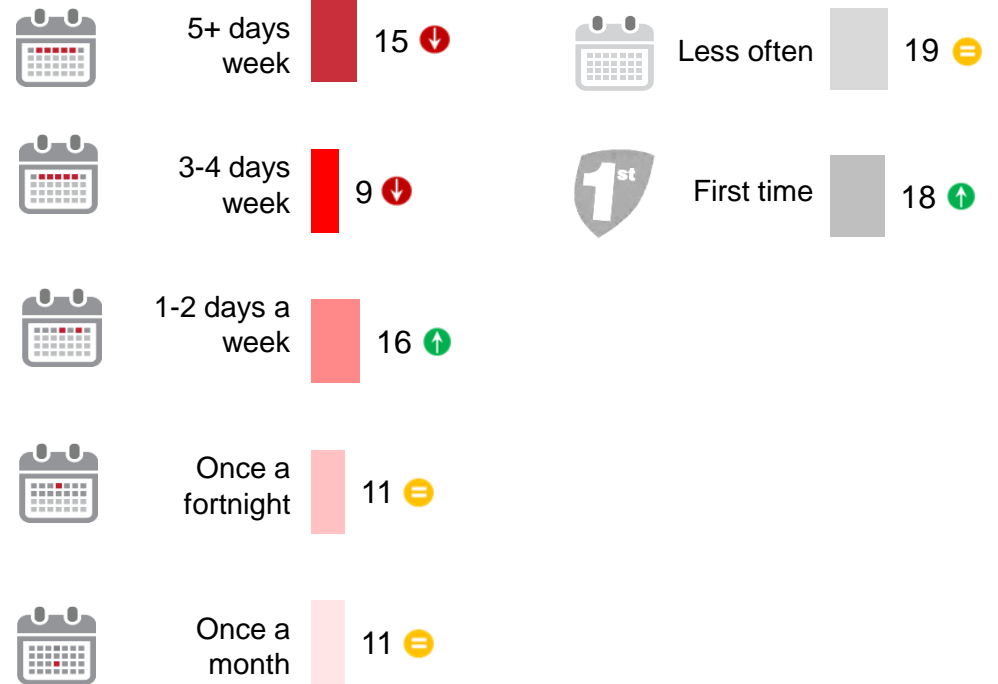
# Edinburgh Trams journeys: summary (1)

## Passenger journey details

### Journey purpose



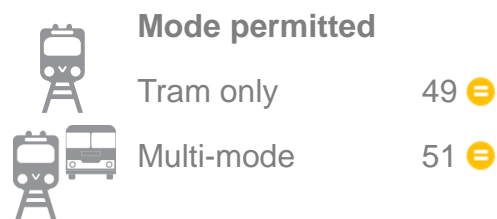
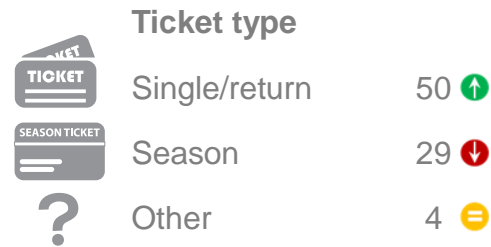
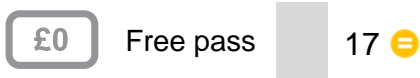
### Frequency using trams in area



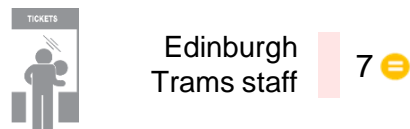
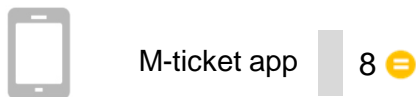
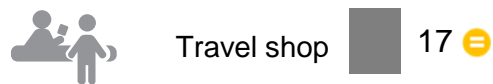
# Edinburgh Trams journeys: summary (2)

## Tickets used for today's journey

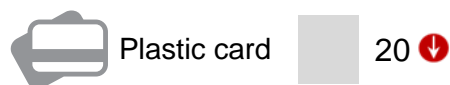
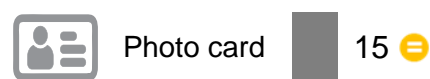
### Free/fare payers



### Purchased ticket via...



### Ticket format



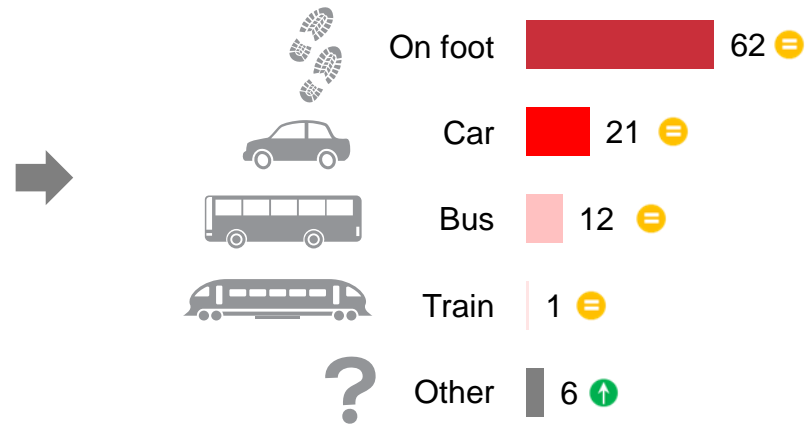


# Edinburgh Trams journeys: summary (3)

## Most used tram stops: journey start

Edinburgh Airport	26 =
York Place	16 ↓
Princes Street	12 =
Ingliston Park & Ride	10 =
St Andrew Square	9 =
Gyle Centre	8 =
Haymarket	3 =
Gogarburn	3 =

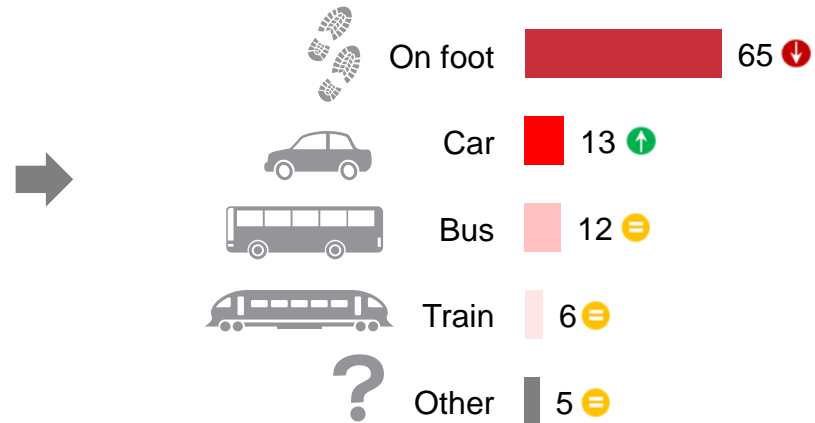
## Mode used to arrive at starting stop (all stops)



## Most used tram stops: journey destination

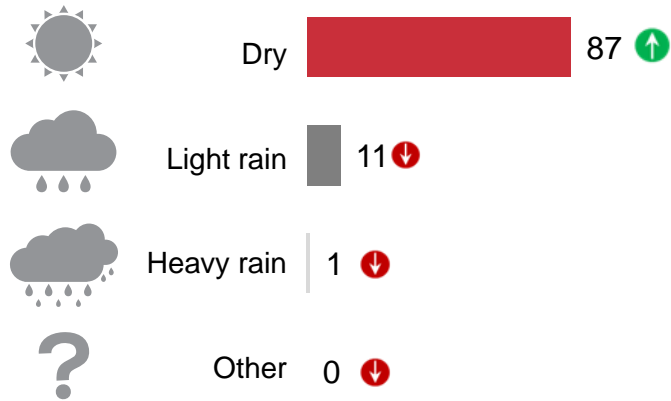
Princes Street	19 ↑
York Place	12 =
Edinburgh Airport	11 =
Haymarket	10 =
St Andrew Square	8 =
Gyle Centre	6 =
West End – Princes Street	6 =
Ingliston Park & Ride	5 =

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

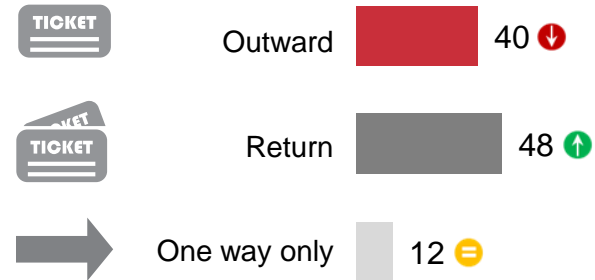


# Edinburgh Trams journeys: summary (4)

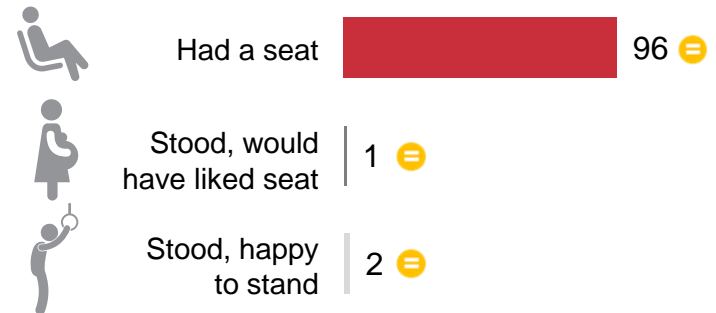
## Weather on day of journey



## Journey direction

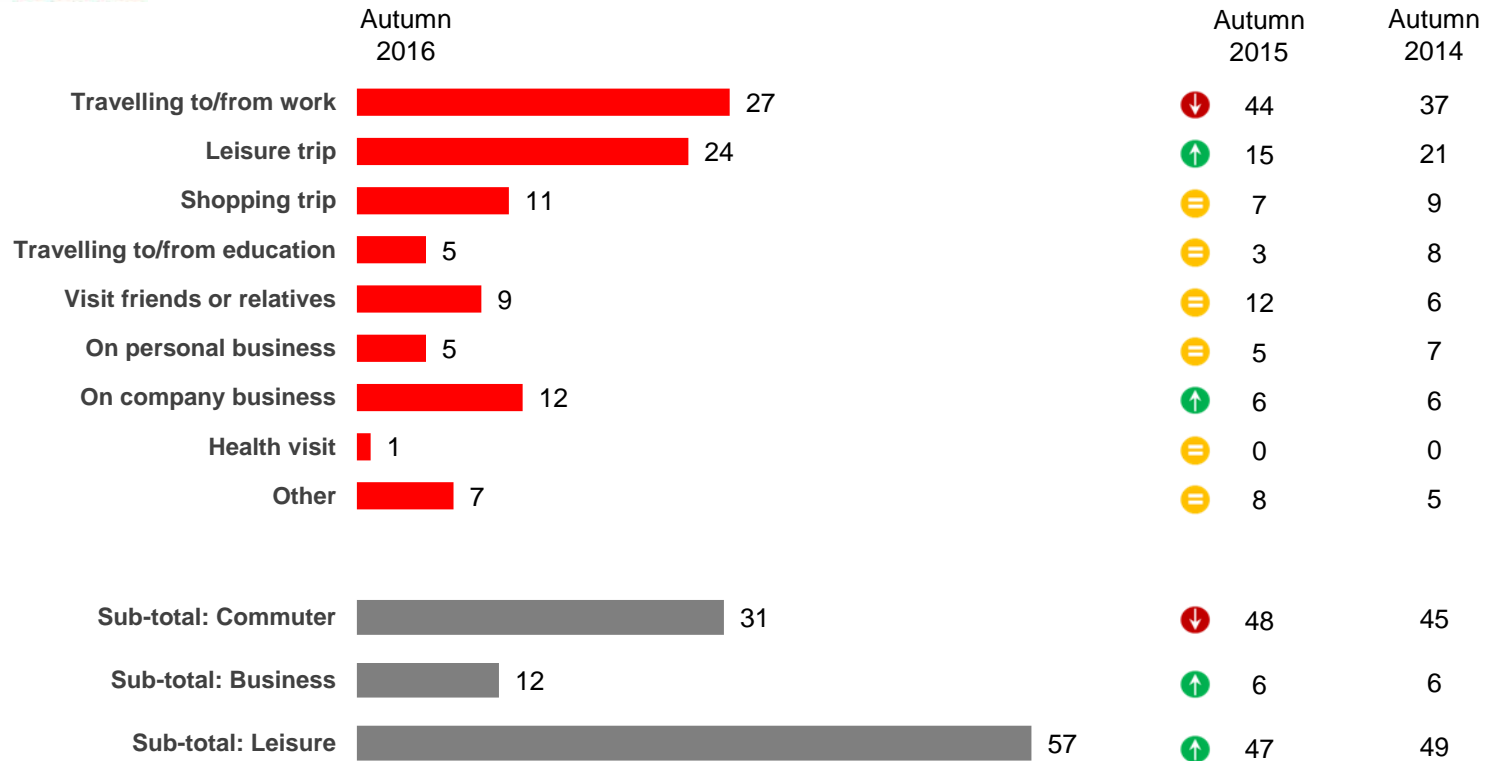


## Sitting/standing



# Passenger and journey context: the detail

## Journey purpose

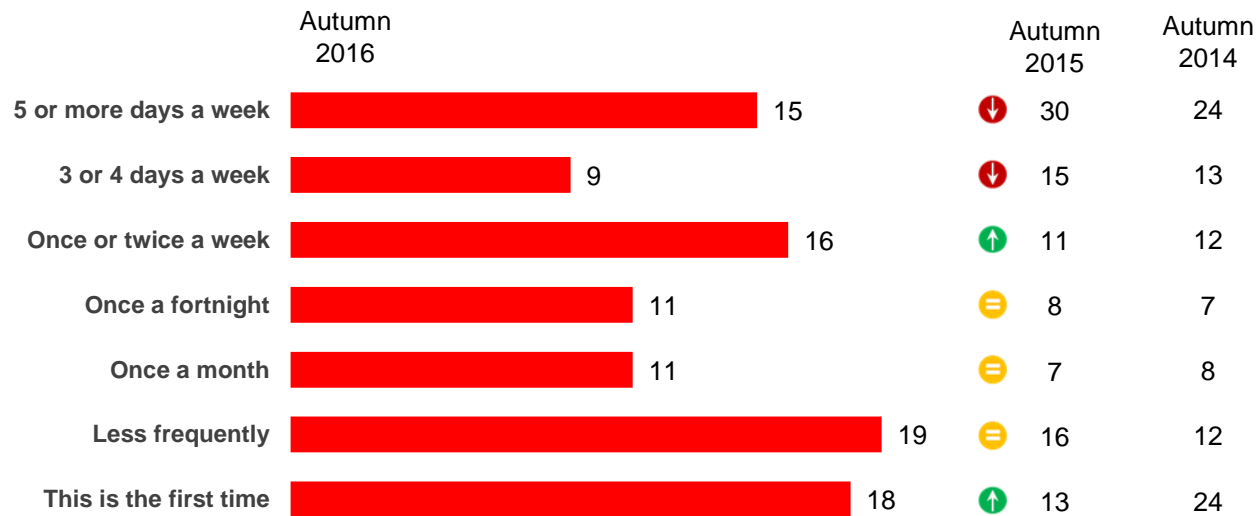


Q. What is the main purpose of your tram journey today?  
 Base: All passengers - 521

- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year

# Passenger and journey context: the detail

## Frequency of using Edinburgh Trams



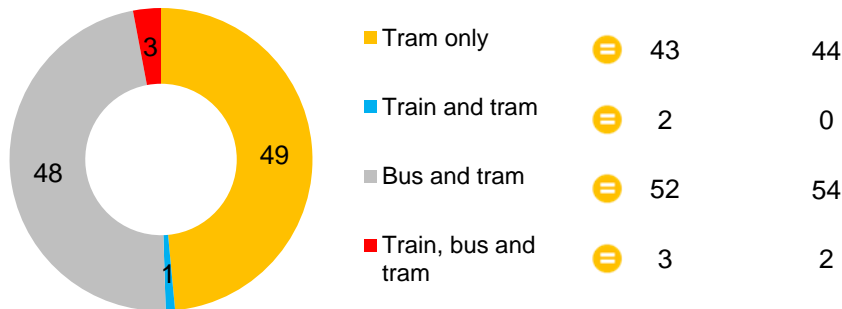
Q. How often do you typically travel by tram?  
 Base: All passengers - 493

- ↑ Statistically significant increase since previous year
- = No change
- ↓ Statistically significant decrease since previous year

# Ticket type and modes of transport permitted



	Autumn 2016		Autumn 2015	Autumn 2014
<b>Sub-total: Single/return</b>	50	↑	42	43
Single	38	↑	30	32
Return	12	=	12	11
<b>Sub-total: Season ticket/pass</b>	29	↓	44	45
Day pass	11	=	15	13
3 day/weekend	0	=	0	0
5 days/1 week	1	=	1	0
10 days/2 weeks	0	=	0	0
4 weeks/1 month	14	=	19	25
Quarterly/3 months	0	↓	1	1
1 year	4	↓	7	5
Free pass/journey	17	=	12	11
Other ticket type	4	=	2	2



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

Base: All passengers - 512

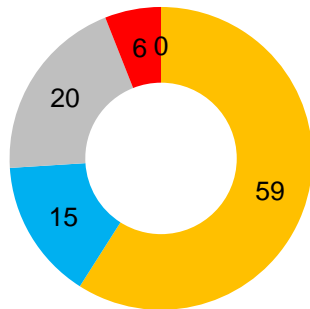
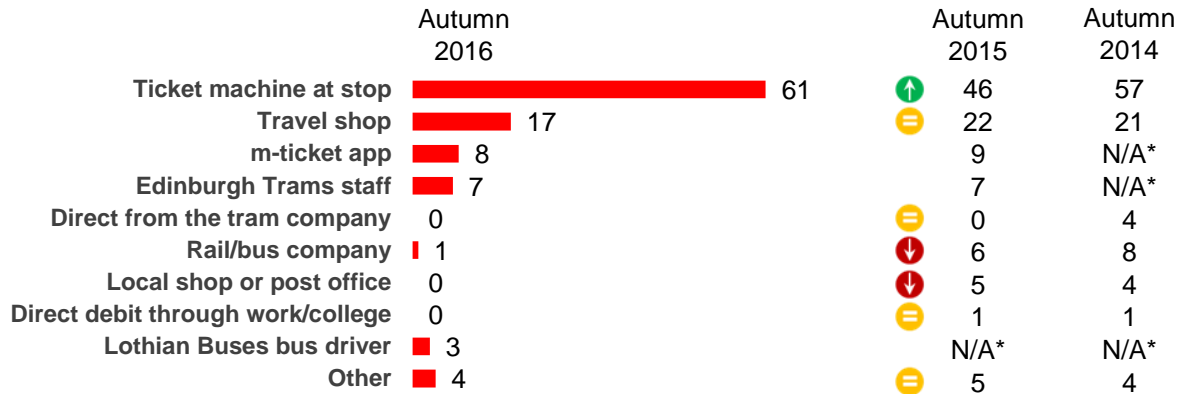
Q. What modes of transport does your ticket allow you to travel on?

Base: All passengers - 528

- ↑ Statistically significant increase since previous year
- = No change
- ↓ Statistically significant decrease since previous year

# Passenger and journey context: the detail

## Method of buying ticket and ticket format



Ticket Format	Autumn 2015	Autumn 2014
Paper ticket/pass	55	53
Photocard pass	13	11
Plastic card	28	33
Ticket on mobile	5	3
Other format	0	0

\*Not asked before 2016

Q. How did you buy that ticket or pass?

Base: All fare paying passengers – 443

Q. In what format was your ticket?

Base: All passengers - 519

- ↑ Statistically significant increase since previous year
- = No change
- ↓ Statistically significant decrease since previous year

# Edinburgh Trams stops used by passengers surveyed

40 per cent of passengers were on an outward journey, 48 per cent on a return and 12 per cent on a one-way trip (2015: 53 per cent, 35 per cent and 12 per cent respectively)

98 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: 95 per cent and 2 per cent)

## Boarding

Autumn 2016 Autumn 2015 Autumn 2014

Edinburgh Airport	26	=	22	21
York Place	16	↓	22	22
Princes Street	12	=	9	8
Ingliston Park & Ride	10	=	11	8
St Andrew Square	9	=	8	11
Gyle Centre	8	=	5	6
Haymarket	3	=	5	3
Gogarburn	3	=	4	3

## Alighting




Autumn 2016 Autumn 2015 Autumn 2014

Princes Street	19	↑	14	14
York Place	12	=	12	9
Edinburgh Airport	11	=	9	9
Haymarket	10	=	12	10
St Andrew Square	8	=	8	10
Gyle Centre	6	=	7	12
West End – Princes Street	6	=	7	7
Ingliston Park & Ride	5	=	5	5

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

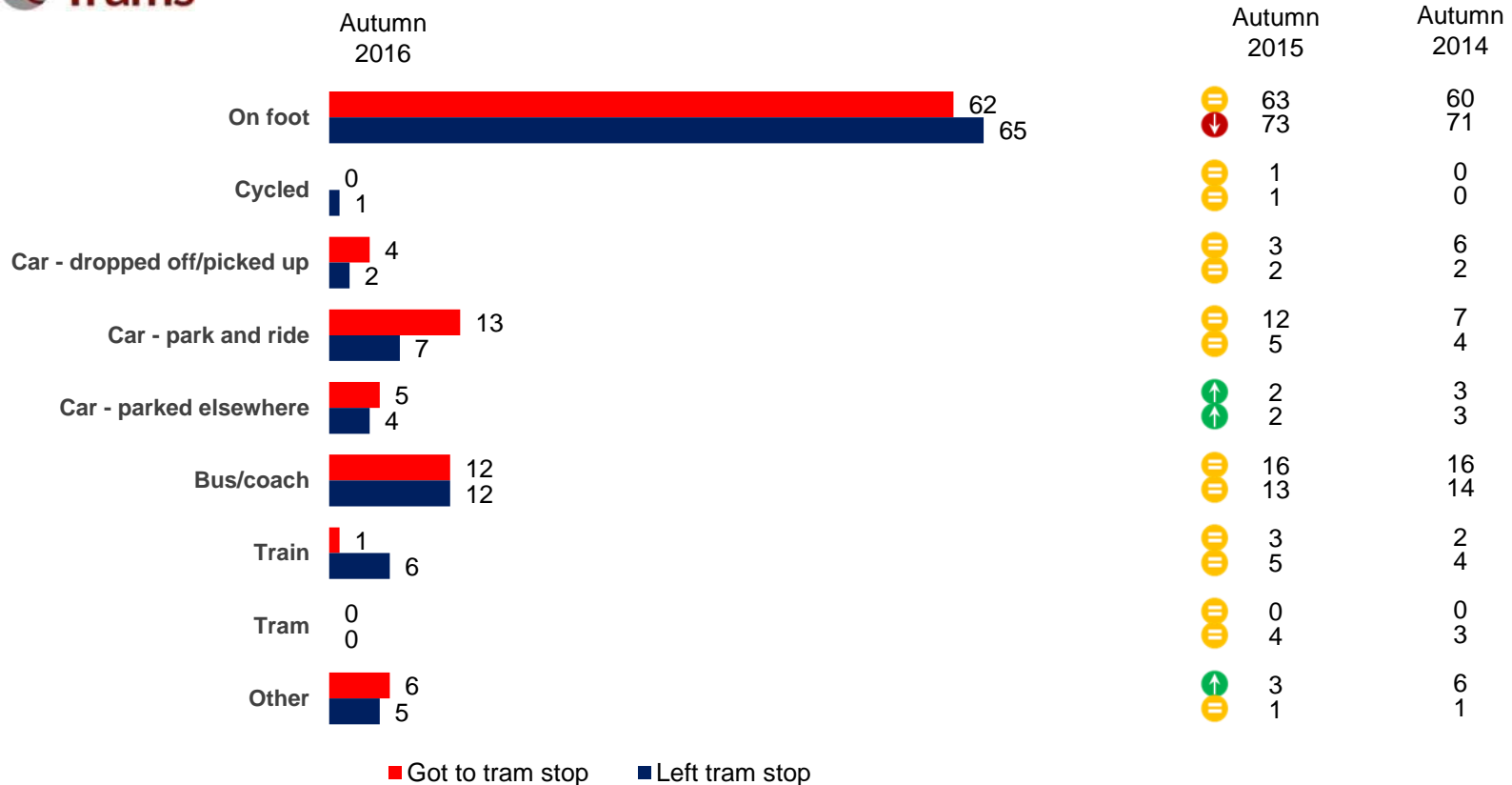
Q: Were you on your outward or return journey? Q: Did you get a seat on the tram? Q: At which stop did you board/leave this tram?

Base: All passengers - 533

-  Statistically significant **increase** since previous year
-  No change
-  Statistically significant **decrease** since previous year

# Passenger and journey context: the detail

## How got to and from the tram stop



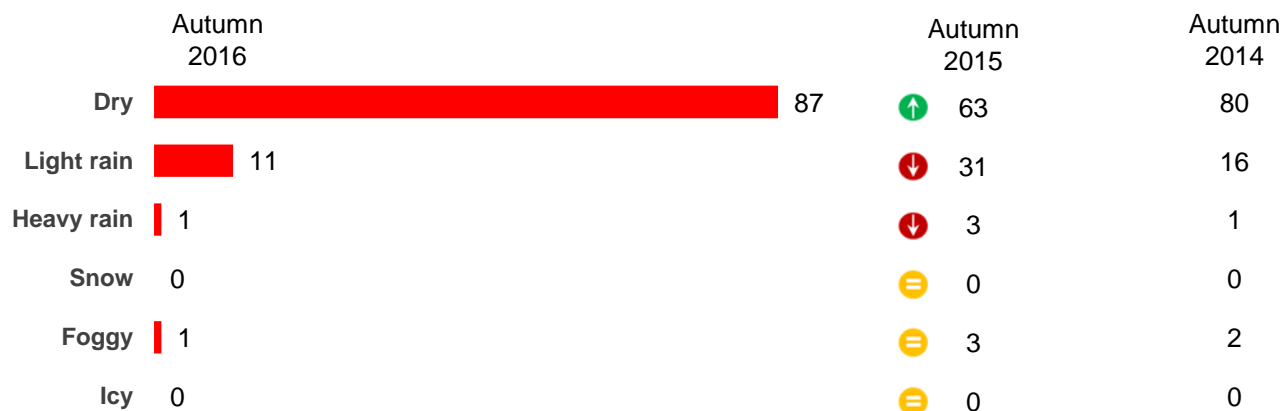
Q: How did you get to/from the tram stop where you boarded/left the tram today?  
 Base: All passengers - 519

- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year



# Passenger and journey context: the detail

## Weather conditions when journey made

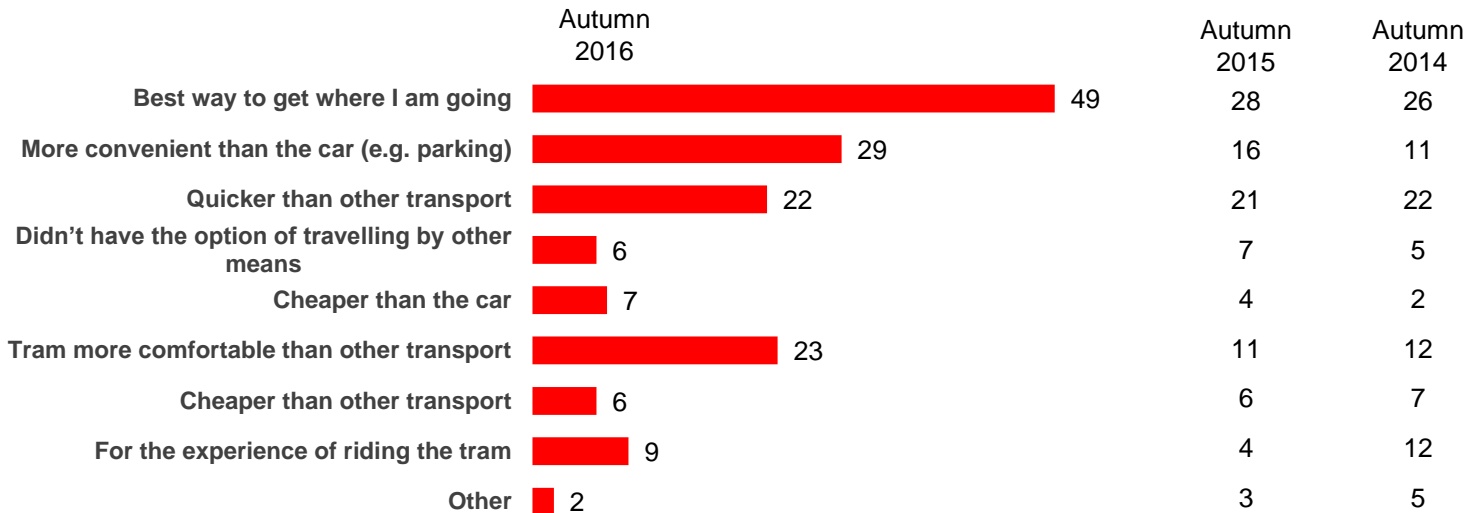


Q. What was the weather like when you made your journey?  
 Base: All passengers - 521

- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year

# Passenger and journey context: the detail

## Reasons for choosing the tram



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

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

Base: All passengers - 510

- Statistically significant increase since previous year
- No change
- Statistically significant decrease since previous year

# Factors preventing more journeys being made



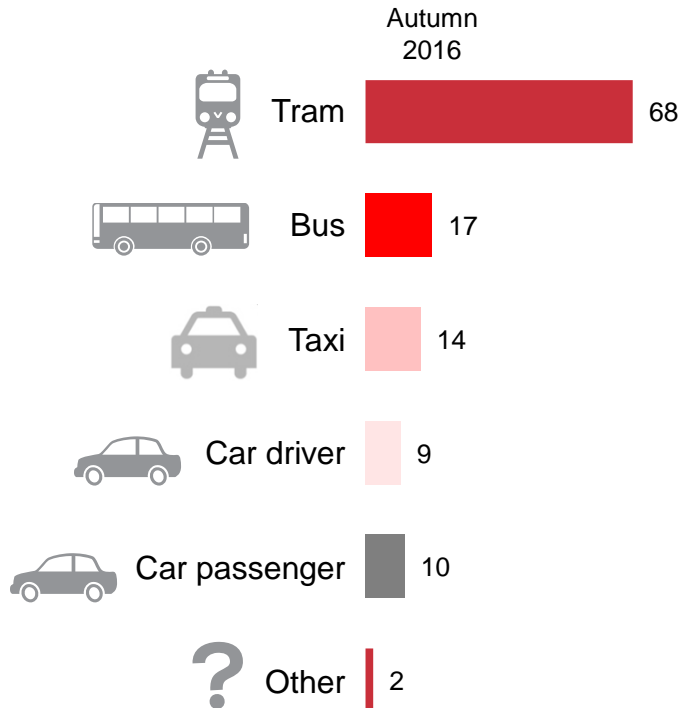
	Autumn 2016		Autumn 2015	Autumn 2014
Places reachable	70	↑	61	68
Frequency of trams	10	=	12	10
Reliability of trams	4	=	5	8
Cost of using trams	10	=	9	8
Understanding the fares	4	=	2	1
Understanding ticket machines	3	=	4	4
Journey times	18	=	14	14
Comfort of trams	4	=	5	3
Level of crowding	23	=	17	13
Concern for personal safety	2	=	0	1
Tram network improvement works	2	=	2	6

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

Base: All previously using the tram - 271

- ↑ Statistically significant increase since previous year
- = No change
- ↓ Statistically significant decrease since previous year

# Transport mode preferences if travelling to Edinburgh Airport



Q. If travelling to/from Edinburgh Airport, how would you choose to travel? - 494

# Preferences for increased service frequency/hours



Autumn  
2016



Q. Which of the following best describes you? - 532

**TPS 2016** **Edinburgh Trams**

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

# Methodology – fieldwork

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## Edinburgh Trams (TPS)

Fieldwork: 26 September and 4 December 2016 (with a gap for half term from 17 to 24 October)

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: 533 interviews (525 paper and 8 online)

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

## Bus (BPS) data for South East Scotland Transport Region

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: 1,970 interviews

# Methodology – data analysis

---

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

Weighting: this was based on passenger count information collected by the interviewer during each interviewer shift. The 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)

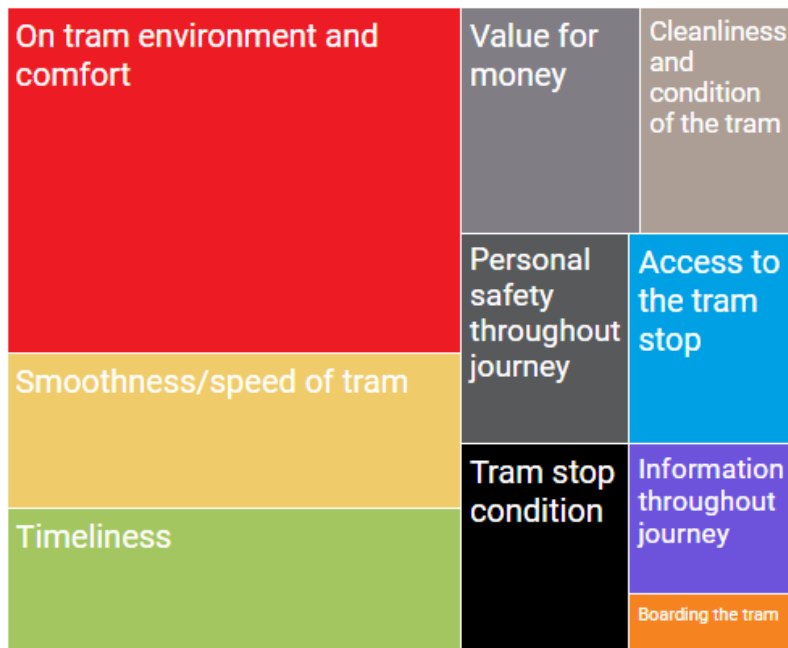
This year, we introduced a new approach for identifying the key drivers of overall journey satisfaction amongst bus passengers, comprising two stages. At the first stage, we took all 25 individual satisfaction measures from the survey (apart from the overall journey satisfaction) and formed them into 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 Edinburgh Trams route map



**TPS 2016** **Edinburgh Trams**

**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 Edinburgh Trams.

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 Edinburgh Trams

##### 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

<input type="text"/>	<input type="text"/>	:	<input type="text"/>	<input type="text"/>
1	7		2	5

##### Q3a What type of ticket or pass did you use for this journey on Edinburgh Trams?

###### Season Ticket/Ridacard/Citysmart

1 day (incl. Family, Day&Night and Night).....

1 week.....

1 month.....

1 year.....

Other time period (please write in)

###### Single/return ticket

Single ticket.....

Return ticket.....

###### A free pass or free journey

Scottish National Entitlement Card.....

###### Other ticket

Rail Product.....

Other.....

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

Tram only.....

Train and Tram.....

Bus and Tram.....

Train, Bus and Tram.....

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 (e.g. Citysmart).....

Other format.....

##### Q5a How did you buy that ticket or pass?

Ticket vending machine.....

m-ticket app.....

Edinburgh Trams staff.....

Lothian Buses bus driver.....

Travelshop or Park & Ride/Airlink kiosk.....

Train operating company.....

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 Edinburgh Trams 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 non-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 - and used Park and Ride.....

Car - parked elsewhere.....

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 - and used Park and Ride.....

Car - parked elsewhere.....

Bus.....

Train.....

Tram.....

Other.....

##### Q11 What was the main reason you chose to take Edinburgh Trams 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..... Foggy.....  
 Light rain..... Snow.....  
 Heavy rain..... Icy.....

**2 About the tram stop where you boarded this Edinburgh 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..... Fairly dissatisfied.....  
 Fairly satisfied..... Very dissatisfied.....  
 Neither satisfied nor dissatisfied..... Don't know/No opinion.....

**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..... <input type="checkbox"/>	Electronic display at the stop..... <input type="checkbox"/>
Online tram times..... <input type="checkbox"/>	Information posters at the stop..... <input type="checkbox"/>
Live tram locator/timings..... <input type="checkbox"/>	Online tram times..... <input type="checkbox"/>
(e.g. via mobile app/web)..... <input type="checkbox"/>	Live tram locator/timings..... <input type="checkbox"/>
Disruption updates..... <input type="checkbox"/>	(e.g. via mobile app/web)..... <input type="checkbox"/>
(e.g. on Twitter/Facebook)..... <input type="checkbox"/>	Disruption updates..... <input type="checkbox"/>
Telephoned for information..... <input type="checkbox"/>	(e.g. on Twitter/Facebook)..... <input type="checkbox"/>
Other..... <input type="checkbox"/>	Telephoned for information..... <input type="checkbox"/>
	Other..... <input type="checkbox"/>

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..... <input type="checkbox"/>	Didn't have time..... <input type="checkbox"/>
Already knew arrival times..... <input type="checkbox"/>	Did not matter to me when the tram was meant to arrive..... <input type="checkbox"/>
Could not find the information..... <input type="checkbox"/>	Other..... <input type="checkbox"/>

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..... No.....

3

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

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

Yes..... No.....

Q23b If yes: Which of the following were the reason(s) for this? (Please tick all that apply)

Passengers drinking/under the influence of alcohol..... <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?

4

Q24a Was your journey on Edinburgh Trams 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 Edinburgh Trams staff you encountered on your journey, please indicate how satisfied you were with each of the following:

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

**5 Your overall opinion of the 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 Edinburgh Trams 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 Edinburgh Trams today, what would it have been?

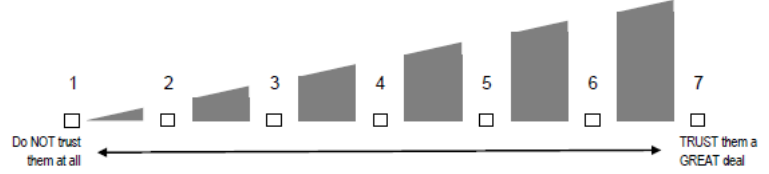
Q30 How satisfied were you with the value for money of your journey on the Edinburgh Trams?

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 Edinburgh Trams generally**

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

Q33a How would you rate Edinburgh Trams 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connection with other forms of public transport (e.g. trains/buses).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of getting to/from Edinburgh Airport.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q33b And how satisfied are you overall with Edinburgh Trams 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"/>

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)

Facebook..... <input type="checkbox"/>	Information on platform..... <input type="checkbox"/>
Twitter..... <input type="checkbox"/>	Travelshop or Park & Ride/Airlink kiosk..... <input type="checkbox"/>
Internet: Edinburgh Trams website..... <input type="checkbox"/>	Friend/relative..... <input type="checkbox"/>
Phone: Edinburgh Trams..... <input type="checkbox"/>	Other..... <input type="checkbox"/>
Edinburgh Trams staff..... <input type="checkbox"/>	Not sure..... <input type="checkbox"/>

Q34b If travelling to/from Edinburgh Airport, how would you choose to travel?

Tram..... <input type="checkbox"/>	Car - as the driver..... <input type="checkbox"/>
Bus..... <input type="checkbox"/>	Car - as a passenger..... <input type="checkbox"/>
Taxi..... <input type="checkbox"/>	Other..... <input type="checkbox"/>
	Don't know/Not applicable..... <input type="checkbox"/>

Q34c Which of the following statements best describes you?

(Please tick all that apply)

- I would like earlier trams.....
- I would like later trams.....
- I would like increased frequency of trams.....
- I am satisfied with the current service.....

Q35 How often do you typically travel on Edinburgh Trams?

(Please tick the closest to your frequency of tram use)

- |   |   |
|---|---|
| 5 or more days a week..... <input type="checkbox"/> | Once a month..... <input type="checkbox"/>                  |
| 3 or 4 days a week..... <input type="checkbox"/>    | Less frequently..... <input type="checkbox"/>               |
| Once or twice a week..... <input type="checkbox"/>  | This is the first time I have..... <input type="checkbox"/> |
| Once a fortnight..... <input type="checkbox"/>      | used the Edinburgh Trams..... <input type="checkbox"/>      |

Q36 If you have used Edinburgh Trams before, how typical would you say today's experience was?

- |  |   |
|--|---|
| Much better than usual..... <input type="checkbox"/>     | A little worse than usual..... <input type="checkbox"/> |
| A little better than usual..... <input type="checkbox"/> | Much worse than usual..... <input type="checkbox"/>     |
| About the same as usual..... <input type="checkbox"/>    |   |

Q37 Have any of the following frequently stopped you making journeys by tram?

(Please tick all that apply)

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

## 7 About you

QA Are you...?

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

QB In which age group are you?

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| 16-18..... <input type="checkbox"/> | 55-59..... <input type="checkbox"/> |
| 19-21..... <input type="checkbox"/> | 60-64..... <input type="checkbox"/> |
| 22-25..... <input type="checkbox"/> | 65-69..... <input type="checkbox"/> |
| 26-34..... <input type="checkbox"/> | 70-79..... <input type="checkbox"/> |
| 35-44..... <input type="checkbox"/> | 80+..... <input type="checkbox"/>   |
| 45-54..... <input type="checkbox"/> |                                     |

QC Which of the following best describes your ethnic background?

- |  |   |
|--|---|
| White..... <input type="checkbox"/>                        | Black, African/Caribbean or Black British..... <input type="checkbox"/> |
| Mixed/multiple ethnic groups..... <input type="checkbox"/> | Chinese..... <input type="checkbox"/>                                   |
| Asian or Asian British..... <input type="checkbox"/>       | Arab..... <input type="checkbox"/>                                      |
| Other ethnic group..... <input type="checkbox"/>           |   |

QD In terms of having a car to drive, which of the following applies?

- |  |  |
|--|--|
| You have a car available..... <input type="checkbox"/>       | You have a car available but..... <input type="checkbox"/> |
| and don't mind driving..... <input type="checkbox"/>         | prefer not to drive..... <input type="checkbox"/>          |
| You don't have a car available..... <input type="checkbox"/> |  |

QE How often are you able to ask someone else to drive you for local journeys?

- |   |  |
|---|--|
| All or most of the time..... <input type="checkbox"/> | You don't have anybody you can ask..... <input type="checkbox"/> |
| Some of the time..... <input type="checkbox"/>        | Not applicable..... <input type="checkbox"/>                     |

QF Are you affected by any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (Please tick all that apply)

- No - None.....
- Yes - Vision (e.g. blindness or partial sight).....
- Yes - Hearing (e.g. deafness or partial hearing).....
- Yes - Mobility (e.g. only able to walk short distances or difficulty climbing stairs).....
- Yes - Dexterity (e.g. difficulty lifting and carrying objects or using a keyboard).....
- Yes - Learning or understanding or concentrating.....
- Yes - Memory.....
- Yes - Mental health.....
- Yes - Stamina or breathing fatigue.....
- Yes - Socially or behaviourally (for example associated with autism, attention deficit disorder or Asperger's syndrome).....
- A condition not mentioned above.....

Does your condition or illness have an adverse effect on your ability to make journeys by tram?

- Yes, a lot.....     Yes, a little.....
- Not at all.....

QG To help us get a better picture of tram services at a local level, it would be helpful if you could provide us with your home postcode. (If you provide it, this will be used to help understand tram usage and make improvements locally. Your postcode will not be used to identify you personally and will only be used for research purposes)

Please write in your home postcode here:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Live outside the UK..... <input type="checkbox"/>
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This survey is being undertaken for Transport Focus by BDR Continental, an independent market research agency which adheres to the Market Research Society's code of conduct. You were handed this questionnaire by an interviewer working for Perspective Research Services, a part of BDR Continental.

The information that you have provided on this questionnaire is subject to the Data Protection Act 1998 and will not be used to identify you personally. The data will only be used for research purposes. Any organisations receiving the data will also be subject to the same restrictions and obligations under the Data Protection Act 1998.

If you have any queries about this survey or how your data will be used please contact Nick Grigg at BDR Continental on 020 7490 0166.

If you would like to check that this survey is genuine, you can contact the Market Research Society on 0500 390999 or www.mrs.org.uk who will verify BDR Continental's status as a legitimate market research organisation.

To find out more about the Tram Passenger Survey or Transport Focus' work visit our website or follow us on Twitter.  
Web: www.transportfocus.org.uk  
Twitter: @transportfocus

If you would be happy to participate in future research projects about the transport industry for Transport Focus please complete the contact details below:

Name:

Email address:

**Thank you for completing this questionnaire.**

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

Tram Passenger Survey  
 Perspective Research Services Ltd  
 FREEPOST (RTLU-YLTS-TGY)Y  
 12-20 Baron Street  
 Angel, London N1 9LL

bdr continental

transportfocus



# Tram Passenger Survey (TPS) **Edinburgh Trams**

## Autumn 2016 results

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March 2017

