Tram Passenger Survey (TPS) Sheffield

Autumn 2016 results

Robert Pain
Tel: 0300 123 0835 Email: robert.pain@transportfocus.org.uk

Insight Team, Transport Focus, Fleetbank House, 2-6 Salisbury Square, London, EC4Y 8JX
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TPS 2016 Sheffield

Context to the survey

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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**

283 surveys were completed for Sheffield in Autumn 2016

For further details of the survey method, see Appendix

The Supertram network in context

	The Network	Passenger Journeys	Ticket Purchasing		Information at stops	Frequency	Engineering disruptions/other notes
Sheffield Stagecoach SUPERTRAM	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	• No significant issues affecting fieldwork
Blackpool Transport	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	• Blackpool illuminations 1 Sep to 5 Nov 2016 • Heritage trams operate bank holidays, weekends and summer; not covered in this research • No significant issues affected fieldwork
Edinburgh Trams	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	• Network opened 31 May 2014 • No significant issues affected fieldwork
Manchester Metrolink	7 lines 93 stops 57 miles	36** million	✓ TVMs at stops ✗ Conductors on board		✓ Info boards all stops (TTs, fares) ✓ Passenger Info Displays *(Not all stops on Bury and Altrincham lines)*	Mon-Sat: every 6-12 mins Sun: 12-15 mins	• Airport line opened late 2014, covered for first time in 2015 • Exchange Square and link with Victoria opened in December 2015 • Increasing use of double carriage trams
Midland Metro	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	• Network extension to Grand Central (New Street Station) opened on 30 May 2016 and was included in the TPS 2016 • No significant issues affecting fieldwork
Nottingham NET	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	• No significant issues affecting fieldwork

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Summary of 2015 results

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Punctuality

82%
85%

Value for money

71%
83%

Journey time

93%
93%

Overall journey

91%
97%

- ⬆ Statistically significant **increase** since 2015
- ➖ No change
- ⬇ Statistically significant **decrease** since 2015
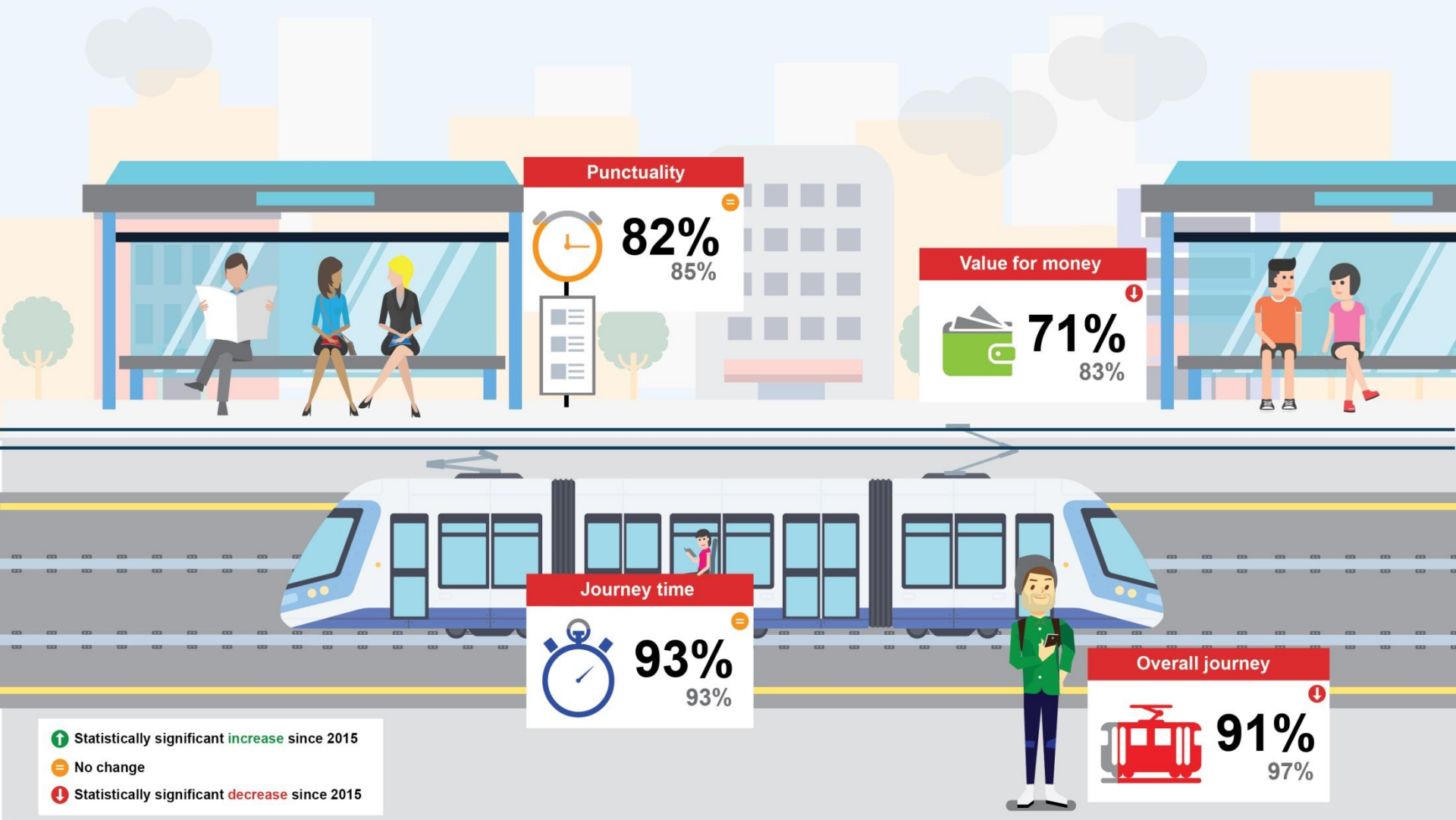
Figures shown are total very or fairly satisfied.
Last year's figure is shown in grey

Overall passenger experience in Sheffield 2016: a snapshot

At the stop

Overall satisfaction with stop ⬇	89%
Distance from journey start ⬅	82%
Convenience/accessibility ⬇	86%
General condition and maintenance ⬇	82%
Freedom from graffiti/vandalism ⬅	87%
Freedom from litter ⬅	85%
Behaviour of other passengers ⬅	89%
Information provided ⬅	77%
Personal safety ⬅	87%

⬆ Statistically significant **increase** since 2015
⬅ No change
⬇ Statistically significant **decrease** since 2015

Boarding

90 Route info on tram

90 Exterior cleanliness

95 Ease of getting on

96 Time taken to board

On board

92 Interior cleanliness

80 Info on board

79 Seat/standing space

86 Seat comfort

74 Personal space

84 Provision grabrails

84 Temperature

92 Personal security

The driver

Appearance ⬅	93%
Greeting ⬅	85%
Helpfulness/attitude ⬅	89%
Safety of driving ⬇	92%
Smoothness of journey ⬅	85%

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Overall passenger experience in Sheffield 2016: comparison to all networks

Overall journey satisfaction: 2016

Stagecoach SUPERTRAM 91 🔴

All Networks 93 🟡

Overall journey satisfaction: trend
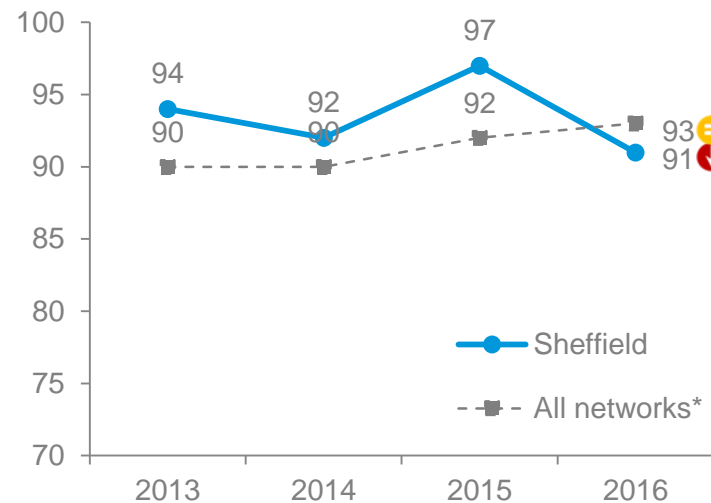
The 2013 survey did not include Edinburgh Trams

Sheffield: 94 (2013), 92 (2014), 97 (2015), 91 (2016)
All networks*: 90 (2013), 90 (2014), 92 (2015), 93 (2016)

What makes a satisfactory or great journey on Supertram?

The top factors linked to overall journey satisfaction on Supertram*

What makes a satisfactory journey?   *What makes a great journey?*

What makes a satisfactory journey?
- Timeliness 51%
- On tram environment and comfort 29%
- Smoothness/speed of tram 7%
- Value for money 6%
- Cleanliness and condition of the tram 5%
- (Tram stop condition) 3%

What makes a great journey?
- On tram environment and comfort 20%
- Timeliness 16%
- Information throughout journey 11%
- Access to the tram stop 11%
- Smoothness/speed of tram 8%
- Tram stop condition 8%
- Value for money 9%
- Personal safety throughout journey 7%
- Boarding the tram 5%
- 3%

Legend:
- Cleanliness and condition of the tram
- Tram stop condition

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.

Passenger experience in Sheffield 2016: across the network

	Stagecoach SUPERTRAM	All Networks	Blue/Purple route	Yellow route

Satisfaction with key measures:

Measure	Stagecoach SUPERTRAM	All Networks	Blue/Purple route	Yellow route
Overall journey	91 ⬇	93 ⊜	90 ⬇	91 ⬇
Value for Money	71 ⬇	69 ⊜	71 ⊜	71 ⬇
Punctuality	82 ⊜	88 ⬆	79 ⊜	84 ⊜
Overall stop	89 ⬇	90 ⊜	91 ⬇	88 ⊜

Satisfaction with other measures driving overall journey satisfaction in Sheffield:

Measure	Stagecoach SUPERTRAM	All Networks	Blue/Purple route	Yellow route
Length of time waiting for the tram	84 ⊜	88 ⬆	80 ⊜	88 ⊜

Satisfaction with other measures driving passengers to be <u>very</u> satisfied in Sheffield:

Measure	Stagecoach SUPERTRAM	All Networks	Blue/Purple route	Yellow route
Space to sit/stand on board	79 ⊜	78 ⊜	78 ⊜	80 ⊜
Comfort of the seats	86 ⊜	77 ⊜	87 ⊜	85 ⊜
Amount of personal space on board	74 ⬇	73 ⬇	74 ⊜	74 ⬇

⬆ Statistically significant increase since 2015
⊜ No change
⬇ Statistically significant decrease since 2015

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Sheffield 2016: summary of key findings (1)

- Overall satisfaction for journeys on Sheffield Supertram has fallen significantly, from 97 per cent of passengers satisfied in 2015 to 91 per cent satisfied in 2016. This significant decrease has been driven by younger males, and those using Supertram to commute

- The key factors which make journeys satisfactory on Supertram relate to the timeliness of trams. Satisfaction with punctuality and the length of time waiting for the tram has decreased since last wave (from 85 per cent in 2015 to 82 per cent in 2016 for punctuality and from 86 per cent in 2015 to 84 per cent in 2016 for length of wait time)

- The key factor which makes passengers 'very' rather than 'fairly' satisfied with journeys on Supertram is the environment and comfort on board. Passenger satisfaction with the amount of personal space on board and the provision of grab rails has decreased significantly since 2015 (from 83 per cent to 74 per cent and 91 per cent to 84 per cent respectively). Satisfaction with other factors have also decreased since last year (although not significantly): availability of space to sit or stand and the temperature on board

- Amongst fare paying passengers, satisfaction with value for money has decreased significantly to 71 per cent satisfied (2015: 83 per cent). This has been driven by those in the 16-34 age group and those using Supertram to commute

- When evaluating satisfaction with value for money, the cost for the distance travelled remains the most important factor
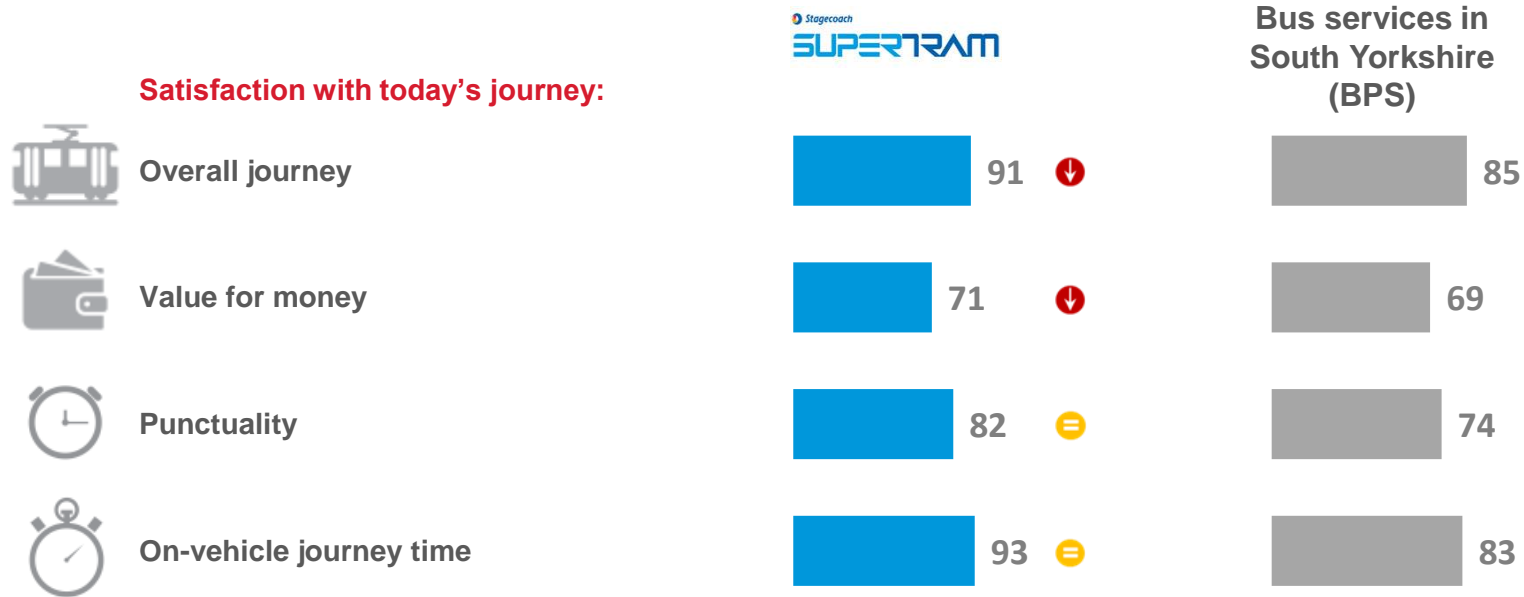
Sheffield 2016: summary of key findings (2)

- Just over a third of passengers (37 per cent) spontaneously mentioned an improvement that could be made to their journey. Passenger comments mostly related to the frequency of trams, tram routes and the punctuality of trams

- Other improvements mentioned by passengers related to having real time information at tram stops and the seating and capacity of trams

- Just over half pas passengers (51 per cent) were using Supertram to commute: 39 per cent were commuting to work and 12 per cent to education

- Just over a quarter of passengers (27 per cent) were using a concessionary ticket (2015: 24 per cent)

- When using tickets, more significantly more Supertram passengers were using a plastic card this wave: 44 per cent compared to 27 per cent in 2015

- Compared to bus passengers, those using the tram tend to have better access to private transport: 35 per cent of tram passengers have 'easy' access to private transport, compared to only 18 per cent of bus passengers

- The age profile of passengers is a little older than last wave, with 30 per cent of passengers falling into the 16-34 age bracket compared to 40 per cent in 2015 (a significant decrease)

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Experience and opinions of the journey

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

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Experience and opinions of the journey: summary

Satisfaction with today's journey:

	Stagecoach SUPERTRAM		Bus services in South Yorkshire (BPS)
Overall journey	91	⬇	85
Value for money	71	⬇	69
Punctuality	82	⊜	74
On-vehicle journey time	93	⊜	83

⬆ Statistically significant increase since 2015
⊜ No change
⬇ Statistically significant decrease since 2015

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Overall satisfaction: by gender and age

Stagecoach SUPERTRAM

Total fairly/very satisfied

		Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
All passengers	60 | 31 | 3 | 5 | 1	91	⬇	97	92	94
Male	55 | 28 | 5 | 12 | 1	83	⬇	96	90	94
Female	62 | 34 | 1 | 2	96	⬌	98	95	94
Age 16 to 34	40 | 39 | 5 | 13 | 3	79	⬇	98	87	91
Age 35 to 59	65 | 31 | 2 | 2 | 1	96	⬌	96	96	95
Age 60+	74 | 24 | 2	98	⬌	99	99	99

■ **Very satisfied**   ■ **Fairly satisfied**   ■ **Neither/nor**   ■ **Fairly dissatisfied**   ■ **Very dissatisfied**
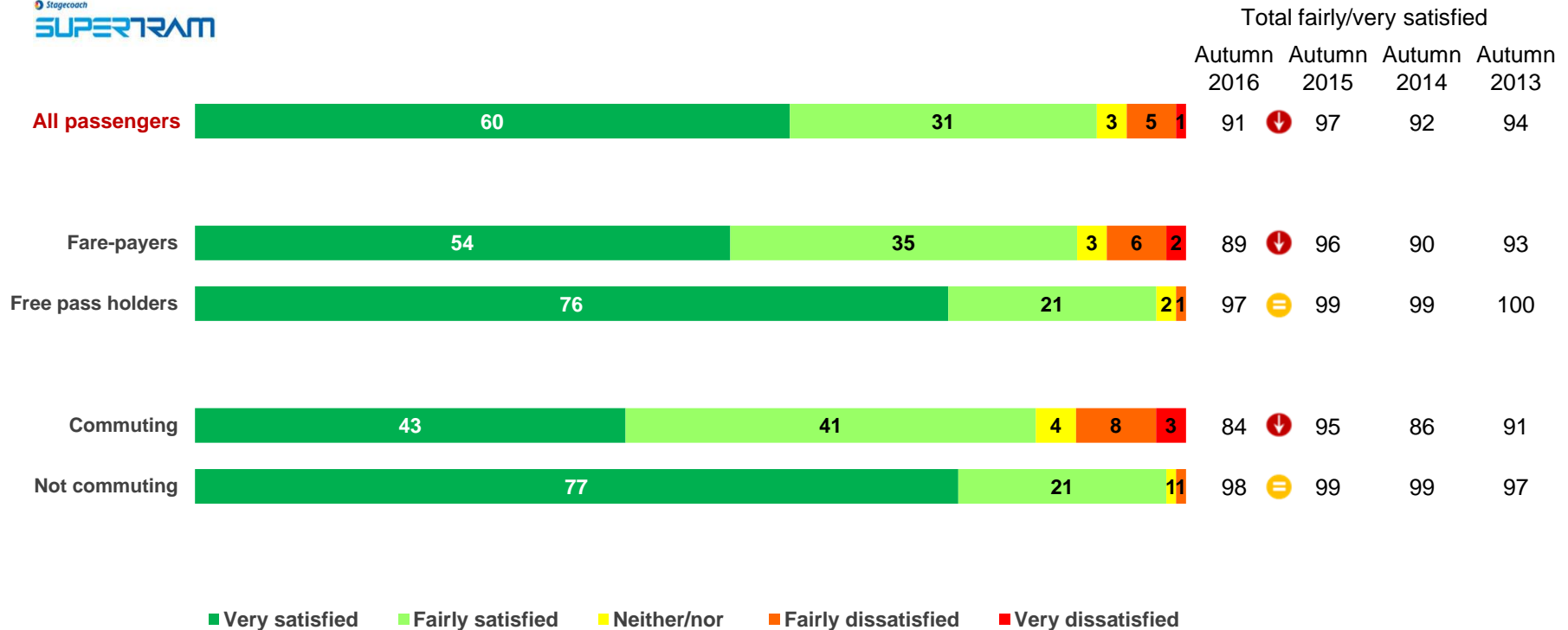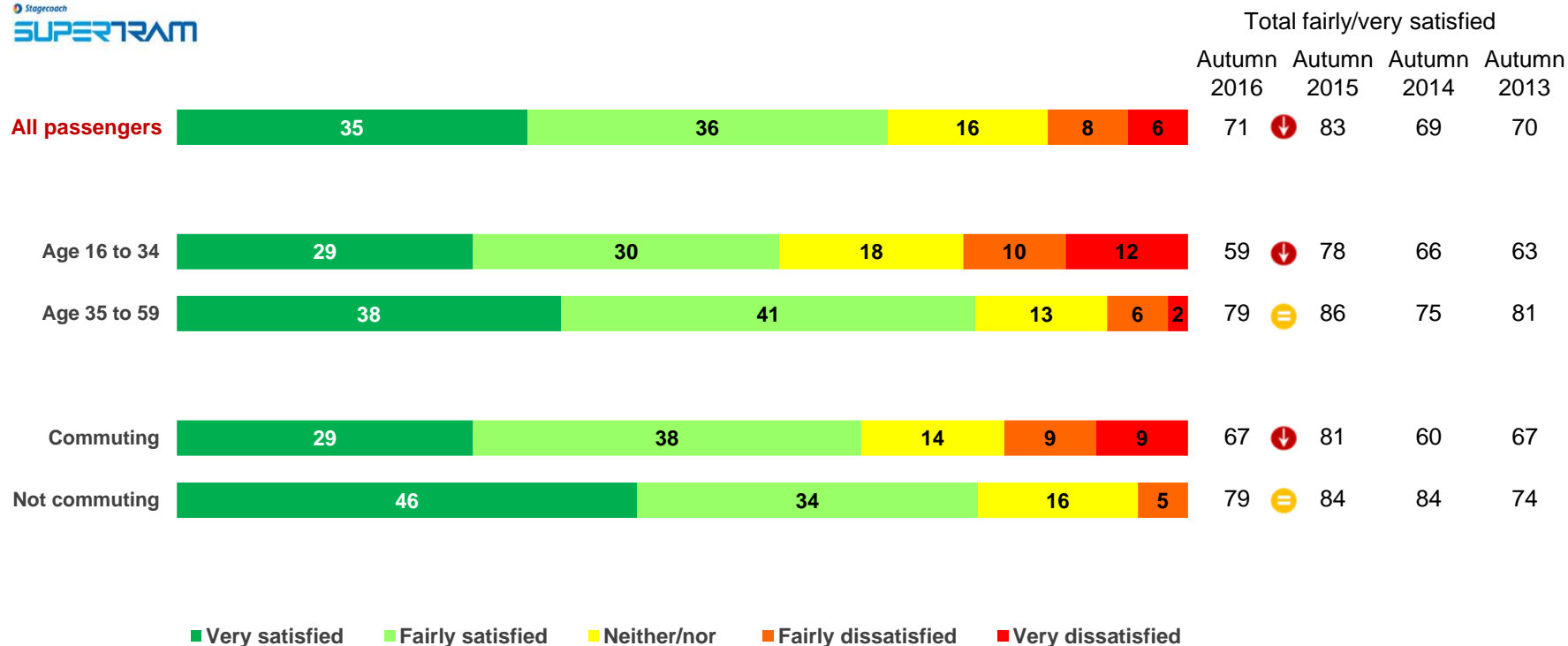
Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?
Base: All passengers - 279

⬆ Statistically significant increase since 2015
⬌ No change
⬇ Statistically significant decrease since 2015

Overall satisfaction: by passenger type

Stagecoach
SUPERTRAM

Total fairly/very satisfied

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
All passengers	60	31	3	5	1	91	⬇	97	92	94
Fare-payers	54	35	3	6	2	89	⬇	96	90	93
Free pass holders	76	21	2	1		97	=	99	99	100
Commuting	43	41	4	8	3	84	⬇	95	86	91
Not commuting	77	21	1	1		98	=	99	99	97

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

Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?
Base: All passengers - 279

⬆ Statistically significant increase since 2015
= No change
⬇ Statistically significant decrease since 2015

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Value for money (fare-payers only)

Stagecoach
SUPERTRAM

Total fairly/very satisfied

		Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
All passengers	35 / 36 / 16 / 8 / 6	71	⬇	83	69	70
Age 16 to 34	29 / 30 / 18 / 10 / 12	59	⬇	78	66	63
Age 35 to 59	38 / 41 / 13 / 6 / 2	79	＝	86	75	81
Commuting	29 / 38 / 14 / 9 / 9	67	⬇	81	60	67
Not commuting	46 / 34 / 16 / 5	79	＝	84	84	74

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

Q. How satisfied were you with the value for money of your journey?
Base: All fare paying passengers - 168

⬆ Statistically significant increase since 2015
＝ No change
⬇ Statistically significant decrease since 2015

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Experience and opinions of the journey: the detail
What influenced value for money rating
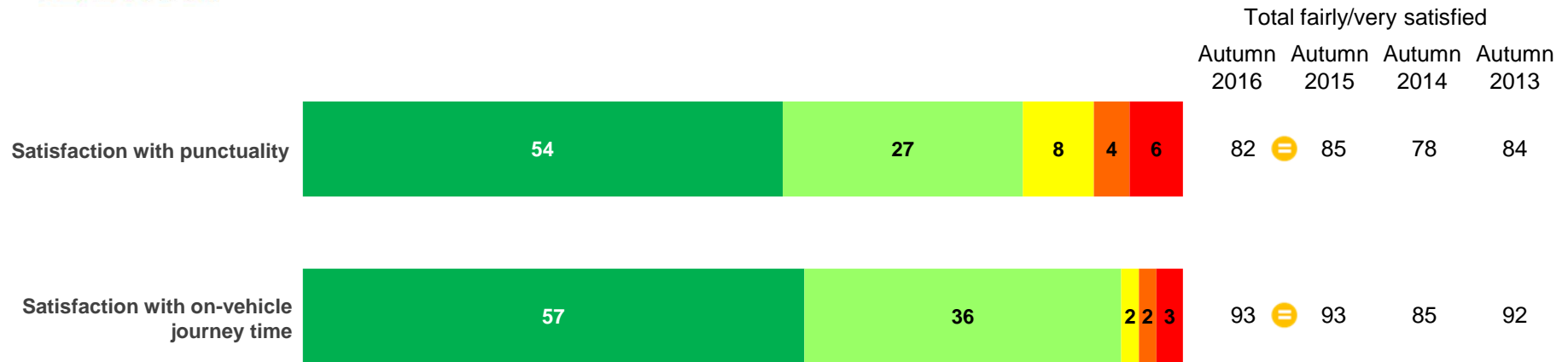

Those satisfied with value for money
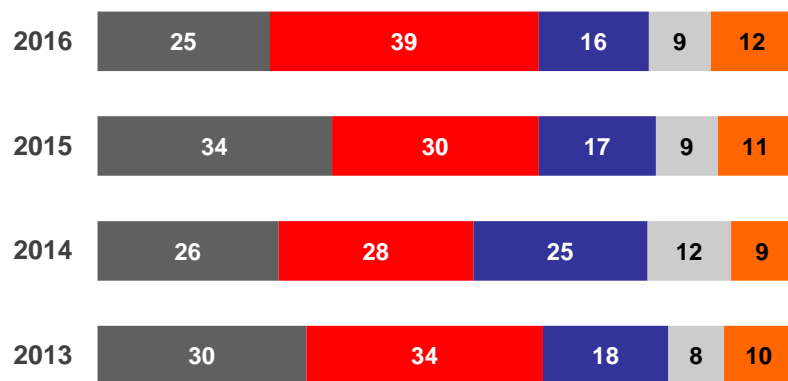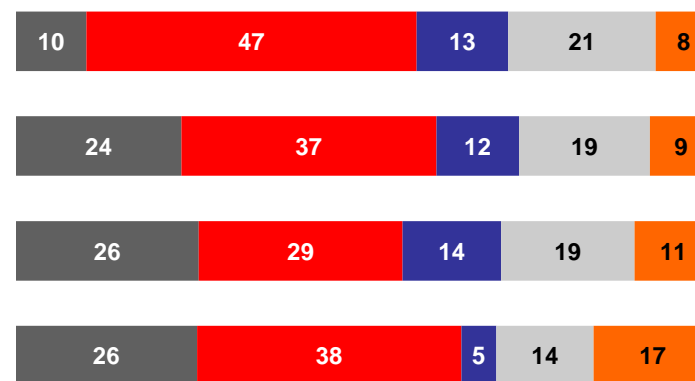
	Cost tram versus other transport	Cost for distance travelled	Comfort/quality for the fare paid	Fare compared to everyday items	Other reason
2016	25	39	16	9	12
2015	34	30	17	9	11
2014	26	28	25	12	9
2013	30	34	18	8	10

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
2016	10	47	13	21	8
2015	24	37	12	19	9
2014	26	29	14	19	11
2013	26	38	5	14	17

- 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 – 120/38 (Caution low base)

Punctuality and on-vehicle journey time

Total fairly/very satisfied

		Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013

Satisfaction with punctuality — 54 | 27 | 8 | 4 | 6 — 82 ⊜ 85 78 84

Satisfaction with on-vehicle journey time — 57 | 36 | 2 2 3 — 93 ⊜ 93 85 92

Q. How satisfied were you with each of the following…Punctuality? Base: All passengers - 256
Q. How satisfied were you with the amount of time your journey on the tram took? Base: All passengers - 275

⬆ Statistically significant increase since 2015
⊜ No change
⬇ Statistically significant decrease since 2015

TPS 2016 Sheffield

Waiting at the stop

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

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Waiting at the stop: summary

Satisfaction with the stop:

	Stagecoach SUPERTRAM	**Buses in South Yorkshire**
Overall satisfaction with stop	89 🔻	75
Distance from journey start	82 ⊜	84
Convenience/accessibility	86 🔻	87
General condition and maintenance	82 🔻	70
Freedom from graffiti/vandalism	87 ⊜	73
Freedom from litter	85 ⊜	66
Behaviour of other passengers	89 ⊜	N/A*
Information provided	77 ⊜	71
Personal safety	87 ⊜	79

*Not asked in BPS

	Stagecoach SUPERTRAM	**Buses in South Yorkshire**
Satisfaction: waiting time	84 ⊜	73
Expected wait time	6.5 mins 🟢	5 mins
Actual reported wait time	6.4 mins ⊜	5 mins
Passengers who checked tram time	77% ⊜ ⬇	72% ⬇
Info sources used before arriving at stop	Online tram times	Online timetables most common, then paper timetables
Info sources used at stop	59% electronic display	49% timetable at stop
Among those that didn't check…	82% knew service frequent	57% knew service frequent

Satisfaction with the tram stop

Stagecoach SUPERTRAM

Total fairly/very satisfied

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Overall satisfaction - tram stop	50	39	8	3		89	⬇	94	96	93
Behaviour of other passengers	56	33	5	3	2	89	⚌	88	93	85
Freedom from graffiti/vandalism	58	29	8	3	2	87	⚌	91	96	91
Personal safety at stop	56	31	9	2	2	87	⚌	90	94	88
Convenience/accessibility	59	27	8	5	2	86	⬇	92	90	92
Freedom from litter	50	35	7	4	3	85	⚌	87	89	87
Distance from journey start	55	27	8	5	5	82	⚌	84	84	83
General condition/maintenance	45	37	11	5	2	82	⬇	91	92	87
Information provided at the stop	46	31	12	6	5	77	⚌	81	84	86

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

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 - 275

⬆ Statistically significant increase since 2015
⚌ No change
⬇ Statistically significant decrease since 2015

Waiting time

SUPERTRAM

Total fairly/very satisfied

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Length of time had to wait 55 | 28 | 6 | 3 | 7	84	=	86	80	83

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

Total about the same or a little/much less than expected

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Actual versus expected waiting time 11 | 14 | 51 | 16 | 8	77	↓	85	76	82

■ Much less ■ A little less ■ About expected ■ A little longer ■ Much longer ■ Don't know
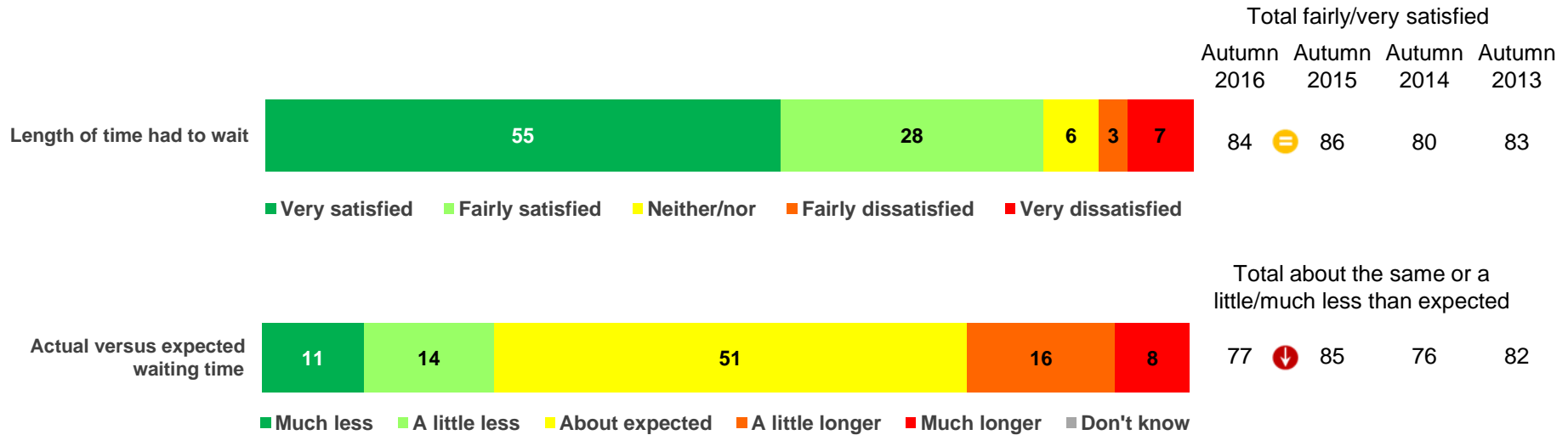
Q. How satisfied were you with each of the following? & Q. Thinking about the time you waited for the tram today, was it […] than expected?
Base: All passengers - 269

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

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Expected and reported waiting times

Stagecoach SUPERTRAM

	Expected tram waiting time					**Reported tram waiting time**			
	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Under 2 mins	8	⊜	6	3	6	16	⊜	20	18	18
2-5 mins	48	⊜	46	45	45	42	⊜	45	39	42
5-10 mins	36	⊜	44	46	45	24	⊜	26	24	30
10-15 mins	2	⊜	2	4	3	8	⊜	4	11	5
Over 15 mins	2	⊜	2	2	1	5	⊜	3	8	4

Average expected waiting time 6.5 minutes (2015: 7.3 minutes)

Average reported waiting time 6.4 minutes (2015: 5.9 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 – 267

⬆ Statistically significant increase since 2015
⊜ No change
⬇ Statistically significant decrease since 2015

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How passengers checked tram times

SUPERTRAM

23 per cent (🟡) of Sheffield passengers did not check to find out when the tram was meant to arrive (2015: 25 per cent)

Before leaving for the tram stop	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Leaflet/paper timetable	▮	4	🟡 4	7	11
Online	▮	9	🟡 9	11	12
Live tram locator/timings	▮	5	🟡 5	4	3
Disruption updates via social media	▮	4	🟢 1	0	0
Other	▮	5	🟡 9	4	7

At the tram stop	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Electronic display	▬▬▬▬▬	59	🟡 57	3	1
Information posters	▮	12	🟡 10	35	24
Online	▮	3	🟡 3	1	2
Live tram locator/timings	▮	2	🟡 2	1	4
Disruption updates via social media	▮	1	🟡 2	0	0
Other	▮	2	🟡 4	5	6

Q. Did you check any of the following to find out when the tram was meant to arrive?
Base: All passengers - 283

🟢 Statistically significant increase since 2015
🟡 No change
🔴 Statistically significant decrease since 2015

Why passengers did not check tram times

SUPERTRAM

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Knew the trams ran frequently on this route	82	=	77	79	81
Already knew arrival times	18	=	16	13	18
Could not find the information	3	=	2	2	2
Didn't have time	5	=	4	4	3
Did not matter to me when tram was meant to arrive	15		N/A*	N/A*	N/A*
Did not know when tram was meant to arrive	N/A**		1	3	4
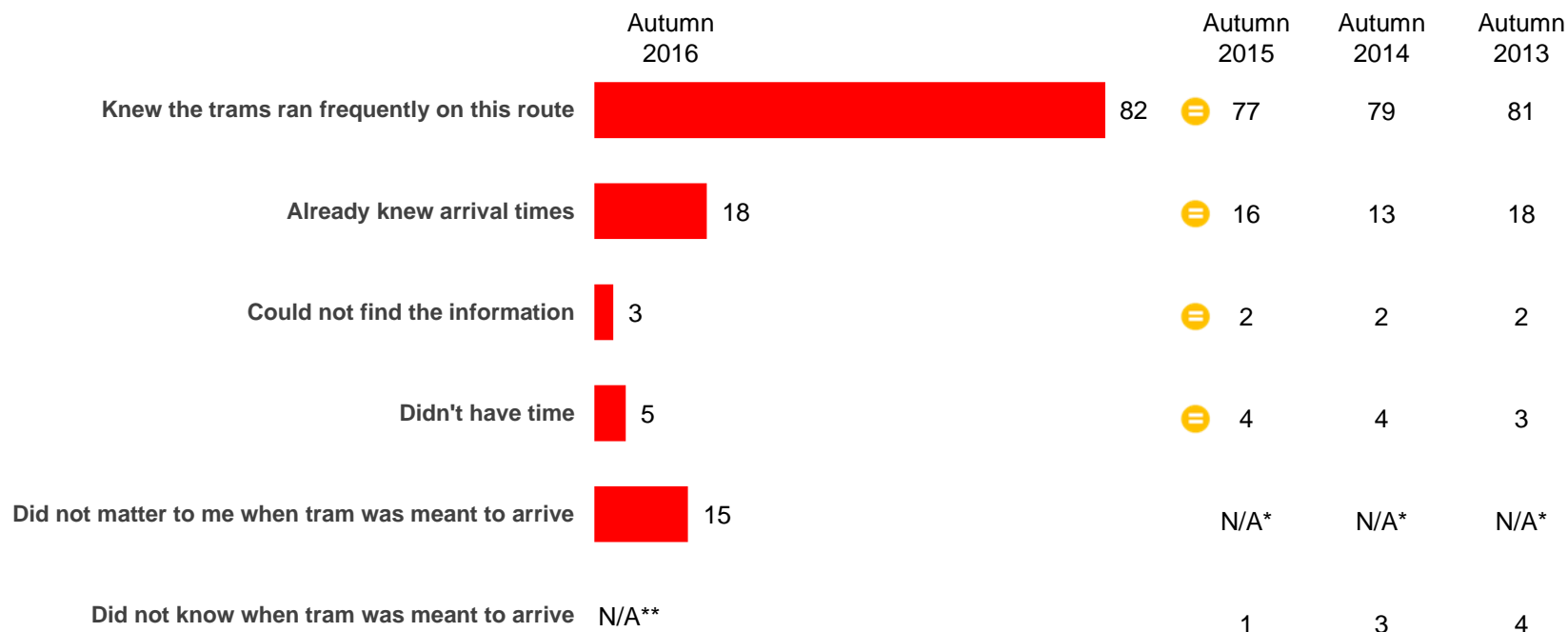
* Not asked before 2016
** Not asked in 2016

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 - 71

⬆ Statistically significant increase since 2015
= No change
⬇ Statistically significant decrease since 2015

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The tram

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

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The tram: summary

	Stagecoach SUPERTRAM	Buses in South Yorkshire
Start of journey		
Route info on tram	90 ⊜	83
Exterior cleanliness	90 ⊜	78
Ease getting on	95 ⊜	90
Time taken to board	96 ⊜	89

	Stagecoach SUPERTRAM	Buses in South Yorkshire
On board		
Interior cleanliness	92 ⊜	79
Info on board	80 ⊜	63
Seat/standing space	79 ⊜	86
Seat comfort	86 ⊜	74
Personal space	74 ⬇	76
Provision grabrails	84 ⬇	84
Temperature	84 ⊜	77
Personal security	92 ⊜	83

	Stagecoach SUPERTRAM	Buses in South Yorkshire
The driver		
Appearance	93 ⊜	88
Greeting	85 ⊜	69
Helpfulness/attitude	89 ⊜	70
Safety of driving	92 ⬇	88
Smoothness journey	85 ⊜	75

⬆ Statistically significant increase since 2015
⊜ No change
⬇ Statistically significant decrease since 2015

Satisfaction with start of journey
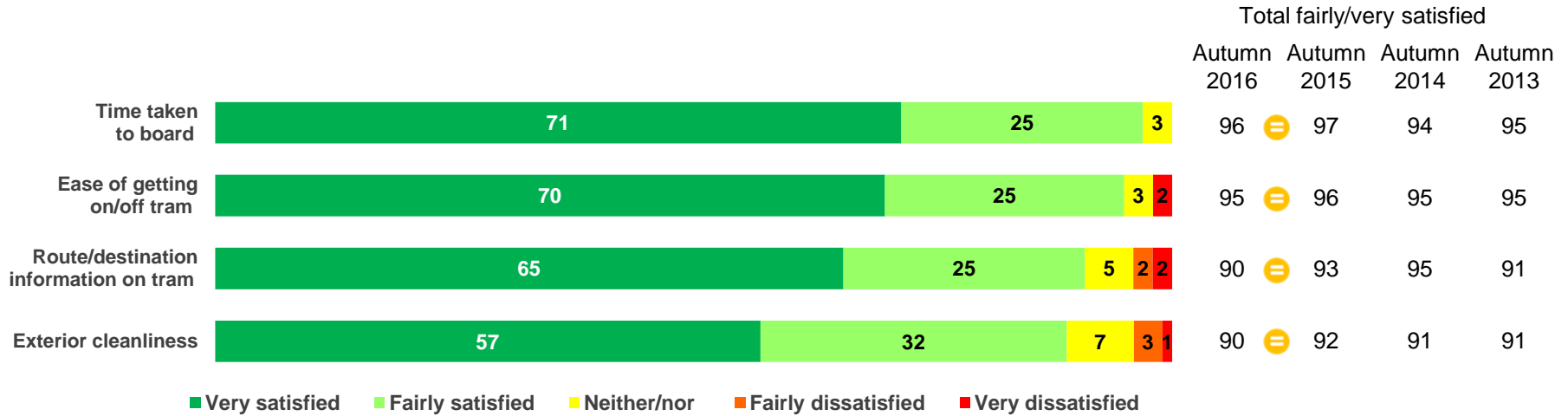
SUPERTRAM
Stagecoach

Total fairly/very satisfied

		Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Time taken to board	71 / 25 / 3	96 =	97	94	95
Ease of getting on/off tram	70 / 25 / 3 / 2	95 =	96	95	95
Route/destination information on tram	65 / 25 / 5 / 2 / 2	90 =	93	95	91
Exterior cleanliness	57 / 32 / 7 / 3 / 1	90 =	92	91	91

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

Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:
Base: All passengers - 277

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

Satisfaction on the tram

SUPERTRAM

Total fairly/very satisfied

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Personal security	92	⊜	95	92	90
Interior cleanliness/condition	92	⊜	90	87	93
Comfort of the seats	86	⊜	86	84	88
Provision of grab rails	84	🔻	91	86	84
Temperature inside the tram	84	⊜	88	88	88
Information provided inside the tram	80	⊜	83	83	82
Availability of seating or space to stand	79	⊜	85	86	85
Amount of personal space	74	🔻	83	80	79

Bar chart values:

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied
Personal security	53	39	6	1	1
Interior cleanliness/condition	49	42	5	2	2
Comfort of the seats	46	39	7	5	3
Provision of grab rails	44	40	10	3	3
Temperature inside the tram	41	44	10	4	2
Information provided inside the tram	42	38	16	3	1
Availability of seating or space to stand	48	31	9	5	7
Amount of personal space	43	31	10	9	7

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

Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:
Base: All passengers - 278

↑ Statistically significant increase since 2015
⊜ No change
🔻 Statistically significant decrease since 2015

transportfocus

Satisfaction with tram staff

SUPERTRAM

Total fairly/very satisfied

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Appearance	64	29	5	1	1	93	⊜	94	91	90
Safety of the driving	64	28	5	1	2	92	⬇	97	94	94
Helpfulness/attitude	59	30	7		3	89	⊜	89	84	84
Greeting/welcome	56	30	12		2	85	⊜	82	78	79
Smoothness/freedom from jolting	46	39	10	3	2	85	⊜	86	84	85

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

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 - 276

⬆ Statistically significant increase since 2015
⊜ No change
⬇ Statistically significant decrease since 2015

transportfocus

TPS 2016 Sheffield

Negative experiences during the journey

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

transport**focus**

Negative experiences during the journey: summary

SUPERTRAM (Stagecoach)

Passengers experiencing a delay to their journey

16 ⬆

Average length of delay *(perceived)*

6 mins* ⊜
*Caution: small base (27)

Most common cause of delay

Tram waiting too long at stops* ⊜
*Caution: small base (33)

Passengers with worry or concern about others' behaviour on board

5 ⊜

Experience of delays

SUPERTRAM

16 per cent (⬆) of Sheffield passengers experienced a delay (2015: 7 per cent). Average length of delay was 6 minutes (=)

	Autumn 2016		Autumn 2015	Autumn 2014
Signal/points failure	0	=	4	0
Tram waiting too long at signals	0	=	0	0
Had to use bus replacement	0	=	0	0
Tram waiting too long at stops	15	=	5	24
Congestion/traffic jam	14	=	11	14
Tram failure	6	=	5	11
Poor weather	0	=	0	0
Time it took passengers to board	5	=	0	0
Planned engineering works	0	=	0	0
Other	29	=	23	12
No reason given for delay	13	=	29	30
Not sure	38	=	34	32
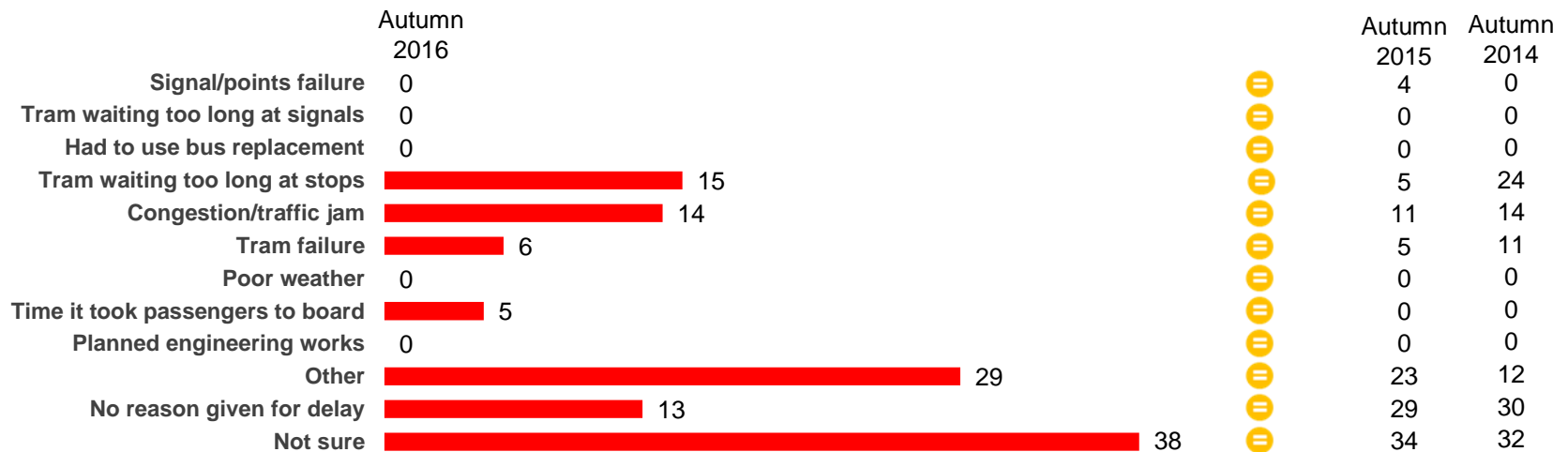
TPS: Q. Why was your journey delayed?
Base: All experiencing a delay – 33 (Caution: low base)

⬆ Statistically significant increase since 2015
= No change
⬇ Statistically significant decrease since 2015

Worry or concern at other passengers' behaviour

SUPERTRAM

% worried/concerned of other passengers' behaviour

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
All passengers	5	=	3	1	5
Male	2	=	3	0	5
Female	6	=	4	2	6
Age 16 to 34	6	=	5	1	7
Age 35 to 59	3	=	2	2	4
Age 60+	5	=	2	0	4

Types of worrying/concerning behaviour (%)

Autumn 2016

- **Feet on seats**
- **Rowdy behaviour**
- **Passengers not moving out of priority seats**
- **Loud use of mobiles**
- **Passengers playing loud music**
- **Passengers under influence of alcohol**
- **Passengers under influence of drugs**
- **Abusive or threatening behaviour**
- **Smoking**
- **Passengers not paying fares**
- **Graffiti/vandalism**

Sample size of concerned passengers too small to report upon

*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 - 274
Q. Which of the following were the reasons for [other passengers behaviour causing you concern]?
Base: All experiencing worrying/concerning behaviour – 10 (Caution: low base)

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

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TPS 2016 Sheffield

Passengers' suggested improvements

transportfocus

Passengers' suggested improvements: summary

63% of Supertram passengers in 2016 had no suggestions for improvements

…of the 37% that did, the most common service areas for improvement were:

Service area	Value
Frequency/routes	20
Punctuality	20
Real time info./updates at stop	19
Seating and capacity	19
Tram: Design/comfort/condition	15
Tram staff	7
Fares/tickets	6
Passenger behaviour	6
Journey times	6
Comment about another journey	3
Information about routes	2
Tram stop	2
Real time info./updates via online sources	2
External factors (road works, congestion etc.)	2
On-board amenities (Wi-Fi, tea/coffee etc.)	1
Disabled provision / Wheelchair provision etc.	1
Other	3

*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 - 96

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

transportfocus

Selected verbatim comments

There were no trams for fifteen minutes and then two arrived within the space of three minutes. It would have helped if passengers were told to board the next tram when busy.

Most tram stops have an electronic display board giving ETAs. Hillsborough does not. Inside the tram it would be useful to know if it is a blue/yellow tram.

Myself and a friend were on our way to the cinema and knew we needed to get off stop after Carbrook for Centretainment but it wasn't announced or up on the screen to remind us.

The electronic "next tram due" sign said two blue trams were due next but a yellow one arrives . Can these be made to update real time, reflect reality?

The electronic sign at the tram stop said it would arrive at 17:49 which meant I would have to wait some time . I actually came a bit later than usual but not this long. The sign was wrong which leads you to worry about getting home on time.

I think you should put extra trams on in the morning and evening. I'm really fed up with having to stand up every morning and evening and stood on my feet all day at work. It would be nice to sit down after and before work.

More room. Tram always crowded at this time of day.

The trams are always too hot with heaters blasting out. Even in winter too hot and summer is unbearable.

Staff noticing that it's not a social event, have more seats and more room as everyone was cramped and I hardly could get off my stop. I also think trams should arrive on time as I've been late for work a number of times

I was a long distance from tram doors on this trip but couldn't reach a halt at next stop bell without standing which being 65 and not having a good sense of balance I prefer not to. I'm not timid so I can ask another passenger if they are there but I prefer to be independent.

The electronic information board at Cathedral tram stop only had a scheduled time for the tram which disappeared before it turned up replacing the next departure information with a blue route tram.

TPS 2016 Sheffield

Opinion of trams in the local area

transportfocus

Opinion of trams in the local area: summary

	Stagecoach SUPERTRAM	Bus services in South Yorkshire (BPS)
General opinion of services in area:		
Ease of buying tickets	89 ⊜	N/A*
Punctuality	80 ⊜	60 *
Frequency	81 ⬇	66
Range of tickets available	88 ⊜	N/A*
Range of payment options available	67 *	N/A*
Ease of getting to local amenities	87 ⊜	82
Connections with other modes	90 ⊜	75
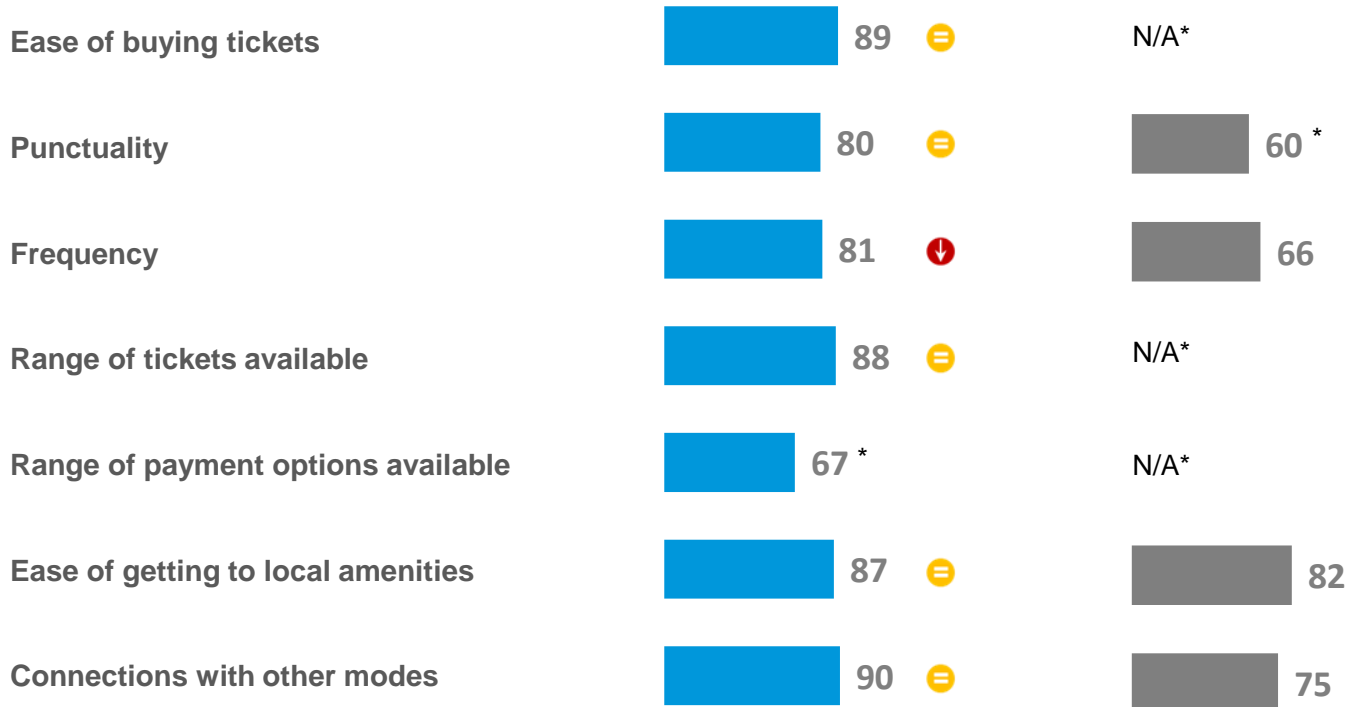
*Not asked in 2015/BPS. Punctuality refers to 'reliability' in BPS

⬆ Statistically significant increase since 2015
⊜ No change
⬇ Statistically significant decrease since 2015

transportfocus

Opinion of trams in the local area: the detail
Satisfaction with trams generally

SUPERTRAM (Stagecoach)

Total fairly/very satisfied

		Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Ease of buying ticket	54 / 34 / 7 / 4	89	=	93	91	94
Range of tickets available	42 / 46 / 10 / 2	88	=	83	73	N/A*
Frequency (how often they run)	40 / 40 / 7 / 9 / 4	81	⬇	87	84	86
Punctuality (running on time)	34 / 46 / 8 / 7 / 5	80	=	85	81	84

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

Total good/very good

		Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Connections with other modes of transport	45 / 44 / 5 / 3 / 2	90	=	90	91	90
Ease of getting to local amenities	44 / 44 / 8 / 4 / 2	87	=	89	90	91

■ Very good ■ Good ■ Neither/nor ■ Fairly poor ■ Very poor

*Not asked in 2013

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 - 264

⬆ Statistically significant increase since 2015
= No change
⬇ Statistically significant decrease since 2015

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TPS 2016 Sheffield

Appendix 1: the passenger and journey context

transportfocus

Sheffield passengers: summary

Overview of passenger demographics

Age

Autumn 2015

- ⬛ 16-34 — ⬇ 40
- ⬛ 35-59 — ⚖ 37
- ⬛ 60+ — ⚖ 21
- ⬛ Not stated — ⚖ 2

Chart values: 30, 39, 26, 4

Disability

Autumn 2015

- ⬛ Yes — ⚖ 18
- ⬛ No — ⚖ 76
- ⬛ Not stated — ⚖ 7

Chart values: 21, 71, 8

Access to private transport

Autumn 2015

- ⬛ Easy — ⚖ 35
- ⬛ Moderate — ⚖ 52
- ⬛ Limited / none — ⚖ 11
- ⬛ Not stated — ⚖ 2

Chart values: 35, 51, 11, 3
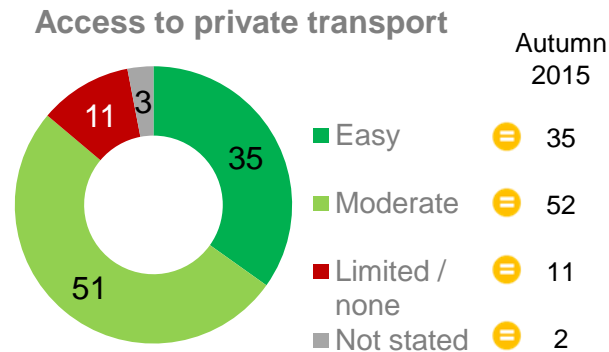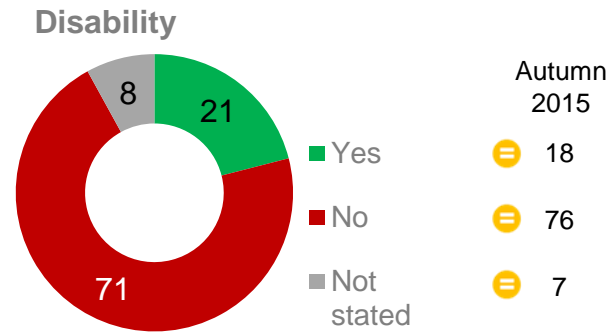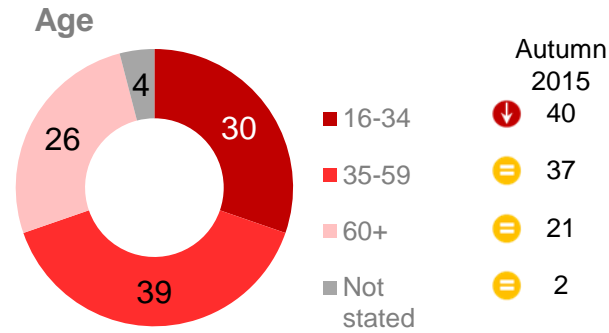
Passengers' postcodes relative to tram network

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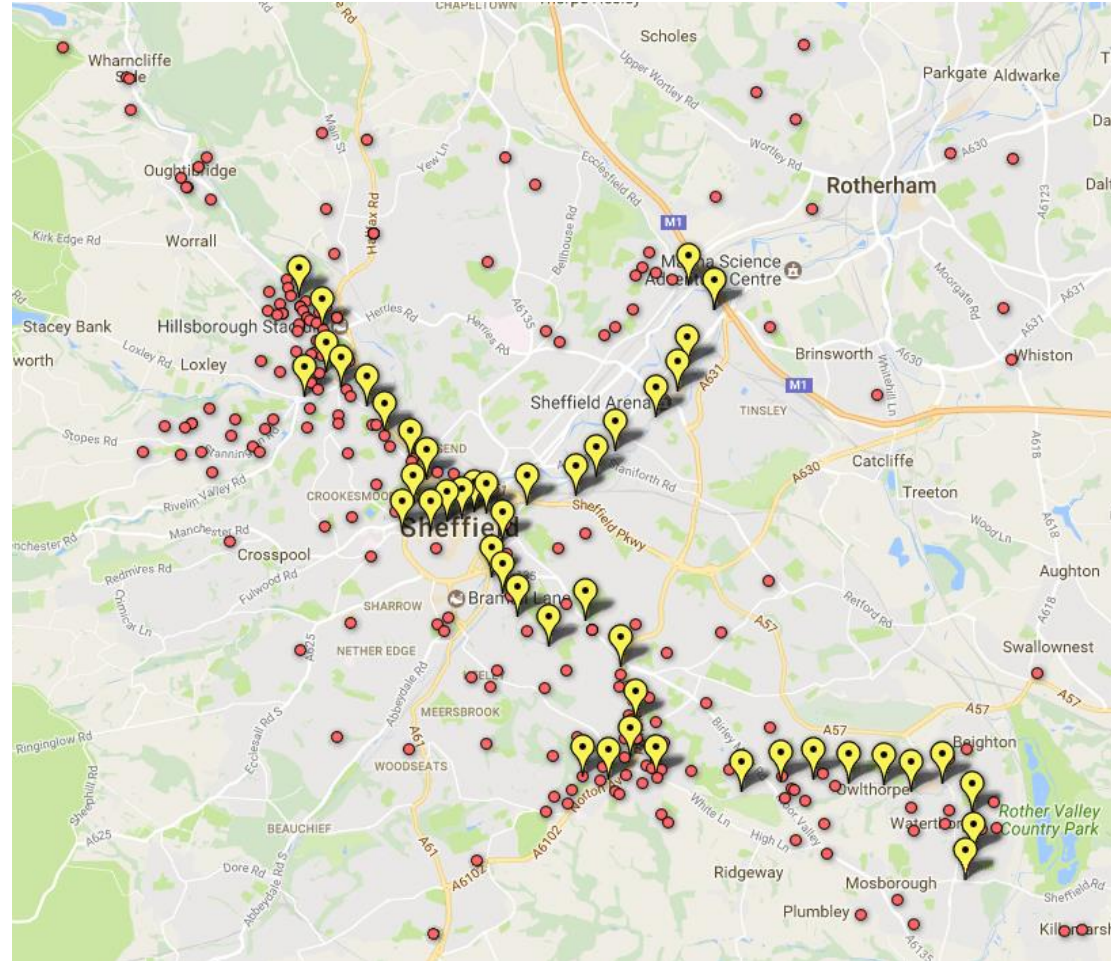
*The weighting process for 2015 was adapted to include passengers choosing not to provide their age and gender, in line with BPS. This allows their answers to not be wasted

⬆ Statistically significant increase since 2015
⚖ No change
⬇ Statistically significant decrease since 2015

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Passenger profile

	Tram				Bus			
	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Age								
16-34	30 ⬇	40	52	50	33	34	41	42
35-59	39 ＝	37	25	29	37	32	29	28
Over 60	26 ＝	21	24	21	27	31	30	30
Not stated*	4 ＝	2	N/A	N/A	3	3	0	0
Access to private transport								
Easy	35 ＝	35	45	38	18	18	21	22
Moderate	51 ＝	52	42	47	39	44	39	40
Limited/none	11 ＝	11	11	13	38	34	37	33
Not stated	3 ＝	2	3	2	4	4	3	5
Has a disability								
Yes	21 ＝	18	10	12	30	18	35	27
Ticket type								
Free pass holders	27 ＝	24	24	20	32	37	36	36
Fare-payers	73 ＝	76	76	80	66	61	64	64

Base: All passengers - 283 (Tram), 963(Bus)

*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

⬆ Statistically significant increase since 2015

＝ No change

⬇ Statistically significant decrease since 2015

Where Sheffield passengers live

SUPERTRAM
Stagecoach

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
S6, S10-S11	33	=	29	30	10
S20-S21, S25-S26	11	=	8	18	18
S9, S12-S13	16	=	14	10	10
S3-S5	4	=	7	6	21
S35-S36	10	=	9	6	10
S60-S65	5	=	5	5	3
S1-S2	6	=	7	4	17
S63-S64, S70-S75	3	=	4	2	3
Any other	12	=	16	14	5
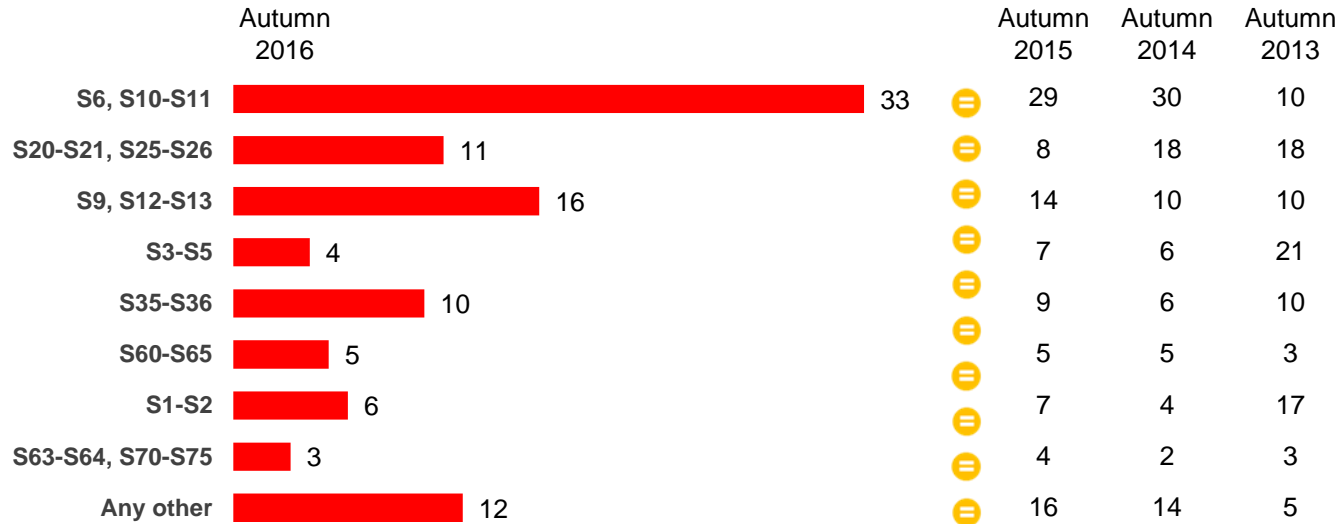
Q: What is your postcode?
Base: All giving a postcode - 261

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

transportfocus

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Sheffield journeys: summary (1)

Passenger journey details

Journey purpose

Commuting — 51 =

Business — 2 =

Leisure — 47 =
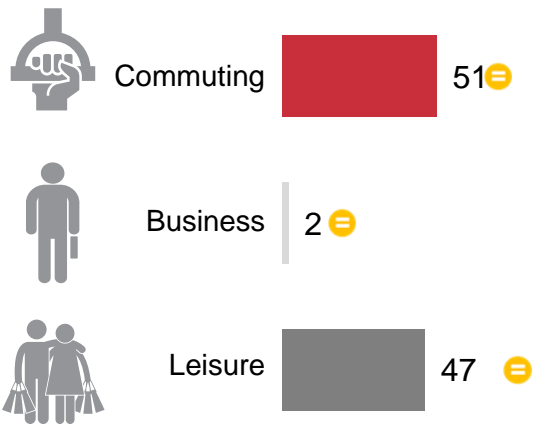
Frequency using trams in area

5+ days week — 45 =

3-4 days week — 21 =

1-2 days a week — 19 =

Once a fortnight — 4 =

Once a month — 5 =

Less often — 6 =

First time — 0 =

transportfocus
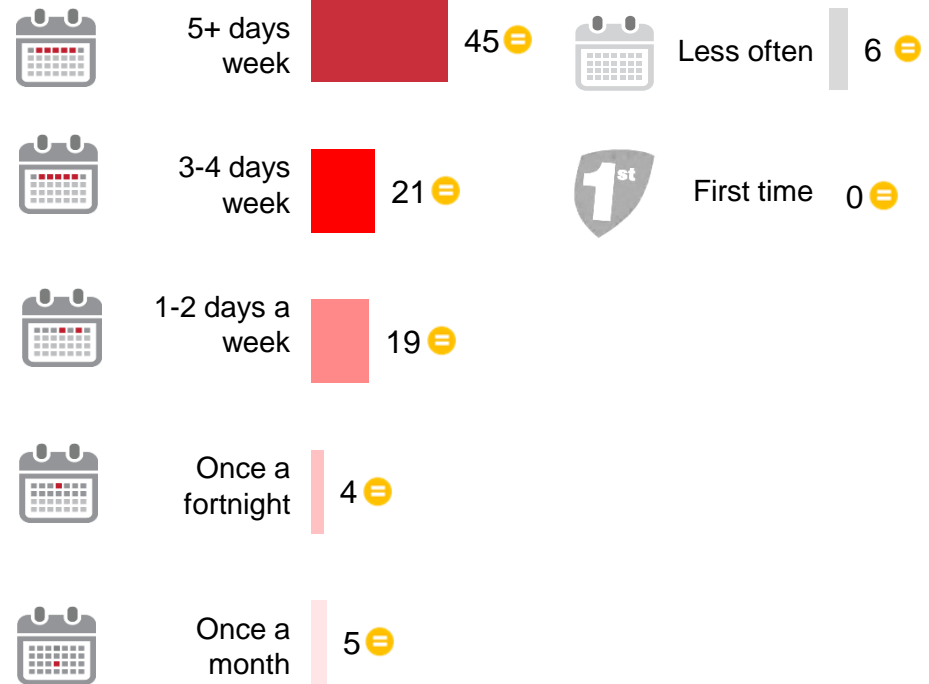
Sheffield journeys: summary (2)

Tickets used for today's journey

Free/fare payers

Fare payer 73 🟰

£0 Free pass 27 🟰

Ticket type

Single/return 10 🟰
Season 59 🟰
Other 3 🔻

Mode permitted

Tram only 39 🟰
Multi-mode 61 🟰

Purchased ticket via…

Conductor 58 🟰
Rail/bus company 10 🟰
Tram operator 18 🟰
Other 14 🟰

Ticket format

Paper 40 🔻
Photocard 14 🟰
Plastic card 44 🟢
Other 2 🟰
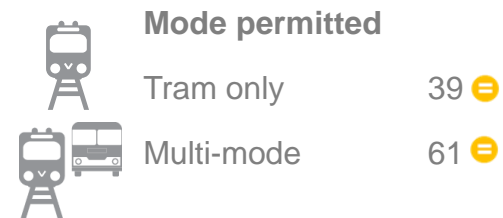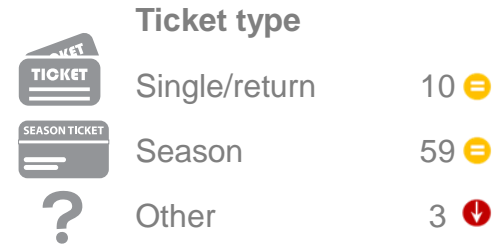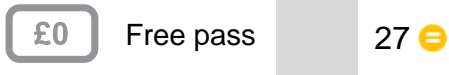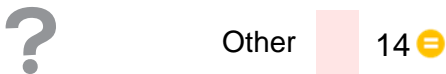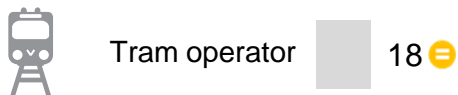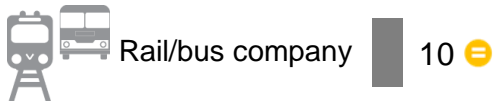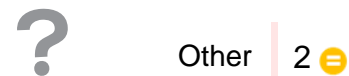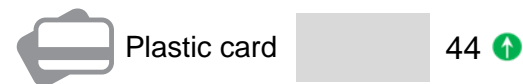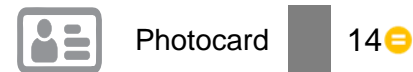
Sheffield: summary (3)

Most used tram stops: journey start

Cathedral	12	🟰
Middlewood	11	🟰
Hillsborough Interchange	9	🟰
Meadowhall Interchange	6	🟰
Castle Square	6	🟰
Sheffield Station/Sheffield Hallam University	6	🟰
Malin Bridge	5	🟰
Leppings Lane	4	🟰

Mode used to arrive at starting stop (all stops)

On foot	63	🟰
Car	17	🟰
Bus	17	🟰
Train	2	🔻
Other	1	🟰

Most used tram stops: journey destination

Cathedral	19	🔼
University of Sheffd	10	🟰
Hillsborough Interchange	9	🟰
City Hall	5	🟰
Meadowhall Interchange	4	🟰
Castle Square	4	🟰
Sheffield Station/Sheffield Hallam University	4	🟰
Middlewood	3	🟰
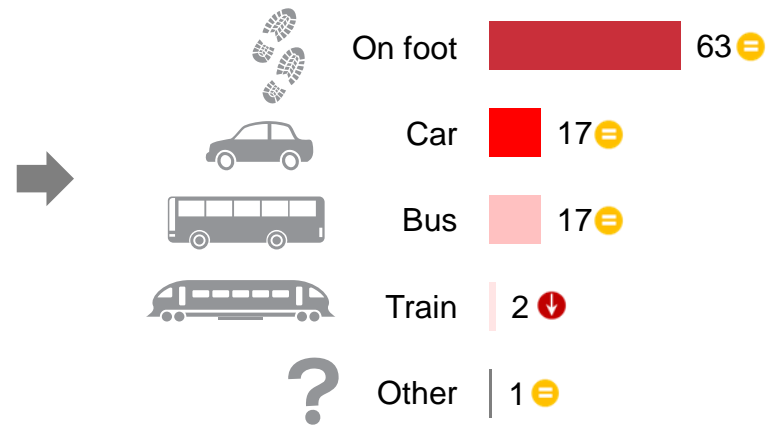
Mode used to travel on from destination stop (all stops)
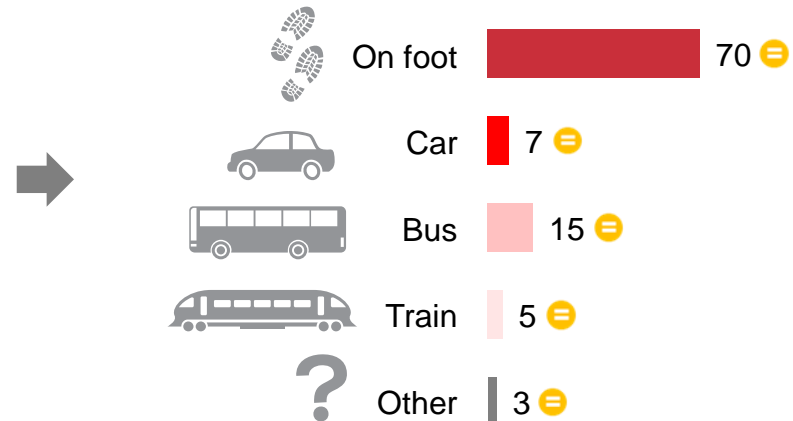
On foot	70	🟰
Car	7	🟰
Bus	15	🟰
Train	5	🟰
Other	3	🟰

🔼 Statistically significant increase since 2015
🟰 No change
🔻 Statistically significant decrease since 2015

Sheffield journeys: summary (4)

Weather on day of journey
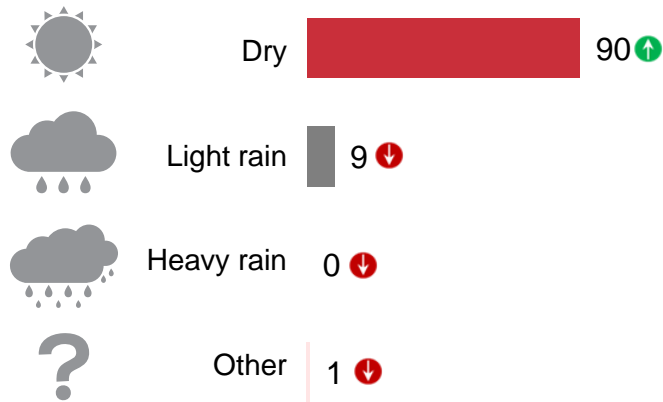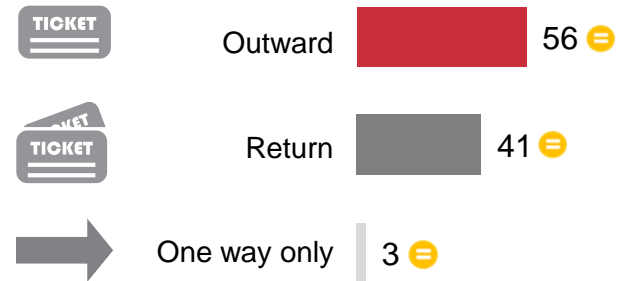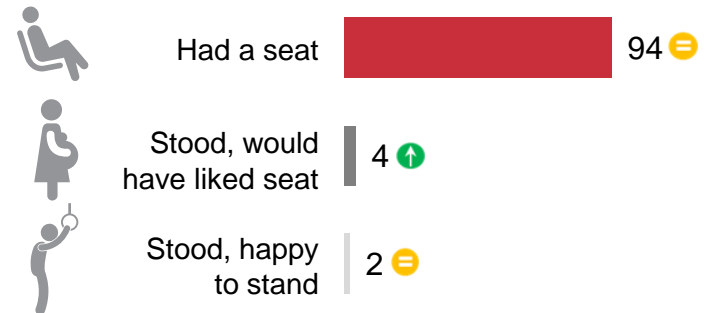
Dry 90 ⬆
Light rain 9 ⬇
Heavy rain 0 ⬇
Other 1 ⬇

Journey direction

TICKET Outward 56 ⬅➡
TICKET Return 41 ⬅➡
➡ One way only 3 ⬅➡

Sitting/standing

Had a seat 94 ⬅➡
Stood, would have liked seat 4 ⬆
Stood, happy to stand 2 ⬅➡

⬆ Statistically significant increase since 2015
⬅➡ No change
⬇ Statistically significant decrease since 2015

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Journey purpose

Stagecoach
SUPERTRAM

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Travelling to/from work	39	=	37	35	38
Travelling to/from education	12	=	10	15	10
Company business	2	=	1	1	1
Personal business	6	=	5	5	4
Health visit	1	=	2	2	2
Shopping trip	18	=	18	14	21
Visit friends or relatives	7	=	9	9	11
Leisure trip	11	=	14	14	11
Other	4	=	4	5	3
Sub-total: Commuter	51	=	47	50	48
Sub-total: Business	2	=	1	1	1
Sub-total: Leisure	47	=	53	49	51
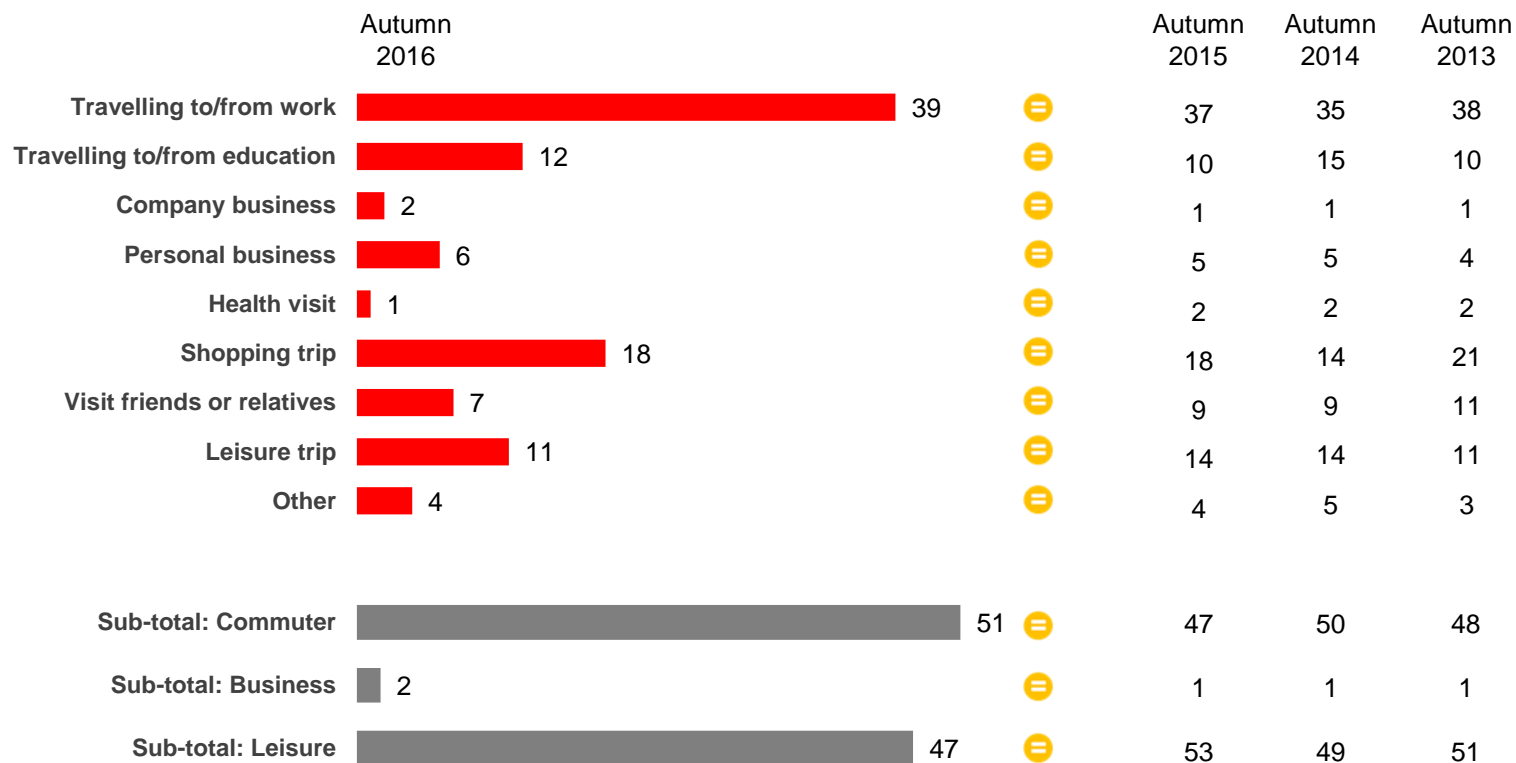
Q. What is the main purpose of your tram journey today?
Base: All passengers - 273

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

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Frequency of using Sheffield tramway

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
5 or more days a week	45	=	43	42	41
3 or 4 days a week	21	=	19	16	19
Once or twice a week	19	=	20	22	20
Once a fortnight	4	=	6	4	6
Once a month	5	=	5	4	5
Less frequently	6	=	8	10	8
This is the first time	0	=	0	2	2
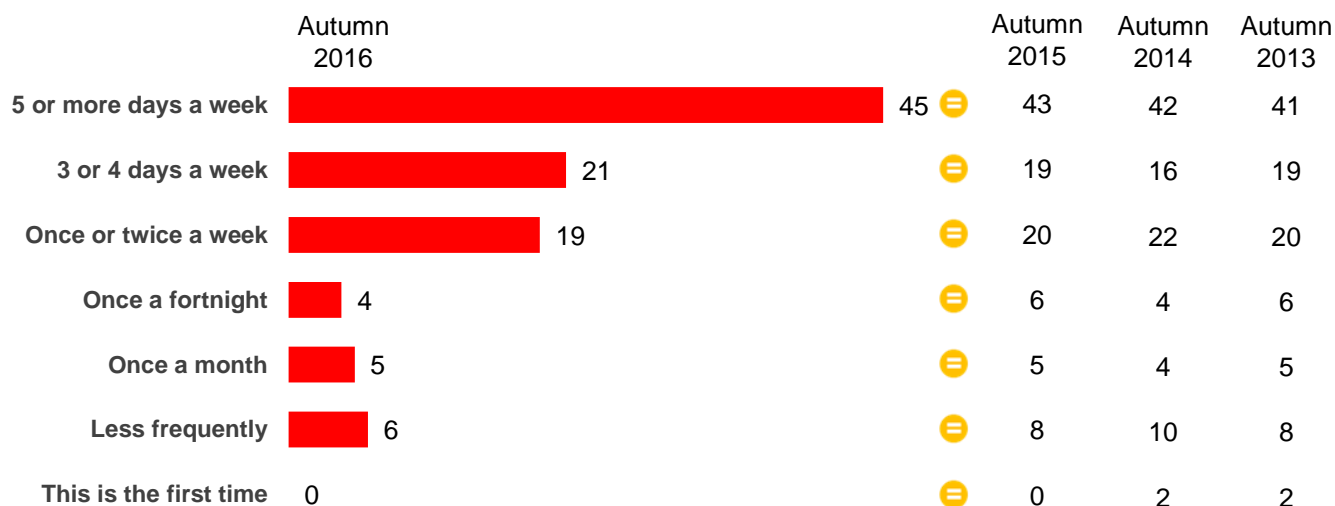
Q. How often do you typically travel by tram?
Base: All passengers - 272

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

Ticket type and modes of transport permitted

SUPERTRAM (Stagecoach)

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Sub-total: Single/return	10	=	14	19	18
Single	5	↓	11	13	13
Return	6	=	4	6	5
Sub-total: Season ticket/pass	59	=	55	50	58
Day pass	15	=	14	14	17
3 day/weekend	0	=	0	0	0
5 days/1 week	22	=	21	18	22
10 days/2 weeks	0	=	0	0	0
4 weeks/1 month	18	=	14	13	11
Quarterly/3 months	0	=	2	0	1
1 year	4	=	3	1	3
Other time period	1	=	0	0	0
Free pass/journey	27	=	24	24	20
Other ticket type	3	↓	7	6	5

Donut chart values: 39, 1, 48, 12
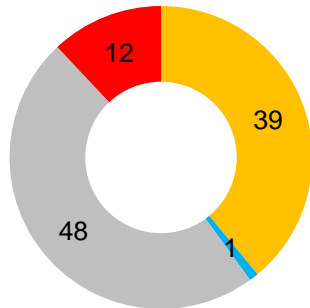
			Autumn 2015	Autumn 2014	Autumn 2013
■ Tram only		=	45	34	28
■ Train and tram		=	0	2	2
■ Bus and tram		=	43	53	48
■ Train, bus and tram		=	12	11	23

Q. What type of ticket/pass did you use for this tram journey today?
Base: All passengers - 279
Q. What modes of transport does your ticket allow you to travel on?
Base: All passengers - 274

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

Method of buying ticket and ticket format

SUPERTRAM (Stagecoach)

	Autumn 2016			Autumn 2015	Autumn 2014	Autumn 2013
Ticket machine at stop	N/A*			N/A*	N/A*	N/A*
Conductor that day	58	=		61	61	66
Travel shop	6	=		7	10	9
Direct from the tram company	18	=		15	16	10
Rail/bus company	10	=		5	8	4
Local shop or post office	0	=		1	0	0
Direct debit through work/college	0	=		1	0	1
Other	7	=		10	5	7

Donut chart values: Paper ticket/pass 40, Photocard pass 14, Plastic card 44, Other format 2
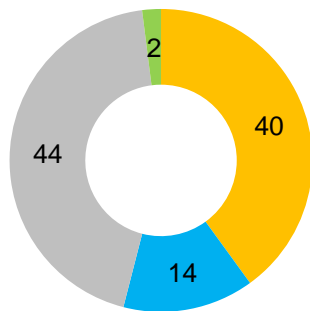
			Autumn 2015	Autumn 2014	Autumn 2013
Paper ticket/pass		=	60	56	70
Photocard pass		=	12	15	12
Plastic card		↑	27	23	14
Ticket on mobile		=	0	0	0
Other format		=	1	6	4

Not asked for Sheffield Supertram
Q. How did you buy that ticket or pass?
Base: All fare paying passengers – 165

Q. In what format was your ticket?
Base: All passengers - 271

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

Sheffield stops used by passengers surveyed

56 per cent of passengers were on an outward journey, 41 per cent on a return and 3 per cent on a one-way trip (2015: 48 per cent, 48 per cent and 4 per cent respectively)

89 per cent had a seat for their whole journey, while 4 per cent said they had to stand but would have liked to have a seat (2015: 92 per cent and 1 per cent)

Boarding	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
• Cathedral	12	=	7	9	9
• Middlewood	11	=	8	7	14
• Hillsborough Interchange	9	=	7	5	5
• Meadowhall Interchange	6	=	11	12	13
• Castle Square	6	=	5	3	4
• Sheff. Station/Sheff. Hallam Uni	6	=	6	3	3
• Malin Bridge	5	=	3	8	5
• Leppings Lane	4	=	3	2	3
• Halfway	3	=	3	9	3
• Crystal Peaks	3	=	2	2	1

Alighting	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
• Cathedral	19	↑	11	20	13
• University of Sheffield	10	=	9	10	9
• Hillsborough Interchange	9	=	8	3	5
• City Hall	5	=	5	6	3
• Meadowhall Interchange	4	=	8	6	9
• Castle Square	4	=	7	5	5
• Sheff. Station/Sheff. Hallam Uni.	4	=	3	10	7
• Middlewood	3	=	4	3	4
• Fitzalan Square/Ponds Forge	3	=	6	3	5
• Valley Centertainment	3	=	2	2	3

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 - 283

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

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How got to and from the tram stop

Stagecoach
SUPERTRAM

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
On foot	63 / 70	= / =	62 / 70	60 / 73	68 / 74
Cycled	0 / 0	= / =	0 / 0	0 / 0	0 / 0
Car - dropped off/picked up	4 / 1	= / ↓	4 / 4	4 / 2	6 / 3
Car - park and ride	9 / 2	= / =	6 / 3	7 / 2	5 / 4
Car - parked elsewhere	5 / 4	= / =	2 / 2	8 / 2	3 / 1
Bus/coach	17 / 15	= / =	17 / 15	17 / 16	15 / 13
Train	2 / 5	↓ / =	8 / 5	3 / 4	3 / 4
Tram	4 / 3	= / =	3 / 2	1 / 1	2 / 3
Other	0 / 0	= / =	0 / 3	0 / 2	1 / 1

■ Got to tram stop ■ Left tram stop
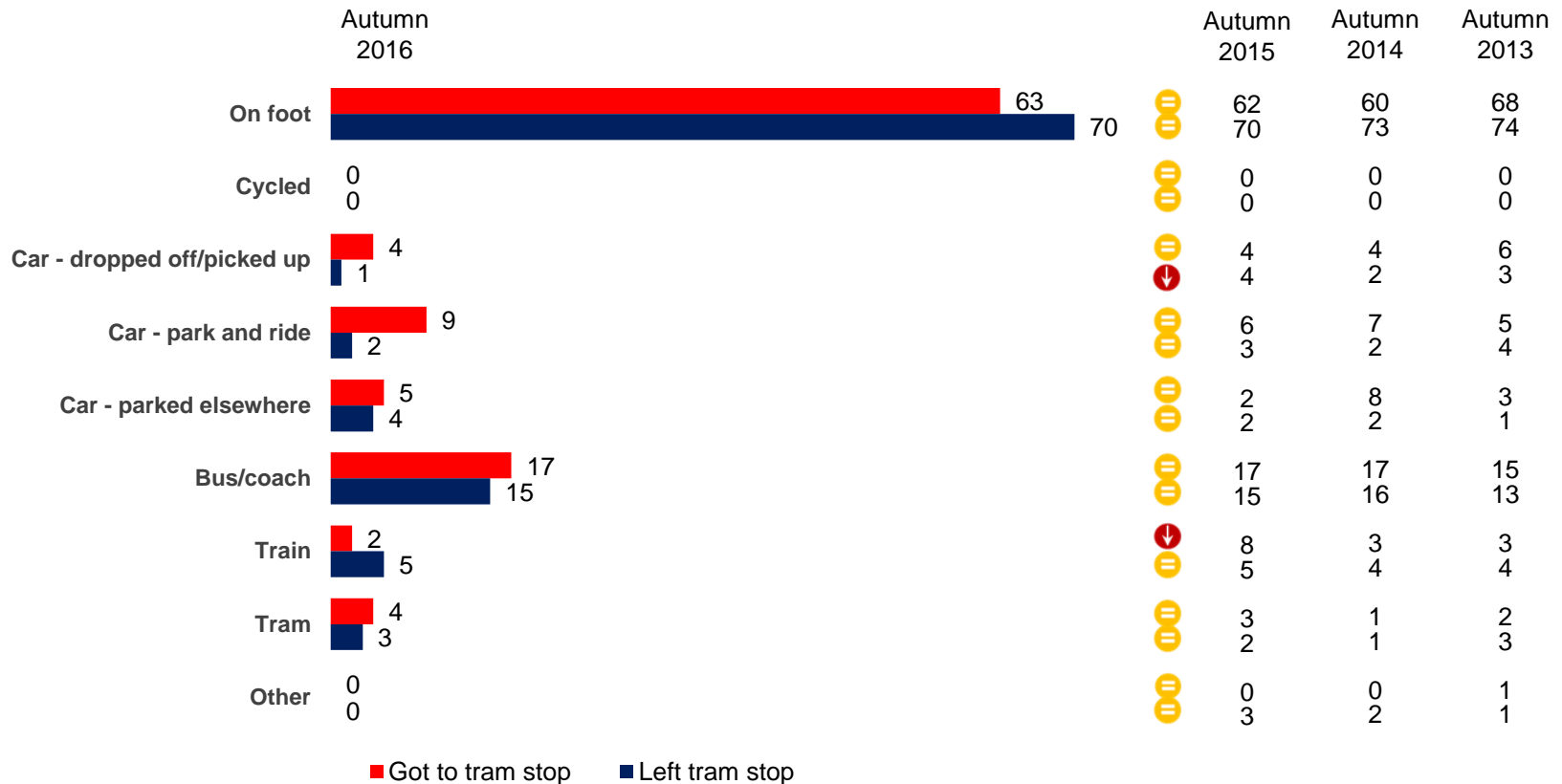
Q: How did you get to/from the tram stop where you boarded/left the tram today?
Base: All passengers - 274

⬆ Statistically significant increase since 2015
= No change
⬇ Statistically significant decrease since 2015

Weather conditions when journey made
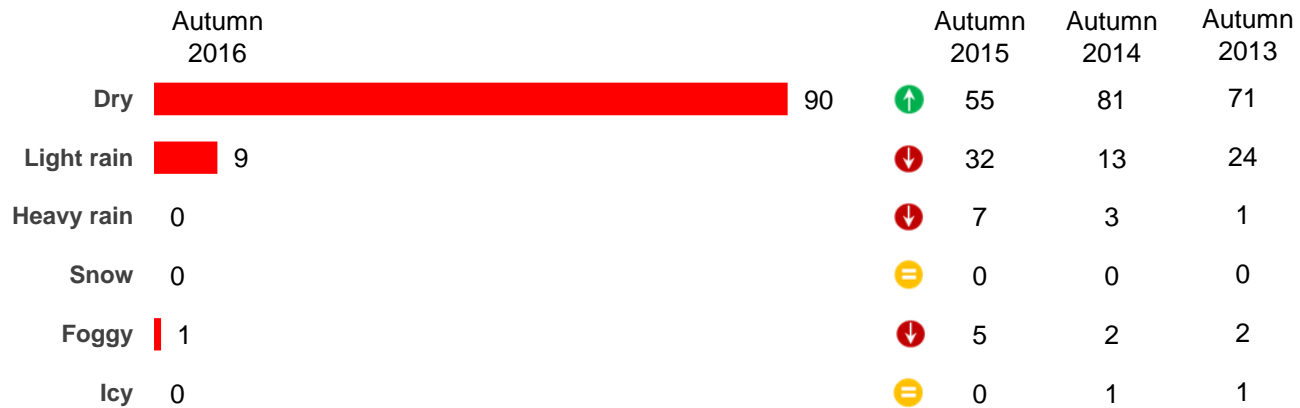
SUPERTRAM

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Dry	90	⬆	55	81	71
Light rain	9	⬇	32	13	24
Heavy rain	0	⬇	7	3	1
Snow	0	⬌	0	0	0
Foggy	1	⬇	5	2	2
Icy	0	⬌	0	1	1

Q. What was the weather like when you made your journey?
Base: All passengers - 273

⬆ Statistically significant increase since 2015
⬌ No change
⬇ Statistically significant decrease since 2015

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Reasons for choosing the tram*

Stagecoach SUPERTRAM

	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Best way to get where I am going	50	37	37	34
More convenient than the car (e.g. parking)	33	17	21	20
Quicker than other transport	27	16	13	10
Didn't have the option of travelling by other means	17	16	11	16
Cheaper than the car	12	3	5	5
Tram more comfortable than other transport	21	6	8	8
Cheaper than other transport	4	1	2	2
For the experience of riding the tram	5	0	1	N/A**
Other	4	2	2	6

*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 - 269

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

Factors preventing more journeys being made

SUPERTRAM
Stagecoach

	Autumn 2016		Autumn 2015	Autumn 2014	Autumn 2013
Places reachable	54	⊜	48	42	53
Frequency of trams	12	⊜	9	10	10
Reliability of trams	8	⊜	7	8	12
Cost of using trams	10	⊜	13	20	21
Understanding the fares	2	⊜	3	6	2
Understanding ticket machines	1	⊜	1	1	1
Journey times	11	⊜	10	11	11
Comfort of trams	4	⊜	3	8	4
Level of crowding	35	⊜	27	32	44
Concern for personal safety	3	⊜	2	1	5
Tram network improvement works	26	⬇	44	36	N/A*

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 - 196

⬆ Statistically significant increase since 2015
⊜ No change
⬇ Statistically significant decrease since 2015

TPS 2016 Sheffield

Appendix 2: Further detail on survey background and method

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Methodology – fieldwork

Sheffield Supertram (TPS)

Fieldwork: 26 September to 4 December 2016 (with a gap for half term from 24 to 30 October)

Interviewer shifts: covered all days of the week and ran from 6am to 10pm. Each interviewer worked a three-hour shift; four hour shifts were conducted in a few cases.

Method: Choice of paper or online self-completion questionnaire

Sample size: 283 interviews (234 paper and 49 online)

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

Bus (BPS) data for South Yorkshire PTE 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: 1658 interviews

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

The full details of the weighting matrix can be found in the TPS Autumn 2015 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.

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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	• Sufficient room for all the passengers to sit/stand • The comfort of the seats • The amount of personal space you had around you • Provision of grab rails to hold on to when standing/moving about the tram • The temperature inside the tram
2 Tram stop condition	• Its general condition/standard of maintenance • Its freedom from graffiti/vandalism • Its freedom from litter
3 Boarding the tram	• The ease of getting on to and off of the tram • The length of time it took to board the tram
4 Timeliness	• The length of time you had to wait for the tram • The punctuality of the tram
5 Access to the tram stop	• Its distance from your journey start e.g. home, shops • The convenience/accessibility of its location
6 Personal safety throughout journey	• Behaviour of fellow passengers waiting at the stop • Your personal safety whilst at the tram stop • Your personal security whilst on the tram
7 Cleanliness and condition of the tram	• The cleanliness and condition of the outside of the tram • The cleanliness and condition of the inside of the tram
8 Smoothness/speed of tram	• The amount of time the journey took • Smoothness/freedom from jolting during the journey
9 Information throughout journey	• The information provided at the tram stop • Route/destination information on the outside of the tram • The information provided inside the tram
10 Value for money	• How satisfied were you with the value for money of your tram journey?

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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 Sheffield tramway route map
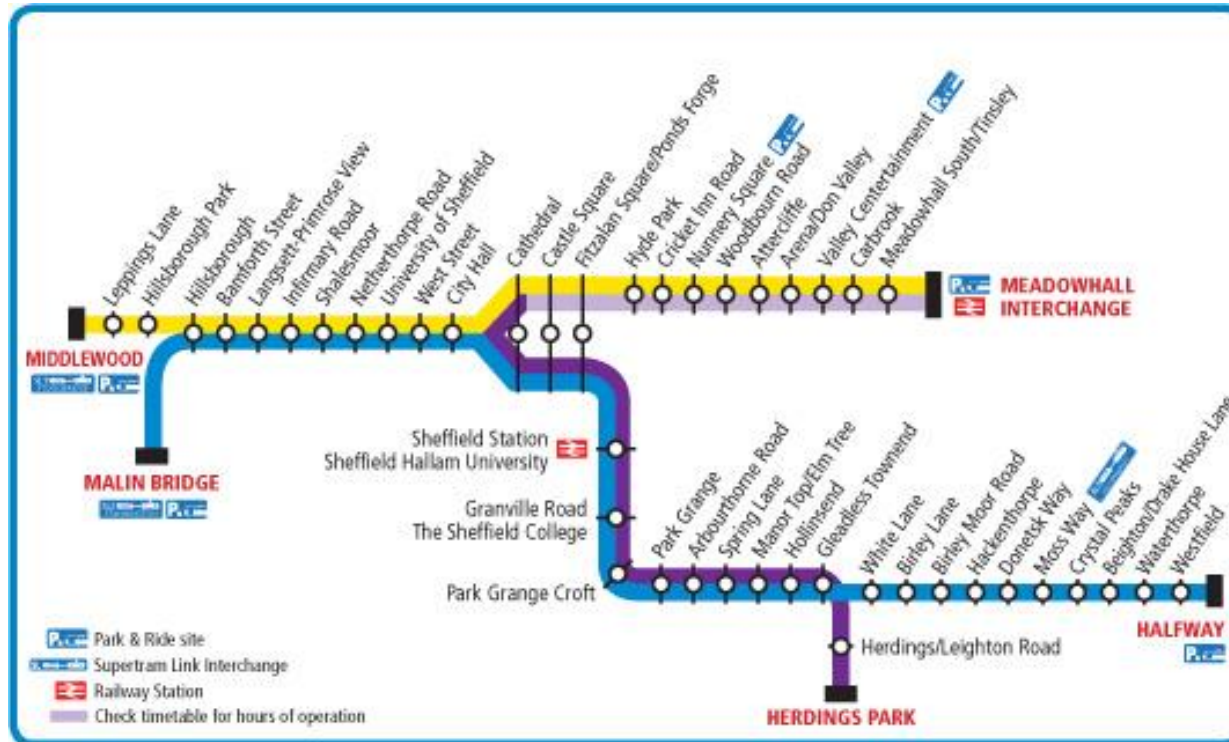
TPS 2016 Sheffield

Appendix 3: Questionnaire

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DATE (DD/MM/YY)
Sep-Nov 2016
1 6

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 Supertram.

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 Supertram

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

`1 7 : 2 5`

Q3a What type of ticket or pass did you use for this journey on Supertram?

Season Ticket/Megarider/Dayrider/Unirider/TravelMaster
- 1 day.............................□
- 3 day/weekend.............................□
- 5 days/1 week.............................□
- 10 days/2 weeks.............................□
- 4 weeks/1 month.............................□
- Quarterly/3 months.............................□
- 1 year.............................□
- Other time period (please write in)

Single/return ticket
- Single ticket.............................□
- Return ticket.............................□

A free pass or free journey
- Elderly person's pass.............................□
- Disabled person's pass.............................□
- Student free travel pass.............................□
- Complimentary/free ticket.............................□

Other ticket
- Park and Ride.............................□
- Family/Group ticket.............................□
- Other.............................□

Q3b What modes of transport does your ticket allow you to travel on?
- Supertram only.............................□
- Train and Supertram.............................□
- Bus and Supertram.............................□
- Train, Bus and Supertram.............................□

For office use only:
MA

§5105001C¬

Your opinion counts! ☑
transportfocus

1

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 Stagecoach Supertram (website/phone).............................□
- Travel shop.............................□
- Rail/bus company.............................□
- From a local shop or post office.............................□
- You had a free pass.............................□
- Direct debit through work/college.............................□
- Other.............................□

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 Supertram 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 Supertram 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)

2

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 Supertram

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....	☐	☐	☐	☐	☐	☐
The convenience/accessibility of its location.................	☐	☐	☐	☐	☐	☐
Its general condition/standard of maintenance..............	☐	☐	☐	☐	☐	☐
Its freedom from graffiti/vandalism..............................	☐	☐	☐	☐	☐	☐
Its freedom from litter...	☐	☐	☐	☐	☐	☐
Behaviour of fellow passengers waiting at the stop.......	☐	☐	☐	☐	☐	☐
The information provided at the tram stop.....................	☐	☐	☐	☐	☐	☐
Your personal safety whilst at the tram stop................	☐	☐	☐	☐	☐	☐

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
Leaflet/paper timetable............................... ☐
Online tram times.. ☐
Live tram locator/timings
(e.g. via mobile app/web)........................ ☐
Disruption updates
(e.g. on Twitter/Facebook)....................... ☐
Telephoned for information........................... ☐
Other... ☐

At the tram stop
Electronic display at the stop...................... ☐
Information posters at the stop..................... ☐
Online tram times.. ☐
Live tram locator/timings
(e.g. via mobile app/web)........................ ☐
Disruption updates
(e.g. on Twitter/Facebook)....................... ☐
Telephoned for information........................... ☐
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	Didn't have time... ☐
frequently on this route........................... ☐	Did not matter to me when the tram
Already knew arrival times........................... ☐	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.. ☐	No... ☐

Q19 How satisfied were you with each of the following?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
The length of time you had to wait for the tram.................	☐	☐	☐	☐	☐	☐
The punctuality of the tram...	☐	☐	☐	☐	☐	☐

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......	☐	☐	☐	☐	☐	☐
The cleanliness & condition of the outside of the tram..........	☐	☐	☐	☐	☐	☐
The ease of getting onto and off of the tram........................	☐	☐	☐	☐	☐	☐
The length of time it took to board the tram.........................	☐	☐	☐	☐	☐	☐

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.....	☐	☐	☐	☐	☐	☐
The information provided inside the tram...........................	☐	☐	☐	☐	☐	☐
Sufficient room for all the passengers to sit/stand............	☐	☐	☐	☐	☐	☐
The comfort of the seats...	☐	☐	☐	☐	☐	☐
The amount of personal space you had around you..........	☐	☐	☐	☐	☐	☐
Provision of grab rails to hold on to when standing/ moving about the tram..	☐	☐	☐	☐	☐	☐
The temperature inside the tram......................................	☐	☐	☐	☐	☐	☐
Your personal security whilst on the tram.........................	☐	☐	☐	☐	☐	☐
The amount of time the journey took................................	☐	☐	☐	☐	☐	☐
Smoothness/freedom from jolting during the journey.........	☐	☐	☐	☐	☐	☐

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

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

Q24a Was your journey on Supertram today delayed at all?

Yes.................................☐   No.................................☐

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

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

Q25 It 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.....................	☐	☐	☐
Audio announcements e.g. saying the next tram stop.....	☐	☐	☐
An electronic display e.g. showing the next tram stop.....	☐	☐	☐
Information about tickets/fares..............................	☐	☐	☐
A timetable..	☐	☐	☐
Details of how to contact the tram company, for example, to make a complaint or find out information....................	☐	☐	☐

Q27 Thinking about any Supertram 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........................	☐	☐	☐	☐	☐	☐
Any greeting/welcome you got from the staff........	☐	☐	☐	☐	☐	☐
The helpfulness and attitude of the staff............	☐	☐	☐	☐	☐	☐
The safety of the driving (i.e. appropriateness of speed, driver concentrating).......................	☐	☐	☐	☐	☐	☐

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 Supertram today?

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

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

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

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

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

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

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)*

1	2	3	4	5	6	7
☐	☐	☐	☐	☐	☐	☐

Do NOT trust them at all ←——————————————→ TRUST them a GREAT deal
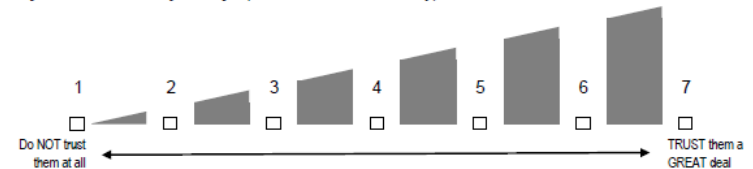
6 Your opinion of Supertram generally

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

Q33a How would you rate Supertram 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)................	☐	☐	☐	☐	☐
Connection with other forms of public transport (e.g. trains/buses)....................	☐	☐	☐	☐	☐

Q33b And how satisfied are you overall with Supertram 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........................	☐	☐	☐	☐	☐	☐
Punctuality (running on time).....................	☐	☐	☐	☐	☐	☐
Frequency (how often the trams run).............	☐	☐	☐	☐	☐	☐
Range of tickets available........................	☐	☐	☐	☐	☐	☐
Range of payment options available.............	☐	☐	☐	☐	☐	☐

Q34 If you needed information about your local tram services, e.g. times, fares, where would you obtain that information? *(Please tick all that apply)*

Phone: Stagecoach Supertram..............☐	Smartphone app............................☐
Phone: Travel South Yorkshire..............☐	From a Park and Ride kiosk...............☐
Internet: Stagecoach Supertram website....☐	Ask friend/relative.........................☐
Internet: Travel South Yorkshire website....☐	Ask tram staff.............................☐
Internet: Other travel website................☐	Other.....................................☐
Information at tram stops.....................☐	Not sure..................................☐

Q35 How often do you typically travel on Supertram?
(Please tick the closest to your frequency of tram use)

5 or more days a week	☐	Once a month	☐
3 or 4 days a week	☐	Less frequently	☐
Once or twice a week	☐	This is the first time I have	
Once a fortnight	☐	used Supertram	☐

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

Much better than usual	☐	A little worse than usual	☐
A little better than usual	☐	Much worse than usual	☐
About the same as usual	☐		

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	☐	How long journeys take	
The frequency of trams in the area	☐	when going by tram	☐
The reliability of the trams	☐	The comfort of the trams	☐
The cost of using the tram	☐	The level of crowding on the trams	☐
Understanding the fares	☐	A concern for your personal	
Understanding the ticket machines	☐	safety on tram	☐
		Tram network improvement works	☐

7 About you

QA Are you…?

Male	☐	Female	☐
Prefer another term	☐		

QB In which age group are you?

16-18	☐	55-59	☐
19-21	☐	60-64	☐
22-25	☐	65-69	☐
26-34	☐	70-79	☐
35-44	☐	80+	☐
45-54	☐		

QC Which of the following best describes your ethnic background?

White	☐	Black, African/Caribbean or Black British	☐
Mixed/multiple ethnic groups	☐	Chinese	☐
Asian or Asian British	☐	Arab	☐
Other ethnic group	☐		

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

You have a car available and don't mind driving	☐	You have a car available but prefer not to drive	☐
You don't have a car available	☐		

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

All or most of the time	☐	You don't have anybody you can ask	☐
Some of the time	☐	Not applicable	☐

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:

☐ ☐ ☐ ☐   ☐ ☐ ☐   Live outside the UK ☐

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-TGYY)
12-20 Baron Street
Angel, London N1 9LL

bdrc continental

transportfocus

Tram Passenger Survey (TPS) Sheffield

Autumn 2016 results

Robert Pain
Tel: 0300 123 0835 Email: robert.pain@transportfocus.org.uk

Insight Team, Transport Focus, Fleetbank House, 2-6 Salisbury Square, London, EC4Y 8JX
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