



Tram Passenger Survey (TPS) – All networks

Autumn 2018 results (re-issued)

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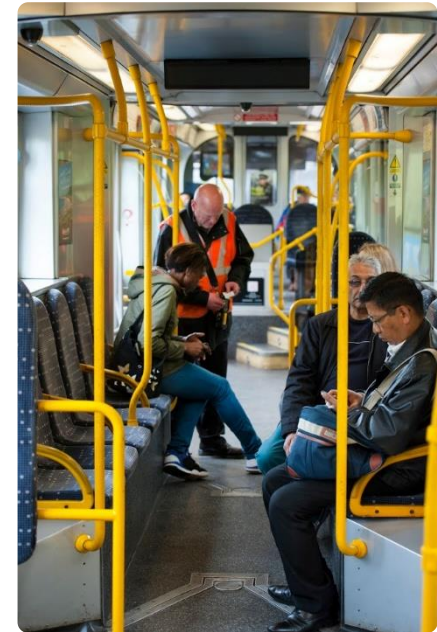
Tram Passenger Survey (TPS) – All networks

Context to the survey

Background to the 2018 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 2018 TPS covered tram services in Manchester, Birmingham, Blackpool, and Sheffield. Edinburgh Trams was covered in 2014-2016, whilst Nottingham was included in 2013-2017.



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 **7 September and 8 December 2018**

4,864 surveys were completed across the four networks

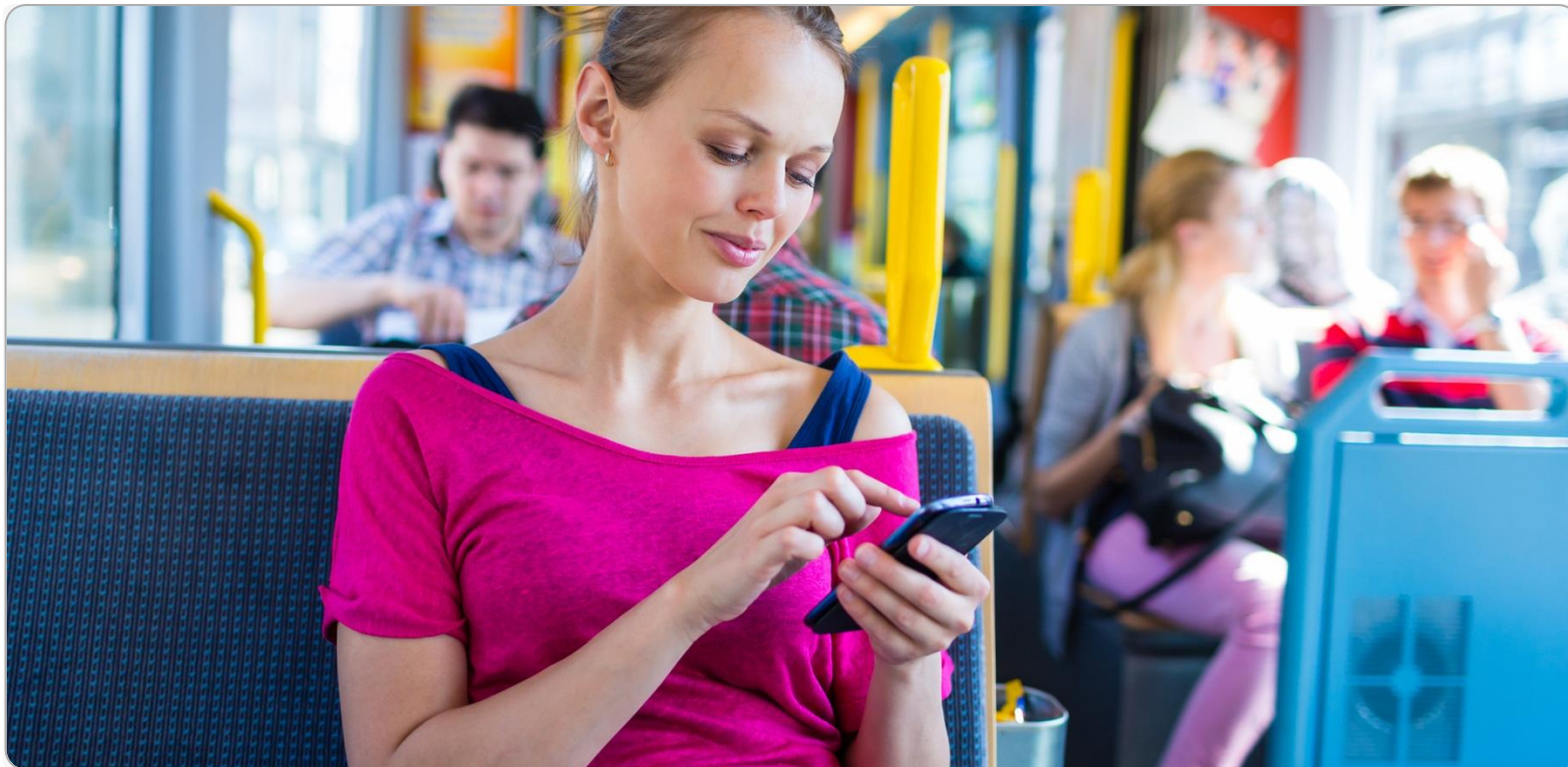
For further details of the survey method, see Appendix

The networks in context

	The Network	Passenger Journeys	Ticket Purchasing	Information at stops	Frequency	Engineering disruptions/other notes
	1 line 38 stops 11 miles	5.2* million	<div>✗ TVMs at stops</div> <div>✓ Conductors onboard</div>	<div>✓ Info boards at stops (TTs, fares)</div> <div>✗ Passenger Info Displays</div>	Mon-Sat: every 15-30 mins Sun: 15-30 mins	<ul style="list-style-type: none"> Blackpool illuminations 30 Aug to 3 Nov 2018 Heritage trams operate bank holidays, weekends and summer; not covered in this research No significant issues affected fieldwork
	7 lines 93 stops 57 miles	42.8** million	<div>✓ TVMs at stops</div> <div>✗ Conductors onboard</div>	<div>✓ Info boards all stops (TTs, fares)</div> <div>✓ Passenger Info Displays (Not all stops on Bury and Altrincham lines)</div>	Mon-Sat: every 6-12 mins Sun: 12-15 mins	<ul style="list-style-type: none"> Airport line opened late 2014, covered in 2015 Exchange Square and link with Victoria opened in December 2015 Increasing use of double carriage trams Second City Crossing opened in February 2017 enabling quicker journeys across the city A tram collision on the 10th November 2017 affected two shifts which were rescheduled due to no trams running
	4 lines 50 stops 22 miles	12.3* million	<div>✗ TVMs at stops</div> <div>✓ Conductors onboard</div>	<div>✓ Info boards at stops (TTs, fares)</div> <div>✗ Passenger Info Displays</div>	Mon-Sat: every 5-20 mins Sun: 10-20 mins	<ul style="list-style-type: none"> New Train Tram extension to the Network opened late-Oct 2018 including two new stops. Some shifts were held back so they could be completed on the new line in November 2018 Additional consultation (not part of this research) was held on the network which coincided with this fieldwork period (Sep – Oct 2018)
	1 line 26 stops 13 miles	5.7* million	<div>✓ TVMs at stops</div> <div>✓ Conductors onboard</div>	<div>✓ Info boards at some stops (TTs, fares)</div> <div>✓ Passenger Info Displays</div>	Mon-Sat: every 6-15 mins Sun: 15 mins	<ul style="list-style-type: none"> Network extension to Grand Central (New Street Station) opened on 30 May 2016 and was included in the TPS 2016 Network improvement works meant that two tram stops at the Wolverhampton end of the route were closed for the duration of fieldwork in 2017 (Wolverhampton St George's and The Royal)

*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2017/18

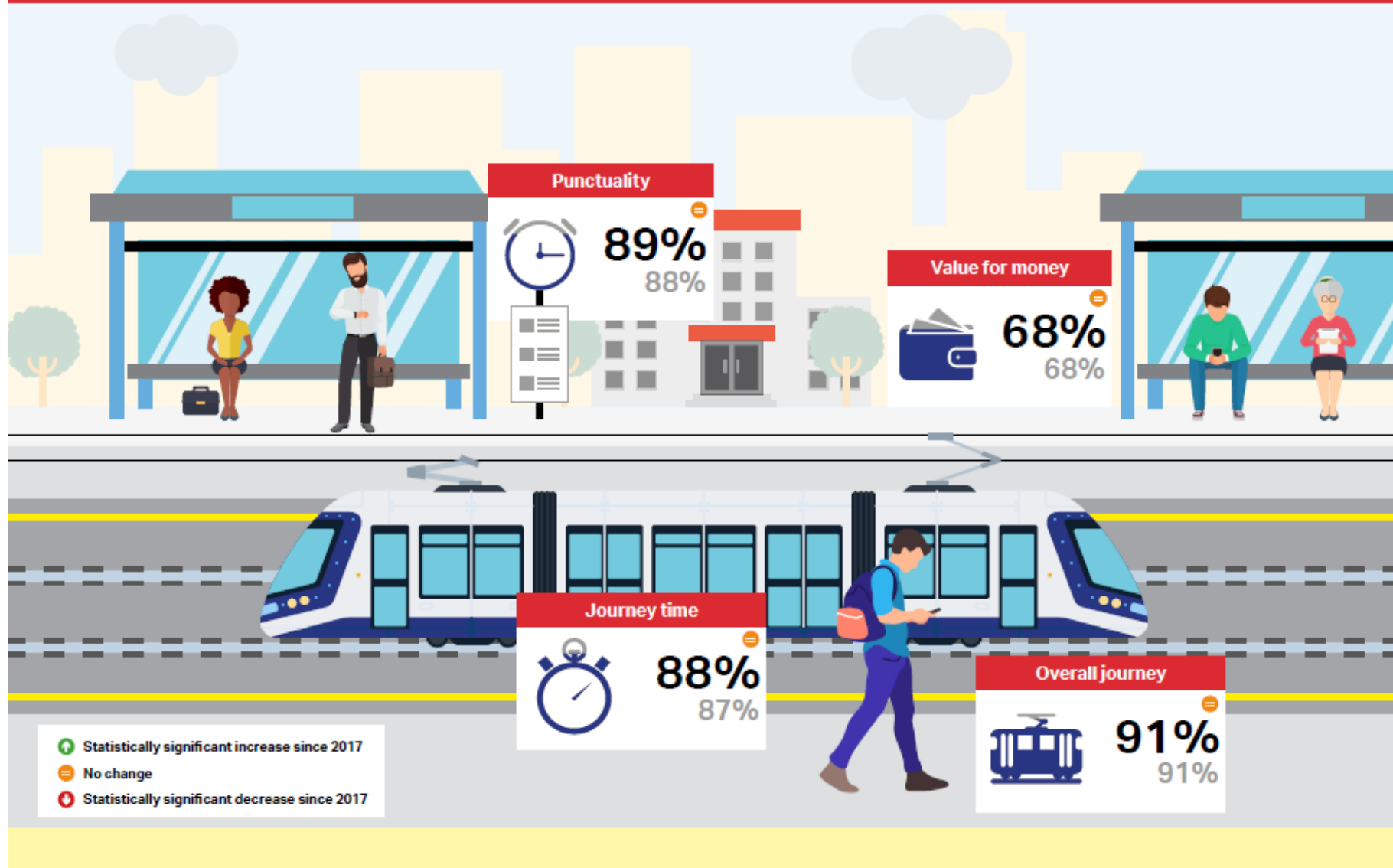
**Source: Direct from operator



Tram Passenger Survey (TPS) – All networks

Key findings

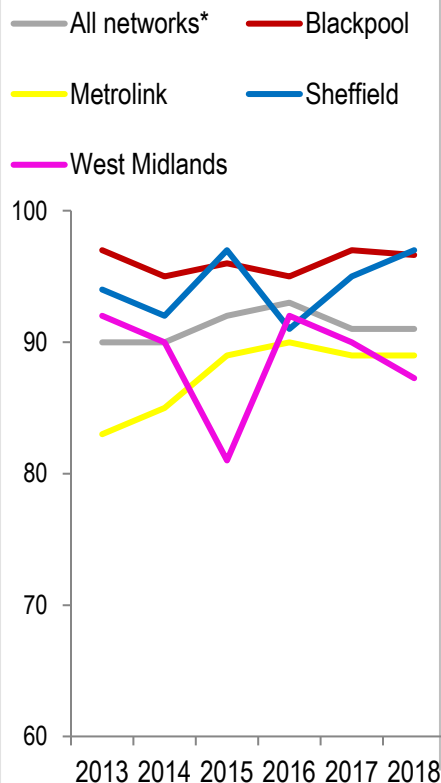
Key performance measures for all networks 2018



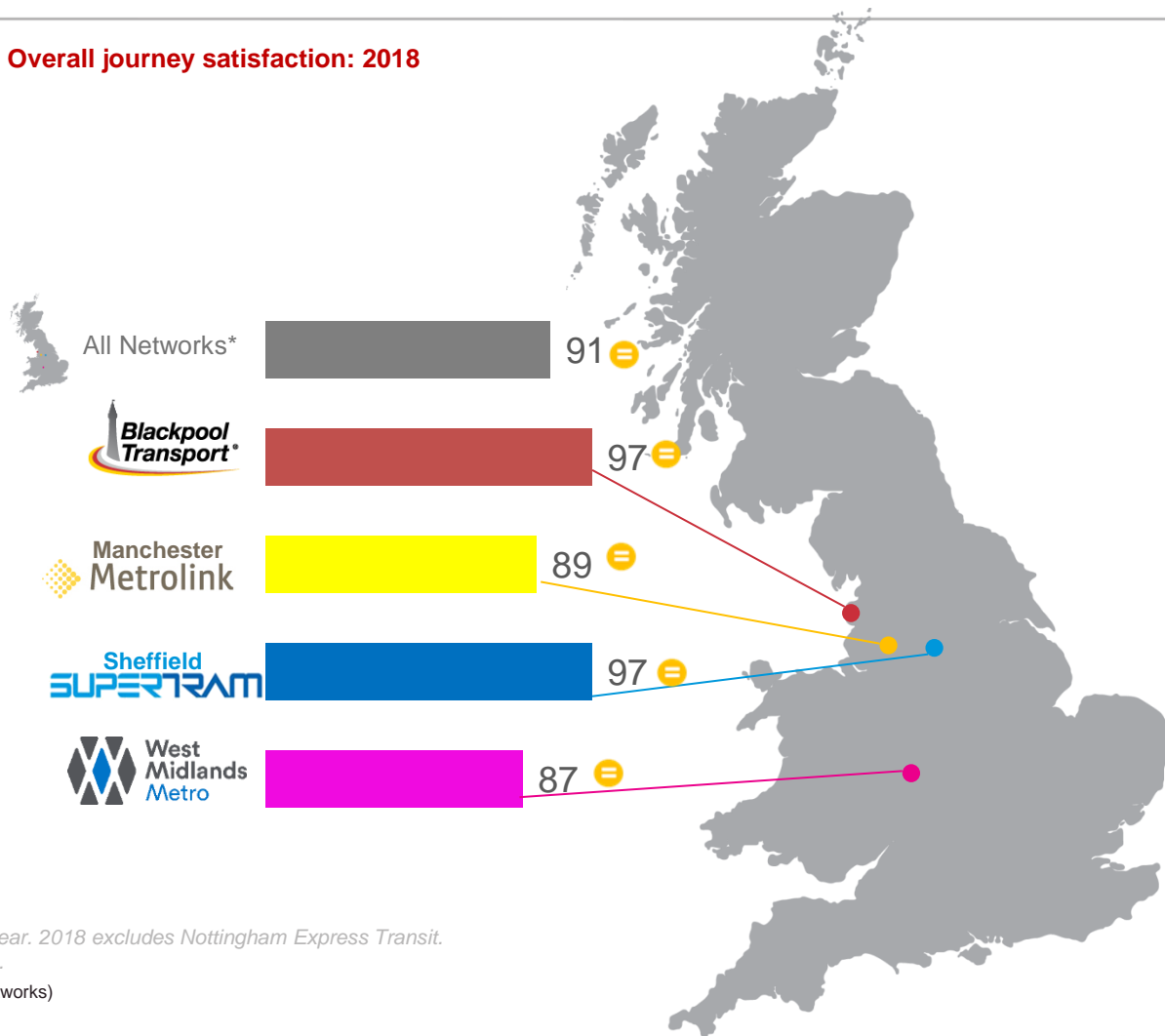
Figures shown are total very or fairly satisfied.
Last year's figure is shown in grey.

Passenger experience: a snapshot

Overall journey satisfaction: trend over time



Overall journey satisfaction: 2018

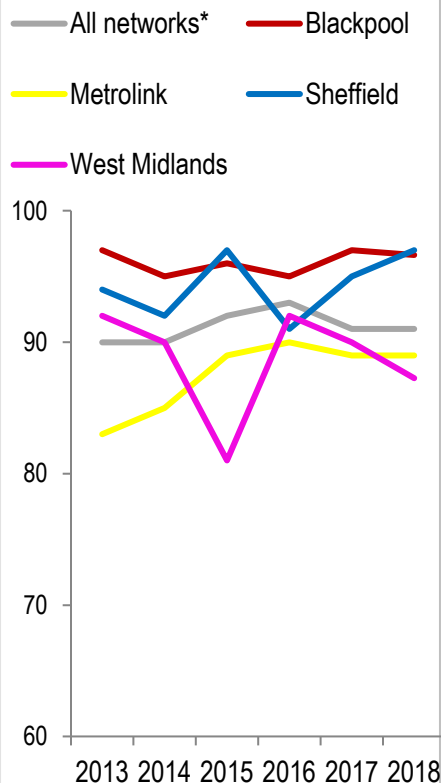


*All networks includes different networks each year. 2018 excludes Nottingham Express Transit. 2013, 2017 and 2018 exclude Edinburgh Trams.

- ↑ Statistically significant increase since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant decrease since 2017 (All networks)

Passenger experience: a snapshot

Overall journey satisfaction: trend over time



The top factors linked to overall journey satisfaction and how they performed in 2018

What makes a satisfactory or great journey?

On-tram environment and comfort

73% Availability of seating or space to stand

74% Comfort of the seats

71% Amount of personal space

82% Temperature

82% Smoothness of journey on the tram

Timeliness

89% Punctuality

89% Length of time waiting for the tram

*All networks includes different networks each year. 2018 excludes Nottingham Express Transit. 2013, 2017 and 2018 exclude Edinburgh Trams.

Statistically significant **increase** since 2017 (All networks)

No change (All networks)

Statistically significant **decrease** since 2017 (All networks)

What makes a satisfactory or great journey?

The top factors linked to overall journey satisfaction*

What makes a satisfactory journey?



What makes a great journey?



Information throughout journey Boarding the tram

*Key Driver Analysis looks at fare-paying passengers' overall journey satisfaction response and their response to the 26 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'.

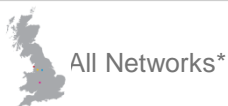
The right hand chart shows which themes most differentiate between those fairly and very satisfied overall – making a 'great' journey.

The analysis combines data from 2018 and 2017 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.

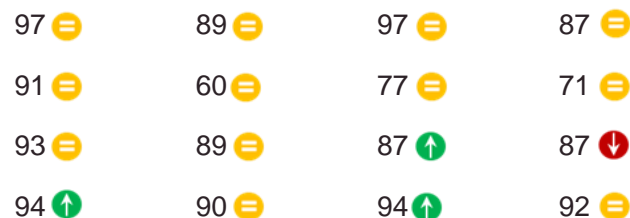
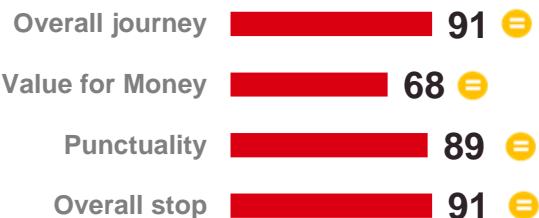
See appendix 2 for a full explanation of the analysis to identify factors linked to overall journey satisfaction.

Passenger experience in 2018: across the networks

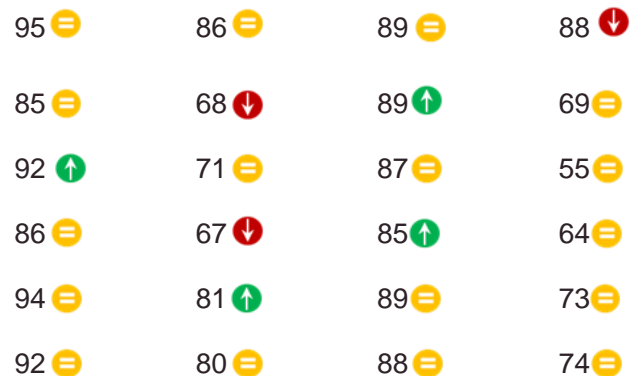
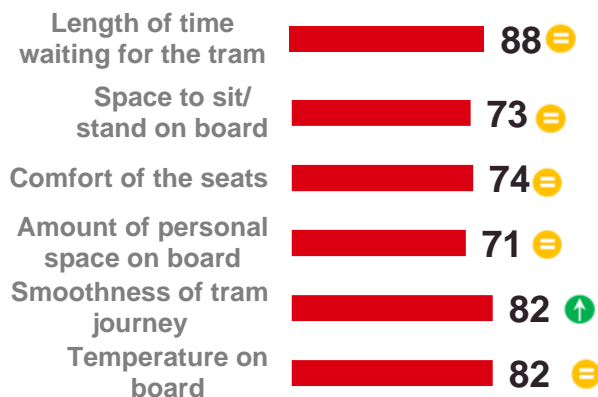
Satisfaction with key measures



All Networks*



Satisfaction with other measures which make a satisfactory or great journey:



*Drivers of satisfaction differ by network. The most common drivers across TPS are shown here



Statistically significant increase since 2017 (All networks)



No change (All networks)



Statistically significant decrease since 2017 (All networks) *All networks includes different networks each year.

Overall passenger experience 2018: a snapshot

At the stop



- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Boarding

92

Route info on tram (%)

91

Exterior cleanliness (%)

92

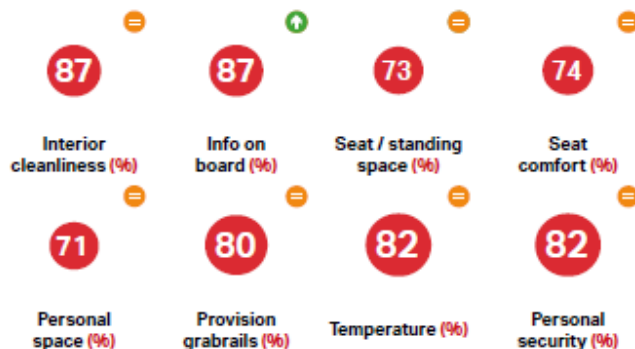
Ease of getting on (%)

93

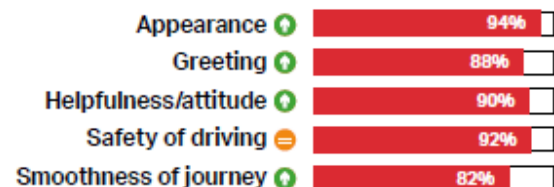
Time taken to board (%)



On board



Staff

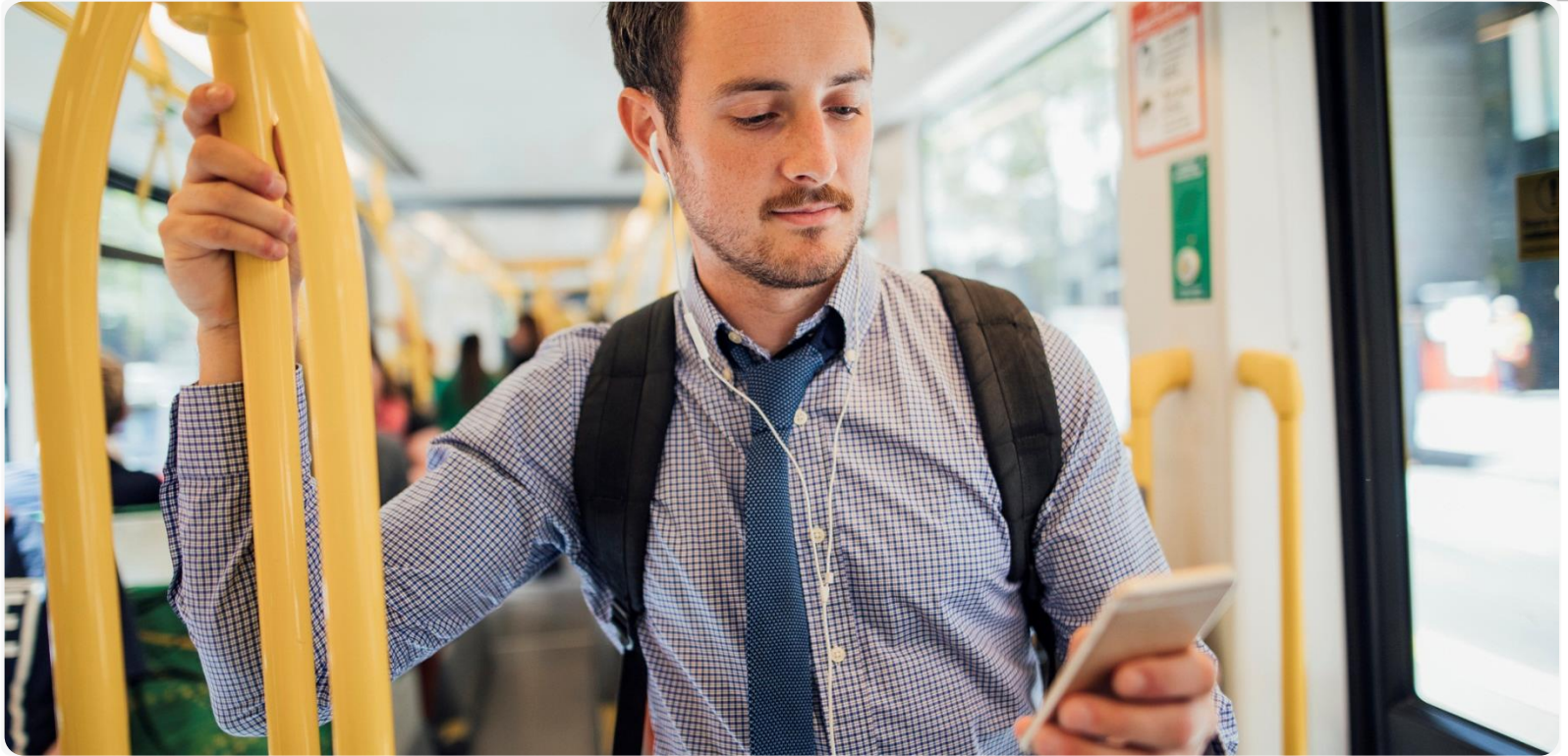


Summary of key findings (1)

- Across all four tram networks overall journey satisfaction has remained consistent since 2017, at 91 per cent. The number of passengers saying they were 'very satisfied' with their journey increased slightly from 56 per cent in 2017 to 58 per cent.
- Satisfaction is high across all networks
 - The greatest increase in overall journey satisfaction is for Supertram, where there has been a significant increase from 95 per cent in 2017 to 97 per cent
- A key factor which makes tram journeys both satisfactory and great is the on board environment and comfort of the tram. Attributes relating to this have remained relatively consistent compared to 2017. The amount of personal space on board is the lowest rated on board aspect, with 71 per cent of passengers satisfied
- The next most important factor is value for money. This is more important to making journeys 'satisfactory' than 'great'. Satisfaction with value for money has remained unchanged since 2017 (68 per cent)
- Amongst fare-paying passengers 68 per cent were satisfied with the value for money of their journey, the same as 2017 (68 per cent)
- When evaluating whether their journey represented value for money; passengers' main criteria were the cost of the tram versus other modes of transport (which has increased significantly since 2017 amongst those satisfied with value for money) and the cost for the distance travelled

Summary of key findings (2)

- When thinking more generally about trams in the local area (rather than a specific journey) passengers are generally satisfied with a range of factors including ease of buying tickets (90 per cent satisfied), connections with other modes of transport (89 per cent satisfied), ease of buying tickets (87 per cent) and frequency (83 per cent), reliability (82 per cent). Satisfaction with the range of payment options has increased significantly since 2017 (from 88 per cent to 90 per cent).
- The slightly lower levels of general satisfaction (compared to satisfaction with a specific journey) indicate that there is still room for improvement and that not all journeys meet the same experience as that surveyed in the TPS
- Whilst overall journey satisfaction was high, 40 per cent of passengers did spontaneously suggest an improvement to their journey. These varied by network but mostly concerned the seating and capacity) or the design, comfort and condition of trams and frequency and routes of the trams.
- 6 per cent of passengers experienced a delay to their journey in 2018 (2017: 8 per cent), and when delayed the average length of delays was 9 minutes (2017: 12 minutes)
- 11 per cent of passengers were troubled by the behaviour of other passengers. When there was cause for concern this related mostly to rowdy behaviour
- 45 per cent of passengers were using the tram to commute, with 40 per cent commuting to work and 5 per cent to education
- The profile of tram passengers remains quite young, with 32 per cent aged 16-34. Blackpool has the oldest profile with over half (51 per cent) aged 60 or over

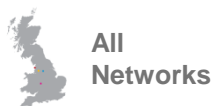


Tram Passenger Survey (TPS) – All networks

Experience and opinions of the journey

Experience and opinions of the journey: summary

Satisfaction with today's journey:



All
Networks



Overall journey



Value for money



Punctuality



On-vehicle journey time



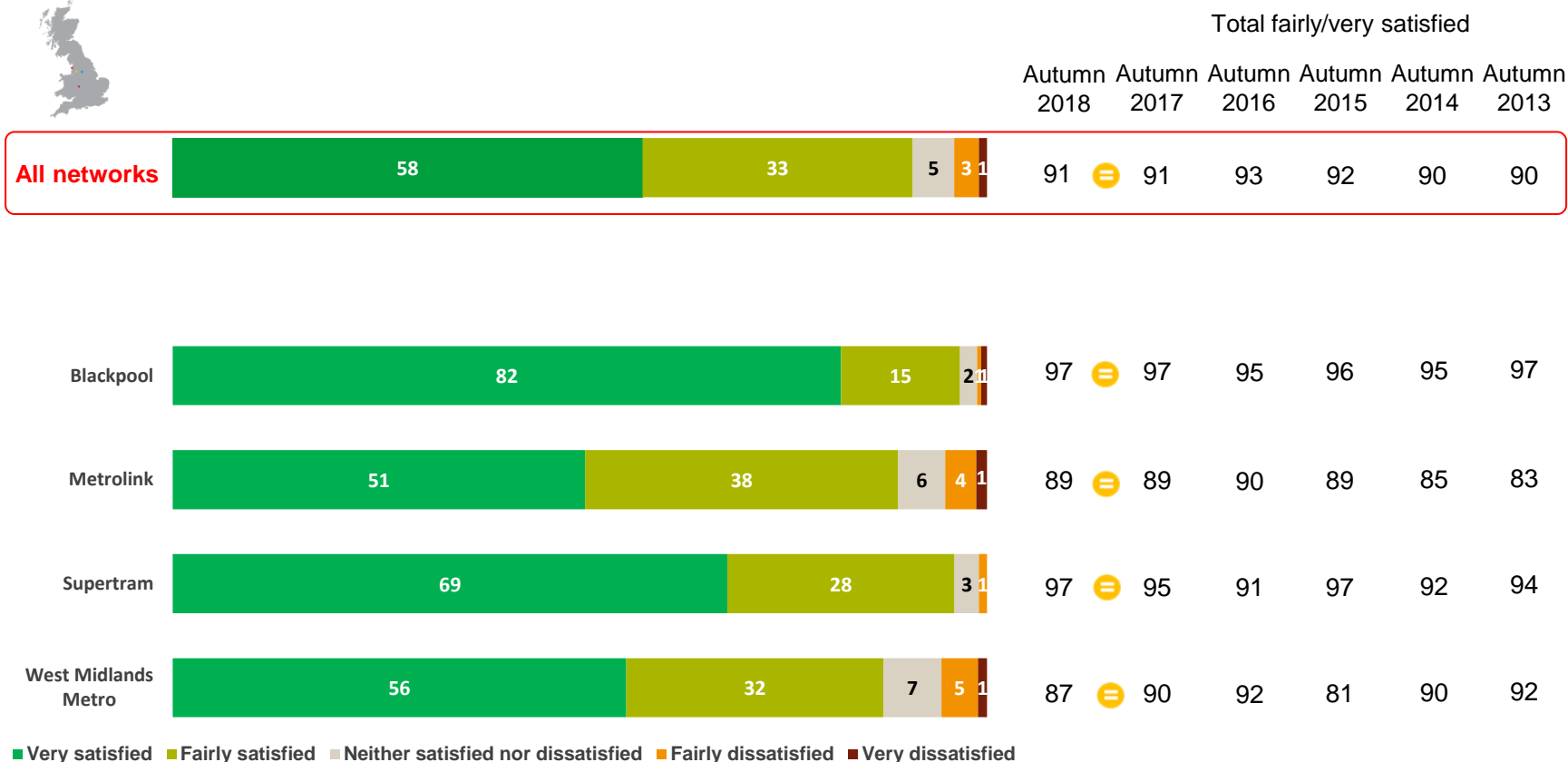
■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ All networks 2018

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

Overall satisfaction (%)



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 – 4834 (All networks), 514 (Blackpool), 2969 (Metrolink), 807 (Supertram), 544 (West Midlands Metro)

↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

Who are satisfied and not satisfied passengers?

 All Networks	 Very satisfied passengers are more likely to:	 Fairly satisfied passengers are more likely to:	 Not satisfied passengers are more likely to:
 Journey purpose	Be making a leisure journey (65% of very satisfied passengers)	Be commuting (58% of fairly satisfied passengers)	Be commuting (72% of those not satisfied are commuting)
 Time of travel	At off-peak times of the day (50%)	At off-peak times (47%)	During the weekday off-peak (44%)
 Frequency of travel	Two thirds (67%) travel at least once or twice a week	A large proportion are very frequent travellers (5 or more times a week: 43%)	The vast majority (89%) travel once a week or more (with 58% travelling 5 or more times as week)
 Access to private transport	Have the best access to private transport (44% with 'easy' access to a car, 34% 'moderate')	Have good access (40% easy; 37% moderate)	Have good access (34% easy; 39% moderate)
 Age and gender	Very satisfied passengers are more likely to be older (75% 35 and above)	Quite a young group (44% are 16-34)	The youngest passengers (46% are 16-34),
 Trust in the operator	Have a great deal of trust in the operator, with 47% giving the highest rating ('Trust a great deal')	Have good levels of trust but fall in-between the two extremes on either side (7% with a great deal of trust; 1% do not trust at all)	Have the lowest level of trust , with 7% giving the lowest trust rating ('Do not trust at all')
	Base: those 'very satisfied' with journey overall (3004)	Base: those 'fairly satisfied' with journey overall (1442)	Base: those 'neither/nor', 'fairly dissatisfied' or 'very dissatisfied' with journey overall (388)

Who are satisfied and not satisfied passengers?



Very satisfied passengers are more likely to:



Fairly satisfied passengers are more likely to:



Not satisfied passengers are more likely to:



Journey purpose

Be making **leisure** journeys (89%)

Be making a **leisure** journey (75%) than commuting (25%), but less so than those who are very satisfied



Time of travel

No significant differences in the time of travel

No significant differences in the time of travel



Frequency of travel

Use the tram **less than once a month** (37%)

Use tram **3 or more times a week** (39%)

Sample size of not satisfied passengers too small to report



Access to private transport

Have much better access to private transport (50% 'easy' access)

Have not as easy access to private transport (34% with 'easy' access)



Age and gender

Older, with 54% aged 60+. 59% were also female compared with 41% of males.

Older again, with 39% aged 60 or over. No gender difference



Trust in the operator

Have a **great deal of trust** in the operator (72% saying they trust them a great deal)

Trust the operator, but much more likely to be **indifferent to positive** (with 87% rating 4-6 on the 7-point scale)

Base: those 'very satisfied' with journey overall (411)

Base: those 'fairly satisfied' with journey overall (76)

Base: those 'neither/nor', 'fairly dissatisfied' or 'very dissatisfied' with journey overall (27)

Who are satisfied and not satisfied passengers?









Very satisfied passengers are more likely to:



Fairly satisfied passengers are more likely to:



Not satisfied passengers are more likely to:

	Journey purpose	Be making leisure journeys (64%)	Be commuting (59%)	Be commuting (71%) more so than fairly satisfied
	Time of travel	Travel off-peak on a weekday (54%) or in the AM peak (19%)	Travel off-peak on a weekday (52%)	Travel during off-peak times (45% - 29% in the morning and 16% in the afternoon)
	Frequency of travel	Be those who travel almost everyday , 5 or more days a week (29%)	Be those who travel 5 or more days a week (43%)	Be travel more frequently (59%)
	Access to private transport	Have easier access to private transport ('easy' (44%); 'moderate' 34%)	Have easy (42%) access to private transport	Have moderate (36%) access to private transport but less to those who are fairly satisfied
	Age and gender	Be aged 35-59 (41%) and more likely to be female (Female 54%; Male 46%)	Be younger (86% aged 16 to 59)	Be younger (47% aged 16 to 34)
	Trust in the operator	Have higher levels of trust in the operator (78% rated 6-7 on a 7-point scale)	Have medium to high levels of trust in the operator (97% rated 3-7 on a 7-point scale)	Have medium levels of trust in the operator (72% rated 3-5 on a 7-point scale)
		Base: those 'very satisfied' with journey overall (1669)	Base: those 'fairly satisfied' with journey overall (1018)	Base: those 'neither/nor', 'fairly dissatisfied' or 'very dissatisfied' with journey overall (282)

Who are satisfied and not satisfied passengers?









**Very satisfied passengers
are more likely to:**



**Fairly satisfied passengers
are more likely to:**



**Not satisfied passengers
are more likely to:**

	Journey purpose	Be leisure travellers (57%)	Be commuters (54%)	Sample size of not satisfied passengers too small to report
	Time of travel	Be travelling during off-peak times (61%)	Travel during off-peak times (51%)	
	Frequency of travel	Travel the most frequent (34% 5 or more days a week)	Travel the most frequent (41% 5 or more days a week)	
	Access to private transport	Have easy to moderate access to private transport (41% 'easy'; 30% 'moderate')	Have moderate access to private transport (41%)	
	Age and gender	Be under 60+ (45% 35-59) and female (60%)	Be younger (46% 16-34)	
	Trust in the operator	Have the high trust in the operator (77% rated 6-7 on a 7-point scale)	Have medium to high levels of trust (97% rated 3-7 on a 7-point scale)	
		Base: those 'very satisfied' with journey overall (596)	Base: those 'fairly satisfied' with journey overall (189)	Base: those 'neither/nor', 'fairly dissatisfied' or 'very dissatisfied' with journey overall (22)

Who are satisfied and not satisfied passengers?



Very satisfied passengers are more likely to:



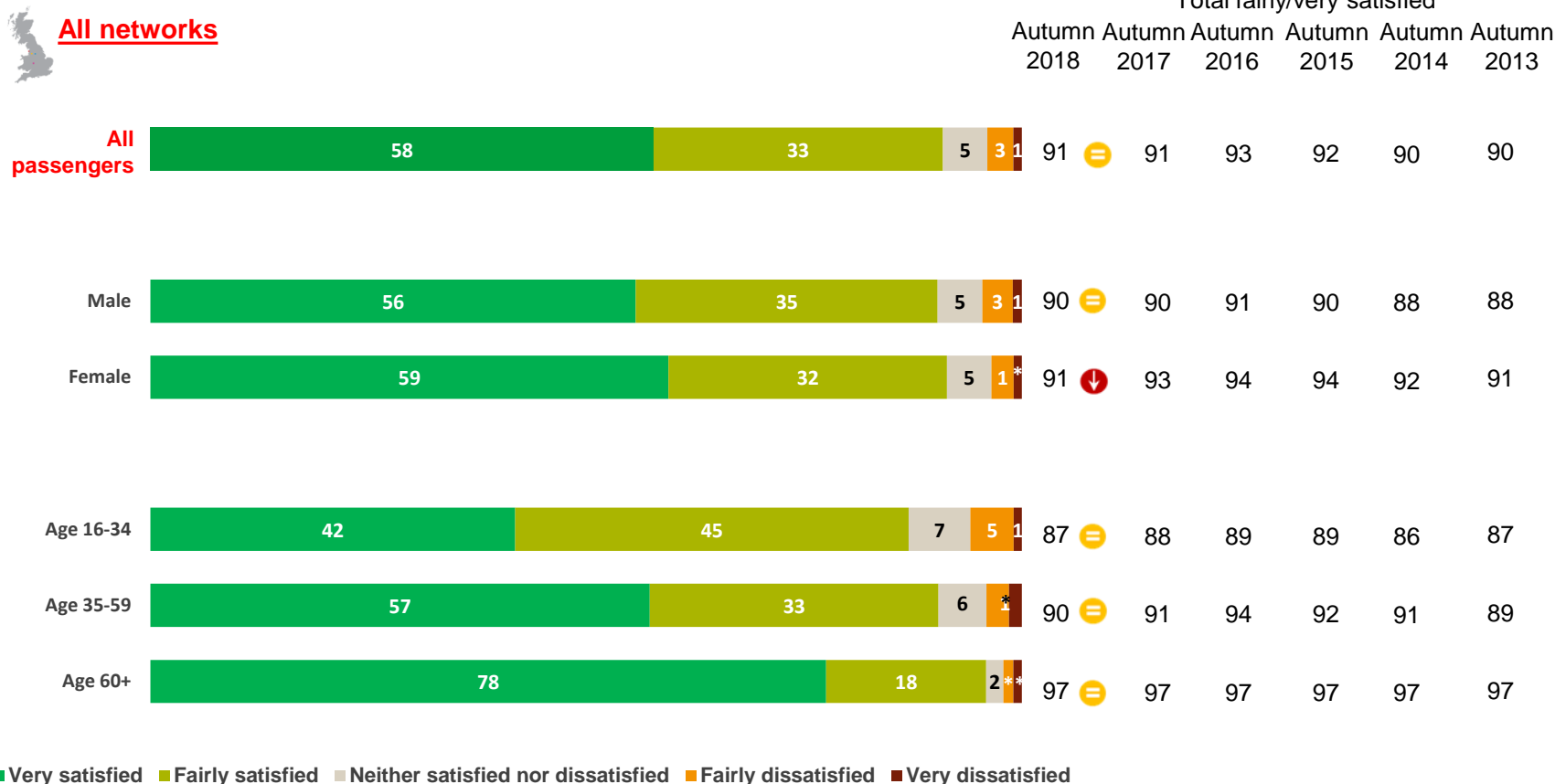
Fairly satisfied passengers are more likely to:



Not satisfied passengers are more likely to:

	Journey purpose	Be making commuter journeys (50%) and leisure journeys (48%)	Be commuting (70%)	Be commuting (84%)
	Time of travel	Be travelling during off-peak weekday times (29%)	Be travelling at peak times in the morning (33%) and at peak times in the evening (25%)	Be travelling at off-peak times (32%),
	Frequency of travel	Be travelling the least frequently (once a week or less) (43%)	Be travelling 5 days a week or more (53%)	Travel the most frequently (89%)
	Access to private transport	Have easy access to private transport (39%)	Have easy access to private transport (40%)	Have easy to moderate access to private transport (65%)
	Age and gender	Be aged 35-59 (47%) and more likely to be female (55%)	Be between 16-59 (92%) and more likely to be female (55%)	Be between 35-59 (57%) and primarily female (56%)
	Trust in the operator	Have high levels of trust (77% rated 6-7 on a 7-point scale)	Have medium to high levels of trust (83% rated 3-7 on a 7-point scale)	Have low levels of trust (73% rated 3-5 on a 7-point scale)
		Base: those 'very satisfied' with journey overall (328)	Base: those 'fairly satisfied' with journey overall (159)	Base: those 'neither/nor', 'fairly dissatisfied' or 'very dissatisfied' with journey overall (57)

Overall satisfaction (%) – by gender and age – 1



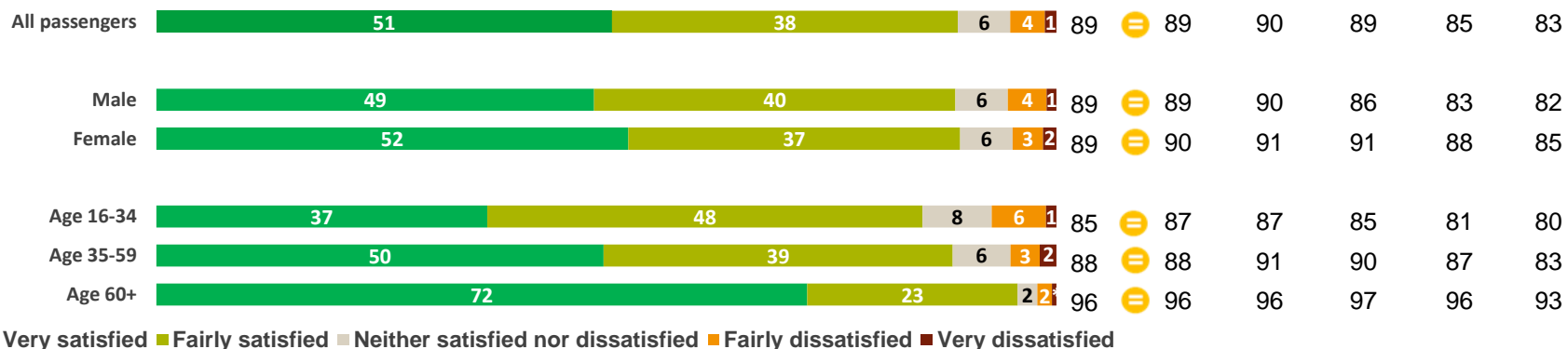
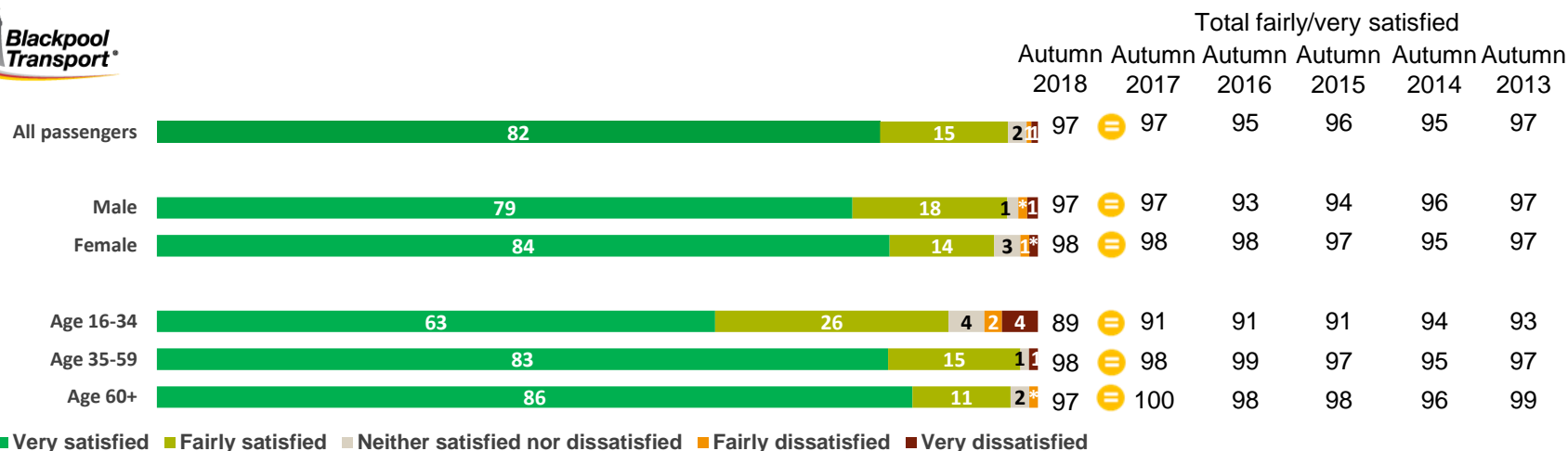
↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

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 – 4834 (All networks),

Overall satisfaction (%) – by gender and age – 2



- ↑ Statistically significant **increase** since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant **decrease** since 2017 (All networks)

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 – 2969 (Metrolink), 544 (Midland Metro)

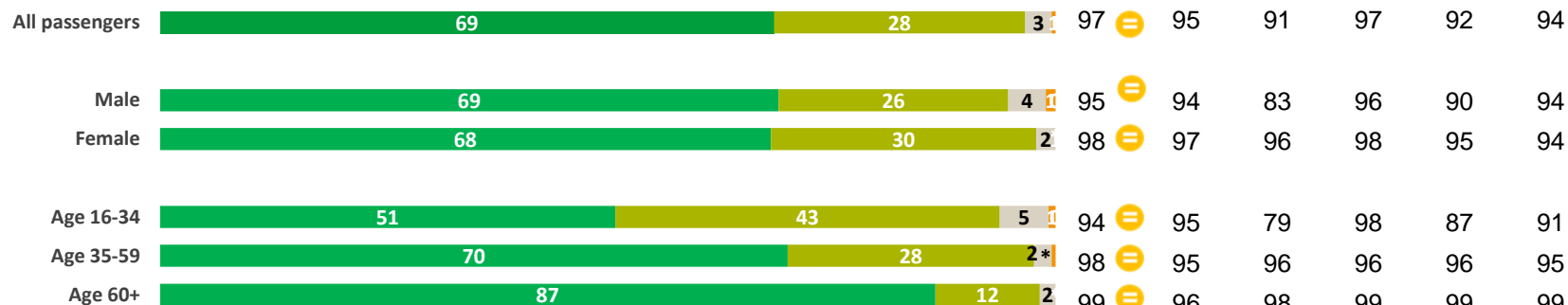
Overall satisfaction (%) – by gender and age – 3

Stagecoach

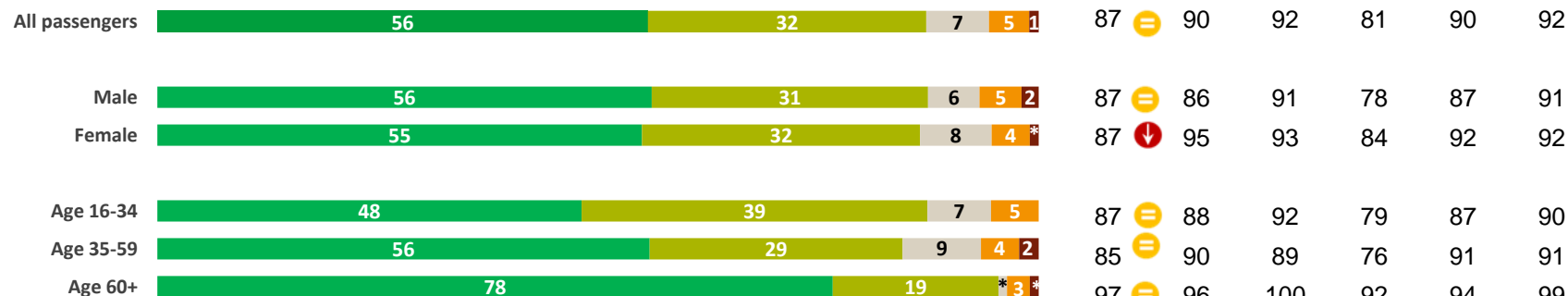
SUPERTRAM Sheffield

Total fairly/very satisfied

Autumn 2018 Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013



Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied



Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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?

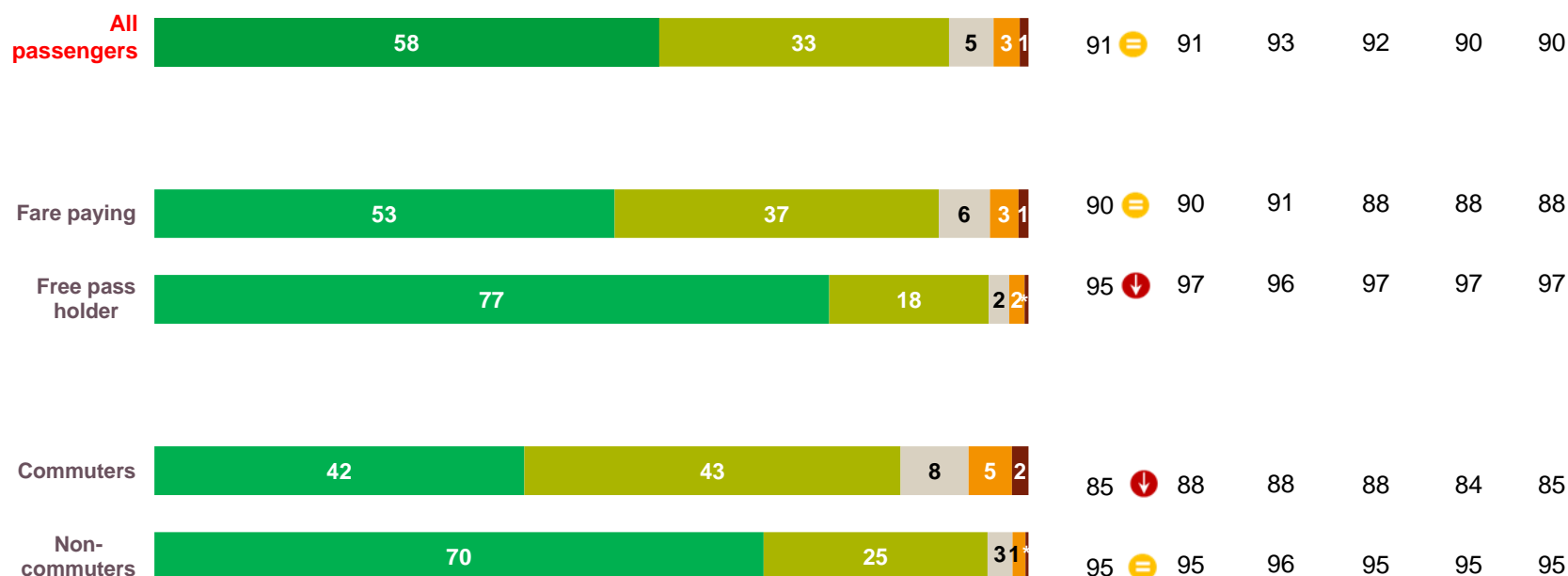
Base: All passengers – 807 (Supertram), 544 (West Midlands Metro)

Overall satisfaction (%) – by passenger type – 1



All networks

Total fairly/very satisfied
Autumn 2018 Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013



Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied

↑ Statistically significant increase since 2017 (All networks)

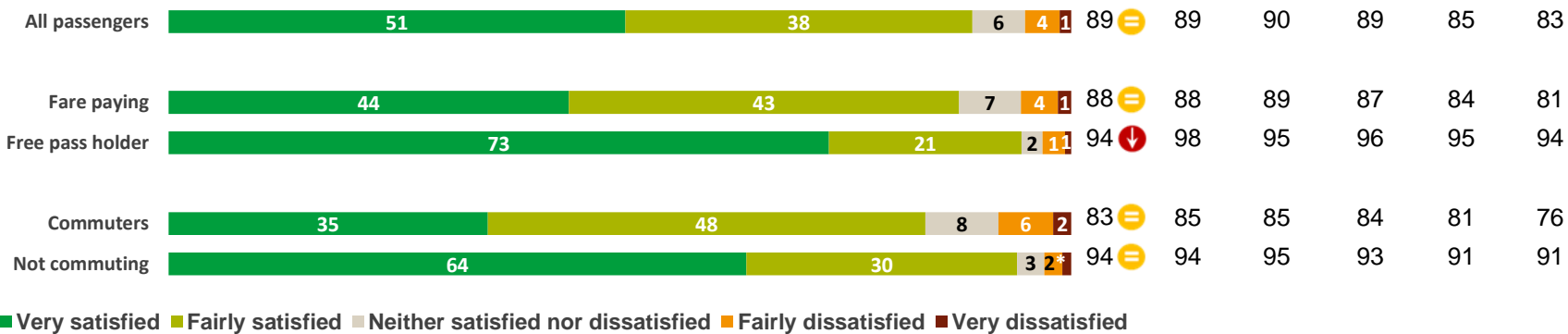
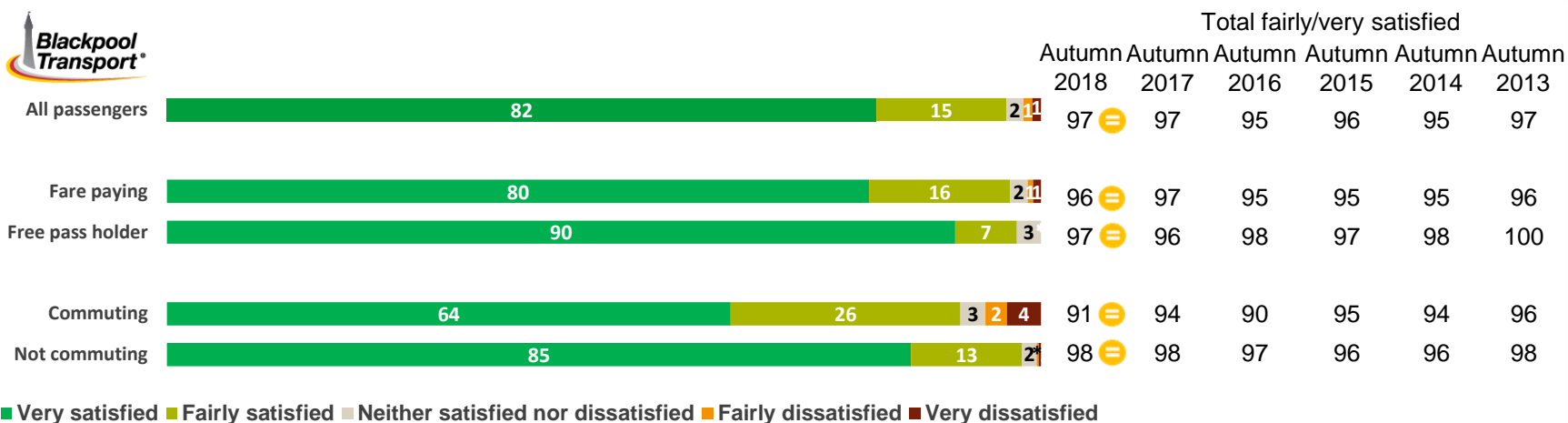
= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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 –4834 (All networks)

Overall satisfaction (%) – by passenger type – 2



↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

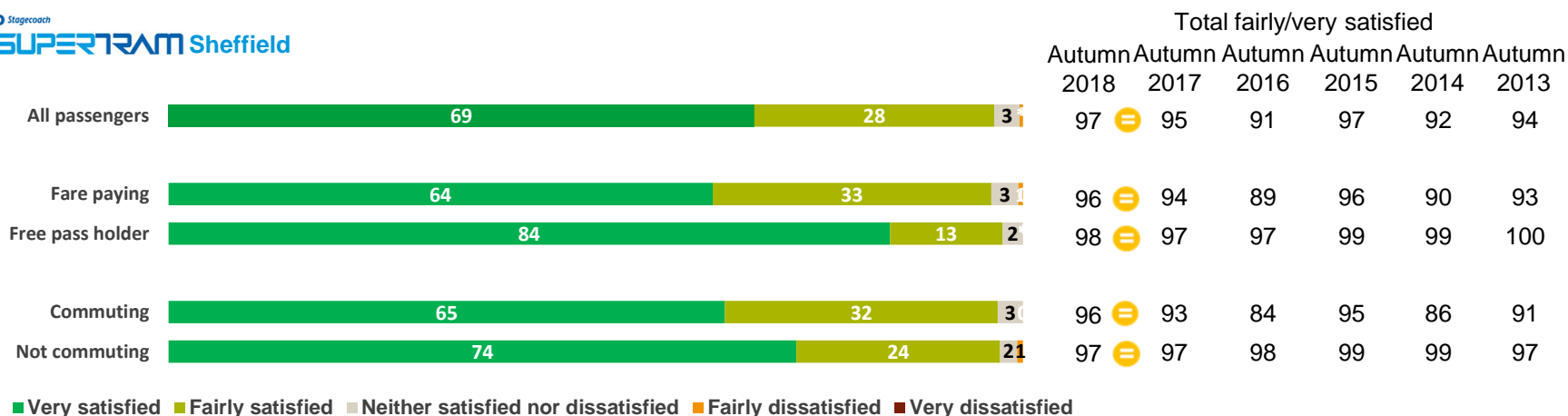
Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?

Base: All passengers – 524 (Blackpool Transport), 2969 (Metrolink),

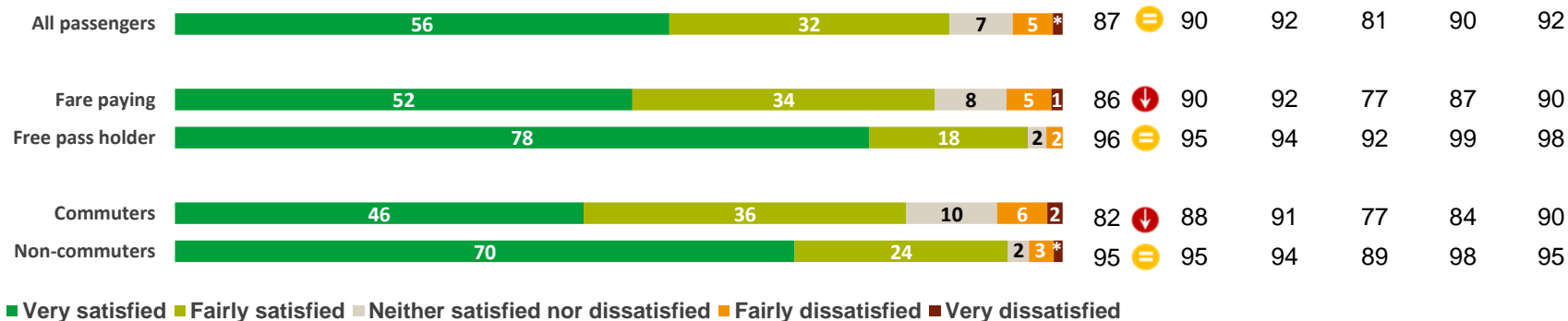
Overall satisfaction (%) – by passenger type – 3

Stagecoach

SUPERTRAM Sheffield



West Midlands Metro



↑ Statistically significant **increase** since 2017 (All networks)

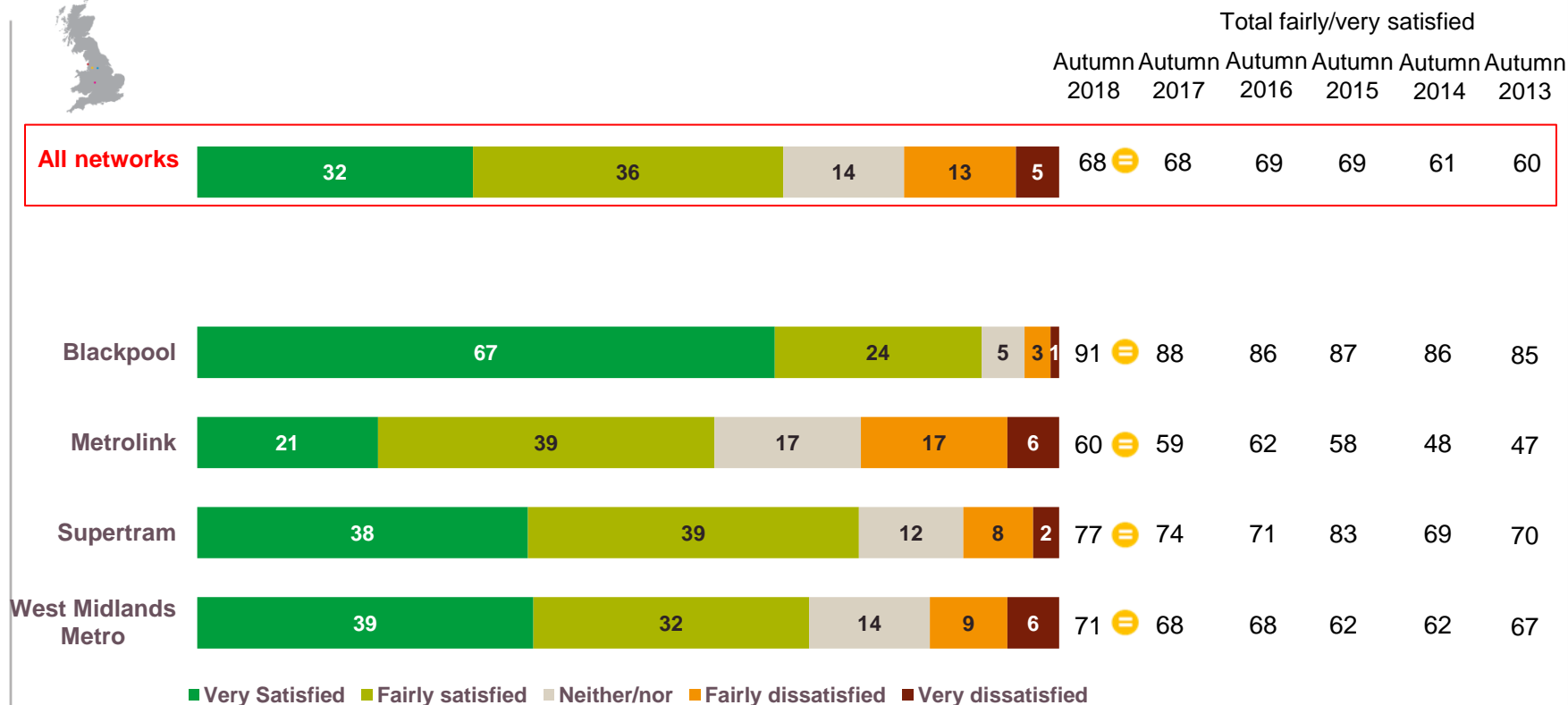
= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

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 – 807 (Supertram), 544 (West Midlands Metro)

Value for money (%) – fare-payers only



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

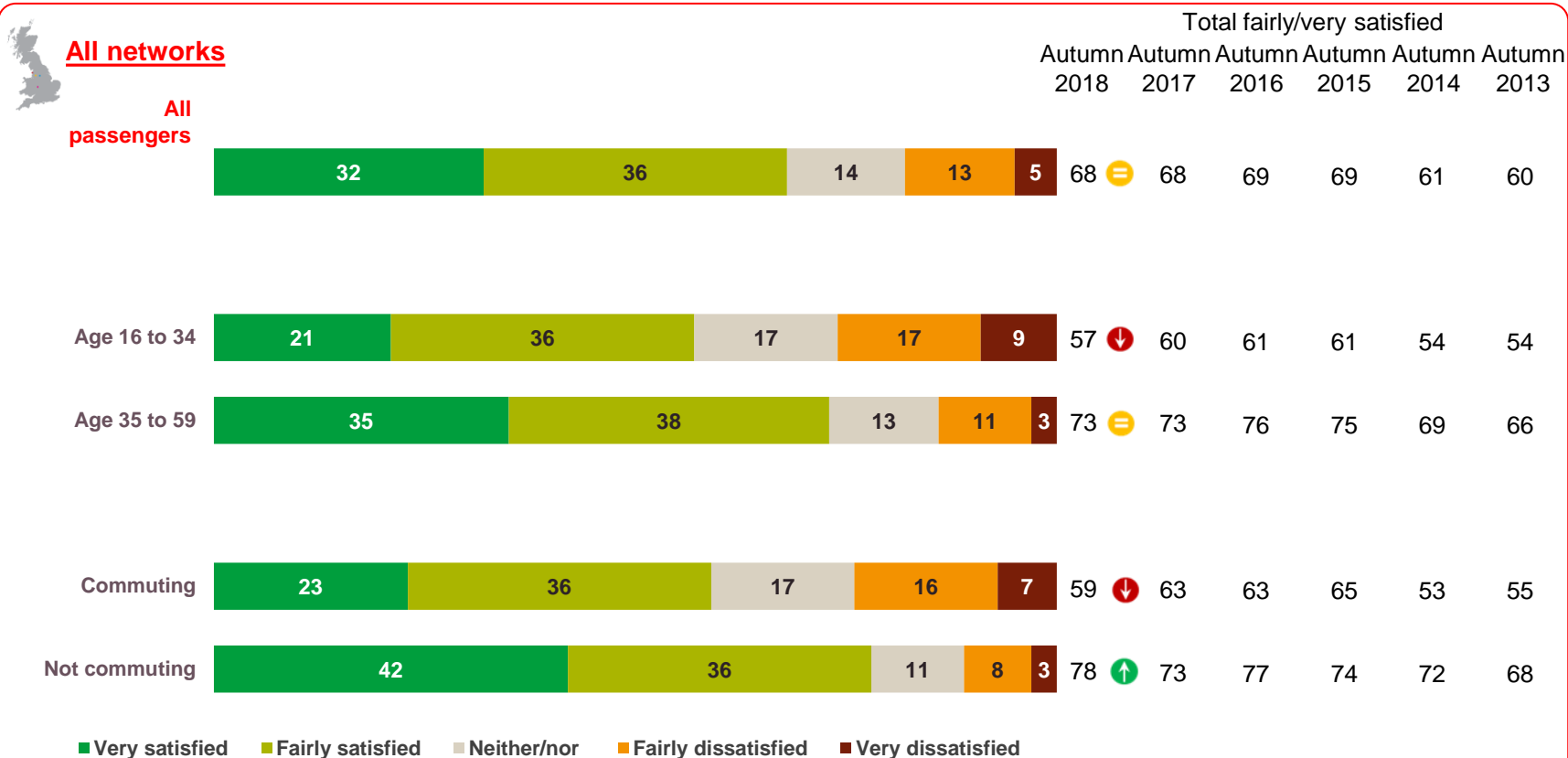
Base: All fare-paying passengers – 3092 (All networks), 412 (Blackpool), 1821 (Metrolink), 487 (Supertram), 372 (West Midlands Metro)

Statistically significant **increase** since 2017 (All networks)

No change (All networks)

Statistically significant **decrease** since 2017 (All networks)

Value for money (%) – fare-payers only – 1



↑ Statistically significant **increase** since 2017 (All networks)

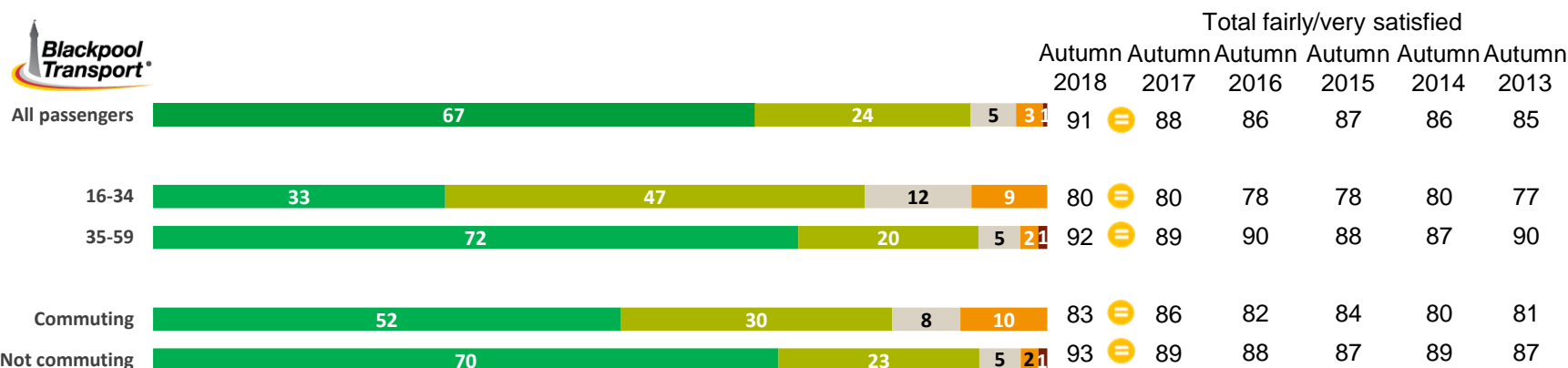
= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

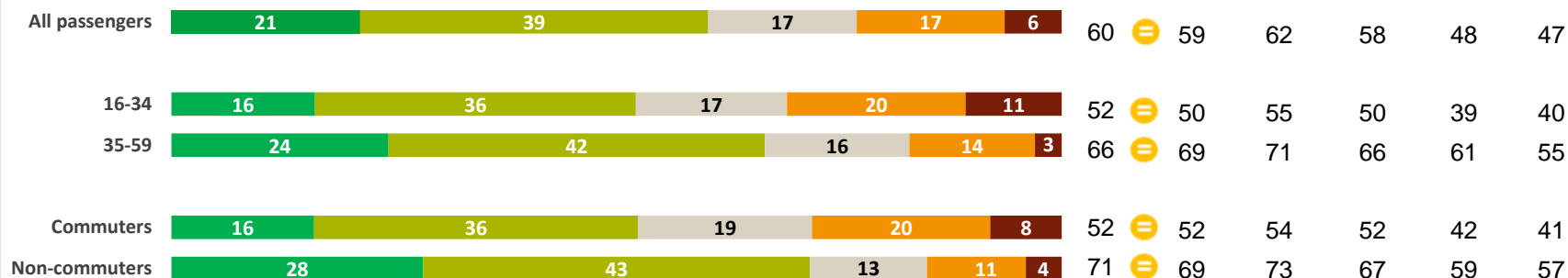
Q. How satisfied were you with the value for money of your journey?

Base: All fare-paying passengers – 3092 (All networks)

Value for money (%) – fare-payers only – 2



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



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

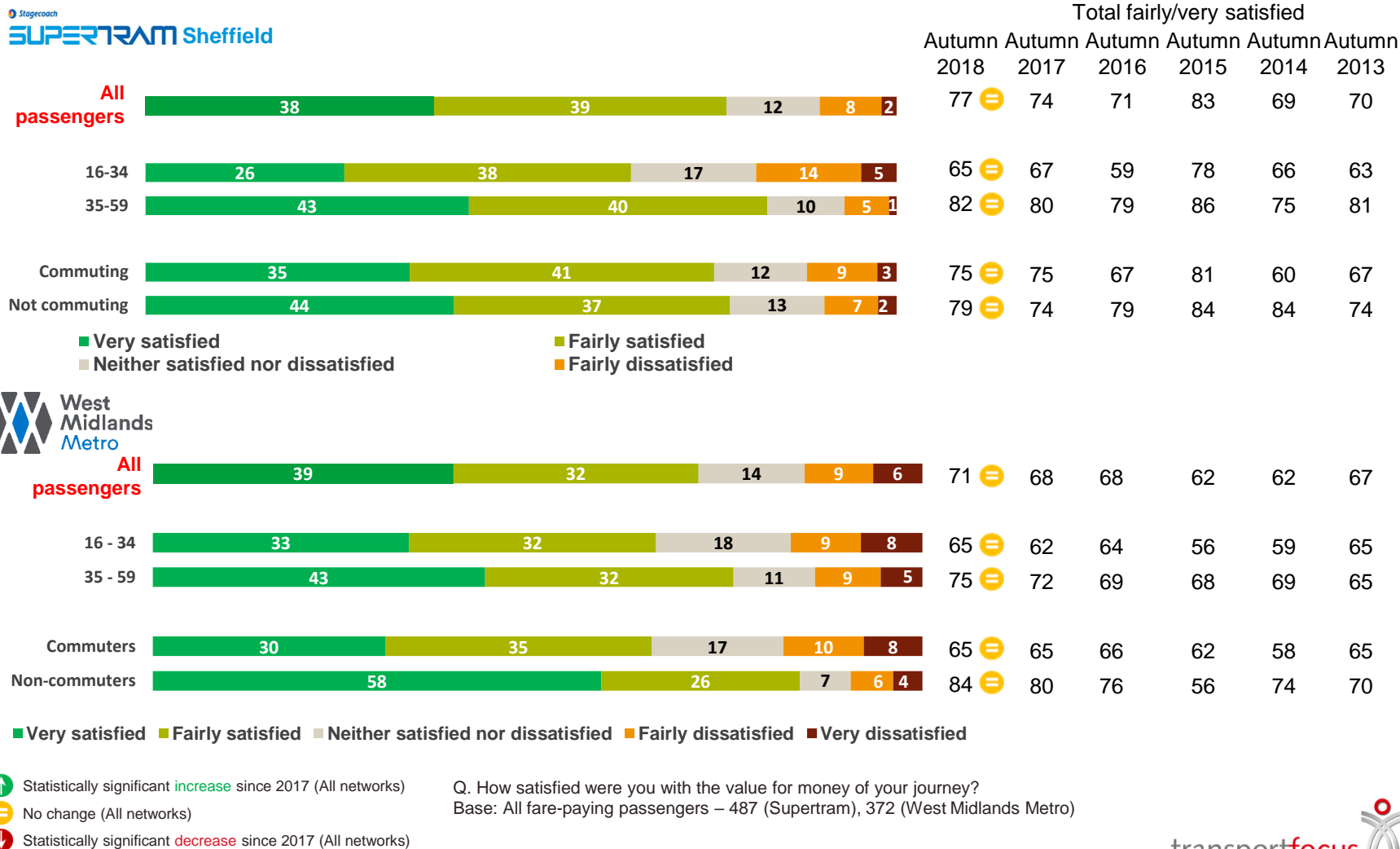
↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

Q. How satisfied were you with the value for money of your journey?
 Base: All fare-paying passengers – 412 (Blackpool), 1821 (Metrolink)

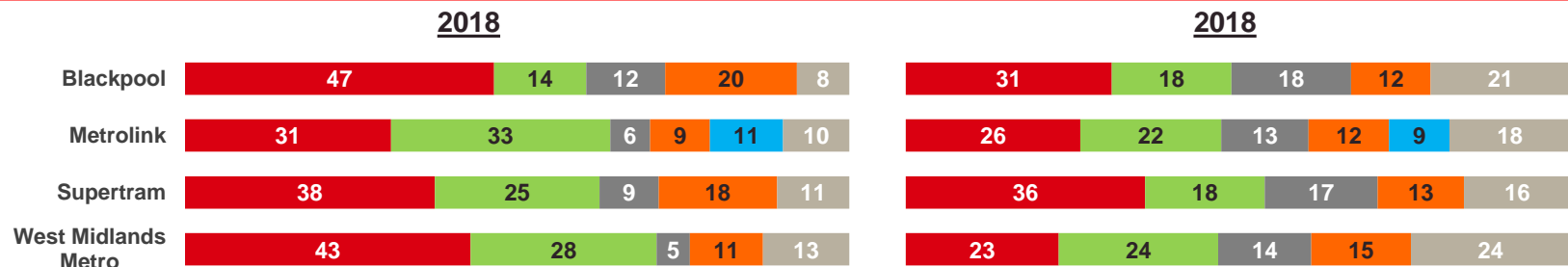
Value for money (%) – fare-payers only – 3



What influenced value for money rating (%)

Those satisfied with value for money

Those not satisfied with value for money



- Cost for distance travelled
- Cost tram versus other transport
- Fare compared to everyday items
- Comfort/quality for the fare paid
- The cost of making the same trip by car*
- Other reason

* Only asked for Metrolink

NOTE: Those not satisfied with value for money includes respondents answering 'Neither satisfied nor dissatisfied'

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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

Base: All fare-paying passengers – 3069 (All networks), 402 (Blackpool), 1812 (Metrolink), 480 (Supertram), 375 (West Midlands Metro)



Tram Passenger Survey (TPS) – All networks

Waiting at the stop

Waiting at the stop: summary (1)

Overall satisfaction with the stop:



Waiting times:



All Networks

=
88%

Satisfaction:
expected waiting time

7 mins

Expected
wait time

6 mins

Actual reported
wait time



Checking tram information:

Passengers who checked tram time

77% ↓



Info sources used before arriving at stop

13% Disruption info
online the most
common source

Info sources used at stop

62% electronic
display

Among those that didn't check...

82% knew
service frequent

↑ Statistically significant **increase** since 2017 (All networks)





























= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

transportfocus



Waiting at the stop: summary (2)

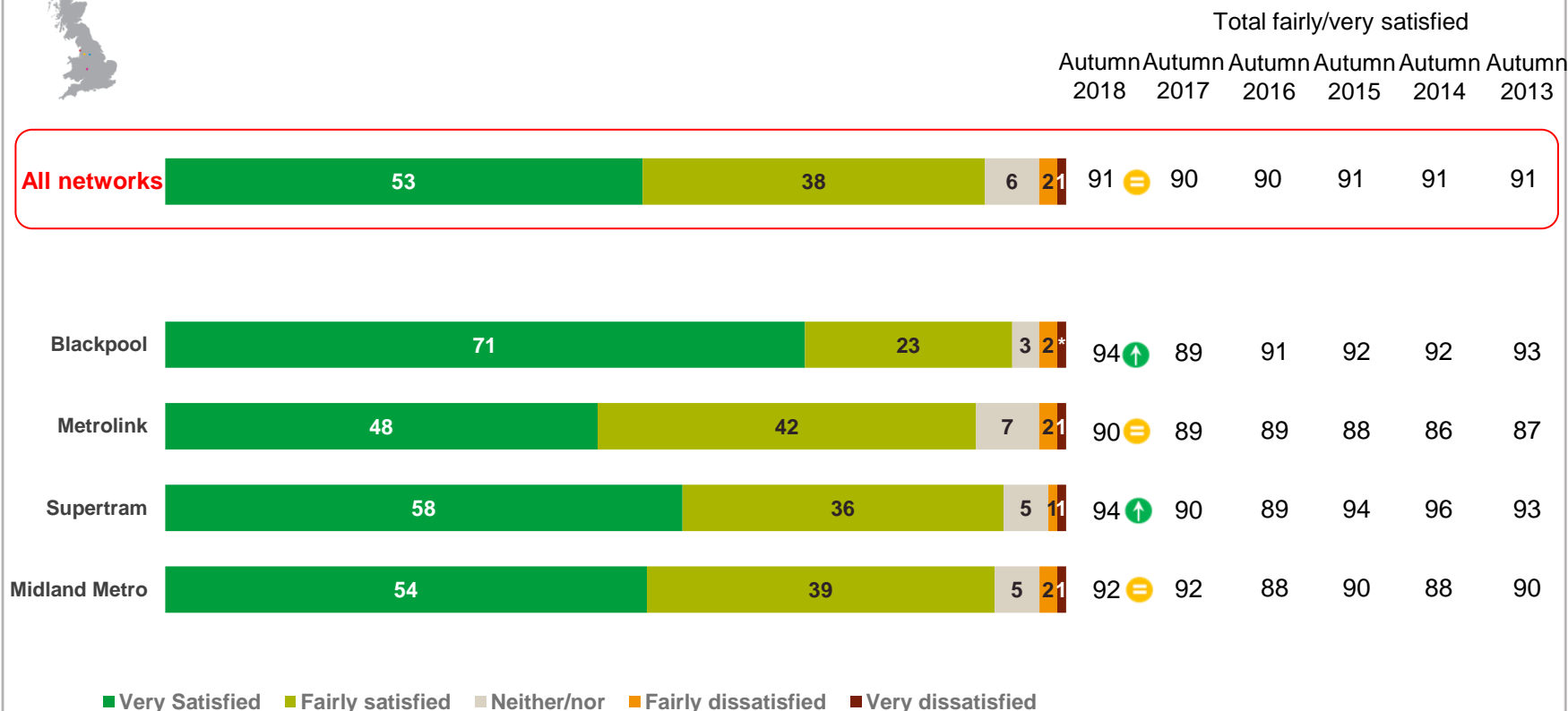
Satisfaction with the stop:		 All Networks	 Blackpool Transport	 Metrolink Manchester	 Stagecoach SUPERTRAM Sheffield	 West Midlands Metro
Overall satisfaction with stop	 91	=	94 	90 =	94 	92 =
Convenience/ accessibility	 91	=	96 =	90 =	90 =	91 
Freedom from graffiti/ vandalism	 88	=	92 	85 =	91 =	94 
Behaviour of fellow passengers	 84		92 =	80 	87 =	86 =
Personal safety	 85		94 =	83 	89 =	82 =
Distance from journey start	 86	=	95 =	84 =	86 =	83 =
General condition and maintenance	 86	=	91 	84 	89 =	88 =
Freedom from litter	 82	=	92 	78 =	86 =	87 
Information provided	 83	=	90 	83 =	81 =	84 =

 Statistically significant increase since 2017 (All networks)

 No change (All networks)

 Statistically significant decrease since 2017 (All networks)

Satisfaction – with the tram stop (%)



↑ Statistically significant **increase** since 2017 (All networks)
= No change (All networks)
↓ Statistically significant **decrease** since 2017 (All networks)

Q. Overall, how satisfied were you with the tram stop?
 Base: All passengers – 4776 (All networks), 503 (Blackpool), 2925 (Metrolink), 799 (Supertram), 548 (West Midlands Metro)

Satisfaction – with the tram stop (%) – 1



All networks

		Total fairly/very satisfied					
		Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Overall satisfaction - tram stop	<div> <div>53</div> <div>38</div> <div>6</div> <div>2</div> </div>	91 = 90	90	90	91	91	91
Convenience/accessibility	<div> <div>61</div> <div>30</div> <div>6</div> <div>2</div> </div>	91 = 90	90	89	90	88	89
Freedom from graffiti/vandalism	<div> <div>57</div> <div>31</div> <div>8</div> <div>3</div> <div>2</div> </div>	88 = 88	88	87	89	90	89
General condition/maintenance	<div> <div>48</div> <div>38</div> <div>9</div> <div>4</div> <div>2</div> </div>	86 = 86	86	85	86	86	85
Distance from journey start	<div> <div>57</div> <div>29</div> <div>9</div> <div>4</div> <div>2</div> </div>	86 = 84	84	85	83	82	82
Personal safety at stop	<div> <div>51</div> <div>34</div> <div>11</div> <div>3</div> <div>1</div> </div>	85 ↓ 88	88	86	87	86	84
Behaviour of fellow passengers	<div> <div>53</div> <div>31</div> <div>11</div> <div>4</div> <div>2</div> </div>	84 ↓ 85	85	87	86	86	84
Information provided at the stop	<div> <div>49</div> <div>34</div> <div>11</div> <div>4</div> <div>2</div> </div>	83 = 83	83	81	80	78	77
Freedom from litter	<div> <div>49</div> <div>33</div> <div>10</div> <div>6</div> <div>2</div> </div>	82 = 83	83	84	85	86	84

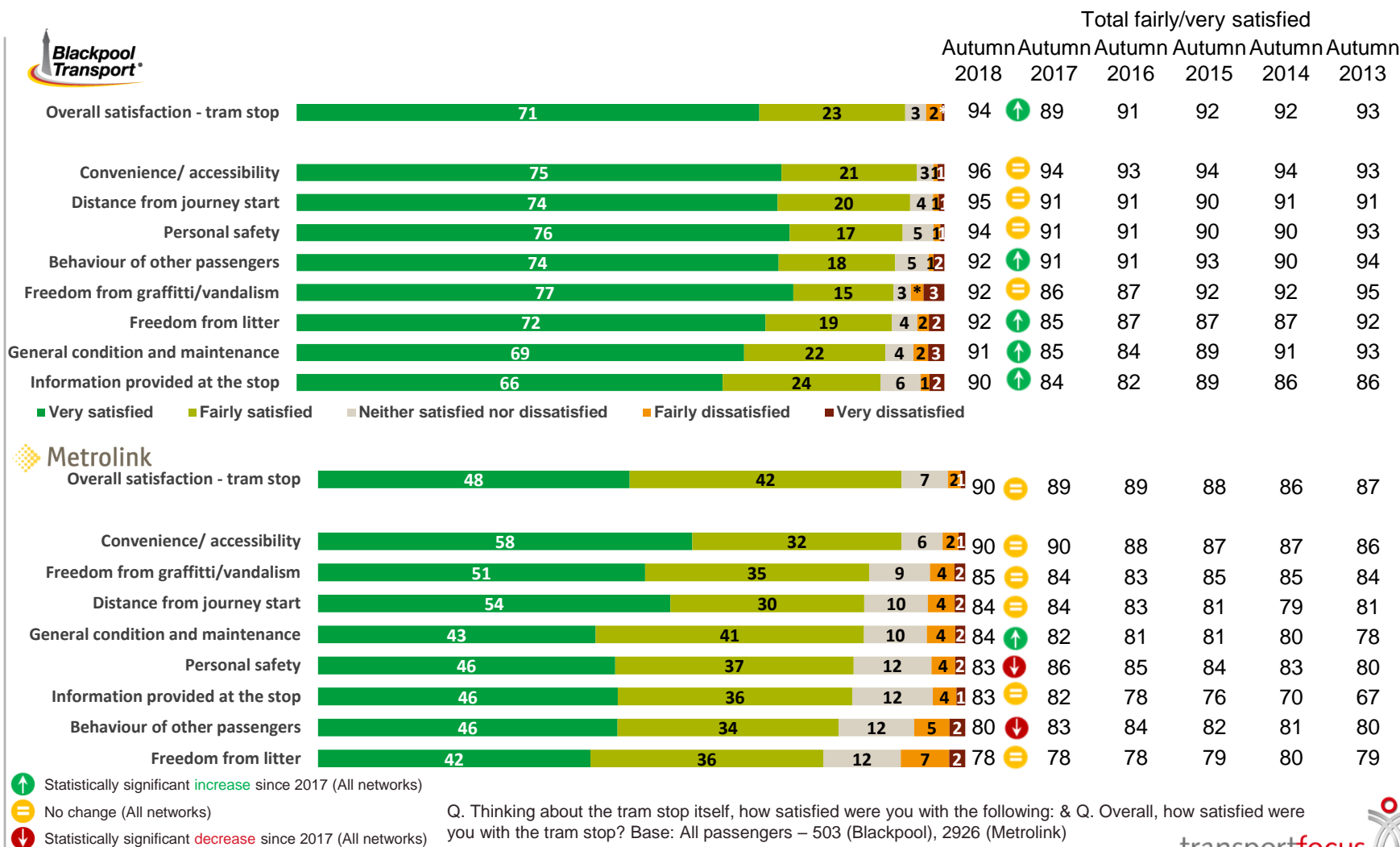
↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

Q. Thinking about the tram stop itself, how satisfied were you with the following: & Q. Overall, how satisfied were you with the tram stop?
Base: All passengers – 4776

Satisfaction – with the tram stop (%) – 2

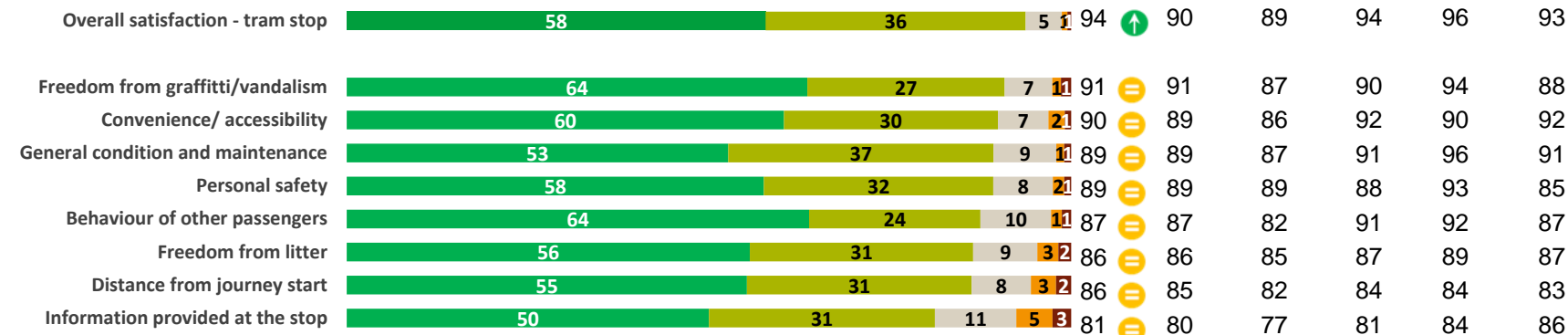


Satisfaction – with the tram stop (%) – 3

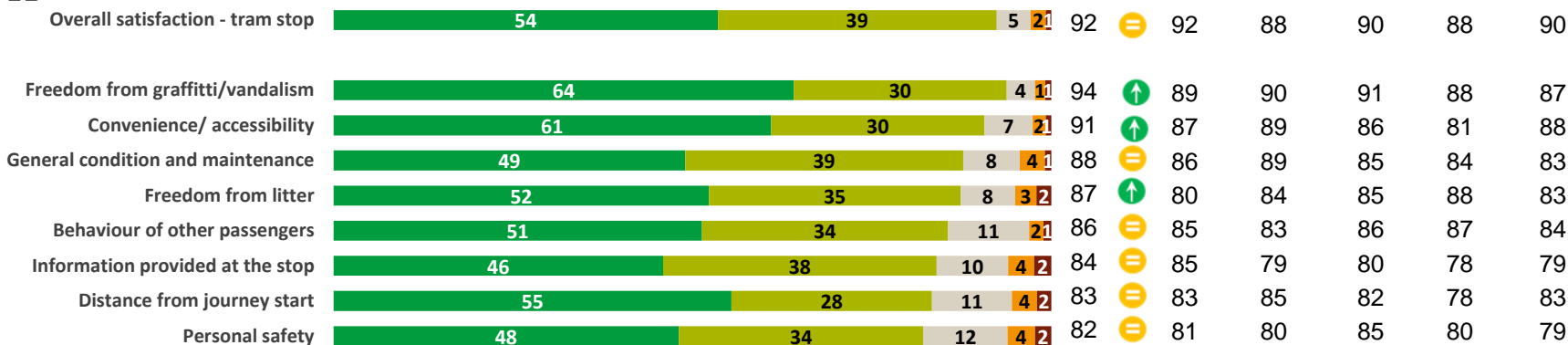
Stagecoach

SUPERTRAM Sheffield

Total fairly/very satisfied
Autumn 2018 Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013



Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied



↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

Q. Thinking about the tram stop itself, how satisfied were you with the following: & Q. Overall, how satisfied were you with the tram stop? Base: All passengers – 799 (Supertram), 548 (West Midlands Metro)

Satisfaction with waiting time (%)



Total fairly/very satisfied

Autumn 2018 Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013

All networks
(6 minutes)



Average reported waiting time displayed in brackets

Blackpool
(5 minutes)



Metrolink
(6 minutes)



Supertram
(6 minutes)



Midland Metro
(5 minutes)



Very satisfied Fairly satisfied Neither/nor Fairly dissatisfied Very dissatisfied

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

Base: All passengers – 4722 (All networks), 495 (Blackpool), 2900 (Metrolink), 788 (Supertram), 539 (Midland Metro)

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

How actual waiting time compared to expected (%)



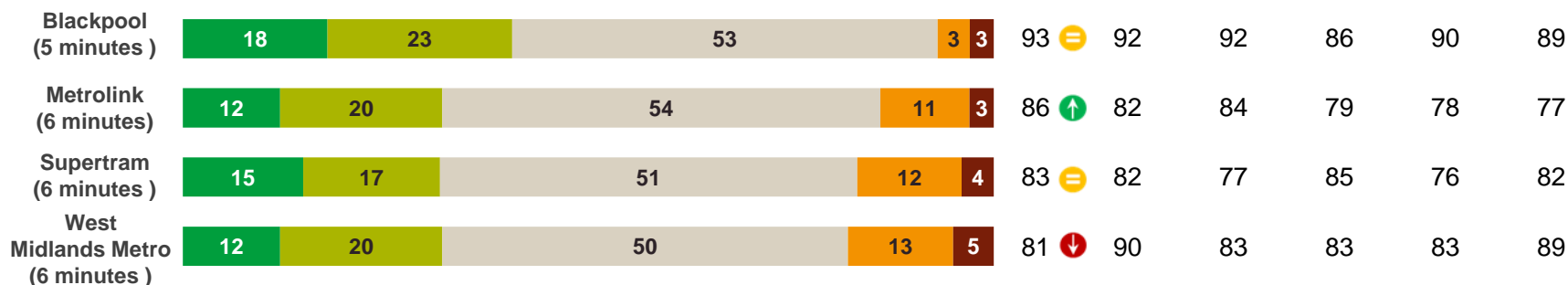
Total about the same or a little/much less than expected

Autumn 2018 Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013

**All networks
(6 minutes)**



Average reported waiting time displayed in brackets



■ Much less than expected ■ A little less than expected ■ About the same
■ A little longer than expected ■ Much longer than expected

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


Base: All passengers – 4803 (All networks), 514 (Blackpool), 2926 (Metrolink), 809 (Supertram), 554 (Midland Metro)

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

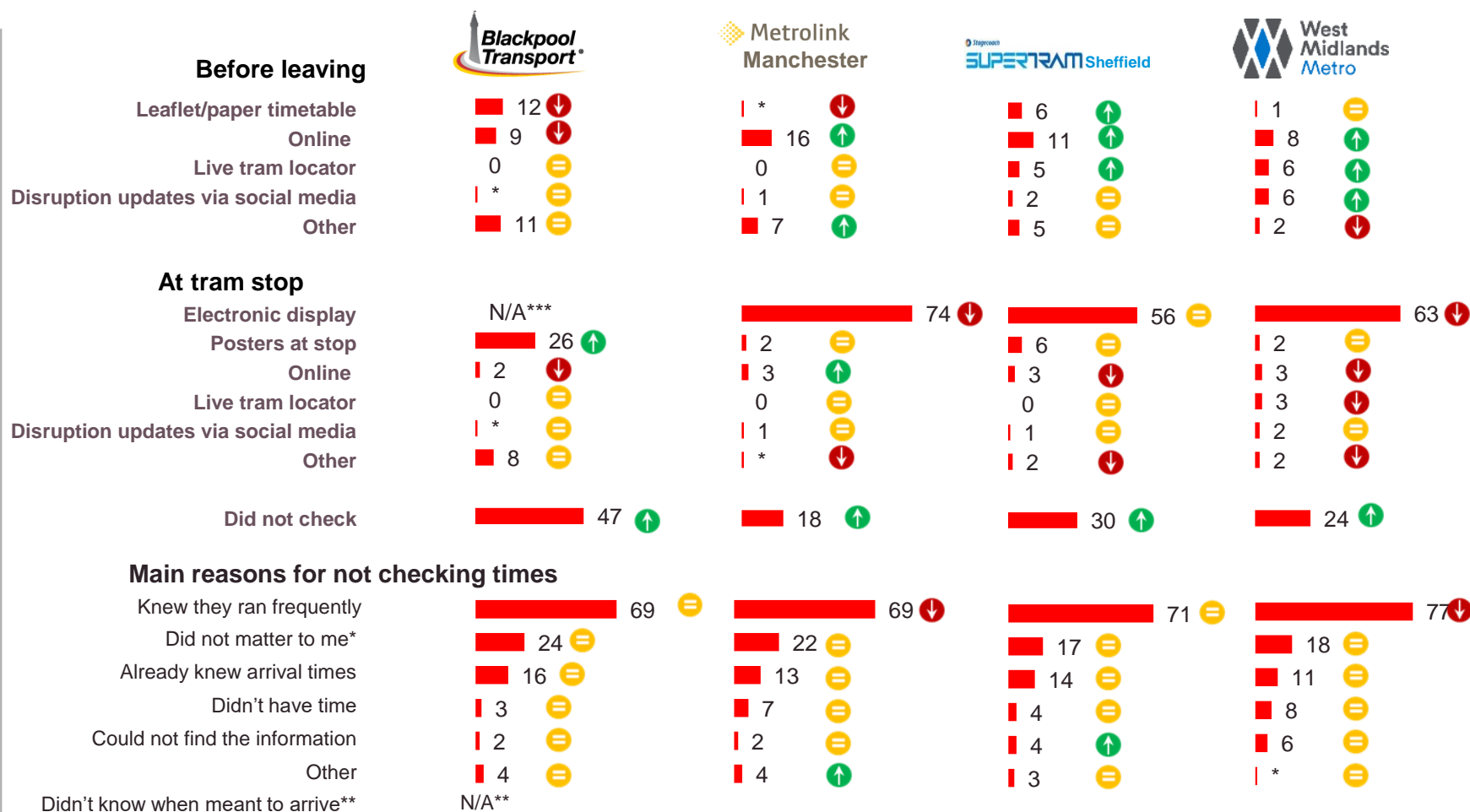
↓ Statistically significant decrease since 2017 (All networks)

How passengers checked tram times (%) – 1

All networks		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Before leaving						
 Leaflet/paper timetable	3	↓	4	3	4	6
Online	13	↑	5	11	12	11
Live tram locator	5	↑	1	2	3	2
Disruption updates via social media	2	↑	1	2	2	2
Other	9	↑	3	6	7	8
At tram stop						
Electronic display	69	=	70	66	65	47
Posters at stop	6	↑	4	5	6	12
Online	3	↓	9	2	2	1
Live tram locator	3	=	2	1	1	1
Disruption updates via social media	1	↓	2	1	1	1
Other	4	↓	5	2	3	4
Did not check	24	↑	17	20	19	29
Main reasons for not checking times						
Knew they ran frequently	70	↓	76	78	78	75
Did not matter to me*	21	=	18	20	N/A*	N/A*
Already knew arrival times	13	=	13	12	11	10
Didn't have time	5	=	6	4	5	6
Could not find the information	3	↑	1	2	4	5
Other	3	=	3	3	8	6
Didn't know when meant to arrive**	N/A		N/A	N/A	4	6

* Not asked in 2015 ** Not asked from 2016

How passengers checked tram times (%) – 2






*Indicates a proportion lower than 1% . ** Not asked in 2015 *** Not asked from 2016



Tram Passenger Survey (TPS) – All networks

The tram

The tram: summary (1)

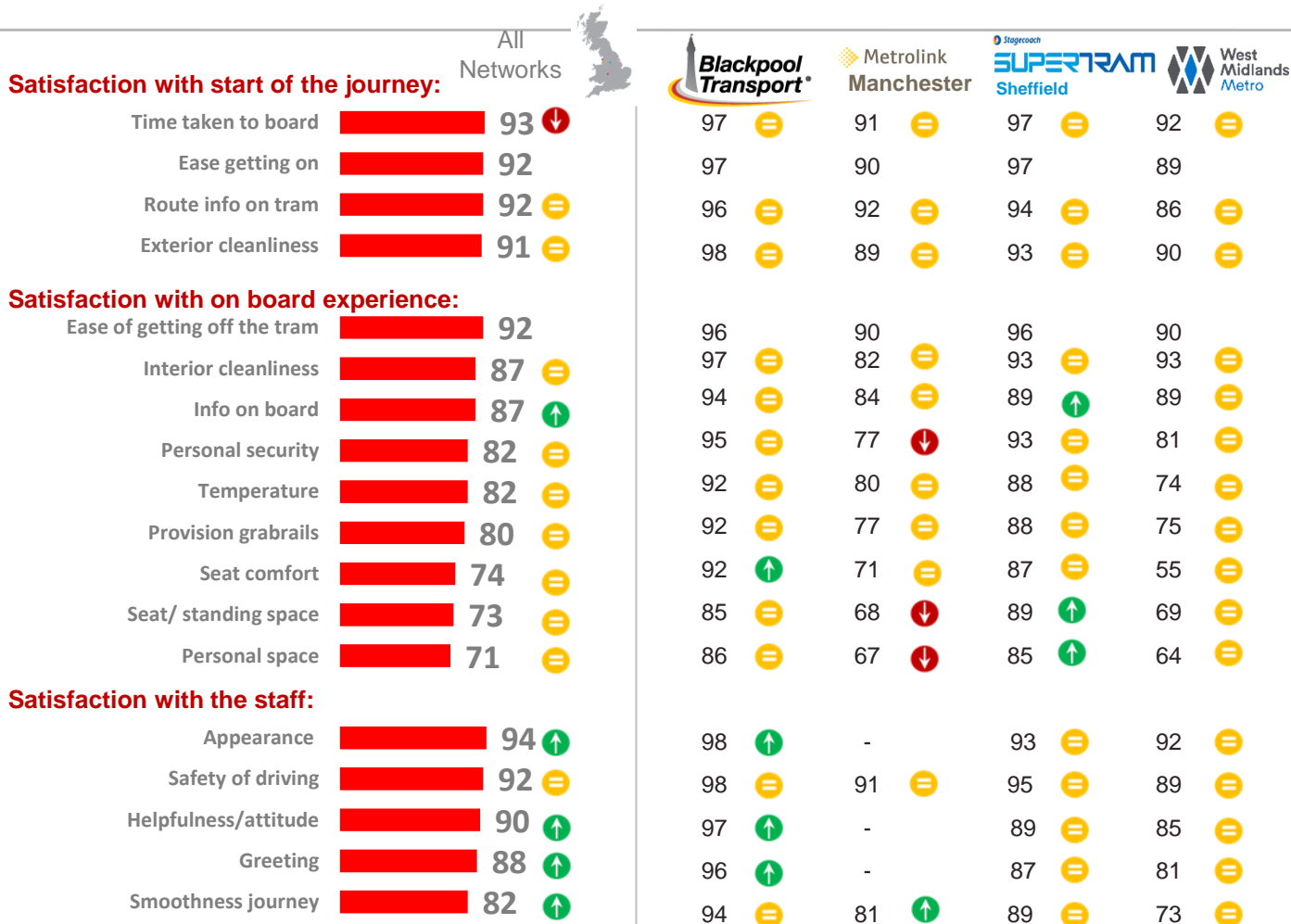
Start of journey	 All Networks	On board	 All Networks	The staff	 All Networks
Route info on tram	92 =	Interior cleanliness	87 =	Appearance	94 ↑
Exterior cleanliness	91 =	Info on board	87 ↑	Greeting	88 ↑
Ease getting on	92	Seat/standing space	73 =	Helpfulness/attitude	90 ↑
Time taken to board	93 ↓	Seat comfort	74 =	Safety of driving	92 =
		Personal space	71 =	Smoothness journey	82 ↑
		Provision grabrails	80 =		
		Temperature	82 =		
		Personal security	82 =		
		Ease of getting off	92		

↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

The tram: summary (2)

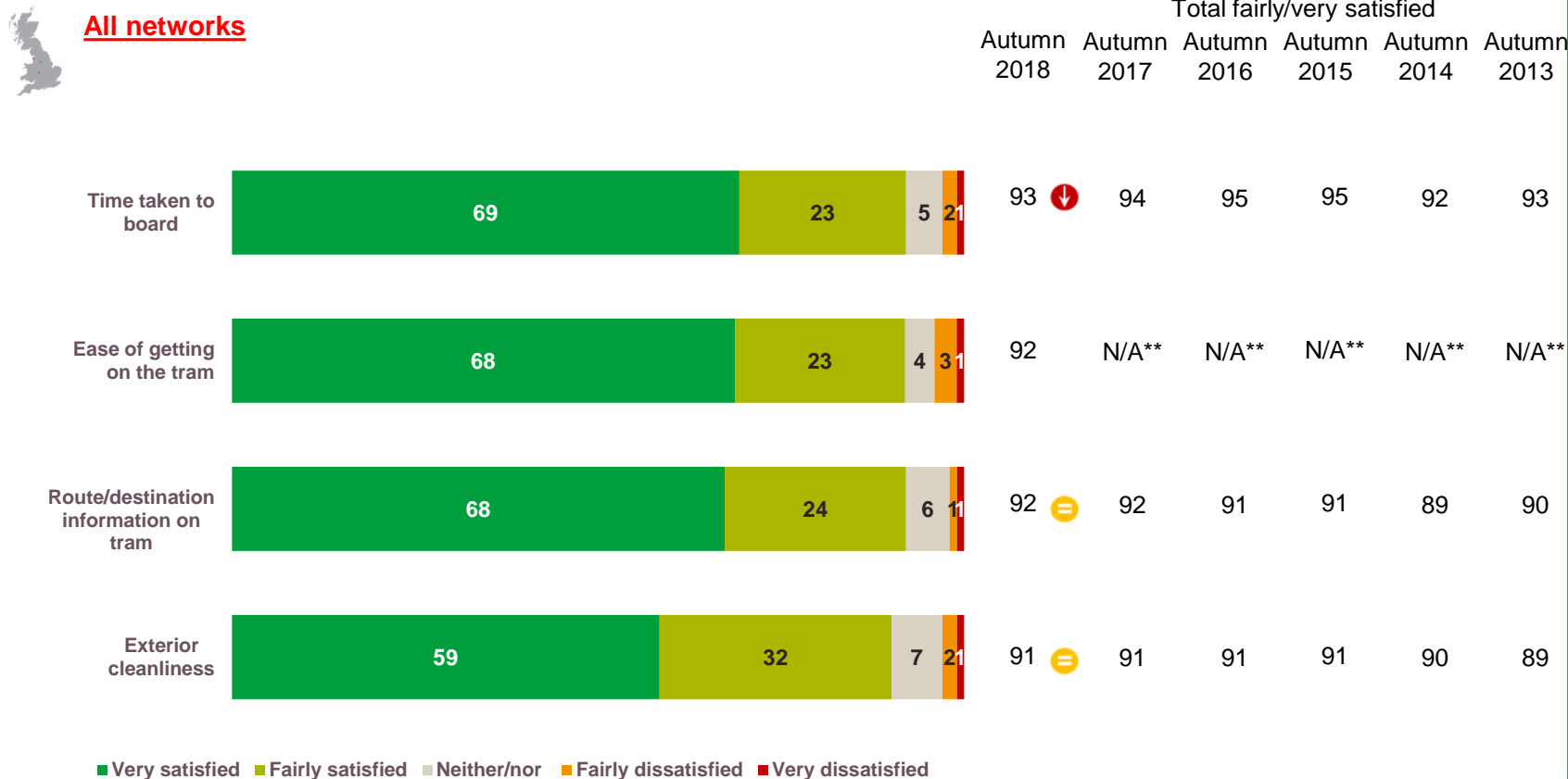





↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

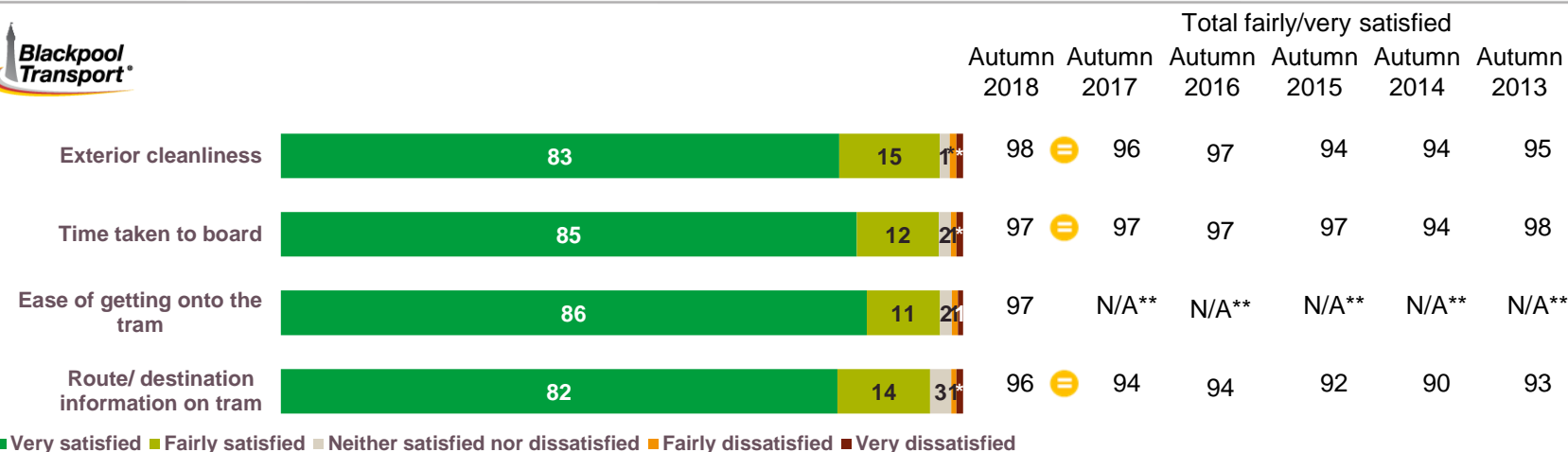
Satisfaction with start of journey (%) – 1



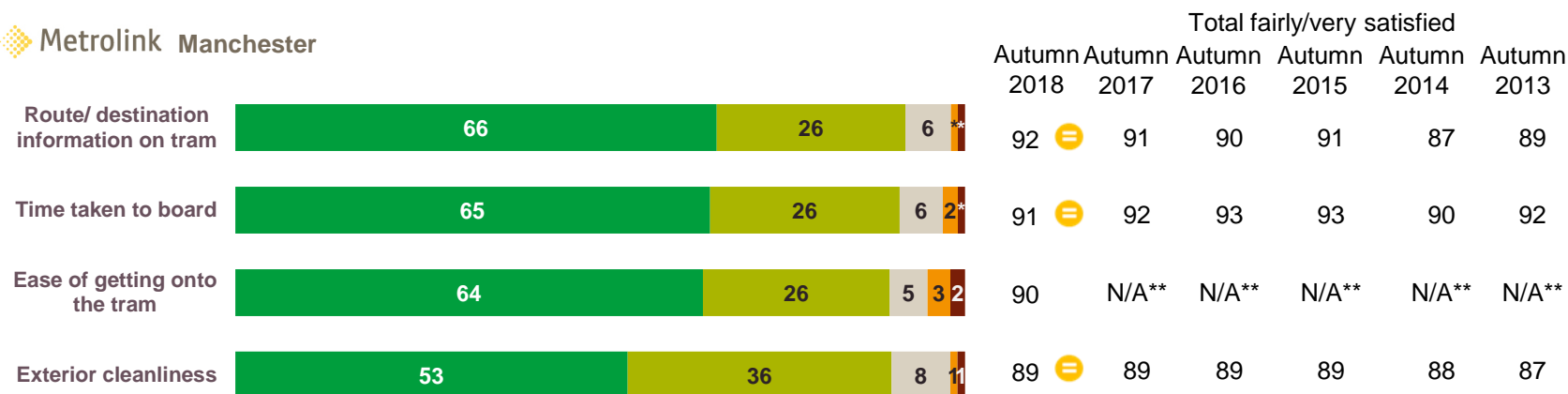
-  Statistically significant **increase** since 2017 (All networks)
-  No change (All networks)
-  Statistically significant **decrease** since 2017 (All networks)

Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:
 Base: All passengers – 4864 (All networks)
 **New question added in 2018

Satisfaction with start of journey (%) – 2



Metrolink Manchester



↑ Statistically significant increase since 2017 (All networks)
 = No change (All networks)
 ↓ Statistically significant decrease since 2017 (All networks)

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

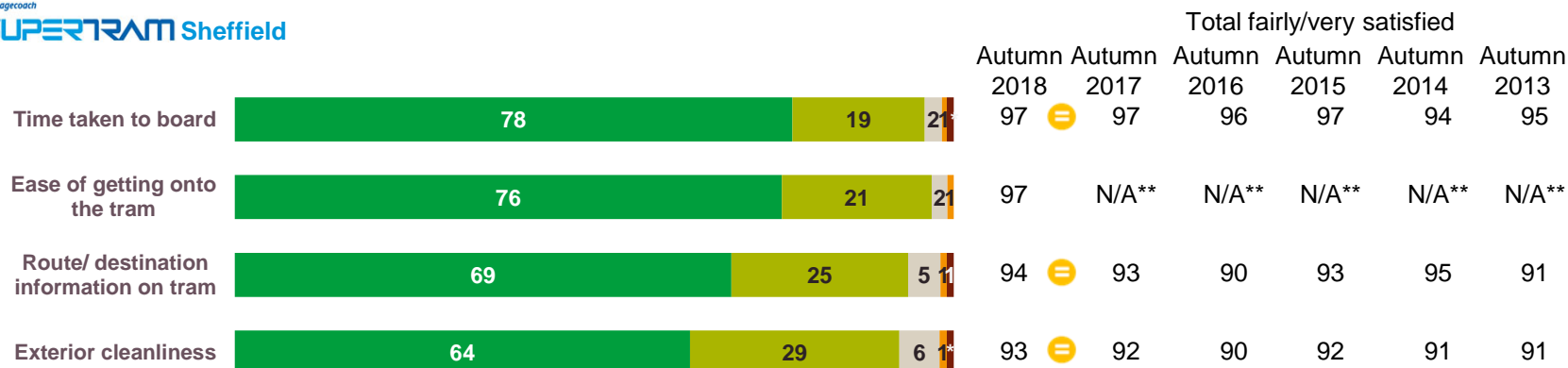
Base: All passengers – 514 (blackpool), 2987 (Metrolink)

**New question added in 2018

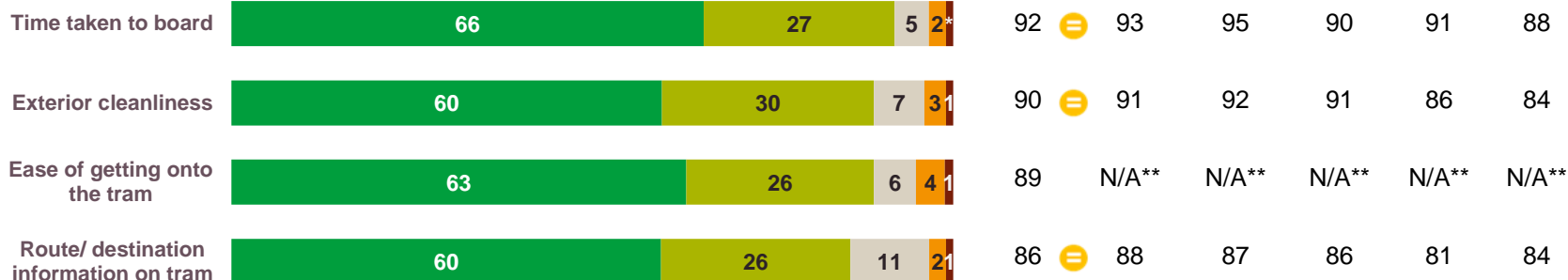
Satisfaction with start of journey (%) – 3

Stagecoach

SUPERTRAM Sheffield



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



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

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

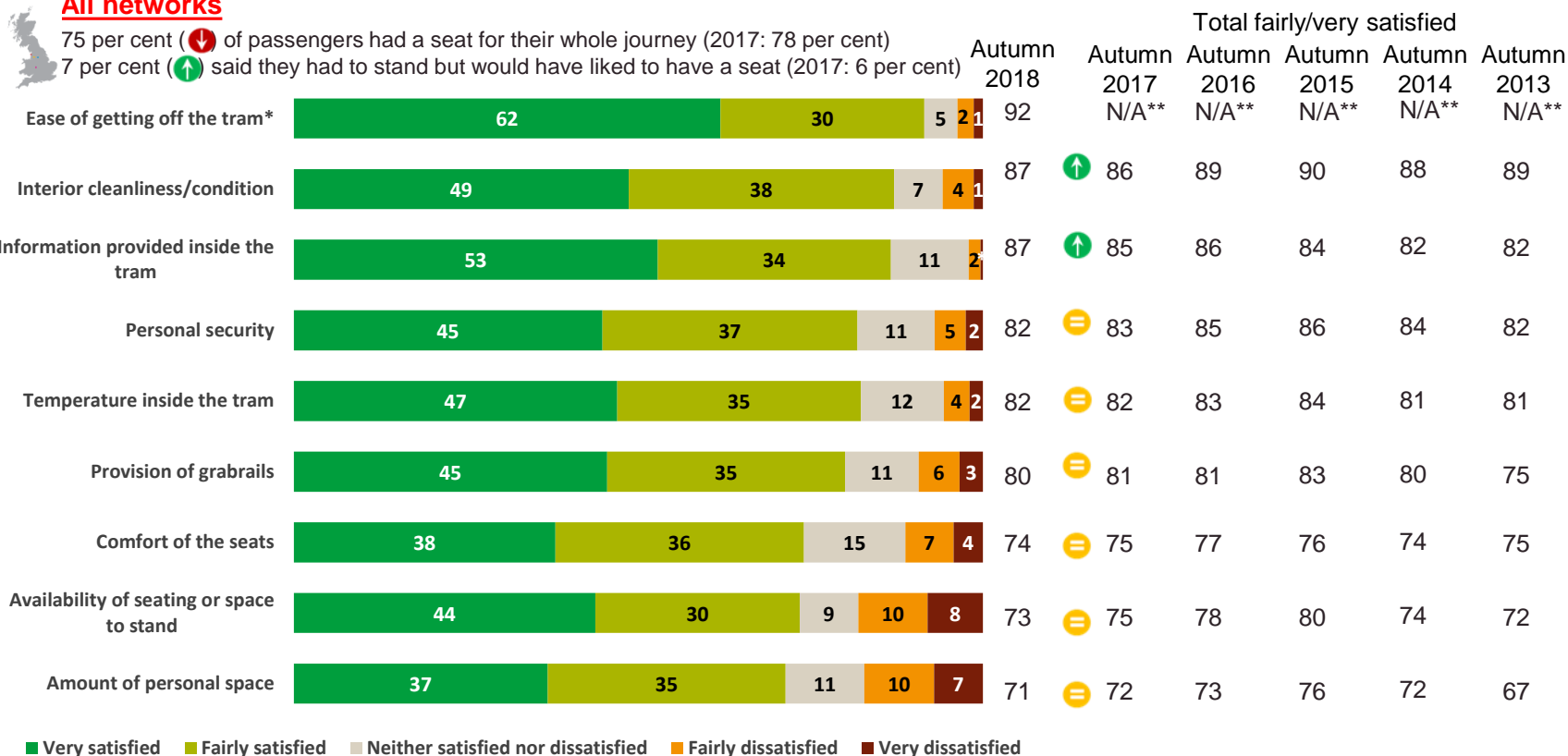
Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:

Base: All passengers – 809 (Sheffield), 554 (West Midlands Metro)

**New question added in 2018

Satisfaction on the tram (%) – 1

All networks



↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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

Base: All passengers – 4864 (All Networks)

**New question in 2018

Satisfaction on the tram (%) – 2



84 per cent (⚖️) of passengers had a seat for their whole journey (2017: 85 per cent)
2 per cent (⚖️) said they had to stand but would have liked to have a seat (2017: 2 per cent)

		Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Interior cleanliness/ condition	<div><div>81</div><div>16</div><div>2</div></div>	97	⚖️	98	96	94	95	97
Ease of getting off the tram	<div><div>81</div><div>15</div><div>22</div></div>	96		N/A**	N/A**	N/A**	N/A**	N/A**
Personal security	<div><div>77</div><div>18</div><div>3</div></div>	95	⚖️	94	93	94	90	96
Information provided inside the tram	<div><div>77</div><div>17</div><div>5</div></div>	94	⚖️	91	91	92	89	93
Provision of grab rails	<div><div>73</div><div>19</div><div>4</div></div>	92	⚖️	90	90	91	89	94
Temperature inside the tram	<div><div>73</div><div>19</div><div>5</div></div>	92	⚖️	92	90	89	87	96
Comfort of the seats	<div><div>68</div><div>24</div><div>5</div></div>	92	⬆️	87	88	88	84	92
Amount of personal space	<div><div>57</div><div>30</div><div>7</div></div>	86	⚖️	84	83	87	82	91
Availability of seating or space to stand	<div><div>65</div><div>21</div><div>6</div></div>	85	⚖️	85	87	89	84	91



70 per cent (⬆️) of passengers had a seat for their whole journey (2017: 75 per cent)
9 per cent (⬆️) said they had to stand but would have liked to have a seat (2017: 7 per cent)

Ease of getting off the tram	<div><div>58</div><div>32</div><div>6</div></div>	90		N/A**	N/A**	N/A**	N/A**	N/A**
Information provided inside the tram	<div><div>48</div><div>37</div><div>14</div></div>	84	⚖️	84	85	81	80	80
Interior cleanliness/ condition	<div><div>38</div><div>44</div><div>10</div></div>	82	⚖️	82	84	86	85	85
Temperature inside the tram	<div><div>39</div><div>41</div><div>12</div></div>	80	⚖️	81	81	83	76	76
Personal security	<div><div>39</div><div>39</div><div>15</div></div>	77	⬇️	80	79	80	78	76
Provision of grab rails	<div><div>39</div><div>37</div><div>12</div></div>	77	⚖️	78	80	81	73	70
Comfort of the seats	<div><div>31</div><div>40</div><div>18</div></div>	71	⚖️	71	73	71	66	67
Availability of seating or space to stand	<div><div>37</div><div>31</div><div>10</div></div>	68	⬇️	71	74	76	65	62
Amount of personal space	<div><div>31</div><div>36</div><div>13</div></div>	67	⬇️	70	71	73	65	61

⬆️ Statistically significant **increase** since 2017 (All networks)

⚖️ No change (All networks)

⬇️ Statistically significant **decrease** since 2017 (All networks)

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

Base: All passengers – 514 (Blackpool), 2987 (Metrolink) **New question added in 2018

Satisfaction on the tram (%) – 3

Stagecoach

SUPERTRAM
Sheffield

89 per cent (= \Rightarrow) of passengers had a seat for their whole journey (2017: 91 per

cent)
1 per cent (= \Rightarrow) said they had to stand but would have liked to have a seat (2017: 2 per cent)

		Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Ease of getting off	69 27 3 1	96		N/A**	N/A**	N/A**	N/A**	N/A**
Interior cleanliness/ condition	59 34 5 2	93	=	93	92	90	87	93
Personal security	61 32 7 1	93	=	92	92	95	92	90
Information provided inside the tram	54 35 9 1	89	↑	83	80	83	83	83
Availability of seating or space to stand	57 32 8 2	89	↑	84	79	85	86	85
Provision of grab rails	53 35 7 4	88	=	88	84	91	86	84
Temperature inside the tram	52 36 9 2	88	=	85	84	88	88	88
Comfort of the seats	51 36 9 3	87	=	88	86	86	84	88
Amount of personal space	48 37 9 4	85	↑	81	74	83	80	79

West Midlands Metro

67 per cent (= \Rightarrow) of passengers had a seat for their whole journey (2017: 69 per cent)

9 per cent (= \Rightarrow) said they had to stand but would have liked to have a seat (2017: 11 per cent)

Interior cleanliness/ condition	54 39 3 3	93	=	93	93	93	88	85
Ease of getting off the tram	57 33 5 4	90		N/A**	N/A**	N/A**	N/A**	N/A**
Information provided inside the tram	55 34 7 3	89	=	88	89	86	77	83
Personal security	41 40 13 3	81	=	83	86	86	83	81
Provision of grab rails	40 34 12 8	75	=	73	72	69	74	63
Temperature inside the tram	37 37 14 7	74	=	77	78	75	77	73
Availability of seating or space to stand	40 29 5 15	69	=	66	70	74	76	61
Amount of personal space	33 31 11 15	64	=	65	61	67	69	56
Comfort of the seats	28 27 15 16	55	=	58	53	52	64	69

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

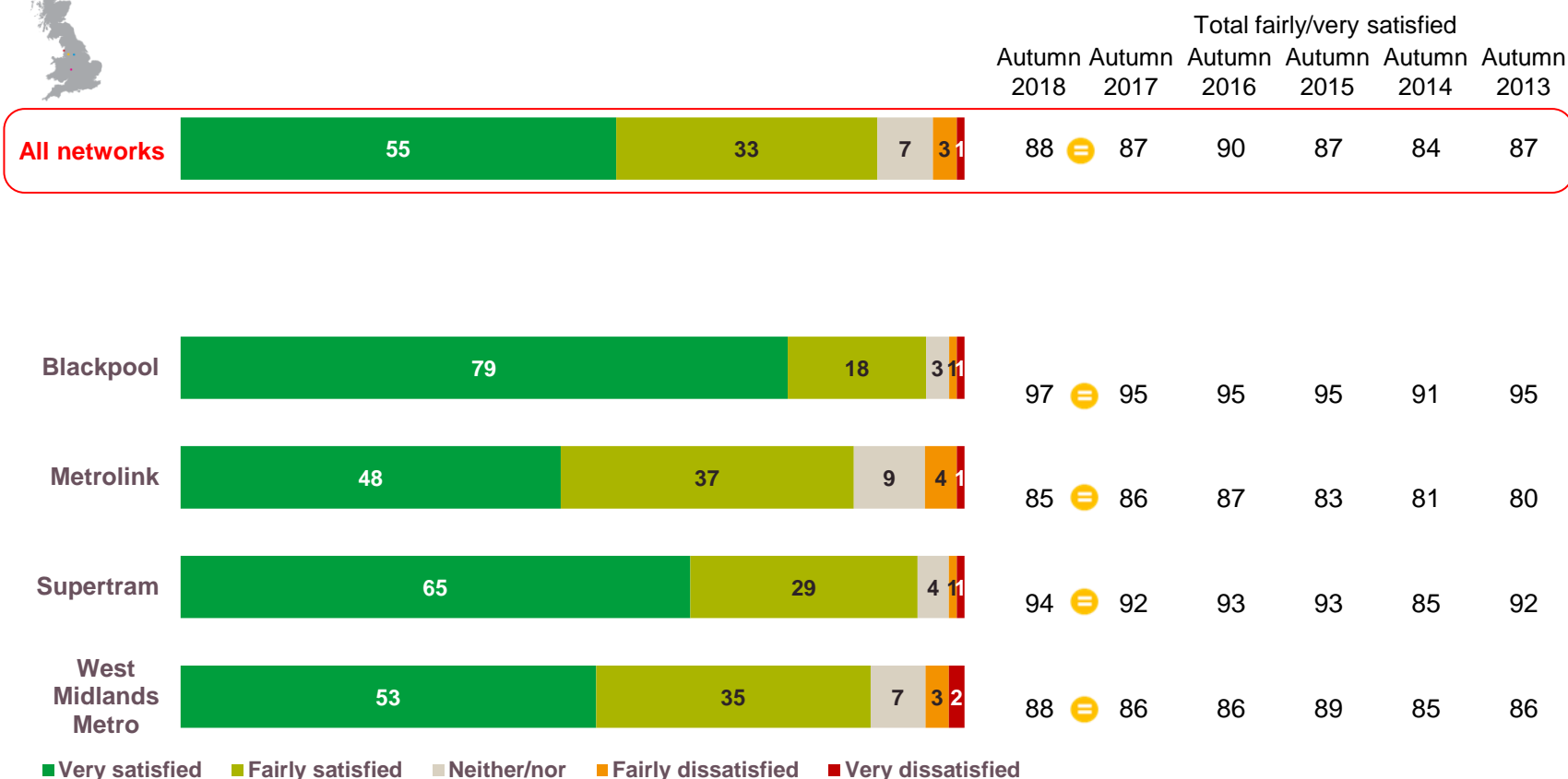
↓ Statistically significant decrease since 2017 (All networks)

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

Base: All passengers – 809 (Supertram), 554 (West Midlands Metro)

**New question in 2018

Satisfaction with on-tram journey time (%)



↑ Statistically significant **increase** since 2017 (All networks)

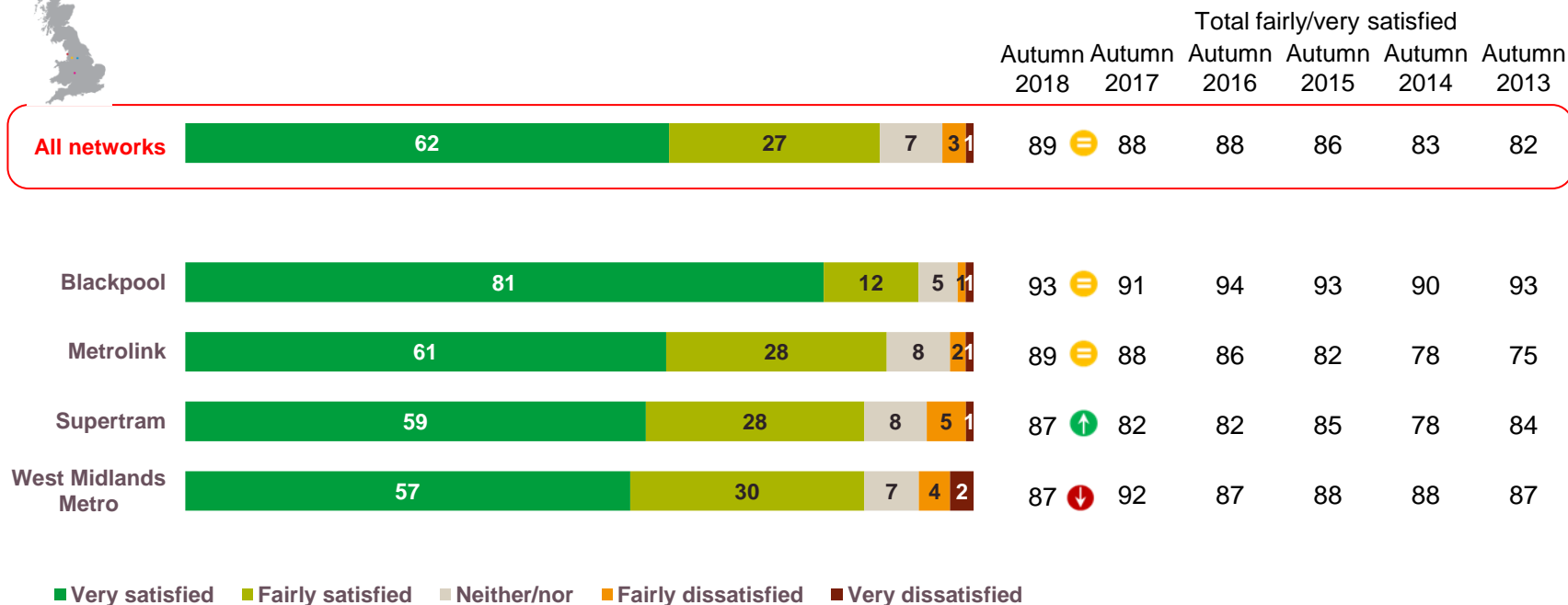
= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

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

Base: All passengers – 4750 (All networks), 495 (Blackpool), 2928 (Metrolink), 793 (Supertram), 534 (West Midlands Metro)

Satisfaction with punctuality of the tram (%)

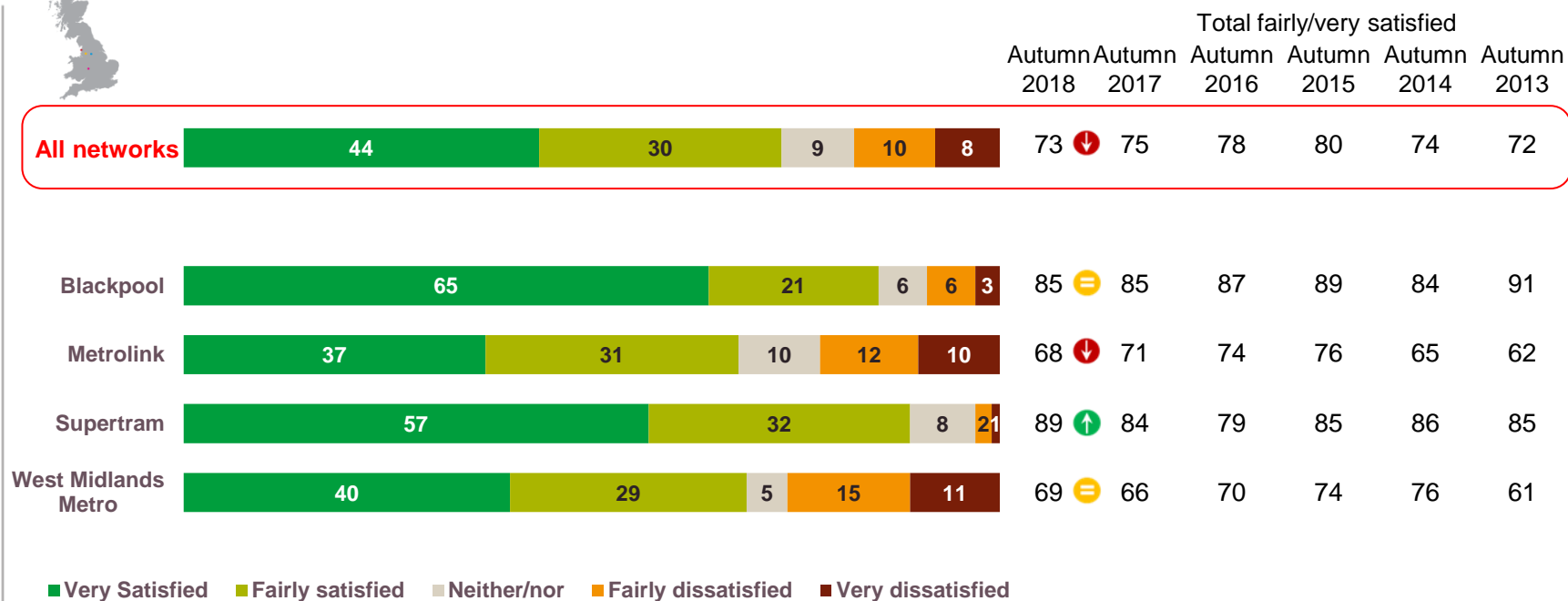


- ↑ Statistically significant **increase** since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant **decrease** since 2017 (All networks)

Q. How satisfied were you with the punctuality of the tram (arriving on time)?

Base: All passengers – 4483 (All networks), 449 (Blackpool), 2769 (Metrolink), 744 (Supertram), 521 (West Midlands Metro)

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



- ↑ Statistically significant increase since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant decrease since 2017 (All networks)

Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with sufficient room for all passengers to sit/stand?
 Base: All passengers – 4737 (All networks), 501 (Blackpool), 2909 (Metrolink), 790 (Supertram), 537 (West Midlands Metro)

Availability of information inside the tram (%) – 1



All networks*

			Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Digital next-stop display	97	↑	92	92	94	90	93
Audio announcements	94	↑	93	93	94	88	92
Route map/ journey times	88	↑	75	71	76	72	84
How to contact train company**	66	↑	33	31	16	16	31
Fare/tickets information	60	↑	35	39	36	38	44
Timetable	33	=	31	25	25	24	33

* Question not asked for Metrolink

** Wording changed from 'Details of how to make a complaint, if you had one' in 2015 to 'Details of how to contact the tram company, for example, to make a complaint or find out information' in 2016. This likely accounts for the significant change in 2016.

NOTE: The question was changed between 2013 and 2014 (by the addition of a 'Don't know' option) and is not directly comparable

↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

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

Base: All passengers – 1877 (All networks),

Availability of information inside the tram (%) – 2



	Blackpool Transport	Metrolink Manchester	Stagecoach SUPERTRAM Sheffield	West Midlands Metro
		Question not asked for Metrolink		
Digital next-stop display	99 =		95 ↑	97 ↑
Audio announcements	98 =		92 ↑	93 =
Route map/ journey times	82 ↑		90 ↑	91 ↑
How to contact train company**	76 ↑		56 ↑	68 ↑
Fare/tickets information	72 ↑		62 ↑	47 ↑
Timetable	39 ↑		32 ↑	31 ↑

* Question not asked for Metrolink

** Wording changed from 'Details of how to make a complaint, if you had one' in 2015 to 'Details of how to contact the tram company, for example, to make a complaint or find out information' in 2016. This likely accounts for the significant change in 2016.

NOTE: The question was changed between 2013 and 2014 (by the addition of a 'Don't know' option) and is not directly comparable

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

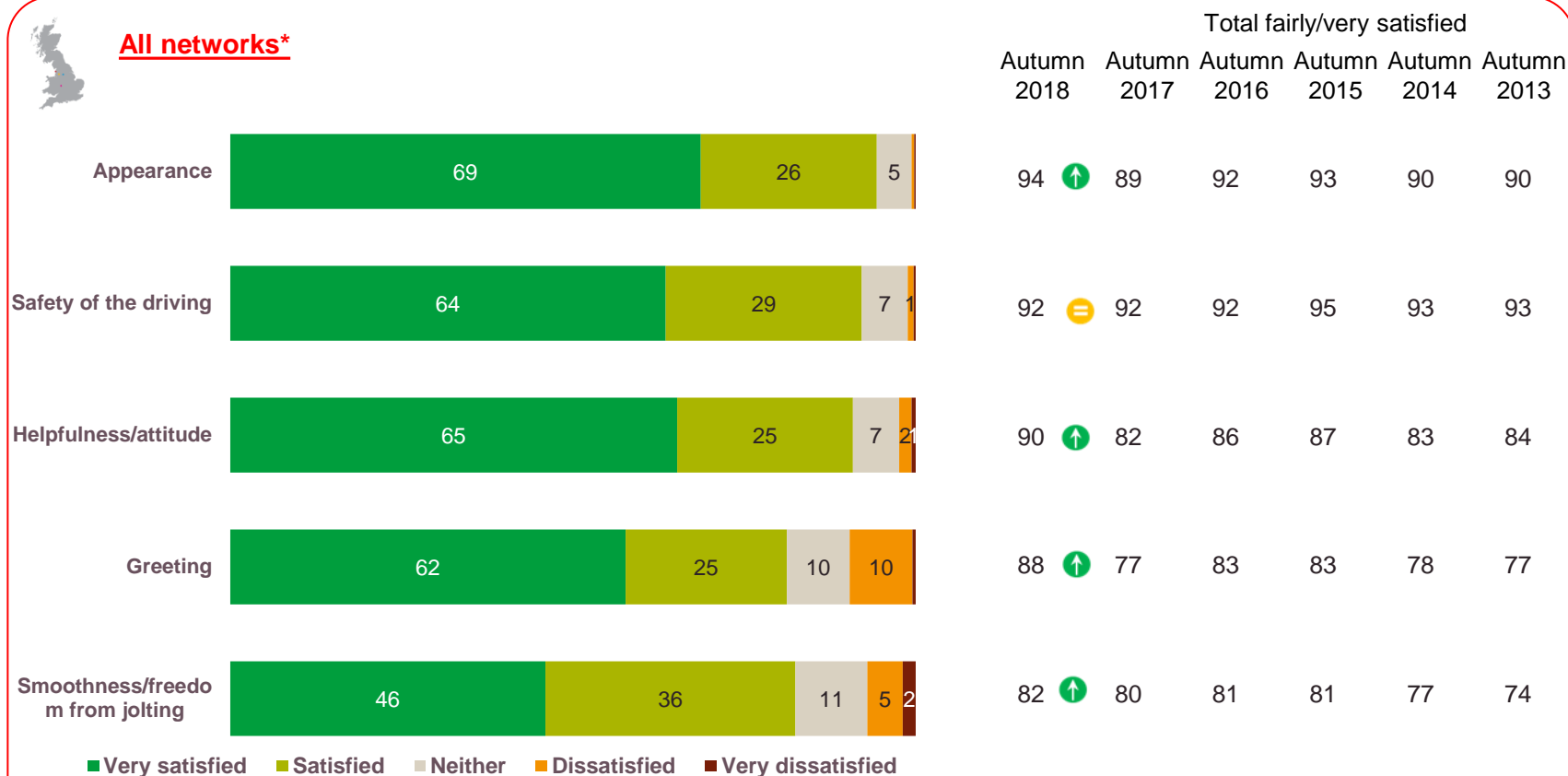
Q. Were any of these items of information present on the tram?

Base: All passengers – 514 (Blackpool), 809 (Supertram), 554 (West Midlands Metro)

Satisfaction with tram staff (%) – 1



All networks*



* Question not asked for Metrolink

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

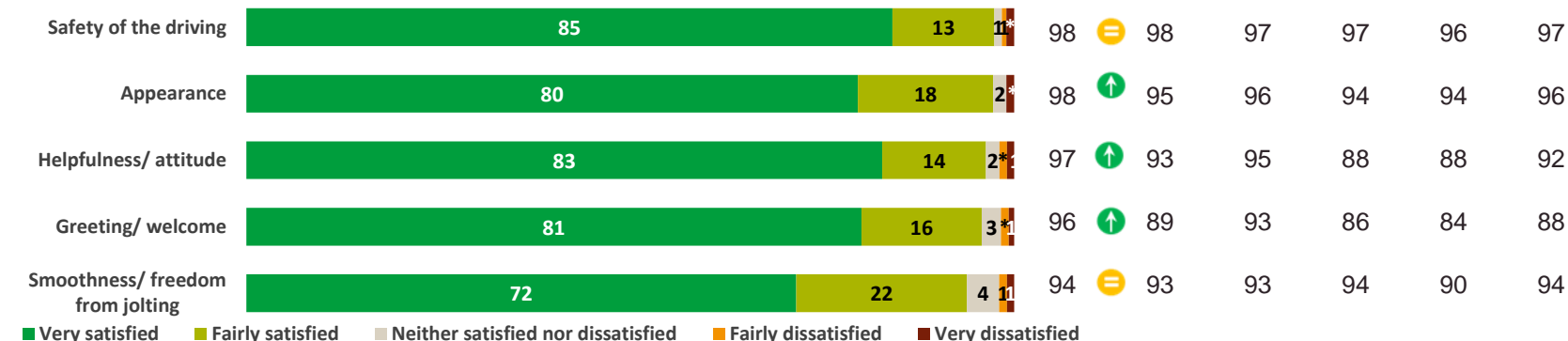
Q. Thinking about any tram staff you encountered on your journey, please indicate how satisfied you were with each of the following:

Base: All passengers – 4864 (All networks)

Satisfaction with tram staff (%) – 2



Total fairly/very satisfied
Autumn 2018 Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013

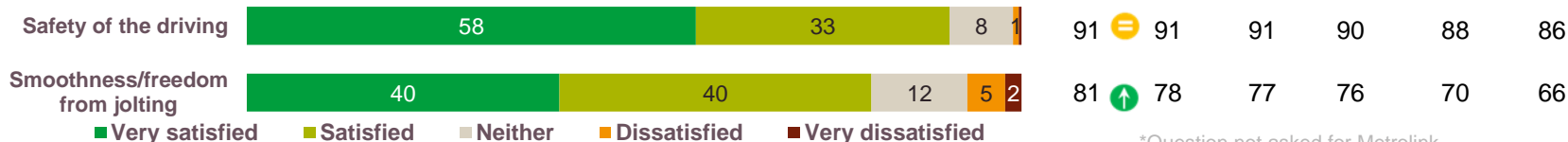


Metrolink Manchester

Appearance N/A*

Greeting N/A*

Helpfulness/attitude N/A*



*Question not asked for Metrolink

↑ Statistically significant increase since 2017 (All networks)

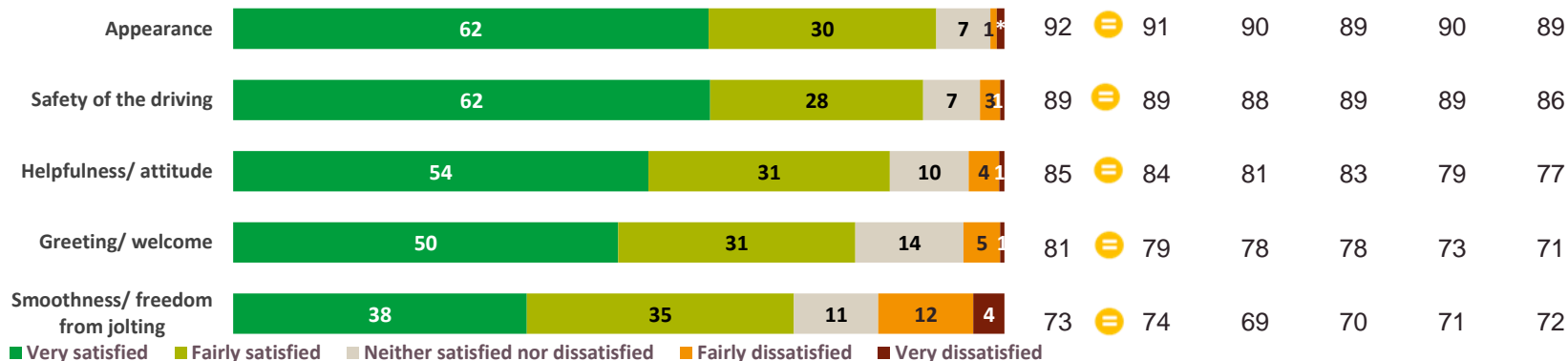
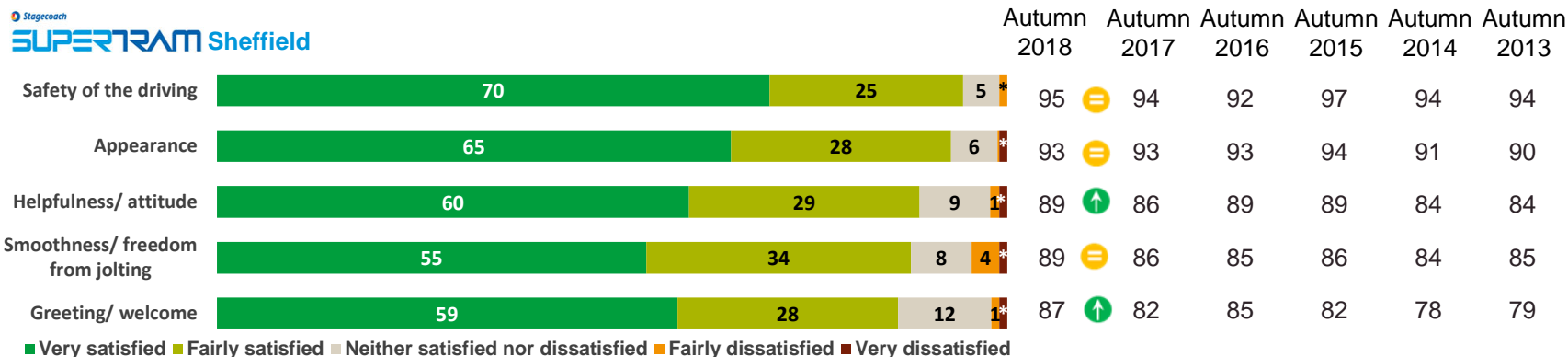
= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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 – 514 (Blackpool), 2987 (Metrolink)

Satisfaction with tram staff (%) – 3



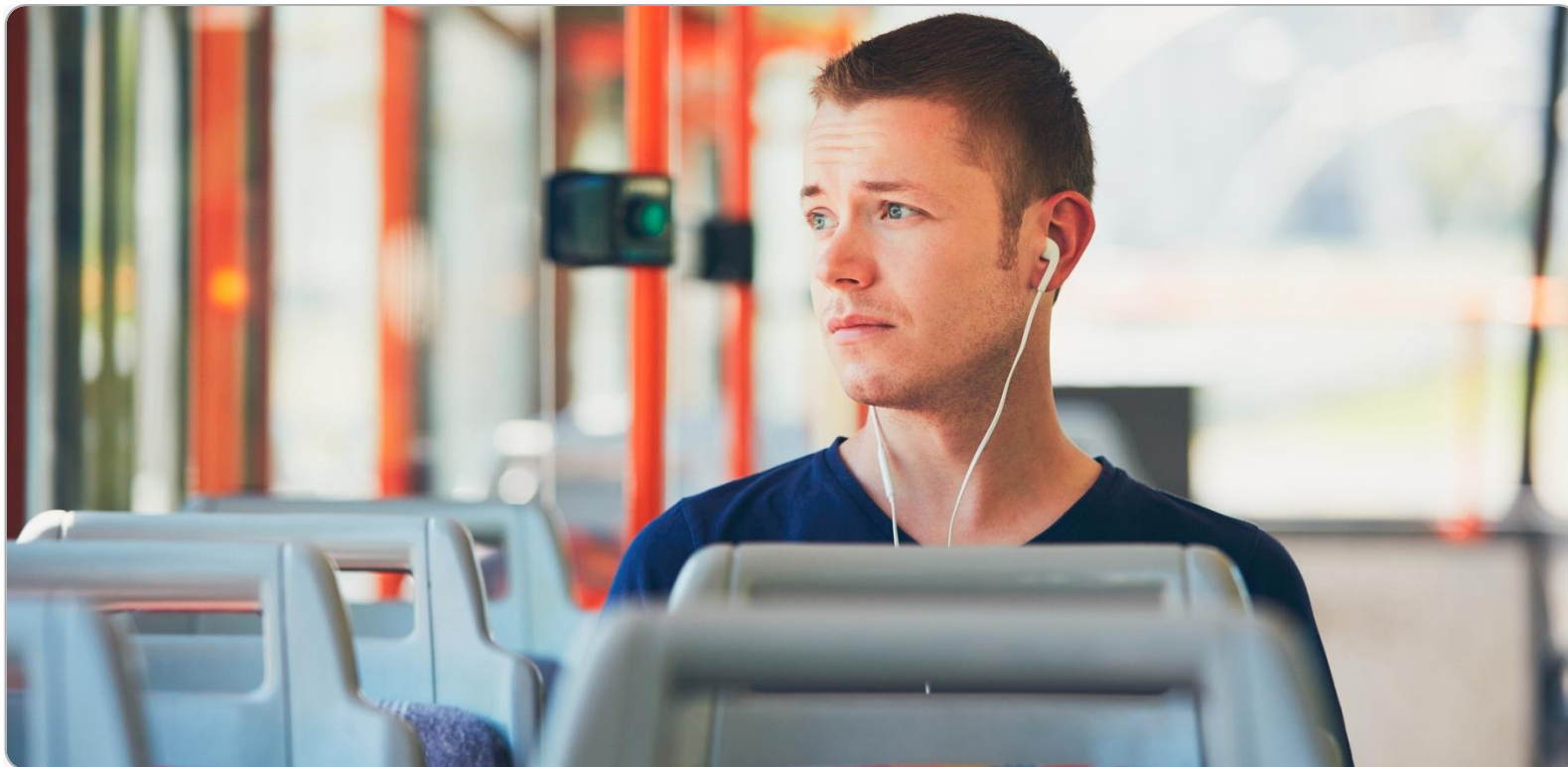
↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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

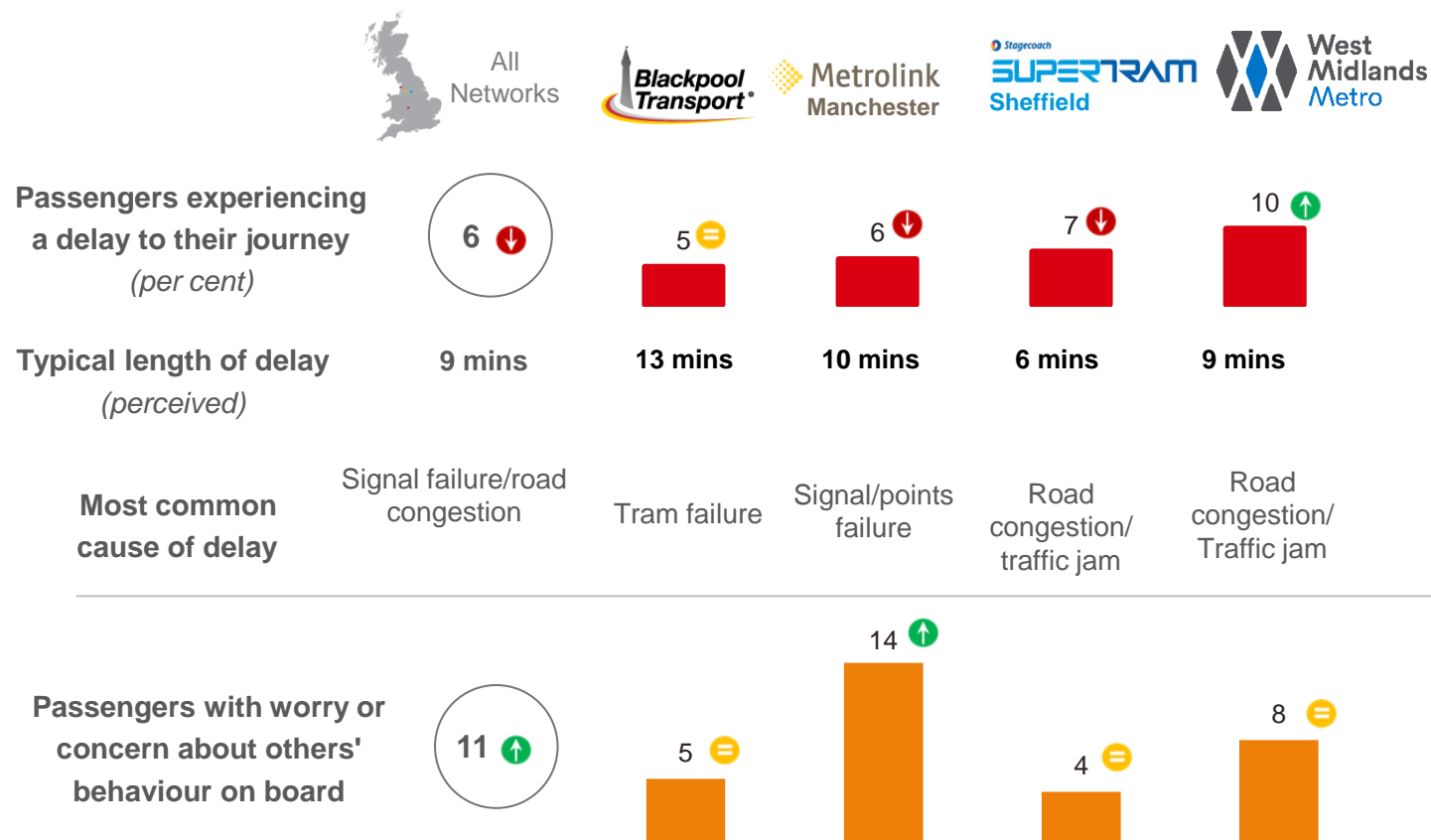
Base: All passengers – 809 (Supertram), 554 (West Midlands Metro)



Tram Passenger Survey (TPS) – All networks

Negative experiences during the journey

Negative experiences during the journey: summary



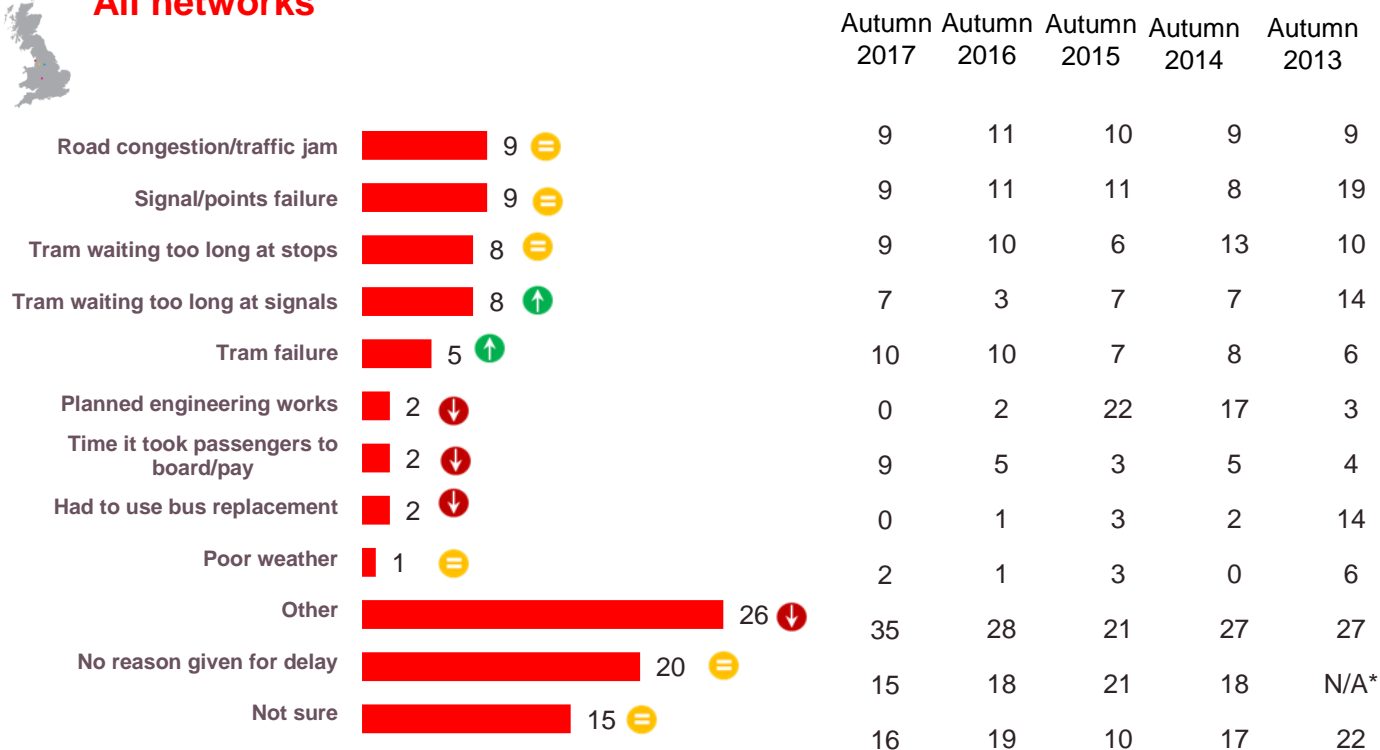
(Caution small bases)

- ↑ Statistically significant increase since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant decrease since 2017 (All networks)

Experience of delays (%) – 1



All networks



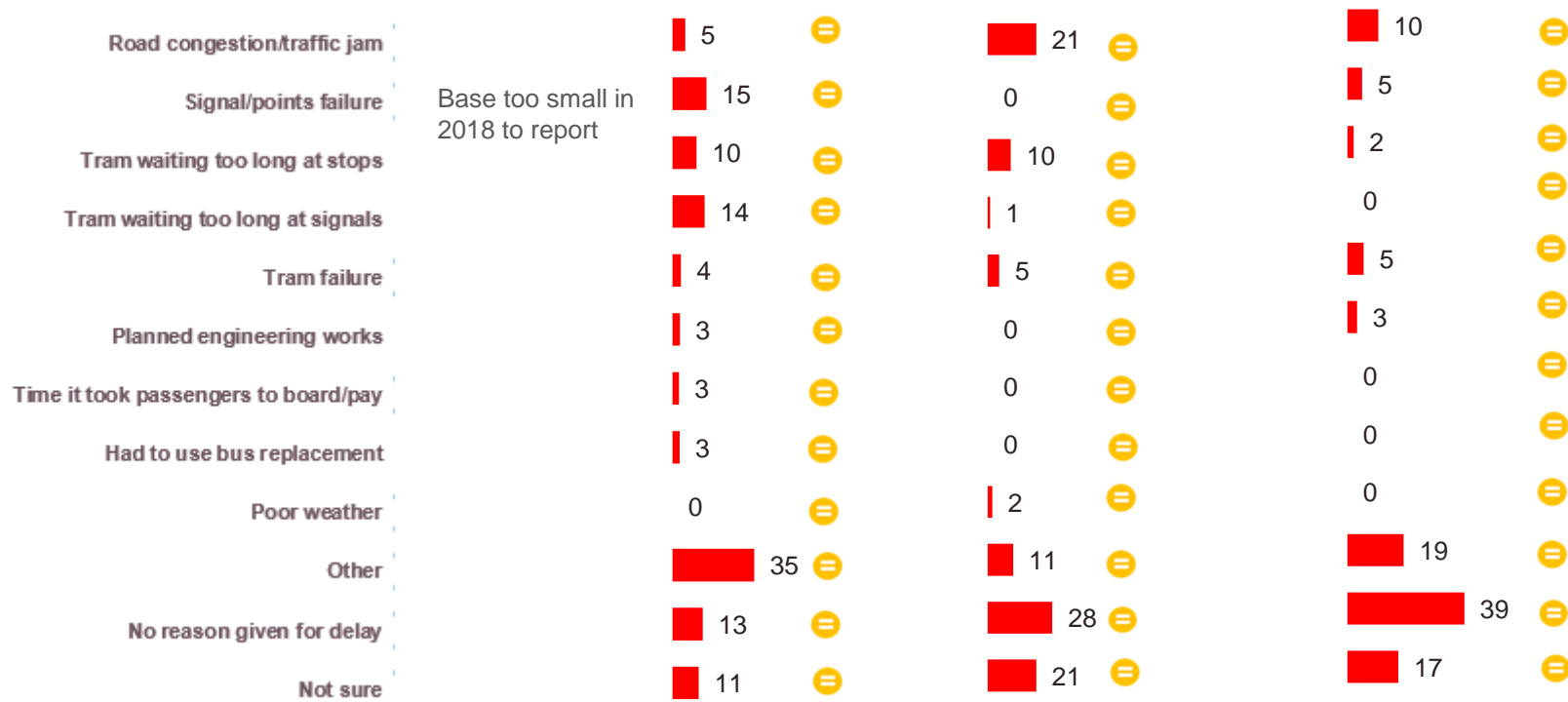
- ↑ Statistically significant increase since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant decrease since 2017 (All networks)

*No reason given for delay not asked in 2013. Its addition could have caused the significant drops in the other factors

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

Base: All experiencing a delay – 276 (All networks),

Experience of delays (%) – 2



↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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

Base: All experiencing a delay – 24 (Blackpool), 155 (Metrolink), 48 (Supertram), 49 (West Midlands Metro)

Worry or concern at other passengers' behaviour (%) – 1



All networks

	Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
All passengers	11 ↑	8	7	7	5	7
Male	11 ↑	8	6	6	6	7
Female	11 ↑	8	7	7	5	7
Age 16 to 34	14 ↑	8	8	8	7	7
Age 35 to 59	10 ↑	8	6	6	5	8
Age 60+	7 =	6	4	4	4	5



Statistically significant **increase** since 2017 (All networks)



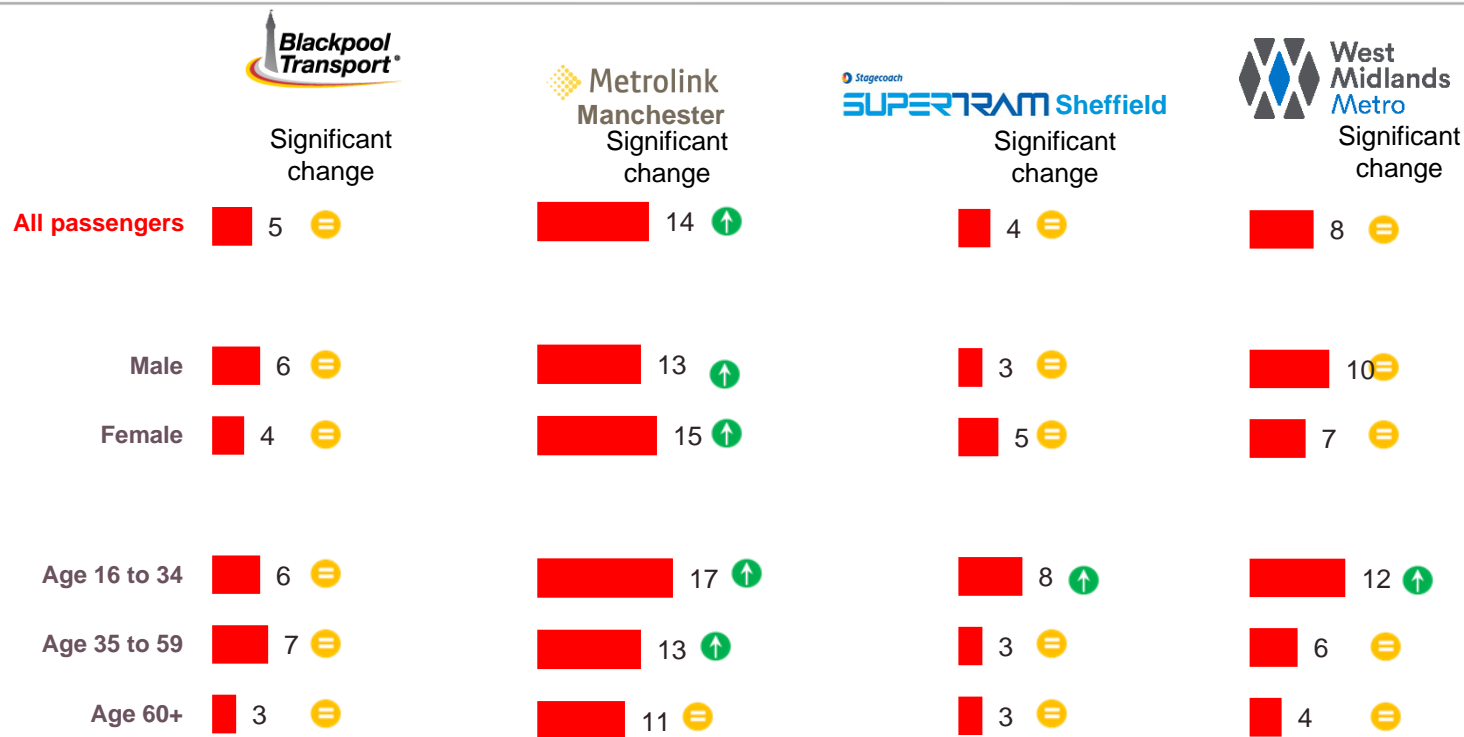
No change (All networks)



Statistically significant **decrease** since 2017 (All networks)

Q. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?
Base: All passengers – 4821 (All networks)

Worry or concern at other passengers' behaviour (%) – 2



↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)

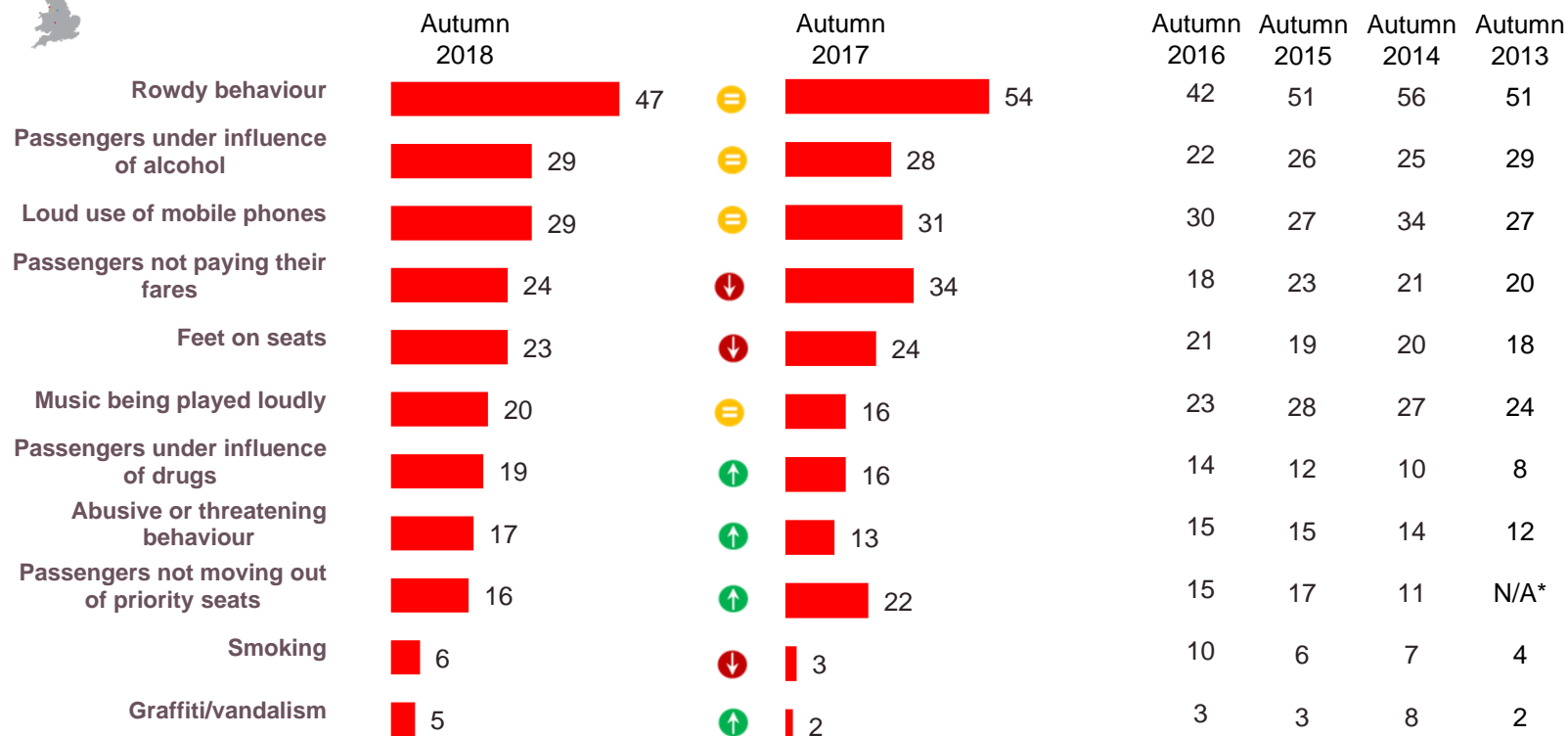
↓ Statistically significant **decrease** since 2017 (All networks)

Q. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?
Base: All passengers – 505 (blackpool), 2976 (Metrolink), 803 (Supertram), 537 (West Midlands Metro)

Types of worrying/concerning behaviour (%) – 1



All networks



*Not asked in 2013

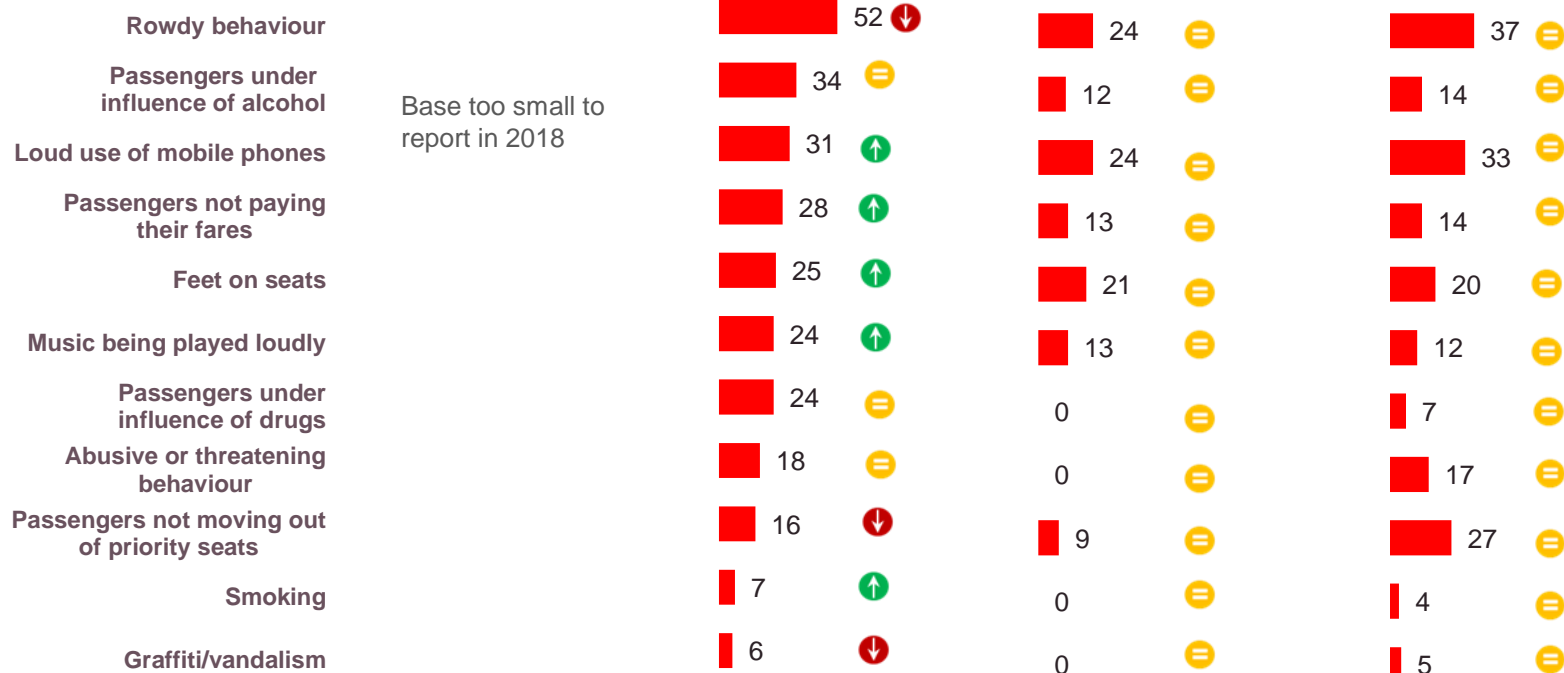
↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

Q. Which of the following were the reasons for other passengers behaviour using you concern?
Base: All experiencing worrying/concerning behaviour – 486 (All networks)

Types of worrying/concerning behaviour (%) – 2



↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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

Base: All experiencing worrying/concerning behaviour – 23 (Blackpool), 390 (Metrolink), 34 (Supertram), 39 (West Midlands Metro)



Tram Passenger Survey (TPS) – All networks

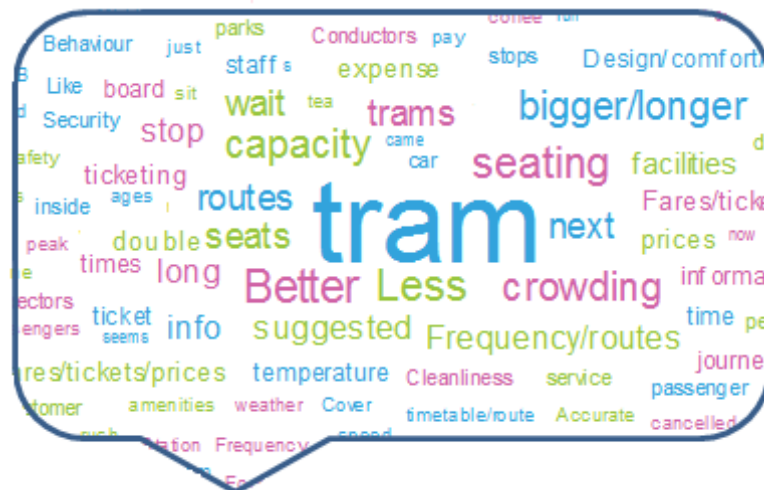
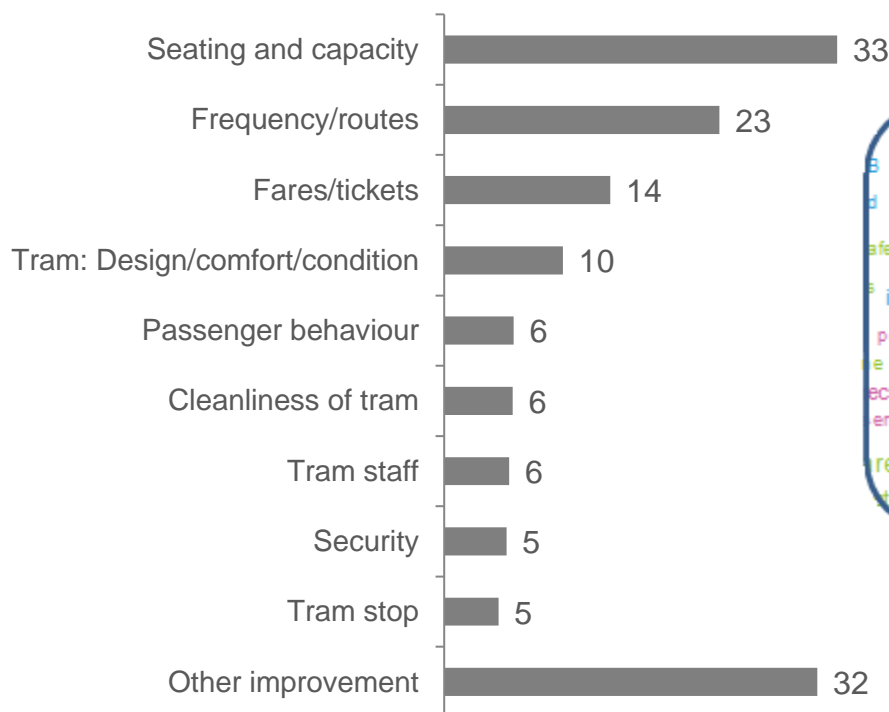
Passengers' suggested improvements

Passengers' suggested improvements: summary



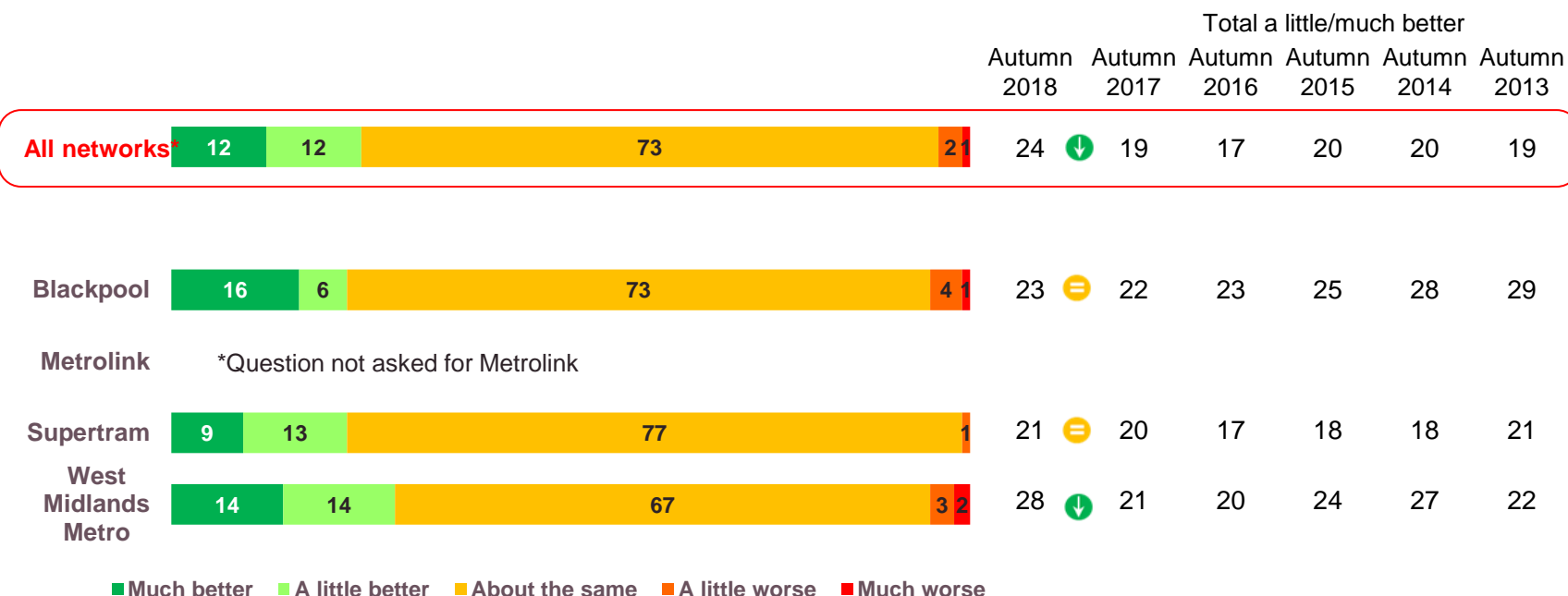
60% of all passengers in 2018 had no suggestions for improvements

...of the 40% that did, the most common service areas for improvement were:



- ↑ Statistically significant **increase** since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant **decrease** since 2017 (All networks)

Whether journey was better or worse than usual (%)



↑ Statistically significant **increase** since 2017 (All networks)
 Q. If you have used the tram before, how typical would you say today's experience was?

= No change (All networks)

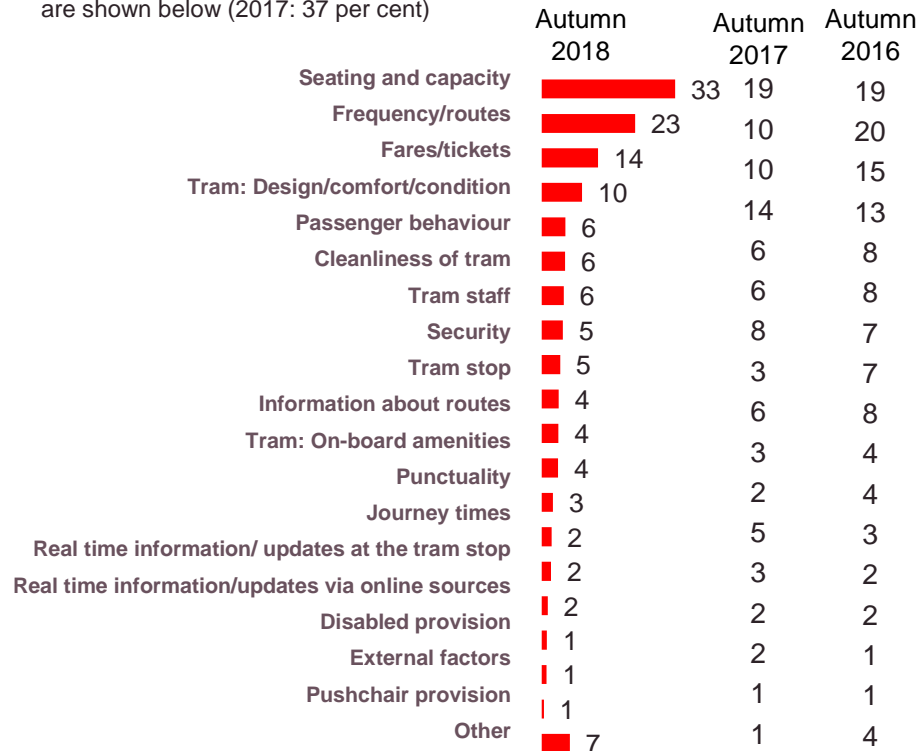
↓ Statistically significant **decrease** since 2017 (All networks)

Base: All passengers who have previously used the tram - 1705 (All passengers), 401 (Blackpool), 781 (Supertram), 523 (West Midlands Metro)

Suggested improvements spontaneously mentioned by passengers (%) – 1

All networks

60 per cent (⚖️) of passengers could think of no improvement suggestions to make (2017: 63 per cent). Of the 40 per cent (⚖️) who did, their suggestions are shown below (2017: 37 per cent)



26 per cent (⚖️) of Blackpool passengers suggested an improvement (2017: 21 per cent)



49 per cent (⬆️) of Metrolink passengers suggested an improvement (2017: 42 per cent)



⬆️ Statistically significant **increase** since 2017 (All networks)

⚖️ No change (All networks)

⬆️ Statistically significant **decrease** since 2017 (All networks)

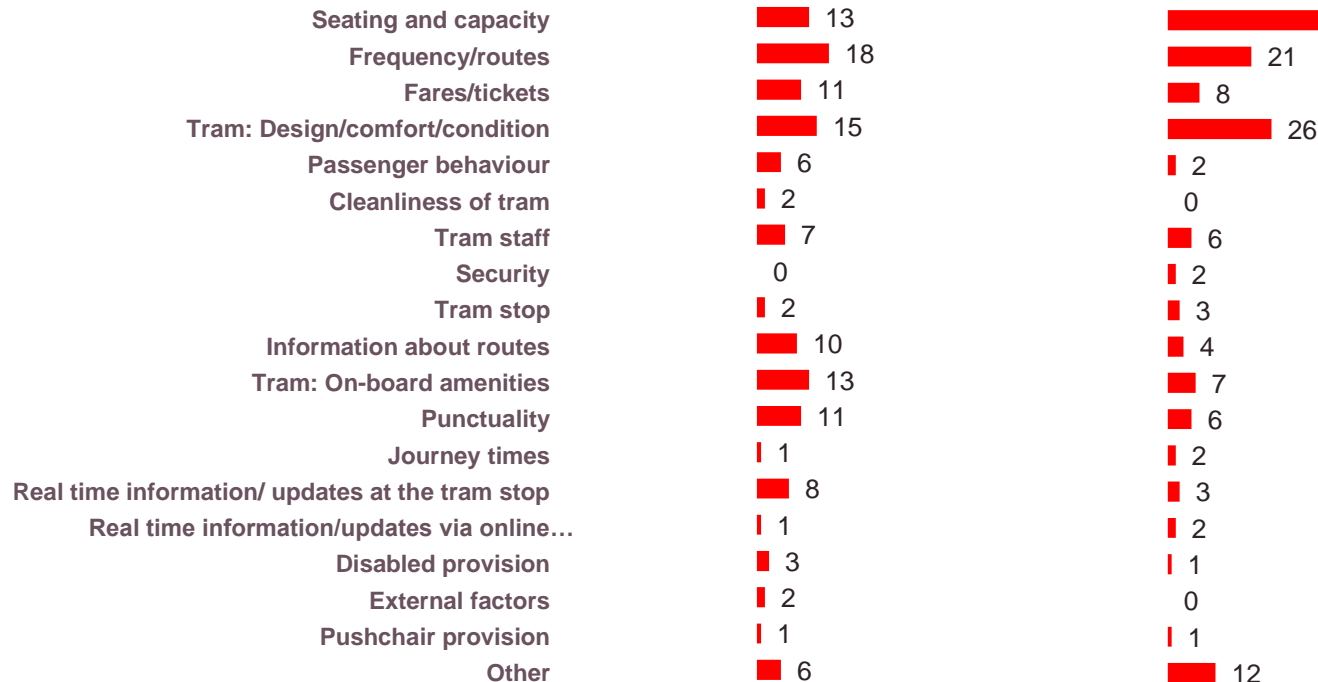
Suggested improvements spontaneously mentioned by passengers (%) – 2



29 per cent (⚖️) of Supertram passengers suggested an improvement (2017: 29 per cent)



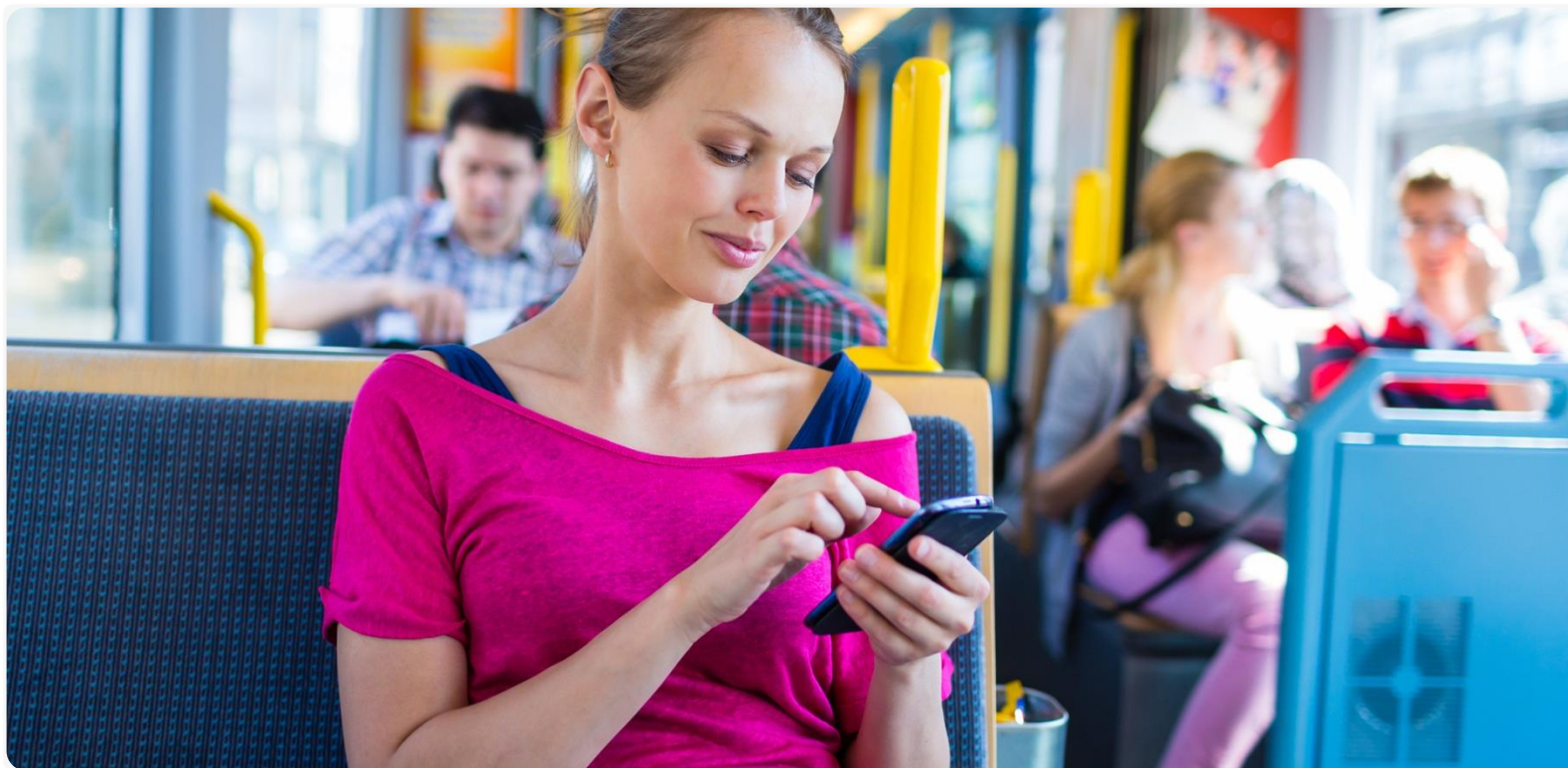
40 per cent (⚖️) of Midland Metro passengers suggested an improvement (2017: 39 per cent)



⬆️ Statistically significant **increase** since 2017 (All networks)

⚖️ No change (All networks)

⬇️ Statistically significant **decrease** since 2017 (All networks)



Tram Passenger Survey (TPS) – All networks

Opinion of trams in the local area

Opinion of trams in the local area: summary



All networks

General opinion of services in area:

	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Ease of buying tickets	87	=	86	86	85	84	89
Reliability*	82	=	82	N/A*	N/A*	N/A*	N/A*
Frequency	83	=	83	84	82	80	78
Range of tickets available	73	=	77	77	76	71	N/A*
Range of payment options available	81	=	82	78	N/A**	N/A**	N/A**
Ease of getting to local amenities	90	↑	88	87	87	86	86
Connections with other modes	89	=	89	87	88	86	87

*Statement changed in 2017 from 'Punctuality' to 'Reliability'. Comparisons with previous years are therefore not shown

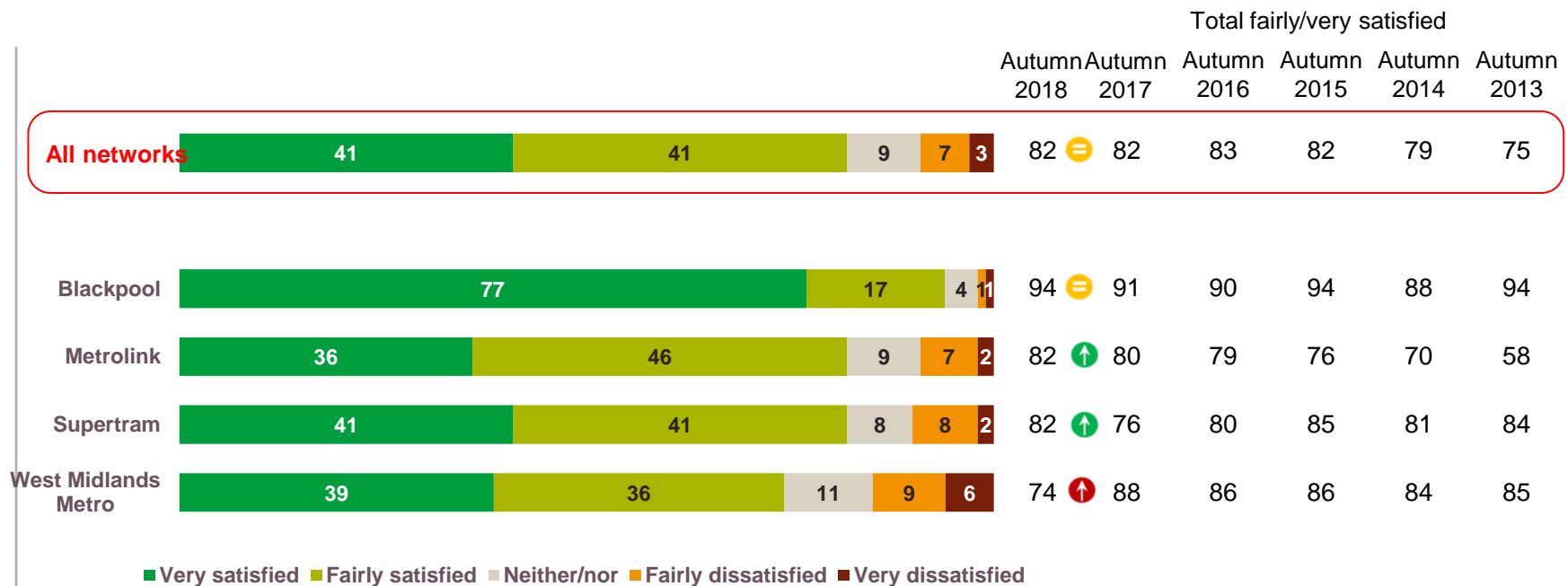
**Not asked before 2016

↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

Satisfaction with the reliability of service (running on time) (%)



*Statement changed in 2017 from 'Punctuality' to 'Reliability'

↑ Statistically significant **increase** since 2017 (All networks)

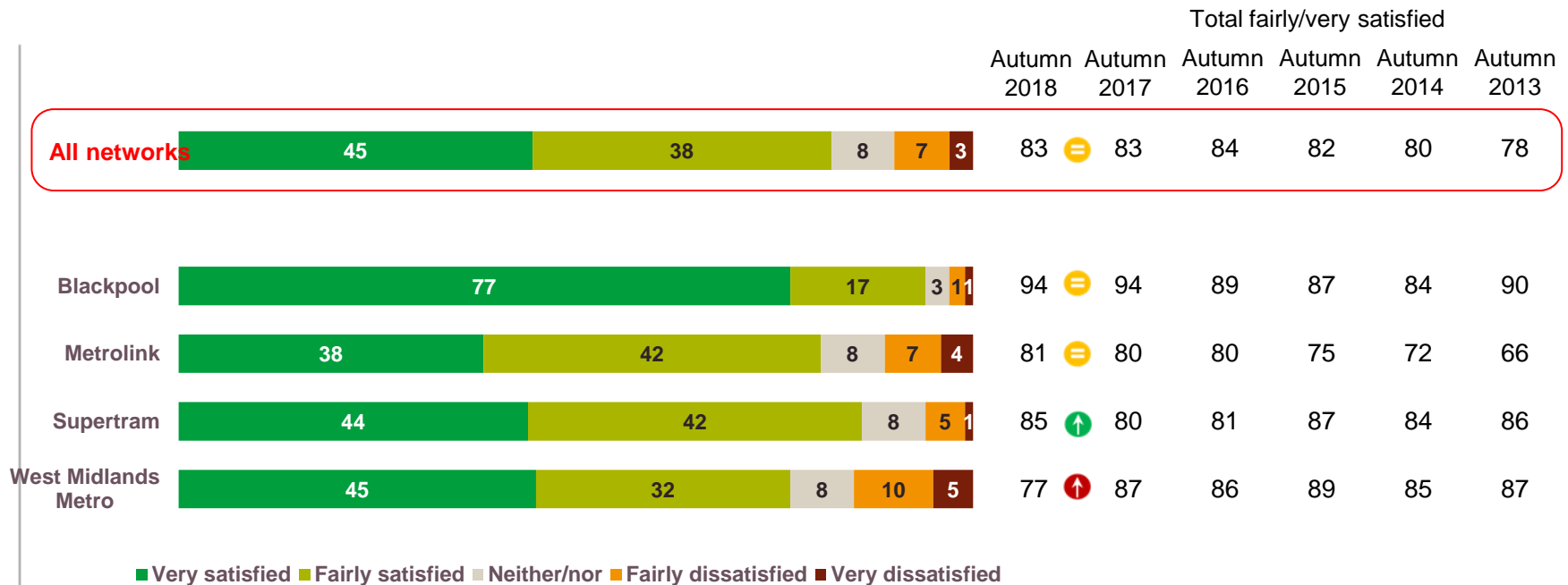
= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

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

Base: All passengers – 4491 (All networks), 473 (Blackpool), 2736 (Metrolink), 761 (Supertram), 521 (West Midlands Metro)

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



↑ Statistically significant **increase** since 2017 (All networks)

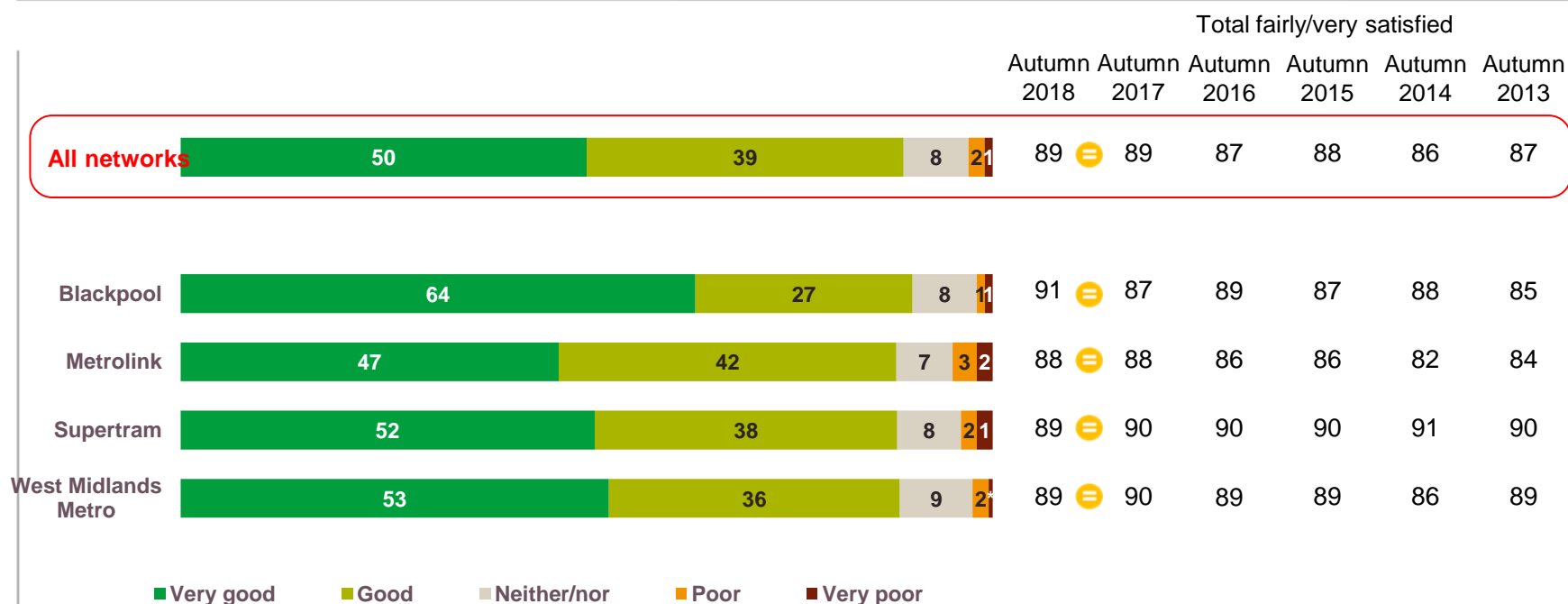
= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

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

Base: All passengers – 4546 (All networks), 476 (Blackpool), 2794 (Metrolink), 755 (Sheffield), 521 (West Midlands Metro)

Connections with other forms of transport (%)



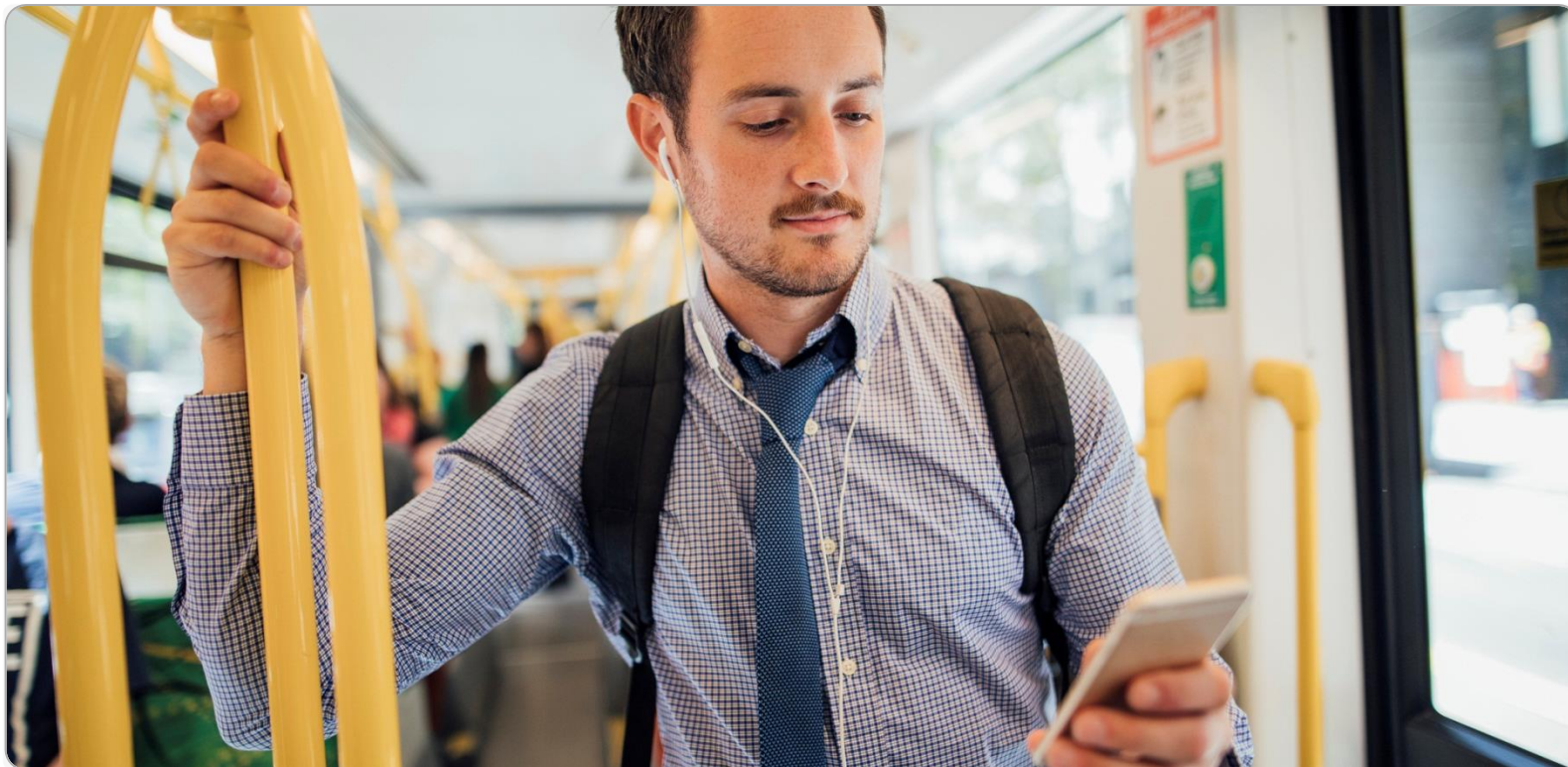
↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

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

Base: All passengers – 4408 (All networks), 442 (Blackpool), 2683 (Metrolink), 760 (Supertram), 523 (West Midlands Metro)

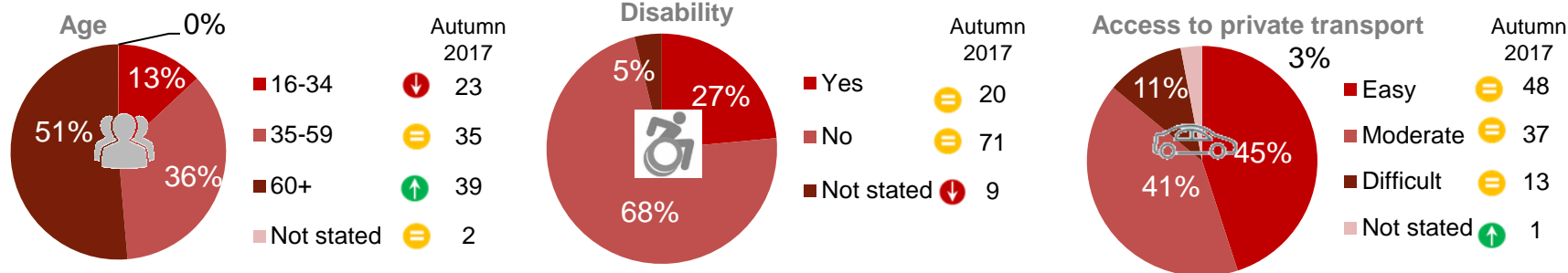


Tram Passenger Survey (TPS) – All networks

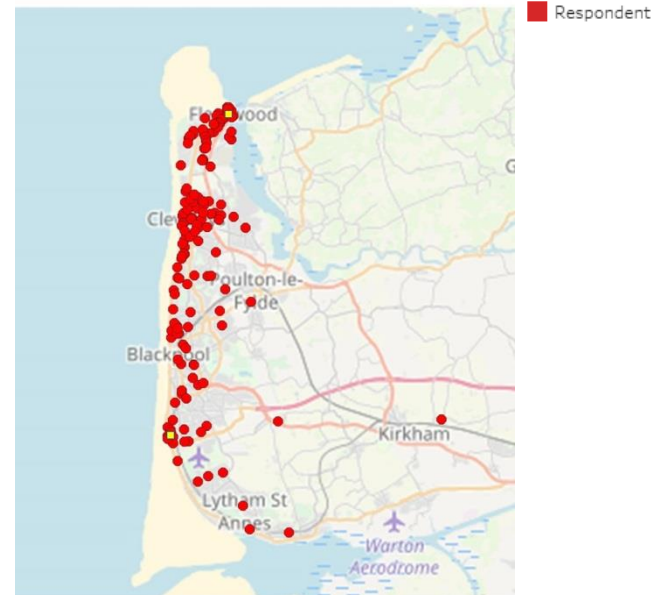
Appendix 1: the passenger and journey context

Blackpool passengers: summary

Overview of passenger demographics

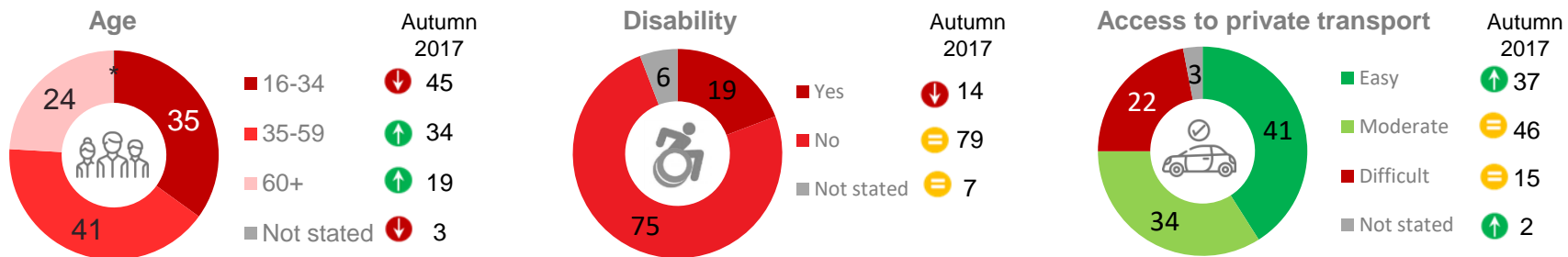


Passengers' postcodes relative to tram network

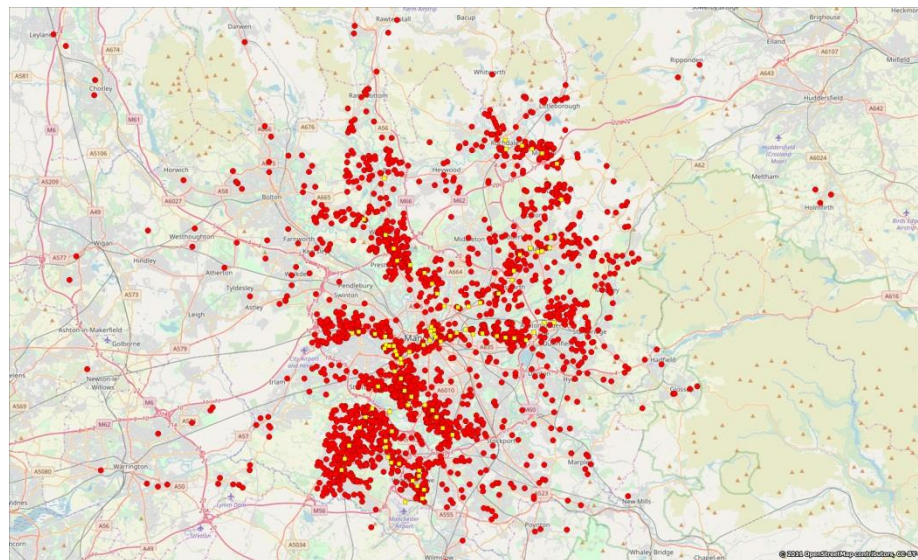


Metrolink passengers: summary

Overview of passenger demographics



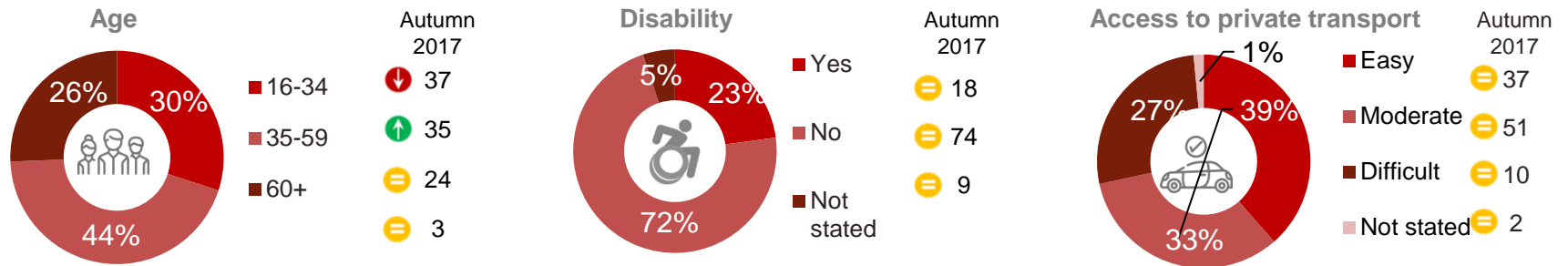
Passengers' postcodes relative to tram network



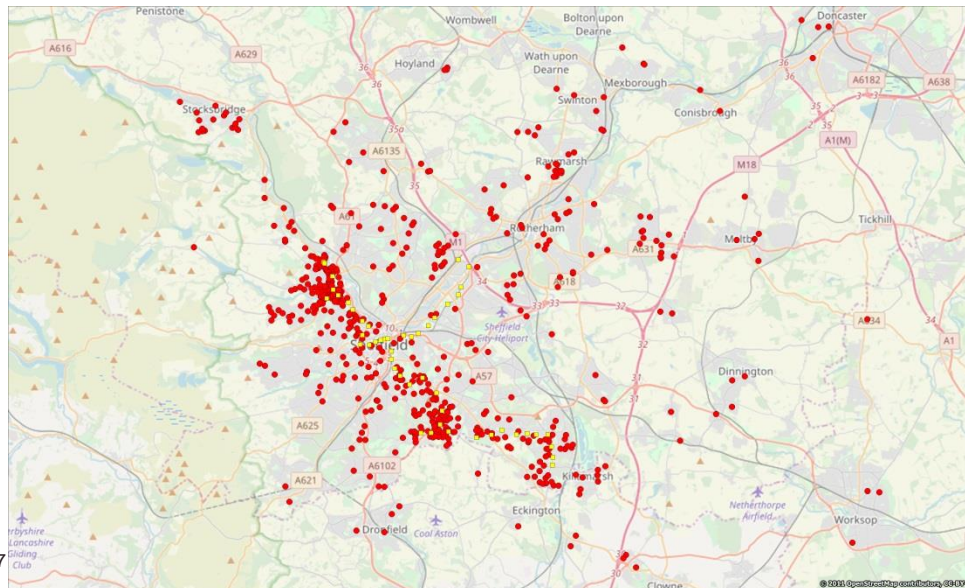
- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Sheffield passengers: summary

Overview of passenger demographics



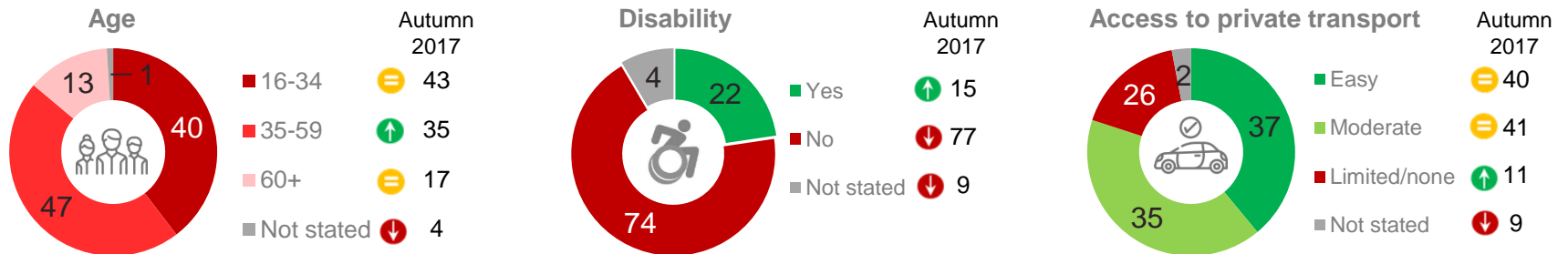
Passengers' postcodes relative to tram network



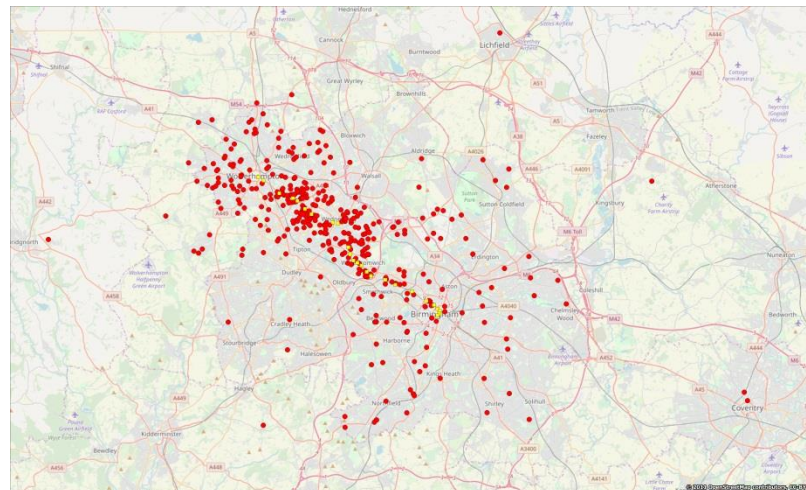
- Statistically significant increase since 2017
- No change
- Statistically significant decrease since 2017

West Midlands Metro passengers: summary

Overview of passenger demographics










Passengers' postcodes relative to tram network



● Tram stop
● Respondent

- ↑ Statistically significant **increase** since 2017
- = No change
- ↓ Statistically significant **decrease** since 2017

Passenger profile (%)

		All networks											
Age		Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013						
	16 to 34	32	↓	41	37	42	48	13	↓	35	↓	40	=
	35 to 59	42	↑	35	38	37	31	36	=	41	↑	47	↑
	Over 60	26	↑	21	21	19	20	51	↑	24	↑	26	=
	Not stated*	*	=	3	4	2	N/A*	0	=	*	↓	*	↓
Access to private transport													
	Easy	41	=	42	40	39	42	45	=	41	↑	39	=
	Moderate	35	↓	44	45	44	42	41	=	34	=	33	=
	Limited/none	22	↑	13	13	13	14	11	=	22	=	27	=
	Not stated	3	↑	2	2	4	2	3	↑	3	↑	1	=
Has a disability													
	Yes	20	↓	17	16	14	13	27	=	19	↑	23	=
	No												
Ticket type													
	Free pass holders	21	↑	19	20	18	18	16	=	22	↑	24	=
	Fare-payers	79	↓	81	80	82	82	84	=	78	↓	76	=

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

*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

Base: All passengers – 4864 (All networks), 514 (Blackpool), 2987 (Metrolink), 809 (Supertram), 554 (West Midlands Metro)

Journey purpose (%) – 1



All networks

	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Travelling to/from work	40	=	40	39	41	40	44
Leisure trip	20	↑	17	17	16	18	12
Shopping trip	14	↑	13	14	13	11	16
Visiting friends or relatives	8	↑	7	7	7	8	9
Travelling to/from education	5	↓	10	8	9	10	8
On personal business	3	↓	4	4	5	5	4
Health visit	3	=	3	2	2	1	1
On company business	3	↓	3	4	3	2	3
Other	5	↑	3	4	4	4	3

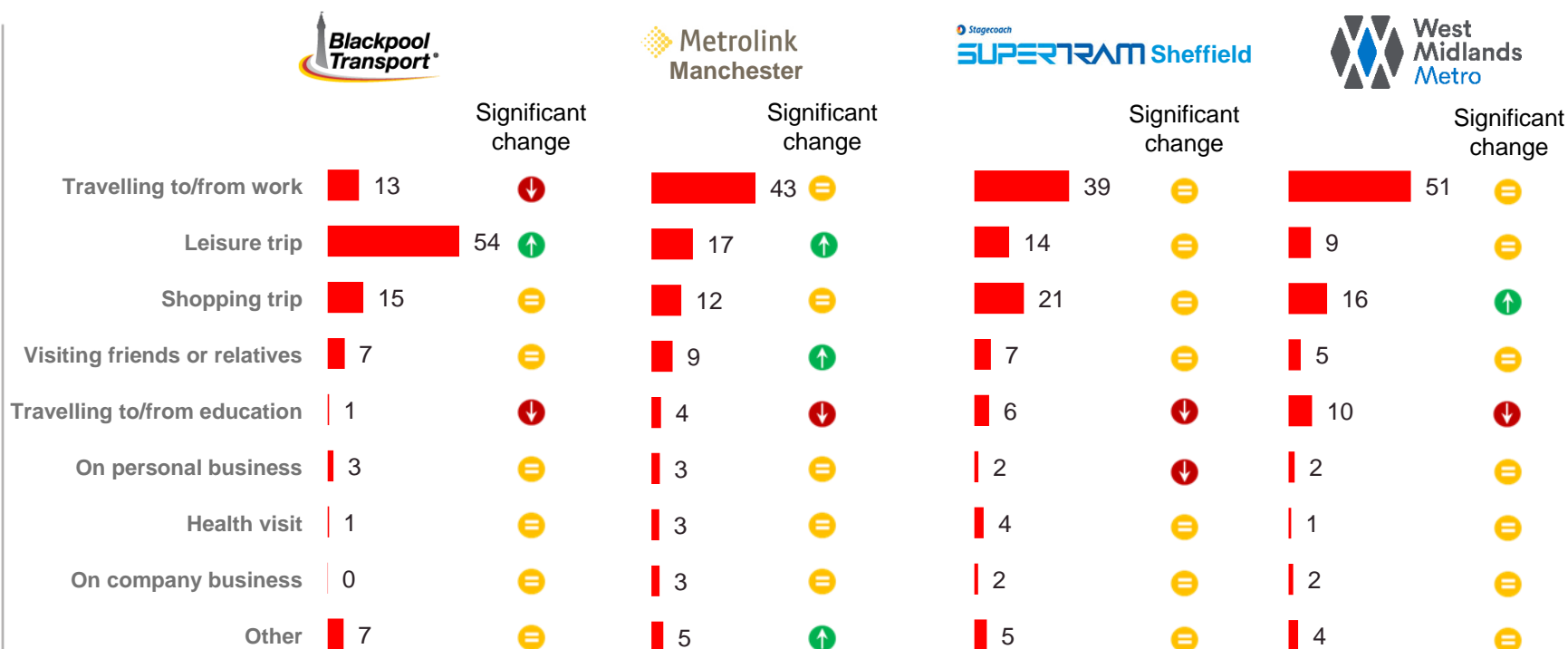
↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

Q. What is the main purpose of your tram journey today?
Base: All passengers – 4774

Journey purpose (%) – 2



- ↑ Statistically significant increase since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant decrease since 2017 (All networks)

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

Base: All passengers – 505 (Blackpool), 2921 (Metrolink), 794 (Supertram), 554 (West Midlands Metro)

Frequency of using the tram (%) – 1



All networks

	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
5 or more days a week	36	↓	38	38	40	40	43
3 or 4 days a week	18	=	18	19	18	16	18
Once or twice a week	19	↓	23	20	18	18	18
Once a fortnight	7	=	7	6	7	7	6
Once a month	6	↑	5	5	5	5	5
Less frequently	10	↑	8	8	8	10	8

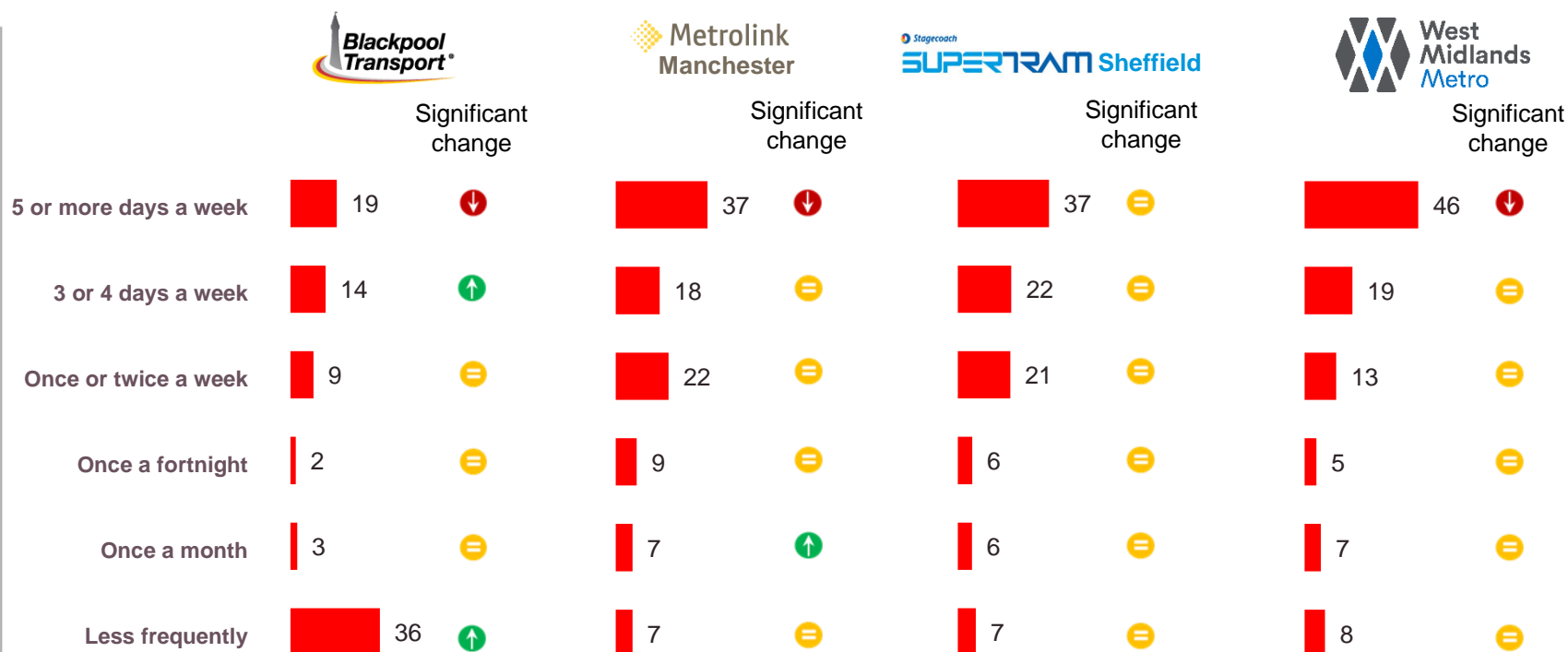
↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)

↓ Statistically significant **decrease** since 2017 (All networks)

Q. How often do you typically travel by tram?
Base: All passengers – 4758 (All networks)

Frequency of using the tram (%) – 2

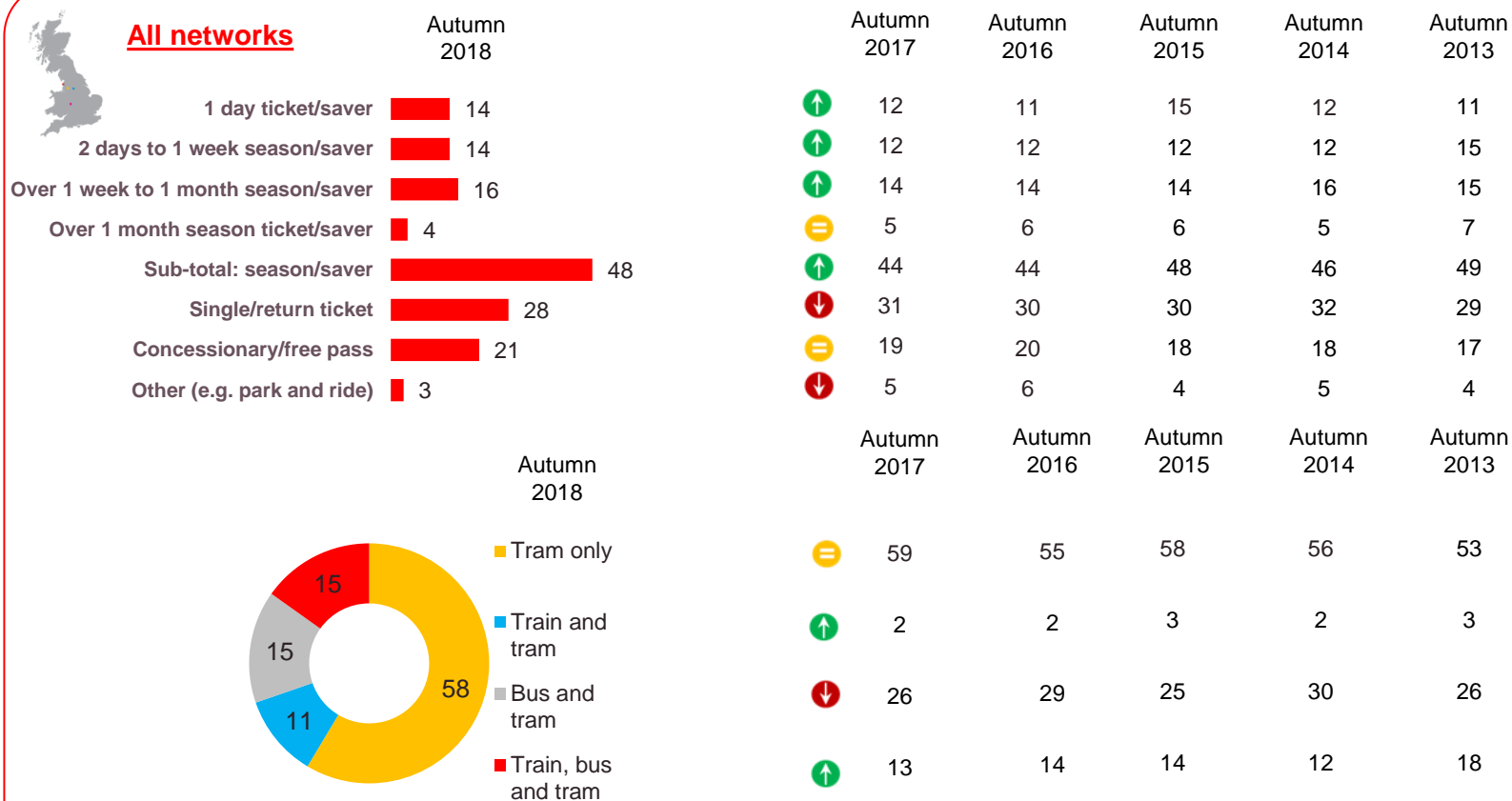


- ↑ Statistically significant increase since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant decrease since 2017 (All networks)

Q. How often do you typically travel by tram?

Base: All passengers – 490 (Blackpool), 2933 (Metrolink), 794 (Supertram), 541 (West Midlands Metro)

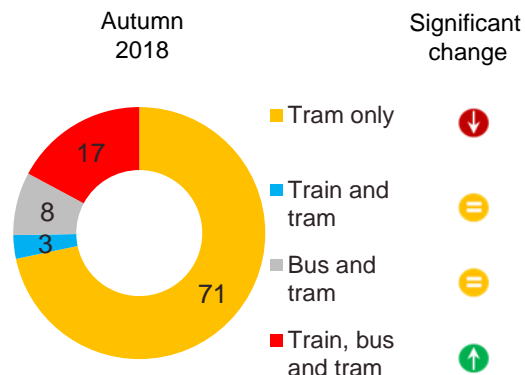
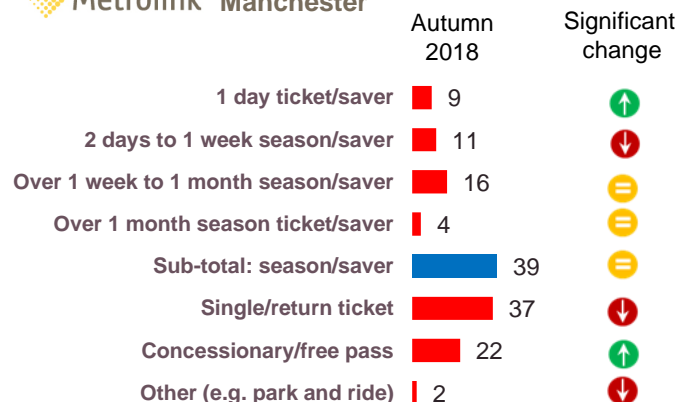
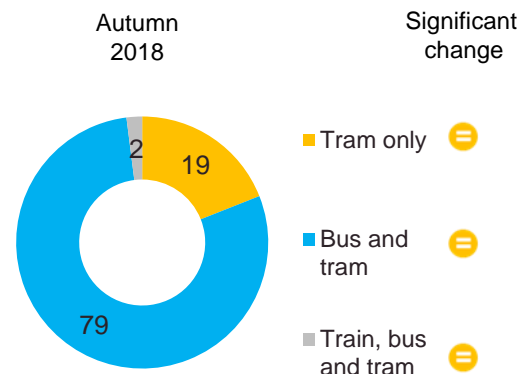
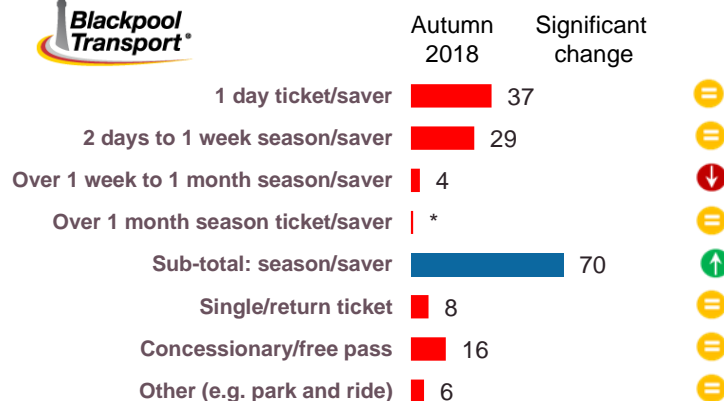
Ticket type and modes of transport permitted on (%) – 1



- ↑ Statistically significant **increase** since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant **decrease** since 2017 (All networks)

Q. What type of ticket or pass did you use for this journey? Base: All passengers – 4792 (All networks)
 Q. What modes of transport does your ticket allow you to travel on? Base: All passengers - 4822 (All networks)

Ticket type and modes of transport permitted on (%) – 2



↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

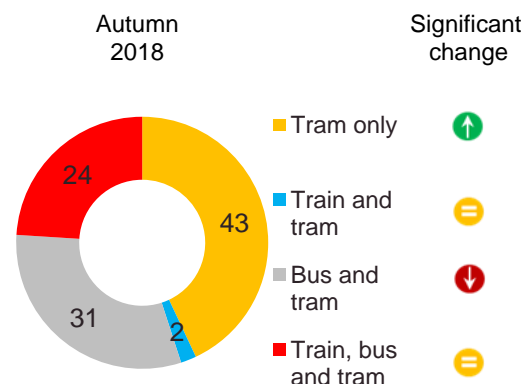
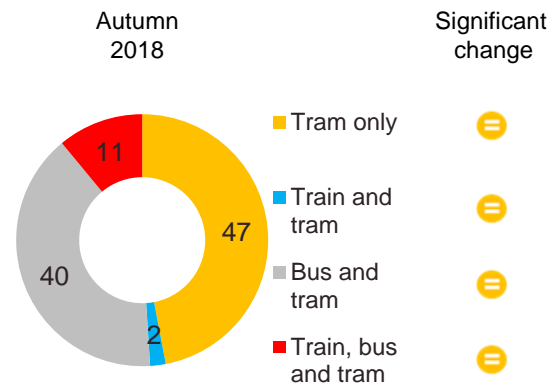
Q: What type of ticket or pass did you use for this journey? Base: All passengers – 514 (Blackpool), 2987 (Metrolink)

Q: What modes of transport does your ticket allow you to travel on? Base: All passengers – 506 (Blackpool), 2958 (Metrolink)

Ticket type and modes of transport permitted on (%) – 3

Stagecoach

SUPERTRAM Sheffield



↑ Statistically significant **increase** since 2017 (All networks)

= No change (All networks)


↓ Statistically significant **decrease** since 2017 (All networks)

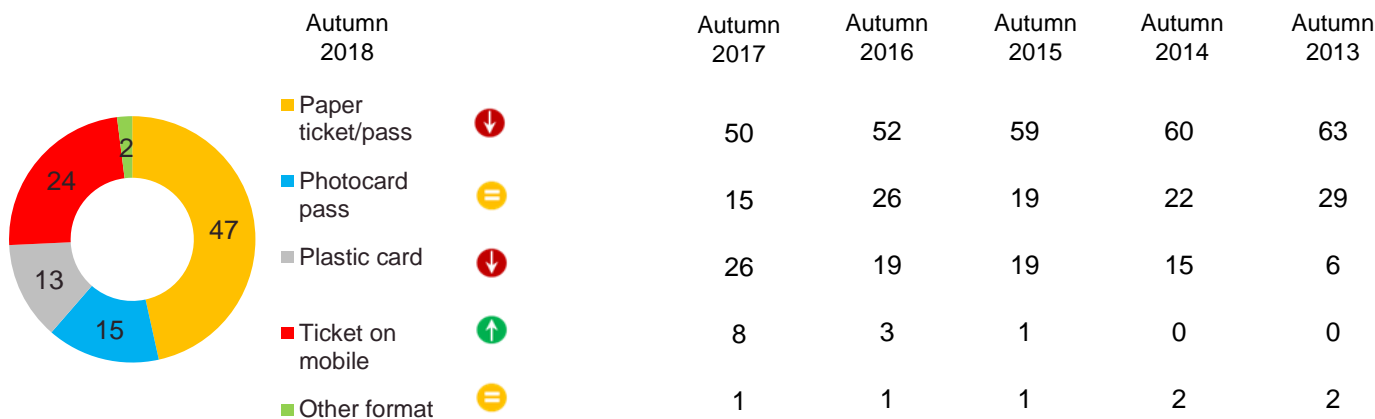
Q: What type of ticket or pass did you use for this journey? Base: All passengers – 809 (Supertram), 554 (West Midlands Metro)

Q: What modes of transport does your ticket allow you to travel on? Base: All passengers - 786 (Supertram), 542 (West Midlands Metro)

Method of buying ticket and ticket format (%) – 1

All networks* 87 per cent (🟡) were very or fairly satisfied with the ease of buying a ticket (2017: 86 per cent)

	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
 * Ticket machine at stop	47		🔴↓	62	61	68	68
* Conductor/tram staff/bus driver							66
Via an app	12	🟢↑	9	8	1	N/A**	N/A**
Travel shop	6	🔴↓	7	10	12	14	13
Rail/bus company	3	🔴↓	5	6	6	6	7
Direct from the tram company	7	🟡=	8	8	7	6	6
Local shop or post office	1	🟡=	1	2	2	3	3
Direct debit through work/college	2	🔴↓	3	2	2	1	1
Other	6	🟢↑	4	4	4	2	3



🟢↑ Statistically significant increase since 2017 (All networks)

🟡= No change (All networks)

🔴↓ Statistically significant decrease since 2017 (All networks)

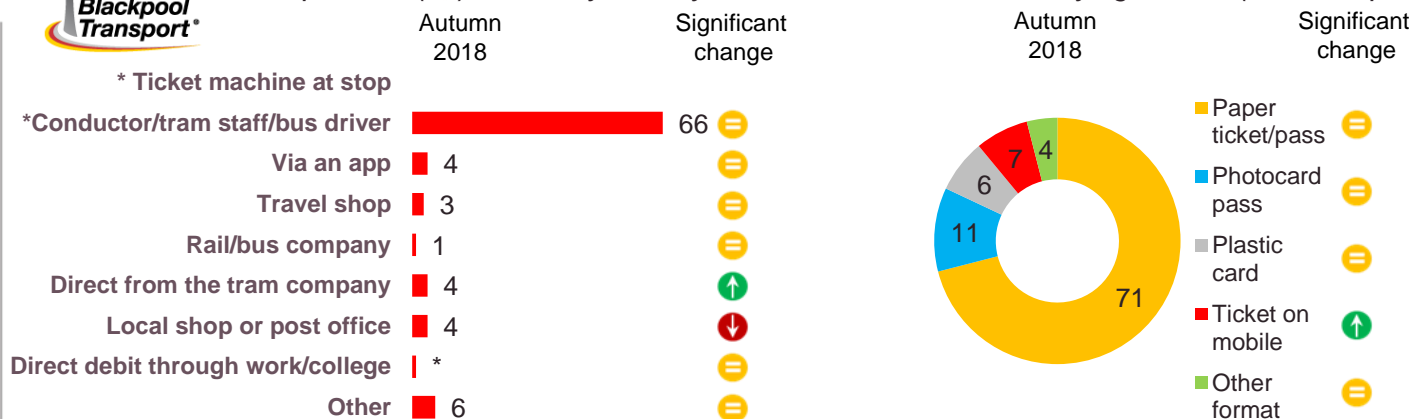
Q. How did you buy that ticket or pass? Base: All fare-paying passengers – 4808 (All passengers),

Q. In what format was your ticket? Base: All passengers – 4780 (All networks)

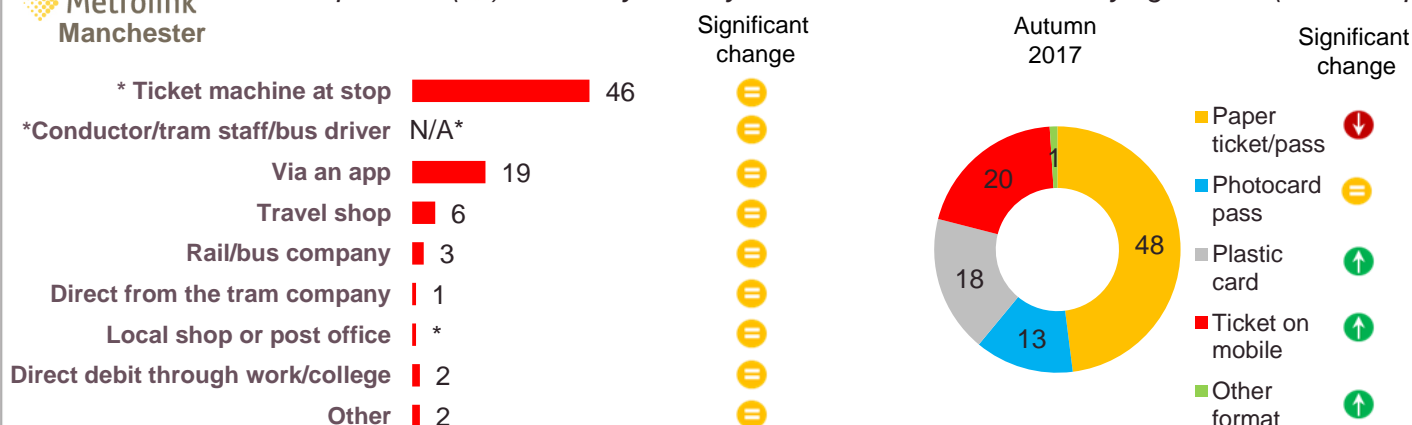
Method of buying ticket and ticket format (%) – 2



97 per cent (⚖️) were very or fairly satisfied with the ease of buying a ticket (2017: 98 per cent)



82 per cent (⚖️) were very or fairly satisfied with the ease of buying a ticket (2017: 82 per cent)



⬆️ Statistically significant **increase** since 2017 (All networks)

⚖️ No change (All networks)

⬇️ Statistically significant **decrease** since 2017 (All networks)

Q. How did you buy that ticket or pass? Base: All fare-paying passengers – 503 (Blackpool), 2952 (Metrolink)

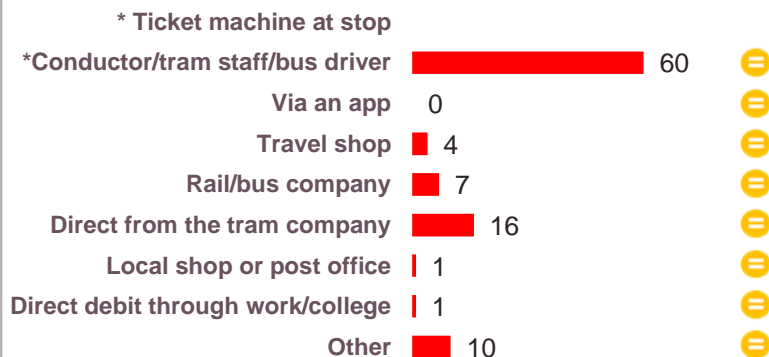
Q. In what format was your ticket? Base: All passengers –503 (Blackpool), 2955 (Metrolink)

Method of buying ticket and ticket format (%) – 3

Stagecoach

SUPERTRAM Sheffield

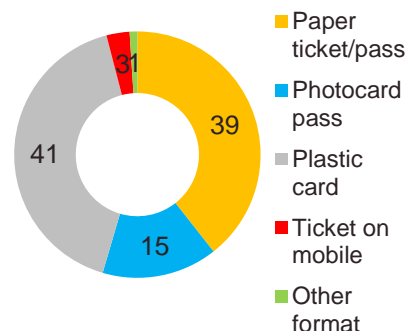
90 per cent (⚖️) were very or fairly satisfied with the ease of buying a ticket (2017: 89 per cent)



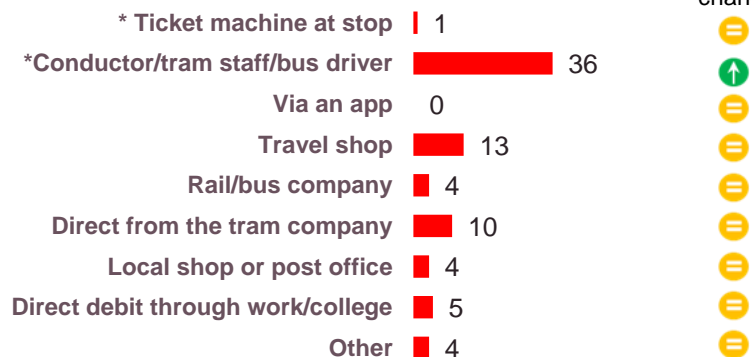
Significant change

Autumn 2017

Significant change



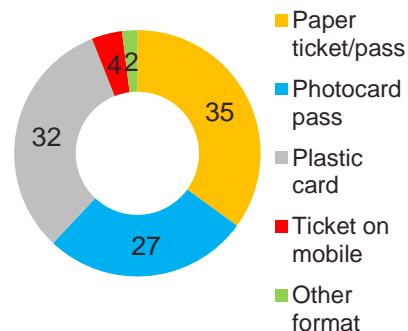
90 per cent (⚖️) were very or fairly satisfied with the ease of buying a ticket (2017: 86 per cent)



Significant change

Autumn 2017

Significant change



⬆️ Statistically significant increase since 2017 (All networks)

⚖️ No change (All networks)

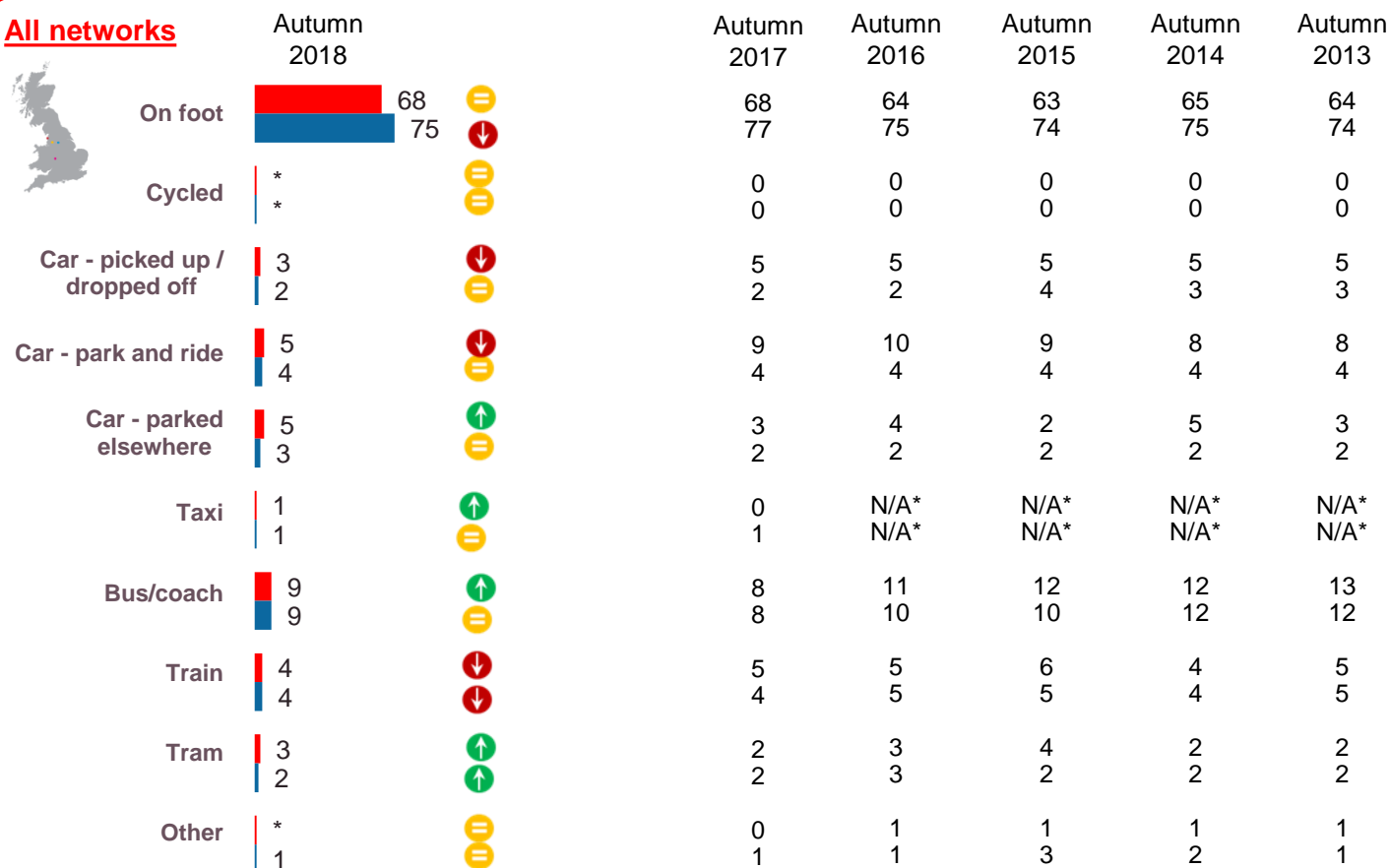
⬇️ Statistically significant decrease since 2017 (All networks)

Q. How did you buy that ticket or pass? Base: All fare-paying passengers – 799 (Supertram), 554 (West Midlands Metro)

Q. In what format was your ticket? Base: All passengers – 797 (Supertram), 525 (West Midlands Metro)

How got to and from the tram stop (%) – 1

All networks



■ Got to tram stop ■ Left tram stop

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

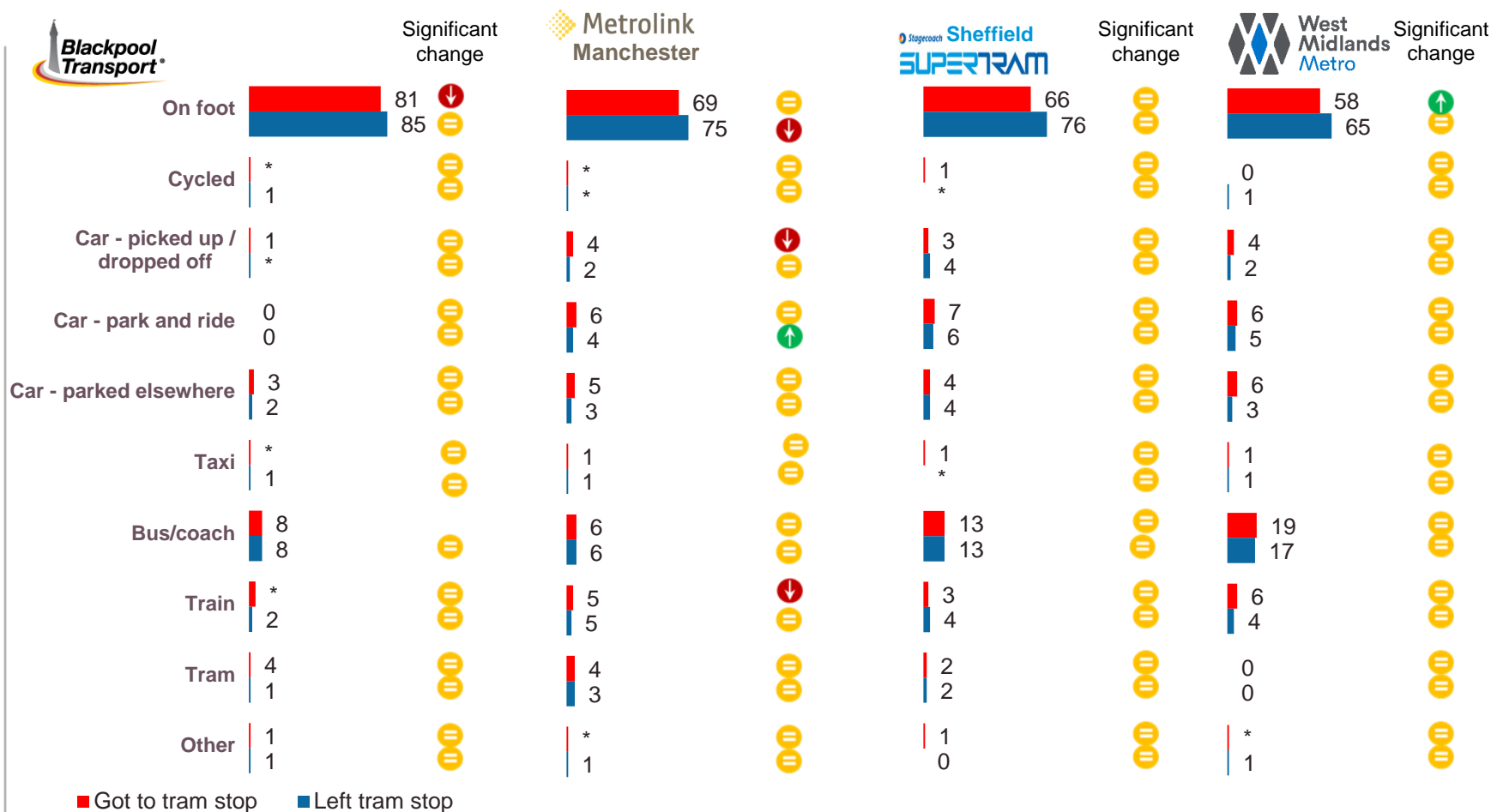
↓ Statistically significant decrease since 2017 (All networks)

*Not asked before 2017

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

Base: All passengers – 4797 (All networks)

How got to and from the tram stop (%) – 2



↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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

Base: All passengers – 608 (Blackpool), 2844 (Metrolink), 798 (Supertram), 547 (West Midlands Metro)

*Indicates a proportion lower than 1%

Sources for tram information (%) – 1



All networks*

	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Tram operator website	50	↓	55	54	60	55	58
Ask tram staff	29	↑	21	24	26	25	25
Social media	24		N/A***	N/A***	N/A***	N/A***	N/A***
Council website	24	↑	21	21	23	20	29
Smartphone app	17	↑	13	11	13	11	10
Phone tram operator	12	↑	13	9	12	12	12
Travel shop/centre	12	↑	7	8	11	12	10
Phone council/ traveline	9	↑	5	5	6	6	7
Other travel website	8	↑	7	6	9	6	6
Ask friend/ relative	7	↑	7	8	10	11	12
From a park and ride kiosk. Information board	6	↑	4	4	4	3	N/A*
Other	4	=	4	2	5	3	4

*Question not asked for this network in this wave of the survey

** 'Phone council' and 'Travel shop' before 2016

***New code added in 2018

↑ Statistically significant increase since 2017 (All networks)

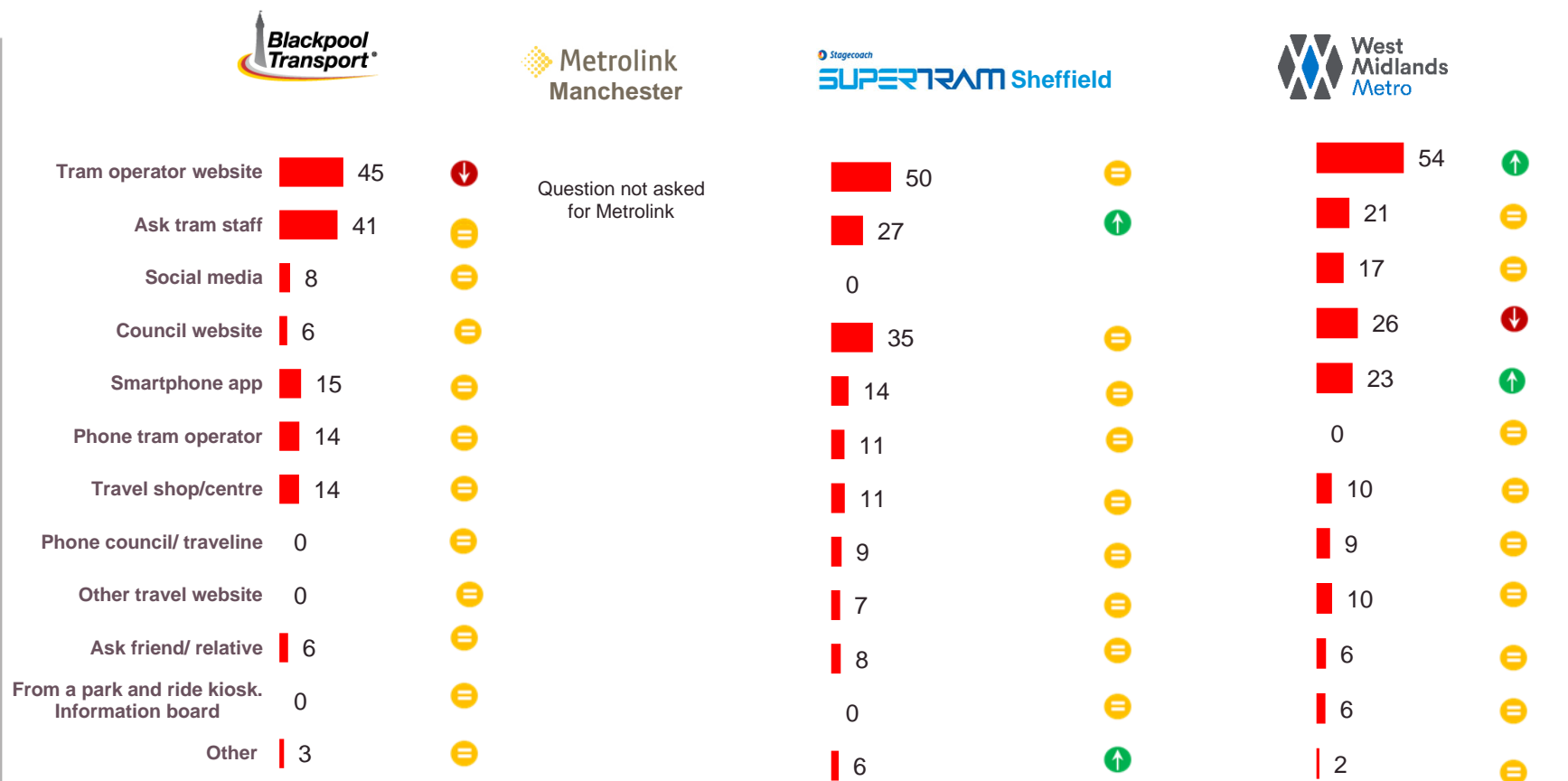
= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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

Base: All passengers – 2583 (All networks),

Sources for tram information (%) – 2



*Question not asked for this network in this wave of the survey

** 'Phone council' and 'Travel shop' before 2016

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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

Base: All passengers – 490 (Blackpool), 778 (Supertram), 537 (West Midlands Metro)

Reasons for choosing the tram (%) – 1



All networks

	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Best way to get where I am going	44	=	45	46	31	30	31
More convenient than the car (e.g. parking)	33	↓	36	32	19	22	20
Quicker than other transport	29	↑	27	32	18	17	15
Tram more comfortable than other transport	15	↓	14	18	5	5	4
Didn't have the option of travelling by other means	14	=	16	13	14	13	15
Cheaper than the car	10	=	10	11	4	4	5
Cheaper than other transport	7	↓	10	7	3	3	3
For the experience of riding the tram	5	↑	4	5	2	2	N/A**
Other	7	↑	4	5	3	4	6

**Not asked in 2013



Statistically significant **increase** since 2017 (All networks)



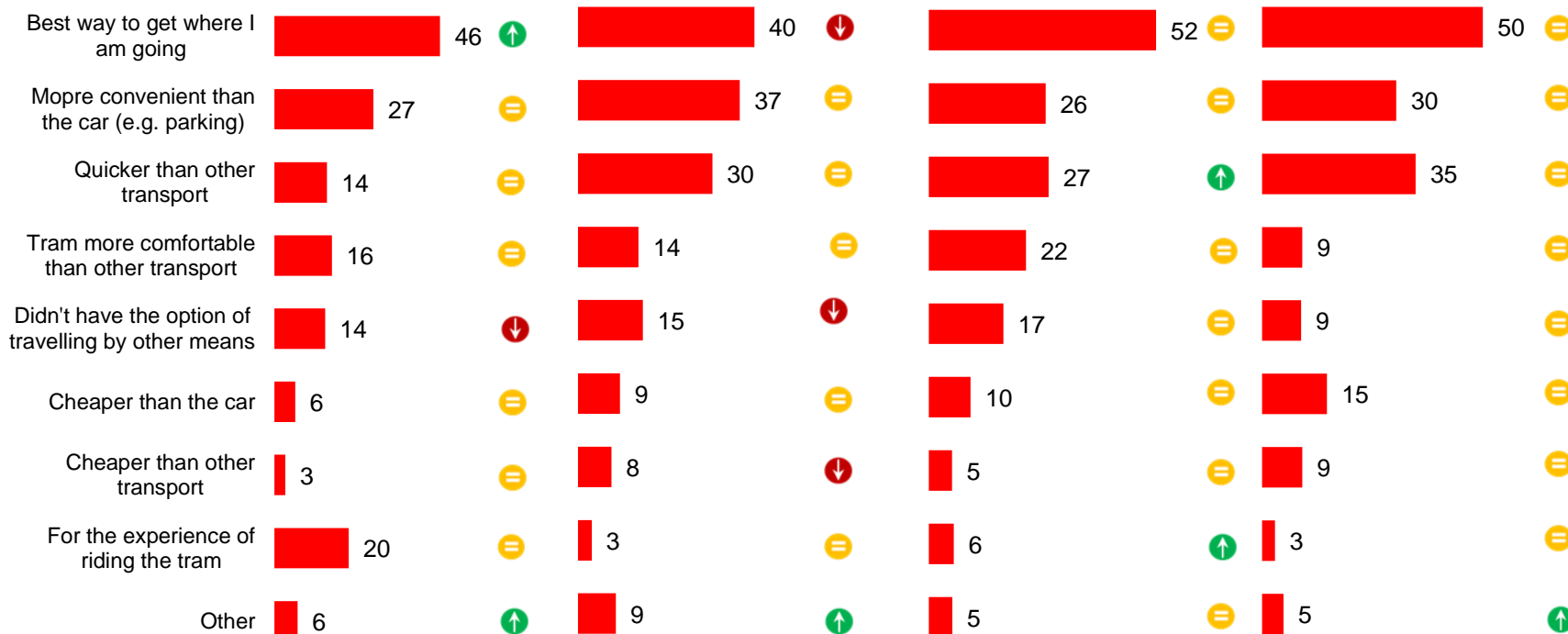
No change (All networks)



Statistically significant **decrease** since 2017 (All networks)

Q. What was the main reason you chose to take the tram for this journey?
Base: All passengers – 4310 (All networks)

Reasons for choosing the tram (%) – 2



↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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

Base: All passengers – 514 (Blackpool), 2987 (Metrolink), 809 (Supertram), 554 (West Midlands Metro)

Factors preventing more journeys being made (%) – 1



All networks

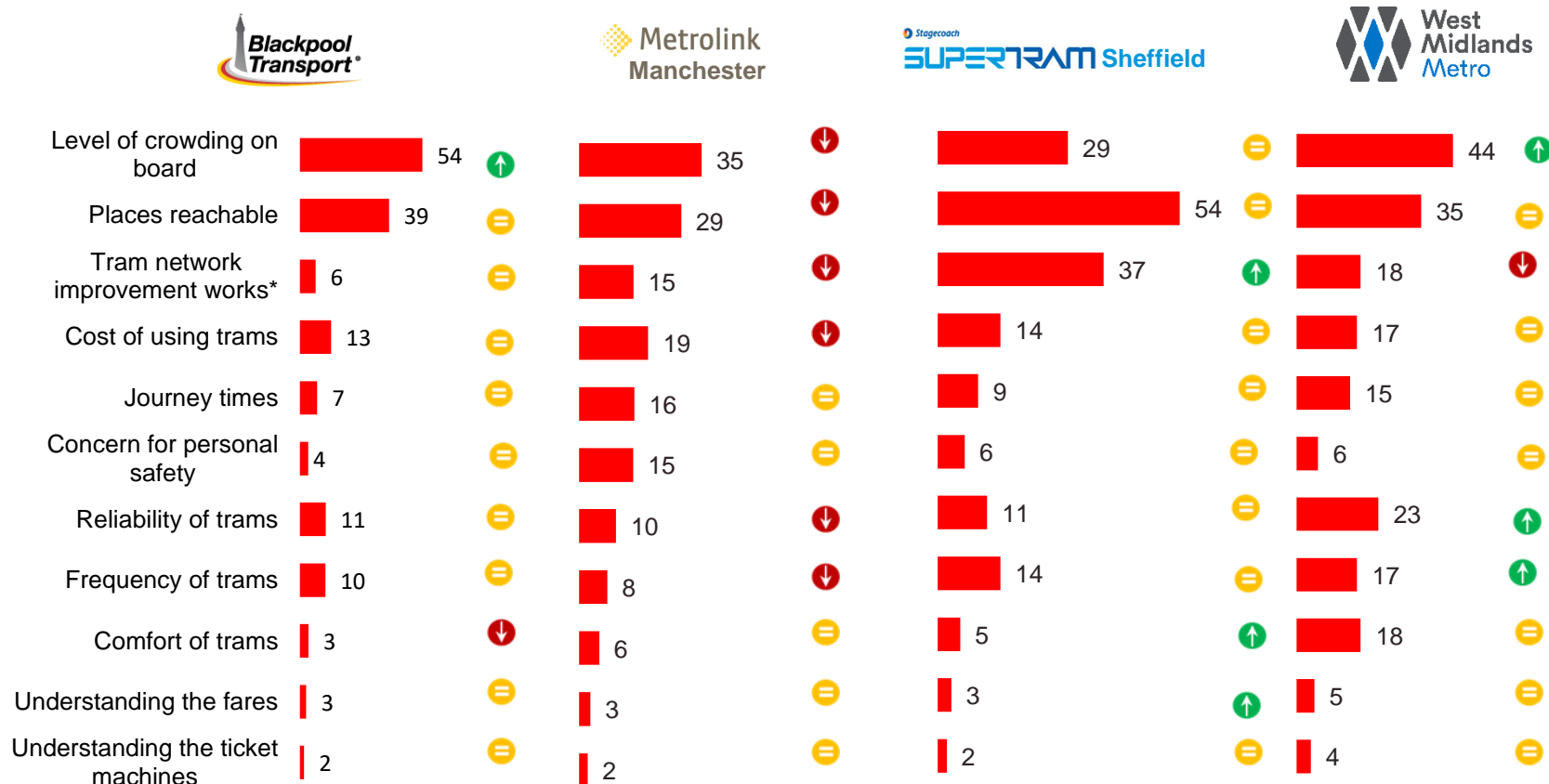
	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Level of crowding on board	<div><div></div></div> 36	↓	40	37	32	35	46
Places reachable	<div><div></div></div> 33	↓	39	43	37	34	41
Tram network improvement works*	<div><div></div></div> 18	↓	21	25	33	29	N/A*
Cost of using trams	<div><div></div></div> 18	↓	22	20	21	23	26
Journey times	<div><div></div></div> 14	=	14	15	14	12	13
Concern for personal safety	<div><div></div></div> 12	=	11	8	7	6	8
Reliability of trams	<div><div></div></div> 12	=	16	14	13	16	25
Frequency of trams	<div><div></div></div> 10	=	10	10	10	10	13
Comfort of trams	<div><div></div></div> 7	=	7	7	4	6	6
Understanding the fares	<div><div></div></div> 3	=	3	2	3	3	3
Understanding the ticket machines	<div><div></div></div> 2	=	2	2	2	2	1

*Improvement works not asked in 2013. Its addition could have caused the significant drops in the other factors

- ↑ Statistically significant **increase** since 2017 (All networks)
- = No change (All networks)
- ↓ Statistically significant **decrease** since 2017 (All networks)

Q. Have any of the following frequently stopped you making journeys by tram? (More than one answer permissible)
Base: All previously using the tram – 4864 (All networks)

Factors preventing more journeys being made (%) – 2



*Improvement works not asked in 2013. Its addition could have caused the significant drops in the other factors

↑ Statistically significant increase since 2017 (All networks)

= No change (All networks)

↓ Statistically significant decrease since 2017 (All networks)

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

Base: All passengers – 514 (Blackpool), 2987 (Metrolink), 809 (Supertram), 554 (West Midlands Metro)



Tram Passenger Survey (TPS)

Appendix 2 – Further details on survey background and method

Methodology – fieldwork

Fieldwork: 7 September and 8 December 2018 (with a gap for half term between 29 October and 2 November, depending on the area)

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

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

Sample size:

- Blackpool: 514 interviews (457 paper and 57 online)
- Manchester Metrolink: 2,987 interviews (2,415 paper and 572 online)
- Midland Metro: 554 interviews (393 paper and 161 online)
- Sheffield Supertram: 809 interviews (726 paper and 83 online)

Research agency: AECOM .

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 – 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.

Autumn 2018 comparison: this report shows results from Autumn 2018 at the 'All networks' level only. Full 2018 comparisons for each network can be found in the individual network reports.

Significant changes are shown at the 95% confidence level.  /  /  symbols are used throughout this report to indicate positive or negative significant changes.

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 Manchester Metrolink and Sheffield Supertram this was by line)
- Age: 16-34, 35-59, 60+
- Gender: male, female
- Time/day travelled: weekday peak, weekday off peak and weekend

A rim weight by volume of passengers using each network was also applied. This was sourced from Department for Transport (DfT) data for Blackpool, Midland Metro and Sheffield Supertram. Data for Metrolink was sourced from the networks, to provide the most up-to-date figures for each of their lines.

The full details of the weighting matrix can be found in the TPS Autumn 2018 technical report.

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

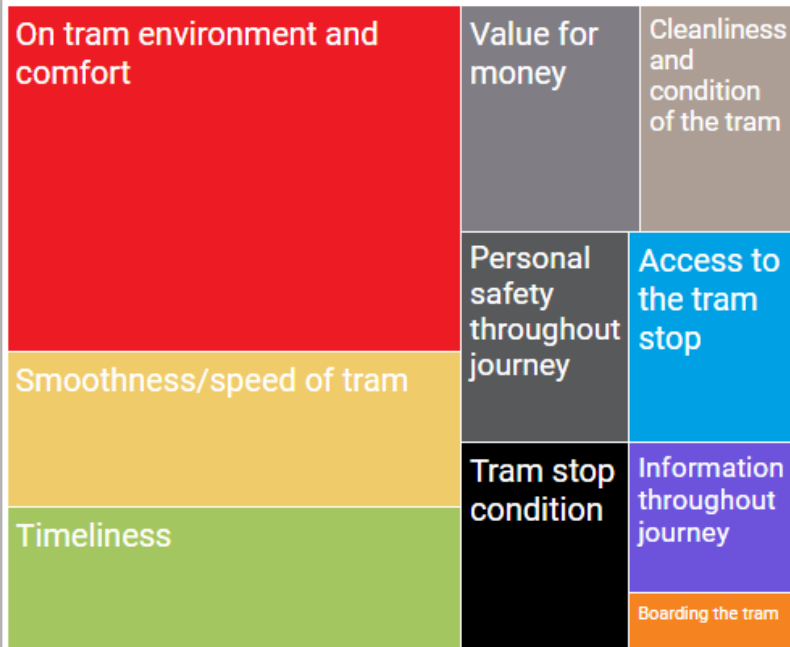
The approach to identifying themes that affect overall passenger satisfaction is split into two stages. At the first stage, we took all 26 individual satisfaction measures from the survey (apart from the overall journey satisfaction) and formed them into themes using a statistical technique known as 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"> 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 The ease of getting off the tram
2 Tram stop condition	<ul style="list-style-type: none"> Its general condition/standard of maintenance Its freedom from graffiti/vandalism Its freedom from litter
3 Boarding the tram	<ul style="list-style-type: none"> The ease of getting on the tram The length of time it took to board the tram
4 Timeliness	<ul style="list-style-type: none"> The length of time you had to wait for the tram The punctuality of the tram
5 Access to the tram stop	<ul style="list-style-type: none"> Its distance from your journey start e.g. home, shops The convenience/accessibility of its location
6 Personal safety throughout journey	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> The amount of time the journey took Smoothness/freedom from jolting during the journey
9 Information throughout journey	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> How satisfied were you with the value for money of your tram journey?

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 less 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 2018 and 2017 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.



Tram Passenger Survey (TPS)

Appendix 3 – Example of standard questionnaire

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

transportfocus Tram Passenger Survey

Thank you for agreeing to take part in our survey about the tram journey you made when given this questionnaire.

There are also questions about your general experiences at the end.

All the information you give will be treated in the strictest confidence.

Your views as a passenger are important.

Transport Focus is the official, independent consumer watchdog that promotes the interests of transport users.

Tram companies, local authorities and governments act on the survey results. They are the evidence we use to seek improvements on behalf of passengers.

Completing the questionnaire

Please fill in the questionnaire after completing your journey on the West Midlands Metro.

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.

If you prefer to fill the questionnaire in online, then please go to www.tramsurvey.co.uk/Birmingham

WHEN ANSWERING:

CONSIDER ONLY THE JOURNEY YOU MADE WHEN GIVEN THIS QUESTIONNAIRE

1 About your journey on the West Midlands Metro

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

Q3a What type of ticket or pass did you use for this journey on West Midlands Metro?

Season Tickets

- 1 day..... ☐
 3 days/ weekend..... ☐
 5 days/ 1 week..... ☐
 10 days/ 2 weeks..... ☐
 4 weeks/ 1 month..... ☐
 Quarterly/ 3 months..... ☐
 Student term..... ☐
 1 year..... ☐
 Other ticket..... ☐
 Group ticket..... ☐
 Other..... ☐

Single/ Return ticket

- Single ticket - E1 short hop..... ☐
 Single peak..... ☐
 Single off peak..... ☐
 Return peak..... ☐
 Return off peak..... ☐

A free bus pass or free journey

- Elderly person's pass..... ☐
 Disabled person's pass..... ☐
 Complimentary/ free ticket..... ☐

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

- Metro only..... ☐ Bus and Metro..... ☐
 Train and Metro..... ☐ Train, Bus and Metro..... ☐

Q4 In what format was your ticket?

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

Q5a How did you buy that ticket or pass?

- From Conductor..... ☐ Direct from West Midlands Metro..... ☐
 Ticket machine..... ☐ Rail/ Bus Company..... ☐
 Direct from Network West Midlands (website/ phone)..... ☐ From a local shop or post office..... ☐
 Direct from National Express (website/ phone)..... ☐ You had a free pass..... ☐
 Travel shop..... ☐ Direct debit through work/ college..... ☐
 Direct from myswift.com..... ☐ Other..... ☐

Q5b How did you pay for your ticket?

- Cash..... ☐ Contactless payment (Applepay/ google pay)..... ☐
 Debit or credit card..... ☐ Don't know/ not applicable..... ☐

Q6 What is the main purpose of your journey on the West Midlands Metro today?

- Travelling to/ from work..... ☐ Shopping trip..... ☐
 Travelling to/ from education (e.g. college, school)..... ☐ Visiting friends or relatives..... ☐
 On company business (or own if self-employed)..... ☐ Leisure trip (e.g. day out)..... ☐
 On personal business (job interview, bank, post office)..... ☐ Other..... ☐
 Travelling to/ from medical/ other appointment..... ☐

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

- Outward..... ☐ One way trip only..... ☐
 Return..... ☐

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

- Heavy/ bulky luggage..... ☐ A non-folding bicycle..... ☐
 Shopping bags..... ☐ A dog..... ☐
 A shopping trolley..... ☐ A helper..... ☐
 A pushchair, buggy or pram..... ☐ A mobility scooter..... ☐
 Children (under 12)..... ☐ A wheelchair..... ☐
 A folding bicycle..... ☐ None of the above..... ☐

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

- On foot/ walked..... ☐ Taxi..... ☐
 Cycled..... ☐ Bus..... ☐
 Car - dropped off..... ☐ Train..... ☐
 Car - and used Park and Ride..... ☐ Tram..... ☐
 Car - parked elsewhere..... ☐ Other..... ☐

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

- On foot/ walked..... ☐ Taxi..... ☐
 Cycled..... ☐ Bus..... ☐
 Car - dropped off..... ☐ Train..... ☐
 Car - and used Park and Ride..... ☐ Tram..... ☐
 Car - parked elsewhere..... ☐ Other..... ☐

Q11 What was the main reason you chose to take the West Midlands Metro for this journey? (Please tick all that apply)

- Cheaper than the car..... ☐ Best way to get where I am going..... ☐
 Cheaper than other transport..... ☐ Tram more comfortable than other transport..... ☐
 More convenient than the car (e.g. parking)..... ☐ For the experience of riding the tram..... ☐
 Didn't have the option of travelling by another means..... ☐ Other (please write in)..... ☐
 Quicker than other transport..... ☐

Q240 If yes: why was this? (Please tick all that apply)

<input type="checkbox"/> 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"/> Other (please write in)
<input type="checkbox"/> Due to a tram failure.....	
<input type="checkbox"/> Planned engineering works.....	
<input type="checkbox"/> Poor weather conditions.....	
<input type="checkbox"/> The tram waiting too long at stops.....	<input type="checkbox"/> No reason given.....
<input type="checkbox"/> The tram waiting too long at signals.....	<input type="checkbox"/> Don't know.....

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

Q28 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"/>
Free Wi-Fi.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

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

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

Q28 Overall, taking everything into account from start to end of this journey, how satisfied were you with your journey on the West Midlands Metro 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 West Midlands Metro today what would it have been?

Q30 How satisfied were you with the value for money of your journey on the West Midlands Metro?

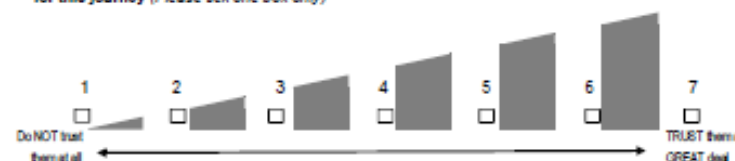
Very satisfied.....	<input type="checkbox"/>	Fairly dissatisfied.....	<input type="checkbox"/>
Fairly satisfied.....	<input type="checkbox"/>	Very dissatisfied.....	<input type="checkbox"/>
Neither satisfied nor dissatisfied.....	<input type="checkbox"/>	Don't know/ No opinion.....	<input type="checkbox"/>

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"/>		<input type="checkbox"/>
The fare in comparison to the cost of everyday items.....	<input type="checkbox"/>	A reason not mentioned above.....	<input type="checkbox"/>

(please write in the box)

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



6 Your opinion of West Midlands Metro generally

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

Q33a How would you rate West Midlands Metro 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"/>

Q33b And how satisfied are you overall with West Midlands Metro 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"/>
Reliability (running on time)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency (how often the trams run)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of tickets available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of payment options available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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: Traveline.....	<input type="checkbox"/>	Travel shop.....	<input type="checkbox"/>
Internet: West Midlands Metro website.....	<input type="checkbox"/>	Ask friend/relative.....	<input type="checkbox"/>
Internet: Network West Midlands website.....	<input type="checkbox"/>	Ask tram staff.....	<input type="checkbox"/>
Internet: Other travel website.....	<input type="checkbox"/>	From a Park and Ride information board.....	<input type="checkbox"/>
Smartphone app.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
Twitter/ Social media/ Facebook.....	<input type="checkbox"/>	Not sure.....	<input type="checkbox"/>

Q35 How often do you typically travel on the West Midlands Metro?

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 used West Midlands Metro.....	<input type="checkbox"/>
Once a fortnight.....	<input type="checkbox"/>		<input type="checkbox"/>

Q36 If you have used West Midlands Metro 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"/>		<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 the journeys take when going by tram.....	<input type="checkbox"/>
The frequency of trams in the area.....	<input type="checkbox"/>	The comfort of the trams.....	<input type="checkbox"/>
The reliability of the trams.....	<input type="checkbox"/>	The level of crowding on the trams.....	<input type="checkbox"/>
The cost of using the tram.....	<input type="checkbox"/>	A concern for your personal safety on tram.....	<input type="checkbox"/>
Understanding the fares.....	<input type="checkbox"/>	Tram network improvement work.....	<input type="checkbox"/>
Understanding the ticket machines.....	<input type="checkbox"/>		<input type="checkbox"/>

Q38 Are you aware of any proposed extensions to the tram line?
 Yes..... ☐ No..... ☐

Q39 Are you aware of any of the following?
 Change of operator..... ☐ Changes to fares/ tickets..... ☐
 Change of name..... ☐

Q40 Are you aware of the following tickets?
 Metro only Day Ticket..... ☐ Group Ticket (5 for £5)..... ☐
 Student Term ticket..... ☐

7 About you

In this final section we ask for some information about you, some of which, like your health and ethnicity, is considered to be sensitive information. Any information you give us here is used for research purposes only and not to identify any particular individual. You are also free to decide whether you want to give us this information or not.

We ask these questions so that we can understand how different passengers' experiences vary, so, for example, what do younger passengers think compared to those who are middle aged or of retirement age.

Q41 Are you?
 Male..... ☐ Female..... ☐ Prefer another term..... ☐

Q42 Are you...?
 16 to 18..... ☐ 35 to 44..... ☐ 55 to 69..... ☐
 19 to 21..... ☐ 45 to 54..... ☐ 70 to 79..... ☐
 22 to 25..... ☐ 55 to 59..... ☐ 80+..... ☐
 26 to 34..... ☐ 60 to 64..... ☐ Prefer not to say..... ☐

Q43 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..... ☐

Q44 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..... ☐

Q45 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..... ☐

Q46 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)..... ☐
 Yes - 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..... ☐

Q47 And finally, to help us get a better picture of tram services at a local level, it would be helpful if you could provide us with our home postcode.
 If you provide it, this will be used to help understand metro 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..... ☐

How the information you have provided will be used (General Data Protection Regulations)

Your name, address, email address or phone number – your personal information
 Your personal information will always be handled confidentially. We will not make your personal information available to anyone without your knowledge and consent. It will be used solely for the purposes of this research and quality control, and no sales or marketing contact will result from this survey. You have the right to access, withdraw your consent to use and object to processing of your personal information.

Your responses to the questions in this survey, including the 'about you' section

Your responses to the questions in this survey will always be handled confidentially. They will be used solely for the purposes of the research and will not be used to identify you personally. We may share the responses to the questions in this survey, including postcode (if you have provided this) with other organisations that have a legitimate interest in the survey data, such as, but not limited to, local transport authorities, government departments, but operating companies and academic institutions. Any organisations receiving the data will also be subject to the same restrictions and obligations under GDPR.

As some of the information we ask for in the 'about you' section is considered to be sensitive information we require your consent for this sensitive information to be stored and processed as described above.

Please confirm whether or not you consent to this
 Yes I consent..... ☐ No, I do not consent..... ☐

You also have the right to access, withdraw your consent to use, and object to processing of your sensitive information. For further information about your legal rights and how to exercise these please contact AECOM's Data Protection Officer at privacyquestions@aecom.com.

If you have any queries about this survey or how your data will be used please contact Jodie Knight at AECOM on 0161 927 8328. If you would like to check that this survey is genuine, you can contact the Market Research Society on 0800 9759596 or www.mrs.org.uk who will verify AECOM's status as a legitimate market research organisation.

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

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