



Tram Passenger Survey (TPS) – Blackpool

Autumn 2018 results (re-issued)

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Contents

Overview

- Context to the survey 3
- Summary of 2018 findings 6

The findings

- Experience and opinions of the journey 14
- Waiting at the stop 22
- The tram 29
- Negative experiences during the journey 34
- Passengers' suggested improvements 38
- Opinion of trams in local area 41

Further information

- Appendix 1: Passenger and journey context 45
- Appendix 2: Further detail on survey background and method 62
- Appendix 3: Questionnaire 68



Tram Passenger Survey (TPS) – Blackpool

Context to the survey

Background to the 2018 survey

- 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, Glasgow Trams was covered in 2017 and 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 7 December 2018**

514 surveys were completed for Blackpool tramway in autumn 2018

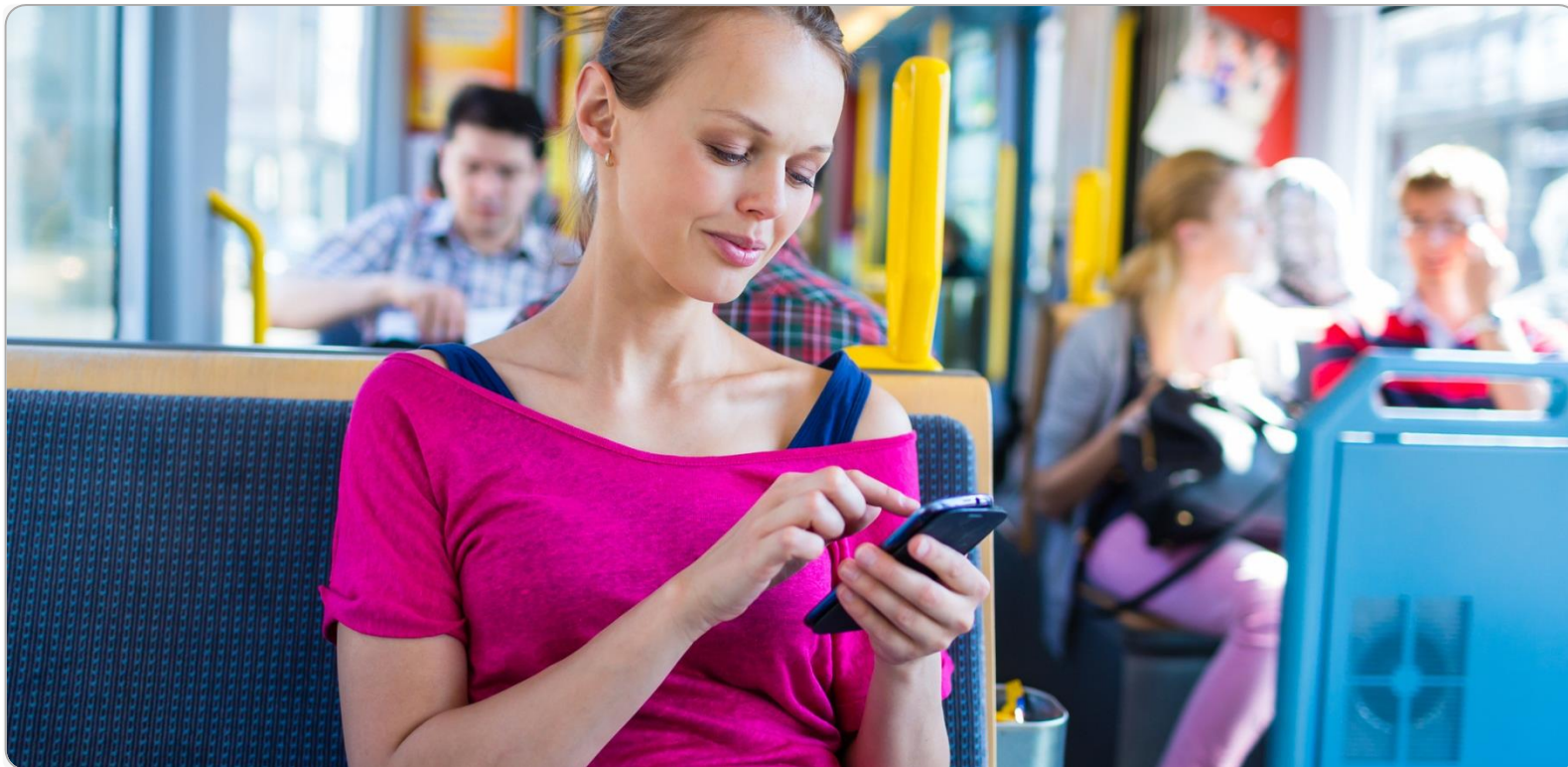
For further details of the survey method, see Appendix

The Blackpool network in context

	The Network	Passenger Journeys	Ticket Purchasing	Information at stops	Frequency	Engineering disruptions/other notes
	1 line 38 stops 11 miles	5.2* million	<div>✗ TVMs at stops</div> <div>✓ Conductors on board</div>	<div>✓ Info boards at stops (TTs, fares)</div> <div>✗ Passenger Info Displays</div>	<div>Mon-Sat: every 12-30 mins</div> <div>Sun: 15-30 mins</div>	<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 on board</div>	<div>✓ Info boards all stops (TTs, fares)</div> <div>✓ Passenger Info Displays (Not all stops on Bury and Altrincham lines)</div>	<div>Mon-Sat: every 6-12 mins</div> <div>Sun: 12-15 mins</div>	<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 on board</div>	<div>✓ Info boards at stops (TTs, fares)</div> <div>✗ Passenger Info Displays</div>	<div>Mon-Sat: every 5-20 mins</div> <div>Sun: 10-20 mins</div>	<ul style="list-style-type: none"> • New Tram train 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 on board</div>	<div>✓ Info boards at some stops (TTs, fares)</div> <div>✓ Passenger Info Displays</div>	<div>Mon-Sat: every 6-15 mins</div> <div>Sun: 15 mins</div>	<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

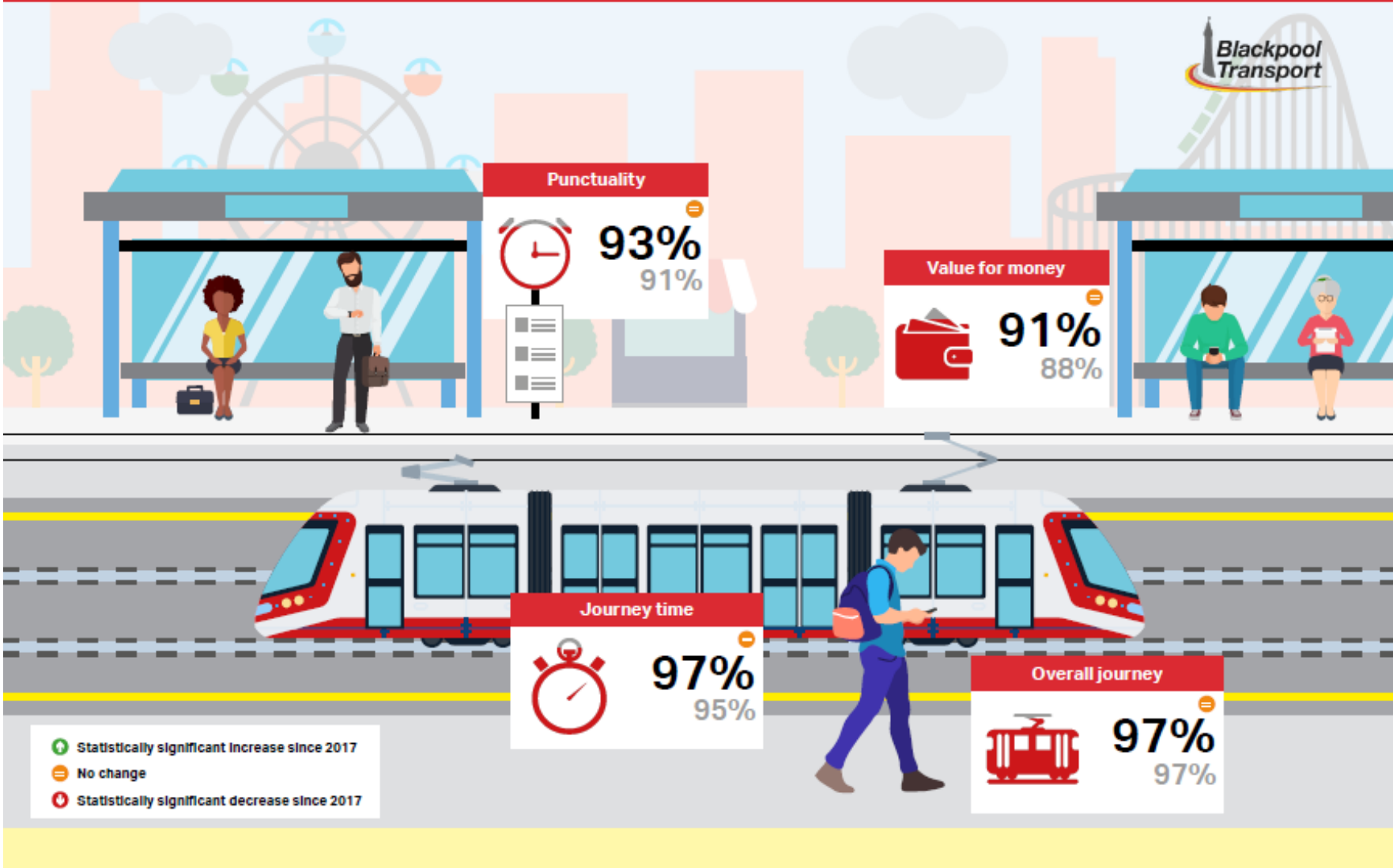
**Source: Direct from operator



Tram Passenger Survey (TPS) – Blackpool

Key findings

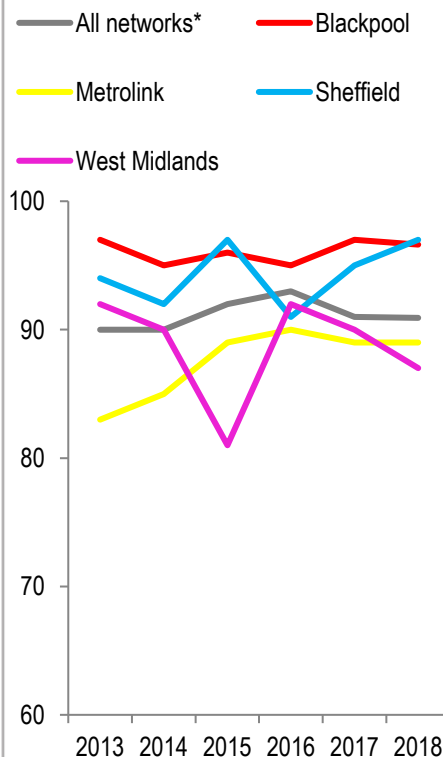
Key performance measures for Blackpool Tramway 2018



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

Passenger experience: a snapshot

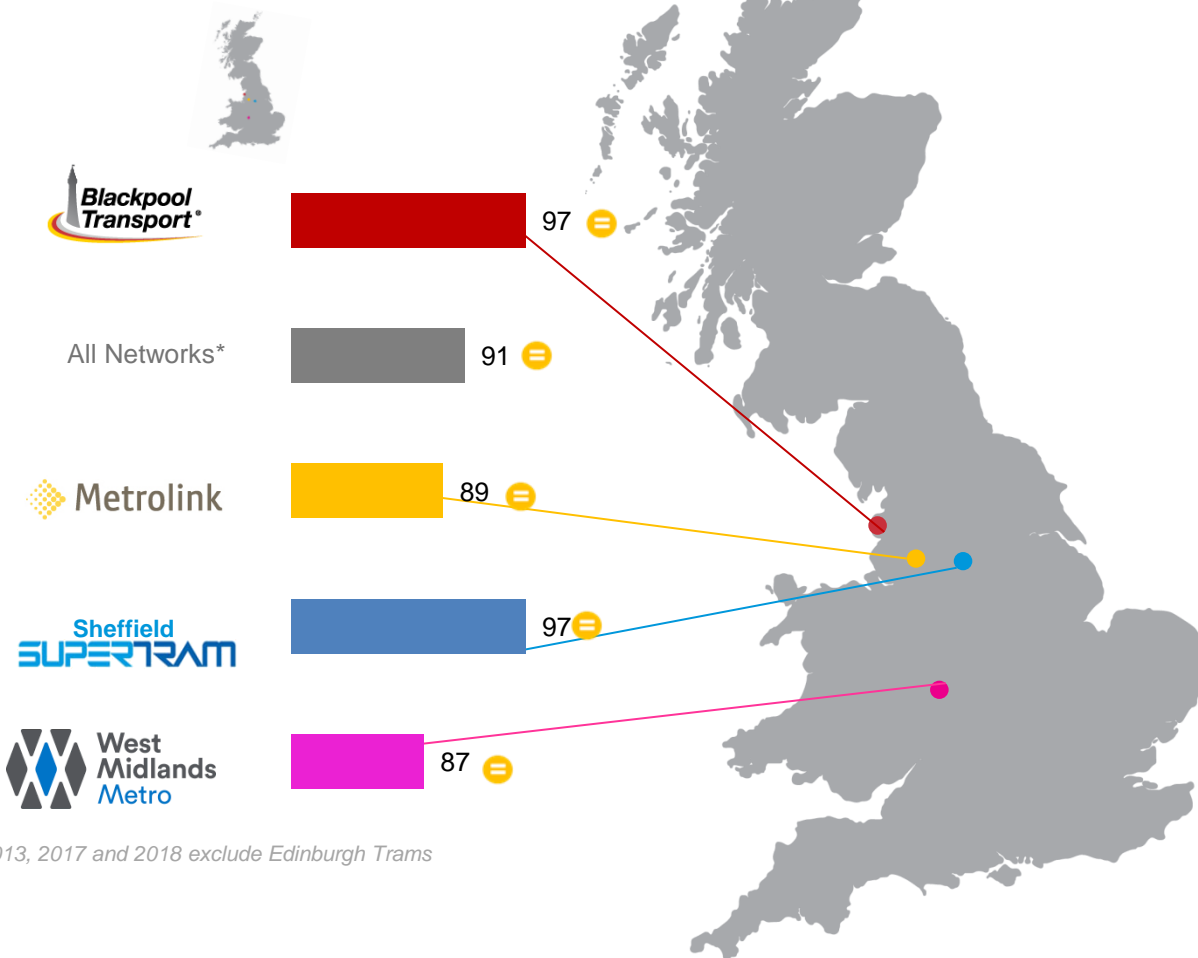
Overall journey satisfaction: trend over time



2018 excludes Nottingham Express Transit. 2013, 2017 and 2018 exclude Edinburgh Trams

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

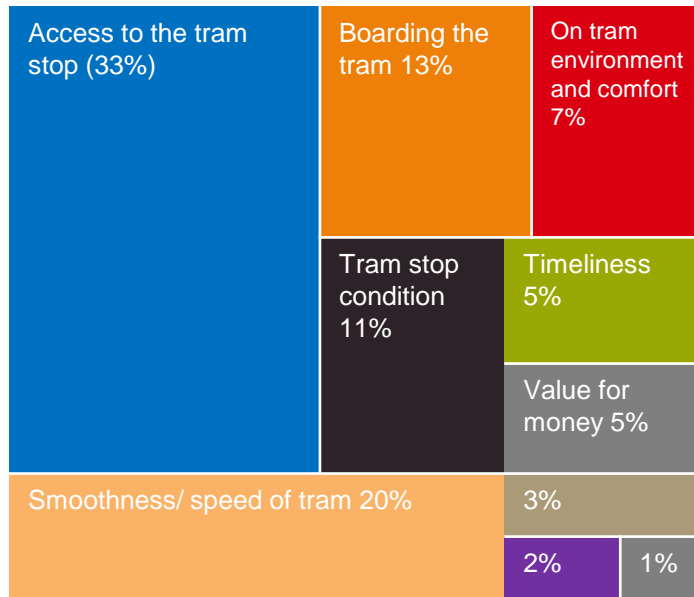
Overall journey satisfaction: 2018



What makes a satisfactory or great journey on Blackpool Tramway?

The top factors linked to overall journey satisfaction*

What makes a satisfactory journey?



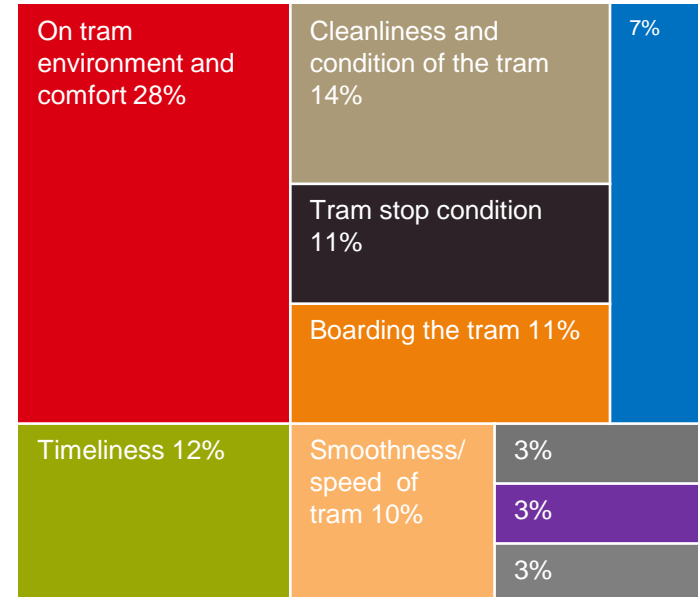
Information throughout journey

Personal safety throughout journey

Value for money

Cleanliness and condition of the tram

What makes a great journey?



*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'.

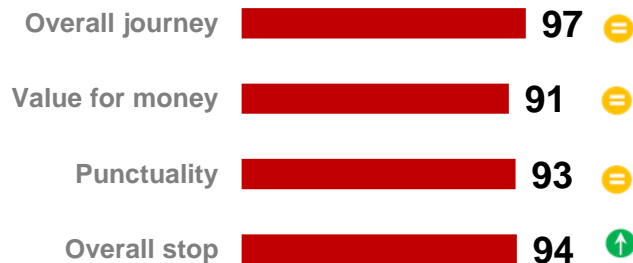
The right hand chart shows which themes most differentiate between those fairly and very satisfied overall – making a 'great' journey.

The analysis combines data from 2017 and 2018 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 Blackpool 2018: across the network

Satisfaction with key measures:



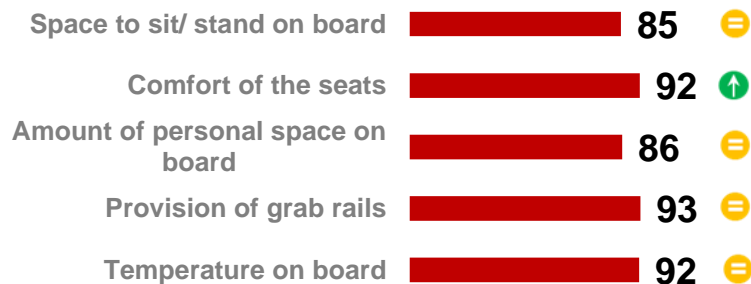
All Networks	Visitors to Blackpool	Blackpool residents
91 =	99 =	95 =
68 =	95 =	85 =
89 =	95 =	92 =
91 =	97 =	90 =

Satisfaction with other measures which make a satisfactory journey: *access to the tram stop*



86 =	96 =	93 =
91 =	97 =	94 =

Satisfaction with other measures which make a great journey: *on tram environment and comfort*



73 =	85 =	82 =
74 =	92 =	89 =
71 =	86 =	82 =
80 =	94 =	89 =
82 =	94 =	89 =

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

Overall passenger experience in Blackpool 2018: a snapshot

At the stop



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

Boarding

96
Route info on tram (%)

98
Exterior cleanliness (%)

97
Ease of getting on (%)

97
Time taken to board (%)



On board



97
Interior cleanliness (%)

94
Info on board (%)

85
Seat / standing space (%)

92
Seat comfort (%)



86
Personal space (%)

92
Provision grabrails (%)

92
Temperature (%)

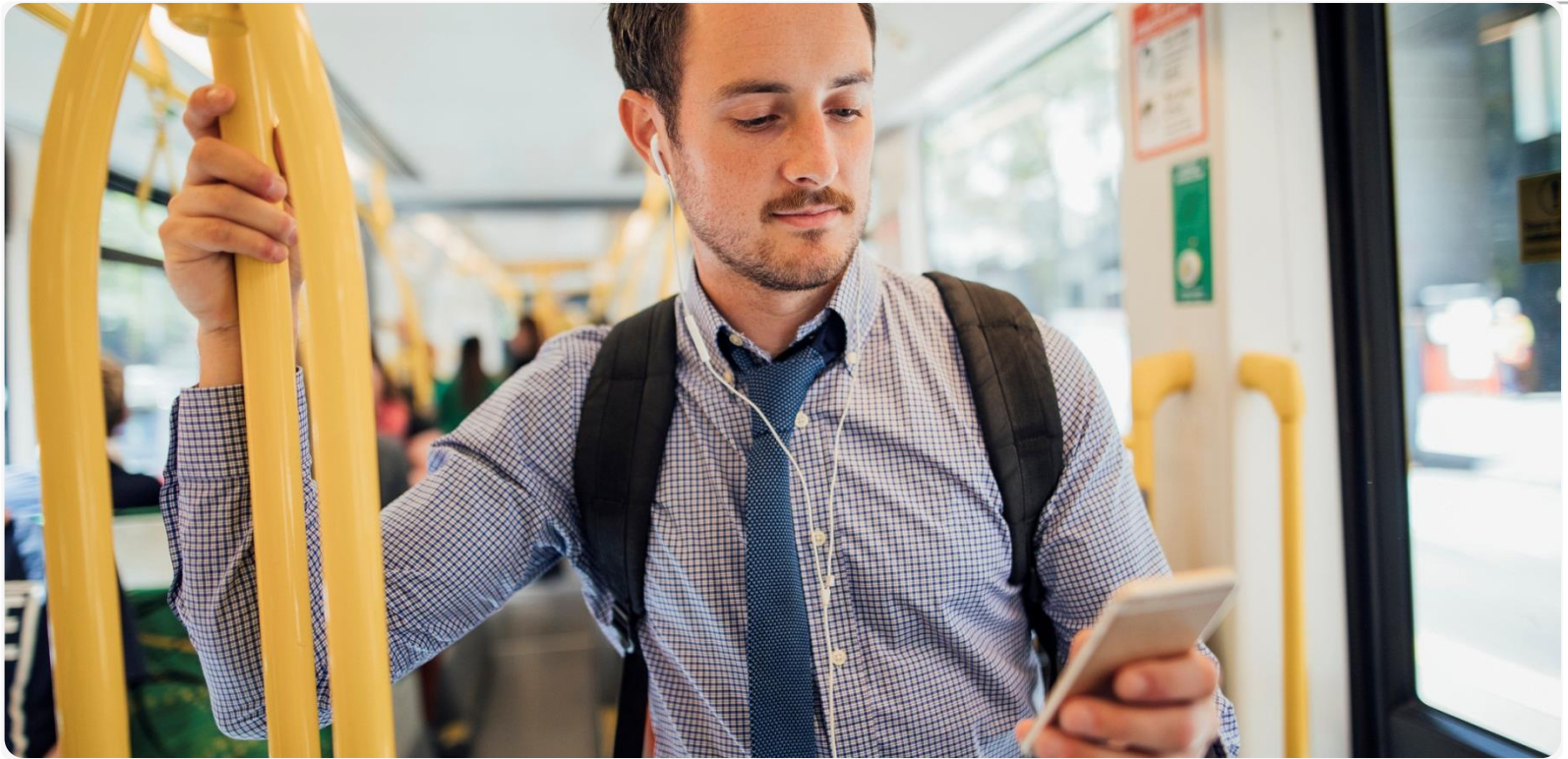
95
Personal security (%)

Summary of key findings (1)

- Overall journey satisfaction on the Blackpool tramway is very high, and is one of the highest compared to the tram networks covered in the Tram Passenger Survey. 97 per cent of passengers are satisfied, with 82 per cent saying they are 'very satisfied' with their journey overall. This is considerably higher than the same measure on the Bus Passenger Survey (90 per cent)
- There is not a great deal of variation in overall journey satisfaction across different passenger groups. Those aged 16-34 tend to be less satisfied, with 89 per cent satisfied
- The key factor which makes journeys satisfactory on the Blackpool tramway is access to the tram stop. Attributes relating to this have remained relatively consistent compared to 2017. Satisfaction with the distance of the tram stop from the journey start is a little lower (95 per cent) than the convenience/accessibility of the location of the tram stop (96 per cent)
- The factor which makes journeys great on the Blackpool tramway is the on board environment and comfort. The space to sit or stand on the tram is the lowest rated aspect (85 per cent), especially amongst Blackpool residents (82 per cent)
- 91 per cent of fare-paying passengers are satisfied with the value for money of their journey, an increase since last year (88 per cent)
- When evaluating value for money, the most important factor is the cost of the tram for the distance travelled.

Summary of key findings (2)

- 93 per cent of passengers were satisfied with the punctuality of the tram, which has increased slightly since last year (91 per cent). Only 5 per cent experienced a delay on their journey, with the average length of delay lasting 13 minutes
- 24 per cent of passengers spontaneously mention an improvement that could have been made to their journey (21 per cent in 2017). The most common improvements mentioned relate to either the seating and capacity on board, the frequency of routes or the tram stop itself
- The majority of passengers (86 per cent) are using the Blackpool tramway for leisure reasons, whilst 14 per cent use it to commute
- The vast majority of passengers (71 per cent) use a paper ticket. Only 7 per cent currently use an m-ticket
- Two thirds of passengers (66 per cent) purchase their ticket from the conductor (2017: 64 per cent)
- The age profile of passengers travelling on the tramway is higher, with 51 per cent aged 60 or over. 13 per cent of those surveyed are aged 16-34.



Tram Passenger Survey (TPS) – Blackpool

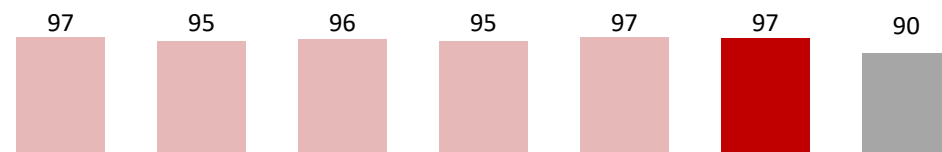
Experience and opinions of the journey

Experience and opinions of the journey: summary

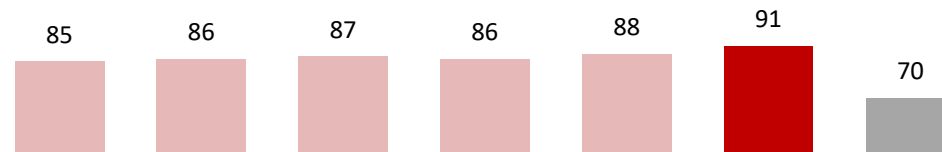
Satisfaction with today's journey:



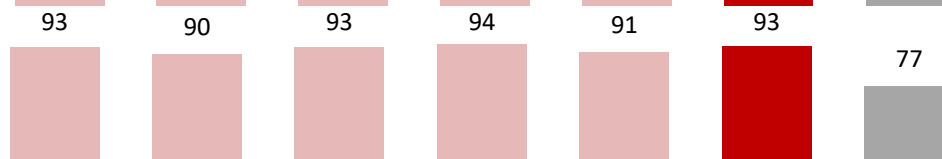
Overall journey



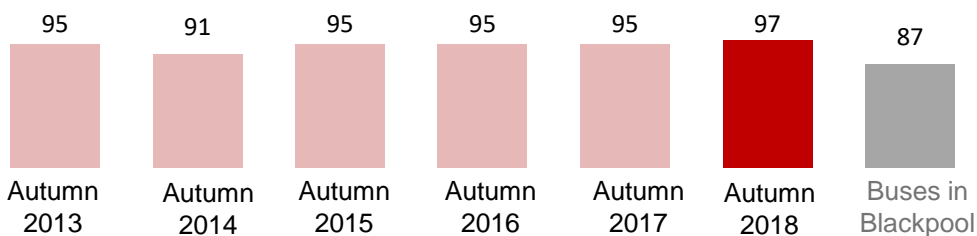
Value for money



Punctuality



On-vehicle journey time



Who are satisfied and not satisfied passengers?









Very satisfied passengers are more likely to:



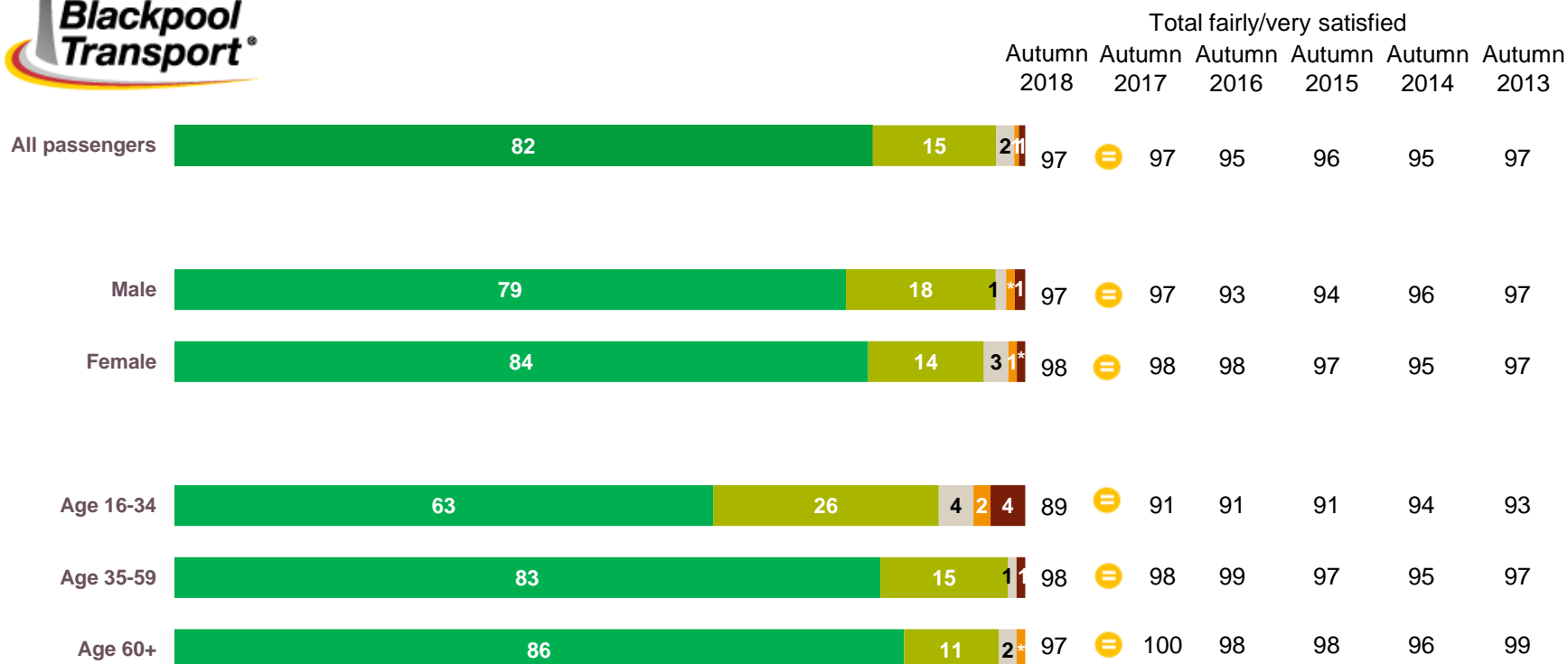
Fairly satisfied passengers are more likely to:



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	Sample size of not satisfied passengers too small to report
	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%)	
	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)

Overall satisfaction (%) – by gender and age



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

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

Base: All passengers – 514

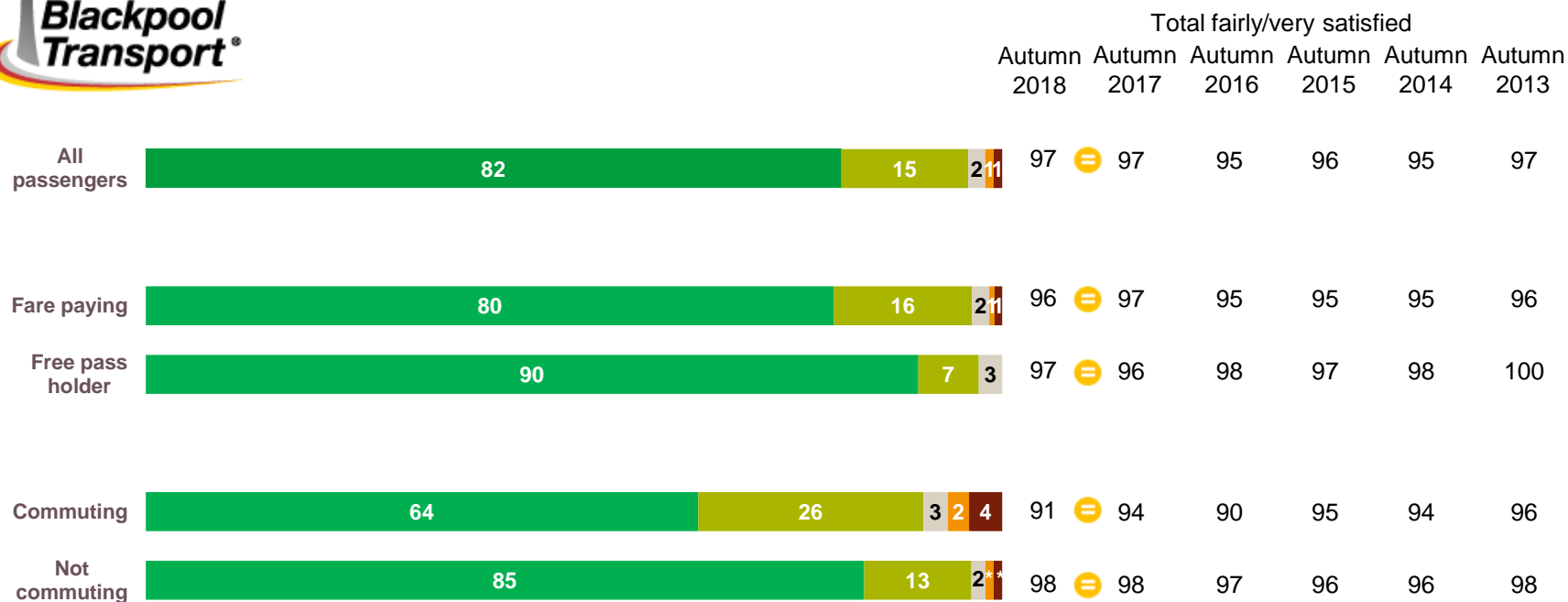
*Indicates a proportion lower than 1%

↑ Statistically significant increase since 2017

= No change

↓ Statistically significant decrease since 2017

Overall satisfaction (%) – by passenger type



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

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

Base: All passengers – 514

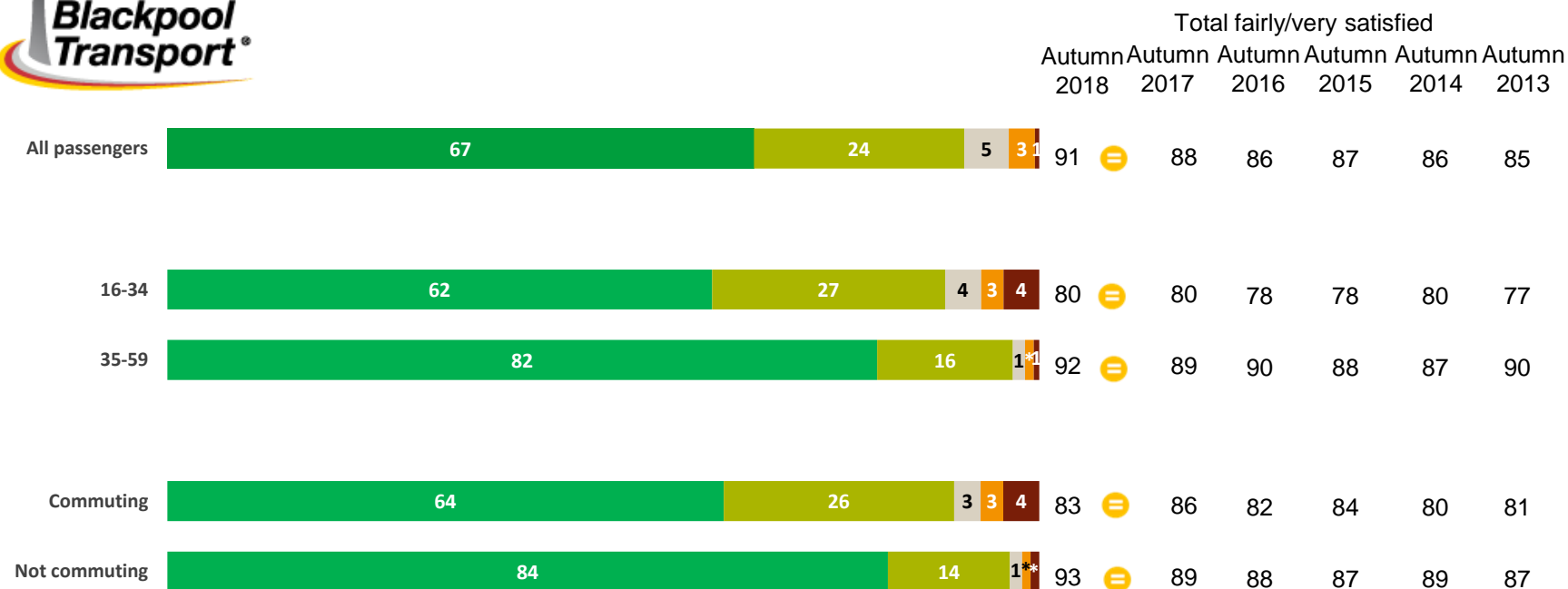
*Indicates a proportion lower than 1%

⬆ Statistically significant increase since 2017

= No change

⬇ Statistically significant decrease since 2017

Value for money (%) – fare-payers only



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

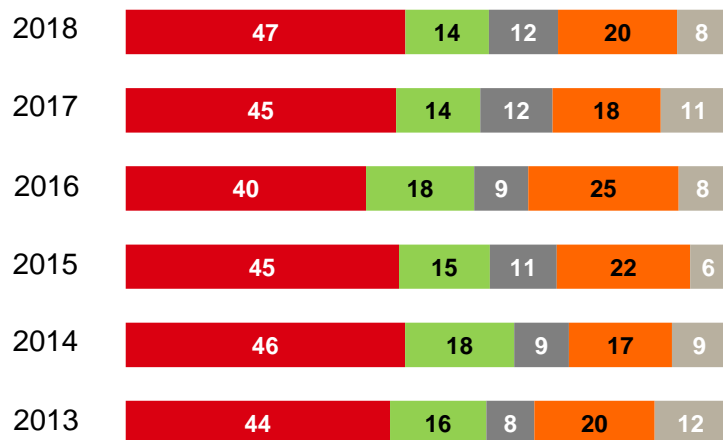
Base: All fare-paying passengers – 431

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

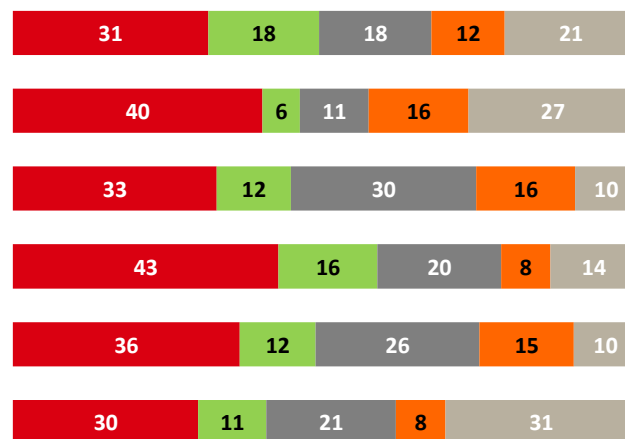
What influenced value for money rating (%)



Those satisfied with value for money



Those not satisfied with value for money*



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

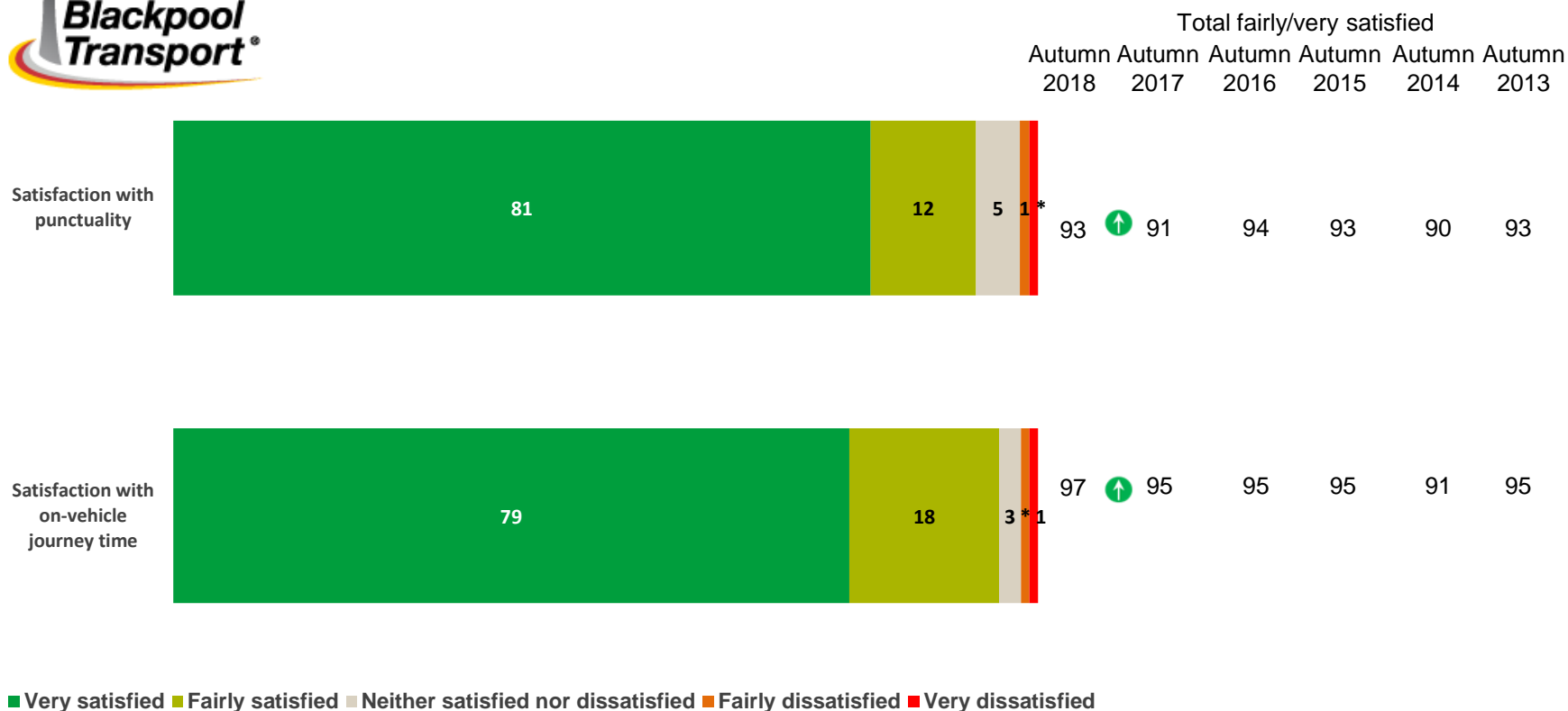
NOTE: Those not satisfied with value for money includes respondents answering 'Neither satisfied nor dissatisfied'

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

Base: All fare-paying passengers 431

*Caution low base of those not satisfied with value for money (20)

Punctuality and on-vehicle journey time



Q. How satisfied were you with each of the following...Punctuality? Base: All passengers – 514

Q. How satisfied were you with the amount of time your journey on the tram took? Base: All passengers – 514

*Indicates a proportion lower than 1%

⬆ Statistically significant increase since 2017

= No change














⬇ Statistically significant decrease since 2017




Tram Passenger Survey (TPS) – Blackpool

Waiting at the stop

Waiting at the stop: summary

					
		Buses In Blackpool			Buses In Blackpool
Overall satisfaction with stop	94 	74	 Waiting times: Satisfaction: expected waiting time	95	74
Distance from journey start	95 	82	Expected wait time	8 mins	
Convenience/accessibility	96 	84	Actual reported wait time	5 mins	
General condition and maintenance	91 	64	 Checking tram information:		
Freedom from graffiti/vandalism	92 	71	Passengers who checked tram time	53	68
Freedom from litter	92 	72	Info sources used before arriving at stop	Leaflet/paper timetable 12%	Online timetable 40%
Behaviour of other passengers	92 	N/A*	Info sources used at stop	Info posters at the stop 26%	Stop timetable 55%
Information provided	90 	68	Among those that didn't check...	69% knew trams ran frequently	47% knew service ran frequently
Personal safety	94 	76			

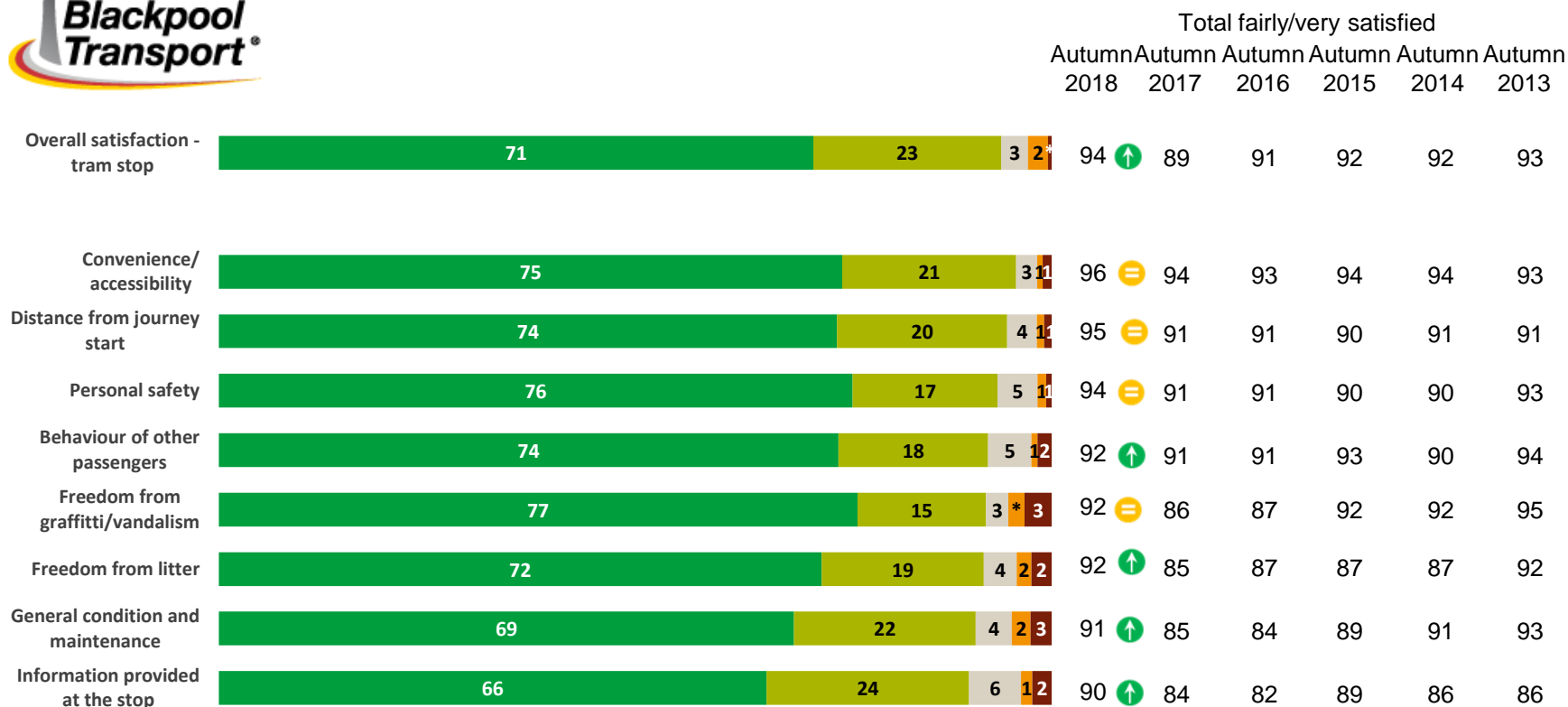
 Statistically significant increase since 2017

 No change

 Statistically significant decrease since 2017

*Not asked in BPS

Satisfaction – with the tram stop (%)

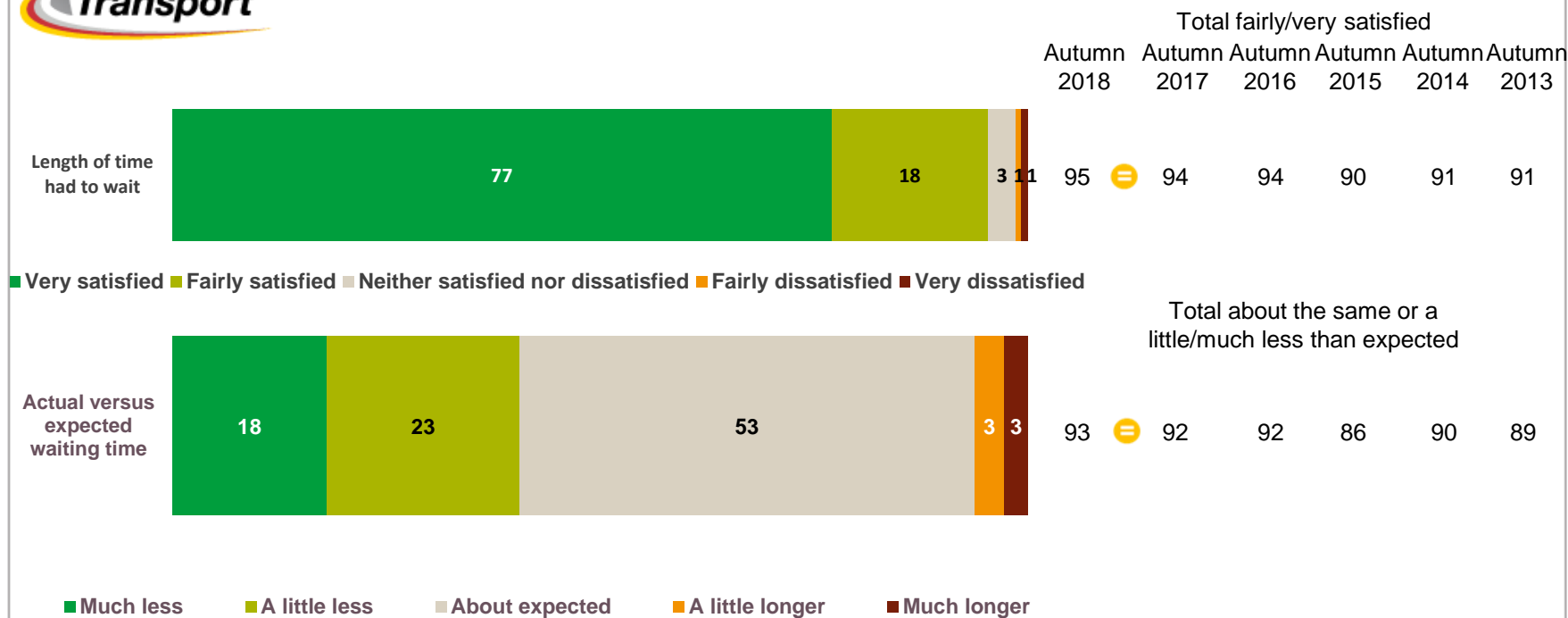


■ Very satisfied
 ■ Fairly satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Fairly dissatisfied
 ■ Very dissatisfied

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

Q. Overall, how satisfied were you with the tram stop? & Q. Thinking about the tram stop itself, how satisfied were you with the following:
 Base: All passengers – 514
 *Indicates a proportion lower than 1%

Satisfaction with waiting time (%)



Q. How satisfied were you with each of the following? & Q. Thinking about the time you waited for the tram today, was it [...] than expected?
Base: All passengers – 514

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

Expected and reported waiting times



Autumn
2018

Autumn
2017

Autumn
2016

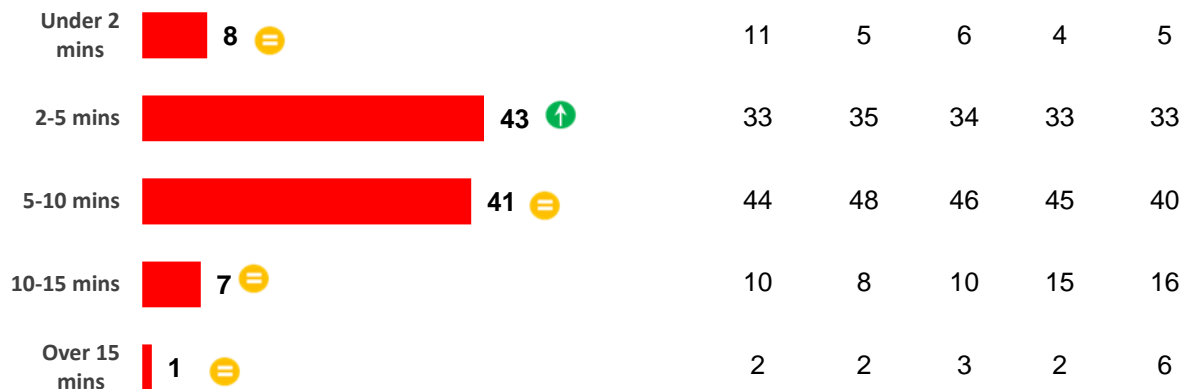
Autumn
2015

Autumn
2014

Autumn
2013

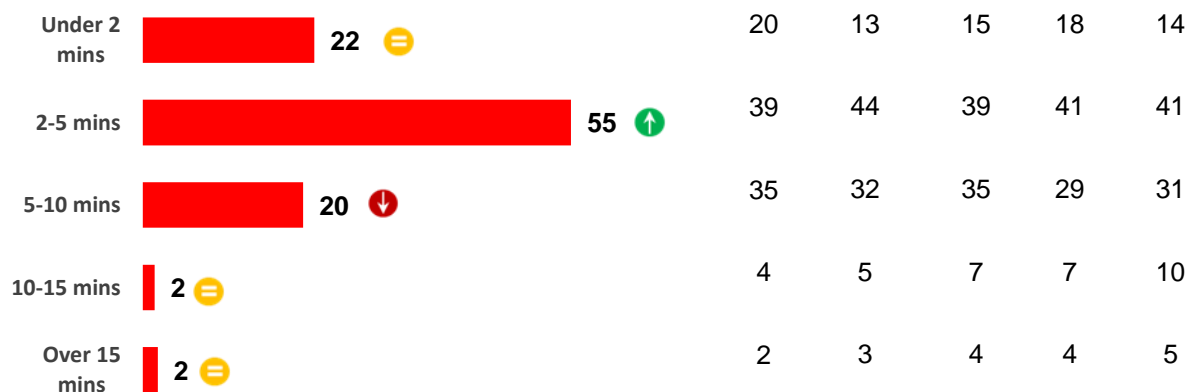
Expected tram waiting time

Average expected waiting
time **8 minutes** (2017: 8 minutes)



Reported tram waiting time

Average reported waiting
time **5 minutes** (2017: 6 minutes)



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

Q. Approximately how long did you expect to wait for the tram? & Q. Approximately, how long did you wait for your tram
Base: All passengers – 514

How passengers checked tram times



Before Leaving the tram stop

	Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Leaflet/ paper timetable	12 ↓	26	19	19	19	22
Online	9 ↓	17	12	14	14	11
Disruption updates via social media	* =	1	1	0	0	0
BTS App**	4	N/A**	N/A**	N/A**	N/A**	N/A**
Other	7 =	8	9	10	9	11

At the tram stop

Electronic display	0 =	0	0	3	2	3
Information posters	26 ↑	17	33	38	33	28
Online	2 ↓	8	3	3	3	2
Disruption updates via social media	1 =	1	0	0	1	0
BTS App	2	N/A**	N/A**	N/A**	N/A**	N/A**
Other	6 =	7	8	7	9	10

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

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

Base: All passengers – 514

*Indicates a proportion lower than 1%

**BTS App added this year to the survey as an option

Why passengers did not check tram times



	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Knew the trams ran frequently on this route	69	=	66	67	73	72	73
Did not matter to me when tram was meant to arrive	24	=	26	28	N/A*	N/A*	N/A*
Already knew arrival times	16	=	12	20	13	11	12
Could not find the information	3	=	5	3	3	3	2
Didn't have time	2	=	4	3	4	2	4
Did not know when train was meant to arrive	0	N/A**	N/A**	N/A**	6	8	10

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

Base: All not checking tram arrival information – 272

*Not asked before 2016 **Not asked after 2015

⬆ Statistically significant increase since 2017

= No change

⬇ Statistically significant decrease since 2017



Tram Passenger Survey (TPS) – Blackpool

The tram

The tram: summary



Start of journey

Route info on tram 96 = 81

Exterior cleanliness 98 = 86

Ease getting on 97 91

Time taken to board 97 = 91

Buses in
Blackpool

On board

Interior cleanliness 97 = 86

Info on board 94 = 78

Seat/standing space 85 = 84

Seat comfort 92 ↑ 84

Personal space 86 = 80

Provision grab rails 92 = 87

Temperature 92 = 83

Personal security 95 = 88

Ease of getting off 96 89

Buses in
Blackpool

The staff

Appearance 98 ↑ 92

Greeting 96 ↑ 75

Helpfulness/attitude 97 ↑ 76

Safety of driving 98 = 90

Smoothness journey 94 = 78

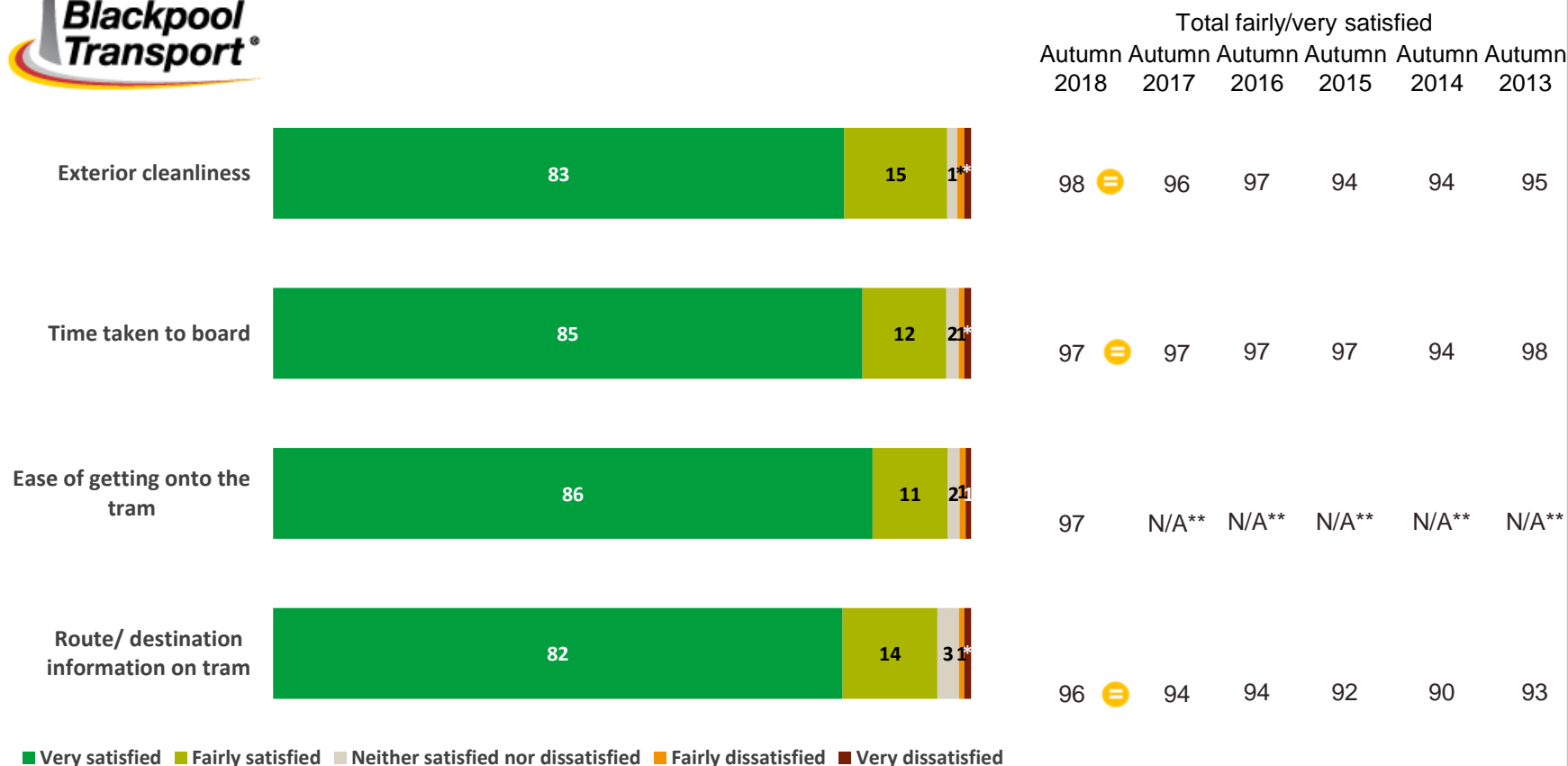
Buses in
Blackpool

↑ Statistically significant increase since 2017

= No change

↓ Statistically significant decrease since 2017

Satisfaction with start of journey (%)



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

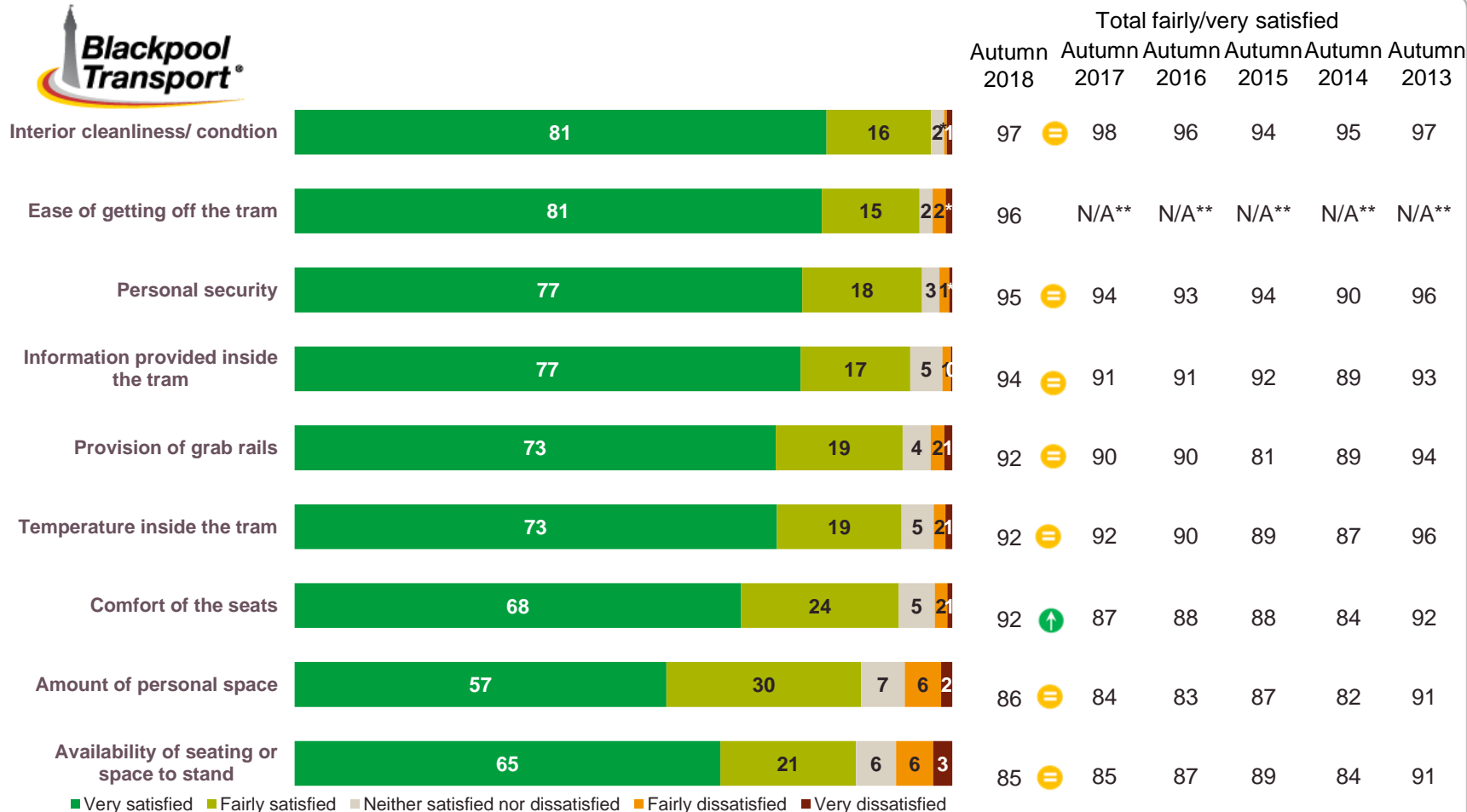
Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:

Base: All passengers – 514

*Indicates a proportion lower than 1%

**New question in 2018

Satisfaction on the tram (%)



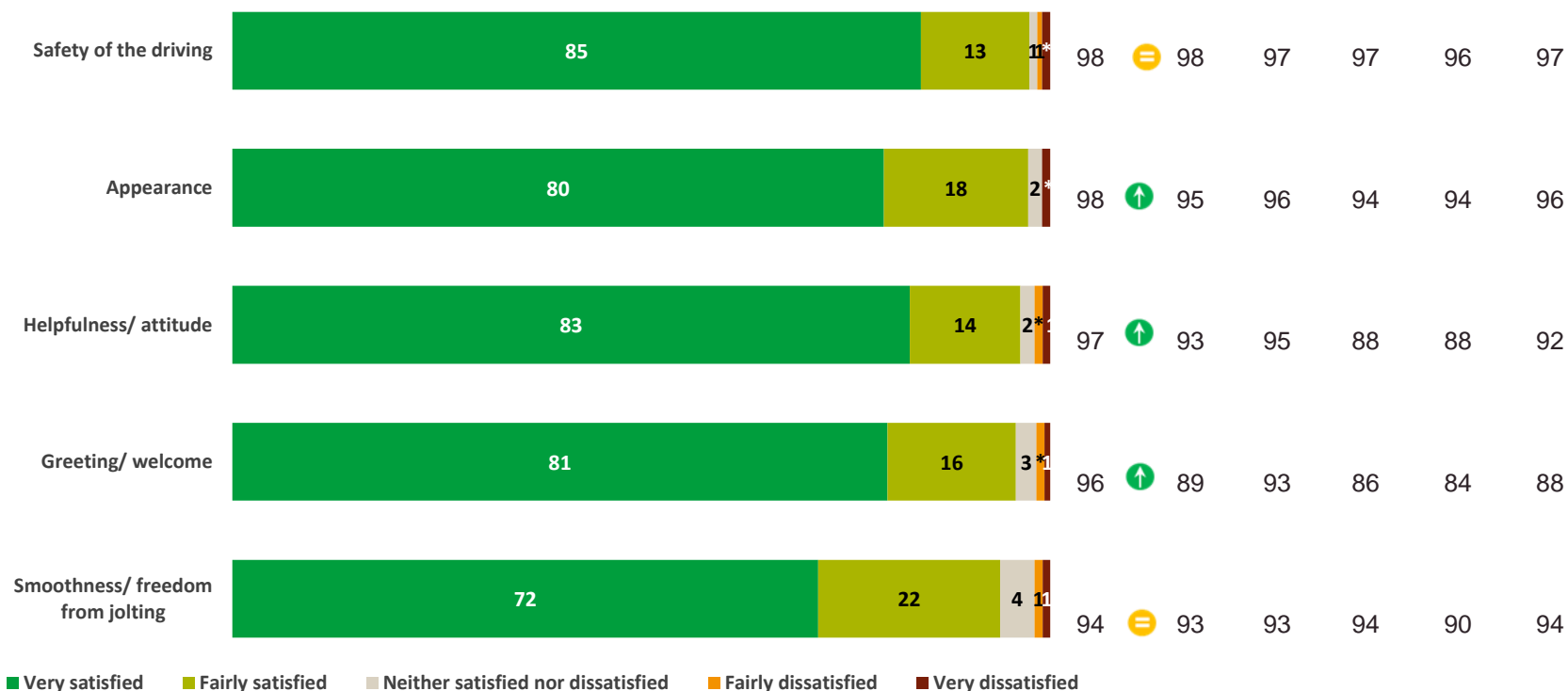
- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:
 Base: All passengers – 514
 *Indicates a proportion lower than 1%
 **New question in 2018

Satisfaction with tram staff (%)



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

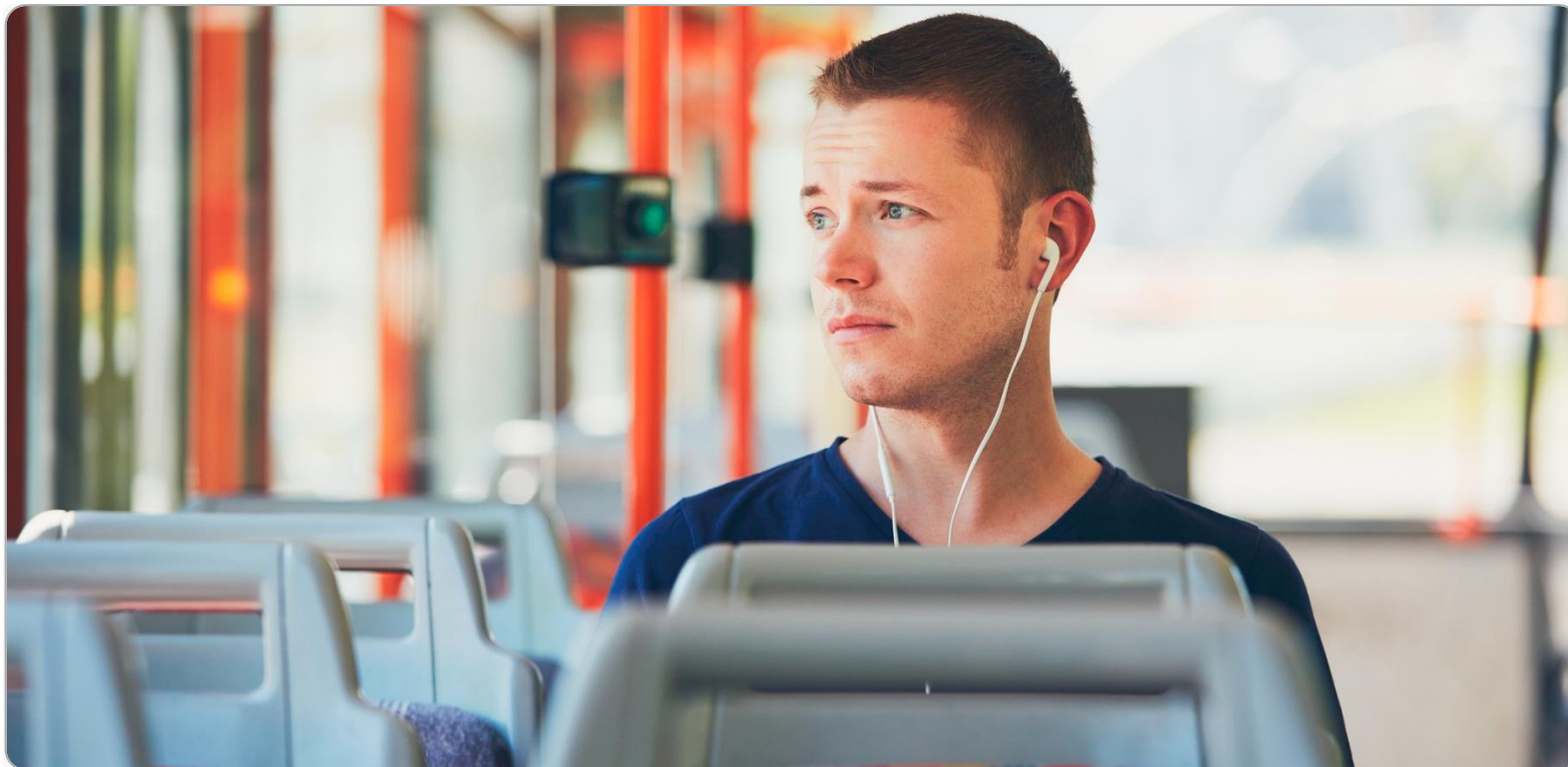


TPS: Q. Thinking about any tram staff you encountered on your journey, please indicate how satisfied you were with each of the following:

Base: All passengers – 514

*Indicates a proportion lower than 1%

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



Tram Passenger Survey (TPS) – Blackpool

Negative experiences during the journey

Negative experiences during the journey: summary



Passengers experiencing a delay to their journey



Average length of delay
(perceived)



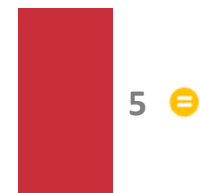
Most common cause of delay

Due to tram failure*

*Caution: small base (23)



Passengers with worry or concern about others' behaviour on board



Statistically significant increase since 2017

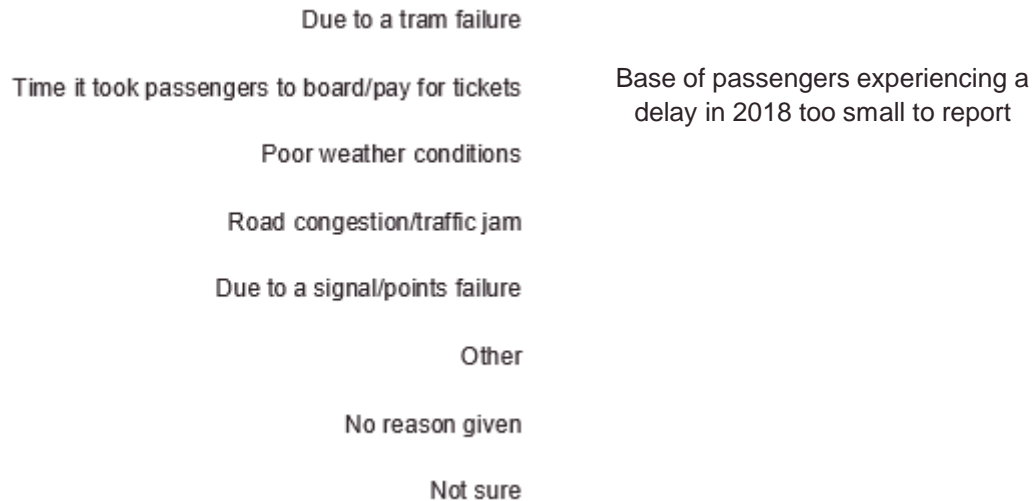
No change

Statistically significant decrease since 2017

Experience of delays (%)



5 per cent (⚖️) of Blackpool passengers experienced a delay (2017: 3 per cent). Average length of delay was 13 minutes (⚖️)



- ⬆️ Statistically significant **increase** since 2017
- ⚖️ No change
- ⬇️ Statistically significant **decrease** since 2017

Q. Why was your journey delayed?
Base: All experiencing a delay – 23 (Caution small base)

Worry or concern at other passengers' behaviour (%)



Types of worrying/concerning behaviour (%)	Autumn 2018	Autumn 2017**	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Loud use of mobiles	Base of passengers experiencing		22	19	22	12
Passengers not paying fares	worrying/concerning behaviour in		22	11	6	5
Abusive or threatening behaviour	2017 and 2018 too small to report		3	13	8	31
Rowdy behaviour			19	39	45	56
Feet on seats			42	28	35	21
Passengers not moving out of priority seats			30	14	16	5
Passengers playing loud music			14	12	8	15
Passengers under influence of alcohol			6	23	24	N/A*
Passengers under influence of drugs			0	3	4	5
Graffiti/vandalism			3	4	6	5
Smoking			0	0	0	0

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

Base: All passengers – 505

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

Base: All experiencing worrying/concerning behaviour – 23 (Caution small base) *Not asked in 2013

**Base of passengers experiencing worrying/ concerning behaviour in 2018 too small to report

↑ Statistically significant increase since 2017

= No change

↓ Statistically significant decrease since 2017



Tram Passenger Survey (TPS) – Blackpool

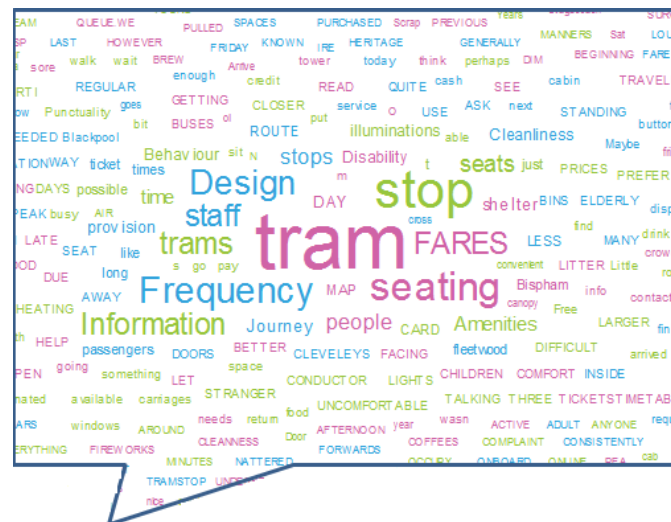
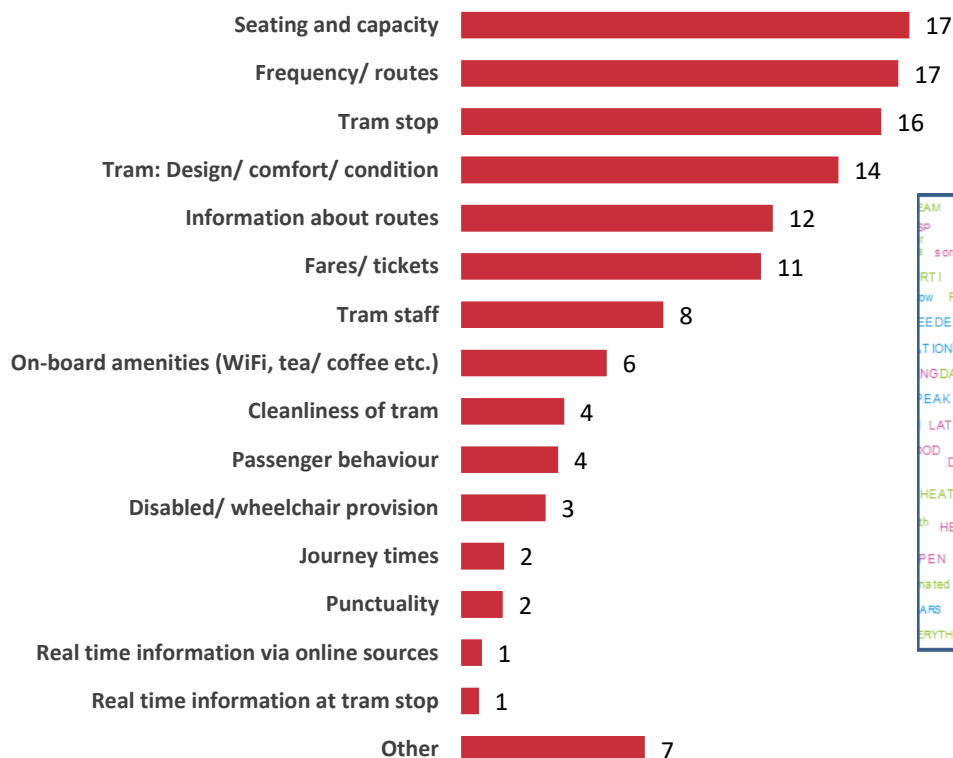
Passengers' suggested improvements

Passengers' suggested improvements: summary



76% of Blackpool passengers in 2018 had no suggestions for improvements

...of the 24% that did, the most common service areas for improvement were:



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

Q. If something could have been improved on your tram journey today, what would it have been?
Base: All suggesting an improvement - 178

Selected verbatim comments

The three day tickets should be for 3 x 24 hour periods not just three days. We purchased late afternoon so only active for 2 and a half days

I have been here for nearly 2 weeks and only got told that we could have got a weekly ticket

I think that at that time of the day there should be more carriages so there are not so many people standing

A poster at tram stop with fares. Not much time to ask the conductor when the doors open, so it would have been better if I had known about the day ticket beforehand

Map of tram route should be larger. At present, map in tram is difficult to read and high above the doors

Floors were dirty, the yellow wasn't yellow anymore because of the dirt and the seats need hoovering as are very dusty and dirty

Windows were open and the tram was cold as it was early in the morning. I am unable to reach all the windows due to my height.

Do not think it could be improved. Excellent service, made our holiday most enjoyable. The value of the 24 hour ticket was excellent and enabled us to see everything at least twice.

It should have been made clearer that the tram I was on terminated at Cleveleys as I wanted to go to Fleetwood

Trams are too overcrowded and personal space goes out of the window. I was pushed up against the driver's cab. It's not what you want when you have just finished a 13 hour shift

Only cash is accepted for tickets. Very strange. We would prefer to pay by credit card like on most UK trains, buses etc. Cash can be difficult to get hold of.



Tram Passenger Survey (TPS) – Blackpool

Opinion of trams in the local area

Opinion of trams in the local area: summary



General opinion of services in area:

Ease of buying tickets



Ease of getting to local amenities



Customer service



Frequency



Reliability



Connections with other modes



Range of tickets available



Range of payment options



Bus services in Blackpool (BPS)

N/A*



N/A*



N/A*

N/A*

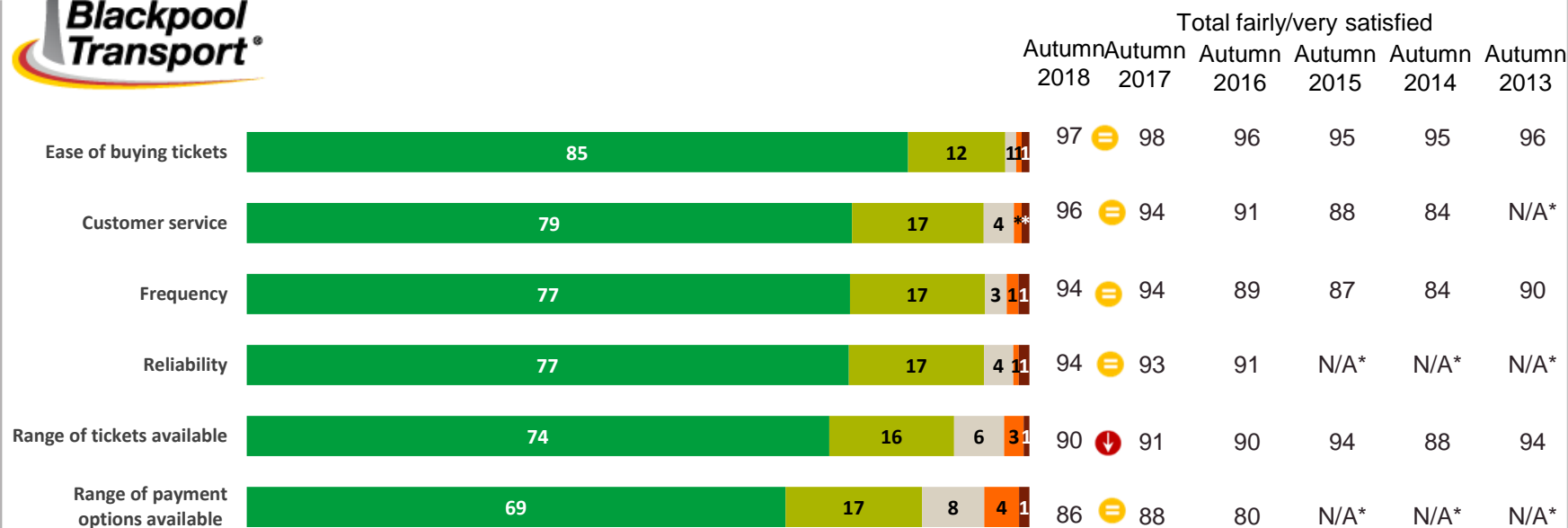
- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

*Not asked in BPS

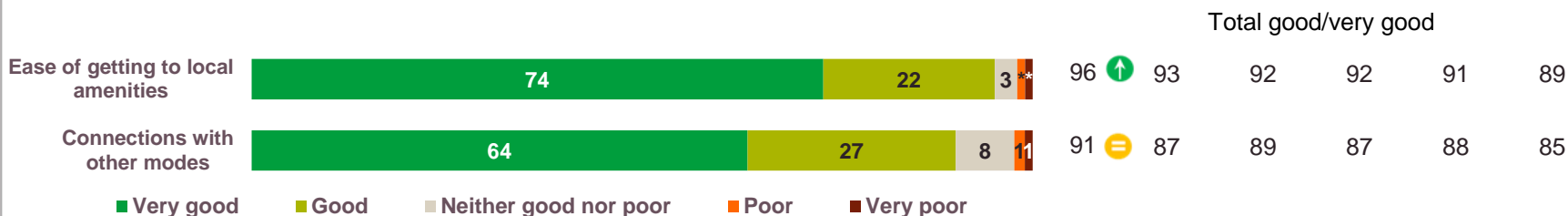
Q. And how satisfied are you overall with tram services for the following? Base: 484

Q. How would you rate tram services for the following? Base: 498

Satisfaction on the trams generally



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



↑ Statistically significant increase since 2017

= No change

↓ Statistically significant decrease since 2017

Q. And how satisfied are you overall with tram services for the following? Base: 514

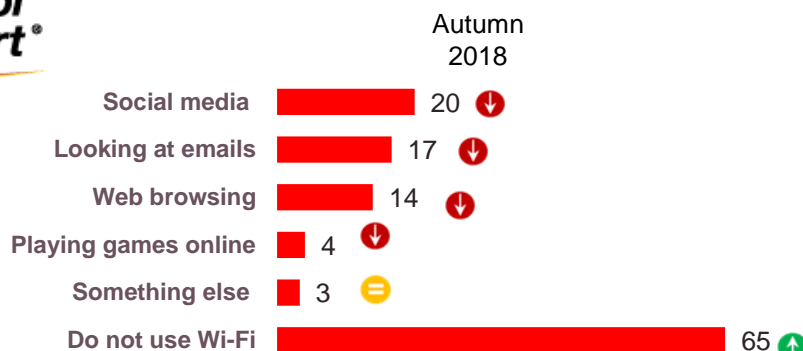
Q. How would you rate tram services for the following? Base: 514

*Not asked before 2016 **Statement changed in 2017 from 'Punctuality' to 'Reliability'.. *Indicates a proportion lower than 1%

Using Wi-Fi on board Blackpool trams



Actual reason for using Wi-Fi (%)*



Expectation for using Wi-Fi (%)**

Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014
45	40	41	40
43	44	41	38
32	36	36	40
9	11	11	11
4	4	7	5
33	38	37	39

Does Wi-Fi affect tram usage (%)*



- Much more likely to travel by tram
- A little more likely to travel by tram
- It does not affect my use of the tram
- A little less likely to travel by tram
- Much less likely to travel by tram

Total more likely to travel by tram**

Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014
17	23	28	32	27

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

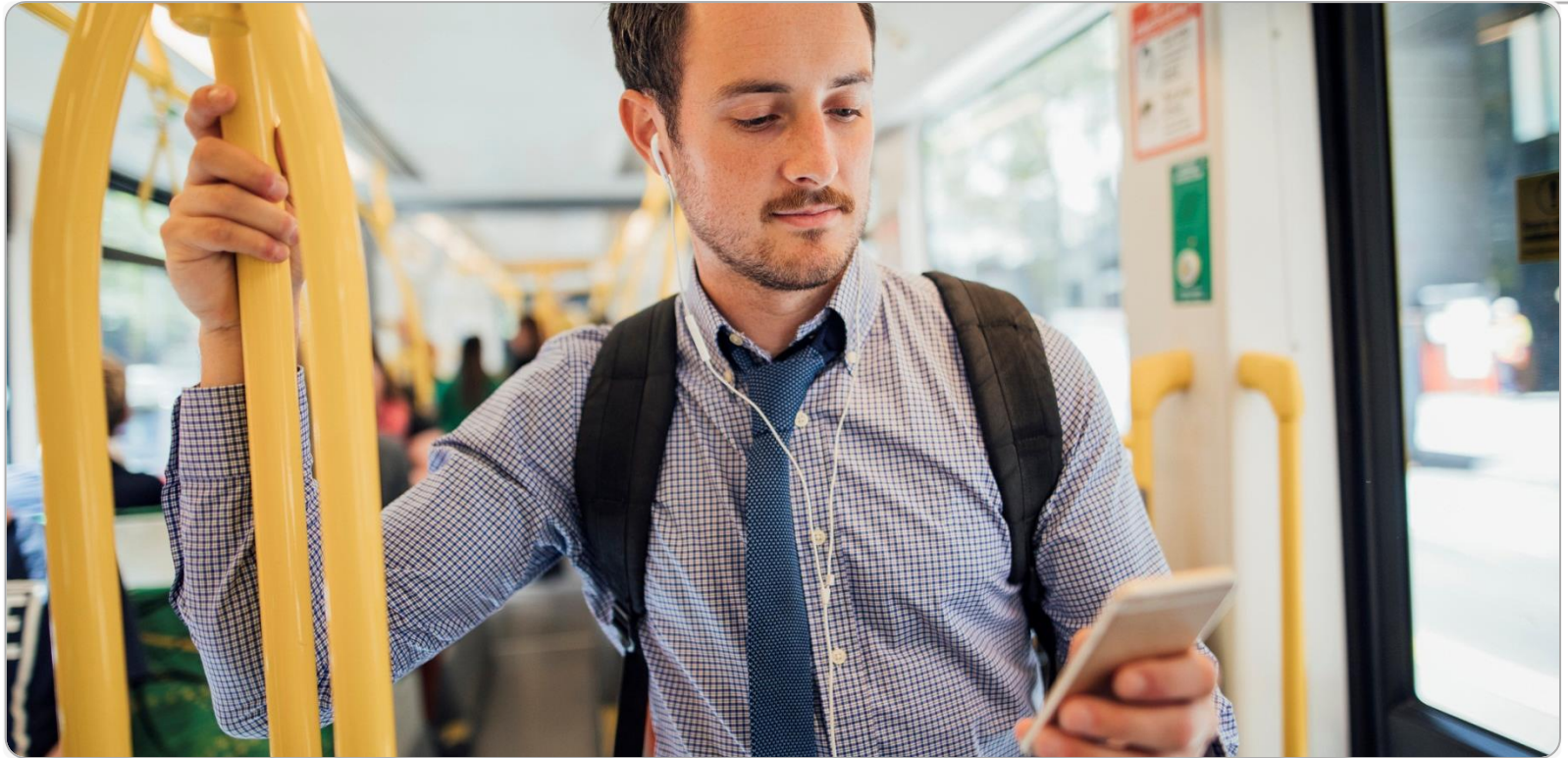
*As Wi-Fi is now available on the Blackpool Tramway, the question changed in 2018 with respondents being asked 'If you use Wi-Fi on this tram, what do you use it for? Base: All passengers - 438

And As Wi-Fi is now available, how does this affect your use of the Blackpool Tramway? Base: All passengers - 438

**Before Wi-Fi was available the question asked between 2014 and 2017 were:

Q. If you were able to use Wi-Fi whilst on this tram, what would it be to do? Base:

Q. If Wi-Fi were available on these trams, how would this affect your use of the tram?

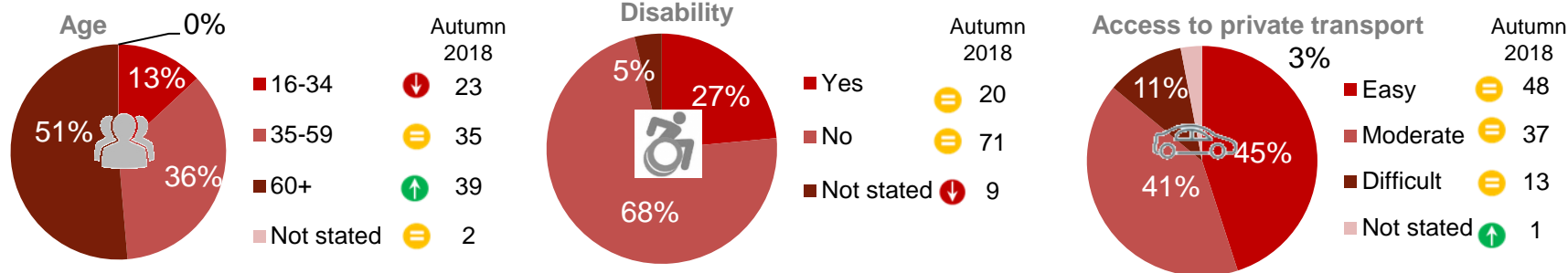


Tram Passenger Survey (TPS) – Blackpool

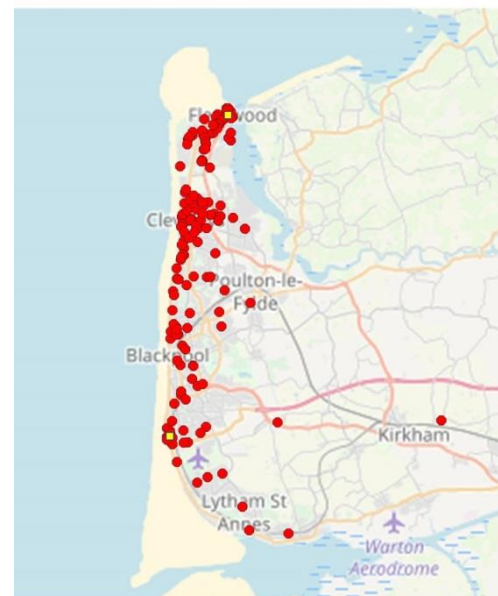
Appendix 1: the passenger and journey context

Blackpool passengers: summary

Overview of passenger demographics



Passengers' postcodes relative to tram network



Passenger profile

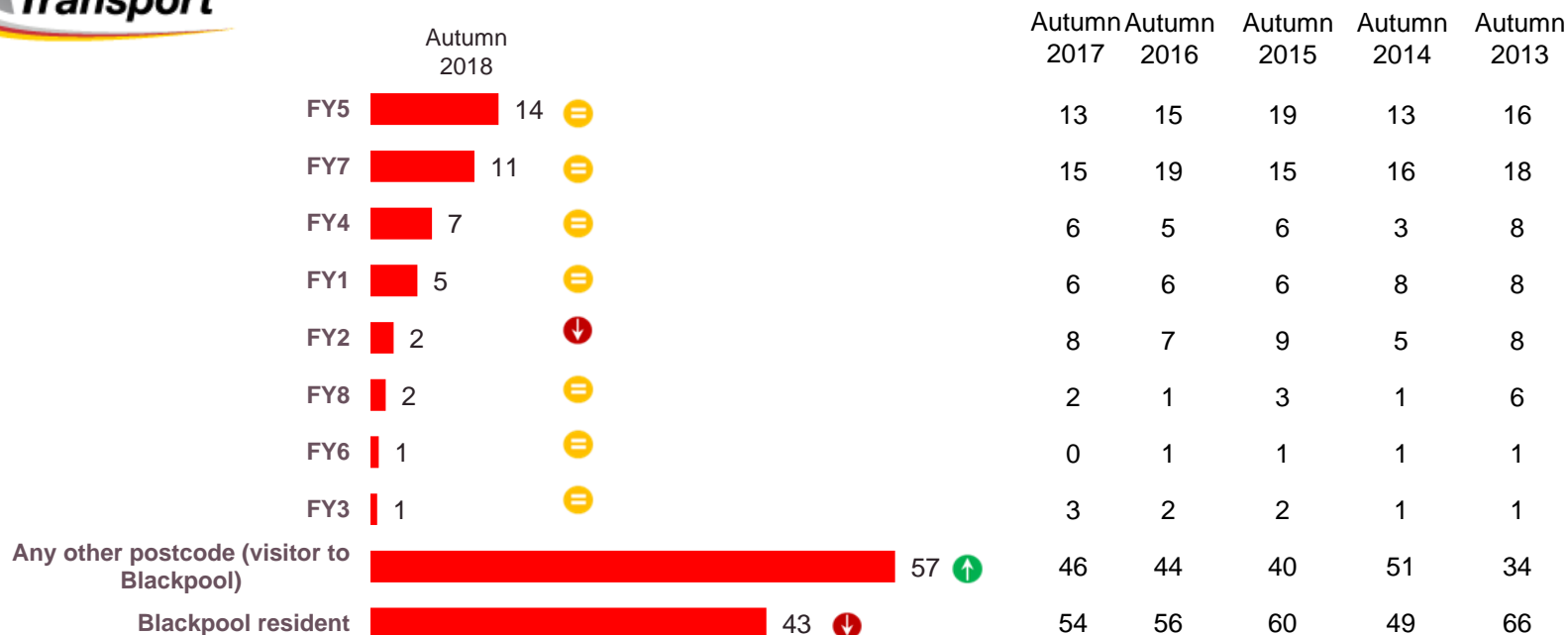
	Age	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013	Visitors 2018	Residents 2018
	16-34	13	=	23	27	27	33	29	8	37
	35-59	36	=	35	34	38	30	28	44	29
	Over 60	51	=	39	37	34	38	44	47	33
	Not stated	0	=	2	2	1	N/A	N/A	2	1
Access to private transport										
	Easy	45	=	48	40	39	46	42	60	28
	Moderate	41	=	37	43	42	40	42	22	59
	Limited/none	11	=	13	15	14	11	14	17	13
	Not stated	3	↑	1	2	5	3	3	1	1
Has a disability										
	Yes	27	=	20	21	21	24	20	19	24
Ticket type										
	Free pass holders	16	=	16	18	16	9	36	4	30
	Fare-payers	84	=	84	82	84	91	64	96	70

↑ Statistically significant increase since 2017

= No change

↓ Statistically significant decrease since 2017

Where Blackpool tram passengers live



Q: What is your postcode?
Base: All giving a postcode – 444

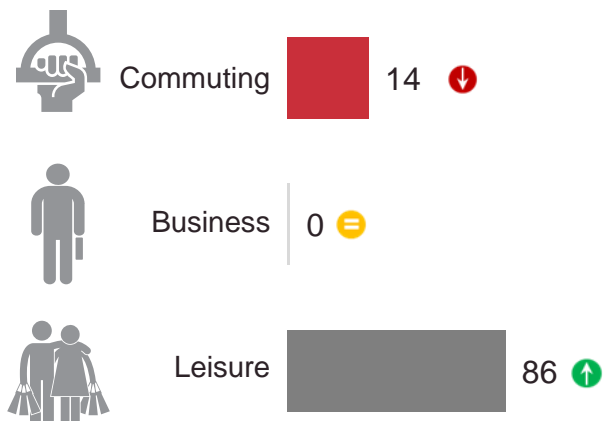
- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Blackpool journeys: summary (1)

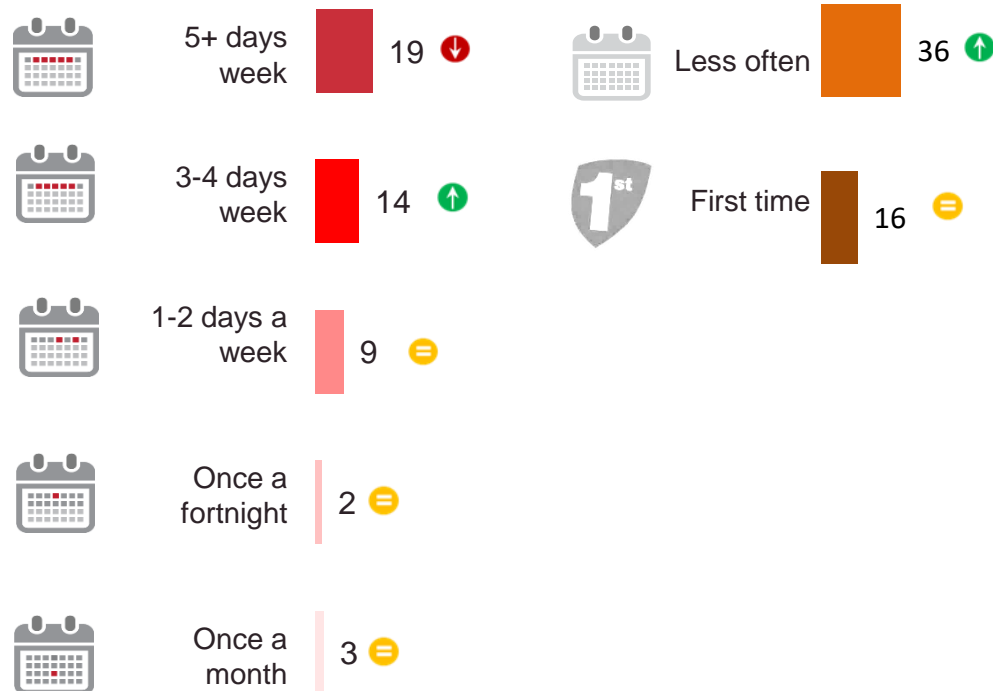


Passenger journey details

Journey purpose



Frequency using trams in area



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

Blackpool journeys: summary (2)

Tickets used for today's journey



Fare-payer



84 =

Free/fare-payers



Free pass



16 =

Ticket type



Single/24 hour

19 =



Season

59 =



Other

22 =

Mode permitted



Tram only

19 =



Multi-mode

81 =

Purchased ticket via...



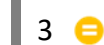
Conductor



66 =



Travel shop



3 =



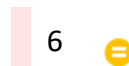
Local shop/
Post office



4 ↓



Other



6 =

Ticket format



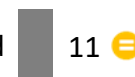
Paper



71 =



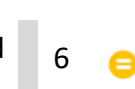
Photocard



11 =



Plastic card



6 =



M-ticket



7 =

↑ Statistically significant increase since 2017

= No change

↓ Statistically significant decrease since 2017

Blackpool journeys: summary (3)

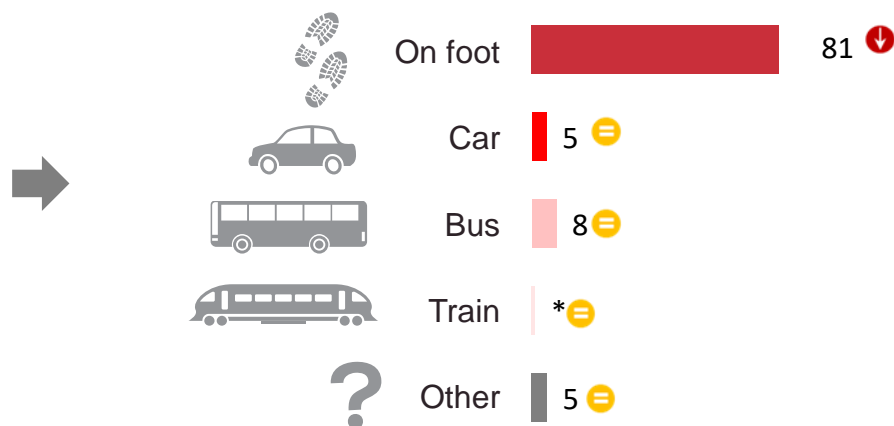
Most used tram stops: journey start

Cleveleys	10 =
Fleetwood Ferry	10 =
Starr Gate	9 =
Tower	7 =
North Pier	6 =
South Pier	5 =
Bispham	3 =
Cabin	3 =

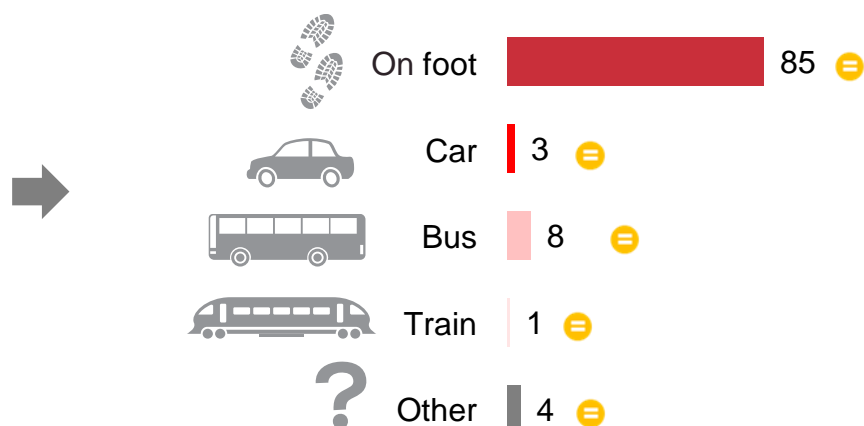
Most used tram stops: journey destination

Fleetwood Ferry	12 =
North Pier	11 =
Tower	11 =
Starr Gate	9 =
Cleveleys	7 =
Bispham	5 =
Pleasure Beach	4 =
Central Pier	3 =

Mode used to arrive at starting stop (all stops)



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



↑ Statistically significant increase since 2017

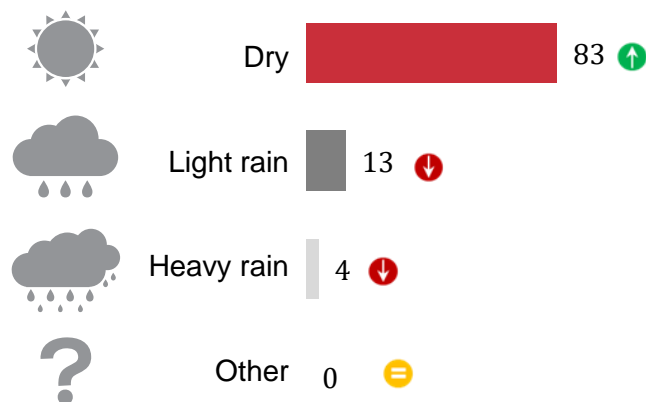
= No change

↓ Statistically significant decrease since 2017

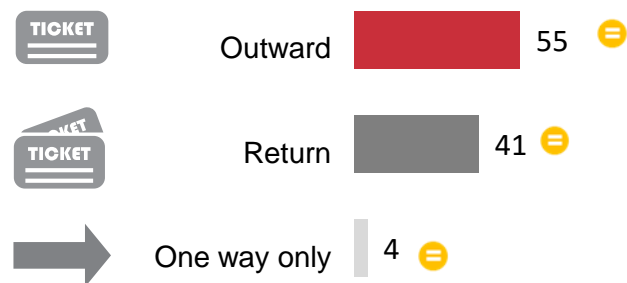
*Indicates a proportion lower than 1%

Blackpool journeys: summary (4)

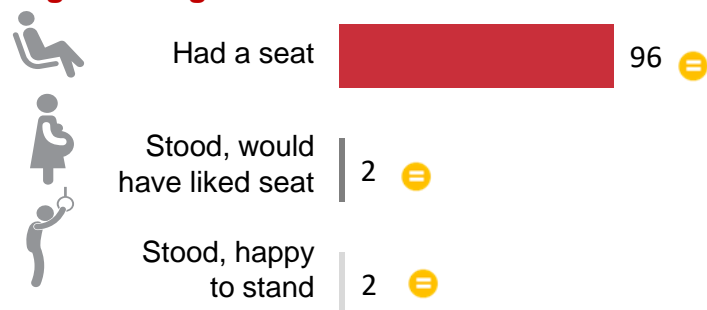
Weather on day of journey



Journey direction



Sitting/standing



↑ Statistically significant increase since 2017

= No change

↓ Statistically significant decrease since 2017

Journey purpose



	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Leisure trip	54		47	47	39	48	32
Shopping trip	15		12	10	17	12	24
Travelling to/from work	13		23	20	24	20	23
Visiting friends or relatives	7		5	7	8	5	8
On personal business	3		3	3	3	3	5
Travelling to/from education	1		5	4	4	5	4
On company business	0		1	0	1	1	1
Travelling to/from medical/ other appointment	1		0	2	1	2	1
Other	7		5	6	5	5	3
Sub-total: Commuter	14		27	25	26	25	26
Sub-total: Business	0		1	0	1	1	1
Sub-total: Leisure	86		75	75	74	74	73

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

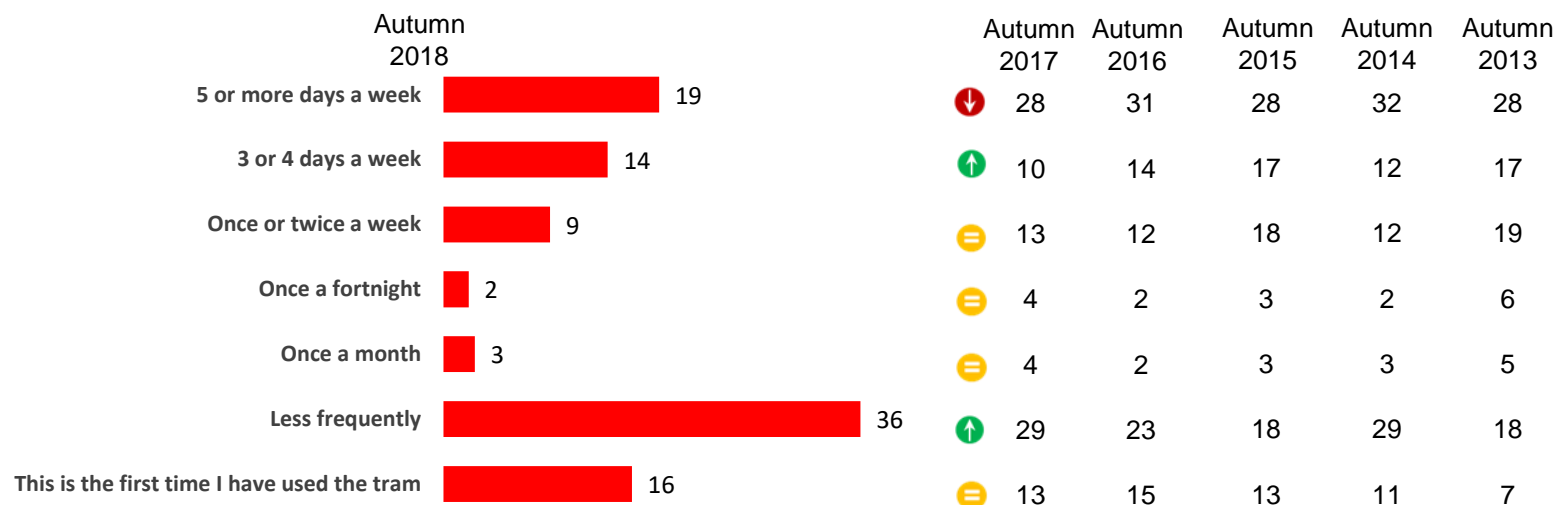
Base: All passengers - 514

Statistically significant increase since 2017

No change

Statistically significant decrease since 2017

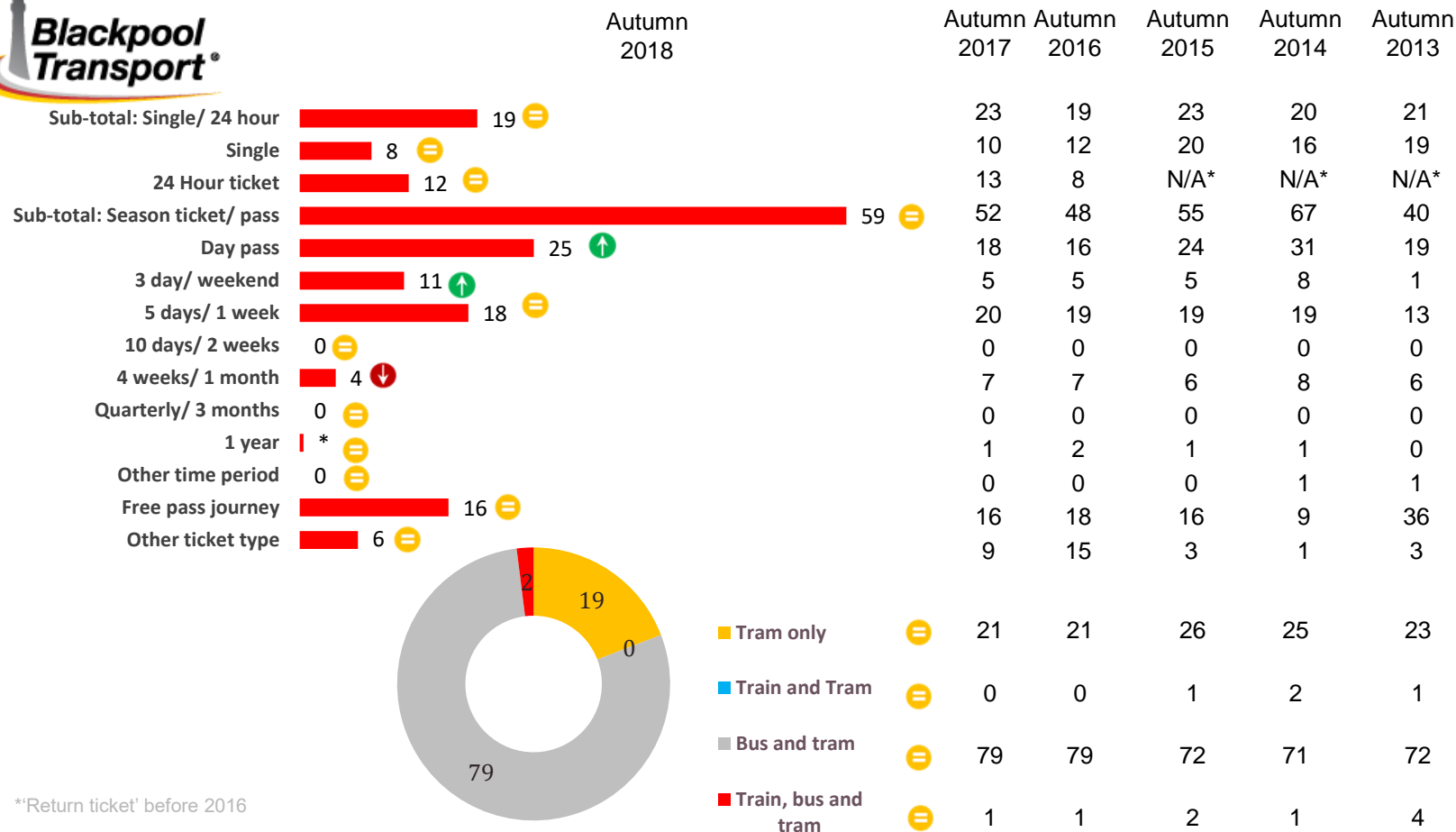
Frequency of using Blackpool tramway



Q. How often do you typically travel by tram?
Base: All passengers – 514

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

Ticket type and modes of transport permitted



**Return ticket* before 2016

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

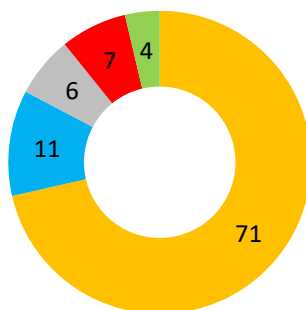
Q. What type of ticket/pass did you use for this tram journey today? Base: All passengers – 514
Q. What modes of transport does your ticket allow you to travel on? Base: All passengers – 514

*Indicates a proportion lower than 1%

Method of buying ticket and ticket format



	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
From Conductor	66	=	64	64	64	60	51
Direct from Blackpool Transport (website/phone)	4	↓	6	6	7	9	6
Travelshop	3	=	9	3	2	3	2
Rail/Bus Company	1	=	1	1	2	1	2
From a local shop or post office (Pay Point)	4	↓	11	17	18	21	30
You had a free pass	11	↓	3	2	1	2	1
Direct debit through work/college	*	=	N/A**	N/A**	N/A**	N/A**	N/A**
BTS App	4	=	5	6	3	2	4
Other	6						



Paper ticket/ pass	=	72	73	79	84	71
Photocard pass	=	10	14	9	8	18
Plastic card	=	10	8	8	4	8
Ticket on mobile	↑	4	0	0	0	0
Other format	=	4	5	3	3	3

*Not asked for Blackpool
N/A** - Code not included until 2018 survey

Q. How did you buy that ticket or pass?
Base: All fare-paying passengers – 398

Q. In what format was your ticket?
Base: All passengers – 494

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

*Indicates a proportion lower than 1%

Blackpool stops used by passengers surveyed



55 per cent of passengers were on an outward journey, 41 per cent on a return and 4 per cent on a one-way trip (2017: 52 per cent, 42 per cent and 6 per cent respectively)

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

Boarding	Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013	Alighting	Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013		
•Cleveleys	10	⚖️	8	10	10	6	9	•Fleetwood Ferry	12	⚖️	13	8	9	10	10
•Fleetwood Ferry	10	⚖️	6	8	7	10	9	•North Pier	11	⚖️	12	14	14	10	11
•Starr Gate	9	⚖️	12	8	7	8	10	•Tower	11	⚖️	11	10	9	11	12
•Tower	7	⚖️	11	10	9	6	8	•Starr Gate	9	⚖️	6	7	5	8	6
•North Pier	6	⚖️	9	8	9	11	10	•Cleveleys	7	⚖️	8	9	10	12	13
•South Pier	5	⚖️	5	3	4	2	2	•Pleasure Beach	4	⚖️	5	4	3	6	2
•Fisherman's Walk	2	⚖️	3	4	5	4	5	•Sandhurst Avenue	2	⚖️	4	4	1	4	4
•Norbreck	1	⚖️	3	4	2	4	3	•Fisherman's Walk	2	⚖️	3	3	4	2	3

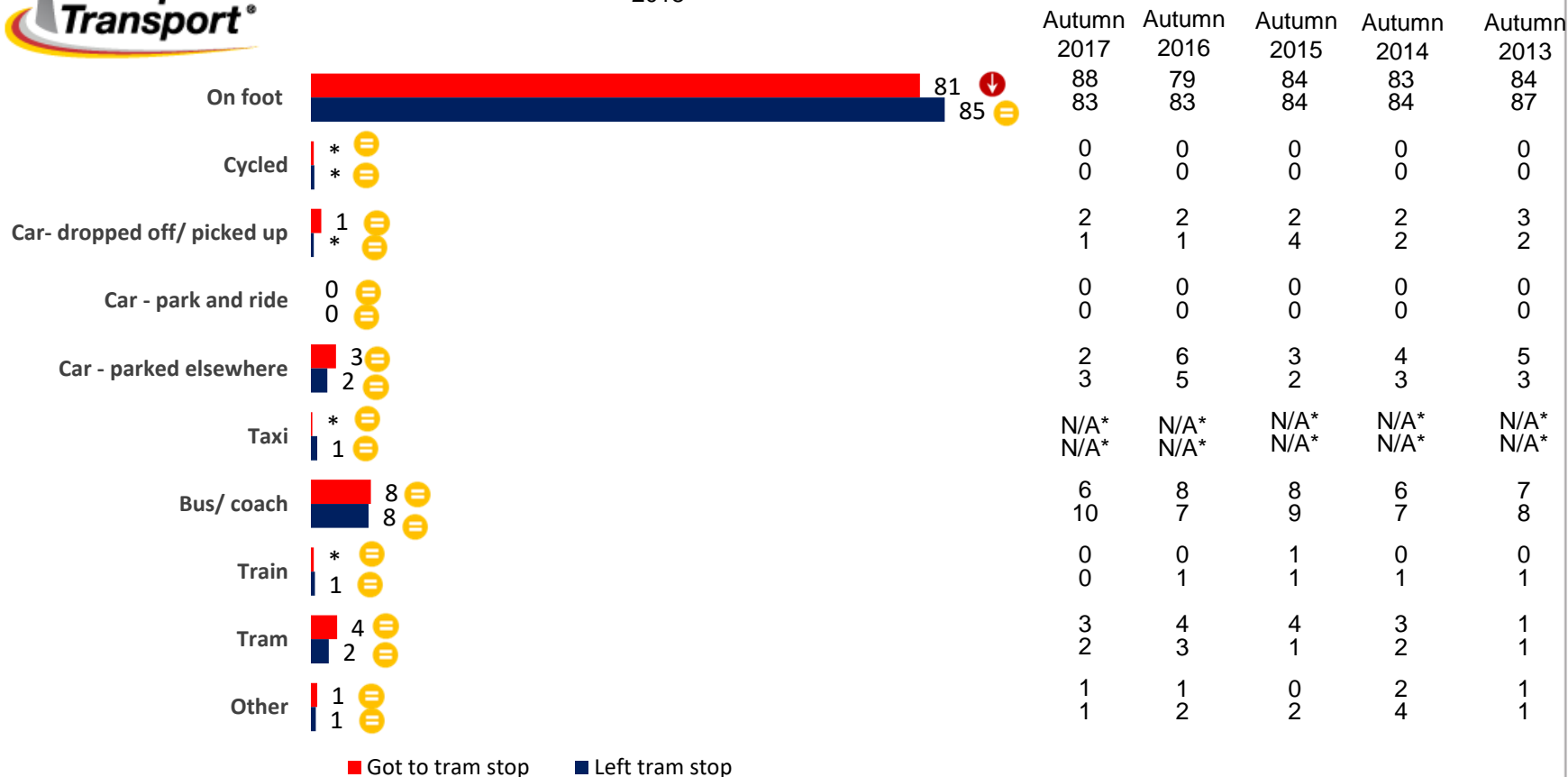
Any changes in tram stops used reflects the sample of passengers in this survey rather than actual usage of stops

- ↑ Statistically significant increase since 2017
 - = No change
 - ↓ Statistically significant decrease since 2017
- Q: Were you on your outward or return journey? Base: All passengers - 500
 Q: Did you get a seat on the tram? Base: All passengers - 510
 Q: At which stop did you board/leave this tram? Base: All passengers - 515

How got to and from the tram stop



Autumn
2018



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

Q: How did you get to/from the tram stop where you boarded/left the tram today?
Base: All passengers – 501

Weather conditions when journey made

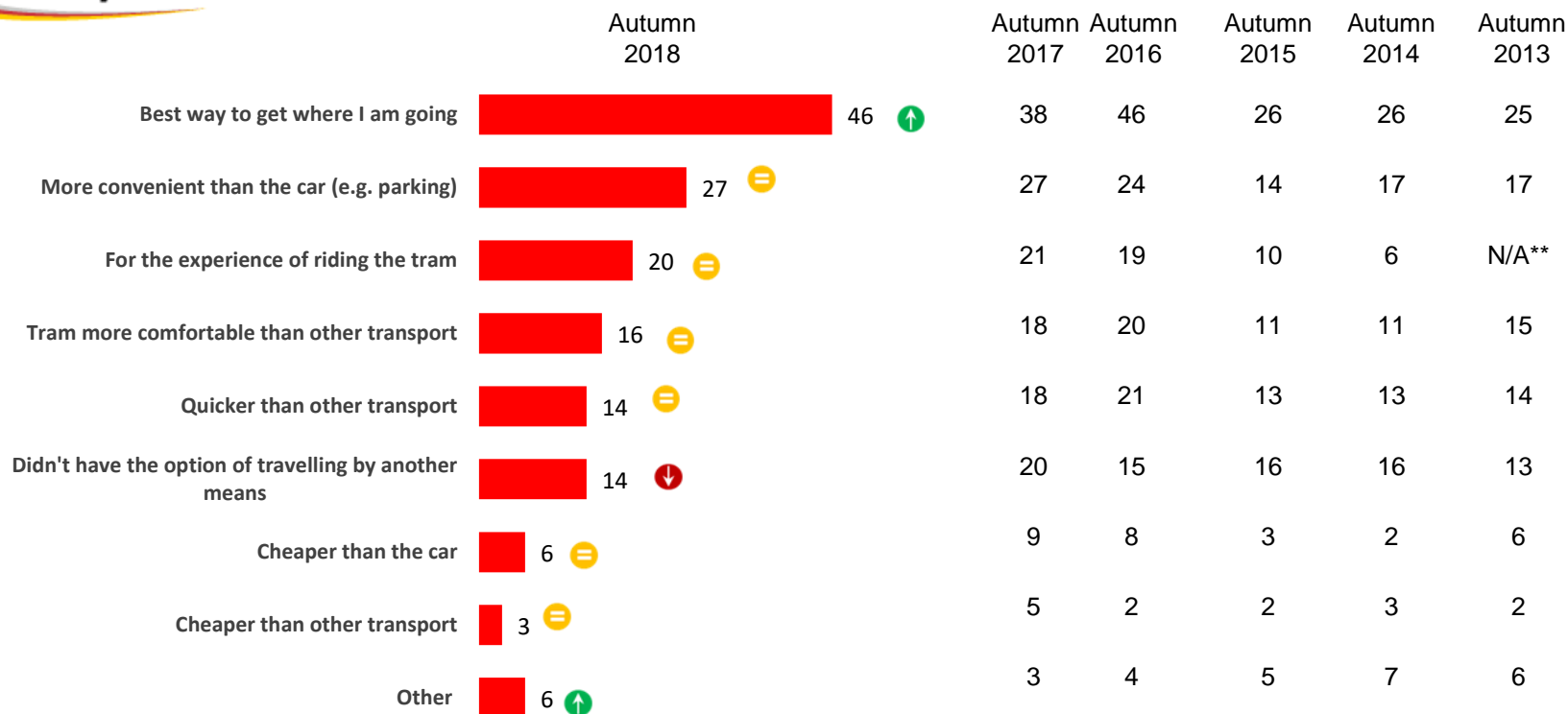


	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Dry	83	↑	62	79	58	86	75
Light rain	13	↓	25	16	25	12	19
Heavy rain	4	↓	11	4	16	2	4
Foggy	0	=	0	0	0	0	0
Snow	0	=	1	1	0	0	0
Icy	0	=	1	0	1	0	1

Q. What was the weather like when you made your journey?
Base: All passengers - 514

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

Reasons for choosing the tram



**Not asked in 2013

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

Base: All passengers – 505

↑ Statistically significant increase since 2017

= No change

↓ Statistically significant decrease since 2017

Factors preventing more journeys being made



	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Level of crowding	54	↑	41	41	32	40	45
Places reachable	39	=	33	35	33	37	45
Cost of using trams	13	=	14	11	12	10	9
Reliability of trams	11	=	8	7	6	8	11
Frequency of trams	10	=	7	8	8	9	11
Journey times	7	=	6	9	6	7	8
Tram network improvement works	6	=	11	4	3	6	N/A*
Concern for personal safety	4	=	5	5	3	5	8
Comfort of trams	3	↓	7	8	6	7	9
Understanding the fares	3	=	4	3	3	2	4
Understanding ticket machines	2	=	2	2	1	2	1

↑ Statistically significant increase since 2017

= No change

↓ Statistically significant decrease since 2017

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

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

Base: All previously using the tram – 165



Tram Passenger Survey (TPS)

Appendix 2 – Further details on survey background and method

Methodology – fieldwork

Blackpool tramway (TPS)

Fieldwork: 12 September to 10 November 2018 (with a gap for half term from 22 October to 28 October)

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

Method: Choice of paper or online self-completion questionnaire

Sample size: 514 interviews (457 paper and 57 online)

In 2017 fieldwork took place between 18 September to 8 December 2016

Bus (BPS) data for Blackpool area

Fieldwork: 10 September to 12 December 2018

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

Method: Choice of paper or online self-completion questionnaire

Sample size: 477 interviews

Methodology – data analysis

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

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

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

Waiver

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

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

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

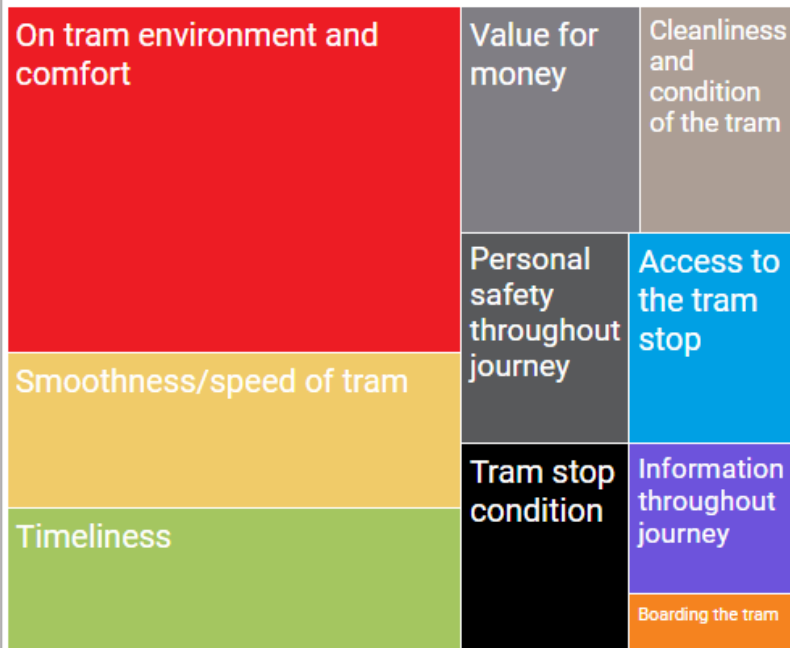
The approach to identifying themes that affect overall passenger satisfaction is split into two stages. At the first stage, we took all 26 individual satisfaction measures from the survey (apart from the overall journey satisfaction) and formed them into themes using a statistical technique known as 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
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 to and off of 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.

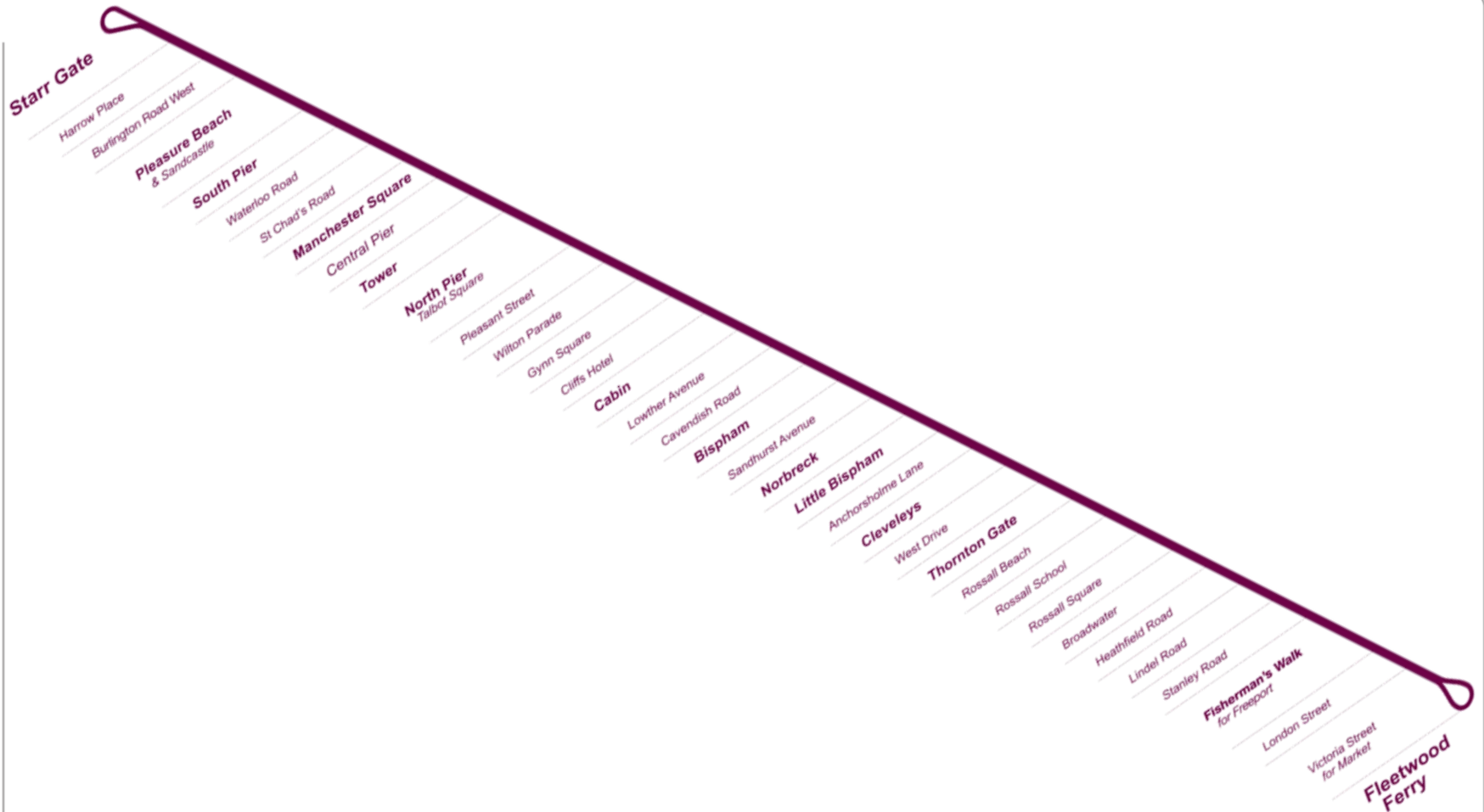
The square diagrams show the proportional influence that each theme has on satisfaction for that area/operator. They should be read like a pie chart where the slices or portions are relative to each other and together add up to 100%. So in the example below, the theme of 'on tram environment and comfort' 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 2016 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.

The Blackpool tramway route map





Tram Passenger Survey (TPS)

Appendix 3 –questionnaire

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 Blackpool Tramway.

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

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

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

WHEN ANSWERING:

CONSIDER ONLY THE JOURNEY YOU MADE WHEN GIVEN THIS QUESTIONNAIRE

1 About your journey on the Blackpool Tramway

Q1a At which stop did you board this tram?

Q1b At which stop did you leave this tram?

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

Use the 24 hr. clock e.g. 5:25pm is 17:25

Enter your time of boarding into the boxes as shown

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

Season Ticket/ saver

- 1 day..... ☐
3 day..... ☐
7 days/ 1 week..... ☐
30 days/ 1 month..... ☐
1 year..... ☐
Other time period (please write in)..... ☐

Single/ Return ticket

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

Other ticket

- Family/ group ticket..... ☐
Other..... ☐

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

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

For office use only:

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Your opinion counts!

transportfocus



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..... ☐ From a local shop or post office (Pay Point)..... ☐
Direct from Blackpool Transport (website/ phone)..... ☐ You had a free pass..... ☐
Travel shop..... ☐ Direct debit through work/ college..... ☐
Rail/ Bus Company..... ☐ BTS App..... ☐
Other..... ☐

Q5b How did you pay for your ticket?

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

Q6 What is the main purpose of your journey on the Blackpool Tramway 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 dog..... ☐
Shopping bags..... ☐ A helper..... ☐
A shopping trolley..... ☐ A mobility scooter..... ☐
A pushchair, buggy or pram..... ☐ A wheelchair..... ☐
Children (under 12)..... ☐ None of the above..... ☐
A folding bicycle..... ☐

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

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

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

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

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

- (please tick all that apply)
Cheaper than the car..... ☐ 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..... ☐

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

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

2 About the tram stop where you boarded this Blackpool tram

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

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ no opinion
Its distance from your journey start e.g. home/ shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The convenience/accessibility of its location.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its general condition/standard of maintenance.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its freedom from graffiti/vandalism.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its freedom from litter.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Behaviour of fellow passengers waiting at the stop..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information provided at the tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your personal safety whilst at the tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 Overall how satisfied were you with the tram stop?

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

3 Waiting for the tram

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

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

Before leaving for the tram stop

Leaflet/paper timetable..... ☐
 Online tram times..... ☐
 Disruption updates (e.g. Twitter/ Facebook)..... ☐
 Telephoned for information..... ☐
 BTS App..... ☐
 Other..... ☐

At the tram stop

Information posters at the stop..... ☐
 Online tram times..... ☐
 Disruption updates (e.g. Twitter/Facebook)..... ☐
 Telephoned for information..... ☐
 BTS App..... ☐
 Other..... ☐

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

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

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

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

Much longer than expected.....	<input type="checkbox"/>	A little less time than you expected.....	<input type="checkbox"/>
A little longer than expected.....	<input type="checkbox"/>	Much less time than you expected.....	<input type="checkbox"/>
About the length of time you expected..	<input type="checkbox"/>		

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

Yes..... ☐ No..... ☐

Q19 How satisfied were you with each of the following at the tram stop?

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ no opinion
The length of time you had to wait for the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The punctuality of the tram (arriving on time).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 On the tram

Q20 Thinking about when the tram arrived, please indicate how satisfied you were with the following:

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ no opinion
Route/destination information on the outside of the tram....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cleanliness & condition of the outside of the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ease of getting onto the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The length of time it took to board the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21 Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ no opinion
The cleanliness & condition of the inside of the tram.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information provided inside the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sufficient room for all the passengers to sit/stand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The comfort of the seats.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of personal space you had around you..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of grab rails to hold on to when standing/moving about the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The temperature inside the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your personal security whilst on the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of time the journey took.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smoothness/freedom from jolting during the journey.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ease of getting off the tram.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22 Did you get a seat on the tram?

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

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

Yes..... ☐ No..... ☐

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

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

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

Q24a Was your journey on the Blackpool Tramway today delayed at all?

Yes..... ☐ No..... ☐

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

- | | | | |
|---|--------------------------|--|--------------------------|
| Due to a signal/points failure..... | <input type="checkbox"/> | Time it took passengers to board/pay for tickets.. | <input type="checkbox"/> |
| Road congestion/traffic jam..... | <input type="checkbox"/> | Had to use replacement service..... | <input type="checkbox"/> |
| Due to a tram failure..... | <input type="checkbox"/> | Other (please write in) | <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..... | <input type="checkbox"/> |

Q25 If yes: By approximately how long was your journey today delayed?

(Please write the time in minutes)

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

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

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

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

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

Q28 Overall, taking everything into account from start to end of this journey, how satisfied were you with your journey on the Blackpool Tramway today?

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

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

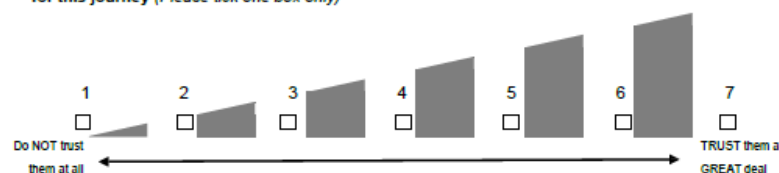
Q30 How satisfied were you with the value for money of your journey on the Blackpool Tramway?

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

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

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

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



5 Your opinion of Blackpool Tramway generally

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

Q33a How would you rate Blackpool Tramway services for the following:

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor
Ease of getting to local amenities (e.g. shops, hospitals, leisure facilities)	<input type="checkbox"/>	<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 Blackpool tramway services for the following:

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ no opinion
Ease of buying your ticket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>

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

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

Q34b If you use Wi-Fi whilst on this tram, what do you use it for?

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

Q34c As Wi-Fi is now available, how does this affect your use of the tram?

I am much more likely to travel by tram.....	<input type="checkbox"/>	I am a little less likely to travel by tram.....	<input type="checkbox"/>
I am a little more likely to travel by tram.....	<input type="checkbox"/>	I am much less likely to travel by tram.....	<input type="checkbox"/>
It does not affect my use of the tram.....	<input type="checkbox"/>		

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

5 or more days a week.....	<input type="checkbox"/>	Once a month.....	<input type="checkbox"/>
3 or 4 days a week.....	<input type="checkbox"/>	Less frequency.....	<input type="checkbox"/>
Once or twice a week.....	<input type="checkbox"/>	This is the first time I have used the Blackpool Tramway.....	<input type="checkbox"/>
Once a fortnight.....	<input type="checkbox"/>		



Tram Passenger Survey (TPS) – Blackpool

Autumn 2018 results

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