

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

#### - West Midlands Metro

Autumn 2018 results (re-issued)

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# Tram Passenger Survey (TPS) – West Midlands Metro

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, 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 7**December 2018

554 surveys were completed for West Midlands Metro in autumn 2018

For further details of the survey method, see Appendix



### The West Midlands Metro network in context

I	The Network	Passenger Journeys	Ticket Purchasing	Information at stops	Frequency	Engineering disruptions/other notes
West Midlands Metro	1 line 26 stops 13 miles	5.7* million	TVMs at stops  Conductors on board	✓ Info boards at some stops (TTs, fares) ✓ Passenger Info Displays	Mon-Sat: every 6-15 mins Sun: 15 mins	<ul> <li>Network extension to Grand Central (New Street Station) opened on 30 May 2016 and was included in the TPS 2016</li> <li>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)</li> </ul>
Blackpool Transport*	1 line 38 stops 11 miles	5.2* million	TVMs at ★ stops ✓ Conductors on board	<ul><li>✓ Info boards at stops (TTs, fares)</li><li>✗ Passenger Info Displays</li></ul>	Mon-Sat: every 15-30 mins Sun: 15-30 mins	<ul> <li>Blackpool illuminations 30 Aug to 3 Nov 2018</li> <li>Heritage trams operate bank holidays, weekends and summer; not covered in this research</li> <li>No significant issues affected fieldwork</li> </ul>
Manchester	7 lines 93 stops 57 miles	42.8** million	TVMs at ✓stops Conductors Xon board	Info boards all stops  ✓ (TTs, fares)  Passenger Info Displays ✓ (Not all stops on Bury and Altrincham lines)	Mon-Sat: every 6-12 mins Sun: 12-15 mins	<ul> <li>Airport line opened late 2014, covered for first time in 2015</li> <li>Exchange Square and link with Victoria opened in December 2015</li> <li>Increasing use of double carriage trams</li> <li>Second City Crossing opened in February 2017 enabling quicker journeys across the city</li> <li>A tram collision on the 10<sup>th</sup> November 2017 affected two shifts which were rescheduled due to no trams running</li> </ul>
Sheffield  o stogecoch  SUPERTRAM	4 lines 50 stops 22 miles	12.3* million	➤ TVMs at stops  ✓ Conductors on board	✓ Info boards at stops (TTs, fares) × Passenger Info Displays	Mon-Sat: every 5-20 mins Sun: 10-20 mins	<ul> <li>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</li> <li>Additional consultation (not part of this research) was held on the network which coincided with this fieldwork period (Sep – Oct 2018)</li> </ul>



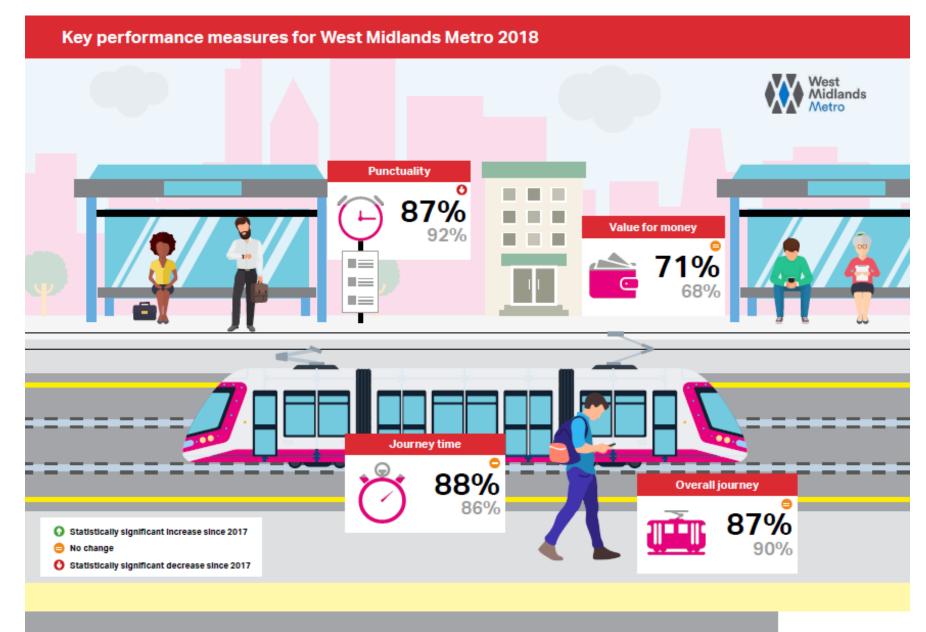
<sup>\*</sup>Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2017/18

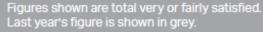


# Tram Passenger Survey (TPS) – West Midlands Metro

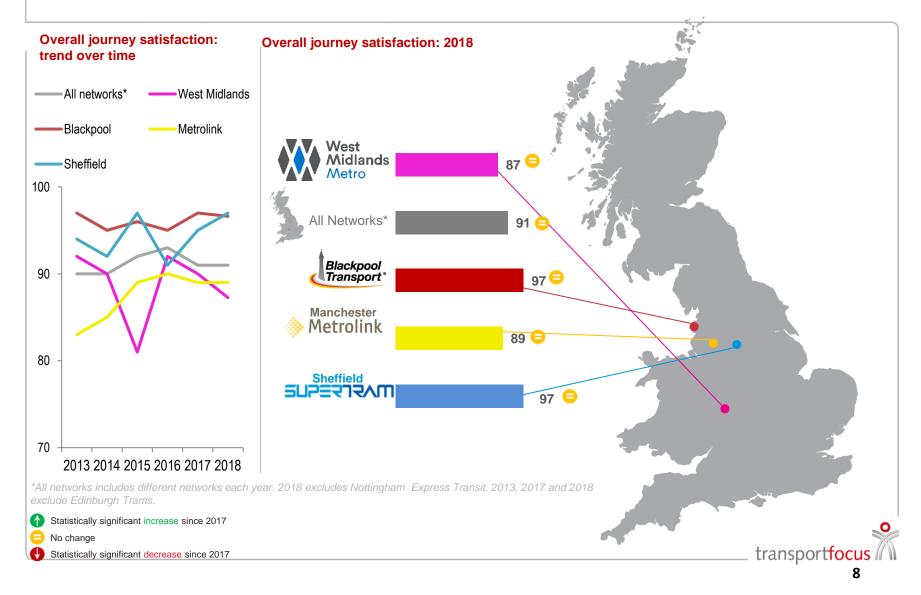
Key findings







## Passenger experience: a snapshot



#### What makes a satisfactory or great journey on West Midlands Metro?

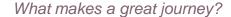
The top factors linked to overall journey satisfaction\*

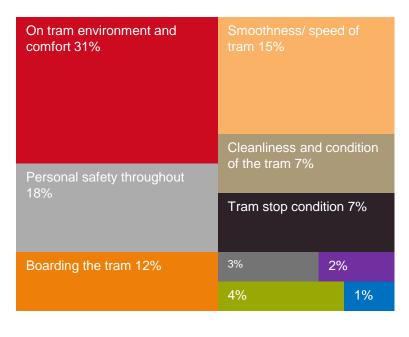
What makes a satisfactory journey?



Information throughout journey Personal safety throughout journey

Tram stop condition 7%





**Timeliness** 

Value for money

1%

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'.

2%

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

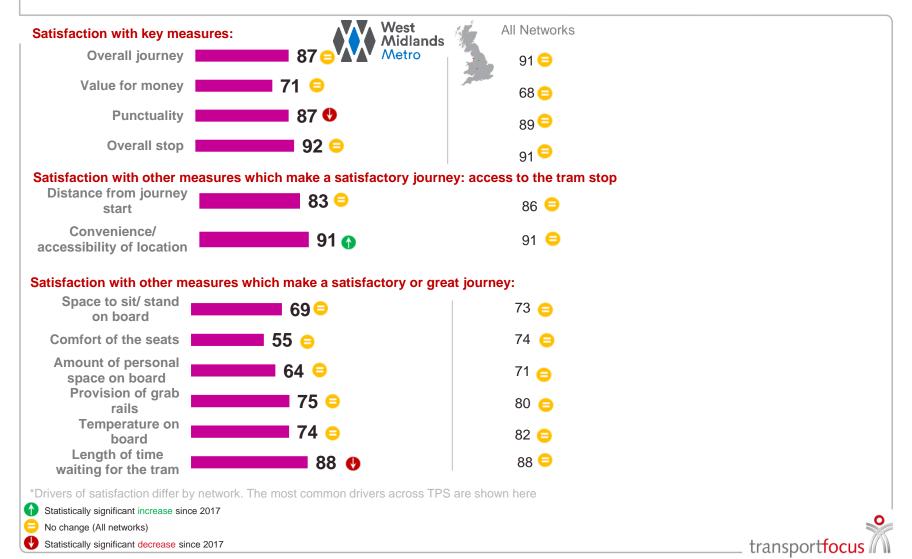
The analysis combines data from 2018 and 2017 surveys to increase robustness. It also excludes satisfaction measures relating to tram staff; due to differences in staff availability across the networks not all TPS questionnaires feature questions about tram staff. In order to run the analysis in a consistent and practical manner all staff measures have been excluded.

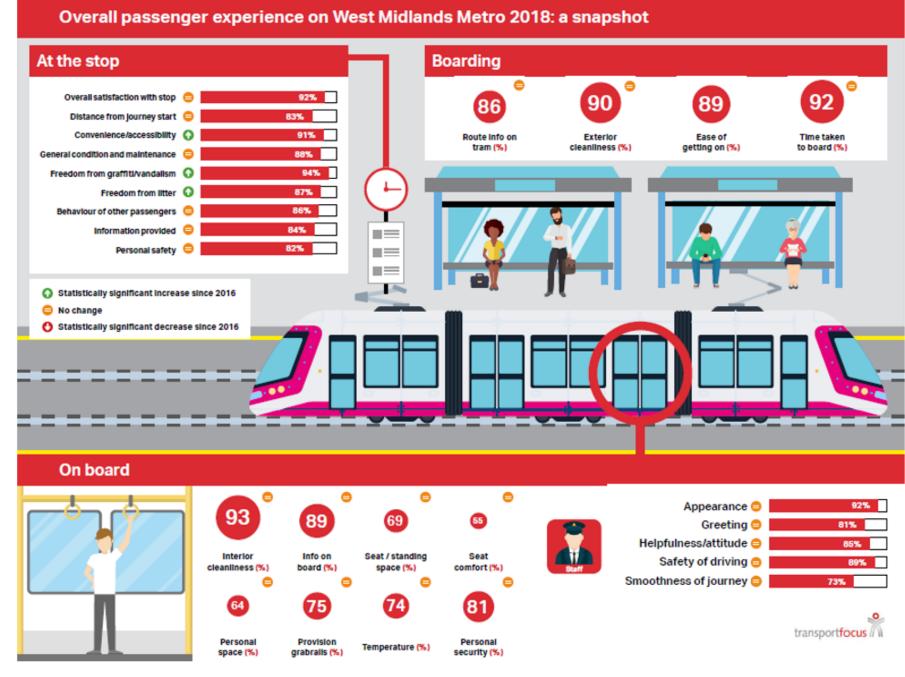
\*Key Driver Analysis looks at fare-paying passengers' overall journey satisfaction response and their response to the 26 individual satisfaction measures in the survey (including

Access to the tram stop

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

#### Passenger experience in the Midlands 2018: across the network





#### West Midlands Metro 2018: summary of key findings (1)

- 87 per cent of West Midlands Metro passengers are satisfied with their journey overall. This is slightly lower than last year, but not significantly so (2017: 90 per cent). Overall satisfaction is higher than the same measure on the Bus Passenger Survey in the West Midlands (84 per cent)
- Overall satisfaction with the journey is consistent amongst males and females (87 per cent), higher with older age age groups (97 per cent for those aged 60+) and non-commuters (95 per cent)
- For West Midlands Metro the key factor which makes journeys both satisfactory and great is the on board environment and comfort of the tram. Satisfaction has remained quite consistent with last year but the comfort of the seats continues to be the lowest rated attribute by some way (55 per cent satisfied)
- The next most important factor which makes a journey on West Midlands Metro satisfactory is the smoothness/ speed of the tram
- The second most important factor which makes a journey great is personal safety during the journey. At the tram stop personal safety is the lowest rated aspect (82 per cent); on board satisfaction with personal security is similar (81 per cent)
- Amongst fare paying passengers, 71 per cent are satisfied with value for money.

#### West Midlands Metro 2018: summary of key findings (2)

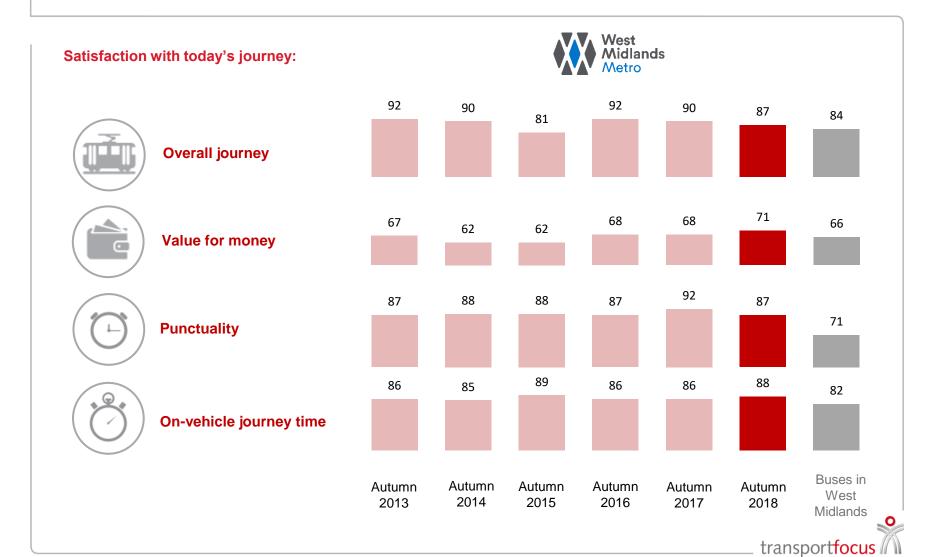
- When evaluating value for money the most important factors are the cost of the tram versus other modes of transport and the cost of the distance travelled
- 10 per cent of passengers experienced a delay in 2018 (4 per cent in 2017), and when delays were experienced they lasted 9 minutes on average
- 40 per cent of passengers spontaneously mentioned an improvement that could have been made to their journey. The most common improvement related to the seating and capacity on board
- Other improvements mentioned relate to the design, comfort and condition of the tram, as well as the frequency of trams and the route
- Every three in five passengers (60 per cent) are using West Midlands Metro to commute to work or education (50 per cent for work and 10 per cent for education)
- Almost half of passengers are travelling with a season ticket (48 per cent)
- The profile of passengers travelling on West Midlands Metro is quite young, with 40 per cent falling into the 16-34 age group. This is a little lower than 2017, but not significantly so



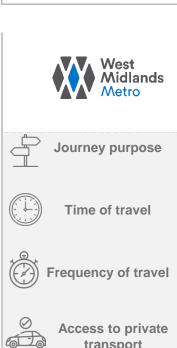
# Tram Passenger Survey (TPS) – West Midlands Metro

Experience and opinions of the journey

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



#### Who are satisfied and not satisfied passengers? -**West Midlands Metro**







Fairly satisfied passengers

are more likely to:



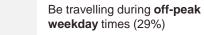


Be making **commuter** journeys

(50%) and **leisure** journeys (48%)

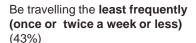
Be commuting (70%)

Be commuting (84%)



Be travelling at **peak times in the** morning (33%) and at peak times in the evening (25%)

Be travelling at off-peak times (32%),



Be travelling 5 days a week or more (53%)

Travel the **most frequently** (89%)



Have **easy** access to private transport (39%)

Have **easy** access to private transport (40%)

Have easy to moderate access to private transport (65%)



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%)



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)

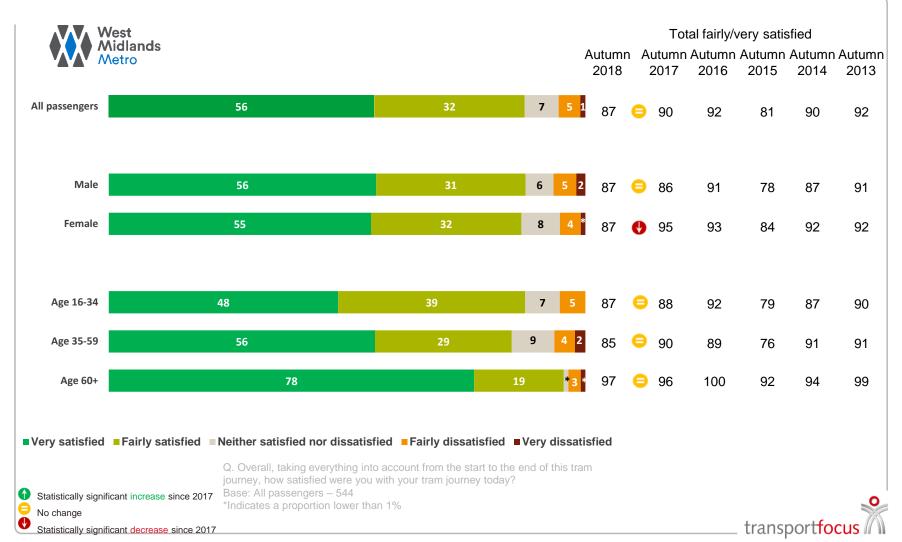
Have **low** levels of trust (73% rated 3-5 on a 7-point scale)

Base: those 'very satisfied' with journey overall (328)

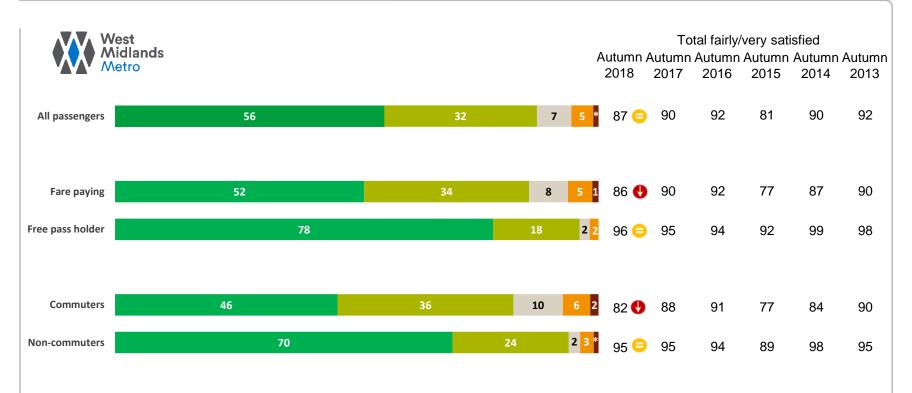
Base: those 'fairly satisfied' with journey

Base: those 'neither/nor'. 'fairly dissatisfied' or 'very dissatisfied' with journey overall (57)

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



#### 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 – 544

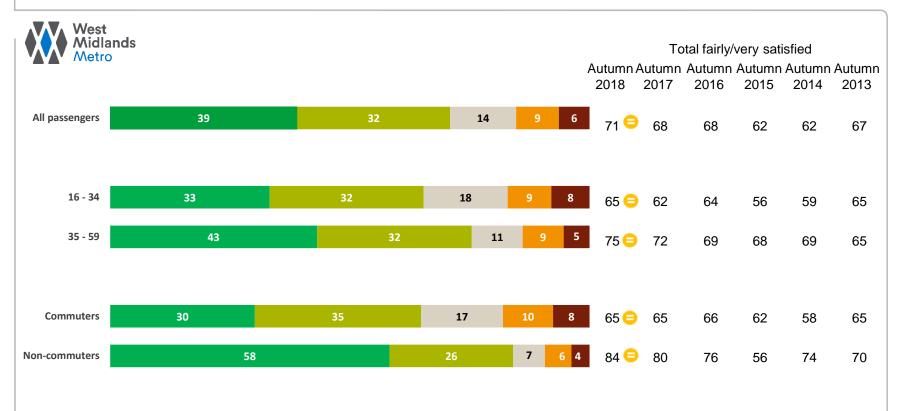
<sup>\*</sup>Indicates a proportion lower than 1%







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



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

Q. How satisfied were you with the value for money of your journey? Base: All fare-paying passengers -372

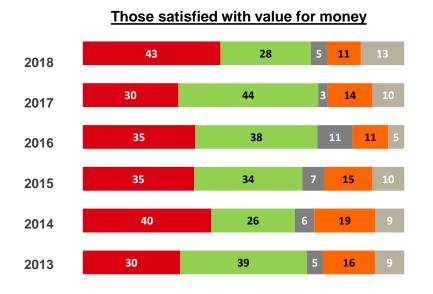


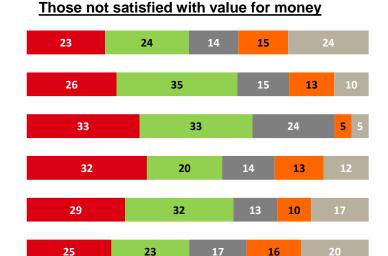
No change



#### What influenced value for money rating (%)









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

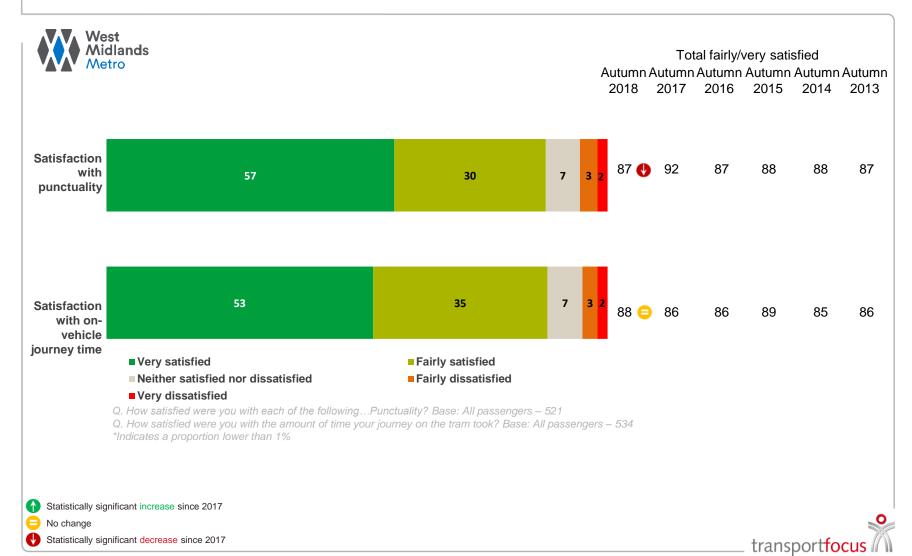
Q. What had the biggest influence on the 'value for money' rating you gave in the previous question? Base: All fare-paying passengers 372



No change (All networks)



#### Punctuality and on-vehicle journey time





# Tram Passenger Survey (TPS) – West Midlands Metro

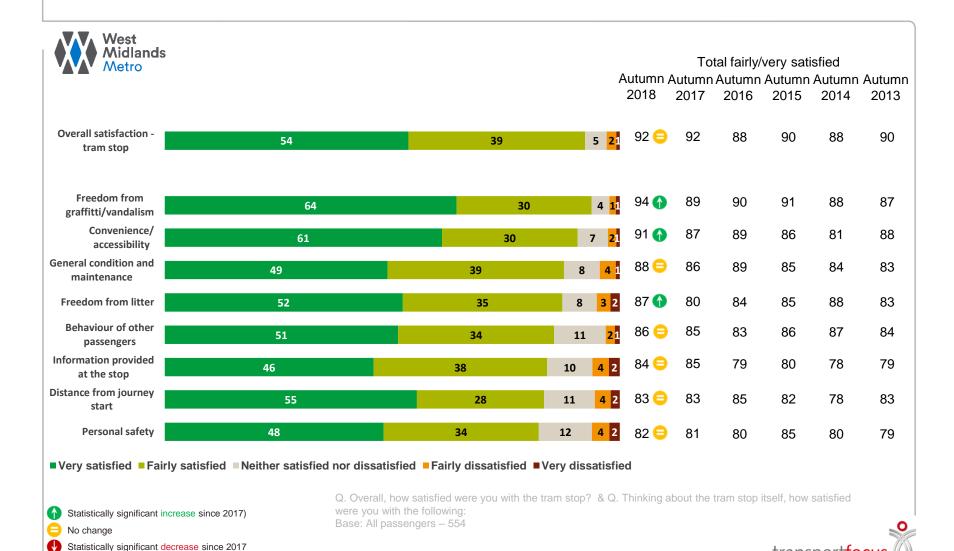
Waiting at the stop

## Waiting at the stop: summary

Overall satisfaction with stop	West Midla Metro	Midlands	Satisfaction: expected waiting time  Expected wait time	88 6 mir
Distance from journey start  Convenience/accessibility	83 <b>(</b>		Actual reported wait time	5 mir
General condition and maintenance	88 6		Checking tram information	ո։
Freedom from graffiti/vandalism Freedom from litter	94 <b>6</b>		Passengers who checked tram time	76
Behaviour of other passengers Information provided	86 <b>6</b>		Info sources used before arriving at stop	8% Onlin times ar live loc upda
Personal safety	82 🧲	75	Info sources used at stop	Electro display a stop 6
<ul> <li>↑ Statistically significant increase since 2017</li> <li>□ No change</li> <li>◆ Statistically significant decrease since 2017</li> </ul> *Not aske	ed in BPS	S	Among those that didn't check	77% kne trams freque

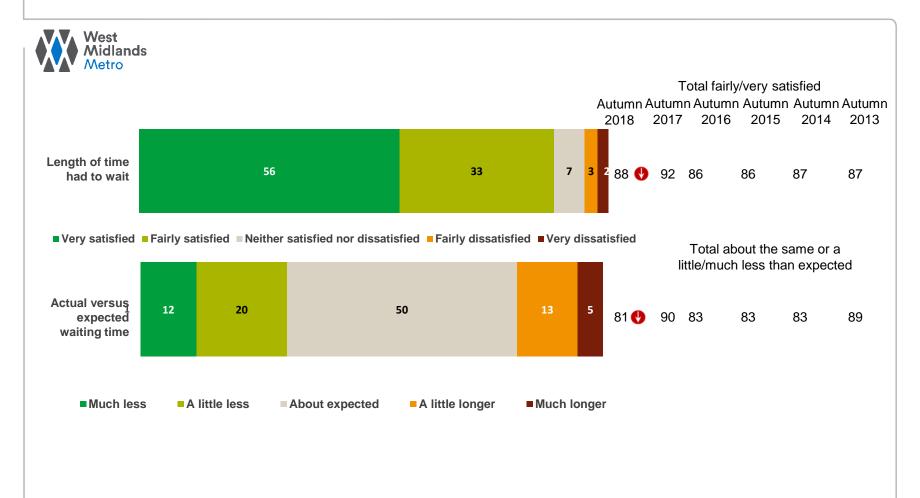
Waiting times: Satisfaction:	West Midlands Metro	Buses in the West Midlands
expected waiting time	88	73
Expected wait time	6 mins	
Actual reported wait time	5 mins	
Checking tram information	n:	
Passengers who checked tram time	76	73
Info sources used before arriving at stop	8% Online tram times and 6% live location updates	40% Live position updates and 41% online timetable
Info sources used at stop	Electronic display at the stop 63%	45% Digital display
Among those that didn't check	77% knew the trams ran frequently	60% knew the buses ran frequently transportfocus

#### Satisfaction – with the tram stop (%)



transportfocus //

#### Satisfaction with waiting time (%)





Statistically significant decrease since 2017

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 – 554

#### **Expected and reported waiting times**

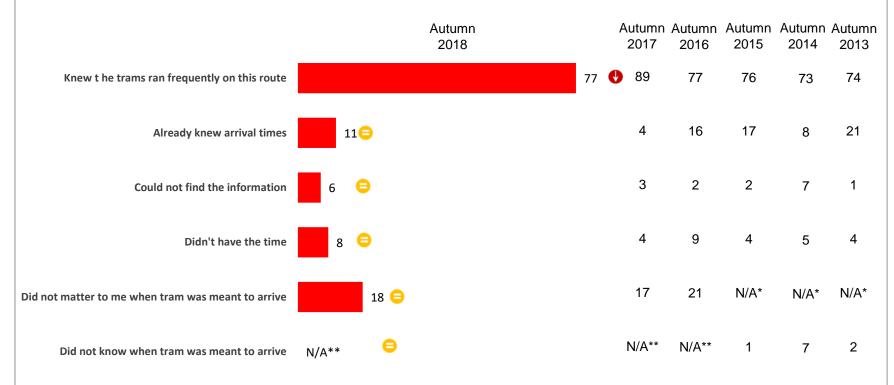


### How passengers checked tram times

West Midlands Metro			Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
	Leaflet/ paper timetable	1 😑			3	3	5	4	5
	Online tram times		8 🚯		3	15	7	8	8
Before Leaving the tram stop	Live tram locator/ timings		6 🚯		2	9	7	6	5
	Disruption updates via social media		6 🚯		2	2	5	3	3
	Other	2	•		4	6	7	11	10
	Electronic display			63 🔮	70	66	68	68	68
	Information posters	2 😑			3	2	3	4	6
At the tram stop	Online	3			12	1	1	1	2
	Live tram locator/ timings	3 🔮			6	2	2	2	1
	Disruption updates	2 🧧	)		3	1	2	1	0
Orași din libratin din cinciferanti in construit de const	Other	2	•		4	4	4	4	2
Statistically significant increase since 2017  No change  Statistically significant decrease since 2017	Q. Did you check any of the Base: All passengers – 554	following t		m was meant to	arrive?		_ trans	port <mark>fo</mark>	cus

#### Why passengers did not check tram times



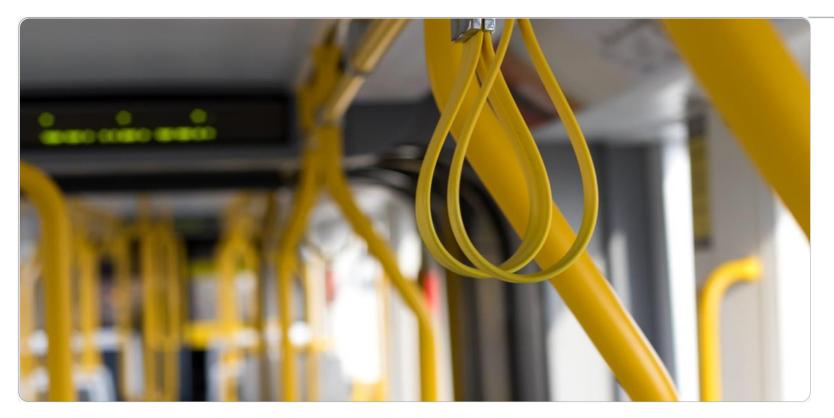


Q. If you did not check to find out when the tram was meant to arrive, why was this? Base: All not checking tram arrival information – 137
\*Not asked before 2016 \*\*Not asked in 2016 and 2017



No change





Tram Passenger Survey (TPS) – West Midlands Metro

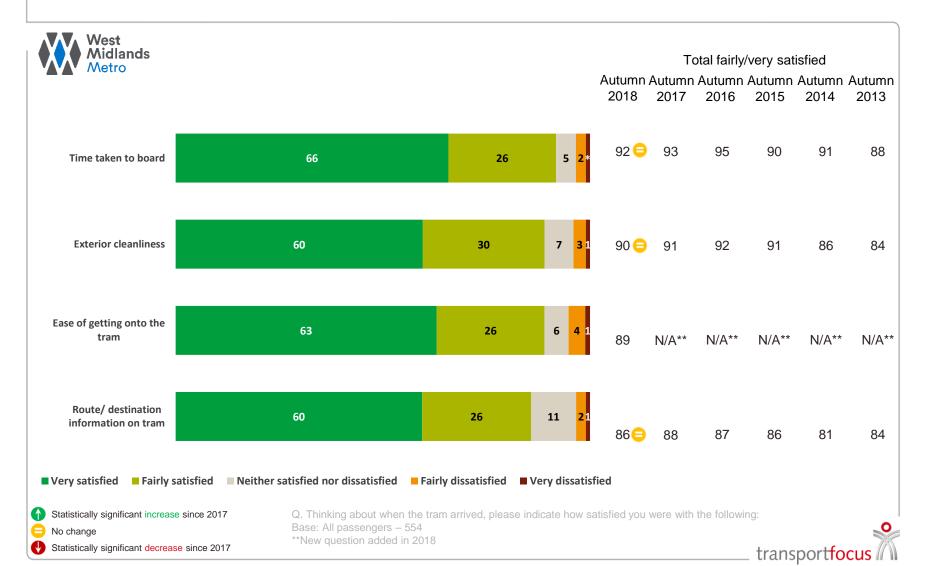
The tram

## The tram: summary

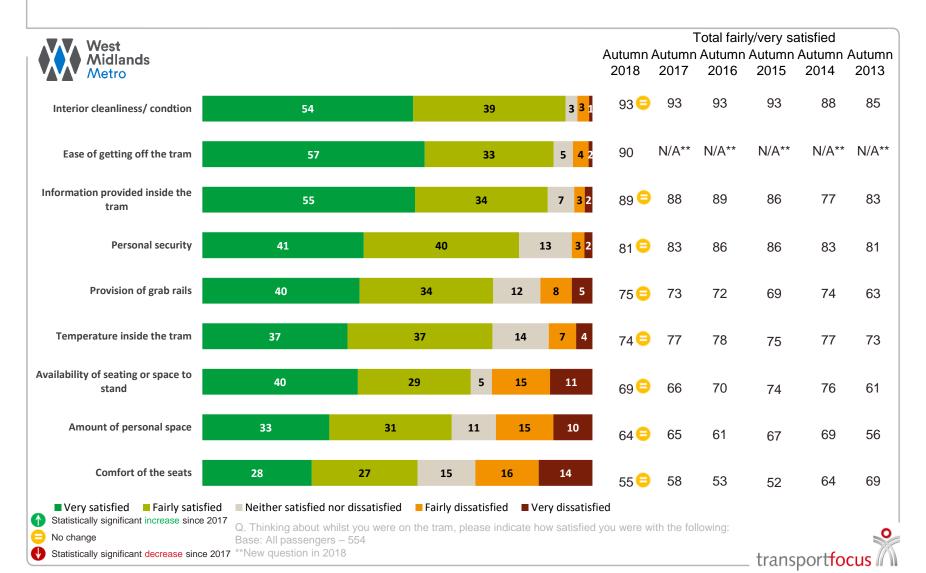
TT MARK

Start of journey	lands	Buses in the West Midlands	<b>♦</b> ∑ <b>♦</b> ∑ <b>♦</b> №	/est \idlands \etro	Buses in the West Midlands		est Buses dlands the We etro Midland	st
	00.0	00		00.0	7.4		00 0 07	
Route info on tram	86 😑	83	Interior cleanliness	93 😑	74	Appearance	92 😑 87	
Exterior cleanliness	90 😑	78	Info on board	89 😑	72	Greeting	81 😑 66	
Exterior orealimites		10	inio on board			Oroomig	01 00	
Ease getting on	89	88	Seat/standing space	69 😑	84	Helpfulness/attitude	85 😑 69	
						·		
Time taken to board	92 😑	87	Seat comfort	55 😑	76	Safety of driving	89 😑 84	
			Personal space	64 😑	75	Smoothness journey	73 😑 75	
			Provision grabrails	75 😑	81			
			Temperature	74 😑	77			
			remperature	74 😈	"			
*Added in 2018			Personal security	81 😑	79			
Statistically significant increase since	ce 2017		•					
On thange		I			,			0
Statistically significant decrease sin	nce 2017		Ease of getting off*	90	84	tran	sportfocus /	

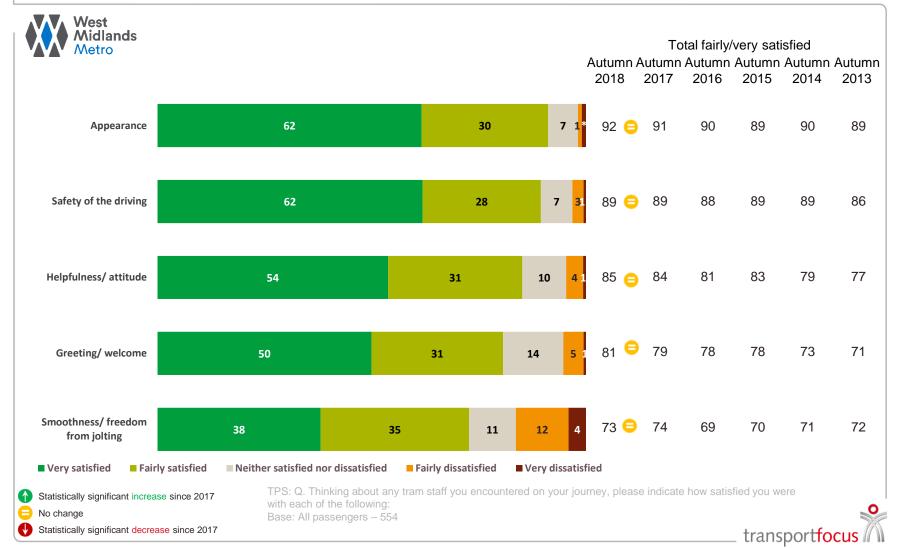
#### Satisfaction with start of journey (%)

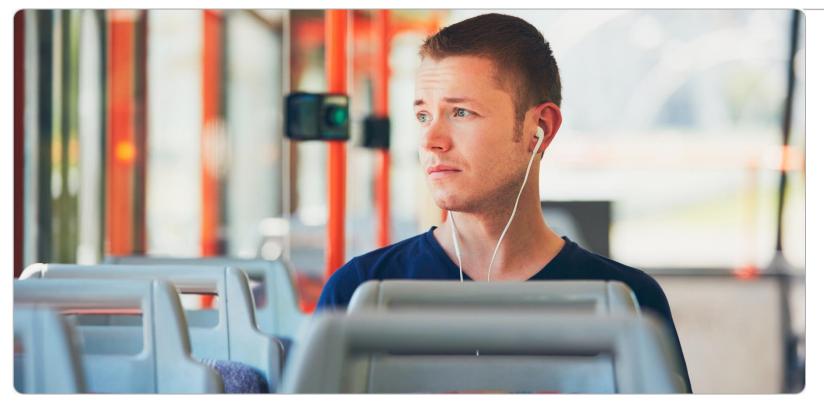


#### Satisfaction on the tram (%)



#### Satisfaction with tram staff (%)





# Tram Passenger Survey (TPS) – West Midlands Metro

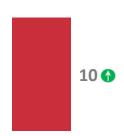
Negative experiences during the journey

#### Negative experiences during the journey: summary





Passengers experiencing a delay to their journey





Average length of delay (perceived)





Most common cause of delay

Road congestion/ traffic jam



Passengers with worry or concern about others' behaviour on board





Statistically significant increase since 2017



No change



### **Experience of delays (%)**



10 per cent (1) of Midland Metro passengers experienced a delay (2017: 4 per cent). Average length of delay was 9 minutes

		Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Signal/ points failure	5 😑		0	19	28	16	7
Road congestion/ traffic jam	10 😑		0	6	9	0	7
Due to a tram failure	5 😑		14	24	24	24	11
Planned engineering works	3 😑		0	5	15	24	2
Poor weather conditions	0 😑		0	5	1	0	2
Tram waiting too long at stops	2 😑		13	23	6	6	18
Tram waiting too long at signals	0 😑		0	10	0	0	0
Time it took passengers to board/ pay	0 😑		8	6	0	0	10
Had to use bus replacement	0 😑		4	5	13	22	9
Other	19	•	9	21	18	28	36
No reason given		39 😑	32	28	25	5	N/A*
Don't know	17 😑		21	4	9	9	16

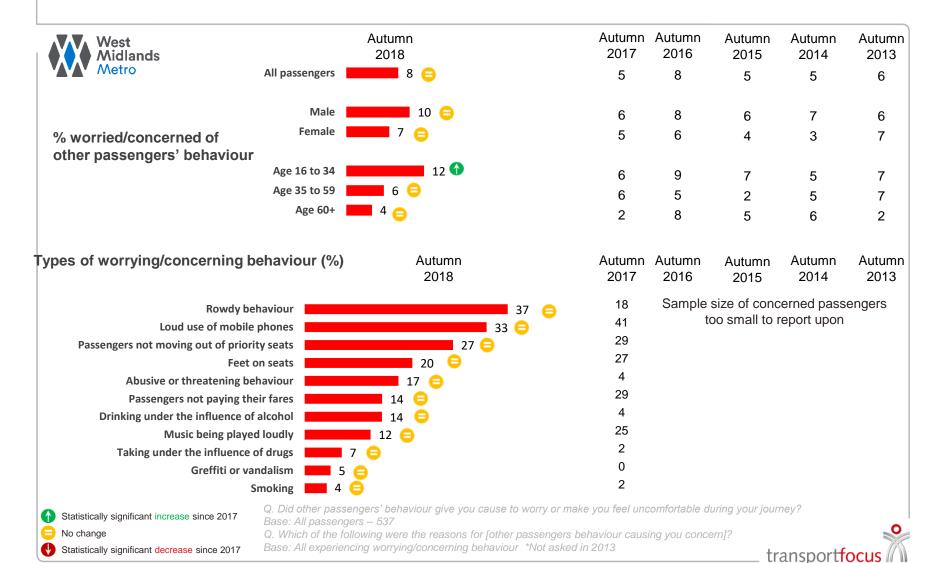


Statistically significant decrease since 2017

 <sup>&#</sup>x27;No reason given for delay' not asked in 2013. Its addition could have caused the significant drops in the other factors

Base - 538

### Worry or concern at other passengers' behaviour (%)





# Tram Passenger Survey (TPS) – West Midlands Metro

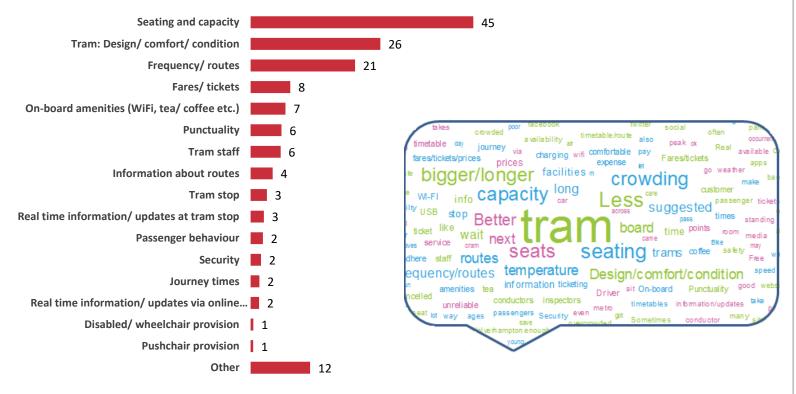
Passengers' suggested improvements

### Passengers' suggested improvements: summary



60% of West Midlands passengers in 2018 had no suggestions for improvements

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





Q. If something could have been improved on your tram journey today, what would it have been? Base: All suggesting an improvement - 256



#### Selected verbatim comments

Their trams are overcrowded, I think there should be a limit on how many passengers get into the tram because the trams often have more than the 209 passenger capacity. Should be able to purchase tickets on app (single/return) Sometimes staff make mistakes when making ticket

It would be helpful to have WI-FI as it would allow me as well as other passages to work on the tram.

More comfortable seats and more seating. It's a long stop/start journey to be stood most of the way and then when you do get a seat it is like sitting on concrete.

Punctuality is the main issue. Regularly there is a delay especially between 8:45 to 9:15

Better pricing on travel passes.
I go five stops yet pay the same
as someone who can go from
Birmingham to Wolverhampton.
it don't seem fair

I find the seats most uncomfortable - hard to sit on and the shape of the back of the seats hurt my back. Less Jolty, more frequent, more space, door not broken, somewhere for bags

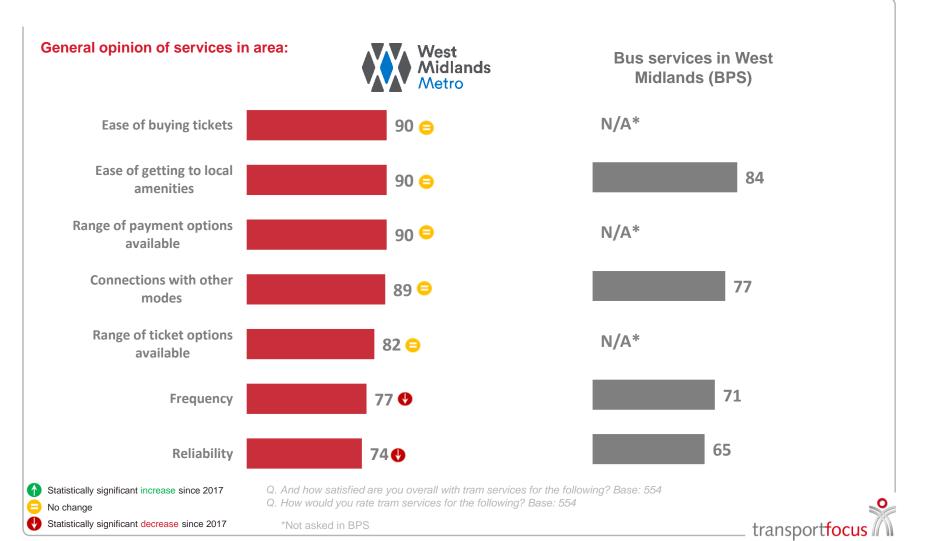
The tram today was quite crowded. More so than normal with no reported delays. Trams don't run to expected 6 mins anymore Too many peoples had to stand therefore very cramped. Nothing to hold on to so everyone was stumbling about. Danger of pick pockets. Tram arriving on time. Or information provided either on social media/ announcement on board that the tram has been cancelled



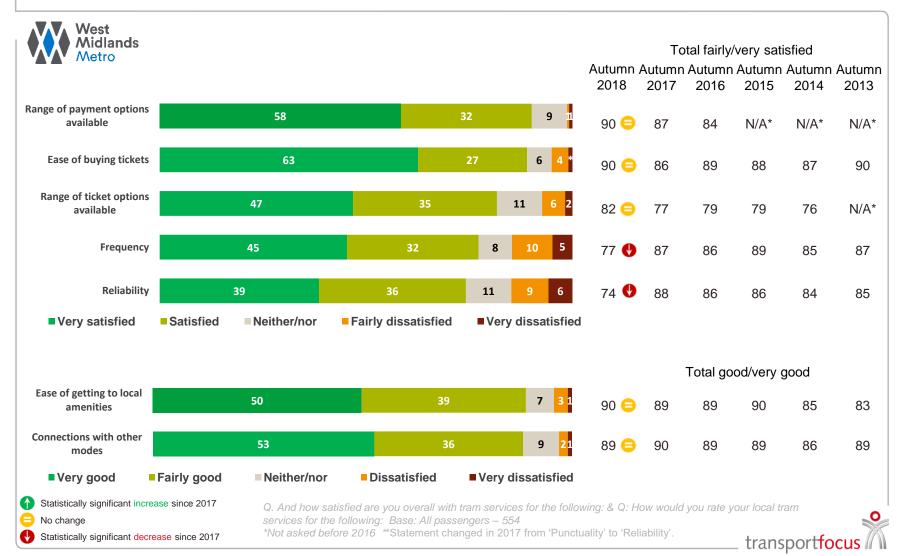
# Tram Passenger Survey (TPS) – West Midlands Metro

Opinion of trams in the local area

#### **Opinion of trams in the local area: summary**



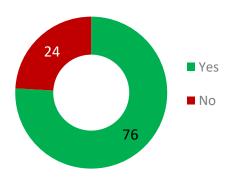
## Satisfaction on the trams generally



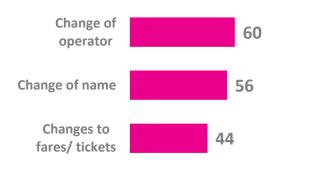
#### **Proposed extensions and West Midlands Metro Ticketing**



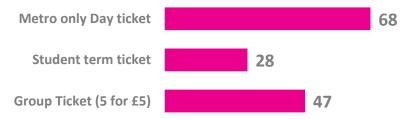
Awareness of any proposed extensions to the tram line (%)

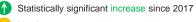


#### Awareness of any of the following (%)



#### Awareness of the following tickets (%)

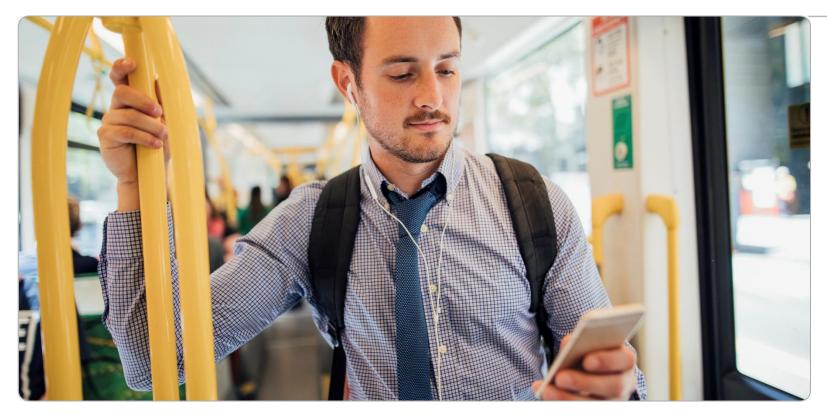




Q. Are you aware of any proposed extensions to the tram line? Base: All passengers - 554 Q. Are you aware of any of the following? Are you aware of the following tickets? Base:554

No change



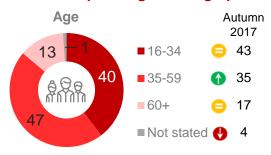


# Tram Passenger Survey (TPS) – West Midlands Metro

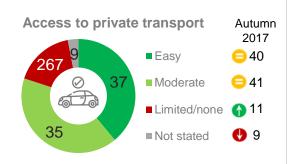
Appendix 1: the passenger and journey context

## West Midlands Metro passengers: summary

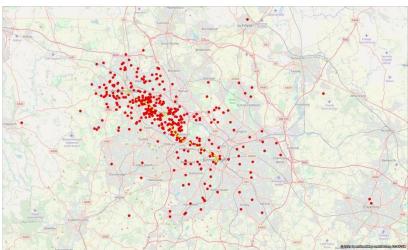
#### Overview of passenger demographics







#### Passengers' postcodes relative to tram network







Statistically significant increase since 2017



No change

Statistically significant decrease since 2017



Tram stop

Respondent

## Passenger profile

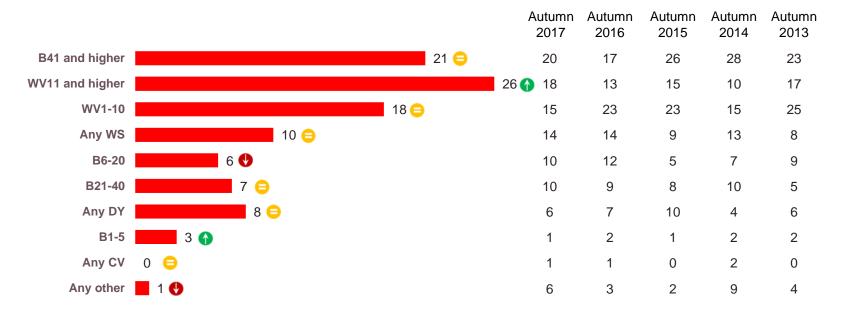
	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Age							
16-34		40	43	48	40	50	50
35-59	•	47	35	32	32	27	34
Over 60		13	17	14	22	24	17
Not stated	•	0	4	6	6	N/A	N/A
Access to private trans	sport						
Easy		39	42	42	25	32	31
Moderate		41	43	42	51	54	50
Limited/none	•	17	11	13	11	12	17
Not stated	•	3	4	2	13	3	2
Has a disability							
Yes	•	22	15	12	16	13	12
Ticket type							
Free pass holders		16	16	11	21	23	15
Fare-payers		84	84	89	79	77	82





### Where West Midlands Metro tram passengers live





Q: What is your postcode? Base: All giving a postcode – 479

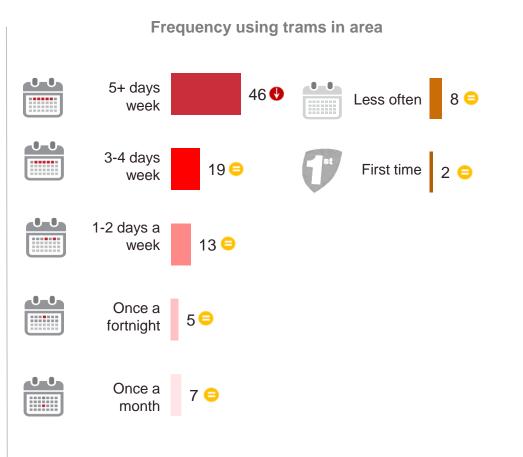


No change



### West Midlands Metro journeys: summary (1)







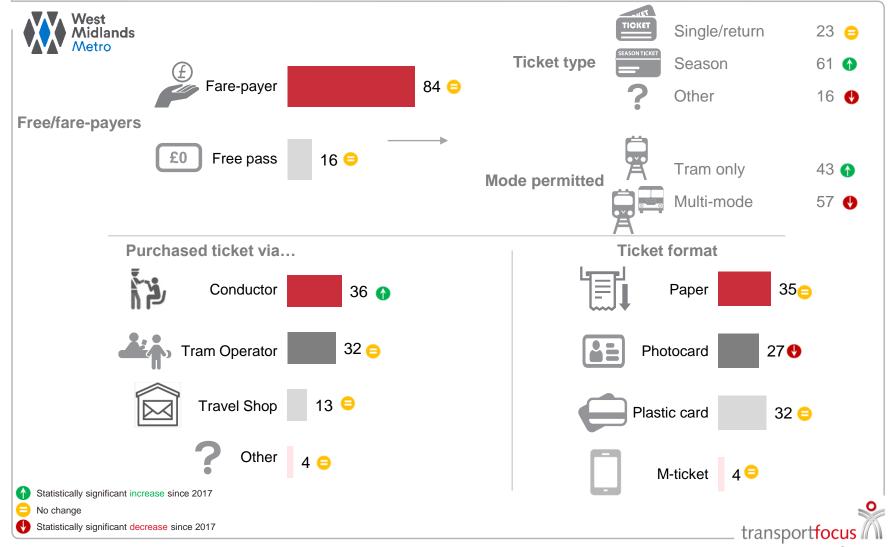
Statistically significant increase since 2017



No change

## West Midlands Metro journeys: summary (2)

#### Tickets used for today's journey



## West Midlands Metro journeys: summary (3)

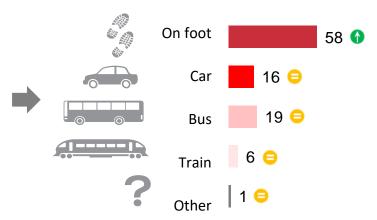
#### Most used tram stops: journey start

Grand Central	14 😑
Bilston Central	12 😑
Wolverhampton St. Georges*	11
Wolverhampton, The Royal*	7
Bull Street	6 🔮
West Bromwich Central	6 😑
Black Lake	5 😑
Winson Green Outer Circle	4 😑

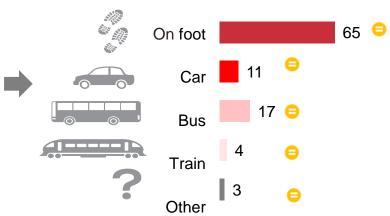
#### Most used tram stops: journey destination

Wolverhampton St. Georges*	13
Bilston Central	11 😑
Grand Central	9 😑
West Bromwich Central	9 😑
Bull Street	8 🔥
Winson Green Outer Circle	7 🚯
Wolverhampton, The Royal*	7
Priestfield	4 😑

#### 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

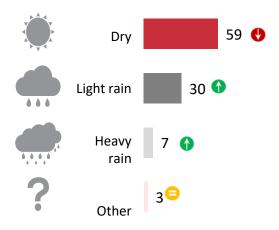
\*Tram stop was not open during 2017 fieldwork

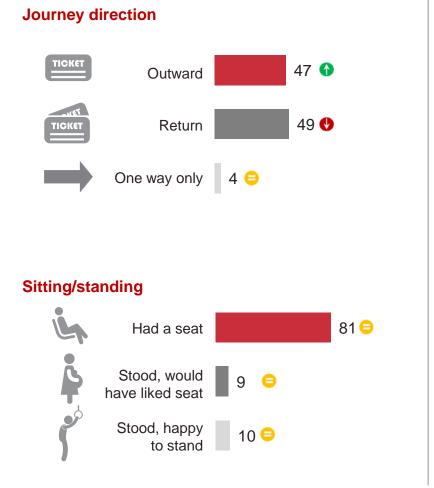


## West Midlands Metro journeys: summary (4)



#### Weather on day of journey







No change

## **Journey purpose**

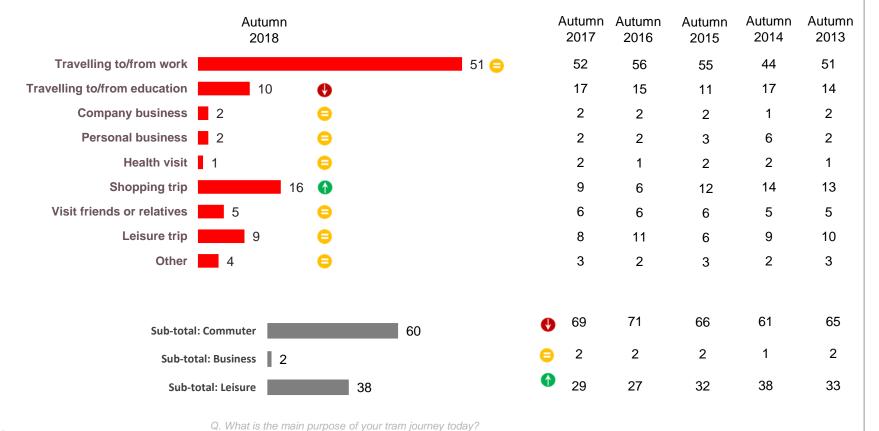
Statistically significant increase since 2017

Statistically significant decrease since 2017

No change

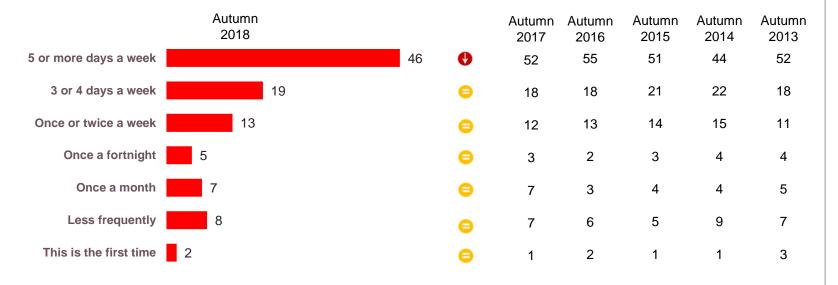
Base: All passengers - 554





## **Frequency of using West Midlands Metro**





Q. How often do you typically travel by tram? Base: All passengers – 554



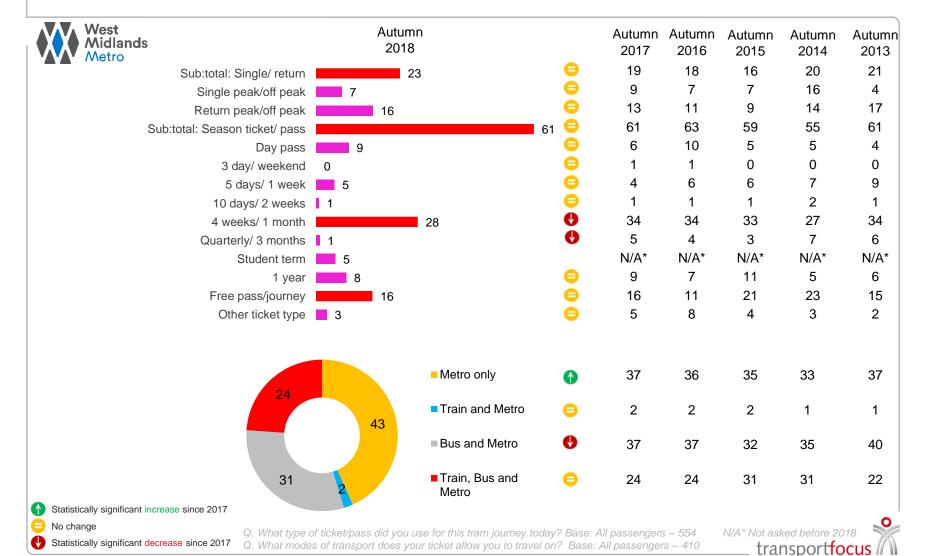
Statistically significant increase since 2017



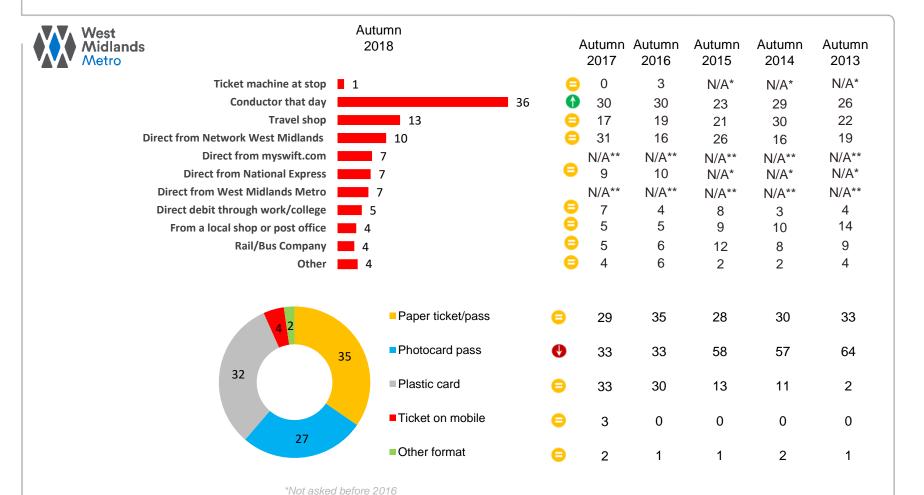
No change



## Ticket type and modes of transport permitted



#### Method of buying ticket and ticket format





\*\*Not asked before 2018 Q. How did you buy that ticket or pass? Base: All fare-paying passengers – 412 Base: All passengers – 525

Q. In what format was your ticket?





## West Midlands Metro stops used by passengers surveyed



47 per cent of passengers were on an outward journey, 49 per cent on a return and 4 per cent on a one-way trip (2017: 54 per cent, 39 per cent and 7 per cent respectively)

81 per cent had a seat for their whole journey, while 9 per cent said they had to stand but would have liked to have a seat (2017: 69 per cent and 11 per cent)

	Boarding*	Autumn 2018	Autum 2017	n Autumr 2016	Autumn 2015	Autumr 2014	Autum 2013	n Alighting*		Autumn 2017	Autumn 2016	Autumn 2015	Autumr 2014	n Autumn 2013
•	Grand Central – fo New Street	r 14	<b>(=)</b> 19	9 14	N/A*	N/A*	N/A*	Wolverhampton St. Georges*	13	*	14	13	2	20
•	Bilston Central	12	<b>9</b> 7	3	5	6	4	Bilston Central	11	<b>6</b>	6	5	6	4
•	Wolverhampton St Georges	11	*	20	28	1	30	Grand Central	9	<del>=</del> 13	8	N/A*	N/A*	N/A*
•	Wolverhampton The Royal	7	*	3	4	3	5	West Bromwich Central	9	<del>=</del> 13	7	14	17	12
•	Bull Street	6	<b>9</b> 1:	2 16	N/A*	N/A*	N/A*	Bull Street	8	<b>()</b> 19	13	N/A*	N/A*	N/A*

<sup>\*</sup>Network improvement works meant that Wolverhampton St George's and The Royal were closed for the duration of fieldwork in 2017



No change

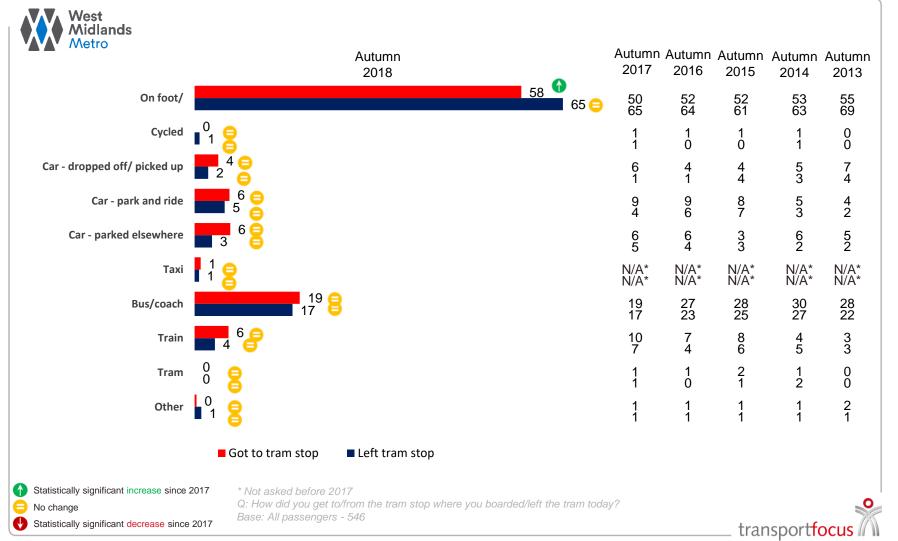


Q: Were you on your outward or return journey?

Q. Did you get a seat on the tram? Q: At which stop did you board/leave this tram? Base: All passengers – 554

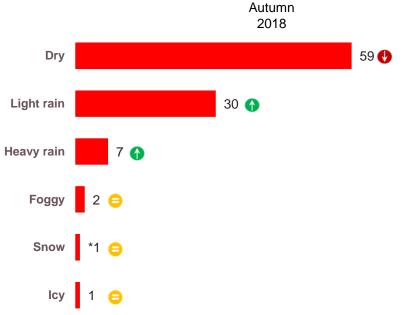
<sup>\*</sup>Station was not open during 2017 fieldwork

## How got to and from the tram stop



## Weather conditions when journey made





<u>-</u>	
Q. What was the weather like when you made your journey? Base: All passengers - 551	

Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
75	68	72	77	74
21	22	23	17	20
2	4	3	2	2
2	4	2	4	1
0	0	0	0	0
0	1	1	1	2



Statistically significant increase since 2017

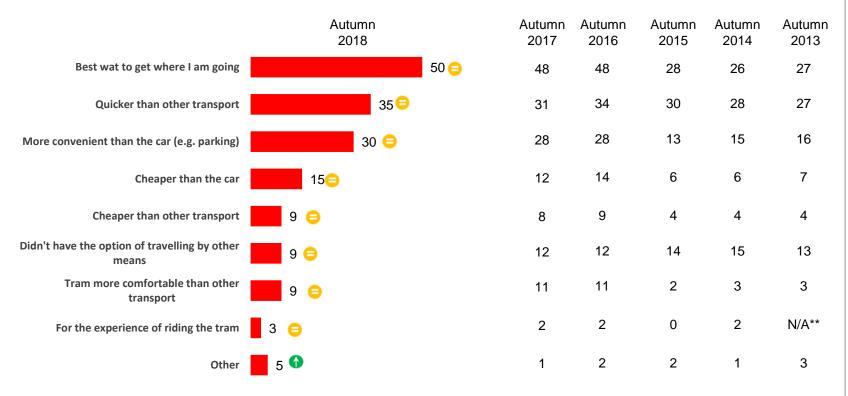


No change



## Reasons for choosing the tram







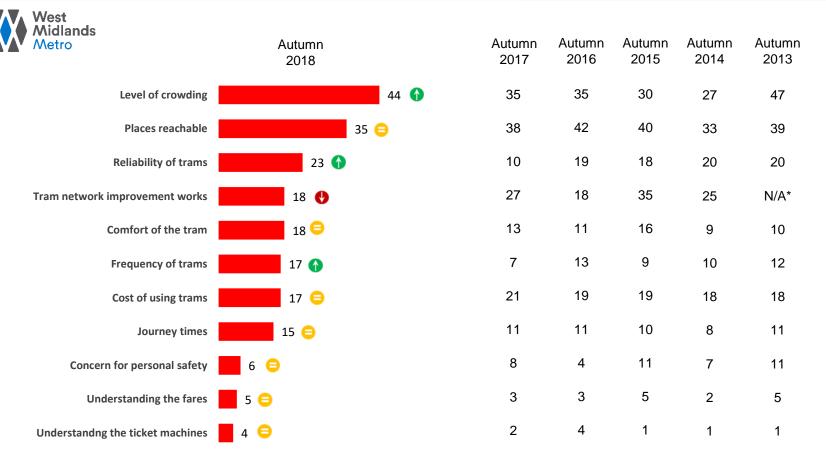
Statistically significant decrease since 2017

\*\*Not asked in 2013

Q. What was the main reason you chose to take the tram for this journey? Base: All passengers - 479



## Factors preventing more journeys being made



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



Statistically significant increase since 2017

Statistically significant decrease since 2017

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

Base: All previously using the tram – 345



## Tram Passenger Survey (TPS)

Appendix 2 – Further details on survey background and method

#### Methodology – fieldwork

#### Midland Metro (TPS)

Fieldwork: 7 September to 8 December 2018 (with a gap for half term from 29 October to 2 November)

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

Method: Choice of paper or online self-completion questionnaire

Sample size: 554 interviews (393 paper and 161 online)

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

#### Bus (BPS) data for West Midlands (TfWM) 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: 3,049 interviews

## Methodology – data analysis

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

Weighting: this was based on passenger count information collected by the interviewer during each interviewer shift. The weighting matrix used the following weighting cells:

- Tram network: (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

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

#### 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.

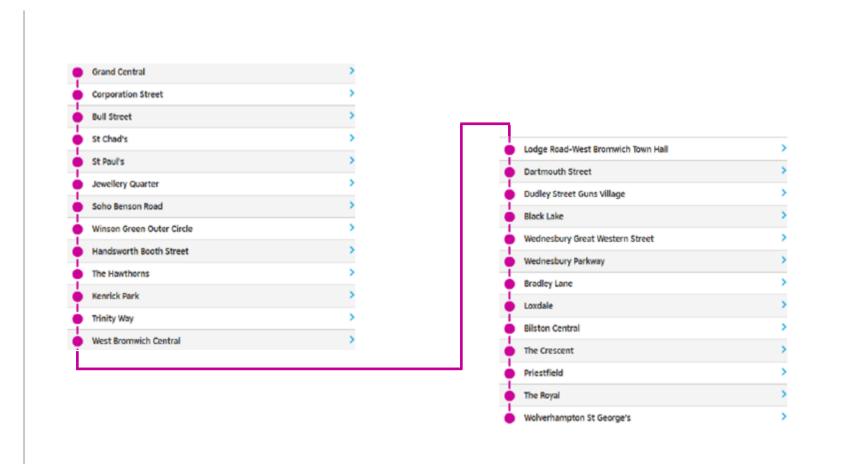
The square diagrams show the proportional influence that each theme has on satisfaction for that area/operator. They should be read like a pie chart where the slices or portions are relative to each other and together add up to 100%. So in the example below, the theme of 'on tram environment and comfort'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

On tram environment and comfort	Value for money	Cleanliness and condition of the tram
Smoothness/speed of tram	Personal safety throughout journey	Access to the tram stop
Timeliness	Tram stop condition	Information throughout journey
		Boarding the tram

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.

#### The Midland Metro route map





## 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





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.oo.uk/Birmingham

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?												
L													
Q1b	At which stop did you leave this tram?												
Q2	Please fill in the time that you boarded t Use the 24 hr. clock e.g. 5:25pm is 17:25	he tran	n today:										
Q3a	What type of ticket or pass did you use for this journey on West Midlands Metro?												
	Season Tickets		Single/Return ticket										
	1 day		Single ticket - £1 short hop										
	3 day/ weekend		Single peak										
	5 days/ 1 week		Single off peak										
	10 days/ 2 weeks		Return peak										
	4 weeks/ 1 month		Return off peak										
	Quarterly/ 3 months												
	Student term		A free bus pass or free Journey										
	1 year		Elderly person's pass										
	Other tloket		Disabled person's pass										
	Group ticket		Complimentary/ free ticket										
_	Other			_									
Q3b	What modes of transport does your tick Metro only	et allov	v you to travel on? Bus and Metro	п									
	Train and Metro		Train, Bus and Metro	Ħ									

Q4	in what format was your ticket?				
	A standard paper ticket/ pass			tic card you touched on to the fare machine format.	8
Q5a	How did you buy that ticket or pass?				
	From Conductor Ticket machine Direct from Network West Midlands (wel Direct from National Express (website/ p Travel shop Direct from myswift.com	bsite/pho hone)	ne). [	Rail/ Bus Company	
Q6b	How did you pay for your tloket?				
	Debit or credit card	8			8
Q8	What is the main purpose of your journ	ney on th	e West	Midlands Metro today?	
	Travelling to/ from work. Travelling to/ from education (e.g. colleg On company business (or own if self-em On personal business (job interview, bar Travelling to/ from medical/ other appoin	ployed) nk, post of	ffice).	☐ Visiting friends or relatives	
Q7	Were you on your outward or return Jo	urney wh	en you	were given a questionnaire?	
	Outward		One	way trip only	0
Q8	Were you traveiling with? (Please of Heavy! bulky luggage		A no A do A he A mo	per. bility scootereeichair.	00000
Q9	How did you get to the Midland Metro	stop whe	re you t	coarded this tram today?	
	On foot' walked		Bus. Trair Tran		
Q10	Which means of transport did you use	when yo	u got at	this tram today?	
_	On foot' walked		Bus. Trair Tran		
Q11	What was the main reason you chose t (Please tick all that apply)	to take th	e West	Midlands Metro for this journey?	
	Cheaper than the car Cheaper than other transport More convenient than the car (e.g. parki Didn't have the opton of traveiling by an means Guicker than other transport.	ng) 🗆 other 🗆	1 T	ram more comfortable than other transport or the experience of riding the tram	0000

Q12	2 What was the weather like when you made your journey, was it?							Q19	How satisfied were you with each of the						
	Dry		3now						ength of time you had to wait for the tram	setsfed	Satisfied	satisfied nor dissatisfied	Fairly descripted	desatefed	Don't know/ opinio
2	About the tram stop where you boarded thi	c West	Midlande N	lefro fram				The p	unctuality of the tram (arriving on time)						
•	•							4	On the tram						
Q13	Thinking about the tram stop fiself, how sai	tisfied w	vere you wi Fairly	th the follow Neither	Ing?	Very	Don't								
		satisfied	Satisfied	satisfied nor desatisfied	desatisfied	desatisfied	know/no opinion	Q20	Thinking about when the tram arrived, p	lease Indio Very setsfed	ate how sa Fairly Satisfied	Neither setsfed nor	were with the Fairly dissatisfied	Very desagnfed	Don't know/s
	ance from your journey start e.g. home/ shops nvenience/ accessibility of its location	8								_	_	desatisfied	_	_	opinio
	eral condition/ standard of maintenance	ä	ä	ä	ä	ä	ä		destination information on the outside of the tram eanliness & condition of the outside of the tram	8	8	8	8	8	8
	dom from graffiti/ vandalism	ŏ	ŏ	8	ă	ă	ŏ		ase of getting onto the tram	ä	ä	ä	ä	ä	ă
	dom from litter	_		=	=	_			ngth of time it took to board the tram	ä	ä	ä	ä	ä	ă
Behavi	our of fellow passengers waiting at the stop							1100	agent on anne a second for advanta time states					_	_
The inf	ormation provided at the tram stop							Q21	Thinking about whilst you were on the t	ram, please	Indicate h	ow satisfied	you were w	ith the folio	wing:
Yourpe	ersonal safety whilst at the tram stop									Mon	Fairly	Neither	Feify	Very	Does
Q14	Overall how satisfied were you with the trans	m stop?								satisfied	Satisfied	satisfied nor dissatisfied	desatisfied	desafafed	know/s opinio
	Very satisfied		Calaboration at	isfied					leanliness & condition of the inside of the tran			_	<u>_</u>	□	
	Fairly satisfied			sfled					formation provided inside the tram lent room for all the passengers to sitistand	<u>_</u>	<u>_</u>		<u>_</u>		
	Neither satisfied nor dissatisfied			No opinion					ent room for all the passengers to sivistand omfort of the seats	B	8	8	8	В	
				and openion.			_		omfort of the seats mount of personal space you had around you	_	ä	ä	H	ä	ä
3	Walting for the tram								sion of grab rails to hold on to when	_	_	_	_		_
	<u>-</u>								Ing/moving about the tram						
Q16	Approximately, how long did you wait for y	our tran	17		1			The to	emperature inside the tram	ō	ā	ä	ā	ă	ō
	(Please write the time in minutes)							Your	personal security whilst on the tram			=	=	=	
_								The a	mount of time the journey took					_	
Q18	Did you check any of the following to find of (Please tick all that apply)	out wher	n the tram	was meant to	arrive?				thness/freedom from joiting during the journe ase of getting off the tram	, B		-	-		
	Before leaving for the tram stop	At t	he tram st	ор				Q22	Did you get a seat on the tram?						
	Leafleti paper timetable	Ele	ctronic dispi	ay at the stop					Man Annal of the Inventor						_
	Online tram times			sters at the st					Yes - for all of the journey				y to stand liked a seat.		<u> </u>
	Live tram locator/ timings (e.g. via			es					Yes - for part of the journey		vo – but yo	u would have	likeu a seat.		
	mobile app/ web)			or/ timings (e. ates (e.g. Twi				Q23a	Did other passengers' behaviour give yo	ou cause to	worry or r	nake you fee	el uncomfort	able during	your
	Telephoned for information								,,						
	Other	Oth	er	Information.			ä	_	Yes		No				
	If you did not check to find out when the tra (Please tick all that apply)						_	G23b	If yes: Which of the following were the		orthis? (P	lease tick al	that apply)		
	Knew the trams ran frequently on this route  Already knew arrival times			we the time natter to me i					Passengers drinking/under the influence of						
	•	_		arrive			ш.		alcohol				ed loudly		
	Could not find the Information		Other						Passengers taking/under the influence of Abusive or threatening behaviour				ism		
									Rowdy behaviour		Lou	d use of mob	ile phones		
Q17	Approximately, how long did you expect to	walt for	the tram?						Passengers not moving out of priority sea			er (write in)			
	(Please write the time in minutes)								Passengers not paying their fares						
Q18a	Thinking about the time you waited for the tram today, was it  Much longer than expected							Q230	If yes: What local area was the tram tra	velling thro	ugh or at w	vhloh stop w	as It when y	ou were wo	med o
	A little longer than expected			me than you					concerned? (please write in)						
	About the length of time you expected						_								
Q18b	Were you able to board the first tram you w	anted to	o travel on	7				Q24a	Was your journey on the West Midlands	Metro toda	y delayed	at all?			l
	Yes		No						Was .						_

W240	If yes: why was this? (Please ock air mat Due to a signal/points failure	_	G32 All things considered, how much do you trust the tram company that operated the tram that you used for this journey (Please Eck one box only)														
	Road congestion/traffic Jam	stion/traffic jam							,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,							1	
												. 1					
	The tram waiting too long at stops The tram waiting too long at signals			ven							٥			3	6	7	
Q26	If yes: By approximately how long was y (Please write the time in minutes)	our Journe	y today di	elayed?					Do NOT trust themat all			_				CREAT deal	
_	(Please write the time in minutes)							8	Your opinion of We	est Midlands	Metro genera	illy					
Q28	Were any of these items of information p tram?	resent on	the	Yes	No	Don't kn	ow		EN ANSWERING THI								
A map	of the tram route/journey times								How would you rate \								
	announcements e.g. saying the next tram stop				<u>_</u>	_		433	a now would you rate t	West Midiani	as wetro serv	1006 101	Very go		Neither	Fairly	Very
	ctronic display e.g. showing the next tram stor ation about tickets/fares			8	8	8								good	good nor	poor	poor
	able.			ă	ŏ	ŏ		Ease	of getting to local amenitie	es (e.a. shops l	hounitain leisus	e facilitie	e) 🗆		poor		
Details	of how to contact the tram company, for examining of find out information	nple, to ma	ake a	ŏ	ō	ŏ			ection with other forms of				" =	ă	ă	ŏ	
Free V	Free WI-FI																
Q27	Thinking about any West Midlands Metro satisfied you were with each of the follow											Very selesed	Fairly Satisfied	Nother setrifed nor desatisfied	Fairly descripted	Very desatisfied	Don't know/no opinion
		satisfied	Fairly Satisfied	Neither satisfied nor desatisfied	Fairly described	Very desatsfed	Don't know/no opinion		e of buying your ticket ability (running on time)								
	pearance of any staff								quency (how often the tram	ms run)				ā			
	eting/welcome you got from the staff	8				8			ge of tickets available								
	pfulness and attitude of the staff								ge of payment options ava	ailable						<u></u>	
	fety of the driving (i.e. appropriateness of speed, concentrating)	_	_	_	_	_		Cus	tomer Service								
	owledge of the staff	8		8		8	ä	<b>W34</b>	ir you needed inton			ram ser	V1086, e.g.	times, tares	, w nere wo	ша уоц ов	tain that
5	Your overall opinion of the Journey you n	nade when	given this	s questionna	sire				Phone: Traveline Internet: West Midlar					op			
Q28	Overall, taking everything into account fr your journey on the West Midlands Metro		o end of th	nis journey, h	now satisfied	d were you	with		Internet: Network We	est Midlands (	website	6	Ask tram	staff			ō
	Very satisfied		Fairly dissa	dsfled			п		Internet: Other travel Smartphone app					ark and Ride			
	Fairly satisfied			sfled			ă		Twitter/ Social media								_
	Neither satisfied nor dissatisfied		Don't know	/ No opinion				-				_					
Q29	If something could have been improved o	n your jo	urney on ti	he West Mid	lands Metro	today what	t would	Q35	How often do you t 5 or more days a we					?			
	It have been?								3 or 4 days a week					y			
									Once or twice a week Once a fortnight					time I have			
								_	-								
Q30	How satisfied were you with the value for	money of	your Jour	ney on the V	Vest Midland	is Metro?		Q36	if you have used W Much better than use	ualleu			little worse	than usual			
	Very satisfied			dsfled					A little better than us About the same as u			N.	fuch worse	than usual		I	
	Fairly satisfied			isfled					About the same as u	usual							
	Neither satisfied nor dissatisfied	] [	)on't know	/ No opinion				Q37	Have any of the foll	lowing frequ	ently stopped	d you m	aking lour	neys by tran	n? (Please t	ick all that	app(y)
Q31	What had the biggest influence on the 'va	lue for m	anev" raftir	g you gave I	in the previo	us questin	n?		The places you can i			How	long the jo	umeys take	when going	by tram	
	The cost for the distance travelled				mey quality f				The frequency of trai					he trams			
	The cost of the tram versus other modes of			paid					The reliability of the t					wding on the			
	The fare in comparison to the cost of every	day Items	🗆		ot mentioned				The cost of using the Understanding the fa		_			our personal approvement			
				(ple	ase witte in t	he box)			Understanding the ti			IIIdii	I HELWOIK II	provenient	mul R		_
									_		_						

@38	Are you aware of any proposed extensions to the tram line?			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 □
	Yes	l No		165, 3 101
Q38	Are you aware of any of the following?			QG And finally, to help us get a better ploture of tram services at a local level, it would be helpful if could provide us with our home postcode.
	Change of operator	Changes to fares/ tickets		If you provide it, this will be used to help understand metro usage and make improvements locally. Your posts
	Change of name			not be used to identify you personally and will only be used for research purposes.
				Please write in your home postcode here
G-40	Are you aware of the following tickets?  Metro only Day Ticket	] Group Ticket (5 for £5)	_	
	Student Term ticket			
	Statent Ferm boxet	ı		
7	About you			How the information you have provided will be used (General Data Proteotion Regulations)
in this	final section we ask for some information about	at you, some of which, like your health and ethnicit	ty, is considered	Your name, address, email address or phone number - your personal information
		us here is used for research purposes only and n	not to identify any	Your personal information will always be handled confidentially. We will not make your personal information a
partic	ular individual. You are also free to decide whe	ther you want to give us this information or not.		anyone without your knowledge and consent. It will be used solely for the purposes of this research and quali
		ow different passengers' experiences vary, so, for		and no sales or marketing contact will result from this survey. You have the right to access, withdraw your con
	sk these questions so that we can understand h unger passengers think compared to those who		example, what	use and object to processing of your personal information.
•				Your responses to the questions in this survey, including the 'about you' section
QA	Are you?			Your responses to the questions in this survey will always be handled confidentially. They will be used solely
	Male Female	Prefer another ten	m ⊔	purposes of the research and will not be used to identify you personally. We may share the responses to the
QВ	Are you?			in this survey, including postcode (if you have provided this) with other organisations that have a legitimate into
	16 to 18 35 to 44	65 to 69		the survey data, such as, but not limited to, local transport authorities, government departments, but operating
	19 to 21 45 to 54	70 to 79	. 🗖	companies and academic institutions. Any organisations receiving the data will also be subject to the same re
	22 to 25 55 to 59.	80+	. 🗖	and obligations under GDPR.
	26 to 34 60 to 64.	Prefer not to say	. 🗖	As some of the information we ask for in the 'about you' section is considered to be sensitive information we re
ac	Which of the following best describes your ethnic background?			consent for this sensitive information to be stored and processed as described above.
		Start Attack Control of Start Sales	_	Please confirm whether or not you consent to this
_	White			Yes I consent No, I do not consent
	Asian or Asian British			
		~30		You, also have the right to access, withdraw your consent to use, and object to processing of your sensitive in
	Out the group			For further information about your legal rights and how to exercise these please contact AECOM's Data Prote Officer at privacyquestions@aecom.com.
	in terms of having a oar to drive, which of	the following applies?		Onicer at privacyquesionsggaecom.com.
	You have a car available and don't mind driving	You have a car available but prefer n	at to drive.	If you have any queries about this survey or how your data will be used please contact Jodie Knight at AECO
	You don't have a car available	Tou have a car available but prefer in	octo unve	927 8328. If you would like to check that this survey is genuine, you can contact the Market Research Society
		_		9759596 or <u>www.mrs.org.uk</u> who will verify AECOM's status as a legitmate market research organisation.
QΕ	How often are you able to ask someone el	ise to drive you for local journeys?		To find out more about the Tram Passenger Survey or Transport Focus' work visit our website
	All or most of the time			(www.transportfocus.org.uk) or follow us on Twitter (@transport focus).
	Some of the time	Not applicable		
QF	Are you affected by any physical or ments	al health conditions or illnesses lasting or expe	ented to last 12	If you would be happy to participate in future research projects about the transport industry for Transport Focu complete the contact details below.
ar.	months or more? (Please tick all that apply)		THE TO MAKE IE	sempress the contact desire output.
				Name of the state
	Yes - Vision (e.g. blindness or partial sight)			Name:
		ring)		Email address:
		Istances or difficulty climbing stairs)		
		rying objects or using a keyboard)		
		trafing		Thank you for completing this questionnaire.
				Floor set on the the second or set of the following Front of the
				Please return it in the envelope provided or use the following Freepost address:
		associated with autism attention deficit disorder (		Freepost RTCU-LLTT-UHJA
		e associated with autism attention dentit disorder (		AECOM Limited

Yes - A condition not mentioned above .....

ould be helpful if you locally. Your postcode will ..... tions) onal information aviiable to research and quality control, withdraw your consent to vill be used solely for the responses to the questions we a legitimate interest in ents, but operating lect to the same restrictions information we require your of your sensitive information. COM's Data Protection Knight at AECOM on 0161 Research Society on 0800 organisation. for Transport Focus please



AECOM House 179 Moss Lane HALE WA15 8FH





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

## - West Midlands Metro

Autumn 2018 results

August 2020

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

