

GNLRT ADVISORY COMMITTEE

15th March 2005

REPORT OF THE HEAD OF TRANSPORT MAJOR PROJECTS

NET LINE ONE - OPERATIONAL PERFORMANCE: NOVEMBER 2004 - JANUARY 2005

1. PURPOSE OF REPORT

To inform the Committee of the performance of NET Line One over the period November 2004 to January 2005.

2. RECOMMENDATION

It is RECOMMENDED that the Committee notes this report.

3. SYSTEM PERFORMANCE

3.1 During the period from November to January system performance remained of a high standard. The tram operator was however required for technical reasons to introduce a number of temporary speed restrictions at points and whilst this did result in delays to some journeys, the operator was still able to achieve a high level of performance with only 0.2% of trips not running at all and, of the trips that did run, 2.8% departing more than 3 minutes late. Most of the speed restrictions have now been lifted. Some service disruptions were also evident during the period as a result of a number of minor road traffic accidents (including 4 on Radford Road and 3 at Phoenix Park) and a more serious incident which occurred on the morning of Christmas Eve when a pedestrian stepped off the platform at Hyson Green Market into the path of a tram. The pedestrian received serious injuries to his legs. An investigation has shown that the tram driver applied the emergency brake but could not prevent the collision.

3.2 Service frequencies were increased from January 31st to coincide with the start of the Concessionaire's operational Test 'C' with trams running in the City Centre at intervals of on average every 5 minutes throughout the day until 6.30pm. It is intended that, on completion of this test, peak time frequencies will continue at an average of every five minutes with off-peak services reverting to six minute intervals.

4. PATRONAGE

4.2 In the lead up to Christmas the trend for the number of people recorded (through ticket sales) using the tram continued to be upward. There was a 4.6% increase in the average number of weekday passengers between October and December (excluding the Christmas holiday week). Following a slight fall in passenger levels in January, reflecting a typical seasonal effect on the overall demand for travel, recorded journeys in February reached levels similar to those achieved in November and December.

4.3 Recent surveys carried out on behalf of the Promoters indicate that up to the end of 2004 over 6.5 million passengers had used NET Line One and, based on established seasonal trends, it is expected that NET will carry well over 8 million passengers in its first full year of operation. This is ahead of patronage forecasts. It is estimated that 20-25% of the passengers carried use the 3000 Park and Ride spaces with over 30% of passengers having transferred from car to use the system. With the establishment of NET and

service and ticket coordination between bus, rail and tram, public transport use in the corridor has increased by around 20% in the peak and the overall public transport share by over 5% since the introduction of NET. Overall Nottingham's Local Transport Plan which includes NET and an integrated package of traffic management measures led to a sustained drop in car use in the inner traffic area in the NET corridor of around 8-9% in the last year.

- 4.5 The lowest monthly total of reported car crime incidents at park and ride sites since opening occurred in November. There was however a sudden spate of incidents in December, focused over a small number of days at Phoenix Park. The number of incidents dropped back again in January. A separate paper is being presented to report on a meeting that was held, at the request of the NET Development Board, with the tram operator and the Police to discuss security issues at the park and ride sites. The report has been presented to the NET Development Board.

5. CUSTOMER SATISFACTION SURVEY

- 5.1 It is a requirement of the NET Concession Agreement that the tram operator undertakes an annual customer satisfaction survey. The survey, which was carried out in October, questioned a sample of passengers on their attitudes towards service provision, cleanliness and repair, customer interface and security, comfort, barriers to entry, customer information and customer feedback. 96% of customers indicated satisfaction in the service being provided. A copy of the survey results is attached as Appendix I.

HEAD OF TRANSPORT MAJOR PROJECTS

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Appendix 1

GNLRT ADVISORY COMMITTEE

15th March 2005

NET Customer Satisfaction Survey

Executive Summary

October 2004



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Background & Methodology

A comprehensive survey was carried out amongst NET tram travellers during October 2004 primarily to gauge, amongst other things, Customer Satisfaction and usage of the tram system in Nottingham.

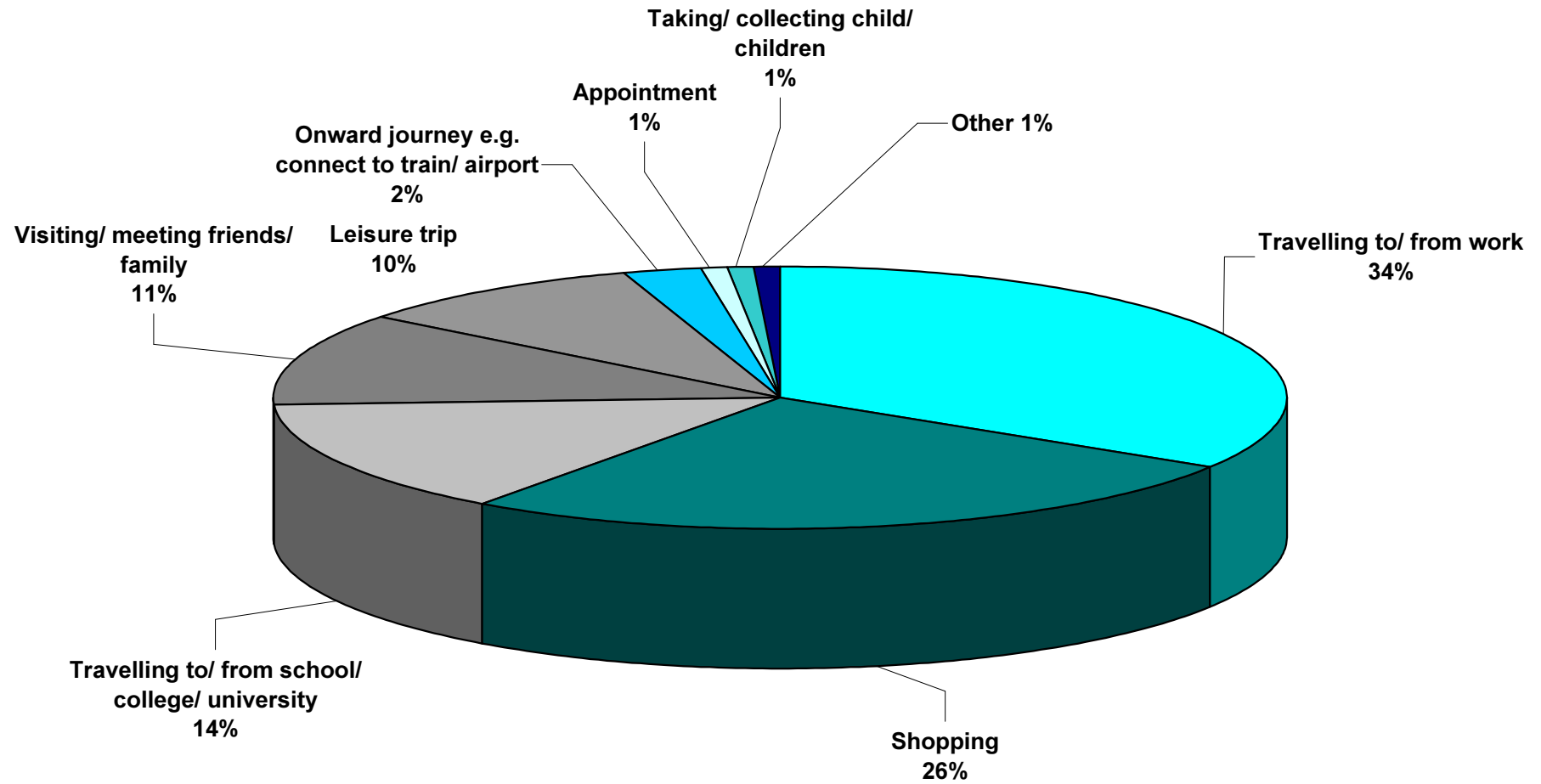
An on site methodology was adopted with interviewers placed on trams to dispatch and subsequently collect questionnaires whilst journeying alongside travellers (NET customers). A pen was given to each respondent to complete their survey and to encourage participation an incentive of entry into a prize draw to win one of 50 FREE one week tram travel passes was offered.

To ensure that a representative sample of customers views and opinions were gathered interviewers were placed on trams across each day of a typical week between Tuesday 28th September and Monday 4th October 2004. Interviewers dispatched and collected questionnaires whilst journeying alongside travellers (customers) for scheduled shifts between 8am and 9pm.

Keydata Group, an independent market research agency, was commissioned on behalf of Nottingham Tram Consortium, the operating company of NET to undertake fieldwork and analysis and subsequently report on the findings from this survey.

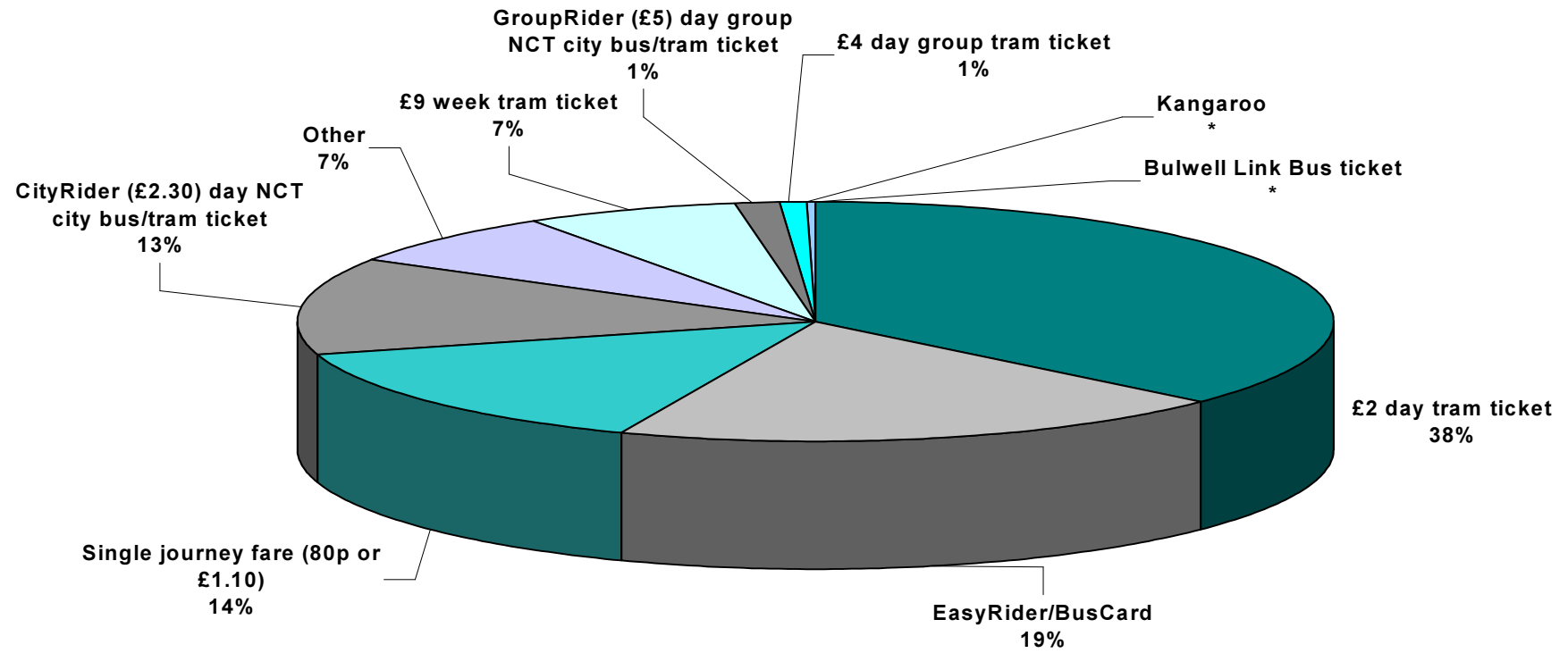
A total of 1,626 completed surveys were achieved from this exercise which form the basis of the following findings.

Q1. What is the MAIN purpose of your journey today?



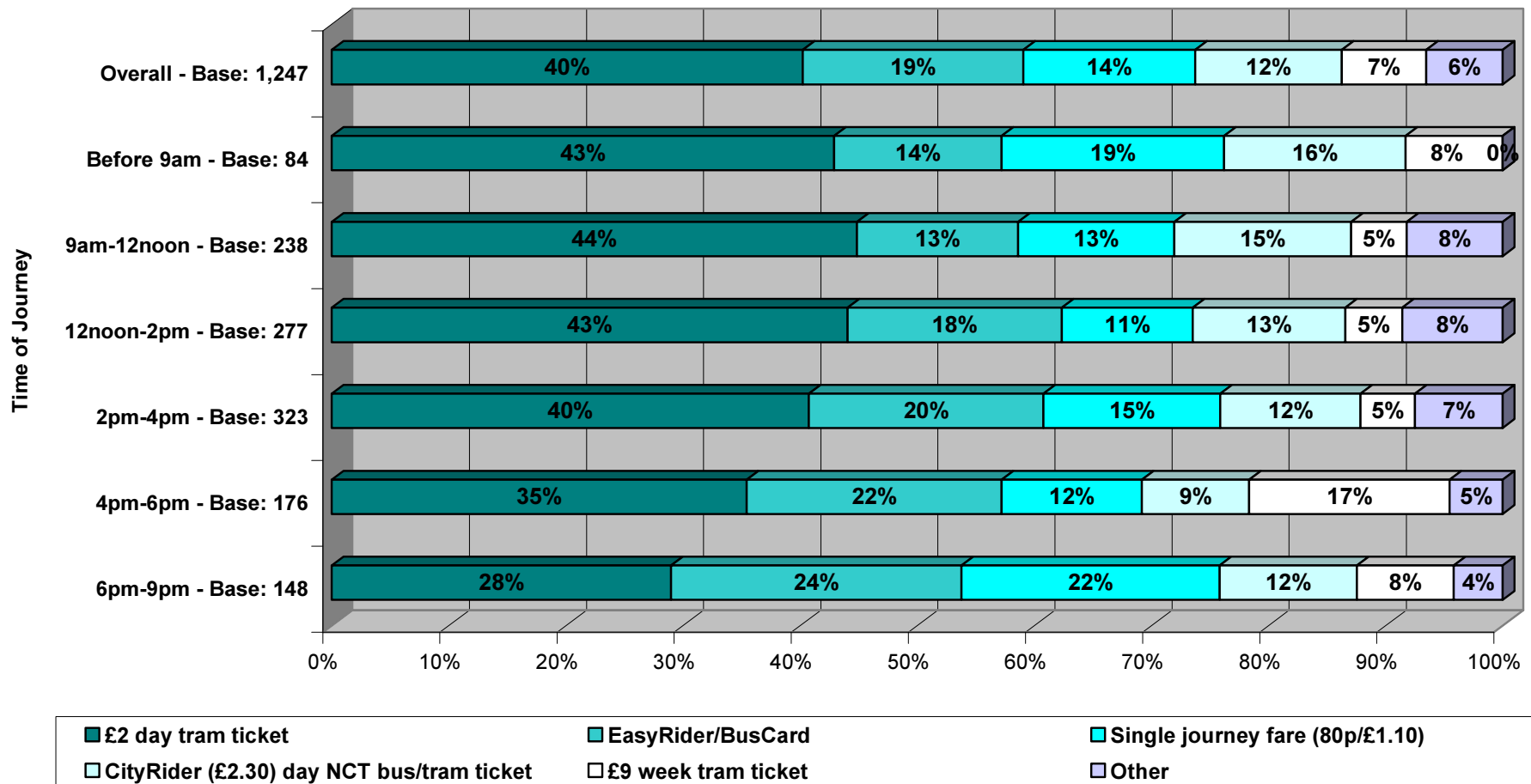
Base: 1,563

Q2. What type of ticket do you usually purchase for Tram journeys?

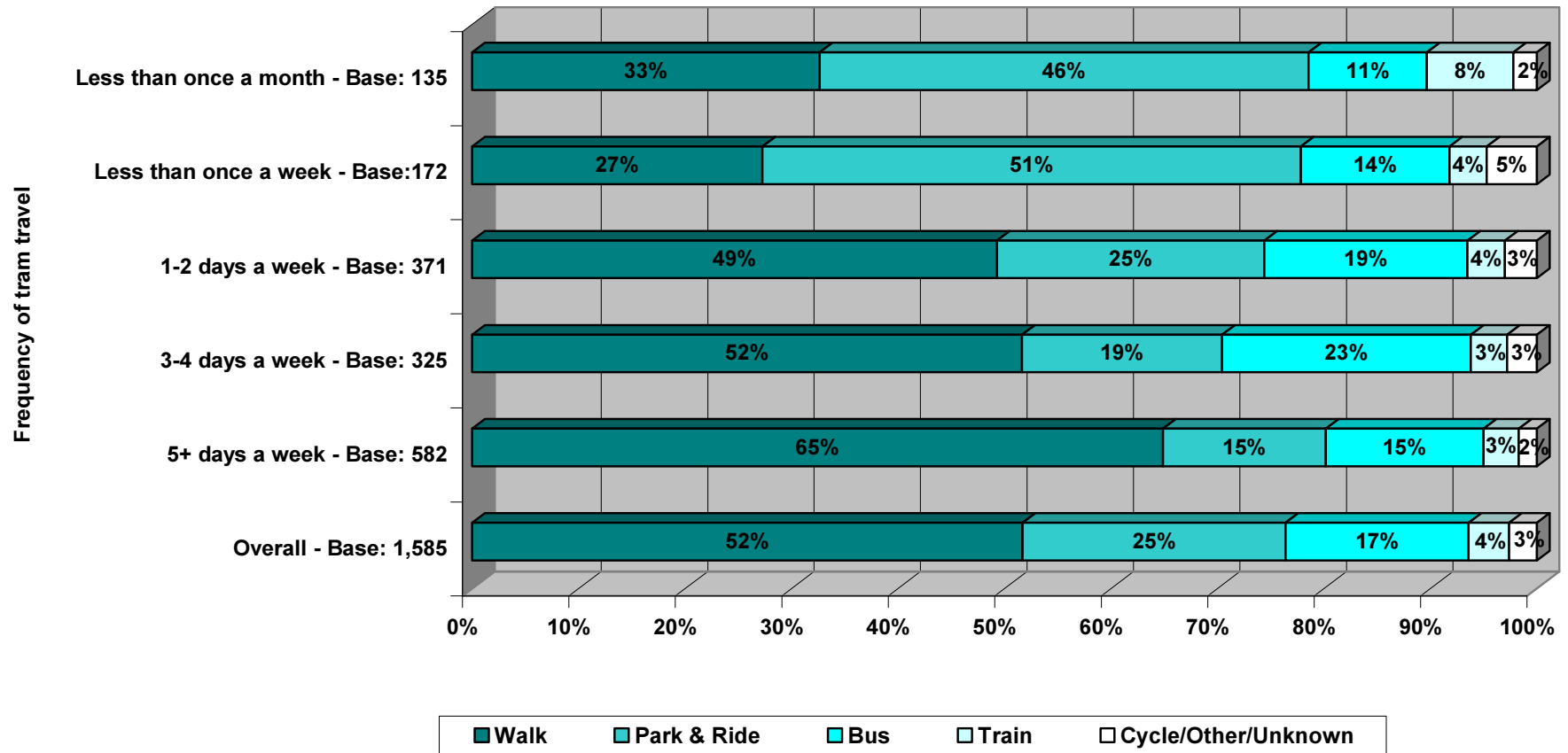


* Less than 1%.
Base: 1,579

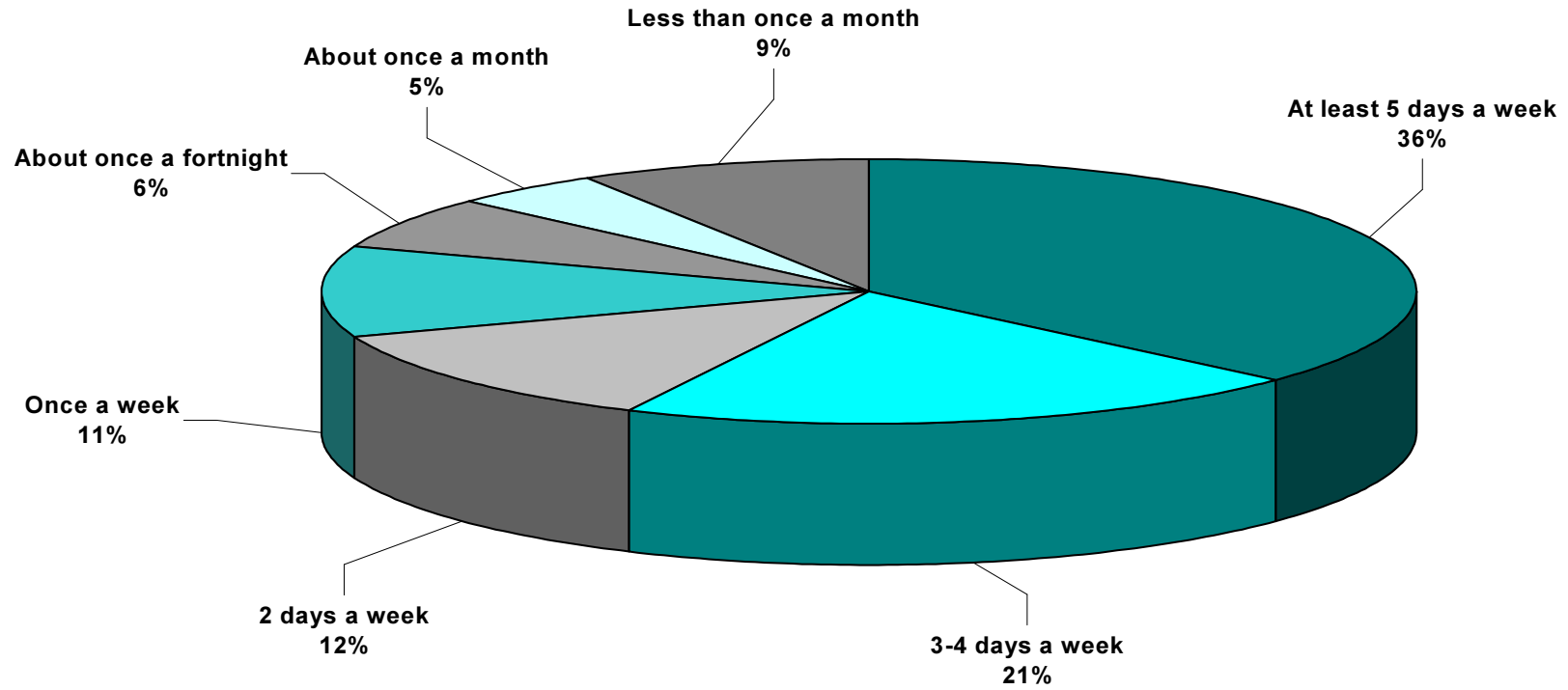
Q2. Type of ticket usually purchased for Tram journeys by Q27. Time of Journey



**Q3. Usual travel method to stop
by Q4. Frequency of Travel**

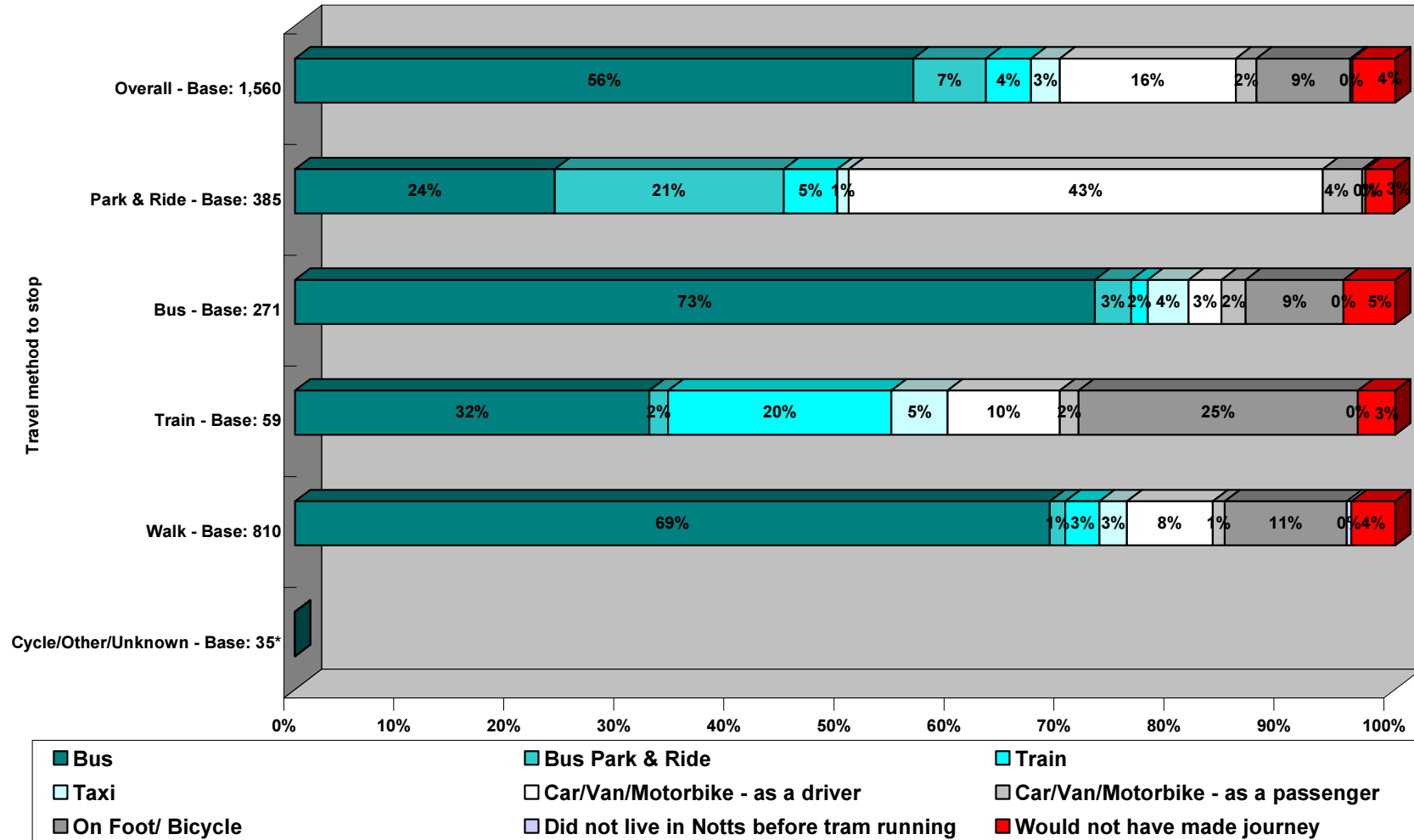


Q4. How often do you travel by tram?



Base: 1,585

**Q5. How would you have usually made this journey before the trams were running?
by Q3. Travel Method to Stop**



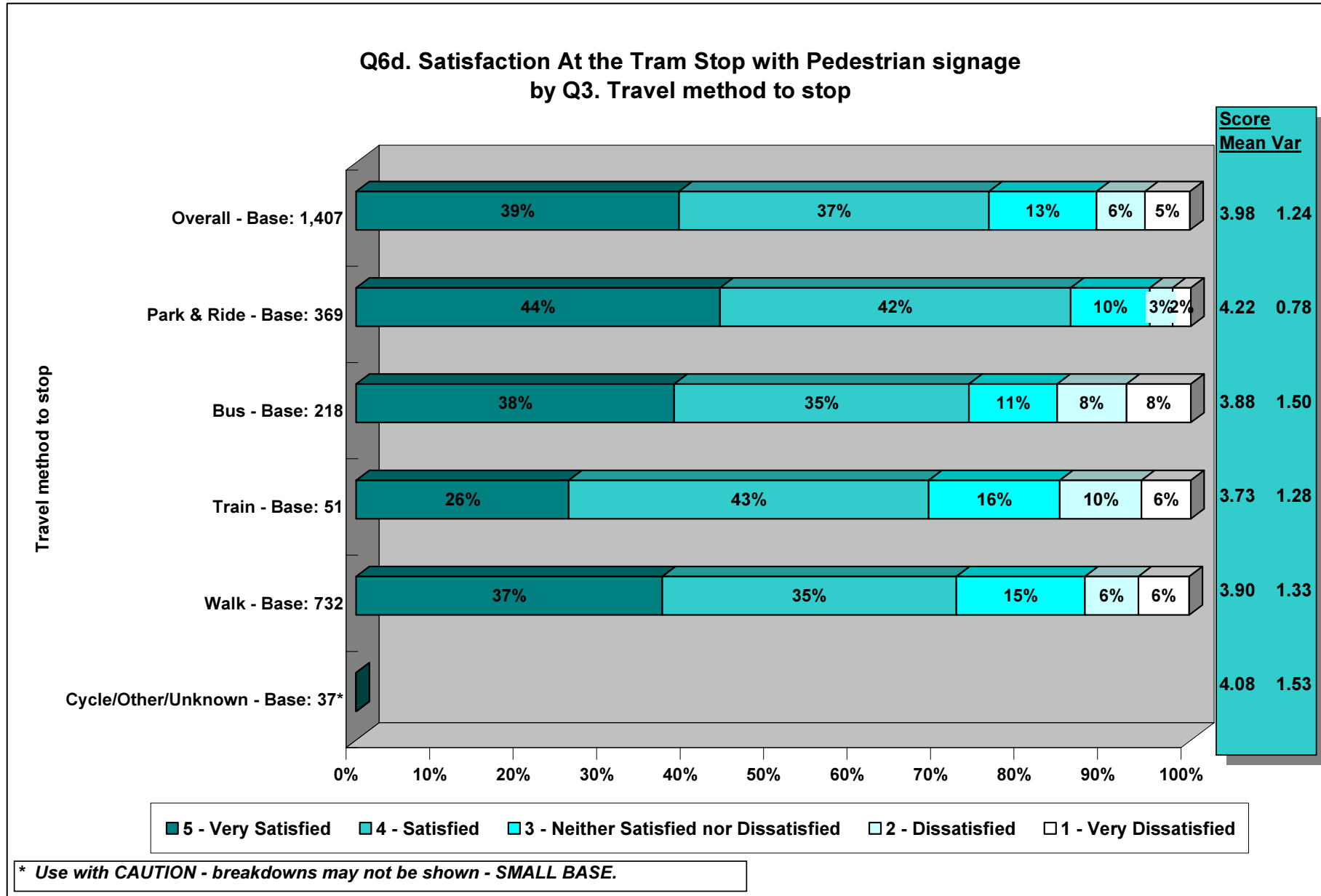
* Use with CAUTION - breakdowns may not be shown - SMALL BASE.

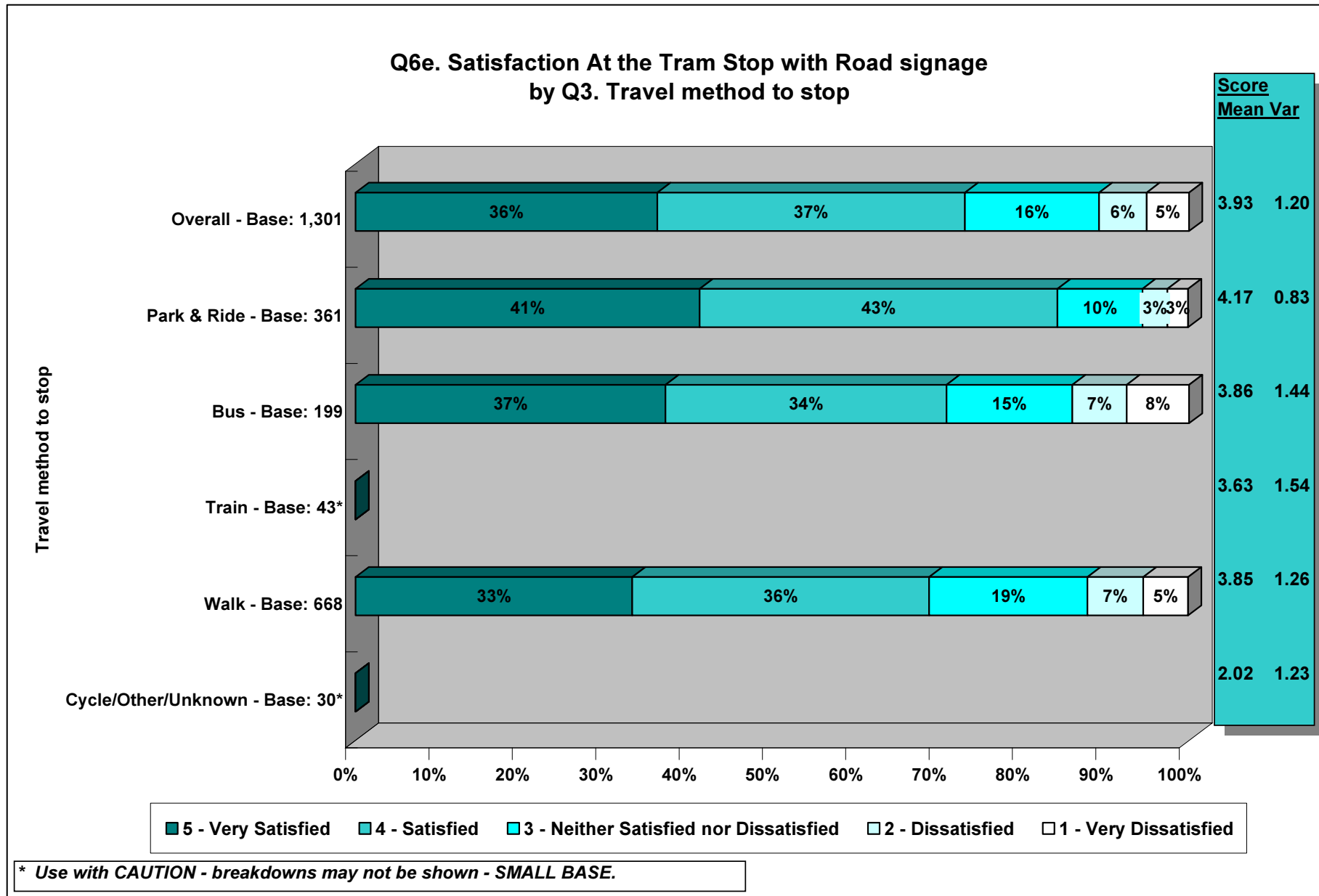
Q6. Satisfaction At the Tram Stop							
	Base	Total Satisfied	Neither Satisfied nor Dissatisfied	Total Dissatisfied	Net Satisfaction	Average Score	Variance
Overall At the Tram Stop	-	72%	14%	13%	59%	3.92	-
Information provided at the stop	1476	79%	9%	12%	67%	4.10	1.40
Security at Park & Ride sites	1025	61%	22%	17%	44%	3.64	1.39
Cleanliness and condition of the stop	1463	80%	8%	13%	67%	4.06	1.37
Pedestrian signage	1407	76%	13%	11%	65%	3.98	1.24
Road signage	1301	73%	16%	11%	62%	3.93	1.20
Shelters	1436	66%	17%	17%	50%	3.77	1.49
CCTV coverage	1299	66%	20%	14%	52%	3.80	1.44
Electronic 'next tram' displays	1440	81%	6%	13%	68%	4.19	1.55
Tramstop audio announcements	1376	71%	14%	15%	56%	3.91	1.60
General feelings of safety/ security	1436	69%	19%	13%	56%	3.81	1.30
Lighting	1416	76%	12%	12%	64%	3.98	1.33
Litter bins	1404	65%	20%	15%	51%	3.85	1.33

Q6. Satisfaction At the Tram Stop By Travel method to stop					
	Total Satisfied	Neither Satisfied nor Dissatisfied	Total Dissatisfied	Net Satisfaction	Average Score
Overall At the Tram Stop	72%	14%	13%	59%	3.92
Park & Ride	78%	15%	7%	70%	4.09
Bus	69%	13%	18%	51%	3.82
Train	61%	19%	20%	41%	3.64
Walk	71%	15%	15%	56%	3.88
Cycle/Other/Unknown	76%	10%	14%	62%	3.99

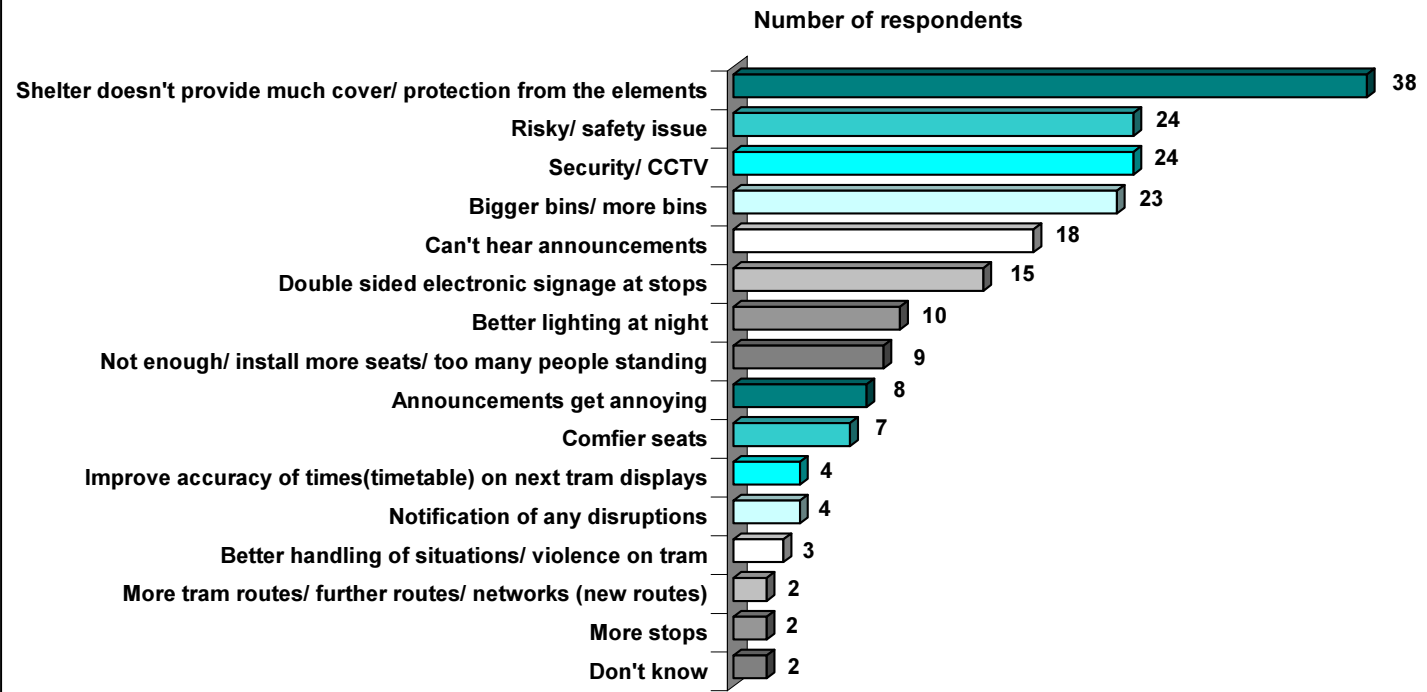
The average score is based on the following scale:

1 – Very Dissatisfied 2 – Dissatisfied 3 – Neither Satisfied nor Dissatisfied 4 – Satisfied 5 – Very Satisfied





Q6. Reason for dissatisfaction with any aspect At the Tram Stop



Base: 170 - All those dissatisfied with any aspect At the Tram Stop.

Q7. Satisfaction On Board the Tram & the Journey							
	Base	Total Satisfied	Neither Satisfied nor Dissatisfied	Total Dissatisfied	Net Satisfaction	Average Score	Variance
Overall On Board the Tram & the Journey	-	71%	13%	15%	55%	3.87	-
The punctuality of the tram	1487	82%	5%	13%	70%	4.17	1.50
Reliability	1458	82%	6%	13%	69%	4.16	1.46
Ease of buying a ticket	1378	79%	8%	13%	66%	4.12	1.49
The ease of getting on and off the tram	1463	77%	8%	15%	63%	4.06	1.63
Cleanliness inside the tram	1458	79%	8%	13%	66%	4.04	1.40
Ride quality	1443	77%	11%	12%	65%	3.99	1.33
Information provided during disruptions	1151	66%	19%	15%	52%	3.78	1.41
Disruptions to the service being quickly resolved	1087	66%	21%	13%	54%	3.78	1.28
Journey time	1440	77%	9%	14%	64%	4.01	1.43
Air conditioning	1385	61%	21%	19%	42%	3.64	1.52
Seating comfort	1438	61%	21%	18%	42%	3.60	1.41
Notices and other information provided	1375	68%	20%	11%	57%	3.81	1.19
Printed timetable leaflet	1306	72%	16%	12%	60%	3.91	1.29
Availability of seats	1418	42%	25%	33%	9%	3.16	1.64
Friendliness/ helpfulness of the staff	1419	78%	10%	12%	66%	4.03	1.39
Provision for Parents with buggies	988	61%	22%	9%	52%	3.70	1.56
Provision for disabled persons	990	63%	21%	17%	46%	3.72	1.54
Other	187	67%	10%	22%	45%	3.77	2.13

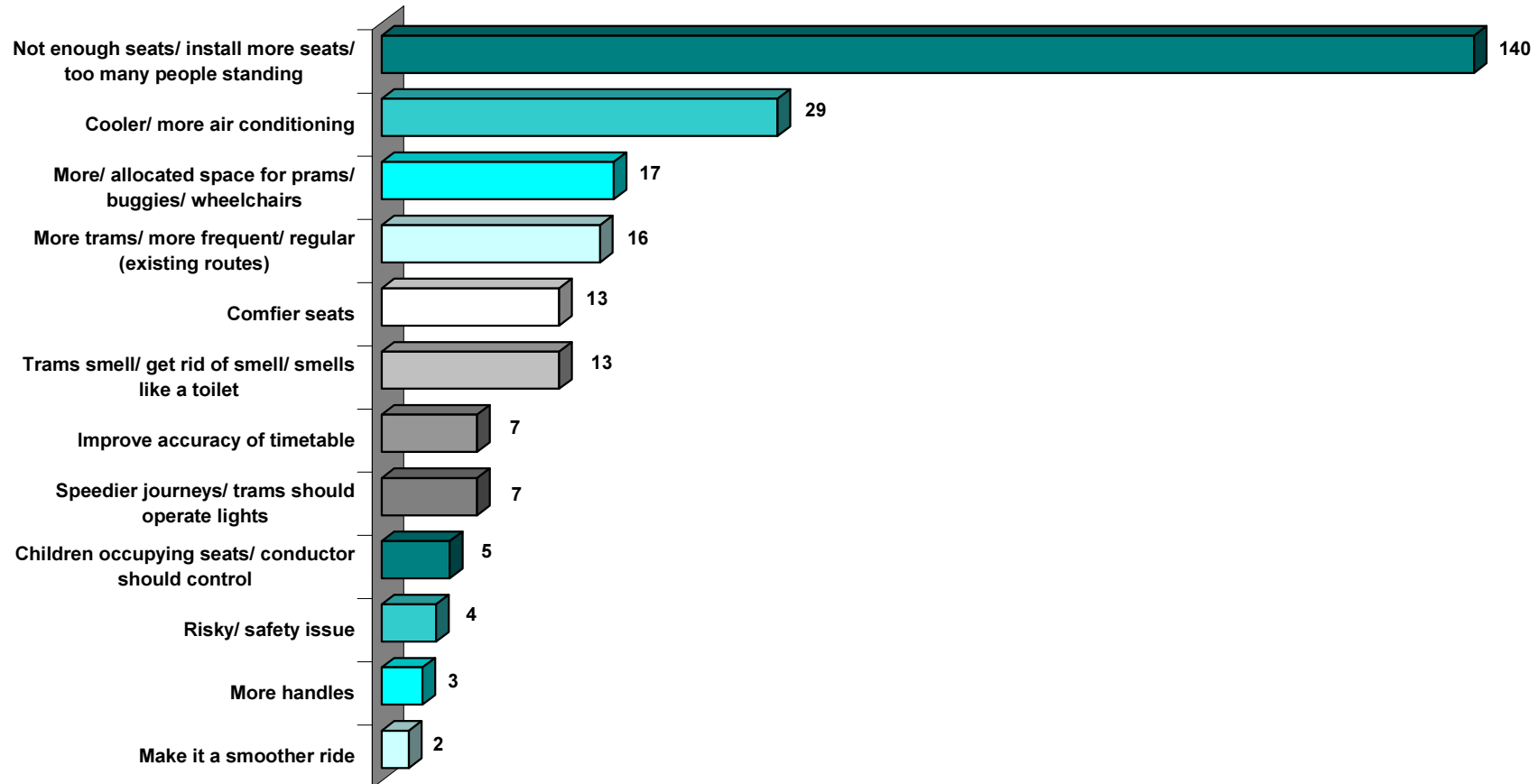
Q7. Satisfaction On Board the Tram & the Journey By Travel method to stop					
	Total Satisfied	Neither Satisfied nor Dissatisfied	Total Dissatisfied	Net Satisfaction	Average Score
Overall On Board the Tram & the Journey	71%	13%	15%	55%	3.87
Park & Ride	77%	14%	9%	67%	4.04
Bus	67%	13%	20%	47%	3.76
Train	55%	22%	23%	31%	3.52
Walk	70%	14%	16%	54%	3.85
Cycle/Other/Unknown	70%	14%	16%	53%	3.90

The average score is based on the following scale:

1 – Very Dissatisfied 2 – Dissatisfied 3 – Neither Satisfied nor Dissatisfied 4 – Satisfied 5 – Very Satisfied

Q7. Reason for dissatisfaction On Board the Tram & the Journey

Number of respondents



Base: 199 - All those dissatisfied with any aspect On Board the Tram & the Journey.

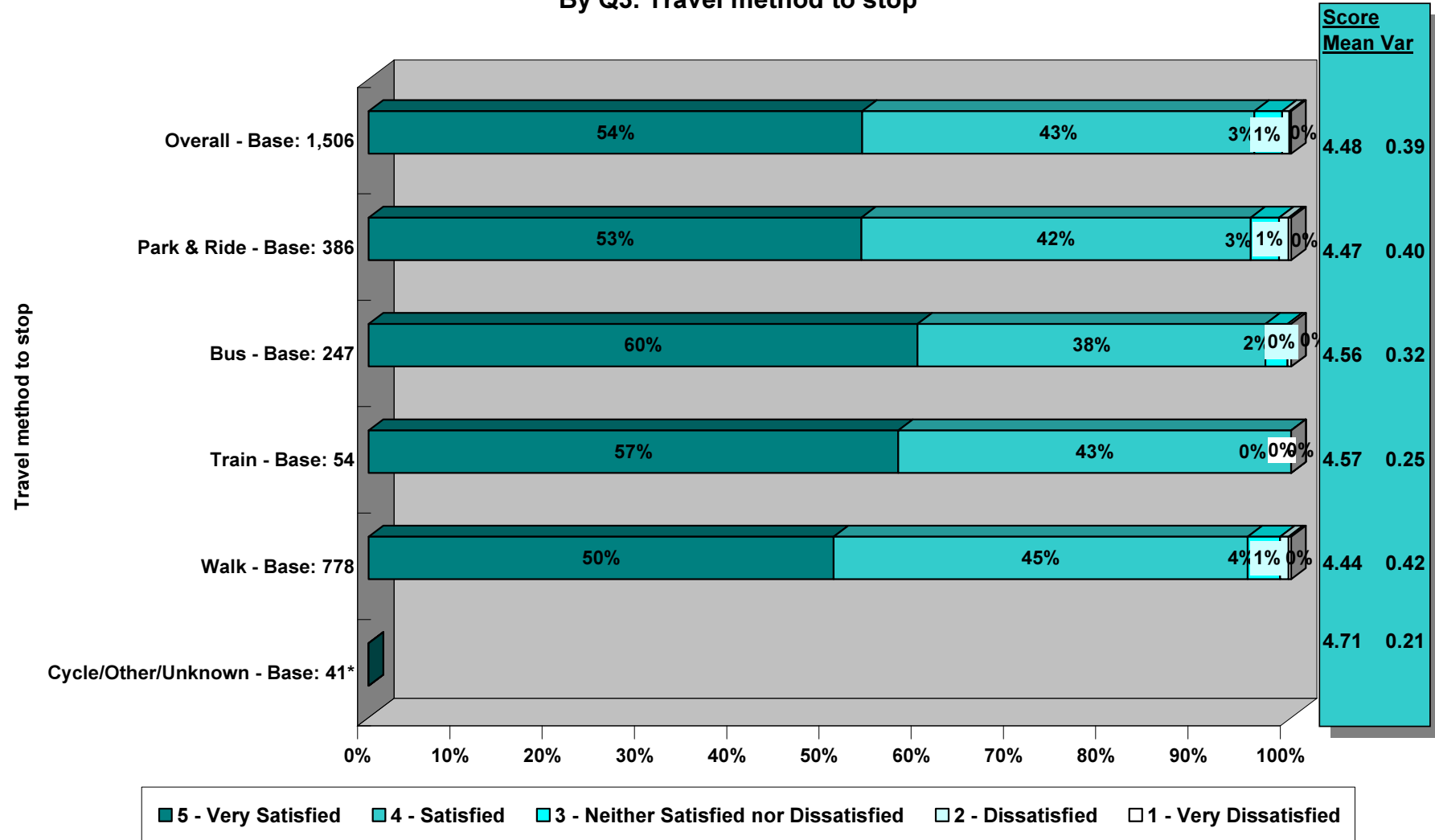
Q8. Satisfaction with Frequency of Trams							
	Base	Total Satisfied	Neither Satisfied nor Dissatisfied	Total Dissatisfied	Net Satisfaction	Average Score	Variance
Overall with Frequency of Trams	-	70%	11%	15%	55%	3.83	-
Weekday early morning	1088	74%	11%	15%	60%	3.93	1.48
Weekday rush hours	1098	70%	14%	17%	53%	3.79	1.47
Weekday middle of the day	1126	76%	12%	12%	63%	3.97	1.36
Weekday evening	1076	72%	13%	15%	57%	3.83	1.37
Saturday day	1085	75%	13%	12%	63%	3.94	1.31
Saturday evening	952	70%	16%	14%	55%	3.82	1.35
Sunday day	950	64%	20%	16%	47%	3.69	1.43
Sunday evening	896	70%	20%	19%	51%	3.60	1.50

Q8. Satisfaction with Frequency of Trams By Travel method to stop					
	Total Satisfied	Neither Satisfied nor Dissatisfied	Total Dissatisfied	Net Satisfaction	Average Score
Overall with Frequency of Trams	70%	11%	15%	55%	3.83
Park & Ride	76%	15%	9%	67%	4.00
Bus	68%	11%	20%	48%	3.71
Train	59%	22%	19%	40%	3.60
Walk	69%	15%	16%	54%	3.81
Cycle/Other/Unknown	73%	14%	14%	59%	3.93

The average score is based on the following scale:

1 – Very Dissatisfied 2 – Dissatisfied 3 – Neither Satisfied nor Dissatisfied 4 – Satisfied 5 – Very Satisfied

**Q9. Satisfaction with Overall Service received on tram journeys
By Q3. Travel method to stop**



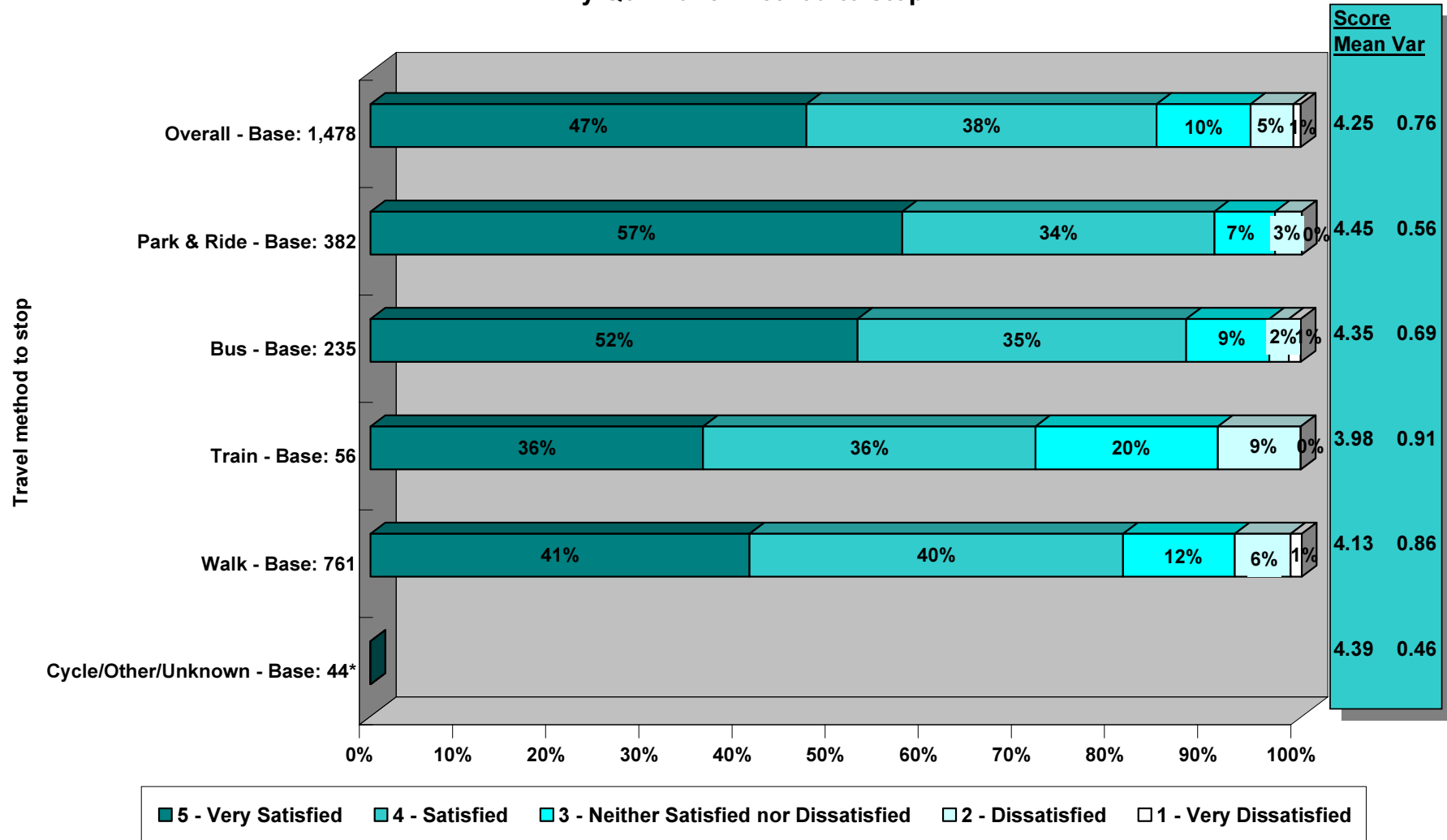
* Use with CAUTION - breakdowns may not be shown - SMALL BASE.

Overall Satisfaction Comparisons					
	Total Satisfied	Neither Satisfied nor Dissatisfied	Total Dissatisfied	Net Satisfaction	Average Score
At the Tram Stop	72%	14%	13%	59%	3.92
On Board the Tram & the Journey	71%	14%	15%	55%	3.87
Frequency of Trams	70%	15%	15%	55%	3.83
Overall Service Satisfaction	96%	3%	1%	95%	4.48

The average score is based on the following scale:

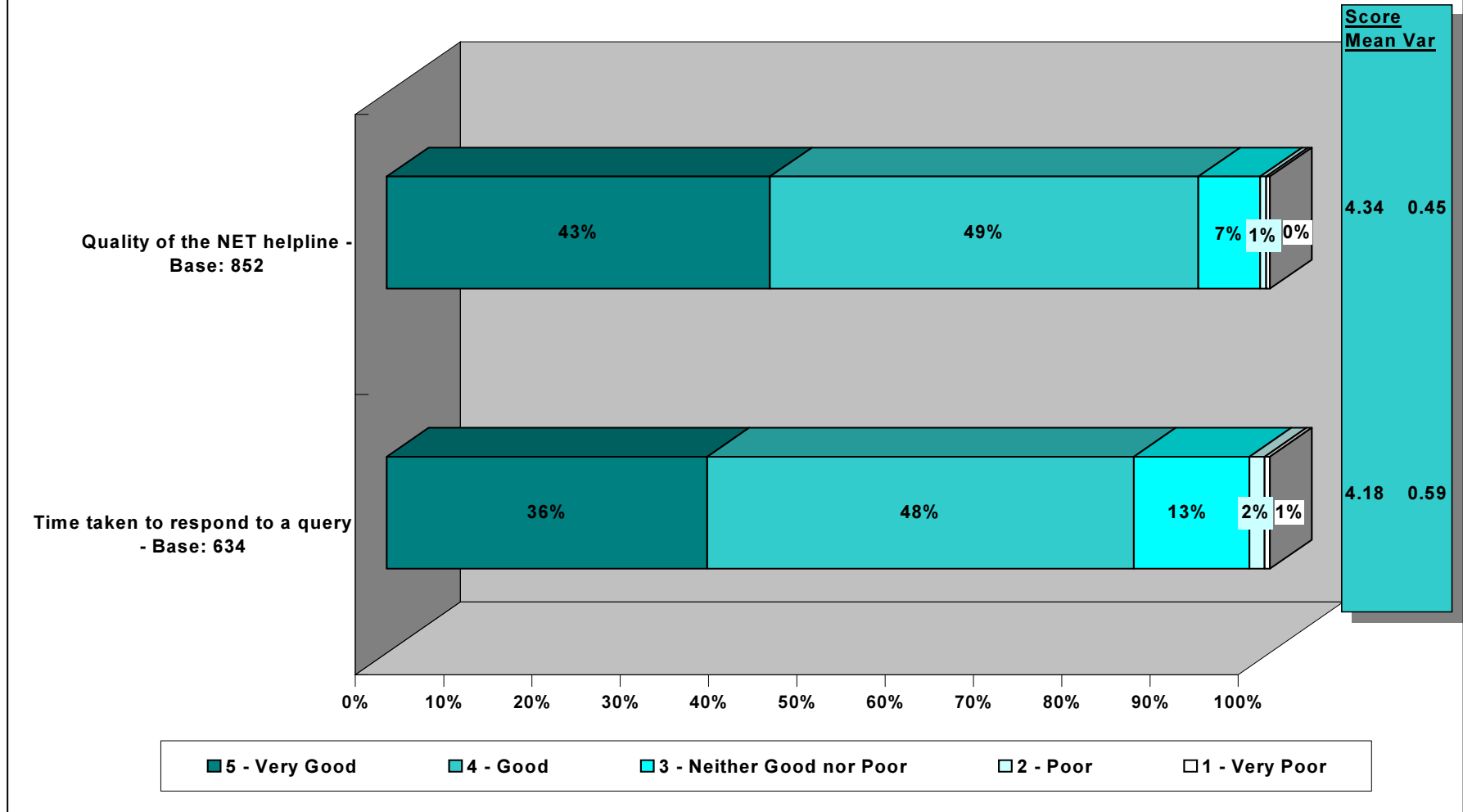
1 – Very Dissatisfied 2 – Dissatisfied 3 – Neither Satisfied nor Dissatisfied 4 – Satisfied 5 – Very Satisfied

**Q10. Satisfaction with value for money received from journeys taken by tram
By Q3. Travel method to stop**

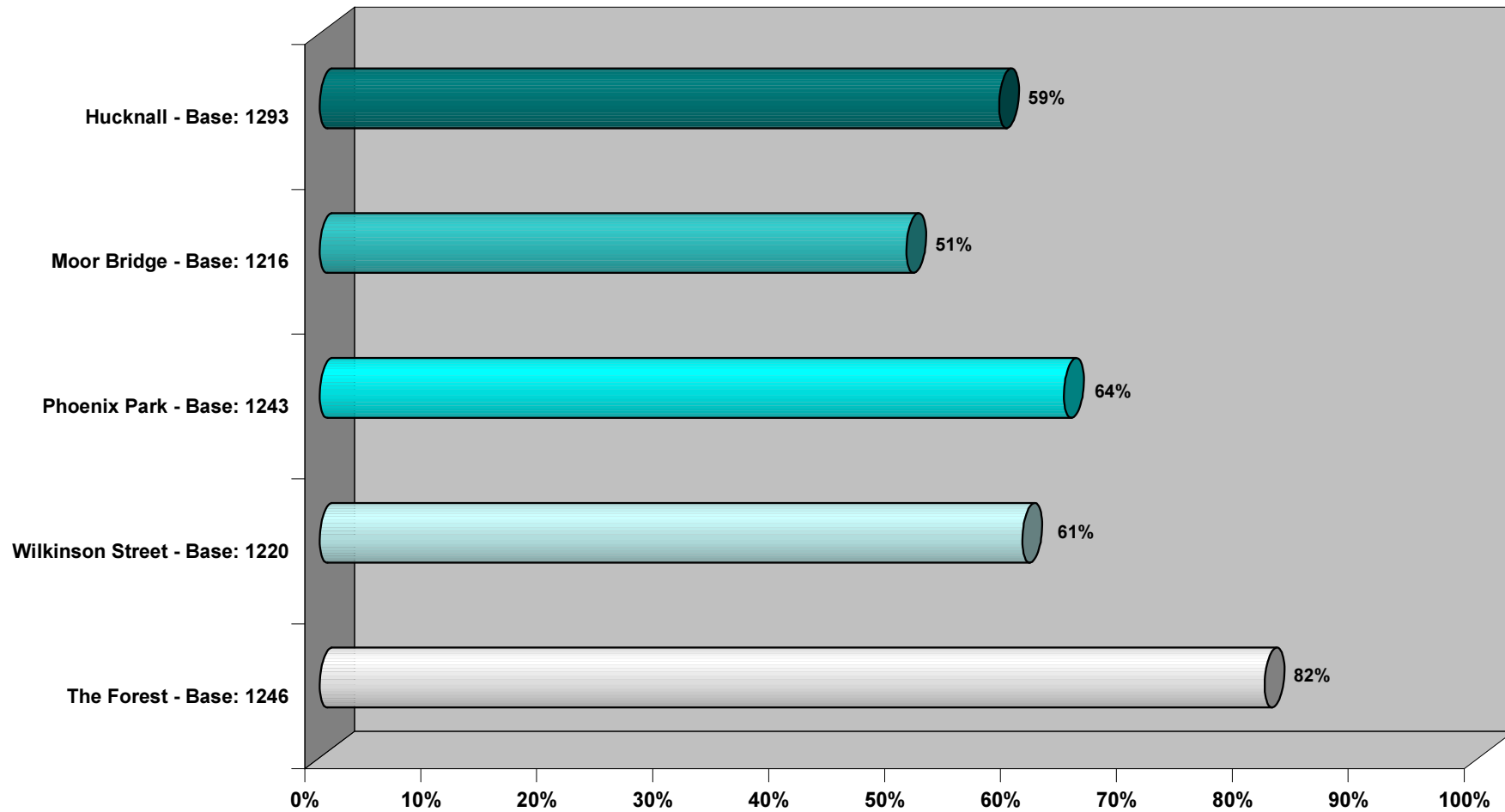


* Use with CAUTION - breakdowns may not be shown - SMALL BASE.

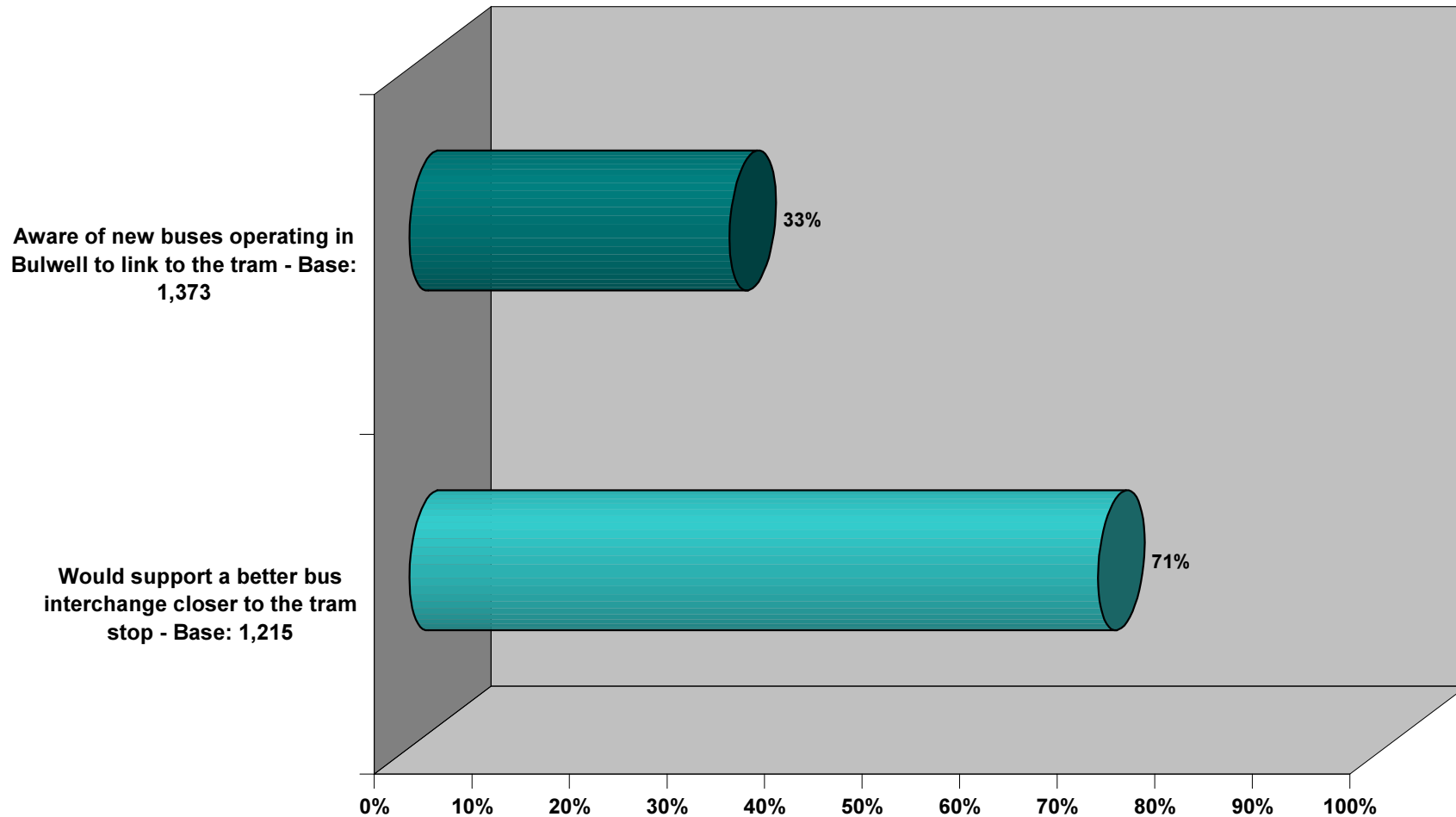
Q11/Q12. Rating of NET customer services



Q13. Know how to get to the Park & Ride site by road

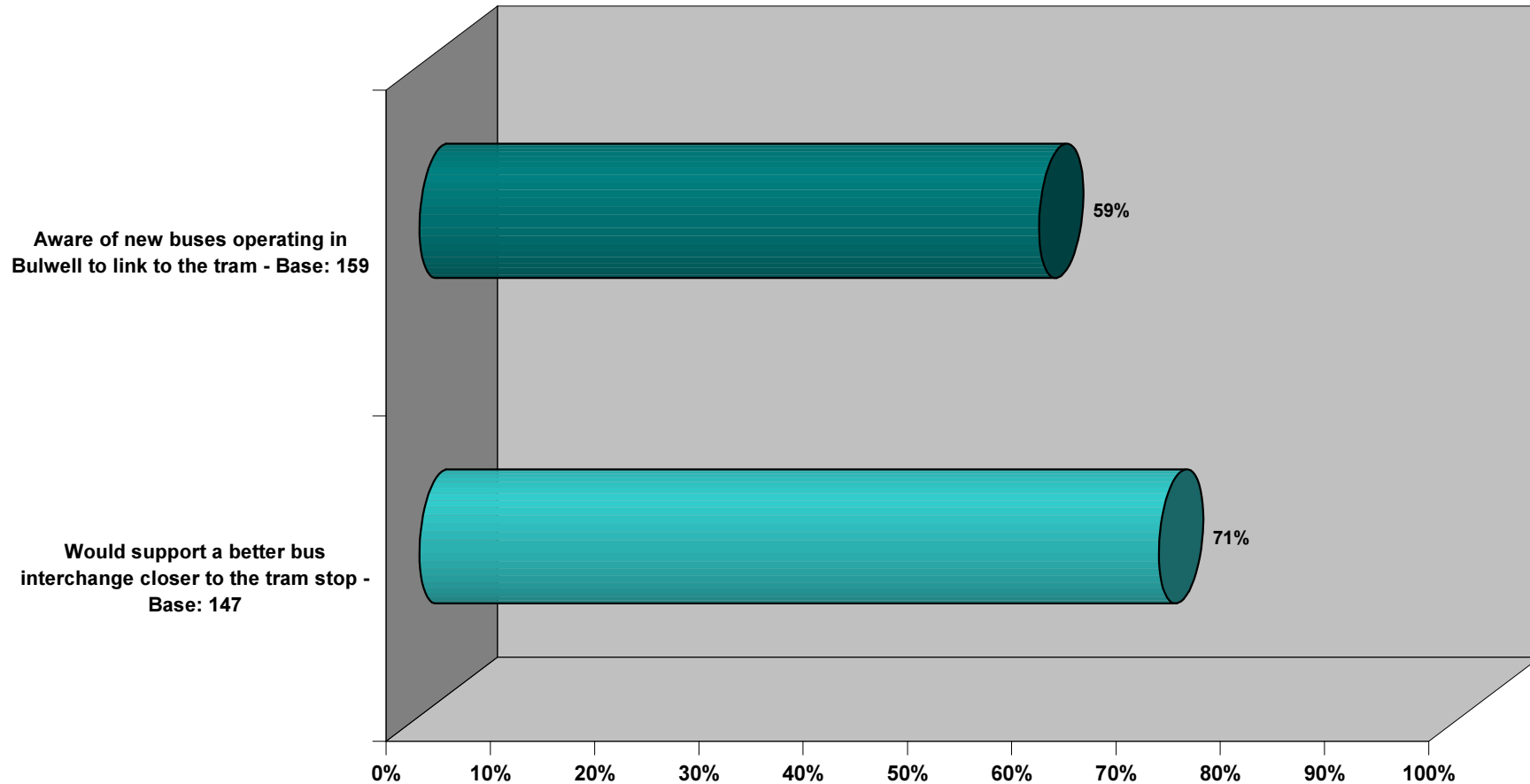


Q14/Q15. Aware of new buses operating in Bulwell to link to the tram and support for a better interchange

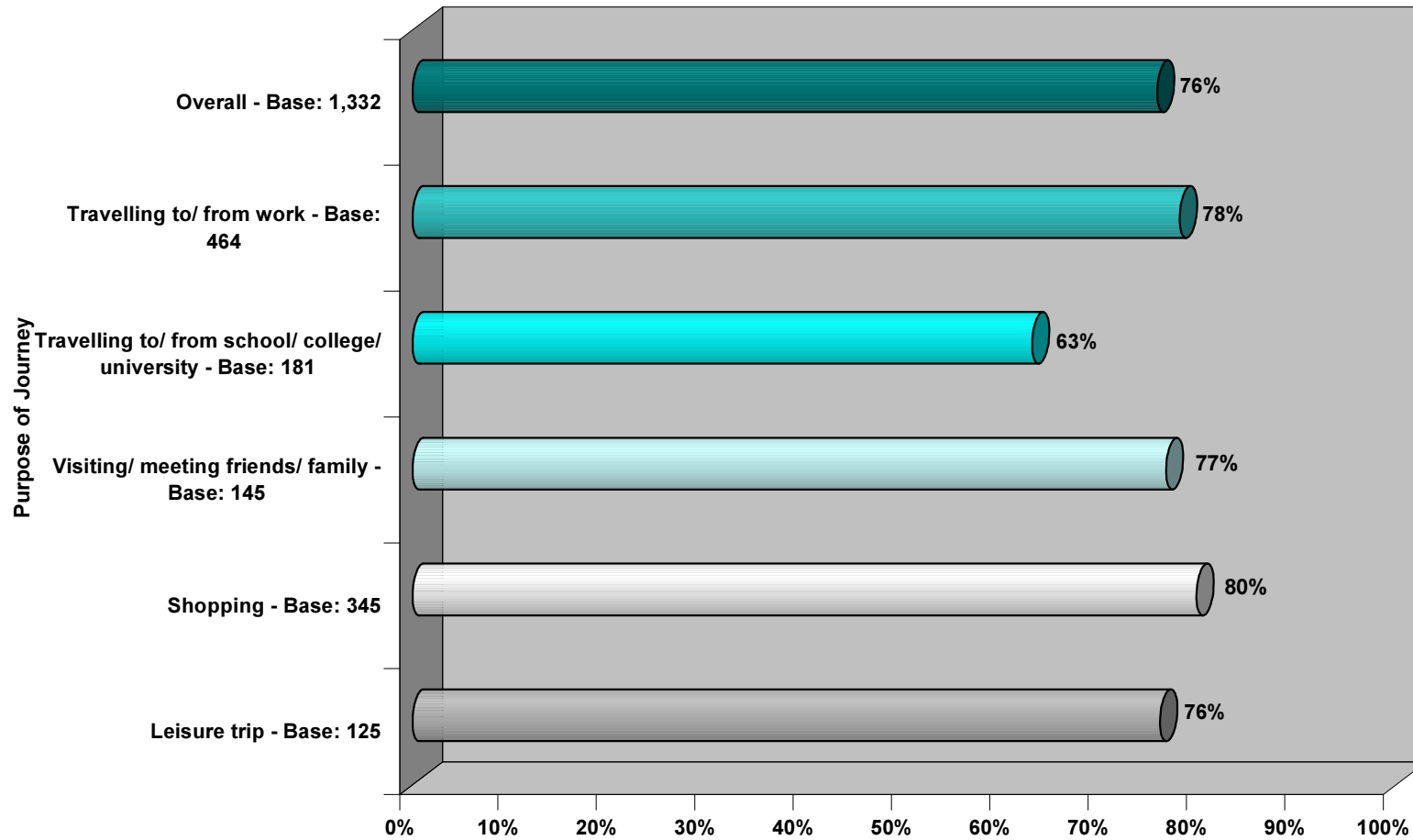


Q14/Q15. Aware of new buses operating in Bulwell to link to the tram and support for a better interchange

Bulwell residents only

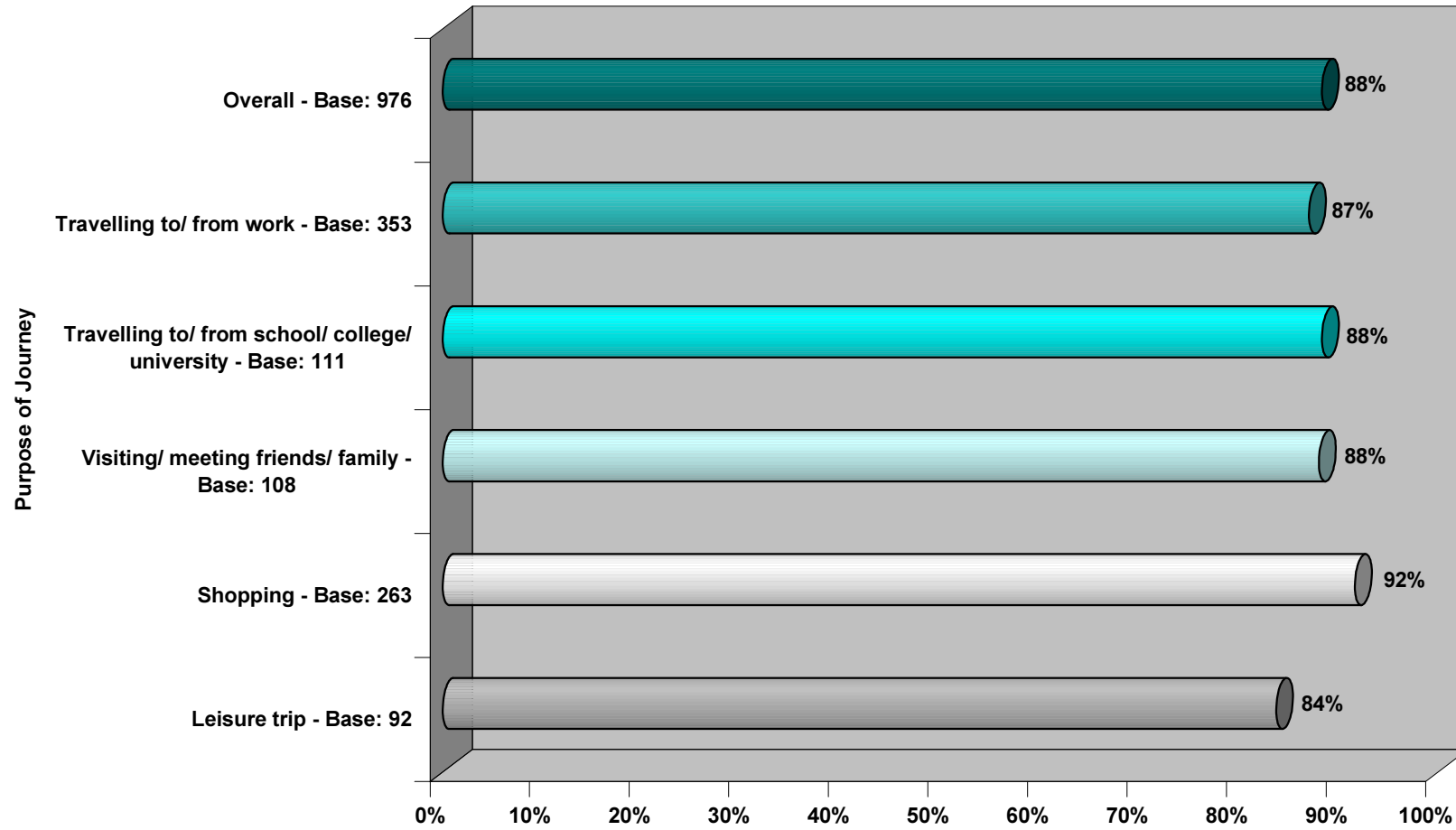


**Q16. Remember seeing NET advertising/ promotion at time of system launch
By Q1. Main purpose of Journey**



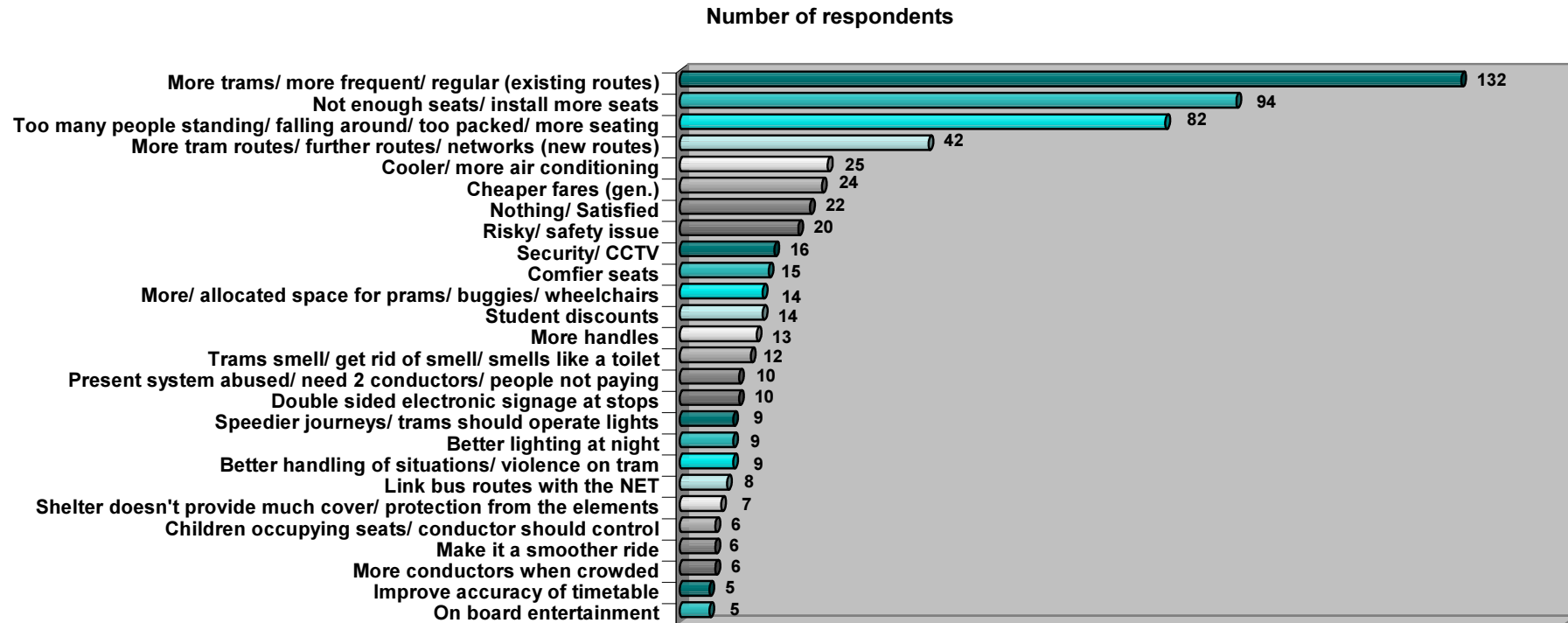
Note: Bases are too low to show for Taking/ collecting child/ children, Onward Journey e.g. connect to train/airport and Other journey purpose.

**Q17. The advertising/ promotion helped to make you aware of the system and its benefits By
Q1. Main purpose of Journey**



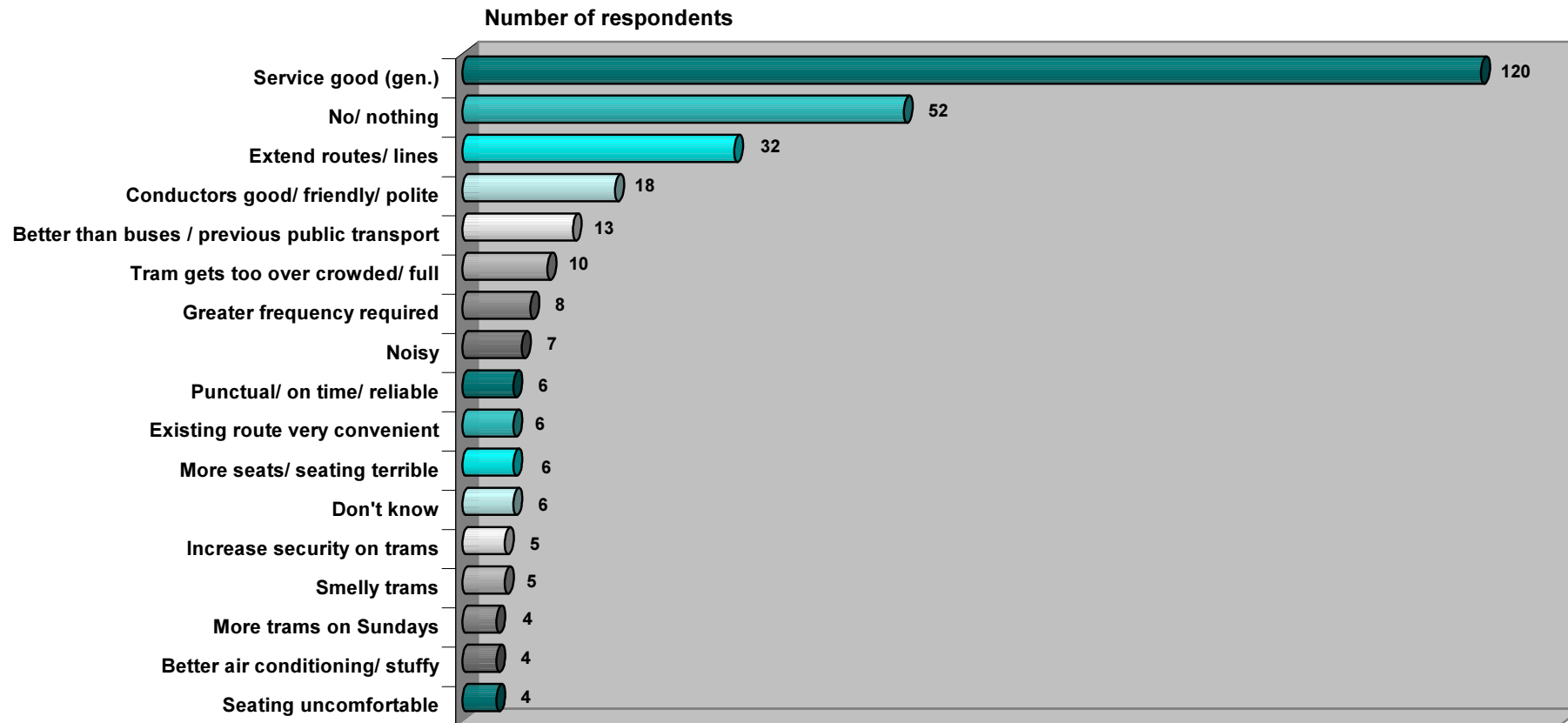
Bases: All those who recall advertising/promotion at launch.

Q18. If there is one improvement you would like NET to make - Top Mentioned Improvements (5+ mentions)



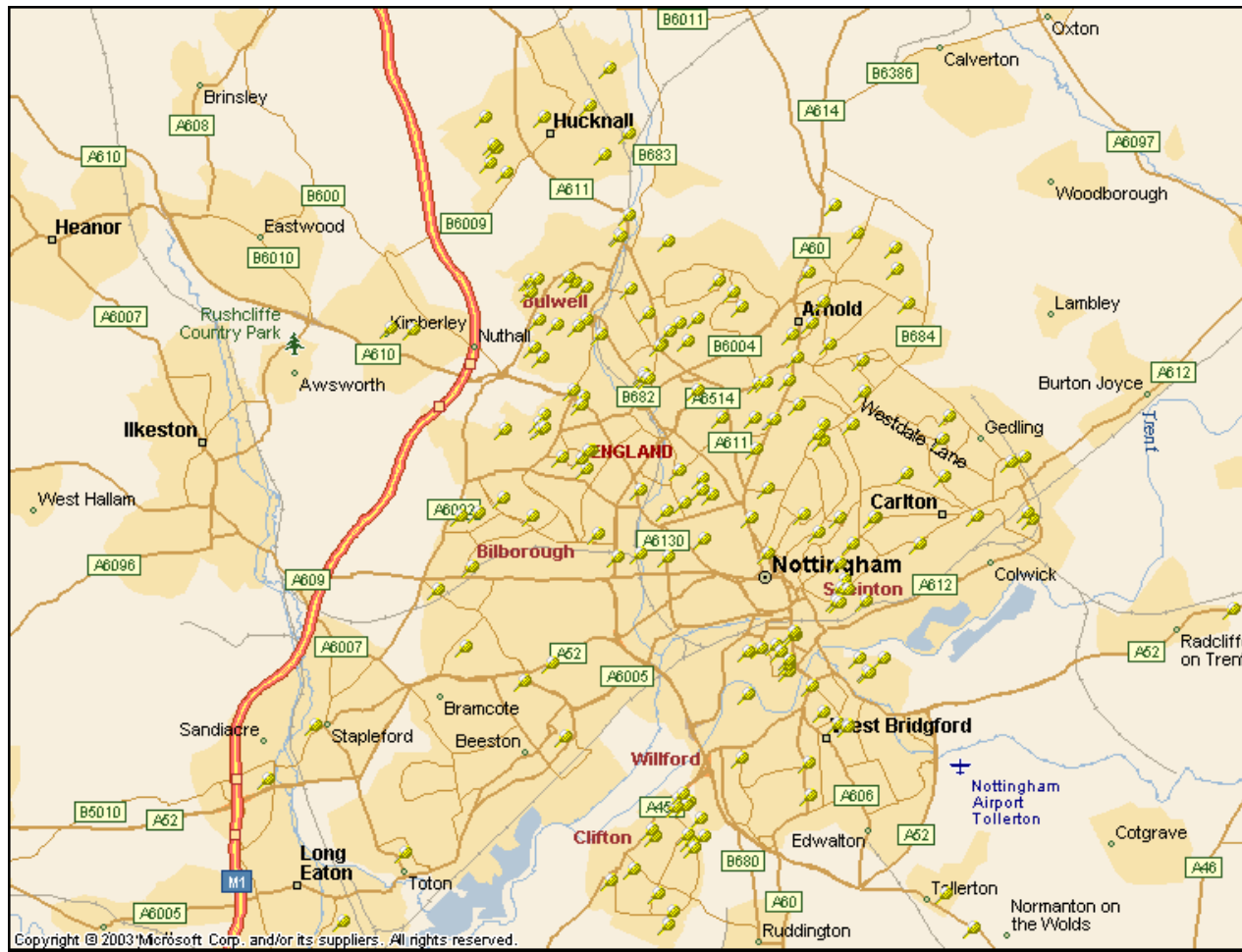
Base: 541 - All respondents who commented.

Q19. Are there any other comments you would like to make about the trams or the local tram service - Top Mentioned Comments (4+ mentions)








Base: 328- All respondents who commented.

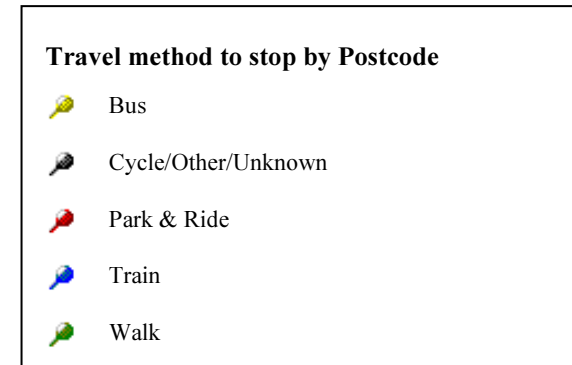
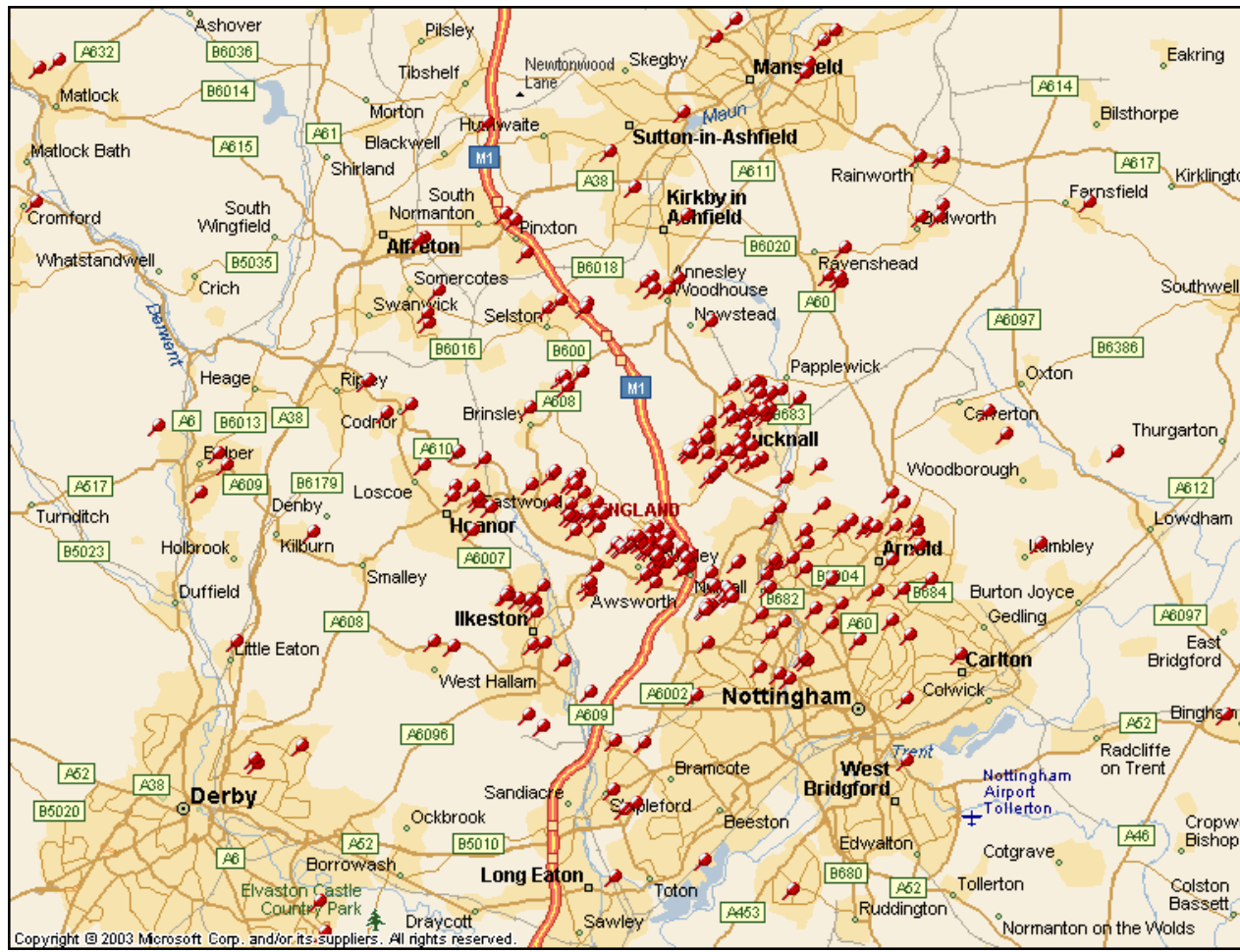
Resident postcode of Nottinghamshire travellers by travel method to stop - Bus



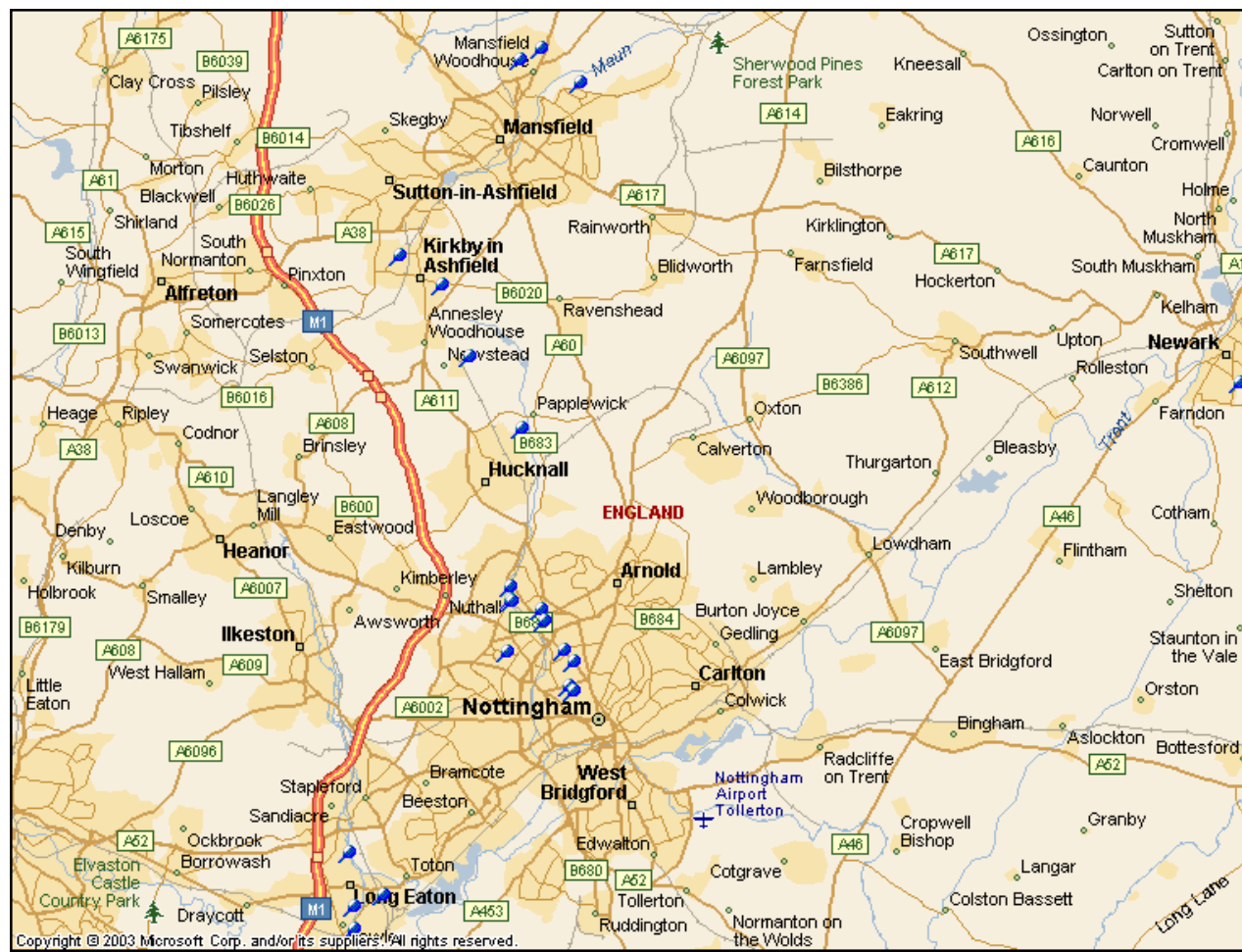
Travel method to stop by Postcode

-  Bus
-  Cycle/Other/Unknown
-  Park & Ride
-  Train
-  Walk

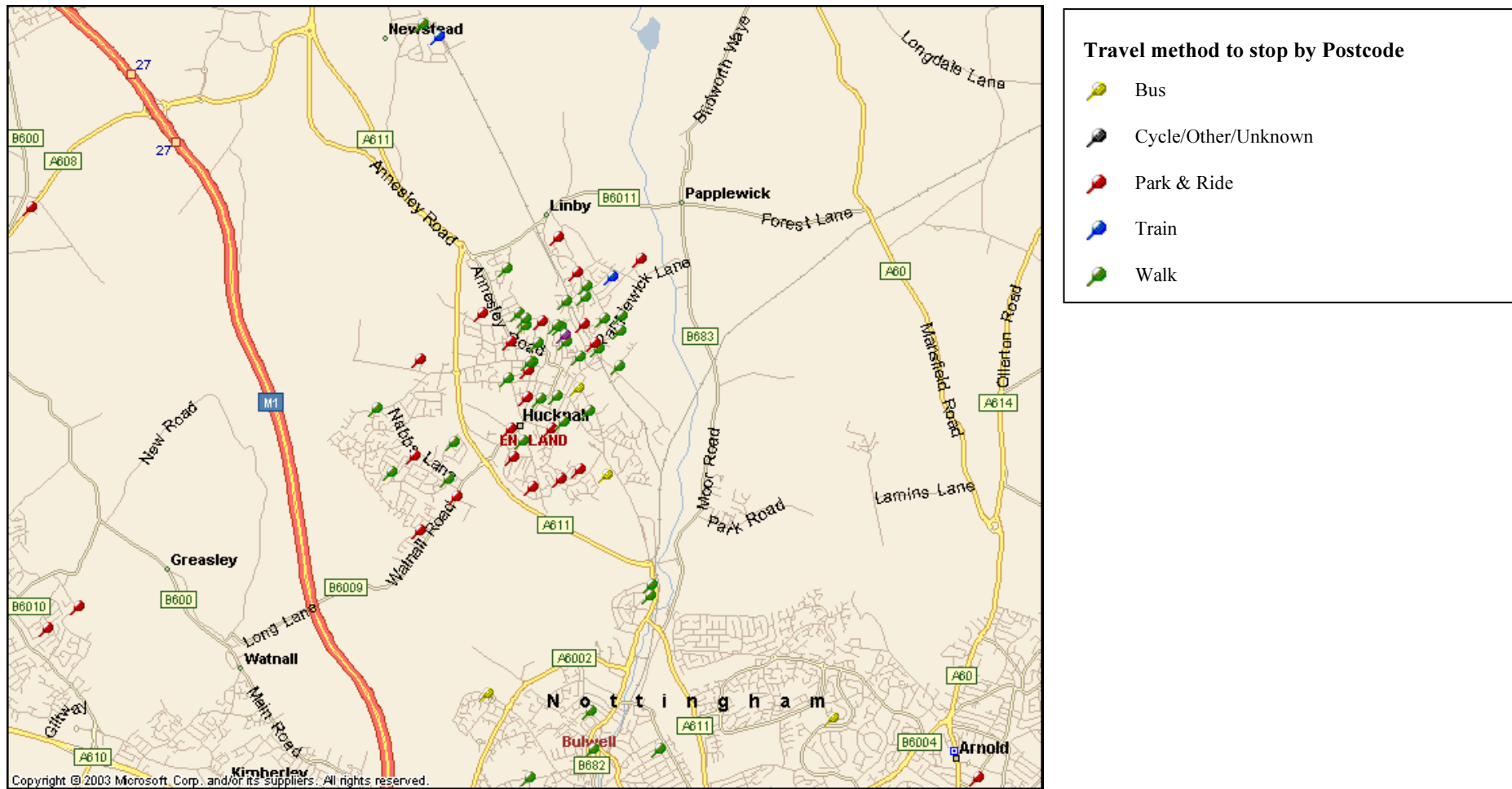
Resident postcode of Nottinghamshire travellers by travel method to stop – Park & Ride



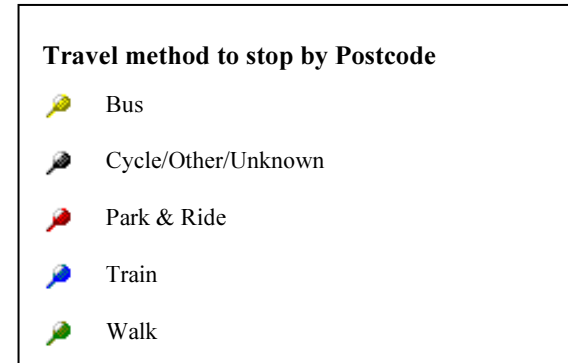
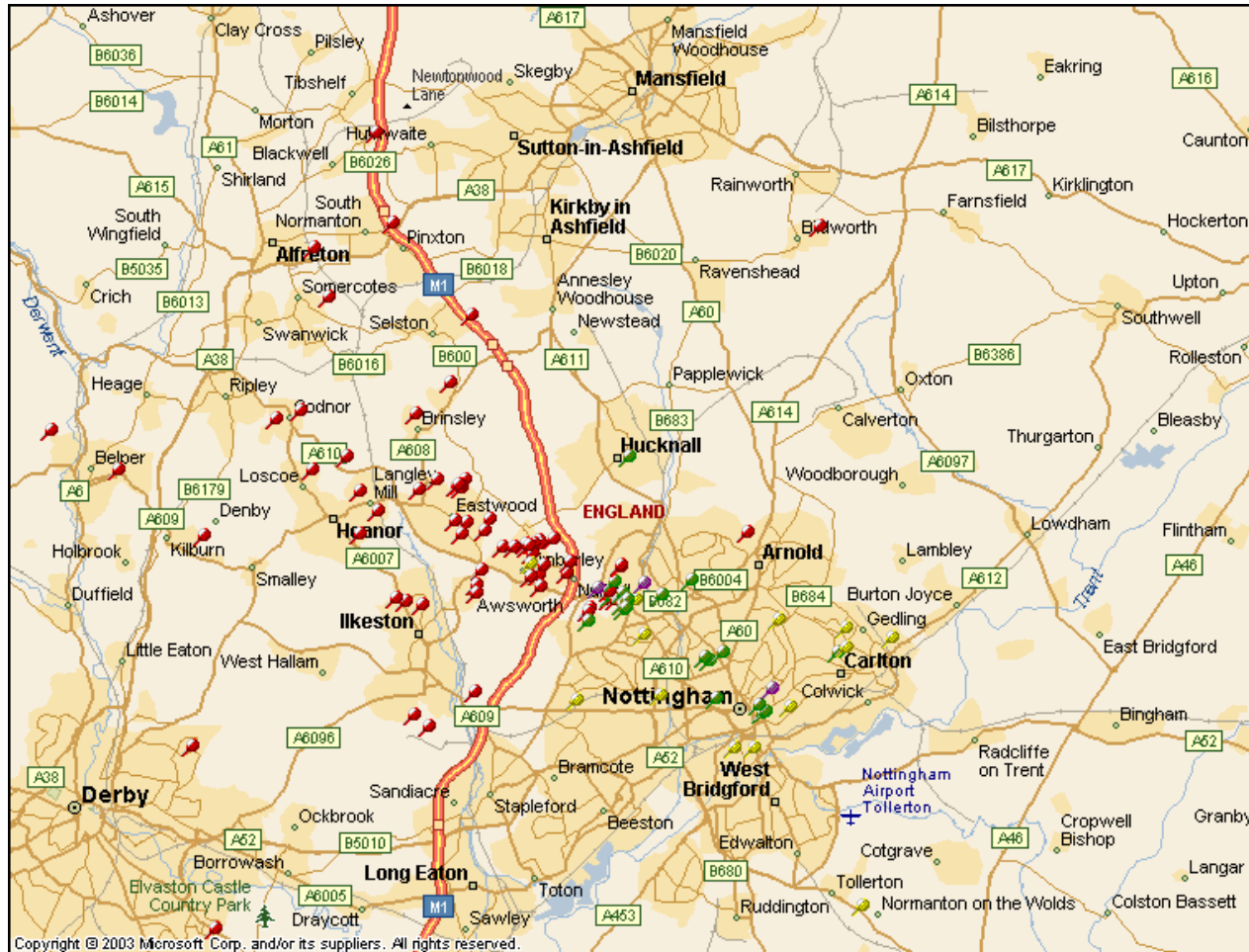
Resident postcode of Nottinghamshire travellers by travel method to stop – Train



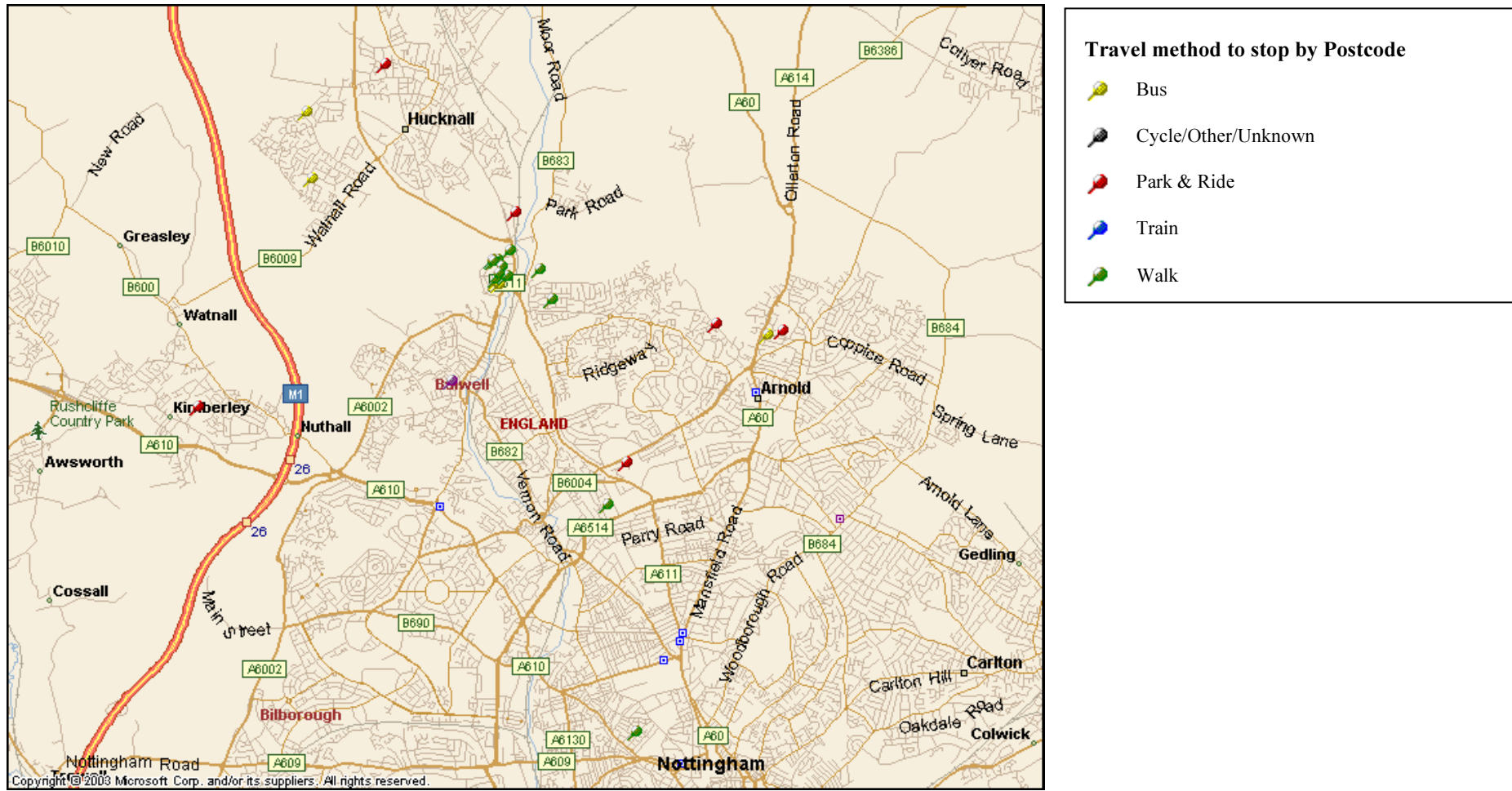
Resident postcode of boarders at Hucknall by travel method to stop



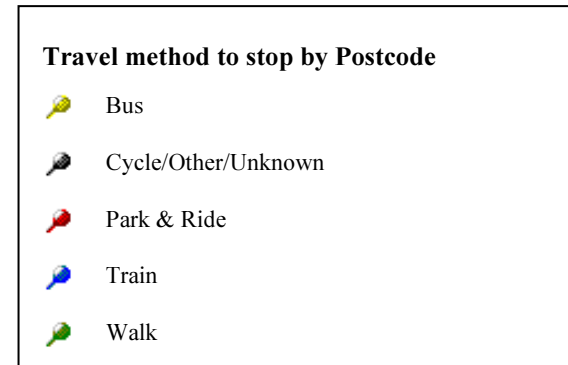
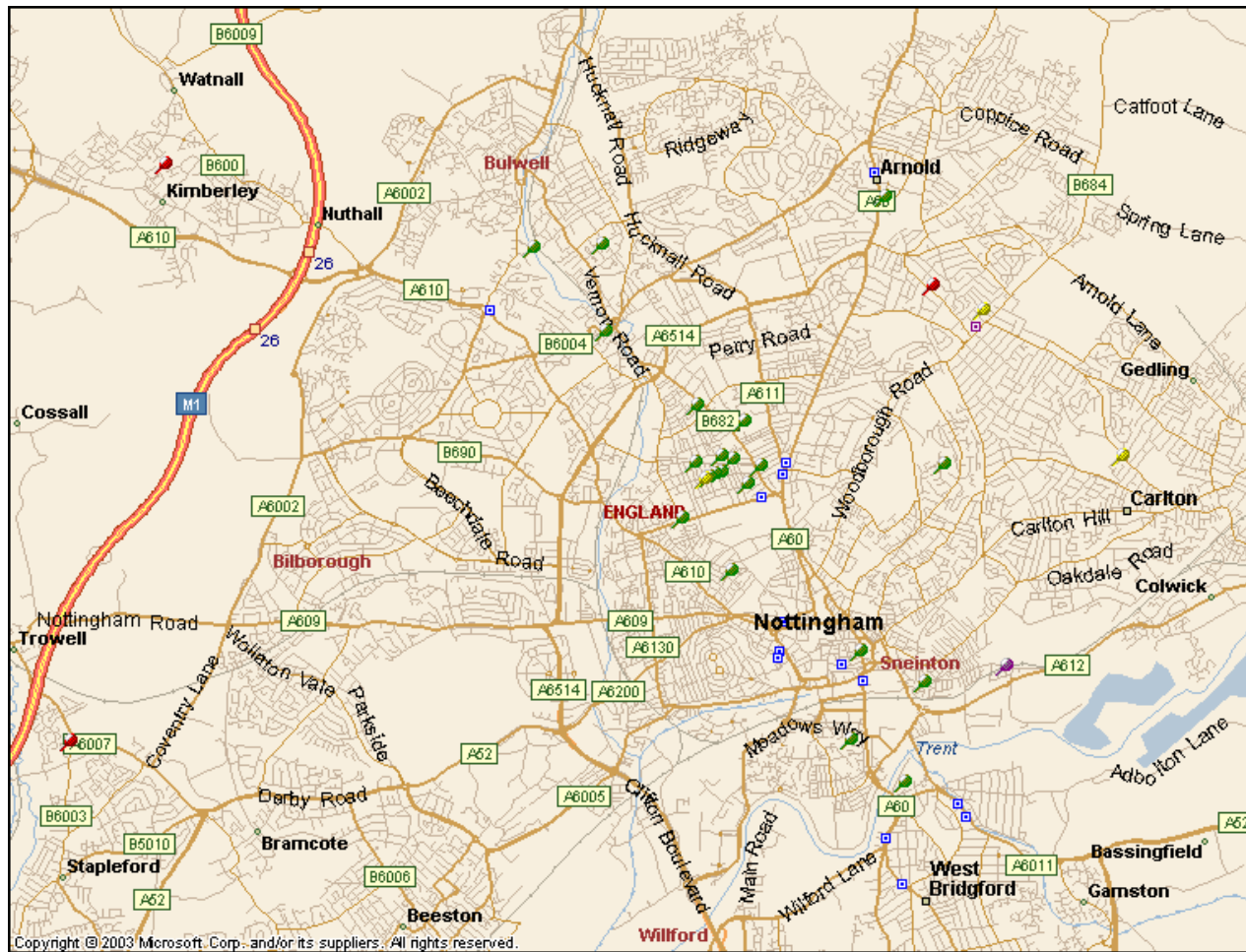
Resident postcode of boarders at Phoenix Park by travel method to stop



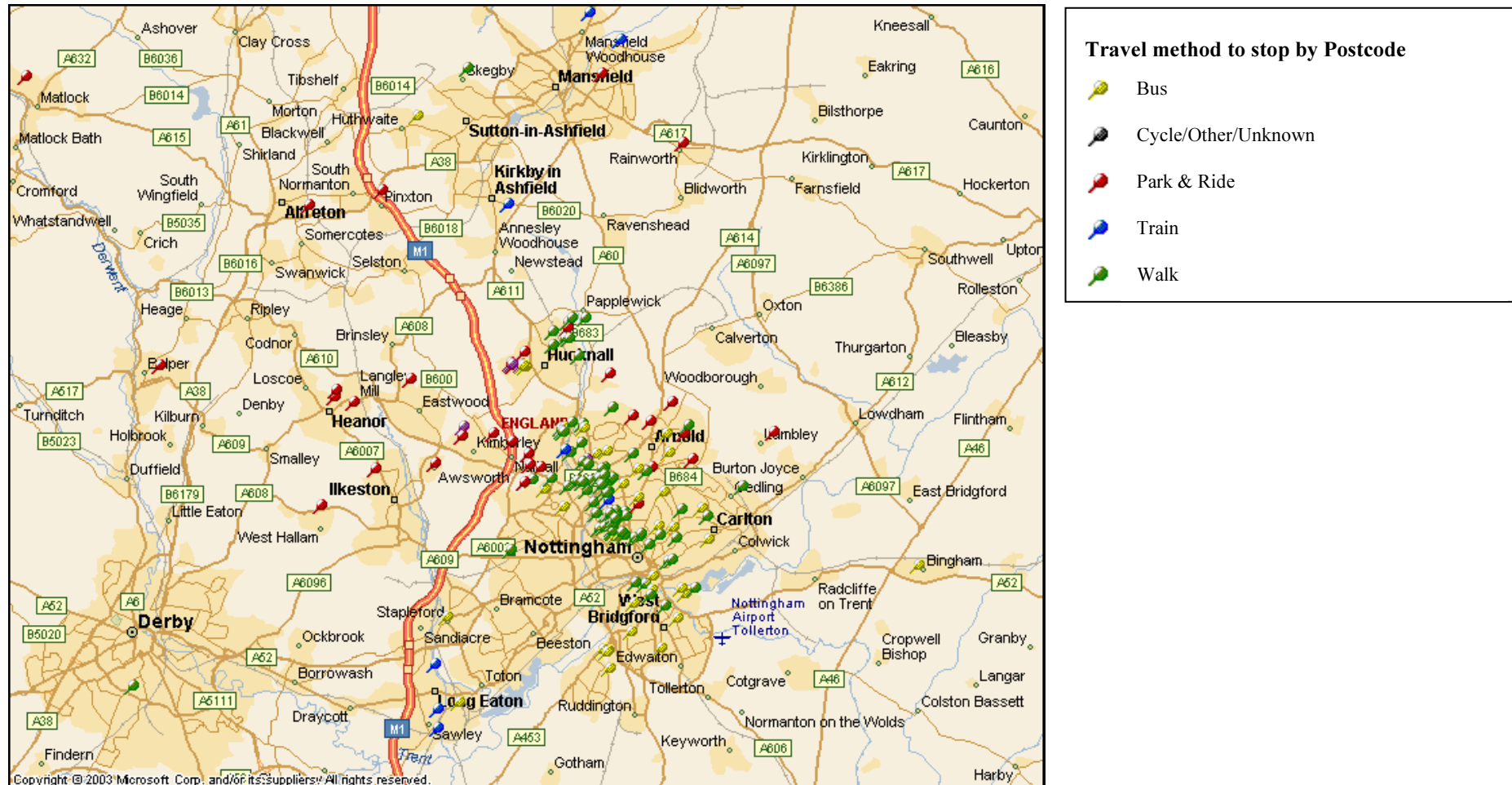
Resident postcode of boarders at Moor Bridge by travel method to stop



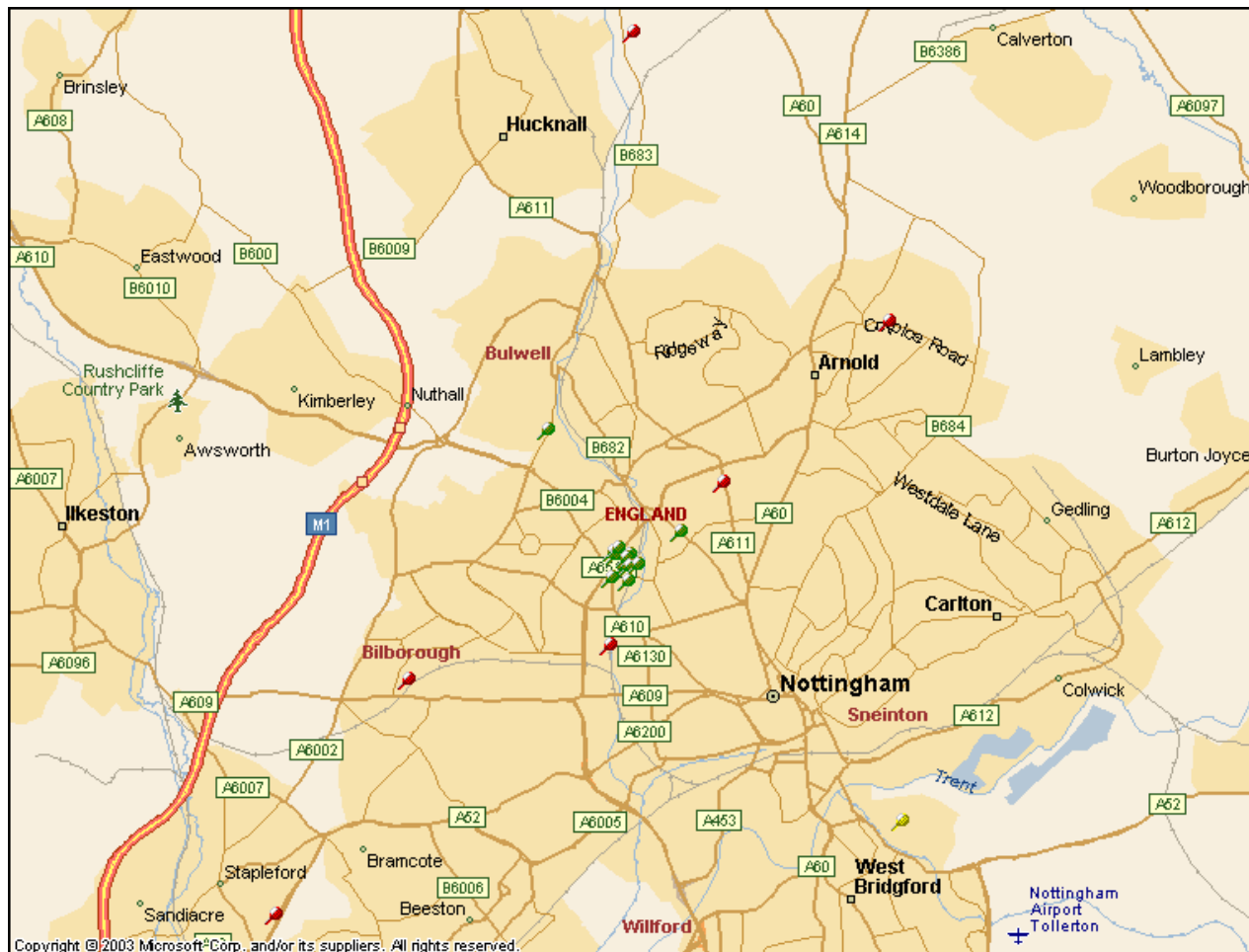
Resident postcode of boarders at The Forest by travel method to stop



Resident postcode of boarders at Station Street by travel method to stop



Resident postcode of boarders at Wilkinson Street by travel method to stop



Travel method to stop by Postcode

- Bus
- Cycle/Other/Unknown
- Park & Ride
- Train
- Walk

Mosaic Classification Profile Comparisons by Tram User Type/Frequency**Mosaic Classification - All Tram Users****Mosaic Groups**

Base	1050
A Symbols of Success	28 2.7%
B Happy Families	101 9.6%
C Suburban Comfort	113 10.8%
D Ties of Community	306 29.1%
E Urban Intelligence	116 11.0%
F Welfare Borderline	103 9.8%
G Municipal Dependency	148 14.1%
H Blue Collar Enterprise	82 7.8%
I Twilight Subsistence	22 2.1%
J Grey Perspectives	26 2.5%
K Rural Isolation	5 0.5%

Mosaic Types - Most Prevalent

Base	1050
D24 Coronation Street	104 9.9%
D23 Industrial Grit	93 8.9%
F37 Upper Floor Families	73 7.0%
G41 Families on Benefits	68 6.5%
D22 Affluent Blue Collar	66 6.3%
E33 Town Gown Transition	55 5.2%
G42 Low Horizons	51 4.9%
C16 Conservative Values	44 4.2%
C15 Close to Retirement	32 3.0%
H44 Rustbelt Resilience	30 2.9%

Mosaic Types - Least Prevalent

Base	1050
K58 Greenbelt Guardians	3 0.3%
F36 Metro Multiculture	2 0.2%
F38 Tower Block Living	2 0.2%
A01 Global Connections	1 0.1%
A03 Corporate Chieftains	1 0.1%
E29 City Adventurers	1 0.1%
J52 Childfree Serenity	1 0.1%
K59 Parochial Villagers	1 0.1%
K61 Upland Hill Farmers	1 0.1%
I48 Old People in Flats	- -

Mosaic Classification - Users 5+ times a week**Mosaic Groups**

Base	369
A Symbols of Success	7 1.9%
B Happy Families	39 10.6%
C Suburban Comfort	20 5.4%
D Ties of Community	127 34.4%
E Urban Intelligence	47 12.7%
F Welfare Borderline	51 13.8%
G Municipal Dependency	45 12.2%
H Blue Collar Enterprise	20 5.4%
I Twilight Subsistence	8 2.2%
J Grey Perspectives	4 1.1%
K Rural Isolation	1 0.3%

Mosaic Types - Most Prevalent

Base	369
D24 Coronation Street	45 12.2%
F37 Upper Floor Families	37 10.0%
D23 Industrial Grit	34 9.2%
E33 Town Gown Transition	24 6.5%
D22 Affluent Blue Collar	23 6.2%
G41 Families on Benefits	19 5.1%
G42 Low Horizons	17 4.6%
E34 University Challenge	16 4.3%
B13 Burdened Optimists	12 3.3%
D21 Respectable Rows	9 2.4%
G43 Ex-industrial Legacy	9 2.4%

Mosaic Types - Least Prevalent

Base	369
A01 Global Connections	-
A03 Corporate Chieftains	-
A04 Golden Empty Nesters	-
A05 Provincial Privilege	-
E29 City Adventurers	-
E30 New Urban Colonists	-
F38 Tower Block Living	-
I48 Old People in Flats	-
J53 High Spending Elders	-
J54 Bungalow Retirement	-
K59 Parochial Villagers	-
K61 Upland Hill Farmers	-

Mosaic Classification - Users 3-4 times a week

Mosaic Groups		Mosaic Types - Most Prevalent		Mosaic Types - Least Prevalent	
Base	212	Base	212	Base	212
A Symbols of Success	7 3.3%	D24 Coronation Street	31 14.6%	A01 Global Connections	-
B Happy Families	13 6.1%	D23 Industrial Grit	20 9.4%	A04 Golden Empty Nesters	-
C Suburban Comfort	22 10.4%	F37 Upper Floor Families	16 7.5%	A07 Semi-Rural Seclusion	-
D Ties of Community	68 32.1%	G41 Families on Benefits	14 6.6%	B09 Fledgling Nurseries	-
E Urban Intelligence	21 9.9%	C16 Conservative Values	12 5.7%	D25 Town Centre Refuge	-
F Welfare Borderline	22 10.4%	D22 Affluent Blue Collar	11 5.2%	D26 South Asian Industry	-
G Municipal Dependency	29 13.7%	E33 Town Gown Transition	11 5.2%	E29 City Adventurers	-
H Blue Collar Enterprise	18 8.5%	H47 New Town Materialism	10 4.7%	E30 New Urban Colonists	-
I Twilight Subsistence	5 2.4%	G42 Low Horizons	9 4.2%	F36 Metro Multiculture	-
J Grey Perspectives	7 3.3%	E31 Caring Professionals	6 2.8%	F38 Tower Block Living	-
K Rural Isolation	-	G43 Ex-industrial Legacy	6 2.8%	H46 White Van Culture	-

I48 Old People in Flats	-
J52 Childfree Serenity	-
K58 Greenbelt Guardians	-
K59 Parochial Villagers	-
K61 Upland Hill Farmers	-

Mosaic Classification - Users 1-2 times a week

Mosaic Groups		Mosaic Types - Most Prevalent		Mosaic Types - Least Prevalent	
Base	244	Base	244	Base	244
A Symbols of Success	5 2.0%	G41 Families on Benefits	22 9.0%	K58 Greenbelt Guardians	1 0.4%
B Happy Families	19 7.8%	D23 Industrial Grit	21 8.6%	A03 Corporate Chieftains	-
C Suburban Comfort	33 13.5%	G42 Low Horizons	19 7.8%	A04 Golden Empty Nesters	-
D Ties of Community	63 25.8%	D22 Affluent Blue Collar	16 6.6%	C18 Sprawling Subtopia	-
E Urban Intelligence	25 10.2%	D24 Coronation Street	16 6.6%	E29 City Adventurers	-
F Welfare Borderline	18 7.4%	C16 Conservative Values	13 5.3%	F36 Metro Multiculture	-
G Municipal Dependency	51 20.9%	F37 Upper Floor Families	13 5.3%	I48 Old People in Flats	-
H Blue Collar Enterprise	17 7.0%	E33 Town Gown Transition	12 4.9%	J52 Childfree Serenity	-
I Twilight Subsistence	3 1.2%	C15 Close to Retirement	10 4.1%	K59 Parochial Villagers	-
J Grey Perspectives	9 3.7%	G43 Ex-industrial Legacy	10 4.1%	K61 Upland Hill Farmers	-
K Rural Isolation	1 0.4%				-

Mosaic Classification - Users less than once a week

Mosaic Groups		Mosaic Types - Most Prevalent		Mosaic Types - Least Prevalent	
Base	128	Base	128	Base	128
A Symbols of Success	4 3.1%	D22 Affluent Blue Collar	15 11.7%	A01 Global Connections	-
B Happy Families	17 13.3%	D23 Industrial Grit	12 9.4%	A03 Corporate Chieftains	-
C Suburban Comfort	20 15.6%	H44 Rustbelt Resilience	8 6.3%	A05 Provincial Privilege	-
D Ties of Community	34 26.6%	C15 Close to Retirement	7 5.5%	A07 Semi-Rural Seclusion	-
E Urban Intelligence	10 7.8%	C16 Conservative Values	7 5.5%	B13 Burdened Optimists	-
F Welfare Borderline	4 3.1%	G41 Families on Benefits	7 5.5%	C19 Original Suburbs	-
G Municipal Dependency	12 9.4%	B11 Families Making Good	6 4.7%	C20 Asian Enterprise	-
H Blue Collar Enterprise	16 12.5%	C17 Small Time Business	5 3.9%	D25 Town Centre Refuge	-
I Twilight Subsistence	5 3.9%	D24 Coronation Street	5 3.9%	D26 South Asian Industry	-
J Grey Perspectives	5 3.9%	H45 Older Right to Buy	5 3.9%	D27 Settled Minorities	-
K Rural Isolation	1 0.8%			E29 City Adventurers	-

E30	New Urban	-
Colonists		-
E32	Dinky	-
Developments		-
F35	Bedsit Beneficiaries	-
F36	Metro Multiculture	-
F39	Dignified Dependency	-
I48	Old People in Flats	-
J52	Childfree Serenity	-
K58	Greenbelt Guardians	-
K61	Upland Hill Farmers	-

Mosaic Classification - Users less than once a month**Mosaic Groups**

Base	83
A Symbols of Success	5 6.0%
B Happy Families	13 15.7%
C Suburban Comfort	17 20.5%
D Ties of Community	11 13.3%
E Urban Intelligence	12 14.5%
F Welfare Borderline	6 7.2%
G Municipal Dependency	7 8.4%
H Blue Collar Enterprise	9 10.8%
I Twilight Subsistence	- -
J Grey Perspectives	1 1.2%
K Rural Isolation	2 2.4%

Mosaic Types - Most Prevalent

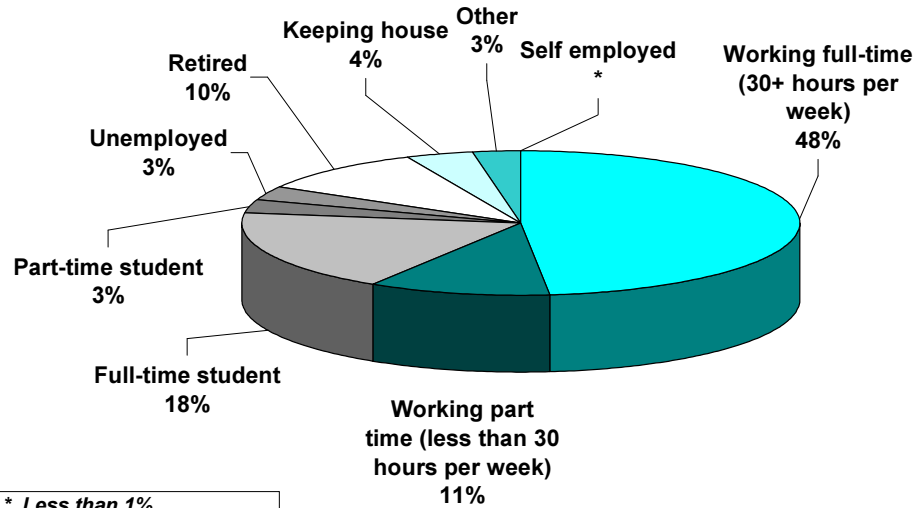
Base	83
C16 Conservative Values	7 8.4%
D23 Industrial Grit	6 7.2%
B13 Burdened Optimists	5 6.0%
C17 Small Time Business	4 4.8%
D24 Coronation Street	4 4.8%
H44 Rustbelt Resilience	4 4.8%
H47 New Town Materialism	4 4.8%
A04 Golden Empty Nesters	3 3.6%
C15 Close to Retirement	3 3.6%
E33 Town Gown Transition	3 3.6%
G41 Families on Benefits	3 3.6%

Mosaic Types - Least Prevalent

Base	83
A01 Global Connections	-
A03 Corporate Chieftains	-
A06 High Technologists	-
B10 Upscale New Owners	-
C18 Sprawling Subtopia	-
D21 Respectable Rows	-
D25 Town Centre Refuge	-
D26 South Asian Industry	-
D27 Settled Minorities	-
F38 Tower Block Living	-
H46 White Van Culture	-
I48 Old People in Flats	-

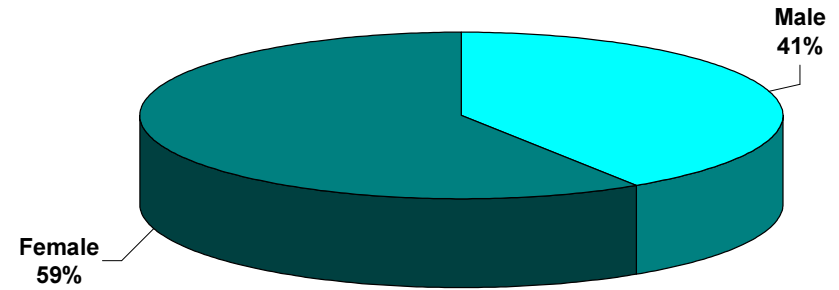
I49 Low Income Elderly	-
	-
I50 Cared for Pensioners	-
	-
J52 Childfree Serenity	-
	-
J54 Bungalow Retirement	-
	-
J55 Small Town Seniors	-
	-
K59 Parochial Villagers	-
	-

Q20. The Sample/Customer Base - Working Status



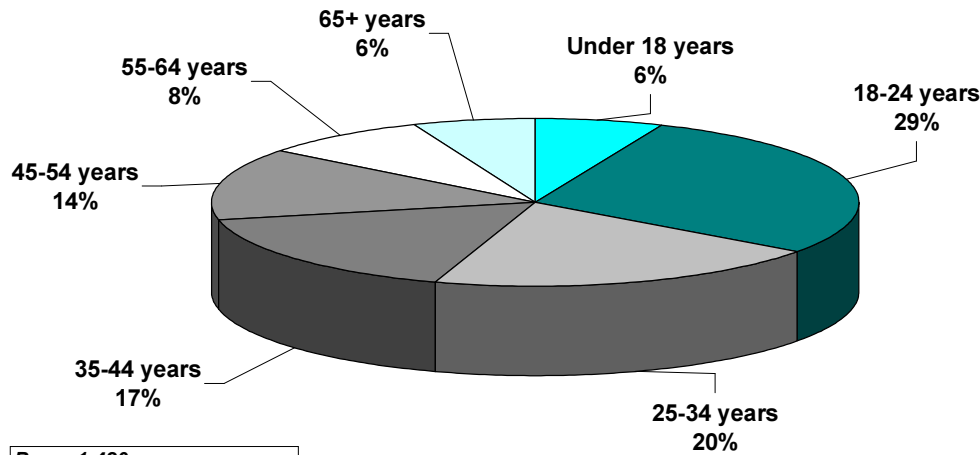
* Less than 1%.
Base: 1,408

Q21. The Sample/Customer Base - Gender



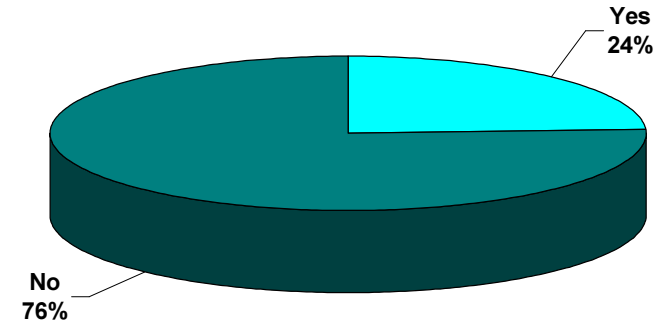
Base: 1,411

Q22. The Sample/Customer Base - Age Group



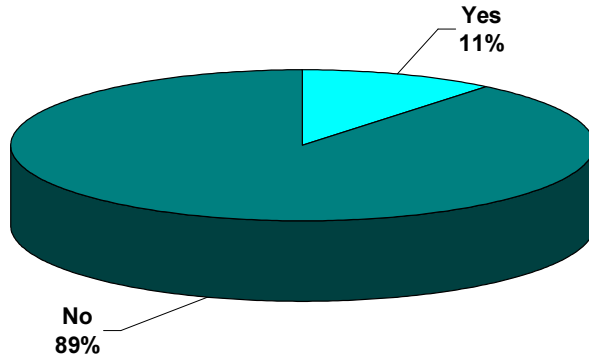
Base: 1,429

Q23. The Sample/Customer Base - Have children under 16 years



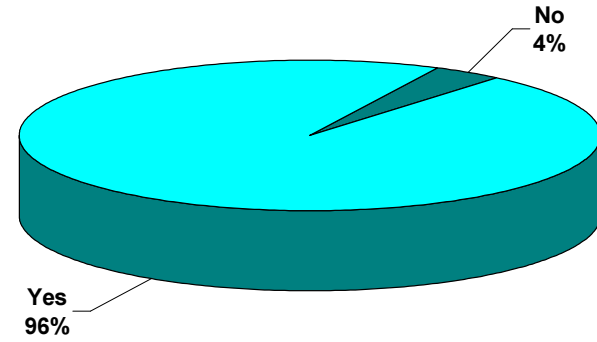
Base: 1,407

Q24. The Sample/Customer Base - Have a long term health problem or disability



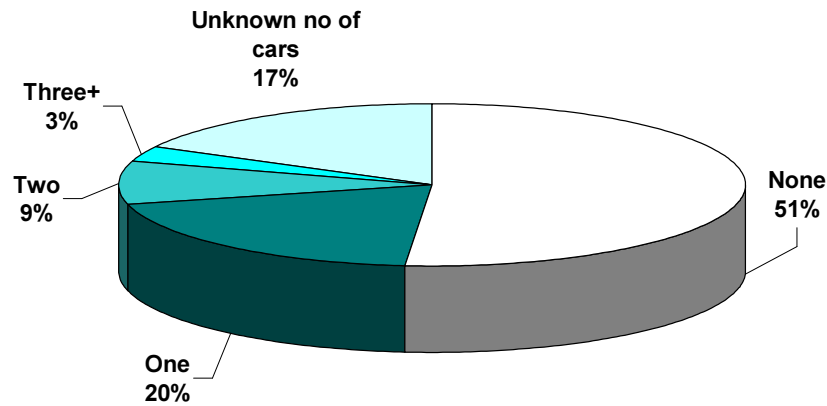
Base: 1,406

Q25. The Sample/Customer Base - Is English your main language



Base: 1,416

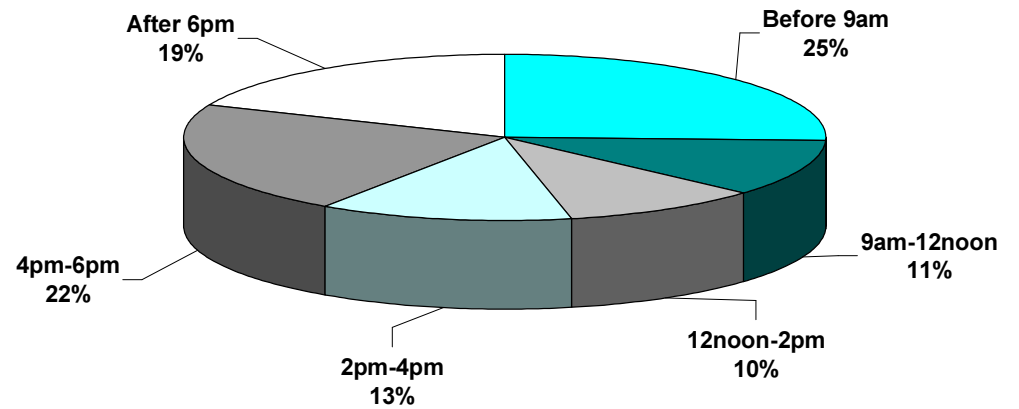
Q26. The Sample/Customer Base - Do you have the use of a car and how many as part of household



Average Number of Cars have use of/household = 1.50

Base: 1,626

Q27. The Sample/Customer Base - Time of Journey

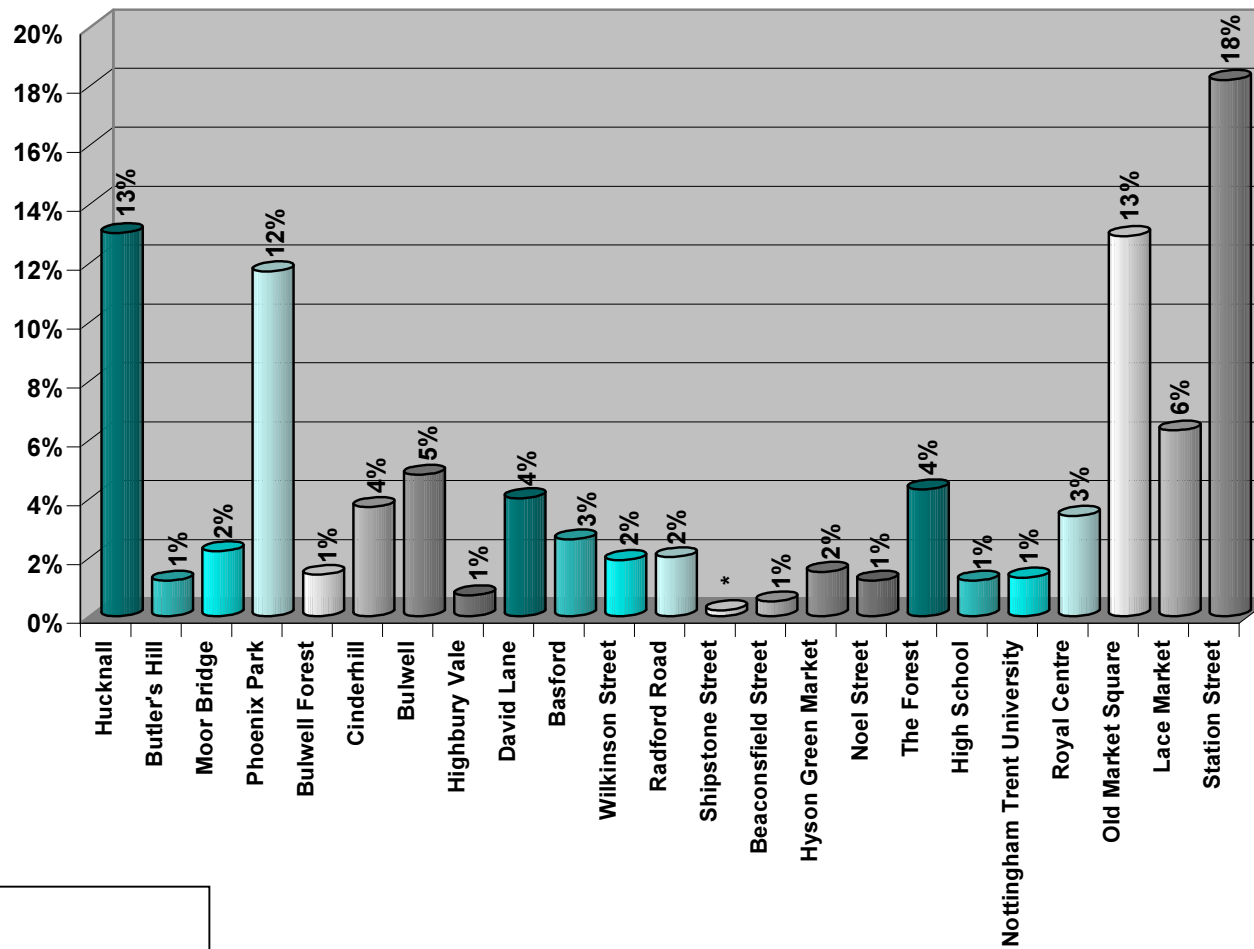


Base: 1,626

Q25. Other Languages where English is not the main language:

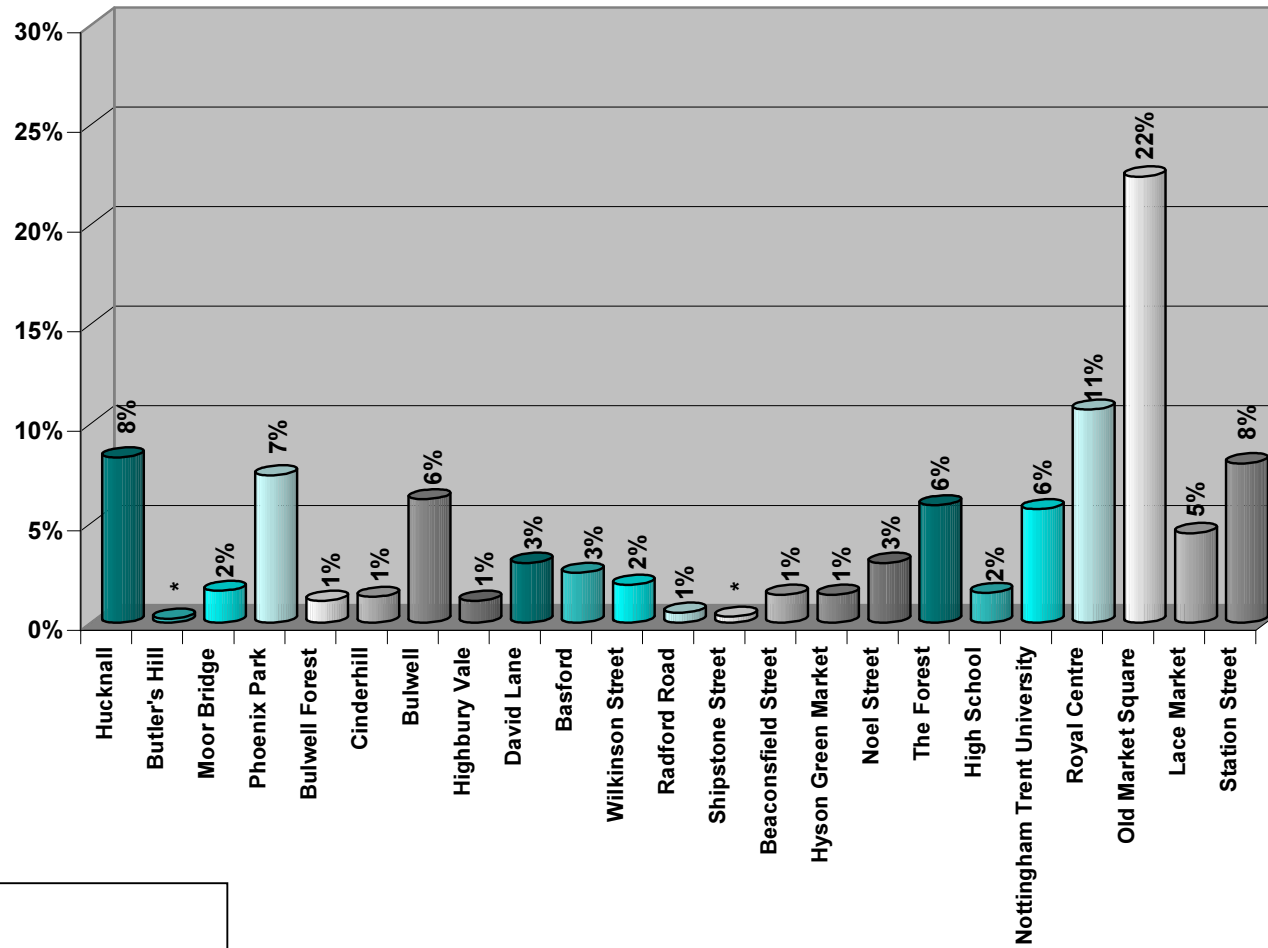
CHINESE	x3
CZECH	
FRENCH	x4
GERMAN	x4
GREEK	x2
HINDI	
UKRANIAN	
IRANIAN	
LITHUANIAN	
MALAYSIAN	x2
PHILIPINO	
POLISH	
PORTUGUESE	
PUNJABI	
RUSSIAN	
SHONA	
SPANISH	
SWEDISH	
URDU	x4

Q28. The Sample/Customer Base - Stop boarded the tram



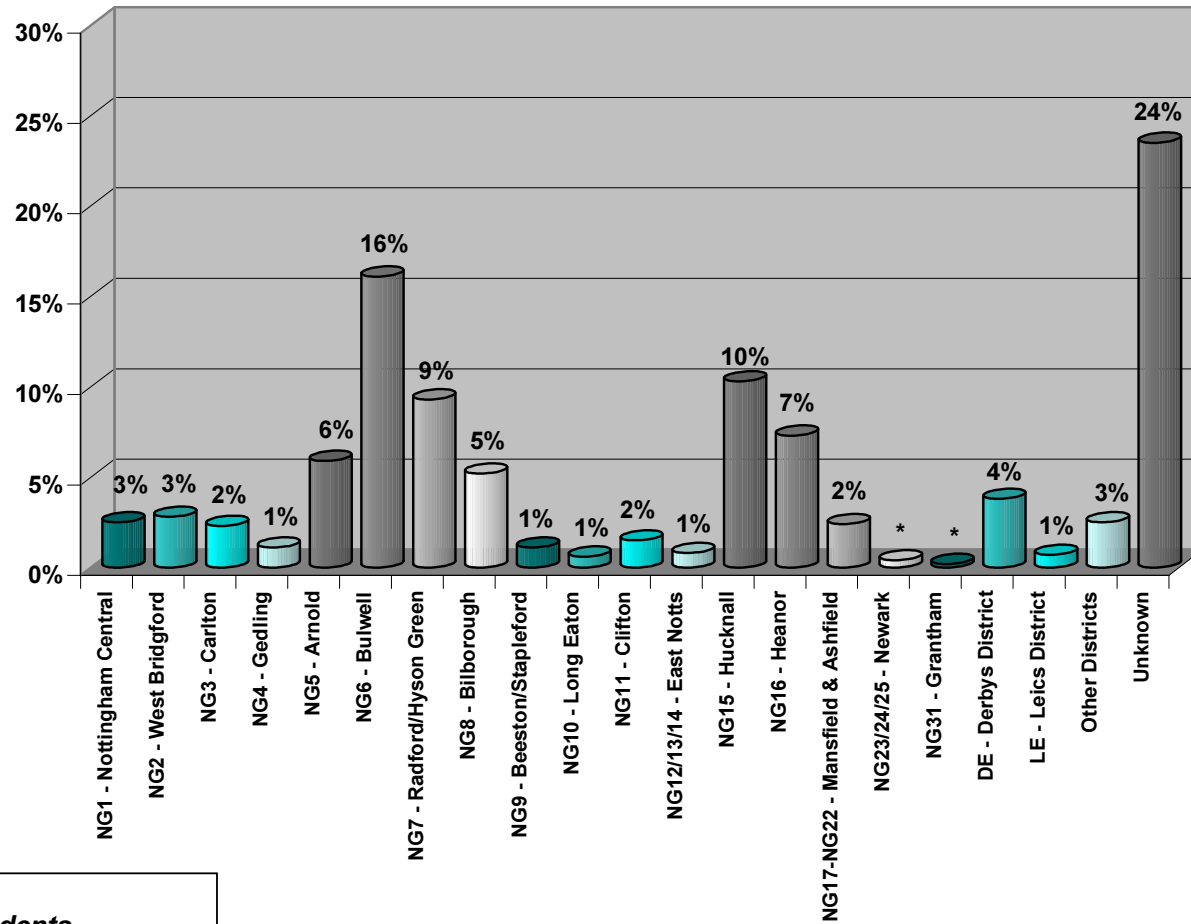
* Less than 1%.
Base: 1,328

Q29. The Sample/Customer Base - Stop exiting the tram



* Less than 1%.
Base: 1,307

Q30. The Sample/Customer Base - Resident Postcode Area



* Less than 1%.
Base: 1,626 - All respondents.