



- NET Tramlink
- Brand Tracker
- Report. November 2023



Method and sample

A 10-minute online survey of 1200 participants from areas that have traditionally seen commuting into Nottingham city centre. This provides statistically reliable data.

The sample included: 802 current users (67%) and 400 non-tram users (33%), and is representative in terms of gender, age and ethnicity.

The 1200 sample was split across the agreed postcode list.

Tram users tend to be those with no children or young families, working full time, travelling in and around Nottingham weekly.

18 to 34-year-olds working in the city (Core audience - 401 respondents)

- Significantly more likely to have used the trams in the last 6 months
- Significantly more likely to travel weekly
- Using tram for work
- Have no children
- C1C2
- Season and weekly ticket holders
- Purchase on app
- Most likely to change behaviour in next 3 months and use tram more
- Think tram is sociable
- Use social media and app for tram updates



Families traveling for leisure (Secondary, development audience – 298 respondents)

- Age 35 - 54
- Significantly more likely to travel monthly
- Using tram for leisure
- ABC1
- Purchase group tickets
- Purchase at machine
- Use the park and ride most

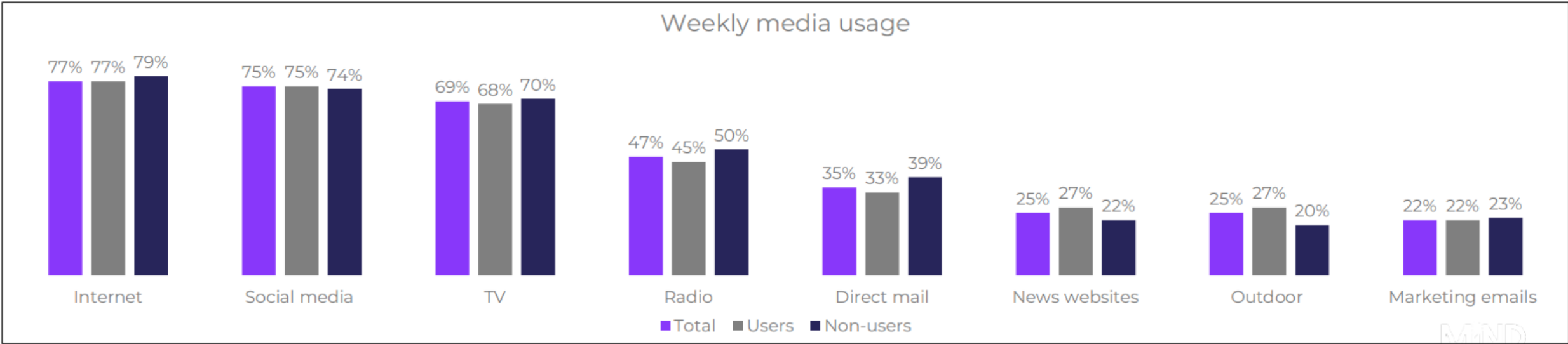
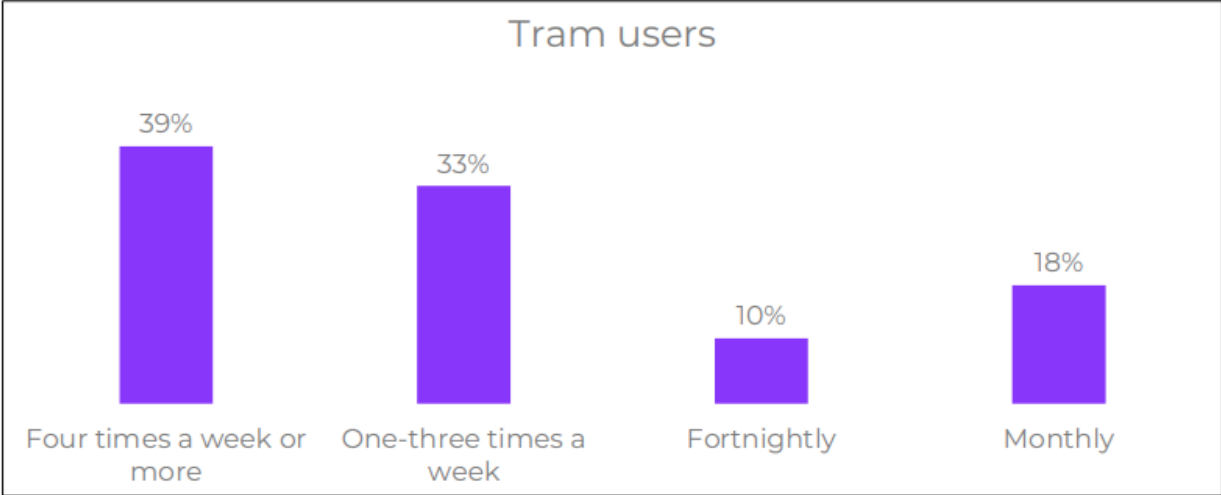
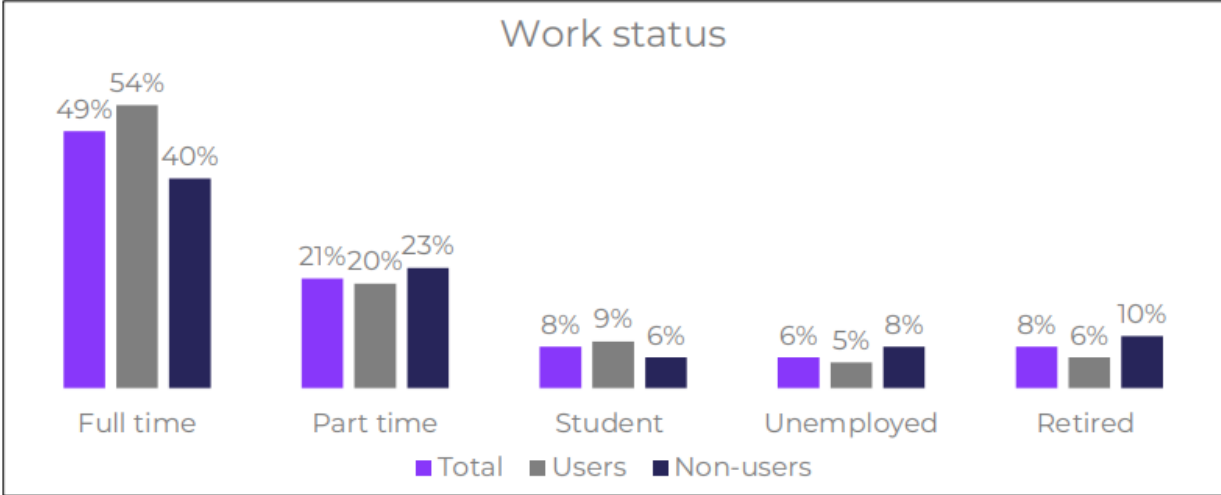


Student audience (96 respondents)

- Age 18 - 34
- Significantly more likely to use the tram weekly
- C1C2
- Purchasing single tickets
- Using the NETGO! App



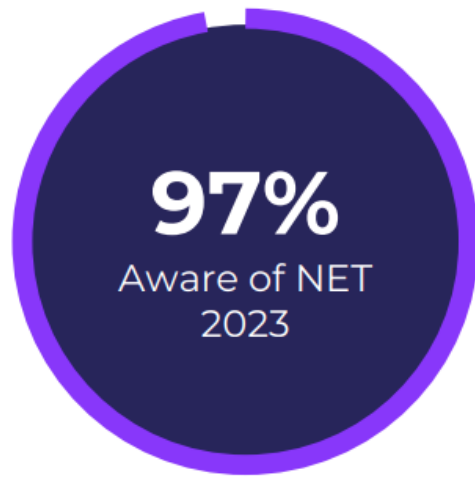
Tram users tend to be full time workers with high usage of the internet and social media.



Q41 - Thinking about an average week, which of the following do you do/receive/read?; Q44 - What is your current working status?; S3 - On average how often do you travel into or around Nottingham for any reason?
 Base: 1202; 802

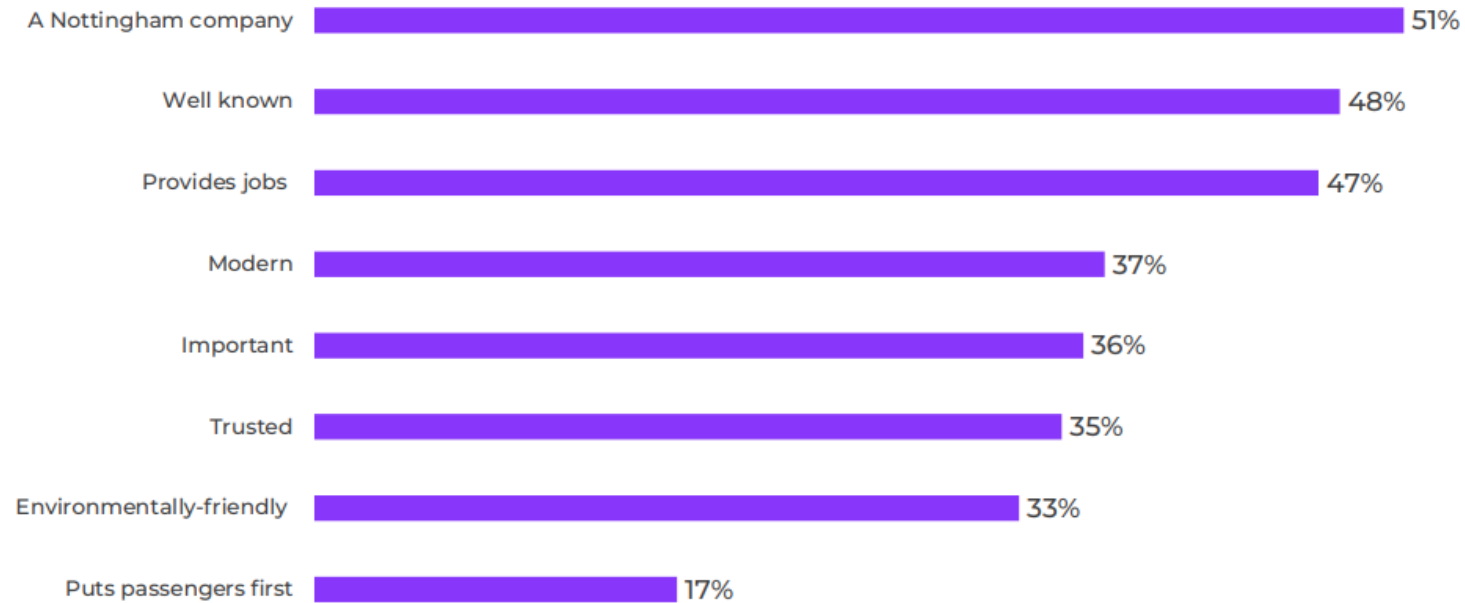
Awareness of NET is very high among tram users and non-users and are very well regarded.

Awareness of NET - total



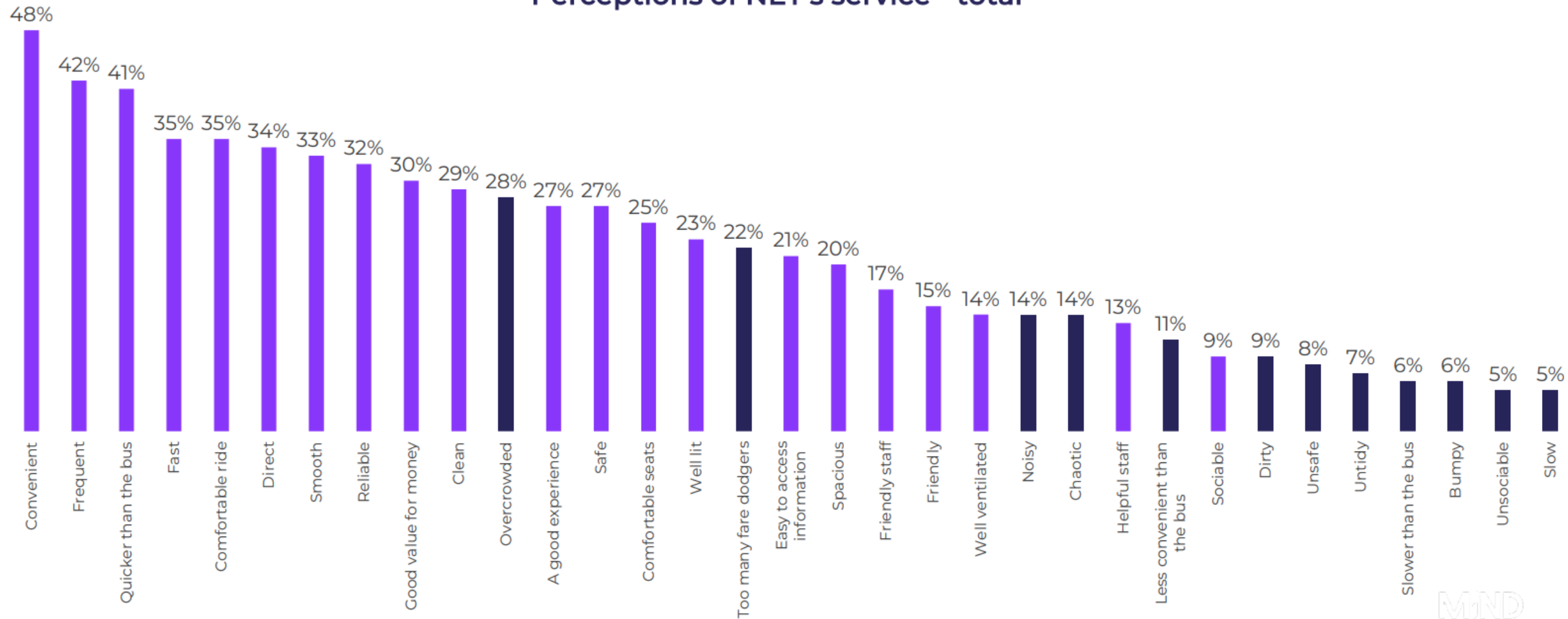
Of those who said they were not aware of NET Trams, 100% are aware after seeing the NET logo or picture of the tram.

Perceptions of NET as an organisation - total



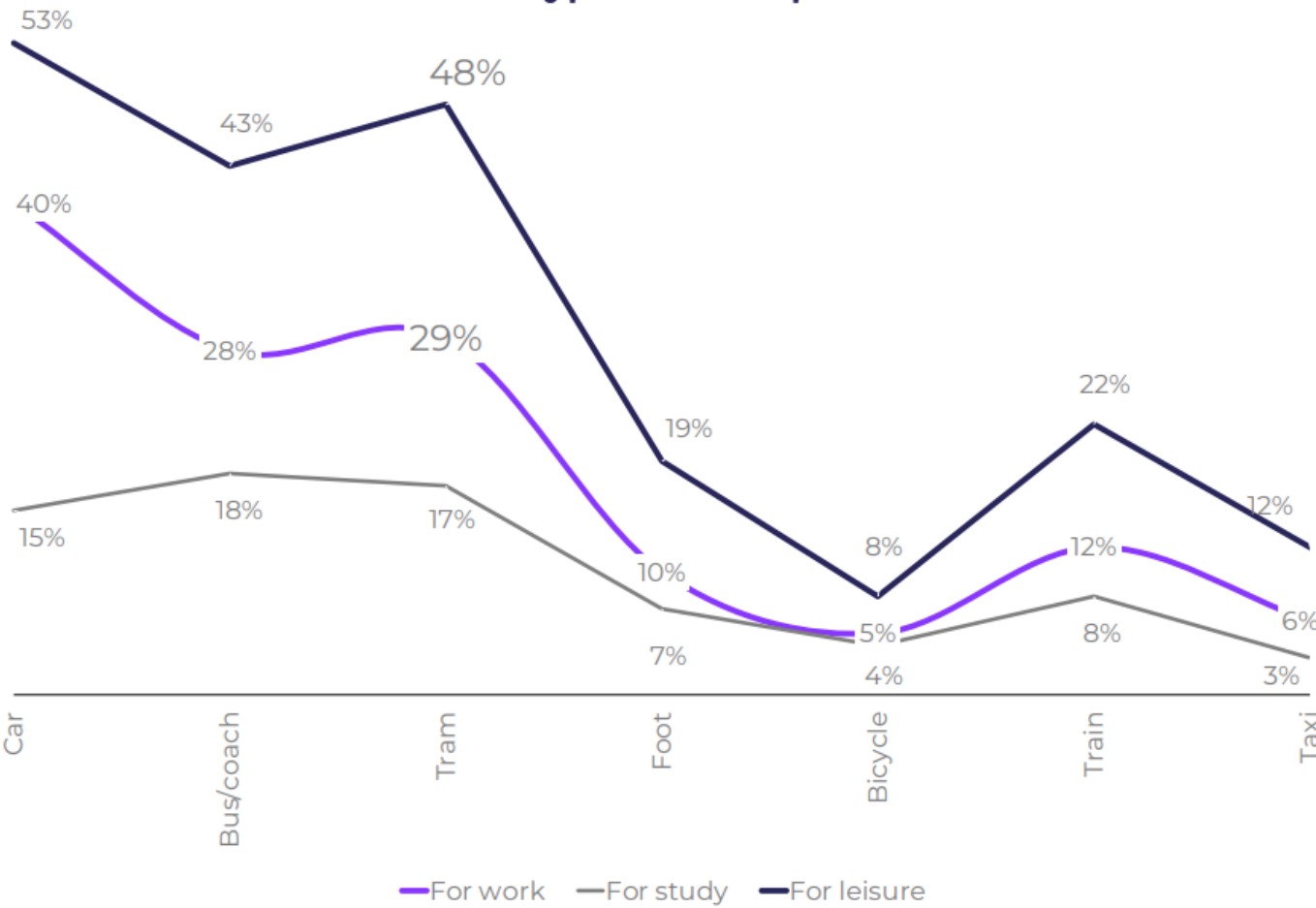
Perception of service is good for convenience, frequency and speed. Younger tram users report overcrowding.

Perceptions of NET's service - total

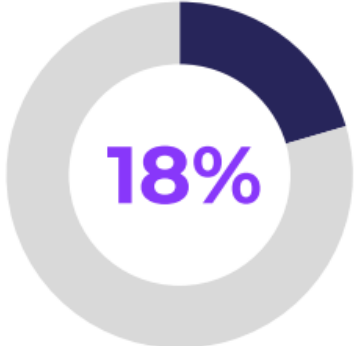


The tram is the favoured mode of public transport and usage is likely to increase in the next 3 months.

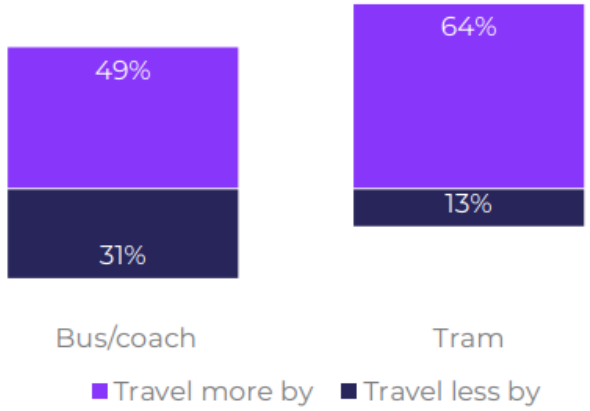
Current types of transport used - total



Expect to change travel habits in next 3 months - total



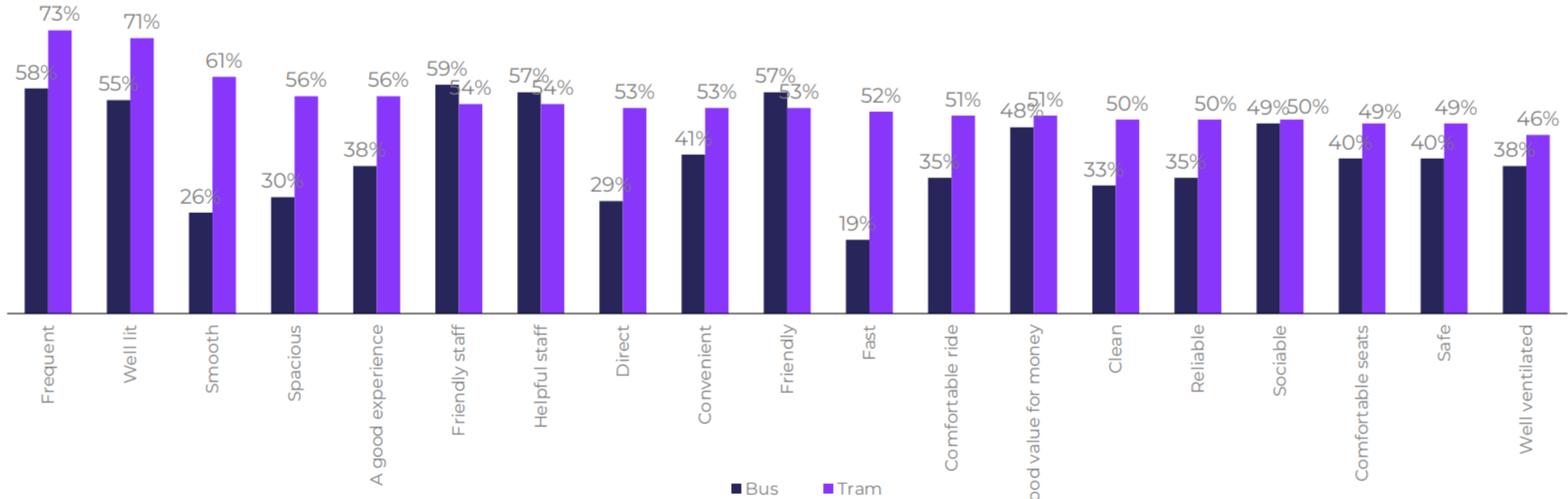
How travel habits are expected to change



Q6 - How do you tend to travel into Nottingham when travelling for each of the following occasions? Q7 - Do you expect your travel behaviour to change at all in the next three months, either how frequently you travel or which modes of transport you will use?
 Q8 - How do you expect your travel behaviour to change?
 Base: 1202-217

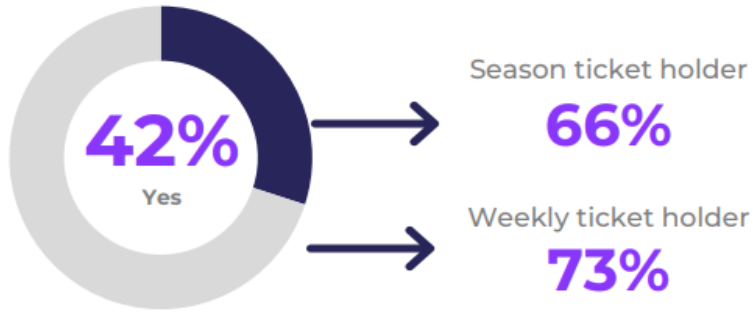
Tram rates higher than the bus in almost all categories, driven by younger, weekly users.

Review of tram and bus - total

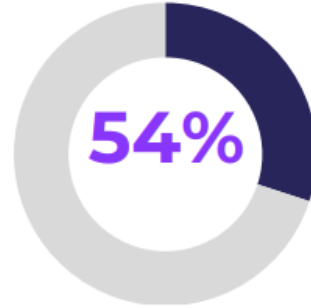


Those traveling with weekly, or season tickets are most likely to have travelled during trackwork and have received the most useful information from social media.

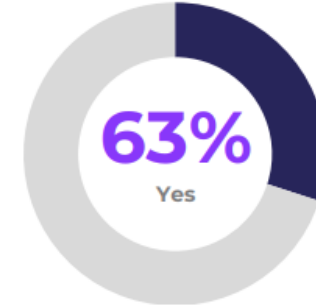
Have travelled during trackwork's – tram users



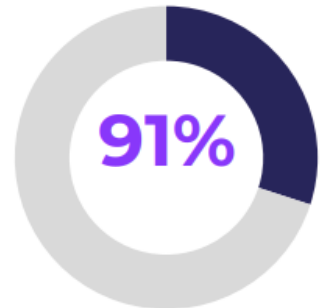
Rating of NET Trams during disrupted journey



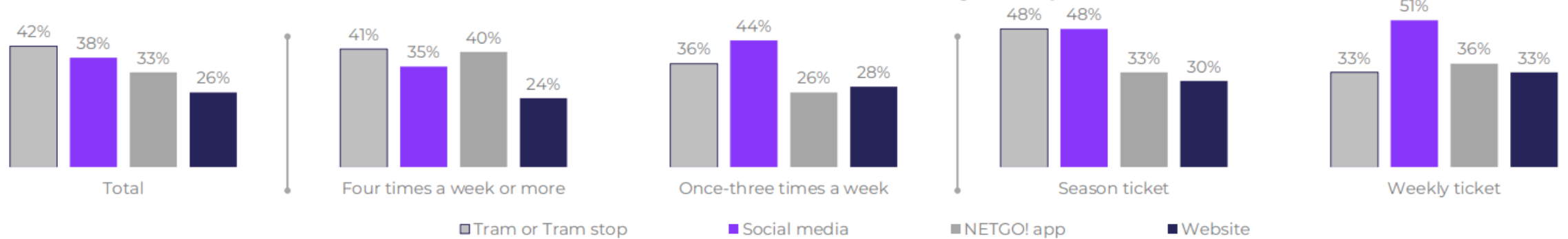
Alternative transport provided



Rating of usefulness of information

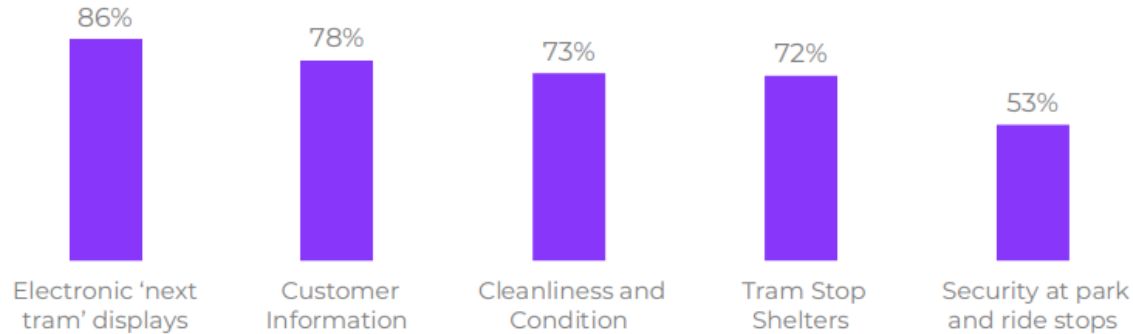


Where information was found during disruptions

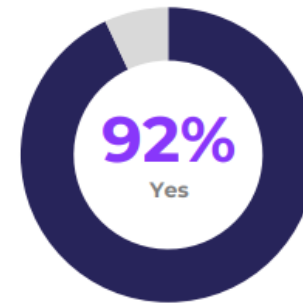
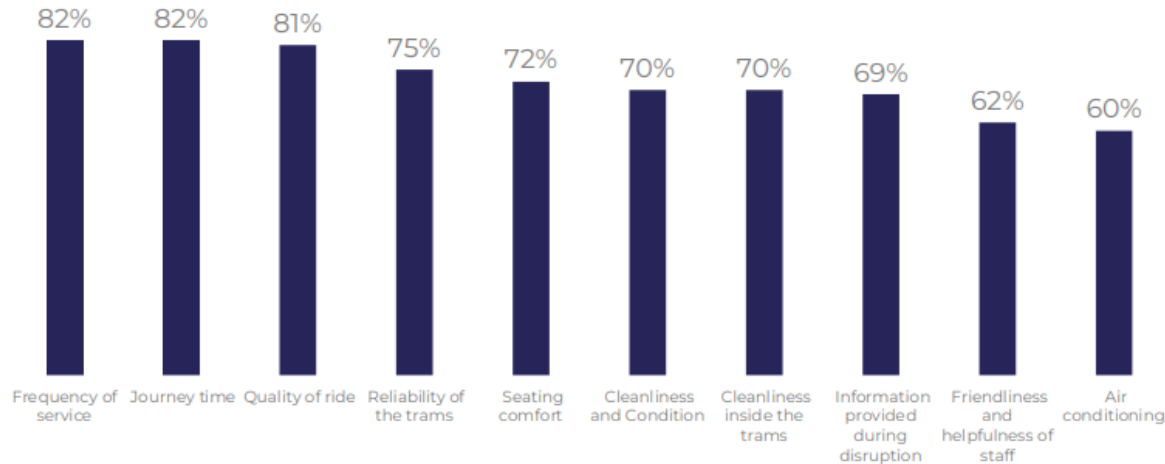


On platform and on-board satisfaction is high and almost all tram passengers would recommend the NET service.

On platform satisfaction – tram users



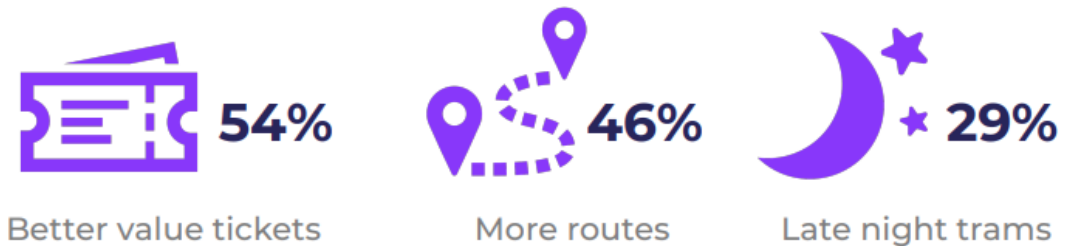
On board satisfaction – tram users



Would recommend NET

Of the small percentage who wouldn't recommend NET (61), price (38) and reliability (27) are the highest reasons.

Encourage to use tram more



Encouragement to use the tram more are most likely to be nice to have. Those 18-24 (49%) and using the tram 4+ times a week (37%) are driving late night trams whilst those purchasing group tickets would be encouraged to use more if tickets were better value (71%).