

Metro User Profile 2014

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Synopsis

Respondent profile:

Main journey Purpose:

- There was no change in the proportion of commuters (45%).
- There was a decline in shopping (23%) and education trips (9%)
- There was an increase in leisure trips (23%).

Age:

- Although less youthful than 2009, Metro users continue to be more youthful than the conurbation as a whole.
- 21% were aged under 25 and a further 42% were aged between 25-44. 22% were aged 60+.
- Commuters continued to be largely aged 25-44 (59%).
- Scholars were mostly aged 16-24 (78%).
- Shoppers were the group most likely to be aged 60+ (49%).
- There was an increase in elderly leisure users (36%, 60+).

Gender:

- In a change from the female bias noted in previous years, there is a more even split in the gender of Metro users (51% male; 49% female).
- The increase in the proportion of male users was noted across all journey purposes with leisure users (55%) and commuters (53%) most likely to be male.
- Scholars had an even gender split, while shoppers were the group most likely to be female (56%).

Occupation and Socio-economic group:

- There was an increase in the proportion of users from professional/managerial groups (21%) and skilled manual workers (17%) at the expense of those from clerical/administrative occupations (21%).
- There was an increase in the proportion of users working full time (61%) and a decline in part time work (10%).
- There was little change in SEG with 51% emanating from the more affluent ABC1 social group and 49% from C2DE.
- However the Mosaic household profile of users suggests a less affluent respondent with a disproportionate amount coming from Claimant Culture and Ex Council Community.

Ethnicity:

- Metro users continue to be more ethnically diverse than the conurbation (63%). 23% were Asian and 12% were Black.
- Scholars at 56% were most likely to come from BME backgrounds, followed by commuters (49%). Shoppers and Leisure users were more likely to be White.

Car ownership and availability:

- Compared to 2009 fewer Metro users live in car owning households (61%).
- Car ownership was highest amongst scholars (79%) and commuters (69%).
- However car ownership amongst commuter had declined from 76%.
- In line with the decline in car ownership, car availability for travel declined significantly (23% v 33%).
- Car availability dipped amongst all groups, particular amongst commuters which saw car availability dip from 40% to 27%.

Travel habits:

Frequency of Metro use:

- Overall there was little change in frequency of travel with 48% travelling daily and 27% 2-4 days per week.
- Commuter (76%) and scholars (61%) were most likely to travel daily.
- Shoppers and leisure users were more likely to travel weekly, with an increase in weekly use amongst leisure users (73% to 85%).

Usual Travel times:

- There was a decrease in peak time travel (23%) and off peak travel (29%) while making an outward journey. The proportion that travelled during the peak/off peak increased to 49%.
- This pattern was noted amongst all user groups, however Commuters saw the biggest changes with only 38% travelling outwards during the peak (a decrease from 66%) while those travelling peak/off peak times increased to 53%.
- Return journeys also saw a decline in peak (12%) and off peak (37%) travel and an increase in travel at both peak/off peak times (52%).

Ticket Type purchased:

- There was little change to the type of ticket tendered- 49% purchased a season ticket; 32% cash fare and 20% a concessionary pass.
- 16% used an nMetro. Tickets with bus add on continue to be popular (15% Regional Travelcard with Metro add on; 5% an nbus with Metro add on).
- Season ticket use peaked amongst scholars and commuters (76% each).
- The most common place to purchase season tickets continues to be at a newsagent (37%).
- There was a decline in those buying tickets from a Travel Centre (28%) and an increase in the proportion using direct debit (18%).
- There was a significant increase in the proportion of scholars purchasing season tickets through schools and colleges (32%), with Travel Centre's being less popular amongst this group.

Mode of travel to outward Metro Stop:

- 56% had walked to the Metro Stop, a similar proportion to that recorded in 2009.
- More users were accessing stops by bus (24%); fewer travelled as a car driver (10%) or a car passenger (6%).
- A higher proportion of commuters walked (60%) or travelled by bus (18%) – car bourn travel dipped to 20%.
- There was an increase in the proportion of scholars accessing the stop bus (38%) with a decline in walking (50%).
- Shoppers and leisure users also saw a decline in walking and an increase in bus use.
- Stops with Park and Ride sites attracted significantly higher levels of car drivers (Priestfield, 25%; Wednesbury Parkway; 52% and Black Lake, 31%).

Location of parked cars:

- Overall 33% of car users parked on a Metro stop car park; 30% were parked on street and 29% were dropped off.
- There was an increase in the proportion of cars parked on street (30% v 20%).
- There was a decline in the proportion of those parking at a park and ride stop (37% v 33%).
- A lower proportion were being dropped off at a Metro stop.

Likely use of Park and Ride at Bradley Lane:

- 6% would be likely to use a park and ride at Bradley Lane.
- Demand rose to 24% amongst current park and ride users and to 14% amongst those currently parked on street.
- The Park and Ride would be popular amongst current users at Priestfield; Wednesbury Parkway and Loxdale.

Length of time taken to travel to outward Metro Stop:

- It took slightly less time to travel to a Metro stop with the average journey time decreasing to 9 minutes and 6 seconds.
- Journey times dipped across all modes with walkers having the shortest journey time (7 mins 29 secs)
- This was followed by car drivers (9 mins and 59 seconds) and car passengers (9 mins and 15 secs).
- Those who accessed stops by public transport had the longest journey times (11 mins 58 secs by bus and 15 minutes and 21 secs by rail).

Usual alighting stop:

- Users were mainly travelling into City centres with 38% travelling to Birmingham Snow Hill and 21% Wolverhampton St Georges.
- 14% were travelling to West Bromwich Central and 5% to Bilston Central.

Mode of travel to return Metro Stop:

- 84% of users walked to the stop where they made their return Metro journey, a further 12% travelled by bus.

Level of bus/rail use on Metro journeys:

- 34% travelled by bus as part of their usual Metro journey, 3% used local rail.
- At 57% scholars were most likely to use the bus an increase on the 29% recorded in 2009.
- 44% of leisure users also travelled by bus as part of their usual Metro journey.

Source of Metro information:

- 33% would check the timetable at stop to obtain information; 24% would use the internet while 22% would ask the driver/inspector.
- There was an increase in the proportion who would check the timetable at stop or ask driver/ticket collector. Internet use and telephone use had declined.
- Scholars (30%) and commuters (26%) were more likely to check the internet.
- The most commonly used website was www.networkwestmidlands.com. (10%), a similar proportion to 2009.
- Use of mobile Apps was limited (1%).

Main reason for travelling by Metro:

- The top 2 responses for using the Metro continued to be *quicker than other methods* or *no car/don't drive*, (37%, each).
- In light of the decrease in car availability the proportion stating that they *didn't have a car* rose significantly compared to 2009 while those stating they used it as *Metro was quicker* had declined.

Use of Social Media

- 66% of Metro users had a Smartphone; 25% a mobile (but not a Smartphone). Only 9% did not own a mobile phone.
- Scholars were most likely to have a Smartphone (94%), as did 82% of commuters. Ownership dipped to 37% amongst shoppers.
- Facebook was the most widely used form of social media at 49%, while 23% used Twitter. 48% used neither Facebook or Twitter.
- Scholars were the biggest users of Facebook (81%) and Twitter (51%).

1.0 INTRODUCTION

1.1 BACKGROUND TO RESEARCH

1.1.1 Midland Metro opened to the public in 1999 and now carries more than 5 million passengers a year between Wolverhampton and Birmingham. The system is owned by PTA/Centro and operated under contract by Travel Midland Metro. The service operates between 05.15 and 23.30 Monday to Saturday and 09.00 to 23.00 on a Sunday. There is an 8 minute service between 07.00 and 19.00 Monday to Saturday.

1.1.2 There are 4 successful Park and Ride sites along the route: - namely Priestfield, Wednesbury Parkway, Black Lake and Hawthorns – with the latter also serving the local rail network.

1.1.3 Significant changes are due to Midland Metro with the arrival of new larger trams and the extension of the line through Birmingham City centre, the extension is due to open in 2015, with a new fleet of trams due to come into service.

1.1.4 The last Metro User Profile was conducted in 2009, a new profile was commissioned in 2014 prior to the changes to Metro and will be used partly as a baseline for monitoring any changes in Metro use brought around by the extension and new vehicles.

1.2 RESEARCH OBJECTIVES

1.2.1 The survey aims to discover:

- i) The profile of Metro users in terms of journey purpose, age, gender, occupation, working status, socio economic group, car ownership, car availability, ethnicity and Mosaic profile.
- ii) Travel characteristics in terms of frequency, time of travel, ticket type, longevity of use, wait time, mode of travel, park and ride use, journey origin and destination.
- iii) Level of bus/rail use as part of Metro journey.
- iv) Frequency of travel by other modes.
- v) Sources used to obtain Metro information.
- vi) Main reasons for travelling by Metro rather than any other mode.

- vii) Whether users are making more, less or same amount of journeys compared to 12 months ago.
- viii) Opinion on Metro services over last 12 months.
- ix) Social Media use.

2.0 THE SURVEY

2.1 METHODOLOGY

2.1.1 The survey was conducted via interviewer led questionnaire amongst respondents waiting to board Metro services. A copy of the questionnaire can be seen in **Appendix 1**. The fieldwork and data entry for this project were subject to a competitive tender with Protel Fieldwork being the successful agency.

2.2 SURVEY DETAILS

2.2.1 Interviews were conducted at all 23 Metro stops from the 1st May to the 31st May 2014. Weekday interviews were conducted between 0700-1300 with Saturday interviews conducted between 0830-1430. **Table 1** illustrates survey locations by sample rate.

Table 1 : Survey Location By Anticipated And Actual Sample Size

	Respondents	%
Wolverhampton, St George's	79	5
The Royal	45	3
Priestfield	78	5
The Crescent	70	4
Bilston Central	79	5
Loxdale	81	5
Bradley Lane	77	5
Wednesbury Parkway	75	4
Wednesbury Great Western	76	4
Black Lake	75	4
Dudley Street, Guns Village	63	4
Dartmouth Street	63	4
Lodge Rd, West Brom Town Hall	78	5
West Bromwich Central	80	5
Trinity Way	64	4
Kenrick Park	76	4
The Hawthorns	69	4
Handsworth, Booth Street	78	5
Winson Green	76	4
Soho Road	77	5
Jewellery Quarter	77	5
St Pauls	80	5
Birmingham Snow Hill	78	5
Weighted	1694	100

3.0 **RESULTS I : RESPONDENT PROFILE**

3.1 **SURVEY RESPONSE RATES**

3.1.1 In total 1694 interviews were conducted over the survey period. A sample of this size has a +/- 2.2% sampling error at a 95% confidence level, this means that one can be 95% confident that the true answer lies within 2.2% of the survey findings. The data was weighted on the basis of peak/off peak travel to ensure comparability with 2009 data.

Table 2 : Survey Time And Date 2009/14 Compared

	Respondents	2014%	2009 %
Weekday peak	729	43	43
Weekday off peak	407	24	24
Saturday	557	33	33
Weighted	1694	100	100

3.1.2 Weekday peak interviews were most common at 43% followed by Saturday interviews (33%). 24% travelled during the weekday off peak.

3.1.3 When looking at time of interview by Metro stop it can be seen that at all stops the tendency was toward weekday peak interviews. This peaked at 55% at Black Lake, dipping to 28% at The Hawthorns. Weekday off peak travel was more common at the Hawthorns (39%) while at Dudley Guns Village Saturday travel was as common as weekday peak travel (38%) **See Appendix 2.**

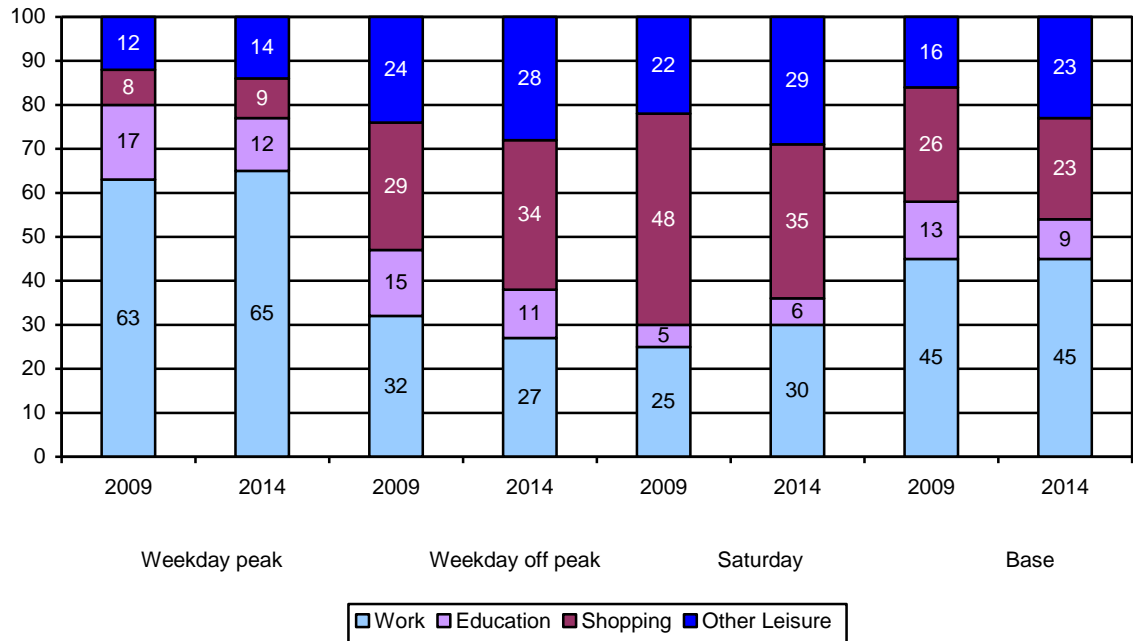
3.2 **JOURNEY PURPOSE**

3.2.1 Respondents were asked to give their main reason for travel by Metro. Overall there was no change in the proportion of commuting trips (45%), while there was a decline in shopping (23%) and education trips (9%) at the same time there was an increase in leisure travel (23%). **See Appendix 3a and 3b.**

- Weekday peak travel continues to be dominated by commuting, increasingly slightly to 65%, there was a decline in education trips (12%) with a slight increase in leisure trips (14%).
- Weekday off peak trips also saw an increase in leisure use (28%), the proportion of shopping trips also increased (34%). There was less off peak travel for education (11%) and work (27%).
- Saturday use continues to be mainly for shopping (35%), albeit at a lower proportion than 2009. There was an

increase in commuters travelling on a Saturday (30%) and in leisure use (29%).

Figure 1 : Main Journey Purpose By Day Of Travel

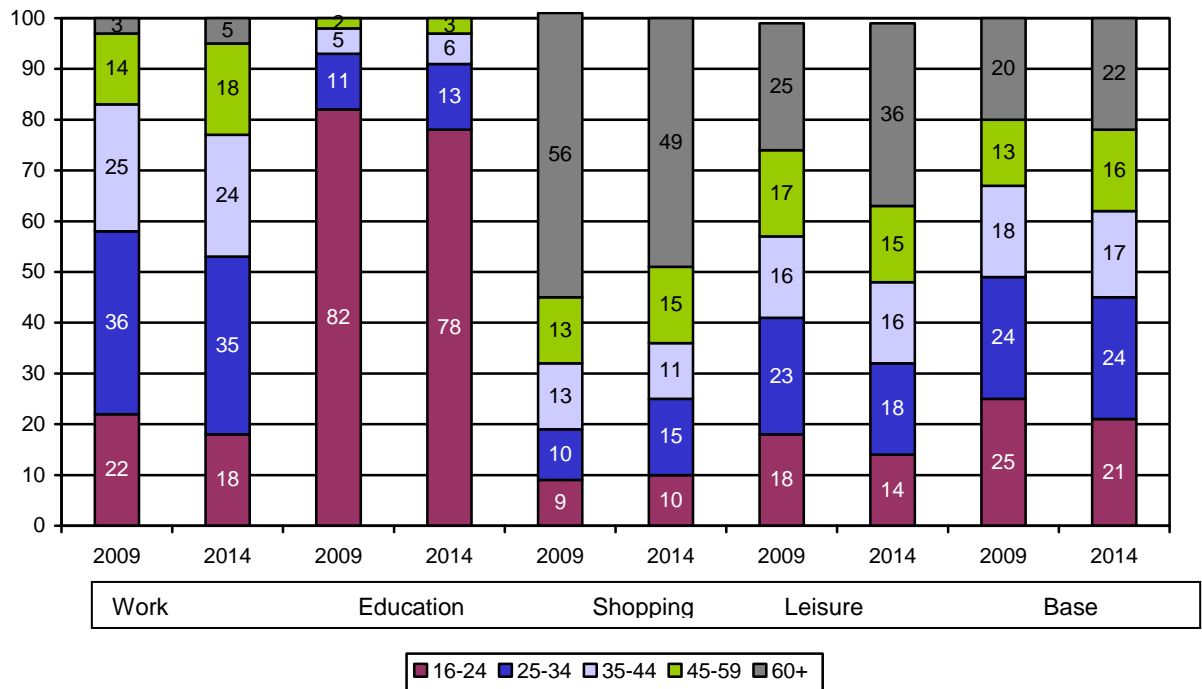


- 3.2.2 When looking at the results by stop the following is of note:
- Commuters accounted for around two thirds of users at St Pauls, Booth Street and Black Lake. Work accounted for over half of users at Wednesbury Parkway, Wednesbury Great Western Street, The Crescent, The Royal, Winson Green and Soho Road.
 - Scholars accounted for a quarter of users at Lodge Road (24%) and West Bromwich Central (22%).
 - Shoppers were most prevalent at Bilston (51%) and the Hawthorns (40%).
 - Leisure use was most common at the Jewellery Quarter (55%) and Snow Hill (40%).

3.3 AGE PROFILE

3.3.1 Metro users continue to be more youthful than the conurbation as a whole with 21% aged under 25 (18%, conurbation) and a further 42% aged between 25-44 (34%, conurbation). 22% were aged 60+ (25%, conurbation). However in comparison to 2009 respondents were less youthful with slightly more users from older age groups. **See Figure 2.**

Figure 2: Age By Journey Purpose 2009/14 Compared

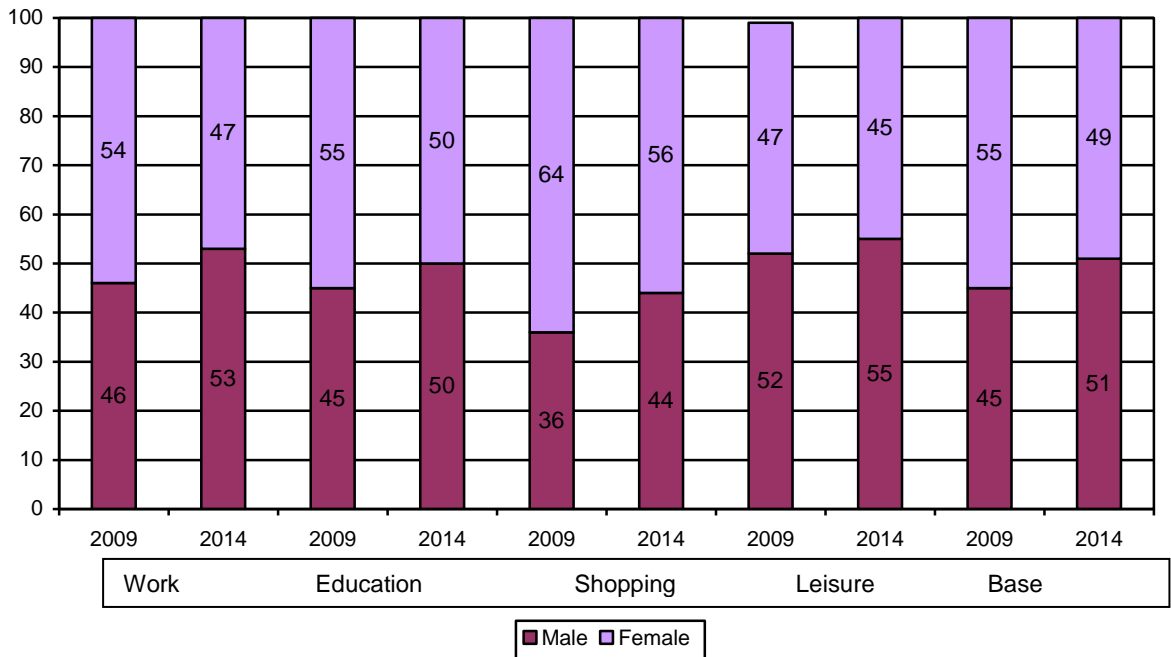


- Commuters were slightly older compared to 2009, albeit the majority continue to be aged between 25-44 (59%). Fewer came from the 16-24 age group (18%), while more were aged over 45.
- The majority of scholars continued to be aged between 16-24 (78%).
- There was an increase in elderly leisure users (36%, 60+) with fewer aged 16-24 or 25-34 age group.
- In contrast although the majority of shoppers were aged 60+ (49%) the proportion coming for younger age groups had increased since 2009 particularly amongst those aged 25-34 (15%). **See Appendices 4a and 4c.**

3.4 GENDER PROFILE

3.4.1 In a change to previous years where Metro users have shown a slight bias toward female use, this year the split was fairly even with 51% of the sample being male and 49% female. **See Appendix 5a and 5b and Figure 3.**

Figure 3 : Metro User Gender 2014/2009 Compared



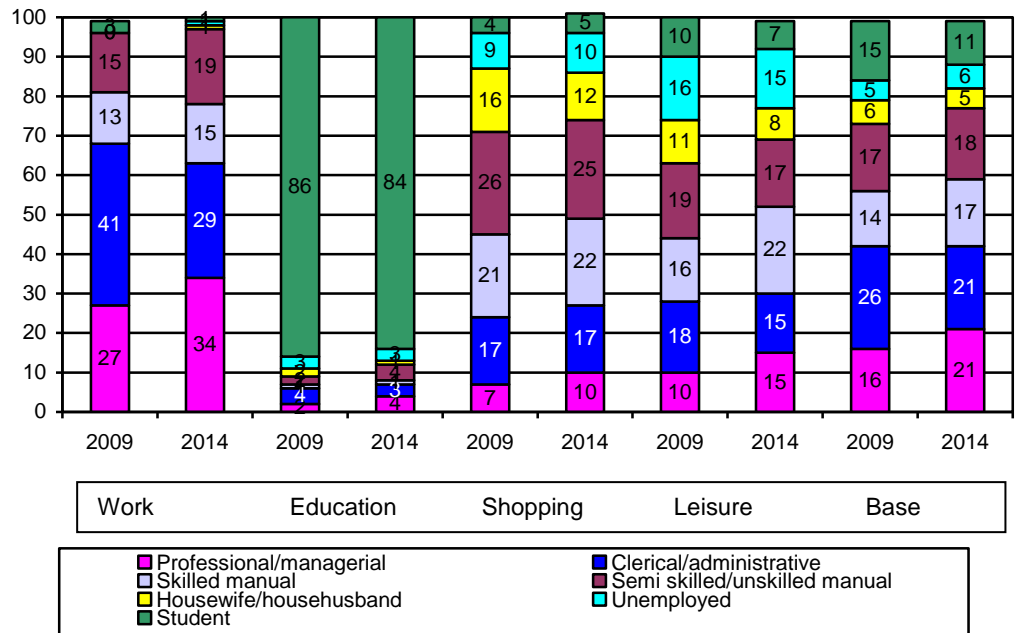
- As **Figure 3** illustrates the increase in the proportion of male users was noted across all journey purposes.
- Leisure users (55%) and commuters (53%) were most likely to be male.
- Scholars were evenly split 50% male/50% female.
- In contrast the majority of shoppers were female (56%).

3.5 OCCUPATION, SOCIAL ECONOMIC GROUP AND WORKING STATUS

3.5.1 **Occupation:** Respondents were asked to give their current occupation (previous occupation if retired). The most significant occupational groups were professional/managerial and clerical administrative (21% each). Following this 18% were semi-skilled/unskilled manual workers and 17% were skilled manual workers. Students accounted for 11% of respondents.

3.5.2 Potentially as a result of the increase in male users there were significantly more respondents from the 'traditional' male occupations of professional/managerial and skilled manual work, with a dip in respondents from clerical/administrative work. **See Figure 4.**

Figure 4 - Occupation Of Metro Users 2009/2014 Compared



- Commuters were most likely to be in professional/managerial work (34%) or clerical/administrative work (29%), although there was a significant increase in professional managerial work and a decrease in clerical/administrative occupation. A further 19% were in semi/skilled manual work.
- As one might expect scholars were largely students (84%).
- Shoppers were largely in semi skilled unskilled manual work (25%) or housewives/unemployed (22%).
- Leisure users were largely in skilled manual work (22%); while 23% were housewives/unemployed. **See Appendices 6a to 6c.**

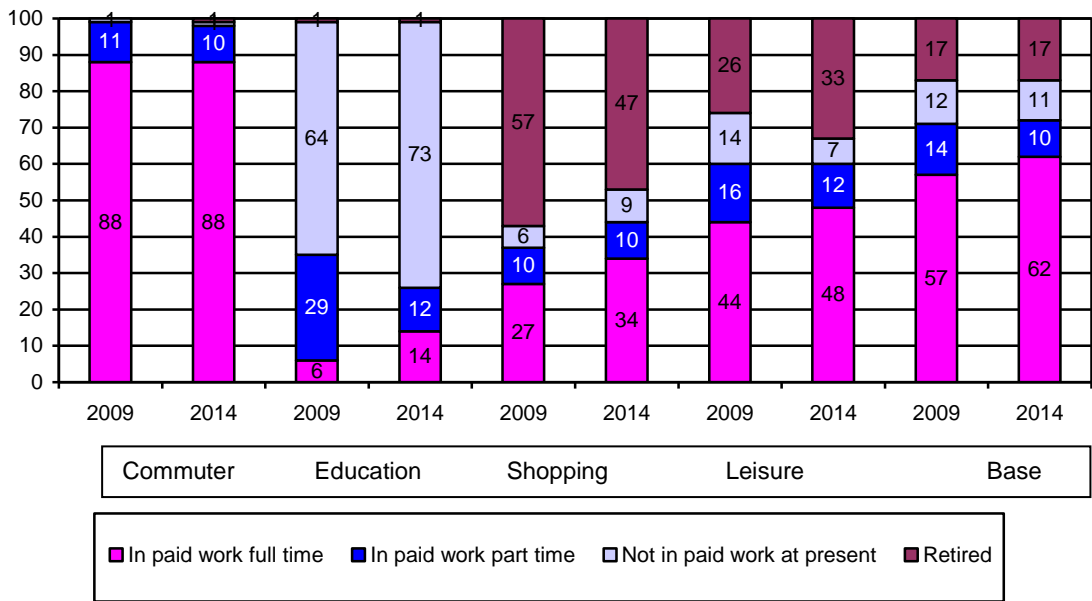
3.5.4

Working Status: Respondents were also asked to give their current working status. Again potentially due to the increase in male respondents a higher proportion were in full time work (61%) with a decline in those working part time (10%). 17% were retired while 11% were not in paid work at present. **See Appendix 6d to 6f.**

- There was little change in the proportion of commuters working full time (88%) or part time (10%).
- The majority of scholars continued to not be in paid work (73%), however more worked full time (14%) and fewer part time (12%).

- Nearly half of shoppers were retired (47%), however there were more in full time work (34%).
- In contrast in line with their more elderly profile there was an increase in the proportion of leisure users who were retired (33%), albeit the proportion in full time work also increased to 48%.

Figure 5 : Working Status By Age And Gender

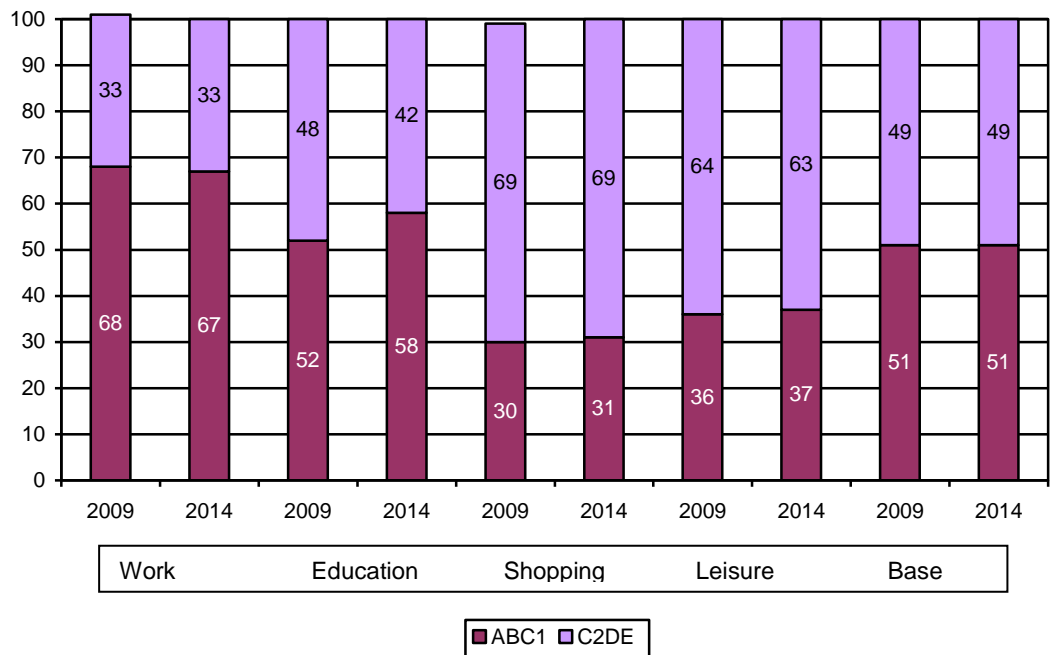


3.5.6

Socio-economic group: There was little change in the socio-economic group of Metro users, who continue to be more affluent than the conurbation as a whole with 51% from the more affluent ABC1 social group (compared to 48% conurbation). **See Figure 5 and Appendix 6g and 6h.**

- At 67% commuters were most likely to state they came from ABC1 groups – with little change from 2009.
- Scholars saw a slight increase in the proportion stating they were from ABC1 backgrounds (58%).
- Shoppers (69%) and leisure users (63%) were most likely to come from C2DE back grounds – again showing little change to 2009.

Figure 6 - Socio-Economic Group Of Metro Users 2009/2014 Compared



3.6

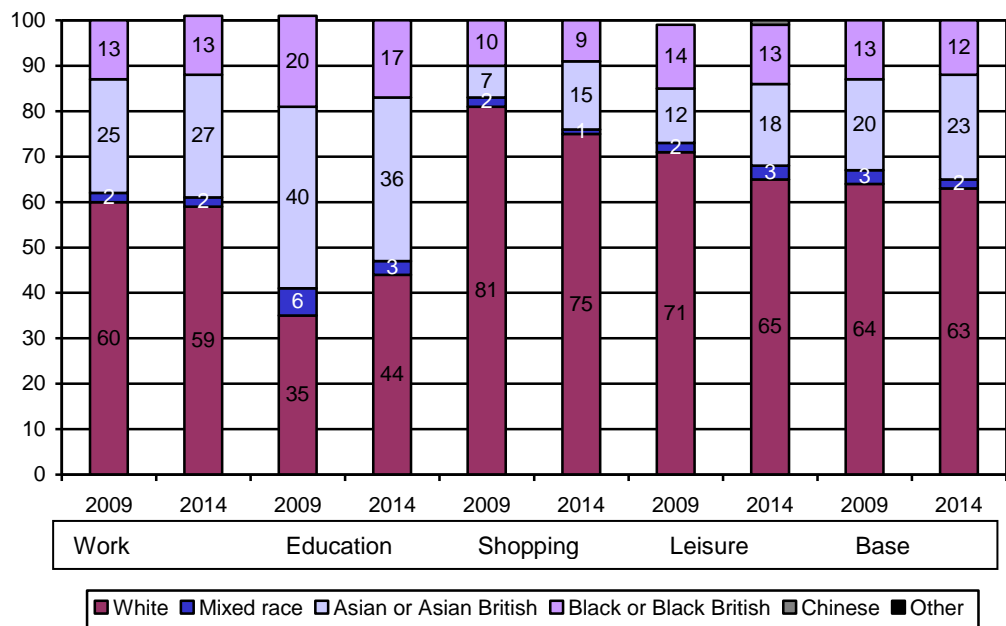
ETHNICITY

3.6.1

Metro users continue to be more ethnically diverse than that of the conurbation as a whole with just 63% of users being White (compared to conurbation figures of 70%). 23% of users were Asian and 12% Black – showing little change from 2009. **See Figure 6.**

- Scholars at 56% were most likely to come from BME backgrounds, albeit the proportion of BME student users had dipped from the 66% recorded in 2009.
- There was little change in the ethnicity of commuters (59%, white; 27%, Asian; 13% Black).
- Although shoppers (75%) and leisure users (65%) were most likely to be White, there was an increase in respondents from BME backgrounds travelling for these purposes. **See Appendix 7a and 7b.**

Figure 7 : Respondents Ethnicity 2009/2014 Compared



3.7

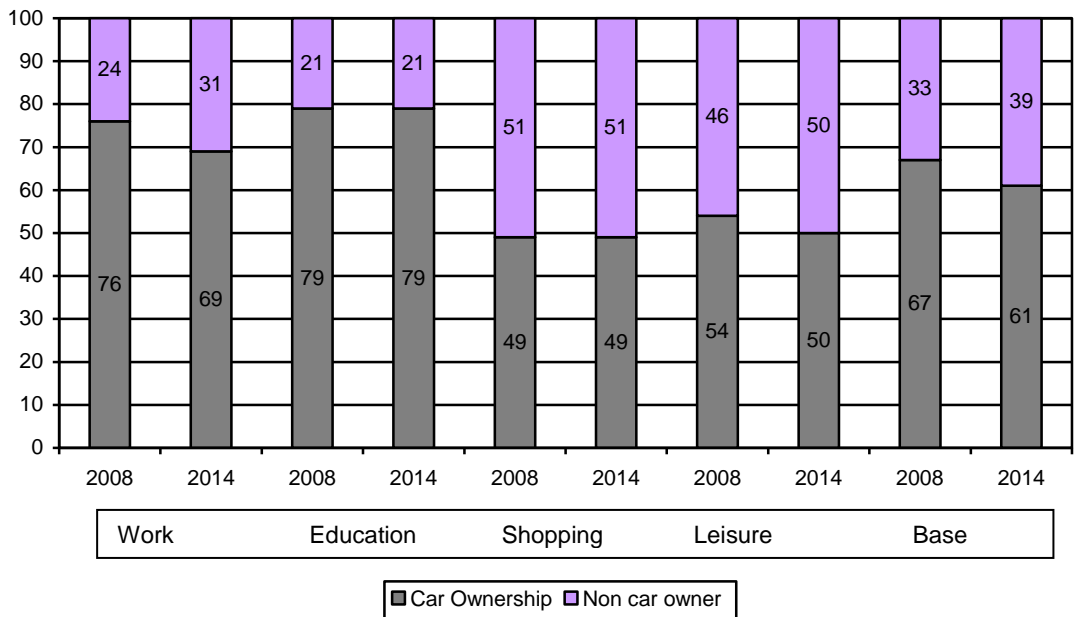
CAR OWNERSHIP AND AVAILABILITY

3.7.1

In contrast to 2009 fewer Metro users lived in a car owning household (61% v 67%), indeed in comparison to previous years car ownership was lower than that found in the conurbation as a whole. **See Appendices 8a to 8c.**

- Commuters (69%) and scholars (79%) were most likely to own a car.
- Car ownership dipped to 49% amongst shoppers and to 50% amongst leisure users.
- Compared to 2009 commuters and leisure users were significantly less likely to own a car.

Figure 8 :Car Ownership 2014/2009 Compared

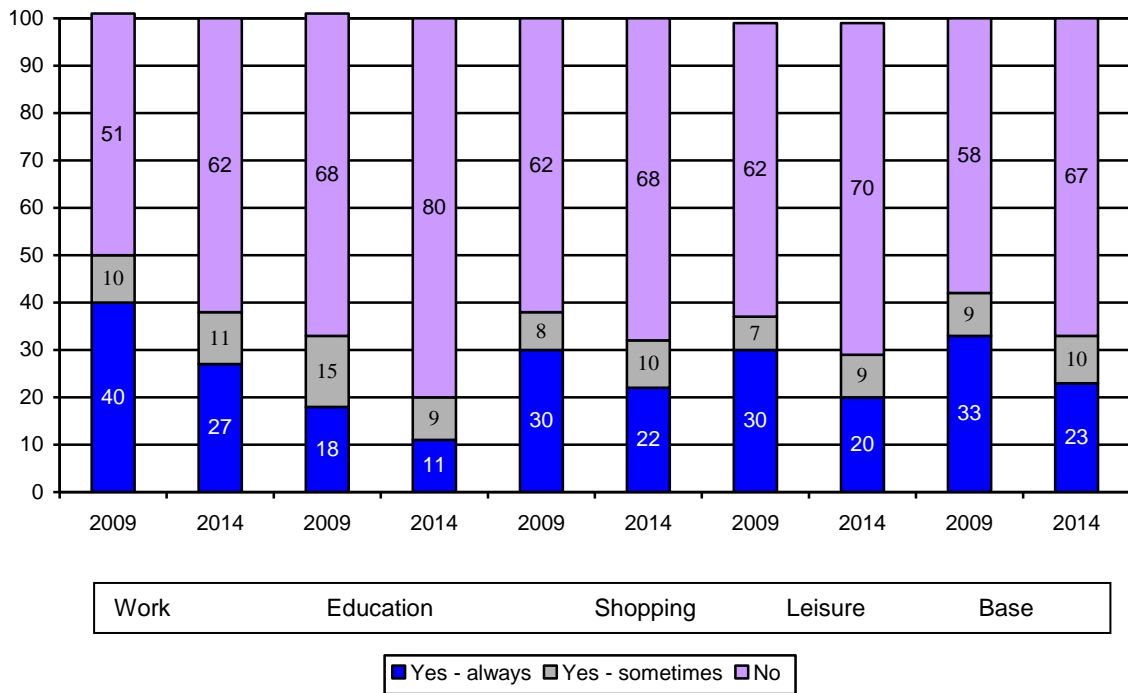


3.7.3 Car availability for travel: In line with the decline in car ownership, car availability also dipped significantly compared to 2009. Only 23% of Metro users always had a car available for travel compared to 33% in 2009. **See Figure 9.**

- Car availability dipped amongst all user groups.
- Availability continued to be highest amongst commuters at 27%, however this had dipped from 40% in 2009.
- Car availability continues to be lowest amongst scholars declining to 11%.
- Only a fifth of shoppers (22%) and leisure users (20%) always had a car available for travel. **See Appendices 8d to 8f.**

3.7.5 Car availability was higher at stops with a Park and Ride site (56% Wednesbury Parkway; 48% Black Lake), albeit it was also high at The Crescent (46%). **See Appendix 9.**

Figure 9 : Car Availability For Metro Journey By Main Journey Purpose



3.8 **USER PROFILE BY METRO STOP**

3.8.1 **Appendix 9** examines the profile of Metro users by stop used. It can be seen that although overall the profile of Metro users is fairly youthful, ethnically diverse with a high level of ABC1 membership there were significant variations by Metro stop, illustrating the varied communities served by the Metro.

- Respondents were youngest at Priestfield, Lodge Road, West Bromwich Central; oldest at Bilston Central.
- A higher proportion of females were found at Black Lake and West Bromwich Central; while respondents at Winson Green, Soho Road, Jewellery Quarter and St Pauls were significantly more likely to be male.
- Over 60% of respondents at Loxdale, Wednesbury Parkway, Black Lake and Lodge Road were from ABC1 groups. In contrast around 60% of respondents at Kenrick Park and Winson Green were from C2DE groups.
- Car ownership was highest (above 70%) at Wednesbury Parkway, Black Lake and Trinity Way. It was lowest at Bilston Central and Kenrick Park.
- Respondents from BME backgrounds accounted for 80% of respondents at Winson Green, and over half of users at Black Lake, Handsworth Booth Street and Dartmouth Street. Bradley Lane (90%) and Bilston Central (84%) had the highest proportion of White respondents.

3.9 **MOSIAC PROFILE**

3.9.1 The latest version of Mosaic UK classifies consumers in the United Kingdom into one of 67 types and 15 groups on the basis of their home postcode. It provides an understanding of the demographics, life styles and behaviours of all in individuals and households in the UK. **Table 3** looks at the Mosaic grouping of Metro users.

3.9.2 Perhaps in contrast to SEG figures the Mosaic household data portrays a less affluent group of users compared to the rest of the West Midlands. Metro users were more likely than the conurbation as a whole to come from Ex Council Community (22%) and Claimant Culture (16%). Significant groups of users also came from Terraced Melting Pot (13%) and Suburban Mindsets (14%).

3.9.3 When looking at Mosaic group by journey purpose the following is of note:

- Commuters were most likely to be from Ex Council Community (19%), Claimant Culture, Suburban Mindsets and Terraced Melting Pot (15% each).
- Over a quarter of scholars were from Ex Council Community, 16% from Terraced Melting pots, and 15% each from Suburban Minds and Claimant Culture. It is interesting to note that 5% of Scholars were from Professional Rewards – a figure in line with that of the conurbation.
- Shoppers at 27% were most likely to come from Ex Council Community with a further 16% from Claimant Culture.
- Leisure users were also most likely to come from Ex Council Community (20%), and had the largest group of users from Claimant Culture (19%).

Table: Mosaic Grouping Of Metro Users

			Work	Leisure	Shopping	Education	All Metro users	WM conurbation
A	Alpha Territory	People with substantial wealth who live in the most sought after neighbourhoods	2	1	1	1	1	3
B	Professional rewards	Experienced professionals in successful careers enjoying financial comfort in suburban or semi-rural homes	4	3	2	5	3	5
C	Rural Solitude	Residents of small villages and isolated homes where farming and tourism are economic mainstays	0	0	0	0	0	0
D	Small Town Diversity	Residents of small and medium-sized towns who have strong roots in their local community	3	4	5	5	4	4
E	Active retirement	Elders who have sufficient pensions and savings to choose pleasant locations in which to enjoy their retirement	1	0	1	1	1	3
F	suburban mindsets	Maturing families on mid-range incomes living a moderate lifestyle in suburban semis	15	10	14	15	14	14
G	Career and kids	Families with young children where both parents are likely to earn solid incomes providing for a comfortable modern home	2	1	0	0	1	3
H	New homemakers	Young singles and couples in small modern starter homes	4	3	3	1	3	5
I	Ex council community	Residents with low levels of education but sufficient incomes who live in the better right-to-buy council houses	19	20	27	26	22	12
J	Claimant culture	Families reliant on benefits living in low-rise council housing where there is widespread disadvantage	15	19	16	15	16	10
K	Upper floor living	Young, mostly single people on limited incomes renting small flats from local councils	5	8	4	4	6	6
L	Elderly needs	Elderly people who are reliant on support either through specialised accommodation or the basic state pension	5	7	8	1	6	6
M	Industrial Heritage	Families and couples owning affordable older style housing in communities historically dependent on manufacturing	6	9	9	5	8	11
N	Terraced melting pot	Lower income workers, mostly young, living in tightly packed inner urban terraces, including some areas of high diversity	15	11	10	16	13	13
O	Liberal Opinions -	Young, well-educated city dwellers enjoying the vibrancy and diversity of urban life	3	2	1	4	2	6

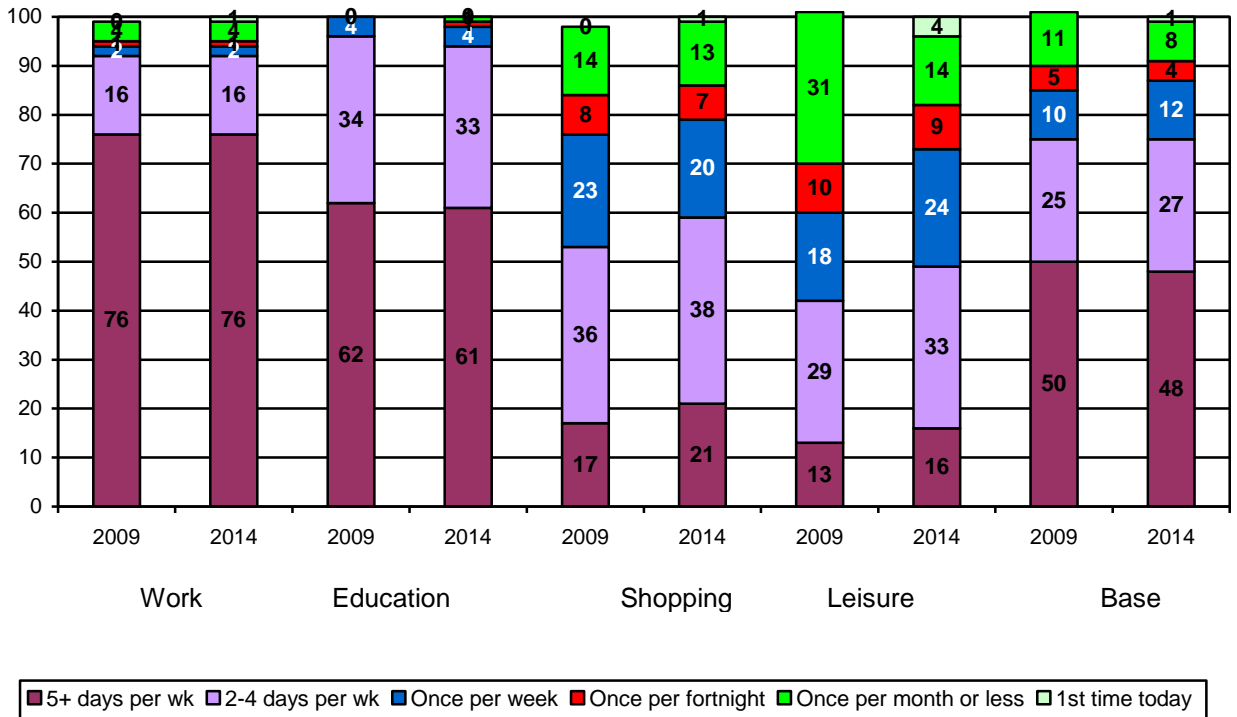
Yellow indicates significant group

4.0 RESULTS II: TRAVEL PATTERNS

4.1 FREQUENCY OF METRO USE

4.1.1 Respondents were asked how frequently they travelled by Midland Metro. Overall there little change in the frequency of travel with 48% travelling daily and 27% travelling 2-4 days per week. 12% travelled weekly and 4% fortnightly. See Figure 10 and Appendix 10a to 10c.

Figure 10 - Frequency Of Metro Use 2009/2014 Compared



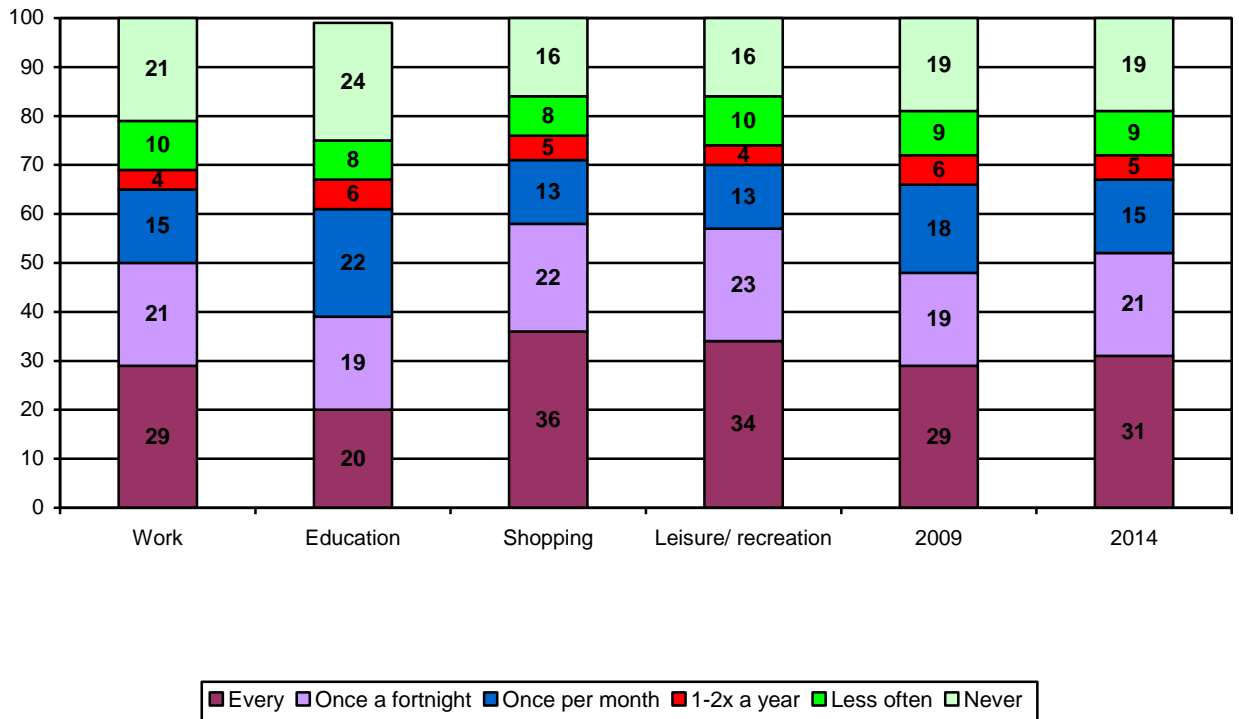
- Unsurprisingly commuters (76%) and scholars (61%) were most likely to travel daily.
- Shoppers were more likely to travel weekly (79%, once a week or more).
- Frequency of travel increased amongst leisure users with weekly travel increasing from 73% to 85%.

4.1.2 **Frequency of Saturday travel:** Overall there was little change in Saturday travel. 31% travelled every Saturday compared to 29% in 2009, with a similar proportion stating that they never travelled (19%). See Appendices 10d to 10e.

- Shoppers (36%) and leisure users (34%) were most likely to travel every Saturday.
- Scholars were least likely to travel on a Saturday (29%, every Saturday; 24%, never).

- 29% of commuters travelled every Saturday; however a fifth of commuters never travelled on a Saturday. See Appendix 10e.

Figure 11 : Frequency Of Saturday Travel

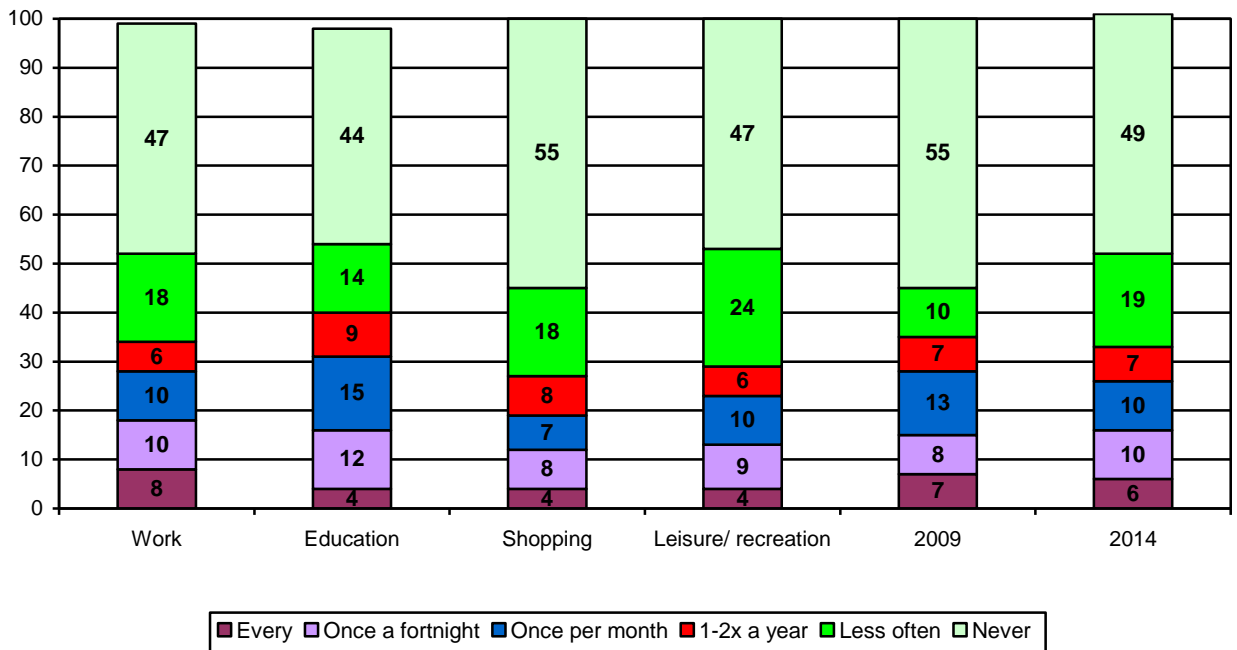


4.1.3

Frequency of Sunday travel: Half of Metro users never travelled on a Sunday (49%) albeit this decreased slightly from 2009 (55%). A further 26% travelled only occasionally – once or twice a year or less. There was little change in the proportion travelling at least once a month (26%). See Appendices 10f to 10h.

- Scholars (31%) and Commuters (29%) were most likely to travel at least one Sunday a month.
- Shoppers were least likely to travel on a Sunday (55%, never).

Figure 12: Frequency Of Travel On A Sunday

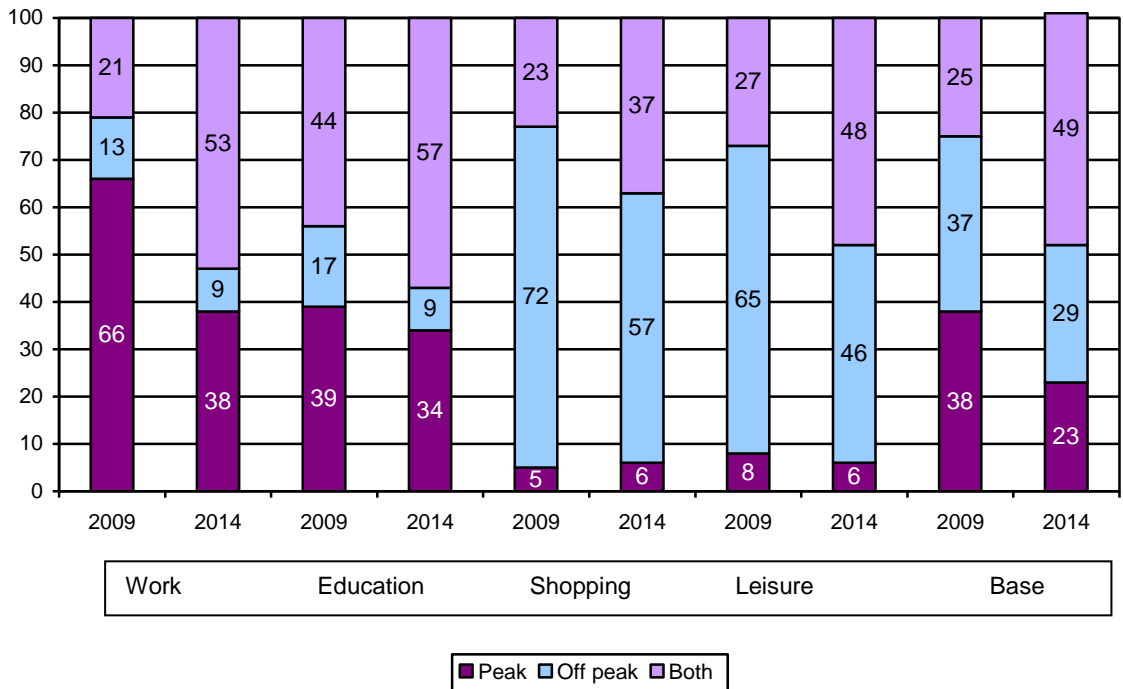


4.2 USUAL TRAVEL TIMES

4.2.1 **Outward journeys:** Overall there has been a decrease in peak time travel (23%) and off peak travel (29%) at the same time the proportion who travelled during the peak/off peak increased to 49%. **See Figure 13 and Appendices 11a to 11c.**

- The increase in peak/off peak travel was noted amongst all groups.
- Commuters were most likely to travel in the peak (38%) albeit this dipped from 66% recorded in 2009 while peak/off peak travel increased (53%).
- The proportion of scholars travelling in the peak also declined (34%), with peak/off peak travel increasing to 57%.
- The majority of shoppers (57%) travelled in the off peak, albeit peak/off peak travel increased (37%).
- Peak/off peak travel increased to 48% amongst leisure users, albeit an additional 46% travelled during the off peak.

Figure 13 : Usual Time Of Outward Travel By Journey Purpose

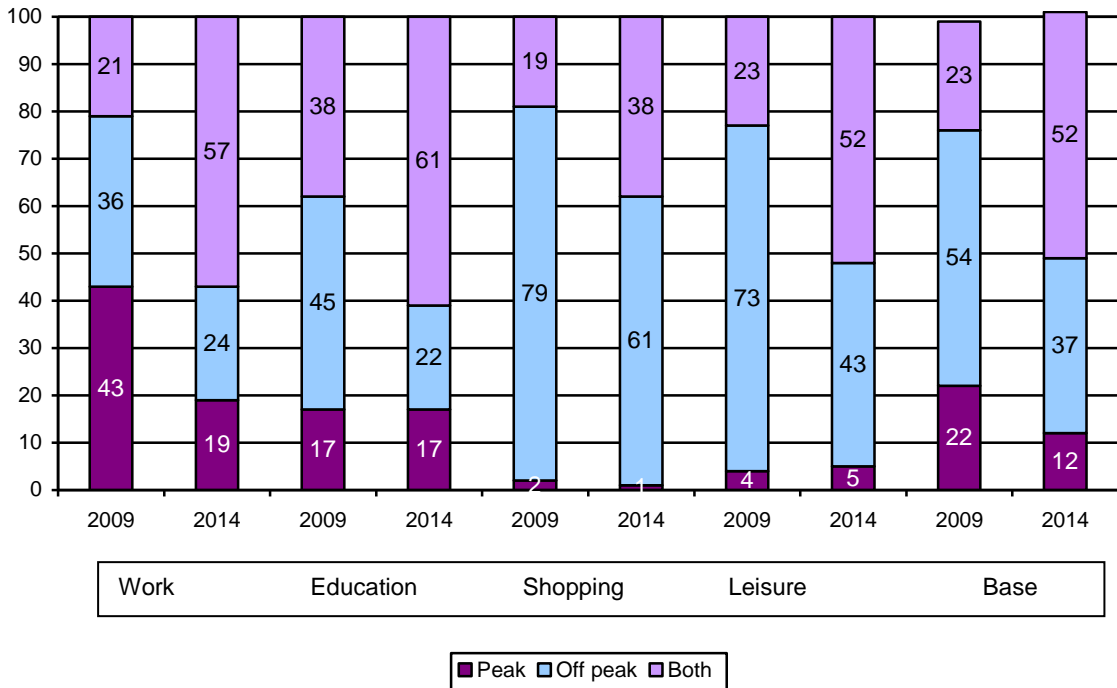


4.2.2

Return journey: As was seen with outward travel there was a decline in return journeys made during the peak (12%) and off peak (37%) and an increase in both peak/off peak travel (52%).

- As with outward journeys the increase in peak/off peak travel was noted amongst all user groups.
- The majority of commuters (57%) and scholars (61%) stated they returned at both peak/off peak times. As did the majority of leisure users (52%).
- It was only shoppers who mainly returned in the off peak (61%).

Figure 14 : Usual Time Of Return Journey



4.3 TICKET TYPE PURCHASED

4.3.1

Respondents were asked the type of ticket they purchased for travel on the Metro. Overall there was little change to the results recorded in 2009. 49% used a season ticket, 32% a cash fare, and 20% a concessionary pass. In terms of season tickets used 16% used an nMetro card, while season tickets with bus add on remained popular (15% a Regional Travelcard with Metro add on and 5% an nbus ticket with Metro add on). **See Table 4 and Appendix 12a to 12b.**

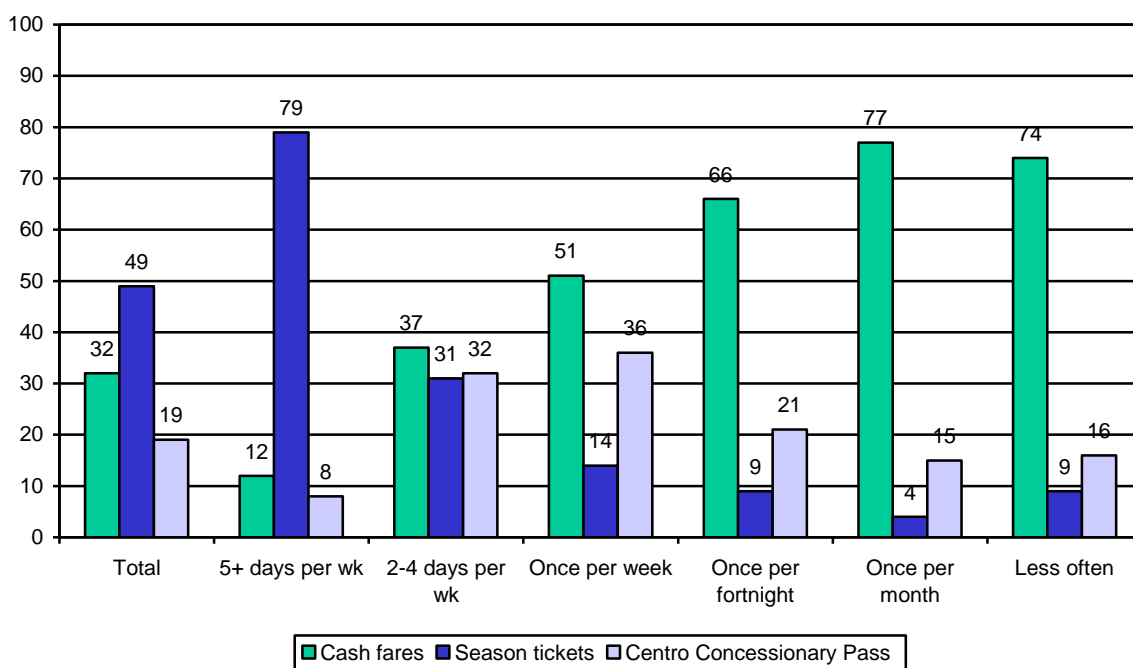
- Scholars and commuters were most likely to travel using a season ticket (76%, each). However a fifth of scholars (23%) and commuters (21%) used a cash fare.
- Commuters were most likely to use an nMetro card (29%) or a regional travel card with Metro add on (24%).
- Scholars tended to use an nnetwork student (39%).
- Other weekday users and Saturday users tended to use a cash fare or a concessionary pass.

Table 4 : Ticket Type Tendered By Journey Purpose And Day Of Travel

	All work	All education	Other weekday	Other Saturday	2014	2009
Single/return	14	13	32	35	23	
Bus/Metro Day ticket	6	9	10	5	7	
nnetwork Daytripper	1	1	3	3	2	
Cash Fare	21	23	45	43	32	32
nMetro card	29	11	3	7	16	
nbus with Metro Add On	8	6	1	3	5	
Regional Travelcard with Metro Add On	24	13	5	6	15	
Regional Off Peak Travelcard with Metro Add On	6	1	1	2	3	
nnetwork	7	3	2	1	4	
nnetwork Off Peak	2	1	1	2	1	
nnetwork Student	0	39	1	1	4	
Other	1	2	1	0	1	
Season ticket	76	76	15	22	50	49
Centro Concessionary Pass	3	1	41	34	19	20
Weighted	754	160	424	355	1694	

4.3.2 **Figure 15** looks at ticket purchase by frequency of travel. Daily travellers were most likely to use a season ticket (79%), albeit 12% still used a cash fare and could potentially benefit from season ticket use. Those travelling 2-4 days per week were most evenly split between cash fare use (37%), season ticket use (31%) and concessionary pass (32%). Ticket type tendered amongst those who travelled less frequently tended to be cash fares or to a lesser extent concessionary passes.

Figure 15 : Ticket Type Purchased By Frequency Of Travel



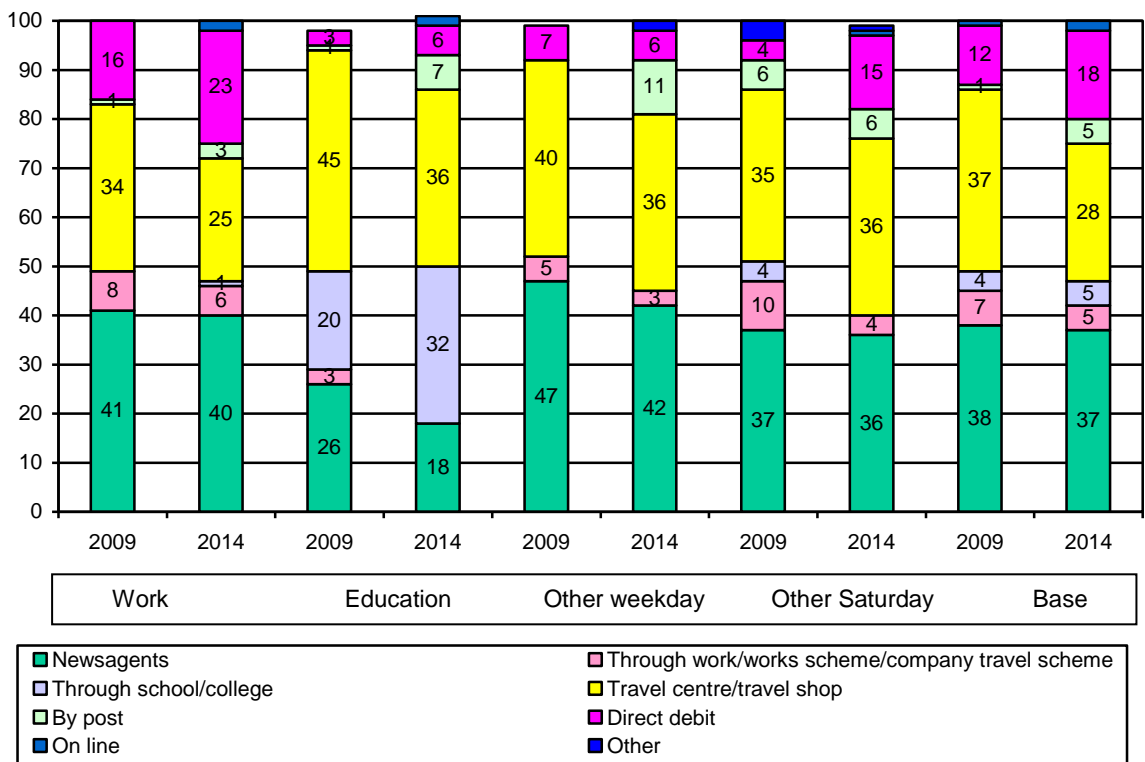
4.4

OUTLETS USED TO PURCHASE SEASON TICKETS

4.4.1

Respondents who purchased a season ticket were asked where they brought the ticket from. The most common response continued to be a *newsagent* (37%), however there was a decline in those who purchased a ticket from a *travel centre/travel shop* (28%) while there was an increase in the proportion using *direct debit* (18%, 2014; 12% 2009). The overall proportion using *workplace schemes* and *schools/colleges* remained little changed. See Figure 16.

Figure 16 : Outlet Used To Purchase Season Tickets



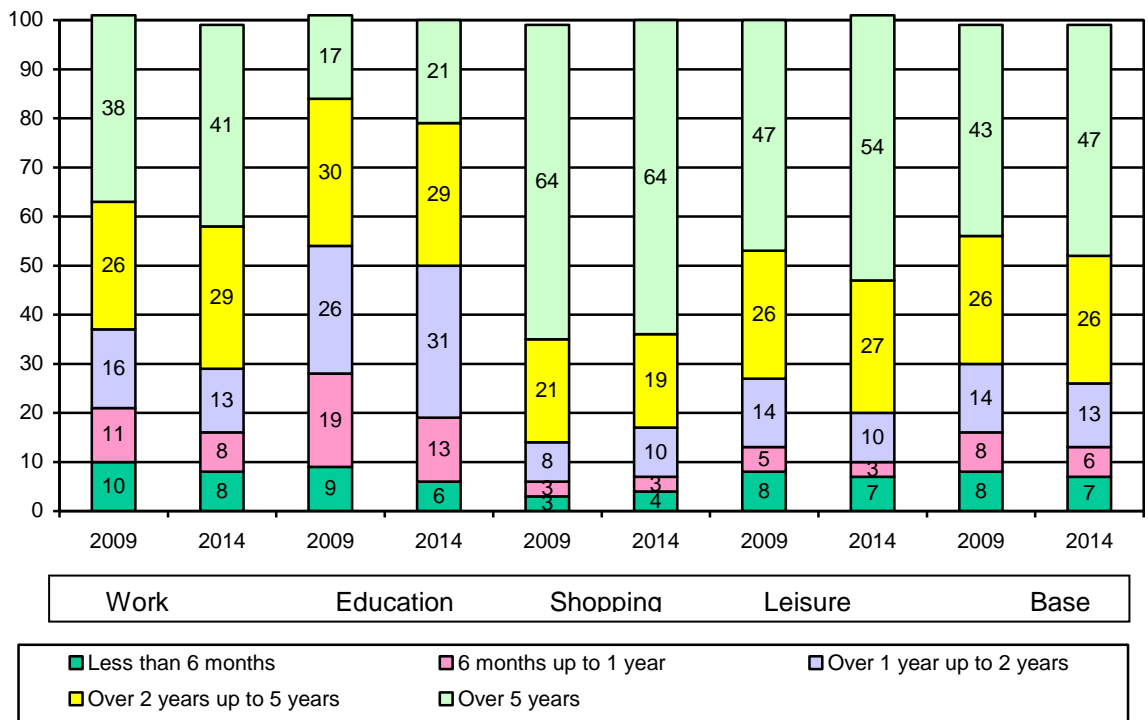
- Commuters mainly purchased tickets at newsagent (40%), however there was a decrease in purchase from a travel centre (25%) and an increase in purchase via direct debit (23%).
- Scholars continued to be most likely to purchase tickets at a travel centre, albeit this declined significantly to 36%. The use of newsagents also declined amongst this group (19%).
- There was a significant increase in the proportion of scholars purchasing season tickets through schools/colleges (32%).
- Other weekday users and Saturday users were fairly evenly split between those who purchased their tickets via a Newsagents and those that used Travel shops. See Appendices 13a and 13b.

4.5 LONGEVITY OF METRO USE

4.5.1 All respondents were asked how long they had used the Metro service. Nearly (47%) had used it for over 5 years, an increase on the 43% recorded in 2009. A further 26% had used the Metro for between 2 to 5 years, 13% for between 1 and 2 years and 13% for less than a year, a decrease on the 16% recorded in 2009. **See Appendices 14a and 14b.**

- Shoppers (64%) and leisure users (54%) were the longest term users of Metro. Few shoppers (7%) or Leisure users (11%) were new to the market.
- As one would expect Scholars were more likely to be using the Metro for a period of 2 years or less (50%).
- Although 41% of commuters had been using the service for over 5 years, 29% had been using it for between 2 to 5 year and 29% for less than 2 years.

Figure 17 : Longevity Of Use By Journey Purpose



4.6 USUAL WAIT TIME AT OUTWARD STOP

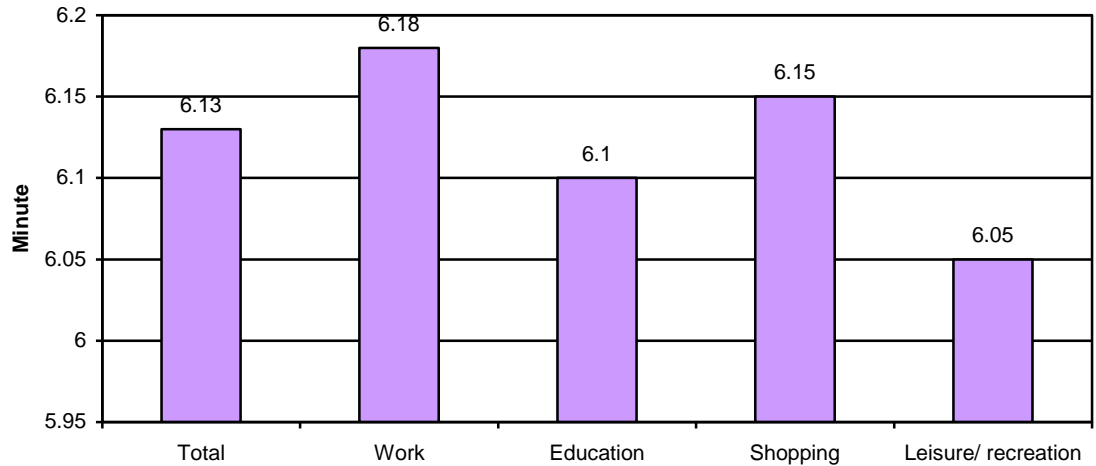
4.6.1 Metro has a high frequency service (every 8 minutes between 07.00- 19.00 Monday to Saturday). The average wait times was therefore a low 6 min and 13 seconds, with the majority of respondents waiting between 5-10 minutes (60%). **See Figure 18.**

- Wait time varied little by journey purpose.

- Commuters had a slightly longer wait time (6 mins 18 secs).
- Leisure users had the shortest wait time (6 mins 5 secs).

Figure 18 : Average Wait Time By Journey purpose

No comparable data to 2009



4.6.3 Respondents at the Hawthorns had the longest wait time (7 mins: 15 secs), while respondents at Trinity Way (5 mins 3 secs) had the shortest wait time. **See Appendices 15a and 15b.**

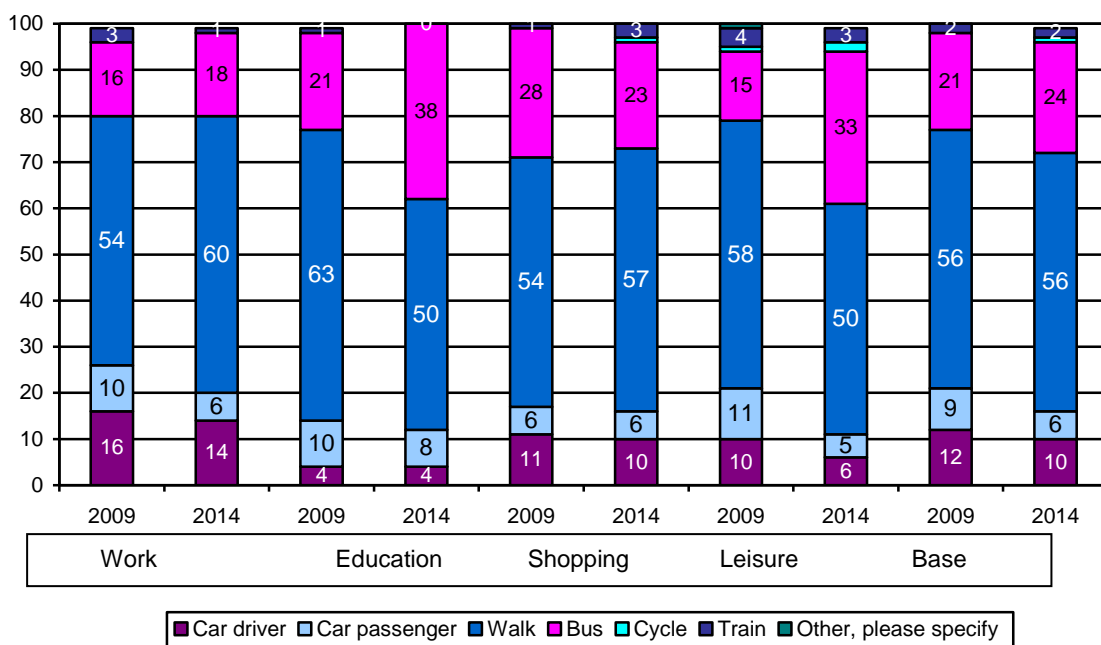
4.7 MODE OF TRAVEL TO METRO STOP

4.7.1 Overall half the sample walked to the Metro stop (56%) showing little change to 2009. However there was an increase in bus use (24%), reflecting the lower levels of car ownership/availability, fewer people travelled as a car driver (10%) or a car passenger (6%). **See Figure 11 and Appendix 16a and 16d.**

- Walking was the main mode of travel regardless of journey purpose.
- There was an increase in the proportion of commuters who were walking (60%) and travelling by bus (18%). Car bourn travel dipped to 20%.
- There was a significant increase in the proportion of scholars who were travelling to the stop by bus (38%), with a decline in those accessing the stop on foot (50%).
- In contrast shoppers saw an increase in walking (57%) and a decline in bus use (23%).
- Leisure users also saw an increase in bus use (33%) and a decline in walking (50%) and car use (11%).
- Where a car was available for travel 36% used it to travel to the stop – albeit a further 39% walked. Bus use amongst this group dipped to 13%.

- Amongst those without a car available walking was as high as 62% and bus use as high as 28%.

Figure 19 : Mode To Travel To Outward Stop By Journey Purpose



4.7.2

When looking at mode by stop the following is of note:

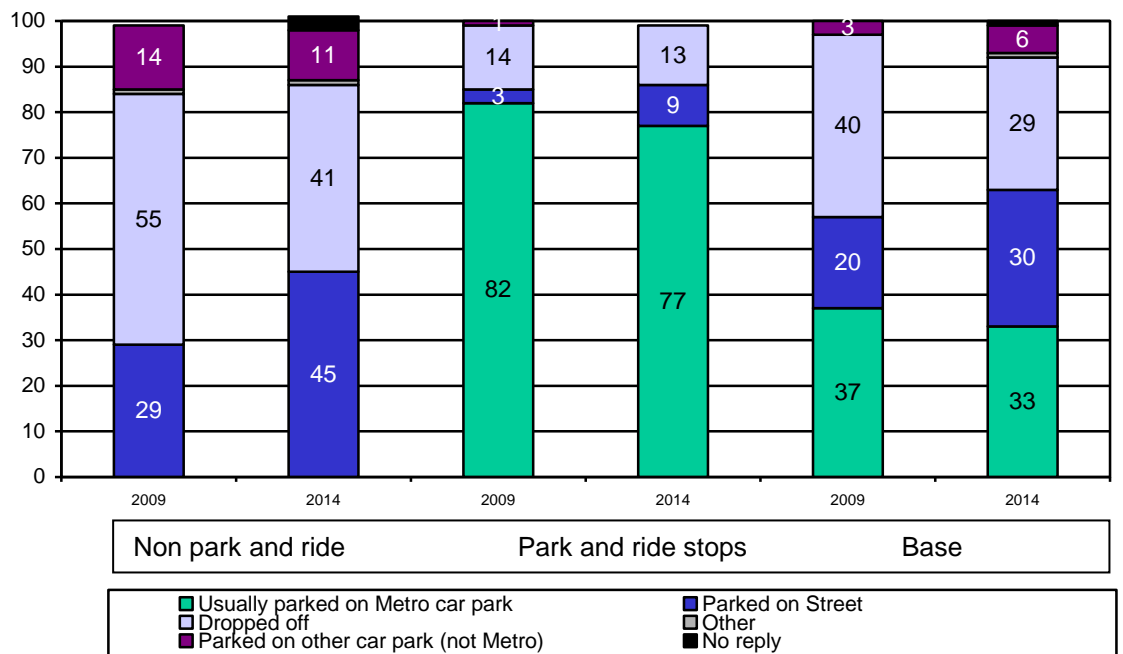
- As one would expect stops with Park and Ride sites attracted significantly higher levels of car drivers (Priestfield, 25%; Wednesbury Parkway 52% and Black Lake, 31%).
- The exception to this is the Hawthorns (5%) which shares its park and ride facility with rail users.
- Bus use accounted for over 60% of travel at Lodge Road (69%), and the City centre stops of Wolverhampton St Georges (62%) and Snow Hill (60%).
- Bus use accounted for over half of users at West Bromwich Central and the Jewellery Quarter. Significant proportion of users at St Pauls and Bilston Central also arrived by bus.
- Walking accounted for over 90% of respondents at Handsworth Booth Street and Dartmouth Street and over 80% of respondents at Kenrick Park and Bradley Lane.
- Over 70% of respondents at The Royal, The Crescent, Loxdale, Trinity way, Hawthorns, Winson Green and Soho Road also walked. **See Appendix 13c and 13d.**

4.8 LOCATION OF PARKED CARS

4.8.1 Overall, 268 Metro users had travelled to the stop by car. Centro Car Park Counts indicate that Park and Ride sites at Metro stops operate at capacity, especially the sites at Wednesbury Parkway and Priestfield. Car users were asked if they had parked on the stop car park or elsewhere. Overall 33% were parked on a Metro stop car park, however 30% were parked on street and 29% were dropped off. **See Appendix 17a and 17b.**

- There was an increase in the proportion of cars parked on street compared to 2009 (20% v 30%) and a decrease in the proportion using Park and Ride sites (37% v 33%).
- The increase in on street parking was noted mostly at non park and ride stops (29% v 45%) but also to a lesser extent at park and ride stops (3% v 9%).
- At park and ride stops there was a decrease in the proportion who had managed to park on the car park (82% v 77%), echoing figures which suggest the park and ride sites are at capacity.
- There was a decrease in the proportion being dropped off, particularly at non park and ride stops (55% v 41%).

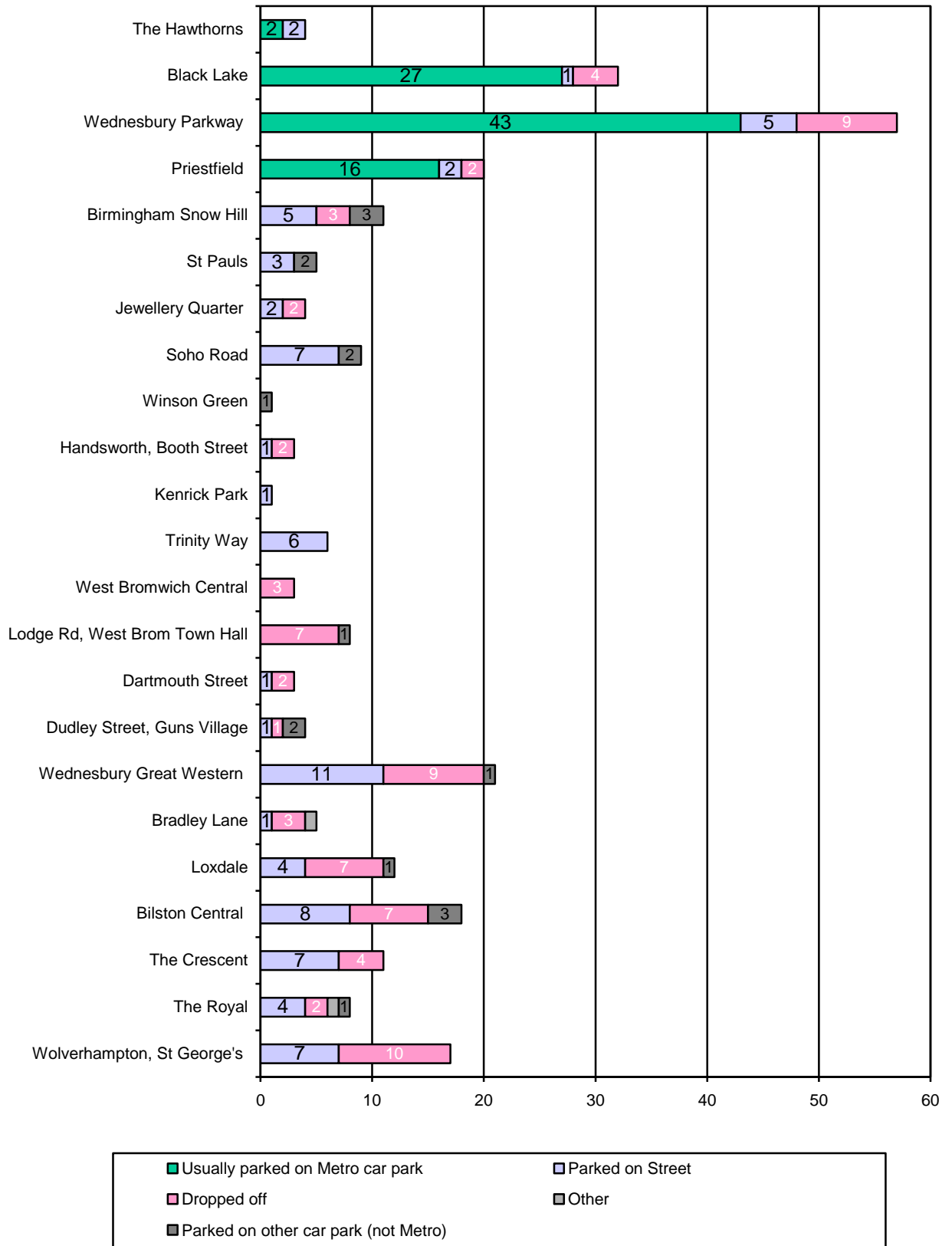
Figure 20 : Location Of Cars Used To Travel To Metro Stop



4.8.2 When looking at on street parking in more detail it can be seen that significant incidents of on street parking were found at Wednesbury Great Western Street (11 users), Bilston Central (8

users) Soho Road and Wolverhampton St Georges (7 respondents each). See Figure 21 for further detail.

Figure 21: Count of Location of car by stop



4.9

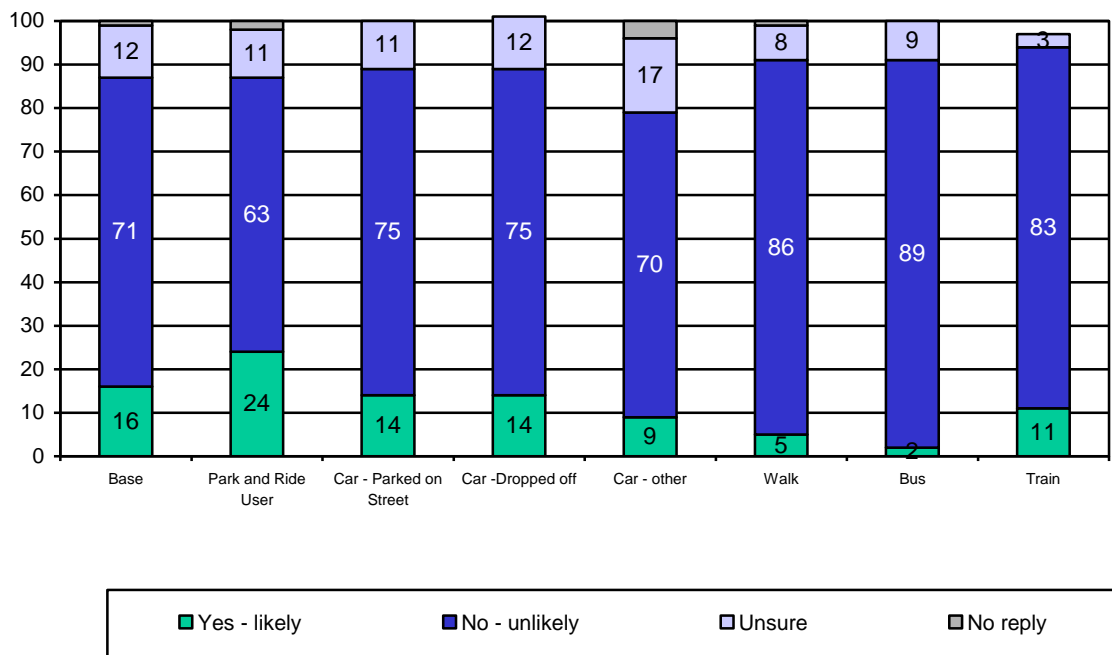
LIKELY USE OF A PARK AND RIDE AT BRADLEY LANE

4.9.1

Given that there appears to be some demand amongst current car users for parking spaces respondents were asked how likely they were to use a park and ride site if one opened at Bradley Lane. Overall 6% of respondents stated they were likely to use the park and ride site. See **Figure 22 and Appendices 18a and 18b**.

- Demand rose to 24% amongst current park and ride users, potentially due to issues parking at their current park and ride site.
- Park and Ride users at Wednesbury Parkway (16%) and Priestfield (11%) would be most likely to use the Park and Ride potentially freeing up spaces at these over capacity car parks.
- Demand also rose amongst current car users who park on street (14%) indicating that the Park and Ride could alleviate on street parking in areas.
- 14% of those who were currently dropped off at a stop were also likely to use the Park and Ride.
- The nearby stops of Loxdale (14%) and The Crescent (20%) also saw heightened demand; demand also peaked amongst users at Trinity Way (25%).
- Demand decreased amongst walkers and bus users.

Figure 22 : Likely Use Of A Metro Park And Ride At Bradley Lane



4.10 **JOURNEY ORIGIN OF METRO USERS**

- 4.10.1 **Appendix 19** illustrates the journey origin of Metro users by boarding stop. Perhaps unsurprisingly as large proportions of Metro users had walked to their stop the majority travelled from surrounding areas. There were exceptions to this. At Snow Hill users arrived from areas all over Birmingham, likewise at Wolverhampton users travelled to the stop from all over the Wolverhampton area, including outside of the area.
- 4.10.2 The Park and Ride stops also attracted users from further a field. For example users at Priestfield came from across Walsall and users at Wednesbury Parkway from across Walsall and Sandwell. Users at Hawthorns – which is accessible by train were also scattered across the West Midlands area.
- 4.10.3 Stops such as the Jewellery Quarter, West Bromwich Central, St Pauls and Lodge road, which had a high proportion of bus users also attracted respondents from further afield. A scattering of users in the Loxdale area were travelling from the Bradley area explaining the popularity of a Park and Ride at Bradley amongst these respondents.

4.11 LENGTH OF TIME TAKEN TO TRAVEL TO OUTWARD STOP

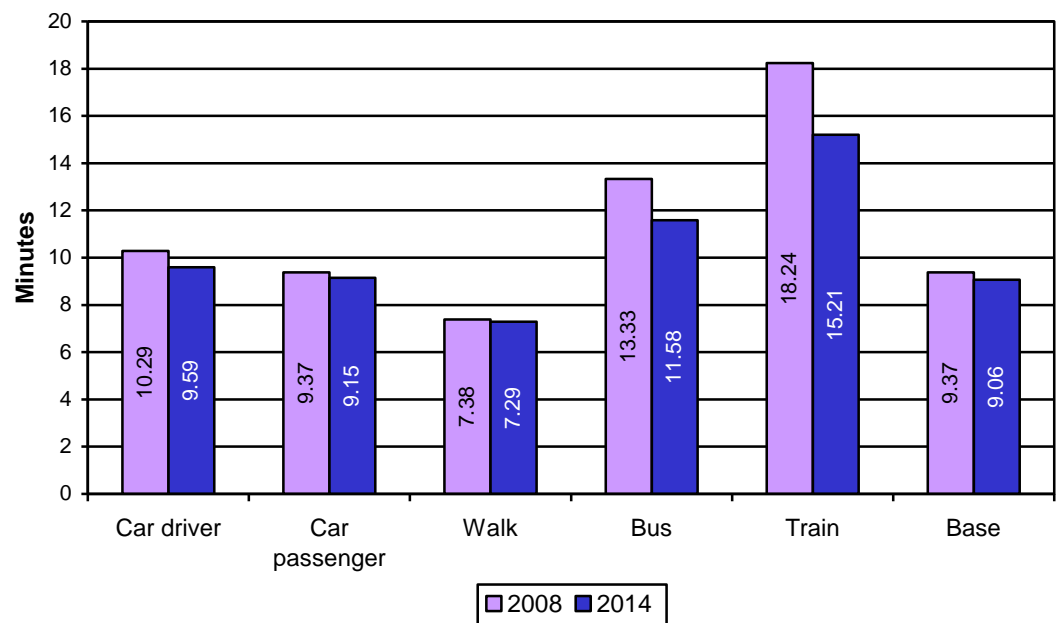
4.11.1

Respondents were asked how long it took them to travel to the Metro stop where they start their outward journey. The average journey time to stop was 9 mins and 6 secs, a slight decrease on the 9 mins 37 secs recorded in 2009. **See Appendix 20a and 20b.**

- Journey times had dipped across all modes of travel.
- Walkers (7 mins 29 secs) had the shortest journey times.
- This was followed by car drivers (9 mins and 59 secs) and passengers (9 mins and 15 secs).
- Those who travelled by public transport had the longest journey times (11 mins 58 secs by bus and 15 mins 21 secs by rail). Though positively the journey times by both modes had decreased.

Figure 23 : Average Travel Time To Metro Stop By Mode Of Travel 2009/2014

Does not include cyclist due to small sample size



4.11.2

Respondents starting their journey at Wolverhampton St Georges (14 min 9 secs) and Lodge Road (12 mins 34 secs), which had a high proportion of bus users, had the longest journey to stop. Those travelling from the Jewellery Quarter (6 mins and 1 secs) and Snow Hill (7 mins and 6 secs) had the shortest journey times, despite the high proportion of bus use at these stops.

4.12 USUAL ALIGHTING STOP

4.12.1 Respondents were mainly travelling into City centres with 38% travelling to Birmingham Snow Hill and 21% Wolverhampton St Georges. 14% travelled to West Bromwich Central and 5% to Bilston Central. **See Appendix 21a. And 21b**

Table 5 : Boarding Stop By Main Alighting Stop

Boarding stop	Main Alighting Stop
Wolverhampton St Georges	36% Snow Hill; 20% West Bromwich Central
The Royal	50% Snow Hill; 13% Bilston Central
Priestfield	45% Snow Hill; 15% West Bromwich Central; 11% Bilston Central
The Crescent	50% Snow Hill; 32%, Wolverhampton;
Bilston Central	42% Wolverhampton; 19% Snow Hill; 16% West Bromwich Central
Loxdale	28% Snow Hill; 43%, Wolverhampton
Bradley Lane	30% Snow Hill; 32%, Wolverhampton
Wednesbury Parkway	60% Snow Hill; 18%, Wolverhampton
Wednesbury Great Western Street	44% Snow Hill; 25%, Wolverhampton
Black Lake	63% Snow Hill; 22% Wolverhampton
Dudley Street	46% Snow Hill; 21% Wolverhampton; 15% West Bromwich Central
Dartmouth Street	57% Snow Hill; 13% Wolverhampton St Georges; 12% West Bromwich Central
Lodge Road	33% Snow Hill; 26% Wolverhampton
West Bromwich Central	36% Snow Hill; 23% Wolverhampton
Trinity Way	60% Snow Hill; 15% Wolverhampton
Kenrick Park	39% West Bromwich Central; 34% Snow Hill; 13% Wolverhampton
The Hawthorns	37% West Bromwich Central; 29% Snow Hill; 11% Wolverhampton
Booth Street	52% Snow Hill; 21% West Bromwich Central
Winson Green	31% Snow Hill; 24% Wolverhampton; 22% West Bromwich Central
Soho Road	53% Snow Hill; 15% West Bromwich Central; 11% Wolverhampton
Jewellery Quarter	20% Wolverhampton; 29% West Bromwich Central
St Pauls	27% Wolverhampton; 16% West Bromwich Central;
Snow Hill	31% Wolverhampton; 17% West Bromwich Central; 11% Black Lake

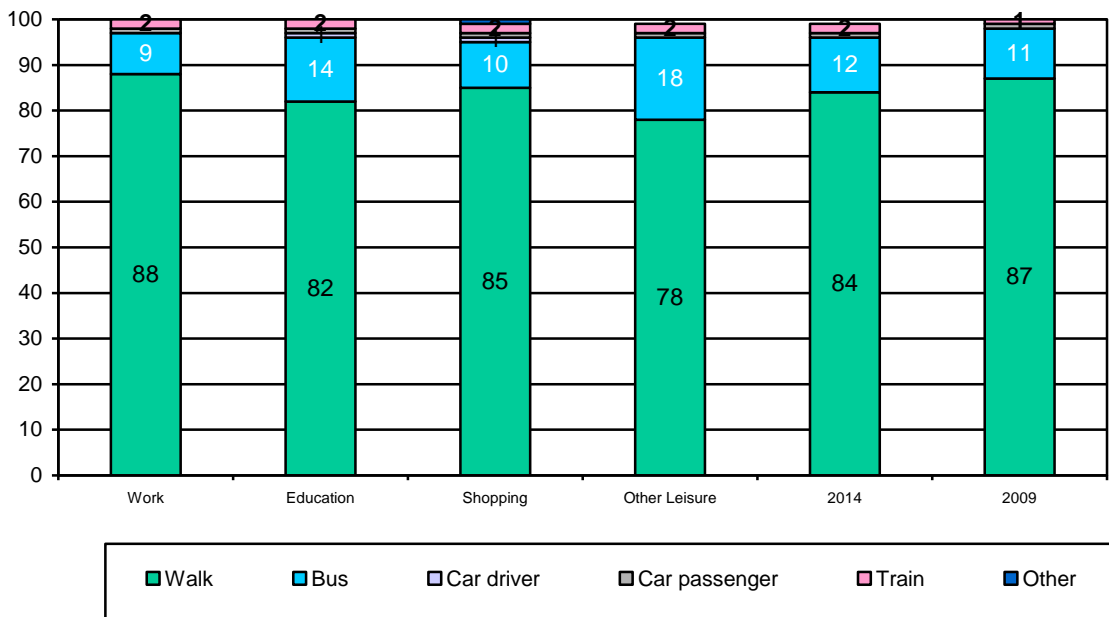
4.12.2 Commuters at 46% were most likely to alight at Snow Hill, followed by Wolverhampton St Georges at 18%. Scholars were also more likely to alight at Snow Hill (43%), albeit a further 23% alighted at Wolverhampton and 11% at West Bromwich Central. Shoppers and Leisure users were more evenly split between their use of Snow Hill, Wolverhampton and West Bromwich Central.

4.13 MODE OF TRAVEL TO RETURN METRO STOP

4.13.1 1609 respondents made a return journey by Metro. When asked how they travelled to their return Metro stop the vast majority of users walked (84%), a further 12% travelled by bus. 2% travelled by train and 1% by car. **See Appendices 22a to 22c.**

- Commuters were most likely to have walked to their return stop (88%) with an additional 9% travelling by bus.
- 82% of scholars walked to their return stop as did 85% of shoppers.
- Leisure users were least likely to walk to their return stop (78%) with 18% having travelled by bus.

Figure 24: Mode Of Travel To Return Stop



4.13.2 Return trips were largely made from Birmingham Snow Hill, Wolverhampton St Georges and West Bromwich Central. At all these stops walking was the main mode of travel to stop (89%, Snow Hill; 83% Wolverhampton St Georges; 82% West Bromwich Central). 15% each at Wolverhampton and West Bromwich Central made return journeys to the stop by bus while at Snow Hill 7% returned by bus and 2% by train.

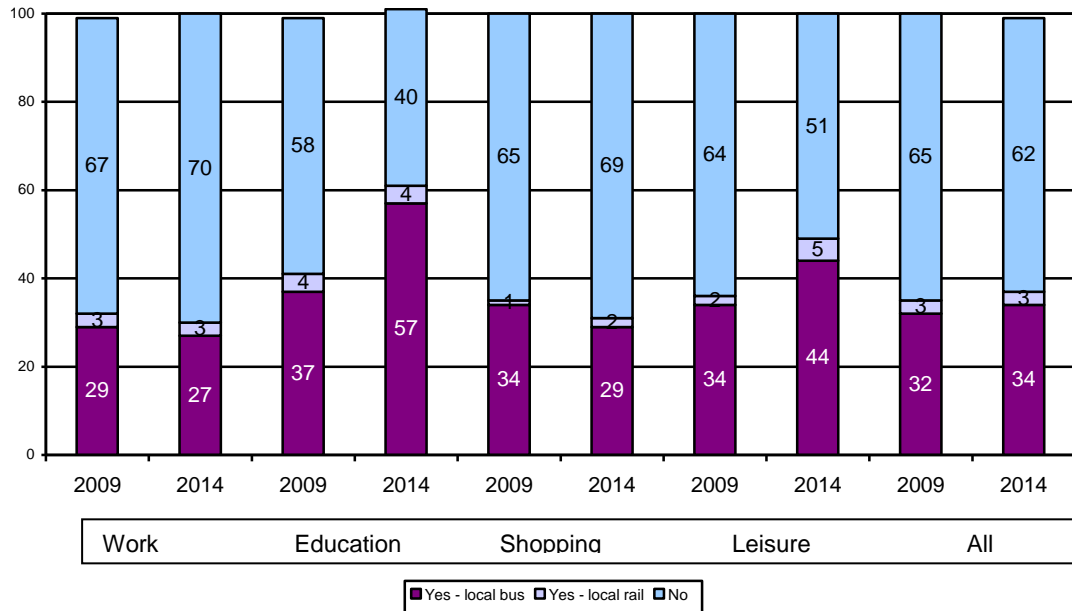
4.14 LEVEL OF BUS/RAIL USE ON METRO JOURNEYS

4.14.1 All respondents were asked if they travelled by bus or rail for any part of their Metro journey to their final destination. Overall 34% used the bus, an increase on the 32% recorded in 2009; while 3% used local rail. **See Appendices 23a and 23b.**

- At 57% scholars were most likely to use bus as part of their Metro journey. An increase on the 29% recorded in 2009.
- 44% of leisure users also used the bus, again an increase on 2009 figures (34%). At 5% Leisure users were the group most likely to use the train.

- Shoppers (29%) and commuters (27%) were least likely to use the bus, with bus use declining slightly amongst both groups compared to 2009.

Figure 25 : Frequency Of Travel By Bus And Rail As Part Of Metro Journey



4.15 TRAVEL PARTY SIZE

4.15.1 Interviewers were asked to record how many people were travelling with the respondents. **Table 7** summarises this information. By and large people travelled alone, albeit 38% travelled with at least one other adult, 2% with a 5-15 year old and 3% with an under 5. **See Appendix 24a and 24b.**

Table 7 : Type Of Person In Travel Party Composition

	Adults	5-15's	Under 5's
0	62	98	97
1	35	2	3
2	3	0	0
3	0	0	0
4 or more	0	0	0
Weighted	1694	1693	1694

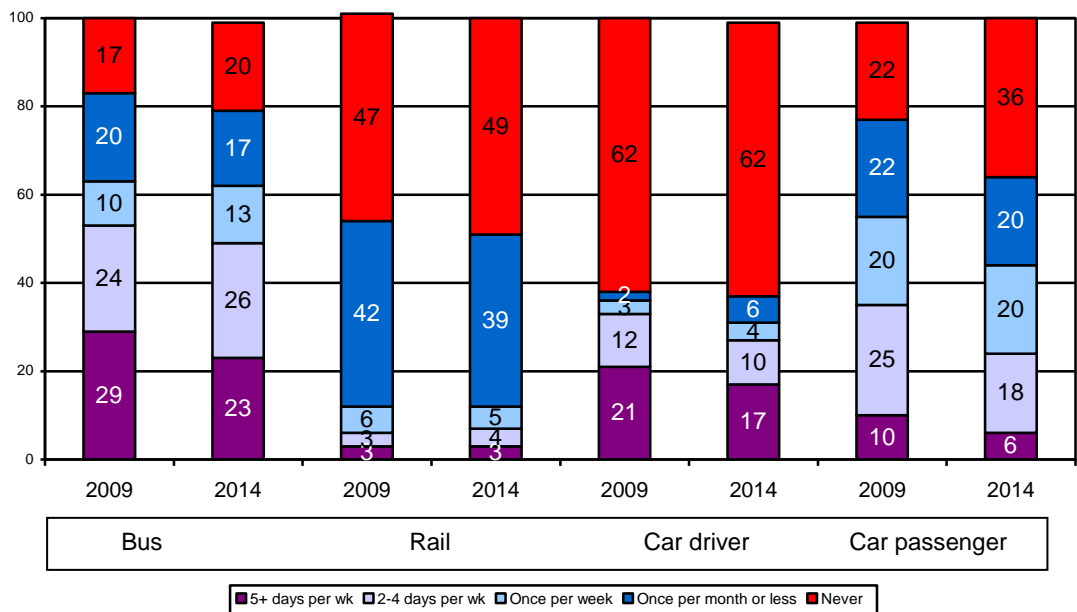
4.15.2 Shoppers and leisure users were most likely to travel with companions, especially with other adults (48% shoppers; 46% leisure user).

4.16 FREQUENCY OF TRAVEL BY OTHER MODES

4.16.1 Metro users were asked how frequently they travelled by other modes. **See Figure 10 and Appendix 25a and 25b.**

- Bus continued to be the next most widely used form of transport with 62% travelling by bus weekly; a similar figure to the 63% recorded in 2009.
- Weekly bus use was highest amongst scholars (78%) and leisure users (75%) dipping to 52% amongst commuters.
- 44% travelled weekly as a car passenger a decrease on the 55% recorded in 2009.
- Travel as a car passenger rose to 58% amongst scholars dipping to 36% amongst shoppers.
- Travel as a car driver also declined (32%, weekly).
- Car driving rose to 49% amongst commuters dipping to 18% amongst scholars and only accounting for around a third of shoppers.
- Weekly rail users stood at 12%, a figure similar to that recorded 2009.
- At 19% scholars were most likely to travel weekly by rail, shoppers were the least likely (9%).
- Only 3% of users cycled weekly. 93% never cycled.

Figure 26 : Frequency Of Travel By Other Modes

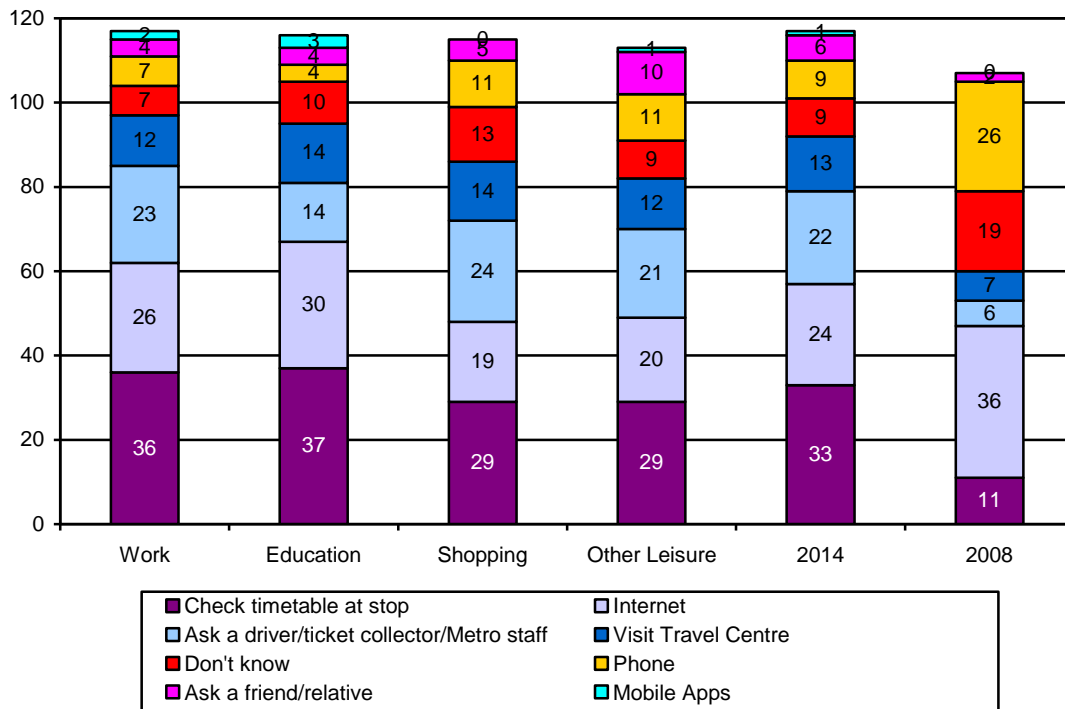


4.17 SOURCE OF METRO INFORMATION

4.17.1 All Metro users were asked if they needed to obtain information about Metro journeys where they would go to obtain it.

Figure 27 : SOURCE OF METRO INFORMATION

% exceed 100 due to multiple responses



4.17.2

Most checked the timetable at the stop (33%); used the Internet (24%) or asked the driver/ticket collector (22%). 13% would visit a Travel Centre. There was an increase in the proportion who would check information at stop or ask driver/ticket collector or visit a Travel Centre, while internet use had declined along with use of telephone.

- Checking the timetable at stop was the main information source regardless of journey purpose.
- Scholars (30%) and commuters (26%) were most likely to use the internet.
- A quarter of commuters and shoppers would ask driver/ticket collectors this dipped to 14% amongst scholars.
- Shoppers (11%) and leisure users (11%) were most reliant on the telephone.

4.17.3

Website use: At 10% the most commonly used website was www.networkwestmidlands, a similar figure to that recorded in 2009. 6% used www.midlandmetro, a decline on the 16% recorded in 2009.

4.17.4

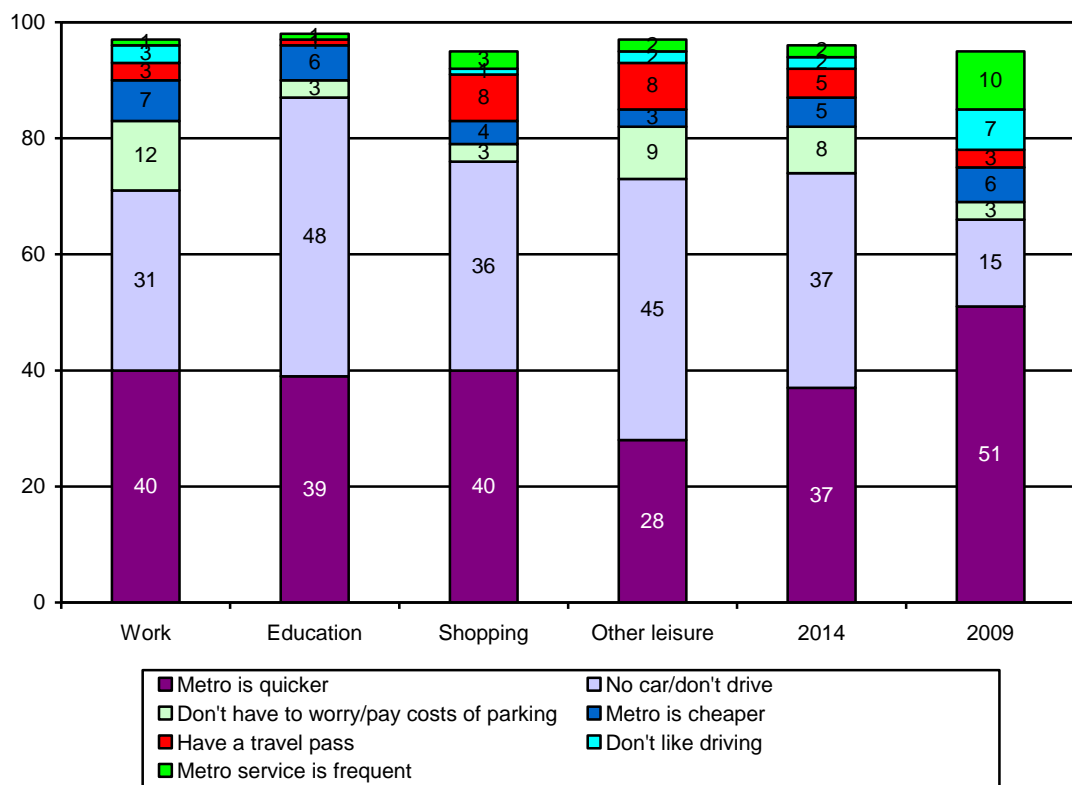
App use: Only 1% of Metro users used mobile Apps, albeit this rose to 3% amongst scholars. Amongst the Apps most commonly used respondents mentioned Twitter, Network West Midlands and National Express.

4.18 MAIN REASON FOR TRAVELLING BY METRO

4.18.1 All users were asked to give the main reason for travelling by Metro. The top 2 responses continue to be *quicker than other methods* or *no car/don't drive*, (37% each). Reflecting the lower levels of car ownership and car availability, the proportion stating *no car/don't drive* had risen significantly since 2009 while those stating *quicker than other modes* had declined. 8% used the Metro to avoid parking costs and 5% each because it was cheaper or because they had a travel pass. See **Figure 28** and **Appendices 27a and 27b**.

- Using the Metro as its quicker was the top response amongst commuters and shoppers.
- Amongst leisure users and scholars the top response tended to be no car/don't drive. See **Figure 28**.

Figure 28 : Main Reason For Travelling By Metro



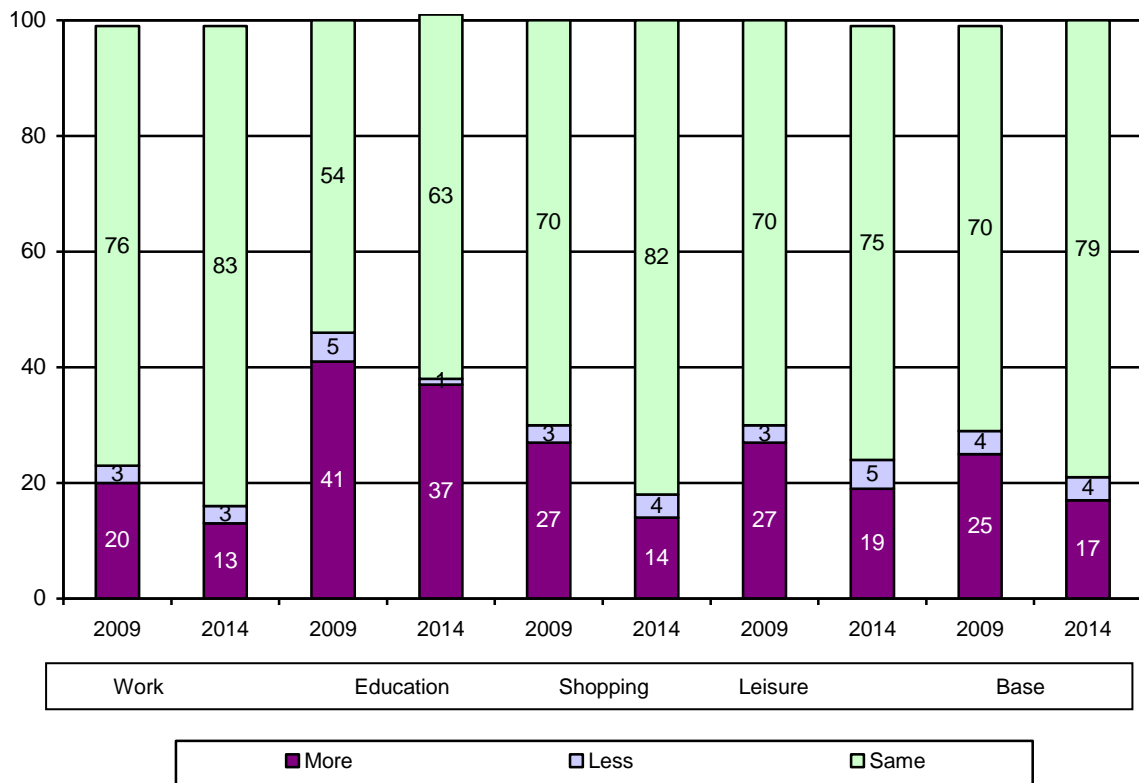
4.18.2 As **Appendix 27b** illustrates one of the main reasons for the shift in reasons for travel is the decrease in car availability amongst Metro users. Those without a car available to travel were more likely to state *no car/don't drive*, (49%) while those with a car available were more likely to state *Metro is quicker* (44%) or *don't have to worry about/pay parking costs* (23%).

4.19 CHANGES IN METRO TRAVEL OVER LAST 12 MONTHS

4.19.1 The 1473 respondents who had travelled by Metro for over 12 months were asked if they were making more or less journeys by Metro than a year ago. There was an increase in those who noted no change in their travel patterns compared to 2009 (79%) with just 17% of respondents stated that they were travelling more often – a significant dip on the 25% recorded in 2009. **See Appendices 28a and 28b.**

- The increase in respondents who stated they were travelling the same as 12 months ago was noted amongst all user groups.
- Scholars were most likely to think they were travelling more often (37%), followed by shoppers (27%) and leisure users (25%).
- Commuters were most likely to note no changes in their travel patterns.

Figure 29 : Changes In Travel By Journey Purpose

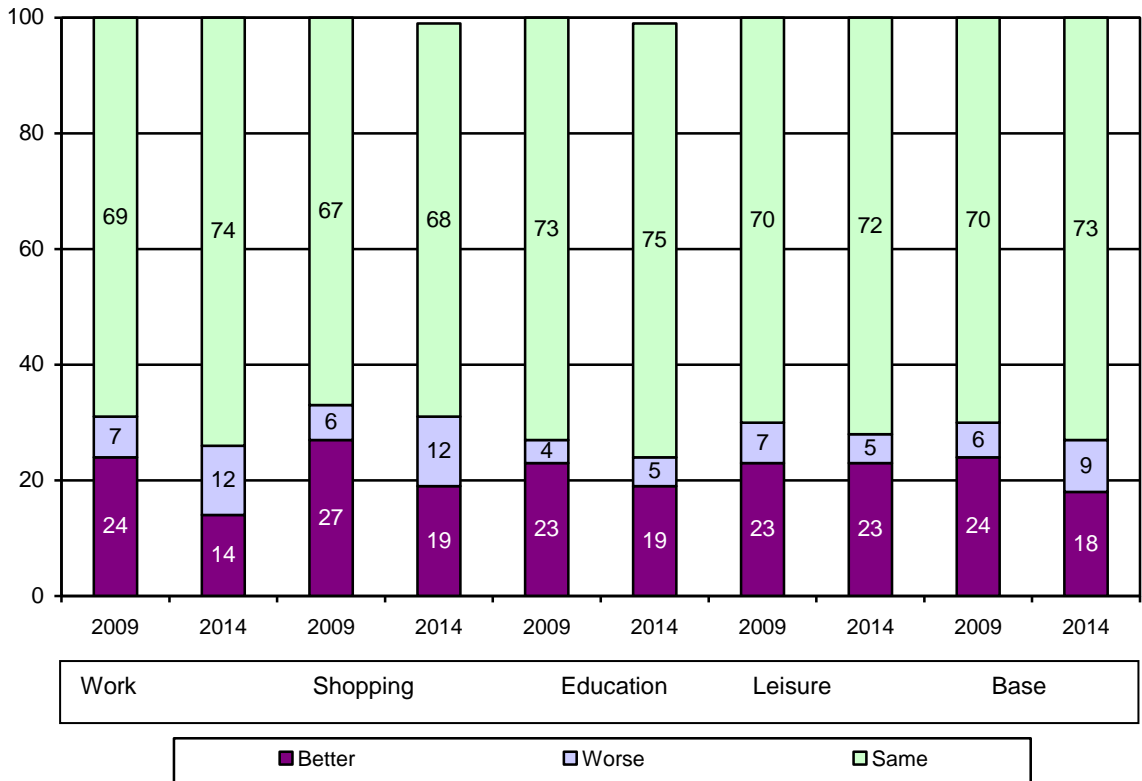


4.20 OPINION OF THE METRO SERVICE OVER LAST 12 MONTHS

4.20.1 The same sub group of users were also asked if they thought the service had got better, worse or stayed the same over the last 12 months. There was an increase in the proportion of

those that thought the service had stayed the same (73%), fewer thought it had got better (18%), while fractionally more thought the service had got worse (9%). See Appendices 28a and 28b.

Figure 30: Changes In Opinion On Service Over Last 12 Months



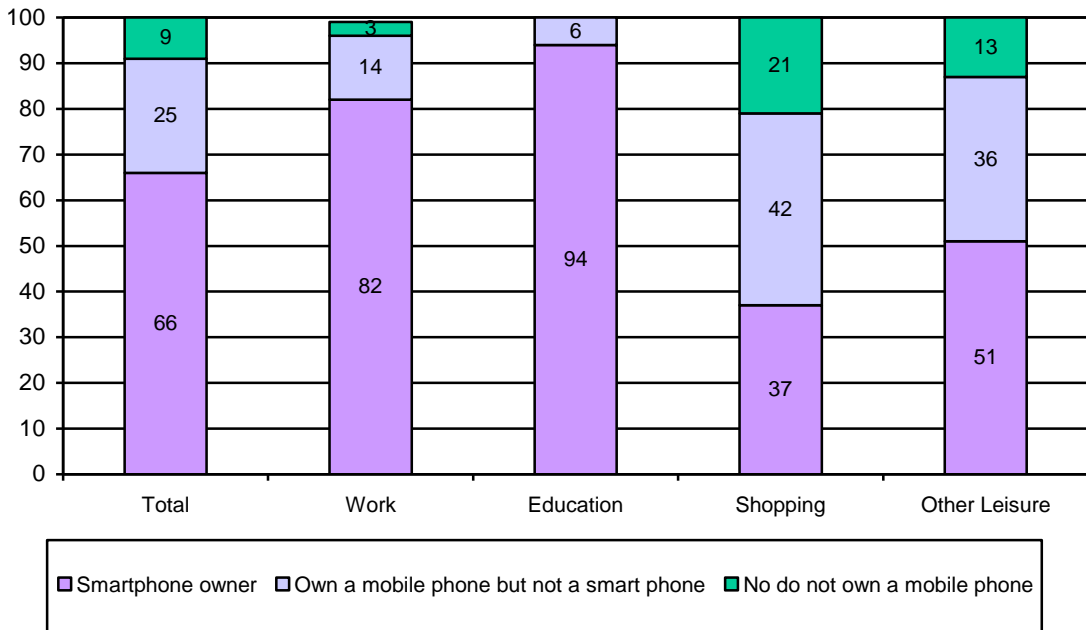
4.20.2 The decline in the proportion of respondents who thought the service had got better was noted amongst all users groups, with the exception of leisure users who at 23% were most likely to state the service had got better. Commuters and scholars (12% each) were most likely to think the service had got worse.

4.21 USE OF SOCIAL MEDIA

4.21.1 Metro users were asked about their access to and use of Social Media. 66% of Metro users had a Smartphone, while 25% had access to a mobile (but not a Smartphone). Only 9% did not have a mobile phone. See Figure 31 and Appendices 30a to 30c.

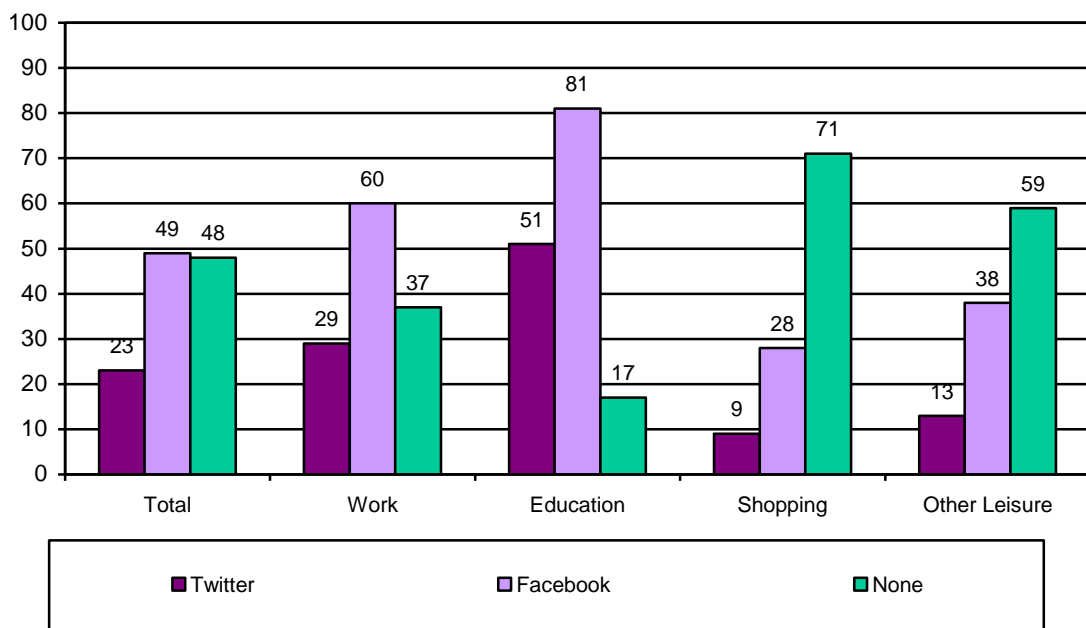
- The more youthful scholars were most likely to have a Smartphone (94%), as did 82% of commuters.
- Smartphone ownership dipped to 37% amongst shoppers and 51% amongst leisure users, and to 9% amongst over 65's.

Figure 31 – Smartphone Ownership By Journey Type



4.21.2 Metro users were also asked about their use of social media. Facebook was the most widely used social media platform at 49%, while 23% used Twitter. However nearly half (48%) used neither Facebook or Twitter. **See Figure 32.**

Figure 32 – Social Media Use by Journey Type



- As one would expect scholars were the biggest users of Facebook (81%) and Twitter (51%) with only 17% using neither form of social media.

- 60% of commuters also used Facebook and 29% Twitter; albeit over a third (37%) used neither.
- Use of Facebook dipped to 38% amongst leisure users while Twitter use dipped to 13%.
- Shoppers (71%) were most likely to state they used neither Twitter or Facebook.
- Amongst those aged 65+ only 2% used Twitter and 3% Facebook.

5.0 CONCLUSION

- 5.1 Metro users continued to be more youthful and ethnically diverse than the conurbation as a whole, albeit users were slight less youthful than noted in previous years. Metro use was chiefly for commuting, however there had been a decline in shopping and education use and an increase in leisure travel.
- 5.2 This year saw an increase in male users and in line with this a move toward more traditional 'male' occupation and working habits. However one of the biggest changes was the decline in Metro users living in households with a car and vis a vis the decline in those who had a car available for travel, this decline was noted amongst all groups of respondents especially commuters and leisure users. Although the SEG of respondents seemed little changed the lower levels of car ownership can be explained by looking at the Mosaic grouping of respondents based on their postcode; with users disproportionately coming from Claimant Culture and Ex Council Community, especially amongst the growing group of Leisure users. This could partly be due to economic downturn in the area, squeezing incomes and lowering car ownership.
- 5.3 The dip in car availability/ownership is influential when looking at how users travel to stops. The majority of users continue to walk to stop, however there had been an increase in bus travel and a decline in car travel.
- 5.4 Despite the decline in car travel the proportion of Metro users parking on street had increased this year at the same time the proportion of those parking at Park and Ride sites had decreased. Centro car park figures indicate Metro Park and Rides are at capacity, therefore one has to summarise that capacity issues are causing more car users to park on street rather than utilise the car parks. This could further be exacerbated by the decline in those being dropped off at stops if the car is left at the stop instead. Because of this the proposal to provide additional park and ride capacity at Bradley Lane was popular, especially amongst current car users and Park and Ride users at Wednesbury and Priestfield.
- 5.5 There was little change in type of ticket tendered; positively the purchase of season tickets remains high, especially amongst the most regular travelling commuters and scholars. It is also positive to note that Metro users, who are generally regular bus users, utilise Season tickets which combine Metro and bus. There were more significant changes is how season tickets are purchased, although Newsagents remain a key supplier there were increases in direct debit use, while amongst students there

was a significant increase in those purchasing tickets through schools and colleges.

- 5.6 In terms of information sources most would check RTI at stop. However, perhaps more unusually in this digital age, use of the Internet had declined. This can partly be explained by the increase in elderly users and perhaps to some extent the less affluent nature of Metro user households as illustrated by their Mosaic group. There was no overall change in the proportion who would use the NWM website with the decline noted in use of Midland Metro website. Few users indicated they would use mobile Apps to access Metro information, this despite the fact that Smartphone ownership amongst scholars stand at 94% and at 66% overall.
- 5.7 The main reasons for Metro travel changed, in line with changes in car availability with more people stating they travelled by Metro as don't have a car at the expense of those using the Metro as it was quicker. However the speed of the Metro remains a key reason for travel amongst commuters and scholars. Indeed the relative efficiency of Metro travel is further illustrated by a drop in journey times to stops and wait times at stop of just over 6 minutes.
- 5.8 The Metro market therefore appears to be less youthful and less affluent than in 2009, with users less likely to have a car available to make journeys. Midland Metro is about to undergo some significant changes in terms of increased vehicle capacity and the extension of the line into Birmingham City Centre, this study will provide a useful baseline in which any further changes to the future Metro market can be compared.

Appendices

Appendix 15