

EAST BURWOOD PASSENGER SURVEY

NOVEMBER 1978

MELBOURNE AND METROPOLITAN TRAMWAYS BOARD

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1. INTRODUCTION.

An on-board passenger survey was conducted on the East Burwood tramway extension, between Middleborough and Warrigal Roads on Thursday, 2nd November, 1978. Printed survey cards (a sample card is attached - see Figure 1) were handed out to passengers on all trams travelling towards the City over the whole day. Cards were collected again on the tram. Some refusals were received and cards were not distributed to young children. 950 cards were distributed.

Information sought in this survey included origins and destinations of passengers using the extension, how they reached their boarding stop and their final destination from their alighting stop, why they were travelling and how they travelled before the extension opened.

Generally, the response rate was very good. Some questions, however, had a lower response rate than others. Two questions which achieved response rates of about 80% asked passengers to mark on maps where they commenced their journey and where they alighted from the tram. This low response was surprising since, in previous surveys, most respondents have marked origin and/or destination points on maps.

The questions on the survey card relating to travel habits prior to the opening of the extension also had low response rates, and there was some misinterpretation of these questions. It had been anticipated that some passengers would have trouble with these questions, but they were included because of the potential usefulness of the data they could produce. In spite of the low response rate and some misunderstanding of the questions, it is considered that the questions have elicited useable data.

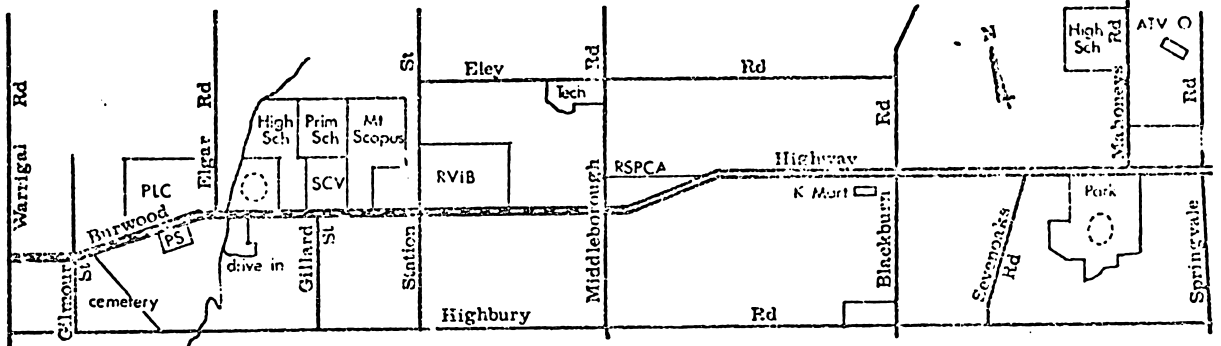
The degree of misunderstanding of questionnaires in on-board surveys seems to be greater than that for a mail-back survey. This is most likely the result of the time constraint imposed on passengers in completing the cards whilst on-board the tram. Hasty and incorrect answers sometimes result. However, the questionnaire cards in this survey were, in the main, well completed and produced useable data.

EAST BURWOOD PASSENGER SURVEY

This survey is being conducted to obtain information about the trips being made by passengers using the East Burwood tram extension. The results will also be used in evaluating a possible extension beyond Middleborough Road. Would you please complete the following questions and return the card before the tram reaches Hartwell.

The questions relate to the journey you are making now.

- (1) Please mark on the map below where you commenced your journey (e.g. home, school, etc.).



Please write the street and suburb where the trip began if it is outside the area shown on the map.

.....

- (2) How did you get to your boarding stop? (Tick main one please)

Walk Bus Car Driver
 Car Passenger Other (please specify).....

- (3) What is the main purpose of this trip? Travelling to or from:

Work School Shops Personal Business
 Social/Recreational Other (please specify).....

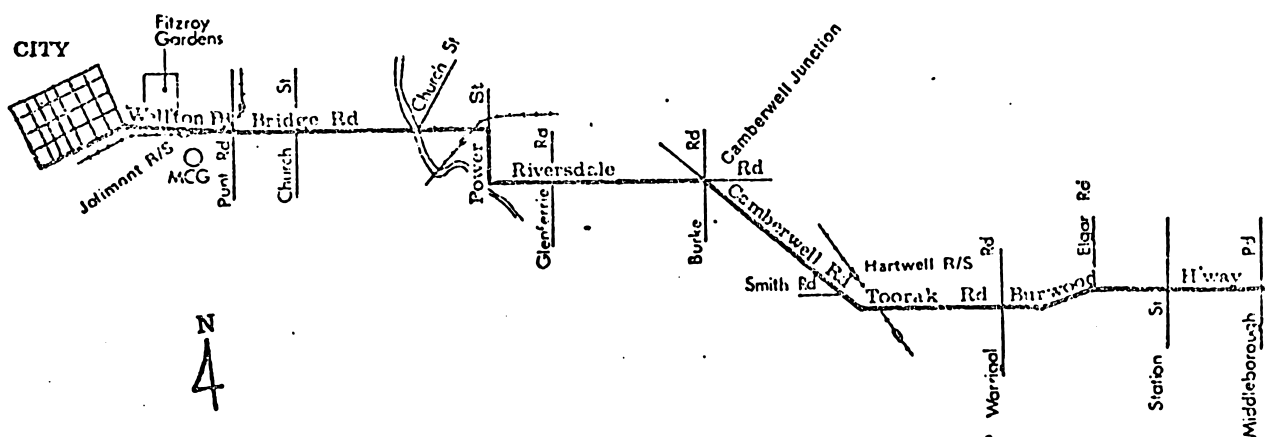
- (4) How often do you make this type of trip?

4 or more days per week
 2 or 3 days per week
 About once per week
 Less than once per week

PLEASE TURN OVER

FIGURE 1 : SAMPLE SURVEY CARD

(5) Please mark on the map below where you will get off this tram:



(6) How will you continue your journey when you leave this tram? (Tick main one please)

- Walk only Train Tram
 Bus Car Passenger Car Driver
 Other (please specify)

(7) In what suburb will you complete your trip?.....

This section refers to your travel before the tram line was extended. Please answer Question 8 OR QUESTION 9.

(8) If you are travelling to or from work or school, how did you make this trip before the extension opened? (Tick more than one if necessary)

- Walk Tram Train Bus
 Car Driver Car Passenger Bicycle
 Other (please specify).....

(9) If you are making any other sort of trips (e.g. going to or from the shops, bank, visiting friends, etc.).

Did you make this type of trip to a different area before the extension opened?
 YES NO

- How did you make this type of trip before? (Tick more than one if necessary)
- Walk Tram Train Bus
 Car Driver Car Passenger Bicycle
 Other (please specify).....

(10) Do you wish to make any comments?.....

THANK YOU FOR YOUR HELP.

FIGURE 1 : SAMPLE SURVEY CARD (REVERSE SIDE)