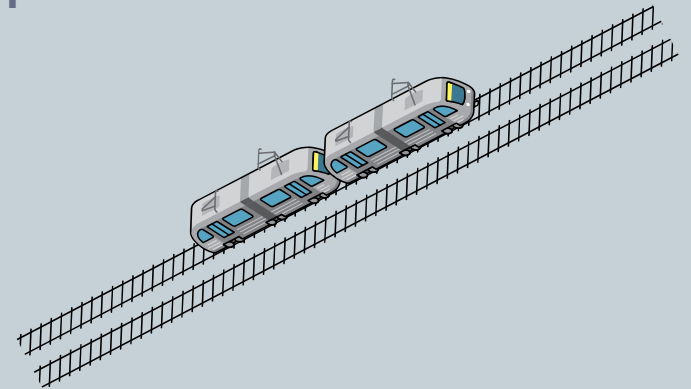
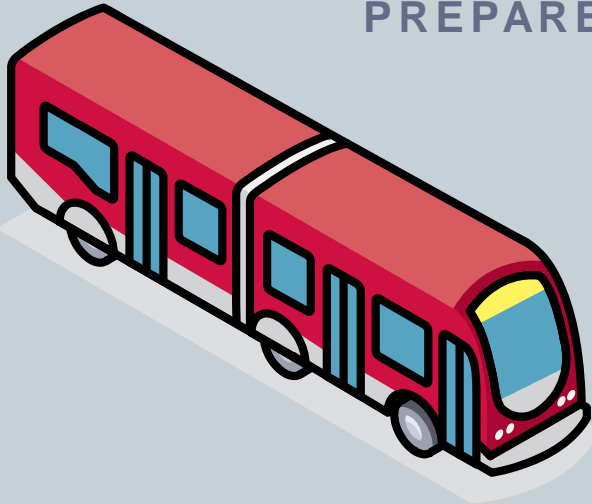


# Metro's Winter 2013 Customer Satisfaction Survey



WESTSIDE/CENTRAL SERVICE COUNCIL  
JULY 9, 2014  
PREPARED BY METRO RESEARCH AND  
DEVELOPMENT



# Metro Customer Information Program



1. Annual Metro customer satisfaction survey
2. Focus groups on various issues such as Ticket Vending Machines (TVM)
3. Small-scale line surveys and/or stop survey
4. County-wide telephone survey of non-users
5. GIS mapping for Express Lanes and vanpool program
6. Data for Federal programs such as Title VI and Limited English Proficiency

# Metro's Winter 2013 Customer Satisfaction Survey



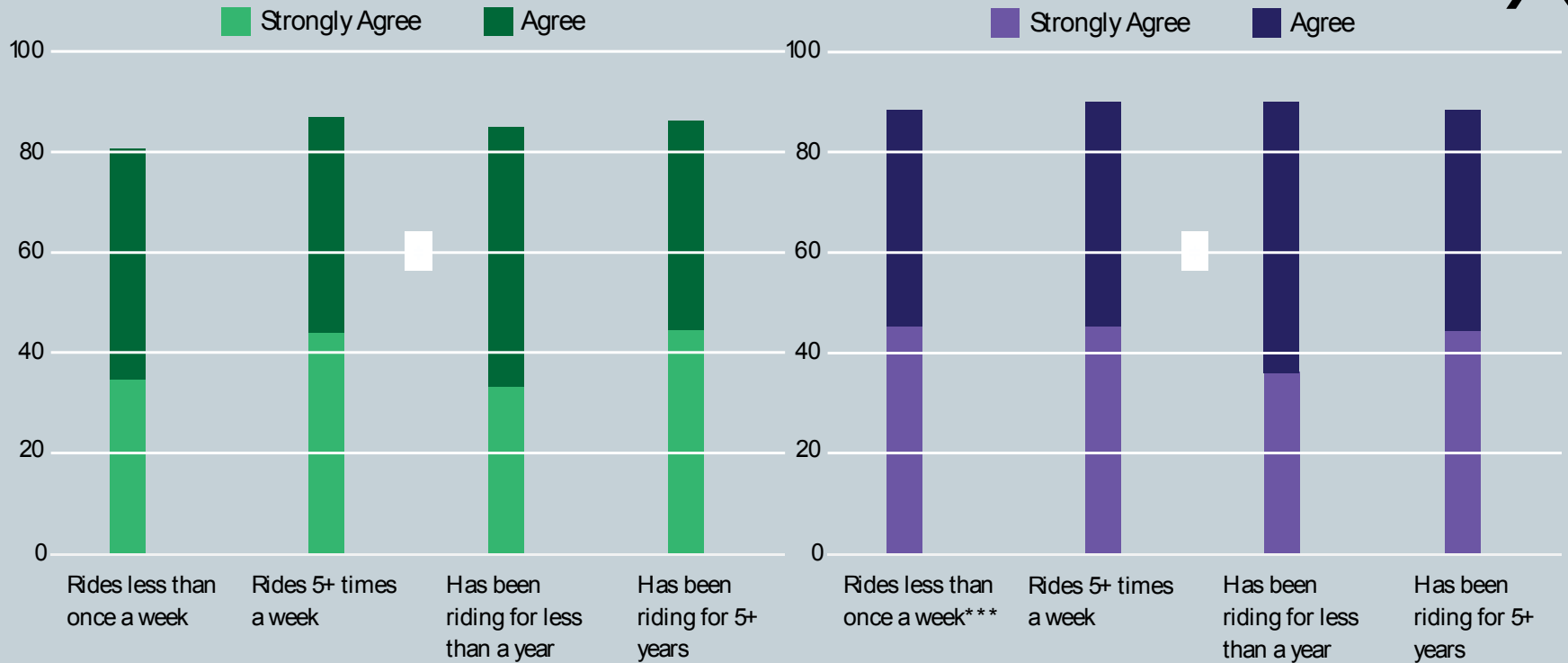
- Annual survey of bus and rail users within Los Angeles
- 19,937 total surveys completed in Winter 2013
- Designed to collect data on changes in Metro satisfaction levels, demographic shifts among riders, quality of metro services, and ways in which people obtain metro information.

# Proud to Ride?



Winter 2013  
Results

I am proud to travel with Metro.

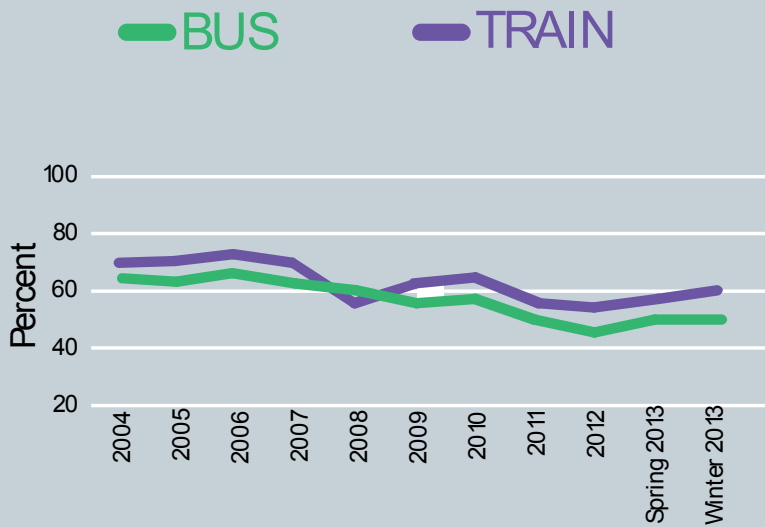


\*\*\*Small sample size

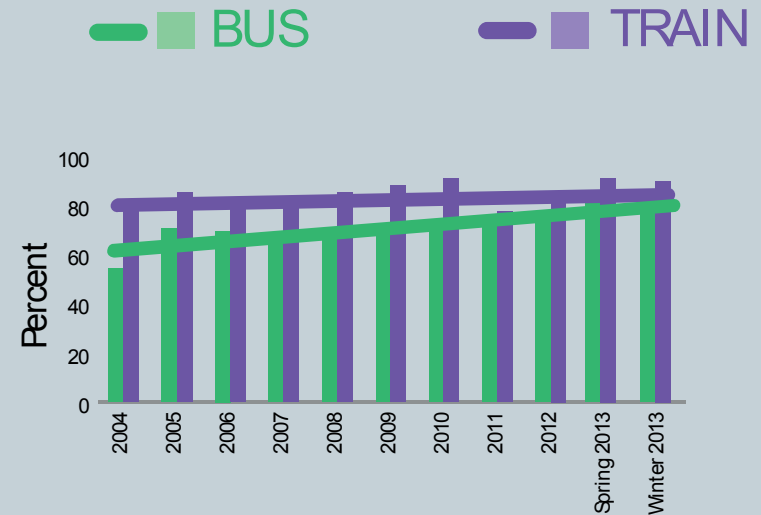
# Bus On-Time Performance Increasing



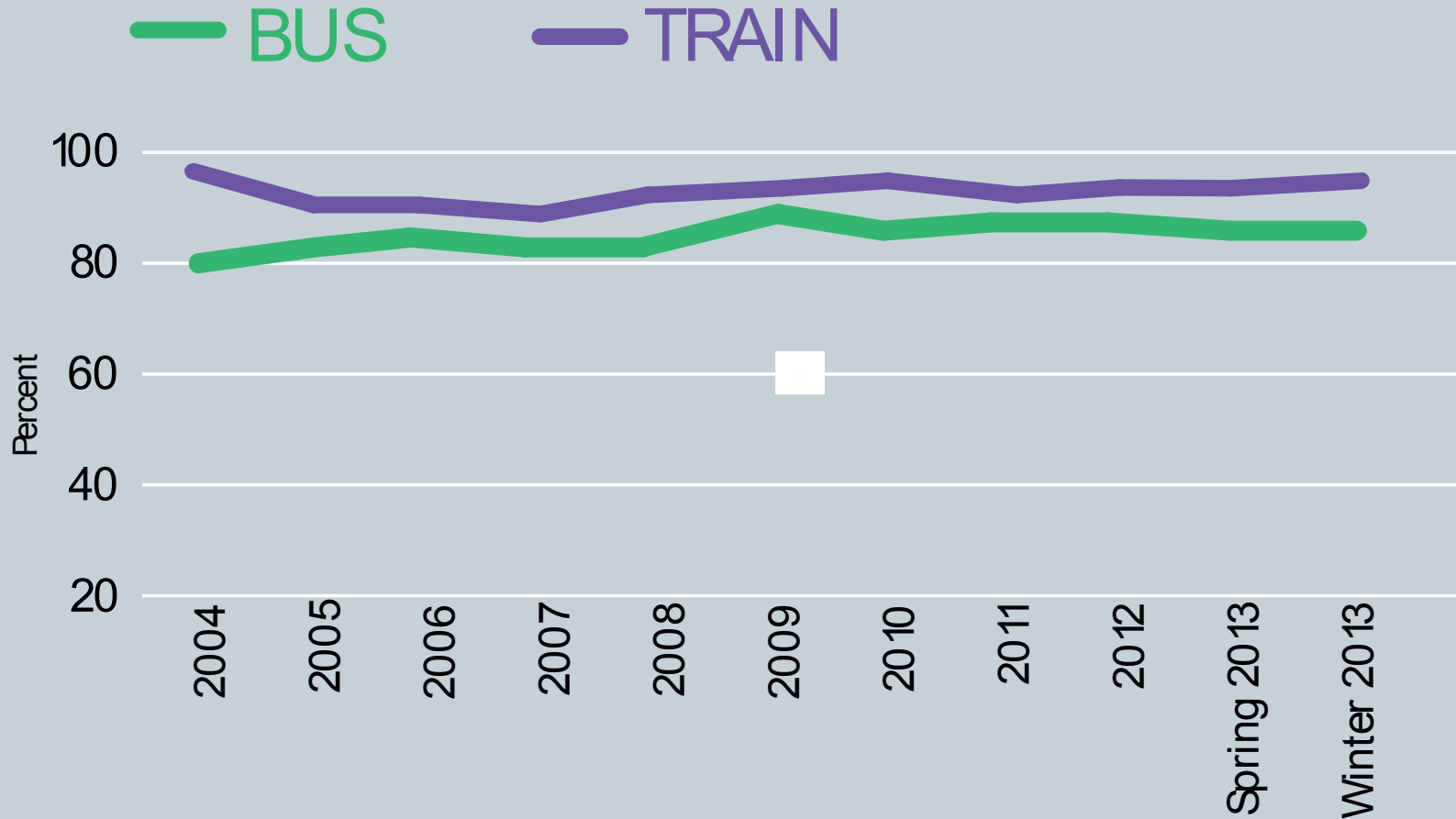
I transferred to complete this trip.



Yes, my bus/train is generally on time.



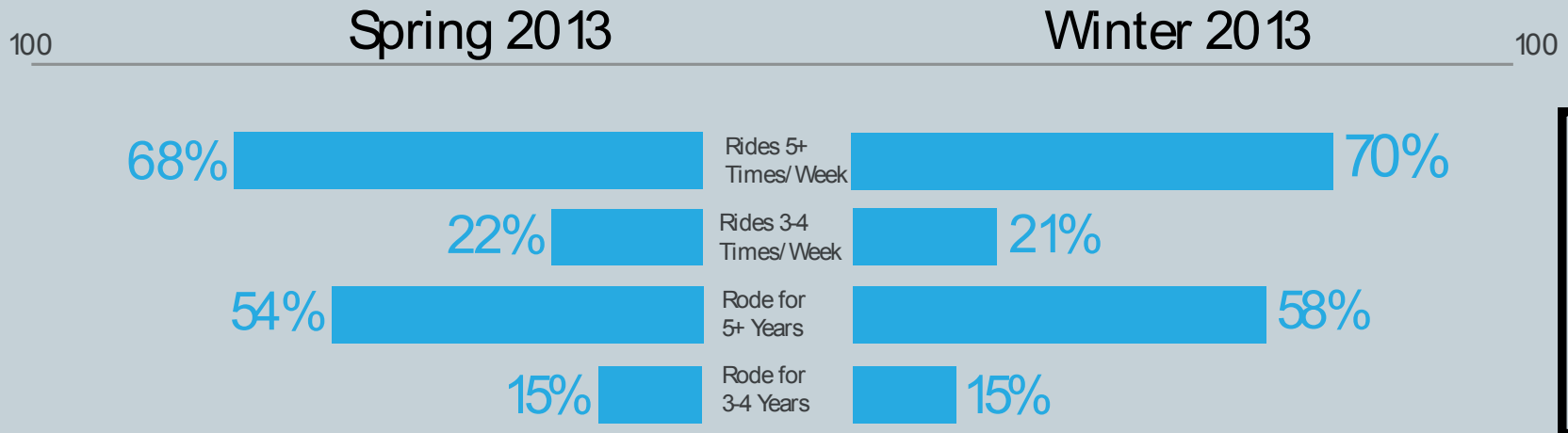
# Satisfied with Metro?





# Westside/Central

# Westside Central Frequency/Tenure





# Westside Central Total Household Income

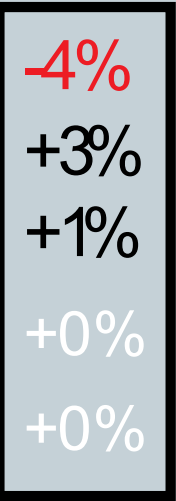
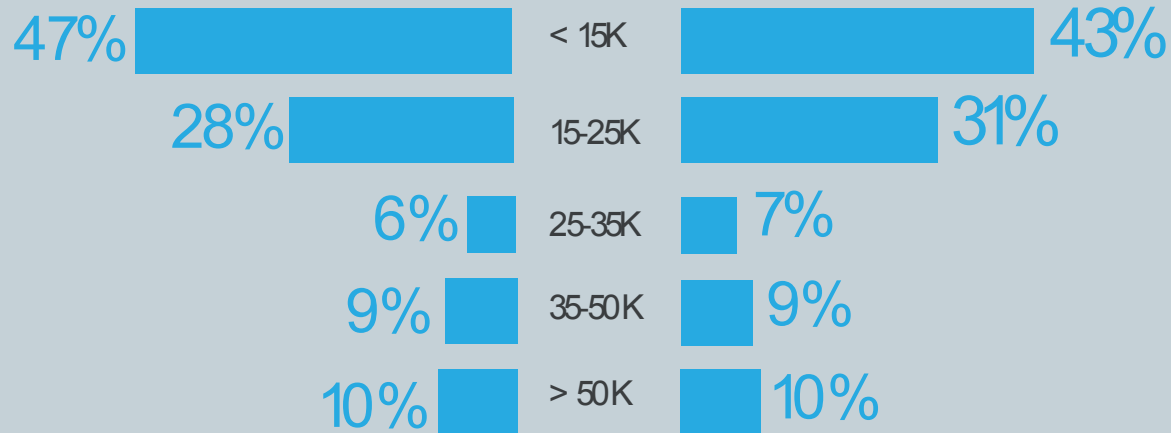


Spring 2013

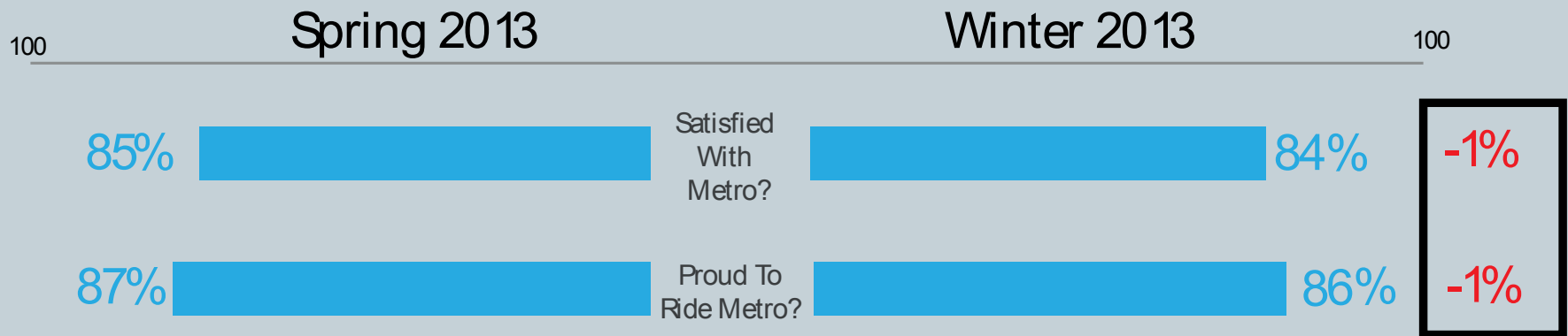
Winter 2013

100

100



# Westside Central Satisfaction/Pride



# Westside Central Satisfaction/Pride



100

Satisfied With Metro?

Proud to Ride Metro?

100

84%



WSC



86%

85%



Systemwide



86%

# Westside Central Gender Differences



## Winter 2013 Results

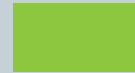
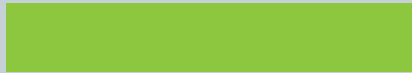
100

Do You Have to Transfer?

Did You Have a Car Available to Make This Trip?

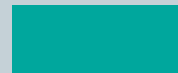
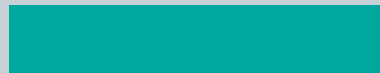
100

49%



13%

44%



20%

# Westside Central Car Availability



Did You Have a Car Available to Complete This Trip?

