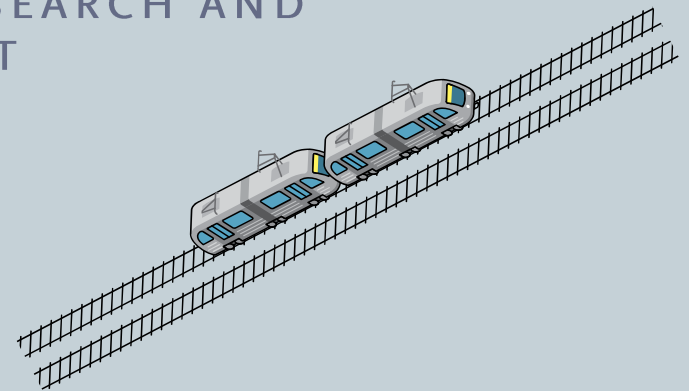
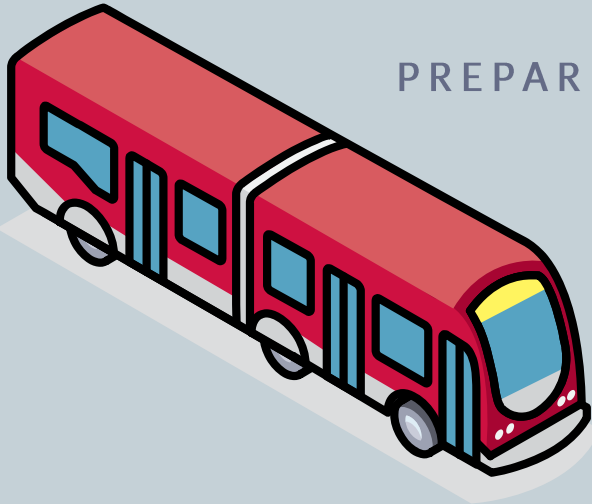


Metro's Winter 2013 Customer Satisfaction Survey



SAN GABRIEL VALLEY SERVICE COUNCIL
AUGUST 11, 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.

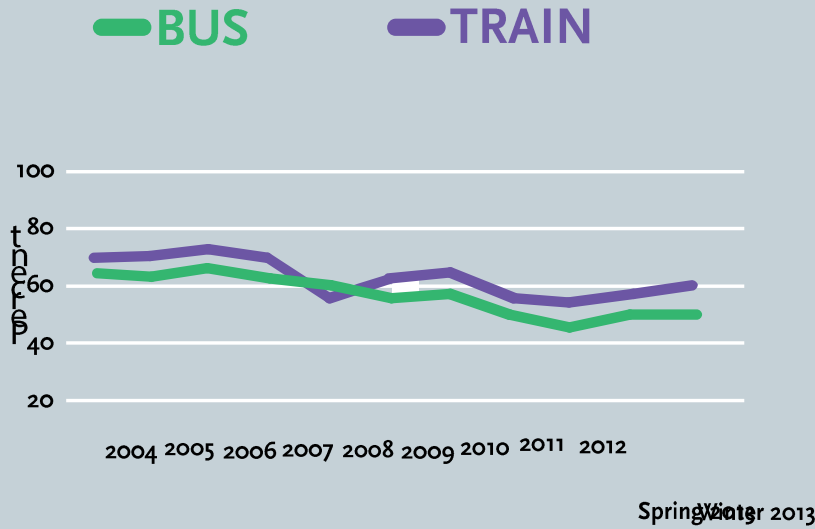


***Small sample size

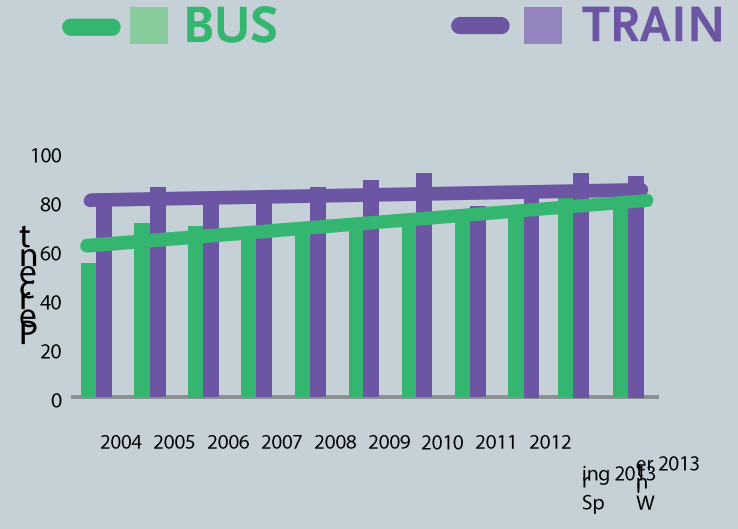
Bus On-Time Performance Increasing



I transferred to complete this trip.



Yes, my bus/train is generally on time.



Satisfied with Metro?





San Gabriel Valley

San Gabriel Valley Frequency/Tenure



Spring 2013

Winter 2013

100

100



San Gabriel Valley Total Household Income

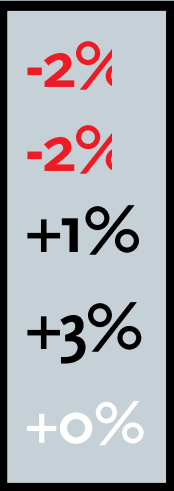
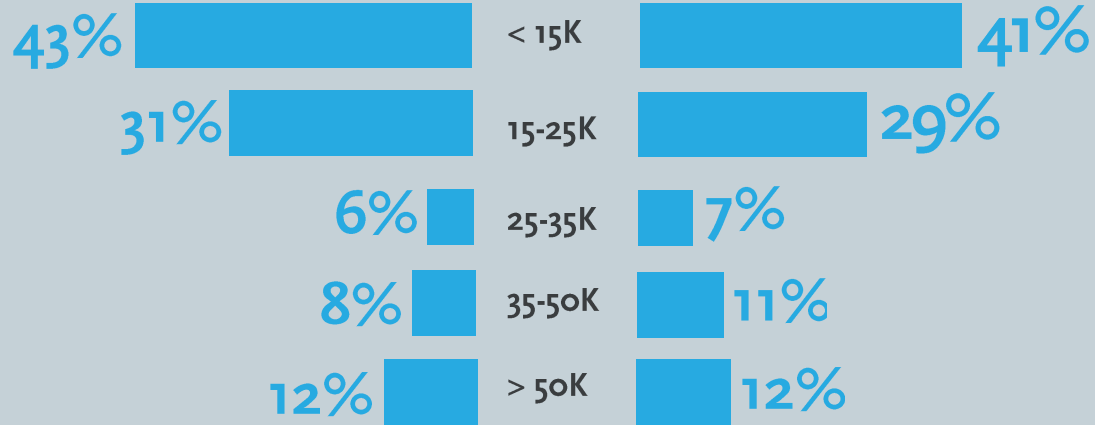


100

Spring 2013

Winter 2013

100



San Gabriel Valley Satisfaction/Pride



100

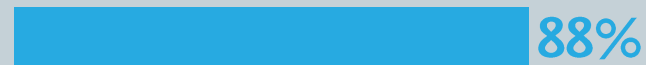
Spring 2013

Winter 2013

100



Satisfied
With
Metro?



+1%

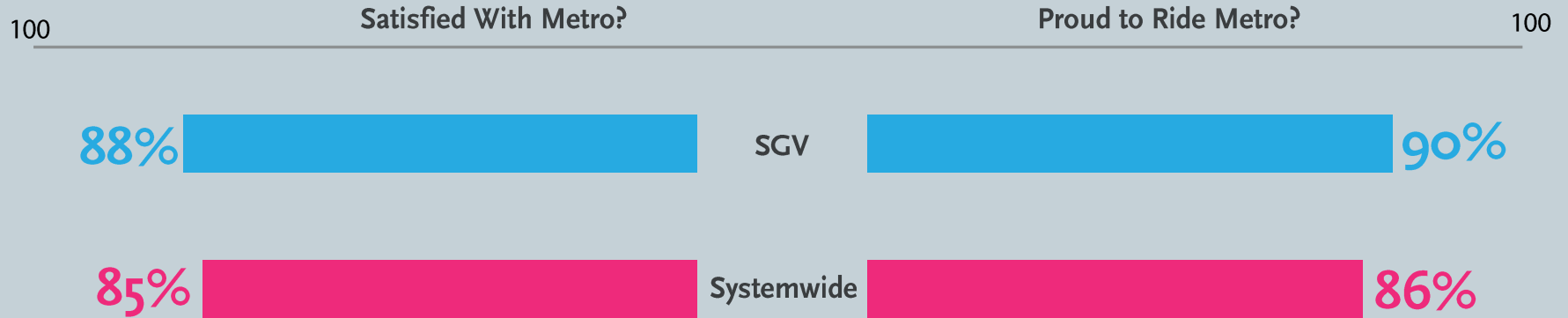


Proud To
Ride Metro?



+2%

San Gabriel Valley Satisfaction/Pride



San Gabriel Valley Gender Differences



Winter 2013 Results

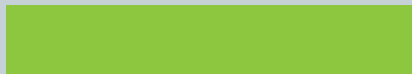
100

Do You Have to Transfer?

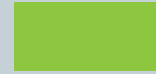
Did You Have a Car Available to Make This Trip?

100

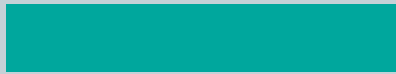
51%



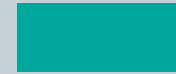
19%



49%



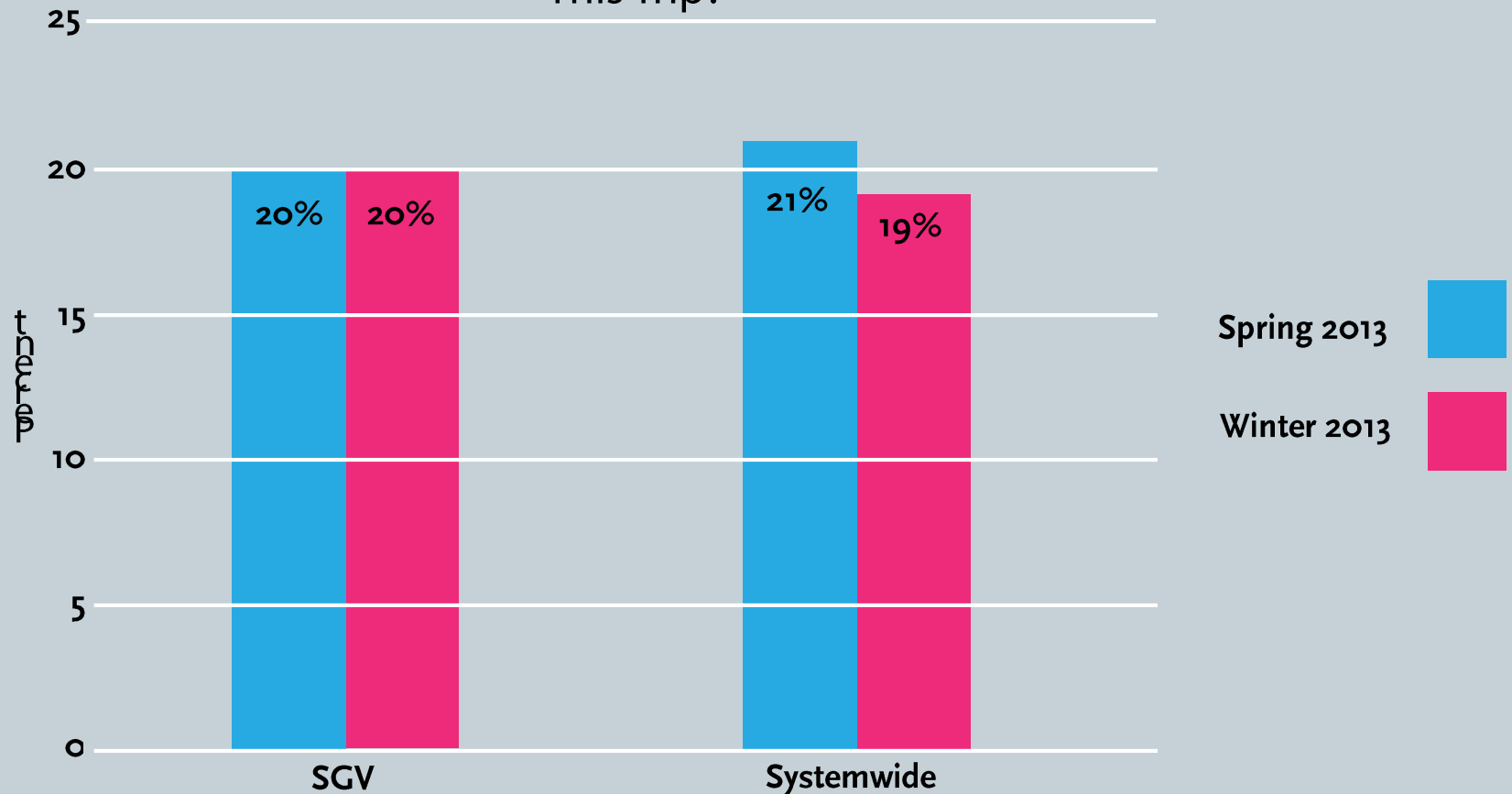
21%



San Gabriel Valley Car Availability



Did You Have a Car Available to Complete This Trip?



San Gabriel Valley Car Availability



Winter 2013

