



## Spring 2014: Metro BUS Customer Satisfaction Survey Results (July 2 – July 24, 2014)

	Agree		Disagree		Mean	Trend			
1. Generally speaking, I am satisfied with Metro bus service	41%	45% <b>(86%)</b>	9%	5% <b>(14%)</b>	1.79	↑ 1% from 2013			
2. <b>THIS</b> bus is generally on time (within 5 minutes)	34%	44% <b>(78%)</b>	16%	7% <b>(23%)</b>	1.95	↑ 1% from 2013			
3. I feel safe while waiting for <b>THIS</b> bus	37%	45% <b>(82%)</b>	12%	6% <b>(18%)</b>	1.86	↓ 2% from 2013			
4. <b>THIS</b> bus is generally clean	35%	45% <b>(80%)</b>	13%	6% <b>(19%)</b>	1.91	↑ 2% from 2013			
5. <b>THIS</b> bus's stops are generally clean	29%	41% <b>(70%)</b>	21%	9% <b>(30%)</b>	2.09	↓ 2% from 2013			
6. I have seen Metro ads in the last month	37%	41% <b>(78%)</b>	16%	7% <b>(23%)</b>	1.93	↓ 1% from 2013			
7. Metro provides me with timely and useful information for my travel	41%	44% <b>(85%)</b>	10%	5% <b>(15%)</b>	1.80	↓ 1% from 2013			
8. I am proud to travel with Metro	43%	43% <b>(86%)</b>	9%	5% <b>(14%)</b>	1.77	same as 2013			
9. In the past six months, while riding Metro, have you experienced any unwanted sexual behavior including, but not limited to: touching, exposure, or inappropriate comments?	Yes: 22%		No: 78%						
10. Do you have a car available to make <b>THIS</b> trip?	30%		70%		↑ 13% from 2013				
11. Are you making <b>THIS</b> one-way trip to/from work?	60%		40%		↓ 3% from 2013				
12. Do you own a	Cell Phone: 46%	Smart Phone : 43%	I don't own a Cell Phone or a Smart Phone: 11%						
13. What is the <b>BEST</b> way to receive information about Metro?	Access a Website: 41%      Receive Email: 17% Receive Text Message: 21%      Receive a Telephone Alert Message: 7% Review Social Media Outlet Such as Facebook, Twitter, etc.: 5%      Other: 9%								
14. How often do you use mobile applications (On your phone or tablet) such as "Go Metro", "511", & "Google Maps" to get traffic information?	Very Often		Occasionally		Never	Never Heard of it			
	43%		32%		25%				
15. How often do you use Metro's trip planner on the website Metro.net?	26%		35%		28%	11%			
16. If available, often would you purchase a Metro ticket electronically using a smart phone versus using a TAP card/cash?	37%		27%		37%				
17. Did you use a TAP card on a Metro bus today?	Yes		No						
	70%		30%						
a. Do you use a TAP card on other transit agencies?	56%		44%						
18. How did you get to the first bus or train of this trip?	Walked: 86% ↑4%      Dropped Off: 6% ↓1%      Drove: 2% ↓1%      Biked or Skated: 3% same      Other: 4% ↓2%								
19. How many minutes did it take you to get to the first bus or train of this one-way trip?	mean: 11.13 minutes      median: 10 minutes      10 min or less: 72%      5 min or less: 44%								
a. How many minutes did you wait for that first bus or train?	mean: 10.04 minutes      median: 8 minutes      10 min or less: 75%      5 min or less: 45%								
20. Your household's total annual earnings:	Median income \$15,551		Mean: \$22,029.41						
Under \$5,000:	30%	\$5,000-\$9,999:	9%	\$10,000-\$14,999:	8%	\$15,000-\$19,999:	19%	\$20,000-\$24,999:	9%
\$25,000-\$34,999:	6%	\$35,000-\$49,999:	8%	\$50,000-\$99,999:	7%	\$100,000 or more:	3%		
20a. How many people are in your household (including yourself)?	mean people per household: 3.50								
21. How many days a week do you usually ride Metro?	5+ Days: 68% same      3-4 Days: 22% same      1-2 Days: 7% same      <1 Day: 3% ↑1%      First Time: 1% same								
22. How many years have you been riding Metro?	Less than one: 10% ↓2%      1-2 Years: 16% ↓2%      3-4 Years: 14% ↓2%      5+ Years: 60% ↑6%								
23. You are:	Latino: 62% ↑4%		Black: 18% ↓1%		White: 8% ↓1%				
	Asian/Pac. Is.: 7% ↓1%		Amer. Indian: 1% same		Other: 5% ↑1%				
24. You are:	Male: 47% same		Female: 53% same \$15,551						
25. What is your age?	Younger than 18: 9% ↑1%		18-22: 19% ↓2%		23-49: 47% same				
	50-64: 19% same		65 or older: 5% same						

Total Number of Bus Surveys: **20,077**

Total Number of English Language Surveys **13,592 (68%) down 2%**

Total Number of Spanish Language Surveys: **6,485 (32%) up 2%**

\*The survey was distributed online via language cards in the following languages: Chinese (Mandarin), Russian, Armenian, Japanese, Vietnamese, Tagalog, Cambodian, Korean and Thai

Percent of riders below poverty Level: **64% ↑2% from 2013**