



Spring 2014: Metro SYSTEM-WIDE Customer Satisfaction Survey Results (July 2-July 24, 2014)

	Agree		Disagree		Mean	Trend
1. Generally speaking, I am satisfied with Metro Rail/bus service	41%	45% (86%)	9%	5% (14%)	1.79	↑ 1% as 2013
2. THIS train/bus is generally on time	35%	44% (79%)	15%	7% (22%)	1.94	↑ 1% from 2013
3. I feel safe while waiting for THIS train/bus	37%	46% (83%)	12%	6% (18%)	1.86	Same as 2013
4. THIS train/bus is generally clean	35%	45% (80%)	14%	6% (22%)	1.91	↑ 2% as 2013
5. THIS stop/station is generally clean	30%	42% (72%)	20%	8% (28%)	2.07	↓ 1% from 2013
6. I have seen Metro ads in the last month	37%	41% (78%)	16%	7% (23%)	1.93	↓ 1% from 2013
7. Metro provides me with timely and useful Information for my travel	41%	44% (85%)	10%	5% (15%)	1.80	Same as 2013
8. I am proud to travel with Metro	42%	44% (86%)	9%	5% (14%)	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 THIS trip?		31%		69%	↑ 12% from 2013	
11. Are you making THIS one-way trip to/from work?		60%		40%	↓ 4% from 2013	
12. Do you own a	Cell Phone: 45%	Smart Phone : 44%	I don't own a Cell Phone or a Smart Phone: 10%			
13. What is the BEST 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.: 6%		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 43%		Occasionally 32%		Never 25%
15. How often do you use Metro's trip planner on the website Metro.net?		26%		35%		28%
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. N/A (different question for bus/rail)						
18. How did you get to the first bus or train of this trip?	Walked: 84% ↑3% Dropped Off: 6% ↓1% Drove: 3% ↓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: 11.21 minutes median: 10 minutes		10 min or less: 71%		5 min or less: 43%	
19a. How many minutes did you wait for that first bus or train?	mean: 9.84 minutes median: 8 minutes		10 min or less: 76%		5 min or less: 46%	
20. Your household's total annual earnings:	Median income: \$15,910		Mean Income: \$23,223.10			
20a. mean people per household: 3.48						
	Under \$5,000: 30%	\$5,000-\$9,999: 9%	\$10,000-\$14,999: 8%	\$15,000-\$19,999: 18%	\$20,000-\$24,999: 9%	
	\$25,000-\$34,999: 6%	\$35,000-\$49,999: 9%		\$50,000-\$99,999: 8%	\$100,000 or more: 3%	
21. How many days a week do you usually ride Metro?	5+ Days: 67% ↓1% 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: 11% ↓1% 1-2 Years: 16% ↓2% 3-4 Years: 14% ↓2% 5+ Years: 59% ↑5%					
23. You are:	Latino: 61% ↑3%	Black: 18% ↓2%	White: 9% ↓1%			
	Asian/Pac. Is.: 7% same	Amer. Indian: 1% same	Other: 5% same			
24. You are:	Male: 48% same		Female: 52% same			
25. What is your age?	Younger than 18: 8% same		18-22: 20% ↓1%		23-49: 48% same	
	50-64: 19% same		65 or older: 5% same			

Total Number of Surveys: **21,536**

Total Number of English Language Surveys: 14,780 (69%) down 2%

Total Number of Spanish Language Surveys: 6,756 (31%) 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: **63%** ↑3% from 2013