

2012 Customer Satisfaction Survey
Local Bus

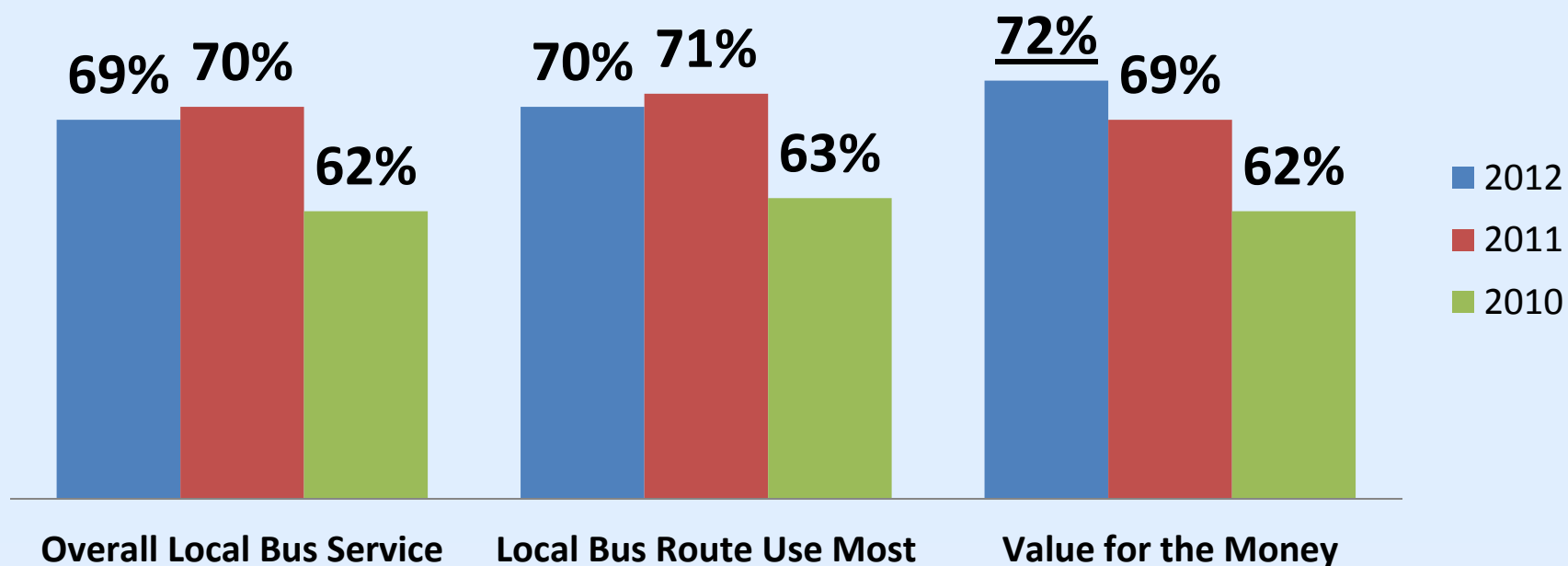


Methodology

- Citywide Survey conducted by telephone with New York City residents only
- Random landline and cell phone samples
- Interviewed 1829 persons
 - 1200 qualified for full survey: At least one subway and/or local bus trip in past 30 days
 - Other 629 asked only demographic questions for purpose of weighting results to latest census
- Survey averaged 27 minutes
- Margin of error: ± 3.8 percentage points

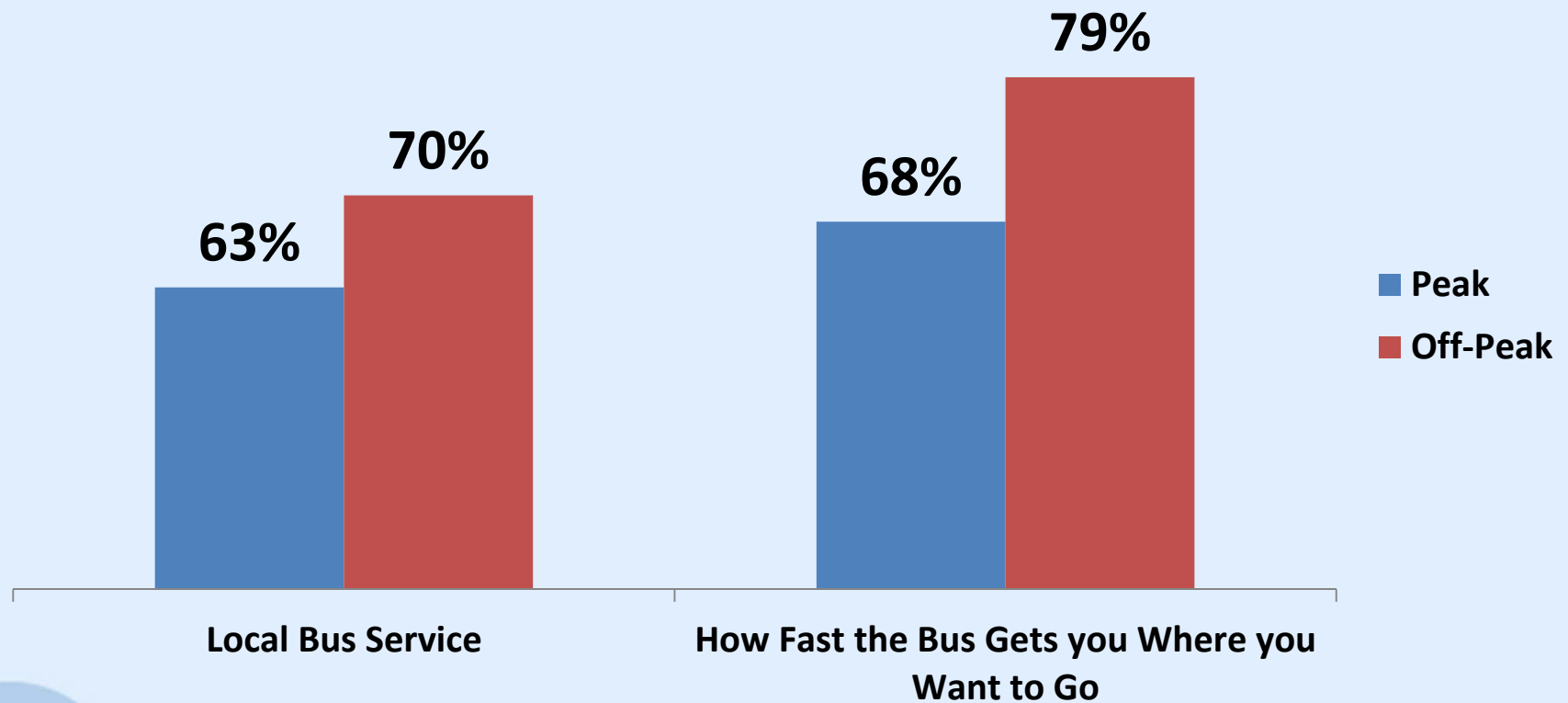


Local Bus Service Customer Satisfaction, 2010-2012



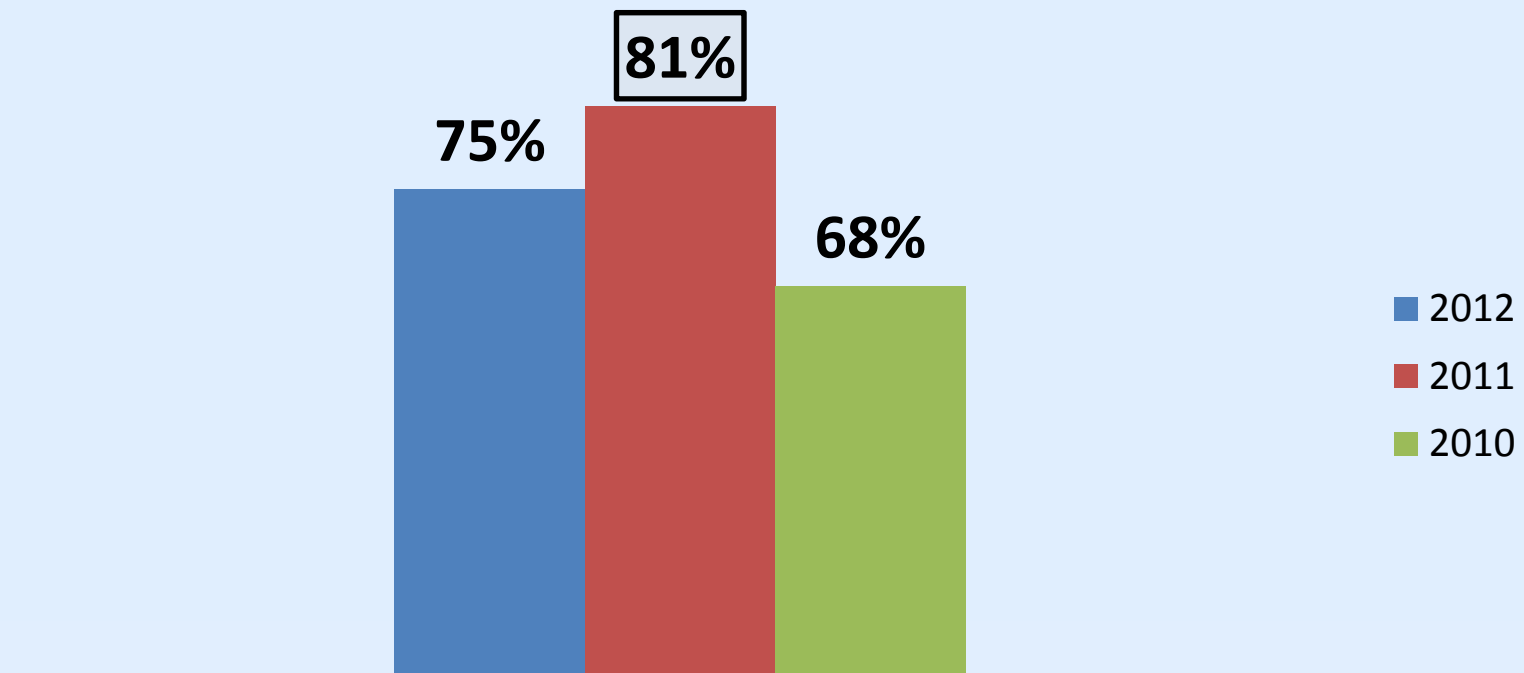
Underlined number indicates statistical increase in 2012 vs. 2010

Off-Peak Bus Riders Are More Satisfied Than Peak Riders



One Statistical Change in Service Attribute Ratings

- How fast the local bus gets you where you want to go: Satisfaction decreased to 75% in 2012 from 81% in 2011



How Fast the Local Bus Gets You Where You Want to Go

Boxed number indicates statistically greater satisfaction in 2011 than in 2012

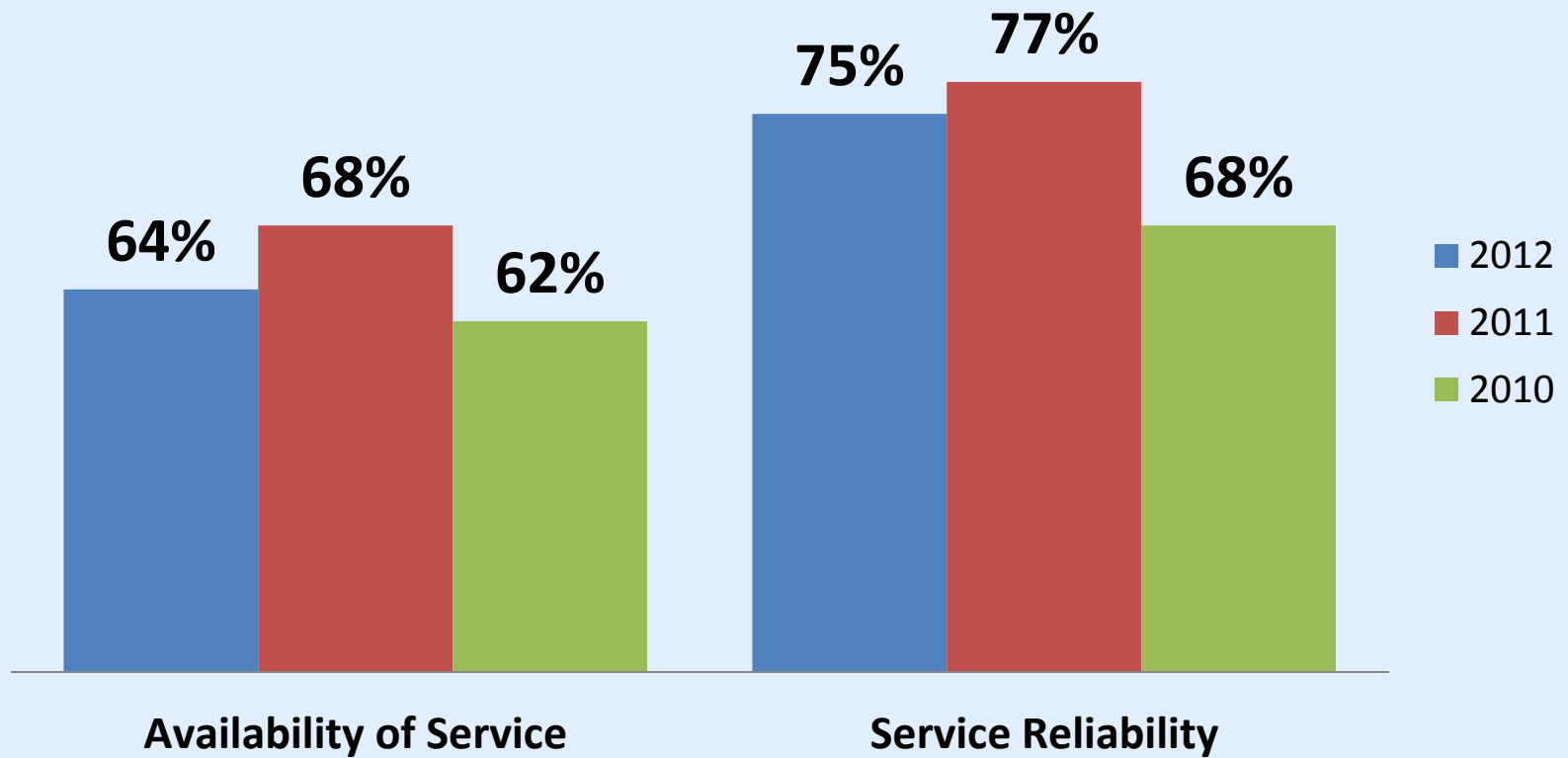


Regular Rides Shifting from Local Bus to Subway

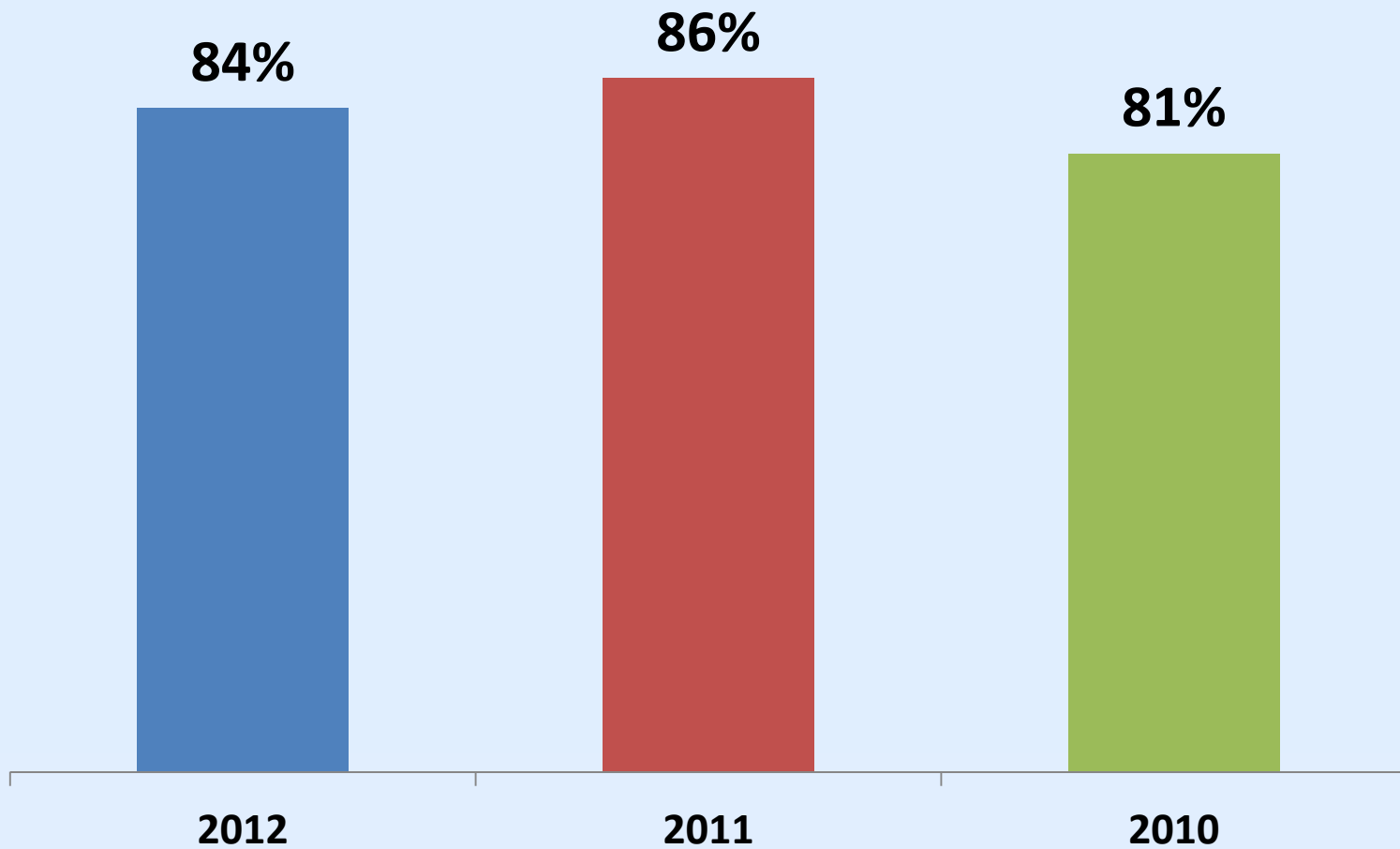
- 13% of subway riders in the survey say they have switched regular trips from the local bus to the subway
- Half of these customers (7%) say they switched in the past year
- Half (49%) of the switching to the subway is because “bus service is too slow”
- These findings are consistent with the report presented to the Board by Operations Planning



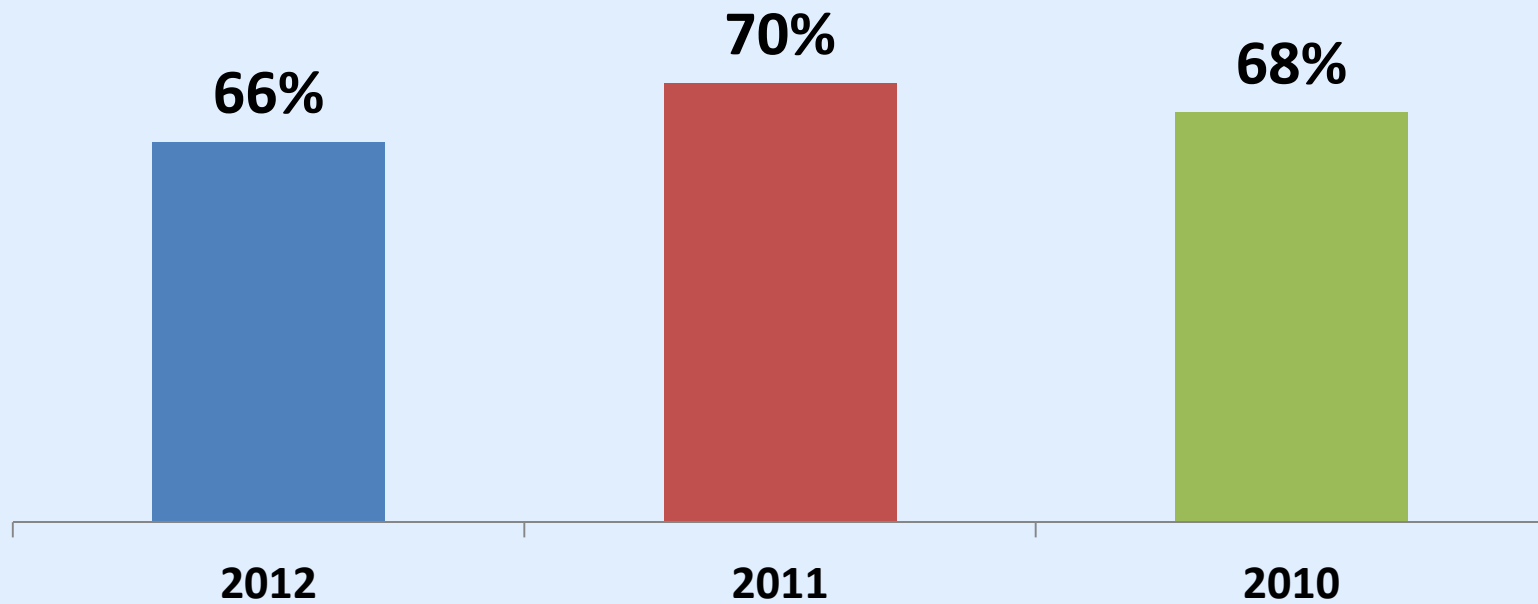
Service Availability and Reliability



Safety and Security on the Bus

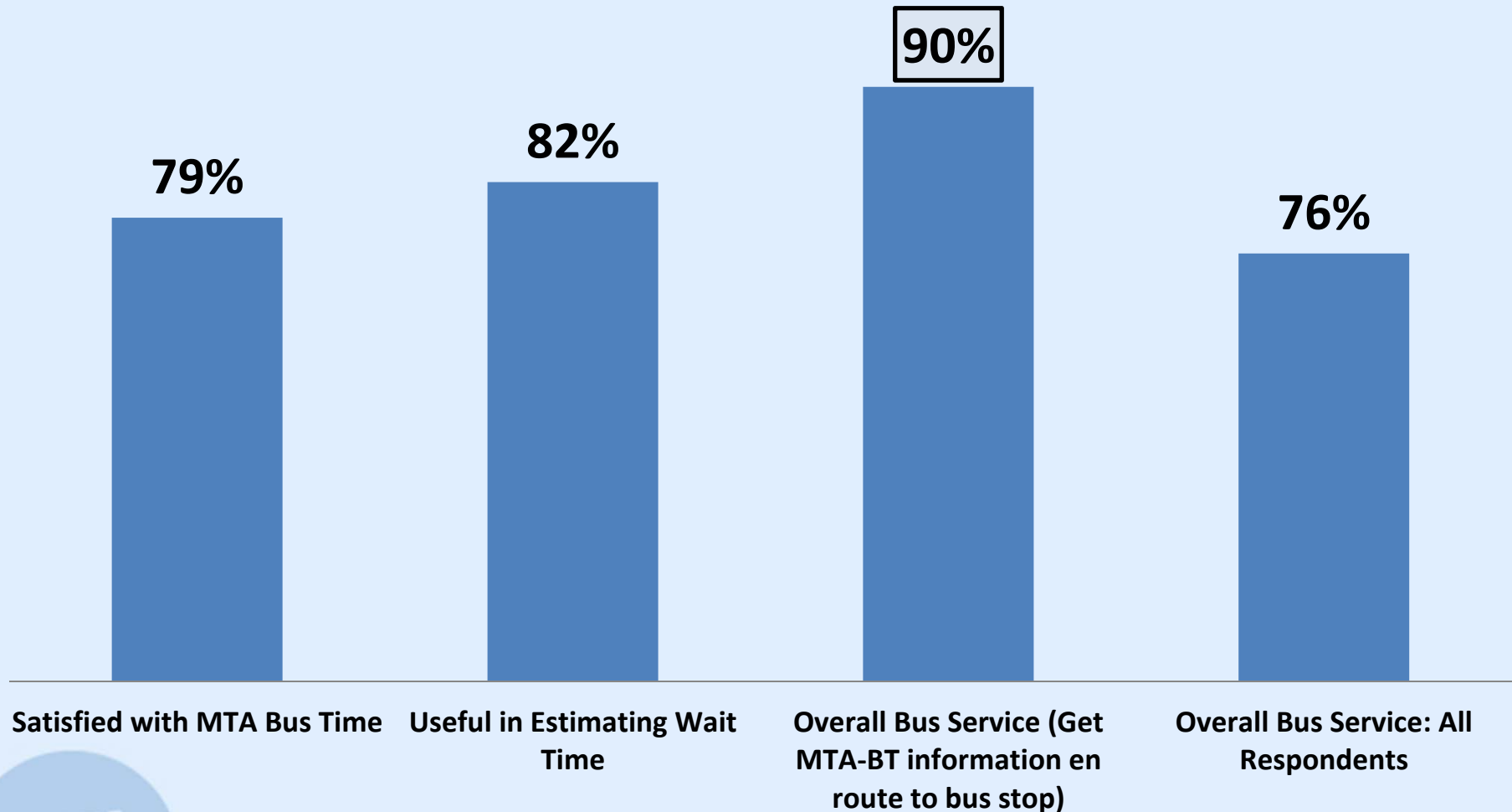


Information and Communications About Local Bus Service



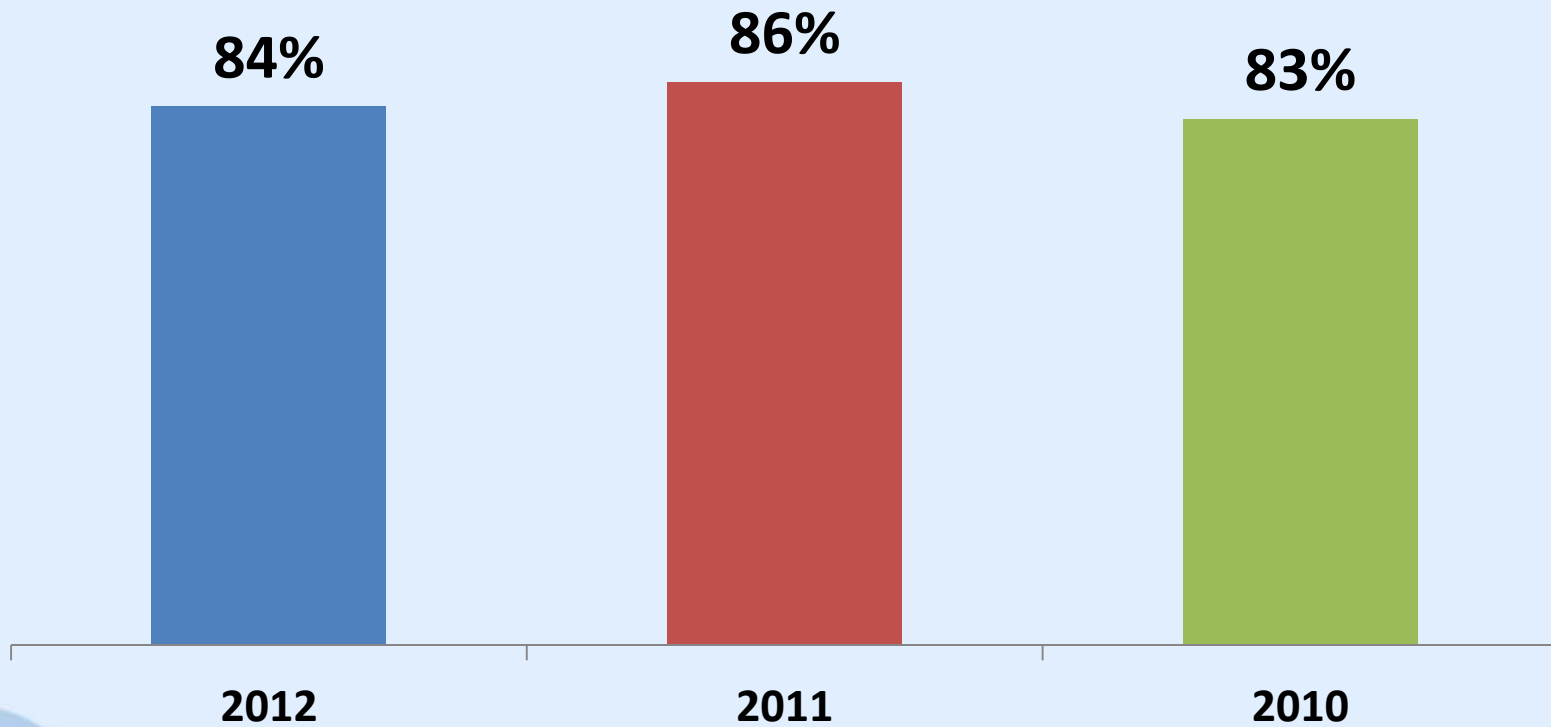
MTA Bus Time on Staten Island

(2012 Survey)

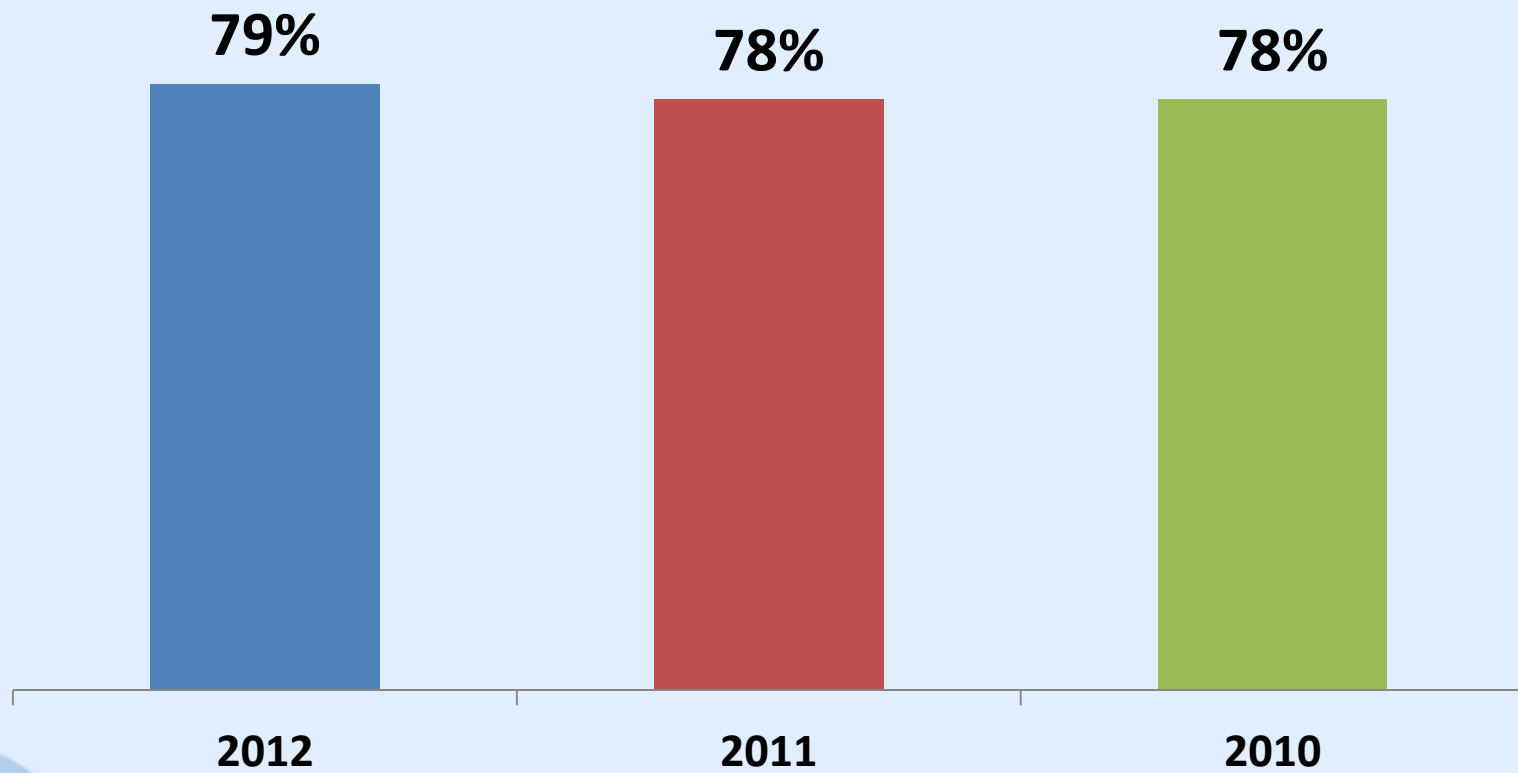


Boxed number indicates statistically greater satisfaction with overall bus service among those obtaining MTA Bus Time information en route to the bus stop vs. satisfaction among all respondents.

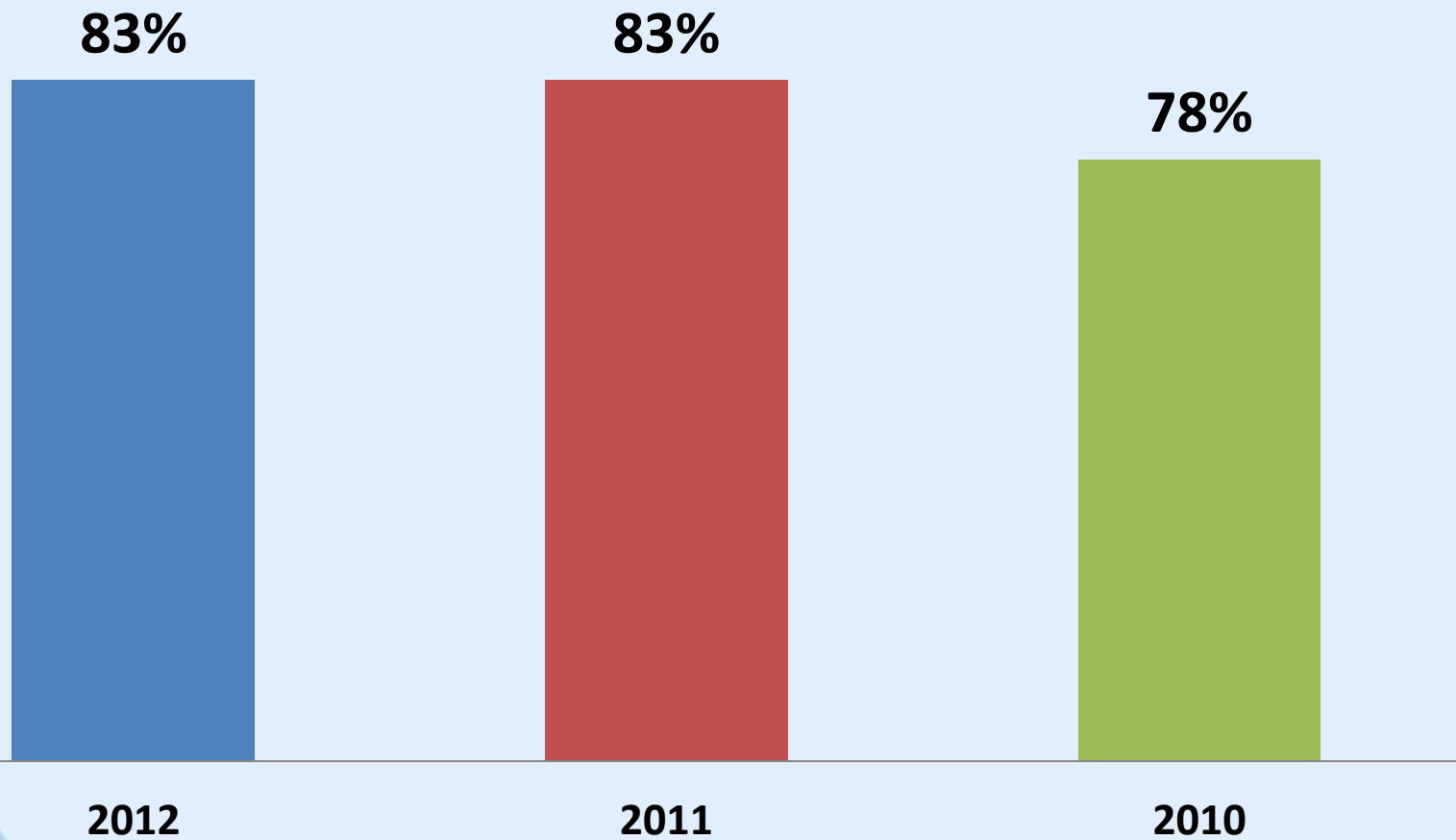
Comfort and Convenience Of Using the Bus



Cleanliness On-Board the Bus



Courtesy and Helpfulness of Bus Operators



	TOTAL SATISFIED			2012	
	2010	2011	2012	Very Satisfied	Satisfied
	888	887	869		
	%	%	%	%	%
OVERALL LOCAL BUS SERVICE	62	70	69	16	52
OVERALL LOCAL BUS SERVICE ON ROUTE USED MOST	63	71	70	15	56
OVERALL AVAILABILITY OF SERVICE	62	68	64	14	50
Frequency of service	59	65	63	14	49
How long you have to wait for a bus to arrive	51	58	56	14	42
OVERALL RELIABILITY OF SERVICE	68	77	75	19	55
Maintaining buses so they do not break down and cause delays	NA	87	85	25	60
The predictability of bus travel time	65	73	69	15	53
How fast the local bus gets you where you want to go in	68	81	75	19	57
OVERALL SAFETY AND SECURITY ON THE BUS	81	86	84	32	52
Safety from accidents while riding the bus	86	90	88	36	53
Personal security on the bus	80	83	82	32	50
OVERALL INFORMATION AND COMMUNICATIONS ABOUT LOCAL BUS SERVICE	68	70	66	18	48
Knowing how far away the next bus is	NA	54	48	15	33
Clarity of announcements on the bus	67	74	70	21	49
Usefulness of announcements on the bus	68	70	70	22	48



	TOTAL SATISFIED			2012	
	2010	2011	2012	Very Satisfied	Satisfied
	888	887	869		
	%	%	%	%	%
OVERALL COMFORT AND CONVENIENCE OF USING THE BUS	83	86	84	29	55
Ease of getting on and off the bus	81	84	<u>86</u>	37	49
Ease of paying the fare	81	85	85	41	44
Convenience of bus routes for you	86	87	87	36	51
Ease of making travel connections	82	86	84	29	55
Availability of seats on the bus	63	69	70	20	50
Comfort of temperature on the bus	81	87	85	35	50
OVERALL COURTESY AND HELPFULNESS OF BUS OPERATORS	78	83	83	33	50
OVERALL CLEANLINESS ON-BOARD THE BUS	78	78	79	26	53
Keeping buses free of litter	NA	77	78	25	53
Keeping floors and seats clean	NA	76	78	25	53
OVERALL VALUE FOR THE MONEY OF THE LOCAL BUS	62	69	72	23	49

