

2013 Customer Satisfaction Survey Subway



Subway Survey Context

- **Unprecedented damage to the subway system from Superstorm Sandy**
 - *Weekend shutdowns of Greenpoint Tunnel started shortly before survey*
 - *Widespread praise for MTA recovery efforts from Superstorm Sandy*
- **MTA fares and tolls increased in March 2013**
- **Spike in the number of persons falling or pushed onto tracks**
 - *Followed by a comprehensive platform safety communications campaign*
- ***Fastrack* continued its fast and cost-efficient repairs**
- **Continued strong subway car reliability performance/MDBF**
- **Bottom Line: Continued increases in subway ridership**

Key Findings

- **Overall subway service ratings increased for third consecutive year to 76% satisfied vs. 75% in 2012**
 - Although not a statistically significant increase, it is notable that ratings increased despite the fare increase and damage from Superstorm Sandy
- **Satisfaction with the Overall Station Environment held steady at 77% satisfied**
- **Satisfaction with the Overall Value for the Money using the Subway returned to 67% in 2013**
 - This is the same rating as after the previous fare increase. The change from the 70% level in 2012 is not statistically significant.

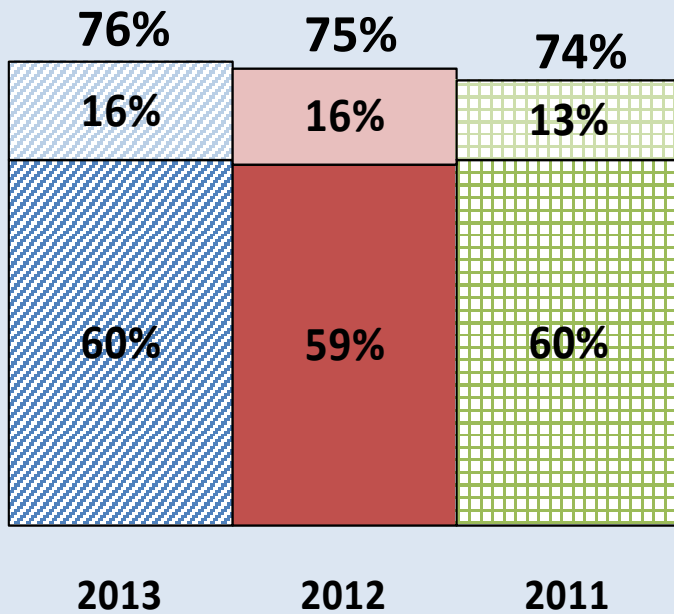
Key Findings

(continued)

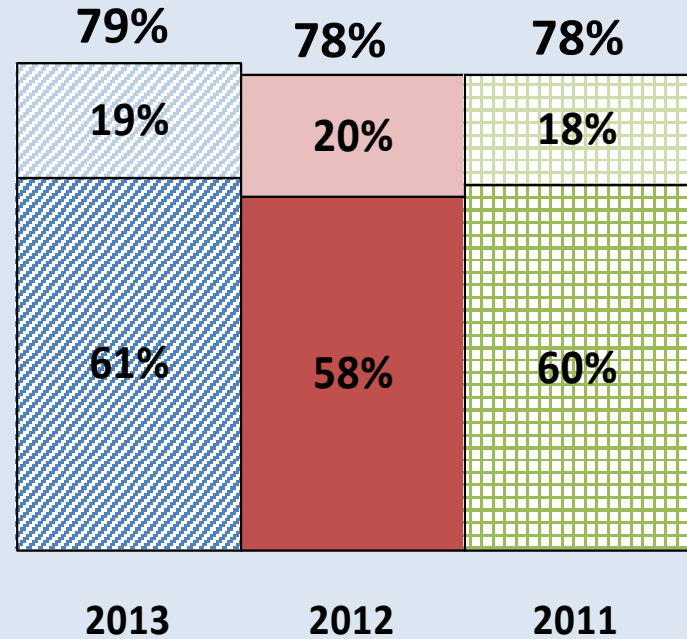
- **Subway platform safety communications campaign reached almost three-quarters of customers:**
 - 73% of customers recall platform safety messages
- **Safety campaign received high marks from customers: 86%** of those recalling platform safety messages are satisfied with them, including 90% on the A Division and 80% on the B Division
 - Better PA systems accompany countdown clocks
- **Most customers (82%) are satisfied with their safety while standing on platforms**

Overall Customer Satisfaction

Overall Subway Service



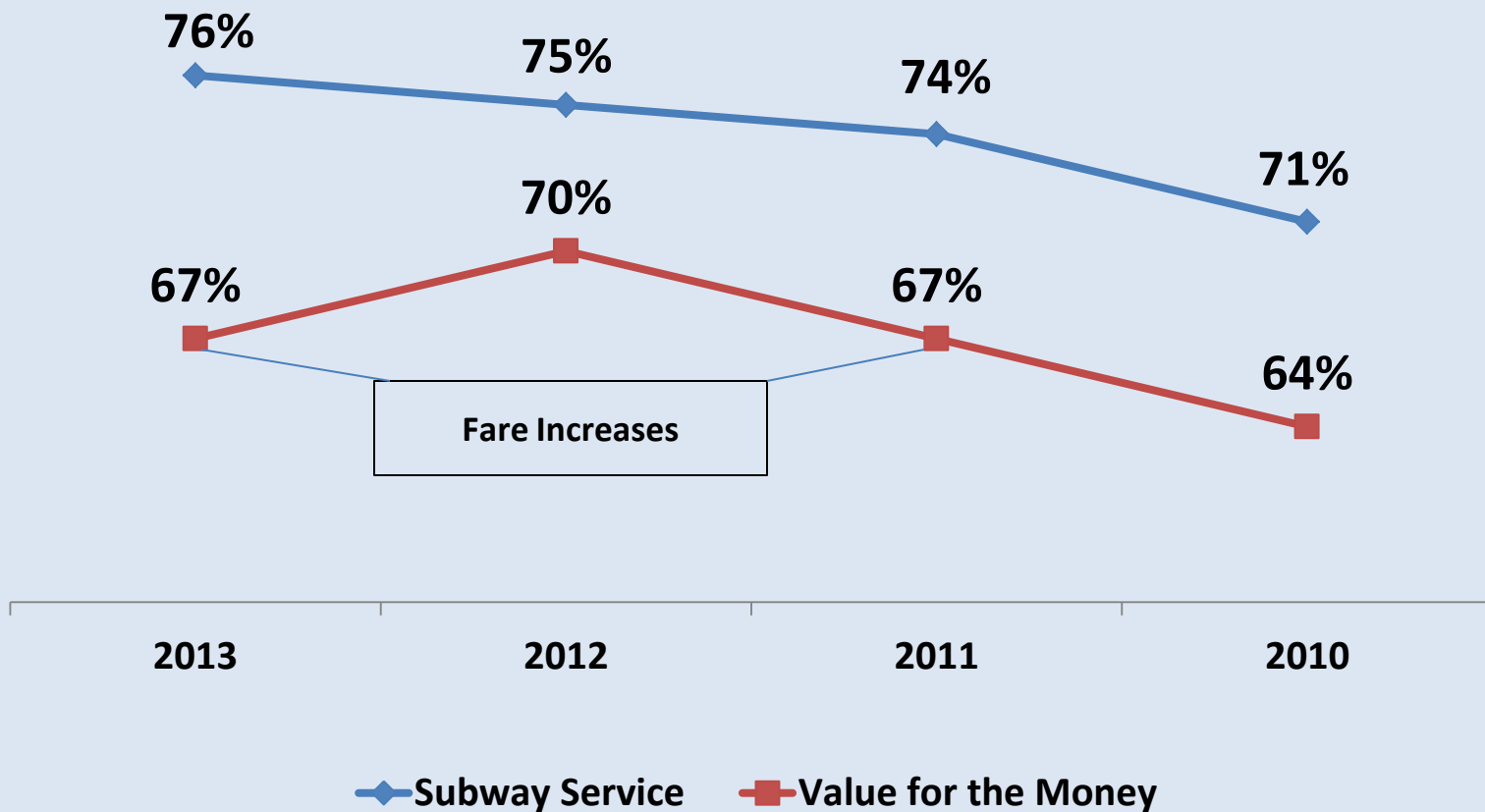
Subway Line Used Most



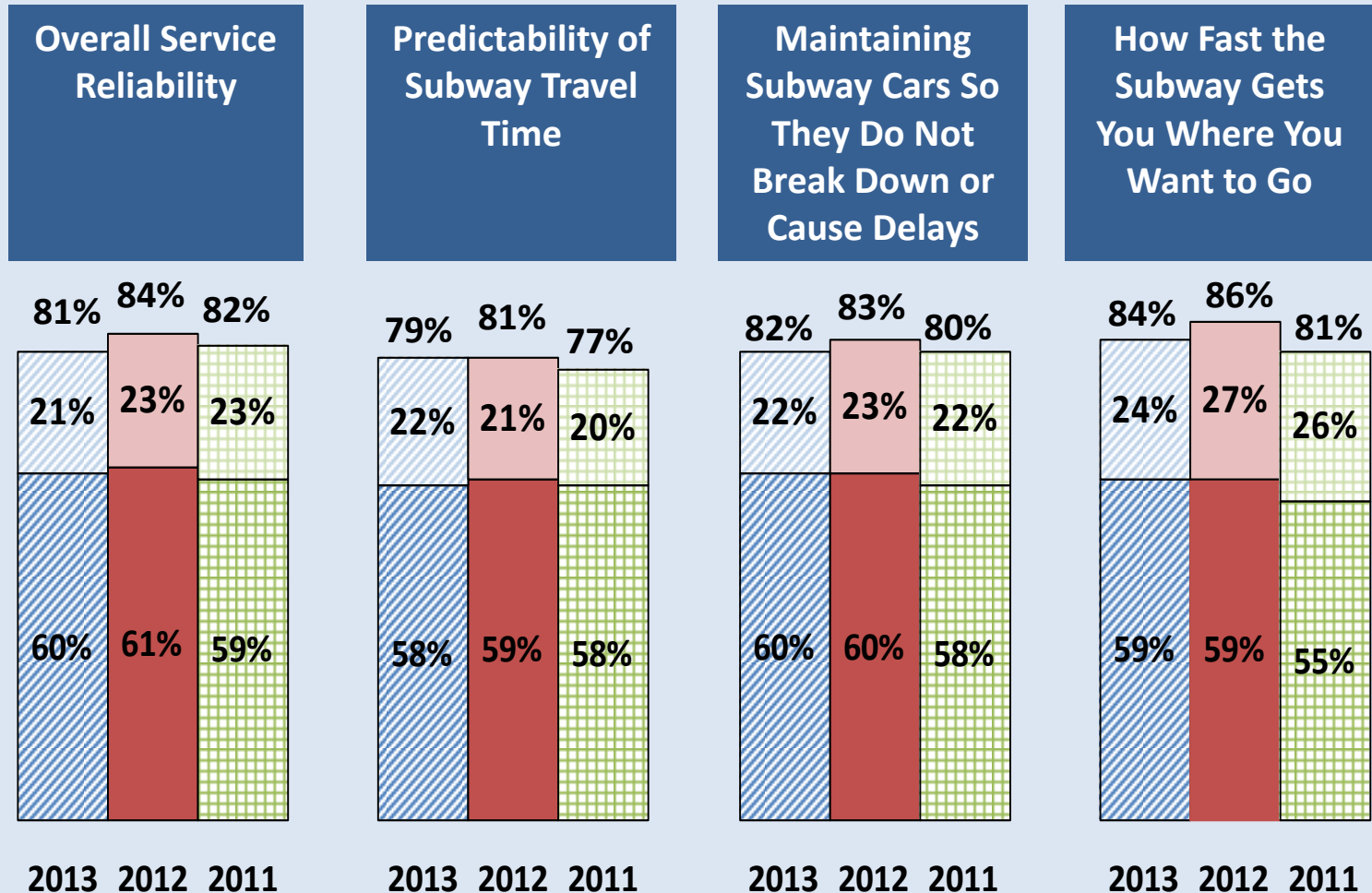
Top Area = Very Satisfied Bottom Area = Satisfied

Very satisfied + satisfied may not equal total due to rounding.

2013 Fare Increase Affected Value Ratings, But Not Overall Satisfaction with Subway Service



Satisfaction with Subway Service Performance

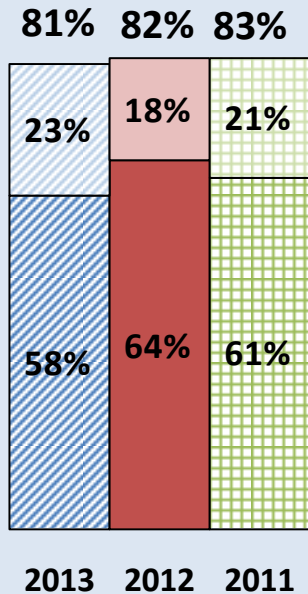


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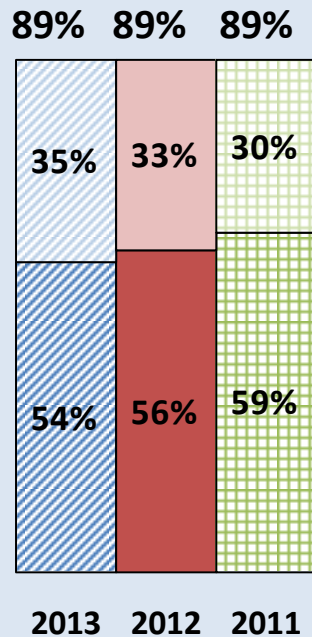
New York City Transit

Satisfaction with Subway Safety and Security

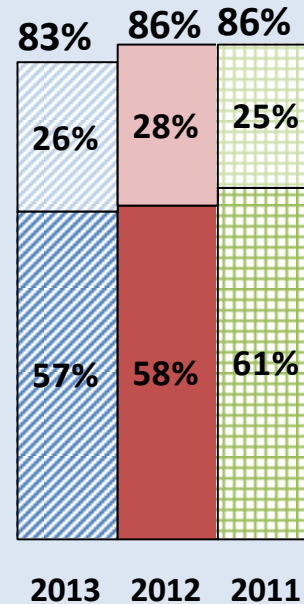
Overall Safety and Security



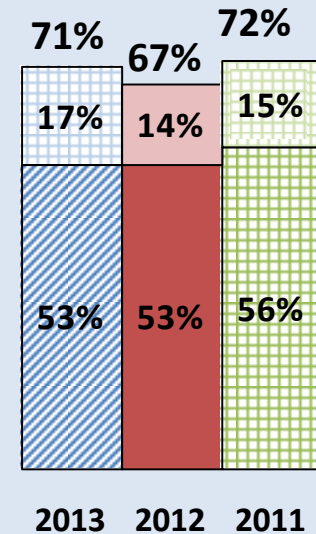
Safety from Mechanical Accidents



Personal Security before 8 p.m.



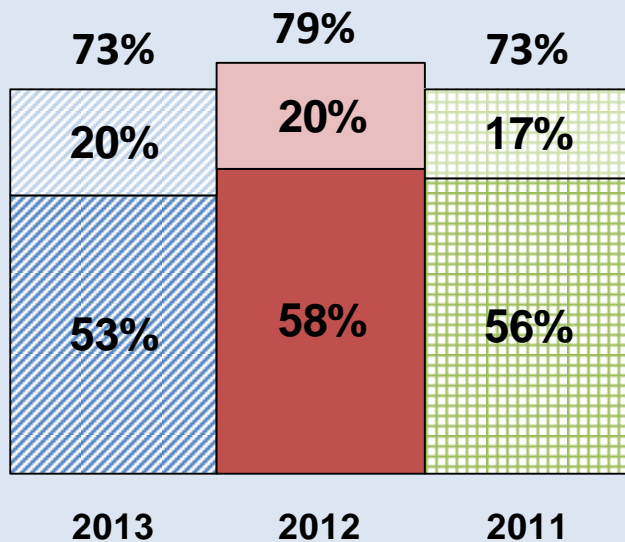
Personal Security after 8 p.m.



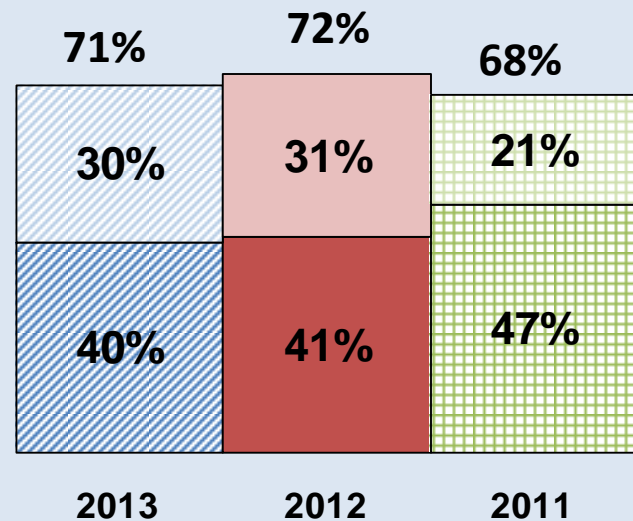
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Satisfaction with Information and Communications about Service

Overall Information and Communications about Subway Service

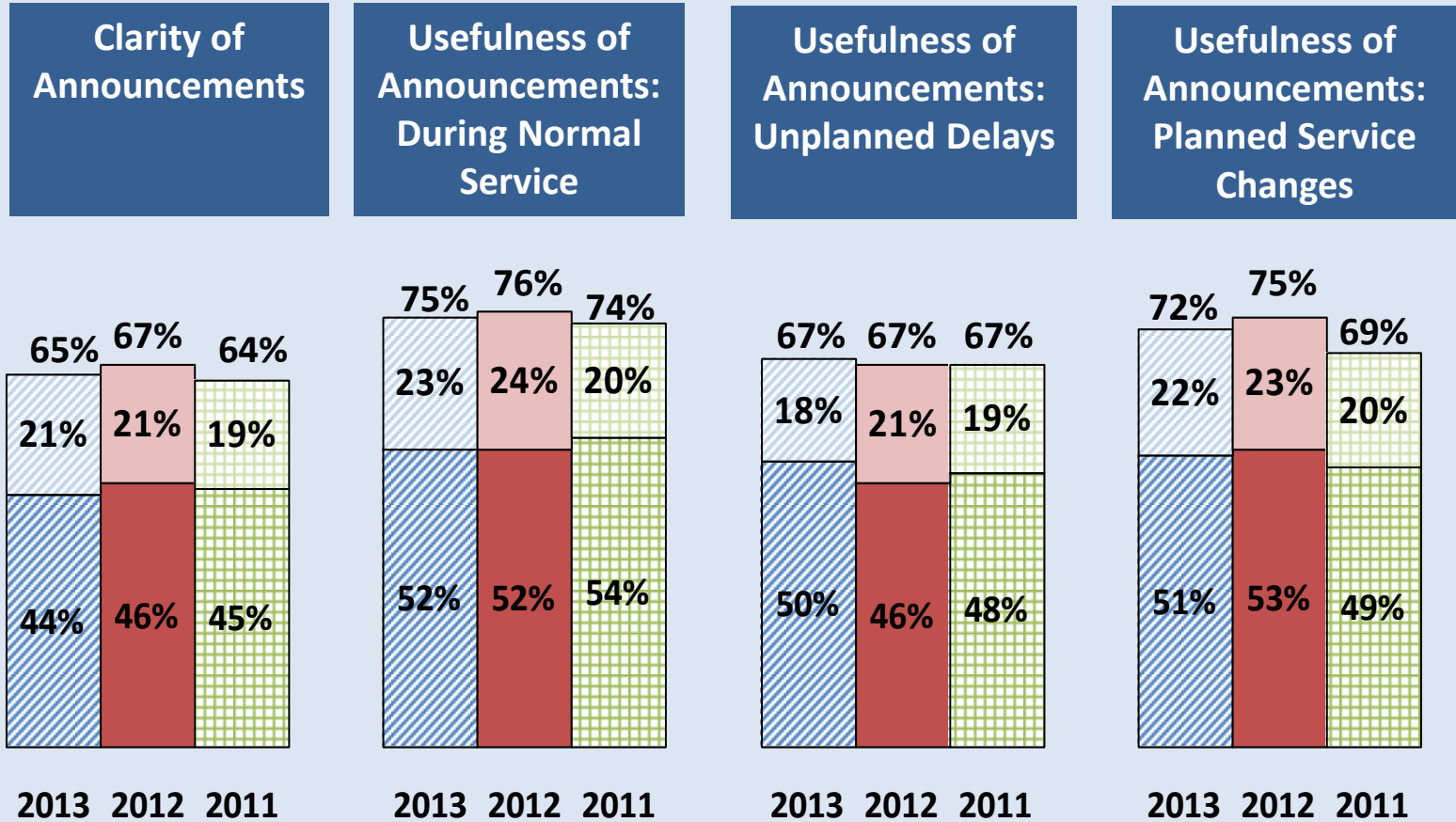


Knowing How Long You Have to Wait for the Next Train to Arrive



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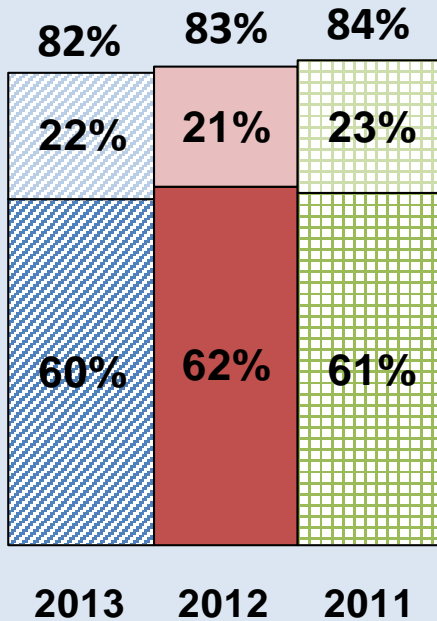
Satisfaction with Announcements on Subway Trains



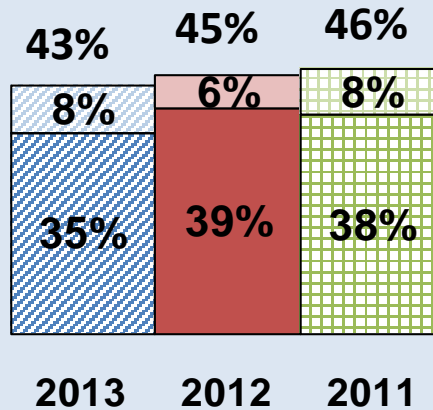
Very satisfied + satisfied may not equal total due to rounding.

Satisfaction with the Comfort and Convenience of Using the Subway

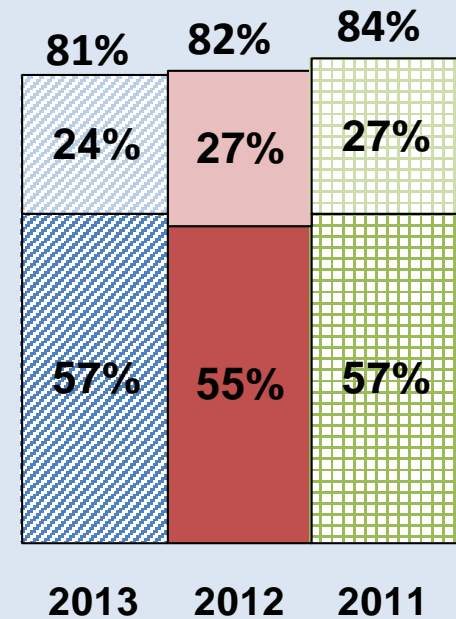
Overall Comfort and Convenience of Using the Subway



Keeping Trains from Getting Too Crowded during Rush Hours



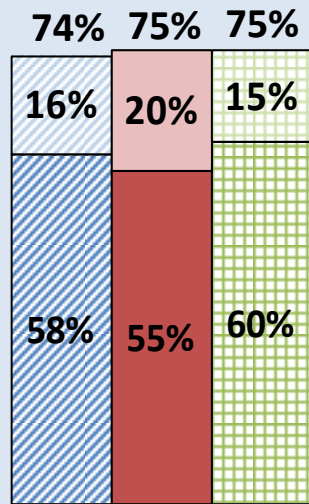
Comfort of Temperature on Subway Cars



Very satisfied + satisfied may not equal total due to rounding.

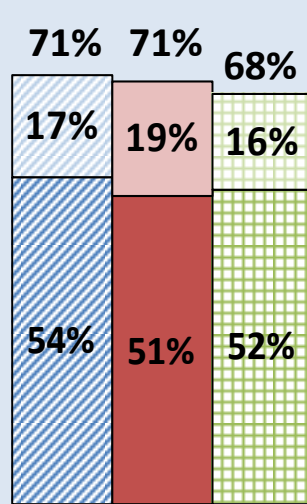
Satisfaction with Cleanliness of Subway Cars

Overall Cleanliness of Subway Cars



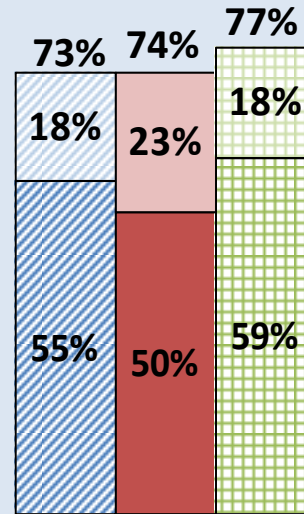
2013 2012 2011

Keeping Floors and Seats Clean



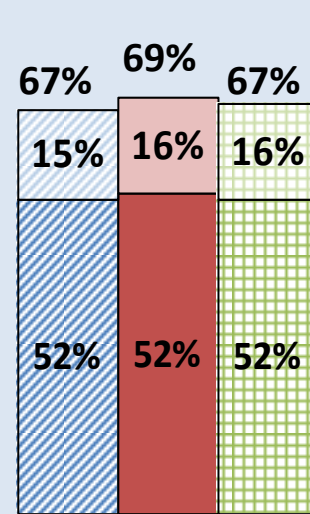
2013 2012 2011

Windows Clean with No Scratchiti



2013 2012 2011

Having no Litter in Subway Cars

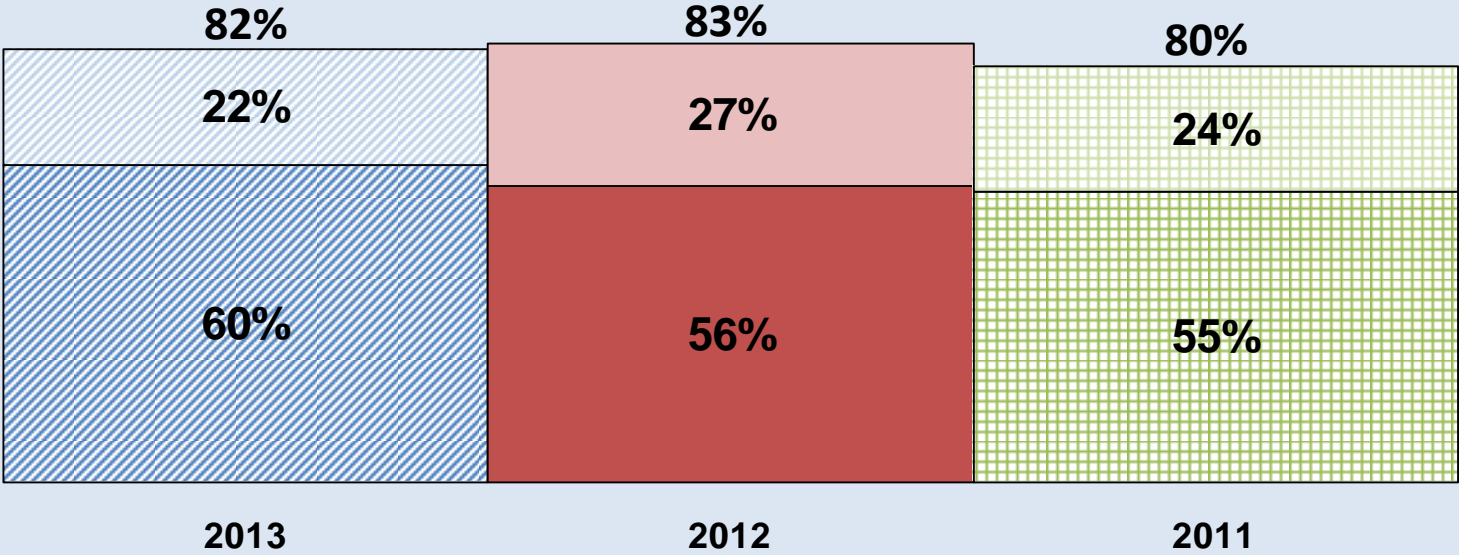


2013 2012 2011

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Satisfaction with Subway Conductors

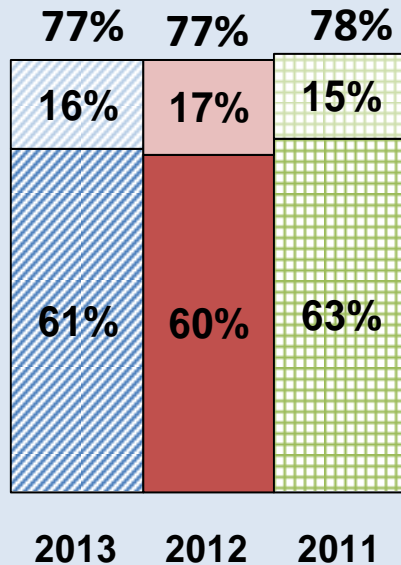
- Satisfaction with the courtesy and helpfulness of subway conductors decreased to 82% in 2013 vs. 83% in 2012, a non-statistical change



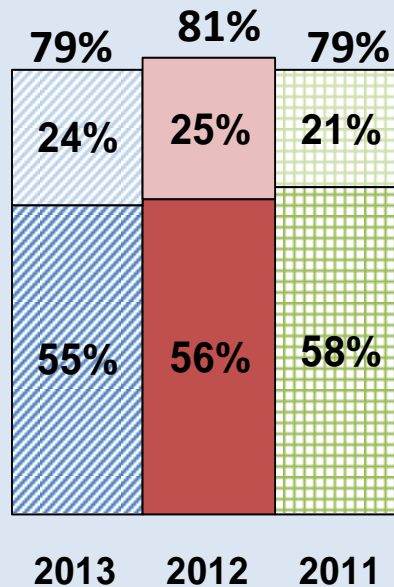
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Satisfaction with Subway Stations

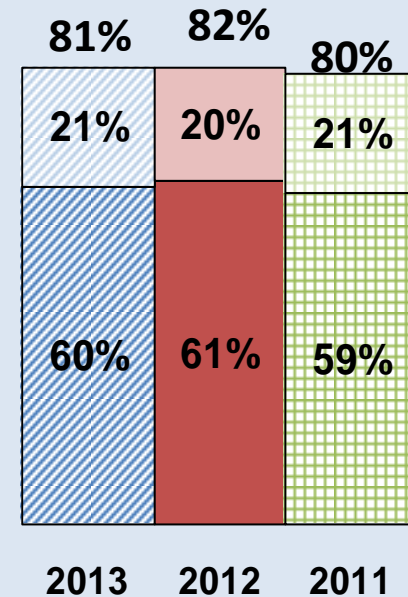
Overall Station Environment



Station Use Most Often Near Home



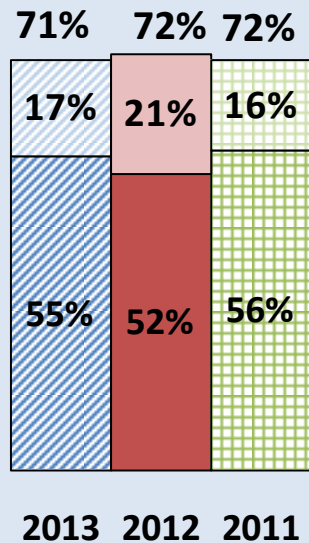
Station Use Most Often Near Work



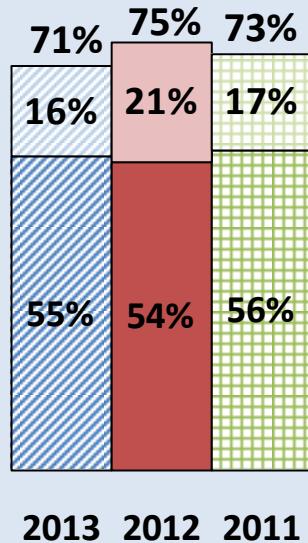
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Satisfaction with Overall Station Cleanliness

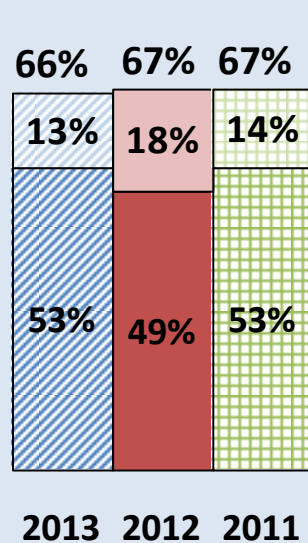
Overall Cleanliness of Stations



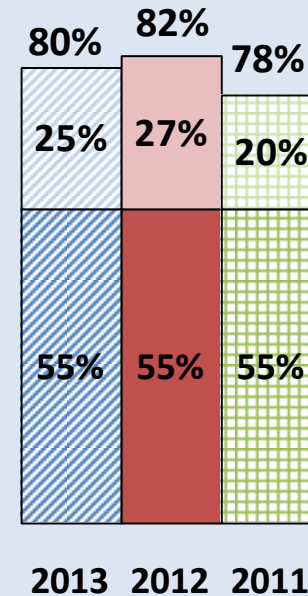
Keeping Stations Litter Free



Keeping Station Clean from Dirt and Grime



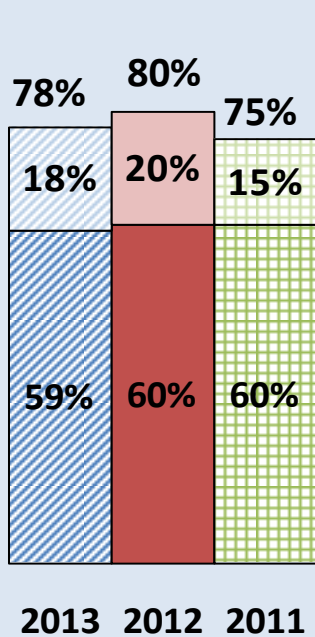
Keeping Graffiti off Walls, Signs, Etc.



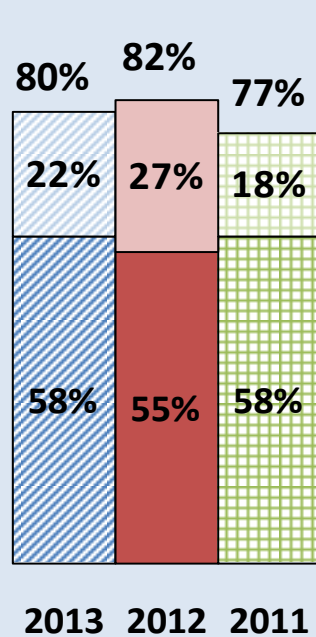
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Satisfaction with Maintenance and Repair of Stations

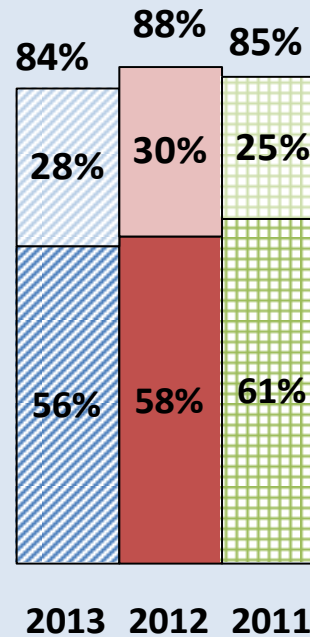
Overall Maintenance and Repair



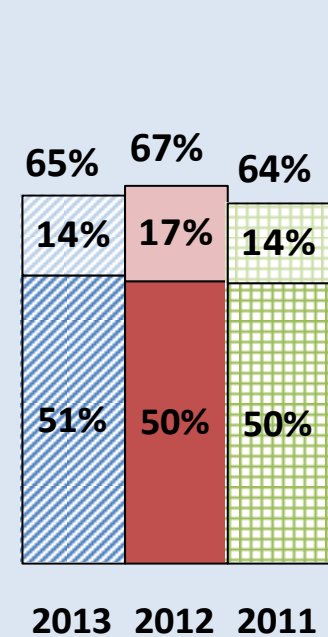
Condition of Stairs and Handrails



Station Lighting



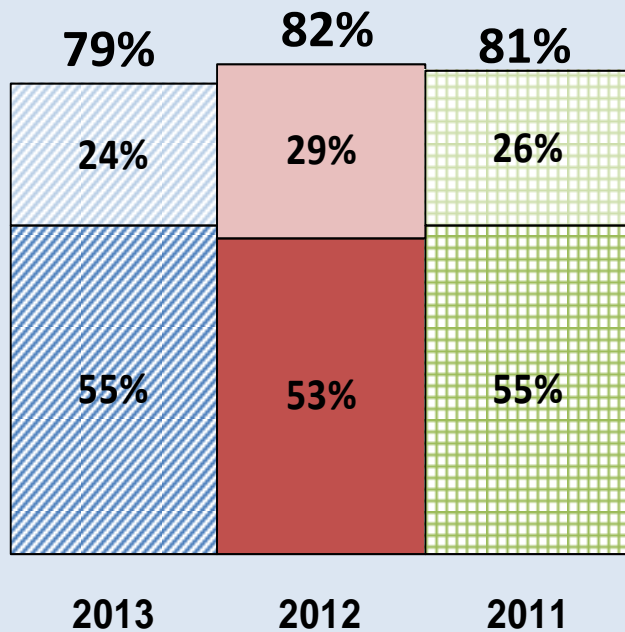
Condition of Walls and Ceilings



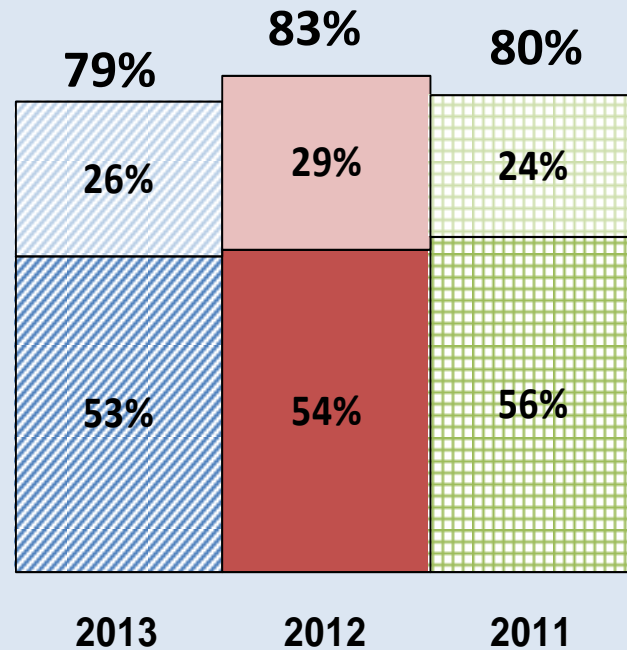
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Satisfaction with MetroCard Equipment

Working Condition of MetroCard Vending Machines



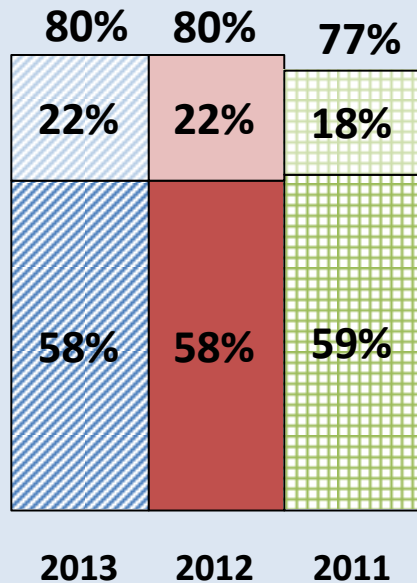
Working Condition of MetroCard Swipe Readers at Turnstiles



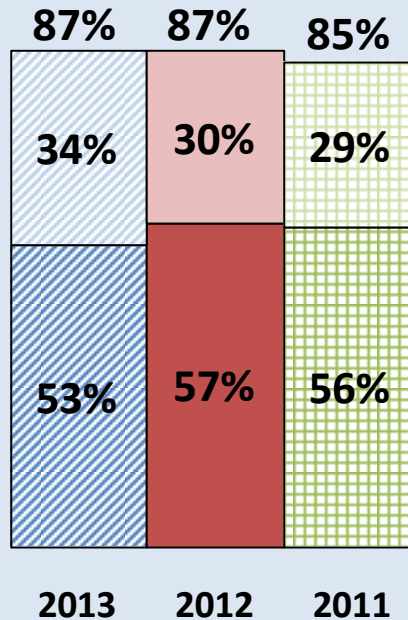
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Satisfaction with Availability of Information in Stations

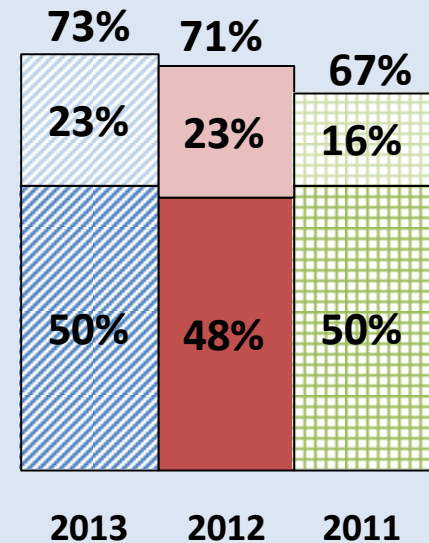
Overall Availability of Information in Stations



Signs Directing You to Exits and Transfer Locations



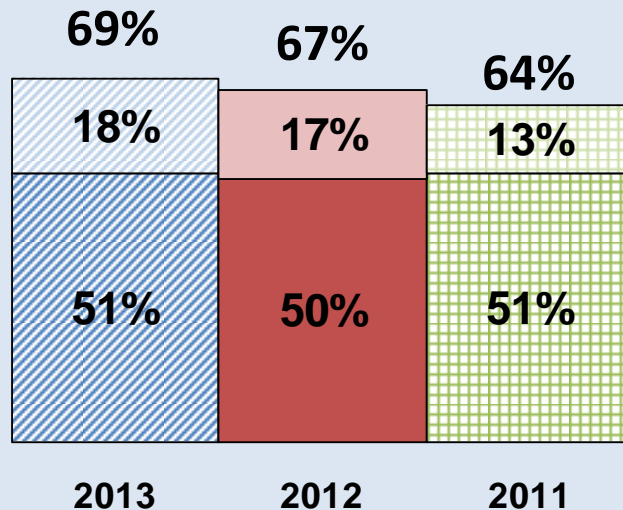
Clarity of Announcements on Station Platforms



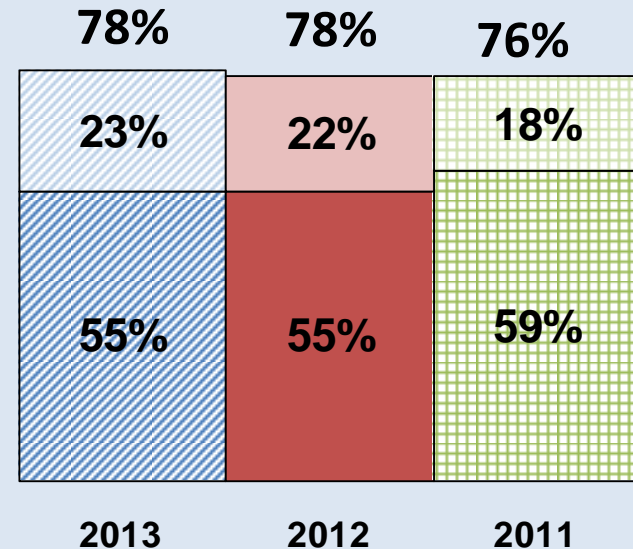
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Satisfaction with Information about Service Delays and Diversions

Information in Station about Unscheduled Delays



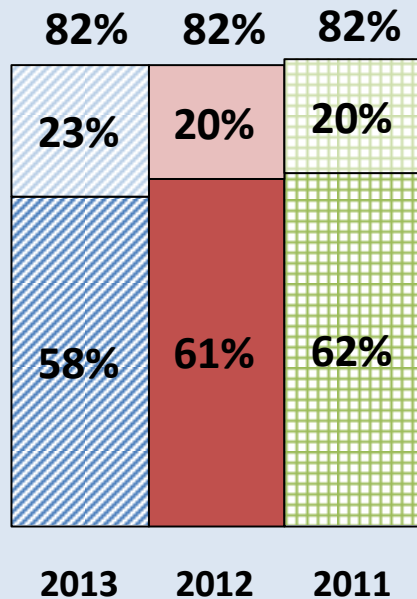
Information in Station about Planned Service Changes



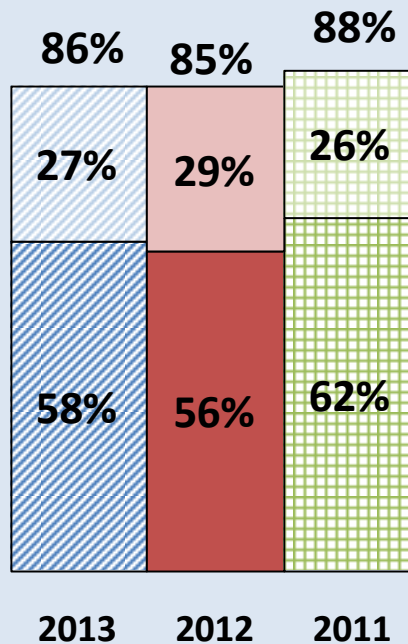
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Satisfaction with Personal Security in Stations

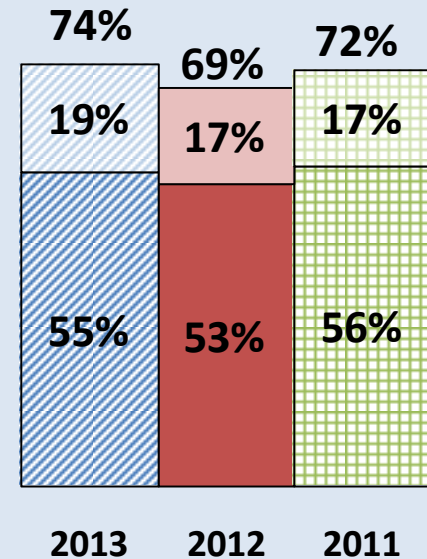
Overall Personal Security in Station



Your Sense of Personal Security Before 8 p.m.



Your Sense of Personal Security After 8 p.m.



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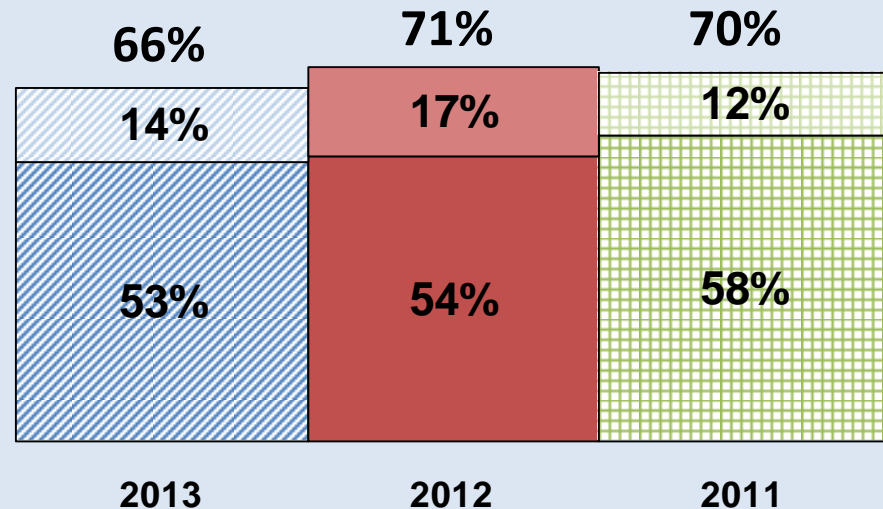
Satisfaction with Safety in Stations

Your Personal Safety Standing on Platforms



Attribute rated for first time in 2013

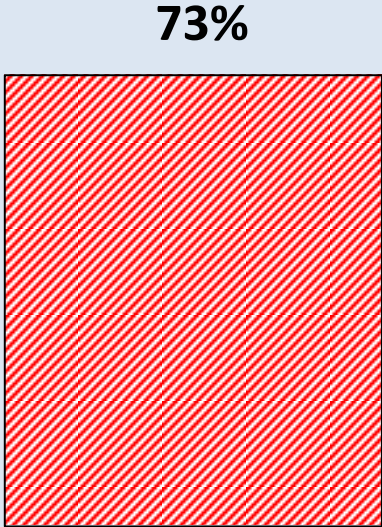
Keeping Platforms from Getting Too Crowded During Rush Hours



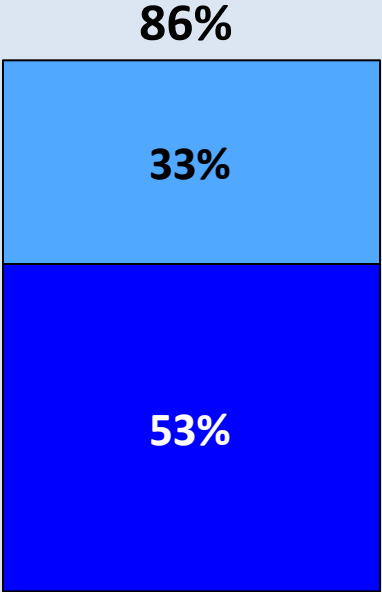
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Platform Safety Communications Campaign: Customer Awareness and Satisfaction

**Recall Platform
Safety Messages**
(Only Asked in 2013)



**Satisfaction with Platform
Safety Messages**
(Only Asked in 2013, Among Those Who
Recalled Safety Messages)



SURVEY METHODOLOGY

- The MTA conducted its annual customer satisfaction survey for New York City Transit (NYCT) subway and local bus operations between June 11 and 30, 2013.
- The Citywide telephone survey interviewed 1,729 New York City residents throughout the five boroughs using random samples of landline and cell phone numbers.
- In-depth interviews were conducted with 1,201 customers who had taken at least one ride in the past 30 days on a subway and/or local bus. The average length for the full survey was 28 minutes. The margin of error is ± 3.8 percentage points.
- The remaining 528 contacts did not ride the subway or local bus in the past 30 days and were asked demographic questions only for use in weighting total survey results to the latest census data for New York City residents 18 years of age and older.

CUSTOMER SATISFACTION RATINGS FOR SUBWAY SERVICE				
	TOTAL SATISFIED			
	2010	2011	2012	2013
N =	1082	1009	1018	1039
	%	%	%	%
OVERALL SUBWAY SERVICE	71	74	75	76
OVERALL SUBWAY SERVICE ON LINE USE MOST	77	78	78	79
SERVICE FREQUENCY	72	79	79	78
OVERALL RELIABILITY OF SERVICE	76	82	84	81
The predictability of subway travel time	74	77	81	79
Maintaining subway cars so they do not break down and cause delays	NA	80	83	82
How fast the subway gets you where you want to go	83	81	86	84
OVERALL SAFETY AND SECURITY	77	83	82	81
Safety from mechanical accidents	85	89	89	89
Overall personal security in the subway BEFORE 8 p.m.	80	86	86	83
Overall personal security in the subway AFTER 8 p.m.	65	72	67	71
OVERALL INFORMATION AND COMMUNICATIONS ABOUT SUBWAY SERVICE	63	73	79	73
Knowing how long you have to wait for the next train to arrive	NA	68	72	71
Clarity of announcements on subway trains	56	64	67	65
Usefulness of announcements on trains during normal service	67	74	76	75
Usefulness of announcements on trains during unplanned delays	64	67	67	67
Usefulness of announcements on trains during planned service changes	NA	69	75	72
OVERALL COMFORT AND CONVENIENCE OF USING THE SUBWAY	78	84	83	82
Keeping subway trains from getting too crowded during rush hours	44	46	45	43
Comfort of temperature on subway cars	79	84	82	81
OVERALL CLEANLINESS OF SUBWAY CARS	68	75	75	74
Keeping floors and seats clean	NA	68	71	71
Keeping subway car windows clean with no scratchiti	NA	77	74	73
Having no litter in subway cars	NA	67	69	67
Keeping graffiti off subway car walls	NA	82	82	82
OVERALL COURTESY AND HELPFULNESS OF SUBWAY CONDUCTORS	77	80	83	82
OVERALL VALUE FOR THE MONEY USING THE SUBWAY	64	67	70	67

CUSTOMER SATISFACTION RATING OF SUBWAY STATIONS

	TOTAL SATISFIED			
	2010	2011	2012	2013
	1048	1006	1007	1027
N =	%	%	%	%
STATION USE MOST OFTEN NEAR HOME	77	79	81	79
STATION USE MOST OFTEN NEAR WORK/SCHOOL	74	80	82	81
OVERALL STATION ENVIRONMENT	71	78	77	77
Escalators in subway	NA	75	82	83
Elevators in subway	NA	73	76	73
Courtesy and helpfulness of station agents	NA	81	85	82
OVERALL STATION CLEANLINESS	64	72	72	71
Keeping station litter free	NA	73	75	71
Keeping station clean from dirt and grime	NA	67	67	66
Keeping graffiti off walls, signs, etc.	NA	78	82	80
OVERALL MAINTENANCE AND REPAIR OF STATION	68	75	80	78
Condition of stairs and handrails	72	77	82	80
Station lighting	81	85	88	84
Working condition of MetroCard vending machines	NA	81	82	79
Working condition of MetroCard swipe readers at turnstiles	NA	80	83	79
Condition of walls and ceilings	NA	64	67	65
OVERALL AVAILABILITY OF INFORMATION IN STATION	67	77	80	80
Signs directing you to exits and transfer locations	82	85	87	87
Clarity of announcements on station platforms	59	67	71	73
Information in station about unscheduled delays	56	64	67	69
Announcements about standing away from the edge of the platform*	NA	NA	NA	86
Information in station about planned service changes	69	76	78	78
OVERALL PERSONAL SECURITY IN STATION	76	82	82	82
Your personal safety standing on subway platforms	NA	NA	NA	82
Your sense of personal security in the station BEFORE 8 p.m.	NA	88	85	86
Your sense of personal security in the station AFTER 8 p.m.	NA	72	69	74
KEEPING STATION PLATFORMS FROM GETTING TOO CROWDED DURING RUSH HOURS	65	70	71	66

* Includes only those respondents that recall hearing platform safety announcements.