

Metro Customer Satisfaction Survey System-Wide Results

**Metro Westside/Central Governance Council Meeting
December 9, 2009**

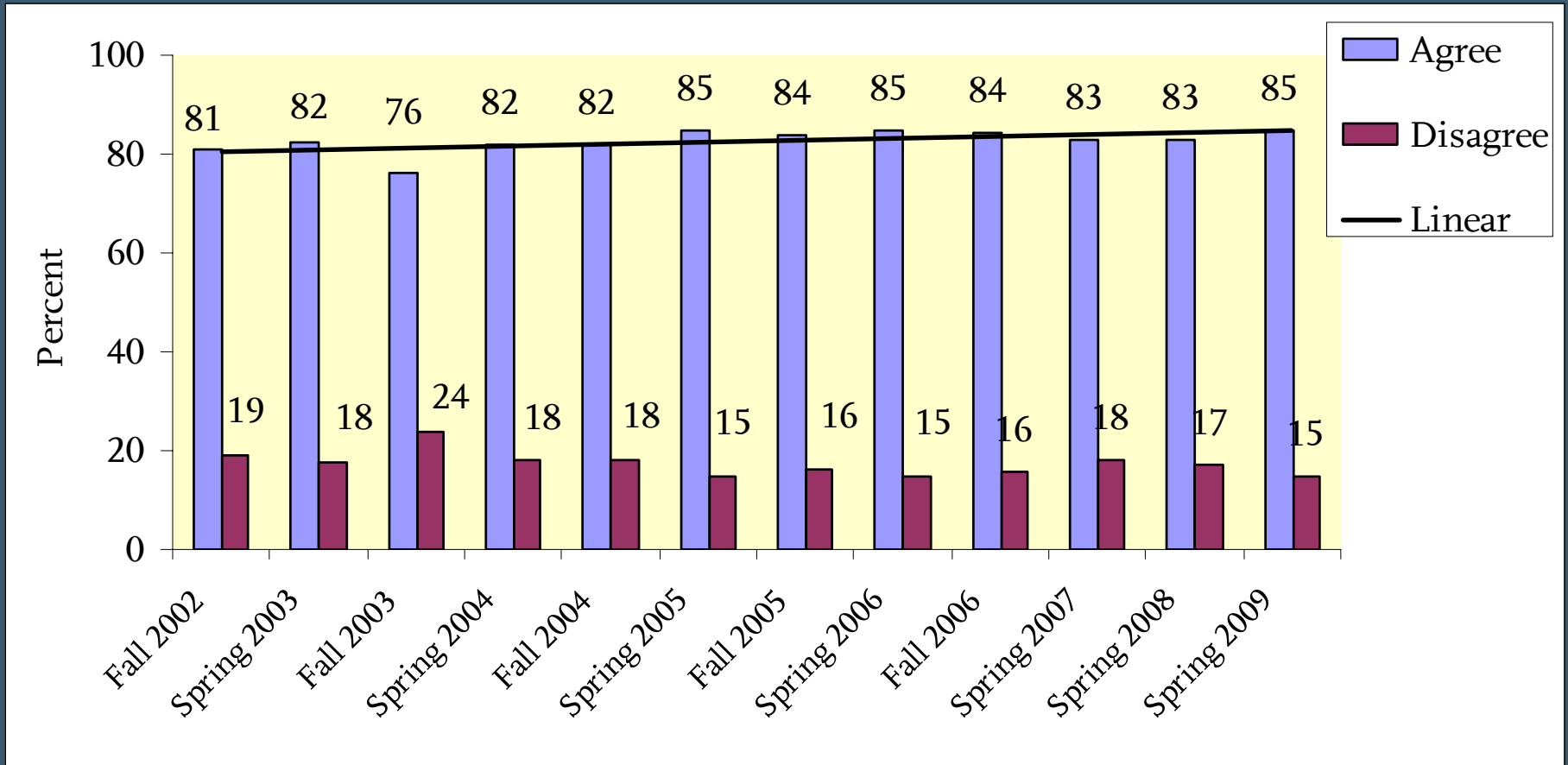


Survey Details

- Results are part of an annual customer satisfaction survey conducted by Metro for over 6 years.
- We survey all directly-operated bus lines, four contracted bus lines and all 4 rail lines for over 95% of Metro's average daily weekday ridership.
- There were 15,895 completed surveys system-wide this time, which is about average.



General Satisfaction Remains High



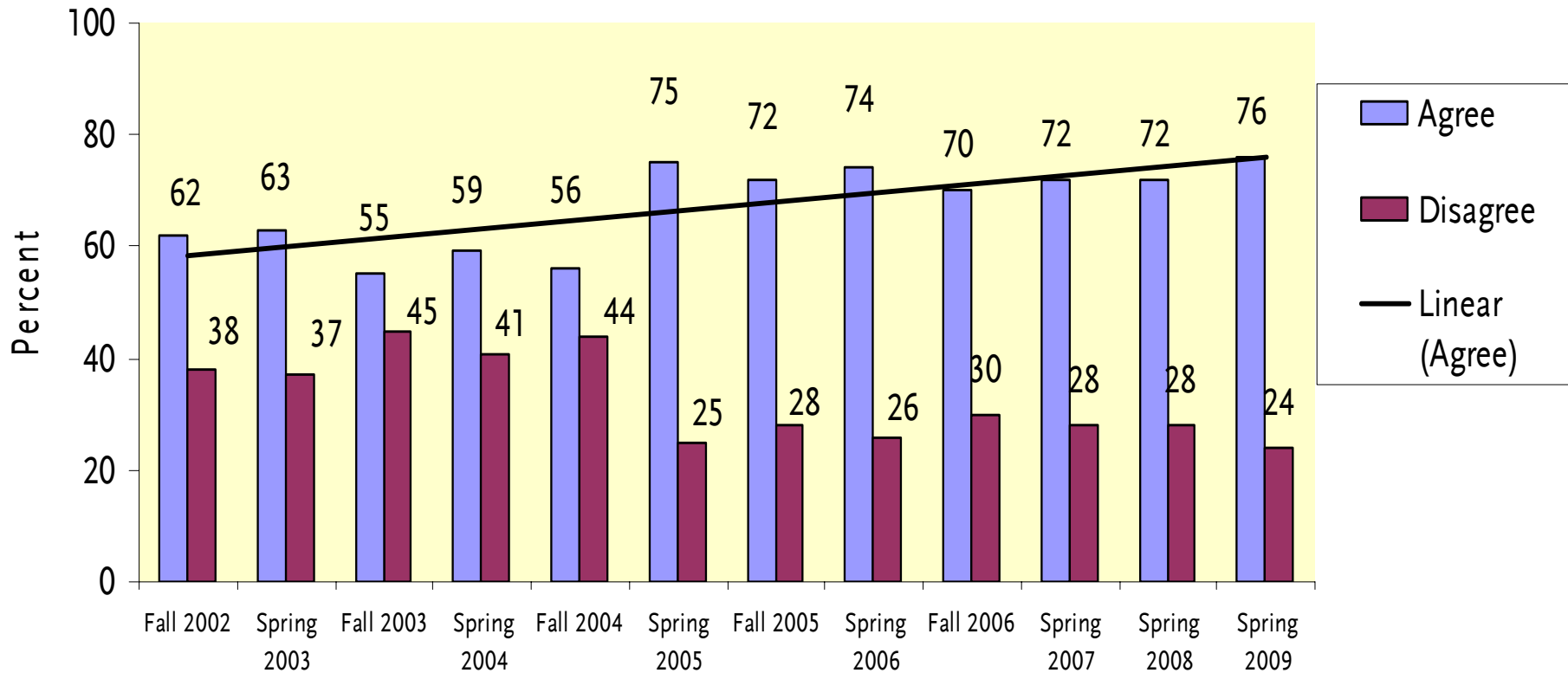
Generally speaking, I am satisfied with Metro Service



*New answer format in Spring 2005

Customer Satisfaction Survey Trend Report
Research & Development Department

On-Time Performance Continues to Rise



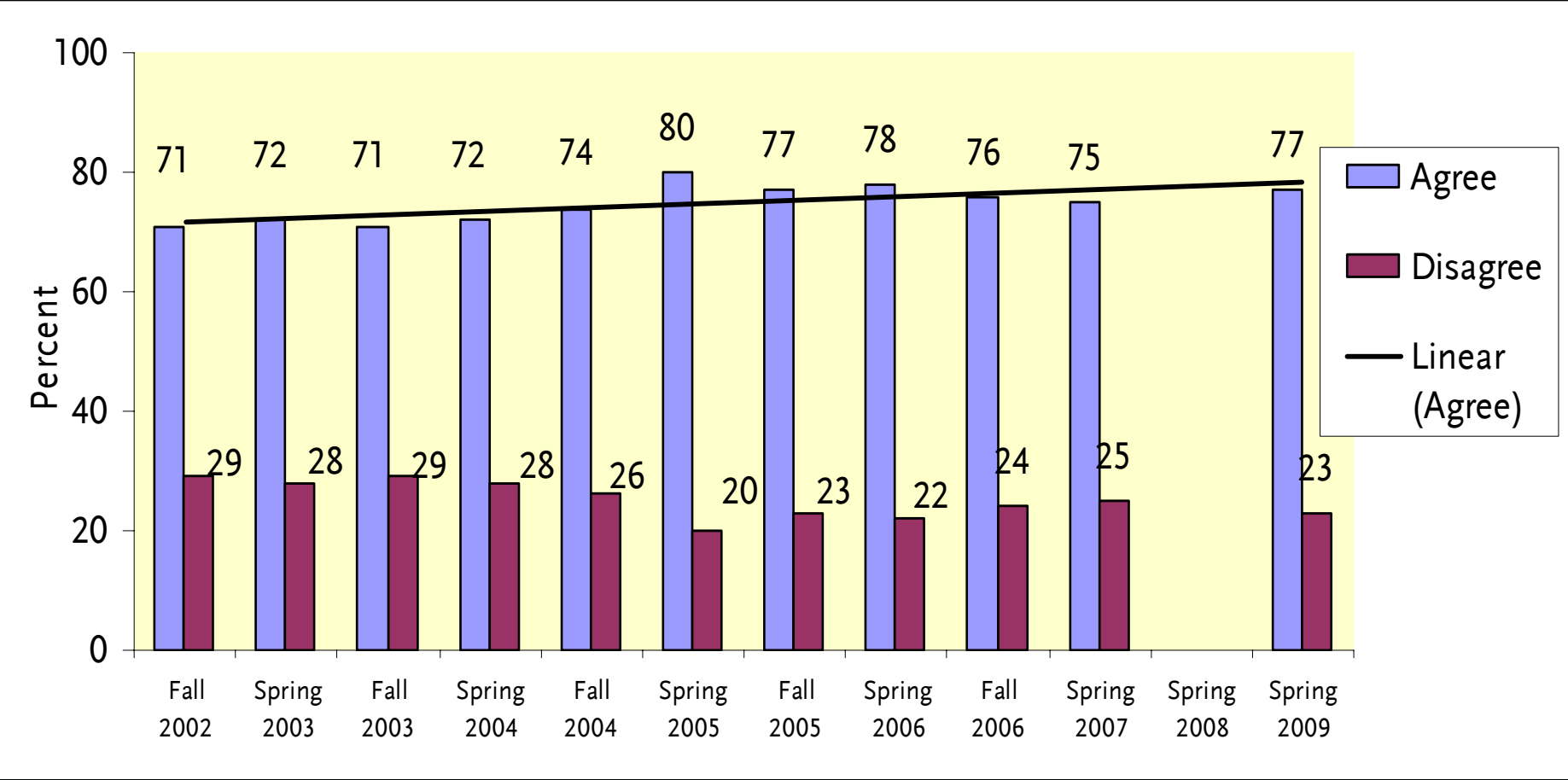
THIS bus/train is generally on time (within 5 minutes)



*New answer format in Spring 2005

Customer Satisfaction Survey Trend Report
Research & Development Department

3 of 4 Riders Feel Bus/Train is Clean

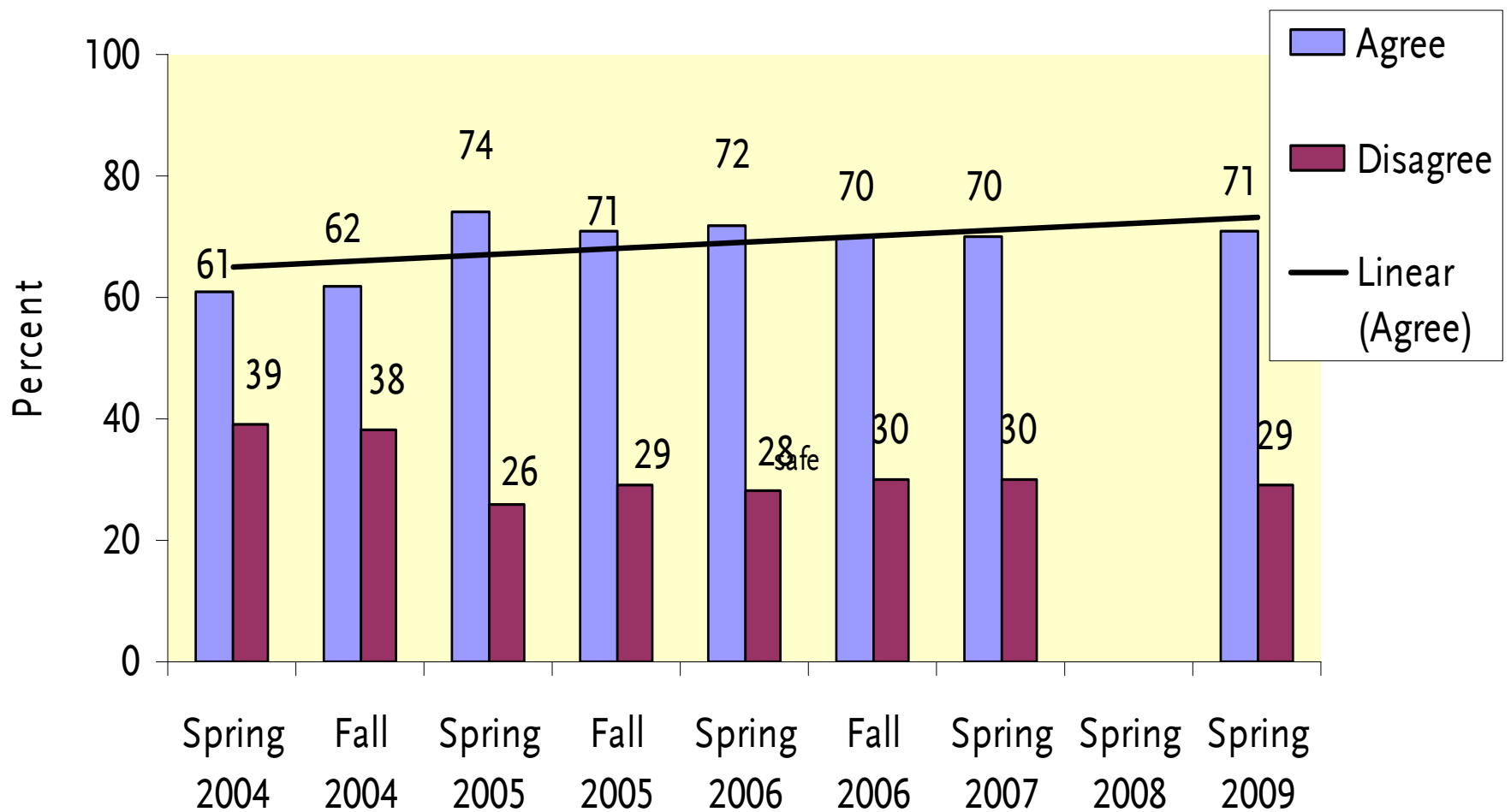


THIS Metro bus/train is generally clean



*New answer format in Spring 2005

Stops and Stations are Generally Clean



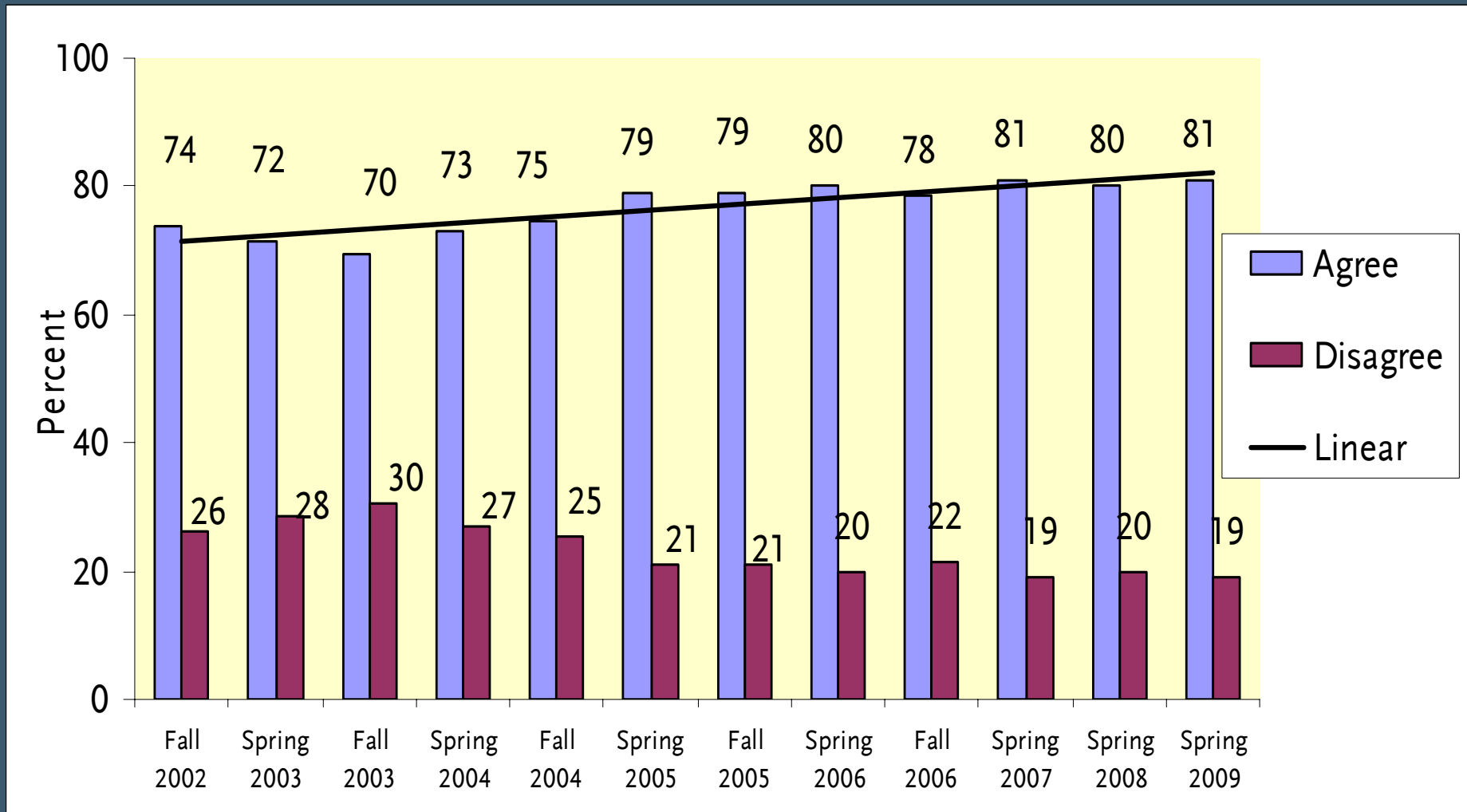
THIS bus's stops/train's stations are generally clean



*New answer format in Spring 2005

Customer Satisfaction Survey Trend Report
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4 of 5 Riders Feel Bus Operators are Generally Courteous



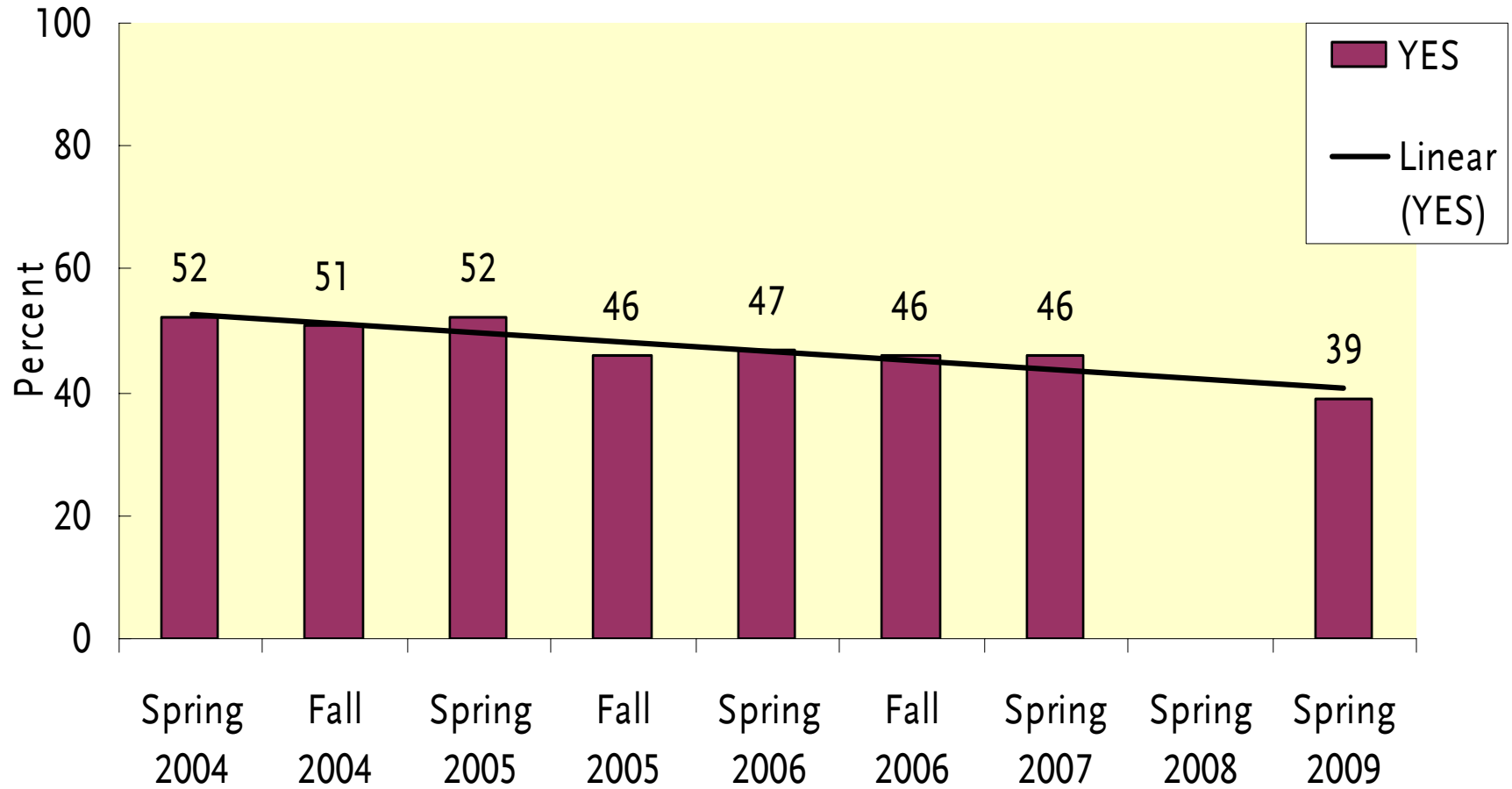
THIS Metro bus's drivers are generally courteous*



*New answer format in Spring 2005

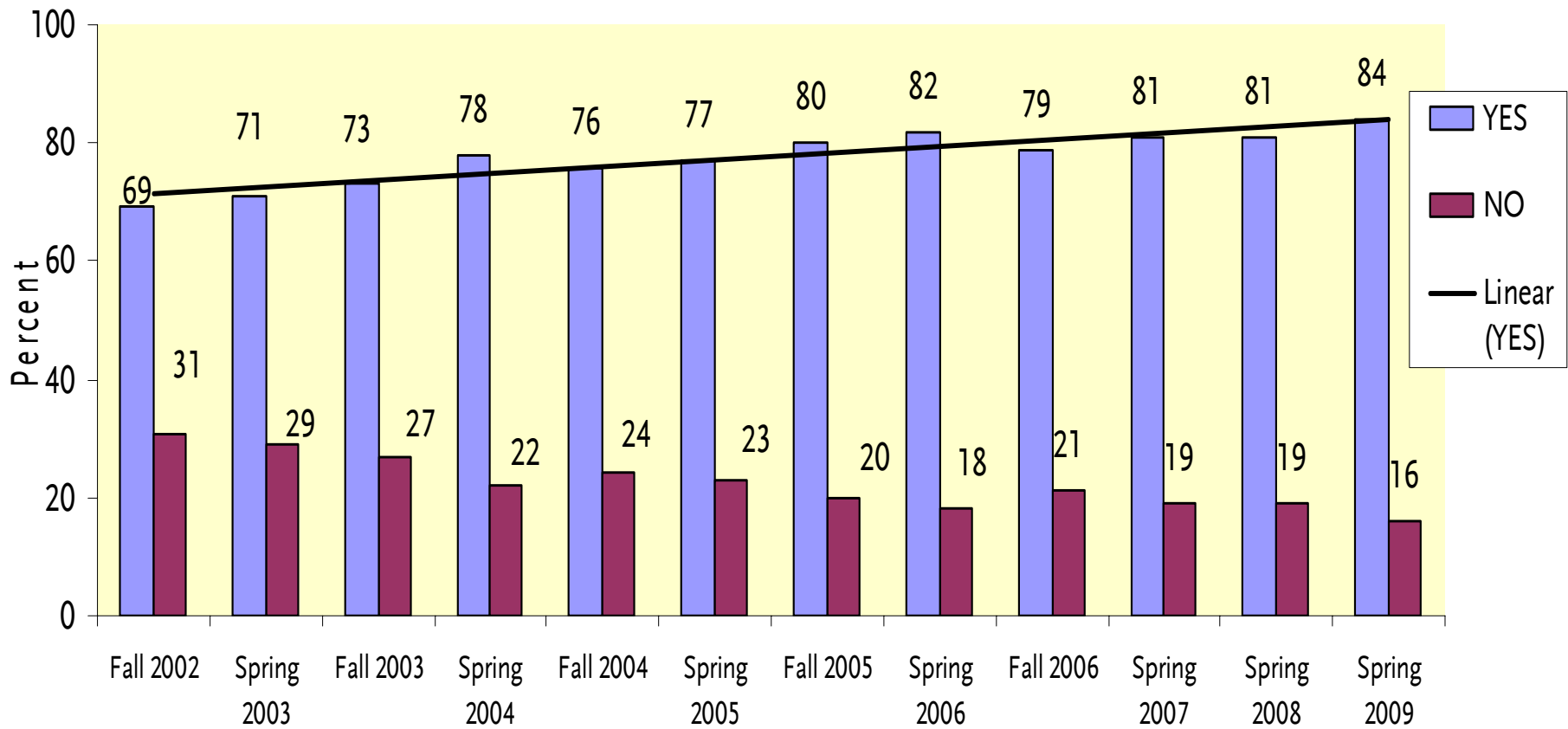
Customer Satisfaction Survey Trend Report
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Graffiti Decreased by 25% Since 2005



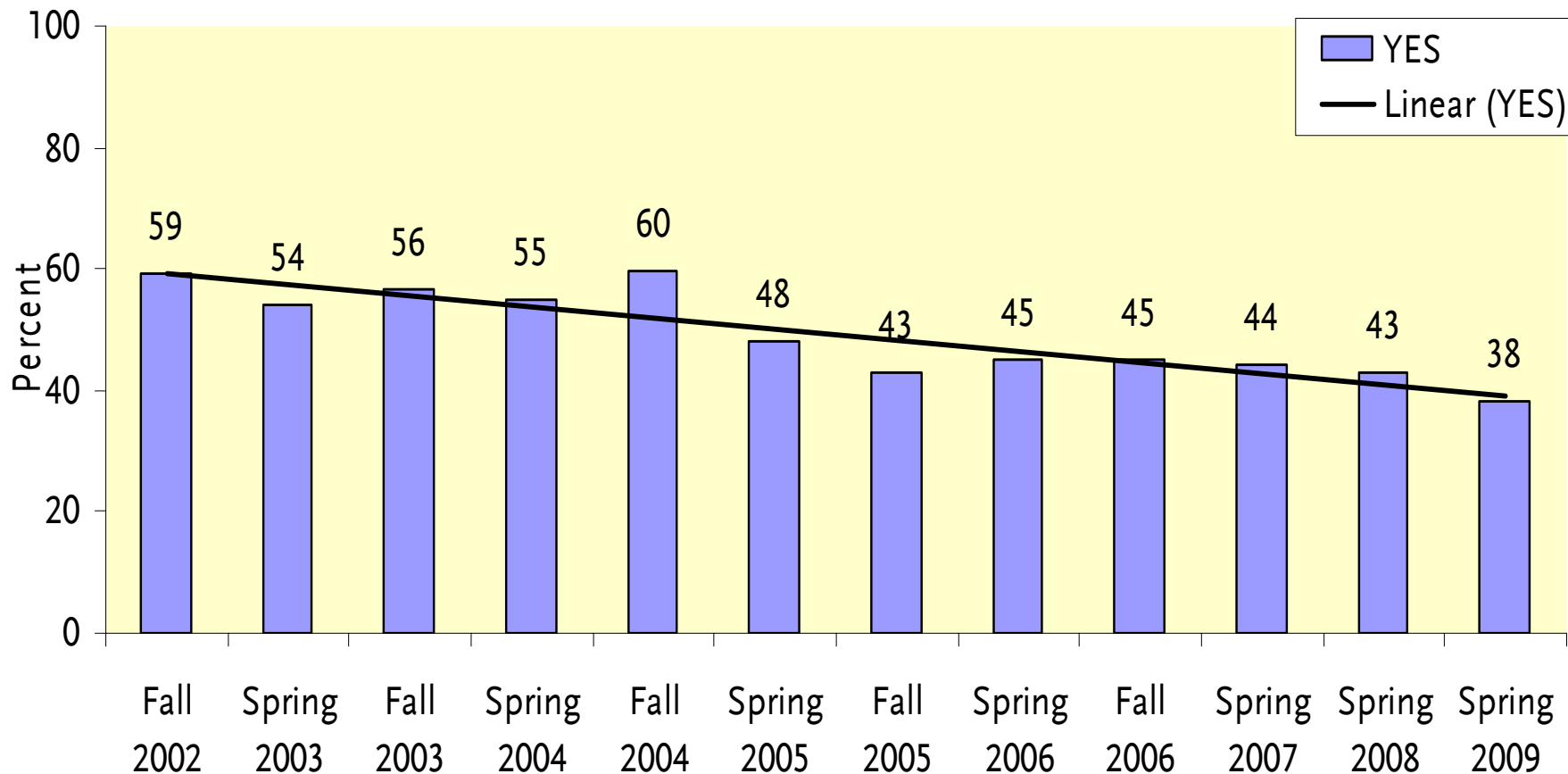
Is graffiti usually a problem on this Bus/Train?

Seats at an All-Time High on System



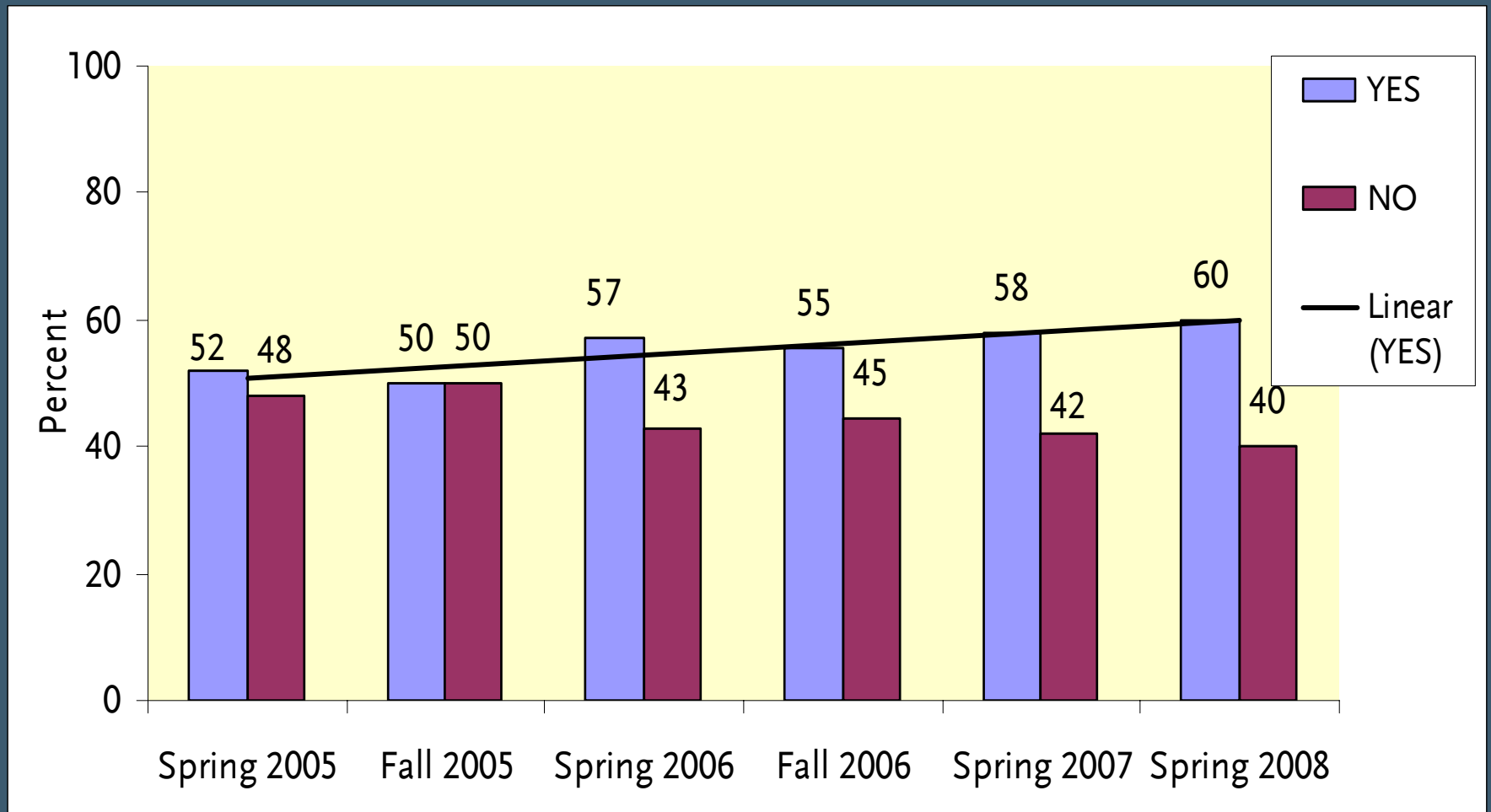
Do you normally have a seat for this trip?

Perception of Pass-bys Has Fallen by 31% since 2004



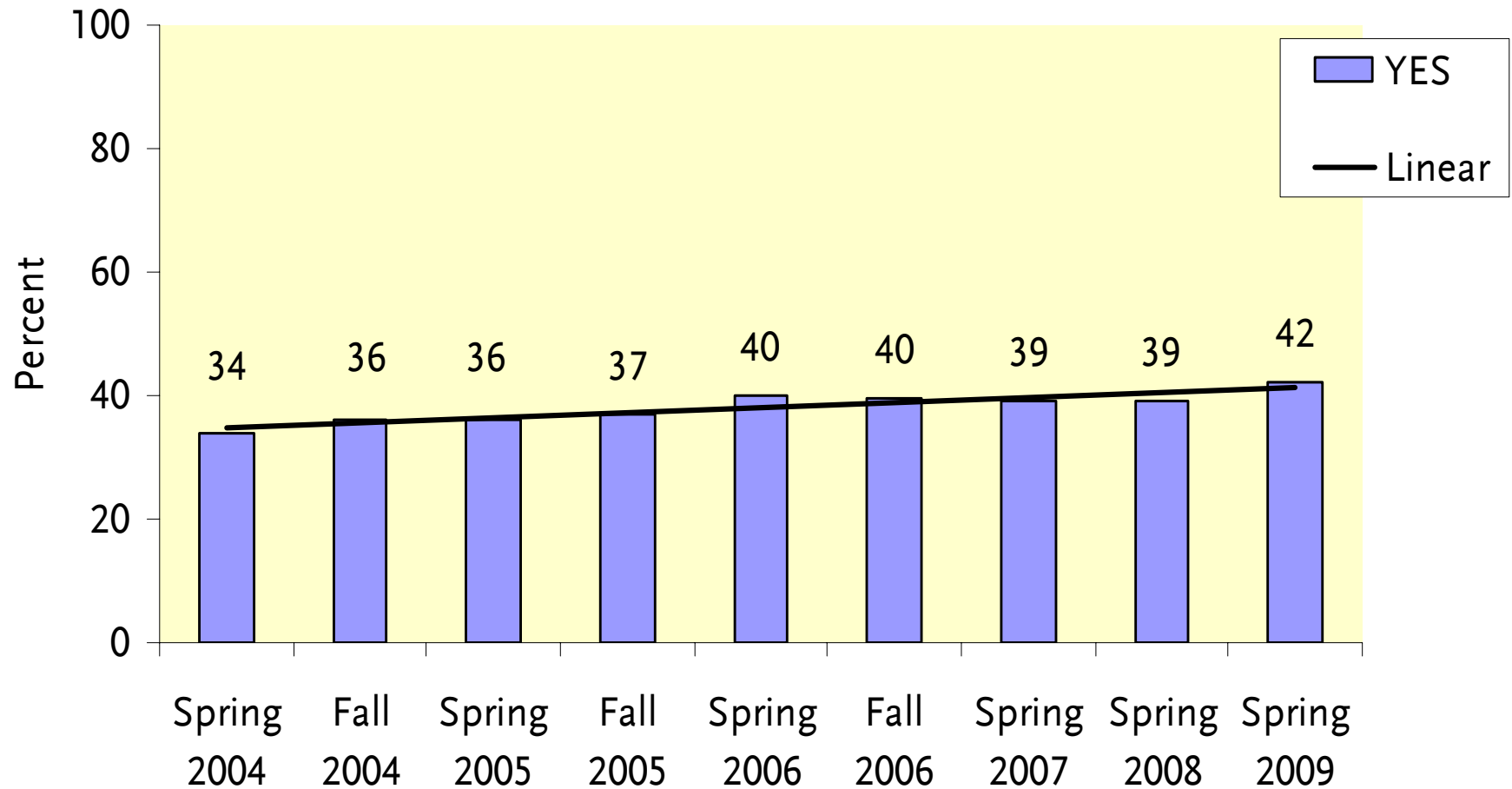
Has THIS bus passed you by at a stop in the last month?

3 of 5 Riders Have Access to Internet*



Do you have access to the Internet?

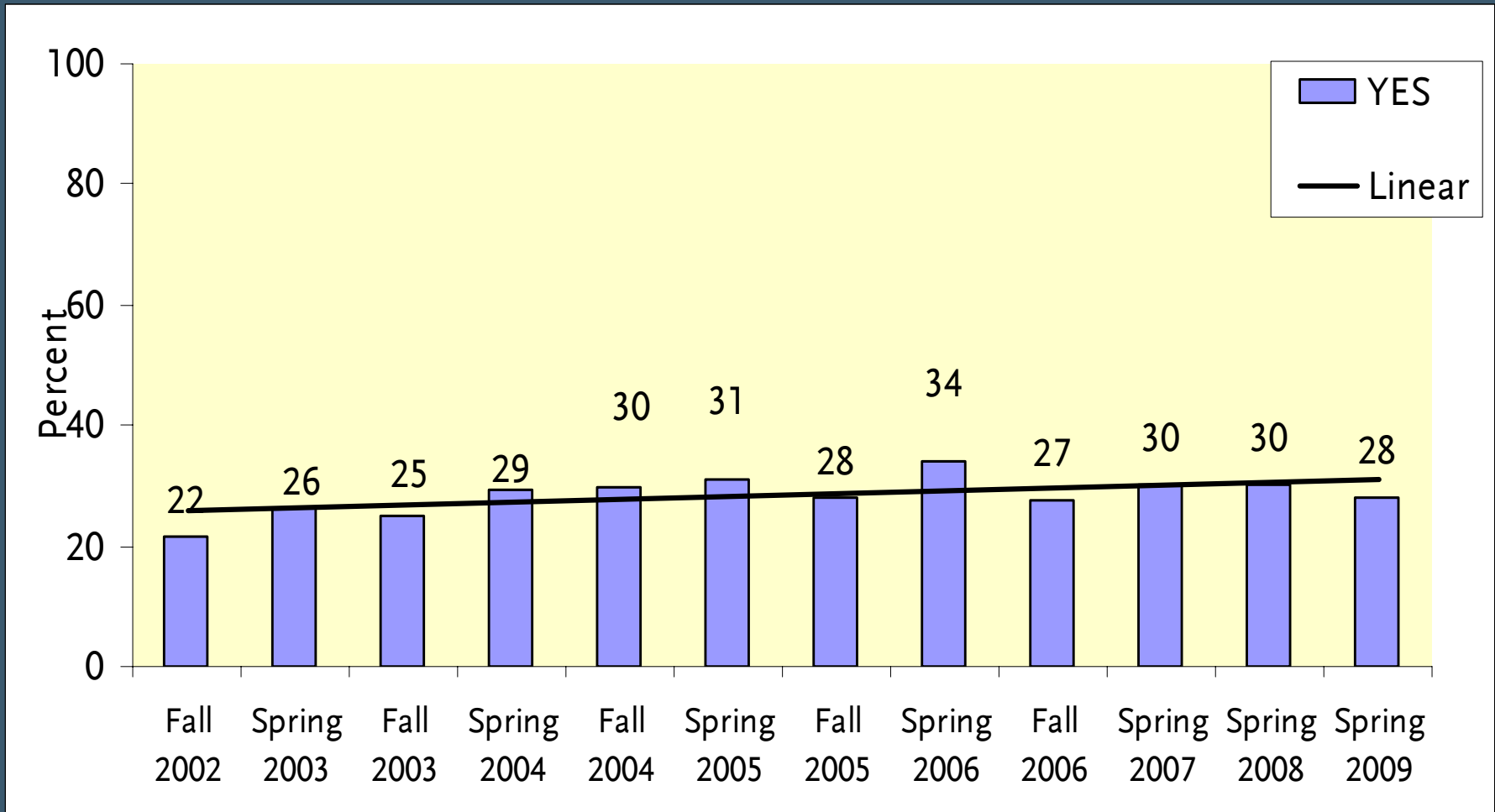
Riders Continue to Visit metro.net



Have you visited metro.net in the last six months?

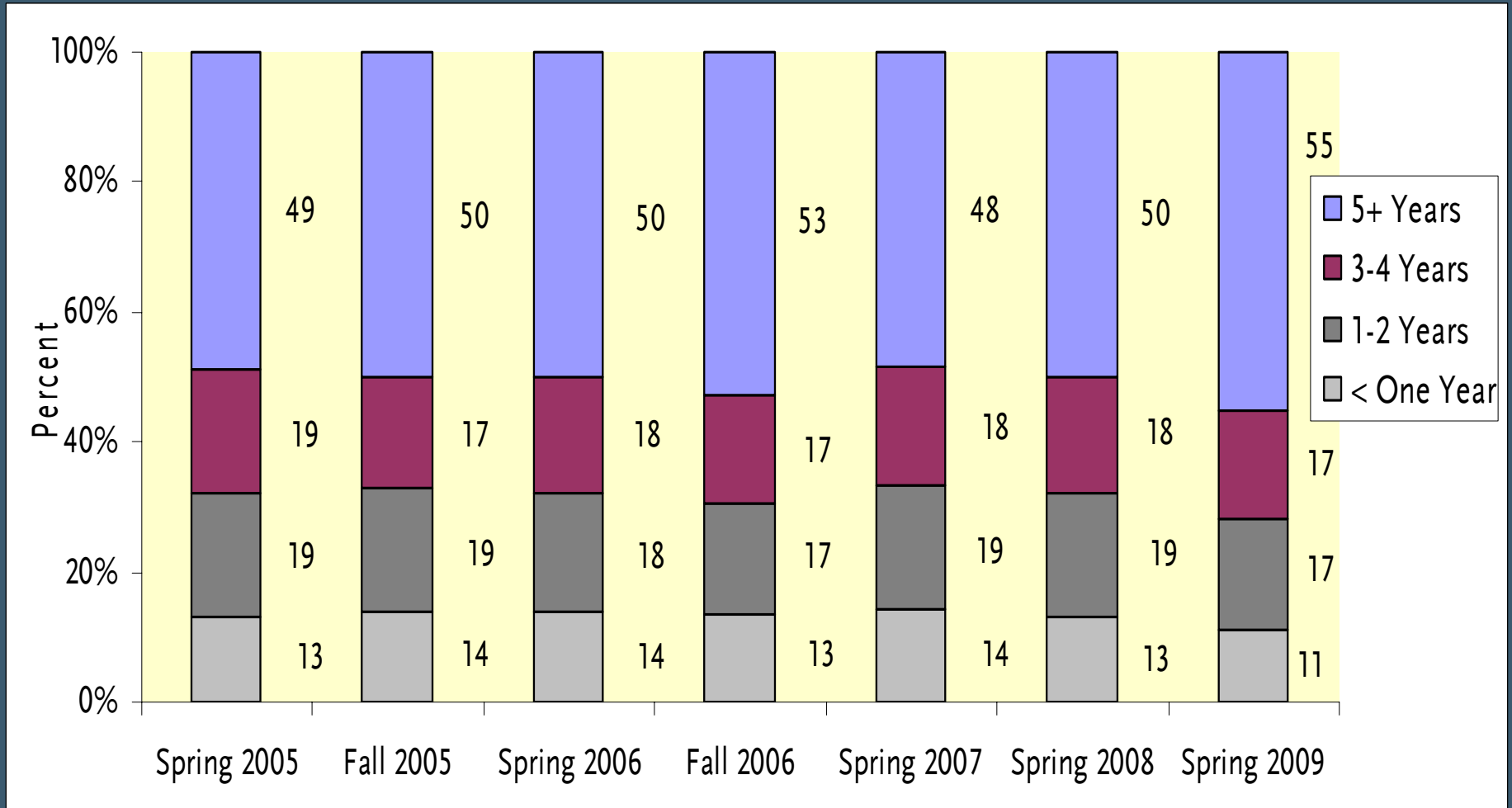


Choice Riders Continue to Make up About a 30% Share



Do you have a car available to make THIS trip?

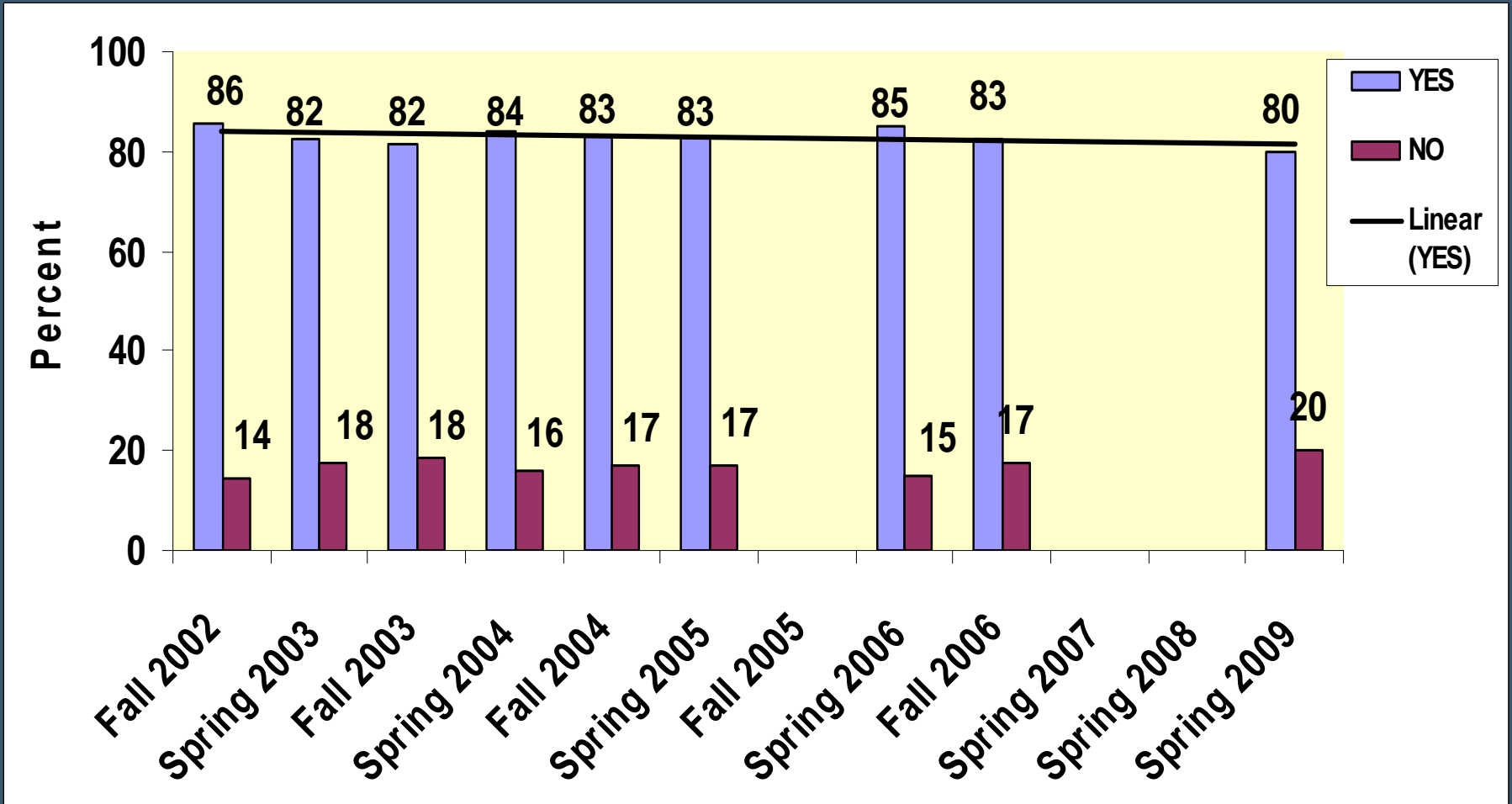
Metro Retains Over 50% of Riders for More Than 5 Years



How many years have you been riding Metro?



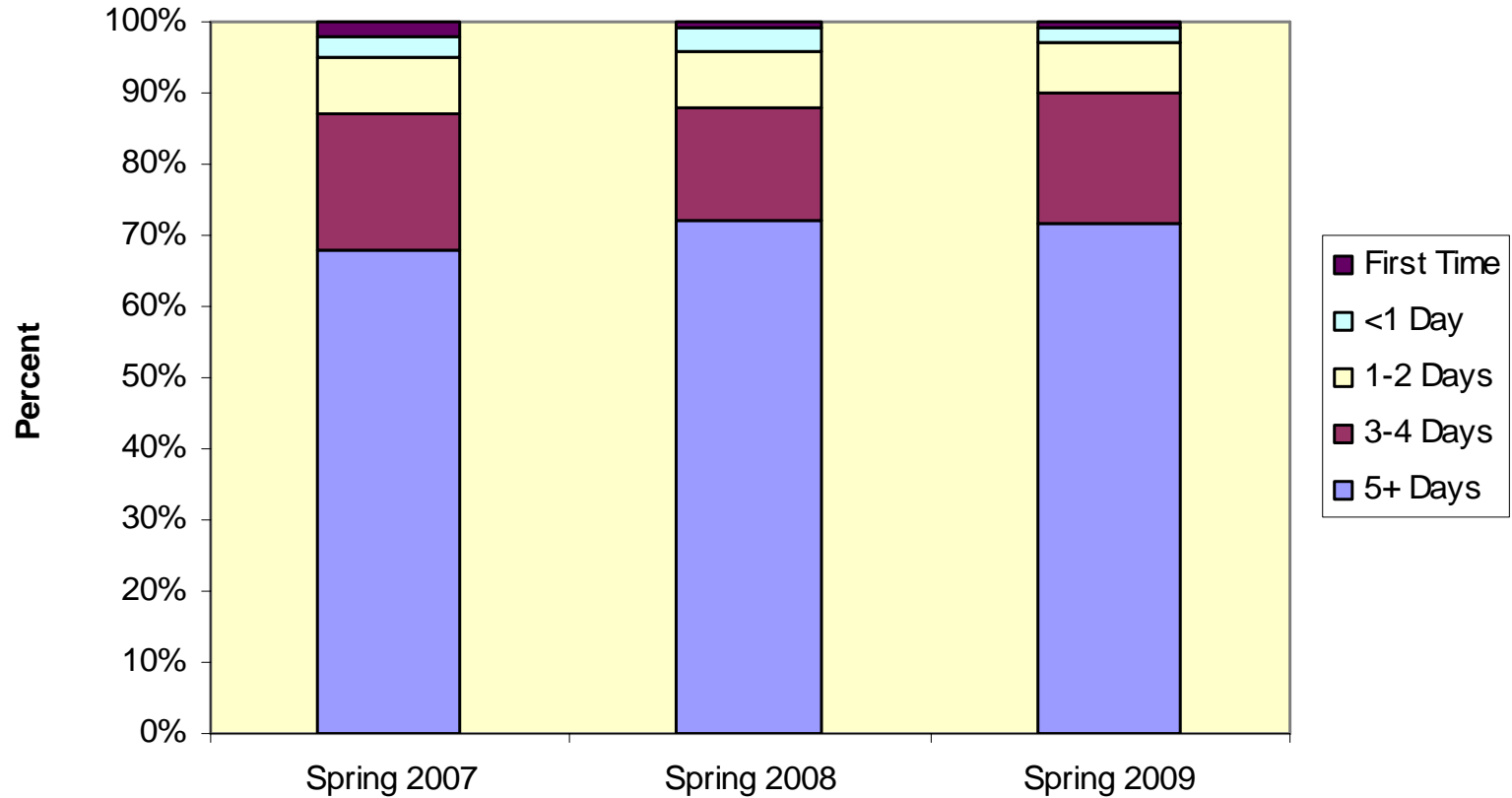
4 of 5 Riders Feel it's Easy to Purchase Passes



Is it easy to find and purchase Metro passes?

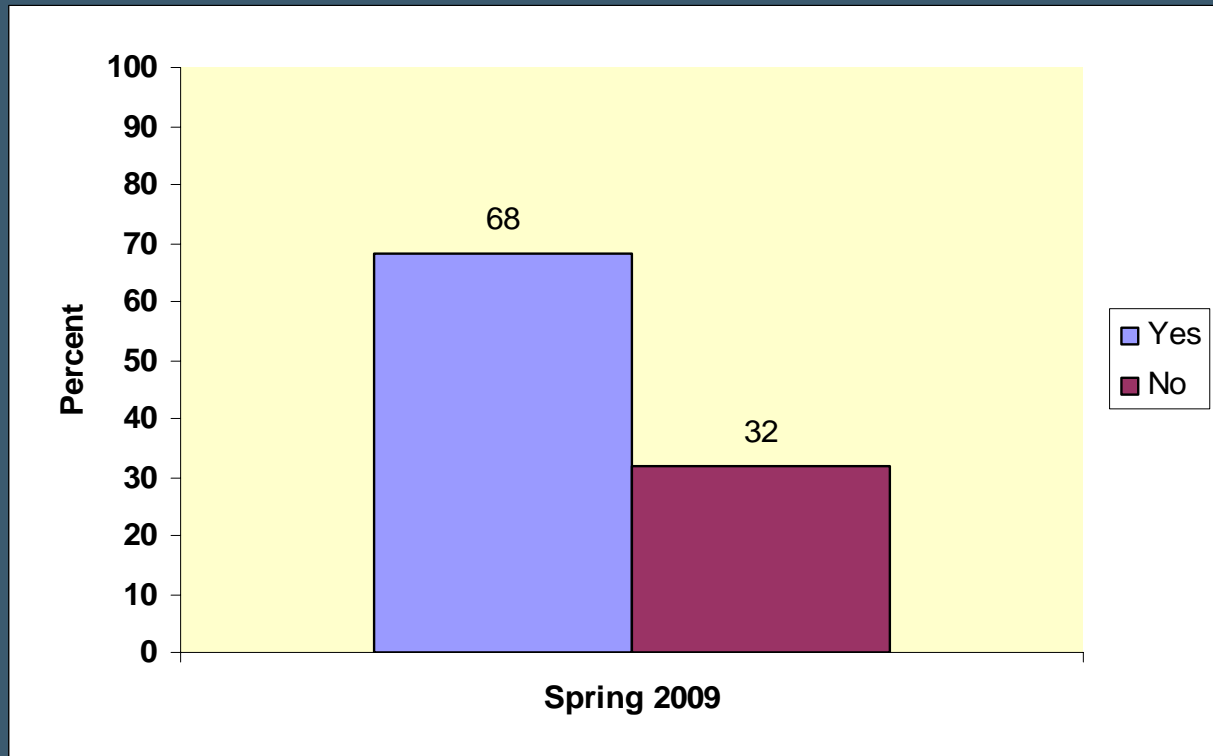


9 of 10 Riders Ride 3 or more Days a Week



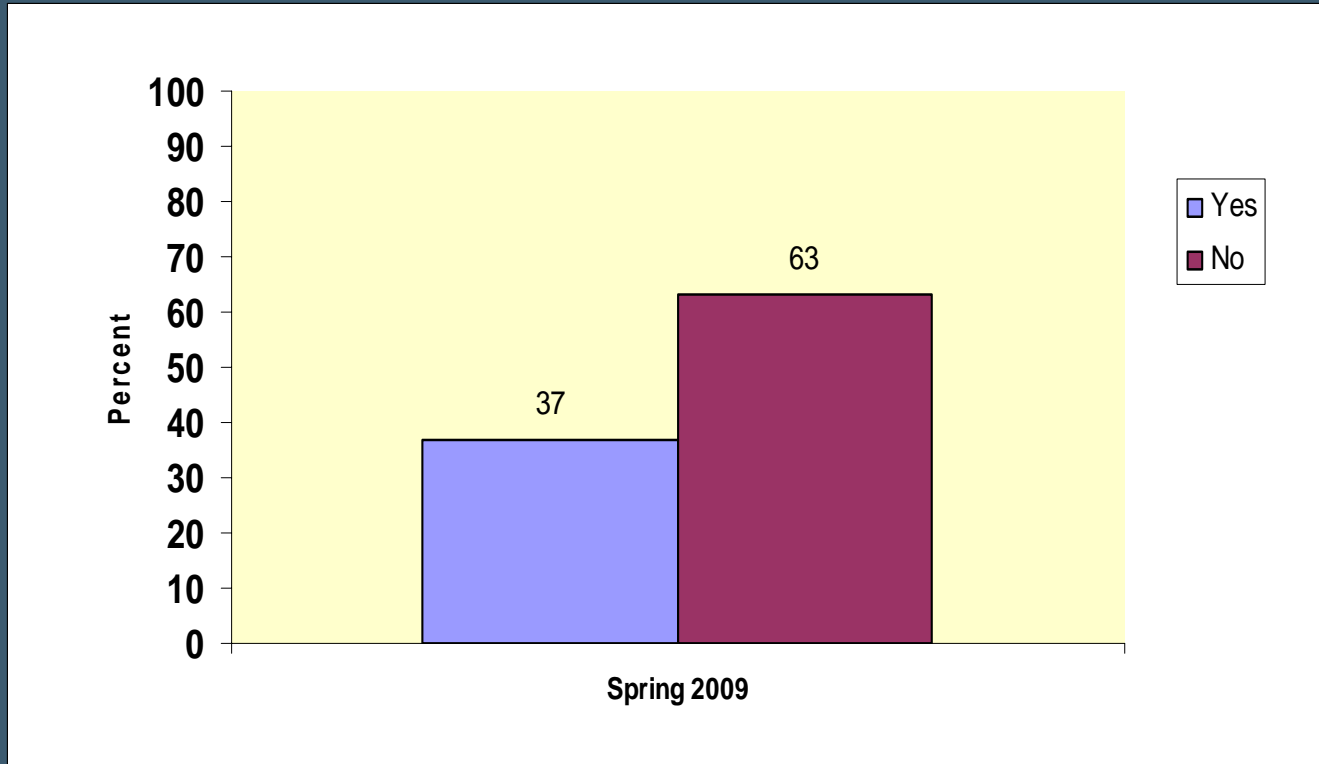
How many days a week do you usually ride Metro?

2 of 3 Metro riders have working cell phones with them



Do you have a working cell phone with you on THIS bus/train?

37% of all Metro Riders have smart phones(53% of Riders with Cell Phones)



If yes, can you browse the Internet (i.e. a smart phone)?