



Fall 2023

Customers Count Survey

**NYCT Committee Meeting
January 29, 2024**

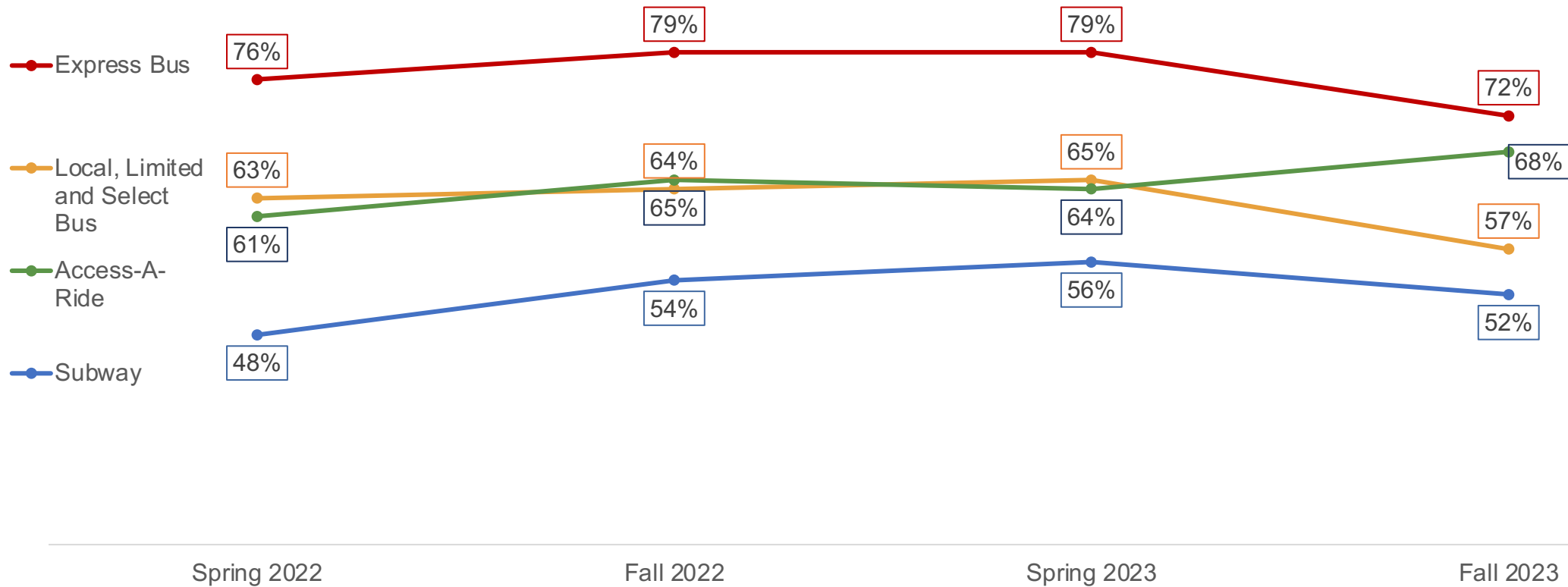
Subway Bus Access-A-Ride

Executive Summary - NYCT

- The Fall 2023 bi-annual Customer Satisfaction survey was conducted November 6-20, 2023, with English and Spanish offered online and on the phone. We received more than 115,000 subway line, 25,000 bus route and 3,000 AAR evaluations from over 80,000 NYCT customers.
- **Subway customer satisfaction is 52%**, a four-percentage point decrease from the Spring. **However, most key performance metrics are improved, as customer satisfaction with their line is up four percentage points to 58%, and satisfaction with their station is up six percentage points to 67%.**
 - Customers who ride most frequently (5 or more days a week) are the most dissatisfied group, as only 46% of customers who ride the subway five or more days a week are satisfied, down percentage points from the Spring. Furthermore, as our ridership has increased, the survey sample, especially among frequent riders, has also increased and now accounts for 47% of the study sample (up from 45% in the Spring).
- Customers continue to feel safer on trains and in stations, with safety on trains up four percentage points to 54% and in stations up three percentage points to 51%.
 - However, safety remains an important issue for customers. Quality-of-life concerns (43%) and People behaving erratically (41%) are the most mentioned areas that, if addressed, would increase customer satisfaction. Furthermore, Safety from Crime and Harassment on trains is the second most important attribute driving satisfaction.
- Service Reliability and Waiting times, two important drivers of customer satisfaction, improved by two percentage points to 58% and 55%, respectively.
 - Frequent travelers (5 or more days a week) are more likely to mention reliable service and frequent service on weekdays as areas that need improvement to increase their satisfaction.
- **Overall Local, Limited and Select Bus customer satisfaction is 57%**, an eight-point decrease from the Spring. Overall Express bus customer satisfaction is 72%, a seven-percentage point decrease.
 - Local bus customers who ride most frequently (5 or more days per week) make up nearly half (46%) of the survey sample and are the least satisfied group at 50% (down 11 percentage points from Spring).
- Local bus route satisfaction is 65%, down from 69% in the Spring. At the borough level, declines are concentrated in Brooklyn (down six), Queens (down five), and Staten Island (down 10). Satisfaction with Bronx and Manhattan routes remained consistent with the Spring.
 - Customers in Queens and Brooklyn are more likely to mention wait times and more reliable service as what needs to improve to increase their satisfaction.
- **Access-A-Ride continues to improve its service, which is reflected in customer satisfaction score increase to 68%, up from 64% in the Spring**
 - The increased overall score can be explained by gains in attributes with largest influence on overall satisfaction. Satisfaction with On Time Pick Up increased eight points from the Spring to 59%. Travel times and Getting a ride for the day/time of your request increased four and six points respectively.



NYCT: Overall Satisfaction Trends

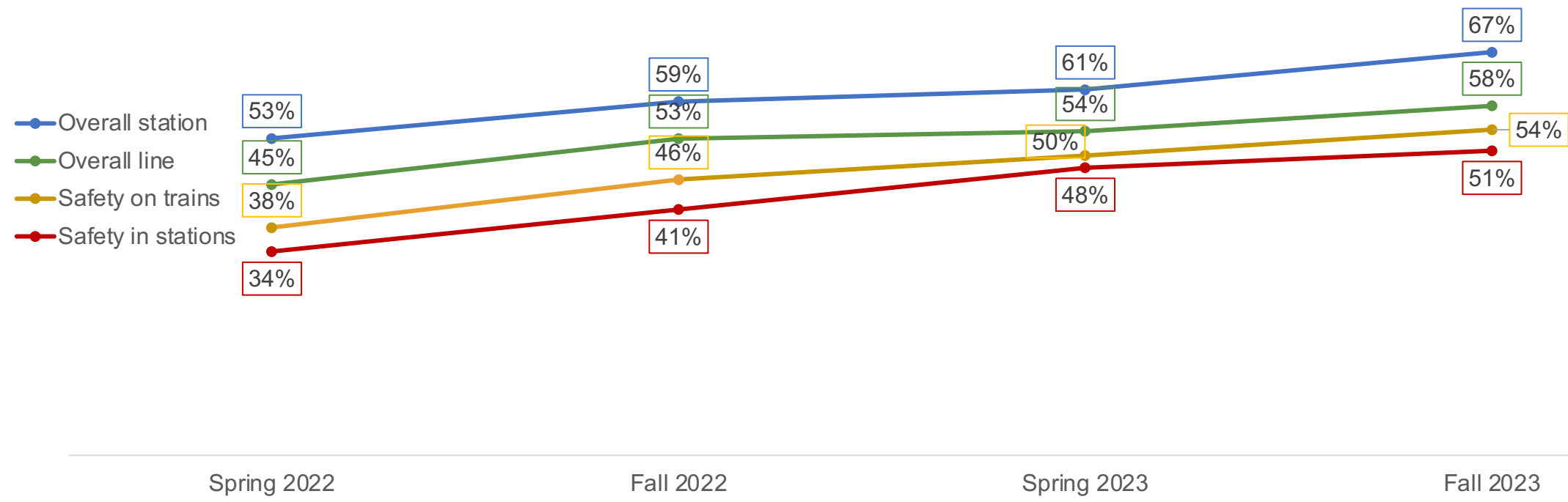


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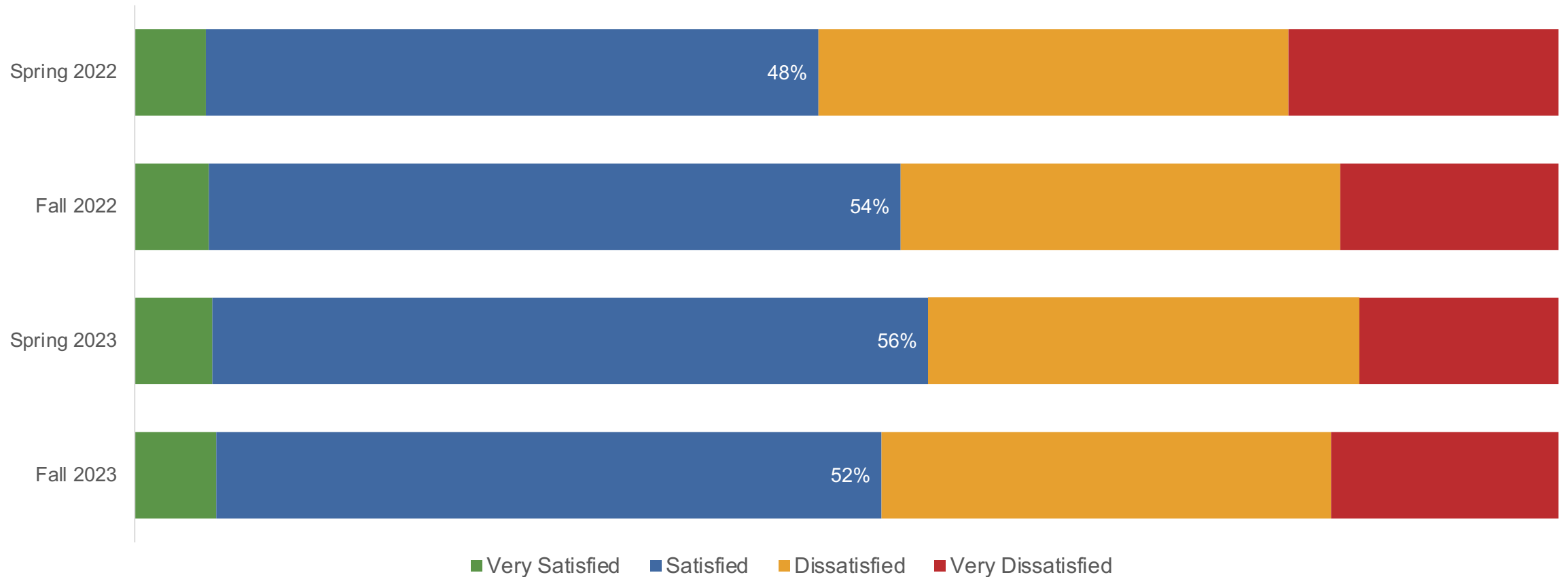
Question: In general, how satisfied are you with the [mode]?
Base: Customers who use an MTA mode at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10)

The four major Subway KPIs are steadily increasing

Subway: Overall KPI Satisfaction Rates

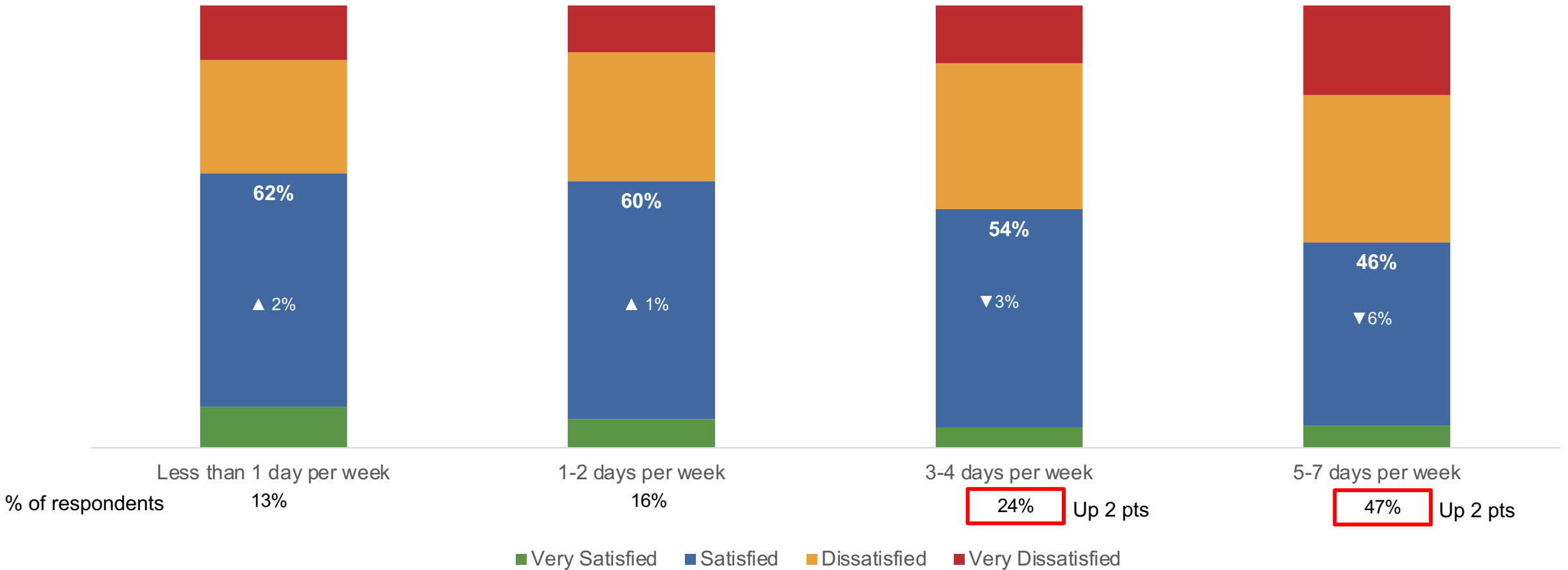


Overall satisfaction with the subway



Customers who ride more frequently are less likely to be satisfied with the subway overall

Overall Subway Satisfaction, by Frequency of Ridership



Question(s): In the last 6 months, how many days in a typical week did you use the following MTA services?

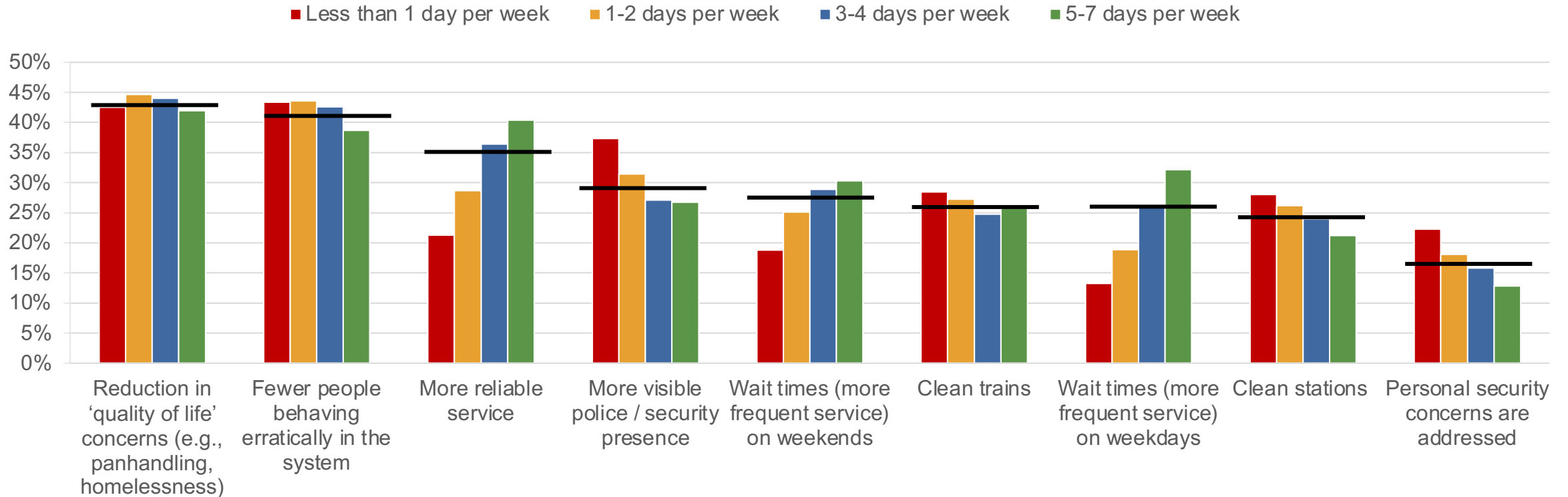
Note: Ridership Frequency response options were reduced from Spring 2023 to Fall 2023

Base: Customers who use the Subway at least once in the last 6 months

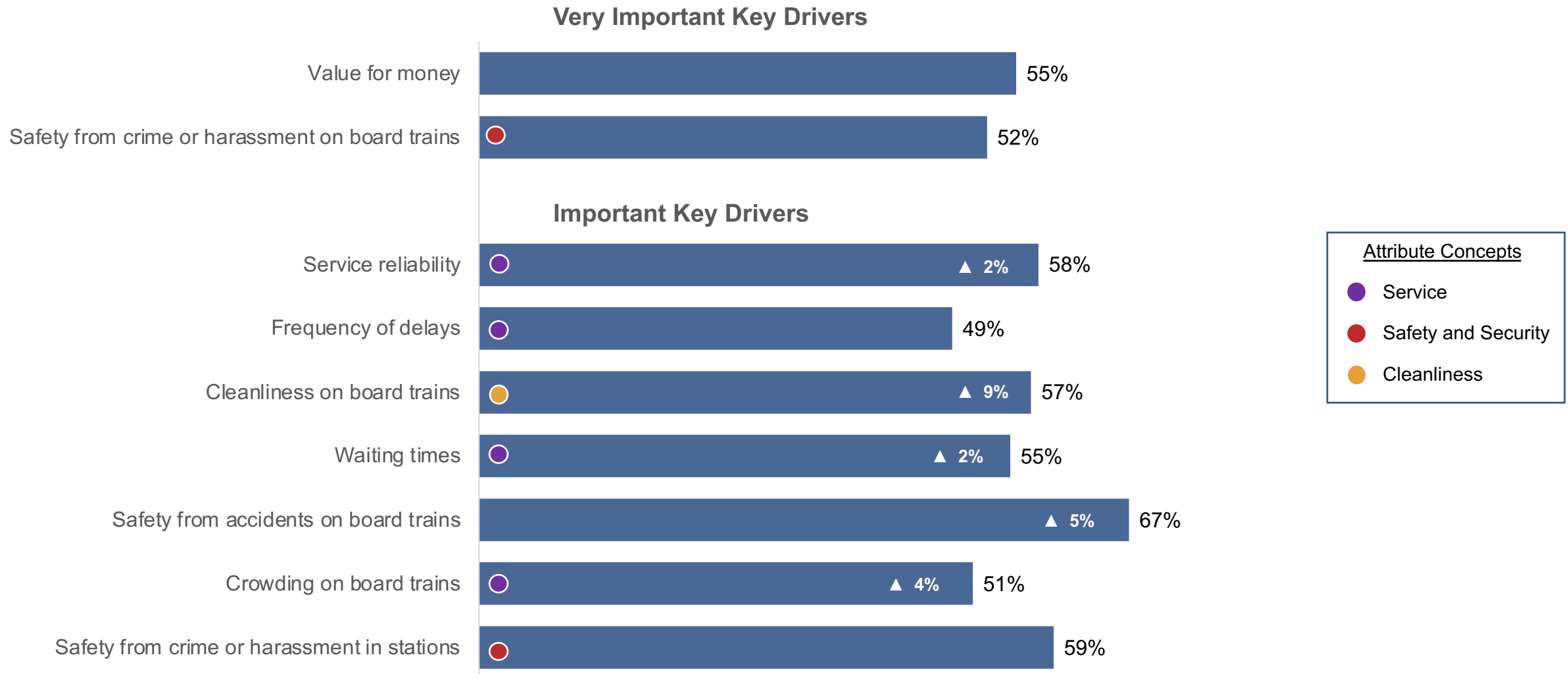
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023

Reducing Quality-of-Life concerns and erratic behavior are the most commonly-mentioned ways to improve overall subway satisfaction

What needs to improve to increase customer satisfaction by Frequency of Ridership (in order of overall percentage)

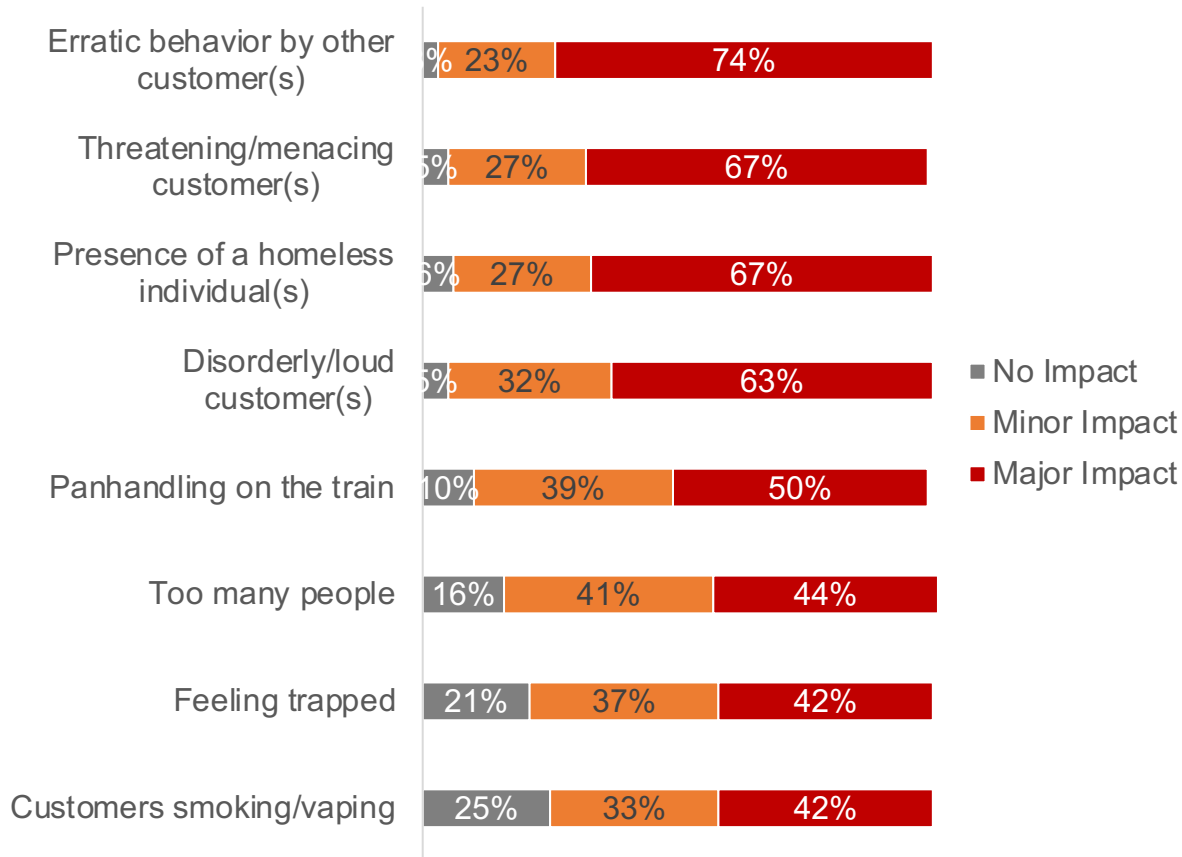


Subway attribute satisfaction levels (in order of importance)

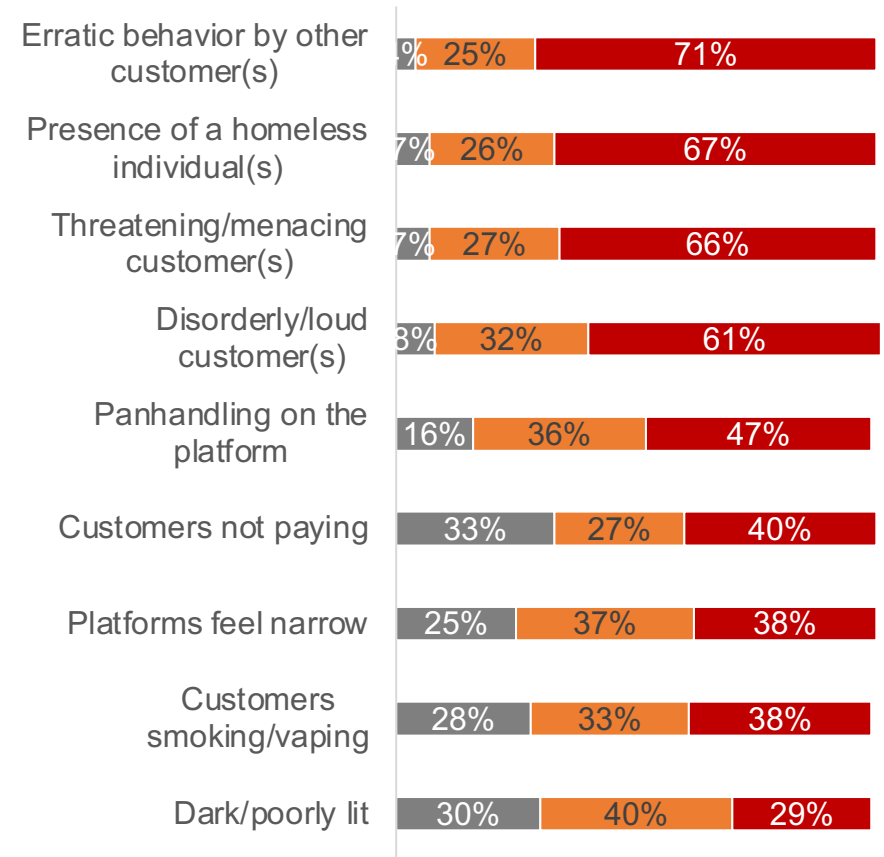


What drives customers' sense of safety? (only asked of customers dissatisfied with safety)

Relative impact on sense of safety
(onboard trains) (48% of sample)



Relative impact on sense of safety
(at stations) (41% of sample)



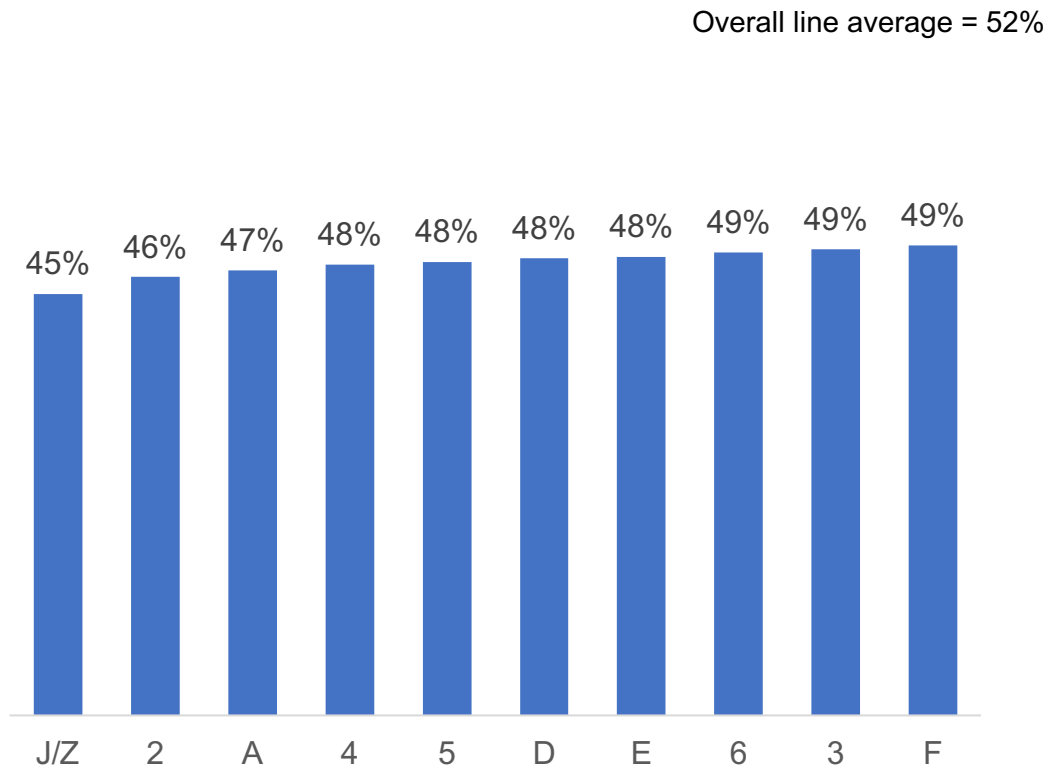
Question(s): You indicated your dissatisfaction with the safety from crime or harassment on board the train; what level of impact did each of the following have on your sense of safety?

You indicated your dissatisfaction with the safety from crime or harassment at your station; what level of impact did each of the following have on your sense of safety?

Base: Subway customers who are dissatisfied with the safety from crime or harassment of their line (48% of sample) or station (41%)

Satisfaction with Safety from Crime or Harassment

Satisfaction with Safety on Trains (lowest scoring lines)



Satisfaction with Safety in Stations (lowest scoring stations)

Station	NYPD District	GSM	Safety from Crime or Harassment in Station	Overall Station Rating
116 St (6)	4	4	28%	33%
125 St (456)	4	4	30%	38%
Kingsbridge Rd (BD)	11	2	31%	46%
191 St (1)	3	1	33%	45%
3 Av-149 St (25)	12	3	34%	43%
Delancey St-Essex St (FJZM)	4	9	36%	45%
Simpson St (25)	12	3	37%	53%
135 St (23)	3	3	38%	49%
East Broadway (F)	4	9	40%	40%
Prospect Av (25)	12	3	40%	52%

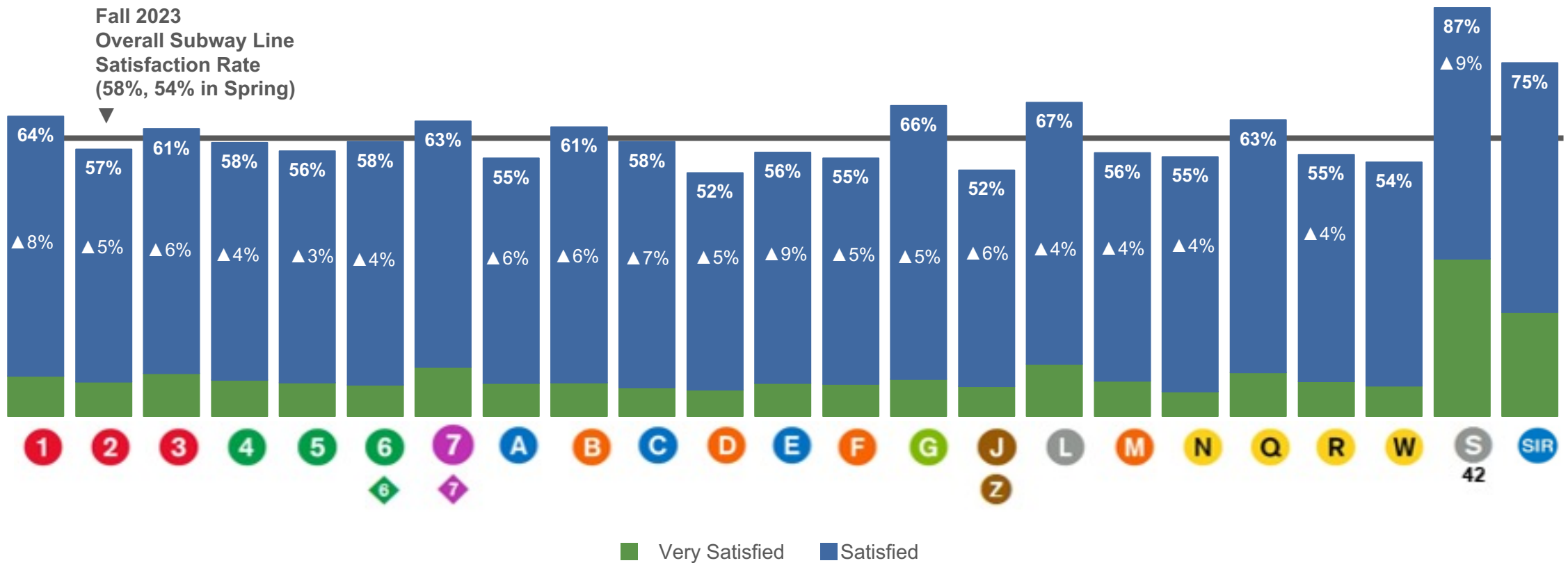
Question (s): How satisfied are you with the train line? Safety from Crime or Harassment On Board Trains.
 How satisfied are you with the station? Safety from Crime or Harassment
 Note: Attribute text change from Personal Security in Stations to Safety from Crime or Harassment no trending available
 Base: Customers who use the subway at least once in the last 6 months
 Percentage shown is total satisfied (rated 6-10)

Overall safety in station average = 51%



Overall line satisfaction is up 4 points

Overall Satisfaction On Board Rates by Line

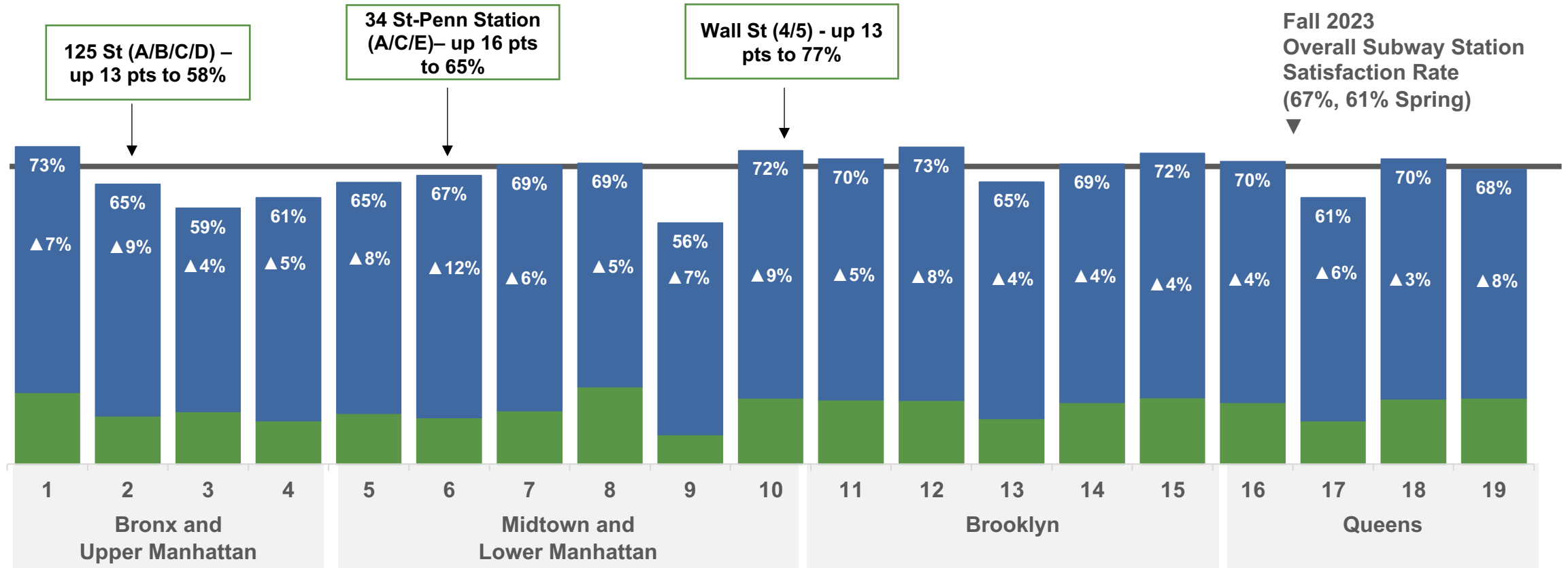


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Question: How satisfied are you with the train line? Overall.
Base: Customers who use the Subway at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023

All GSM zones showed increased overall station satisfaction, which correlates with the 8-point improvement for station cleanliness.

Overall Station Satisfaction by GSM Zone

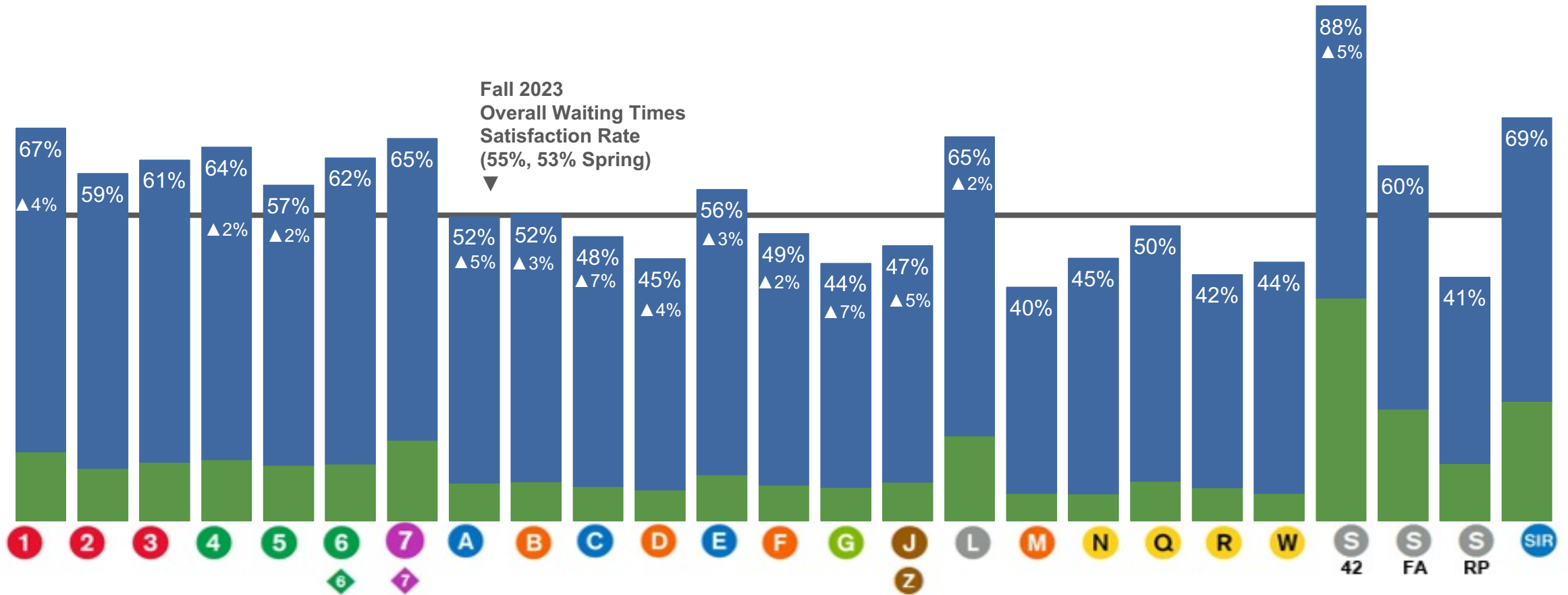


Fall 2023
Customers Count Survey

Question: How satisfied are you with the station? Overall
 Base: Customers who use the subway at least once in the last 6 months
 Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023

Satisfaction with Waiting Times by Line

Very Satisfied Satisfied



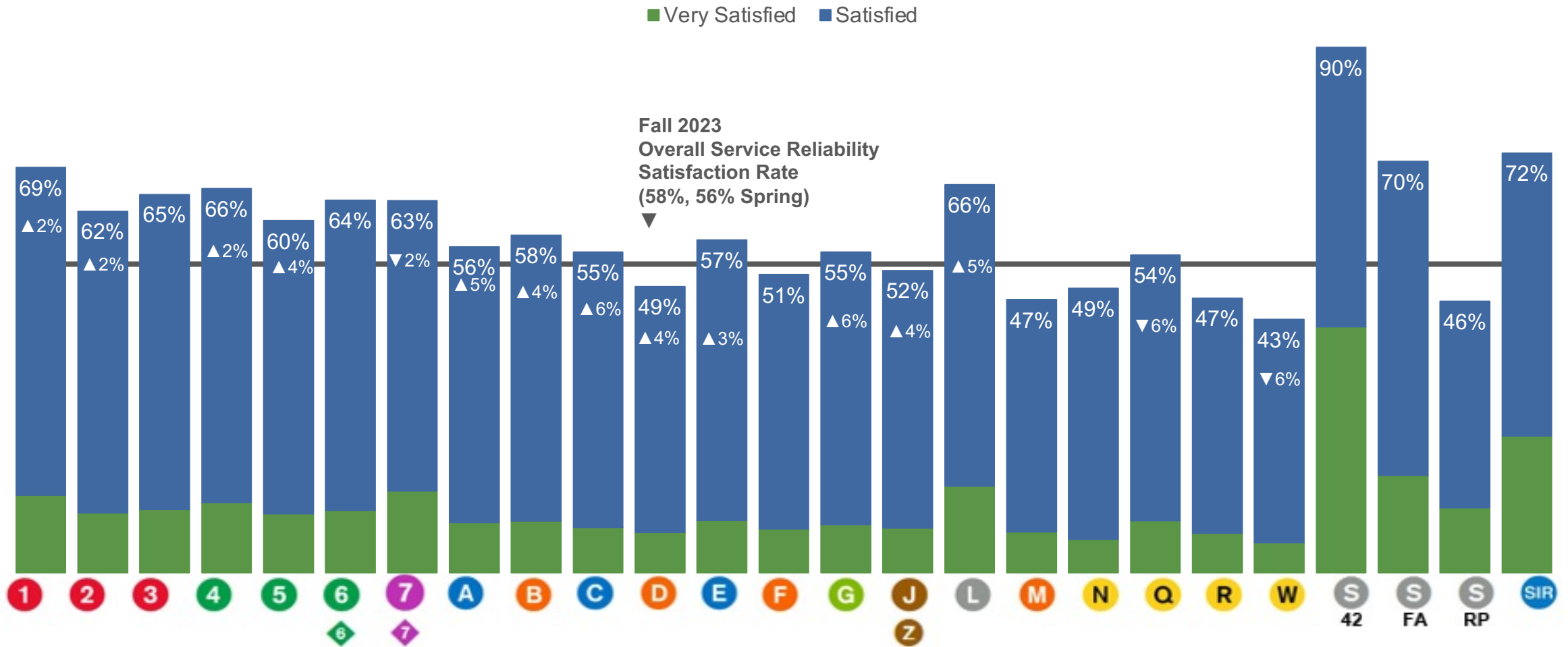
▲/▼ indicate a significant percentage point increase/decrease at a 90% confidence interval since Spring 2023



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Question: How satisfied are you with the train line? Waiting Times.
Base: Customers who use the Subway at least once in the last 6 months

Satisfaction with Service Reliability by Line

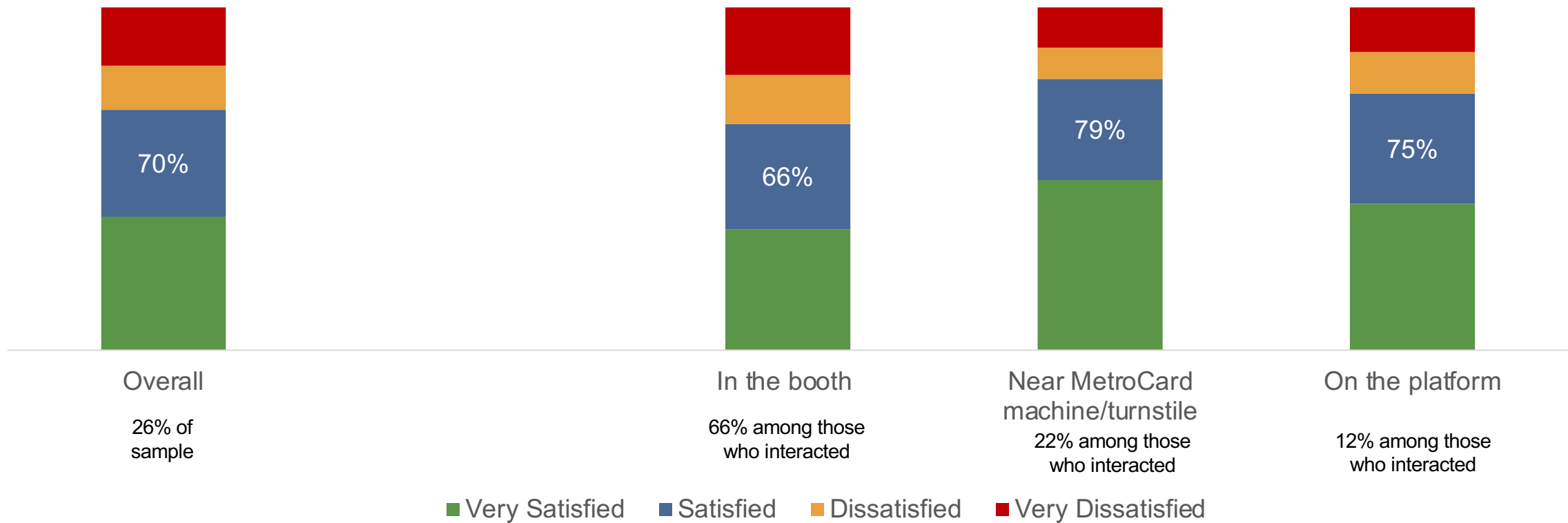


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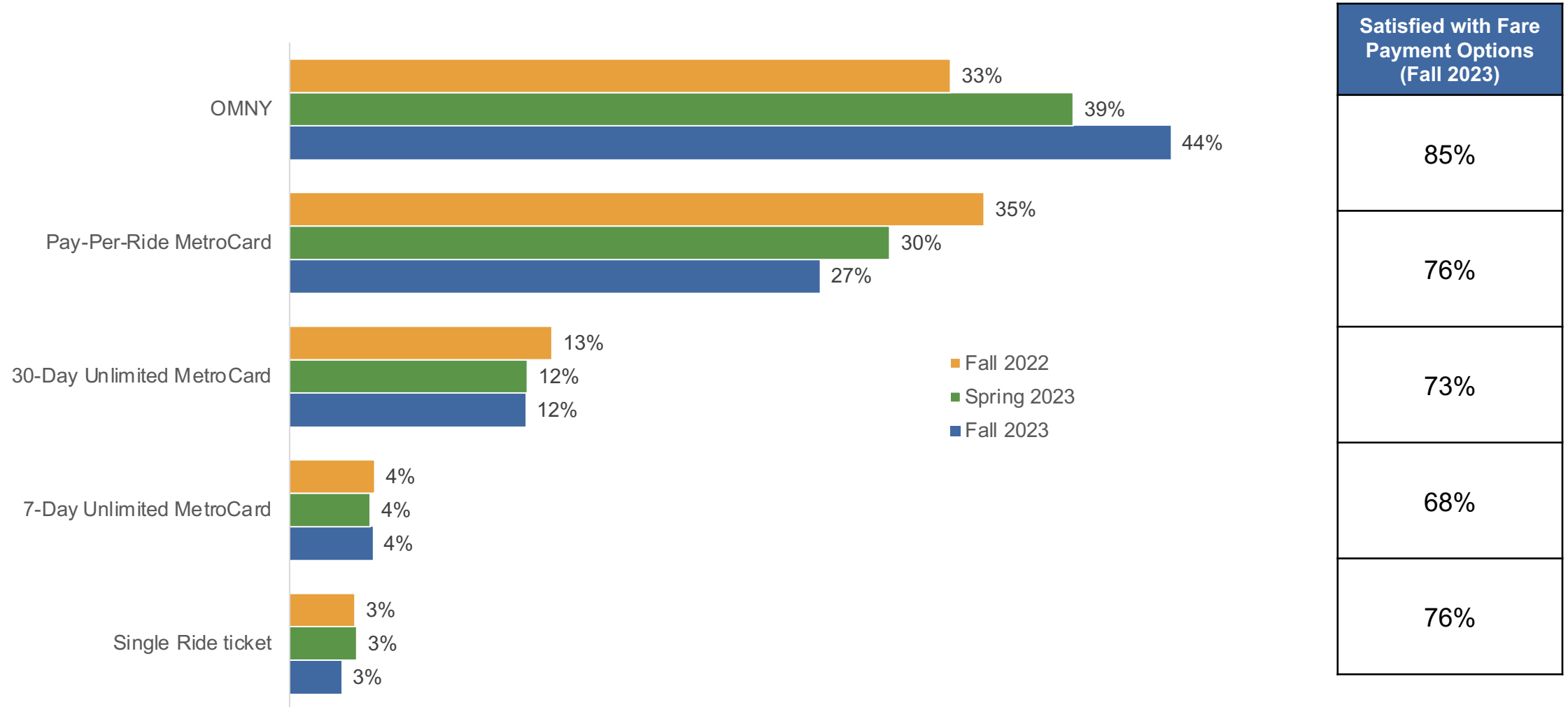
Question: How satisfied are you with the train line? Service reliability.
 Base: Customers who use the Subway at least once in the last 6 months
 Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023

Customers who interact with an agent outside of the booth are more likely to be satisfied with the interaction.

Satisfaction With Station Agent Interaction



Typical Subway Payment Method & Satisfaction with Fare Payment Options



Question (s): How do you usually pay for the Subway?
 How satisfied are you with the starting station? Fare payment options (i.e., How you can pay)
 Base: Customers who use the subway at least once in the last 6 months
 Percentage shown is total satisfied (rated 6-10)



**Spring 2023
Customers Count Survey**

**NYCT Committee Meeting June
2023**

Bus

Overall satisfaction with the bus

Overall Local Bus Satisfaction

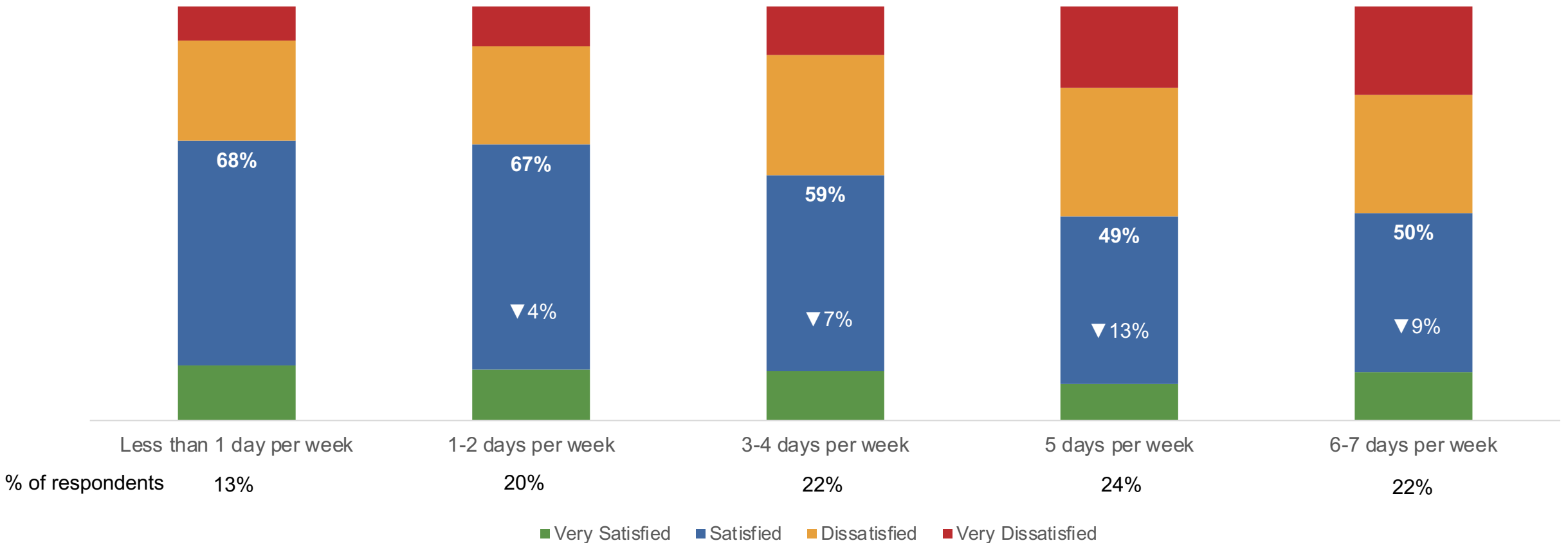


Overall Express Bus Satisfaction



Customers who ride more frequently are less satisfied with the bus overall, down significantly from Spring

Overall Local Bus Satisfaction, by Frequency of Ridership



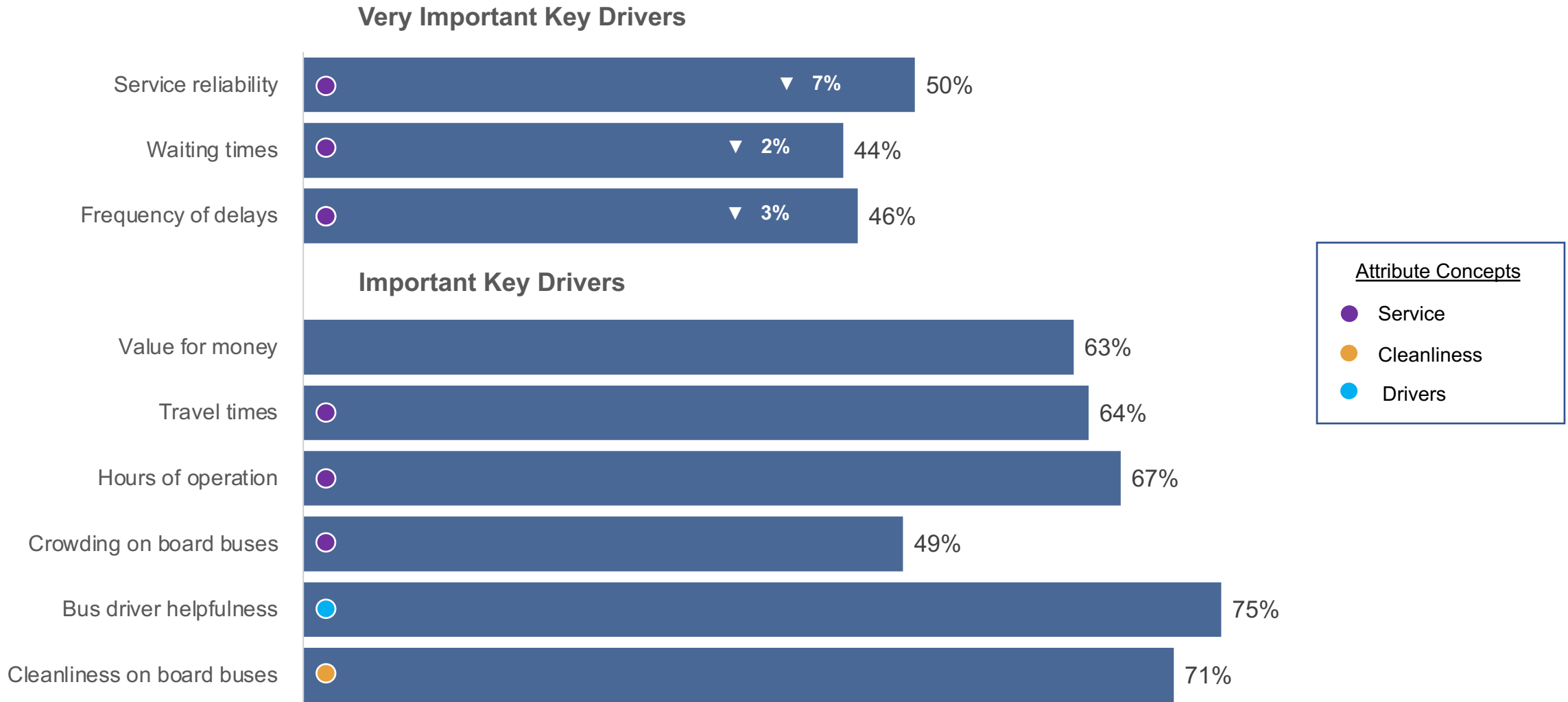
Question(s): In the last 6 months, how many days in a typical week did you use the following MTA services?

Note: Response options were reduced from Spring 2023 to Fall 2023

Base: Customers who use the Bus at least once in the last 6 months

Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023

Bus attribute satisfaction levels (in order of importance)



Question(s): How satisfied are you with the following attributes?

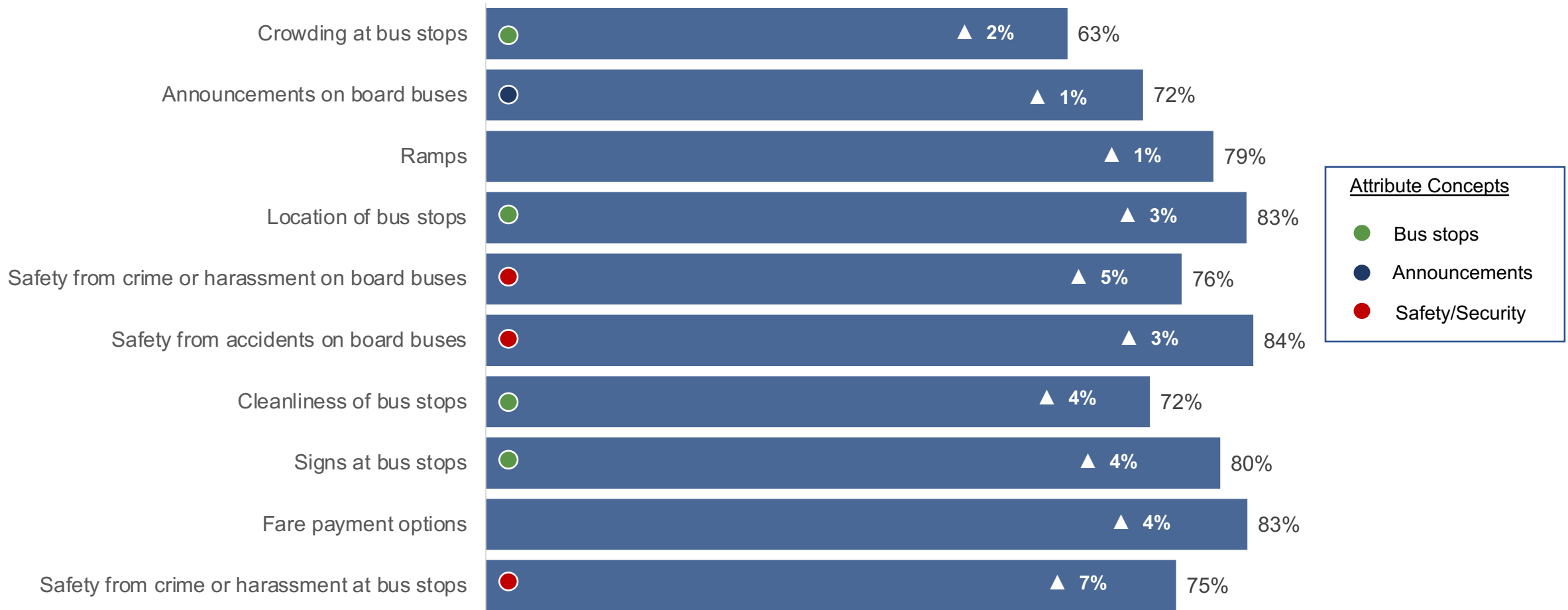
Base: Customers who used the bus in the past 6 months.

Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change



Bus attribute satisfaction levels (lower importance attributes)

Lower importance attributes



Question(s): How satisfied are you with the following attributes?

Base: Customers who used the bus in the past 6 months.

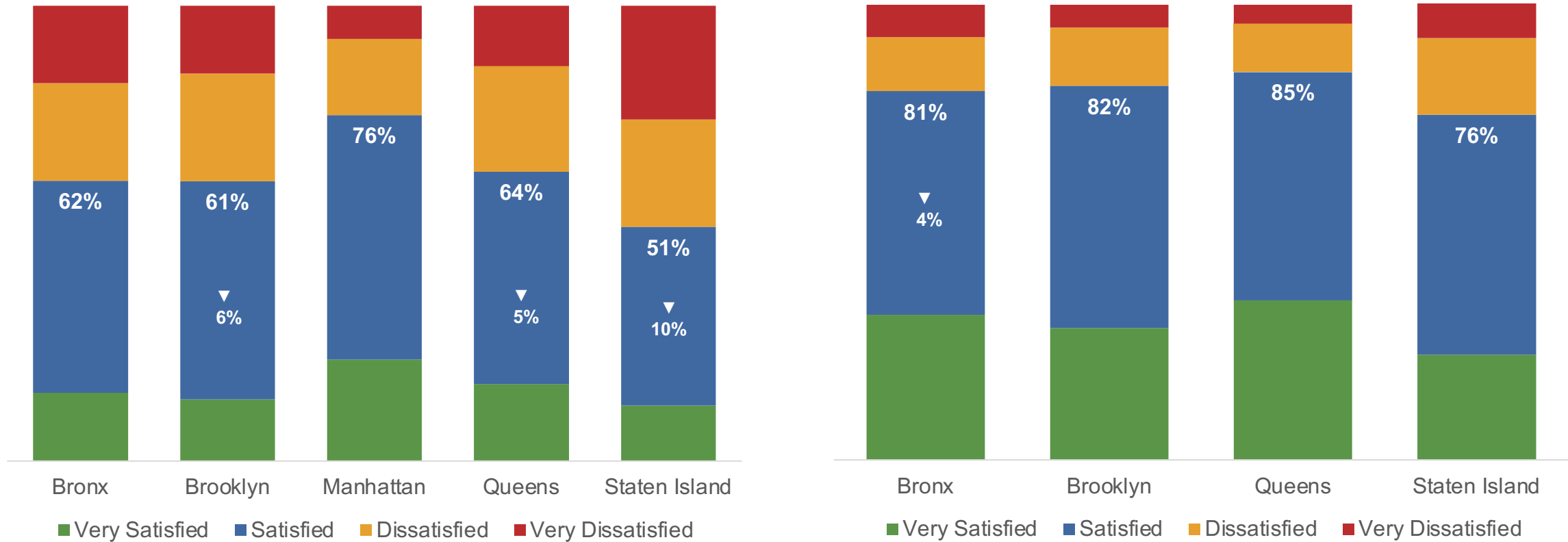
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change



Overall Route Satisfaction by Borough

Local Bus Route Satisfaction (65%, 69% in Spring)

Express Bus Route Satisfaction (80%, 82% in Spring)

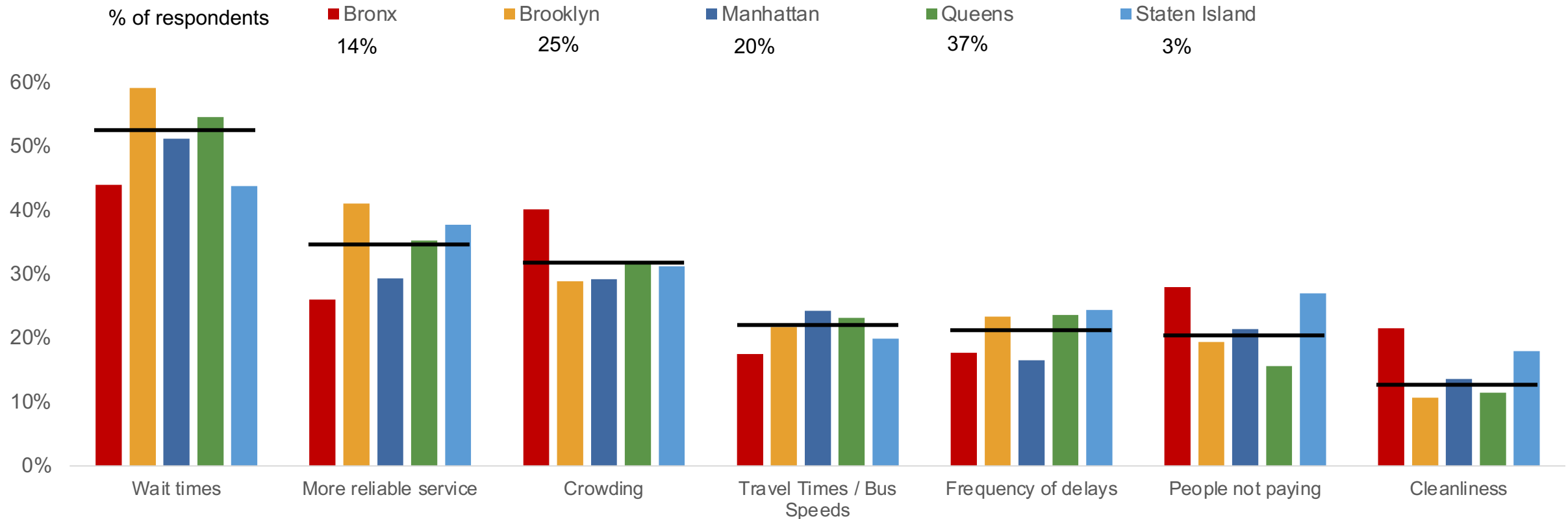


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Question(s): In general, how satisfied are you with buses?
 Base: Customers who use the bus at least once in the last 6 months
 Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change

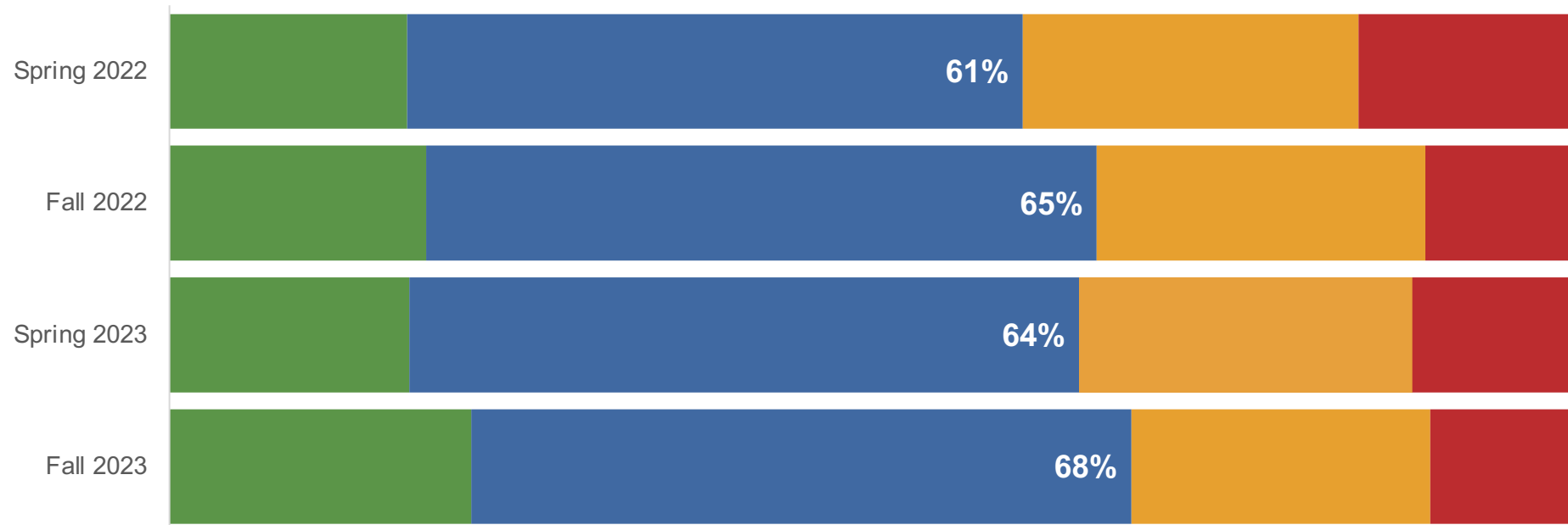
Brooklyn customers are more likely to want to see improvements in Wait Times and Service Reliability; Bronx customers focus more on Crowding, Fare Evasion, and Cleanliness

What needs to improve to increase customer satisfaction by boarding borough (in order of overall percentage)



Overall satisfaction with Access-A-Ride

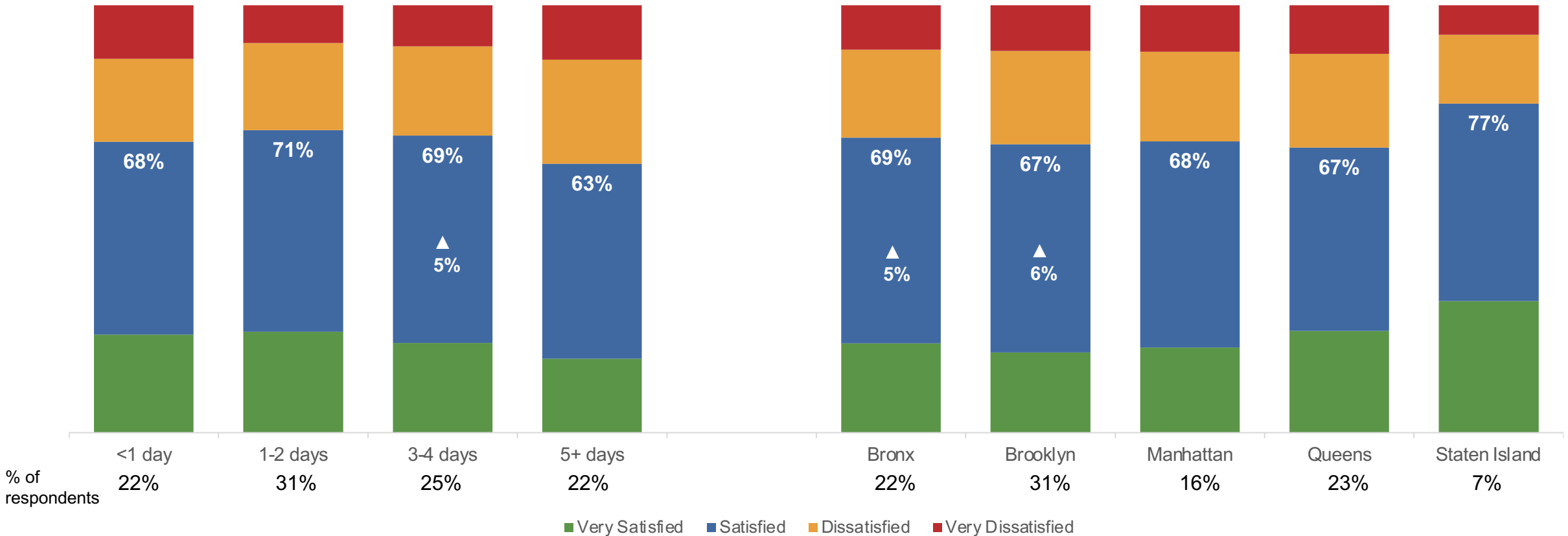
Access-A-Ride



AAR Customer Satisfaction by Frequency and Home Borough

Trip Frequency (weekly)

Home Borough (based on zip)



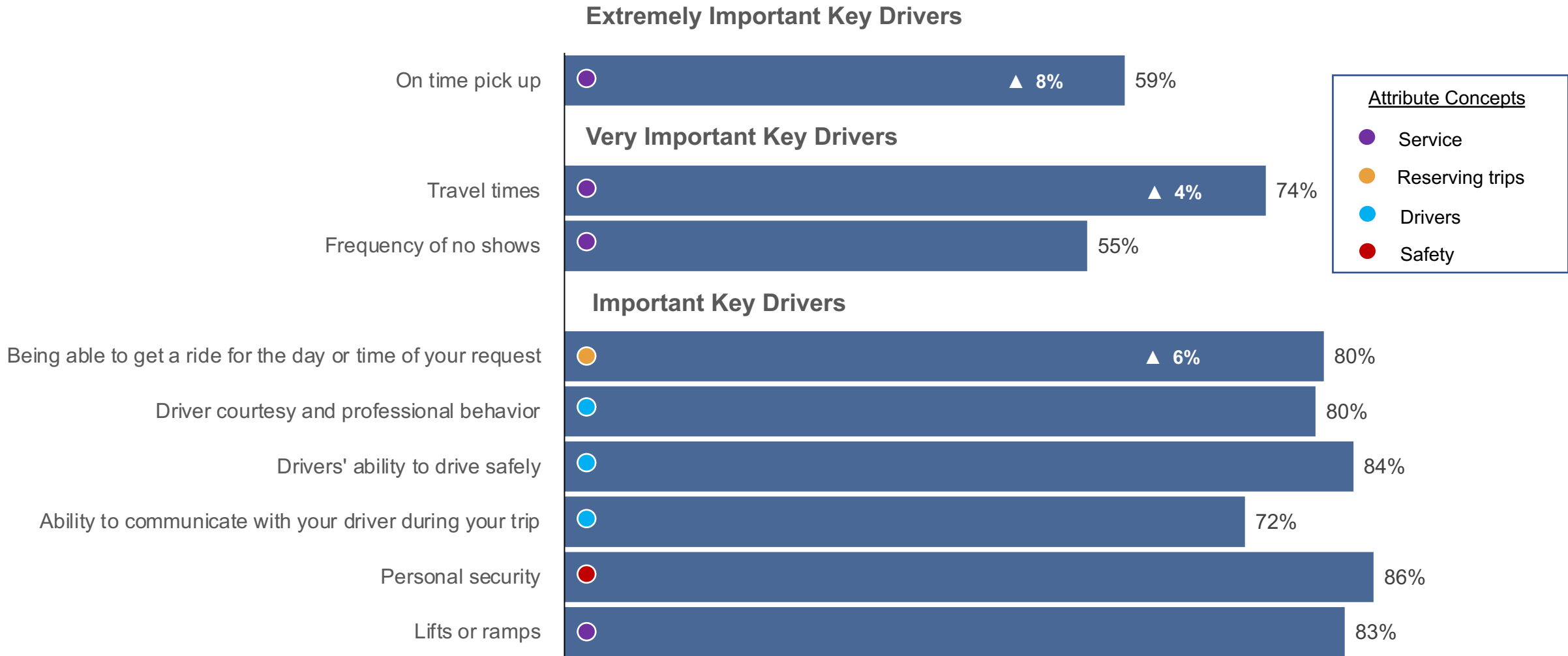
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Question: In general, how satisfied are you with Access-A-Ride?

Base: Customers who have used Access-A-Ride at least once in the last 6 months

Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change

AAR attribute satisfaction levels (in order of importance)



Question(s): In general, how satisfied are you with Access-A-Ride?

Base: Customers who used AAR in the past 6 months.

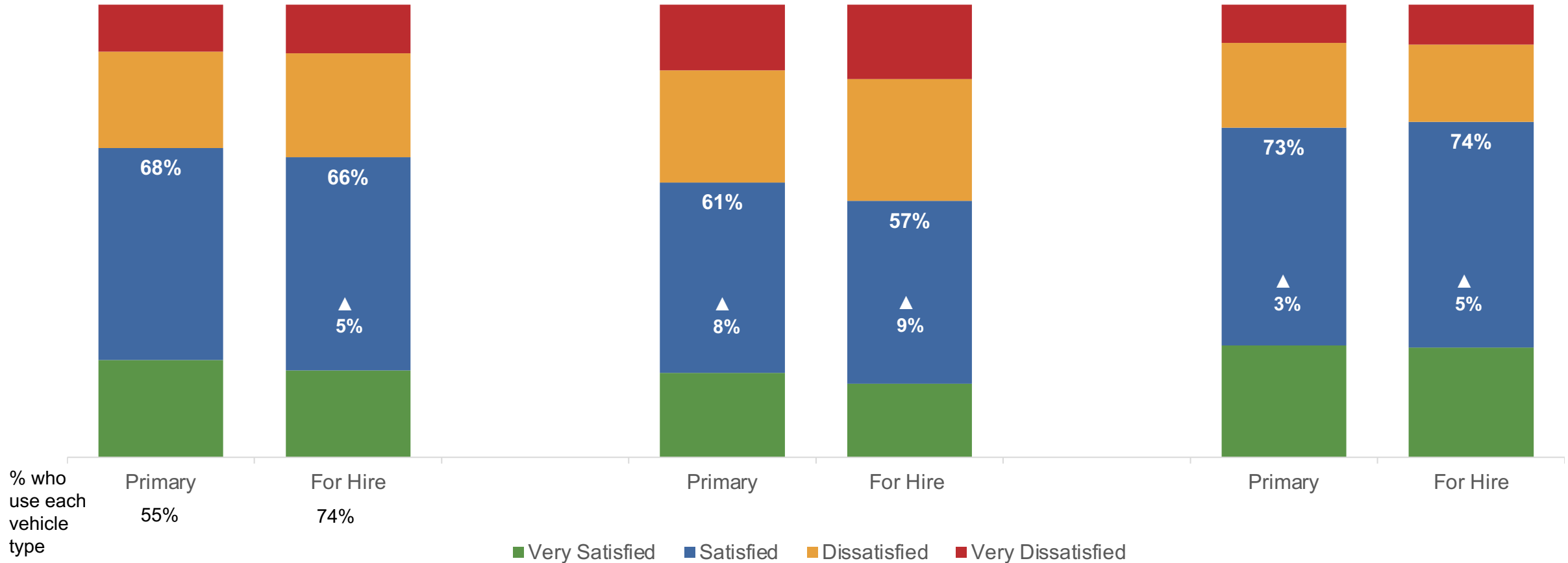
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change

Satisfaction with Important Attributes by Vehicle Type

Overall AAR Satisfaction

On Time Pick Up

Travel Times



Question(s): In general, how satisfied are you with Access-A-Ride?
 Base: Customers who have used Access-A-Ride at least once in the last 6 months
 Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change

Dissatisfied customers are more likely to want improvements in Service Reliability; Satisfied customers want flexibility

What needs to improve to increase AAR customer satisfaction, by overall AAR satisfaction level

