

2010
MTA CUSTOMER SATISFACTION
RESEARCH RESULTS
New York City Transit Subways



SURVEYS FOR FIVE MTA SERVICES

- Subway
- Local Bus: NYCT and MTA Bus
- Long Island Rail Road
- Metro-North Railroad
- Bridges and Tunnels

CONTEXT

- **2010 surveys form customer satisfaction baseline**
 - Surveys for all agencies use same balanced scale

Very Dissatisfied		Dissatisfied			Satisfied			Very Satisfied	
1	2	3	4	5	6	7	8	9	10

- Used common phrasing for most attributes
 - Changes make historical comparisons unreliable
- **Survey timelines coincided with implementation of service reductions—may have affected some ratings**

MTA-WIDE SURVEY HIGHLIGHTS

- **Customers value real-time arrival and service information**
 - 95% satisfied with subway countdown clocks, among those who have viewed them
 - Solid majority of subscribers satisfied with email service alerts
- **On-time performance highly correlated with customer satisfaction**
 - For example, LIRR customers rate overall satisfaction 89% and OTP 86%
- **Frontline employee performance rated well by customers**

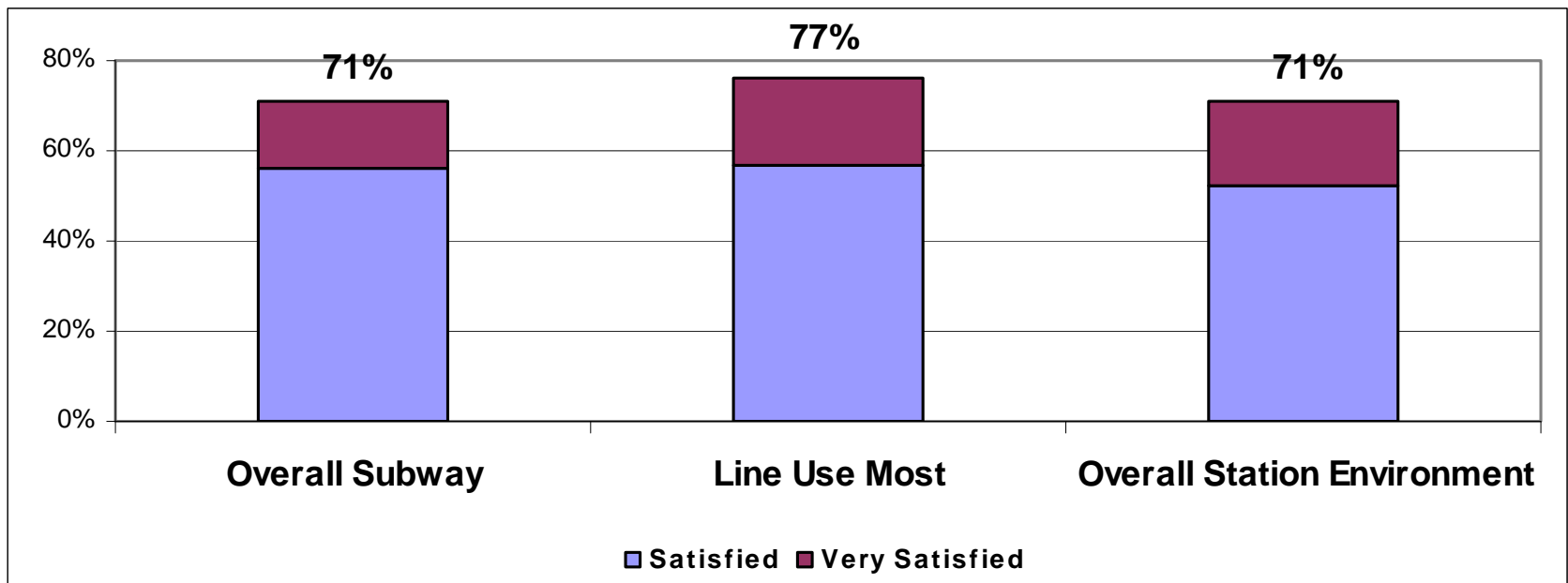
MTA-WIDE SURVEY HIGHLIGHTS

- **Safety & Security rated well by customers**
 - For subway, represents a major turnaround from 1980s when security was major ridership barrier
- **Over 90% satisfied with E-ZPass performance, billing, and sign-up procedures**
- **Satisfaction with of value for the money range from 74% satisfied on Metro-North to 54% for Bridges & Tunnels. On LIRR, 67% are satisfied, 64% on Subways and 62% on local bus.**
- **Temperatures on trains and buses rated well**

SUBWAY SURVEY RESULTS

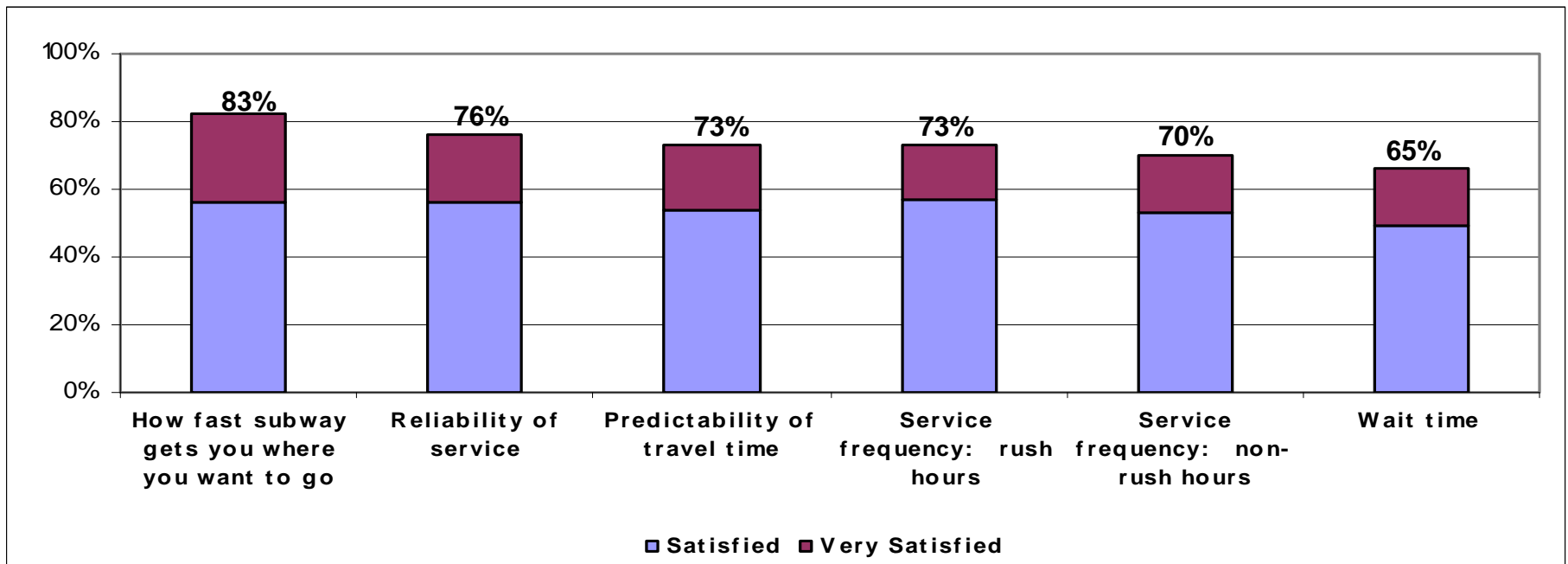
OVERALL CUSTOMER SATISFACTION

- Satisfaction with overall subway service and station environment exceeds 70%
- Customers rate train service higher on lines they use most often based on familiarity



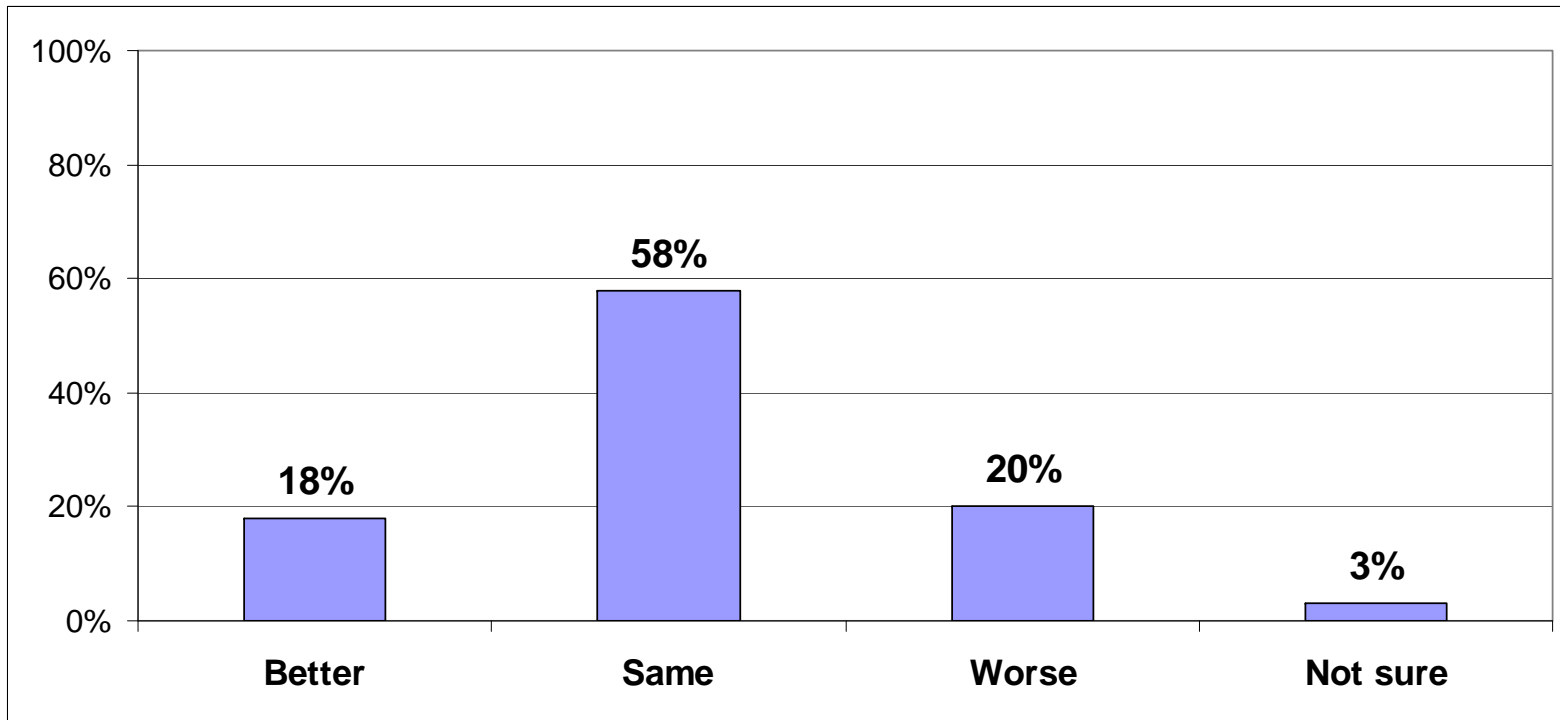
SERVICE QUALITY

- **83% satisfied with speed of subway travel**
- **Over 70% satisfied with reliability, predictability and frequency**
- **Provision of real time information expected to address lower satisfaction with wait time (65%)**



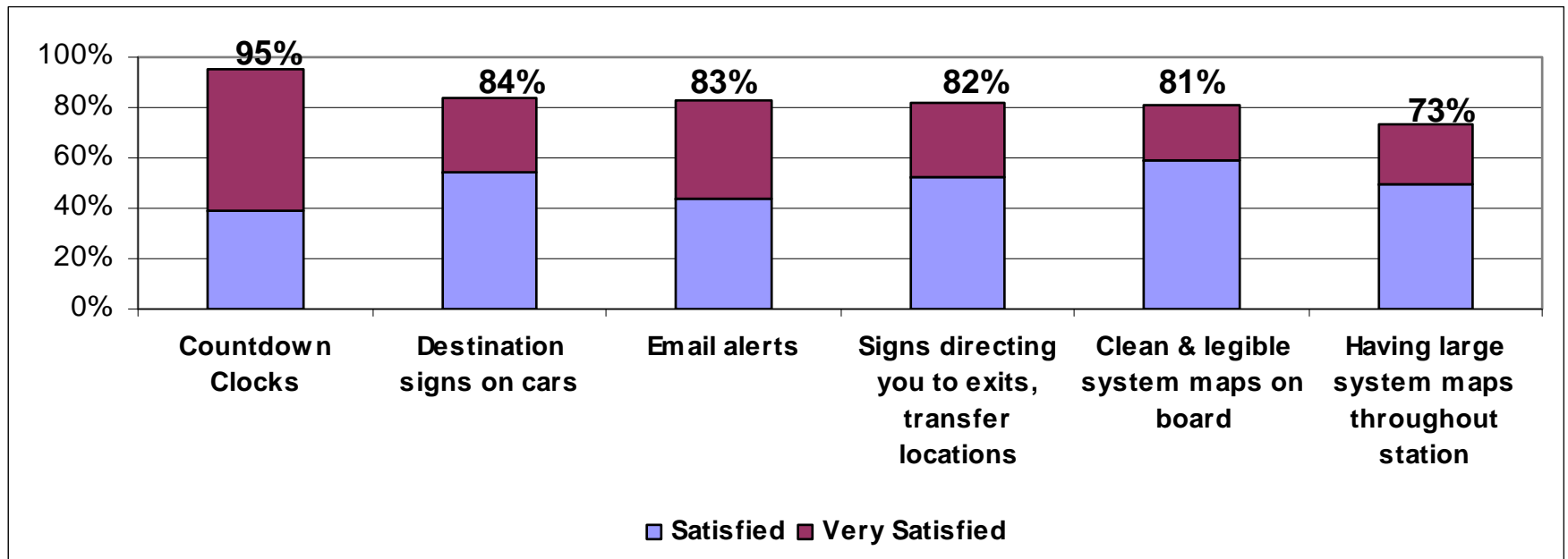
PERCEPTIONS OF SERVICE CHANGE

- **58% say that overall subway service has stayed the same in the past year**



INFORMATION & COMMUNICATION

- **Overwhelming 95% of users satisfied with countdown clocks, with 55% very satisfied**
- **Other communications highly rated, notably e-mail alerts**

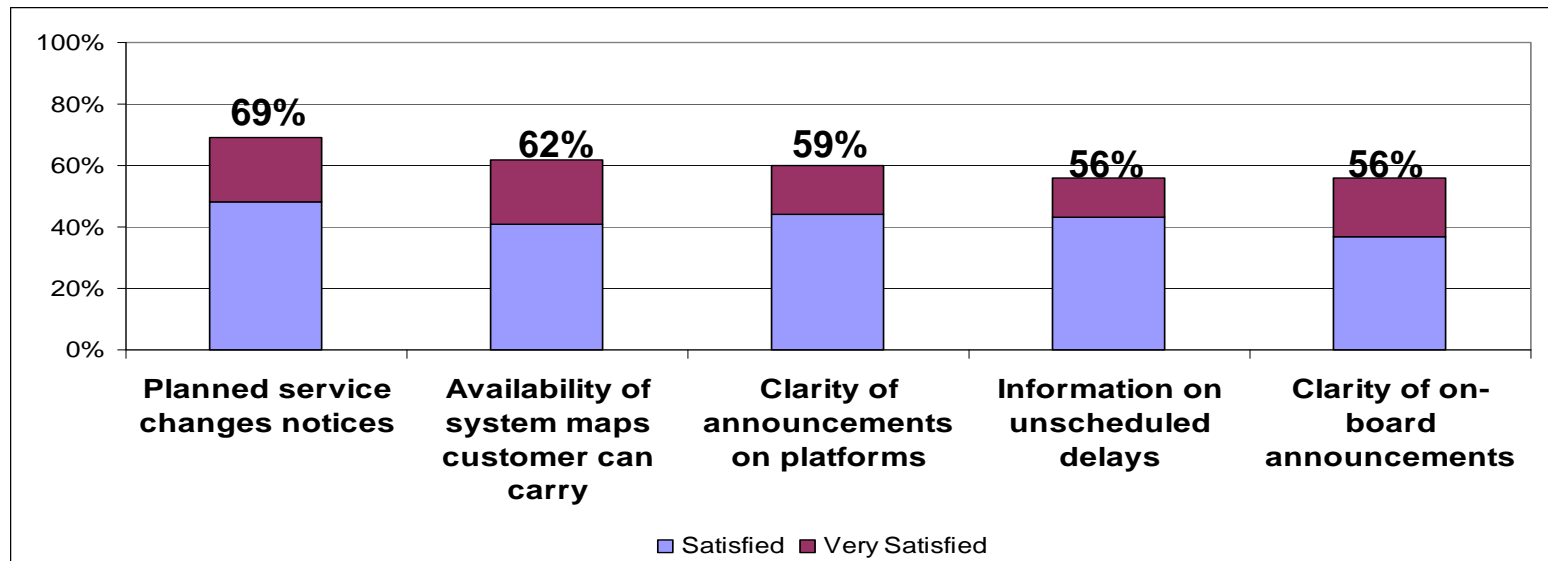


Notes: Countdown clocks rated by 479 customers who indicated they have viewed them. Margin of error $\pm 2\%$.

Email alerts rated by 103 subscribers. Margin of error $\pm 7\%$.

INFORMATION & COMMUNICATION

- **Some lower-rated attributes will be addressed by recent initiatives:**
 - Information on service changes now prominently displayed on MTA website and on new signage in stations
 - PA/CIS will improve clarity of info in stations

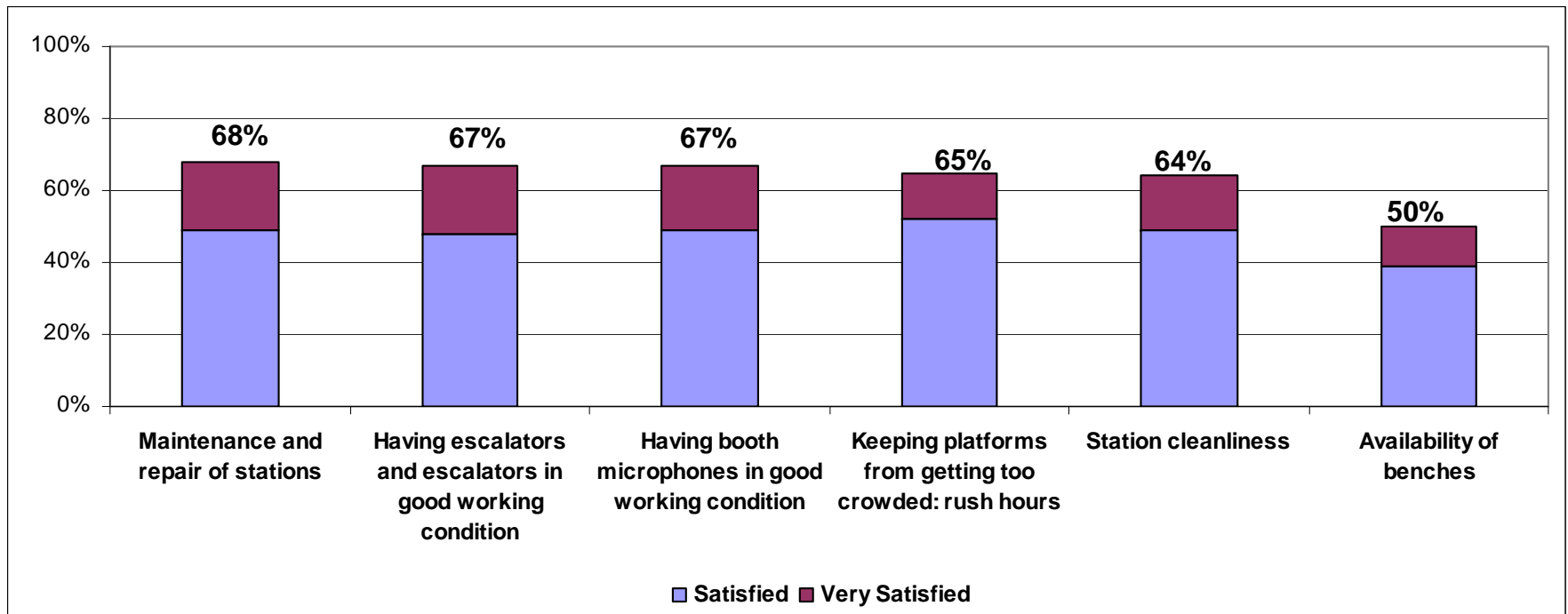


SUBWAYS CARS

- **A relatively young fleet accounts for high satisfaction ratings in car performance:**
 - 95% satisfied with car lighting
 - 91% satisfied with working doors
 - 79% satisfied with temperature
- **Customers also satisfied with the courtesy and helpfulness of conductors (77%)**
- **Fewer customers satisfied with car cleanliness (68%) or rush hour crowding (44%)**

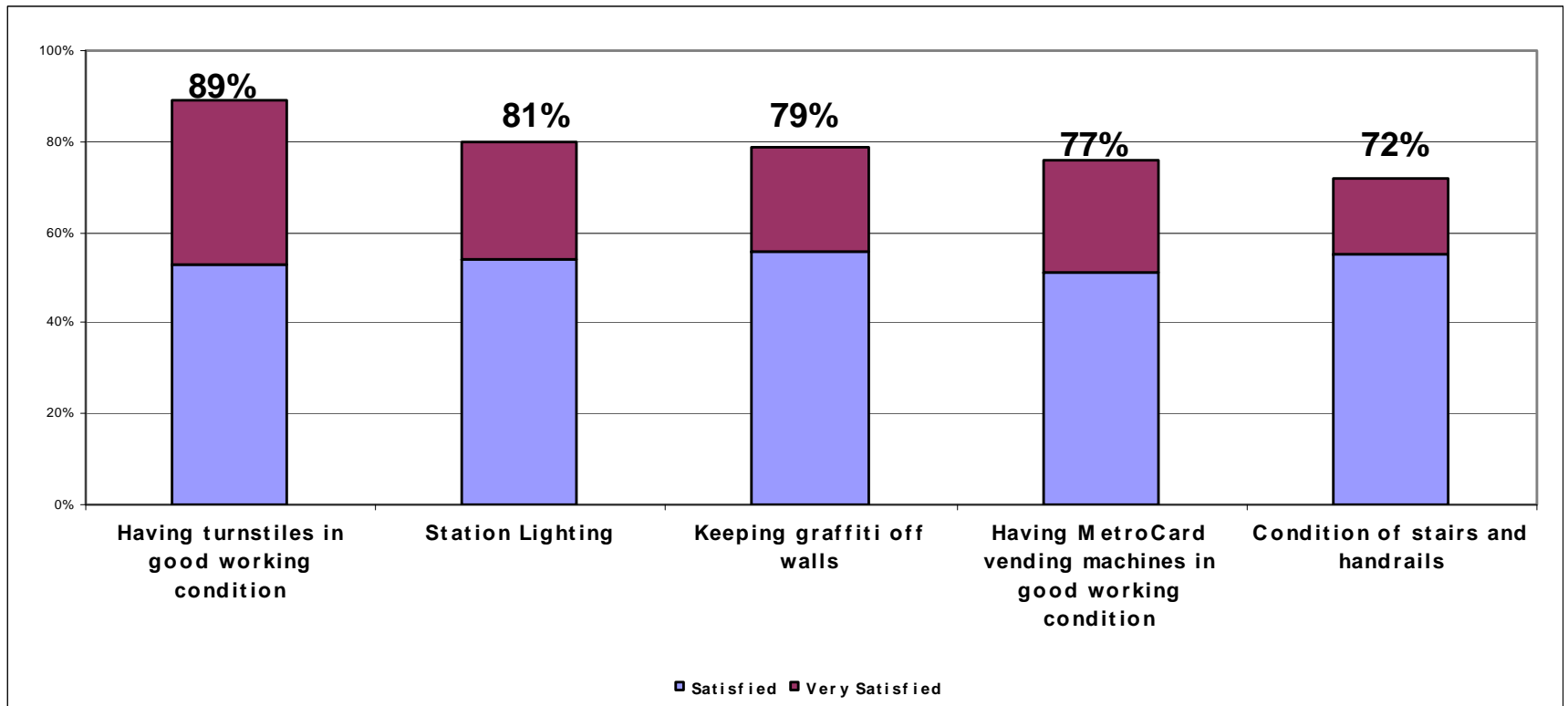
STATIONS

- Over 70% of customers are satisfied with overall station environment
- Fewer customers are satisfied with station cleaning and maintenance/repair among others
- New programs underway to improve maintenance and cleaning address this concern



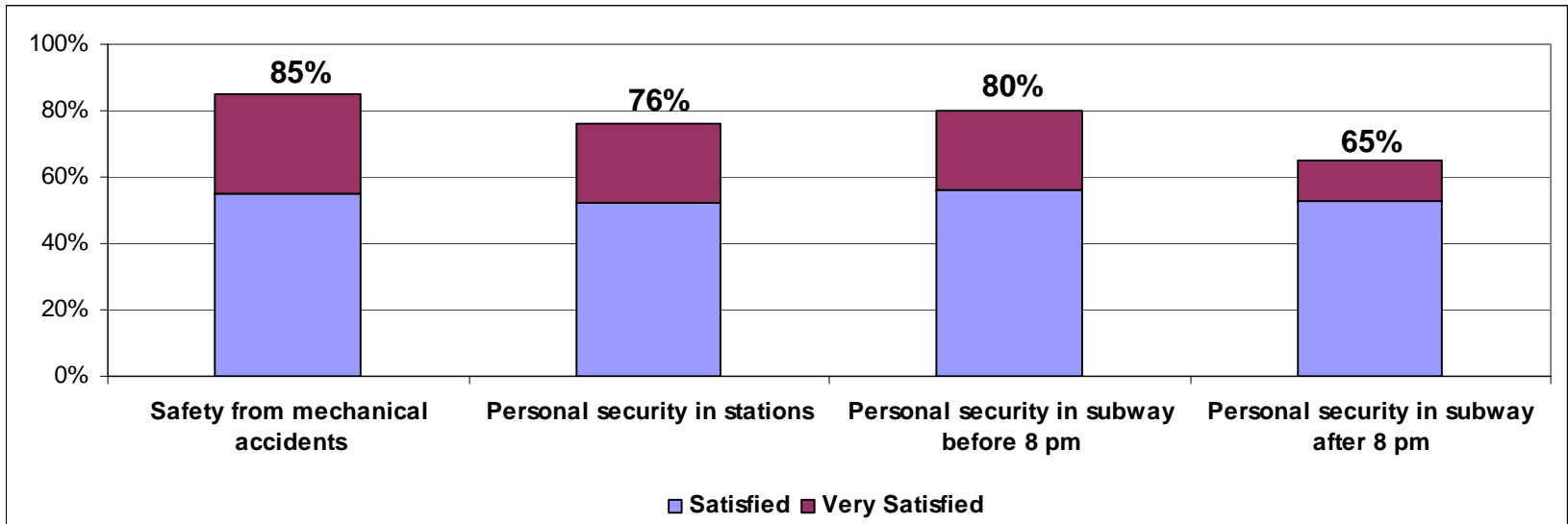
STATIONS

- **Other station aspects are more highly rated by our customers**



SAFETY & SECURITY

- Customers feel generally safe and secure
- New initiatives such as “help point” intercoms, countdown clocks, and real time train service status information may increase customers’ feelings of security, even at night



OPPORTUNITIES AND RISKS

- **Identifying and addressing customer priorities can boost satisfaction**
 - Particularly amongst the large number of customers who rate subways either a “5” or “6” (e.g., barely dissatisfied and barely satisfied)
- **Continued innovations in cost-effective technologies and management strategies promise to improve the customer experience**
- **However, failure to address these priorities because of disinvestment or lack of innovation can be expected to lower customers’ satisfaction**

SUBWAY CUSTOMER PRIORITIES

- More predictable travel times
- Less wait time between trains, fewer delays, less crowding during rush hours
- Equipment (turnstiles, MetroCard vending machines, elevators, escalators) in good working condition
- Real-time information
- Cleaner, better maintained subway stations
- More large maps throughout stations

ADDRESSING CUSTOMER PRIORITIES

Initiatives underway:

- Countdown clocks and info screens in more stations
- Improved station cleaning and maintenance
- New subway cars with modern communications
- Elevator replacements
- Unified, system-wide posters showing up-to-date information on planned service changes
- Service status signs at station entrances, in stations, on web

APPENDIX

- Methodology
- Questionnaire
- Full set of service attribute ratings

METHODOLOGY

- The 2010 Citywide Survey was conducted among 1202 adults who had taken one or more trips by subway and/or local bus in the past 30 days.
- Two statistically representative samples were used in the Citywide Survey: 86% of respondents were contacted using a representative random-digit-dial (RDD) sample of landlines and 14% of respondents were contacted using a random cell phone sample. All respondents were screened to ensure they reside in New York City.
- The survey was conducted from June 16-26, 2010 using computer-assisted telephone interviewing (CATI) technology. Interviews were conducted evenings and weekends in English and Spanish. Average interview length was 24 minutes. The margin of error for a representative survey of 1202 persons is $\pm 3\%$ at the 95% level of statistical confidence.
- In addition to the data from the 1202 past-30-day customers interviewed in the survey, demographic information was collected among all adults who were contacted but had not taken a subway or local bus trip in the past 30 days. The total contact data was weighted against Census information from the 2007 American Community Survey (Gender, Age, Education, Race/Ethnicity, Borough, and Household Size) and telephone service information from the 2008 New York City Housing Vacancy Survey.^[1] Weighting survey data helps ensure representativeness of results.

^[1] Annual household income was not used for weighting because 19% of respondents either could not or would not provide their household income, a typical rate for telephone surveys.

QUESTIONNAIRE

2010 Citywide Customer Satisfaction Survey

SCREENING QUESTIONNAIRE

ASK TO SPEAK TO ADULT AGED 18 OR OLDER

Hello, my name is _____, from Abt SRBI – a national research firm. We are conducting a transportation study for the MTA – the Metropolitan Transportation Authority – on subways and buses, and are interested in hearing your opinions. We are not trying to sell you anything and your answers will be kept confidential. May I please speak with a (MALE/FEMALE) member of this household who is age 18 or older? **(IF NO ADULT MALE/FEMALE AVAILABLE, ASK TO SPEAK WITH ADULT OF THE OPPOSITE GENDER: “Then may I please speak with a (opposite gender) member of this household who is age 18 or older?”)**

- | | | |
|---|--|----------------------------|
| 1 | Respondent 18 or older available | CONTINUE |
| 2 | Respondent 18 or older not available now | SCHEDULE CALLBACK |
| 3 | No one in household over 18 | THANK AND TERMINATE |

S1. To make sure I have contacted a household in the correct area, can you please tell me the borough or county you live in? **(Read list if necessary)**

- | | | |
|---|---------------------------|----------------------------|
| 1 | Manhattan/New York County | CONTINUE |
| 2 | Brooklyn/Kings | CONTINUE |
| 3 | Bronx | CONTINUE |
| 4 | Queens | CONTINUE |
| 5 | Staten Island/Richmond | CONTINUE |
| 6 | Other county | THANK AND TERMINATE |
| 8 | Don't know | THANK AND TERMINATE |
| 9 | Refused | THANK AND TERMINATE |

S2. **(DO NOT ASK; CODE ONLY)**

- | | |
|---|--------|
| 1 | Male |
| 2 | Female |

S3. Have you taken one or more trips in the past 30 days on the New York City subway?

- | | |
|--------------------|------------|
| 1 | Yes |
| 0 | No |
| DO NOT READ | |
| 299 | Don't Know |
| 300 | Refused |

S4. Have you taken one or more trips in the past 30 days on New York City LOCAL BUSES? A local bus makes ALL LOCAL STOPS OR LIMITED STOPS. This excludes premium fare express buses.

- | | |
|--------------------|------------|
| 1 | Yes |
| 0 | No |
| DO NOT READ | |
| 299 | Don't Know |
| 300 | Refused |

IF BOTH S3 AND S4 = 0 OR 299 OR 300 (NO TRIPS BETWEEN 1-298 FOR EITHER QUESTION) ASK S5. OTHERWISE GO TO MAIN SURVEY.

S5. Is there another adult in the household 18 or older **who is at home NOW** that has, in the past 30 days, taken one or more trips on the subway or a local bus in the five boroughs of New York City?

- | | | |
|--------------------|------------|---|
| 1 | Yes | ASK TO SPEAK TO OTHER ADULT
AND GO TO S6 |
| 2 | No | SKIP TO S7 |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO S7 |
| 9 | Refused | SKIP TO S7 |

S6. My name is _____, from Abt SRBI – a national research firm. We are conducting a transportation study for the MTA – the Metropolitan Transportation Authority – on subways and buses, and are interested in hearing your opinions. We are not trying to sell you anything and your answers will be kept confidential. We recently spoke with another member of your household who said you may have ridden the subway or local buses. Is this correct?

- | | | |
|--------------------|------------|--|
| 1 | Yes | GO BACK TO CODE S2, THEN ASK S3 |
| 2 | No | Ask S7 |
| DO NOT READ | | |
| 8 | Don't Know | Ask S7 |
| 9 | Refused | Ask S7 |

ASK ONLY IF NO ADULT IN HOUSEHOLD RODE SUBWAY OR LOCAL BUS IN PAST 30 DAYS

S7. **When was the last time you rode a subway or local bus in New York City? Was it...(READ LIST BELOW STOPPING WHEN RESPONDENT INDICATES ANSWER.)**

- | | |
|----|--|
| 1 | More than 30 days ago but less than 3 months ago |
| 2 | 3 months ago |
| 3 | Between 3 and 6 months ago |
| 4 | Between 6 months ago and one year ago |
| 5 | More than one year ago |
| 6 | Never |
| 98 | Don't know |
| 99 | Refused |

ASK METROCARD AND PAYMENT METHODS SECTION (Qs 1-10) OF EVERYONE WHO HAS NOT TAKEN A TRANSIT TRIP IN PAST 30 DAYS AND WHO EVER RODE THE SUBWAY/ LOCAL BUS IN S7 (S7 = 1-5), THEN SKIP TO SHORT DEMOGRAPHICS SECTION. IFS7=6, 98, OR 99 SKIP DIRECTLY TO SHORT DEMOGRAPHICS SECTION. ALL THESE FROM S7 WILL COUNT AS SHORT COMPLETES.

MAIN SURVEY

METROCARD AND PAYMENT METHODS

ASK EVERYONE.

1. Now please think about **YOUR MOST RECENT TRIP**. On your **MOST RECENT TRANSIT TRIP**, did you use a MetroCard when you boarded the bus or subway?

- | | | |
|--------------------|---------------------|-----------------------|
| 1 | Yes, used MetroCard | SKIP TO Q3 |
| 2 | No | CONTINUE TO Q2 |
| DO NOT READ | | |
| 8 | Don't Know | CONTINUE TO Q2 |
| 9 | Refused | CONTINUE TO Q2 |

2. On your most recent trip, did you use coins on the bus, a \$2.25 single ride ticket, or pay your fare another way?

INTERVIEWER NOTE: IF PERSON MENTIONS A METROCARD TYPE FOR OTHER SPECIFY, GO BACK AND CHANGE ANSWER IN Q1

- | | | |
|--------------------|-------------------------------|--|
| 1 | Coins on the bus | SKIP TO Q7 |
| 2 | Single ride ticket | SKIP TO Q7 |
| 3 | Other (please specify: _____) | SKIP TO Q7 |
| DO NOT READ | | |
| 4 | Transfer | SKIP TO Q7 |
| 5 | Employee pass | SKIP TO DEMOGRAPHICS - SHORT COMPLETE |
| 6 | Did not pay | SKIP TO RATINGS SECTION |
| 8 | Don't Know | SKIP TO RATINGS SECTION |
| 9 | Refused | SKIP TO RATINGS SECTION |

ASK Q3 IF Q1 = 1

3. What type of MetroCard did you use? **(READ LIST)**

- | | | |
|--------------------|---|-----------------------|
| 1 | Unlimited Ride MetroCard | CONTINUE TO Q4 |
| 2 | Regular Pay per Ride MetroCard | SKIP TO Q5 |
| 3 | \$2.25 Single Ride Ticket | SKIP TO Q6 |
| 4 | Easy Pay Express | SKIP TO Q6 |
| 5 | Reduced Fare Easy Pay [do not read: seniors and disabled] | SKIP TO Q6 |
| 6 | Annual Premium TransitChek | SKIP TO Q6 |
| 7 | Another type of MetroCard (specify) _____ | SKIP TO Q6 |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO Q6 |
| 9 | Refused | SKIP TO Q6 |

ASK Q4 IF Q3 = 1

4. Was the Unlimited Ride MetroCard you used a...? **(READ LIST)**

- 1 1 Day (Fun Pass)
- 2 7 Day Unlimited Ride
- 3 7 Day Express Bus Plus Unlimited Ride
- 4 14 Day Unlimited Ride
- 5 30 Day Unlimited Ride
- 6 Annual Premium TransitChek
- 7 Other type of Unlimited MetroCard (specify) _____

DO NOT READ

- 8 Don't Know
- 9 Refused

ASK Q5 IF Q3 = 2

5. The last time you purchased or refilled your pay per ride MetroCard, how much money did you put on it? Was it... **(READ LIST)?**

- 1 Less than \$8
- 2 \$8 or more so you received a bonus

DO NOT READ

- 8 Don't Know
- 9 Refused

ASK Q6 IF Q1 = 1.

6. Is the type of MetroCard used on your last transit trip the same as what you typically use or do you typically use another type of MetroCard?

- 1 Yes: Used typical MetroCard last trip **SKIP TO Q11**
- 2 No: Typically use different type of card **CONTINUE TO Q7**

DO NOT READ

- 8 Don't Know **SKIP TO Q11**
- 9 Refused **SKIP TO Q11**

ASK Q7 IF Q2 = 1-4 OR Q6 = 2.

7. How do you typically pay your fare? **(READ LIST)**

- 1 Coins on the bus **SKIP TO RATINGS SECTION**
- 2 Single ride ticket **SKIP TO RATINGS SECTION**
- 3 MetroCard **CONTINUE TO Q8**
- 4 Other/Do not pay **SKIP TO RATINGS SECTION**

DO NOT READ

- 8 Don't Know **SKIP TO RATINGS SECTION**
- 9 Refused **SKIP TO RATINGS SECTION**

ASK Q8 IF Q7 = 3.

8. What type of MetroCard do you typically use? **(READ LIST)**

- | | | |
|---|---|-----------------------|
| 1 | Unlimited Ride MetroCard | CONTINUE TO Q9 |
| 2 | Regular Pay per Ride MetroCard | SKIP TO Q10 |
| 3 | \$2.25 Single Ride Ticket | SKIP TO Q11 |
| 4 | Easy Pay Express | SKIP TO Q11 |
| 5 | Reduced Fare Easy Pay [do not read: seniors and disabled] | SKIP TO Q11 |
| 6 | Another type of MetroCard (specify) _____ | SKIP TO Q11 |

DO NOT READ

- | | | |
|---|------------|--------------------|
| 8 | Don't Know | SKIP TO Q11 |
| 9 | Refused | SKIP TO Q11 |

ASK IF Q8 = 1.

9. Is the Unlimited Ride MetroCard you typically use a...? **(READ LIST)**

- | | |
|---|---|
| 1 | 1 Day (Fun Pass) |
| 2 | 7 Day Unlimited Ride |
| 3 | 7 Day Express Bus Plus Unlimited Ride |
| 4 | 14 Day Unlimited Ride |
| 5 | 30 Day Unlimited Ride |
| 6 | Annual Premium TransitChek |
| 7 | Other type of Unlimited MetroCard (specify) _____ |

DO NOT READ

- | | |
|---|------------|
| 8 | Don't Know |
| 9 | Refused |

ASK IF Q8 = 2

10. The last time you purchased or refilled your pay per ride MetroCard, how much money did you put on it? Was it... **(READ LIST)?**

- | | |
|---|-------------------------------------|
| 1 | Less than \$8 |
| 2 | \$8 or more so you received a bonus |

DO NOT READ

- | | |
|---|------------|
| 8 | Don't Know |
| 9 | Refused |

CREDIT/DEBIT CARDS SECTION

ASK Qs 11 IF Q6 = 1, 8, 9 OR Q7 = 3

11. Do you ever pay for your MetroCard using a credit or debit card?

- | | |
|---|-----|
| 1 | Yes |
| 2 | No |

DO NOT READ

- | | |
|---|------------|
| 8 | Don't Know |
| 9 | Refused |

There is no Q12

RATINGS SECTION

ASK SUBWAY QUESTIONS SU1-SU13 IF S3=1-298

ASK BUS QUESTIONS BU1-BU13 IF S4=1-298

IF RESPONDENT QUALIFIES FOR BOTH SUBWAY AND BUS) RANDOMIZE ORDER OF SUBSECTIONS ASKED FIRST

IF ONLY QUALIFY FOR BUS AND NOT SUBWAY, ALSO ASK SU11 AND SU12A (IF QUALIFY BASED ON SU11 ANSWER).

BUS SUBSECTION

Bu1. **IF THIS IS SECOND SUBSECTION (ALREADY ANSWERED SUBWAY QUESTIONS), READ:** Using the same 1-to-10 rating scale, how would you rate OVERALL LOCAL BUS SERVICE in New York City? **IF THIS IS THE FIRST SECTION, READ:** Next, I am going to ask you to rate your satisfaction with LOCAL BUS SERVICE in New York City. Please use a 1-to-10 scale where "1" is the worst rating and "10" is the best rating. Ratings of 1 to 5 mean you are dissatisfied with service and ratings of 6 to 10 mean you are satisfied with service. If you want to say you are VERY DISSATISFIED, please say "1" or "2." If you want to say you are VERY SATISFIED, please say "9" or "10." Do you want me to repeat that? **(REPEAT IF NECESSARY)**

On a 1-to-10 scale, what number indicates your satisfaction with overall local bus service in New York City? **IF THIS IS THE FIRST SECTION, READ:** Please give me the number first and then the words describing your level of satisfaction. **RECORD NUMBER EVEN IF VERBAL LEVEL DOES NOT MATCH**

_____ **(1-10. ALLOW 98-DK AND 99-REF).**

INTERVIEWERS; USE FOR REFERENCE - VERBAL LEVEL DESCRIPTION

- 1 Very Dissatisfied
- 2 Very Dissatisfied
- 3 Dissatisfied
- 4 Dissatisfied
- 5 Dissatisfied
- 6 Satisfied
- 7 Satisfied
- 8 Satisfied
- 9 Very Satisfied
- 10 Very Satisfied

DO NOT READ

- 98 Don't Know **SKIP TO BU4**
- 99 Refused **SKIP TO BU4**

Bu2. Just to confirm, a **(NUMBER FROM BU1)** means **(CORRESPONDING REFERENCE DESCRIPTION, EITHER: VERY DISSATISFIED, DISSATISFIED, SATISFIED, OR VERY SATISFIED)**. Did you mean that?

- | | | |
|---|--|---------------------------------------|
| 1 | Yes, confirms number and corresponding description | SKIP TO BU4 |
| 2 | No, respondent says it should be another description | ASK BU3a, THEN
SKIP TO BU4 |
| 3 | No, respondent says it should be another number | SKIP TO BU3b |
| 8 | Don't Know | (SKIP TO BU4) |
| 9 | Refused | (SKIP TO BU4) |

Bu3a. What level of satisfaction or dissatisfaction did you mean to indicate – very dissatisfied, dissatisfied, satisfied, or very satisfied?

- | | |
|--------------------|-------------------|
| 1 | Very dissatisfied |
| 2 | Dissatisfied |
| 3 | Satisfied |
| 4 | Very Satisfied |
| DO NOT READ | |
| 8 | Don't Know |
| 9 | Refused |

Bu3b. What number did you mean to indicate on a scale of 1 to 10?

_____ **1-10. 98-DK AND 99-REF. THEN SKIP TO BU4**

Bu4. Now, please think about the local bus route that you typically spend the most time riding. Which local bus route do you ride most often? **(RECORD UP TO THREE ROUTES. IF BUS ROUTE NOT LISTED, RECORD IN "OTHER SPECIFY" (e.g. M1, Q15 etc.). IF "REFUSED," PLEASE LET RESPONDENT KNOW INFORMATION IS NEEDED FOR OTHER SURVEY QUESTIONS.)**

DISPLAY BUS ROUTE LIST FOR BOROUGH OF RESIDENCE REPORTED IN S1.

SHOW IF S1=1 (MANHATTAN/NEW YORK COUNTY)

100	M1	114	M18	128	M66
101	M2	115	M20	129	M72
102	M3	116	M21	130	M79
103	M4	117	M22	131	M86
104	M5	118	M23	132	M96
105	M6	119	M27	133	M98
106	M7	120	M30	134	M100
107	M8	121	M31	135	M101
108	M9	122	M34	136	M102
109	M10	123	M35	137	M103
110	M11	124	M42	138	M104
111	M14	125	M50	139	M106
112	M15	126	M57	140	M116
113	M16	127	M60	597	Other (Specify)
				598	Don't Know
				599	Refused

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New York, NY 10001

FINAL

June 2010

SHOW IF S1=2 (BROOKLYN/KINGS)

200	B1	220	B26	240	B60
201	B2	221	B31	241	B61
202	B3	222	B35	242	B62
203	B3k	223	B36	243	B63
204	B4	224	B37	244	B64
205	B6	225	B38	245	B65
206	B7	226	B39	246	B67
207	B8	227	B41	247	B68
208	B9	228	B42	248	B69
209	B11	229	B43	249	B70
210	B12	230	B44	250	B71
211	B13	231	B45	251	B74
212	B14	232	B46	252	B75
213	B15	233	B47	253	B77
214	B16	234	B48	254	B82
215	B17	235	B49	255	B83
216	B20	236	B51	256	B100
217	B23	237	B52	257	B103
218	B24	238	B54	597	Other (Specify)
219	B25	239	B57	598	Don't Know
				599	Refused

SHOW IF S1=3 (BRONX)

300	Bx1	314	Bx15	328	Bx31
301	Bx2	315	Bx16	329	Bx32
302	Bx3	316	Bx17	330	Bx33
303	Bx4	317	Bx18	331	Bx34
304	Bx5	318	Bx19	332	Bx35
305	Bx6	319	Bx20	333	Bx36
306	Bx7	320	Bx21	334	Bx39
307	Bx8	321	Bx22	335	Bx40
308	Bx9	322	Bx25	336	Bx41
309	Bx10	323	Bx26	337	Bx42
310	Bx11	324	Bx27	338	Bx55
311	Bx12	325	Bx28	339	QBx1
312	Bx13	326	Bx29	597	Other (Specify)
313	Bx14	327	Bx30	598	Don't Know
				599	Refused

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New York, NY 10001

FINAL

June 2010

SHOW IF S1=4 (QUEENS)

400	Q1	430	Q30	460	Q67
401	Q2	431	Q31	461	Q69
402	Q3	432	Q32	462	Q72
403	Q4	433	Q33	463	Q74
404	Q5	434	Q34	464	Q75
405	Q6	435	Q35	465	Q76
406	Q7	436	Q36	466	Q77
407	Q8	437	Q37	467	Q79
408	Q9	438	Q38	468	Q83
409	Q10	439	Q39	469	Q84
410	Q11	440	Q40	470	Q85
411	Q12	441	Q41	471	Q88
412	Q13	442	Q42	472	Q89
413	Q14	443	Q43	473	Q100
414	Q15	444	Q44	474	Q101
415	Q16	445	Q45	475	Q102
416	Q17	446	Q46	476	Q103
417	Q18	447	Q47	477	Q104
418	Q19	448	Q48	478	Q110
419	Q20a	449	Q49	479	Q111
420	Q20b	450	Q53	480	Q112
421	Q21	451	Q54	481	Q113
422	Q22	452	Q55	482	QBx1
423	Q23	453	Q56	597	Other (Specify)
424	Q24	454	Q58	598	Don't Know
425	Q25	455	Q59	599	Refused
426	Q26	456	Q60		
427	Q27	457	Q64		
428	Q28	458	Q65		
429	Q29	459	Q66		

SHOW IF S1=5 (STATEN ISLAND/RICHMOND)

500	S40	510	S56	520	S78
501	S42	511	S57	521	S79
502	S44	512	S59	522	S84
503	S46	513	S60	523	S89
504	S48	514	S61	524	S91
505	S51	515	S62	525	S92
506	S52	516	S66	526	S93
507	S53	517	S67	527	S94
508	S54	518	S74	528	S96
509	S55	519	S76	529	S98
				597	Other (Specify)
				598	Don't Know
				599	Refused

FOR THE SUBSEQUENT QUESTIONS IN BUS SECTION: IF MORE THAN ONE ROUTE MENTIONED, RANDOMLY SELECT ONE FOR 'ROUTE INSERT.' IF BU4 = DK OR REF (598-599) LEAVE INSERT BLANK.

Bu5. Do you usually ride the **[INSERT ROUTE]** bus during RUSH HOURS or NON-RUSH HOURS? **(IF NEEDED, SAY: "Rush hours are from 6 to 9 weekday mornings and 4 to 7 in evening; non-rush hours are all other times.")**

- 1 Rush hours
- 2 Non-rush hours
- DO NOT READ**
- 3 Ride equally during rush hours and non-rush hours
- 8 Don't know
- 9 Refused

FOR THE SUBSEQUENT QUESTIONS IN BUS SECTION: IF BU5 = 3 (Ride equally) OR 8 (DK) OR 9 (REF), RANDOMLY ASSIGN 'RUSH HOURS' OR 'NON-RUSH HOURS' AS 'TIME INSERT.'

Bu6a. Using the same satisfaction scale as before, please rate your satisfaction with LOCAL BUS service on the **(INSERT ROUTE)** bus route. Please give me the number rating followed by the verbal rating. For example, you could say "2, very dissatisfied" or "7, satisfied."

So, how would you rate overall local bus service during **(INSERT TIME)** on the **(INSERT ROUTE)** bus route?

- 1 Very Dissatisfied
- 2 Very Dissatisfied
- 3 Dissatisfied
- 4 Dissatisfied
- 5 Dissatisfied
- 6 Satisfied
- 7 Satisfied
- 8 Satisfied
- 9 Very Satisfied
- 10 Very Satisfied
- DO NOT READ**
- 98 Don't Know
- 99 Refused

Bu6b. Would you say that during the past year overall service during **(INSERT TIME FROM Bu5)** on the **(INSERT ROUTE)** line has improved, stayed about the same, or gotten worse?

- 1 Improved
- 2 Stayed the same
- 3 Gotten worse
- DO NOT READ**
- 8 Don't know
- 9 Refused

RANDOMIZE BLOCKS OF ATTRIBUTES. RANDOMIZE ATTRIBUTES WITHIN EACH BLOCK EXCEPT "OVERALL" RATING, WHICH IS ALWAYS ASKED LAST WITHIN EACH BLOCK.

Bu7. Next, I want you to rate several bus service attributes on the **(INSERT ROUTE)** bus route using the same scale.

(PROGRAMMERS: AT THE START OF EACH BLOCK THAT HAVE MORE THAN ONE ATTRIBUTE, INSERT) Please rate items in the category **(INSERT BLOCK NAME)**. **AT THE START OF EACH BLOCK INSERT)** "First,"

How would you rate **(ATTRIBUTE)?**

- 1 Very Dissatisfied
- 2 Very Dissatisfied
- 3 Dissatisfied
- 4 Dissatisfied
- 5 Dissatisfied
- 6 Satisfied
- 7 Satisfied
- 8 Satisfied
- 9 Very Satisfied
- 10 Very Satisfied

DO NOT READ

- 98 Don't Know
- 99 Refused

CONFIRM NUMBER WITH VERBAL DESCRIPTION AS-NEEDED, BUT NO LESS THAN EVERY 5TH RATING UNLESS THEY ARE CONSISTENTLY AND CORRECTLY SAYING NUMBER AND VERBAL RATING TOGETHER.

Block 1 Name: AVAILABILITY OF SERVICE	Frequency of service during (INSERT TIME)
	How long you have to wait for a bus during (INSERT TIME)
	FINALLY, OVERALL AVAILABILITY OF SERVICE DURING (INSERT TIME)
Block 2 Name: RELIABILITY OF SERVICE	Predictability of travel time in (INSERT TIME)
	How fast the local bus gets you where you want to go in (INSERT TIME)
	FINALLY, OVERALL RELIABILITY OF SERVICE IN (INSERT TIME)
Block 3 Name: SAFETY AND SECURITY ON THE BUS	Safety from accidents while riding the bus in (INSERT TIME)
	Personal security on the bus in (INSERT TIME)
	FINALLY, OVERALL SAFETY AND SECURITY ON THE BUS IN (INSERT TIME)
	Availability of schedules posted at bus stops
	Clarity of announcements on the bus
	Usefulness of announcements on the bus
	FINALLY, OVERALL INFORMATION AND COMMUNICATIONS ABOUT LOCAL BUS SERVICE
Block 5 Name: COMFORT AND CONVENIENCE OF USING THE BUS	Ease of getting on and off the bus
	Ease of paying fare
	Convenience of bus routes for you
	Ease of making travel connections
	Availability of seats on the bus
	Temperature on the bus
FINALLY, OVERALL COMFORT AND CONVENIENCE OF USING THE BUS	
Block 6 Name: COURTESY AND HELPFULNESS OF BUS OPERATORS	OVERALL COURTESY AND HELPFULNESS OF BUS OPERATORS
Block 7 Name CLEANLINESS OF THE BUS	OVERALL CLEANLINESS OF THE BUS
Block 8 Name VALUE FOR THE MONEY OF THE LOCAL BUS	OVERALL VALUE FOR THE MONEY OF THE LOCAL BUS

There is no Bu8

ASK IF RODE LOCAL BUS IN PAST 30 DAYS (S4 = 1-298)

Bu9. Do you have access to the Internet on **(ASK FOR EACH)**?

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>Refused</u>
1. A computer at home or work	1	2	98	99

Bu10. Are you able to send and receive text messages from your cell phone, smart phone, or another mobile device?

- 1 Yes
- 2 No
- DO NOT READ**
- 8 Not Sure
- 9 Refused

Bu11a. The MTA is considering three possible ways of enabling bus customers to find out when the next bus will arrive. Each choice would use modern GPS technology to track the exact location of buses. **(ASK FOR EACH OF 1-3 BELOW. RANDOMIZE ORDER OF CHOICES.)** Would this be useful or not useful to you?

- 1. One option is installing countdown clocks at bus shelters that tell you how many minutes until the bus arrives. As the bus gets closer, the number of minutes on the sign decreases. This would be available only at stops with bus shelters.
 - 2. One option is for customers to send the MTA a text message from their cell phone and quickly receive back next bus arrival information for any bus stop.
 - 3. One option is to go to the MTA website and find out how far away the next bus is from your bus stop. This information would be available for every route and bus stop.
- 1 Useful
 - 2 Not useful
 - DO NOT READ**
 - 8 Don't know
 - 9 Refused

Bu11b. Which **ONE** of these options do you prefer the MOST – **(READ CHOICES)**?

- 1 Countdown clocks only at stops with bus shelters
 - 2 Text messaging about next bus arrivals for any bus stop
 - 3 Getting next bus arrival information from the MTA website
- DO NOT READ**
 - 8 Don't know
 - 9 Refused

ASK Bu12 IF Bu11b = 1. OTHERWISE, SKIP TO Bu14

Bu12. Would your choice change if you learned that countdown clocks would take years longer to install than a system that allows customers to access next bus arrival information using text messaging or the Internet?

- 1 Yes
- 2 No
- DO NOT READ**
- 8 Don't Know
- 9 Refused

Bu13. IF "YES" TO Bu12, ASK: In that case, which would you prefer the most (**READ CHOICES BELOW**)?

- 1 Text messaging about next bus arrivals for any bus stop in the city, or
 - 2 Next bus arrival information from an Internet website for any bus stop in the city
- DO NOT READ**
- 8 Don't Know
 - 9 Refused

Bu14. Please tell me how useful each of the following types of information would be about next bus arrivals. Would (**ASK FOR EACH**) be useful or not useful?

RANDOMIZE ORDER	Useful 1	Not Useful 2	Not Sure 8	Refused 9
a. Knowing <u>exactly</u> how many <u>blocks</u> away the next bus is				
b. Knowing <u>exactly</u> how many <u>miles</u> away the next bus is (e.g. one mile away, half a mile away, etc.)				
c. Receiving an <u>estimate</u> of how many <u>minutes</u> away the next bus is				

Bu15. Which type of next bus arrival information would be the most useful for you personally – **estimated** minutes away, **actual** blocks away, or **actual** miles away?

- 1 Estimated minutes away
 - 2 Actual blocks away
 - 3 Actual miles away
- DO NOT READ**
- 8 Don't know
 - 9 Refused

Bu16. Now I want to ask about local buses. This excludes premium fare express buses. In the past 30 days, how many one-way trips did you take on New York City LOCAL BUSES? A round trip counts as two one-way trips. (**IF NECESSARY, SAY: "A rough guess is O.K."**) (**Range: 0-300; 299=Don't know; 300=Refused**)

SUBWAY SUBSECTION

Su1. **IF THIS IS SECOND SUBSECTION (ALREADY ANSWERED BUS QUESTIONS), READ:** Using the same 1-to-10 rating scale, how would you rate OVERALL SUBWAY SERVICE in New York City? **IF THIS IS THE FIRST SECTION, READ:** Next, I am going to ask you to rate your satisfaction with SUBWAY SERVICE in New York City. Please use a 1-to-10 scale where “1” is the worst rating and “10” is the best rating. Ratings of 1 to 5 mean you are dissatisfied with service and ratings of 6 to 10 mean you are satisfied with service. If you want to say you are VERY DISSATISFIED, please say “1” or “2.” If you want to say you are VERY SATISFIED, please say “9” or “10.” Do you want me to repeat that? **(REPEAT IF NECESSARY)**

On a 1-to-10 scale, what number indicates your satisfaction with overall subway service in New York City? **IF THIS IS THE FIRST SECTION, READ:** Please give me the number first and then the words describing your level of satisfaction. **RECORD NUMBER EVEN IF VERBAL LEVEL DOES NOT MATCH**

_____ **(1-10. ALLOW 98-DK AND 99-REF).**

INTERVIEWERS; USE FOR REFERENCE - VERBAL LEVEL DESCRIPTION

- 1 Very Dissatisfied
- 2 Very Dissatisfied
- 3 Dissatisfied
- 4 Dissatisfied
- 5 Dissatisfied
- 6 Satisfied
- 7 Satisfied
- 8 Satisfied
- 9 Very Satisfied
- 10 Very Satisfied

DO NOT READ

- 98 Don't Know **SKIP TO SU4**
- 99 Refused **SKIP TO SU4**

Su2. Just to confirm, a **(NUMBER FROM SU1)** means **(CORRESPONDING REFERENCE DESCRIPTION, EITHER: VERY DISSATISFIED, DISSATISFIED, SATISFIED, OR VERY SATISFIED)**. Did you mean that?

- 1 Yes, confirms number and corresponding description **SKIP TO SU4**
- 2 No, respondent says it should be another description **ASK SU3a, THEN SKIP TO SU4**
- 3 No, respondent says it should be another number **SKIP TO SU3b**
- 8 Don't Know **(SKIP TO SU4)**
- 9 Refused **(SKIP TO SU4)**

Su3a. What level of satisfaction or dissatisfaction did you mean to indicate – very dissatisfied, dissatisfied, satisfied, or very satisfied?

- 1 Very dissatisfied
 - 2 Dissatisfied
 - 3 Satisfied
 - 4 Very Satisfied
- DO NOT READ**
- 8 Don't Know
 - 9 Refused

Su3b. What number did you mean to indicate on a scale of 1 to 10?

_____ **1-10. 98-DK AND 99-REF. THEN SKIP TO SU4**

Su4. Over the past 30 days, what subway line did you take most often?

(DO NOT READ LIST. ACCEPT UP TO THREE ANSWERS IF THEY SAY THEY RODE TWO OR MORE LINES EQUALLY. IF "REFUSED," PLEASE LET RESPONDENT KNOW INFORMATION IS NEEDED FOR OTHER SURVEY QUESTIONS.)

- 1 #1 (Broadway/7th Ave Local)
- 2 #2 (Broadway/7th Ave Express)
- 3 #3 (Broadway/7th Ave Express)
- 4 #4 (Lexington Ave Express)
- 5 #5 (Lexington Ave Express)
- 6 #6 (Lexington Ave Local/Pelham Bay Local/Express)
- 7 #7 Express or local
- 8 A (8th Ave Express)
- 9 B (6th Ave Express)
- 10 C (8th Ave Local)
- 11 D (6th Ave Express)
- 12 E (8th Ave Local)
- 13 F (6th Ave Local/Queens Blvd. Express)
- 14 G (Brooklyn-Queens Cross-town Local)
- 15 J (Nassau Street Local)
- 16 L (14th St - Canarsie Local)
- 17 M (Nassau Street Local)
- 18 N (Broadway Express)
- 19 Q (Broadway Express)
- 20 R (Broadway Local)
- 21 V (6th Ave. Local via 53rd and 3rd)
- 22 W (Broadway Local)
- 23 Z (Nassau Street Express)

IF SAY "Shuttle": PROBE TO DETERMINE WHICH ONE THEY USE:

- 25 Shuttle at 42nd Street
- 26 Franklin Avenue Shuttle
- 27 Rockaway Shuttle
- 28 6th Avenue Shuttle

- 96 Other (specify: _____)
- 98 Don't know
- 99 Refused

ASK SU4A IF RESPONSES IN SU4 ONLY = 21 (V LINE) AND/OR 22 (W LINE) (NO OTHER LINES ARE MENTIONED IN SU4)

Su4a. Other than the V or W lines, what other subway lines did you take most often in the past 30 days?

(DO NOT READ LIST. ACCEPT UP TO THREE ANSWERS IF THEY SAY THEY RODE TWO OR MORE LINES EQUALLY. IF "REFUSED," PLEASE LET RESPONDENT KNOW INFORMATION IS NEEDED FOR OTHER SURVEY QUESTIONS.)

- 1 #1 (Broadway/7th Ave Local)
- 2 #2 (Broadway/7th Ave Express)
- 3 #3 (Broadway/7th Ave Express)
- 4 #4 (Lexington Ave Express)
- 5 #5 (Lexington Ave Express)
- 6 #6 (Lexington Ave Local/Pelham Bay Local/Express)
- 7 #7 Express or local
- 8 A (8th Ave Express)
- 9 B (6th Ave Express)
- 10 C (8th Ave Local)
- 11 D (6th Ave Express)
- 12 E (8th Ave Local)
- 13 F (6th Ave Local/Queens Blvd. Express)
- 14 G (Brooklyn-Queens Cross-town Local)
- 15 J (Nassau Street Local)
- 16 L (14th St - Canarsie Local)
- 17 M (Nassau Street Local)
- 18 N (Broadway Express)
- 19 Q (Broadway Express)
- 20 R (Broadway Local)
- 23 Z (Nassau Street Express)

IF SAY "Shuttle": PROBE TO DETERMINE WHICH ONE THEY USE:

- 25 Shuttle at 42nd Street
- 26 Franklin Avenue Shuttle
- 27 Rockaway Shuttle
- 28 6th Avenue Shuttle

- 96 Other (specify: _____)
- 97 None
- 98 Don't know
- 99 Refused

IF SU4A = 97 (NONE), SKIP TO SU9A

FOR THE SUBSEQUENT QUESTIONS IN SUBWAY SECTION: MOST OFTEN LINE in SU4A = 'LINE INSERT' OR IF NO SU4A, SU4 = 'LINE INSERT.' IF MORE THAN ONE RESPONSE IN SU4A OR SU4, SELECT ONE LINE RANDOMLY BUT DO NOT SELECT 21 (V LINE) OR 22 (W LINE). IF SU4A OR SU4 = DK OR REF (98,99) LEAVE INSERT BLANK.

Su5. Now I would like you to rate the service on this line. How satisfied are you with overall service on the **(SUBWAY LINE MENTIONED FROM Su4)** line? Please give me the number rating followed by the verbal rating. For example, you could say “2, very dissatisfied” or “7, satisfied.”

- 1 Very Dissatisfied
 - 2 Very Dissatisfied
 - 3 Dissatisfied
 - 4 Dissatisfied
 - 5 Dissatisfied
 - 6 Satisfied
 - 7 Satisfied
 - 8 Satisfied
 - 9 Very Satisfied
 - 10 Very Satisfied
- DO NOT READ**
- 98 Don't Know
 - 99 Refused

IF RESPONDENT GIVES A NUMBER THAT DOES NOT CORRESPOND WITH THE VERBAL SCALE, PLEASE RE-READ THE CORRESPONDING NUMBER AND VERBAL SCALES TO OBTAIN NEW RESPONSE.

Su6. Next, I want to ask you several questions about the **(LINE INSERT)** line. When do you usually ride the **(LINE INSERT)** line – weekday rush hours or non-rush hours on weekdays or weekends? **(IF NEEDED, SAY: “Rush hours are from 6 to 9 weekday mornings and 4 to 7 in evening; non-rush hours are all other times.”)**

- 1 Rush hours
 - 2 Non-rush hours
- DO NOT READ**
- 3 Ride equally during rush hours and non-rush hours
 - 8 Don't know
 - 9 Refused

FOR THE SUBSEQUENT QUESTIONS IN SUBWAY SECTION: IF SU6 = 3 (Ride equally) OR 8 (DK) OR 9 (REF), RANDOMLY ASSIGN ‘RUSH HOURS’ OR ‘NON-RUSH HOURS’ AS ‘STIME INSERT.’

Su7. Would you say that during the past year overall service during **(INSERT STIME)** on the **(INSERT LINE)** line has improved, stayed about the same, or gotten worse?

- 1 Improved
 - 2 Stayed the same
 - 3 Gotten worse
- DO NOT READ**
- 8 Don't know
 - 9 Refused

RANDOMIZE BLOCKS OF ATTRIBUTES. RANDOMIZE ATTRIBUTES WITHIN EACH BLOCK EXCEPT "OVERALL" RATING, WHICH IS ALWAYS ASKED LAST WITHIN EACH BLOCK.

Su8. Next, I want you to rate several attributes of service on the **(INSERT LINE)** line using the same scale.

(PROGRAMMERS: AT THE START OF EACH BLOCK THAT HAVE MORE THAN ONE ATTRIBUTE, INSERT) Please rate items in the category **(INSERT BLOCK NAME)**. **AT THE START OF EACH BLOCK INSERT)** "First,"

How would you rate **(ATTRIBUTE)?**

- 1 Very Dissatisfied
- 2 Very Dissatisfied
- 3 Dissatisfied
- 4 Dissatisfied
- 5 Dissatisfied
- 6 Satisfied
- 7 Satisfied
- 8 Satisfied
- 9 Very Satisfied
- 10 Very Satisfied

DO NOT READ

- 98 Don't Know
- 99 Refused

CONFIRM NUMBER WITH VERBAL DESCRIPTION AS-NEEDED, BUT NO LESS THAN EVERY 5TH RATING UNLESS THEY ARE CONSISTENTLY AND CORRECTLY SAYING NUMBER AND VERBAL RATING TOGETHER.

Block 1 Name SERVICE FREQUENCY	OVERALL SERVICE FREQUENCY DURING (INSERT STIME)
Block 2 Name: RELIABILITY OF SERVICE	Predictability of travel time in (INSERT STIME)
	How fast the subway gets you where you want to go during (INSERT STIME)
	FINALLY, OVERALL RELIABILITY OF SERVICE DURING (INSERT STIME)
Block 3 Name: SAFETY AND SECURITY	Safety from mechanical accidents
	Overall personal security in the subway BEFORE 8pm
	Overall personal security in the subway AFTER 8pm
	FINALLY, OVERALL SAFETY AND SECURITY
Block 4 Name: SAFETY AND SECURITY	Clarity of announcements on subway trains
	Usefulness of announcements on trains during normal service
	Usefulness of announcements on trains during delays
	FINALLY, OVERALL INFORMATION AND COMMUNICATIONS ABOUT SUBWAY SERVICE
Block 5 Name: COMFORT AND CONVENIENCE	Keeping subway trains from getting too crowded during rush hours
	Temperature on subway cars
	FINALLY, OVERALL COMFORT AND CONVENIENCE OF USING THE SUBWAY
Block 6 Name VALUE FOR THE MONEY USING THE SUBWAY	OVERALL VALUE FOR THE MONEY USING THE SUBWAY
Block 7 Name CLEANLINESS OF SUBWAY CARS	OVERALL CLEANLINESS OF SUBWAY CARS
Block 6 Name: COURTESY AND HELPFULNESS OF SUBWAY CONDUCTORS	OVERALL COURTESY AND HELPFULNESS OF SUBWAY CONDUCTORS

Su9a. Now, I would like you to rate SUBWAY STATIONS. What is the name or location of the ONE SUBWAY STATION that you use the most near your home? (**ACCEPT ONLY ONE ANSWER.**) _____

Su9b. What subway line do you usually take from that station (**MULTIPLE RECORD**)?

- 1 #1 (Broadway/7th Ave Local)
- 2 #2 (Broadway/7th Ave Express)
- 3 #3 (Broadway/7th Ave Express)
- 4 #4 (Lexington Ave Express)
- 5 #5 (Lexington Ave Express)
- 6 #6 (Lexington Ave Local/Pelham Bay Local/Express)
- 7 #7 Express or local
- 8 A (8th Ave Express)
- 9 B (6th Ave Express)
- 10 C (8th Ave Local)
- 11 D (6th Ave Express)
- 12 E (8th Ave Local)
- 13 F (6th Ave Local/Queens Blvd. Express)
- 14 G (Brooklyn-Queens Cross-town Local)
- 15 J (Nassau Street Local)
- 16 L (14th St - Canarsie Local)
- 17 M (Nassau Street Local)
- 18 N (Broadway Express)
- 19 Q (Broadway Express)
- 20 R (Broadway Local)
- 21 V (6th Ave. Local via 53rd and 3rd)
- 22 W (Broadway Local)
- 23 Z (Nassau Street Express)

IF SAY "Shuttle": PROBE TO DETERMINE WHICH ONE THEY USE:

- 25 Shuttle at 42nd Street
- 26 Franklin Avenue Shuttle
- 27 Rockaway Shuttle
- 28 6th Avenue Shuttle

- 96 Other (specify: _____)
- 98 Don't know
- 99 Refused

Su10. Using the same satisfaction scale as before, please rate your overall satisfaction with the (**STATION IN SU9a**) station?

- 1 Very Dissatisfied
- 2 Very Dissatisfied
- 3 Dissatisfied
- 4 Dissatisfied
- 5 Dissatisfied
- 6 Satisfied
- 7 Satisfied
- 8 Satisfied
- 9 Very Satisfied
- 10 Very Satisfied

DO NOT READ

- 98 Don't Know
- 99 Refused

IF RESPONDENT GIVES A NUMBER THAT DOES NOT CORRESPOND WITH THE VERBAL SCALE, PLEASE RE-READ THE CORRESPONDING NUMBER AND VERBAL SCALES TO OBTAIN NEW RESPONSE.

ASK ALL (NOT JUST SUBWAY CUSTOMERS)

Su11. Thank you. Now, we'd like to know if you are... (READ LIST. STOP AFTER RESPONSE IS GIVEN)

- | | | |
|--------------------|----------------------------------|---|
| 1 | Employed full-time | ASK Su12a |
| 2 | Employed part-time | ASK Su12a |
| 3 | Self-employed outside the home | ASK Su12a |
| 4 | Self-employed at home | SKIP TO Su14 IF SUBWAY USER OTHERWISE, SKIP TO NEXT SECTION |
| 5 | A full-time or part-time student | ASK Su12a |
| 6 | Unemployed | SKIP TO Su14 IF SUBWAY USER OTHERWISE, SKIP TO NEXT SECTION |
| 7 | A homemaker | SKIP TO Su14 IF SUBWAY USER OTHERWISE, SKIP TO NEXT SECTION |
| 8 | Retired | SKIP TO Su14 IF SUBWAY USER OTHERWISE, SKIP TO NEXT SECTION |
| DO NOT READ | | |
| 98 | Don't Know | SKIP TO Su14 IF SUBWAY USER OTHERWISE, SKIP TO NEXT SECTION |
| 99 | Refused | SKIP TO Su14 IF SUBWAY USER OTHERWISE, SKIP TO NEXT SECTION |

ASK Su12a IF FULL TIME OR PART TIME EMPLOYED/STUDENT OR SELF-EMPLOYED OUTSIDE HOME

Su12a. Do you take the subway or the local bus or both on your typical commute to work or school?

- 1 Subway
- 2 Local bus
- 3 Both

DO NOT READ

- 8 Don't know
- 9 Refused

IF BUS CUSTOMER ONLY, SKIP TO NEXT SECTION

SUBWAY USERS ONLY

Su12b. And what is the name or location of the ONE SUBWAY STATION you use the most near your work or school? (ACCEPT ONLY ONE ANSWER. IF RESPONDENT INDICATES DIFFERENT STATIONS FOR WORK AND SCHOOL, RECORD WORK STATION)

Su12c. What subway line do you usually take from that station (**MULTIPLE RECORD**).

- 1 #1 (Broadway/7th Ave Local)
- 2 #2 (Broadway/7th Ave Express)
- 3 #3 (Broadway/7th Ave Express)
- 4 #4 (Lexington Ave Express)
- 5 #5 (Lexington Ave Express)
- 6 #6 (Lexington Ave Local/Pelham Bay Local/Express)
- 7 #7 Express or local
- 8 A (8th Ave Express)
- 9 B (6th Ave Express)
- 10 C (8th Ave Local)
- 11 D (6th Ave Express)
- 12 E (8th Ave Local)
- 13 F (6th Ave Local/Queens Blvd. Express)
- 14 G (Brooklyn-Queens Cross-town Local)
- 15 J (Nassau Street Local)
- 16 L (14th St - Canarsie Local)
- 17 M (Nassau Street Local)
- 18 N (Broadway Express)
- 19 Q (Broadway Express)
- 20 R (Broadway Local)
- 21 V (6th Ave. Local via 53rd and 3rd)
- 22 W (Broadway Local)
- 23 Z (Nassau Street Express)

IF SAY "Shuttle": PROBE TO DETERMINE WHICH ONE THEY USE:

- 25 Shuttle at 42nd Street
- 26 Franklin Avenue Shuttle
- 27 Rockaway Shuttle
- 28 6th Avenue Shuttle

- 96 Other (specify: _____)
- 98 Don't know
- 99 Refused

Su13. Please rate your satisfaction with the station at (**STATION IN SU12b**).

- 1 Very Dissatisfied
- 2 Very Dissatisfied
- 3 Dissatisfied
- 4 Dissatisfied
- 5 Dissatisfied
- 6 Satisfied
- 7 Satisfied
- 8 Satisfied
- 9 Very Satisfied
- 10 Very Satisfied

DO NOT READ

- 98 Don't Know
- 99 Refused

IF RESPONDENT GIVES A NUMBER THAT DOES NOT CORRESPOND WITH THE VERBAL SCALE, PLEASE RE-READ THE CORRESPONDING NUMBER AND VERBAL SCALES TO OBTAIN NEW RESPONSE.

ASK Su14 ONCE FOR HOME OR WORK STATION. IF RESPONDENT QUALIFIES FOR BOTH WORK AND HOME RANDOMIZE SELECTION. HOME STATION IS FROM SU9a AND WORK/SCHOOL STATION IS FROM SU12b.

RANDOMIZE THE TWO BLOCKS OF ATTRIBUTES. WITHIN EACH BLOCK, ASK 'LAST' ATTRIBUTE AFTER ALL OTHER ATTRIBUTES ARE ASKED. RANDOMIZE THE OTHER ATTRIBUTES WITHIN EACH BLOCK.

Su14. Now I want to ask you to rate specific features of the **(HOME OR WORK/SCHOOL STATION)** station. Let's start with aspects of **(FIRST BLOCK NAME)**. The next section is about aspects of **(SECOND BLOCK NAME)**. How would you rate **(ATTRIBUTE)?**

- 1 Very Dissatisfied
 - 2 Very Dissatisfied
 - 3 Dissatisfied
 - 4 Dissatisfied
 - 5 Dissatisfied
 - 6 Satisfied
 - 7 Satisfied
 - 8 Satisfied
 - 9 Very Satisfied
 - 10 Very Satisfied
- DO NOT READ**
- 98 Don't Know
 - 99 Refused

Block 1 Name: STATION ENVIRONMENT	Maintenance and repair of station
	Condition of stairs and handrails
	Station cleanliness
	Your sense of personal security in the station
	Station lighting
	Keeping station platforms from getting too crowded during rush hours
	Availability of benches
	FINALLY, OVERALL STATION ENVIRONMENT
Block 2 Name: AVAILABILITY OF INFORMATION	Signs directing you to exits and transfer locations
	Notices about planned service changes
	Clarity of announcements on station platforms
	Information about unscheduled delays
	FINALLY, AVAILABILITY OF INFORMATION

CONFIRM NUMBER WITH VERBAL DESCRIPTION AS-NEEDED, BUT NO LESS THAN EVERY 5TH RATING UNLESS THEY ARE CONSISTENTLY AND CORRECTLY SAYING NUMBER AND VERBAL RATING TOGETHER

Su15. Have you ever used a station with electronic signs that count down the minutes until the next train arrival?

- 1 Yes **CONTINUE TO Su16**
 - 2 No **SKIP TO Su17**
- DO NOT READ**
- 8 Don't Know **SKIP TO Su17**
 - 9 Refused **SKIP TO Su17**

Su16. Using the same 1-to-10 scale, how satisfied are you with SUBWAY STATION countdown clocks?

- 1 Very Dissatisfied
- 2 Very Dissatisfied
- 3 Dissatisfied
- 4 Dissatisfied
- 5 Dissatisfied
- 6 Satisfied
- 7 Satisfied
- 8 Satisfied
- 9 Very Satisfied
- 10 Very Satisfied

DO NOT READ

- 98 Don't Know
- 99 Refused

IF RESPONDENT GIVES A NUMBER THAT DOES NOT CORRESPOND WITH VERBAL SCALE, PLEASE RE-READ THE CORRESPONDING NUMBER AND VERBAL SCALES TO OBTAIN NEW RESPONSE.

Su17. In the past 30 days, how many one-way trips did you take on the New York City subway? A round trip counts as two one-way trips. **(IF NECESSARY, SAY: "A rough guess is O.K.")**
(Range: 0-300; 299=Don't know; 300=Refused)

ALERTS SECTION

ASK EVERYONE

13a. Are you currently signed up to receive email or text message alerts about bus or subway service from MTA New York City Transit?

- 1 Yes **SKIP TO Q14**
 - 2 No **CONTINUE TO Q13b**
- DO NOT READ**
- 8 Don't Know **SKIP TO NEXT SECTION**
 - 9 Refused **SKIP TO NEXT SECTION**

13b. Were you aware that you can receive email or text message service alerts?

- 1 Yes **SKIP TO NEXT SECTION**
 - 2 No **SKIP TO NEXT SECTION**
- DO NOT READ**
- 8 Don't Know **SKIP TO NEXT SECTION**
 - 9 Refused **SKIP TO NEXT SECTION**

ASK Q14 ONLY IF Q13a = 1

14. Using the same satisfaction scale we've been using, please rate the overall satisfaction with email or text message alerts from MTA New York City Transit.

- 1 Very Dissatisfied
- 2 Very Dissatisfied
- 3 Dissatisfied
- 4 Dissatisfied
- 5 Dissatisfied
- 6 Satisfied
- 7 Satisfied
- 8 Satisfied
- 9 Very Satisfied
- 10 Very Satisfied

DO NOT READ

- 98 Don't Know
- 99 Refused

IF RESPONDENT GIVES A NUMBER THAT DOES NOT CORRESPOND WITH VERBAL SCALE, PLEASE RE-READ THE CORRESPONDING NUMBER AND VERBAL SCALES TO OBTAIN NEW RESPONSE.

NEWS ABOUT THE MTA SECTION

ASK EVERYONE

N1. In the past few months, what news stories or other information have you seen or heard about the MTA? Anything else? (OPEN-ENDED WITH PRE-CODES.) (DO NOT READ LIST) (MULTIPLE RECORD)

- 1 SmartCard ("tap & go") pilot project/new fare technology
- 2 MTA cutting costs and reducing payroll
- 3 MTA reducing overtime
- 4 MTA service cuts/reductions (not in subway system or on buses)
- 5 Notices in subway system or on buses about service cuts/reductions coming
- 6 Reducing number of station agents at token booths
- 7 More traffic enforcement of bus lanes
- 8 More/better security in stations
- 9 Fare increases
- 10 Other (specify)
- 11 None

DO NOT READ

- 98 Don't know
- 99 Refuse

SECURITY AND MTA WEBSITE SECTION

ASK THIS SECTION OF EVERY OTHER RESPONDENT. OTHERWISE SKIP TO NEXT SECTION

15. Are you aware of the MTA's security campaign about the importance of the public reporting anything suspicious?

- 1 Yes **CONTINUE TO Q16**
- 2 No **SKIP TO Q22**

DO NOT READ

- 8 Don't Know **SKIP TO Q22**
- 9 Refused **SKIP TO Q22**

16. Do you remember the MTA's security campaign slogan?

- 1 Yes **CONTINUE TO Q17**
- 2 No **SKIP TO Q20**

DO NOT READ

- 8 Don't Know **SKIP TO Q20**
- 9 Refused **SKIP TO Q20**

17. Please tell me as much of the campaign slogan as you recall. Anything else? **(PROBE FULLY)**

INTERVIEWER RECORD AFTER TYPING RESPONSE:

- 1 Respondent correctly recited "See Something, Say Something" in its entirety
- 2 Respondent correctly recited only part of "See Something, Say Something"
- 3 Respondent could not recall any part of it correctly
- 8 Not sure
- 9 Refused

There are no Q18-Q19

20. Can you recite the toll-free hotline number?

- 1 Yes **CONTINUE TO Q21**
- 2 No **SKIP TO Q22**

DO NOT READ

- 8 Don't Know **SKIP TO Q22**
- 9 Refused **SKIP TO Q22**

21. Please tell me the hotline number as you recall it.

INTERVIEWER RECORD AFTER TYPING RESPONSE:

- 1 Respondent correctly recited 1-888-NYC-SAFE in its entirety
- 2 Respondent **could not recall** 1-888-NYC-SAFE in its entirety
- 8 Not sure
- 9 Refused

22. On another topic, have you visited the MTA's website at www.mta.info during the past six months?

- | | | |
|--------------------|--|----------------------|
| 1 | Yes, visited MTA's website in past six months | ASK Q23 |
| 2 | Did not visit MTA's website in past six months | SKIP TO NEXT SECTION |
| DO NOT READ | | |
| 8 | Don't know | SKIP TO NEXT SECTION |
| 9 | Refused | SKIP TO NEXT SECTION |

ASK Q23 IF "YES" TO Q22

23. When you visited the MTA's website, have you ever checked to see if service is running on time or is delayed?

- | | |
|--------------------|------------|
| 1 | Yes |
| 2 | No |
| DO NOT READ | |
| 8 | Don't know |
| 9 | Refused |

PHONE OWNERSHIP SECTION

ASK PH1-4 FOR LANDLINE RESPONDENTS ONLY

PH1. Now thinking about your telephone use, do you have a working cell phone?
[INTERVIEWER: THIS INCLUDES SHARED CELL PHONES.]

- | | | |
|--------------------|------------|----------------------|
| 1 | Yes | CONTINUE TO PH2 |
| 2 | No | SKIP TO NEXT SECTION |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO NEXT SECTION |
| 9 | Refused | SKIP TO NEXT SECTION |

PH2. Thinking about all the phone calls you receive, do you receive more calls on your cell phone, more calls on your regular home phone, or is it about equal? [IF NEEDED: A regular telephone is sometimes called a landline or phone that is wired to a jack in the wall.]

- | | | |
|--------------------|--------------------|----------------------|
| 1 | Cell | CONTINUE TO PH3 |
| 2 | Regular home phone | SKIP TO PH4 |
| 3 | About equal | SKIP TO NEXT SECTION |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO NEXT SECTION |
| 9 | Refused | SKIP TO NEXT SECTION |

PH3. Would that be a lot more or just a few more on your cell phone?

- | | | |
|--------------------|------------|----------------------|
| 1 | A lot | SKIP TO NEXT SECTION |
| 2 | A few | SKIP TO NEXT SECTION |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO NEXT SECTION |
| 9 | Refused | SKIP TO NEXT SECTION |

PH4. Would that be a lot more or just a few more on your regular home phone?

- | | | |
|--------------------|------------|-----------------------------|
| 1 | A lot | SKIP TO NEXT SECTION |
| 2 | A few | SKIP TO NEXT SECTION |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO NEXT SECTION |
| 9 | Refused | SKIP TO NEXT SECTION |

ASK PH5-8 FOR CELL PHONE RESPONDENTS ONLY

PH5. Now thinking about your telephone use, is a cell phone your only phone, or do you also have a regular phone that you use to make and receive calls where you currently live? **[IF NEEDED:** A regular telephone is sometimes called a landline or phone that is wired to a jack in the wall.]

- | | | |
|--------------------|---------------------|-----------------------------|
| 1 | Cell is only phone | SKIP TO NEXT SECTION |
| 2 | Has a regular phone | SKIP TO PH6 |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO NEXT SECTION |
| 9 | Refused | SKIP TO NEXT SECTION |

PH6. Thinking about all the phone calls you receive, do you receive more calls on your cell phone, more calls on your regular home phone, or is it about equal?

- | | | |
|--------------------|--------------------|-----------------------------|
| 1 | Cell | CONTINUE TO PH7 |
| 2 | Regular home phone | SKIP TO PH8 |
| 3 | About equal | SKIP TO NEXT SECTION |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO NEXT SECTION |
| 9 | Refused | SKIP TO NEXT SECTION |

PH7. Would that be a lot more or just a few more on your cell phone?

- | | | |
|--------------------|------------|-----------------------------|
| 1 | A lot | SKIP TO NEXT SECTION |
| 2 | A few | SKIP TO NEXT SECTION |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO NEXT SECTION |
| 9 | Refused | SKIP TO NEXT SECTION |

PH8. Would that be a lot more or just a few more on your regular home phone?

- | | | |
|--------------------|------------|-----------------------------|
| 1 | A lot | SKIP TO NEXT SECTION |
| 2 | A few | SKIP TO NEXT SECTION |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO NEXT SECTION |
| 9 | Refused | SKIP TO NEXT SECTION |

DEMOGRAPHIC SECTION

SHORT COMPLETES: ASK D1, D2, D5, D6, D7, D11. LONG COMPLETES: ASK FULL SECTION

D1. The following questions are asked for classification purposes only to make sure all types of customers are represented in the survey. First, how many people including yourself live in your household? (**RANGE =1-20; 20 or more=20**)
_____ (“99-REFUSED”)

D2. Into which of the following categories does your age fall? (**READ LIST**)

- 1 18-24
- 2 25-29
- 3 30-34
- 4 35-44
- 5 45-54
- 6 55-64
- 7 65 and over

DO NOT READ

- 8 Don't Know
- 9 Refused

IF EMPLOYED FULL OR PART TIME OUTSIDE THE HOME IN Su11 (Su11 = 1-3), ASK:

D3. In what borough or county do you work?

- 1 Manhattan
- 2 Brooklyn/Kings
- 3 Bronx
- 4 Queens
- 5 Staten Island/Richmond
- 6 Other (specify: _____)

DO NOT READ

- 8 Don't Know
- 9 Refused

IF FULL OR PART TIME STUDENT IN Su11 (Su11 = 5), ASK:

D4. In what borough or county do you go to school?

- 1 Manhattan
- 2 Brooklyn/Kings
- 3 Bronx
- 4 Queens
- 5 Staten Island/Richmond
- 6 Other (specify: _____)

DO NOT READ

- 8 Don't Know
- 9 Refused

D5. What is the last grade of school you completed? (**READ LIST.**)

- 1 Less than high school graduate,
- 2 High school graduate,
- 3 Technical or vocational business school,
- 4 Some college,
- 5 College graduate, or
- 6 Post graduate

DO NOT READ

- 8 Don't Know
- 9 Refused

D6. Are you of Hispanic, Latino, or Spanish origin?

1 Yes

2 No

DO NOT READ

8 Don't Know

9 Refused

D7. Which of the following describes your race? **(ACCEPT ONE RESPONSE ONLY.)**

1 White

2 African-American/Black

3 Asian

4 Other (specify): _____

DO NOT READ

5 Racially mixed

8 Don't Know

9 Refused

There are no D8-D9

If you do not mind, in order for the MTA to make the best deals for its customers, I need to ask you several financial questions. Again, your answers will be kept completely confidential.

ASK EVERYONE

D10. Which of the following brands of debit or credit cards do you own? **(READ LIST)**

PROBE: Any others? (MULTIPLE RECORD) IF MENTION A BANK, ASK IF BANK CARD IS MASTER CARD OR VISA

1 American Express

2 Discover

3 MasterCard

4 Visa

5 Other type of debit or credit card (specify) _____

DO NOT READ

6 Do not own credit or debit card

8 Don't Know

9 Refused

D11. To ensure our study is representative of all income groups in the city, could you tell me which of the following categories best describes your total household's income for 2009? **(READ LIST.)**

1 Below \$15,000

2 \$15,000 to less than \$25,000

3 \$25,000 to less than \$35,000

4 \$35,000 to less than \$50,000

5 \$50,000 to less than \$75,000

6 \$75,000 to less than \$100,000

7 \$100,000 to less than \$150,000

8 \$150,000 or more

DO NOT READ

98 Don't Know

99 Refused

D12. The MTA is setting up a customer panel consisting of New Yorkers who agree to take MTA surveys every so often on either the Internet or by telephone. Can we contact you for future surveys?

- | | | |
|--------------------|--|--------------------|
| 1 | Yes, you may contact me about future surveys | ASK D13 |
| 2 | No, do not contact me | SKIP TO D16 |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO D16 |
| 9 | Refused | SKIP TO D16 |

D13. Do you use either a personal or work email address?

- | | | |
|--------------------|------------------------------|------------------------|
| 1 | Yes, use email address | CONTINUE TO D14 |
| 2 | No, do not use email address | SKIP TO D15 |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO D15 |
| 9 | Refused | SKIP TO D15 |

ASK D14 ONLY IF BOTH D12 AND D13 = 1:

D14. If you share your email address with us, we will only use it to contact you about surveys and we will keep it confidential. Online surveys are less expensive for the MTA than telephones surveys. What is the best email address where we can send you a notice about a new MTA survey that you can access on the Internet?

- | | | |
|--------------------|--|--------------------|
| 1 | _____ (RECORD CAREFULLY AND CONFIRM) | |
| DO NOT READ | | |
| 8 | Don't Know | SKIP TO D15 |
| 9 | Refused/ Asks not to be contacted by email | SKIP TO D15 |

ASK D15 IF D13 = 2, 8, 9 OR D14 = 8, 9:

D15. If you share your phone number with us, we will only use it to contact you about surveys and we will keep it confidential. What is the best phone number we can use to contact you?

- | | | |
|--------------------|--|--|
| 1 | _____ (RECORD CAREFULLY AND CONFIRM) | |
| DO NOT READ | | |
| 8 | Don't Know | |
| 9 | Refused/ Asks not to be contacted by email | |

D16. Those are all the questions I have. Thank you very much for your cooperation. For quality control purposes, you may receive a follow up phone call from my supervisor to verify that I have completed this interview. Can I please get your name or initials so they know who to ask for if they call back?

- | | | |
|--------------------|--|--|
| 1 | _____ (RECORD CAREFULLY AND CONFIRM) | |
| DO NOT READ | | |
| 8 | Don't Know | |
| 9 | Refused/ Asks not to be contacted by email | |

THANKS FOR HELPING THE MTA IMPROVE SERVICE!

The following attributes from the Customer Priorities Survey were utilized in the Customer Satisfaction report. The Customer Priorities Survey was conducted as an adjunct to the Citywide Survey and used an identical sampling and rating scale methodology as the Citywide survey.

SUBWAY ATTRIBUTES FROM CUSTOMER PRIORITIES SURVEY
Wait time between trains
Maintaining subway cars so they don't break down and cause delays
Having clear destination signs in subway cars
Having subway car doors working properly
Having subway car lighting working properly
Having conductors wear their proper uniforms
Keeping subway cars litter free
Keeping floors and seats clean
Keeping subway car windows clean with no scratchiti
Keeping graffiti off subway car walls
Keeping subway system maps (on cars) clean and legible
Having escalators and elevators in good working condition
Having MetroCard vending machines in good working condition
Having booth microphones in good working condition
Having turnstiles on good working condition
Keeping stations litter free
Keeping stations clean from dirt and grime
Making sure all information is accurate and up-to-date at Passenger Information Centers
Having large subway maps available throughout the station
Having subway maps available that customers can carry
Having station agents wear their proper uniform

SERVICE ATTRIBUTE RATINGS

	Very Satisfied	Satisfied	Total Satisfied
	%	%	%
SUBWAY SERVICE			
Overall Subway Service	15	56	71
Subway Line Used Most Often	19	57	77
Overall Frequency of Service	17	55	72
Wait time between trains	17	49	65
Reliability of Service	20	56	76
How fast the subway gets you where you want to go	26	56	83
Predictability of travel time	19	54	74
Maintaining subway cars so they don't break down and cause delays	19	62	81
Safety and Security	18	59	77
Safety from mechanical accidents	30	55	85
Overall personal security in the subway BEFORE 8 p.m.	24	56	80
Overall personal security in the subway AFTER 8 p.m.	12	53	65
Overall Information and Communications about Subway Service	18	45	63
Usefulness of announcements on trains during normal service	23	44	67
Usefulness of announcements on trains during delays	22	42	64
Clarity of announcements on subway trains	19	37	56
Having clear destination signs in subway cars	30	54	84

Very satisfied percentage + satisfied percentage may not add to the Total Satisfied percentage due to rounding.

SERVICE ATTRIBUTE RATINGS

(Continued)

	Very Satisfied	Satisfied	Total Satisfied
SUBWAY SERVICE	%	%	%
Comfort and Convenience	20	59	78
Temperature on subway cars	24	56	79
Keeping subway trains from getting too crowded during rush hours	9	35	44
Having subway car doors working properly	34	57	91
Having subway car lighting working properly	37	57	95
Courtesy and Helpfulness of Subway Conductors	25	53	77
Having conductors wear their proper uniforms	39	47	86
Cleanliness of Subway Cars	14	53	68
Keeping subway cars litter free	19	58	77
Keeping floors and seats clean	16	56	72
Keeping subway car windows clean with no scratchiti	13	59	72
Keeping graffiti off subway car walls	27	49	76
Keeping subway system maps (on cars) clean and legible	22	59	81
Value for the Money using the Subway	18	46	64

Very satisfied percentage + satisfied percentage may not add to the Total Satisfied percentage due to rounding.

SERVICE ATTRIBUTE RATINGS

(Continued)

STATIONS	Very		Total
	Satisfied	Satisfied	Satisfied
	%	%	%
Home station	23	54	77
Work station	20	55	74
Overall Station Environment	19	52	71
Station lighting	26	54	81
Your sense of personal security in the station	24	52	76
Condition of stairs and handrails	17	55	72
Maintenance and repair of station	19	49	68
Having escalators and elevators in good working condition	19	48	67
Having MetroCard vending machines in good working condition	25	51	76
Having booth microphones in good working condition	18	49	67
Having turnstiles on good working condition	36	53	89
Station cleanliness	15	49	64
Keeping stations litter free	14	58	72
Keeping stations clean from dirt and grime	12	56	69
Keeping graffiti off walls, signs, etc.	23	56	79
Keeping station platforms from getting too crowded: rush hours	13	52	65
Availability of benches	11	39	50

Very satisfied percentage + satisfied percentage may not add to the Total Satisfied percentage due to rounding.

SERVICE ATTRIBUTE RATINGS

(Continued)

STATIONS	Very Satisfied	Satisfied	Total Satisfied
	%	%	%
Availability of Information in Stations	20	47	67
Signs directing you to exits and transfer locations	30	52	82
Notices about planned service changes	21	48	69
Making sure all information is accurate and up-to-date at Passenger Information Centers	26	51	78
Information about unscheduled delays	13	43	56
Clarity of announcements on station platforms	16	44	59
Having large subway maps available throughout the station	23	50	73
Having subway maps available that customers can carry	21	41	62
Having station agents wear their proper uniform	39	49	87

Very satisfied percentage + satisfied percentage may not add to the Total Satisfied percentage due to rounding.