# 2014 Customer Satisfaction Survey
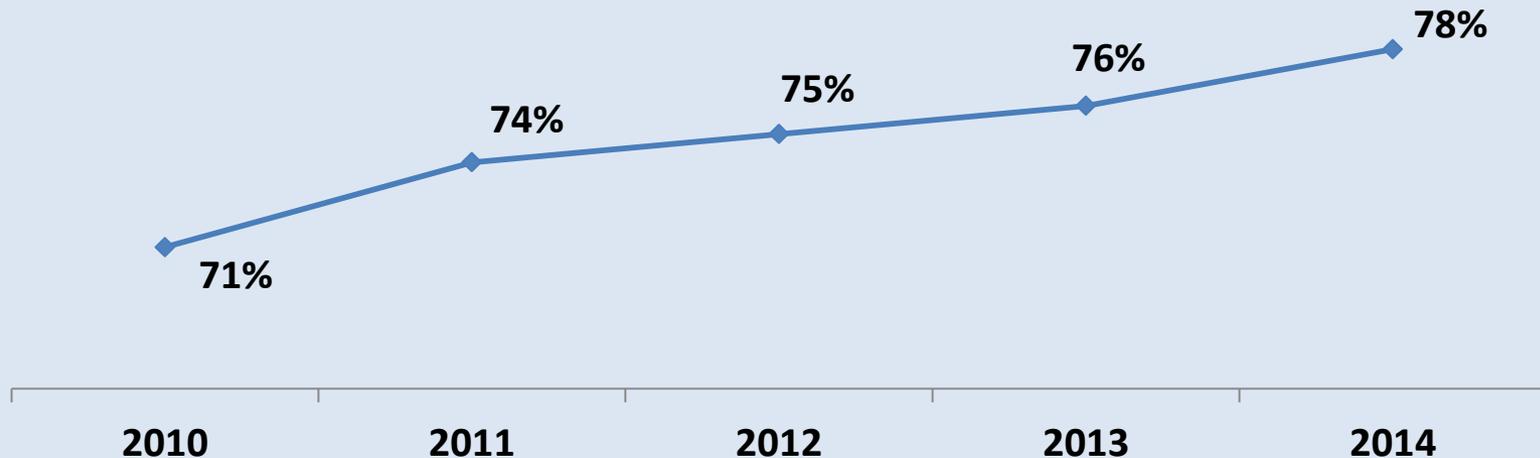## Subway

# Subway Survey Context

**Over the past year:**

- **Subway ridership increased (+1.8% average weekday and +3.2% average weekend, 12-month averages through May 2014)**

- **Crime in the subway down 12%**

- **Fix&Fortify Sandy recovery work continues to repair damage from Superstorm Sandy and prevent similar damage in the future**
  - *Weekend shutdowns of Greenpoint G Tube 24/7 for five weeks in summer of 2014*
  - *R line closed for 13 months of Sandy repairs, one month less than planned*

- **Weekday G Line service increased from every 10 minutes to every 8 minutes between 3 p.m. and 9 p.m.**

- **Weekend service changes began on #7 Line to install Communications-Based Train Control (CBTC)**

- **Subway Mean Distance between Failures (MDBF) continued at a very high level:** For the 12 months ending June 2014, MDBF was 136,081 miles. This was lower than the unusually high 2013 levels, which reflected new R160 car performance. The harsh winter of 2013-14 also affected performance.

- **More underground stations wired for cell phone and Wi-Fi service**

- **Installation of 102 new Help Point intercoms and 18 On-the-Go kiosks**

# Key Findings

- **Overall subway service ratings *increased* for fourth consecutive year to 78% satisfied vs. 71% in 2010**

**CUSTOMER SATISFACTION WITH SUBWAY SERVICE**



| 2010 | 2011 | 2012 | 2013 | 2014 |
|------|------|------|------|------|
| 71% | 74% | 75% | 76% | 78% |

# Key Findings

## (continued)

- **Highest-rated subway service attributes:**
  - Convenience of subway stops (90% satisfied)
  - Personal security in stations before 8 p.m. (87% satisfied)
  - Safety from mechanical accidents (86% satisfied)
  - Comfort of temperature on subway cars (84% satisfied)
  - How fast the subway gets you where you want to go (83% satisfied)
  - Courtesy and helpfulness of subway conductors (83% satisfied)
  - Working condition of MetroCard Vending Machines (83% satisfied)
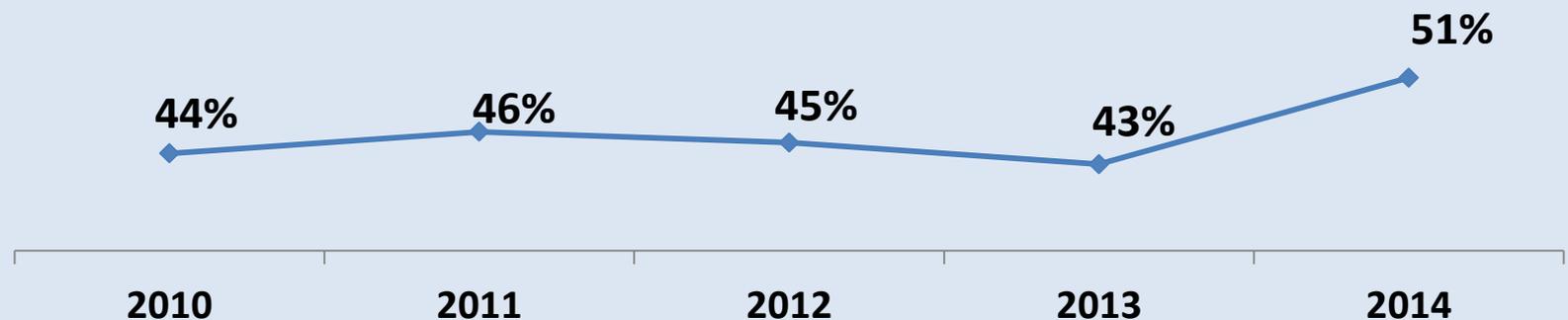
# **Key Findings**

## (continued)

- **Lowest-rated subway service attributes:**
  - Keeping subway trains from getting too crowded during rush hours (51% satisfied)
  - Clarity of announcements on subway trains (66% satisfied)
  - Usefulness of announcements during service delays that are not part of planned service changes (69% satisfied)
  - Keeping subway stations from getting too crowded during rush hours (69% satisfied)
  - Keeping subway trains from getting too crowded on weekends (68% satisfied)
  - Having no litter on subway cars (68% satisfied)
  - Keeping station free from dirt and grime (68% satisfied)
  - Condition of subway station walls and ceilings (68% satisfied)

# **Key Findings**
## (continued)

- **With ridership increasing, customers report less chance of finding a seat at some point during their most recent subway trip (79% in 2012 vs. 70% in 2014) – this covers both rush and non-rush hours (including weekends)**

- **Despite more riders, the rating of "keeping subway cars from getting too crowded during rush hours" improved in 2014**

### KEEPING TRAINS FROM GETTING TOO CROWDED
### DURING RUSH HOURS

**44%**     **46%**     **45%**     **43%**     **51%**
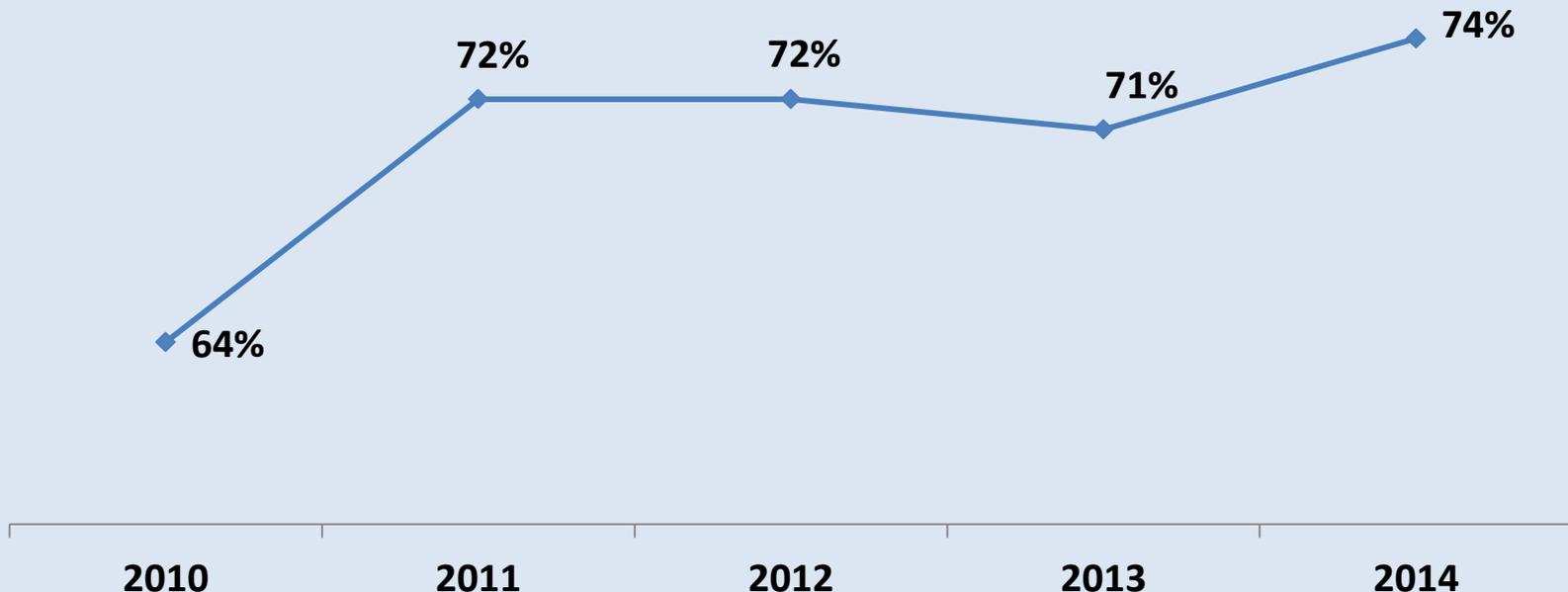
| 2010 | 2011 | 2012 | 2013 | 2014 |

# Key Findings
## (continued)

- **The rating of subway station cleanliness increased in 2014 and is significantly greater than in 2010**

**OVERALL STATION CLEANLINESS**

64% — 2010
72% — 2011
72% — 2012
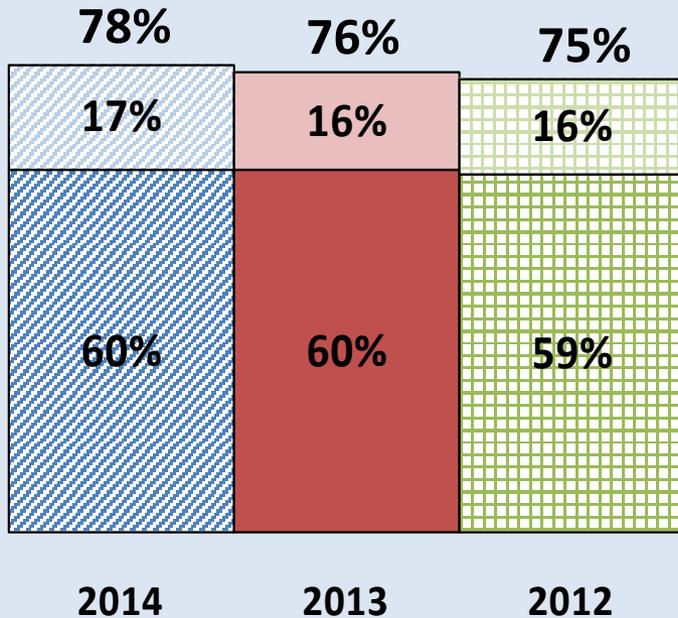71% — 2013
74% — 2014

# Key Findings
## (continued)

- **Satisfaction with Value for the Money Using the Subway increased for the fourth time in five years to a level significantly greater than in 2010**

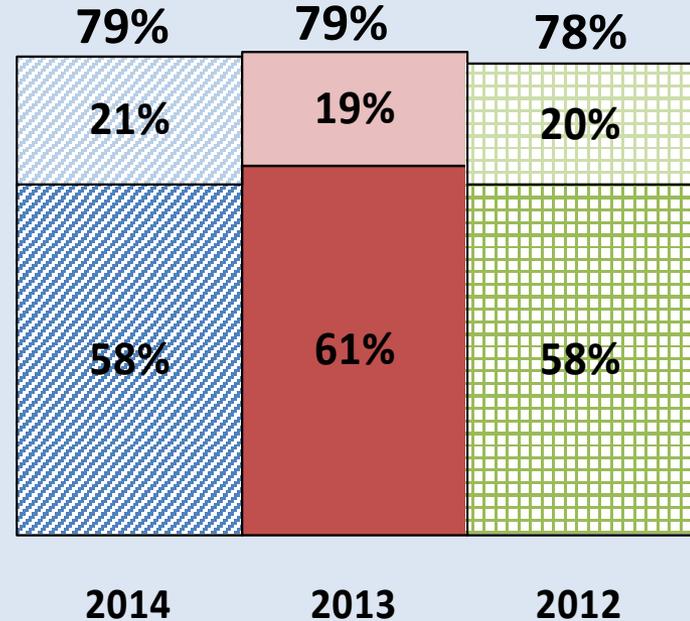**VALUE FOR THE MONEY USING THE SUBWAY**



64%    67%    70%    67%    74%

Fare Increases

2010    2011    2012    2013    2014

# Overall Customer Satisfaction

## Overall Subway Service

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 78% | 76% | 75% |
| Very Satisfied | 17% | 16% | 16% |
| Satisfied | 60% | 60% | 59% |

## Subway Line Respondent Used Most

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 79% | 79% | 78% |
| Very Satisfied | 21% | 19% | 20% |
| Satisfied | 58% | 61% | 58% |

**Top Area = Very Satisfied     Bottom Area = Satisfied**

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

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# Subway Service Frequency



**76%**
16%
60%

**78%**
20%
58%

**79%**
20%
59%

**2014**

**2013**

**2012**

Top Area = Very Satisfied     Bottom Area = Satisfied

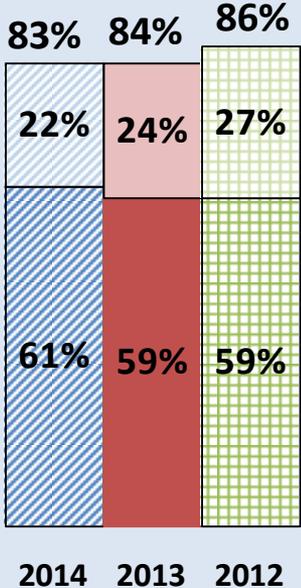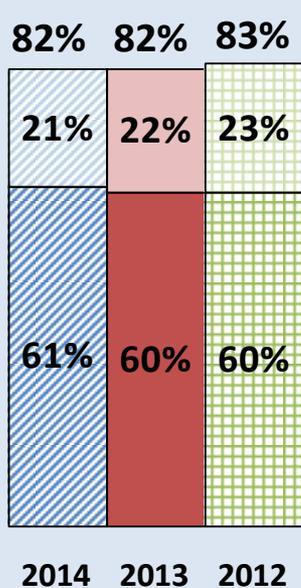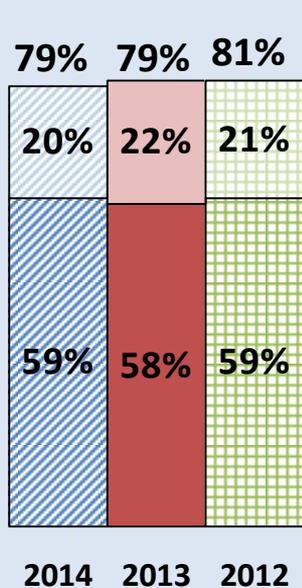Very satisfied + satisfied may not equal total due to rounding.

# Subway Reliability

| Overall Service Reliability | Predictability of Subway Travel Time | Maintaining Subway Cars So They Do Not Break Down or Cause Delays | How Fast the Subway Gets You Where You Want to Go |
|---|---|---|---|

**Overall Service Reliability**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 82% | 81% | 84% |
| Very Satisfied | 19% | 21% | 23% |
| Satisfied | 63% | 60% | 61% |

**Predictability of Subway Travel Time**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 79% | 79% | 81% |
| Very Satisfied | 20% | 22% | 21% |
| Satisfied | 59% | 58% | 59% |

**Maintaining Subway Cars So They Do Not Break Down or Cause Delays**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 82% | 82% | 83% |
| Very Satisfied | 21% | 22% | 23% |
| Satisfied | 61% | 60% | 60% |

**How Fast the Subway Gets You Where You Want to Go**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 83% | 84% | 86% |
| Very Satisfied | 22% | 24% | 27% |
| Satisfied | 61% | 59% | 59% |

**Top Area = Very Satisfied    Bottom Area = Satisfied**

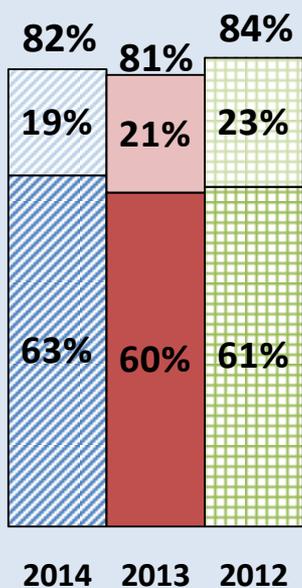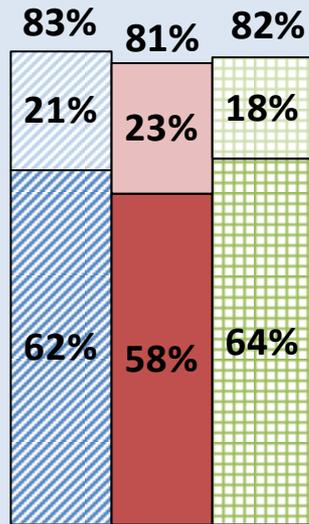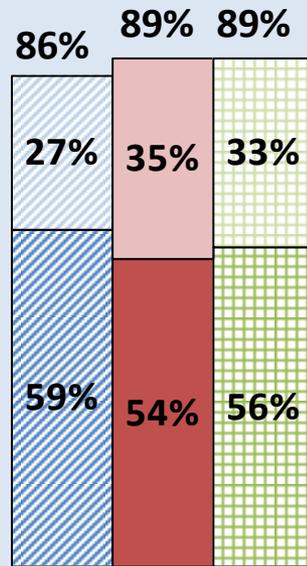Very satisfied + satisfied may not equal total due to rounding.

# Subway Safety and Security
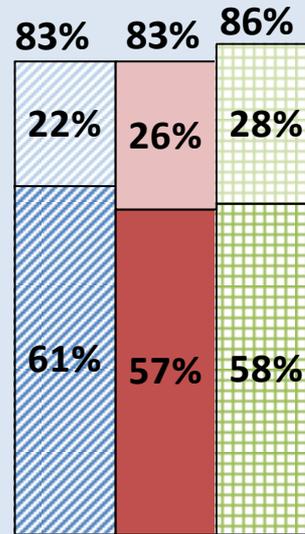
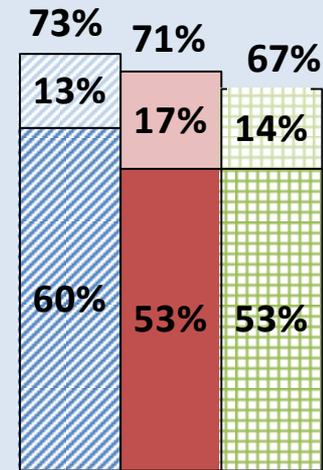| Overall Safety and Security On Trains | Safety from Mechanical Accidents | Personal Security before 8 p.m. | Personal Security after 8 p.m. |
|---|---|---|---|

**Overall Safety and Security On Trains**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 83% | 81% | 82% |
| Very Satisfied | 21% | 23% | 18% |
| Satisfied | 62% | 58% | 64% |

**Safety from Mechanical Accidents**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 86% | 89% | 89% |
| Very Satisfied | 27% | 35% | 33% |
| Satisfied | 59% | 54% | 56% |

**Personal Security before 8 p.m.**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 83% | 83% | 86% |
| Very Satisfied | 22% | 26% | 28% |
| Satisfied | 61% | 57% | 58% |

**Personal Security after 8 p.m.**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 73% | 71% | 67% |
| Very Satisfied | 13% | 17% | 14% |
| Satisfied | 60% | 53% | 53% |

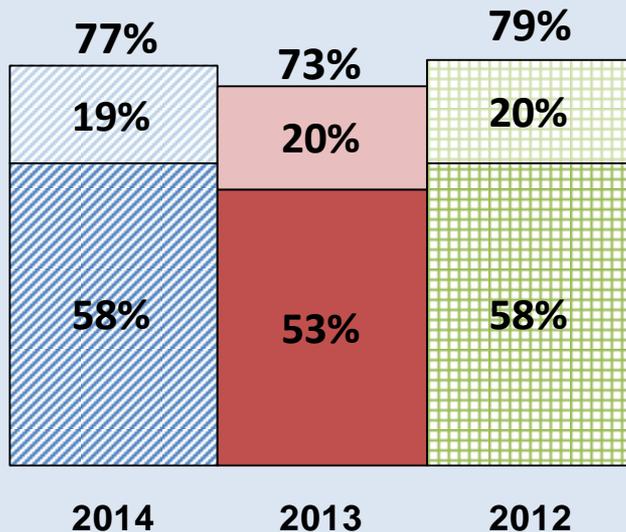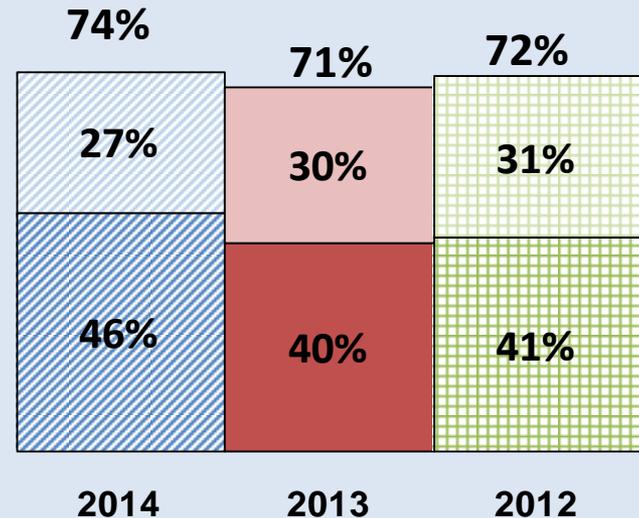**Top Area = Very Satisfied    Bottom Area = Satisfied**

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

# Information and Communications

**Overall Information and Communications about Subway Service**

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

Overall Information and Communications about Subway Service:
- 2014: 77% (19% top, 58% bottom)
- 2013: 73% (20% top, 53% bottom)
- 2012: 79% (20% top, 58% bottom)

Knowing How Long You Have to Wait for the Next Train to Arrive:
- 2014: 74% (27% top, 46% bottom)
- 2013: 71% (30% top, 40% bottom)
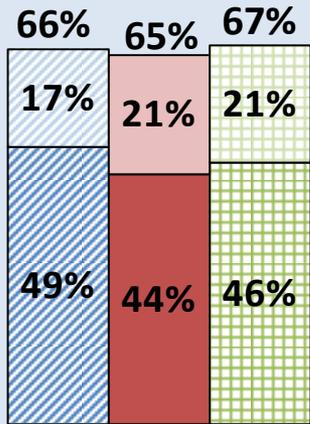- 2012: 72% (31% top, 41% bottom)

**Top Area = Very Satisfied     Bottom Area = Satisfied**

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

# Announcements on Subway Trains



**Clarity of Announcements On Subway Trains**

| 2014 | 2013 | 2012 |
|------|------|------|
| 66% | 65% | 67% |
| 17% | 21% | 21% |
| 49% | 44% | 46% |

**Usefulness of Announcements: During Normal Service**

| 2014 | 2013 | 2012 |
|------|------|------|
| 76% | 75% | 76% |
| 21% | 23% | 24% |
| 55% | 52% | 52% |

**Usefulness of Announcements: Unplanned Delays**

| 2014 | 2013 | 2012 |
|------|------|------|
| 69% | 67% | 67% |
| 19% | 18% | 21% |
| 51% | 50% | 46% |

**Usefulness of Announcements: Planned Service Changes**
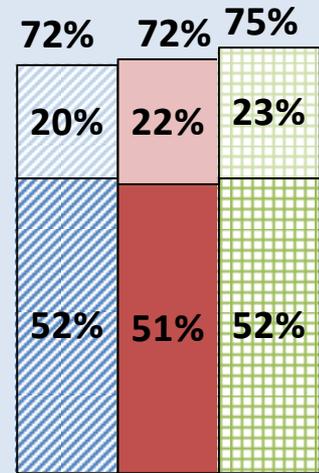
| 2014 | 2013 | 2012 |
|------|------|------|
| 72% | 72% | 75% |
| 20% | 22% | 23% |
| 52% | 51% | 52% |

**Top Area = Very Satisfied     Bottom Area = Satisfied**

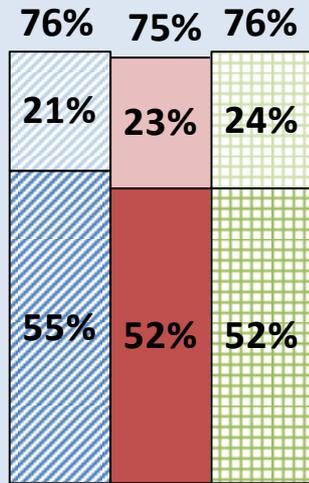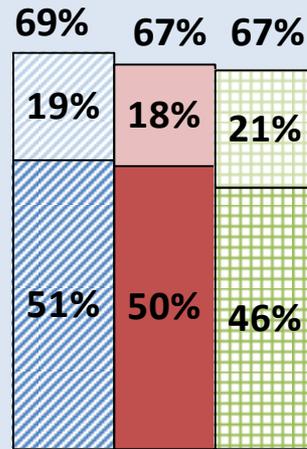Very satisfied + satisfied may not equal total due to rounding.

# Comfort and Convenience Using the Subway



**Overall Comfort and Convenience of Using the Subway**

| 2014 | 2013 | 2012 |
|------|------|------|
| 83% | 82% | 83% |
| 20% | 22% | 21% |
| 63% | 60% | 62% |

**Keeping Trains from Getting Too Crowded during Rush Hours**

| 2014 | 2013 | 2012 |
|------|------|------|
| 51% | 43% | 45% |
| 6% | 8% | 6% |
| 45% | 35% | 39% |

**Keeping Trains from Getting Too Crowded during Weekend Days**

| 2014 |
|------|
| 68% |
| 10% |
| 58% |

**Comfort of Temperature on Subway Cars**

| 2014 | 2013 | 2012 |
|------|------|------|
| 84% | 81% | 82% |
| 22% | 24% | 27% |
| 62% | 57% | 55% |

Top Area = Very Satisfied    Bottom Area = Satisfied

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

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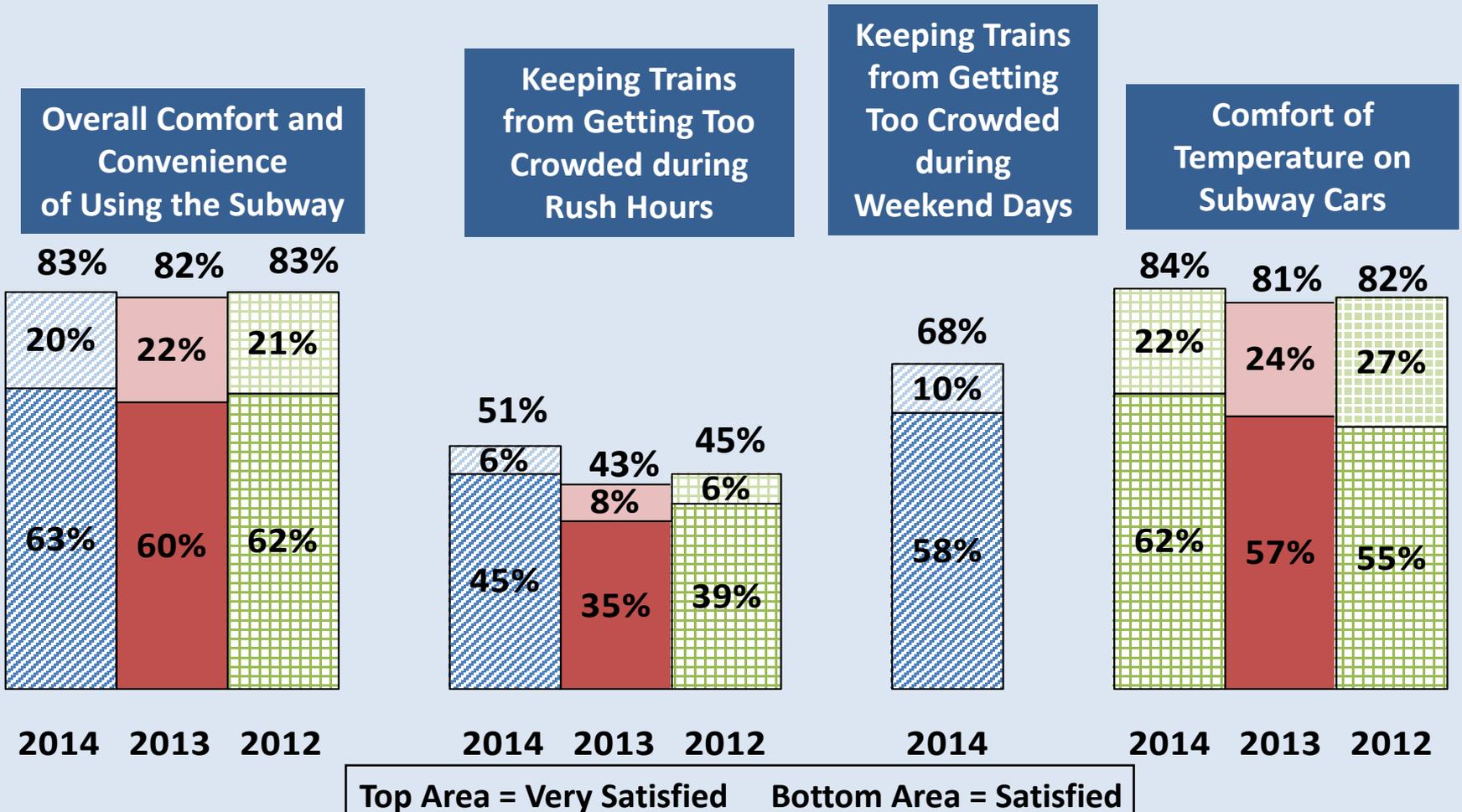
# Cleanliness of Subway Cars

## Overall Cleanliness of Subway Cars

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 71% | 74% | 75% |
| Very Satisfied | 13% | 16% | 20% |
| Satisfied | 58% | 58% | 55% |
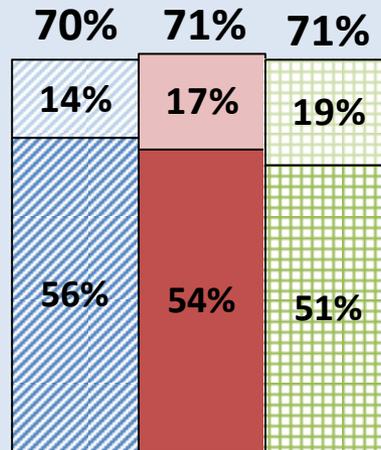
## Keeping Floors and Seats Clean

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 70% | 71% | 71% |
| Very Satisfied | 14% | 17% | 19% |
| Satisfied | 56% | 54% | 51% |
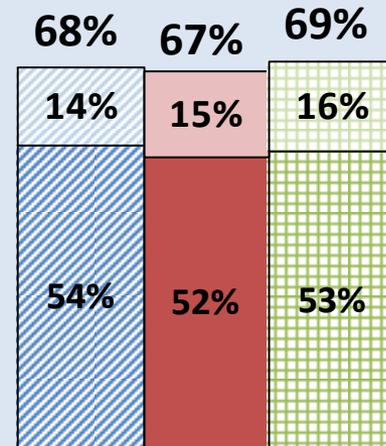
## Having no Litter in Subway Cars

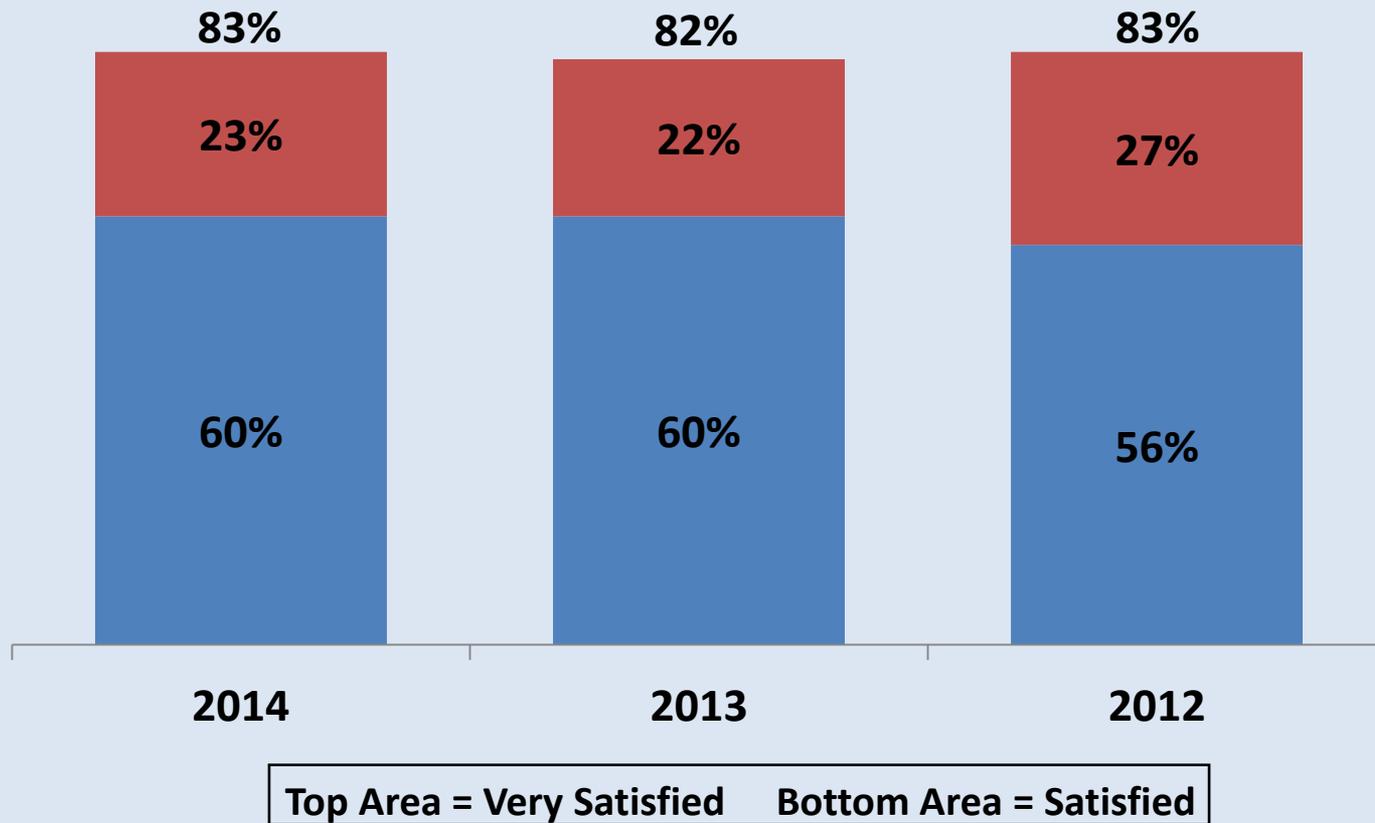| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 68% | 67% | 69% |
| Very Satisfied | 14% | 15% | 16% |
| Satisfied | 54% | 52% | 53% |

**Top Area = Very Satisfied     Bottom Area = Satisfied**

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

# Courtesy and Helpfulness of Subway Conductors

83%            82%            83%

23%            22%            27%

60%            60%            56%

2014           2013           2012

**Top Area = Very Satisfied     Bottom Area = Satisfied**

Very satisfied + satisfied may not equal total due to rounding.
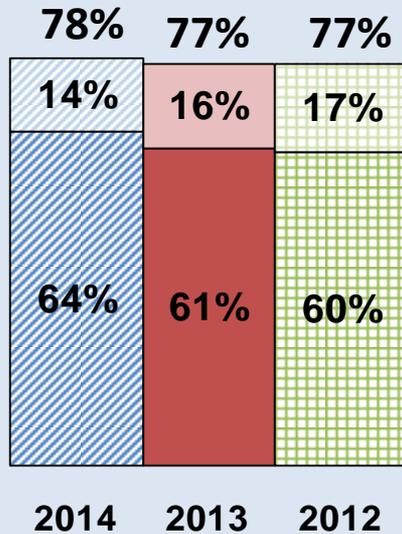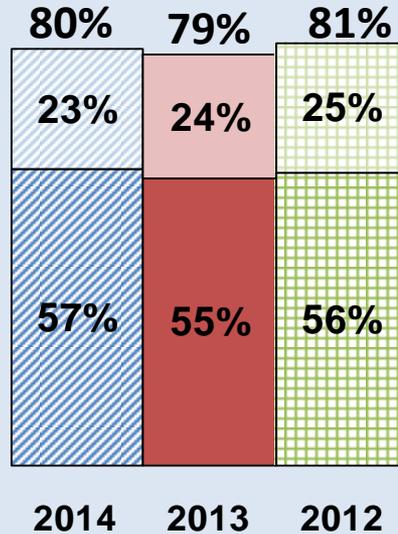
# Subway Stations

**Overall Station Environment**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 78% | 77% | 77% |
| Very Satisfied | 14% | 16% | 17% |
| Satisfied | 64% | 61% | 60% |

**Station Respondent Uses Most Often Near Home**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 80% | 79% | 81% |
| Very Satisfied | 23% | 24% | 25% |
| Satisfied | 57% | 55% | 56% |

**Station Respondent Uses Most Often Near Work**

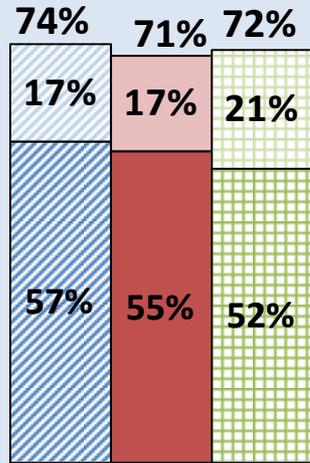| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Total | 77% | 81% | 82% |
| Very Satisfied | 19% | 21% | 20% |
| Satisfied | 58% | 60% | 61% |
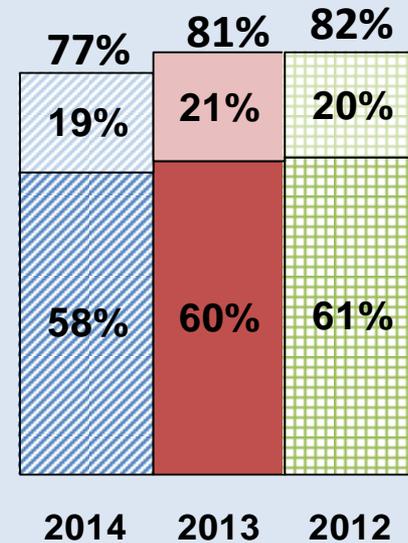
**Top Area = Very Satisfied      Bottom Area = Satisfied**
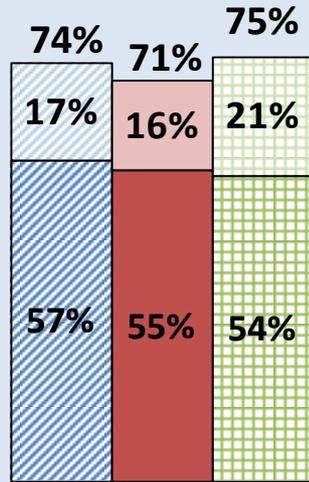
Very satisfied + satisfied may not equal total due to rounding.

# Overall Station Cleanliness
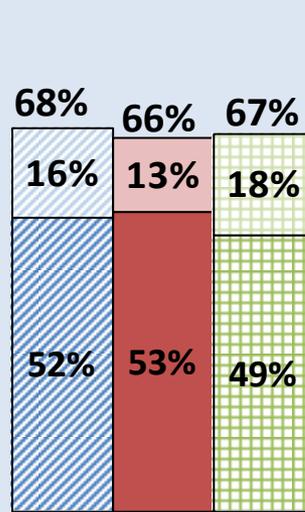
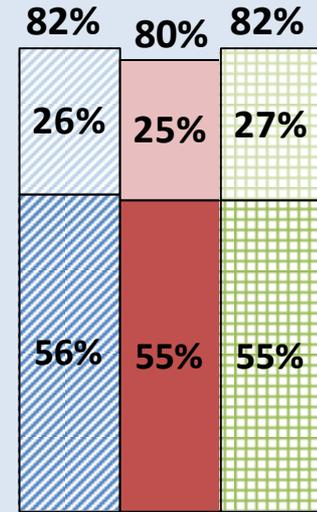| Overall Cleanliness of Stations | Keeping Stations Litter Free | Keeping Station Clean from Dirt and Grime | Keeping Graffiti off Walls, Signs, Etc. |
|---|---|---|---|

**Overall Cleanliness of Stations**
- 2014: 74% (Very Satisfied 17%, Satisfied 57%)
- 2013: 71% (Very Satisfied 17%, Satisfied 55%)
- 2012: 72% (Very Satisfied 21%, Satisfied 52%)

**Keeping Stations Litter Free**
- 2014: 74% (Very Satisfied 17%, Satisfied 57%)
- 2013: 71% (Very Satisfied 16%, Satisfied 55%)
- 2012: 75% (Very Satisfied 21%, Satisfied 54%)

**Keeping Station Clean from Dirt and Grime**
- 2014: 68% (Very Satisfied 16%, Satisfied 52%)
- 2013: 66% (Very Satisfied 13%, Satisfied 53%)
- 2012: 67% (Very Satisfied 18%, Satisfied 49%)

**Keeping Graffiti off Walls, Signs, Etc.**
- 2014: 82% (Very Satisfied 26%, Satisfied 56%)
- 2013: 80% (Very Satisfied 25%, Satisfied 55%)
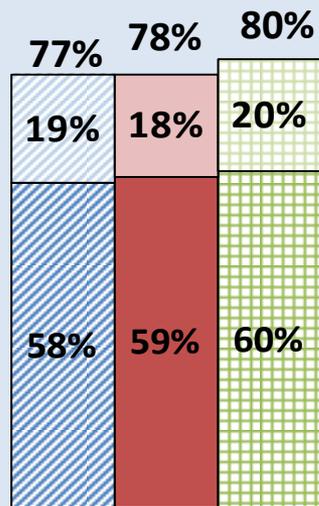- 2012: 82% (Very Satisfied 27%, Satisfied 55%)

**Top Area = Very Satisfied    Bottom Area = Satisfied**

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

# Maintenance and Repair of Stations



**Overall Maintenance and Repair**

| 2014 | 2013 | 2012 |
|------|------|------|
| 77% | 78% | 80% |
| 19% | 18% | 20% |
| 58% | 59% | 60% |

**Condition of Stairs and Handrails**

| 2014 | 2013 | 2012 |
|------|------|------|
| 79% | 80% | 82% |
| 20% | 22% | 27% |
| 59% | 58% | 55% |

**Working Condition of MVMs**

| 2014 | 2013 | 2012 |
|------|------|------|
| 83% | 79% | 82% |
| 24% | 24% | 29% |
| 59% | 55% | 53% |
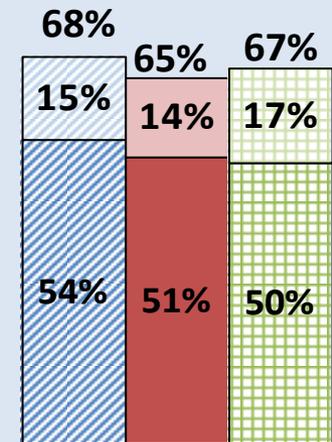
**Condition of Walls and Ceilings**

| 2014 | 2013 | 2012 |
|------|------|------|
| 68% | 65% | 67% |
| 15% | 14% | 17% |
| 54% | 51% | 50% |

**Top Area = Very Satisfied    Bottom Area = Satisfied**

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

# Availability of Information in Stations
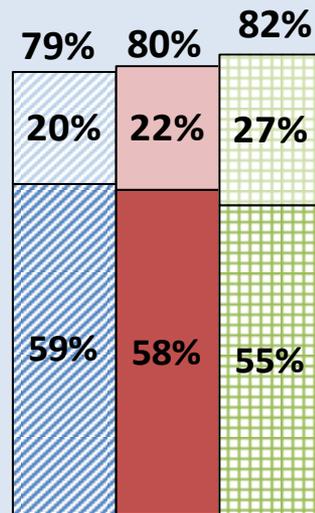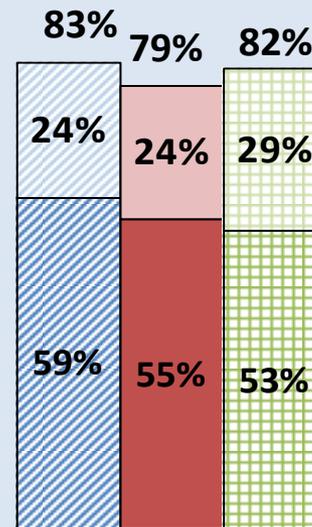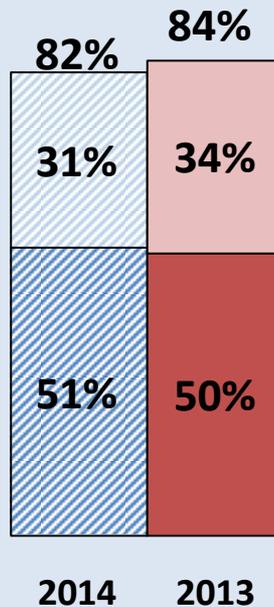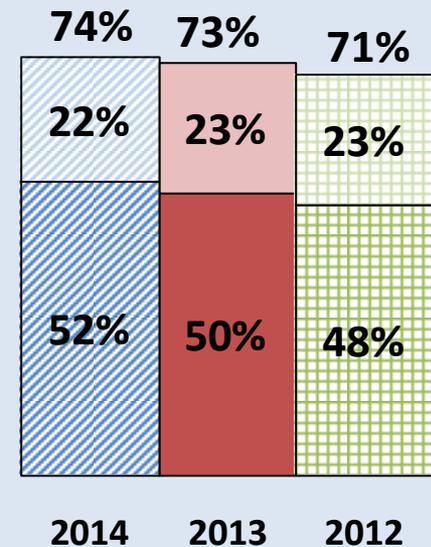


**Overall Availability of Information in Stations**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Very Satisfied | 20% | 22% | 22% |
| Satisfied | 59% | 58% | 58% |
| Total | 79% | 80% | 80% |

**Announcements about Standing Away from Platform Edge**

| | 2014 | 2013 |
|---|---|---|
| Very Satisfied | 31% | 34% |
| Satisfied | 51% | 50% |
| Total | 82% | 84% |

**Clarity of Announcements on Station Platforms**

| | 2014 | 2013 | 2012 |
|---|---|---|---|
| Very Satisfied | 22% | 23% | 23% |
| Satisfied | 52% | 50% | 48% |
| Total | 74% | 73% | 71% |

**Top Area = Very Satisfied     Bottom Area = Satisfied**

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

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# Information about Service Delays and Diversions

## Information in Station about Unscheduled Delays

| | 71% | 69% | 67% |
|---|---|---|---|
| Very Satisfied | 17% | 18% | 17% |
| Satisfied | 53% | 51% | 50% |
| | 2014 | 2013 | 2012 |

## Information in Station about Planned Service Changes

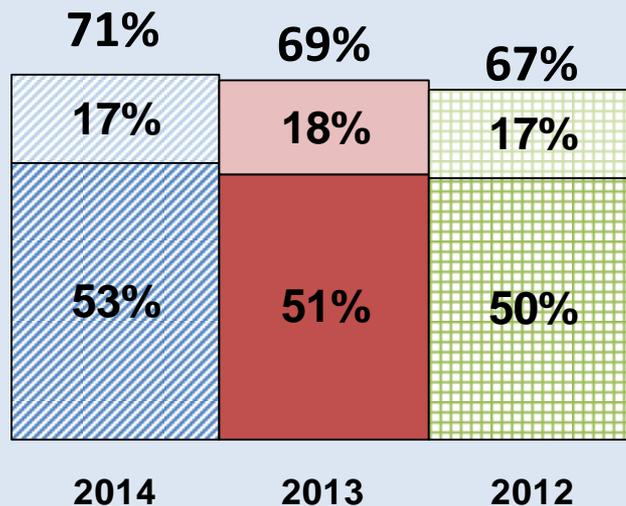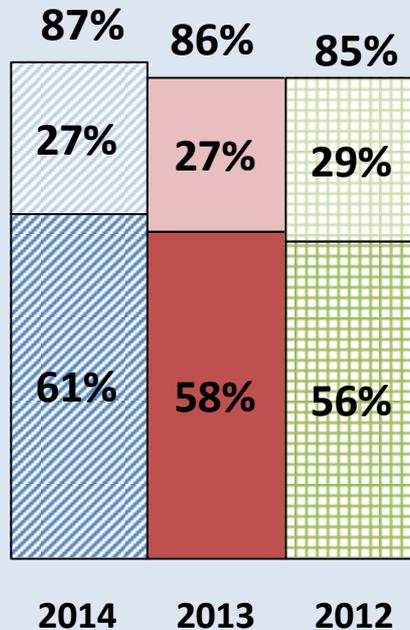| | 77% | 78% | 78% |
|---|---|---|---|
| Very Satisfied | 20% | 23% | 22% |
| Satisfied | 57% | 55% | 55% |
| | 2014 | 2013 | 2012 |
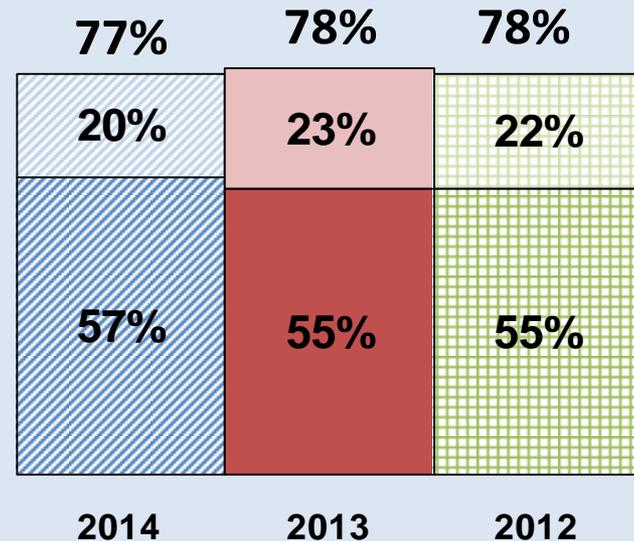
**Top Area = Very Satisfied     Bottom Area = Satisfied**

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

# Personal Security in Stations



**Overall Personal Security in Station**

| 84% | 82% | 82% |
|:---:|:---:|:---:|
| 22% | 23% | 20% |
| 61% | 58% | 61% |
| 2014 | 2013 | 2012 |

**Your Sense of Personal Security Before 8 p.m.**

| 87% | 86% | 85% |
|:---:|:---:|:---:|
| 27% | 27% | 29% |
| 61% | 58% | 56% |
| 2014 | 2013 | 2012 |

**Your Sense of Personal Security After 8 p.m.**

| 75% | 74% | 69% |
|:---:|:---:|:---:|
| 19% | 19% | 17% |
| 56% | 55% | 53% |
| 2014 | 2013 | 2012 |

**Top Area = Very Satisfied     Bottom Area = Satisfied**

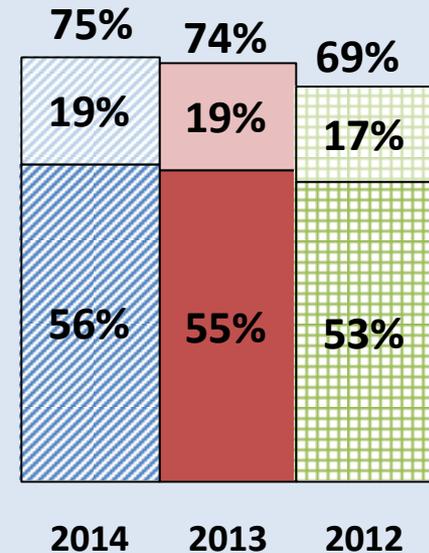Very satisfied + satisfied may not equal total due to rounding.

# Safety in Stations

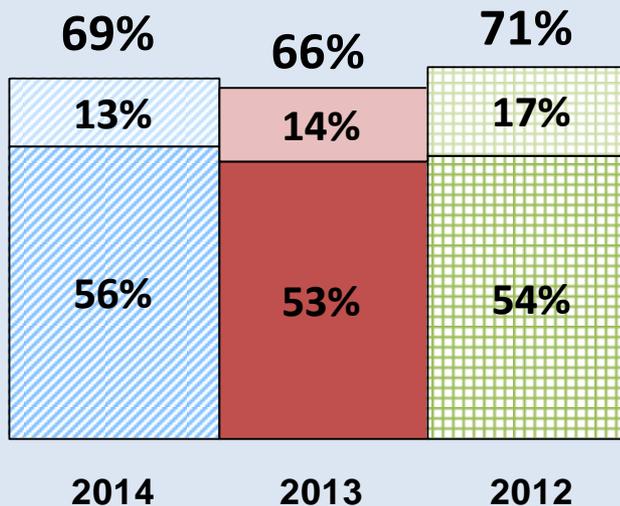# SURVEY METHODOLOGY

- The MTA conducted its annual customer satisfaction survey for New York City Transit (NYCT) subway and local bus operations from June 9-30, 2014

- The Citywide telephone survey interviewed 1,815 New York City residents using random samples of landline and cell phone numbers.  The interviews were conducted in English, Spanish, and Chinese.

  – In-depth interviews were conducted with 1,200 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 27 minutes. The margin of error is ±3.8 percentage points.

    - 1,045 interviews were completed with subway customers.  In the past 30 days, 155 respondents rode only the local bus and not the subway; 375 customers rode only the subway and not the local bus.

  – Persons that had not used a subway or local bus in the past 30 days were not asked to rate subway and local bus operations.  These 615 non-users (the difference between 1815 and 1200 respondents) were asked demographic questions only for the purpose of weighting total survey results to the latest census data for New York City residents 18 years of age and older.

  – The survey was conducted by Abt SRBI, an MTA-retained full service firm

## CUSTOMER SATISFACTION RATING FOR SUBWAY SERVICE

| | TOTAL SATISFIED | | | | |
|---|---|---|---|---|---|
| | 2010 | 2011 | 2012 | 2013 | 2014 |
| | % | % | % | % | % |
| **OVERALL SUBWAY SERVICE** | <u>71</u> | <u>74</u> | 75 | 76 | **78** |
| **OVERALL SUBWAY SERVICE ON LINE RESPONDENT USES MOST OFTEN** | 77 | 78 | 78 | 79 | 79 |
| **SERVICE FREQUENCY** | 72 | 79 | 79 | 78 | 76 |
| **OVERALL RELIABILITY OF SERVICE** | <u>76</u> | 82 | 84 | 81 | **82** |
| The predictability of subway travel time | 74 | 77 | 81 | 79 | 79 |
| Maintaining subway cars so they do not break down and cause delays | NA | 80 | 83 | 82 | 82 |
| How fast the subway gets you where you want to go | 83 | <u>81</u> | **86** | 84 | 83 |
| **OVERALL SAFETY AND SECURITY** | <u>77</u> | 83 | 82 | 81 | **83** |
| Safety from mechanical accidents | <u>85</u> | **89** | **89** | **89** | <u>86</u> |
| Overall personal security in the subway BEFORE 8 p.m. | 80 | 86 | 86 | 83 | 83 |
| Overall personal security in the subway AFTER 8 p.m. | <u>65</u> | 72 | <u>67</u> | 71 | **73** |
| **OVERALL INFORMATION AND COMMUNICATIONS ABOUT SUBWAY SERVICE** | <u>63</u> | <u>73</u> | **79** | <u>73</u> | 77 |
| Knowing how long you have to wait for the next train to arrive | NA | <u>68</u> | 72 | 71 | **74** |
| Clarity of announcements on subway trains | 56 | 64 | 67 | 65 | 66 |
| Usefulness of announcements on trains during normal service | 67 | 74 | 76 | 75 | 76 |
| Usefulness of announcements on trains during unplanned delays | 64 | 67 | 67 | 67 | 69 |
| Usefulness of announcements on trains during planned service changes | NA | <u>69</u> | **75** | 72 | 72 |
| **OVERALL COMFORT AND CONVENIENCE OF USING THE SUBWAY** | 78 | 84 | 83 | 82 | 83 |
| Convenience of subway stops for you | NA | NA | NA | NA | 90 |
| Keeping subway trains from getting too crowded during rush hours | <u>44</u> | <u>46</u> | <u>45</u> | <u>43</u> | **51** |
| Keeping subway trains from getting too crowded during weekend days | NA | NA | NA | NA | 68 |
| Comfort of temperature on subway cars | 79 | 84 | 82 | 81 | 84 |
| **OVERALL CLEANLINESS OF SUBWAY CARS** | 68 | 75 | 75 | 74 | 71 |
| Keeping floors and seats clean | NA | 68 | 71 | 71 | 70 |
| Having no litter in subway cars | NA | 67 | 69 | 67 | 68 |
| **OVERALL COURTESY AND HELPFULNESS OF SUBWAY CONDUCTORS** | 77 | 80 | 83 | 82 | 83 |
| **OVERALL VALUE FOR THE MONEY USING THE SUBWAY** | <u>64</u> | <u>67</u> | 70 | <u>67</u> | **74** |

Note: Boldfaced numbers indicate a statistically greater level than underlined numbers in the same row at the 90% level of confidence.

| CUSTOMER SATISFACTION RATING OF SUBWAY STATIONS | | | | | |
|---|---|---|---|---|---|
| **Order of Sets Randomized.** **Overall Station Environment Always Asked Last.** | **TOTAL SATISFIED** | | | | |
| | **2010** | **2011** | **2012** | **2013** | **2014** |
| | % | % | % | % | % |
| **STATION USE MOST OFTEN NEAR HOME** | 77 | 79 | 81 | 79 | 80 |
| **STATION RESPONDENT USES MOST OFTEN NEAR WORK OR SCHOOL** | 74 | 80 | 82 | 81 | 77 |
| **OVERALL STATION ENVIRONMENT** | <u>71</u> | **78** | 77 | 77 | 78 |
| Escalators in subway | NA | <u>75</u> | **82** | **83** | **80** |
| Elevators in subway | NA | 73 | 76 | 73 | 79 |
| Courtesy and helpfulness of station agents | NA | 81 | 85 | 82 | 82 |
| **OVERALL STATION CLEANLINESS** | 64 | 72 | 72 | 71 | 74 |
| Keeping station litter free | NA | 73 | 75 | 71 | 74 |
| Keeping station clean from dirt and grime | NA | 67 | 67 | 66 | 68 |
| Keeping graffiti off walls, signs, etc. | NA | <u>78</u> | 82 | 80 | **82** |
| **OVERALL MAINTENANCE AND REPAIR OF STATION** | <u>68</u> | <u>75</u> | **80** | 78 | 77 |
| Condition of stairs and handrails | <u>72</u> | 77 | **82** | 80 | 79 |
| Working condition of MetroCard vending machines | NA | 81 | 82 | <u>79</u> | **83** |
| Working condition of MetroCard swipe readers at turnstiles | NA | 80 | **83** | <u>79</u> | 82 |
| Condition of walls and ceilings | NA | 64 | 67 | 65 | 68 |
| **OVERALL AVAILABILITY OF INFORMATION IN STATION** | 67 | 77 | 80 | 80 | 79 |
| Clarity of announcements on station platforms | <u>59</u> | <u>67</u> | **71** | **73** | **74** |
| Information in station about unscheduled delays | <u>56</u> | <u>64</u> | 67 | **69** | **71** |
| Announcements about standing away from the edge of the platform | NA | NA | NA | 84 | 82 |
| Information in station about planned service changes | 69 | 76 | 78 | 78 | 77 |
| **OVERALL PERSONAL SECURITY IN STATION** | 76 | 82 | 82 | 82 | 84 |
| Your personal safety standing on subway platforms | NA | NA | NA | 82 | 82 |
| Your sense of personal security in the station BEFORE 8 p.m. | NA | 88 | 85 | 86 | 87 |
| Your sense of personal security in the station AFTER 8 p.m. | NA | 72 | <u>69</u> | 74 | **75** |
| **KEEPING STATION PLATFORMS FROM GETTING TOO CROWDED IN RUSH HOURS** | <u>65</u> | 70 | **71** | <u>66</u> | 69 |

Note: Boldfaced numbers indicate a statistically greater level than underlined number in same row at the 90% level of confidence.