

2012 Metro Transit Customer Survey Highlights



Presented by:

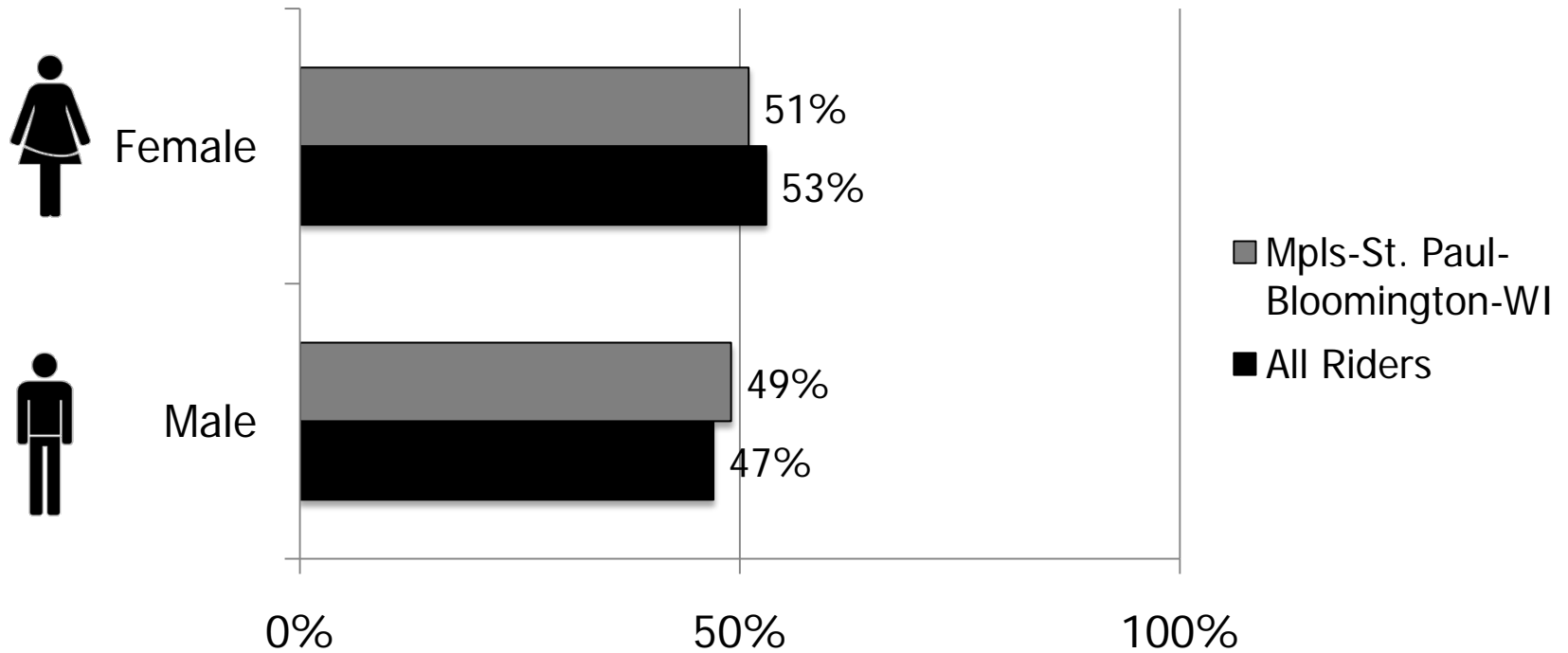
Bruce Howard
Director of Customer Services and Marketing

METHODOLOGY :: Quantitative research to measure satisfaction, importance, opinions, and perceptions of service and communications.

Mode	Distributed	Returned	Response Rate
Bus	17,000	4,193	25%
Light rail	8,000	2,178	27%
Northstar	2,000	1,021	50%

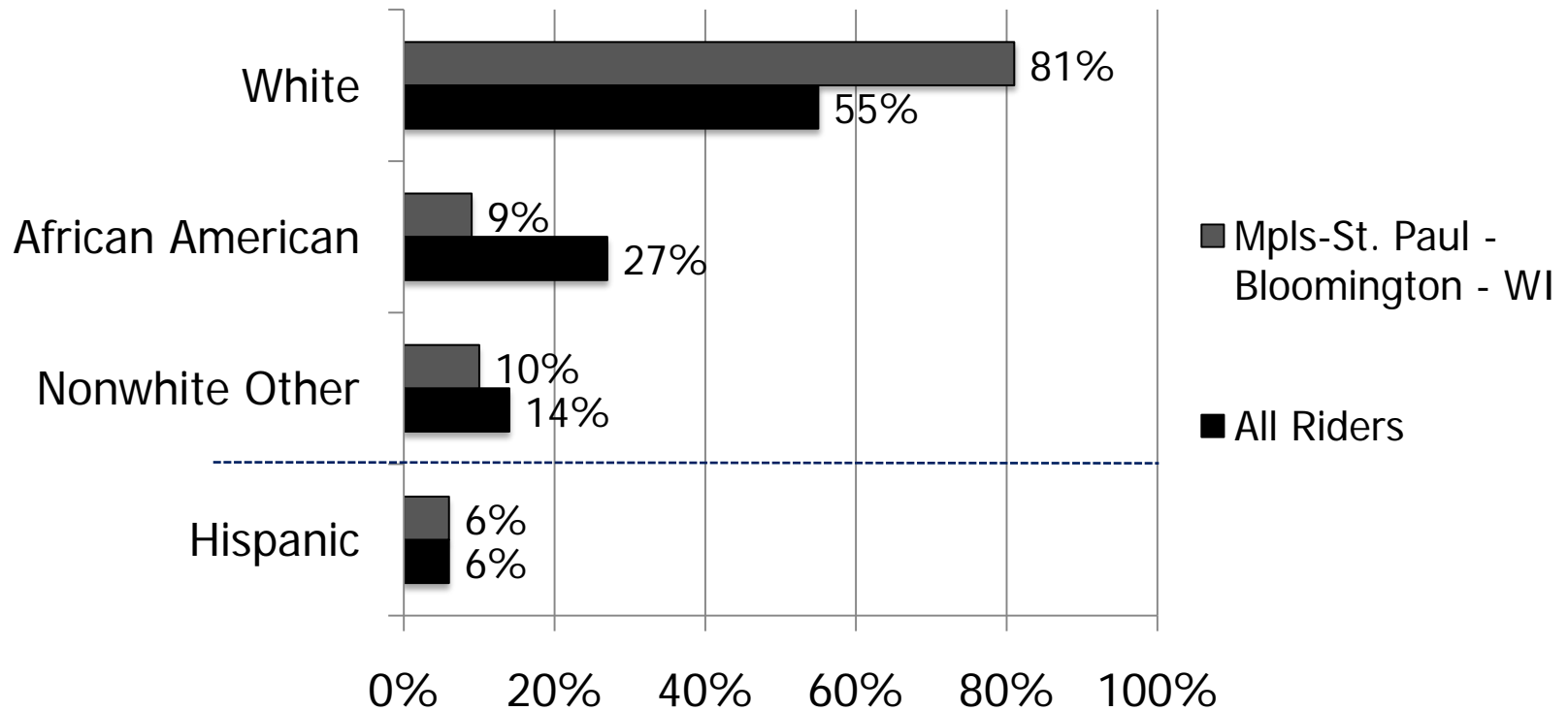
Surveys were distributed on Tuesday November 13 and Sunday November 25, 2012 and the final day for collection was December 7. These numbers provide for excellent statistical reliability. Bus responses were weighted based on express and local ridership.

DEMOGRAPHIC PROFILE :: Gender



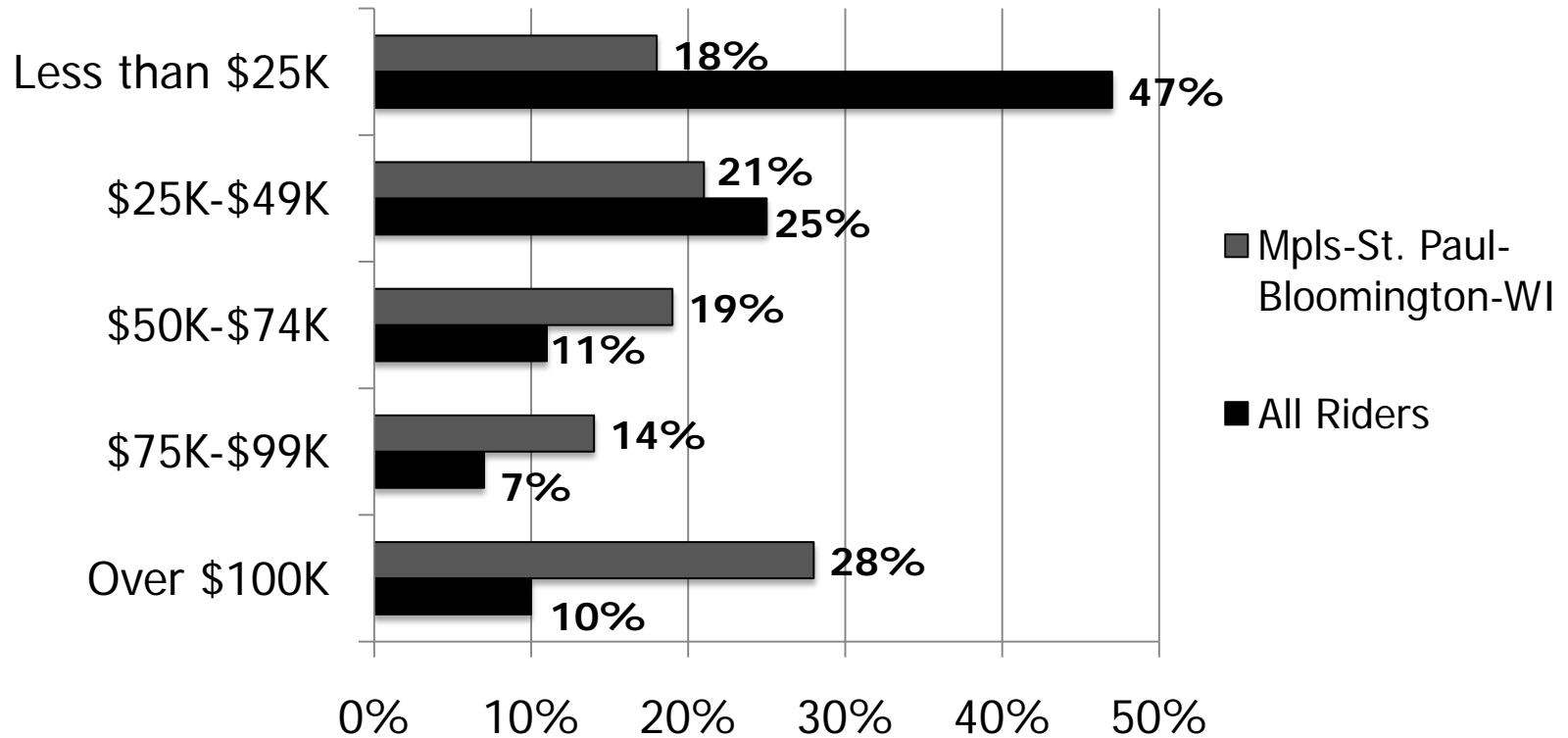
Q. Are you:
 US and Twin Cities Source: U.S. Census Bureau, 2011 American Community Survey

DEMOGRAPHIC PROFILE :: Race



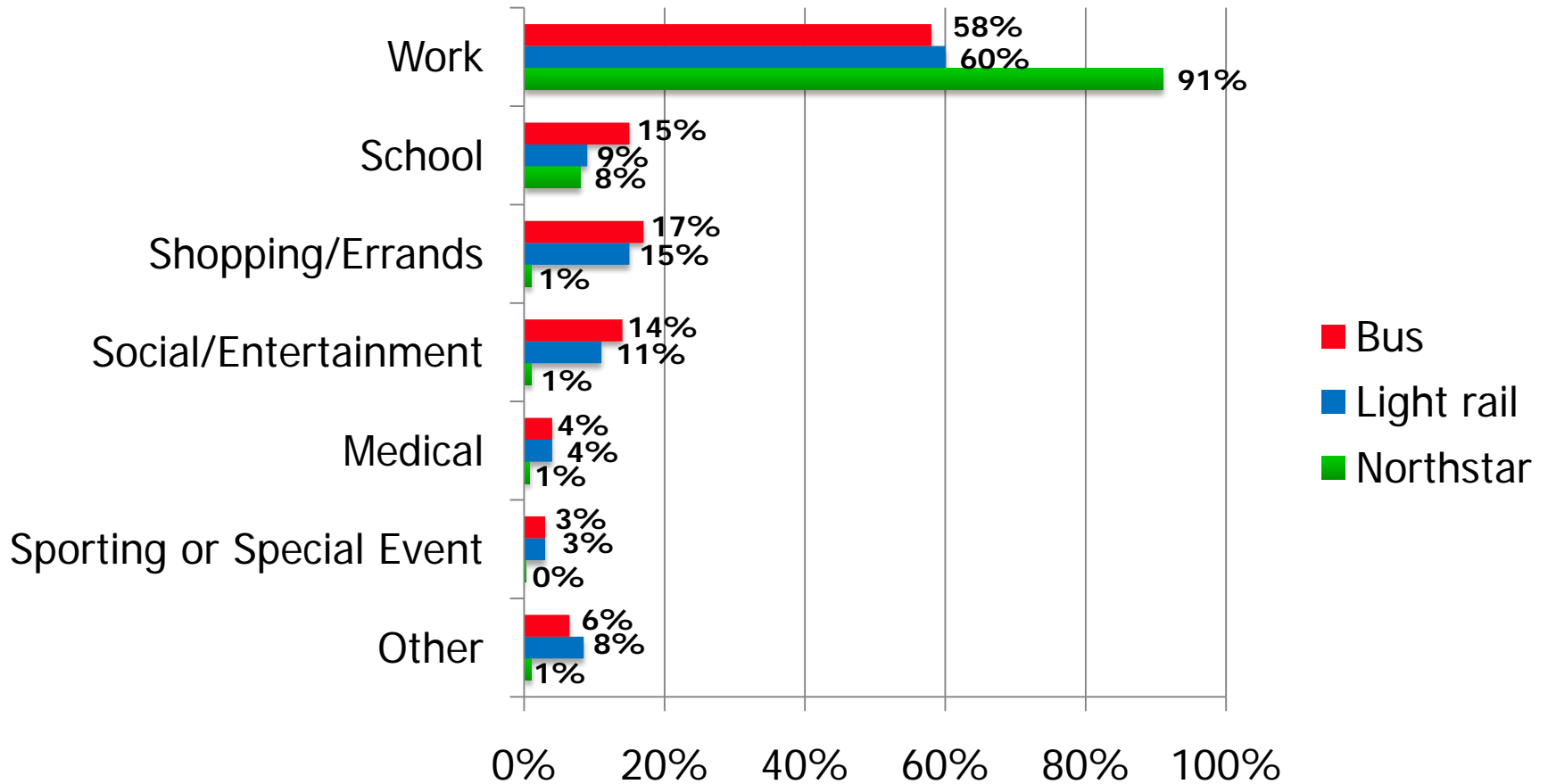
Q. Are you Hispanic/Latino? What best describes your race?
 US and Twin Cities Source: U.S. Census Bureau, 2011 American Community Survey

DEMOGRAPHIC PROFILE :: Income



Q. Approximately what was your total household income last year?
 US and Twin Cities Source: U.S. Census Bureau, 2011 American Community Survey HHI

PRIMARY PURPOSE OF TRANSIT TRIP



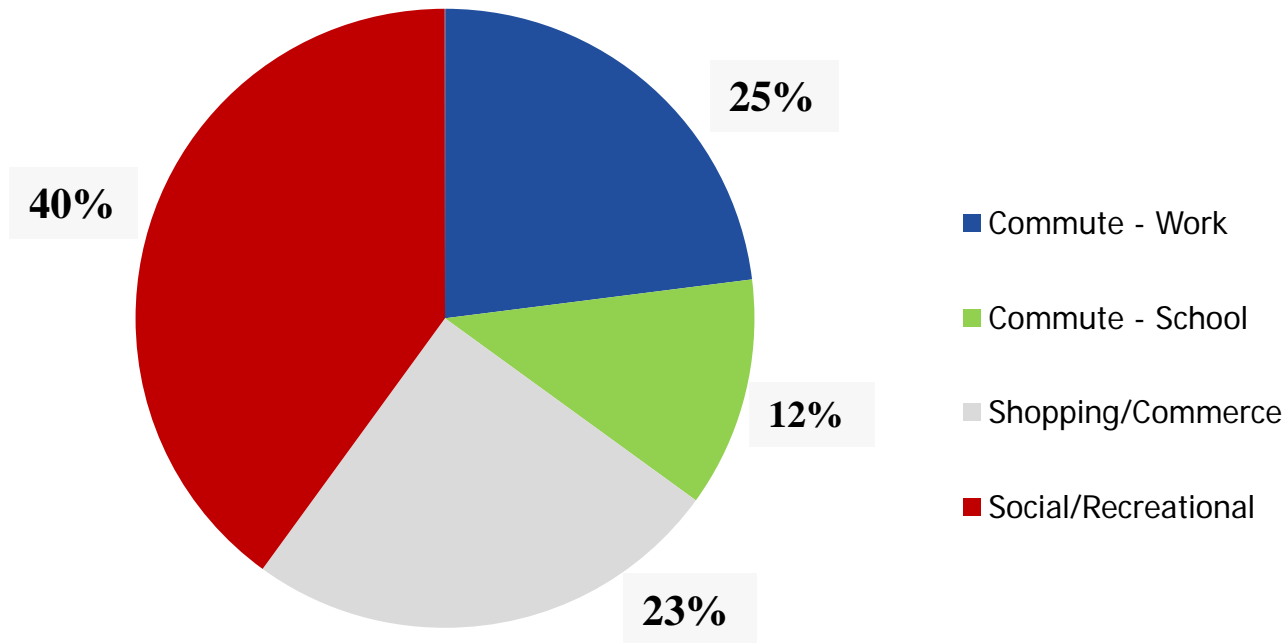
Q. What is the primary purpose of your trip today?

Bus N= 4,084 Light rail N = 1,086 Northstar N = 1,017

Note: Multiple responses allowed, may not total 100%. While multiple responses were not indicated as an option, there was no ability to control for multiple responses.

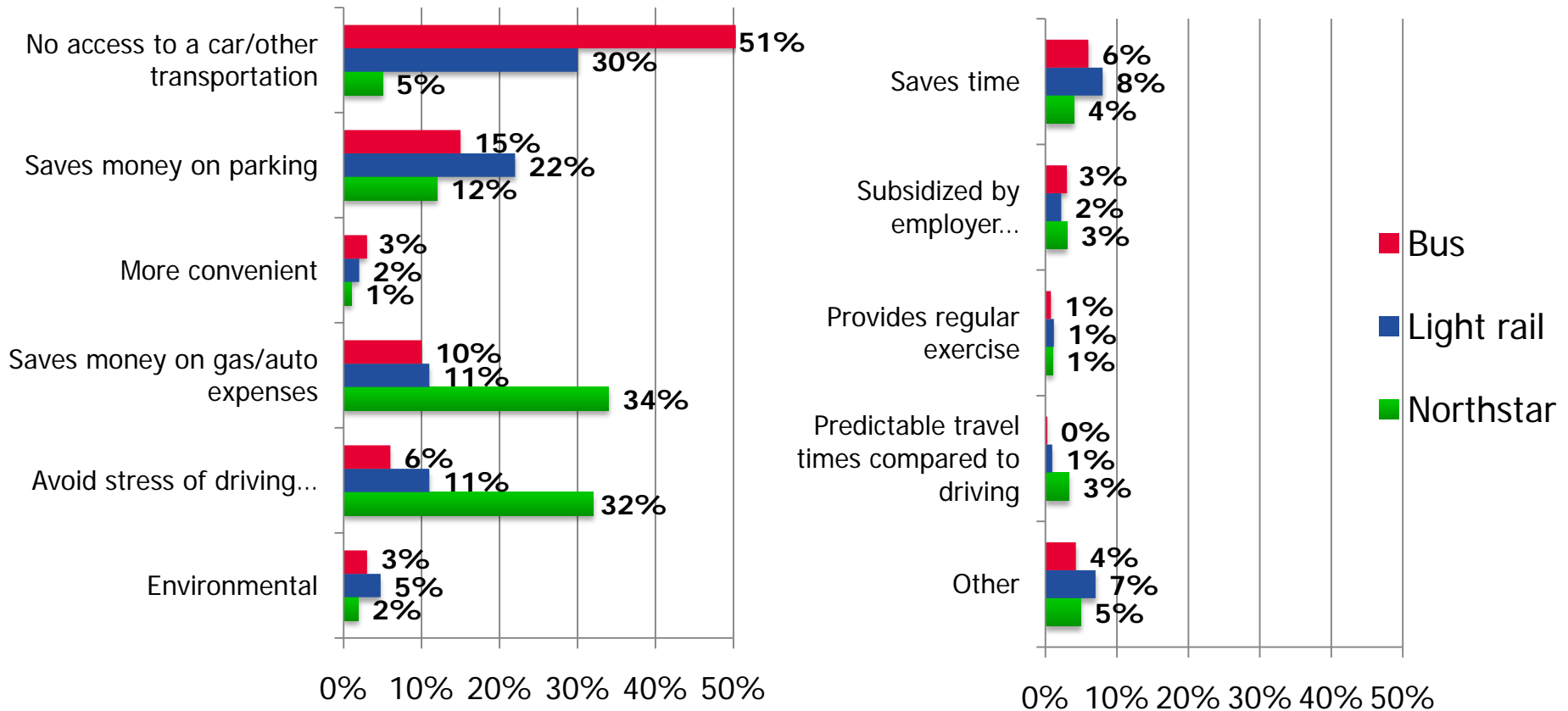
WHY DO PEOPLE TRAVEL?

% of All Trips in Twin Cities Metro Area



Source: Metropolitan Council 2010 Travel Behavior Inventory

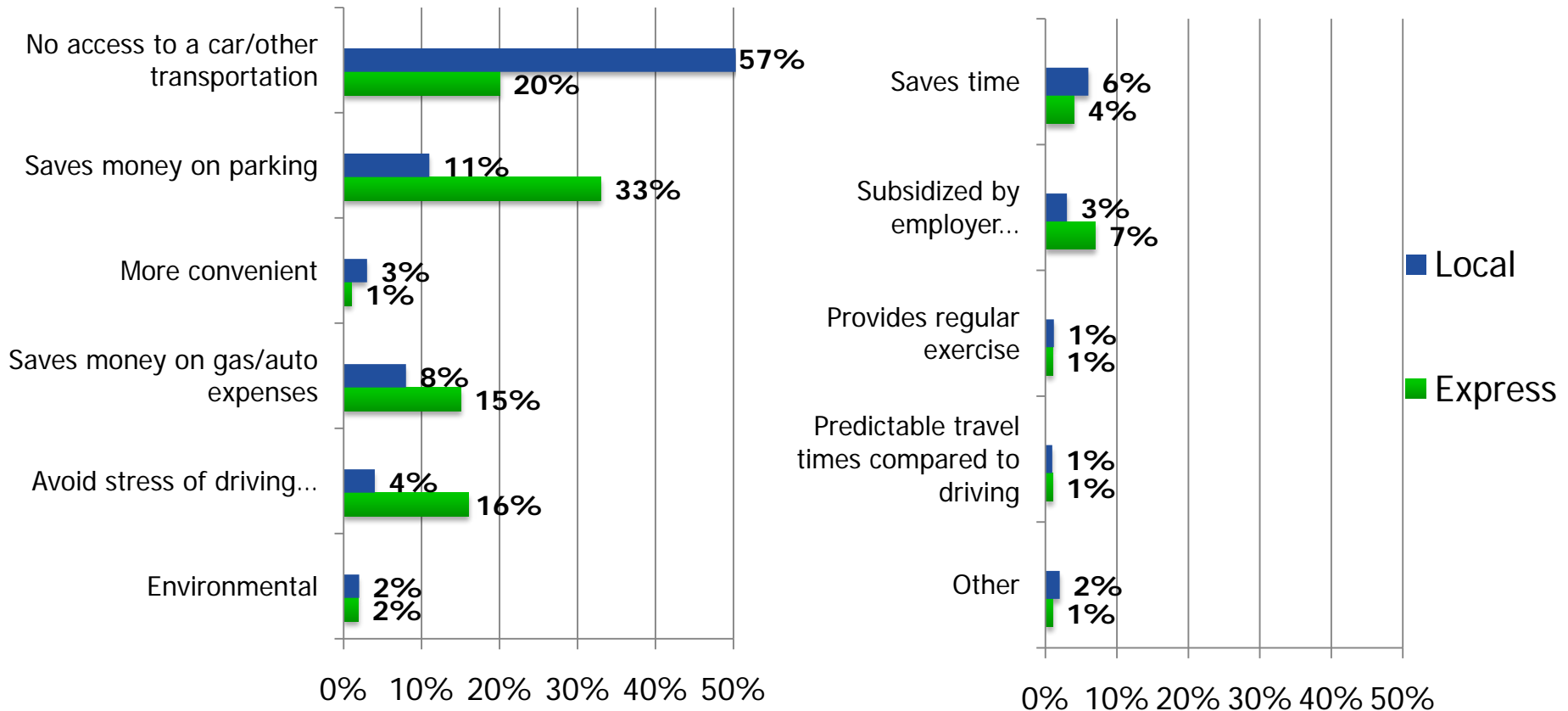
MAIN REASON FOR USING TRANSIT



Q. What is the ONE main reason you use transit?
 Bus N = 2,981 Light rail N = 1,589 Northstar N = 793
 Note: Multiple responses allowed, may not total 100%.

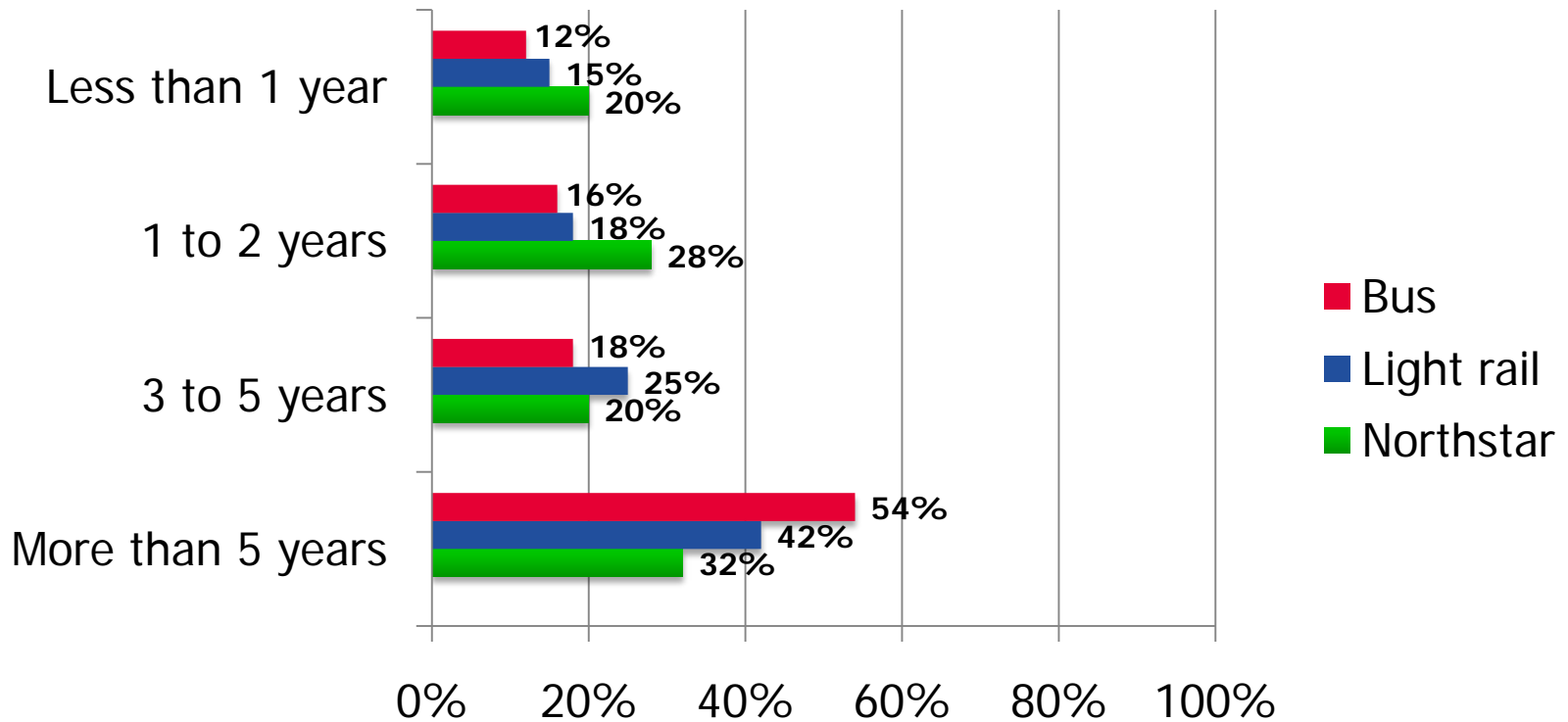
MAIN REASON FOR USING TRANSIT

Express Bus Vs Local Bus



Q. What is the ONE main reason you use transit?
 Express Bus N = 505 Local Bus N = 2,338
 Note: Multiple responses allowed, may not total 100%.

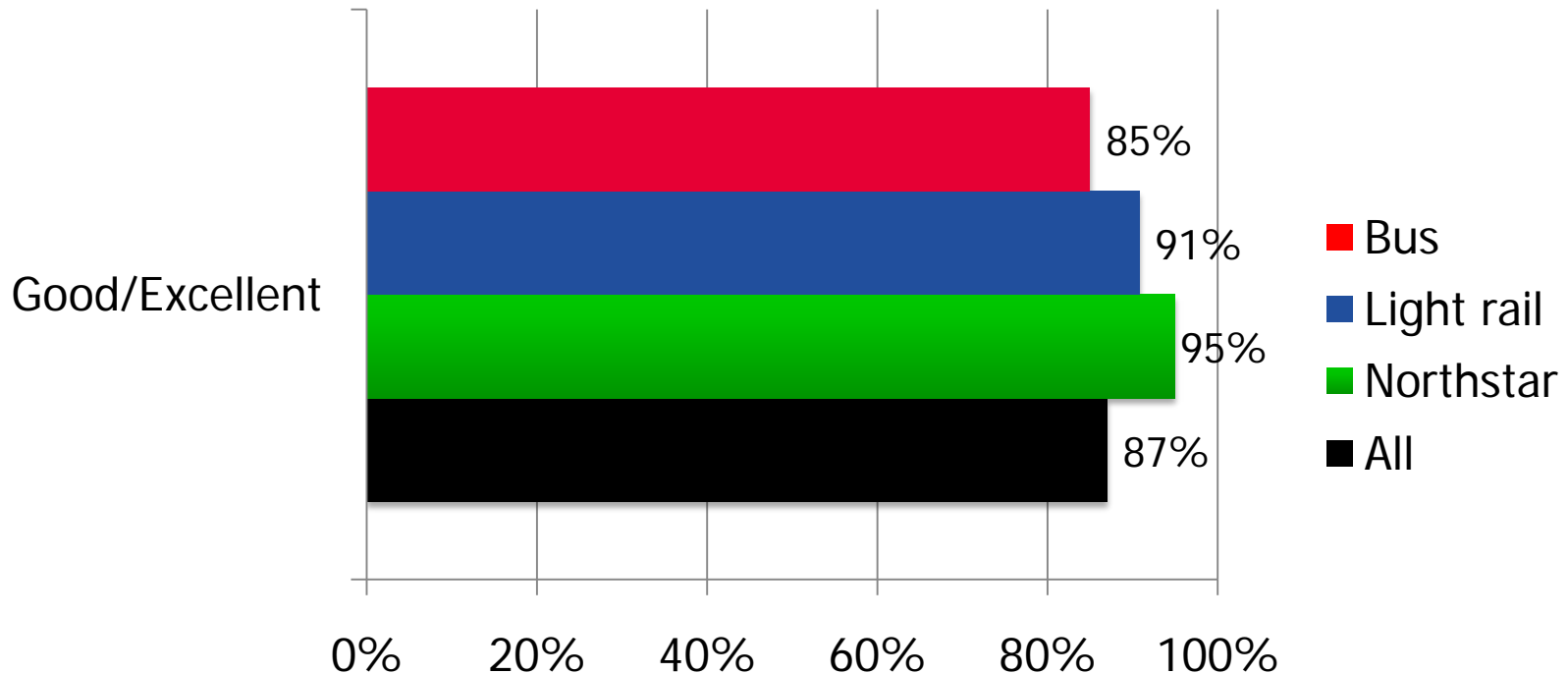
LENGTH OF RIDERSHIP



Q. How long have you used Metro Transit services?
 Bus N = 3,606 Light rail N = 2,002, Northstar N = 984

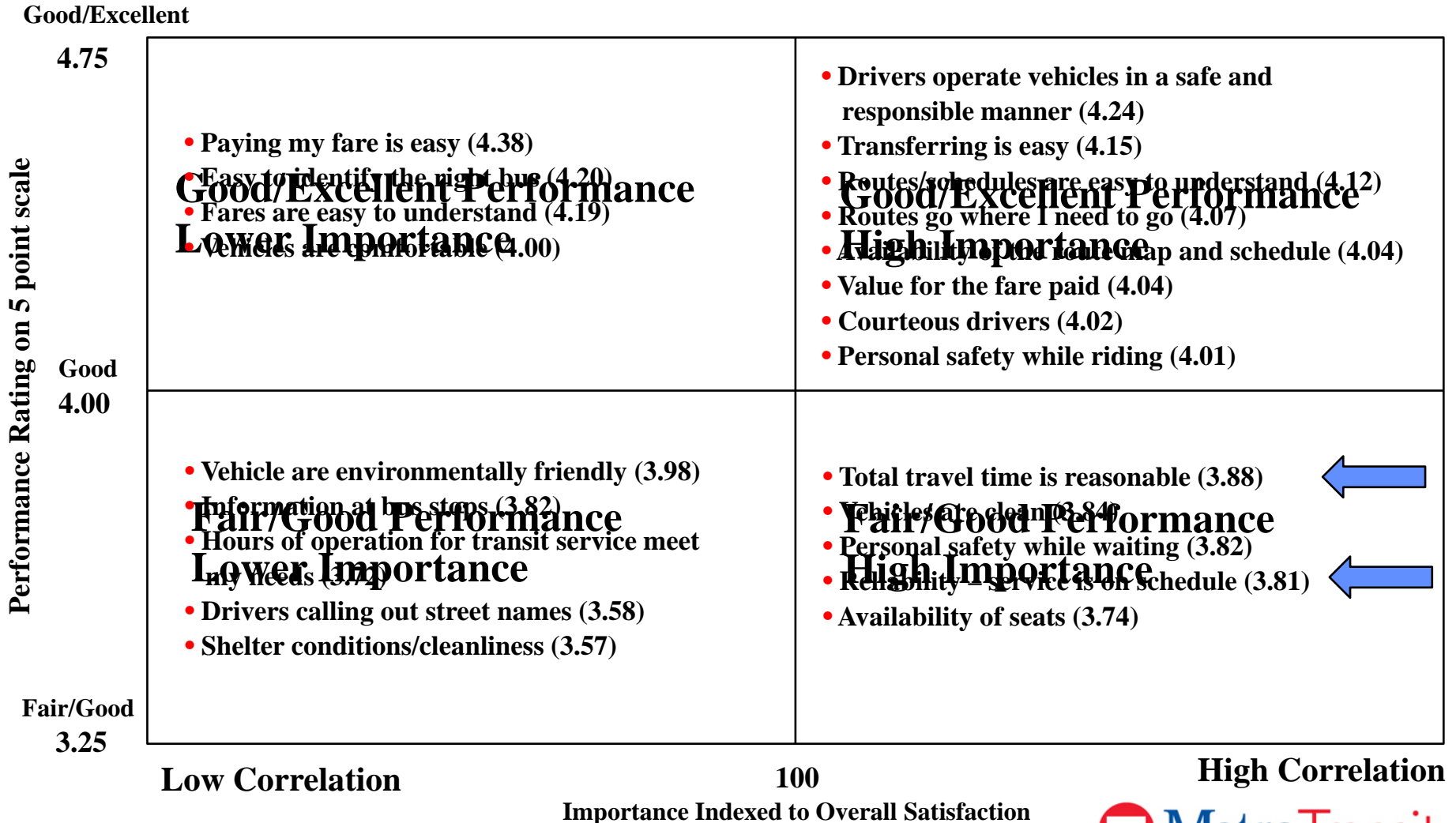
OVERALL METRO TRANSIT RATINGS

Nearly nine of ten riders rate service as
“good to excellent”



Q. Please rate Metro Transit's performance on the following elements of service: Overall rating of Metro Transit service.
Scale: "Don't know" to "Excellent"
Bus N = 3,573 Light rail N = 1,981 Northstar N = 938

2012 QUADRANT CHART - BUS



NET PROMOTER SCORES

Metro Transit Modes

- Net Promoter Score approach is used to measure the percent of Riders who are Promoters, Passives, Detractors
- Using a scale of 0-10 with 10 being extremely likely to recommend Metro Transit Service
- $\% \text{ Promoters} - \% \text{ Detractors} = \text{Net Promoter Score } \%$

	Promoters (10-9)	Passives (8-7)	Detractors (6-0)	Net Promoter Score
Bus	54%	26%	20%	34%
Light Rail	68%	21%	11%	57%
Northstar	76%	19%	5%	71%

Q. How likely is it that you would recommend Metro Transit to a friend or colleague? (0 – 10 point scale)
 Bus N = 3,763 Light Rail N = 2,053 Northstar N = 998

LIKELIHOOD TO RECOMMEND

Metro Transit vs Industry Leaders

Industry Leaders	Net Promoter Score
• Trader Joes (Grocery)	82%
• Costco (Specialty Store)	77%
• Apple (Computer Hardware)	72%
• Metro Transit Northstar	71%
• Amazon (Online Shopping)	70%
• Jet Blue (Airlines)	60%
• Metro Transit Light Rail	57%
• Vanguard (Brokerage)	56%
• Google (Online Search)	53%
• American Express (Credit Cards)	41%
• Metro Transit Bus	34%
• Verizon (Cable/Satelite TV)	28%
• State Farm (Life Insurance)	19%

Source: 2011 Net Promoter Benchmark Study of US Consumers by Satmetrix.

NEXT STEPS

- Final report available on MET NET by the end of April.
- Staff reviews the report and uses results to help guide 2013 and 2014 continuous improvement initiatives.
- Customized reports created to help ensure future operations, planning, fare policy, marketing and other decisions are customer driven.

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Questions ?

