



# 2016 Metro Transit Customer Survey Highlights



## Presented by:

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

	Return Rate	Distributed	Collected Direct	Collected by Mail	Collected Online
<b>Bus</b>	4,136 (24%)	17,000	2,668 (65%)	573 (14%)	895 (22%)
<b>Light rail</b>	3,292 (27%)	12,000	2,348 (71%)	750 (23%)	194 (6%)*
<b>Northstar</b>	569 (28%)	2,000	442 (78%)	89 (16%)	38 (7%)
<b>Met Council Bus</b>	294 (15%)	2,000	6 (2%)	261 (89%)	27 (9%)

Light rail and Northstar were distributed Sunday, November 13; Tuesday, November 15 and Thursday, November 17. Bus was distributed Saturday, November 12 and Wednesday, November 16. Bus intercepts were conducted to provide support collection of non-rush riders between Monday, November 28 and Friday, December 2, 2016. An additional 500 A Line surveys were distributed the week of November 28.

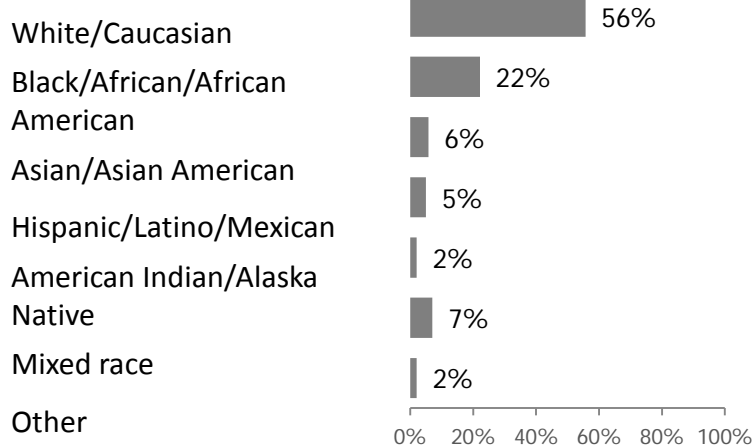
*\*Line could not be determined for four of the online surveys collected.*

# Demographic Profile (all modes)

## Gender



## Race/Ethnicity



	<i>Riders</i>	<i>Census</i>
Male	47%	49%
Female	52%	51%
Trans/Other	1%	---
White/Caucasian	56%	81%
Black/African/African American	22%	8%
Asian/Asian American	6%	6%
Hispanic/Latino/Mexican	5%	6%
American Indian/Alaska Native	2%	1%
Mixed race	7%	3%
Other	2%	2%

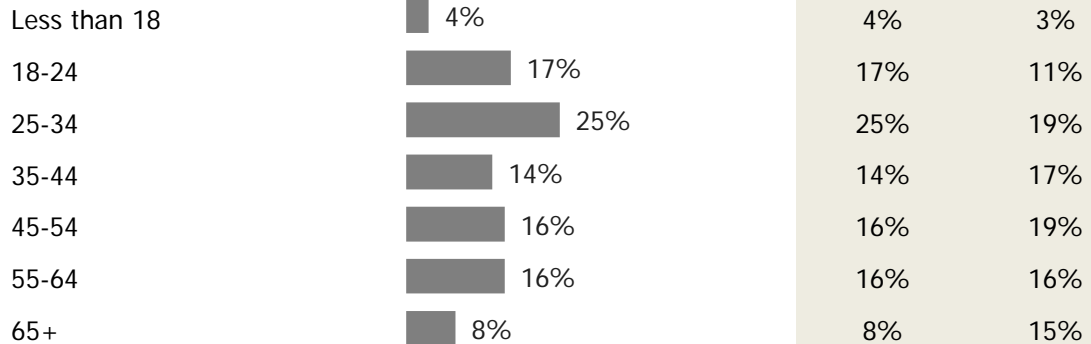
Q: What is your gender?

Q: What is your race/ethnicity?

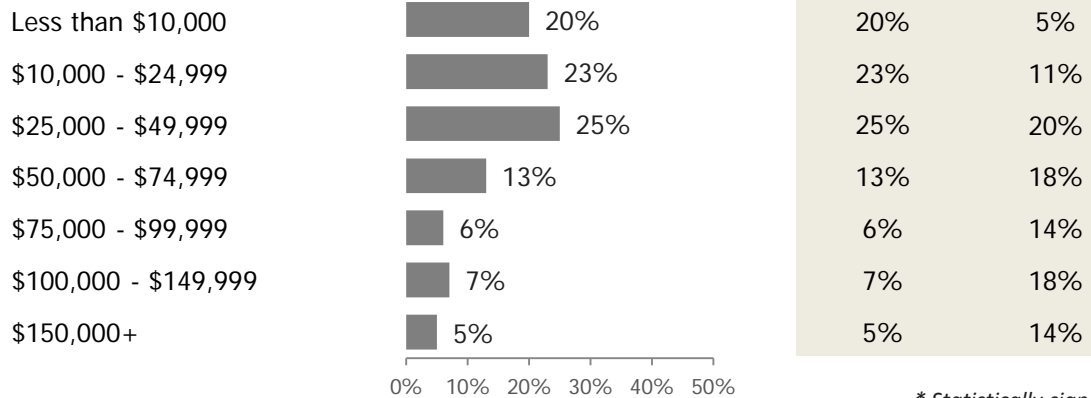
US and Twin Cities Source: U.S. Census Bureau, 2013 American Community Survey

# Demographic Profile (all modes)

## Age



## Household Income



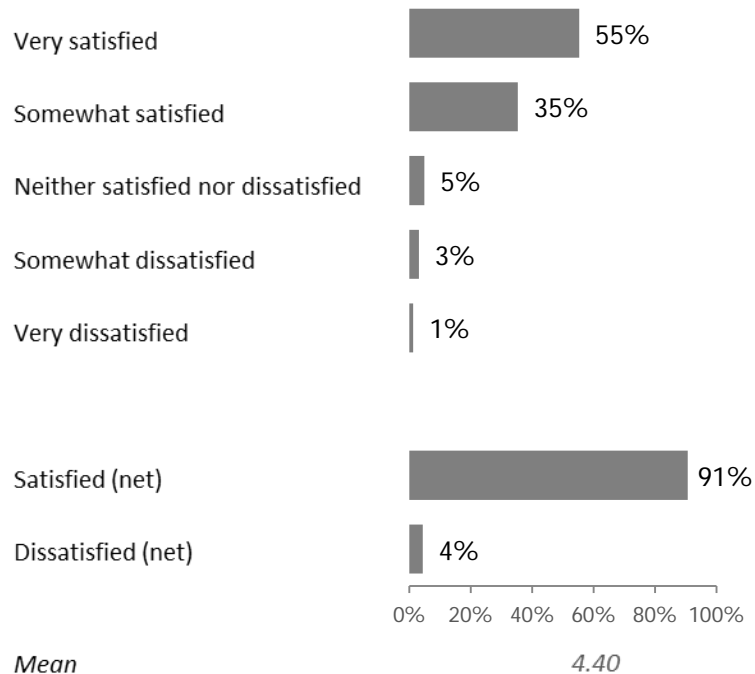
\* Statistically significant difference from 2016

Q: What year were you born?

Q: Approximately, what was your total household income last year before taxes?

# Overall Satisfaction (all modes)

## Overall Satisfaction with Metro Transit Experience



	Bus (n=4,920)	Light Rail (n=2,030)	Northstar (n=74)
Very satisfied	53%	*61%	**71%
Somewhat satisfied	**37%	*32%	25%
Neither satisfied nor dissatisfied	**6%	*3%	2%
Somewhat dissatisfied	**4%	2%	2%
Very dissatisfied	*1%	*1%	<1%
<b>Satisfied (net)</b>	<b>90%</b>	<b>*93%</b>	<b>**96%</b>
<b>Dissatisfied (net)</b>	<b>*5%</b>	<b>3%</b>	<b>2%</b>
<b>Mean</b>	<b>4.36</b>	<b>*4.50</b>	<b>**4.64</b>

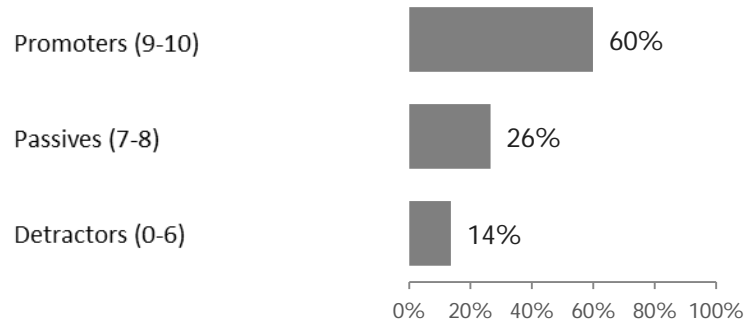
\* Statistically higher than lowest score

\*\* Statistically higher than both scores

Q: Overall, how satisfied are you with your Metro Transit experience?

# Likelihood to Recommend (all modes)

## Likelihood to Recommend Metro Transit



Mean

8.42

Net Promoter Score

+46

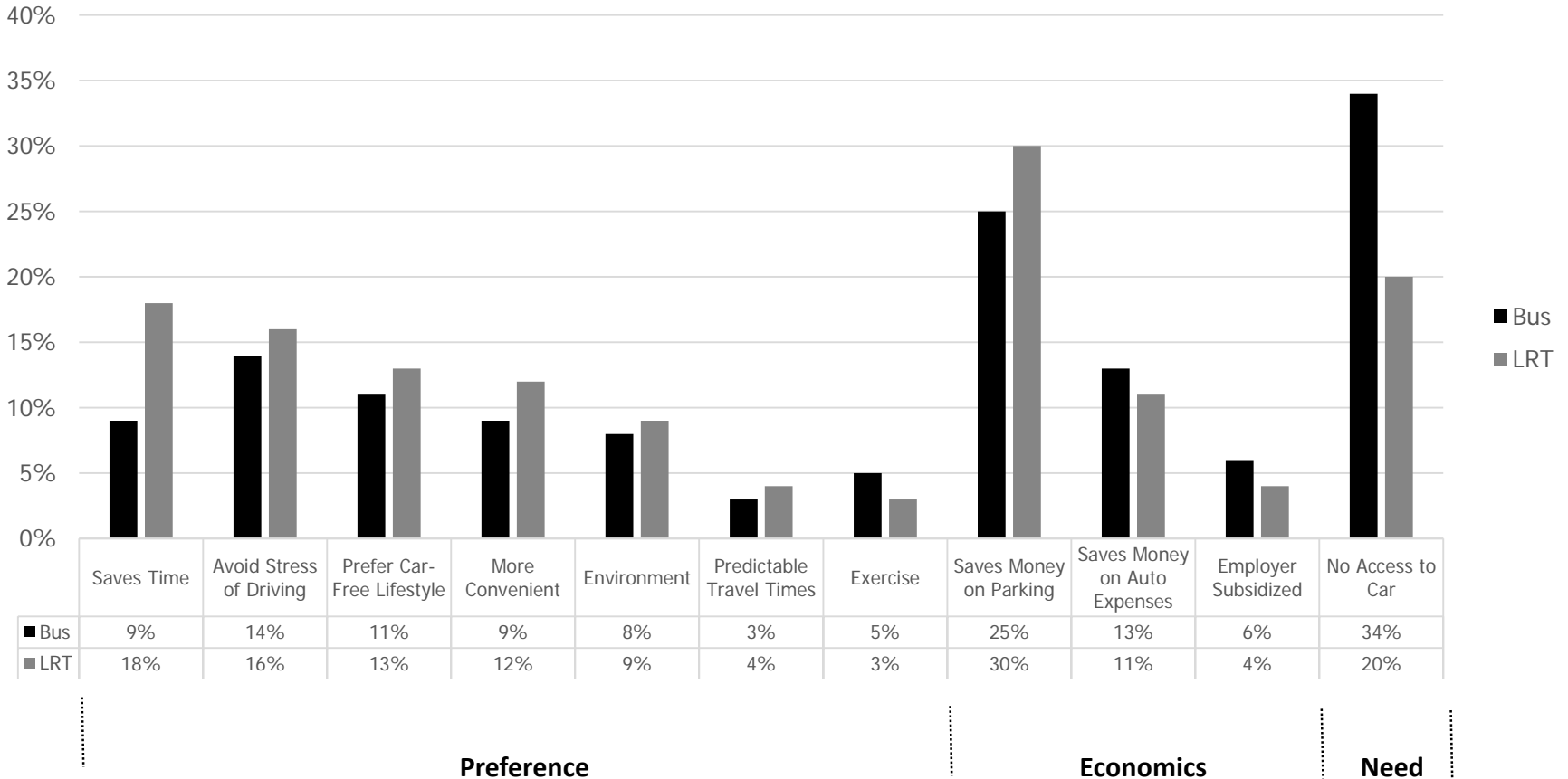
	Bus (n=5,148)	Light Rail (n=2,132)	Northstar (n=73)
Promoters (9-10)	56%	*69%	**78%
Passives (7-8)	**28%	*23%	17%
Detractors (0-6)	**16%	*8%	4%
Mean	8.25	*8.80	**9.12
Net Promoter Score	+40	+61	+74

\* Statistically higher than lowest score

\*\* Statistically higher than both scores

Q: On a scale of 0-10, where “10” is “extremely likely” and “0” is “not at all likely,” how likely is it that you would recommend Metro Transit to a friend or colleague?

# Main Reason to Use Transit



Q: What is the ONE main reason you use transit?

# Some Key Findings Needing More Insight

## Average days per week riding is down on bus and light rail

5.2 to 5.0 days per week on bus and 4.0 to 3.9 on light rail

## Two demographic shifts relate to age and race

There is a significant decrease in riders age 18-24 and significant increase in riders over 55 across all three modes

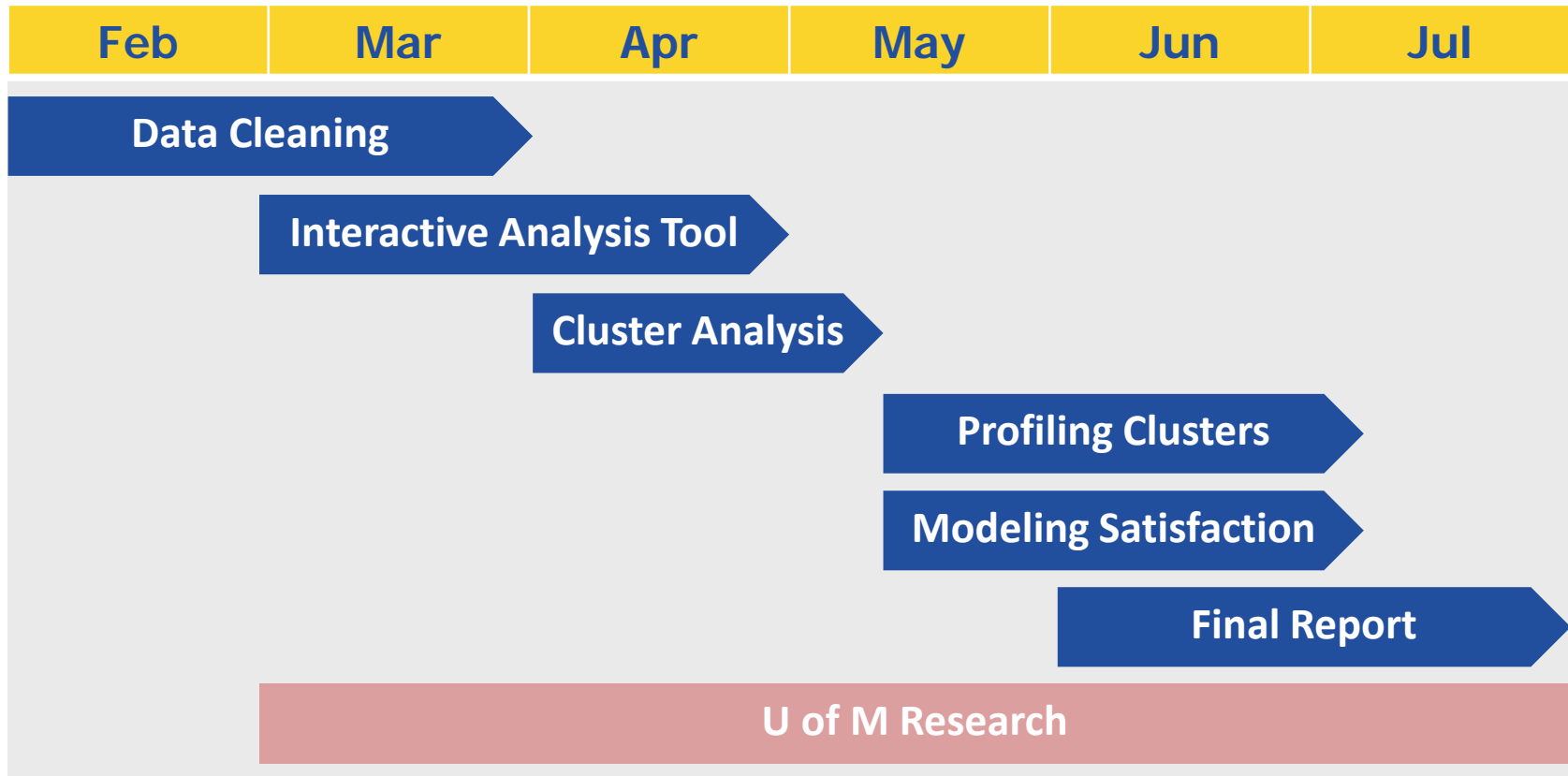
Black/African American use is down from 27% to 22%

## Growth in weekend and non-rush riders that are less satisfied

Weekend and non-rush riders are less satisfied with performance, more likely to be detractors, less satisfied with safety while waiting and riding when compared to the 2014 survey



# Strategic Initiatives Analysis Roadmap





# Example of Interactive Analysis Tool

## T Customer Survey 2016

[About](#) [Interactive Plots](#) [Map Our Riders!](#) [Feedback](#)

Primary:

Total travel time is reasonable

Secondary:

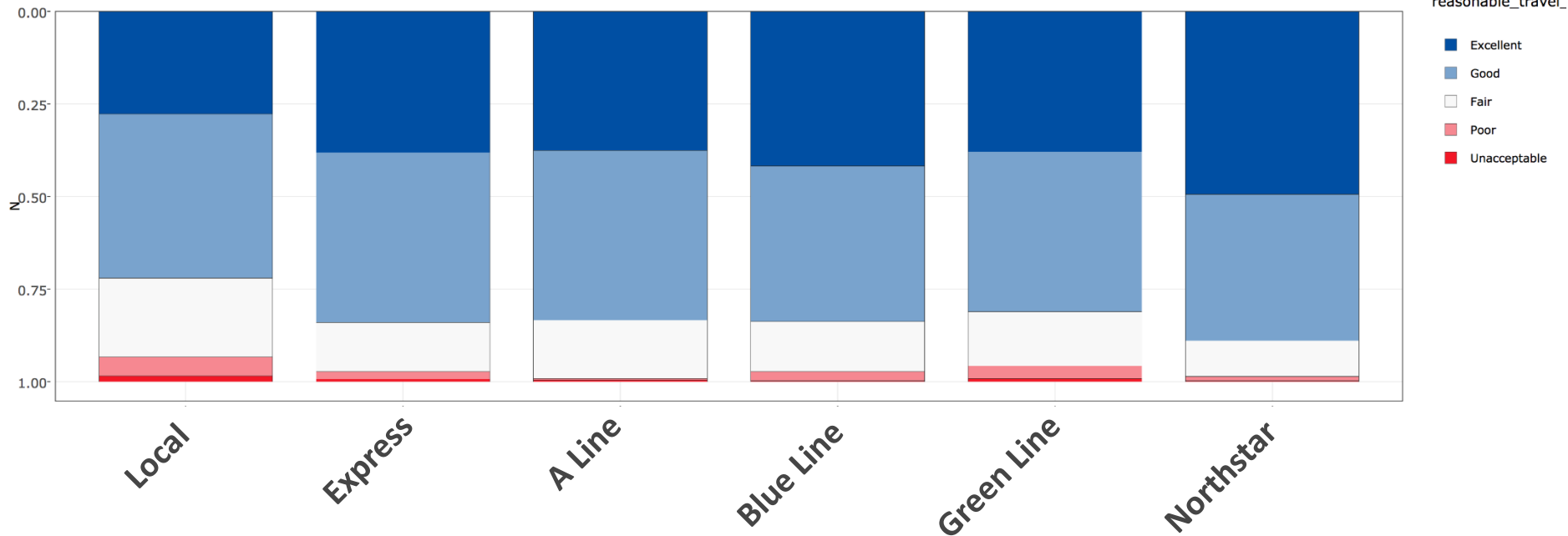
Mode

Facet by:

None

Plot Percentages

### Travel Time is Reasonable by Mode





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## Questions