



# *CUSTOMER SATISFACTION MEASUREMENT*

QUARTER 4, FY `11 RESULTS  
OFFICE OF MARKETING

# METHODOLOGY

Customer Satisfaction Measurement (CSM) is a longitudinal tool for measuring satisfaction with Metro services, which consist of Metrorail, Metrobus and Vertical Transportation.

- Satisfaction is reported in three distinct formats:
  - Overall satisfaction reflects the percent of customers expressing satisfaction with the service. This figure is calculated with customer ratings on a 7-point scale ranging from extremely dissatisfied to extremely satisfied.
  - Index scores are based upon the composite ratings of individual service elements on a 7-point scale.
  - Performance ratings are done by Gap Analysis, where system composite ratings are divided by the perceived importance of each system element.
- All data are based on those answering (excludes those who do not answer, refuse and/or don't know).

Computer assisted telephone interviewing (CATI) is conducted on a continuous basis. 200 interviews are conducted per month for a total of 600 interviews over the quarter.

- The telephone sample is drawn on a quarterly basis for reliability of the data.
  - Tourists do not influence the scores as the sample consists of local area residents.

Upon completion, interviews are edited, coded and the data are then computer cross-tabulated. All of the study percentages have been rounded to the nearest whole percentage.

# STANDARD ERROR OF DATA

A sample size of 600 will yield data that has a maximum fluctuation of  $\pm 4.0$  percentage points at the 95% confidence level. However, the actual standard error may be smaller, depending on the data being examined. Standard errors are shown below for various study percentages, at the 95% confidence level:

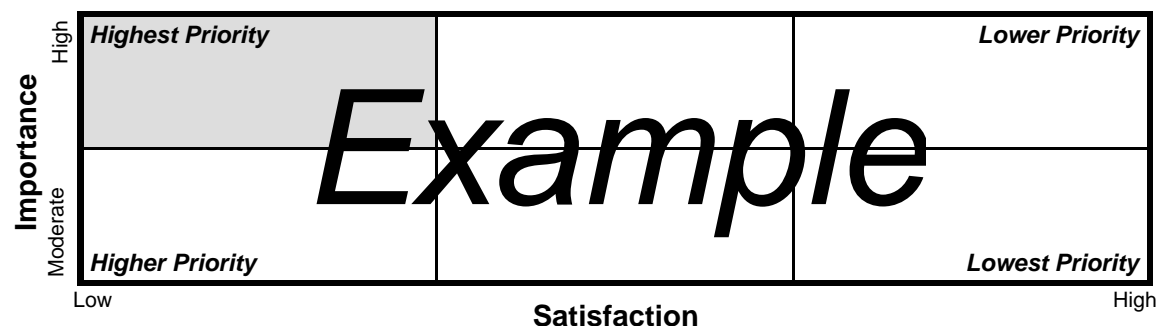
		40%	30%	20%	10%	1%
		or	or	or	or	or
If the percentage found is around:	50%	60%	70%	80%	90%	99%
<b>Then, the standard error in percentage points is:</b>						
<b>Metrobus Sample (n=236)</b>	$\pm 6.4$	$\pm 6.3$	$\pm 5.8$	$\pm 5.1$	$\pm 3.8$	$\pm 1.3$
<b>Metro rail Sample (n=364)</b>	$\pm 5.1$	$\pm 5.0$	$\pm 4.7$	$\pm 4.1$	$\pm 3.1$	$\pm 1.0$
<b>Total Quarterly Sample (n=600)</b>	$\pm 4.0$	$\pm 3.9$	$\pm 3.7$	$\pm 3.2$	$\pm 2.4$	$\pm 0.8$

*For example, if a question yielded a percentage of 20% among the Total Quarterly Sample, then we can be sure 95 out of 100 times that the true percentage would lie between 16.8% and 23.2% (20%  $\pm$  3.2 percentage points).*

# METHODOLOGY

For each of the attributes within the composites that also have an importance measure, a key driver analysis was utilized in an effort to provide recommendations to WMATA that will result in improving customer satisfaction and help WMATA focus on areas that are important to Metro riders.

- First, for each attribute, riders were asked to rate their level of satisfaction with a series of statements on a 7-point scale.
- Secondly, riders were asked to rate the importance of several attributes.
- In order to identify priorities for improving satisfaction, the means of the importance and satisfaction ratings were plotted on a chart. The chart is laid out as follows:
  - **Highest Priority** – These are attributes that have a significant impact on customer satisfaction, but for which riders give relatively low satisfaction ratings. These issues should be the highest priority for WMATA.
  - **Higher Priority** – These are attributes that have a moderate impact on customer satisfaction, but for which riders also give low satisfaction ratings. Because there is much room for improvement with these issues, they still should be a high priority for WMATA to improve customer satisfaction.
  - **Lower Priority** – Although these attributes have a high impact on customer satisfaction, riders give high satisfaction ratings; thus, these issues should be a lower priority for WMATA.
  - **Lowest Priority** – These attributes receive relatively high satisfaction ratings from riders, but they have only a moderate impact on customer satisfaction, making them the lowest priority.



# EXECUTIVE SUMMARY

## METROBUS

- In Q4 FY `11, eight in ten Metrobus respondents (80%) were satisfied with Metrobus services.
- Overall, Metrobus scored 75% for its satisfaction measures, consistent with previous quarters.
- Each of the index scores for Metrobus remained relatively consistent over the past few quarters.
- Notably, satisfaction ratings for the following Metrobus attributes have rebounded since Q2 FY `11 to previous levels:
  - The cost of riding (up from 68% to 73%);
  - Fare value (up from 70% to 75%); and
  - Frequency of buses to their closest rail station (up from 69% to 75%).
- On the other hand, satisfaction with the process of paying for fares with the SmarTrip card is lower than this time last year (86% compared to 91% in Q4 FY `10).
- In addition, perceived safety while riding during the day (down from 68% last quarter to 63%), the clarity of announcements (down from 79% last quarter to 74%) and perceived frequency of buses arriving more than 5 minutes early or late (trending up from 62% in Q1 FY `11 to 70%) have each worsened recently.
- The performance scores for Metrobus indices range from 85% (Reliability and Riding Experience) to 95% (Fares).
- The profile for the Metrobus respondents in Q4 FY `11 is as follows:
  - 56% are female;
  - 58% have a college degree or more;
  - 66% are employed;
  - Have 1.4 vehicles per household on average;
  - Are 50.0 years old on average;
  - 55% are Minority (39% are Black/African-American); and
  - Have a median household income of \$71,540.

# EXECUTIVE SUMMARY

## METRORAIL

- Approximately eight in ten Metrorail respondents (79%) were satisfied with Metrorail services in Q4 FY `11.
- Aggregating its satisfaction measurements, Metrorail scored 72% overall this quarter, relatively consistent with recent quarters.
- All of the Metrorail index scores have remained relatively consistent in the past year.
- Nearly all the ratings comprising the indices remained generally consistent, with the exception of the following:
  - The perceived safety from accidents while riding, which has trended up from 73% in Q4 FY `10 to 80%; and
  - The perceived frequency of stops being announced, which has decreased from a high of 84% to 79%.
- The performance scores for Metrorail indices range from 83% (Customer Service and Reliability) to 94% (Fares).
- The profile for the Metrorail riders surveyed in Q4 FY `11 is as follows:
  - 52% are female;
  - 85% have a college degree or more;
  - 66% are employed;
  - Have 2.1 cars per household on average;
  - Are 53.8 years old on average;
  - 77% are White/Caucasian; and
  - Have a median household income of \$104,410.

# EXECUTIVE SUMMARY

## VERTICAL TRANSPORTATION

- The perceived frequency of the escalators functioning (47%) has remained relatively consistent with previous quarters; however, satisfaction with escalator service has seen a decline since last year (down from 62% in FY `10 to 55%).
- At the same time, the perceived frequency of the elevators functioning remained at a relatively consistent level to previous quarters (65%), while satisfaction with the elevators in the past three months is down slightly from the same measure last year (down from 75% in Q4 FY `10 to 70%).
- The performance score for elevators is 80%, while the performance score for escalators is 63%.

## QUARTERLY RESULTS

- Most riders (93% Metrobus, 96% Metrorail) said they would recommend WMATA to a friend or relative, similar to the findings in past quarters.
  - Notably, riders are very likely to recommend WMATA regardless of how often they ride, with frequent riders being less likely to do so than their counterparts (91% frequent vs. 97% occasional and 95% regular).
- Almost one-half of Metrobus riders (44%) are frequent riders (riding at least five times per week). Conversely, occasional riders (riding less than once per week) represent about one-half of Metrorail riders (49%).
- Overall satisfaction with both Metrorail and Metrobus tends to be greater among Virginia respondents than Maryland residents in Q4 FY `11.
  - Specifically, 83% of Virginia respondents are satisfied with Metrobus, a slightly higher proportion than Washington, DC respondents (82%) and Maryland respondents (76%).
  - Meanwhile, 81% of Virginia respondents are satisfied with Metrorail, compared to 78% of Washington, DC respondents and 77% of Maryland respondents.

# KEY DRIVER ANALYSIS SUMMARY

A key objective of this analysis is to identify priorities for improving customer satisfaction for the three services provided by WMATA: Metrobus, Metrorail and Vertical Transportation. What follows is a summary of this analysis with recommendations for prioritization of WMATA's efforts by each particular transportation service.

## METROBUS

- WMATA should prioritize its efforts on the following Metrobus attributes to improve satisfaction among its riders, since it does not perform well on them and yet riders consider them to be of high importance:
  - The feeling of safety during nighttime hours while riding;
  - The feeling of safety at bus stops during nighttime hours; and
  - The perceived frequency of the Metrobus arriving more than 5 minutes early or late.
- Both of the following attributes should be among the higher priorities for WMATA because although they are of only moderate importance to riders, Metrobus does not perform well on them:
  - The process of obtaining refunds or replacement fare cards and passes; and
  - The perceived number of bus stops that have shelters.
- Metrobus performs moderately well on the following attributes, which are of high importance to riders and should continue to be considered relatively high priorities for WMATA:
  - The cleanliness of buses;

# KEY DRIVER ANALYSIS SUMMARY

- The perceived frequency of buses getting to the destination on time; and
- Route information availability.
- Metrobus performs relatively well on the following attributes, but they are only of moderate importance to riders and, therefore, should be relatively low priorities in comparison:
  - The cost of riding;
  - The cleanliness of bus stops;
  - The comfort of the overall ride;
  - The availability of seating when riding;
  - The perceived frequency of stops being announced by bus operators;
  - The clarity of operator announcements at stops; and
  - The timeliness of communication on route changes.
- While the following are of higher importance to riders, Metrobus performs well on these attributes. Therefore, these attributes should be among the lowest priorities for WMATA in improving rider satisfaction:
  - The process of paying fares with the SmarTrip card;
  - The feeling of safety from accidents while riding;
  - The feeling of safety from crime during daylight hours while riding;
  - The feeling of safety at bus stops during daylight hours; and
  - The helpfulness of bus operators.

# KEY DRIVER ANALYSIS SUMMARY

## METRORAIL

- Metrorail does not perform well on the following attributes, which are all of high importance to riders and, thus, should be considered the highest priorities for WMATA in improving rider satisfaction:
  - The feeling of safety from crime during nighttime hours while riding;
  - The feeling of safety at rail stations during nighttime hours;
  - The feeling of safety in Metro parking lots during nighttime hours;
  - The perceived frequency of having to wait more than 20 minutes for the next train; and
  - The clarity of operator announcements at stops.
- Metrorail does not perform well on either of the following attributes, which are of moderate importance to riders and, therefore, should be among the higher priorities for WMATA:
  - The process of obtaining refunds or replacement fare cards and passes; and
  - The cost of parking at Metrorail stations.
- Metrorail performs moderately well on the following attributes, which are of high importance for riders and, thus, should remain relatively high priorities:
  - The cleanliness of rail cars;
  - The feeling of safety from accidents while riding;
  - The perceived frequency of stops being announced by rail car operators;
  - The level of service of Metro personnel in the rail stations;

# KEY DRIVER ANALYSIS SUMMARY

- The timeliness of communication on schedule changes;
- The utility of the information on digital displays in rail stations; and
- The accuracy and advance notice of delays.
- Although the following attributes are of moderate importance, Metrorail performs moderately well on them. Thus, these attributes should be relatively low priorities for WMATA:
  - The cost of riding;
  - The cleanliness of rail stations;
  - The comfort of the overall ride;
  - The availability of seating when riding; and
  - Schedule information availability.
- Metrorail performs well on the following attributes, which are each of high importance to riders. Therefore, these attributes should also be lower priorities for WMATA:
  - The process of paying fares with the SmarTrip card;
  - The feeling of safety from crime during daylight hours while riding;
  - The feeling of safety from crime at rail stations during daylight hours;
  - The feeling of safety from crime in Metro parking lots during daylight hours; and
  - The perceived frequency of rail cars getting to the destination on time.

# KEY DRIVER ANALYSIS SUMMARY

## VERTICAL TRANSPORTATION

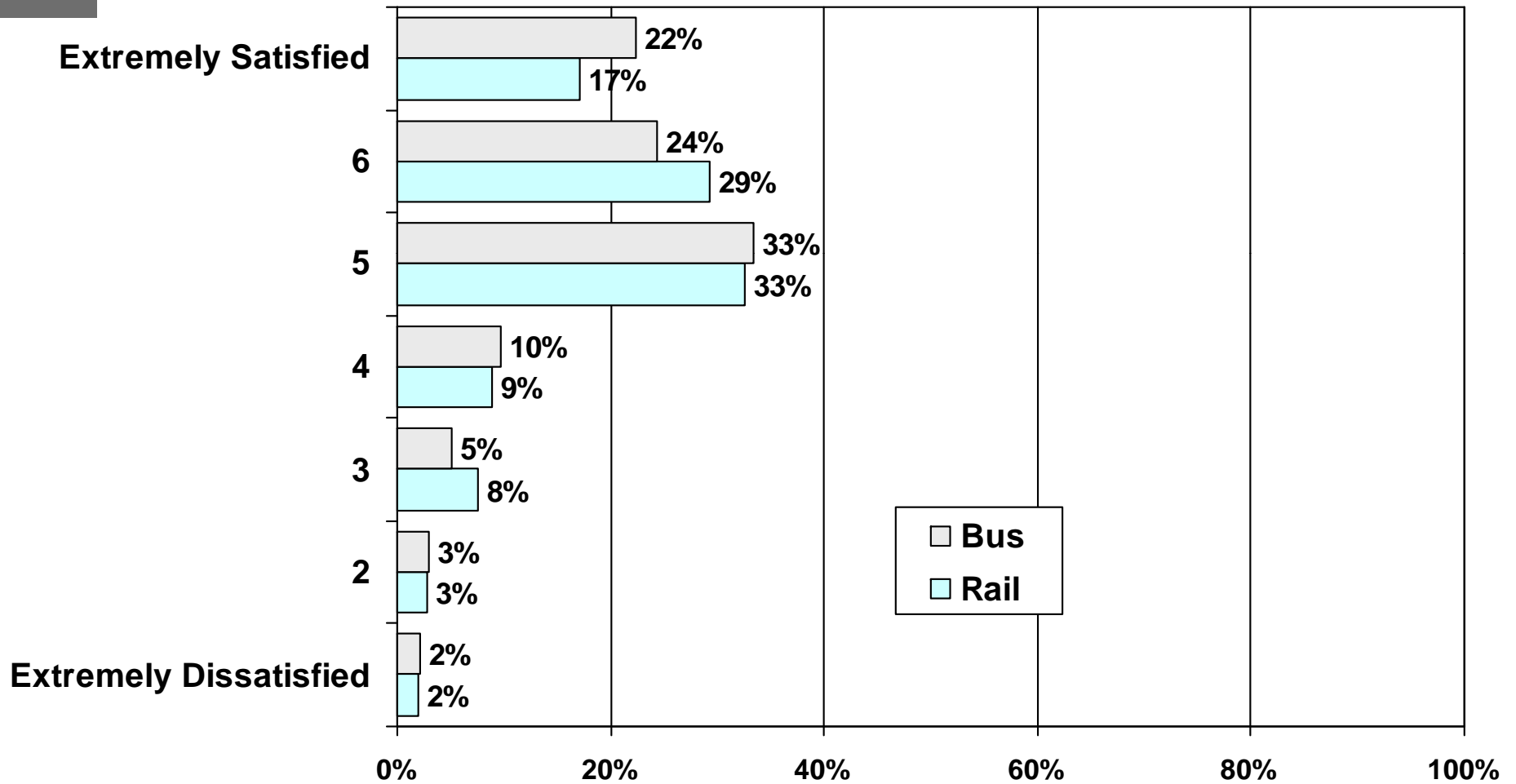
- WMATA performs poorly with the escalator service at rail stations, an attribute that is of high importance to riders and should therefore be a top priority for WMATA in improving rider satisfaction.
- Additionally, WMATA performs relatively well for elevator service at rail stations, an attribute that is also of high importance to riders. Therefore, it should be considered a relatively high priority for WMATA.



# *OVERALL SATISFACTION*

QUARTER 4, FY `11 RESULTS

# OVERALL SATISFACTION



Base=Total Sample (Metrobus n=236; Metrorail n=364)

Q64

Maximum margin of error:  $\pm 6.4\%$  (Metrobus);  $\pm 5.1\%$  (Metrorail)

# OVERALL SATISFACTION

	Total	Metrobus	Metrorail
n=	(600)	(236)	(364)
Satisfied (5-7)	79%	80%	79%
Neutral (4)	9%	10%	9%
Dissatisfied (1-3)	11%	10%	12%

Base=Total Sample  
Q64

Maximum margin of error:  $\pm 4.0\%$  (Total);  $\pm 6.4\%$  (Metrobus);  $\pm 5.1\%$  (Metrorail)



# *METROBUS*

QUARTER 4, FY `11 RESULTS

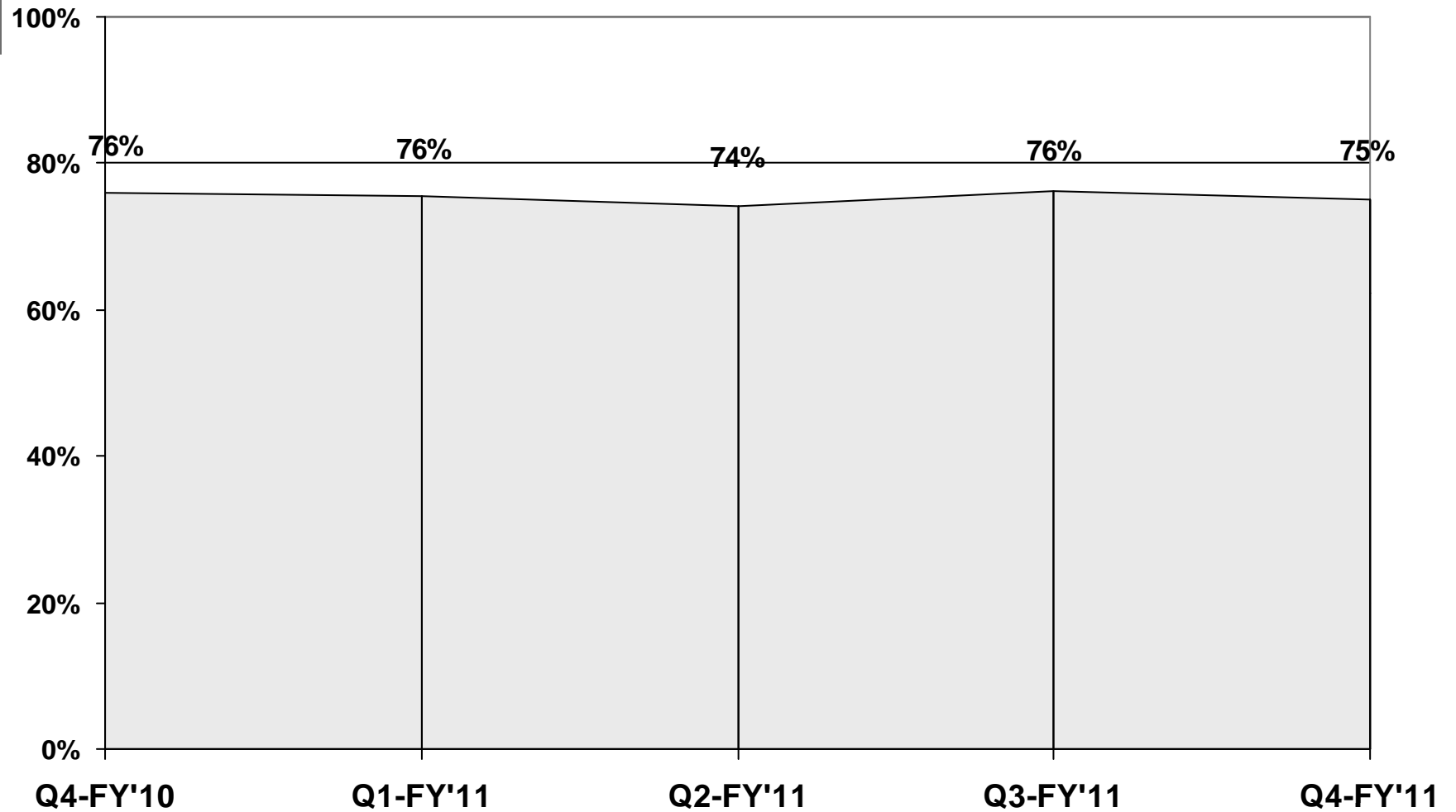
# METROBUS: RIDER PROFILE

	Metrobus
<b>Gender</b>	
Female	56%
Male	44%
<b>Education</b>	
Net: Some college or less	42%
Net: College degree or more	58%
<b>Employment</b>	
Net: Employed	66%
Net: Not employed	34%
<b>Household Vehicles</b>	
None	22%
One	33%
Two	31%
Three or more	14%
<i>Mean (# of vehicles)</i>	<i>1.4</i>

	Metrobus
<b>Age</b>	
18-35	17%
36-55	46%
56-75	33%
Over 75	4%
<i>Mean (in years)</i>	<i>50.0</i>
<b>Race<sup>1</sup></b>	
Net: Minority	55%
Black/African-American	39%
Asian/Pacific Islander	3%
White/Caucasian	45%
<b>Income</b>	
Net: Less than \$75,000	51%
Net: \$75,000 or more	49%
<i>Mean</i>	<i>\$69,320</i>
<i>Median</i>	<i>\$71,540</i>

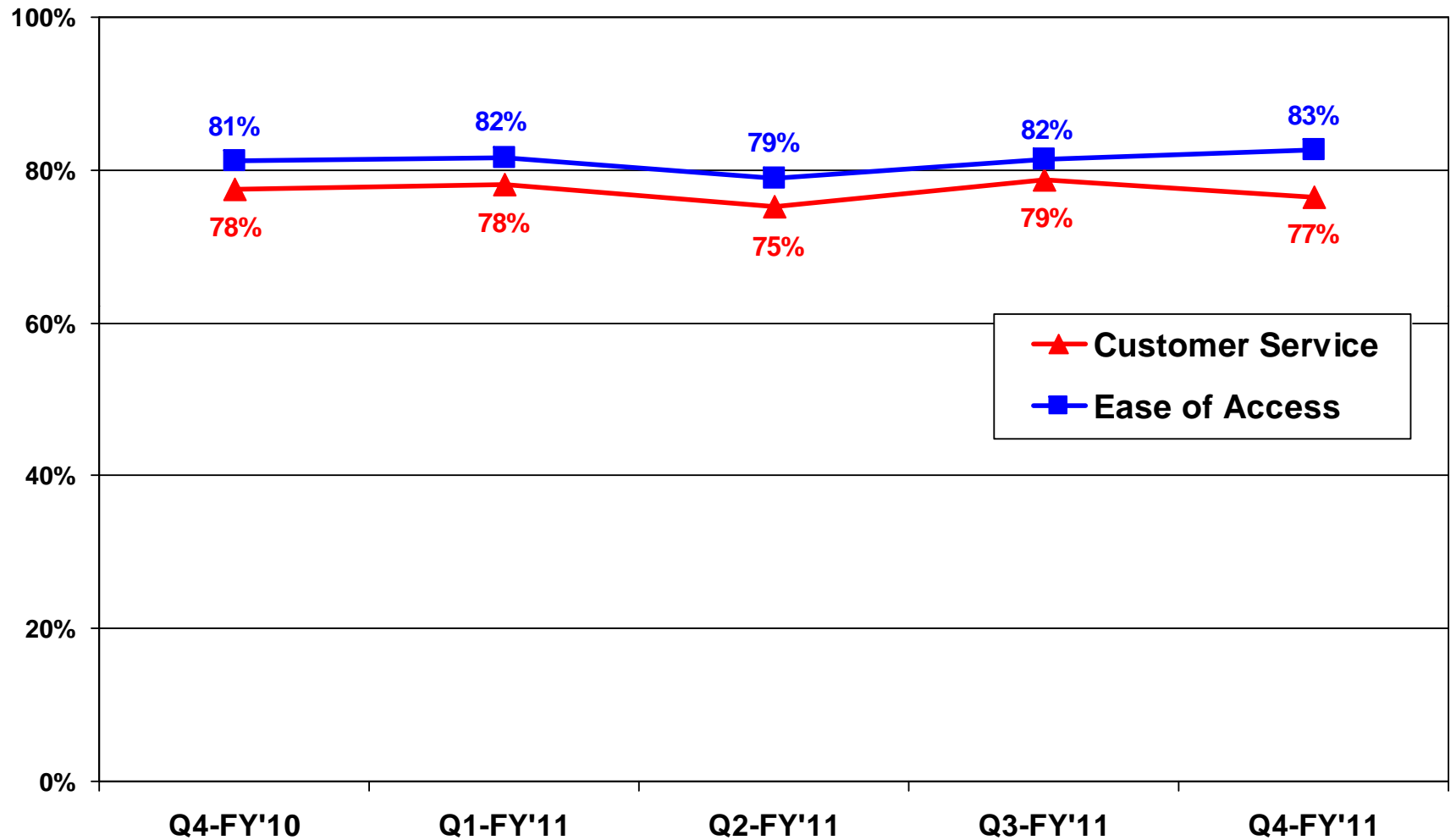
Base=Metrobus respondents answering  
 Q147, Q148, Q152, Q153, Q155-Q157  
<sup>1</sup>Multiple Responses Accepted, Top Mentions  
 Note: Base sizes may vary

# METROBUS: SYSTEM RESULTS



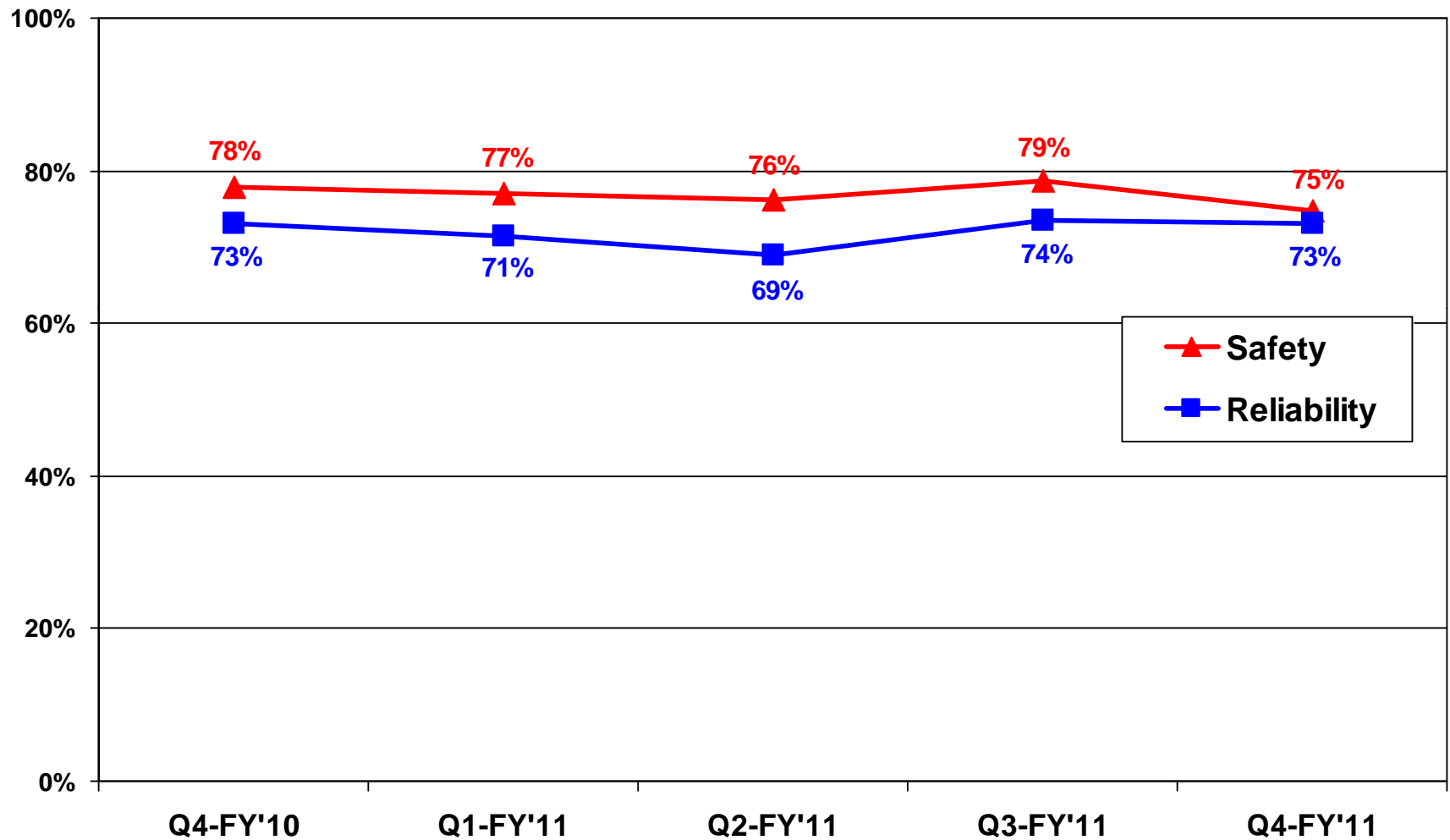
Base=Metrobus respondents answering (n=236)  
Margin of error:  $\pm 5.5\%$

# METROBUS: SYSTEM RESULTS



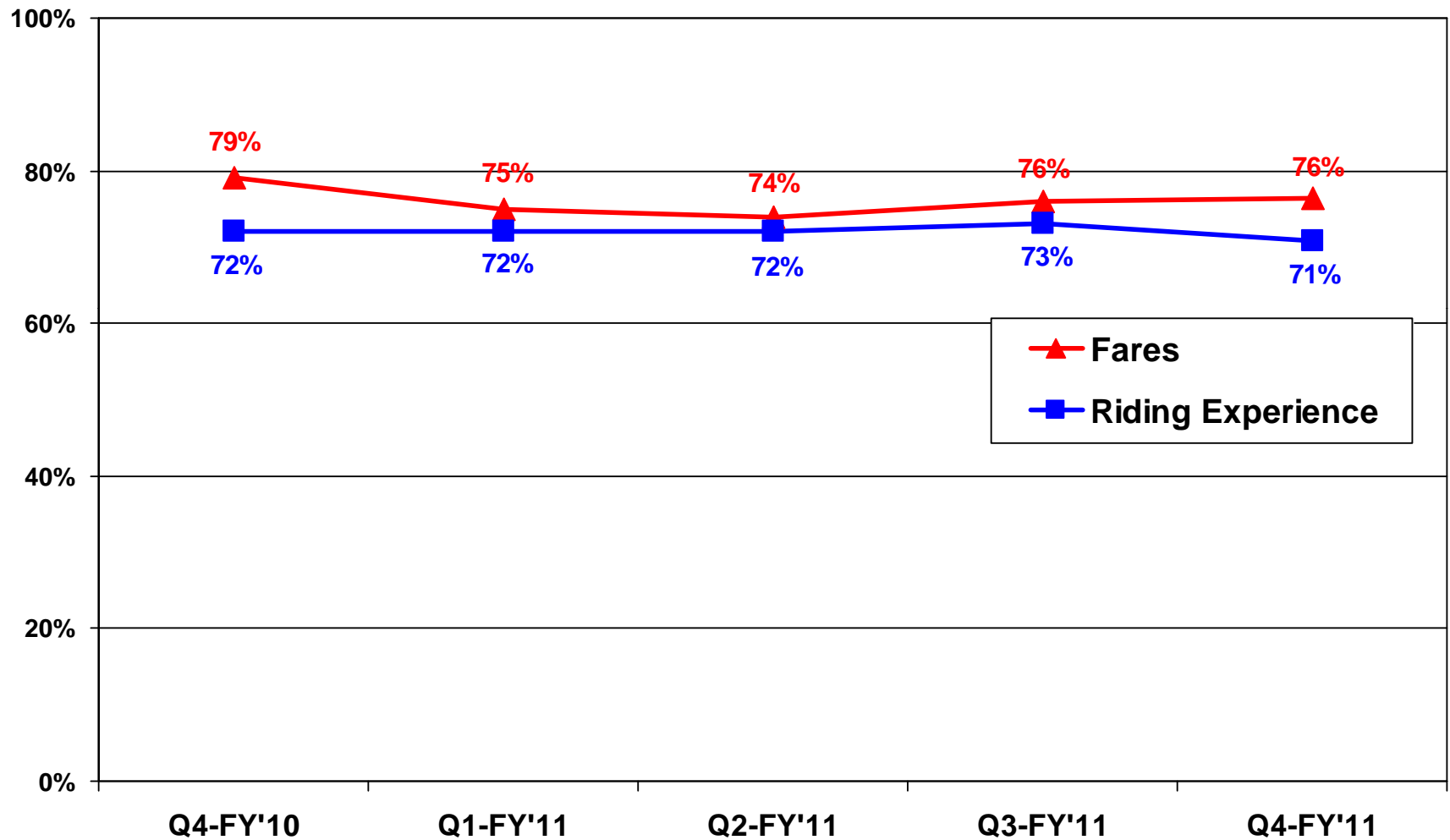
Base=Metrobus respondents answering (n=236)  
Margin of error:  $\pm 5.4\%$  (Customer Service);  $\pm 4.8\%$  (Ease of Access)

# METROBUS: SYSTEM RESULTS



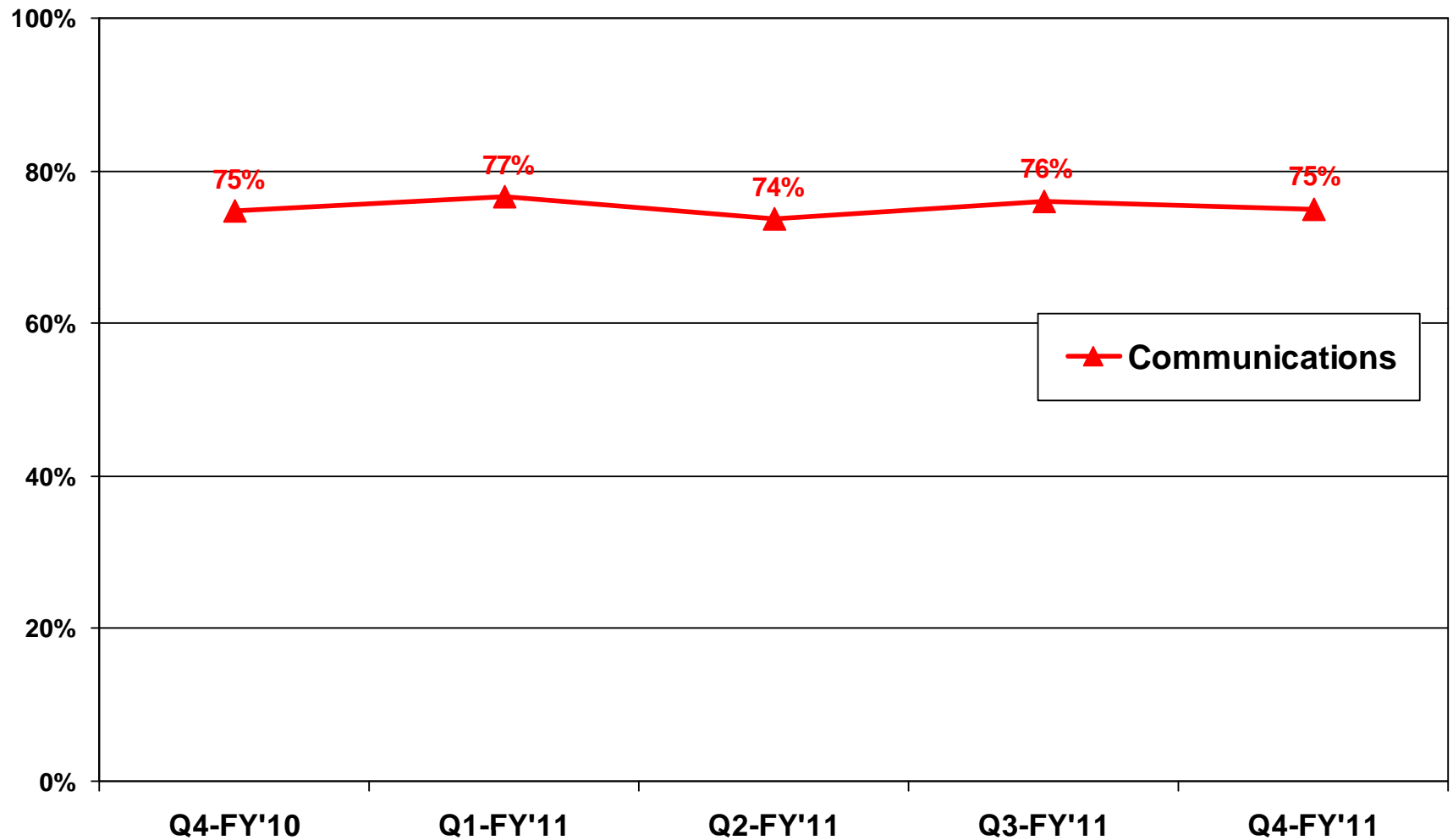
Base=Metrobus respondents answering (n=236)  
Margin of error:  $\pm 5.5\%$  (Safety);  $\pm 5.7\%$  (Reliability)

# METROBUS: SYSTEM RESULTS



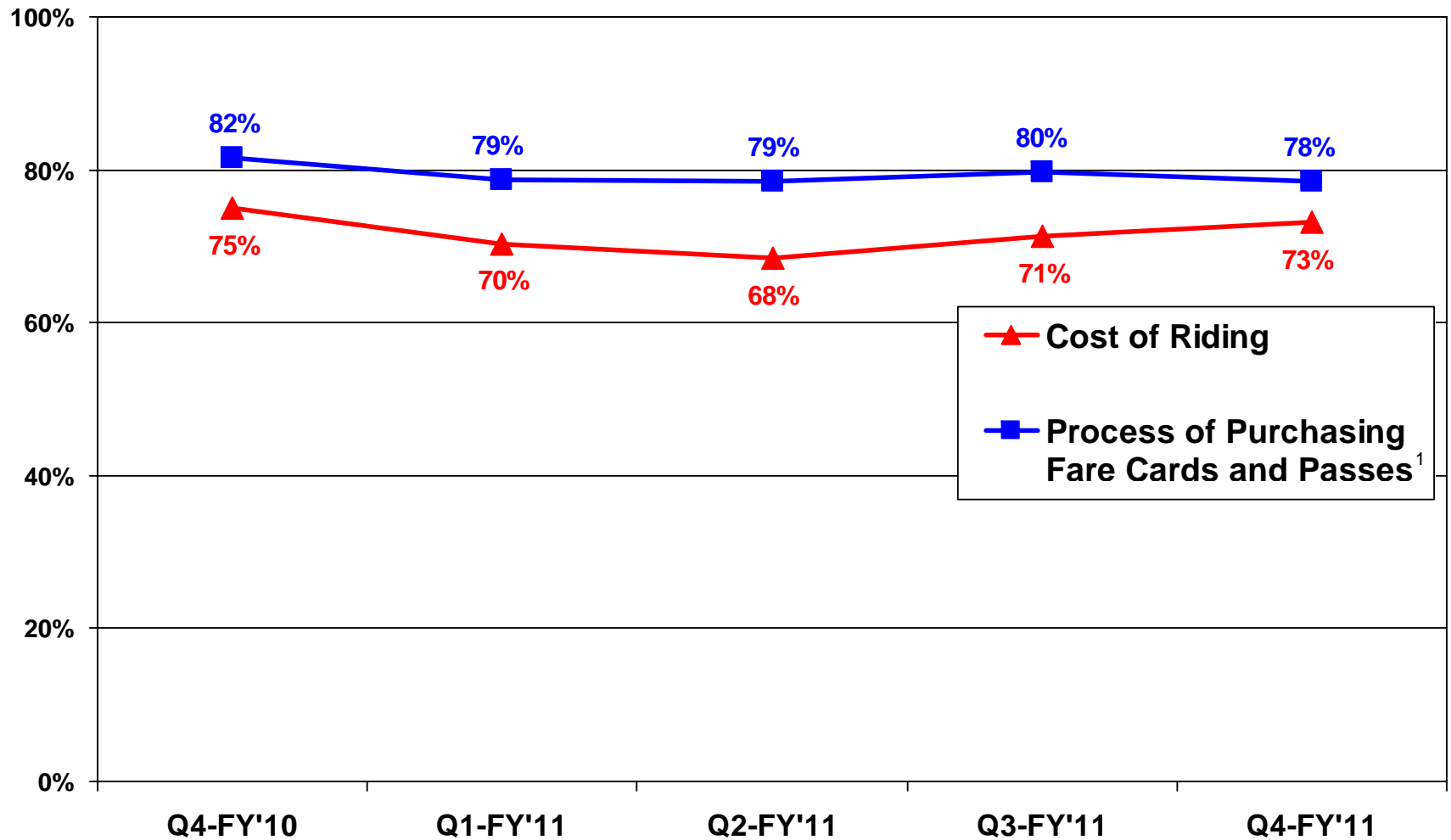
Base=Metrobus respondents answering (n=236)  
Margin of error:  $\pm 5.4\%$  (Fares);  $\pm 5.8\%$  (Riding Experience)

# METROBUS: SYSTEM RESULTS



Base=Metrobus respondents answering (n=236)  
Margin of error:  $\pm 5.5\%$

# METROBUS: FARES



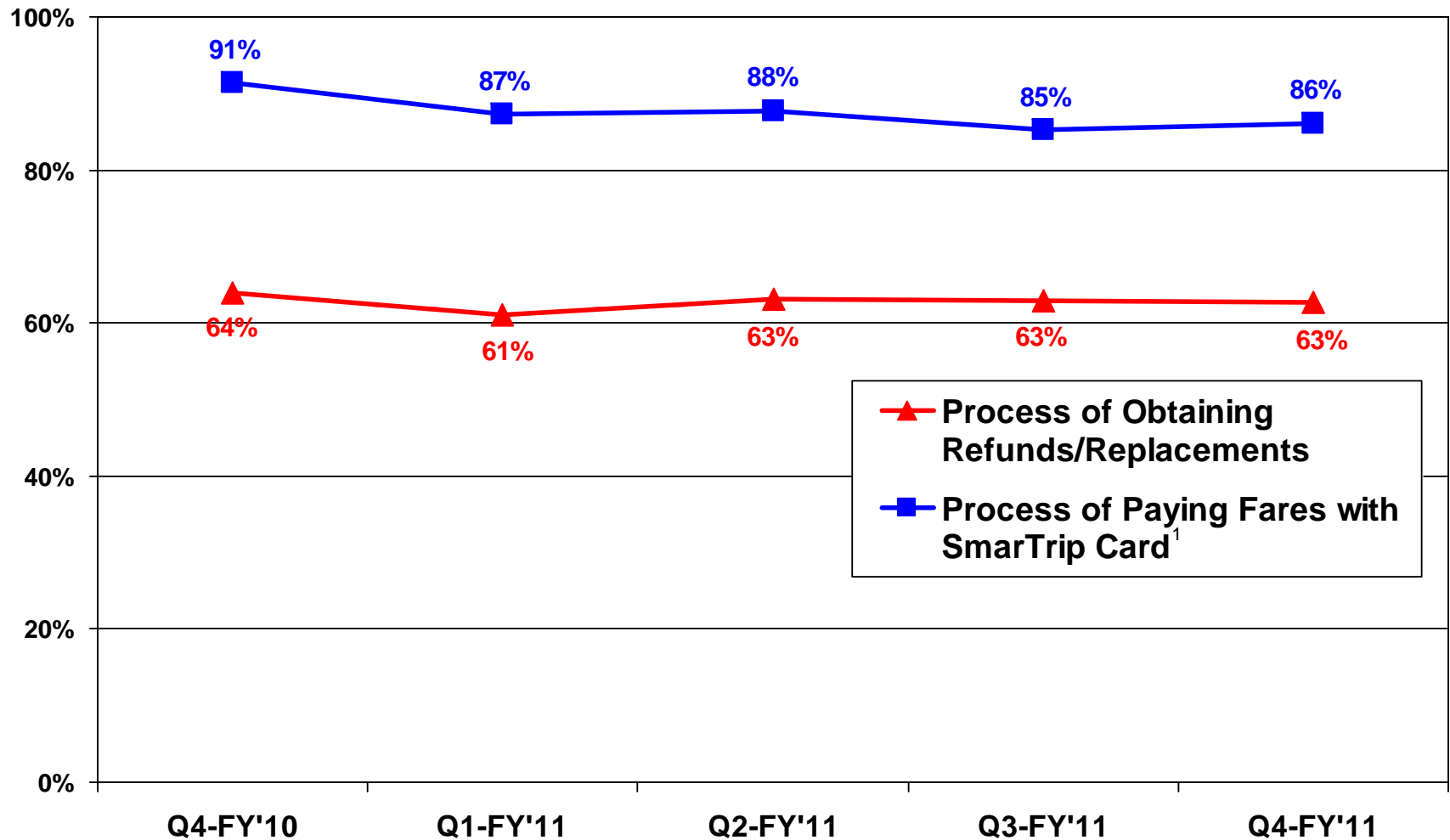
Base=Metrobus respondents answering (n=235)

<sup>1</sup>Base=Metrobus respondents answering (n=222)

Q67, Q68

Margin of error:  $\pm 5.7\%$  (Cost of Riding);  $\pm 5.4\%$  (Process of Purchasing Fare Cards and Passes)

# METROBUS: FARES



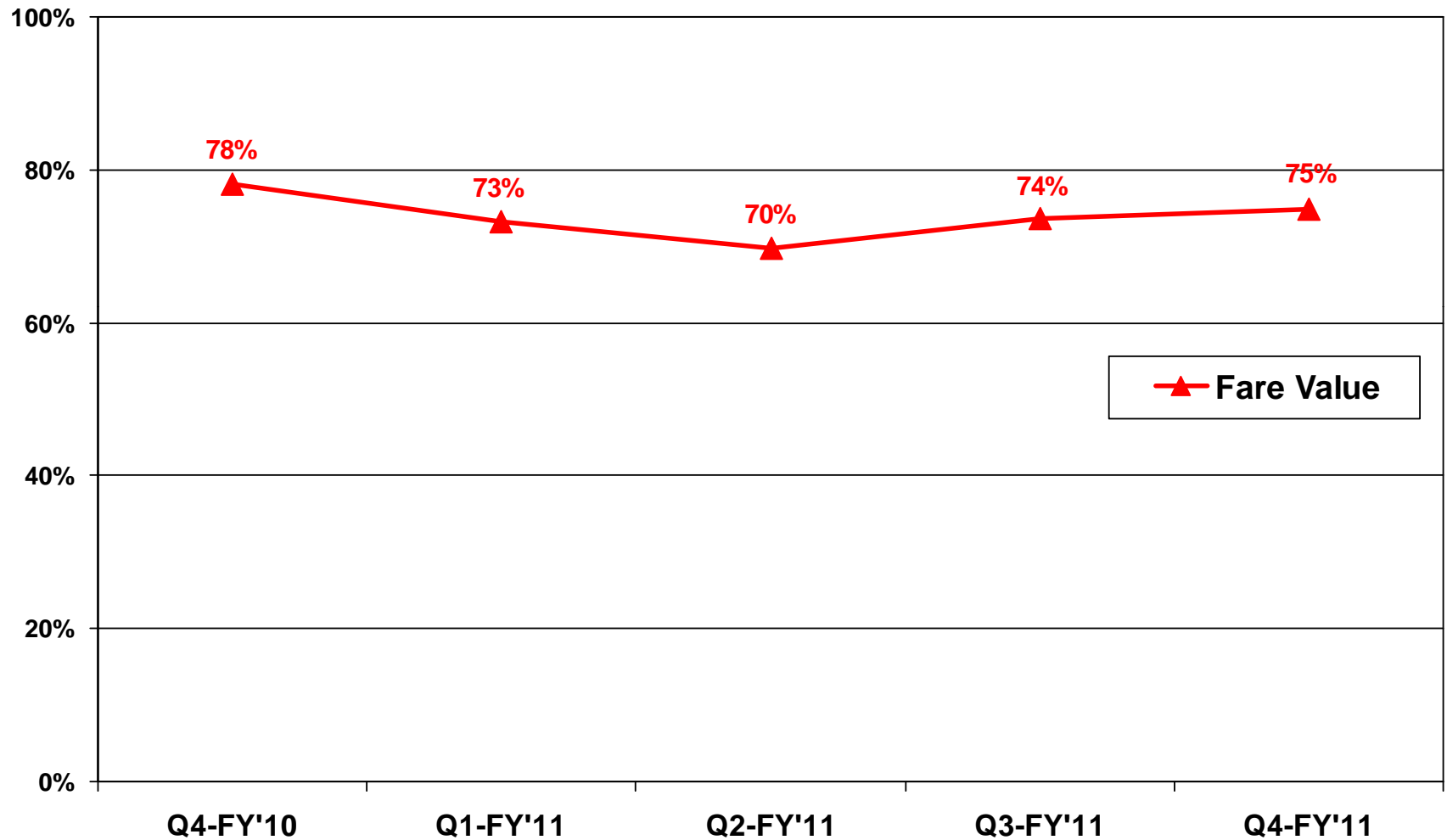
Base=Metrobus respondents answering (n=159)

<sup>1</sup>Base=Metrobus respondents who have a SmarTrip card and answering (n=201)

Q69, Q70

Margin of error:  $\pm 7.5\%$  (Process of Obtaining Refunds/Replacements);  $\pm 4.8\%$  (Process of Paying Fares with SmarTrip card)

# METROBUS: FARES



Base=Metrobus respondents answering (n=234)

Q65

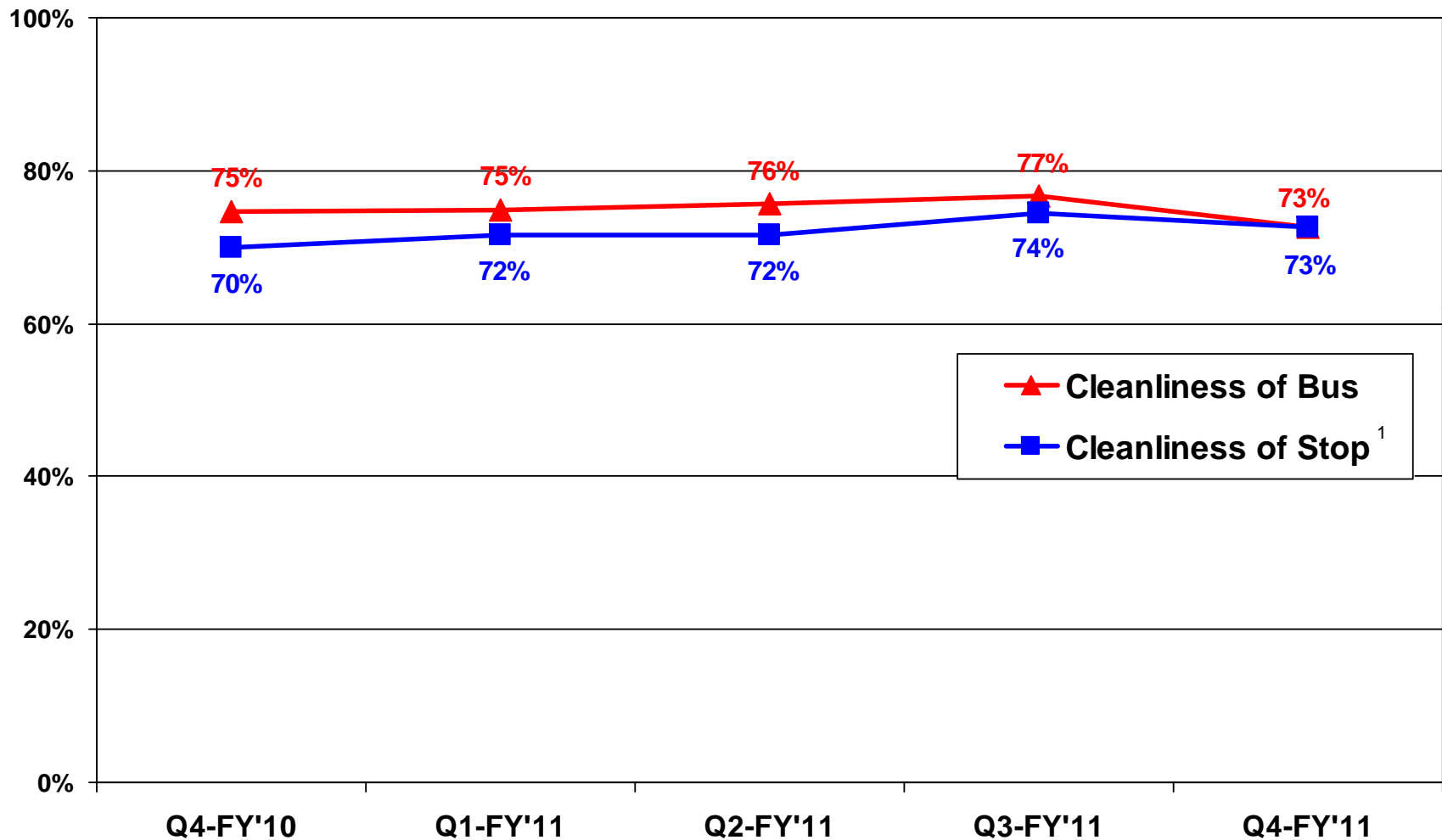
Margin of error:  $\pm 5.5\%$

# METROBUS: FARES

<b>Importance</b>	High	<b>Highest Priority</b>		<b>Lower Priority</b> <ul style="list-style-type: none"><li>• The process of paying fares with the SmarTrip card</li></ul>
	Moderate	<b>Higher Priority</b> <ul style="list-style-type: none"><li>• The process of obtaining refunds or replacement fare cards and passes</li></ul>	<ul style="list-style-type: none"><li>• The cost of riding</li></ul>	<b>Lowest Priority</b>
		Low		High

**Satisfaction**

# METROBUS: RIDING EXPERIENCE



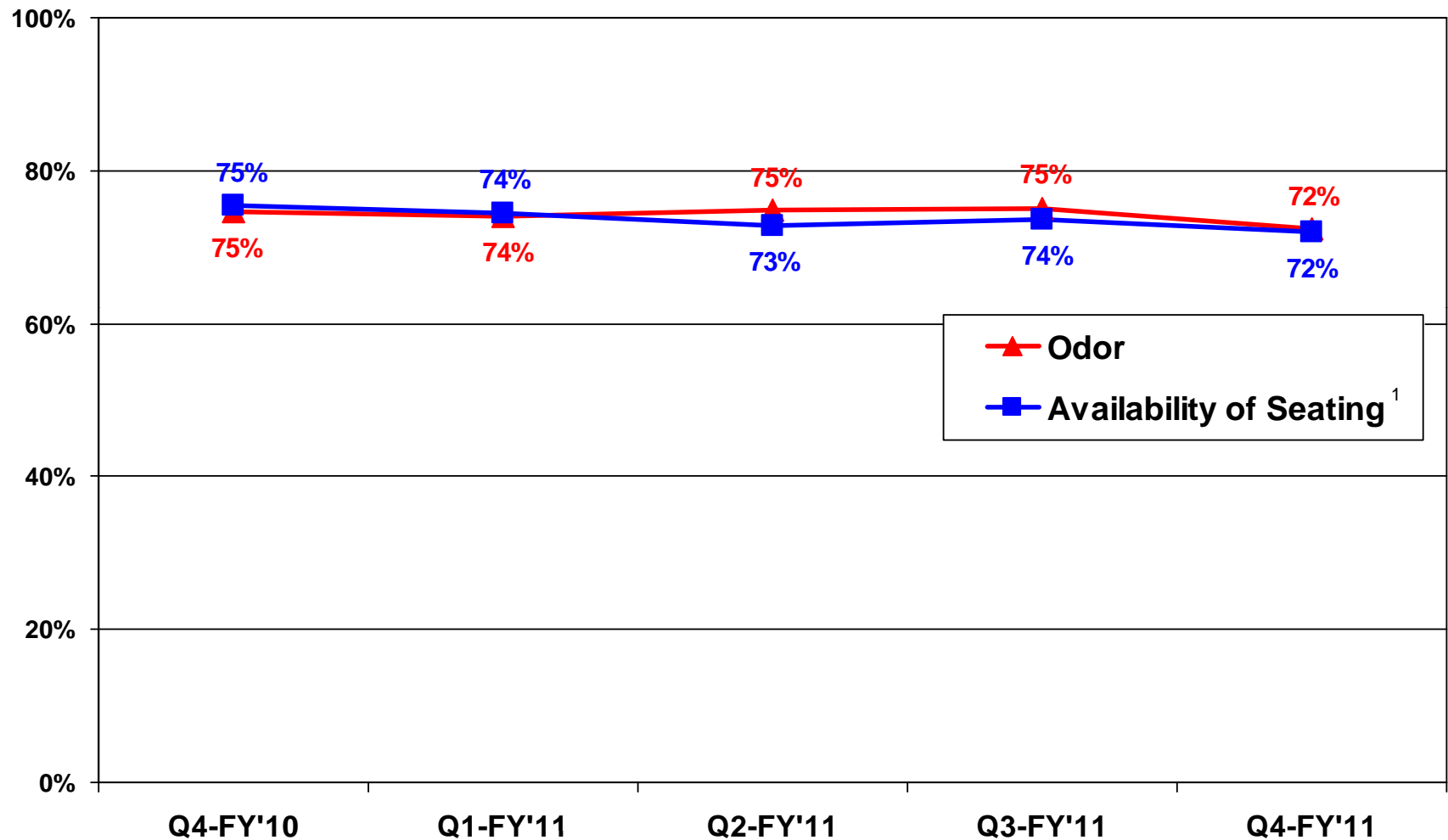
Base=Metrobus respondents answering (n=235)

<sup>1</sup>Base=Metrobus respondents answering (n=234)

Q79.1, Q79.2

Margin of error:  $\pm 5.7\%$  (Cleanliness of Bus);  $\pm 5.7\%$  (Cleanliness of Stop)

# METROBUS: RIDING EXPERIENCE



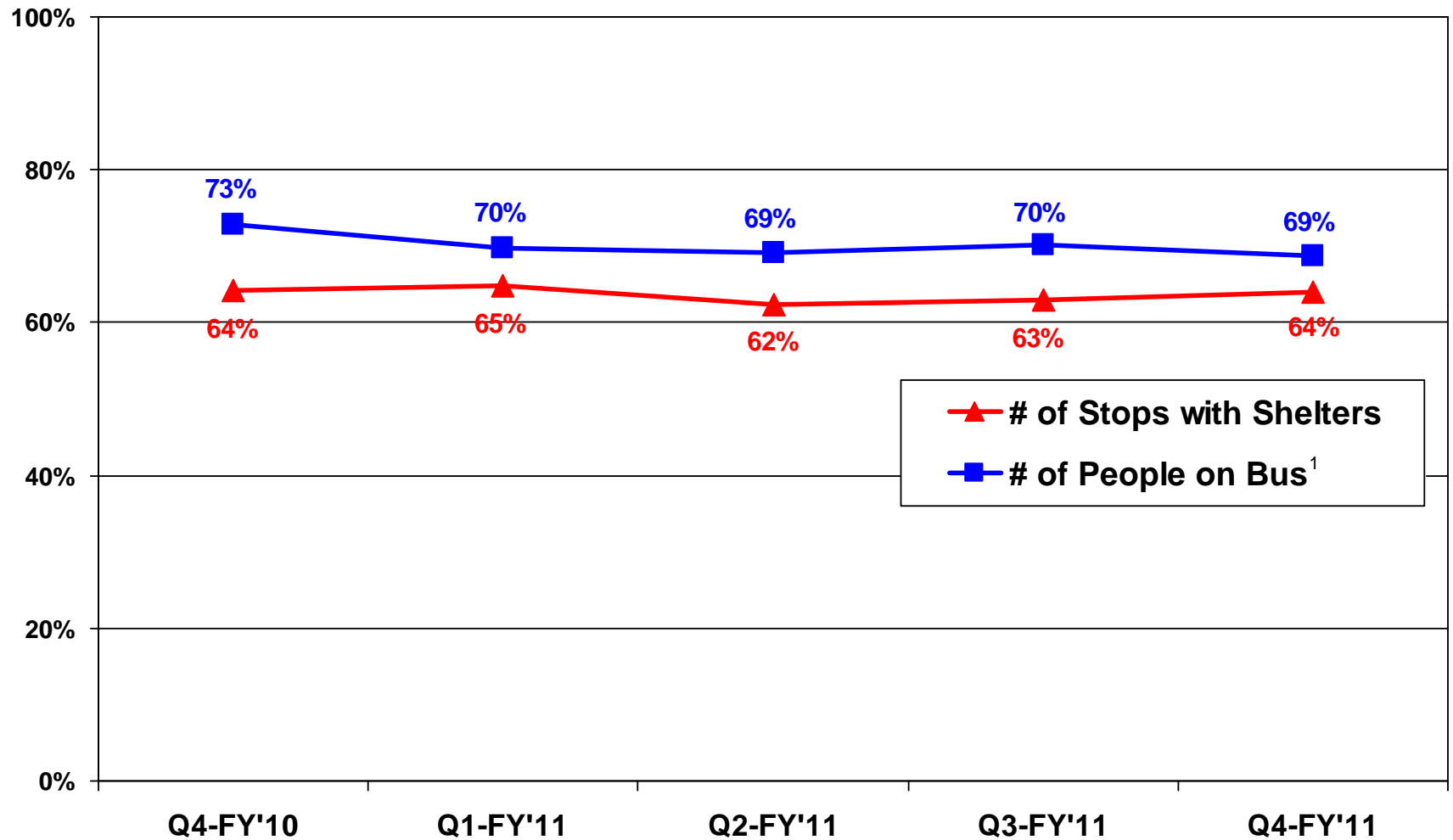
Base=Metrobus respondents answering (n=232)

<sup>1</sup>Base=Metrobus respondents answering (n=235)

Q79.4, Q79.6

Margin of error:  $\pm 5.8\%$  (Odor);  $\pm 5.7\%$  (Availability of Seating)

# METROBUS: RIDING EXPERIENCE



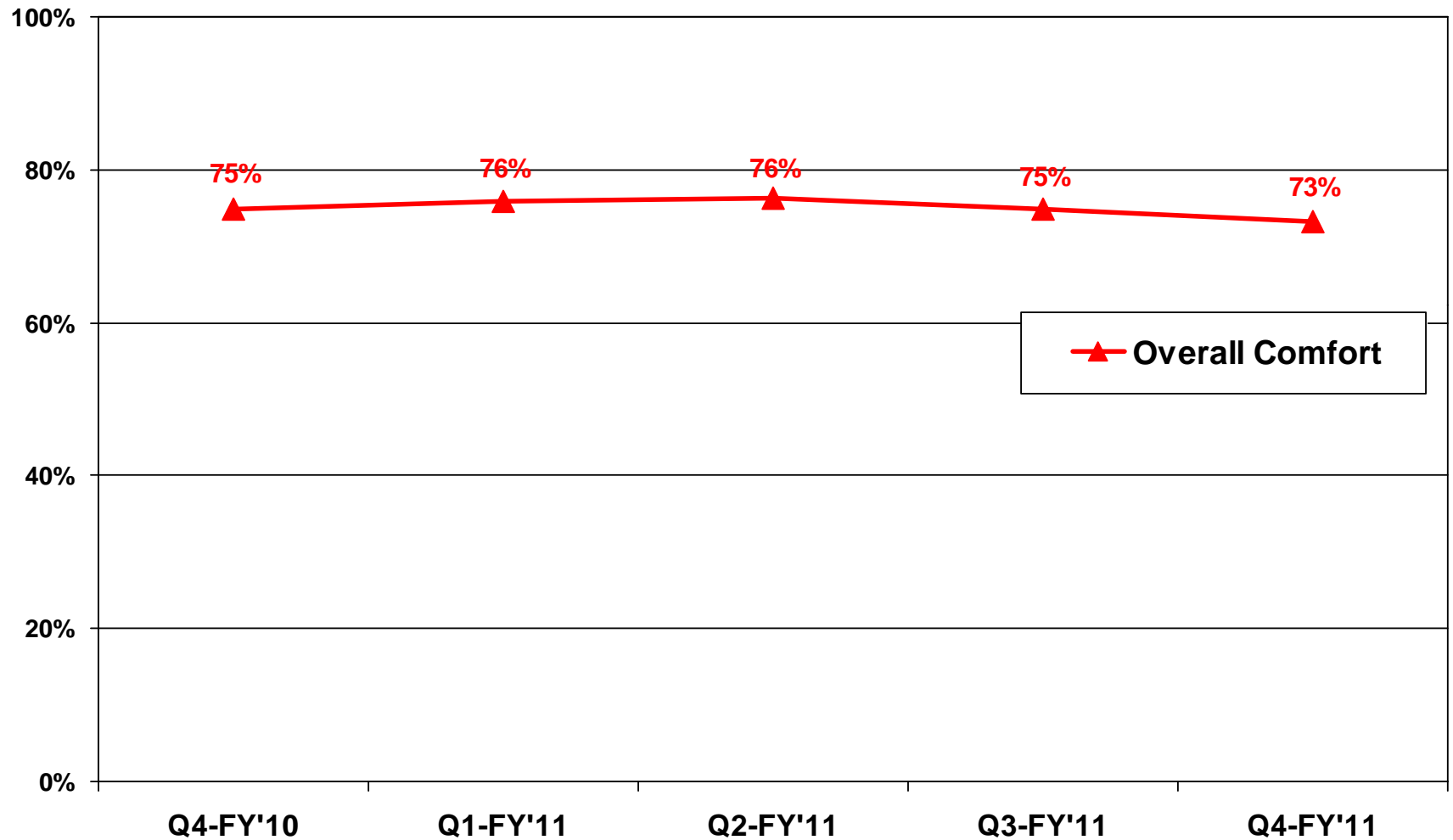
Base=Metrobus respondents answering (n=229)

<sup>1</sup>Base=Metrobus respondents answering (n=235)

Q79.7A, Q79.8

Margin of error:  $\pm 6.2$  (# of Stops with Shelters);  $\pm 5.9\%$  (# of People on Bus)

# METROBUS: RIDING EXPERIENCE



Base=Metrobus respondents answering (n=236)

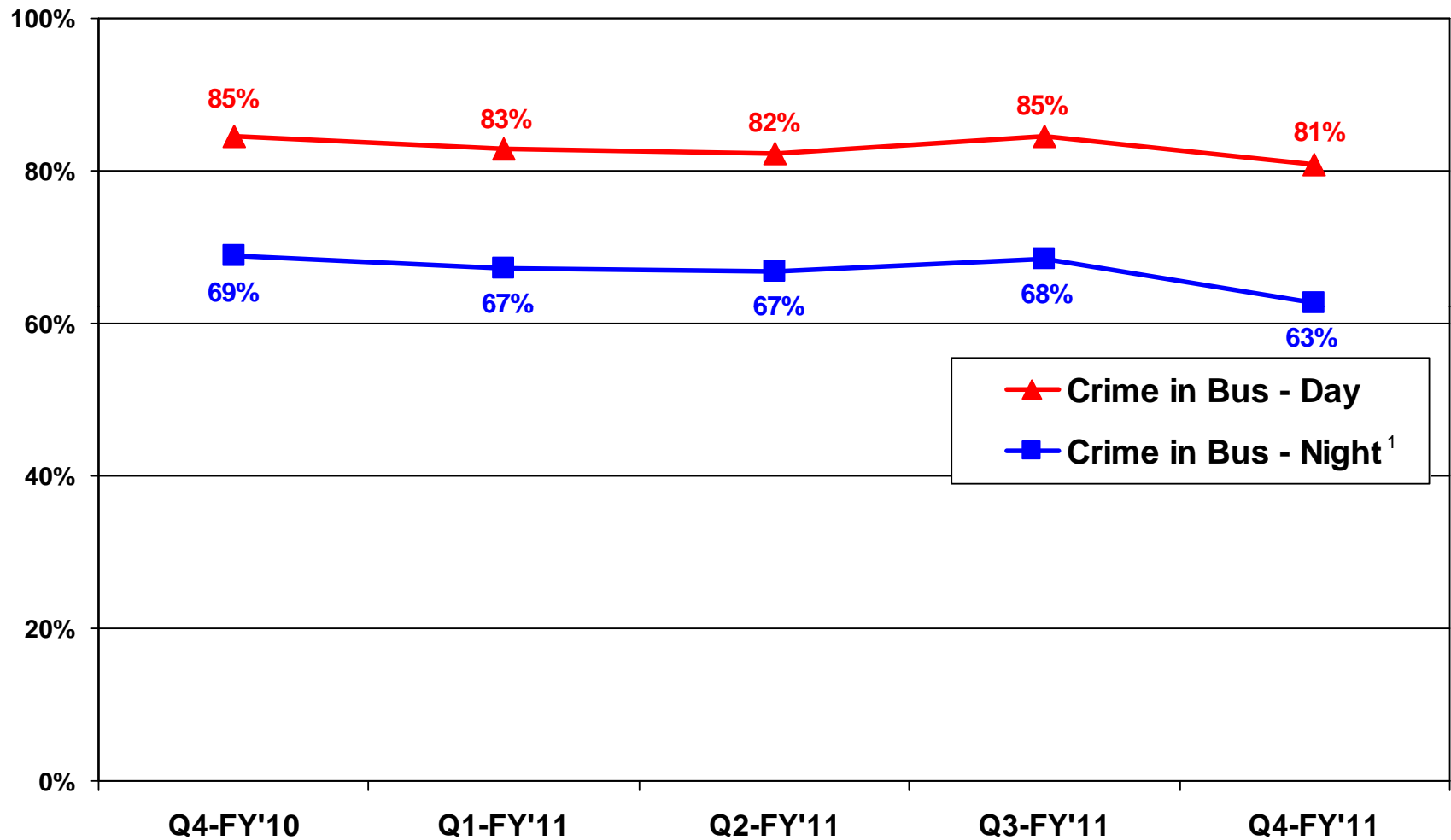
Q79.3

Margin of error:  $\pm 5.7\%$

# METROBUS: RIDING EXPERIENCE

<b>Importance</b>	High	<b>Highest Priority</b>	<ul style="list-style-type: none"><li>• The cleanliness of buses</li></ul>	<b>Lower Priority</b>
	Moderate	<b>Higher Priority</b>	<ul style="list-style-type: none"><li>• The number of bus stops that have shelters</li><li>• The cleanliness of bus stops</li><li>• The comfort of the overall ride</li><li>• The availability of seating when riding on the bus</li></ul>	<b>Lowest Priority</b>
		Low	<b>Satisfaction</b>	High

# METROBUS: SAFETY



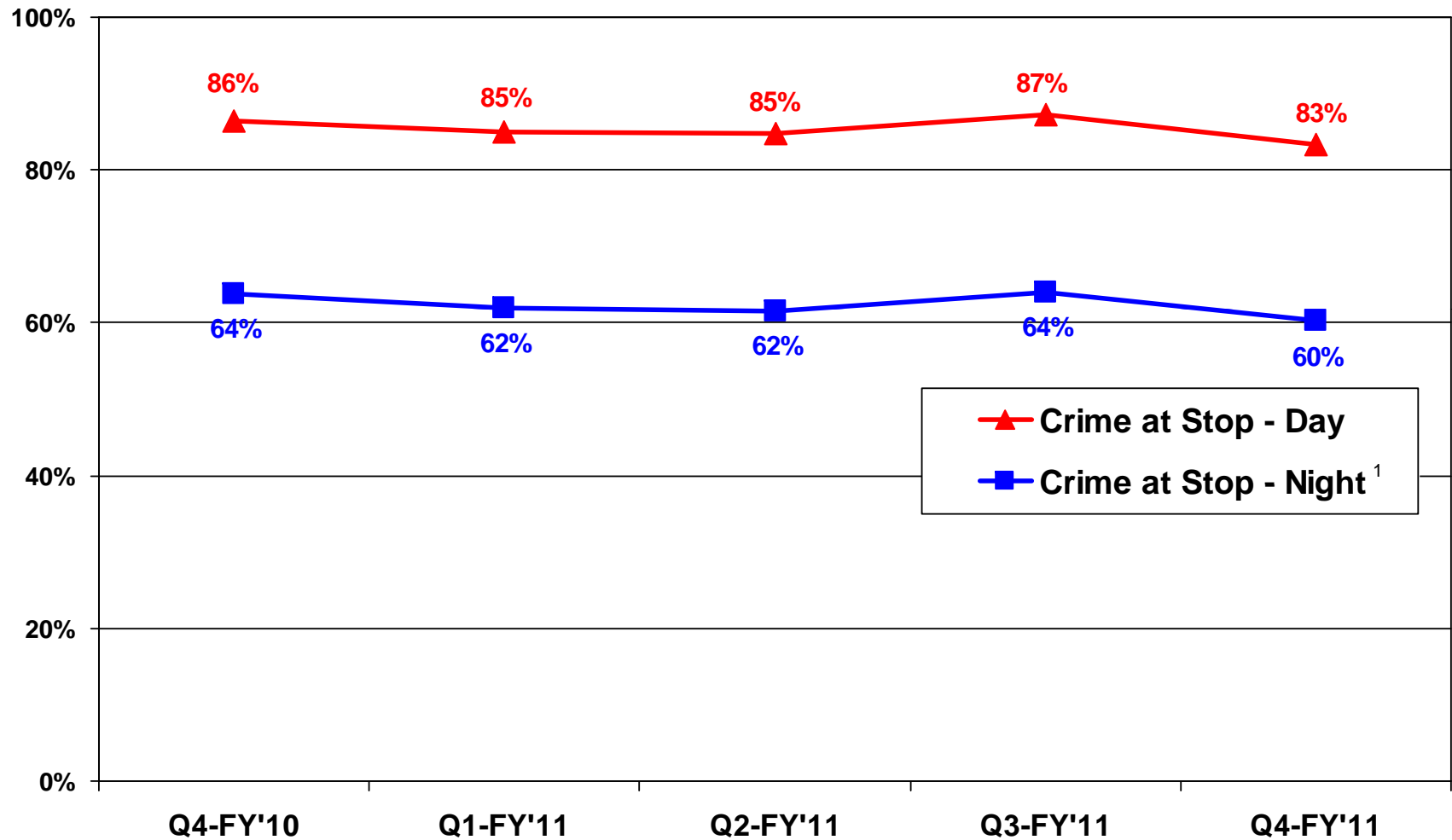
Base=Metrobus respondents answering (n=236)

<sup>1</sup>Base=Metrobus respondents answering (n=202)

Q95.2, Q95.3

Margin of error:  $\pm 5.0\%$  (Crime in Bus - Day);  $\pm 6.7\%$  (Crime in Bus - Night)

# METROBUS: SAFETY



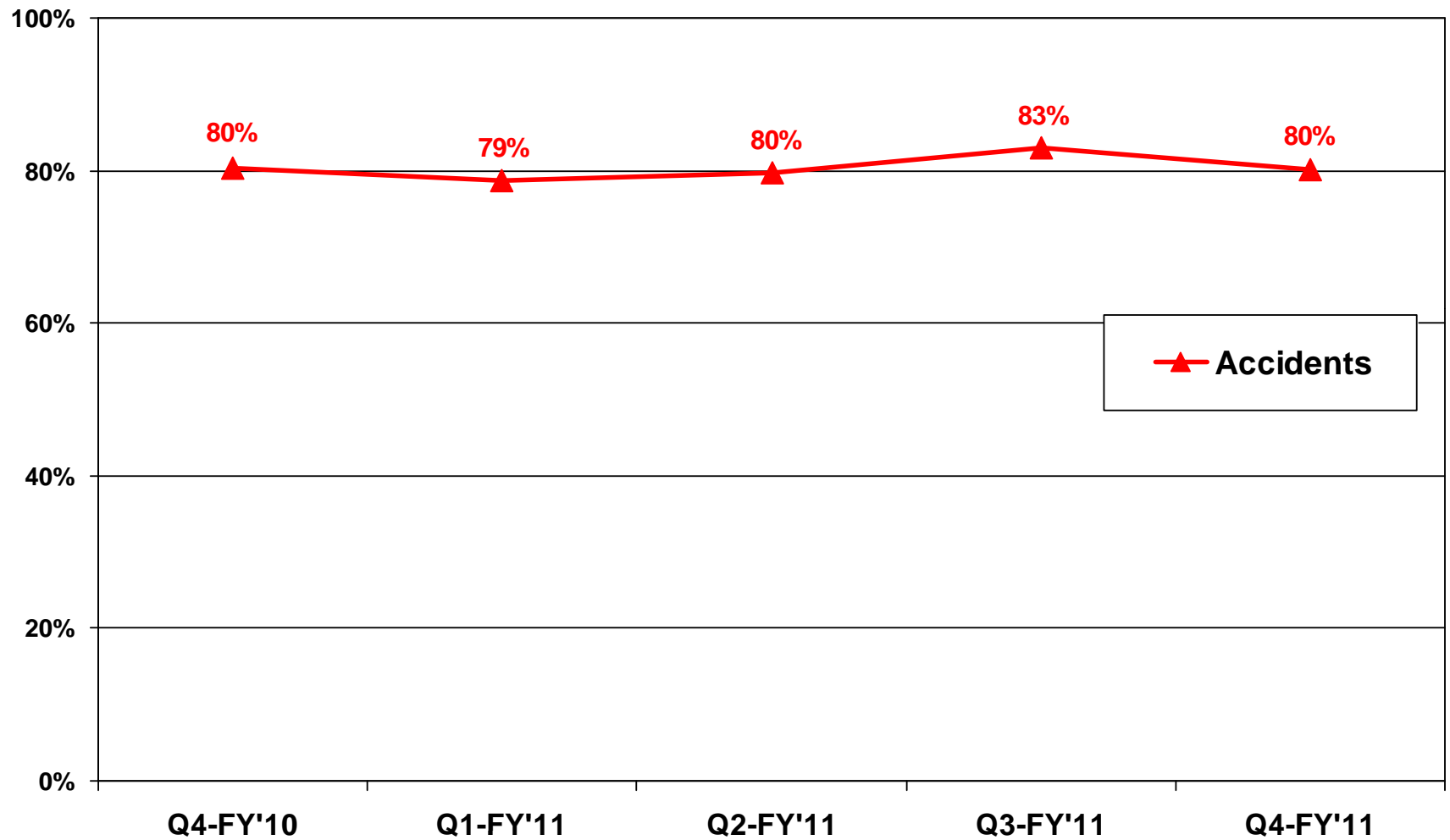
Base=Metrobus respondents answering (n=236)

<sup>1</sup>Base=Metrobus respondents answering (n=196)

Q95.4, Q95.5

Margin of error:  $\pm 4.8\%$  (Crime at Stop - Day);  $\pm 6.9\%$  (Crime at Stop - Night)

# METROBUS: SAFETY



Base=Metrobus respondents answering (n=235)

Q95.1

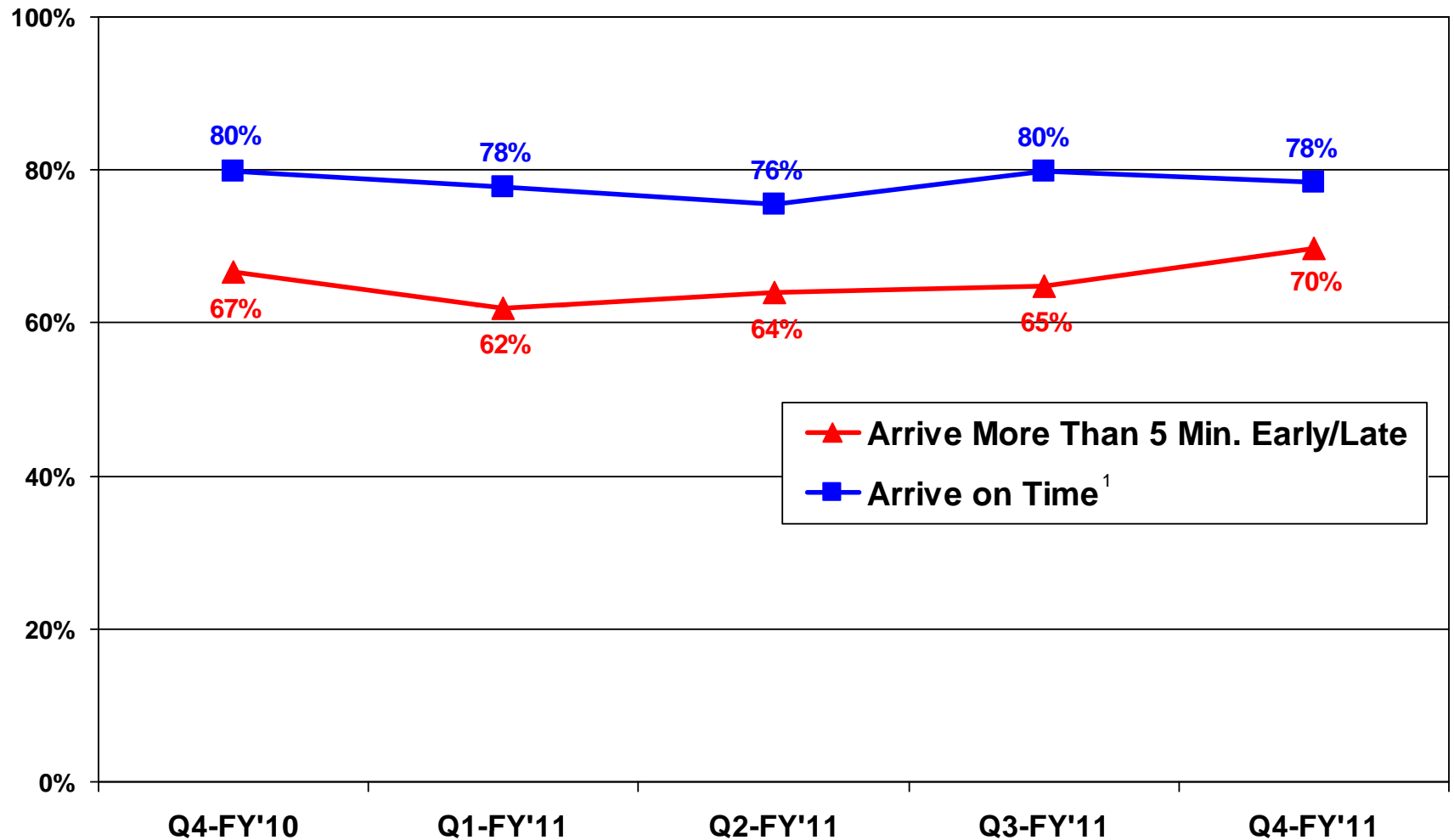
Margin of error:  $\pm 5.1\%$

# METROBUS: SAFETY

<b>Importance</b>	High	<b>Highest Priority</b> <ul style="list-style-type: none"><li>• From crime during nighttime hours while riding</li><li>• At bus stops during nighttime hours</li></ul>		<b>Lower Priority</b> <ul style="list-style-type: none"><li>• From accidents while riding</li><li>• From crime during daylight hours while riding</li><li>• At bus stops during daylight hours</li></ul>
	Moderate	<b>Higher Priority</b>		<b>Lowest Priority</b>
		Low		High

**Satisfaction**

# METROBUS: RELIABILITY

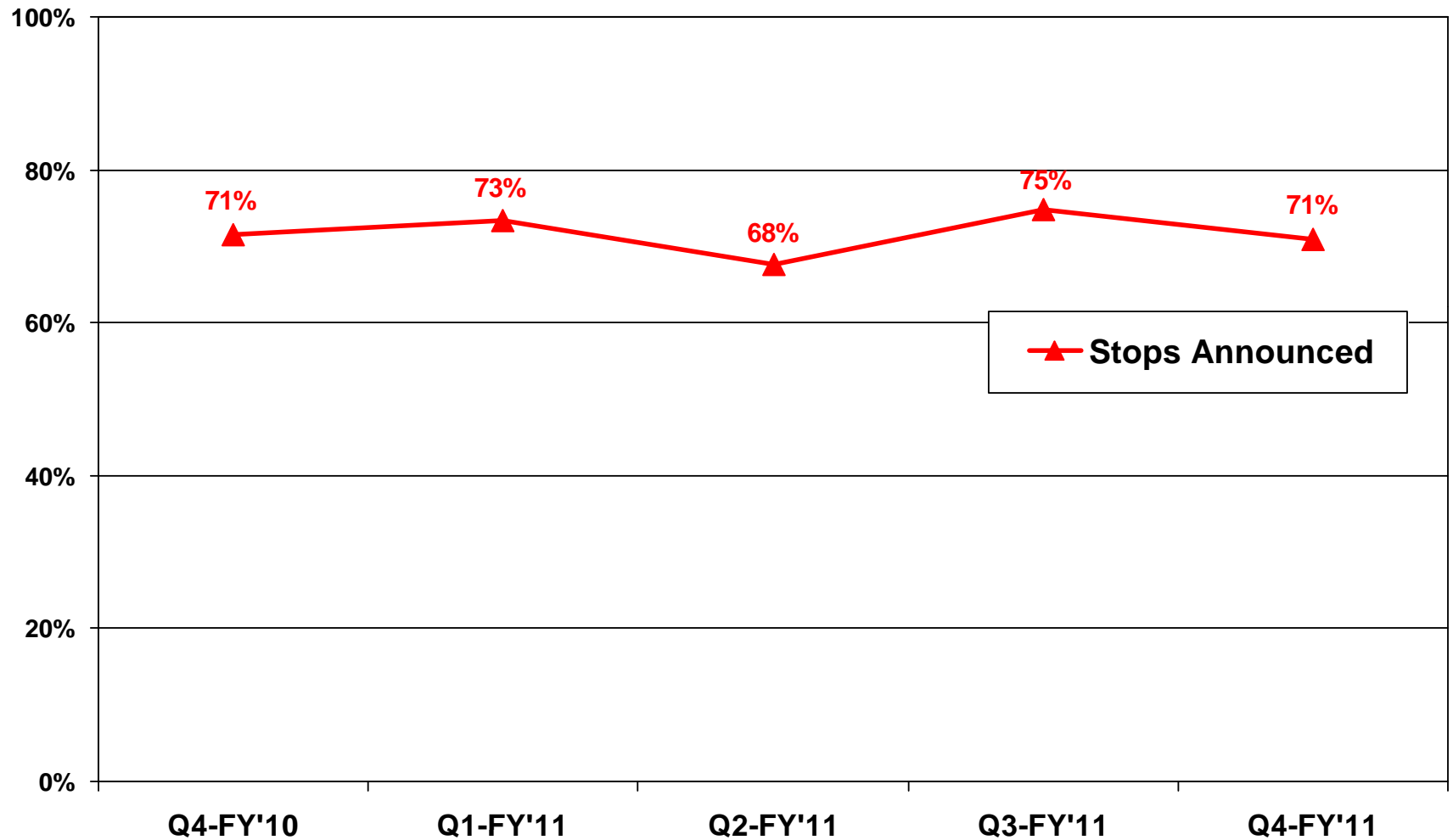


Base=Metrobus respondents answering (n=223)

<sup>1</sup>Base=Metrobus respondents answering (n=232)  
Q103, Q108

Margin of error:  $\pm 6.0\%$  (Arrive More Than 5 Min. Early/Late);  $\pm 5.3\%$  (Arrive on Time)

# METROBUS: RELIABILITY



Base=Metrobus respondents answering (n=229)

Q107

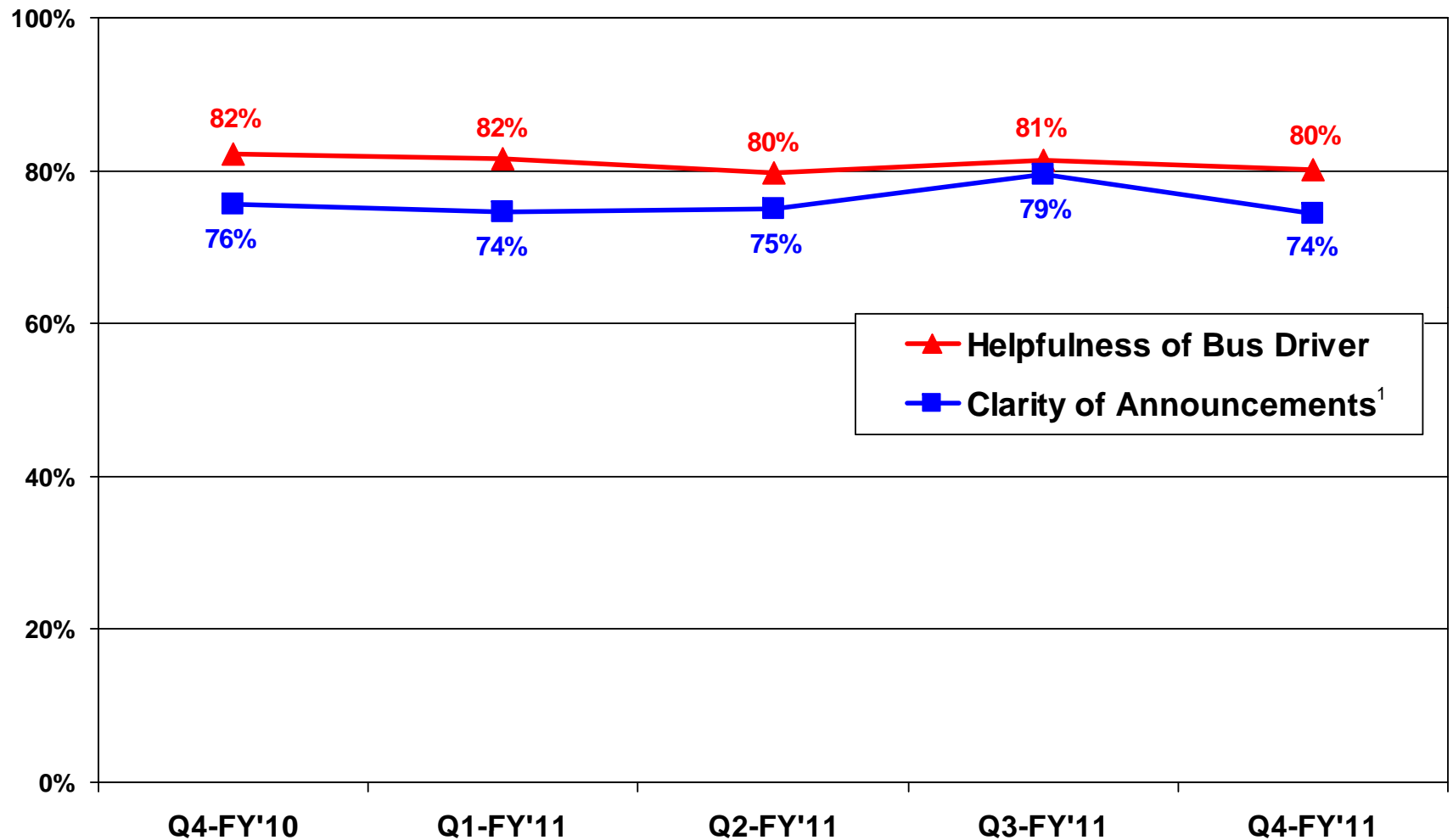
Margin of error:  $\pm 5.9\%$

# METROBUS: RELIABILITY

<b>Importance</b>	High	<b>Highest Priority</b> <ul style="list-style-type: none"><li>• Metrobus arriving more than 5 minutes early or late</li></ul>	<ul style="list-style-type: none"><li>• Buses getting to the destination on time</li></ul>	<b>Lower Priority</b>
	Moderate	<b>Higher Priority</b>	<ul style="list-style-type: none"><li>• Stops being announced by bus operators</li></ul>	<b>Lowest Priority</b>
		Low		High

**Satisfaction**

# METROBUS: CUSTOMER SERVICE



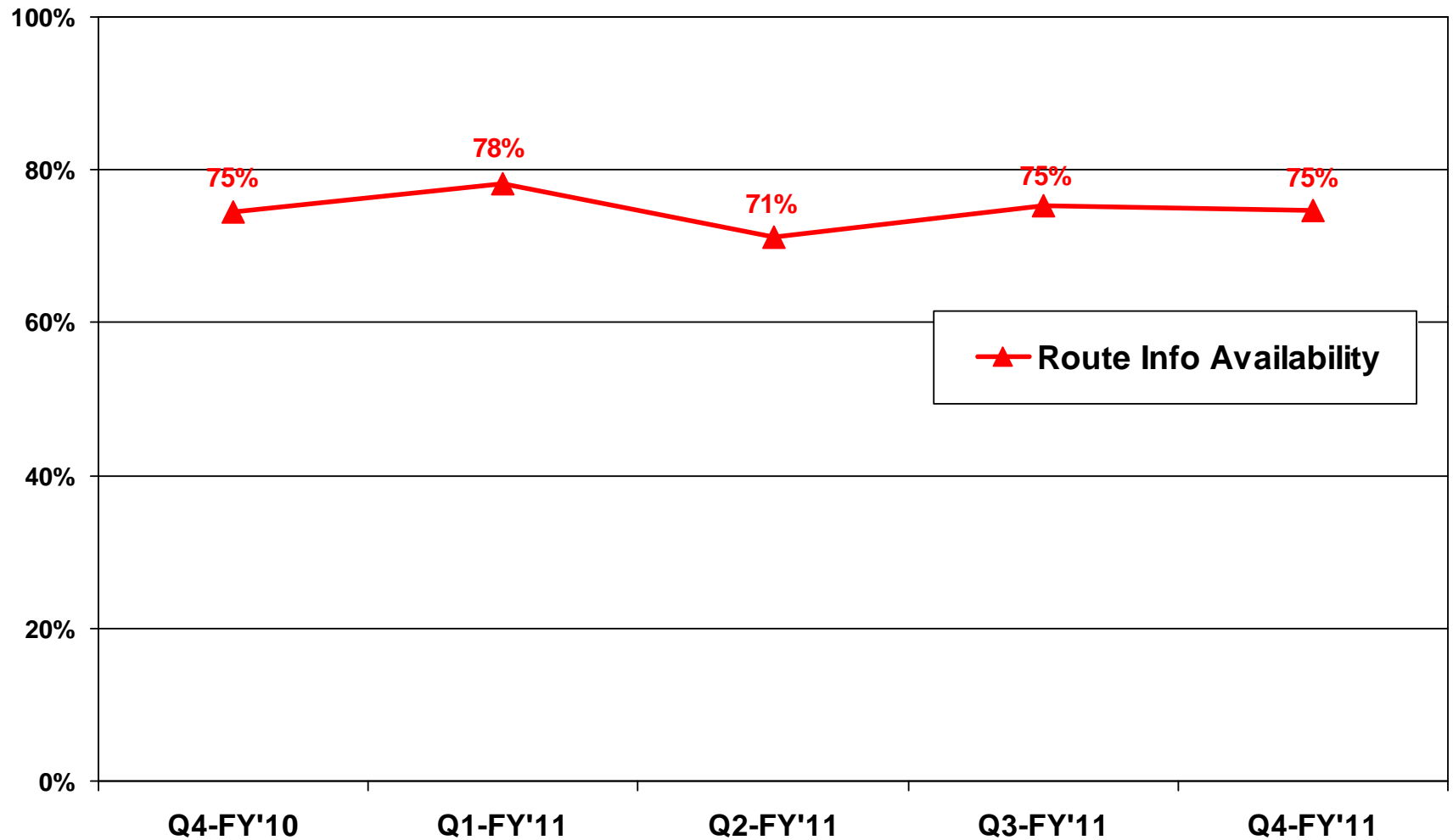
Base=Metrobus respondents answering (n=233)

<sup>1</sup>Base=Metrobus respondents answering (n=228)

Q111.1, Q111.3

Margin of error:  $\pm 5.1\%$  (Helpfulness of Bus Driver);  $\pm 5.7\%$  (Clarity of Announcements)

# METROBUS: CUSTOMER SERVICE



Base=Metrobus respondents answering (n=233)

Q111.4

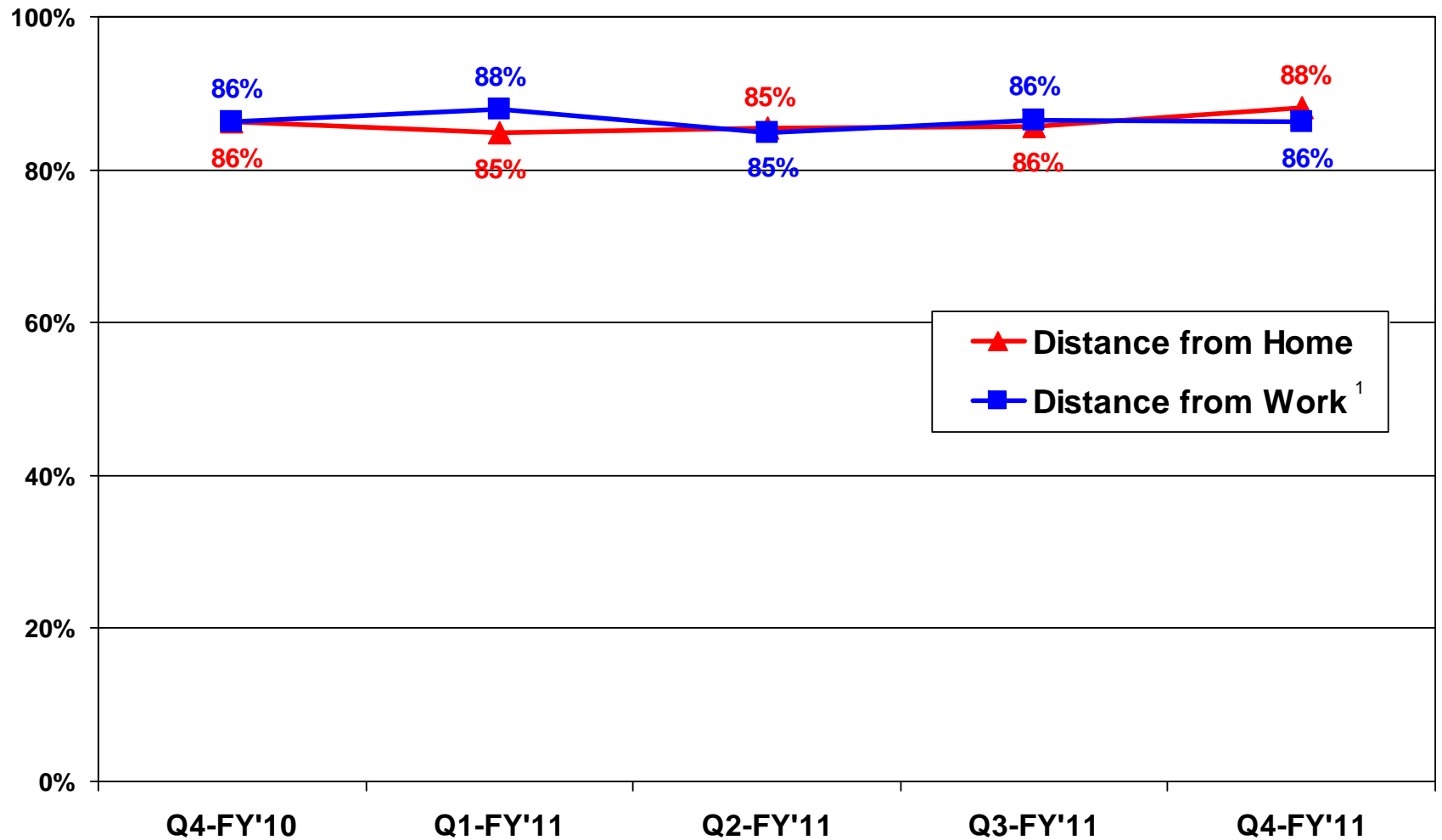
Margin of error:  $\pm 5.6\%$

# METROBUS: CUSTOMER SERVICE

<b>Importance</b>	High	<b>Highest Priority</b>	<ul style="list-style-type: none"><li>• Route information availability</li></ul>	<b>Lower Priority</b> <ul style="list-style-type: none"><li>• The helpfulness of bus operators</li></ul>
	Moderate	<b>Higher Priority</b>	<ul style="list-style-type: none"><li>• The clarity of operator announcements at stops</li></ul>	<b>Lowest Priority</b>
		Low		High

**Satisfaction**

# METROBUS: EASE OF ACCESS



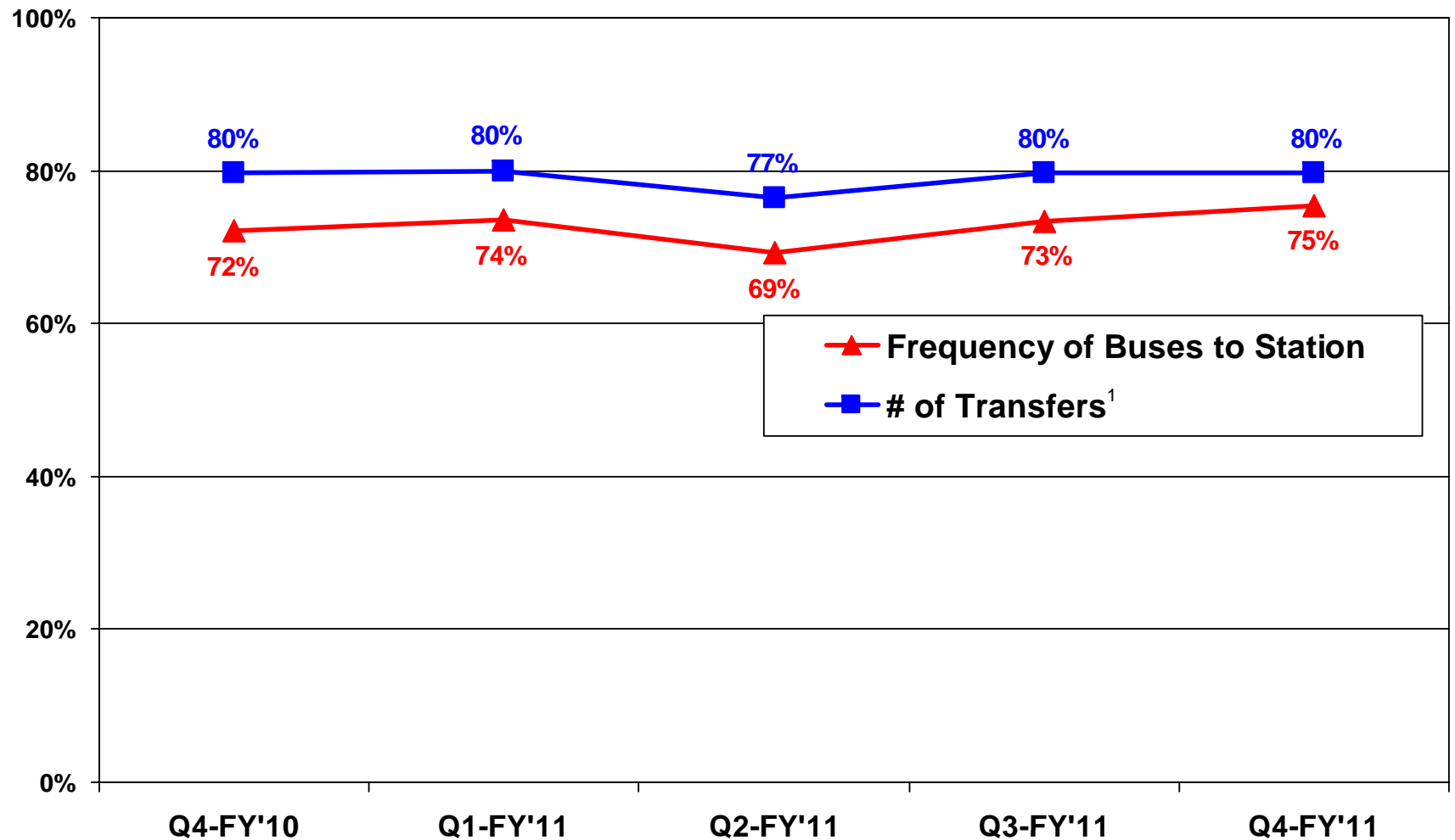
Base=Metrobus respondents answering (n=234)

<sup>1</sup>Base=Metrobus respondents answering (n=194)

Q116, Q117

Margin of error:  $\pm 4.2\%$  (Distance from Home);  $\pm 4.9\%$  (Distance from Work)

# METROBUS: EASE OF ACCESS



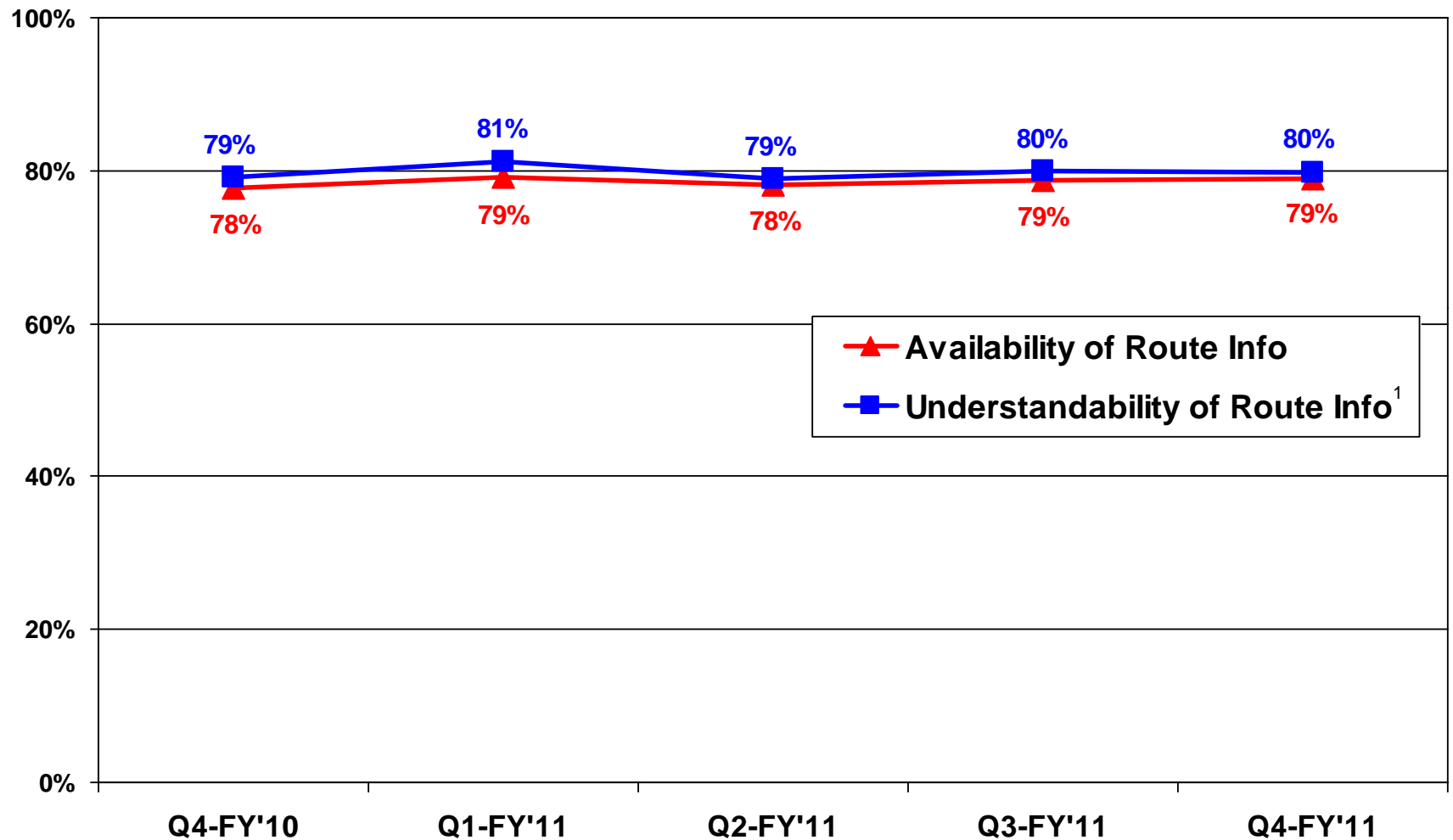
Base=Metrobus respondents answering (n=223)

<sup>1</sup>Base=Metrobus respondents answering (n=226)

Q118, Q119

Margin of error:  $\pm 5.7\%$  (Frequency of Buses);  $\pm 5.2\%$  (Number of Transfers)

# METROBUS: COMMUNICATIONS



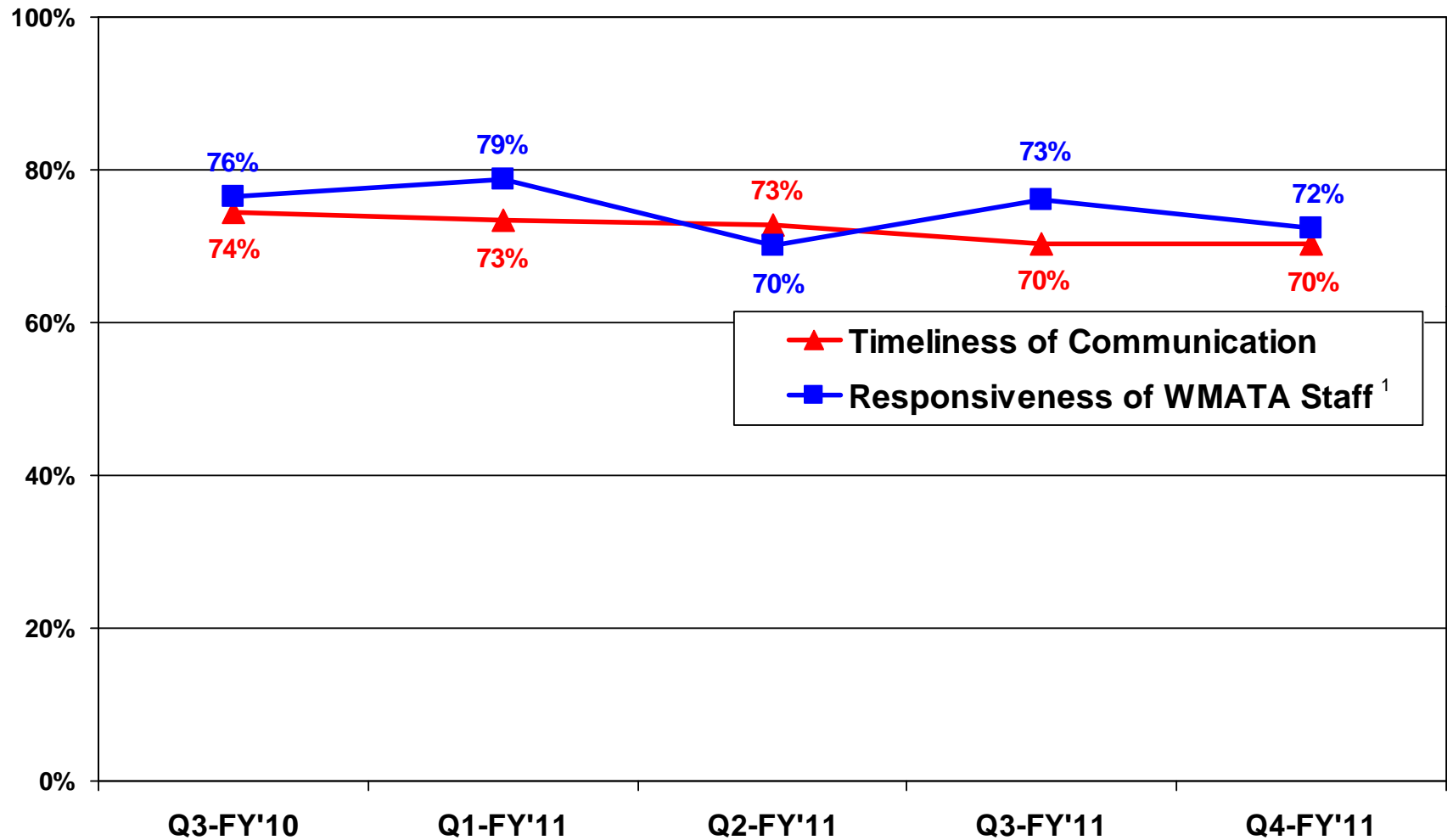
Base=Metrobus respondents answering (n=235)

<sup>1</sup>Base=Metrobus respondents answering (n=234)

Q132.1, Q132.4

Margin of error:  $\pm 5.2\%$  (Availability of Route Info);  $\pm 5.1\%$  (Understandability of Route Info)

# METROBUS: COMMUNICATIONS



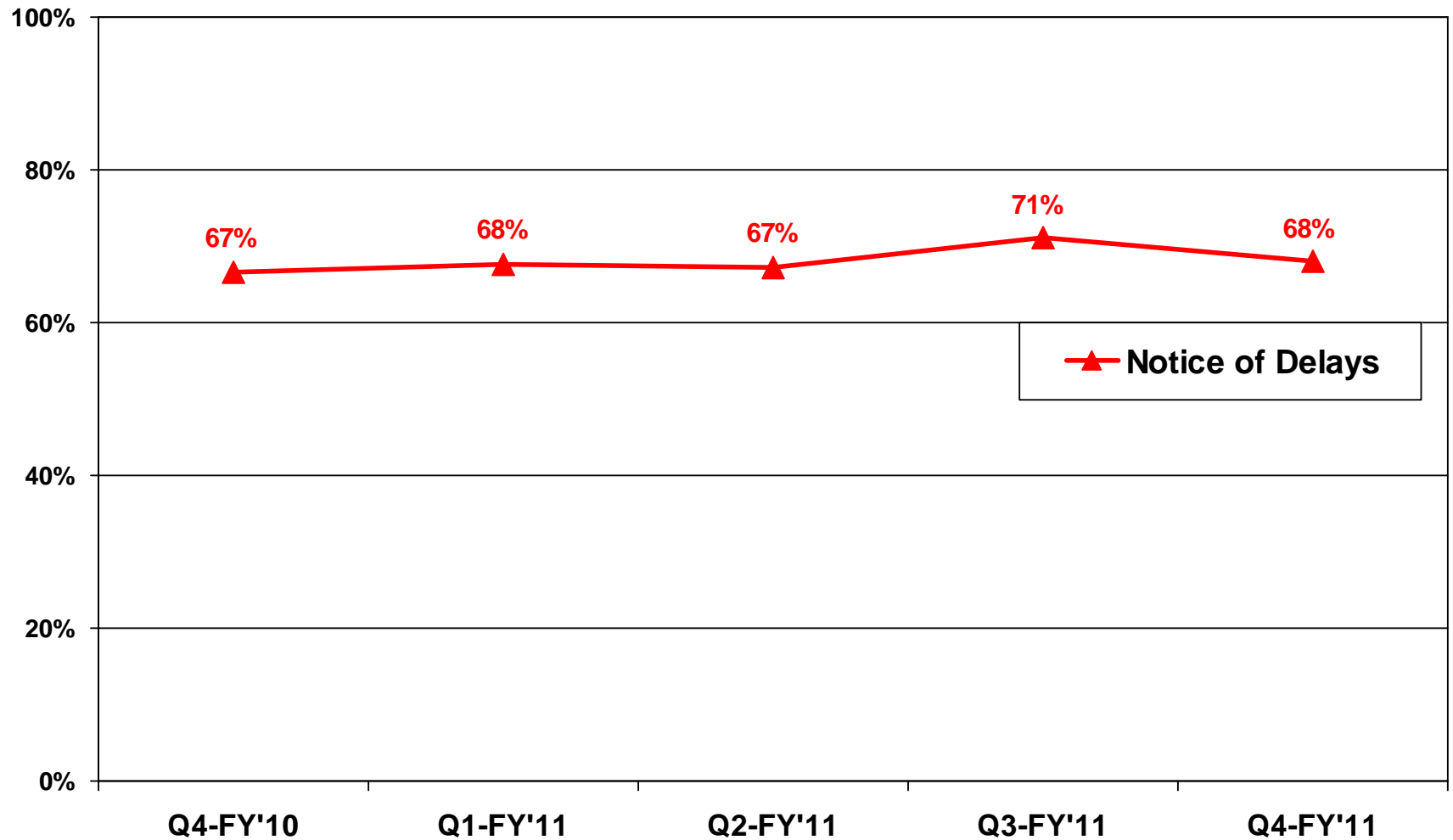
Base=Metrobus respondents answering (n=214)

<sup>1</sup>Base=Metrobus respondents answering (n=216)

Q132.2, Q132.3

Margin of error:  $\pm 6.1\%$  (Timeliness of Communication);  $\pm 6.0\%$  (Responsiveness of WMATA Staff)

# METROBUS: COMMUNICATIONS



Base=Metrobus respondents answering (n=221)

Q132.6

Margin of error:  $\pm 6.2\%$

# METROBUS: COMMUNICATIONS

<b>Importance</b>	High	<b>Highest Priority</b>	<ul style="list-style-type: none"><li>• The availability of route information</li></ul>	<b>Lower Priority</b>
	Moderate	<b>Higher Priority</b>	<ul style="list-style-type: none"><li>• Timeliness of communication on route changes</li></ul>	<b>Lowest Priority</b>
		Low	<b>Satisfaction</b>	High

# METROBUS: PERFORMANCE

	<b>Importance</b>	<b>Satisfaction</b>	<b>Performance</b>
<b>Ease of Access</b>	87%	83%	95%
<b>Fares</b>	83%	76%	92%
<b>Customer Service</b>	85%	77%	91%
<b>Safety</b>	87%	75%	86%
<b>Communications</b>	86%	75%	87%
<b>Reliability</b>	86%	73%	85%
<b>Riding Experience</b>	84%	71%	85%

Base=Metrobus respondents answering  
Note: Base sizes may vary



# *METRORAIL*

QUARTER 4, FY `11 RESULTS

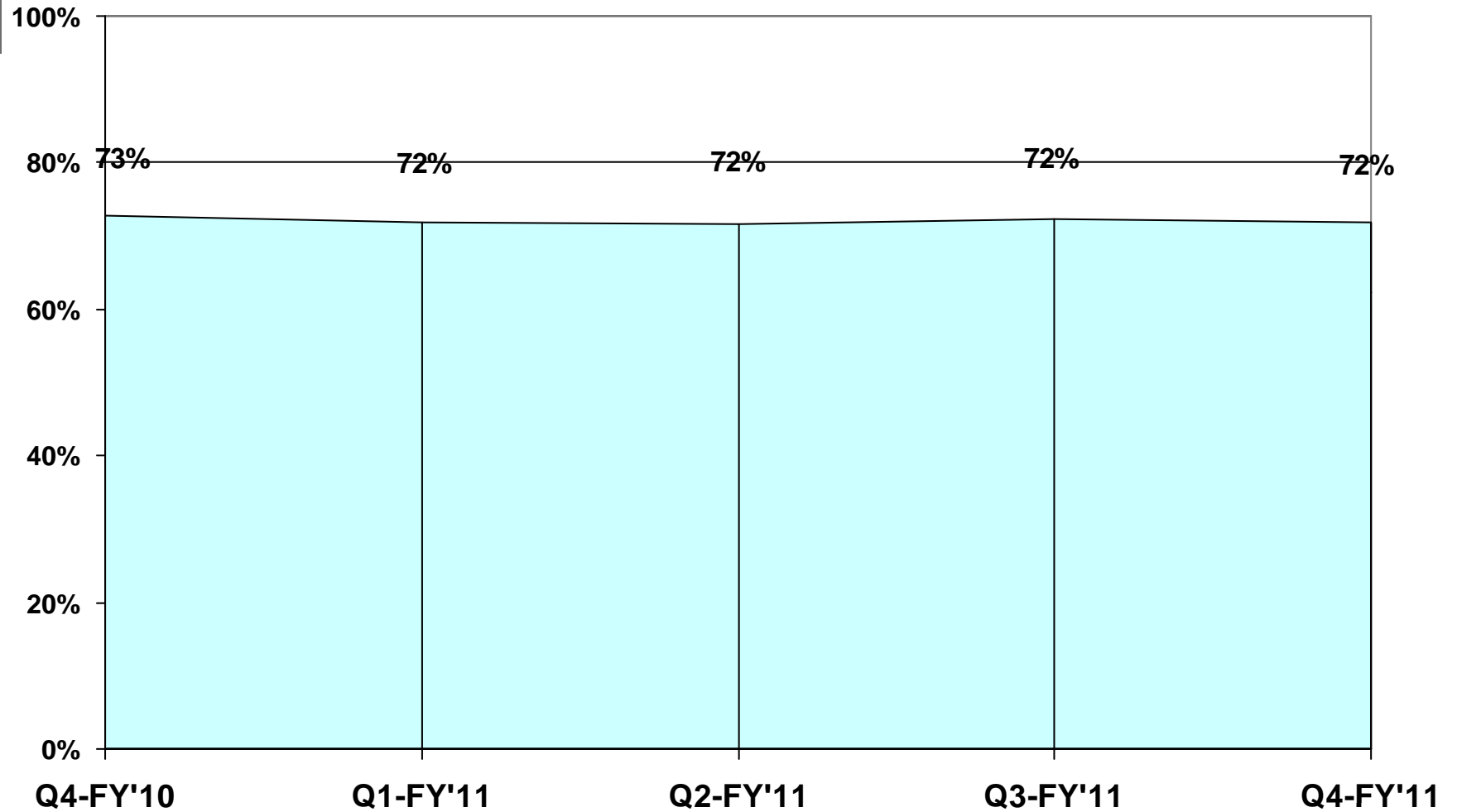
# METRORAIL: RIDER PROFILE

	Metrorail
<b>Gender</b>	
Female	52%
Male	48%
<b>Education</b>	
Net: Some college or less	15%
Net: College degree or more	85%
<b>Employment</b>	
Net: Employed	66%
Net: Not employed	34%
<b>Household Vehicles</b>	
None	2%
One	29%
Two	42%
Three or more	27%
<i>Mean (# of vehicles)</i>	<i>2.1</i>

	Metrorail
<b>Age</b>	
18-35	14%
36-55	38%
56-75	41%
Over 75	8%
<i>Mean (in years)</i>	<i>53.8</i>
<b>Race<sup>1</sup></b>	
White/Caucasian	77%
Net: Minority	23%
Black/African-American	16%
Asian/Pacific Islander	3%
<b>Income</b>	
Net: Less than \$75,000	24%
Net: \$75,000 or more	76%
<i>Mean</i>	<i>\$92,740</i>
<i>Median</i>	<i>\$104,410</i>

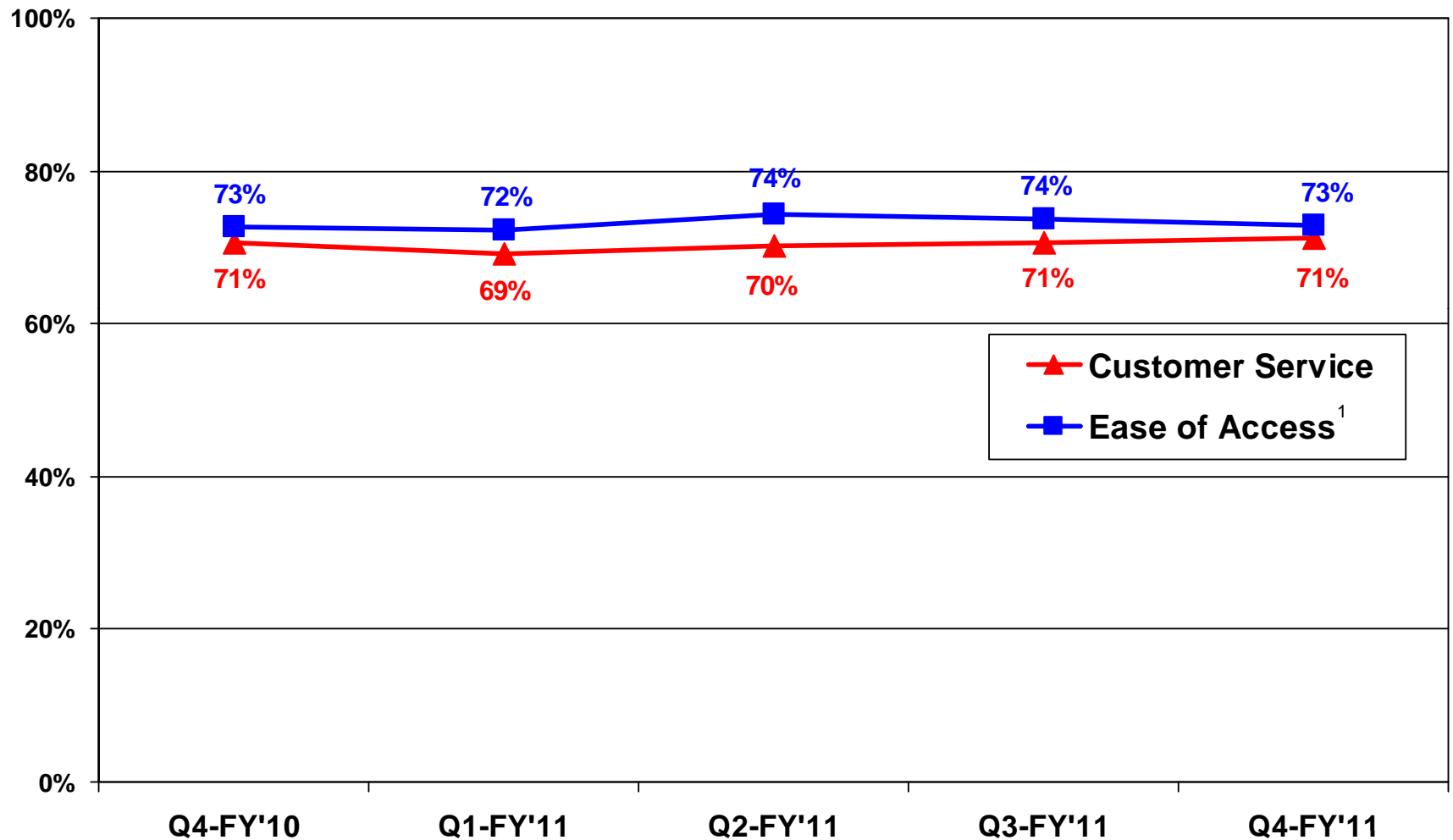
Base=Metrorail respondents answering  
 Q147, Q148, Q152, Q153, Q155-Q157  
<sup>1</sup>Multiple Responses Accepted, Top Mentions  
 Note: Base sizes may vary

# METRORAIL: SYSTEM RESULTS



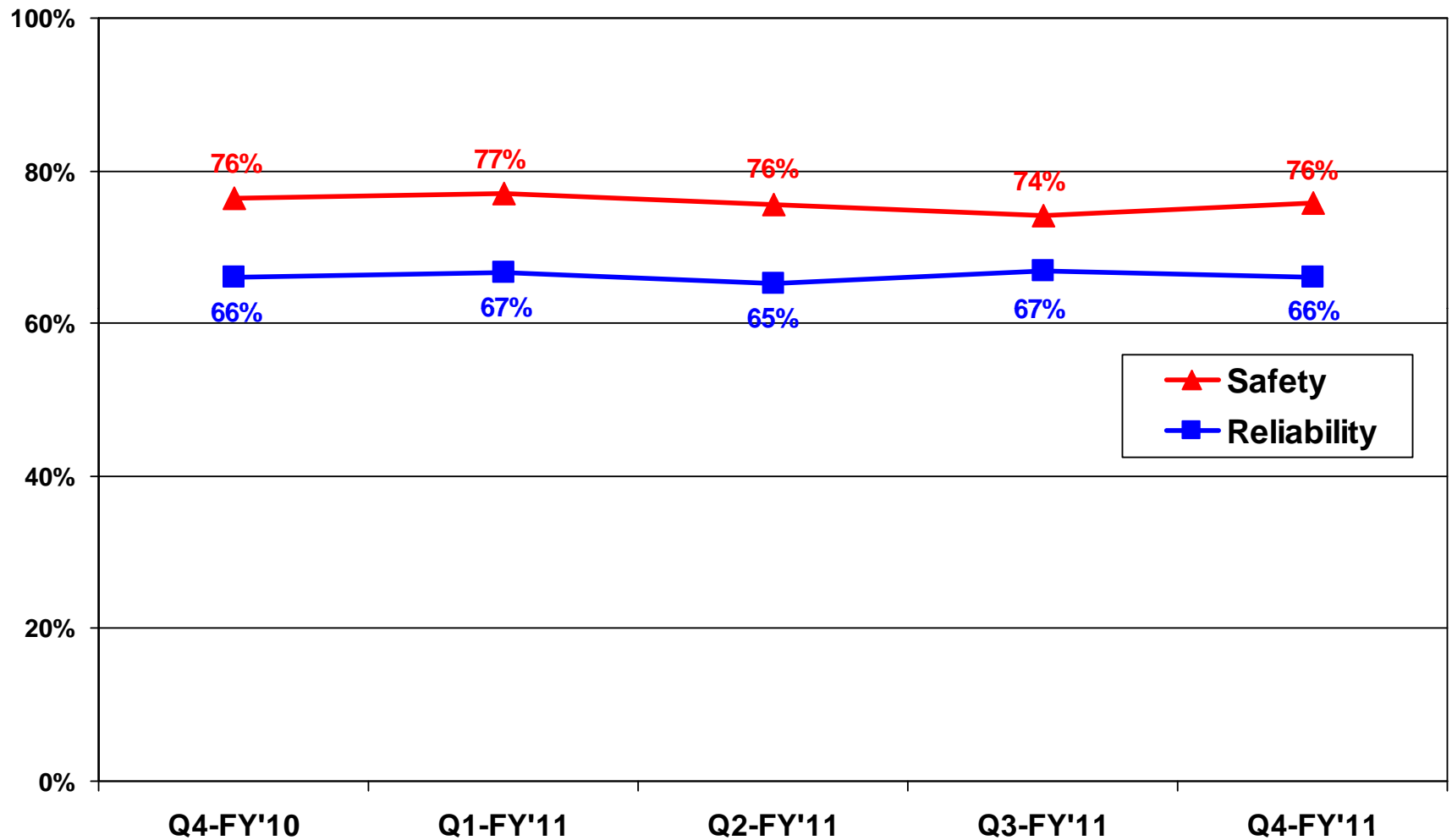
Base=Metrorail respondents answering (n=364)  
Margin of error:  $\pm 4.6\%$

# METRORAIL: SYSTEM RESULTS



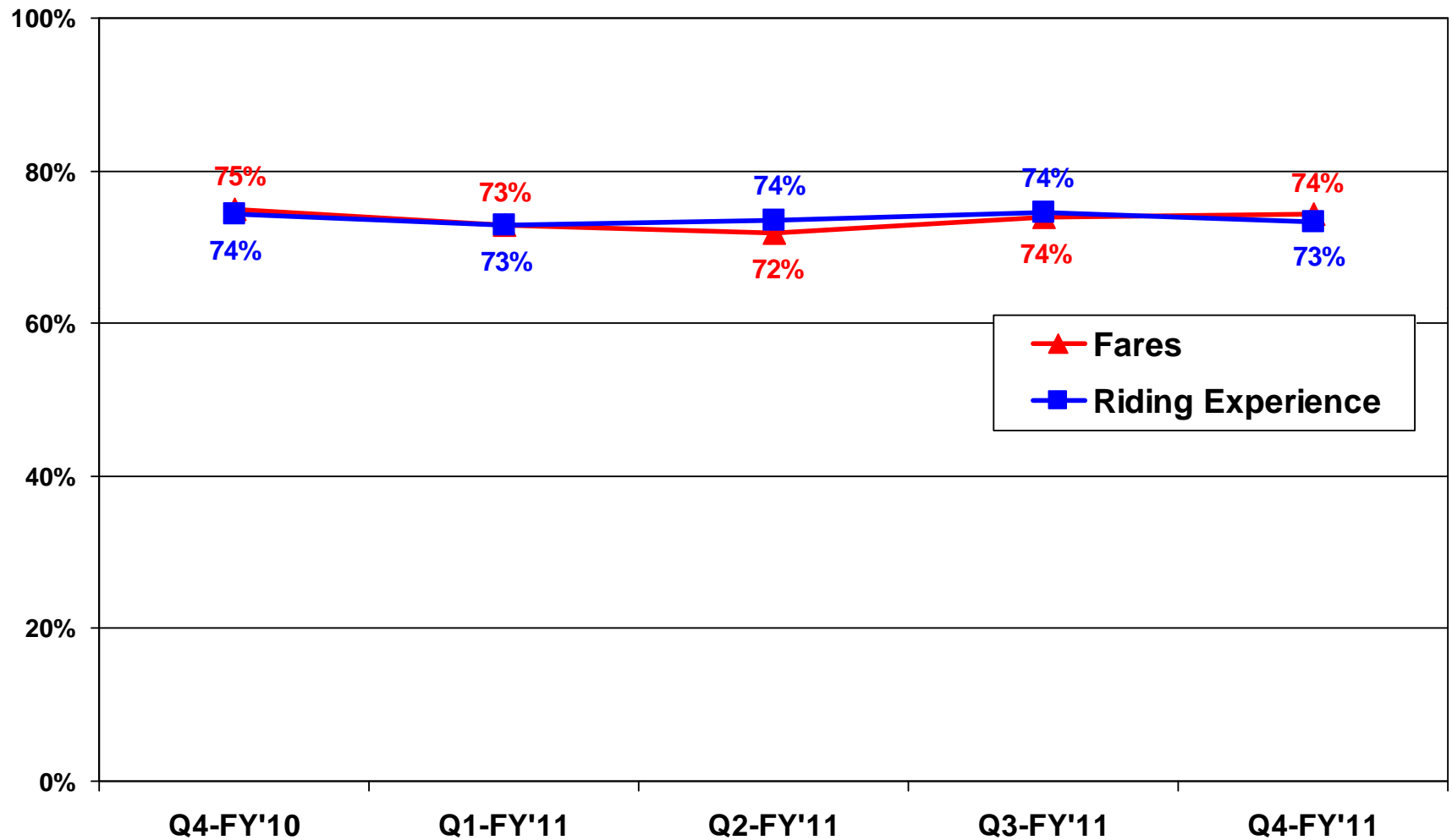
Base=Metrorail respondents answering (n=364)  
<sup>1</sup>Base=Metrorail respondents answering (n=348)  
Margin of error:  $\pm 4.7\%$  (Customer Service);  $\pm 4.7\%$  (Ease of Access)

# METRORAIL: SYSTEM RESULTS



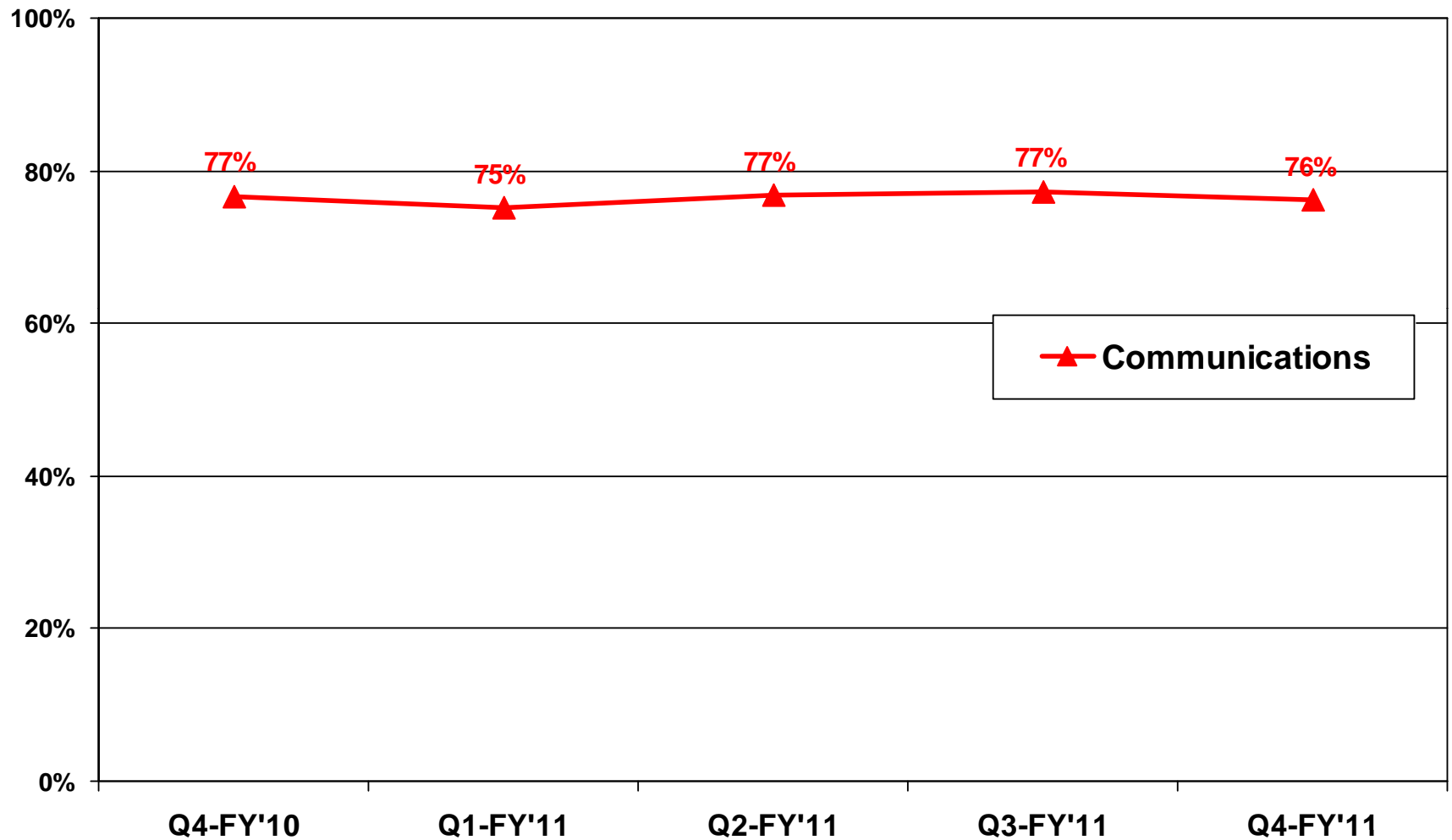
Base=Metrorail respondents answering (n=364)  
Margin of error:  $\pm 4.4\%$  (Safety);  $\pm 4.9\%$  (Reliability)

# METRORAIL: SYSTEM RESULTS



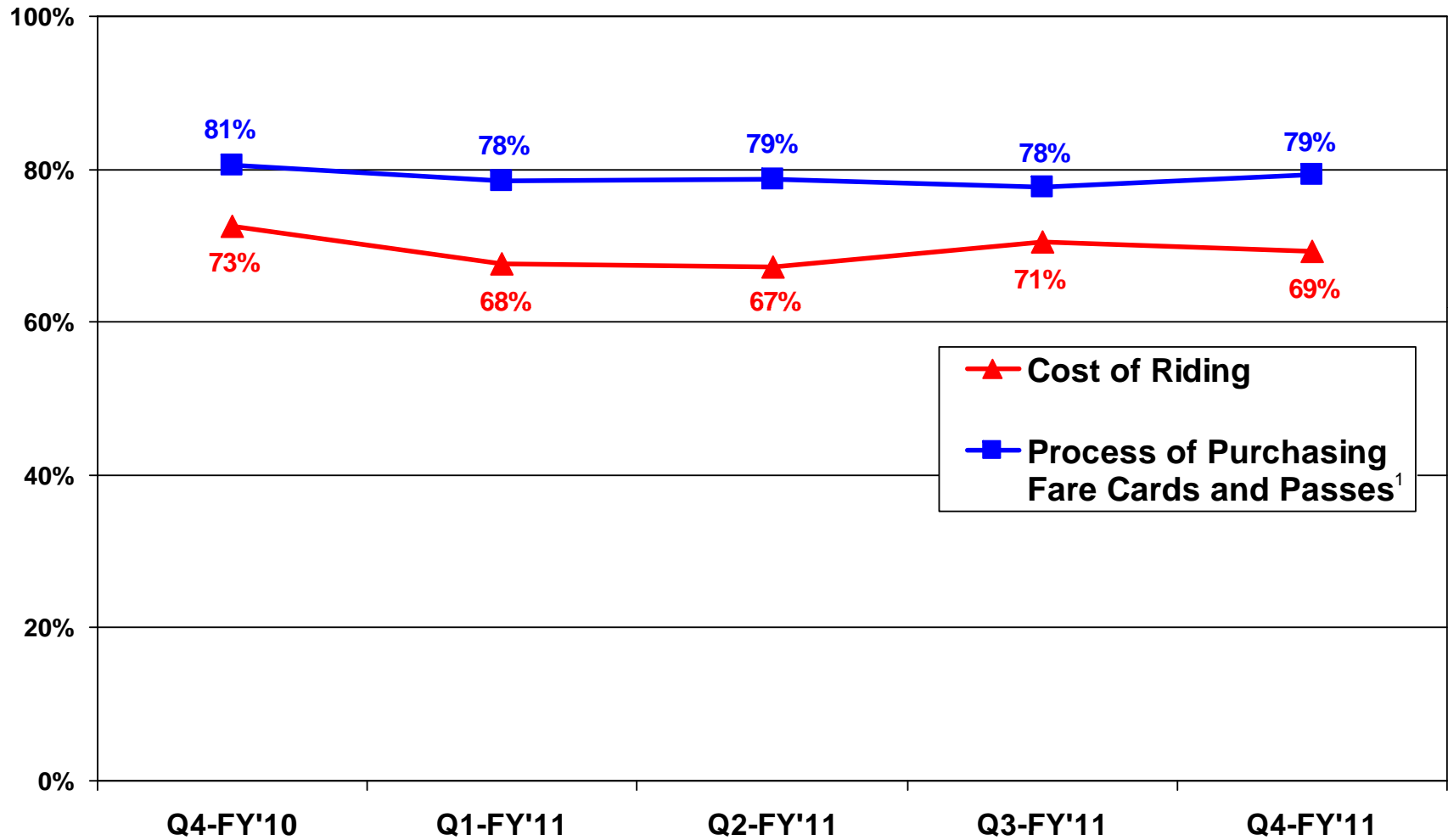
Base=Metrorail respondents answering (n=364)  
Margin of error:  $\pm 4.5\%$  (Fares);  $\pm 4.6\%$  (Riding Experience)

# METRORAIL: SYSTEM RESULTS



Base=Metrorail respondents answering (n=363)  
Margin of error:  $\pm 4.4\%$

# METRORAIL: FARES



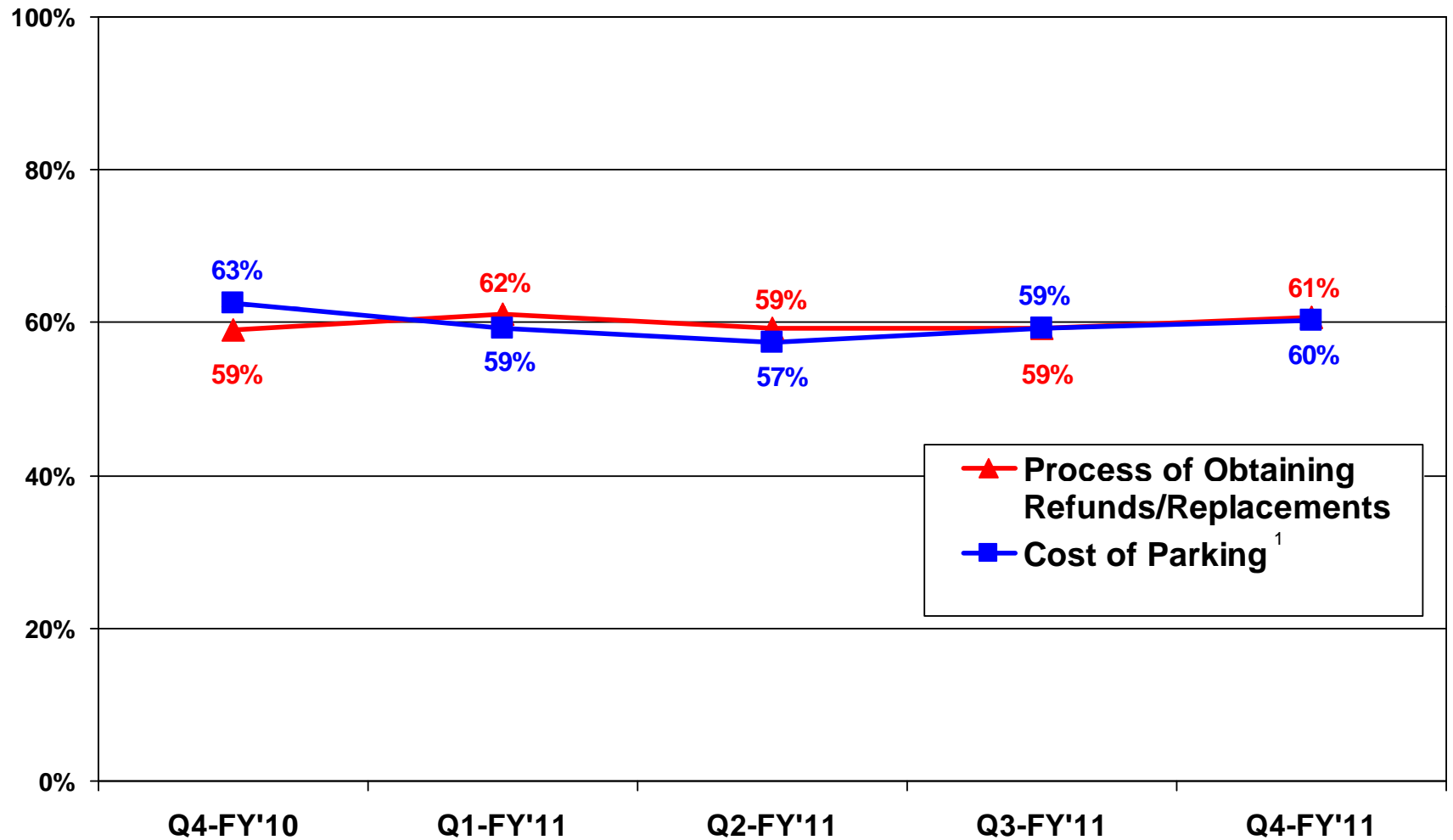
Base=Metrorail respondents answering (n=359)

<sup>1</sup>Base=Metrorail respondents answering (n=350)

Q67, Q68

Margin of error:  $\pm 4.8\%$  (Cost of Riding);  $\pm 4.3\%$  (Process of Purchasing Fare Cards and Passes)

# METRORAIL: FARES



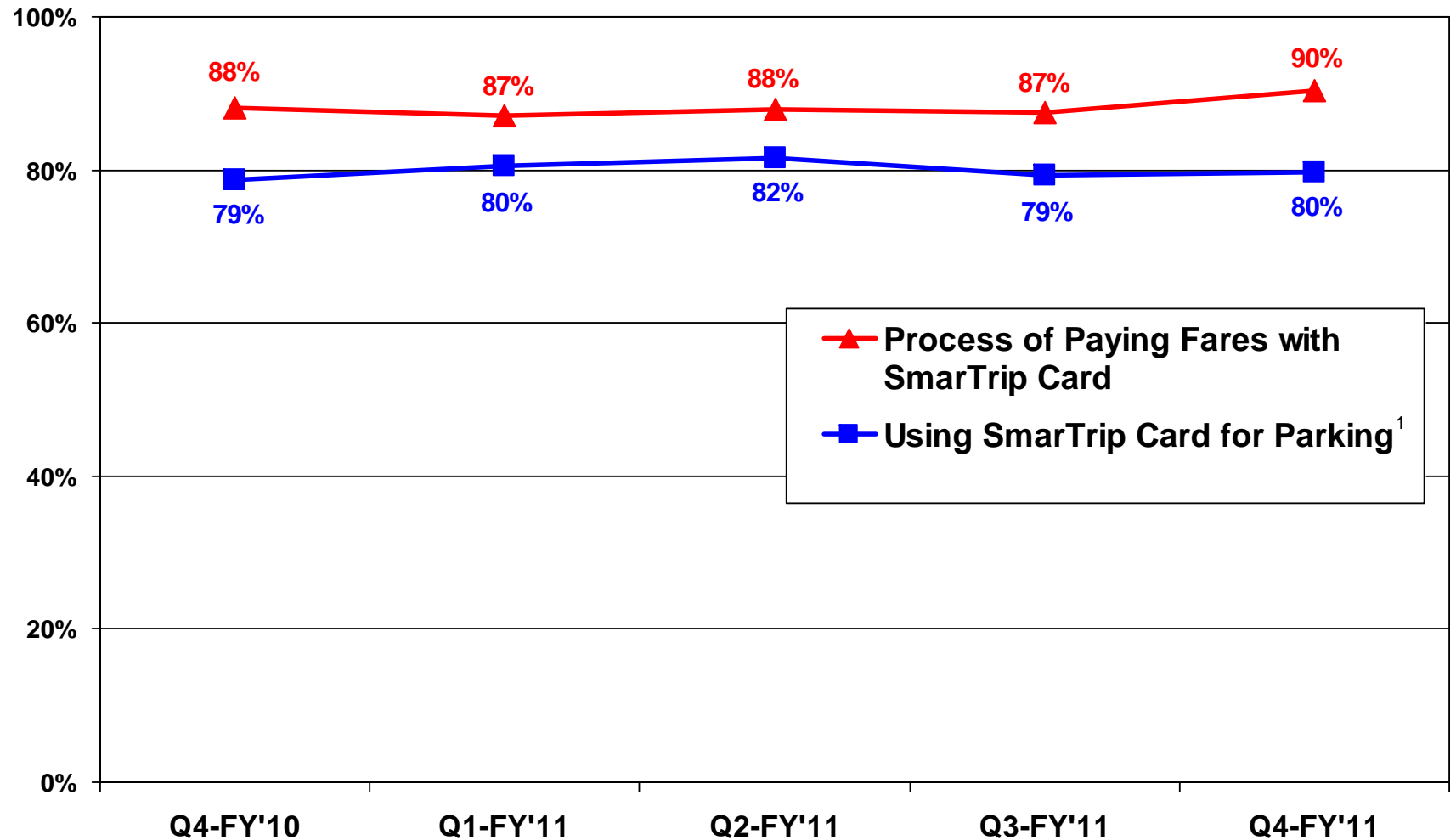
Base=Metrorail respondents answering (n=199)

<sup>1</sup>Base=Metrorail respondents answering (n=192)

Q70, Q71

Margin of error: ±6.8% (Process of Obtaining Refunds/Replacements); ±6.9% (Cost of Parking)

# METRORAIL: FARES



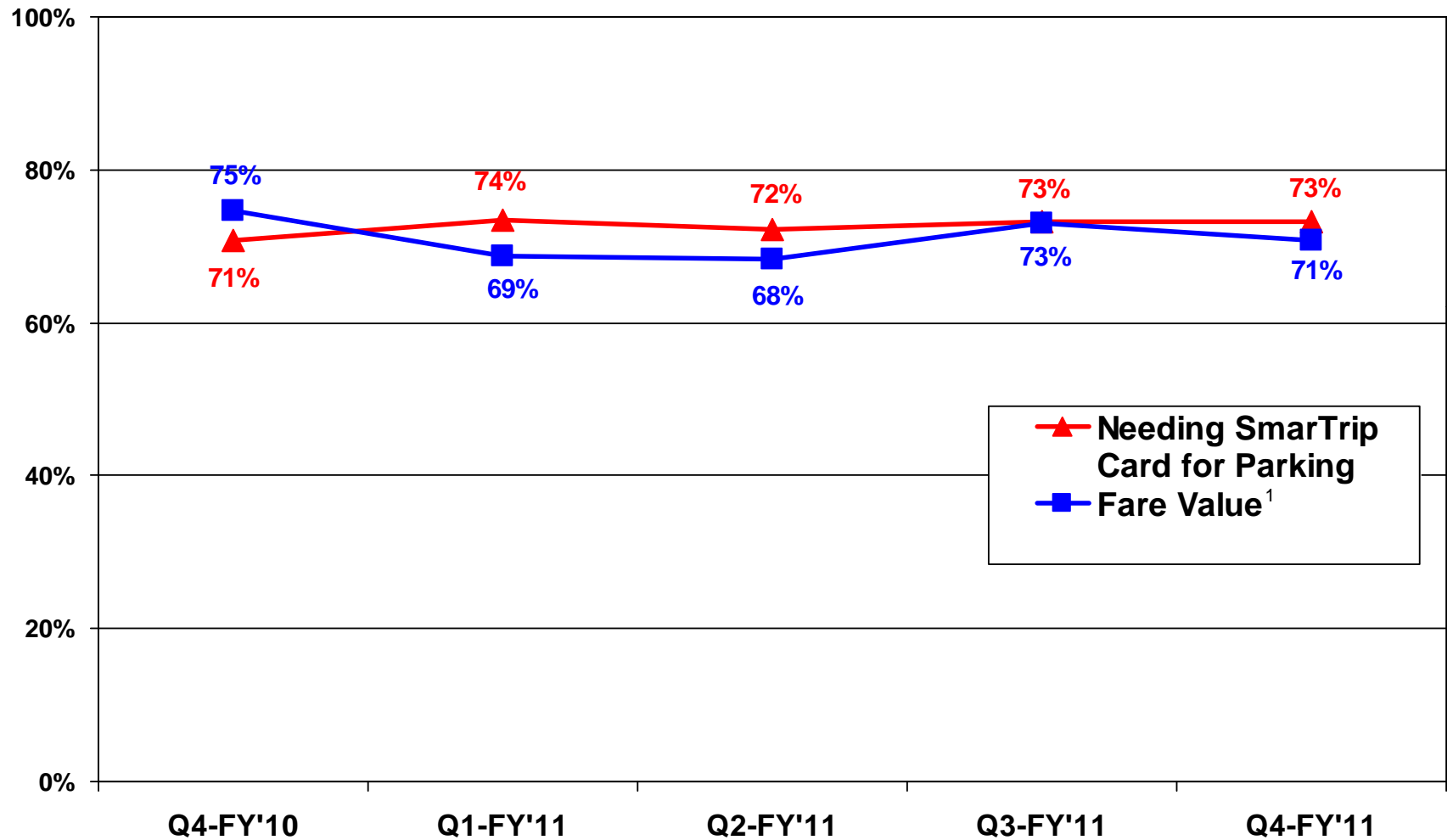
Base=Metrorail respondents who have a SmarTrip card and answering (n=289)

<sup>1</sup>Base=Metrorail respondents who have a SmarTrip card and park at stations and answering (n=160)

Q69, Q72

Margin of error:  $\pm 3.5\%$  (Process of Paying Fares with SmarTrip Card);  $\pm 6.2\%$  (Using SmarTrip Card for Parking)

# METRORAIL: FARES



Base=Metrorail respondents who have a SmarTrip card and park at stations and answering (n=160)

<sup>1</sup>Base=Metrorail respondents answering (n=358)

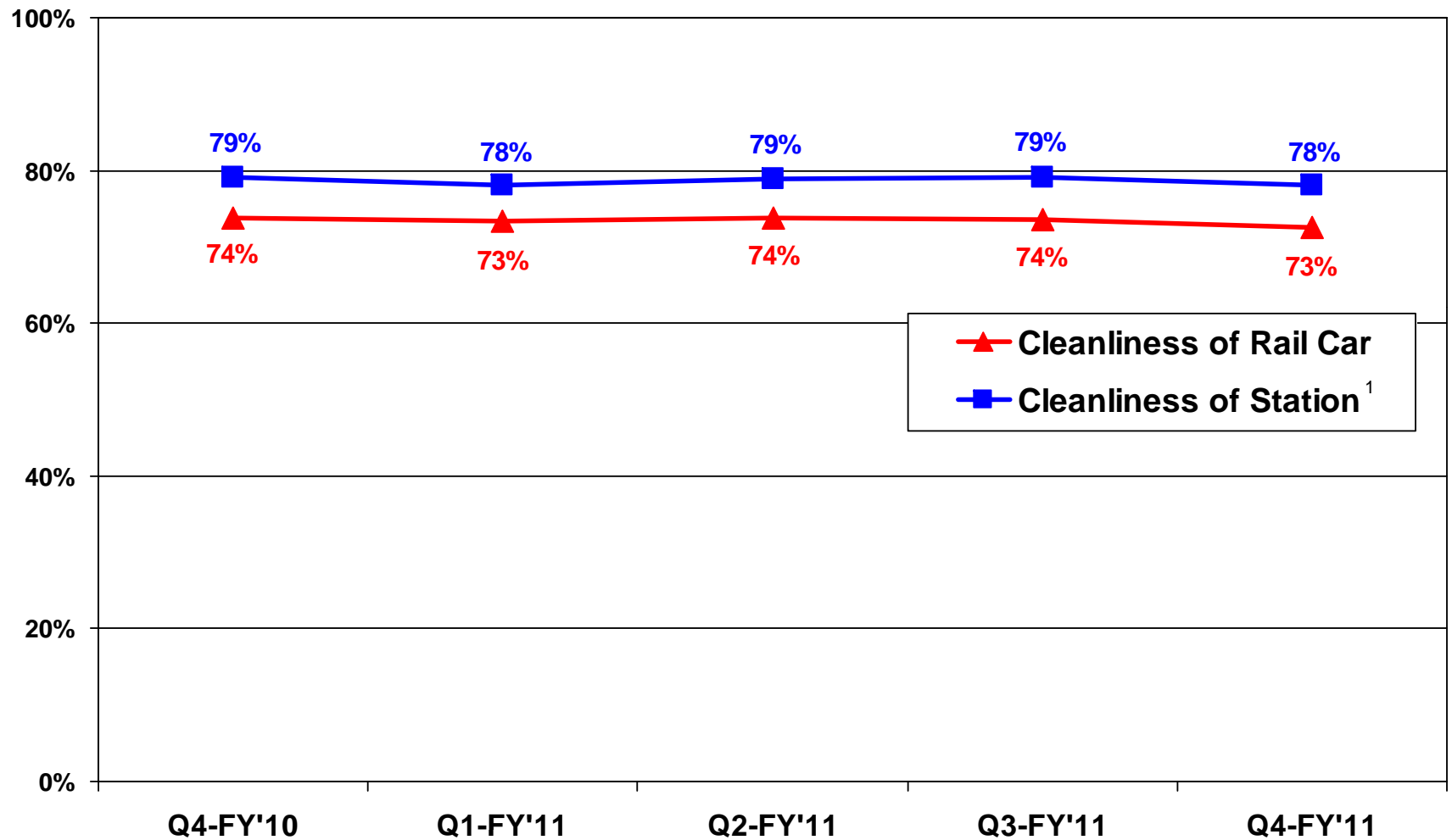
Q65, Q72A

Margin of error:  $\pm 6.9\%$  (Needing SmarTrip Card for Parking);  $\pm 4.6\%$  (Fare Value)

# METRORAIL: FARES

<b>Importance</b>	High	<b>Highest Priority</b>		<b>Lower Priority</b>
	Moderate	<ul style="list-style-type: none"> <li>• The process of obtaining refunds or replacement fare cards and passes</li> <li>• The cost of parking at Metrorail stations</li> </ul> <b>Higher Priority</b>	<ul style="list-style-type: none"> <li>• The cost of riding</li> </ul>	<b>Lowest Priority</b>
		Low	<b>Satisfaction</b>	High

# METRORAIL: RIDING EXPERIENCE



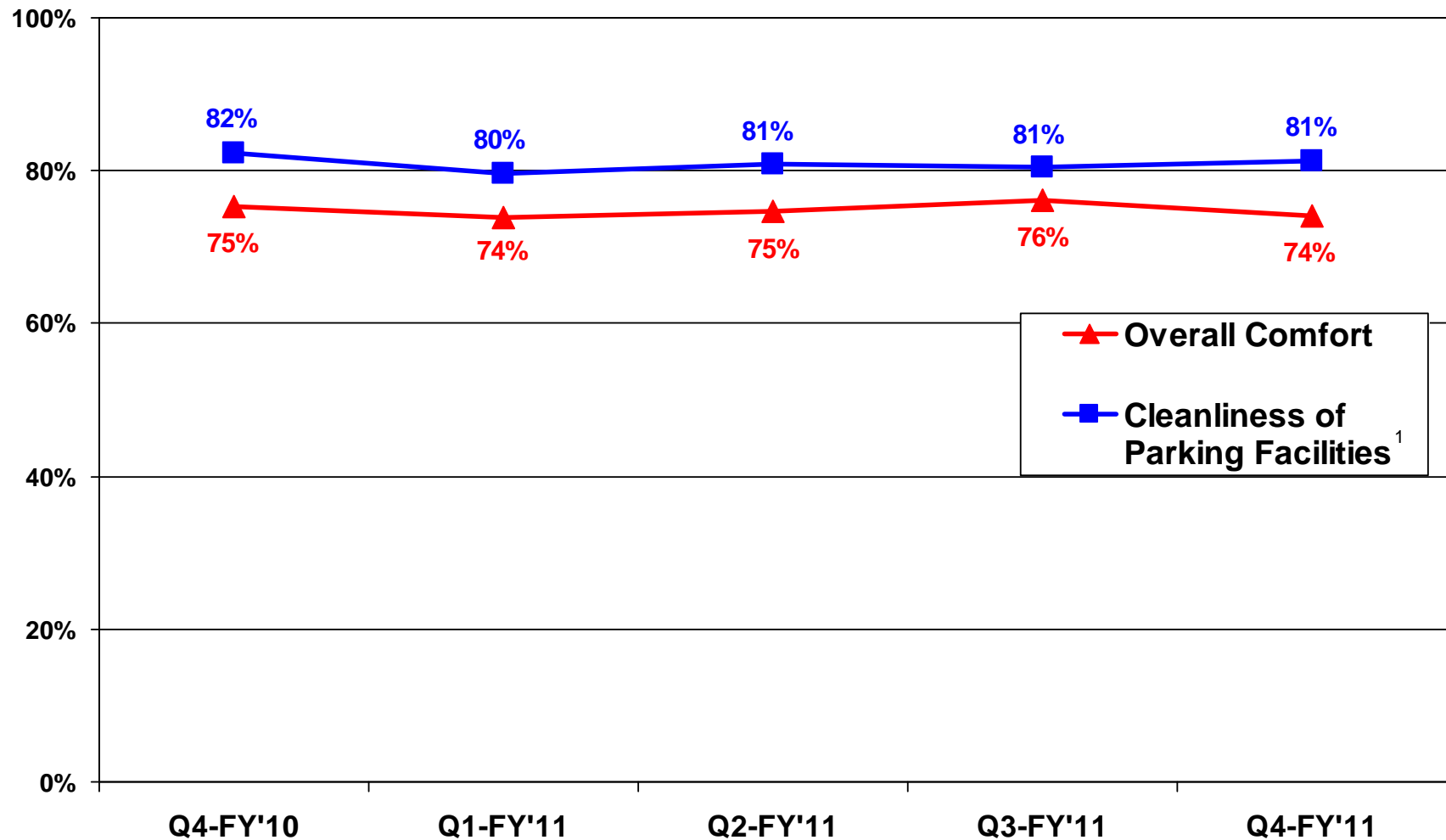
Base=Metrorail respondents answering (n=362)

<sup>1</sup>Base=Metrorail respondents answering (n=363)

Q79.1, Q79.2

Margin of error:  $\pm 4.6\%$  (Cleanliness of Rail Car);  $\pm 4.3\%$  (Cleanliness of Station)

# METRORAIL: RIDING EXPERIENCE



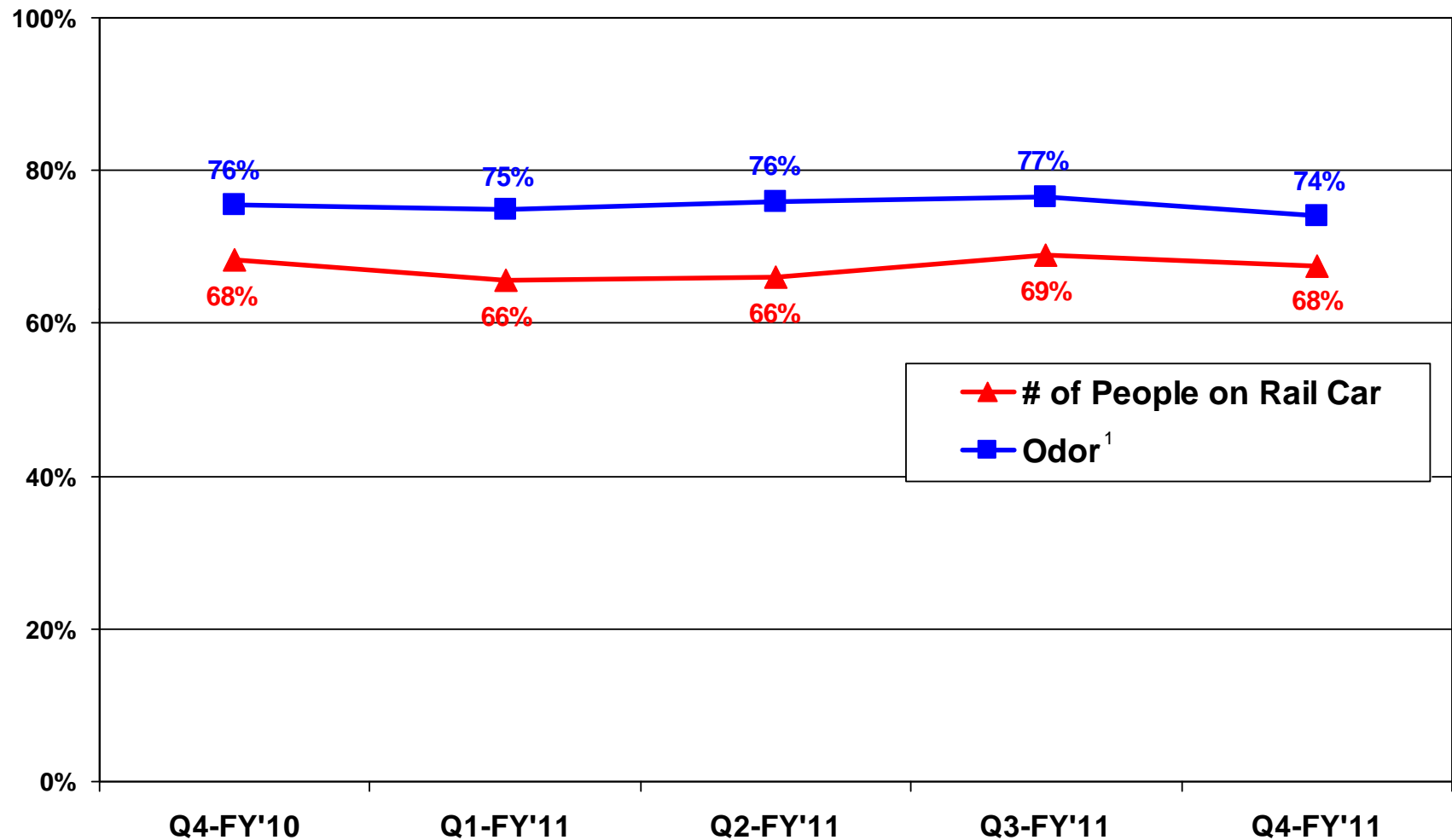
Base=Metrorail respondents answering (n=363)

<sup>1</sup>Base=Metrorail respondents who park at stations and answering (n=198)

Q79.2A, Q79.3

Margin of error:  $\pm 4.5\%$  (Overall Comfort);  $\pm 5.5\%$  (Cleanliness of Parking Facilities)

# METRORAIL: RIDING EXPERIENCE



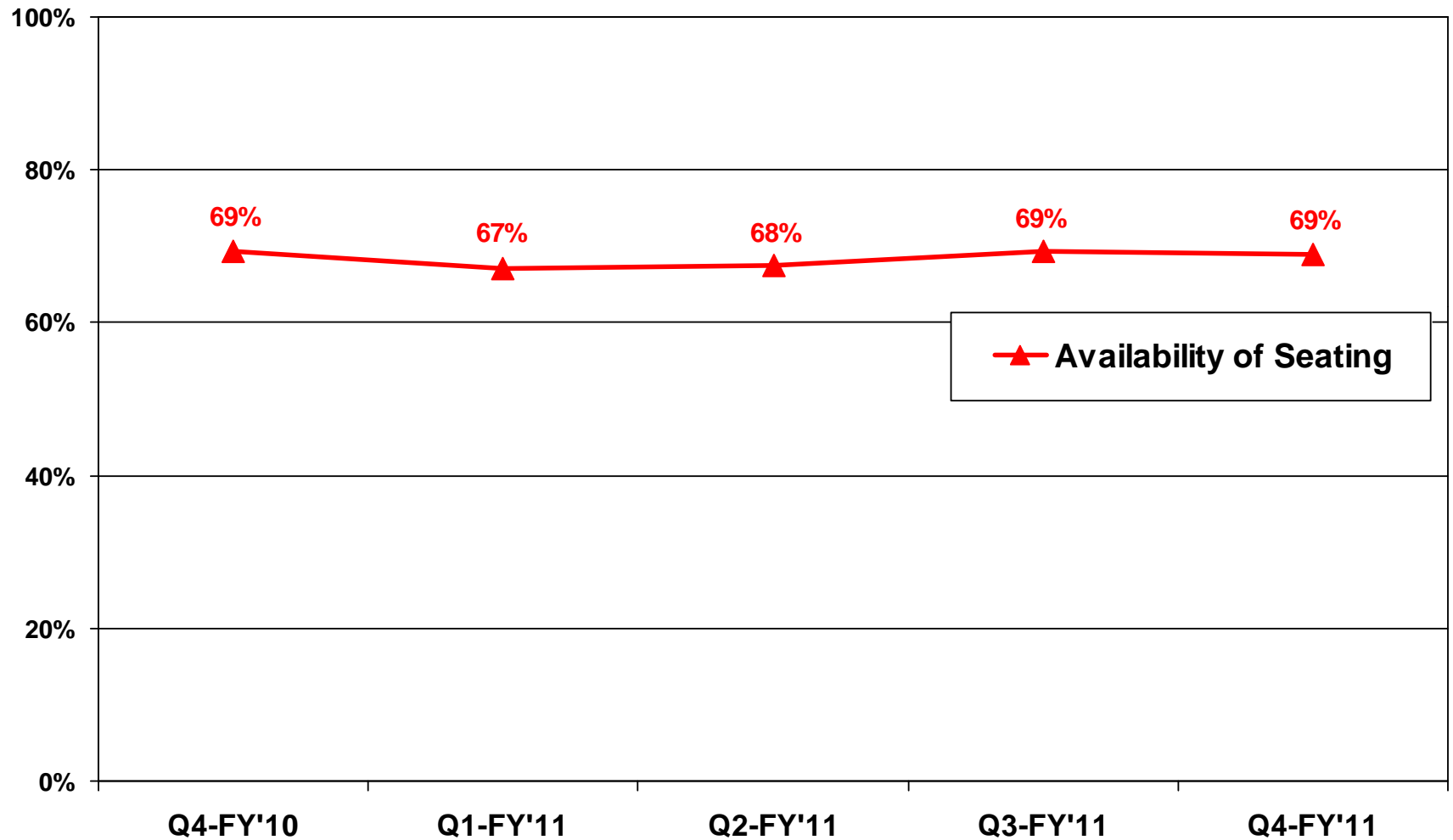
Base=Metrorail respondents answering (n=356)

<sup>1</sup>Base=Metrorail respondents answering (n=361)

Q79.4, Q79.7A

Margin of error:  $\pm 4.8\%$  (# of People on Rail Car);  $\pm 4.5\%$  (Odor)

# METRORAIL: RIDING EXPERIENCE



Base=Metrorail respondents answering (n=363)

Q79.6

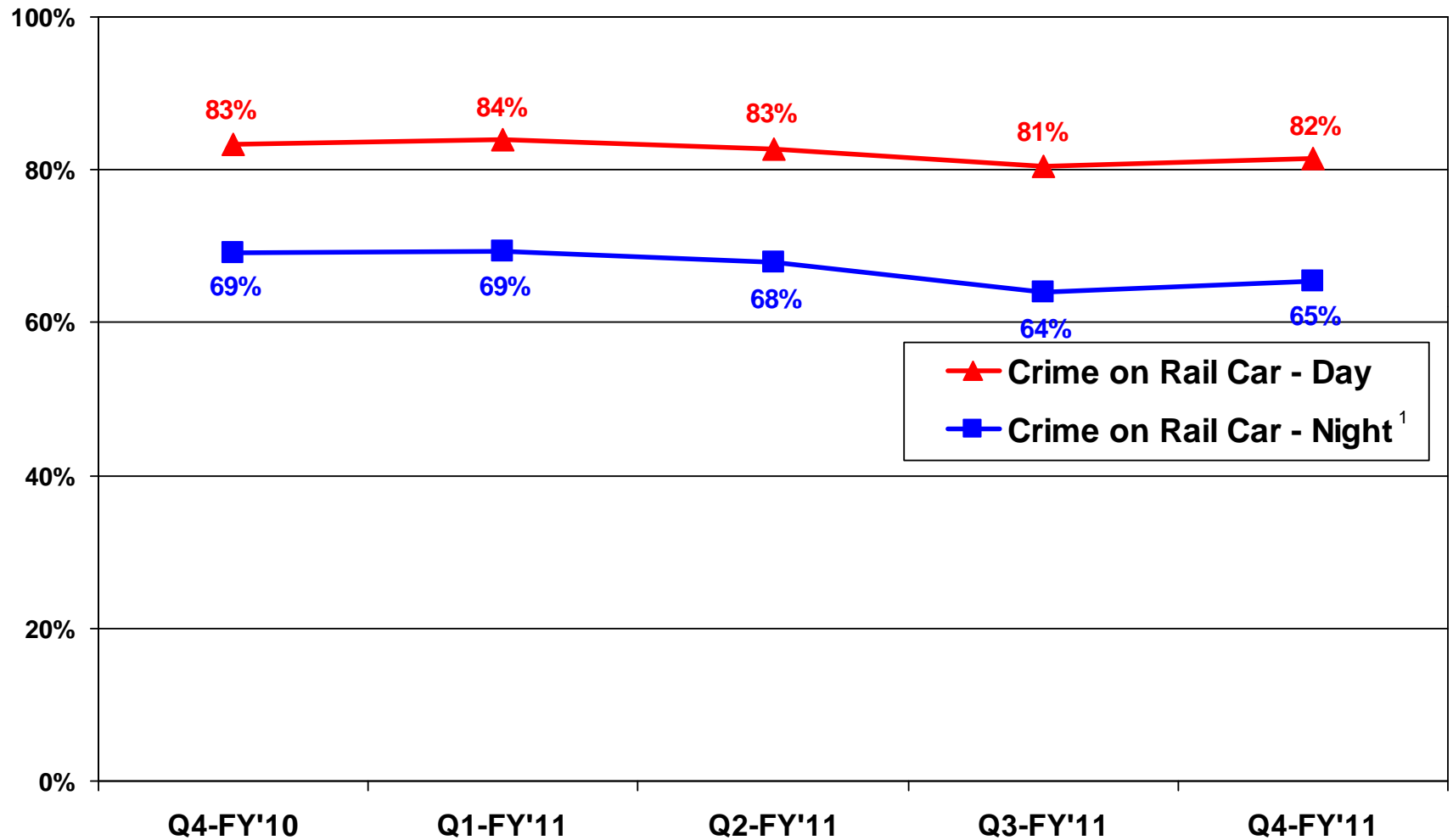
Margin of error:  $\pm 4.8\%$

# METRORAIL: RIDING EXPERIENCE

<b>Importance</b>	High	<b>Highest Priority</b>	<ul style="list-style-type: none"><li>• The cleanliness of rail cars</li></ul>	<b>Lower Priority</b>
	Moderate	<b>Higher Priority</b>	<ul style="list-style-type: none"><li>• The cleanliness of rail stations</li><li>• The comfort of the overall ride</li><li>• The availability of seating when riding on the rail cars</li></ul>	<b>Lowest Priority</b>
		Low		High

**Satisfaction**

# METRORAIL: SAFETY



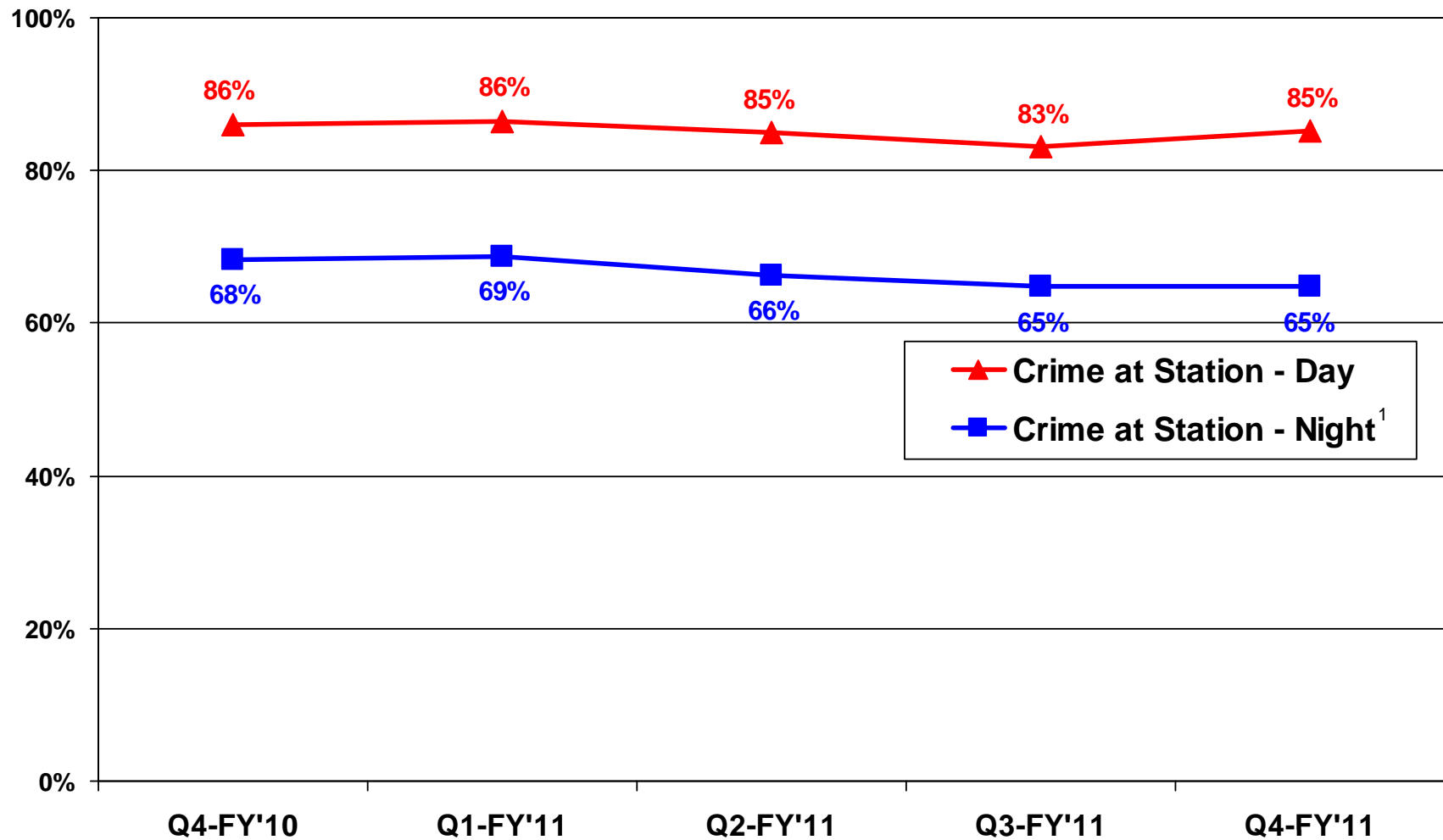
Base=Metrorail respondents answering (n=363)

<sup>1</sup>Base=Metrorail respondents answering (n=326)

Q95.2, Q95.3

Margin of error:  $\pm 4.0\%$  (Crime on Rail Car - Day);  $\pm 5.2\%$  (Crime on Rail Car - Night)

# METRORAIL: SAFETY



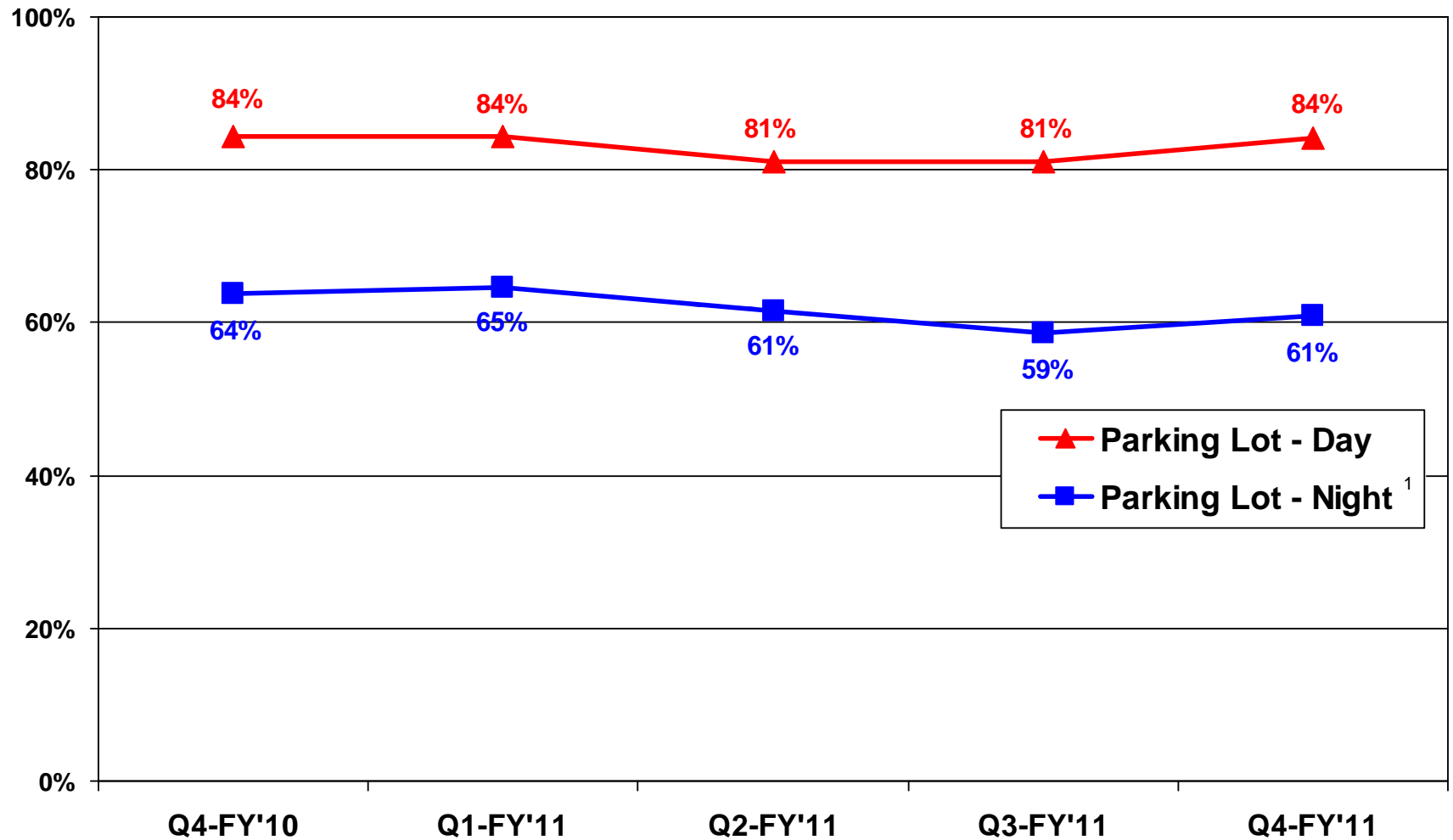
Base=Metrorail respondents answering (n=364)

<sup>1</sup>Base=Metrorail respondents answering (n=324)

Q95.4, Q95.5

Margin of error:  $\pm 3.7\%$  (Crime at Station - Day);  $\pm 5.2\%$  (Crime at Station - Night)

# METRORAIL: SAFETY

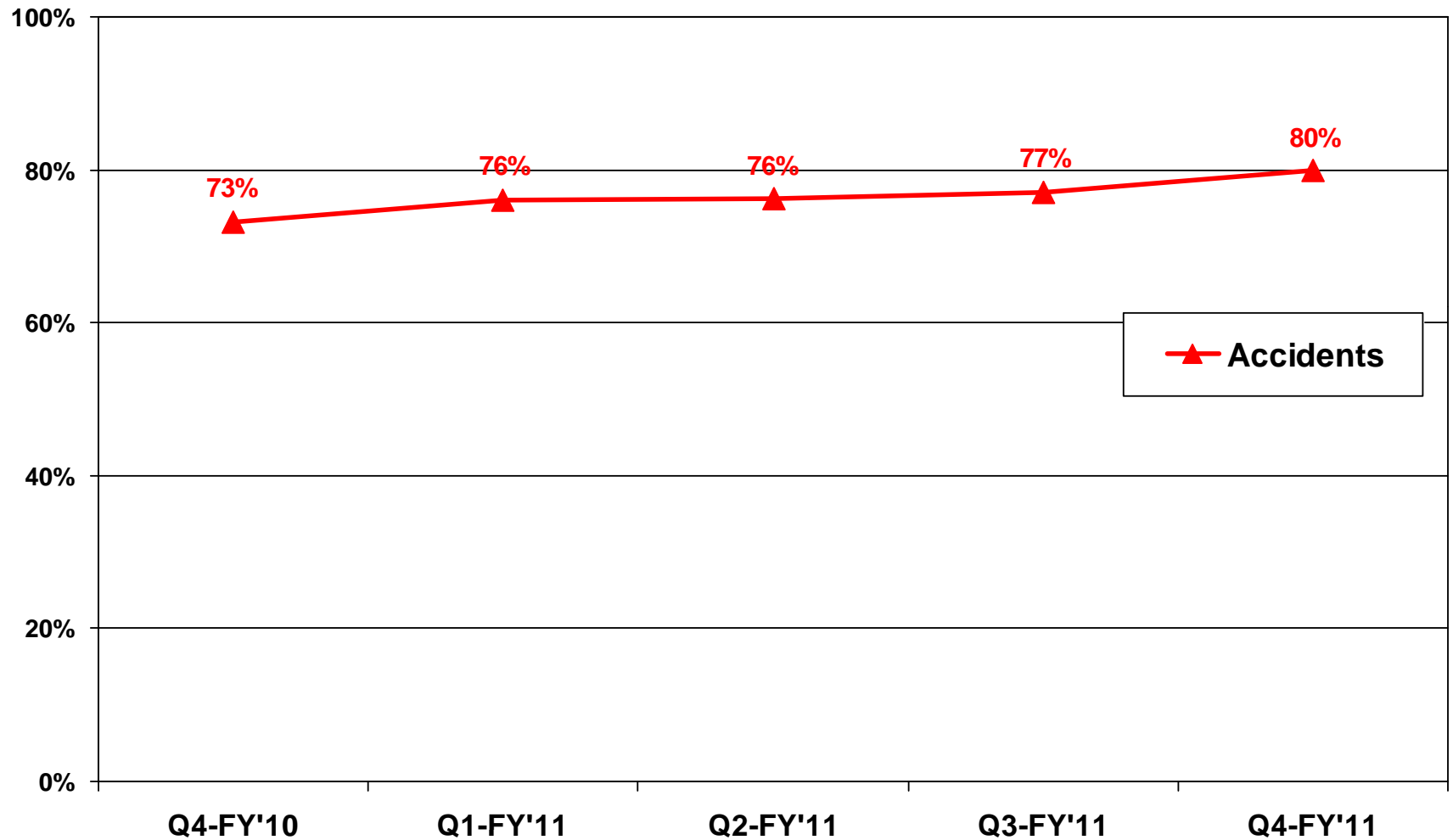


Base=Metrorail respondents who park at stations and answering (n=198)

<sup>1</sup>Base=Metrorail respondents who park at stations and answering (n=180)  
Q95.6, Q95.7

Margin of error:  $\pm 5.1\%$  (Parking Lot - Day);  $\pm 7.1\%$  (Parking Lot - Night)

# METRORAIL: SAFETY



Base=Metrorail respondents answering (n=361)

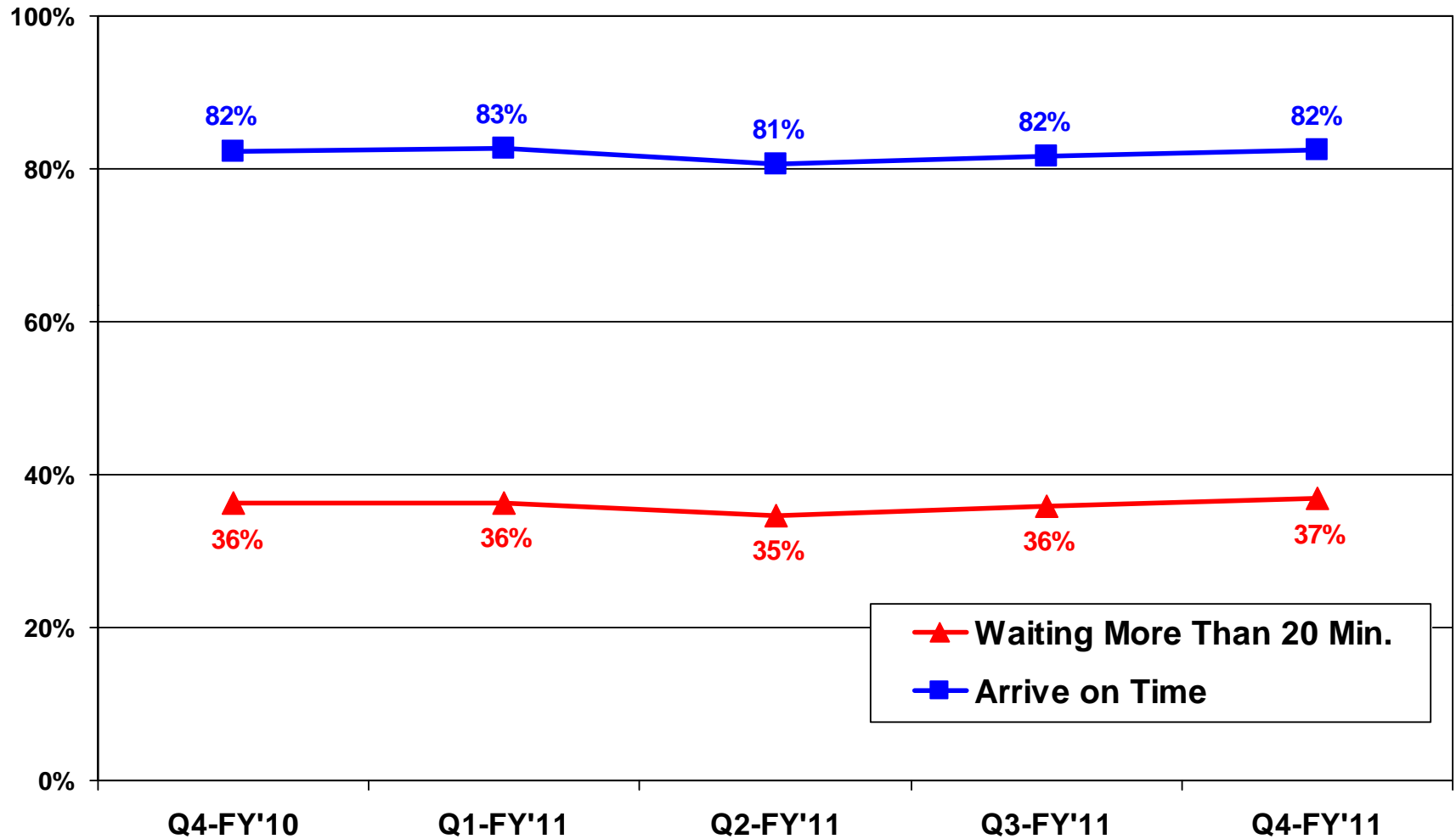
Q95.1

Margin of error:  $\pm 4.1\%$

# METRORAIL: SAFETY

<b>Importance</b>	High	<p><b>Highest Priority</b></p> <ul style="list-style-type: none"> <li>• From crime during nighttime hours while riding</li> <li>• At rail stations during nighttime hours</li> <li>• In Metro parking lots during nighttime hours</li> </ul>	<ul style="list-style-type: none"> <li>• From accidents while riding</li> </ul>	<p><b>Lower Priority</b></p> <ul style="list-style-type: none"> <li>• From crime during daylight hours while riding</li> <li>• At rail stations during daylight hours</li> <li>• In Metro parking lots during daylight hours</li> </ul>
	Moderate	<p><b>Higher Priority</b></p>		<p><b>Lowest Priority</b></p>
		Low		High
		<b>Satisfaction</b>		

# METRORAIL: RELIABILITY

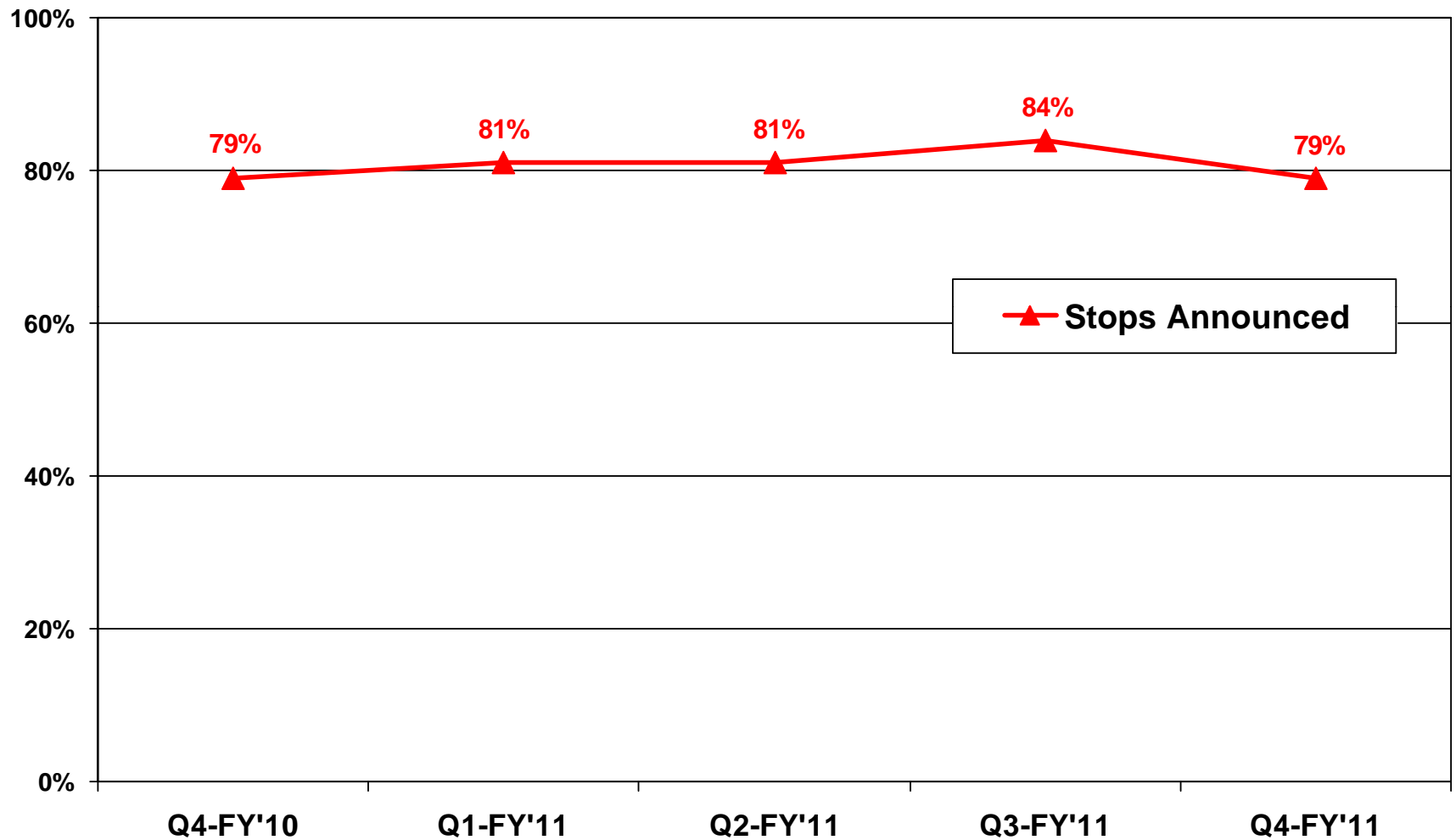


Base=Metrorail respondents answering (n=361)

Q103, Q109

Margin of error:  $\pm 5.0\%$  (Waiting More Than 20 Min.);  $\pm 4.0\%$  (Arrive on Time)

# METRORAIL: RELIABILITY



Base=Metrorail respondents answering (n=361)

Q107

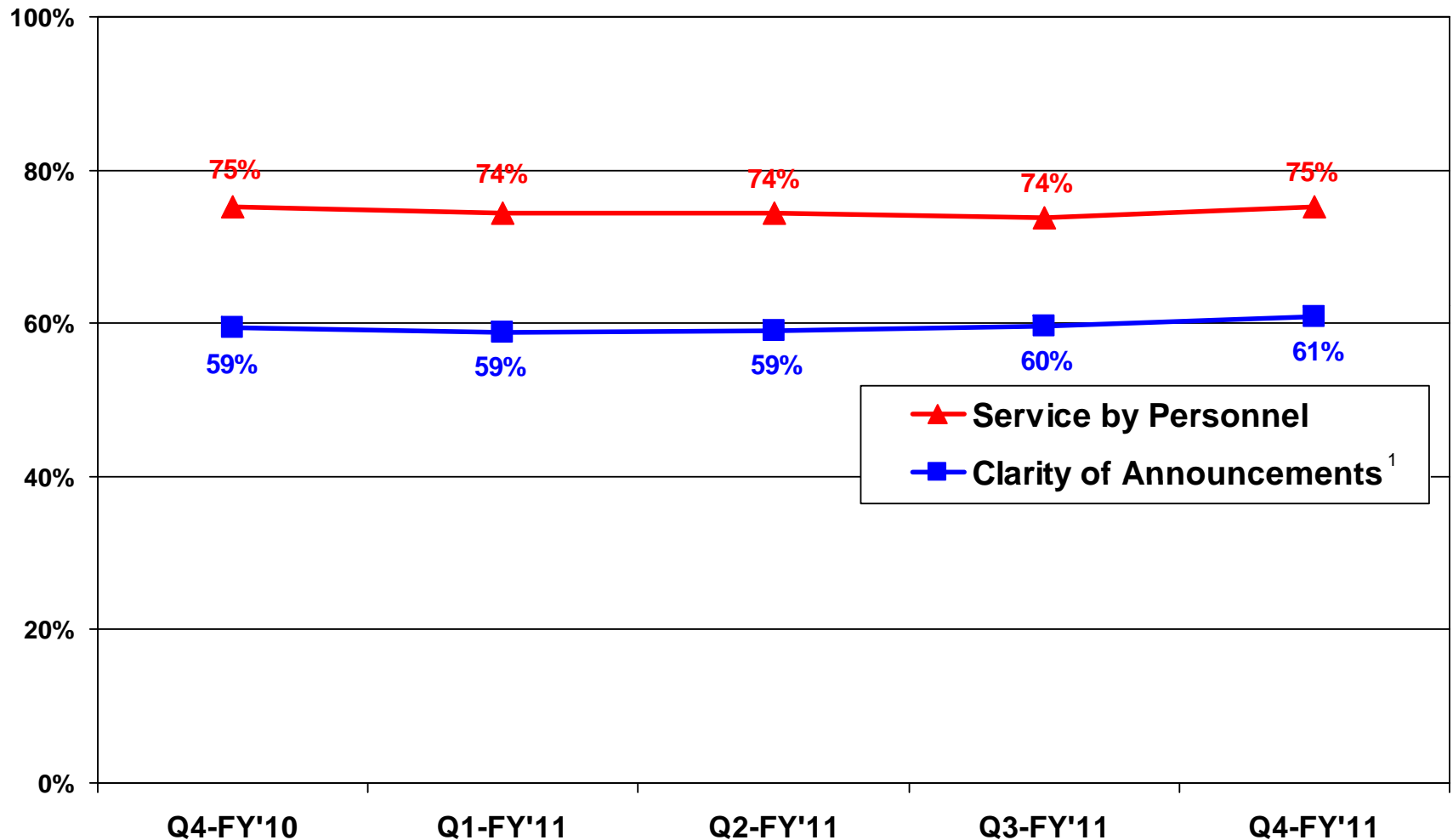
Margin of error:  $\pm 4.2\%$

# METRORAIL: RELIABILITY

<b>Importance</b>	High	<b>Highest Priority</b> <ul style="list-style-type: none"><li>• Having to wait more than 20 minutes for the next train</li></ul>	<ul style="list-style-type: none"><li>• Stops were announced by rail car operators</li></ul>	<b>Lower Priority</b> <ul style="list-style-type: none"><li>• Rail cars getting to the destination on time</li></ul>
	Moderate	<b>Higher Priority</b>		<b>Lowest Priority</b>
		Low		High

**Satisfaction**

# METRORAIL: CUSTOMER SERVICE



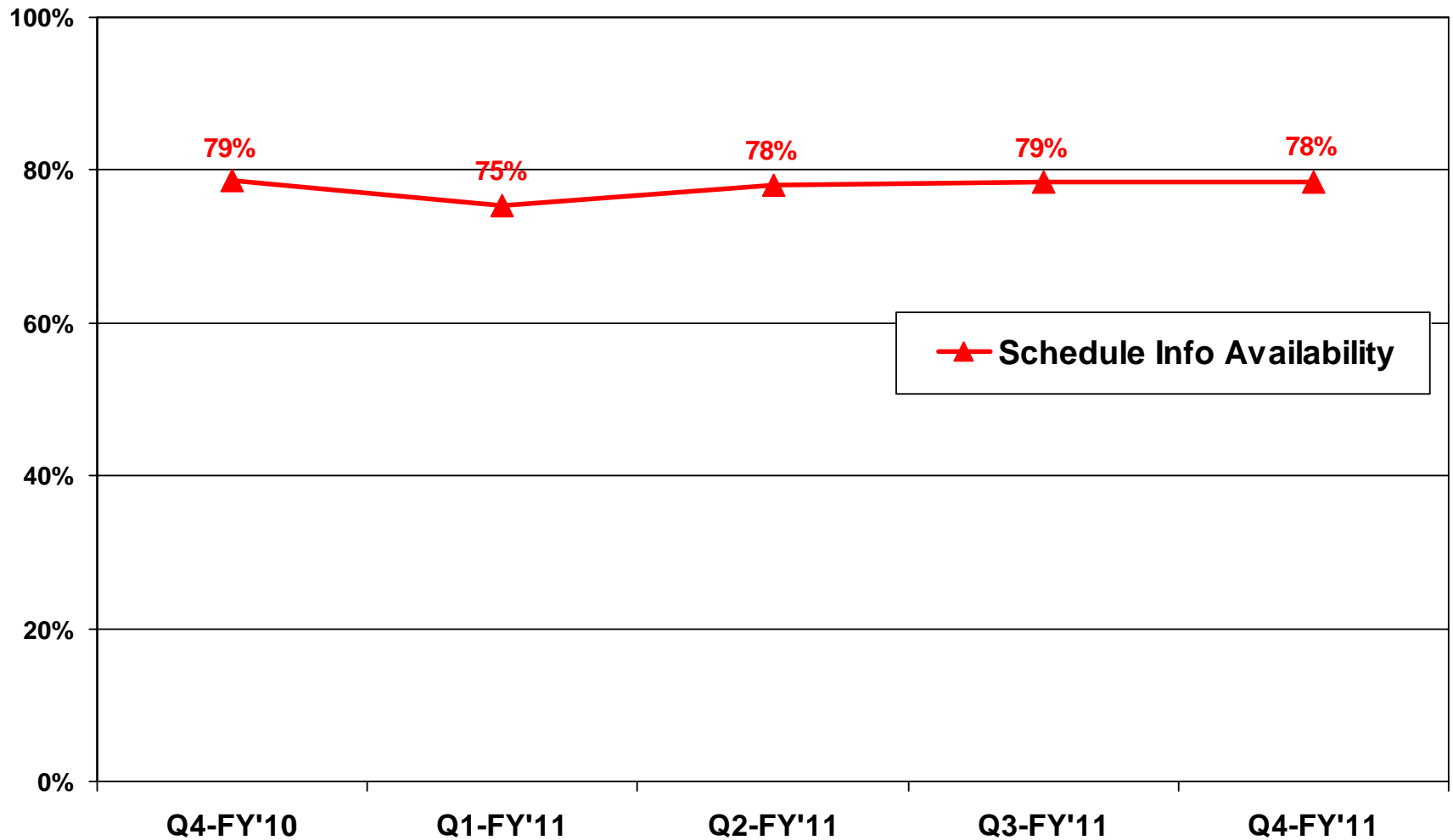
Base=Metrorail respondents answering (n=347)

<sup>1</sup>Base=Metrorail respondents answering (n=364)

Q111.2, Q111.3

Margin of error:  $\pm 4.6\%$  (Service by Personnel);  $\pm 5.0\%$  (Clarity of Announcements)

# METRORAIL: CUSTOMER SERVICE



Base=Metrorail respondents answering (n=350)

Q111.4

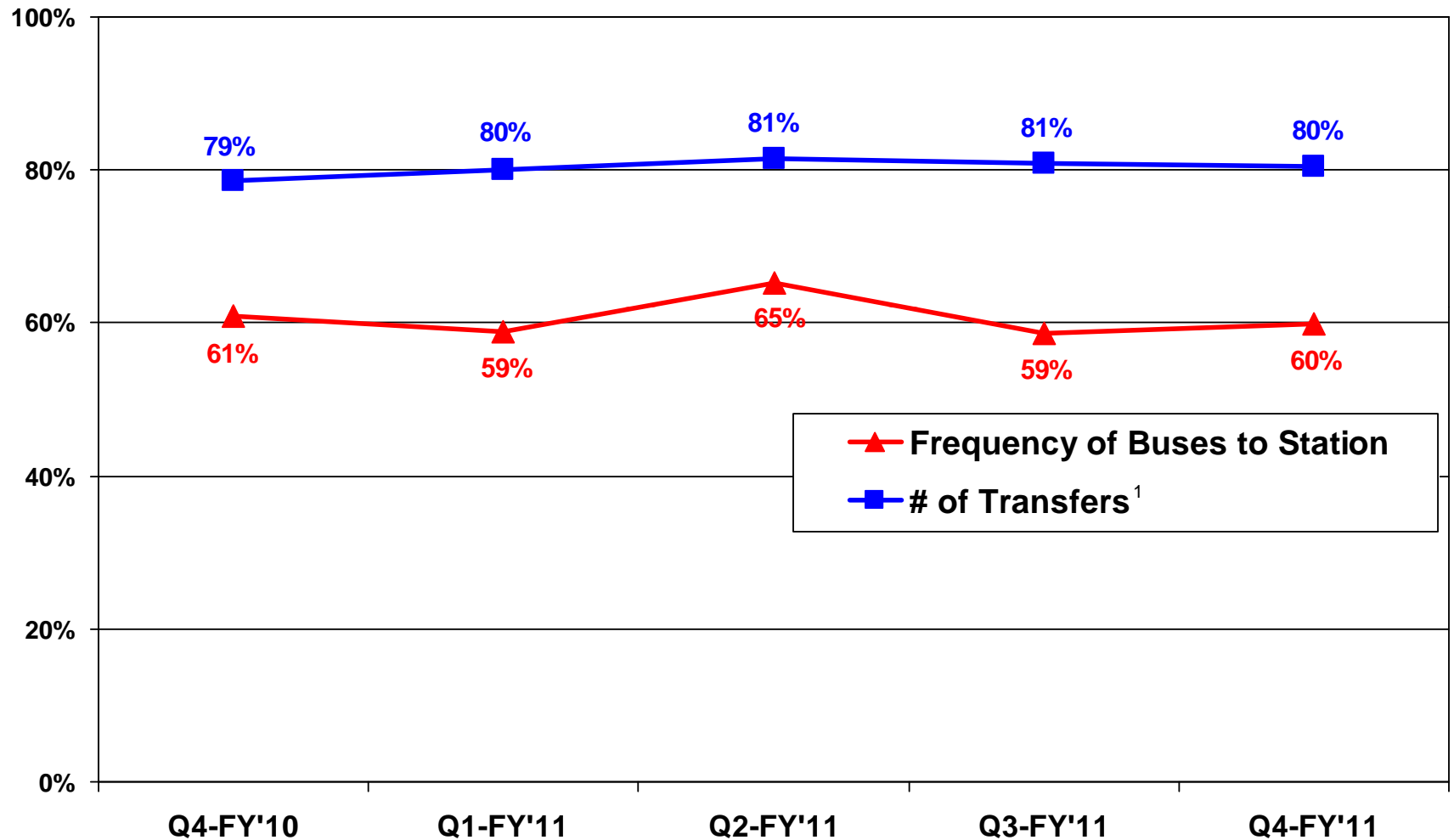
Margin of error:  $\pm 4.3\%$

# METRORAIL: CUSTOMER SERVICE

<b>Importance</b>	High	<b>Highest Priority</b> <ul style="list-style-type: none"><li>• The clarity of operator announcements at stops</li></ul>	<ul style="list-style-type: none"><li>• The level of service of Metro personnel in rail stations</li></ul>	<b>Lower Priority</b>
	Moderate	<b>Higher Priority</b>	<ul style="list-style-type: none"><li>• Schedule information availability</li></ul>	<b>Lowest Priority</b>
		Low		High

**Satisfaction**

# METRORAIL: EASE OF ACCESS



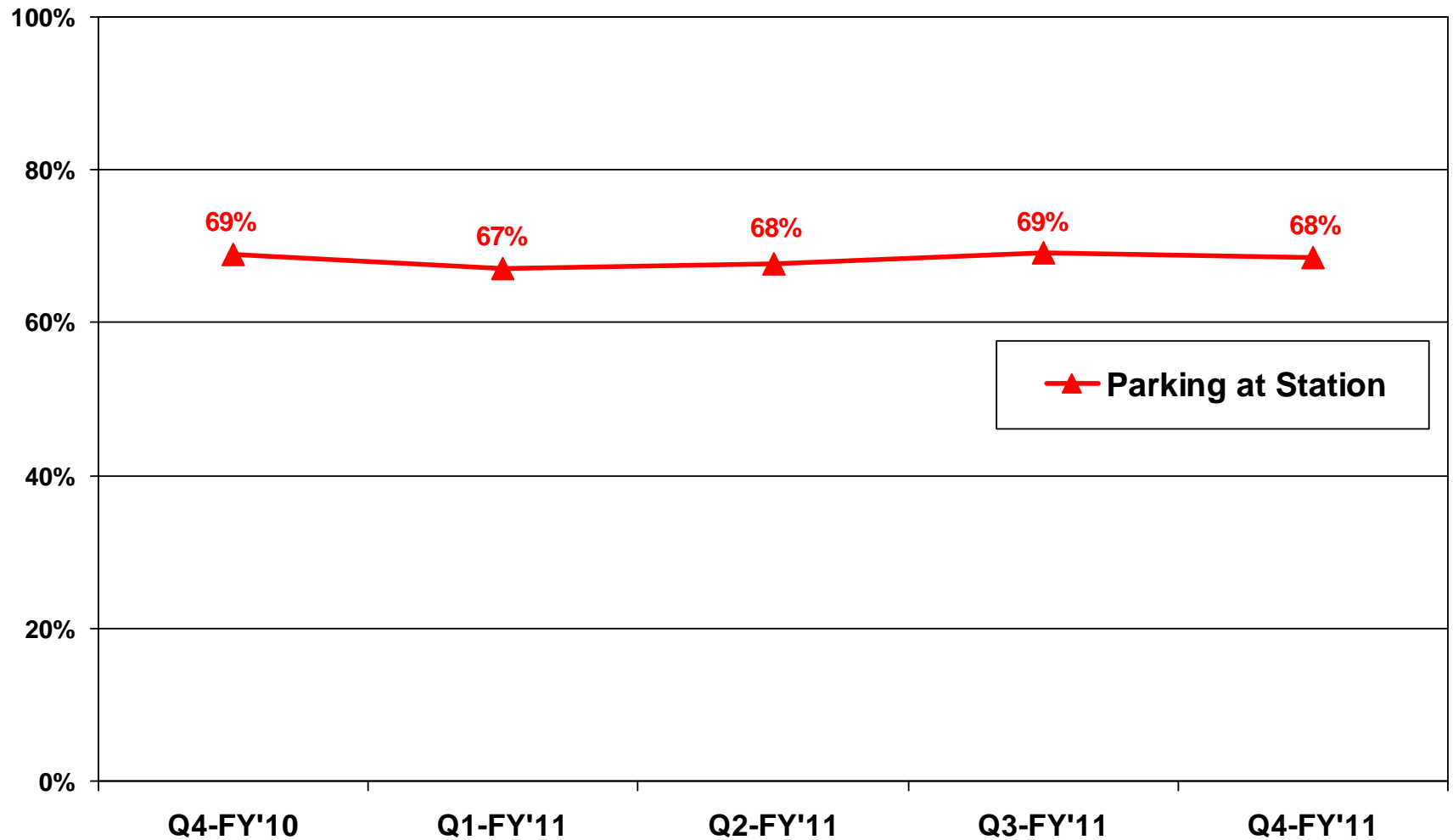
Base=Metrorail respondents answering (n=202)

<sup>1</sup>Base=Metrorail respondents answering (n=325)

Q118, Q119

Margin of error:  $\pm 6.8\%$  (Frequency of Buses to Station);  $\pm 4.3\%$  (# of Transfers)

# METRORAIL: EASE OF ACCESS

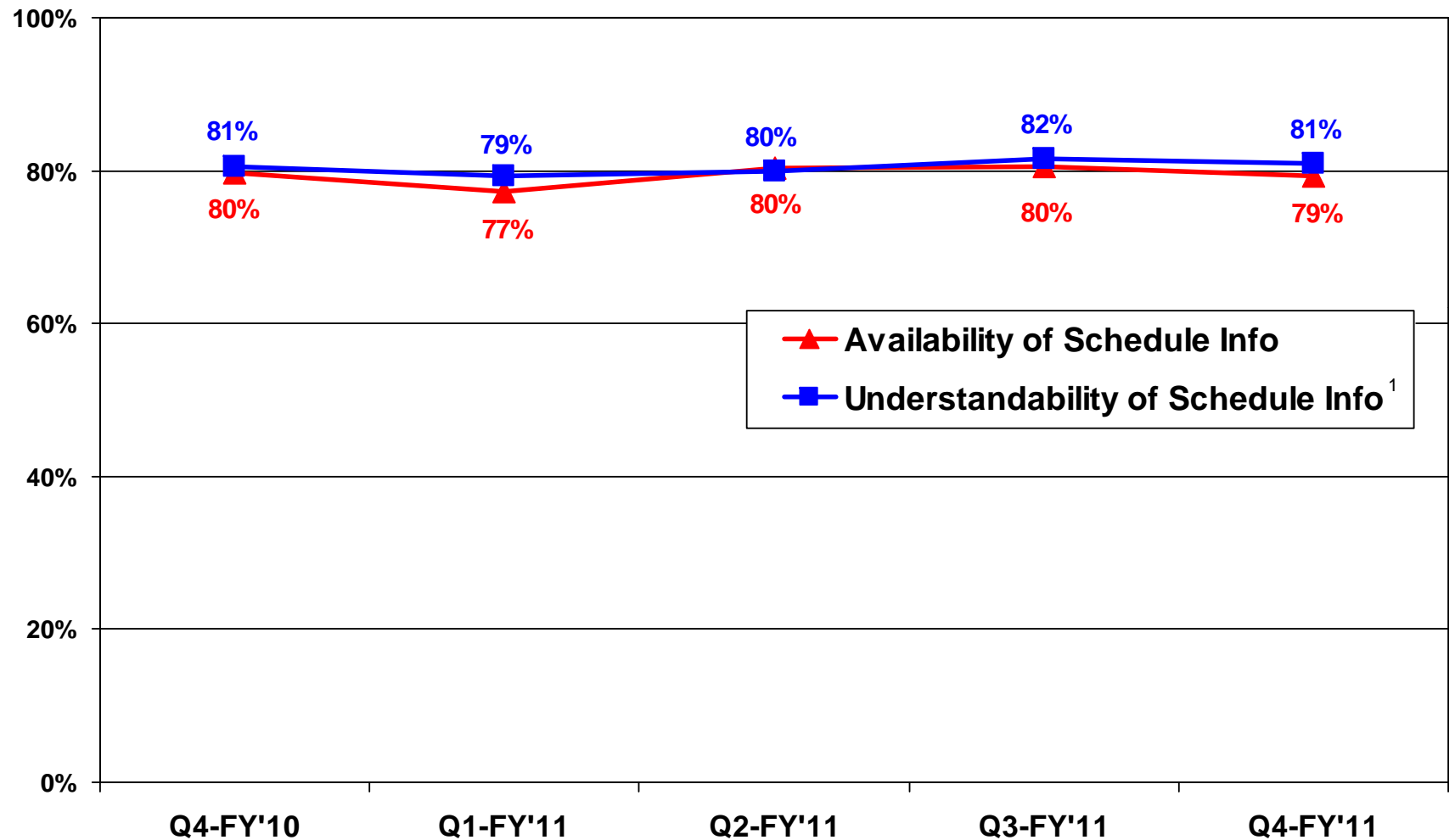


Base=Metrorail respondents who park at stations and answering (n=201)

Q121

Margin of error:  $\pm 6.4\%$

# METRORAIL: COMMUNICATIONS



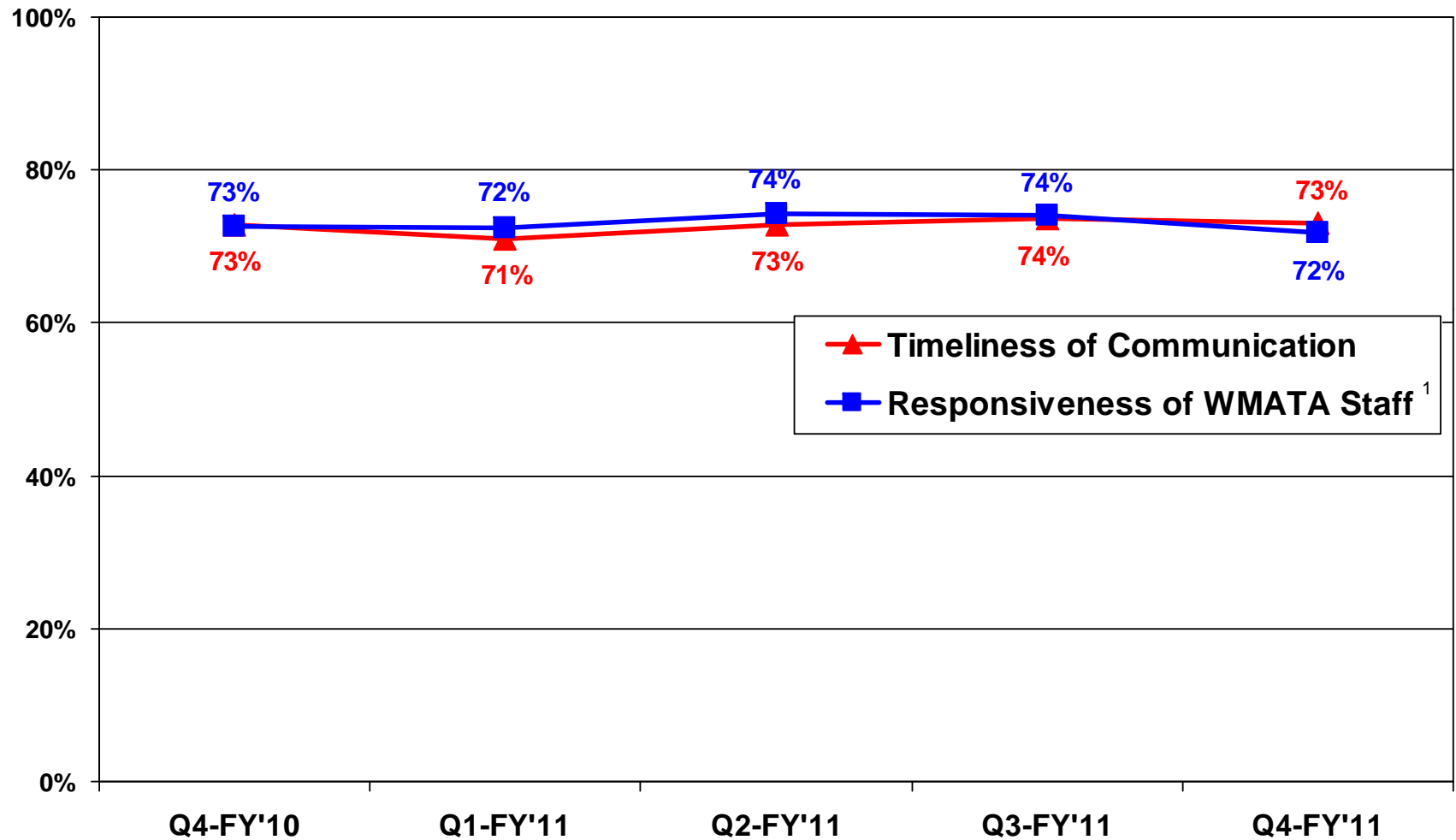
Base=Metrorail respondents answering (n=347)

<sup>1</sup>Base=Metrorail respondents answering (n=351)

Q132.1, Q132.4

Margin of error:  $\pm 4.3\%$  (Availability of Schedule Info);  $\pm 4.1\%$  (Understandability of Schedule Info)

# METRORAIL: COMMUNICATIONS



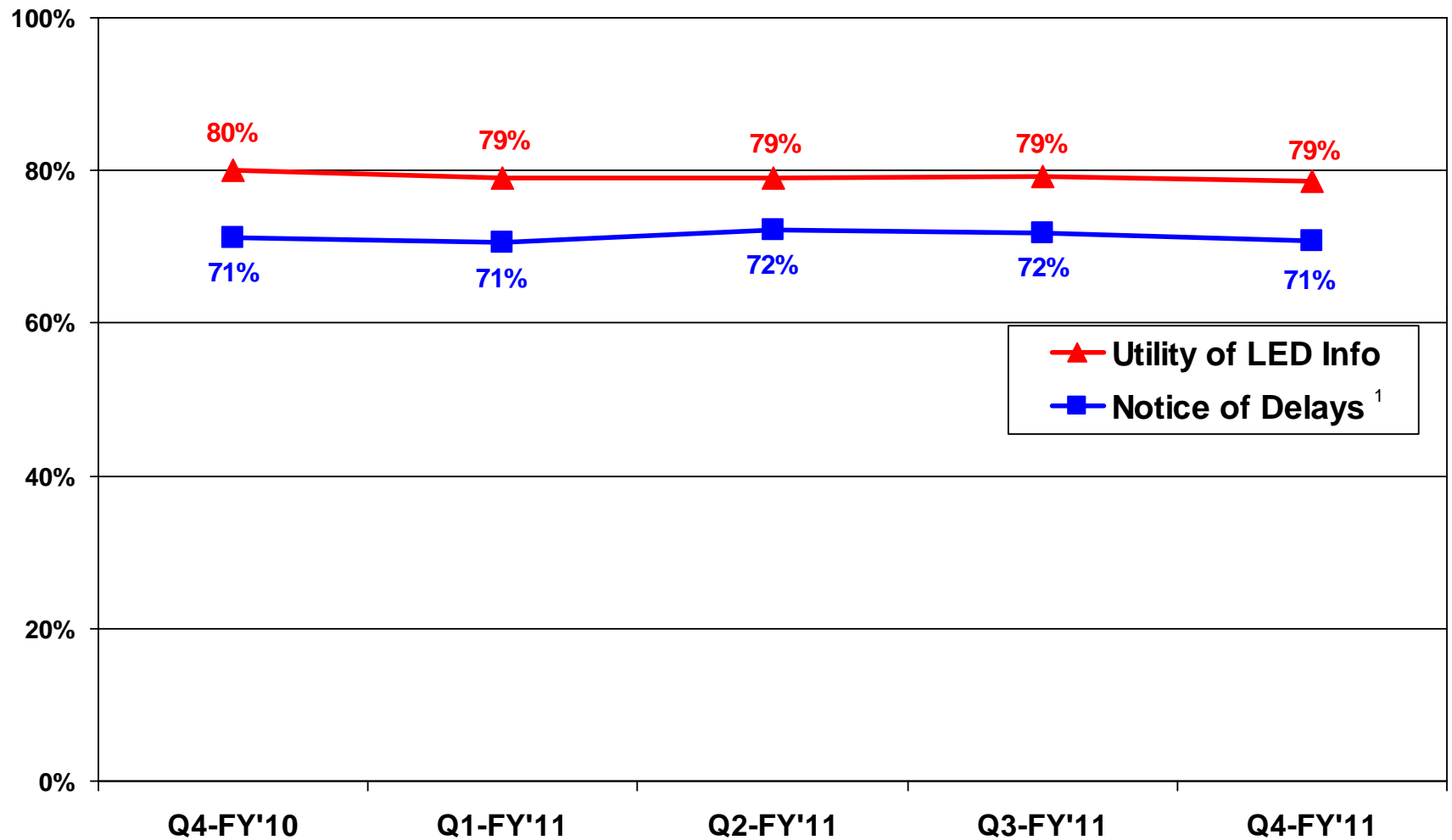
Base=Metrorail respondents answering (n=323)

<sup>1</sup>Base=Metrorail respondents answering (n=304)

Q132.2, Q132.3

Margin of error:  $\pm 4.8\%$  (Timeliness of Communication);  $\pm 5.0\%$  (Responsiveness of WMATA Staff)

# METRORAIL: COMMUNICATIONS



Base=Metrorail respondents answering (n=358)

<sup>1</sup>Base=Metrorail respondents answering (n=330)

Q132.5, Q132.6

Margin of error:  $\pm 4.2\%$  (Utility of LED Info);  $\pm 4.9\%$  (Notice of Delays)

# METRORAIL: COMMUNICATIONS

<b>Importance</b>	High	<b>Highest Priority</b>	<ul style="list-style-type: none"><li>• Timeliness of communication on schedule changes</li><li>• The utility of the information on digital displays in rail stations</li><li>• Accuracy and advance notice of delays</li></ul>	<b>Lower Priority</b>
	Moderate	<b>Higher Priority</b>	<ul style="list-style-type: none"><li>• The availability of schedule information</li></ul>	<b>Lowest Priority</b>
		Low		High

**Satisfaction**

# METRORAIL: PERFORMANCE

	<b>Importance</b>	<b>Satisfaction</b>	<b>Performance</b>
<b>Fares</b>	79%	74%	94%
<b>Riding Experience</b>	82%	73%	89%
<b>Communications</b>	88%	76%	86%
<b>Safety</b>	90%	76%	84%
<b>Ease of Access</b>	87%	73%	84%
<b>Customer Service</b>	86%	71%	83%
<b>Reliability</b>	80%	66%	83%

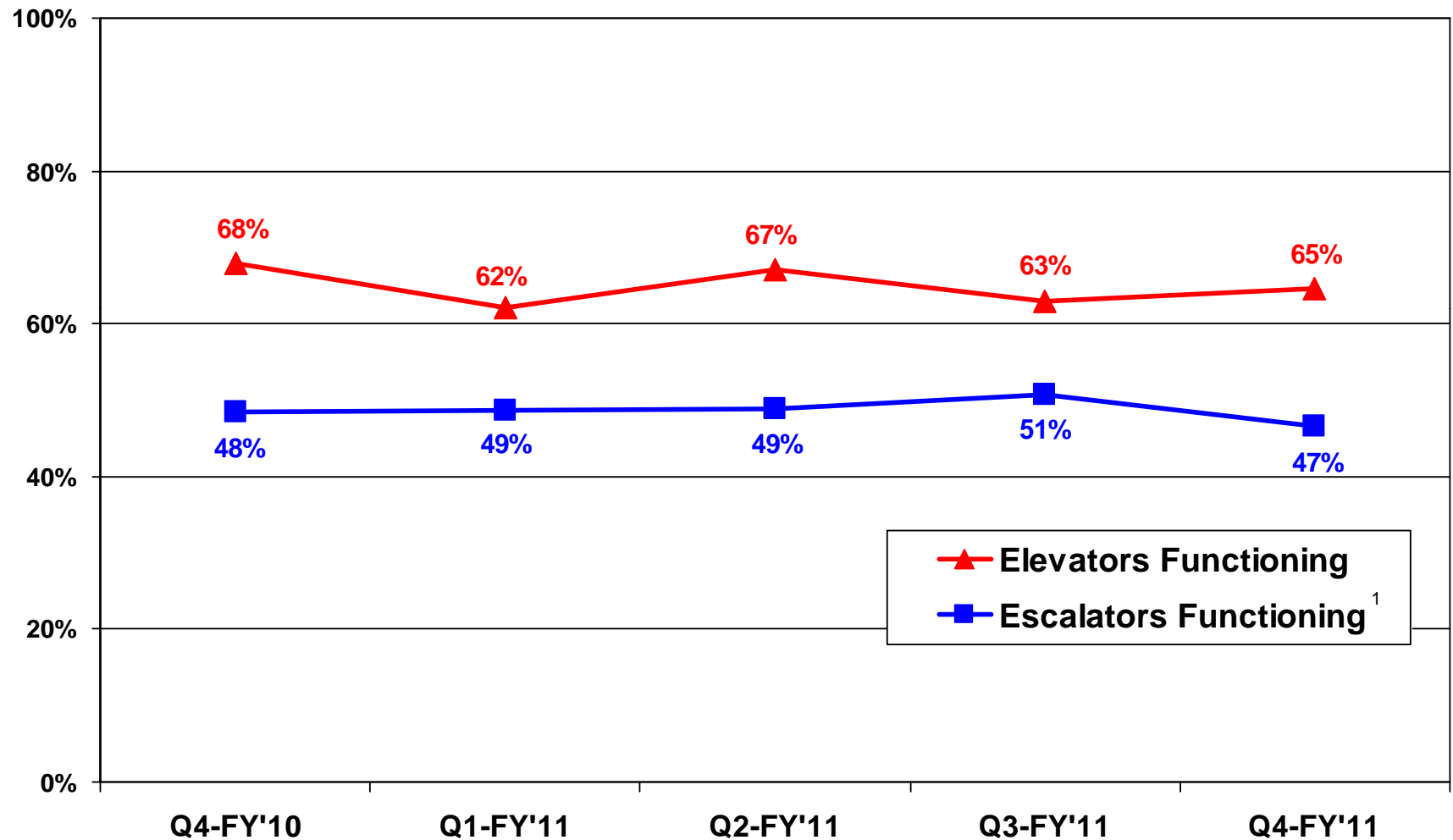
Base=Metrorail respondents answering  
Note: Base sizes may vary



# *VERTICAL TRANSPORTATION*

QUARTER 4, FY `11 RESULTS

# VERTICAL TRANSPORTATION



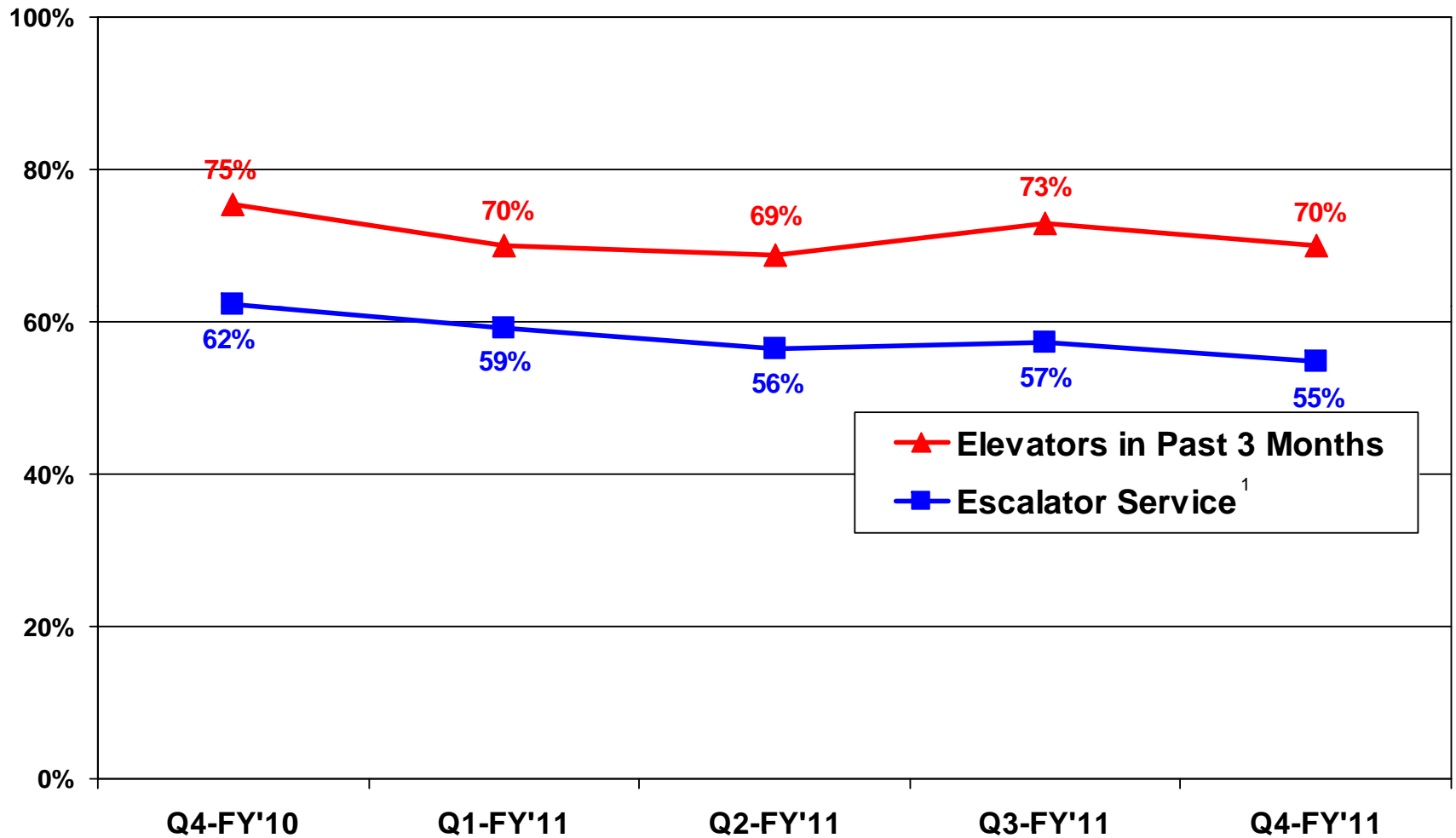
Base=Metrorail respondents who have used an elevator in the past 3 months and answering (n=132)

<sup>1</sup>Base=Metrorail respondents answering (n=359)

Q104, Q106

Margin of error:  $\pm 8.1\%$  (Elevators Functioning);  $\pm 5.2\%$  (Escalators Functioning)

# VERTICAL TRANSPORTATION



Base=Metrorail respondents who have used an elevator in the past 3 months and answering (n=141)

<sup>1</sup>Base=Metrorail respondents answering (n=361)

Q104A, Q105A

Margin of error:  $\pm 7.6\%$  (Elevators in Past 3 Months);  $\pm 5.1\%$  (Escalator Service)

# VERTICAL TRANSPORTATION

Importance	High	<b>Highest Priority</b> <ul style="list-style-type: none"><li>• The escalator service at rail stations</li></ul>	<ul style="list-style-type: none"><li>• The elevators in the past three months</li></ul>	<b>Lower Priority</b>
	Moderate	<b>Higher Priority</b>		<b>Lowest Priority</b>
		Low		High

**Satisfaction**

# VERTICAL TRANSPORTATION: PERFORMANCE

	<b>Importance</b>	<b>Satisfaction</b>	<b>Performance</b>
<b>Elevators</b>	88%	70%	80%
<b>Escalators</b>	88%	55%	63%

Base=Metrorail respondents answering  
Note: Base sizes may vary



# *QUARTERLY RESULTS*

QUARTER 4, FY `11 RESULTS

# RECOMMEND WMATA

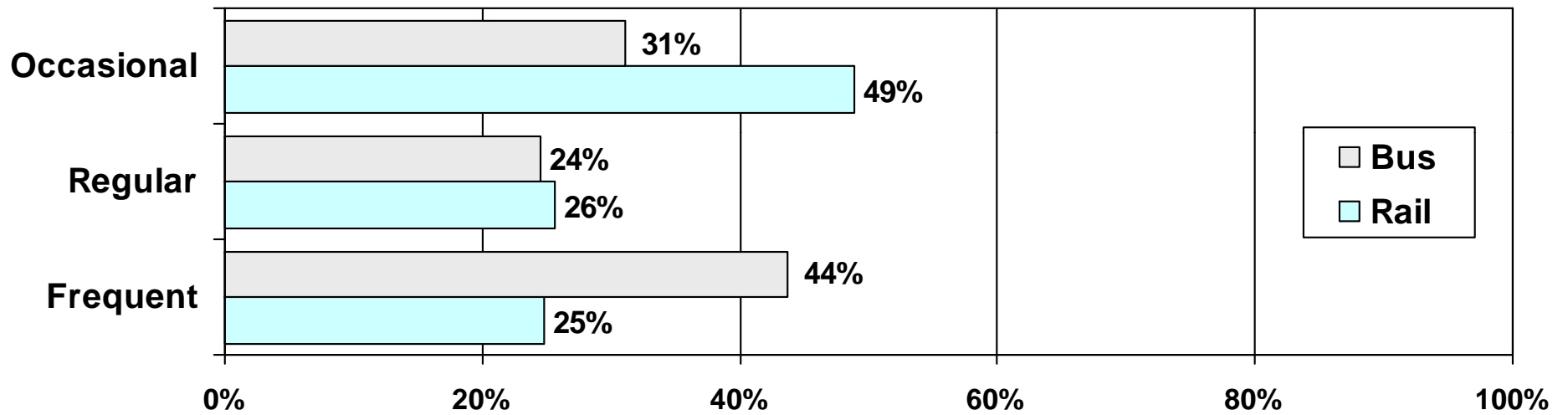
	Yes	No
<b>Mode</b>		
Metrobus (n=236)	93%	6%
Metrorail (n=364)	96%	4%
<b>Ridership Level</b>		
Occasional (n=254)	97%	3%
Regular (n=153)	95%	4%
Frequent (n=189)	91%	8%

Base=Total Sample

Q146

Margin of error:  $\pm 3.3\%$  (Metrobus);  $\pm 2.0\%$  (Metrorail);  $\pm 2.1\%$  (Occasional);  $\pm 3.5\%$  (Regular);  $\pm 4.1\%$  (Frequent)

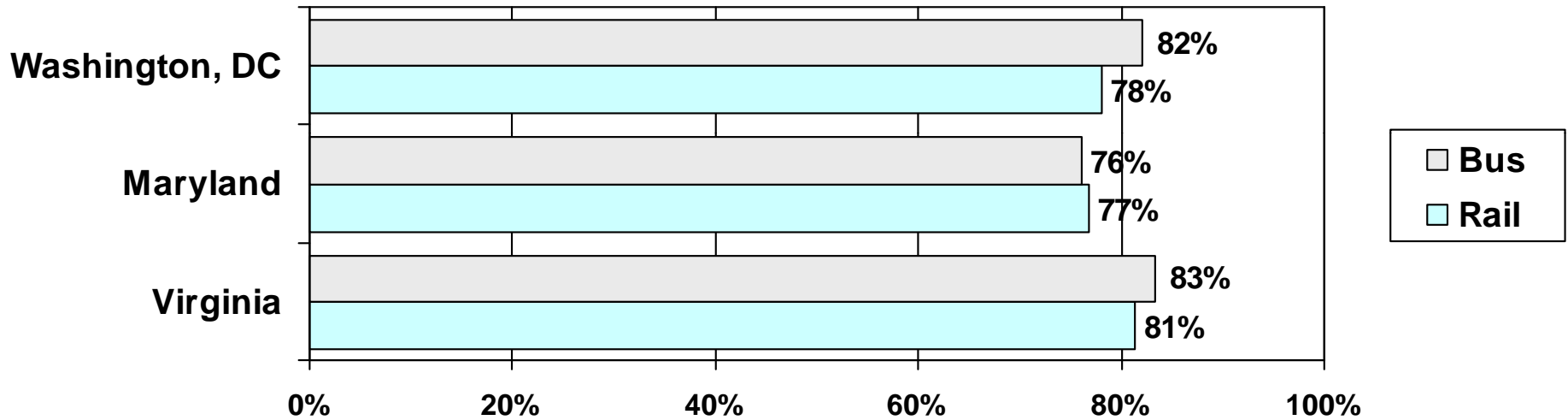
# RIDERSHIP LEVELS



Base=Total Sample (Metrobus n=236; Metrorail n=364)  
Q55  
Margin of error:  $\pm 6.4\%$  (Metrobus);  $\pm 5.1\%$  (Metrorail)

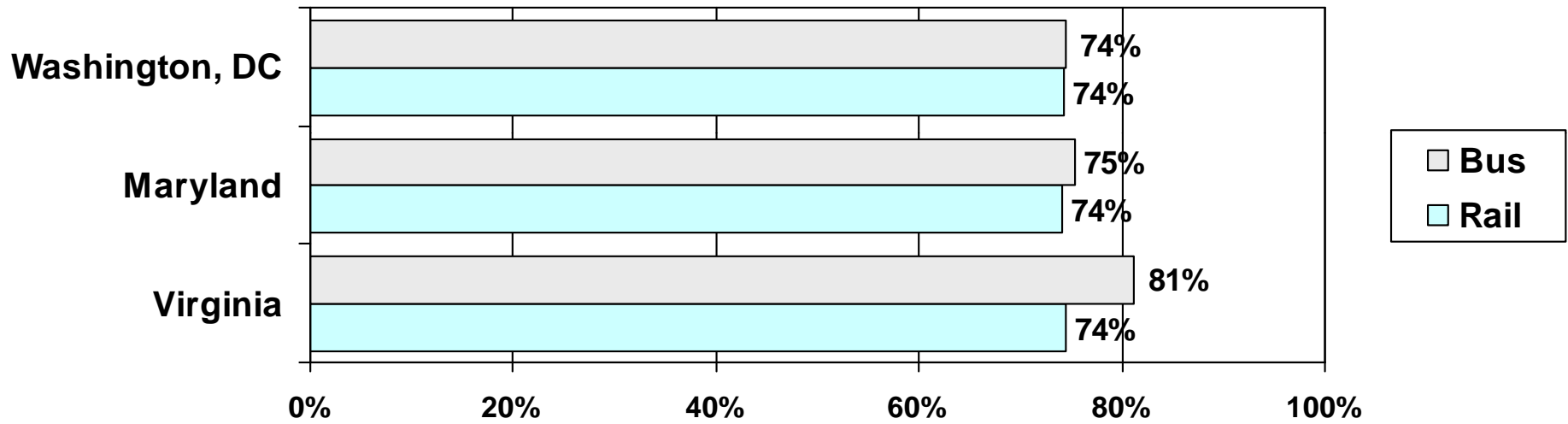
# OVERALL SATISFACTION BY JURISDICTION

Satisfied (rated 5-7)



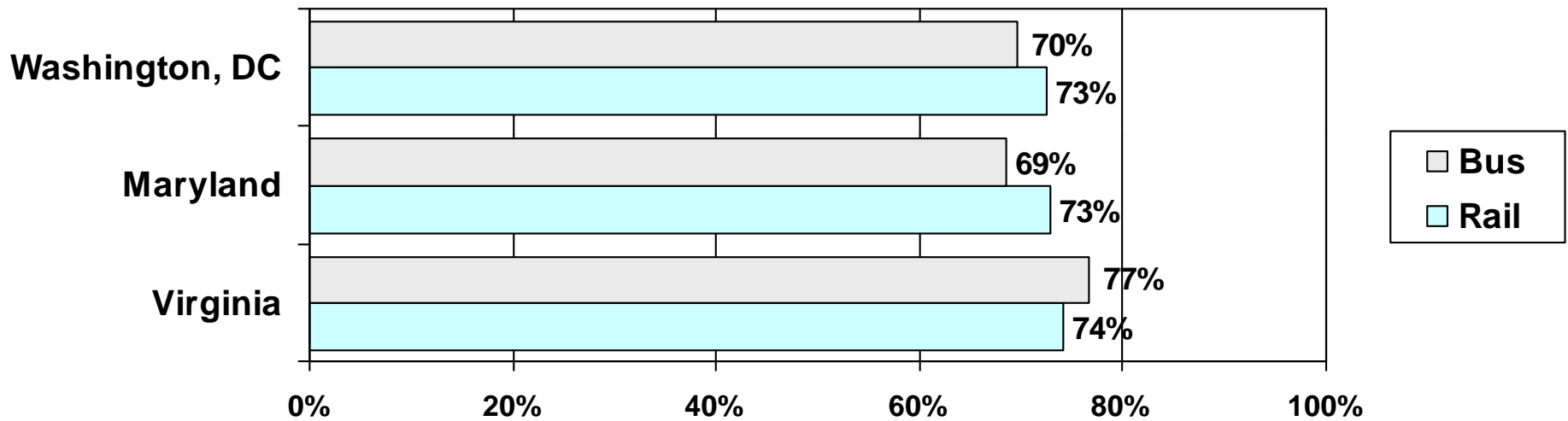
Base=Total Sample  
Q64  
Note: Base sizes may vary

# FARES BY JURISDICTION



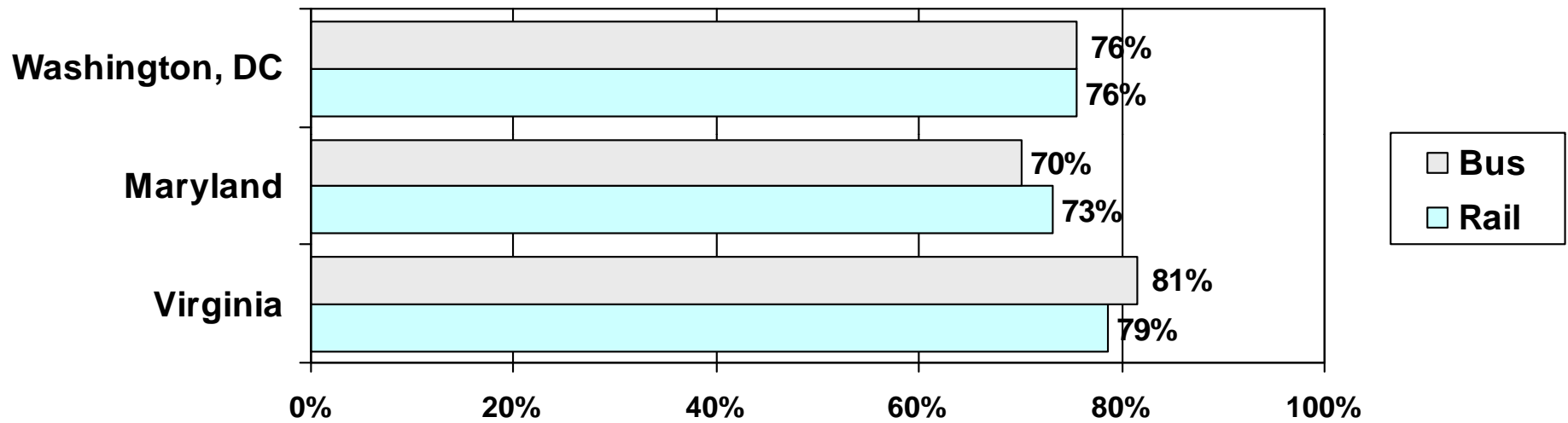
Base=Total Answering  
Note: Base sizes may vary

# RIDING EXPERIENCE BY JURISDICTION



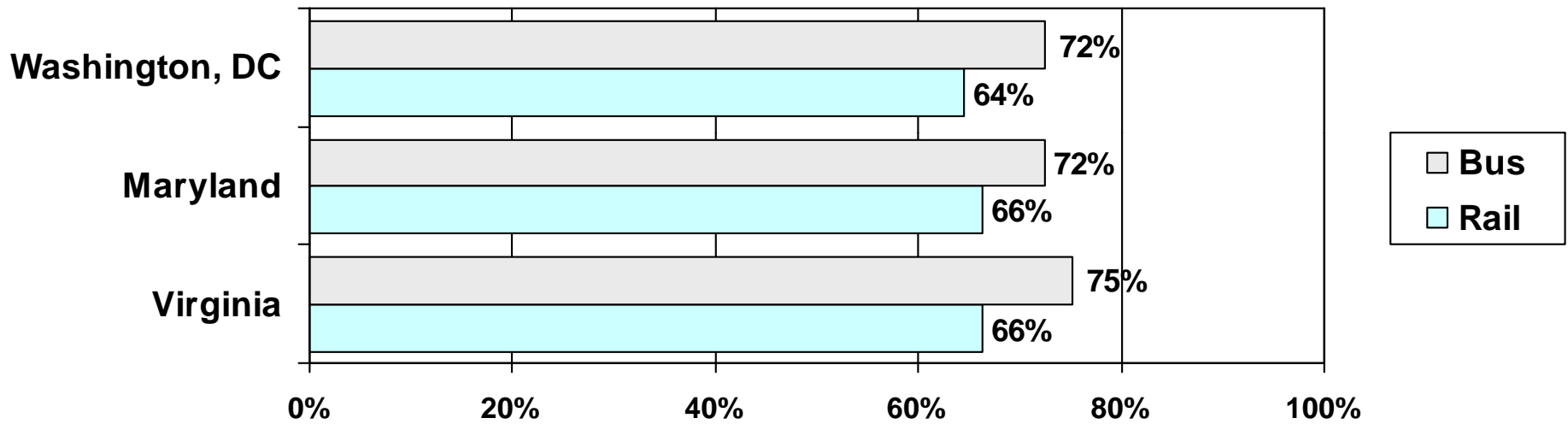
Base=Total Answering  
Note: Base sizes may vary

# SAFETY BY JURISDICTION



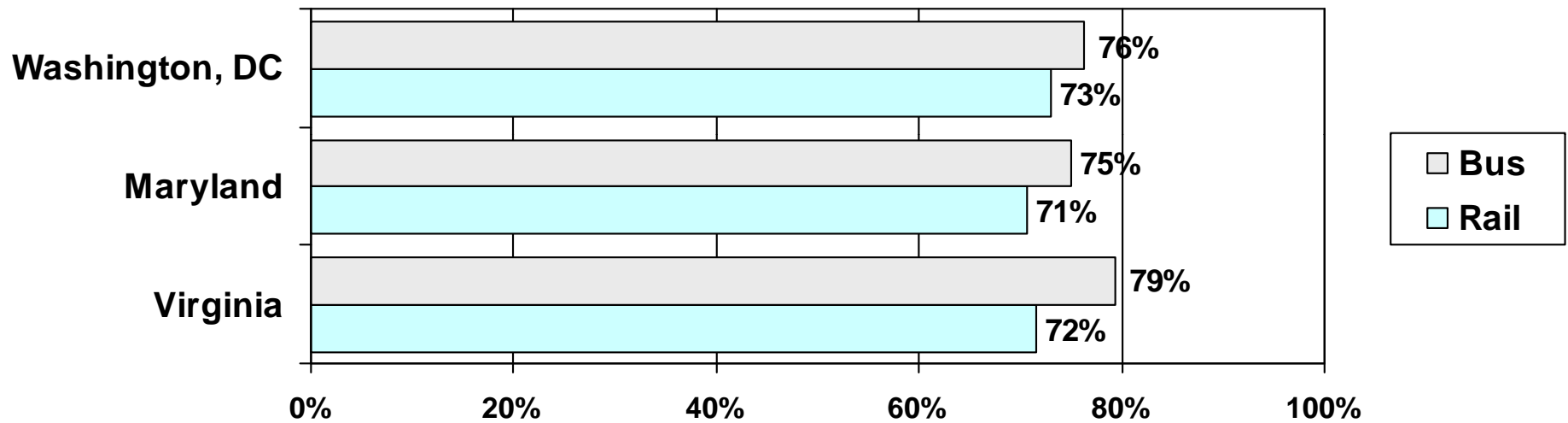
Base=Total Answering  
Note: Base sizes may vary

# RELIABILITY BY JURISDICTION



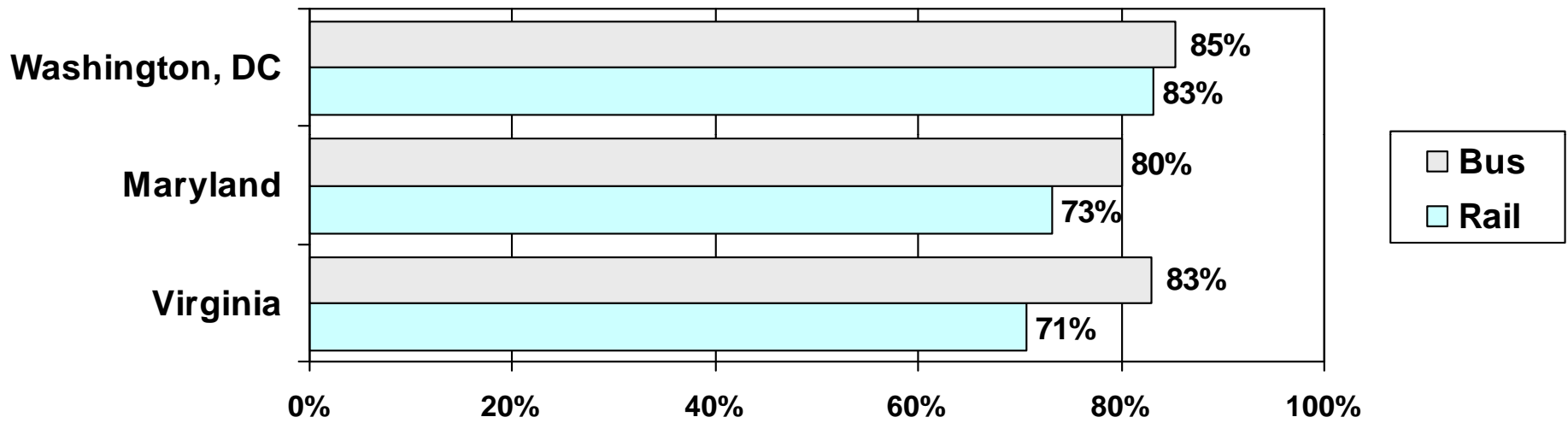
Base=Total Answering  
Note: Base sizes may vary

# CUSTOMER SERVICE BY JURISDICTION



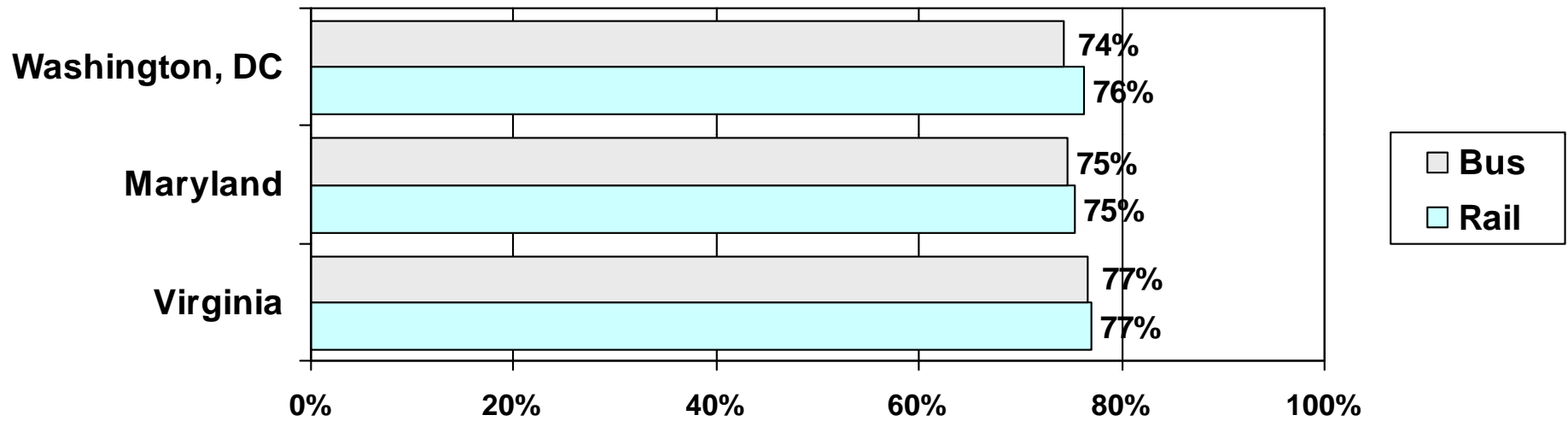
Base=Total Answering  
Note: Base sizes may vary

# EASE OF ACCESS BY JURISDICTION



Base=Total Answering  
Note: Base sizes may vary

# COMMUNICATIONS BY JURISDICTION



Base=Total Answering  
Note: Base sizes may vary

# CUSTOMER SATISFACTION MEASURES

## Fares

- Value of ride fare
- Satisfaction with cost of riding
- Process of purchasing fare cards and passes
- Process of obtaining refunds or replacement fare cards or passes
- Process of purchasing fares with the SmarTrip card
- Cost of parking at Metrorail stations (METRORAIL survey ONLY)
- Using the SmarTrip card for parking at Metrorail stations (METRORAIL survey ONLY)
- Needing a SmarTrip card or credit card for parking at Metrorail stations (METRORAIL survey ONLY)

## Riding Experience

- Cleanliness of rail cars/buses
- Cleanliness of rail stations/bus stops
- Cleanliness of parking facilities (METRORAIL survey ONLY)
- Comfort of the overall ride
- Smell of rail cars/buses
- Availability of seating when riding on the rail car/bus
- Number of bus stops that have shelters (METROBUS survey ONLY)
- Number of people on the Metrorail/Metrobus

## Safety

- From accidents while riding
- From crime during daylight hours while riding
- From crime during nighttime hours while riding
- At bus stops/rail stations during daylight hours
- At bus stops/rail stations during nighttime hours
- In Metro parking lots during daylight hours (METRORAIL survey ONLY)
- In Metro parking lots during nighttime hours (METRORAIL survey ONLY)

# CUSTOMER SATISFACTION MEASURES

## Reliability

- Rail cars/buses getting to the destination on time
- Stops were announced by rail car/bus operators
- Metrobus arriving more than 5 minutes early or late (METROBUS survey ONLY)
- Having to wait more than 20 minutes for the next train (METRORAIL survey ONLY)

## Customer Service

- Satisfaction with helpfulness of bus operators (METROBUS survey ONLY)
- Satisfaction with the level of service of Metro personnel in rail stations (METRORAIL survey ONLY)
- Satisfaction with clarity of operator announcements at stops
- Satisfaction with schedule/route information availability

## Ease of Access

- Distance of the nearest bus stop from home (METROBUS survey ONLY)
- Distance of the nearest bus stop from work (METROBUS survey ONLY)
- Frequency of buses from home to closest Metrorail station
- Number of transfers needed to get to final destination
- Availability of parking at rail station (METRORAIL survey ONLY)

# CUSTOMER SATISFACTION MEASURES

## Communications

- Responsiveness of WMATA
- Timeliness of communication on schedule/route changes
- Schedule/route information availability
- Accuracy and advanced notice of delays
- Utility of digital displays (METRORAIL survey ONLY)
- Understandability of route/schedule information (METRORAIL survey ONLY)

## Vertical Transportation

- (METRORAIL survey ONLY)
- One or more elevators were not working at a rail station
- One or more escalators were not working at a rail station
- The escalator service at rail stations
- The elevators in the past three months