Executive Summary - NYCT

- The Fall 2023 bi-annual Customer Satisfaction survey was conducted November 6-20, 2023, with English and Spanish offered online and on the phone. We received more than 115,000 subway line, 25,000 bus route and 3,000 AAR evaluations from over 80,000 NYCT customers.

- **Subway customer satisfaction** is 52%, a four-percentage point decrease from the Spring. **However, most key performance metrics are improved**, as customer satisfaction with their line is up four percentage points to 58%, and satisfaction with their station is up six percentage points to 67%.
  - Customers who ride most frequently (5 or more days a week) are the most dissatisfied group, as only 46% of customers who ride the subway five or more days a week are satisfied, down percentage points from the Spring. Furthermore, as our ridership has increased, the survey sample, especially among frequent riders, has also increased and now accounts for 47% of the study sample (up from 45% in the Spring).

- Customers continue to feel safer on trains and in stations, with safety on trains up four percentage points to 54% and in stations up three percentage points to 51%.
  - However, safety remains an important issue for customers. Quality-of-life concerns (43%) and People behaving erratically (41%) are the most mentioned areas that, if addressed, would increase customer satisfaction. Furthermore, Safety from Crime and Harassment on trains is the second most important attribute driving satisfaction.

- Service Reliability and Waiting times, two important drivers of customer satisfaction, improved by two percentage points to 58% and 55%, respectively.
  - Frequent travelers (5 or more days a week) are more likely to mention reliable service and frequent service on weekdays as areas that need improvement to increase their satisfaction.

- **Overall Local, Limited and Select Bus customer satisfaction** is 57%, an eight-point decrease from the Spring. Overall Express bus customer satisfaction is 72%, a seven-percentage point decrease.
  - Local bus customers who ride most frequently (5 or more days per week) make up nearly half (46%) of the survey sample and are the least satisfied group at 50% (down 11 percentage points from Spring).
  - Local bus route satisfaction is 65%, down from 69% in the Spring. At the borough level, declines are concentrated in Brooklyn (down six), Queens (down five), and Staten Island (down 10). Satisfaction with Bronx and Manhattan routes remained consistent with the Spring.
  - Customers in Queens and Brooklyn are more likely to mention wait times and more reliable service as what needs to improve to increase their satisfaction.

- **Access-A-Ride continues to improve its service, which is reflected in customer satisfaction score increase to 68%, up from 64% in the Spring**
  - The increased overall score can be explained by gains in attributes with largest influence on overall satisfaction. Satisfaction with On Time Pick Up increased eight points from the Spring to 59%. Travel times and Getting a ride for the day/time of your request increased four and six points respectively.
NYCT: Overall Satisfaction Trends

Question: In general, how satisfied are you with the [mode]?
Base: Customers who use an MTA mode at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10)
The four major Subway KPIs are steadily increasing

Subway: Overall KPI Satisfaction Rates

<table>
<thead>
<tr>
<th></th>
<th>Spring 2022</th>
<th>Fall 2022</th>
<th>Spring 2023</th>
<th>Fall 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall station</td>
<td>53%</td>
<td>59%</td>
<td>61%</td>
<td>67%</td>
</tr>
<tr>
<td>Overall line</td>
<td>45%</td>
<td>53%</td>
<td>54%</td>
<td>58%</td>
</tr>
<tr>
<td>Safety on trains</td>
<td>38%</td>
<td>46%</td>
<td>50%</td>
<td>54%</td>
</tr>
<tr>
<td>Safety in stations</td>
<td>34%</td>
<td>41%</td>
<td>48%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Question(s): How safe do you feel? How satisfied are you with the train line? Overall How satisfied are you with the station? Overall Base: Customers who use the subway at least once in the last 6 months Percentage shown is feeling safe/total satisfied (rating 6 or higher on scale of 1-10)
Overall satisfaction with the subway

Question: In general, how satisfied are you with the Subway (including the Staten Island Railway)?
Base: Customers who use the Subway at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10)
Customers who ride more frequently are less likely to be satisfied with the subway overall

Overall Subway Satisfaction, by Frequency of Ridership

Question(s): In the last 6 months, how many days in a typical week did you use the following MTA services?
Note: Ridership Frequency response options were reduced from Spring 2023 to Fall 2023
Base: Customers who use the Subway at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023

- **Less than 1 day per week**: 13%
  - Very Satisfied: 62%
  - Satisfied: 2%
  - Dissatisfied: 3%
  - Very Dissatisfied: 0%

- **1-2 days per week**: 16%
  - Very Satisfied: 60%
  - Satisfied: 1%
  - Dissatisfied: 0%
  - Very Dissatisfied: 0%

- **3-4 days per week**: 24%
  - Very Satisfied: 54%
  - Satisfied: 3%
  - Dissatisfied: 6%
  - Very Dissatisfied: 0%

- **5-7 days per week**: 47%
  - Very Satisfied: 46%
  - Satisfied: 6%
  - Dissatisfied: 13%
  - Very Dissatisfied: 16%

Up 2 pts
Reducing Quality-of-Life concerns and erratic behavior are the most commonly-mentioned ways to improve overall subway satisfaction

What needs to improve to increase customer satisfaction by Frequency of Ridership (in order of overall percentage)

- Question(s): Which of the following needs to improve to increase your subway satisfaction? Select up to three.

Base: Customers who use the Subway at least once in the last 6 months

Indicates % chose answer among Total
Subway attribute satisfaction levels (in order of importance)

Very Important Key Drivers

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Satisfaction Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value for money</td>
<td>55%</td>
</tr>
<tr>
<td>Safety from crime or harassment on board trains</td>
<td>52%</td>
</tr>
</tbody>
</table>

Important Key Drivers

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Satisfaction Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service reliability</td>
<td>▲ 2% 58%</td>
</tr>
<tr>
<td>Frequency of delays</td>
<td>49%</td>
</tr>
<tr>
<td>Cleanliness on board trains</td>
<td>▲ 9% 57%</td>
</tr>
<tr>
<td>Waiting times</td>
<td>▲ 2% 55%</td>
</tr>
<tr>
<td>Safety from accidents on board trains</td>
<td>▲ 5% 67%</td>
</tr>
<tr>
<td>Crowding on board trains</td>
<td>▲ 4% 51%</td>
</tr>
<tr>
<td>Safety from crime or harassment in stations</td>
<td>59%</td>
</tr>
</tbody>
</table>

Question(s): How satisfied are you with your subway train? How satisfied are you with your station?
Base: Customers who use the Subway at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change.
What drives customers’ sense of safety? (only asked of customers dissatisfied with safety)

<table>
<thead>
<tr>
<th>Relative impact on sense of safety (onboard trains) (48% of sample)</th>
<th>Relative impact on sense of safety (at stations) (41% of sample)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Erratic behavior by other customer(s)</td>
<td>Erratic behavior by other customer(s)</td>
</tr>
<tr>
<td>Threatening/menacing customer(s)</td>
<td>Presence of a homeless individual(s)</td>
</tr>
<tr>
<td>Presence of a homeless individual(s)</td>
<td>Threatening/menacing customer(s)</td>
</tr>
<tr>
<td>Disorderly/loud customer(s)</td>
<td>Disorderly/loud customer(s)</td>
</tr>
<tr>
<td>Panhandling on the train</td>
<td>Panhandling on the platform</td>
</tr>
<tr>
<td>Too many people</td>
<td>Customers not paying</td>
</tr>
<tr>
<td>Feeling trapped</td>
<td>Platforms feel narrow</td>
</tr>
<tr>
<td>Customers smoking/vaping</td>
<td>Customers smoking/vaping</td>
</tr>
<tr>
<td>Dark/poorly lit</td>
<td>Dark/poorly lit</td>
</tr>
</tbody>
</table>

Question(s): You indicated your dissatisfaction with the safety from crime or harassment on board the train; what level of impact did each of the following have on your sense of safety? You indicated your dissatisfaction with the safety from crime or harassment at your station; what level of impact did each of the following have on your sense of safety? Base: Subway customers who are dissatisfied with the safety from crime or harassment of their line (48% of sample) or station (41%)
Satisfaction with Safety from Crime or Harassment

Question (s): How satisfied are you with the train line? Safety from Crime or Harassment On Board Trains. How satisfied are you with the station? Safety from Crime or Harassment

Note: Attribute text change from Personal Security in Stations to Safety from Crime or Harassment no trending available
Base: Customers who use the subway at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10)

Overall line average = 52%

Satisfaction with Safety in Stations (lowest scoring stations)

<table>
<thead>
<tr>
<th>Station</th>
<th>NYPD District</th>
<th>GSM</th>
<th>Safety from Crime or Harassment in Station</th>
<th>Overall Station Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>116 St (6)</td>
<td>4</td>
<td>4</td>
<td>28%</td>
<td>33%</td>
</tr>
<tr>
<td>125 St (456)</td>
<td>4</td>
<td>4</td>
<td>30%</td>
<td>38%</td>
</tr>
<tr>
<td>Kingsbridge Rd (BD)</td>
<td>11</td>
<td>2</td>
<td>31%</td>
<td>46%</td>
</tr>
<tr>
<td>191 St (1)</td>
<td>3</td>
<td>1</td>
<td>33%</td>
<td>45%</td>
</tr>
<tr>
<td>3 Av-149 St (25)</td>
<td>12</td>
<td>3</td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td>Delancey St-Essex St (FJZM)</td>
<td>4</td>
<td>9</td>
<td>36%</td>
<td>45%</td>
</tr>
<tr>
<td>Simpson St (25)</td>
<td>12</td>
<td>3</td>
<td>37%</td>
<td>53%</td>
</tr>
<tr>
<td>135 St (23)</td>
<td>3</td>
<td>3</td>
<td>38%</td>
<td>49%</td>
</tr>
<tr>
<td>East Broadway (F)</td>
<td>4</td>
<td>9</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Prospect Av (25)</td>
<td>12</td>
<td>3</td>
<td>40%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Overall safety in station average = 59%
Overall line satisfaction is up 4 points

Overall Satisfaction On Board Rates by Line

Fall 2023 Overall Subway Line Satisfaction Rate (58%, 54% in Spring)

Question: How satisfied are you with the train line? Overall.
Base: Customers who use the Subway at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10); ▲▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023
All GSM zones showed increased overall station satisfaction, which correlates with the 8-point improvement for station cleanliness.

**Overall Station Satisfaction by GSM Zone**

<table>
<thead>
<tr>
<th>Zone</th>
<th>Fall 2023 Overall Subway Station Satisfaction Rate (67%, 61% Spring)</th>
</tr>
</thead>
<tbody>
<tr>
<td>125 St (A/B/C/D)</td>
<td>▲7% ▲9% ▲4% ▲5% ▲8% ▲12% ▲6% ▲5% ▲9% ▲5% ▲8% ▲4% ▲5% ▲7% ▲9% ▲5% ▲8% ▲4% ▲5% ▲7% ▲9% ▲5% ▲8%</td>
</tr>
<tr>
<td>34 St-Penn Station (A/C/E)</td>
<td>▲7% ▲9% ▲4% ▲5% ▲8% ▲12% ▲6% ▲5% ▲9% ▲5% ▲8% ▲4% ▲5% ▲7% ▲9% ▲5% ▲8% ▲4% ▲5% ▲7% ▲9% ▲5% ▲8%</td>
</tr>
<tr>
<td>Wall St (4/5)</td>
<td>▲7% ▲9% ▲4% ▲5% ▲8% ▲12% ▲6% ▲5% ▲9% ▲5% ▲8% ▲4% ▲5% ▲7% ▲9% ▲5% ▲8% ▲4% ▲5% ▲7% ▲9% ▲5% ▲8%</td>
</tr>
</tbody>
</table>

Question: How satisfied are you with the station? Overall
Base: Customers who use the subway at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023
Satisfaction with Waiting Times by Line

Fall 2023
Overall Waiting Times Satisfaction Rate (55%, 53% Spring)

▲/▼ indicate a significant percentage point increase/decrease at a 90% confidence interval since Spring 2023

Question: How satisfied are you with the train line? Waiting Times.
Base: Customers who use the Subway at least once in the last 6 months
Question: How satisfied are you with the train line? Service reliability.
Base: Customers who use the Subway at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023
Customers who interact with an agent outside of the booth are more likely to be satisfied with the interaction.

Satisfaction With Station Agent Interaction

<table>
<thead>
<tr>
<th>Location</th>
<th>Overall Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>70%</td>
</tr>
<tr>
<td>In the booth</td>
<td>66%</td>
</tr>
<tr>
<td>Near MetroCard</td>
<td>79%</td>
</tr>
<tr>
<td>On the platform</td>
<td>75%</td>
</tr>
</tbody>
</table>

26% of sample

66% among those who interacted

22% among those who interacted

12% among those who interacted

Very Satisfied  Satisfied  Dissatisfied  Very Dissatisfied

Question: How satisfied were you with your most recent interaction with an MTA station agent?  
Base: Customers who interacted with a Subway Station Agent in the last 6 months  
Percentage shown is total satisfied (rated 6-10);
**Typical Subway Payment Method & Satisfaction with Fare Payment Options**

**Question(s):** How do you usually pay for the Subway? How satisfied are you with the starting station? Fare payment options (i.e., How you can pay)

**Base:** Customers who use the subway at least once in the last 6 months

Percentage shown is total satisfied (rated 6-10)

<table>
<thead>
<tr>
<th>Payment Method</th>
<th>Fall 2022</th>
<th>Spring 2023</th>
<th>Fall 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>OMNY</td>
<td>33%</td>
<td>39%</td>
<td>44%</td>
</tr>
<tr>
<td>Pay-Per-Ride MetroCard</td>
<td>12%</td>
<td>13%</td>
<td>35%</td>
</tr>
<tr>
<td>30-Day Unlimited MetroCard</td>
<td>12%</td>
<td>3%</td>
<td>12%</td>
</tr>
<tr>
<td>7-Day Unlimited MetroCard</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Single Ride ticket</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Satisfied with Fare Payment Options (Fall 2023):**

- Fall 2022: 85%
- Spring 2023: 76%
- Fall 2023: 73%

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**Fall 2023 Customers Count Survey**

- Sample Size: 16
- Question: How do you usually pay for the Subway? How satisfied are you with the starting station? Fare payment options (i.e., How you can pay)
- Base: Customers who use the subway at least once in the last 6 months
- Percentage shown is total satisfied (rated 6-10)
NYCT Committee Meeting June 2023

Spring 2023
Customers Count Survey

MTA

NYCT Committee Meeting June 2023

Bus
Overall satisfaction with the bus

Overall Local Bus Satisfaction

<table>
<thead>
<tr>
<th>Season</th>
<th>Overall Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2022</td>
<td>63%</td>
</tr>
<tr>
<td>Fall 2022</td>
<td>64%</td>
</tr>
<tr>
<td>Spring 2023</td>
<td>65%</td>
</tr>
<tr>
<td>Fall 2023</td>
<td>57%</td>
</tr>
</tbody>
</table>

Overall Express Bus Satisfaction

<table>
<thead>
<tr>
<th>Season</th>
<th>Overall Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2022</td>
<td>76%</td>
</tr>
<tr>
<td>Fall 2022</td>
<td>79%</td>
</tr>
<tr>
<td>Spring 2023</td>
<td>79%</td>
</tr>
<tr>
<td>Fall 2023</td>
<td>72%</td>
</tr>
</tbody>
</table>

Question(s): In general, how satisfied are you with buses?
Base: Customers who use the bus at least once in the last 6 months
Customers who ride more frequently are less satisfied with the bus overall, down significantly from Spring.

Overall Local Bus Satisfaction, by Frequency of Ridership

- **Less than 1 day per week**: 68% Very Satisfied, ▼4% Satisfied, ▼7% Dissatisfied, ▼13% Very Dissatisfied
- **1-2 days per week**: 67% Very Satisfied, ▼4% Satisfied, ▼7% Dissatisfied, ▼13% Very Dissatisfied
- **3-4 days per week**: 59% Very Satisfied, ▼7% Satisfied, ▼13% Dissatisfied, ▼19% Very Dissatisfied
- **5 days per week**: 49% Very Satisfied, ▼13% Satisfied, ▼13% Dissatisfied, ▼19% Very Dissatisfied
- **6-7 days per week**: 50% Very Satisfied, ▼9% Satisfied, ▼9% Dissatisfied, ▼9% Very Dissatisfied

Question(s): In the last 6 months, how many days in a typical week did you use the following MTA services?

Note: Response options were reduced from Spring 2023 to Fall 2023

Base: Customers who use the Bus at least once in the last 6 months

Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023
**Question(s):** How satisfied are you with the following attributes?

**Base:** Customers who used the bus in the past 6 months.

- Percentage shown is total satisfied (rated 6-10);
- ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change.

### Bus attribute satisfaction levels (in order of importance)

#### Very Important Key Drivers
- **Service reliability:** 50% (▼7%)
- **Waiting times:** 44% (▼2%)
- **Frequency of delays:** 46% (▼3%)

#### Important Key Drivers
- **Value for money:** 63%
- **Travel times:** 64%
- **Hours of operation:** 67%
- **Crowding on board buses:** 49%
- **Bus driver helpfulness:** 75%
- **Cleanliness on board buses:** 71%

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**Attribute Concepts**
- Service
- Cleanliness
- Drivers

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*MTA Fall 2023
Customers Count Survey*

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*Question(s):* How satisfied are you with the following attributes?

*Base: Customers who used the bus in the past 6 months.*

*Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change.*
Question(s): How satisfied are you with the following attributes?
Base: Customers who used the bus in the past 6 months.
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change.

Bus attribute satisfaction levels (lower importance attributes)

- Crowding at bus stops: 63% satisfaction, ▲ 2%
- Announcements on board buses: 72% satisfaction, ▲ 1%
- Ramps: 79% satisfaction, ▲ 1%
- Location of bus stops: 83% satisfaction, ▲ 3%
- Safety from crime or harassment on board buses: 76% satisfaction, ▲ 5%
- Safety from accidents on board buses: 84% satisfaction, ▲ 3%
- Cleanliness of bus stops: 72% satisfaction, ▲ 4%
- Signs at bus stops: 80% satisfaction, ▲ 4%
- Fare payment options: 83% satisfaction, ▲ 4%
- Safety from crime or harassment at bus stops: 75% satisfaction, ▲ 7%
Overall Route Satisfaction by Borough

Question(s): In general, how satisfied are you with buses?
Base: Customers who use the bus at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change.
Brooklyn customers are more likely to want to see improvements in Wait Times and Service Reliability; Bronx customers focus more on Crowding, Fare Evasion, and Cleanliness

What needs to improve to increase customer satisfaction by boarding borough (in order of overall percentage)

- Wait times
- More reliable service
- Crowding
- Travel Times / Bus Speeds
- Frequency of delays
- People not paying
- Cleanliness

Question(s): Which of the following needs to improve to increase your bus satisfaction? Select up to three.
Base: Customers who use the bus at least once in the last 6 months

Indicates % chose answer among Total

<table>
<thead>
<tr>
<th>Borough</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronx</td>
<td>14%</td>
</tr>
<tr>
<td>Brooklyn</td>
<td>25%</td>
</tr>
<tr>
<td>Manhattan</td>
<td>20%</td>
</tr>
<tr>
<td>Queens</td>
<td>37%</td>
</tr>
<tr>
<td>Staten Island</td>
<td>3%</td>
</tr>
</tbody>
</table>

Indicates % chose answer among Total
Overall satisfaction with Access-A-Ride

Access-A-Ride

Question(s): In general, how satisfied are you with Access-A-Ride?
Base: Customers who have used Access-A-Ride at least once in the last 6 months

<table>
<thead>
<tr>
<th>Season</th>
<th>Overall Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2022</td>
<td>61%</td>
</tr>
<tr>
<td>Fall 2022</td>
<td>65%</td>
</tr>
<tr>
<td>Spring 2023</td>
<td>64%</td>
</tr>
<tr>
<td>Fall 2023</td>
<td>68%</td>
</tr>
</tbody>
</table>
Question: In general, how satisfied are you with Access-A-Ride?
Base: Customers who have used Access-A-Ride at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change.
Question(s): In general, how satisfied are you with Access-A-Ride?
Base: Customers who used AAR in the past 6 months.
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change
Question(s): In general, how satisfied are you with Access-A-Ride?
Base: Customers who have used Access-A-Ride at least once in the last 6 months
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Spring 2023 of attributes whose wording did not change
Dissatisfied customers are more likely to want improvements in Service Reliability; Satisfied customers want flexibility

What needs to improve to increase AAR customer satisfaction, by overall AAR satisfaction level

Question(s): Which of the following needs to improve to increase your AAR satisfaction? Select up to three.

Base: Customers who use the bus at least once in the last 6 months

Indicates % chose answer among Total