



**Spring 2024  
Customers Count Survey**

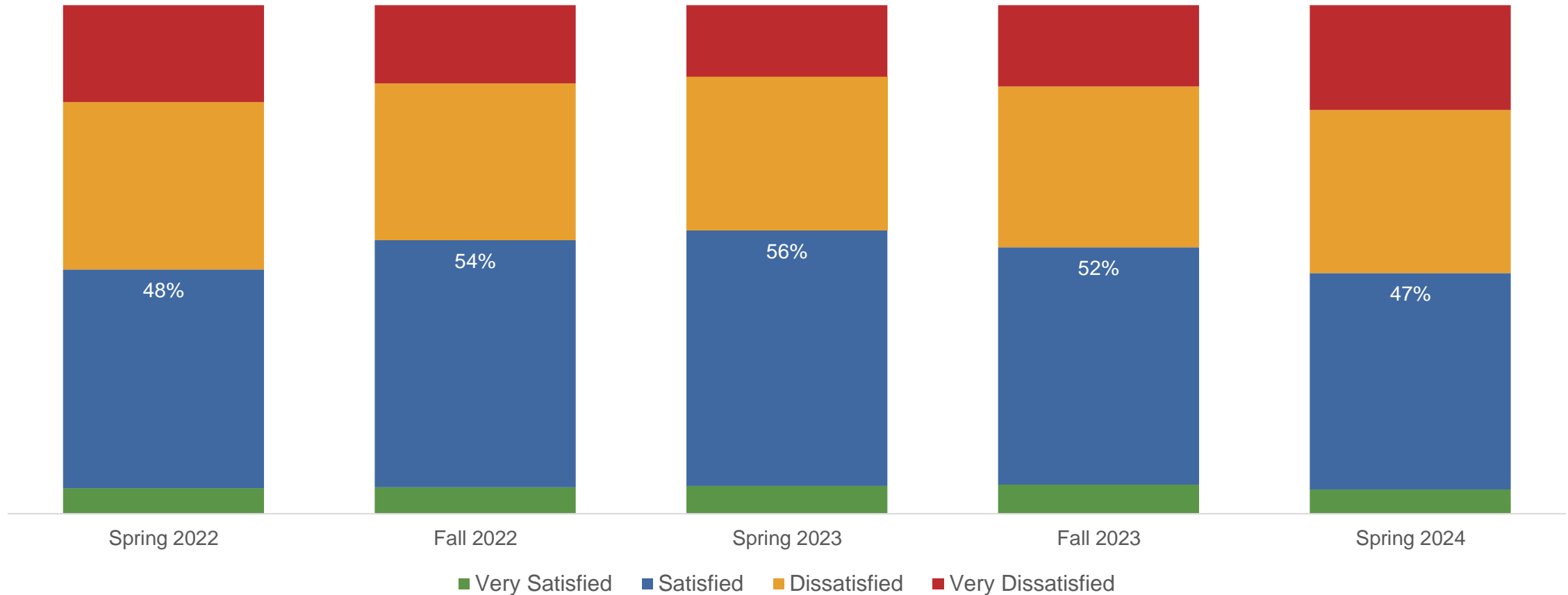
**Subway Bus Access-A-Ride**

# NYCT: Executive Summary

- The Spring 2024 bi-annual Customer Satisfaction survey was conducted April 18 - May 12, 2024, and was offered online in 9 languages and on the phone in English and Spanish.
  - We received more than 79,000 subway line, 22,000 bus route and 5,000 AAR evaluations from over 40,000 NYCT customers. Our sample is weighted by ridership, and relevant respondent demographics using ACS 1-Year 2022 Estimates.
- **Subway customer satisfaction is 47%**, a five-percentage point decrease from the Fall 2023 and below 50% for the 1st time since Spring 2022.
  - This dissatisfaction is strongly linked to customers' views of Safety from Crime or Harassment. After steady increases in safety perception in the last few waves, Customers feeling safe on trains is down nine percentage points to 45%, and in stations, down seven percentage points to 44%.
  - When asked what would increase their satisfaction, customers most commonly say addressing *People behaving erratically* (44%) and *Quality-of-life* concerns (43%)
  - Safety from Crime or Harassment on trains is the most important attribute driving satisfaction. Safety from Accidents on Board has become a stronger driver since Fall 2023. This shift is most likely related to the two subway derailments in early 2024. Service Reliability remains another key driver of satisfaction.
- **Overall Local, Limited and Select Bus customer satisfaction is 57%, unchanged from Fall 2023.** Overall Express bus customer satisfaction is 67%, a 5-point decrease.
  - Borough level satisfaction increased in Brooklyn (up 3 pts), Queens (up 2), and Staten Island (up 11), but decreased in the Bronx (down 4). Manhattan customer satisfaction remains the highest at 69%.
  - Satisfaction with *Service Reliability*, the most important attribute to customers, is flat at 54%. Satisfaction with other important service-related attributes experienced slight decreases since the Fall; *Waiting Times* is down 1 point, while *Travel Times* and *Hours of Operations* are down 2 points.
  - Customer satisfaction with their bus route remains higher than for buses overall – 67% are satisfied with their route, up 3 points from the Fall.
  - Customers in Queens and Brooklyn are more likely to mention *Waiting Times* and *Frequency of Delays* as what needs to improve to increase their satisfaction. Bronx customers focus more on *Crowding*, *Fare Evasion*, and *Cleanliness*.
- **Access-A-Ride customer satisfaction is 68%, on par with Fall 2023, 4 points higher than Spring 2023 and 7 points higher than Spring 2022.**
  - Satisfaction with *On Time Pick Up*, the most important attribute to AAR customers, increased 6 points to 65%. A year ago, only 52% were satisfied with *On Time Pick Up*.
  - *Travel Times*, the second most important attribute to customers, is flat at 74% satisfied.



# Subway: Overall Satisfaction Trends

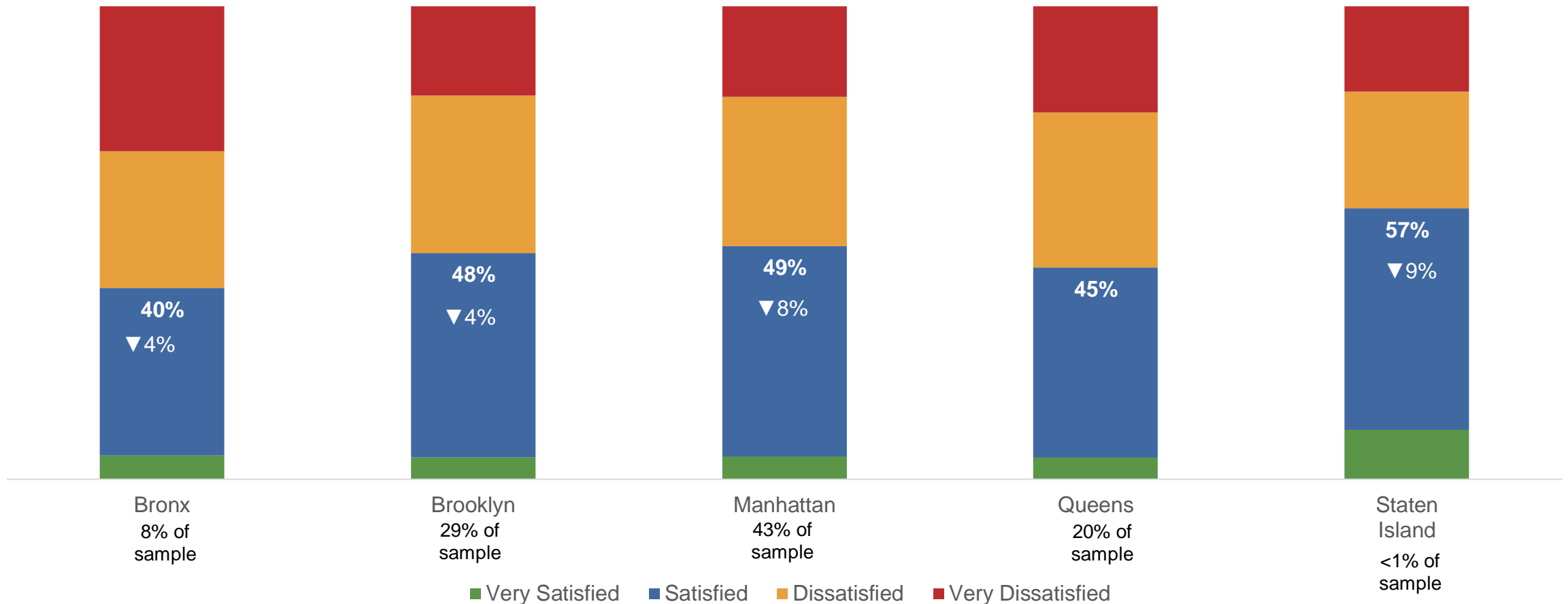


Question(s): In general, how satisfied are you with the Subway (including the Staten Island Railway)?  
Base: Customers who use the subway at least once in the last 6 months  
Percentage shown is total satisfied (rated 6-10)



# Subway: Overall Satisfaction, by Boarding Borough

All boroughs saw a decline in satisfaction except for customers who board in Queens.



Question(s): In general, how satisfied are you with the Subway (including the Staten Island Railway)?

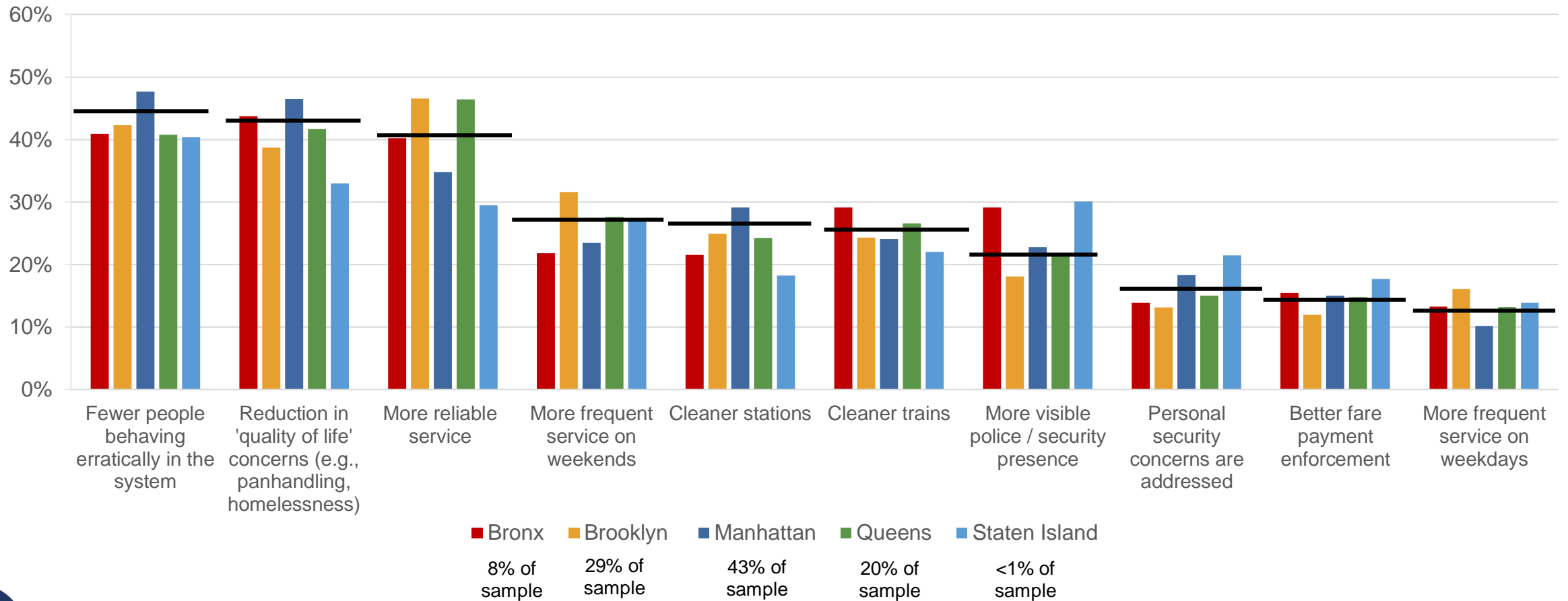
Base: Customers who use the subway at least once in the last 6 months

Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Fall 2023



# Subway: What Customers Say Will Improve Satisfaction, by boarding borough

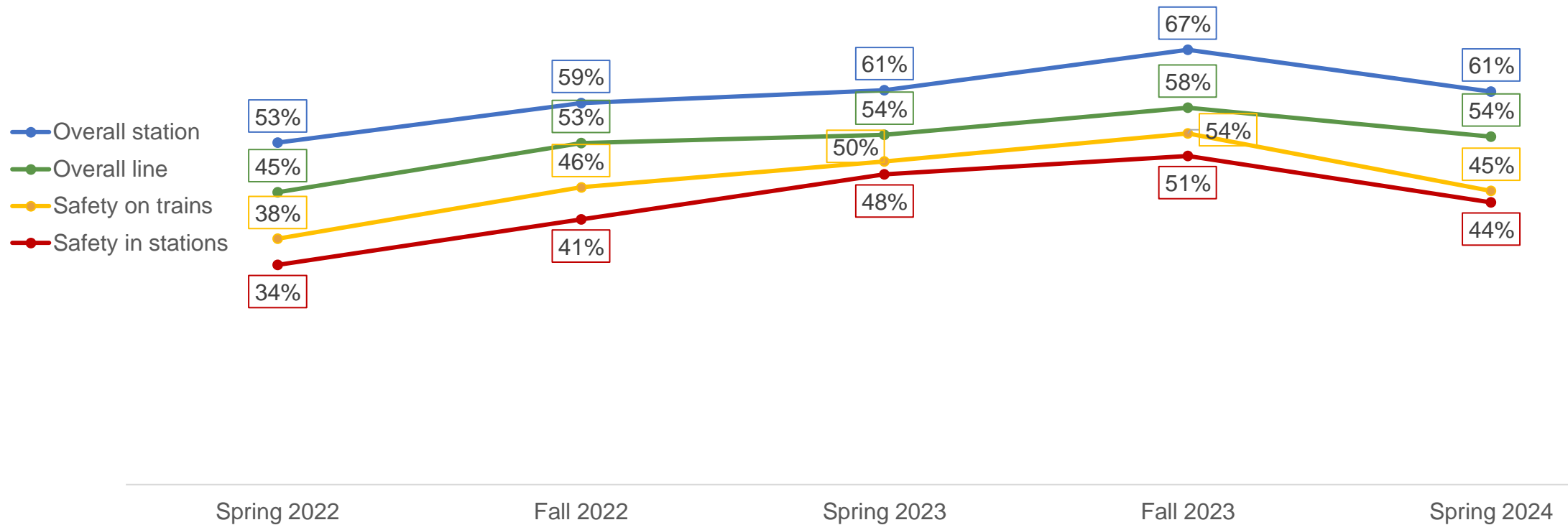
Reducing erratic behavior and quality of life concerns helps all boroughs. Queens and Brooklyn customers are more likely to want more reliable service, while Bronx customers want improvements in cleaner trains and police presence.



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

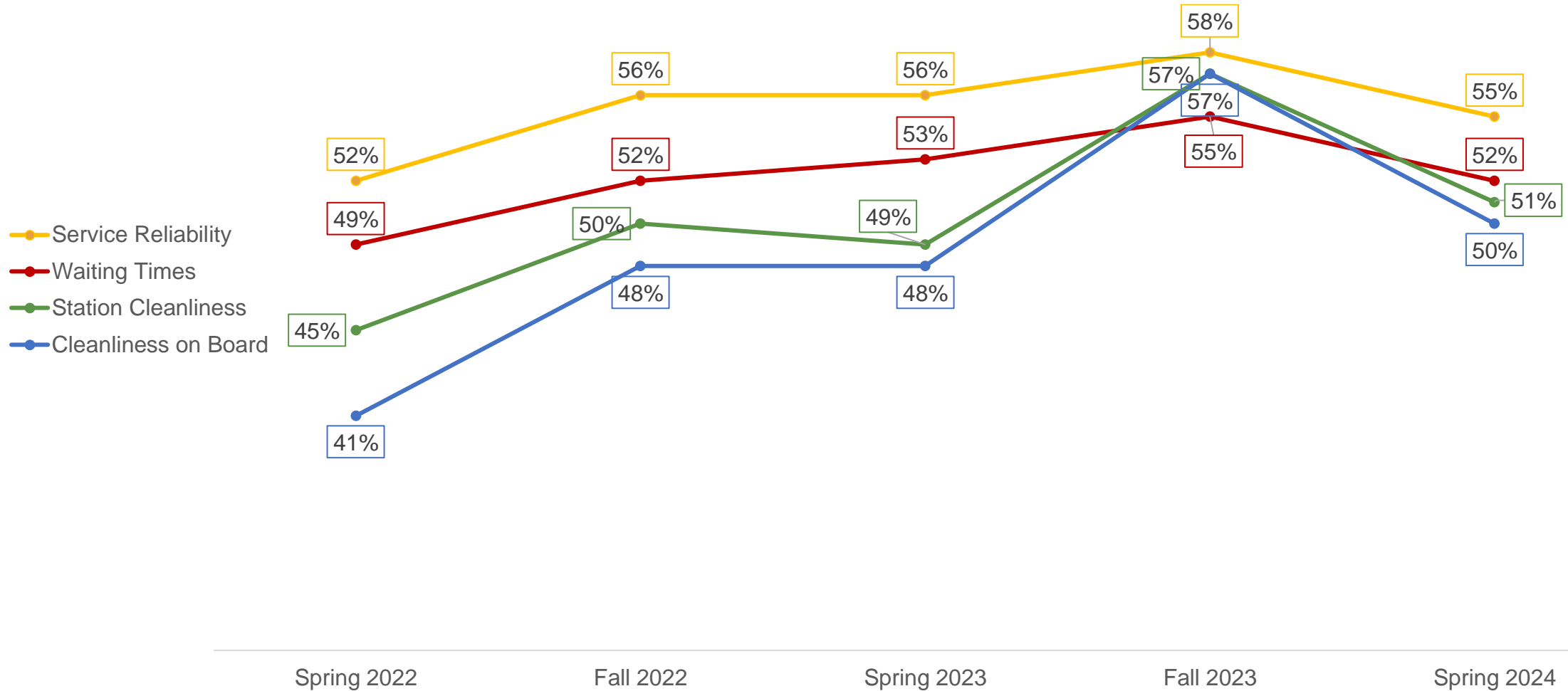
# Subway: Overall KPI Satisfaction Rates (1 of 2)



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 (rated 6-10)

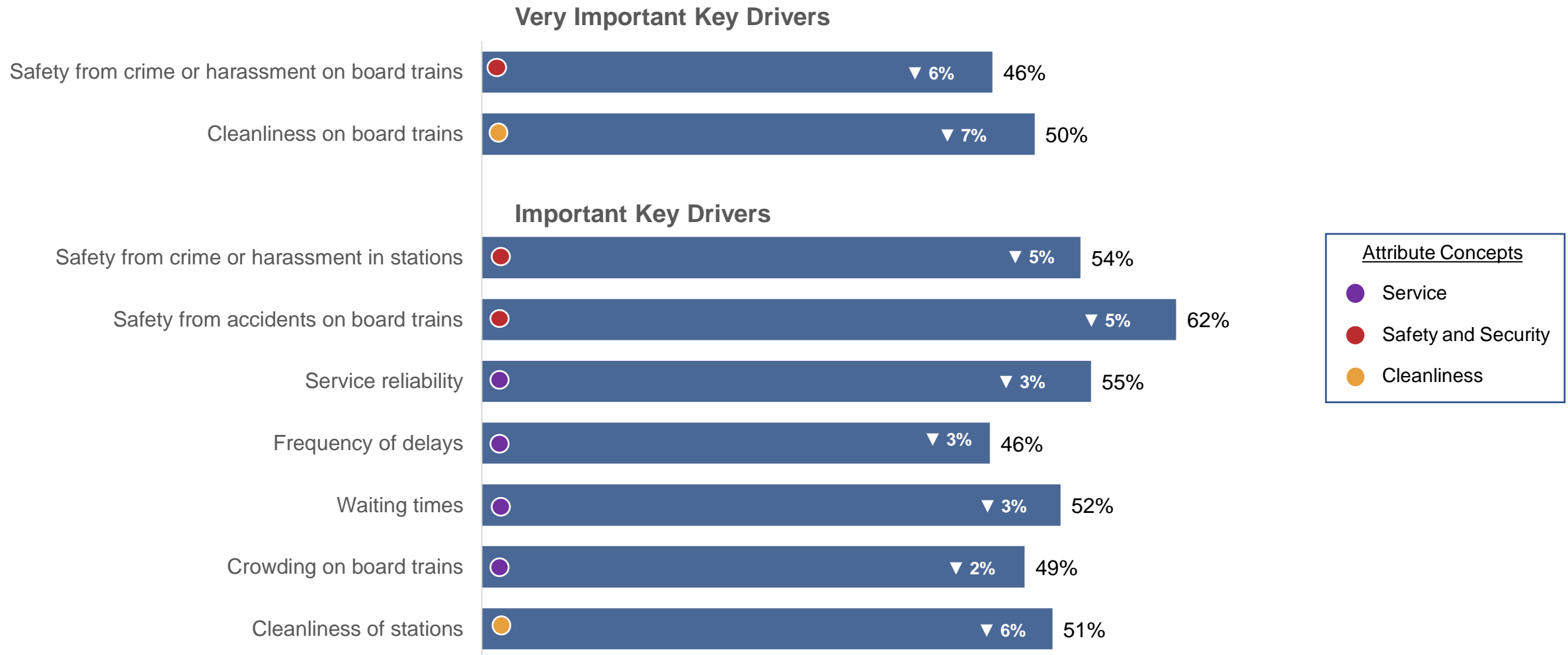


# Subway: Overall KPI Satisfaction Rates (2 of 2)



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 (rated 6-10)

# Subway: Key Driver satisfaction levels (in order of importance)



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

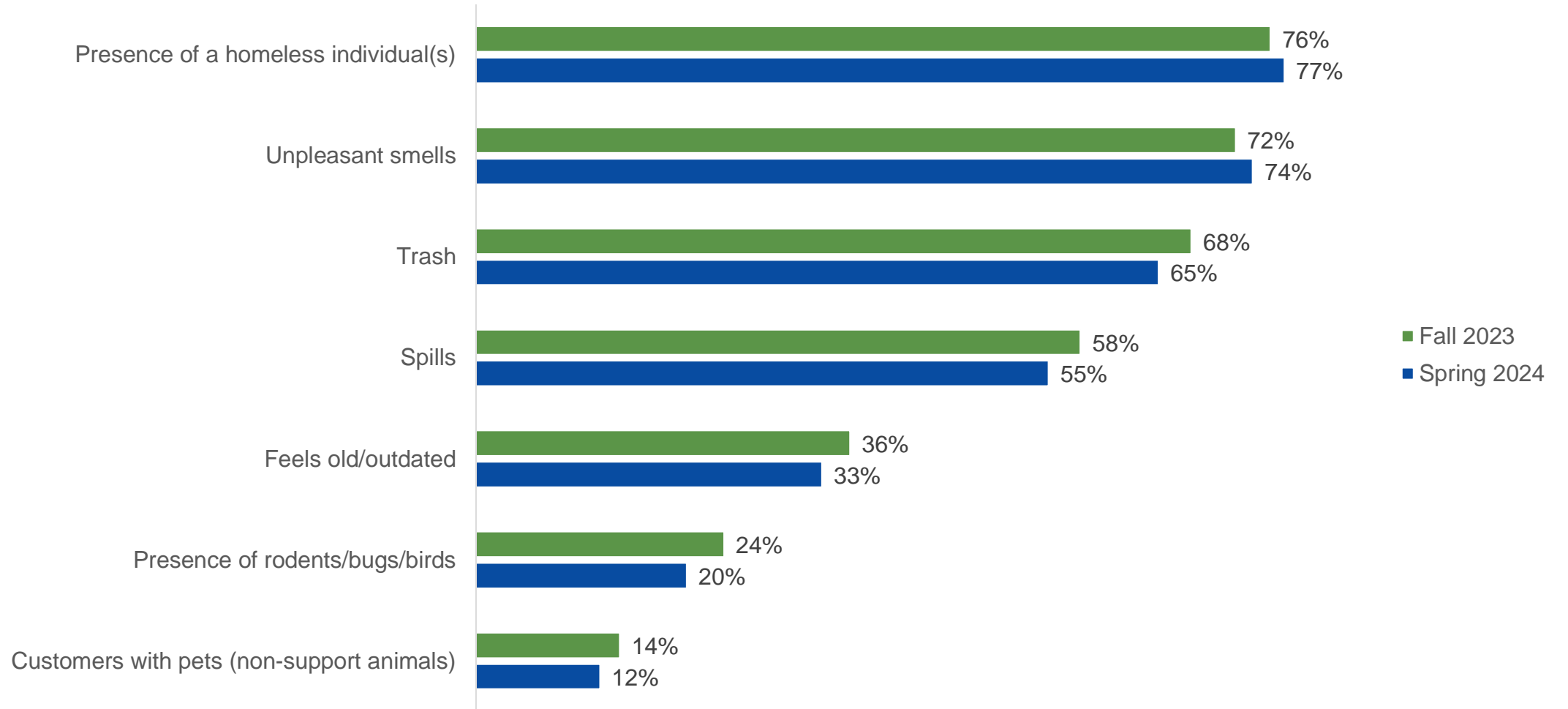
Percentage shown is total satisfied (rated 6-10); ▲/▼ indicate significant increase/decrease at 90% Confidence Interval since Fall 2023 of attributes whose wording did not change





# Subway: Why Customers are Dissatisfied with Cleanliness

(only asked of the 50% customers dissatisfied with cleanliness)



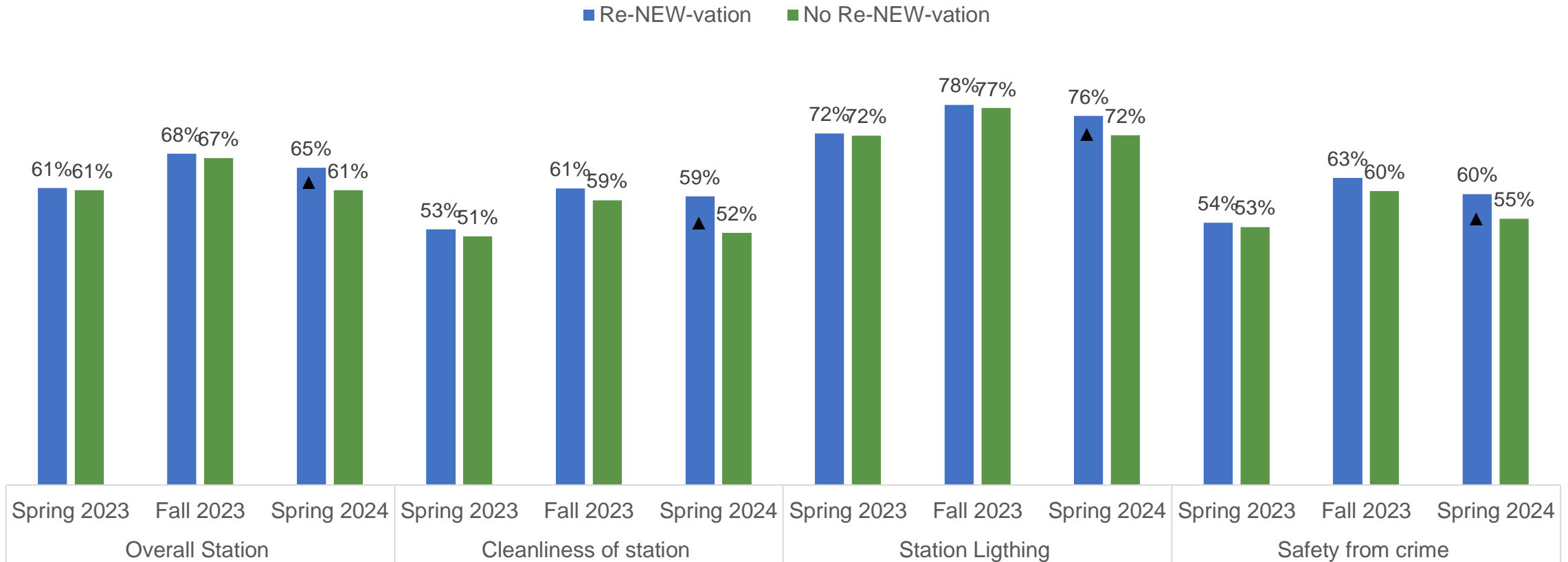
Question(s): You indicated your dissatisfaction with the cleanliness on board the train; which of the following issues caused your dissatisfaction? Please Select all that apply.

Base: Subway customers who are dissatisfied with the cleanliness of their line (50% of respondents)



# Subway: Station Satisfaction of Stations which underwent “Re-NEW-ation” (24 stations between Oct 2023 until March 2024)

Stations that underwent a recent Re-NEW-ation have not gone down as much as stations that have not; furthermore, they are all performing better than a year ago.

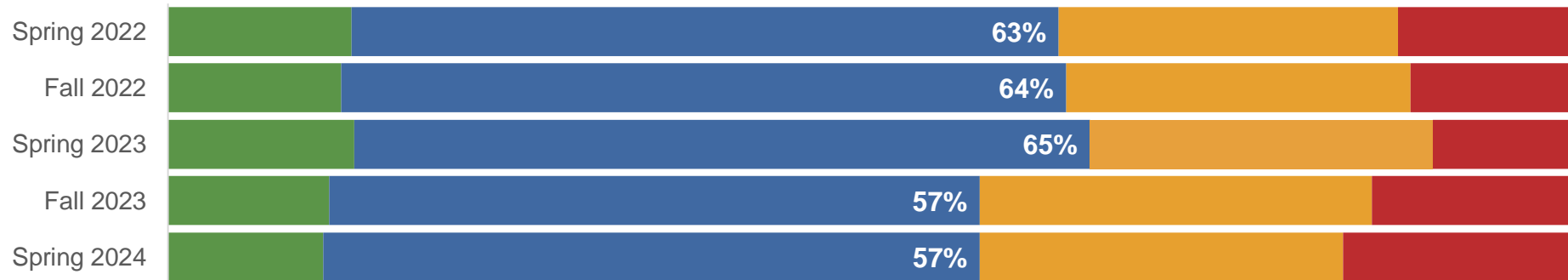


Question(s): How satisfied are you with the station? Overall  
 Base: Customers who use the subway at least once in the last 6 months  
 Note: Station level data is unweighted  
 Percentage shown is total satisfied (rated 6-10)  
 ▲ indicate significant positive difference at 90% Confidence Interval since



# Bus: Overall Satisfaction Trends

## Overall Local Bus Satisfaction



## Overall Express Bus Satisfaction



Question(s): In general, how satisfied are you with buses?

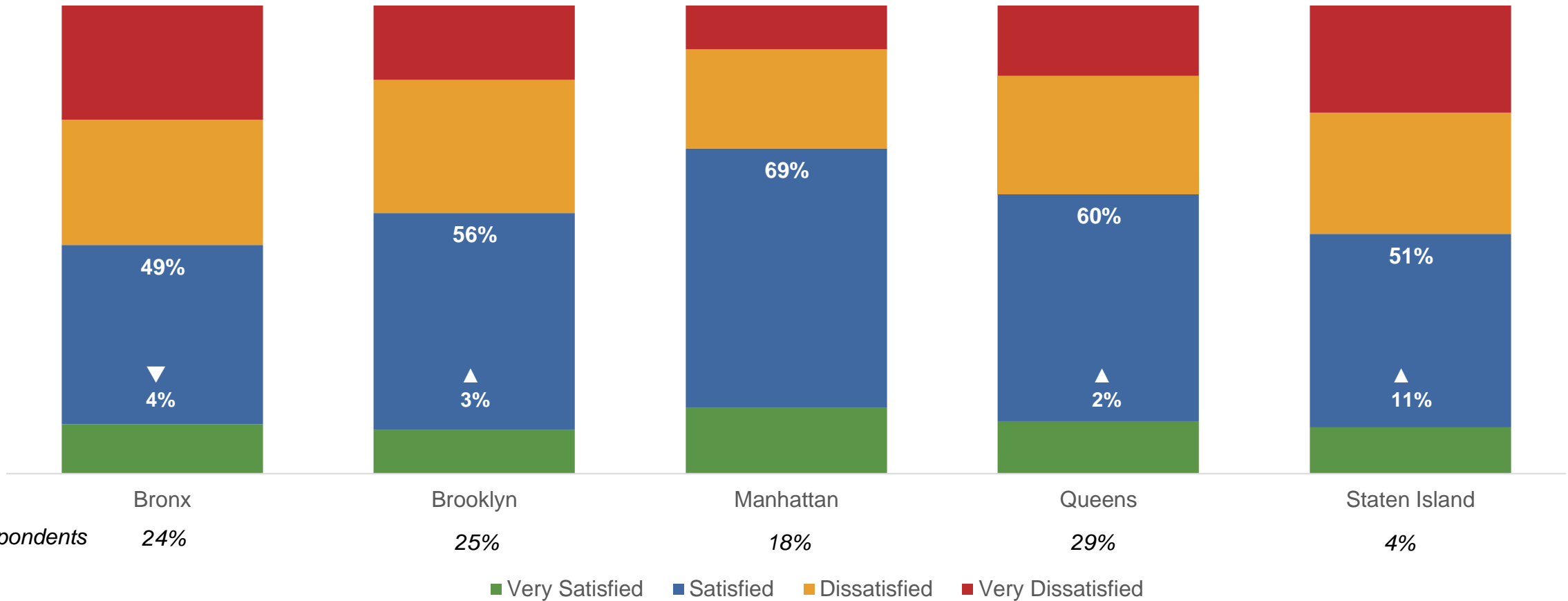
Base: Customers who use the bus at least once in the last 6 months

Percentage shown is total satisfied (rated 6-10)



# Bus: Overall Local Bus Satisfaction by Boarding Borough

Brooklyn, Queens, and Staten Island customer satisfaction increased from the Fall, while Bronx saw a decline.



Question(s): In general, how satisfied are you with buses?

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

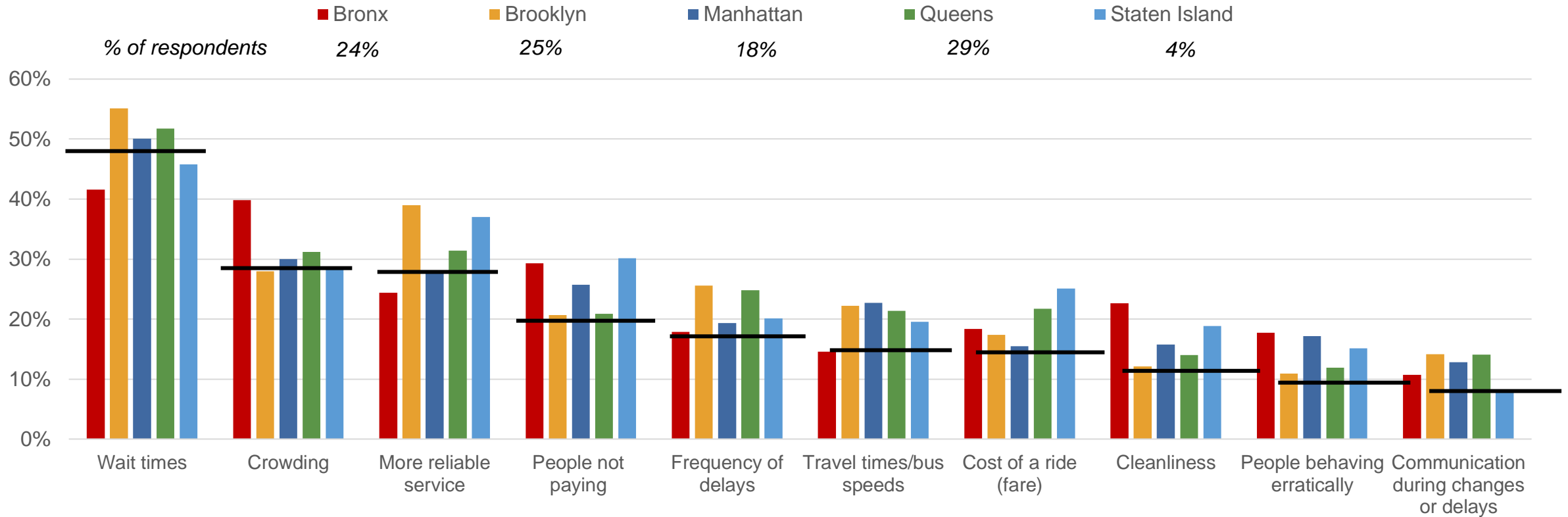
▲/▼ indicates a significant percentage point increase/decrease at a 90% confidence interval since Fall 2023

Percentage shown is total satisfied (rated 6-10)



# Bus: What Customers Say Will Increase Satisfaction, by Boarding Borough

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.



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

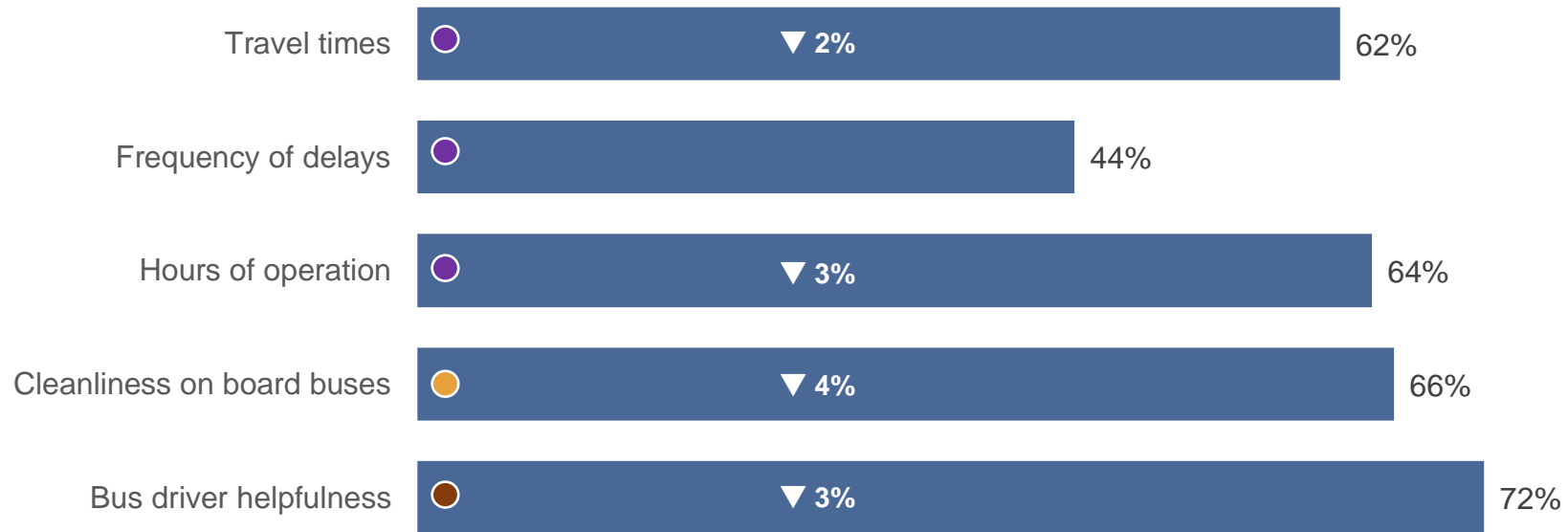


# Local Bus Key Driver satisfaction levels (in order of Derived Importance)

## Very Important Key Drivers



## Important Key Drivers



Attribute Concepts

- Service
- Cleanliness
- Drivers

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

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

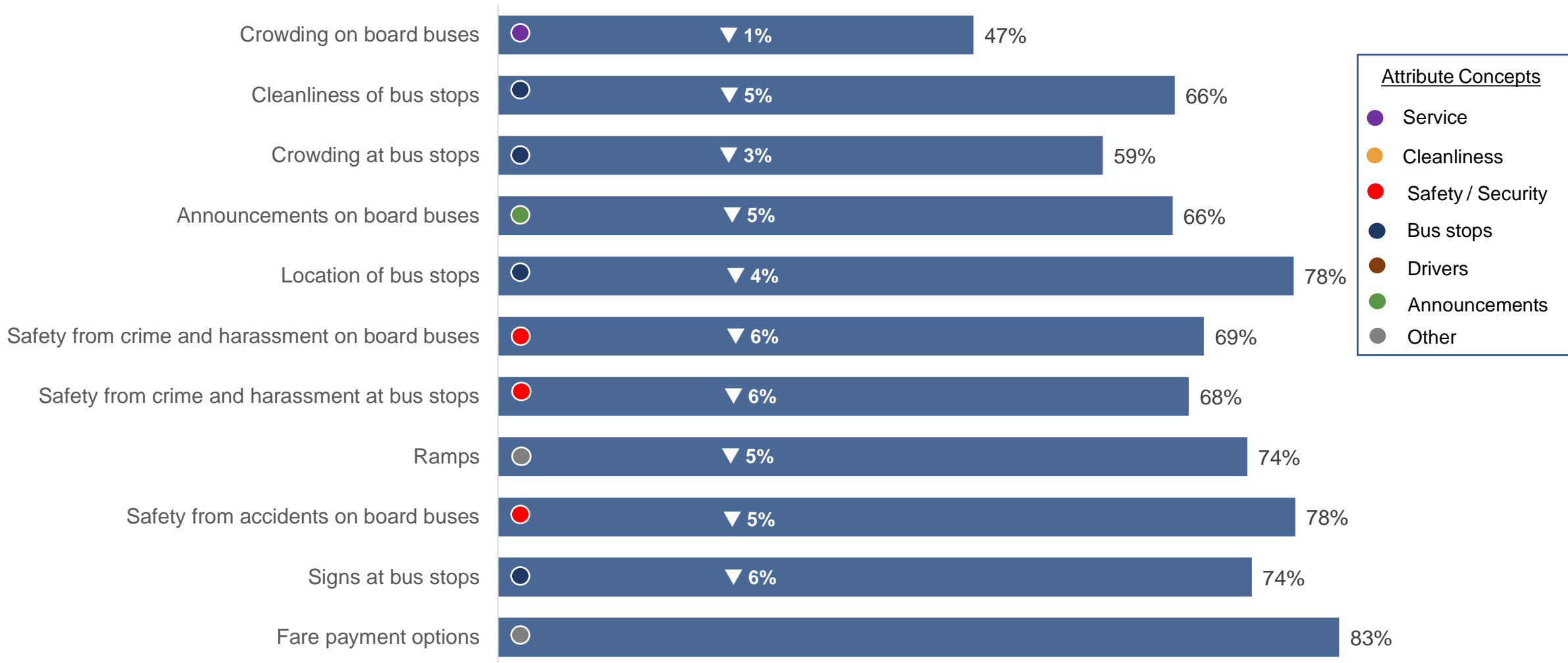
\*Service reliability cannot be compared to Fall 2023 due to wording change

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

Percentage shown is total satisfied (rated 6-10)



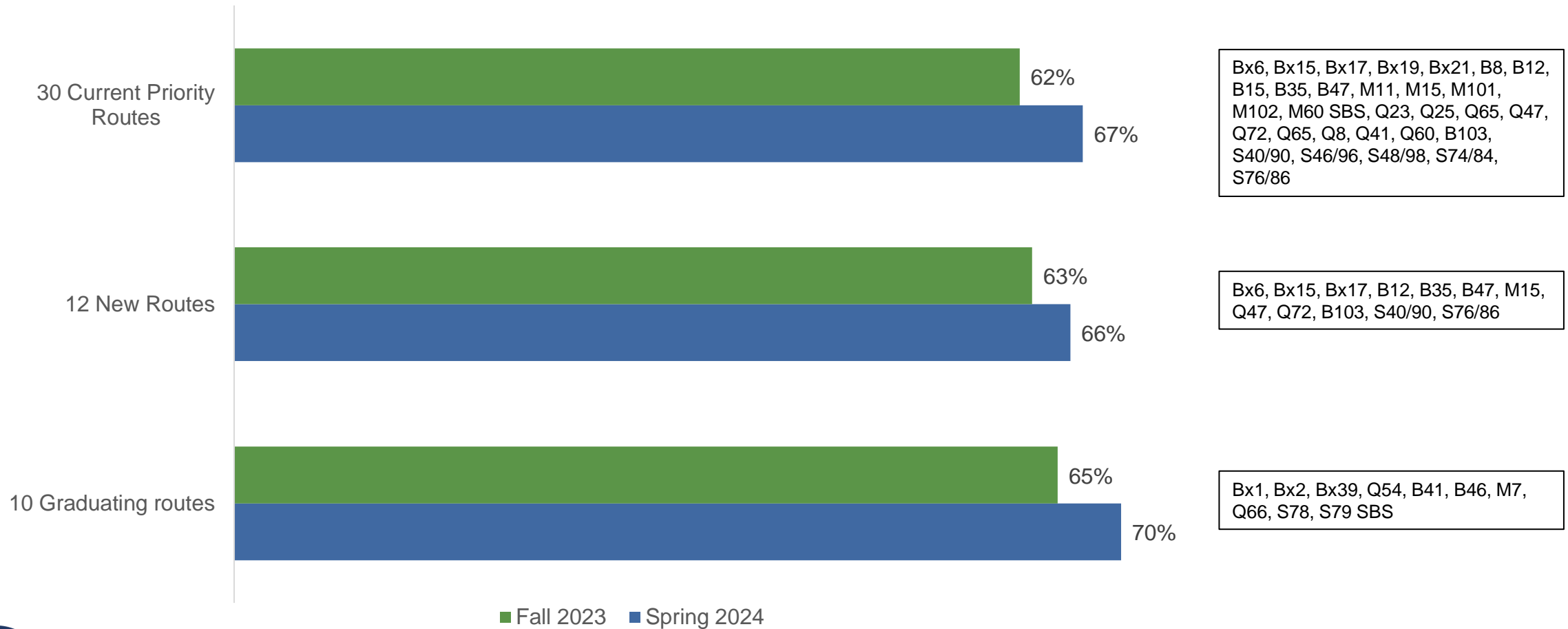
# Local Bus Attribute Satisfaction (in order of Derived Importance)



Question(s): How satisfied are you with the following attributes?  
 Base: Customers who use the Bus at least once in the last 6 months  
 ▲/▼ indicates a significant percentage point increase/decrease at a 90% confidence interval since Fall 2023  
 Percentage shown is total satisfied (rated 6-10)

# Bus: Satisfaction with 2023/2024 Priority Routes

Satisfaction with Priority Bus Routes improved since the Fall, including the 10 routes that graduated.

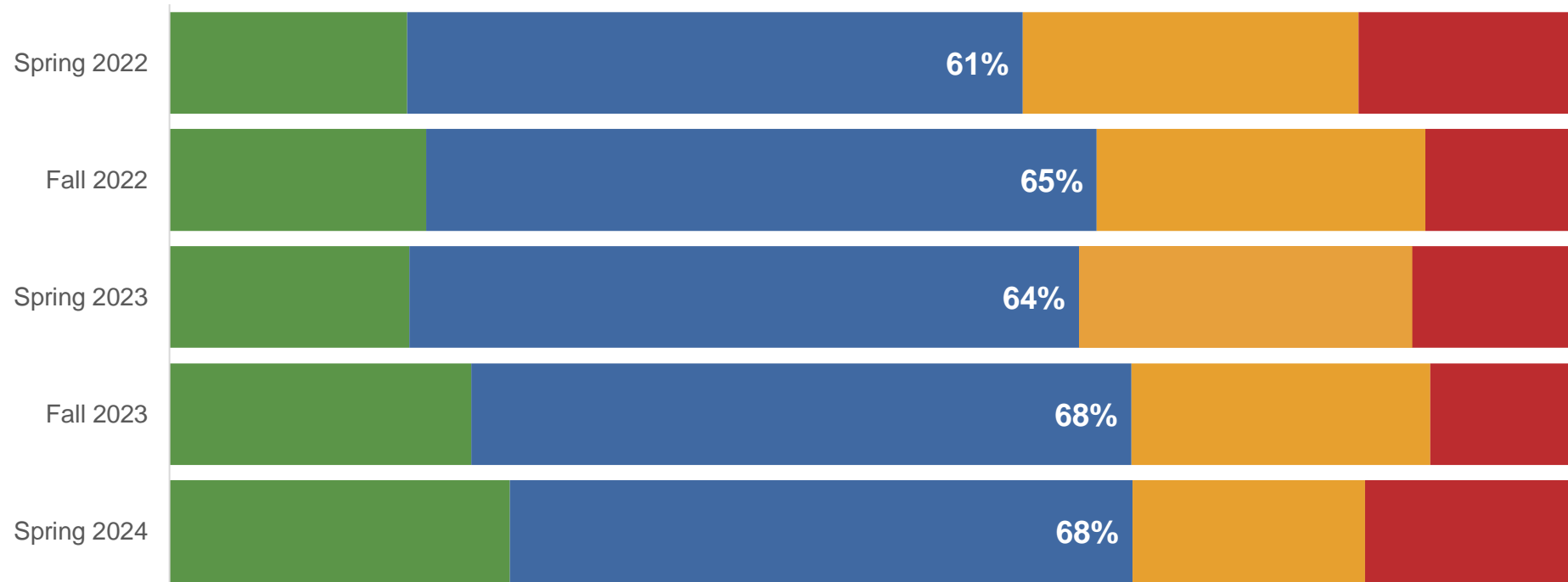


Question: How satisfied are you with your route overall?  
 Base: Customers who use the Bus at least once in the last 6 months.  
 Percentage shown is total satisfied (rated 6-10)  
 Spring 2024 Overall Local Bus Route Satisfaction: 67%



# Access-A-Ride (AAR): Overall Satisfaction Trends

## Access-A-Ride

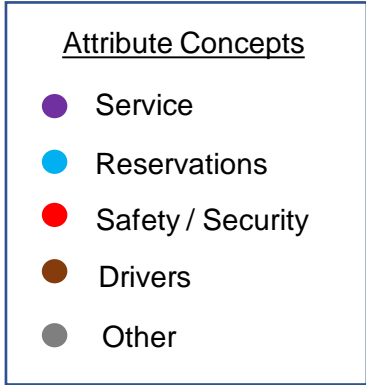


Question(s): In general, how satisfied are you with Access-A-Ride?  
Base: Customers who have used Access-A-Ride at least once in the last 6 months  
Percentage shown is total satisfied (rated 6-10)

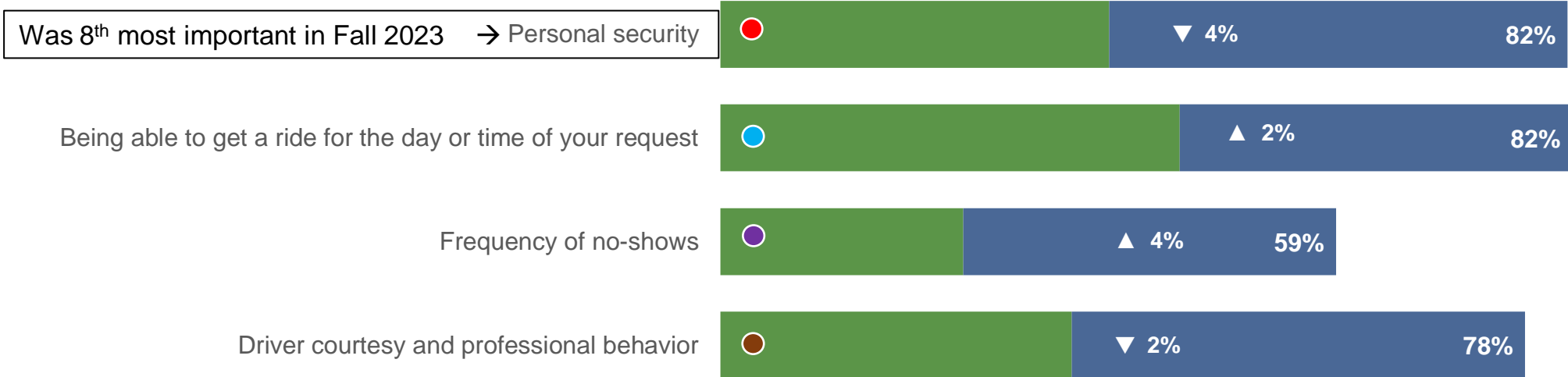


# AAR: Key Driver satisfaction levels (in order of importance)

## Very Important Key Drivers



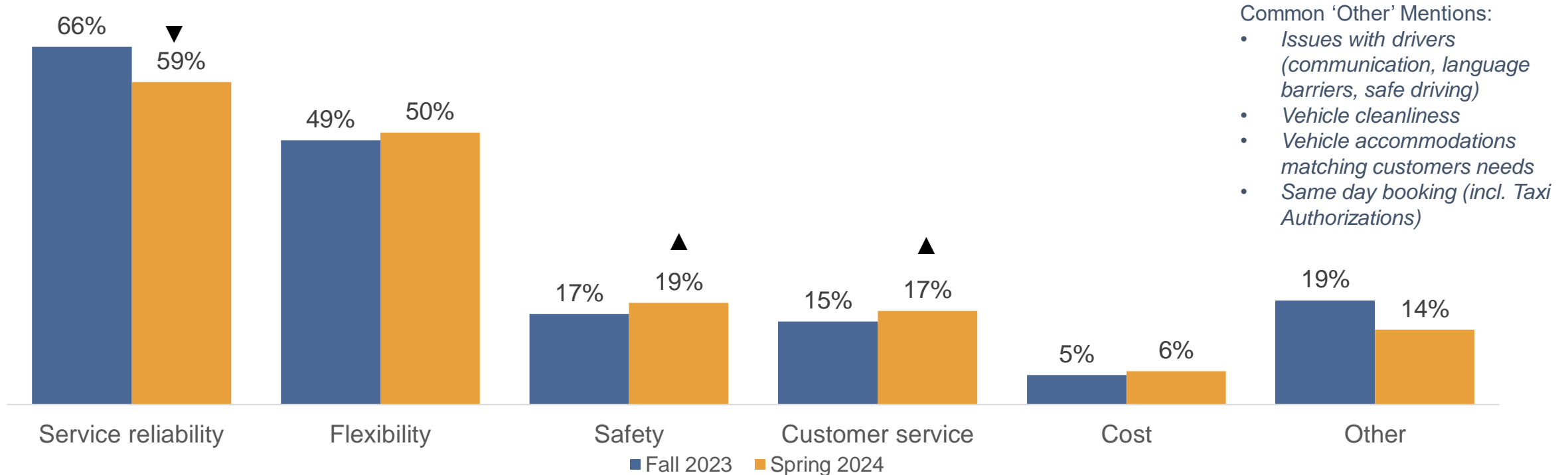
## Important Key Drivers



Question(s): How satisfied are you with Access-A-Ride?  
 Base: Customers who have used Access-A-Ride at least once in the last 6 months  
 ▲/▼ indicates a significant percentage point increase/decrease at a 90% confidence interval since Fall 2023  
 Percentage shown is total satisfied (rated 6-10)

# AAR: What Customers Say Needs to Improve to Increase Satisfaction

AAR customers feel Service Reliability needs to improve most to increase satisfaction, though down from the Fall.



Question(s): Which of the following need to improve to most increase your satisfaction? Select up to two.  
 Base: Customers who have used Access-A-Ride at least once in the last 6 months  
 ▲/▼ indicates a significant percentage point increase/decrease at a 90% confidence interval since Fall 2023





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