



# Customer Experience Survey Results

Operations, Safety, and Customer Experience Committee

March 18, 2021



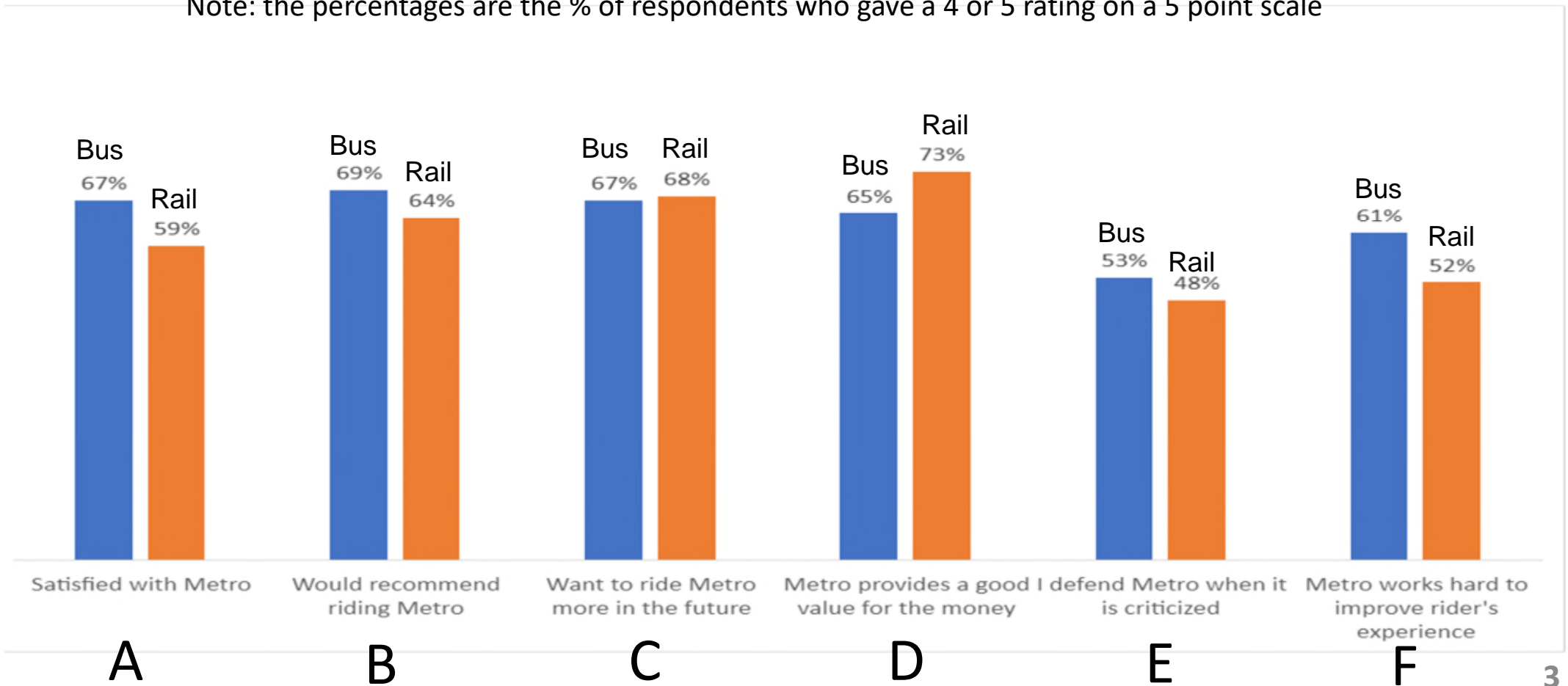
**Metro**

# Methodology

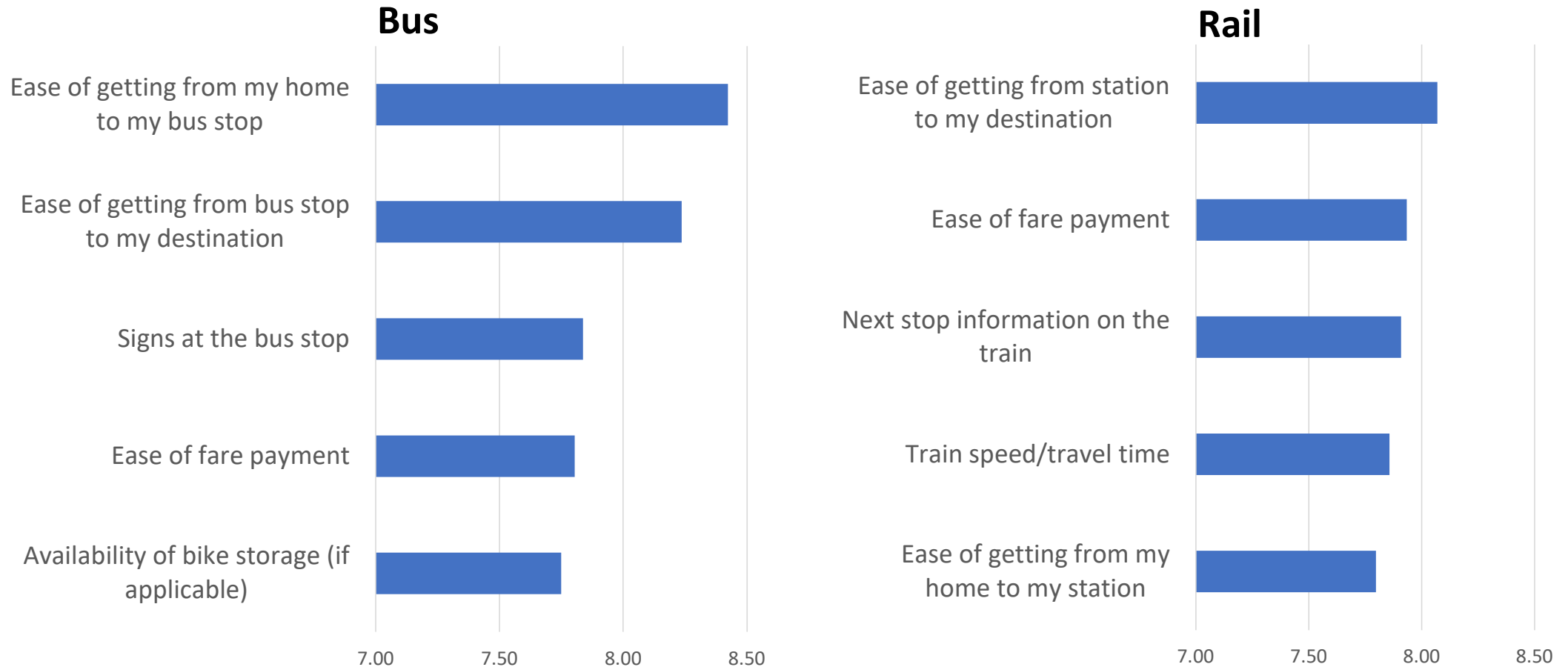
1. Method: online with email invitation
2. Sample: respondents from previous, random sample, on-board surveys
3. Completed surveys: 1,287, October 7-23, 2020
4. Response rate: 21%
5. Questionnaire: rate over 40 aspects of service, respondent characteristics, comments. Multiple languages.
6. Data processing:
  - Filtered to include only riders in 2020, including those who stopped riding due to the COVID pandemic
  - Weighted to reflect 2019 on-board survey results

# Overall Perceptions of Metro

Note: the percentages are the % of respondents who gave a 4 or 5 rating on a 5 point scale



# Top Five Aspects of Customer Experience



Source: 2020 Customer Experience Survey

Average Scores Shown. Scale: 1=Poor to 10=Excellent

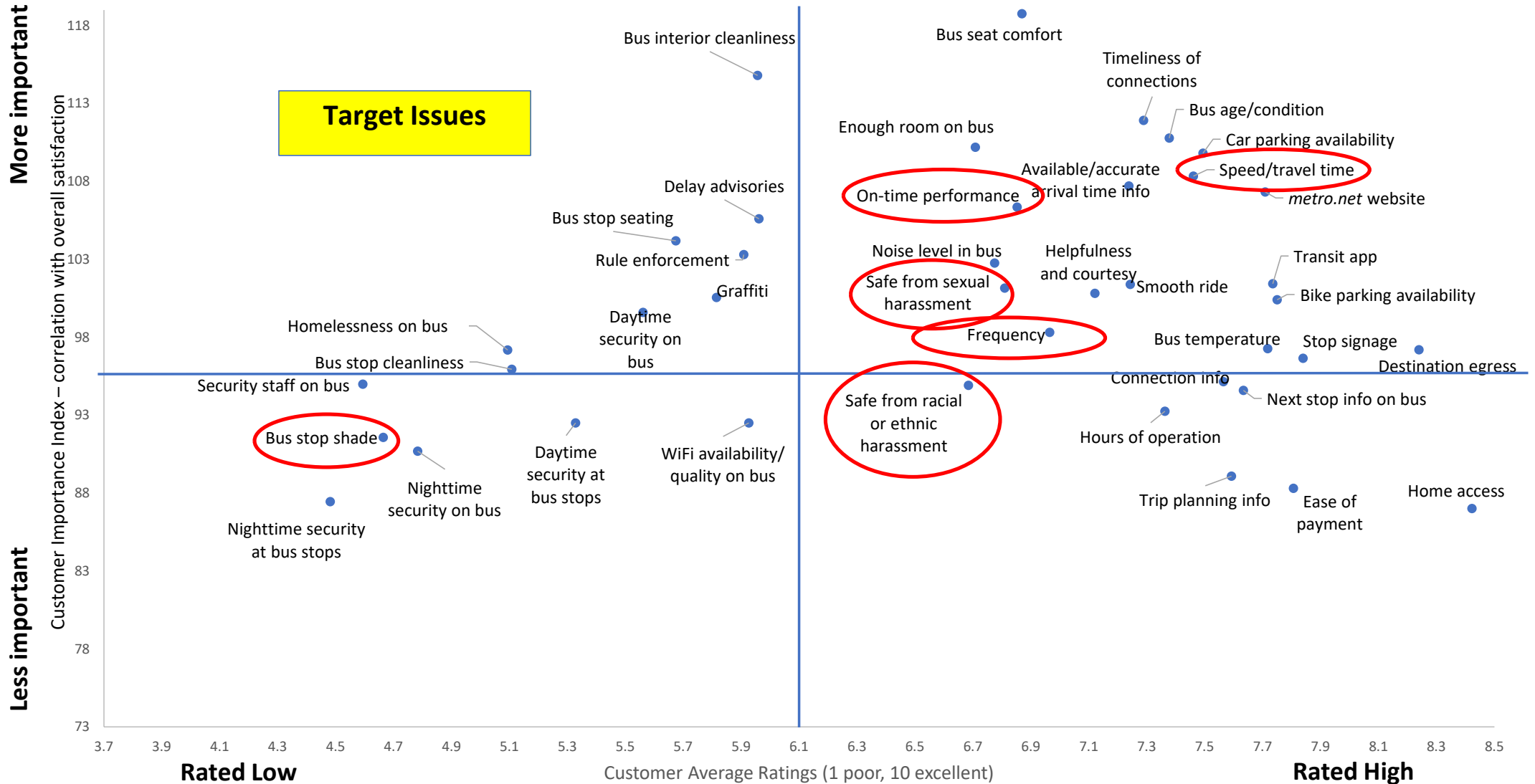
# Bottom Five Aspects of Customer Experience



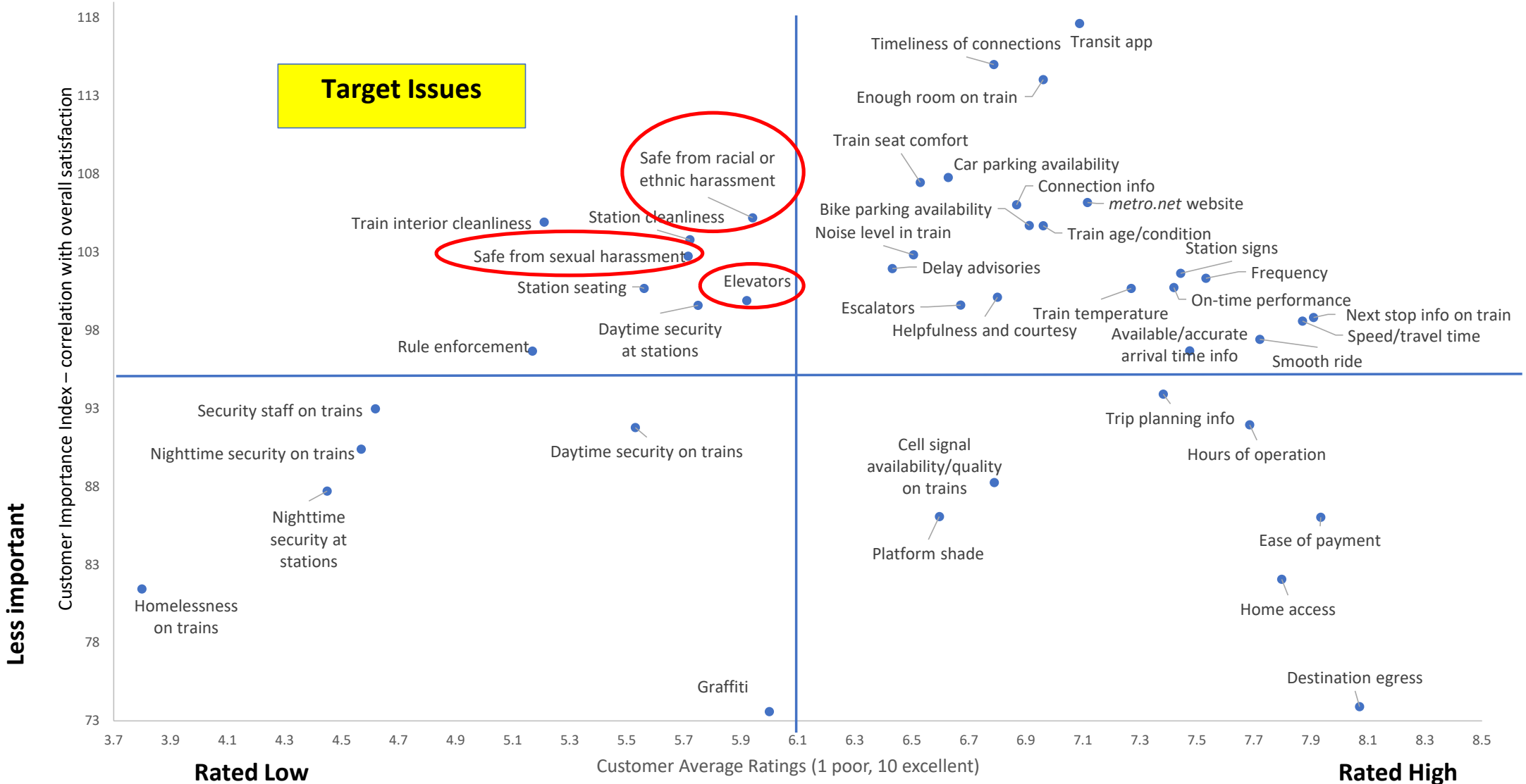
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# Bus Quadrant Chart – 2020 Customer Experience Survey



# Rail Quadrant Chart – 2020 Customer Experience Survey







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