

Customer Satisfaction Survey Results

January 2021

Methodology

A total of 848 intercept surveys were conducted on board between the dates of August 23, 2021, and September 25, 2021.

Quotas were based on ridership levels across routes and transit modes. Due to the impact of COVID-19 on customer volume as well as the customer demographics, an apples-to-apples comparison to prior surveys by transit mode (Flyer, UT, MetroRail, MetroExpress, MetroRapid) could not be conducted. A comparison to the results of a 2019 Customer Satisfaction survey conducted by SENSIS is included in this report.

In 2021, top-two-box scores are reported. In the analysis, “Don’t Know” responses have been removed and are not included in the calculation.

While some charts might show directional differences year over year, only these comparisons with statistically significant differences will be called out in learning. Significant differences are based on two-tail z score calculations at a 95% significance level.

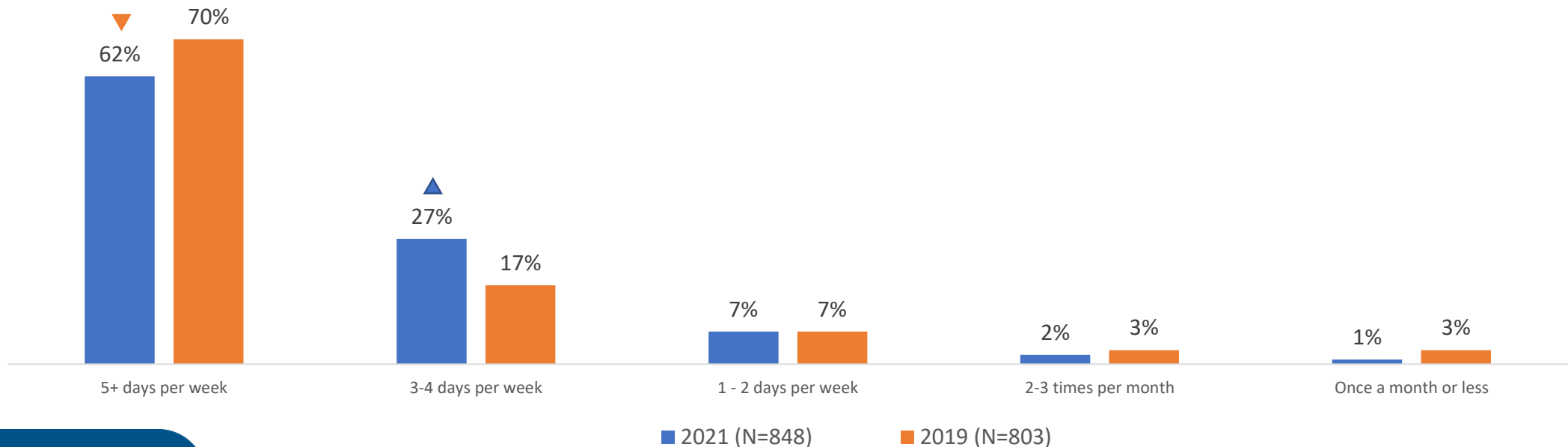
Executive Summary

- Ninety-two percent indicate high overall satisfaction with CapMetro.
- Sixty percent are highly likely to recommend CapMetro to others.
 - Cap Metro's Net Promoter Score (NPS) is 51.
- Ninety-seven percent (97%) indicate that they are likely to use CapMetro again in the future.
- About 9 in 10 (86%) indicate that in the past year the bus service has either stayed the same (50%) or gotten better (36%).
- Nearly all customers (96%) believe that public transportation adds value to the community.

Trip Frequency

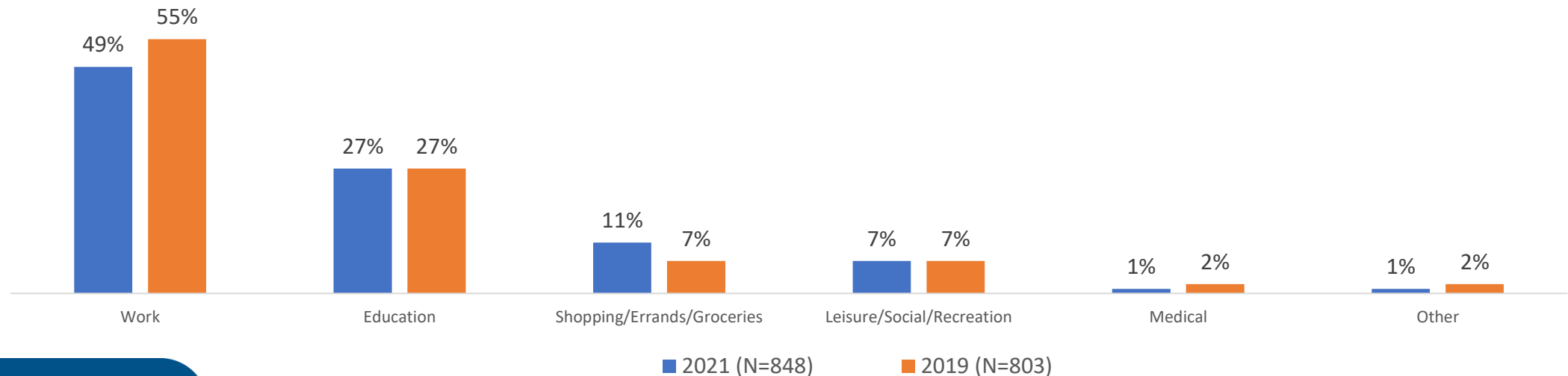
There was a slight drop in 5+ days per week that is likely reflective of the pandemic.

However, more than 60% take advantage of Capital Metro daily. About 9 in 10 use the service at least 3 days per week.



Primary Purpose for Riding CapMetro

As was seen in prior studies, the primary use of the CapMetro system is for work and education.

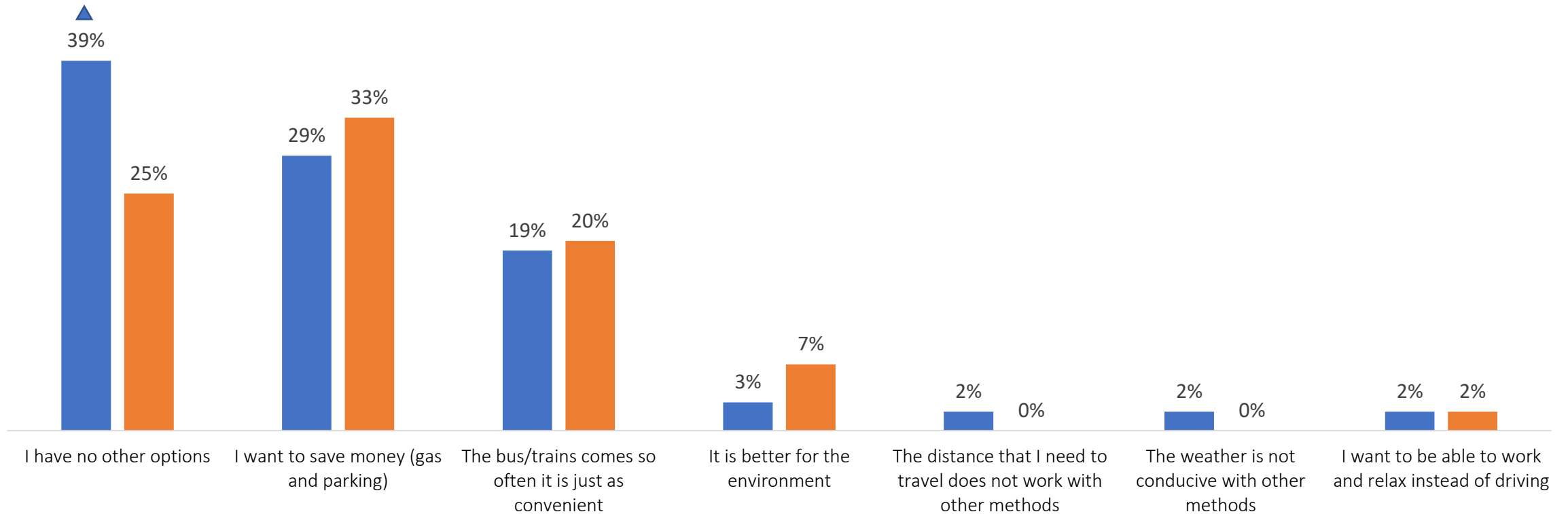


Q: For what primary purpose do you ride CapMetro most frequently?

▲ Significant increase since 2019
▼ Significant decrease since 2019

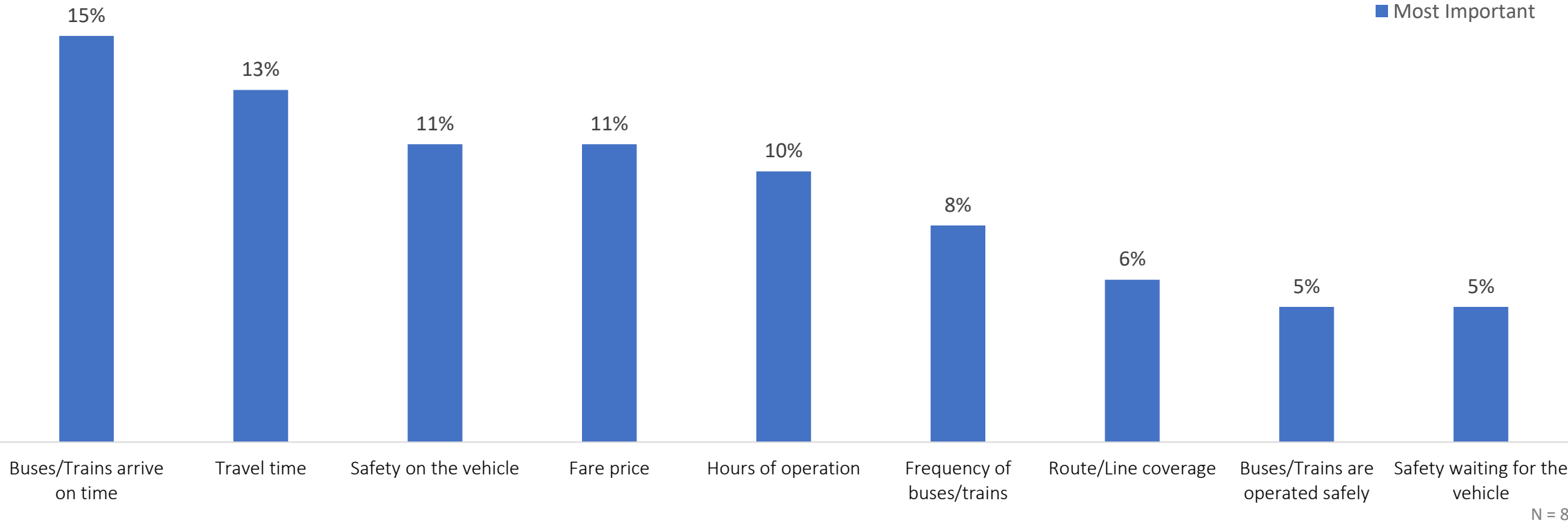
Reasons for using Public Transportation

Due to higher amount of public transit dependent respondents this year, favorability scores may be higher this year than in past.
A lack of options, projected savings, and convenience continue to drive use of public transportation.



Most important areas of service for users of public transportation

Buses/trains that arrive on time and the travel time are the most important areas of service.



N = 848

NPS/Likelihood to Recommend CapMetro

With a NPS of 51 CapMetro is a brand/service that customers are likely to recommend to their friends and family.

Not at all Likely 0	1	2	3	4	5	6	7	8	9	Extremely Likely 10
0%	1%	1%	1%	1%	3%	3%	12%	19%	20%	40%
Detractors							Passives		Promoters	
9%							31%		60%	

Net Promoter Score = % Promoters less % of Detractors

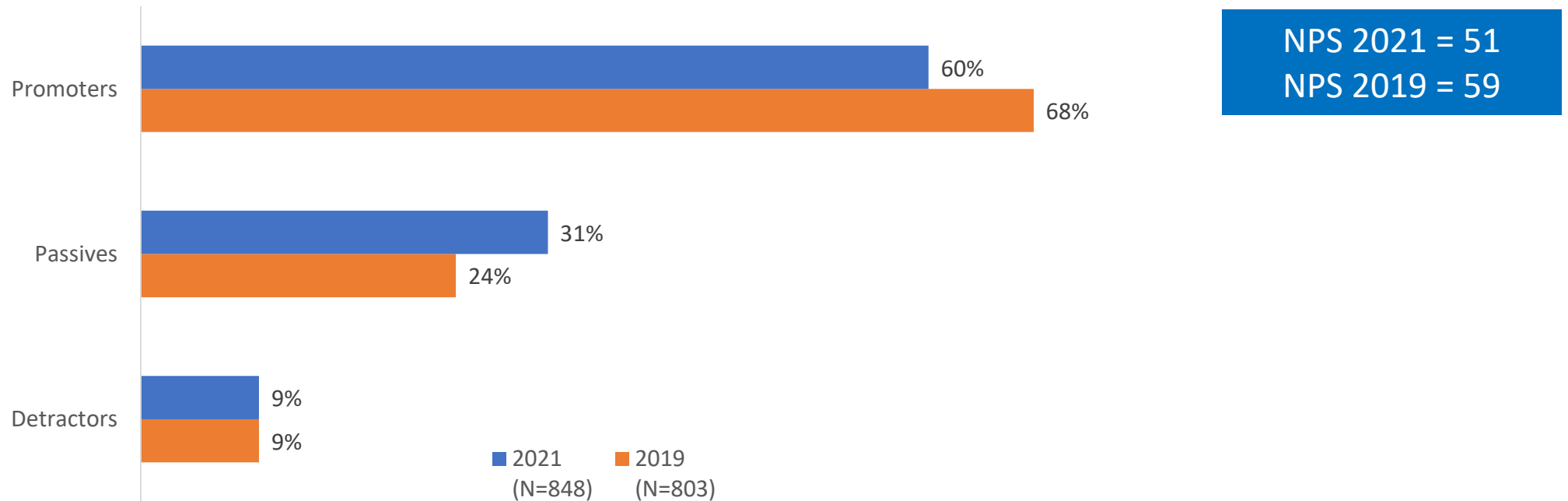
NPS = 51

Q: All things considered, how likely would you be to recommend CapMetro services to a friend, co-worker, or family member on a scale of 0-10 where '0' is not at all likely and '10' is very likely?

N = 848

NPS/Likelihood to Recommend CapMetro

NPS in 2021 is slightly lower than it was in 2019. There has been a shift from “Promoter” to “Passive” customers.



Recommendations

- Encourage use of public transportation as a way of every day life to drive higher promoter vs. passive scores.
 - Consider frequency strategies that may create more advocates out of more of our passive riders.
 - Consider opportunities to broaden public transportation usage beyond work/education leisure, recreational, and shopping needs and other strategies to stimulate drops in frequency of use.
- As cost savings is a top reason for using public transportation, consider this as potential message.
- Continue to optimize on-time and route frequencies as these remain most important areas of service.

Recommendations

- Continue to focus on improving platform/stops as this theme repeatedly ranks in the bottom of the service offering rankings (safety, cleanliness, good condition, protection from weather, etc.)



METRO

THANK YOU!