



# Customer Satisfaction 2008

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*Prepared for*

**Capital Metro**

*Prepared by*

**Creative Consumer Research**

Houston • San Antonio • Phoenix

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# Agenda

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- Objectives
- Methodology
- Respondent Profile
  - Respondent Profile
  - Ridership Profile
- Research Findings
  - Ridership Destinations
  - Satisfaction with Capital Metro
  - Reasons for Riding
  - Satisfaction, Recommendations and Future Usage
  - Comparing Service
  - Providing Better Service and Increasing Ridership
- Recommendations

# Objectives

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- Primary objective
  - To determine current customer satisfaction rates among three types of customers (Regular, UT and Express Customers) and establish a baseline for future satisfaction studies
- Secondary objectives
  - Determine overall satisfaction with Capital Metro as well as specific levels of satisfaction for the company's features and services
  - Determine likelihood to ride again in the future
  - Determine likelihood to recommend
  - Determine ways to improve the services provided

# Methodology

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- CCR conducted 1,234 on-site interviews with bus riders in the Austin area on a variety of different Capital Metro Routes
  - Regular Routes 416 interviews
  - UT Routes 418 interviews
  - Express Routes 400 interviews
- Interviews were conducted in respondents' language of choice (English or Spanish) between March 18, 2008 to April 15, 2008
- The average interview length for the survey was 6-8 minutes
- Interviewers conducted surveys on laptop computers, or on paper while riding the bus
  - Interviews were conducted on various bus routes to ensure a good demographic mix of bus riders

# Methodology

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- Respondents met the following criteria:
  - Currently live in Austin or the surrounding area
  - Respondent/Family members do not work for Capital Metro or any other governmental agency
  
- Quotas were implemented overall for the following:
  - Route Type
  - Gender



# Respondent Profile

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# Respondent Profiles

Respondent Profile	Regular Routes	UT Routes	Express Routes
<b>Gender</b>			
Female	48%	57%	50%
Male	52%	43%	50%
<b>Average number of years in Austin, TX/Surrounding Area (in years)</b>	<b>14</b>	5	11
<b>Average age</b>	37	24	32
<b>Ethnicity</b>			
Anglo/Caucasian	<b>39%</b>	<b>48%</b>	<b>62%</b>
Hispanic	<b>31%</b>	29%	15%
African American	<b>25%</b>	6%	6%
All other	5%	16%	17%
Refused	1%	<1%	1%
<b>Highest Level of Education Achieved</b>			
High School Graduate or Less	<b>46%</b>	2%	7%
Some College or More	<b>53%</b>	<b>98%</b>	<b>93%</b>
<b>Household Income for 2007</b>			
\$20,000 and under	<b>45%</b>	<b>55%</b>	23%
\$20,001 to \$40,000	<b>33%</b>	16%	29%
Over \$40,000	14%	22%	<b>43%</b>
<i>Average:</i>	\$ 28,560	\$ 31,130	<b>\$ 50,010</b>
<b>Base:</b>	<b>416</b>	<b>418</b>	<b>400</b>



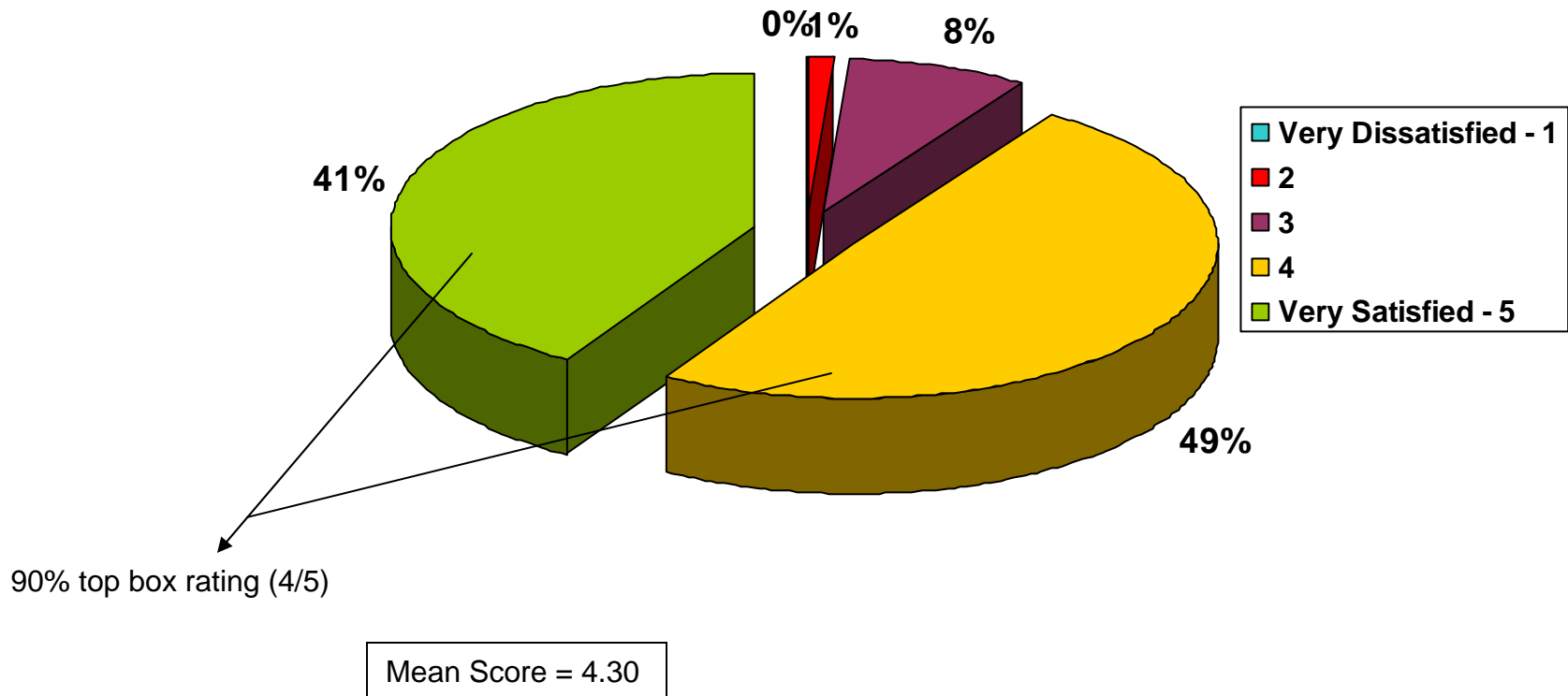
# Research Findings

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# Overall Satisfaction

## Overall Satisfaction with Capital Metro (Scale 1 'very dissatisfied' to 5 'very satisfied')



Q4c On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your overall satisfaction with Capital Metro?

# Overall Satisfaction

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- Capital Metro Customers have a high satisfaction level compared to those evaluated on a national level:

○ Capital Metro Customer Satisfaction Rating = 8.60<sub>1</sub>

○ National Customer Satisfaction Rating = 6.69<sub>2</sub>

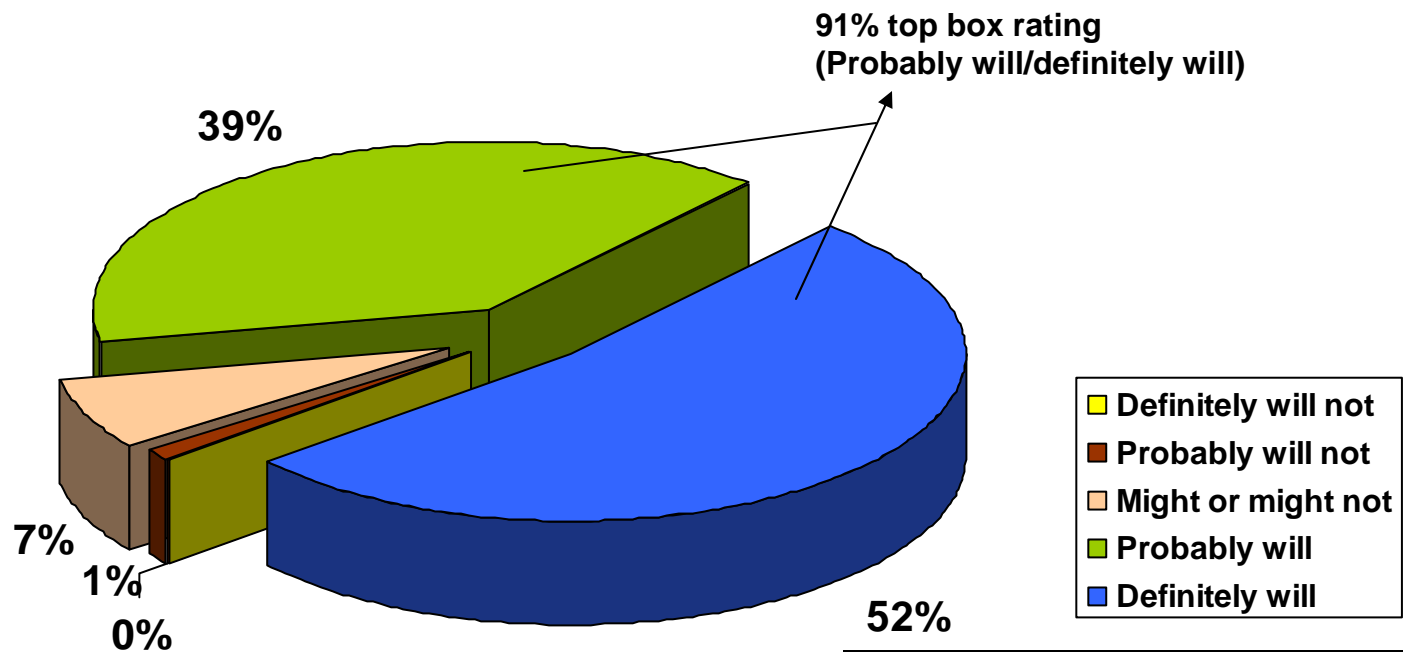
- Compared to DART (Dallas Area Rapid Transit) customers, Capital Metro Customers have a similar satisfaction level overall

<sup>1</sup> Adjusted 'Overall Satisfaction Rating' from 4.30 to 8.60. Adjusted from five point scale to 10 point scale.

<sup>2</sup> Adjusted 'Overall Satisfaction Rating' from 5.82 to 6.69. Adjusted from 11 point scale to 10 point scale. "2005 Traveler Opinion and Perception (TOP) Survey." Federal Highway Administration. November 2005. US Department of Transportation. <<http://www/fhwa.dot.gov/reports/travelopinions/index.htm>>

# Recommendation

## Likelihood To Recommend Capital Metro to Friend, Co-worker, or Family Member (Scale 1 'definitely will not' to 5 'definitely will')



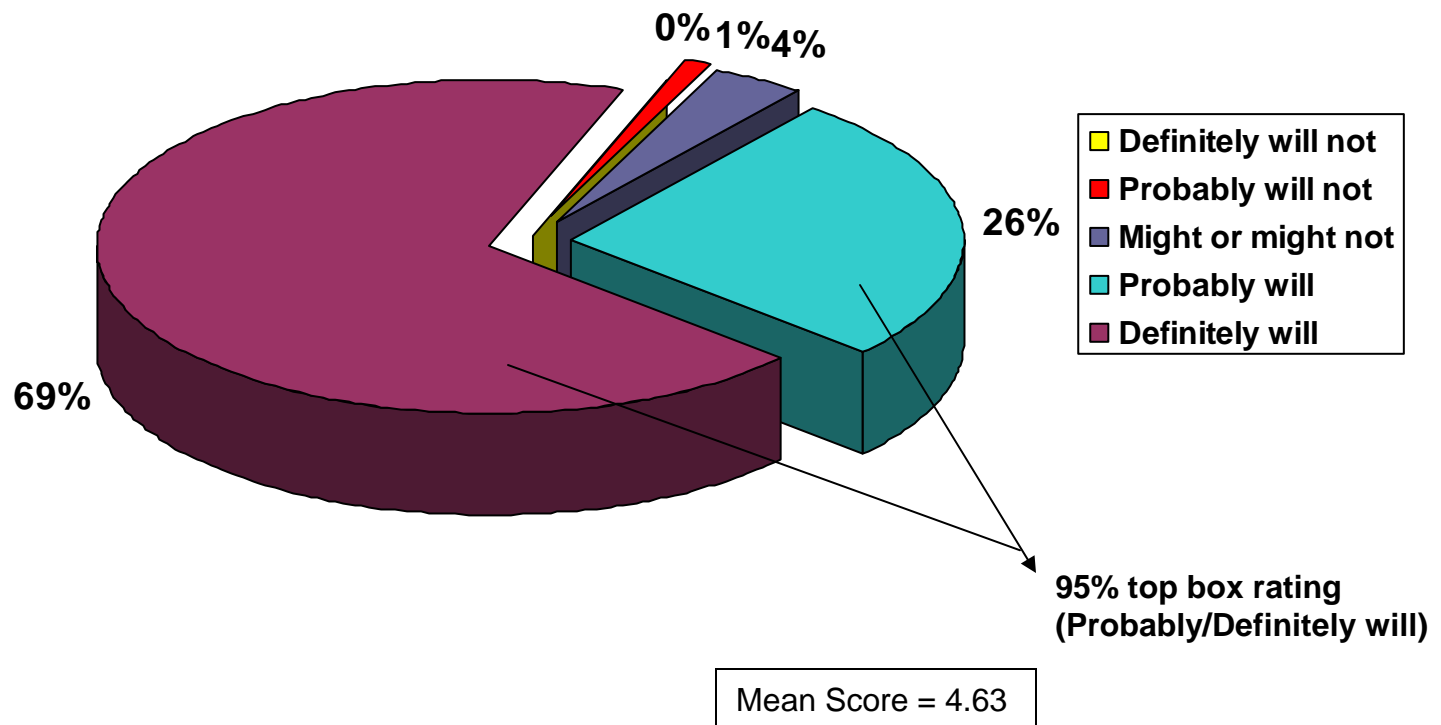
Mean Score = 4.42

**Note:** Asian Americans are significantly less likely to recommend Capital Metro compared to other ethnic groups. Also, those under 24 are less likely to recommend Capital Metro compared to other age categories

# Continuation of Usage

## Likelihood to Use Capital Metro in the Future

(Scale 1 'definitely will not' to 5 'definitely will')



# Satisfaction with Capital Metro

Rating Capital Metro Features/Services  
(Scale '1' poor to '5' excellent)

Features/Services (1 of 2)	Mean Score	Top Box	Don't know	Regular Routes	UT Routes	Express Routes
Courteous, knowledgeable and friendly bus driver	4.19+	78%	1%	4.10	4.18	4.29
Sense of personal safety on the bus	4.14	76%	1%	4.06	4.15	4.21
Online trip planner at Capital Metro web site	4.09	54%	27%	4.00	4.13	4.13
Condition and cleanliness of bus	4.08	75%	<1%	3.87	4.10	4.27
Operation of bike racks	4.07	46%	37%	4.09	3.96	4.17
Easy-to-use system maps and timetables	4.02	64%	9%	3.94	3.98	4.13
Knowledgeable, courteous call center operators	4.00	40%	41%	4.04	3.88	4.06
Comfortable temperatures on the bus	3.96	68%	<1%	4.00	3.91	3.95
Bilingual announcements	3.93	50%	24%	4.06	3.86	3.82
Sufficient hand rails for standing room only	3.93	62%	6%	3.95	3.94	3.88
<i>Base = Total Sample</i>	1234	1234	1234	416	418	400

**Please note:** Top box = 4/5 rating on a scale of 1 to 5 (Yellow notes highest top box ratings); +, -, = markings for each route are based on mean score/average ratings; **Green is '+' or Above average rating, Pink is '-' or Below average rating**

Q3 Please rate the following Capital Metro features or services on a scale of '1' poor to '5' excellent rating. How would you rate . . . ?

# Satisfaction with Capital Metro

Rating Capital Metro Features/Services  
(Scale '1' poor to '5' excellent)

Features/Services (1 of 2)	Mean Score	Top Box	Don't know	Regular Routes	UT Routes	Express Routes
Sense of personal safety at the bus stop	3.93	66%	1%	3.80	4.02	3.96
Safe, smooth ride - steady stops and starts	3.91	66%	2%	3.94	3.79	4.01
Reliable - bus arrives within 5 minutes of scheduled time	3.91	66%	1%	3.83	3.79	4.12
Condition and cleanliness of bus stop and benches	3.86	64%	2%	3.65	3.94	3.99
PA announcements are loud, clear and accurate	3.85	61%	5%	3.95	3.82	3.76
Pleasant smell on bus	3.76	60%	1%	3.53	3.84	3.91
Always a seat available, not too crowded	3.68	55%	1%	3.67	3.71	3.65
Frequent service, no more than 10-15 minute waits	3.66	55%	2%	3.69	3.82	3.46
Extended hours, weekend service	3.47	39%	25%	3.49	3.70	3.20
Automated voice response system	3.43	27%	46%	3.40	3.62	3.27
<i>Base = Total Sample</i>	1234	1234	1234	416	418	400

**Please note:** Top box = 4/5 rating on a scale of 1 to 5 (Yellow notes highest top box ratings); +, -, = markings for each route are based on mean score/average ratings; **Green is '+' or Above average rating, Pink is '-' or Below average rating**

Q3 Please rate the following Capital Metro features or services on a scale of '1' poor to '5' excellent rating. How would you rate . . . ?

# Reasons For Riding

## Level of Agreement with Statements

Statements	Mean score	Top Box	Bottom Box	Regular Routes	UT Routes	Express Routes
Capital Metro fares are a good value	4.38 ↑	86%	2%	4.42	4.33	4.40
I ride to avoid paying high gas prices	4.28	85%	5%	4.21	4.22	4.41
The bus takes me where I want to go	4.27 -↑	87%	3%	4.22	4.29	4.29
I ride because it saves money	4.26	85%	6%	4.20	4.15	4.43
I ride to avoid traffic	4.00	74%	9%	4.01	3.85	4.15
I ride because it is environmentally friendly	3.96	71%	5%	3.96	3.84	4.08
Parking at my destination is difficult or too expensive	3.90	69%	15%	3.55	4.28	3.85
If Capital Metro had to raise its fares, I would be willing to pay more	3.47 ↓	50%	16%	3.46	3.39	3.58
I ride because I can't or don't know how to drive	1.93 ↓	18%	75%	2.59	1.57	1.63
<i>Base = Total Sample</i>	1234	1234	1234	416	418	400

↑ Significantly higher than those below

↓ Significantly lower than those above

**Please note:** Top box = 4/5 rating on a scale of 1 to 5 (Yellow notes highest top box rating & Tan notes lowest top box ratings); +, -, = markings for each route are based on mean score/average ratings, **Green is '+' or Above average rating, Pink is '-' or Below average rating; Blue is '=' or Equal to rating**

Q4a How much do you agree/disagree with the following statements?

# Comparing Service

## Comparing Capital Metro's Service to Favorite Store's Service

Features/Services	Regular Routes	UT Routes	Express Routes
Capital Metro's service is better than the service received from favorite store	15%*	11%	17% U
Equal to service at favorite store	77%	75%	71%
Favorite store's service is better than Capital Metro's service	7%	12% R	11% R
Don't know	1%	2%	1%
<i>Base = Total Sample</i>	416	418	400

R = Significantly higher than Regular Routes

U = Significantly higher than UT Routes

\* = Significantly bigger difference between those who believe Capital Metro's service is better compared to those who feel their favorite store is better.

### Favorite Type of Store

Grocery/Food Market	24%
Smaller Retail Chain	19%
National Retailer	16%
Specialty Retailer	14%
Department Store Chain	9%
Internet Retailer	2%
Other Retailer	17%

Base = 58, Those who said their favorite store was better than Capital Metro (Respondents were re-contacted to gain this information.)

Q4f I'd now like you to compare Capital Metro services overall versus service you deal with at your favorite place to shop. Would you say . . . ?

Q4g How could Capital Metro improve its services?

# Comments and Suggestions

## Comments/Suggestions To Assist Capital Metro In Providing Better Service in the Future

Features/Services	Regular Routes	UT Routes	Express Routes
Do nothing/no comment	27%	37% R	31%
More frequent routes	19%	22%	29% RU
Keep up the good work	12% E	15% E	8%
Quicker service/be on time	10% UE	6% E	2%
Have more stops at night and weekends	6%	3%	7%
Run longer/later hours	4%	5%	4%
Better shelters/protection	6%	3%	2%
Bus drivers are happy/good attitude	5%	2%	2%
Be less crowded	2%	2%	4%
All other	13%	9%	18%
Don't know	6%	2%	2%
<i>Base = Total Sample</i>	416	418	400

Open-ended question - Multiple responses allowed

R = Significantly higher than Regular Routes

U = Significantly higher than UT Routes

E = Significantly higher than Express Routes



# Recommendations

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# Recommendations

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- Overall, respondents in all three categories of ridership appear to be creatures of habit and primarily ride only two routes and typically only ride two times per day

**Recommendation:** Capital Metro should consider promoting various or alternative routes to high traffic destinations to encourage riders to try different routes

# Recommendations

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- Capital Metro has three distinctive lines of service – Regular, UT and Express Routes. The riders on these three routes are different demographically and in how they approach riding the bus

**Recommendation:** Capital Metro should consider how it is promoting and marketing to these three distinct customer groups. Focusing specific marketing efforts on each of the these types of riders could create added value

# Recommendations

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- Research is very positive with all three types of riders expressing satisfaction with Capital Metro

**Recommendation:** Results of the research should be shared with Capital Metro employees and customers and Capital Metro should consider using this study as a benchmark customer satisfaction study and set goals for improving scores for each consecutive year that the study is implemented

# Recommendations

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- Consistently, respondents mention **more frequent service** would improve their impression of Capital Metro, be one of the best ways to provide better service, and be a way to increase ridership

**Recommendation:** Capital Metro should look at increasing frequency of stops on routes in order to improve customer satisfaction and possibly increase ridership