

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: SEPTEMBER 25, 2013

SUBJECT: CUSTOMER SATISFACTION SURVEY – 2013 RESULTS

INFORMATION ITEM

RECOMMENDATION

It is recommended that the Board receive a presentation *Customer Satisfaction Survey – 2013 Results*, for information. The presentation provides the Board with the Customer Satisfaction Survey results for Quarters 1 and 2 for 2013.

September 5, 2013
1-58
Presentation



CUSTOMER SATISFACTION SURVEY – 2013 RESULTS

TTC Board – September 25, 2013





- Background and methodology
- Respondent profile
- Overview of results
- Next steps





- Measure customer satisfaction with TTC service performance on a number of key attributes
- Track changes in customer satisfaction over time
- Use results as input to assess current service/initiatives, and to identify priorities for future action





- Respondents rate quality of key aspects of TTC service, and also for each mode they used on their last trip
- 12 station and 10 vehicle attributes:

Station:
Cleanliness
Ease of hearing announcements
Helpfulness of announcements
Maps/signs at station
Personal safety in station
Ease of getting to platform
Ease of buying token / ticket
Value for Money
Platform crowding
Station staff available when needed
Help and appearance of staff around station
Help and appearance of collector booth

Vehicle:
Cleanliness
Ease of hearing announcements
Helpfulness of announcements
Maps/information
Personal safety on vehicle
Crowding
Length of journey
Length of time waited for vehicle
Smoothness of ride
Help and Appearance of Operator



BACKGROUND AND METHODOLOGY



Method 10 minute telephone survey

Respondents City of Toronto residents
From 13 years to 70 years of age
TTC user at least once every few weeks or more frequently

Timing Has been conducted each Quarter since Q1 2012

Sample Size 1000 respondents for each Quarter
(except for Q1 2012 = 551)





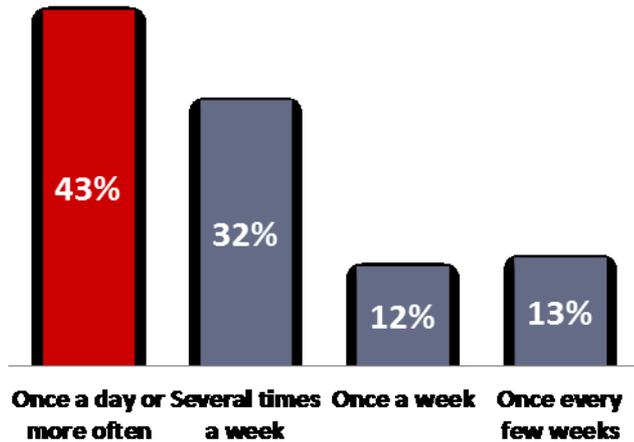
RESPONDENT PROFILE



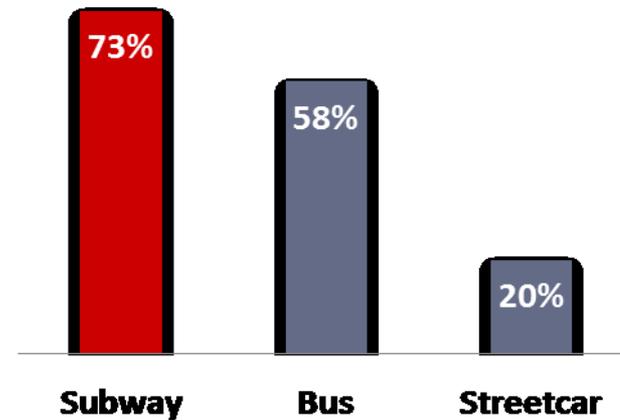
RESPONDENT PROFILE – Q2 2013



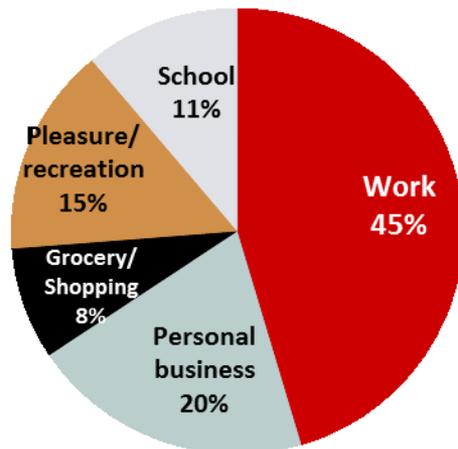
FREQUENCY OF TTC USAGE



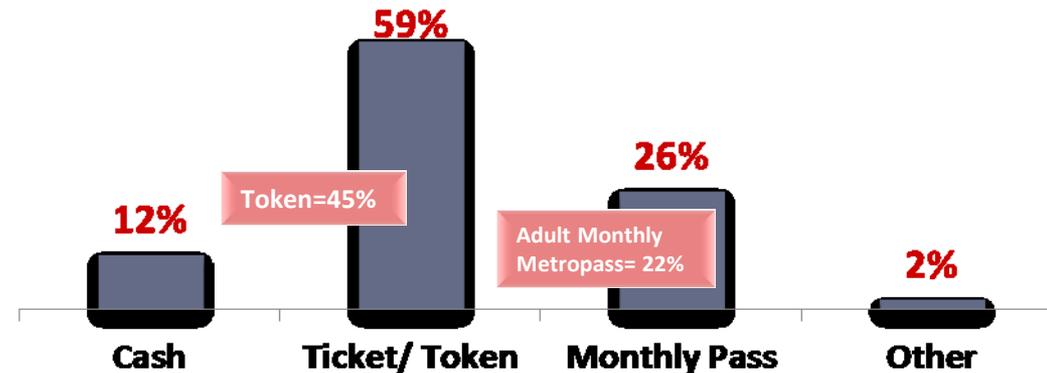
MODE OF TRANSPORTATION OF MOST RECENT TRIP ON TTC



PURPOSE OF LAST TTC TRIP



PURCHASE METHOD





SUMMARY OF RESULTS





Overall customer satisfaction has improved in 2013

- 72% in Q4 2012 vs. 79% in Q2 2013

of indices show positive trends in Q2 2013, including:

- Wait time for all modes of TTC
- Duration of trip for bus and streetcars
- Level of crowding in subway (in vehicle and on platform) and streetcars
- Cleanliness of subway vehicles
- Announcements on streetcars (ease of hearing and helpfulness)





Areas of highest customer satisfaction include (+ 80% for Q2 2013):

- Length of time subway and bus trip took
- Quality of subway announcements at each stop
- Personal safety while travelling on subway, bus, streetcar
- Ease of hearing announcements on bus
- Bus and streetcar operator appearance

Areas of lowest customer satisfaction include ($\leq 55\%$ for Q2 2013):

- Helpfulness/clarity of subway announcements about delays
- Maps and information inside bus/streetcar

Perceived value for money is comparable to 2012, with $\approx 90\%$ rating values as “average” or better.

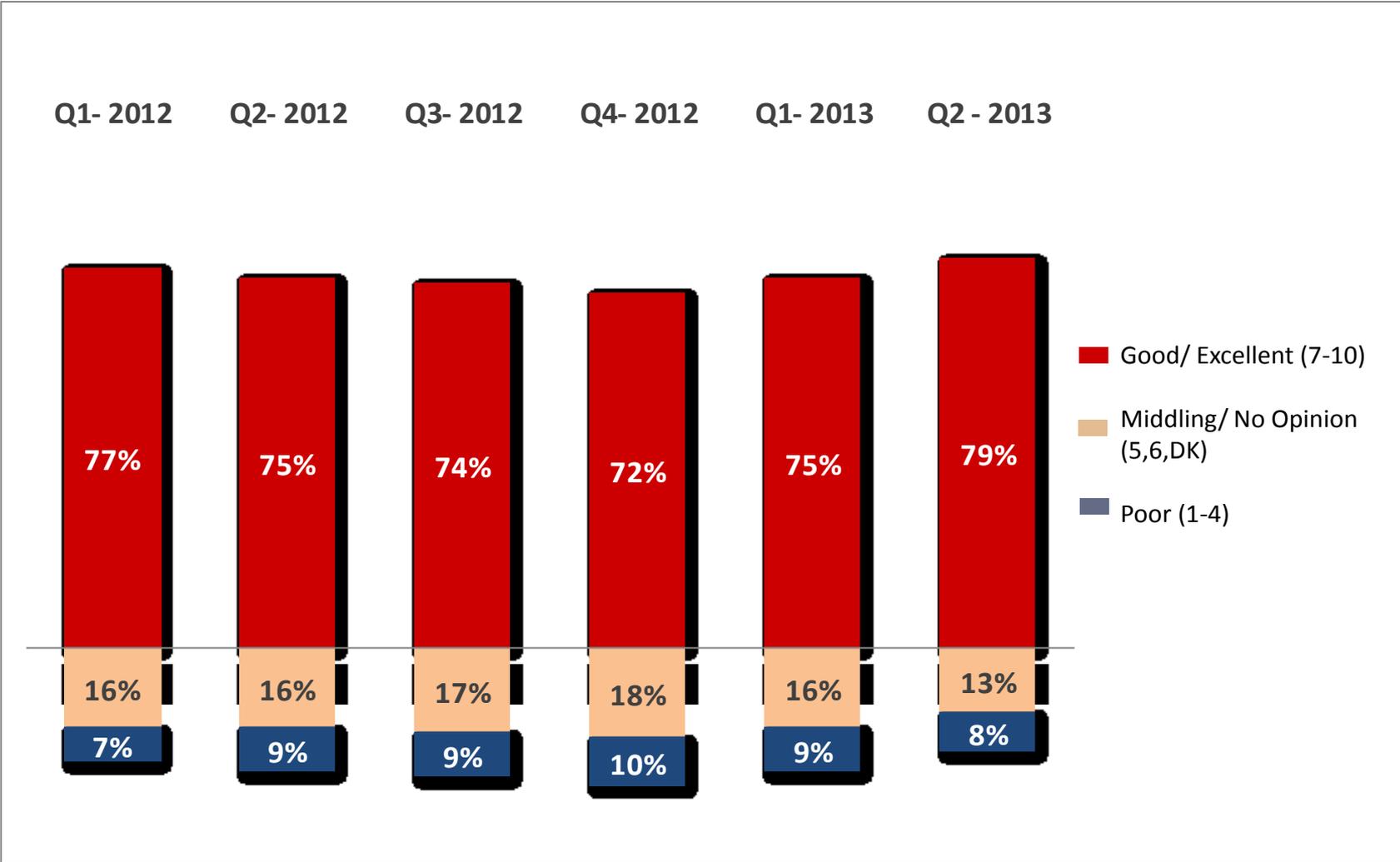




RATINGS OF OVERALL TTC SERVICE



OVERALL SATISFACTION RATINGS



Q10. How satisfied were you overall with the quality of the TTC's service on the last TTC trip you took, on a scale of 1 to 10 where 10 is extremely satisfied and 1 is extremely dissatisfied? How would you rate the service on a scale of 1 to 10 for your last trip?

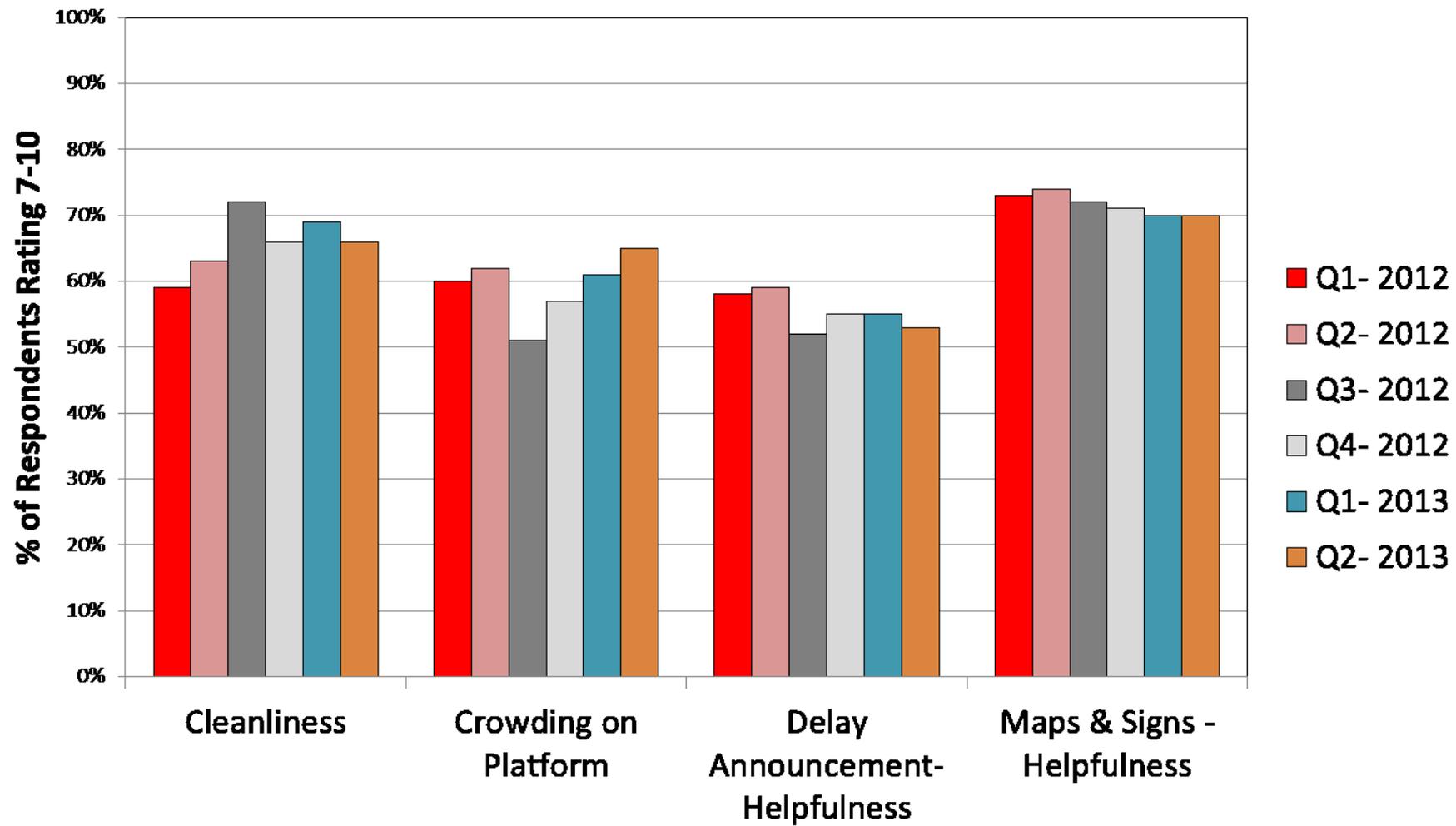




SUBWAY STATIONS – KEY RESULTS



TTC SUBWAY STATION – KEY RESULTS

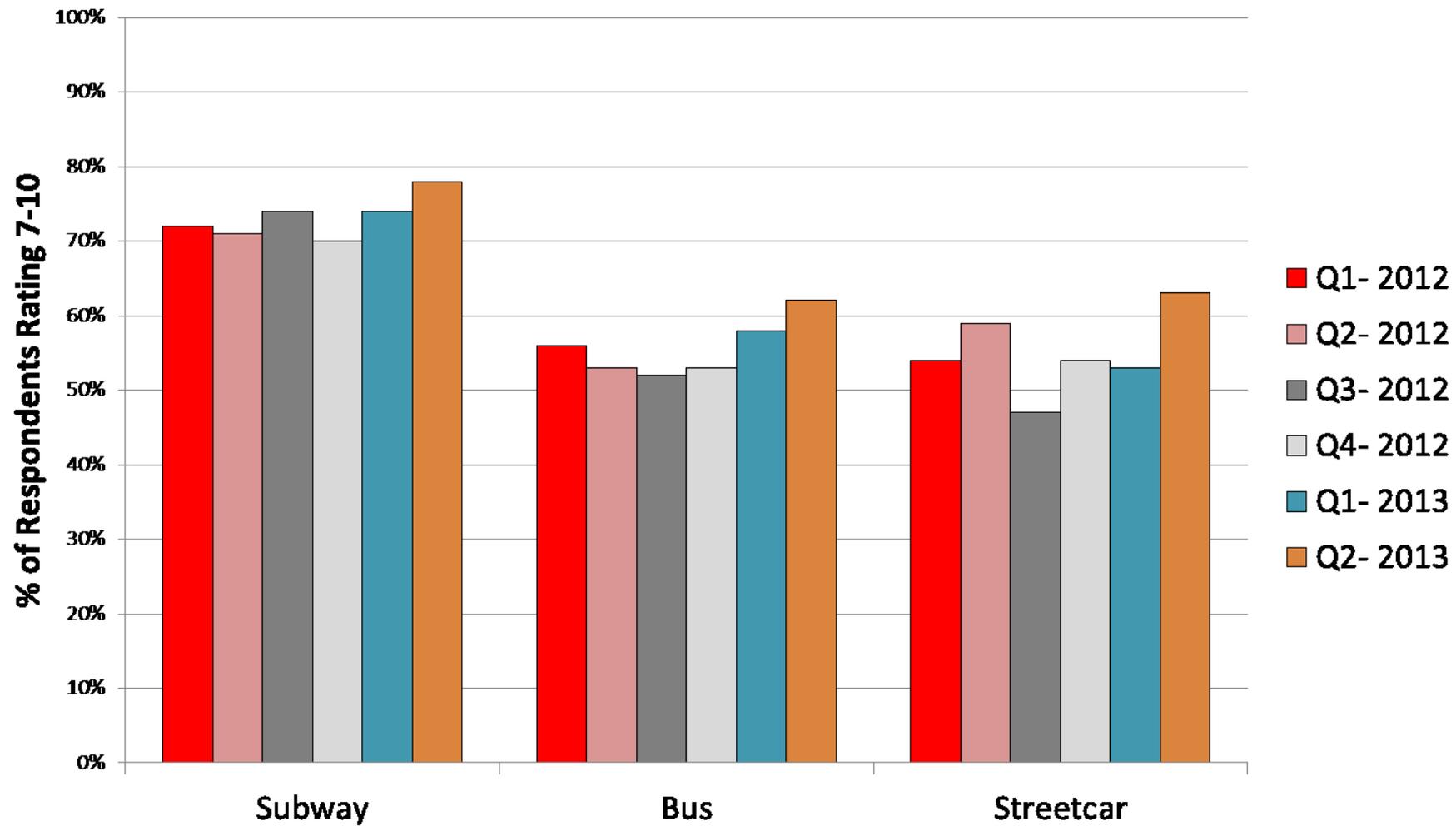




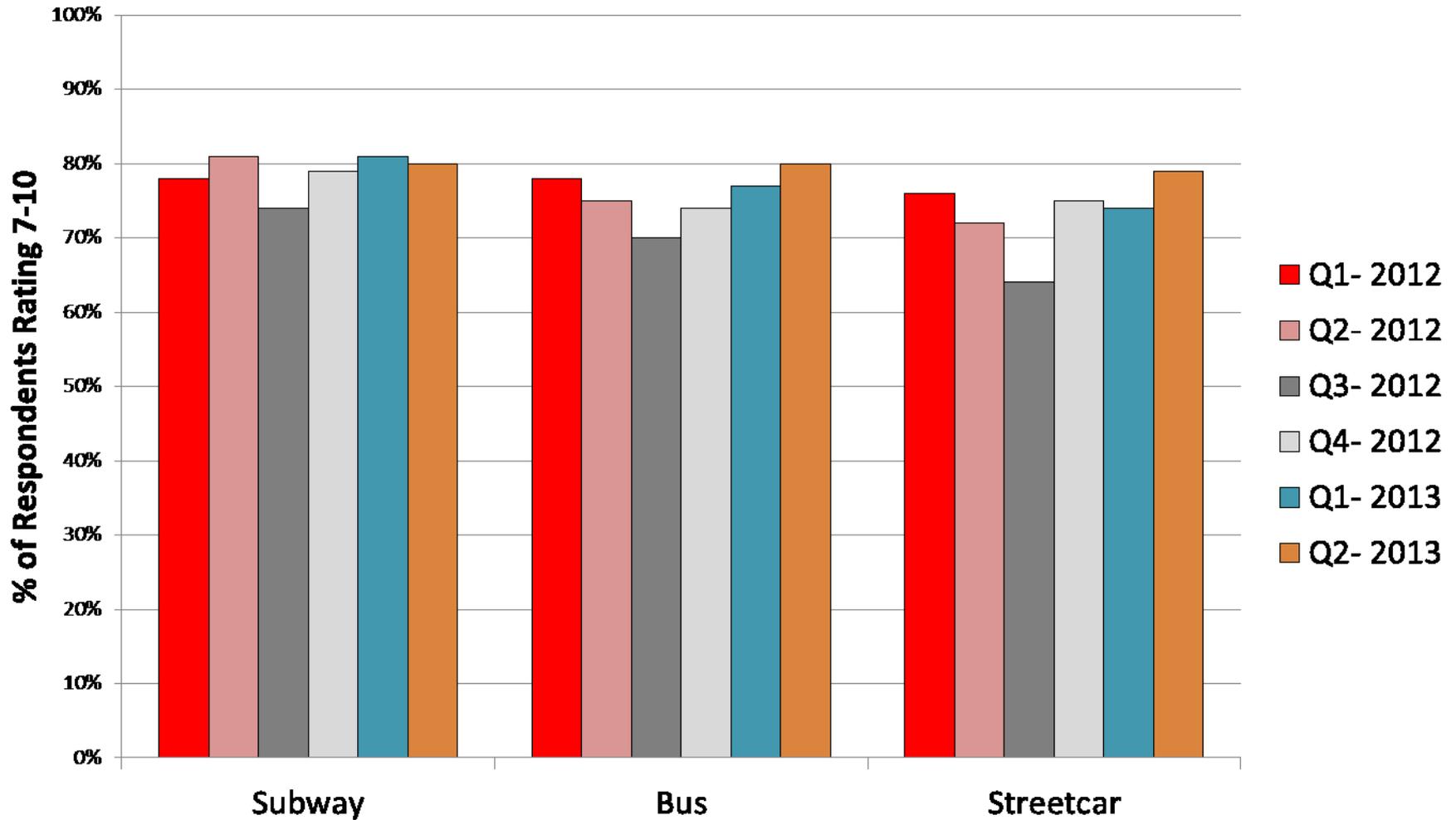
TTC VEHICLES AND SERVICE – KEY RESULTS



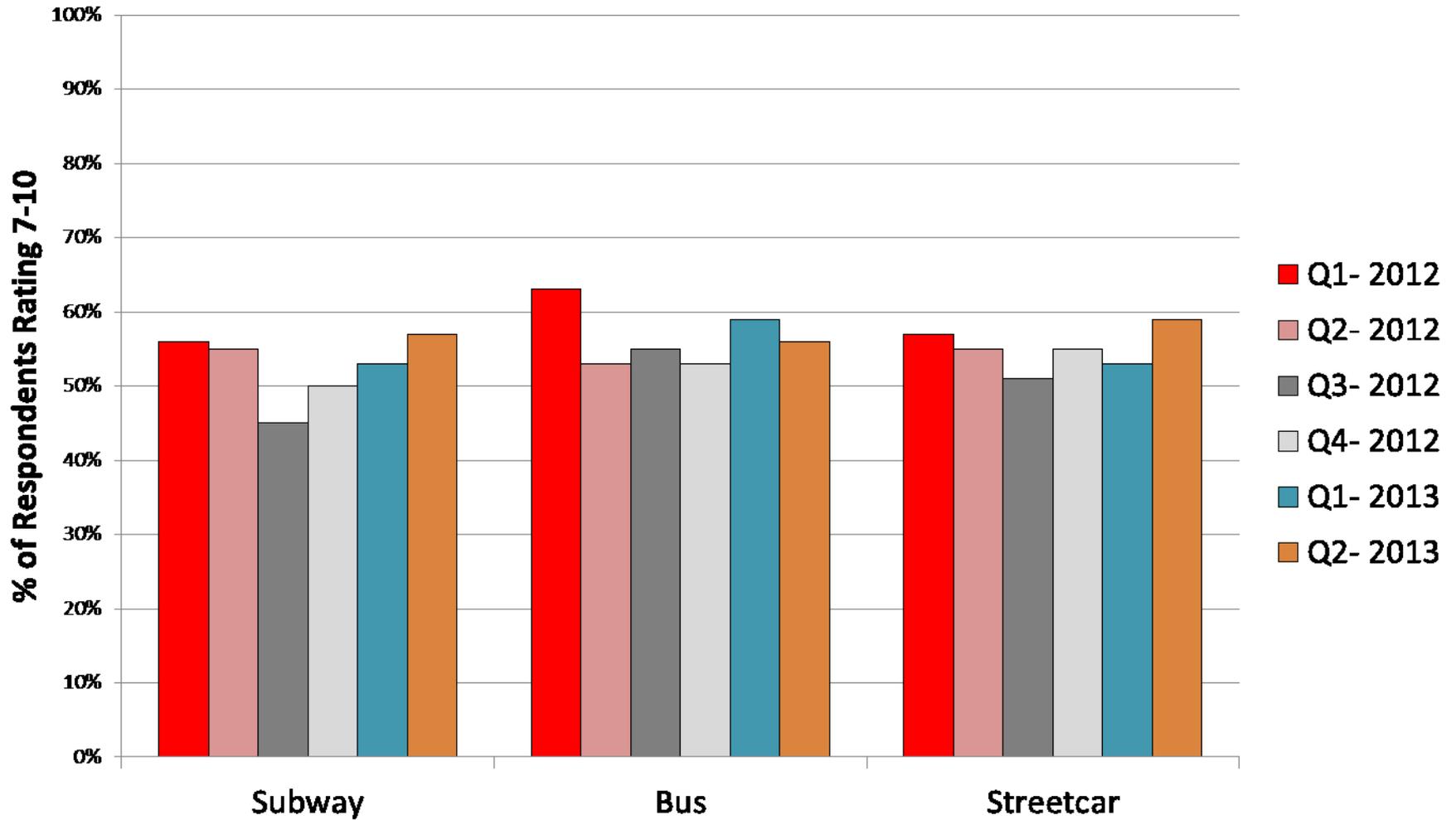
VEHICLES - WAIT TIME



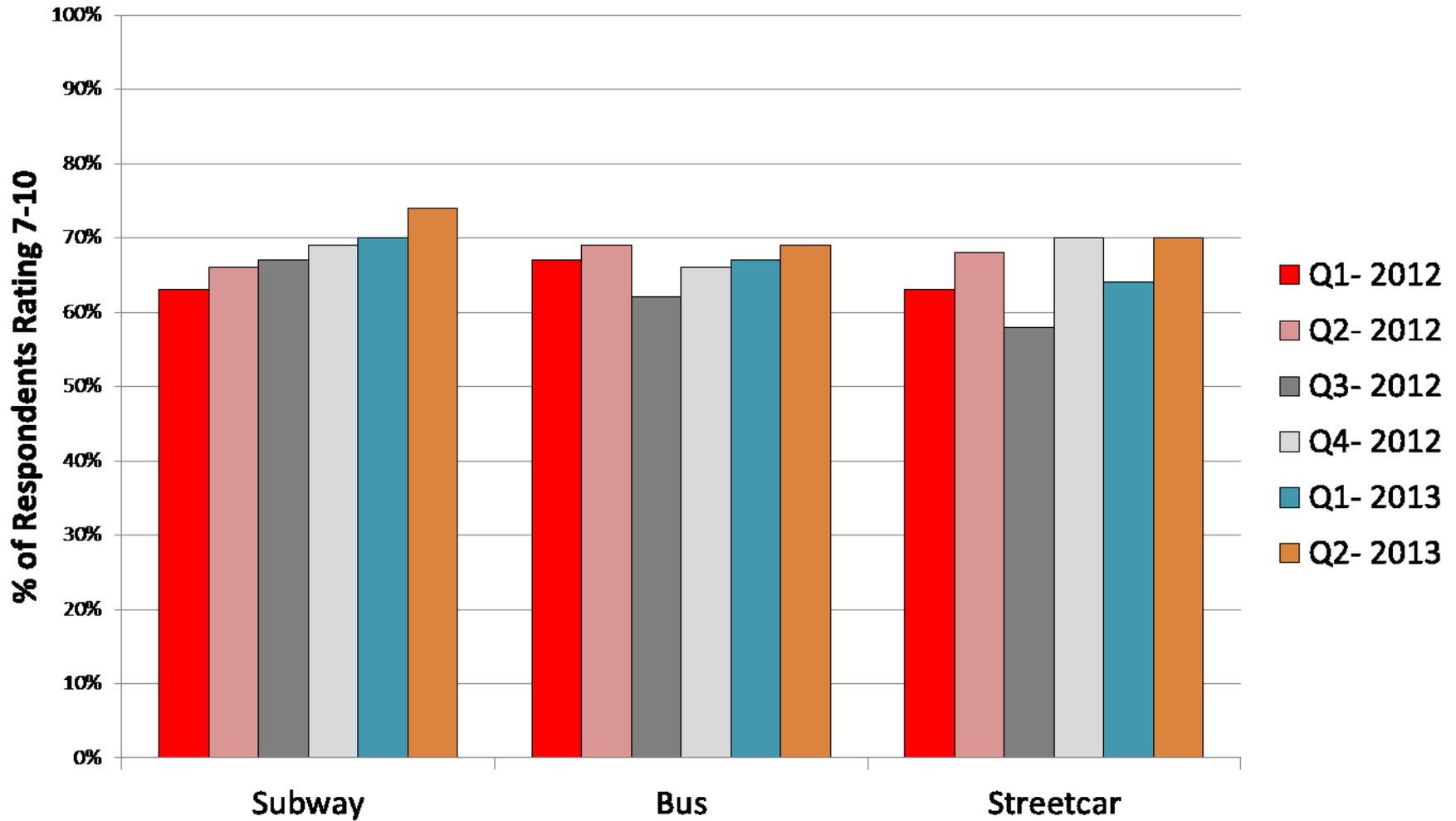
VEHICLES – JOURNEY TIME



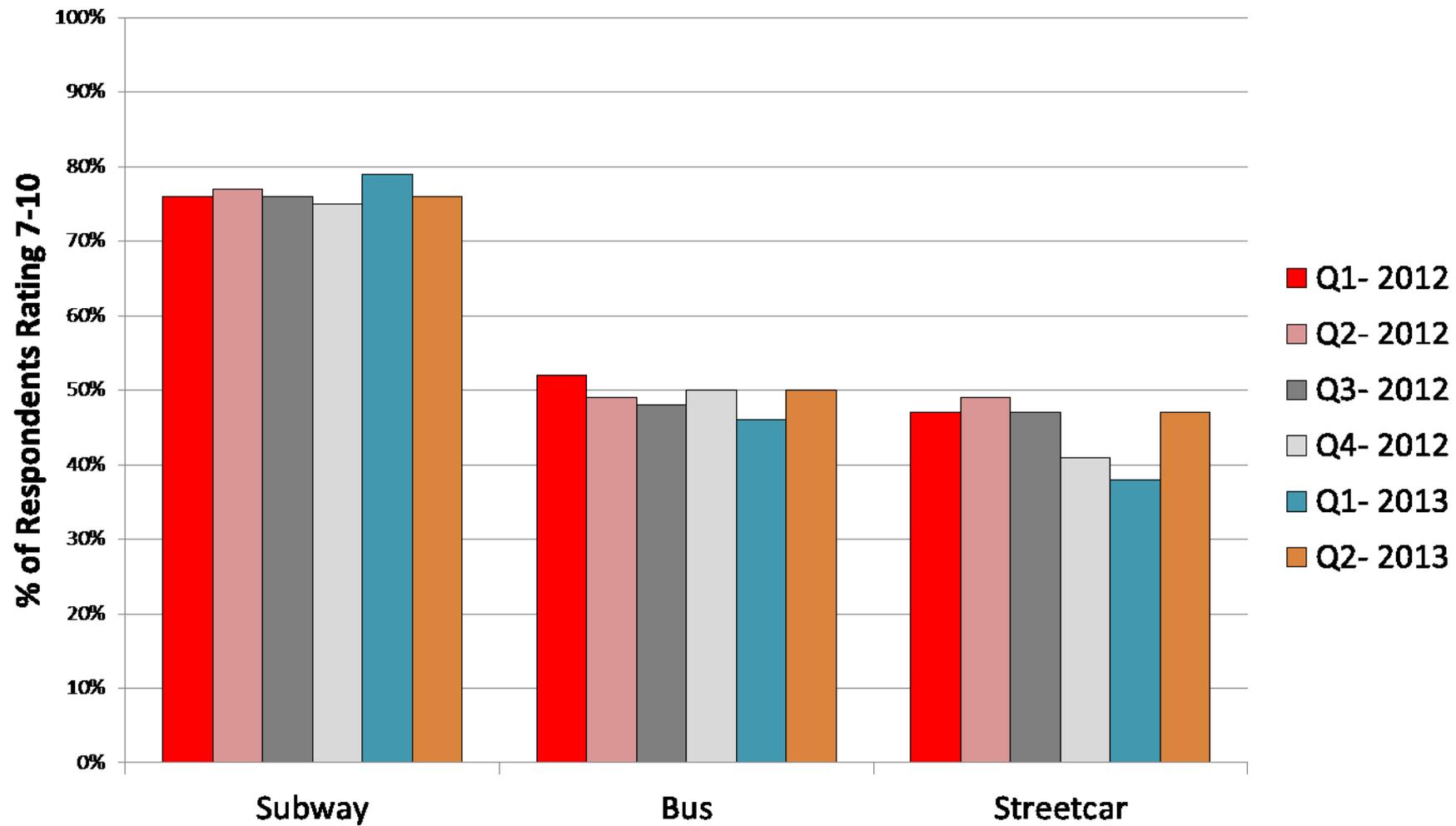
VEHICLES - CROWDING



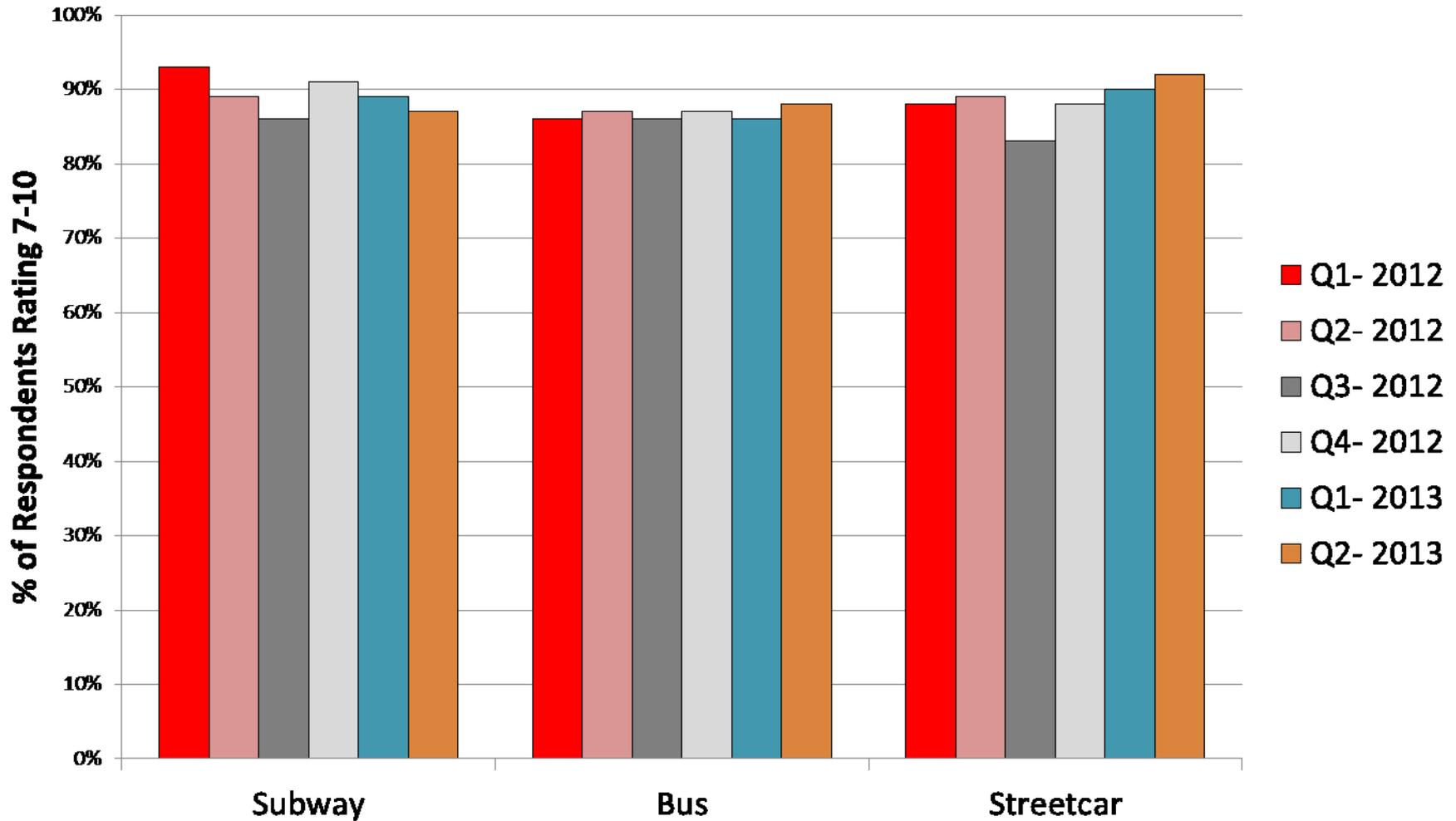
VEHICLES - CLEANLINESS



VEHICLES – MAPS AND INFORMATION



VEHICLES – PERSONAL SAFETY

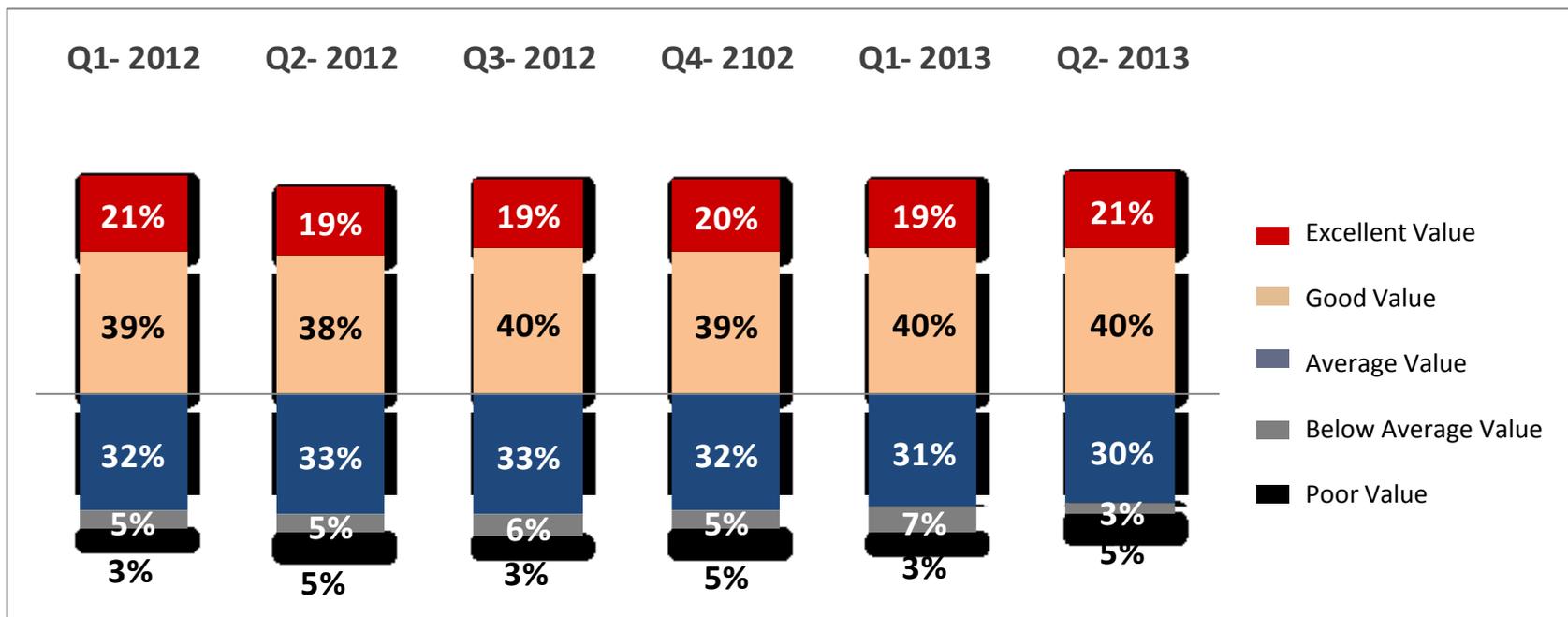




OTHER KEY RESULTS



PERCEIVED VALUE FOR MONEY IS CONSISTENT THROUGHOUT 2012 AND 2013





- \approx 25% of respondents are strong TTC and transit supporters
 - Rate TTC a 9 or 10 on overall satisfaction, and pride in TTC and its meaning to Toronto
 - % of advocates increased from 24% in Q4 2012 to 27% Q2 2013
- TTC advocates tend to be older, and have higher % of females than other survey respondents
- Opportunity to build upon this solid foundation
 - Monitor changes to size of group over time





- Continue Customer Satisfaction Survey in 2013 and review content and goals for 2014
- Update key measures in CEO report on quarterly basis
- Report back to Board twice a year





QUESTIONS?

