



STAFF REPORT INFORMATION ONLY

Q3 2015 Customer Satisfaction Survey Results

Date:	October 28, 2015
To:	TTC Board
From:	Chief Executive Officer

Summary

The purpose of this report is to provide an overview of the Q3 2015 Customer Satisfaction Survey results, focusing on customer perceptions during Pan Am/Parapan Am Games. The report is for information only and will include key findings and trending analysis.

Financial Summary

This report has no financial impact beyond what has been approved in the current year's budget.

Contact

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Attachments

Q3 2015 Customer Satisfaction Survey Report



CUSTOMER SATISFACTION SURVEY – Q3'15 RESULTS

October 28, 2015

Arthur Borkwood – Head of Customer Development

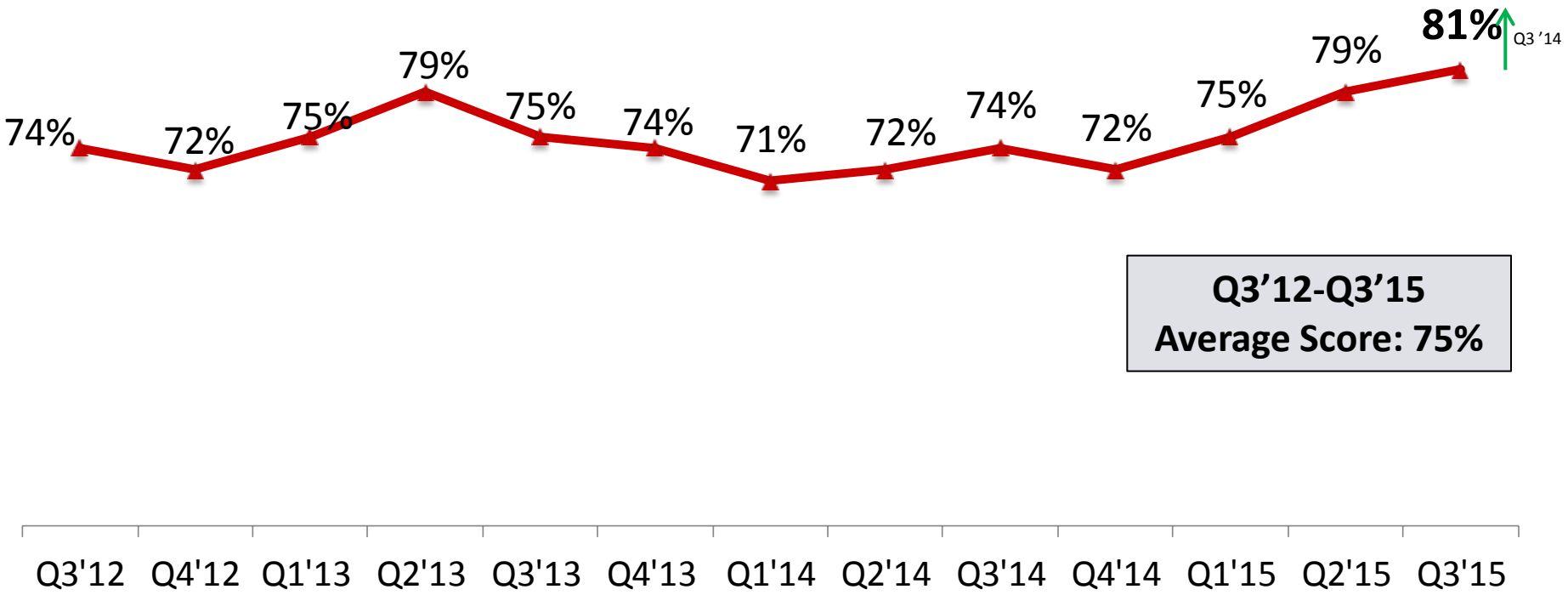


OVERALL SATISFACTION



Overall satisfaction continues to show a positive trend – the score improved significantly compared to last year’s results

Good/Excellent Satisfaction Ratings Over Time



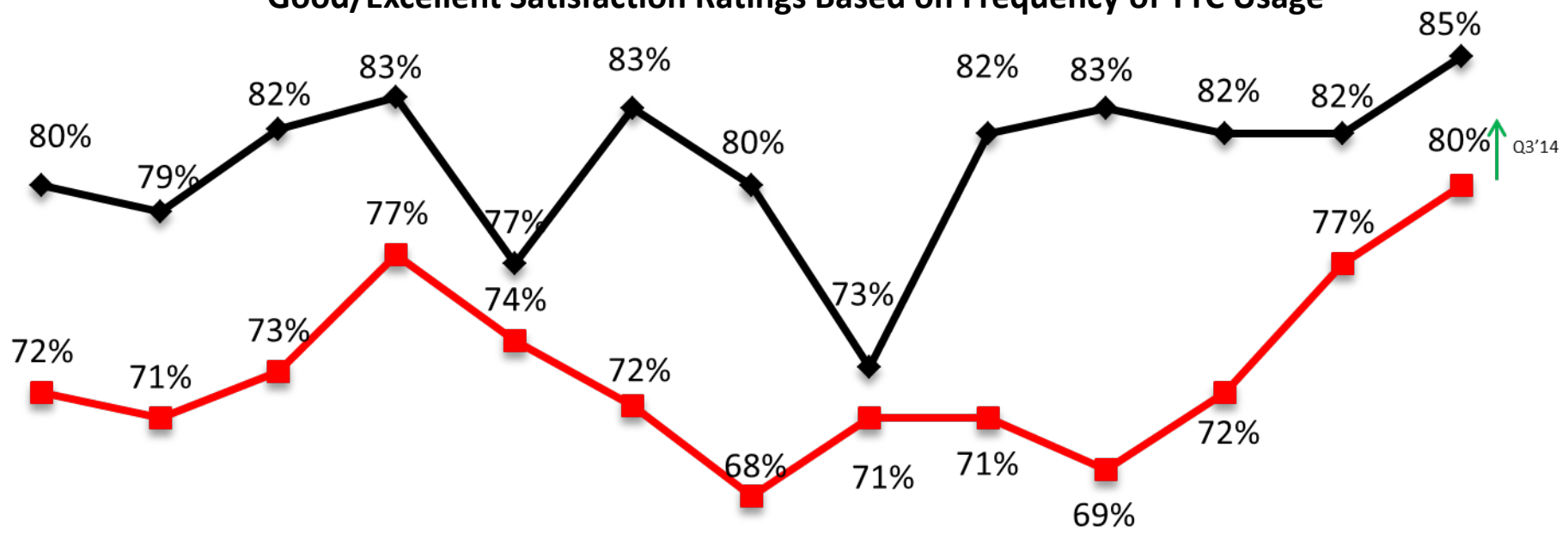
↑ ↓ = higher or lower than previous wave or year Customer Satisfaction

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?



SATISFACTION BY FREQUENCY OF TTC USAGE

Good/Excellent Satisfaction Ratings Based on Frequency of TTC Usage



 = sig. higher/ lower than other subgroups
↑ ↓ = sig. higher/ lower than other waves at .95

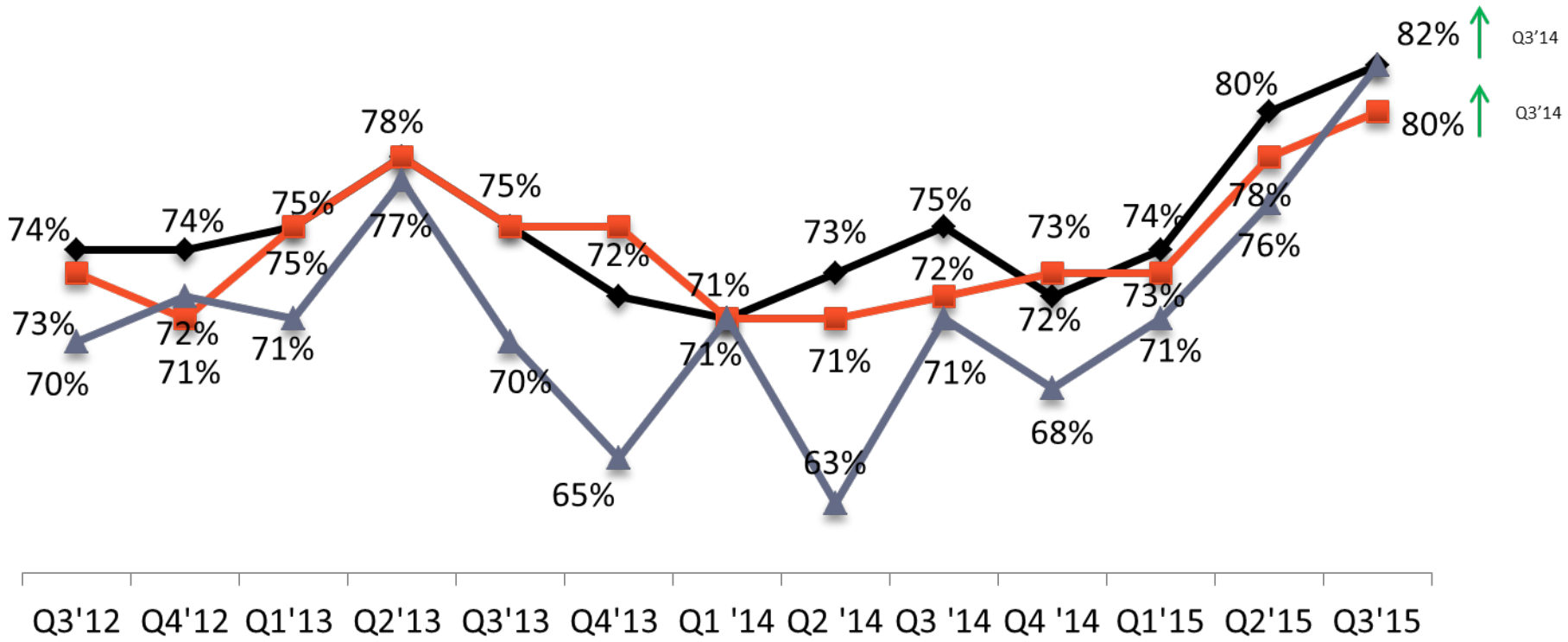
Q3'12 Q4'12 Q1'13 Q2'13 Q3'13 Q4'13 Q1'14 Q2'14 Q3'14 Q4'14 Q1'15 Q2'15 Q3'15



SATISFACTION BY DIFFERENT MODES



Good/Excellent Satisfaction Ratings Based on Mode of Transportation



 = sig. higher/ lower than other subgroups

↑ ↓ = sig. higher/ lower than other waves at .95

◆ Used Subway
 ■ Used Bus
 ▲ Used Streetcar

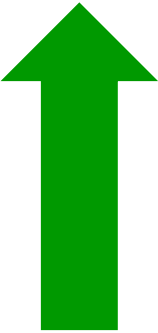




Subway

- Added up to eight subway trains during the Games
- Introduced Saturday service on Sundays, 6am start

- Completed special cleanings at all transit hubs
- Focused on transit hubs, including 23 subway stations to improve the overall look



Station cleanliness
Frequent riders 85%,
up 5 points from Q2



Vehicle crowding
64%, up 4 points
from Q2

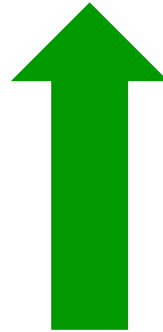


EXTRA SERVICE



Bus

- Added between 80 and 130 additional buses to service throughout the week



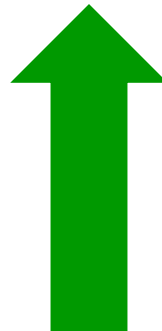
Trip duration

84%, up 7 points since Q2



Streetcar

- Added 15 additional streetcars to service throughout the week



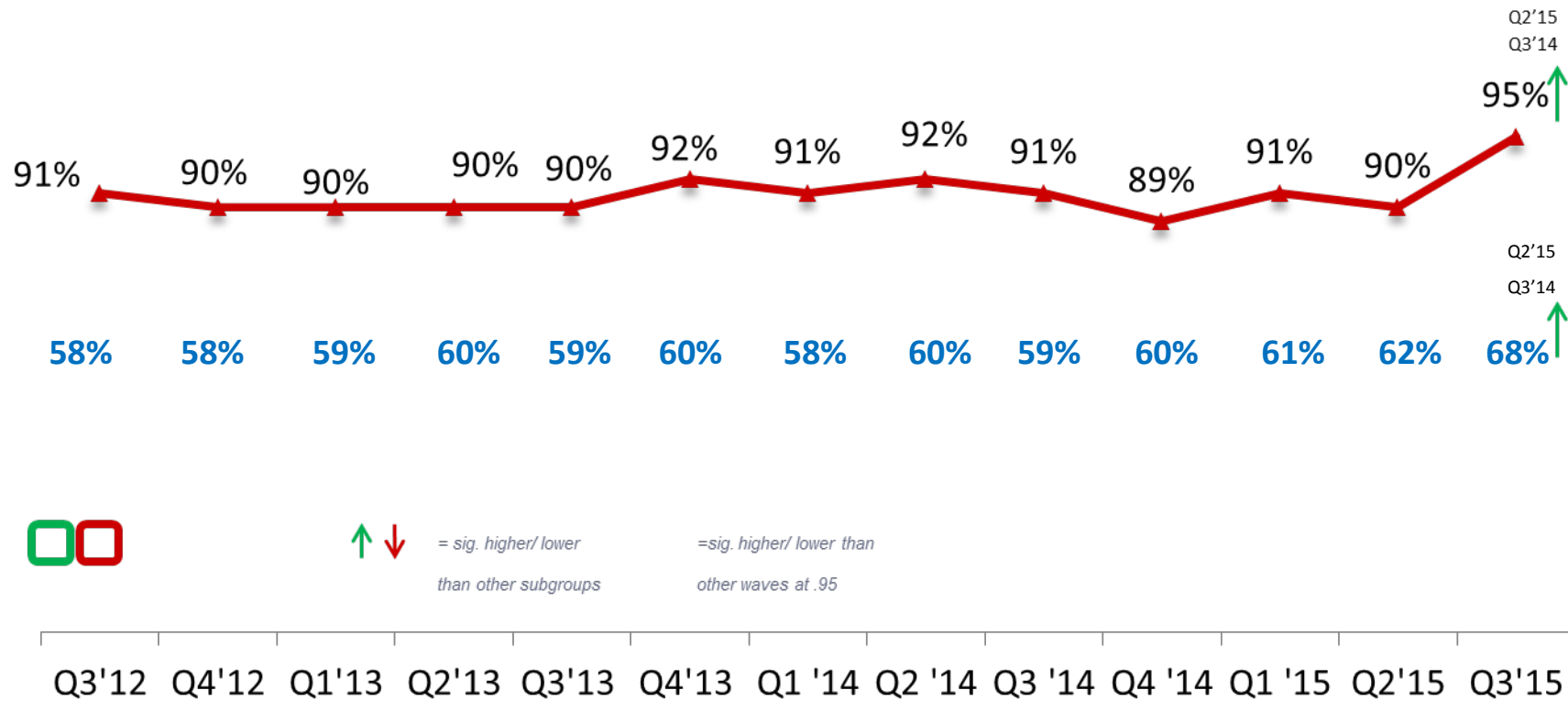
Trip duration, wait time, and vehicle crowding – all higher than I



PERCEIVED VALUE FOR MONEY OVER TIME



Value for Money Over Time



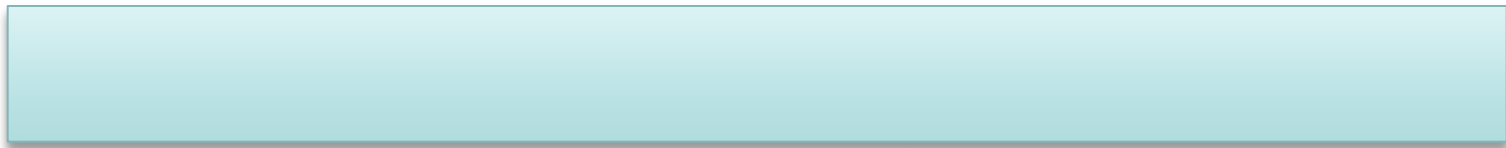
↑ ↓ = sig. higher/ lower than other subgroups
 =sig. higher/ lower than other waves at .95

—▲— Value for Money (Excellent/Good/Average)

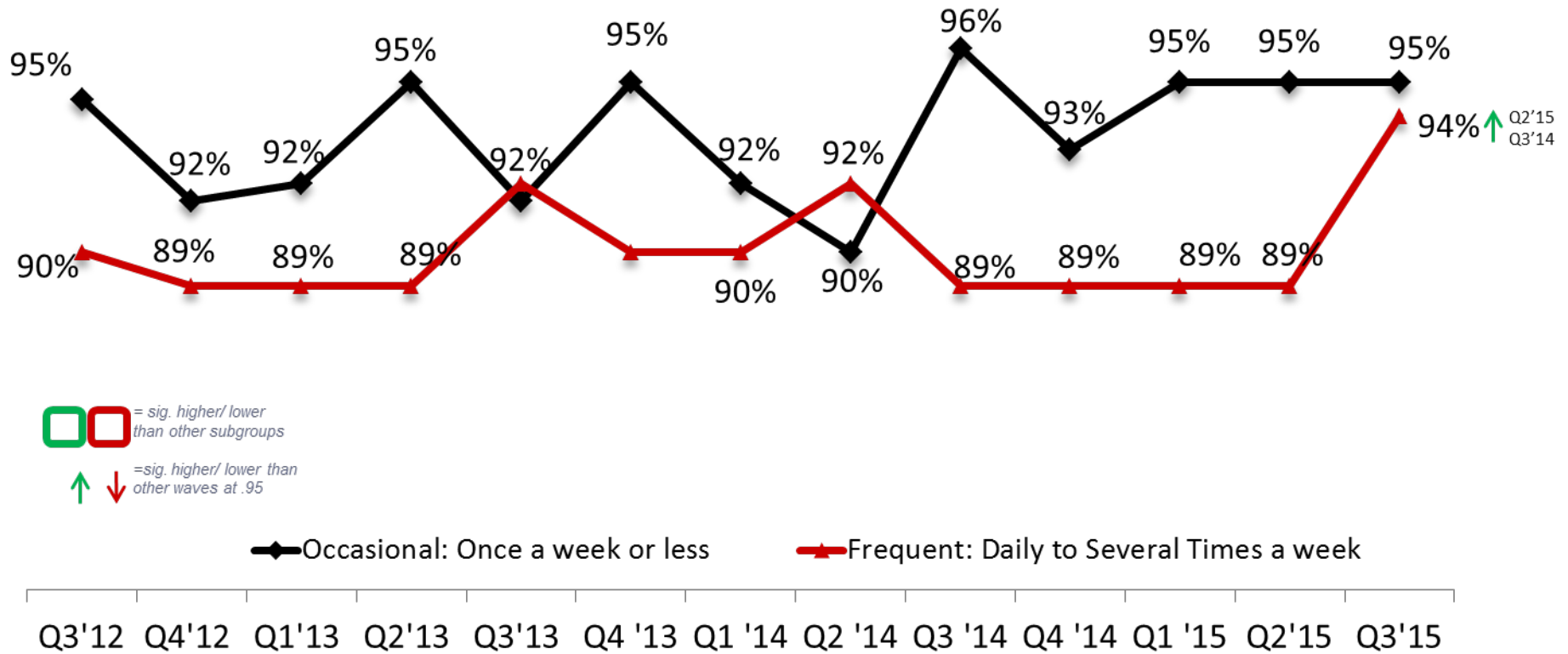
Q17. On your last TTC trip would you say you received ____ [READ LIST] for your money?



PERCEIVED VALUE FOR MONEY BY FREQUENCY OF TTC USAGE



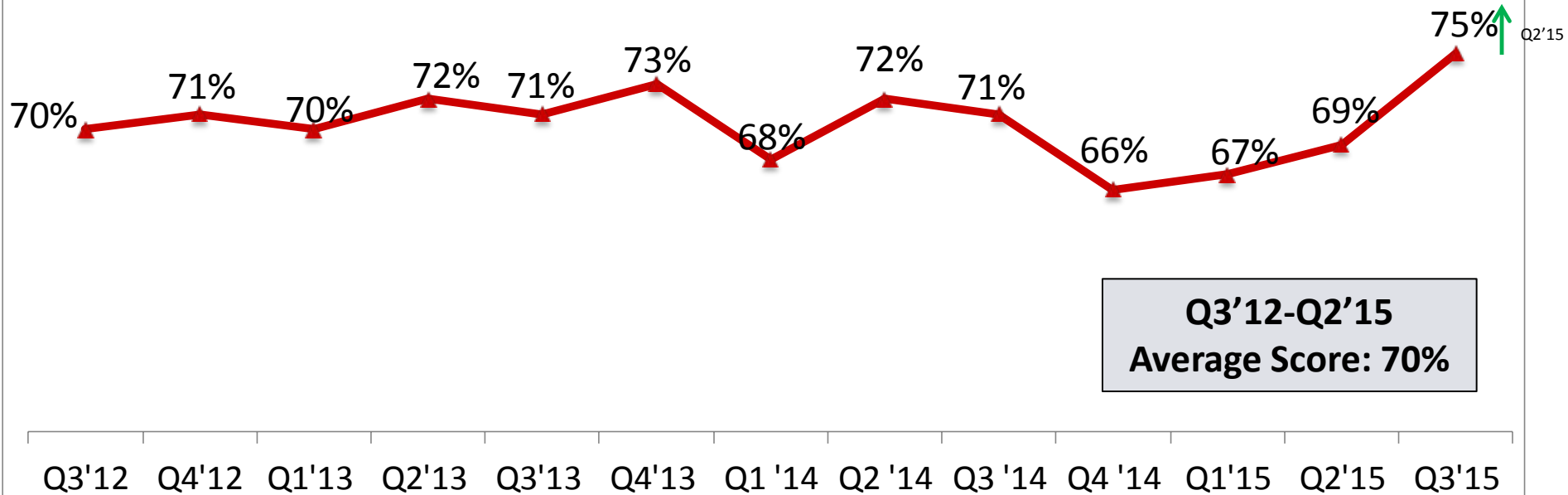
Value for Money Based on Frequency of TTC Usage



PRIDE IN THE TTC OVER TIME



Pride in the TTC Over Time



 = sig. higher/ lower than other subgroups

▲ Pride in the TTC and what it means to Toronto

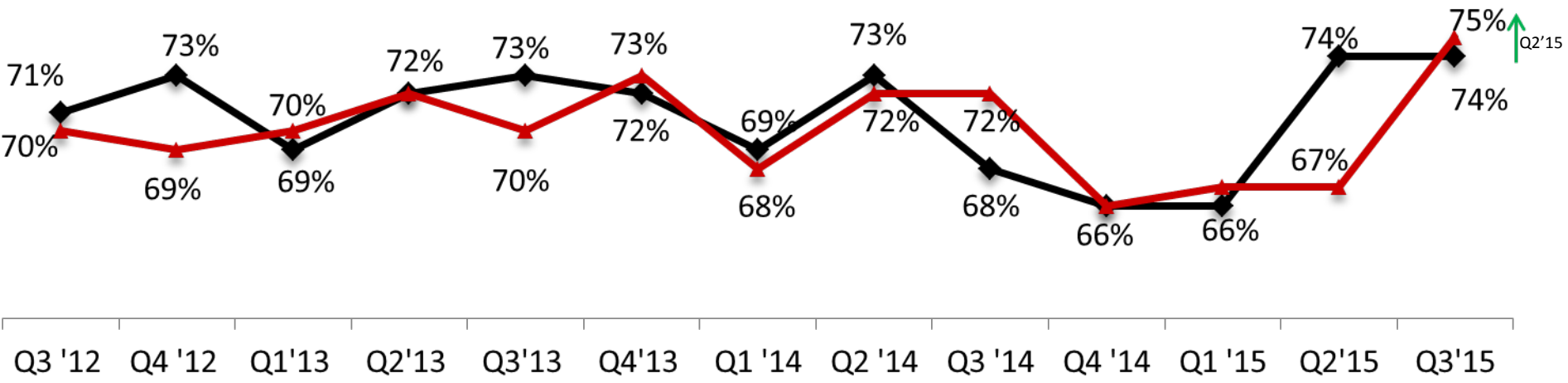
↑ ↓ =sig. higher/ lower than other waves at .95



PRIDE BY FREQUENCY OF TTC USAGE



Pride in the TTC Based on Frequency of TTC Usage



 = sig. higher/ lower than other subgroups
↑ ↓ = sig. higher/ lower than other waves at .95

◆ Occasional: Once a week or less

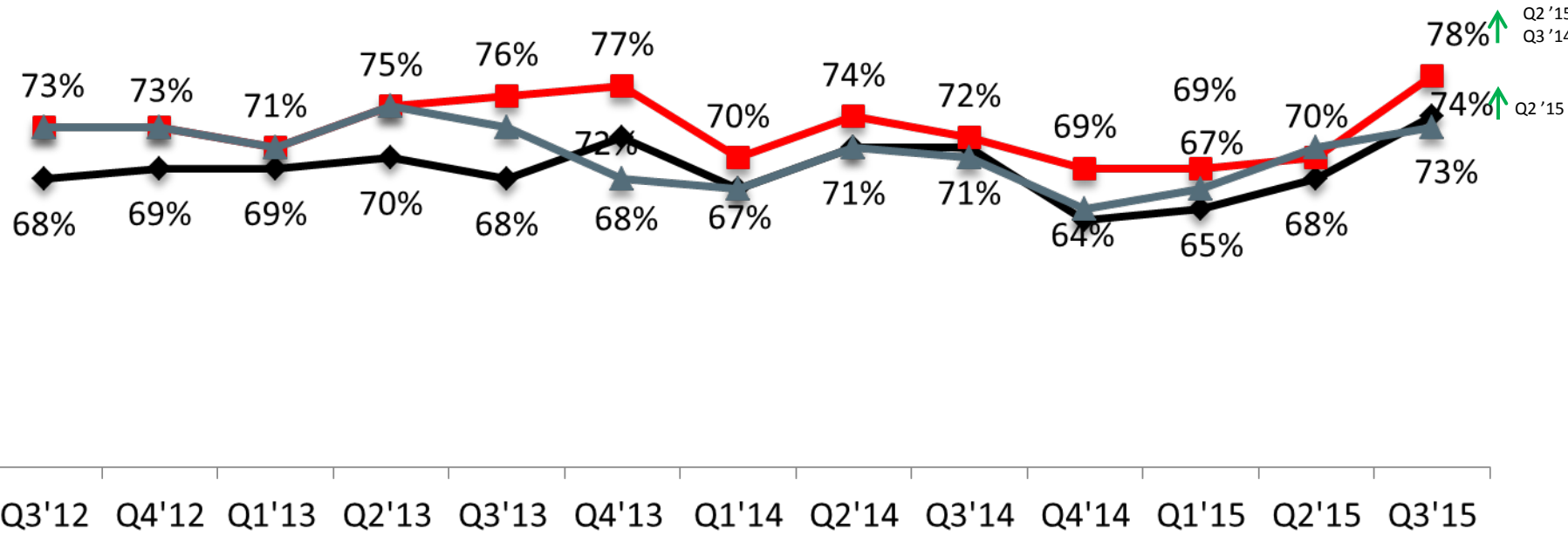
▲ Frequent: Daily to Several Times a week



PRIDE IN THE TTC BY MODES



Pride in the TTC Based on Different Modes Over Time
(Pride in the TTC and what it means to Toronto)



 = sig. higher/ lower than other subgroups
↑ ↓ = sig. higher/ lower than other waves at .95

◆ Used Subway
 ■ Used Bus
 ▲ Used Streetcar



GAMES AMBASSADOR PROGRAM & CUSTOMER COMMUNICATIONS



THE TTC WANTS TO
KEEP YOU MOVING
DURING THE GAMES



TORONTO TRANSIT COMMISSION

- Travel at off-peak hours, if possible
- Plan for some stations to be busier than normal
- Have your fare ready to move through lines quickly

- Over 1800 staff participated in Games Ambassador Program where they were trained to provide directions and information to customers during the Games
- A system-wide advertising campaign focused on connecting customers to the Games.



FOCUS ON CONTINUOUS IMPROVEMENT



Q1 2012 – Q1 2015



Q2 2015



Q3 2015





APPENDIX





Background

- TTC Customer Satisfaction Survey (CSS) has been conducted since 2012.
- The CSS is one of the critical measures of perceptions about the TTC (other studies include: Wheel-Trans Customer Satisfaction Survey, Mystery Shopper Survey, Employee Engagement Survey and Stakeholder Satisfaction Survey).
- The survey measures the overall level of customer satisfaction with key aspects of service provided by the TTC.

Objectives

- Tracking customer satisfaction over time,
- Identifying and understanding key drivers of customer satisfaction and customer loyalty (pride in the TTC and what it means to Toronto),
- Identifying and prioritizing critical areas for improvement.



**Method**

10 minute telephone survey

Respondents

- City of Toronto residents
- At least 13 years old
- Use TTC at least once every few weeks or more frequently

Timing

Quarterly

Sample Size

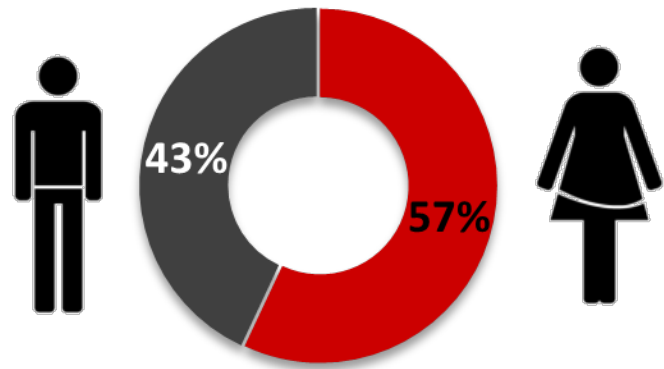
1,000 completed surveys



RESPONDENT *DEMOGRAPHIC* PROFILE



Gender

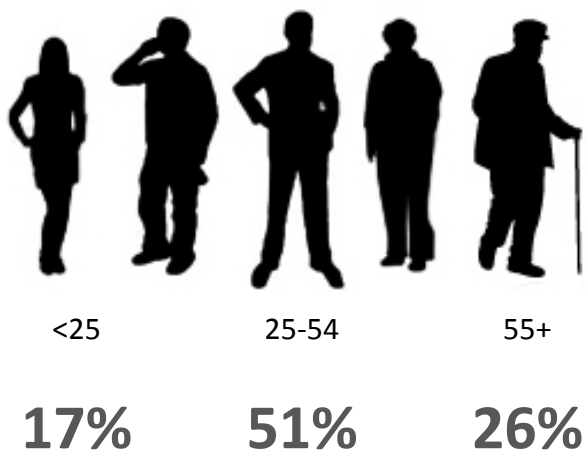


HOUSEHOLD INCOME

- 12% earn <\$30,000
- 10% earn \$30k – under \$45k
- 13% earn \$45k to under \$65k
- 9% earn \$65k – under \$85k
- 24%** earn \$85k +
- 29% DK/Prefer not to answer



AGE DISTRIBUTION



OCCUPATION STATUS

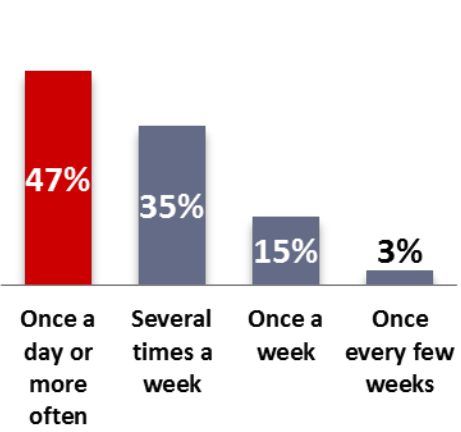
- 64%** work full-time or part-time
- 7% are unemployed or at home
- 13% are students
- 15% are retired



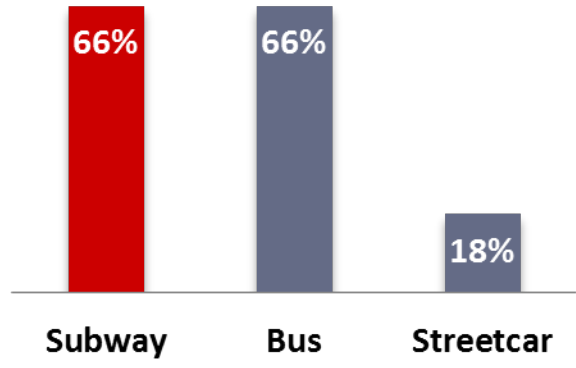
RESPONDENT BEHAVIOURAL PROFILE



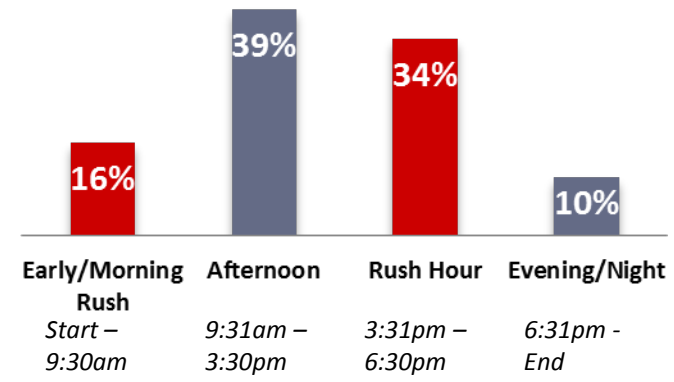
FREQUENCY OF TTC USAGE



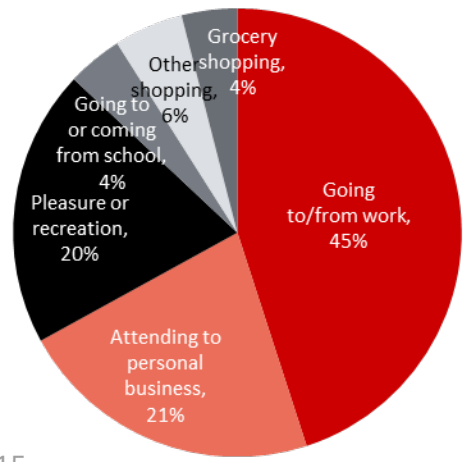
MODE OF TRANSPORTATION OF MOST RECENT TRIP ON TTC



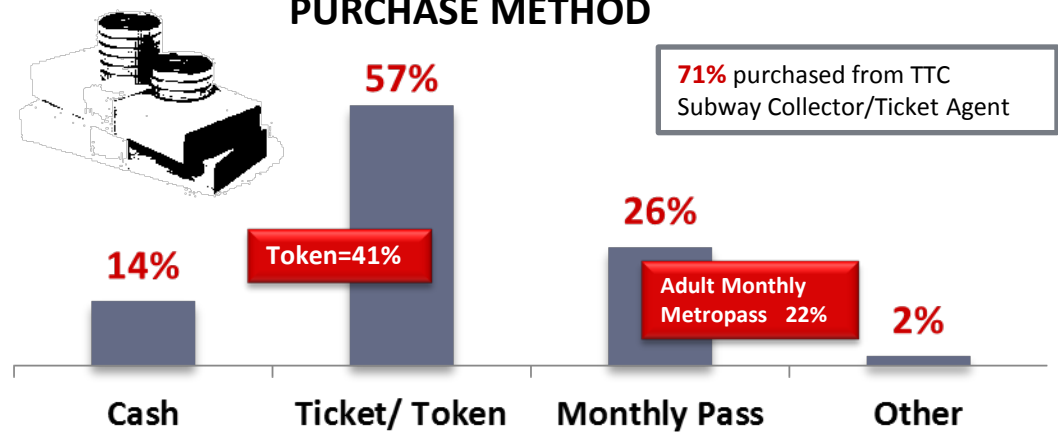
TIME OF DAY OF LAST TRIP



PURPOSE OF LAST TTC TRIP



PURCHASE METHOD



71% purchased from TTC Subway Collector/Ticket Agent

