



**American Bus  
Benchmarking Group**

## **Customer Satisfaction Survey 2022**

Welcome to the ABBG Fixed Route Bus Customer Satisfaction Survey 2022 Report.

This PDF version of the report is based on the Tableau format, which enables a more interactive interface for accessing CSS results and analysis. **Please note that the interactive features shown or referenced in this PDF are only accessible in the Tableau version of the report, which you can view using free Tableau Reader software.** Additionally, a Tableau User Guide is available to provide further explanation on how to use the interactive report.

Beyond this PDF report, further CSS deliverables are available, including:

- 1) An interactive version of the report (Tableau)
- 2) An appendix of 'presentation-ready' report graphs (Tableau and PowerPoint)
- 3) Further appendices of survey screenshots and promotional materials used by members (PDF)
- 4) Summary tables of CSS results (Excel)
- 5) Databases of clean and raw data (Excel)

You can access these deliverables on the ABBG website: <https://americanbusbenchmarking.huddle.net/workspace/16225787/files/#/folder/22754721/list>

If you have any questions or have further graphing needs that are not included in the report, please contact Mark Trompet, Head of Bus Benchmarking (m.trompet@imperial.ac.uk), Lindsey Morse, ABBG Manager (l.morse@imperial.ac.uk) and Carmen Oleksinski, CSS Project Manager (c.oleksinski@imperial.ac.uk).

The Customer Satisfaction Survey Report for the American Bus Benchmarking Group 2021/22 provides the independent analysis by researchers from the Transport Strategy Centre (TSC) at Imperial College London. The information contained herein is confidential and for use by members only.

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**Section 1** provides background, context and objectives for the customer satisfaction survey (CSS).

**Section 2** explains the CSS methodology used, any lessons learned throughout past editions and provides an overview of responses received, and the number of useful responses after cleaning.

**Sections 3 and 4** then show the summary results from this research, including:

- The identification of Top Priorities of customers in different cities.
- The 'overall' satisfaction of customers
- The Net Promoter Score

**Section 5** contains the following charts on a member-by-member basis:

- Demographics of Respondents
- Distribution of Satisfaction Levels per Question
- Average Satisfaction Scores
- Customer Satisfaction Journey (NEW)
- Service Quality Area Priorities
- Overall Satisfaction and Priority Results by Demographics (NEW)
- Performance Summary: Priority Maps and Dashboards

**Section 6** reviews the normalized results for the 19 satisfaction questions, which can be used for comparative analysis between bus organizations.

**Section 7** reviews the results of the COVID-19 supplemental questions.

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# Customer Satisfaction Survey

## Section 1

### Introduction

#### In this section:

Member Abbreviations

Background

Objectives

## Member Abbreviations



### Member

**As** Austin Capital Metro

**Ba** Baltimore MTA

**Bf** Buffalo NFTA

**Ch** Charlotte CATS

**Da** Dallas DART

**DM** Des Moines DART

**Dy** Dayton GDRTA

**Eu** Eugene LTD

**FH** Foothill Transit

**Fl** Flint MTA

**HR** Hampton Roads Transit

**JX** Jacksonville JTA

**Mw** Milwaukee MCTS

**OC** Orange County OCTA

**Pg** Pittsburgh Regional Transit

**Rc** Rochester RTS

**RI** Rhode Island RIPTA

**RV** Richmond GRTC

**SB** San Bernardino Omnitrans

**SJ** San Joaquin RTD

**SP** St. Petersburg PSTA

**ST** Spokane STA

**UT** Salt Lake City UTA

**Vc** Vancouver C-TRAN

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## Background to ABBG Customer Satisfaction Survey



The satisfaction of customers, or in other words the extent to which organizations meet their customers' expectations, is an important indication of an organization's success and sustainability. Members agreed that directly comparing their own customer satisfaction scores in a benchmarking exercise is not useful due to the differences in:

- Measured items
- Definitions
- How it is measured (e.g. time/location, methods/formats)
- Cultural bias

Furthermore, a customer satisfaction survey is a subjective measurement and therefore by default less suitable for benchmarking than objective measurements.

However, the group wished to research if a "Bus Benchmarking Specific CSS" could be developed and equally executed by all members. In 2009 a pilot Customer Satisfaction Survey was conducted across 8 IBBG members.

Based on the success in other benchmarking groups, including IBBG, annual Customer Satisfaction Surveys for the ABBG commenced in 2013, using the same methodology (described over the following pages).

### Additional details:

Customer satisfaction should be included in any benchmarking exercise through which participants aim to understand their relative performance. However, as noted above, directly comparing the satisfaction of customers in different cities is methodologically challenging for a number of reasons. Furthermore, customer satisfaction is a subjective measurement and therefore (by default) less suitable for benchmarking than objective measurements.

Nonetheless, due to the importance of customer satisfaction, the members of the International Bus Benchmarking Group (IBBG) initiated research in 2009 to develop a methodology to compare customer satisfaction. Researchers at the TSC first developed and tested a 'Bus Benchmarking Specific CSS methodology' in 2009, with the aim of defining a process which could be executed by all member organisations. A pilot CSS was conducted across eight members around the world in 2009; its success has led to an annual survey in the IBBG, which subsequently led to similar surveys being developed and adopted by other benchmarking groups as well.

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## ABBG Customer Satisfaction Survey Objectives



- ✗ **Not:** to directly compare overall customer satisfaction between organizations in different cities.
- ✓ **Objective:** to understand **relative performance in meeting agencies' own customers' expectations**
- ✓ **Objective:** to improve those areas in which agencies relatively underperform (and are important to passengers).

### Additional details:

Although interesting, the benchmarking objective of the ABBG CSS work is not to directly compare overall (aggregated) customer satisfaction between organizations in different cities.

The ABBG CSS benchmarking objective is for bus operators to understand the relative performance compared to ABBG peers in meeting their own customer's expectations in multiple (disaggregated) service quality areas. Using a disaggregated approach, as opposed to a single 'customer satisfaction' KPI, allows for a more comprehensive understanding of customer satisfaction. While the overall satisfaction score will be used to cross-check this relative performance, it will not be benchmarked on its own. Instead, normalization methods will be used to improve comparability of 'relative' CSS results.

Overall, the CSS is designed to provide organisations with an (additional) customer satisfaction dataset which can be used to validate and/or complement their own customer satisfaction research. Furthermore, the information detailed in this report allows operators to identify and develop plans to target those areas in which they relatively underperform.

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# Customer Satisfaction Survey

## Section 2

### CSS Methodology, Responses and Data Cleaning

#### In this section:

**Participating Members**

**Response Summary**

**Data Cleaning Process and Results**

**Demographics**

## Methodology and Participation



### The ABBG customer satisfaction survey:

- 19 Questions, based on the service quality areas of EN13816 (European Standard on service quality)
- 1 general question on overall satisfaction
- 1 'Net Promoter Score' question on likeliness to recommend the service
- 1 request to select the top 3 customer service quality areas / priorities
- 6 demographic questions
- This year, 5 questions about COVID factors and estimations of frequency of use both before the pandemic, and during the six month period following the survey.

### General methodology:

- Questionnaire produced via SurveyMonkey
- An online example ABBG CSS can be found here: <https://www.surveymonkey.co.uk/r/CSS-ABBG-Example>
- Identical questionnaires produced for all participants, each with a separate link. Questionnaire needs to be translated by members into their languages
- Members disseminate link to survey, while the Transport Strategy Centre performs all analysis
- An overview of the survey questions is provided on the next page

### This year, 17 ABBG member cities participated in the ABBG survey (participants highlighted in green):

As	Ba	Bf	Ch	Da	DM	Dy	Eu	FH	FI	HR	JX
Mw	OC	Pg	Rc	RI	RV	SB	SJ	SP	ST	UT	Vc

### Respondents were directed to the online survey through one or more of five types of 'collectors' (depending on the participating city):

- Link on (home)page of the organization website
- Pop-up invitation on the organization website
- Direct email with a link
- Link(s) on social media such as Facebook, Twitter, Instagram, or LinkedIn
- Signage or QR codes at bus stops



## Question Abbreviation Key



Each of the 19 standard CSS questions, the overall satisfaction question, and this year's COVID-related satisfaction questions are included in the survey as statements. The customer are asked to agree or disagree with each statement using one of the following answer options: Agree Strongly (assigned a value of 5 during analysis), Agree (4), Neutral (3), Disagree (2), Disagree Strongly (1), or Don't Know (no assigned value).

### Question Abbreviation Key

Question Number	Question	Abbreviation for Report Charts	Service Quality Area
1	The buses operate on the days and at the times that I need them	Convenient schedule	Availability
2	The bus routes are conveniently located for me	Convenient network	Availability
3	It is easy for me to get on and off the bus	Entering & leaving the bus	Ease of use
4	It is convenient to pay the bus fare / buy tickets or passes	Paying a fare	Ease of use
5	It is easy to get information about the bus services	General information	Information
6	It is easy to find out if the buses are running on schedule	Actual service information	Information
7	If there are problems, I can easily get information about alternative routes or schedules	Alternatives information	Information
8	The bus usually runs on time	Punctuality	Time
9	The bus gets me to my destination in a reasonable amount of time	Journey time	Time
10	Bus drivers are helpful and professional	Driver helpfulness	Customer Care
11	Bus drivers look professional (appropriate uniform and neat)	Driver appearance	Customer Care
12	The transit agency is responsive to customer complaints/problems	Resolving problems	Customer Care
13	The bus is well driven	Ride comfort	Comfort
14	The bus provides a comfortable environment	Interior comfort	Comfort
15	There is enough seating/space on the bus	Seat/space availability	Comfort
16	The bus is clean	Vehicle cleanliness	Comfort
17	I feel safe and secure waiting for my bus	Safety when waiting	Security
18	I feel safe riding on the bus	Safety on the bus	Security
19	The bus helps to reduce pollution	Pollution reduction	Environment
20	How satisfied are you overall with the bus service?	Overall satisfaction	Overall satisfaction
21	It is safe to travel by bus in the current COVID pandemic situation	Safe to travel during COVID	COVID
22	Managed customer safety well during the COVID-19 pandemic	COVID management	COVID
23	Kept me well informed about changes in service and policies throughout the COVID-19 pandemic	Informed on COVID policies	COVID
24	It is important to keep socially distanced from others while on the bus	Social distancing	COVID
25	It is important to wear a mask or face covering on the bus	Mask wearing	COVID

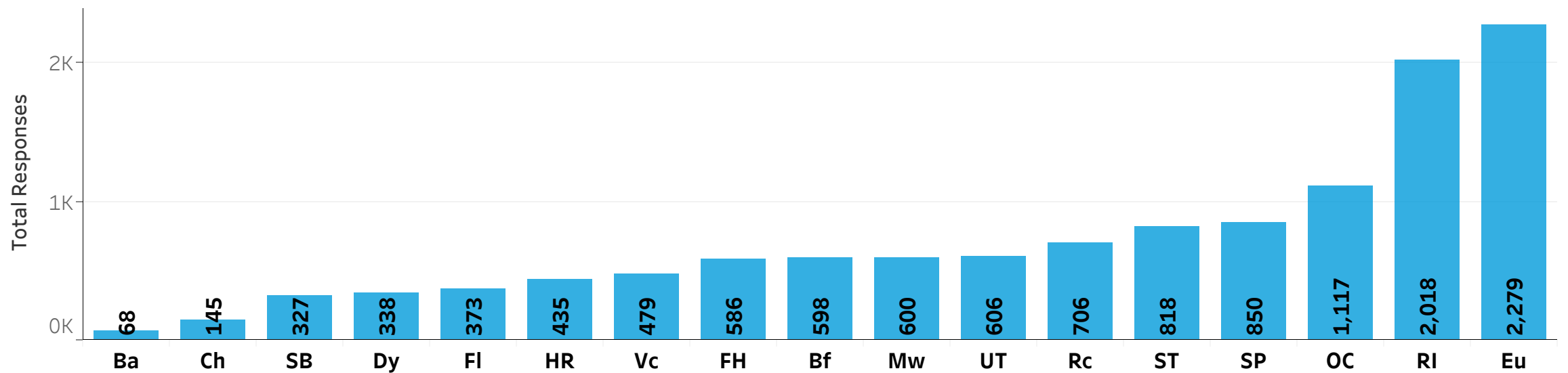
# Response Summary



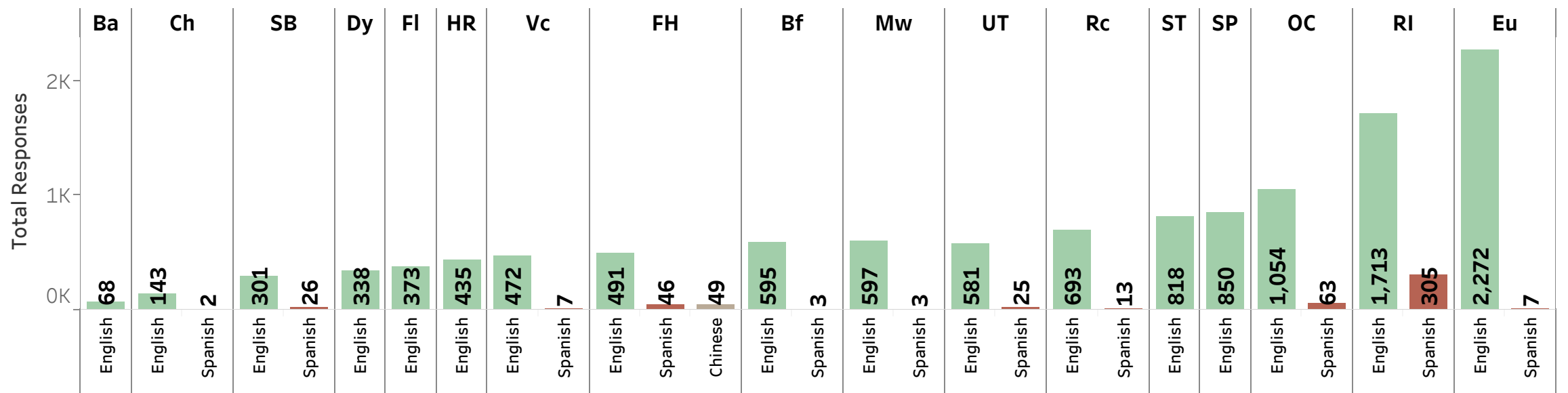
The graphs below display the total number of responses and the languages in which the survey was undertaken for each member.

**Survey Dates: 28 March 2022 to 1 May 2022**

## Total Responses Received (2022)



## Total Responses by Language (2022)



## Participation Incentives



The following incentives were given by members to encourage participation.

Member	Transit Pass	Gift Card	Prize Pack/Other
<b>Bf</b>	(x5) Monthly Pass	(x5) \$25 Tops gift cards	
<b>Dy</b>	Weekly Pass, Monthly Pass		
<b>Eu</b>		\$100 Fred Meyer gift card	
<b>FH</b>		(x10) \$25 Starbucks gift cards	
<b>FI</b>	Monthly Pass, Daily Pass		Amazon Fire HD 8 Tablet
<b>Mw</b>			(x3) MCTS prize packs
<b>OC</b>	(x3) Monthly Pass		
<b>Rc</b>	(x3) \$20 RTS Go cards		
<b>RI</b>	\$70 Wave card		RIPTA prize pack
<b>SB</b>			(x10) Prize pack: Weekly pass, \$25 Staters Bros/Starbucks gift card, Omnitrans cap
<b>SP</b>		(x5) Publix gift cards	
<b>ST</b>	(x10) Monthly Pass		
<b>UT</b>	Annual Pass		

### No incentive offered:

Ba Ch HR Vc



## Data Cleaning Process



After data collection, the data is cleaned in order to ensure data comparability across members.

Seven cases for data to be omitted from the study have been established.

### Seven cases for data to be omitted:



Space Cadets

Incomplete response, did not answer enough questions (3 or more satisfaction questions blank)



Speed Demons

Answer survey too quickly to have done it meaningfully; Completion time < 54 seconds – less than 2 seconds per question – compared to 3 to 5 minutes typically required to answer survey



N/A-sayers

Answer “not applicable” / “don’t know” to too many satisfaction questions (>6 answers ‘6’ – “Don’t Know or N/A”)



Clones

Same respondent answering survey twice (Same IP address, answers >90% identical, within a short timeframe)



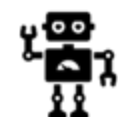
Brady Bunch

Answers are suspiciously and consistently positive (All answers to satisfaction questions are all ‘5’ - “Strongly Agree”)



Negative Nancy

Answers unhelpfully and consistently negative (All answers to satisfaction questions are all ‘1’ - “Strongly Disagree”)



Robots

Answers show pattern (Answers demonstrate integer patterns (e.g. 1-5-1-5... Or 1-1-2-2...) and have taken less than 90 seconds to complete)

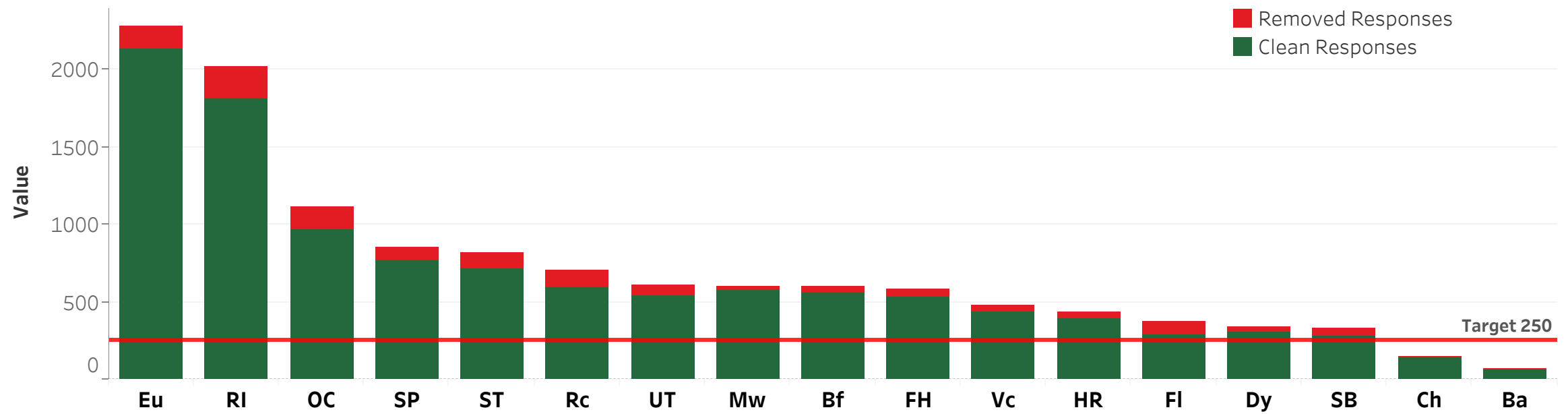
# Data Cleaning Results



The aim was to collect as many responses as possible; however, a minimum of 250 (clean/useful) responses are suggested to ensure a sufficiently large enough sample for analysis. In this year’s survey, members who received at least 100 responses were included. However, Baltimore MTA did not reach this target and are therefore excluded from the analysis.

On average, 10% were removed before analysis.

## Data Cleaning Results (2022)



Removed Responses	Eu	RI	OC	SP	ST	Rc	UT	Mw	Bf	FH	Vc	HR	FI	Dy	SB	Ch	Ba
6%	10%	14%	10%	13%	16%	11%	5%	8%	9%	9%	10%	24%	10%	14%	6%	7%	
Space Cadets	50	57	15	18	19	26	20	7	17	13	10	17	29	11	9	2	3
Speed Demons	2	3	0	3	1	7	0	0	0	2	1	2	0	0	2	0	0
N/A Sayers	17	29	4	16	14	5	18	6	6	10	8	8	4	4	2	4	1
Clones	1	51	124	0	0	0	0	0	0	1	1	0	0	0	1	0	0
Brady Bunch	76	62	6	41	69	64	27	15	18	26	21	10	47	18	28	1	1
Negative Nancy	0	2	1	2	0	4	0	1	3	0	0	6	3	0	0	1	0
Robots	2	6	1	3	2	5	1	1	1	2	0	1	5	1	4	0	0

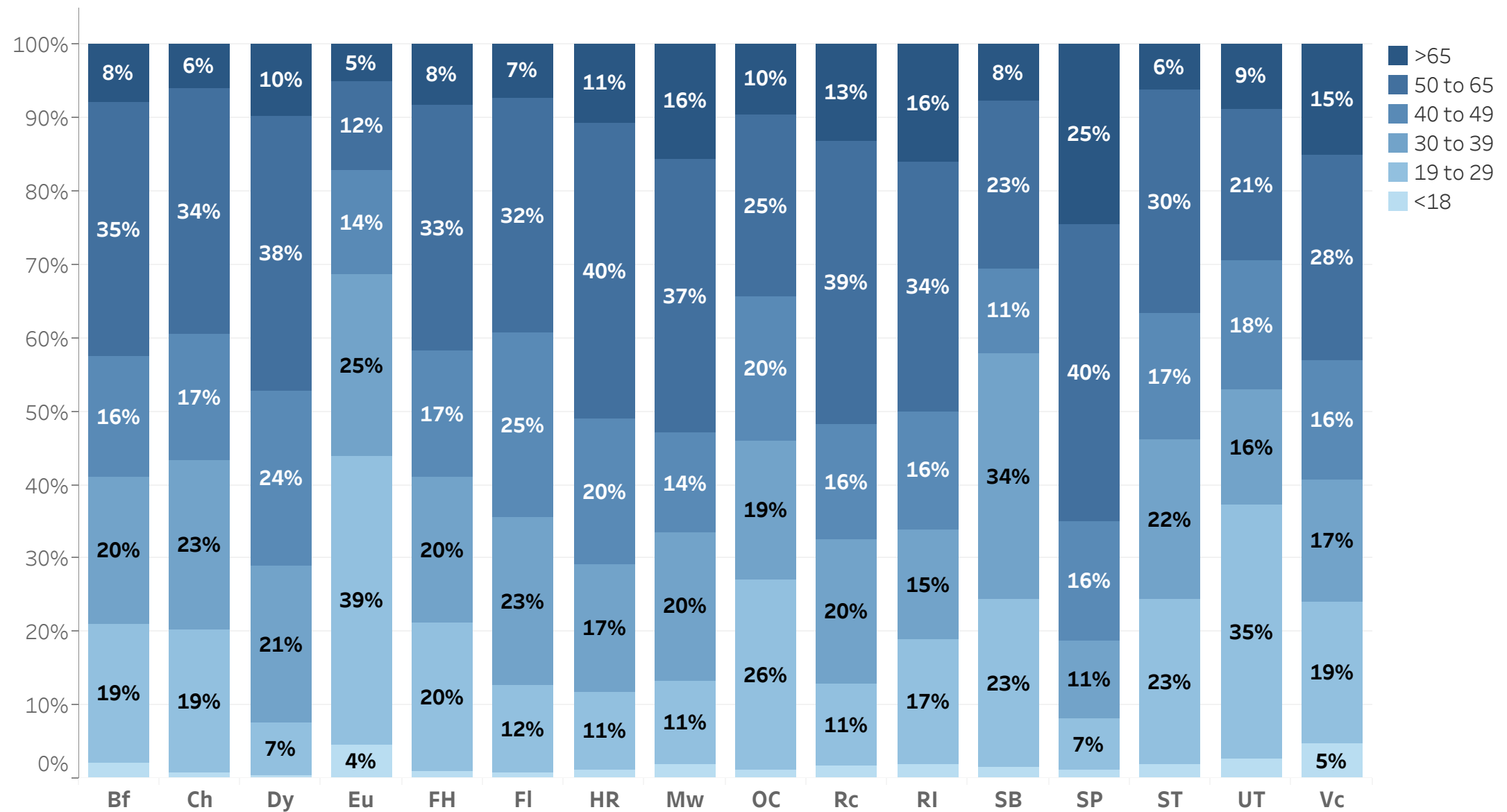
## Detailed Demographics of Respondents for All Members | Age



The graph shows the detailed demographic breakdown by age for all members using cleaned data.

The proportion of younger respondents (under 40 years old) has increased in this year's survey. This year, for ten members (Bf, Ch, Eu, Fh, OC, SB, ST, UT, Vc) over 40% of respondents were aged under 40. This is a significant increase from seven members (As, Eu, FH, Pg, SB, SP, ST) in 2021 and just one member (UT) in 2020's survey. This potentially reflects the impacts from the COVID-19 pandemic.

Age (2022)



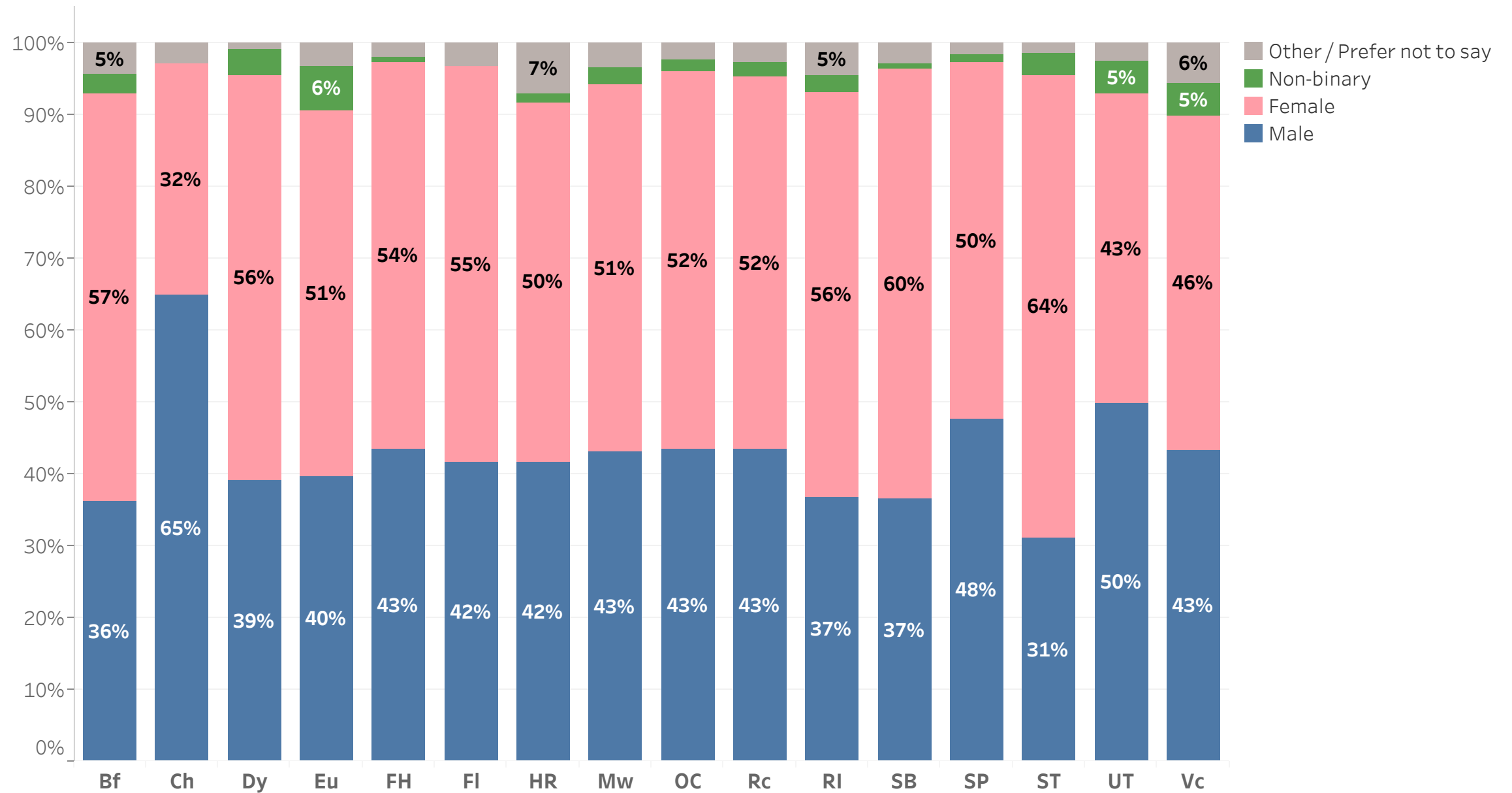
## Detailed Demographics of Respondents for All Members | Gender



The graph shows the detailed demographic breakdown by gender for all members using cleaned data.

Across all members, on average 43% of respondents were male and 52% were female, which is consistent with last year's demographics. This year, for 13 members (Bf, Dy, Eu, FH, FI, HR, Mw, OC, Rc, RI, SB, SP, ST) more than 50% of respondents were female.

### Gender (2022)





## Detailed Demographics of Respondents for All Members | Frequency

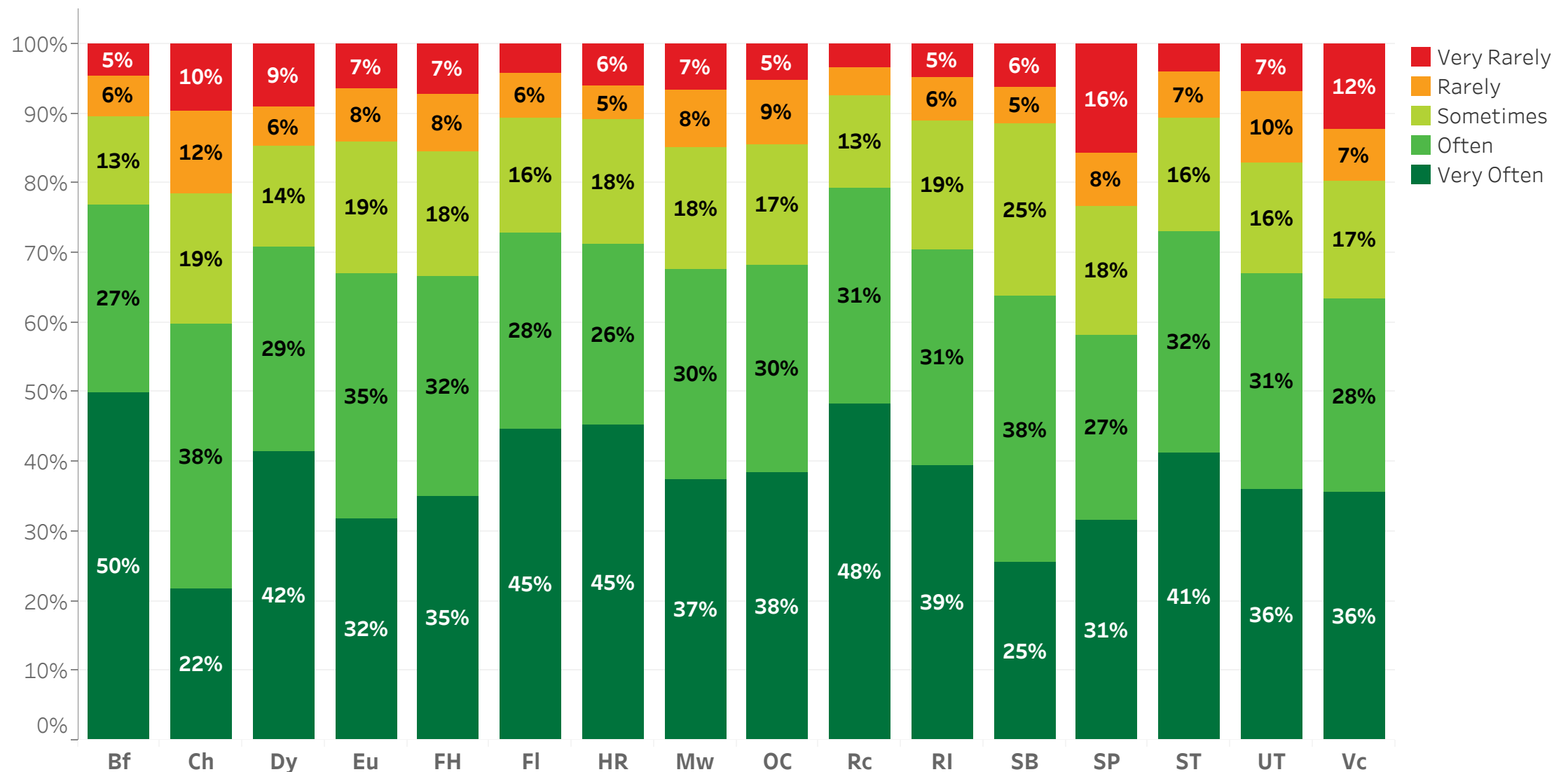


The graph shows the detailed demographic breakdown by frequency of use for all members using cleaned data.

For all members, more than 50% of respondents indicated that they use the bus 'very often' or 'often'. A small proportion of respondents use the bus very rarely (7% on average); however, for Ch, SP and Vc, this proportion is greater (10% or more).

This demographic area is most impacted by the pandemic. Please see section 7 for further information on customers' frequency of use over time.

Frequency of Use (2022)



## Detailed Demographics of Respondents for All Members | Purpose

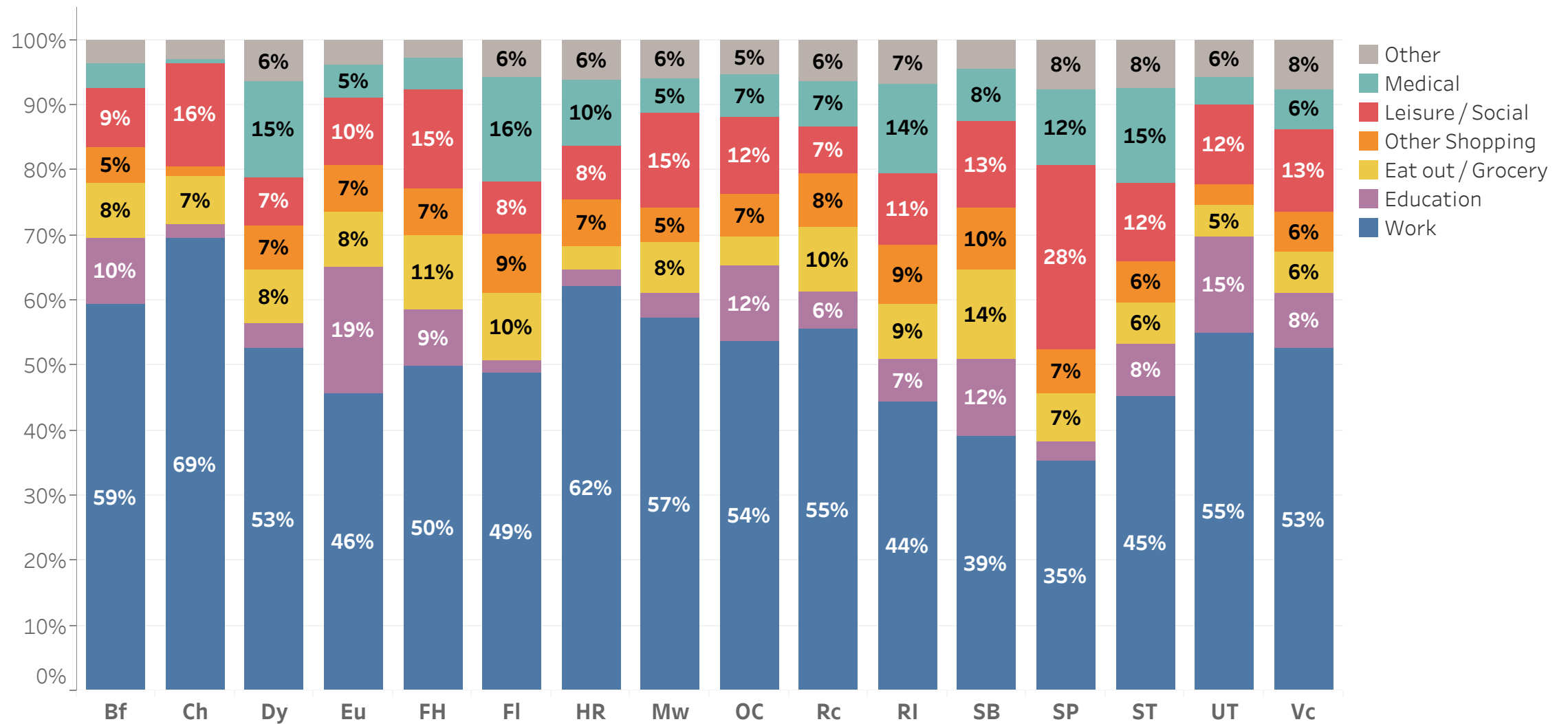


The graph shows the detailed demographic breakdown by trip purpose for all members using cleaned data.

Using the bus for work continues to be the highest proportion of trips for all members (52% on average), though this ranges from 35% in Pittsburgh to 69% in Charlotte. This is an increase from 2021, where commuting for work made up 46% of trips on average and almost reaching 2020's average of 55%.

This year, Leisure / Social trips is the second most common trip purpose across all members in 2021, making up 12% on average. In 2021, both Leisure/Social trips and Eating out/Grocery accounted for 12% of trip purposes. However, Eating out/Grocery only accounts for 8% of trip purposes in 2022. Education trips have increased slightly from 7% in 2021 to 8% in 2022, which is a decrease from 10% of trips in 2020. These changes reflect the impacts of the COVID-19 pandemic.

### Trip Purpose (2022)



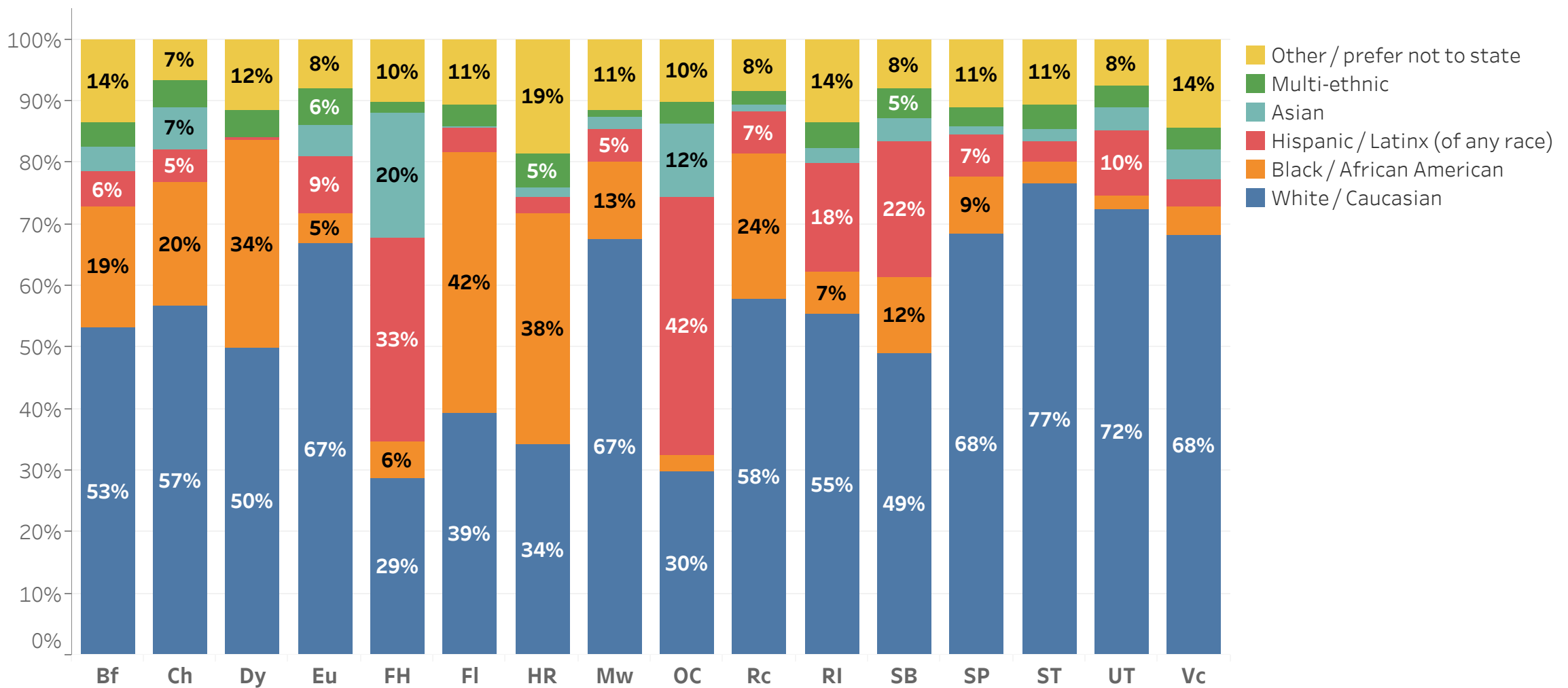
## Detailed Demographics of Respondents for All Members | Race/ethnicity



The graph shows the detailed demographic breakdown by race/ethnicity for all members using cleaned data.

For eleven of the ABBG members, the majority of respondents identified as White / Caucasian, though this ranged from 50% in Dayton to 77% in Spokane. For the remaining six members, the majority of respondents identified as non-white or preferred not to state their race/ethnicity. A significant proportion (>25%) of respondents in Dayton, Flint and Hampton Roads identified as Black / African American. A significant proportion (>25%) of respondents identified as Hispanic/Latinx (of any race) for the three Californian members: Foothill Transit, San Bernardino and Orange County. The highest proportions of respondents who identified as Asian were also reported for Californian agencies: 20% for Foothill Transit and 12% for Orange County. A fairly significant proportion of members across all respondents chose to identify as other or preferred not to state, ranging from 7% to 19%.

Race/ethnicity (2022)



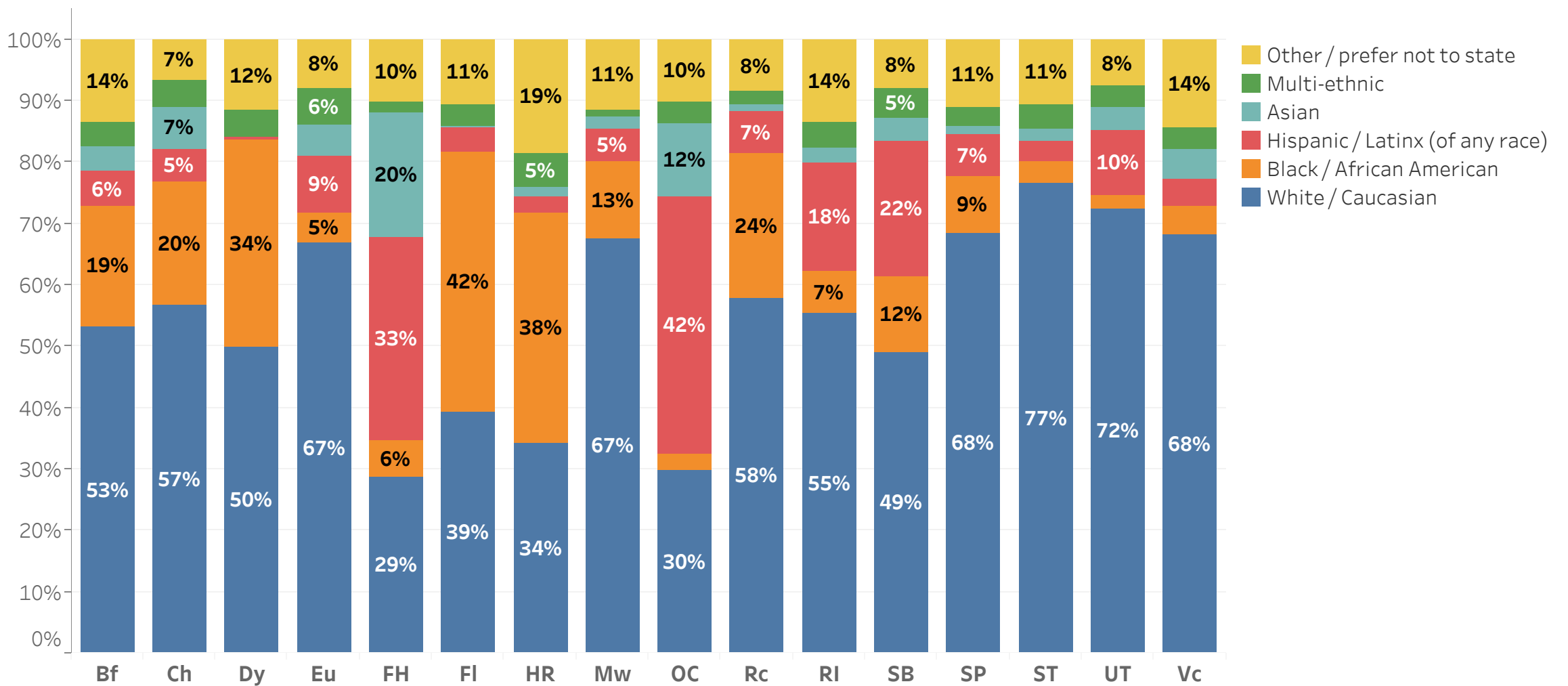
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Race/ethnicity (2022)



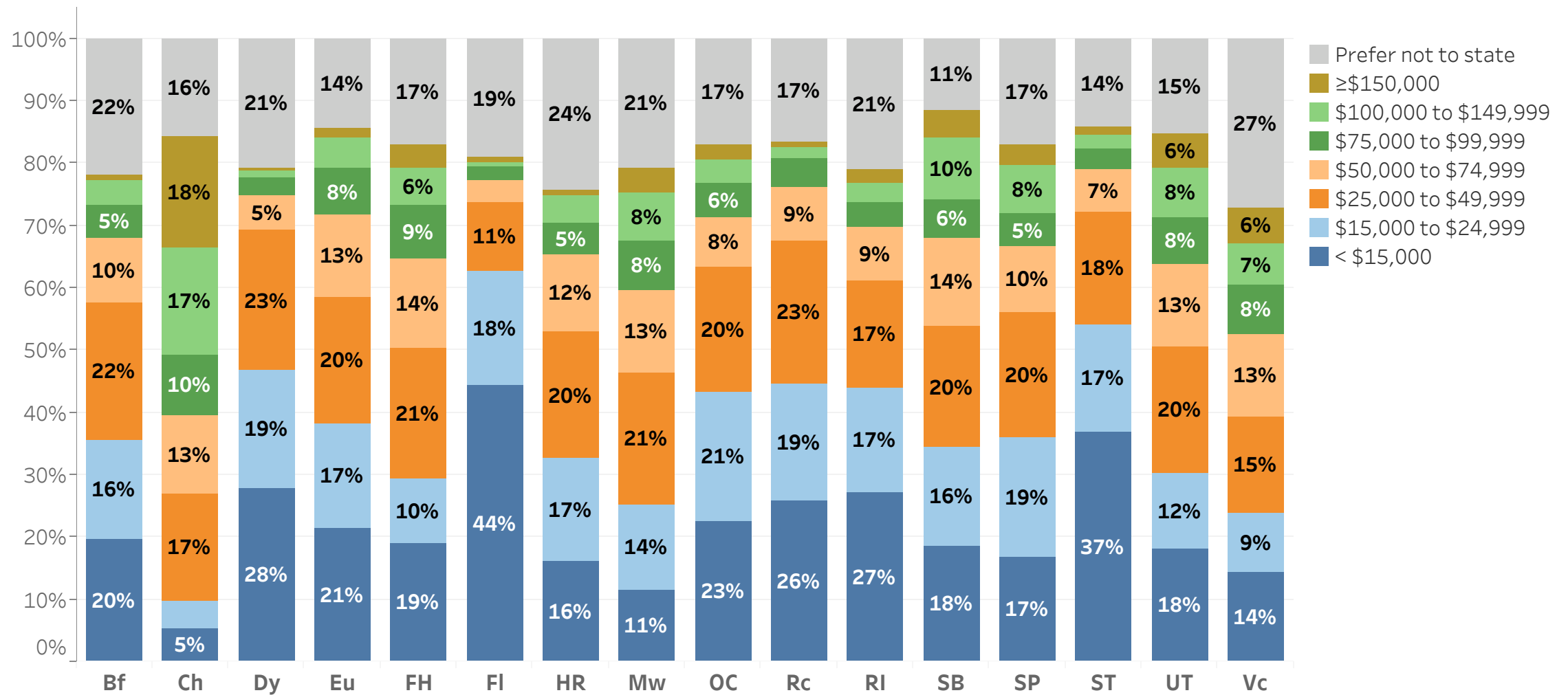
## Detailed Demographics of Respondents for All Members | Household Income



The graph shows the detailed demographic breakdown by household income for all members using cleaned data.

The proportion of respondents reporting household incomes within the ranges offered varied significantly across members. Household incomes can reflect the local economic conditions but also other demographics, such as age and the purpose of using public transport (e.g., for school). Only two members (FI and ST) had a majority of respondents who reported household incomes below \$25,000, compared to 4 members last year (Dy, FI, Rc, SJ). Eleven more members had a majority of respondents who reported household incomes below \$50,000. The remaining two members (Mw and Vc) had a majority of respondents who reported household incomes below \$75,000. Only Ch reported as having the majority of respondents who reported below \$150,000. An increasing number of respondents across all members preferred not to state their household income (22% on average in 2022 compared to 13% in 2021).

### Household Income (2022)





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# **Customer Satisfaction Survey**

## **Section 3**

### **Top Priorities**

#### **In this section:**

**Explanation of Priority Service Quality Areas**

**Top 3 Priorities**

**Most Important Priority**

## Priorities of Service Quality Areas: Introduction



**Customer satisfaction research needs an understanding of both the satisfaction of the service quality areas and the importance of those areas for customers. To understand which areas of service quality are most important for customers, ABBG include the following in the survey:**

- Customers were asked to tick for their choices in three columns called '1st' '2nd' '3rd' the most important areas of service.
- Eight service quality areas as defined by EN13816<sup>1</sup>: Availability, Comfort, Customer Care, Ease of Use, Environment, Information, Security and Time (see following page for details)
- 'Answering option' was set to only one tick per column/priority.

### Service Quality Areas

These eight service quality areas are defined by European Norm EN13816<sup>1</sup>, which was developed to 'promote the translation of customer expectations and perceptions of quality into viable, measurable, and manageable quality parameters.'

#### Availability

Convenience of routes/network and service frequency

#### Comfort

Cleanliness, ride comfort and seat availability/comfort

#### Customer Care

Staff helpfulness, staff appearance and ease of sorting out problems/complaints

#### Ease of Use

Ease to get on/off the bus and the convenience of paying a fare

#### Environment

Effect on pollution

#### Information

Availability and quality of general/scheduled information, real-time information and information during disruption

#### Security

Feeling safe and secure

#### Time

Journey time and punctuality

<sup>1</sup> European Commission (2002)

## Top 3 Service Quality Areas



This table outlines the percent of respondents in each city who selected the respective service quality area within their first three priorities. The average across members is displayed in the final column labelled 'All'.

Select a service quality area from the legend to highlight it in the table.

### Service Quality Area

- Availability
- Comfort
- Customer Care
- Ease of use
- Environment
- Information
- Security
- Time

Percent of Respondents Who Ranked Service Quality Areas in Top 3 Most Important (2022)

	Bf	Ch	Dy	Eu	FH	FI	HR	Mw	OC	Rc	RI	SB	SP	ST	UT	Vc	All
1	84%	86%	74%	80%	67%	64%	78%	87%	82%	79%	74%	70%	82%	76%	87%	79%	78%
2	59%	82%	56%	60%	58%	48%	64%	62%	63%	63%	52%	51%	56%	52%	65%	60%	59%
3	39%	38%	43%	39%	42%	40%	42%	43%	38%	35%	36%	42%	46%	45%	41%	48%	39%
4	39%	35%	34%	38%	31%	34%	31%	36%	38%	31%	35%	40%	36%	35%	33%	34%	37%
5	24%	17%	23%	24%	26%	30%	25%	21%	25%	25%	23%	34%	21%	24%	25%	18%	22%
6	18%	15%	19%	23%	22%	26%	17%	18%	19%	20%	21%	27%	21%	21%	19%	18%	21%
7	15%	12%	17%	17%	17%	22%	15%	14%	14%	18%	17%	19%	15%	18%	16%	15%	16%
8	14%	8%	13%	15%	15%	16%	12%	10%	12%	16%	17%	10%	11%	17%	10%	15%	15%



## 'Most Important' Service Quality Areas



This table outlines the percent of respondents who selected various areas of service as their number one priority. The average across members is displayed in the final column labelled 'All'.

Select a service quality area from the legend to highlight it in the table.

### Service Quality Area

- Availability
- Comfort
- Customer Care
- Ease of use
- Environment
- Information
- Security
- Time

Percent of Respondents Who Ranked Service Quality Areas as Top 1 Most Important (2022)

	Bf	Ch	Dy	Eu	FH	FI	HR	Mw	OC	Rc	RI	SB	SP	ST	UT	Vc	All
1	62%	58%	56%	57%	42%	45%	56%	65%	55%	55%	49%	45%	58%	54%	60%	56%	54%
2	11%	21%	13%	13%	15%	14%	14%	14%	15%	13%	11%	14%	11%	12%	16%	13%	13%
3	10%	11%	8%	8%	15%	11%	10%	9%	11%	9%	10%	12%	9%	10%	7%	12%	11%
4	4%	4%	5%	5%	7%	8%	5%	4%	6%	5%	5%	12%	7%	5%	6%	6%	5%
5	3%	2%	4%	5%	5%	4%	3%	2%	3%	5%	4%	5%	4%	5%	5%	4%	4%
6	3%	1%	4%	4%	5%	4%	2%	2%	3%	4%	4%	4%	2%	4%	2%	3%	3%
7	3%	1%	3%	3%	4%	4%	2%	1%	2%	4%	4%	4%	2%	3%	2%	2%	3%
8	2%	0%	1%	3%	4%	3%	2%	1%	2%	2%	4%	2%	2%	3%	1%	2%	2%

3.1 Prio  
rities of  
Servic..

3.2 Top 3 Service Quality Areas

3.3 'Most Important' Service  
Quality Areas

**Section 4: Overall Satisfaction  
and Net Promoter Score**

4.1 High-level Customer  
Satisfaction Results

4.2 Overall Customer  
Satisfaction: Trends

4.3 Net  
Promoter  
Score: Dis..



**American Bus  
Benchmarking Group**

# **Customer Satisfaction Survey**

## **Section 4**

### **Overall Satisfaction and Net Promoter Score**

**In this section:**

**High-level Satisfaction Results**

**Net Promoter Score (NPS)**

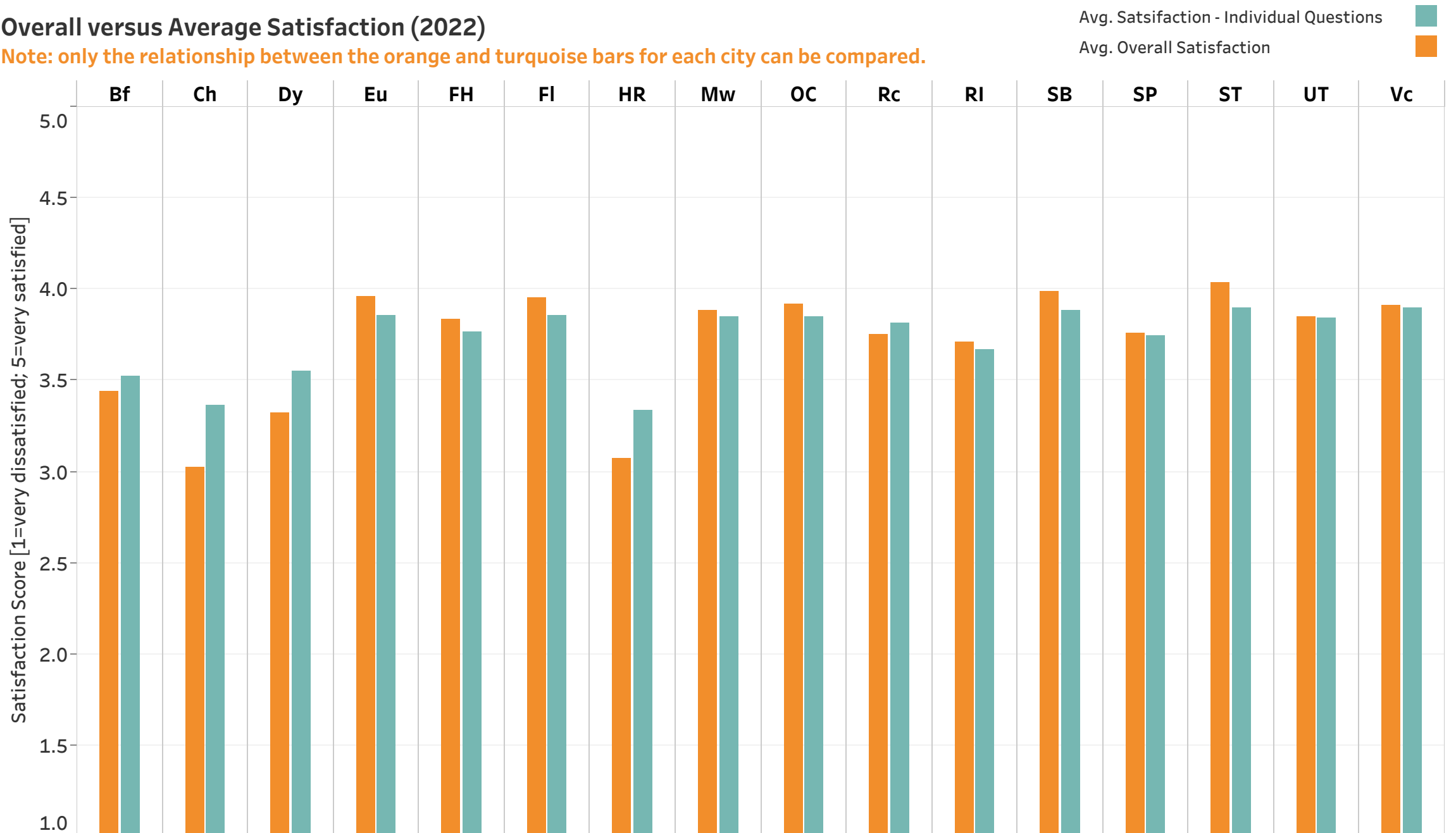
# High Level Customer Satisfaction Results



The questionnaire included a control question: 'How satisfied are you overall with the bus services in the city?' (1=very dissatisfied, 5=very satisfied). In the graph below, the orange bar represents the average score of all cleaned responses for the overall satisfaction question. The turquoise bar represents the average score of all cleaned responses for the 19 individual questions of the survey.

## Overall versus Average Satisfaction (2022)

**Note: only the relationship between the orange and turquoise bars for each city can be compared.**





## Net Promoter Score: Disaggregate Distribution

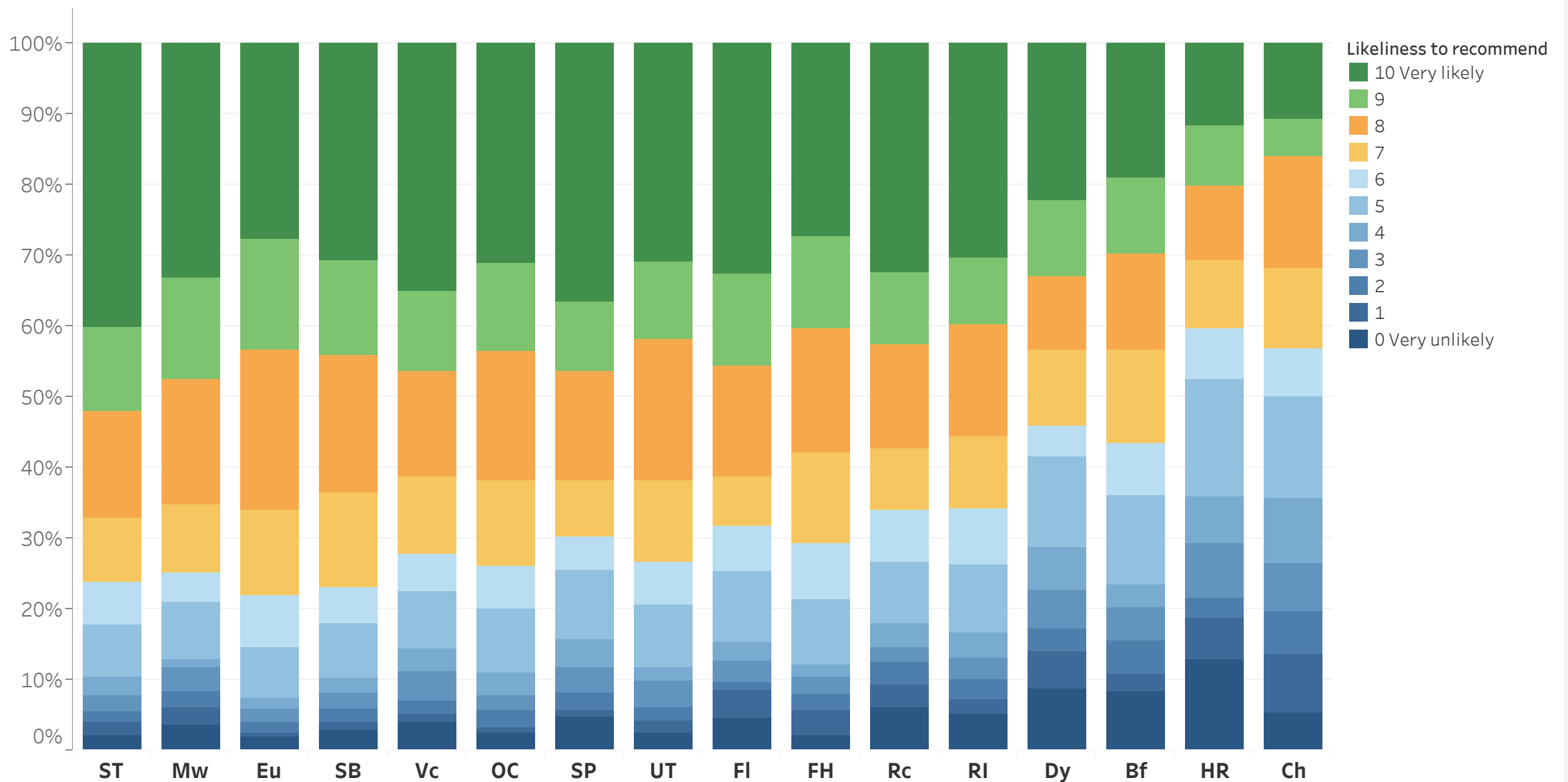


Respondents were asked the question 'Please rate how likely you would be to recommend the service to a friend or family member (0 not likely at all, 10 very likely)?'.

Scores are classified as promoters (9-10), neutrals (7-8), and detractors (0-6). The percentage of promoters minus the percentage of detractors equals the net promoter score (P-D = NPS).

This graph first illustrates the breakdown of each score prior to classification, with members ranked according to their NPS score.

**Distribution of 'Recommend to a Friend' (2022)**

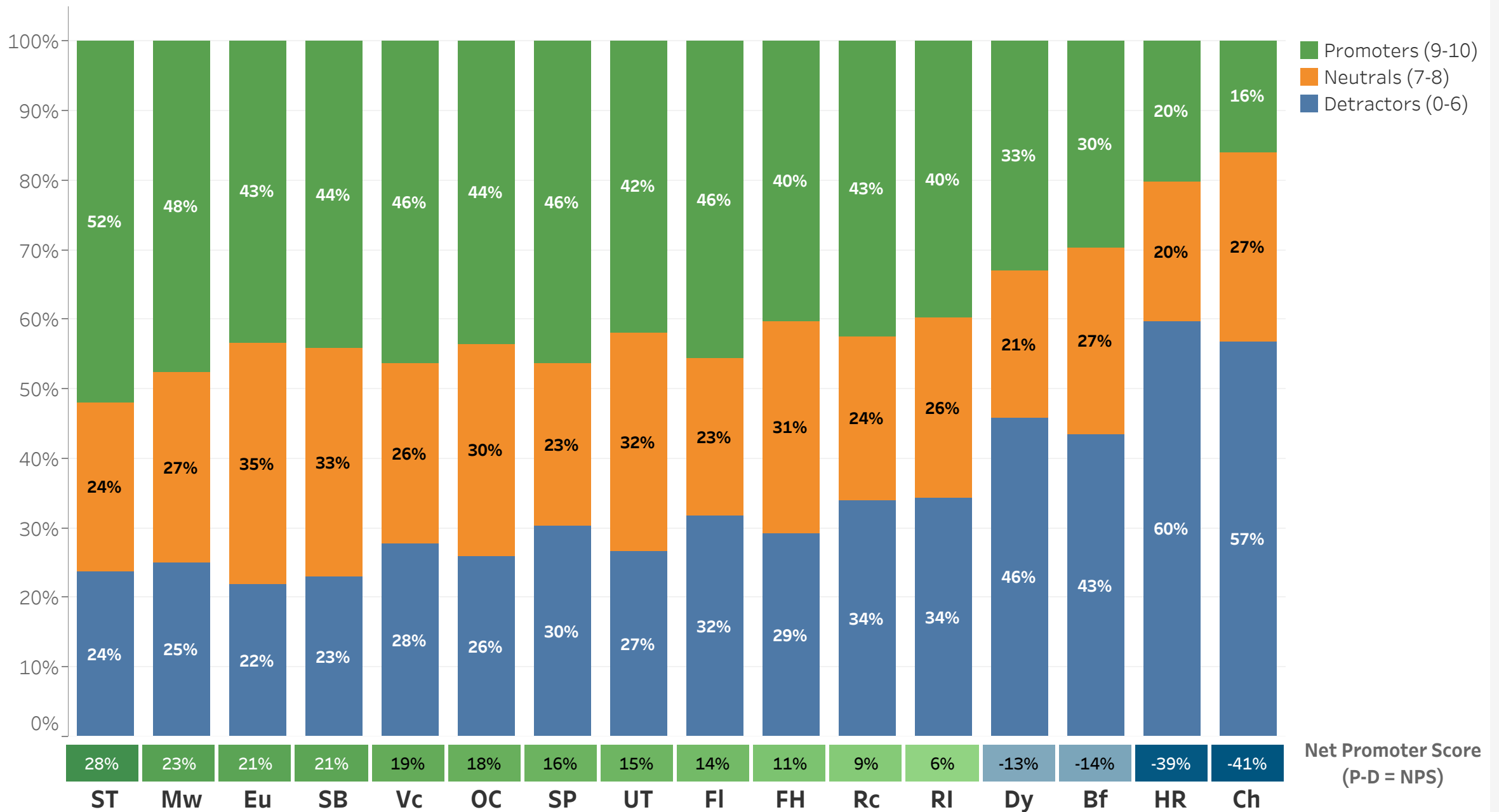


## Net Promoter Score: Grouped Distribution



This graph develops the previous graph by classifying each score into one of promoters (9-10), neutrals (7-8) or detractors (0-6). The Net Promoter Score is calculated as the percentage of promoters minus the percentage of detractors (P-D = NPS). A score above 0 means that there are more promoters than detractors.

### Distribution of 'Recommend to a Friend' (2022)







**American Bus  
Benchmarking Group**

# **Customer Satisfaction Survey**

## **Section 5**

### **Individual Member Results**

**In this section the following results are provided for each member city:**

**Demographics of Respondents**

**Distribution of Satisfaction Levels per Question**

**Average Satisfaction Scores**

**Service Quality Area Priorities**

**Performance Summary: Priority Maps and Dashboards**



# Survey Respondents Demographics

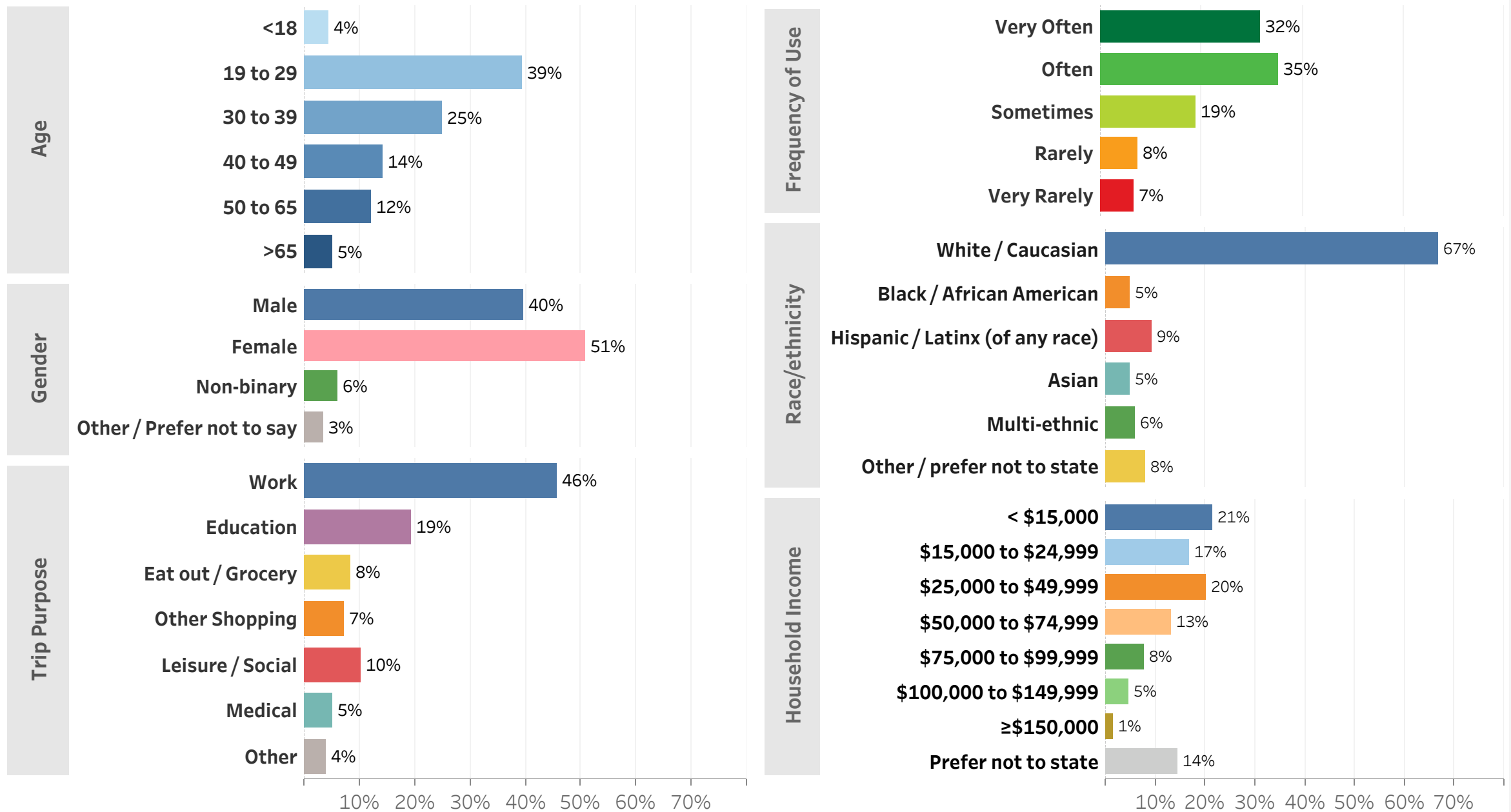


The graph shows the demographic segmentation of those respondents providing cleaned and complete responses. It displays a breakdown of age, gender, trip purpose, frequency of use, race/ethnicity and household income of survey respondents.

You may use the dropdown menu on the right to select a different member to display on the graph.

**Member**  
Eu

## Demographics of Respondents (Eugene LTD) (2022)



## Distribution of Satisfaction Levels per Question

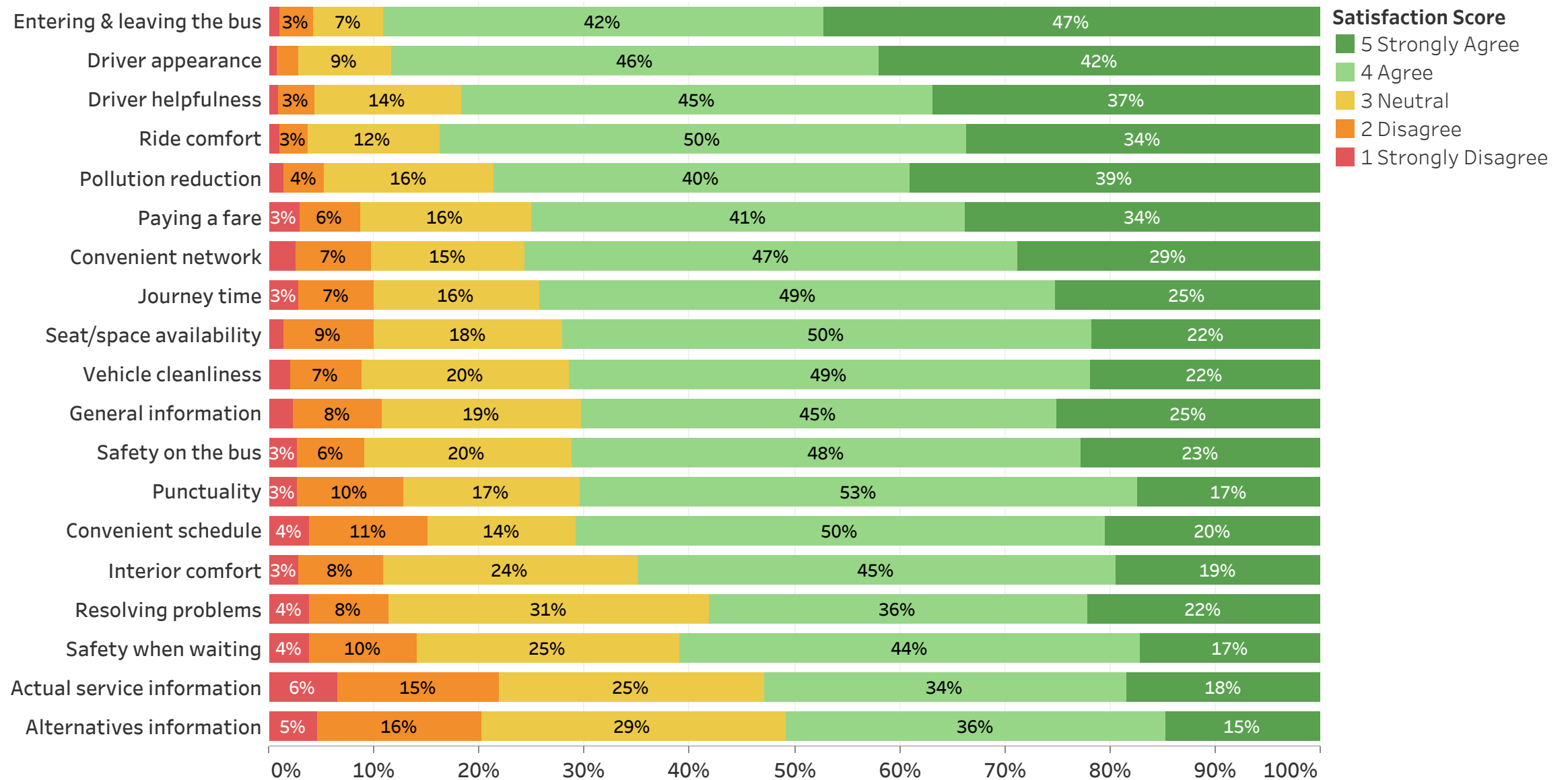


The chart shows the proportion of respondents that strongly agreed, agreed, felt neutral, disagreed, or strongly disagreed with each question. The questions are ranked on their average satisfaction score with the highest satisfaction at the top and the lowest satisfaction at the bottom. This helps us to understand the extent to which satisfaction is polarized. Each question has been abbreviated for graph legibility.

You may use the dropdown menu on the right to select a different member to display on the graph.

**Member**  
Eu

### Distribution of Satisfaction Levels per Question (Eugene LTD) (2022)



## Results of the ABBG Customer Satisfaction Survey



The graph displays the absolute score results (latest year) for each question asked at an individual (city by city) level. The blue bar represents the average score of all cleaned responses for each of the 19 individual questions. Results are ranked from most satisfied to least satisfied for each member regarding the average customer satisfaction scores for all 19 questions. The satisfaction scores are between 1 and 5, with 5 being most satisfied and 1 being least satisfied. You may use the dropdown menu on the right to select a different member to display on the graph.

**Member**  
Eu

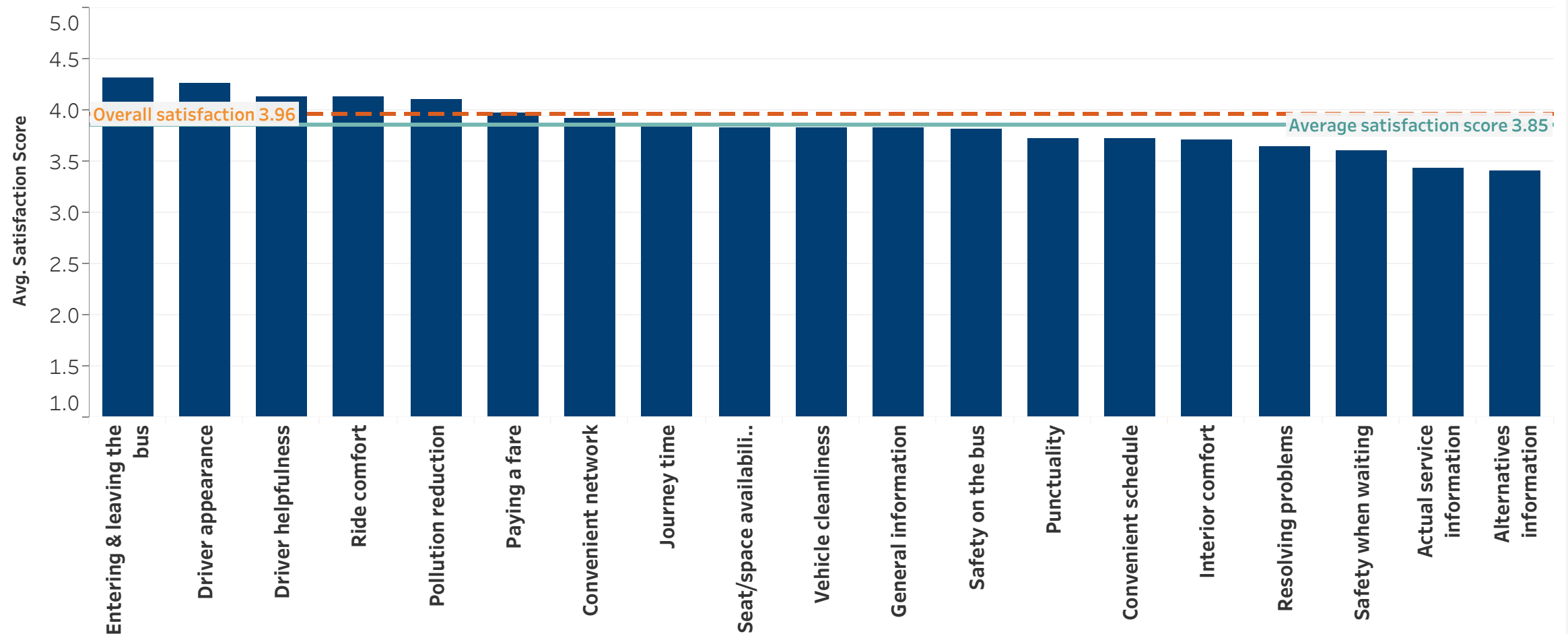
**Average Satisfaction**  
3.86

The average score of all 19 individual questions. Represented by the turquoise line.

**Overall Satisfaction**  
3.96

The average score of all cleaned responses for the overall satisfaction (control) question. Represented by the orange dashed line.

### Levels of satisfaction with bus services (Eugene LTD) (2022)





# Customer Journey Satisfaction Levels



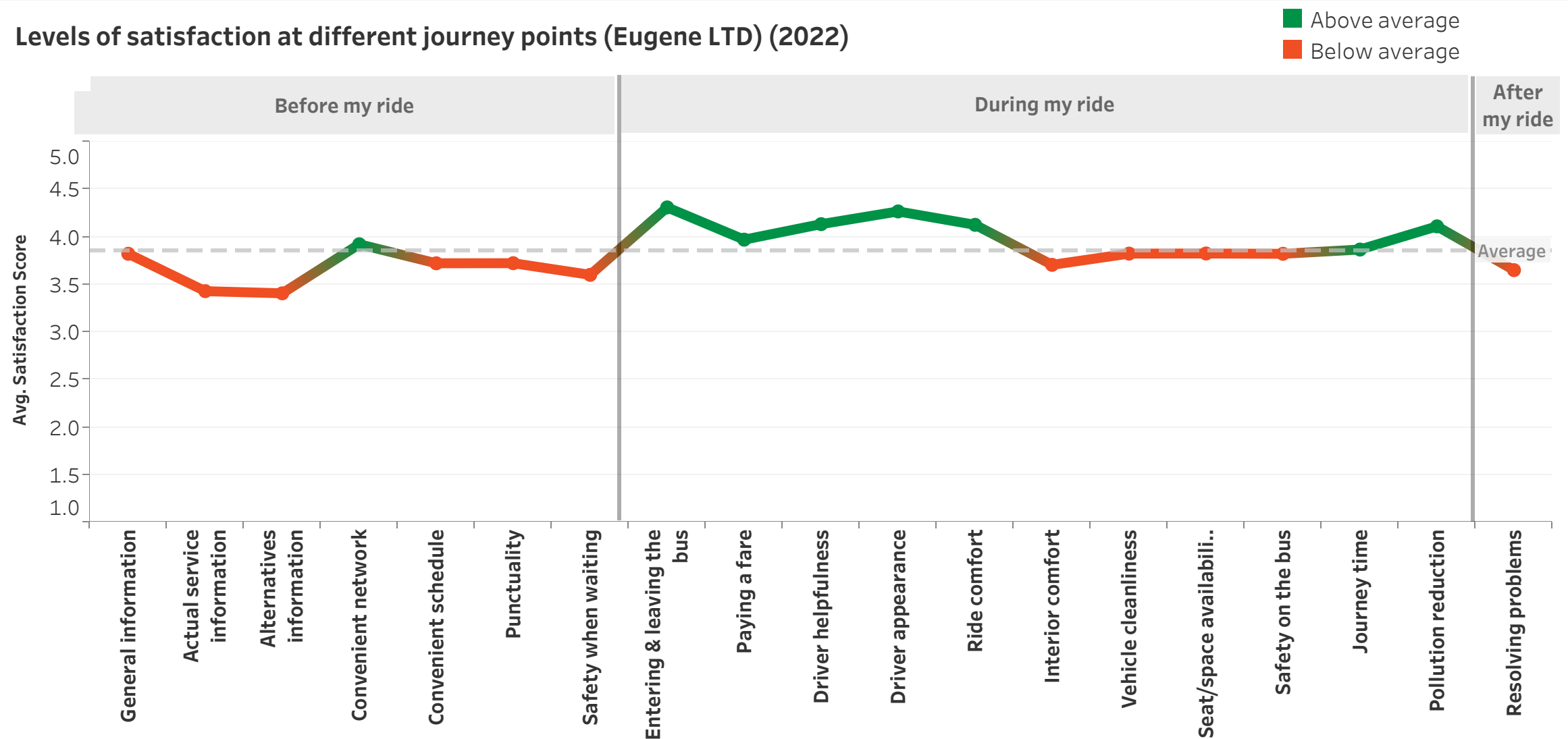
The graph displays the average Absolute Satisfaction Score for each question. The questions are ordered by each phase of the customer journey (before, during and after my ride). You may use the dropdown menu on the right to select a different member to display on the graph, or to switch between absolute satisfaction scores and normalised scores.

**Member**  
Eu

**Customer Journey View**  
Absolute Satisfaction Score

The Absolute Satisfaction Score view shows the absolute average of all 19 satisfaction questions (grey line), and the questions' absolute scores are shown in green (when exceeding the average) or red (when below the average). This allows you to track where your customers are on average more satisfied than on other parts of the journey.

Levels of satisfaction at different journey points (Eugene LTD) (2022)



## Customer Journey Satisfaction Levels



The graph displays the average Normalised Score for each question. The questions are ordered by each phase of the customer journey (before, during and after my ride).

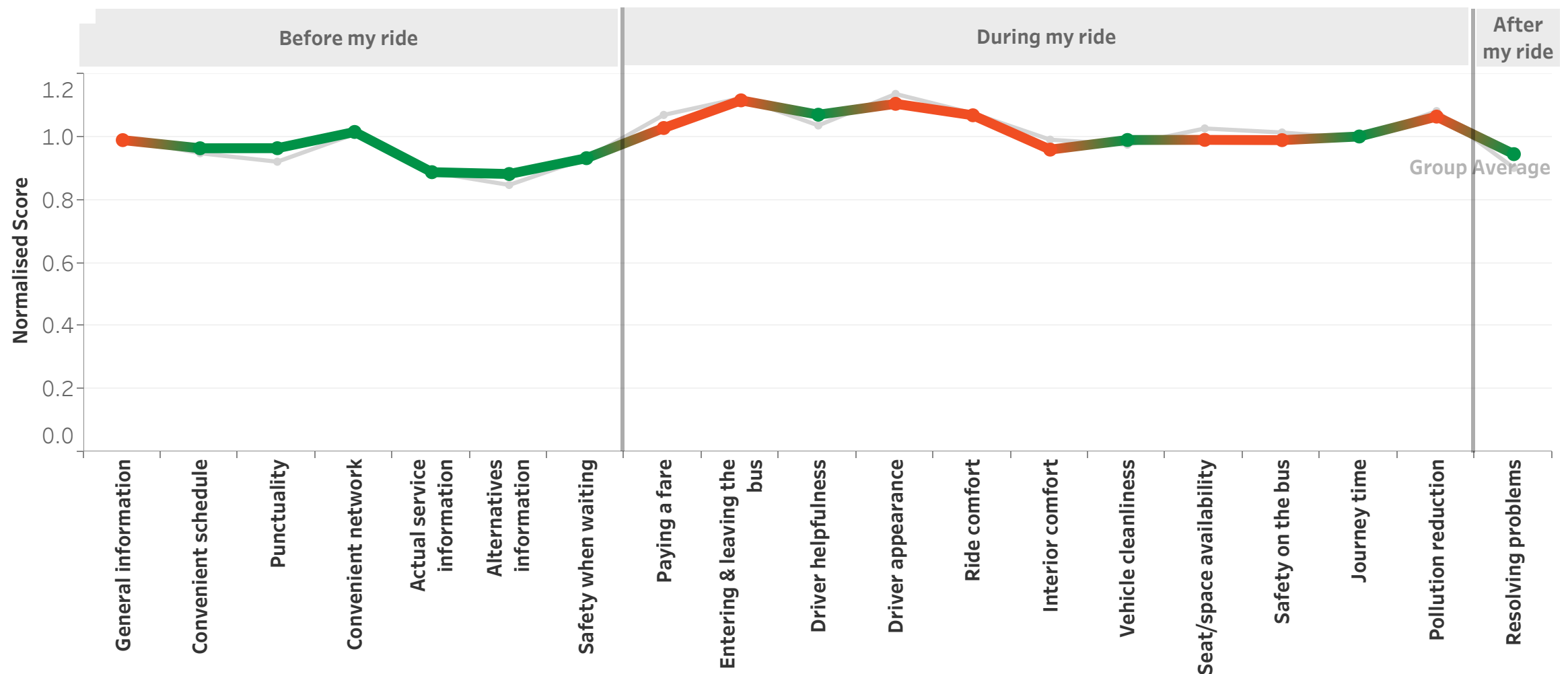
You may use the dropdown menu on the right to select a different member to display on the graph, or to switch between absolute satisfaction scores and normalised scores.

The Normalised Satisfaction Score view allows for a comparison of the satisfaction levels throughout the journey compared to the average of all participating cities, represented by the grey line (see section 6.1 for an explanation of the normalisation methodology). When your respondents are on average more satisfied with a particular part of their journey compared to respondents of other agencies, this will be represented by a green line, and when relatively less satisfied this is represented in red.

**Member**  
Eu

**Customer Journey View**  
Normalised Score

Levels of satisfaction at different journey points (Eugene LTD) (2022)



## Service Quality Area Priorities: Indices

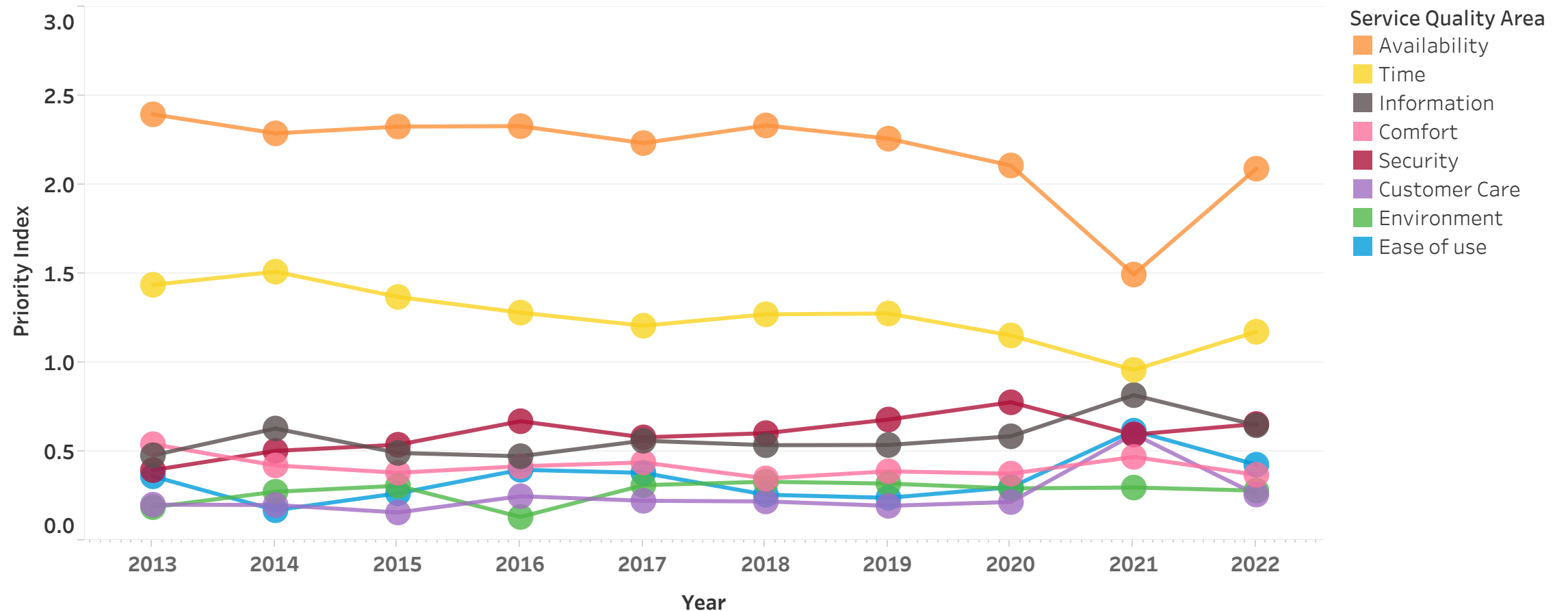


The chart shows the eight service quality areas over time relative to their actual importance.

Further details about the calculations used for the priority index can be found by selecting the information icon in the top right-hand corner of the chart.

**Member**  
Eu

### Service Quality Areas Priorities - Indices (Eugene LTD)



Respondents were asked to select, out of the eight service quality areas, their 1st priority (which was given the weight of 3 points), 2nd priority ( " 2 points) and 3rd priority ( " 1 point). Priority areas not selected received zero points.

Therefore, the average score a service quality area can receive lies between 0 and 3. For example, if all respondents select 'availability' as their highest priority, the average score for 'availability' is 3. If 50% of all respondents select 'availability' as their highest priority (and none as 2nd or 3rd priority), the average score for 'availability' is 1.5, etc.

## Service Quality Area Priorities: Ranked

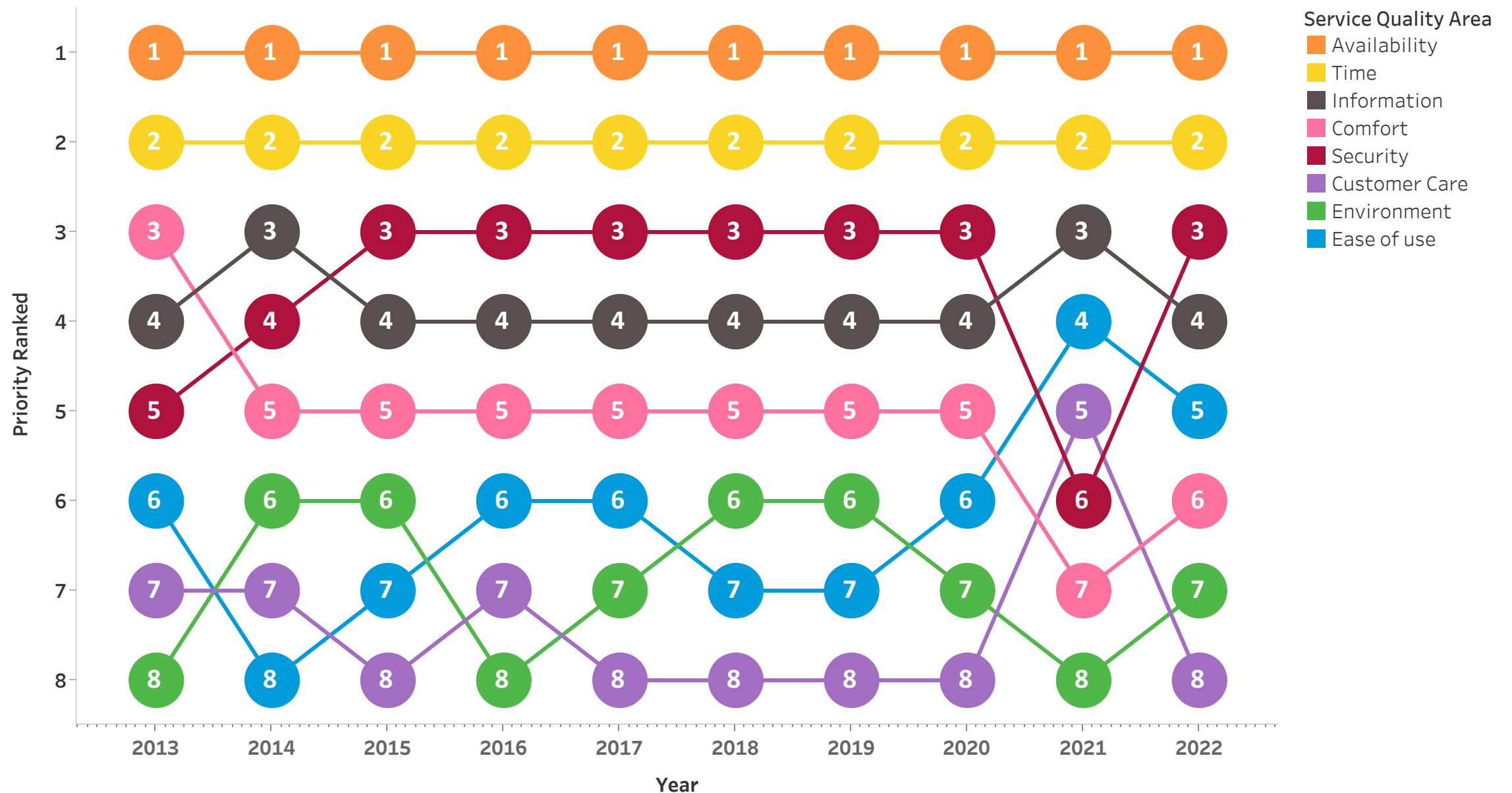


The chart shows the absolute rank of the eight service quality areas over time, based on their priority index score. The service quality areas in the graph are ranked from highest priority to lowest priority.

You may use the dropdown menu on the right to select a different member to display on the graph.

**Member**  
Eu

**Service Quality Areas Priorities - Ranked (Eugene LTD)**

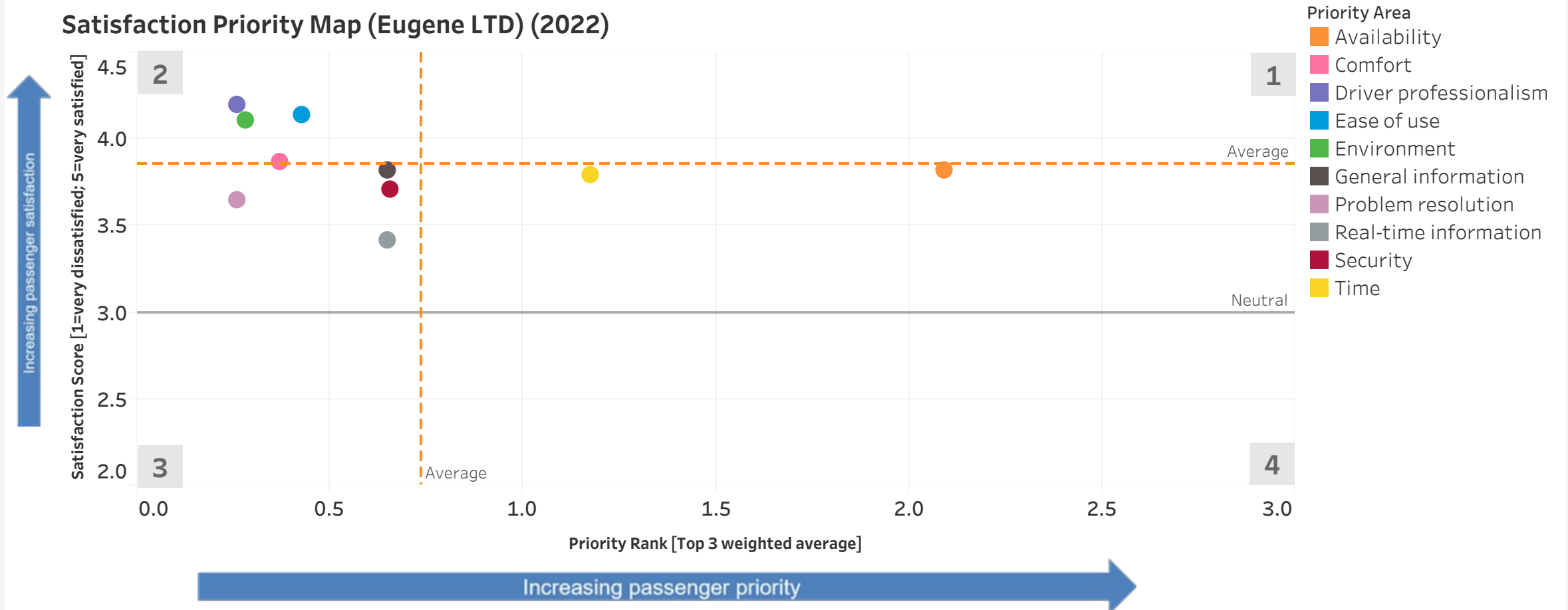




## Satisfaction Priority Map



This performance summary graph is a Satisfaction Priority Map which plots **priority indices** against **average passenger satisfaction per service quality area**. Quadrant 1 shows areas of high priority and high passenger satisfaction. Quadrant 4 of the map illustrates areas where passengers are relatively less satisfied with service levels in areas they hold as high priorities. Service quality areas in this quadrant require management attention.



Four quadrants are created using the average satisfaction score of all questions (orange line) and a weighted priority ranking of 0.75 (= the aggregate 'points' score for the Top 3 priorities (3+2+1=6), divided by the 8 service quality areas). The continuous grey marks the 'neutral' satisfaction score of 3. Please note that while satisfaction can range from 1 (very dissatisfied) to 5 (very satisfied), the satisfaction axis on this chart is set from 2 to 4.5 to increase legibility.

Looking at the satisfaction scores for the three questions within the 'Information' service quality area, it was noted that often the scores for 'Actual service information' and 'Alternatives information' have similar scores, while 'General information' has a substantially different score. To show this distinction, 'Information in terms of 'Real-time information' (i.e. for 'Actual service information' and 'Alternatives information') has been separated from 'Information' in terms of 'General information' in these Quad maps. Similarly, 'Customer care' has been split in to 'Driver professionalism' (incorporating 'Driver helpfulness' and 'Driver appearance') and 'Problem resolution'. The average weighted priority score remains the same for these 'sub-groups' and hence they are always lined-up exactly vertically.

Satisfaction is illustrated using the average satisfaction of that service quality area for each response. For example, the average satisfaction scores of 'Interior comfort', 'Ride comfort', 'Cleanliness' and 'Internal ambiance' are aggregated to determine the satisfaction for the 'Comfort' service quality area.

## Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and the top three priorities, broken down by Age. The last column shows the average percentage across all of the categories for the selected demographic.

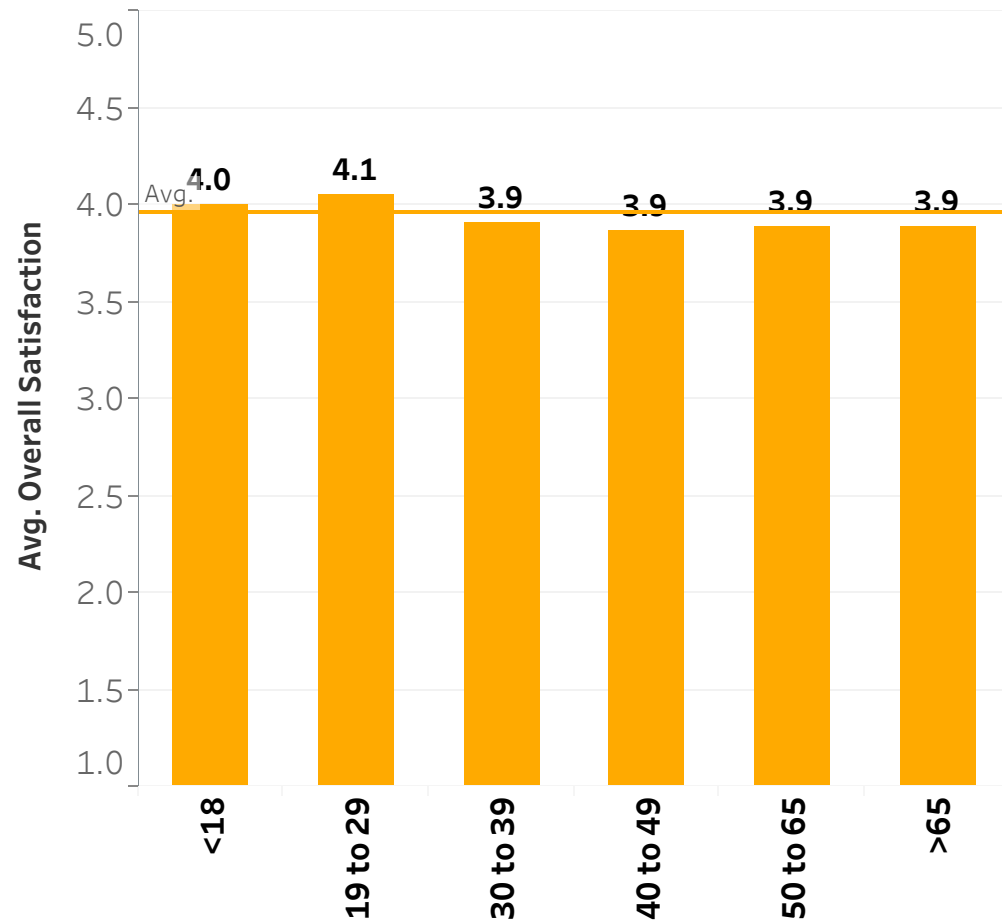
**Note:** categories that have a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

Select a demographic and a member using the drop down menus to the right.

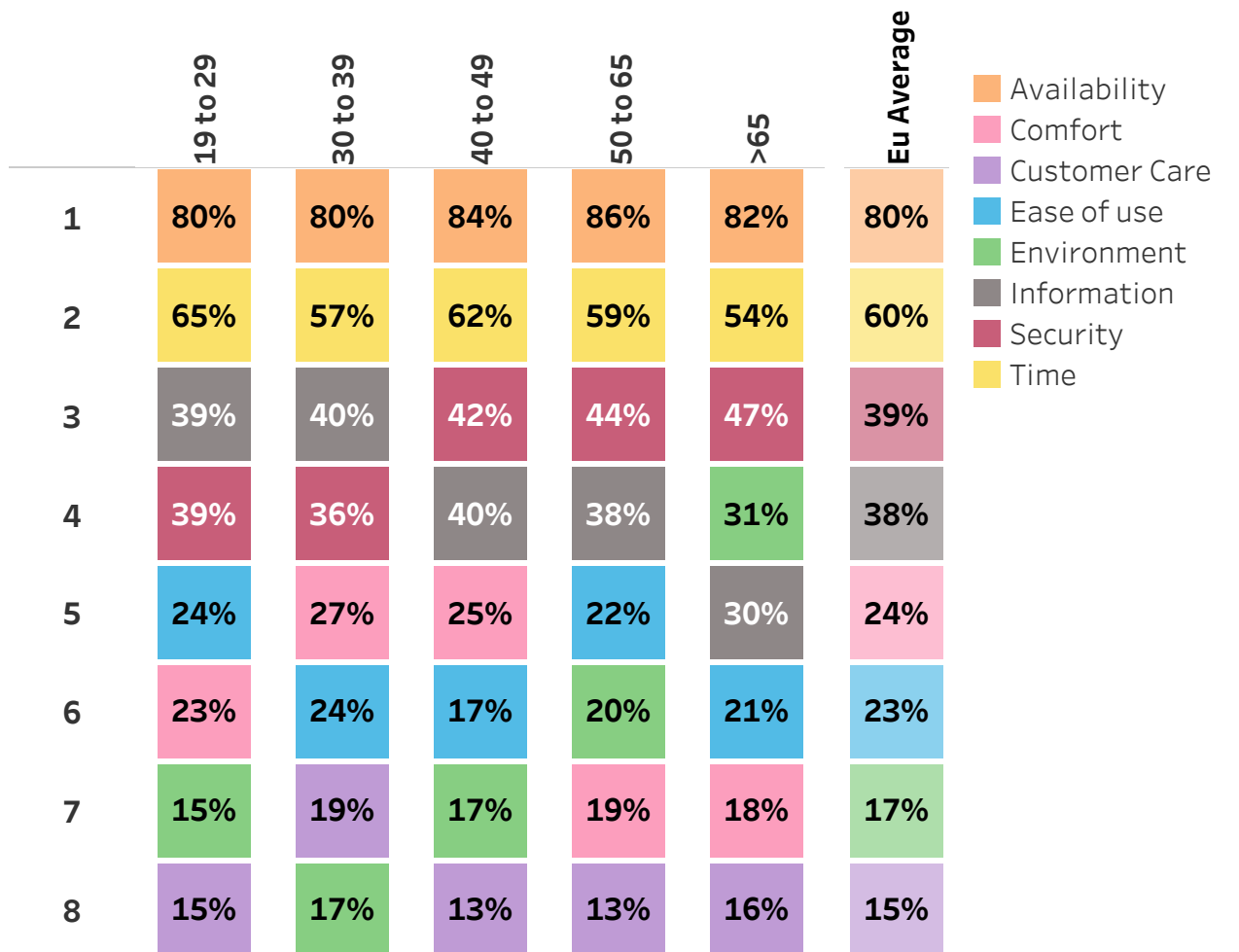
**Member**  
Eu

**Demographic**  
Age

**Average Overall Satisfaction by Age (2022)**  
Eugene LTD



**Top 3 Most Important By Age (2022)**  
Eugene LTD



**Note:** Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

## Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and the top three priorities, broken down by Frequency of use. The last column shows the average percentage across all of the categories for the selected demographic.

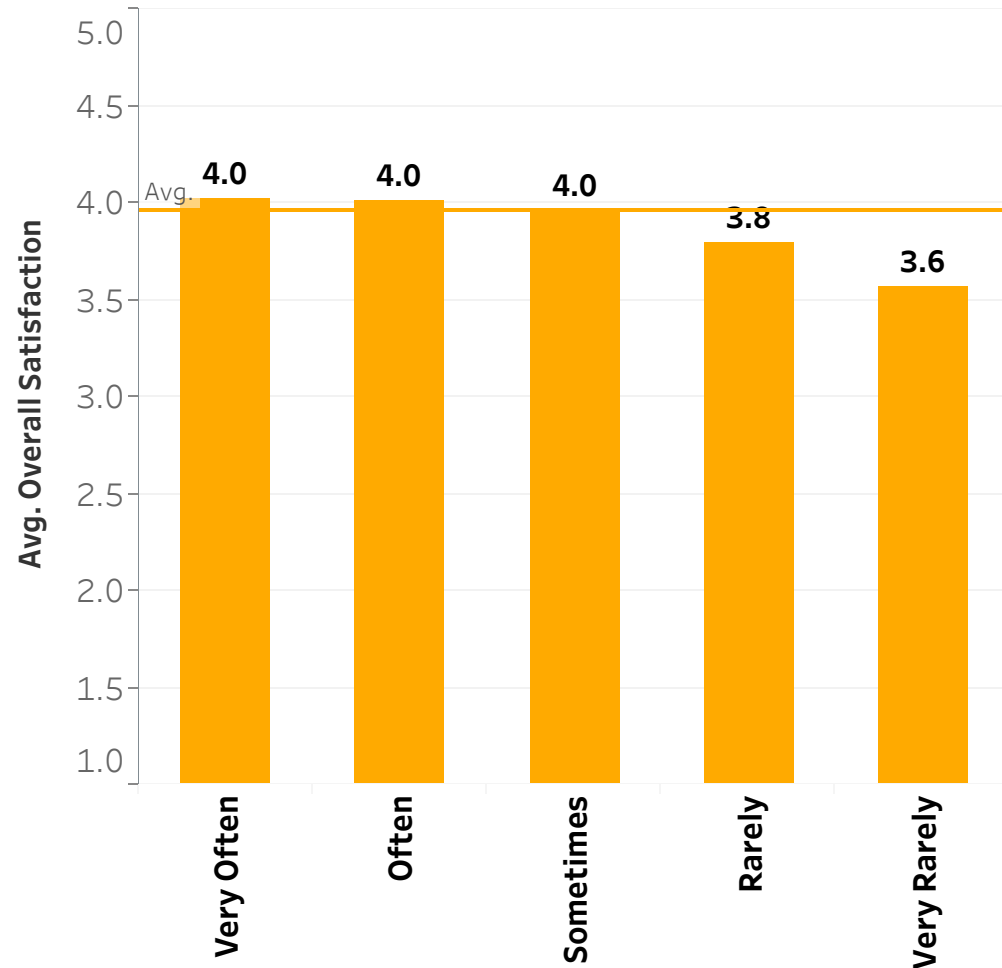
**Note:** categories that have a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

Select a demographic and a member using the drop down menus to the right.

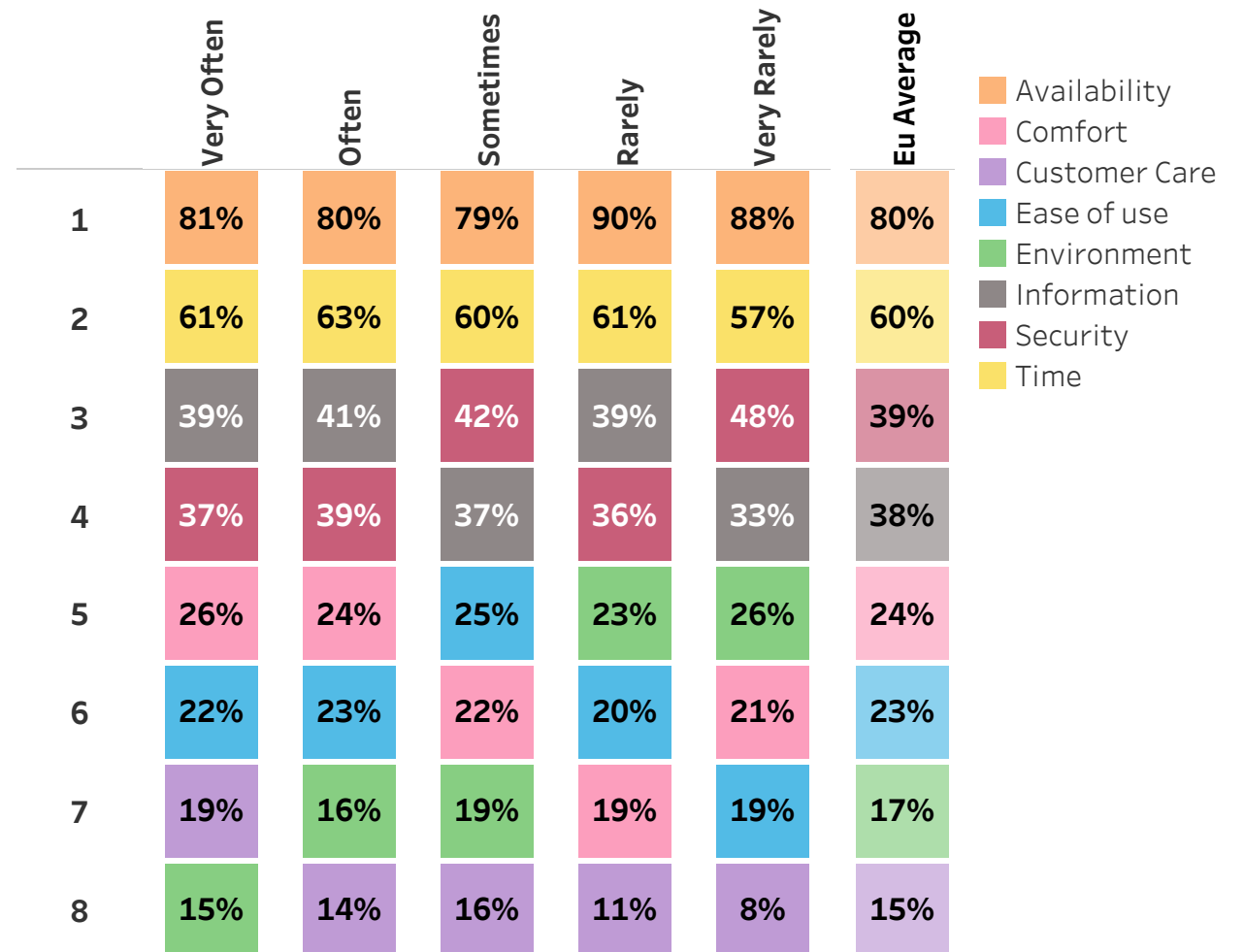
**Member**  
Eu

**Demographic**  
Frequency of use

**Average Overall Satisfaction by Frequency of use (2022)**  
Eugene LTD



**Top 3 Most Important By Frequency of use (2022)**  
Eugene LTD



**Note:** Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

5.8 Priority Map	5.9.1 Overall Satisfaction and Top 3 Priority Results by Demographic: Age	5.9.2 Overall Satisfaction and Top 3 Priority Results by Demographic: Frequency of Use	5.9.3 Overall Satisfaction and Top 3 Priority Results by Demographic: Trip Purpose	5.9.4 Overall Satisfaction and Top 3 Priority Results by Demographic: Gender	5.9.5 Overall Satisfaction and Top 3 Priority Results by Demographic: Race/Ethnicity	5.9 Overall Satisfactio n and..
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## Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and the top three priorities, broken down by Trip purpose. The last column shows the average percentage across all of the categories for the selected demographic.

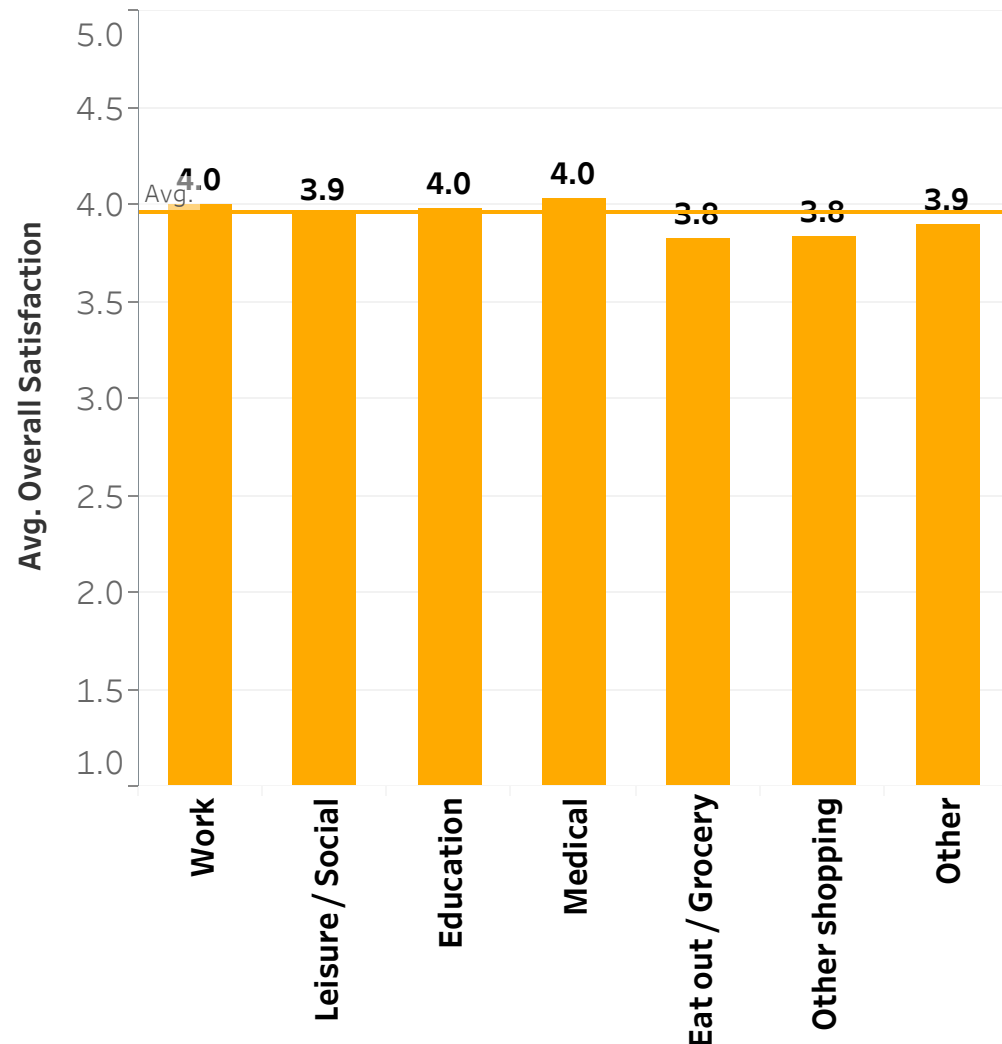
**Note:** categories that have a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

Select a demographic and a member using the drop down menus to the right.

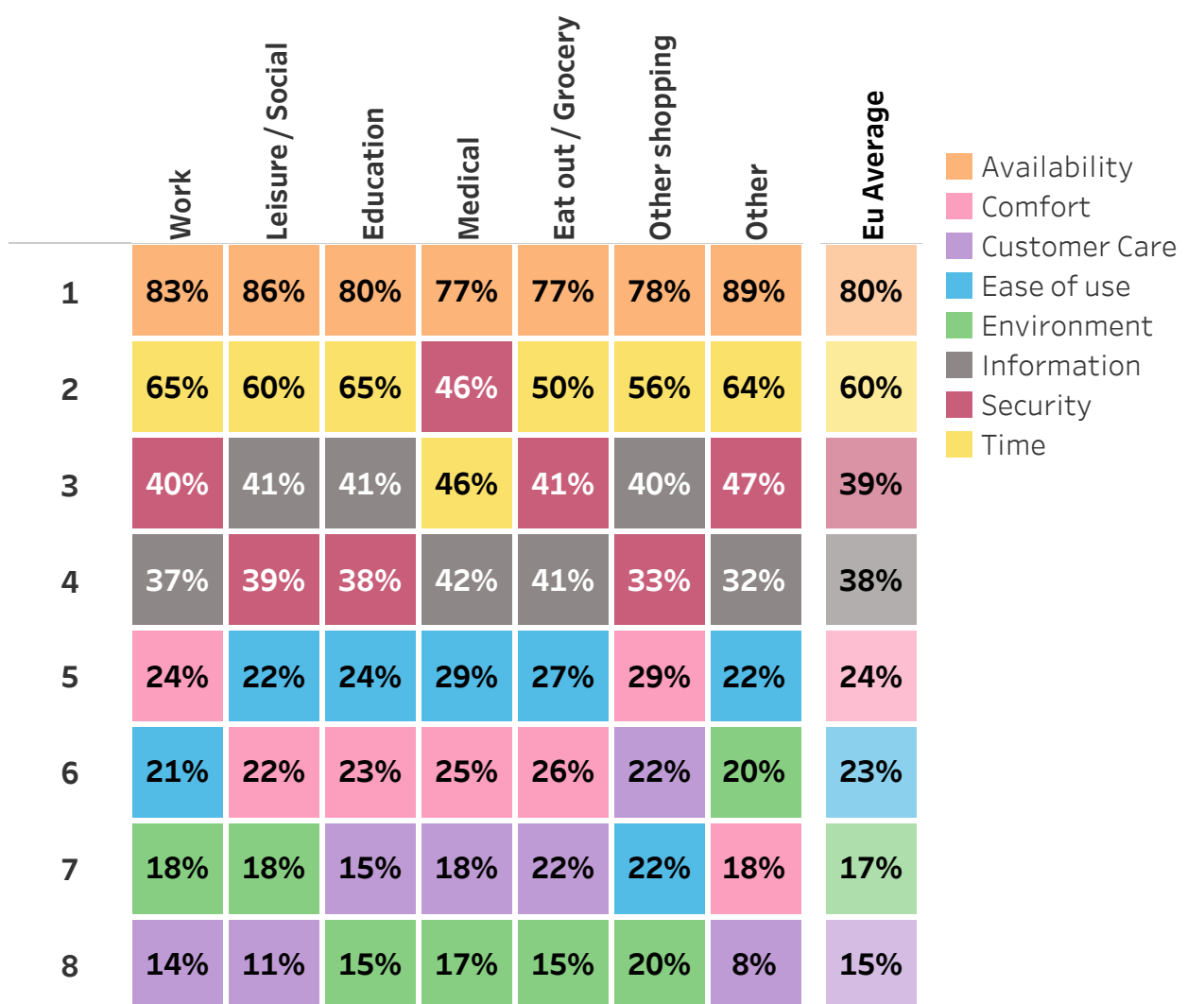
**Member**  
Eu

**Demographic**  
Trip purpose

**Average Overall Satisfaction by Trip purpose (2022)**  
Eugene LTD



**Top 3 Most Important By Trip purpose (2022)**  
Eugene LTD



**Note:** Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

## Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and the top three priorities, broken down by Gender. The last column shows the average percentage across all of the categories for the selected demographic.

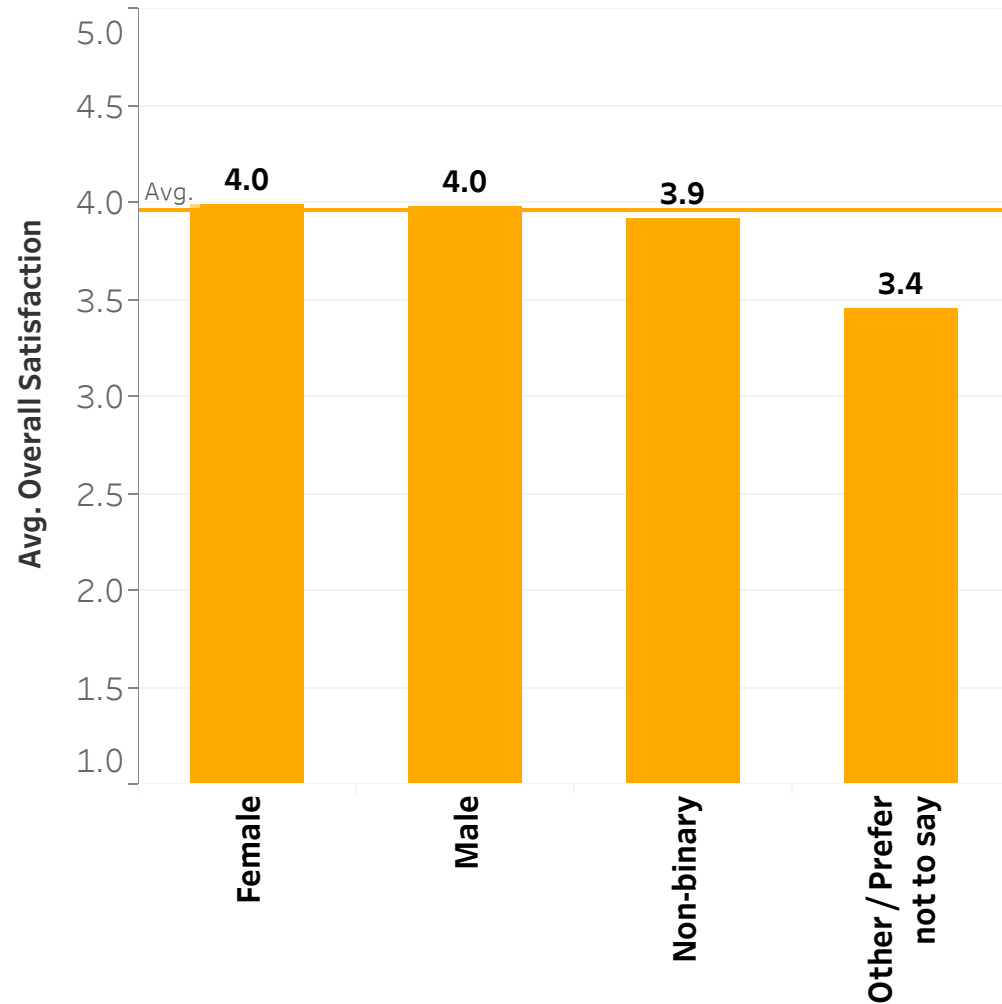
**Note:** categories that have a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

Select a demographic and a member using the drop down menus to the right.

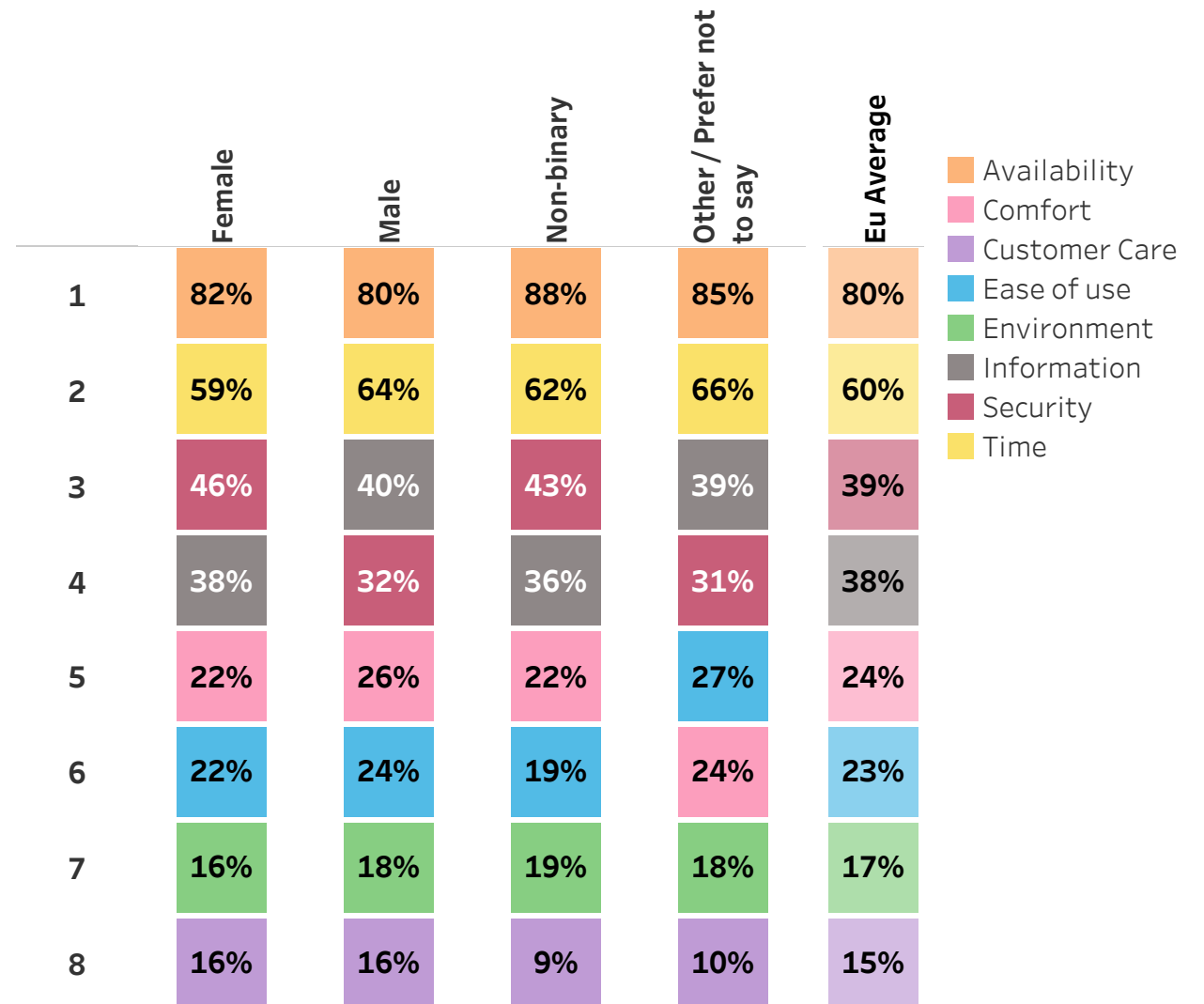
**Member**  
Eu

**Demographic**  
Gender

**Average Overall Satisfaction by Gender (2022)**  
Eugene LTD



**Top 3 Most Important By Gender (2022)**  
Eugene LTD



**Note:** Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

## Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and the top three priorities, broken down by Race/ethnicity. The last column shows the average percentage across all of the categories for the selected demographic.

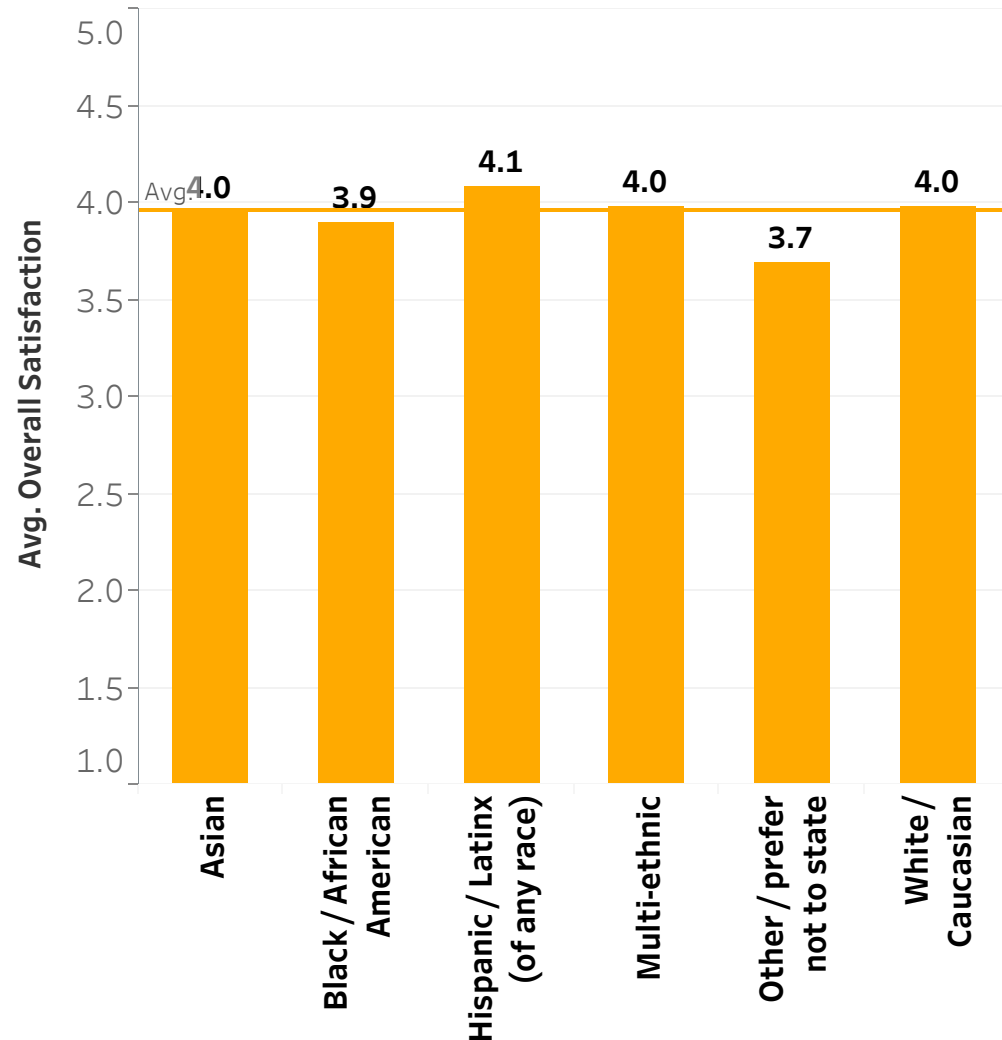
**Note:** categories that have a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

Select a demographic and a member using the drop down menus to the right.

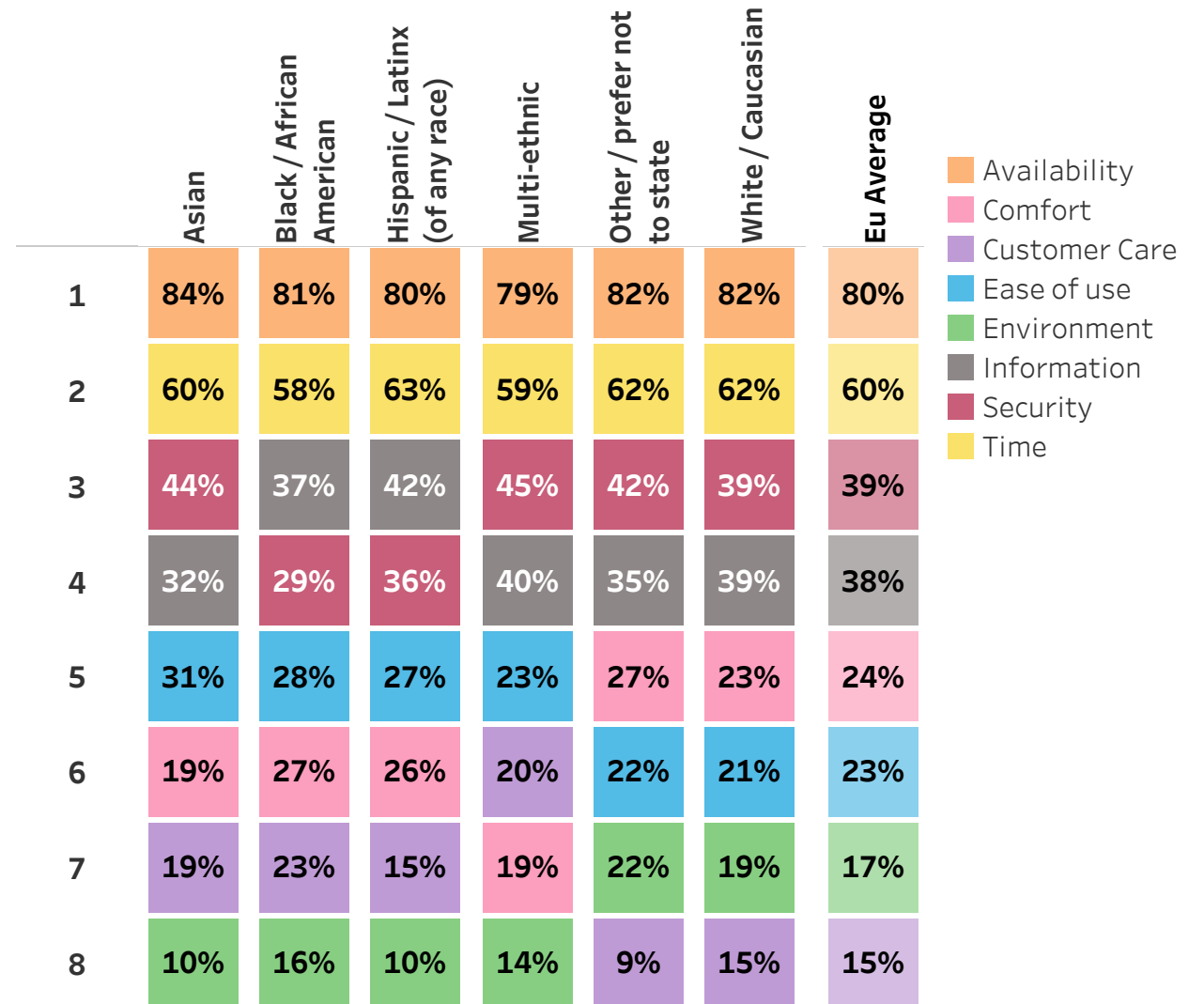
**Member**  
Eu

**Demographic**  
Race/ethnicity

**Average Overall Satisfaction by Race/ethnicity (2022)**  
Eugene LTD



**Top 3 Most Important By Race/ethnicity (2022)**  
Eugene LTD



**Note:** Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

## Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and the top three priorities, broken down by Household Income. The last column shows the average percentage across all of the categories for the selected demographic.

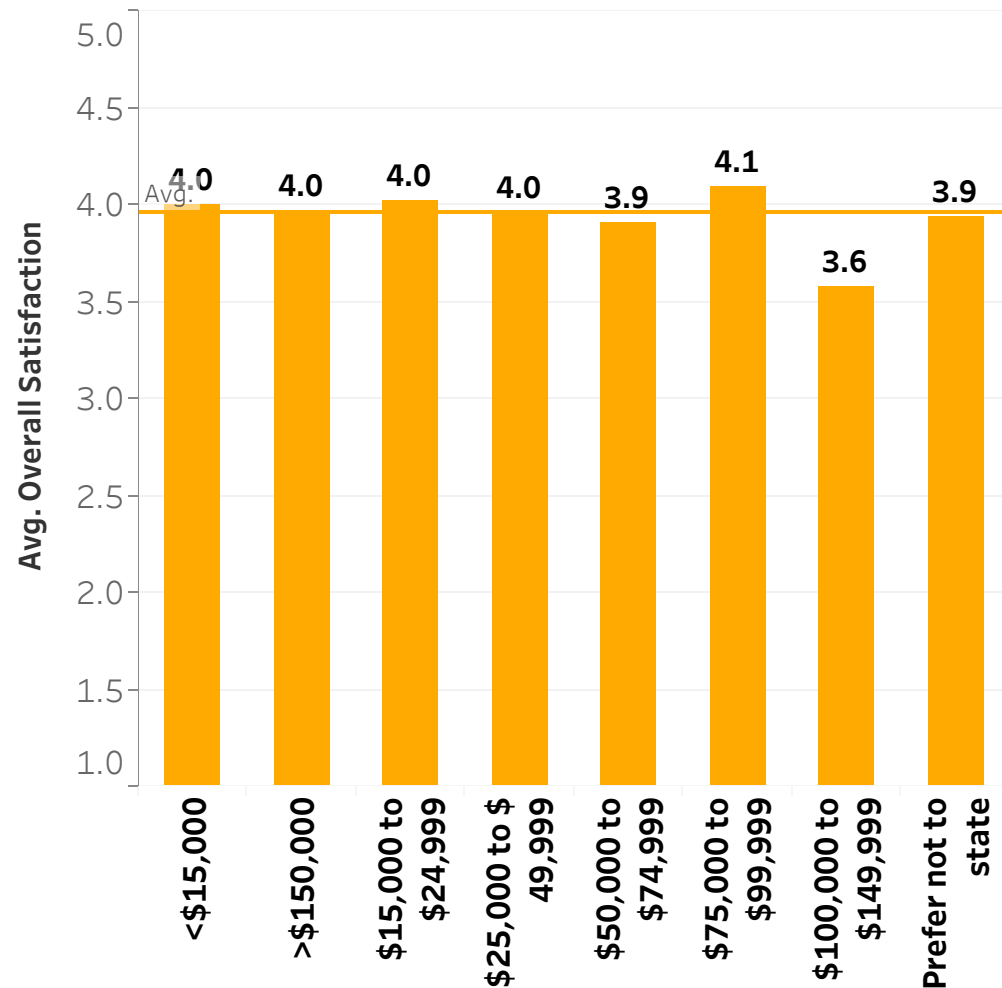
**Note:** categories that have a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

Select a demographic and a member using the drop down menus to the right.

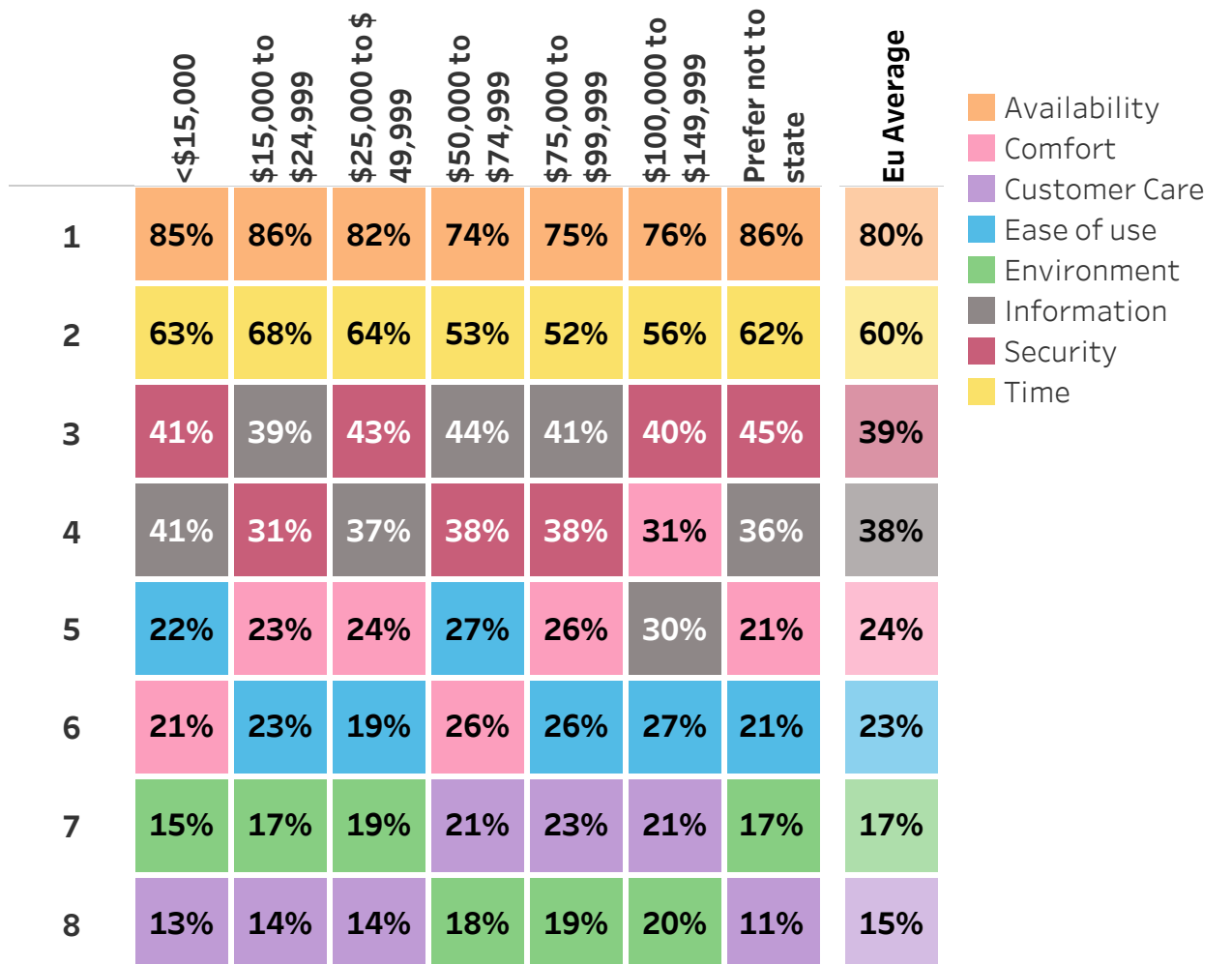
**Member**  
Eu

**Demographic**  
Household Income

**Average Overall Satisfaction by Household Income (2022)**  
Eugene LTD



**Top 3 Most Important By Household Income (2022)**  
Eugene LTD



- Availability
- Comfort
- Customer Care
- Ease of use
- Environment
- Information
- Security
- Time

**Note:** Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

# Performance Dashboard



This dashboard shows the 'relative' performance of each member in relation to the best and worst performers and the median value (i.e. a satisfaction index).

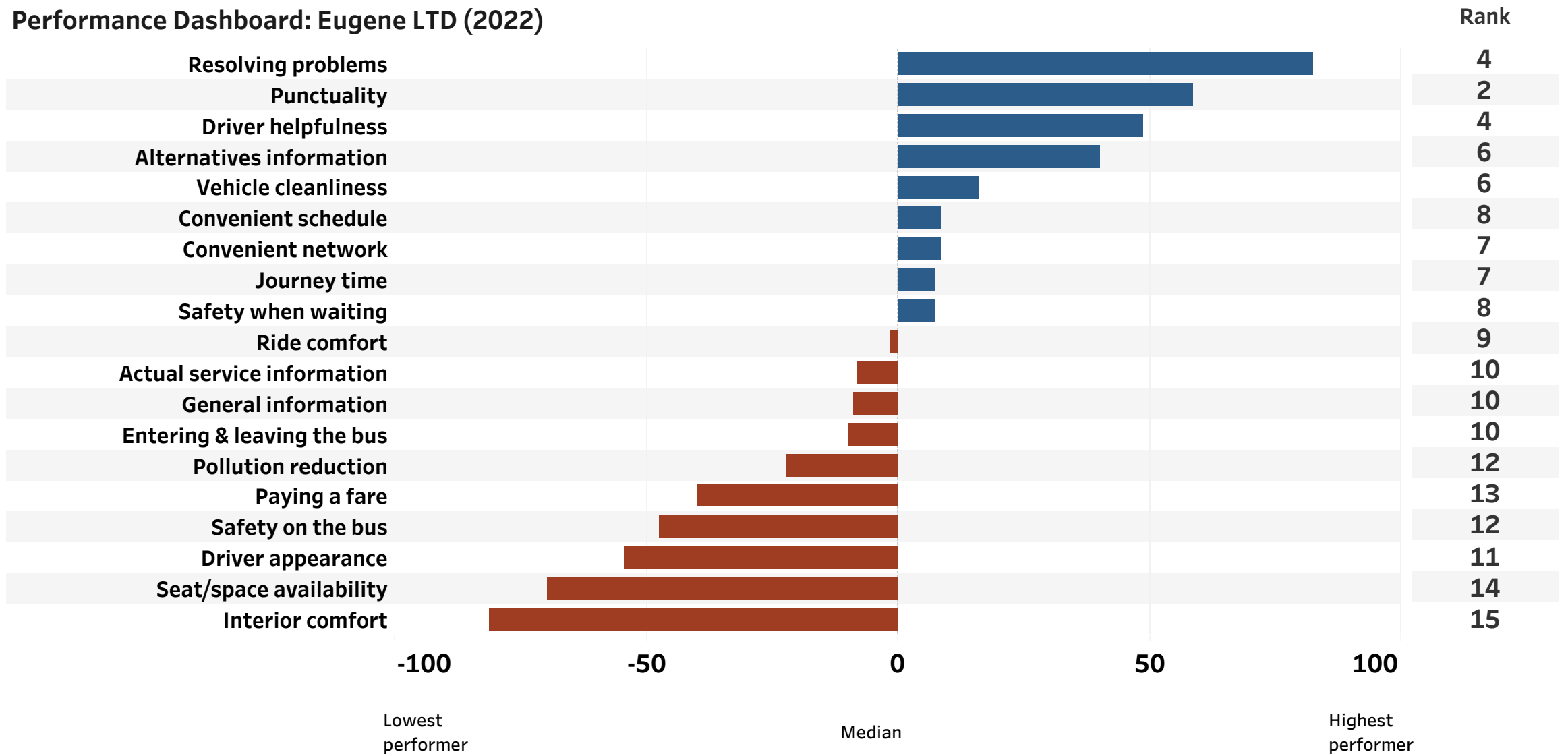
A score of +100 for a service quality area indicates that the respective organization is the best performer in meeting their own customers' expectations on that question. The lowest performance is represented by -100 and the median is at 0. The performance dashboard also shows the 19 individual service quality aspects in order of relative potential for improvement. The organization's rank in how well it is relatively meeting customer expectations is also given.

You may use the dropdown menu on the right to select a different member to display on the graph.

Member

Eu

## Performance Dashboard: Eugene LTD (2022)







**American Bus  
Benchmarking Group**

# Customer Satisfaction Survey

## Section 6

### Normalized Results for All Members

#### In this section:

Normalized results for all members (per question)

## Normalized Results Methodology



Satisfying passengers can also be described as meeting passengers' expectations. Unfortunately for benchmarking, these passengers' expectations will differ from city to city. Therefore comparing the absolute scores will not truly reveal if a bus organization is performing better in satisfying its customers (e.g. meeting their expectations) than another organization.

### Two examples:

**1.** An organization's absolute score for security, for instance, can be the highest of all organizations (e.g. 3.6); however, when compared to its own average score over all questions (for example an average of 3.8), it becomes clear that security is actually an area where passengers are relatively less satisfied.

**2.** Passengers in a second example city are generally less satisfied and/or have high expectations. Their absolute 'security' score can be the lowest of all (e.g. 3.1); however, when compared to its own average score over all questions (for example 2.7), it becomes clear this is actually an area where passengers are relatively more satisfied in this city.

The organization in example two should therefore focus on improving the scores under 2.7, rather than the area for which they score 3.1, even if that area is in absolute terms the worst score out of all organizations in that particular service quality aspect.

To benchmark relative performance in meeting customers' expectations, the next step is for each organization 'j' to normalize the average score for a particular question 'i' by dividing it by the average of the scores of all their questions. In other words, **Satisfaction index 'ij' = Average score Qi / average score of the 19 individual questions, for organization 'j'**.

The following page shows these normalized satisfaction indices for each of the 19 individual questions asked for all participating cities.

### To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question equals the average score for all questions.
- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this service quality aspect than other areas on average.
- The purple line indicates the latest year's average of each organisations' satisfaction index
- Above the purple line means that compared to the other bus operators, an organisation performs better in satisfying their own customers than on average other operators are satisfying their customers on this specific quality area.
- To be a good performer you want to be greater than 1.0 AND/OR above the purple line.



# Normalized Results



The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Select a question or year using the menus to the right.

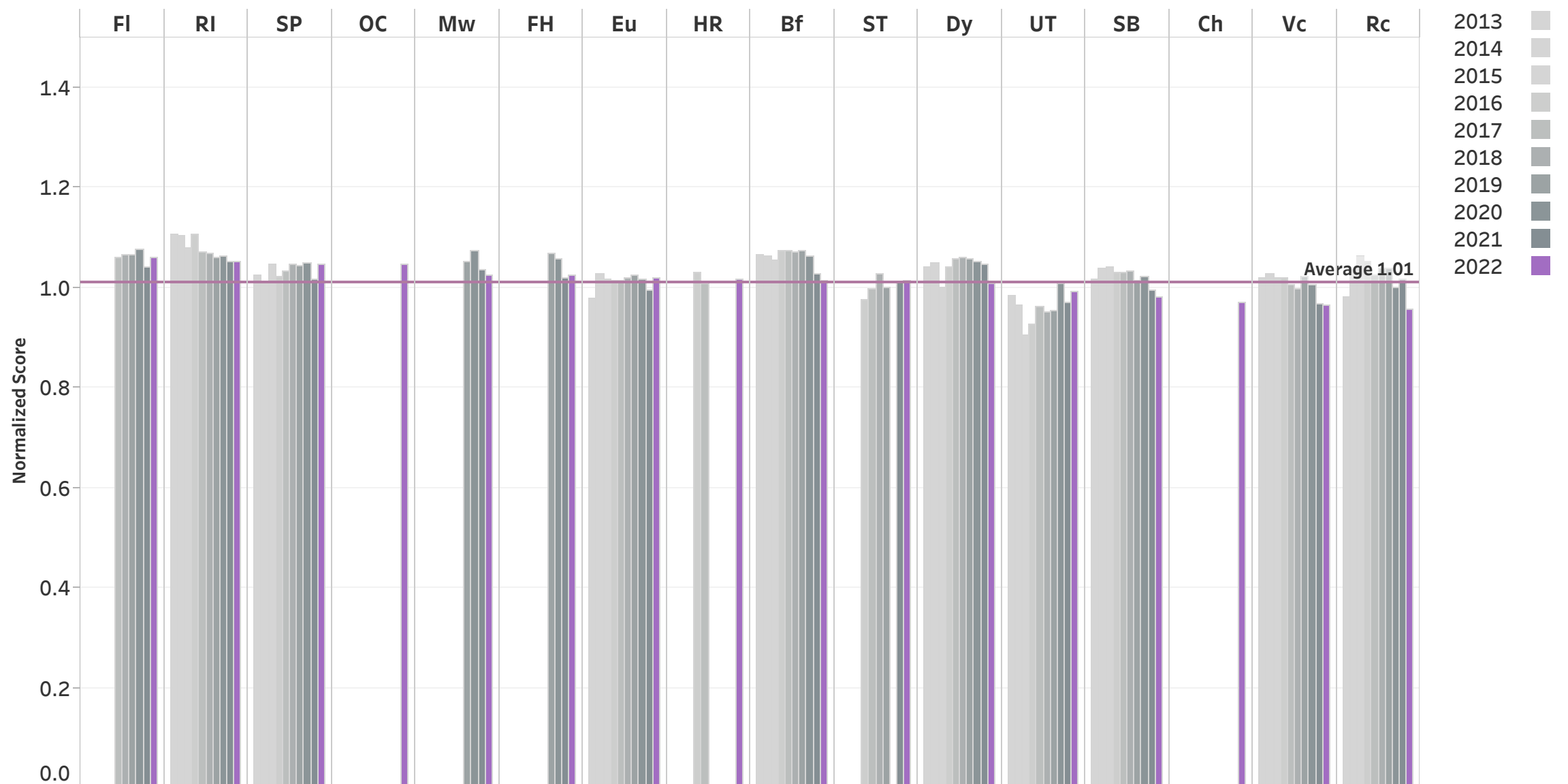
For more information on how to interpret the results, click on the information icon in the top right-hand corner of the chart.

Question  
2: Convenient network

Year  
All

## Normalized Score: Q2 Convenient network

Availability: The bus routes are conveniently located for me













# Normalized Results



The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Select a question or year using the menus to the right.

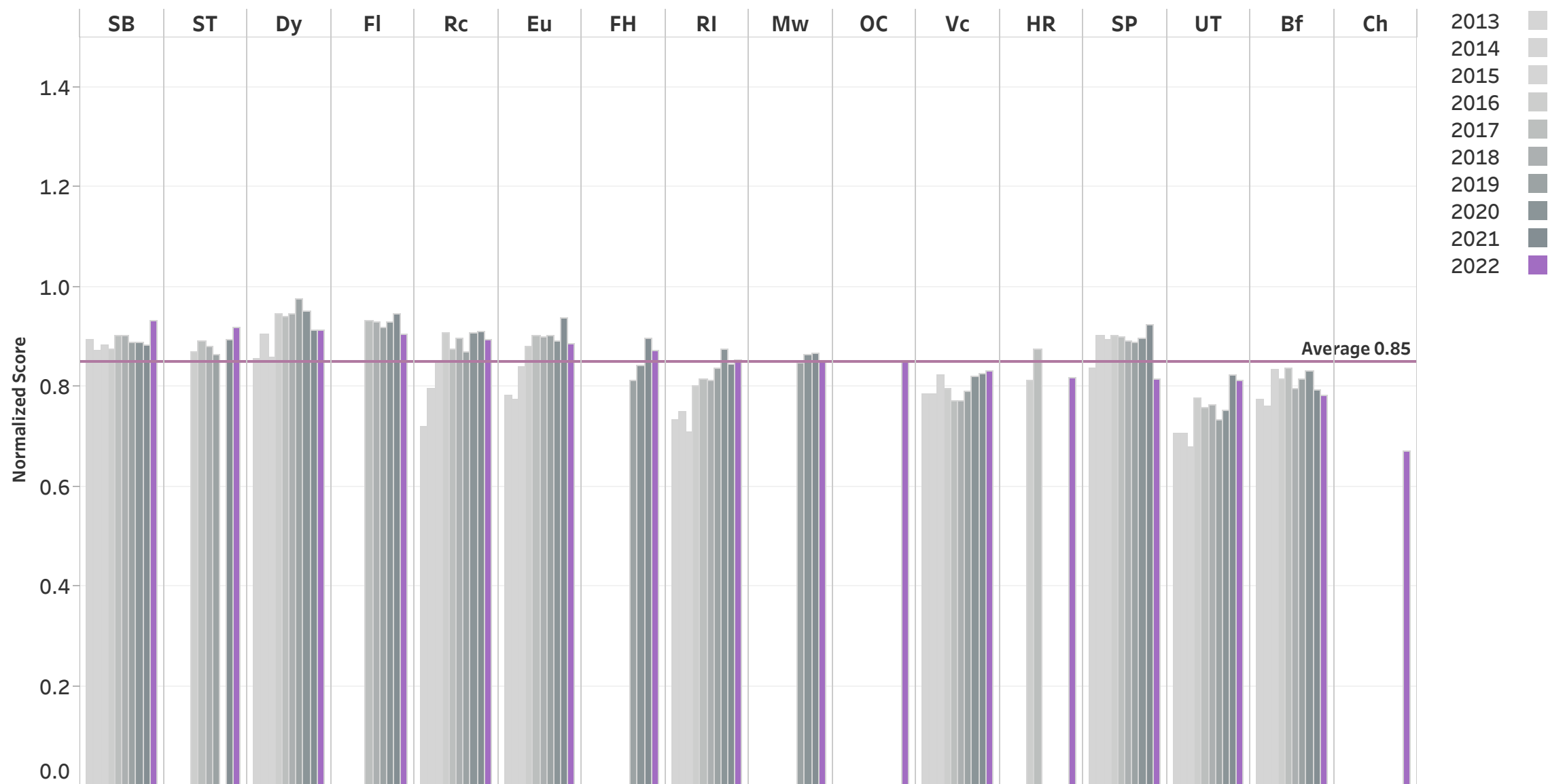
For more information on how to interpret the results, click on the information icon in the top right-hand corner of the chart.

Question  
7: Alternatives information

Year  
All

## Normalized Score: Q7 Alternatives information

Information: If there are problems, I can easily get information about alternative routes or schedules



# Normalized Results



The graph shows the normalized satisfaction scores for each survey question, for all members over time.

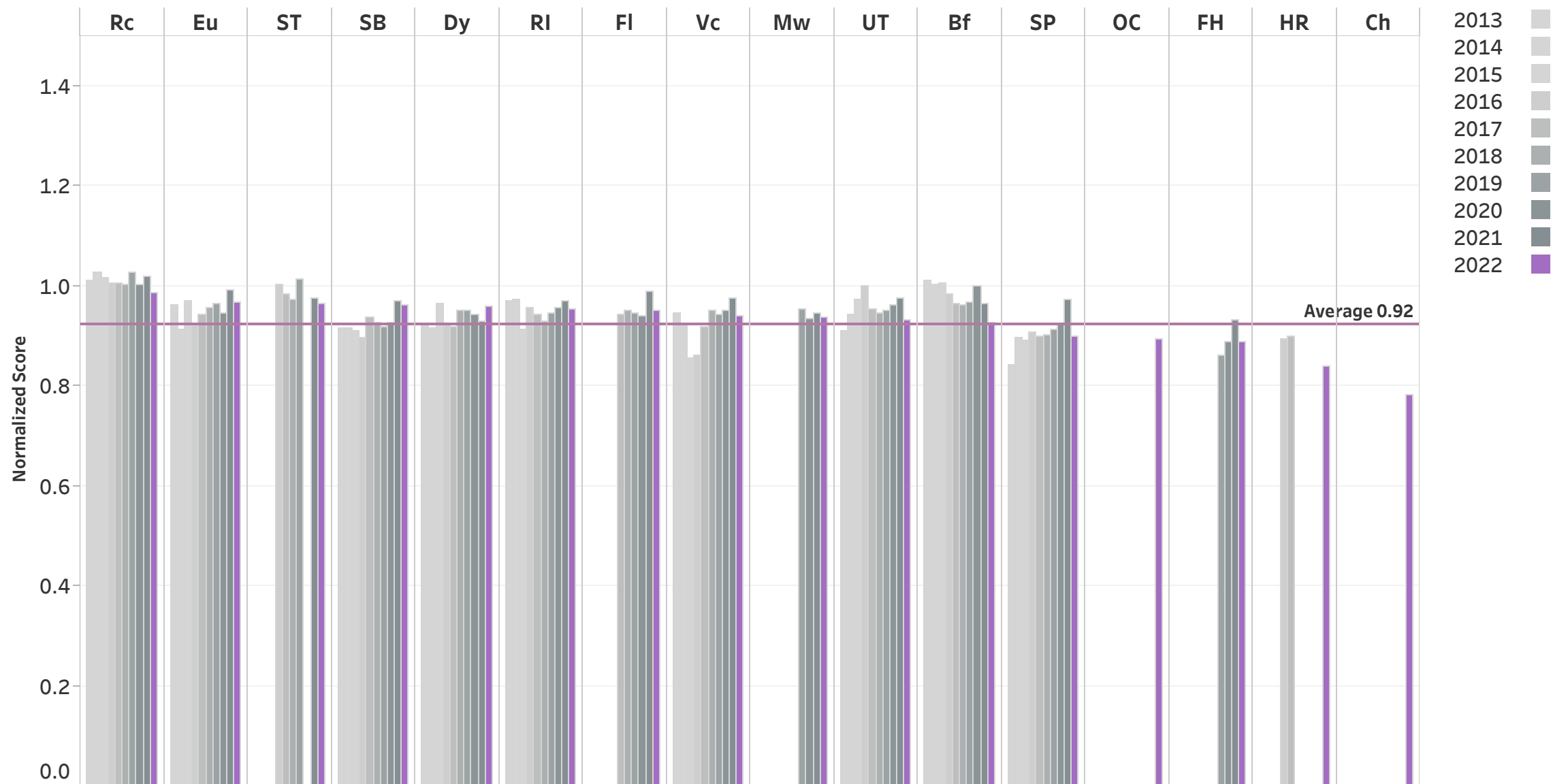
Select a question or year using the menus to the right.

For more information on how to interpret the results, click on the information icon in the top right-hand corner of the chart.

Question  
8: Punctuality

Year  
All

## Normalized Score: Q8 Punctuality Time: The bus usually runs on time









# Normalized Results



The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Select a question or year using the menus to the right.

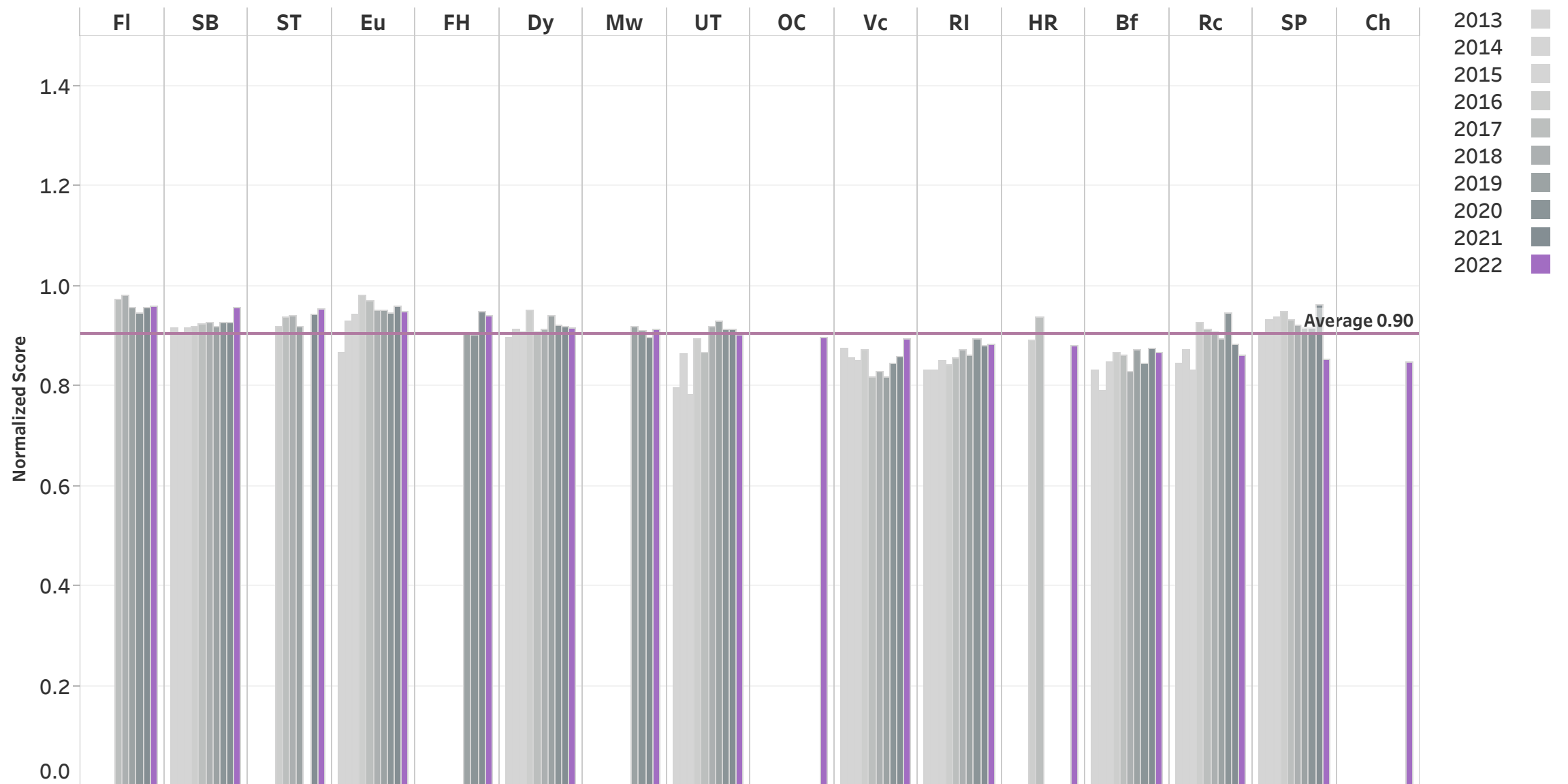
For more information on how to interpret the results, click on the information icon in the top right-hand corner of the chart.

Question  
12: Resolving problems

Year  
All

## Normalized Score: Q12 Resolving problems

Customer Care: The transit agency is responsive to customer complaints/problems











# Normalized Results



The graph shows the normalized satisfaction scores for each survey question, for all members over time.

Select a question or year using the menus to the right.

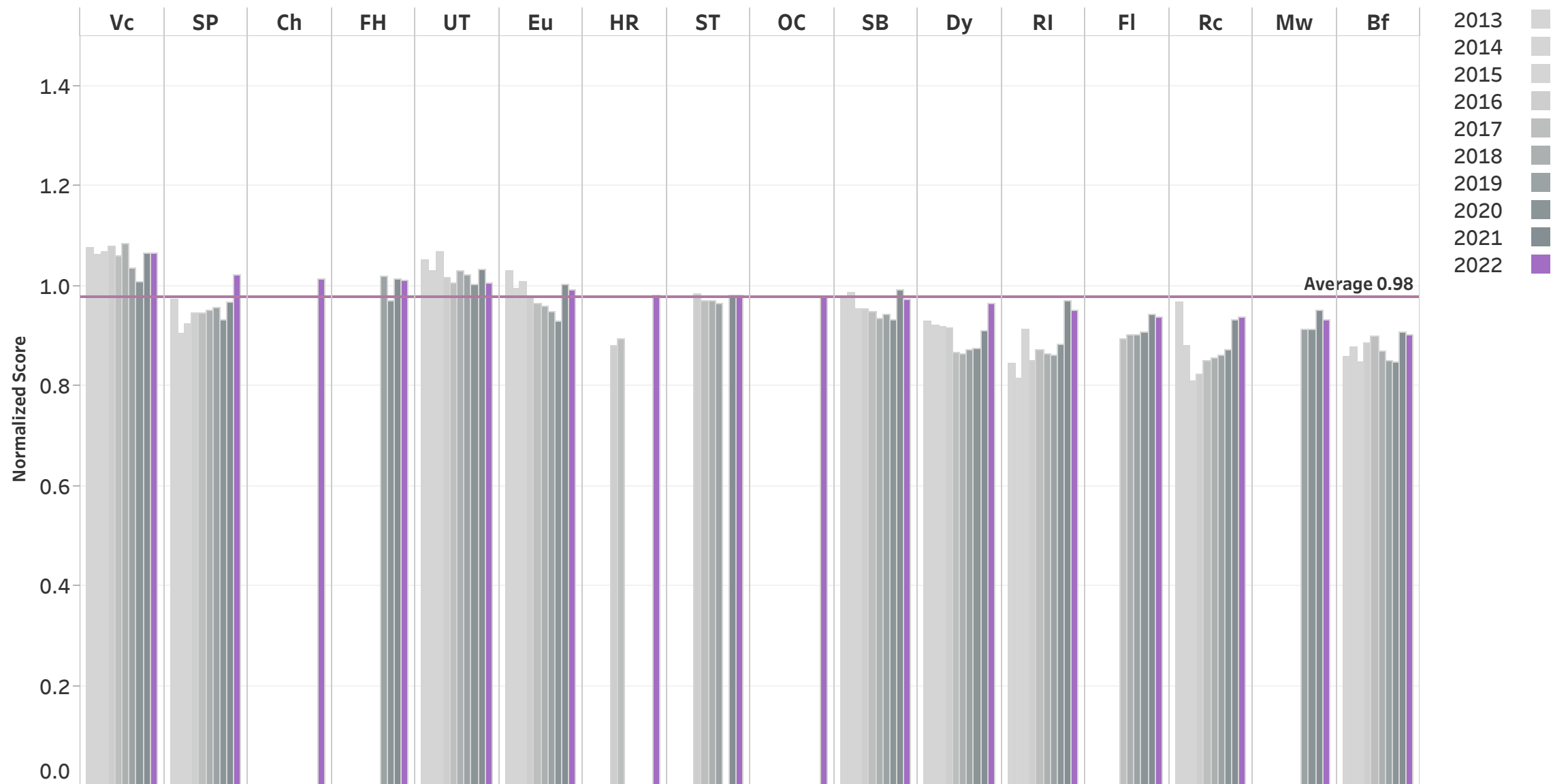
For more information on how to interpret the results, click on the information icon in the top right-hand corner of the chart.

Question  
16: Vehicle cleanliness

Year  
All

## Normalized Score: Q16 Vehicle cleanliness

Comfort: The bus is clean



# Normalized Results



The graph shows the normalized satisfaction scores for each survey question, for all members over time.

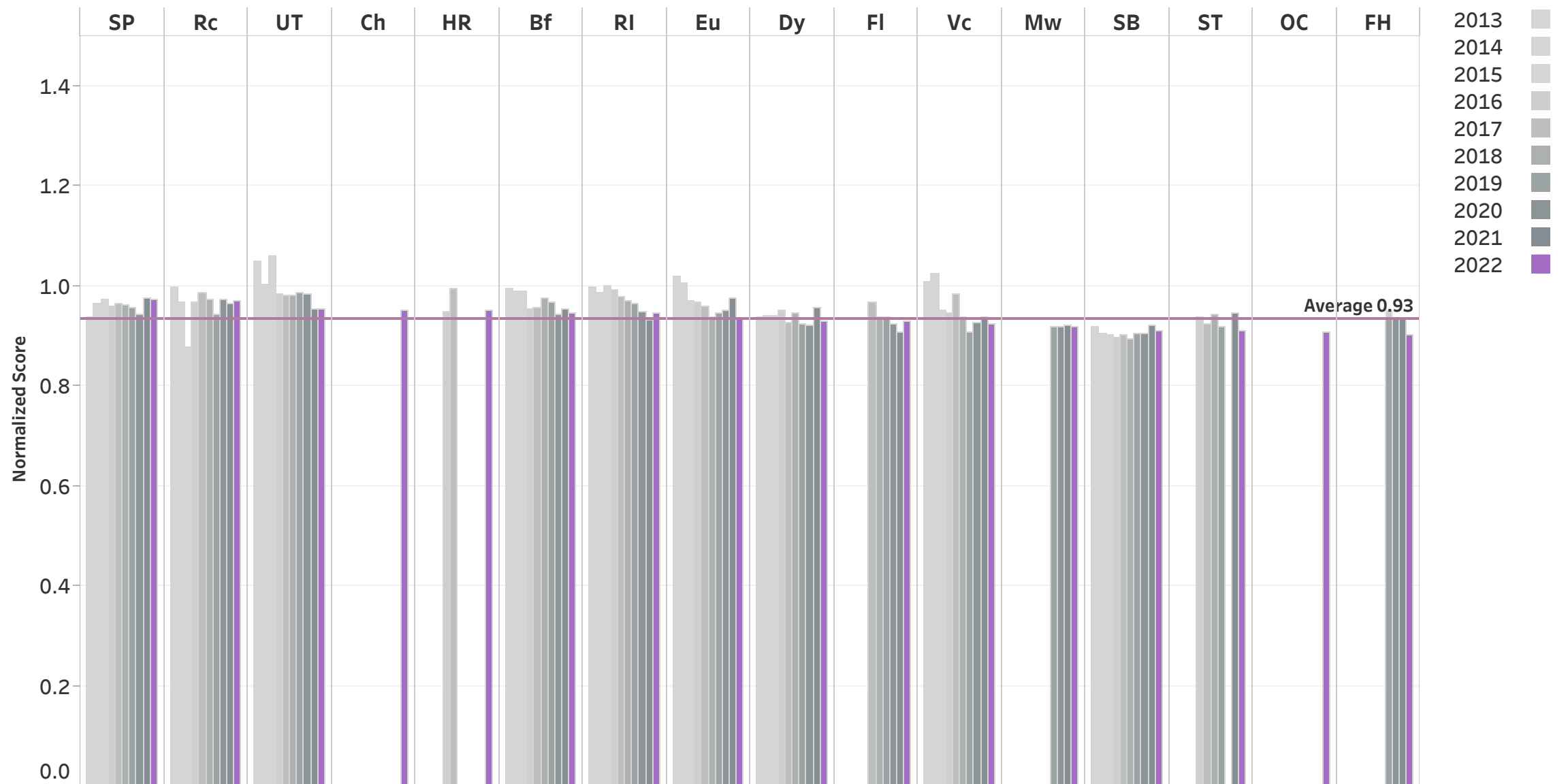
Select a question or year using the menus to the right.

For more information on how to interpret the results, click on the information icon in the top right-hand corner of the chart.

Question  
17: Safety when waiting

Year  
All

## Normalized Score: Q17 Safety when waiting Security: I feel safe and secure waiting for my bus



# Normalized Results



The graph shows the normalized satisfaction scores for each survey question, for all members over time.

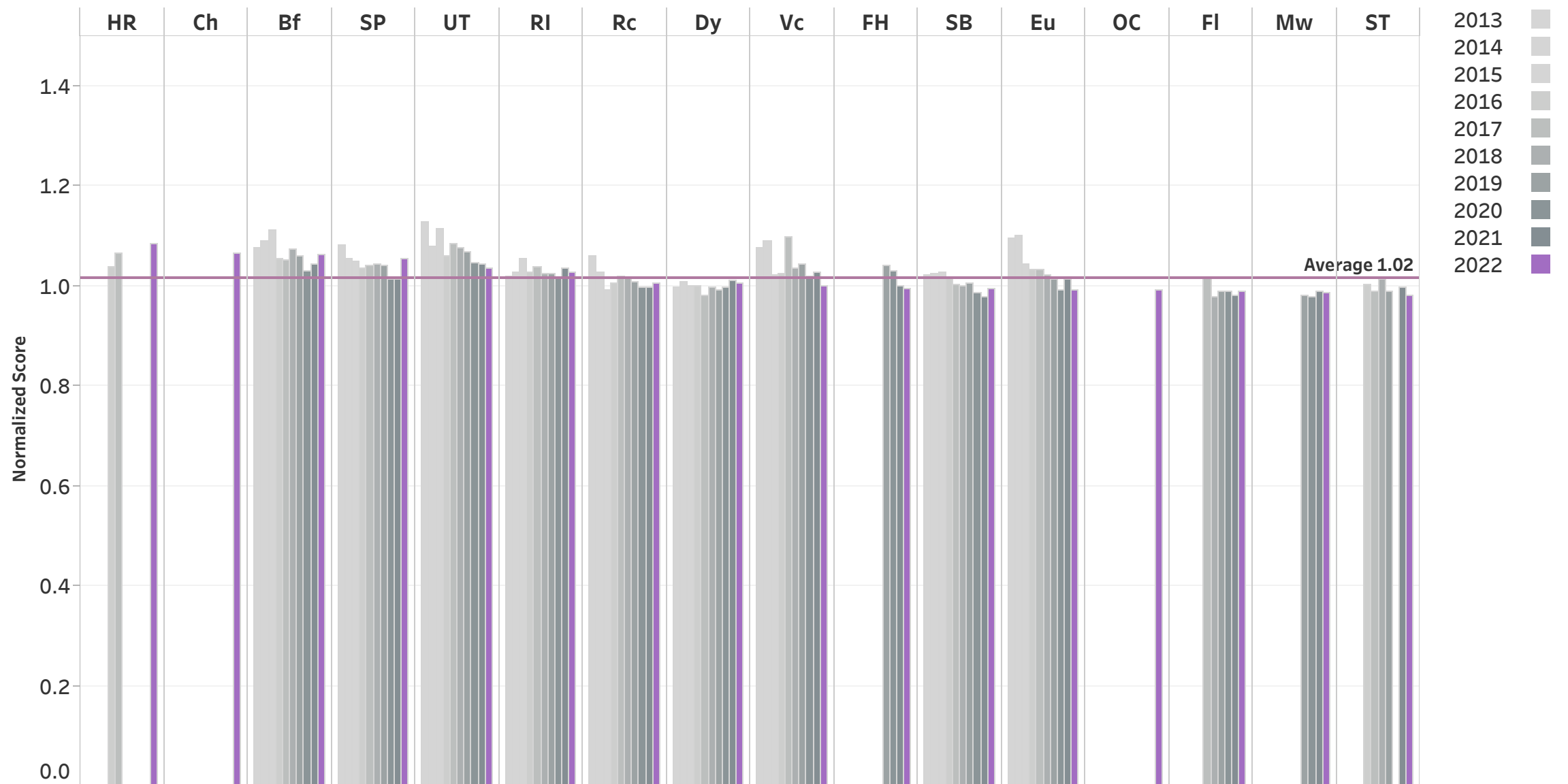
Select a question or year using the menus to the right.

For more information on how to interpret the results, click on the information icon in the top right-hand corner of the chart.

Question  
18: Safety on the bus

Year  
All

## Normalized Score: Q18 Safety on the bus Security: I feel safe riding on the bus







**American Bus  
Benchmarking Group**

# **Customer Satisfaction Survey**

## **Section 7**

### **COVID Supplemental Questions**

#### **In this section:**

**Customer Satisfaction by Question (Standard and COVID Questions)**

**Customer Satisfaction Results by Member (Standard and COVID Questions)**

**Normalized Results**

**Frequency of Use**

6.2.18 Normalized Results	6.2.19 Normalized Results Trends: Pollution Reduction	Section 7: COVID-19 Supplemental Questions	<b>7.1 COVID-19   Development of the COVID Supplement</b>	7.2 COVID-19   Importance of Social Distancing and Mask Wearing	7.3 COVID-19   Satisfaction by Question	7.4 COVID-19   Standard ..
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## COVID-19 | Development of the COVID Supplement



A set of five questions on specific COVID factors were added to the 2022 survey, designed to supplement the standard CSS questions asked each year. These consisted of statements that customers either agreed or disagreed with. Three statements reflected satisfaction with aspects of bus ridership during the pandemic while two statements reflected the level of importance of social distancing and mask wearing.

In addition, customers were asked how often they used the bus before the pandemic, as well as how often they expected to use the bus during the next 6 months.

These questions were based on the set of 2021 COVID-related questions, which were developed in consultation with members of all participating benchmarking groups.

### COVID Factors - Satisfaction

- It is **safe to travel by bus** in the current COVID pandemic situation
- [AGENCY] has **managed customer safety well** during the COVID pandemic
- [AGENCY] has **kept me well informed** about changes in service and policies throughout the COVID pandemic

### COVID Factors - Level of Importance

At part of this year's survey, participants were asked whether they agreed or disagreed with the following statements:

- It is important to keep socially distanced from others while on the bus
- It is important to wear a mask or face covering on the bus

### Frequency of Use

- Before the pandemic, how often did you take the bus?
- How often do you expect to take the bus during the next 6 months?
- Answer options:
  - **Very often (every day)**
  - **Often (at least 3 days per week)**
  - **Sometimes (at least once per week)**
  - **Rarely (at least once per month)**
  - **Very rarely (less than once per month)**

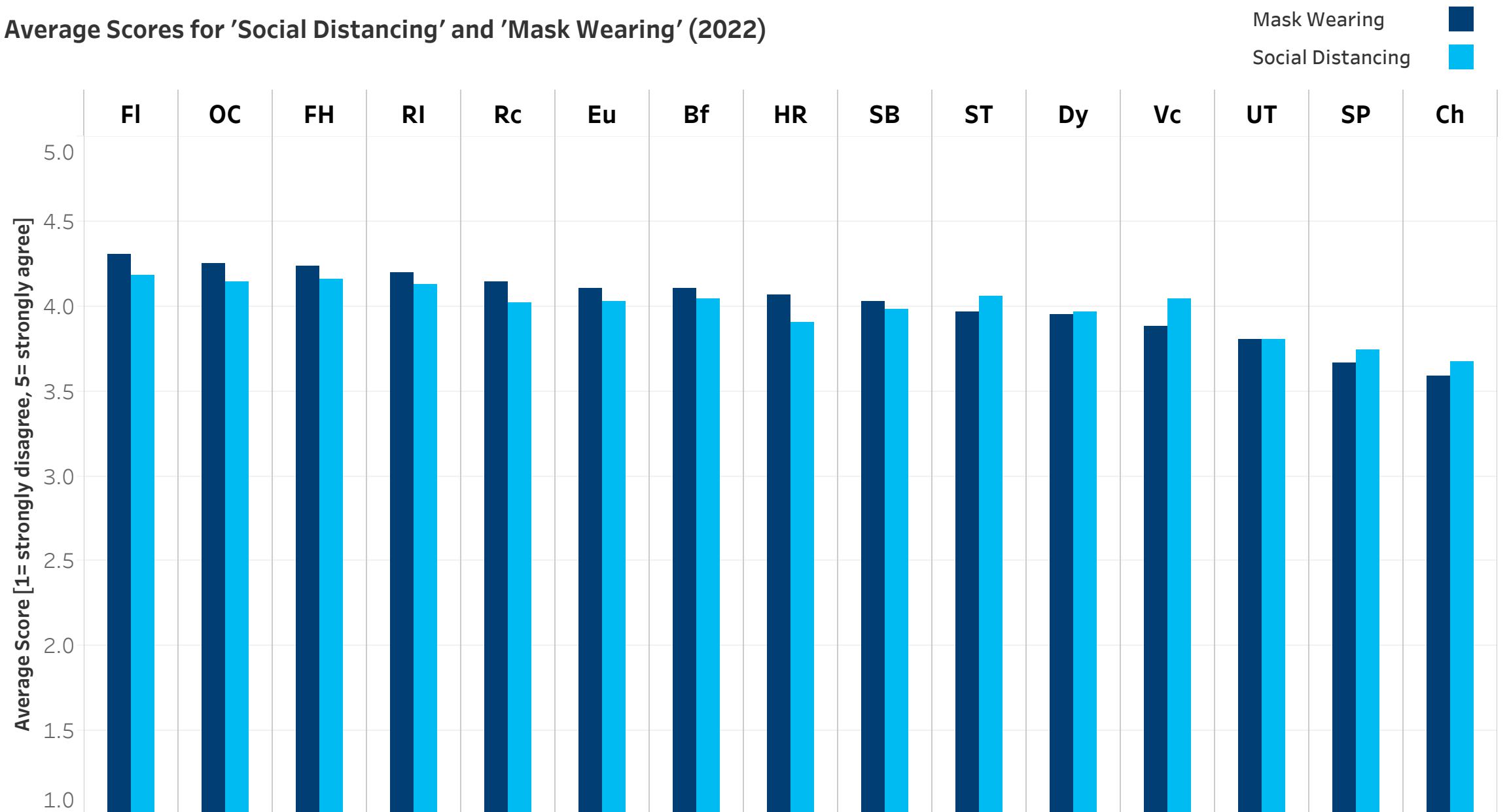
## COVID-19 | Importance of Social Distancing and Mask Wearing



The survey included two questions surrounding social distancing and mask wearing in the context of the pandemic. Respondents were asked to state how much they agreed or disagreed with the statements 'It is important to keep socially distanced from others while on the bus' and 'It is important to wear a mask or face covering while on the bus' (1=strongly disagree, 5=strongly agree). The average scores from these questions are shown in the graph below.

Note: Mw did not survey their customers on the COVID-19 satisfaction questions.

**Average Scores for 'Social Distancing' and 'Mask Wearing' (2022)**





Section 7: COVID-..	7.1 COVID-19   Development of the COVID Supplement	7.2 COVID-19   Importance of Social Distancing and Mask Wearing	7.3 COVID-19   Satisfaction by Question	7.4 COVID-19   Standard vs COVID Customer Satisfaction	7.5.1 COVID-19   Normalized Results: Safe Travel During COVID	7.5.2 COVID-19   Normalized..
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## COVID-19 | Results of the ABBG Customer Satisfaction Survey



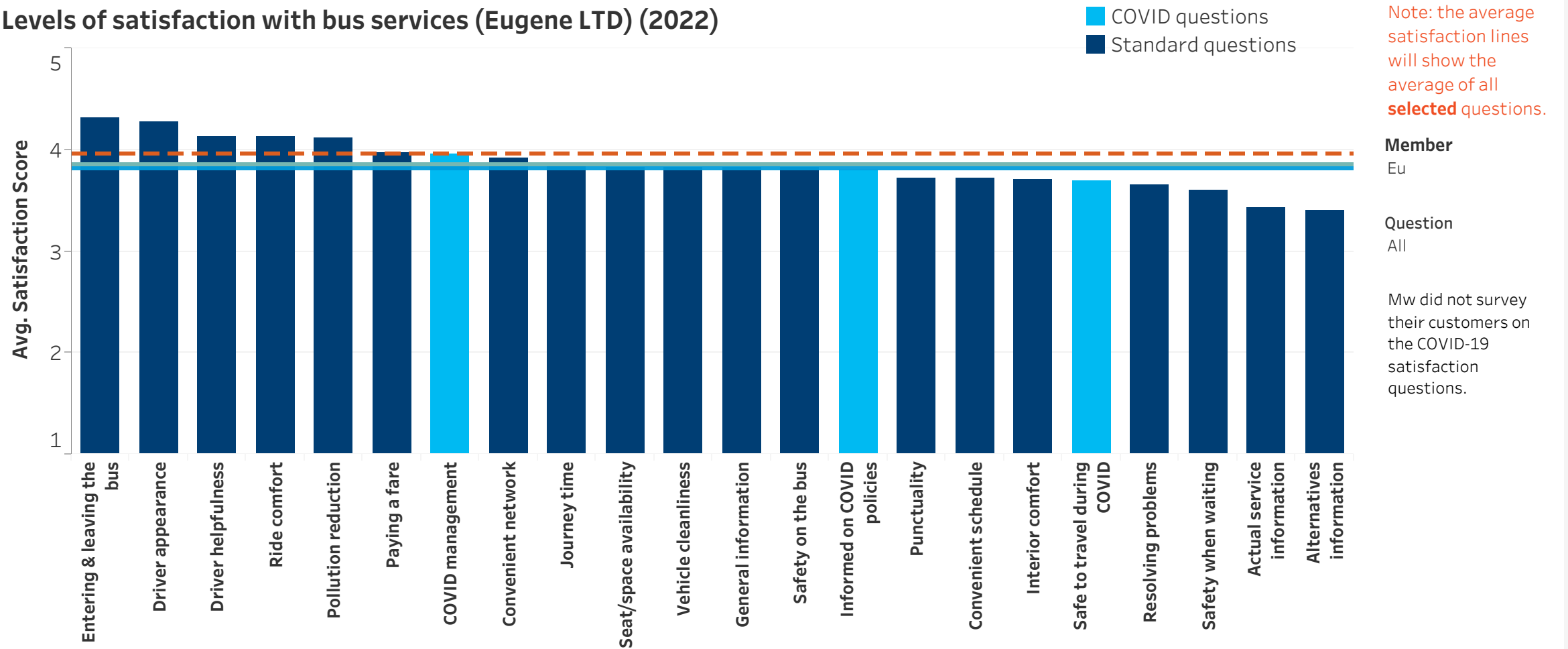
The graph displays the absolute score results for each question asked at an individual (city by city) level. The blue bars represent the average score of all cleaned responses for either the standard or COVID questions.

The satisfaction scores are between 1 and 5, with 5 being most satisfied and 1 being least satisfied. Results are ranked from most satisfied to least satisfied on the right.

Use the filters to the right of the graph to select: a member, which survey questions to include in the graph and whether to include/exclude the standard questions.

<b>Average Satisfaction (Standard)</b> 3.85	<b>Average Satisfaction (COVID)</b> 3.81	The average score of all (selected) individual questions and for the COVID questions only. Represented by the turquoise line for all selected questions, and by the blue line for the COVID questions.	<b>Overall Satisfaction</b> 3.96	The average score of all cleaned responses for the overall satisfaction (control) question. Represented by the orange dashed line.
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### Levels of satisfaction with bus services (Eugene LTD) (2022)



## COVID-19 | Standard Questions vs COVID Questions Customer Satisfaction Results

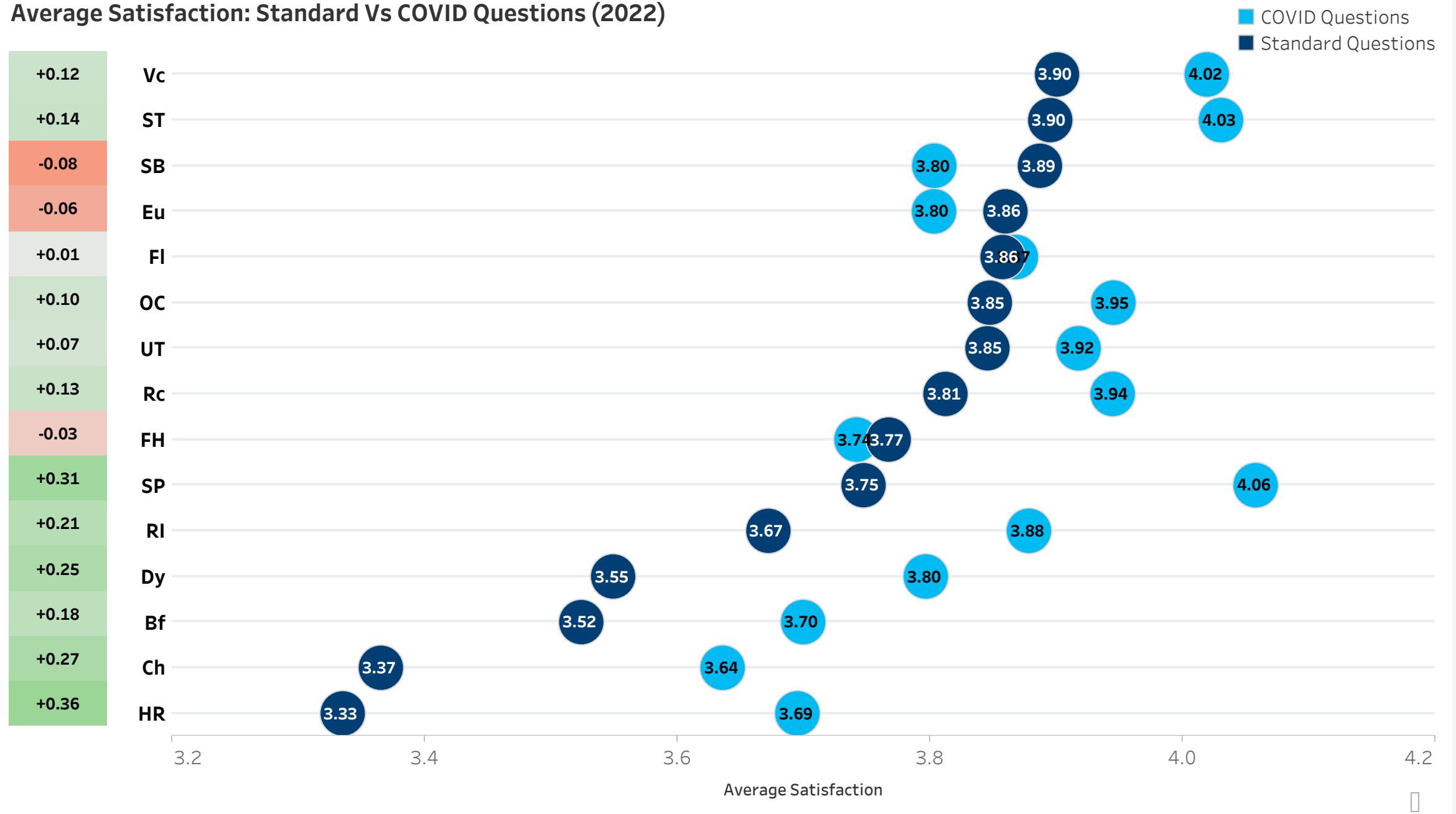


The light blue points represent the average score of all cleaned responses for the 3 additional COVID satisfaction questions in the survey. The darker blue points represent the average score of all cleaned responses for the 19 regular questions of the survey.

The values to the left of the chart show the difference between the average satisfaction score for the COVID and standard questions for each member.

Note: Mw did not survey their customers on the COVID-19 satisfaction questions.

**Average Satisfaction: Standard Vs COVID Questions (2022)**



7.2 COVID-19   Im..	7.3 COVID-19   Satisfaction by Question	7.4 COVID-19   Standard vs COVID Customer Satisfaction	7.5.1 COVID-19   Normalized Results: Safe Travel During COVID	7.5.2 COVID-19   Normalized Results: COVID Management	7.5.3 COVID-19   Normalized Results: Informed on COVID Policies	7.6 COVID-19   Norma lized..
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## COVID-19 | Normalized Results



The graph shows the normalized satisfaction scores for each COVID satisfaction question, for all members. Each COVID-related question was normalized based on the average satisfaction for all 22 questions (19 standard questions + 3 COVID-related satisfaction questions).

Note: Mw did not survey their customers on the COVID-19 satisfaction questions.

Select a question using the menus to the right.

Question  
21: Safe to travel during COVID

Year  
■ 2021  
■ 2022

### Normalized Score 2022 Q21: Safe to travel during COVID



**To interpret the results, note that:**

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question meets customer expectations (i.e. equals the average score for all an individual member's questions).
- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this individual question than other questions on average. Conversely, below 1.0 means that customers are relatively less satisfied with this individual question than other questions on average.
- The purple line indicates the latest year's average satisfaction index across members.

## COVID-19 | Normalized Results



The graph shows the normalized satisfaction scores for each COVID satisfaction question, for all members. Each COVID-related question was normalized based on the average satisfaction for all 22 questions (19 standard questions + 3 COVID-related satisfaction questions).

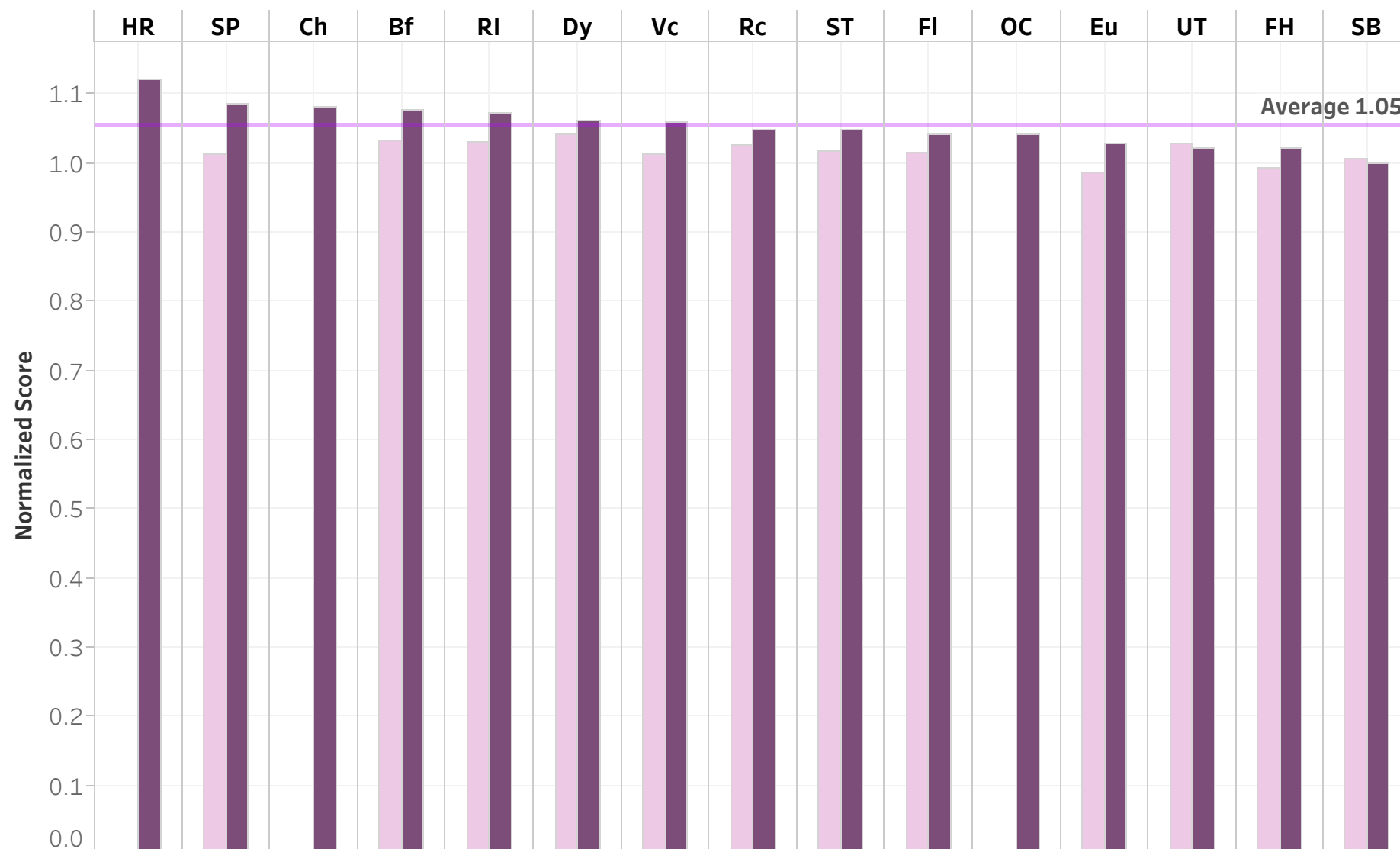
Note: Mw did not survey their customers on the COVID-19 satisfaction questions.

Select a question using the menus to the right.

Question  
22: COVID management

Year  
■ 2021  
■ 2022

### Normalized Score 2022 Q22: COVID management



#### To interpret the results, note that:

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question meets customer expectations (i.e. equals the average score for all an individual member's questions).
- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this individual question than other questions on average. Conversely, below 1.0 means that customers are relatively less satisfied with this individual question than other questions on average.
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## COVID-19 | Normalized Results



The graph shows the normalized satisfaction scores for each COVID satisfaction question, for all members. Each COVID-related question was normalized based on the average satisfaction for all 22 questions (19 standard questions + 3 COVID-related satisfaction questions).

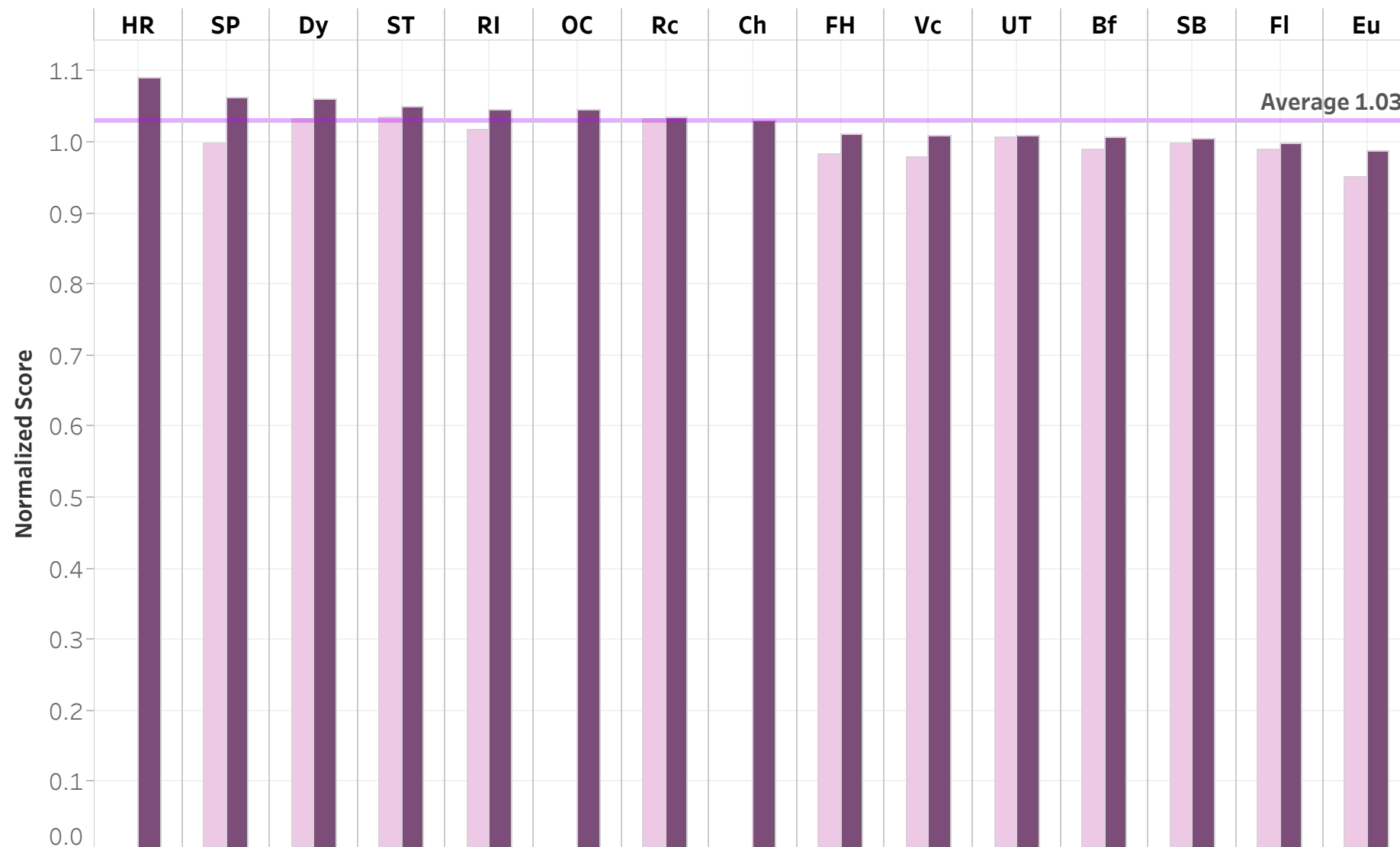
Note: Mw did not survey their customers on the COVID-19 satisfaction questions.

Select a question using the menus to the right.

**Question**  
23: Informed on COVID policies

**Year**  
■ 2021  
■ 2022

### Normalized Score 2022 Q23: Informed on COVID policies



**To interpret the results, note that:**

- A satisfaction index will have a value around 1.0. A score of 1.0 means that the average score for a specific question meets customer expectations (i.e. equals the average score for all an individual member's questions).
- A satisfaction index above 1.0 indicates that passengers are relatively more satisfied with this individual question than other questions on average. Conversely, below 1.0 means that customers are relatively less satisfied with this individual question than other questions on average.
- The purple line indicates the latest year's average satisfaction index across members.

## COVID-19 | Normalized Results



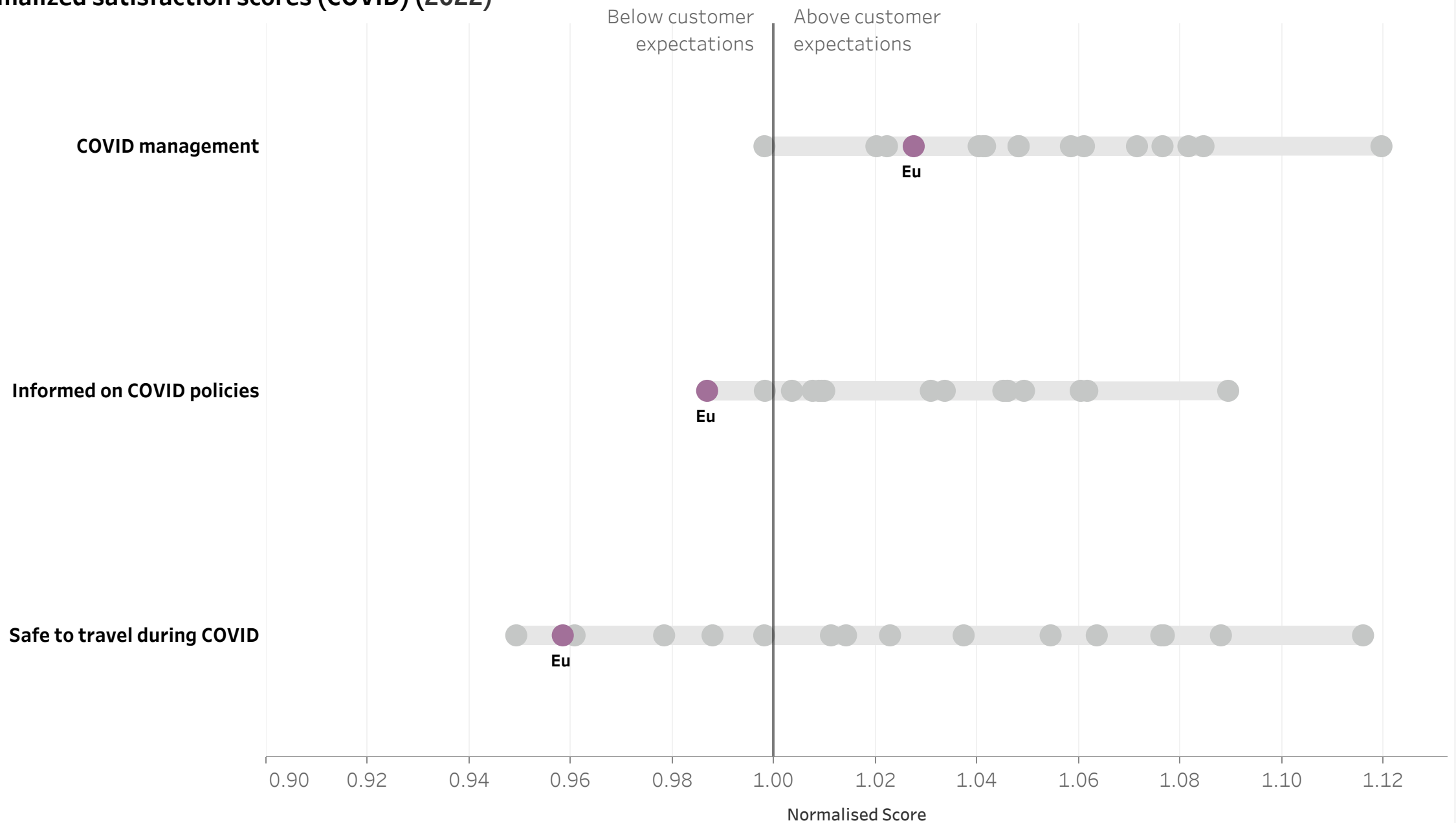
This chart summarises the normalized results for all members for each of the three COVID satisfaction questions.

Note: Mw did not survey their customers on the COVID-19 satisfaction questions.

Use the menu to the right to highlight a member within the chart, or highlight all members using the highlight options menu.

- Member
- Eu
- Highlight options
- Member specific

### Normalized satisfaction scores (COVID) (2022)



## COVID-19 | Frequency of Use



Within the COVID portion of the survey, customers were asked two questions regarding frequency: 'Before the pandemic, how often did you take the bus?' and 'How often do you expect to take the bus during the next 6 months?'.  
 These charts show the segmentation of participants by frequency of use category, both before the pandemic and during the next six months. As a reference point, the faded bars represent the segmentation of participants across the whole group.

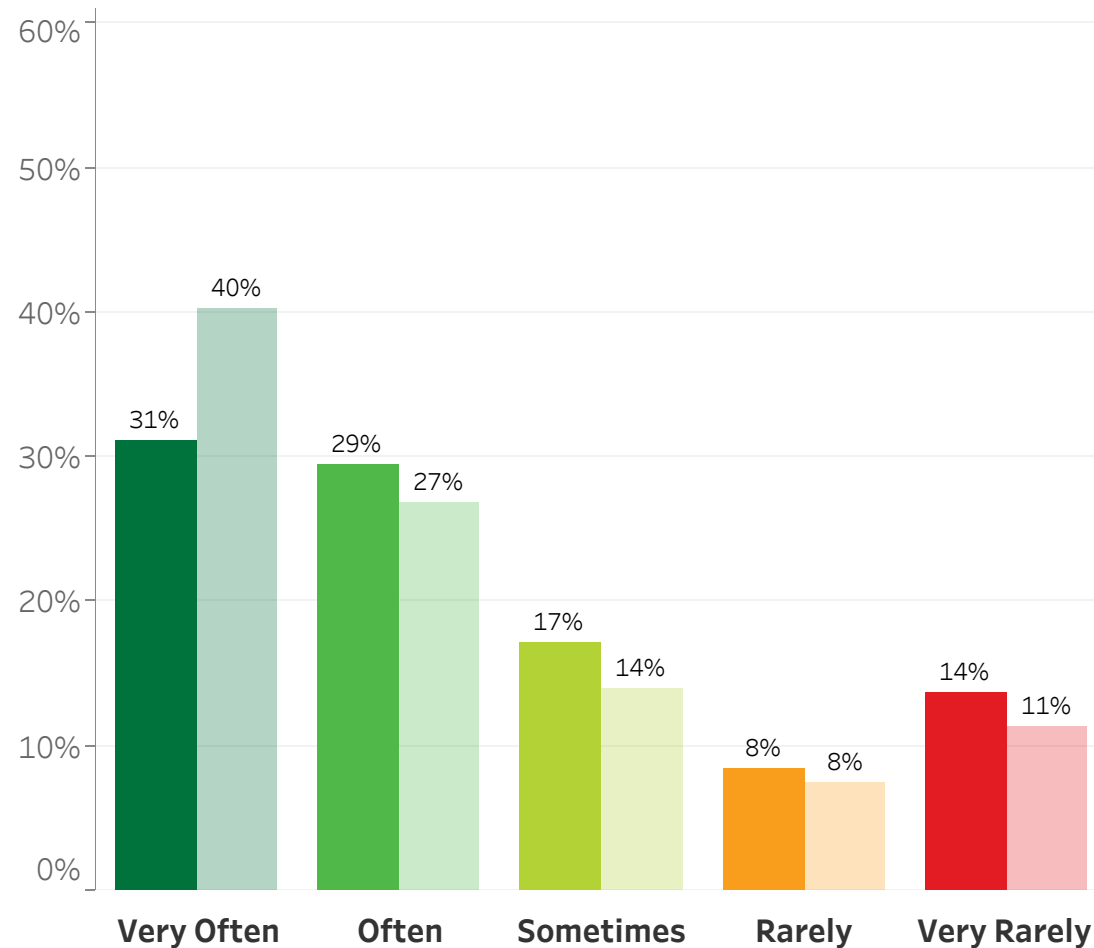
You may use the filter at the right to select a member.

Member  
Eu

### Frequency of Use (Eugene LTD) (2022)

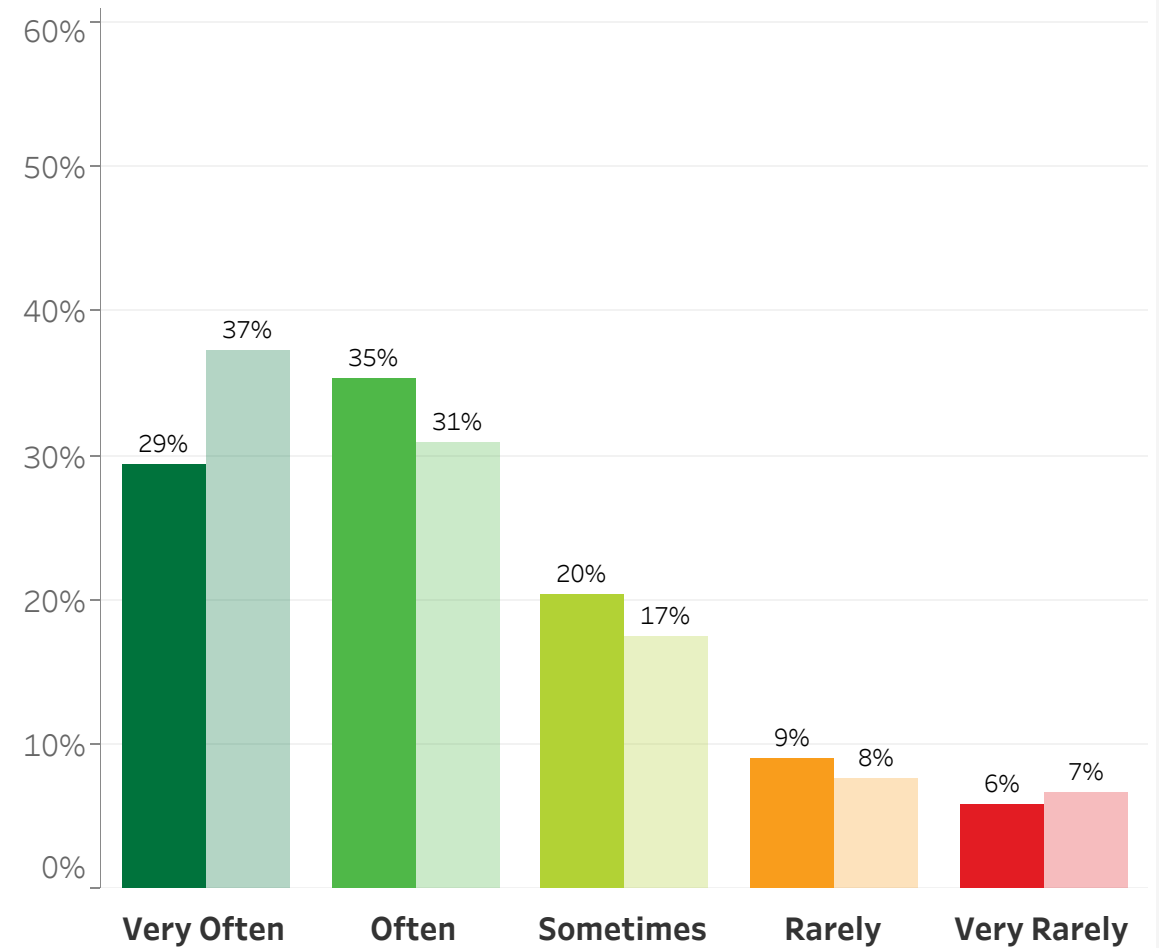
#### Pre-pandemic

Before the pandemic, how often did you take the bus?



#### Next Six Months

How often do you expect to take the bus during the next 6 months?



## COVID-19 | Frequency of Use



The diagram below represents the redistribution of pre-pandemic to current travel patterns, and the redistribution of current travel patterns during the next 6 months. This is based on respondents' answers to the frequency of use demographics question and the two COVID frequency of use questions at the end of the survey.

Member  
Eu

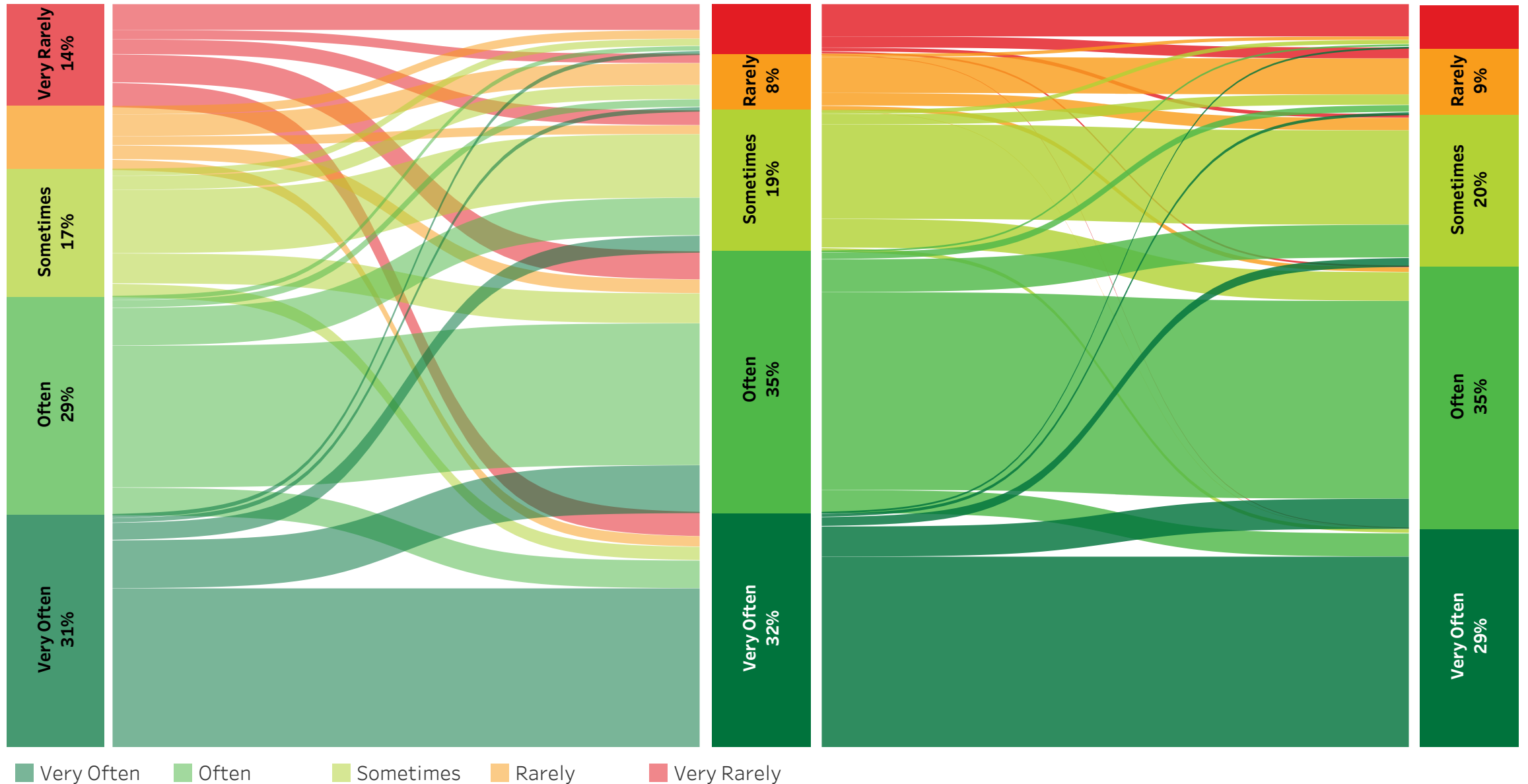
Use the menu to the right to select a member, and highlight the chart by selecting a category.

### Redistribution of travel patterns (Eugene LTD) (2022)

Pre-pandemic

Current use

Next six months



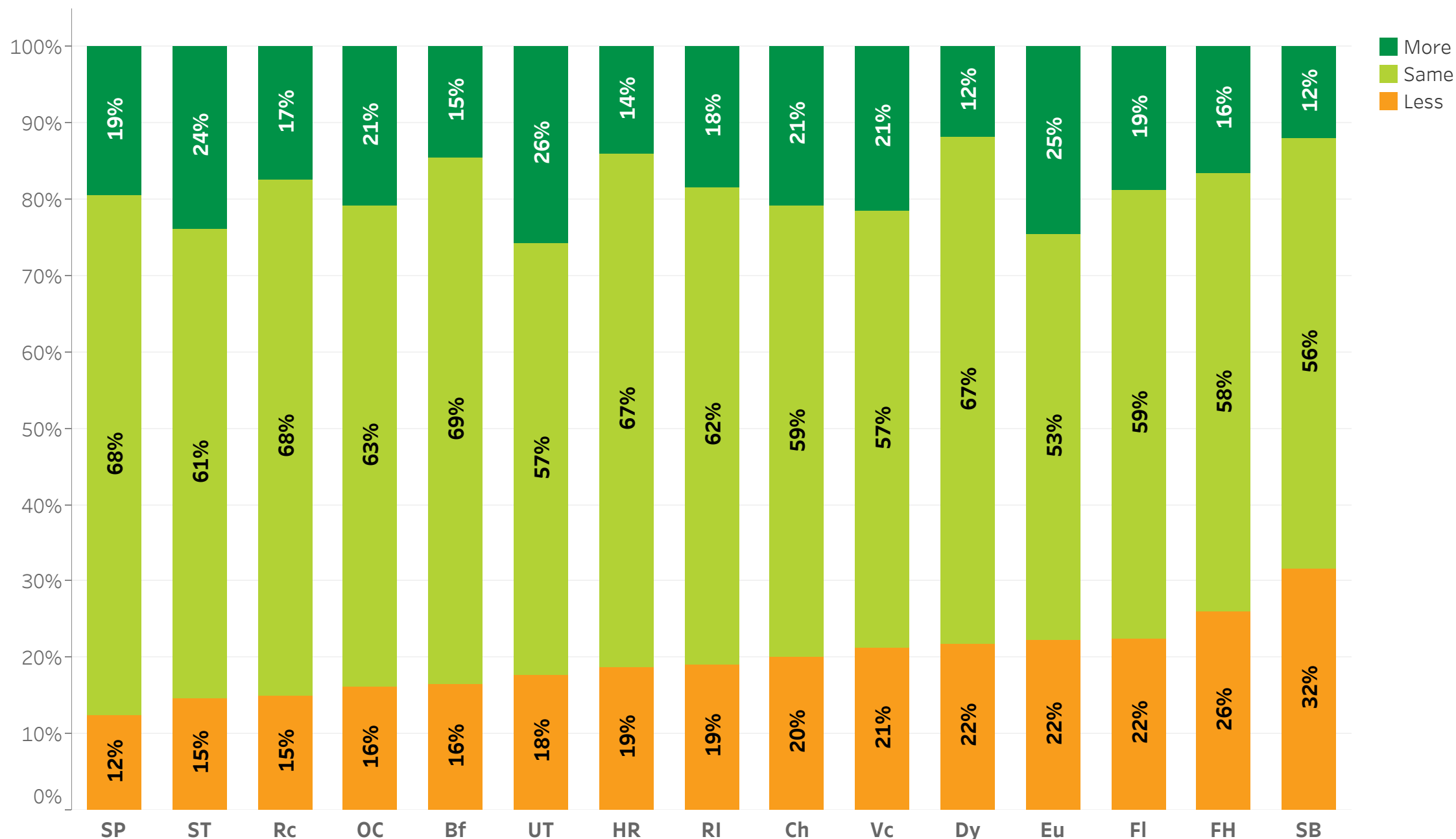


## COVID-19 | Frequency Change



This chart shows the proportion of participants in each city who have suggested that during the next six months, they will be riding the bus the same amount, less than before, or more than before the pandemic began.

Change in frequency of use: pre-pandemic vs next 6 months (2022)



## COVID-19 | Frequency Change



This chart shows the proportion of participants in each city who have suggested that during the next six months, they will be riding the bus the same amount, less than before, or more than their current frequency of use.

Change in frequency of use: current use vs next 6 months (2022)

