



# Transport for NSW Customer Satisfaction Index

November 2020



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# Executive summary

## The NSW Government's vision is for an integrated public transport system that drives better outcomes for all customers.

Transport for NSW is tasked with putting the customer at the centre of our decision making to boost customer satisfaction with public transport.

The Customer Satisfaction Index November 2020 independently brings together the voices of over 8,000 customers, and demonstrates current satisfaction levels across all public transport.

By publishing these results, we are making operators and ourselves accountable for our decisions and driving continual improvement across the transport network.

We will keep talking with customers about what matters to them, be accountable for our performance and in turn drive a better public transport system for all customers.

The 2020 survey demonstrated an increase in overall satisfaction across all of the modes, with Sydney Ferries and Metro achieving a near perfect result with a score of 99 percent.

The new L2 and L3 Light Rail routes were also included for the first time, with their satisfaction rating of 96 percent contributing to an overall rating of 96 percent for the entire light rail network.

Throughout the network we saw overall customer satisfaction, including Timeliness and Comfort and Cleanliness, increase by 4 percentage points to 94 percent. This was particularly pleasing following the concerted effort to ensure that customers continued to feel safe travelling on public transport during the COVID 19 pandemic, with extra services and more than 1,700 cleaners deployed on the network.

The below table shows the movement in overall customer satisfaction over time:

Mode	Nov-12	May-17	Nov-17	May-18	Nov-18	May-19	Nov-19	Nov-20
Overall train network	79%	89%	89%	86%	86%	89%	90%	94%
Overall bus regions	79%	89%	89%	89%	90%	91%	91%	94%
Overall ferry routes	94%	97%	97%	98%	98%	98%	98%	99%
Overall light rail	91%	90%	93%	92%	92%	91%	90%	96%
Overall Metro	N/A	N/A	N/A	N/A	N/A	95%	96%	99%
Overall public transport	79%	90%	89%	88%	88%	90%	90%	94%

# Customer satisfaction methodology

## Background

Transport for NSW has conducted surveys each year to measure customer satisfaction levels across the NSW public transport system.

In the last report, we reported on satisfaction from November 2019. In this report, we look at data from our November 2020 survey.

We will continue to survey customers each year to help us drive improvements.

The survey was designed by the Customer Strategy and Technology of Transport for NSW to ensure that it measured the service attributes that customers value the most. The division used customer research to determine what drives customer satisfaction levels across the various modes. This information was then used to design the questions in the surveys. The results present what customers value most, focusing on the top nine customer service priorities including timeliness, safety & security and comfort.

The Customer Satisfaction Index November 2020 includes responses from more than 8,000 customers across five transport modes: train, bus, ferry, light rail and metro. Across all modes, the survey covered both Sydney metropolitan and outer metropolitan regions.

## Scale

The survey uses a seven-point scale in order to differentiate levels of satisfaction as shown below. The top three ratings together are defined as satisfied and the bottom three ratings together are defined as dissatisfied.

Dissatisfied				Satisfied		
1	2	3	4	5	6	7
Very Dissatisfied	Dissatisfied	Partly Dissatisfied	Neither Satisfied nor Dissatisfied	Partly Satisfied	Satisfied	Very Satisfied

## Survey methodology

The surveys applied stratified sampling in two stages to better represent the average customer's opinions. Firstly, services were selected by surveyors to meet quotas and secondly, customers on board those services were randomly selected by surveyors. In order to reduce sampling error, maximums were placed on the number of customers to be sampled within each vehicle, at 40 customers for train, bus, light rail and metro and 100 customers for ferry. Sample sizes on board most of the services stayed within these maximums and were exceeded in only a few cases.

The surveys aim to achieve a margin of error of approximately  $\pm 5\%$  with a 95% confidence interval at the bus region, ferry route and train or light rail line level of reporting. Regions of high error have been noted and certain regions of geographical or operational similarity may have been aggregated.



# Customer satisfaction methodology

Survey interviewers worked seven hour shifts in pairs to distribute and collect surveys. Shift times include:

Weekday am 6:30 am – 1:30 pm

Weekday pm 1:30 pm – 8:30 pm

Weekend 10:00 am – 5:00 pm

While on board, customers were asked about their experience of their current trip or most recent experience. Where customers were unable to complete the survey on board, fax and mail back options were provided.

In order to get a result for each overall mode, survey results were weighted for patronage along each line, region or route. The results are then presented for the overall network and the individual operating corridors.

## **Eligibility**

Customers were selected to participate in the survey for train, bus, ferry, light rail and metro while travelling on a typical day of a typical week. A typical day includes weekdays and weekends, but does not include school holidays, public holidays or special events. Customers include all users of the NSW train, bus, ferry and light rail network, including local residents, interstate customers and overseas visitors.

Customers under 17 years old were excluded from the survey and surveys were not distributed to school children in uniform.

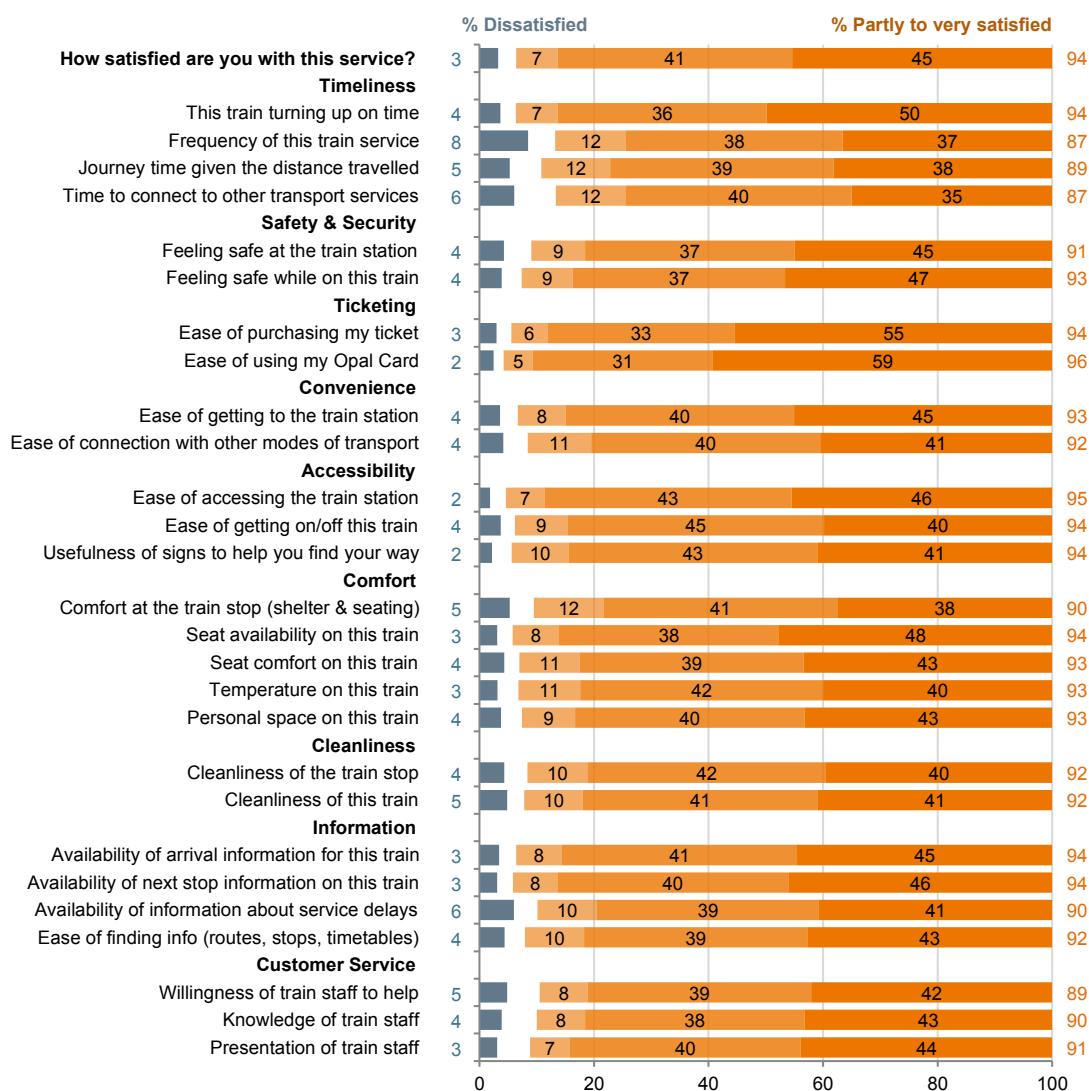
## **Notes about the customer satisfaction results in this report**

The reported variance between some results across time periods may differ from the variance between the whole number results due to rounding.

# November 2020 results

# Overall train network Customer satisfaction

94% satisfied



## Summary

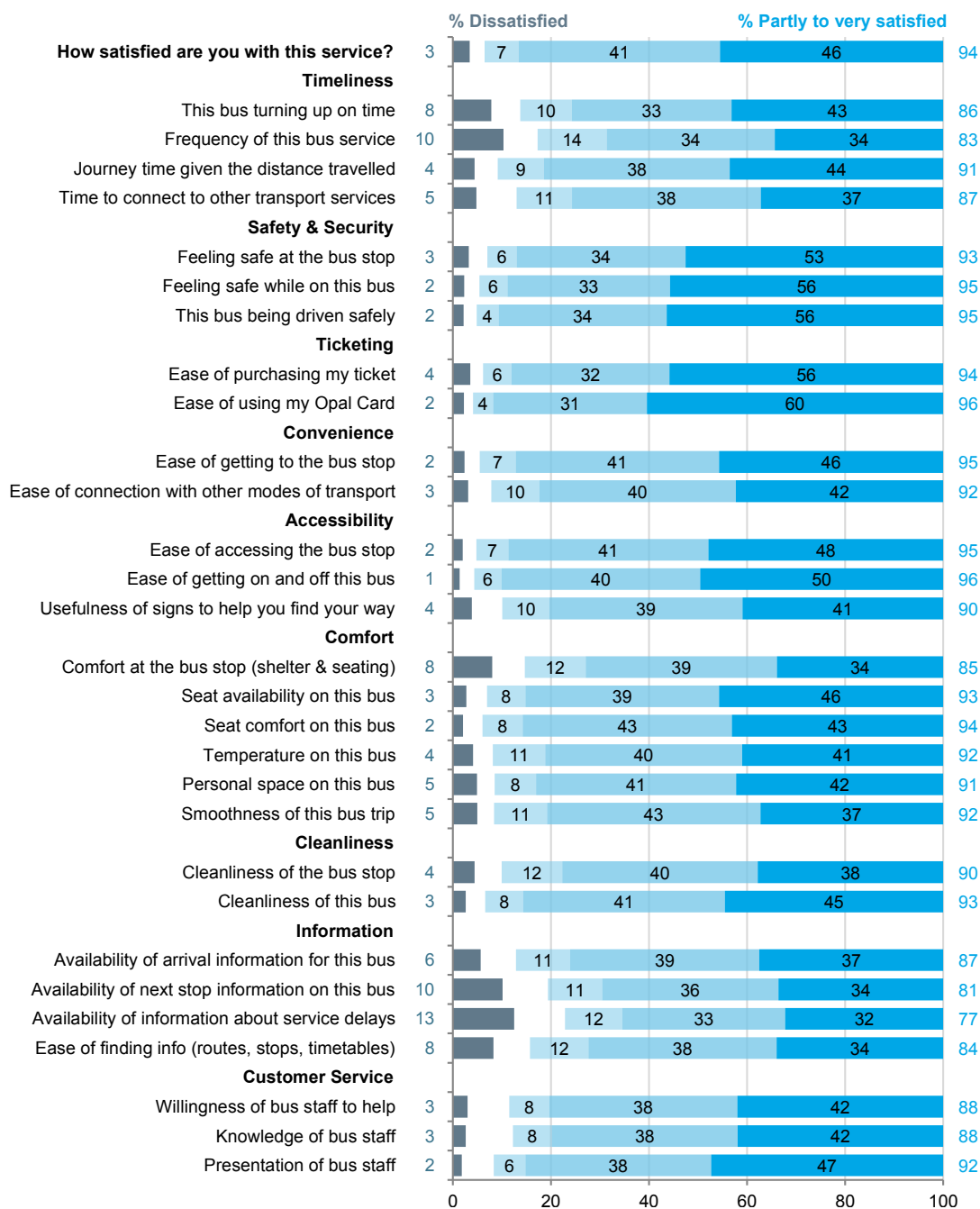
- Satisfaction with the train network increased by 4% pts compared to November 2019
- Customers were most satisfied with Ticketing and Accessibility, including: ease of using Opal Card and ease of accessing train stations
- Customers were least satisfied with time to connect to other transport services.

Dissatisfied includes customers who responded that they were partly to very dissatisfied. The gap after dissatisfied represents a response of neither satisfied nor dissatisfied. Partly satisfied, satisfied and very satisfied are displayed independently from left to right.

# Overall bus regions

## Customer satisfaction

94% satisfied



### Summary

- Satisfaction with the bus network increased by 3% pts compared to November 2019
- Customers were most satisfied with Safety & Security and Ticketing, including: feeling safe while on this bus and ease of using Opal card
- Customers were least satisfied with information about service delays.

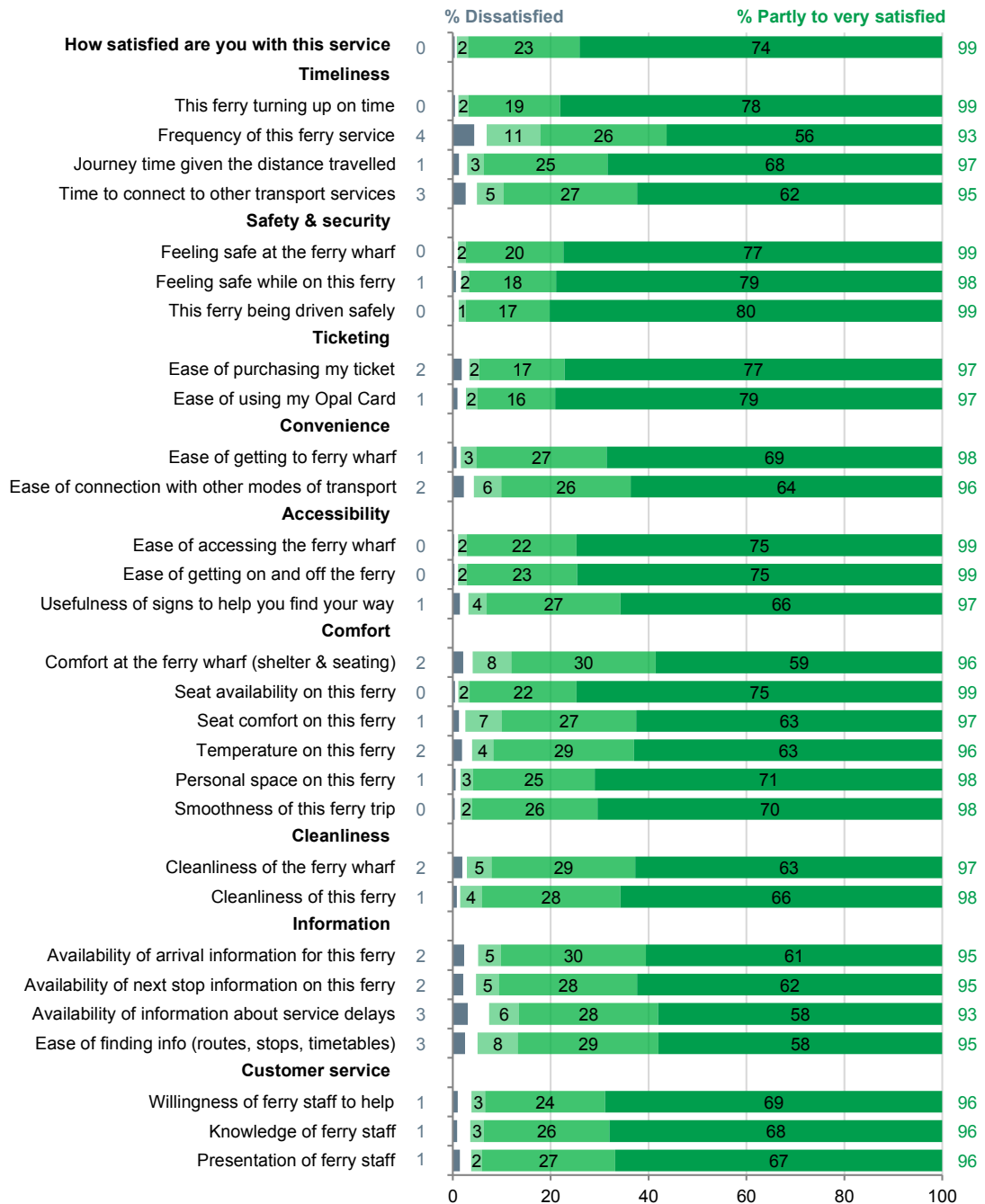
Dissatisfied includes customers who responded that they were partly to very dissatisfied. The gap after dissatisfied represents a response of neither satisfied nor dissatisfied. Partly satisfied, satisfied and very satisfied are displayed independently from left to right.



# Overall ferry routes

## Customer satisfaction

99% satisfied



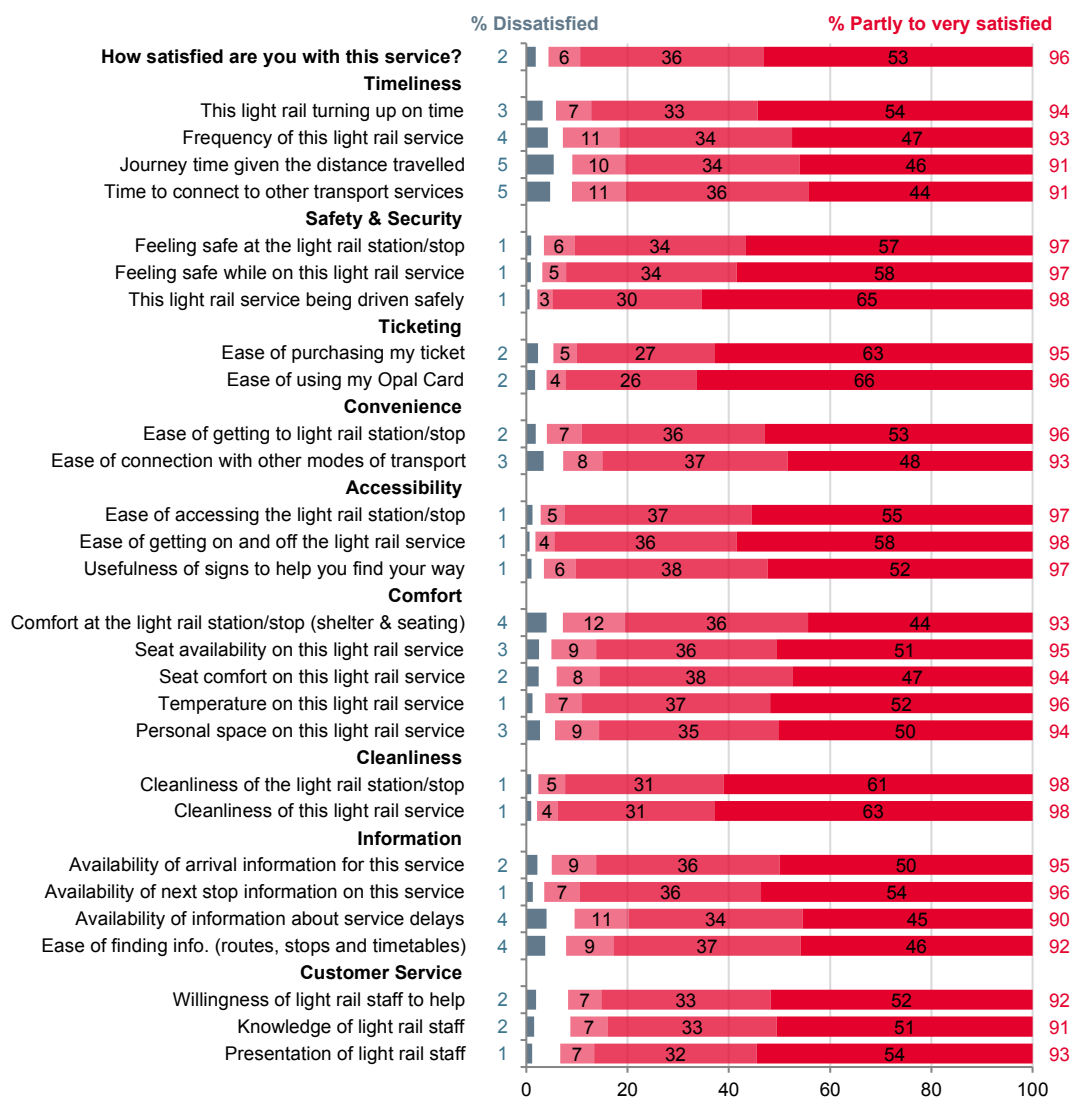
### Summary

- Satisfaction with the ferry network increased 2% pts compared to November 2019
- Customers were most satisfied with Safety & Security and Accessibility, which include: feeling safe at ferry wharf and ease of getting on and off the ferry
- Customers were least satisfied with information about service delays.

Dissatisfied includes customers who responded that they were partly to very dissatisfied. The gap after dissatisfied represents a response of neither satisfied nor dissatisfied. Partly satisfied, satisfied and very satisfied are displayed independently from left to right.

# Overall light rail Customer satisfaction

96% satisfied



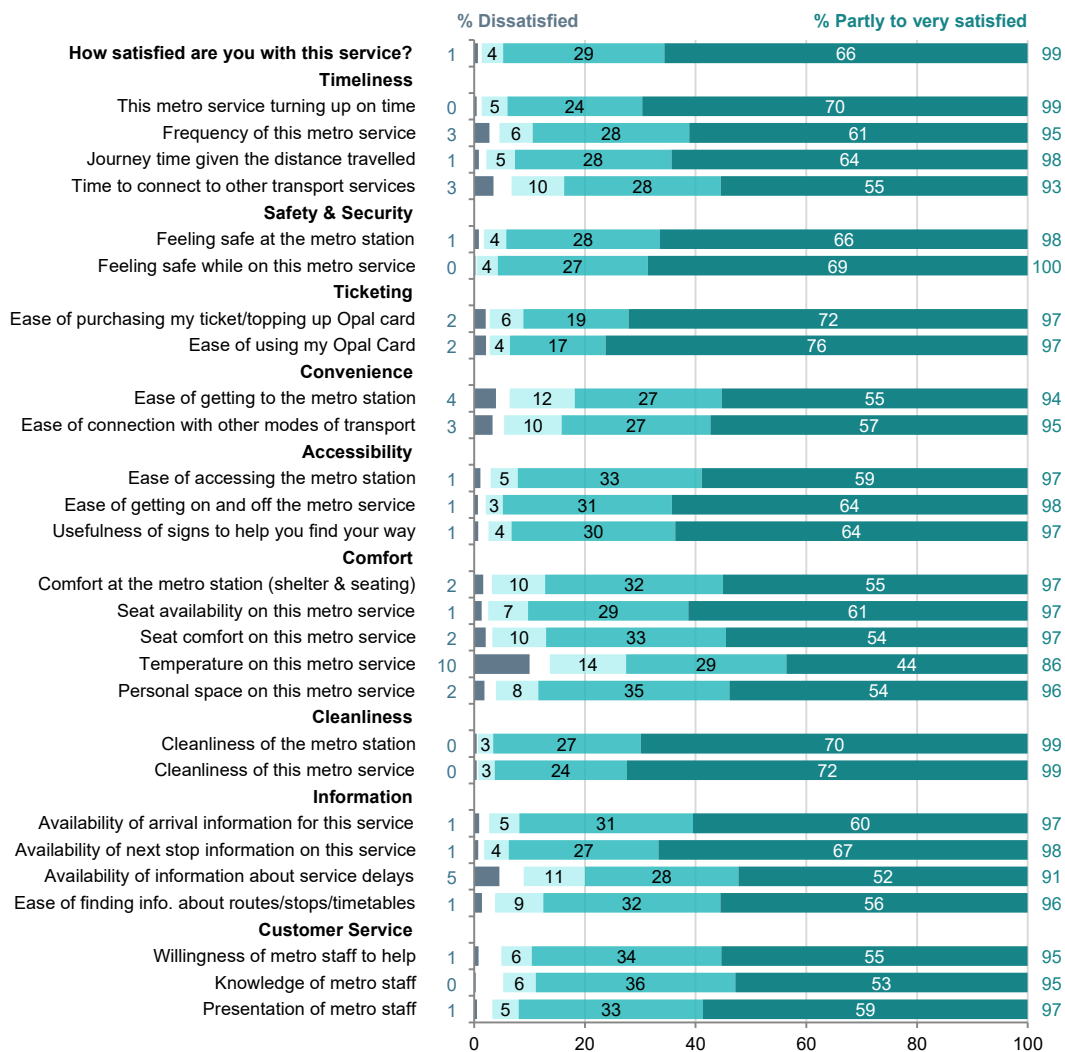
## Summary

- Satisfaction with the light rail network increased by 5% pts compared to November 2019. This result includes the new Randwick and Kingsford lines for the first time.
- Customers were most satisfied with Cleanliness and Accessibility, including: cleanliness of light rail services and ease of getting on and off light rail services.
- Customers were least satisfied with information about service delay.

Dissatisfied includes customers who responded that they were partly to very dissatisfied. The gap after dissatisfied represents a response of neither satisfied nor dissatisfied. Partly satisfied, satisfied and very satisfied are displayed independently from left to right.

# Overall Metro Customer satisfaction

99% satisfied



## Summary

- Satisfaction with the metro network increased 3% pts compared to November 2019
- Metro customers were most satisfied with Cleanliness and Safety & Security, including: cleanliness of metro station and feeling safe while on metro services.
- Customers were least satisfied with temperature on metro service.

Dissatisfied includes customers who responded that they were partly to very dissatisfied. The gap after dissatisfied represents a response of neither satisfied nor dissatisfied. Partly satisfied, satisfied and very satisfied are displayed independently from left to right.

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