

2026 Customer Satisfaction Survey Findings

July 22, 2026

Background/Introduction

Customer Satisfaction

- Key indicator of customer experience
- Assesses rider perceptions and satisfaction
- Differs from rider profile surveys, which focus on rider travel behavior and demographics

Survey Overview

- Second customer satisfaction survey
- Current snapshot of rider satisfaction levels

Purpose

- Examines riders' current satisfaction levels with AC Transit

Key Satisfaction Metrics

- Overall Satisfaction
- Net Promoter Score (NPS)
- Reliability and Frequency
- Personal Safety
- Cleanliness
- Customer Service
- Fare Value
- Access to Information

New for 2026

- Importance-Satisfaction Analysis identifies the greatest opportunities to improve the rider experience
- National Benchmarking Comparisons

Methodology

Survey

- ETC Institute
- In-person paper intercept onboard buses, as well as at stations and bus stops
- Conducted April 14 – May 2, 2026
- One-page survey with 17 total questions (15 core questions, 2 follow-up)
- Available in eight languages, primarily English, Spanish and Chinese
- Avg. completion: 3-5 minutes

Note: The survey was administered using paper intercept surveys

Responses

- 3,761 completed surveys – we exceeded our goal by 10%
- 74% response rate and 94% completion rate
- Results are statistically representative of AC Transit riders
- Overall margin of error: $\pm 1.6\%$ at the 95% confidence level

Note: The 2026 survey used a different methodology than the 2023 survey. As a result, direct comparisons are not recommended.

Methodology

Comparing 2023 and 2026 Survey Results

Why results are not directly comparable

Survey Characteristics	2023	2026
Sampling approach	Limited outreach on select routes and online participation	District-wide rider sampling
Survey mode	Primarily online	Primarily in-person intercept surveys
Survey responses	~1,100	3,761
Completion rate	Only 29% of online respondents completed the full survey	94%
Representativeness	Higher income and less racially/ethnically diverse than rider population	More representative of AC Transit riders

2023 and 2026 survey results should not be directly compared; 2026 establishes a new baseline

Survey Representativeness

Survey Respondents Reflect the Broader Rider Population

Demographic comparisons indicate that Customer Satisfaction Survey respondents closely resemble riders represented in the Rider Profile Survey (Origin-Destination Survey).

97%

**of demographic comparisons align within
±5 percentage points**

32 of 33 categories align within a narrow range after excluding Under 18 years old, which is not comparable because school routes were excluded from the Rider Profile survey.

82% align within ±3 percentage points
27 of 33 categories

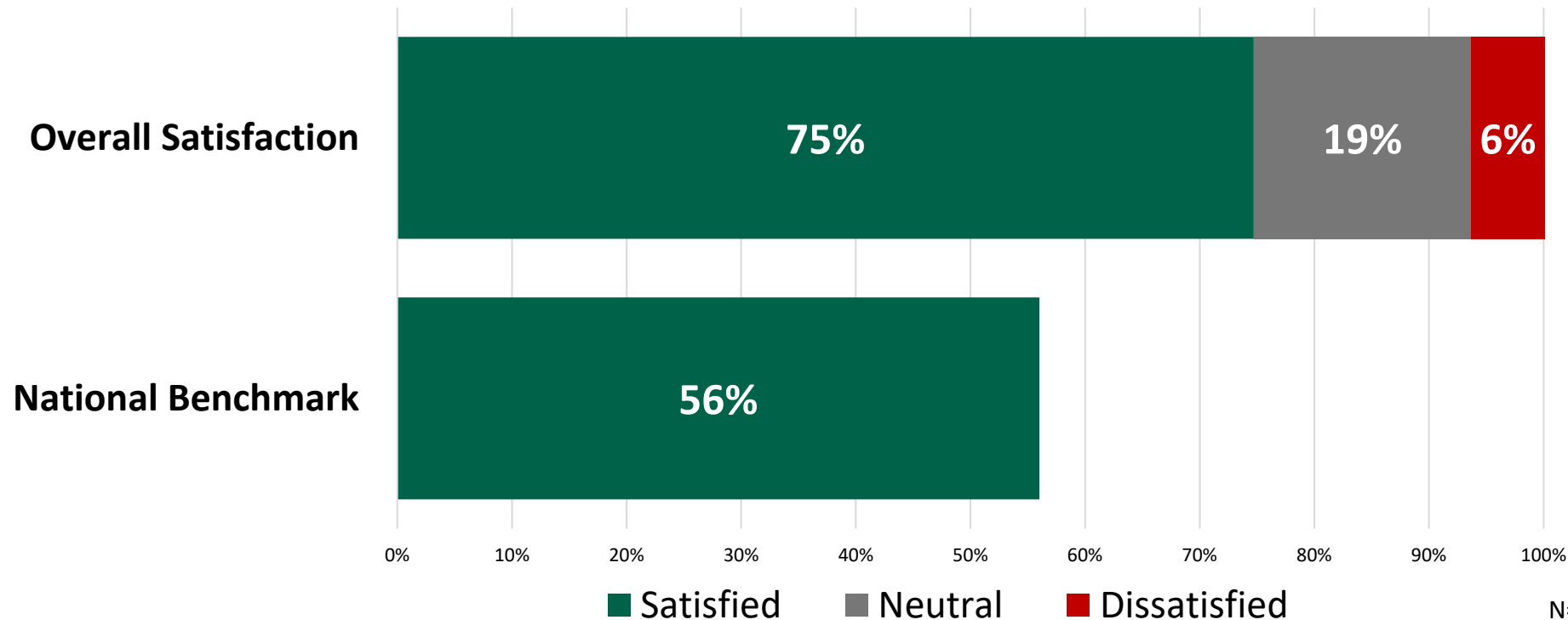
Rider Profile Survey: N=13,151

CS Survey: N=3,761

The Customer Satisfaction Survey closely mirrors the Rider Profile Survey across key demographic characteristics, providing confidence that the results are representative of AC Transit riders.

Key Takeaways

Overall satisfaction was 75%, 19 percentage points higher than the national benchmark. *Overall, how satisfied are you with AC Transit? [By percentage of respondents (excluding “not provided”)]*

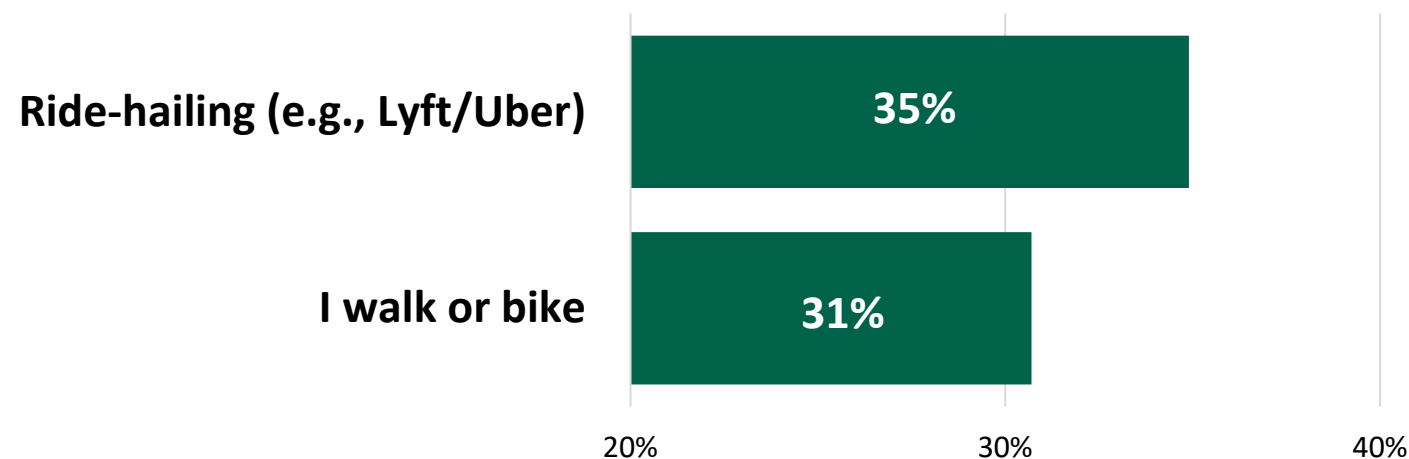


N=3,730 6

Key Takeaways

Among dissatisfied riders (6%), ride-hailing and walking/biking were the most common alternatives when AC Transit did not meet their needs. *When AC Transit does not meet your needs, what other options do you use?*

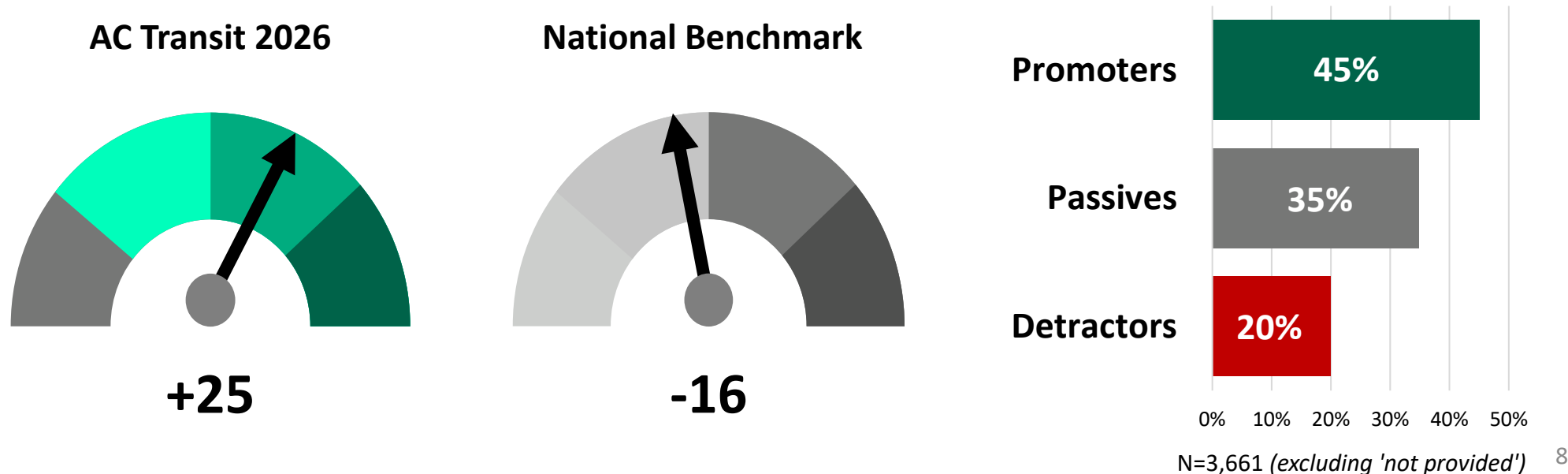
[By percentage of respondents who indicated they were “Dissatisfied” or “Very dissatisfied” (multiple items could be selected)]



Other alternatives include getting a ride from someone else (27%), continuing to ride AC Transit (27%) and traveling less often (19%).

Key Takeaways

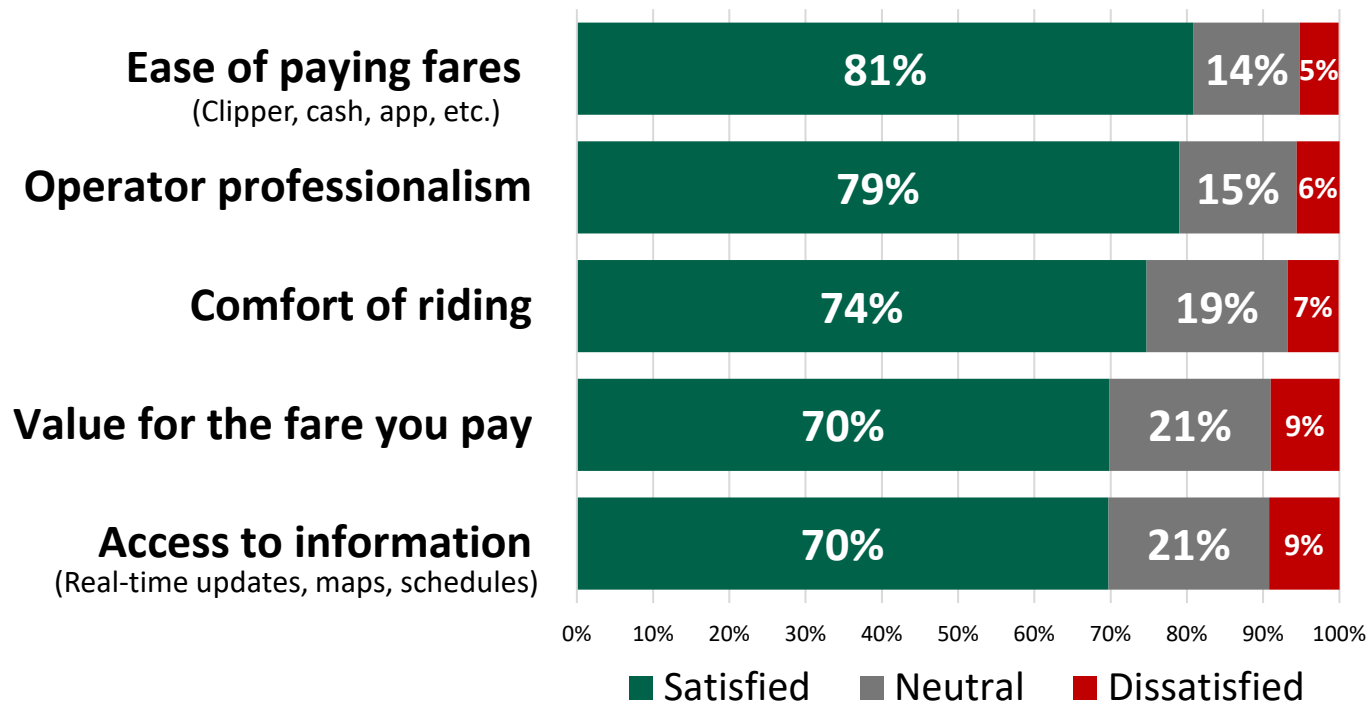
AC Transit's Net Promoter Score (NPS) is 41 points above the national benchmark. *On a scale from 0-10, where 0 means “Not at all Likely,” and 10 means “Extremely Likely,” how likely are you to recommend AC Transit to a friend, family member, or colleague? [By percentage of respondents]*



Key Takeaways

The service attributes with the highest satisfaction ratings are ease of paying fares, operator professionalism, and comfort of riding.

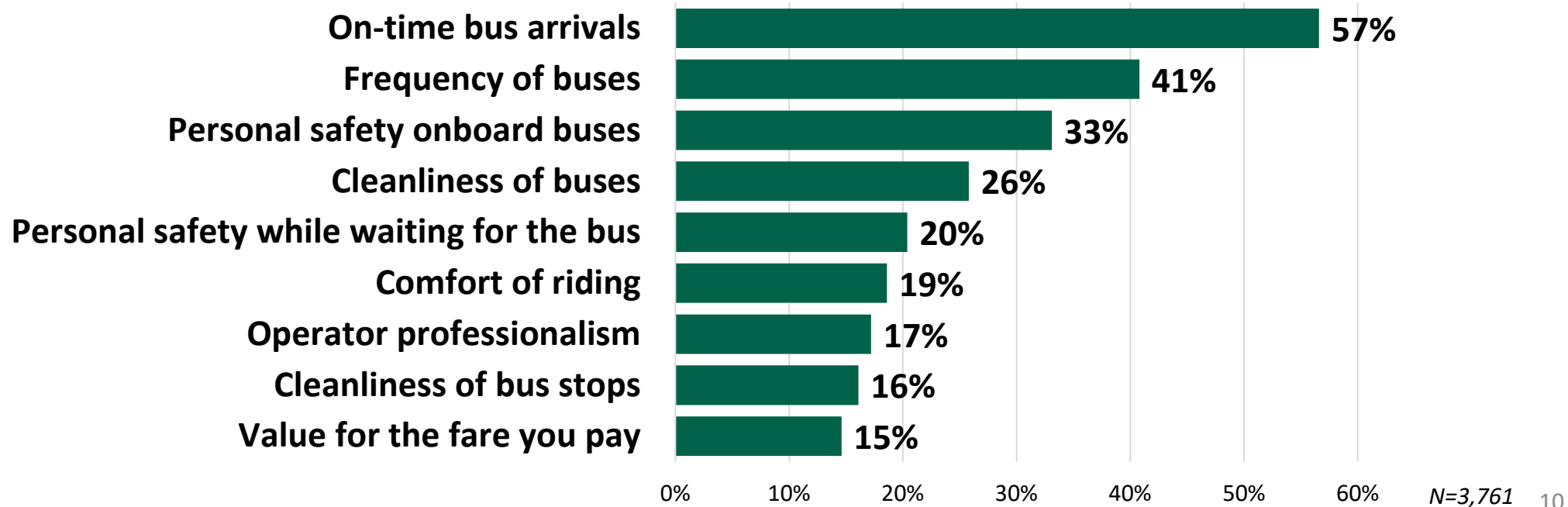
Please indicate your level of satisfaction with the following:



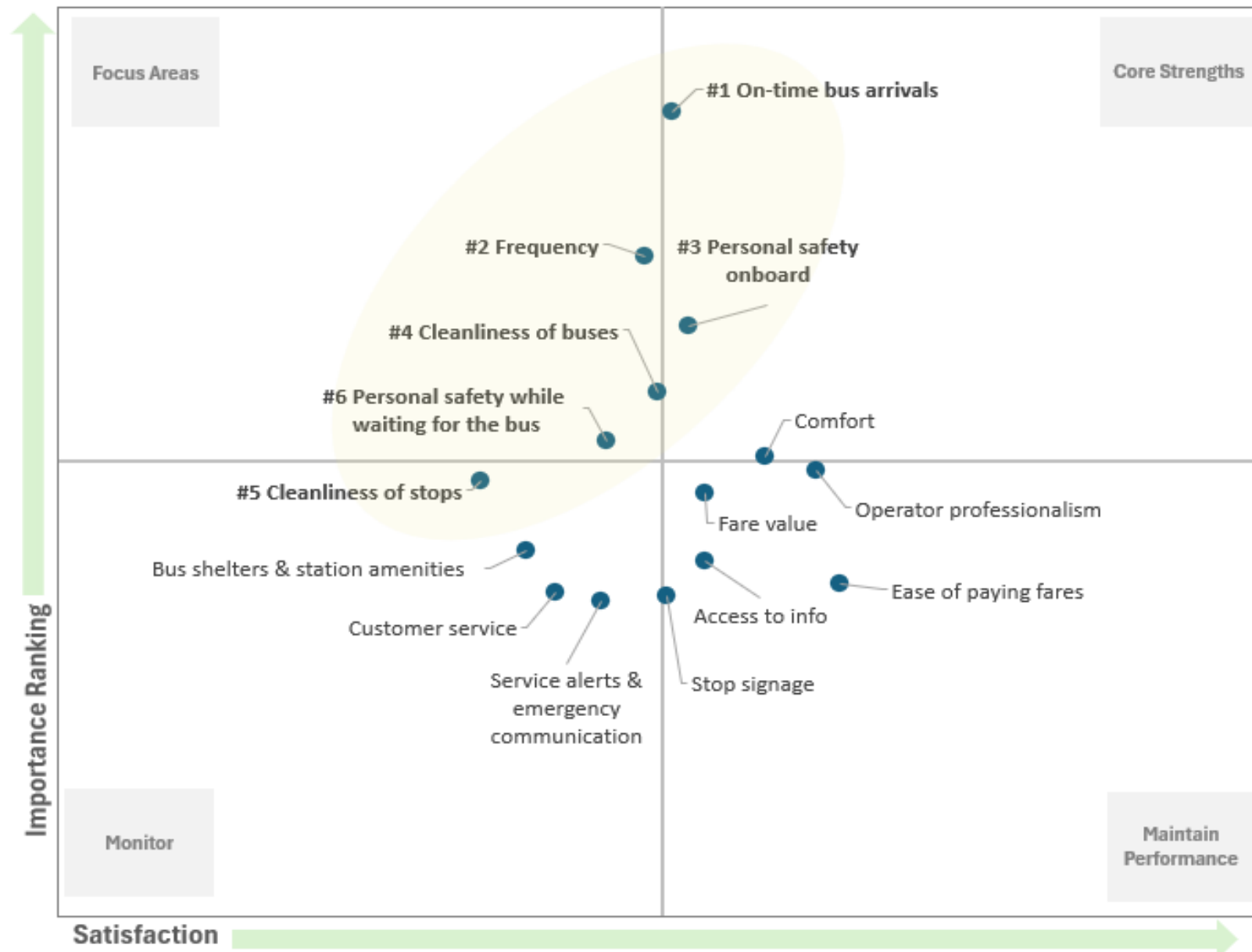
N ranges from 3,686
to 3,715 (excluding 'not provided')

Key Takeaways

The most important service attributes are on-time arrivals, service frequency, and onboard safety. *Which THREE of the items listed in Question 5 do you think are the MOST IMPORTANT? [By percentage of respondents who selected each item as first, second, or third most important]*



Opportunities to Improve the Rider Experience

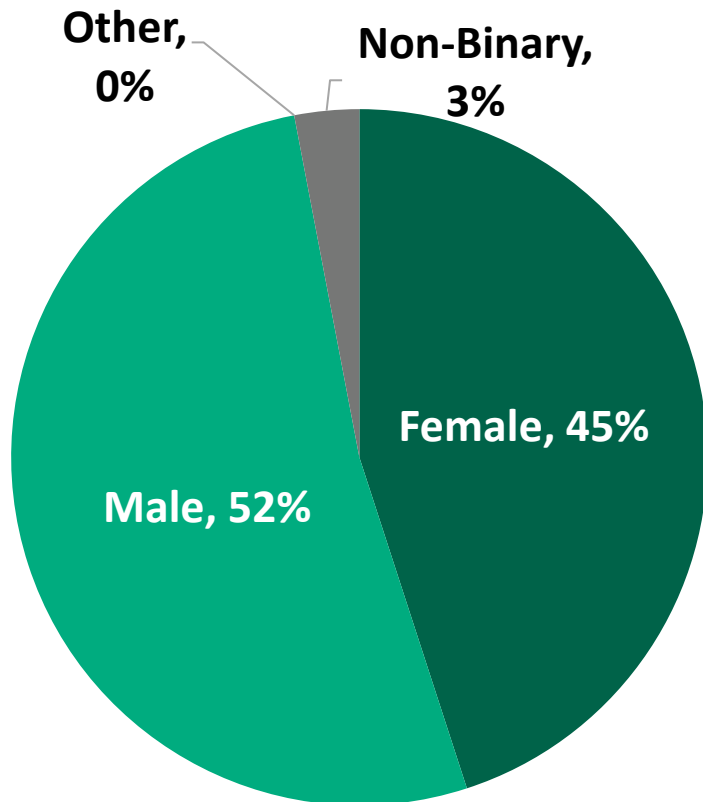


#1–#6 identify the highest priorities from the Importance-Satisfaction Analysis

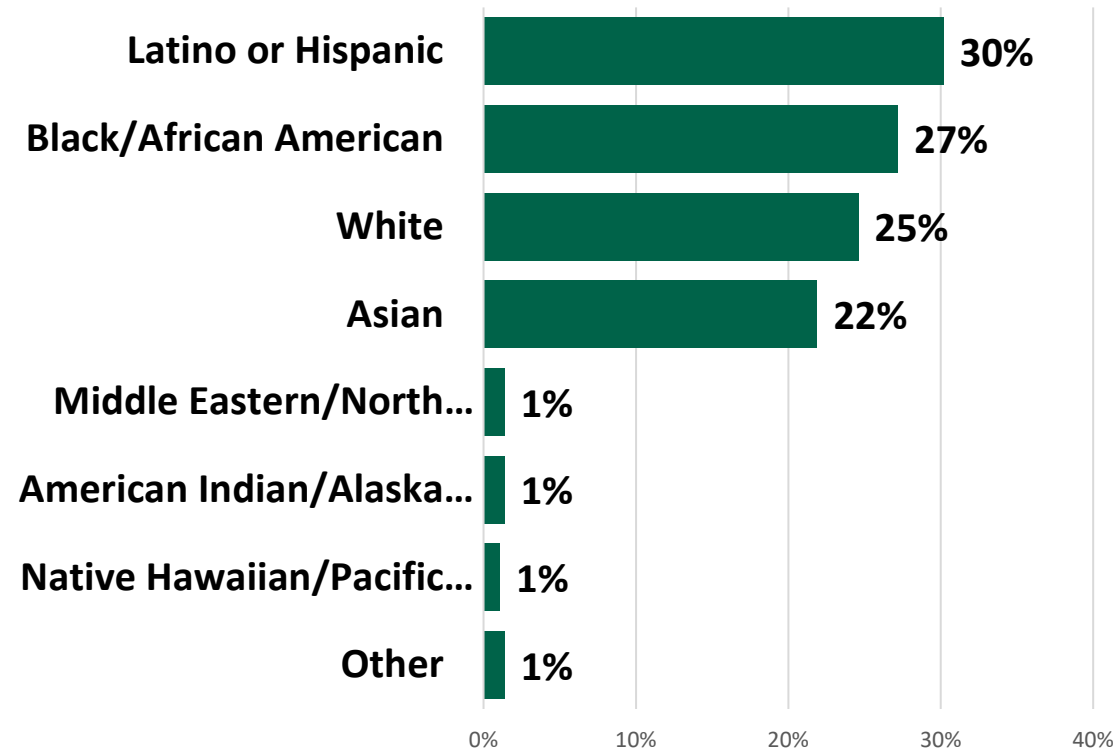
Rider Characteristics

Demographics

Gender



Race/Ethnicity



Age

59%

33 years old or younger

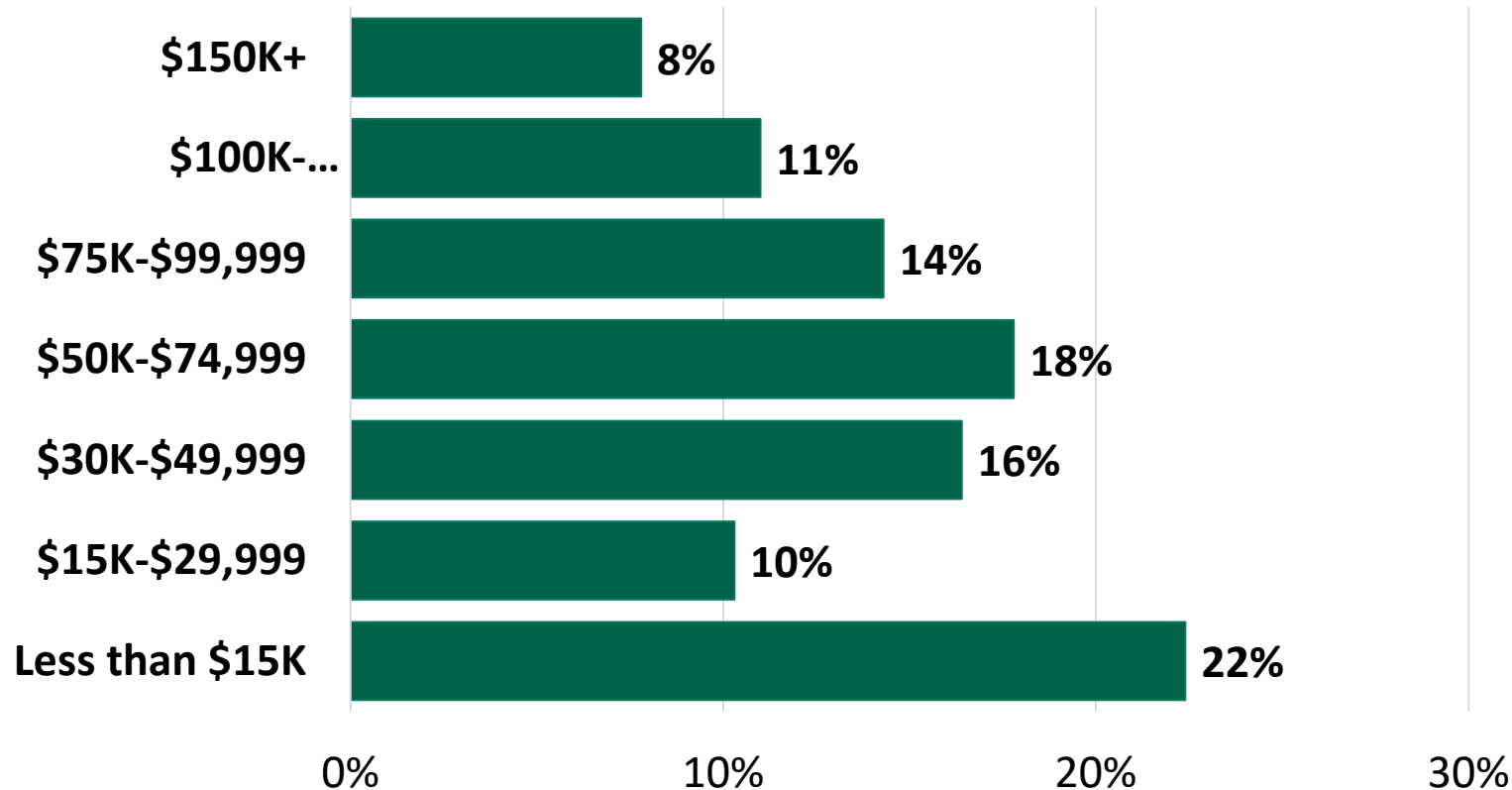
Disability

10%

have a disability that
limits their mobility

Demographics

Household Income



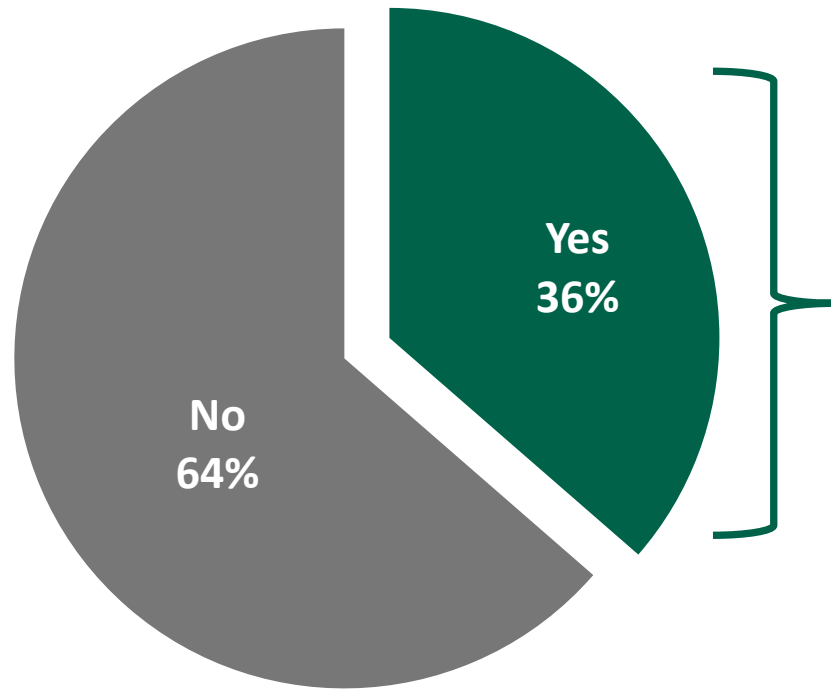
Household-Adjusted Income (Federal Poverty Level)

56% of respondents were below 200% of the Federal Poverty Level (FPL).

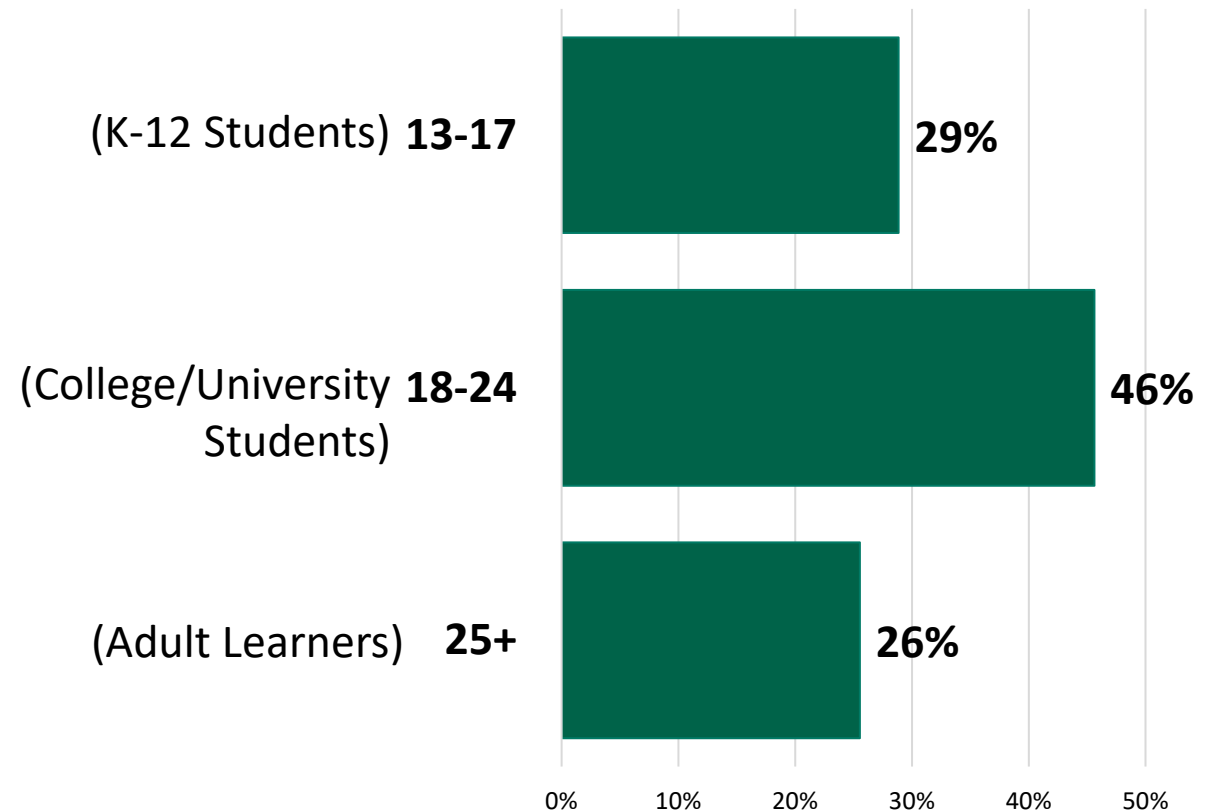
The largest gaps for these riders were related to safety, cleanliness, and fare value.

Characteristics

Student Status



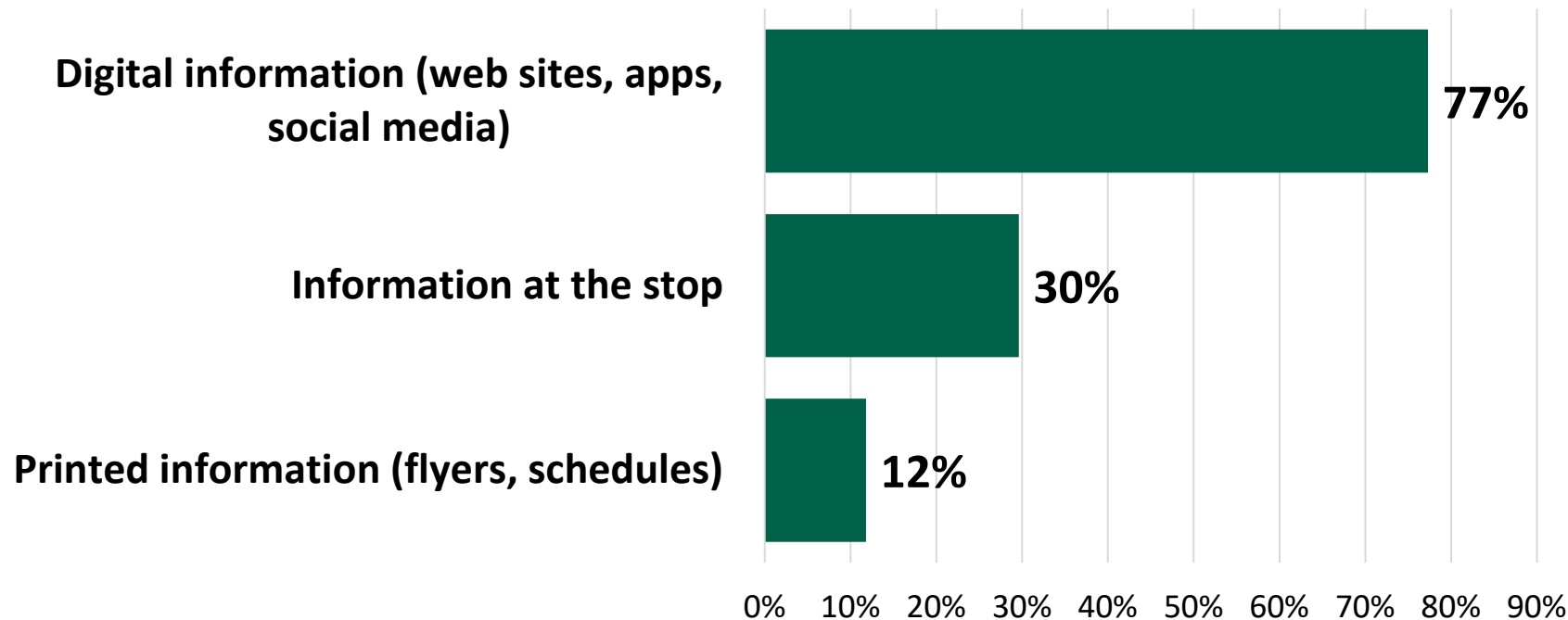
Student Age



N ranges from 3,616 to 3,741 (excluding 'not provided') 15

Preferred Communication Channels

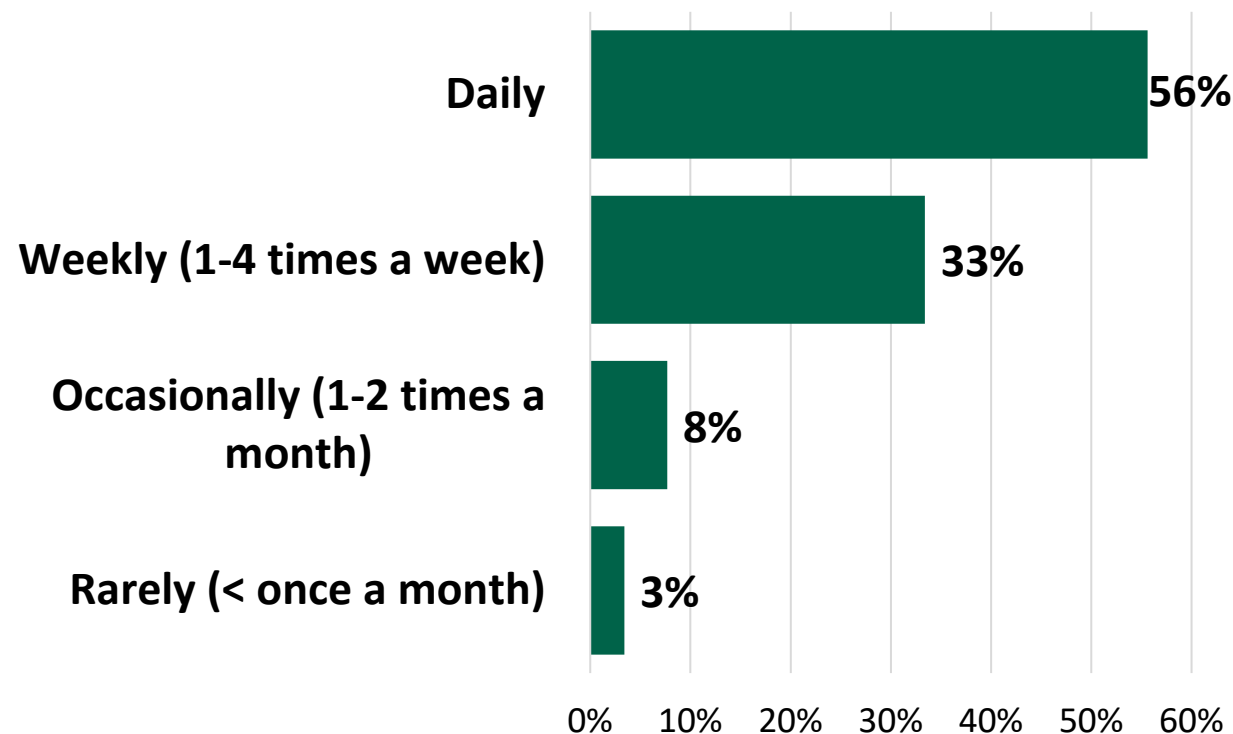
77% report they get information about AC Transit through websites, apps, and social media. *How do you get information about AC Transit? [By percentage of respondents (multiple items could be selected)]*



Rider Behavior

89% report they ride AC Transit at least weekly.

How often do you use AC Transit? [By percentage of respondents]



Bus Routes

The most frequently used routes were the 1T, 51A, 18, 51B, and 72.

Frequency

89% ride at least 1–4 times per week. More than 50% ride daily.

Final Takeaways

- Overall customer satisfaction was strong at 75%
- Riders are more likely to recommend AC Transit than not
- The greatest opportunities for improving the rider experience are:
 - On-Time Bus Arrivals
 - Frequency
 - Personal safety onboard