

2023 Q4 Survey Draft Results Overview

December 2023



Chicago Transit Authority

QUARTERLY SURVEY OVERVIEW

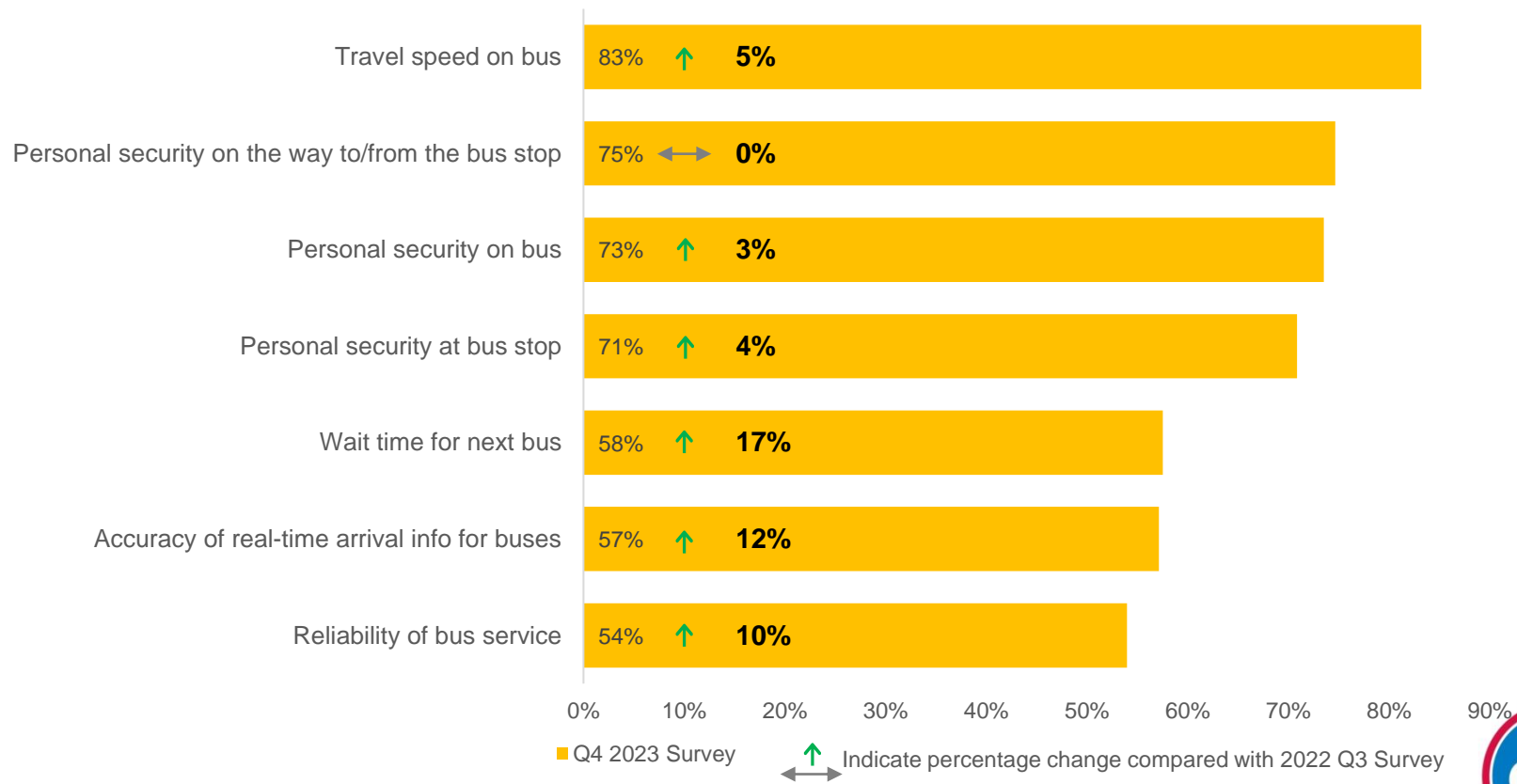
- Quarterly survey initiative began in Q3 2022 to provide more frequent updates on customer satisfaction and travel patterns in the COVID recovery period.
- This presentation focuses on the results from the Q4 2023 survey, the sixth quarterly survey conducted.
- Quarterly surveys include:
 - Questions about customer habits and preferences that will stay consistent for each quarterly survey to track trends
 - Questions on a focus topic that will change each quarter
 - An English, Spanish and Polish version of the survey
- Focus topics for Q4 2023 survey included:
 - Crowding, Service Updates and Disruptions, and Reliability



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO Q3 2022 (MEETING THE MOMENT BASELINE)

Satisfaction with most CTA Bus attributes increased compared to the baseline results from Q3 2022. Satisfaction with wait time for next bus increased significantly, with accuracy of real-time arrival information for buses and reliability of bus service also improving.

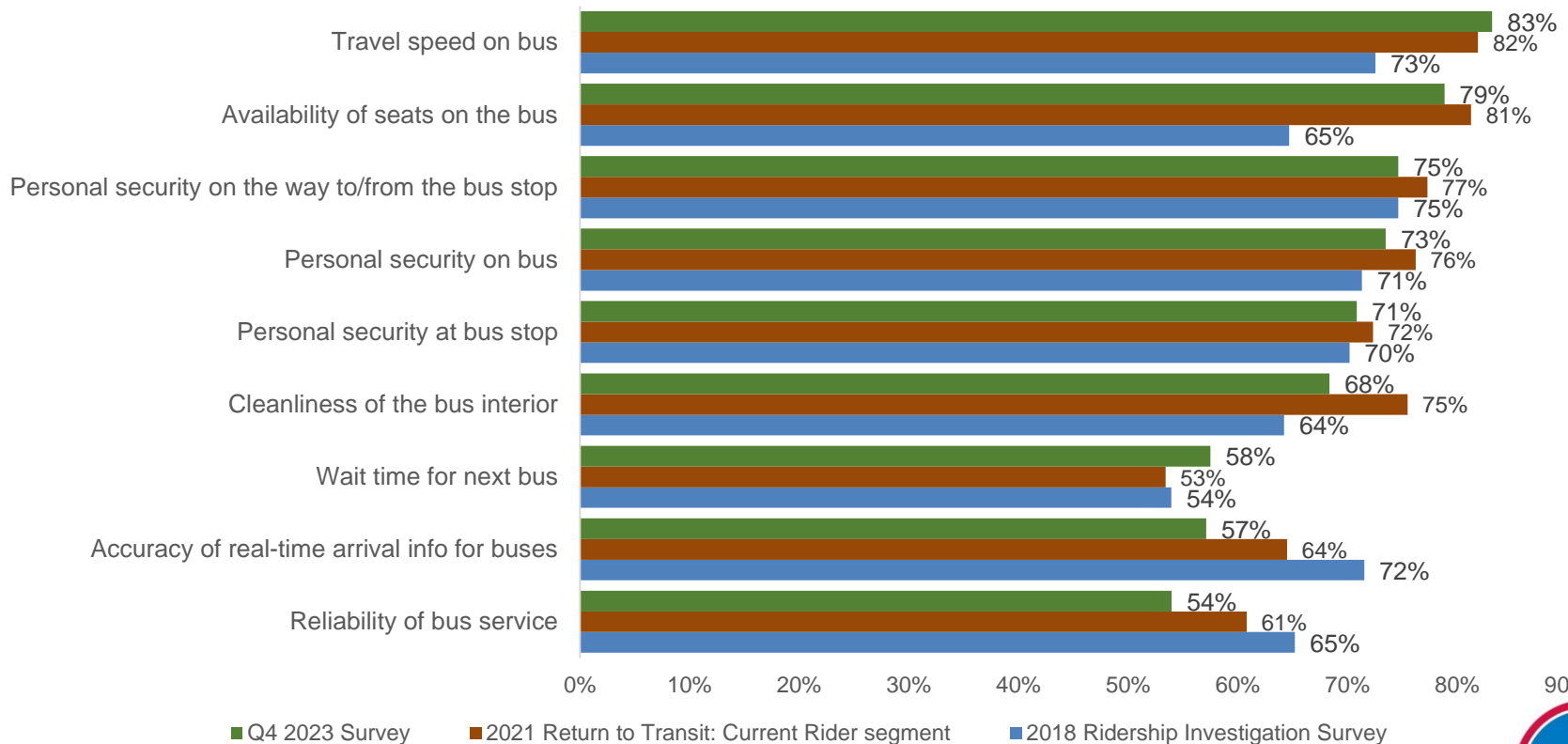
Percent Satisfied with CTA Bus Attributes Compared to Q3 2022 (MTM Baseline)



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO PAST SURVEYS

Satisfaction with accuracy of real-time arrival information for buses and reliability of bus service is lower compared to past surveys; satisfaction with safety and security has stayed consistent.

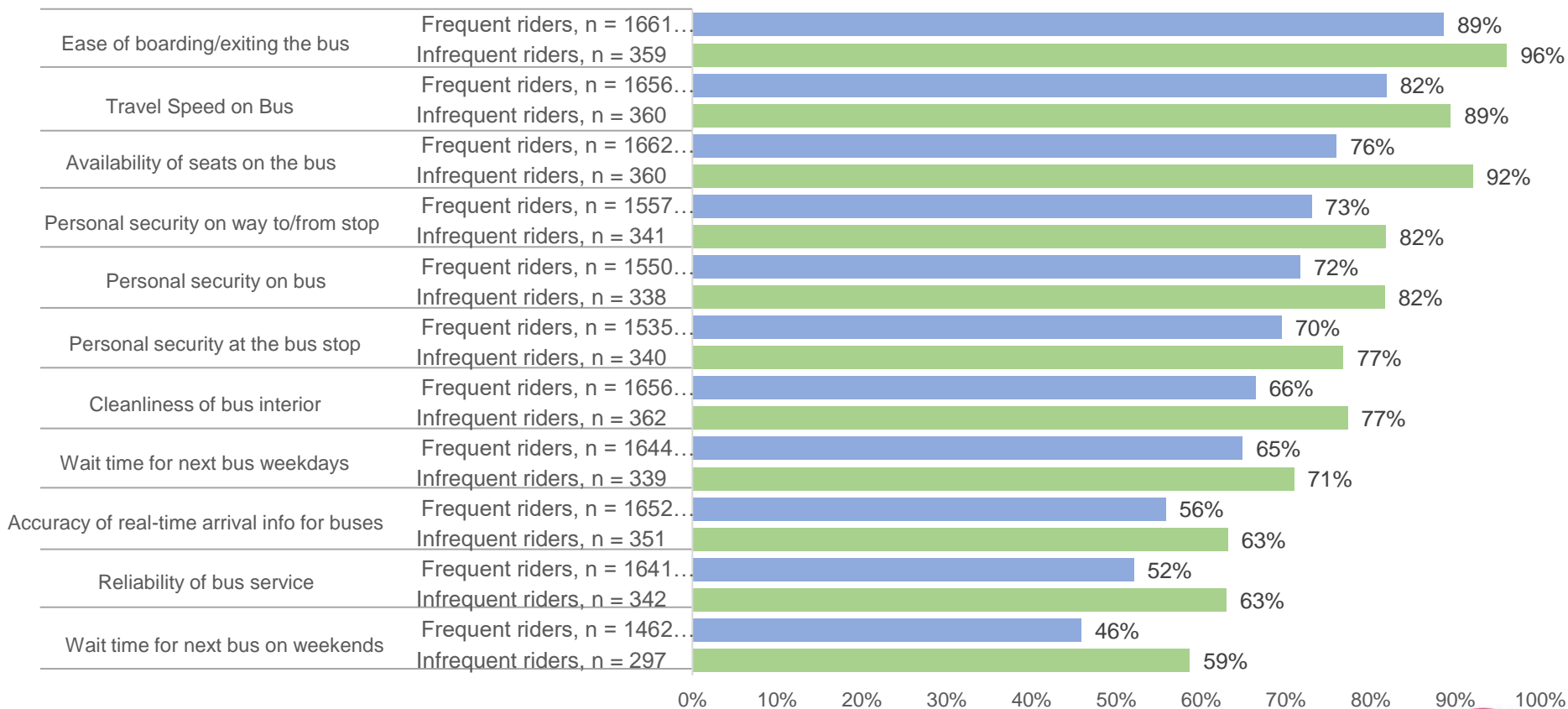
Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



CUSTOMER SATISFACTION: BUS ATTRIBUTES

Infrequent riders reported much higher satisfaction with all CTA Bus Attributes, compared to frequent riders, and the difference in satisfaction levels between these segments is larger than on past quarterly surveys.

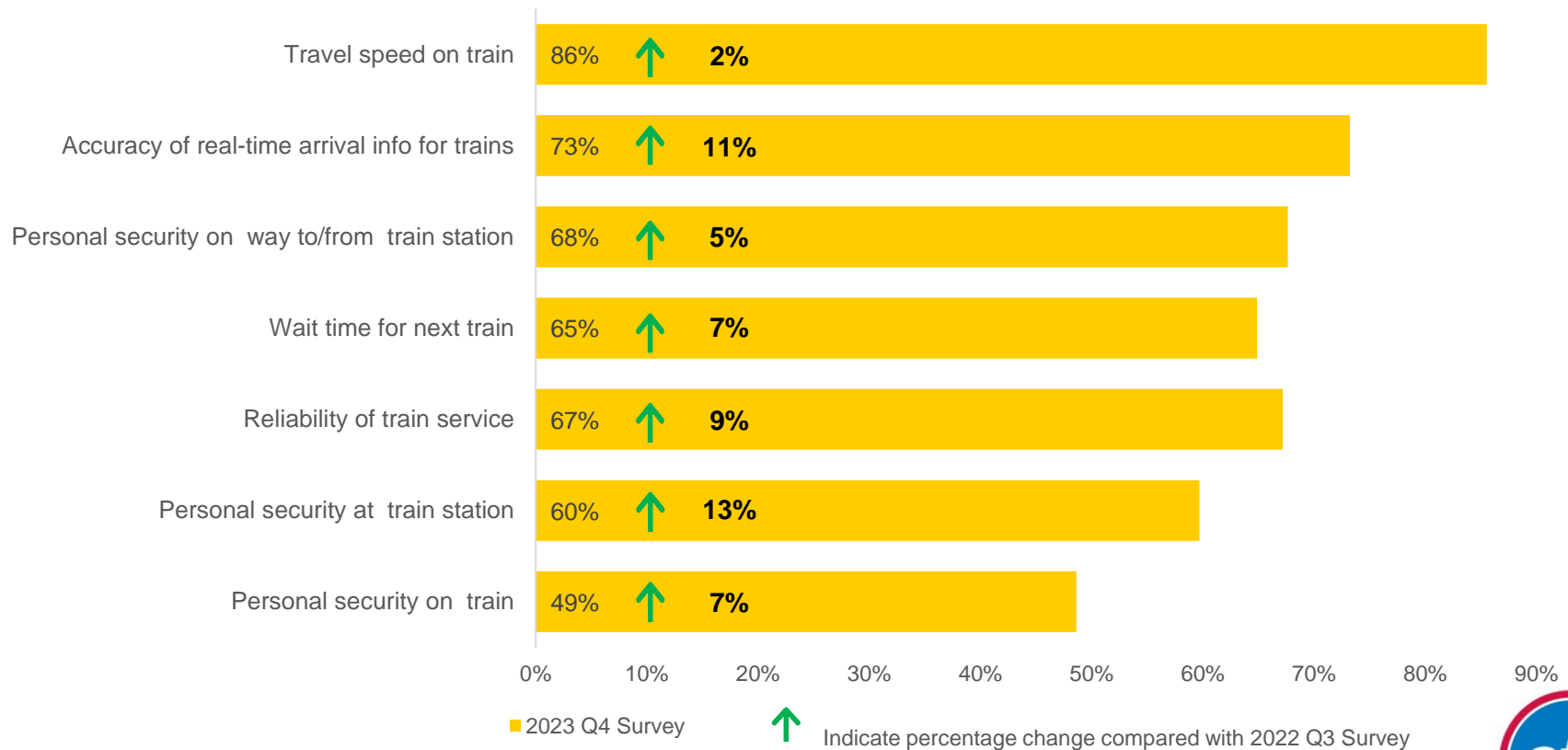
Percent Satisfied with CTA Bus Attributes



CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED TO Q3 2022 (MEETING THE MOMENT BASELINE)

Compared to the baseline results from Q3 2022 satisfaction increased for all CTA Train attributes on Q4 2023. Satisfaction with personal security at train station, accuracy of real-time arrival information, and reliability of train service increased at the highest rates.

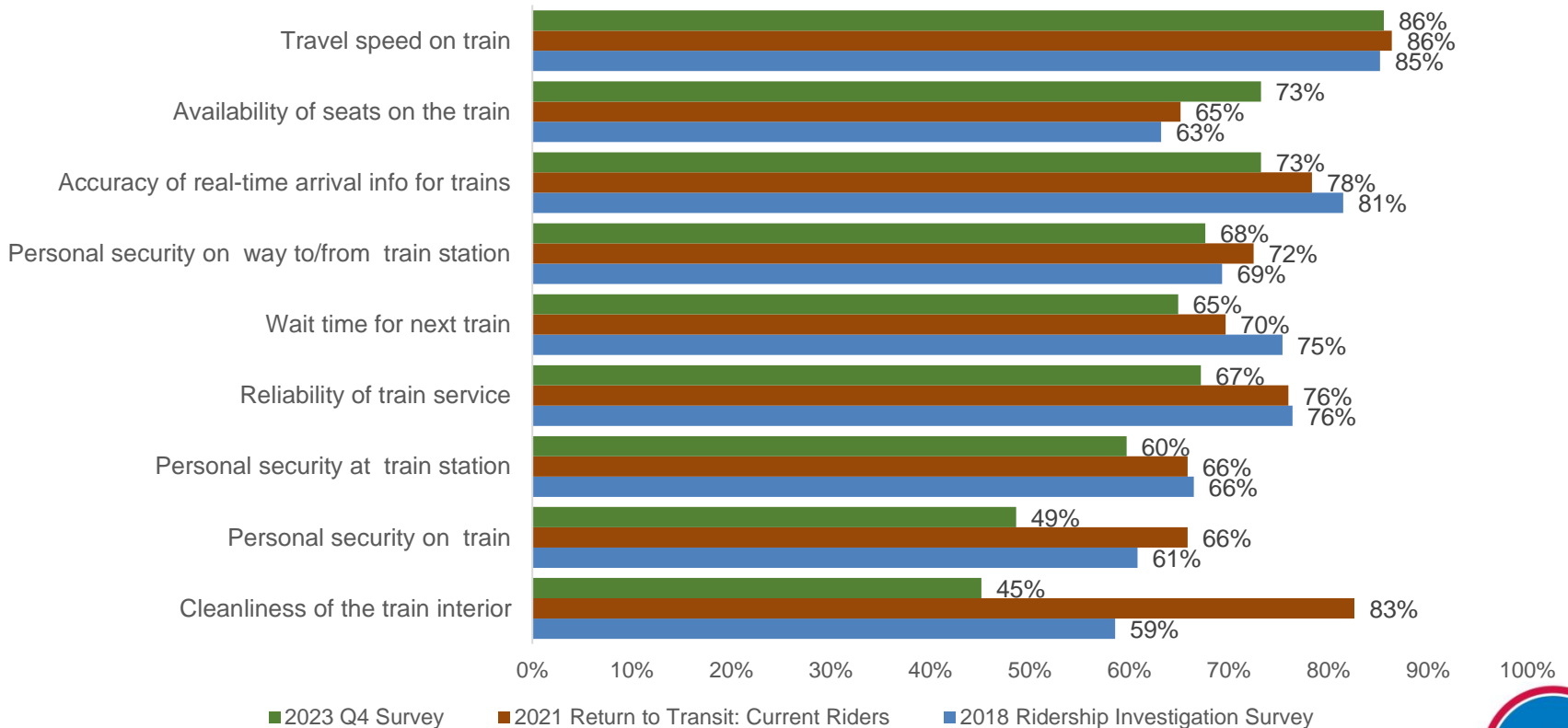
Percent Satisfied with CTA Train Attributes Compared to Q3 2022 (MTM Baseline)



CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED TO PAST SURVEYS

Satisfaction is lower for most rail attributes compared to past surveys, except for travel speed and availability of seats on the train. Respondents rated personal security on the train and cleanliness of train interior far below past surveys.

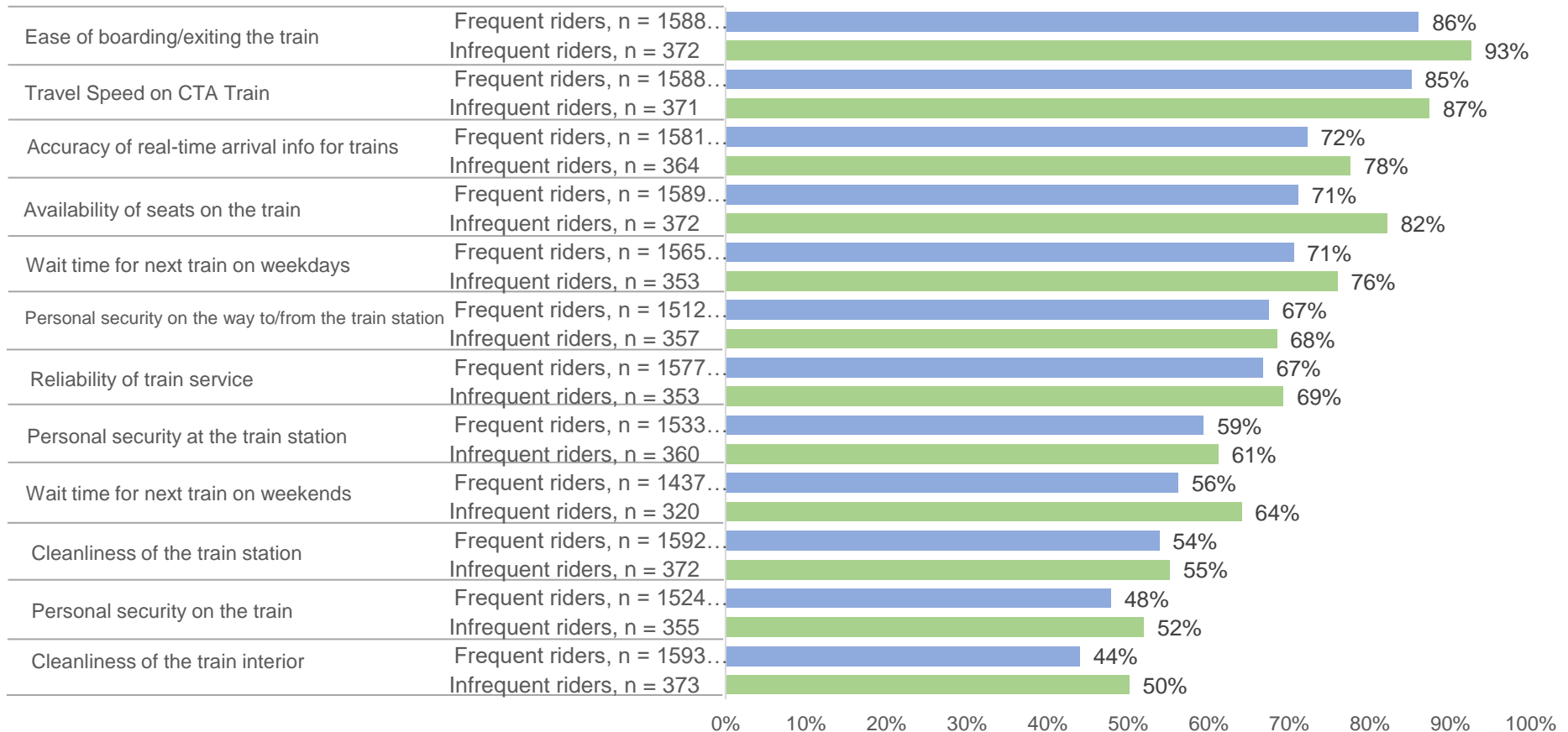
Percent Satisfied with CTA Train Attributes Compared with Past Surveys



CUSTOMER SATISFACTION: RAIL ATTRIBUTES

Infrequent riders reported higher satisfaction with all CTA Rail attributes, compared to frequent riders.

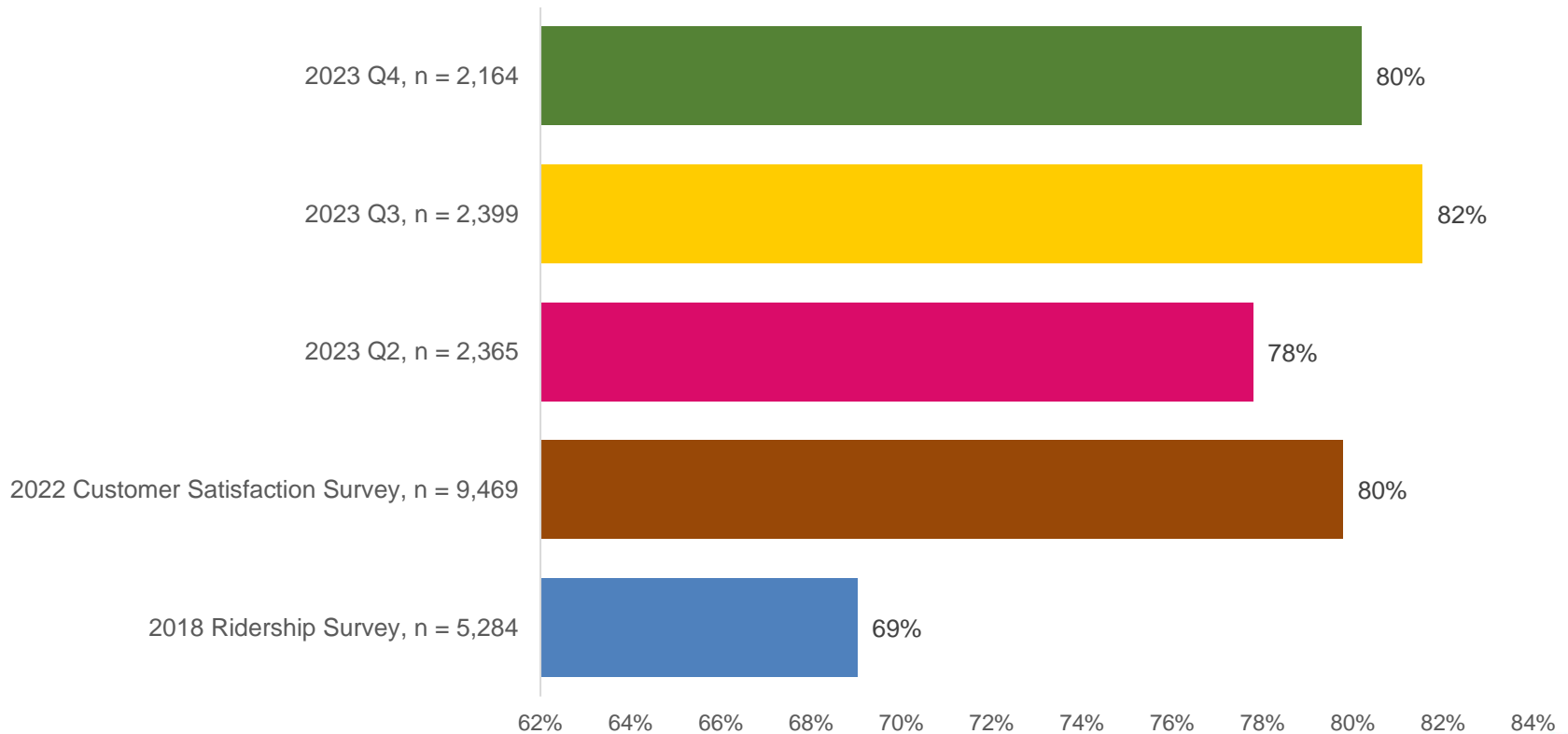
Percent Satisfied with CTA Rail Attributes



FARE SATISFACTION

Satisfaction with value of service for fare paid has remained consistent on quarterly surveys.

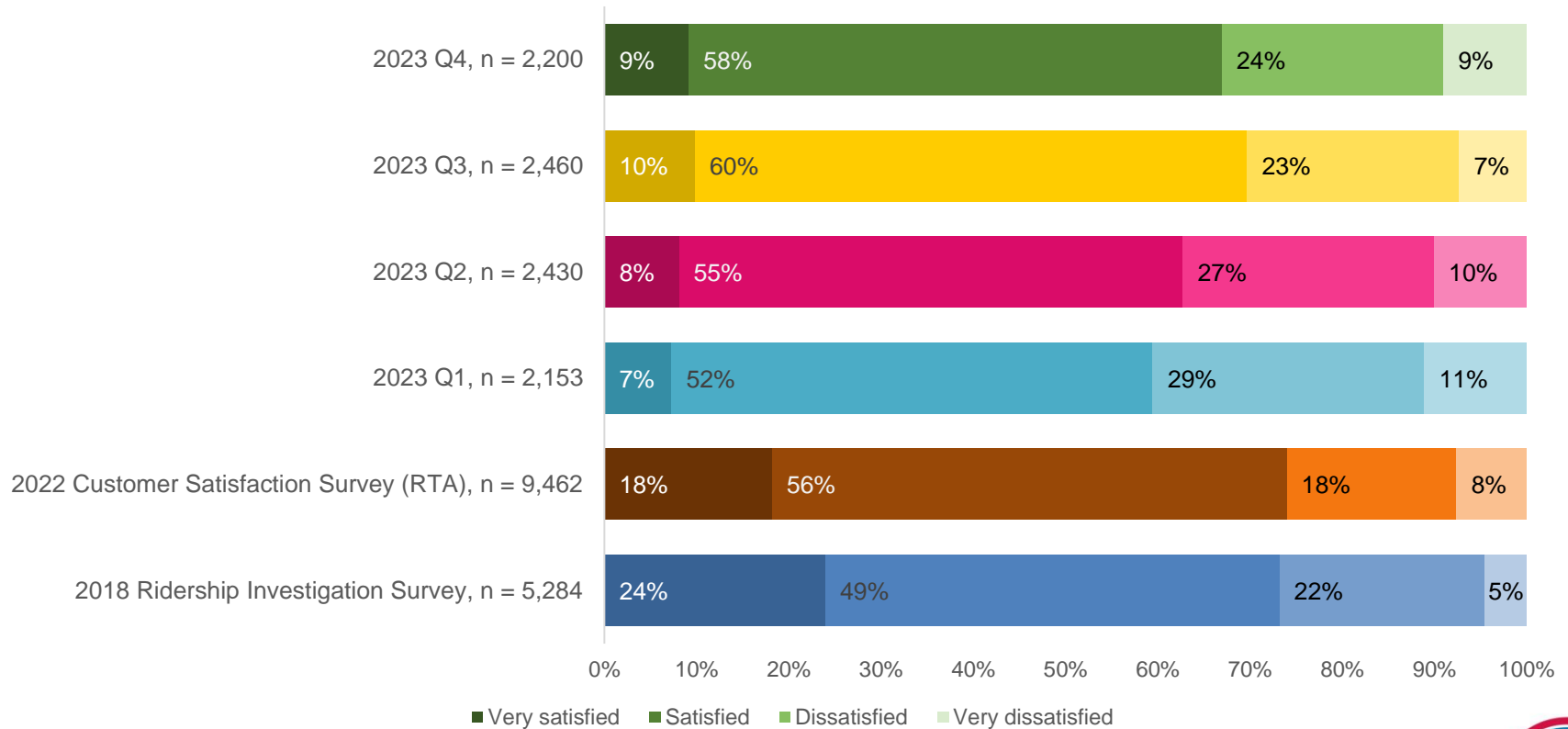
Satisfaction with value of service for fare paid



CUSTOMER SATISFACTION WITH CTA COMPARED TO PREVIOUS SURVEYS

67% of Q4 2023 respondents reported being satisfied with CTA overall, an increase from 59% in Q1 2023.

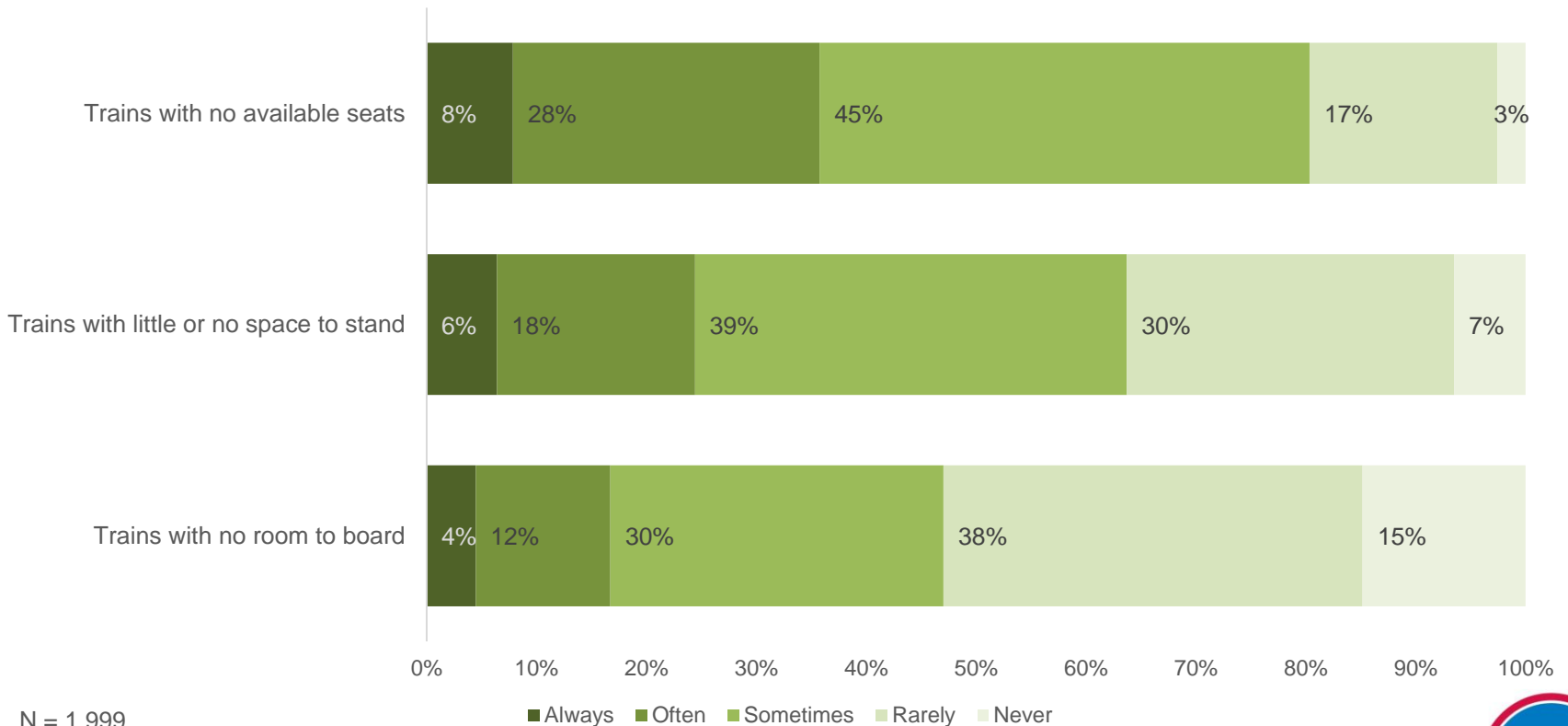
Overall Satisfaction
Compared to Past Surveys



EXPERIENCE WITH CROWDING ON CTA TRAINS

At least some of the time, 81% of respondents experienced trains with no available seats, 63% experienced trains with little or no space to stand, and 46% of respondents reported experiencing trains with no room to board.

Crowding on CTA Trains



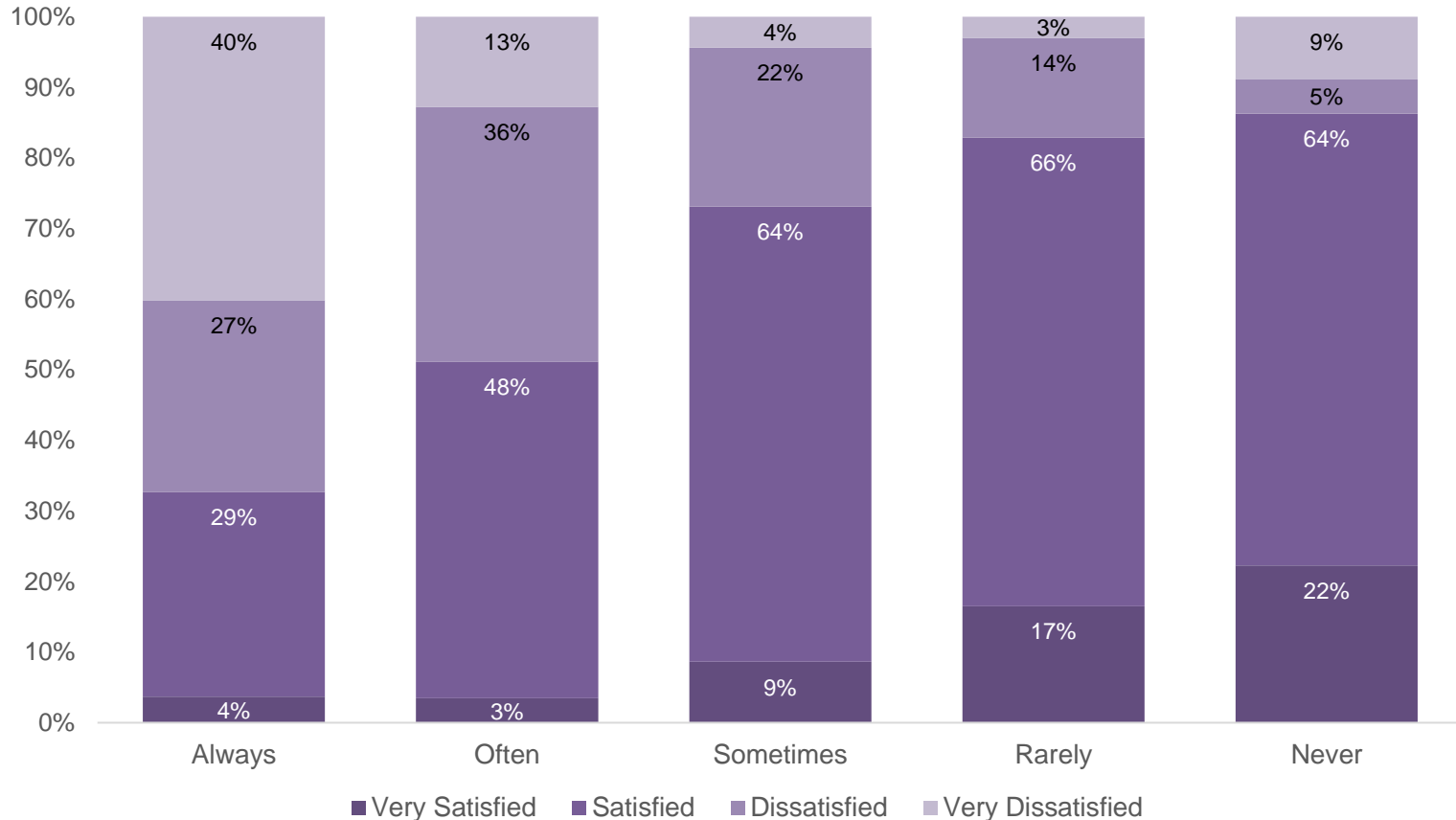
N = 1,999



AVAILABILITY OF SEATING AND SATISFACTION

Respondents who reported boarding trains with no available seats all the time or often, were much less likely to be satisfied with CTA overall.

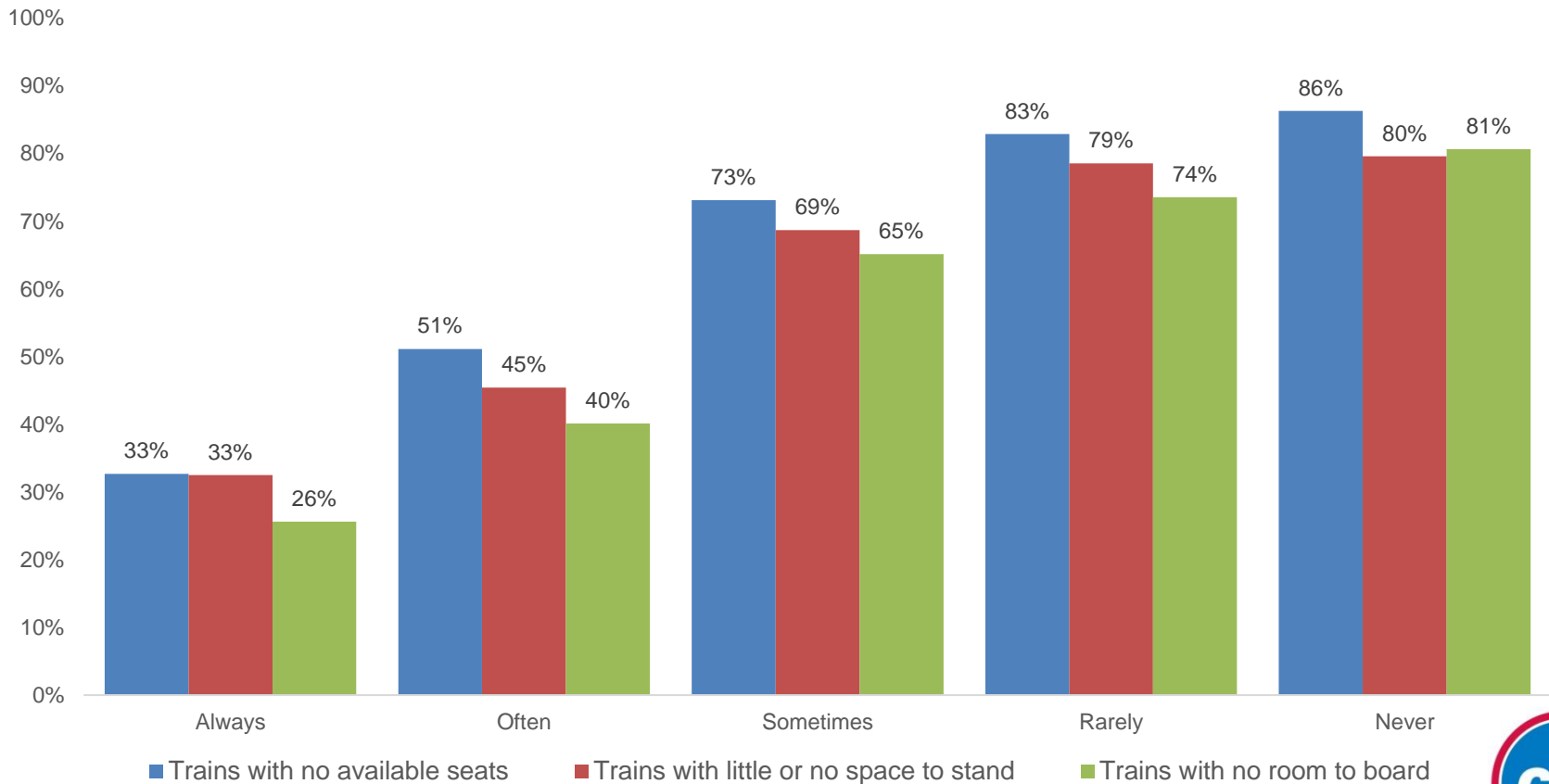
Overall Satisfaction by Frequency of Boarding Trains with No Available Seats



CROWDING ON CTA TRAINS AND OVERALL SATISFACTION

Respondents who reported experiencing crowding more frequently, were less likely to be satisfied with CTA overall.

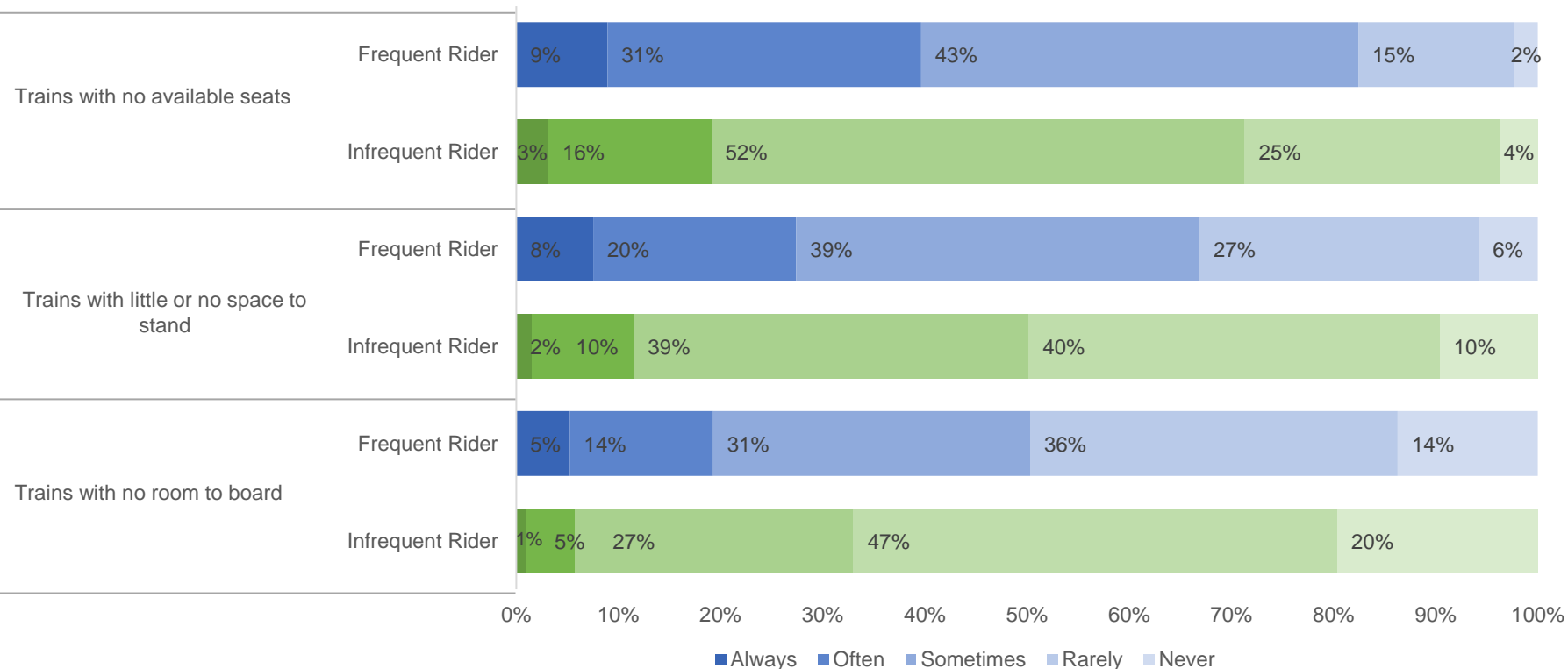
Experience with Crowding on CTA Trains & Overall Satisfaction



EXPERIENCE WITH CROWDING ON CTA TRAIN

Frequent riders were more likely to experience all aspects of crowding on CTA trains, compared to infrequent riders.

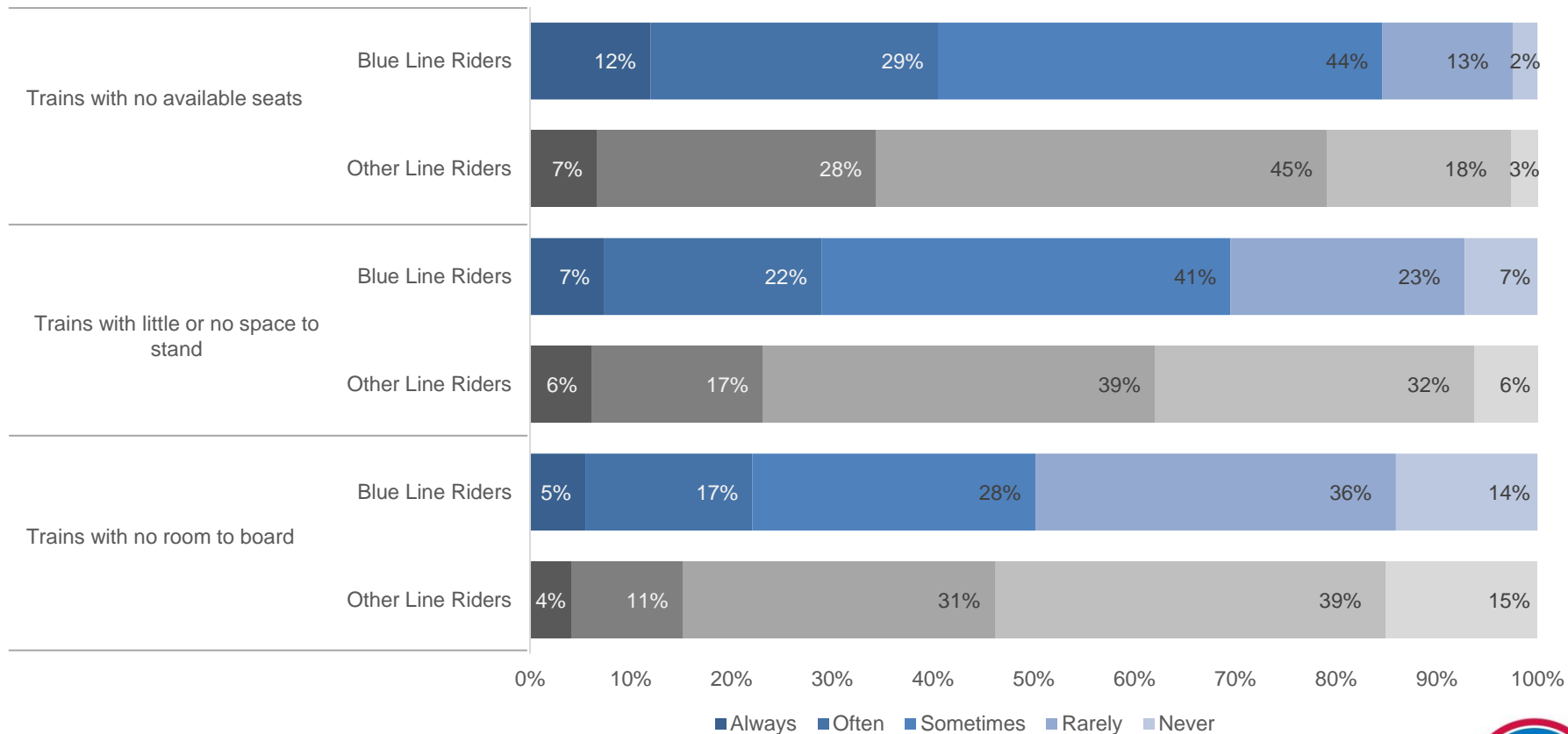
Crowding on CTA Trains



BLUE LINE RIDERS EXPERIENCE WITH CROWDING ON CTA TRAIN

Blue Line riders were slightly more likely to experience crowding on CTA Trains compared to other line riders.

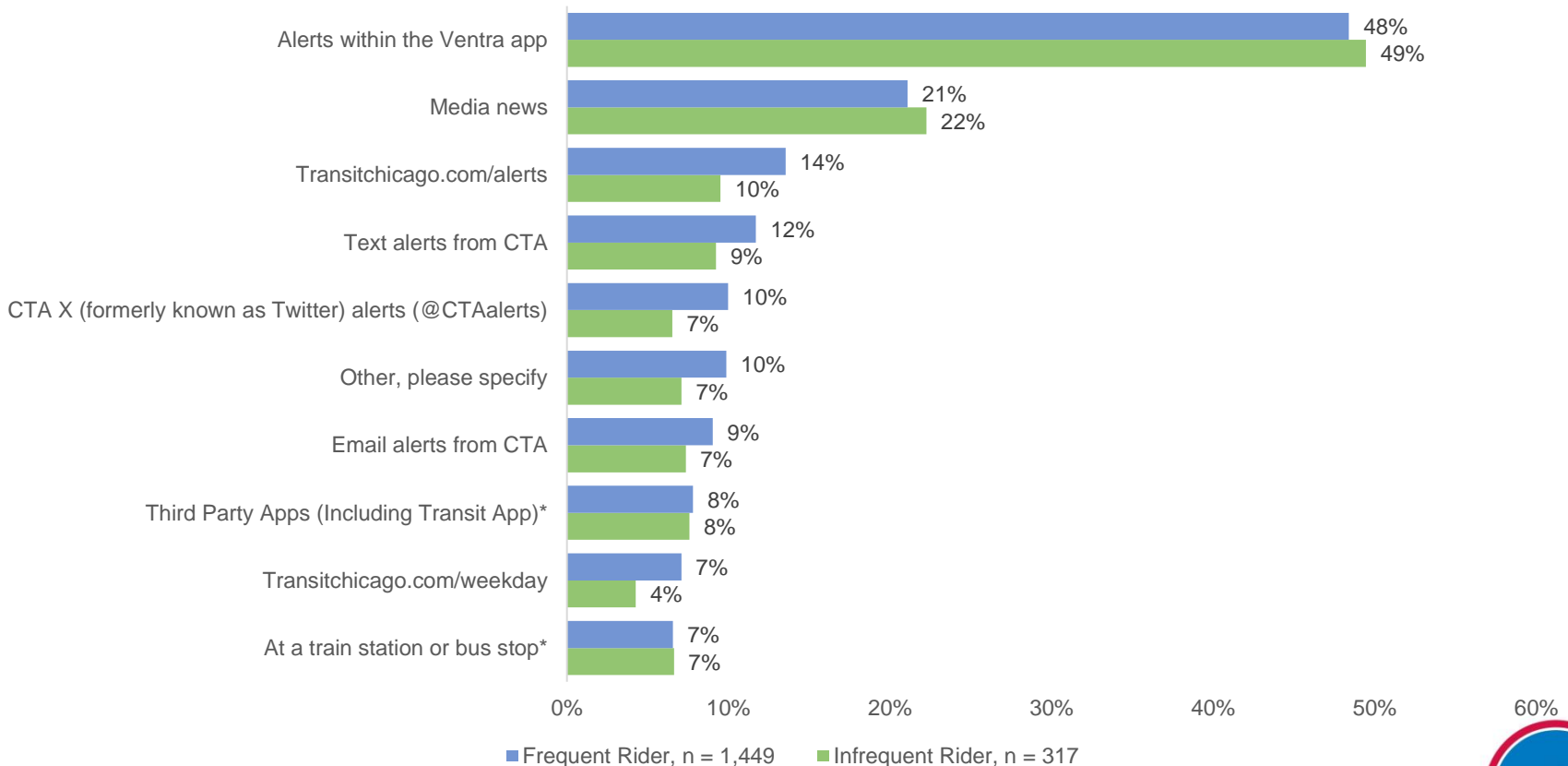
Crowding on CTA Trains



SERVICE DISRUPTION COMMUNICATION

Alerts within the Ventra app was the most commonly selected way that respondents find out about service disruptions.

How do you find out about service disruptions?
Select all that apply.



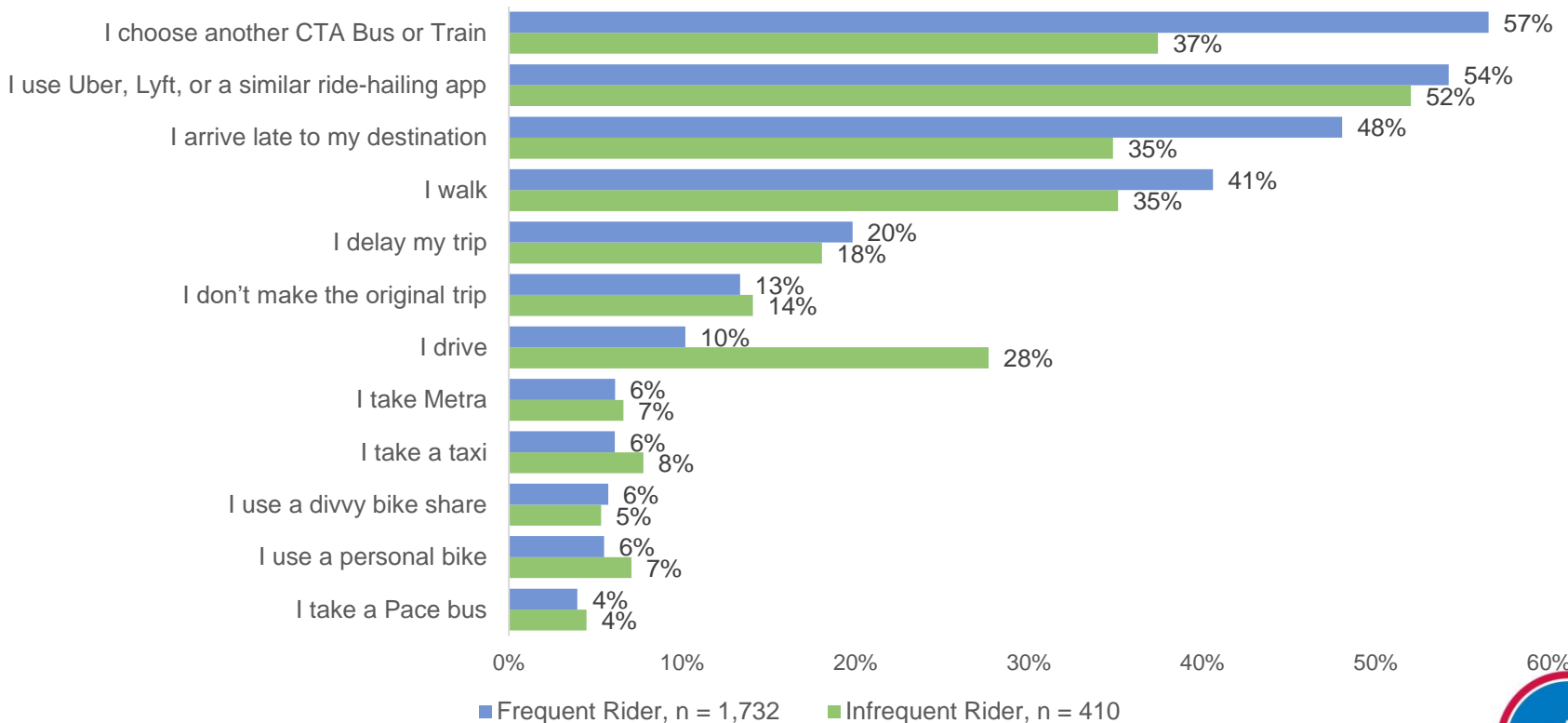
Responses with an asterisk(*) were recategorized based on written responses under "Other, please specify"



SERVICE DISRUPTION TRAVEL IMPACT

When asked how respondents would adjust travel if there was a disruption to CTA service, frequent riders most commonly indicated that they would choose another CTA Bus or Train, while infrequent riders most commonly indicated that they would use a ride-hailing app.

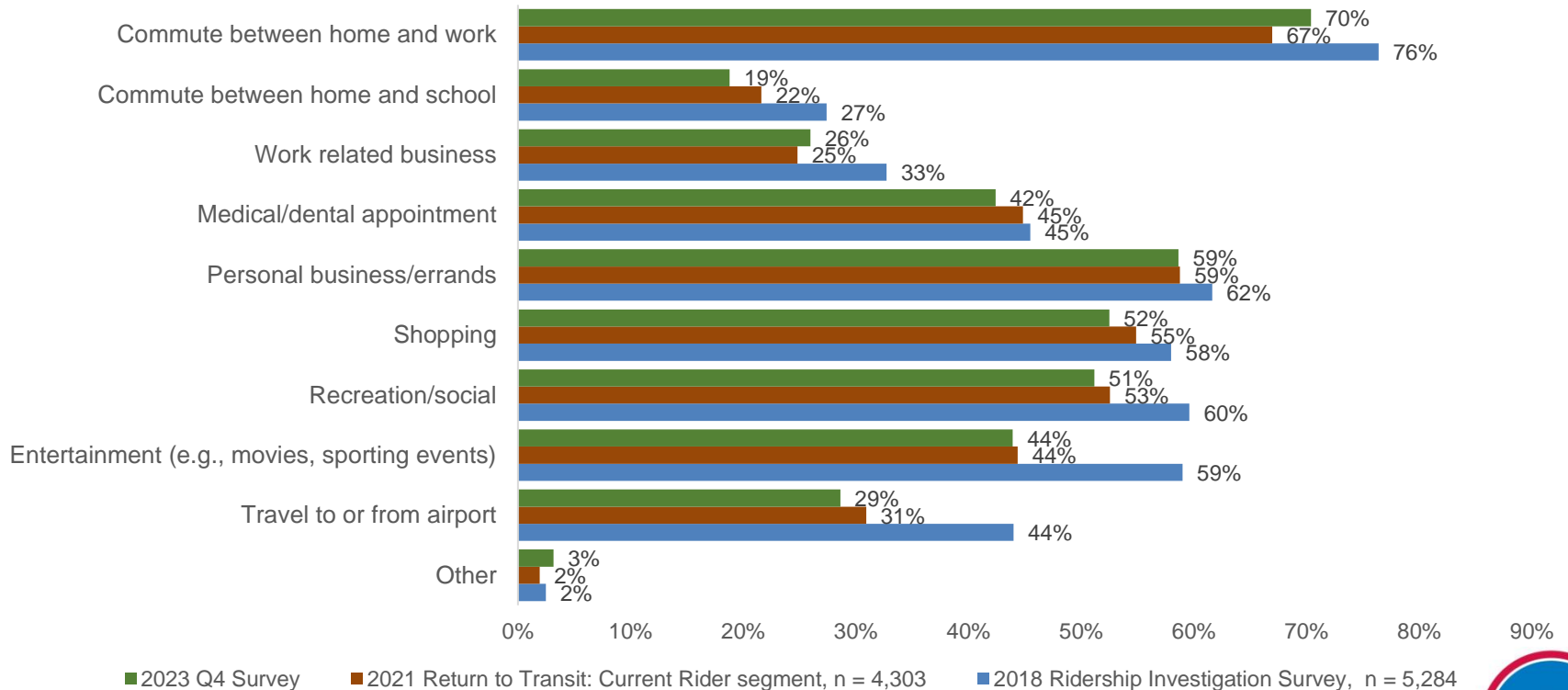
If there is a disruption to CTA service, how do you typically adjust your travel plans?
Select all that apply.



TRIP PURPOSE COMPARED TO PAST SUREVYS

Commute between home and personal business errands are the top two trip purposes on CTA on the [Q4 2023 survey](#), [2021 Return to Transit survey](#), and [2018 Ridership Investigation survey](#). Travel to the airport and trips for social/recreation and entertainment are far below pre-pandemic levels.

Trip Purpose on CTA
Compared with Past Surveys



RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE

Respondents ranked increased service during the weekdays, more accurate real-time arrival information for buses, and if buses were faster and more reliable as the top factors that would encourage more frequent use of CTA.

Which of the following improvements would encourage you to ride CTA more frequently?	All, n = 2,200	Frequent Rider, n = 1,767	Infrequent Rider, n = 433
If service came more frequently during weekdays	1	1	3
If real-time arrival information for buses was more accurate	2	2	4
If buses were faster and more reliable	3	3	5
If there was better security on board	4	5	1
If service came more frequently during weekends	5	4	7
If there was better security at stations/stops	6	6	2
If real-time arrival information for trains was more accurate	7	7	8
If trains were faster and more reliable	8	8	6
If vehicles/stations were cleaner	9	9	9
If CTA fares were lower/more affordable	10	10	10
If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless	11	11	11



RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE COMPARED TO PAST SURVEYS

If service came more frequently during the weekdays is ranked in the top two improvements that would encourage respondents to ride CTA more in 5 of 6 surveys. Q4 2023, Q1 2023 and Q4 2022 had the same top three improvements.

Which of the following improvements would encourage you to ride CTA more frequently?	Q4 2023, n = 2,200	Q3 2023, n = 2,460	Q2 2023, n = 2,430	Q1 2023, n = 2,153	Q4 2022, n = 2,183	Q3 2022, n = 1,802
If service came more frequently during weekdays	1	1	2	1	2	4
If real-time arrival information for buses was more accurate	2	2	5	2	1	7
If buses were faster and more reliable	3	5	6	3	3	5
If there was better security on board	4	4	1	5	4	2
If service came more frequently during weekends	5	3	4	4	5	1
If there was better security at stations/stops	6	6	3	8	6	3
If real-time arrival information for trains was more accurate	7	8	9	7	7	9
If trains were faster and more reliable	8	7	7	6	8	6
If vehicles/stations were cleaner	9	9	8	9	9	8
If CTA fares were lower/more affordable	10	10	10	10	10	10
If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless	11	11	11	11	11	11



SURVEY ADMINISTRATION & RESULTS

Timeframe:

- Survey open from 10/30/2023 to 11/17/2023.

Recruitment:

- Primarily email, with some outreach via Car Card
- Prize drawing incentive offered to all respondents

Email recruitment:

- Email survey distributed to ~23,500 of the ~309,500 Ventra customers who are opted-in to receive emails and have ridden CTA at least once per month during August, September and October 2023.
- Sample proportional to service area population based on customer ZIP code, with oversampling in areas with traditionally low response rates.
- 2,145 responses collected.

Car Card recruitment:

- Car Card ads with a survey link were posted on ~30% of rail cars and buses (~5% in Spanish).
- 55 responses collected.

Total Sample Size:

- 2,220 completed surveys (74 completed in Spanish and 4 in Polish)
- Prize drawing incentive offered to all respondents.
- Email survey response rate = 9.3%*

*Results valid at the 95% confidence level with a margin of error of +/-2.1%.



SEGMENTS

- Survey targeted current CTA riders
- Results analyzed by frequent and infrequent rider segments

Frequent riders:

- Used CTA Bus or Rail at least 1-3 days per week during August, September and October 2023.
- Sample size = 1,767 (80% of sample)

Infrequent riders:

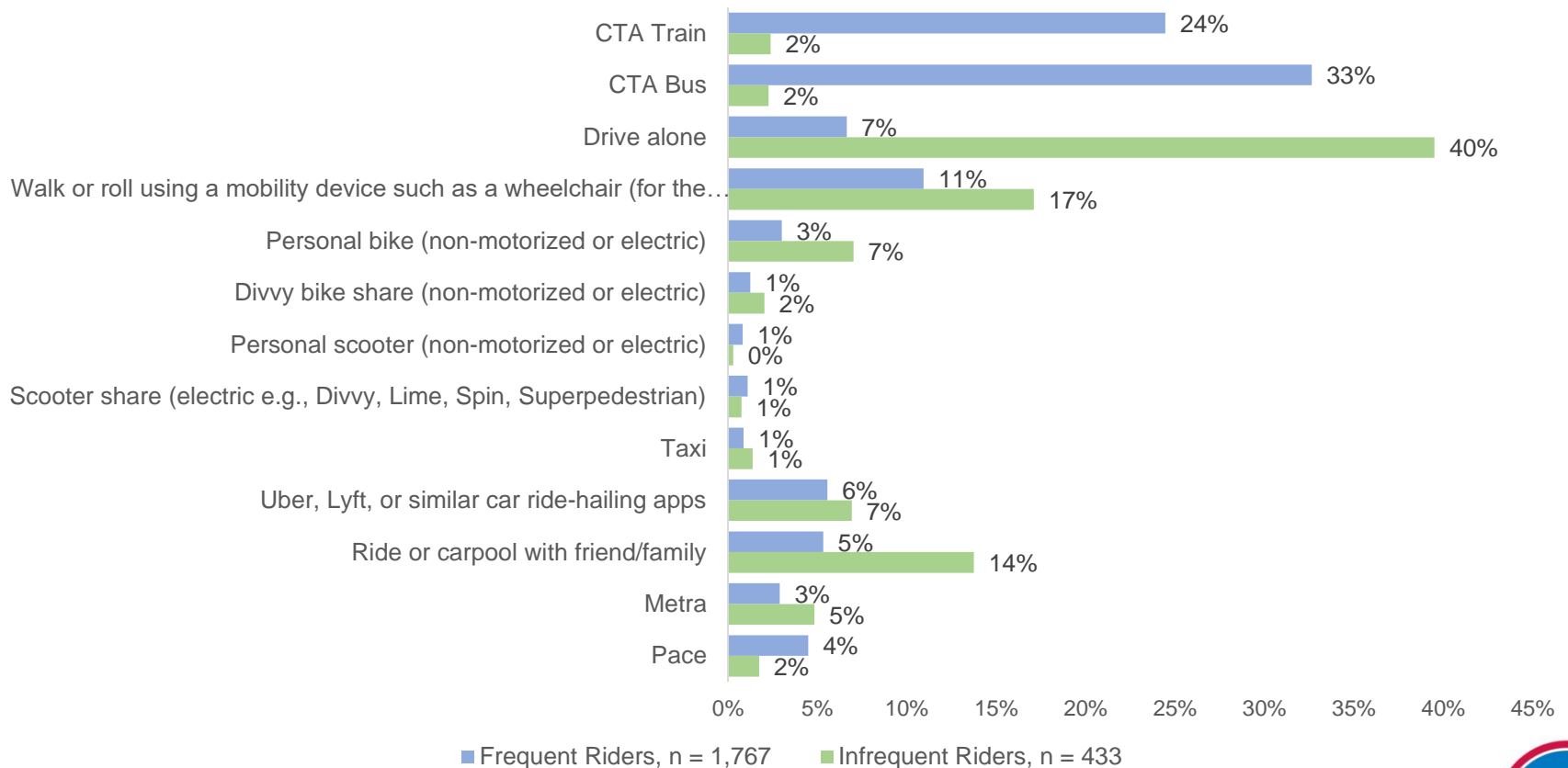
- Used CTA Bus or Rail at most 1-2 days per month during August, September and October 2023.
- Sample size = 433 (20% of sample)



MODE SHARE

Trips on CTA were 57% of **frequent riders'** mode share and only 4% of **infrequent riders'** mode share.

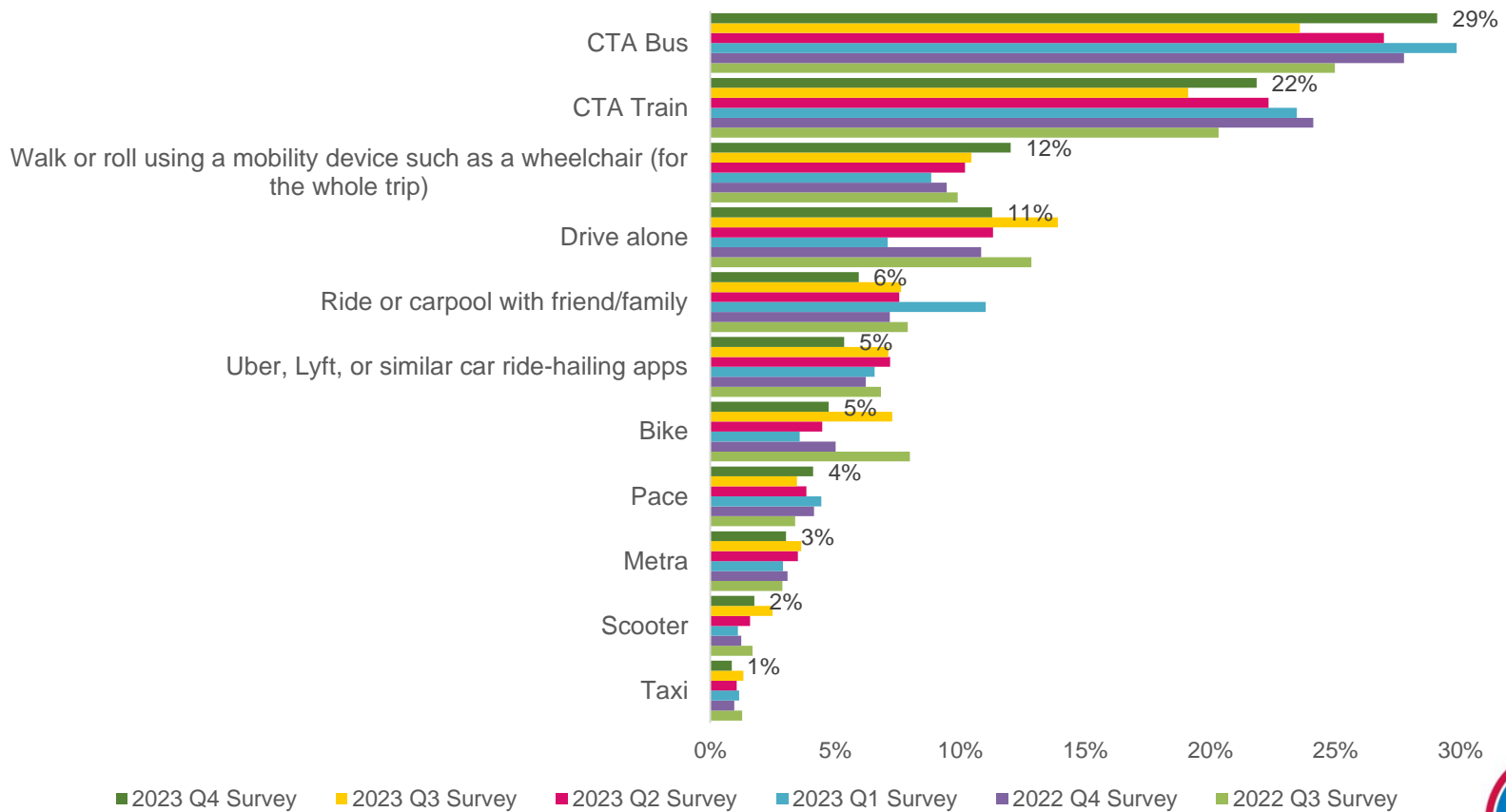
Mode Share in Past Few Months



Mode Share Compared to Past Quarterly Surveys

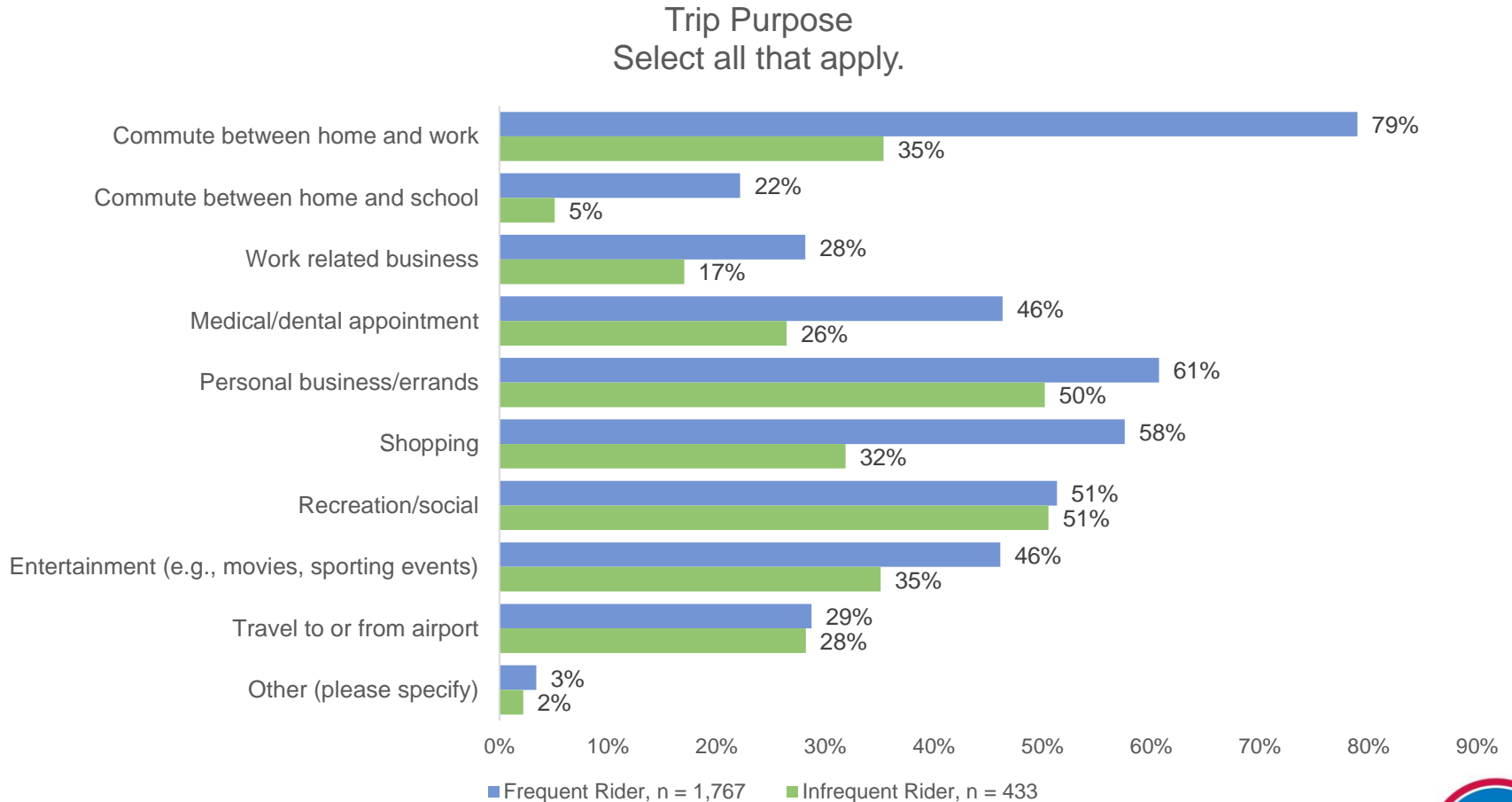
Respondents' mode share on CTA in **Q4 2023** was 51%.

Mode Share in Past Few Months Compared with Past Surveys



TRIP PURPOSE ON CTA

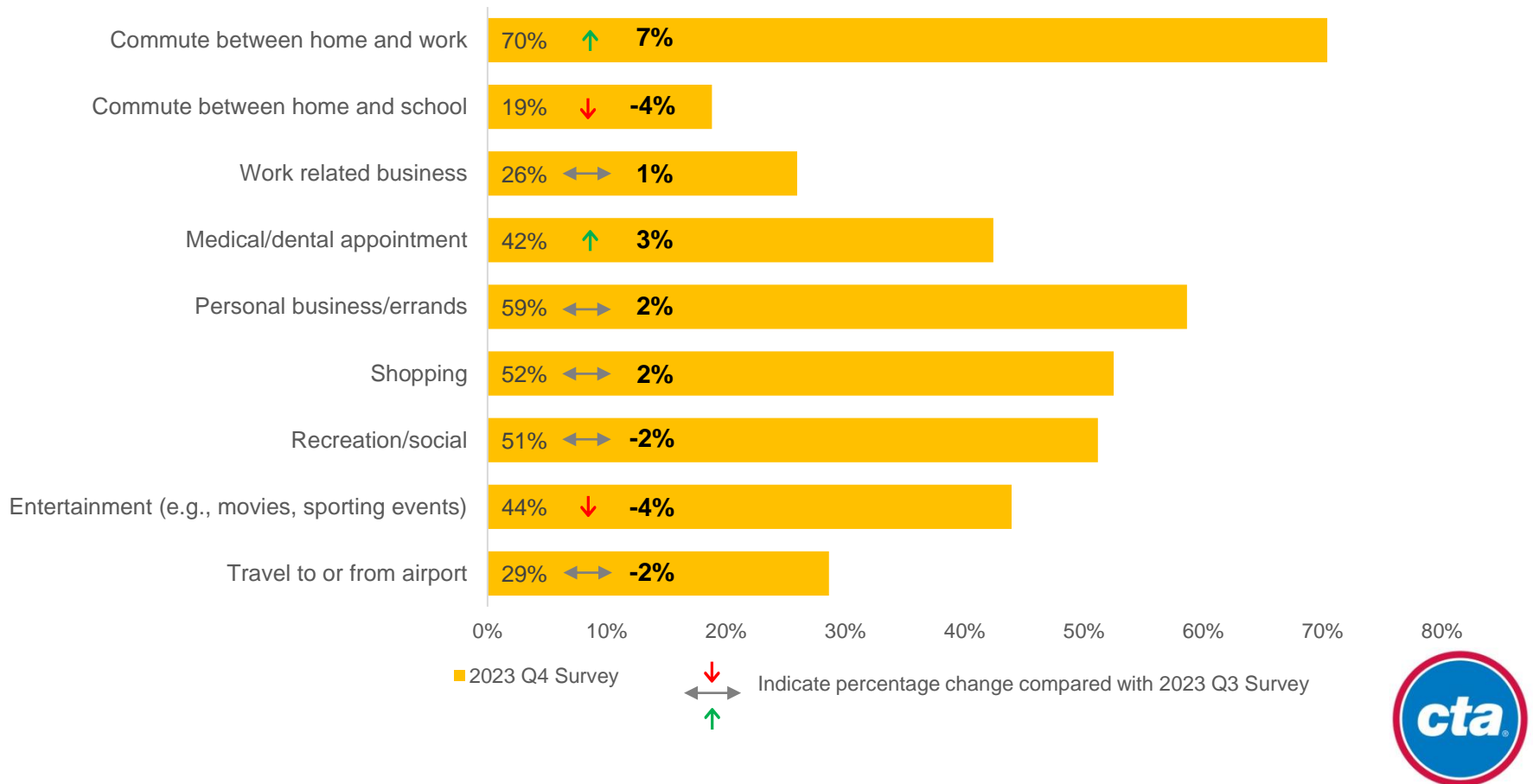
The most frequently selected trip purpose for **frequent riders** was commute between home and work, for **infrequent riders** it was recreation/social.



TRIP PURPOSE COMPARED TO LAST QUARTER

Use of CTA for commuting between home and work increased compared to the last quarter, commute between home and school and entertainment decreased.

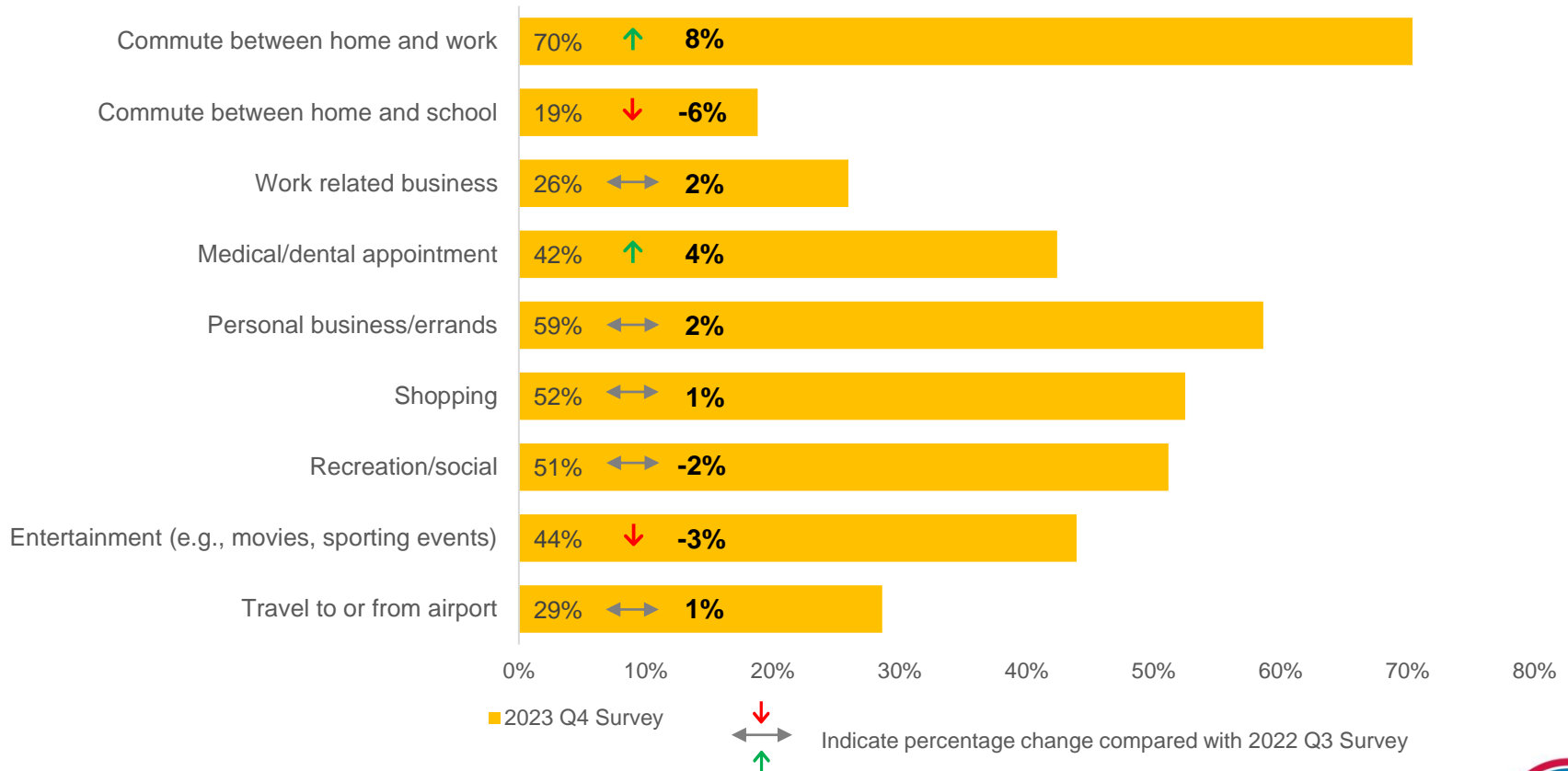
Trip Purpose on CTA
Compared with Past Surveys



TRIP PURPOSE COMPARED TO Q3 2022 (MEETING THE MOMENT BASELINE)

Respondents indicated riding CTA more often for commuting between home and work and medical/dental appointments and less often for commuting between home and school and entertainment.

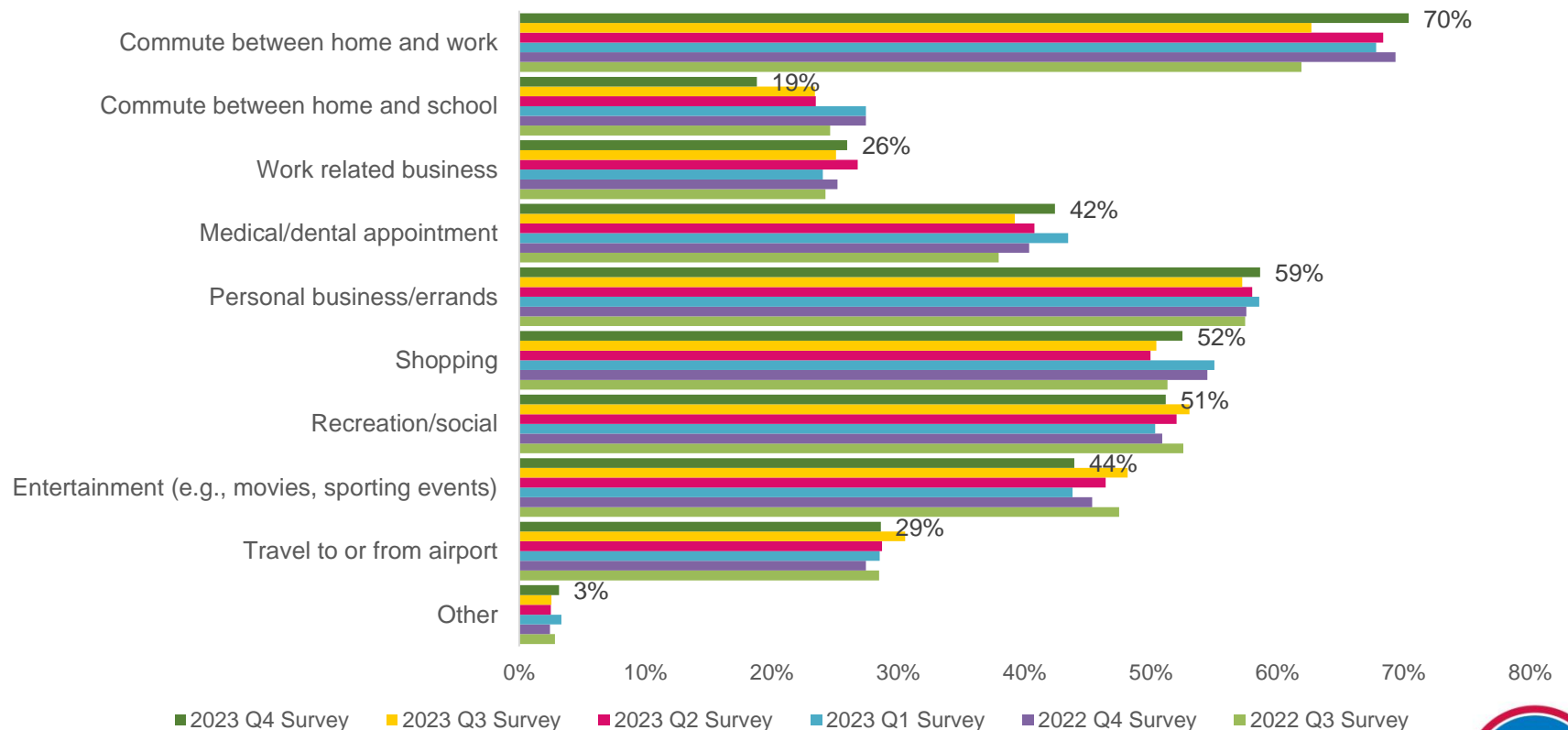
Trip Purpose on CTA
Compared to Q3 2022 (MTM Baseline)



TRIP PURPOSE COMPARED TO PAST SUREVYS

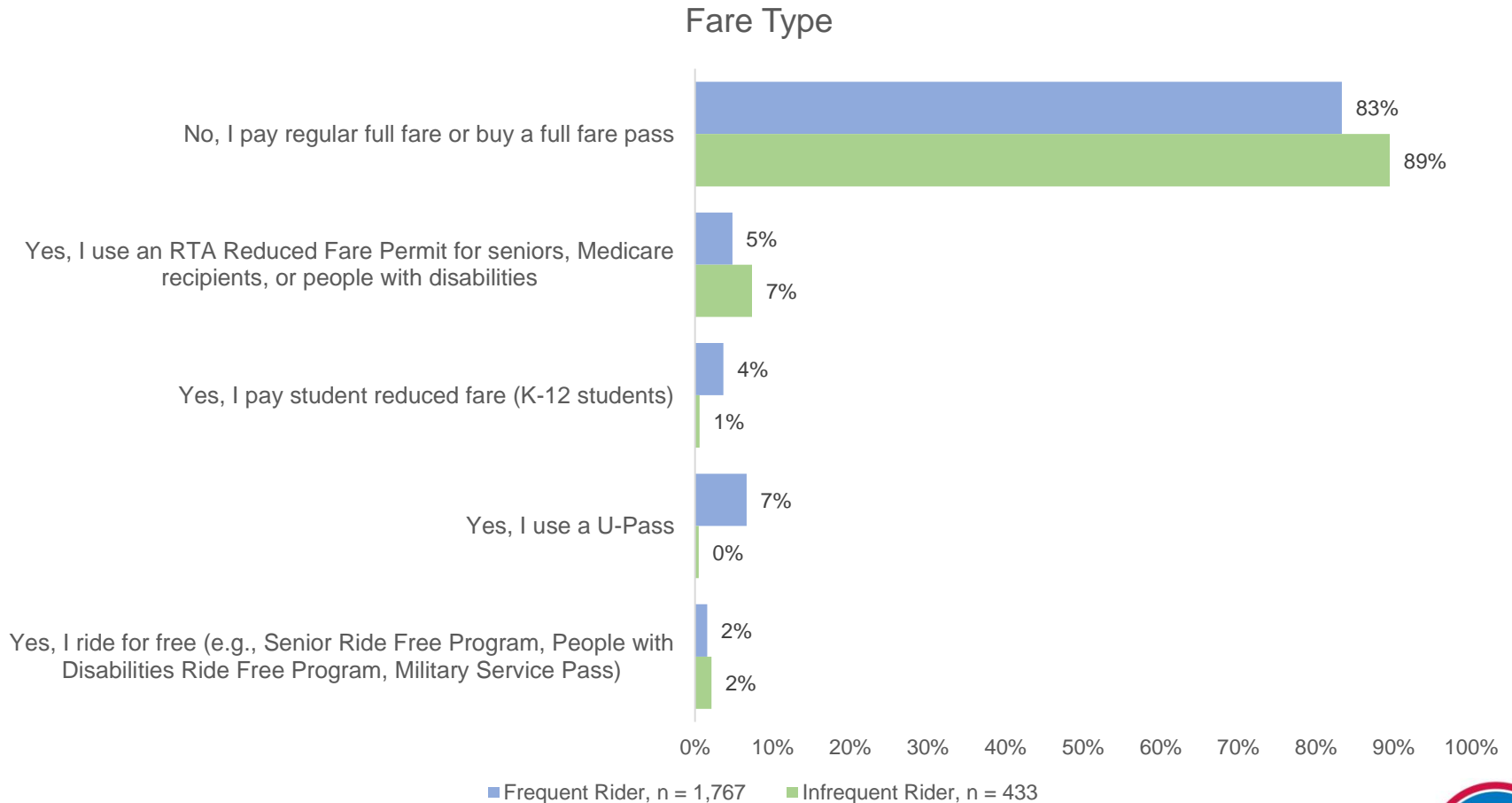
Commute between home and work continues to be the most common trip purpose on CTA across all quarterly surveys, with personal business errands as the second most common.

Trip Purpose on CTA
Compared with Past Surevys



FARE PROGRAM

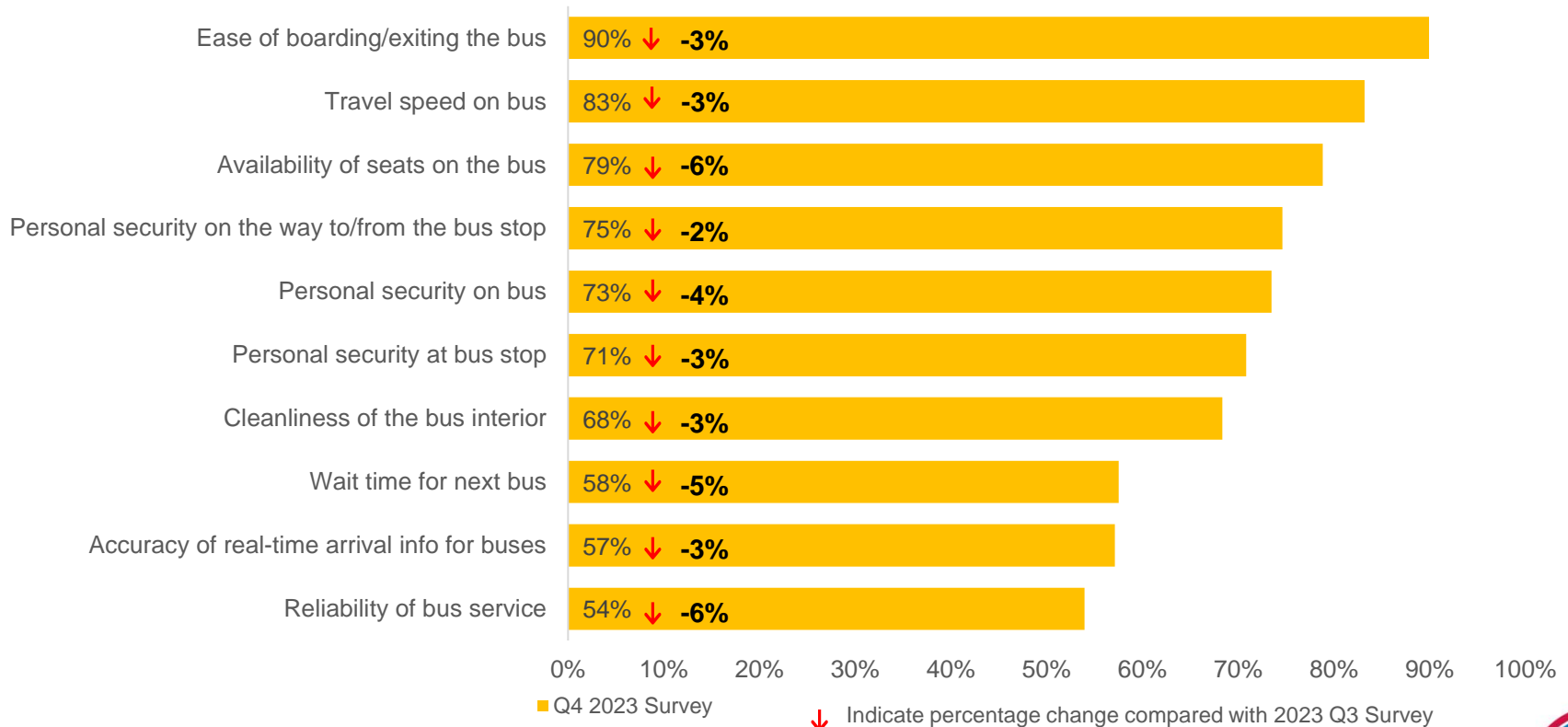
Infrequent riders were more likely to indicate paying full fare compared to frequent riders.



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO LAST QUARTER

Respondents' satisfaction decreased for all CTA Bus attributes compared to the previous quarterly survey in Q3 2023. While the Q3 results were an outlier in terms of high satisfaction, Q4 results represented 1-4 point decreases in most areas compared to Q2.

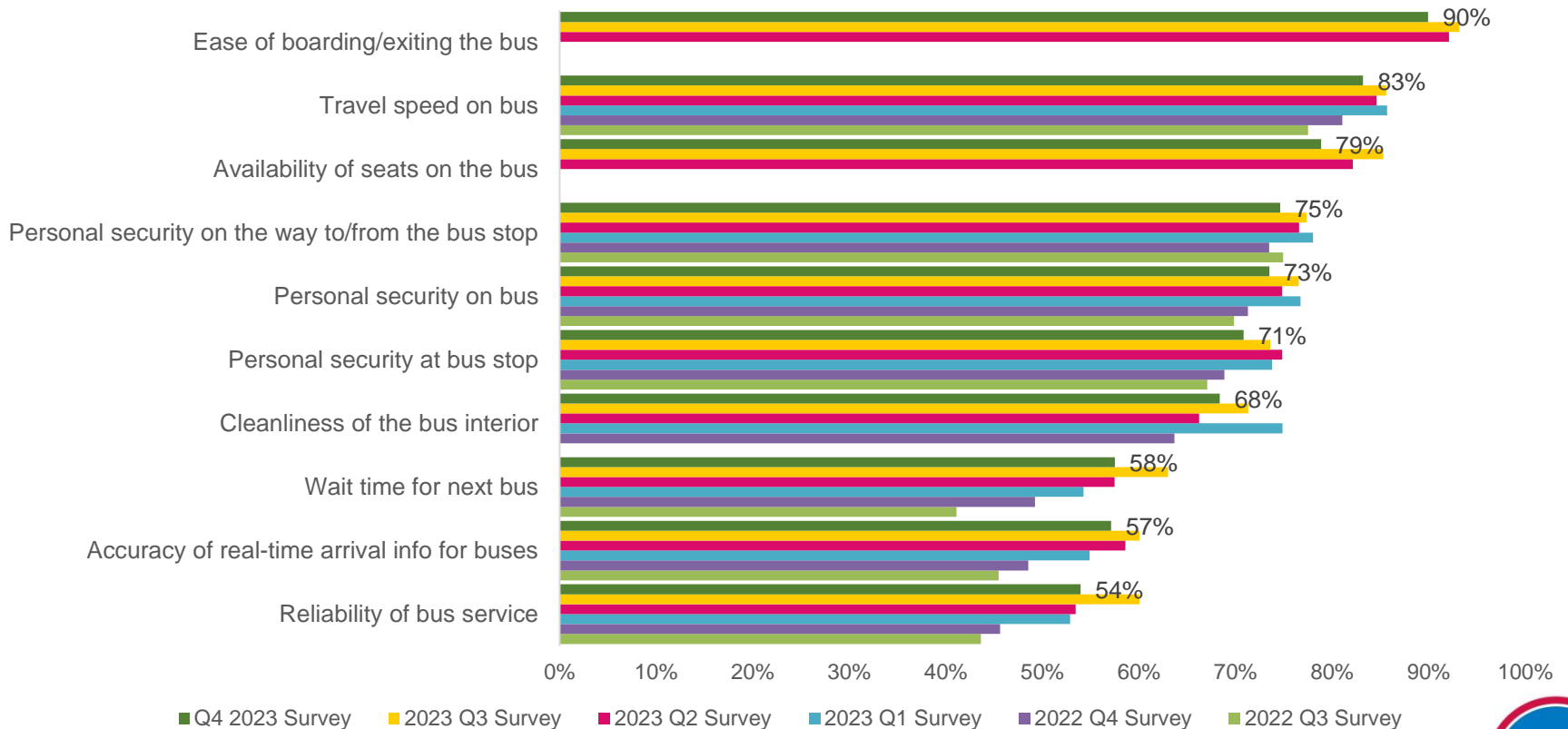
Percent Satisfied with CTA Bus Attributes Compared to Last Quarter



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO PAST SURVEYS

Satisfaction with bus attributes on Q4 2023 saw a decrease, compared to the high satisfaction in Q3. Respondents continue to be least satisfied with reliability of bus service, accuracy of real-time arrival information for buses, and wait time for next bus.

Percent Satisfied with CTA Bus Attributes Compared to Past Surveys

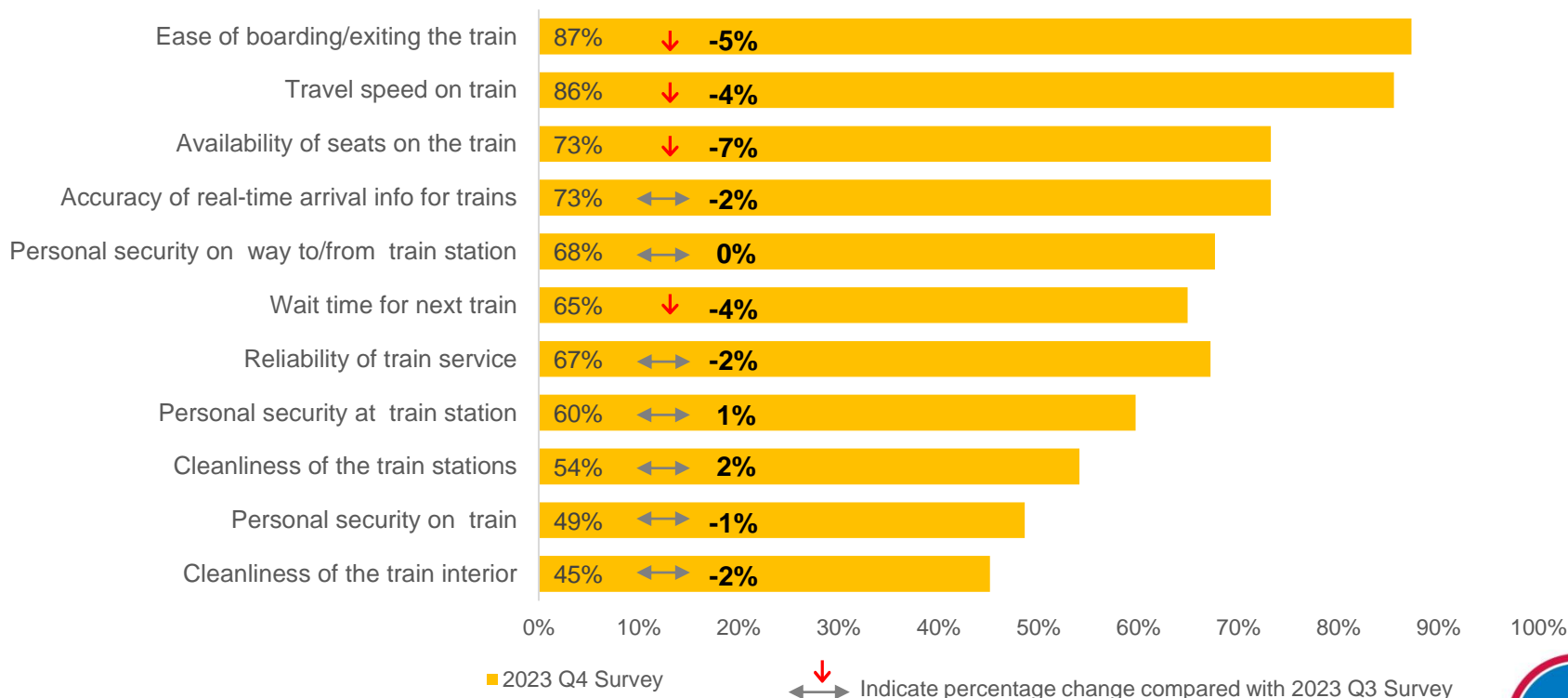


For the Q1 2023, Q2 2023, Q3 2023, and Q4 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about wait time generally.

CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED TO LAST QUARTER

Compared with the previous quarterly survey satisfaction with all CTA Train attributes either decreased or stayed the same. While the Q3 results were somewhat of an outlier in terms of high satisfaction, Q4 shows a large increase over Q2 results for station and train cleanliness and personal security on the train and at the station.

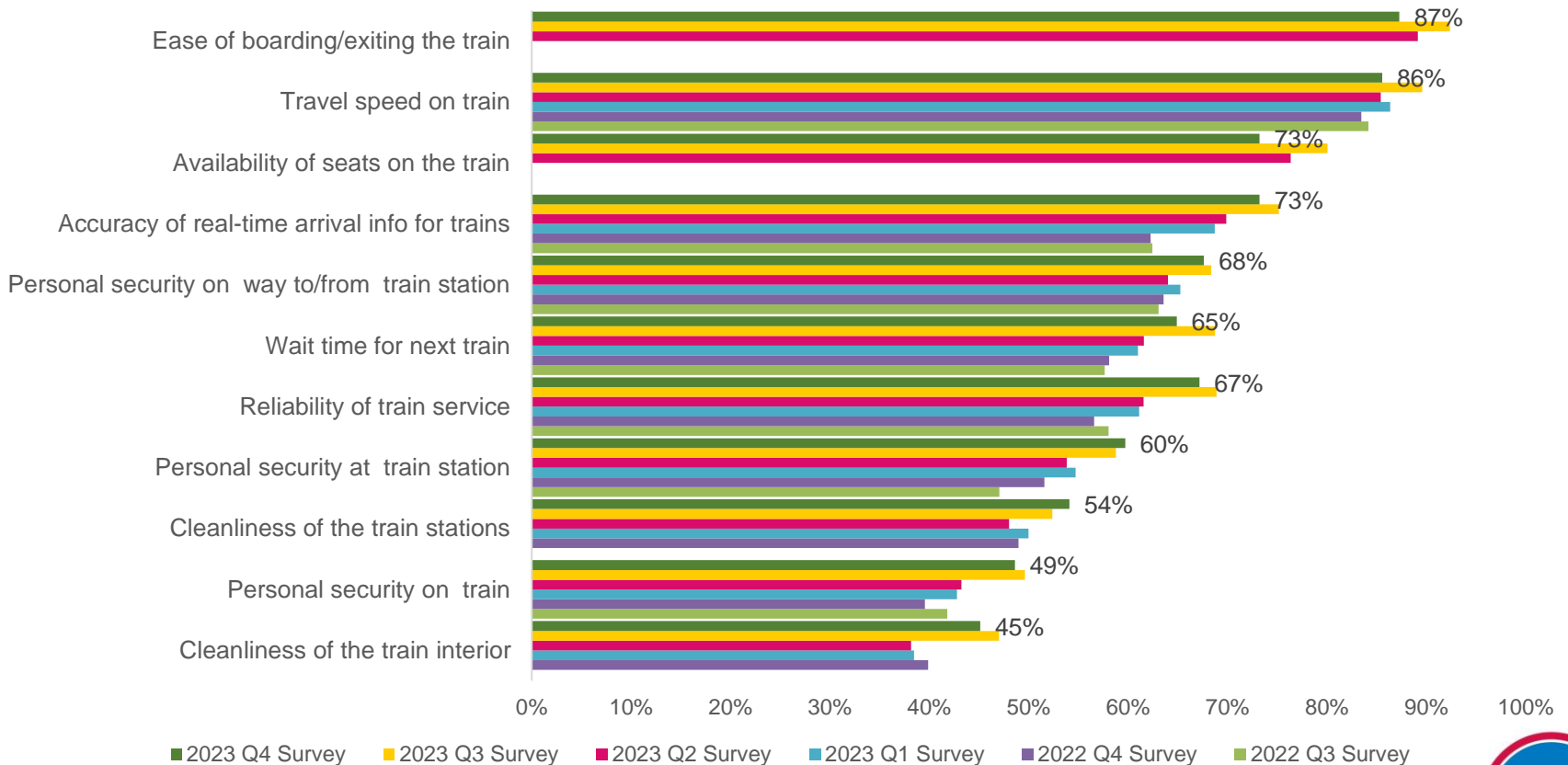
Percent Satisfied with CTA Train Attributes Compared to Last Quarter



CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED TO PAST SURVEYS

Satisfaction with most rail attributes on Q4 2023 saw a decrease, compared to the high satisfaction in Q3. Respondents continue to be least satisfied with cleanliness of the train interior, personal security on the train and cleanliness of the train station.

Percent Satisfied with CTA Train Attributes Compared with Past Surveys



For the Q1 2023, Q2 2023, and Q3 2023 results, satisfaction with wait time for next train represents the average satisfaction with wait time for next train on weekdays and wait time for next train on weekends in order to compare with past surveys, which only asked about wait time generally.



FARE SATISFACTION

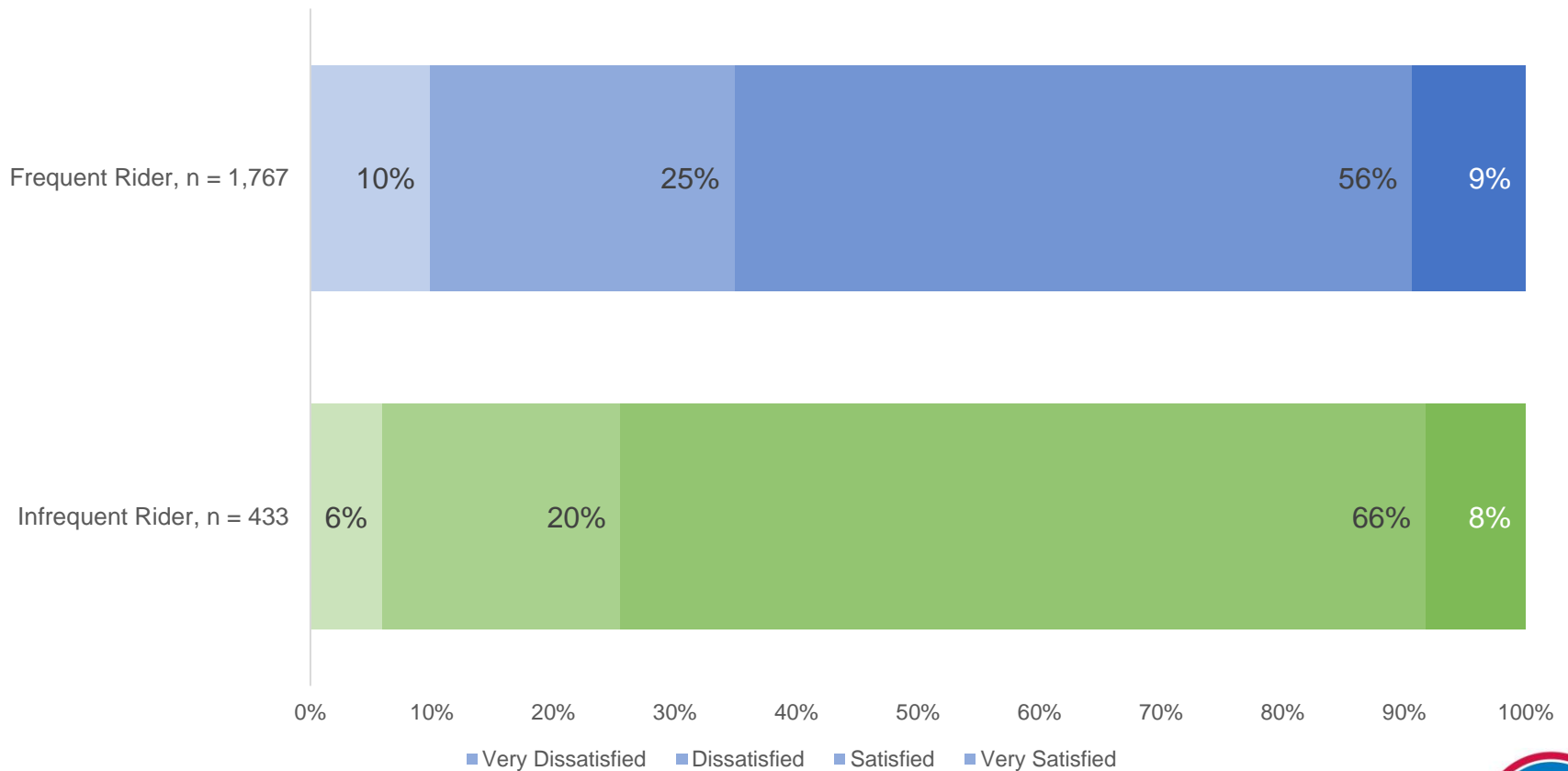
Infrequent riders reported higher levels of satisfaction with value of service for fare paid compared to frequent riders. Infrequent and frequent riders reported similar levels of satisfaction with ease of fare payment.



CUSTOMER SATISFACTION WITH CTA

65% of frequent riders indicated being satisfied with CTA overall, compared to 74% of infrequent riders.

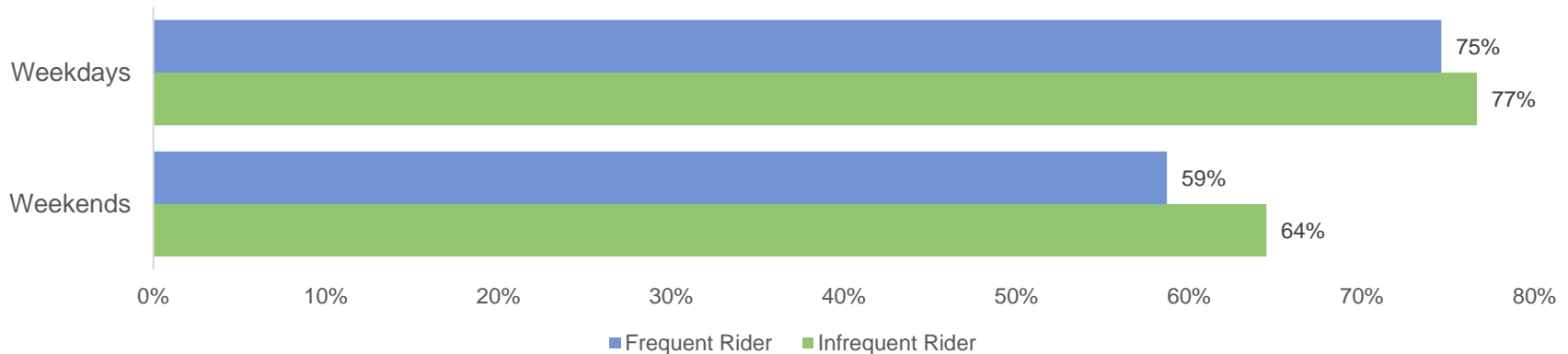
Overall Satisfaction



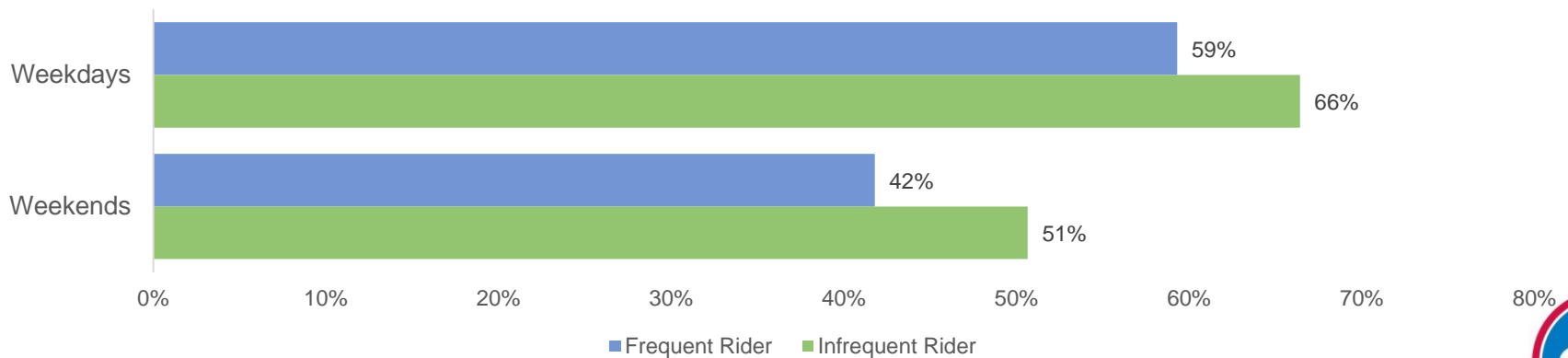
CTA RELIABILITY: WEEKDAYS VS WEEKENDS

Respondents were more likely to agree that service arrives when they expect it to on weekdays compared to weekends, and that trains will arrive when they expect them to compared to buses.

Agreement with: "Trains arrive when I expect them to"

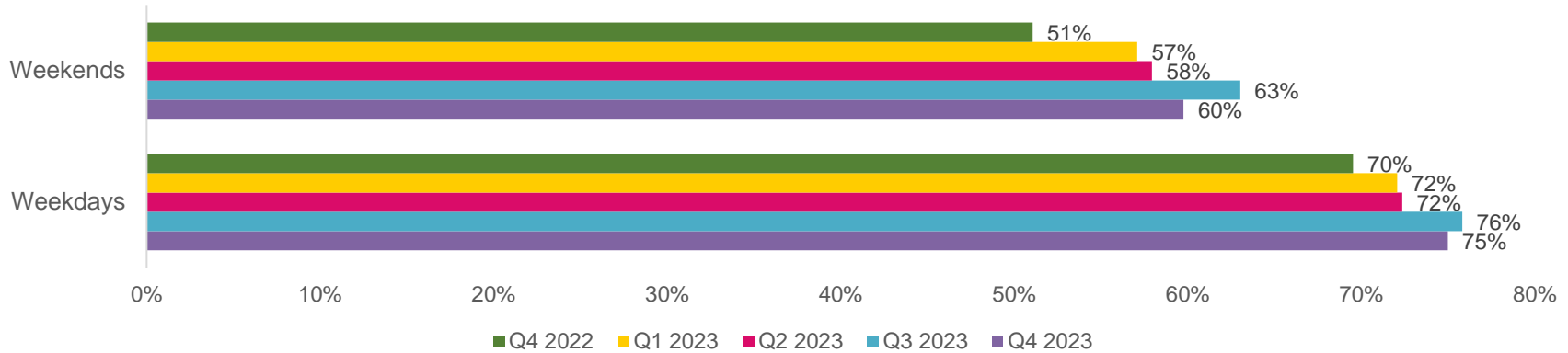


Agreement with: "Buses arrive when I expect them to"

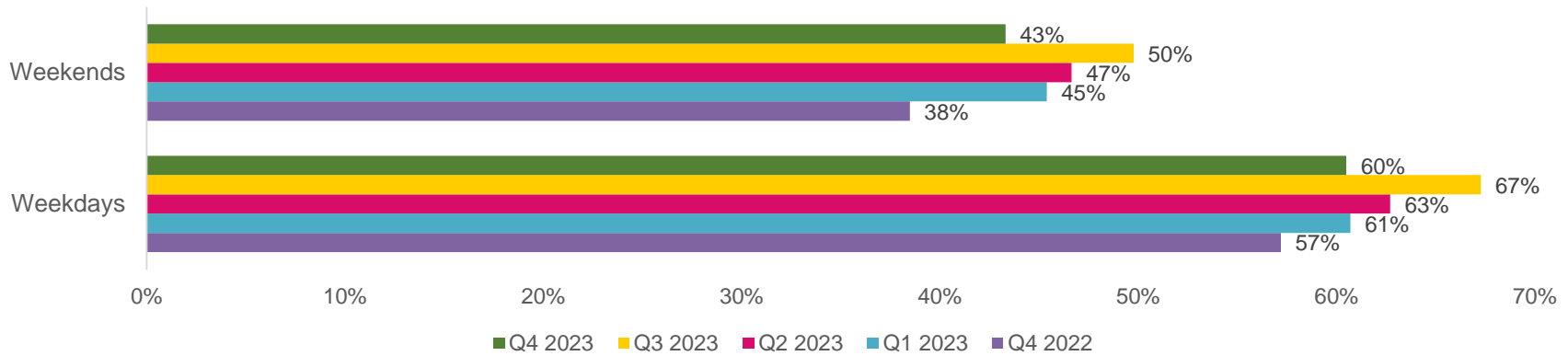


CTA RELIABILITY: WEEKDAYS VS WEEKENDS

Agreement with: "Trains arrive when I expect them to"

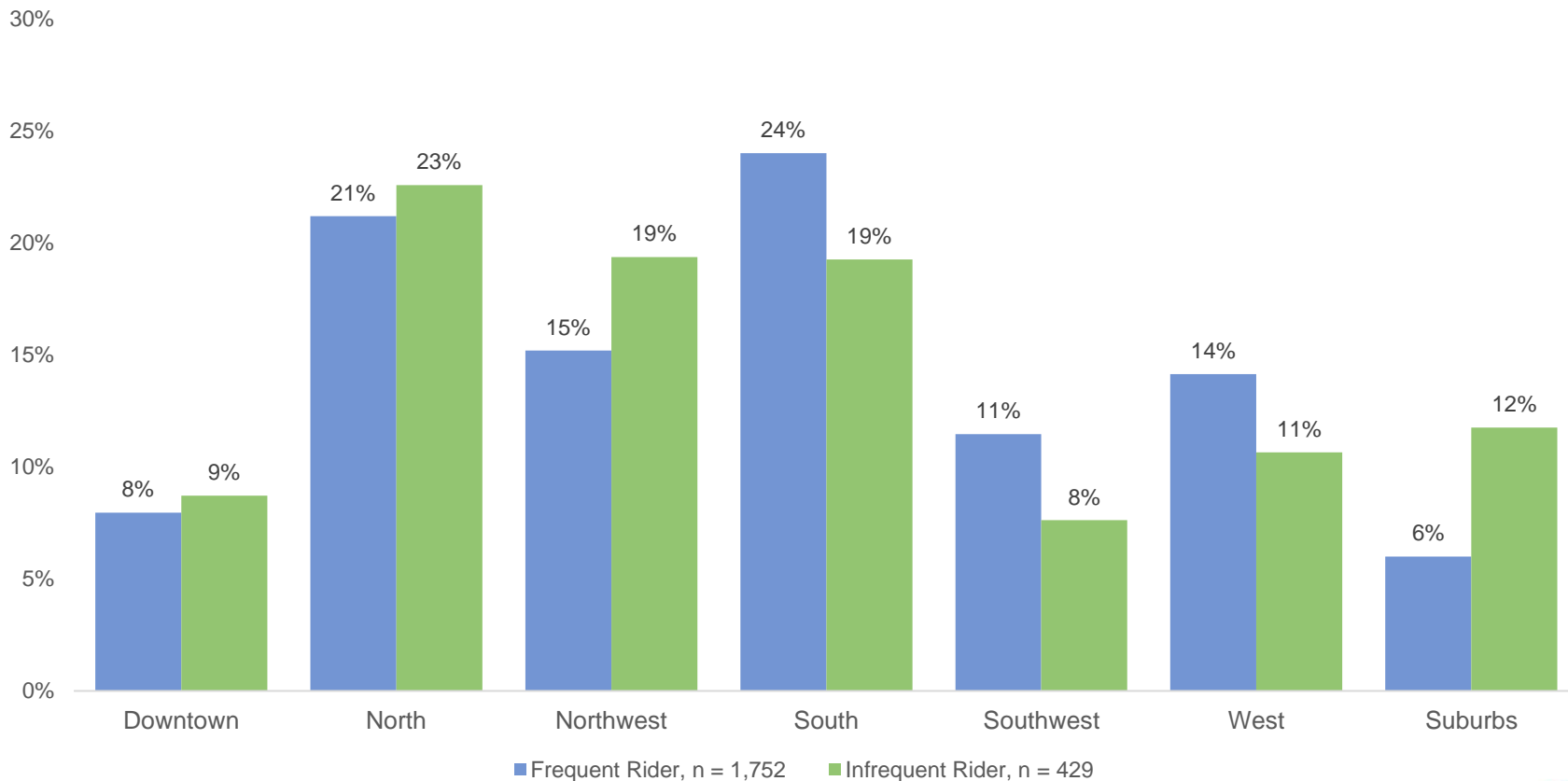


Agreement with: "Buses arrive when I expect them to"



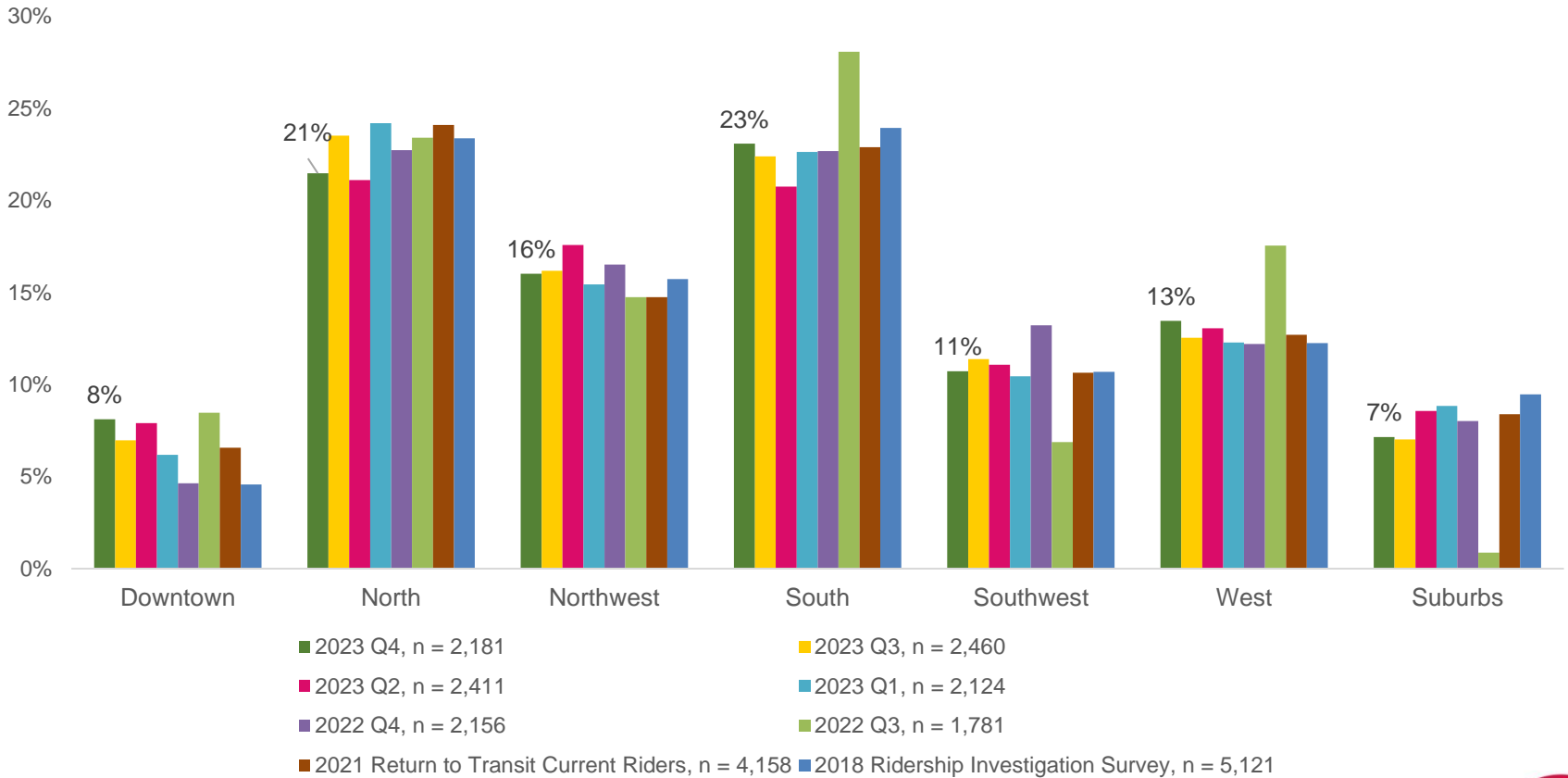
HOME GEOGRAPHY: FREQUENT V INFREQUENT

City of Chicago Geography Based on Home Zip Code

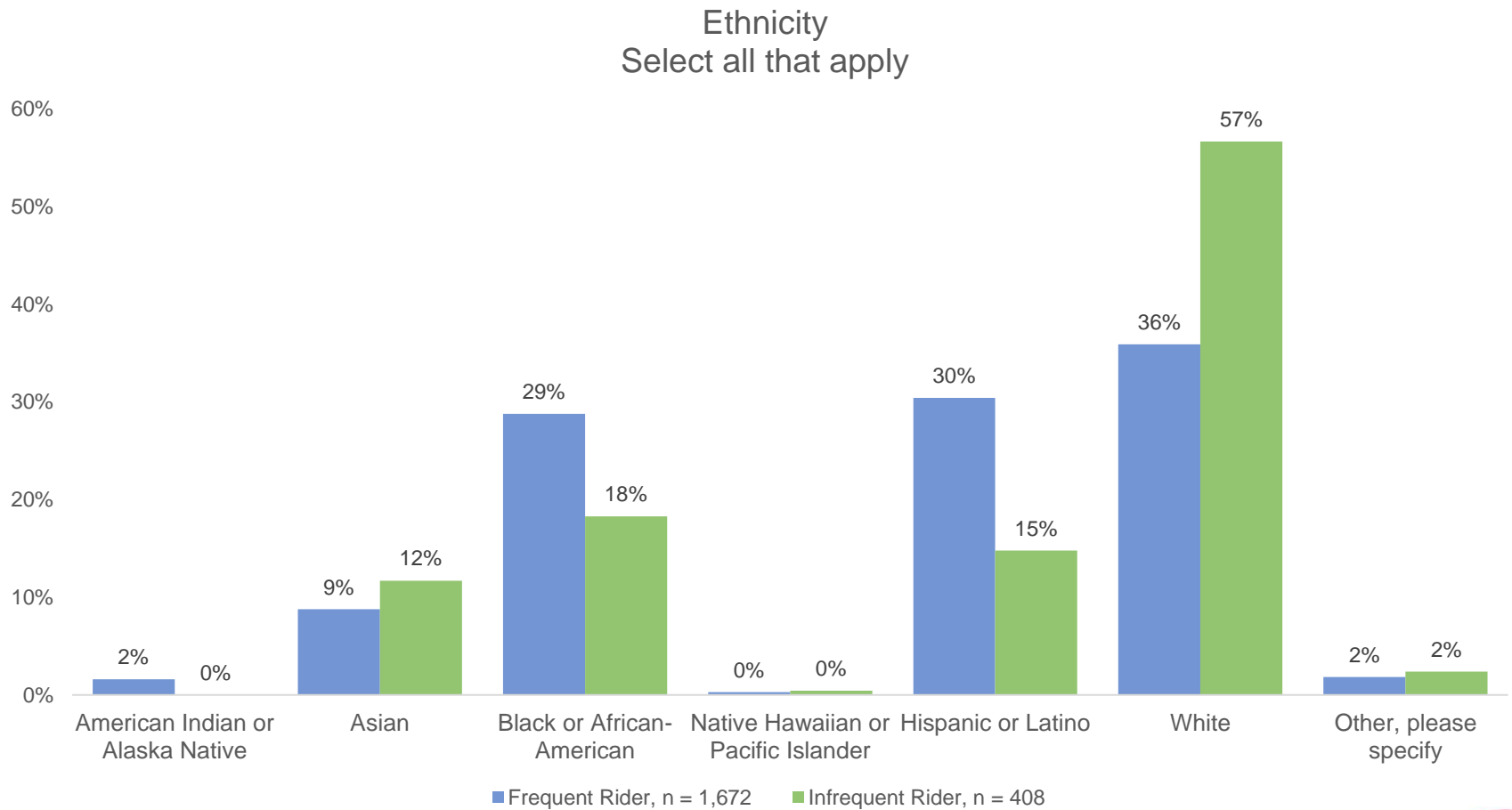


HOME GEOGRAPHY: QUARTERLY SURVEYS

City of Chicago Geography Based on Home Zip Code

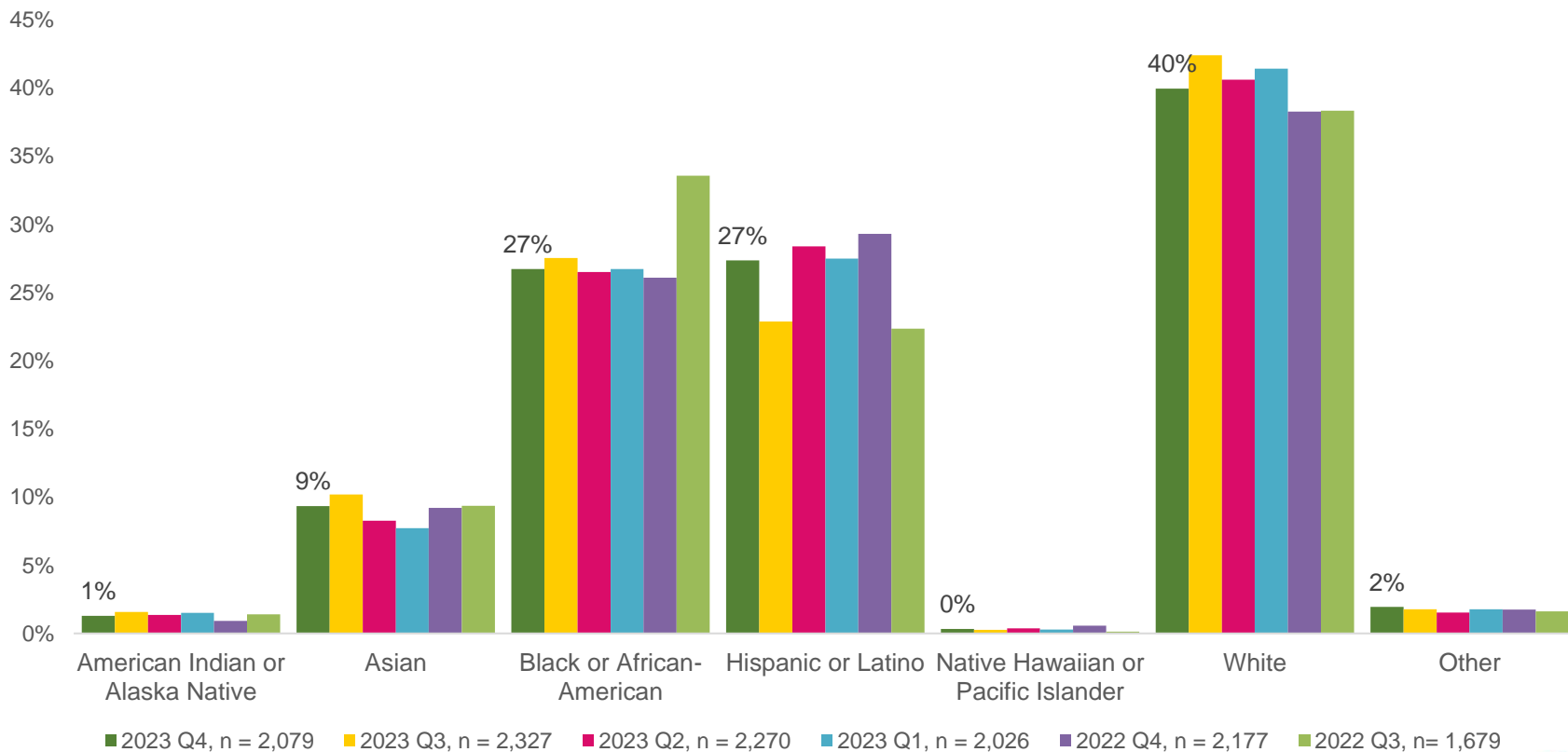


RACE/ETHNICITY: FREQUENT VS INFREQUENT



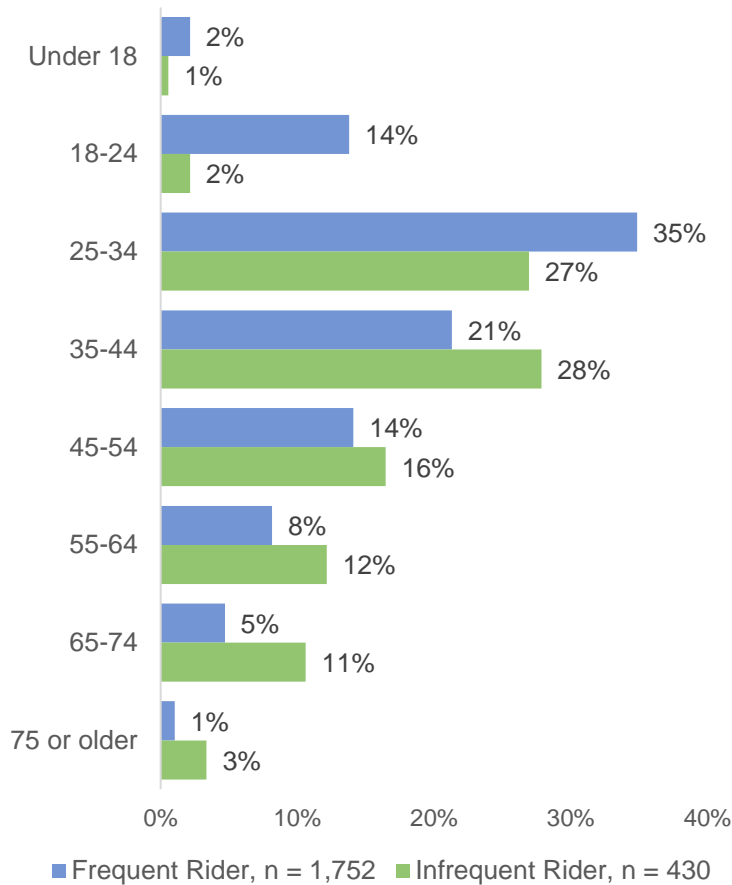
RACE/ETHNICITY: QUARTERLY SURVEYS

Ethnicity
Select all that apply

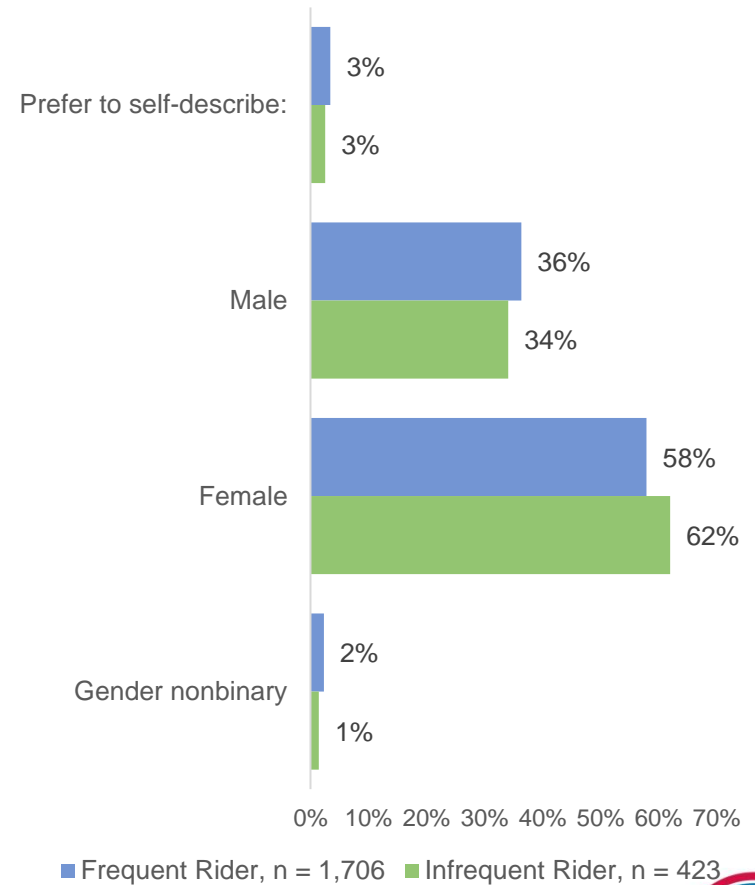


AGE & GENDER: FREQUENT V INFREQUENT

Age

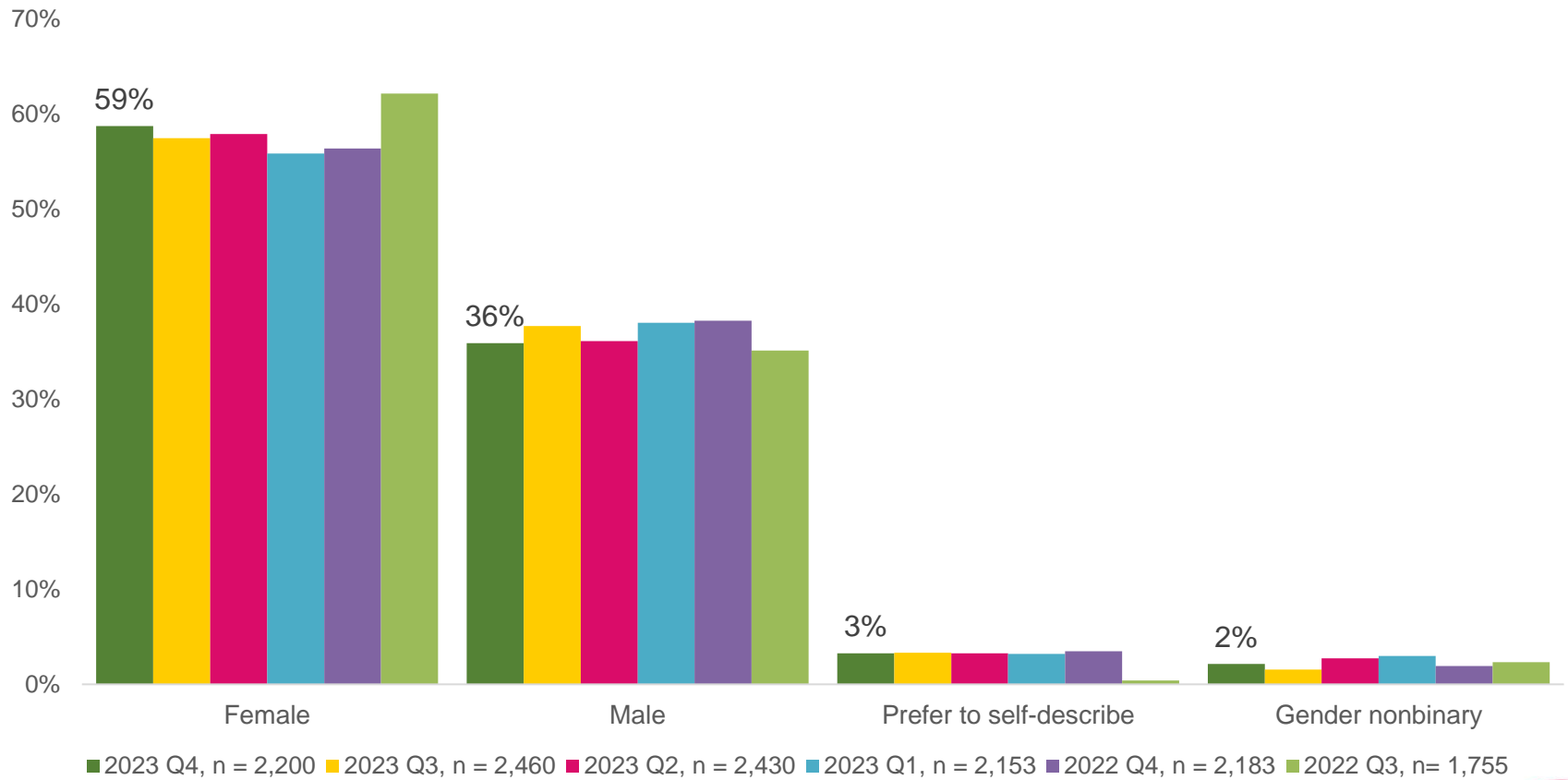


Gender

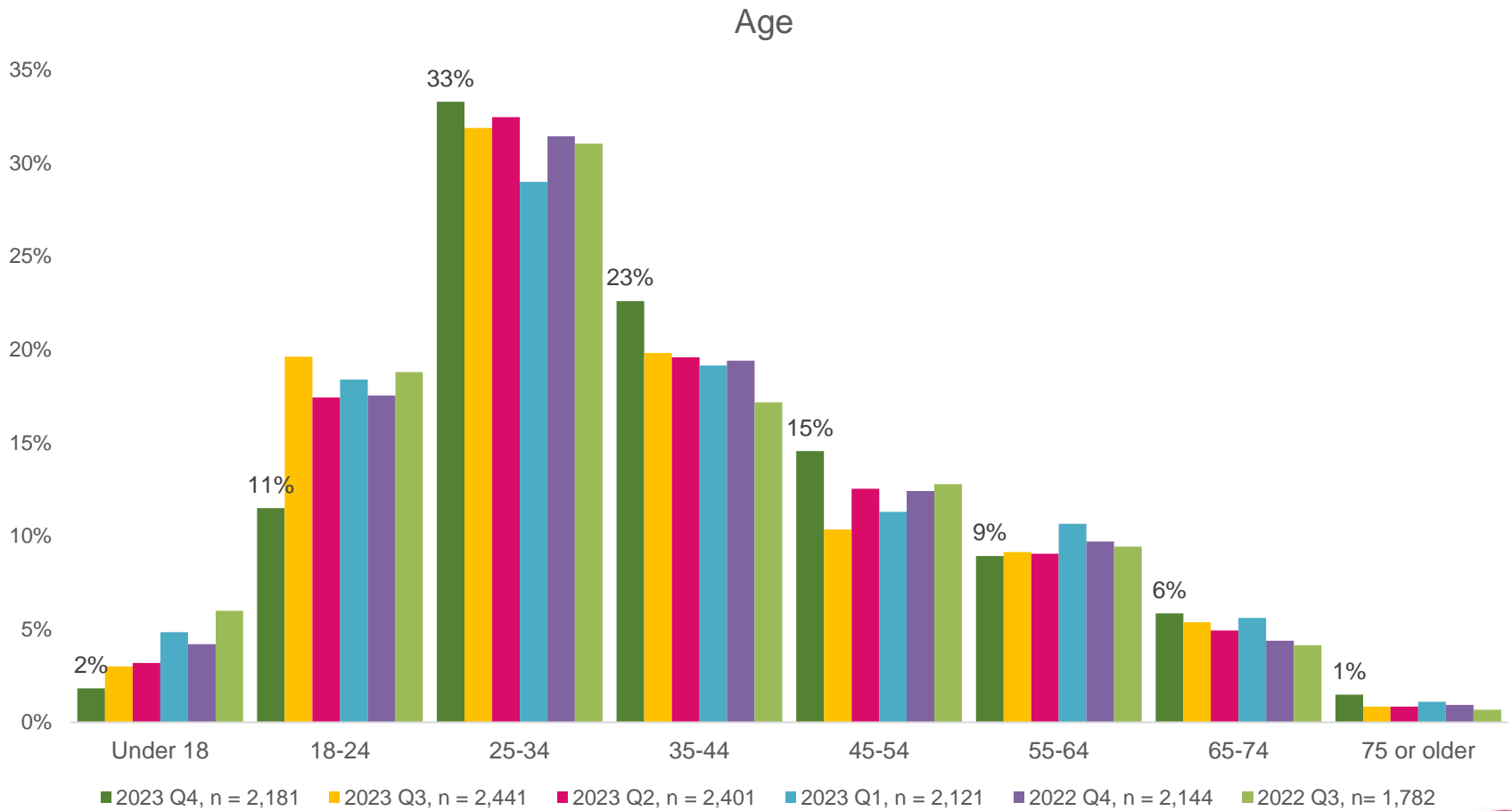


GENDER: QUARTERLY SURVEYS

Gender

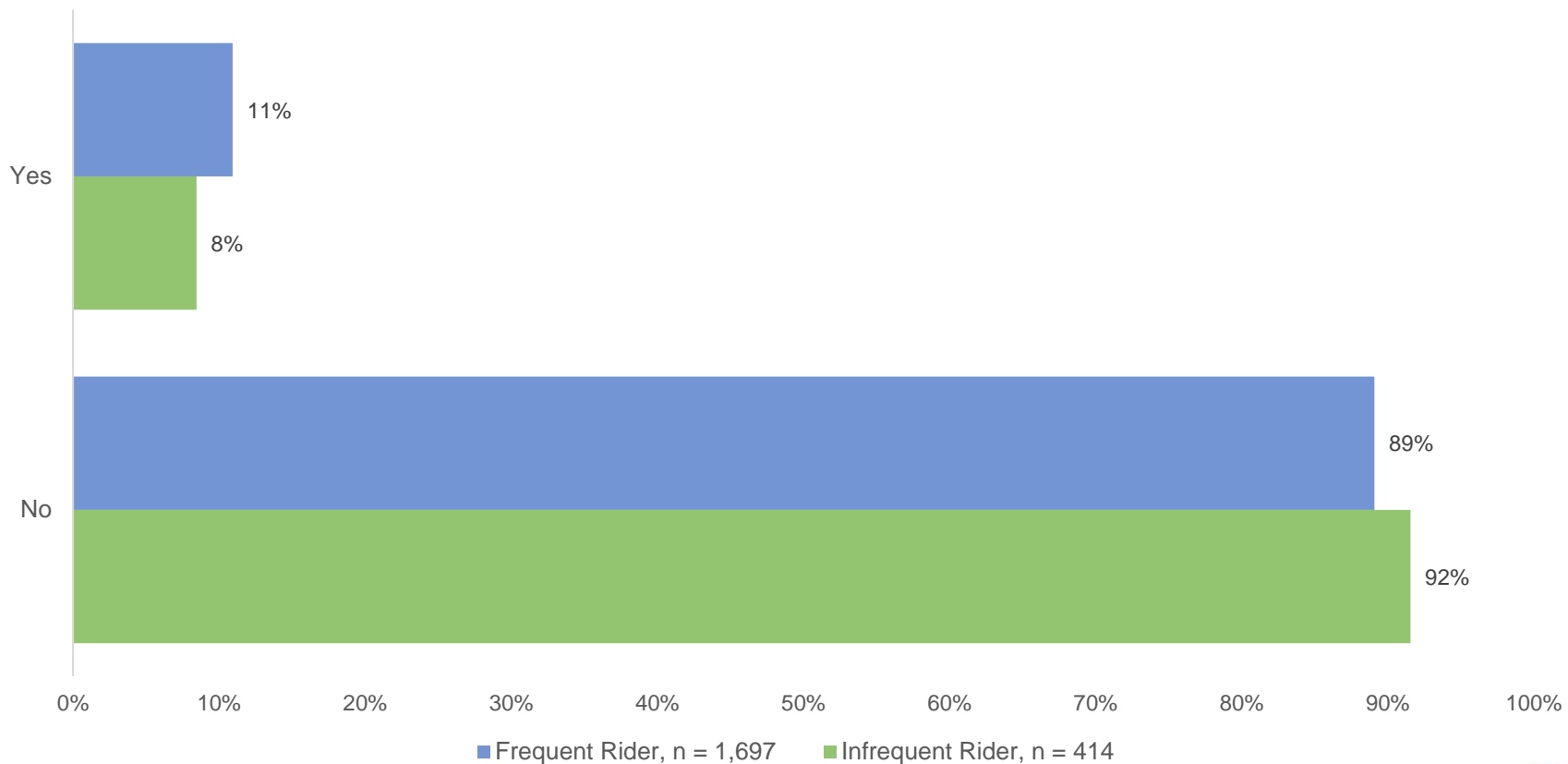


AGE: QUARTERLY SURVEYS



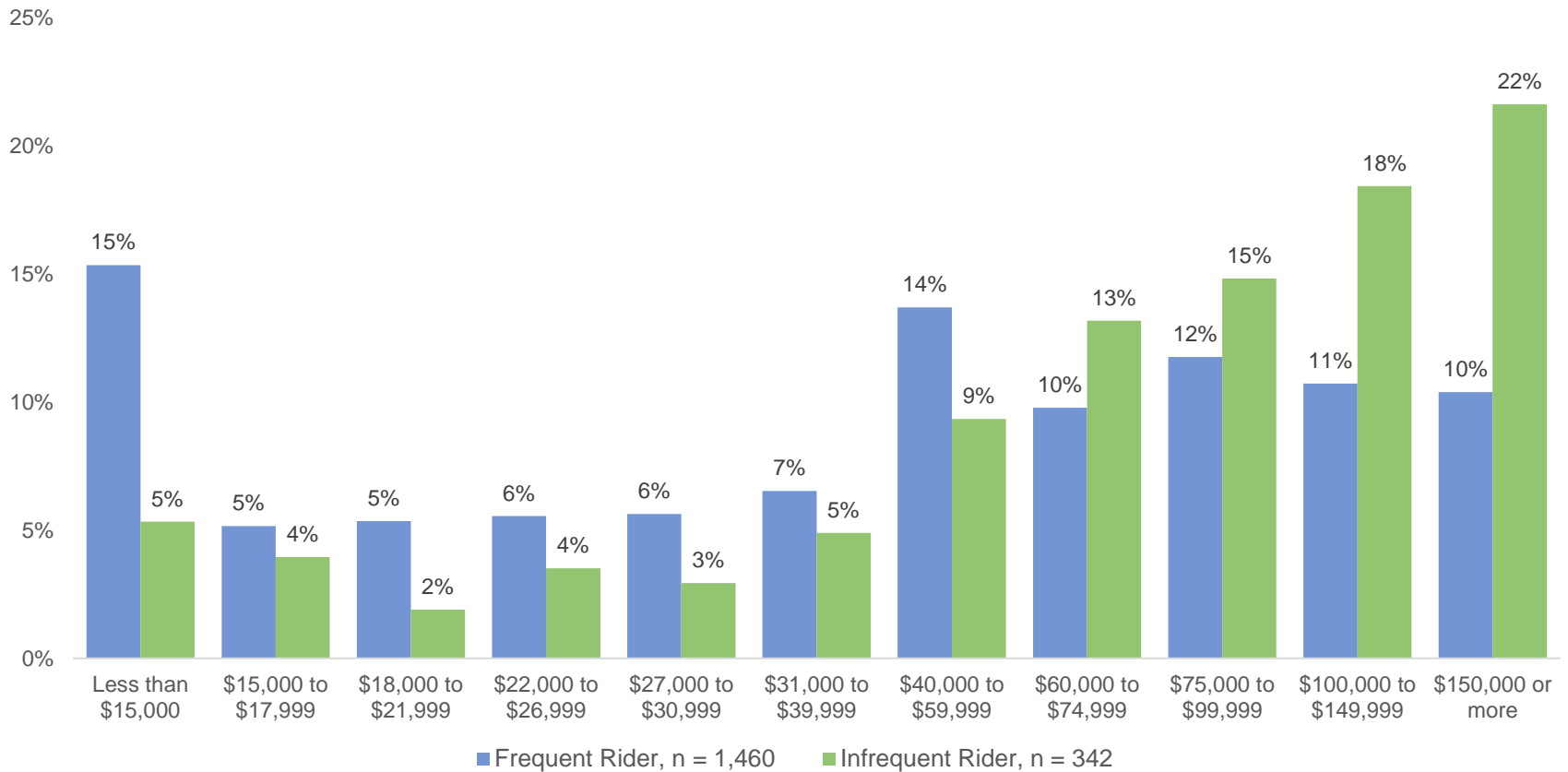
DISABILITY STATUS: FREQUENT V INFREQUENT

Do you consider yourself to be a person with a disability?



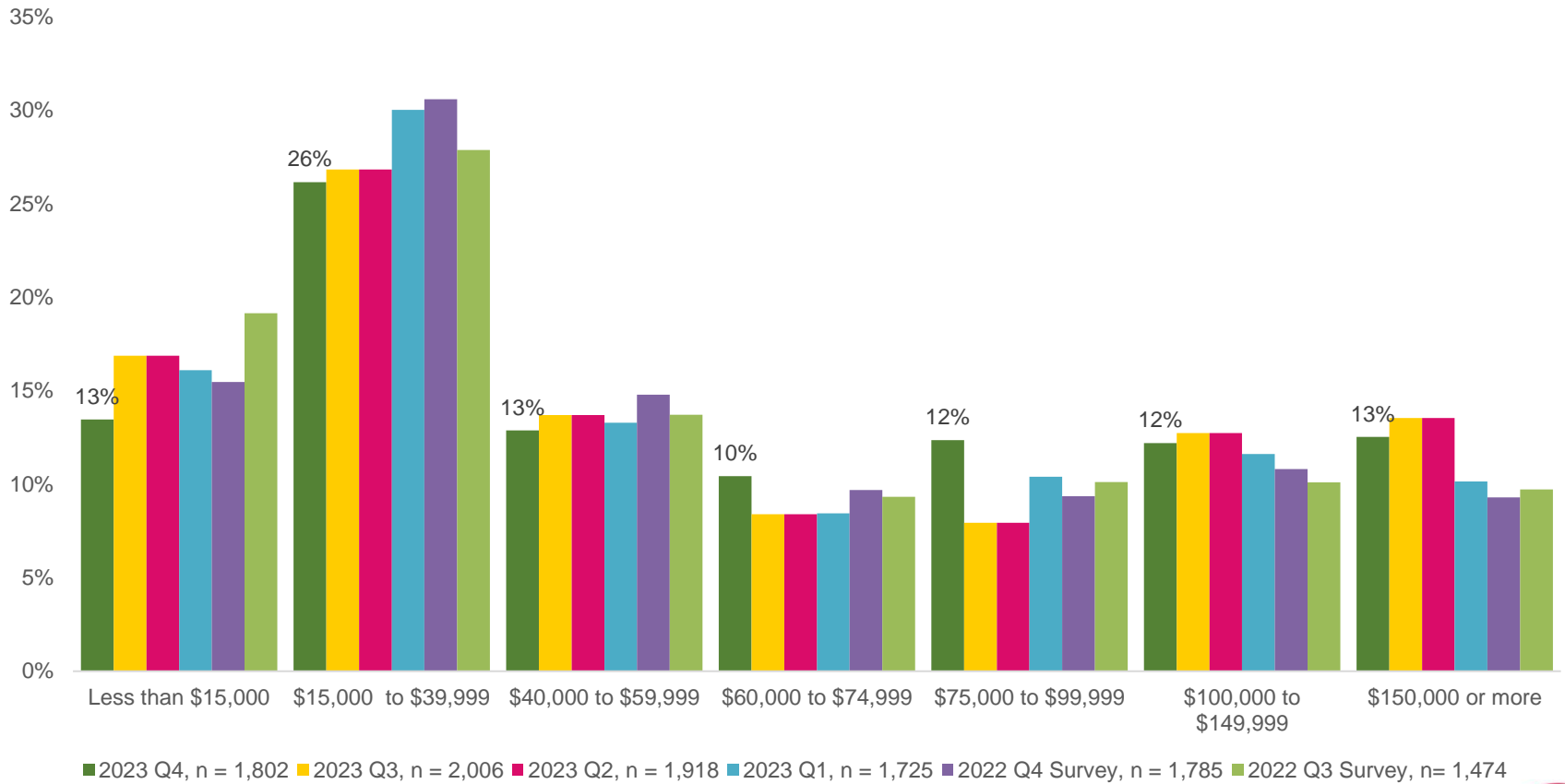
HOUSEHOLD INCOME: FREQUENT VS INFREQUENT

Household Income



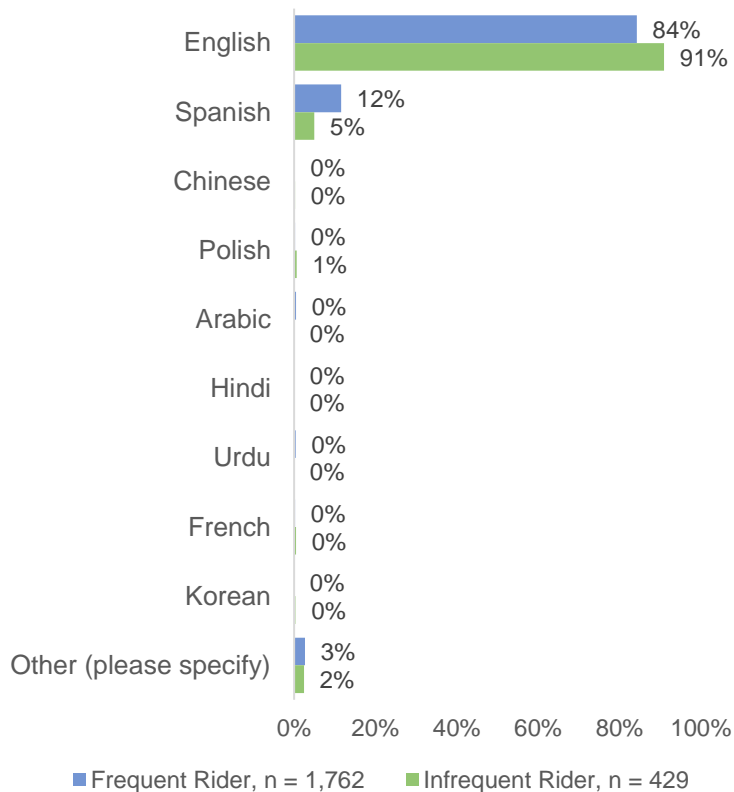
HOUSEHOLD INCOME: QUARTERLY SURVEYS

Household Income



LANGUAGE: FREQUENT VS INFREQUENT

Primary Language Spoken at Home



English Proficiency

