
Chicago Transit Authority Chicago, IL

Customer Satisfaction Survey
of Chicago Transit Authority Riders
December 1997



Northwest Research Group, Inc.

Findings in Brief

A survey conducted among 2,400 CTA riders drawn from a random sample of households throughout the CTA service area shows that the CTA has made some significant improvements in rider satisfaction and loyalty since the study was last conducted in 1995. At the same time, these results suggest further opportunities for service improvements.

General Perceptions of the CTA

There has been an increase in the number of riders who have positive attitudes toward the CTA since 1995. While overall this difference is not significant, riders have seen significant positive changes in regards to:

- Providing quality service at a fair price.
- Having a cost-conscious and efficient management.
- Keeping fares low.

The efforts of the recent administration should be continued so as to continue improving service in these areas as well as in those areas where perceptions have not changed.

	1995	1997	Sig.
Is easy to use	4.17	4.05	
Effectively manages large / complex system	3.69	3.59	
Provides reliable service	3.60	3.56	
Cares about customers	3.32	3.35	
Informs riders of changes	3.33	3.32	
Provides quality service at fair price	2.93	3.21	*
Provides consistent level of service	3.26	3.20	
Is a customer friendly organization	Not asked	3.20	
Employees care about service	3.04	3.17	
Operates clean, well-maintained fleet	2.92	3.05	
Keeps fares low	2.59	2.94	*
Has improved service	2.89	2.91	
Has cost-conscious management	2.64	2.88	*
Considers needs of riders	2.94	2.86	

** p < .05. That is, difference in means from 1995 to 1997 is statistically significant at the 95 percent confidence level.*

Service Quality and Customer Loyalty

Systemwide

The majority (81%) of all riders is satisfied with riding CTA buses and trains. Thirty-one percent are "very satisfied" while half (50%) are only "somewhat satisfied."

- There has been a significant increase in the proportion of riders who are "very satisfied" with the CTA since 1995 – from 22 percent to 31 percent.
- Frequent bus riders continue to be a segment that is more likely to express dissatisfaction with service.

While CTA's overall grade remains unchanged since 1995, there has been a change in the overall rating.

	1995	1997
Overall Grade	C+	C+
Overall Rating	3.44	3.58

Finally, there has been a significant increase in the proportion of Secure Riders – that is those riders who are both satisfied and highly loyal to the CTA – since 1995. There has been a corresponding decrease in the proportion of Highly Vulnerable Riders – that is those riders who are neither very satisfied with the service nor highly loyal.

	1995	1997
Percent Secure Riders	13	19
Percent Highly Vulnerable Riders	45	36

Bus

Some notable improvements were also noted in the area of specific bus service quality.

- The significant improvement in the perceived cost / value of service reflects the success of the Transit Fare Card. Bus riders see significant improvements in the value of service for the fare paid, the cost of a one-way ride, the cost of a monthly pass, the cost of transferring, and the ease of making transfers. This indicates that while there has been no change in CTA's fares, the introduction of the Transit Fare Card has impacted riders' perceptions of existing fares. Moreover, it may have actually resulted in a reduced cost of riding for some riders – for example those purchasing a Fare Card instead of a monthly pass are no longer paying for transfers that are not actually taken. The flexibility of the Transit Fare Card represents a real value to riders.
- Improvements also were noted in the area of friendly communications, due in part to an improvement in ratings for availability of accurate route and schedule information at the stops.
- Finally, improvements are noted in the areas of cleanliness and appearance, and personal safety. This may reflect improvements in bus riders' perceptions of personal safety while riding the bus.
- Efforts should continue to be directed at improving bus service generally, focusing specifically on reliability of service.

	1995	1997
Overall Score	C+	C+
On-Time Service Delivery	C	C
Friendly Communications	C	C+
Personal Safety	C+	B-
Cleanliness / Appearance	C	C+
Access to Service	B-	B
Cost / Value of Service	C	C+
Comfort at Stops	C-	C-
Drivers / Operations	C+	C+
Information	—	C+
<i>Note that because of the larger sample size in 1997, there were some changes in the characteristics included in some factors from 1995 to 1997. Some factors combined and one new dimension emerged. Comfort of ride and ease of use were subsumed under other factors in 1997. Their 1997 "replacement" scores were consistent with 1995.</i>		

Rail

Similarly, some significant improvements were noted in the specific areas of rail service. These changes resulted in an overall improvement in rail service quality from a C+ in 1995 to a B- in 1997.

- The most significant rail improvement is the increase in friendly communications. Notably, train riders cite improvements in knowing the arrival time, availability of schedule information at stations, and the availability of printed schedules for all trains. These improvements can be attributed, at least in part, to CTA's efforts since 1995 in making schedules available to rail passengers. This was a specific area for improvement targeted as a result of the 1995 study and shows the impact of changes in customer satisfaction.
- Improvements also were noted in smoothness of the train ride, possibly reflecting recent track work, and in the fact that trains and stations are clean from graffiti, reflecting ongoing efforts in station improvements.
- On the negative side, there was a drop in train rider ratings of ticket agent / customer assistant courtesy at the stations. It is likely that this reflects the introduction of the Transit Fare Card and the greater visibility of and need for assistance from station personnel. While this was certainly a major transition and problems were nearly a certainty, additional training of station personnel may be indicated to insure that this is only a temporary problem.

	1995	1997
Overall Score	C+	B-
On-Time Service Delivery	C+	C+
Friendly Communications	C+	B-
Personal Safety	C+	C+
Cleanliness / Appearance	C+	C+
Access to Service	B	B
Cost / Value of Service	C	C+
Personnel / Operations	B	B-
Information	--	C+
On-Train Service	--	C+
<i>Note that because of the larger sample size in 1997, there were some changes in the characteristics included in some factors from 1995 to 1997. Some factors combined and two new dimensions emerged. Comfort of ride and ease of use were subsumed under other factors in 1997. Their 1997 "replacement" scores were consistent with 1995.</i>		

Targeted Areas for Service Improvements

Transit Fare Cards

Efforts should continue to be directed at increasing use of the Transit Fare Card. This program has proven to be a success. However, significant opportunities remain to increase use of the Transit Fare Card among both bus and rail travelers.

- Among train riders, this may be in part a function of simply continuing to increase awareness of the advantages of the Transit Fare Card – notably convenience of use and possible increased value.
- Additional research may be required to understand barriers, beyond access, for use among bus riders – notably among frequent bus riders and transit-dependent riders. Increasing distribution of the fare card outside of train stations may increase use among these segments.

Bus Service

As in 1995, certain areas should be targeted for service improvements.

Improving reliability should continue to be the major focus for improvement. As in 1995, the specific areas that should be targeted include:

- Maintaining or improving the current headways.
- Establishing and enforcing adherence to bus schedules.
- On-time performance.
- Maintaining or improving current headways between connecting buses and trains.

Four other areas that should be targets for improvement include:

- Providing information about temporary service changes.
- Providing accurate route and schedule information at the bus stops.
- Cleanliness of bus interiors.
- Maintaining the cost of a one-way ride.

The focus should continue to be on maintaining current performance and service improvements in:

- Ensuring the personal safety of riders – at bus stops and while riding. This includes both insuring safety from crime but also insuring that riders are not adversely affected by the behavior of others at bus stops or on buses. While current service is rated above average on these elements of service, they are very important service characteristics. Any declines in service are likely to make these critical weaknesses.
- Driver attributes including safe bus operation, courtesy, and knowledge.
- Transferring, including maintaining the current cost for transfer and insuring that it is easy for riders to make transfers.
- Ease of paying fares, including making it easy for riders to get passes, tokens, and the new fare cards, as well as making it easy to pay fares once on the bus.
- Access to service.
- Maintaining value – making service improvements that support any future fare increases.
- Insuring that riders can easily get information by telephone.
- Insuring that route names and numbers on the outside of buses are readily visible.

Rail Service

Three areas have been identified as target improvement opportunities for rail service.

- A continued focus in the next year is to insure riders' perceptions of safety on the train relating to the behavior of others. This was noted as a critical weakness in 1995 as well.
- The focus should also continue to be on insuring the availability of schedule information at the stations. While there have been improvements in this element since 1995, performance continues to be below expectations.
- Finally, on-time performance and other aspects of reliability should be targeted areas for improvement. On-time performance is a critical weakness. Moreover, it is a service element that has a significant impact on customer loyalty. Other aspects of reliability that should be

targets for improvement include wait time when transferring, time between buses, and knowing what time the next bus arrives.

Service should be maintained in all areas of strength.

- As with bus travel, particular attention should be paid to improvements in insuring riders' personal safety. While it is considered a strength – that is service delivery is above average – it is a very important aspect of service. Should service decline at all in these areas, they are likely to become critical weaknesses.

Table of Contents

Contents

Findings in Brief	ii
General Perceptions of the CTA	ii
Service Quality and Customer Loyalty	ii
Systemwide	ii
Bus	iii
Rail	iv
Targeted Areas for Service Improvements	iv
Transit Fare Cards	iv
Bus Service	v
Rail Service	v
Table of Contents	vii
Contents	vii
List of Figures	xi
List of Tables	xii
Project Overview	1
Introduction	1
Methodology	1
Research Design	1
Sample Size	2
Questionnaire	3
Report Format	4
Survey Results	5
Ridership	5

Incidence of Rider Households	5
Rider Characteristics	7
Frequency of Riding CTA.....	7
Segment Size	7
Segment Characteristics	9
Dependence on Public Transportation	11
Segment Size	11
Segment Characteristics	12
Trip Purpose	14
Segment Size	14
Segment Characteristics	15
Modes Used	17
Motivations for Using Public Transportation	19
General Perceptions of CTA.....	21
Service Quality and Customer Loyalty	26
Satisfaction.....	26
Likelihood of Continued Use	29
Likelihood of Recommending the CTA	32
Relationship Between Satisfaction and Loyalty	35
Customer Loyalty Index	36
Customer Loyalty Segments.....	38
Segment Size	38
Segment Characteristics	41
Motivations for Using Public Transportation.....	44
Important Factors When Using Public Transportation Services	45
Important Factors When Riding the Bus.....	45
Important Factors When Riding the Train.....	46

Strengths and Weaknesses of CTA.....	47
Bus Travel	47
Overall CTA Performance.....	49
Differences in Performance by Geographic Area	51
Changes in Performance – 1995 to 1997.....	52
Performance Factors That Drive Customer Loyalty.....	53
Improvement Opportunities.....	55
Rail Travel	59
Dimensions of Performance.....	59
CTA Performance	60
Differences in Performance by Geographic Area	62
Changes in Performance – 1995 to 1997.....	63
Performance Factors That Drive Customer Loyalty.....	64
Improvement Opportunities.....	66
Special Issues	69
Personal Safety and Security.....	69
Personal Safety and Security While Waiting for the Bus.....	69
Personal Safety and Security While Waiting for the Train.....	70
Personal Safety and Security While Riding the Bus or Train.....	70
Fare Cards	71
Current and Past Use of Transit Fare Cards.....	71
Satisfaction with Transit Fare Card	72
Likelihood of Future Use	73
Appendix.....	74
Zip Codes.....	74
Questionnaire.....	75
Improvement Opportunities by Geographic Area	90

Bus	90
Downtown Bus Riders – Improvement Opportunities	90
North Bus Riders – Improvement Opportunities	91
Northwest Bus Riders – Improvement Opportunities	92
South Bus Riders – Improvement Opportunities	93
Southwest Bus Riders – Improvement Opportunities	94
West Bus Riders – Improvement Opportunities	95
Suburb Bus Riders – Improvement Opportunities	96
Rail	97
Downtown Train Riders – Improvement Opportunities	97
North Train Riders – Improvement Opportunities	98
Northwest Train Riders – Improvement Opportunities	99
South Train Riders – Improvement Opportunities	100
Southwest Train Riders – Improvement Opportunities	101
West Train Riders – Improvement Opportunities	102
Suburb Train Riders – Improvement Opportunities	103
Sample Banner Pages	103

List of Figures

1	Incidence Of Rider Households By Area Of Residence.....	6
2	Frequency Of Riding CTA Buses / Trains In The Past Week.....	8
3	Dependence On Public Transportation	11
4	Typical Trip Purpose	14
5	Modes Used By Frequency Of Riding.....	18
6	Motivations For Using Public Transportation	20
7	Overall Perception Of CTA	22
8	Overall Perception Of CTA By Area Of Residence	23
9	Overall Perception Of CTA By Dependence On Public Transportation	24
10	Overall Perception Of CTA By Trip Purpose	25
11	Satisfaction With Riding CTA Buses / Trains.....	26
12	Likelihood Of Continuing To Ride CTA Buses / Trains.....	29
13	Likelihood Of Recommending The CTA.....	32
14	Relationship Between Satisfaction And Loyalty	35
15	Customer Loyalty Index	36
16	Customer Loyalty Segments.....	38
17	Customer Loyalty Segments By Mode.....	39
18	Customer Loyalty Segments By Geographic Area	40
19	CTA Performance On Primary Performance Dimensions – Bus Travel	50
20	Reward / Penalty Analysis – Effect Of Changes In Service On Loyalty	54
21	Improvement Opportunities – Bus Travel	57
22	CTA Performance On Primary Performance Dimensions – Rail Travel	60
23	Reward / Penalty Analysis – Effect Of Changes In Service On Loyalty	64
24	Improvement Opportunities – Rail Travel	67
25	Use Of Transit Fare Cards	70
26	Likelihood Of Future Use	72

List of Tables

1	Final Sample Size	3
2	Incidence Of Rider Households	5
3	Characteristics Of Frequent And Infrequent CTA Riders.....	10
4	Characteristics Of Riders Based On Dependence On Transit.....	12
5	Characteristics Of Riders Based On Trip Purpose.....	15
6	Satisfaction With Riding CTA Buses / Trains By Geographic Area	27
7	Satisfaction With Riding CTA Buses / Trains By Mode And Frequency Of Riding	27
8	Satisfaction With Riding CTA Buses / Trains By Dependence On Transit.....	28
9	Satisfaction With Riding CTA Buses / Trains By Typical Weekday Trip	28
10	Likelihood Of Continued Ridership By Geographic Area	30
11	Likelihood Of Continued Ridership By Mode And Frequency Of Riding	30
12	Likelihood Of Continued Ridership By Dependence On Transit.....	31
13	Likelihood Of Continued Ridership By Typical Weekday Trip	31
14	Likelihood Of Recommending The CTA By Geographic Area	33
15	Likelihood Of Recommending The CTA By Mode And Frequency Of Riding.....	33
16	Likelihood Of Recommending The CTA By Dependence On Transit	34
17	Likelihood Of Recommending The CTA By Typical Weekday Trip	34
18	Customer Loyalty By Rider Segments.....	37
19	Satisfaction With And Loyalty To CTA By Customer Loyalty Segments.....	41
20	Characteristics Of Customer Loyalty Segments	43
21	Motivations For Using Public Transportation Among Choice And Voluntarily Dependent Riders By Customer Loyalty Segments (Percent Major Factor)	44
22	Performance Dimensions – Bus Travel	48
23	Differences in Performance – Bus Travel – By Geographic Area	51
24	Performance Dimensions – Rail Travel	58
25	Differences in Performance – Rail Travel – By Geographic Area	61

Project Overview

Introduction

Customer satisfaction is a growing concern to transit agencies throughout the United States for three primary reasons:

- 1) Current and potential riders have greater choices today than ever before. Consequently, they are becoming aggressive in demanding products and services that meet or exceed their expectations. Outstanding performance is required. It is critical to view products and services offered from the **customer's perspective**.
- 2) Truly satisfied customers offer transit agencies a promise of enhanced revenues and reduced operating costs.
- 3) Customer satisfaction is an integral part of total quality management. The customer drives total quality management by establishing expectations, standards, and performance requirements. Total quality management focuses on viewing products and services as solutions to customer problems.

Customer satisfaction research focuses on two essential issues:

- 1) Understanding the expectations and requirements of the customer.
- 2) Determining how well the agency is succeeding in satisfying these expectations and requirements.

Methodology

Research Design

An effective customer satisfaction measurement system must be able to determine how best to improve customer perceptions of product and service quality. Actionable customer satisfaction research provides the information that transit managers need to make changes in the processes that affect customer perceptions of service quality. Specifically, an effective customer satisfaction measurement program:

- 1) Identifies the market segments, customer, and potential customer groups that are most likely to be affected by service quality improvements,
- 2) Determines the critical performance attributes that result in customer satisfaction,
- 3) Is based on a research design and methodology that yields reliable and statistically valid data and analyses upon which to base business decisions,
- 4) Assesses the performance of the agency,

- 5) Demonstrates the relative impact of the various "satisfiers" and "dissatisfiers" on overall perceptions of service quality at an agency, and
- 6) Identifies actions that will lead to increased satisfaction and customer loyalty.

To satisfy these objectives, a telephone survey of current CTA riders was completed. Current CTA riders are defined as:

Individuals age sixteen and over who had ridden the CTA system – either bus, rail, or both – at least once in the week prior to being interviewed.

The telephone survey consisted of 2,458 interviews with current CTA riders drawn from a random sample of households within the CTA service area. Interviews were conducted between September 28 and October 29, 1997. Interviews were conducted daily until 9:00 p.m. and during the afternoon and early evening hours on weekends. Interviews lasted an average of twenty minutes.

A sample of over 56,240 telephone numbers was attempted using standard methods for developing a probability sample. This method insures that each household in the CTA service area has a known probability of being selected for an interview. Moreover, this method insures that households with listed and unlisted telephone numbers are included in the sample.

The sample was stratified by geographic area. That is, the population was divided into strata based on their area of residence – Downtown, North, Northwest, South, Southwest, West, and Suburban Chicago. Zip codes define these service areas. A list of the zip codes in each geographic area is included in the Appendix. A simple random sample was drawn from within each area.

The sample was further stratified by mode. Respondents were assigned to the mode – bus or train – they rode most often. Those who rode both the bus and train equally were randomly assigned one mode. This procedure insured that an approximately equal number of interviews were conducted in each geographic area, and for train and bus travel within that area. The resulting cell sizes – approximately a minimum of 100 per mode per geographic area – are large enough to allow for reliable analysis at each subgroup level.

Sample Size

A total of 2,458 interviews was completed among a random sample of households in the CTA service area with an approximately equal number of bus and train riders in each geographic area. This allows for sufficient subgroup cell sizes when inferring statistical reliability.

The data were weighted to reflect actual population size (by number of households) in each geographic area. Moreover, the sample was weighted to reflect the actual incidence of bus and train riders in each area. This weighting process does not change the total sample size.

The number of interviews obtained and the number resulting from the weighting process by area and by mode are shown in the following table.

TABLE 1
FINAL SAMPLE SIZE

	Bus		Rail	
	<i>Obtained</i>	<i>Weighted</i>	<i>Obtained</i>	<i>Weighted</i>
Downtown	101	29	94	23
North	204	247	206	268
Northwest	209	182	208	186
South	205	329	207	242
Southwest	201	98	206	100
West	206	104	208	94
Suburbs	99	215	104	340
	1,225	1,204	1,233	1,253

All results in this report are based on the weighted sample data. Weighted cell sizes are shown. Unweighted cell sizes, however, are used when inferring statistical reliability.

Questionnaire

The questionnaire contained approximately 236 questions. The majority of the questions remained unchanged from 1995 to ensure comparability of results to these benchmark measures.

The questionnaire used a variety of question formats, including closed single and multiple-response questions for all categorical data. In those situations where not all responses were known, an "other" category was included. These results were then reviewed and, where appropriate, postcoded into the database. All attitude and evaluation questions used scaled response formats. Scales were typically five points in length. Three open-ended questions were included to provide further clarification of qualitative data on service quality. Based on a review of these responses, a code list was developed to capture the range of responses. Results from this open-ended question were then coded and entered into the respondent database.

The survey instrument contains the following major sections:

- Screening and introductory questions to determine rider status and primary transit mode.
- General ridership questions, including dependence on transit and trip purpose.
- Fare payment, focusing specifically on use of and satisfaction with the Automated Transit Fare Card (AFC).
- Motivations for using public transportation.
- General perceptions of CTA.
- Expectations for service as measured by the importance of 42 bus or 45 rail factors in deciding whether to ride the bus or train.
- Satisfaction with service delivery on these same factors.
- Factors affecting riders' feelings of safety and security while riding and/or waiting for the bus or train.
- Loyalty toward CTA, as measured by overall satisfaction with CTA, likelihood of continuing to use CTA, and likelihood of recommending CTA to a friend.
- Demographic characteristics.

Because of the number of factors for which measurements of service quality were needed, two strategies were used to keep the length of the interview reasonable.

- First, respondents evaluated the mode – bus or train – they used most often. If they used both the same amount, they were assigned to one mode.
- In addition, respondents were randomly assigned to one of two groups. Every respondent rated 20 factors in terms of their importance and service delivery. The remaining factors were divided in half so that each random group evaluated approximately twelve factors.

The survey was administered using computer-assisted telephone interviewing technology. The computer program automatically handled all skip and branching patterns. The average amount of time required to complete the questionnaire was twenty-one minutes. A copy of the questionnaire is included in the Appendix.

Report Format

The report is organized by major topic area. Tables and charts provide supporting data. Complete documentation of the data analysis (in the form of banners) is kept separately. Three sets of banners were run providing insight into how important subgroups (e.g., men and women) responded to each question. A sample page from each set of banners is included in the Appendix.

Weighted cell sizes are reported for the tables and charts. The sample sizes shown for each question in this report are the total number of weighted cases with valid responses for that question. "Don't knows" and "refusals" are counted as missing values unless "don't know" is a valid or meaningful response.

Survey Results

The following summarizes the key findings from the telephone survey. Charts and tables are used to highlight these findings. Results from the telephone survey are used to support recommendations for focusing resources in areas to increase customer satisfaction and loyalty.

Ridership

Incidence of Rider Households

Only those individuals who had ridden a CTA bus or train in the week before completing the survey were interviewed. However, all households that did not have an individual in the household who met the definition of a rider for this study (individuals sixteen and older who had ridden at least once in the past week) were tallied separately allowing the ability to develop an estimate of the incidence of rider households.

- Twenty-five percent (25%) of all households in the CTA service area have at least one CTA rider (had ridden at least once in the past week) aged sixteen and older in the household.
- This figure continues to be lower than that noted in prior CTA market surveys (1988, 1990, and 1993) where the incidence rate for rider households (defined as having at least one CTA rider aged twelve and older in the household) was much higher – falling at 51 percent in 1993. It is, however, consistent with the 1996 RTA Rider / Nonrider Survey in which only those 18 years of age and older were interviewed. This suggests a systematic underreporting of CTA usage in this particular survey, due in part to the inclusion of more school-age children (ages twelve to fifteen) in the earlier surveys. This does not significantly affect overall survey results, however.
- This figure is the same as in 1995 when 26 percent of all households had at least one rider aged sixteen and older in the household.

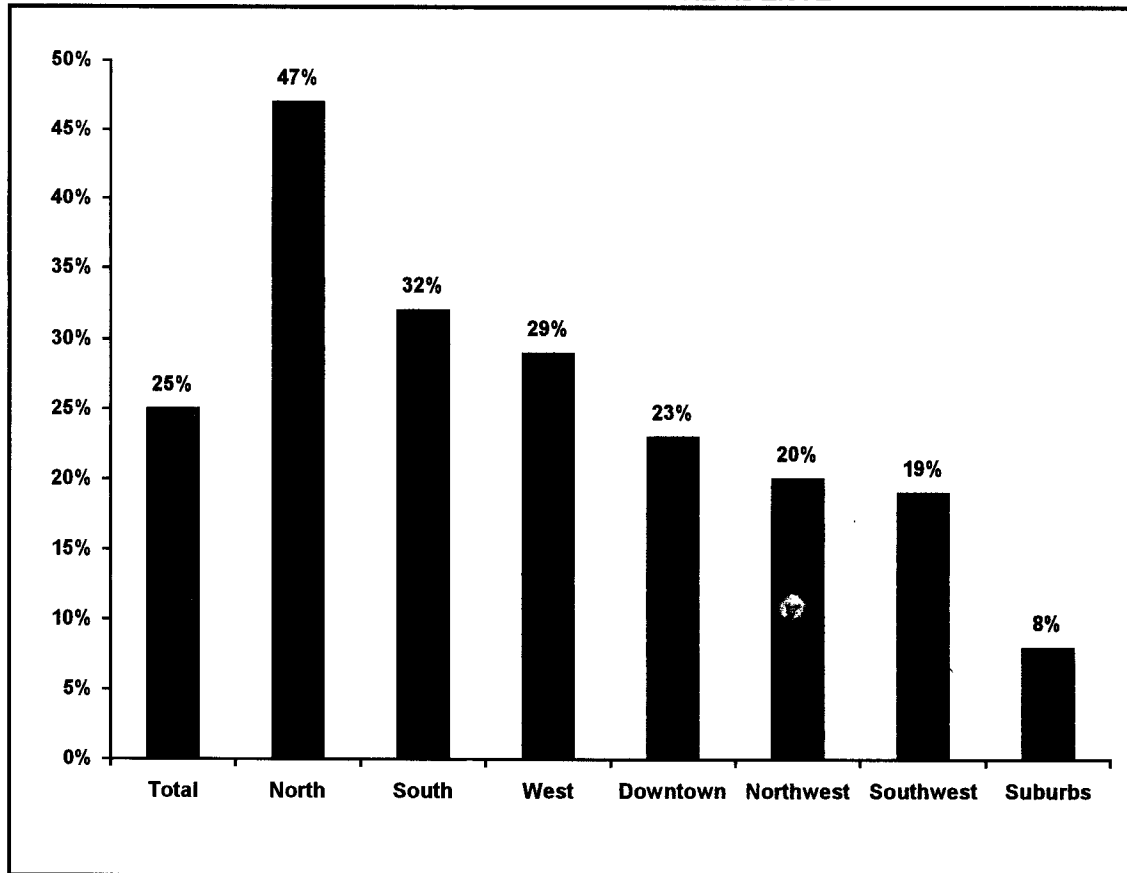
TABLE 2
INCIDENCE OF RIDER HOUSEHOLDS

	n	Percent
Households With Riders / Completed An Interview	2,458	18.1
Households With Riders / Did Not Complete An Interview (Quota Full / Midterminate / Callback Interviews)	893	6.6
Households Without Riders	10,236	75.3
Total Households	13,587	100.0

- The incidence of CTA rider households is highest on the north side of Chicago, lowest in the suburbs.

- Despite the higher average daily weekday ridership among south side riders compared with north side riders – 365,000 compared with 317,145*, respectively – the incidence of CTA rider households is lower on the south side than on the north side. This may suggest a greater incidence on the south side of transit dependent riders who take several trips daily. This may also suggest a higher incidence of riders between the ages of twelve and fifteen who were not interviewed as part of this study and/or rider households with more than one or two qualifying riders. Only one rider per household was interviewed.

FIGURE 1
INCIDENCE OF RIDER HOUSEHOLDS BY AREA OF RESIDENCE



* 1995 ridership figures provided by CTA.

Rider Characteristics

An important part of customer satisfaction research is the identification of the market segments, customer, and potential customer groups that are most likely to be affected by service quality improvements. To achieve this objective, a series of questions were included about ridership characteristics, the results from which could then be used to develop market segments. Analysis in this section focuses on defining key market segments that have traditionally been used in transit planning and marketing. These include market segments based on frequency of riding, dependence on transit, length of time riding, primary trip purpose, typical mode, or trip origination.

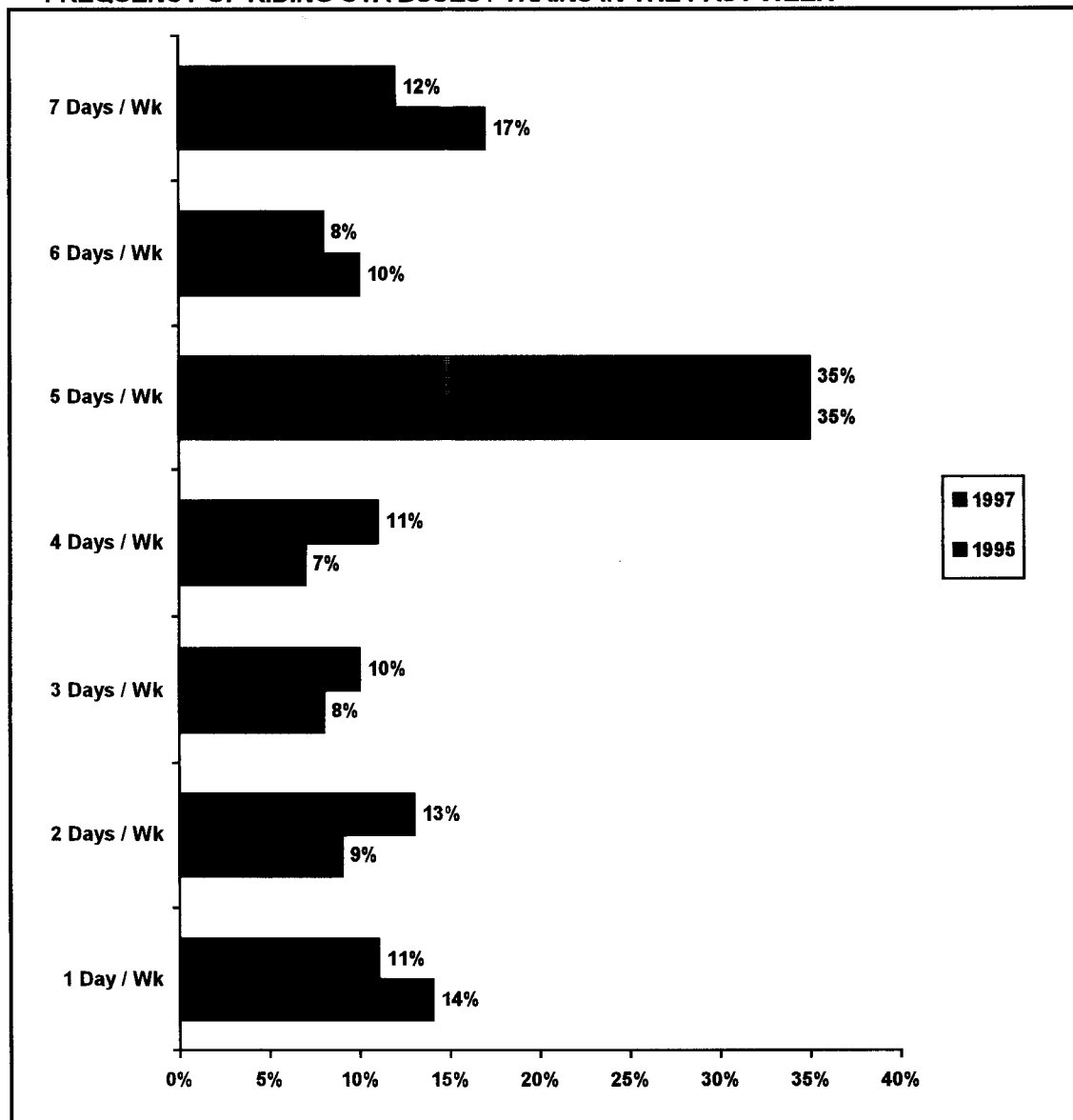
Frequency of Riding CTA

Segment Size

Respondents were asked how many days out of the previous seven days they rode a CTA bus and how many days they rode a CTA train. Frequent riders are defined by CTA as those riders who rode a CTA bus and/or train five or more days in the past week.

- More than half (55%) of all CTA riders are frequent riders – that is, they rode the CTA five or more days in the previous week. This represents a decrease in the proportion of frequent riders from 1995 when 63 percent of all CTA riders were frequent riders.
 - The majority (63%) of frequent riders rode the CTA five days in the week before the survey. However, 22 percent rode the CTA every day. On average, frequent riders rode the CTA 5.6 days in the week before the survey. There has been no change in the frequency with which frequent riders ride since 1995.
 - The West and South sides of Chicago have the highest incidence of frequent riders. As noted earlier, the South side of Chicago has the second highest incidence of riders. This coupled with their higher frequency of riding accounts for the high share of ridership accounted for by the south side.
 - Downtown Chicago and the suburbs have the lowest incidence of frequent riders. Moreover, the frequency with which suburban frequent riders ride is lower than average.
- Infrequent riders (those who rode CTA one to four days in the previous week) also represent an important market segment – 45 percent of all riders.
 - Fifty-five (55%) infrequent riders rode the CTA one or two days in the previous week. On average, infrequent riders ride the CTA 2.5 days a week. There has been an increase in the frequency with which infrequent riders ride – from 2.2 days a week in 1995 to 2.5 days a week in 1997. The increase in the number of infrequent riders as well as the increase in the frequency with which infrequent riders ride suggests that former frequent riders may have cut back on riding to a three or four day a week schedule.

FIGURE 2
FREQUENCY OF RIDING CTA BUSES / TRAINS IN THE PAST WEEK



Area	All Respondents	Frequent Riders		Infrequent Riders	
	Average # Days in Past Week	Percent	Average # Days in Past Week	Percent	Average # Days in Past Week
All Respondents	4.2				
Downtown	3.6	40	5.5	60	2.4
North	4.3	58	5.6	42	2.5
Northwest	4.2	55	5.7	45	2.5
South	4.5	61	5.7	39	2.6
Southwest	4.3	60	5.6	40	2.5
West	4.5	64	5.6	36	2.6
Suburbs	3.6	43	5.4	57	2.3

Segment Characteristics

Because of the sample size this year, respondents could be further segmented by whether they were frequent bus riders, frequent train riders, infrequent bus riders, or infrequent train riders.

Frequent bus riders are:

- More likely to live in the south side of Chicago.
- Transit dependent. Nearly two out of five do not have a license and/or car available.
- More likely to be female than male (68% compared with 32%, respectively).
- Younger (19% are between the ages of 16 and 17).
- Employed full-time (53%) or students (18%).
- Less affluent (35% have household incomes of \$20,000 or less).
- African-American.

Infrequent bus riders are similar demographically to frequent bus riders. However, infrequent bus riders are:

- More likely to live in suburban Chicago.
- The oldest segment (21 percent are 65 and older).
- More likely to be retired (20%).
- Caucasian.

Frequent train riders are:

- More likely than bus riders to be men (44 percent compared with 33 percent, respectively).
- Between the ages of 25 and 44.
- Employed full-time.
- More affluent than bus riders.

Infrequent train riders are similar demographically to frequent train riders. However, infrequent train riders are:

- More likely to live in suburban Chicago.
- Older.
- More likely to be retired.
- More affluent.
- Dominant Caucasian.

TABLE 3
CHARACTERISTICS OF FREQUENT AND INFREQUENT CTA RIDERS

	Frequent Bus Rider [n = 654]	Infrequent Bus Rider [n = 551]	Frequent Train Rider [n = 679]	Infrequent Train Rider [n = 575]
Area of Residence				
Downtown	2%	3%	1%	3%
North	21	20	24	18
Northwest	15	16	16	14
South	31	23	20	19
Southwest	8	8	10	6
West	10	7	8	7
Suburbs	14	23	22	34
Gender				
Male	32%	34%	44%	44%
Female	68	66	56	56
Auto Availability				
Have License	58%	58%	77%	81%
Car Available	59%	67%	72%	84%
Number of Cars Available	1.0	1.2	1.2	1.4
Age				
16-17	19%	12%	5%	6%
18-24	13	13	20	16
25-34	20	15	27	22
35-44	19	16	24	20
45-54	14	13	16	16
55-64	8	10	6	9
65 and over	7	21	3	12
Mean	35.5 yrs.	42.9 yrs.	35.0 yrs.	40.1 yrs.
Employment Status				
Employed Full-Time	53%	33%	74%	55%
Employed Part-Time	16	15	9	14
Not Employed Outside Home	1	3	1	1
Student	18	14	11	11
Retired	5	20	1	12
Unemployed / Other	7	15	4	7
Income				
Under \$10,000	11%	15%	6%	9%
\$10,000 – \$20,000	24	19	15	12
\$20,000 – \$30,000	15	14	18	14
\$30,000 – \$40,000	21	21	21	19
\$40,000 – \$50,000	11	9	14	11
\$50,000 – \$60,000	7	6	8	8
Over \$60,000	12	16	18	27
Median	\$30,114	\$30,469	\$35,038	\$38,085
Ethnic Background				
White / Caucasian	34%	54%	46%	59%
African-American	46	29	34	25
Hispanic	13	11	13	8
Other Minority	7	6	7	8
<i>Numbers are highlighted (bold-faced type) to illustrate those differences between segments that are statistically significant based on a z-test for percentages.</i>				

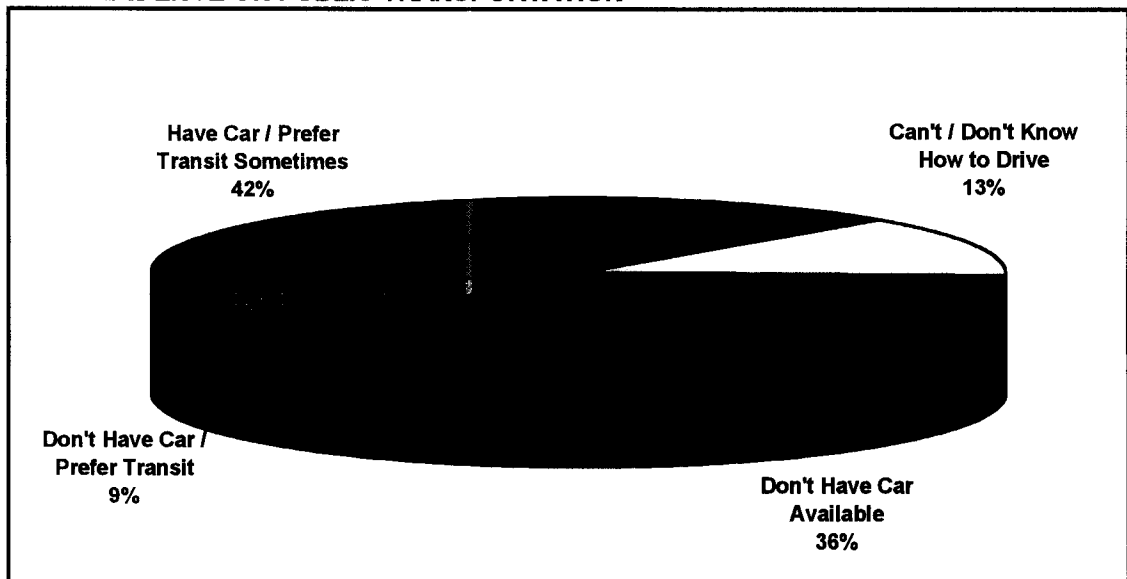
Dependence on Public Transportation

Respondents were asked whether they ride the CTA because they can't or don't know how to drive, do not have a car available, have chosen to not have a car and take the bus or train, or have a car available yet take the bus or train for some purposes. Responses to this question were used to determine the extent to which respondents are dependent on public transportation.

Segment Size

- CTA ridership is nearly equally divided between “choice” and “dependent” riders.
 - Fifty-one percent of CTA riders should be considered “choice” riders, either because they have a car available for their use but prefer the bus or train for some purposes (42%) or they have chosen not to have a car because they prefer using transit (9%).
 - The remaining CTA riders are dependent on public transportation either because they can't or don't know how to drive (13%) or because they do not have a car available (36%).

**FIGURE 3
DEPENDENCE ON PUBLIC TRANSPORTATION**



Segment Characteristics

Transit-dependent riders are:

- Primarily bus riders. Nearly two out of three (63%) transit-dependent riders ride the bus. Thirty-six percent (36%) are frequent bus riders.
- More likely to live on Chicago's south side.
- More likely to be female than male (69% compared with 31%, respectively).
- Younger (17% are between the ages of 16 and 17).
- Less affluent. Two out of five (40%) transit-dependent riders have household incomes of \$20,000 or less.
- More likely to be students. One out of five (19%) transit-dependent riders are students.
- African-American or Hispanic.

Voluntarily dependent riders are:

- Frequent riders. However, they are equally likely to ride the train (31%) or bus (28%).
- More likely to live on Chicago's north side.
- More likely than transit-dependent riders to have a driver's license but no more likely to have a car available for their personal use. This would be consistent with the definition of a voluntarily dependent rider.
- Older than transit dependent riders. Forty-five percent (45%) are between the ages of 18 and 34. They are younger, however, than choice riders.
- More affluent than transit-dependent riders but less affluent than purely choice riders.
- More likely than transit-dependent riders to be employed full-time, but again less so than choice riders.
- Caucasian or African-American.

Choice riders are:

- More likely to ride the train than the bus (67% compared with 33%, respectively).
- More likely to live on Chicago's north side or in suburban Chicago.
- More likely than transit-dependent riders to be men.
- Generally licensed drivers. Nearly all have a car available for their personal use.
- The oldest riders. Two out of five (41%) are between the ages of 35 and 54.
- The most affluent riders; 27 percent have household incomes of more than \$60,000.
- Employed full-time.
- Dominant Caucasian.

TABLE 4 – CHARACTERISTICS OF RIDERS BASED ON DEPENDENCE ON TRANSIT

	Dependent Rider [n = 1,181]	Voluntarily Dependent [n = 244]	Choice Rider [n = 1,020]
Frequency of Riding and Mode			
Frequent Bus Riders	36%	28%	15%
Infrequent Bus Riders	27	22	18
Frequent Train Riders	22	31	33
Infrequent Train Riders	15	19	34
Number Days Rode in Past Week	4.5	4.6	3.7

TABLE 4 – CHARACTERISTICS OF RIDERS BASED ON DEPENDENCE ON TRANSIT

	Dependent Rider [n = 1,181]	Voluntarily Dependent [n = 244]	Choice Rider [n = 1,020]
Area of Residence			
Downtown	2%	4%	2%
North	17	36	22
Northwest	16	11	15
South	29	18	18
Southwest	8	8	8
West	10	8	6
Suburbs	18	15	30
Gender			
Male	31%	43%	47%
Female	69	57	53
Auto Availability			
Have License	46%	68%	95%
Car Available	49%	53%	98%
Number of Cars Available	0.9	0.8	1.6
Age			
16-17	17%	9%	3%
18-24	17	19	13
25-34	18	26	24
35-44	16	20	24
45-54	13	10	17
55-64	8	7	9
65 and over	11	9	9
Mean	36.8 yrs.	36.5 yrs.	40.0 yrs.
Income			
Less than \$10,000	16%	10%	4%
\$10,000 - \$20,000	24	23	9
\$20,000 - \$30,000	19	14	13
\$30,000 - \$40,000	19	21	22
\$40,000 - \$50,000	11	9	15
\$50,000 - \$60,000	4	6	10
More than \$60,000	7	17	27
Median	\$25,153	\$31,500	\$41,016
Employment Status			
Employed Full-Time	42%	57%	69%
Employed Part-Time	17	12	9
Not Employed Outside Home	2	3	1
Student	19	11	8
Retired	10	10	7
Unemployed / Other	10	7	6
Ethnic Background			
White / Caucasian	38%	49%	58%
African-American	43	33	24
Hispanic	14	9	9
Other Minority	5	9	9
<i>Numbers are highlighted (bold-faced type) to illustrate those differences between segments that are statistically significant based on a z-test for percentages.</i>			

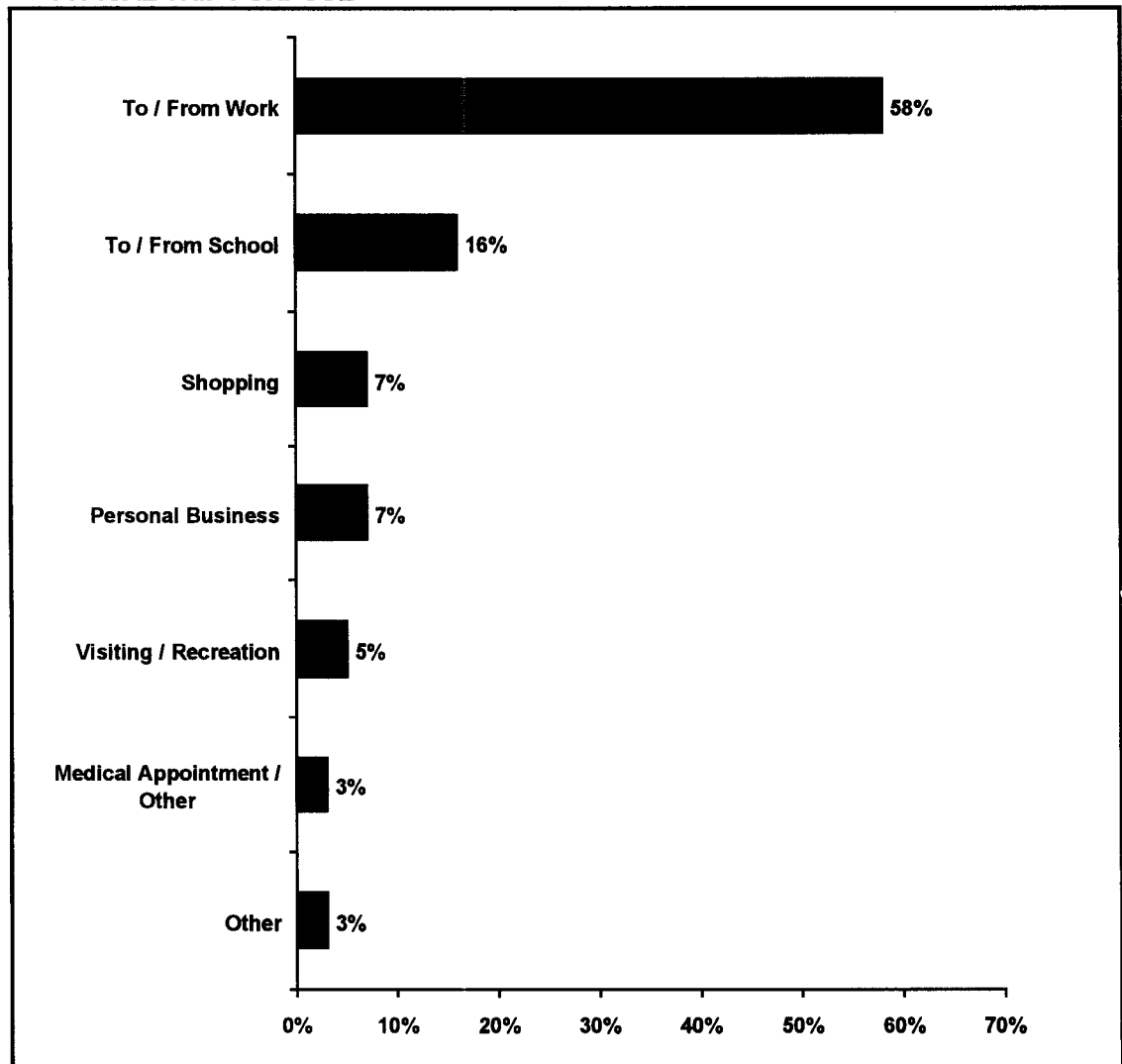
Trip Purpose

Respondents were asked to think about their typical trip on CTA – that is, the one they make the most often – and to indicate the usual purpose of that trip.

Segment Size

- Nearly three out of five (58%) riders typically use the CTA to travel to and from work or school. While most are traveling to and from work, a significant proportion ride to school. There has been no change in trip purpose since 1995.

FIGURE 4
TYPICAL TRIP PURPOSE



Segment Characteristics

As noted in 1995, commuters and noncommuter riders are clearly differentiated by their demographic and ridership characteristics. Moreover, the larger sample size in 1997 allows us to compare the differences between work and school commuters.

Work commuters are:

- Generally frequent riders; 68 percent ride five or more days a week. They are more likely to be frequent train riders (39%) than frequent bus riders (29%).
- More likely to be choice riders.
- More likely to be residents of Chicago's north side or suburban Chicago.
- Licensed drivers.
- Between the ages of 25 and 54.
- The most affluent rider segment. One out of five (20%) have household incomes greater than \$60,000.
- Employed full-time.

School commuters are:

- Generally frequent riders; 66 percent ride five or more days a week. They are more likely to be frequent bus riders (44%) than frequent train riders (22%).
- More likely to be transit-dependent riders.
- The youngest rider segment. Half (49%) are between the ages of 16 and 17; 31 percent are between the ages of 18 and 24.
- Students. However, one out of five are employed part-time as well.
- An above average number (23%) of school commuters are Hispanic.

Noncommuters are:

- Generally infrequent riders; 83 percent ride four or fewer days a week. They are somewhat more likely to ride the bus (56%) than the train (43%).
- More likely to be transit-dependent riders.
- Older; 31 percent are 65 and older.
- The least affluent riders.
- Retired (32%) or unemployed (18%).

TABLE 5 – CHARACTERISTICS OF RIDERS BASED ON TRIP PURPOSE

	Work Commuter [n = 1,431]	School Commuter [n = 399]	Noncommuter [n = 619]
Frequency of Riding and Mode			
Frequent Bus Riders	29%	44%	11%
Infrequent Bus Riders	14	18	45
Frequent Train Riders	39	22	5
Infrequent Train Riders	19	16	38
Number Days Rode in Past Week	4.7	4.7	2.7
Dependence on Transit			
Transit-Dependent	43%	65%	49%
Voluntarily Dependent	10	11	10
Choice	47	24	41

TABLE 5 – CHARACTERISTICS OF RIDERS BASED ON TRIP PURPOSE

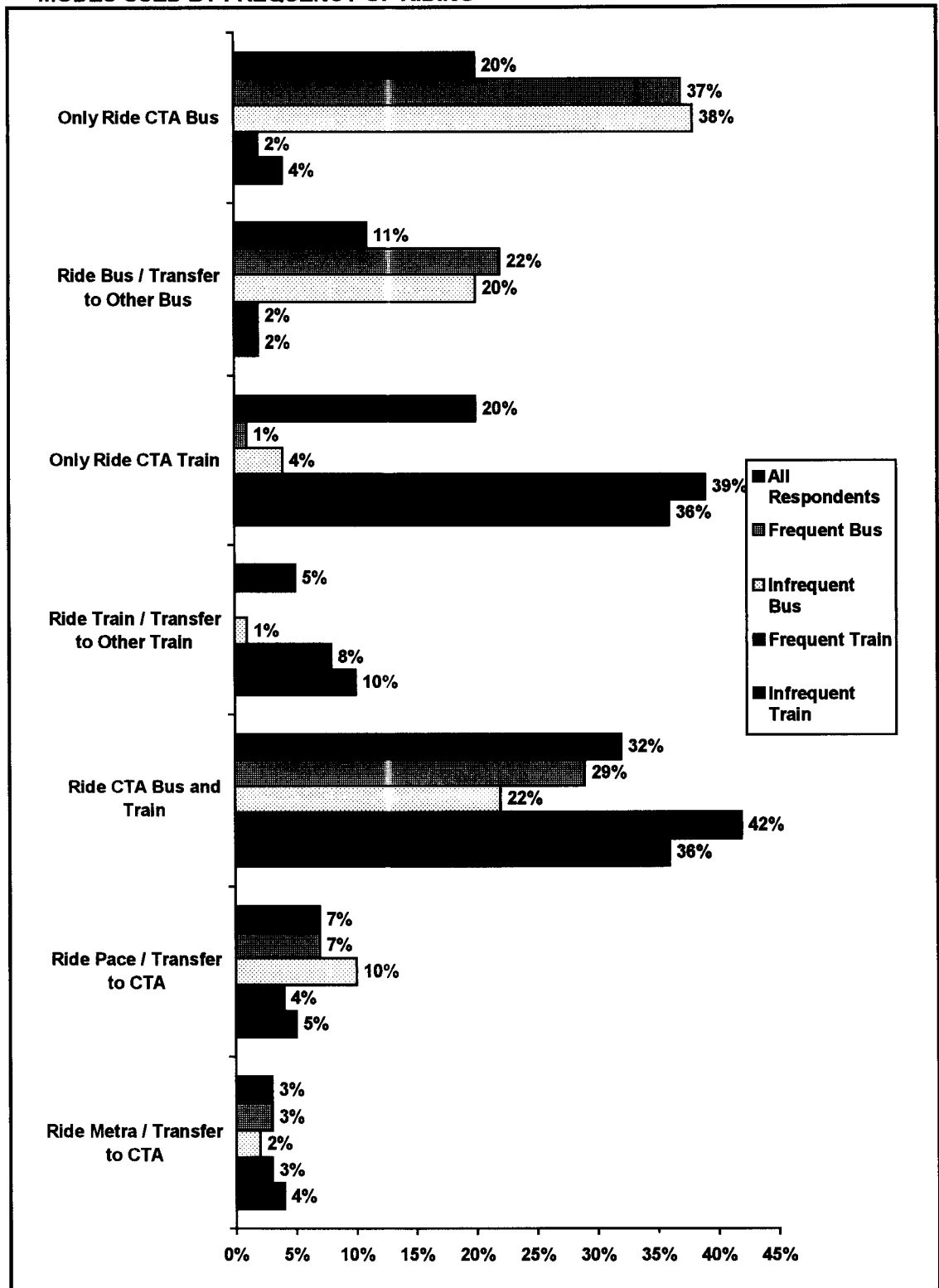
	Work Commuter [n = 1,431]	School Commuter [n = 399]	Noncommuter [n = 619]
Area of Residence			
Downtown	2%	1%	3%
North	25	15	16
Northwest	13	19	16
South	22	24	25
Southwest	7	12	8
West	8	12	7
Suburbs	23	17	25
Gender			
Male	40%	37%	36%
Female	60	63	54
Auto Availability			
Have License	78%	53%	56%
Car Available	72%	72%	65%
Number of Cars Available	1.2	1.4	1.1
Age			
16-17	1%	49%	6%
18-24	13	31	11
25-34	28	8	15
35-44	26	8	14
45-54	19	4	12
55-64	9	1	11
65 and over	3	<1	31
Mean	38.2 yrs.	21.6 yrs.	48.5 yrs.
Income			
Less than \$10,000	5%	15%	18%
\$10,000 - \$20,000	16	19	19
\$20,000 - \$30,000	16	12	16
\$30,000 - \$40,000	22	24	15
\$40,000 - \$50,000	13	10	9
\$50,000 - \$60,000	8	6	6
More than \$60,000	20	14	15
Median	\$35,510	\$31,750	\$27,500
Employment Status			
Employed Full-Time	80%	9%	26%
Employed Part-Time	12	20	11
Not Employed Outside Home	< 1	1	4
Student	3	59	9
Retired	1	1	32
Unemployed / Other	3	10	18
Ethnic Background			
White / Caucasian	50%	31%	54%
African-American	34	38	31
Hispanic	10	23	7
Other Minority	6	8	8
<i>Numbers are highlighted (bold-faced type) to illustrate those differences between segments that are statistically significant based on a z-test for percentages.</i>			

Modes Used

The CTA is a complex system with riders having options to ride either a CTA bus or train and/or to transfer to the CTA from Metra or Pace. Respondents were asked to think about the weekday trip they take most often and to indicate which of the different mode combinations they use.

- Thirty-one percent of all riders primarily ride the CTA bus.
 - Of these riders, three out of five ride one bus only – that is, they do not transfer.
- Fewer (25%) riders only ride the CTA train or transfer from one train to another.
 - Of these riders, four out of five ride one train only – that is, they do not transfer.
- One out of three (32%) CTA riders rides the train and then transfers to a CTA bus or vice versa.
 - Frequent train riders and, to a lesser extent, infrequent train riders are more likely than frequent and infrequent bus riders to ride the train and then transfer to a CTA bus or vice versa.
- Finally, one out of ten CTA riders transfers to the CTA from Pace or Metra.
 - Of these riders, seven out of ten transfer from Pace.

FIGURE 5
MODES USED BY FREQUENCY OF RIDING



Motivations for Using Public Transportation

Respondents who choose to use public transportation (that is, they have a car available and prefer transit for some purposes or have given up their car because they prefer transit) were asked how important ten factors are in deciding to ride the bus or train. Respondents indicated whether each was a "major factor," a "minor factor," or "not a factor at all" in their decision to use the bus or train.

The four top reasons for riding the CTA continue to be:

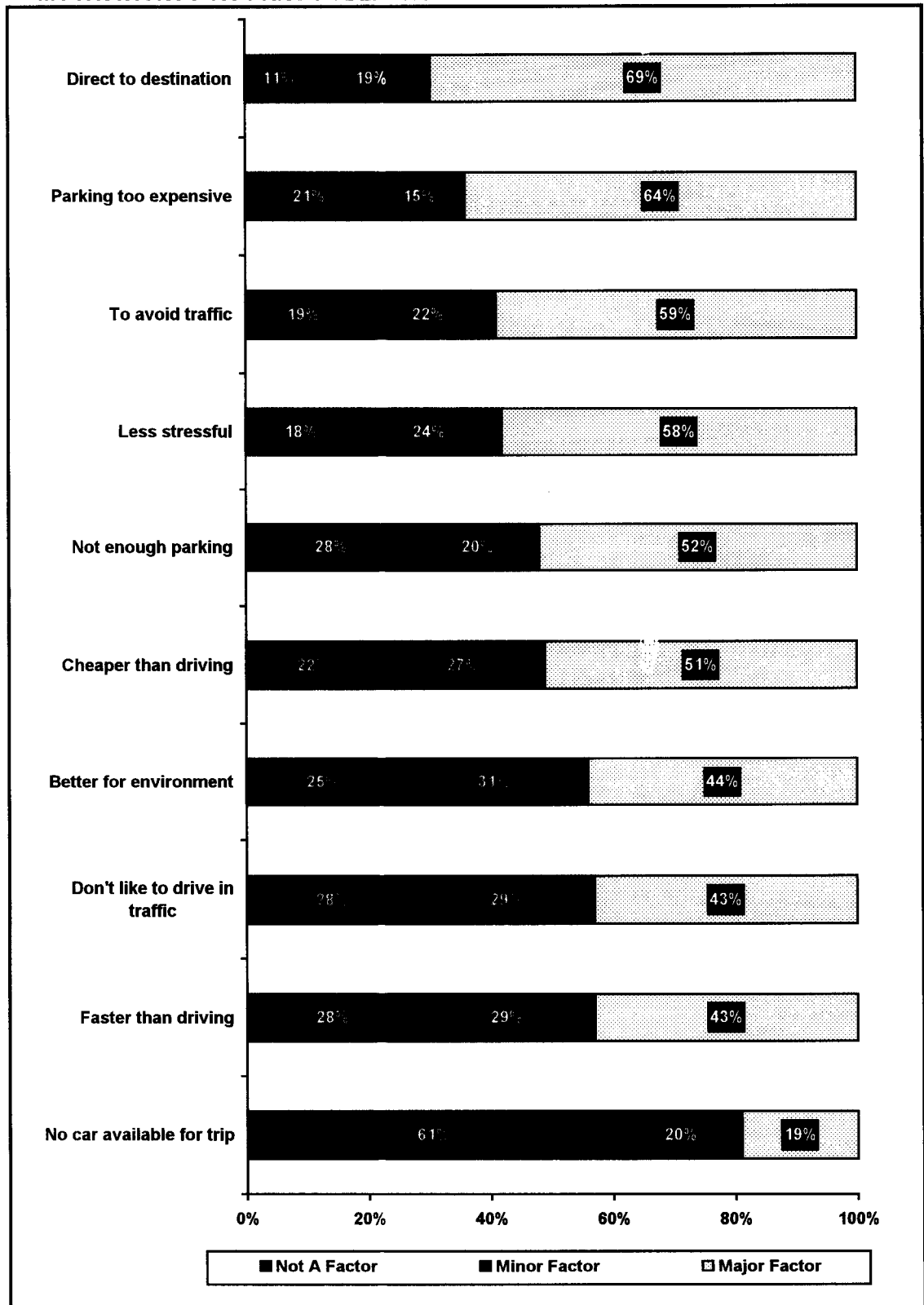
	% Major Factor
Availability of direct service	69%
Cost of parking	64%
Avoiding traffic	59%
Reducing stress	58%

- The availability of direct service is the primary motivation for all choice and voluntarily dependent riders.
- Cost of parking is a significant factor in choice riders' decision to ride. Seven out of ten choice riders say that cost of parking at their destination is a major factor compared with only 44 percent of those who are voluntarily dependent.
- Avoiding traffic congestion is more likely to be a factor for choice riders than for voluntarily dependent riders (61% compared with 50%, respectively).
- Reducing stress is equally important to both choice and voluntarily dependent riders (58% and 57%, respectively).

A second tier of reasons also deserves mention and includes:

	% Major Factor
Not enough parking	52%
Cheaper than driving	51%

FIGURE 6
MOTIVATIONS FOR USING PUBLIC TRANSPORTATION



General Perceptions of CTA

Respondents were read fourteen statements that people might use to describe the CTA and asked to indicate the degree to which they agree or disagree with each statement. A five-point scale was used where "1" meant "strongly disagree" and "5" meant "strongly agree." Note that a new statement was added in 1997. A variable was computed to reflect an overall attitude toward the CTA by averaging the scores across the thirteen statements used in both 1995 and 1997.

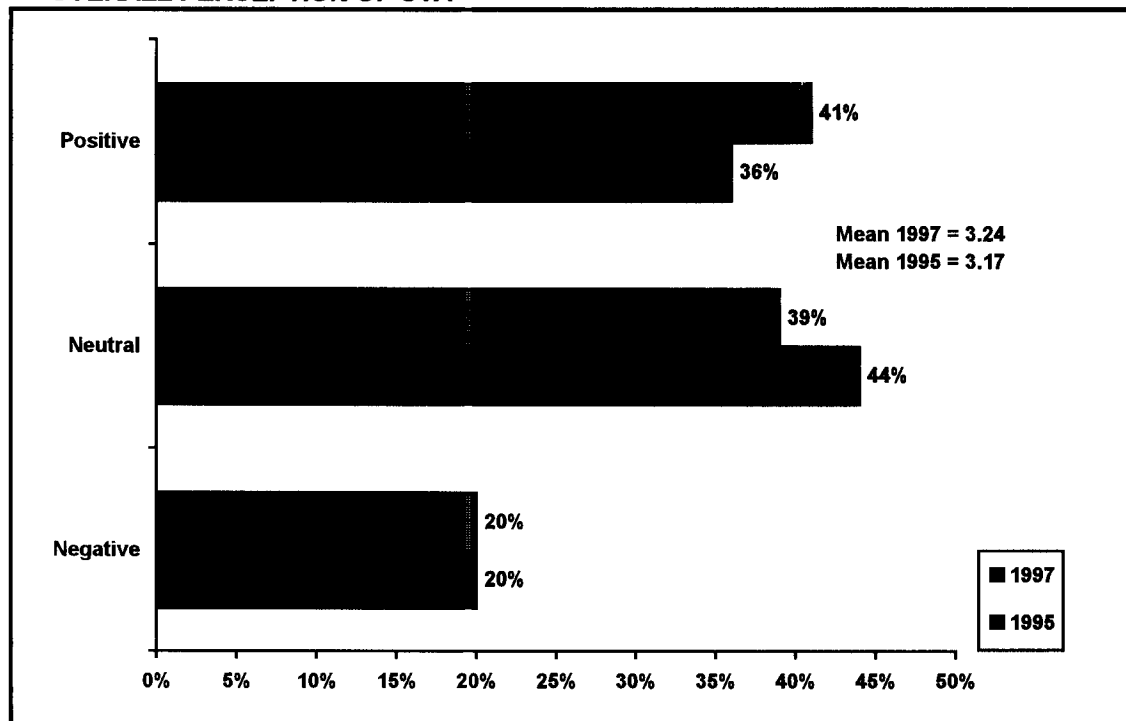
There has been an increase in the number of riders who have positive attitudes toward the CTA since 1995. However, this difference is not statistically significant. This shift should continue to be monitored in future years.

This shift noted has occurred primarily because of a decrease in the number of respondents with neutral attitudes rather than a shift in the number with negative attitudes. Notably, riders have seen significant positive changes in the following areas:

- Providing quality service at a fair price.
- Having a cost-conscious and efficient management.
- Keeping fares low.

Efforts should continue to focus on improving service in these areas as well as in those areas where perceptions have not changed.

FIGURE 7
OVERALL PERCEPTION OF CTA



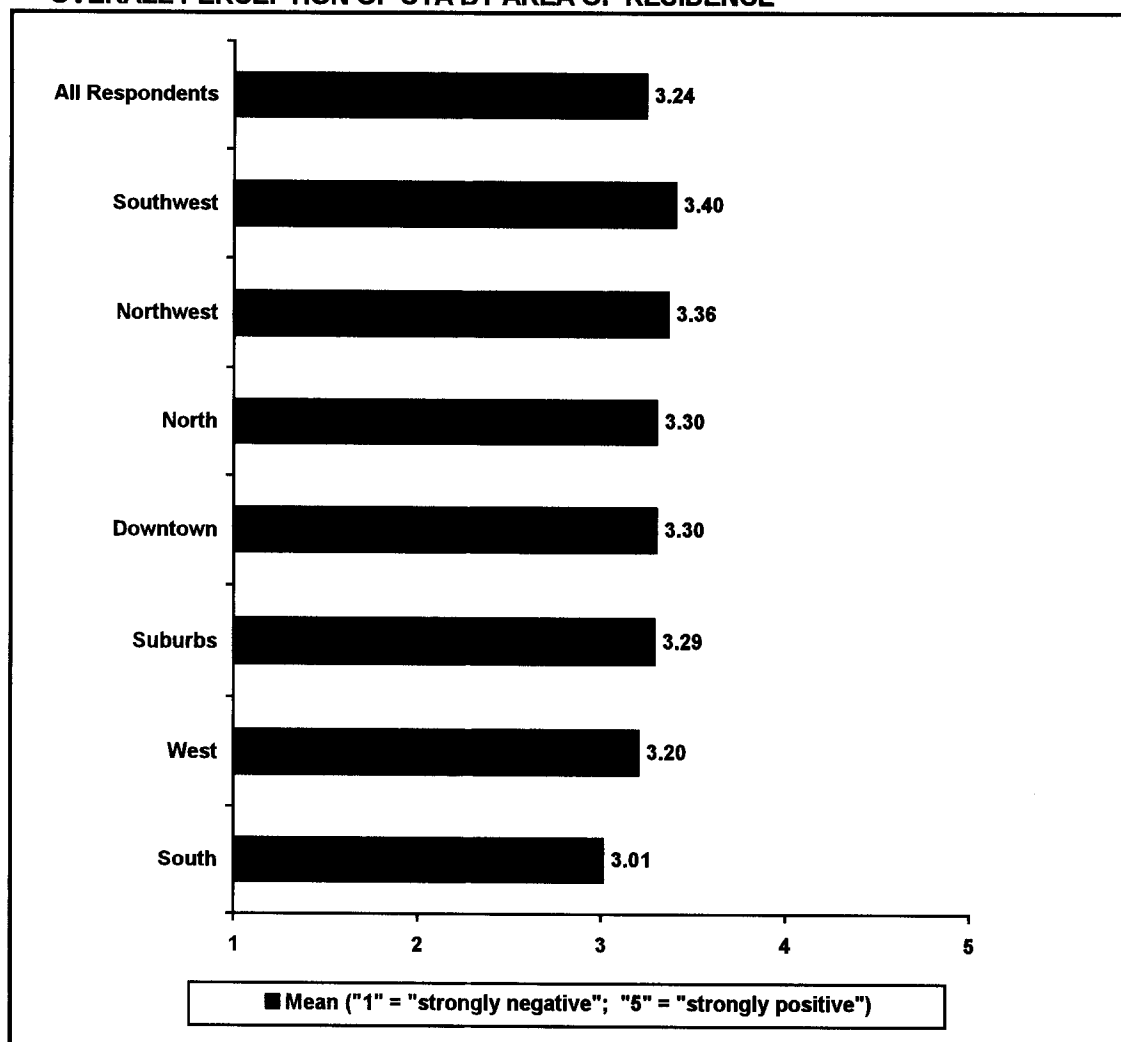
	1995	1997	Sig.
Is easy to use	4.17	4.05	
Effectively manages large / complex system	3.69	3.59	
Provides reliable service	3.60	3.56	
Cares about customers	3.32	3.35	
Informs riders of changes	3.33	3.32	
Provides quality service at fair price	2.93	3.21	*
Provides consistent level of service	3.26	3.20	
Is a customer friendly organization	Not asked	3.20	
Employees care about service	3.04	3.17	
Operates clean, well-maintained fleet	2.92	3.05	
Keeps fares low	2.59	2.94	*
Has improved service	2.89	2.91	
Has cost-conscious management	2.64	2.88	*
Considers needs of riders	2.94	2.86	

* $p < .05$. That is, difference in means from 1995 to 1997 is statistically significant at the 95 percent confidence level.

Overall attitude toward the CTA varies by area of residence, with those living on Chicago's south side having the most negative attitudes toward the CTA. Notably, riders living on Chicago's south side have more negative attitudes toward the CTA in terms of how well the agency:

- Provides quality service at a fair and reasonable price.
- Tries to keep fares as low as possible.
- Considers the needs of its riders when making decisions.
- Provides reliable public transportation services.
- Has a fleet of buses and trains that are clean and well-maintained.

FIGURE 8
OVERALL PERCEPTION OF CTA BY AREA OF RESIDENCE



	South Side	Remaining Chicago	Sig.
Provides quality service at fair price	2.79	3.34	*
Cares about customers	3.26	3.37	
Has cost-conscious and efficient management	2.73	2.93	
Tries to keep fares low	2.57	3.05	*
Effectively manages large / complex system	3.43	3.64	
Considers needs of riders	2.70	2.91	*
Provides reliable service	3.20	3.66	*
Operates clean, well-maintained fleet	2.76	3.14	*
Informs riders of changes	3.18	3.37	
Provides consistent level of service	2.91	3.29	
Is easy to use	3.93	4.09	
Has improved service	2.69	2.98	
Employees care about providing quality service	3.00	3.22	
Is a customer friendly organization	3.07	3.24	*

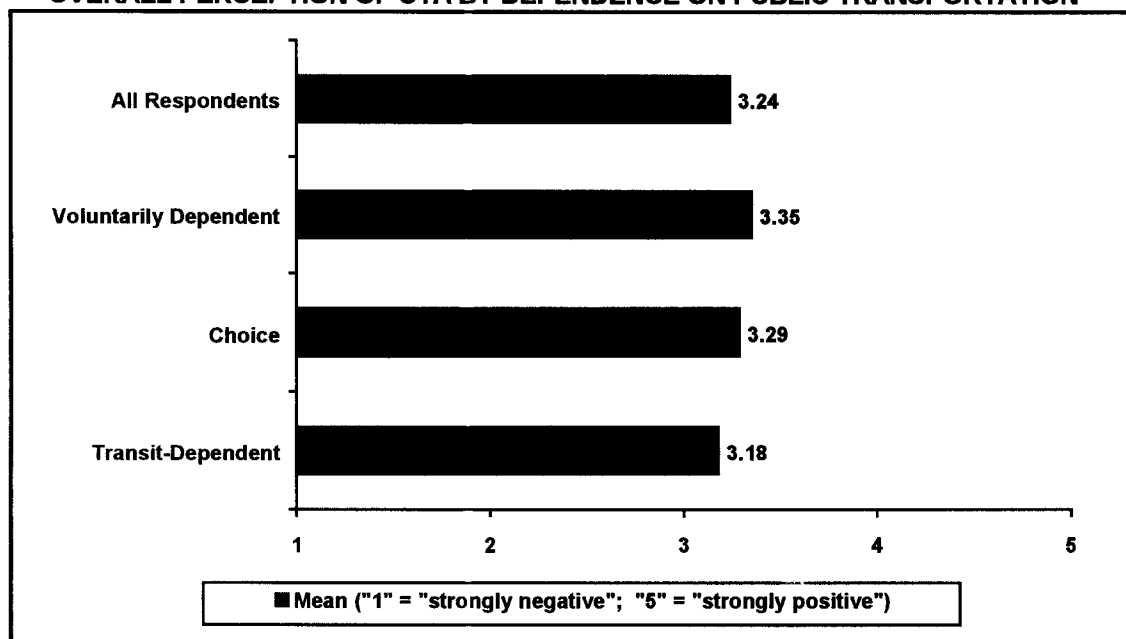
* Significant difference as determined by discriminant analysis. F to include 3.74; to remove 2.71

Overall attitude toward the CTA also varies by transit dependency, with those dependent on public transportation having less positive attitudes toward the CTA than those who are voluntarily dependent and choice riders. Notably, transit dependent riders have more negative attitudes toward the CTA in terms of how well the agency:

- Provides quality service at a fair and reasonable price.
- Manages the agency in a cost-conscious and efficient manner.
- Tries to keep fares as low as possible.
- Provides reliable public transportation services.

On the other hand, choice riders – a critical market – give the CTA lower ratings for being a customer-oriented organization and considering the needs of its riders when making decisions.

FIGURE 9
OVERALL PERCEPTION OF CTA BY DEPENDENCE ON PUBLIC TRANSPORTATION



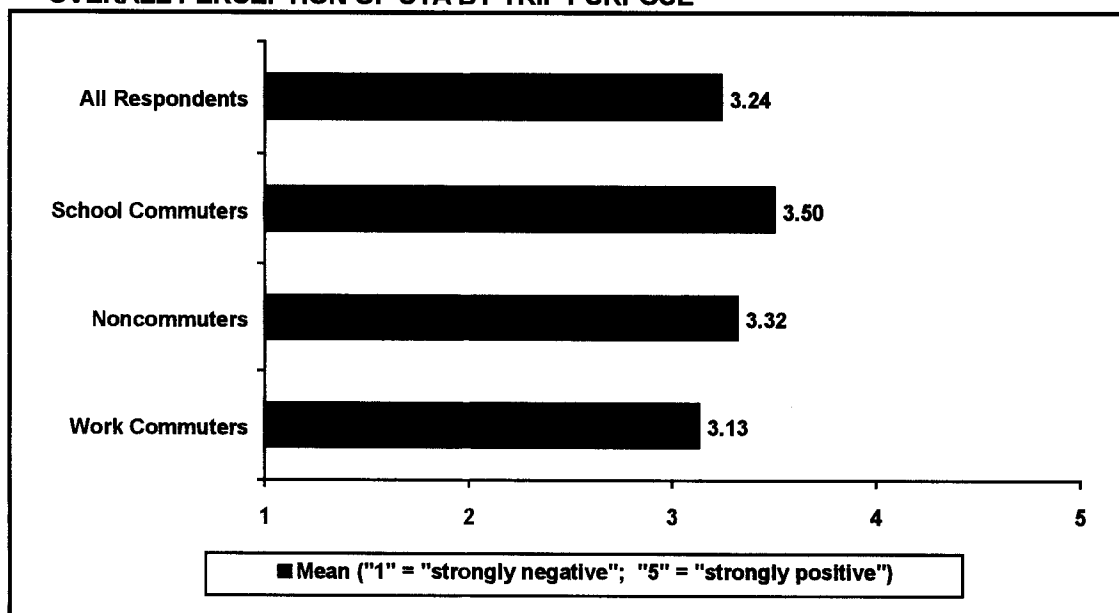
	Transit Dependent	Voluntarily Dependent	Choice	Sig.
Provides quality service at fair price	3.05	3.42	3.36	*
Cares about customers	3.33	3.36	3.37	
Has cost-conscious / efficient management	2.90	3.09	2.83	*
Tries to keep fares low	2.81	3.15	3.05	*
Effectively manages large / complex system	3.53	3.79	3.62	
Considers needs of riders	2.89	2.89	2.83	*
Provides reliable service	3.41	3.76	3.68	*
Operates clean, well-maintained fleet	2.97	3.27	3.10	
Informs riders of changes	3.25	3.30	3.41	
Provides consistent level of service	3.17	3.26	3.22	
Is easy to use	4.00	4.06	4.11	
Has improved service	2.87	2.92	2.96	
Employees care about quality service	3.15	3.24	3.17	
Is a customer friendly organization	3.24	3.24	3.16	*

* Significant difference as determined by discriminant analysis. F to include 3.74; to remove 2.71

Finally, those who use the CTA to commute to work have less positive attitudes toward the CTA than those who use the CTA to commute to school or for noncommute travel. No single segment of commuters (e.g., work commuters who are choice riders versus those who are transit dependent or work commuters who are primarily bus riders versus those who are primarily train riders) gives the CTA lower ratings. That is, all work commuters hold less positive attitudes toward the CTA. Given the size and potential vulnerability of this market segment, this should be an area of concern. Notably, those who use the CTA to commute to work have more negative attitudes toward the CTA in terms of how well the agency:

- Manages the agency in a cost-conscious and efficient manner.
- Provides reliable public transportation services.
- Provides a consistent level of service to all geographic areas it serves.
- Makes it easy to use the CTA. Note that noncommuters also rate the CTA lower for being easy to use.

FIGURE 10
OVERALL PERCEPTION OF CTA BY TRIP PURPOSE



	Work Commuters	School Commuters	Non-commuters	Sig.
Provides quality service at fair price	3.09	3.41	3.35	
Cares about customers	3.28	3.56	3.37	
Has cost-conscious / efficient management	2.73	3.27	2.98	*
Tries to keep fares low	2.81	3.18	3.08	
Effectively manages large / complex system	3.48	3.82	3.69	
Considers needs of riders	2.73	3.27	2.91	
Provides reliable service	3.42	3.67	3.67	*
Operates clean, well-maintained fleet	2.98	3.09	3.18	
Informs riders of changes	3.22	3.52	3.43	
Provides consistent level of service	3.05	3.55	3.32	*
Is easy to use	4.01	4.26	4.00	*
Has improved service	2.78	3.33	2.94	
Employees care about quality service	3.05	3.45	3.26	
Is a customer friendly organization	3.09	3.48	3.29	

* Significant difference as determined by discriminant analysis. F to include 3.74; to remove 2.71

Service Quality and Customer Loyalty

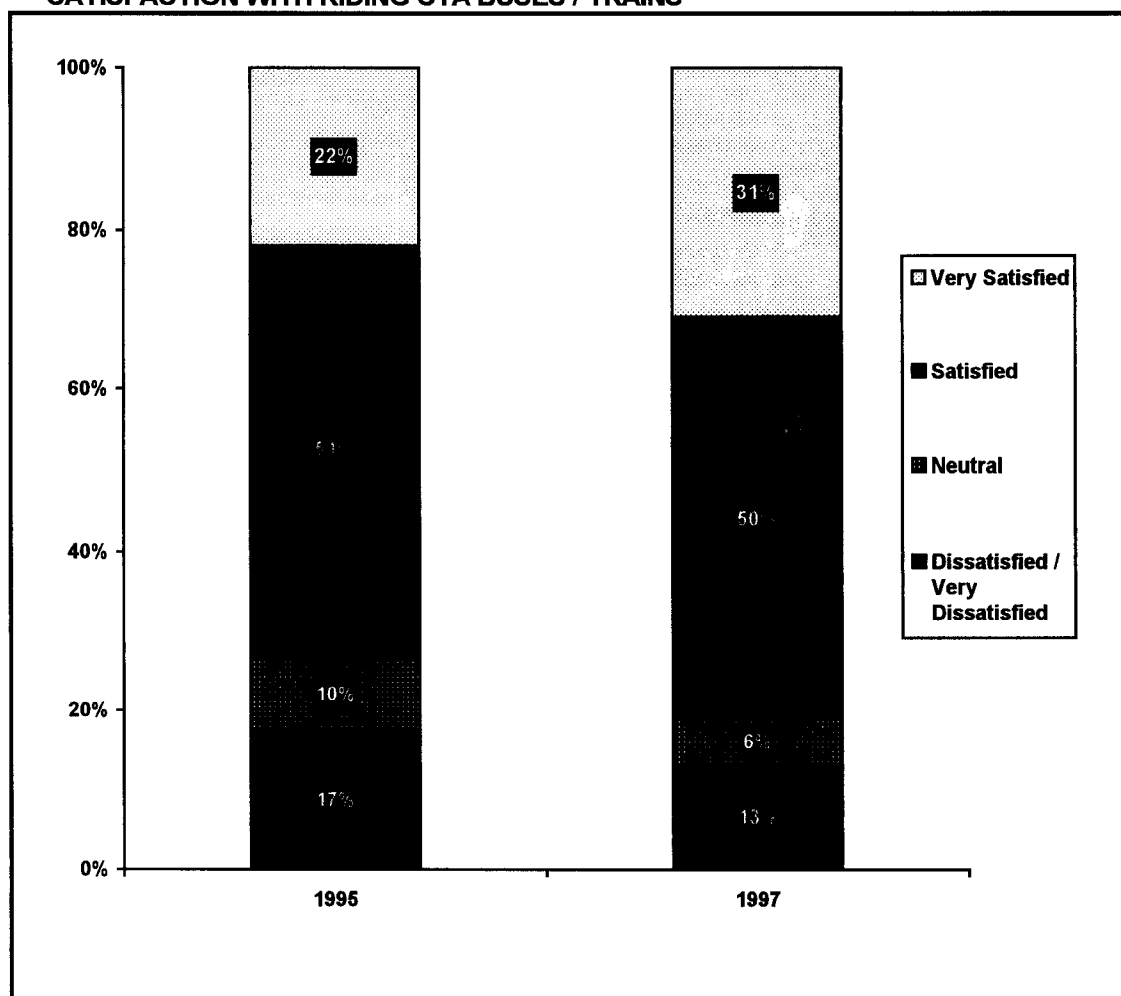
To understand riders' overall perceptions of service quality and its relationship to customer loyalty, respondents were asked three questions:

- 1) Overall, how satisfied are you with riding CTA buses / trains?
- 2) How likely are you to continue to use CTA buses / trains in the future?
- 3) How likely would you be to recommend CTA buses / trains to a family member, friend, or coworker?

Satisfaction

- The majority (81%) of all riders is satisfied with riding CTA buses and trains. Thirty-one percent are "very satisfied" while half (50%) are only "somewhat satisfied."
- There has been a significant increase in the proportion of riders who are "very satisfied" with the CTA since 1995 – from 22 percent to 31 percent.

FIGURE 11
SATISFACTION WITH RIDING CTA BUSES / TRAINS



Overall satisfaction with the CTA varies significantly by geographic area.

- Riders living on Chicago's south side and, to a lesser extent, those living in the west are less satisfied with riding CTA buses and trains than riders living in other areas.
- Bus and train riders on Chicago's south side give the CTA similar ratings for overall satisfaction. Train riders living on Chicago's west side give the CTA even lower ratings than do bus riders living on Chicago's south side (3.76 compared with 3.96, respectively). Particular attention should be paid to understanding this differential rating.

TABLE 6 SATISFACTION WITH RIDING CTA BUSES / TRAINS BY GEOGRAPHIC AREA							
	Down- town	North	North- west	South	South- west	West	Suburbs
Very Satisfied	33%	36%	34%	23%	35%	27%	34%
Somewhat Satisfied	53	45	49	55	47	50	49
Neutral	6	8	5	6	5	9	6
Somewhat Dissatisfied	6	8	9	9	8	9	7
Very Dissatisfied	2	3	3	8	5	5	4
Mean	4.06	4.02	4.00	3.76	4.00	3.87	4.03

Overall satisfaction also varies significantly among the important market segments.

- Frequent bus riders are less likely than infrequent bus riders and all train riders to be "very" satisfied with the CTA. On the other hand, they are more likely to express some level of dissatisfaction.

TABLE 7 SATISFACTION WITH RIDING CTA BUSES / TRAINS BY MODE AND FREQUENCY OF RIDING				
	Frequent Bus Rider [n = 654]	Infrequent Bus Rider [n = 551]	Frequent Train Rider [n = 679]	Infrequent Train Rider [n = 575]
Very Satisfied	28%	32%	32%	32%
Somewhat Satisfied	48	50	50	51
Neutral	7	8	6	5
Somewhat Dissatisfied	10	7	7	7
Very Dissatisfied	7	2	5	5
Mean	3.82	4.02	3.97	3.95

- Satisfaction is significantly higher among those riders who have chosen to ride the CTA than among transit-dependent riders. Two out of five voluntarily dependent riders say they are "very satisfied" with CTA's service compared, with 26 percent of transit-dependent riders. Choice riders also are more likely to say they are "very satisfied," although somewhat less so.
- Attention should be paid to understanding the needs and wants of transit-dependent riders as well as identifying specific areas that represent dissatisfiers. Increasing satisfaction among the transit-dependent riders is a critical ridership retention strategy.

TABLE 8			
SATISFACTION WITH RIDING CTA BUSES / TRAINS BY DEPENDENCE ON TRANSIT			
	Transit Dependent [n = 1,181]	Voluntarily Dependent [n = 244]	Choice [n = 1,020]
Very Satisfied	26%	40%	35%
Somewhat Satisfied	50	46	51
Neutral	7	5	6
Somewhat Dissatisfied	11	6	5
Very Dissatisfied	6	3	3
Mean	3.79	4.14	4.08

- Satisfaction is lower among those riding the CTA to commute to work or school.
 - As with transit-dependent riders, attention should be paid to understanding the needs and wants of commuters as well as identifying specific areas that represent dissatisfiers. Increasing satisfaction among commuters is a critical ridership retention strategy. Particular attention should be paid to work commuters, the largest commuter segment.

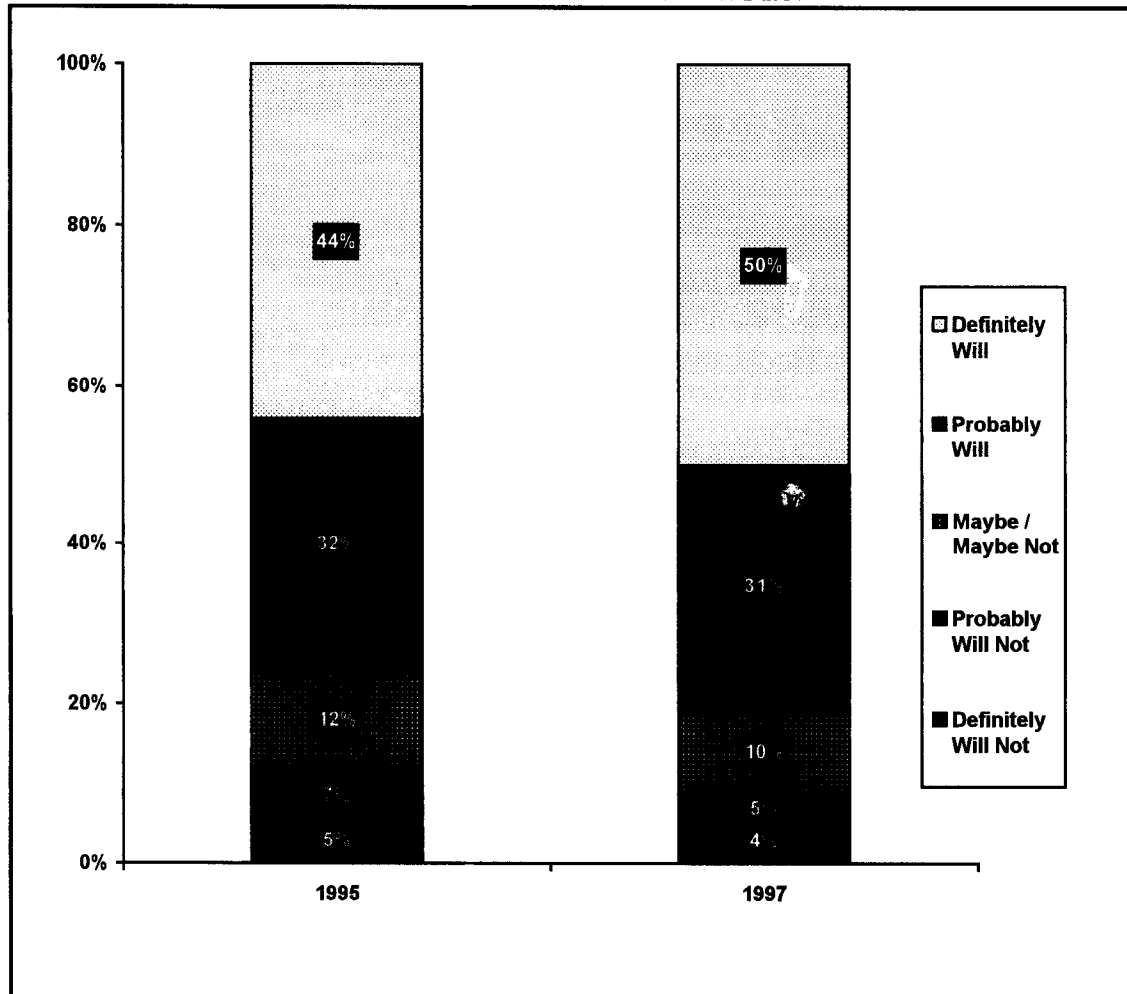
TABLE 9			
SATISFACTION WITH RIDING CTA BUSES / TRAINS BY TYPICAL WEEKDAY TRIP			
	Work Commuters [n = 1,431]	School Commuters [n = 399]	Non- Commuters [n = 619]
Very Satisfied	29%	29%	36%
Somewhat Satisfied	50	51	48
Neutral	7	8	5
Somewhat Dissatisfied	8	8	7
Very Dissatisfied	6	4	3
Mean	3.88	3.95	4.08

Likelihood of Continued Use

- More than four out of five (81%) riders are likely to continue using CTA buses and trains. Moreover, more "definitely will continue" riding than "probably will continue" riding.
- As with satisfaction, there has been an increase in the number of riders saying they "definitely will continue riding" since 1995.

FIGURE 12

LIKELIHOOD OF CONTINUING TO RIDE CTA BUSES / TRAINS



Like satisfaction, likelihood of continued use varies by geographic area.

- As with satisfaction, riders living on Chicago's south and west sides are less likely than those in other areas to suggest they definitely will continue riding the CTA. Those living on Chicago's west side are more likely than those living on the south side to say they probably will continue riding, suggesting that service improvements in this area may be most effective in retaining riders.
- On the other hand, those living on Chicago's south side are the most likely to say they will not continue riding. Notably, bus riders living on the Chicago's south side have the most negative attitudes (mean likelihood of continued ridership for bus riders living on Chicago's south side equals 3.89 compared with 4.03 for train riders). Particular attention should be paid to understanding what specific aspects of service and/or other factors that contribute to these more negative attitudes within this important market segment.

TABLE 10 LIKELIHOOD OF CONTINUED RIDERSHIP BY GEOGRAPHIC AREA							
	Down- town	North	North- west	South	South- west	West	Suburbs
Definitely Will	64%	58%	50%	41%	47%	42%	57%
Probably Will	25	27	33	33	37	37	28
Maybe / Maybe Not	9	8	11	12	8	12	8
Probably Will Not	2	3	5	7	4	6	5
Definitely Will Not	0	4	2	7	4	3	2
Mean	4.50	4.33	4.26	3.95	4.20	4.08	4.30

Similarly, likelihood of continued use varies significantly among other important market segments.

- Frequent bus riders are more likely than infrequent bus riders and all train riders to suggest they may not continue riding in the future. Any loss of this important segment could have significant impact on ridership. Particular attention should be focused on this vulnerable market.

TABLE 11 LIKELIHOOD OF CONTINUED RIDERSHIP BY MODE AND FREQUENCY OF RIDING				
	Frequent Bus Rider [n = 654]	Infrequent Bus Rider [n = 551]	Frequent Train Rider [n = 679]	Infrequent Train Rider [n = 575]
Definitely Will	40%	48%	55%	59%
Probably Will	34	34	30	27
Maybe / Maybe Not	14	9	8	8
Probably Will Not	6	6	4	4
Definitely Will Not	7	2	3	2
Mean	3.93	4.19	4.31	4.37

- Transit-dependent riders are more likely than voluntarily dependent or choice riders to suggest they may not continue riding the CTA.
- Without some change, therefore, it is likely that as soon as the reason for transit-dependence is removed – that is, the rider gets a driver's license and/or car – they will stop riding. It is a critical element of ridership growth to retain this segment at least as infrequent or occasional riders as their life styles change.

TABLE 12 LIKELIHOOD OF CONTINUED RIDERSHIP BY DEPENDENCE ON TRANSIT			
	Transit Dependent [n = 1,181]	Voluntarily Dependent [n = 244]	Choice [n = 1,020]
Definitely Will	29%	68%	72%
Probably Will	41	24	21
Maybe / Maybe Not	16	5	4
Probably Will Not	8	3	1
Definitely Will Not	6	0	1
Mean	3.77	4.58	4.61

- Those who currently use the CTA to commute to school are potentially the most vulnerable market segment. While a small segment, attention should be paid to retaining this market as they move into the work force.

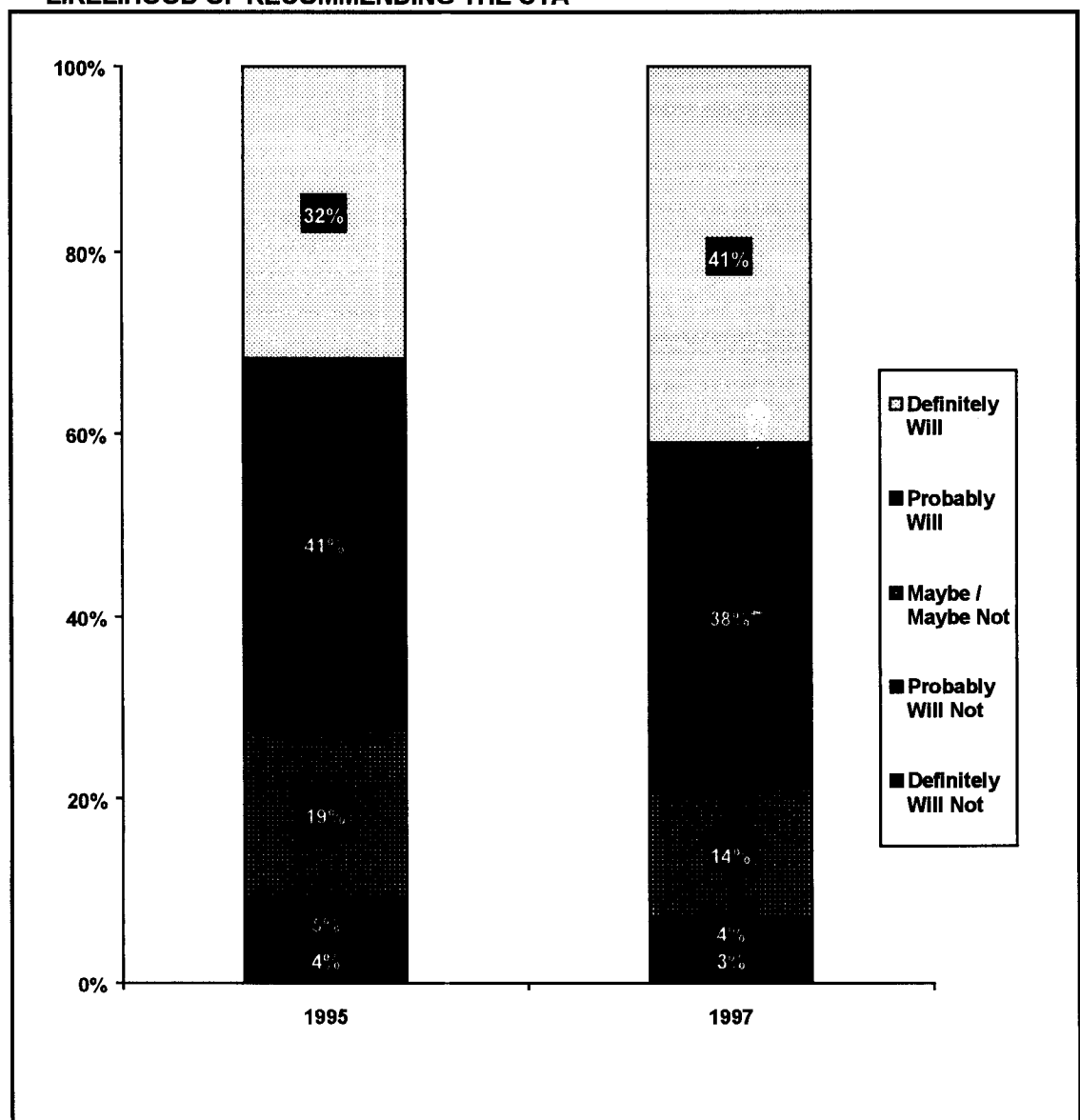
TABLE 13 LIKELIHOOD OF CONTINUED RIDERSHIP BY TYPICAL WEEKDAY TRIP			
	Work Commuters [n = 1,431]	School Commuters [n = 399]	Non- Commuters [n = 619]
Definitely Will	52%	35%	56%
Probably Will	29	37	33
Maybe / Maybe Not	9	19	6
Probably Will Not	5	6	3
Definitely Will Not	5	4	1
Mean	4.19	3.94	4.38

Likelihood of Recommending the CTA

Likelihood of continued use represents one means to measure customer loyalty as it provides some indication of future behavior. However, in the case of public transportation, where many riders may be likely to continue riding simply because they have no other option, an additional measure of customer loyalty is needed. The likelihood of recommending the use of a service provides an excellent secondary measure of loyalty.

- Four out of five (79%) riders would recommend riding CTA buses and trains to a friend, family member, or coworker. However, somewhat more "definitely would recommend" riding than "probably would recommend" riding.
- As with satisfaction and likelihood of continued ridership, there has been a significant increase in the number of riders who "definitely would recommend riding" the CTA.

FIGURE 13
LIKELIHOOD OF RECOMMENDING THE CTA



In addition, like satisfaction, the extent to which riders would recommend using the CTA varies by geographic area.

- Riders living in Downtown Chicago and on Chicago's north side are the most likely to suggest they would recommend riding the CTA.
 - While bus and train riders living in Downtown Chicago are equally likely to say they would recommend riding the CTA, train riders living on Chicago's north side are more likely than bus riders living on Chicago's north side to say they would recommend riding the CTA.
- Those living on Chicago's south side are the least likely to say they would recommend riding the CTA.
 - There are no differences between bus and train riders living on Chicago's south side.
- Those living in the northwest, southwest, west, and in the suburbs are equally likely to say they would recommend riding the CTA. However, there are differential ratings between bus and train riders in some of these areas.
 - Bus riders living on Chicago's west side are more likely than train riders in this area to say they would recommend riding the CTA. On the other hand, train riders living in southwest Chicago are more likely than bus riders in this area to say they would recommend riding the CTA.

TABLE 14 LIKELIHOOD OF RECOMMENDING THE CTA BY GEOGRAPHIC AREA							
	Down- town	North	North- west	South	South- west	West	Suburbs
Definitely Will	51%	48%	39%	36%	43%	38%	41%
Probably Will	28	33	42	42	38	42	37
Maybe / Maybe Not	15	14	13	12	11	15	16
Probably Will Not	4	3	4	4	4	2	4
Definitely Will Not	2	2	2	6	5	3	2
Mean	4.27	4.22	4.12	3.99	4.09	4.11	4.11

Like satisfaction and likelihood of continued use, loyalty – as measured by likelihood of recommending the CTA – varies significantly among the important market segments.

- Train riders generally – and notably infrequent train riders – are the most likely to say they would recommend the CTA to others. Frequent bus riders are the most likely to say they would not recommend the CTA to others

TABLE 15 LIKELIHOOD OF RECOMMENDING THE CTA BY MODE AND FREQUENCY OF RIDING				
	Frequent Bus Rider [n = 654]	Infrequent Bus Rider [n = 551]	Frequent Train Rider [n = 679]	Infrequent Train Rider [n = 575]
Definitely Will	37%	40%	42%	47%
Probably Will	41	39	38	35
Maybe / Maybe Not	13	16	14	12
Probably Will Not	5	3	3	3
Definitely Will Not	4	2	3	3
Mean	4.01	4.11	4.14	4.19

- Transit-dependent riders are more likely than voluntarily dependent or choice riders to suggest they would not recommend the CTA to others. This difference may reflect the greater incidence of transit-dependent riders who are frequent bus riders.

TABLE 16
LIKELIHOOD OF RECOMMENDING THE CTA BY DEPENDENCE ON TRANSIT

	Transit Dependent [n = 1,181]	Voluntarily Dependent [n = 244]	Choice [n = 1,020]
Definitely Will	32%	49%	50%
Probably Will	43	37	34
Maybe / Maybe Not	16	10	12
Probably Will Not	5	3	2
Definitely Will Not	4	1	2
Mean	3.94	4.31	4.26

- Finally, while not obviously negative, those who currently use the CTA to commute to work or school are less likely to say they would recommend the CTA to others. Notably, those who commute to school are more likely to show less positive or neutral attitudes.

TABLE 17
LIKELIHOOD OF RECOMMENDING THE CTA BY TYPICAL WEEKDAY TRIP

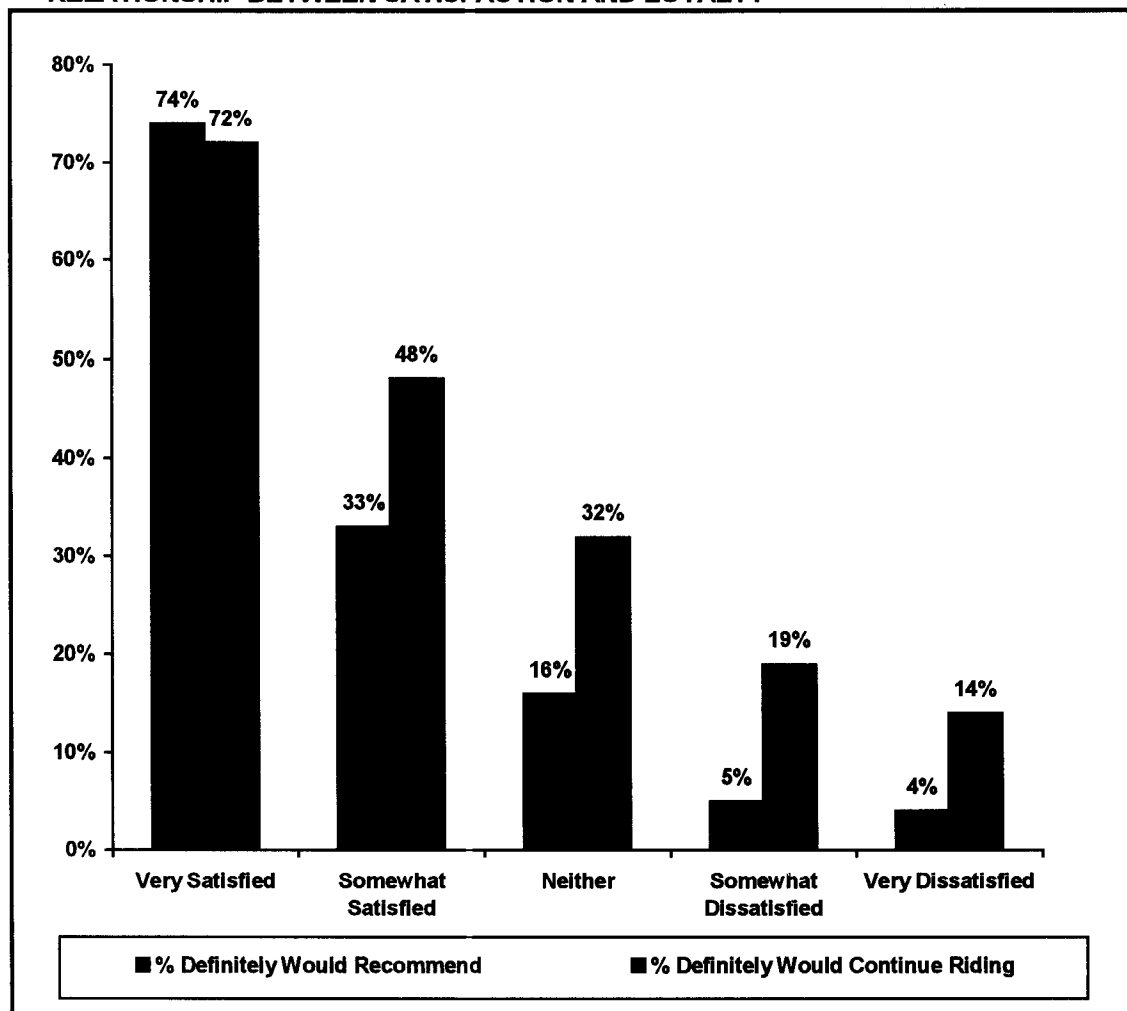
	Work Commuters [n = 1,431]	School Commuters [n = 399]	Non- Commuters [n = 619]
Definitely Will	41%	34%	47%
Probably Will	37	44	38
Maybe / Maybe Not	15	17	10
Probably Will Not	4	3	3
Definitely Will Not	4	2	2
Mean	4.06	4.06	4.26

Relationship Between Satisfaction and Loyalty

As noted in 1995, there is a strong linear relationship between rider satisfaction and loyalty.

- Riders who are "very satisfied" are more than twice as likely as those who are only "somewhat satisfied" to suggest they "definitely would recommend" riding the CTA to a friend, family member, or coworker. While somewhat less pronounced, riders who are "very satisfied" also are more likely than those who are only "somewhat satisfied" to say they "definitely will continue" riding the CTA.
- The importance of this relationship cannot be underestimated. It clearly shows that only a very satisfied rider can be considered a loyal rider.

FIGURE 14
RELATIONSHIP BETWEEN SATISFACTION AND LOYALTY



Customer Loyalty Index

A primary purpose of this research was to develop an index of customer loyalty that could be measured over time. While complex measures of customer loyalty can be developed, recent research has shown that simple composite indices provide a useful measure for decision-making. Moreover, keeping the analysis simple allows for replication of the measure over time as well as its use in other studies.

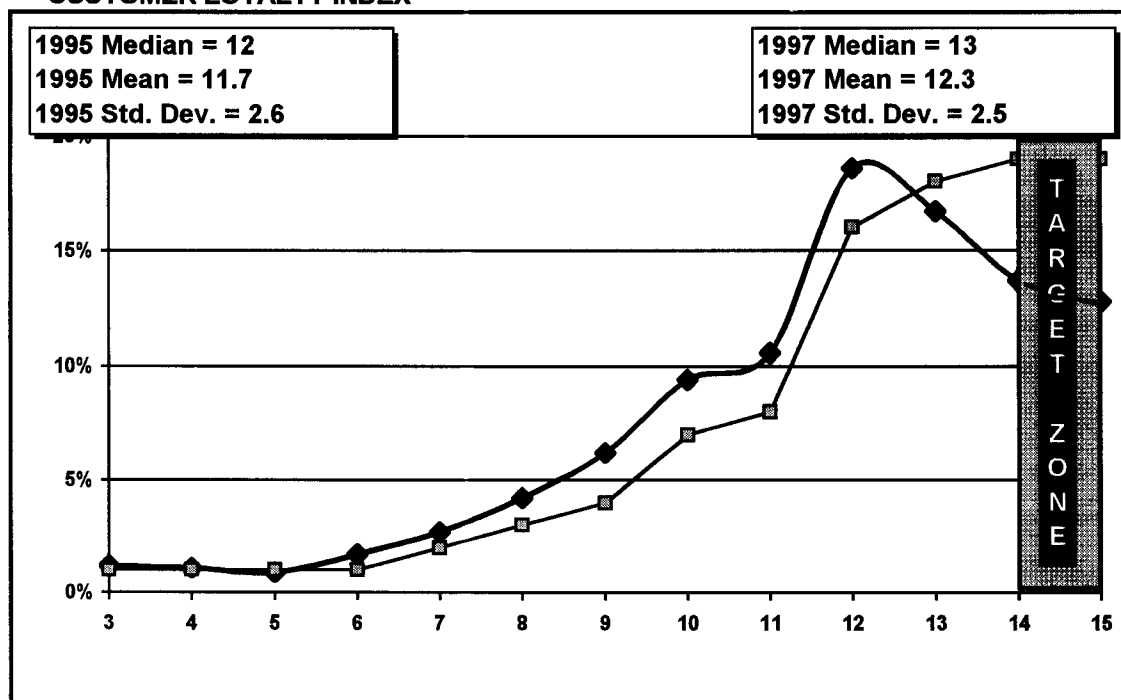
To create this index, respondents' answers to the three questions related to customer satisfaction and customer loyalty were added together. Again, these three questions are:

- 1) Overall, how satisfied are you with riding CTA buses / trains?
- 2) How likely are you to continue to use CTA buses / trains in the future?
- 3) How likely would you be to recommend CTA buses / trains to a family member, friend, or coworker?

The possible range of scores, therefore, is from "3" to "15" – a "perfect" score. The distribution of responses for this customer loyalty index is shown in the figure below. In 1995, a target zone was set between fourteen and fifteen. While this may seem to be an unrealistically high figure, a lower score than fourteen means that the rider gave the CTA a rating of four or less on at least two items or that the rider gave the CTA a score of three or less on at least one item. As the previous analysis suggests, only a truly satisfied customer can be considered a truly loyal customer and one that offers transit agencies the greatest promise of enhanced revenues and reduced operating costs.

- While the mean index score – 12.3 – remains substantially below the target zone, there has been a significant increase in loyalty from 1995. Where only 27 percent of all riders had a loyalty index within the target zone in 1995, this figure increased to 38 percent in 1997.

FIGURE 15
CUSTOMER LOYALTY INDEX



As with the individual items making up this index, loyalty varies significantly across the different rider segments.

- Currently no segment should be considered completely loyal, as no segment has an index within the target zone. Those segments that have the greatest loyalty gap are:
 - Frequent bus riders.
 - Transit dependent riders.
 - School commuters and, to a lesser extent, work commuters.
 - Riders living on the south side and, to a lesser extent, west side of Chicago.

TABLE 18 CUSTOMER LOYALTY BY RIDER SEGMENTS		
Rider Segment	Index	Gap from Target Zone
Mode and Frequency of Riding		
Frequent Bus	11.8	-2.2
Infrequent Bus	12.3	-1.7
Frequent Train	12.4	-1.6
Infrequent Train	12.6	-1.4
Dependence on Transit		
Transit Dependent	11.5	-2.5
Voluntarily Dependent	13.0	-1.0
Choice	13.0	-1.0
Typical Weekday Trip Purpose		
School Commute	11.9	-2.1
Work Commute	12.1	-1.9
Noncommuter	12.7	-1.3
Area of Residence		
South	11.7	-2.3
West	12.0	-2.0
Southwest	12.3	-1.7
Northwest	12.4	-1.6
Suburbs	12.4	-1.6
North	12.6	-1.4
Downtown	12.8	-1.2

Customer Loyalty Segments

To further understand who is loyal and who is not, responses to these three questions were combined as follows to identify four customer loyalty segments:

- 1) Respondents who say they are "very satisfied" with CTA, "definitely will continue riding," and "definitely would recommend" CTA to a friend, family member or coworker were grouped together and are considered "secure riders."
- 2) Respondents who gave the highest score to two out of the three questions are grouped together and are considered "potentially vulnerable riders."
- 3) Respondents who gave the highest score to only one out of the three questions are grouped together and are considered "vulnerable riders."
- 4) Respondents who did not give CTA the highest score to any of the three questions are grouped together and are considered "highly vulnerable riders."

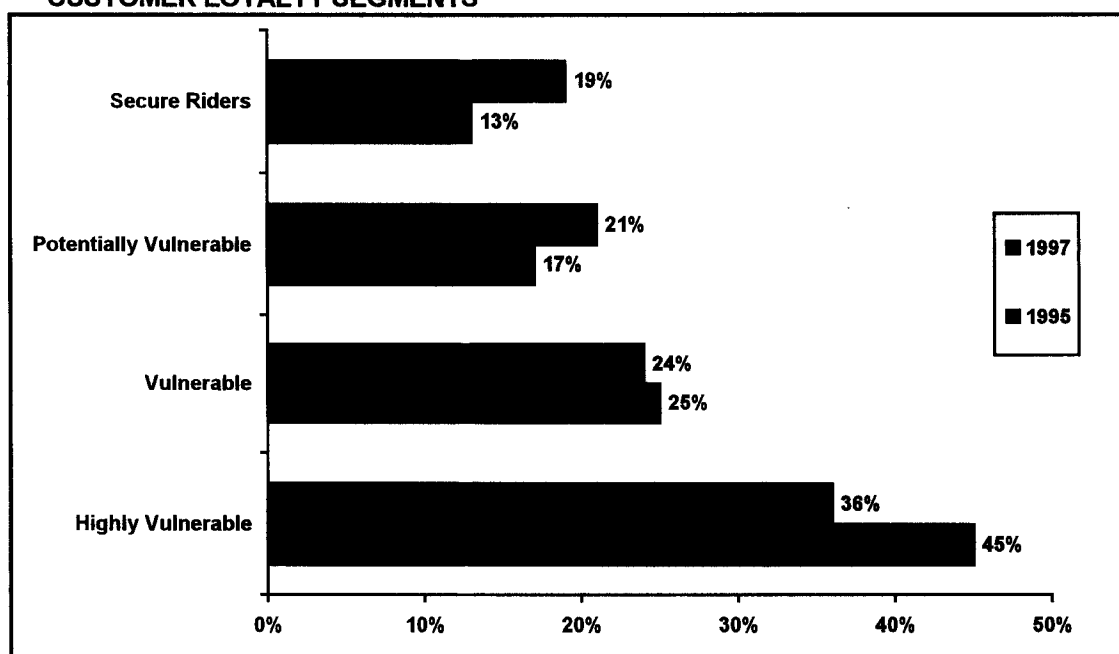
While this represents a relatively strict criteria for establishing the difference between a secure and vulnerable rider, any person who is not completely satisfied with the system should be considered at least potentially vulnerable. The objective over the years should be to increase the proportion of respondents who are completely satisfied with the CTA.

Segment Size

Nearly one out of five (19%) of all CTA riders can be considered "secure riders" – that is, they are both very satisfied with and loyal to the CTA.

- This represents a significant increase from 1995 when only 13 percent of all CTA riders could be considered "secure riders."

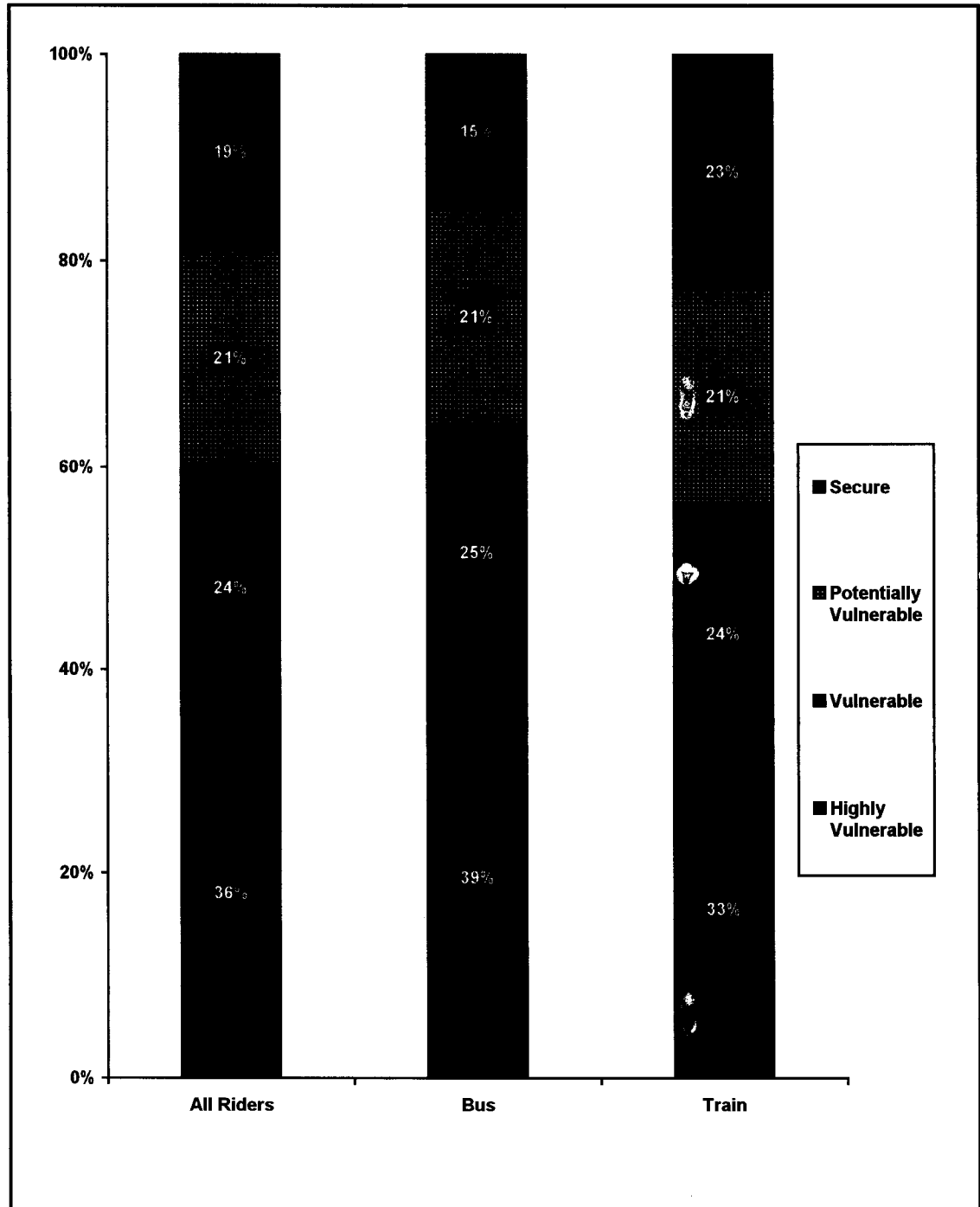
FIGURE 16
CUSTOMER LOYALTY SEGMENTS



CTA bus riders should be considered more vulnerable than CTA train riders.

- Nearly one out of four (23%) train riders are secure riders compared with only 15 percent of bus riders. Conversely, nearly two out of five (39%) bus riders are highly vulnerable compared with only 33 percent of train riders.

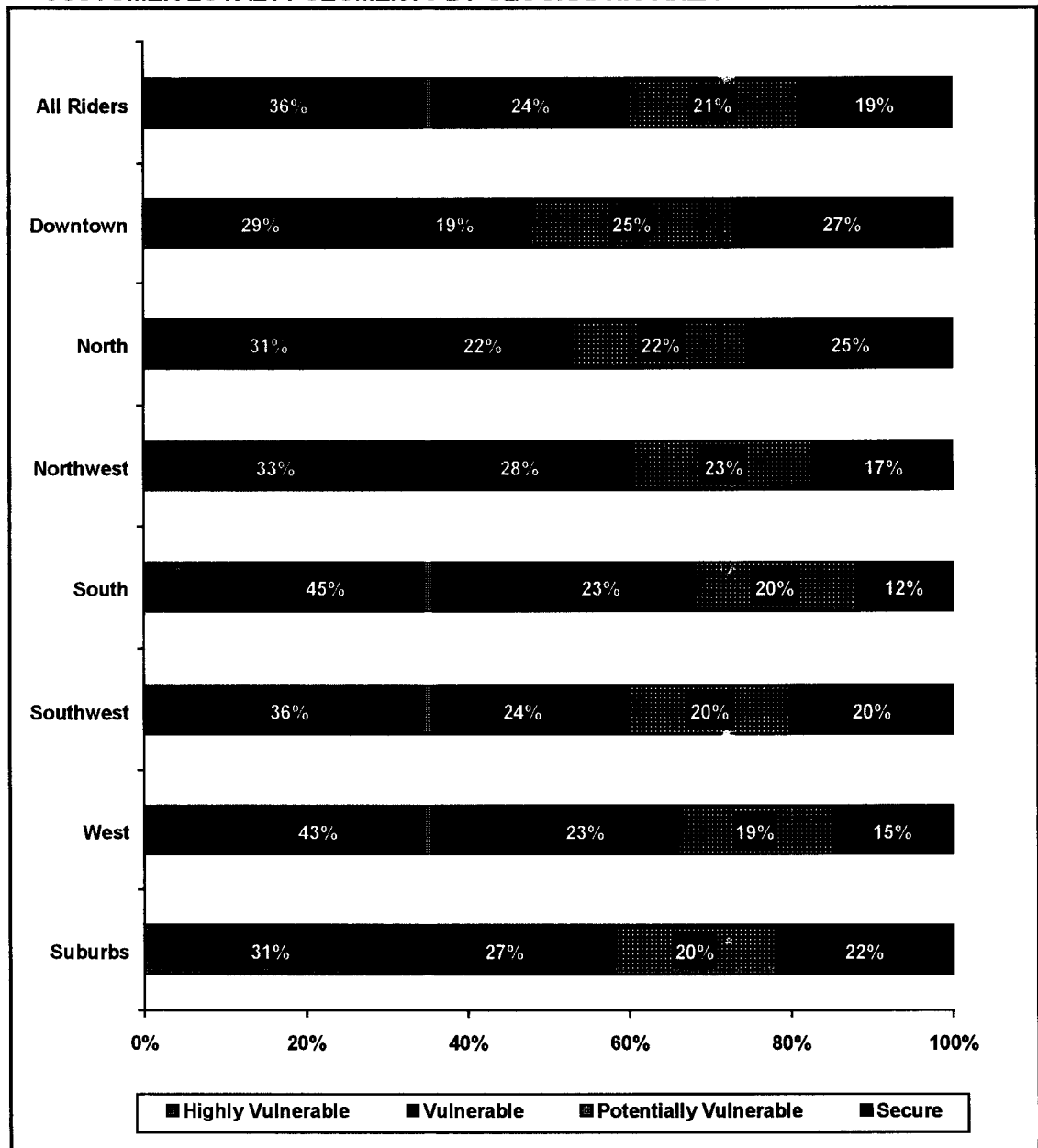
FIGURE 17
CUSTOMER LOYALTY SEGMENTS BY MODE



As the analysis of the individual variables that determine customer loyalty would suggest, certain geographic areas represent greater problems for the CTA.

- Chicago's south and west sides have the highest incidence of Highly Vulnerable riders. Both bus and train riders should be considered equally vulnerable. Particular attention should be paid to these areas to understand what factors are contributing to this vulnerability. These should be considered the CTA's highest priority.
- A second priority area should be bus service for those living in Chicago's suburbs, northwest Chicago, and southwest Chicago. An above-average proportion of bus riders living in southwest Chicago are Highly Vulnerable riders. An above-average proportion of bus riders living northwest and suburban Chicago are classified as Vulnerable riders.

FIGURE 18
CUSTOMER LOYALTY SEGMENTS BY GEOGRAPHIC AREA



Segment Characteristics

- Nearly two out of five (37%) potentially vulnerable riders are "very satisfied" with riding the CTA. On the other hand, few (2%) potentially vulnerable riders are dissatisfied with riding the CTA. Moreover, they are generally loyal to the system. Therefore, while this segment is potentially vulnerable, they will probably continue to ride as long as current service levels are maintained or the perceived value of service does not change significantly.
- Less than one out of five (19%) vulnerable riders is "very satisfied" with riding the CTA. Two out of three (66%) are only "somewhat satisfied" and 15 percent are neutral or dissatisfied. While it is likely that the majority (61%) will continue riding the CTA, they should not be considered loyal riders. Only one out of five (20%) would definitely recommend riding the CTA. It is likely that this segment is continuing to ride only because other factors – for example transit dependence – outweigh their present levels of dissatisfaction. Any further degradation of service and/or decrease in perceived value of service is likely to cause those in this segment with transportation options to no longer ride the CTA.
- Among highly vulnerable riders, nearly three out of ten (29%) say they are dissatisfied with riding the CTA. Similarly, 21 percent say they are likely to stop riding. This would suggest that this segment is riding largely because they have to rather than by choice and, should alternatives arise, they will no longer ride the CTA.

TABLE 19
SATISFACTION WITH AND LOYALTY TO CTA BY CUSTOMER LOYALTY SEGMENTS

	All Riders	Secure Riders	Potentially Vulnerable	Vulnerable	Highly Vulnerable
% Very Satisfied	31	100	37	19	0
% Definitely Will Continue Riding	51	100	80	61	0
% Definitely Would Recommend	41	100	83	20	0

These segments are clearly differentiated by their demographic and some ridership characteristics.

- “Highly vulnerable” riders are:
 - Female. Notably, highly vulnerable train riders are more likely to be women.
 - Transit-dependent riders. Notably, highly vulnerable bus riders are least likely to have a valid driver’s license.
 - The youngest segment.
 - More likely to be students. Notably, highly vulnerable bus riders are more likely to be students.
 - The least affluent segment.
 - Minorities.
- “Vulnerable” riders are:
 - Younger.
 - More likely to be students.
- “Potentially Vulnerable” riders are:
 - Middle-aged. One out of five (19%) is between the ages of 45 and 54.
 - Employed full-time.
- “Secure” riders are:
 - Choice riders.
 - The oldest segment.
 - Employed full-time.
 - The most affluent segment.
 - Dominant Caucasian.

TABLE 20
CHARACTERISTICS OF CUSTOMER LOYALTY SEGMENTS

	Secure Riders [n = 654]	Potentially Vulnerable [n = 551]	Vulnerable [n = 679]	Highly Vulnerable [n = 575]
Gender				
Male	41%	41%	41%	35%
Female	59	59	59	65
Auto Availability				
% Have License	75	72	67	64
% Car Available	76	76	67	66
% Transit-Dependent	28	35	48	67
Age				
16-17	5%	7%	13%	13%
18-24	15	13	16	17
25-34	22	21	18	23
35-44	20	20	20	19
45-54	13	19	15	13
55-64	9	8	7	8
65 and over	15	11	10	6
Mean	41.6 yrs.	40.4 yrs.	37.3 yrs.	35.5 yrs.
Employment Status				
Employed Full-Time	58%	59%	54%	51%
Employed Part-Time	12	13	12	15
Not Employed Outside Home	1	1	2	1
Student	9	10	16	16
Retired	14	10	9	6
Unemployed / Other	6	7	8	11
Income				
Under \$10,000	9%	11%	9%	11%
\$10,000 – \$20,000	13	14	22	19
\$20,000 – \$30,000	13	17	13	17
\$30,000 – \$40,000	19	22	19	22
\$40,000 – \$50,000	11	12	11	11
\$50,000 – \$60,000	9	8	6	7
Over \$60,000	26	16	21	13
Median	\$37,597	\$33,835	\$33,214	\$31,394
Ethnic Background				
White / Caucasian	59%	51%	53%	35%
African-American	27	30	31	42
Hispanic	10	12	10	13
Other Minority	4	7	6	9
<i>Numbers are highlighted (bold-faced type) to illustrate those differences between segments that are statistically significant based on a z-test for percentages.</i>				

Motivations for Using Public Transportation

Understanding choice and voluntarily dependent riders' motivations for using public transportation among the different rider segments can suggest some possible strategies for ridership retention.

Only Secure Riders are motivated to use public transportation for reasons such as directness of service, less stressful, cost of driving, environmental concerns, traffic congestion, and travel time. Potentially Vulnerable Riders also are somewhat motivated by these factors. However, it is primarily costs of parking that motivate these riders.

- This would suggest that even Vulnerable and Highly Vulnerable Riders that have a choice to ride are not generally motivated by these common themes. Rather, other factors motivate these riders to ride. A better understanding of these motivating factors might suggest strategies to retain these riders.

TABLE 21
MOTIVATIONS FOR USING PUBLIC TRANSPORTATION AMONG CHOICE AND
VOLUNTARILY DEPENDENT RIDERS BY CUSTOMER LOYALTY SEGMENTS
(PERCENT MAJOR FACTOR)

	All Riders	Secure Riders	Potentially Vulnerable	Vulnerable	Highly Vulnerable
Direct service to destination *	69%	78%	73%	61%	64%
Parking too expensive *	64%	61%	70%	67%	57%
Avoid traffic	59%	63%	58%	56%	60%
Less stressful *	58%	73%	61%	46%	51%
Not enough parking	52%	52%	57%	47%	54%
Cheaper than driving *	51%	62%	52%	53%	35%
Better for environment *	44%	56%	44%	38%	36%
Don't like driving in traffic *	43%	50%	46%	38%	38%
Faster than driving *	43%	55%	43%	37%	34%
No car available for trip *	19%	23%	19%	20%	14%

** p < .05 indicates that 5 times out of 100, this large a difference in proportions between groups would occur only by chance, that is there really is no difference in the population; ** p < .10 indicates that 10 times out of 100, these large a differences in proportions between groups would occur only by chance, that is there really is no difference in the population*

Important Factors When Using Public Transportation Services

Respondents were asked how important forty-two bus or forty-five rail factors are in their decision to use the bus or train. Responses were recorded on a five-point scale where "1" meant "not at all important" and "5" meant "extremely important." Respondents focused on one mode only. Riders who use both the bus and train were randomly assigned to one mode. Moreover, because of the number of attributes being evaluated, the list was divided so that every respondent rated twenty of the most important aspects of service. The remaining attributes were divided so that each of the two groups of respondents evaluated approximately twelve other factors.

Important Factors When Riding the Bus

As in 1995, all factors are at least somewhat important to riders, receiving an average rating of 3.4 or greater – above the midpoint on the five-point scale. This is as expected since the original factors selected were determined through previous qualitative and quantitative research to be essential customer requirements.

- The most important individual attributes include:

	Mean Rating
Driver operates bus in safe / competent manner	4.69
Safety from crime when riding bus	4.61
Availability of bus stop near home	4.60
On-time performance	4.58
Safety from crime at stops	4.57
Visibility of route names and numbers on outside	4.57
Personal safety on bus related to behavior of others	4.51

- The least important individual attributes include:

	Mean Rating
Availability of seats / benches at stops	3.65
Cleanliness of bus exterior	3.82
Driver explains reasons for delays	3.97
Professional appearance of driver	3.99
Comfort of seats	4.01
Availability of seats on bus	4.01
Crowding on the bus	4.02
Cleanliness of stops	4.02

Important Factors When Riding the Train

As with the bus, nearly all attributes are at least somewhat important to riders – receiving a three or higher, the midpoint of the five-point scale.

- The most important individual attributes include:

	Mean Rating
Train operator operates train in safe / competent manner	4.81
Safety from crime at stations	4.72
Safety from crime while riding	4.71
On-time performance	4.63
Personal safety at stations related to conduct of others	4.60
Stations are well-lit	4.60
Personal safety on trains related to conduct of others	4.59
Availability of stations near home	4.59
Names of stations clearly visible from inside train	4.54

- The least important individual attributes include:

	Mean Rating
Availability of parking at stations	2.98
Availability of seats / benches at stations	3.63
Comfort of train seats	3.75
Cleanliness of train exterior	3.78
Professional appearance of conductor / operator	3.81
Smoothness of ride	3.86
Availability of seats on train	3.87
Crowding on the train	3.96
Availability of printed schedules for all trains	3.98

Strengths and Weaknesses of CTA

Respondents were asked to evaluate CTA's performance on the same factors that were measured for their importance in deciding to ride the bus or train. Responses were recorded on a five-point scale where "1" meant CTA is doing a "poor job" and "5" meant CTA is doing an "excellent job." As with importance, respondents focused on one mode only. Riders who use both the bus and train were randomly assigned to one mode. Moreover, because of the number of attributes being evaluated, the list was divided so that every respondent rated twenty of the most important aspects of service. The remaining attributes were divided so that each of the two groups of respondents evaluated approximately twelve other factors.

Analysis results are presented here at a system-wide level only. Full survey results, in the form of banner tables as well as a data diskette, have been delivered to CTA staff for subsequent analysis by geographic area of residence, as needed. Selected geographic breakdowns have been provided earlier in this report for travel behavior and loyalty aspects. Further analysis of this statistically valid subarea detail is expected to be a valuable continuing resource for the CTA.

Bus Travel

Analysis in 1995 indicated that, while riders do look at very specific aspects of service, they also tend to group individual aspects of service together into broader dimensions. Analysis in 1997 showed that riders group these individual aspects of service together into eight broader dimensions. These dimensions are similar to those identified in 1995. However, two fewer dimensions were revealed. This is due to the inclusion of some additional performance characteristics. The resulting eight dimensions represent more reliable measures of performance, due in large part to the larger sample size. These dimensions should form the basis of all future comparisons.

TABLE 22
PERFORMANCE DIMENSIONS – BUS TRAVEL

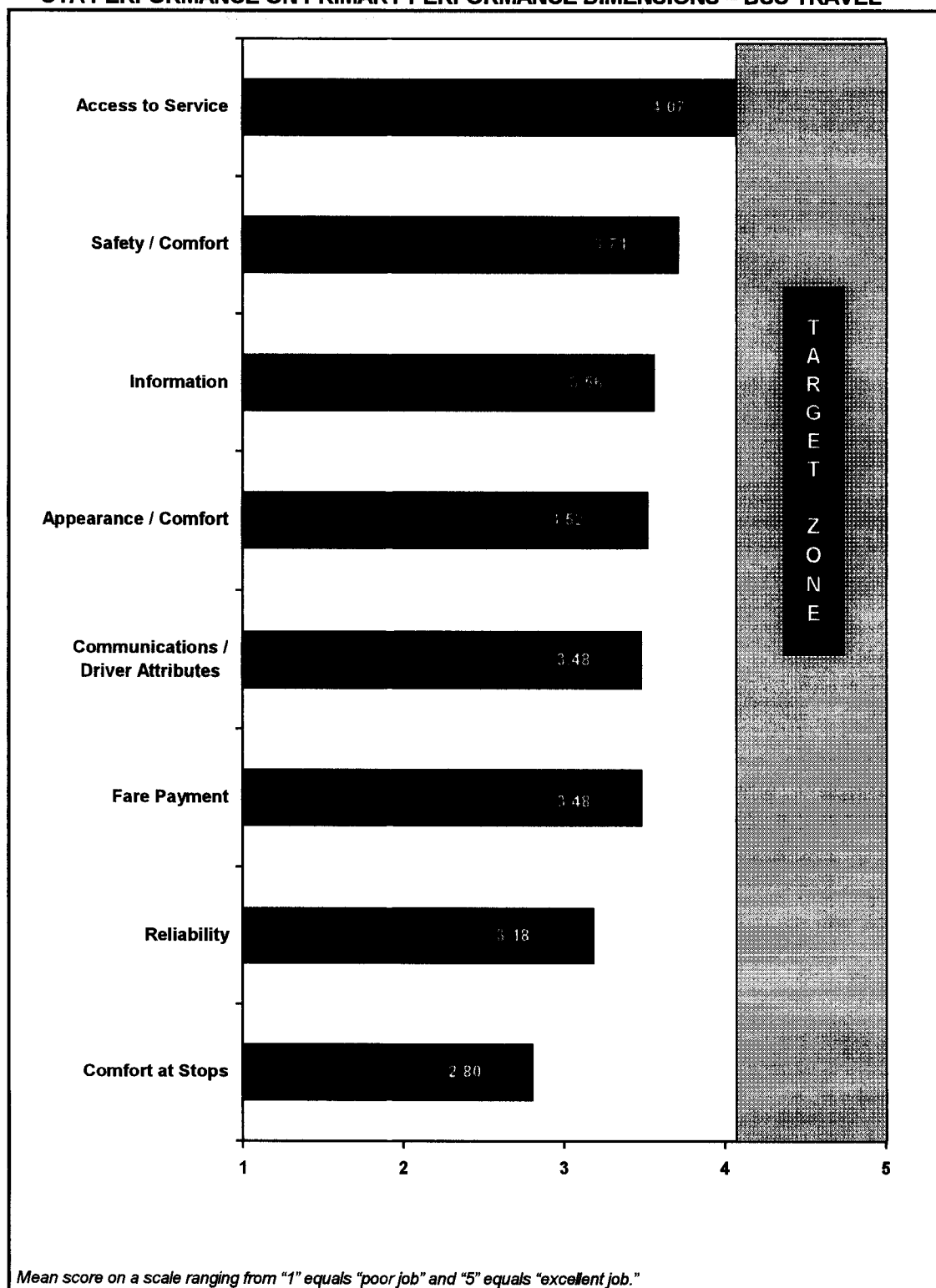
Dimension	Included Attributes
Appearance / Comfort	Cleanliness of bus exterior Cleanliness of bus interior Comfort of seats Cleanliness of area around bus stops Personal safety on the bus related to the behavior of others Shelters and buses that are clean of graffiti and etchings Smoothness of ride Professional appearance of driver
Communications / Driver Attributes	Availability of printed schedules for all routes Availability of route and schedule information at stops Drivers explain reasons for delays or problems Drivers make clear and timely stop announcements Courtesy of bus drivers Visibility of route names / numbers on outside of bus Travel time when compared with other modes Safe bus operation Bus driver's knowledge of routes / schedules / system
Fare Payment	Cost of a one-way ride Cost of a transfer Cost of a monthly pass Value of service for fare paid Ease of getting passes / tokens / fare cards
Personal Safety / Comfort	Safety from crime when getting on / off the bus Safety from crime while riding the bus Personal safety at bus stops related to conduct of others Availability of seats on the bus Ease of getting on / off bus Ease of paying fare on bus Comfortable temperature on the bus
Reliability	On-time performance Wait time when transferring Knowing what time next bus arrives Time between buses Ease of making transfers Crowding on the bus
Information	Ease of getting information by phone Effectiveness of CTA's Customer Service Hotline Availability of temporary service change information
Access to Service	Availability of stop near home Availability of stop near work
Comfort at Stops	Availability of shelters Availability of seats at stops

Overall CTA Performance

A performance score was computed for each dimension by averaging together the scores for the individual attributes contained in the dimension. This score ranges from "1" meaning a "poor job" to "5" meaning an "excellent job." A target zone for performance is established as a score ranging between four (4) and five (5). This performance rating would be achieved if the majority of respondents give the agency ratings greater than four for all variables included in the dimension and few respondents give the agency low ratings (three or less). Again, while this may appear to be strict criteria for establishing the target zone, only customers who feel the agency is doing an excellent job can be considered truly loyal customers. Moreover, research has shown that respondents tend to skew their responses toward the positive end of a performance scale, rarely giving below average or poor scores except in those cases where service quality is extremely poor.

- With the exception of access to service, performance falls outside the target zone – between four and five – for all factors. On the other hand, only one dimension – comfort at stops – achieves a rating below the mid-point – that is the equivalent of a poor or very poor score.
- Bus riders give the CTA the highest ratings for:
 - Access to Service.
 - Personal safety / comfort.
 - Information
 - Appearance of / comfort on buses.
- Bus riders give the CTA average ratings for:
 - Driver attributes.
 - Fare payment.
- Bus riders give the CTA the lowest ratings for:
 - Reliability.
 - Comfort at Stops.

FIGURE 19
CTA PERFORMANCE ON PRIMARY PERFORMANCE DIMENSIONS – BUS TRAVEL



Differences in Performance by Geographic Area

Previous analysis has shown that riders living in the different areas rate the CTA differently overall. To help pinpoint possible reasons for these differences, analysis was conducted to explore specific areas in which differences in performance ratings exist.

- Bus riders living on Chicago's south side gave the CTA the lowest ratings overall. Notably, riders living on Chicago's south side give the CTA below-average ratings for:
 - Access to service,
 - Personal safety and comfort,
 - Appearance and comfort,
 - Fare payment,
 - Reliability, and
 - Comfort at stops.
- Bus riders living on Chicago's north side gave the CTA average or above-average ratings for all performance dimensions except:
 - Communications and drivers' attributes as they relate to communications, and
 - Reliability of service.
- Bus riders living in downtown Chicago and in suburban Chicago also gave the CTA average or above-average ratings for nearly all attributes.
 - Like riders living on Chicago's north side, riders living in downtown Chicago gave the CTA below-average ratings for communications and drivers' attributes as they relate to communications.
 - Riders living in suburban Chicago gave the CTA below-average ratings for access to service.

TABLE 23 DIFFERENCES IN PERFORMANCE – BUS TRAVEL – BY GEOGRAPHIC AREA							
	Down- town	North	North- west	South	South- west	West	Suburbs
Access to Service	4.26	4.21	4.05	3.91	4.14	4.19	4.03
Safety / Comfort	3.82	3.74	3.74	3.58	3.75	3.69	3.82
Information	3.43	3.45	3.69	3.56	3.62	3.66	3.53
Appearance / Comfort	3.59	3.56	3.47	3.39	3.59	3.62	3.63
Communications / Driver Attributes	3.34	3.38	3.53	3.44	3.55	3.60	3.56
Fare Payment	3.54	3.46	3.53	3.29	3.66	3.56	3.62
Reliability	3.11	3.08	3.22	3.02	3.32	3.26	3.43
Comfort at Stops	2.84	2.84	2.85	2.58	2.86	2.86	3.00

Changes in Performance – 1995 to 1997

Some significant changes in performance were noted from 1995 to 1997. The following table illustrates those specific attributes where significant changes in performance were noted. These attributes are all improvements in the fare payment dimension and may reflect the introduction of the Transit Fare Card. This indicates that while there has been no change in CTA's fares, the introduction of the Transit Fare Card has impacted riders' perceptions of existing fares. Moreover, it may have actually resulted in a reduced cost of riding for some riders – for example those purchasing a Fare Card instead of a monthly pass are no longer paying for transfers that are not actually taken. The flexibility of the Transit Fare Card represents a real value to riders.

	1995	1997
Value of service for fare paid	3.35	3.55
Cost of one-way ride	3.04	3.36
Cost of monthly pass	2.48	3.05
Cost of transferring	3.12	3.48
Ease of making transfers	3.64	3.79

Differences in means significant ($p < .05$)

While not statistically significant at the commonly accepted level ($p < .05$), other changes are worth noting. These changes include:

	1995	1997
Availability of accurate route and schedule information at stops	3.01	3.30
Availability of seats / benches at stops	2.49	2.74
Safety from crime while riding the bus	3.58	3.76
Temperature on the bus	3.37	3.60

Differences in means significant ($p < .10$)

Performance Factors That Drive Customer Loyalty

A major goal of this research was to demonstrate the relative impact of the various satisfiers and dissatisfiers on overall perceptions of service quality at an agency, and to identify actions that will lead to increased satisfaction. It would be difficult to address all dimensions of bus travel performance. Therefore, analysis focused on identifying those performance factors where targeted improvements are likely to have the greatest impact on customer loyalty.

Regression analysis was used to identify those factors that have the greatest influence on customer loyalty. Regression analysis is a statistical technique that develops an equation that relates a dependent variable (in this case, the customer loyalty index) with one or more independent or explanatory variables (the ten performance dimensions).

- Improvements in the following four areas will have the greatest influence on customer loyalty.
 - Reliability.
 - Fare payment.
 - Driver attributes.
 - Appearance / comfort.

The regression equation resulting from this analysis can be used to estimate the change that would occur in customer loyalty if CTA improves service in any single area. Conversely, the equation can be used to estimate the change that would occur in overall performance if quality of service declines in any one area. The following figure illustrates the positive – “reward” – and negative – “penalty” – impact on customer loyalty if the mean rating for a factor increased to a five – excellent job – or conversely decreased to a one – poor job.

- Changes in performance in terms of driver attributes will have both the greatest positive and negative impacts on customer loyalty. That is, any improvement in driver attributes will have the greatest impact on customer loyalty. Conversely, if driver performance should decrease, there would be significant negative impacts on customer loyalty. Particular attention should be paid to improving and/or maintaining service in the following specific areas. These specific areas have the greatest impact on customer loyalty.
 - Driver courtesy.
 - Travel time.
 - Bus driver's knowledge of system, routes, and schedules.
 - Safe bus operation.
 - Visibility of route names and numbers on the outside of the bus.
- Improvements in the other factors all have nearly equal impact on customer. In terms of reliability, the focus should be on improving or maintaining service for:
 - On-time performance.
 - Ease of making transfers.
 - Crowding on the bus.
 - Amount of time between buses.
 - Wait time when transferring.

Fare payment should target:

- Maintaining value for fare paid. That is, improvements in service must support any fare increase.

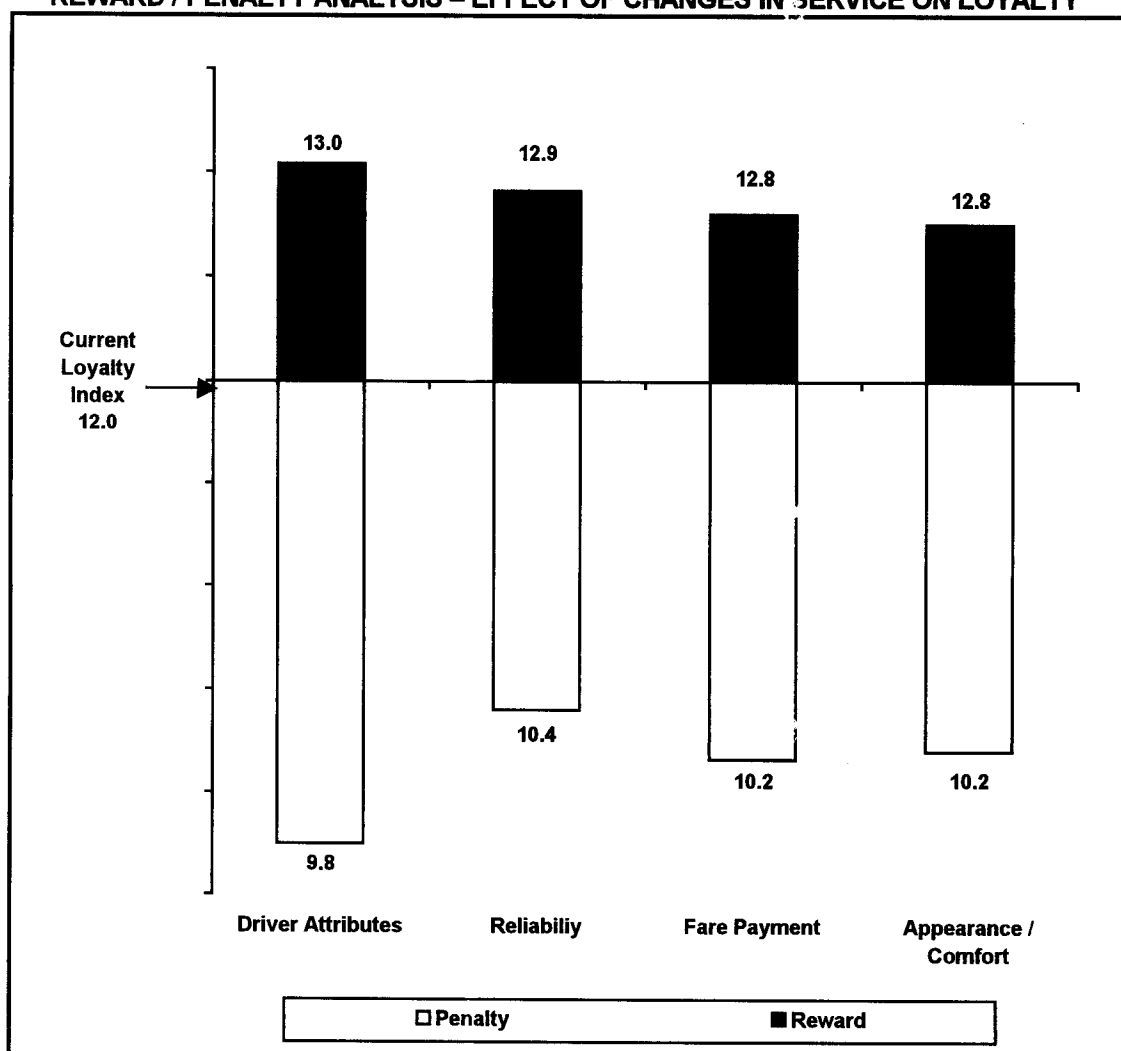
- Cost of a one-way ride.
- Ease of getting passes, tokens, or fare cards.
- Cost of a transfer.

Finally, focus should be on maintaining or improving service in the following specific aspects of appearance and comfort.

- Cleaning graffiti or window etchings in bus shelters and on buses.
- Cleaning the interior of the bus.
- Comfort of seats. This may imply keeping the seats in good repair.
- Keeping the exterior of the bus clean.
- It should be noted that perfect performance on all four dimensions would result in complete customer loyalty – that is, a customer loyalty index of 15. Moreover, increasing the average score one unit – for example, from a 3.18 to 4.18 for reliability – on all four dimensions would result in a customer loyalty index of 14.2, or within the target zone.

FIGURE 20

REWARD / PENALTY ANALYSIS – EFFECT OF CHANGES IN SERVICE ON LOYALTY



Improvement Opportunities

One other way to identify target improvement opportunities is to classify the bus service elements into four quadrants based on the relative importance of each characteristic in deciding whether to ride the bus and the relative satisfaction with CTA's delivery of each service characteristic. These quadrants provide indicators of potential problems and opportunities. They can be used to set priorities for areas that may require attention as illustrated below:

		<i>Performance</i>	
		Low	High
<i>Importance</i>	High	Priority 1 <i>Eliminate Critical Weaknesses</i>	Priority 2 <i>Maintain / Leverage Strengths</i>
	Low	Priority 3 <i>Pursue Areas of Moderate Potential</i>	Priority 4 <i>Limited Opportunities</i>

To compute relative importance, responses were standardized such that the mean of all responses for the attributes included in the analysis is zero and the standard deviation is one. The same procedure was used for the satisfaction attributes. This analysis allows a more accurate comparison of results between respondents who use scales in different ways as well as allowing for a direct comparison between importance and satisfaction.

As in 1995, four specific aspects of reliability represent the greatest of CTA's critical weaknesses.

- Time between buses.
- Knowing what time the next bus arrives.
- On-time performance.
- Wait time when transferring.

Four other areas that should be targets for improvement include:

- Providing information about temporary service changes.
- Providing accurate route and schedule information at bus stops.
- Cleanliness of bus interiors.
- Maintaining the cost of a one-way ride.

Note that providing information at bus stops is categorized as an area of moderate potential. Scores, however, place it nearly on the dividing line between what is a critical weakness and what is categorized as an area of moderate potential. If the importance of this factor increases, it would become a weakness. Given the demand for knowing what time the next bus arrives and providing information about temporary service changes, this also should be as a target for improvement.

The focus should continue to be maintaining current performance and service improvements in the following areas:

- Ensuring the personal safety of riders – at bus stops and while riding. This includes both insuring safety from crime and also insuring that riders are not adversely affected by the behavior of others at bus stops or on buses. While current service is above average on these elements of service, they are very important service characteristics. Any declines in service are likely to make these critical weaknesses.
- Driver attributes including safe bus operation, courtesy, and knowledge.
- Transferring, including maintaining the current cost for a transfer and insuring that it is easy for riders to make transfers. Note that cost of transferring was noted as a critical weakness in 1995. However, there has been a significant change in satisfaction with this

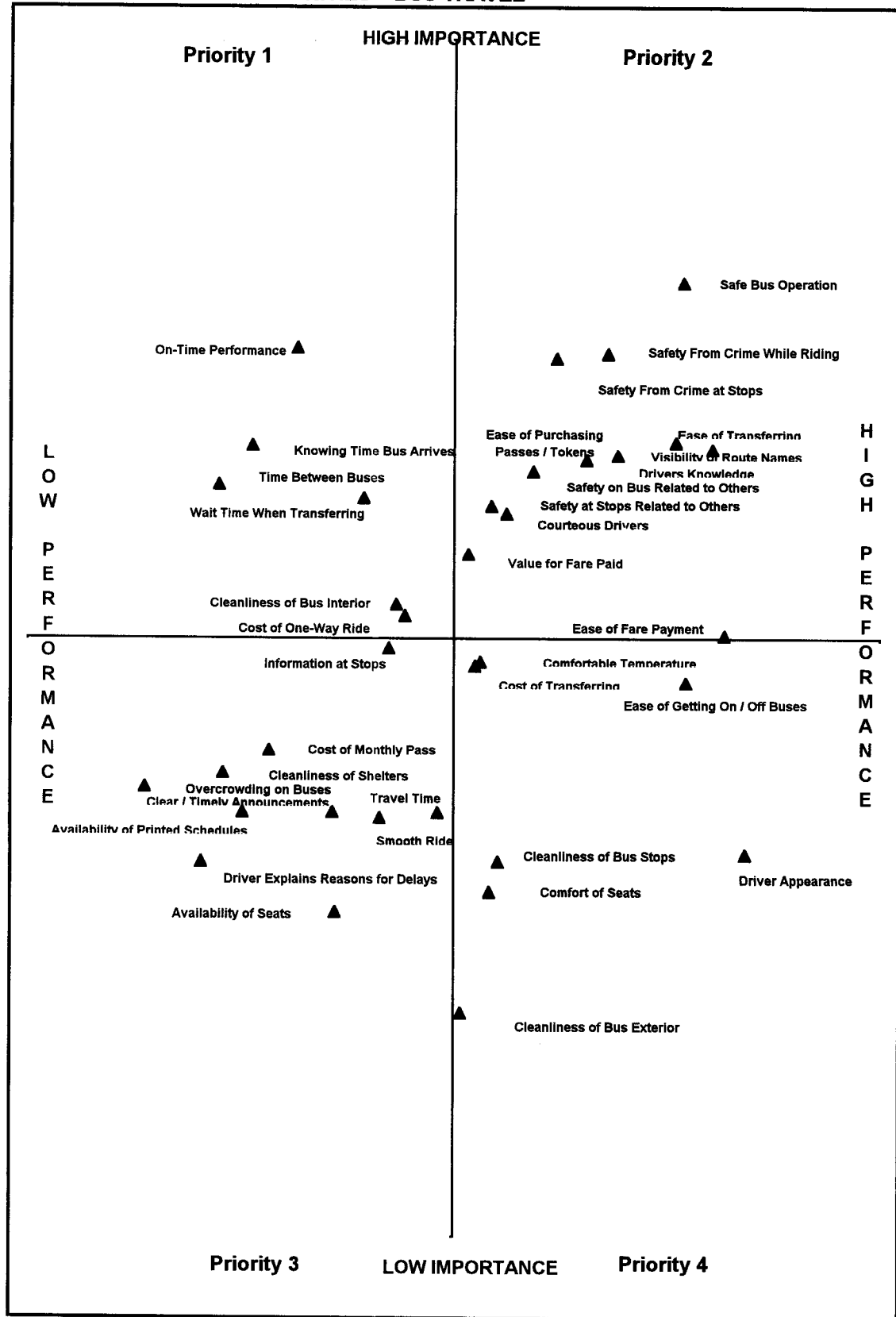
attribute since 1995. Moreover, there has been a significant increase in satisfaction with the ease with which riders can make transfers since 1995. The focus should continue to be on maintaining and improving service in this area.

- Ease of paying fares, including making it easy for riders to get passes, tokens, and the new fare cards as well as making it easy to pay fares once on the bus.
- Access to service.
- Maintaining value – making service improvements that support any future fare increases. Note that in 1995 value was noted as a critical weakness. However, there was a significant change in satisfaction with this attribute since 1995. This is a critical area to continue to target.
- Insuring that riders can easily get information by telephone.
- Insuring that route names and numbers on the outside of buses are readily visible.

The following table illustrates the priorities for all bus riders. Within each quadrant, attributes are listed in order of importance and the gap between expectations (importance) and performance. Separate quadrants by geographic area are included in the Appendix.

<p style="text-align: center;">Priority 1 –Critical Weaknesses</p> <p>Time Between Buses Knowing What Time Bus Arrives On-Time Performance Wait Time When Transferring Availability of Service Change Information Cleanliness of Bus Interiors Cost of One-Way Ride</p>	<p style="text-align: center;">Priority 2 – Strengths</p> <p>Ease of Fare Payment Availability of Stop Near Work Visibility of Route Names / Numbers on Bus Availability of Stop Near Home Ease of Getting Passes / Tokens / Fare Cards Ability to Get Information by Phone Cost of Transfer Driver's Knowledge of Routes/Schedule/System Ease of Making Transfers Value of Service for Fare Paid Courtesy of Bus Drivers Safe Bus Operation Safety on Bus Related to Behavior of Others Safety at Stops Related to Behavior of Others Safety from Crime While Riding the Bus Safety from Crime While Waiting at Stops</p>
<p style="text-align: center;">Priority 3 – Moderate Potential</p> <p>Availability of Route / Schedule Information at Stops Availability of Shelters at Bus Stops Crowding on Bus Buses / Shelters Free of Graffiti and Window Etchings Availability of Printed Schedules for All Routes Driver Explains Reasons for Delays Cost of Monthly Pass Timely / Clear Stop Announcements Availability of Seats / Benches at Stops Availability of Seats on Bus Smoothness of Ride Travel Time Compared with Car Cleanliness of Bus Exterior</p>	<p style="text-align: center;">Priority 4 – Limited Opportunities</p> <p>Comfortable Temperature on Bus Effectiveness of CTA's Hotline Comfort of Seats Cleanliness of Bus Stops Ease of Getting On / Off Bus Professional Appearance of Driver</p>

FIGURE 21
IMPROVEMENT OPPORTUNITIES – BUS TRAVEL



Rail Travel

Dimensions of Performance

As in 1995, those who evaluated rail travel on the CTA did so on nine broad dimensions – as defined through factor analysis. The variables in these dimensions, however, are somewhat different from 1995, due in part to the inclusions of some additional attributes. As with bus travel, these new dimensions should be used in future studies for comparative purposes.

TABLE 24 PERFORMANCE DIMENSIONS – RAIL TRAVEL	
Dimension	Included Attributes
Appearance / Comfort	Cleanliness / appearance of train stations Cleanliness of train interior Cleanliness of train exterior Comfort of train seats Smoothness of train ride Trains / stations clean of graffiti Amount of time between trains Availability of seats at station
Fare Payment	Cost of a transfer Cost of a one-way ride Cost of a monthly pass Value of service for fare paid Ease of getting passes / tokens / fare cards Ease of paying fare Ease of making transfers
Communications	Names of stations are clearly visible from inside train Visibility of route names / colors on outside of train Availability of printed schedules for all trains Travel time when compared with other modes Ease of getting on / off trains Availability of accurate information at stations
Personal Safety	Safety from crime while riding the train Personal safety at stations related to conduct of others Safety from crime at stations Personal safety on train related to conduct of others Train station is well lit
Train Personnel	Safe operation of train Professional appearance of conductor / operator Courtesy of conductor / operators Conductor / operator explains reasons for delays Courtesy / helpfulness of ticket agents / customer assistants Clear / timely announcements of stops
On-train Service	Crowding on train Conductor's knowledge of routes / schedules Temperature on train Availability of seats on train Parking at stations
Reliability / Service	Knowing what time next train arrives Time between trains

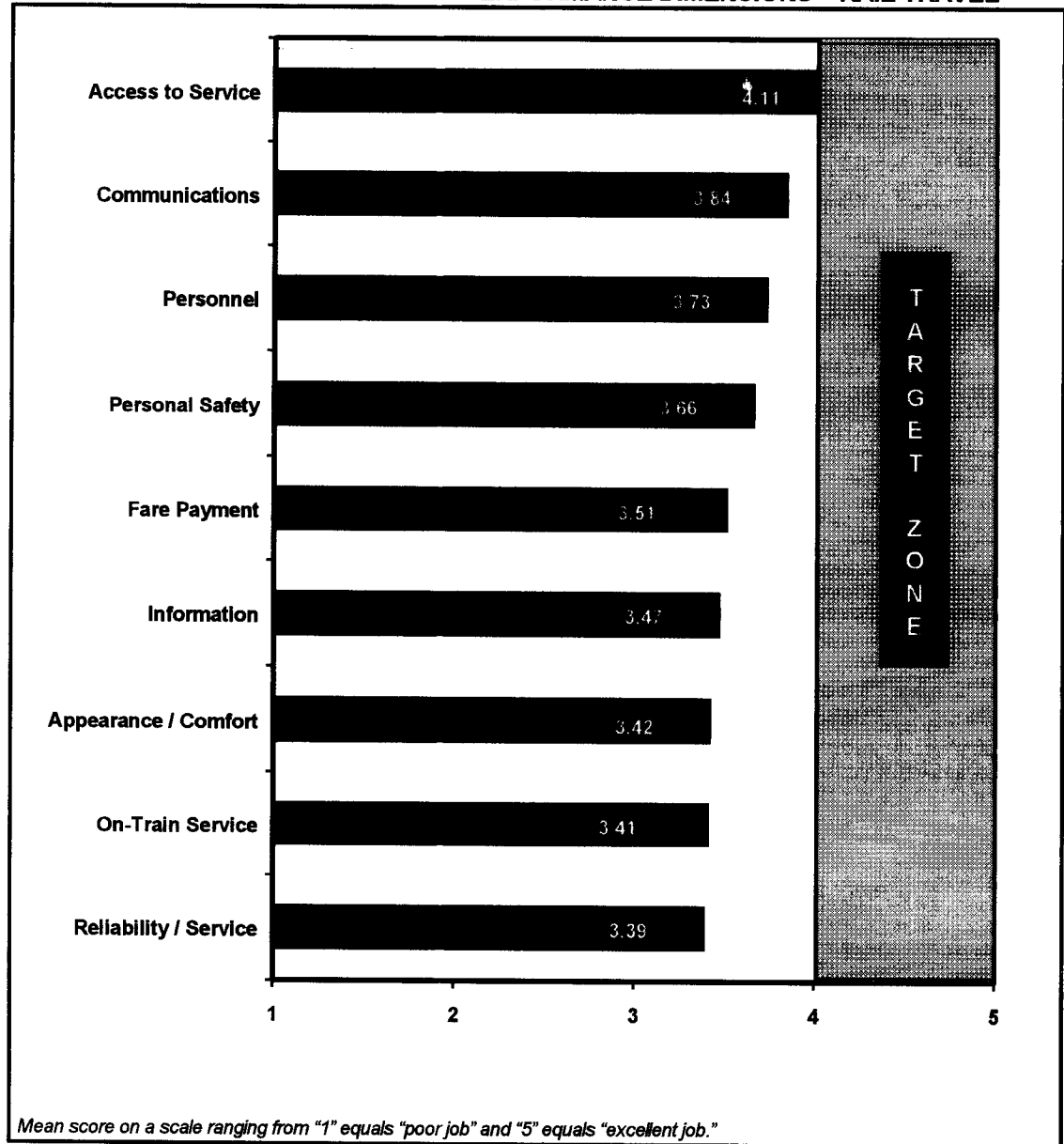
TABLE 24 PERFORMANCE DIMENSIONS – RAIL TRAVEL	
Dimension	Included Attributes
	On-time performance Wait time when transferring
Information	Ease of getting information by phone Effectiveness of CTA's Customer Service Hotline Availability of temporary service change information
Access to Service	Availability of stop near home Availability of stop near work

CTA Performance

A performance score was computed for each dimension by averaging together the scores for the individual attributes contained in the dimension.

- Performance falls outside the target zone – between four and five – for all but one factor – access to service. On the other hand, the train rates above the mid-point for all dimensions – that is, no dimension is given a poor rating.
- Train riders give the CTA the highest ratings for:
 - Access to service
 - Communications.
 - Train personnel.
 - Personal safety.
- Train riders give the CTA the lowest ratings for:
 - Reliability / service.
 - On-train service.
 - Appearance / comfort.
 - Information.
 - Fare payment.

FIGURE 22
CTA PERFORMANCE ON PRIMARY PERFORMANCE DIMENSIONS – RAIL TRAVEL



Differences in Performance by Geographic Area

Previous analysis has shown that riders living in the different areas rate the CTA differently overall. To help pinpoint possible reasons for these differences, analysis was conducted to explore specific areas in which differences in performance ratings exist.

- Train riders living on Chicago's west, south and north sides gave the CTA the lowest ratings overall. Notably, riders living on Chicago's west side give the CTA below-average ratings for:

- Access to service,
- Personal safety and comfort,
- Fare payment,
- Appearance and comfort,
- Reliability, and
- Information.

Train riders living on Chicago's south side gave the CTA below-average ratings for:

- Access to service,
- Personal safety and comfort,
- Fare payment, and
- On-train service.

Train riders living on Chicago's north side expressed some different concerns giving the CTA below-average ratings for:

- Train personnel,
- Information,
- On-train service, and
- Reliability.

TABLE 25 DIFFERENCES IN PERFORMANCE – RAIL TRAVEL – BY GEOGRAPHIC AREA							
	Down- town	North	North- west	South	South- west	West	Suburbs
Access to Service	4.08	4.24	4.15	3.93	4.20	4.00	4.12
Communications	3.67	3.84	3.82	3.86	4.00	3.81	3.81
Train Personnel	3.54	3.68	3.77	3.78	3.93	3.79	3.63
Personal Safety	3.67	3.73	3.77	3.50	3.80	3.47	3.66
Fare Payment	3.61	3.54	3.60	3.38	3.71	3.36	3.50
Appearance / Comfort	3.42	3.49	3.52	3.48	3.72	3.45	3.43
Information	3.34	3.39	3.48	3.62	3.66	3.40	3.40
On-Train Service	3.52	3.29	3.42	3.34	3.50	3.40	3.52
Reliability	3.38	3.32	3.46	3.38	3.66	3.32	3.34

Changes in Performance – 1995 to 1997

Some significant changes in performance were noted from 1995 to 1997. The following table illustrates those specific attributes where significant changes in performance were noted. Notable among these changes are the improvements in train riders' ratings for availability of schedule information – a primary focus of recent improvement efforts.

The better ratings for parking at stations and graffiti removal may reflect recent station improvements in some areas. No single geographic area stands out as having significantly higher ratings for these attributes in 1997.

	1995	1997
Knowing arrival time	2.84	3.36
Schedule information at stations	3.21	3.69
Printed schedules available for all trains	2.97	3.48
Smoothness of ride	3.25	3.47
Trains / stations are clean from graffiti	2.96	3.37
Parking at stations	2.74	3.14

Differences in means significant ($p < .05$)

While not statistically significant at the commonly accepted level ($p < .05$), other changes are worth noting. Improvements were noted in the visibility of route names and colors on the outside of trains. On the other hand, train riders noted declines in performance in terms of the courtesy of the ticket agents / customer assistants at the stations and in the comfort of the temperature on the trains. This latter change may reflect the change in the role of ticket agents / customer assistants at the stations with the introduction of the new fare cards. Several factors could have occurred during this time to contribute to this change. Notably, more passengers interacted with ticket agents and customer assistants during this period as they sought help in using the new system. The ticket agents / customer assistants were learning about the system. The system itself was not completely "bug-free." Finally, many assistants were new or temporary during this period. Customer satisfaction with ticket agents / customer assistants at the train stations should continue to be monitored to insure that this decrease was only temporary.

	1995	1997
Visibility of route names / colors on outside of train	3.79	3.96
Courteous ticket agents / customer assistants at station	3.97	3.58
Comfortable temperature on train	4.24	3.64

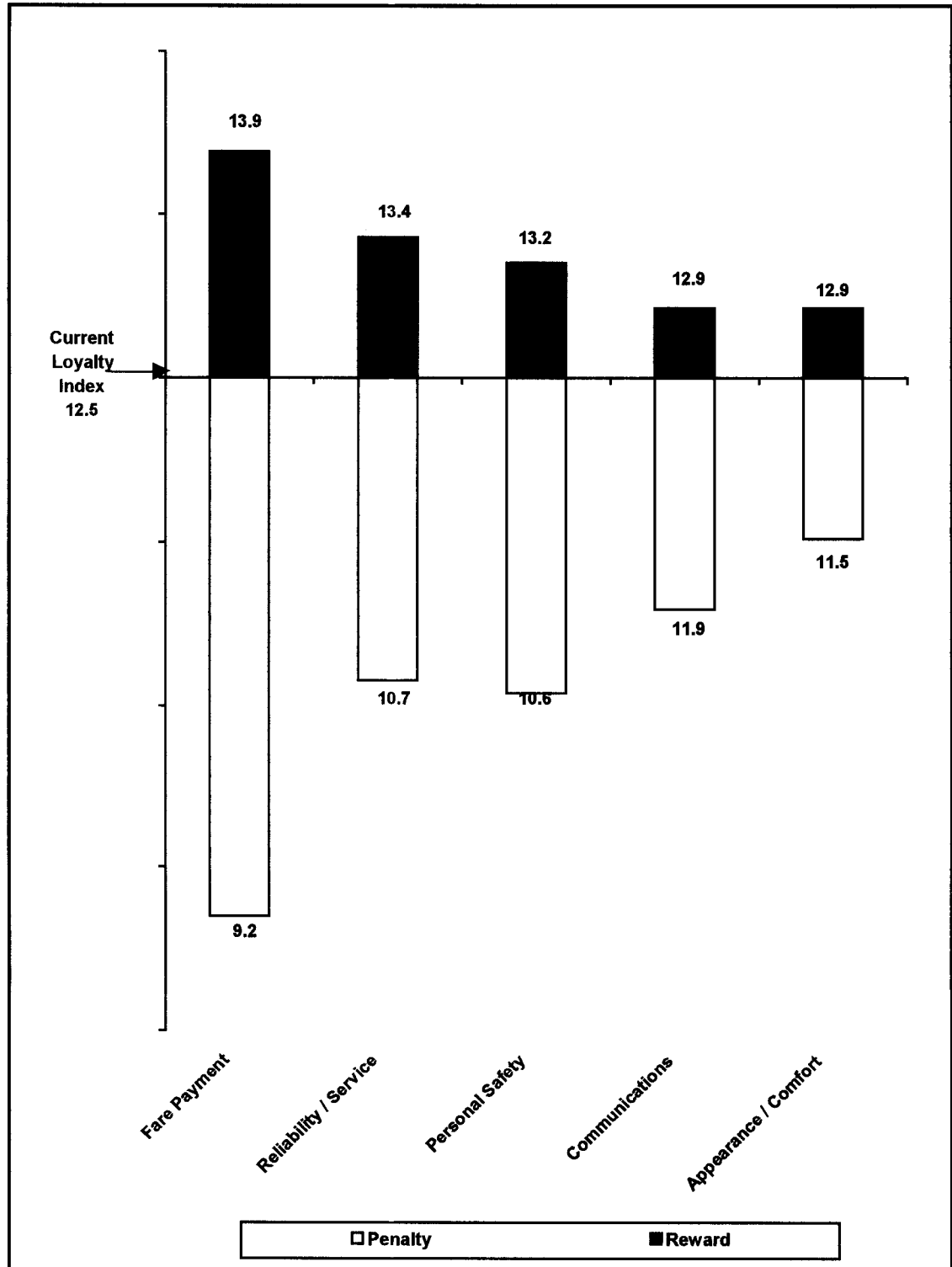
Differences in means significant ($p < .10$)

Performance Factors That Drive Customer Loyalty

Regression analysis was used to identify those factors that have the greatest influence on customer loyalty. See page 53 for a description of this analysis.

- Five factors have the greatest influence on customer loyalty. These include:
 - Fare payment.
 - Personal safety.
 - Reliability / service.
 - Communications.
 - Appearance / comfort.
- Changes in performance in terms of fare payment will have the greatest positive or negative impact on train riders' customer loyalty. This should be CTA's first priority. Notably attention should be paid to maintaining service and/or improving service in the following specific aspects of fare payment. They are listed in order of impact on loyalty.
 - Maintaining the value of service for fare paid. That is, fare increases cannot be made without supporting service improvements.
 - Maintaining the cost of a one-way ride.
 - Making it easy to get passes tokens or fare cards.
 - Making it easy to make transfers to another bus or train.
 - Maintaining the cost of a monthly pass.
- Improvements in personal safety and security, and reliability / service appear to have nearly equal positive impacts on customer loyalty and should be considered the second priority. In terms of personal safety and security, particular attention should be paid to maintaining service and/or improving service in the following specific areas. They are listed in order of impact on loyalty.
 - Insuring safety from crime at stations.
 - Adequate lighting in train stations.
 - Insuring safety from crime while riding.
 - Insuring personal safety on train as it relates to the conduct / behavior of others.
- In terms of reliability and service, particular attention should be paid to maintaining service and/or improving service in the following specific areas. They are listed in order of impact on loyalty.
 - On-time performance.
 - Waiting time when transferring.
 - Knowing what time the next train arrives.
- For communications, the single most important element in terms of loyalty is availability of route and schedule information at the stations. Finally, for appearance and comfort, the single most important element is ease of getting on or off the train.

FIGURE 23
REWARD / PENALTY ANALYSIS – EFFECT OF CHANGES IN SERVICE ON LOYALTY



Improvement Opportunities

One other way to identify target improvement opportunities is to classify the train service elements into four quadrants based on the relative importance of each characteristic in deciding whether to

ride the train and the relative satisfaction with CTA's delivery of each service characteristic. These quadrants provide indicators of potential problems and opportunities. They can be used to set priorities for areas that may require attention as illustrated below:

		<i>Performance</i>	
		Low	High
<i>Importance</i>	High	Priority 1 <i>Eliminate Critical Weaknesses</i>	Priority 2 <i>Maintain / Leverage Strengths</i>
	Low	Priority 3 <i>Pursue Areas of Moderate Potential</i>	Priority 4 <i>Limited Opportunities</i>

To compute relative importance, responses were standardized such that the mean of all responses for the twenty attributes included in the analysis is zero and the standard deviation is one. The same procedure was used for the twenty satisfaction attributes. This analysis allows a more accurate comparison of results between respondents who use scales in different ways as well as allowing for a direct comparison between importance and satisfaction.

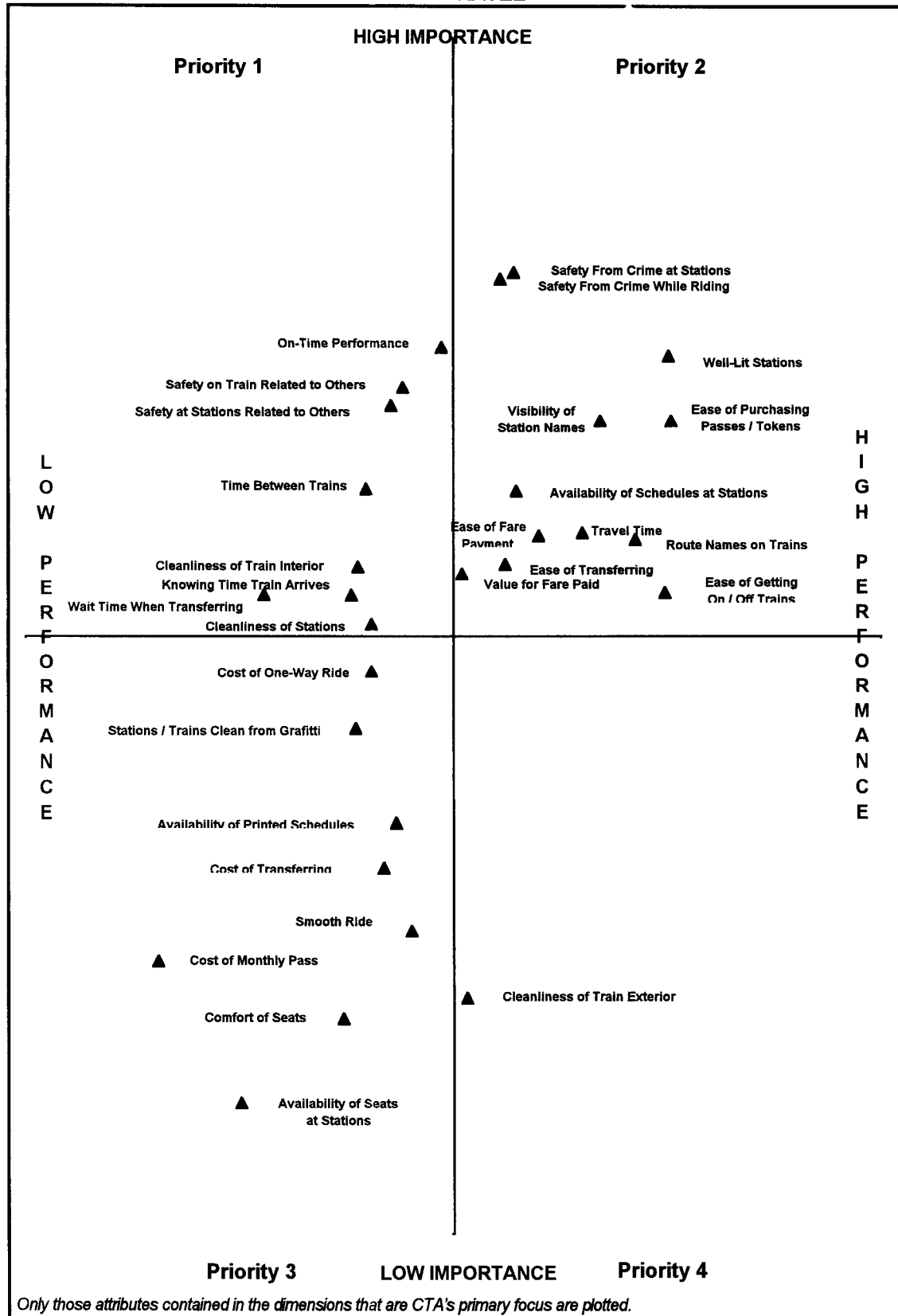
The following table illustrates the priorities for all riders. Within each quadrant, attributes are listed in order of importance and the gap between expectations (importance) and performance. Separate analyses for each geographic area are included in the Appendix.

- A continued focus in the next year is to insure riders' perceptions of safety on the train and/or at the train station relating to the behavior of others. These were noted as a critical weaknesses in 1995 as well. Two aspects of appearance / comfort that are target areas for improvement may contribute to riders' perceptions of safety on the train and/or at the train station. These include:
 - Cleanliness of the train.
 - Cleanliness of train stations.
- Finally, on-time performance and other aspects of reliability should be targeted areas for improvement. On-time performance is a critical weakness. Moreover, it is a service element that has a significant impact on customer loyalty. Other aspects of reliability that should be targets for improvement include:
 - Wait time when transferring.
 - Time between trains.
 - Knowing what time the next train will arrive.
- The focus should also continue to be on insuring the availability of schedule information at the stations. While there have been improvements in this element since 1995, performance continues to be below expectations.

- Service should be maintained in all areas of strength.
 - Particular attention should be paid to improvements in insuring riders' safety from crime while riding and/or waiting for the train. While it is considered a strength – that is service delivery is above average – it is a very important aspect of service. Should service decline at all in these areas, they are likely to become critical weaknesses.

<p style="text-align: center;">Priority 1 –Critical Weaknesses</p> <p>Safety on train relating to behavior of others Safety at stations relating to behavior of others Wait time when transferring On-time performance Conductor explains reasons for delays / problems Time between trains Cleanliness of train interiors Availability of information about service changes Knowing what time train arrives Cleanliness of train stations Clear and timely stop announcements</p>	<p style="text-align: center;">Priority 2 – Strengths</p> <p>Safety from crime on train Safety from crime at stations Courtesy of ticket agents / customer assistants Availability of schedule information at stations Value of service for fare paid Temperature on train Ease of getting passes / tokens / fare cards Safe train operation Ease of making transfers Ease of making fare payments Stations are well-lit Travel time Names of stations visible from inside train Conductors knowledgeable about routes / schedules Availability of station near home Courtesy of conductors Route names visible on trains Availability of station near work Ease of getting on / off train</p>
<p style="text-align: center;">Priority 3 – Moderate Potential</p> <p>Crowding on the train Cost of monthly pass Cost of one-way ride Trains / Stations Clean of Graffiti Availability of seats on trains Effectiveness of CTA's hotline Availability of printed schedules Availability of information by phone Cost of transferring Availability of seats / benches at stations Comfort of seats on train Smoothness of ride Availability of parking at stations</p>	<p style="text-align: center;">Priority 4 ~ Limited Opportunities</p> <p>Cleanliness of train exterior Professional appearance of conductor</p>

FIGURE 24
IMPROVEMENT OPPORTUNITIES – RAIL TRAVEL



Special Issues

In addition to the ongoing tracking, sections of the questionnaire are reserved to explore special issues. This year, two issues were explored in more depth:

- 1) Improvements that would enhance riders' feelings of personal safety and security.
- 2) Use of and satisfaction with the Transit Fare Cards introduced in July.

Personal Safety and Security

Personal safety and security is an important dimension influencing customer loyalty. Questions were included to identify specific strategies that could be used to improve riders' perceptions of personal safety and security while waiting for and while riding the bus or train. Respondents were asked to indicate how much safer specific aspects of service delivery and design as well as other factors would make them feel. Responses were recorded on a three-point scale that included "no effect at all," "somewhat safer," and "much safer."

Personal Safety and Security While Waiting for the Bus

Three changes -- knowing when the bus will arrive, more frequent service, and better lighting at the bus stops -- will have the greatest influence on bus riders' feelings of personal safety and security while waiting for the bus.

	% Would Feel Much Safer
Knowing when the bus will arrive	80
More frequent service	77
Better lighting at stops	73
More people waiting	52
Better maintained / cleaner stops	42

Personal Safety and Security While Waiting for the Train

The presence of police or security guards in the stations has the greatest affect on train riders' perceptions of personal safety and security while waiting for the train.

- Having emergency telephones or panic buttons and improved lighting also is likely to have a significant impact.

	% Would Feel Much Safer
More uniformed police patrolling stations	84
Security guards patrolling stations	79
More plainclothes police patrolling stations	78
Emergency phone or panic button at stations	76
Better lighting at stations	73
More frequent service	65
CTA employee at station	61
Knowing when the train will arrive	60
Video or security cameras in stations	58
More people waiting	50
Better maintained / cleaner stations	42

Personal Safety and Security While Riding the Bus or Train

The single most important thing the CTA could do to improve riders' perceptions of personal safety and security while riding the bus or train is to have more uniformed police on the vehicles. This was particularly true for those riding the train. Both bus and train riders feel that more plainclothes police on buses and trains would make them feel safer. Only frequent train riders believed that security guards riding the train would make them feel safer.

- Training and encouraging drivers / operators / conductors to take appropriate actions to handle difficult situations is also a change that would affect all riders equally.

	% Would Feel Much Safer
More uniformed police riding buses / trains	81
More plainclothes police riding buses / trains	73
Drivers / operators / conductors take appropriate actions to handle difficult situations	73
Security guards riding buses / trains	71
Drivers / operators / conductors make bigger effort to control behavior of others	64
Ability to communicate with train crew *	59
Better maintained / cleaner buses / trains	40
More people riding buses / trains	38
* Train only	

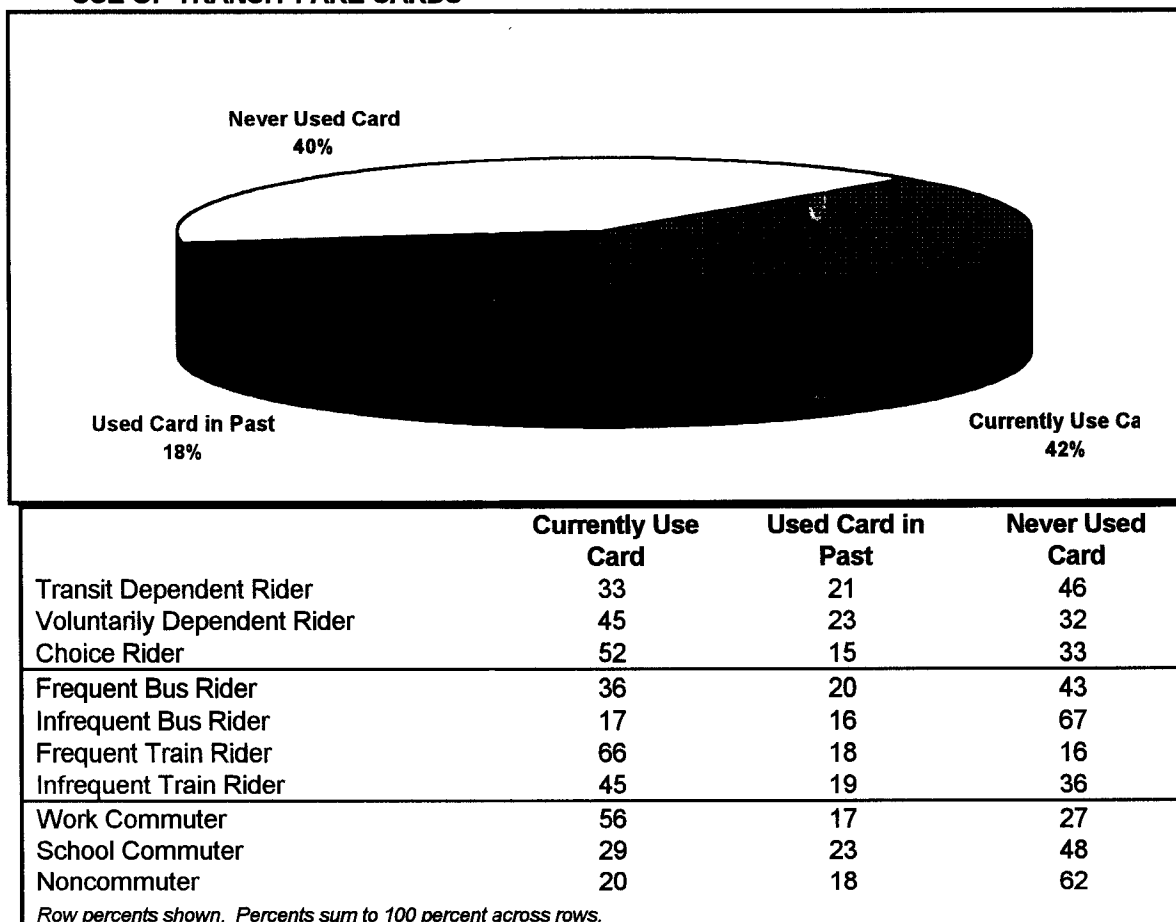
Fare Cards

The CTA introduced Transit Fare Cards in July of 1997. Several questions were included to measure use of and attitudes toward the new fare cards.

Current and Past Use of Transit Fare Cards

- More than two out of five (42%) riders say they usually pay their fare with a Transit Fare Card.
 - As would be expected given the current distribution of fare cards at train stations, frequent train riders are most likely to use the fare cards – two out of three (66%) frequent train riders use fare cards – followed by infrequent train riders (45%), frequent bus riders (36%), and infrequent bus riders (17%).
 - Moreover, choice and voluntarily dependent riders are more likely than transit-dependent riders to pay their fare with a fare card (52% and 45% compared with 33%, respectively).
- Nearly one out of five (18%) riders has used the fare card in the past but do not use it currently.
 - Infrequent bus riders and transit-dependent riders are the most likely to have never used the card in the past. This may suggest that the denominations available in the card are still higher than these segments can justify spending at one time.

FIGURE 25
USE OF TRANSIT FARE CARDS



Satisfaction with Transit Fare Card

- In general, fare card users are satisfied with the transit fare cards.
 - Fare card users are most satisfied with the ease of using the fare cards. Those that have used fare cards in the past are less satisfied than those who currently use the card. Notably, those who do not currently use the transit fare card are less satisfied with the convenience of adding value / recharging the card and the ease of using the card.

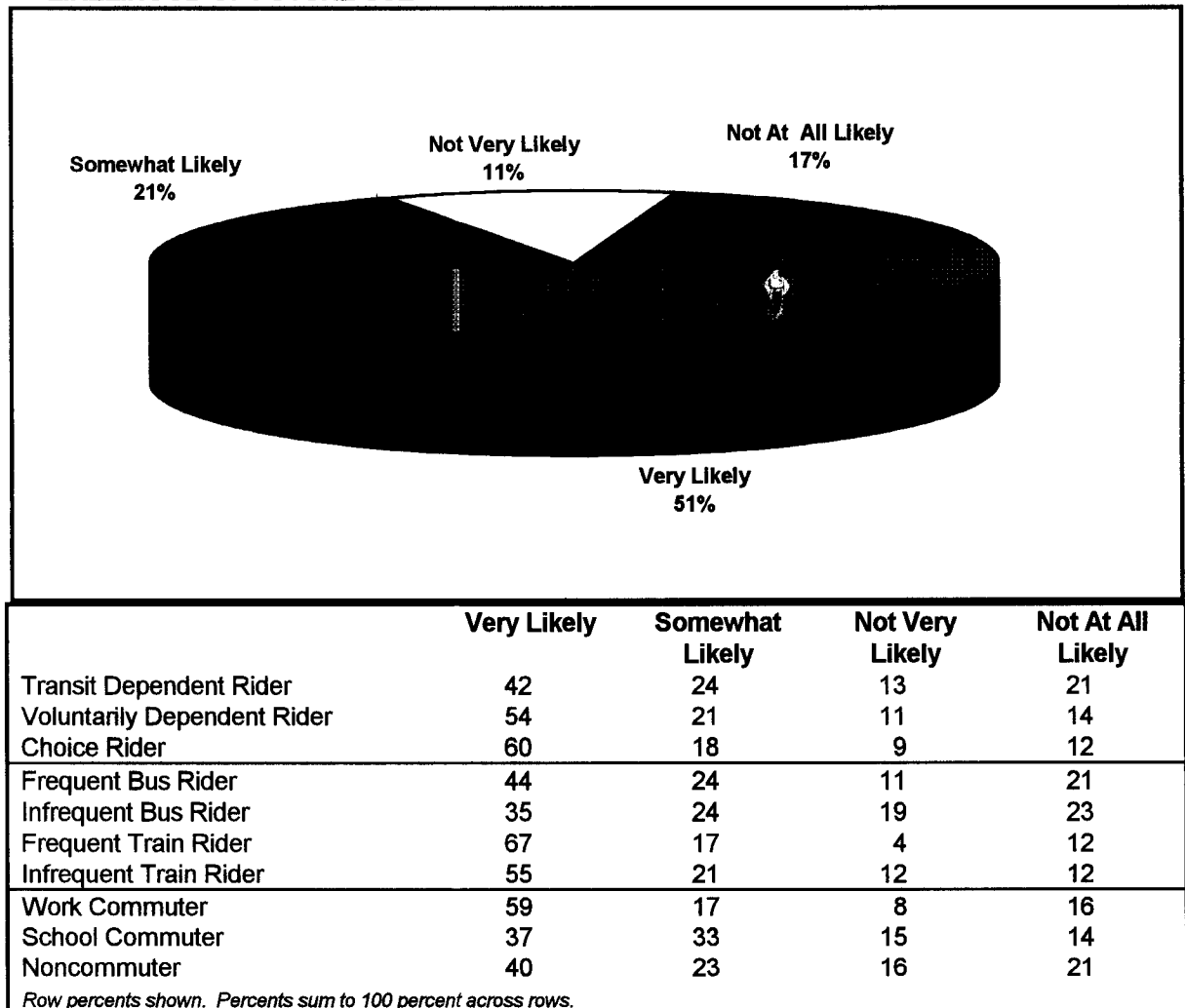
	Mean Rating
Ease of Using Card	4.18
Convenience of purchasing card	3.85
Usefulness of information brochure	3.66
Convenience of recharging card	3.64

- Some differences in ratings between different market segments may suggest specific areas of improvement.
 - In general, bus riders and train riders are equally satisfied with the different aspects of the transit fare cards. However, train riders rate the fare cards significantly higher than do bus riders in terms of the convenience of adding value to or recharging the card. The fact that bus riders must go to a train station to add value to the card may contribute to this dissatisfaction.
 - Transit-dependent riders are less satisfied than choice riders with the convenience of adding value to or recharging the card and the ease of using the card. As noted above, having to go to the train station to recharge the card may be the cause of this dissatisfaction. Increasing distribution of the card in other outlets (e.g., at major transfer centers, through bank or ATM machines, or at grocery stores) could make it easier for these riders to use the card and increase overall use.
 - Voluntarily dependent riders also are less satisfied than choice riders with the card. In addition to the two factors mentioned above, voluntarily dependent riders are less satisfied with the convenience of purchasing the card. Again, increasing the number of sites where cards can be purchased may address the concerns of voluntarily dependent riders.

Likelihood of Future Use

- Half (51%) of all riders are very likely to use the fare card in the future. An additional 21 percent are somewhat likely to use the fare card.
 - Those who currently use the transit fare card are most likely to continue to use the card (83%). On the other hand, only 39 percent of those who used the card in the past are likely to use it in the future. This would suggest that problems with first-time use are likely to have a long-lasting effect.
 - Train riders continue to be the most likely to use the fare card in the future. Barriers to bus riders' use of the card should be explored further. Finally, transit-dependent riders are also less likely to suggest they would use the card in the future. Barriers to use of the card among this segment should be explored further. As noted above, convenient access to places where the cards can be purchased may be the most significant barrier.
 - Finally, work commuters are more likely to suggest they will use the card in the future than school commuters. While a small segment, school commuters represent an important segment for this card. Making it possible to purchase cards at major schools and universities may increase use among this segment.

FIGURE 26
LIKELIHOOD OF FUTURE USE



Appendix

Zip Codes

The following table provides a breakdown of the zip codes contained within the CTA service territory and the geographic area to which each are assigned.

Downtown	North	Northwest	South	Southwest	West	Suburbs
60601	60610	60618	60609	60608	60607	60018
60602	60613	60630	60615	60629	60612	60025
60603	60614	60631	60616	60632	60622	60026
60604	60625	60634	60617	60638	60623	60053
60605	60626	60635	60619	60652	60624	60068
60606	60640	60639	60620		60644	60076
60611	60645	60641	60621		60651	60077
60654	60657	60646	60627			60091
60661	60659	60647	60628			60104
	60660	60656	60633			60130
		60666	60636			60153
			60637			60154
			60643			60162
			60649			60171
			60653			60201
			60655			60202
						60203
						60301
						60302
						60304
						60305
						60402
						60406
						60453
						60456
						60459
						60482
						60501
						60546
						60642
						60650
						60658
						60714

**Chicago Transit Authority - #129
Customer Satisfaction Survey
Final Questionnaire 9/13/97**

Introduction

SCR1 Hello, my name is _____ and I am calling to conduct a survey on public transportation for the Chicago Transit Authority. [AS NEEDED: Let me assure you this is not a sales call, and all the information you give will be kept strictly confidential]

SCR2 For this survey, we would like to speak with a person in your household who is age 16 or over and has ridden the CTA bus and/or rail system at least once in the past week? Would that be you?

- 1 YES **[SKIP TO SCR3]**
- 2 YES REFUSED TO COMPLETE SURVEY **[CONTINUE]**
- 3 NO **[ASK TO SPEAK TO SOMEONE ELSE WHO QUALIFIES - REREAD INTRO]**
- 4 NO ONE IN HOUSEHOLD QUALIFIED **[THANK AND TERMINATE]**

SCR2A I would like to ask you four brief questions.

- 1 YES
- 9 REFUSED [PRESS CNTRL. END AND DISPOSITION AS IMMED. REFUSAL]

SCR3 What is your home zip code?

ENTER HOME ZIP CODE CAREFULLY

_____ ENTER CORRECT ZIPCODE

99999 DON'T KNOW / REFUSED **[SKIP TO THANK3]**

SCR3A I entered [SHOW ZIPCODE], is that correct?

- 1 YES
- 2 NO **[SKIP TO SCR3]**

GENDER [ENTER GENDER OF RESPONDENT.]

- 1 MALE
- 2 FEMALE

RIDERSHIP

Q1 When using the CTA, would you say you usually. . .

[INTERVIEWER NOTE: METRA and PACE are NOT CTA services.]

- 1 Ride the bus only,
- 2 Ride the train only, or
- 3 Ride the bus and the train?
- 9 DON'T KNOW / REFUSED

Q2 How many **days** did you ride a CTA bus in the past seven days?

___ RECORD NUMBER OF DAYS

9 DON'T KNOW / REFUSED

Q3 How many **days** did you ride a CTA train in the past seven days?

___ RECORD NUMBER OF DAYS

9 DON'T KNOW / REFUSED

IF SCR2A = 1 THANK AND TERMINATE

IF Q2 AND Q3 EQ 0 – THANK AND TERMINATE

IF Q2 GREATER THAN Q3 ASSIGN TO BUS

IF Q3 GREATER THAN Q2 ASSIGN TO TRAIN

IF Q2 EQUAL TO Q3 RANDOMLY ASSIGN TO BUS OR TRAIN UNTIL QUOTA FULL
THEN ASSIGN TO REMAINING QUOTA CELL.

QUOTA CELLS

- 1 DOWNTOWN CHICAGO – BUS (n=100)
- 2 DOWNTOWN CHICAGO – TRAIN (n=100)
- 3 NORTH – BUS (n=200)
- 4 NORTH – TRAIN (n=200)
- 5 NORTHWEST – BUS (n=200)
- 6 NORTHWEST – TRAIN (n=200)
- 7 SOUTH – BUS (n=200)
- 8 SOUTH – TRAIN (n=200)
- 9 SOUTHWEST – BUS (n=200)
- 10 SOUTHWEST – TRAIN (n=200)
- 11 WEST – BUS (n=200)
- 12 WEST – TRAIN (n=200)
- 13 SUBURBS – BUS (n=100)
- 14 SUBURBS – TRAIN (n=100)

Q4 Which of the following statements best describes why you ride the CTA?
[ROTATE ORDER IN WHICH RESPONSES ARE READ]

- 1 I ride because I can't or don't know how to drive
- 2 I ride because I don't have a car available
- 3 I don't have a car available because I prefer to take the bus or train
- 4 I have a car available but prefer to take the bus or train for some purposes
- 9 DON'T KNOW / REFUSED

Q5 Thinking about the **weekday** trip you take most often do you...

- 1 Ride Metra and then transfer to a CTA bus or train (the 'EI'),
- 2 Ride PACE and then transfer to a CTA bus or train,
- 3 Ride the bus then transfer to the 'EI' or vice versa,
- 4 Ride the 'EI' train and transfer to another train,
- 5 Ride the bus then transfer to another bus,
- 6 Only ride the CTA train (the "EI"),
- 7 Only ride the bus,
- 8 OTHER [SPECIFY]
- 9 DON'T KNOW / REFUSED

Q6 Thinking about your typical **weekday** riding the CTA, how many different CTA vehicles, that is buses and/or trains, do you ride each day? Count all your transfers and all your trips both to and from your different destinations.

___ RECORD NUMBER OF BUSES / TRAINS RIDDEN

99 DON'T KNOW / REFUSED

Q7 Thinking about your typical **weekday**, what is the main purpose of the trip you make most often using the CTA?

1 TO / FROM WORK

2 TO / FROM SCHOOL

3 SHOPPING

4 VISITING / RECREATION

5 PERSONAL BUSINESS

6 DOCTOR / DENTIST / MEDICAL APPOINTMENT

7 OTHER [SPECIFY]

9 DON'T KNOW / REFUSED **[SKIP TO Q9]**

Q8 Still thinking about your typical **weekday**, what other purposes do you ride the CTA for?

[SELECT ALL THAT APPLY. USE ARROW KEYS TO SELECT AND PRESS ENTER.]

TO / FROM WORK

TO / FROM SCHOOL

SHOPPING

VISITING / RECREATION

PERSONAL BUSINESS

DOCTOR / DENTIST / MEDICAL APPOINTMENT

OTHER [SPECIFY]

NONE

DON'T KNOW / REFUSED/ NO MORE APPLY

Q9 How do you usually pay your fare?

1 CASH

2 TRANSIT CARD / FARE CARD

3 TOKENS

4 MONTHLY PASS

5 OTHER [SPECIFY]

9 DK / REF

Q10 [IF Q9 NE 2] CTA's Automated Transit Card stores cash values which are deducted when you ride CTA buses or trains. Have you ever used this Automated Transit Card or Fare Card to pay your fare?

1 YES

2 NO [SKIP TO Q13]

3 DON'T KNOW [SKIP TO Q14]

9 REFUSED [SKIP TO Q13]

Q11 IF (Q9 EQ 2 OR Q10 EQ 1) Using a 5-point scale where "1" means "not at all satisfied" and "5" means "very satisfied," please tell me how satisfied you have been **lately** with the Automated Transit / Fare Card for each of the following items. You may use any number in between.

[IF RESPONDENT HAS NOT USED TRANSIT FARE CARD LATELY PROBE:
"How satisfied were you when you used the Automated Transit / Fare Card?"]

1 NOT AT ALL SATISFIED

2

3

4

5 VERY SATISFIED

6 DON'T KNOW

9 REFUSED

Q11A Convenience of purchasing the card

Q11B Convenience of adding value or recharging the card

Q11C Ease of using the card

Q11D Usefulness of the information brochure

Q12 (IF Q9 EQ 2) How likely are you to continue to pay your fare using the Transit or Fare card? Are you. . .

1 Very likely

2 Somewhat likely

3 Not very likely

4 Not at all likely

5 DON'T KNOW

9 REFUSED

Q13 How likely are you to pay your fare using the Transit or Fare card in the future? Are you. . .

1 Very likely

2 Somewhat likely

3 Not very likely

4 Not at all likely

5 DON'T KNOW

9 REFUSED

Q14 Do you usually ride during peak times, that is 6-9 a.m. and 3-6 p.m., or in off-peak hours?

1 PEAK HOURS

2 OFF-PEAK HOURS

3 COMBINATION PEAK AND OFF-PEAK

9 DK / REF

Q15 **[CHOICE RIDERS ONLY – Q4 = 3 OR 4]** Following are some reasons people have identified for why they ride the [BUS / TRAIN]. Please tell me whether each was a major factor, a minor factor, or not a factor at all for you in deciding to ride the [BUS / TRAIN] **last week**.

- 1 NOT A FACTOR
- 2 MINOR FACTOR
- 3 MAJOR FACTOR
- 4 DON'T KNOW
- 9 REFUSED

Q15A Parking at my destination is too expensive.

Q15B There is not enough parking at my destination or it is hard to find.

Q15C I don't like to drive in traffic.

Q15D Riding the [BUS / TRAIN] is faster than driving.

Q15E Riding the [BUS / TRAIN] is better for the environment.

Q15F Riding the [BUS / TRAIN] is less stressful than driving.

Q15G Riding the [BUS / TRAIN] is cheaper than driving.

Q15H I don't have a car available for this trip or I don't drive.

Q15I The [BUS / TRAIN] takes me straight to my destination.

Q15J I ride the [BUS / TRAIN] to avoid traffic congestion.

General Perceptions of CTA

Q16 Now I am going to read some ways that people might describe the CTA **as it is today**. Using a scale from "1" to "5" where "1" means "strongly disagree" and "5" means "strongly agree," please tell me how much you agree or disagree with each statement.

- 1 STRONGLY DISAGREE
- 2
- 3
- 4
- 5 STRONGLY AGREE
- 6 DON'T KNOW
- 9 REFUSED

Q16A Provides quality service at a fair and reasonable price.

Q16B Agency doesn't care about its customers because it is a monopoly .

Q16C Has efficient and cost-conscious company management.

Q16D Tries to keep fares as low as possible.

Q16E Effectively manages a geographically large and complex public transportation system.

Q16F Considers the needs of its riders when making decisions.

Q16G Provides reliable public transportation services.

Q16H Has a fleet of buses and trains that are clean and well-maintained.

Q16I Does a good job of telling riders about route and schedule changes.

- Q16K Provides a consistent level of service to all the geographic areas it serves.
- Q16L Is easy to use.
- Q16M Has improved service over the past year.
- Q16N Employees care about providing quality service.
- Q16O Is a customer friendly organization.

Q17 [IF Q16M EQ 4 OR 5] In what ways has service improved over the past year?
[OPEN-ENDED RESPONSE]

Service Expectations / Service Quality

Q18 Thinking about a **recent** [BUS / TRAIN] trip, how important to you personally are each of the following factors in deciding whether to ride the [BUS / TRAIN]?
Use a 5-point scale where "1" means "not at all important" and "5" means "extremely important."

- 1 NOT AT ALL IMPORTANT
- 2
- 3
- 4
- 5 EXTREMELY IMPORTANT
- 6 DON'T KNOW
- 9 REFUSED

BUS

How important is . . .

- Q18A [ALL] Safety from crime where I get on and off the bus.
- Q18B [ALL] Knowing what time the next bus arrives.
- Q18C [GRP1] Cleanliness of the area where I get on or off the bus.
- Q18D [GRP2] Personal safety at the bus stop related to the behavior of others.
- Q18E [GRP1] Availability of shelters at the bus stop.
- Q18F [GRP2] Availability of accurate route and schedule information at the bus stop.
- Q18G [GRP1] Availability of seats or benches at the bus stop.
- Q18H [GRP2] Ease of paying fare on the bus.
- Q18I [ALL] On-time performance of buses.
- Q18J [GRP1] Amount of time between buses.
- Q18K [ALL] Value of the service received for the bus fare paid.
- Q18L [GRP2] Travel time by bus compared with other travel modes.
- Q18M [GRP1] Personal safety on the bus related to the behavior of others.
- Q18N [ALL] Safety from crime while riding the bus.
- Q18O [ALL] Courtesy of bus driver.
- Q18P [ALL] Bus driver's knowledge of the system, routes, and schedules.

Q18Q [GRP2] Clear and timely announcements of the next stop.
 Q18R [ALL] The driver operates the bus in a safe and competent manner.
 Q18S [GRP1] Professional appearance of driver.
 Q18T [GRP2] Visibility of route names and numbers on the outside of the bus.
 Q18U [GRP1] Cleanliness of bus exterior.
 Q18V [GRP1] Cleanliness of bus interior.
 Q18W [GRP2] Availability of seats on the bus.
 Q18X [GRP2] Comfortable temperature on the bus (that is, not too hot or too cold).

Q18Y [GRP1] Smoothness of bus ride.
 Q18Z [ALL] Crowding on the bus.
 Q18AA [GRP2] Ease of getting on and off the bus.
 Q18AB [GRP1] Comfort of bus seats.
 Q18AC [ALL] Bus shelters and buses are clean of graffiti or window etchings.
 Q18AD [GRP1] Availability of a bus stop where I live.
 Q18AE [GRP1] Availability of a bus stop where I work.
 Q18AF [GRP2] Availability of printed schedules for all bus routes.
 Q18AG [GRP2] Driver explains reasons for delays or other problems.

TRAIN

Q18A1 [ALL] Safety from crime where I get on and off the train.
 Q18B1 [GRP2] Cleanliness and appearance of train stations.
 Q18C1 [GRP2] Knowing what time the next train arrives.
 Q18D1 [GRP1] Personal safety at train stations related to the behavior of other people.
 Q18E1 [ALL] Availability of accurate route and schedule information at train stations.
 Q18F1 [GRP1] Ease of paying fare at the train stations.
 Q18G1 [ALL] Courtesy and helpfulness of ticket agents / customer assistants.
 Q18H1 [ALL] On-time performance of trains.
 Q18I1 [GRP2] Amount of time between trains.
 Q18J1 [ALL] Value of the service received for the train fare paid.
 Q18K1 [GRP1] Travel time by train compared with other travel modes.
 Q18L1 [GRP1] Personal safety on the train related to the behavior of other passengers.
 Q18M1 [ALL] Safety from crime while riding the train.
 Q18N1 [ALL] Courtesy of the train conductor / operators.
 Q18O1 [ALL] Clear and timely announcements of the next stop.

- Q18P1 [GRP2] The train conductor / operator operates the train in a safe and competent manner.
- Q18Q1 [GRP2] Professional appearance of the conductor / operator.
- Q18R1 [GRP2] Cleanliness of train exterior.
- Q18S1 [GRP2] Cleanliness of train interior.
- Q18T1 [GRP1] Availability of seats on the train.
- Q18U1 [GRP1] Comfortable temperature on the train (that is, not too hot or too cold).
- Q18V1 [GRP2] Smoothness of train ride.
- Q18W1 [GRP1] Ease of getting on and off the train.
- Q18X1 [GRP2] Comfort of the train seats.
- Q18Y1 [GRP1] Visibility of route names and colors on the outside of the train.
- Q18Z1 [GRP1] Names of the train stations are clearly visible from inside the train (as the train pulls into the station).
- Q18AA1 [ALL] Trains and stations are clean of graffiti.
- Q18AB1 [GRP1] Conductor / operator's knowledge of the system, routes, and schedules.
- Q18AC1 [GRP2] Availability of a train station where I live.
- Q18AD1 [GRP2] Availability of a train station where I work.
- Q18AE1 [GRP1] Availability of printed schedules for all trains.
- Q18AF1 [ALL] Conductor explains reasons for delays or other problems.
- Q18AG1 [ALL] Crowding on the train.
- Q18AH1 [GRP1] Availability of parking at my station.
- Q18AI1 [GRP2] Availability of seats or benches at my station.
- Q18AJ1 [ALL] The train station is well lit.

All

- Q18AL1 Ease of getting information by phone.
- Q18AL2 Ease of getting passes, tokens, or fare cards.
- Q18AL3 Cost of a one-way ride on the bus or train.
- Q18AL4 Cost of monthly pass.
- Q18AL5 Cost of a transfer.
- Q18AL6 Ease of making transfers to another bus or train.
- Q18AL7 Wait time when making transfers to another bus or train.
- Q18AL8 Effectiveness of CTA's Customer Service Hotline.
- Q18AL9 Availability of temporary service change information.

Q19 Now I am going to read you the same list of factors. Please rate how good a job you think CTA has been doing **recently**, using a 5-point scale where "1" means "a poor job" and "5" means "an excellent job."

- 1 POOR JOB
- 2
- 3
- 4
- 5 EXCELLENT JOB
- 6 DON'T KNOW
- 9 REFUSED

BUS

- Q19A [ALL] Safety from crime where I get on and off the bus.
- Q19B [ALL] Knowing what time the next bus arrives.
- Q19C [GRP1] Cleanliness of the area where I get on or off the bus.
- Q19D [GRP2] Personal safety at the bus stop related to the behavior of others.
- Q19E [GRP1] Availability of shelters at the bus stop.
- Q19F [GRP2] Availability of accurate route and schedule information at the bus stop.
- Q19G [GRP1] Availability of seats or benches at the bus stop.
- Q19H [GRP2] Ease of paying fare on the bus.
- Q19I [ALL] On-time performance of buses.
- Q19J [GRP1] Amount of time between buses.
- Q19K [ALL] Value of the service received for the bus fare paid.
- Q19L [GRP2] Travel time by bus compared with other travel modes.
- Q19M [GRP1] Personal safety on the bus related to the behavior of others.
- Q19N [ALL] Safety from crime while riding the bus.
- Q19O [ALL] Courtesy of bus driver.
- Q19P [ALL] Bus driver's knowledge of the system, routes, and schedules.
- Q19Q [GRP2] Clear and timely announcements of the next stop.
- Q19R [ALL] The driver operates the bus in a safe and competent manner.
- Q19S [GRP1] Professional appearance of driver.
- Q19T [GRP2] Visibility of route names and numbers on the outside of the bus.
- Q19U [GRP1] Cleanliness of bus exterior.
- Q19V [GRP1] Cleanliness of bus interior.
- Q19W [GRP2] Availability of seats on the bus.
- Q19X [GRP2] Comfortable temperature on the bus (that is, not too hot or too cold).
- Q19Y [GRP1] Smoothness of bus ride.
- Q19Z [ALL] Crowding on the bus.
- Q19AA [GRP2] Ease of getting on and off the bus.

- Q19AB [GRP1] Comfort of bus seats.
- Q19AC [ALL] Bus shelters and buses are clean of graffiti or window etchings.
- Q19AD [GRP1] Availability of a bus stop where I live.
- Q19AE [GRP1] Availability of a bus stop where I work.
- Q19AF [GRP2] Availability of printed schedules for all bus routes.
- Q19AG [GRP2] Driver explains reasons for delays or other problems.

TRAIN

- Q19A1 [ALL] Safety from crime where I get on and off the train.
- Q19B1 [GRP2] Cleanliness and appearance of train stations.
- Q19C1 [GRP2] Knowing what time the next train arrives.
- Q19D1 [GRP1] Personal safety at train stations related to the behavior of other people.
- Q19E1 [ALL] Availability of accurate route and schedule information at train stations.
- Q19F1 [GRP1] Ease of paying fare at the train stations.
- Q19G1 [ALL] Courtesy and helpfulness of ticket agents / customer assistants.
- Q19H1 [ALL] On-time performance of trains.
- Q19I1 [GRP2] Amount of time between trains.
- Q19J1 [ALL] Value of the service received for the train fare paid.
- Q19K1 [GRP1] Travel time by train compared with other travel modes.
- Q19L1 [GRP1] Personal safety on the train related to the behavior of other passengers.
- Q19M1 [ALL] Safety from crime while riding the train.
- Q19N1 [ALL] Courtesy of the train conductor / operators.
- Q19O1 [ALL] Clear and timely announcements of the next stop.
- Q19P1 [GRP2] The train conductor / operator operates the train in a safe and competent manner.
- Q19Q1 [GRP2] Professional appearance of the conductor / operator.
- Q19R1 [GRP2] Cleanliness of train exterior.
- Q19S1 [GRP2] Cleanliness of train interior.
- Q19T1 [GRP1] Availability of seats on the train.
- Q19U1 [GRP1] Comfortable temperature on the train (that is, not too hot or too cold).
- Q19V1 [GRP2] Smoothness of train ride.
- Q19W1 [GRP1] Ease of getting on and off the train.
- Q19X1 [GRP2] Comfort of the train seats.
- Q19Y1 [GRP1] Visibility of route names and colors on the outside of the train.

- Q19Z1 [GRP1] Names of the train stations are clearly visible from inside the train (as the train pulls into the station).
- Q19AA1 [ALL] Trains and stations are clean of graffiti.
- Q19AB1 [GRP1] Conductor / operator's knowledge of the system, routes, and schedules.
- Q19AC1 [GRP2] Availability of a train station where I live.
- Q19AD1 [GRP2] Availability of a train station where I work.
- Q19AE1 [GRP1] Availability of printed schedules for all trains.
- Q19AF1 [ALL] Conductor / operator explains reasons for delays or other problems.
- Q19AG1 [ALL] Crowding on the train.
- Q19AH1 [GRP1] Availability of parking at my station.
- Q19AI1 [GRP2] Availability of seats or benches at my station.
- Q19AJ1 [ALL] The train station is well lit.

All

- Q19AL1 Ease of getting information by phone.
- Q19AL2 Ease of getting passes, tokens, or fare cards.
- Q19AL3 Cost of a one-way ride on the bus or train.
- Q19AL4 Cost of monthly pass.
- Q19AL5 Cost of a transfer.
- Q19AL6 Ease of making transfers to another bus or train.
- Q19AL7 Wait time when making transfers to another bus or train.
- Q19AL8 Effectiveness of CTA's Customer Service Hotline.
- Q19AL9 Availability of temporary service change information.

Q20 What one thing do you like most about the CTA?
[OPEN-END RESPONSE]

Q21 [COMPLEX SKIP PATTERN RELATED TO SAFETY QUESTIONS] You said that safety while **waiting** for the [BUS / TRAIN] is important to you and that CTA could improve in this area. As I read each of the following, please tell me whether this would make you feel much safer, somewhat safer, or have no affect at all on your feelings of safety while waiting for the [BUS / TRAIN].

- 1 NO AFFECT AT ALL
- 2 SOMEWHAT SAFER
- 3 MUCH SAFER
- 4 DON'T KNOW
- 9 REFUSED

Q21A Better lighting at [STOPS / STATIONS].

Q21B Better maintained / cleaner [STOPS / STATIONS].

Q21C [TRAIN] More uniformed police patrolling stations.

Q21D [TRAIN] More plain clothes police patrolling stations.

Q21E [TRAIN] Security guards patrolling stations.

Q21F More people waiting at the [STOPS / STATIONS].

Q21G [TRAIN] A CTA employee present at the stations.

Q21H [TRAIN] Emergency phone or panic button at stations.

Q21I More frequent service.

Q21J Knowing when the [BUS / TRAIN] will arrive.

Q21K [TRAIN] Video or security cameras in train stations.

Q22 [COMPLEX SKIP PATTERN RELATED TO SAFETY QUESTIONS] You said that safety while **riding** the [BUS / TRAIN] is important to you and that CTA could improve in this area. As I read each of the following, please tell me whether this would make you feel much safer, somewhat safer, or have no affect at all on your feelings of safety while riding the bus or train.

- 1 NO AFFECT AT ALL
- 2 SOMEWHAT SAFER
- 3 MUCH SAFER
- 4 DON'T KNOW
- 9 REFUSED

Q22A Better maintained / cleaner [BUSES / TRAINS].

Q22B More uniformed police riding [BUSES / TRAINS].

Q22C More plain clothes police riding [BUSES / TRAINS].

Q22D Security guards riding the [BUSES / TRAINS].

Q22E More people riding [BUSES / TRAINS].

Q22F [DRIVERS / CONDUCTORS / OPERATORS] making a bigger effort to control the behavior of other people on the [BUSES / TRAINS].

Q22G [DRIVERS / CONDUCTORS / OPERATORS] taking appropriate actions to handle difficult situations.

Q22H [TRAIN] Ability to communicate with train crew.

Customer Loyalty

- Q23 **[BUS]** Overall, how satisfied are you with riding CTA buses? Would you say you are. . .
- 1 Very satisfied
 - 2 Somewhat satisfied
 - 3 Neither satisfied nor dissatisfied
 - 4 Somewhat dissatisfied
 - 5 Very dissatisfied
 - 9 DON'T KNOW / REFUSED
- Q24 **[BUS]** How likely are you to continue to use CTA buses in the future [IF TRANSIT DEPENDENT ADD: if another type of transportation is available]? Would you say you. . .
- 1 Definitely will
 - 2 Probably will
 - 3 Might or might not
 - 4 Probably will not
 - 5 Definitely will not
 - 9 DON'T KNOW / REFUSED
- Q25 **[BUS]** How likely would you be to recommend CTA buses to a family member, friend, or coworker? Would you say you. . .
- 1 Definitely would recommend it
 - 2 Probably would recommend it
 - 3 Might or might not recommend it
 - 4 Probably would not recommend it
 - 5 Definitely would not recommend it
 - 9 DON'T KNOW / REFUSED
- Q26 **[TRAIN]** Overall, how satisfied are you with riding CTA trains? Would you say you are. . .
- 1 Very satisfied
 - 2 Somewhat satisfied
 - 3 Neither satisfied nor dissatisfied
 - 4 Somewhat dissatisfied
 - 5 Very dissatisfied
 - 9 DON'T KNOW / REFUSED
- Q27 **[TRAIN]** How likely are you to continue to use CTA trains in the future [IF TRANSIT DEPENDENT ADD: if another type of transportation is available]? Would you say you. . .
- 1 Definitely will
 - 2 Probably will
 - 3 Might or might not
 - 4 Probably will not
 - 5 Definitely will not
 - 9 DON'T KNOW / REFUSED

Q28 **[TRAIN]** How likely would you be to recommend CTA trains to a family member, friend, or coworker? Would you say you. . .

- 1 Definitely would recommend it
- 2 Probably would recommend it
- 3 Might or might not recommend it
- 4 Probably would not recommend it
- 5 Definitely would not recommend it
- 9 DON'T KNOW / REFUSED

Q29 If you could make a recommendation to CTA, what one improvement would you most like to see? **[open-ended question]**

Respondent Characteristics

DINTRO Finally, I have some background questions which will be used to help us group your answers with those of people like yourself.

D1 How many years have you lived in the Chicago area?

___ RECORD NUMBER OF YEARS

99 DON'T KNOW / REFUSED

D2 Do you have a valid driver's license?

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

D3 How many automobiles in working condition do **you** have available for your use?

___ ENTER NUMBER

8 8 OR MORE

9 DK / REF

D4 What is your age?

___ AGE

99 REFUSED

D5 [IF D3 EQ 99] Would that be . . .

- 1 16-17,
- 2 18-24,
- 3 25-34,
- 4 35-44,
- 5 45-54,
- 6 55-64, or
- 7 65 and Older?
- 9 REFUSED

D6 Are you currently . . .

- 1 Employed full-time
- 2 Employed part-time
- 3 Not employed outside the home
- 4 A student
- 5 Retired, or
- 6 Unemployed ?
- 7 OTHER (SPECIFY)
- 9 REFUSED

D7 Is your total annual household income below or above \$30,000 per year?

- 1 UP TO \$30,000 PER YEAR
- 2 ABOVE \$30,000 PER YEAR
- 3 DK -- PROBE FOR BEST ESTIMATE
- 9 REFUSED

D8 [IF D6 EQ 1] Would that be . . .

- 1 Less than 10,000 per year,
- 2 \$10,000 to 20,000,
- 3 \$20,000 to 30,000?
- 9 DK / REF

D9 [IF D6 EQ 2] Would that be . . .

- 1 \$30,000 to 40,000,
- 2 \$40,000 to 50,000,
- 3 \$50,000 to 60,000, or
- 4 Over \$60,000?
- 9 DK / REF

D10 Are you:

- 1 Hispanic
- 2 Asian
- 3 Black / African-American
- 4 White / Caucasian
- 5 American Indian
- 6 OTHER [SPECIFY]
- 9 DK / REF

D11 For our records, I need to verify your telephone number. Is it

- 1 YES
- 2 NO
- 9 REFUSED

D12 [IF D10 EQ 2] What is your correct phone number?

_____ ENTER CORRECT PHONE NUMBER
9999999 REFUSED

D13 Those are all the questions we have at this time. We may be conducting additional research in the future. May we call you again if we do?

- 1 YES
- 2 NO / DON'T KNOW / REF [SKIP TO THANK]

THANK That concludes our survey. Thank you very much for your time and the useful information you have provided us.

Improvement Opportunities by Geographic Area

Bus

Downtown Bus Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>On Time Performance Time Between Buses Knowing What Time Bus Arrives Availability of Service Change Information Availability of Route / Schedule Information at Stops Wait Time When Transferring</p>	<p>Priority 2 – Strengths</p> <p>Ease of Fare Payment Availability of Stop Near Work Availability of Stop Near Home Value of Service for Fare Paid Visibility of Route Names / Numbers on Bus Ability to get Information by Phone Drivers Knowledge of Routes/Schedules/System Courtesy of Bus Driver Safety from Crime While Riding the Bus Ease of Getting Passes/Tokens/Fare Cards Safety at Stops Related to Behavior of Others Cost of One-Way Ride Safety From Crime While Waiting at Stops Cleanliness of Bus Interior Safety on Bus Related to Behavior of Others Safe Bus Operation</p>
<p>Priority 3 – Moderate Potential</p> <p>Availability of Printed Schedules for All Routes Availability of Shelters at Bus Stops Crowding on Bus Buses / Shelters Free of Graffiti and Window Etchings Driver Explains Reasons for Delays Timely / Clear Stop Announcements Cost of Monthly Pass Effectiveness of CTA's Hotline Availability of Seats / Benches at Stops Ease of Making Transfers Travel Time Compared with Car Smoothness of Ride Availability of Seats on Bus Cleanliness of Bus Exterior</p>	<p>Priority 4 – Limited Opportunities</p> <p>Comfortable Temperature on Bus Cleanliness of Bus Stops Cost of Transfer Comfort of Seats Ease of Getting On / Off Bus Professional Appearance of Driver</p>

North Bus Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>Knowing What Time Bus Arrives Time Between Buses On Time Performance Availability of Route / Schedule Information at Stops Wait Time When Transferring Availability of Service Change Information Cost of One-Way Ride</p>	<p>Priority 2 – Strengths</p> <p>Ease of Fare Payment Availability of Stop Near Work Availability of Stop Near Home Ease of Making Transfers Drivers Knowledge of Routes/Schedules/System Courtesy of Bus Driver Visibility of Route Names / Numbers on Bus Ease of Getting Passes/Tokens/Fare Cards Value of Service for Fare Paid Comfortable Temperature on Bus Safety from Crime While Riding the Bus Safe Bus Operation Cleanliness of Bus Interior Safety at Stops Related to Behavior of Others Safety on Bus Related to Behavior of Others Safety From Crime While Waiting at Stops</p>
<p>Priority 3 – Moderate Potential</p> <p>Crowding on Bus Availability of Printed Schedules for All Routes Availability of Shelters at Bus Stops Driver Explains Reasons for Delays Timely / Clear Stop Announcements Buses / Shelters Free of Graffiti and Window Etchings Cost of Monthly Pass Availability of Seats on Bus Availability of Seats / Benches at Stops Smoothness of Ride Travel Time Compared with Car</p>	<p>Priority 4 – Limited Opportunities</p> <p>Ability to Get Information by Phone Effectiveness of CTA's Hotline Cost of Transfer Cleanliness of Bus Stops Comfort of Seats Ease of Getting On / Off Bus Cleanliness of Bus Exterior Professional Appearance of Driver</p>

Northwest Bus Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>Time Between Buses Knowing What Time Bus Arrives On Time Performance Wait Time When Transferring Availability of Service Change Information Cleanliness of Bus Interior</p>	<p>Priority 2 – Strengths</p> <p>Availability of Stop Near Work Ease of Getting Passes/Tokens/Fare Cards Visibility of Route Names / Numbers on Bus Availability of Stop Near Home Value of Service for Fare Paid Drivers Knowledge of Routes/Schedules/System Courtesy of Bus Driver Cost of Transfer Safe Bus Operation Ease of Making Transfers Safety from Crime While Riding the Bus Safety at Stops Related to Behavior of Others Safety on Bus Related to Behavior of Others Safety From Crime While Waiting at Stops</p>
<p>Priority 3 – Moderate Potential</p> <p>Buses / Shelters Free of Graffiti and Window Etchings Availability of Shelters at Bus Stops Crowding on Bus Availability of Printed Schedules for All Routes Availability of Route / Schedule Information at Stops Driver Explains Reasons for Delays Cost of One-Way Ride Availability of Seats / Benches at Stops Cost of Monthly Pass Timely / Clear Stop Announcements Smoothness of Ride Availability of Seats on Bus Travel Time Compared with Car Cleanliness of Bus Exterior</p>	<p>Priority 4 – Limited Opportunities</p> <p>Comfortable Temperature on Bus Ability to Get Information by Phone Effectiveness of CTA's Hotline Comfort of Seats Cleanliness of Bus Stops Ease of Fare Payment Ease of Getting On / Off Bus Professional Appearance of Driver</p>

South Bus Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>On Time Performance Knowing What Time Bus Arrives Time Between Buses Wait Time When Transferring Cost of One-Way Ride Availability of Service Change Information Cleanliness of Bus Interior Value of Service for Fare Paid</p>	<p>Priority 2 – Strengths</p> <p>Ease of Fare Payment Visibility of Route Names / Numbers on Bus Availability of Stop Near Work Ease of Getting Passes/Tokens/Fare Cards Availability of Stop Near Home Ability to Get Information by Phone Drivers Knowledge of Routes/Schedules/System Safe Bus Operation Safety on Bus Related to Behavior of Others Ease of Making Transfers Courtesy of Bus Driver Safety at Stops Related to Behavior of Others Safety from Crime While Riding the Bus Safety From Crime While Waiting at Stops</p>
<p>Priority 3 – Moderate Potential</p> <p>Crowding on Bus Availability of Shelters at Bus Stops Buses / Shelters Free of Graffiti and Window Etchings Cost of Transfer Cost of Monthly Pass Driver Explains Reasons for Delays Availability of Seats / Benches at Stops Availability of Printed Schedules for All Routes Timely / Clear Stop Announcements Smoothness of Ride Travel Time Compared with Car Availability of Seats on Bus Cleanliness of Bus Exterior</p>	<p>Priority 4 – Limited Opportunities</p> <p>Availability of Route / Schedule Information at Stops Comfortable Temperature on Bus Effectiveness of CTA's Hotline Comfort of Seats Cleanliness of Bus Stops Ease of Getting On / Off Bus Professional Appearance of Driver</p>

Southwest Bus Riders – Improvement Opportunities

Priority 1 –Critical Weaknesses	Priority 2 – Strengths
<p>Time Between Buses Knowing What Time Bus Arrives On Time Performance Wait Time When Transferring Cleanliness of Bus Interior Safety at Stops Related to Behavior of Others Availability of Service Change Information</p>	<p>Ease of Fare Payment Availability of Stop Near Work Ease of Getting Passes/Tokens/Fare Cards Availability of Stop Near Home Visibility of Route Names / Numbers on Bus Value of Service for Fare Paid Drivers Knowledge of Routes/Schedules/System Cost of Transfer Ease of Making Transfers Safety From Crime While Waiting at Stops Cost of One-Way Ride Safe Bus Operation Safety on Bus Related to Behavior of Others Safety from Crime While Riding the Bus</p>
Priority 3 – Moderate Potential	Priority 4 – Limited Opportunities
<p>Availability of Shelters at Bus Stops Buses / Shelters Free of Graffiti and Window Etchings Driver Explains Reasons for Delays Crowding on Bus Availability of Printed Schedules for All Routes Availability of Route / Schedule Information at Stops Timely / Clear Stop Announcements Availability of Seats / Benches at Stops Availability of Seats on Bus Cost of Monthly Pass Comfortable Temperature on Bus Travel Time Compared with Car Smoothness of Ride Cleanliness of Bus Exterior</p>	<p>Ability to Get Information by Phone Effectiveness of CTA's Hotline Comfort of Seats Cleanliness of Bus Stops Ease of Getting On / Off Bus Courtesy of Bus Driver Professional Appearance of Driver</p>

West Bus Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>Time Between Buses Knowing What Time Bus Arrives On Time Performance Wait Time When Transferring Safety at Stops Related to Behavior of Others Availability of Service Change Information Cleanliness of Bus Interior Cost of Transfer</p>	<p>Priority 2 – Strengths</p> <p>Ease of Getting On / Off Bus Visibility of Route names / Numbers on Bus Availability of Stop Near Work Availability of Stop Near Home Ease of Getting Passes/Tokens/Fare Cards Ability to Get Information by Phone Ease of Making Transfers Safe Bus Operation Drivers Knowledge of Routes/Schedules/System Value of Service for Fare Paid Courtesy of Bus Driver Safety on Bus Related to Behavior of Others Safety From Crime While Waiting at Stops Safety from Crime While Riding the Bus</p>
<p>Priority 3 – Moderate Potential</p> <p>Availability of Shelters at Bus Stops Buses / Shelters Free of Graffiti and Window Etchings Cost of Monthly Pass Availability of Route / Schedule Information At Stops Driver Explains Reasons for Delays Availability of Seats / Benches at Stops Crowding on Bus Availability of Printed Schedules for All Routes Timely / Clear Stop Announcements Availability of Seats on Bus Smoothness of Ride Travel Time Compared with Car Cleanliness of Bus Exterior</p>	<p>Priority 4 – Limited Opportunities</p> <p>Cost of One-Way Ride Comfortable Temperature on Bus Effectiveness of CTA's Hotline Cleanliness of Bus Stops Comfort of Seats Ease of Fare Payment Professional Appearance of Driver</p>

Suburb Bus Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>Time Between Buses On Time Performance Knowing What Time Bus Arrives Availability of Route / Schedule Information at Stops Wait Time When Transferring Cleanliness of Bus Interior Availability of Service Change Information</p>	<p>Priority 2 – Strengths</p> <p>Ease of Fare Payment Visibility of Route Names / Numbers on Bus Availability of Stop Near Work Availability of Stop Near Home Ease of Making Transfers Ease of Getting Passes/Tokens/Fare Cards Value of Service for Fare Paid Drivers Knowledge of Routes/Schedules/System Safety From Crime While Waiting at Stops Courtesy of Bus Driver Safe Bus Operation Safety from Crime While Riding the Bus Safety on Bus Related to Behavior of Others Safety at Stops Related to Behavior of Others</p>
<p>Priority 3 – Moderate Potential</p> <p>Availability of Printed Schedules for All Routes Buses / Shelters Free of Graffiti and Window Etchings Availability of Shelters at Bus Stops Driver Explains Reasons for Delays Cost of Monthly Pass Crowding on Bus Timely / Clear Stop Announcements Cost of One-Way Ride Ability to Get Information by Phone Availability of Seats / Benches at Stops Travel Time Compared with Car Effectiveness of CTA's Hotline Availability of Seats on Bus Smoothness of Ride Comfort of Seats Cleanliness of Bus Exterior</p>	<p>Priority 4 – Limited Opportunities</p> <p>Comfortable Temperature on Bus Cost of Transfer Cleanliness of Bus Stops Ease of Getting On / Off Bus Professional Appearance of Driver</p>

Downtown Train Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>Cleanliness of Train Interior Availability of Schedule Information at Stations Safety at Stations Related to Behavior of Others Safety on Train Related to Behavior of Others Availability of Service Change Information Knowing What Time Train Arrives Time Between Trains Courtesy of Ticket Agents / Customer Assistants Cleanliness of Train Stations</p>	<p>Priority 2 – Strengths</p> <p>Ease of Getting On / Off Train Availability of Station Near Work Value of Service for Fare Paid Availability of Station Near Home Courtesy of Conductors Conductors Knowledgeable about Routes/Schedules Safe Train Operation Travel Time Temperature on Train Route Names Visible on Trains Stations are Well-Lit Names of Stations Visible From Inside Train Ease of Getting Passes/Tokens/Fare Cards On Time Performance Ease of Fare Payment Safety from Crime While Riding the Train Safety From Crime at Stations</p>
<p>Priority 3 – Moderate Potential</p> <p>Clear and Timely Stop Announcements Conductor Explains Reasons for Delays Wait Time When Transferring Trains / Stations are Clean of Graffiti Availability of Printed Schedules Ease of Making Transfers Ability to Get Information by Phone Availability of Seats on Trains Crowding on Trains Effectiveness of CTA's Hotline Smoothness of Ride Availability of Seats / Benches at Stations Comfort of Seats on Train Cost of Monthly Pass Availability of Parking at Stations</p>	<p>Priority 4 – Limited Opportunities</p> <p>Cost of One-Way Ride Cleanliness of Train Exterior Cost of Transferring Professional Appearance of Conductor</p>

North Train Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>Wait Time When Transferring On Time Performance Time Between Trains Conductor Explains Reasons for Delays Safety on Train Related to Behavior of Others Safety at Stations Related to Behavior of Others Cleanliness of Train Interior Cleanliness of Train Stations Availability of Service Change Information Temperature on Train Courtesy of Ticket Agents / Customer Assistants</p>	<p>Priority 2 – Strengths</p> <p>Availability of Station Near Work Ease of Getting On / Off Train Availability of Station Near Home Route Names Visible on Trains Conductors Knowledgeable about Routes/Schedules Availability of Schedule Information at Stations Value of Service for Fare Paid Names of Stations Visible From Inside Train Ease of Making Transfers Travel Time Ease of Fare Payment Safe Train Operation Stations are Well-Lit Ease of Getting Passes/Tokens/Fare Cards Safety From Crime at Stations Safety from Crime While Riding the Train</p>
<p>Priority 3 – Moderate Potential</p> <p>Knowing What Time Train Arrives Clear and Timely Stop Announcements Availability of Seats on Trains Smoothness of Ride Comfort of Seats on Train Trains / Stations are Clean of Graffiti Availability of Printed Schedules Crowding on Trains Availability of Parking at Stations Availability of Seats / Benches at Stations Ability to Get Information by Phone Cost of One-Way Ride Cost of Monthly Pass Effectiveness of CTA's Hotline</p>	<p>Priority 4 – Limited Opportunities</p> <p>Courtesy of Conductors Cost of Transferring Cleanliness of Train Exterior Professional Appearance of Conductor</p>

Northwest Train Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>On Time Performance Safety at Stations Related to Behavior of Others Wait Time When Transferring Safety on Train Related to Behavior of Others Time Between Trains Availability of Service Change Information Cleanliness of Train Interior Conductor Explains Reasons for Delays Courtesy of Ticket Agents / Customer Assistants Clear and Timely Stop Announcements Cost of One-Way Ride</p>	<p>Priority 2 – Strengths</p> <p>Availability of Station Near Work Ease of Getting On / Off Train Route Names Visible on Trains Availability of Station Near Home Travel Time Names of Stations Visible From Inside Train Conductors Knowledgeable about Routes/Schedules Safe Train Operation Ease of Getting Passes/Tokens/Fare Cards Courtesy of Conductors Ease of Fare Payment Stations are Well-Lit Ease of Making Transfers Value of Service for Fare Paid Availability of Schedule Information at Stations Safety From Crime at Stations Safety from Crime While Riding the Train</p>
<p>Priority 3 – Moderate Potential</p> <p>Crowding on Trains Cleanliness of Train Stations Trains / Stations are Clean of Graffiti Knowing What Time Train Arrives Cost of Monthly Pass Cost of Transferring Effectiveness of CTA's Hotline Availability of Seats on Trains Ability to Get Information by Phone Availability of Printed Schedules Comfort of Seats on Train Availability of Seats / Benches at Stations Smoothness of Ride</p>	<p>Priority 4 – Limited Opportunities</p> <p>Temperature on Train Cleanliness of Train Exterior Availability of Parking at Stations Professional Appearance of Conductor</p>

South Train Riders – Improvement Opportunities

Priority 1 –Critical Weaknesses	Priority 2 – Strengths
<p>Wait Time When Transferring Safety From Crime At Stations Cost of One-Way Ride Safety from Crime While Riding the Train Safety on Train Related to Behavior of Others Safety at Stations Related to Behavior of Others On Time Performance Availability of Service Change Information Cost of Transferring Time Between Trains Value of Service for Fare Paid Conductor Explains Reasons for Delays Knowing What Time Train Arrives</p>	<p>Route Names Visible on Trains Ease of Getting On / Off Train Availability of Station Near Work Ability to Get Information by Phone Conductors Knowledgeable about Routes/Schedules Names of Stations Visible From Inside Train Travel Time Courtesy of Conductors Ease of Fare Payment Safe Train Operation Effectiveness of CTA's Hotline Availability of Station Near Home Stations are Well-Lit Temperature on Train Ease of Getting Passes/Tokens/Fare Cards Clear and Timely Stop Announcements Ease of Making Transfers Availability of Schedule Information at Stations Courtesy of Ticket Agents / Customer Assistants</p>
Priority 3 – Moderate Potential	Priority 4 – Limited Opportunities
<p>Cost of Monthly Pass Crowding on Trains Cleanliness of Train Interior Trains / Stations are Clean of Graffiti Cleanliness of Train Stations Availability of Printed Schedules Availability of Seats on Trains Availability of Seats / Benches at Stations Comfort of Seats on Train Smoothness of Ride Availability of Parking at Stations</p>	<p>Cleanliness of Train Exterior Professional Appearance of Conductor</p>

Southwest Train Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>Wait Time When Transferring Safety at Stations Related to Behavior of Others Safety on Train Related to Behavior of Others Time Between Trains Cost of One-Way Ride Cleanliness of Train Interior Conductor Explains Reasons for Delays Courtesy of Ticket Agents / Customer Assistants Knowing What Time Train Arrives</p>	<p>Priority 2 – Strengths</p> <p>Courtesy of Conductors Ease of Getting On / Off Train Availability of Station Near Work Route Names Visible on Trains Names of Stations Visible From Inside Train Conductors Knowledgeable about Routes/Schedules Availability of Schedule Information at Stations Travel Time Ease of Getting Passes/Tokens/Fare Cards Availability of Station Near Home Ease of Fare Payment Clear and Timely Stop Announcements Stations are Well-Lit Safe Train Operation Value of Service for Fare Paid Ease of Making Transfers Availability of Service Change Information Safety From Crime at Stations On Time Performance Safety from Crime While Riding the Train</p>
<p>Priority 3 – Moderate Potential</p> <p>Crowding on Trains Availability of Seats on Trains Cost of Monthly Pass Trains / Stations are Clean of Graffiti Ability to Get Information by Phone Cost of Transferring Effectiveness of CTA's Hotline Cleanliness of Train Stations Temperature on Train Availability of Seats / Benches at Stations Availability of Printed Schedules Comfort of Seats on Train Cleanliness of Train Exterior Availability of Parking at Stations</p>	<p>Priority 4 – Limited Opportunities</p> <p>Smoothness of Ride Professional Appearance of Conductor</p>

West Train Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <ul style="list-style-type: none"> Safety From Crime at Stations Wait Time When Transferring Safety from Crime While Riding the Train On Time Performance Safety at Stations Related to Behavior of Others Cost of One-Way Ride Safety on Train Related to Behavior of Others Time Between Trains Conductor Explains Reasons for Delays Knowing What Time Train Arrives Availability of Service Change Information Value of Service for Fare Paid 	<p>Priority 2 – Strengths</p> <ul style="list-style-type: none"> Route Names Visible on Trains Ease of Getting On / Off Train Availability of Station Near Work Availability of Station Near Home Conductors Knowledgeable about Routes/Schedules Courtesy of Conductors Names of Stations Visible from Inside Train Travel Time Safe Train Operation Clear and Timely Stop Announcements Temperature on Train Ease of Getting Passes/Tokens/Fare Cards Ease of Fare Payment Courtesy of Ticket Agents / Customer Assistants Stations are Well-Lit Ease of Making Transfers Availability of Schedule Information at Stations
<p>Priority 3 – Moderate Potential</p> <ul style="list-style-type: none"> Cost of Monthly Pass Crowding on Trains Cost of Transferring Cleanliness of Train Interior Cleanliness of Train Stations Availability of Printed Schedules Trains / Stations are Clean of Graffiti Availability of Seats on Trains Effectiveness of CTA's Hotline Availability of Seats / Benches at Stations Comfort of Seats on Train Smoothness of Ride Availability of Parking at Stations 	<p>Priority 4 – Limited Opportunities</p> <ul style="list-style-type: none"> Ability to Get Information by Phone Cleanliness of Train Exterior Professional Appearance of Conductor

Suburb Train Riders – Improvement Opportunities

<p>Priority 1 –Critical Weaknesses</p> <p>Conductor Explains Reasons for Delays Safety on Train Related to Behavior of Others Safety at Stations Related to Behavior of Others On Time Performance Cleanliness of Train Interior Time Between Trains Knowing What Time Train Arrives Availability of Service Change Information Cleanliness of Train Stations Clear and Timely Stop Announcements</p>	<p>Priority 2 – Strengths</p> <p>Ease of Getting On / Off Train Availability of Station Near Work Availability of Station Near Home Conductors Knowledgeable about Routes/Schedules Travel Time Names of Stations Visible From Inside Train Stations are Well-Lit Route Names Visible on Trains Ease of Fare Payment Temperature on Train Ease of Getting Passes/Tokens/Fare Cards Courtesy of Ticket Agents / Customer Assistants Safe Train Operation Value of Service for Fare Paid Availability of Schedule Information at Stations Safety From Crime at Stations Safety from Crime While Riding the Train</p>
<p>Priority 3 – Moderate Potential</p> <p>Wait Time When Transferring Crowding on Trains Trains / Stations are Clean of Graffiti Cost of Monthly Pass Availability of Seats on Trains Cost of One-Way Ride Availability of Printed Schedules Effectiveness of CTA's Hotline Ability to Get Information by Phone Comfort of Seats on Train Smoothness of Ride Availability of Seats / Benches at Stations Cleanliness of Train Exterior Cost of Transferring Availability of Parking at Stations</p>	<p>Priority 4 – Limited Opportunities</p> <p>Courtesy of Conductors Professional Appearance of Conductor Ease of Making Transfers</p>

Sample Banner Pages

Q01 When using the CTA, would you say you usually. . .

BASE = ALL RESPONDENTS

Comparison Groups: BC/DEFHIJ/KLMN/OPQRS/TUV
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Northwest Research Group
October 1997

Q1 When using the CTA, would you say you usually. . .

BASE = ALL RESPONDENTS

		FREQUENCY OF RIDING				BUS LOYALTY				TRAIN LOYALTY				DEPENDENCY				FARE PAYMENT				LENGTH OF RESIDENCE											
		IN-		SE-		POTL		HIGH		SE-		POTL		VUL		HIGH		VUL		VULB		DE-		VULB		PEN		DE-		VULB		PEN	
		FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	FREQ	
		BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN	BUS	TRN
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	
WEIGHTED TOTAL		2458	654	551	679	575	181	247	306	471	283	261	297	413	1181	244	1020	781	1035	642	283	220	572	1369									
TOTAL RESPONDING		2454	654	551	679	571	180	247	306	471	283	257	297	413	1181	244	1016	777	1035	642	283	220	572	1365									
UNWEIGHTED TOTAL		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Ride The Bus Only		2458	673	552	689	544	189	249	306	481	275	262	284	412	1221	261	964	789	1000	668	281	235	580	1345									
Ride The Train Only		566	330	293	12	21	91	116	158	258	2	3	10	17	444	61	150	266	135	254	48	50	199	356									
Ride Bus And Train		23%	50%	53%	2%	4%	50%	47%	52%	55%	1%	1%	3%	4%	38%	25%	15%	34%	13%	40%	17%	23%	35%	26%									
		DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE	DE								
		5	12	289	259	3	-	6	8	159	114	136	139	107	42	414	108	387	69	124	65	88	288										
		23%	1%	2%	43%	45%	2%	2%	2%	56%	44%	46%	34%	9%	17%	41%	14%	37%	11%	44%	29%	15%	21%										
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC									
		BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC	BC															

Comparison Groups: BCDE/FGHI/JKLM/NOP/QRS/TUVW
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Northwest Research Group
 October 1997

Q1 When using the CTA, would you say you usually. . .

BASE = ALL RESPONDENTS

AREA OF RESIDENCE												MODE OF TRAVEL AND AREA OF RESIDENCE																															
NTH- SO-				STH- WEST				SUB- URB				DWT TRN				NTH BUS				NW TRN				SO. BUS				SW TRN				WEST BUS				SUB TRN							
TOTAL DWTN				NTH WEST				STH WEST				SUB WEST				DWT TRN				NTH BUS				TRN BUS				SO. TRN				BUS TRN				BUS TRN				SUB TRN			
WEIGHTED TOTAL																																											
2458 53 515 368 571 198 198 555 29 23 247 268 182 186 329 242 98 100 104 94 215 340																																											
TOTAL RESPONDING																																											
2454 53 515 368 571 198 198 551 29 23 247 268 182 186 329 242 98 100 104 94 215 337																																											
100 100																																											
UNWEIGHTED TOTAL																																											
2458 195 410 417 412 407 414 203 101 94 204 206 209 208 205 207 201 206 206 208 99 104																																											
Ride The Bus Only																																											
655 17 125 101 189 54 71 98 16 1 122 3 99 2 175 14 50 3 68 4 91 7																																											
27% 33% 24% 27% 33% 27% 36% 18% 56% 3% 50% 1% 55% 1% 53% 6% 51% 3% 65% 4% 42% 2%																																											
Ride The Train Only																																											
566 14 142 79 30 31 28 242 0 13 1 141 1 78 - 30 1 30 1 27 13 229																																											
23% 26% 28% 21% 5% 16% 14% 44% 1% 57% 1% 52% 1% 42% 13% 1% 30% 1% 29% 6% 68%																																											
Ride Bus And Train																																											
1234 22 249 188 352 113 99 212 12 9 124 125 82 106 154 197 47 66 35 63 111 101																																											
50% 41% 48% 51% 62% 57% 50% 38% 43% 39% 50% 47% 45% 57% 47% 82% 47% 67% 34% 67% 52% 30%																																											
DK / REF																																											
4 - - - - - 1 3 - - - - - 1 - - - - - 3																																											

Northwest Research Group
October 1997