

2024 Fall Biannual Survey Draft Results Overview

March 2025

Survey Administration & Results

Timeframe:

- Survey open from 10/11/2024 to 11/15/2024.

Recruitment:

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

Email recruitment:

- Email survey distributed 27,556 of the ~108,513 Ventra customers who are opted-in to receive emails and have ridden CTA at least once per month from July to September 2024.
- Sample proportional to service area population based on customer ZIP code, with oversampling in areas with traditionally low response rates.
- 1,622 responses collected.

Car Card recruitment:

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

Total Sample Size:

- 1,613 completed surveys (68 completed in Spanish and 1 in Polish).
- Email survey response rate = 5.9%*

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



Segments

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

Frequent riders:

- Used CTA Bus or Rail at least 1-3 days per week during July, August, and September 2024.
- Sample size = 1,221 (76% of sample)

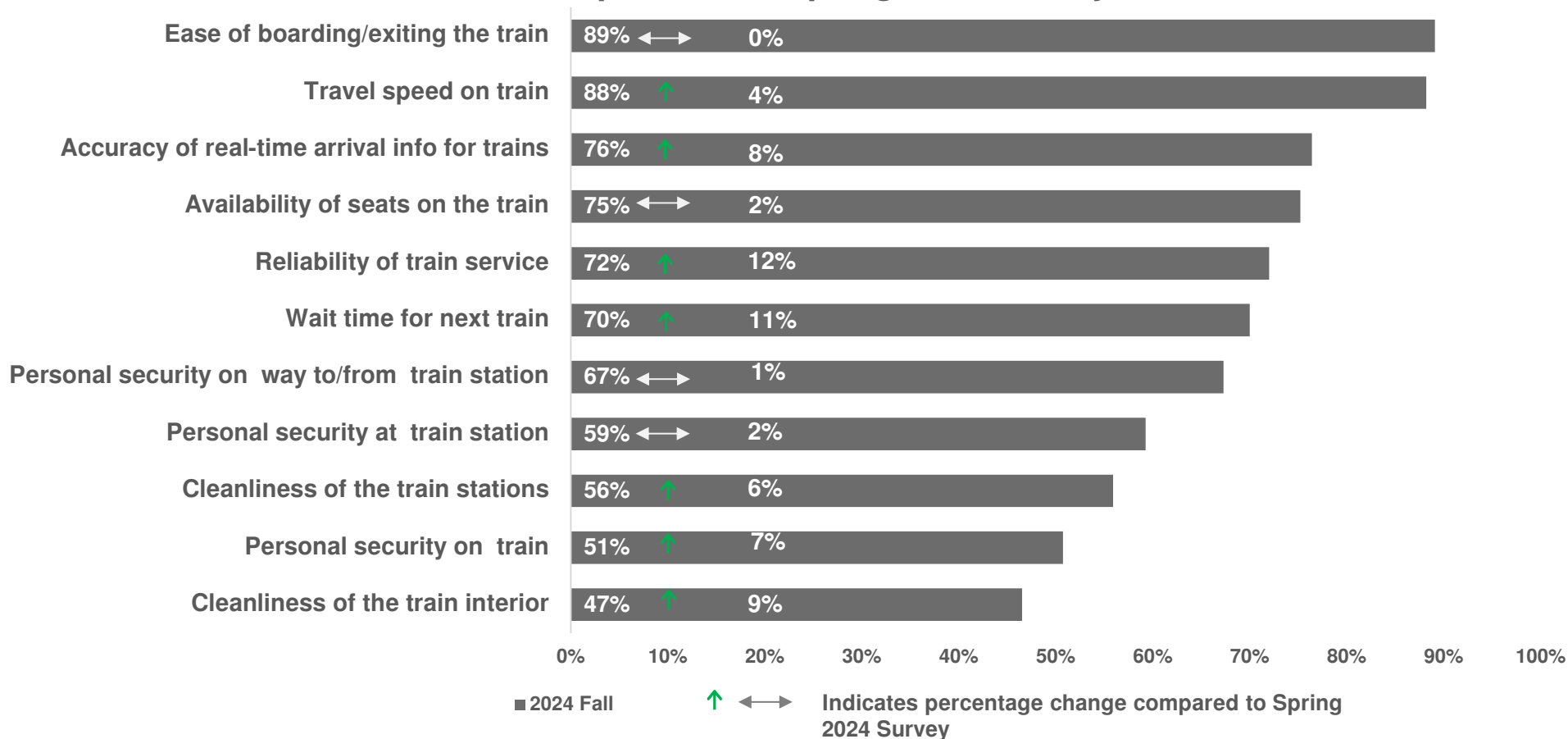
Infrequent riders:

- Used CTA Bus or Rail at most 1-2 days per month during July, August, and September 2024.
- Sample size = 392 (24% of sample)

Train Satisfaction Compared to Spring 2024

Satisfaction with all train attributes remained steady or improved compared with the Spring 2024 Survey. Personal security on the train and cleanliness of train interior have the lowest satisfaction levels.

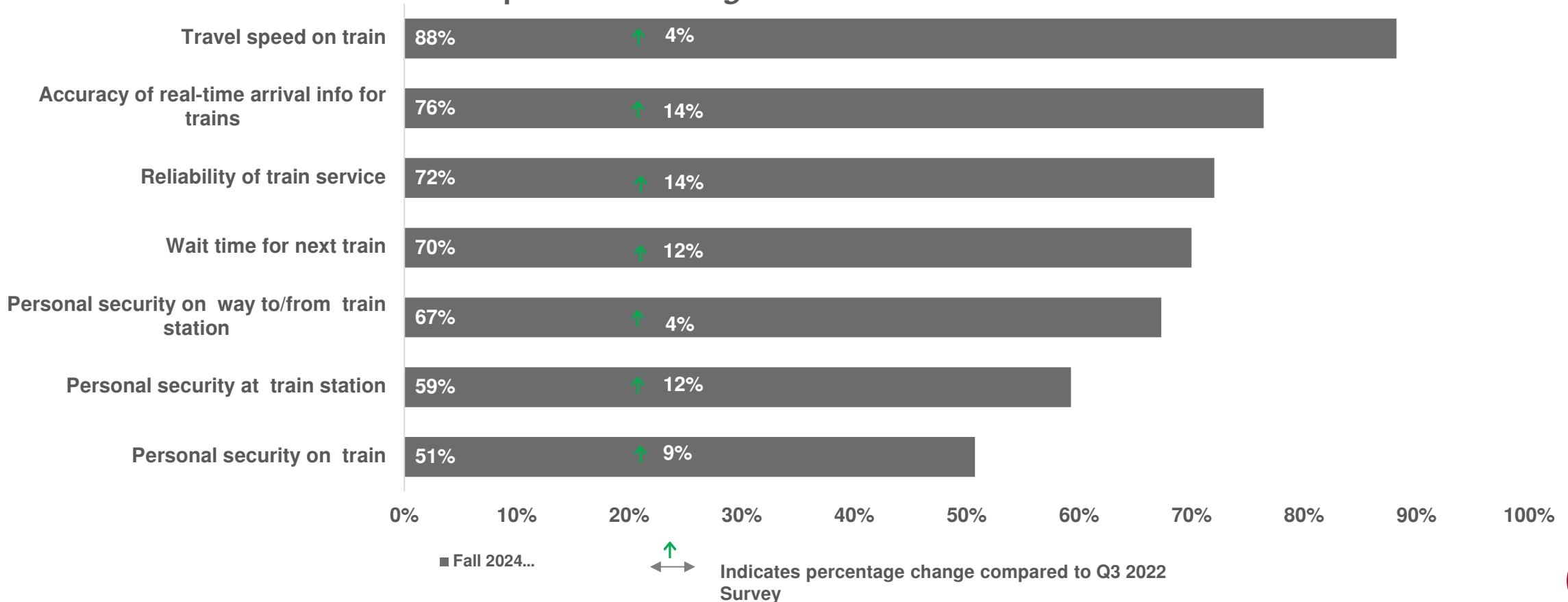
Percent Satisfied with CTA Train Attributes Compared with Spring 2024 Survey



Train Satisfaction Compared to Baseline *Meeting the Moment*

Satisfaction with all train attributes improved steadily compared to the Q3 2022 survey. The biggest improvements were in the areas of wait time, reliability, real-time arrival accuracy, and personal security at stations. Personal security on trains has also improved, but half of all respondents are still dissatisfied in this area.

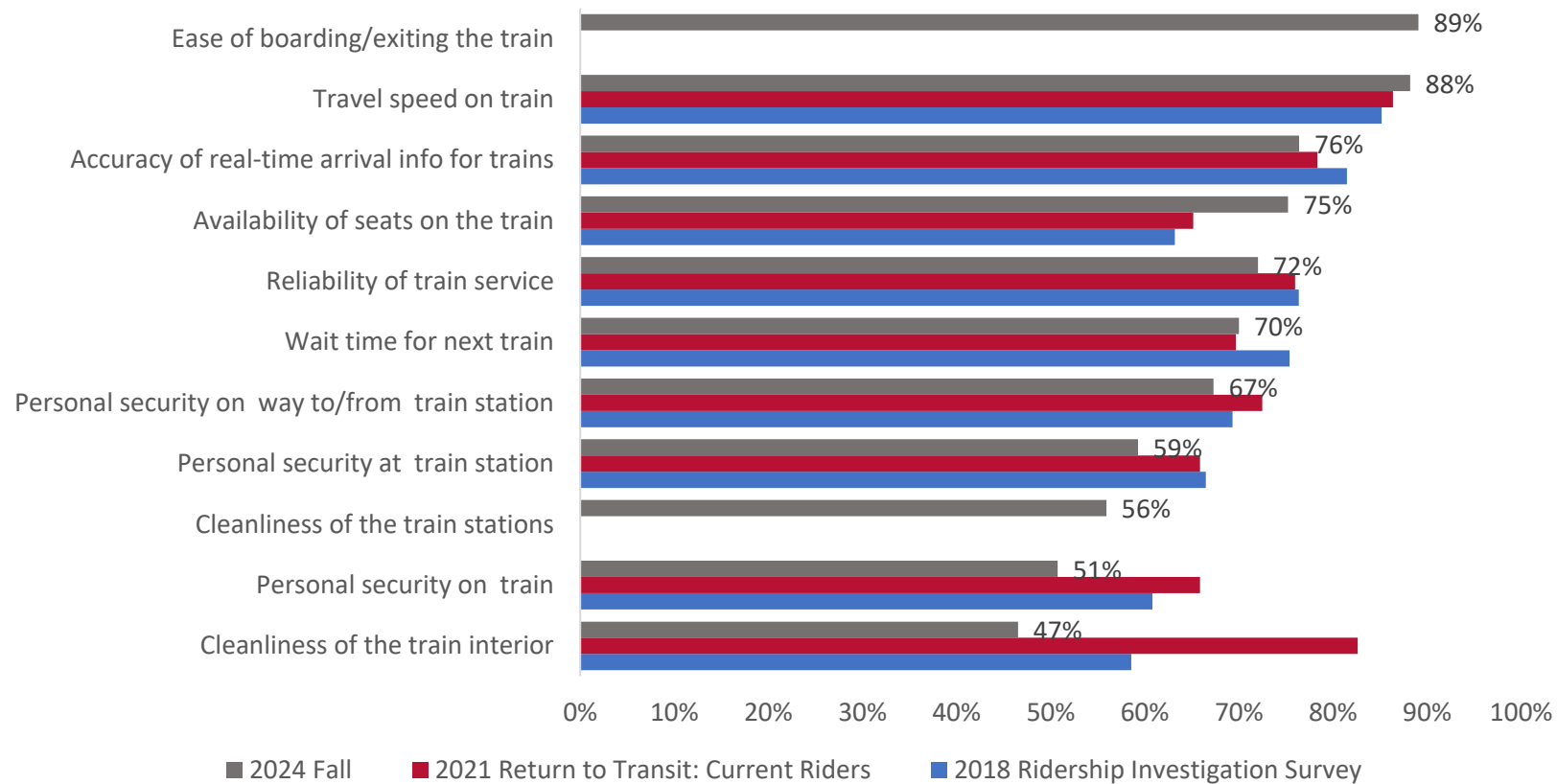
Percent Satisfied with CTA Train Attributes Compared to *Meeting the Moment* Baseline



Train Satisfaction Compared to Past Surveys

Satisfaction with cleanliness and personal security are below the **2021 Return to Transit** survey and the **2018 Ridership Investigation** survey. Reliability and wait time satisfaction is approaching pre-pandemic satisfaction.

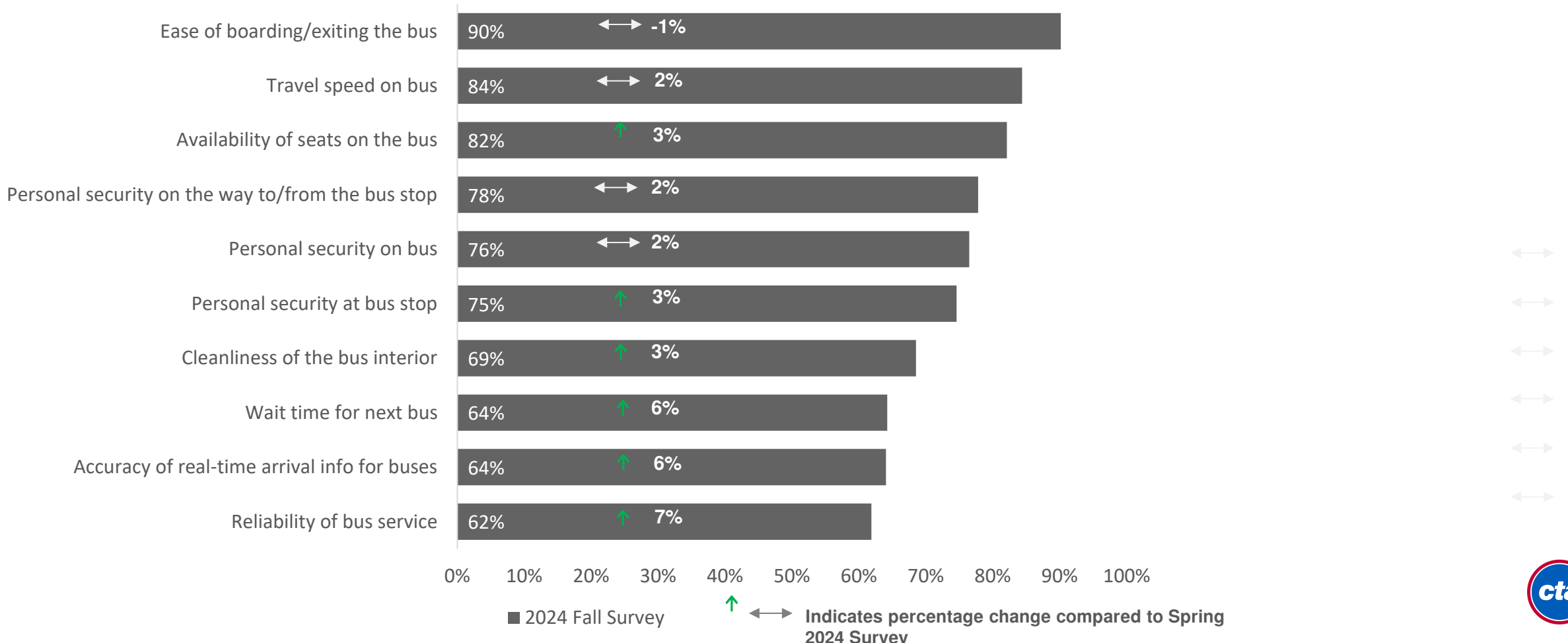
Percent Satisfied with CTA Train Attributes Compared with Past Surveys



Bus Satisfaction Compared to Spring 2024

Satisfaction with all bus attributes remained steady or improved compared with the Spring 2024 Survey, with the largest increases related to service frequency, reliability, and real-time info accuracy.

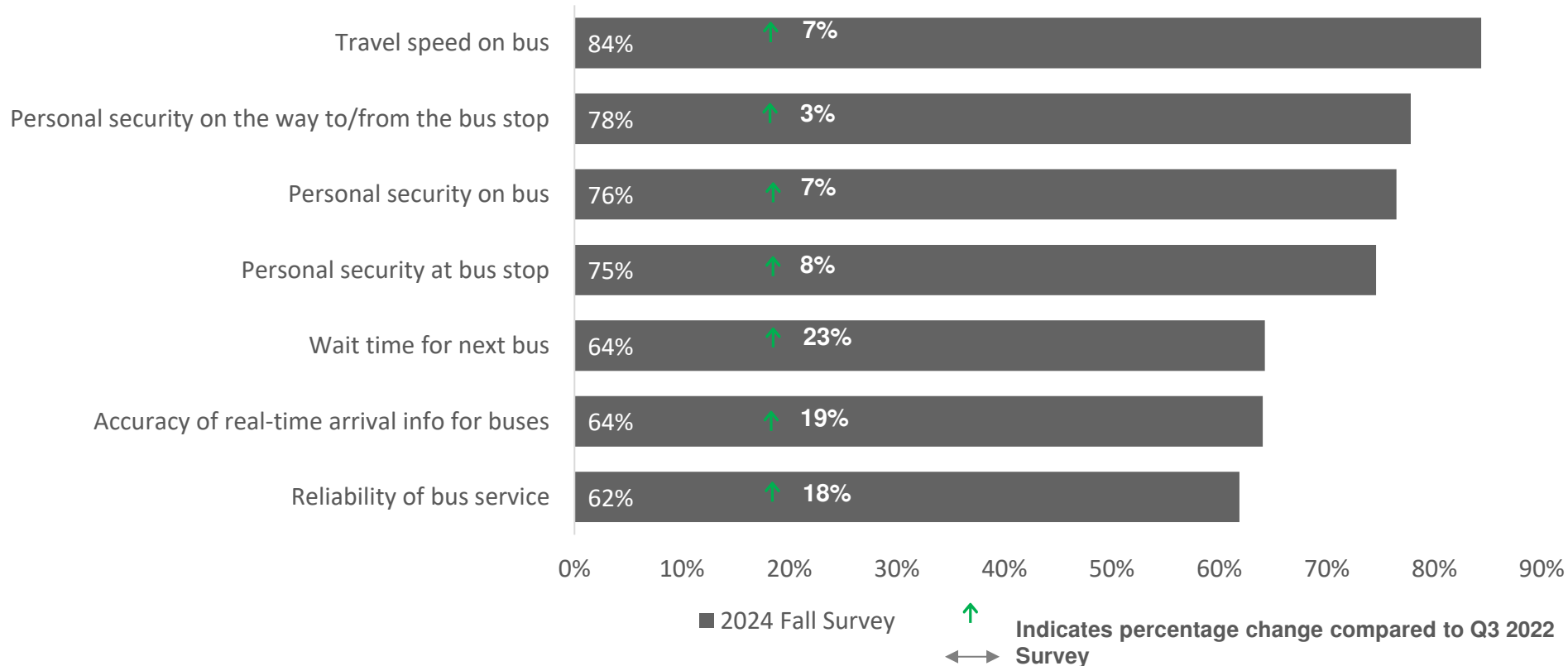
Percent Satisfied with CTA Bus Attributes
Compared to Spring 2024 Survey



Bus Satisfaction Compared to *Meeting the Moment* Baseline.

Satisfaction with all bus attributes improved compared to the Q3 2022 Survey, with wait time, accuracy of real-time info, and reliability showing significant gains in satisfaction.

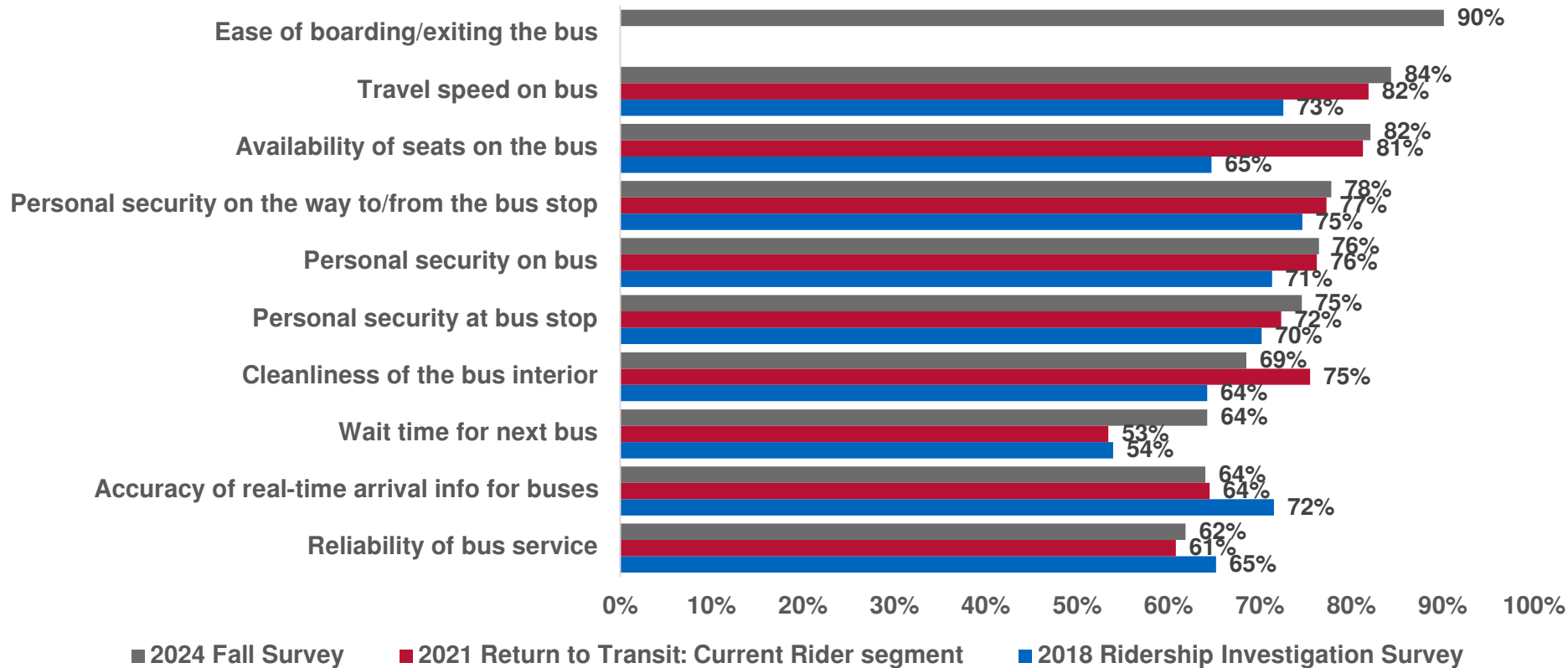
Percent Satisfied with CTA Bus Attributes
Compared to Spring 2024 Survey



Bus Satisfaction Compared to Past Surveys

Satisfaction with wait time for the next bus on the Fall Survey has outpaced satisfaction on the [2021 Return to Transit Survey](#) and the [2018 Ridership Investigation Survey](#). Reliability of bus service is comparable to past surveys.

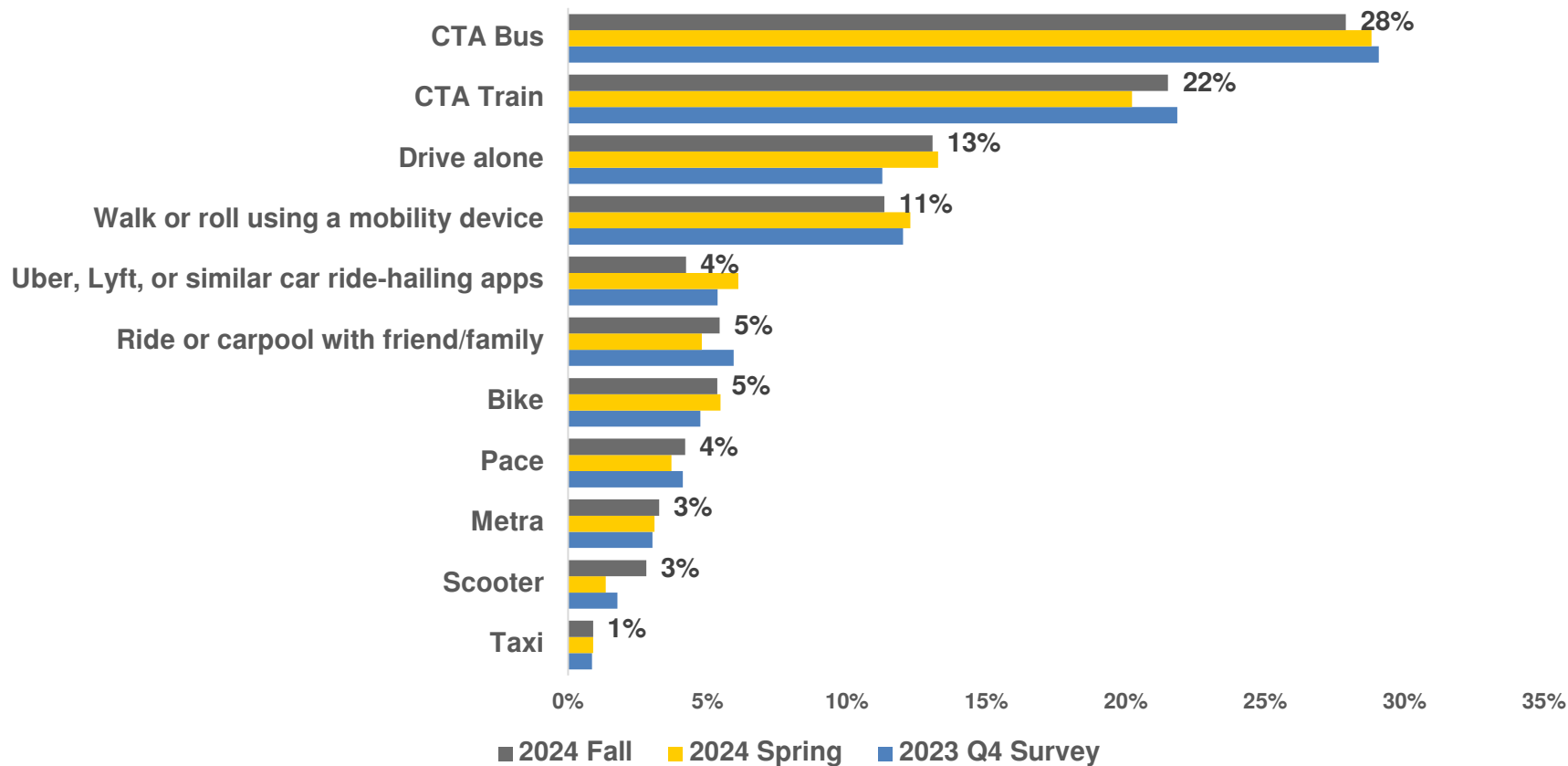
Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



Mode Share Compared to Past Surveys

Respondents' mode share on CTA on the Fall 2024 Survey was comparable to the Spring 2024 Survey and the 2023 Q4 Survey.

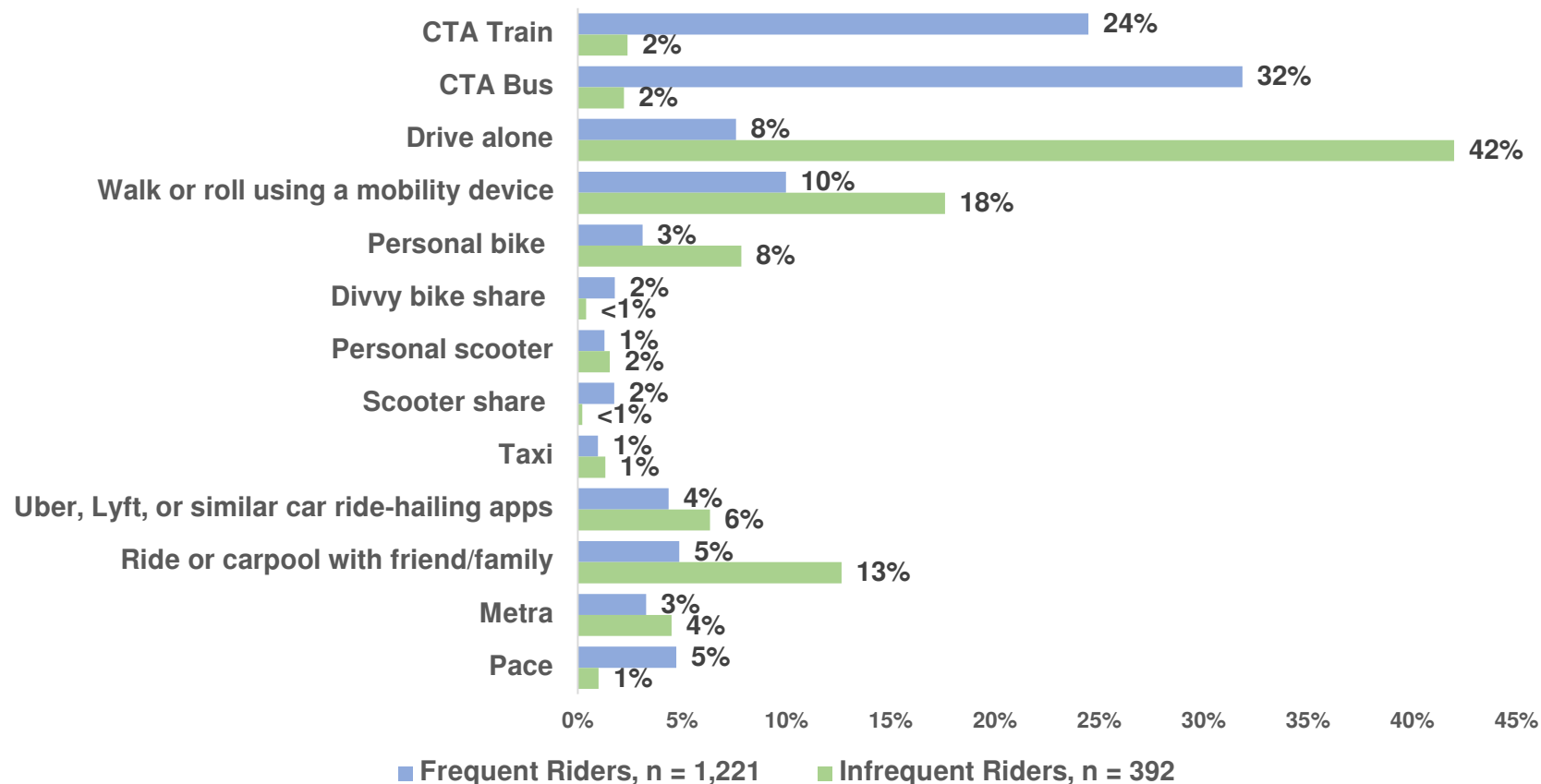
Mode Share in Past Few Months
Compared with Past Surveys



Mode Share

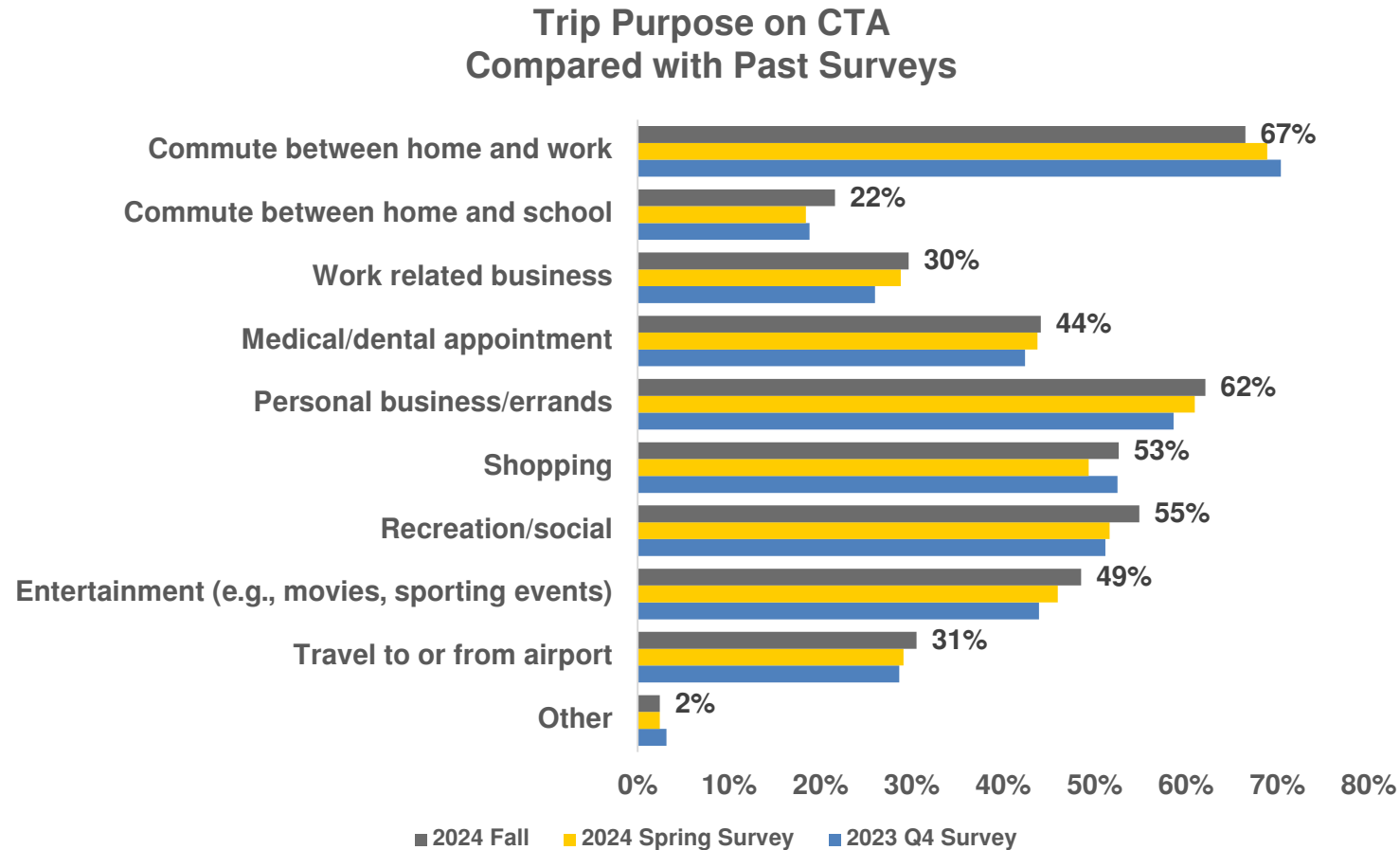
Trips on CTA were 56% of **frequent riders'** mode share and only 4% of **infrequent riders'** mode share.

Mode Share in Past Few Months



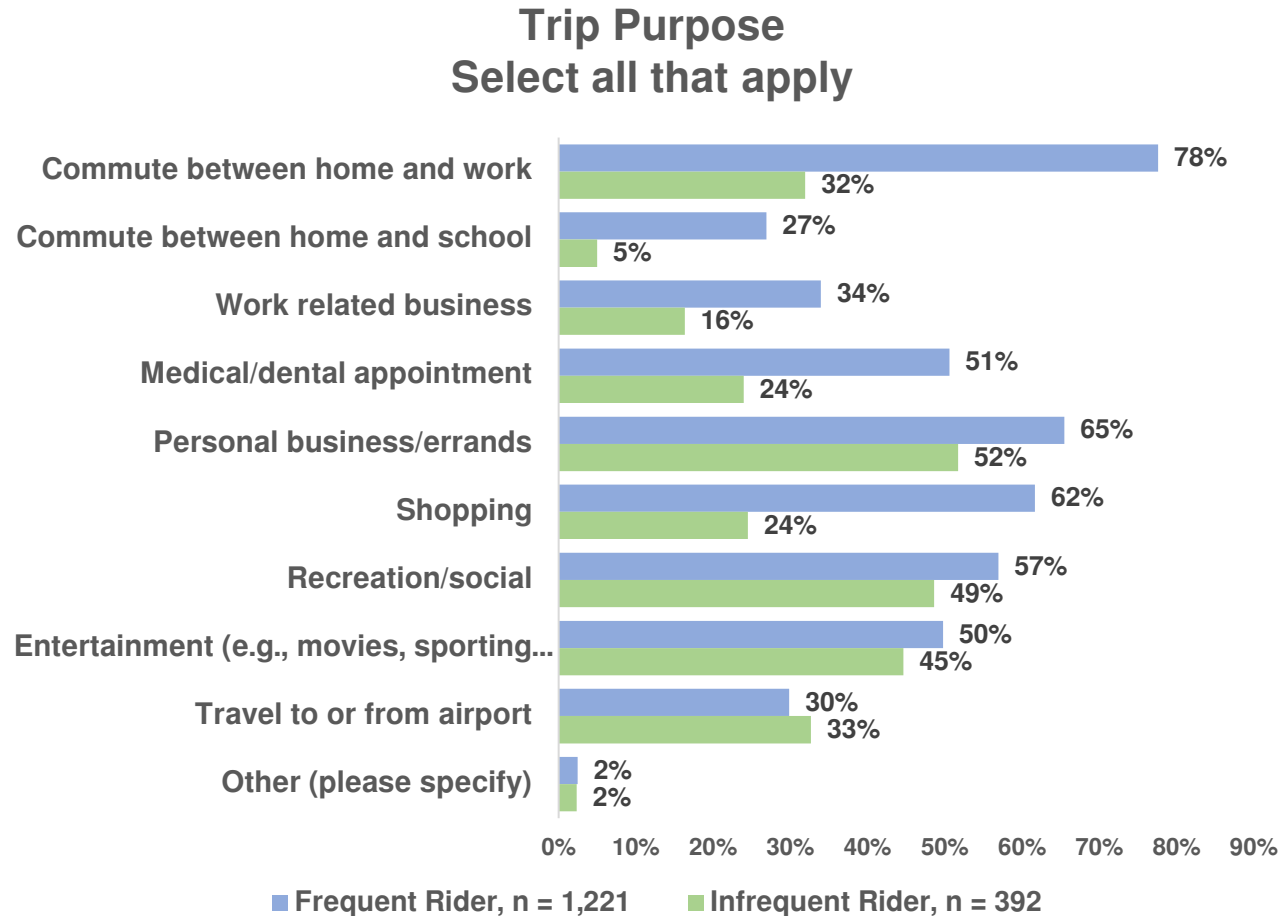
Trip Purpose Compared to Past Surveys

Respondents on the Fall 2024 survey were more likely to use CTA for a variety of trip purposes in addition to commuting to work.



Trip Purpose on CTA

The most frequently selected trip purpose for **frequent riders** was commute between home and work and for **infrequent riders** it was personal business/errands.



Fare Satisfaction

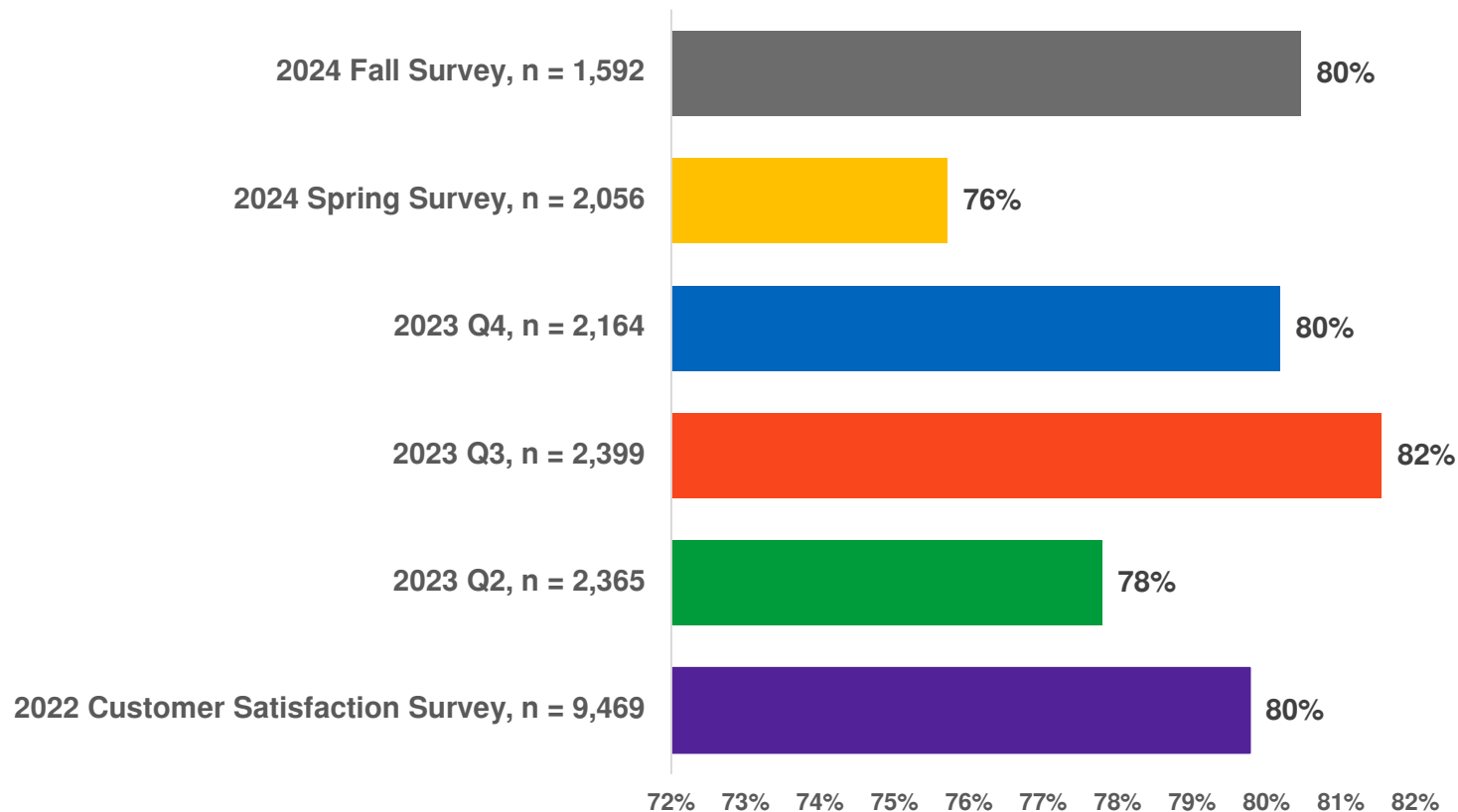
Infrequent riders reported higher levels of satisfaction with value of service for fare paid and ease of fare payment compared to **frequent riders**.



Fare Satisfaction Compared to Past Surveys

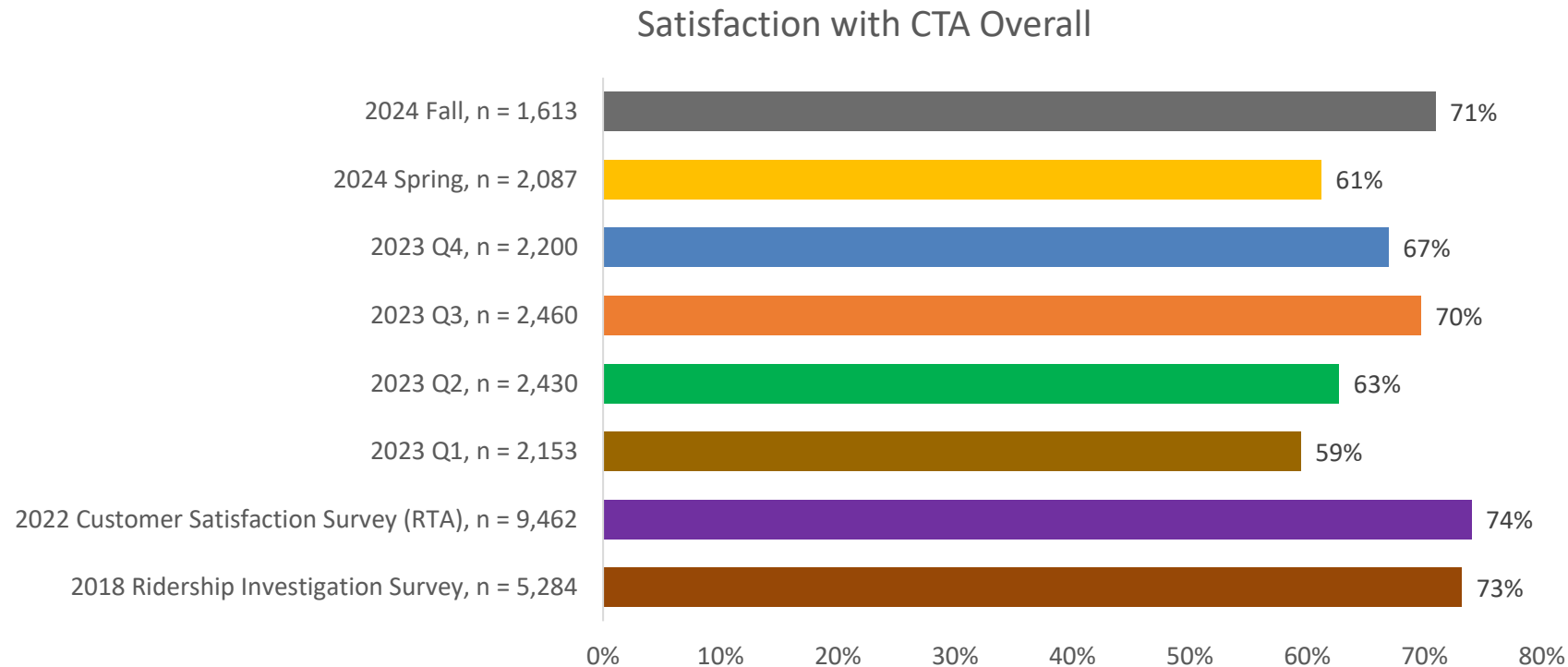
80% of respondents on the 2024 Fall Survey were satisfied with value of service for fare paid, an increase from the Spring 2024 survey.

Satisfaction with value of service for fare paid



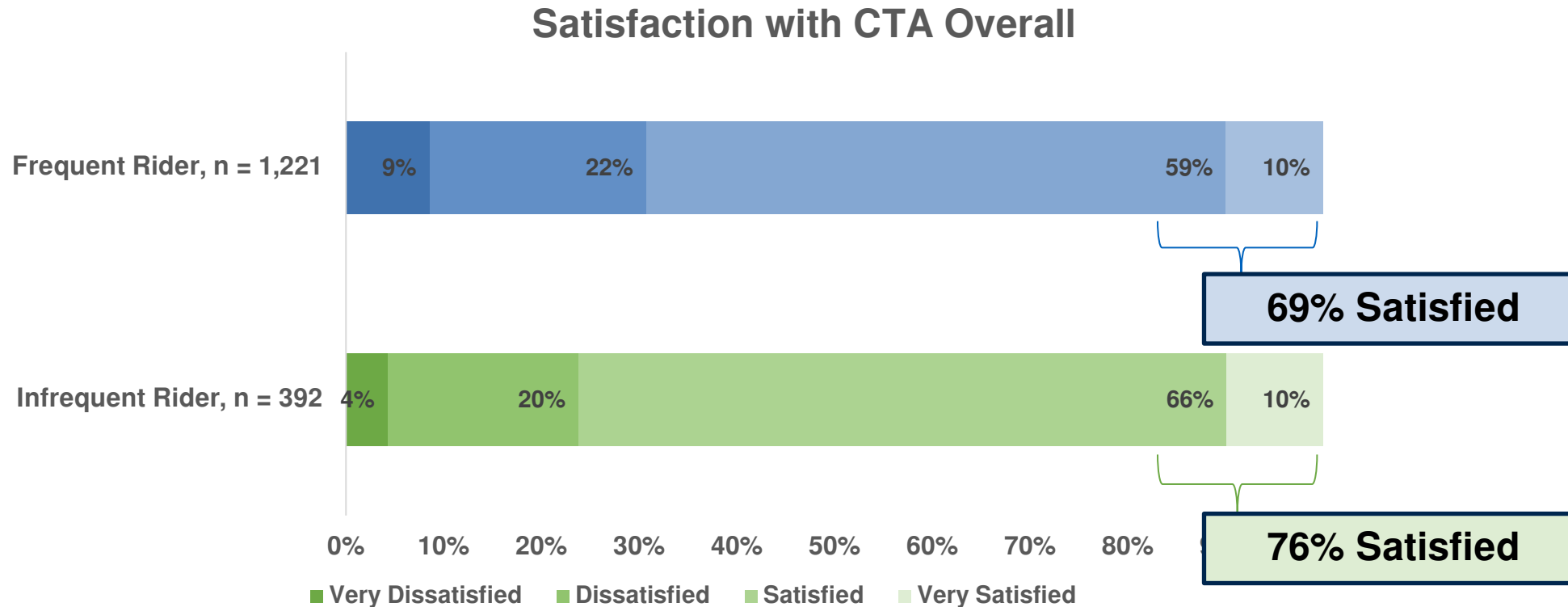
Overall Satisfaction Compared to Past Surveys

Compared to previous quarterly/biannual surveys in 2023 and 2024, customers on the 2024 Fall Survey reported the highest levels of satisfaction with CTA overall at 71% indicating they are satisfied or very satisfied with CTA.



Overall Satisfaction

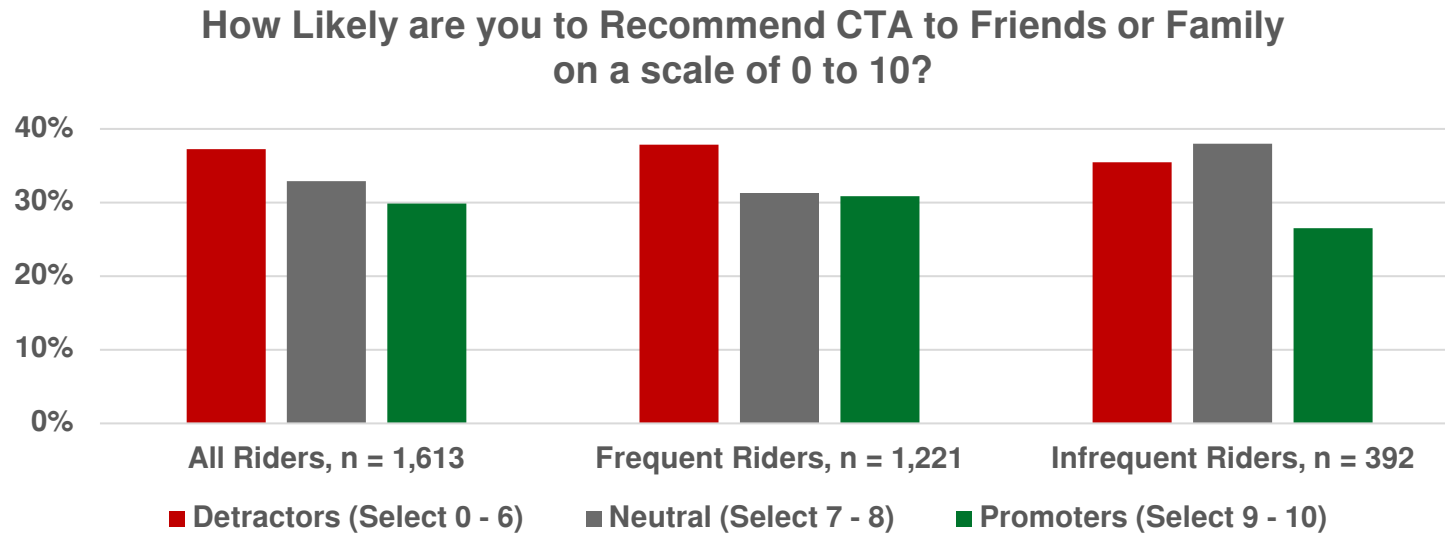
Infrequent Riders were more satisfied with CTA overall compared to **frequent riders**.



CTA's Net Promoter Score

The Net Promoter Score represents customer loyalty. CTA received a Net Promoter Score of -7, indicating that more riders are unhappy with our service and would not recommend CTA to friends or family, than there are riders who would recommend CTA. This was an improvement from the 2024 Spring Survey when the net promoter score was -30.

Frequent riders have a slightly higher net promoter score (-7) than **infrequent riders**, -9.



Rank of Improvements that Would Encourage More Frequent CTA Use

Respondents ranked better security on board and at stops and stations, as well as faster and more reliable bus service as the top factors that would encourage more frequent use of CTA.

Which of the following improvements would encourage you to ride CTA more frequently?	2024 Fall Survey, n = 1,622	Spring 2024, n = 2,087	Q3 2022, n = 1,802
If there was better security on board	1	3	2
If there was better security at stations/stops	2	5	3
If buses were faster and more reliable	3	1	5
If service came more frequently during weekends	4	7	1
If service came more frequently during weekdays	5	2	4
If real-time arrival information for buses was more accurate	6	4	7
If trains were faster and more reliable	7	6	6
If vehicles/stations were cleaner	8	8	8
If real-time arrival information for trains was more accurate	9	9	9
If CTA fares were lower/more affordable	10	10	10
If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless	11	11	11



Rank of Improvements that Would Encourage More Frequent CTA Use

Frequent and infrequent riders were generally aligned with which improvements would encourage more frequent use of CTA.

Which of the following improvements would encourage you to ride CTA more frequently?	All, n = 1,622	Frequent Riders, n = 1,221	Infrequent Riders, n = 392
If there was better security on board	1	2	1
If there was better security at stations/stops	2	1	2
If buses were faster and more reliable	3	3	4
If service came more frequently during weekends	4	4	3
If service came more frequently during weekdays	5	5	5
If real-time arrival information for buses was more accurate	6	6	8
If trains were faster and more reliable	7	7	7
If vehicles/stations were cleaner	8	8	6
If real-time arrival information for trains was more accurate	9	9	9
If CTA fares were lower/more affordable	10	10	10
If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless	11	11	11

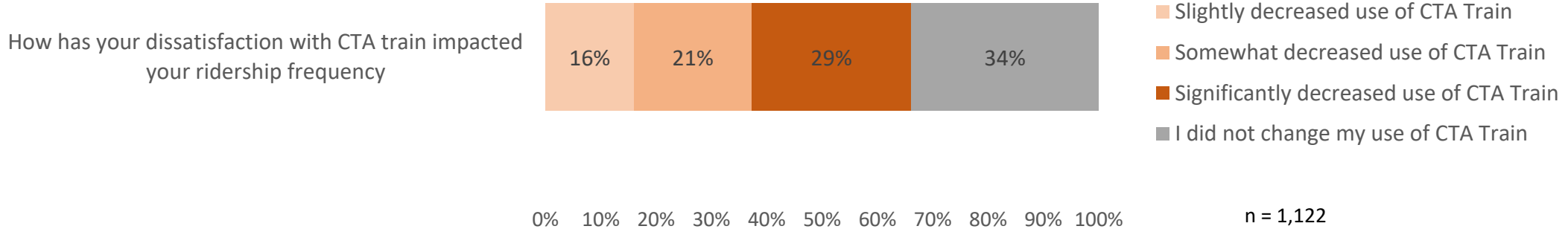


Improvements for CTA Train



Train Ridership Habit Change

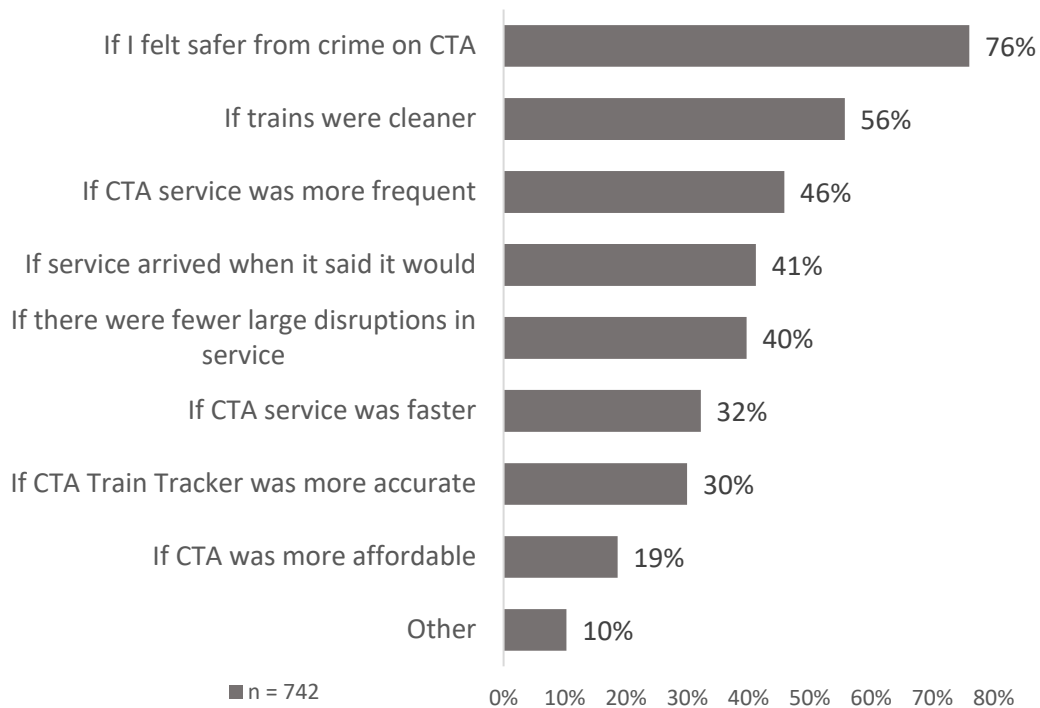
Respondents who were dissatisfied with some aspect of CTA Train indicated how their dissatisfaction impacts ridership frequency. While 34% of respondents reported that it did not affect how much they rode, 29% reported that they made significant decreases to their use of CTA Train, and 37% reported they decreased use either somewhat or slightly.



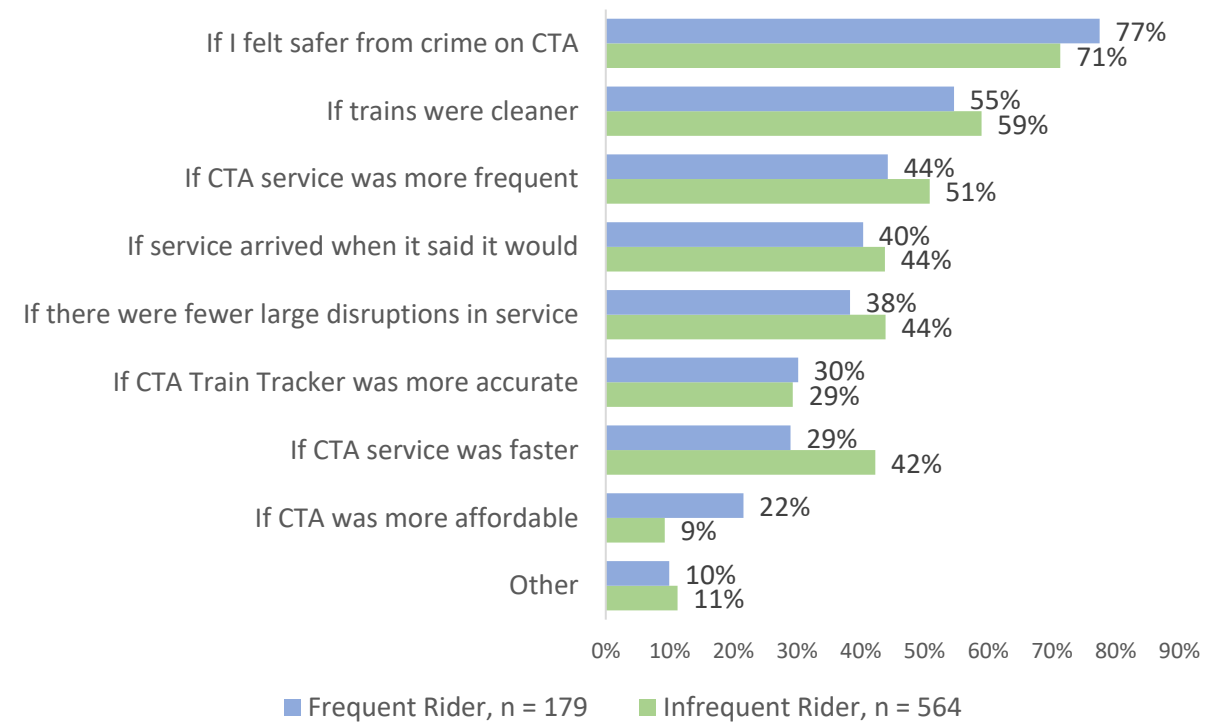
Improvements to Encourage Train Ridership

Of respondents who reported a decrease in use of CTA Train, 76% indicated that they would ride more if CTA felt safer from crime and 56% if trains were cleaner. Infrequent riders were much more likely than frequent riders to cite speed of service as a factor.

What would encourage you to use CTA Train more?



What would encourage you to use CTA Train more?



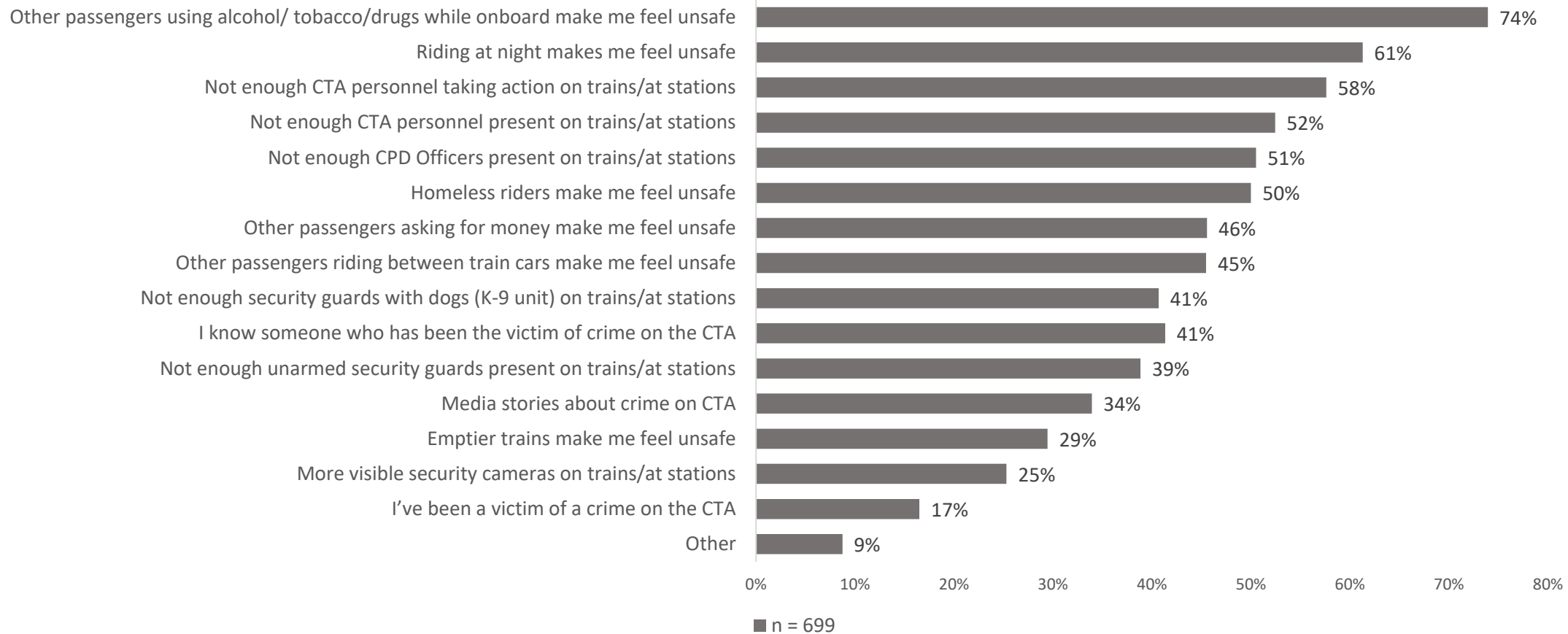
Personal Security & Cleanliness



Train Personal Security Dissatisfaction

Respondents who were dissatisfied with personal security on CTA Train identified that other passengers using alcohol, tobacco, and other drugs was the top reason that they feel unsafe, selected by 74% of respondents.

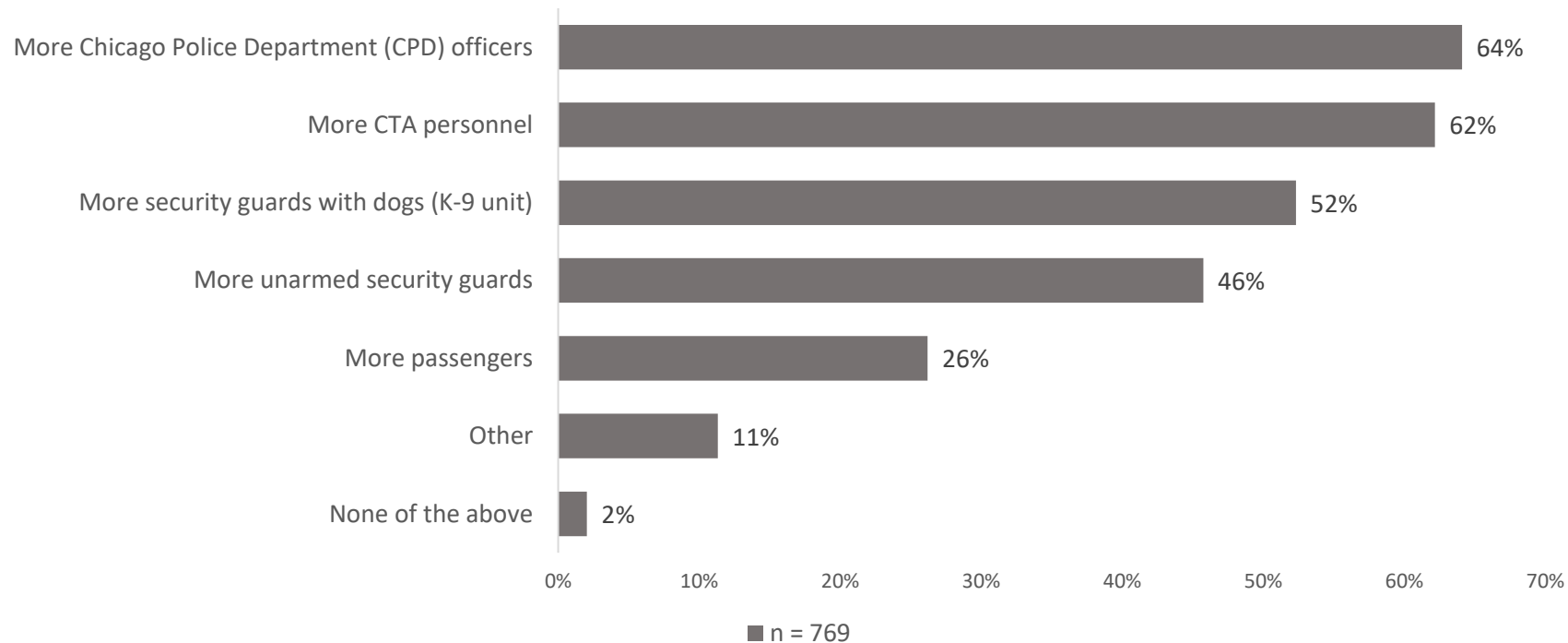
Reasons for Dissatisfaction with
Personal Security on the Train (Select all that apply)



Interventions to Improve Train Security

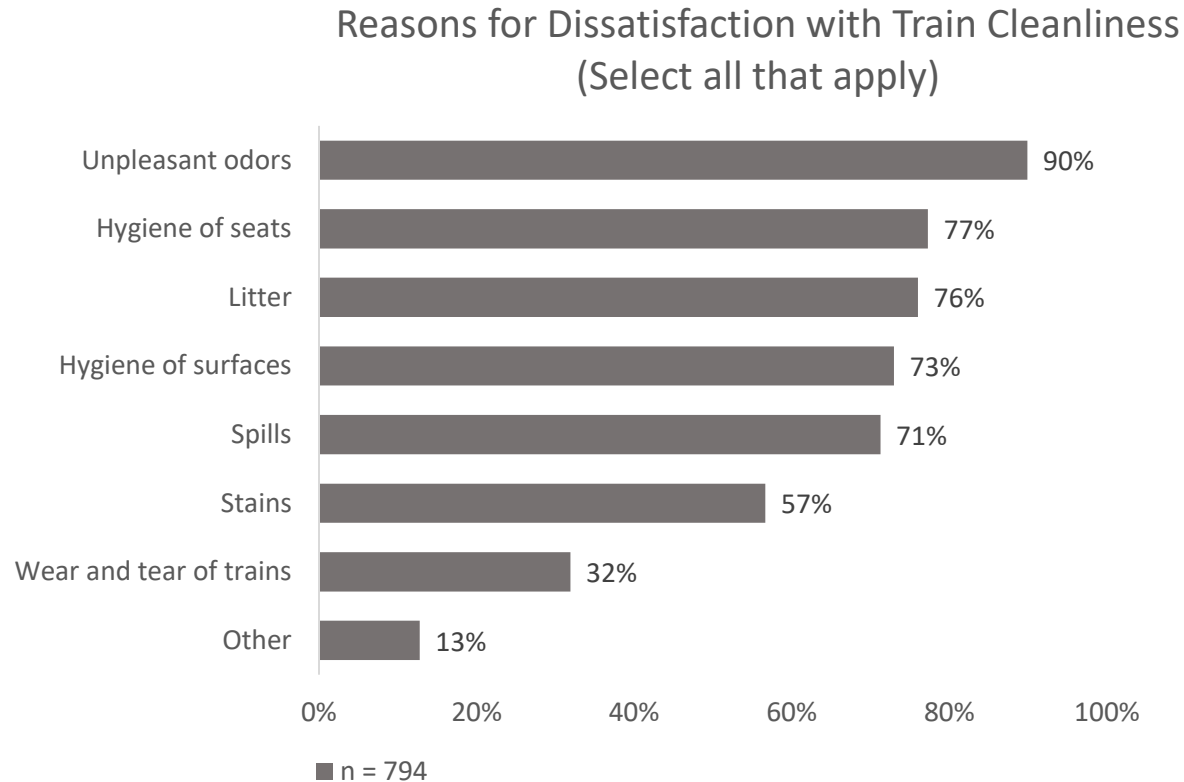
For respondents who were dissatisfied with personal security with CTA Train, 64% reported that more CPD officers would make them feel safer and 62% reported that more CTA personnel would make them feel safer.

Interventions to Improve Safety on Train (Select all that apply)



Train Cleanliness Dissatisfaction

90% of respondents who were dissatisfied with train cleanliness reported unpleasant odors as the reason, with 77% reporting hygiene of seats, and 76% indicating that litter was problematic.



Preferences for Reporting Personal Security Concerns

Respondents ranked which reporting methods they would feel most comfortable with in the case of a personal security concern.

Reporting to a CTA operator and reporting to a Chicago Police ranked 1st and 2nd, respectively.

Which reporting methods are you most comfortable with, ranked from most to least	Rank, n = 1,613
Reporting to a CTA Operator	1
Reporting to a Chicago Police Officer	2
Reporting online (CTA chatbot, 3rd party app, text message, etc.)	3
Reporting to an unarmed CTA security guard	4
Reporting through an emergency call button	5
Reporting to other CTA personnel (non-operator personnel)	6



***Chat with CTA* Chatbot
Awareness & Satisfaction**

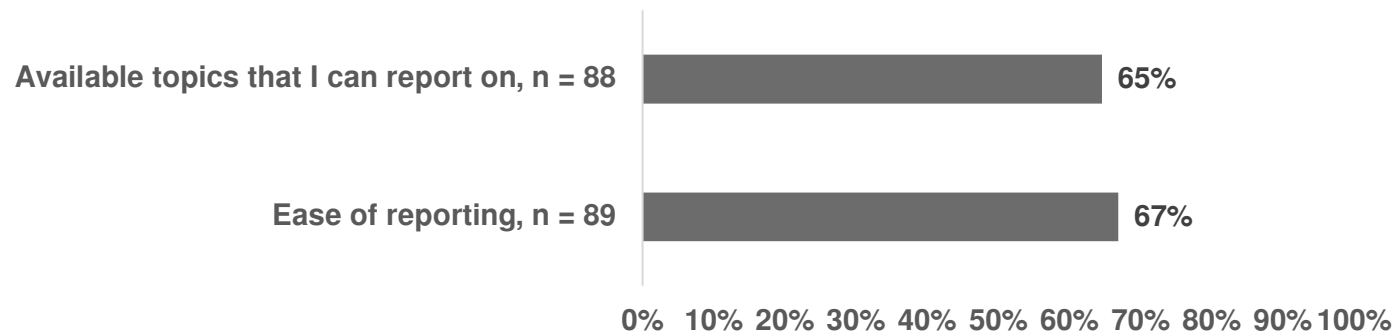


Chat with CTA Chatbot awareness and satisfaction

Only 15% of customers reported awareness of *Chat with CTA* chatbot on CTA's website, with 6% of those respondents reporting having used the Chatbot.

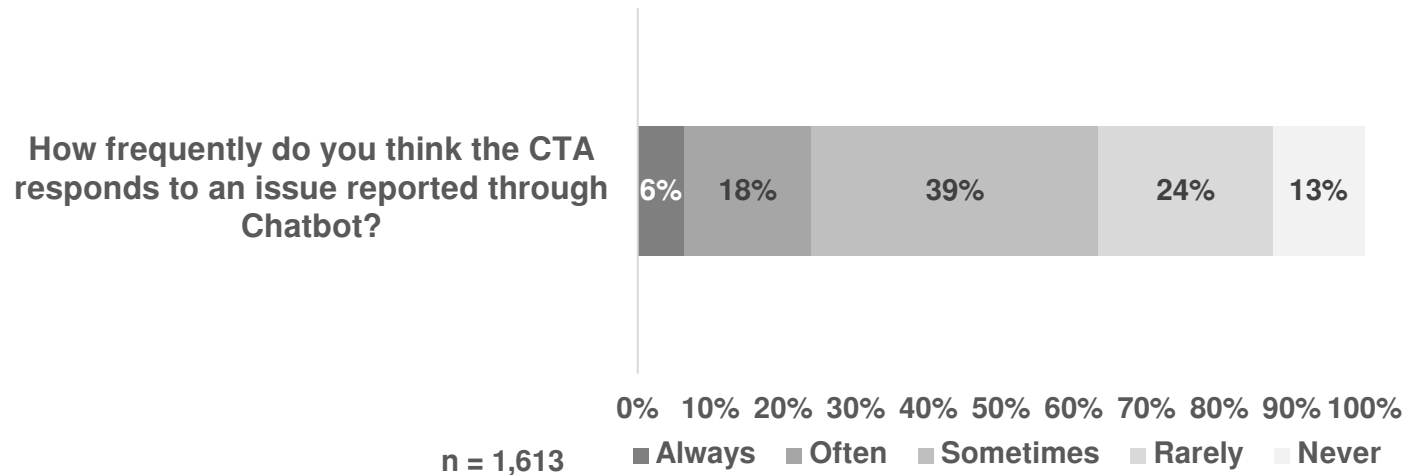
Of those that have used *Chat with CTA*, 65% were satisfied with available topics that could be reported on and 67% were satisfied with ease of reporting.

Percent Satisfaction with *Chat with CTA* Chatbot



Chat with CTA Chatbot response perception

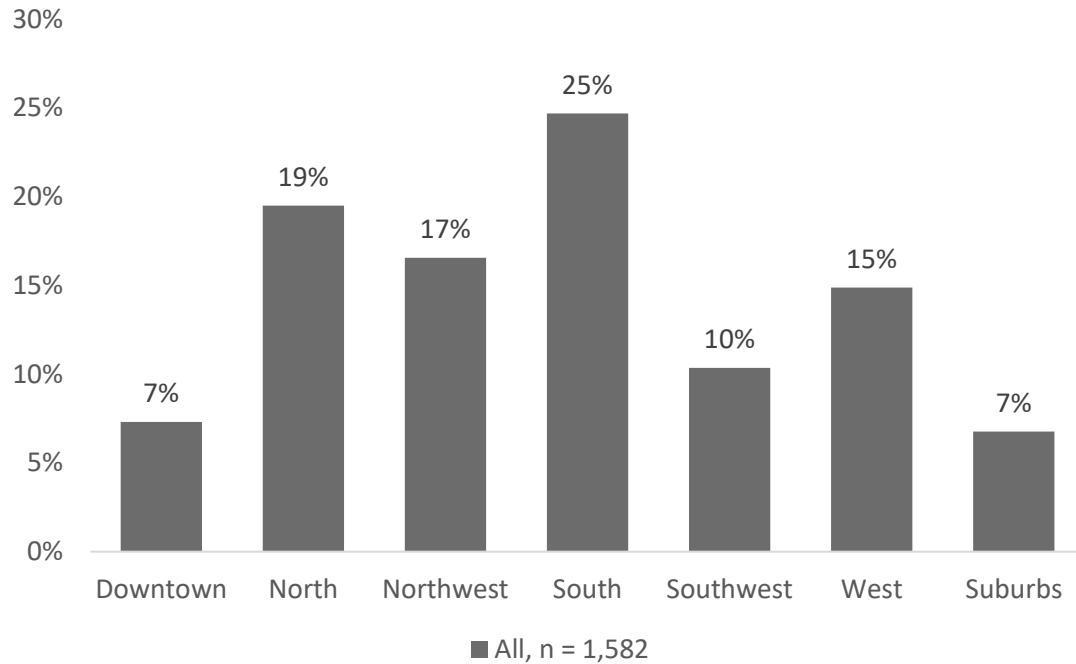
After learning about the Chatbot, 39% of respondents presumed that CTA responded to Chatbot complaints “sometimes” while 24% presumed “rarely” and 13% “never”.



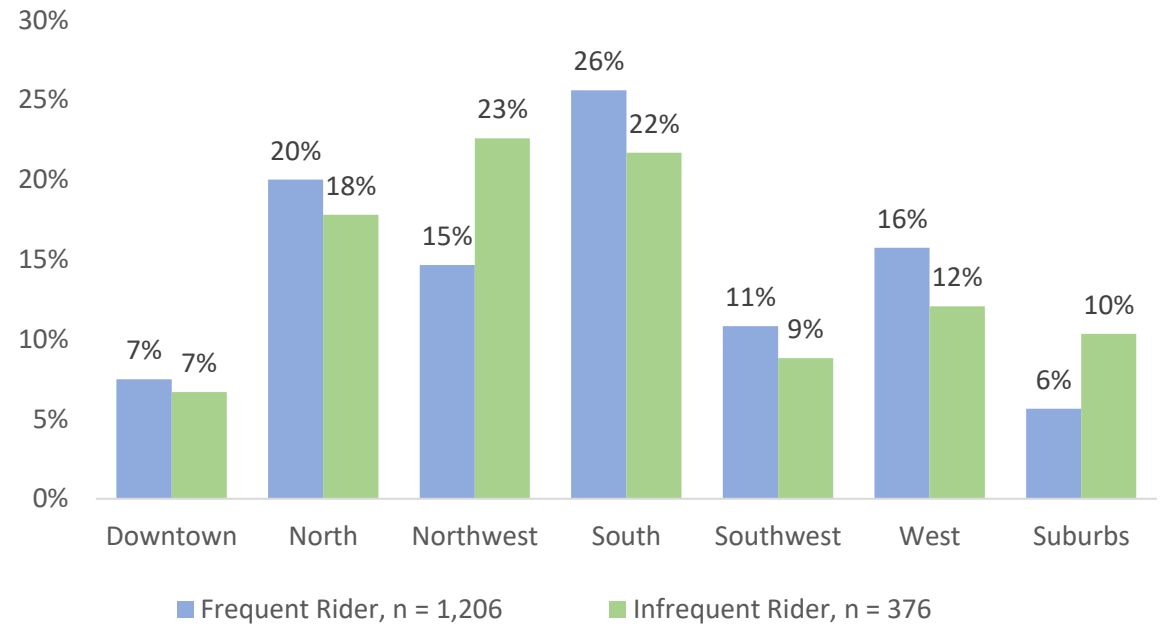
Demographics

Home Geography

City of Chicago Geography based on Home ZIP Code

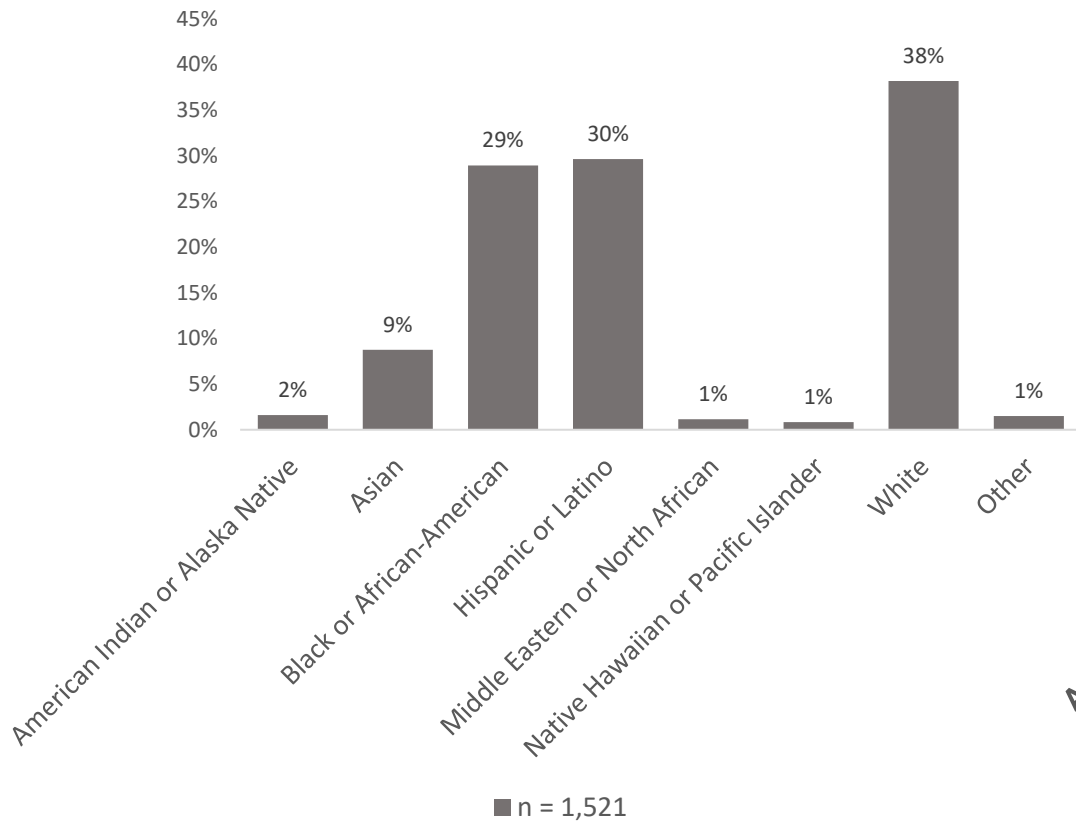


City of Chicago Geography based on Home ZIP Code by Rider Type

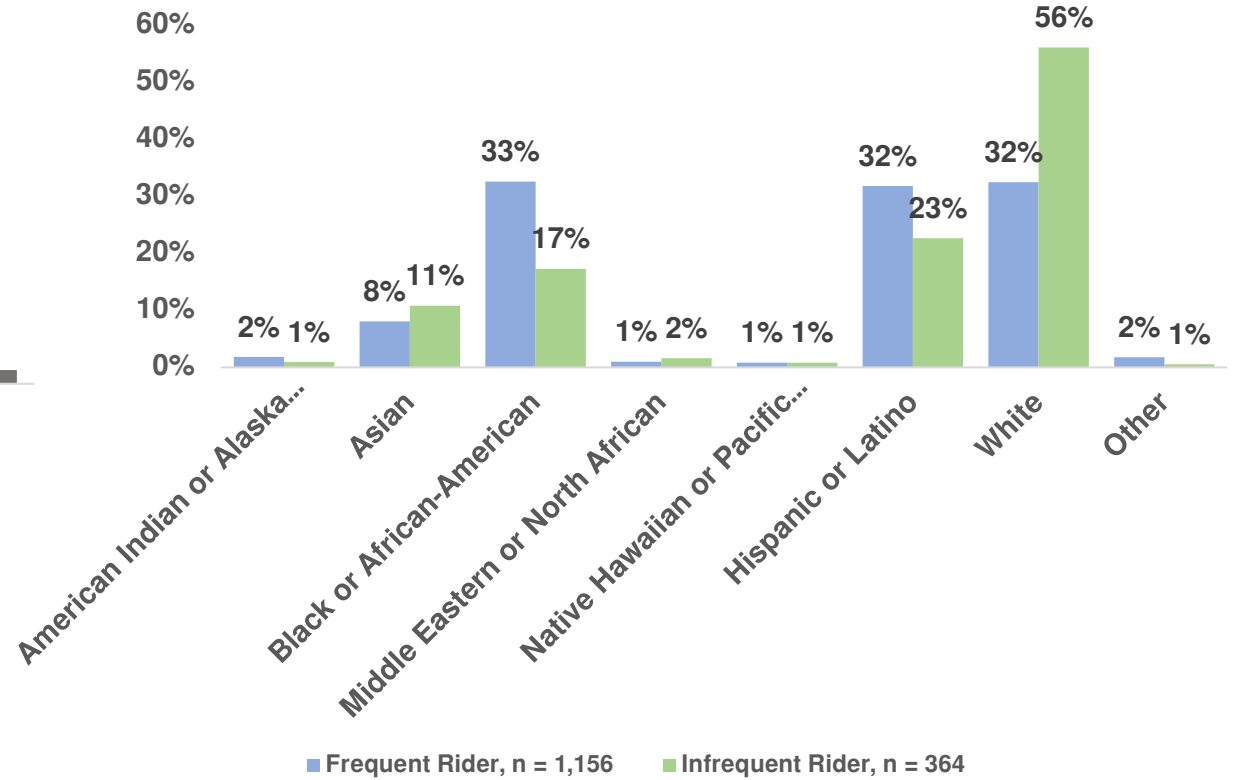


Ethnicity

Ethnicity (Select all that apply)

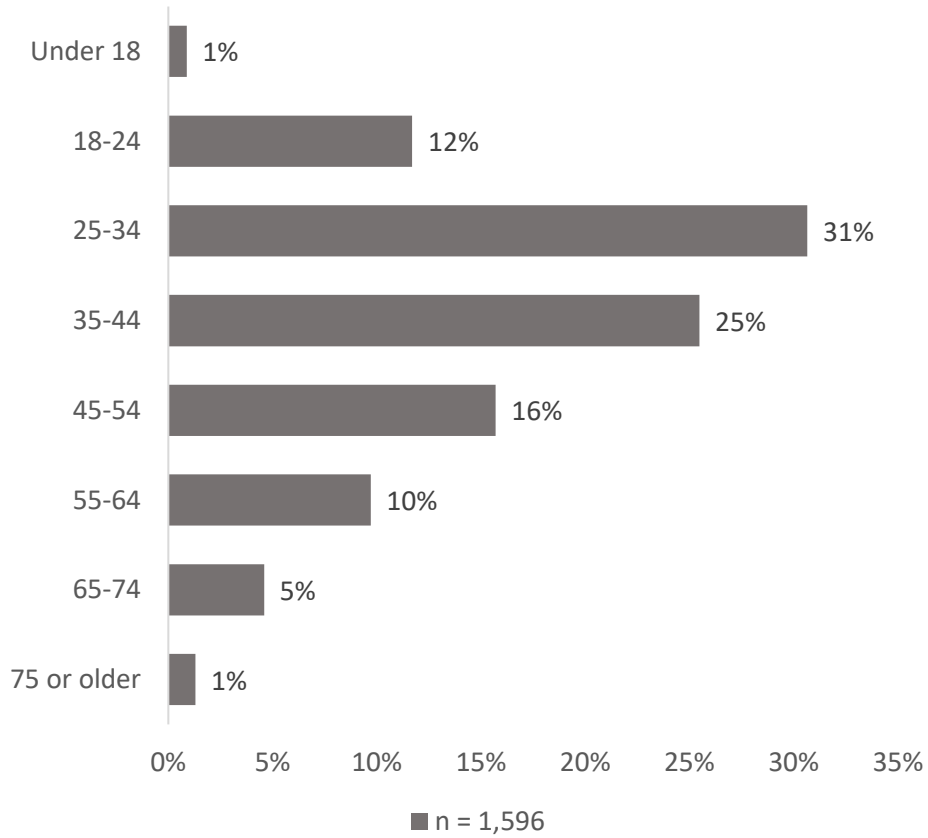


Ethnicity by Rider Type (Select all that apply)

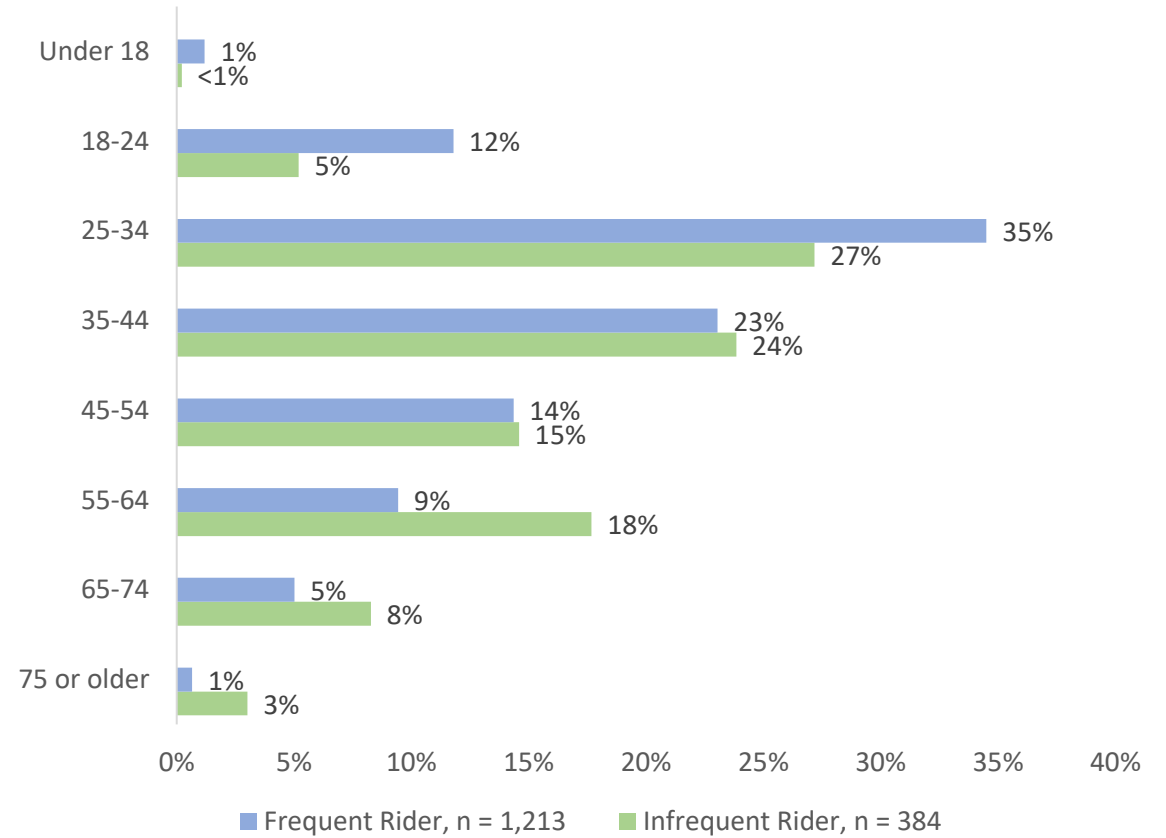


Age

Age

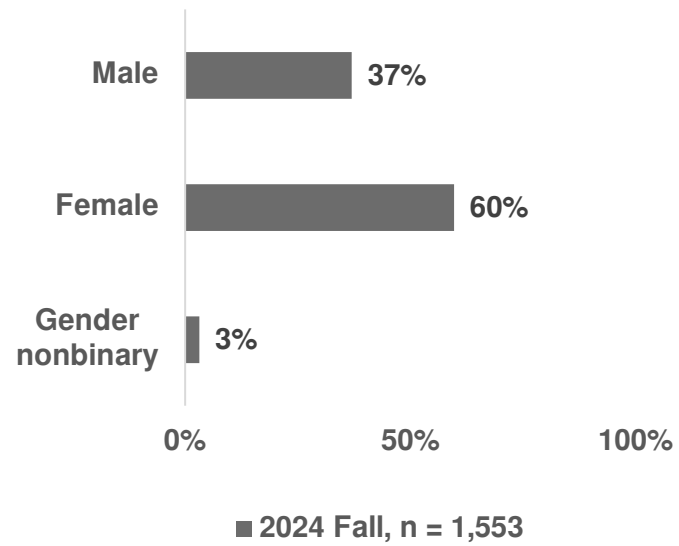


Age by Rider Type

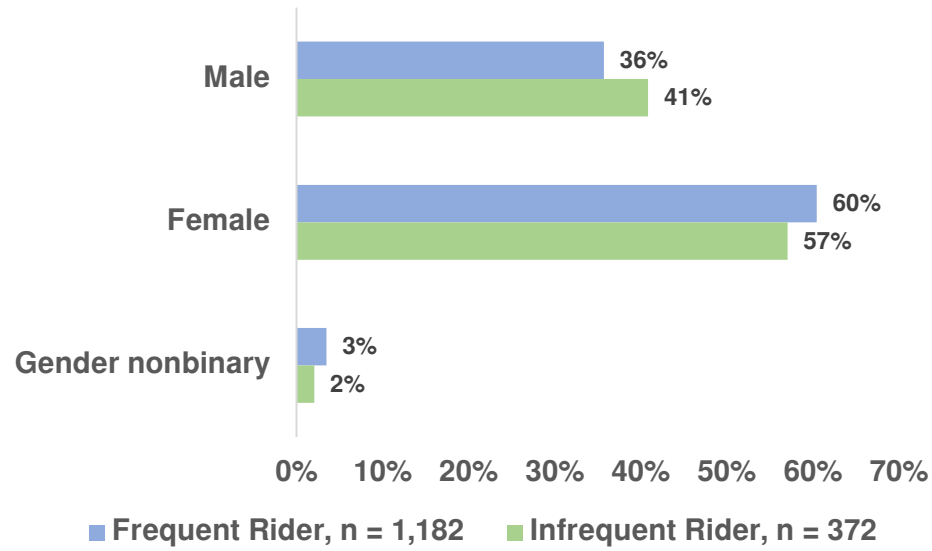


Gender

Gender

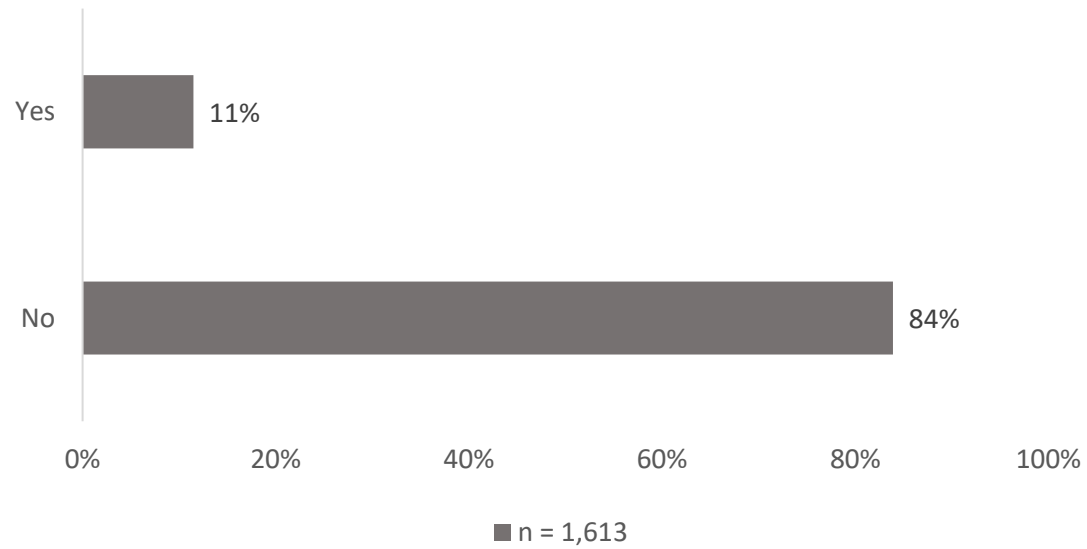


Gender by Rider Type

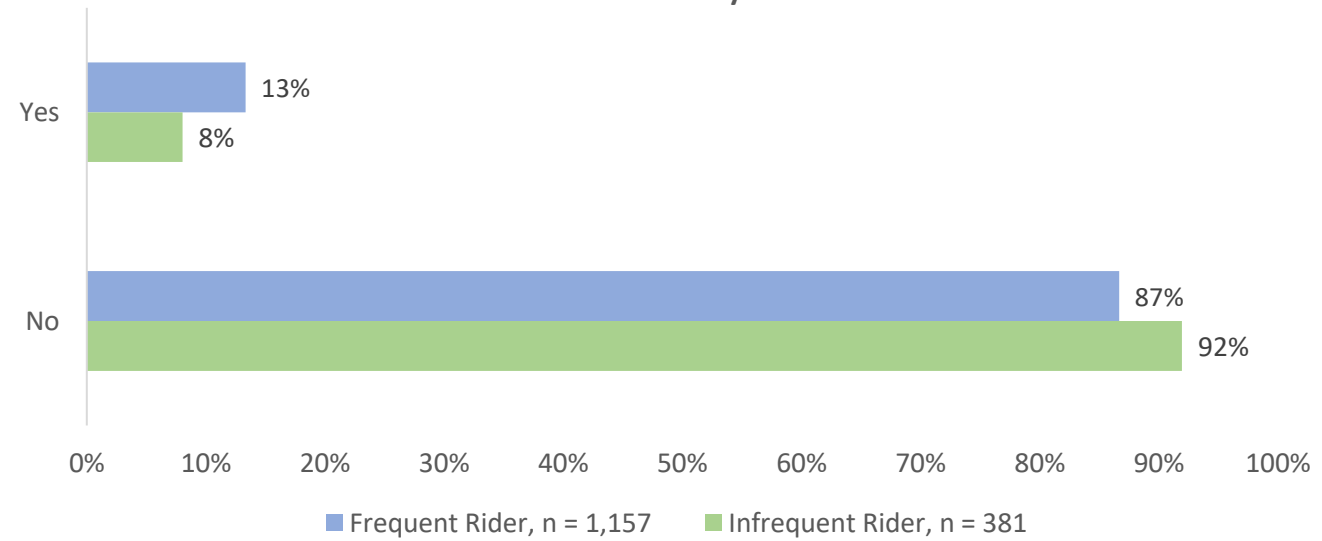


Disability Status

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

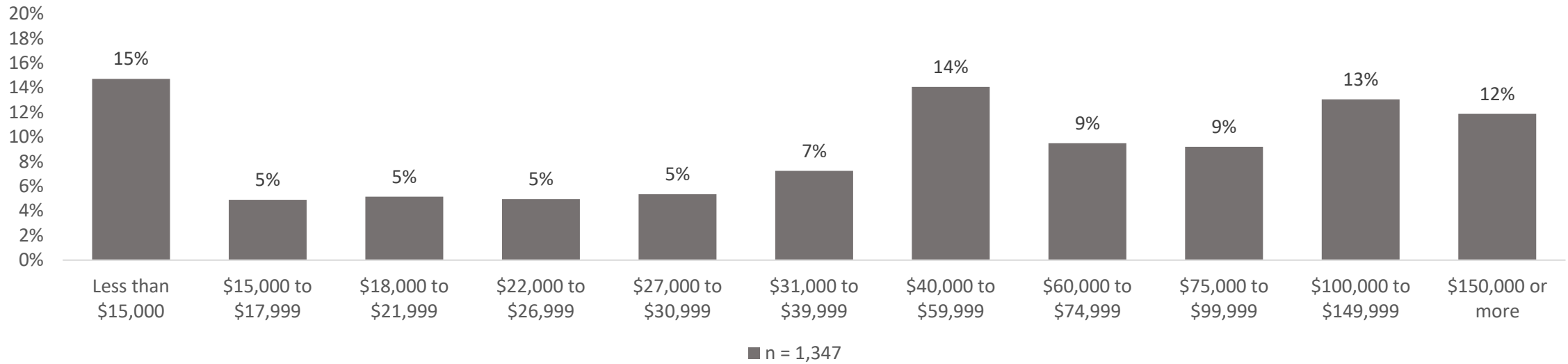


Do you consider yourself to be a person with a disability?

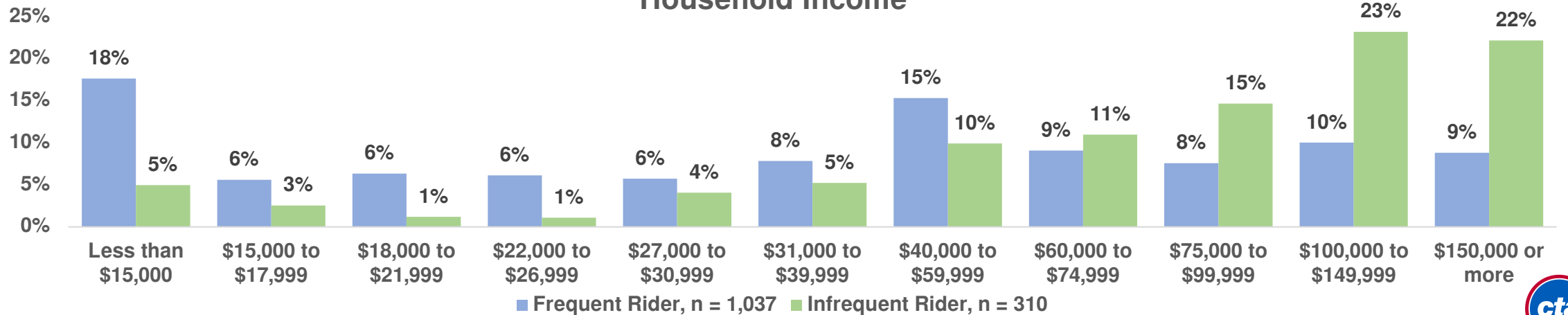


Household Income

Household Income

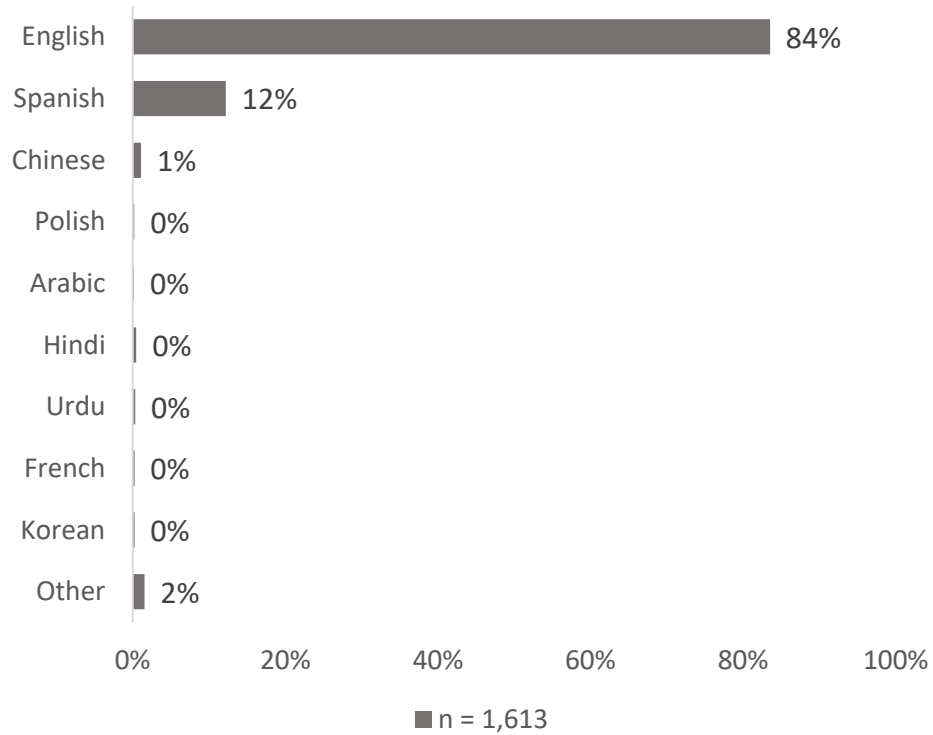


Household Income

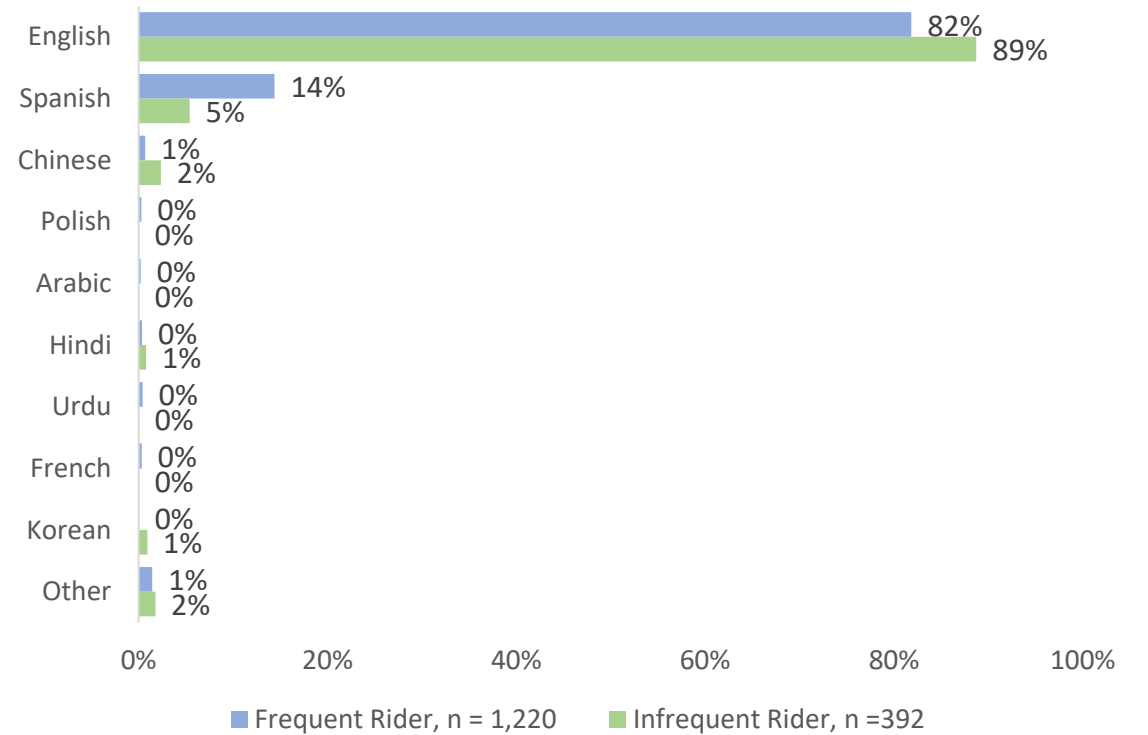


Language

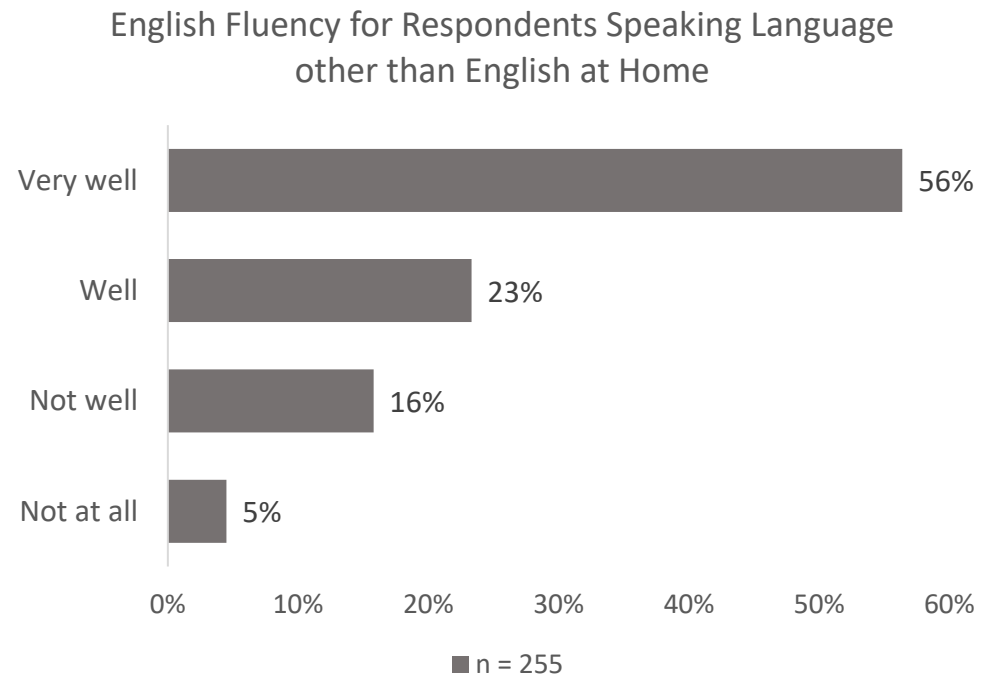
Primary Language Spoken at Home



Primary Language Spoken at Home

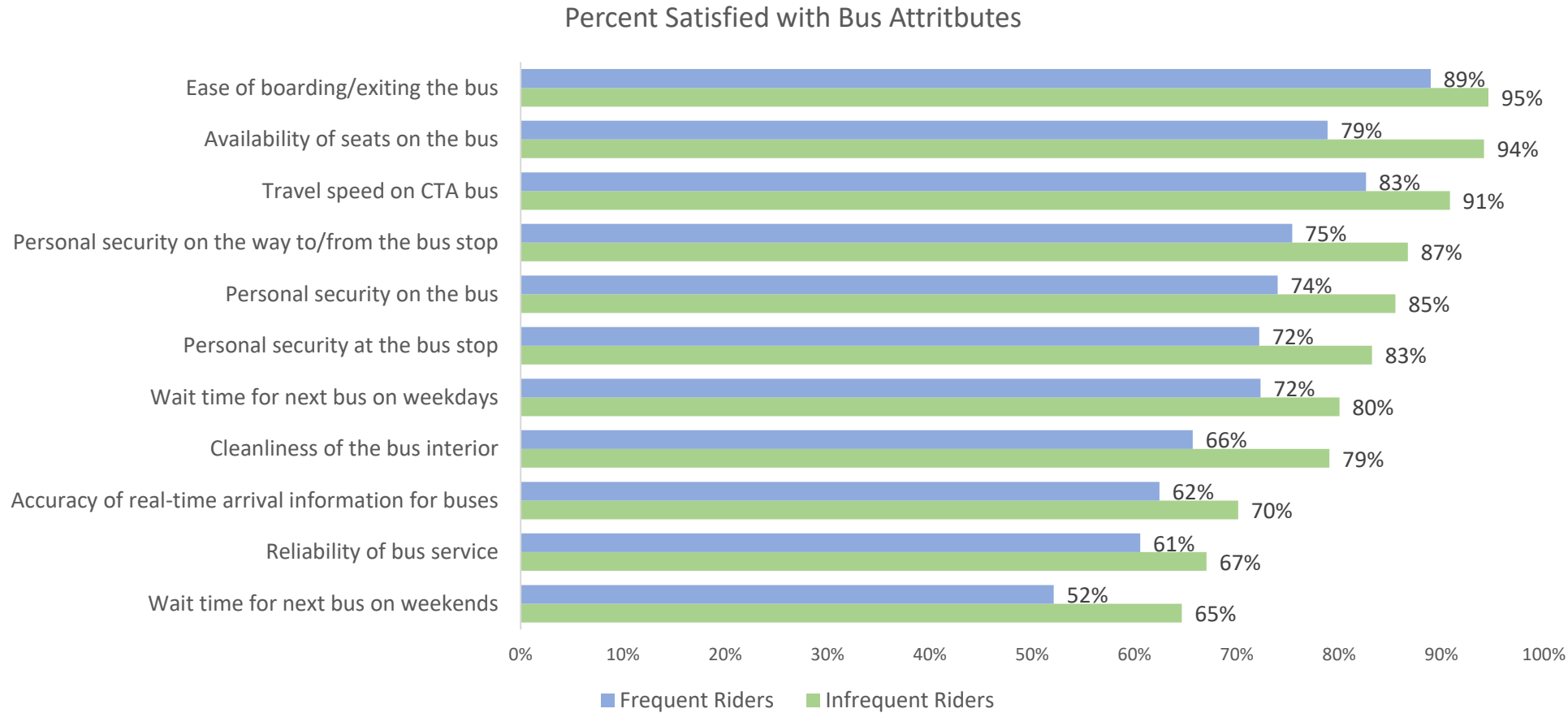


Fluency



Customer Satisfaction: Bus Attributes

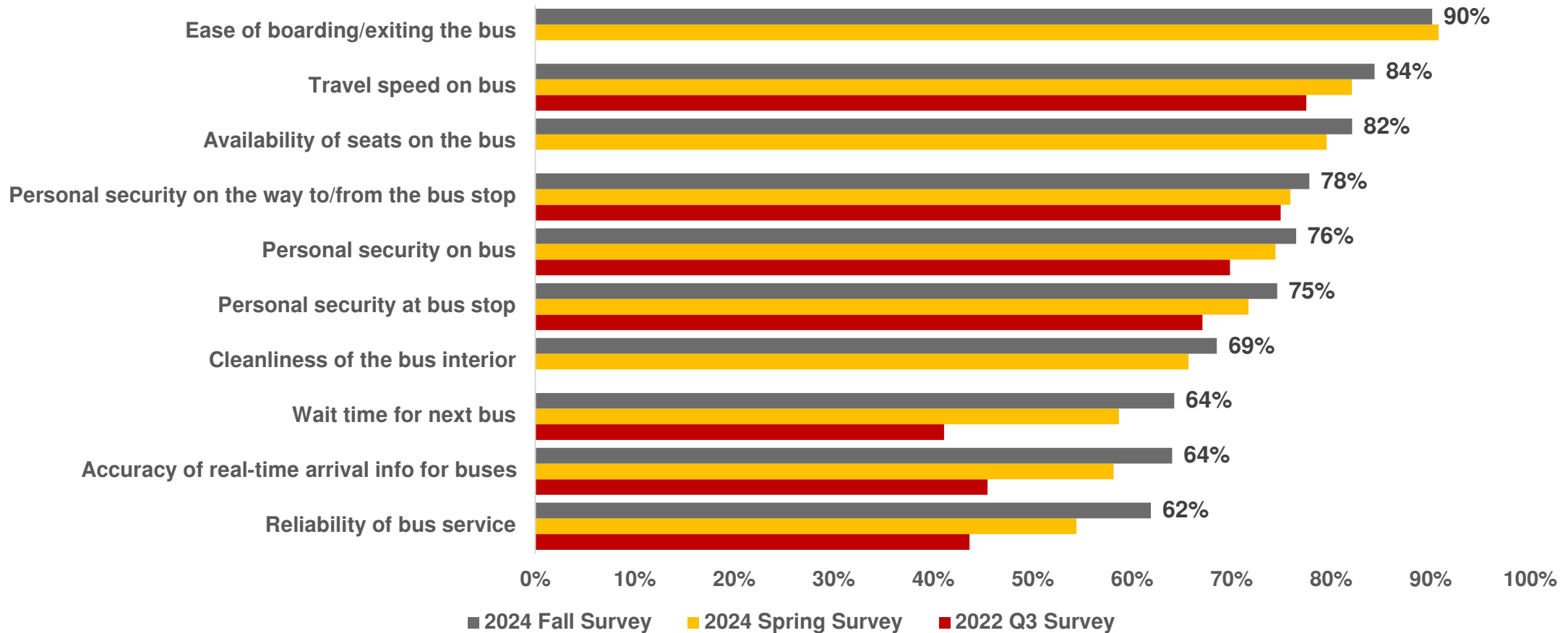
Infrequent riders reported higher satisfaction with all CTA Bus Attributes, compared to **frequent riders**.



Customer Satisfaction: Bus Attributes

Satisfaction with all bus attributes are higher or comparable to **Spring 2024 results** and the baseline results from **Q3 2022**.

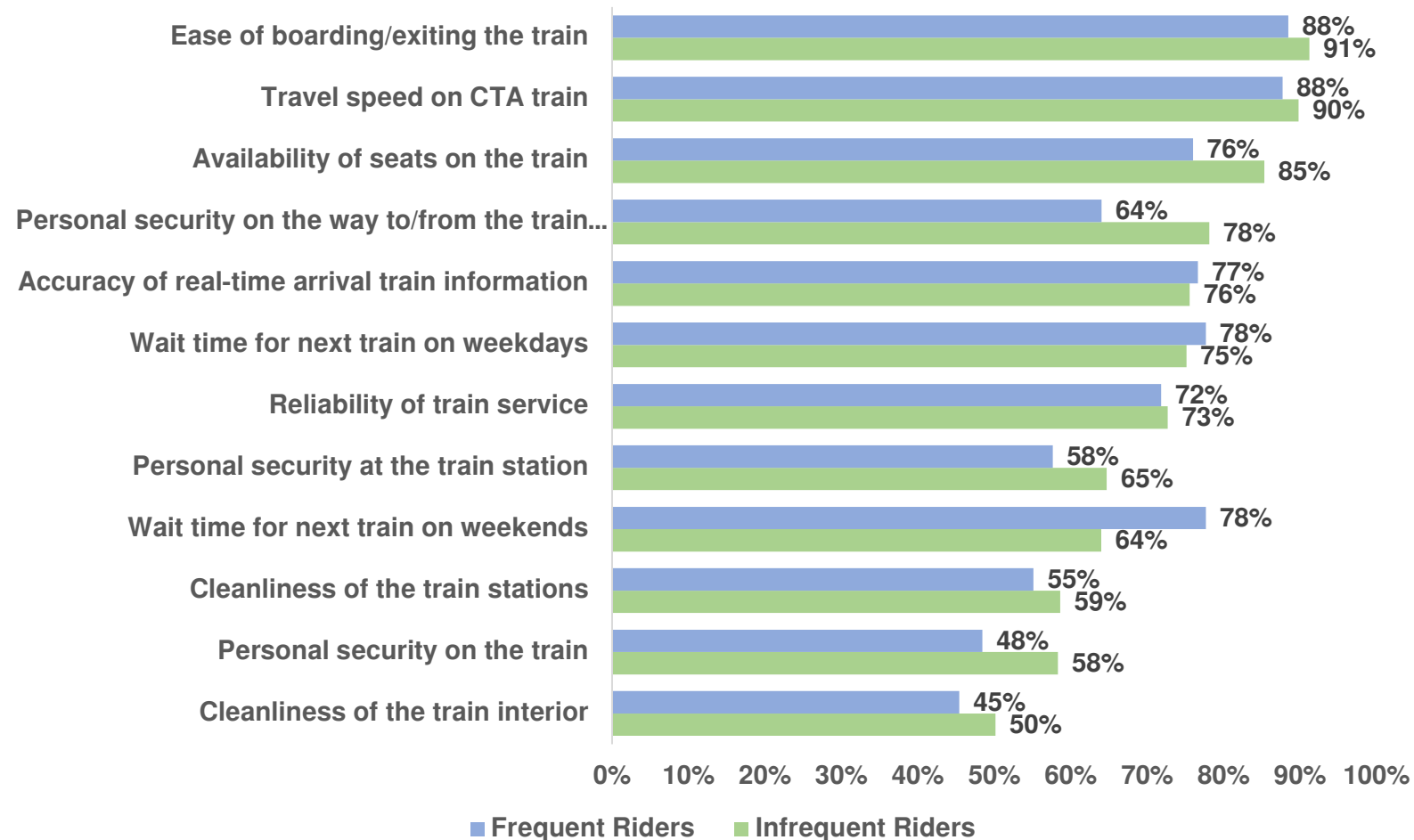
Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



Customer Satisfaction: Train Attributes

Infrequent riders reported higher satisfaction with all CTA Train Attributes, compared to **frequent riders** except for wait time for next train on weekends where **frequent riders** are more satisfied.

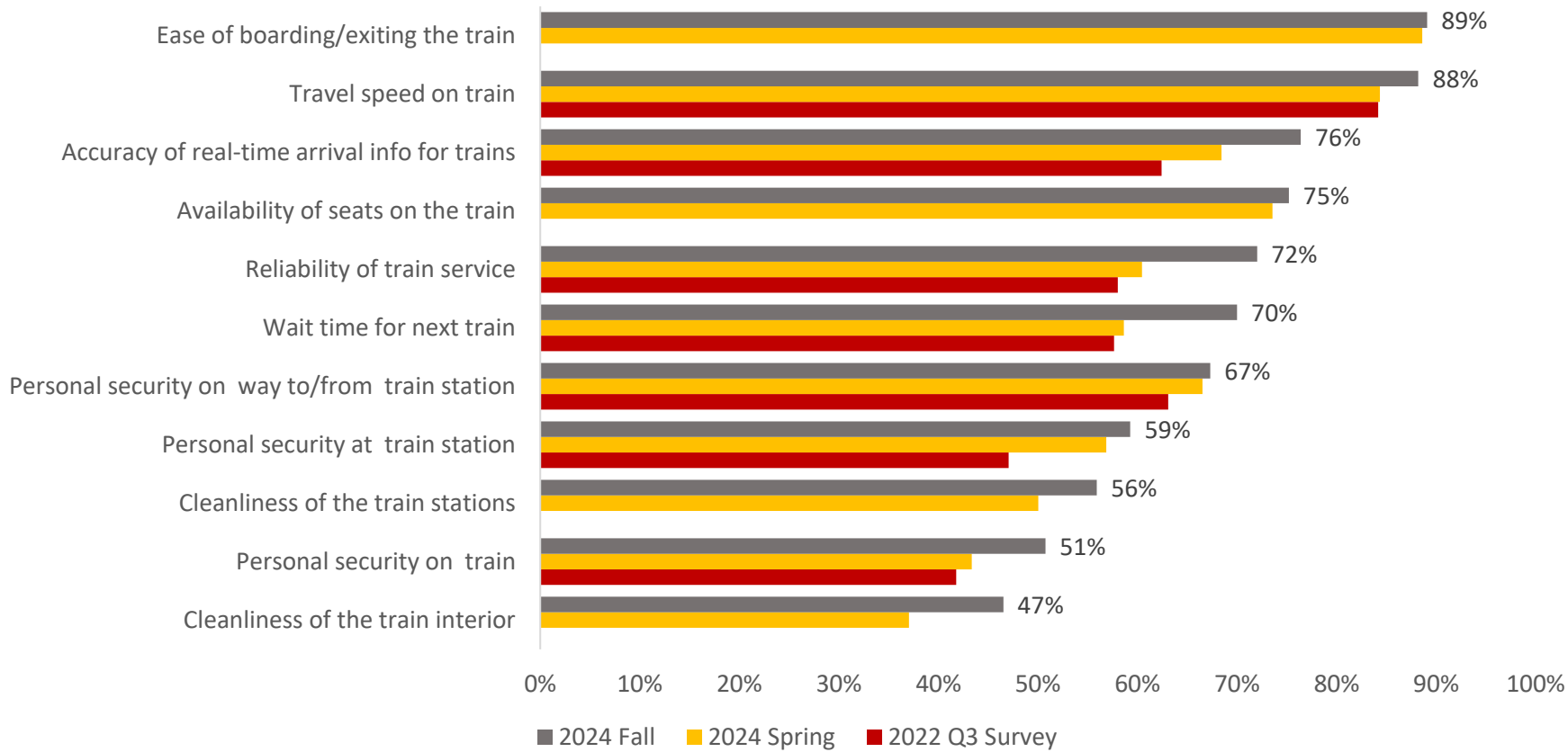
Percent Satisfied with CTA Train Attributes



Customer Satisfaction: Train Attributes

Satisfaction with train attributes are higher than the **2024 Spring Survey** and the baseline results from **Q3 2022**.

Percent Satisfied with CTA Train Attributes
Compared with Past Surveys



Fare Type

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

