

2024 Spring Biannual Survey Draft Results Overview

July 2024

Survey Administration & Results

Timeframe:

- Survey open from 4/22/2024 to 5/13/2024.

Recruitment:

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

Email recruitment:

- Email survey distributed to 28,559 of the ~254,385 Ventra customers who are opted-in to receive emails and have ridden CTA at least once per month during January, February and March 2024.
- Sample proportional to service area population based on customer ZIP code, with oversampling in areas with traditionally low response rates.
- 2,068 responses collected.

Car Card recruitment:

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

Total Sample Size/Weighting:

- 2,087 completed surveys (52 completed in Spanish and 4 in Polish).
- Email survey response rate = 7.2%*
- Resulted weighted proportionate to CTA ridership from January to March 2024 based on respondent's most frequently used CTA service.**

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

**Survey sample is slightly more white and higher income than past quarterly surveys, but other demographic characteristics are comparable to past surveys.



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 January, February and March 2024.
- Sample size = 1,661 (80% of sample)

Infrequent riders:

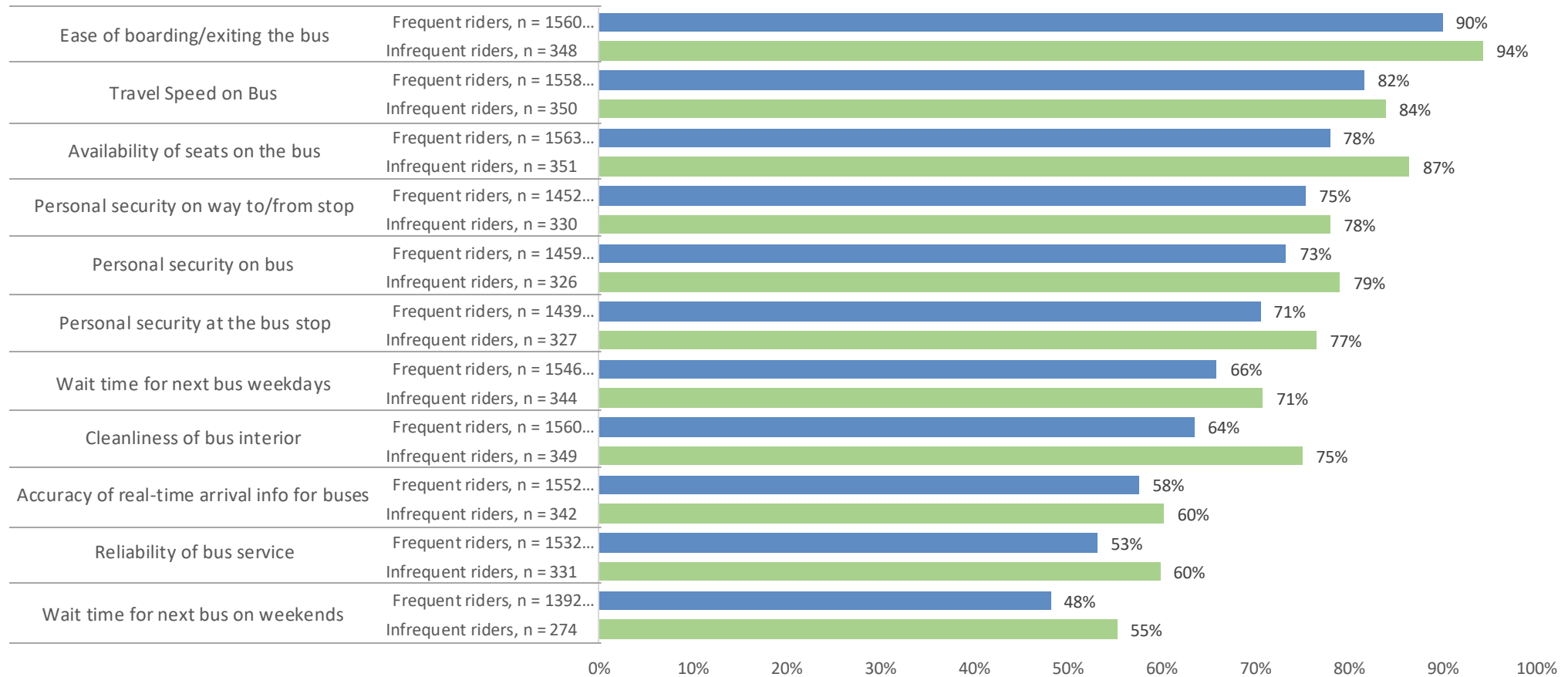
- Used CTA Bus or Rail at most 1-2 days per month during January, February and March 2024.
- Sample size = 426 (20% of sample)



Customer Satisfaction: Bus Attributes

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

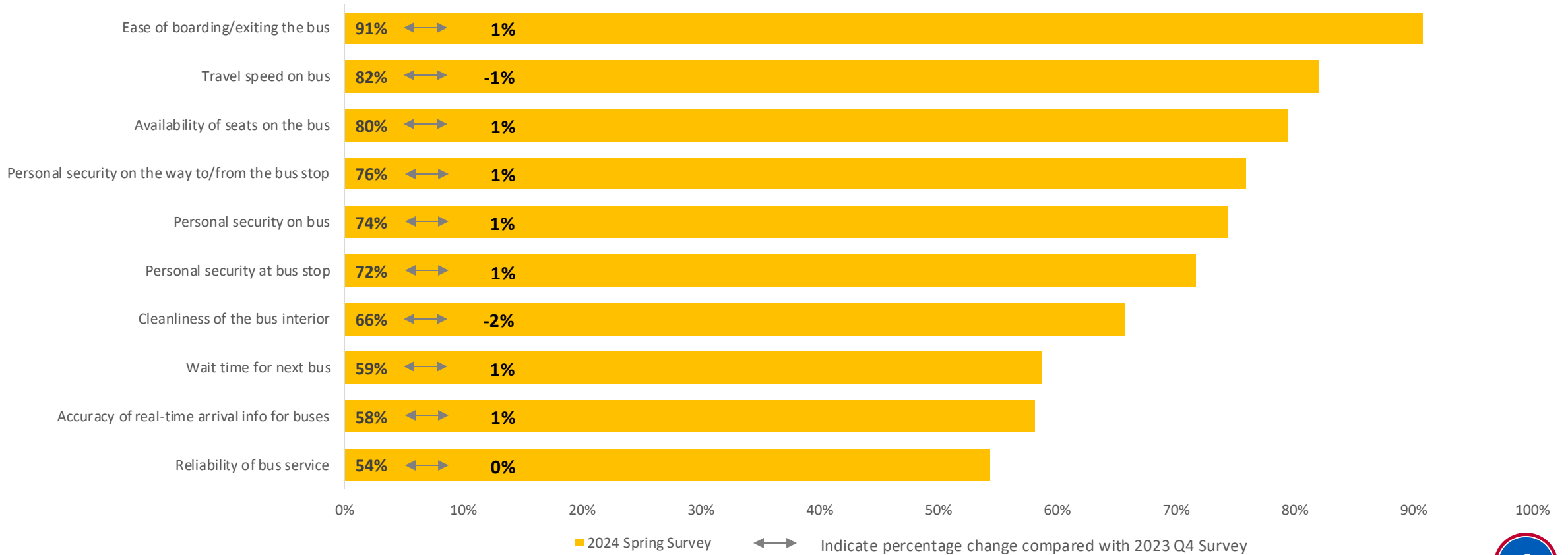
Percent Satisfied with CTA Bus Attributes



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO Q4 2023

Satisfaction with all bus attributes were similar to satisfaction on the Q4 2023 survey.

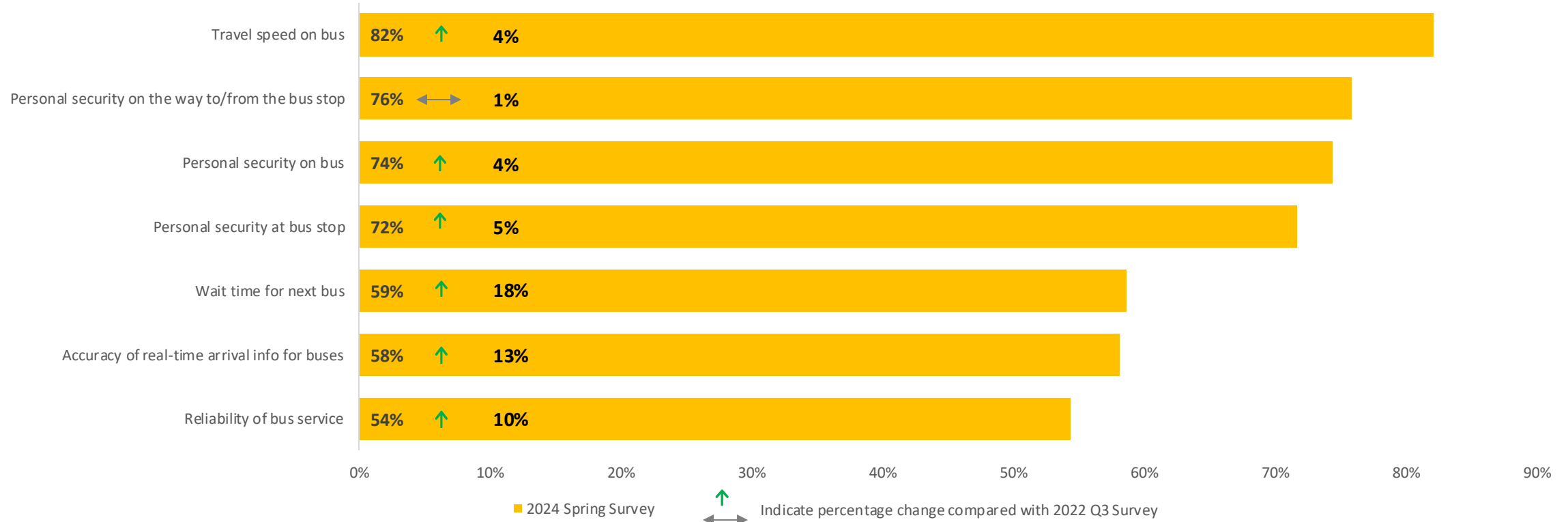
Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



Customer Satisfaction: Bus Attributes Compared To Q3 2022 (Meeting The Moment Baseline)

Satisfaction with most bus attributes has increased since the baseline survey from Q3 2022. Wait time for next bus, accuracy of real-time arrival information, and reliability of bus service increased the most.

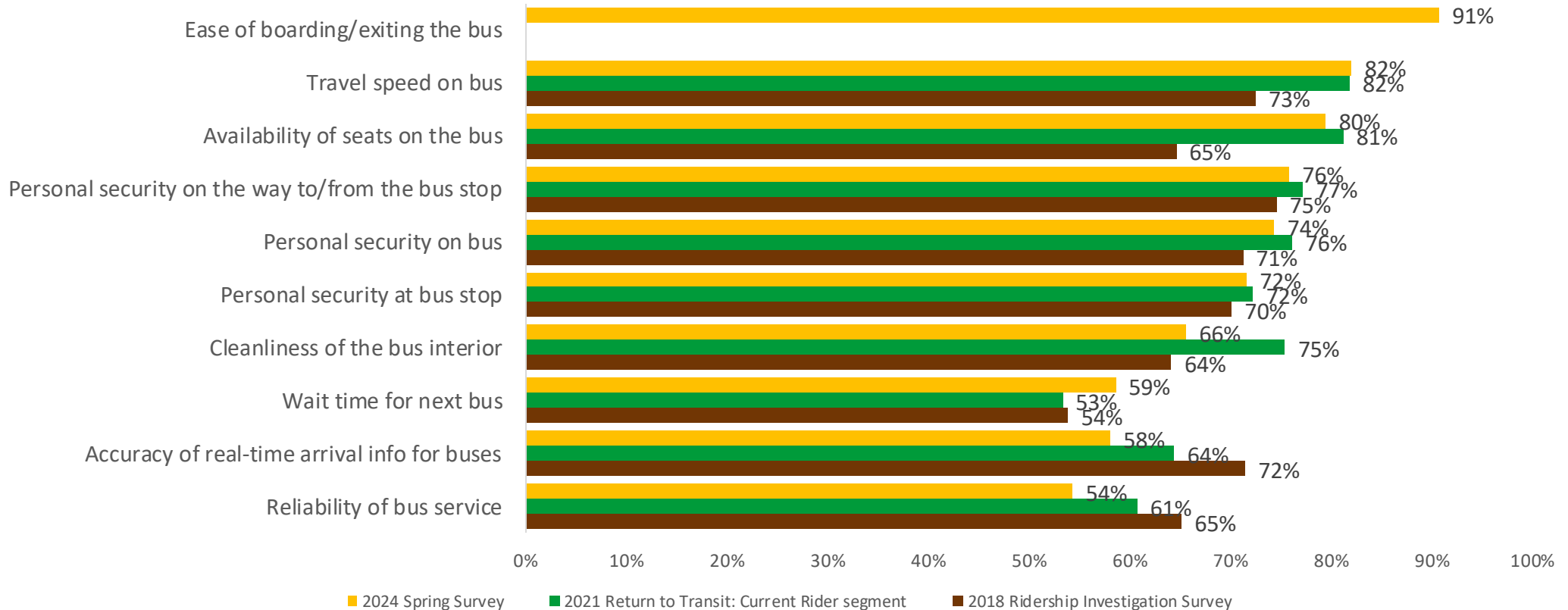
Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



Customer Satisfaction: Bus Attributes

Satisfaction with cleanliness of the bus interior, accuracy of real-time arrival information for buses and reliability of bus service is lower compared to both the 2021 Return to Transit survey and 2018 Ridership Investigation survey, while satisfaction with safety and security has stayed consistent.

Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



Bus Service Level Adjustments

- In January, June, and August 2023, CTA implemented service level changes* to bus routes to adjust CTA bus schedules with available workforce.
- In late March 2024, CTA added bus service back to 29 bus routes (21% of all CTA bus routes) that had service reduced in 2023, to account for CTA's growing bus operator workforce available to deliver service.
- The additional service returned these routes roughly to 2019 service levels.
- 47 routes still have not yet had service restored. 51 routes were never impacted by adjustments in 2023.
- To understand whether the service increase impacted customer satisfaction, respondents were grouped into 3 categories:
 - Primary route had **service restored**
 - Primary route has **not had service restored**
 - Primary route service was **never adjusted**

*Adjustment to CTA's bus schedule was implemented on January 8, 2023, June 4, 2023, and August 20, 2023.

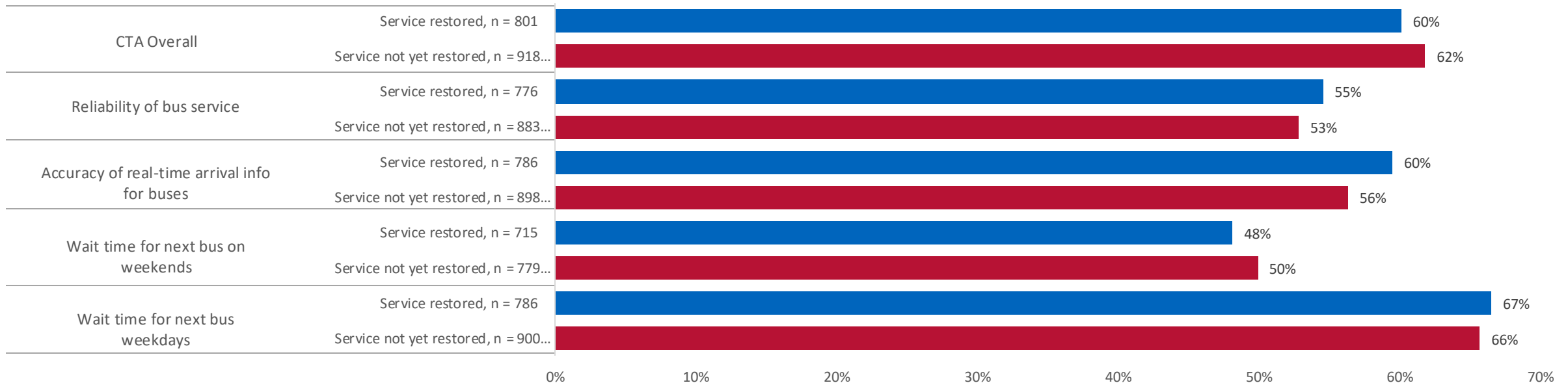


2024 Spring Bus Reliability Satisfaction by Schedule Adjustment*

While CTA has scheduled 7%** more bus service than in 2023, satisfaction rates for bus attributes related to frequency and reliability are not different between respondents using routes that had service restored compared with routes that have not yet had service restored.

The timing of the survey may not have given customers enough time to experience and/or internalize the change.

Satisfaction With Bus Reliability/Wait Time
By Route Adjustment



*Service Restored accounts for 29 bus routes and Service Not Yet Restored accounts for 47 bus routes.

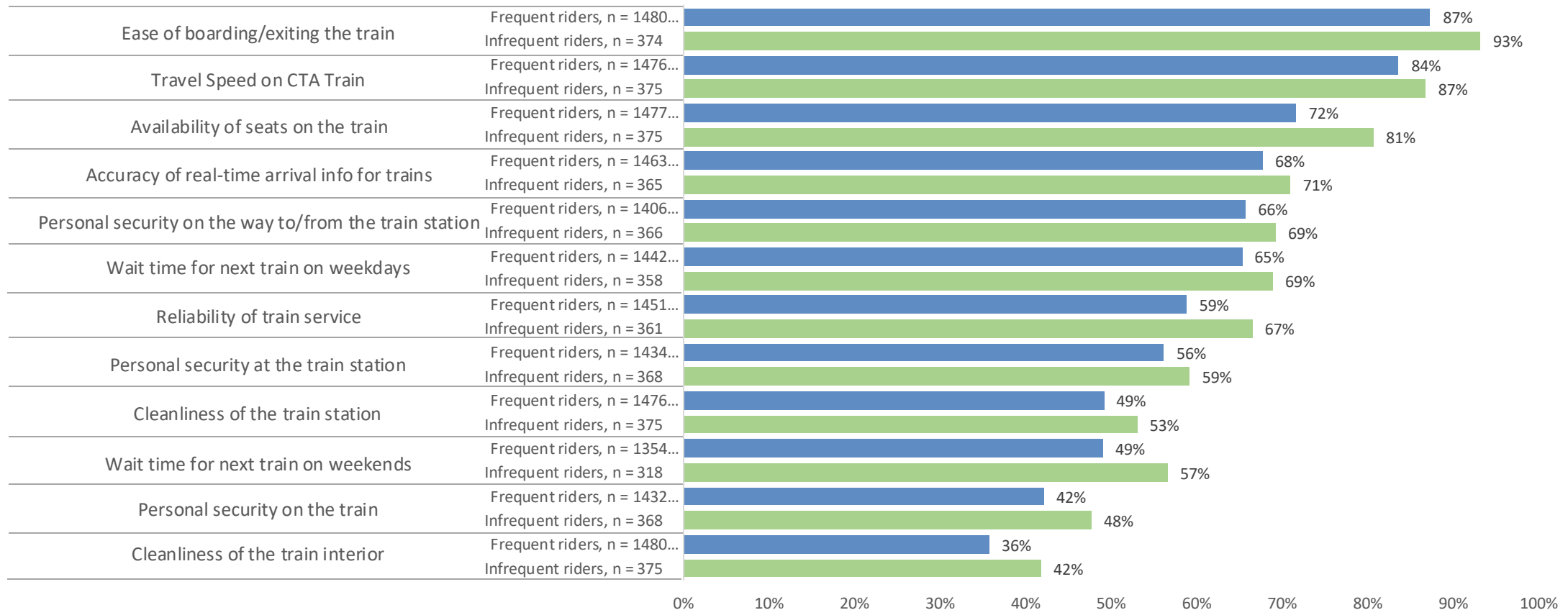
** Statistic compares scheduled bus service at the time of the survey (April and May 2024) after the March 2024 Spring pick went into effect, to service scheduled in Fall 2023.



Customer Satisfaction: Rail Attributes

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

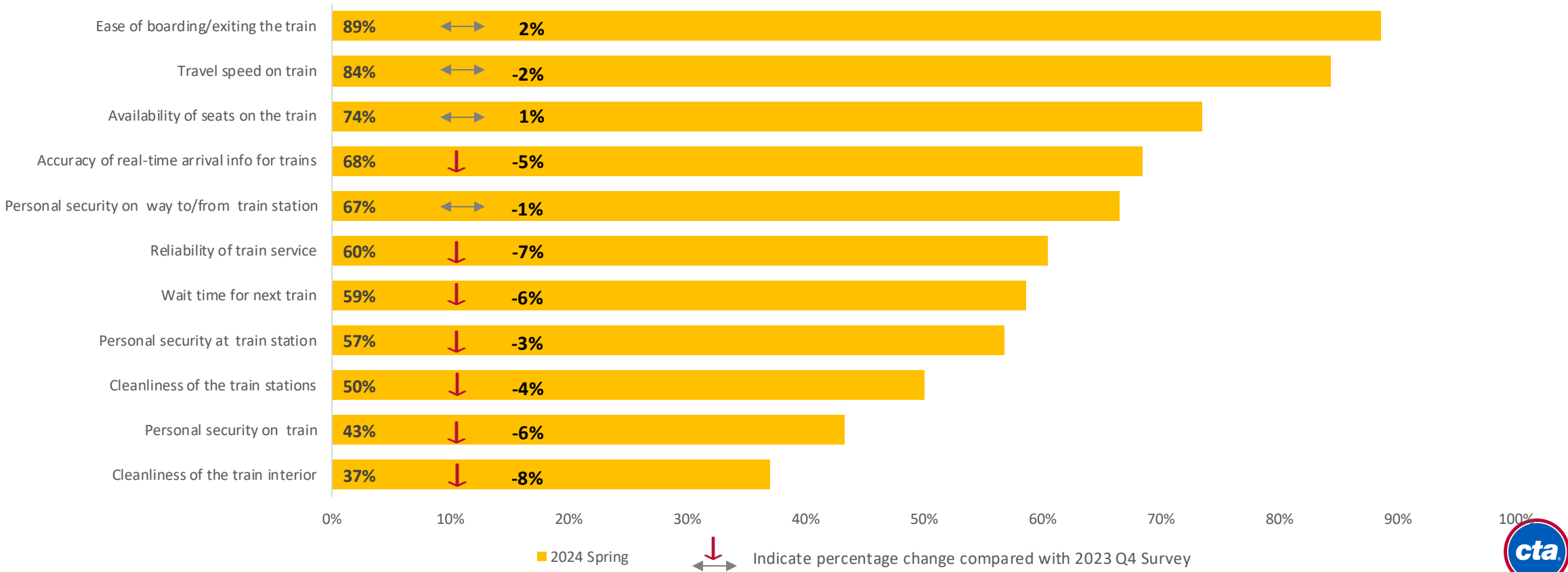
Percent Satisfied with CTA Rail Attributes



Customer Satisfaction: Rail Attributes Compared to Q4 2023

Satisfaction with most rail attributes has decreased since the Q4 2023 survey. Reliability of train service and cleanliness of the train interior decreased the most.

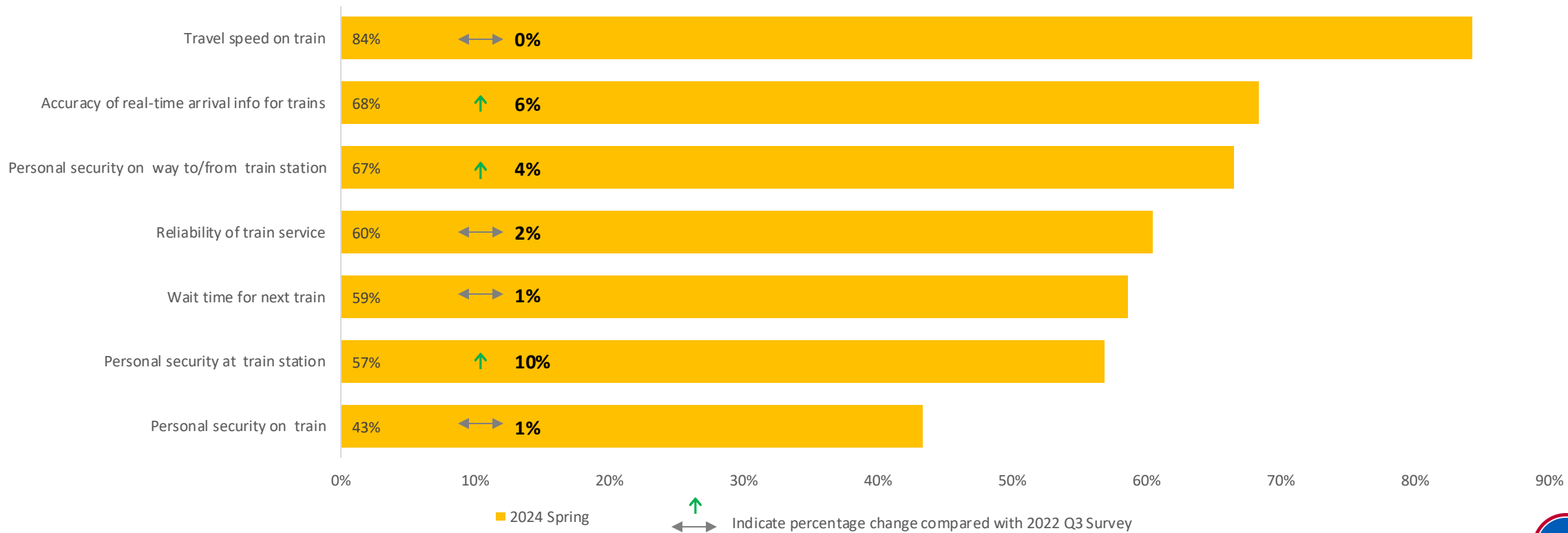
Percent Satisfied with CTA Train Attributes Compared with Past Surveys



Customer Satisfaction: Rail Attributes Compared to Q3 2022 (Meeting The Moment Baseline)

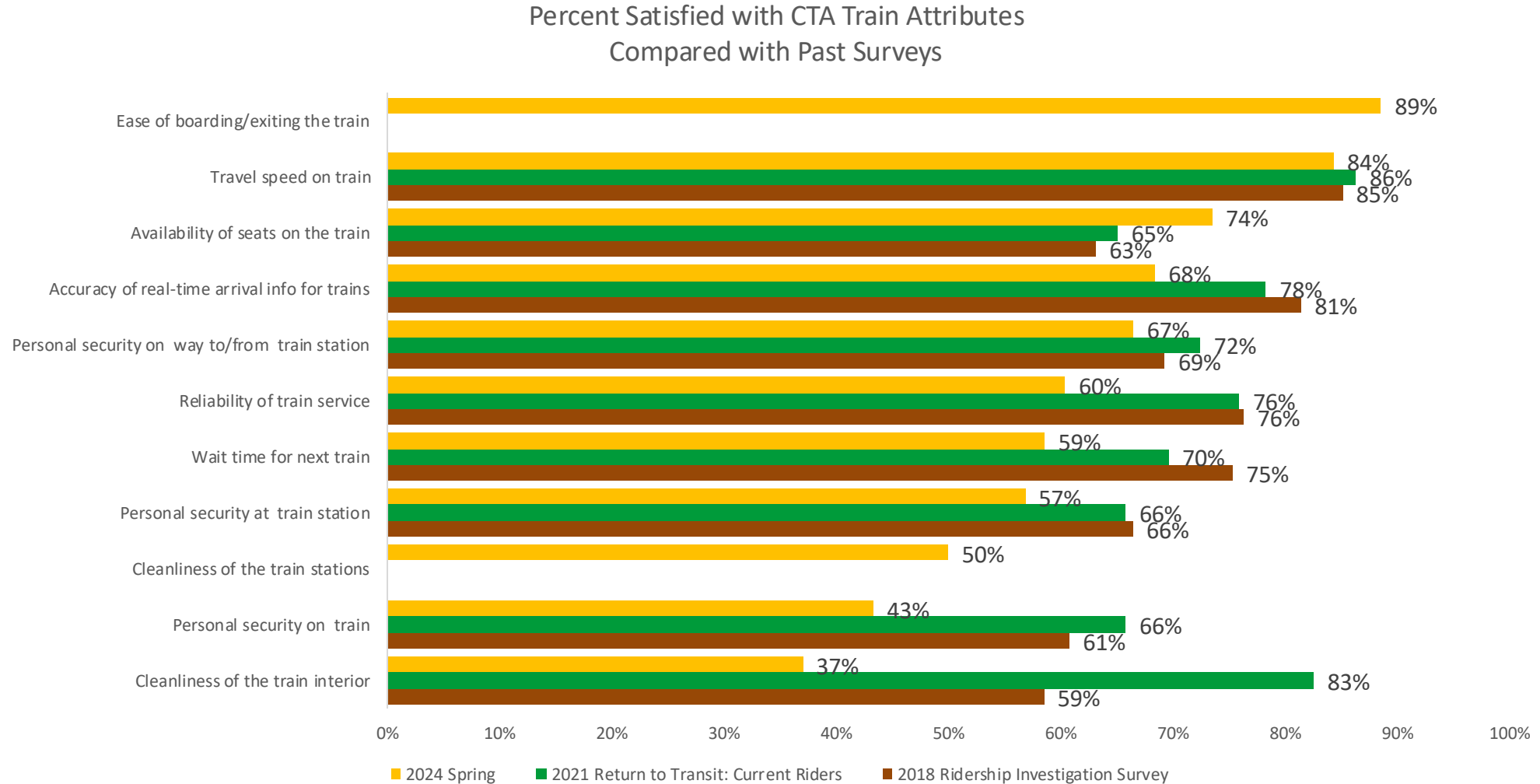
Satisfaction with personal security at train stations, accuracy of real-time arrival information for trains, and personal security on the way to/from train station increased compared to the baseline survey in Q3 2022. Satisfaction with all other attributes stayed the same.

Percent Satisfied with CTA Train Attributes
Compared with Past Surveys



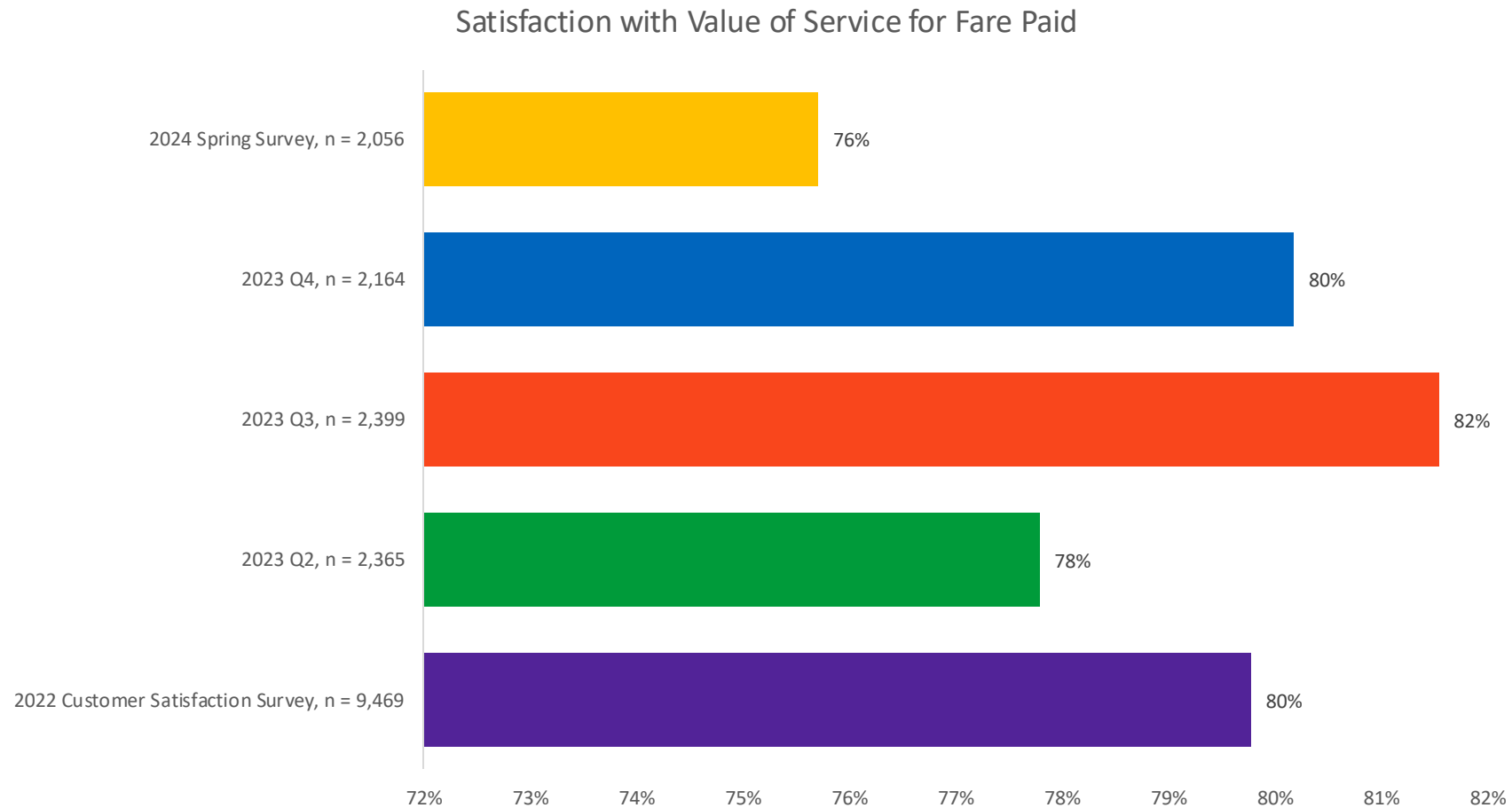
Customer Satisfaction: Rail Attributes

Satisfaction with almost all rail attributes is lower compared to both the **2021 Return to Transit** survey and **2018 Ridership Investigation** survey. The only attribute with higher satisfaction is availability of seats on the train.



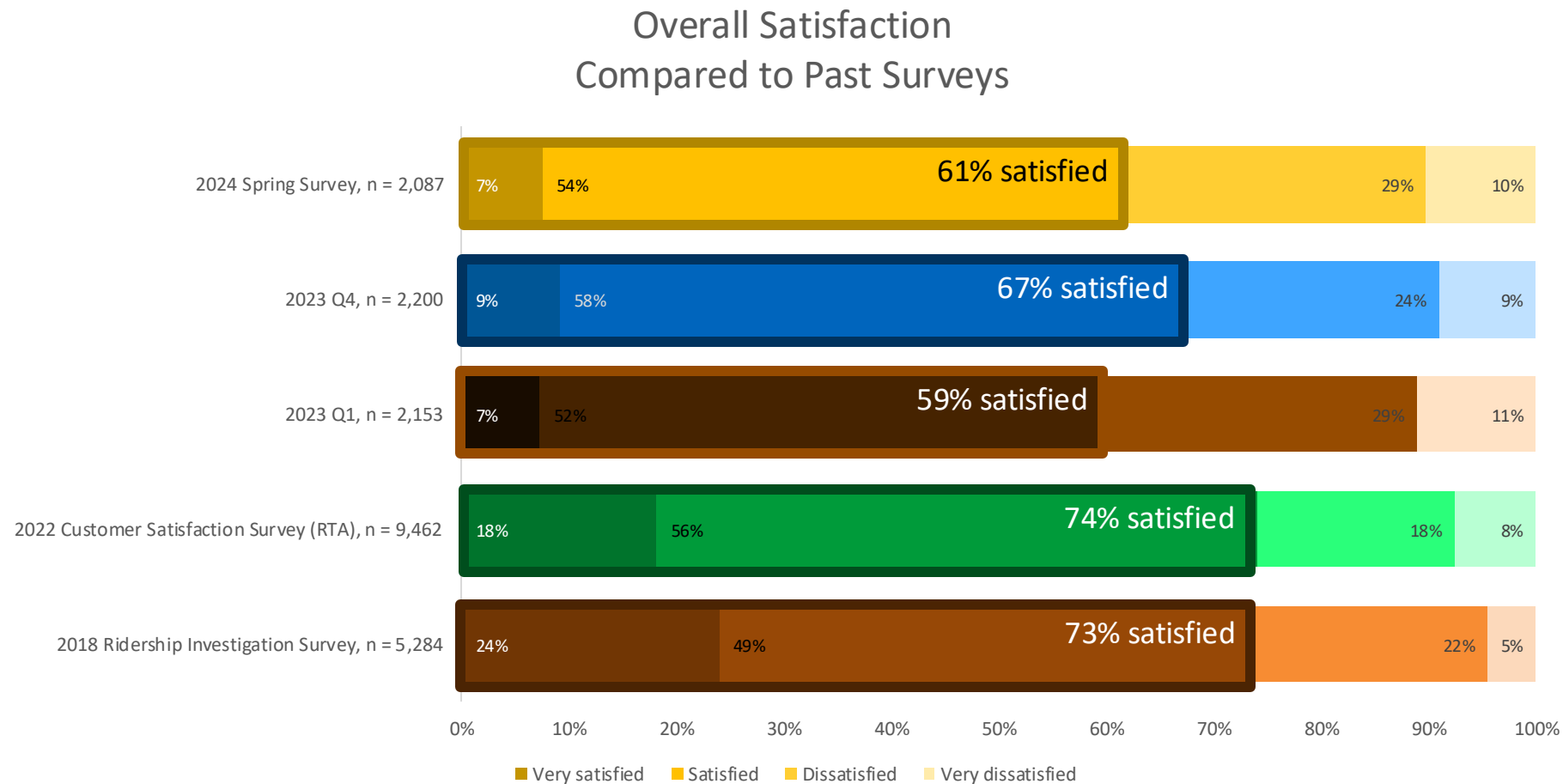
Fare Satisfaction Compared to Past Surveys

Respondents on the **2024 Spring Survey** were less satisfied with value of service for fare paid compared to past quarterly surveys.



Overall Satisfaction Compared to Past Surveys

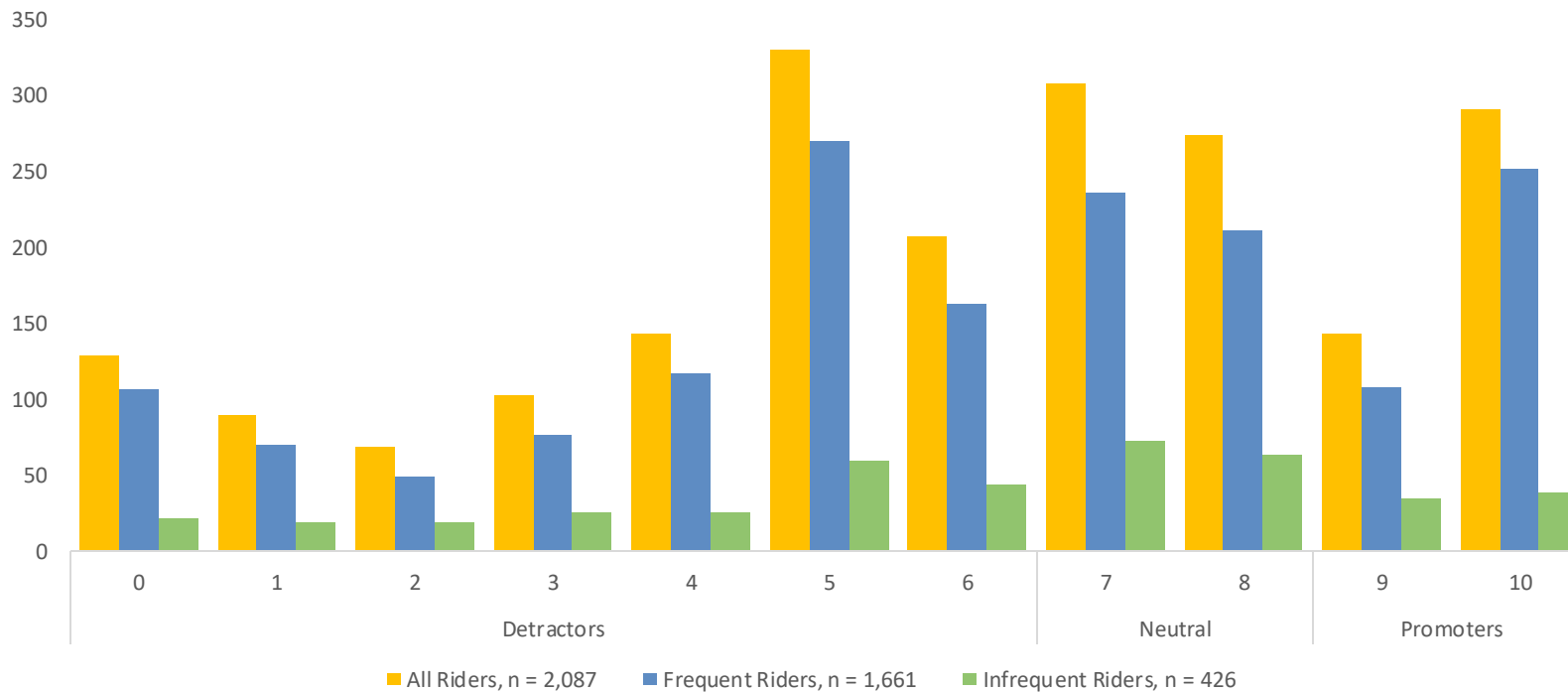
61% of respondents reported being satisfied with CTA overall. Compared to previous surveys, customers on the **2024 Spring Survey** reported lower levels of satisfaction with CTA overall, except for **Q1 2023** when the question was asked on the quarterly survey for the first time.



Net Promoter Score

To determine CTA's net promoter score, respondents were asked how likely they are to recommend CTA to friends or family. The net promoter score represents customer loyalty. CTA received a Net Promoter Score of -30, indicating that more riders are unhappy with our service and would not recommend CTA to friends or family compared to, riders who would recommend CTA. **Infrequent riders** had a lower net promoter score, -34, compared to **frequent rider's**, -30.

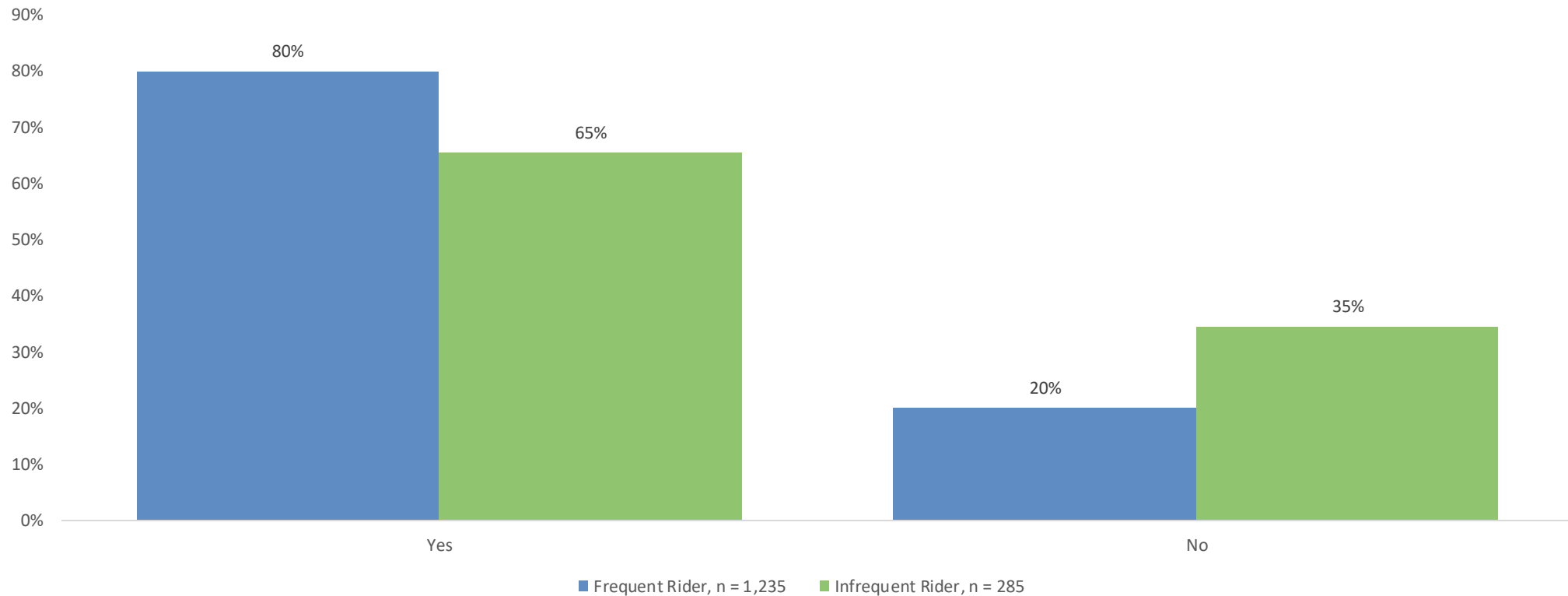
How likely are you to recommend CTA to friends or family on a scale from 0 to 10?



Bus Only Lanes Impact on Travel

77% of respondents said they would consider using CTA Bus more frequently if Bus Only Lanes existed for the routes convenient for their travel. **Frequent Riders** were more likely to indicate that they would use CTA Bus more frequently, compared to **infrequent riders**.

If Bus Only Lanes existed for the routes convenient for your travel, would you consider using CTA Bus more frequently?



Rank of Improvements for More Frequent Use

Respondents ranked faster and more reliable buses, increased service during the weekdays, and better security on board as the top factors that would encourage more frequent use of CTA.

Which of the following improvements would encourage you to ride CTA more frequently?	All, n = 2,087	Frequent Rider, n = 1,661	Infrequent Rider, n = 426
If buses were faster and more reliable	1	1	3
If service came more frequently during weekdays	2	2	4
If there was better security on board	3	4	1
If real-time arrival information for buses was more accurate	4	3	7
If there was better security at stations/stops	5	7	2
If trains were faster and more reliable	6	6	5
If service came more frequently during weekends	7	5	8
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



Rank of Improvements for More Frequent Use: Past Surveys

If buses were faster and more reliable, if service came more frequently during weekdays, and if there was better security on board were the top 3 ranked improvements on the Spring 2024 survey and were in the top five for Q4 2023 and Q3 2022.

Which of the following improvements would encourage you to ride CTA more frequently?	Spring 2024, n = 2,087	Q4 2023, n = 2,200	Q3 2022, n = 1,802
If buses were faster and more reliable	1	3	5
If service came more frequently during weekdays	2	1	4
If there was better security on board	3	4	2
If real-time arrival information for buses was more accurate	4	2	7
If there was better security at stations/stops	5	6	3
If trains were faster and more reliable	6	8	6
If service came more frequently during weekends	7	5	1
If vehicles/stations were cleaner	8	9	8
If real-time arrival information for trains was more accurate	9	7	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



Travel Choices & Trip Planning

- The survey asked respondents a series of questions to understand how customers contemplate mode choice decisions and plan trips on CTA.

Transportation Choice Factors

Frequent riders and infrequent riders ranked travel time, time of day traveling, and personal security as the top three factors that contribute to their decision to ride CTA or use another transportation mode. Cost of travel was a more important factor for frequent riders, while parking availability ranked higher for infrequent riders.

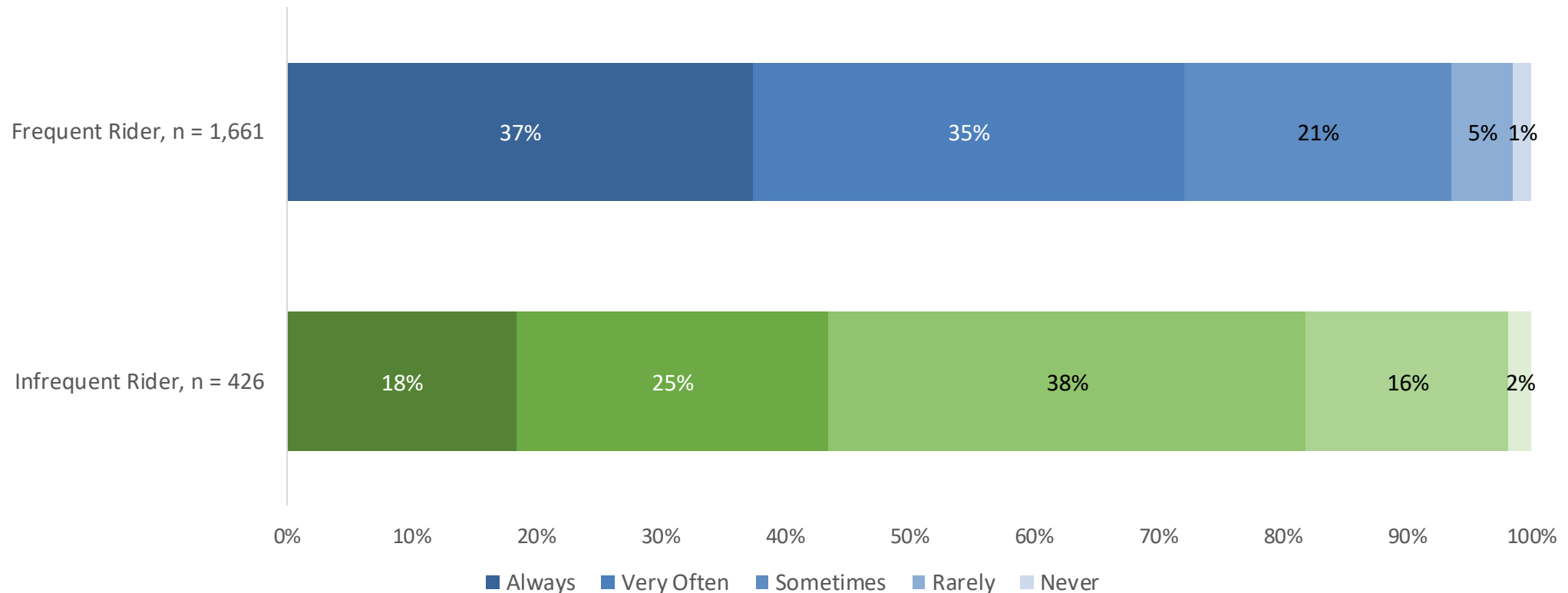
When choosing between riding CTA or taking another mode of transportation, what factors contribute to your decision?	All, n = 2,087	Frequent Rider, n = 1,661	Infrequent Rider, n = 426
Travel time	1	1	1
Time of day traveling	2	2	2
Personal security	3	3	3
Weather	4	4	4
Cost of travel	5	5	6
Trip type (e.g., commute, social event)	6	6	7
If I am traveling alone or with others	7	7	8
If I have a car available	8	8	9
Parking availability	9	9	5
Mode accessibility (e.g., elevator access)	10	10	10



Considering CTA for Trips to New Destinations

Frequent riders consider CTA when planning a trip to a new destination more often compared to infrequent riders.

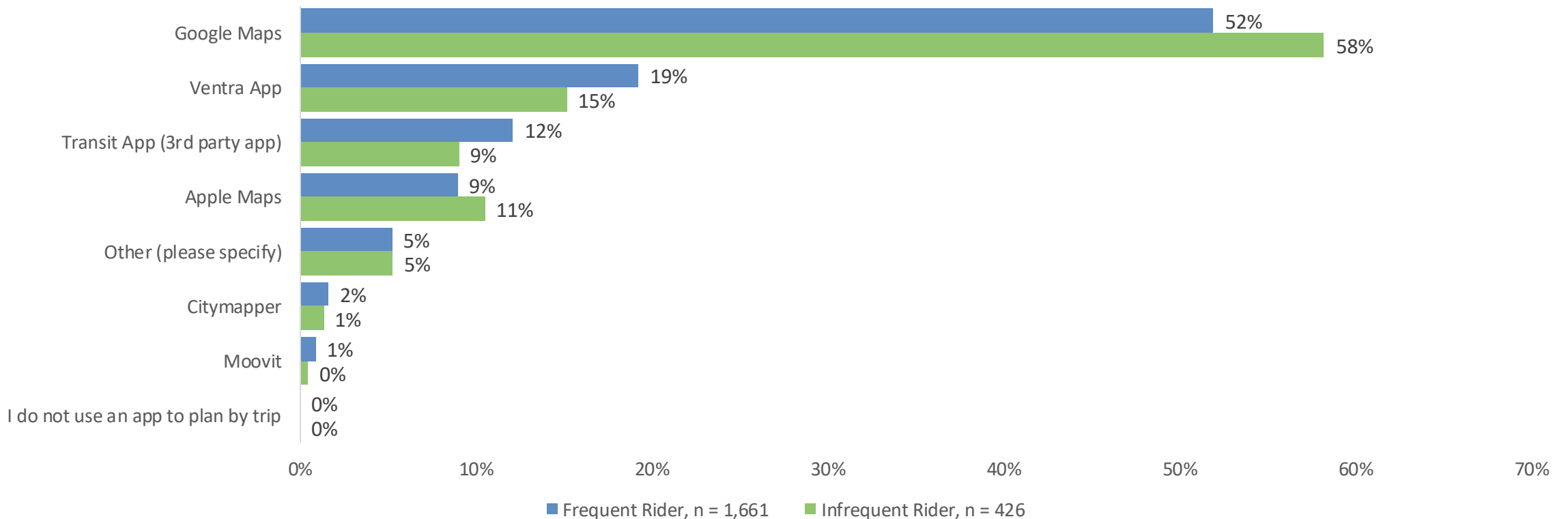
When planning a trip to a new destination how often do you consider using CTA for at least part of the trip?



Directions and Travel Time App Use

Google Maps was the primary app used to plan trips for 52% of frequent riders and 58% of infrequent riders. The next most commonly used app was the Ventra app.

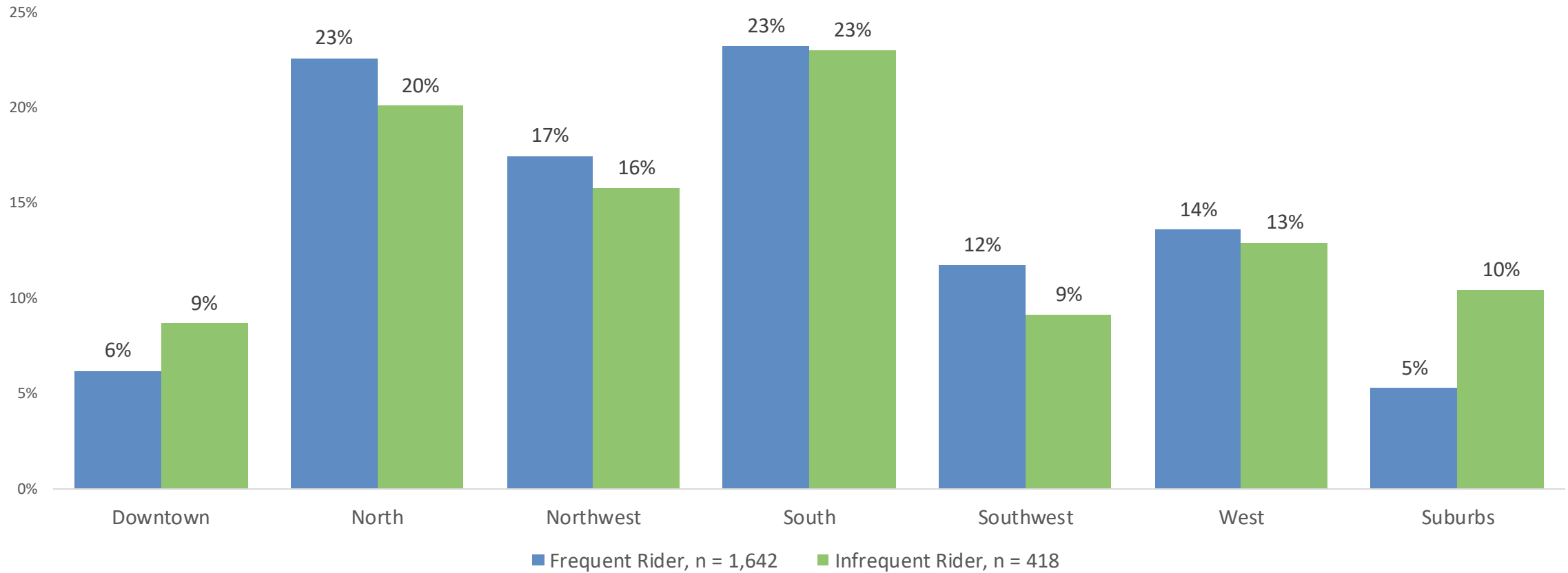
When looking for directions or travel time, what website or app do you use the most to plan your trip?



Demographics

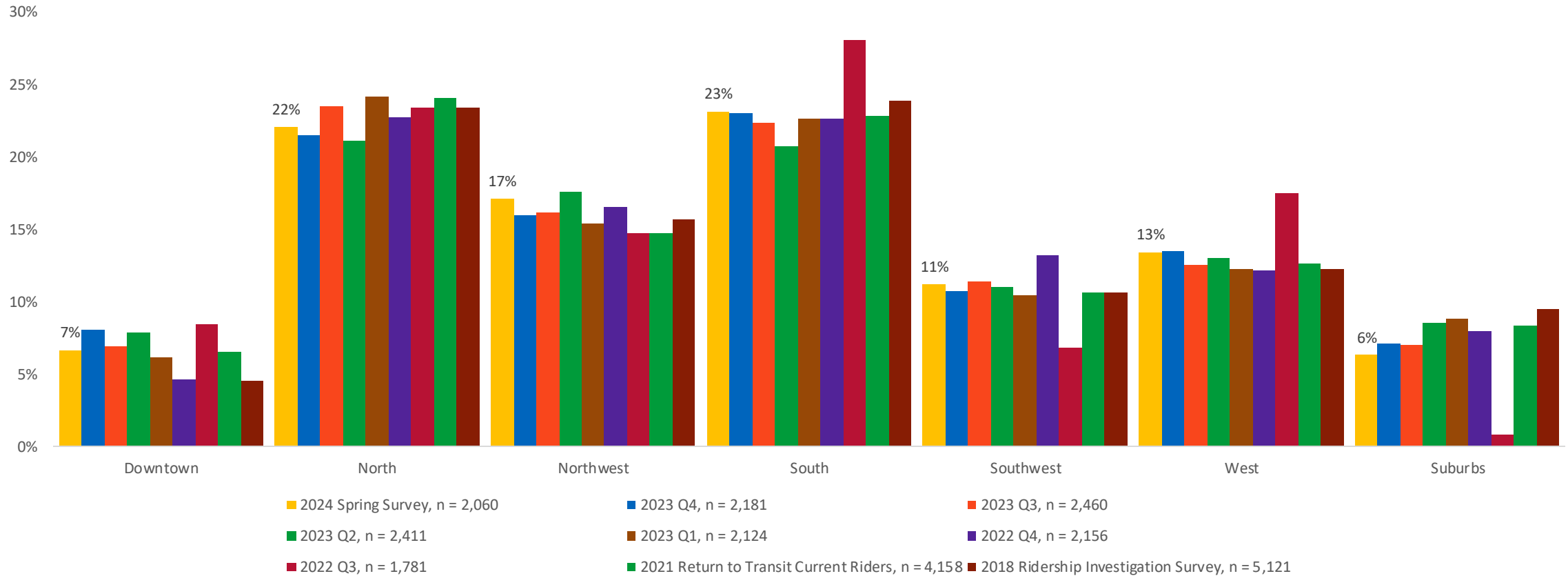
Home Geography: Frequent Vs Infrequent

City of Chicago Geography Based on Home Zip Code



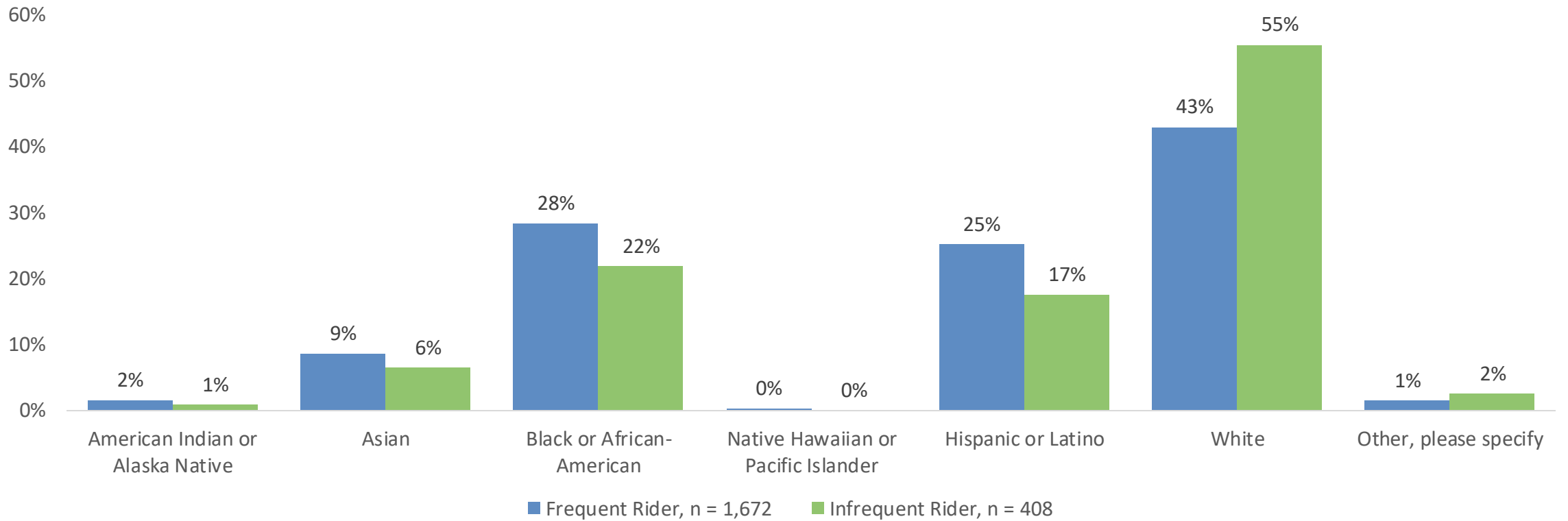
Home Geography: Past Surveys

City of Chicago Geography Based on Home Zip Code



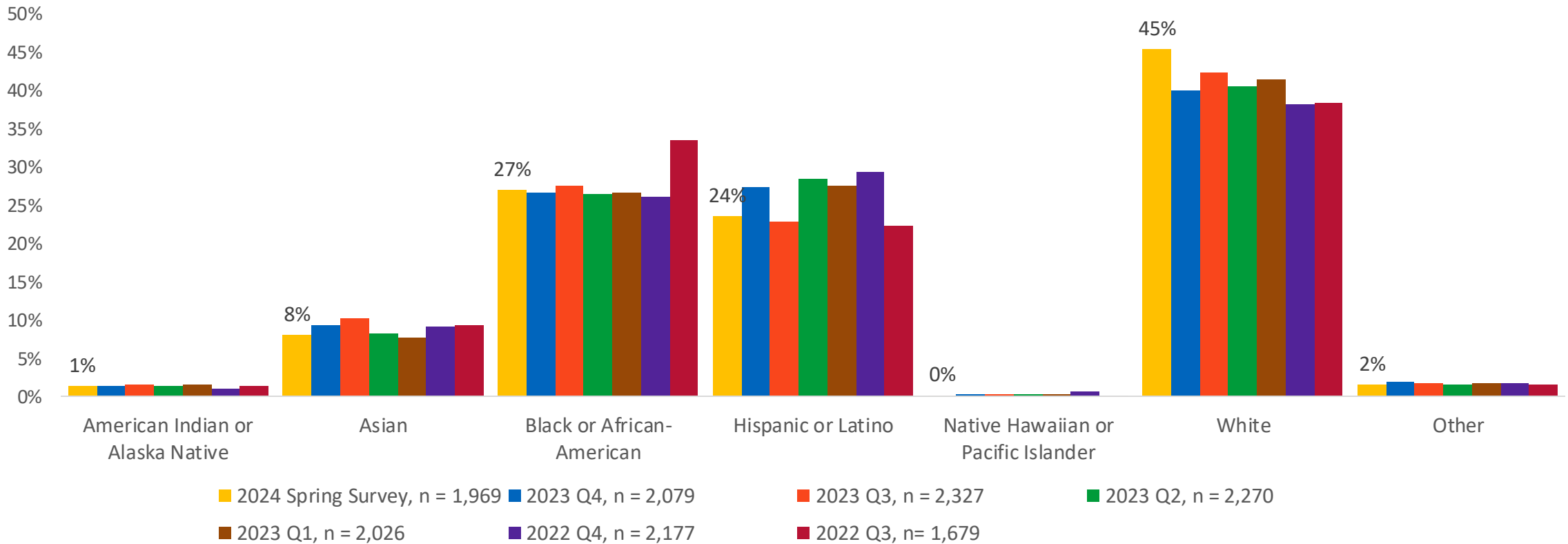
Ethnicity: Frequent Vs Infrequent

Ethnicity
Select all that apply



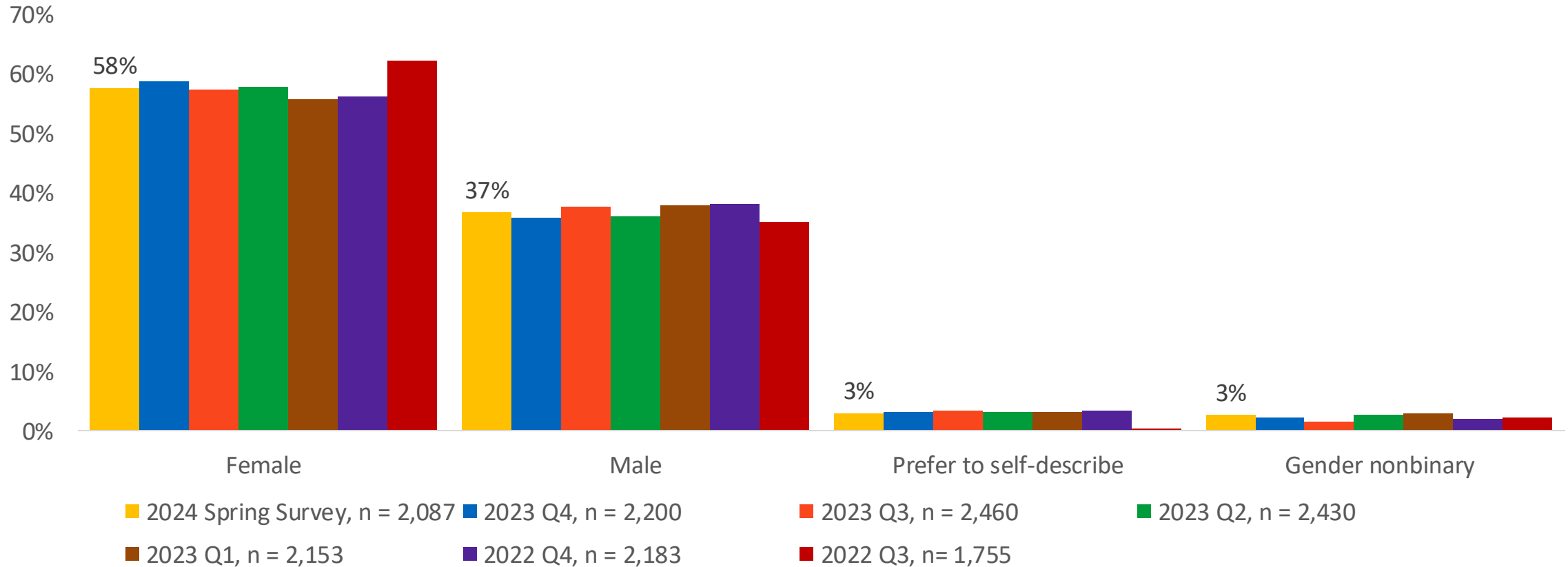
Ethnicity: Past Surveys

Ethnicity
Select all that apply



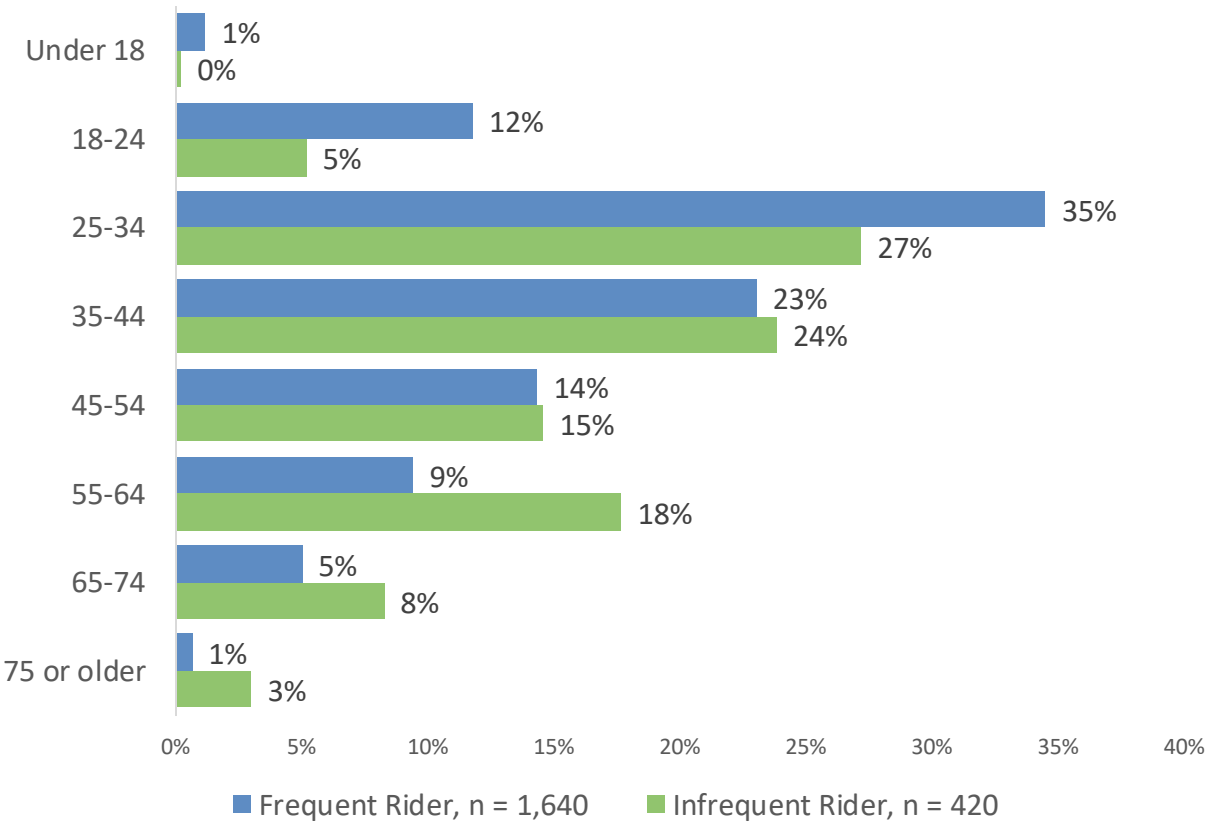
Gender: Past Surveys

Gender

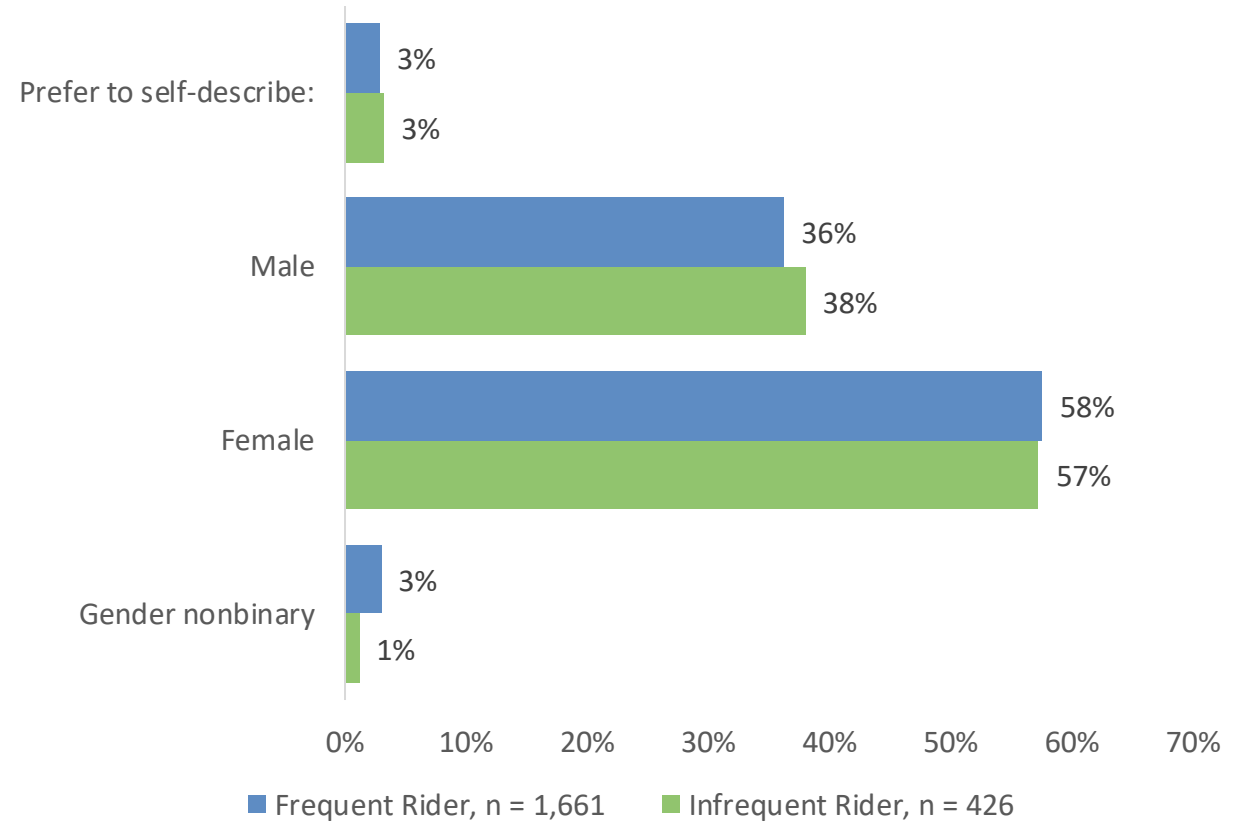


Age & Gender: Frequent Vs Infrequent

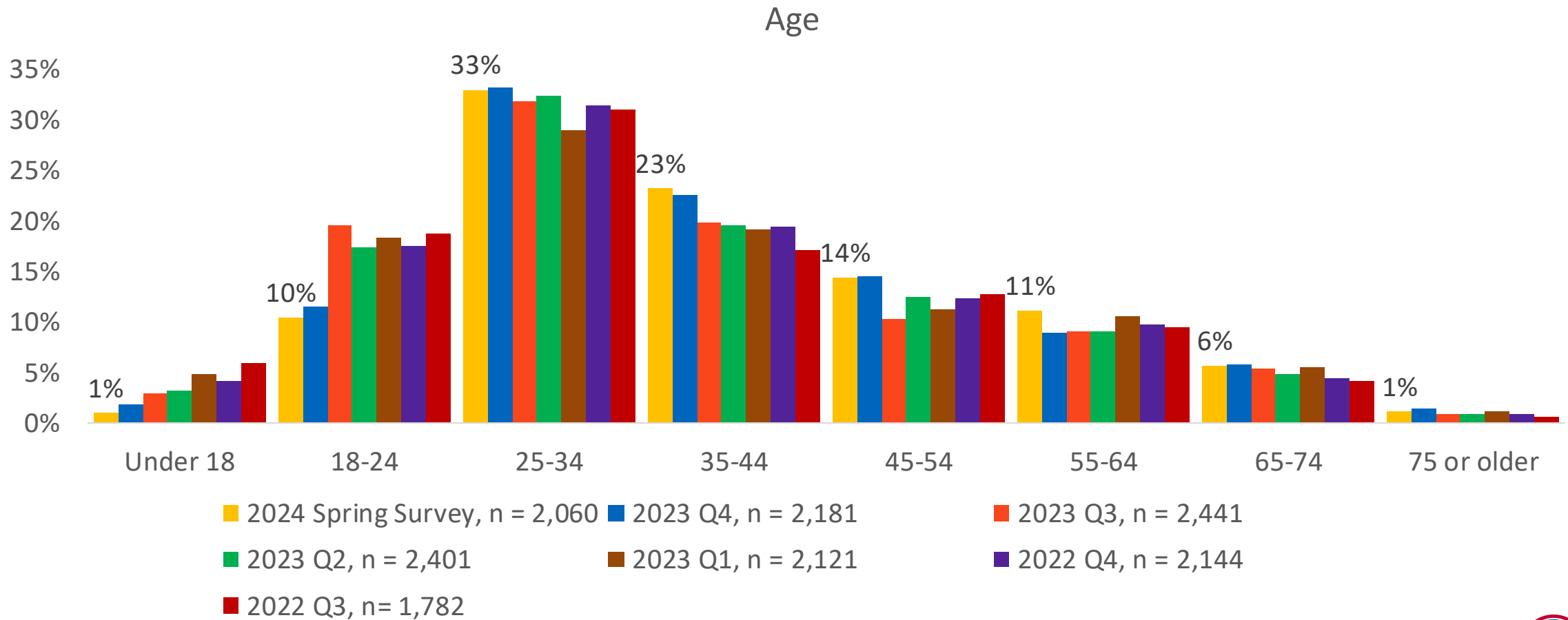
Age



Gender

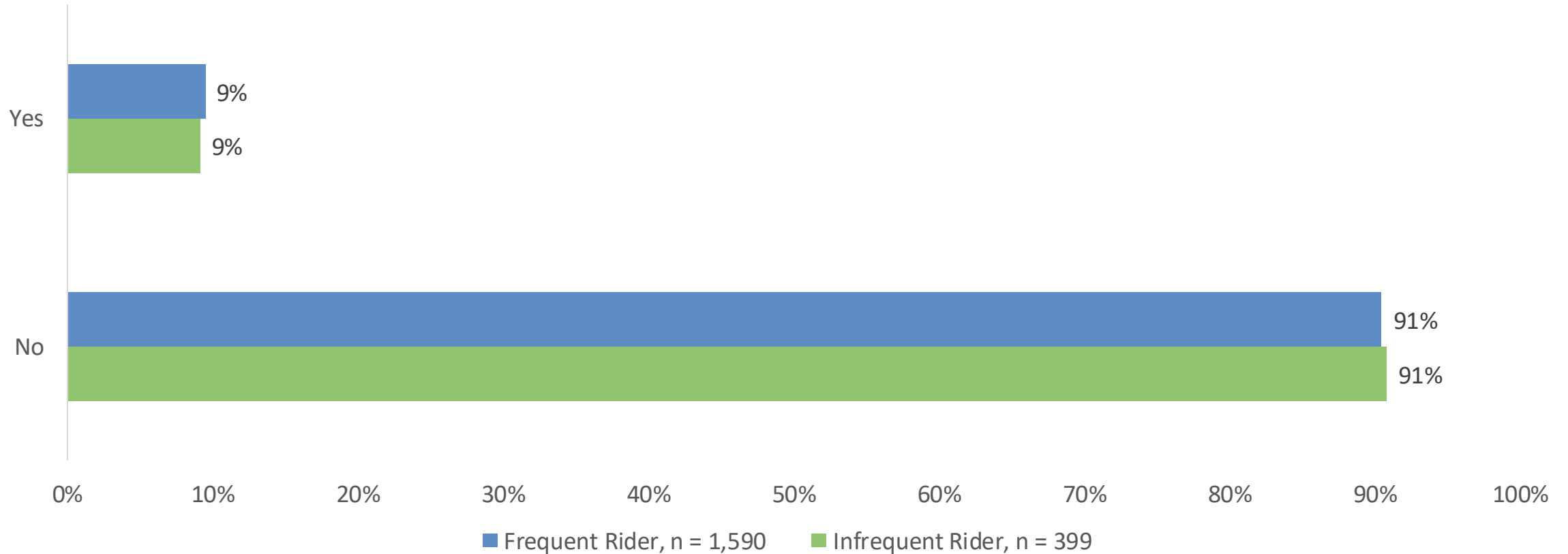


Age: Past Surveys



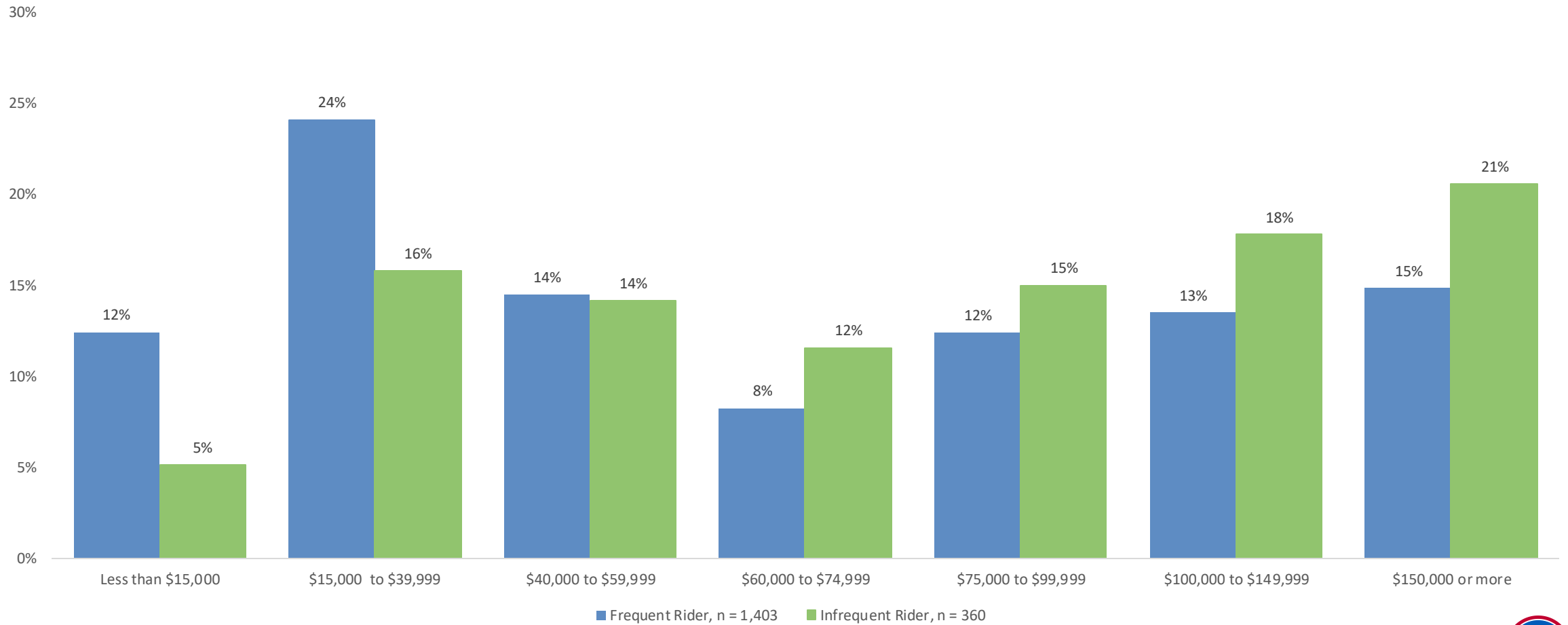
Disability Status: Frequent V Infrequent

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



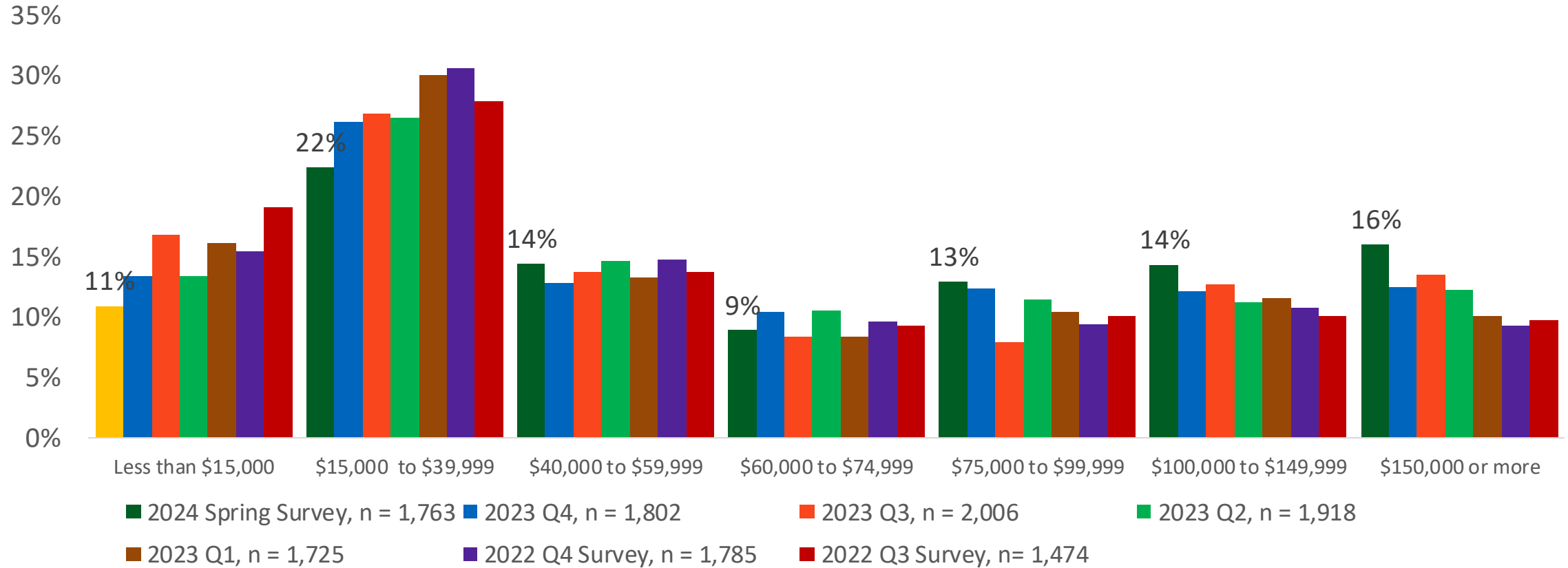
Household Income: Infrequent vs Infrequent

Household Income



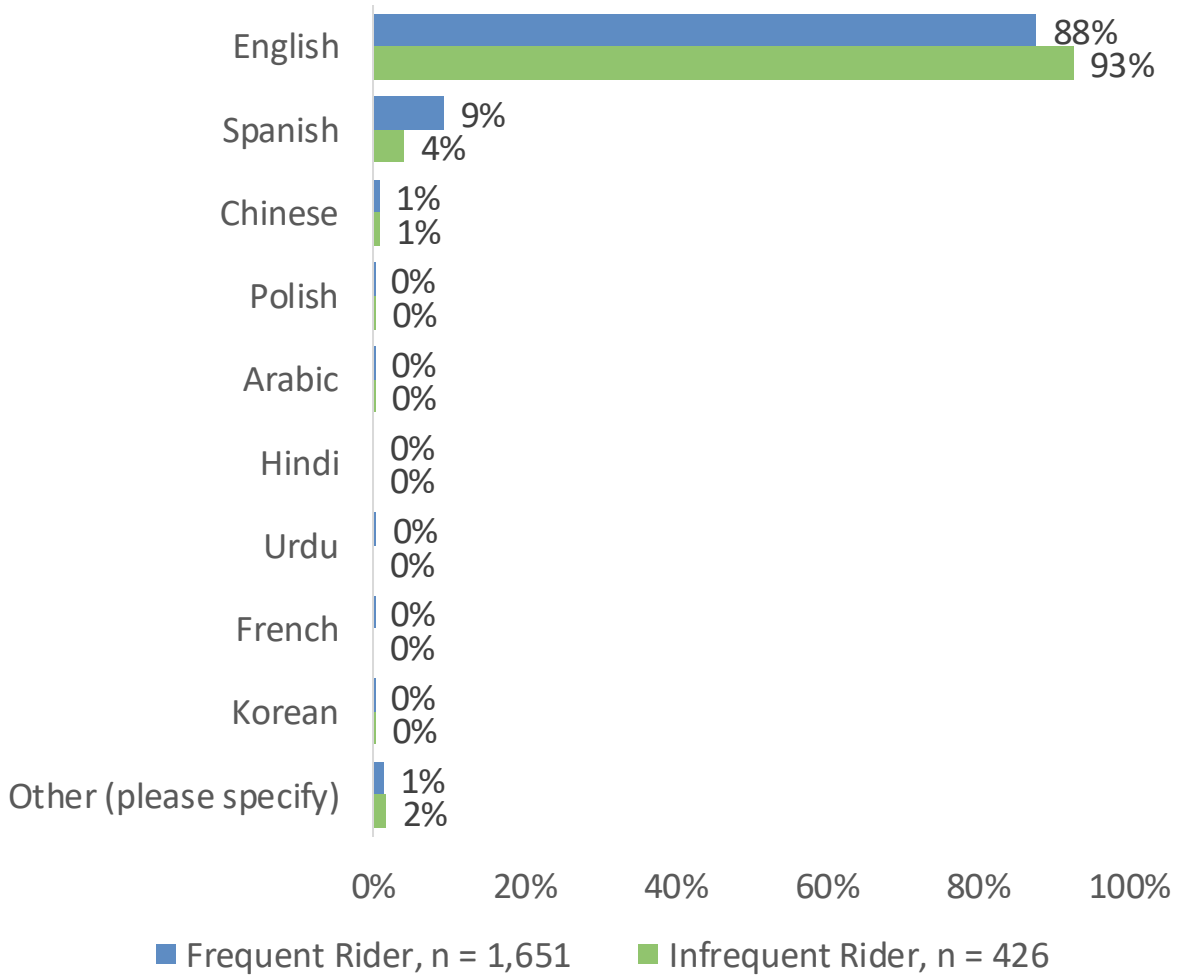
Household Income: Past Surveys

Household Income



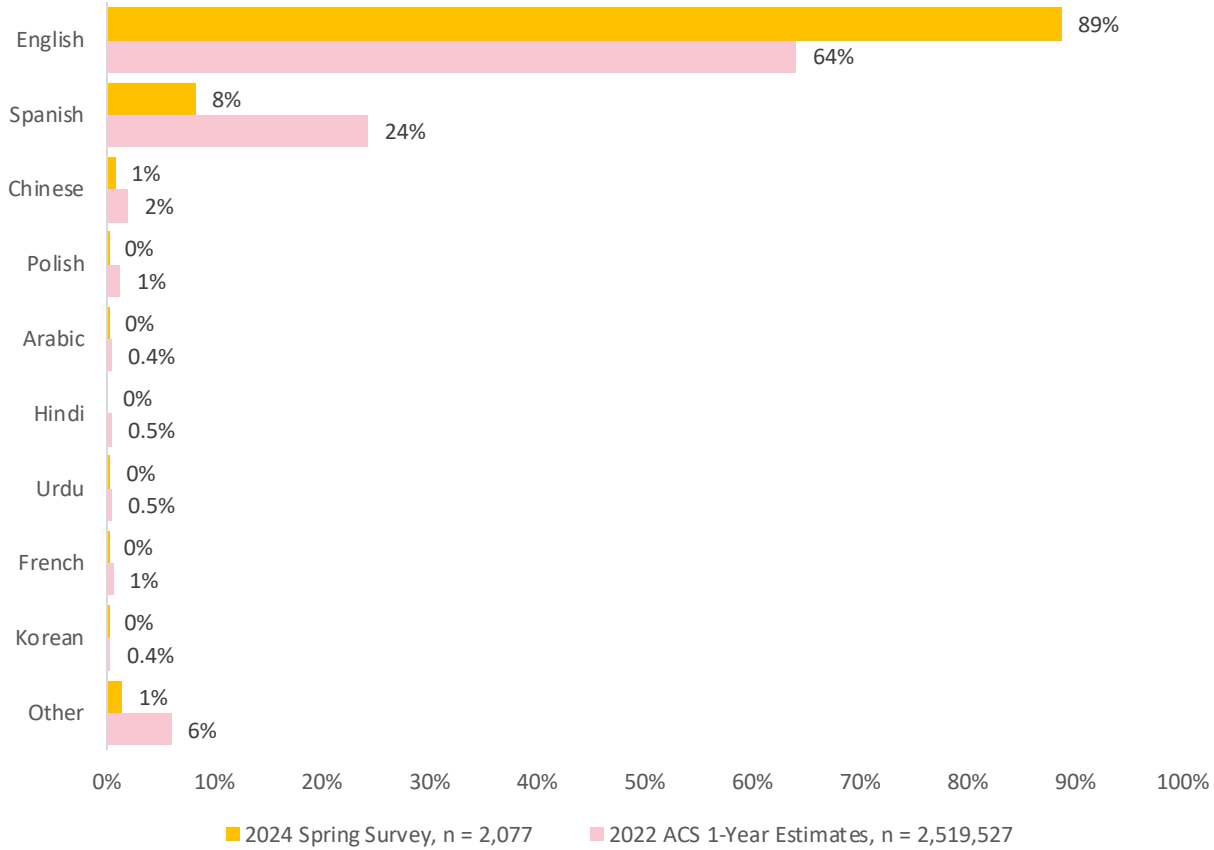
Language: Frequent vs Infrequent

Primary Language Spoken at Home

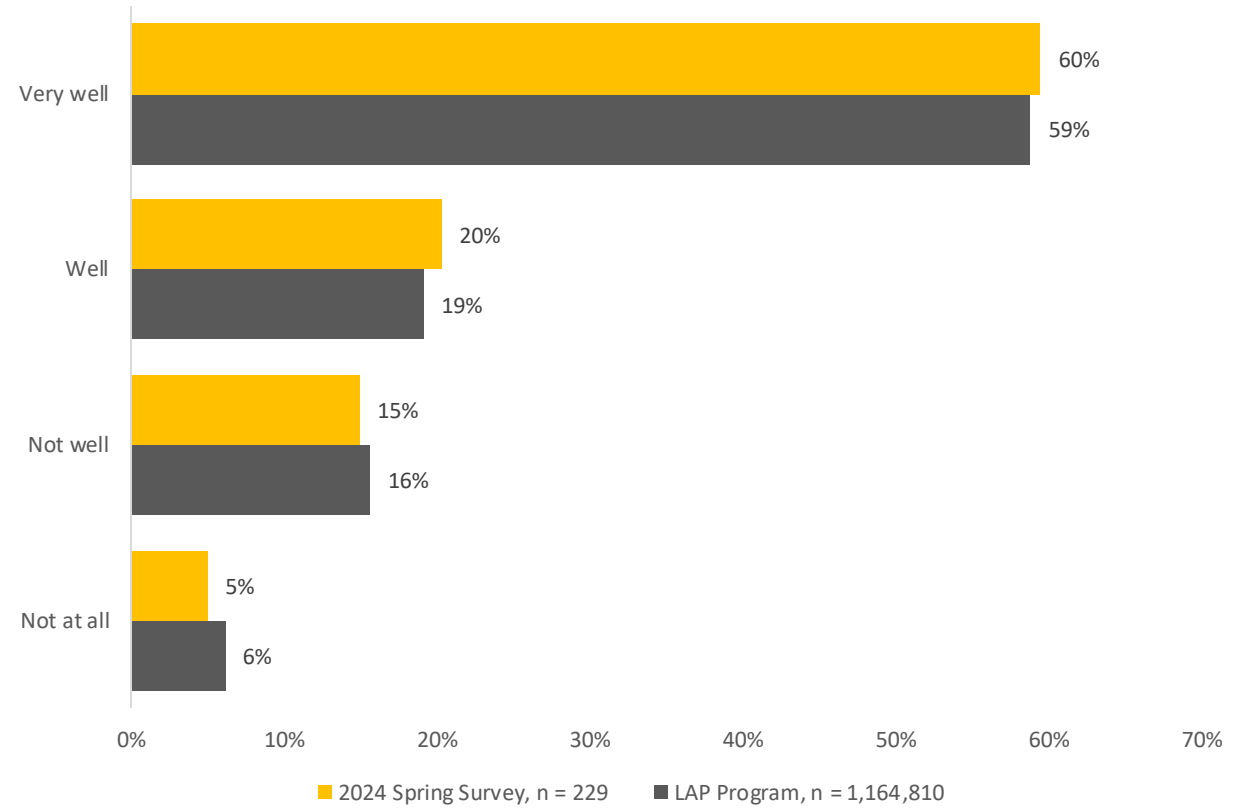


Primary Language of Survey Respondents compared with Service Area Data

Primary Language Spoken at Home



English Proficiency (Households with Primary Language other than English)

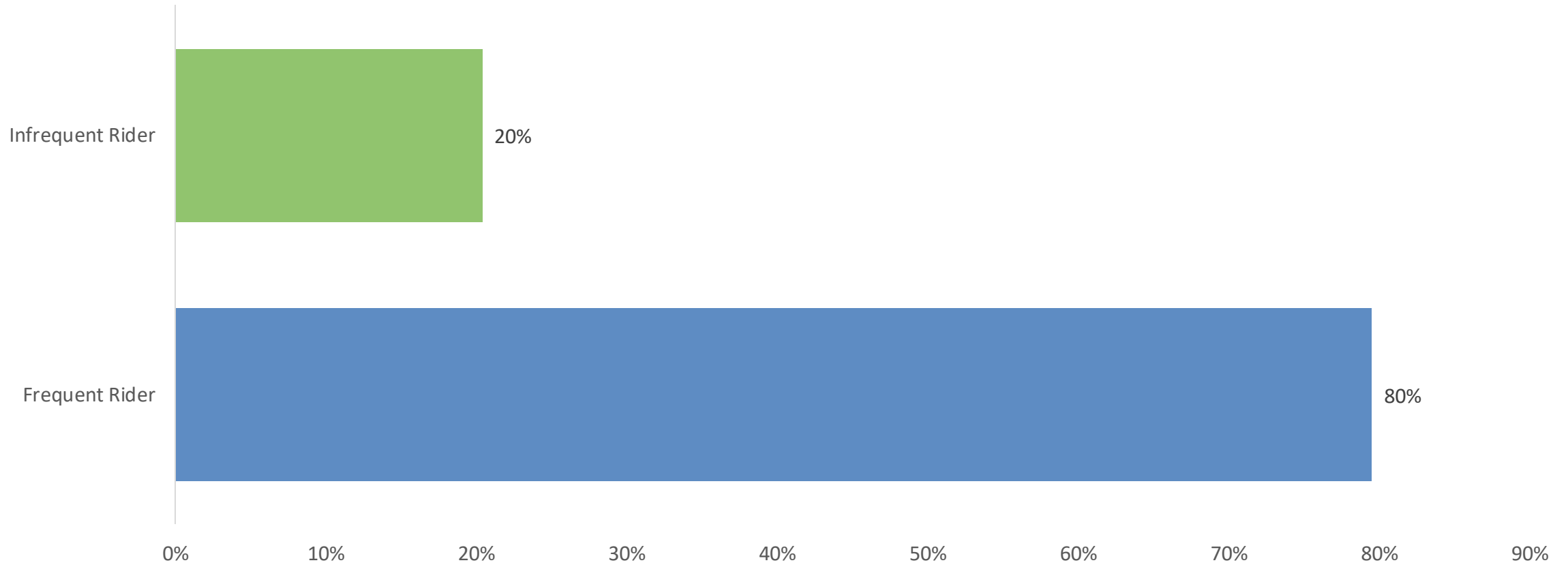


CTA Language Assistance Plan (LAP) Program data from 2019-2022 based on American Community Survey 2013-2017 5-year estimates for service area population.



Rider Frequency

Rider Frequency

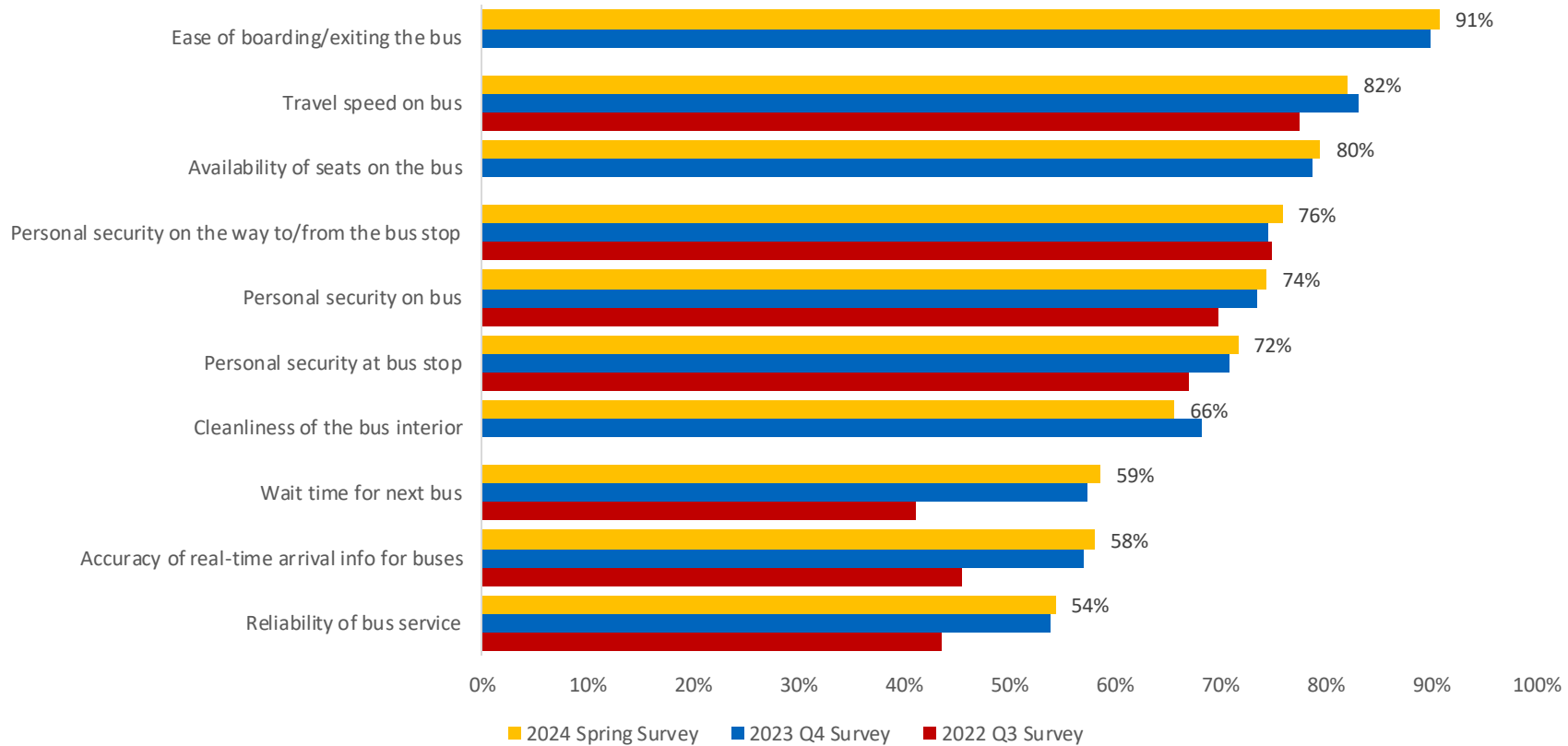


Appendix

Customer Satisfaction: Bus Attributes

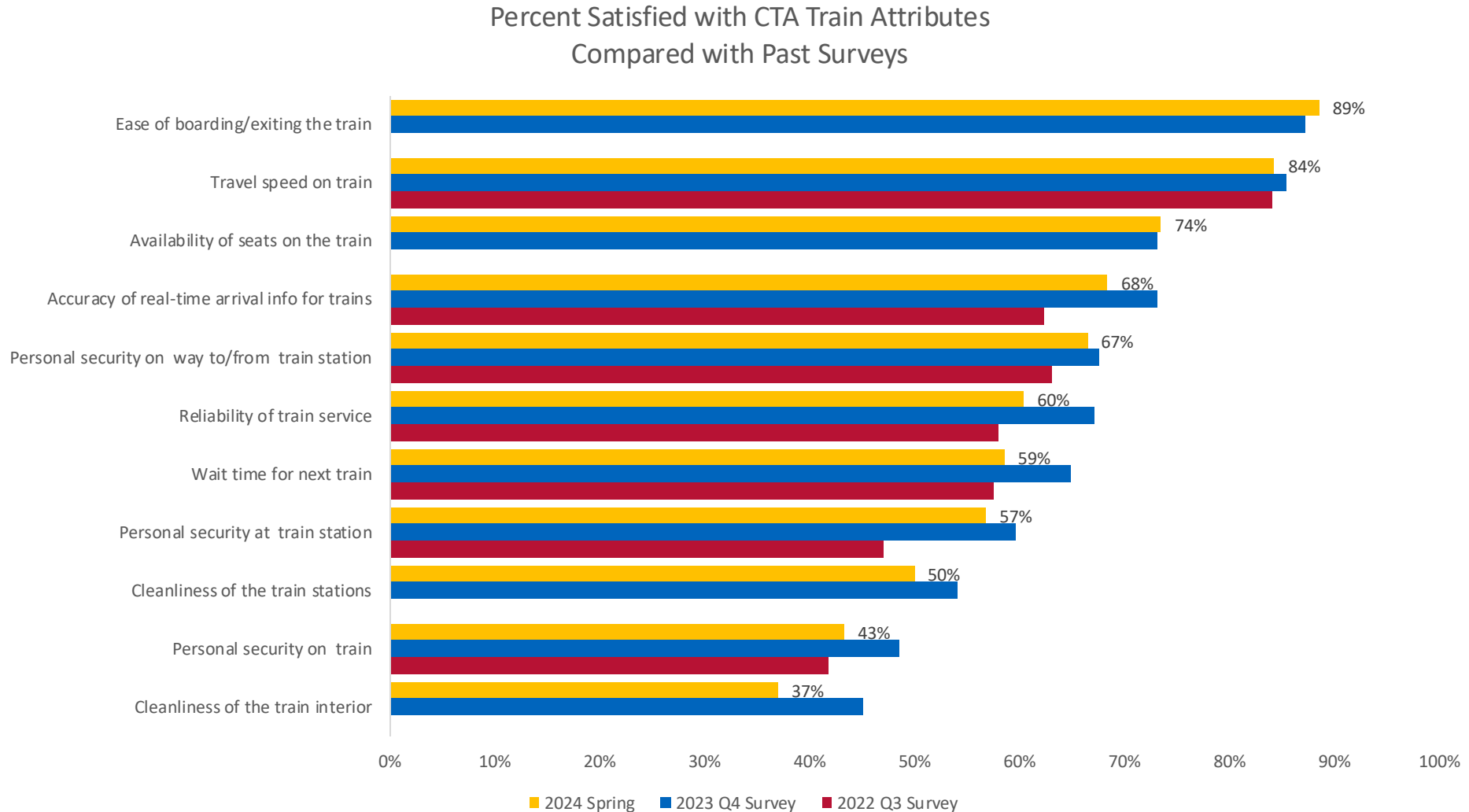
Satisfaction with all bus attributes is higher than the baseline results from Q3 2022 and are comparable to satisfaction rates from Q4 2023.

Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



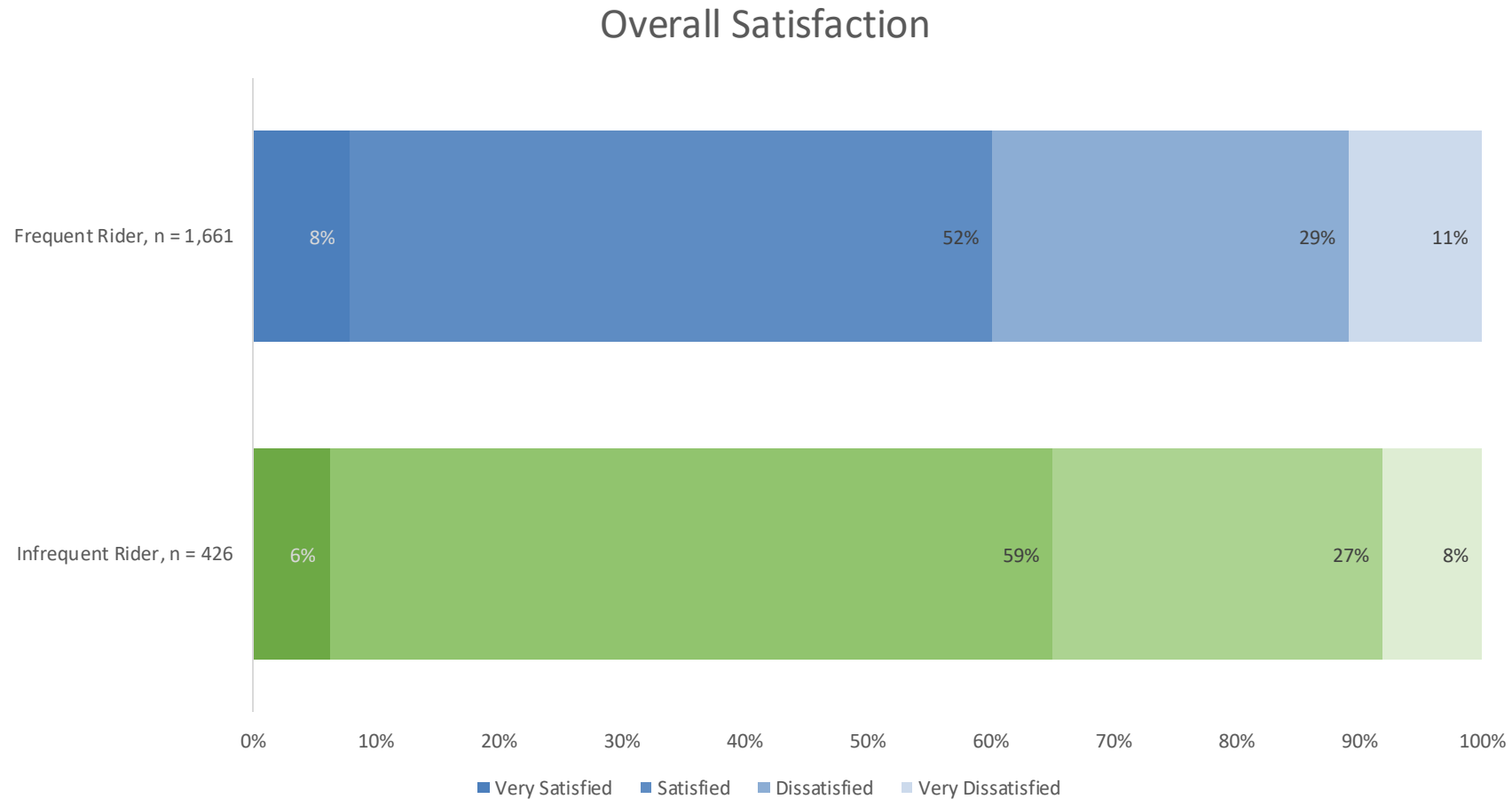
Customer Satisfaction: Rail Attributes

Satisfaction with rail attributes are higher than the baseline results from Q3 2022, but satisfaction with most attributes has decreased since Q4 2023.



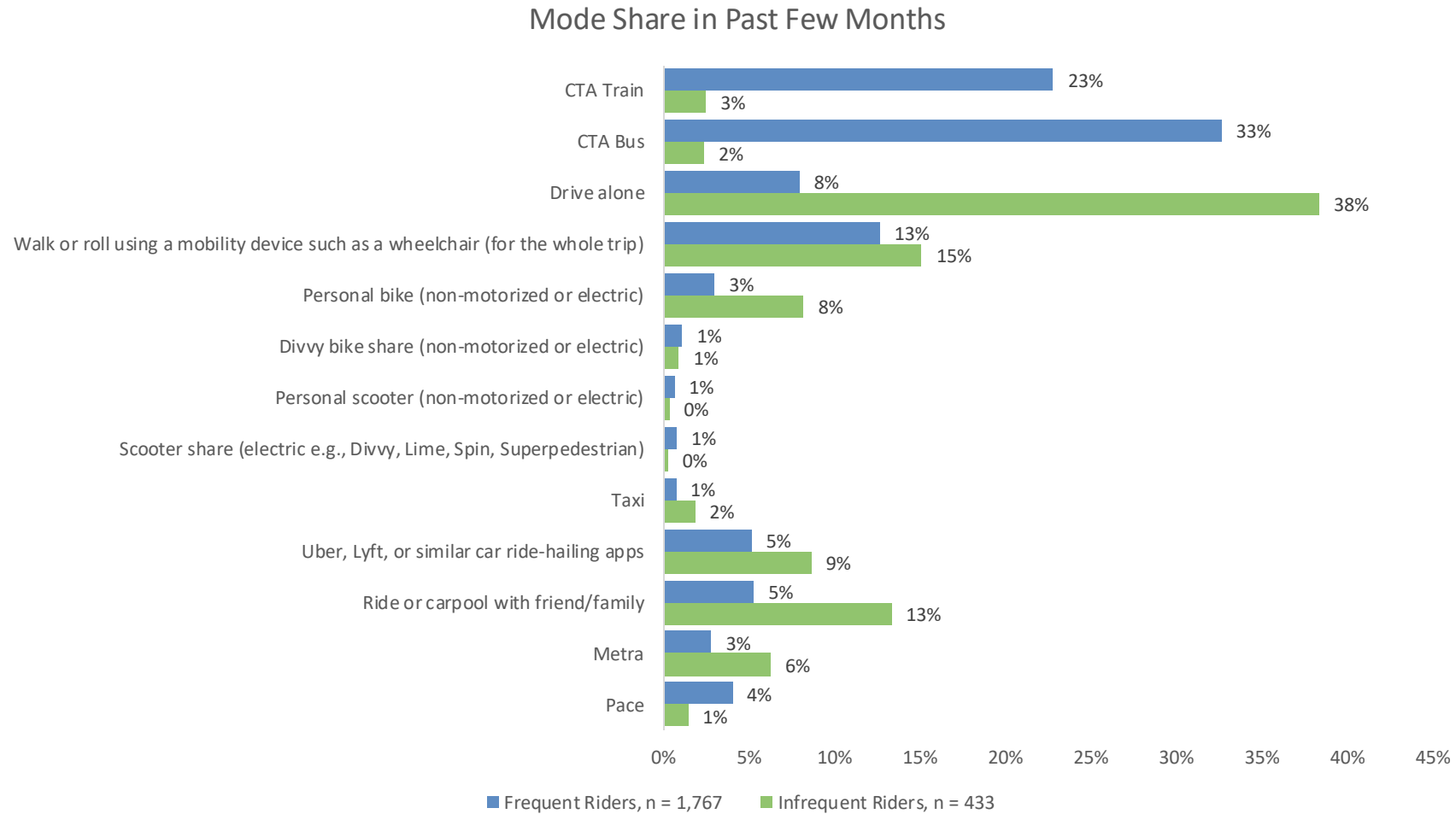
Overall Satisfaction

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



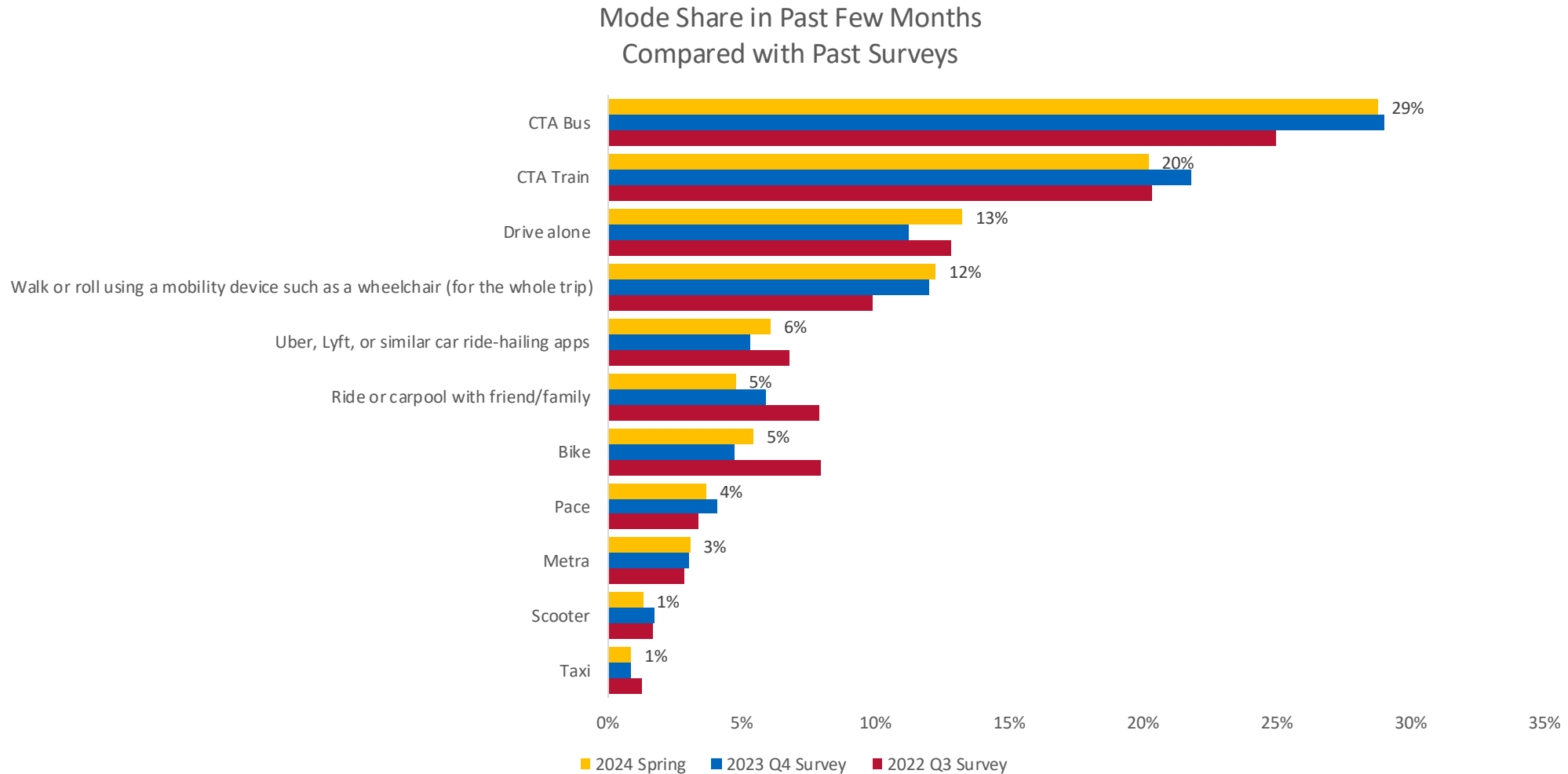
Mode Share

Trips on CTA were 56% of frequent riders' mode share and only 5% of infrequent riders' mode share.



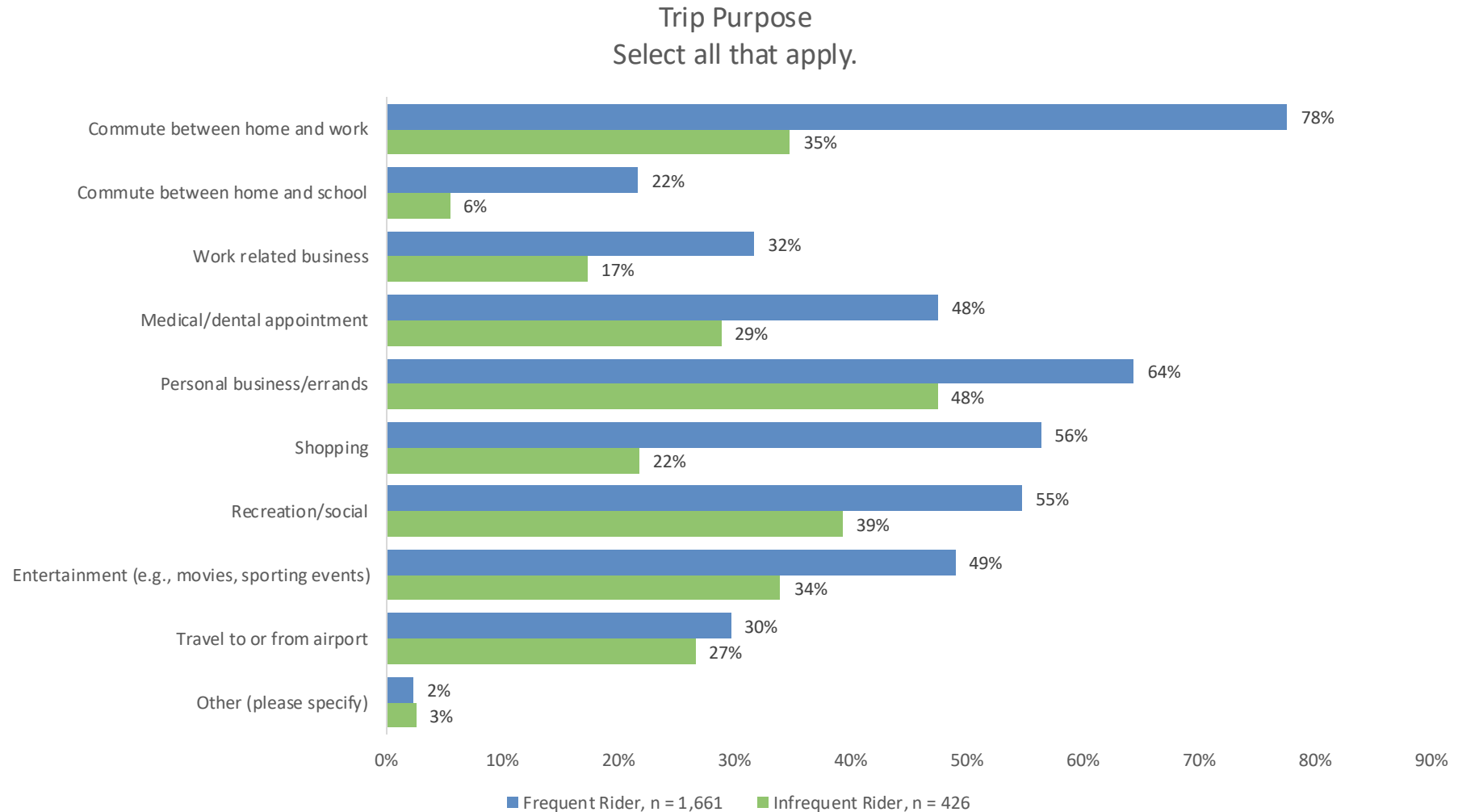
Mode Share Compared to Past Surveys

CTA mode share of respondents on the **Spring 2024** survey is higher than it was on the **Q3 2022** survey but has decreased since the **Q4 2023** survey.



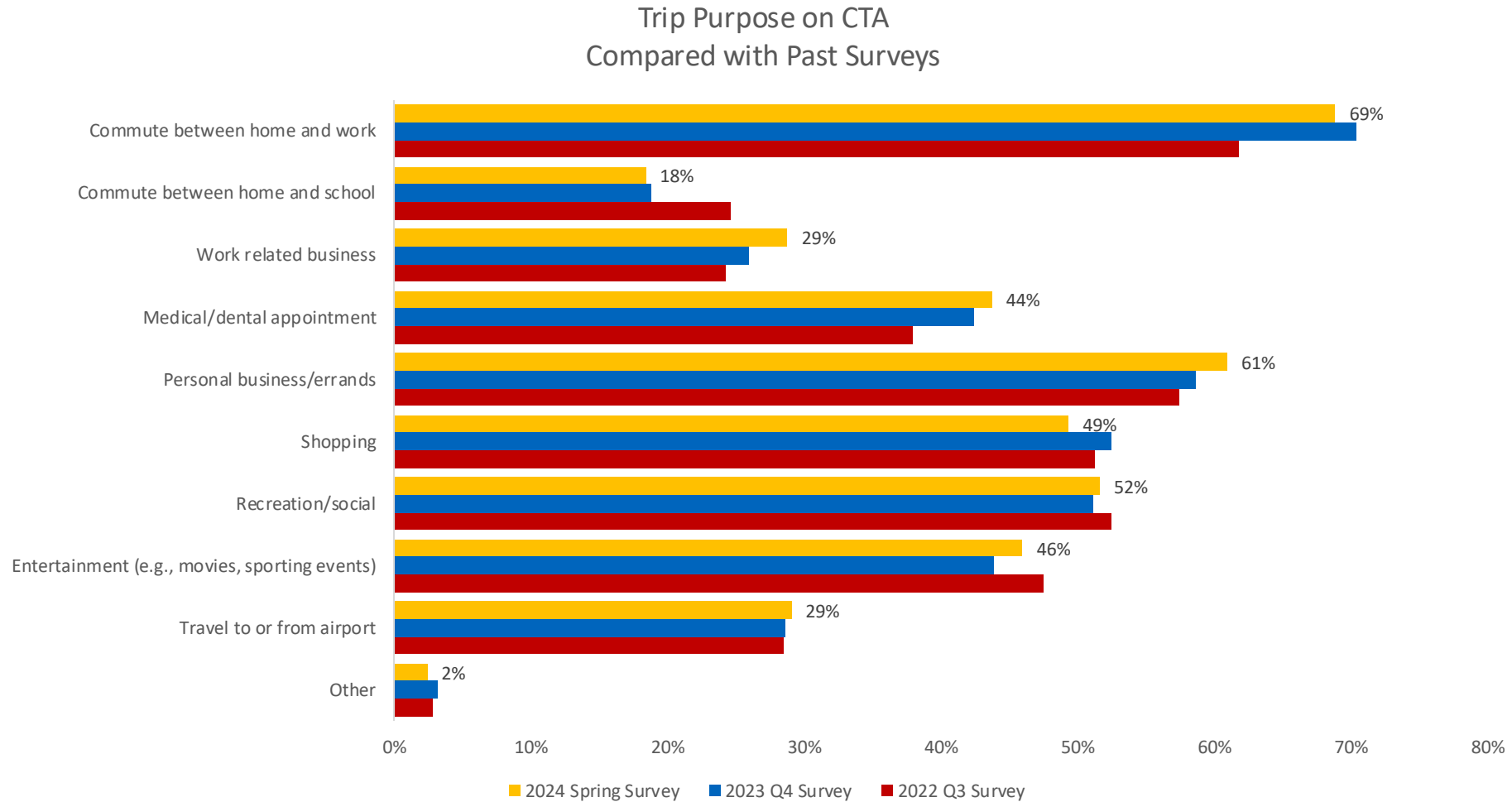
Trip Purpose on CTA

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



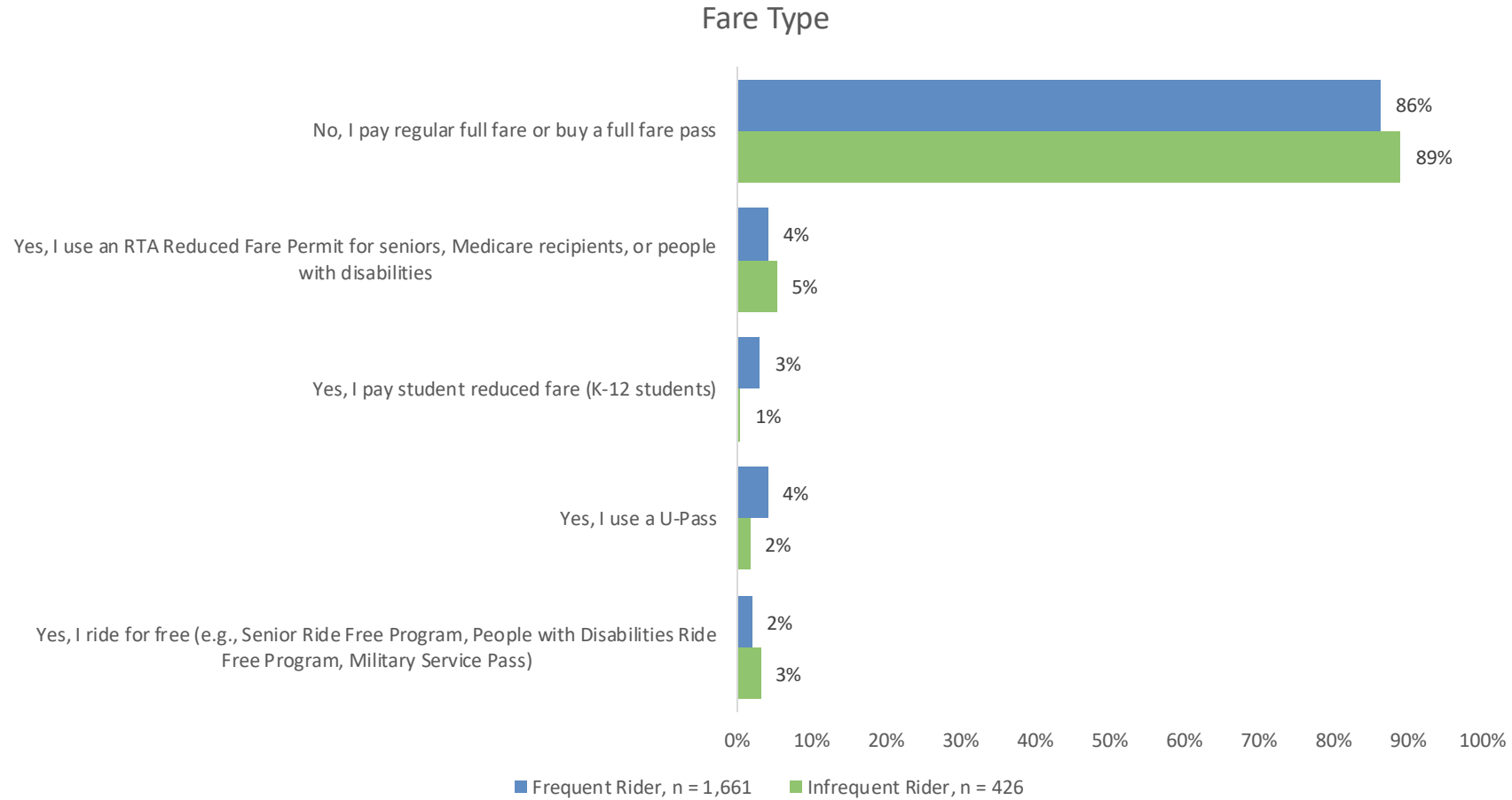
Trip Purpose Compared to Past Surveys

Respondents on the **Spring 2024** survey were more likely to use CTA for work related business, medical appointments, and personal business/errands compared to earlier quarterly surveys.



Fare Type

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



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.

