2022 Q4
Customer Survey Results
February 2023
Quarterly survey initiative began in Q3 2022 to provide more frequent updates on customer satisfaction and travel patterns in the COVID recovery period.

This presentation focuses on the results from our Q4 2022 survey, the second quarterly survey conducted.

Quarterly surveys include:
- Questions about customer habits and preferences that stay consistent for each quarterly survey in order to track trends
- Questions on a focus topic that change each quarter
- An English and Spanish version of the survey

Focus topics for Q4 2022 survey included:
- Real-time arrival information
- Factors influencing decisions to take trips on transit
- Awareness of Meeting the Moment Action Plan
Q4 2022 SURVEY GOALS

- Understand ridership habits, preferences and factors that influence ridership decisions of CTA customers, including current frequent and infrequent riders.
- Provide insight into trip making decisions.
- Understand what sources people use to obtain real-time arrival information for CTA Bus and Train, and more detail about the problems they are experiencing.
- Compare results to previous quarterly survey, identify potential trends.
Satisfaction with most attributes related to CTA Bus increased slightly between the Q3 and Q4 survey. Satisfaction with reliability and bus real-time arrival information accuracy continue to remain well below the 2021 Return to Transit Survey and the 2018 Ridership Investigation Survey.

Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months. For the Q4 2022 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about wait time generally.
Satisfaction with attributes related to CTA Train were roughly comparable with the Q3 survey, with satisfaction for most attributes decreasing slightly except for satisfaction with personal security at the station. Respondents continued to be most satisfied with travel speed on CTA Train, and least satisfied with personal security on CTA Train.

Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months. For the Q4 2022 results, satisfaction with wait time for next train represents the average satisfaction with wait time for next train on weekdays and wait time for next train on weekends in order to compare with past surveys, which only asked about wait time generally.
RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE

Respondents ranked increased accuracy of real-time arrival information for buses, frequency during peak periods, and increased speed and reliability of buses as the top factors that would encourage more frequent use of CTA. Factors related to personal security ranked in the top 3 decision-making factors for infrequent riders.

<table>
<thead>
<tr>
<th>Which of the following improvements would encourage you to ride CTA more frequently?</th>
<th>All respondents, n = 2,183</th>
<th>Frequent riders, n = 1,823</th>
<th>Infrequent riders, n = 360</th>
</tr>
</thead>
<tbody>
<tr>
<td>If real-time arrival information for buses was more accurate</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>If service came more frequently during weekdays</td>
<td>2</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>If buses were faster and more reliable</td>
<td>3</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>If there was better security on board</td>
<td>4</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>If service came more frequently during weekends</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>If there was better security at stations/stops</td>
<td>6</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>If real-time arrival information for trains was more accurate</td>
<td>7</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>If trains were faster and more reliable</td>
<td>8</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>If vehicles/stations were cleaner</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>If CTA fares were lower/more affordable</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>
While personal safety on board and at stops/stations ranked in the top three reasons that would encourage more frequent use of CTA in Q3 2022, these factors dropped in rank on the Q4 survey to 4th and 6th, respectively.

<table>
<thead>
<tr>
<th>Which of the following improvements would encourage you to ride CTA more frequently?</th>
<th>Q4 2022, n = 2,183</th>
<th>Q3 2022, n = 1,802</th>
</tr>
</thead>
<tbody>
<tr>
<td>If real-time arrival information for buses was more accurate</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>If service came more frequently during weekdays</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>If buses were faster and more reliable</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>If there was better security on board</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>If service came more frequently during weekends</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>If there was better security at stations/stops</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>If real-time arrival information for trains was more accurate</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>If trains were faster and more reliable</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>If vehicles/stations were cleaner</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>If CTA fares were lower/more affordable</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>
Respondents were more likely to agree that trains arrive when they expect them to compared with buses and that weekday buses and trains arrive when they expect them to compared with weekend buses and trains.

**CTA Train Reliability: Weekdays Vs Weekends**

- **Frequent riders, n = 1,631**: 68%
- **Infrequent riders, n = 295**: 76%
- **Frequent riders, n = 1,505**: 49%
- **Infrequent riders, n = 275**: 61%

**CTA Bus Reliability: Weekdays Vs Weekends**

- **Frequent riders, n = 1,658**: 55%
- **Infrequent riders, n = 281**: 68%
- **Frequent riders, n = 1,511**: 37%
- **Infrequent riders, n = 243**: 47%
The most common primary sources of real-time arrival information used by respondents were the 1) Ventra App, 2) Transit App and 3) Google Maps. 37% of frequent rider respondents and 28% of infrequent rider respondents selected the Ventra App as their most common source for obtaining real-time information. 26% of infrequent rider respondents use Google Maps as their primary source of real-time information.
Respondents reporting use of Google Maps and the Ventra app as their primary source of real-time arrival information were less satisfied with accuracy of real-time arrival information on buses compared with respondents using other real-time data sources or apps.

### Percent dissatisfied with accuracy of real-time arrival information for buses by primary information source

- **Google Maps, n = 298**: 56%
- **Ventra App, n = 697**: 54%
- **Transit App, n = 351**: 52%
- **Bus Tracker by Text, n = 89**: 51%
- **All, n = 1,937**: 49%
- **Transitchicago.com/tracker, n = 226**: 44%
- **Rail Tracker digital screens, n = 39**: 41%
- **Bus Tracker digital screens, n = 95**: 40%
Respondents who reported using Google Maps for their primary source of real-time arrival information reported the most dissatisfaction with the accuracy of real-time train arrival information.
Respondents living on the Southwest and West Sides were more likely to report *frequent* CTA use. The largest share of respondents reporting *infrequent* use of CTA live on the South Side.

City of Chicago Geography Based on Home Zip Code

<table>
<thead>
<tr>
<th>Geography</th>
<th>Frequent riders, n = 1,801</th>
<th>Infrequent riders, n = 355</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>North</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Northwest</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>South</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Southwest</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>West</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Suburbs</td>
<td>7%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Frequent riders were more likely to identify as Black or African American or Hispanic and less likely to identify as White than infrequent riders.

Ethnicity (Select all that apply)

- American Indian or Alaska Native: 1% Frequent, 0% Infrequent
- Asian: 9% Frequent, 9% Infrequent
- Black or African-American: 27% Frequent, 21% Infrequent
- Native Hawaiian or Pacific Islander: 1% Frequent, 0% Infrequent
- Hispanic or Latino: 31% Frequent, 20% Infrequent
- White: 35% Frequent, 53% Infrequent
- Other, please specify: 2% Frequent, 1% Infrequent

Frequent riders, n = 1,714  Infrequent riders, n = 337
Frequent riders were more likely to identify as lower income than infrequent riders.
SURVEY ADMINISTRATION & RESULTS

Timeframe:
• Survey open from October 31, 2022, to November 28, 2022.

Recruitment:
• Primarily email, with some outreach via Car Card and Flyers
• Prize drawing incentive offered to all respondents

Email recruitment:
• Email survey distributed to ~24,500 of the ~760,000 Ventra customers who are opted-in to receive emails and have ridden CTA at least once per month from mid-July to mid-October of 2022.
• Sample proportional to service area population based on customer ZIP code, with oversampling in areas with traditionally low response rates.
• 2,063 responses collected.

Flyer recruitment:
• ~300 Flyers with a unique survey link were distributed at select locations*. 
• 42 responses collected.

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

Total Sample Size:
• 2,183 completed surveys (98 completed in Spanish)
• Prize drawing incentive offered to all respondents.
• Email survey response rate = 8.5%, comparable to other online surveys with prize drawing incentive**
• Ridership profile, fare type, and demographic make up of survey sample was compared with past surveys. No large skews in the data were identified, so results provided are unweighted.


**Results valid at the 95% confidence level with a margin of error of +/-2.1.
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 September, October, November 2022.
- Sample size = 1,823

**Infrequent riders:**
- Used CTA Bus or Rail at most 1-2 days per month during September, October, November 2022.
- Sample size = 360
Over the past few months, **frequent riders** used a variety of modes for travel, with CTA making up 56% of trips outside the home. **Infrequent riders** relied more heavily on personal vehicles and walking.

Mode Share in Past Few Months

- **CTA Train**: 26%
- **CTA Bus**: 30%
- **Drive alone**: 41%
- **Walk or roll using a mobility device such as a wheelchair (for the whole trip)**: 15%
- **Personal bike (non-motorized or electric)**: 9%
- **Divvy bike share (non-motorized or electric)**: 9%
- **Personal scooter (non-motorized or electric)**: 6%
- **Scooter share (electric e.g., Divvy, Lime, Spin, Superpedestrian)**: 5%
- **Taxi**: 4%
- **Uber, Lyft, or similar car ride-hailing apps**: 4%
- **Ride or carpool with friend/family**: 13%
- **Metra**: 10%
- **Pace**: 5%

*Frequent riders, n = 1,823  Infrequent riders, n = 360*
Respondents were more likely to use CTA Bus than any other mode of transportation across all surveys. Consistent with ridership trends, percent of travel using CTA increased from Q3 2022 to Q4 2022.

Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.
CTA use increased for most trip purposes between Q3 2022 and Q4 2022 but all trip purposes remained below levels reported in the 2018 Ridership Investigation Survey. The most frequent trip purpose is commuting between home and work and personal business/errands.

Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.
Across all age categories, the Ventra App was the most selected primary source for real-time arrival information. For respondents ages 18-44, Google Maps was more popular than transitchicago.com/tracker, while for all other age categories transitchicago.com/tracker was more popular.

Primary Real-Time Arrival Information Source by Age
For all bus satisfaction attributes, **infrequent riders** were more satisfied than **frequent riders**. All respondents were least satisfied with wait time for the next bus, reliability of bus service and accuracy of real-time arrival information. Wait time for bus on weekends received the lowest satisfaction score.

### Percent Satisfied with CTA Bus Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Frequent riders, n</th>
<th>Infrequent riders, n</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Speed on Bus</td>
<td>1668</td>
<td>287</td>
<td>80%</td>
</tr>
<tr>
<td>Personal security on way to/from stop</td>
<td>1600</td>
<td>281</td>
<td>72%</td>
</tr>
<tr>
<td>Personal security on bus</td>
<td>1616</td>
<td>283</td>
<td>70%</td>
</tr>
<tr>
<td>Personal security at the bus stop</td>
<td>1603</td>
<td>279</td>
<td>67%</td>
</tr>
<tr>
<td>Cleanliness of bus interior</td>
<td>1671</td>
<td>291</td>
<td>62%</td>
</tr>
<tr>
<td>Wait time for next bus weekdays</td>
<td>1657</td>
<td>272</td>
<td>57%</td>
</tr>
<tr>
<td>Accuracy of real-time arrival info for buses</td>
<td>1657</td>
<td>280</td>
<td>48%</td>
</tr>
<tr>
<td>Reliability of bus service</td>
<td>1651</td>
<td>269</td>
<td>44%</td>
</tr>
<tr>
<td>Wait time for next bus on weekends</td>
<td>1516</td>
<td>239</td>
<td>38%</td>
</tr>
</tbody>
</table>
Infrequent riders were more likely to be satisfied than frequent riders for all attributes related to CTA Train. All respondents were most satisfied with travel speed on CTA Train, and least likely to be satisfied with personal security on the train and cleanliness of the train interior.
For respondents dissatisfied with real-time bus arrival information, 89% reported that the reason for dissatisfaction was that the wait time shown does not match the actual wait time, and 66% reported that buses predicted never arrive.
For respondents dissatisfied with real-time bus arrival information, 89% reported that the reason for dissatisfaction was that the wait time shown does not match the actual wait time, and 66% reported that buses predicted never arrive. For the top four most selected real-time arrival sources, reasons dissatisfied with real-time arrival information were comparable.
For respondents dissatisfied with real-time train arrival info, 86% reported that the reason for dissatisfaction was that the wait time shown does not match the actual wait time, while almost half of respondents reported that trains predicted never arrive and real-time information signs at the stations do not match real-time apps.
For respondents dissatisfied with real-time train arrival information, 86% reported that the reason for dissatisfaction was that the wait time shown does not match the actual wait time, and almost half reported that trains predicted never arrive and that real-time information signs at the stations do not match real-time apps. Respondents who use Google Maps and the Ventra App to obtain real-time arrival information and were dissatisfied with accuracy of train arrival information were more likely to report that real-time information signs at the train station don’t match real-time app information.
Respondents were asked a series of questions to provide insight into transportation choices. Question topics included:

- Impact of dissatisfaction with reliability, frequency, and Bus/Train real-time arrival information on CTA trip planning
- Top factors influencing decisions to ride CTA
- Top factors influencing decisions not to ride CTA
- Key improvements that would encourage increased use of CTA
- Factors influencing trips on CTA for other trip purposes
Respondents who reported dissatisfaction with frequency of service, Bus or Train Real-Time Arrival Source, or reliability were most likely to report that they left extra time when making trips on CTA when asked about how dissatisfaction with these attributes impacts trip planning behavior. Infrequent Riders were more likely to use a different mode for trips.

**Impact on CTA Trip Planning (Select up to Two)**

- **I leave extra time when I make trips on CTA**: 66% (Frequent) 64% (Infrequent)
- **I leave at the same time, but am sometimes late to my destination**: 32% (Frequent) 20% (Infrequent)
- **I started using a different mode of transportation for some of the trips I used to take on CTA**: 15% (Frequent) 19% (Infrequent)
- **I started using a different mode of transportation for many trips I used to take on CTA**: 10% (Frequent) 22% (Infrequent)
- **I started using a different mode of transportation when I'm in a hurry/running late**: 21% (Frequent) 28% (Infrequent)
- **I still plan to use CTA for most trip purposes, but use a different mode when the bus/train isn't coming**: 24% (Frequent) 14% (Infrequent)
- **Other (please specify)**: 3% (Frequent) 3% (Infrequent)
Respondents who reported dissatisfaction with frequency of service, Bus or Train real-time arrival information, or reliability in Q4 2022 were less likely to use a different mode of transportation because of their dissatisfaction compared to Q3 2022.

Impact on CTA Trip Planning
(Select up to Two)

- I leave extra time when I make trips on CTA: 66% (Q4 2022) vs. 59% (Q3 2022)
- I leave at the same time, but am sometimes late to my destination: 30% (Q4 2022) vs. 27% (Q3 2022)
- I still plan to use CTA for most trip purposes, but use a different mode when the bus/train isn’t coming: 22% (Q4 2022) vs. 25% (Q3 2022)
- I started using a different mode of transportation when I’m in a hurry/running late: 22% (Q4 2022) vs. 23% (Q3 2022)
- I started using a different mode of transportation for some of the trips I used to take on CTA: 16% (Q4 2022) vs. 18% (Q3 2022)
- I started using a different mode of transportation for many trips I used to take on CTA: 11% (Q4 2022) vs. 15% (Q3 2022)
- Other (please specify): 3% (Q4 2022) vs. 4% (Q3 2022)
For **infrequent riders** and **frequent riders** the most commonly selected reason for choosing CTA was its proximity to their trip origin and destination. **Infrequent riders** were more likely than **frequent riders** to report using CTA because of concerns related to driving such as ability to avoid traffic, parking expenses, they didn’t want to drive, or high gas prices.

### Reasons for Selecting CTA as Travel Option

*(Select up to Two)*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Frequent riders, n = 1,823</th>
<th>Infrequent riders, n = 360</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTA near my home (or starting point) and destination</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>Fare price was affordable</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>CTA was my only option</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>Didn’t have access to a car</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Ability to avoid traffic (if using CTA Train)</td>
<td>29%</td>
<td>18%</td>
</tr>
<tr>
<td>The bus/train was coming soon</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Parking was too expensive</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Didn’t want to drive</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Gas prices were too high</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Reasons for not selecting CTA as a travel option remained relatively the same across Q3 and Q4 of 2022. In Q4 2022 respondents were slightly less likely to report “Didn’t have access to a car” as a reason for selecting CTA.

Reasons for Selecting CTA as Travel Option
(Select up to Two)

- CTA near my home (or starting point) and destination
- Fare price was affordable
- CTA was my only option
- Didn’t have access to a car
- Ability to avoid traffic (if using CTA Train)
- The bus/train was coming soon
- Parking was too expensive
- Didn’t want to drive
- Gas prices were too high
- Other (please specify)

Q4 2022, n = 2,183
Q3 2022, n = 1,802
When asked about a time when they did not select CTA as their travel option, infrequent riders indicate concerns related to personal security most often, while frequent riders were most concerned with poor service reliability and delays to service.

Reason for Not Using CTA, When CTA was an Option

- CTA is too unreliable because it does not arrive on-time or maintain a consistent schedule: 17% frequent riders, 14% infrequent riders
- I was going to take CTA, but it was delayed: 15% frequent riders, 5% infrequent riders
- It would take too long to wait because CTA doesn’t come frequently enough: 13% frequent riders, 8% infrequent riders
- Other (please specify): 12% frequent riders, 11% infrequent riders
- I have concerns about my personal security traveling to the stop/station, waiting for the bus/train, or riding CTA: 16% frequent riders, 10% infrequent riders
- The trip would be too slow: 14% frequent riders, 8% infrequent riders
- I was carrying a lot of things: 10% frequent riders, 6% infrequent riders
- The weather was bad: 10% frequent riders, 6% infrequent riders
- I would have to transfer too many times between CTA Buses: 6% frequent riders, 4% infrequent riders
- I was worried about exposure to COVID-19: 6% frequent riders, 3% infrequent riders
- Walking to or from the CTA was too far: 6% frequent riders, 3% infrequent riders
- I wasn’t sure if CTA went where I was going: 3% frequent riders, 2% infrequent riders

Frequent riders, n = 1,823  Infrequent riders, n = 360
Poor reliability was the most frequently selected reason that respondents reported for not using CTA, when CTA was an option in **Q3 2022** and again in **Q4 2022**.

**Reason for Not Using CTA, When CTA was an Option**

- CTA is too unreliable because it does not arrive on-time or maintain a... (17% in Q4 2022, 17% in Q3 2022)
- I was going to take CTA, but it was delayed (14% in Q4 2022, 13% in Q3 2022)
- It would take too long to wait because CTA doesn’t come frequently enough (13% in Q4 2022, 12% in Q3 2022)
- Other (please specify) (13% in Q4 2022, 12% in Q3 2022)
- I have concerns about my personal security traveling to the stop/station,... (11% in Q4 2022, 8% in Q3 2022)
- The trip would be too slow (9% in Q4 2022, 9% in Q3 2022)
- I was carrying a lot of things (8% in Q4 2022, 7% in Q3 2022)
- The weather was bad (8% in Q4 2022, 5% in Q3 2022)
- I would have to transfer too many times between CTA Buses (5% in Q4 2022, 4% in Q3 2022)
- Walking to or from the CTA was too far (5% in Q4 2022, 4% in Q3 2022)
- I was worried about exposure to COVID-19 (3% in Q4 2022, 3% in Q3 2022)
- I wasn’t sure if CTA went where I was going (2% in Q4 2022, 2% in Q3 2022)
FACTORS INFLUENCING INCREASED CTA USE FOR OTHER TRIP PURPOSES

When asked what would encourage use of CTA for other trip purposes than currently using CTA for, the biggest factor for frequent riders was if CTA service was more frequent. For infrequent riders, the biggest factor was feeling safer from crime on CTA, followed by an increased need to travel.

Factors Influencing Use Of CTA for Other Trip Purposes (Select All That Apply)

- If CTA service was more frequent: 52% (Frequent), 36% (Infrequent)
- If real-time arrival information for buses was more accurate: 50% (Frequent), 39% (Infrequent)
- If I felt safer from crime on CTA: 50% (Frequent), 52% (Infrequent)
- If CTA service was faster: 42% (Frequent), 35% (Infrequent)
- If real-time arrival information for trains was more accurate: 42% (Frequent), 35% (Infrequent)
- If buses and trains were cleaner: 34% (Frequent), 29% (Infrequent)
- If my need to travel increases: 42% (Frequent), 30% (Infrequent)
- New home, work, or school closer to CTA: 25% (Frequent), 25% (Infrequent)
- If CTA were more affordable: 16% (Frequent), 11% (Infrequent)
- I already use CTA for most trip purposes: 12% (Frequent), 2% (Infrequent)
- If I wasn't able to telework: 17% (Frequent), 10% (Infrequent)
- Other (please specify): 12% (Frequent), 6% (Infrequent)

Frequent riders, n = 1,823  Infrequent riders, n = 360
FACTORS INFLUENCING INCREASED CTA USE FOR OTHER TRIP PURPOSES: COMPARED TO Q3 2022

When asked what would encourage use of CTA for other trip purposes than currently using CTA for, the biggest factor influencing use of CTA for other trip purposes in Q3 2022 and Q4 2022 was if respondents felt safer from crime. However, slightly fewer respondents selected this factor compared with Q3 2022. Respondents were slightly more likely to report that more frequent service and somewhat more likely to report that real-time information accuracy for buses were important factors compared with the Q4 2022 survey.

Factors Influencing Use Of CTA for Other Trip Purposes (Select All That Apply)

- If I felt safer from crime on CTA
- If CTA service was more frequent
- If real-time arrival information for buses was more accurate
- If CTA service was faster
- If real-time arrival information for trains was more accurate
- If my need to travel increases
- If buses and trains were cleaner
- New home, work, or school closer to CTA
- If CTA were more affordable
- I already use CTA for most trip purposes
- Other (please specify)

Q4 2022, n = 2,183  Q3 2022, n = 1,802
Approximately 15% of respondents had previously heard of CTA’s Meeting the Moment Action Plan. Of those familiar with the plan, most had heard about Meeting the Moment from CTA’s website or social media or through the news media.

How did you hear about CTA’s new Action Plan?

- From CTA’s website or CTA social media accounts: 39% (Frequent riders 30%, Infrequent riders 30%)
- On other social media besides CTA accounts: 17% (Frequent riders 14%, Infrequent riders 14%)
- Through the news media: 40% (Frequent riders 40%, Infrequent riders 40%)
- At an ‘Ask CTA’ pop-up event at a train station: 5% (Frequent riders 5%, Infrequent riders 5%)
- From friends or family members: 2% (Frequent riders 2%, Infrequent riders 2%)
- From my Alderman or a community-based organization: 10% (Frequent riders 9%, Infrequent riders 10%)
- Other (please specify): 2% (Frequent riders 7%, Infrequent riders 2%)
Most frequent riders reported using CTA for commuting, personal business, shopping, and recreation. Infrequent riders reported using CTA for recreational trips at the same rate as frequent riders but only one third of infrequent riders reported using CTA for commute trips.
# Customer Satisfaction: CTA Bus Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Frequent Rider, n=1,516...</th>
<th>Infrequent Riders, n= 239</th>
<th>Frequent Rider, n=1,567...</th>
<th>Infrequent Riders, n= 280</th>
<th>Frequent Rider, n=1,651...</th>
<th>Infrequent Riders, n= 269</th>
<th>Frequent Rider, n=1,657...</th>
<th>Infrequent Riders, n= 280</th>
<th>Frequent Rider, n=1,651...</th>
<th>Infrequent Riders, n= 269</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wait time for next bus weekdays</td>
<td>14%</td>
<td>29%</td>
<td>47%</td>
<td>10%</td>
<td>10%</td>
<td>24%</td>
<td>54%</td>
<td>12%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Wait time for next bus on weekends</td>
<td>29%</td>
<td>33%</td>
<td>54%</td>
<td>12%</td>
<td>19%</td>
<td>29%</td>
<td>44%</td>
<td>8%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Accuracy of real-time arrival info for buses</td>
<td>20%</td>
<td>32%</td>
<td>40%</td>
<td>8%</td>
<td>14%</td>
<td>33%</td>
<td>44%</td>
<td>9%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Reliability of bus service</td>
<td>21%</td>
<td>35%</td>
<td>36%</td>
<td>7%</td>
<td>13%</td>
<td>29%</td>
<td>51%</td>
<td>7%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Travel Speed on Bus</td>
<td>6%</td>
<td>14%</td>
<td>66%</td>
<td>14%</td>
<td>2%</td>
<td>10%</td>
<td>73%</td>
<td>16%</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>Personal security on way to/from stop</td>
<td>11%</td>
<td>17%</td>
<td>60%</td>
<td>12%</td>
<td>4%</td>
<td>12%</td>
<td>70%</td>
<td>14%</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>Personal security at the bus stop</td>
<td>13%</td>
<td>20%</td>
<td>57%</td>
<td>11%</td>
<td>5%</td>
<td>18%</td>
<td>66%</td>
<td>11%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Personal security on bus</td>
<td>11%</td>
<td>18%</td>
<td>57%</td>
<td>13%</td>
<td>6%</td>
<td>18%</td>
<td>62%</td>
<td>14%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Cleanliness of bus interior</td>
<td>12%</td>
<td>26%</td>
<td>52%</td>
<td>10%</td>
<td>5%</td>
<td>23%</td>
<td>62%</td>
<td>10%</td>
<td>6%</td>
<td>10%</td>
</tr>
</tbody>
</table>
## Customer Satisfaction: CTA Train Attributes

<table>
<thead>
<tr>
<th>Customer Satisfaction</th>
<th>Frequent Rider, n=1,628</th>
<th>Infrequent Riders, n= 301</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Speed on CTA Train</td>
<td>13% 22% 55% 10%</td>
<td>8% 15% 64% 13%</td>
</tr>
<tr>
<td>Wait time for next train on weekdays</td>
<td>22% 31% 41% 6%</td>
<td>15% 27% 51% 7%</td>
</tr>
<tr>
<td>Wait time for next train on weekends</td>
<td>15% 24% 52% 10%</td>
<td>9% 24% 54% 13%</td>
</tr>
<tr>
<td>Accuracy of real-time arrival info for trains</td>
<td>18% 28% 47% 8%</td>
<td>12% 23% 53% 13%</td>
</tr>
<tr>
<td>Reliability of train service</td>
<td>6% 12% 62% 21%</td>
<td>2% 9% 66% 23%</td>
</tr>
<tr>
<td>Travel Speed on CTA Train</td>
<td>15% 23% 53% 8%</td>
<td>8% 17% 65% 10%</td>
</tr>
<tr>
<td>Personal security on the way to/from the train station</td>
<td>20% 30% 43% 7%</td>
<td>15% 26% 53% 6%</td>
</tr>
<tr>
<td>Personal security at the train station</td>
<td>25% 36% 34% 5%</td>
<td>22% 35% 38% 5%</td>
</tr>
<tr>
<td>Personal security on the train</td>
<td>27% 34% 35% 4%</td>
<td>19% 36% 40% 4%</td>
</tr>
<tr>
<td>Cleanliness of the train interior</td>
<td>24% 28% 43% 5%</td>
<td>17% 31% 49% 3%</td>
</tr>
<tr>
<td>Cleanliness of the train station</td>
<td>13% 31% 49% 3%</td>
<td>10% 22% 51% 6%</td>
</tr>
</tbody>
</table>
Mode Frequency in Past Few Months

- **CTA Train**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-3 days per week.
- **CTA Bus**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-2 days per month.
- **Drive alone**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-3 days per week.
- **Walk**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-2 days per month.
- **Personal bike**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-2 days per month.
- **Divvy bike share**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-3 days per week.
- **Personal scooter**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-2 days per month.
- **Scooter share**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-3 days per week.
- **Taxi**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-2 days per month.
- **Ride hailing apps**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-2 days per month.
- **Carpool**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-3 days per week.
- **Metra**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-3 days per week.
- **Pace**: Frequent riders prefer 6-7 days per week; Infrequent riders prefer 1-3 days per week.

Frequent riders, n = 1,823
Infrequent riders, n = 360
Frequent riders were more likely to use non-full fare options compared with infrequent riders.

![Fare Type Chart]

- **Full Fare (passes or pay-as-you-go)**: 78% (Frequent riders), 87% (Infrequent riders)
- **Senior or disabled reduced fare**: 3% (Frequent), 6% (Infrequent)
- **Student reduced fare (K-12 students)**: 7% (Frequent), 4% (Infrequent)
- **U-Pass**: 11% (Frequent), 2% (Infrequent)
- **Ride Free (e.g., Seniors, People with disabilities)**: 2% (Frequent), 2% (Infrequent)
Most respondents who accessed the survey through the link on car card ads lived in the North side, while most respondents who accessed the survey via the flyer link lived on the south side. Respondents from the email collector were more evenly distributed than the other two collection methods.
HOME GEOGRAPHY OF RESPONDENTS

Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.

For Q3 2022, very few email addresses with suburban ZIP Codes were included in the distribution of the survey, creating an underrepresentation of suburban ridership and overrepresentation respondents living on the South and West Sides.

City of Chicago Geography Based on Home Zip Code of Respondents

- Downtown
- North
- Northwest
- South
- Southwest
- West
- Suburbs

<table>
<thead>
<tr>
<th>Area</th>
<th>2022 Q4 Survey, n = 2,156</th>
<th>2022 Q3 Survey, n = 1,781</th>
<th>2021 Return to Transit Current Riders, n = 4,158</th>
<th>2018 Ridership Investigation Survey, n = 5,121</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>North</td>
<td>23%</td>
<td>23%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Northwest</td>
<td>17%</td>
<td>15%</td>
<td>5%</td>
<td>16%</td>
</tr>
<tr>
<td>South</td>
<td>28%</td>
<td>23%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Southwest</td>
<td>13%</td>
<td>7%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>West</td>
<td>18%</td>
<td>18%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Suburbs</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Legend:
- Red bars represent the percentage of respondents for the respective survey.
- Purple bars represent the percentage of respondents for the 2021 Return to Transit Current Riders.
- Orange bars represent the percentage of respondents for the 2018 Ridership Investigation Survey.

(Bar chart showing the percentage distribution of respondents across different areas of Chicago.)
Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.
The make up of respondents’ gender stayed relatively consistent across the 2018 Ridership Investigation Survey, 2021 Return to Transit Survey, the 2022 Q3 and Q4 Surveys.

Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.
Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.
Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.
Infrequent riders tended to skew older than frequent riders. Over half of the survey sample identified as female.
Do you consider yourself to be a person with a disability?

- **Yes**: 8% for Frequent riders, 10% for Infrequent riders
- **No**: 92% for Frequent riders, 90% for Infrequent riders
Primary Language Spoken at Home

- English: Frequent riders, n = 1,823 (80%), Infrequent riders, n = 360 (86%)
- Spanish: Frequent riders, n = 1,823 (15%), Infrequent riders, n = 360 (8%)
- Chinese: Frequent riders, n = 1,823 (1%), Infrequent riders, n = 360 (1%)
- Polish: Frequent riders, n = 1,823 (1%), Infrequent riders, n = 360 (0%)
- Korean: Frequent riders, n = 1,823 (0%), Infrequent riders, n = 360 (0%)
- Other (please specify): Frequent riders, n = 1,823 (3%), Infrequent riders, n = 360 (5%)

English Proficiency

- Very well: Frequent riders, n = 1,810 (88%), Infrequent riders, n = 358 (87%)
- Well: Frequent riders, n = 1,810 (9%), Infrequent riders, n = 358 (10%)
- Not well: Frequent riders, n = 1,810 (2%), Infrequent riders, n = 358 (3%)
- Not at all: Frequent riders, n = 1,810 (1%), Infrequent riders, n = 358 (0%)