

2023 Q1 Customer Survey Results

June 2023



Chicago Transit Authority

QUARTERLY SURVEY OVERVIEW

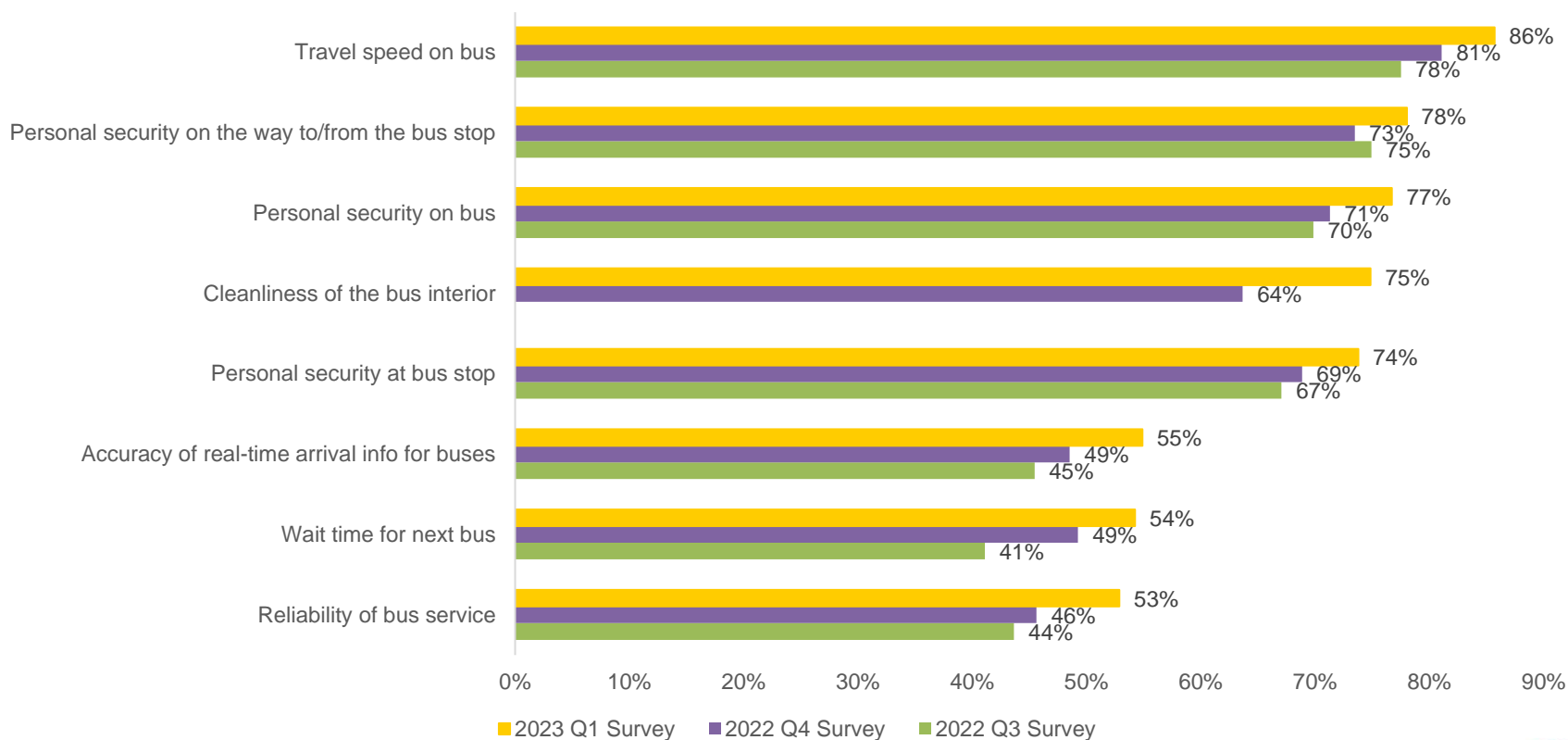
- Quarterly survey initiative began in Q3 2022 to provide more frequent updates on customer satisfaction and travel patterns in the COVID recovery period.
- This presentation focuses on the results from the Q1 2023 survey, the third quarterly survey conducted.
- Quarterly surveys include:
 - Questions about customer habits and preferences that will stay consistent for each quarterly survey in order to track trends
 - Questions on a focus topic that will change each quarter
 - An English and Spanish version of the survey
- Focus topics for Q1 2023 survey included:
 - Personal Security and Service Reliability
 - Q3 2022 survey focused on the same topics, allowing for comparison across quarterly surveys



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO PAST QUARTERLY SURVEYS

Respondent satisfaction with all attributes related to CTA Bus have increased since the quarterly survey effort was initiated. Accuracy of real-time information, wait time for the next bus, and reliability of bus service have increased significantly.

Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



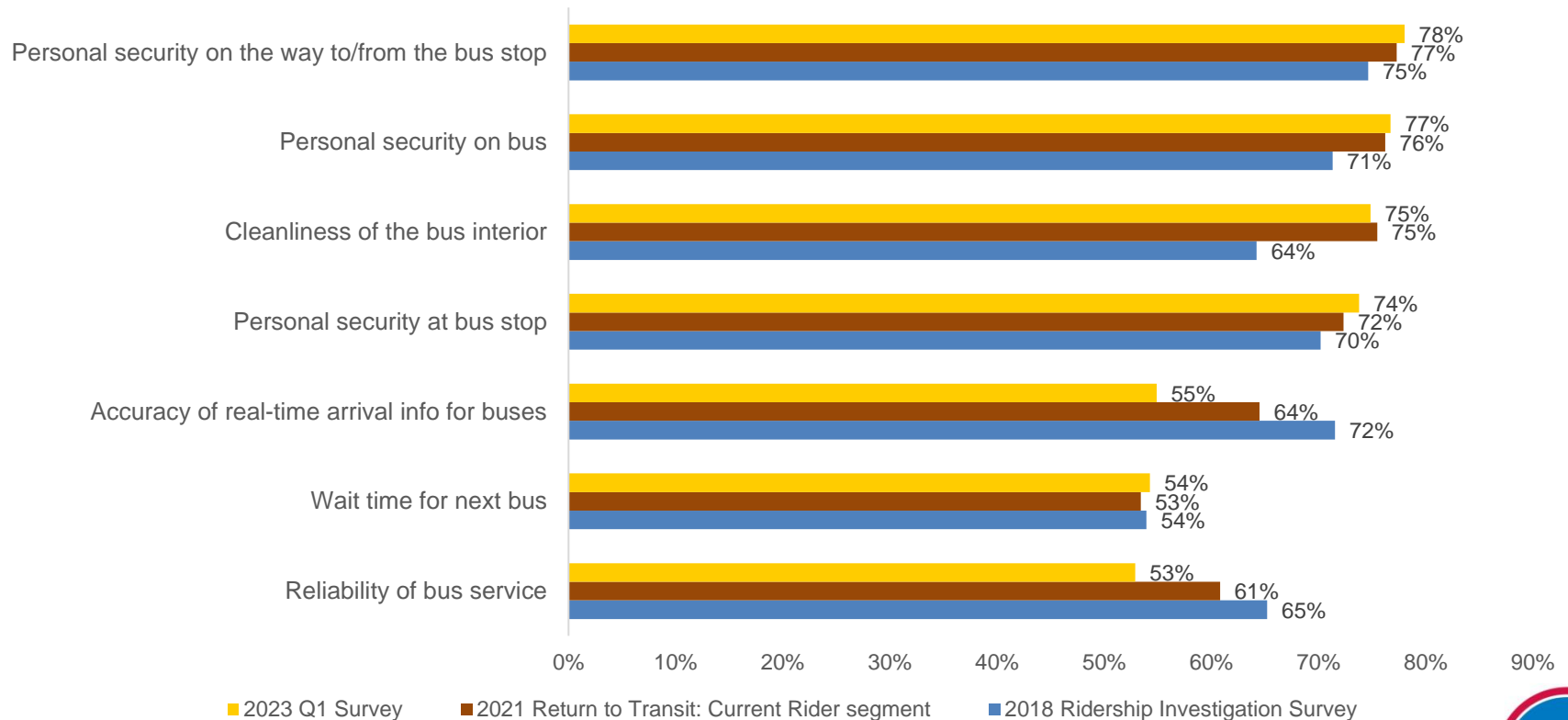
For the Q4 2022 and Q1 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about general wait time.



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO OTHER PAST SURVEYS

Respondent satisfaction with all attributes related to personal security have remained comparable to the 2021 Return to Transit Survey and improved since the 2018 Ridership Investigation survey. Satisfaction with accuracy of real-time information and reliability of bus service are still below past survey satisfaction levels.

Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



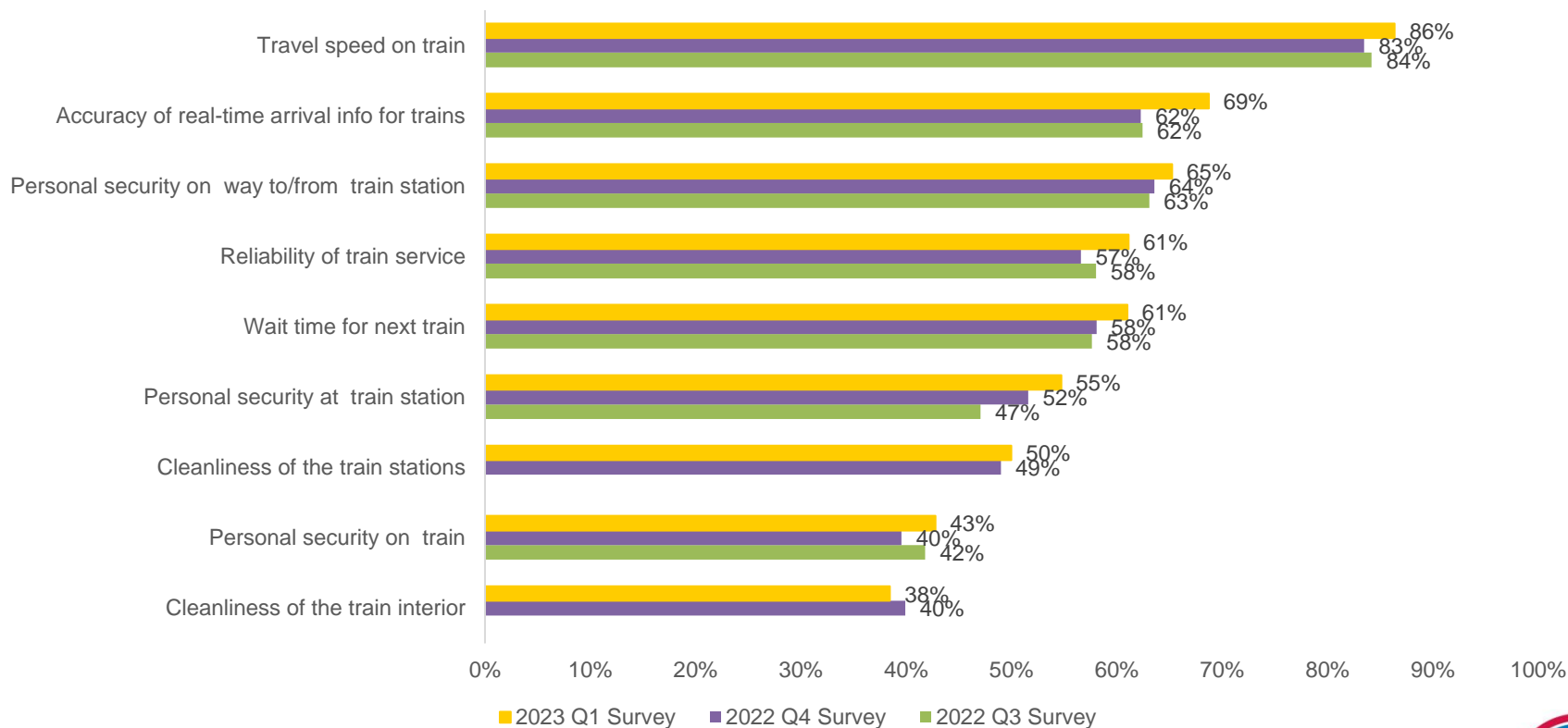
For the Q1 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about general wait time.



CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED TO PAST QUARTERLY SURVEYS

Respondent satisfaction with all attributes related to CTA Train have increased since the quarterly survey effort was initiated, with personal security at train stations and accuracy of real-time information showing the largest improvement.

Percent Satisfied with CTA Train Attributes Compared to Past Surveys



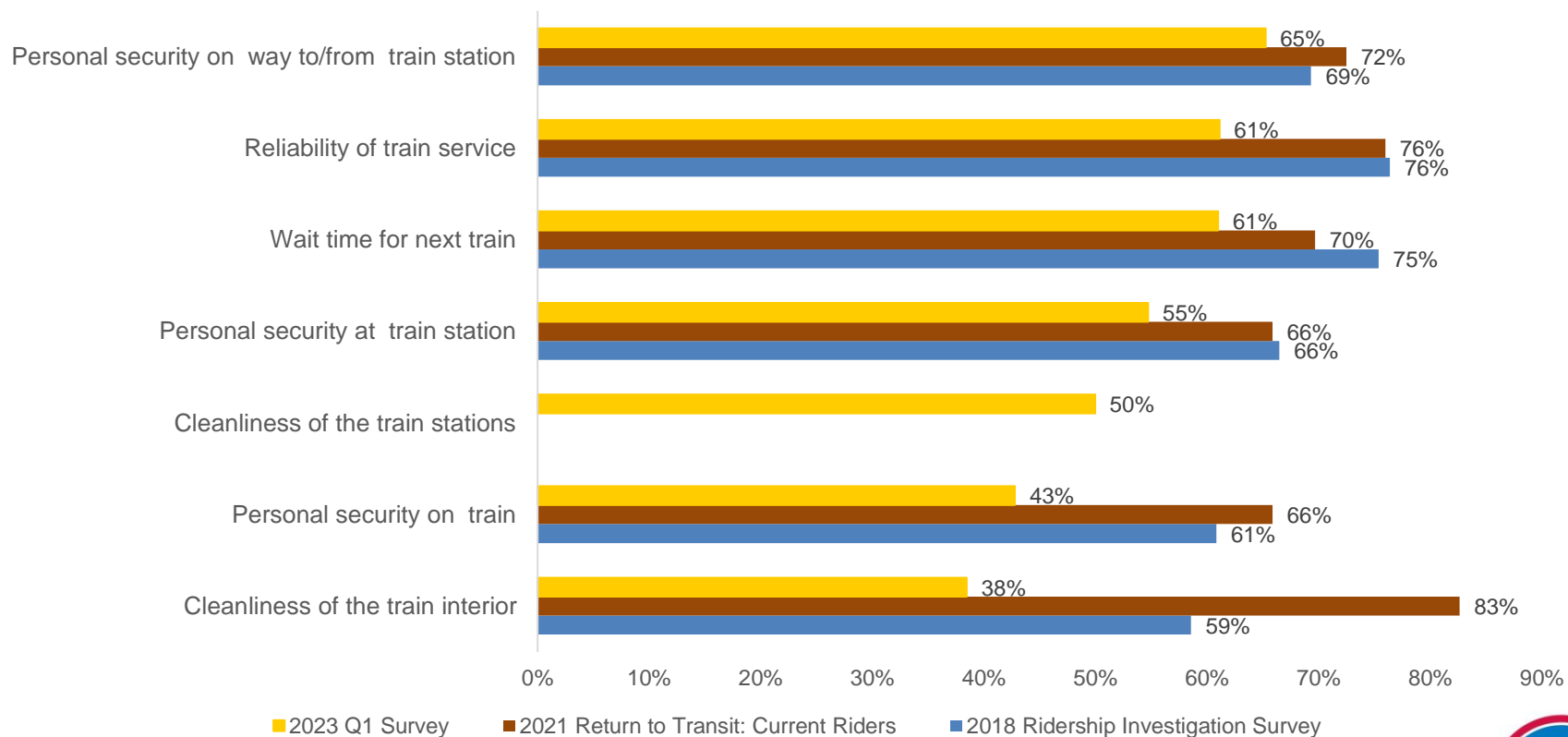
For the Q4 2022 and Q1 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about general wait time.



CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED TO OTHER PAST SURVEYS

Respondent satisfaction for all CTA Train attributes except travel speed are still below satisfaction levels reported on the 2021 Return to Transit and 2018 Ridership Investigation Surveys.

Percent Satisfied with CTA Train Attributes Compared to Past Surveys



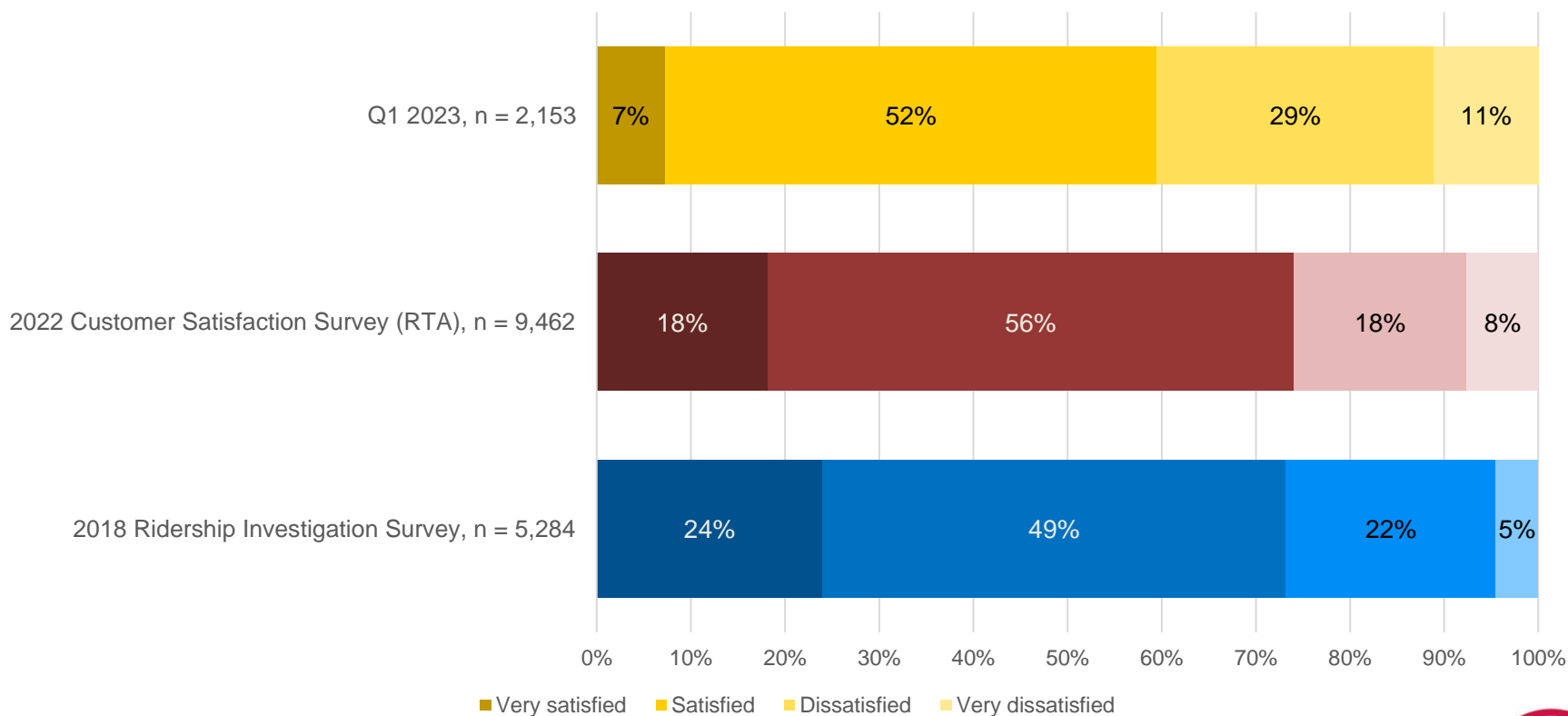
For the Q1 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about general wait time.



CUSTOMER SATISFACTION WITH CTA OVERALL COMPARED TO PREVIOUS SURVEYS

In Q1 2023, 59% of respondents indicated being satisfied or very satisfied with CTA overall. This represents a decrease compared with the Spring 2022 CTA Customer Satisfaction Survey, where 75% of respondents reported being satisfied or very satisfied with CTA overall.

How Satisfied Are You With CTA Overall?



RANK OF FACTORS FOR IMPROVING PERSONAL SECURITY ON CTA BUS

More frequent service was the top ranked improvement that would make respondents feel safer for **all bus riders**. More social services to help riders experiencing homelessness, mental illness, and/or substance abuse was the second ranked improvement that would make respondents feel safer for both **frequent bus riders** and **infrequent bus riders**.

You indicated dissatisfaction with personal security while riding or accessing CTA Bus. Please rank the following in order of how much each factor would make you feel safer, from most to least.	All Bus Riders, n = 608	Bus Frequent Riders, n = 257	Bus Infrequent Riders, n = 351
If service came more frequently	1	1	4
If there was more direct outreach to help reduce the number of riders experiencing homelessness, mental illness, and/or substance abuse	2	2	2
If more Chicago Police Department (CPD) officers were present on the bus/at bus stops	3	5	1
If fewer passengers were using alcohol, tobacco, or other drugs	4	3	5
If there were more visible security cameras on the bus/at bus stops	5	4	7
If more CTA personnel were present on the bus/at bus stops	6	7	3
If there were more unarmed security guards present on the bus/at bus stops	7	6	6
If bus stops were better lit	8	8	10
If there were more security guards with dogs (K-9 unit) present on the system	9	9	11
If CTA buses were cleaner	10	10	8
If fewer passengers were asking for money	11	11	9
If there were more passengers riding the bus	12	12	12



RANK OF FACTORS FOR IMPROVING PERSONAL SECURITY ON CTA TRAIN

Fewer passengers using alcohol, tobacco, or other drugs was the number one ranked improvement that would make **all rail riders** and **frequent rail riders** feel safer. More direct outreach to help riders experiencing homelessness, mental illness, and/or substance abuse was the number one ranked improvement that would make **infrequent rail riders** feel safer.

You indicated dissatisfaction with personal security while riding or accessing CTA Train. Please rank the following in order of how much each factor would make you feel safer, from most to least.	All Rail Riders, n = 1,102	Rail Frequent Riders, n = 762	Rail Infrequent Riders, n = 340
If fewer passengers were using alcohol, tobacco, or other drugs	1	1	3
If there was more direct outreach to help reduce the number of riders experiencing homelessness, mental illness, and/or substance abuse	2	2	1
If more CTA personnel were present on the train/at train stations	3	4	4
If service came more frequently	4	3	6
If more Chicago Police Department (CPD) officers were present on the train/at train stations	5	5	2
If there were more unarmed security guards present on the train/at train stations	6	6	5
If there were more visible security cameras on the train/at train stations	7	8	8
If fewer passengers were asking for money	8	7	9
If there were more security guards with dogs (K-9 unit) present on the system	9	10	7
If CTA Trains were cleaner	10	9	10
If there were more passengers riding the train	11	11	11
If train stations were better lit	12	12	12



RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE: Q1 2023 COMPARED TO Q4 2022 & Q3 2022

More frequent service during weekdays was ranked in the top two improvements that would encourage respondents to ride across all quarterly surveys. Respondents on the Q1 2023 survey also ranked accuracy of real-time information and faster and more reliable service as key factors that would increase use of CTA.

Which of the following improvements would encourage you to ride CTA more frequently?	Q1 2023, n = 2,153	Q4 2022, n = 2,183	Q3 2022, n = 1,802
If service came more frequently during weekdays	1	2	4
If real-time arrival information for buses was more accurate	2	1	7
If buses were faster and more reliable	3	3	5
If service came more frequently during weekends	4	5	1
If there was better security on board	5	4	2
If trains were faster and more reliable	6	8	6
If real-time arrival information for trains was more accurate	7	7	9
If there was better security at stations/stops	8	6	3
If vehicles/stations were cleaner	9	9	8
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

Respondents ranked increased frequency during peak periods, accuracy of real-time arrival information for buses, and increased speed and reliability of buses as the top factors that would encourage more frequent use of CTA.

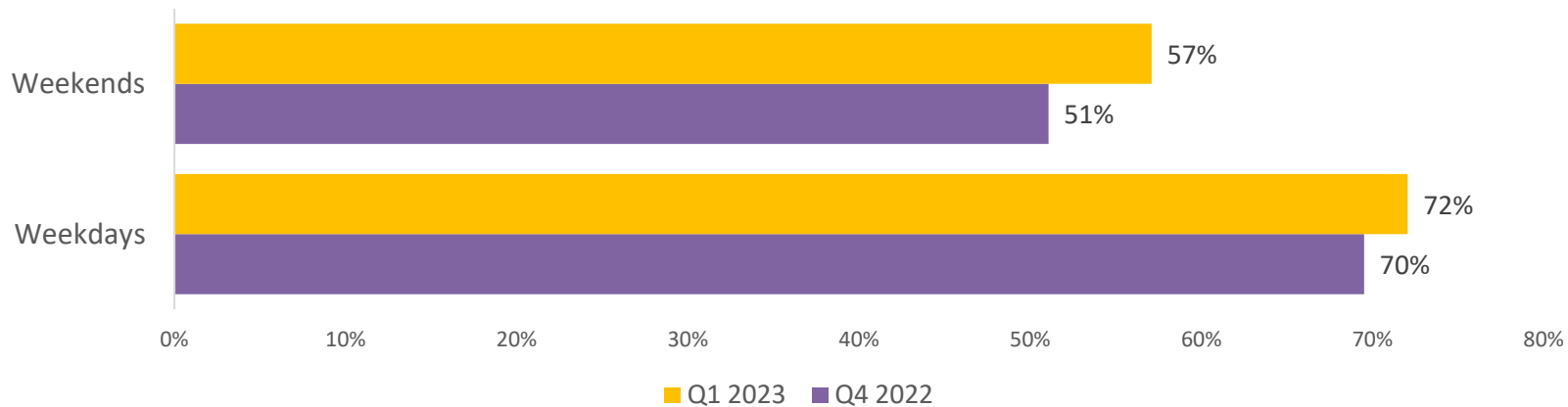
Which of the following improvements would encourage you to ride CTA more frequently?	All, n = 2,152	Frequent riders, n = 1,843	Infrequent riders, n = 310
If service came more frequently during weekdays	1	1	9
If real-time arrival information for buses was more accurate	2	2	3
If buses were faster and more reliable	3	3	5
If service came more frequently during weekends	4	4	4
If there was better security on board	5	7	1
If trains were faster and more reliable	6	5	7
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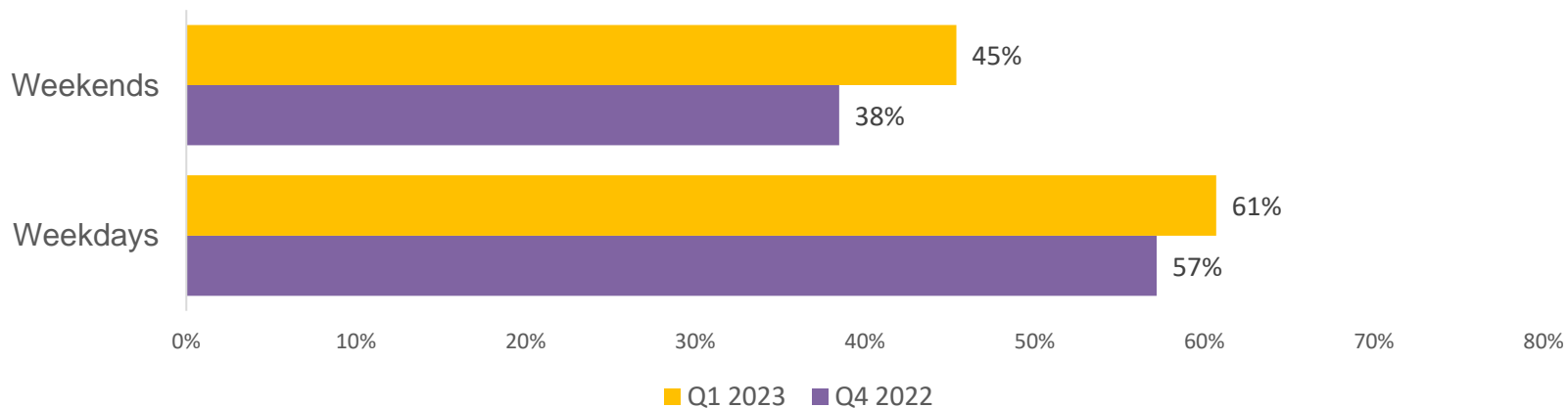
CTA RELIABILITY: WEEKDAYS VS WEEKENDS

Respondents from Q1 2023 were more likely to agree that services arrive when they expect it to compared to respondents from Q4 2022.

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



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



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 November and December 2022 and January 2023.
- Sample size = 1,843

Infrequent riders:

- Used CTA Bus or Rail at most 1-2 days per month during November and December 2022 and January 2023.
- Sample size = 310



SURVEY ADMINISTRATION & RESULTS

- Survey conducted from February 6 to February 28, 2023
- Customer recruited primarily via Ventra email, with some outreach via Car Card and Flyers
- 2,153 completed surveys* (88 completed in Spanish)
 - 1,917 from Ventra email
 - 178 from Car Cards
 - 58 from Flyers
- Prize drawing incentive offered to all respondents
- Email survey response rate = 7.3%, comparable to other online surveys with prize drawing incentive

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



SURVEY ADMINISTRATION & RESULTS

Timeframe:

- Survey open from February 6, 2023 to February 28, 2023.

Recruitment:

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

Email recruitment:

- Email survey distributed to ~26,000 of the ~760,000 Ventra customers who are opted-in to receive emails and have ridden CTA at least once per month from November 2022 to January 2023.
- Sample proportional to service area population based on customer ZIP code, with oversampling in areas with traditionally low response rates.
- 1,917 responses collected.

Flyer recruitment:

- ~480 Flyers with a unique survey link were distributed at select locations*.
- 58 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).
- 178 responses collected.

Total Sample Size:

- 2,153 completed surveys** (88 completed in Spanish)
- Email survey response rate = 7.3%, comparable to other online surveys with prize drawing incentive

*Flyers distributed at Western Brown Line, Logan Square Blue Line, Kedzie Orange Line, Howard Red Line, Central Green Line, Washington & State (Loop Link), Jefferson Park Bus Terminal

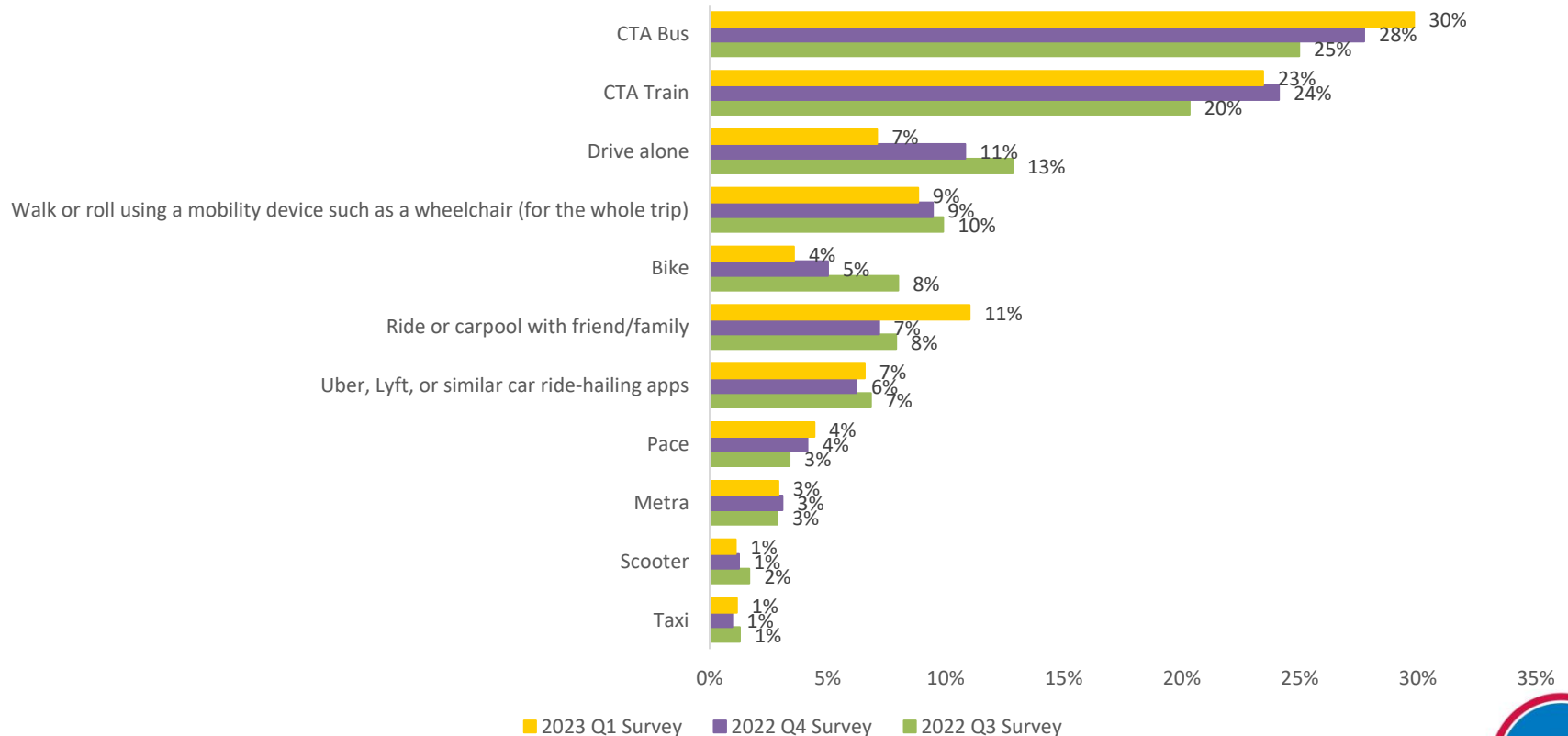
**Results valid at the 95% confidence level with a margin of error of +/-2.1%.



MODE SHARE COMPARED WITH PAST SURVEYS

Respondent mode share on CTA has increased since the quarterly surveys were initiated, with the proportion of trips reported on CTA reaching 53%.

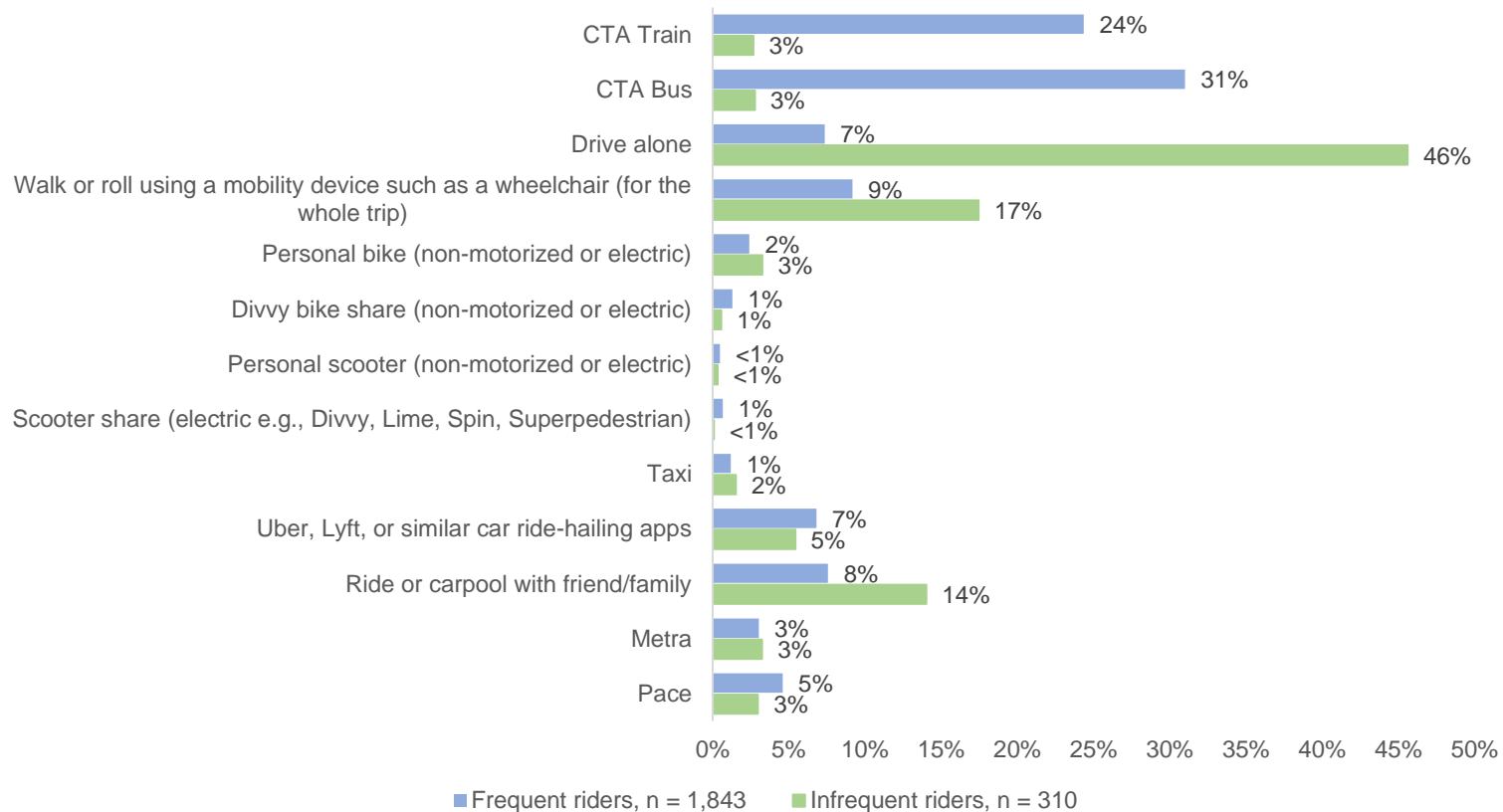
Mode Share In Past Few Months Compared with Past Surveys



MODE SHARE IN PAST FEW MONTHS

Trips on CTA made up 55% of **frequent riders'** mode share and only 6% of **infrequent riders'** mode share.

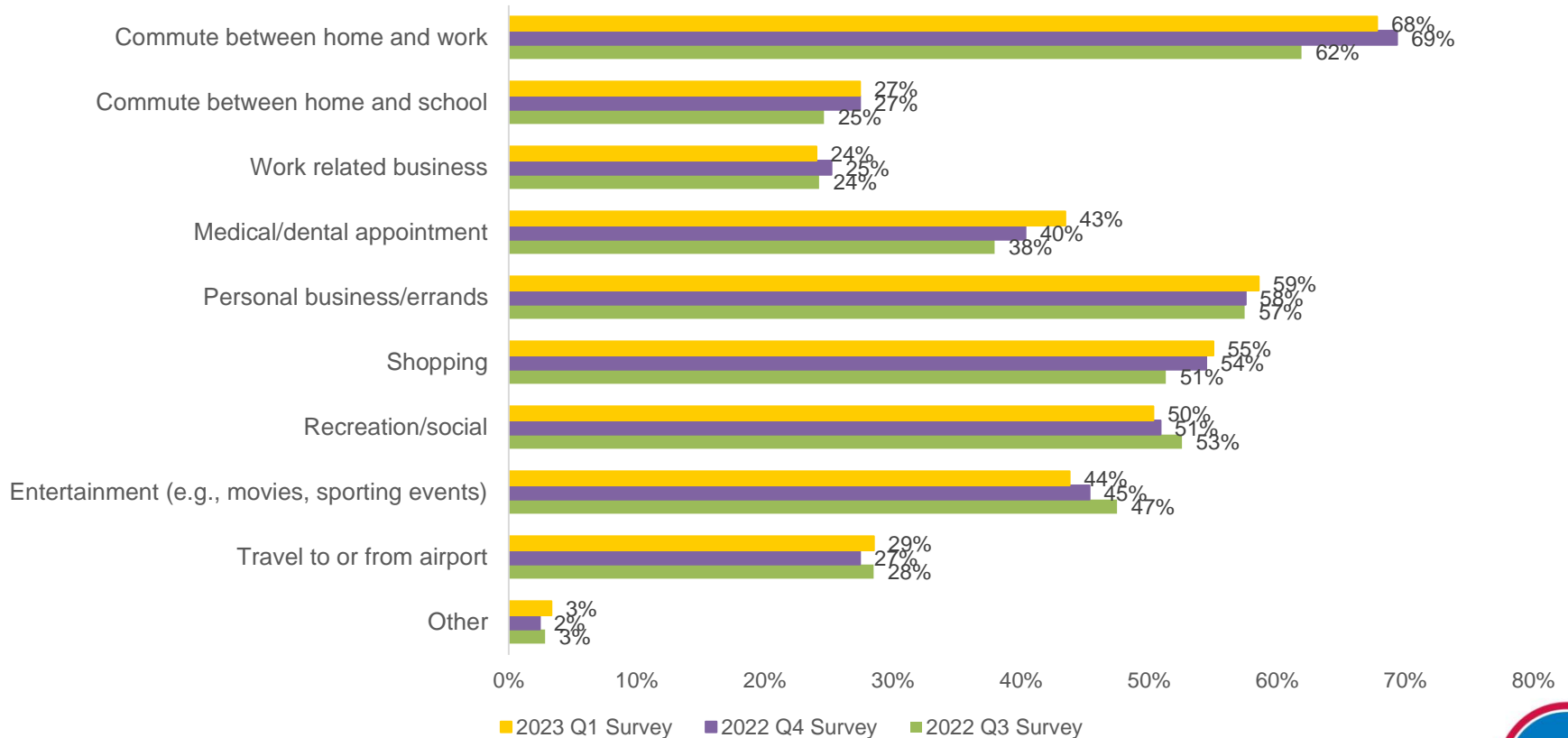
Mode Share in Past Few Months



TRIP PURPOSE COMPARED WITH PAST SURVEYS

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

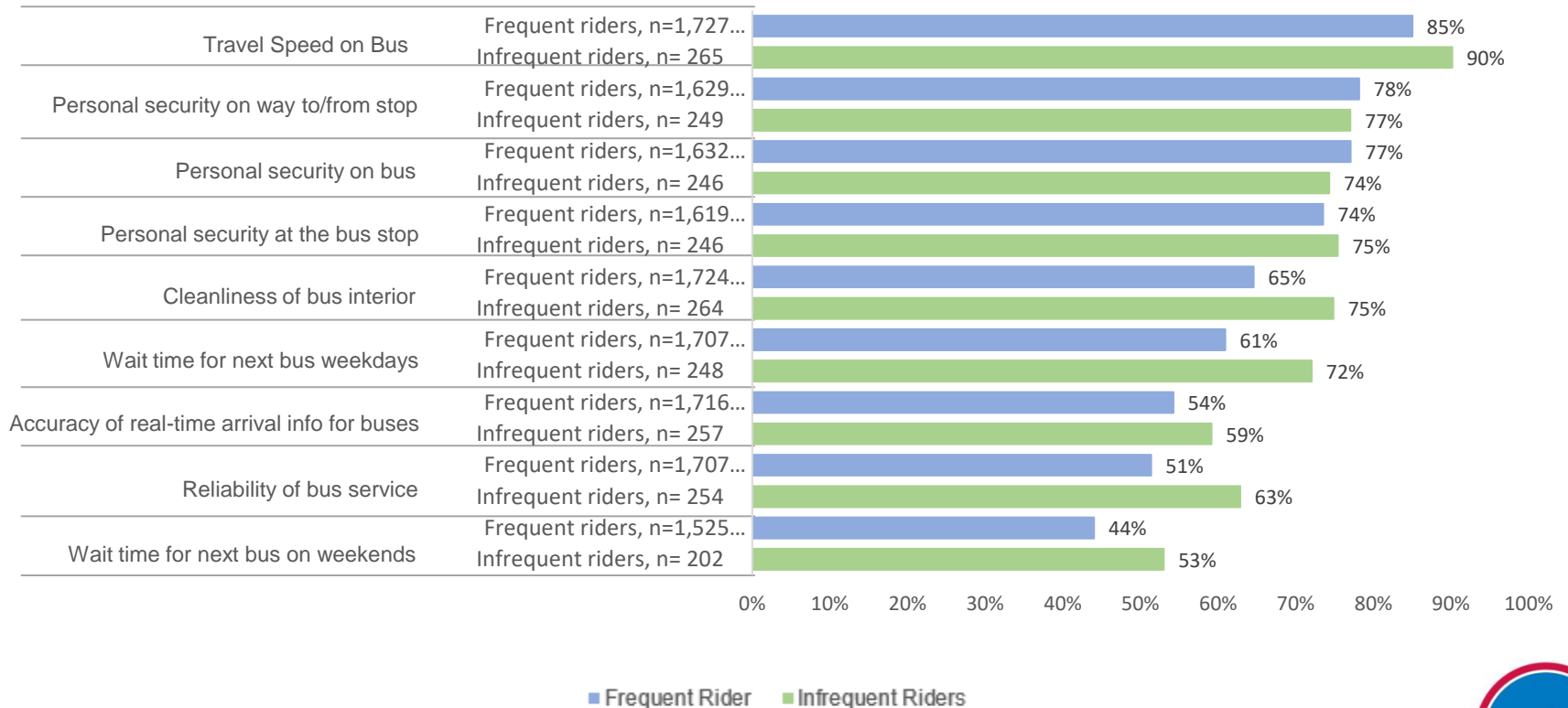
Trip Purpose on CTA Compared with Past Surveys



CUSTOMER SATISFACTION: BUS ATTRIBUTES

For all bus satisfaction attributes, **infrequent riders** were more satisfied than **frequent riders**. All respondents were most satisfied with travel speed on bus and least satisfied with wait time for the next bus, reliability of bus service, and accuracy of real-time arrival information.

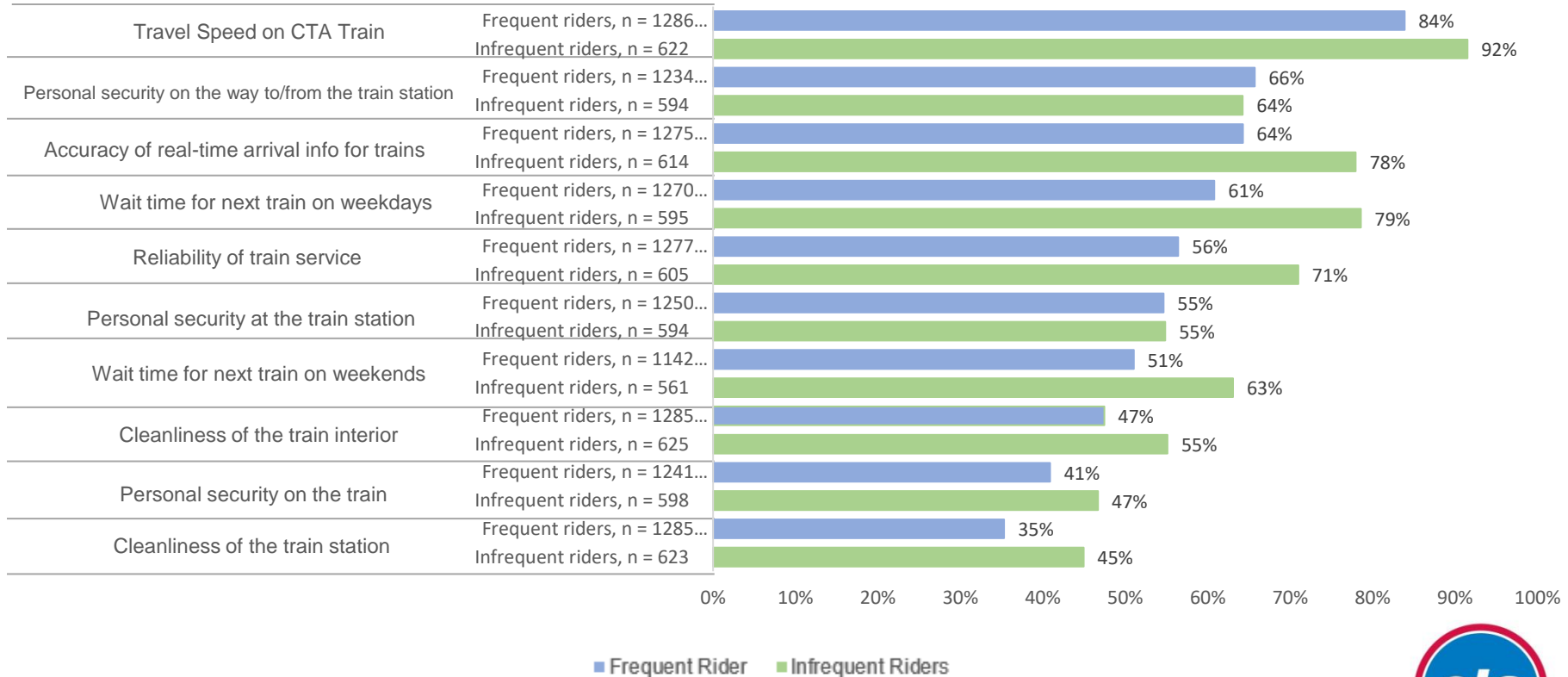
Percent Satisfied with CTA Bus Attributes



CUSTOMER SATISFACTION: RAIL ATTRIBUTES

Infrequent riders were more likely to be satisfied than **frequent riders** for most 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.

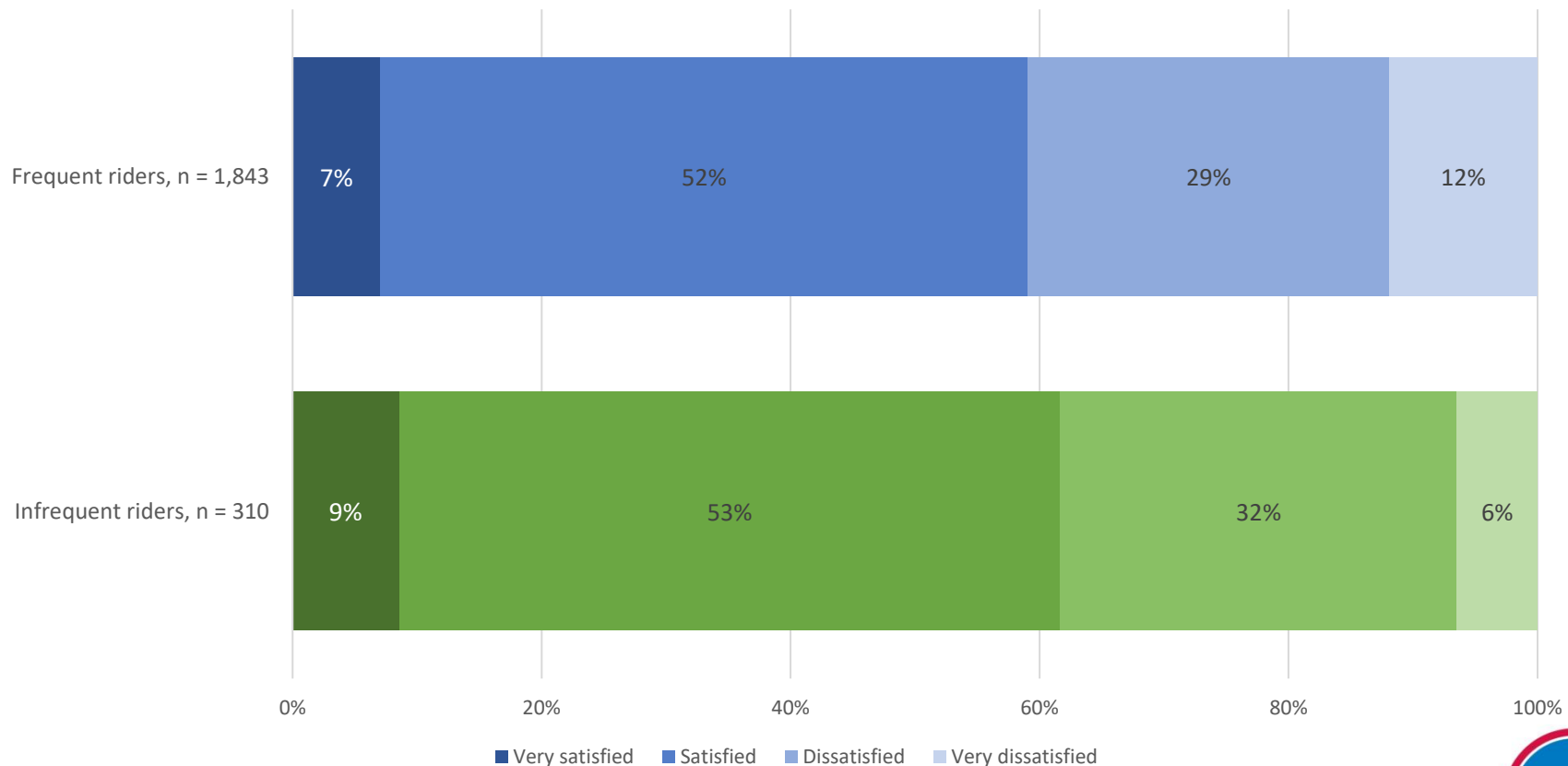
Percent Satisfied with CTA Rail Attributes



CUSTOMER SATISFACTION WITH CTA

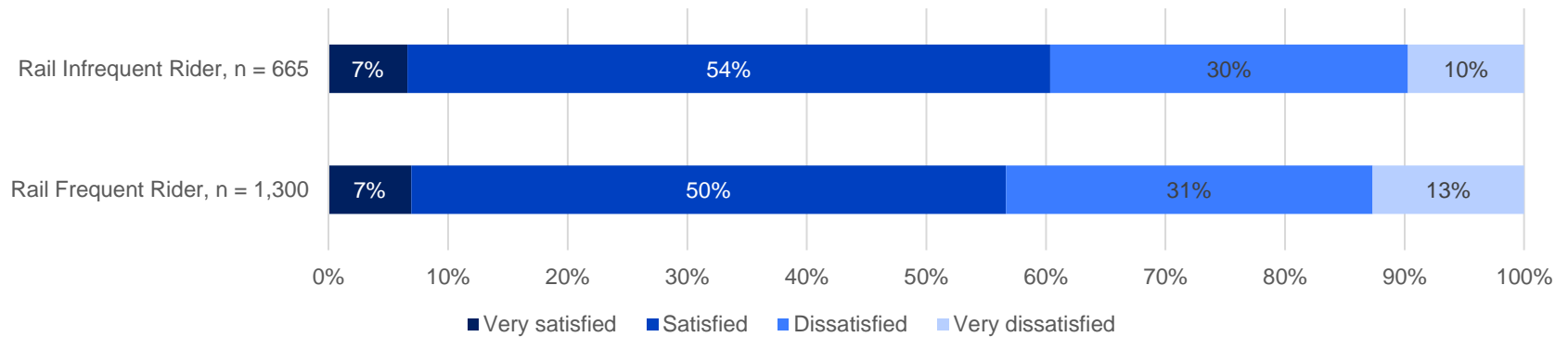
Infrequent riders were slightly more satisfied with CTA overall, compared to **frequent riders**. Across all rider types, 59% of respondents indicated being satisfied with CTA overall.

How Satisfied Are You With CTA Overall?

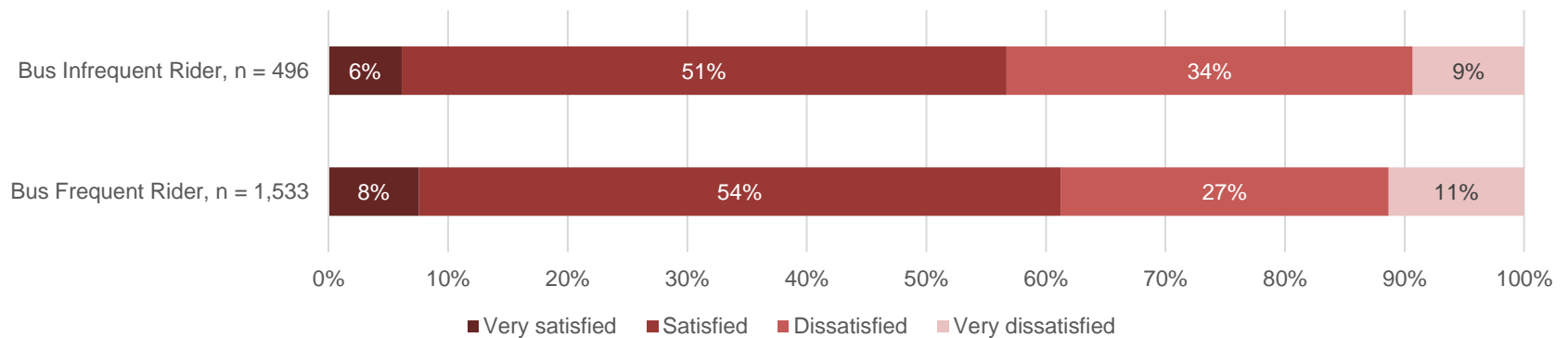


CUSTOMER SATISFACTION WITH CTA BY RIDER FREQUENCY

How satisfied are you with CTA overall?



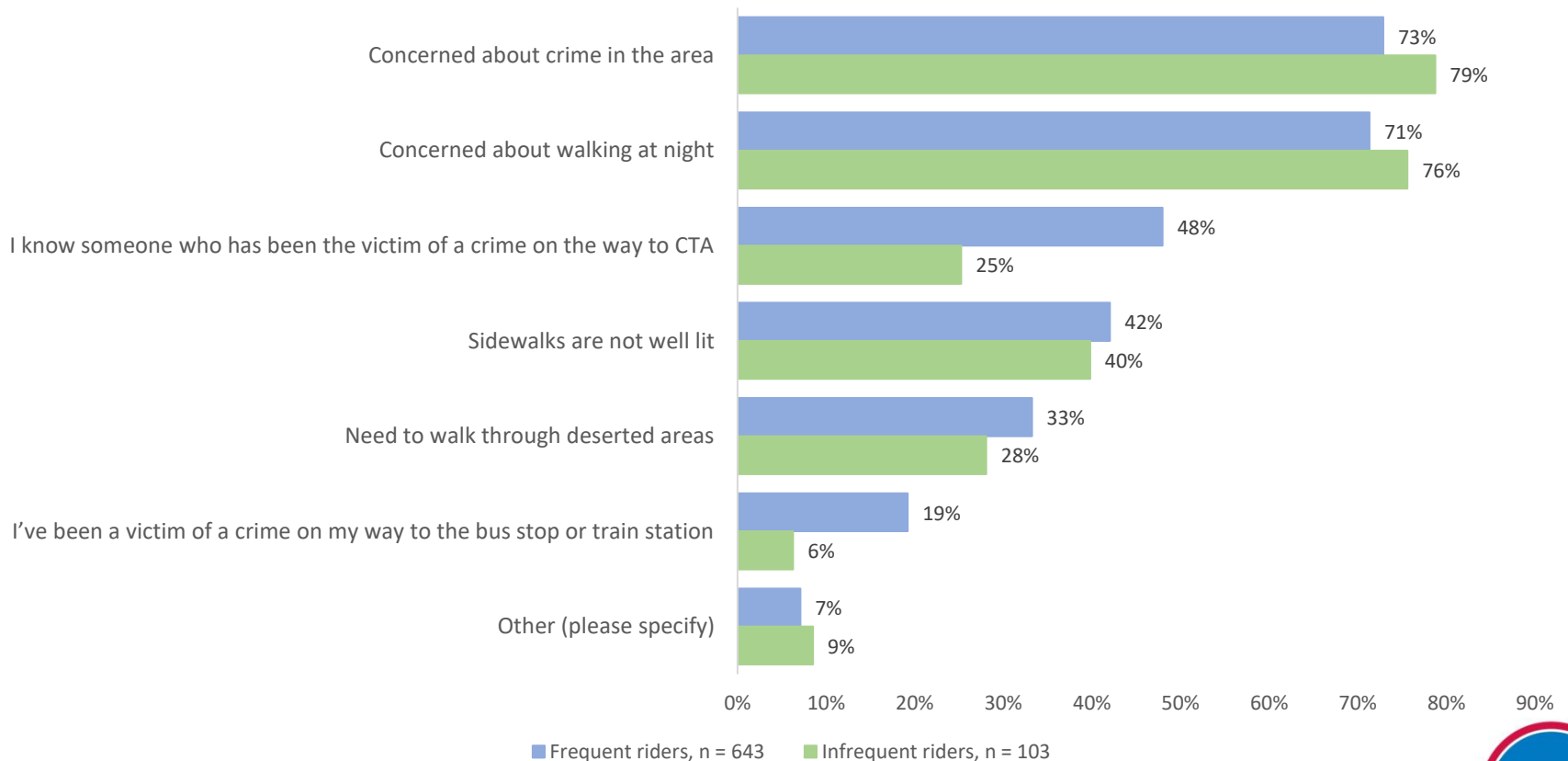
How satisfied are you with CTA overall?



REASONS FOR DISSATISFACTION WITH PERSONAL SECURITY ACCESSING CTA BUS/TRAIN

35% of respondents reported dissatisfaction with personal security accessing CTA Train and 22% with personal security accessing CTA Bus. Of these respondents, the majority were dissatisfied with safety on the way to CTA because of crime in the area and walking at night.

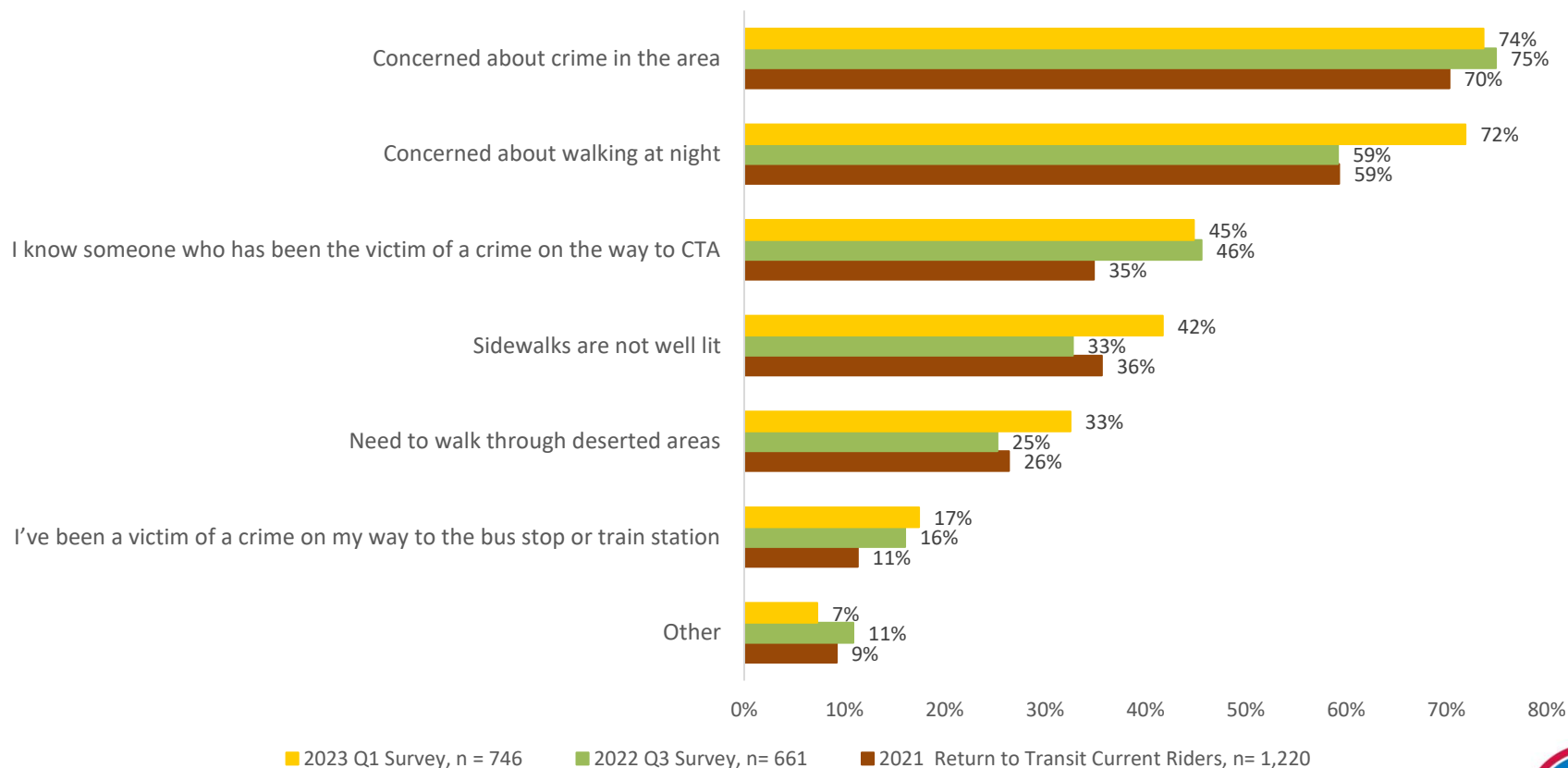
Reasons for Dissatisfaction with Safety on Way to CTA



REASONS FOR DISSATISFACTION WITH PERSONAL SECURITY ACCESSING CTA BUS/TRAIN COMPARED TO PAST SURVEYS

Concern about crime in the area and concerns about walking at night were the top reasons respondents reported for dissatisfaction with personal security accessing CTA.

Reasons for Dissatisfaction with Personal Security on Way to CTA



DISSATISFACTION WITH PERSONAL SECURITY WAITING FOR CTA BUS/TRAIN

45% of respondents reported dissatisfaction with personal security waiting for CTA Train and 26% reported dissatisfaction with personal security waiting for CTA Bus. Of these respondents, the majority indicated that waiting at night makes them feel unsafe.

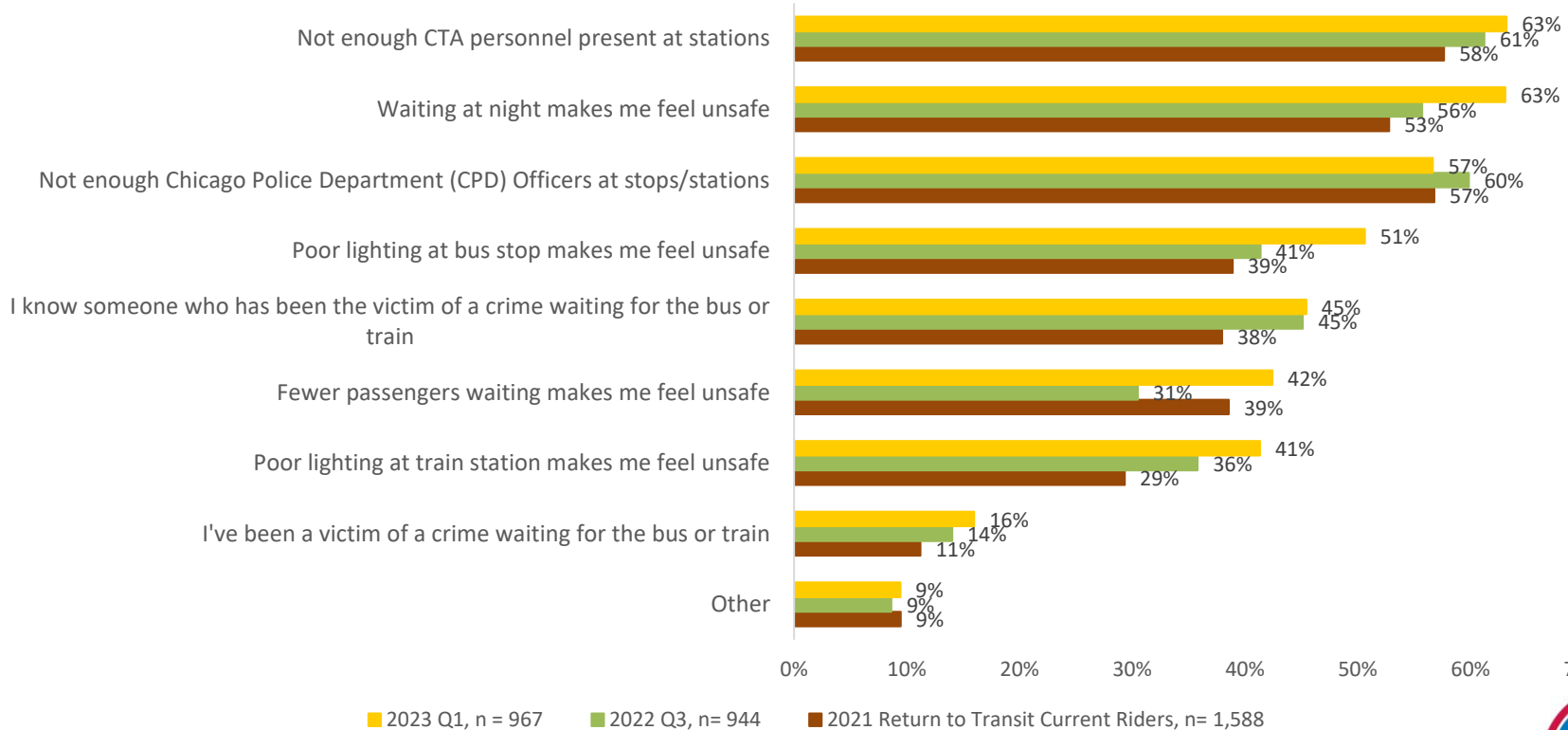
Reasons for Dissatisfaction with Safety Waiting for CTA



DISSATISFACTION WITH PERSONAL SECURITY WAITING FOR CTA BUS/TRAIN COMPARED TO PAST SURVEYS

Not enough CTA personnel present at stations was the top reason respondents reported dissatisfaction with personal security waiting for CTA. Respondents were much more likely to indicate that poor lighting at bus stops makes them feel unsafe compared with past surveys.

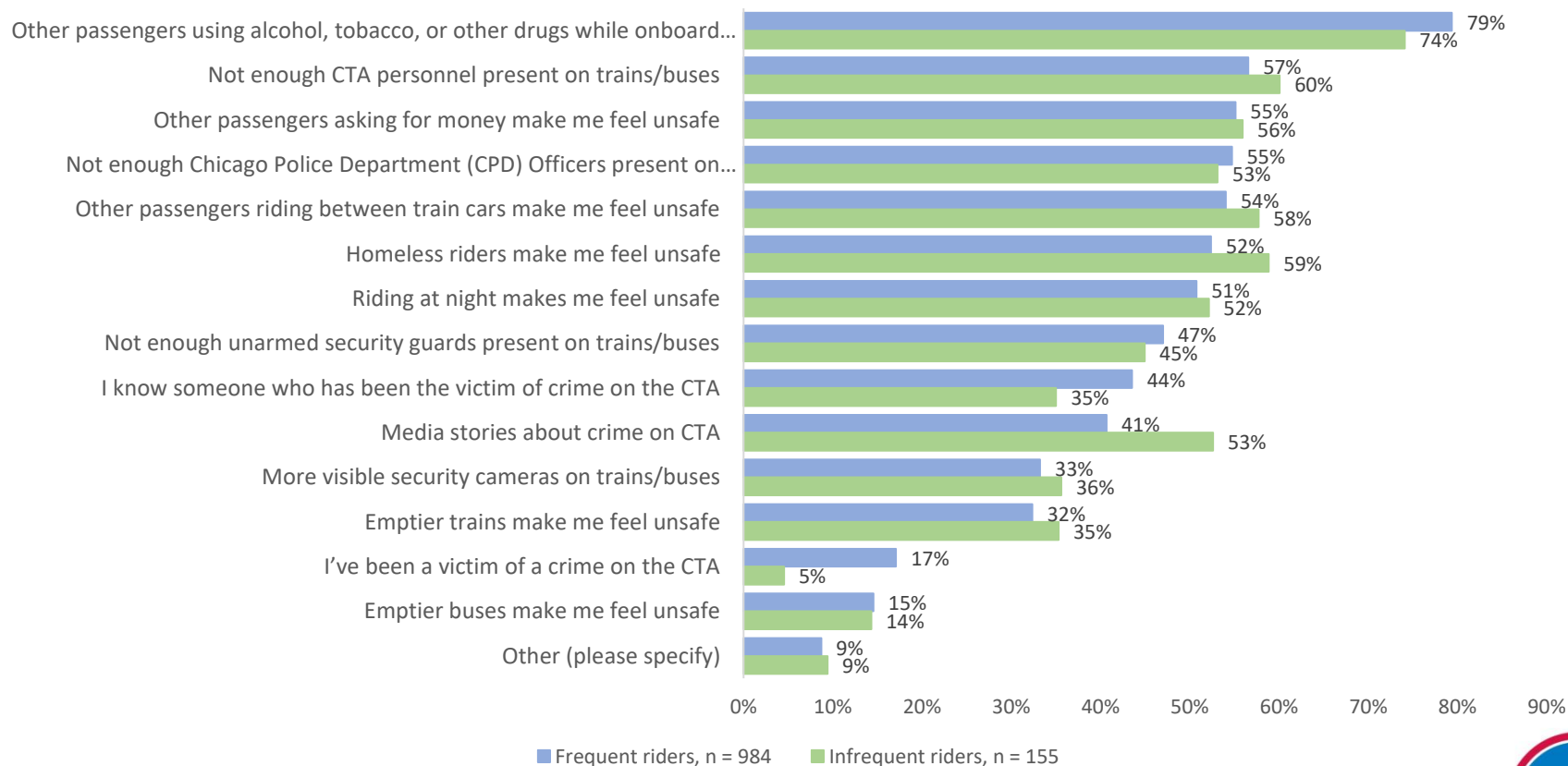
Reasons for Dissatisfaction with Personal Security Waiting for CTA



DISSATISFACTION WITH PERSONAL SECURITY ON CTA BUS/TRAIN

57% of respondents reported dissatisfaction with personal security on CTA Train and 23% on CTA Bus. Of these respondents, 79% of **frequent riders** and 74% of **infrequent riders** indicated that other passengers using alcohol, tobacco, or other drugs makes them feel unsafe.

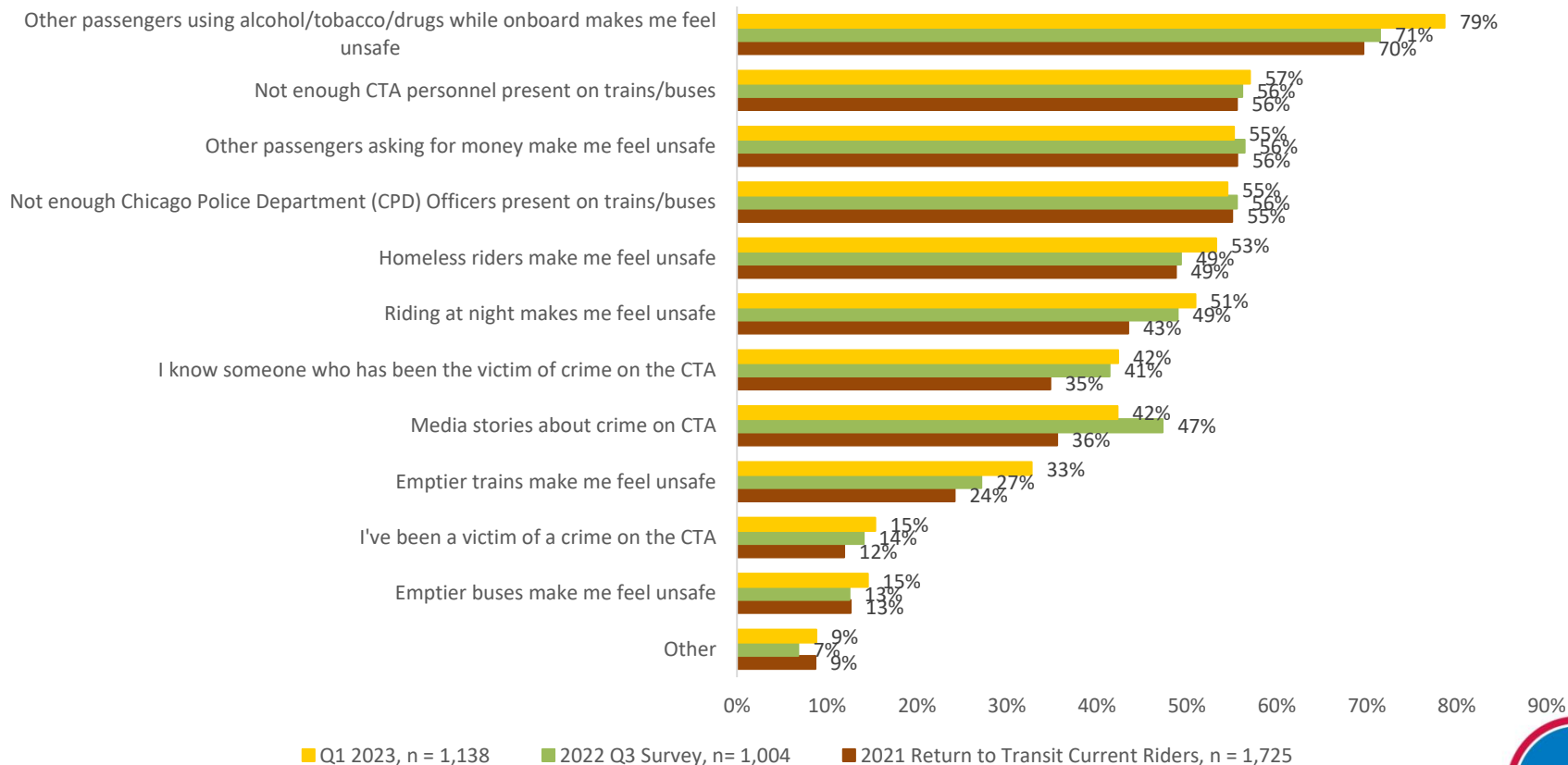
Reasons for Dissatisfaction with Safety on CTA



DISSATISFACTION WITH PERSONAL SECURITY ON CTA BUS/TRAIN COMPARED WITH PAST SURVEYS

While fewer passengers indicated dissatisfaction with personal security on CTA compared with past surveys, of respondents who were dissatisfied, other passengers using alcohol/tobacco/drugs while onboard was the most frequently selected reason, selected by 79% of respondents, an increase compared with past surveys.

Reasons for Dissatisfaction with Personal Security On CTA



ADDITIONAL CHANGES AND IMPROVEMENTS FOR PERSONAL SECURITY

Respondents were asked: “Are there other changes and improvements CTA could implement to make you feel more secure while accessing or riding CTA?”

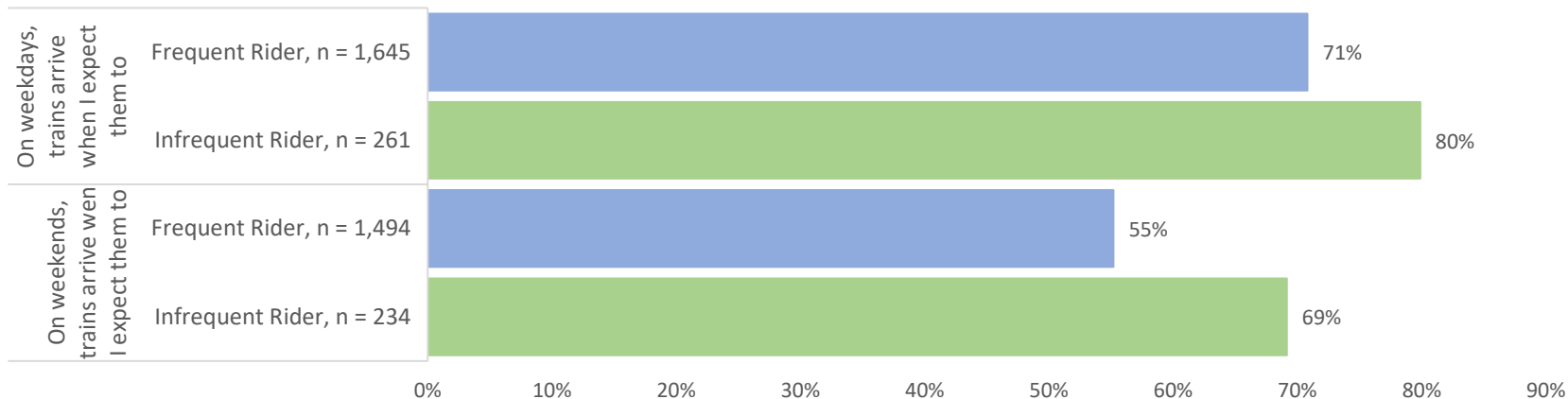
- 483 valid responses (22% of respondents)
- Most restating previous answer options:
 - 76 mentioned smoking
 - 44 mentioned drug use
- 14 comments about dissatisfaction with security guards
- 9 mentioned a way to communicate issues on their trip via text or through an app
- 8 comments about friendlier CTA personnel and better customer service



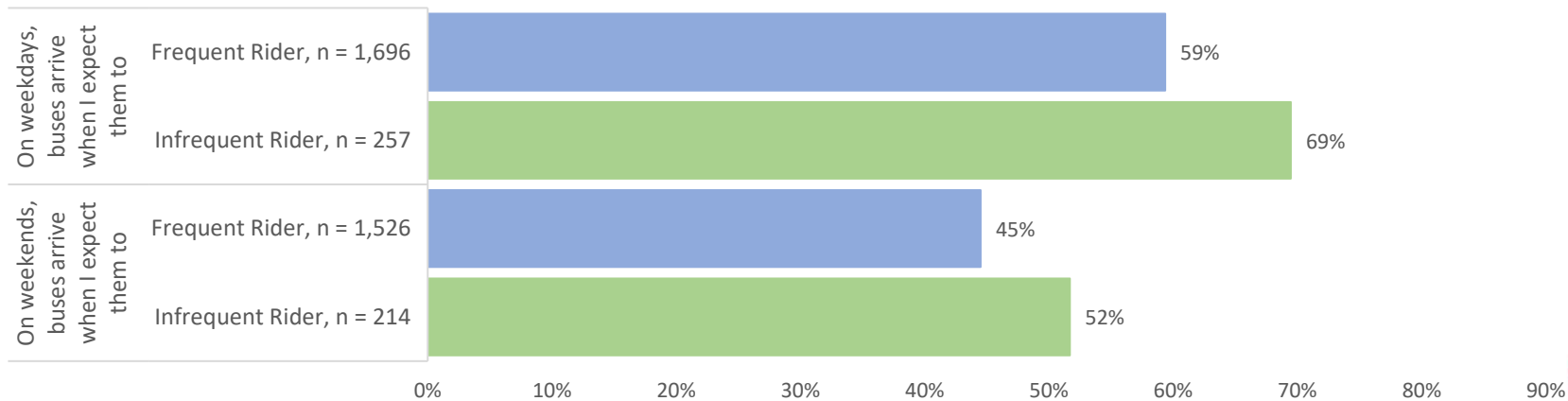
CTA RELIABILITY: WEEKDAYS VS WEEKENDS

Infrequent riders were more likely to agree that services arrive when they expect it to compared to **frequent riders**.

CTA Train Reliability: Weekdays Vs Weekends



CTA Bus Reliability: Weekdays Vs Weekends



RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE

Respondents ranked increased frequency during peak periods, accuracy of real-time arrival information for buses and increased speed and reliability of buses as the top factors that would encourage more frequent use of CTA.

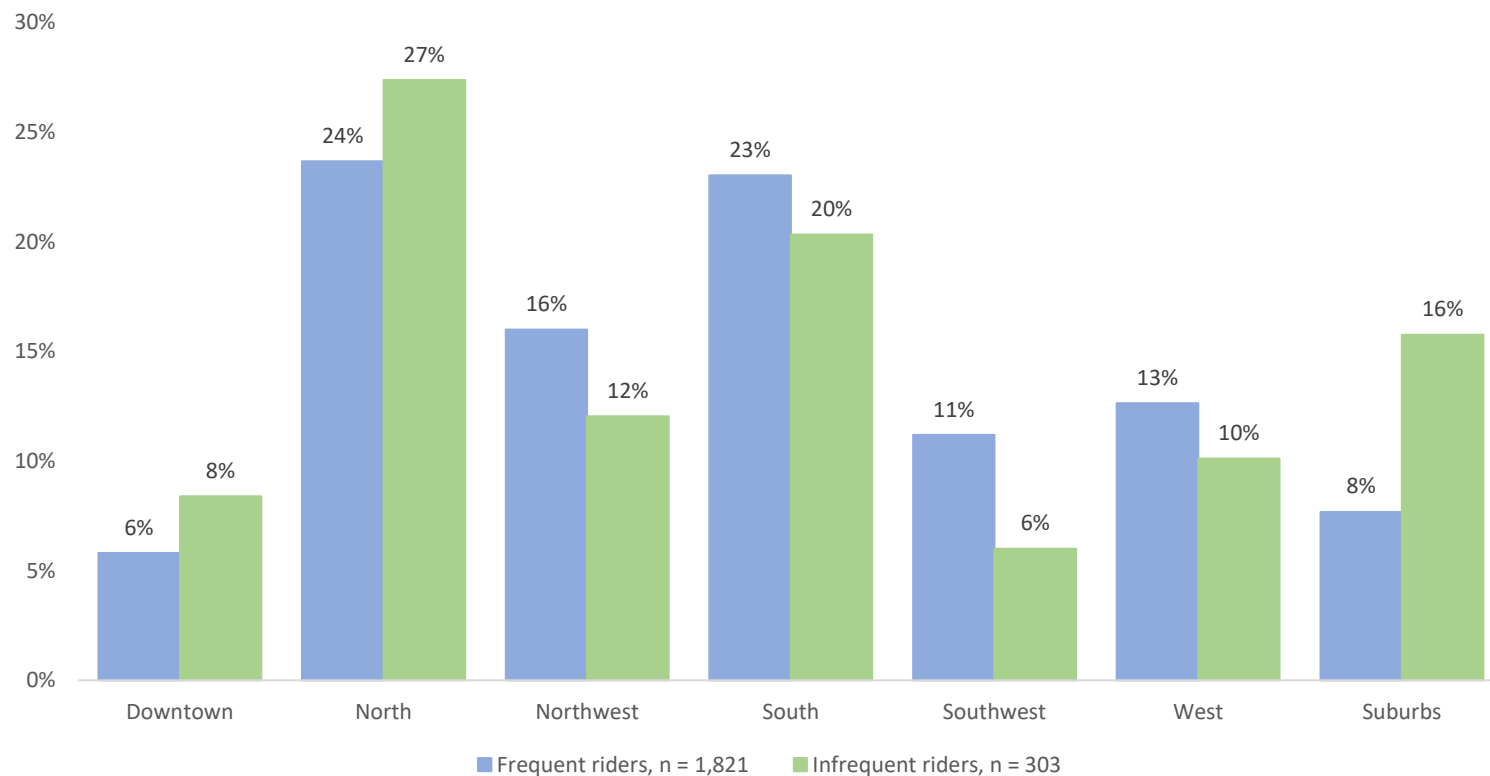
Which of the following improvements would encourage you to ride CTA more frequently?	All, n = 2,152	Frequent riders, n = 1,843	Infrequent riders, n = 310
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If service came more frequently during weekends	4	4	4
If there was better security on board	5	7	1
If trains were faster and more reliable	6	5	7
If real-time arrival information for trains was more accurate	7	6	6
If there was better security at stations/stops	8	8	2
If vehicles/stations were cleaner	9	9	8
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



HOME GEOGRAPHY: FREQUENT V INFREQUENT

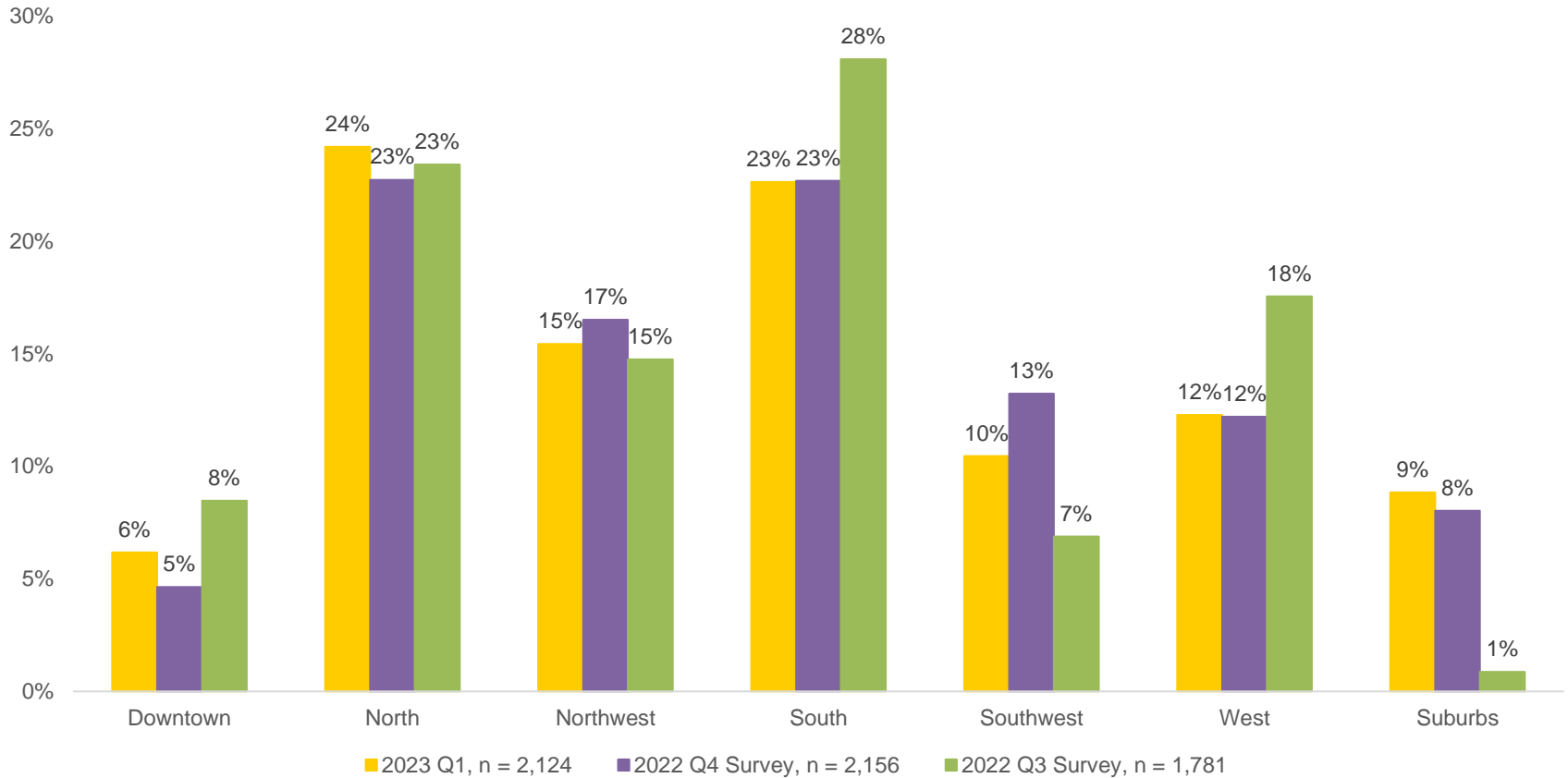
About a quarter of **frequent** CTA riders live on the North Side as well as the South Side. The largest share of respondents reporting **infrequent** use of CTA live on the North Side.

City of Chicago Geography Based on Home Zip Code



HOME GEOGRAPHY: QUARTERLY SURVEYS

City of Chicago Geography Based on Home Zip Code of Respondents



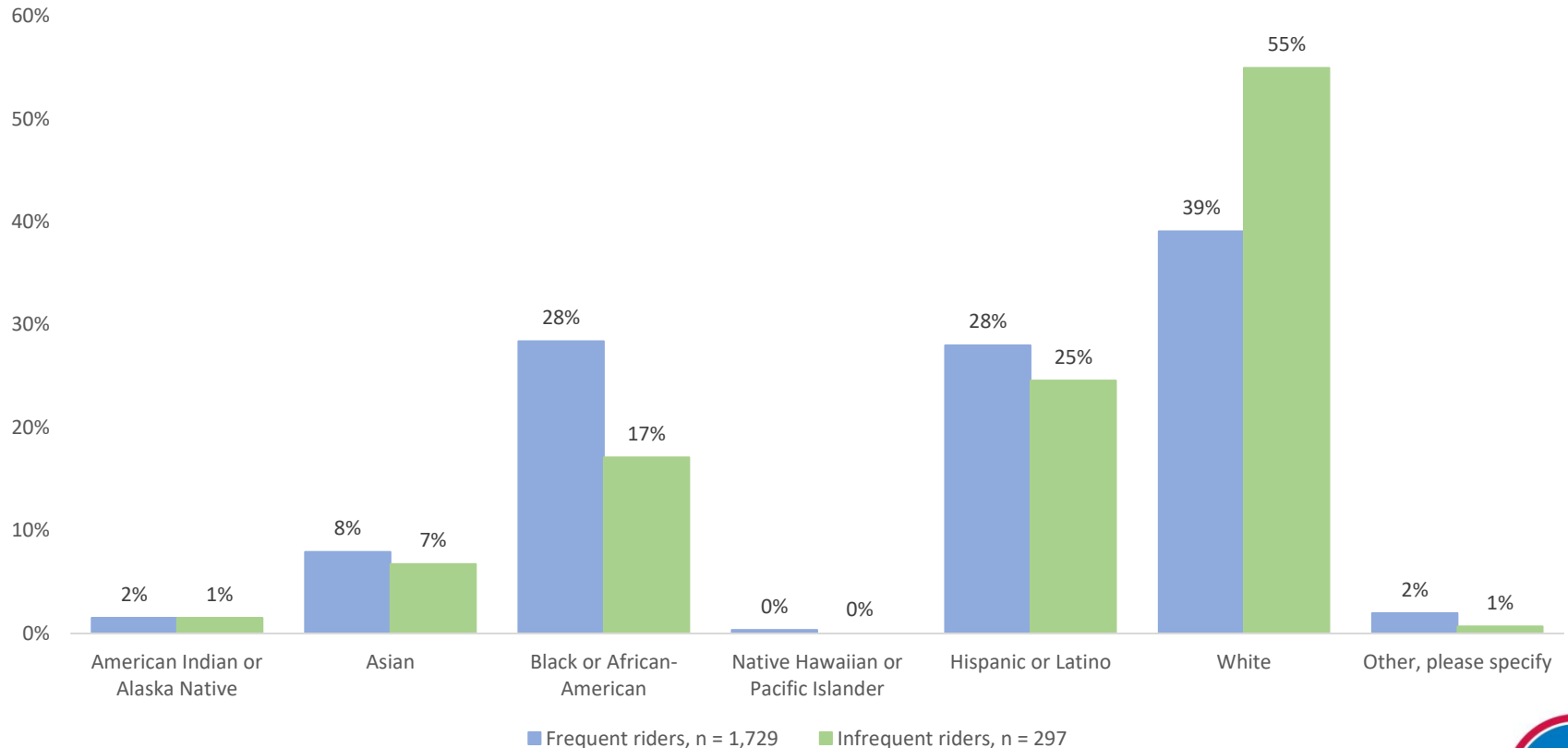
For Q3 2022, very few email addresses with suburban ZIP Codes were included in the distribution of the survey, creating an underrepresentation of suburban ridership and overrepresentation respondents living on the South and West Sides.



RACE/ETHNICITY: FREQUENT V INFREQUENT

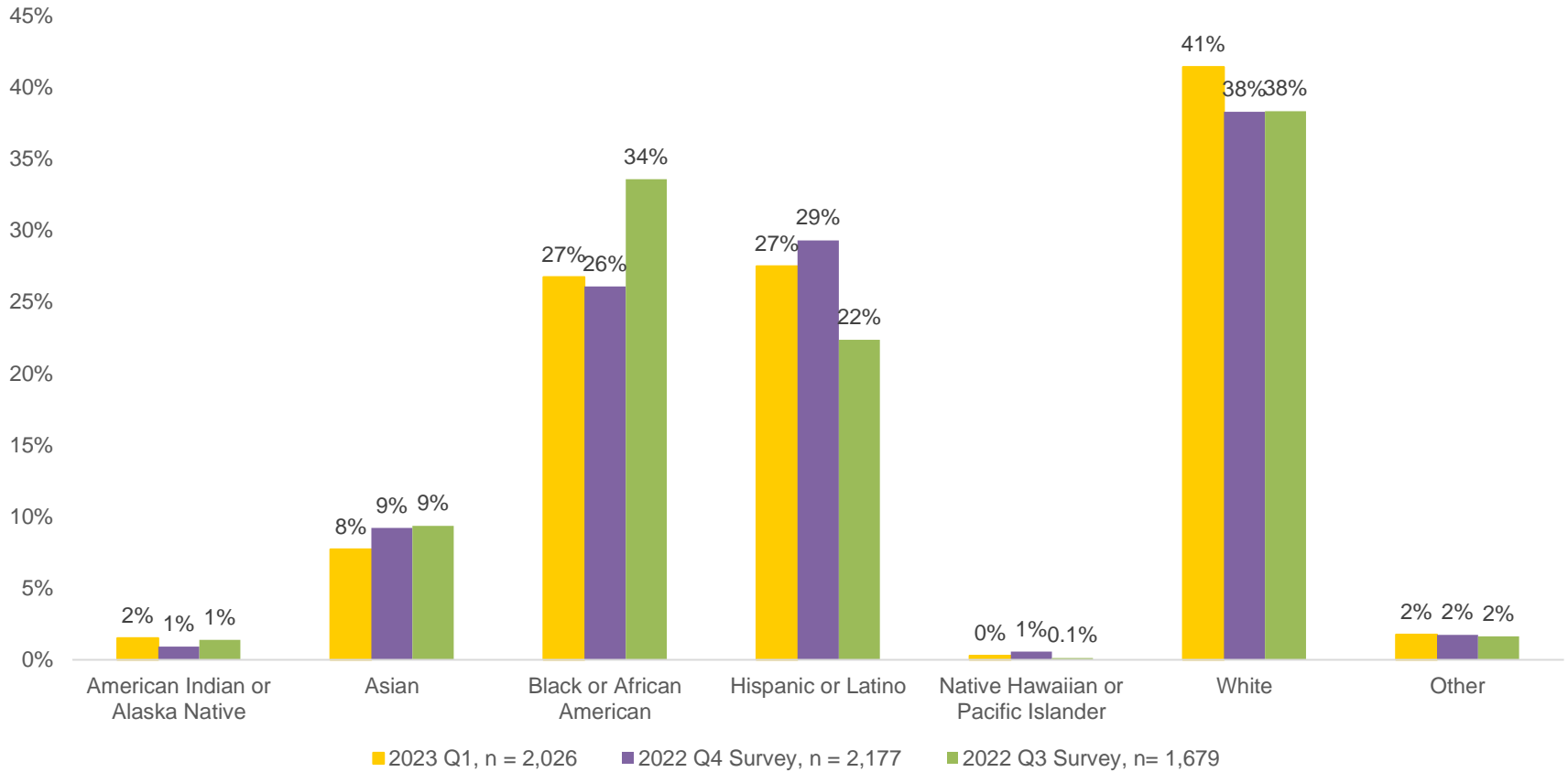
Frequent riders were more likely to identify as Black or African American or Hispanic and less likely to identify as White than **infrequent riders**.

Ethnicity
(Select all that apply)



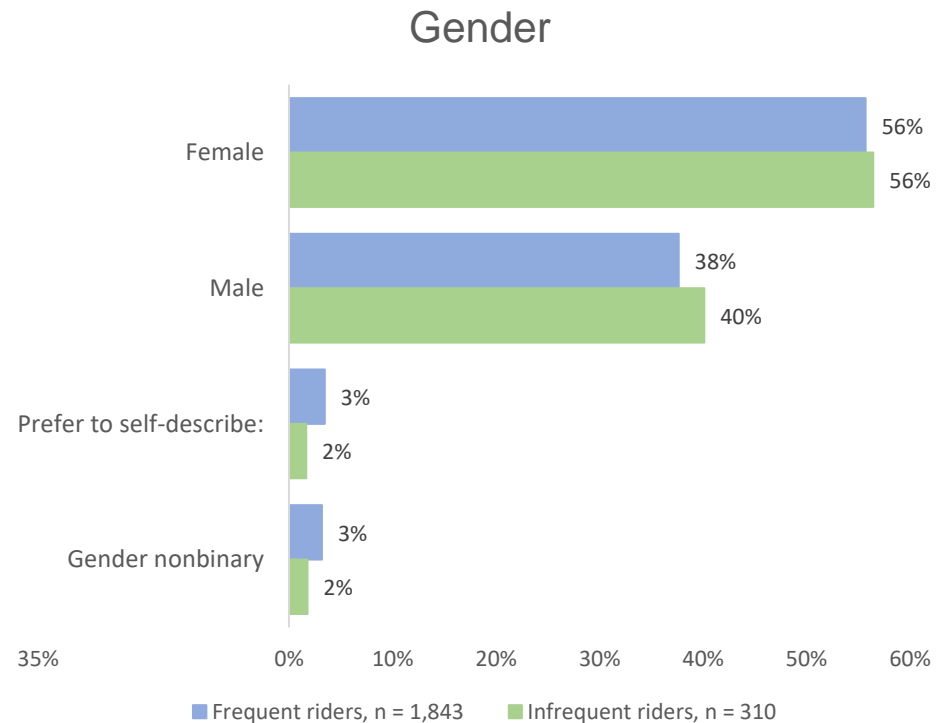
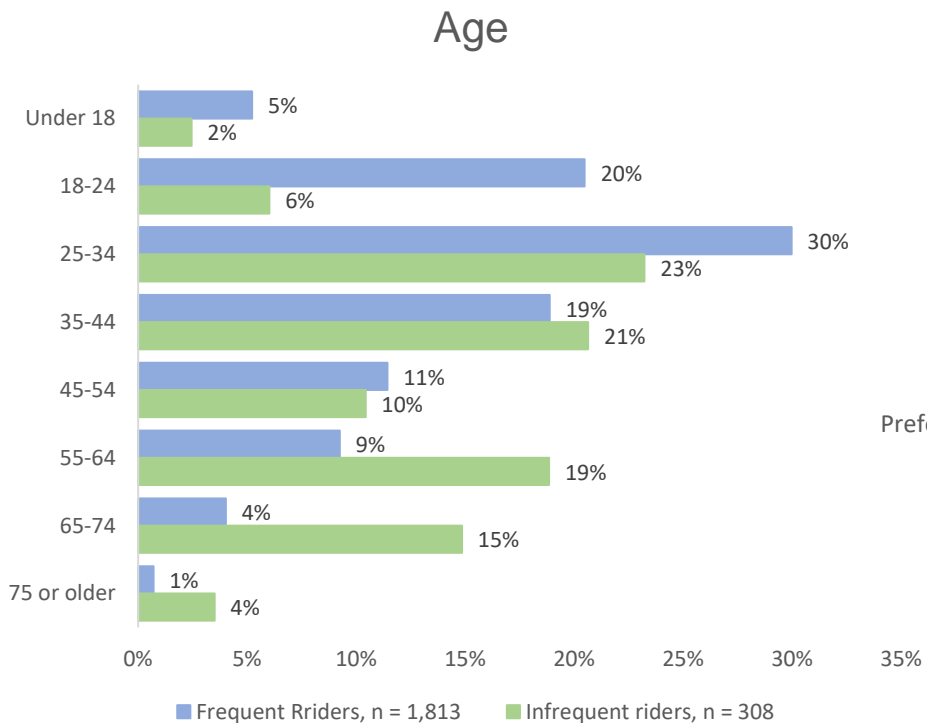
RACE/ETHNICITY: QUARTERLY SURVEYS

Ethnicity
(Select all that apply)



AGE & GENDER: FREQUENT V INFREQUENT

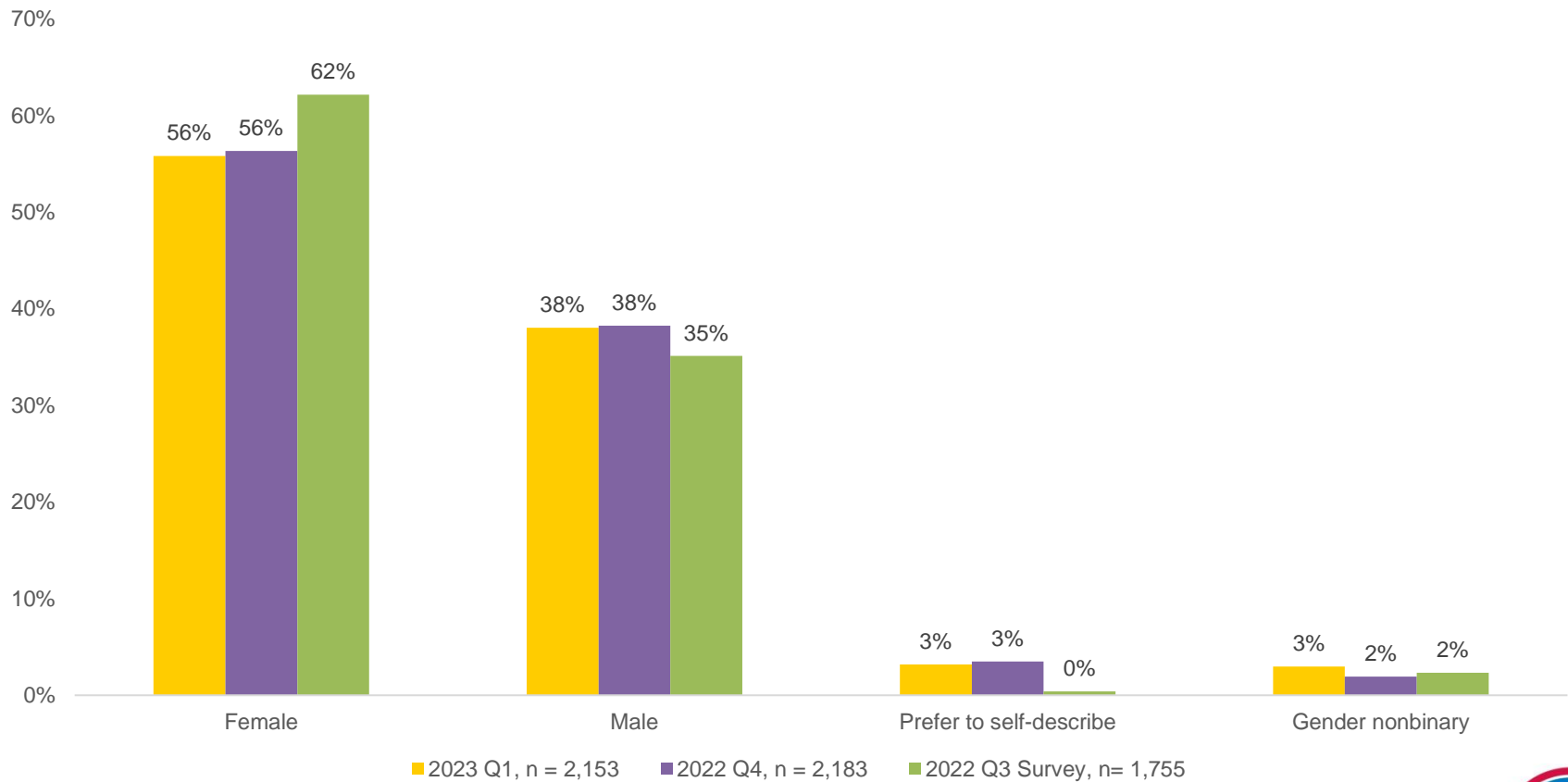
Infrequent riders tended to skew older than **frequent riders**. Over half of the survey sample identified as female.



GENDER: QUARTERLY SURVEYS

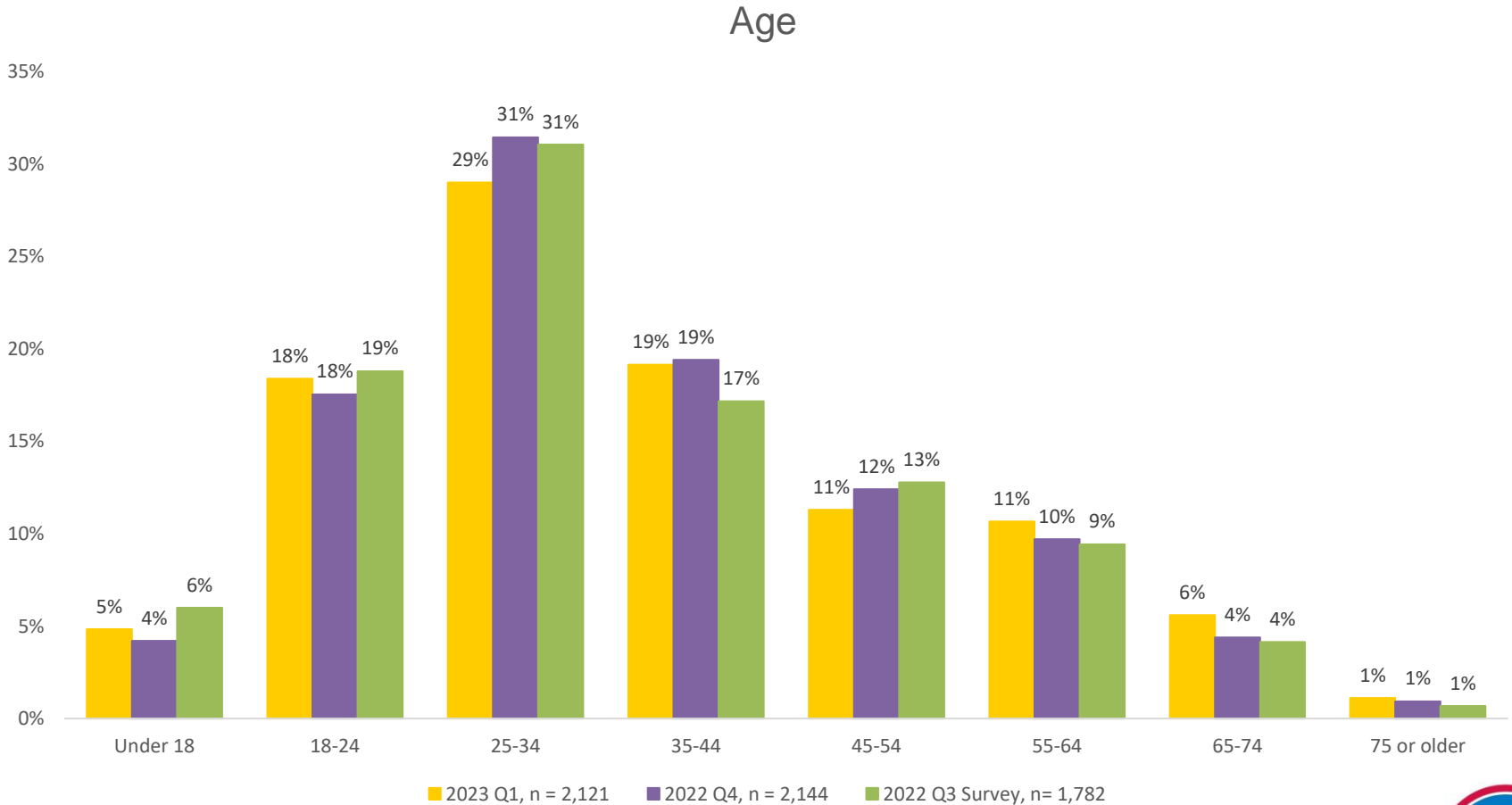
The make up of respondents' gender stayed relatively consistent across the 2022 Q3 and Q4, and the 2023 Q1 Surveys.

Gender



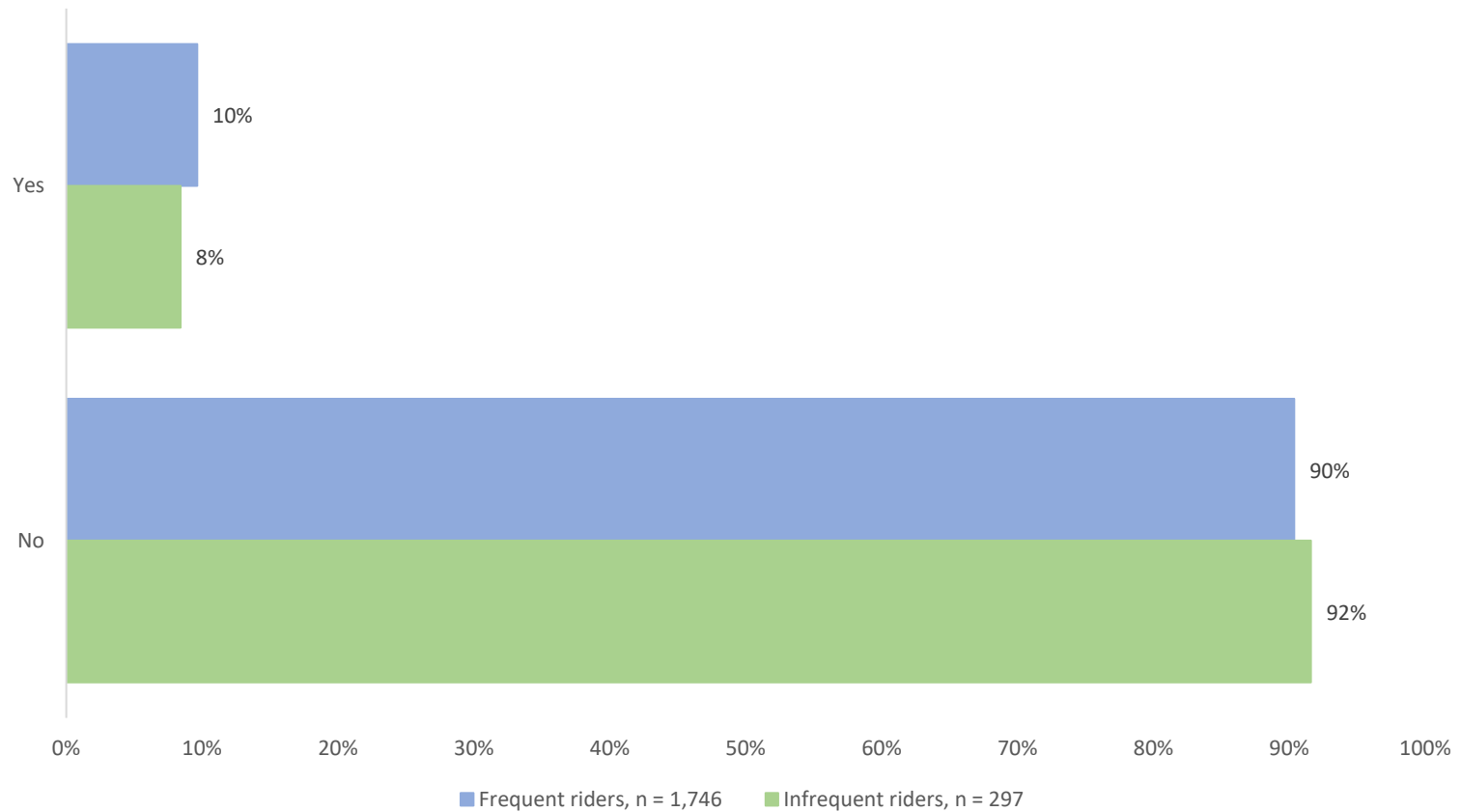
AGE: QUARTERLY SURVEYS

The makeup of age stayed relatively consistent across the 2022 Q3 and Q4, and the 2023 Q1 Surveys.



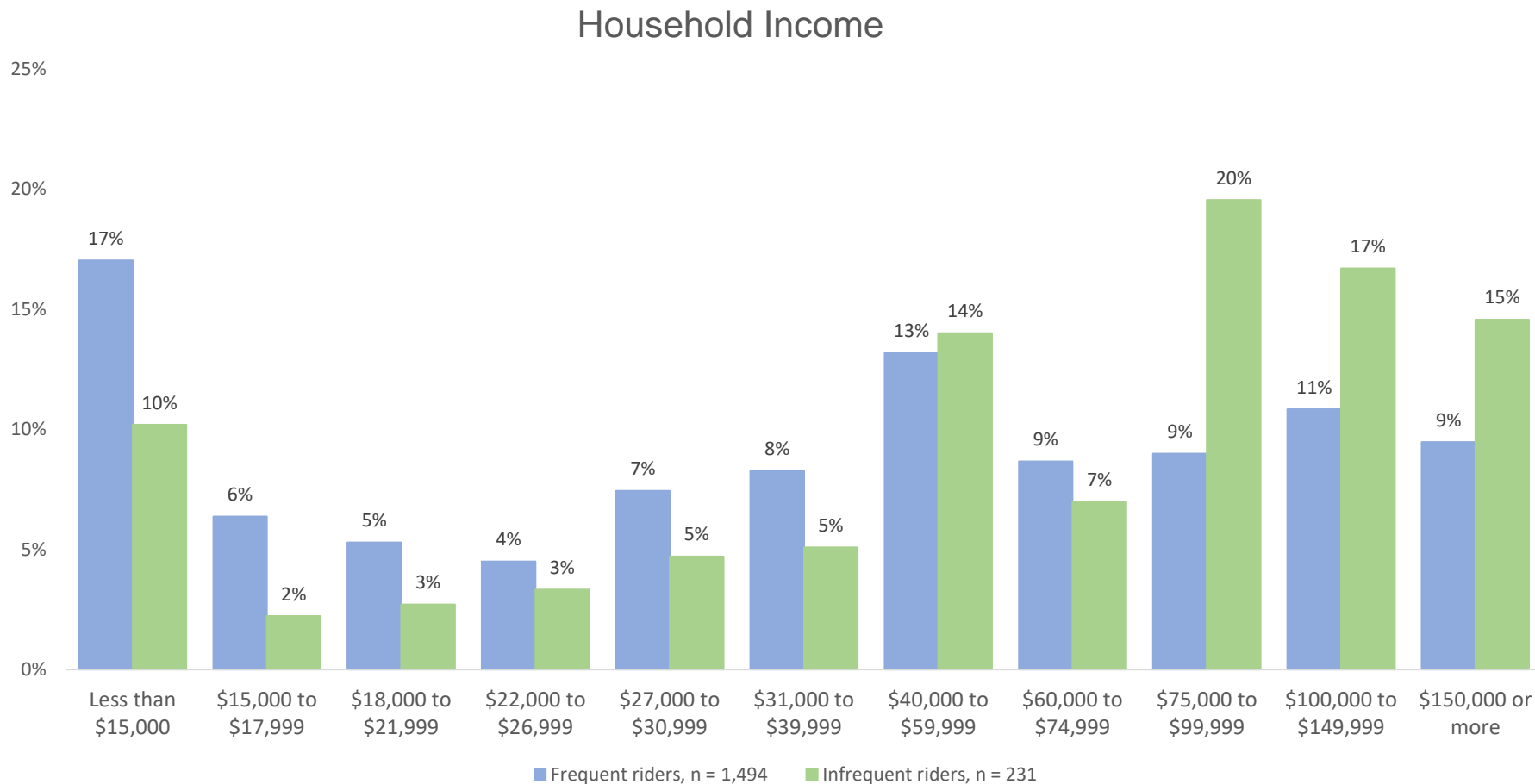
DISABILITY STATUS: FREQUENT V INFREQUENT

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



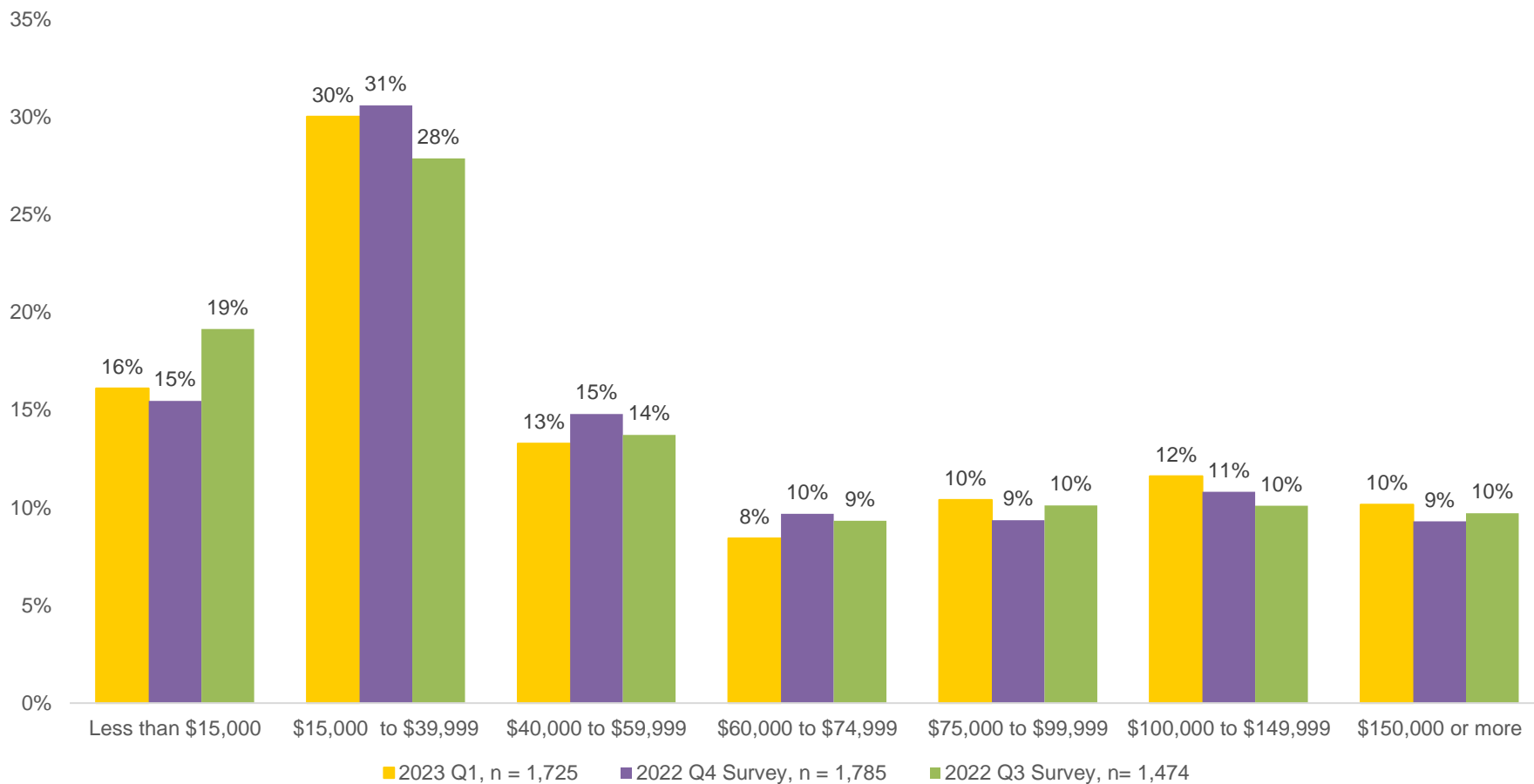
HOUSEHOLD INCOME: FREQUENT V INFREQUENT

Frequent riders were more likely to identify as lower income than infrequent riders.



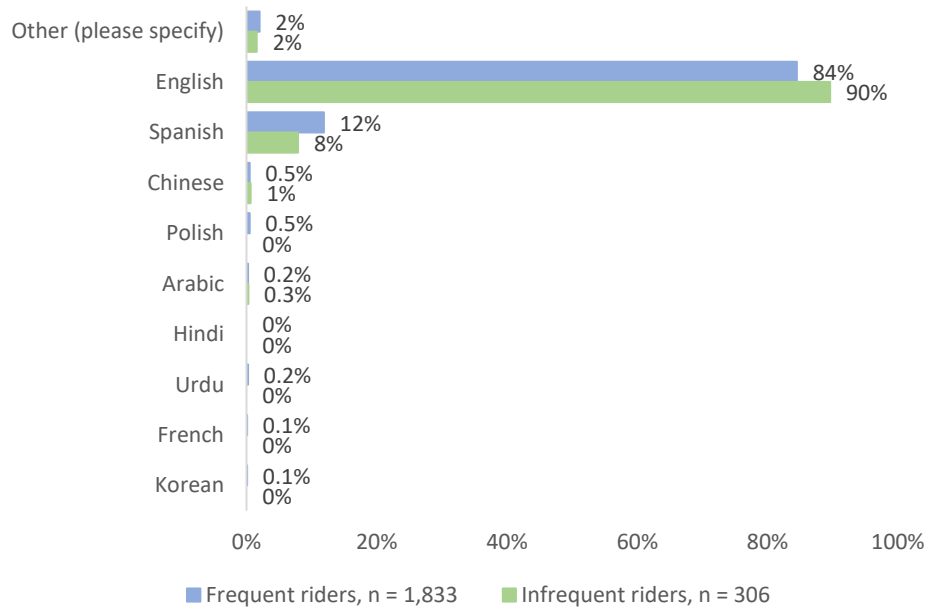
HOUSEHOLD INCOME: QUARTERLY SURVEYS

Household Income

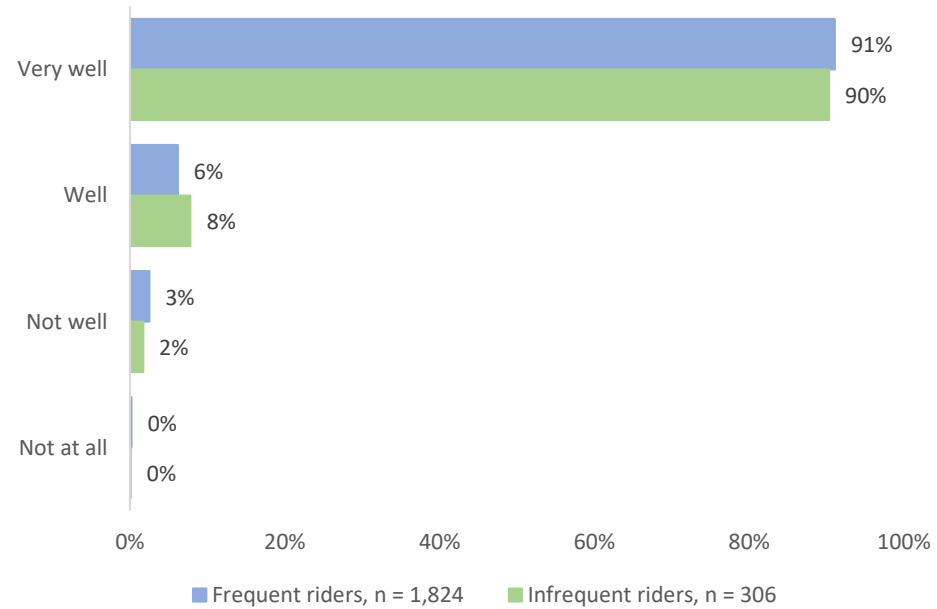


LANGUAGE: FREQUENT V INFREQUENT

Primary Language Spoken at Home

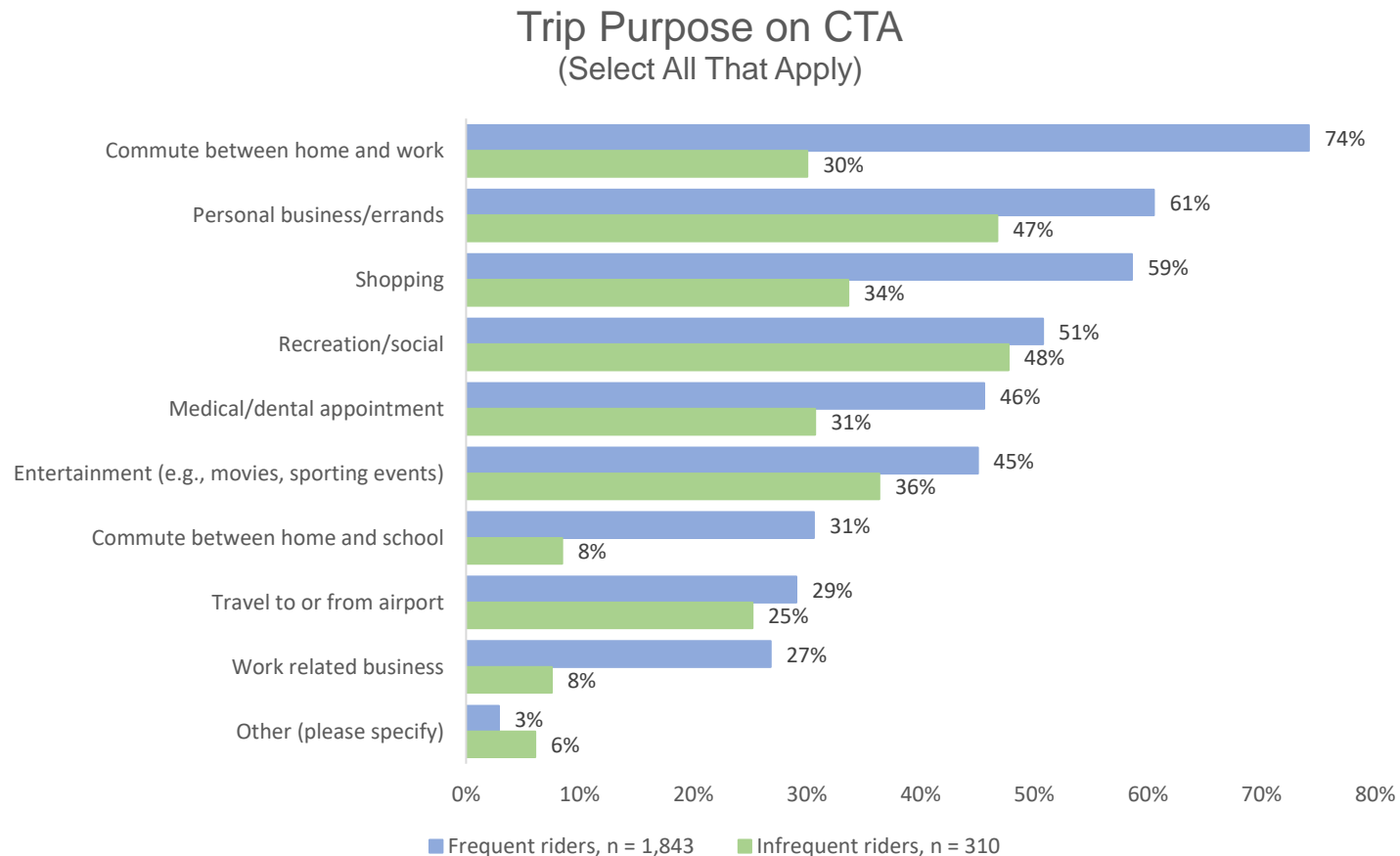


English Proficiency



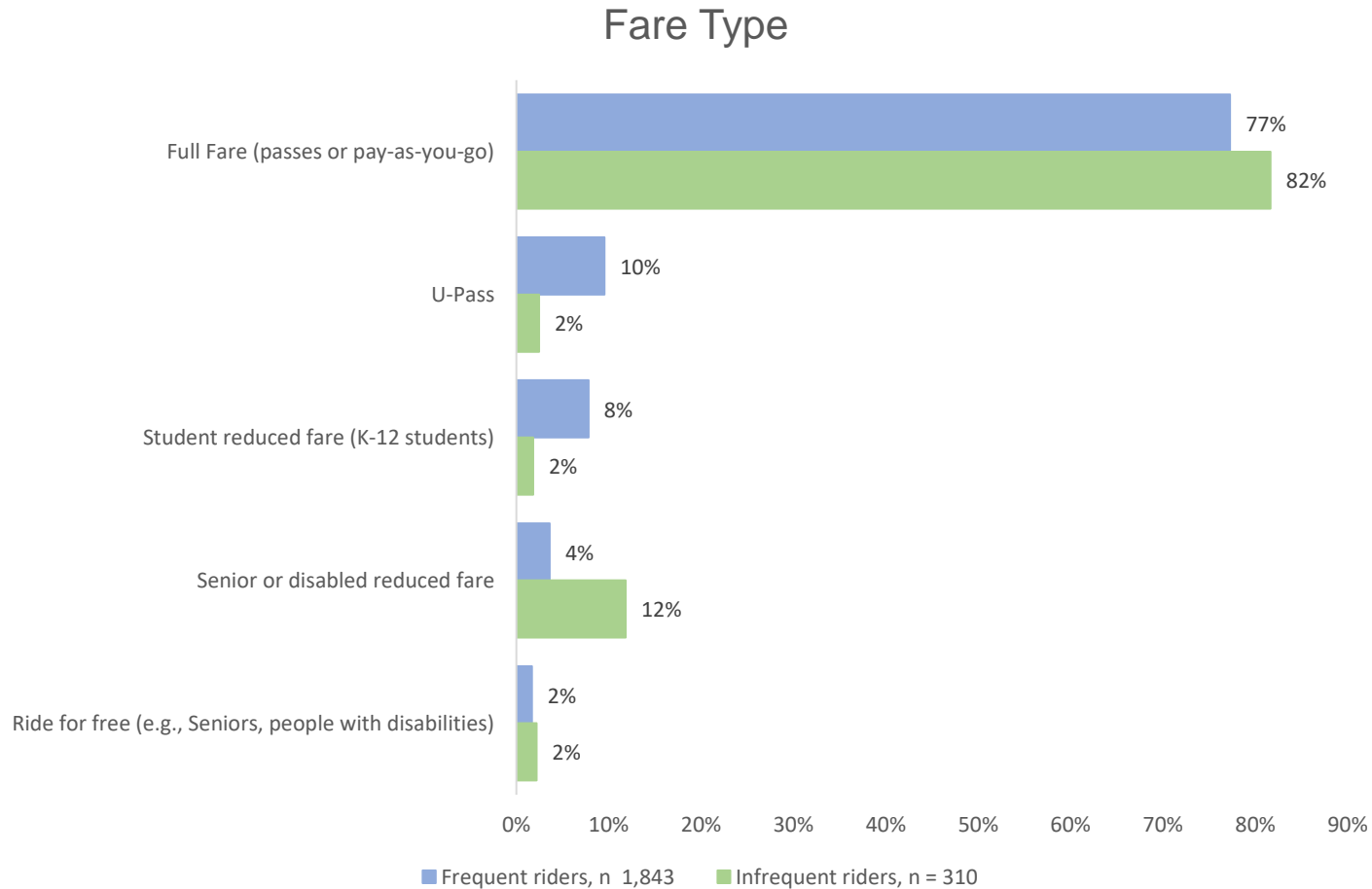
TRIP PURPOSE ON CTA

Most **frequent riders** reported using CTA for commuting, personal business, shopping, and recreation. **Infrequent riders** were most likely to report using CTA for recreation and personal business.



FARE PROGRAM

Frequent riders were more likely to use non-full fare options compared with infrequent riders.



COLLECTOR TYPE AND GEOGRAPHIC LOCATION

Most respondents who accessed the survey through the link on car card ads or the flyer live on the North side. Respondents from the email collector were more evenly distributed than the other two collection methods.

Collector Type and Geographic Location Based on Home Zip Code of Respondents

