

2022 Q3 Customer Survey Results

September 2022



Chicago Transit Authority

QUARTERLY SURVEY OVERVIEW

- The need for more frequent updates on customer satisfaction and travel patterns has been identified, because it is anticipated that the COVID recovery period may be one of rapid change in transit service conditions, travel behaviors, and customer perceptions.
- To address this, we are planning to administer quarterly surveys utilizing Ventra email database and CTA staff.
- The 2022 Q3 Survey is the first of the quarterly surveys, and includes:
 - Questions about customer habits and preferences that will stay consistent for each quarterly survey
 - Questions on a focus topic that will change each quarter
- Focus topics for 2022 Q3 survey included:
 - Personal security
 - Factors influencing trips on transit



SURVEY GOALS

- Understand ridership habits and preferences of CTA customers, including current frequent and infrequent riders
- Clarify concerns related to personal security
- Provide insight into trip making decisions
- Identify factors that influence ridership decisions
- Establish baseline for longitudinal analysis for ongoing quarterly surveys



SURVEY ADMINISTRATION & RESULTS

Timeframe:

- Survey open from July 25, 2022, to August 8, 2022

Email recruitment:

- Email survey distributed to ~20,000 of the Ventra customers who have opted-in to receive emails and had ridden CTA at least once per month from April to June of 2022.
- Sample proportional to service area population based on customer ZIP code, with oversampling in areas with traditionally low response rates.*

Sample Size:

- 1,839 completed surveys (43 completed in Spanish)
- Prize drawing incentive offered to all respondents
- Email survey response rate = 9%**

*Due to an error in ZIP Code sampling, very few email addresses with suburban ZIP Codes were included in the distribution of the survey, creating an underrepresentation of suburban ridership; this error will be corrected in future surveys.

**Results valid at the 95% confidence level with a margin of error of +/-2.3. Response rate comparable to other online surveys with prize drawing incentive provided.



WEIGHTING

- Results weighted proportional to ridership by CTA Bus Route Group to correct for over representation of the North Side Downtown and West Side East-West bus route groups and underrepresentation of North Side East-West and South Side East-West groups.
- Weighted results checked against demographics and fare type and aligned with ridership breakdown by bus route groups and rail branches.
- Cleaned and weighted dataset includes 1,802 completed 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 April, May, June 2022
- Sample size = 1,394

Infrequent riders:

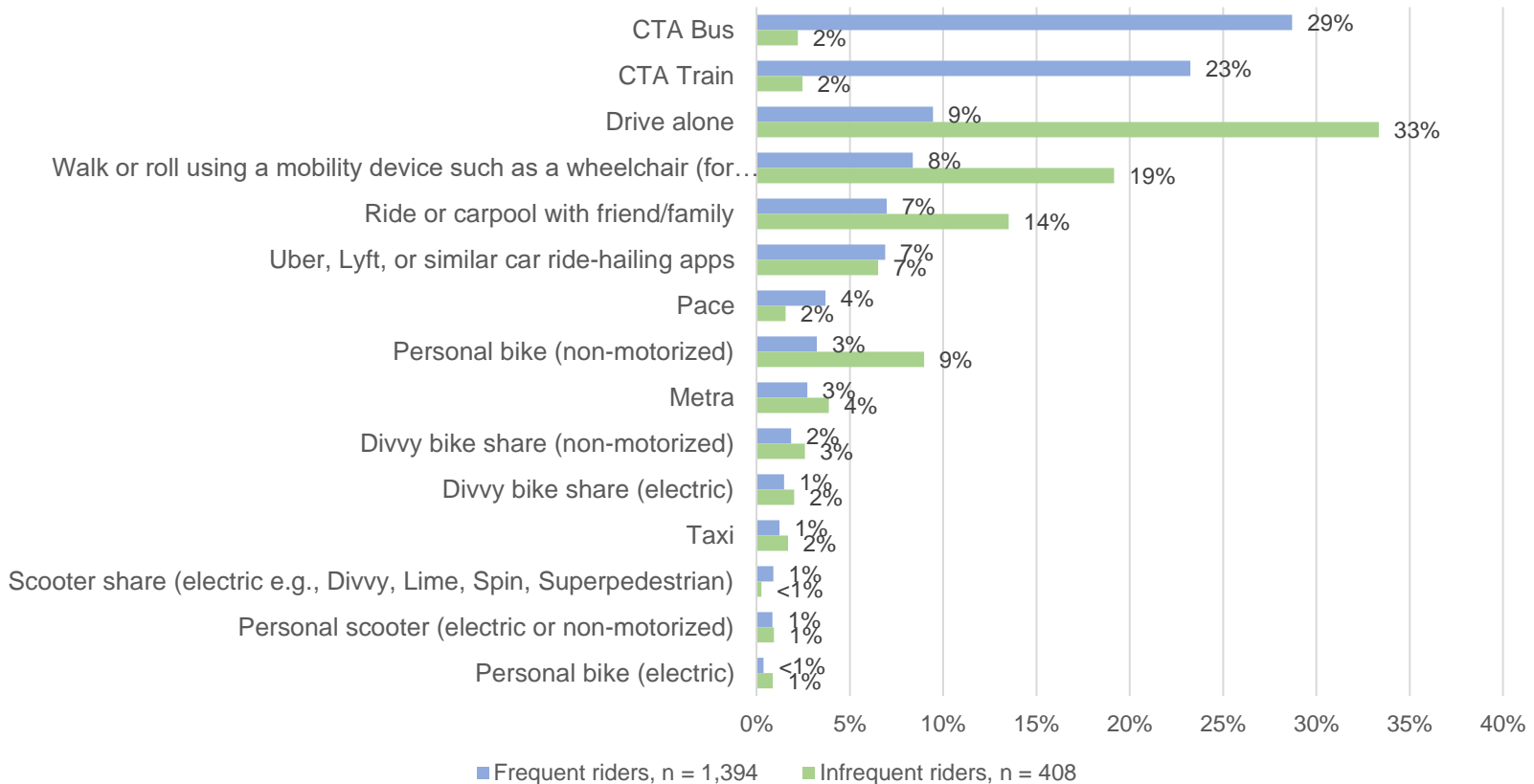
- Used CTA Bus or Rail at most 1-2 days per month during April, May, June 2022
- Sample size = 408



MODE SHARE IN PAST FEW MONTHS

Over the past few months, **frequent riders** used a variety of modes for travel, with CTA making up 52% of trips outside the home. **Infrequent riders** relied more heavily on personal vehicles and walking.

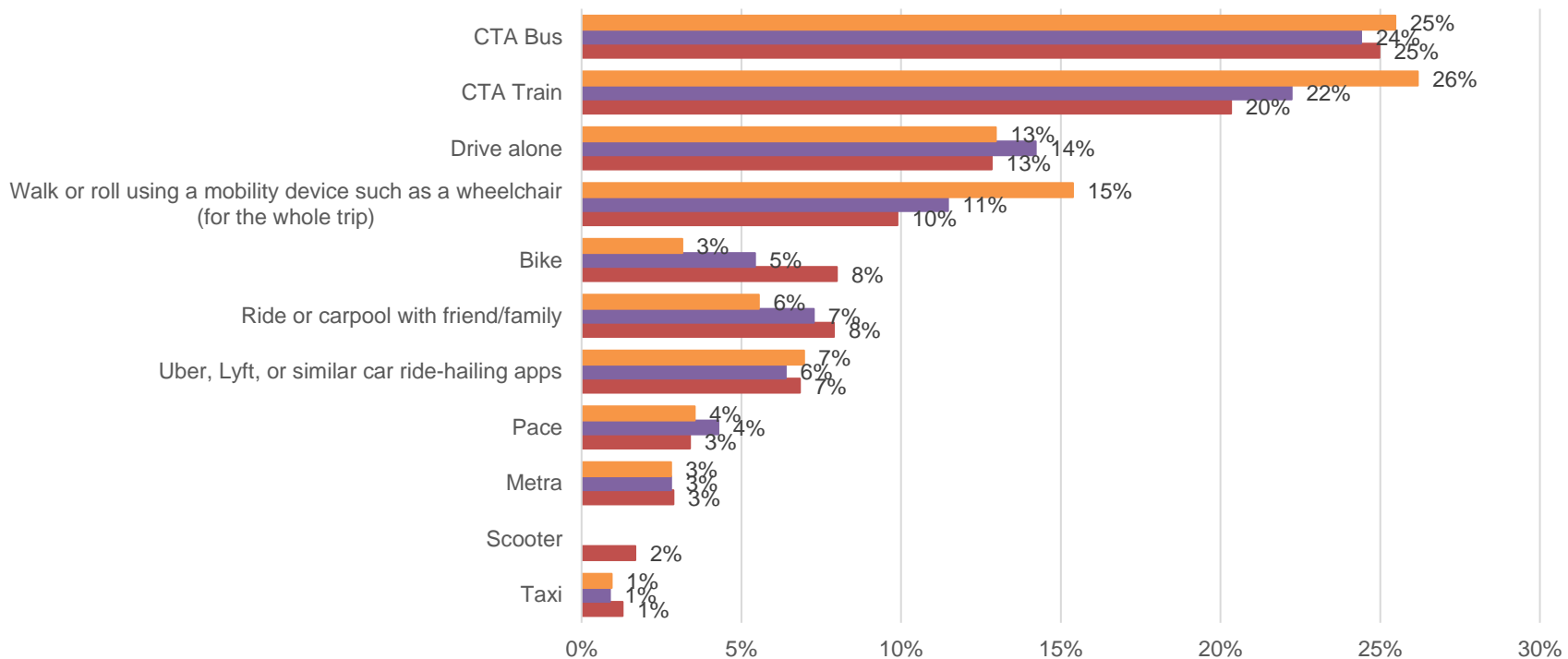
Mode Share In Past Few Months
(Select All That Apply)



MODE SHARE COMPARED WITH PAST SURVEYS

Respondents were less likely to use CTA Train and to walk and more likely to bike compared with the 2021 Return to Transit Survey (September/October 2021) and the 2018 Ridership Investigation Survey (September/October 2018)

Mode Share In Past Few Months (Select All That Apply)
Compared with 2021 Return to Transit & 2018 Ridership Investigation Survey



2018 Ridership Investigation Survey, n = 5,284 2021 Return to Transit: Current Rider segment, n = 3,412 2022 Q3 Survey, n = 1,802

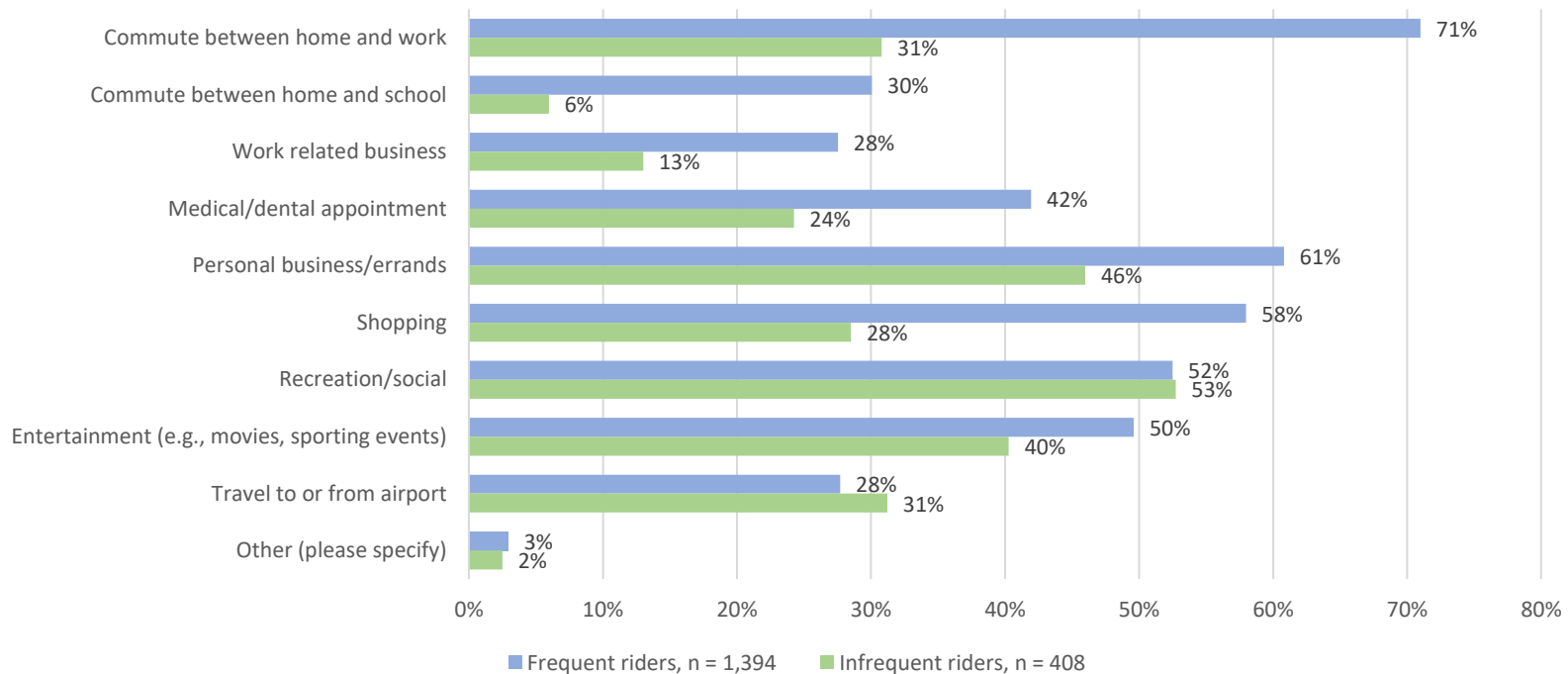
Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus Or Train 1-2 days per month or more during the past few months.



TRIP PURPOSE ON CTA

Most **frequent riders** reported using CTA for commuting, personal business, shopping, recreation, and entertainment. **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.

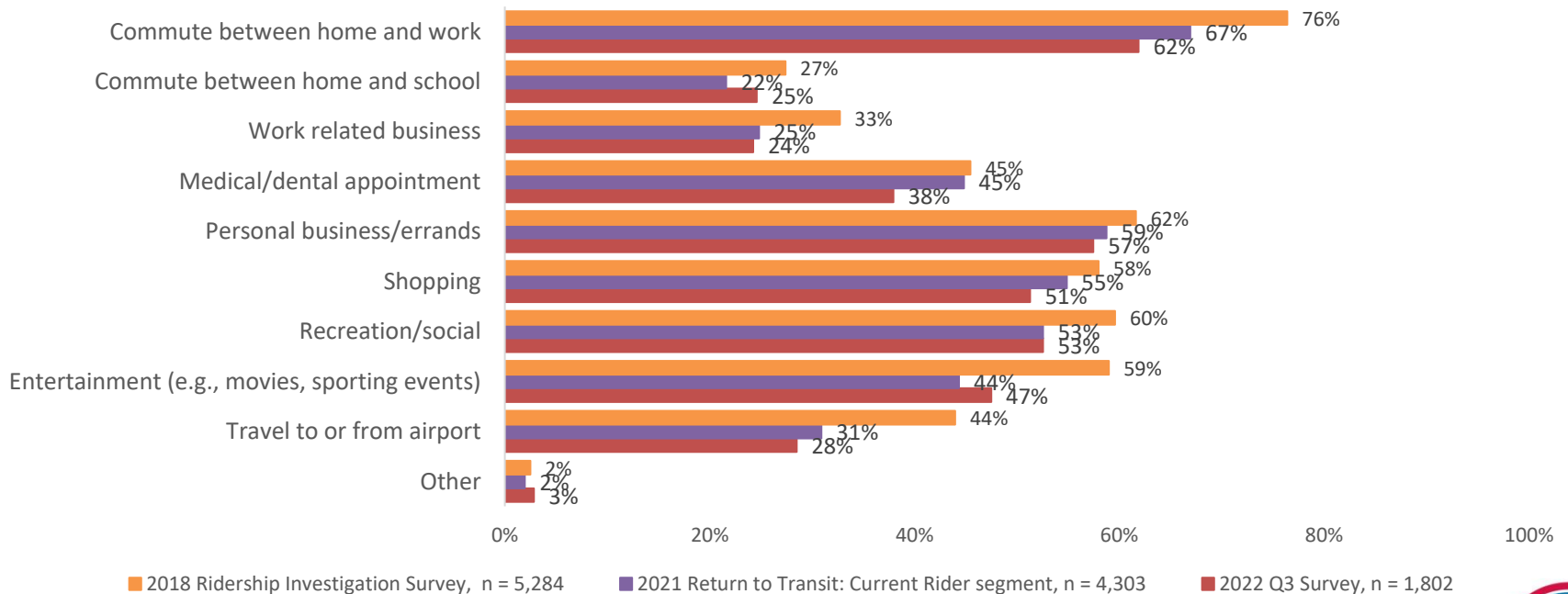
Trip Purpose on CTA (Select All That Apply)



TRIP PURPOSE COMPARED WITH PAST SURVEYS

Respondents were less likely to use CTA for all trip purposes compared with the 2018 Ridership Investigation Survey. Only two trip purposes, Commute Between Home and School and Entertainment saw an increase from the 2021 Return to Transit Survey, and the Q3 2022 Survey; all other trip purposes either decreased or stayed the same.

Trip Purpose On CTA (Select all that apply)
 Compared with 2021 Return To Transit & 2018 Ridership Investigation Survey

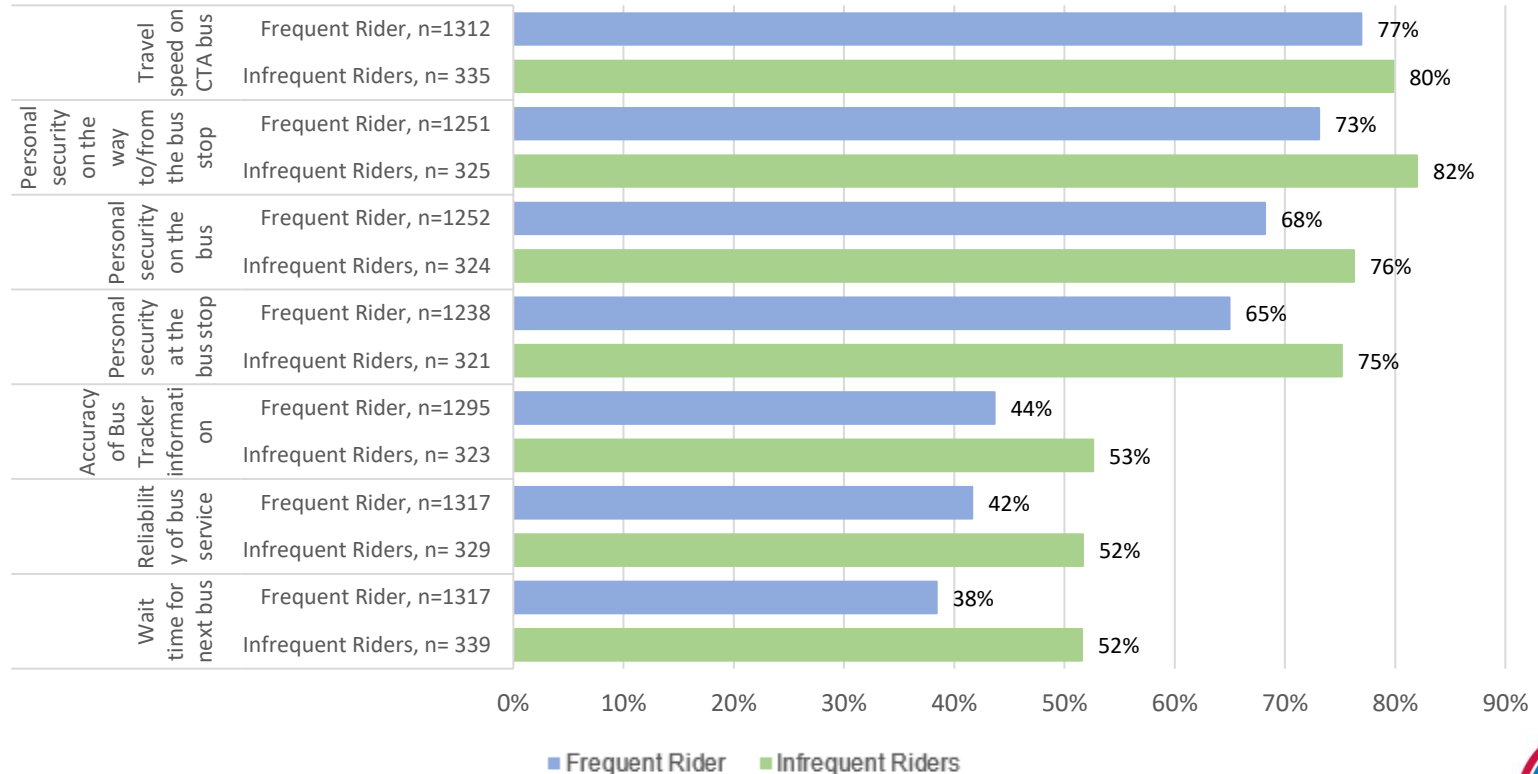


Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus Or Train 1-2 days per month or more during the past few months.

CUSTOMER SATISFACTION: BUS ATTRIBUTES

For all bus satisfaction attributes, **infrequent riders** were more satisfied than **frequent riders**. All respondents were least satisfied with Bus Tracker accuracy, reliability of bus service, and wait time for the next bus.

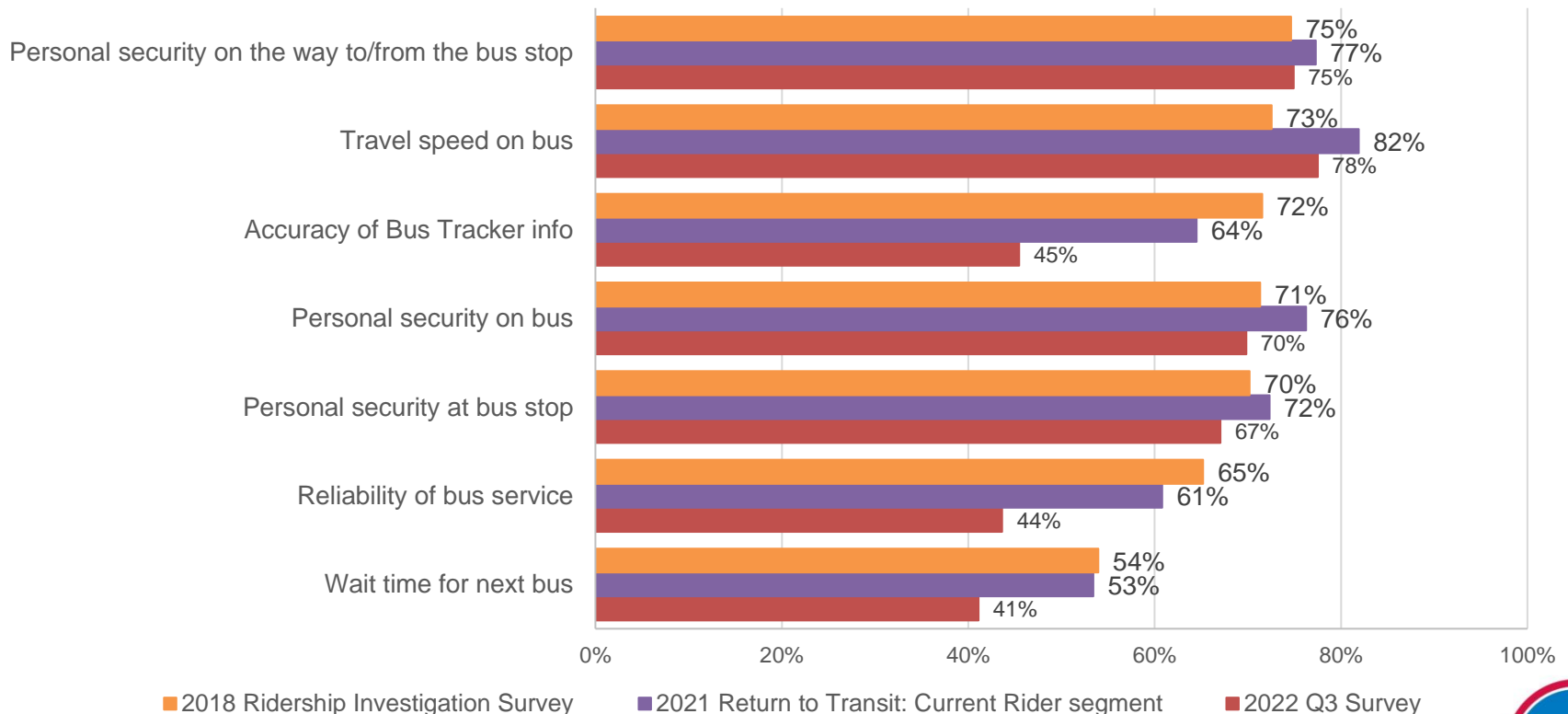
Percent Satisfied with CTA Bus Attributes



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO PAST SURVEYS

On the 2022 Q3 survey, satisfaction for most CTA Bus attributes decreased slightly compared to both the 2018 Ridership Investigation Survey and the 2021 Return to Transit Survey. The attributes with the biggest decrease in satisfaction were accuracy of Bus Tracker, reliability of bus service, and wait time for the next bus. Travel speed of bus was the only attribute that increased compared to 2018 Ridership Investigation Survey.

Percent Satisfied With CTA Bus Attributes Compared with 2021 Return To Transit & 2018 Ridership Investigation Survey

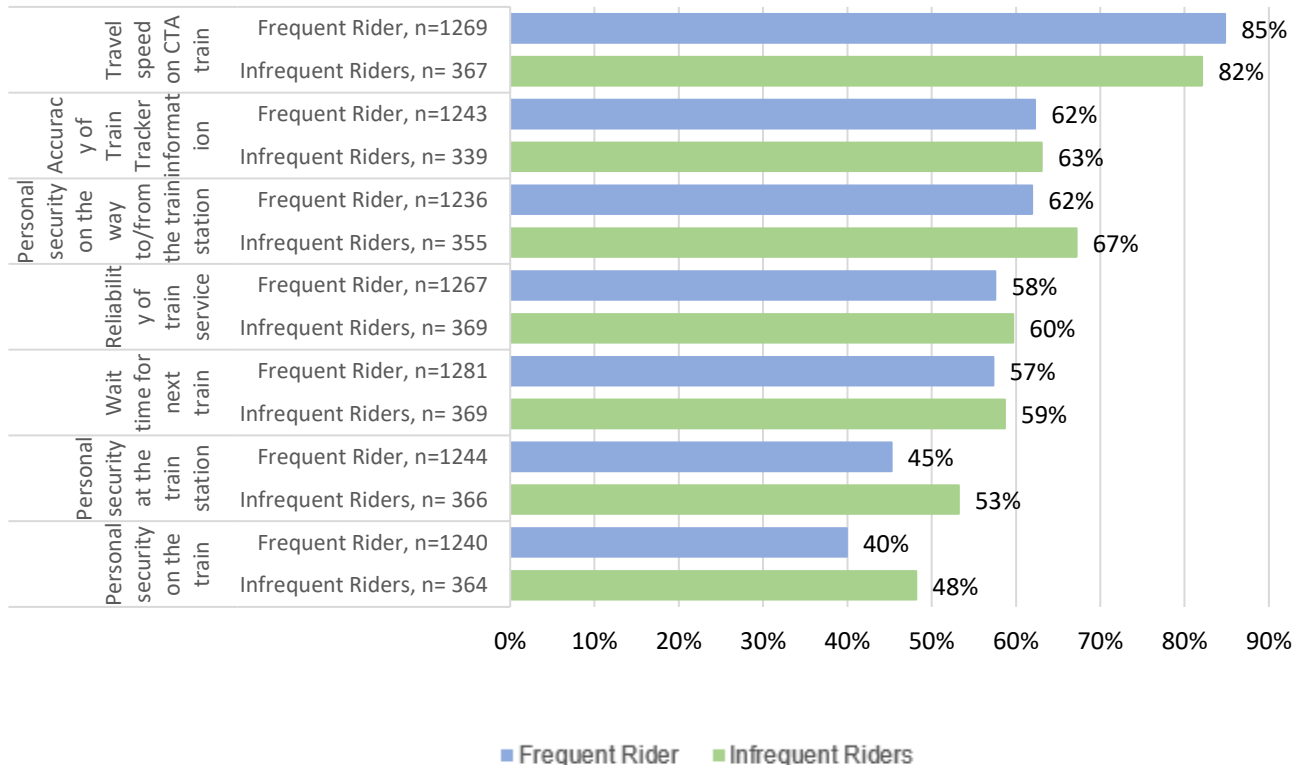


Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.

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 highly satisfied with travel speed on train, and least likely to be satisfied with personal security waiting for or on the train.

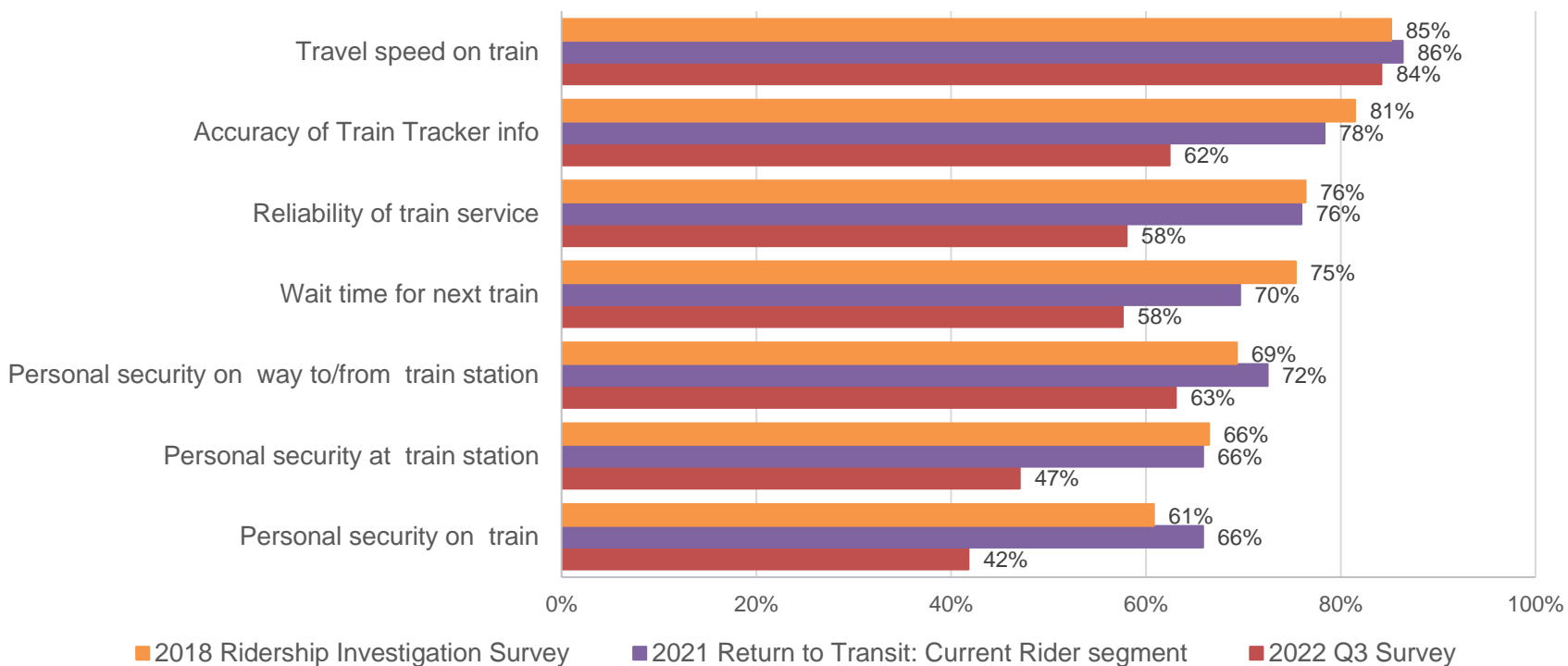
Percent Satisfied with CTA Rail Attributes



CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED WITH PAST SURVEYS

Respondents were most satisfied with travel speed on CTA Train, and least satisfied with personal security on CTA Train. Satisfaction for all CTA Train attributes decreased compared to the 2018 Ridership Investigation Survey and the 2021 Return to Transit Survey.

Percent Satisfied With CTA Train Attributes Compared with 2021 Return To Transit & 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.



PERSONAL SECURITY ON CTA

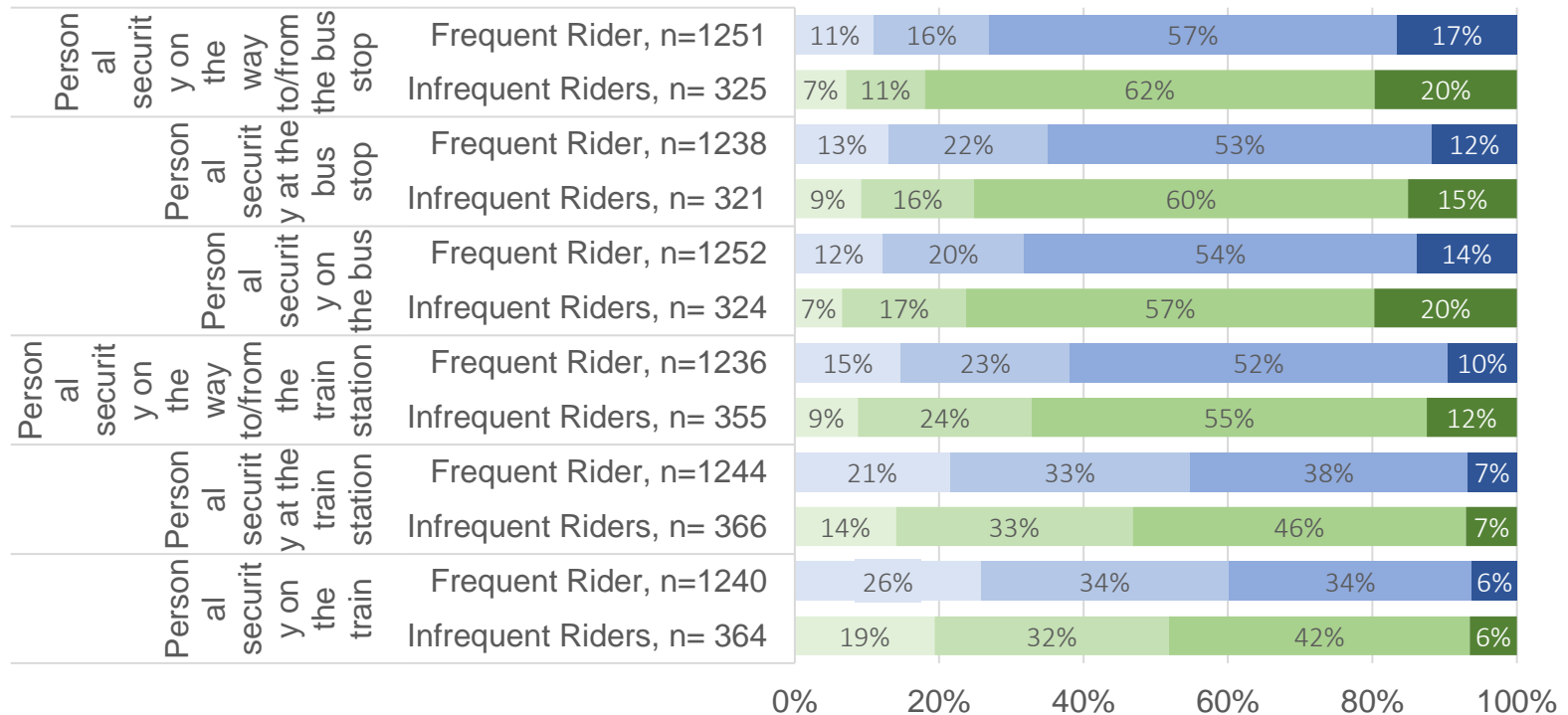
- Respondents dissatisfied with personal security accessing, waiting for, or riding CTA were asked follow-up questions including:
 - Time of day concerned about personal security
 - Reasons for dissatisfaction with personal security accessing, waiting for, and riding CTA
 - Comfort level on CTA Train based on level of crowding



PERSONAL SECURITY & TRANSIT

Respondents were more likely to be dissatisfied with personal security accessing, waiting for, and riding CTA Train compared with CTA Bus. For CTA Bus, respondents were most concerned with safety at the bus stop and more satisfied with safety on the bus. For CTA Train, respondents were least satisfied with safety on the train and more satisfied with safety accessing the train. 60% of frequent riders and 51% of infrequent riders reported dissatisfaction with personal security on CTA Train.

Satisfaction with Personal Security

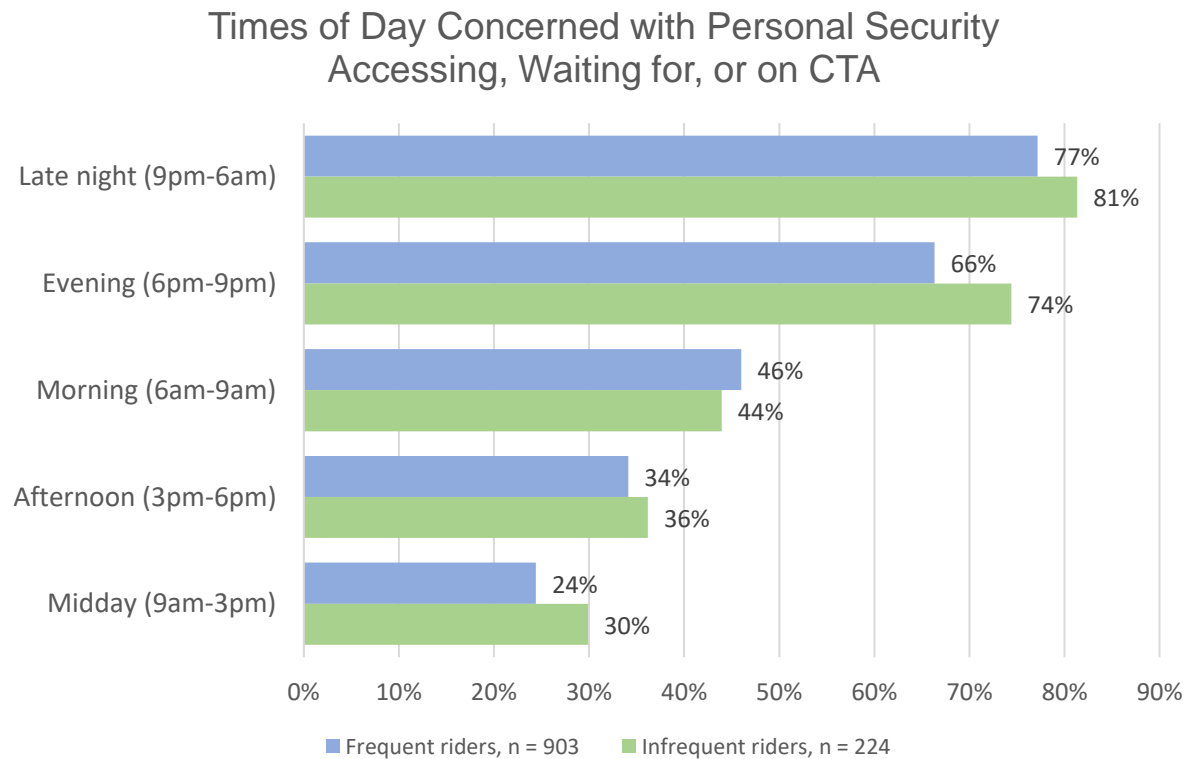


■ Very Dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied
■ Very Dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied



TIME OF DAY CONCERNED WITH PERSONAL SECURITY

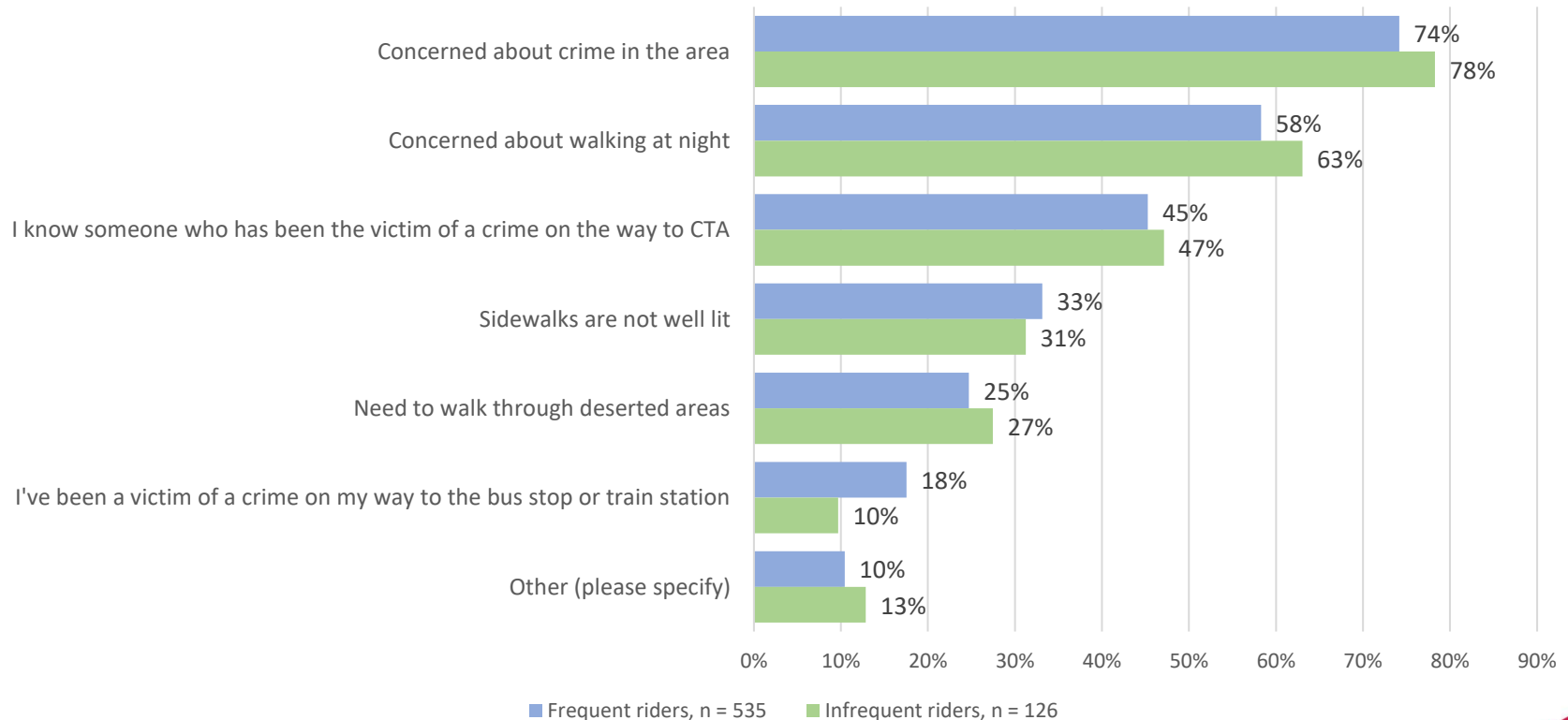
Respondents dissatisfied with personal security reported feeling most unsafe during the late night and evening periods.



REASONS FOR DISSATISFACTION WITH PERSONAL SECURITY ACCESSING CTA BUS/TRAIN

37% of respondents reported dissatisfaction with personal security accessing CTA. Of these respondents, the majority were concerned about crime in the area and walking at night.

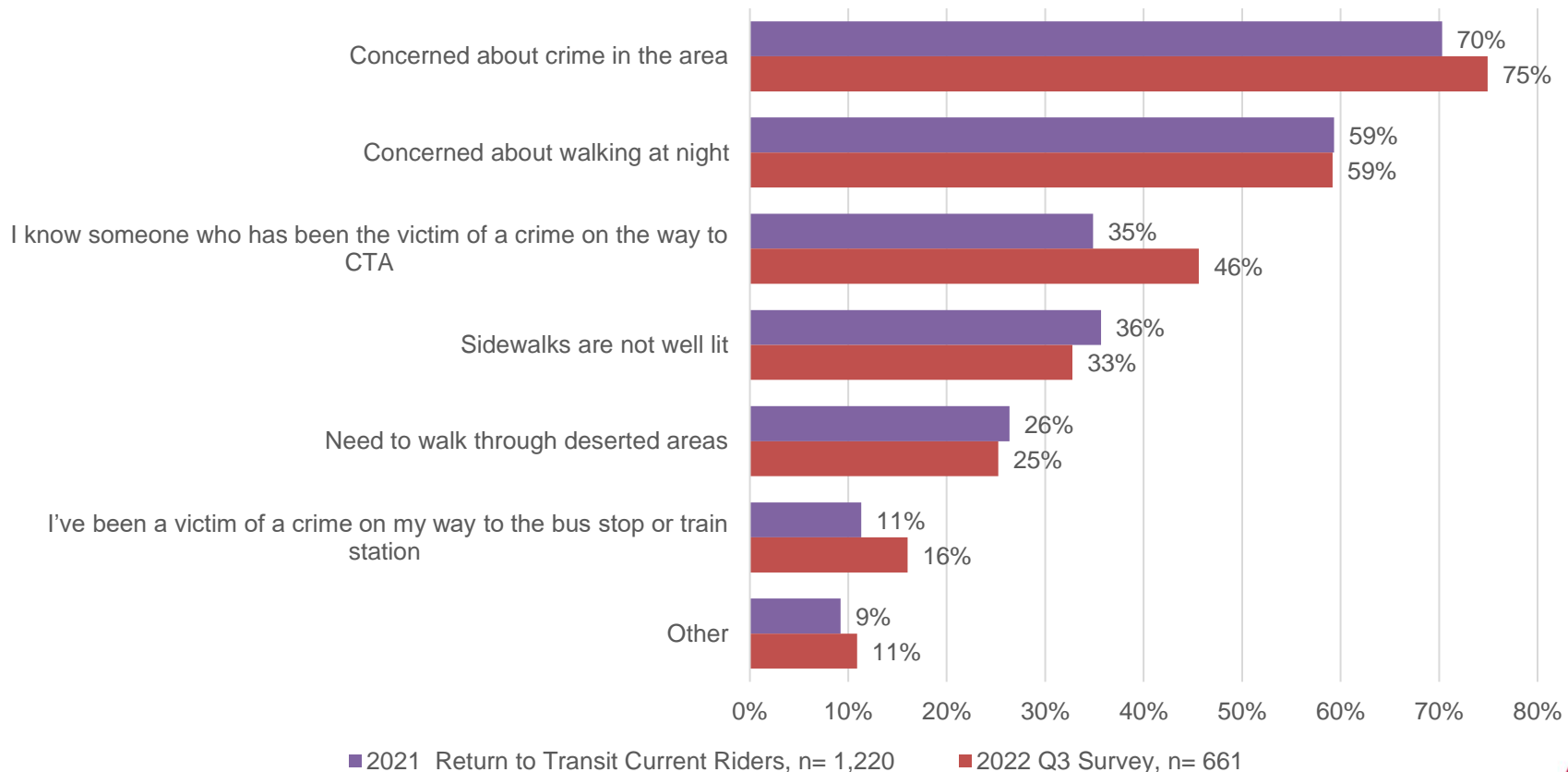
Reasons for Dissatisfaction with Personal Security Accessing CTA



REASONS FOR DISSATISFACTION WITH PERSONAL SECURITY ACCESSING CTA BUS/TRAIN COMPARED TO 2021 SURVEY

Compared with the 2021 Return to Transit Survey, more respondents reporting knowing someone who has been a victim of a crime or reported experience as a victim on the way to CTA.

Reasons for Dissatisfaction with Personal Security on Way to CTA



■ 2021 Return to Transit Current Riders, n= 1,220 ■ 2022 Q3 Survey, n= 661

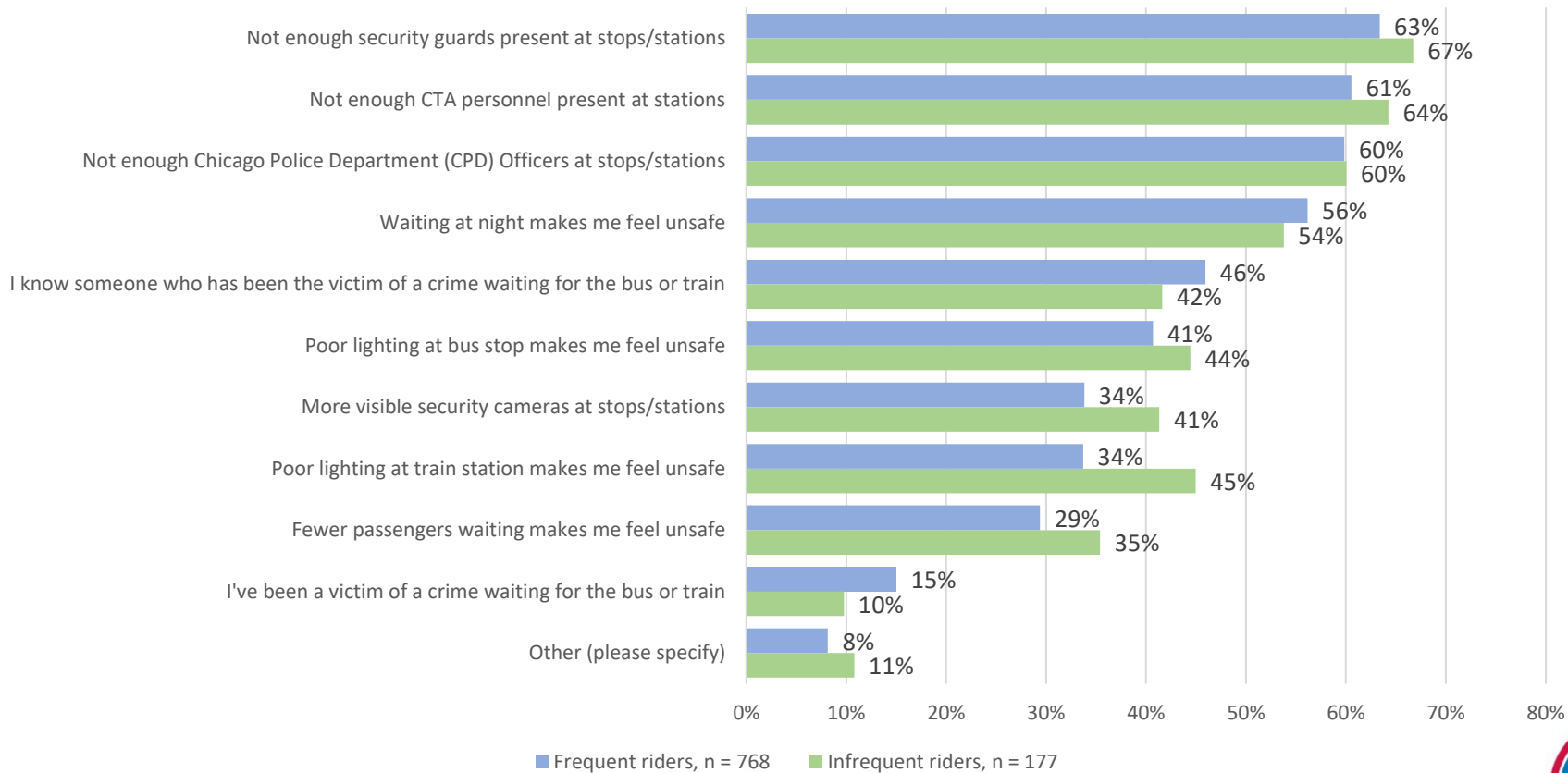
Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.



DISSATISFACTION WITH PERSONAL SECURITY WAITING FOR CTA BUS/TRAIN

52% of respondents reported dissatisfaction with personal security waiting for CTA. Of these respondents, the majority indicated the desire for more CTA personnel, security guards, or Chicago Police.

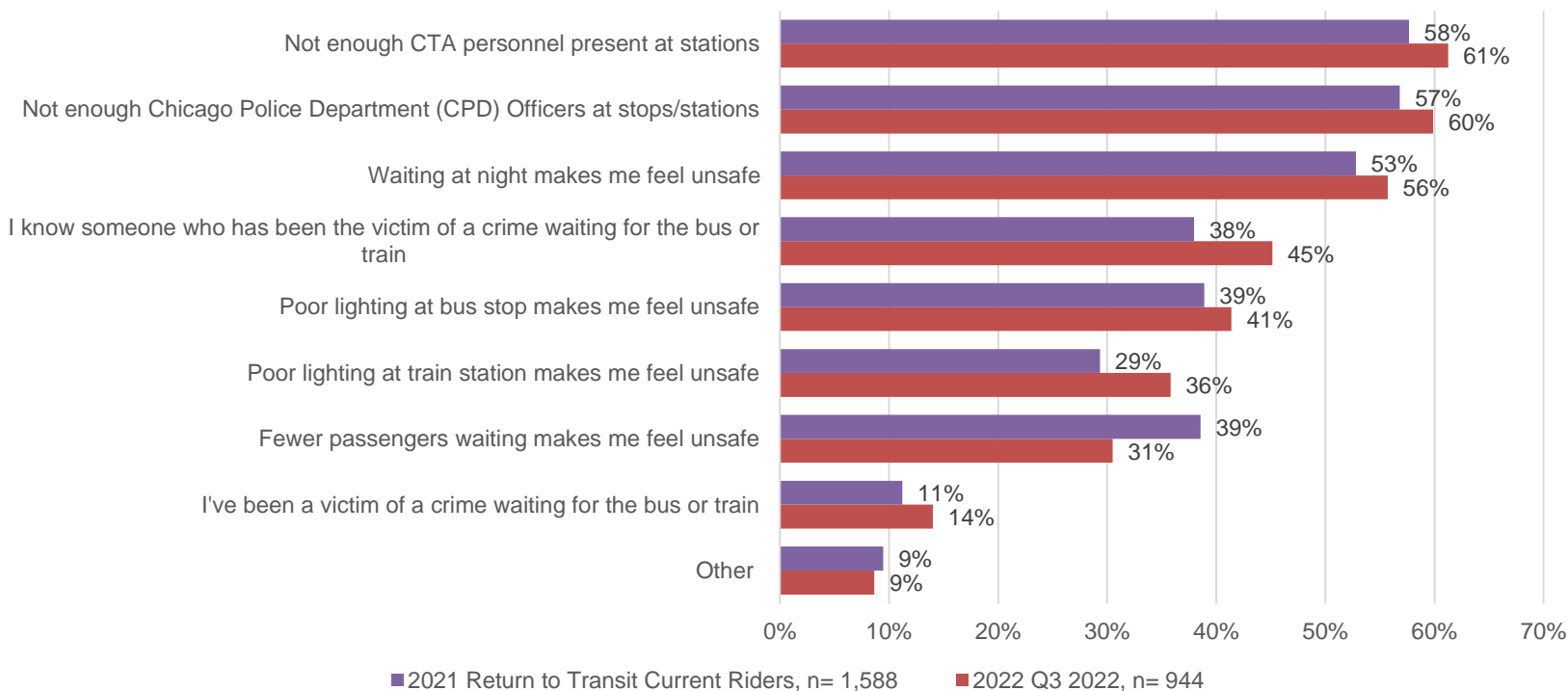
Reasons for Dissatisfaction with Safety Waiting for CTA



DISSATISFACTION WITH PERSONAL SECURITY WAITING FOR CTA BUS/TRAIN COMPARED TO 2021 SURVEY

Compared with the 2021 Return to Transit Survey, respondents were more likely to indicate that they know someone who has been a crime victim, and poor lighting at trains stations as reasons for dissatisfaction with personal security waiting for CTA. Fewer respondents reported that “fewer passengers waiting makes me feel unsafe” compared with the 2021 Survey.

Reasons for Dissatisfaction with Personal Security Waiting for CTA



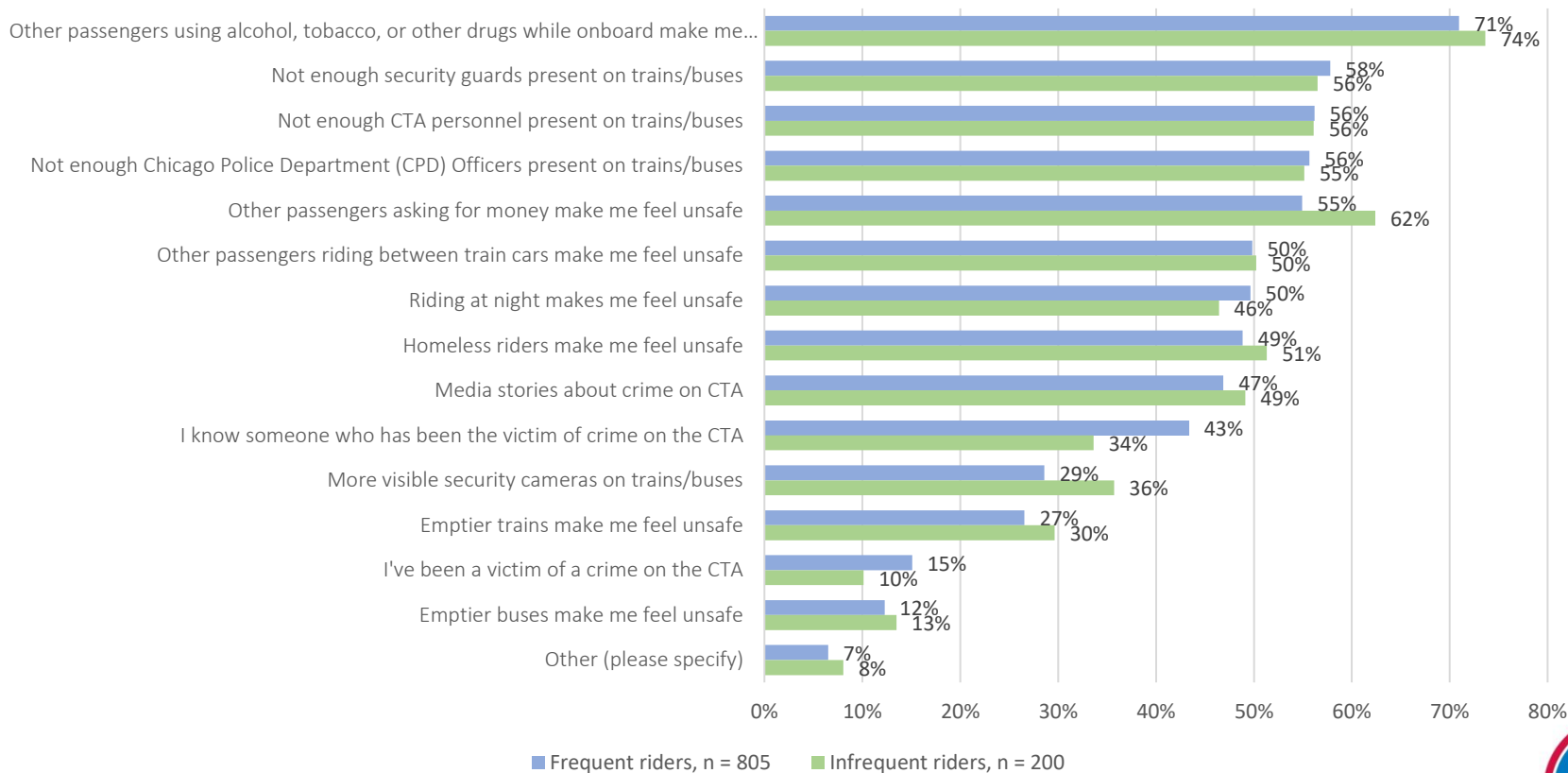
Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.



DISSATISFACTION WITH PERSONAL SECURITY ON CTA BUS/TRAIN

56% of respondents reported dissatisfaction with personal security on CTA. Of these respondents, 71% of **frequent riders** and 74% of **infrequent riders** indicated that other passengers using alcohol, tobacco, or other drugs makes them feel unsafe.

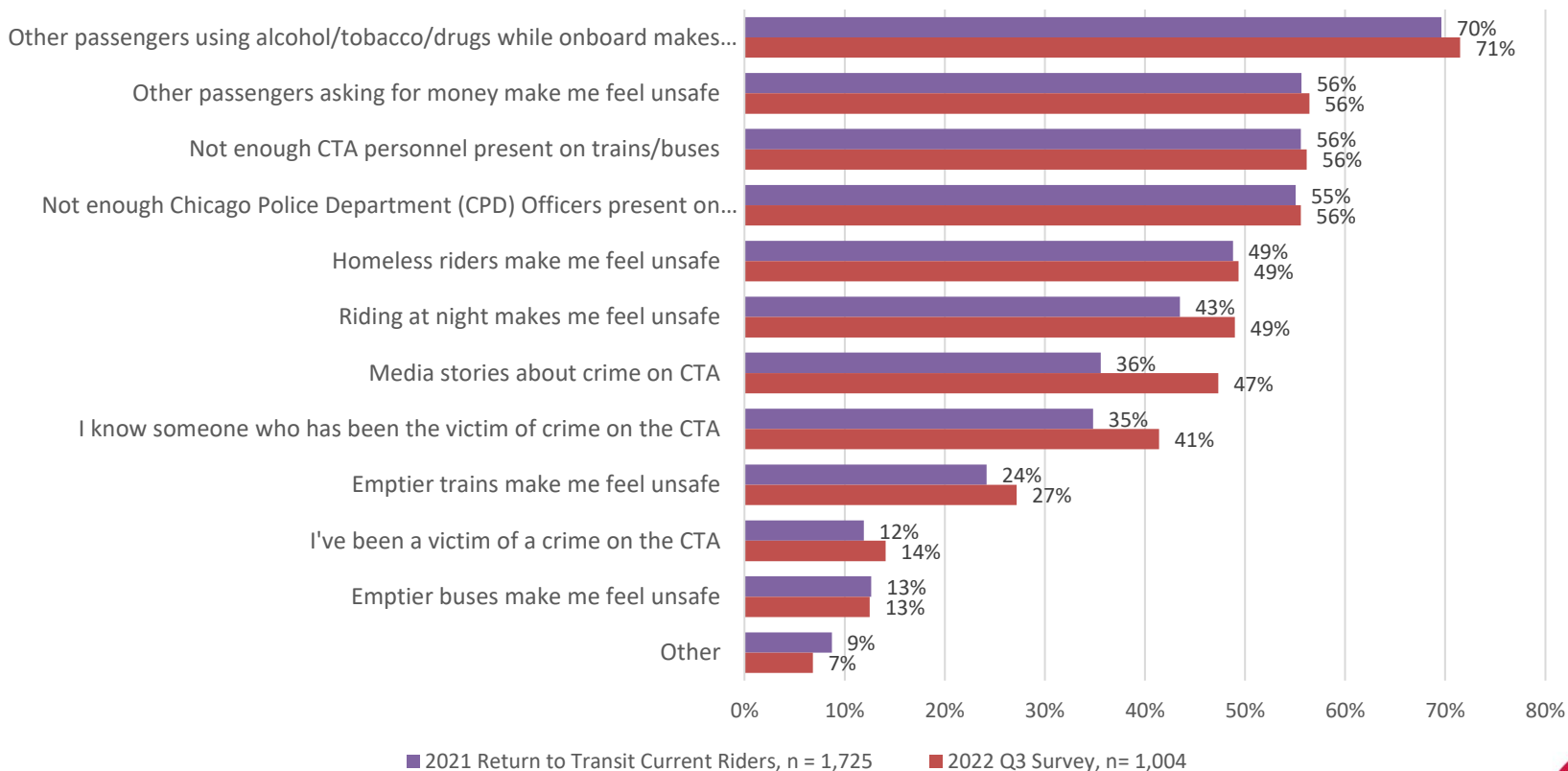
Reasons for Dissatisfaction with Safety on CTA



DISSATISFACTION WITH PERSONAL SECURITY ON CTA BUS/TRAIN COMPARED WITH 2021 SURVEY

All reasons for dissatisfaction with personal security while riding CTA were selected at higher rates compared to the 2021 Return to Transit Survey. The response that saw the biggest increase in contributing to feelings of dissatisfaction of personal security were media stories about crime on CTA.

Reasons for Dissatisfaction with Personal Security On CTA



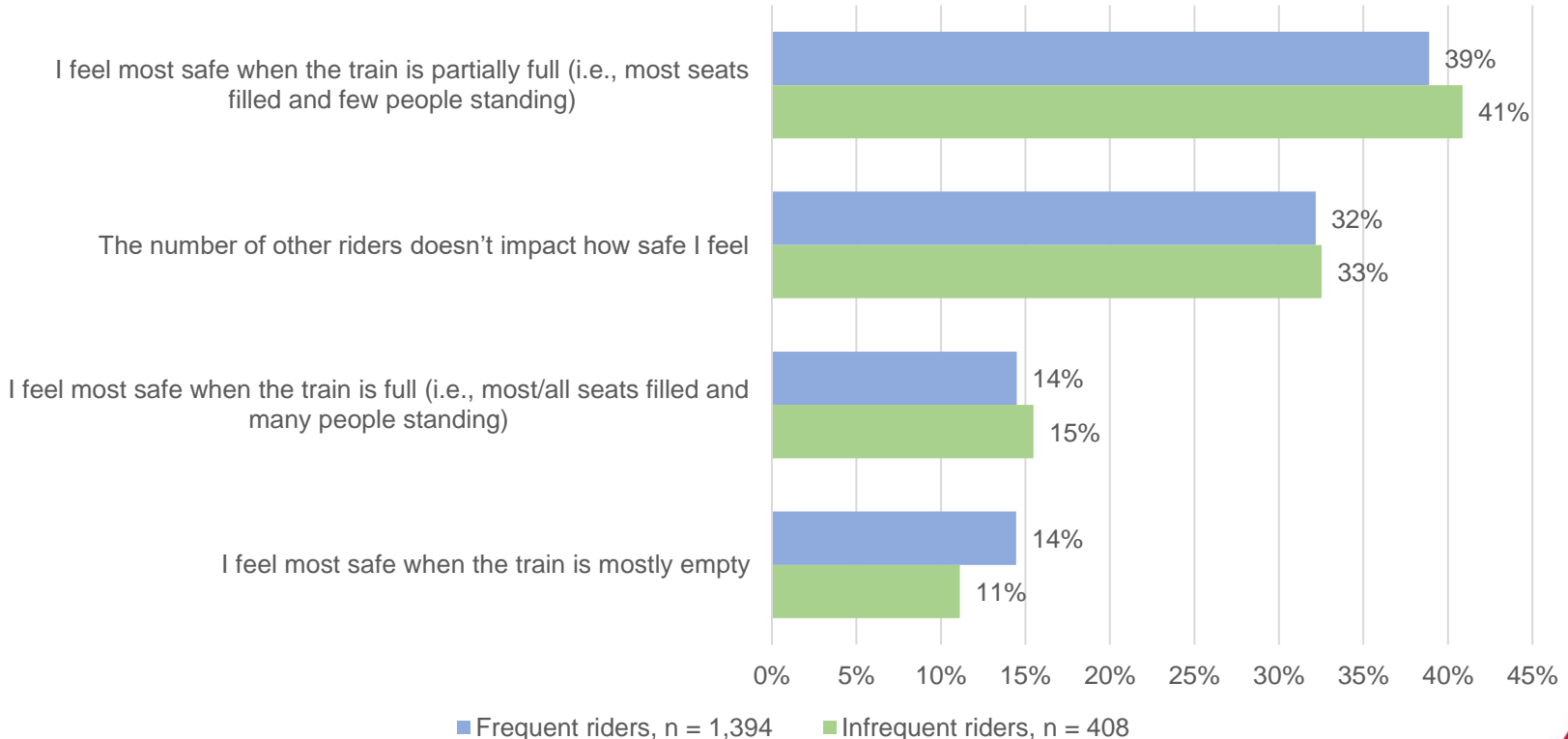
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TRAIN CROWDING AND PERSONAL SECURITY

Approximately 40% of respondents indicated that they feel most safe when the train is partially full, while about a third of respondents reported that the number of other riders does not impact their feelings of safety.

Level of Crowding on CTA Train and Personal Security



FACTORS INFLUENCING TRIPS ON CTA

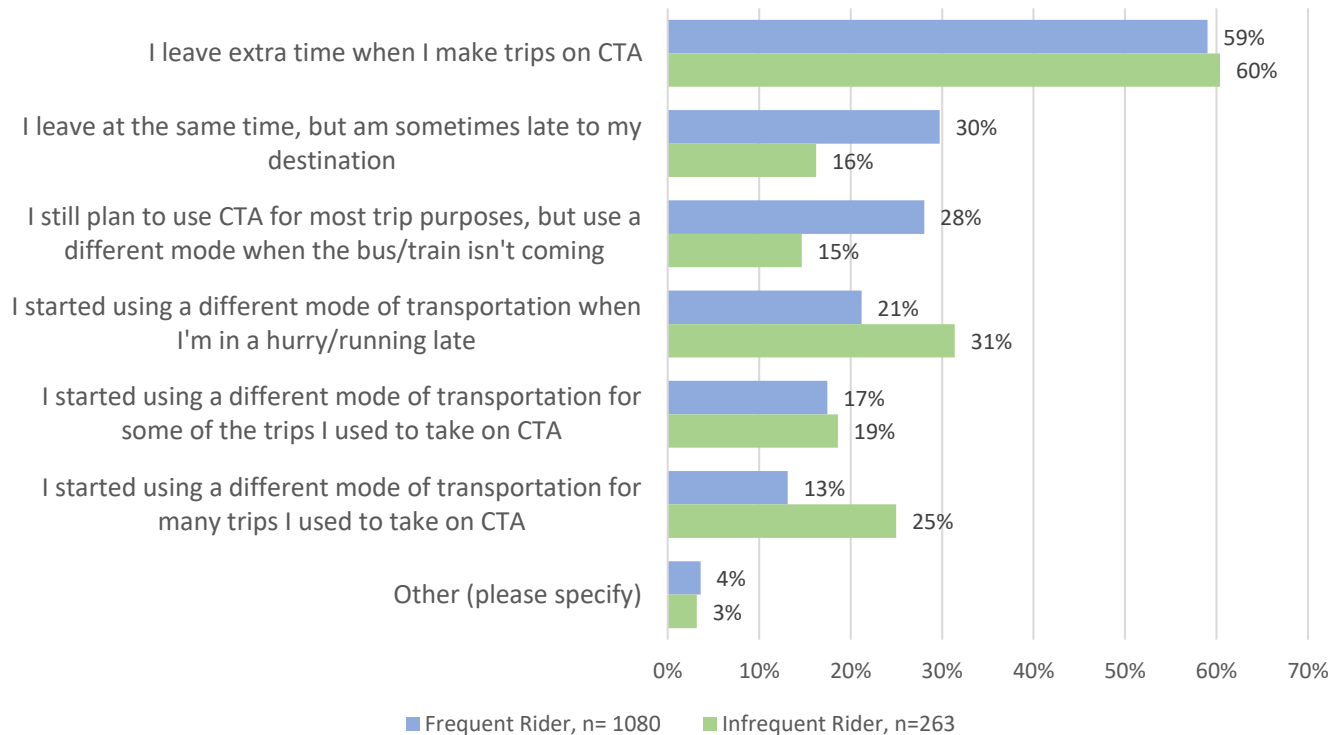
- Respondents were asked a series of questions to provide insight into transportation choices. Question topics included:
 - Impact of dissatisfaction with reliability, frequency, and Bus/Train Tracker on CTA trip planning
 - Top factors influencing decisions to ride CTA
 - Top factors influencing decisions not to ride CTA
 - Key improvements that would encourage increased use of CTA
 - Factors influencing trips on CTA for other trip purposes



CTA TRIP PLANNING BEHAVIOR

Respondents who reported dissatisfaction with frequency of service, Bus or Train Tracker, 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.

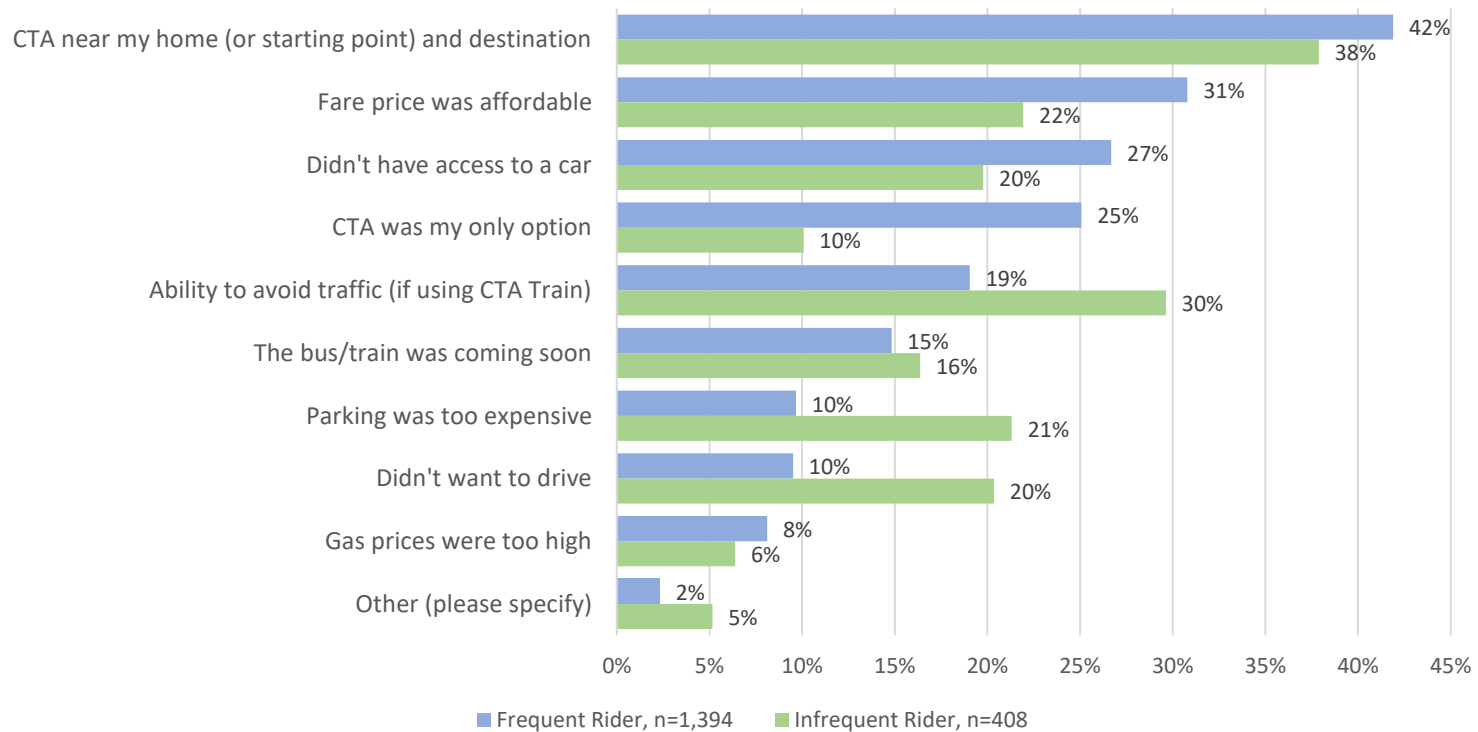
Impact on CTA Trip Planning (Select up to Two)



KEY FACTORS IN SELECTING CTA AS TRAVEL OPTION

When asked to think about a recent trip on transit, 41% of respondents reported that they selected CTA because of its proximity to their trip origin and destination and 29% chose CTA because it was affordable. **Infrequent riders** were more likely than **frequent riders** to report using CTA because parking was too expensive, to avoid traffic, or because they didn't want to drive.

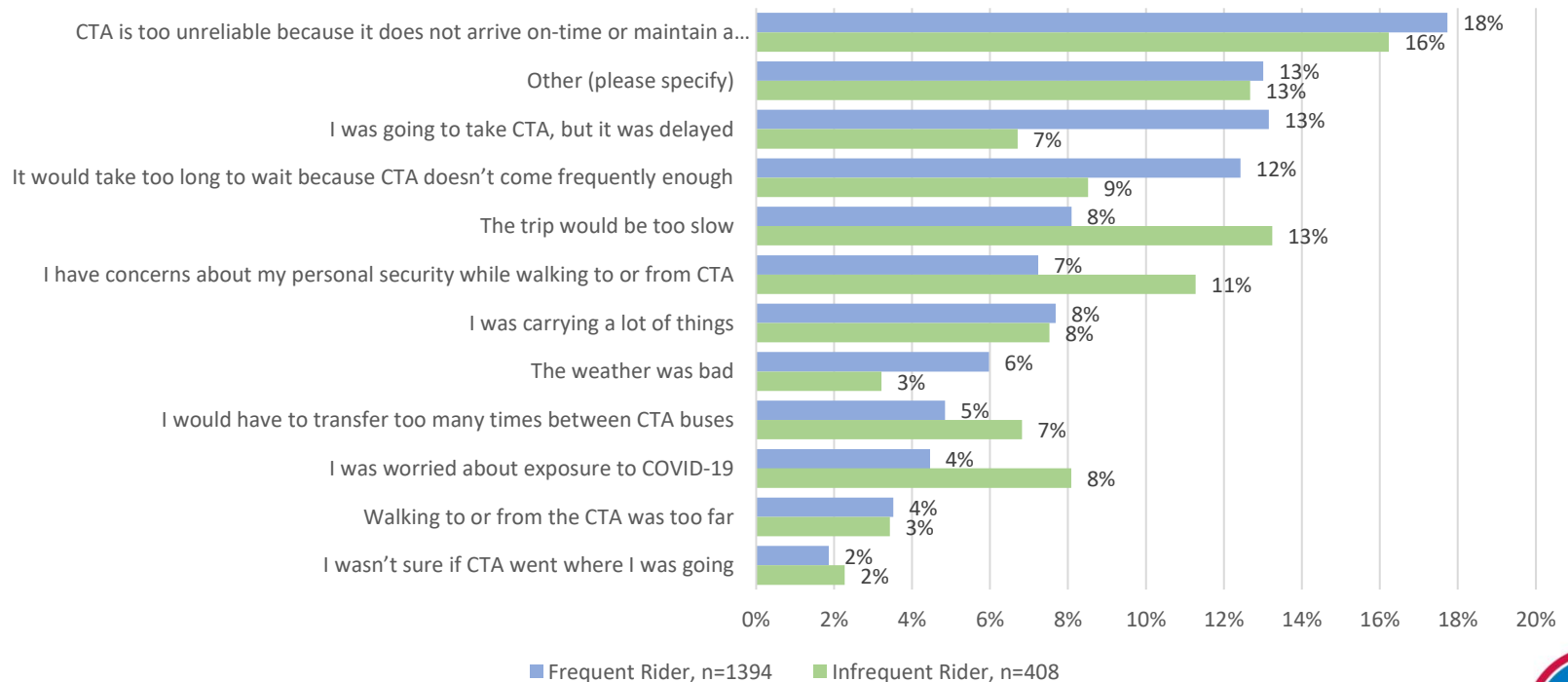
Reasons for Selecting CTA as Travel Option
(Select up to Two)



KEY FACTORS IN NOT SELECTING CTA AS TRAVEL OPTION

When asked about a time when they did not select CTA as their travel option, **infrequent riders** were more likely than **frequent riders** to indicate concerns related to personal security or trip speed, but the top response for both segments was poor service reliability. Common themes specified through the “other, please specify” were concerns with personal safety, frequency and reliability, and CTA not offering service where and when they are traveling. Convenience of driving and preference for biking, walking or driving, were also common themes.

Reason for Not Using CTA, When CTA was an Option



RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE

Respondents ranked increased frequency during off-peak periods as top reason that would encourage more frequent use of CTA, followed by better security on board.

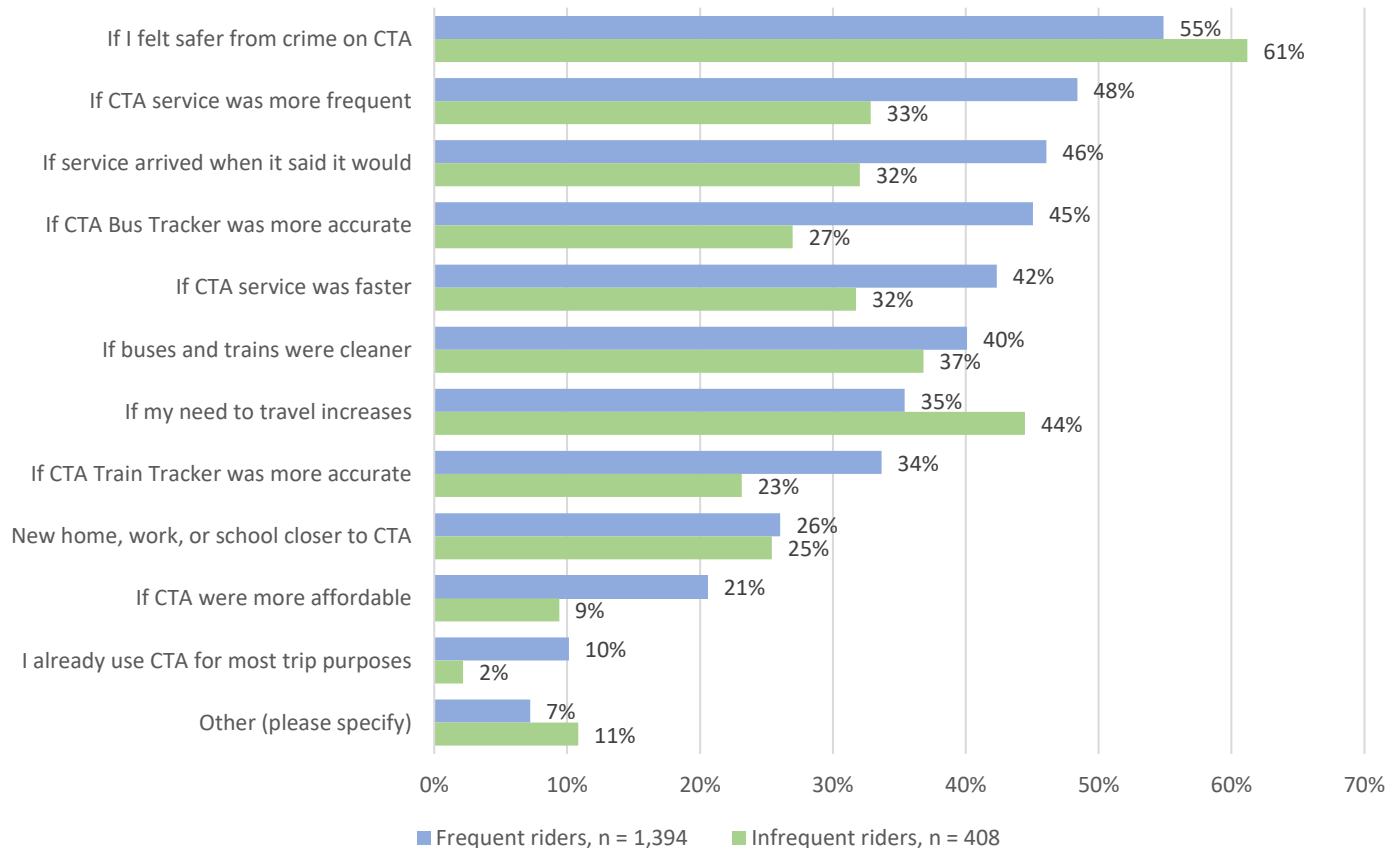
Which of the following improvements would encourage you to ride CTA more frequently?	All Respondents, n = 1,802	Frequent Rider, n=1394	Infrequent Rider, n=408
If service came more frequently during off-peak times (e.g., midday, evening, late night, and weekends)	1	1	3
If there was better security on board	2	3	2
If there was better security at stations/stops	3	4	1
If service came more frequently during peak times	4	2	4
If buses were faster and more reliable	5	5	6
If trains were faster and more reliable	6	7	5
If Bus Tracker was more accurate	7	6	9
If vehicles/stations were cleaner	8	8	7
If Train Tracker was more accurate	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



FACTORS INFLUENCING INCREASED CTA USE FOR OTHER TRIP PURPOSES

56% of respondents indicated that they would use CTA for more trip types if they felt safer from crime. **Frequent riders** were much more likely than **infrequent riders** to indicate that improvements to reliability, frequency, and Bus Tracker accuracy would impact their choice to use CTA more.

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



HOME GEOGRAPHY OF RESPONDENTS

The 2022 Q3 Survey had a higher proportion of respondents from ZIP Codes on the South and West sides of Chicago compared with past surveys.

City of Chicago Geography Based on Home ZIP Code of Respondents



Due to an error in ZIP Code sampling, very few email addresses with suburban ZIP Codes were included in the distribution of the survey, creating an underrepresentation of suburban ridership; this error will be corrected in future surveys.

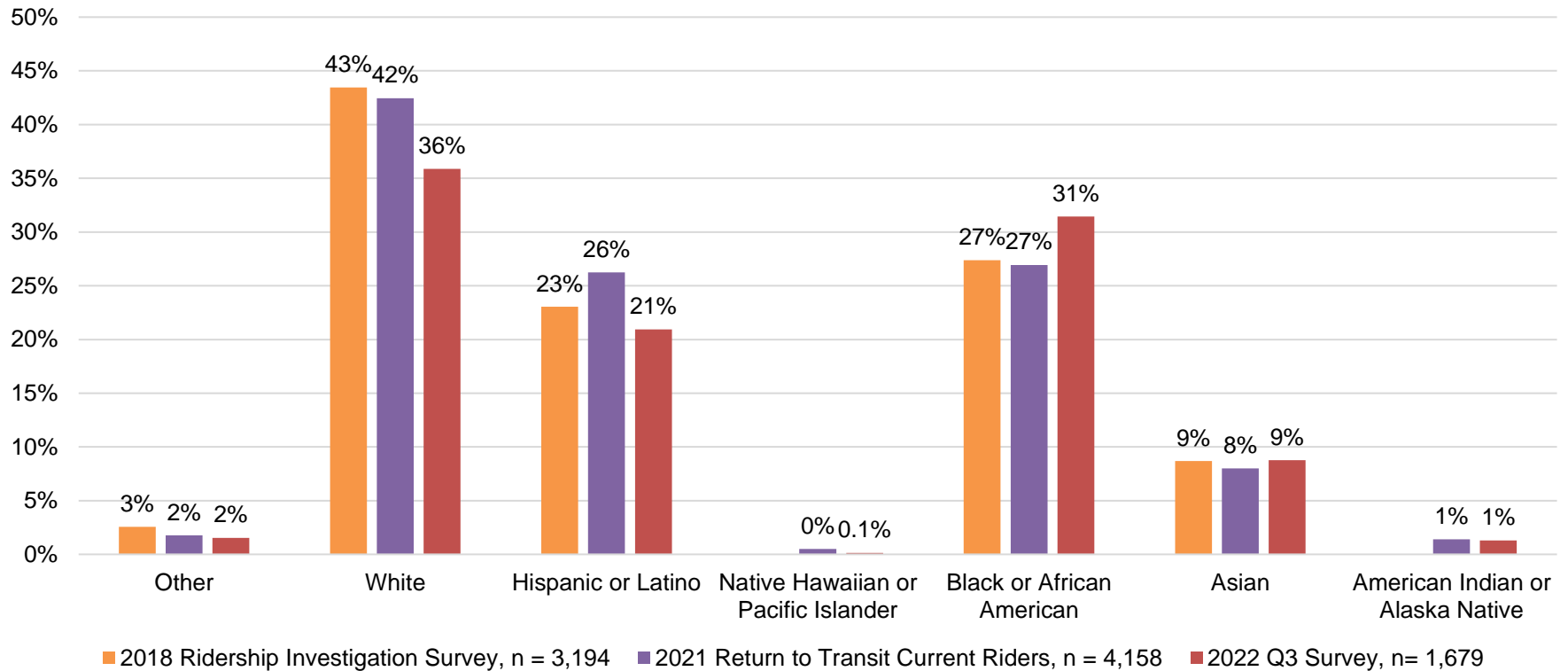
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RACE/ETHNICITY

Respondents were more likely to be Black or African American and less likely to be white compared to the 2018 Ridership Investigation Survey and 2021 Return to Transit Survey.

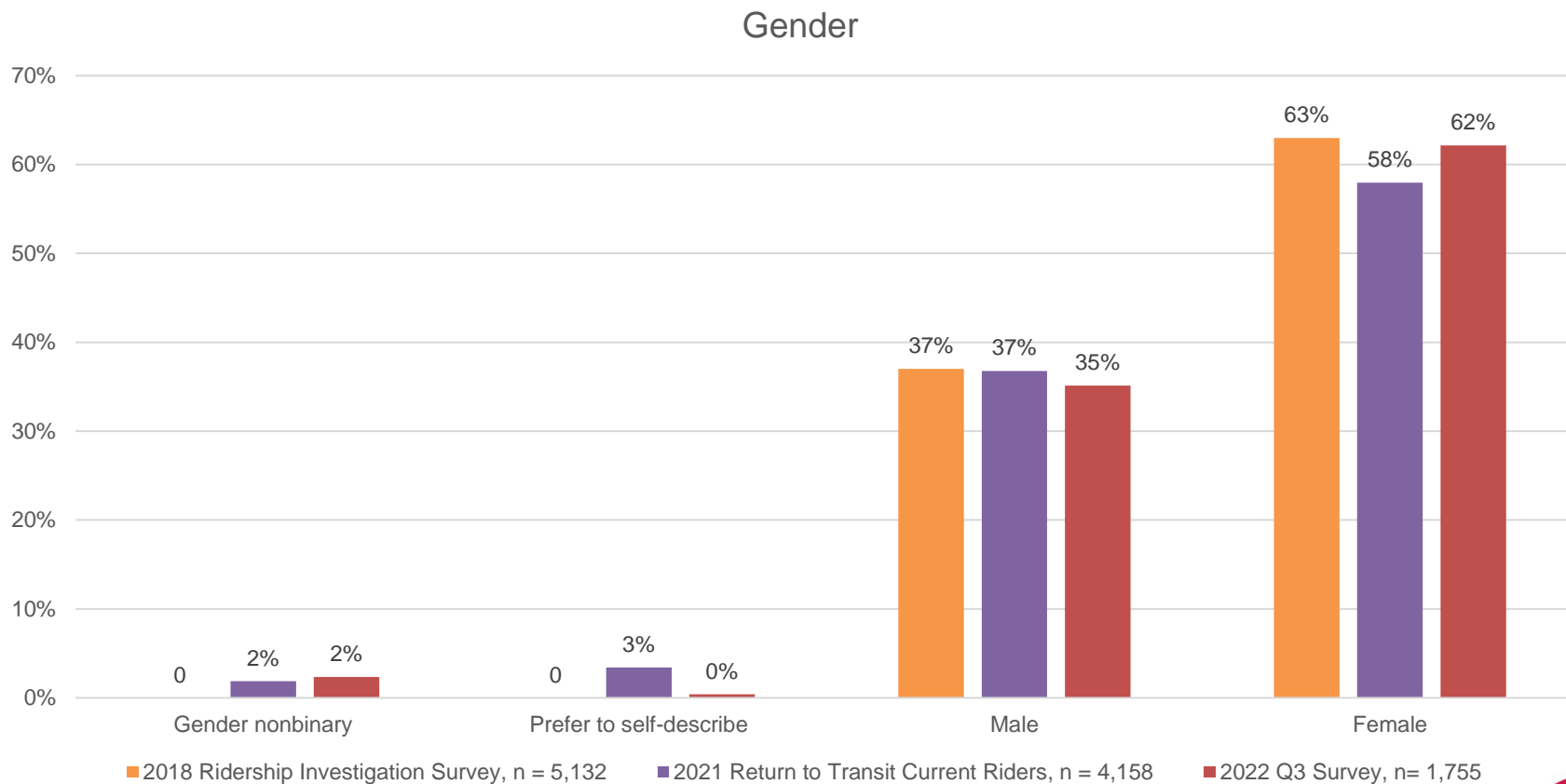
Ethnicity (Select all that apply)



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GENDER

The make up of respondents' gender stayed relatively consistent across the 2018 Ridership Investigation Survey, 2021 Return to Transit Survey, and the 2022 Q3 Survey.

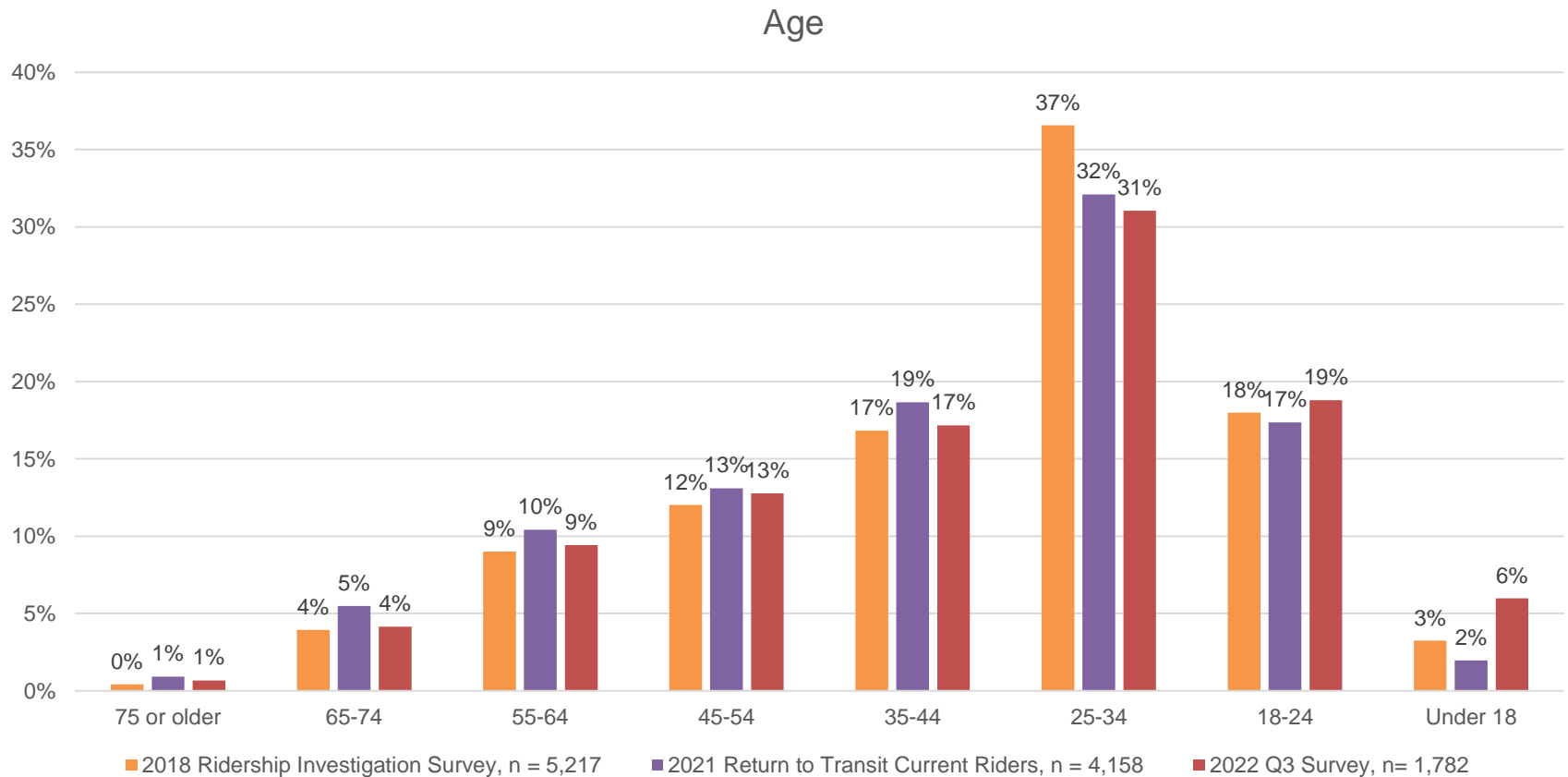


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AGE

The age of respondents remained consistent with past surveys, with slightly more respondents under 18 years-old represented in the Q3 2022 survey.

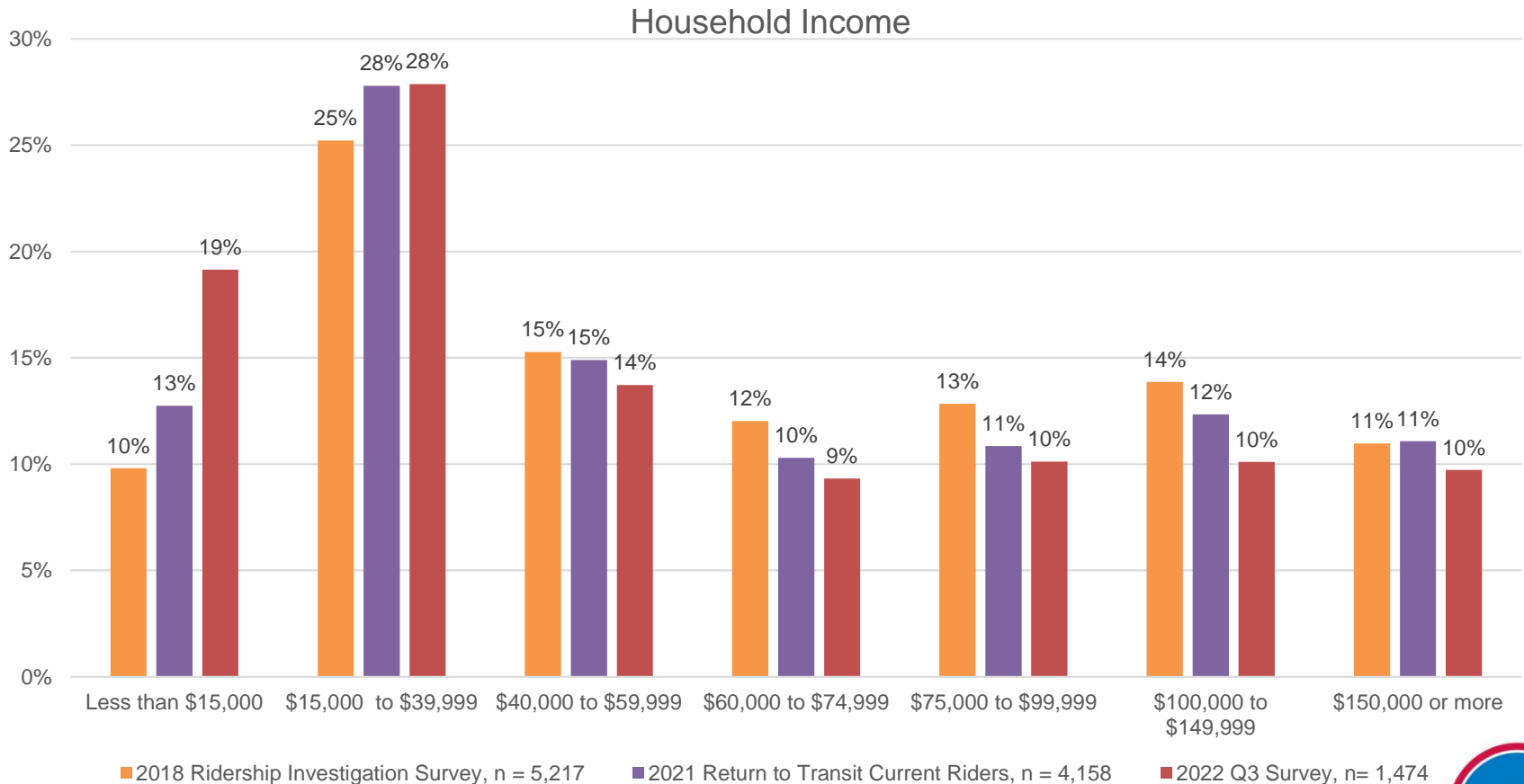


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INCOME

The percent of households with an income less than \$15,000 increased significantly, while the percent of respondents reporting household income greater than \$40,000 per year decreased compared with the 2021 Return to Transit Survey and the 2018 Ridership Investigation Survey.

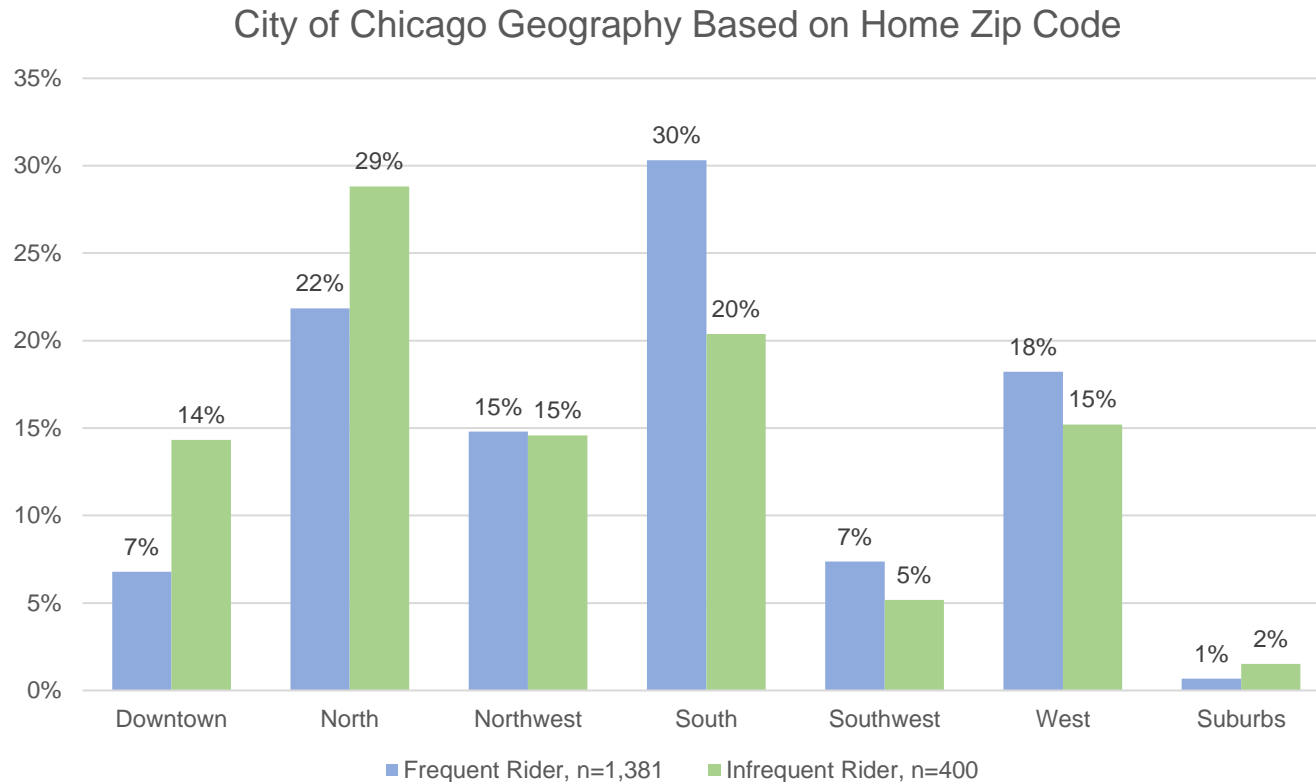


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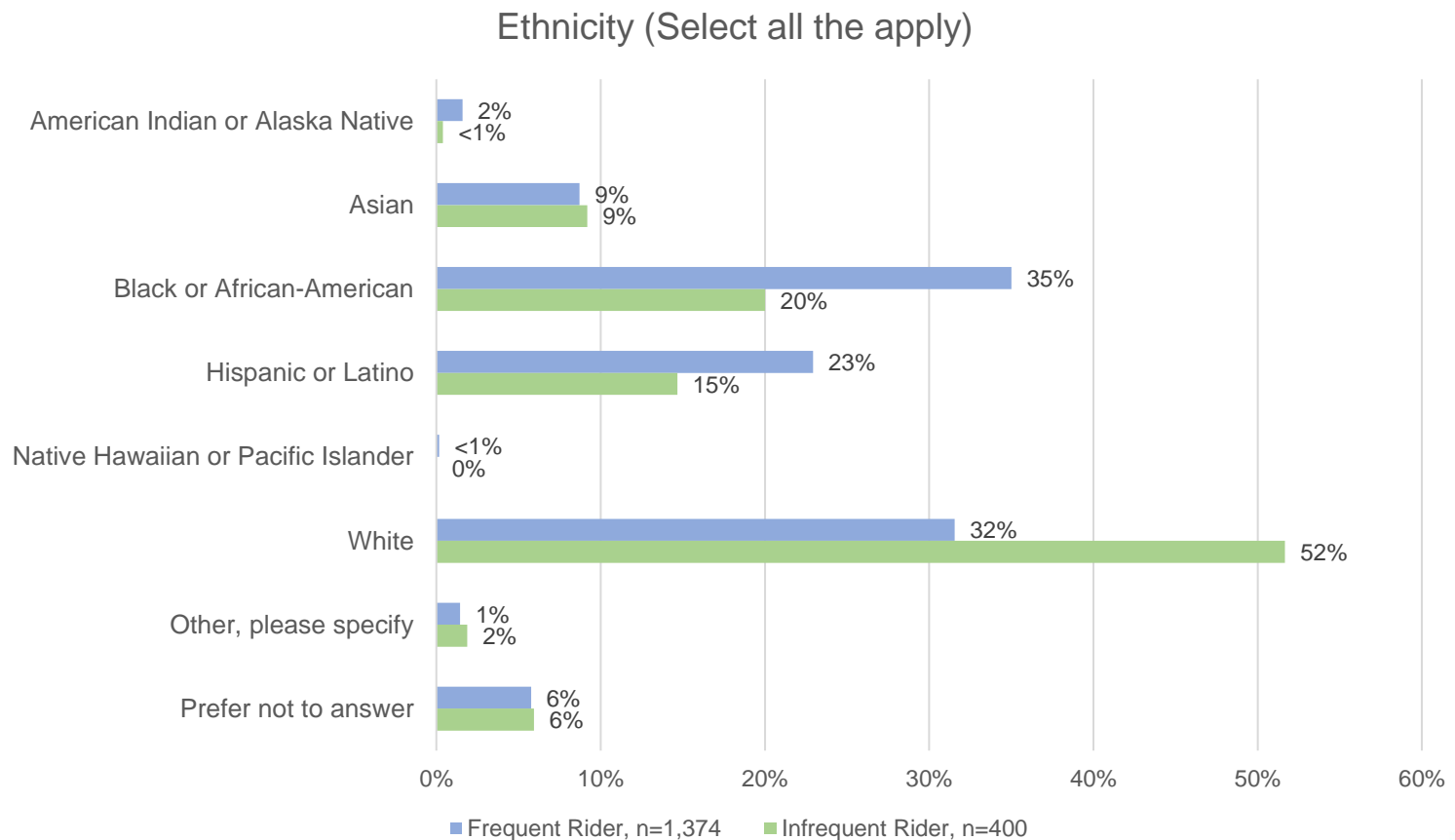
HOME GEOGRAPHY: FREQUENT V INFREQUENT

Frequent riders more likely to live on the South Side and less likely to live on the North Side or Downtown than **infrequent riders** with no major difference in genders between **infrequent** and **frequent** riders.



RACE/ETHNICITY: FREQUENT V INFREQUENT

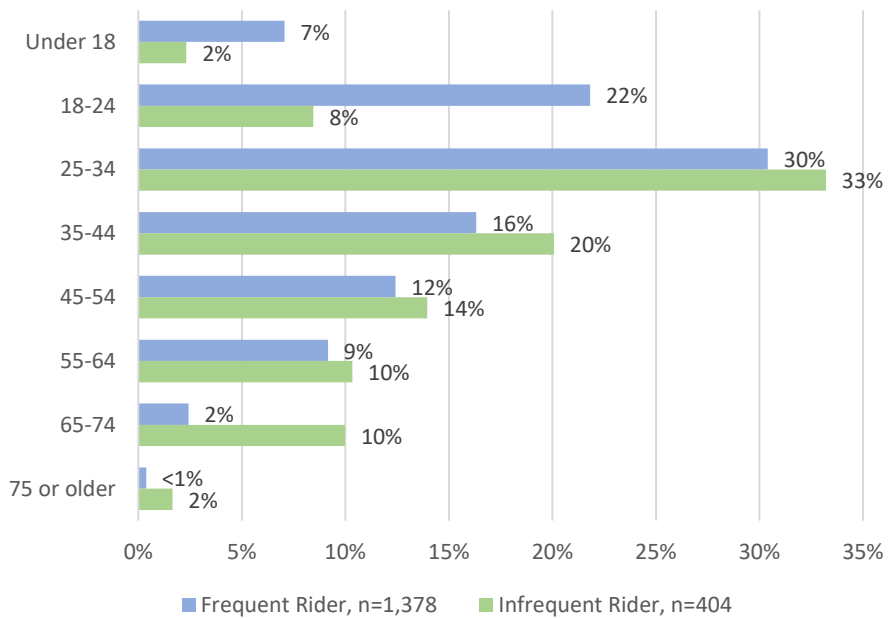
Frequent riders were more likely to identify as Black or African American or Hispanic and less likely to identify as white than **infrequent riders**.



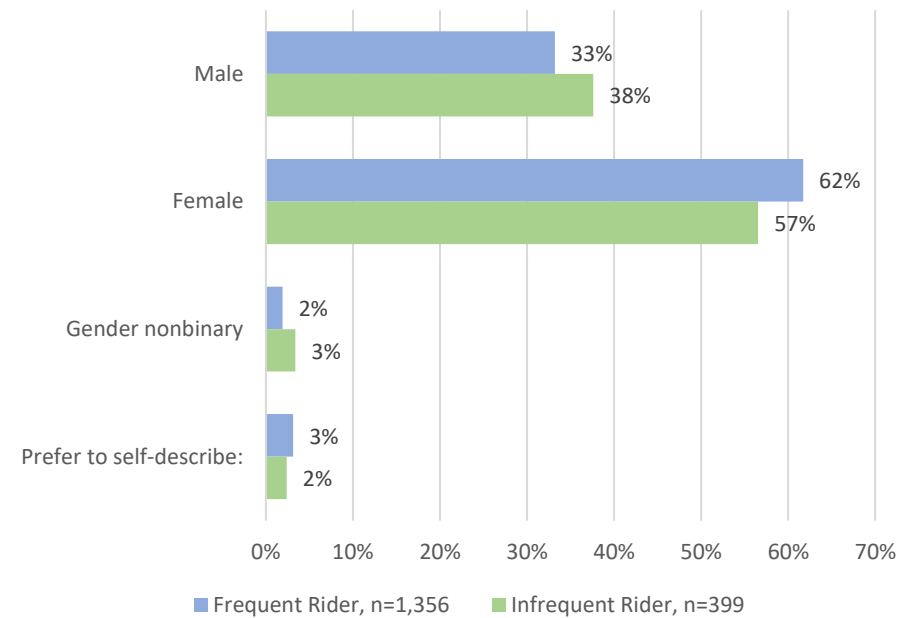
AGE & GENDER: FREQUENT V INFREQUENT

Infrequent riders tended to skew older than **frequent riders**. Approximately 60% of the survey sample identified as female.

Age

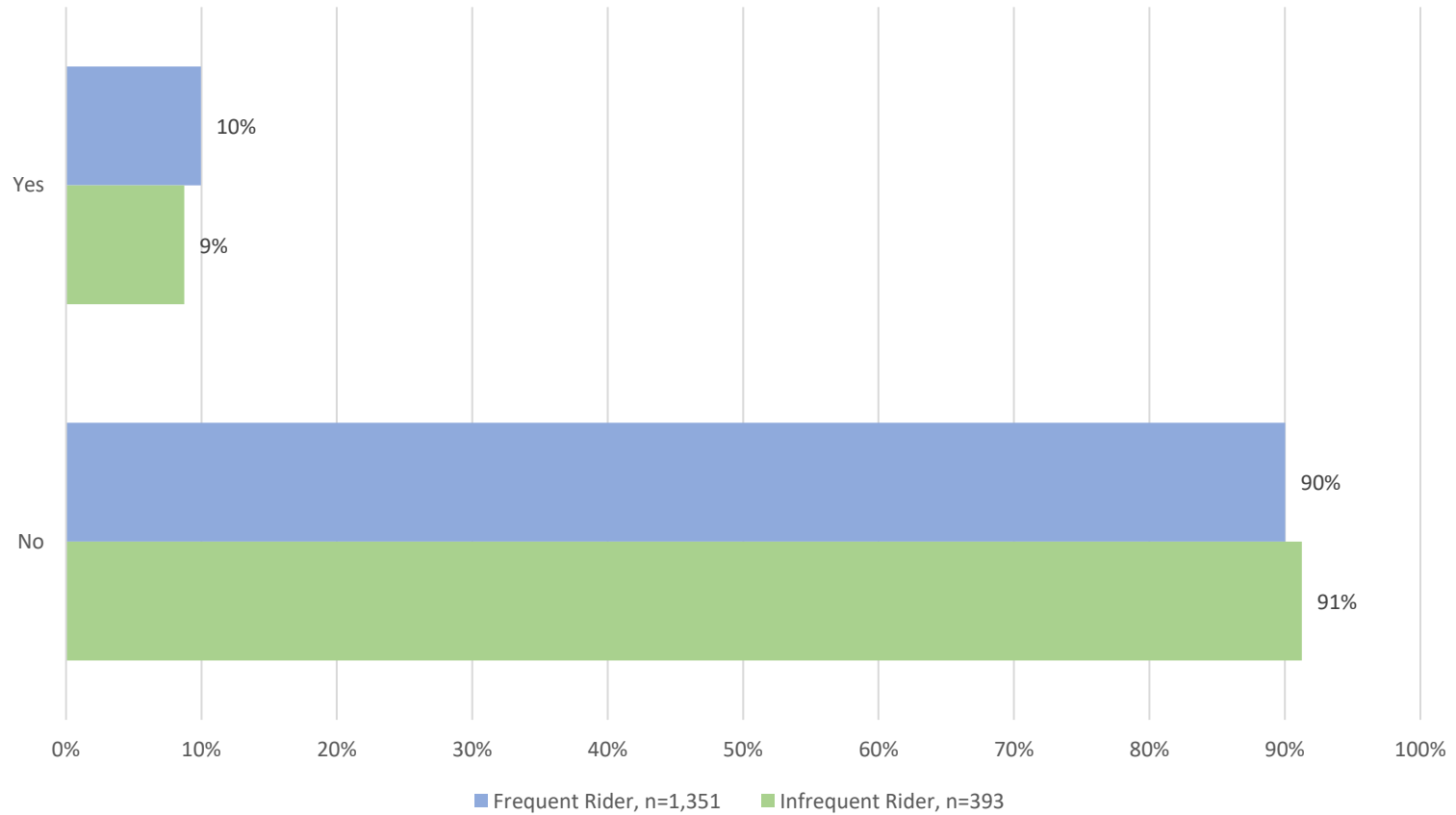


Gender



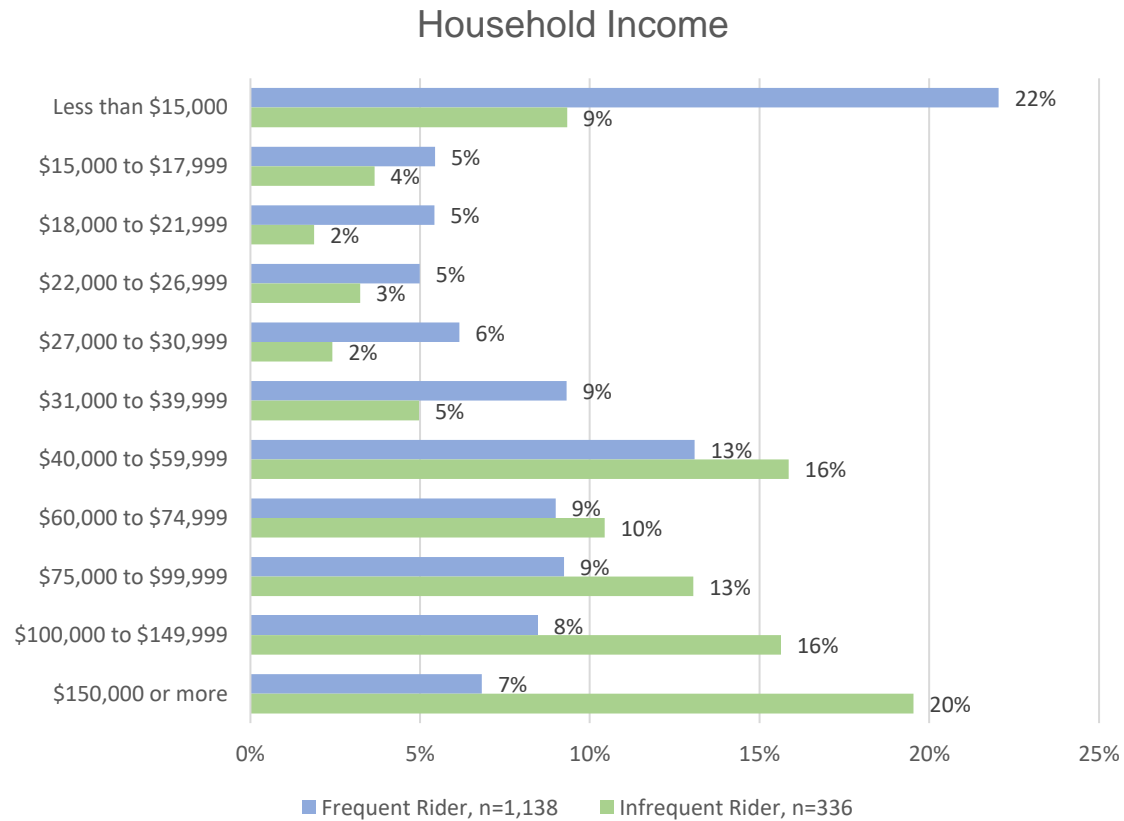
DISABILITY STATUS: FREQUENT V INFREQUENT

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



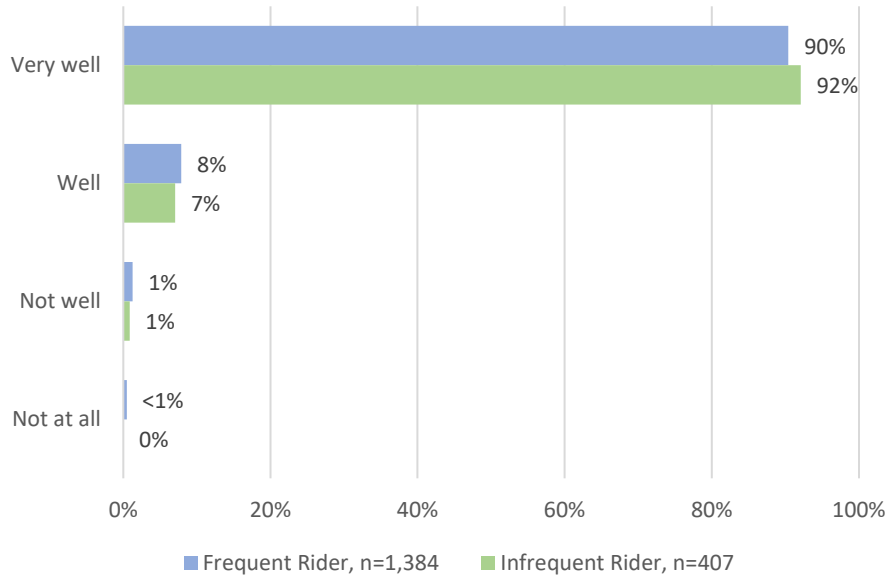
HOUSEHOLD INCOME: FREQUENT V INFREQUENT

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

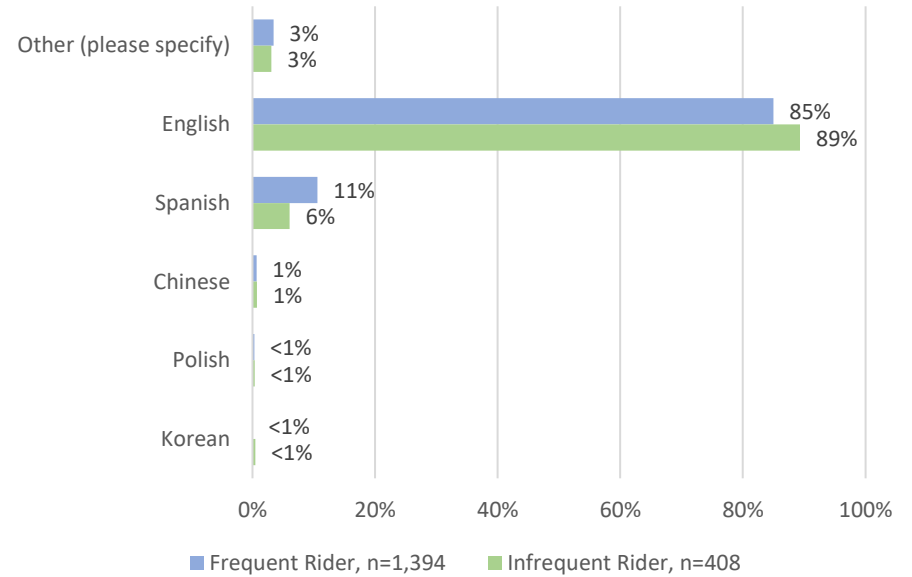


LANGUAGE: FREQUENT V INFREQUENT

English Proficiency

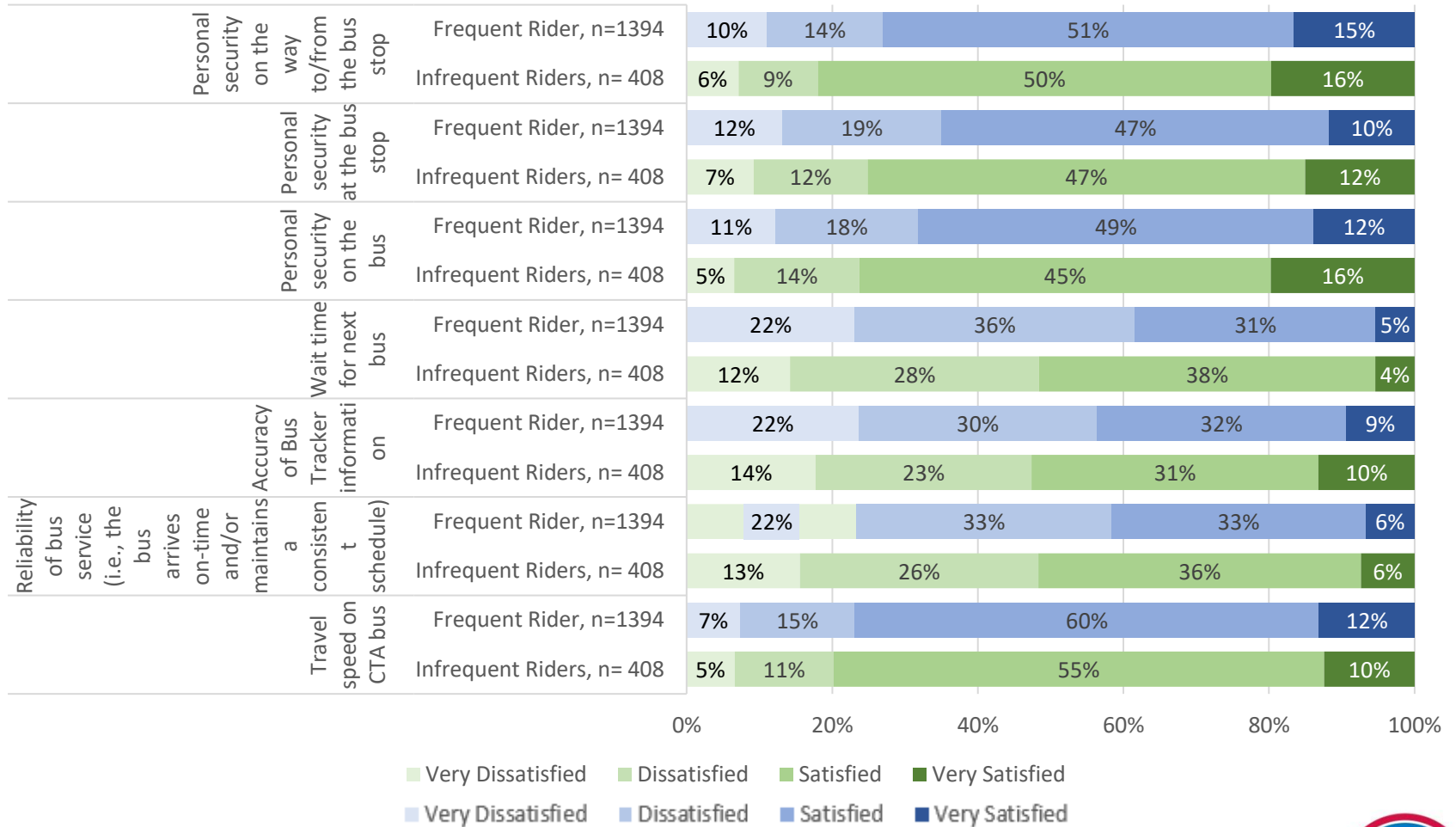


Primary Language Spoken at Home



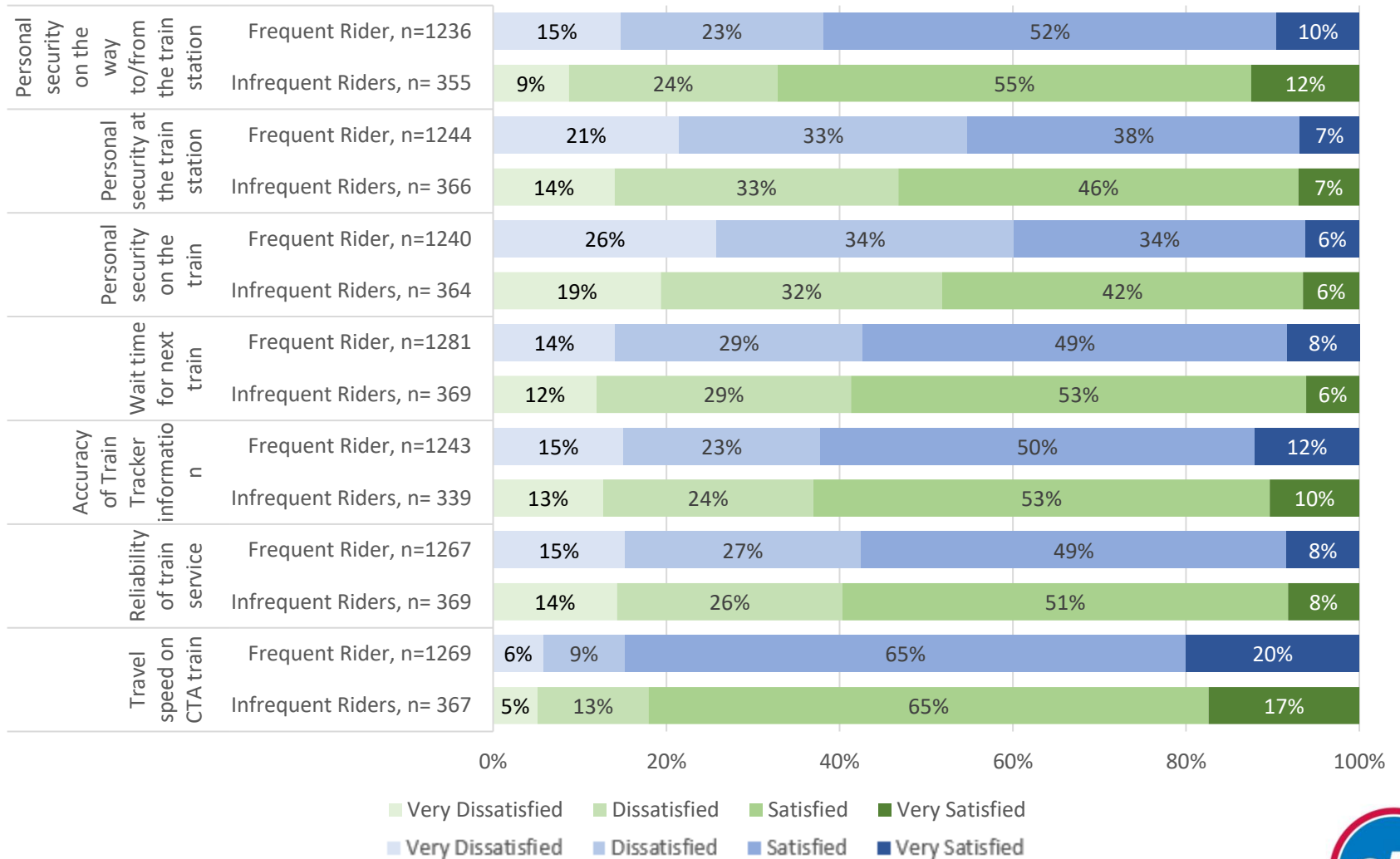
CUSTOMER SATISFACTION: BUS ATTRIBUTES

Customer Satisfaction: CTA Bus Attributes



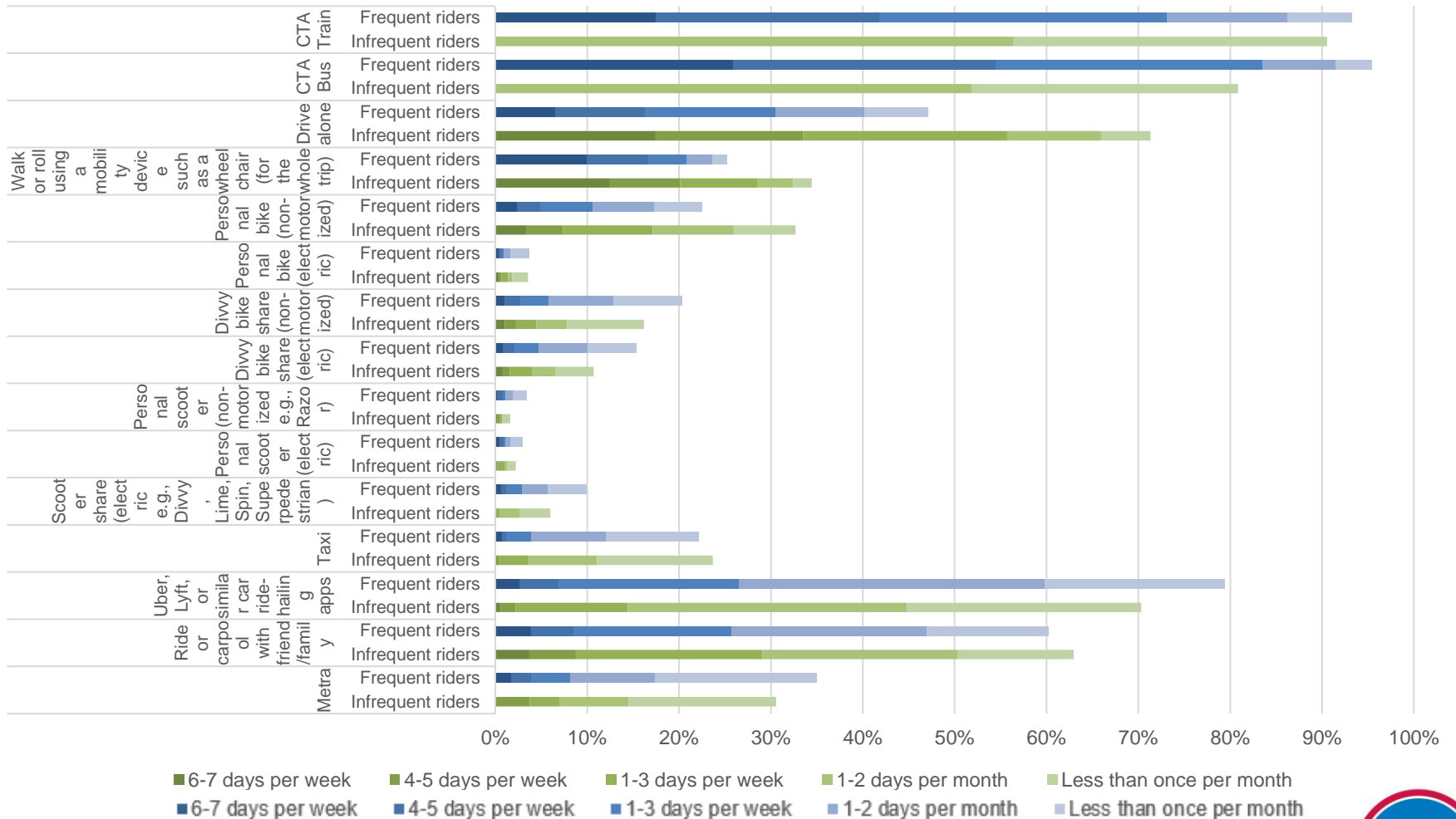
CUSTOMER SATISFACTION: TRAIN ATTRIBUTES

Customer Satisfaction: CTA Train Attributes



MODE FREQUENCY IN PAST FEW MONTHS

Mode Frequency In Past Few Months



Frequent riders, n = 1,394
 Infrequent riders, n = 408



FARE PROGRAM

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

