

2022 Q4 Customer Survey Results

February 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 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



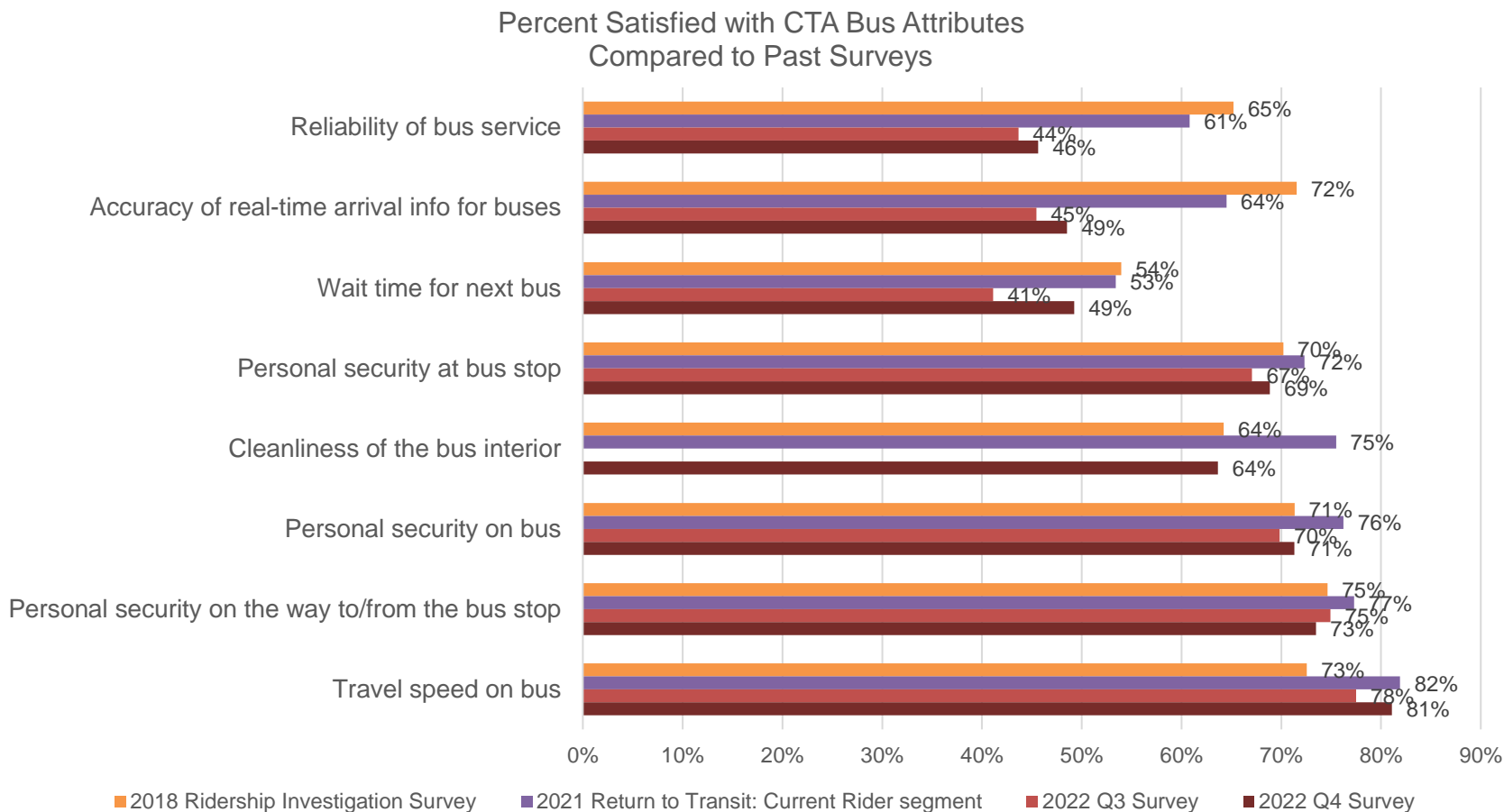
Q4 2022 SURVEY GOALS

- 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.



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO PAST SURVEYS

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.



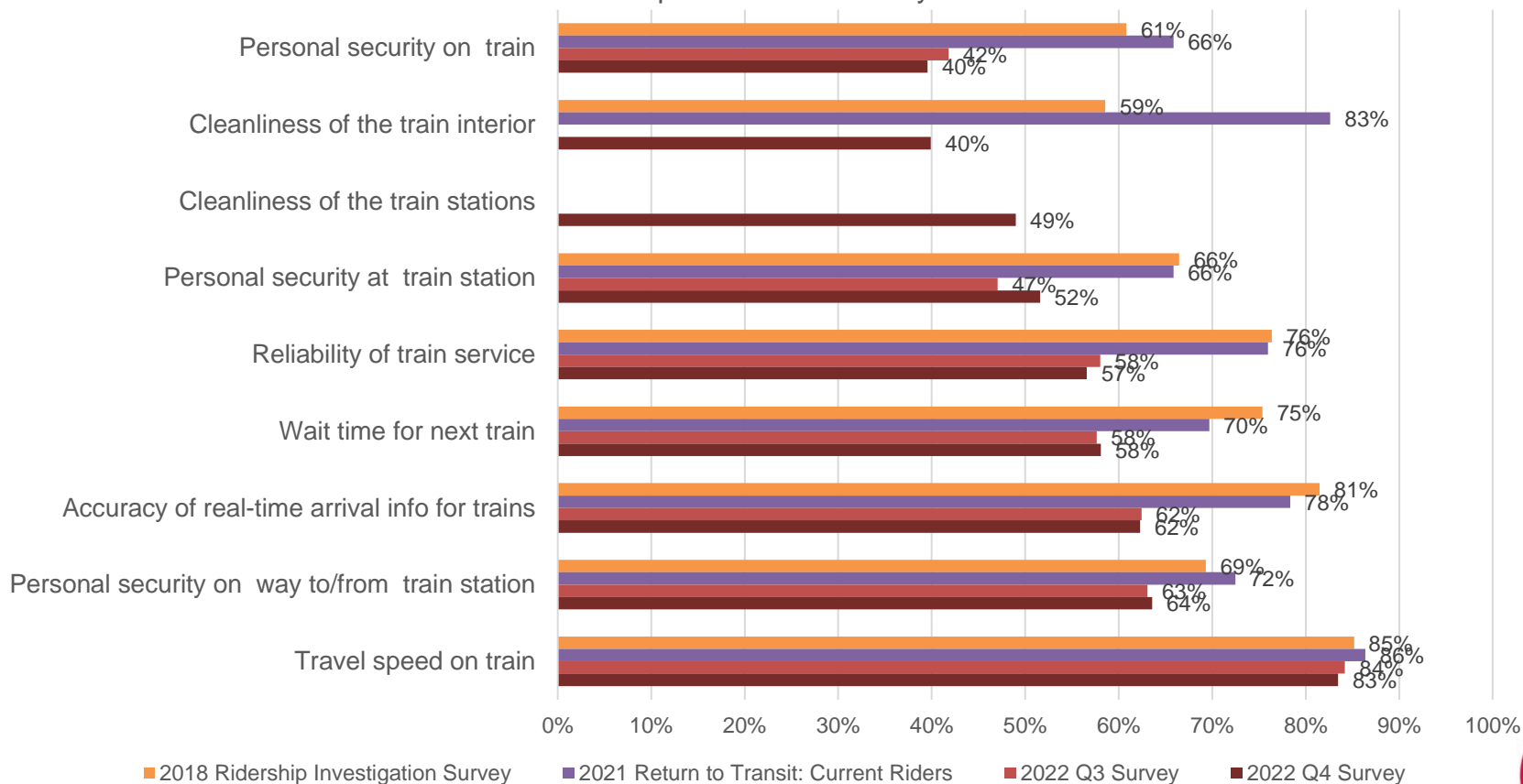
Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months. For the Q4 2022 results, satisfaction with wait time for next bus represents the average satisfaction 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.



CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED TO PAST SURVEYS

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.

Percent Satisfied with CTA Train Attributes Compared to Past 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. 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.

Which of the following improvements would encourage you to ride CTA more frequently?	All respondents, n = 2,183	Frequent riders, n = 1,823	Infrequent riders, n = 360
If real-time arrival information for buses was more accurate	1	1	4
If service came more frequently during weekdays	2	2	8
If buses were faster and more reliable	3	3	5
If there was better security on board	4	5	1
If service came more frequently during weekends	5	4	3
If there was better security at stations/stops	6	7	2
If real-time arrival information for trains was more accurate	7	6	6
If trains were faster and more reliable	8	8	7
If vehicles/stations were cleaner	9	9	9
If CTA fares were lower/more affordable	10	10	10
If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless	11	11	11



RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE: COMPARED TO Q3 2022

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.

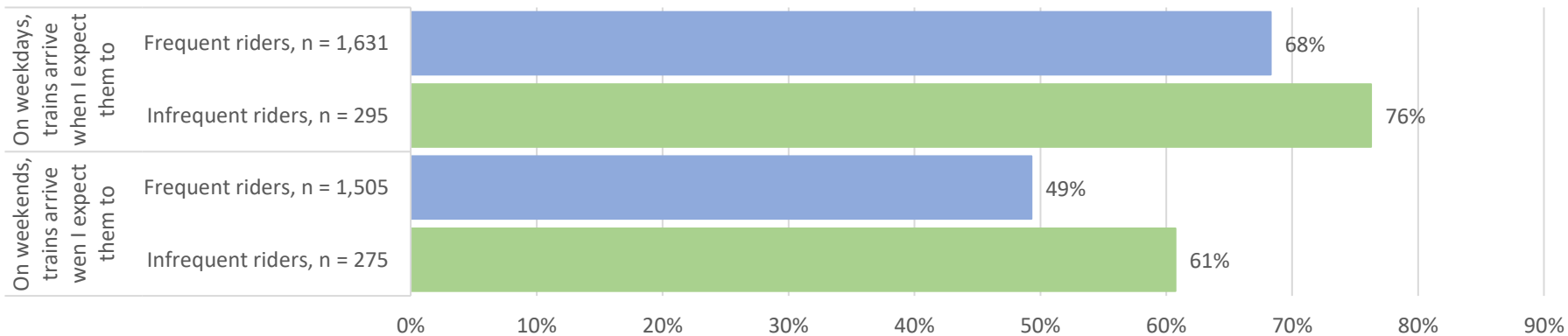
Which of the following improvements would encourage you to ride CTA more frequently?	Q4 2022, n = 2,183	Q3 2022, n = 1,802
If real-time arrival information for buses was more accurate	1	7
If service came more frequently during weekdays	2	1
If buses were faster and more reliable	3	5
If there was better security on board	4	2
If service came more frequently during weekends	5	4
If there was better security at stations/stops	6	3
If real-time arrival information for trains was more accurate	7	9
If trains were faster and more reliable	8	6
If vehicles/stations were cleaner	9	8
If CTA fares were lower/more affordable	10	10
If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless	11	11



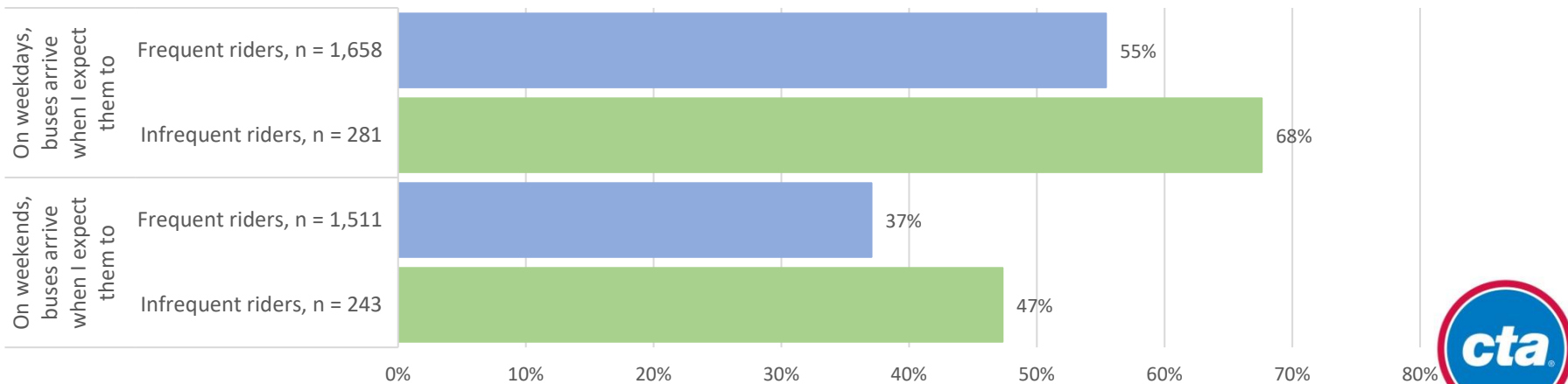
CTA RELIABILITY: WEEKDAYS VS WEEKENDS

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



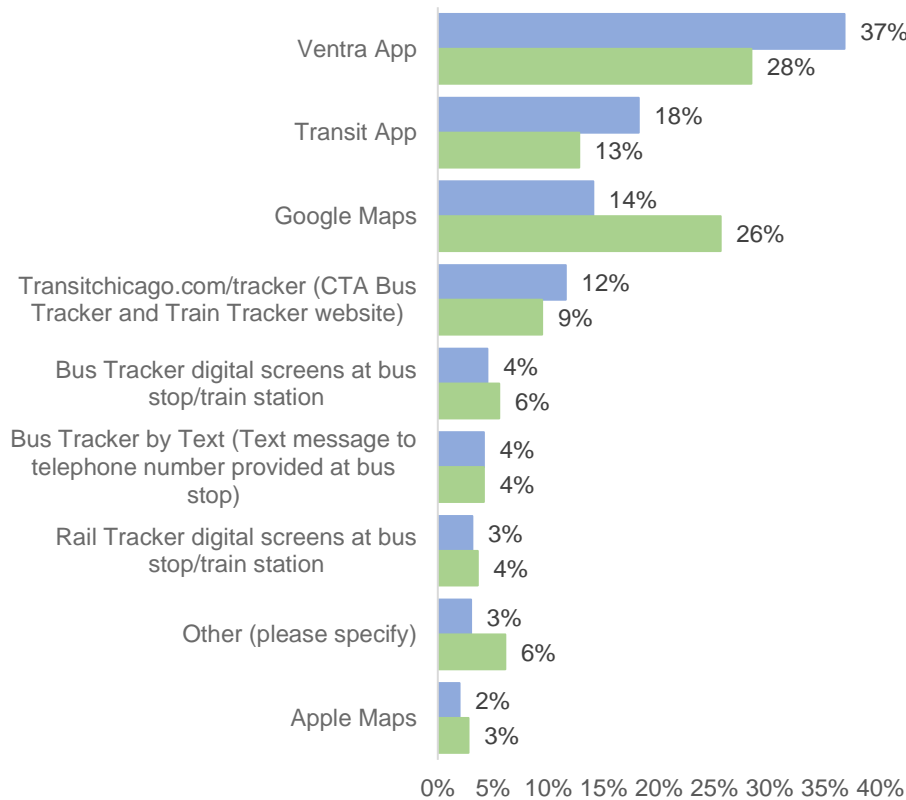
CTA Bus Reliability: Weekdays Vs Weekends



PRIMARY SOURCE FOR REAL-TIME ARRIVAL INFORMATION

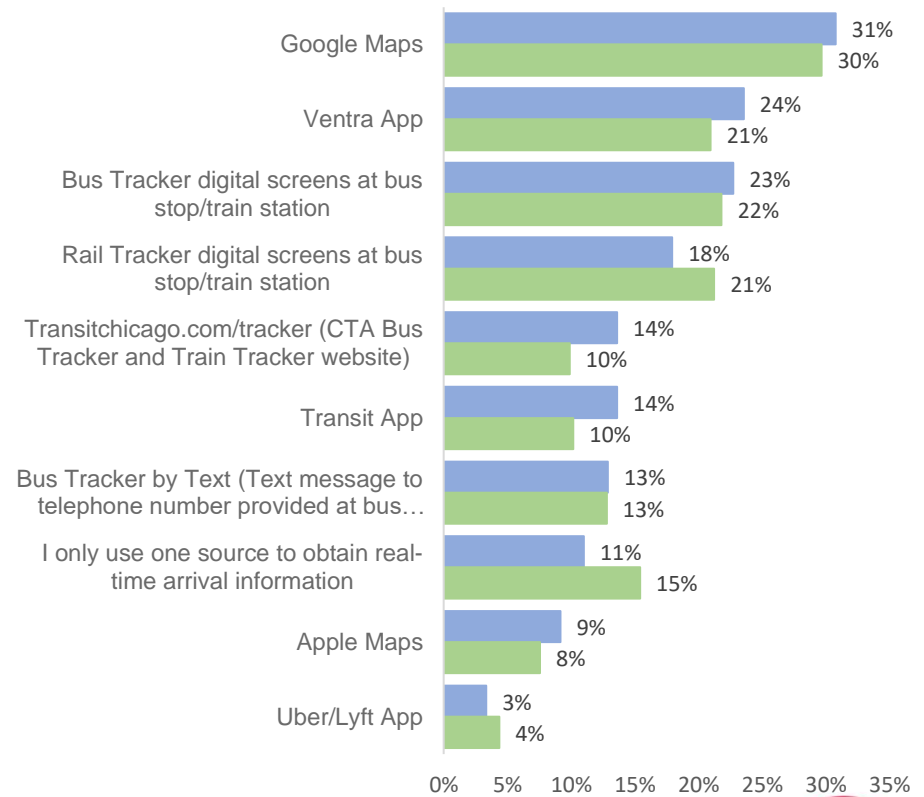
The most common primary sources of real-time arrival information used by respondents were the 1) Ventra App, 2) Transit App and 3) Google Maps. 37% of **frequent rider** respondents and 28% of **infrequent rider** respondents selected the Ventra App as their most common source for obtaining real-time information. 26% of **infrequent rider** respondents use Google Maps as their primary source of real-time information.

Primary Real Time Tracker Source



■ Frequent riders, n = 1,823 ■ Infrequent riders, n = 360

Other Real Time Arrival Information Sources Used



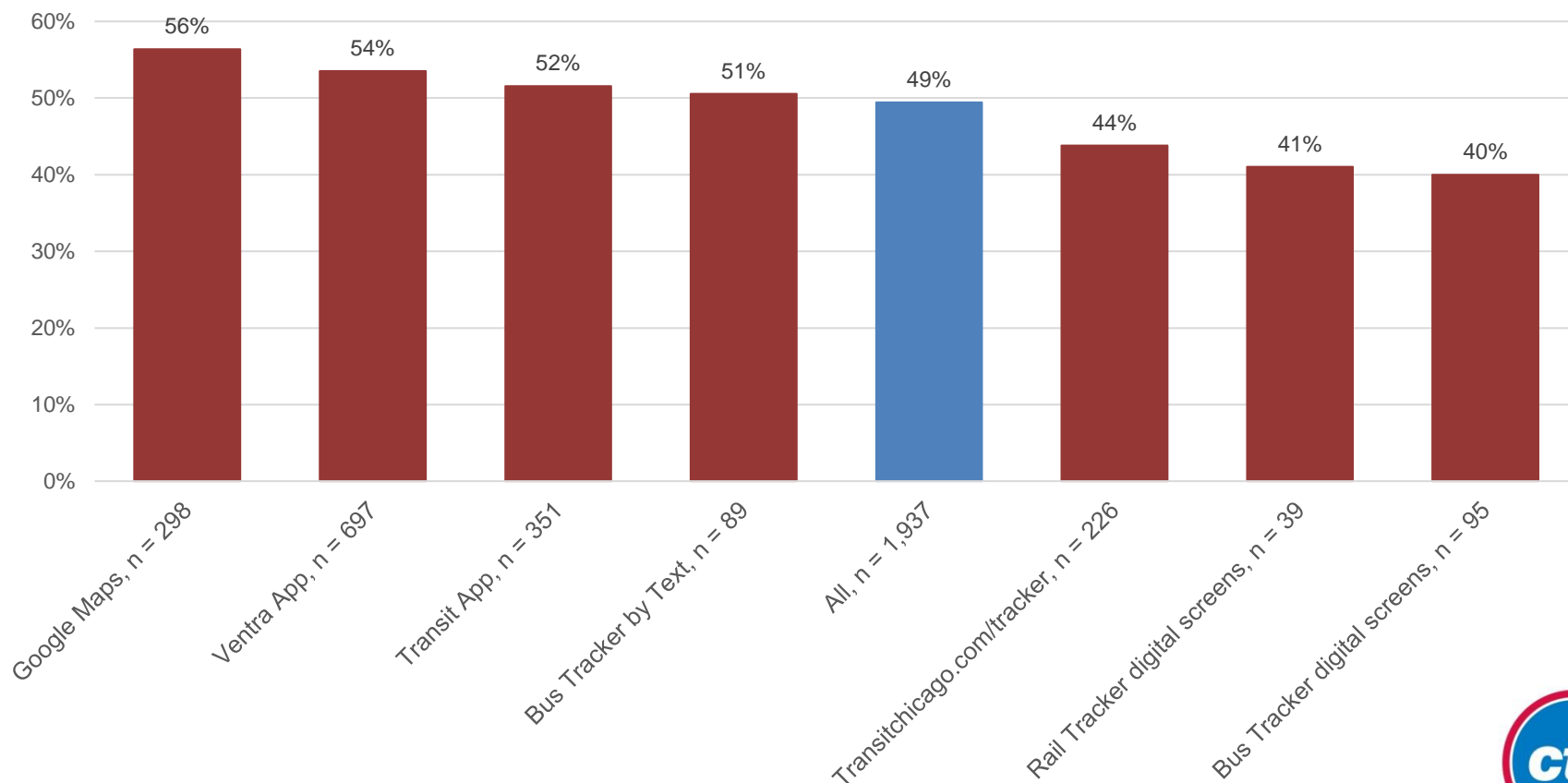
■ Frequent riders, n = 1,801 ■ Infrequent riders, n = 344



DISSATISFACTION WITH REAL-TIME BUS ARRIVAL INFORMATION BY PRIMARY REAL-TIME INFORMATION SOURCE

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.

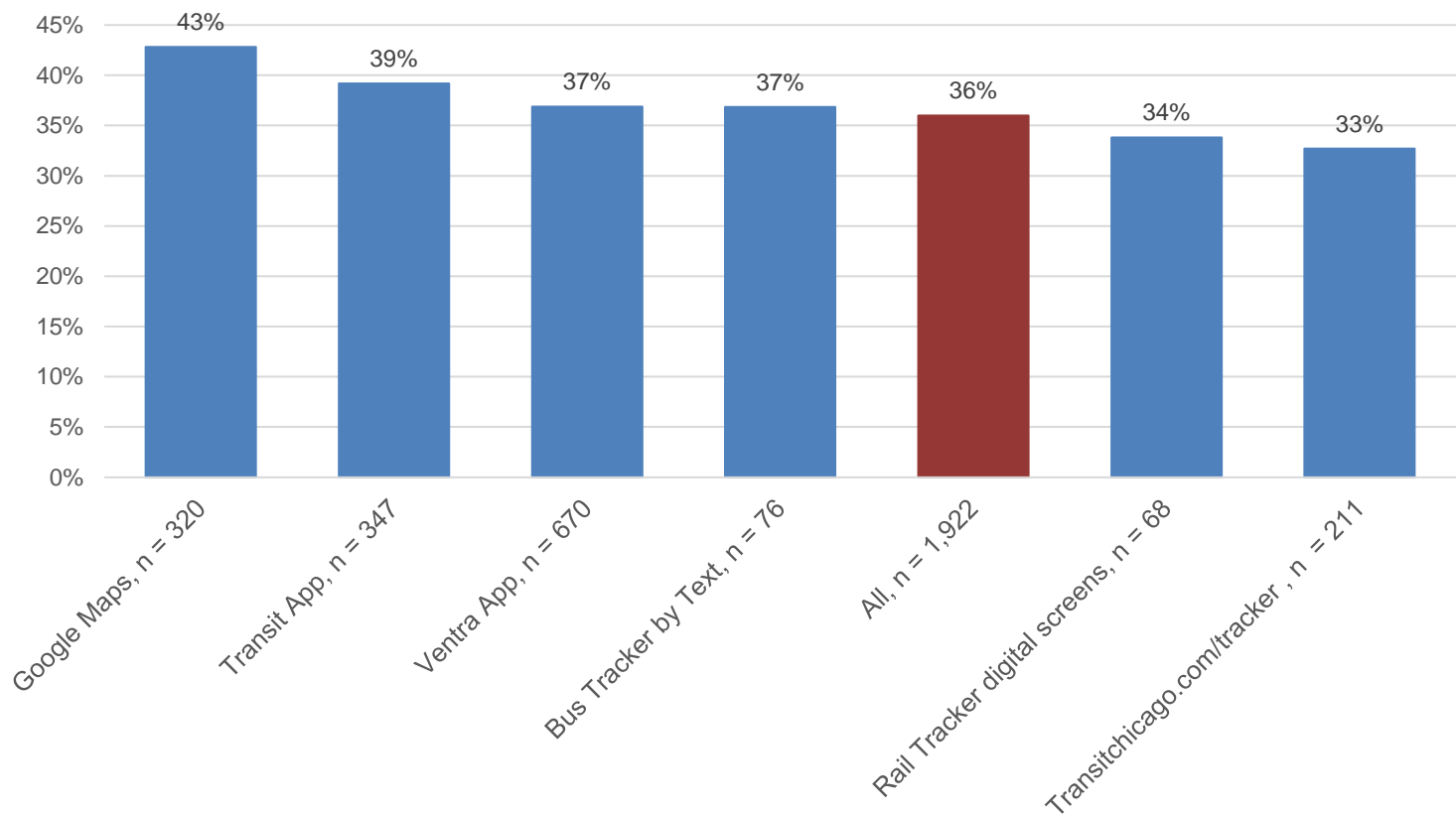
Percent dissatisfied with accuracy of real-time arrival information for buses by primary information source



DISSATISFACTION WITH REAL-TIME TRAIN ARRIVAL INFORMATION BY PRIMARY REAL-TIME INFORMATION SOURCE

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.

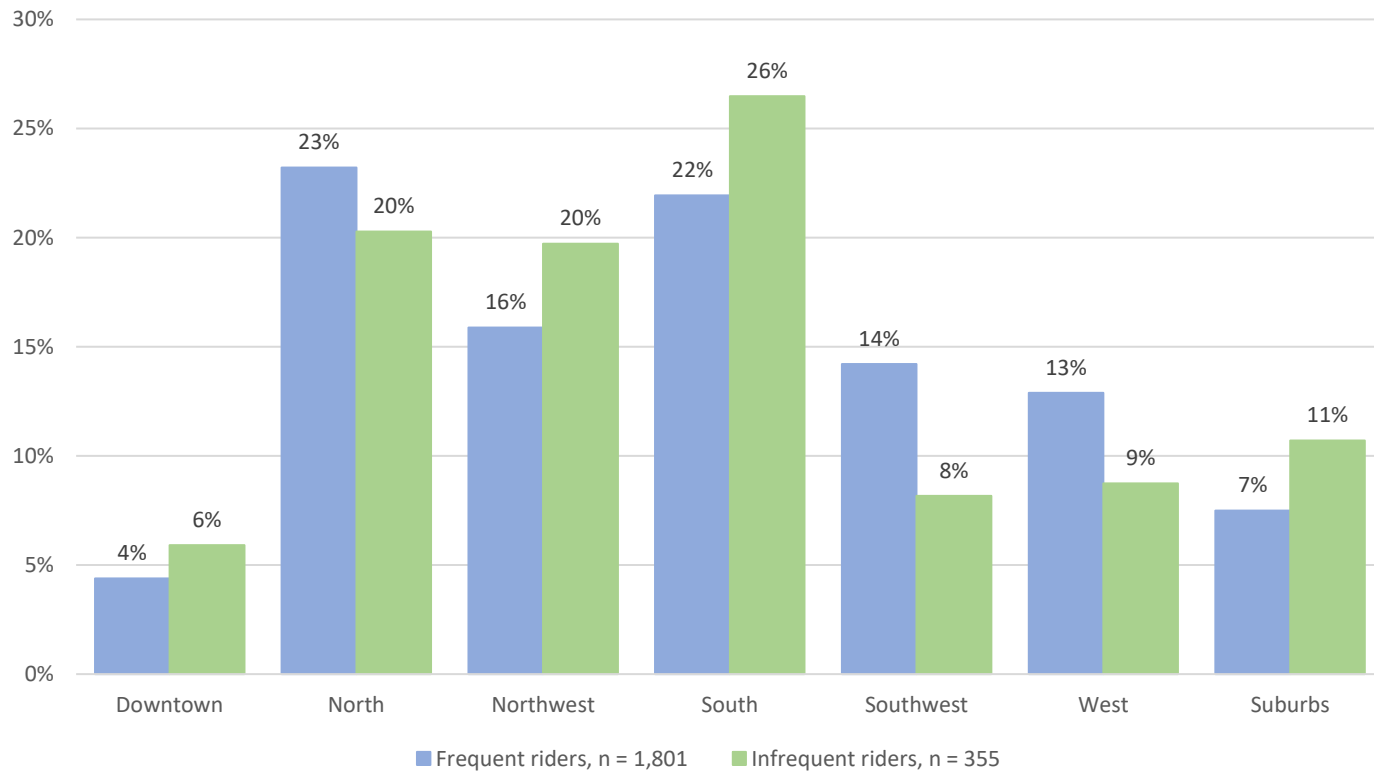
Percent dissatisfied with accuracy of real-time arrival information for trains by primary information source



HOME GEOGRAPHY: FREQUENT V INFREQUENT

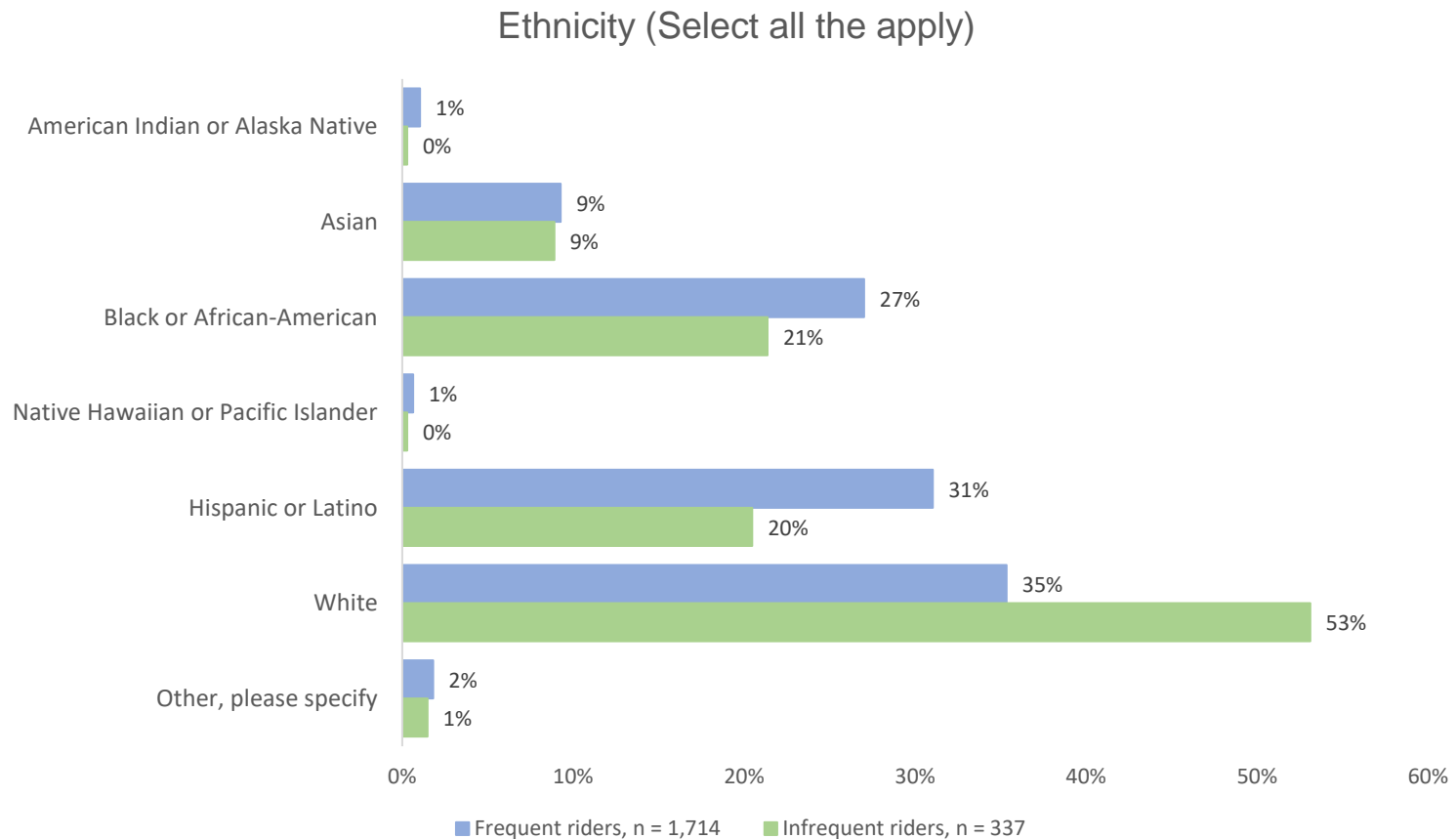
Respondents living on the Southwest and West Sides were more likely to report **frequent** CTA use. The largest share of respondents reporting **infrequent** use of CTA live on the South Side.

City of Chicago Geography Based on Home Zip Code



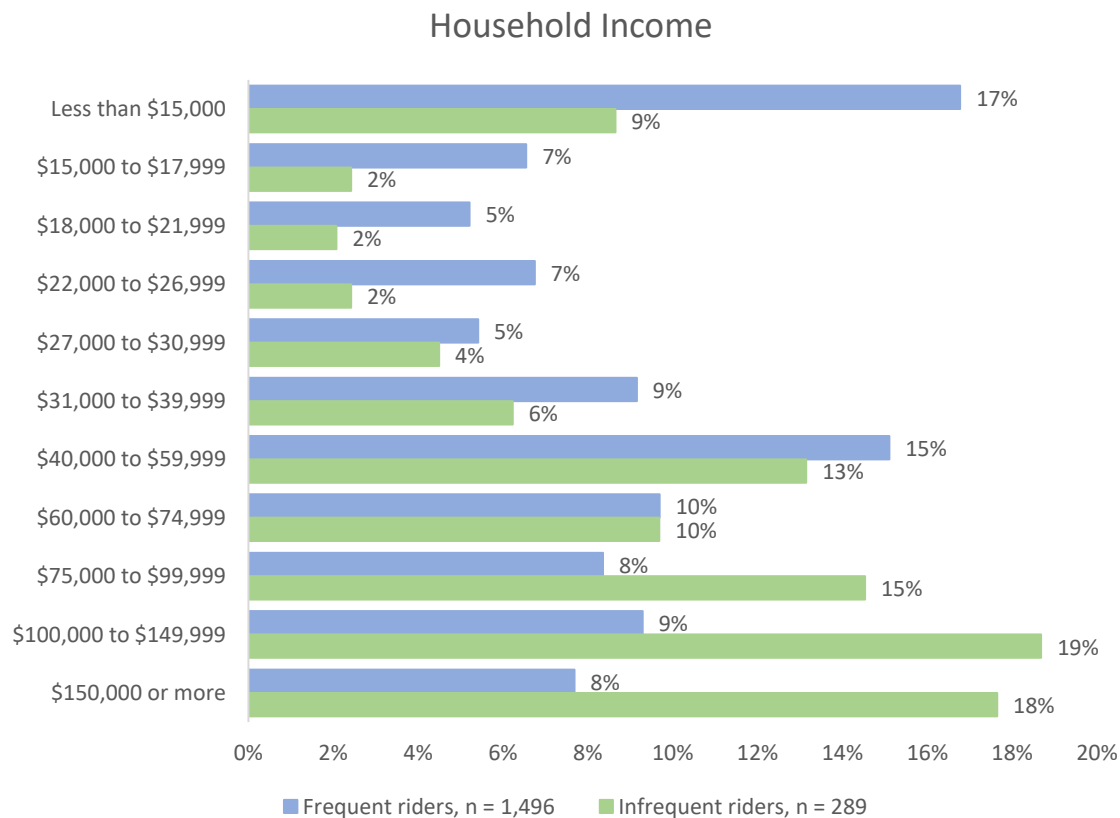
RACE/ETHNICITY: FREQUENT V INFREQUENT

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



HOUSEHOLD INCOME: FREQUENT V INFREQUENT

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.

*Flyers distributed at Madison & State/Dearborn and Washington & State Loop Link Stations, 95th/Dan Ryan terminal, Kedzie Orange Line station, and Clark/Lake Elevated.

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



SEGMENTS

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

Frequent riders:

- Used CTA Bus or Rail at least 1-3 days per week during September, October, November 2022.
- Sample size = 1,823

Infrequent riders:

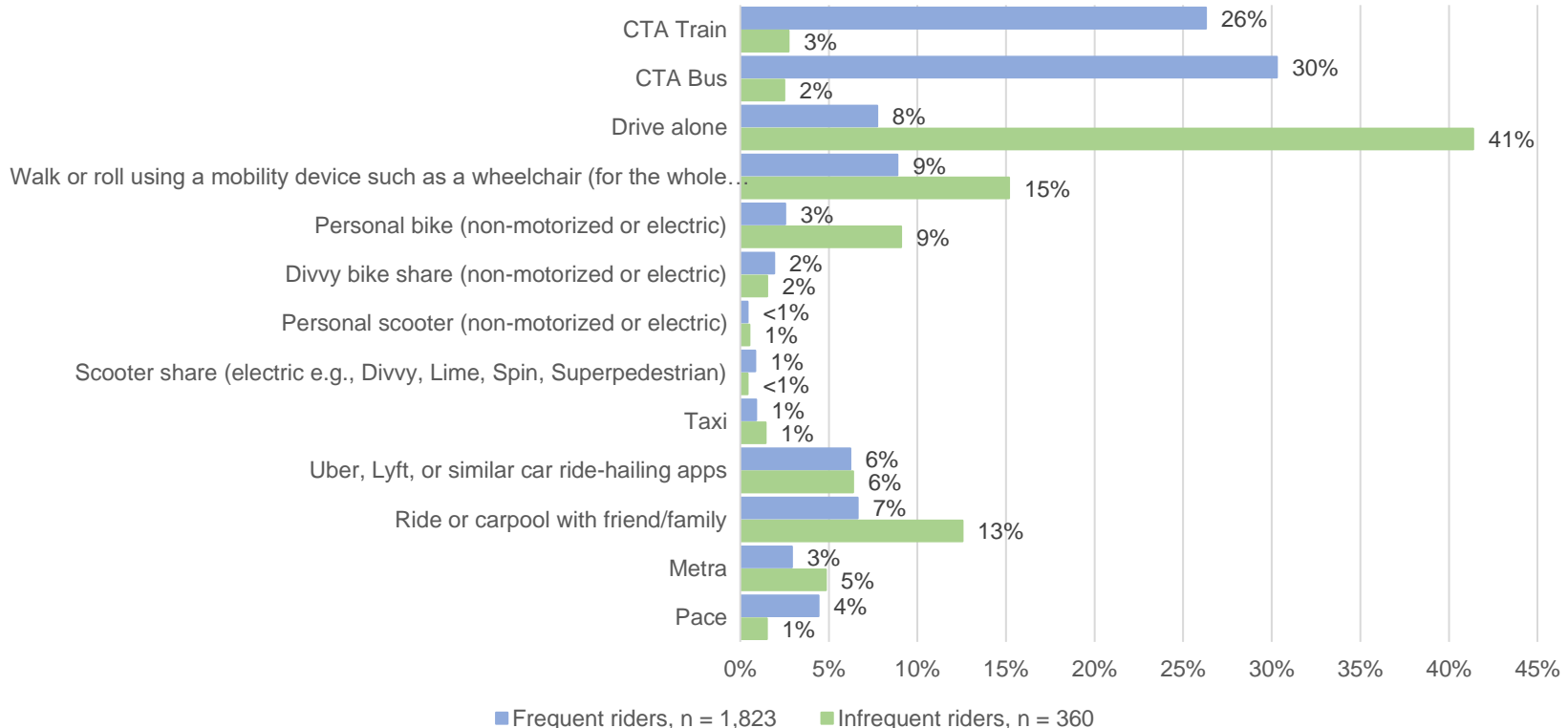
- Used CTA Bus or Rail at most 1-2 days per month during September, October, November 2022.
- Sample size = 360



MODE SHARE IN PAST FEW MONTHS

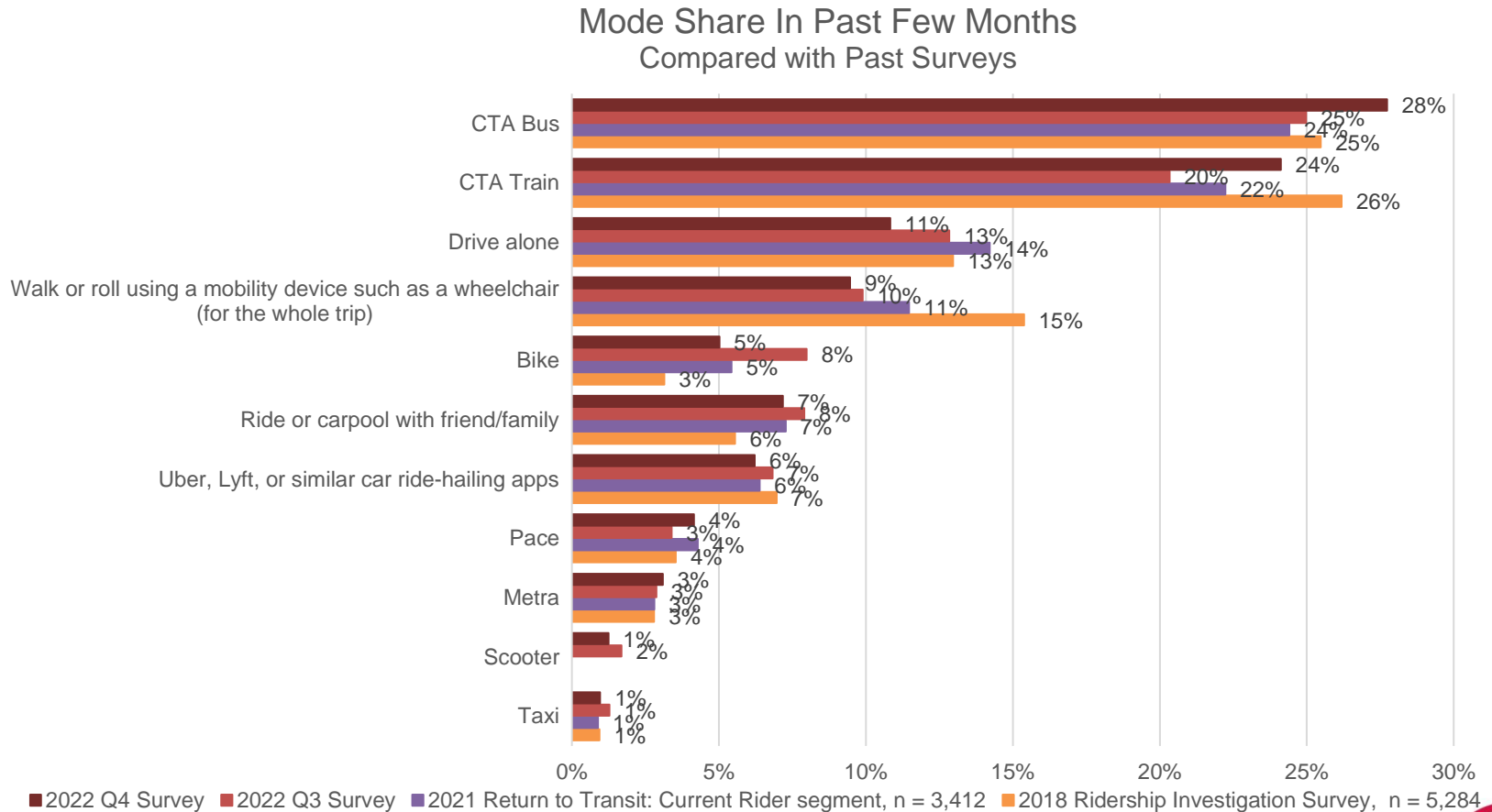
Over the past few months, **frequent riders** used a variety of modes for travel, with CTA making up 56% of trips outside the home. **Infrequent riders** relied more heavily on personal vehicles and walking.

Mode Share in Past Few Months



MODE SHARE COMPARED WITH PAST SURVEYS

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**.



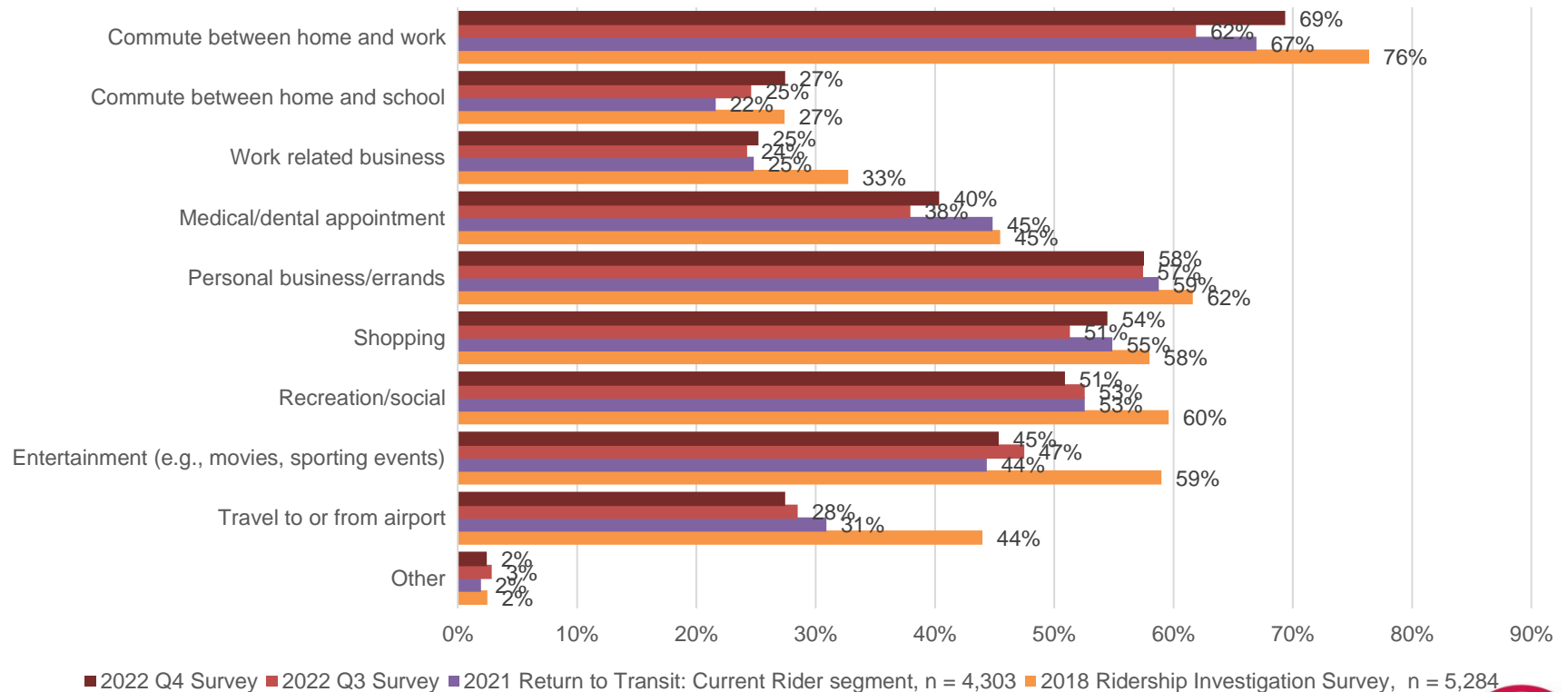
Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.



TRIP PURPOSE COMPARED WITH PAST SURVEYS

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.

Trip Purpose on CTA
Compared with Past Surveys

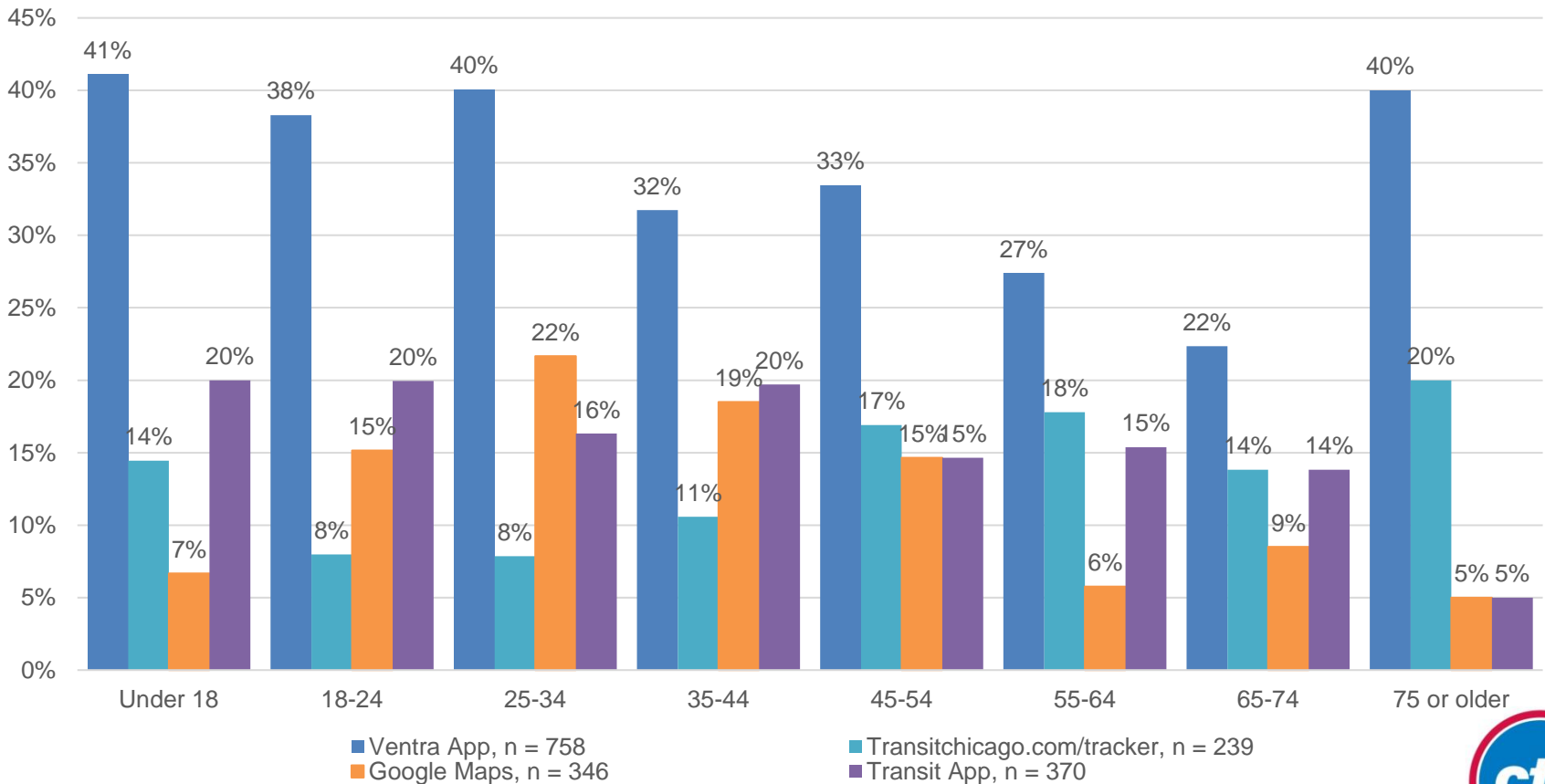


Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.

PRIMARY SOURCE USED TO OBTAIN REAL-TIME ARRIVAL INFORMATION FOR CTA SERVICES BY AGE

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.

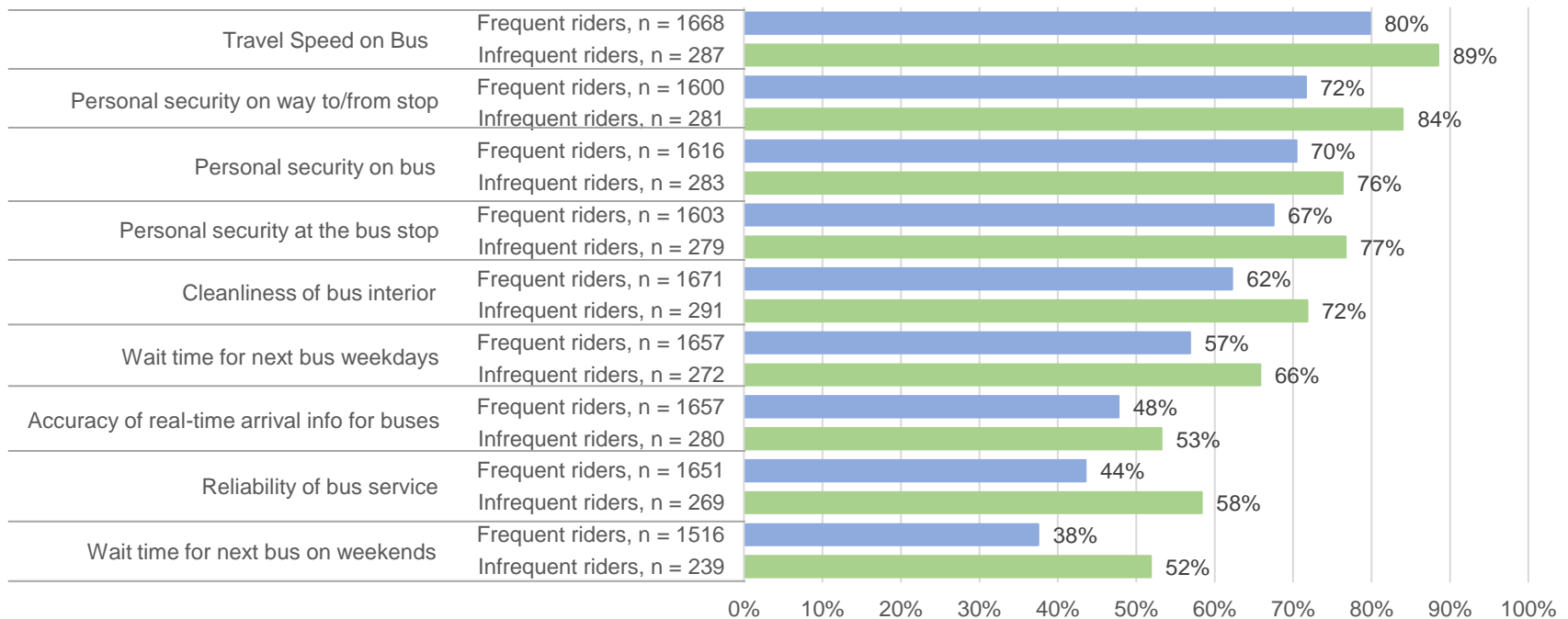
Primary Real-Time Arrival Information Source by Age



CUSTOMER SATISFACTION: BUS ATTRIBUTES

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.

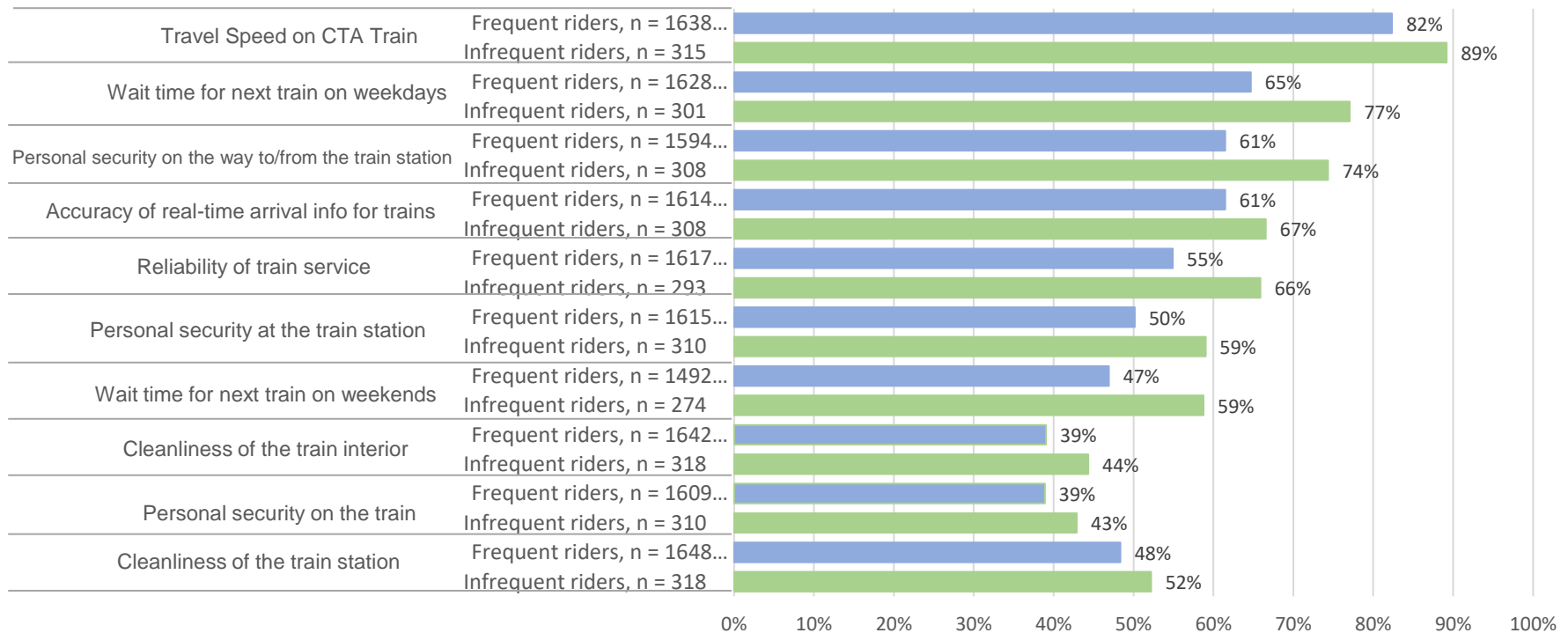
Percent Satisfied with CTA Bus Attributes



CUSTOMER SATISFACTION: RAIL ATTRIBUTES

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.

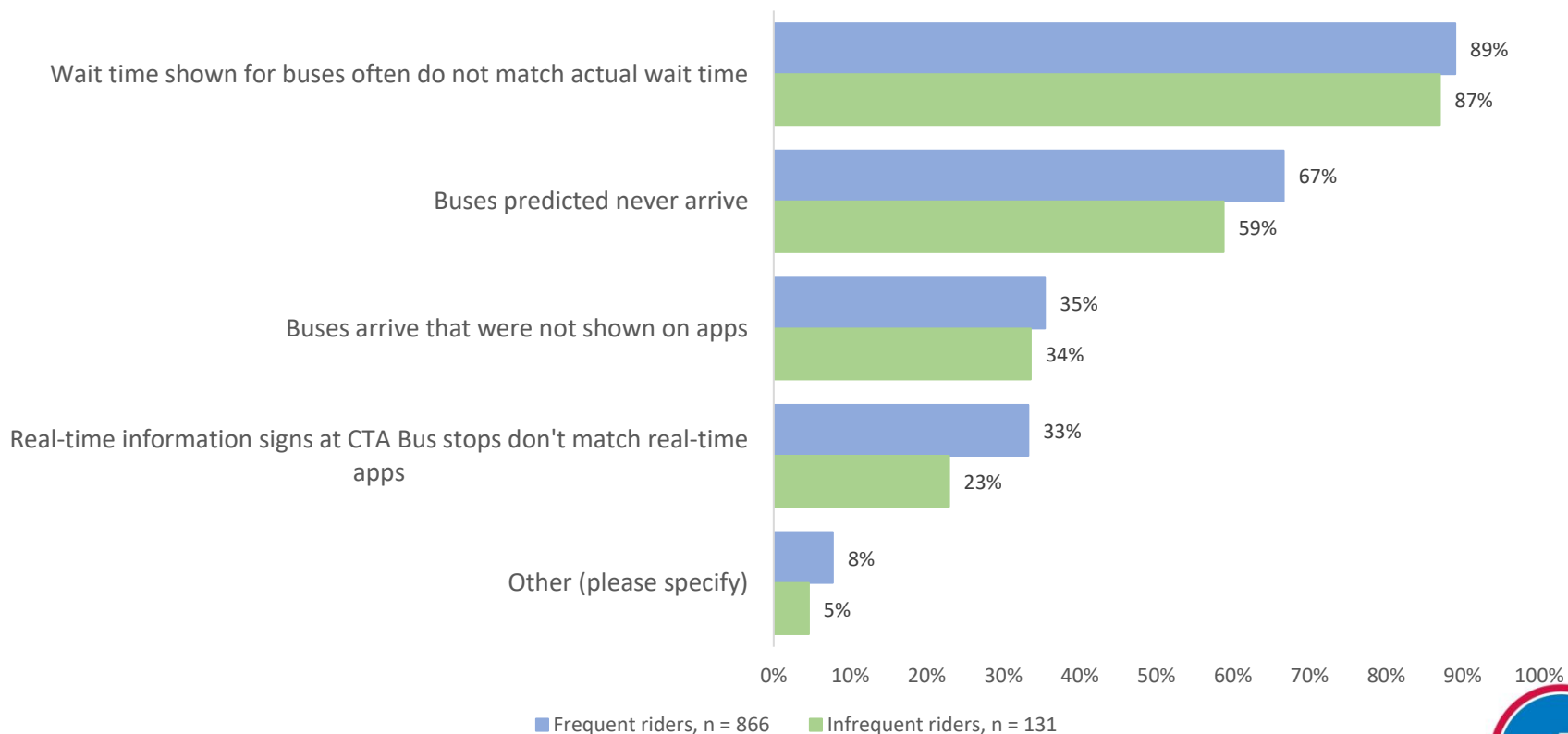
Percent Satisfied with CTA Rail Attributes



REASONS FOR DISSATISFACTION WITH CTA BUS REAL-TIME ARRIVAL INFORMATION

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.

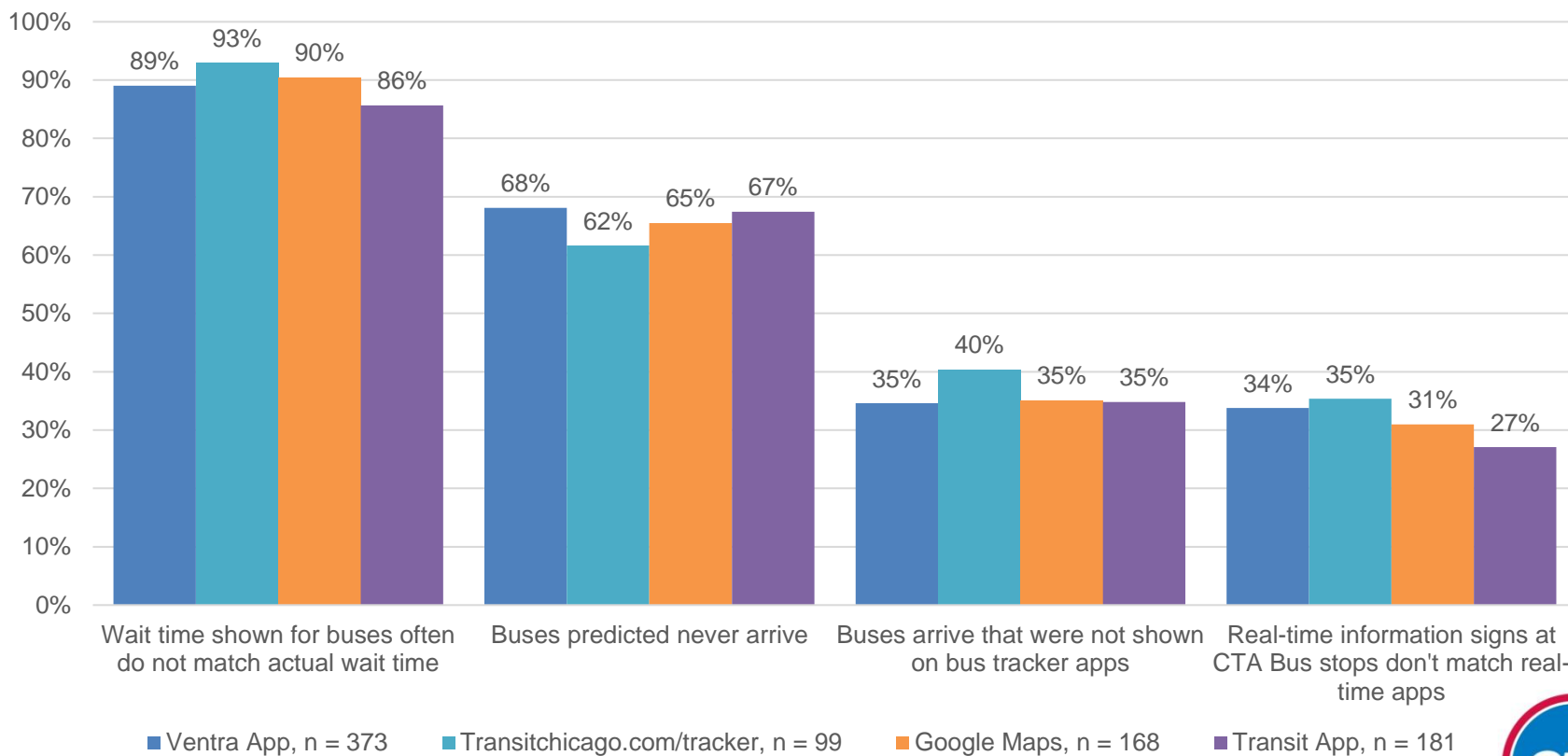
Reasons for Dissatisfaction with **CTA Bus** Real Time Arrival Information
(Select all that apply)



DISSATISFIED WITH ACCURACY OF REAL-TIME ARRIVAL INFORMATION FOR BUSES AND PRIMARY REAL-TIME ARRIVAL INFORMATION SOURCE

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.

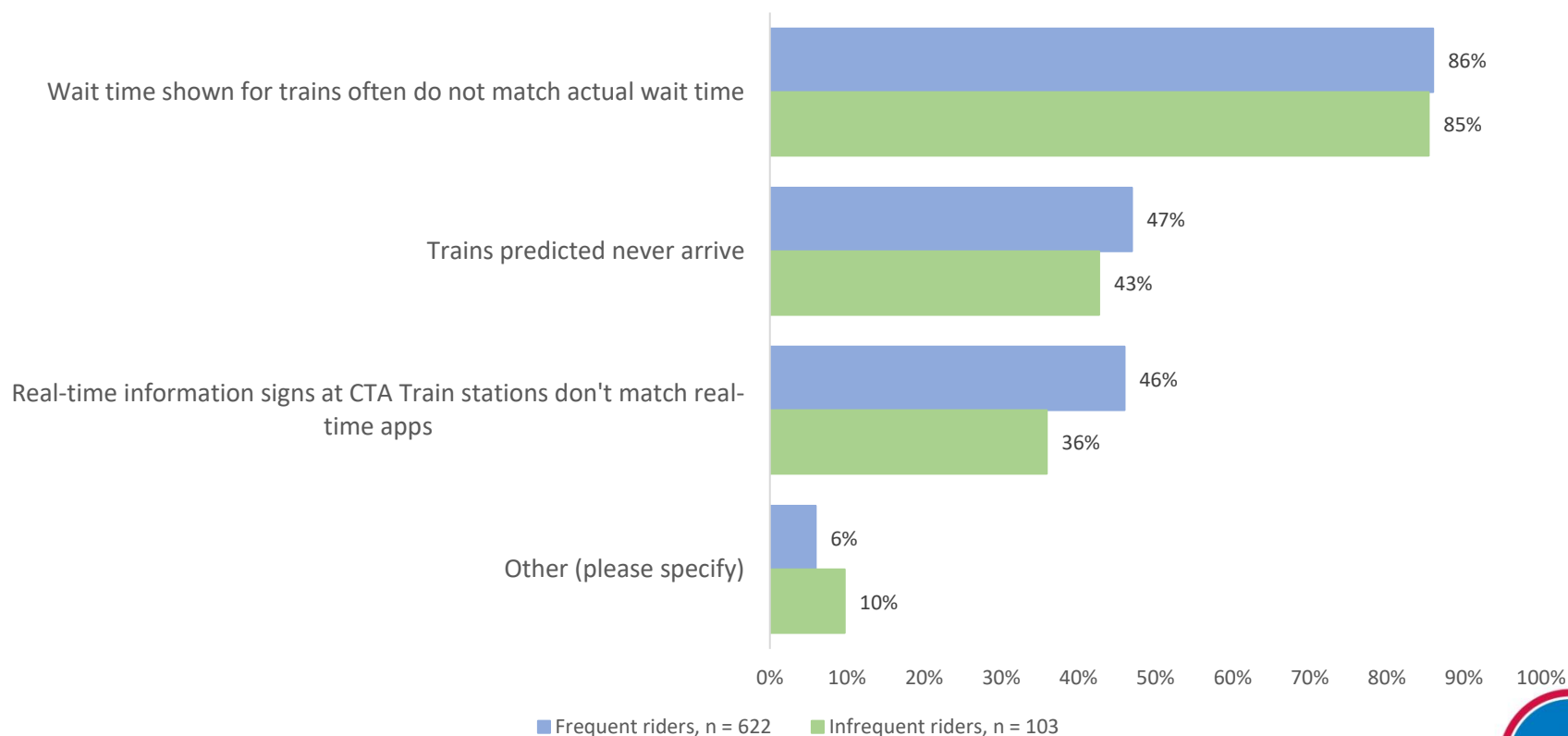
Reasons Dissatisfied with Real-Time Arrival Information for Buses by Primary Real-Time Arrival Information Source



REASONS FOR DISSATISFACTION WITH CTA RAIL REAL-TIME ARRIVAL INFORMATION

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.

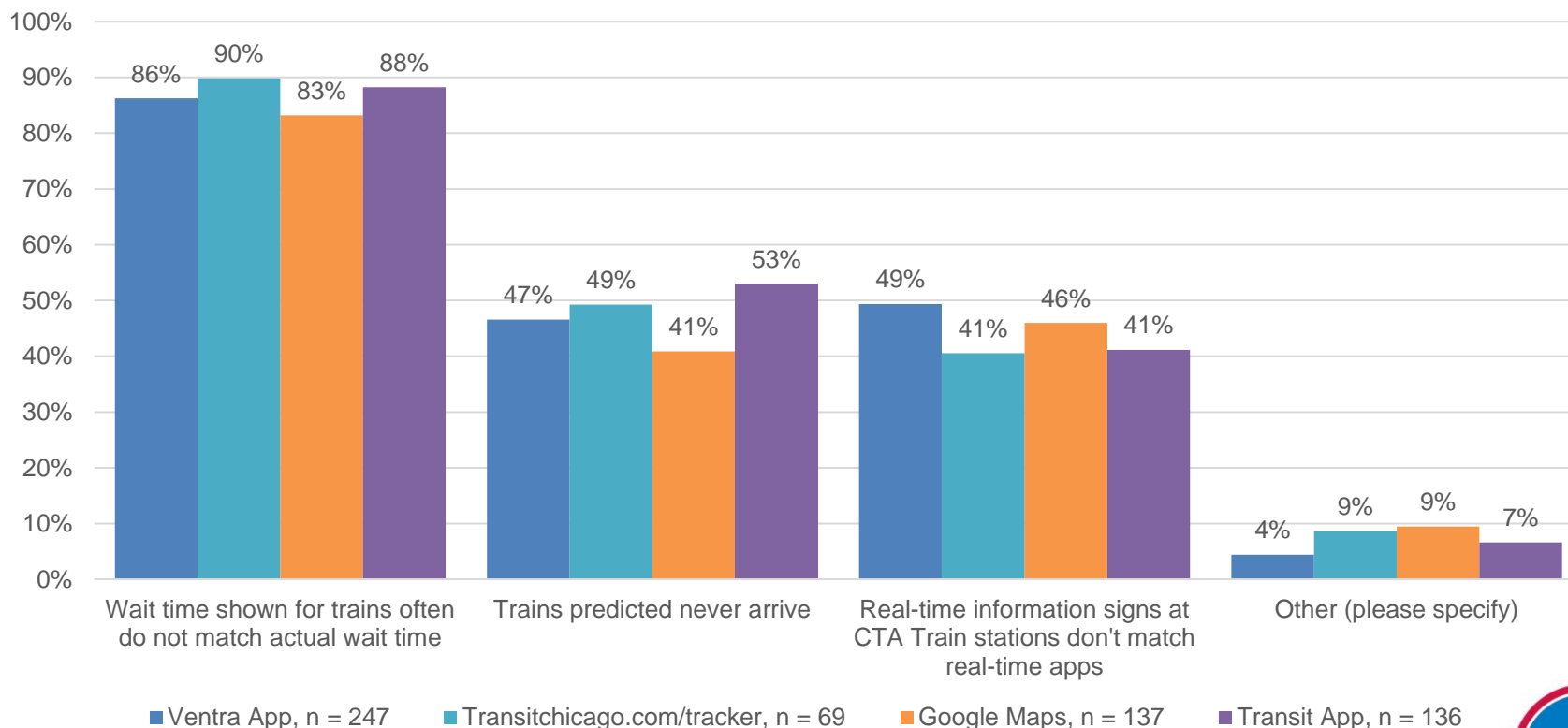
Reasons for Dissatisfaction with **CTA Rail** Real Time Arrival Information
(Select all that apply)



DISSATISFIED WITH ACCURACY OF REAL-TIME ARRIVAL INFORMATION FOR TRAINS AND PRIMARY REAL-TIME ARRIVAL INFORMATION SOURCE

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.

Reasons Dissatisfied with Real-Time Arrival Information for Trains by Primary Real-Time Arrival Information Source



FACTORS INFLUENCING TRIPS ON CTA

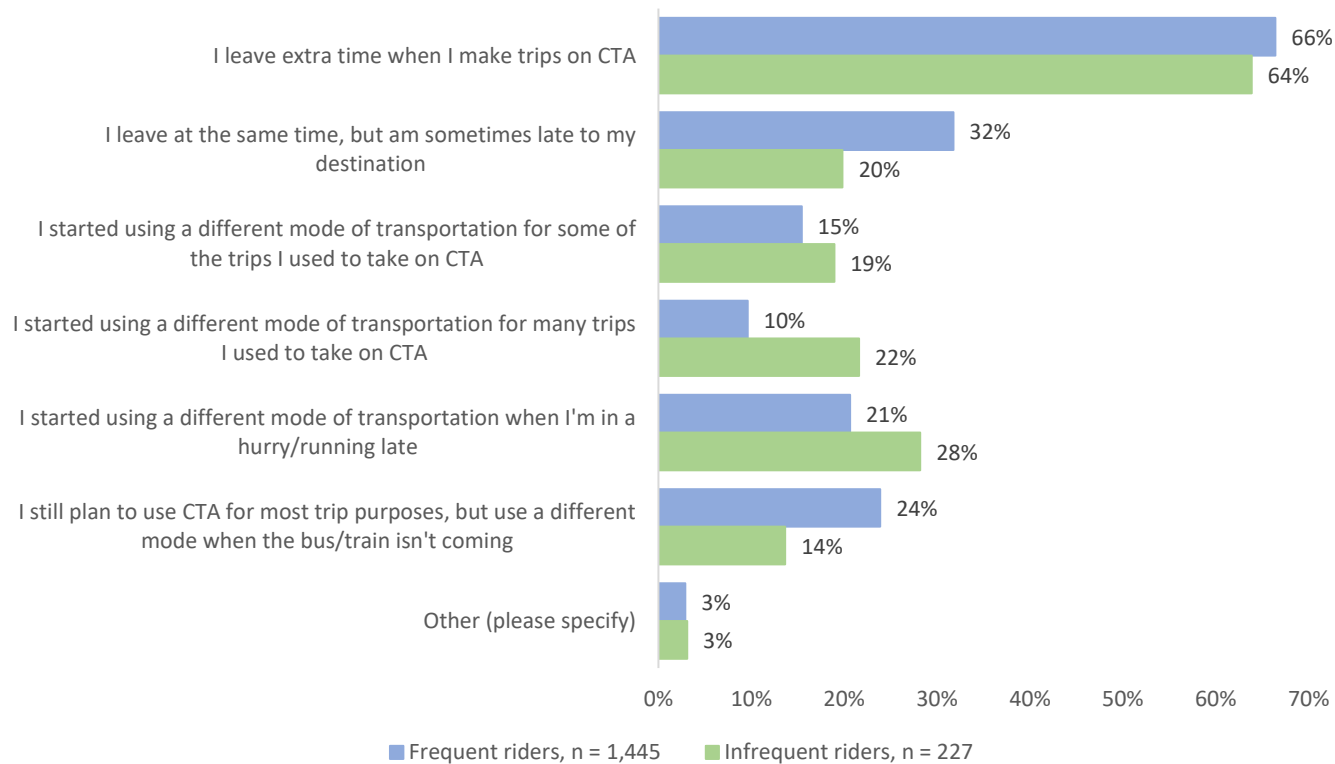
- Respondents were asked a series of questions to provide insight into transportation choices. Question topics included:
 - Impact of dissatisfaction with reliability, frequency, and Bus/Train real-time arrival information on CTA trip planning
 - Top factors influencing decisions to ride CTA
 - Top factors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



CTA TRIP PLANNING BEHAVIOR

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.

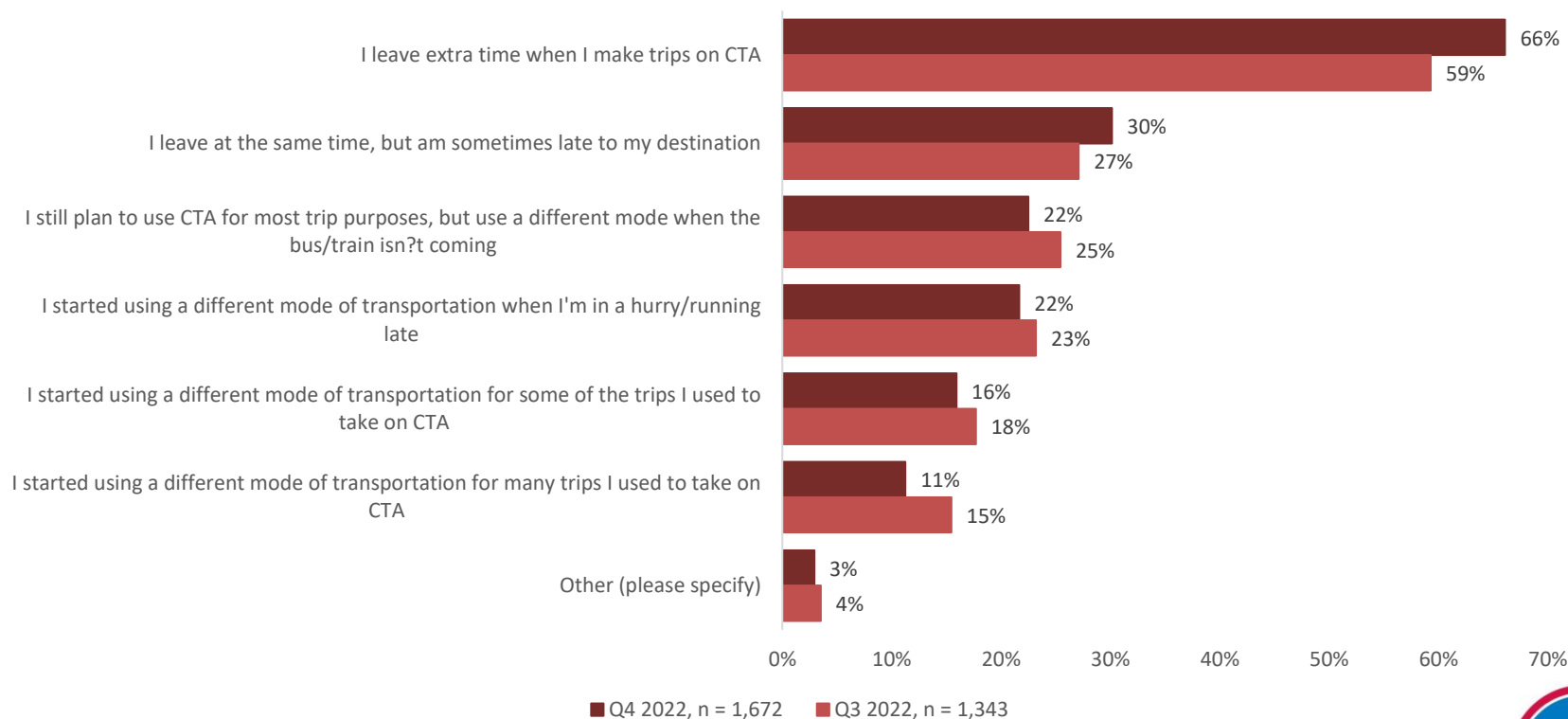
Impact on CTA Trip Planning
(Select up to Two)



CTA TRIP PLANNING BEHAVIOR: COMPARED TO Q3 2022

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**.

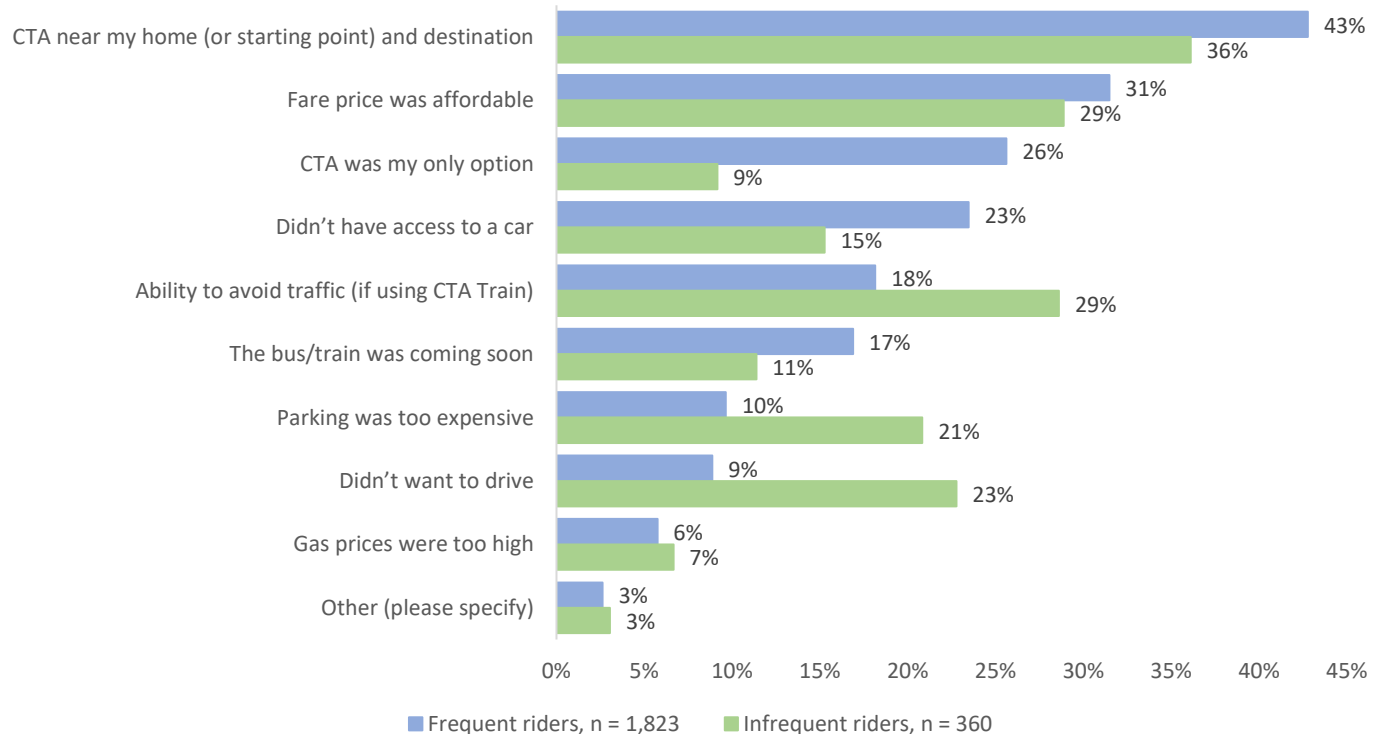
Impact on CTA Trip Planning (Select up to Two)



KEY FACTORS IN SELECTING CTA AS TRAVEL OPTION

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.

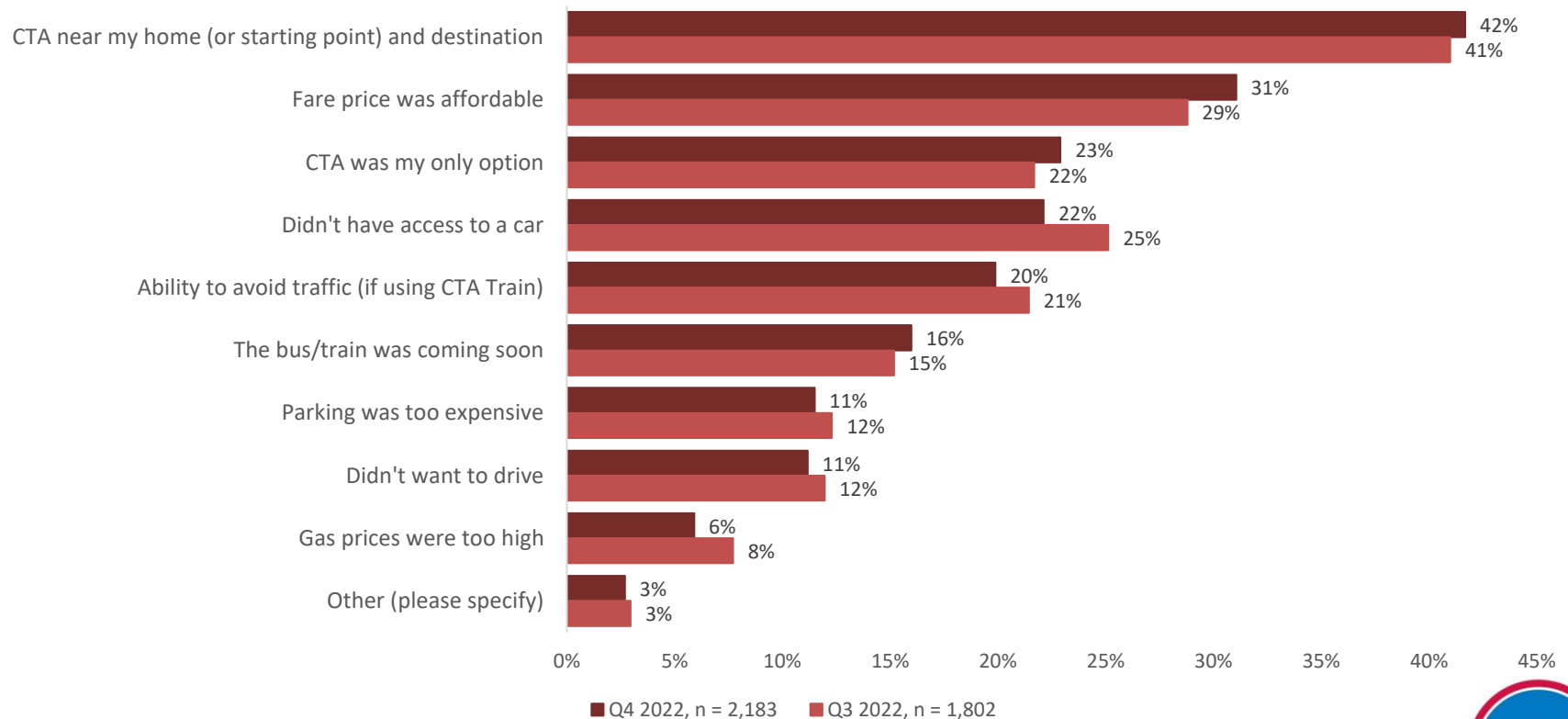
Reasons for Selecting CTA as Travel Option (Select up to Two)



KEY FACTORS IN SELECTING CTA AS TRAVEL OPTION: COMPARED TO Q3 2022

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.

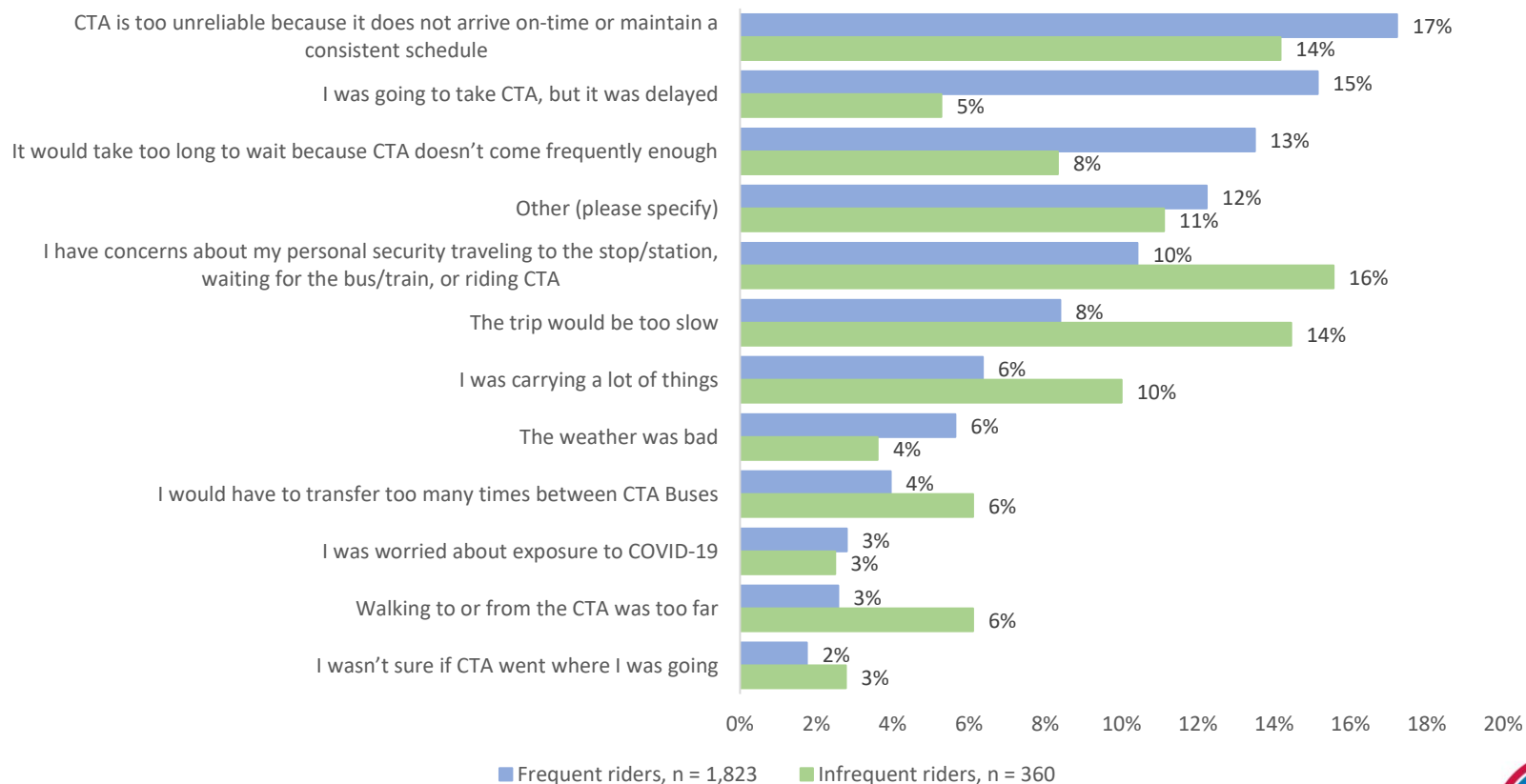
Reasons for Selecting CTA as Travel Option (Select up to Two)



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** indicate concerns related to personal security most often, while **frequent riders** were most concerned with poor service reliability and delays to service.

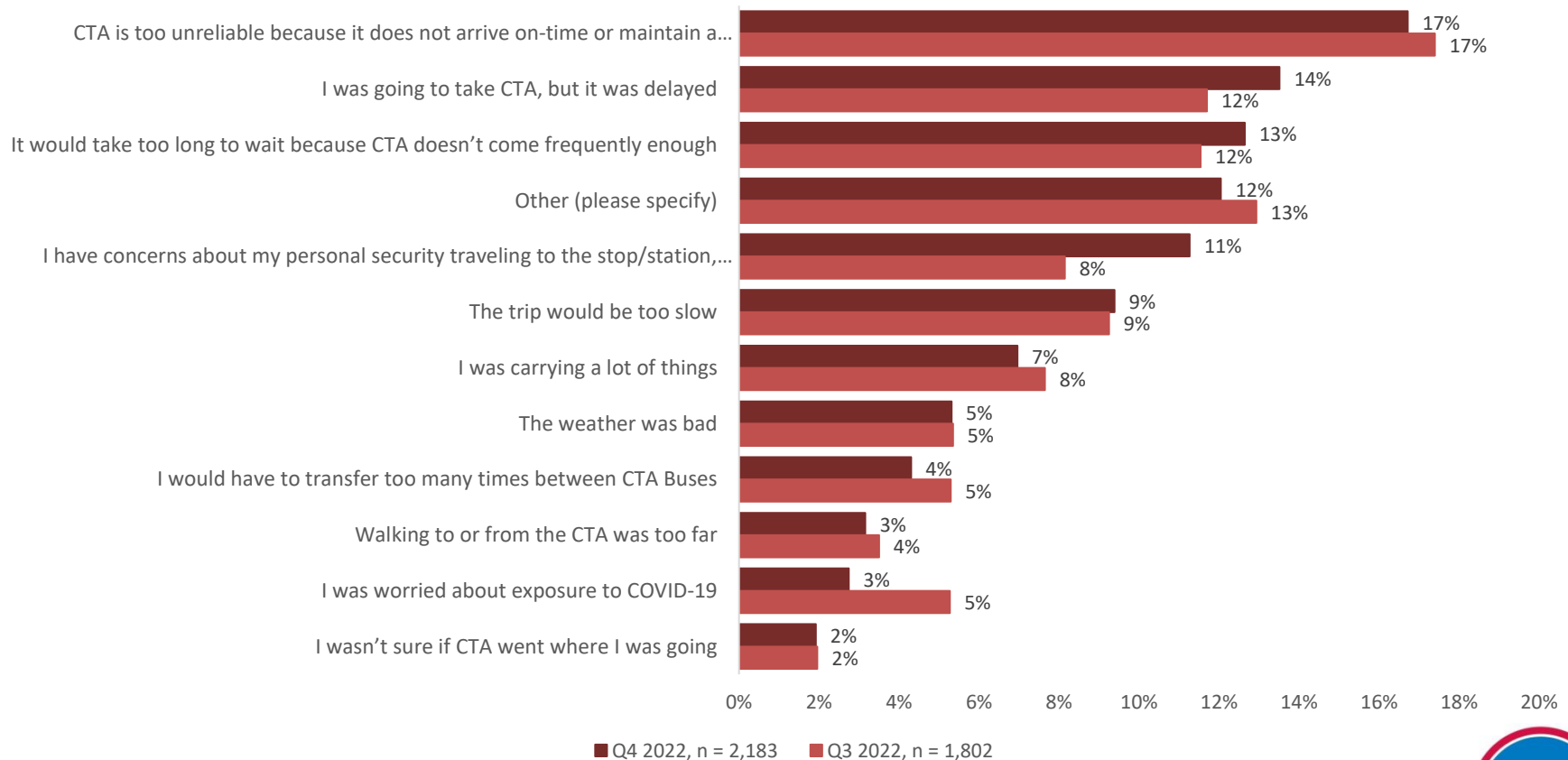
Reason for Not Using CTA, When CTA was an Option



KEY FACTORS IN NOT SELECTING CTA AS TRAVEL OPTION: COMPARED TO Q3 2022

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**.

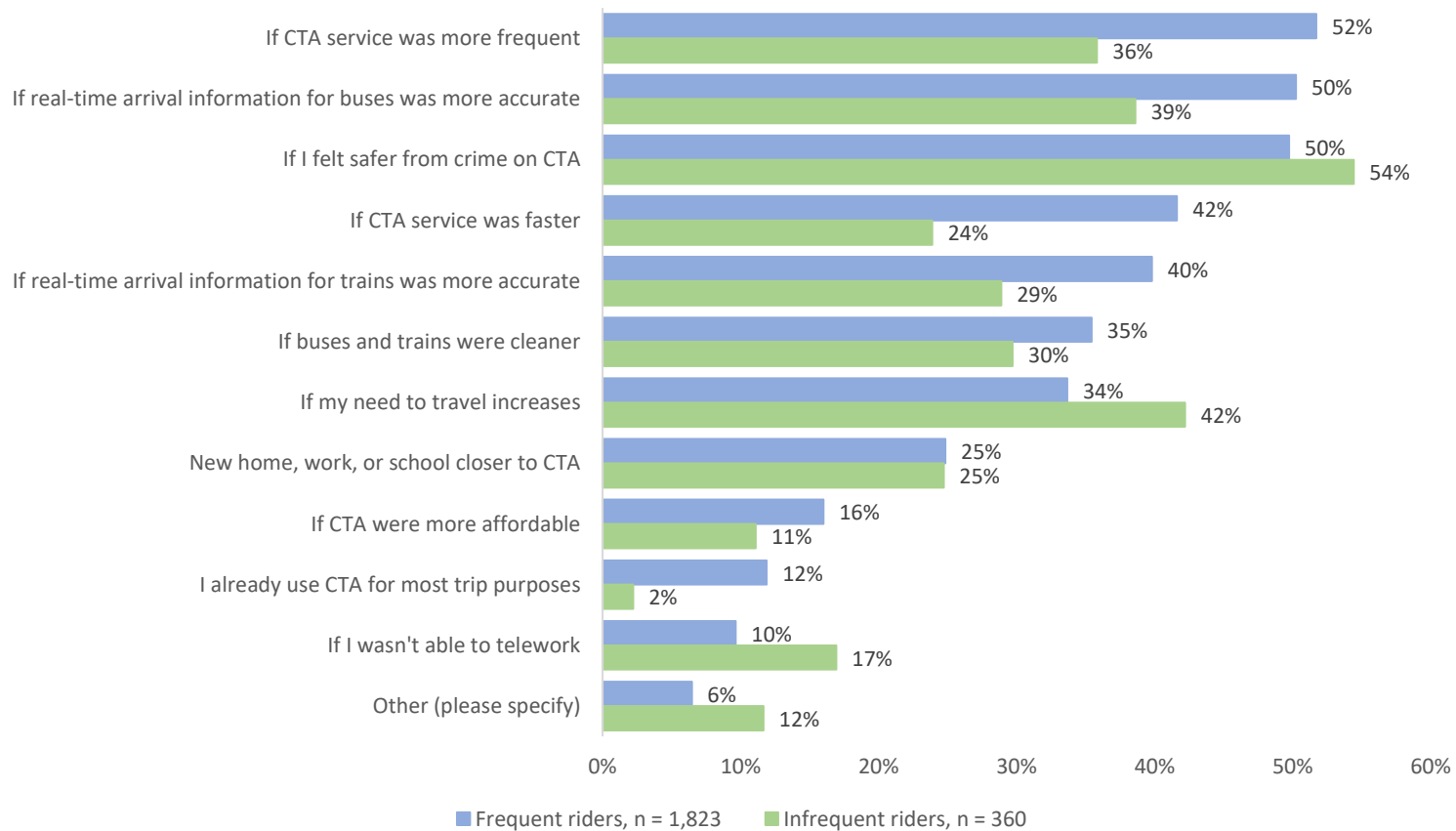
Reason for Not Using CTA, When CTA was an Option



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.

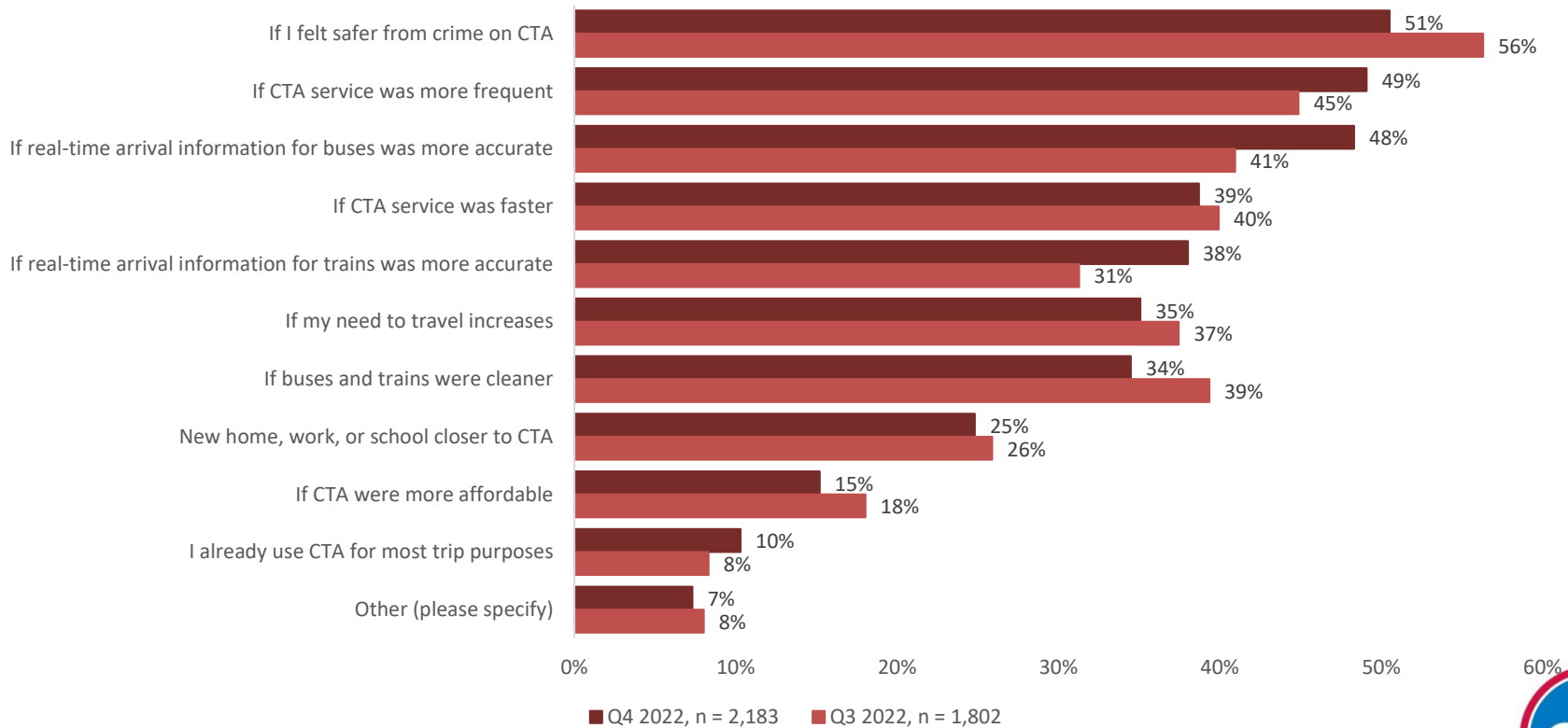
Factors Influencing Use Of CTA for Other Trip Purposes
(Select All That Apply)



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.

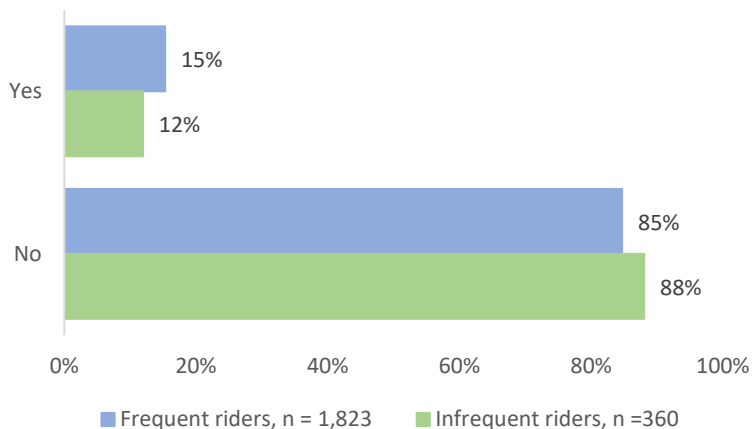
Factors Influencing Use Of CTA for Other Trip Purposes
(Select All That Apply)



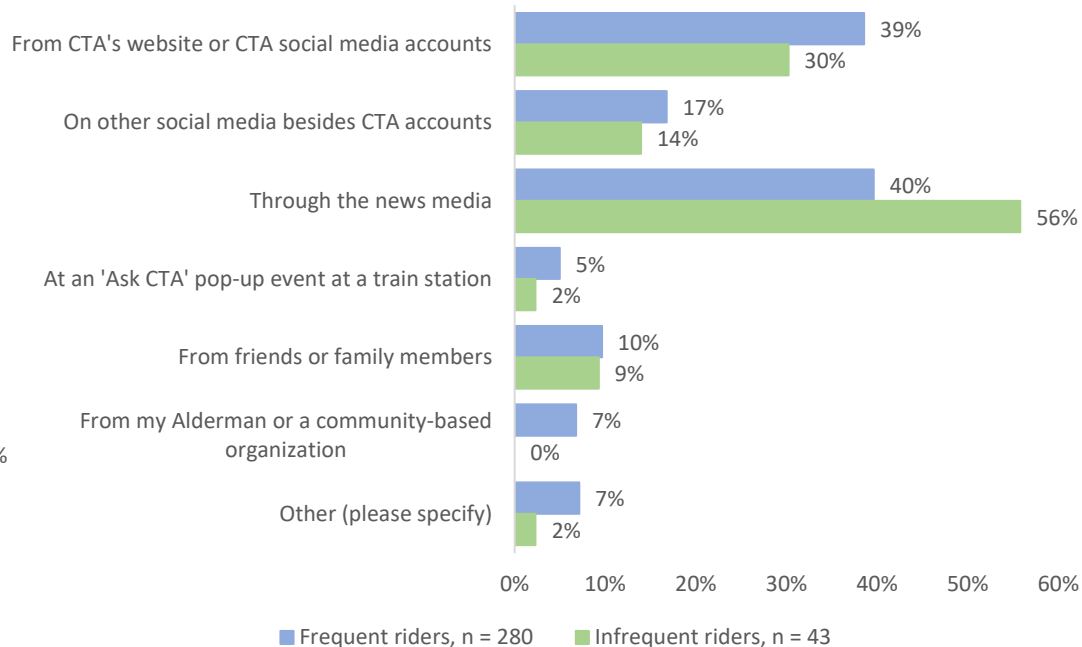
MEETING THE MOMENT FAMILIARITY

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.

Have you heard of CTA's new Meeting the Moment Action Plan?



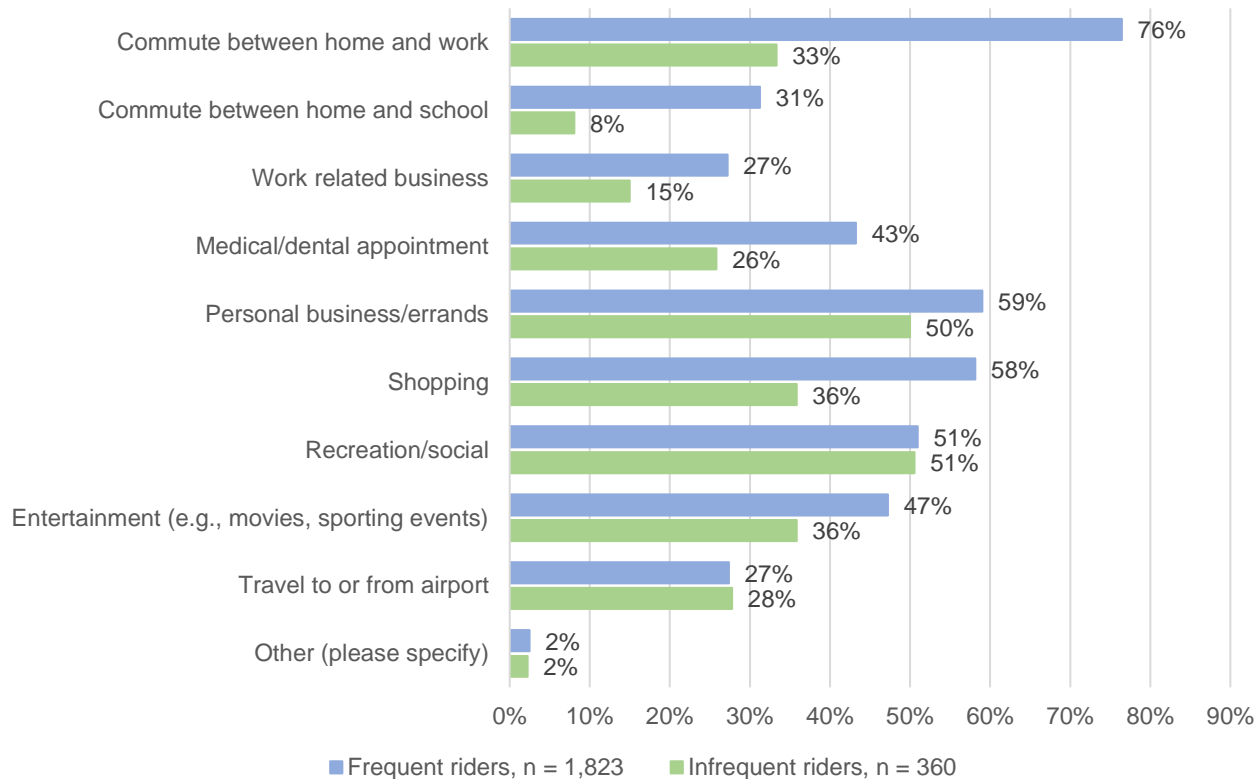
How did you hear about CTA's new Action Plan?



TRIP PURPOSE ON CTA

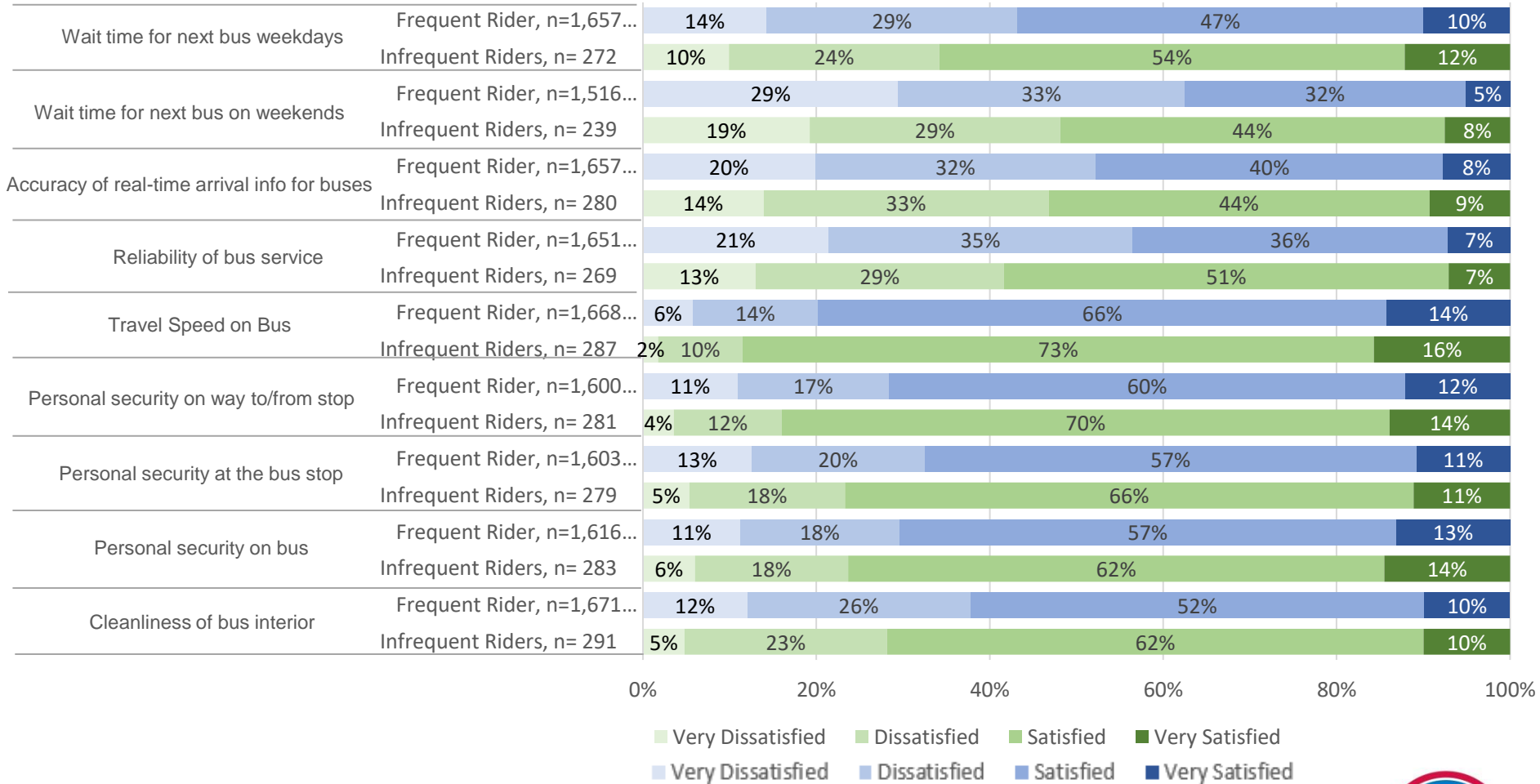
Most **frequent riders** reported using CTA for commuting, personal business, shopping, and recreation. **Infrequent riders** reported using CTA for recreational trips at the same rate as **frequent riders** but only one third of **infrequent riders** reported using CTA for commute trips.

Trip Purpose on CTA (Select All That Apply)



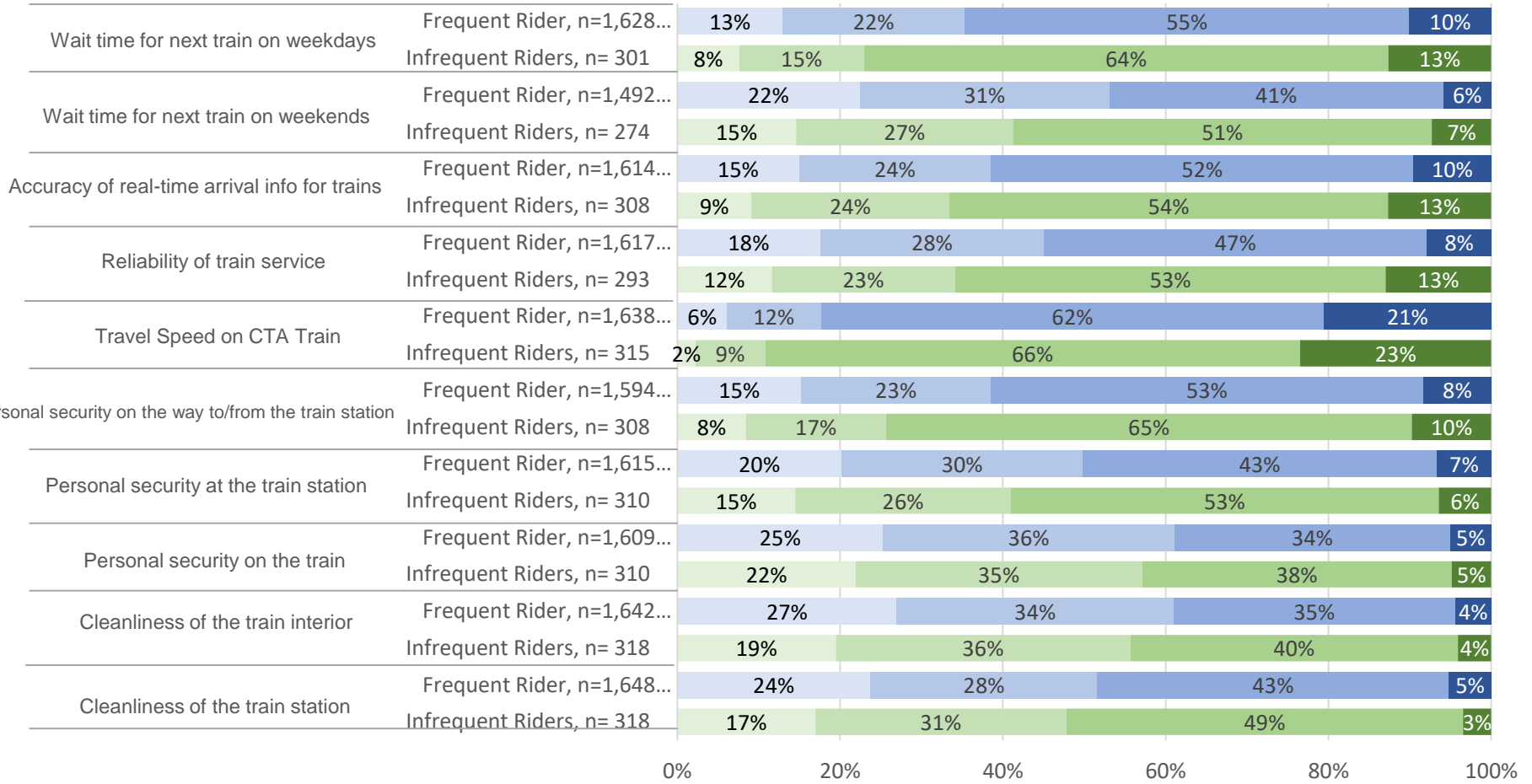
CUSTOMER SATISFACTION: BUS ATTRIBUTES

Customer Satisfaction: CTA Bus Attributes



CUSTOMER SATISFACTION: TRAIN ATTRIBUTES

Customer Satisfaction: CTA Train Attributes

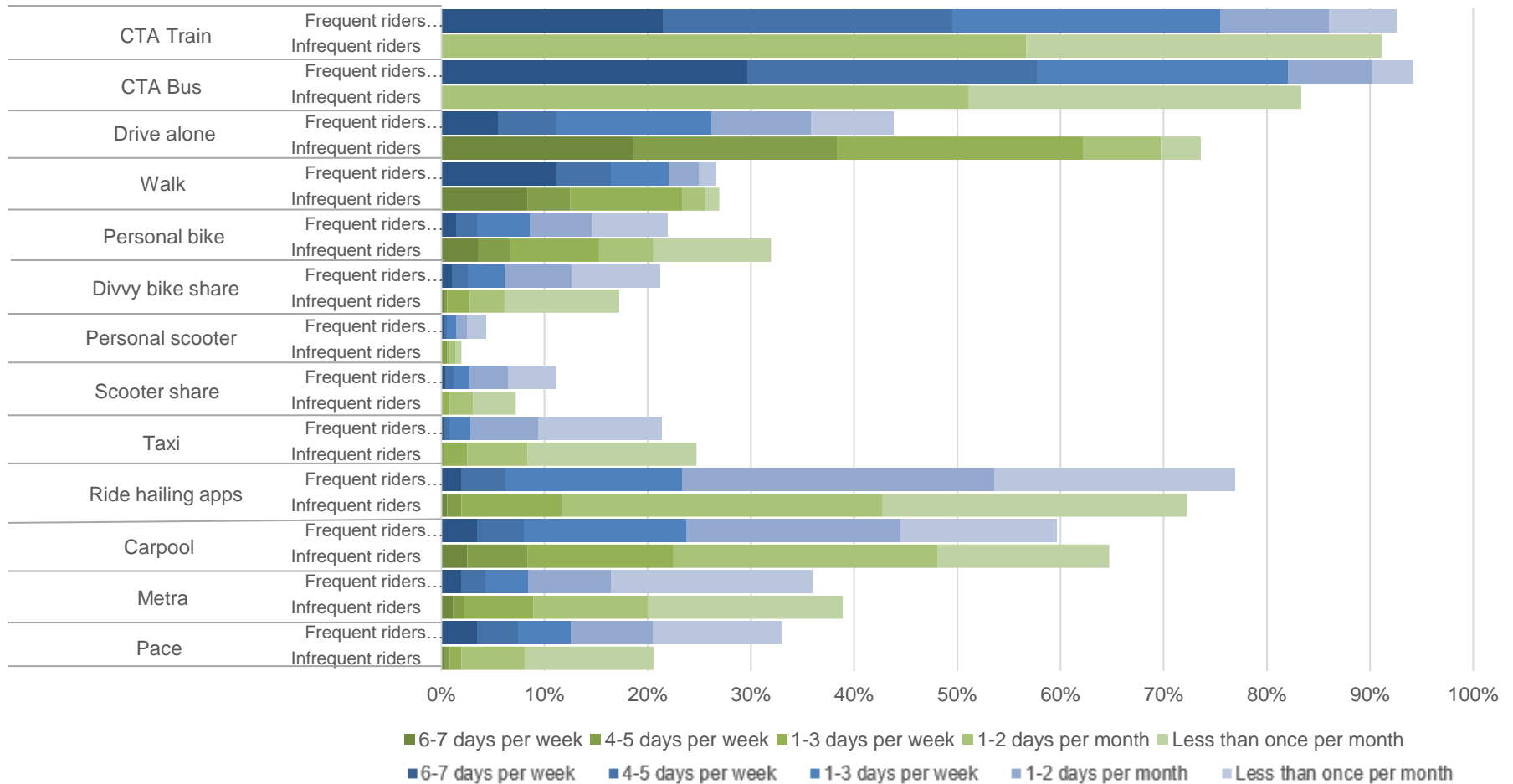


■ Very Dissatisfied
 ■ Dissatisfied
 ■ Satisfied
 ■ Very Satisfied
■ Very Dissatisfied
 ■ Dissatisfied
 ■ Satisfied
 ■ Very Satisfied



MODE FREQUENCY IN PAST FEW MONTHS

Mode Frequency in Past Few Months

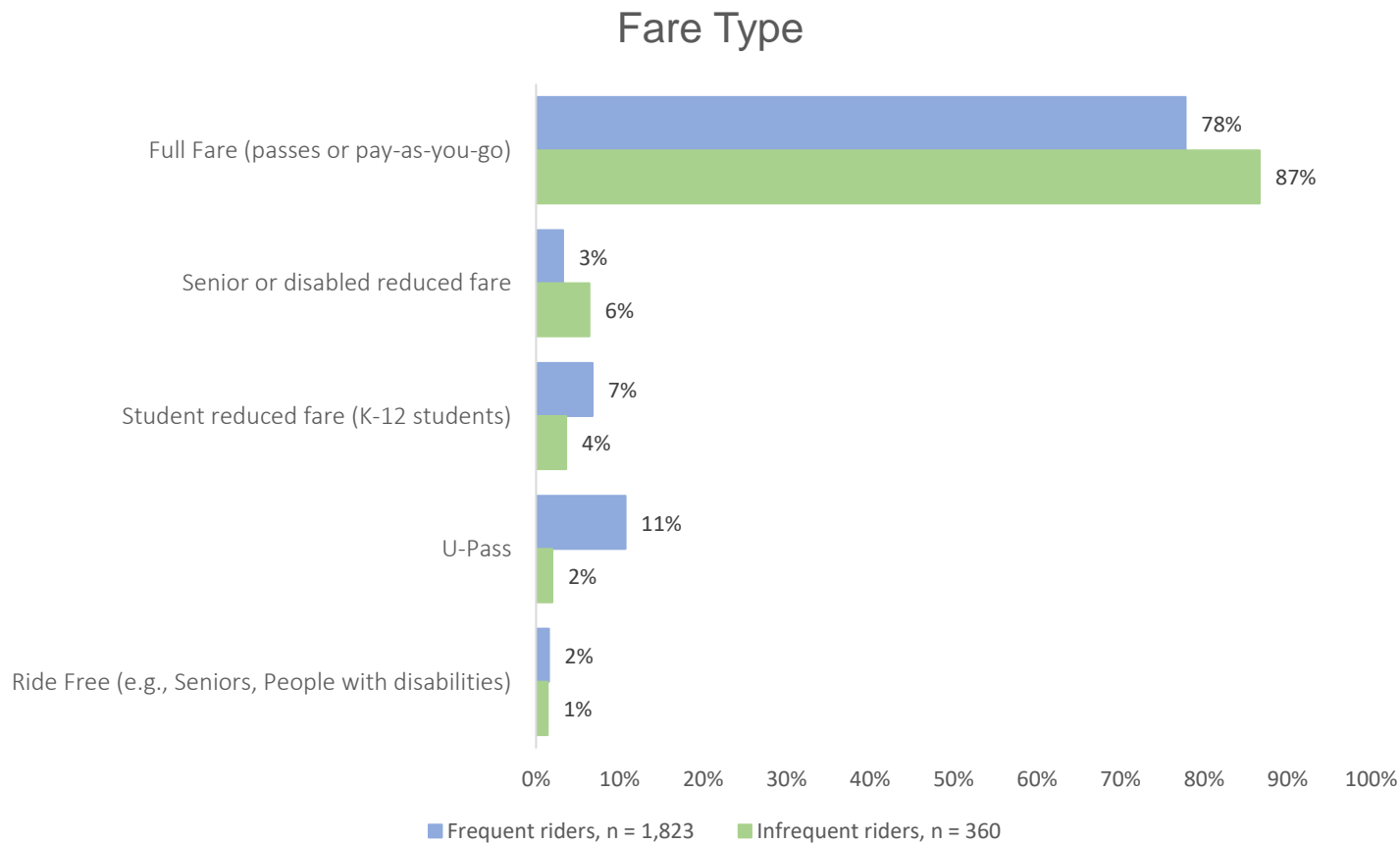


Frequent riders, n = 1,823
 Infrequent riders, n = 360



FARE PROGRAM

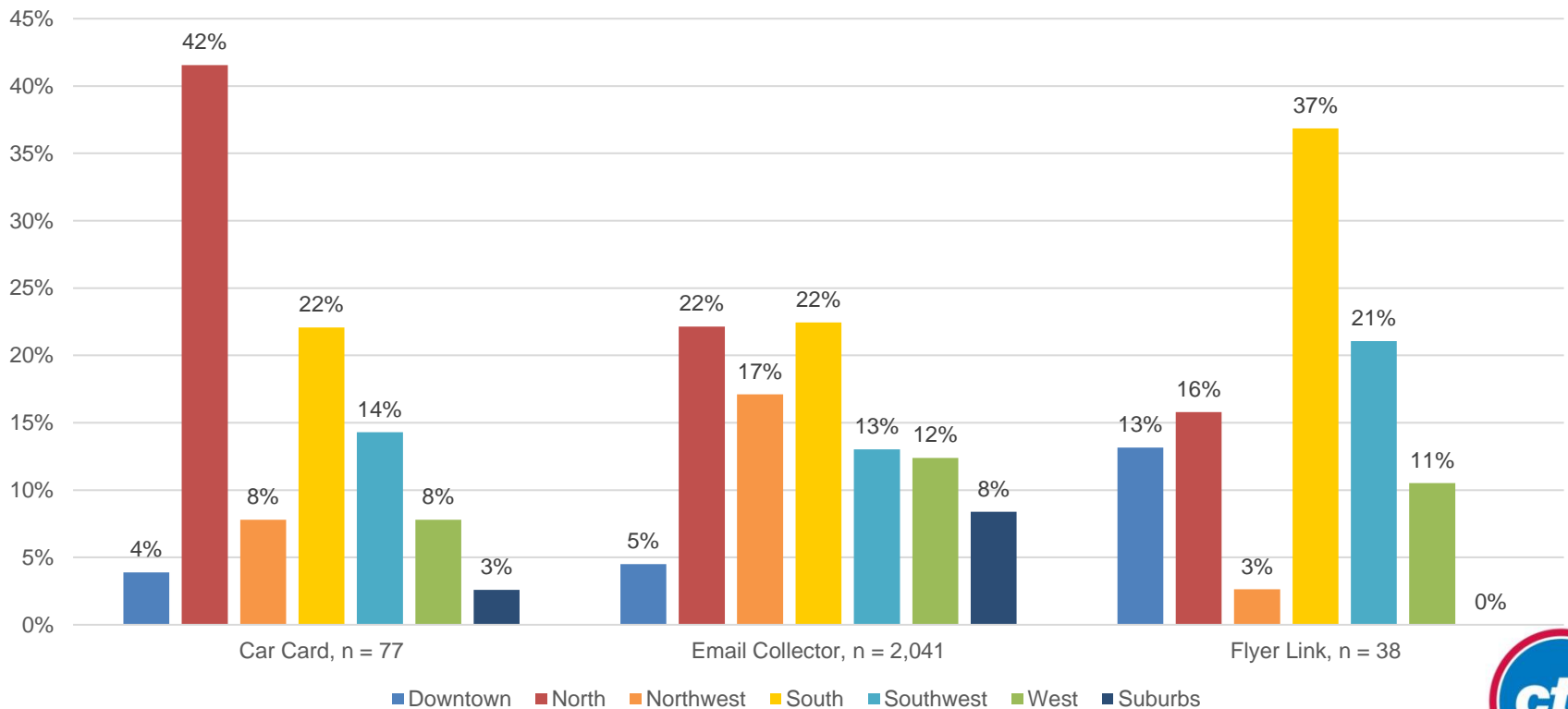
Frequent riders were more likely to use non-full fare options compared with infrequent riders.



COLLECTOR TYPE AND GEOGRAPHIC LOCATION

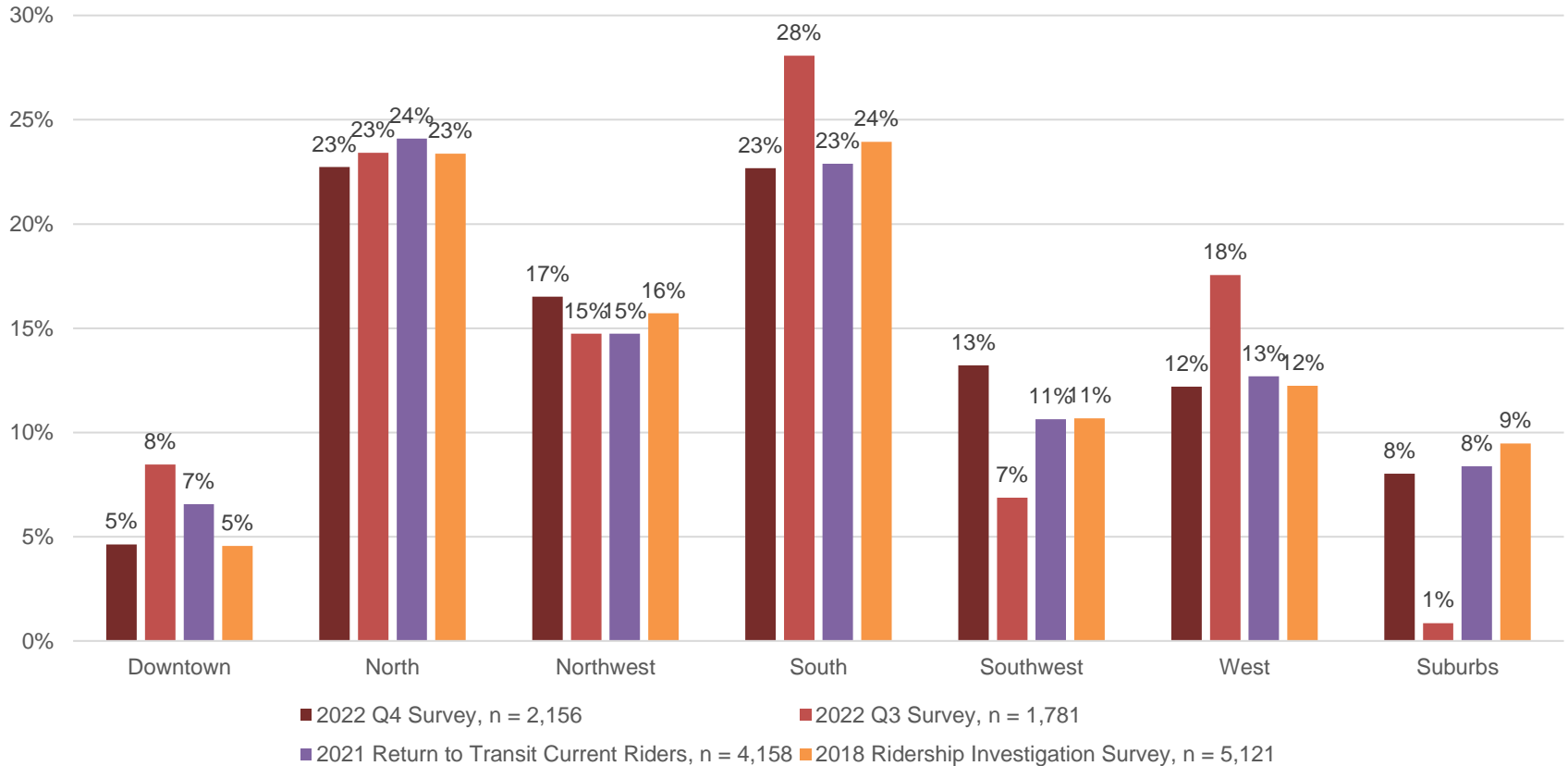
Most respondents who accessed the survey through the link on car card ads lived in the North side, while most respondents who accessed the survey via the flyer link lived on the south side. Respondents from the email collector were more evenly distributed than the other two collection methods.

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



HOME GEOGRAPHY OF RESPONDENTS

City of Chicago Geography Based on Home Zip Code of Respondents



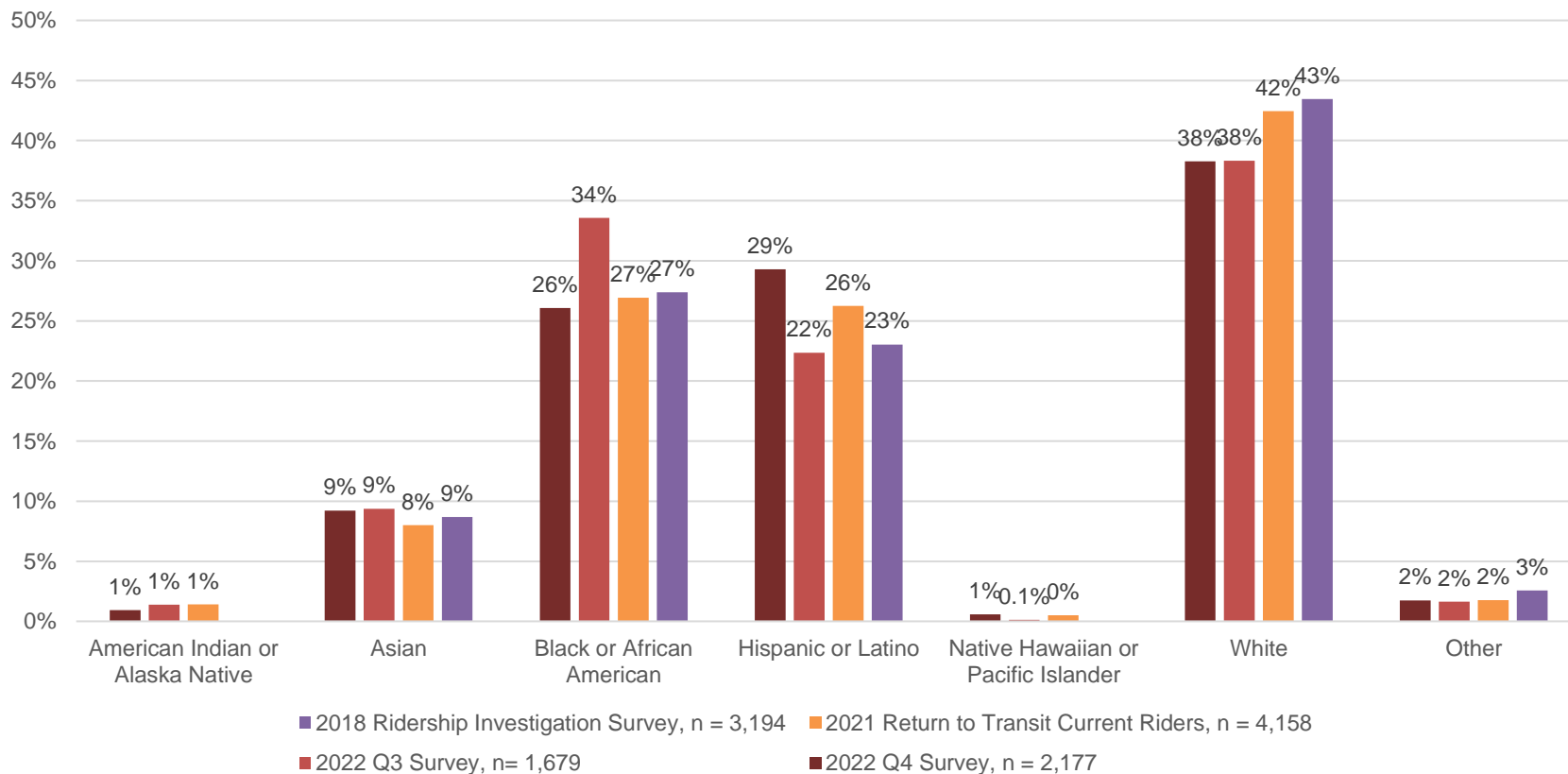
Only the Current Rider segment from the 2021 Return to Transit Survey is represented. Current Riders were defined as customers who rode CTA Bus or Train 1-2 days per month or more during the past few months.

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.



RACE/ETHNICITY

Ethnicity (select all that apply)



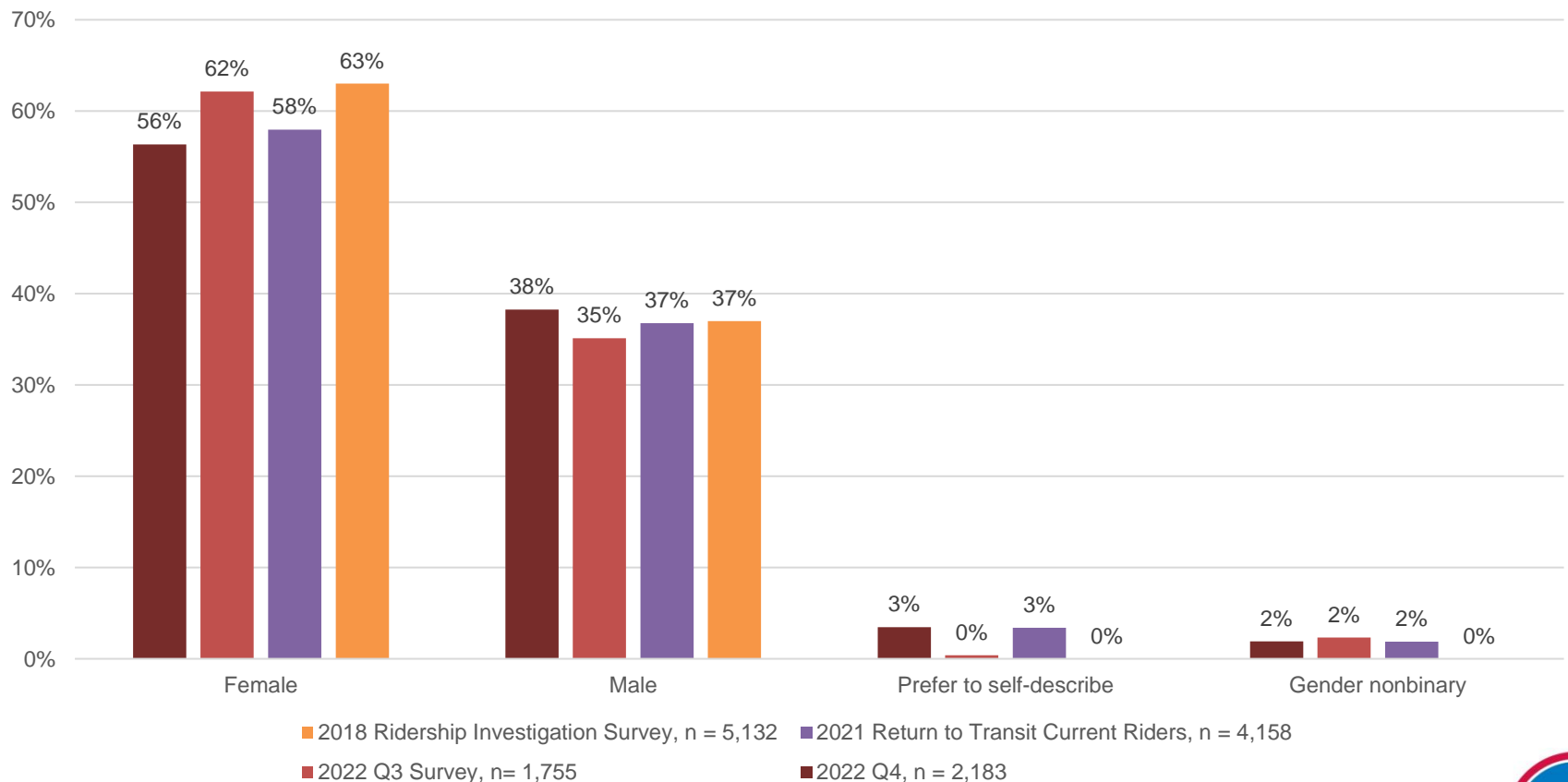
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GENDER

The make up of respondents' gender stayed relatively consistent across the 2018 Ridership Investigation Survey, 2021 Return to Transit Survey, the 2022 Q3 and Q4 Surveys.

Gender



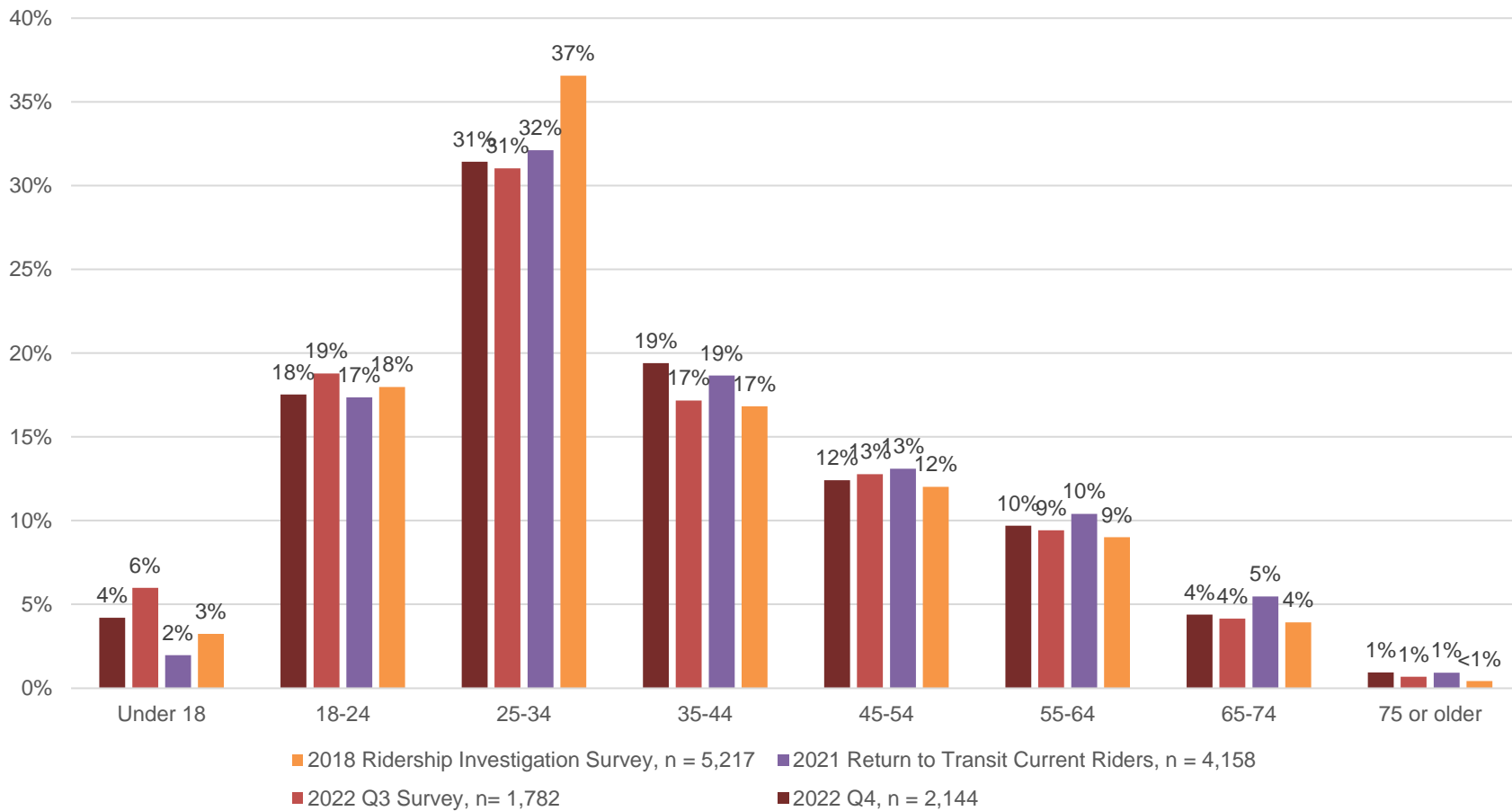
2018 Ridership Investigation Survey, n = 5,132 2021 Return to Transit Current Riders, n = 4,158
2022 Q3 Survey, n = 1,755 2022 Q4, n = 2,183

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AGE

Age

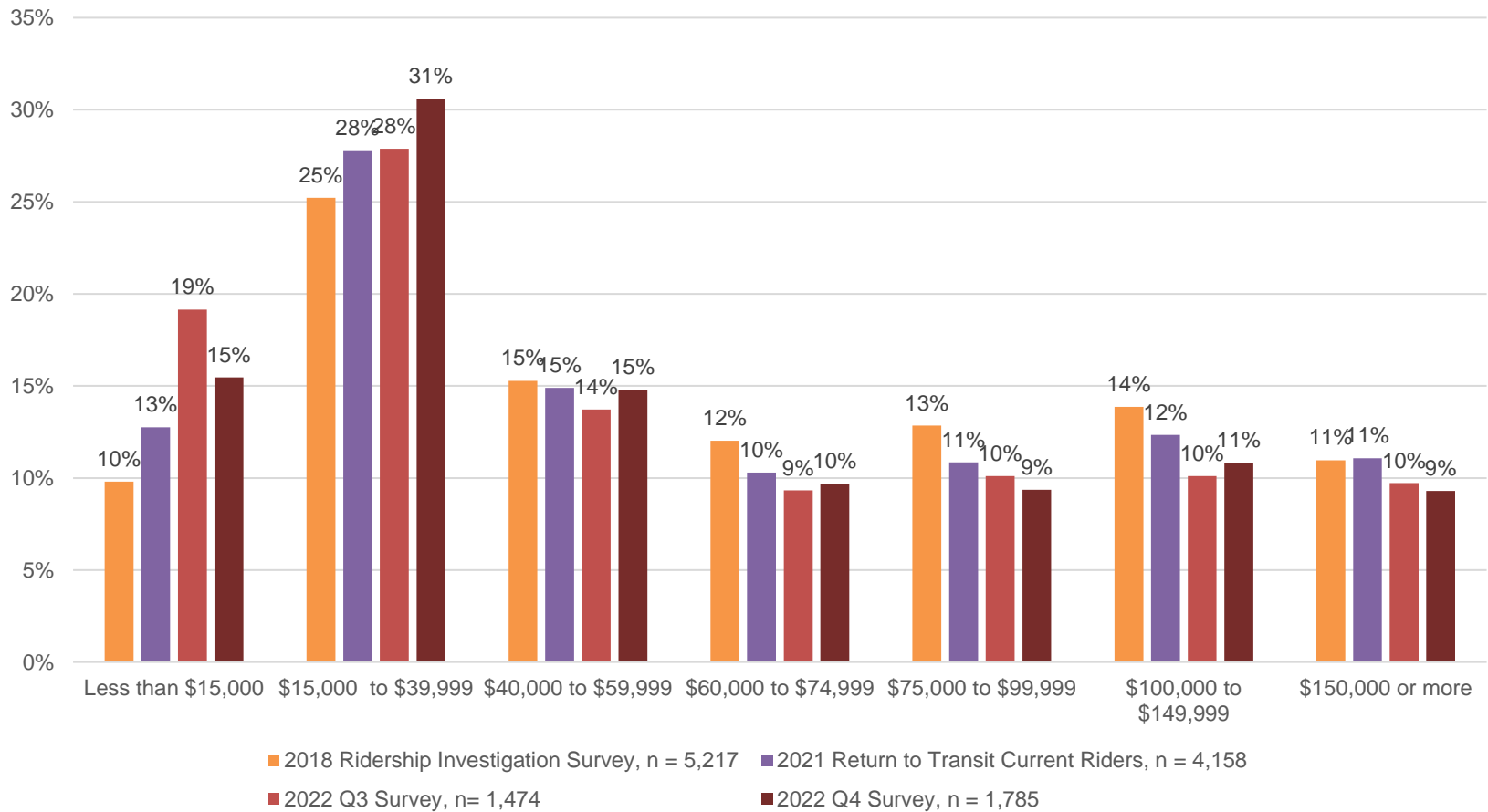


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HOUSEHOLD INCOME

Household Income

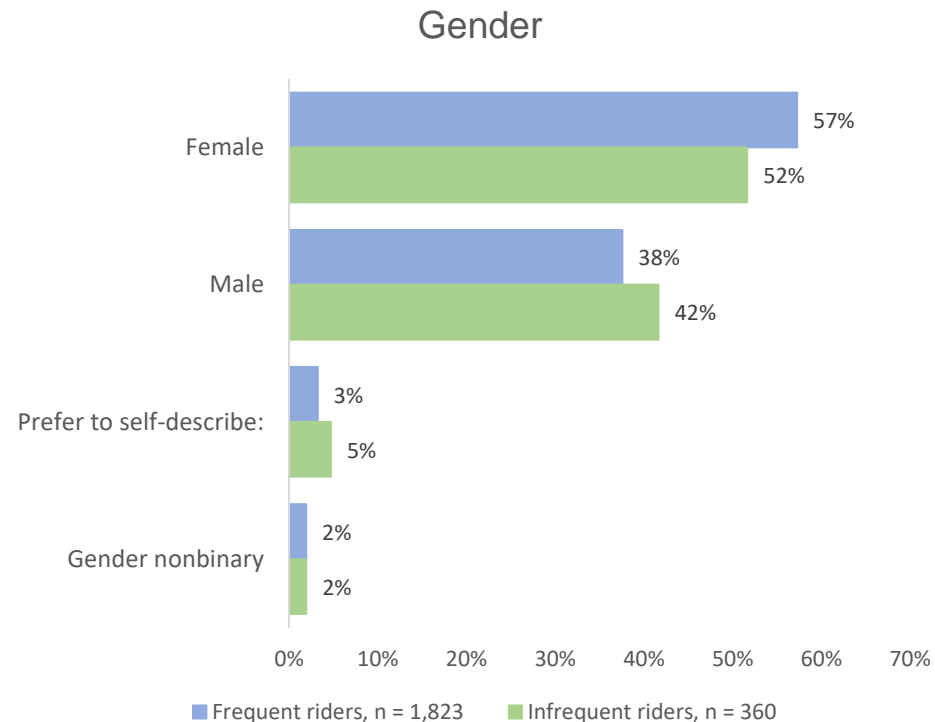
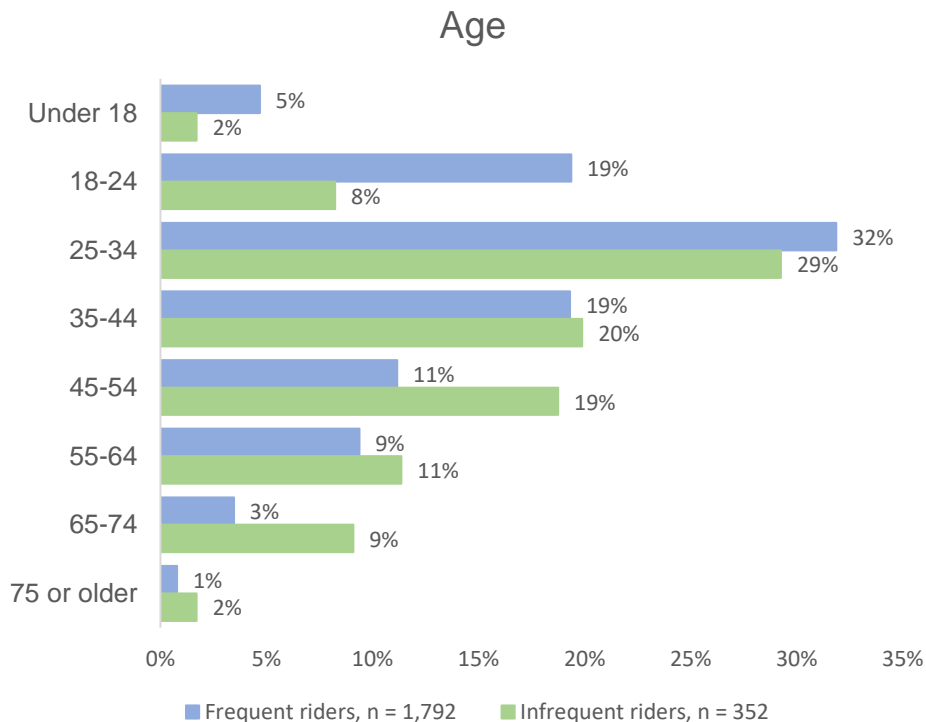


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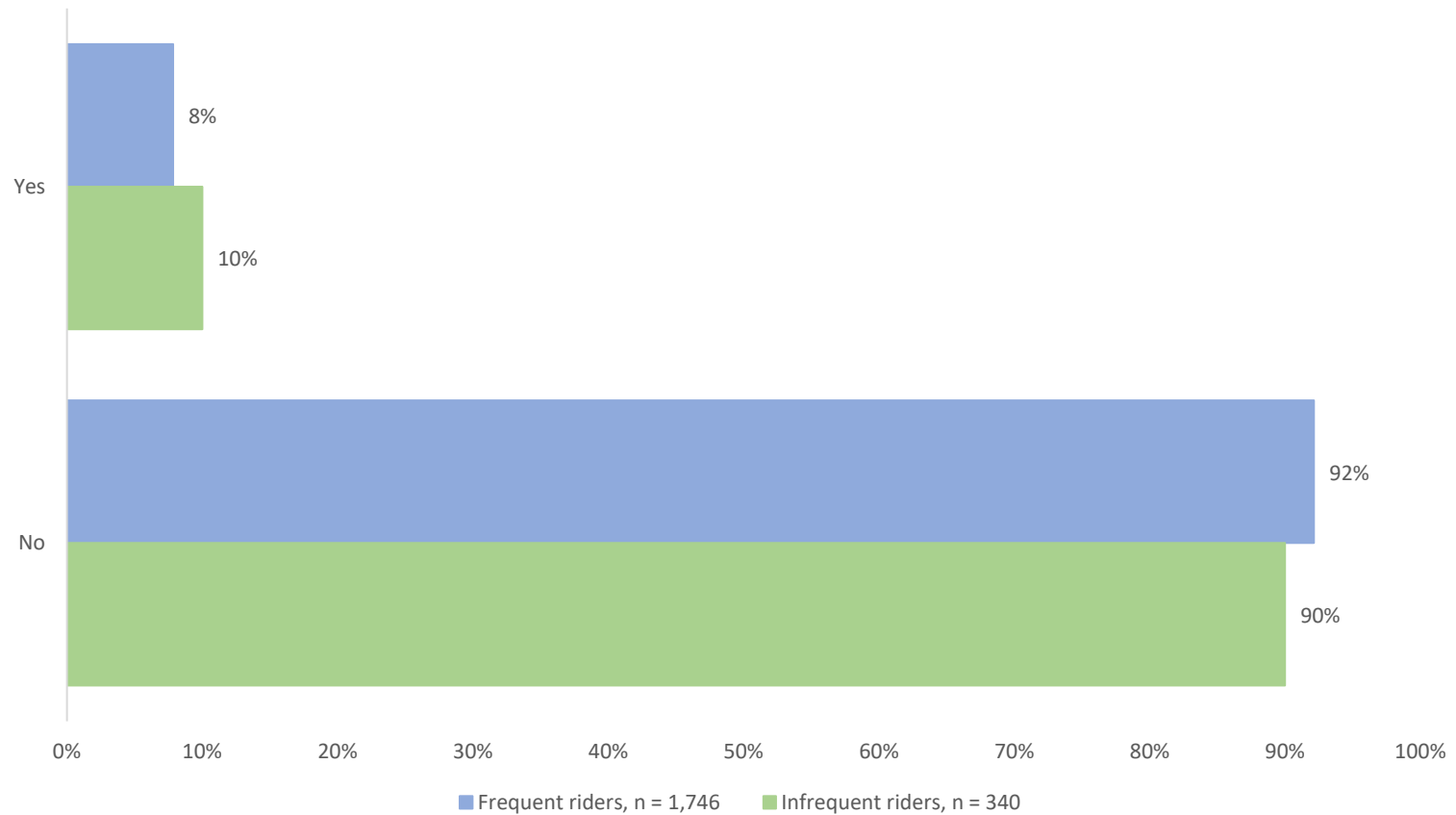
AGE & GENDER: FREQUENT V INFREQUENT

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



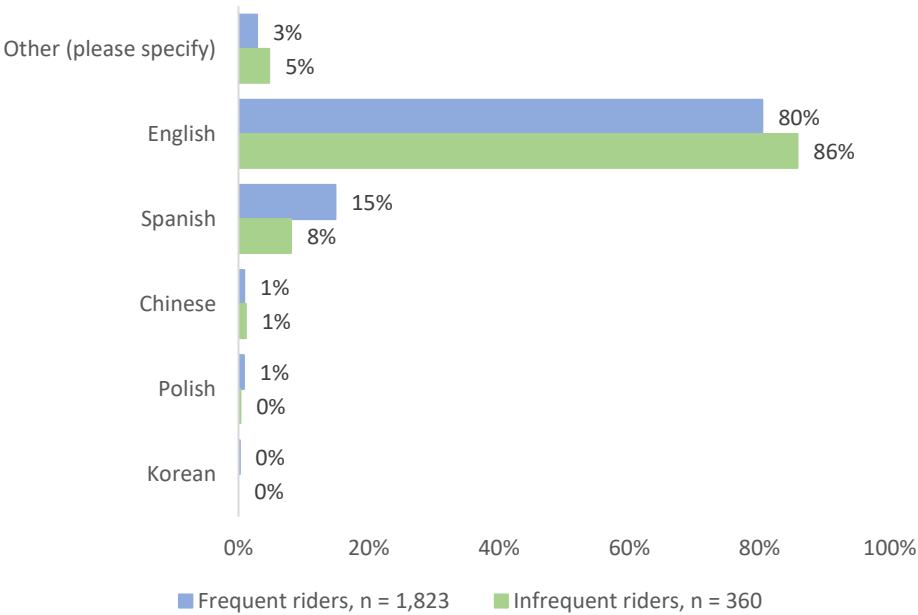
DISABILITY STATUS: FREQUENT V INFREQUENT

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



LANGUAGE: FREQUENT V INFREQUENT

Primary Language Spoken at Home



English Proficiency

