

2023 Q2 Survey Draft Results Overview

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 Q2 2023 (April 25, 2023, to May 15, 2023) survey, the fourth 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 Q2 2023 survey included:
 - Service reliability, crowding, and real-time arrival information accuracy
 - Q4 2022 survey focused on real-time arrival information accuracy and Q1 2023 and Q4 2022 focused on service reliability, allowing for comparison on these focus topic questions across quarterly surveys



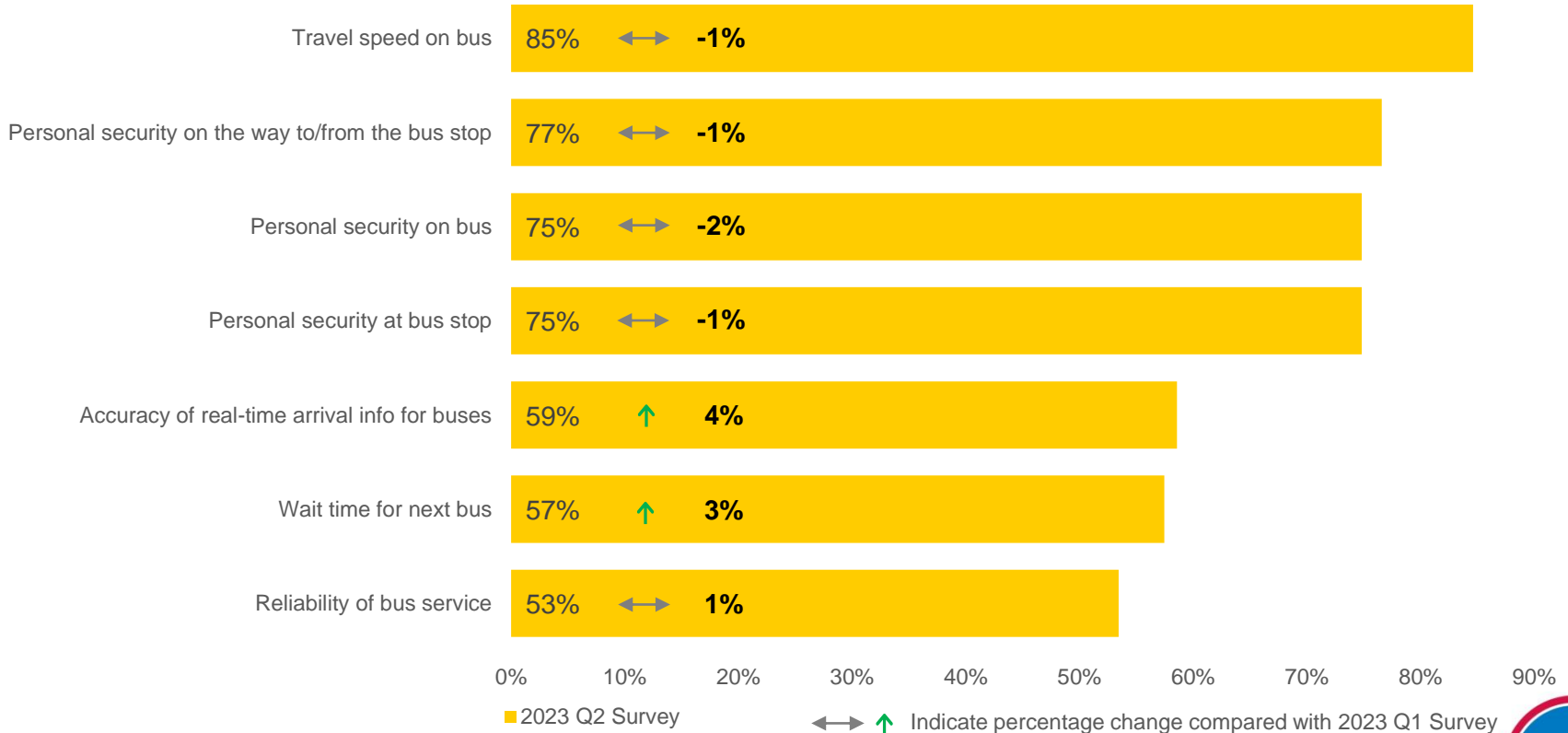
Results – Bus and Rail Key Attributes



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO LAST QUARTER

Respondent satisfaction with accuracy of real-time arrival information and wait time for next bus improved compared with the Q1 2023 survey. Satisfaction with travel speed, personal security, and reliability remained comparable to last quarter's results.

Percent Satisfied with CTA Bus Attributes Compared to Last Quarter

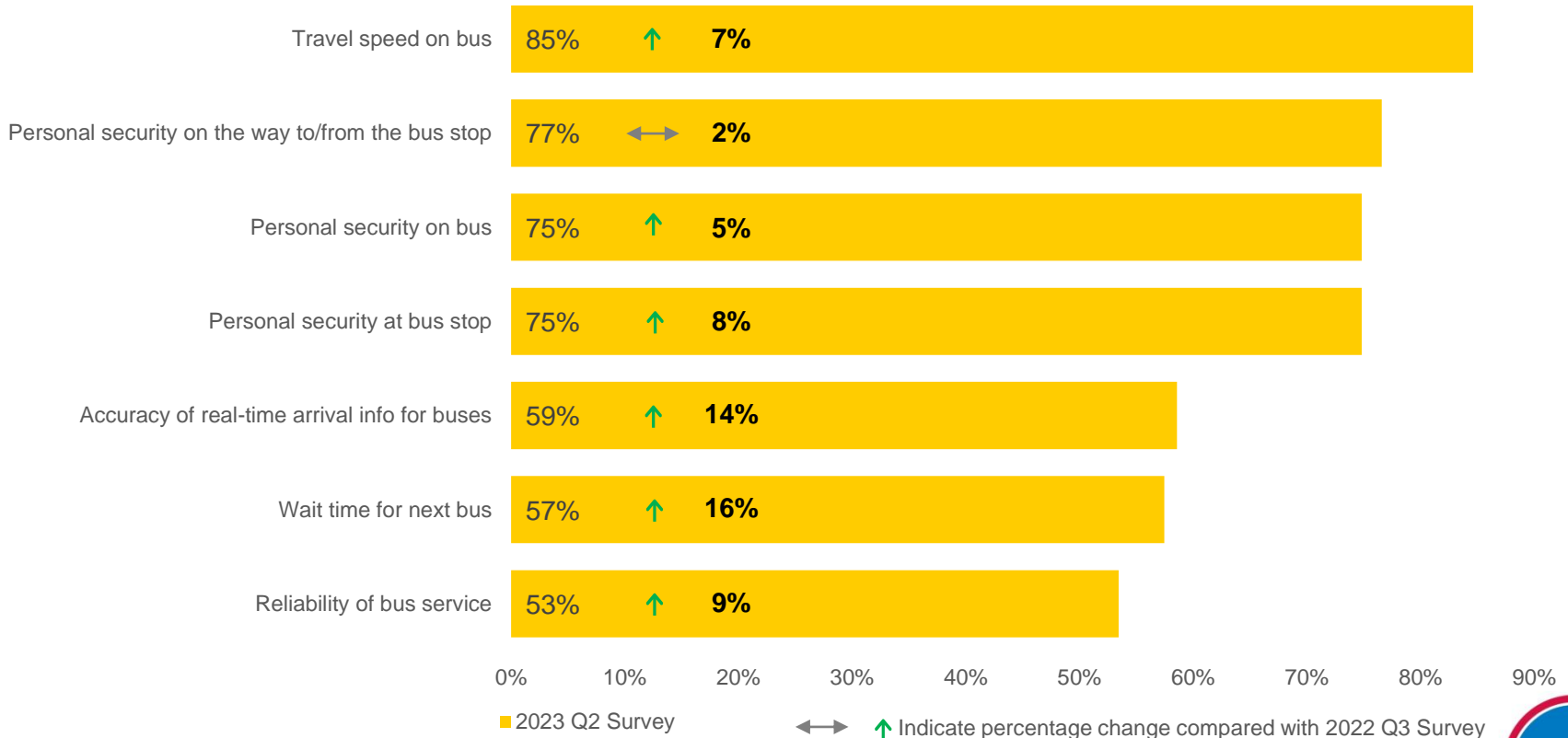


For the Q1 2023 and Q2 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about wait time generally.

CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO Q3 2022 (MEETING THE MOMENT BASELINE)

Compared with Q3 2022 baseline results, respondent satisfaction with all attributes related to CTA Bus have improved. The three attributes with the lowest satisfaction; 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 Q3 2022 Survey (MTM Baseline)



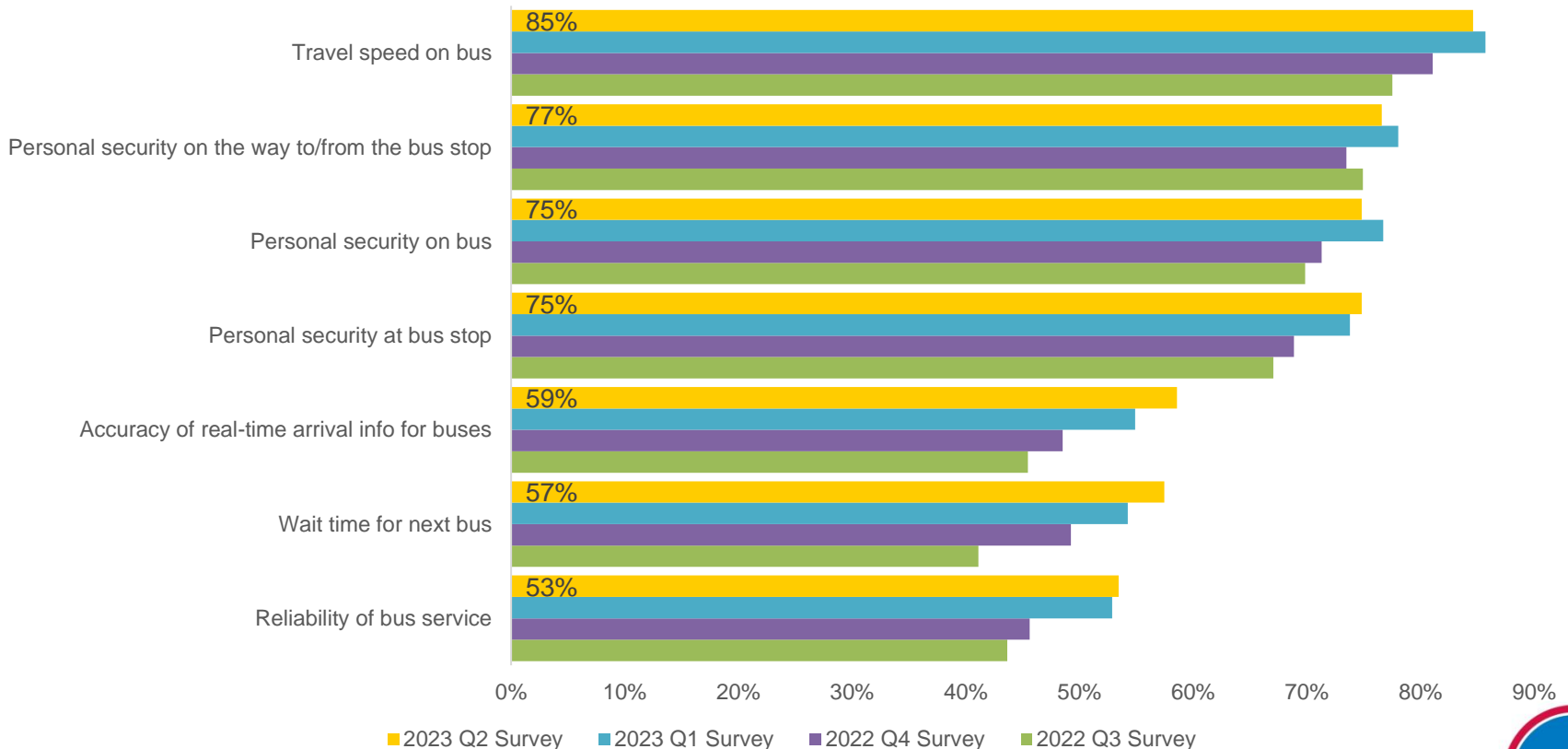
For the Q2 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about wait time generally.



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO PAST QUARTERLY SURVEYS

Satisfaction with bus attributes in Q2 2023 have followed an upward trajectory since the quarterly survey effort was initiated, with consistent satisfaction levels reported for travel speed and personal security, and improvements related to accuracy of real-time arrival information, wait time for the next bus, and reliability.

Percent Satisfied with CTA Bus Attributes Compared to Past Quarterly Surveys



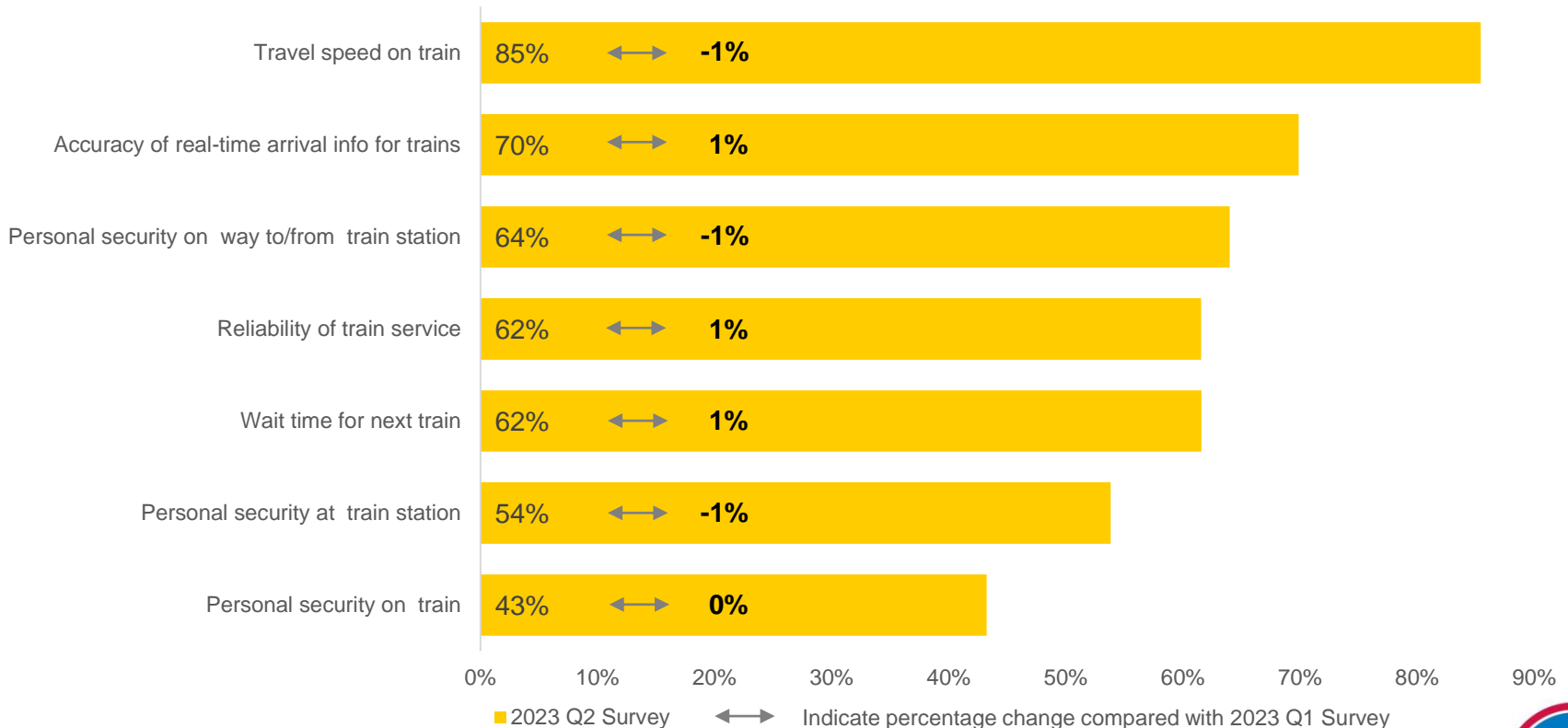
For the Q4 2022, Q1 2023 and Q2 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about wait time generally.



CUSTOMER SATISFACTION: TRAIN ATTRIBUTES COMPARED TO LAST QUARTER

Respondent satisfaction with all attributes related to CTA train remained comparable to the results of the last quarterly survey. Respondents were the most satisfied with travel speed on train and least satisfied with personal security on the train.

Percent Satisfied with CTA Train Attributes Compared to Last Quarter



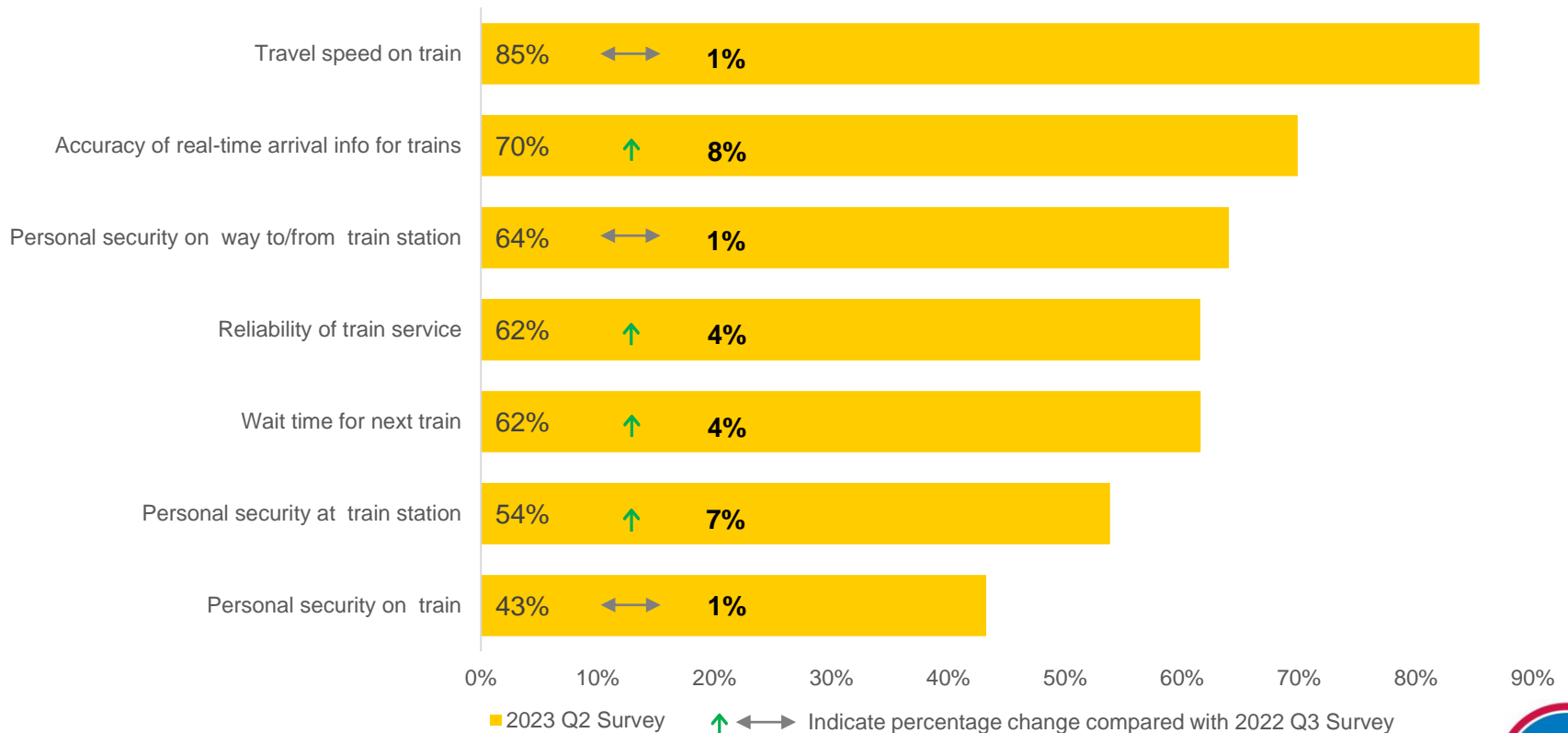
For the Q1 2023 and Q2 2023 results, satisfaction with wait time for next train represents the average satisfaction with wait time for next train on weekdays and wait time for next train on weekends in order to compare with past surveys, which only asked about wait time generally.



CUSTOMER SATISFACTION: TRAIN ATTRIBUTES COMPARED TO Q3 2022 (MEETING THE MOMENT BASELINE)

Compared with Q3 2022 baseline results, respondent satisfaction with real-time arrival information and personal security at the train station have seen the biggest improvements. Wait time for the next train, and reliability of train service have also increased.

Percent Satisfied with CTA Train Attributes Compared to Q3 2022 Survey (MTM Baseline)

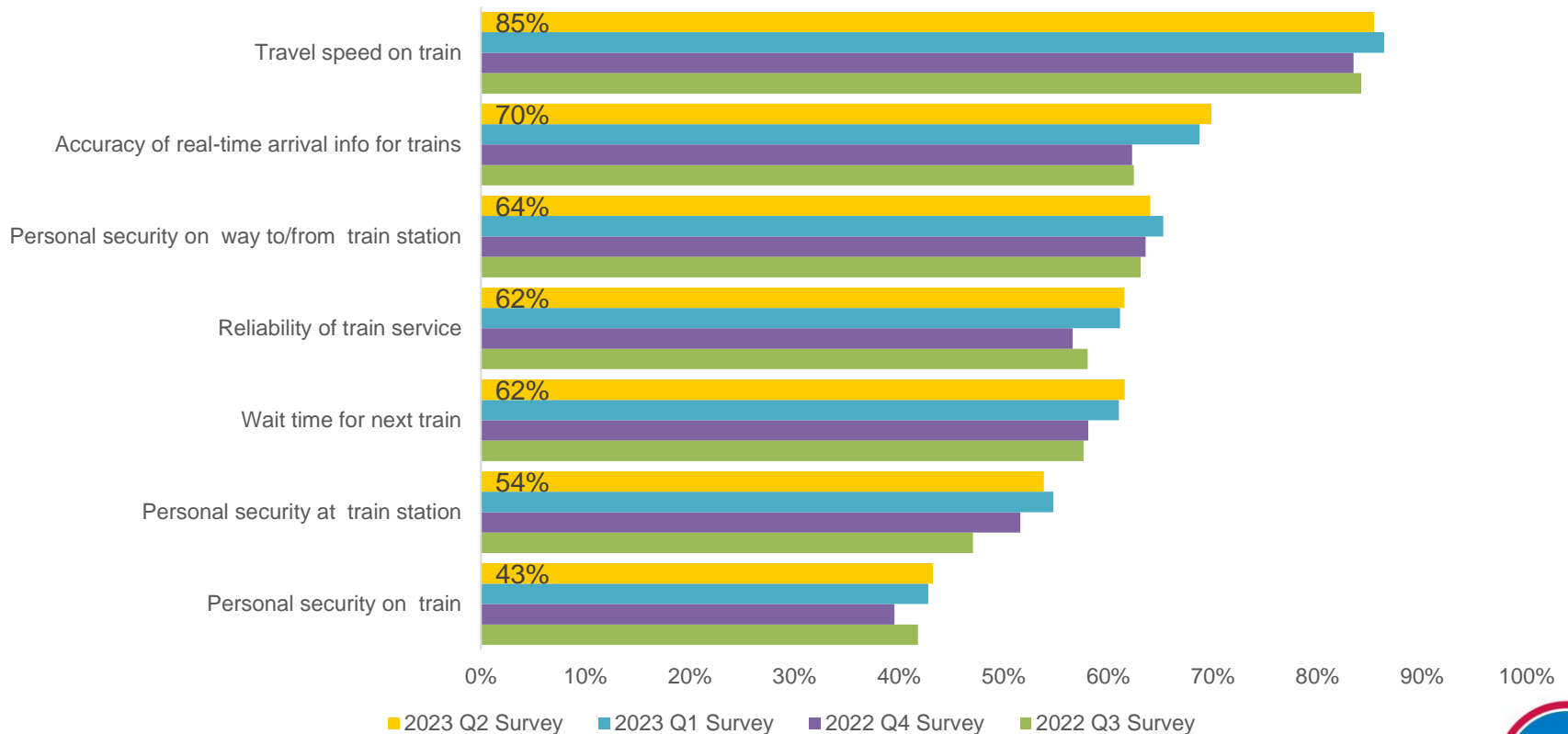


For the Q2 2023 results, satisfaction with wait time for next train represents the average satisfaction with wait time for next train on weekdays and wait time for next train on weekends in order to compare with past surveys, which only asked about wait time generally.

CUSTOMER SATISFACTION: TRAIN ATTRIBUTES COMPARED TO PAST QUARTERLY SURVEYS

Satisfaction with train attributes on the Q2 2023 survey have improved since the quarterly survey effort was initiated, however, improvements have leveled off between Q1 2023 and Q2 2023.

Percent Satisfied with CTA Train Attributes Compared to Past Quarterly Surveys

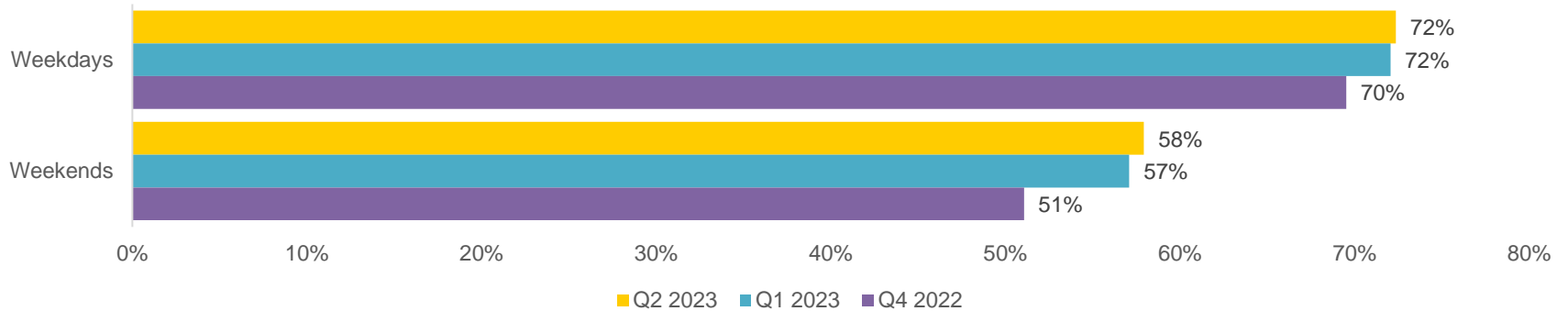


For the Q4 2022, Q1 2023 and Q2 2023 results, satisfaction with wait time for next train represents the average satisfaction with wait time for next train on weekdays and wait time for next train on weekends in order to compare with past surveys, which only asked about wait time generally.

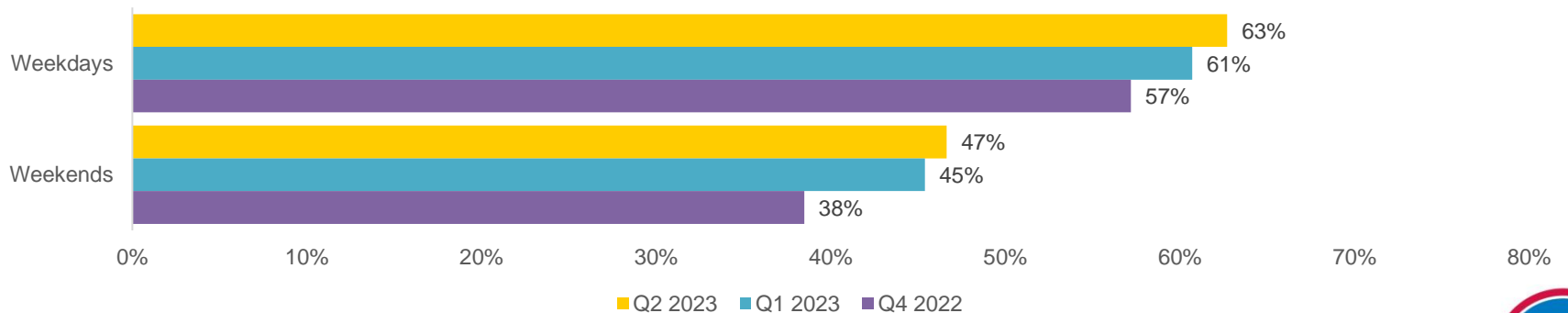
CTA RELIABILITY: WEEKDAYS VS WEEKENDS

Respondents from Q2 2023 were slightly more likely to agree that services arrive when they expect them to compared to respondents from Q1 2023 and Q4 2022.

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



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



RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE COMPARED TO PAST SURVEYS

Across all quarterly surveys, when respondents were asked to rank improvements that would encourage more frequent CTA use, “if service came more frequently during weekdays” and “if service came more frequently during weekends” ranked in the top 5 improvements. For Q2 2023, more accurate real-time arrival information and bus service reliability dropped in the rankings to 5th and 6th, while better security onboard became the top choice.

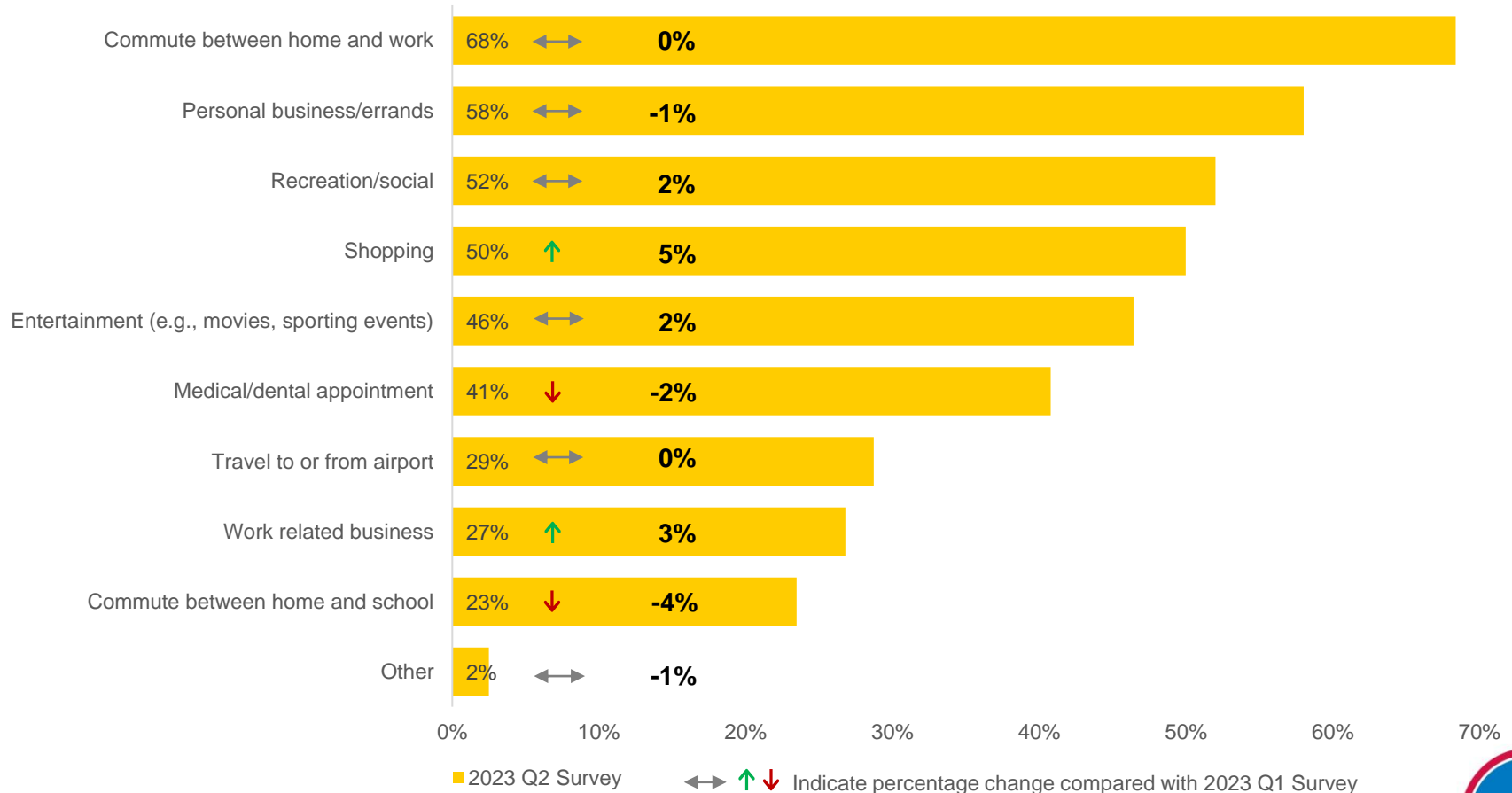
Which of the following improvements would encourage you to ride CTA more frequently?	Q2 2023, n = 2,430	Q1 2023, n = 2,153	Q4 2022, n = 2,183	Q3 2022, n = 1,802
If there was better security on board	1	5	4	2
If service came more frequently during weekdays	2	1	2	4
If there was better security at stations/stops	3	8	6	3
If service came more frequently during weekends	4	4	5	1
If real-time arrival information for buses was more accurate	5	2	1	7
If buses were faster and more reliable	6	3	3	5
If trains were faster and more reliable	7	6	8	6
If vehicles/stations were cleaner	8	9	9	8
If real-time arrival information for trains was more accurate	9	7	7	9
If CTA fares were lower/more affordable	10	10	10	10
If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless	11	11	11	11



TRIP PURPOSE COMPARED TO LAST QUARTER

Use of CTA for commuting, personal business and errands, and recreational purposes remained consistent compared with last quarter. Respondents reported fewer trips on CTA for school, likely representing seasonal patterns, and more trips for shopping.

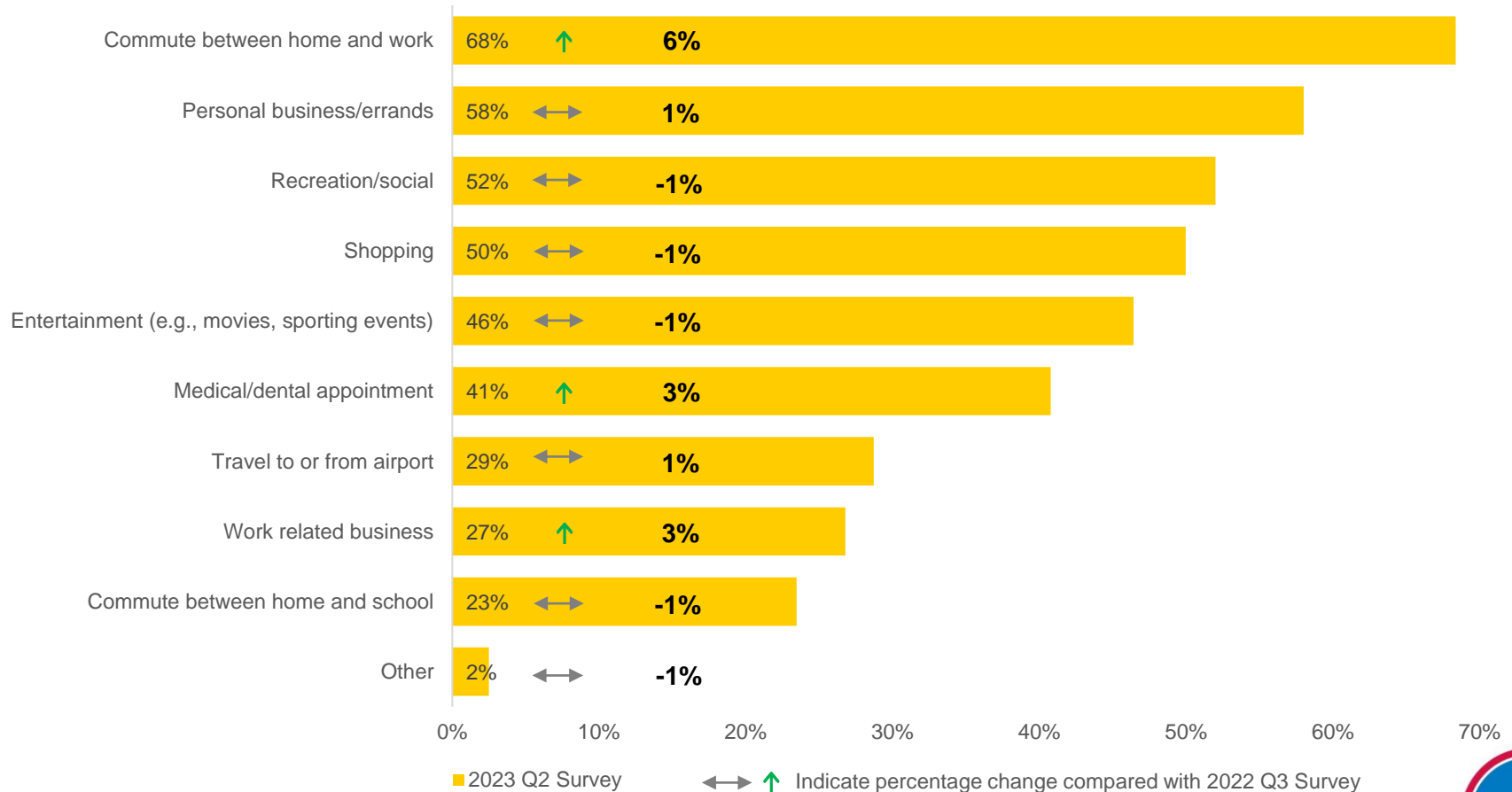
Trip Purpose on CTA
Compared to Last Quarter



TRIP PURPOSE COMPARED TO Q3 2022 (MEETING THE MOMENT BASELINE)

Respondents use of CTA to commute, for work related business, and medical appointments has increased since the quarterly surveys were initiated, while other trip purposes on CTA have remained flat.

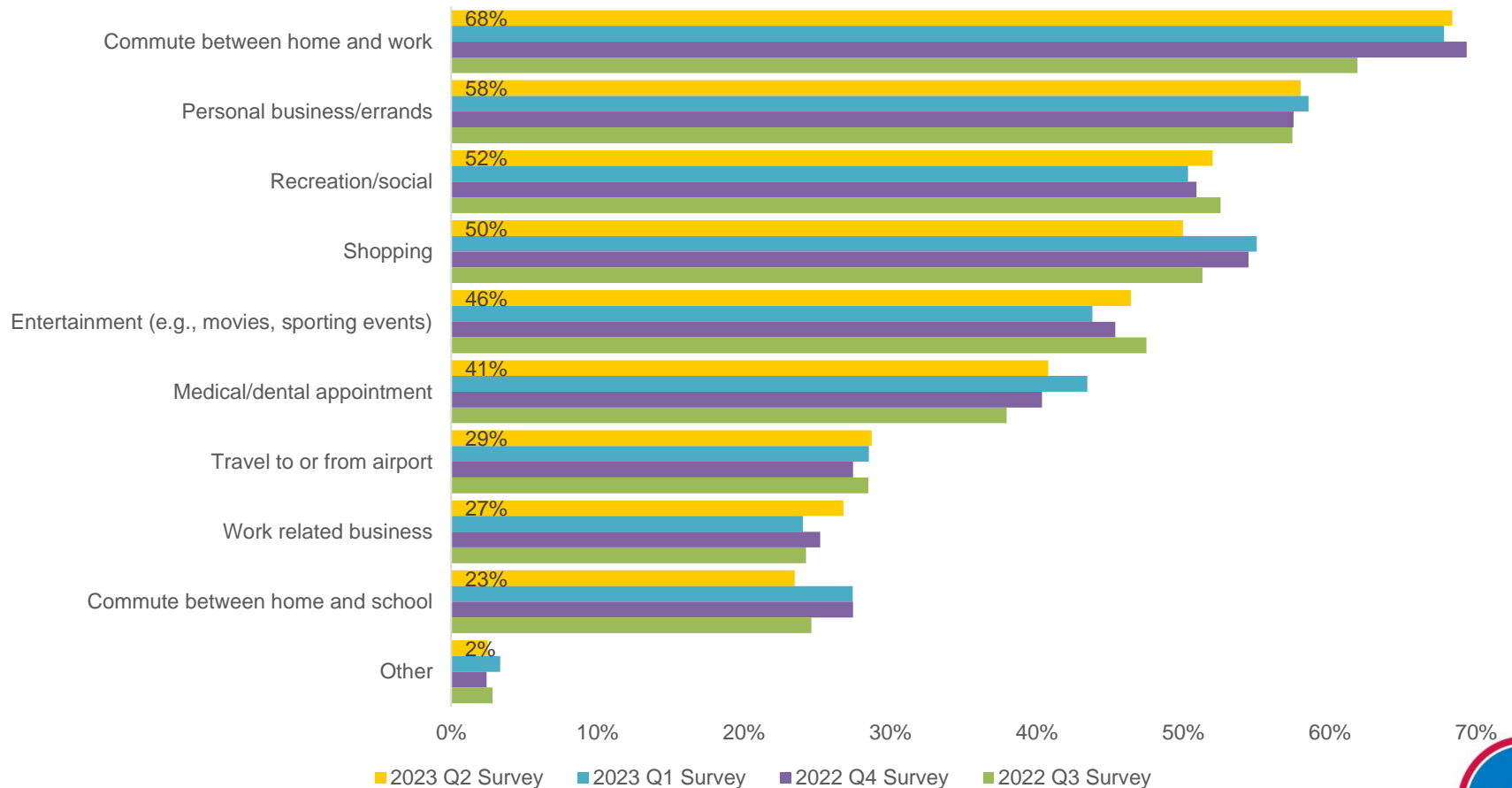
Trip Purpose on CTA
Compared to Q3 2022 (MTM Baseline)



TRIP PURPOSE COMPARED TO PAST QUARTERLY SURVEYS

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

Trip Purpose on CTA
Compared to Past Quarterly Surveys



Results – Frequent and Infrequent Rider Segmentation



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 February, March and April 2023.
- Sample size = 1,988

Infrequent riders:

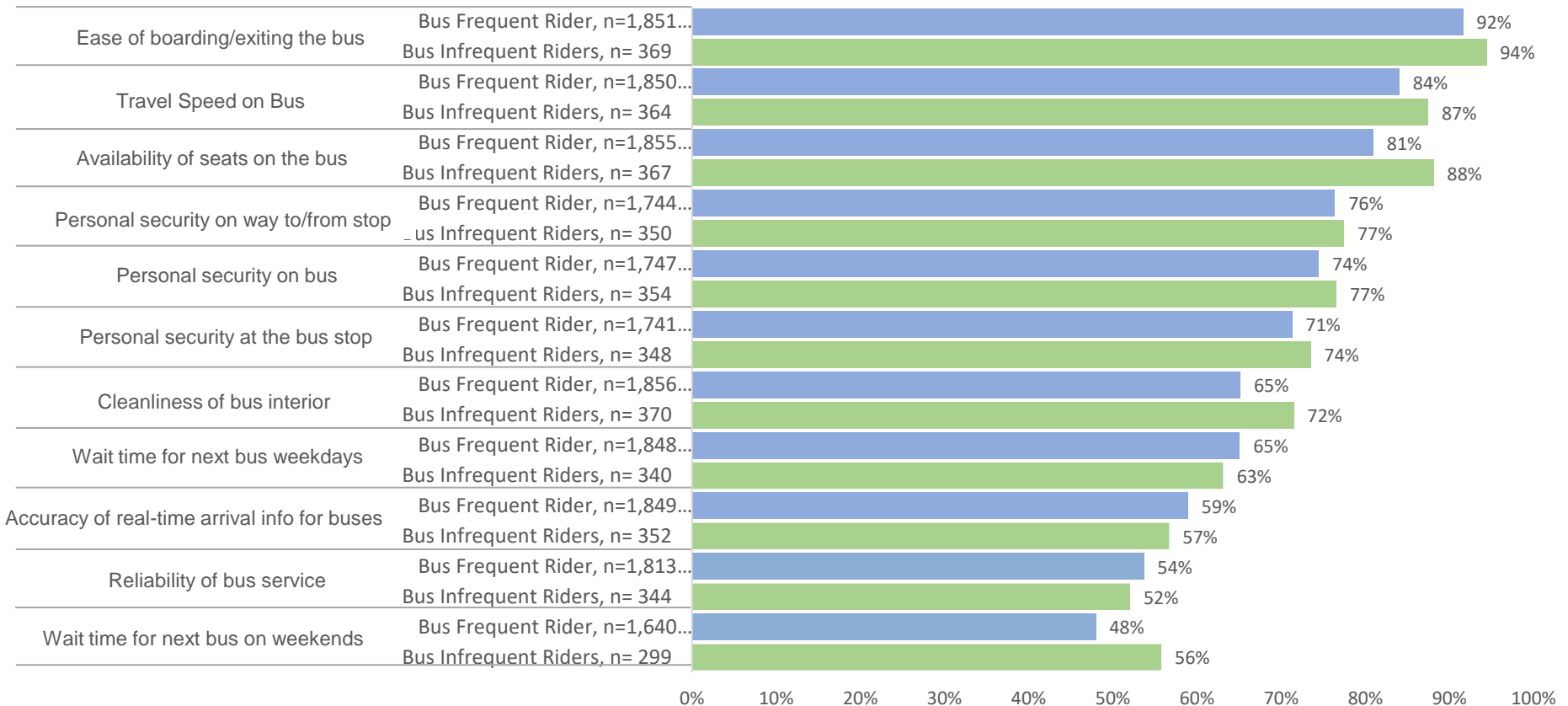
- Used CTA Bus or Rail at most 1-2 days per month during February, March and April 2023.
- Sample size = 442



CUSTOMER SATISFACTION: BUS ATTRIBUTES

All respondents were most satisfied with ease of boarding/exiting the bus. **Frequent riders** were least satisfied with wait time for next bus weekends. **Infrequent riders** were least satisfied with reliability of bus service.

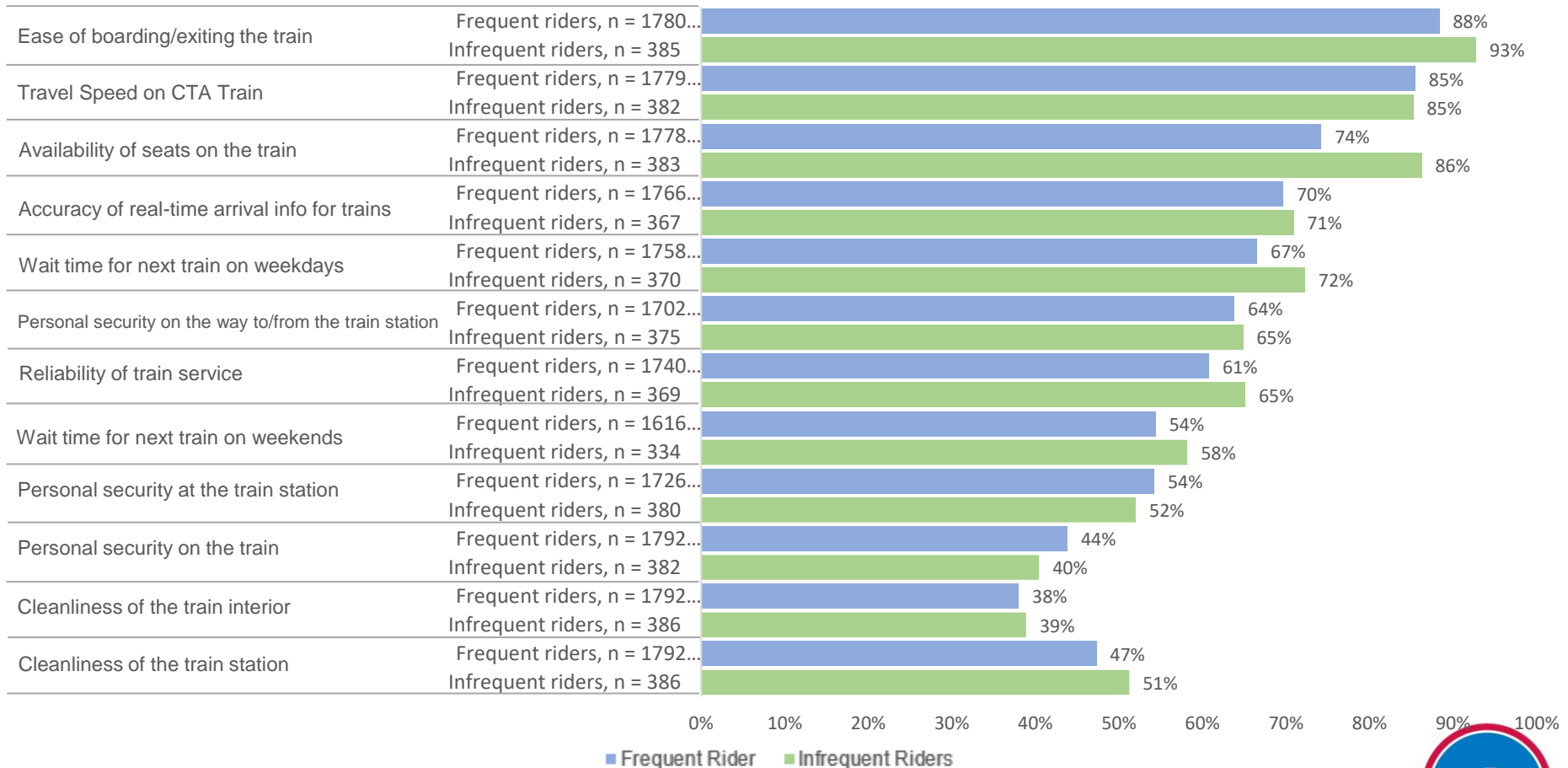
Percent Satisfied with CTA Bus Attributes



CUSTOMER SATISFACTION: RAIL ATTRIBUTES

Frequent riders and infrequent riders were most satisfied with ease of boarding/exiting the train and least satisfied with the cleanliness of the train interior.

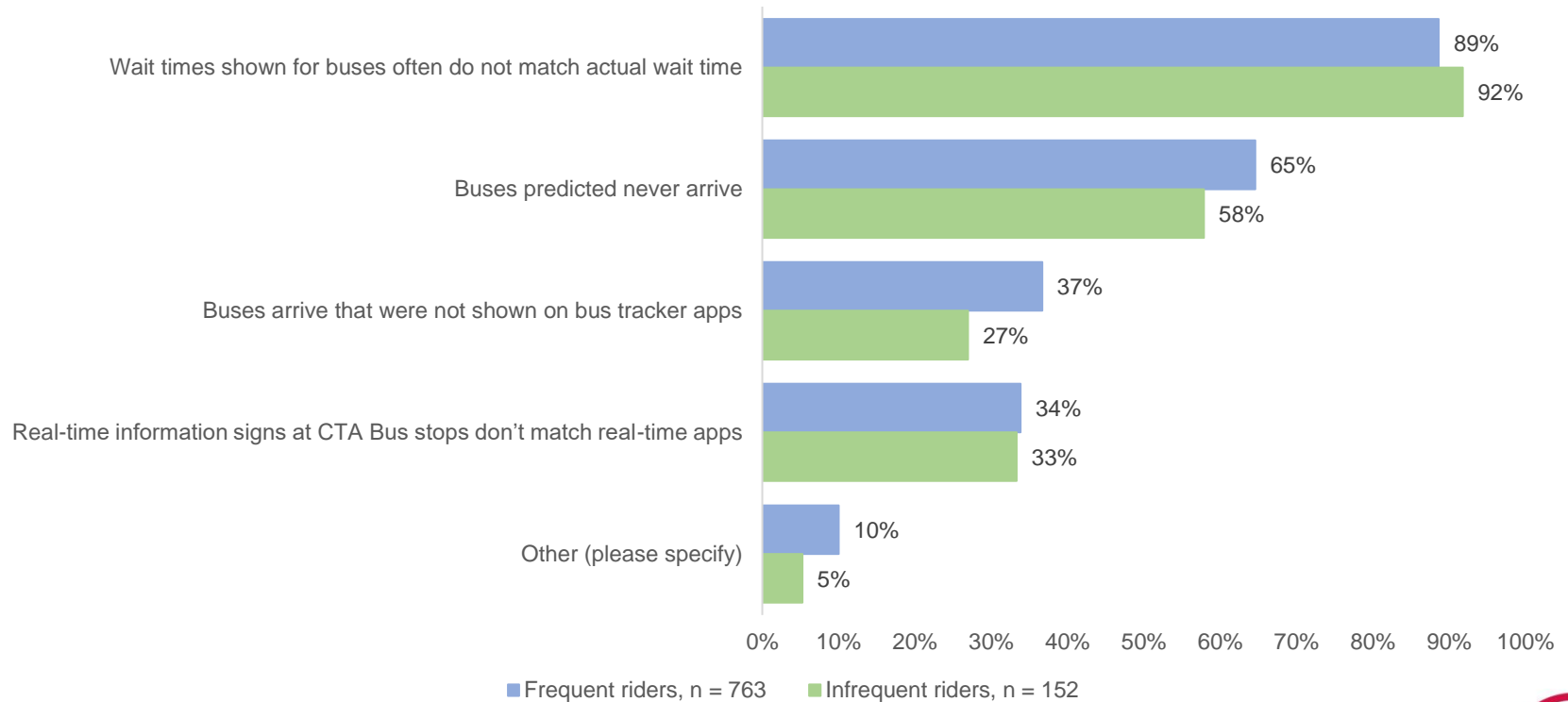
Percent Satisfied with CTA Rail Attributes



REASONS FOR DISSATISFACTION WITH CTA BUS REAL-TIME ARRIVAL INFORMATION

The most common reason both **frequent riders** and **infrequent riders** gave for being dissatisfied with CTA Bus Real-Time Arrival Information was that wait times shown for buses often do not match actual wait time.

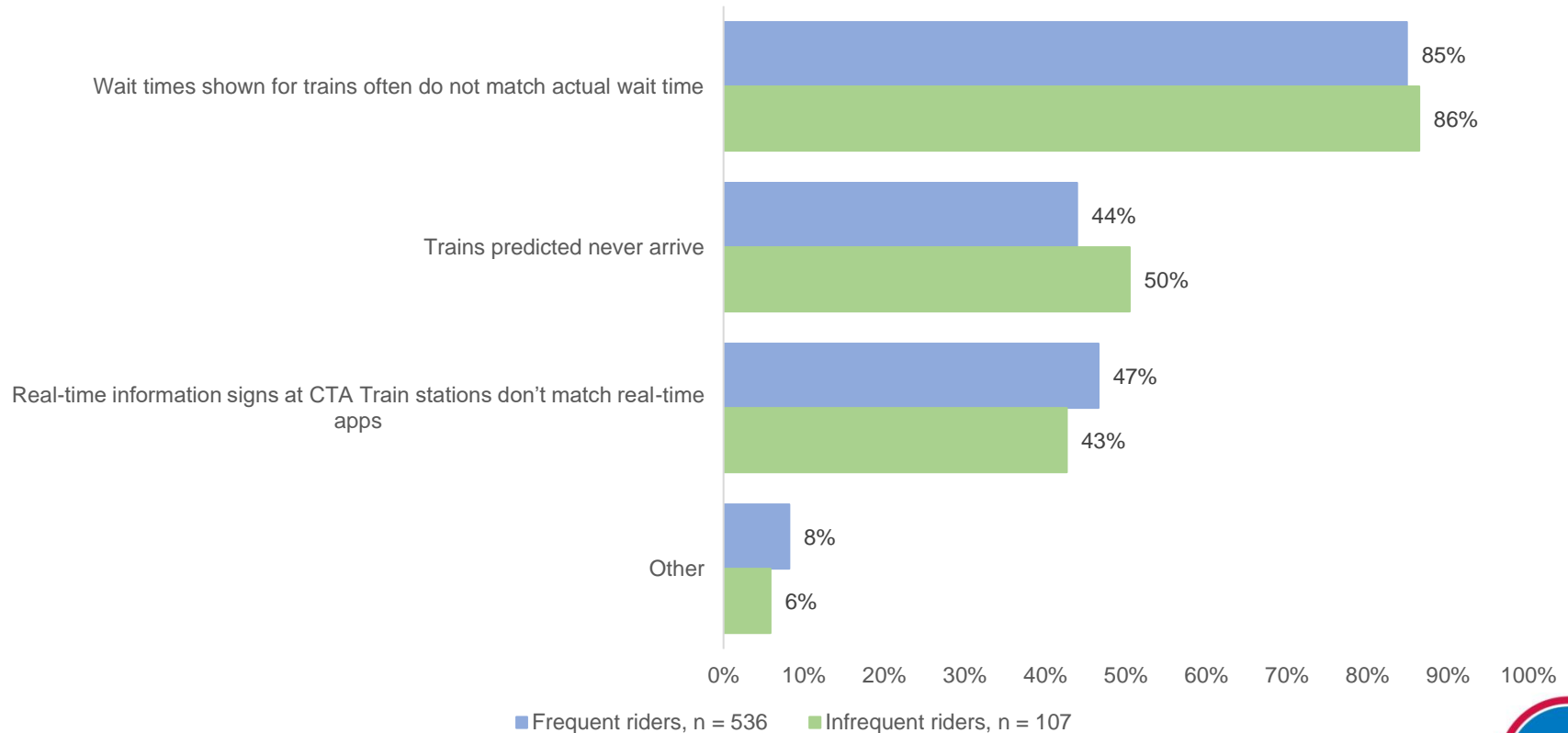
Reasons for Dissatisfaction with CTA Bus Real-Time Arrival Information
(select all that apply)



REASONS FOR DISSATISFACTION WITH CTA TRAIN REAL-TIME ARRIVAL INFORMATION

The most common reason both **frequent riders** and **infrequent riders** gave for being dissatisfied with CTA Train Real-Time Arrival Information was that wait times shown for buses often do not match actual wait time.

Reasons for Dissatisfaction with CTA Train Real Time Arrival Information
(select all that apply)



RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE: FREQUENT VS INFREQUENT

Better security on board was in the top 3 ranked improvements that would encourage more frequent CTA use for both rider types.

Which of the following improvements would encourage you to ride CTA more frequently?	All respondents, n = 2,430	Frequent riders, n = 1,988	Infrequent riders, n = 442
If there was better security on board	1	2	1
If service came more frequently during weekdays	2	1	5
If there was better security at stations/stops	3	4	2
If service came more frequently during weekends	4	3	4
If real-time arrival information for buses was more accurate	5	5	7
If buses were faster and more reliable	6	6	3
If trains were faster and more reliable	7	8	6
If vehicles/stations were cleaner	8	7	8
If real-time arrival information for trains was more accurate	9	9	9
If CTA fares were lower/more affordable	10	10	10
If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless	11	11	11



Results – Tracker Satisfaction, CTA-Pace Integration

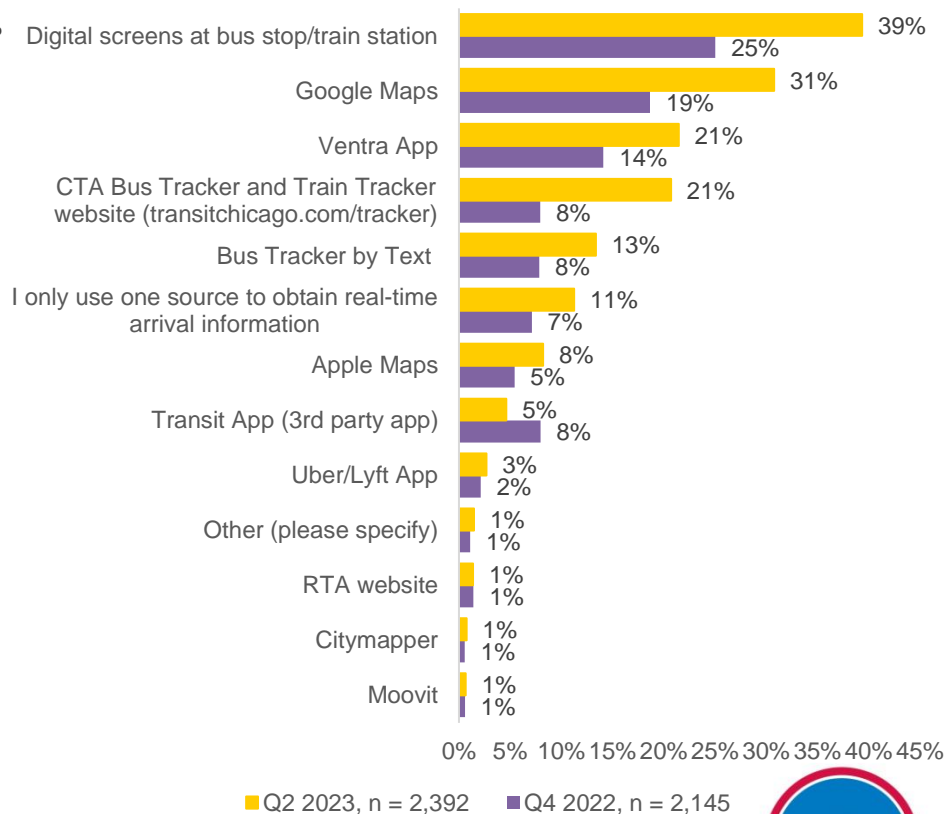
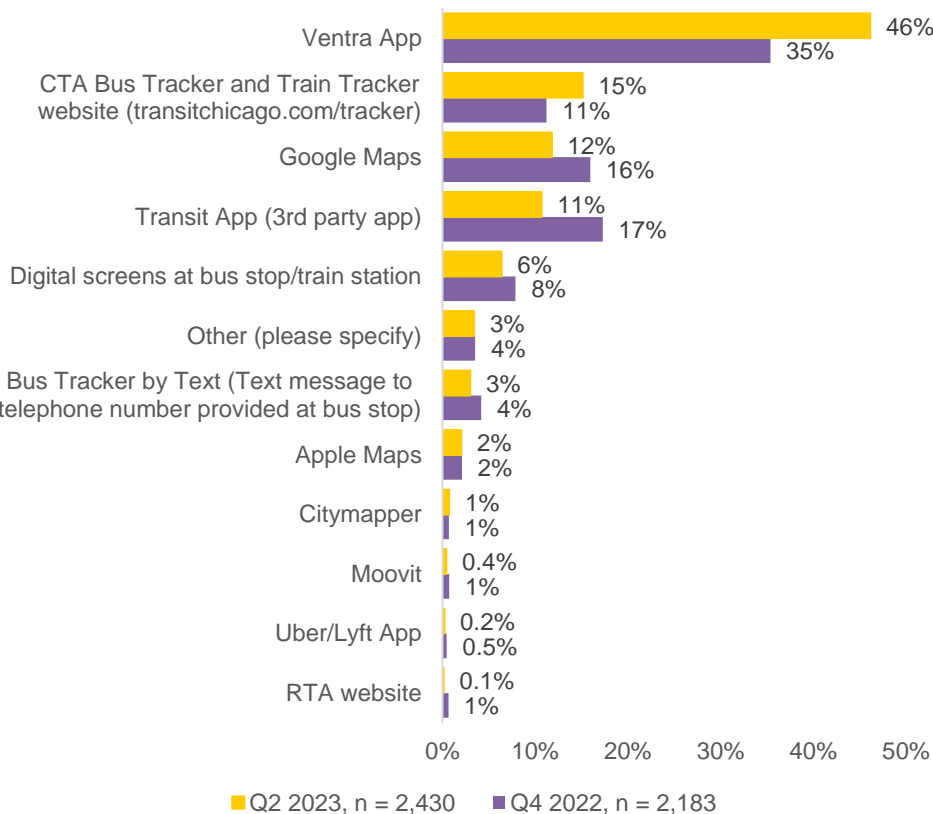


USE OF REAL-TIME ARRIVAL INFORMATION APPS COMPARED TO PAST SURVEYS

Ventra was the most common primary source of real-time arrival information used by respondents in Q4 2022 and Q2 2023. Digital screens at bus stop/train station was the most common secondary source for real-time arrival information.

Primary Real-Time Tracker Used

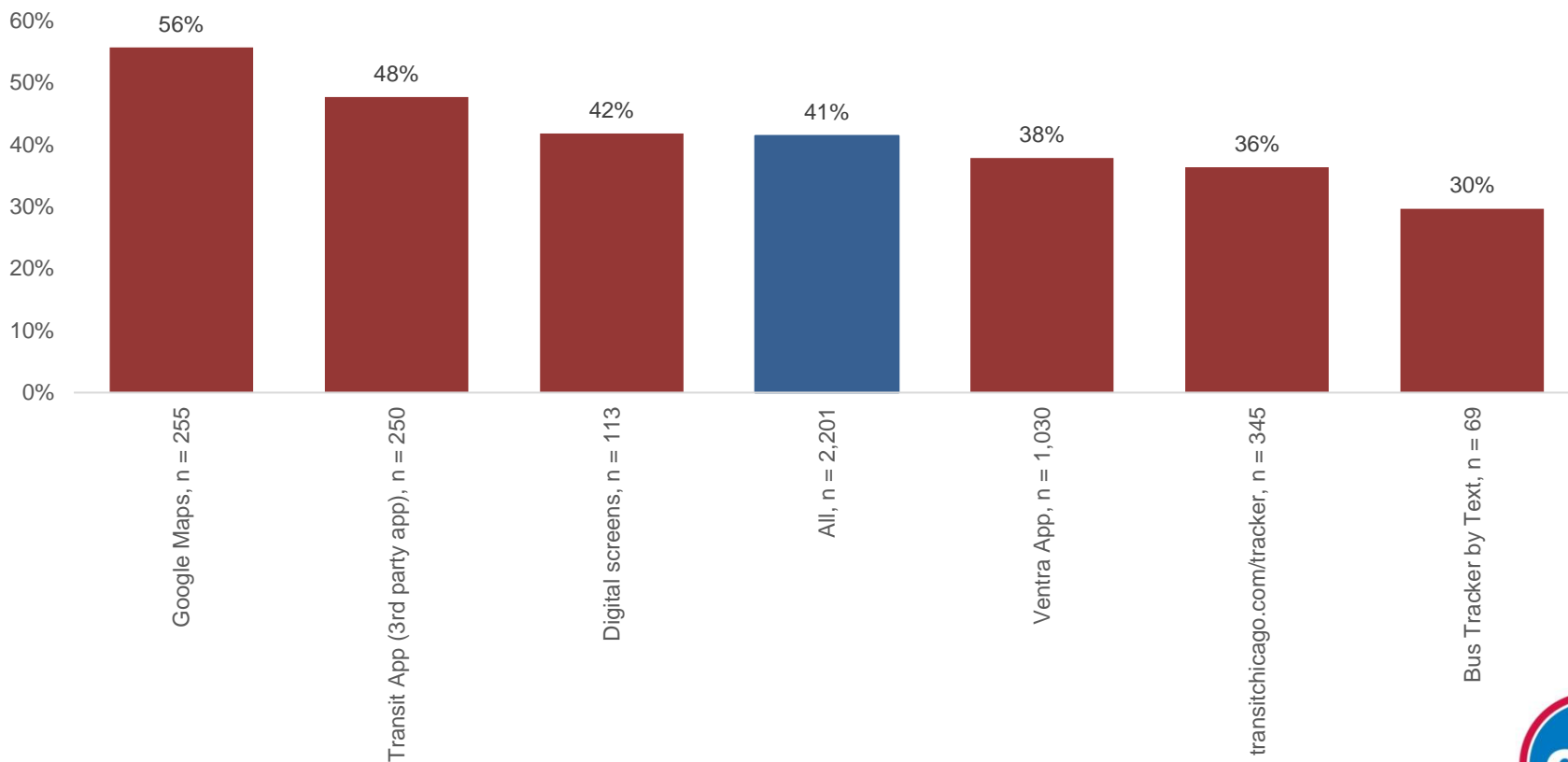
Secondary Source for Real-Time Arrival Information



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

Respondents who reported using Google Maps and Transit App for their primary source of real-time arrival information reported the most dissatisfaction with the accuracy of real-time arrival information for buses. Respondents using Ventra app, transitchicago.com/tracker, and CTA Bus Tracker by Text were less likely to be dissatisfied.

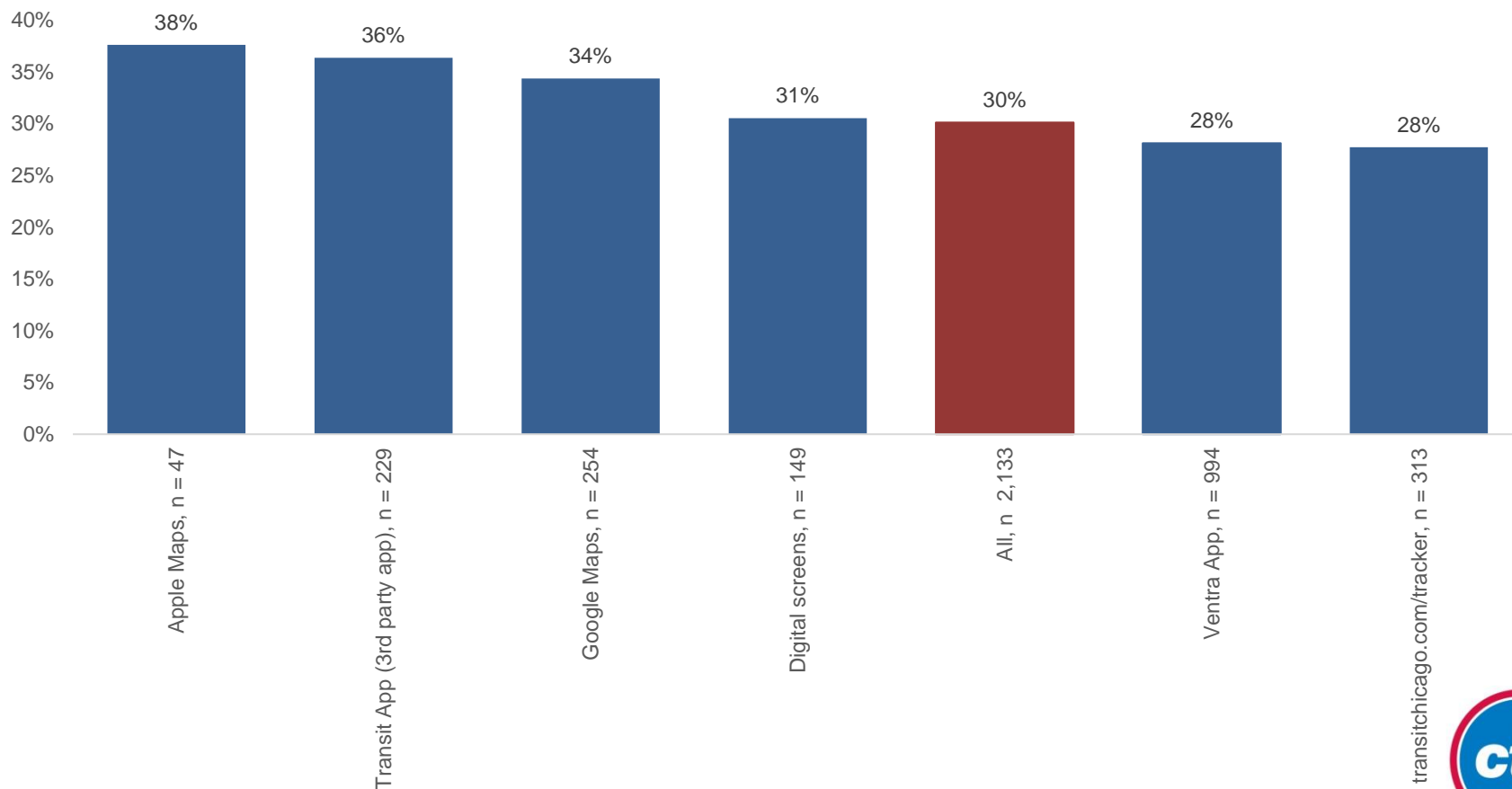
Percent dissatisfied with accuracy of real-time arrival information for buses by primary information source



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

Respondents who reported using Transit App and Google Maps for their primary source of real-time arrival information reported the most dissatisfaction with the accuracy of real-time arrival information for trains. Respondents using Ventra app transitchicago.com/tracker and were less likely to be dissatisfied.

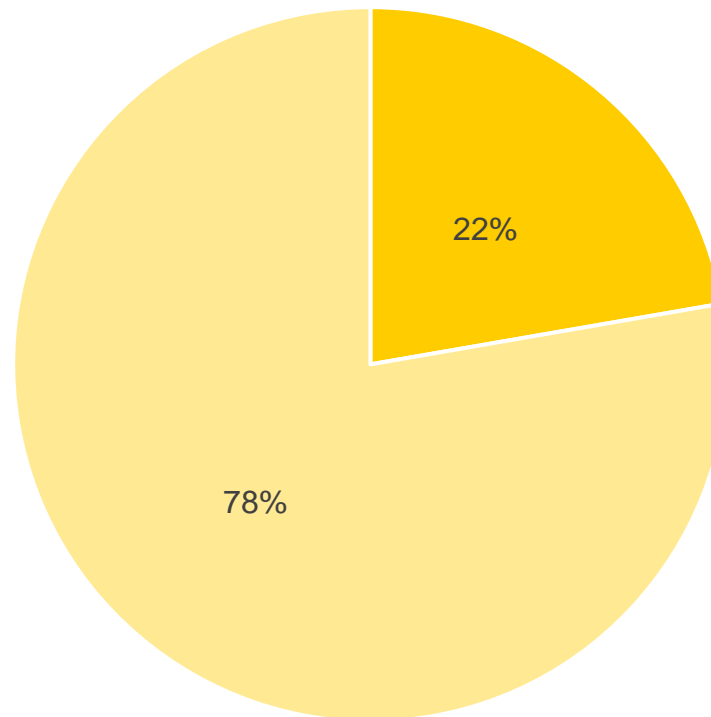
Percent dissatisfied with accuracy of real-time arrival information for trains by primary information source



IMPACT OF UNLIMITED RIDE PASS INTEGRATION

22% of respondents reported that the integration of CTA and Pace pass products impacted whether they purchased a pass or which transit services they use.

Has the integration of CTA and Pace pass products impacted whether you purchased a pass or which transit services you use?



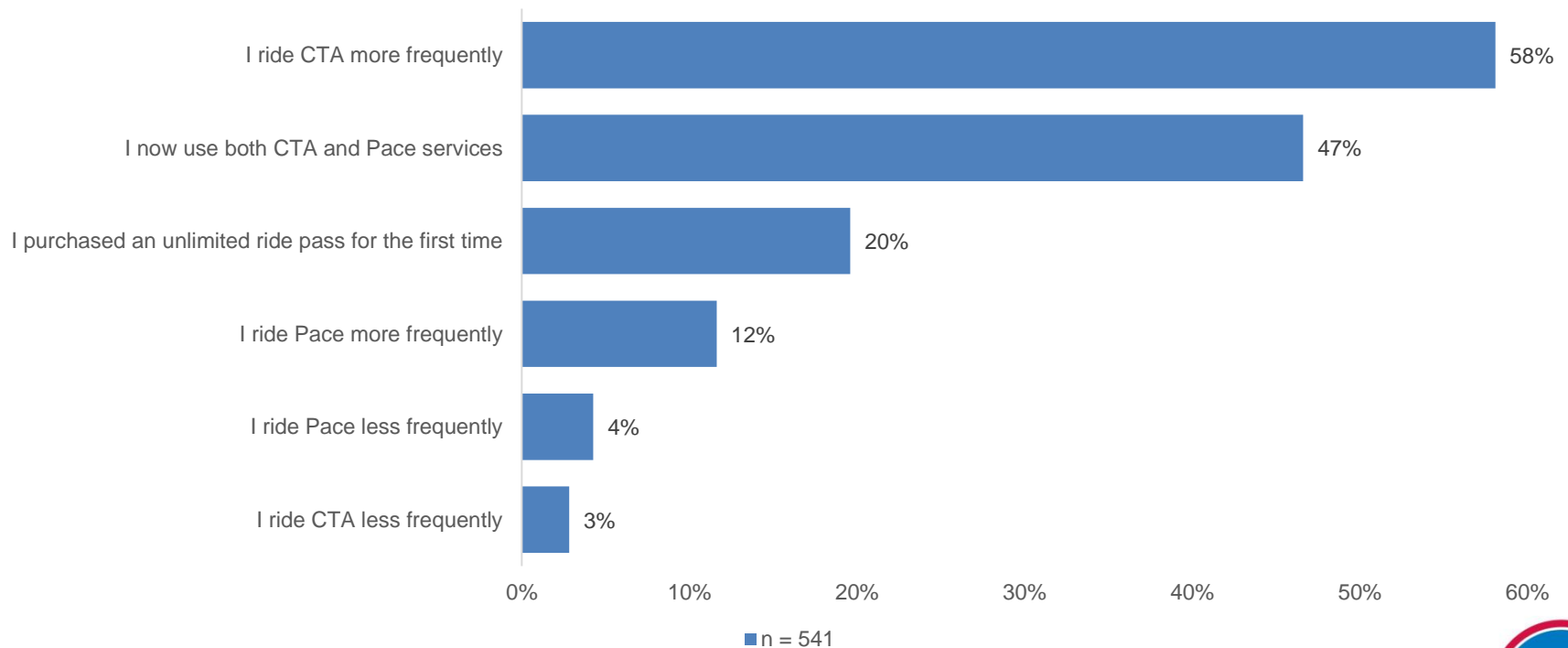
■ Yes, n = 541 ■ No, n =1,889



IMPACT OF UNLIMITED PASS INTEGRATION ON PURCHASE BEHAVIOR AND TRANSIT USE

22% of respondents indicated that the integration of Pace and CTA fare products impacted their fare media choice or ridership. Of those, 58% of respondents reported that they ride CTA more frequently and 20% of respondents reported that they purchased an unlimited ride pass for the first time.

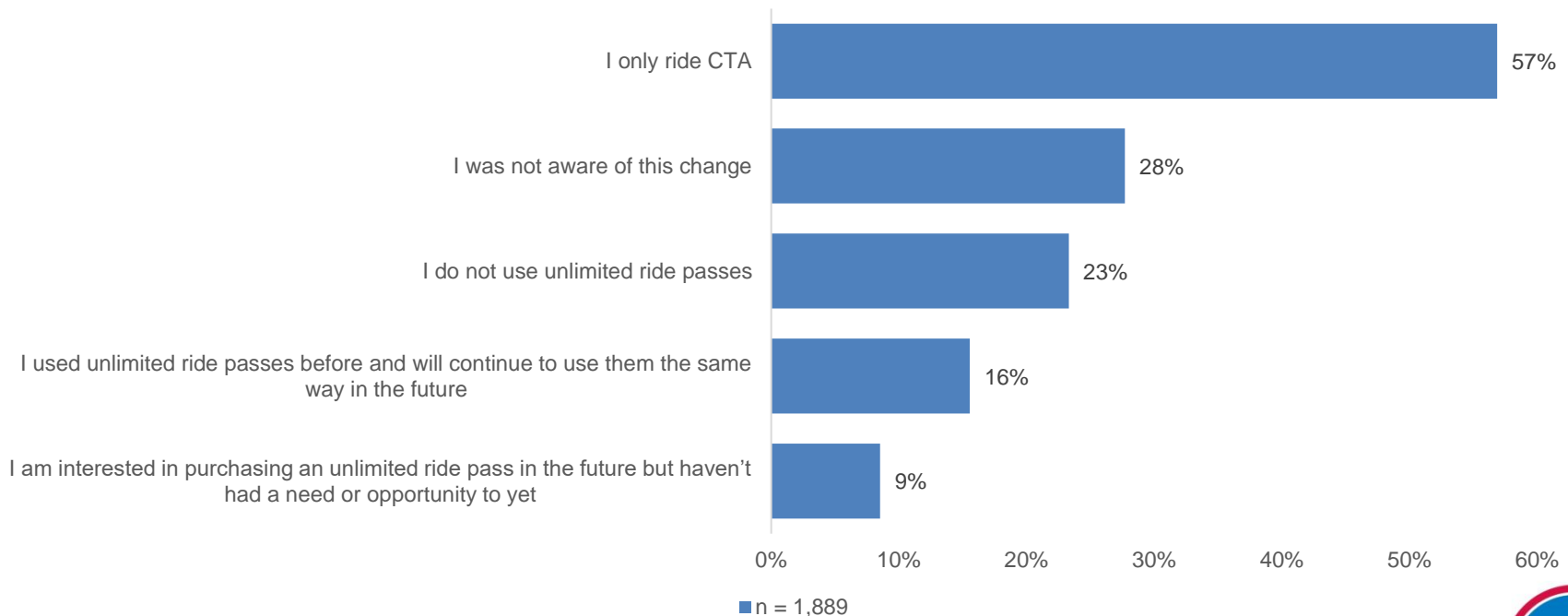
How has the integration of CTA and Pace pass products impacted whether you purchased a pass or which transit services you use?
(select all that apply)



IMPACT OF UNLIMITED PASS INTEGRATION ON PURCHASE BEHAVIOR AND TRANSIT USE

78% of respondents indicated that they were not impacted by the integration of CTA and Pace pass products. Of those, 28% of respondents reported that they were not aware of this change and 23% indicated that they do not use pass products.

Please tell us more about why the integration of CTA and Pace pass products did not impact whether you purchased a pass or which transit services you use
(select all that apply)



APPENDIX



SURVEY ADMINISTRATION & RESULTS

Timeframe:

- Survey open from April 25, 2023, to May 15, 2023.

Recruitment:

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

Email recruitment:

- Email survey distributed to ~26,488 of the ~760,000 Ventra customers who are opted-in to receive emails and have ridden CTA at least once per month during February, March and April 2023.
- Sample proportional to service area population based on customer ZIP code, with oversampling in areas with traditionally low response rates.
- 2,352 responses collected.

Car Card recruitment:

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

Total Sample Size:

- 2,430 completed surveys (88 completed in Spanish)
- Prize drawing incentive offered to all respondents.
- Email survey response rate = 9.2%, higher than other online surveys with prize drawing incentive*

*Results valid at the 95% confidence level with a margin of error of +/-2.0%.



WEIGHTING

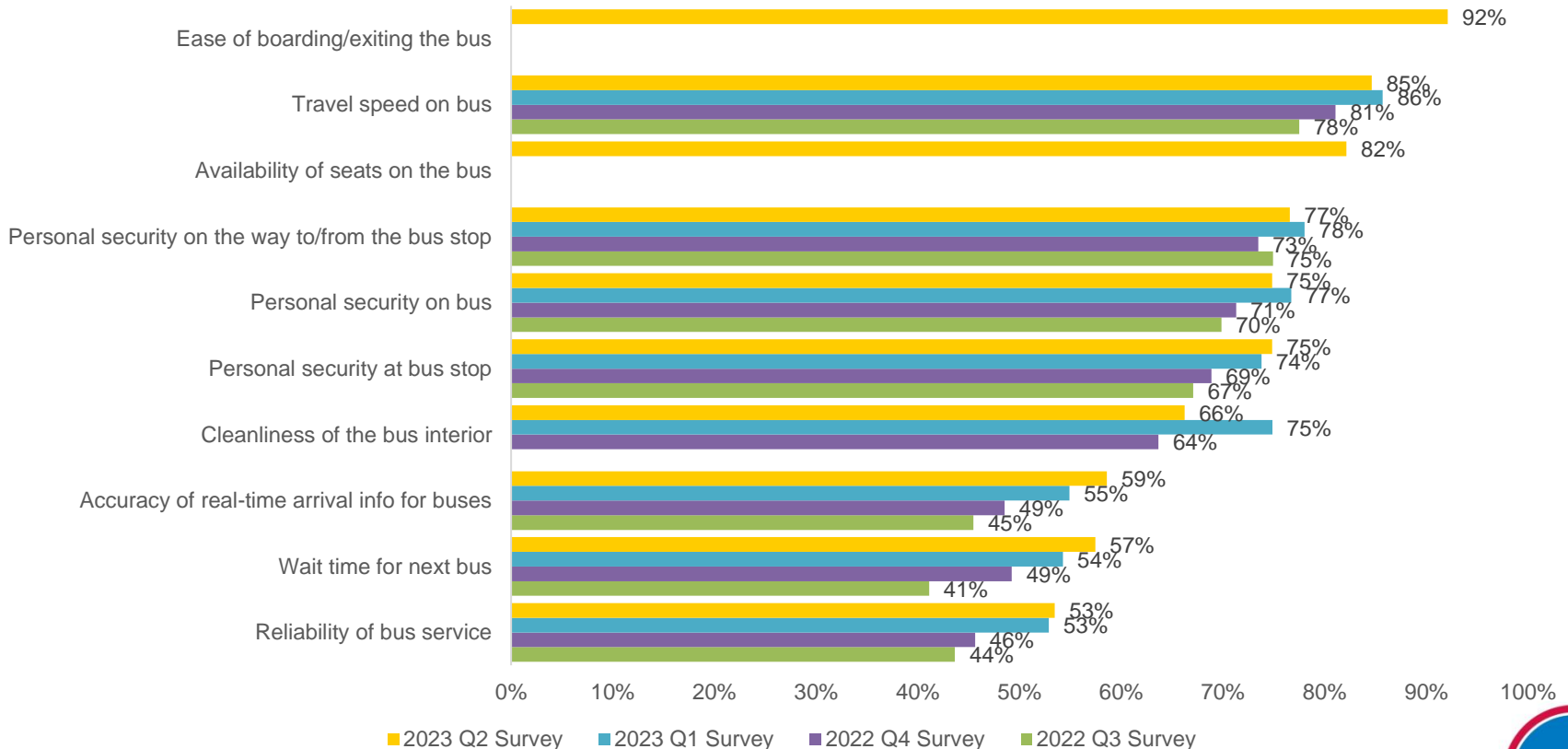
- Results weighted proportionate to CTA ridership from February 2023 through March 2023.
- Riders were grouped into a primary CTA Bus Route or Train Branch group based on their self reported most frequently used CTA service. Weights were added to align response rates to ridership.
- The cleaned and weighted dataset contains 2,430 completed survey responses.



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO PAST QUARTERLY SURVEYS

Respondent satisfaction with all attributes related to CTA Bus were higher in Q2 2023 compared to Q3 and Q4 2022. The four attributes with the lowest satisfaction; personal security at the bus stop, accuracy of real-time information, wait time for the next bus, and reliability of bus service have increased since Q1 2023.

Percent Satisfied with CTA Bus Attributes Compared with Past Quarterly Surveys



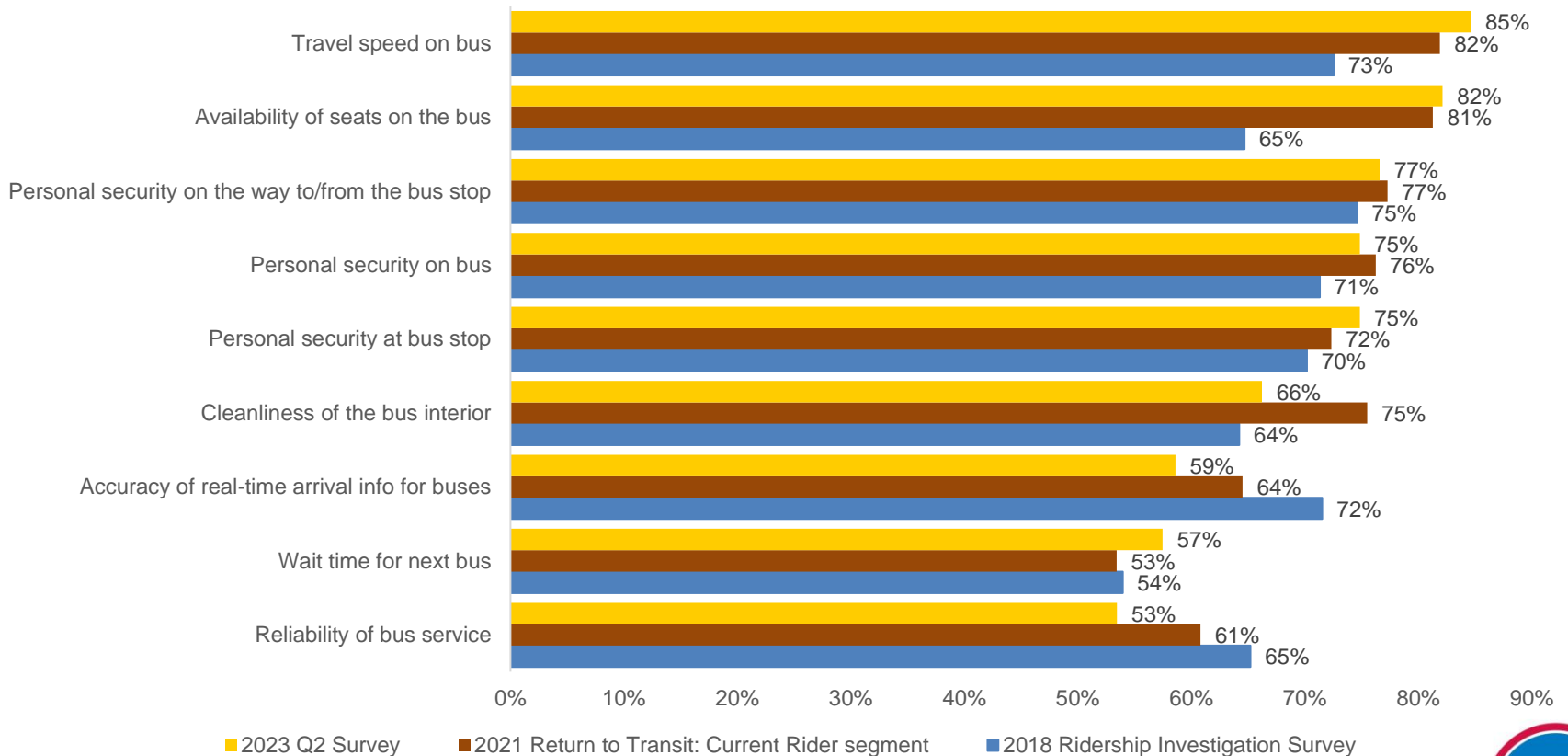
For the Q4 2022, Q1 2023 and Q2 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about wait time generally.



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO 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 arrival information and reliability of bus service are still below past survey satisfaction levels.

Percent Satisfied with CTA Bus Attributes Compared with Past Surveys

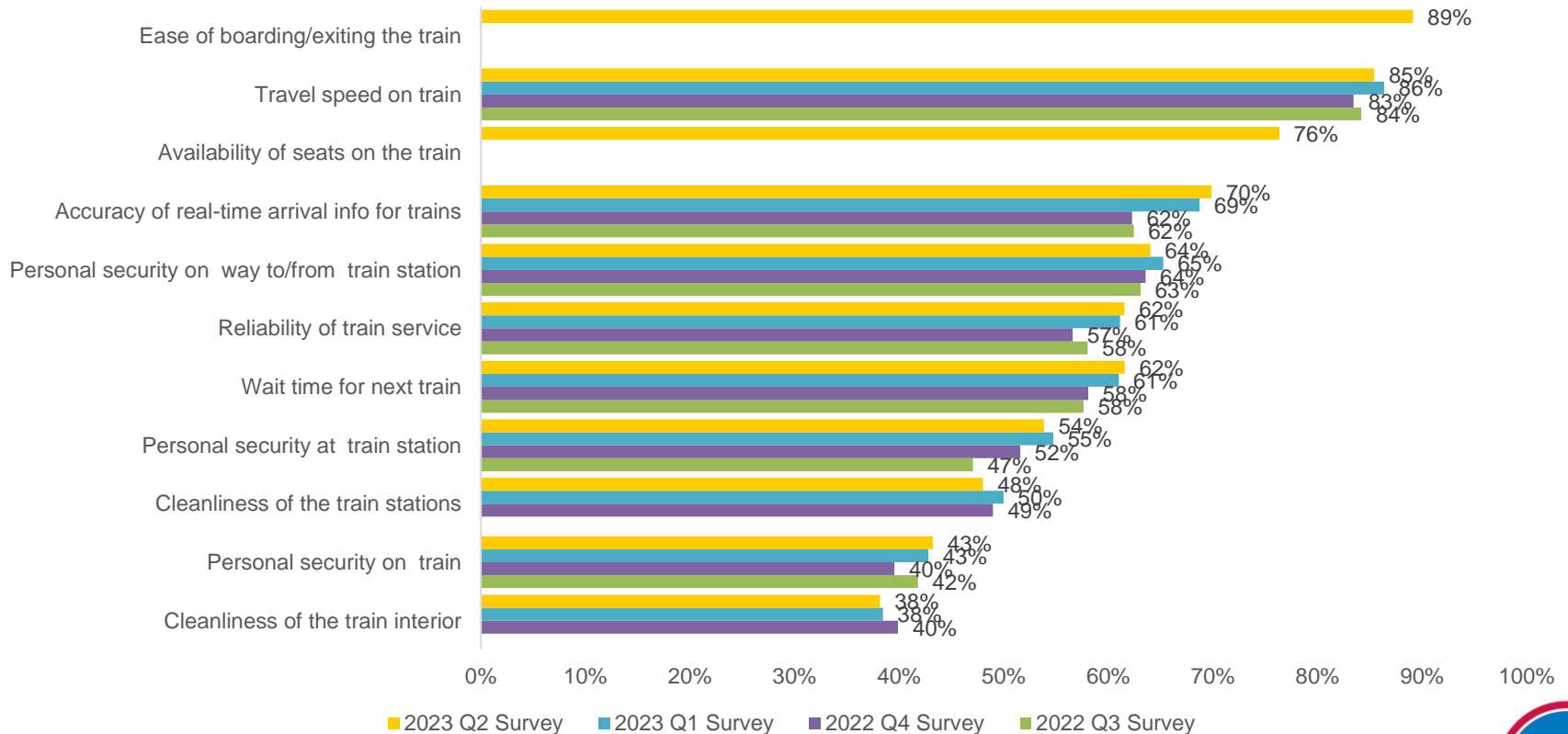


For the Q2 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about wait time generally.

CUSTOMER SATISFACTION: TRAIN ATTRIBUTES COMPARED TO PAST QUARTERLY SURVEYS

Respondents were the most satisfied with travel speed on train and least satisfied with personal security on the train, consistent with past quarterly surveys. Accuracy of real-time arrival information for train has increased since the Q3 and Q4 2022.

Percent Satisfied with CTA Train Attributes Compared with Past Quarterly Surveys

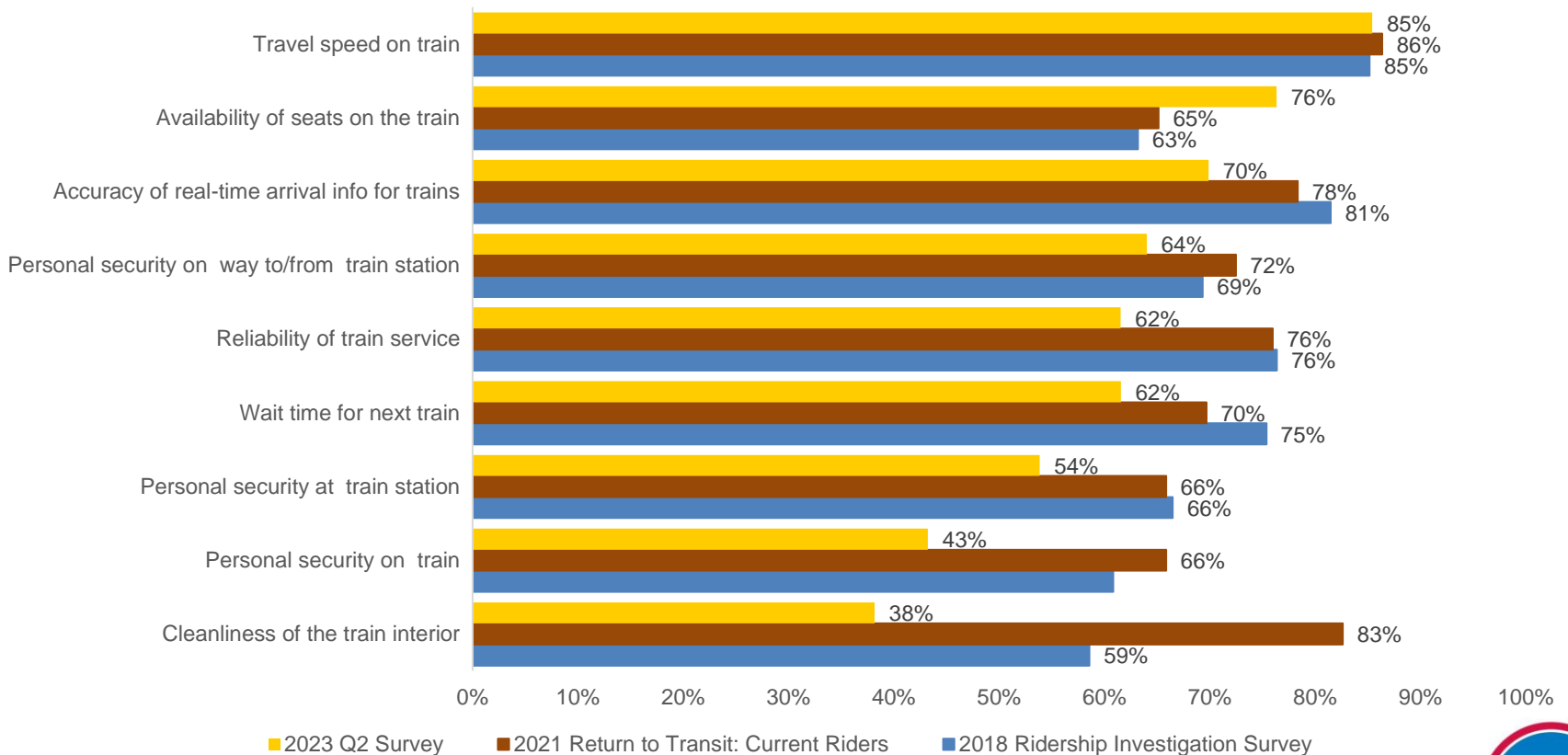


For the Q4 2022, Q1 2023 and Q2 2023 results, satisfaction with wait time for next train represents the average satisfaction with wait time for next train on weekdays and wait time for next train on weekends in order to compare with past surveys, which only asked about wait time generally.

CUSTOMER SATISFACTION: TRAIN ATTRIBUTES COMPARED TO PAST SURVEYS

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

Percent Satisfied with CTA Train Attributes Compared with Past Surveys

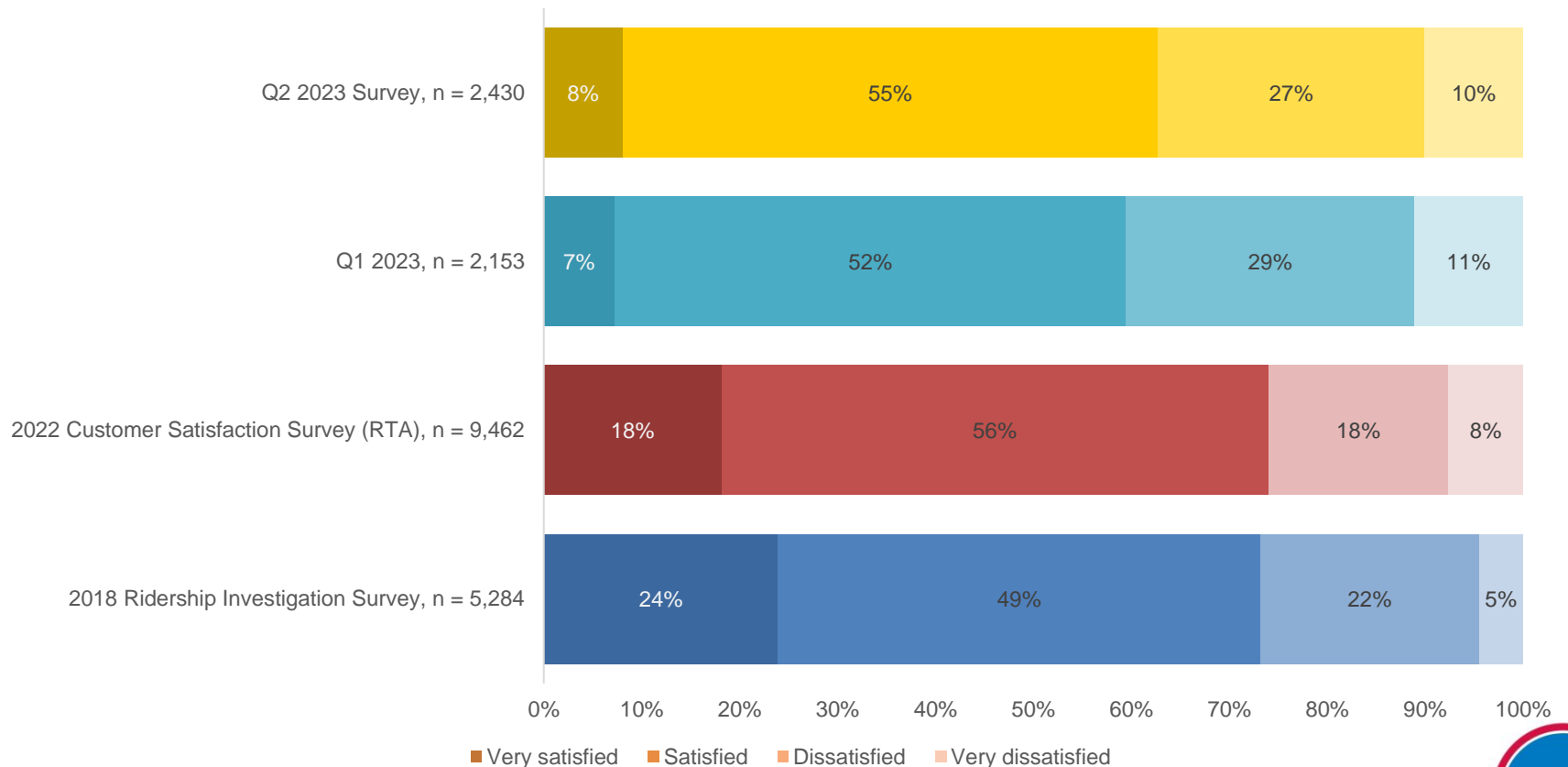


For the Q2 2023 results, satisfaction with wait time for next train represents the average satisfaction with wait time for next train on weekdays and wait time for next train on weekends in order to compare with past surveys, which only asked about wait time generally.

CUSTOMER SATISFACTION WITH CTA COMPARED TO PREVIOUS SURVEYS

In Q2 2023, 63% of respondents indicated being satisfied or very satisfied with CTA overall, a 3% increase from Q1 2023. Despite the increase, satisfaction is still lower than the Spring 2022 CTA Customer Satisfaction Survey (RTA), where 75% of respondents reported being satisfied or very satisfied with CTA overall.

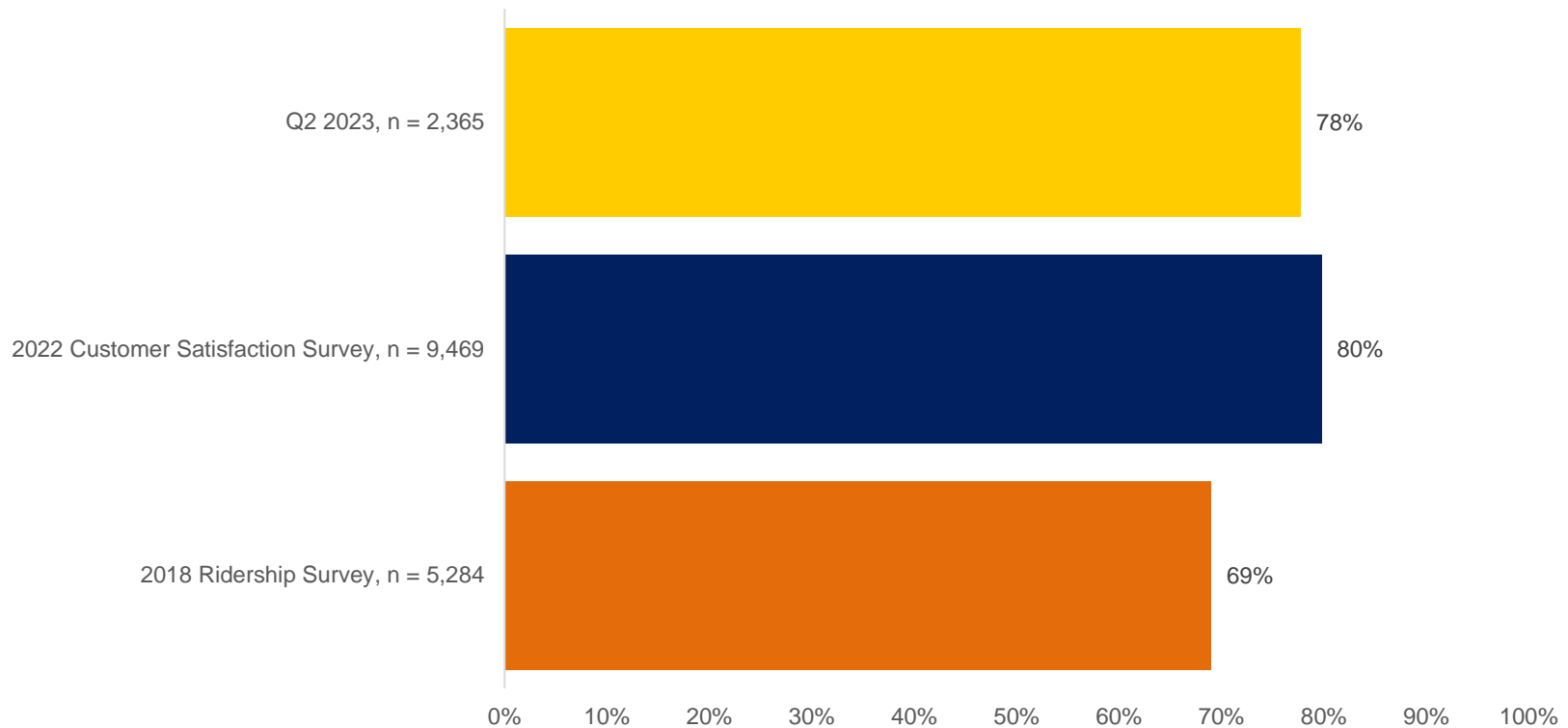
How Satisfied Are You With CTA Overall?



VALUE OF SERVICE FOR FARE PAID COMPARED TO PREVIOUS SURVEYS

Value of service for fare paid increased between the **2018 Ridership Survey** and **2022 customer satisfaction survey** and decreased slightly between in the **Q2 2023** survey results.

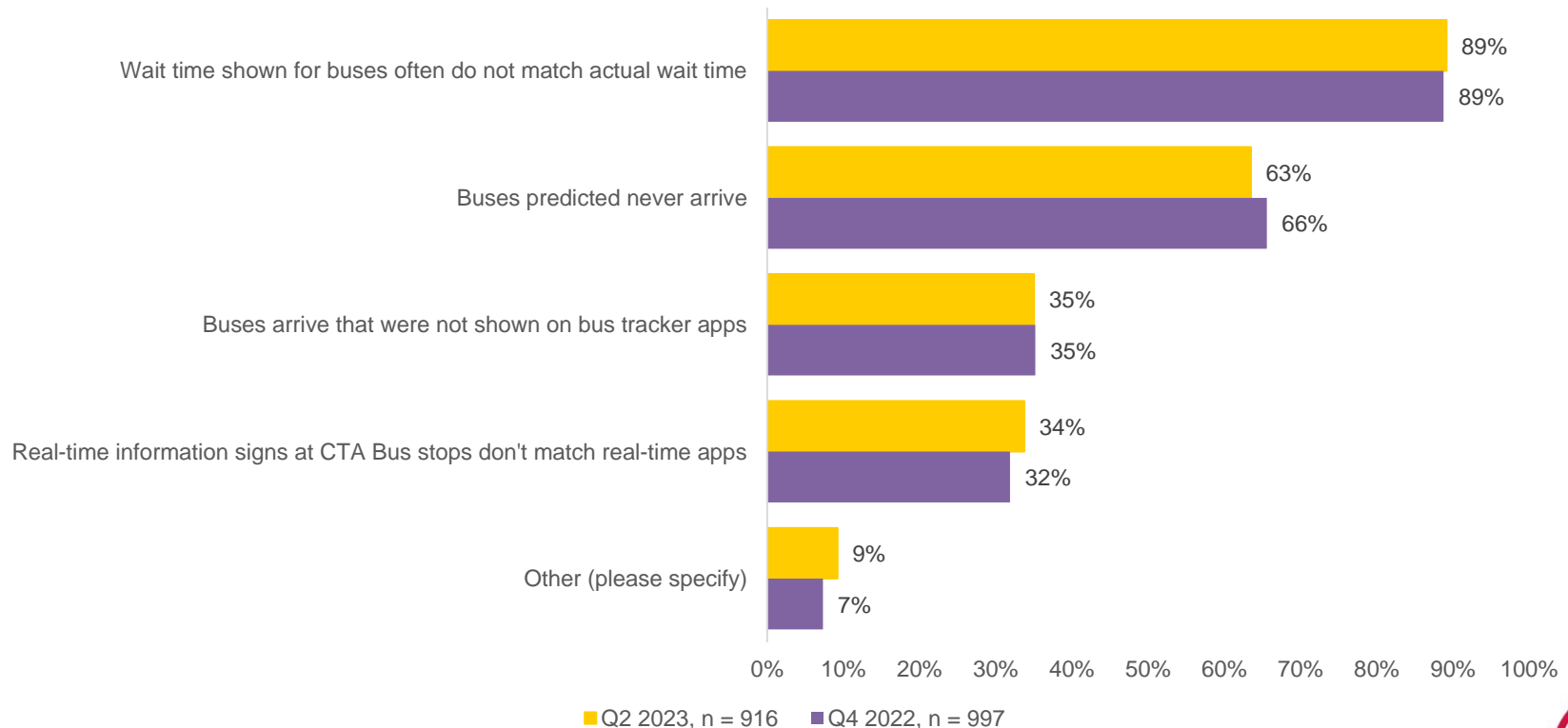
Value of Service for Fare Paid



REASONS FOR DISSATISFACTION WITH CTA BUS REAL-TIME ARRIVAL INFORMATION COMPARED TO PAST SURVEYS

Reasons for dissatisfaction with CTA Bus Real-Time arrival information including wait time shown not matching actual wait time, were selected at comparable rates on the Q4 2022 and Q2 2023 surveys.

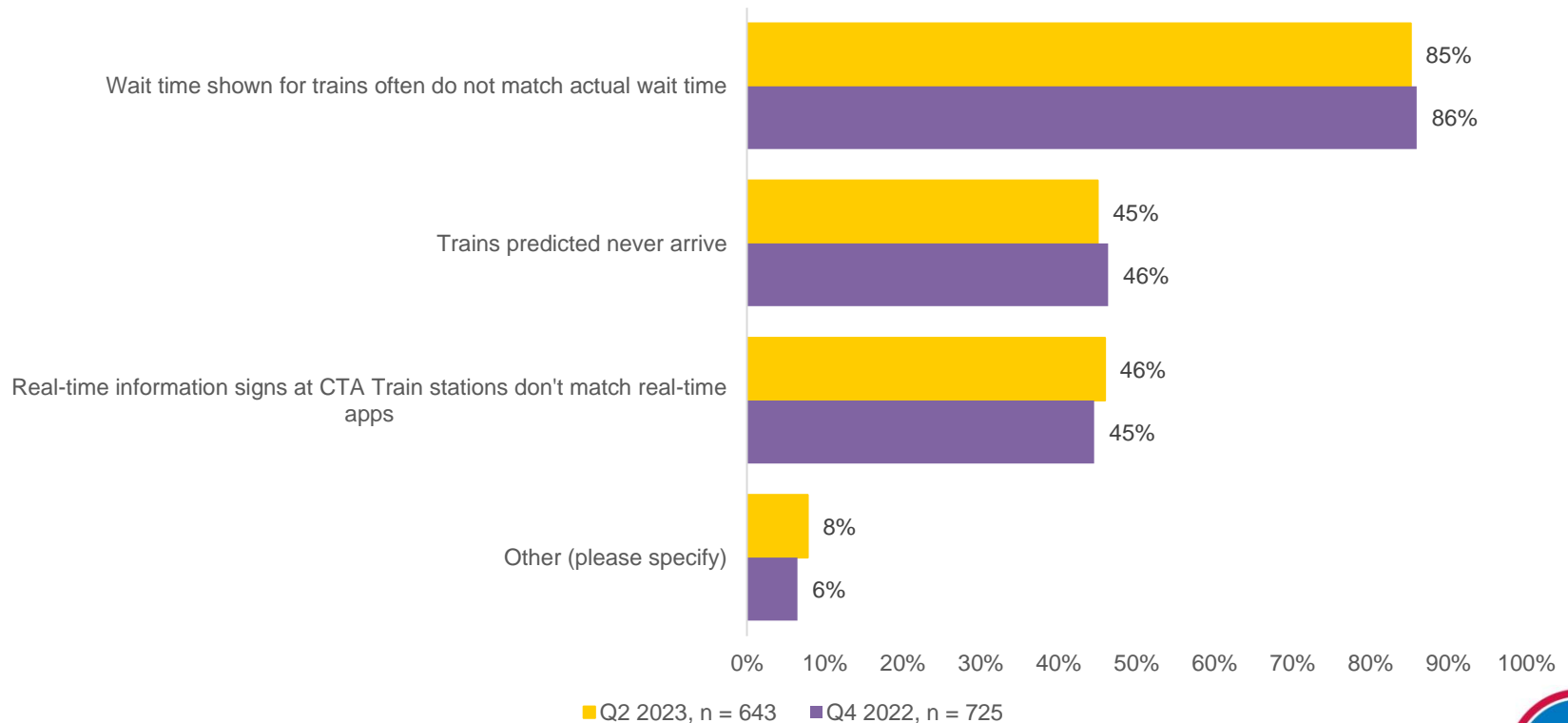
Reasons for Dissatisfaction with CTA Bus Real Time Arrival Information
Compared to Past Survey
(Select all that apply)



REASONS FOR DISSATISFACTION WITH CTA TRAIN REAL-TIME ARRIVAL INFORMATION COMPARED TO PAST SURVEYS

Reasons for dissatisfaction with CTA Train Real-Time arrival information including wait time shown not matching actual wait time, were selected at comparable rates on the Q4 2022 and Q2 2023 surveys.

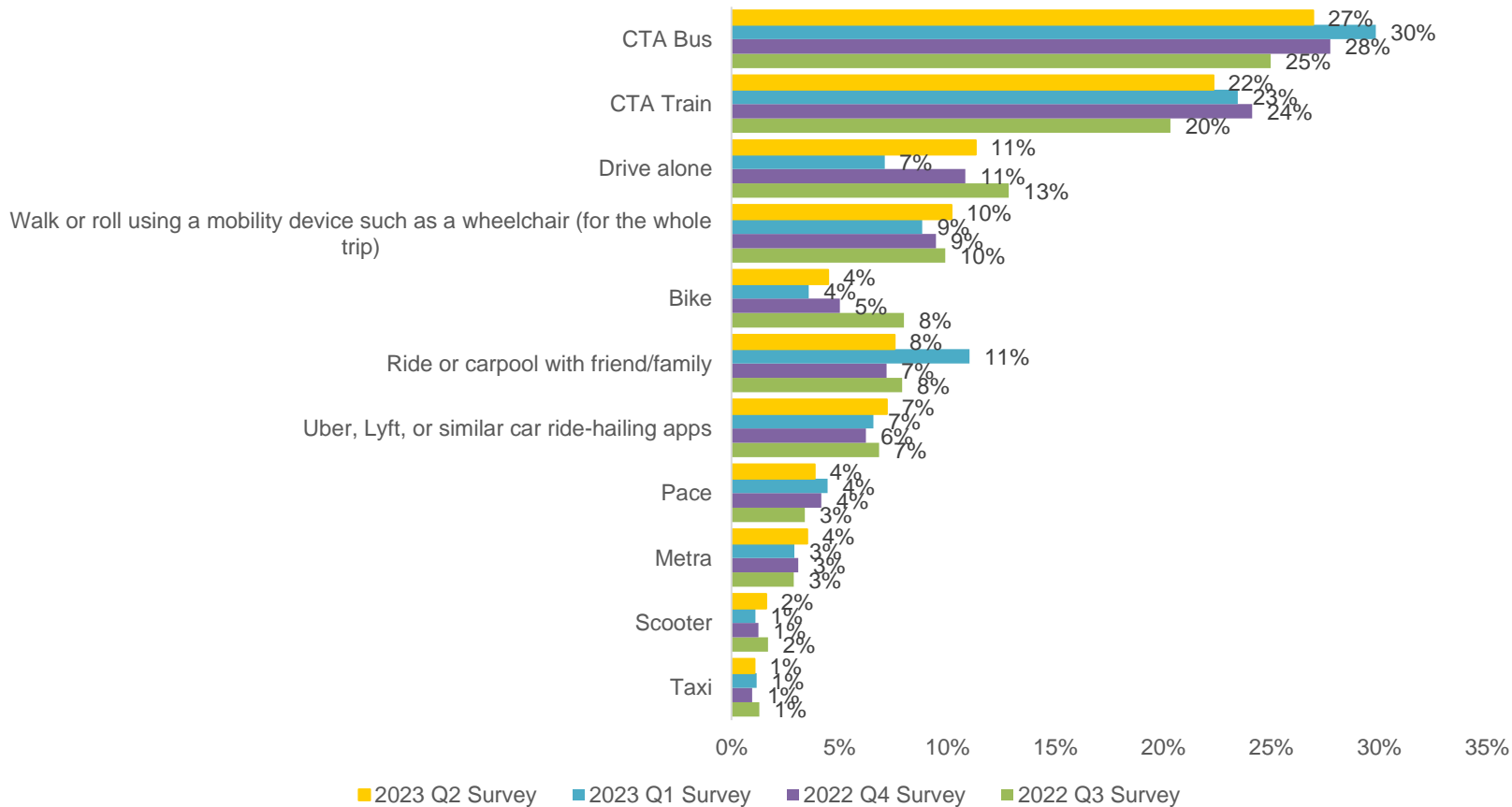
Reason for Dissatisfaction with CTA Train Real Time Arrival Information
Compared to Past Surveys
(select all that apply)



MODE SHARE COMPARED WITH PAST SURVEYS

Respondents' mode share on CTA in Q2 2023 was 49%, four points lower than Q1 2023, but an increase over mode share reported on the 2022 quarterly surveys.

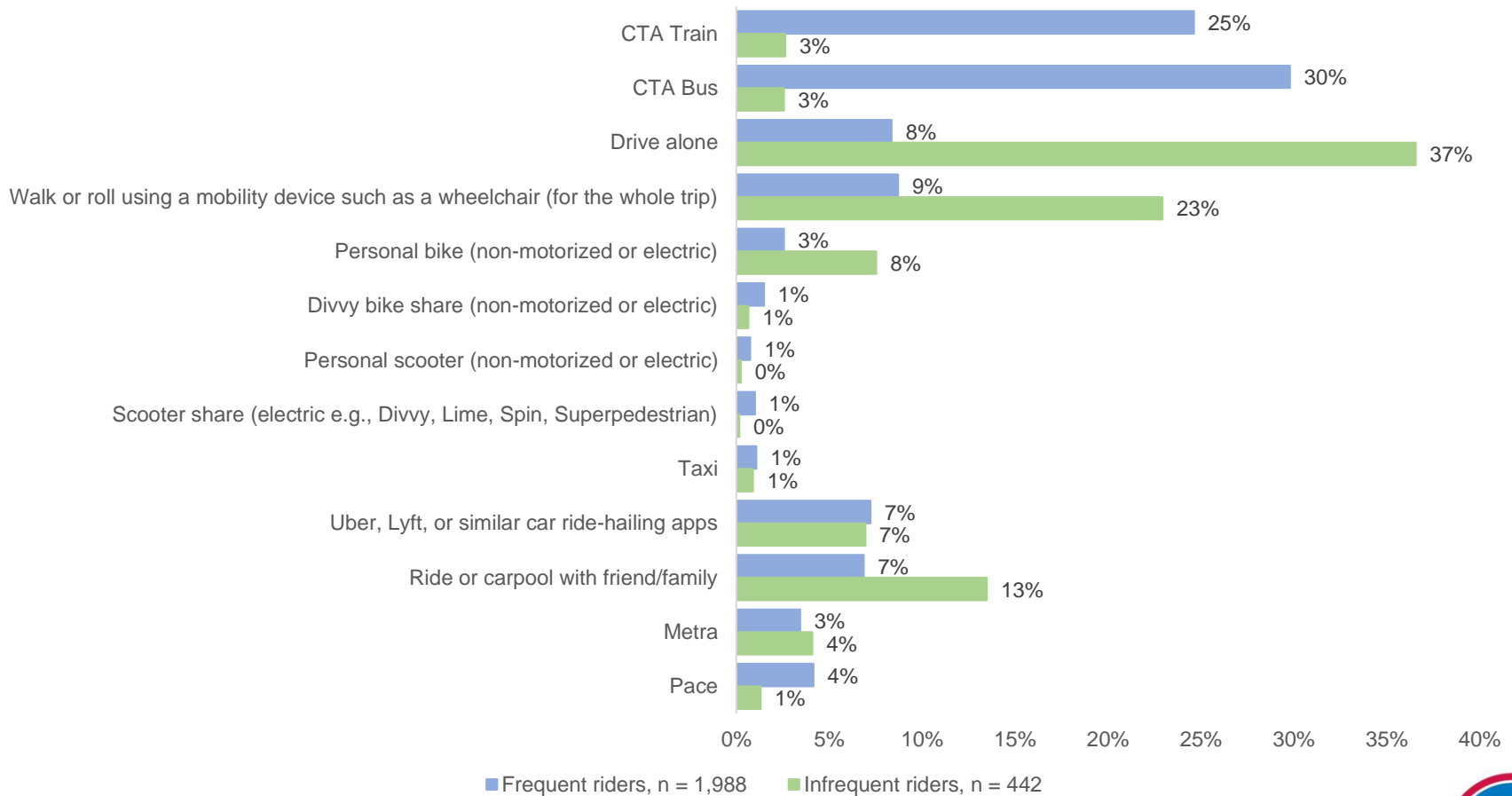
Mode Share in Past Few Months Compared with Past Surveys



MODE SHARE IN PAST FEW MONTHS

Trips on CTA made up 54% of **frequent riders'** mode share and only 6% of **infrequent riders'** mode share.

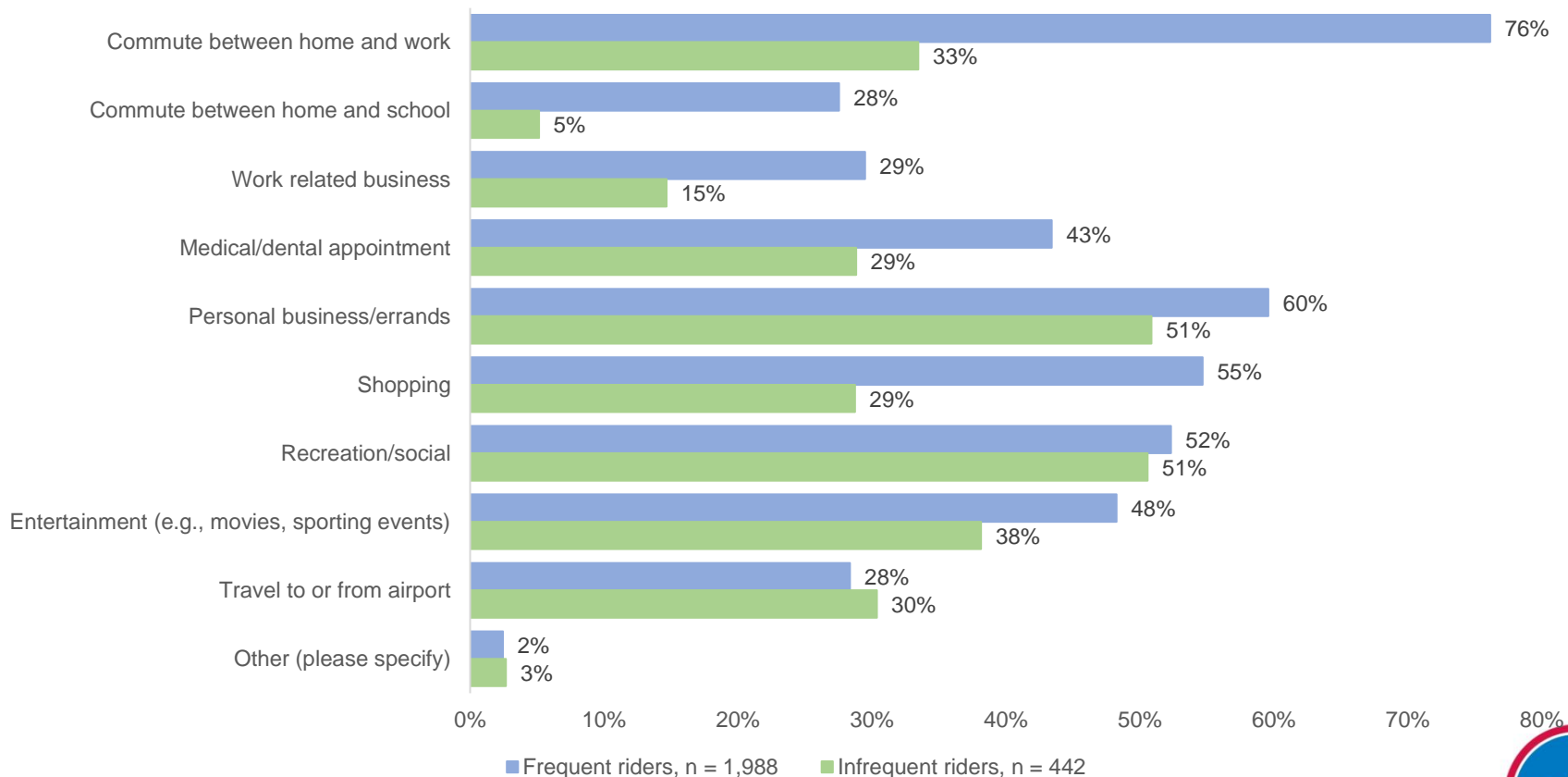
Mode Share in Past Few Months



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.

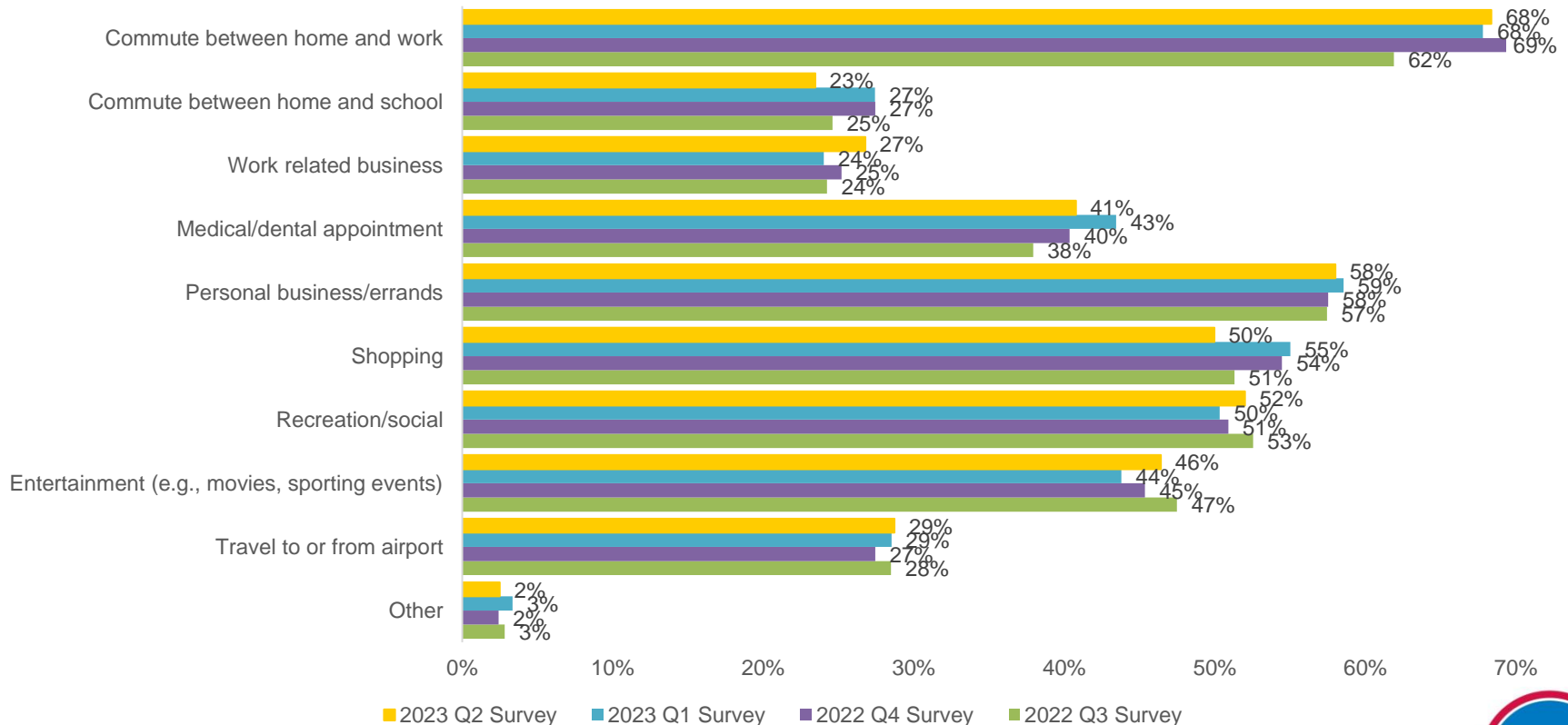
Trip Purpose on CTA
(select all that apply)



TRIP PURPOSE COMPARED WITH PAST SURVEYS

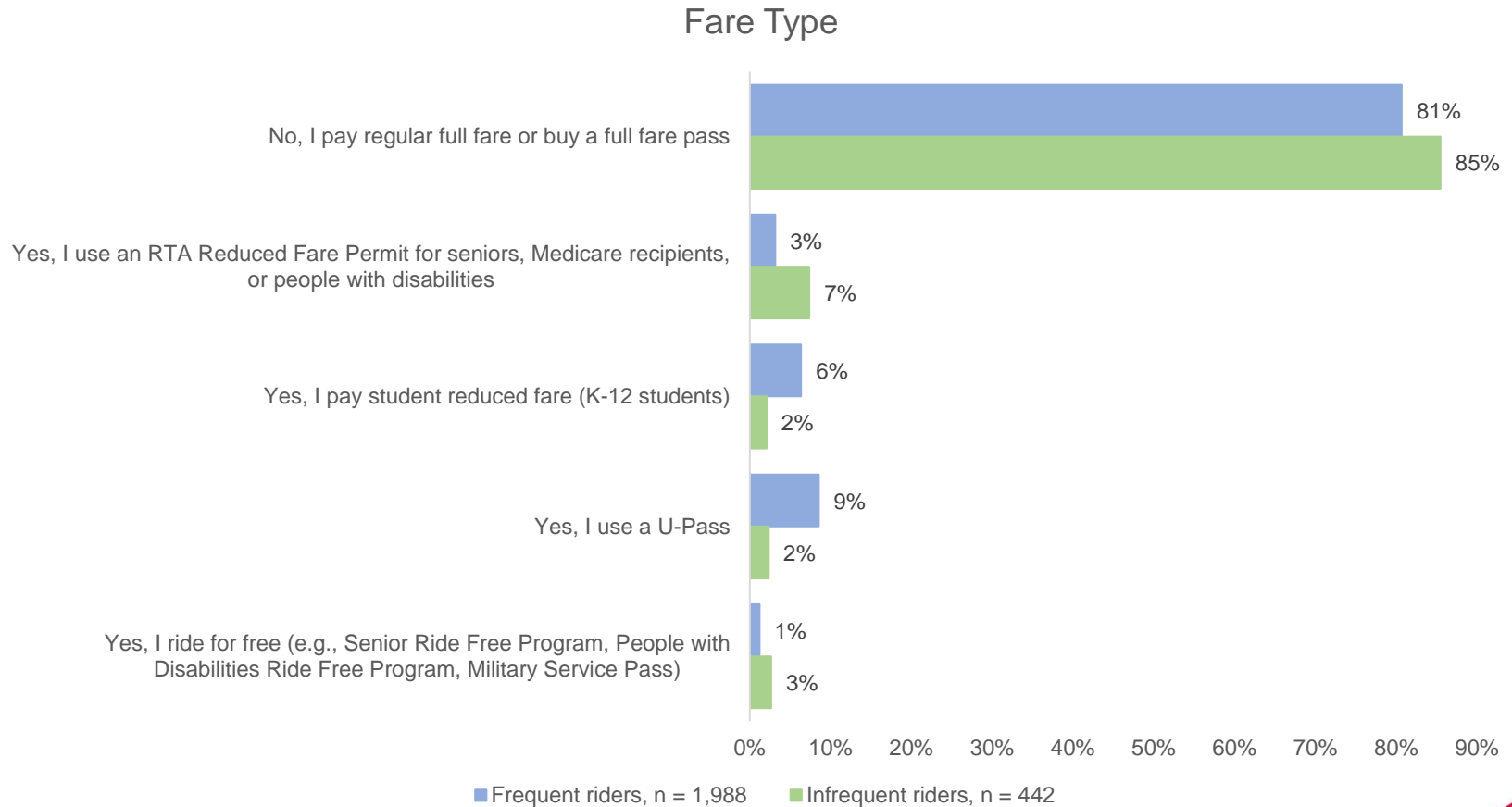
Commute between home and work continues to be the most common trip purpose on CTA across all quarterly surveys, with personal business errands and shopping as the second and the third most common.

Trip Purpose on CTA
Compared to Past Surveys



FARE PROGRAM

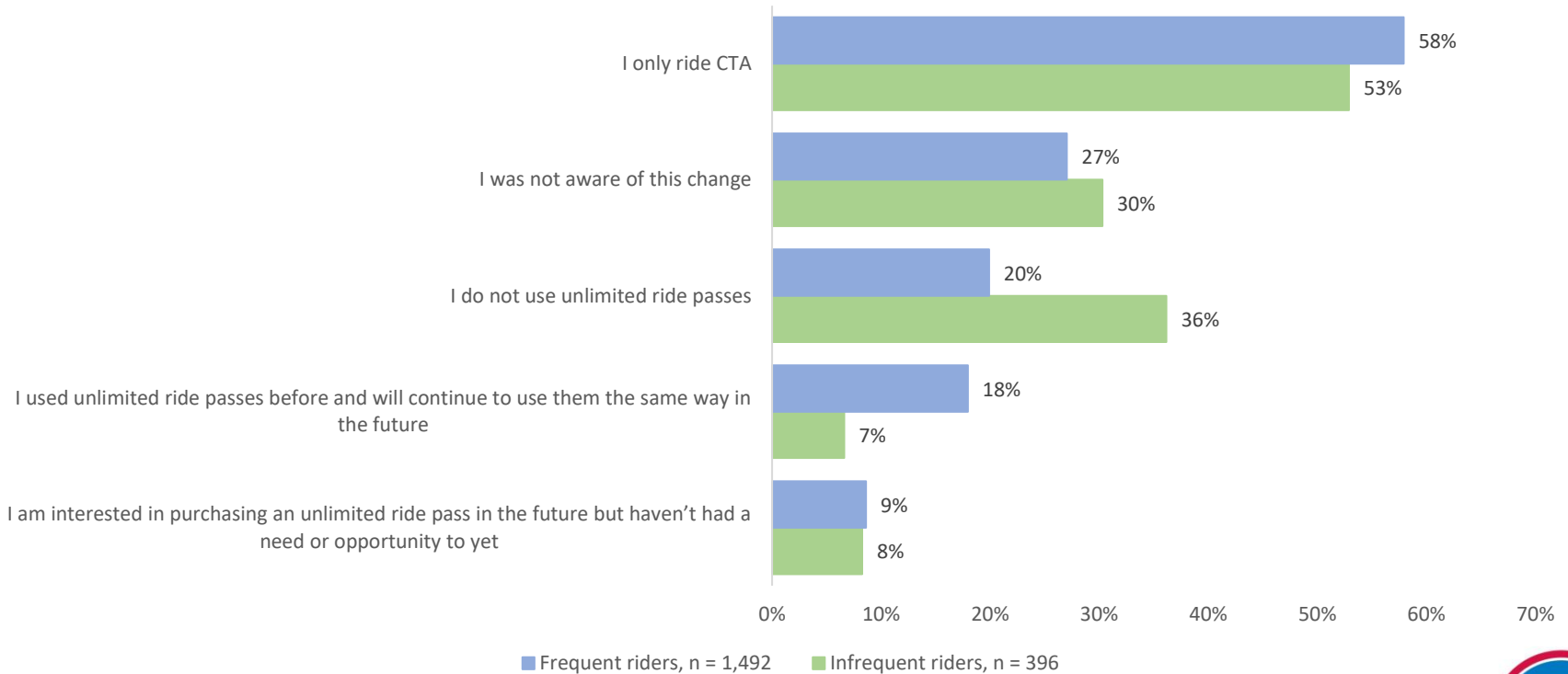
Frequent riders were more likely to use non-full fare options compared with infrequent riders.



IMPACT OF UNLIMITED PASS INTEGRATION ON PURCHASE BEHAVIOR AND TRANSIT USE

Frequent riders were more likely to report that they used unlimited ride passes before and will continue to use them the same way in the future. **Infrequent riders** were more likely to report that they do not use unlimited ride passes.

Why the integration of CTA and Pace pass products did not impact whether you purchased a pass or which transit services you use
(select all that apply)

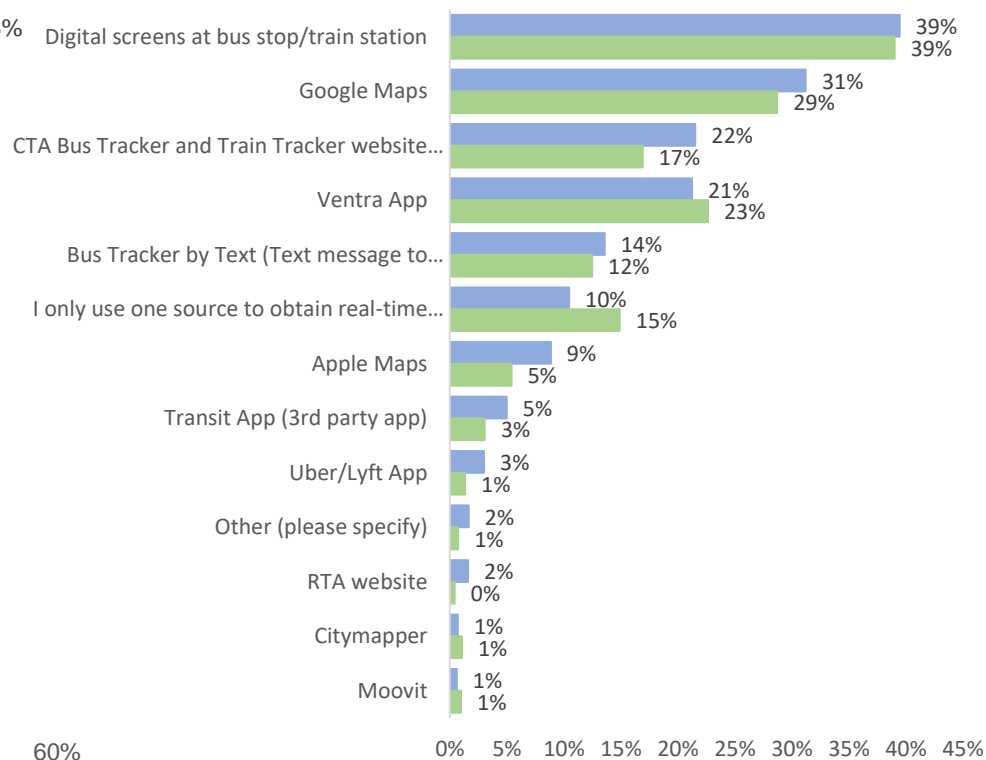
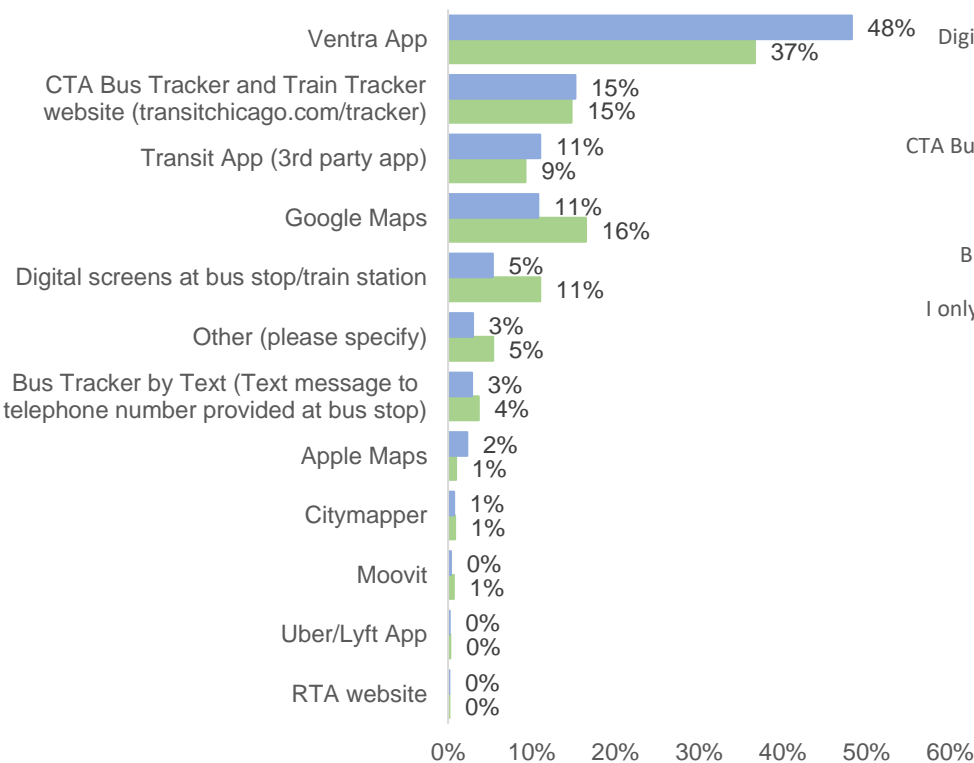


USE OF REAL-TIME ARRIVAL INFORMATION APPS

48% of **frequent rider** respondents and 37% of **infrequent rider** respondents selected the Ventra App as their most common source for obtaining real-time arrival information. Digital screens at bus stop/train station was the most selected option for other real-time arrival information sources used.

Primary Real-Time Tracker Source

Other Real-Time Arrival Information Sources Used



■ Frequent riders, n = 1,988 ■ Infrequent riders, n = 442

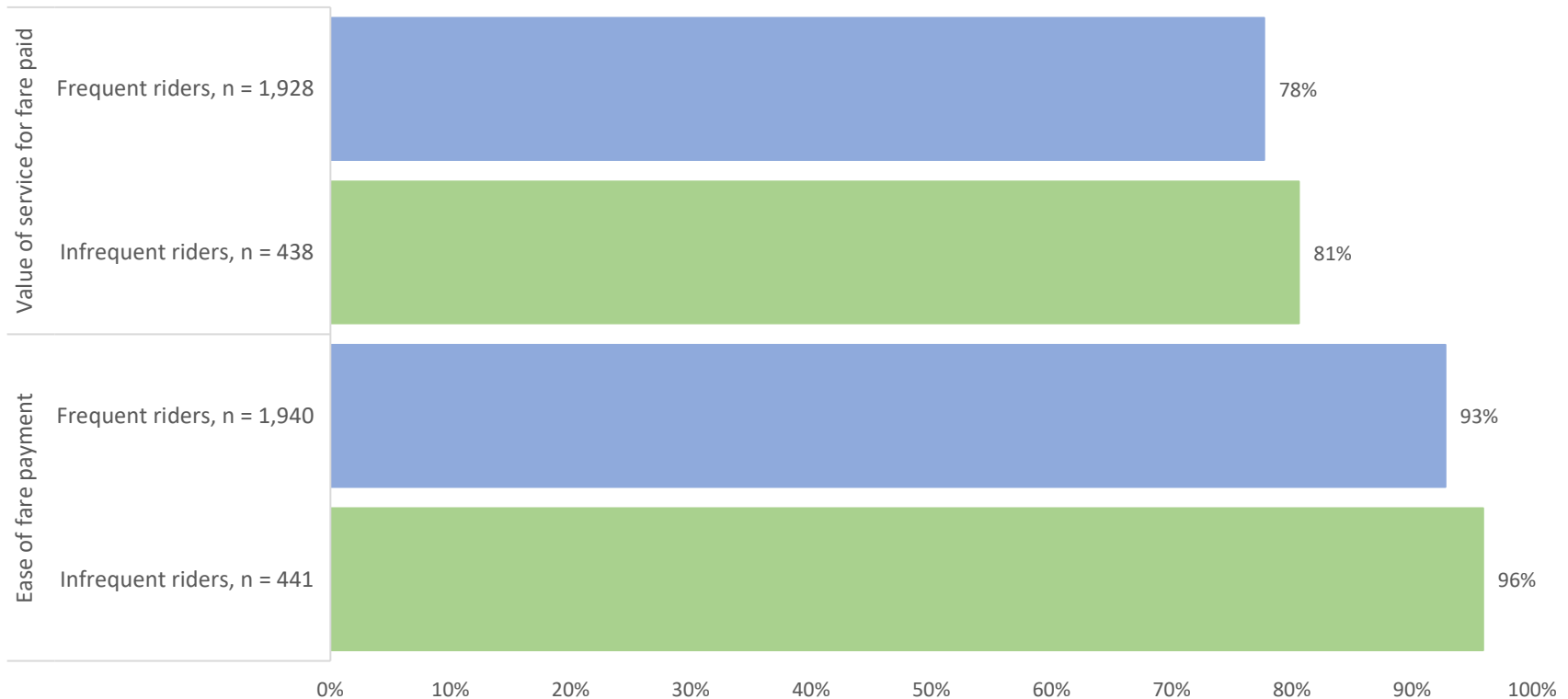
■ Frequent riders, n = 1,965 ■ Infrequent riders, n = 427



FARE SATISFACTION

93% of riders were satisfied with ease of fare payment and 78% were satisfied with the value of service for fare paid. **Infrequent riders** were slightly more satisfied with these attributes compared to **frequent riders**.

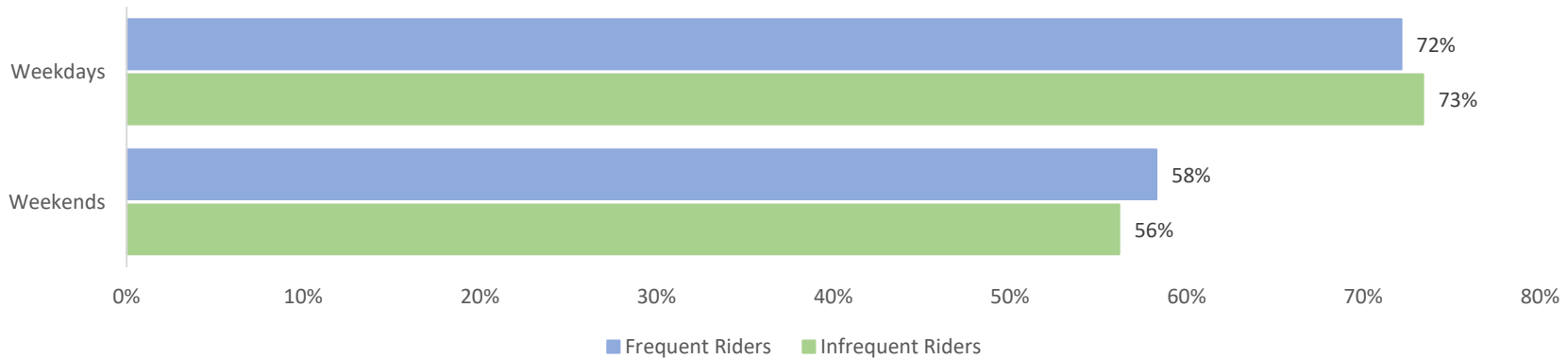
Fare Satisfaction



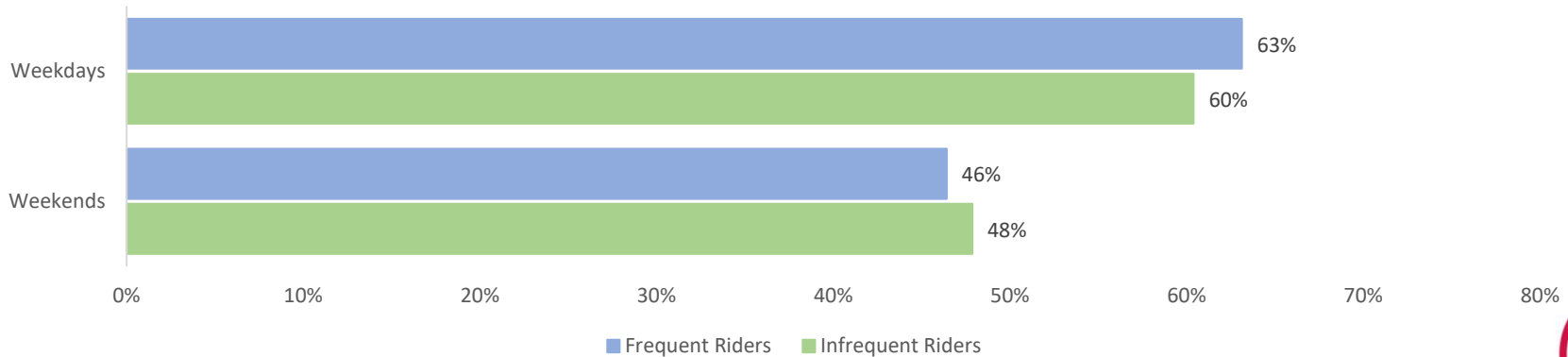
CTA RELIABILITY: WEEKDAYS VS WEEKENDS

Respondents agreed at a higher rate that service arrives when they expect it to on weekdays, compared to weekends. Rate of agreement between frequent and infrequent riders was comparable.

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



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



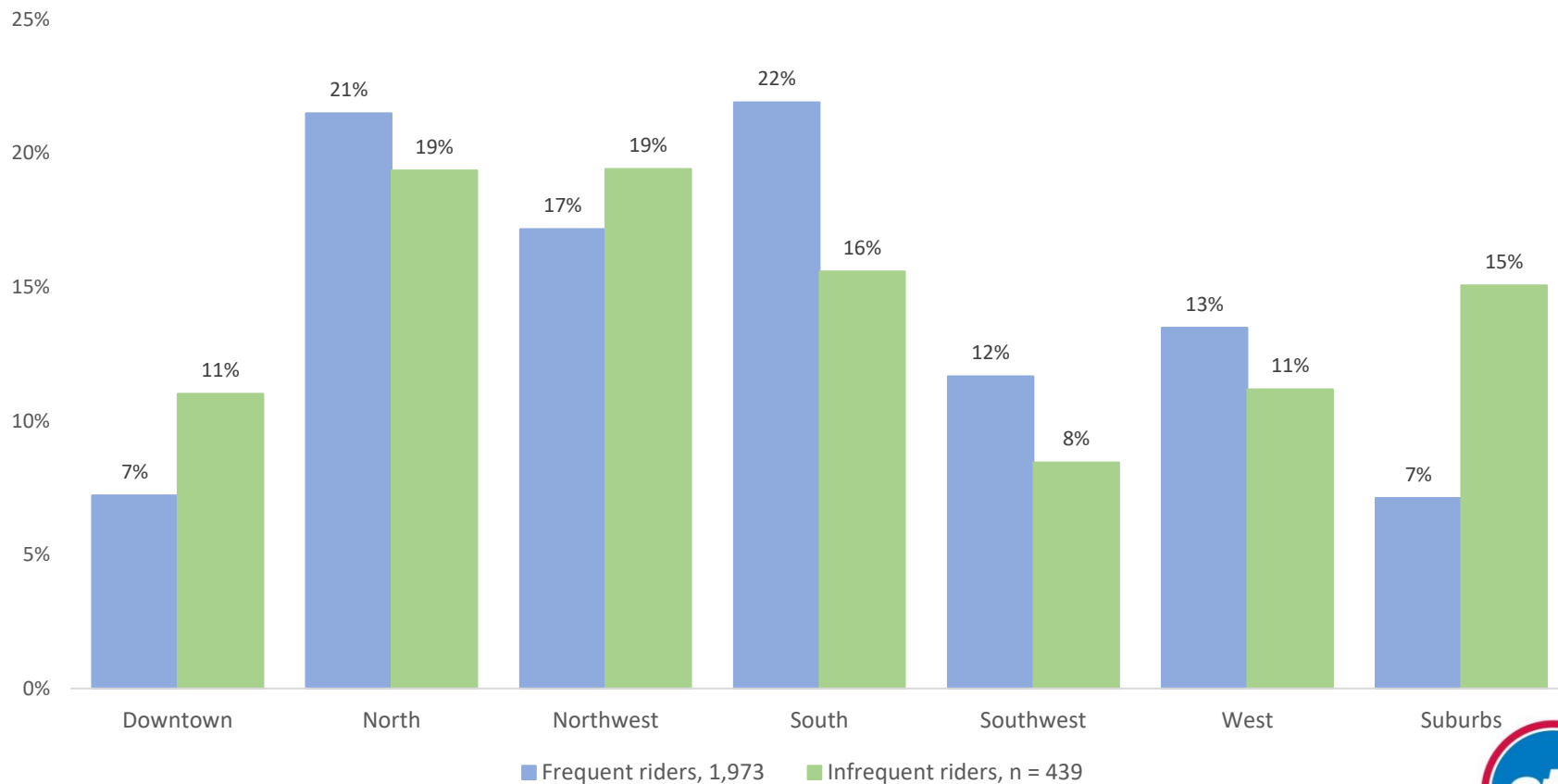
DEMOGRAPHICS



HOME GEOGRAPHY: FREQUENT V INFREQUENT

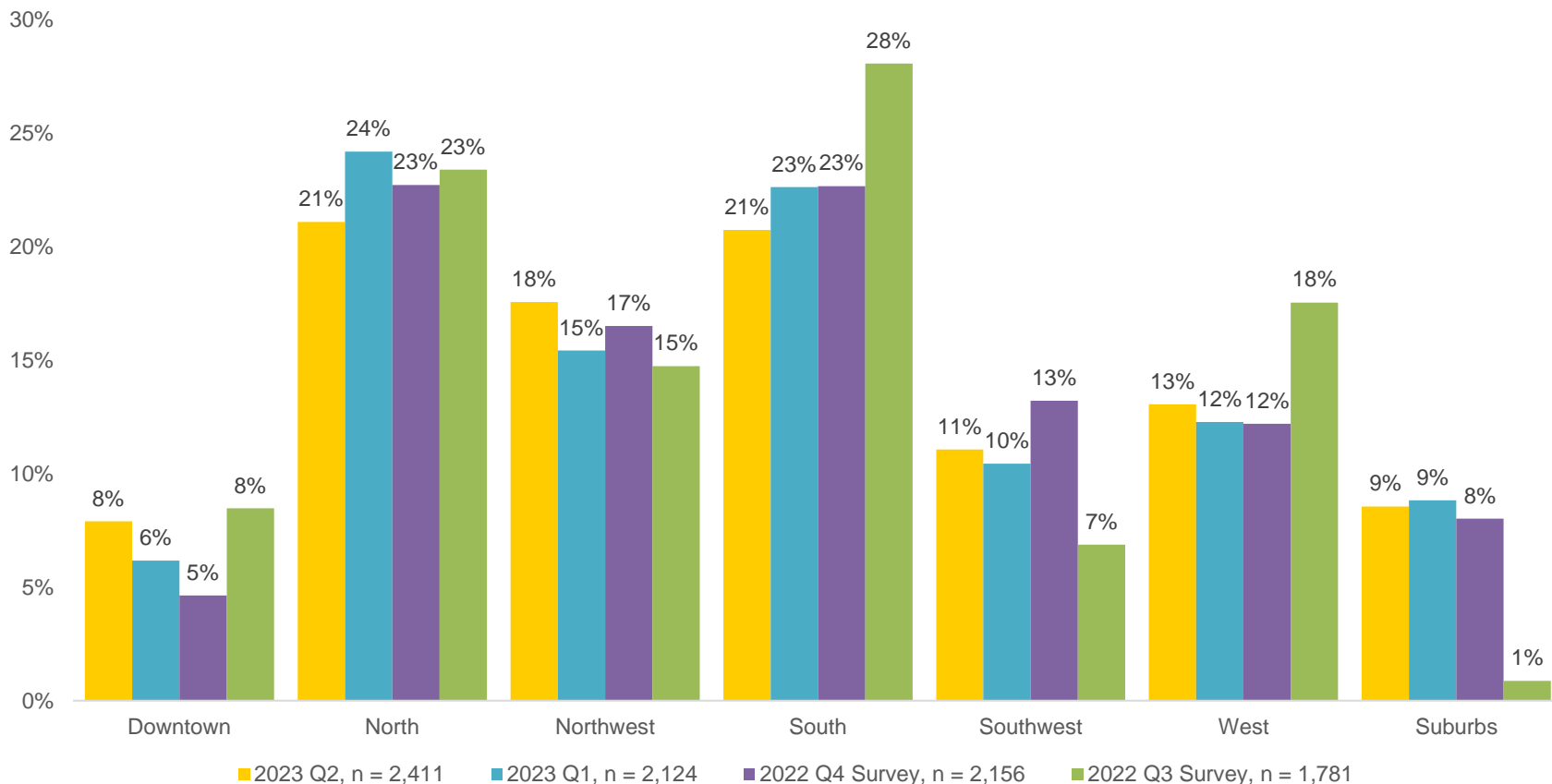
About a fifth of **frequent** CTA riders live on the North Side as well as the South Side. The largest share of respondents reporting **infrequent** use of CTA live on the North and Northwest Side.

City of Chicago Geography Based on Home Zip Code



HOME GEOGRAPHY: QUARTERLY SURVEYS

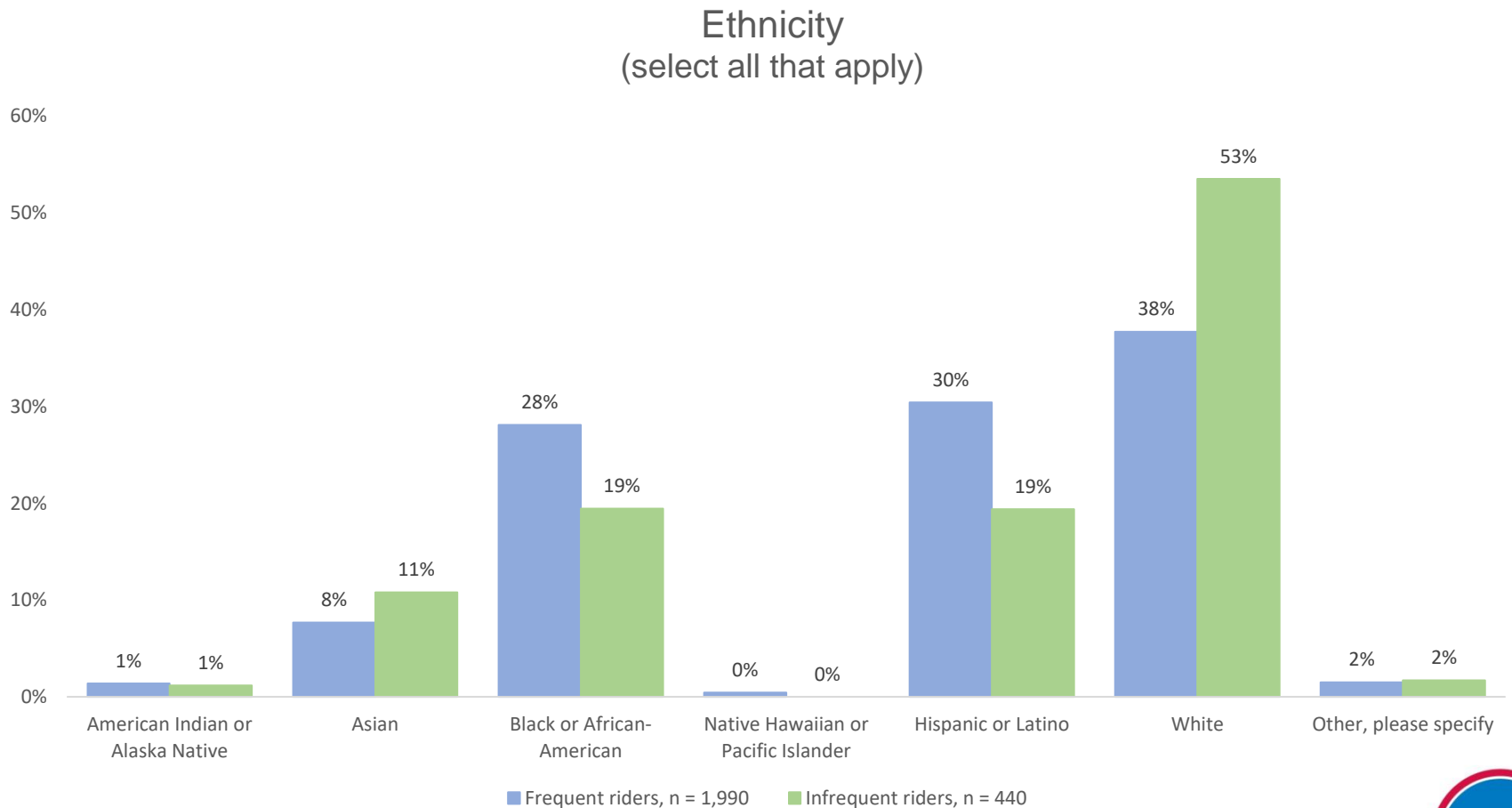
City of Chicago Geography Based on Home Zip Code of Respondents



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.

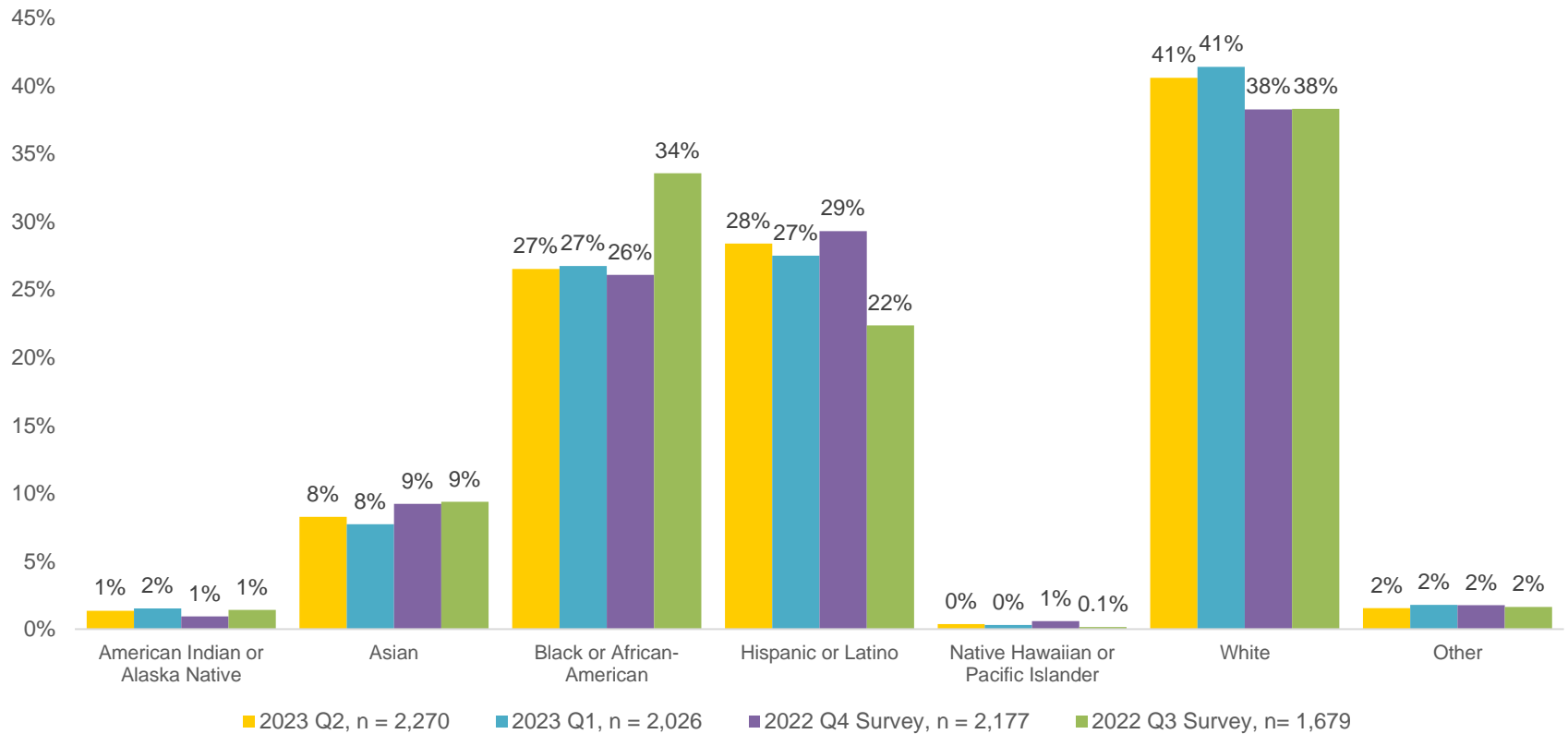
RACE/ETHNICITY: FREQUENT VS INFREQUENT

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



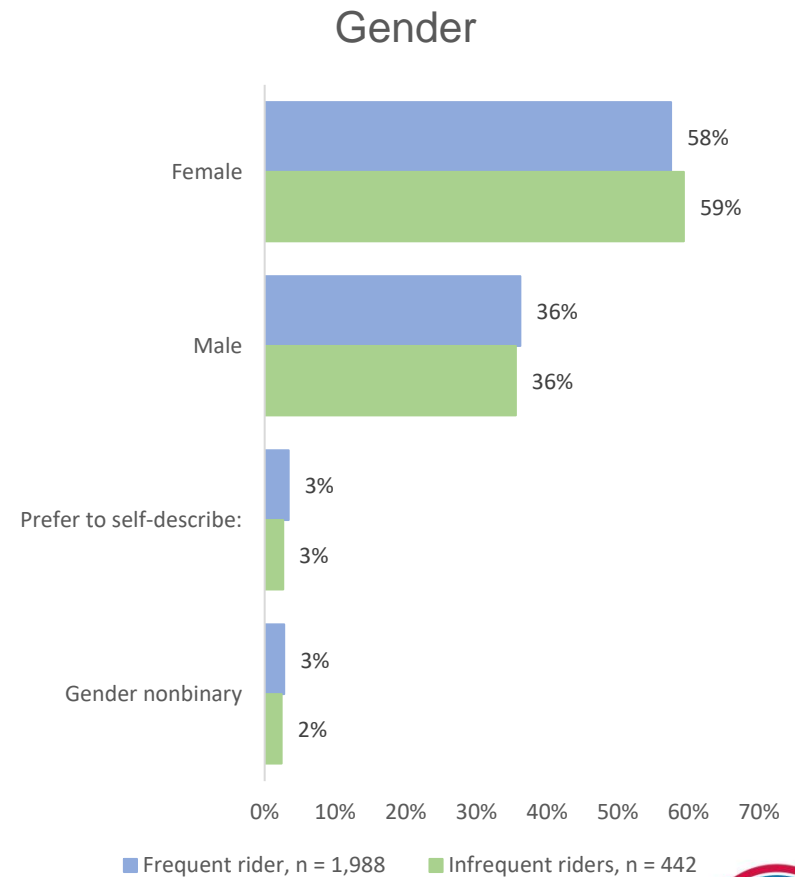
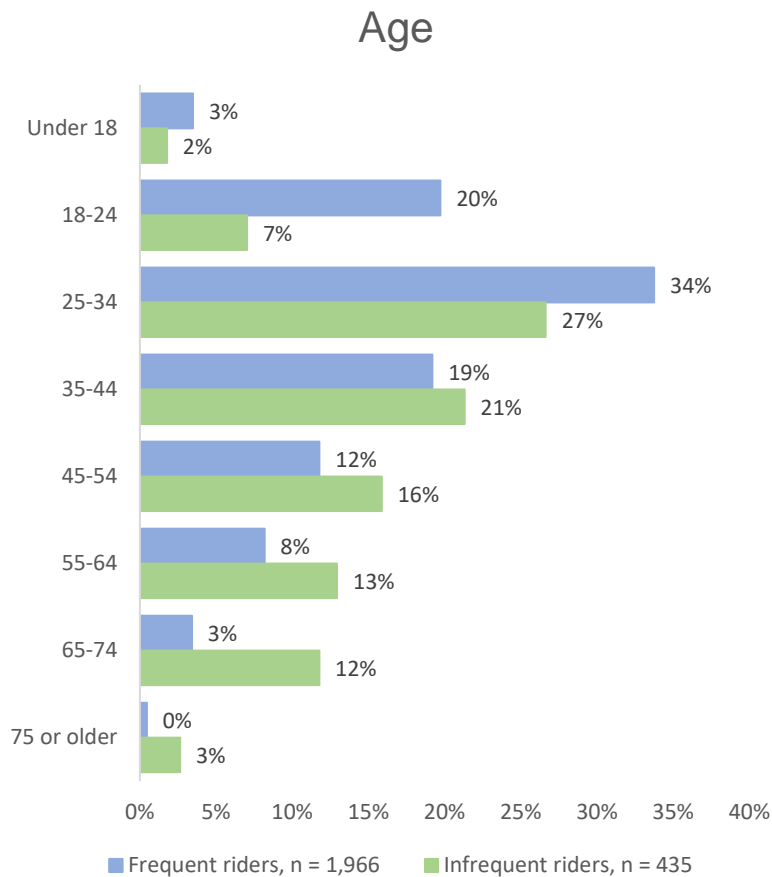
RACE/ETHNICITY: QUARTERLY SURVEYS

Ethnicity
(select all that apply)



AGE & GENDER: FREQUENT VS INFREQUENT

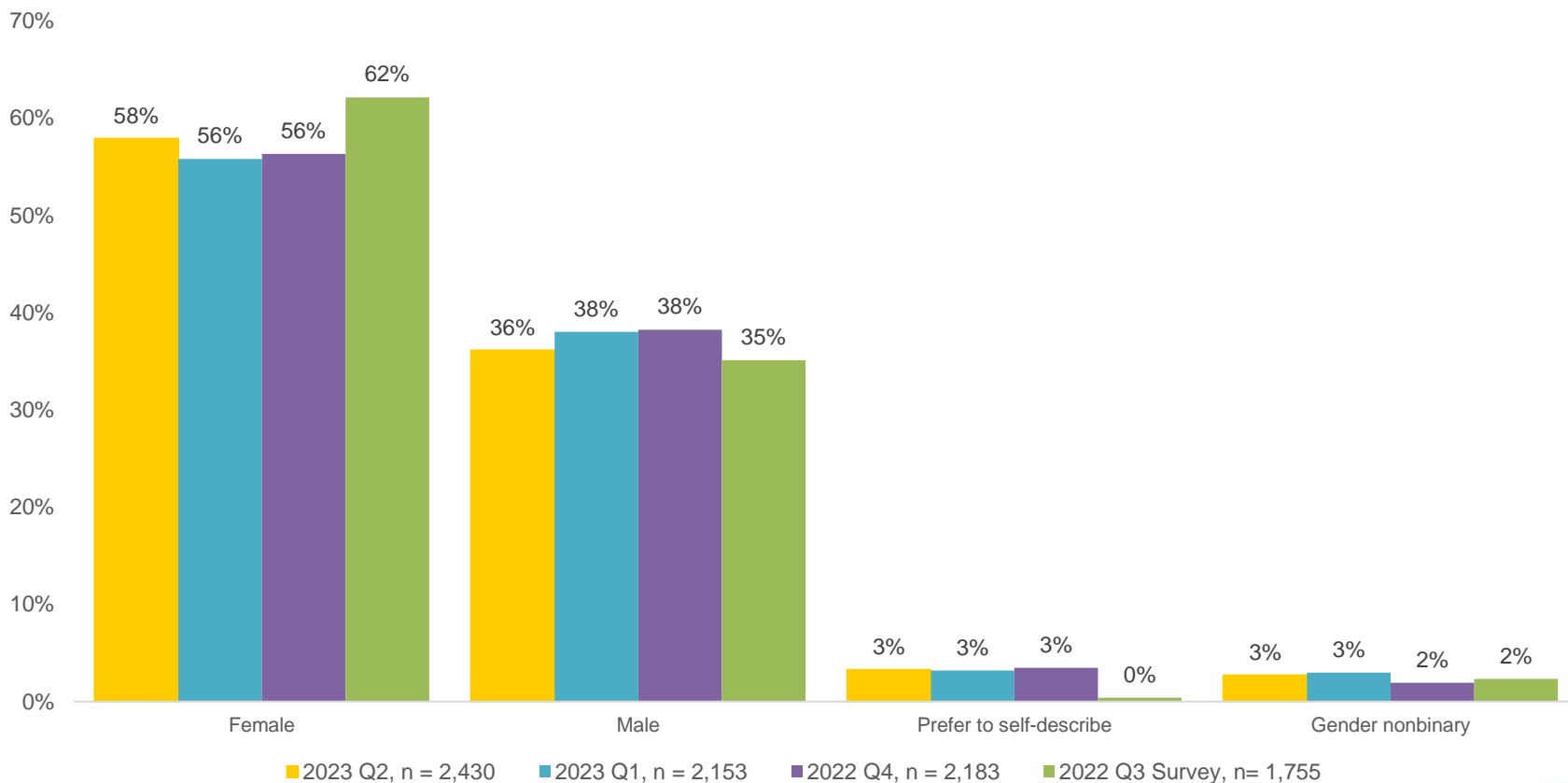
Infrequent riders tended to skew older than **frequent riders**. Over half of the survey sample identified as female.



GENDER: QUARTERLY SURVEYS

The make up of respondents' gender stayed relatively consistent across the 2022 Q3, 2022 Q4, 2023 Q1, and 2023 Q2 Surveys.

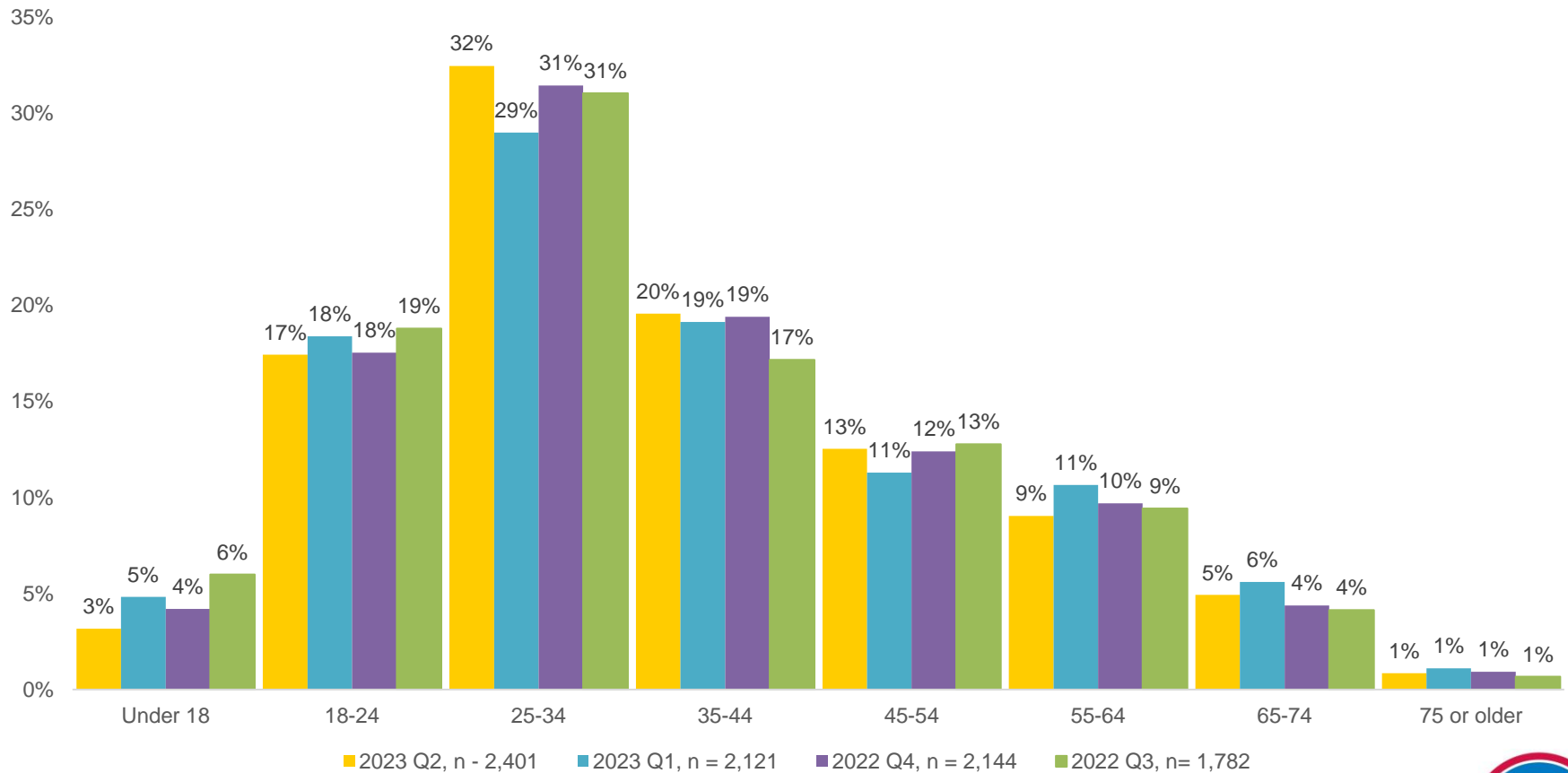
Gender



AGE: QUARTERLY SURVEYS

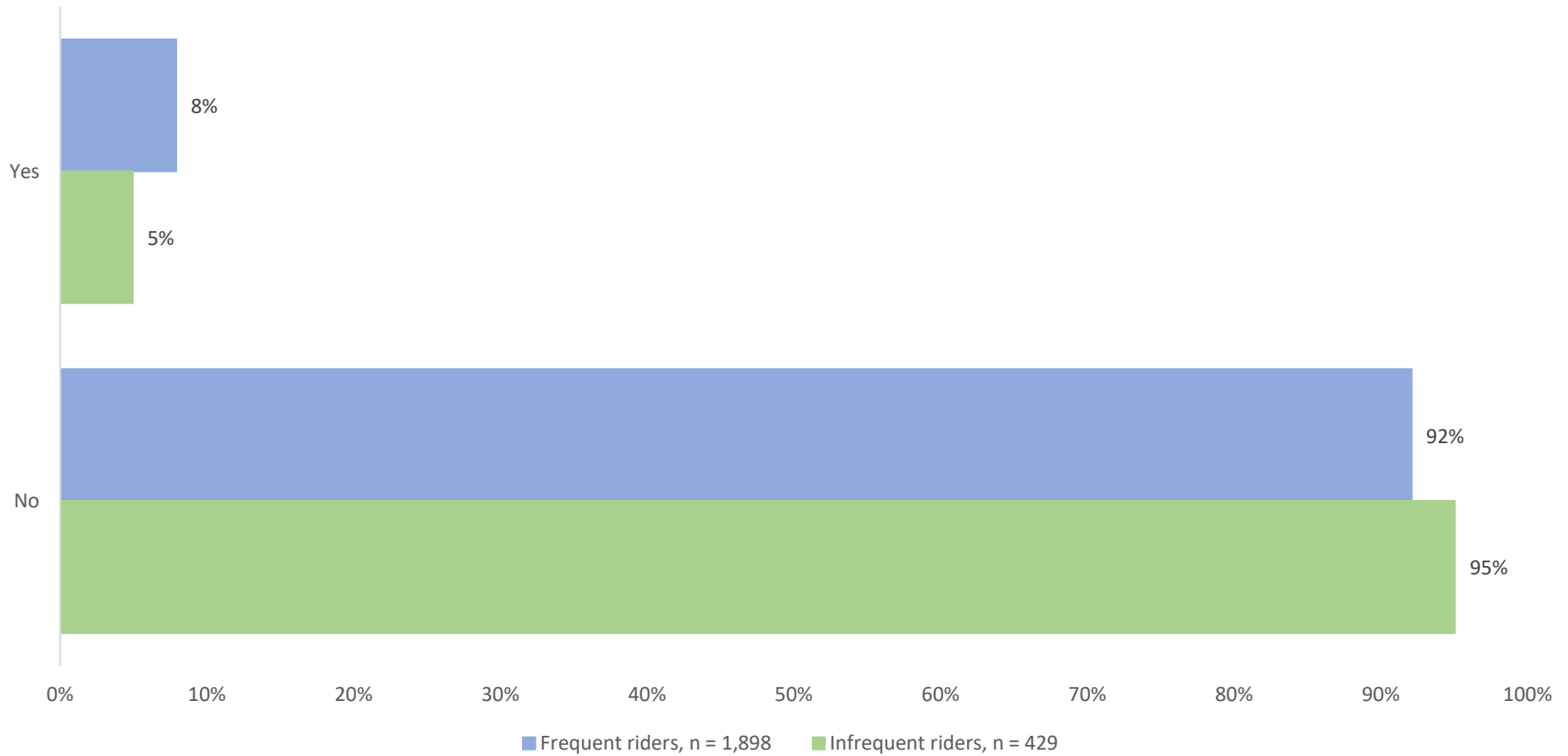
Age group of respondents stayed relatively consistent across the 2022 Q3, 2022 Q4, 2023 Q1, and 2023 Q2 Surveys.

Age



DISABILITY STATUS: FREQUENT VS INFREQUENT

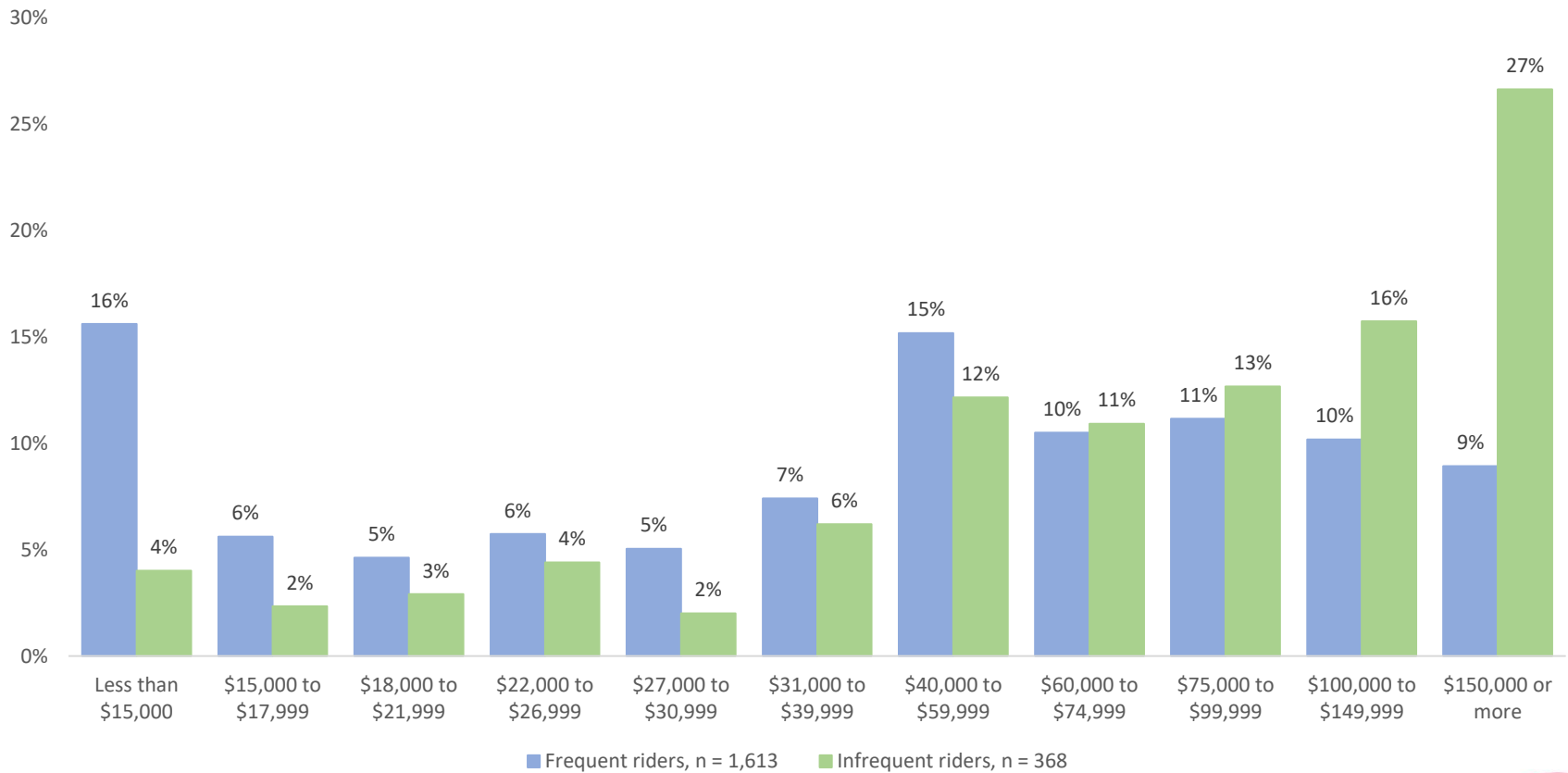
Do you consider yourself to be a person with a disability?



HOUSEHOLD INCOME: FREQUENT VS INFREQUENT

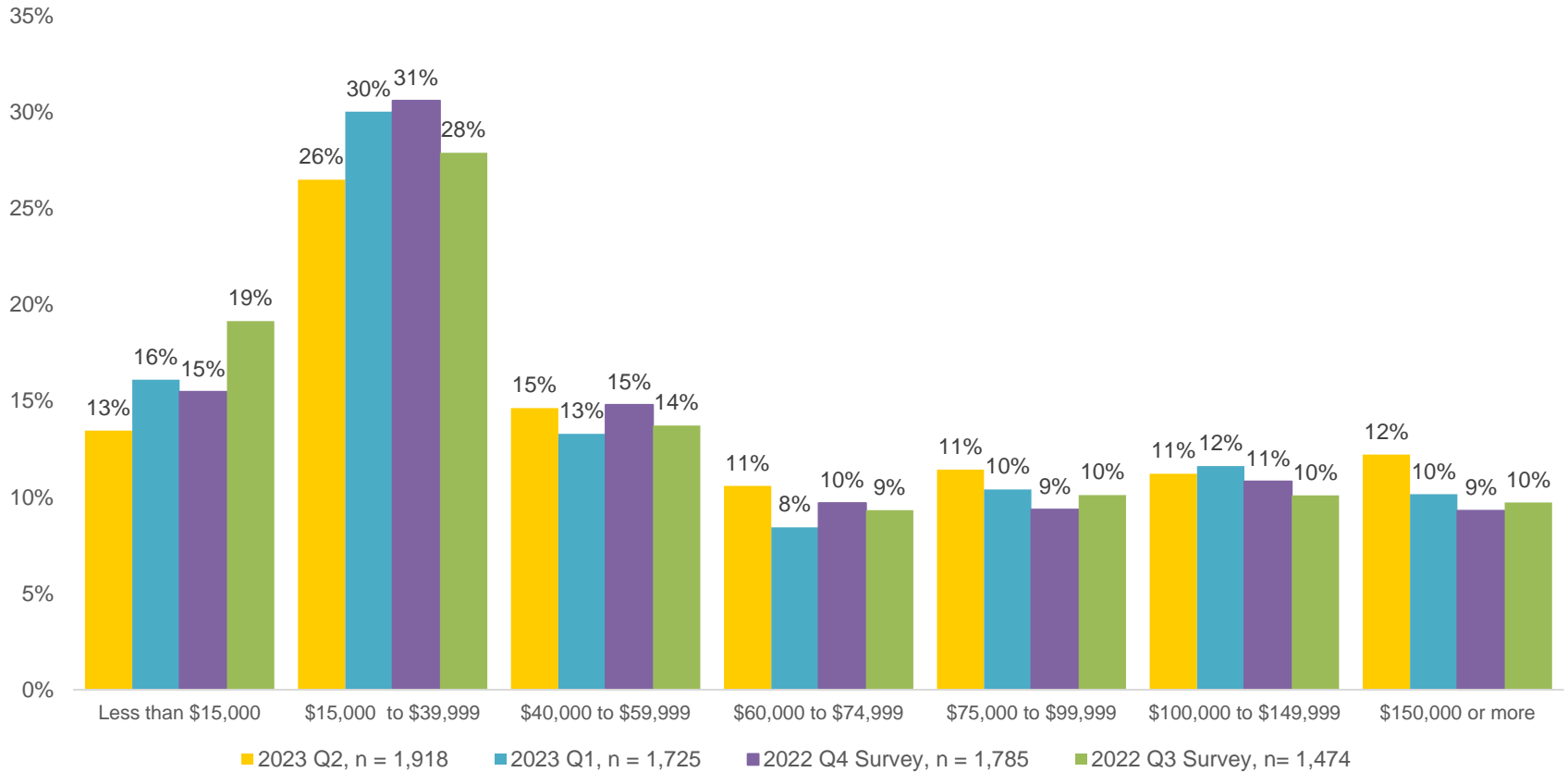
Frequent riders were more likely to identify as lower income than infrequent riders.

Household Income



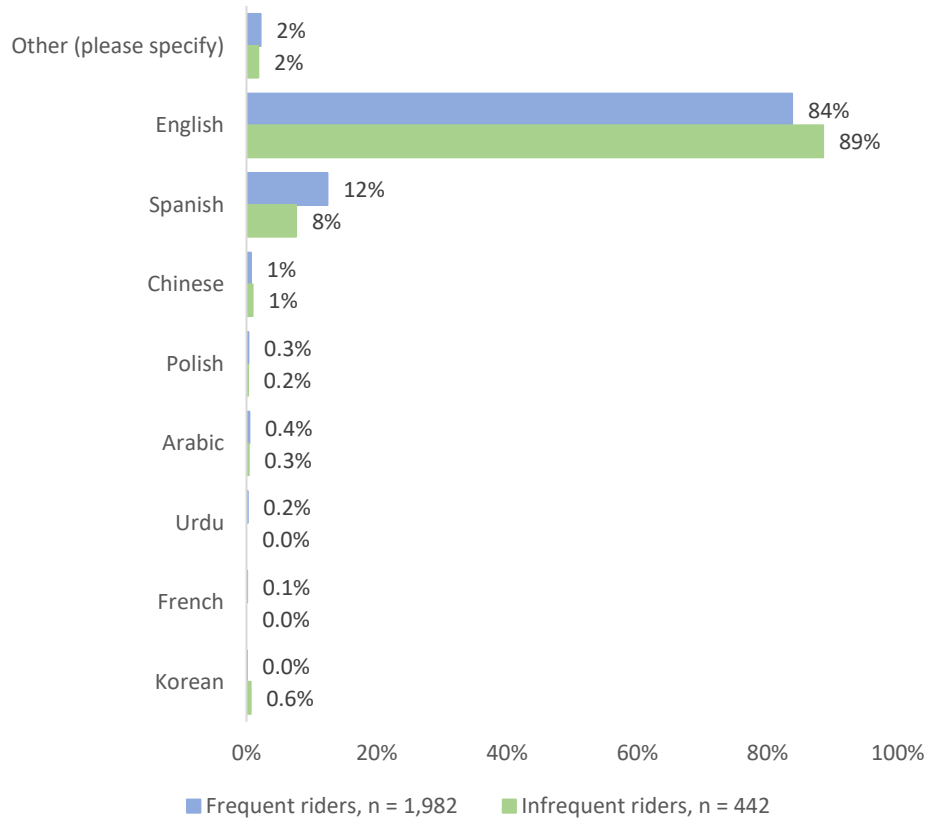
HOUSEHOLD INCOME: QUARTERLY SURVEYS

Household Income

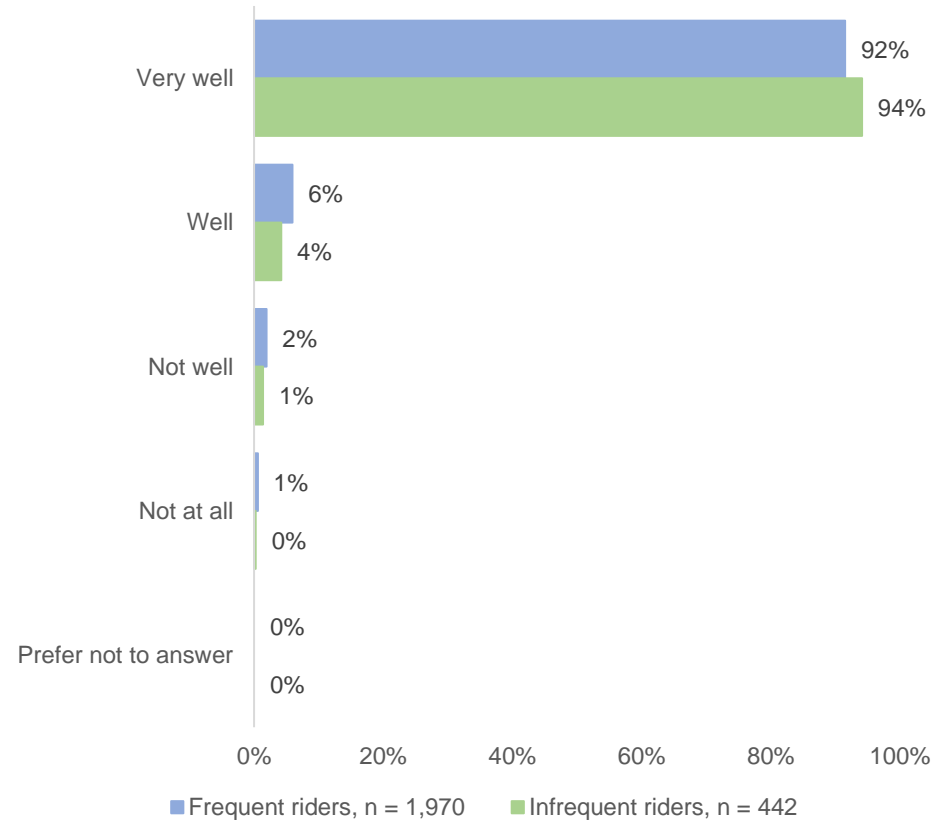


LANGUAGE: FREQUENT VS INFREQUENT

Primary Language Spoken at Home

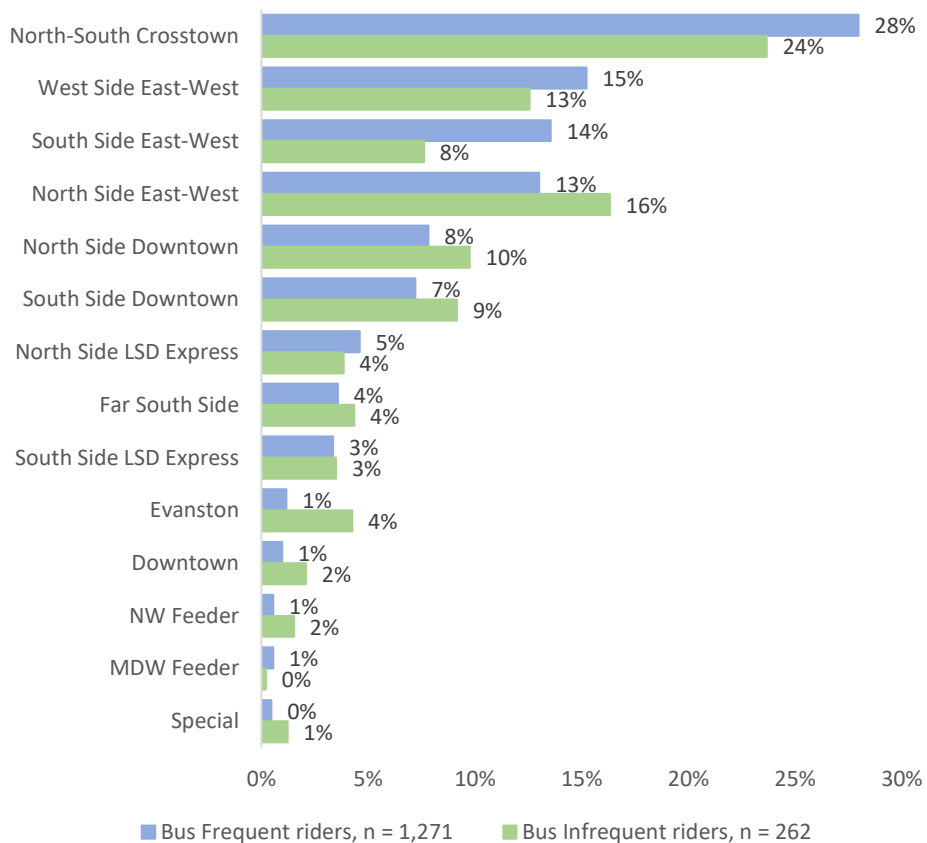


English Proficiency



PRIMARY CTA BUS ROUTE AND RAIL BRANCH

Primary Bus Riders: Bus Route



Primary Rail Riders: Rail Branch

