

2023 Q3 Survey Draft Results Overview

November 2023



Chicago Transit Authority

QUARTERLY SURVEY OVERVIEW

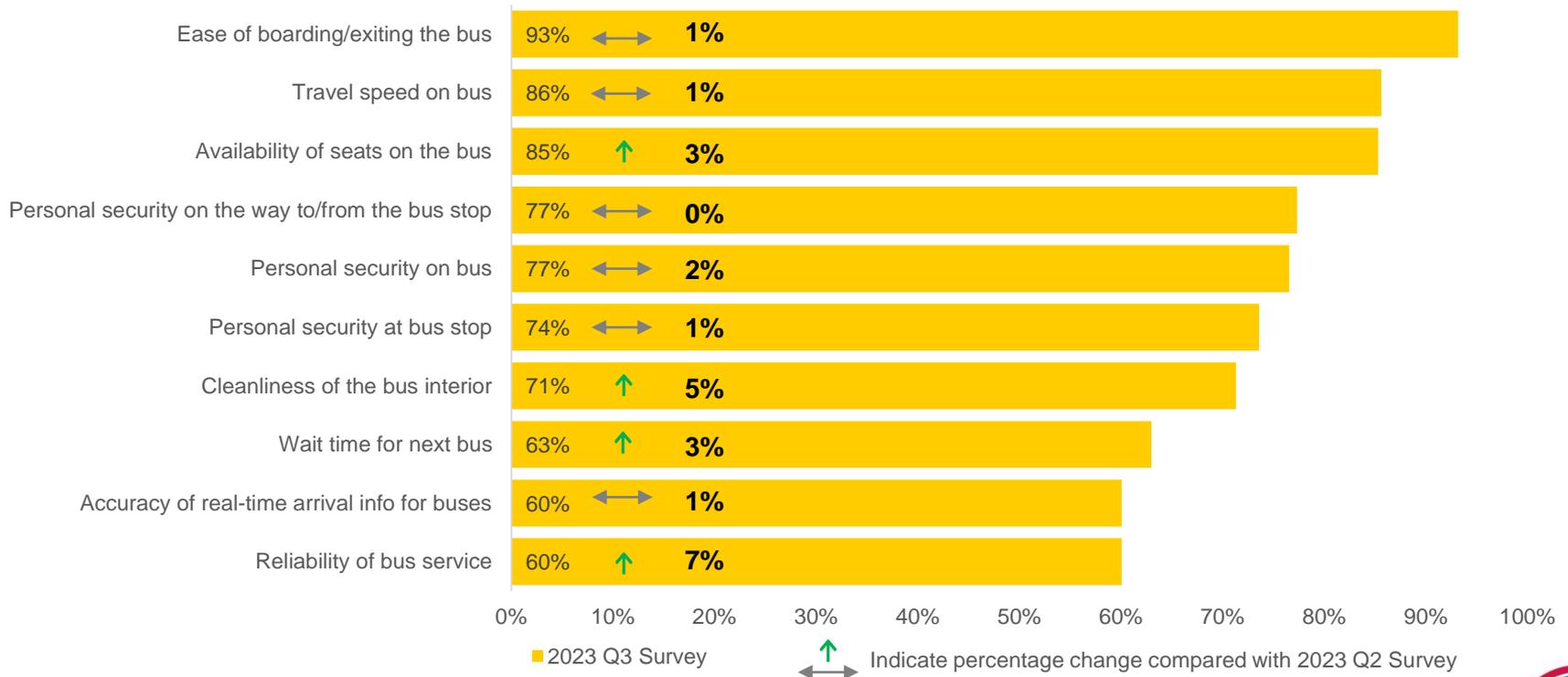
- Quarterly survey initiative began in Q3 2022 to provide more frequent updates on customer satisfaction and travel patterns in the COVID recovery period.
- This presentation focuses on the results from the Q3 2023 survey, the fifth quarterly survey conducted.
 - Results related to bus and rail satisfaction show continuation of positive trends. However, the very positive Q3 results are likely inflated due to a new survey distribution method and higher rates of infrequent riders corresponding with typical seasonal ridership trends
- Quarterly surveys include:
 - Questions about customer habits and preferences that will stay consistent for each quarterly survey to track trends
 - Questions on a focus topic that will change each quarter
 - An English and Spanish version of the survey
- Focus topics for Q3 2023 survey included:
 - Personal security, service reliability, and commute habit changes



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO LAST QUARTER

Respondents' satisfaction stayed the same or increased for all CTA Bus attributes compared to the previous quarterly survey in Q2 2023.

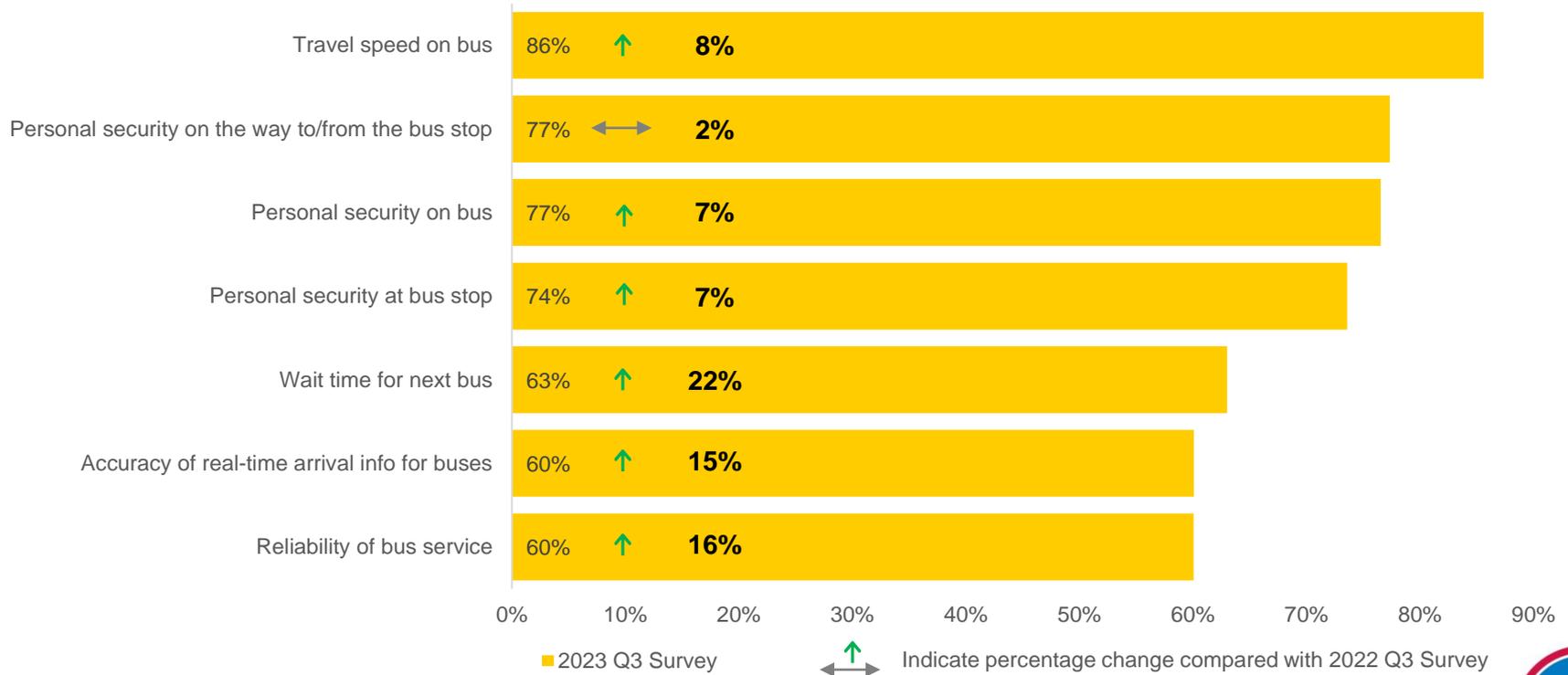
Percent Satisfied with CTA Bus Attributes Compared to Last Quarter



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

Satisfaction with most CTA Bus attributes increased compared to the baseline results from Q3 2022. Satisfaction with wait time for next bus, accuracy of real-time arrival information for buses, and reliability of bus service increased significantly.

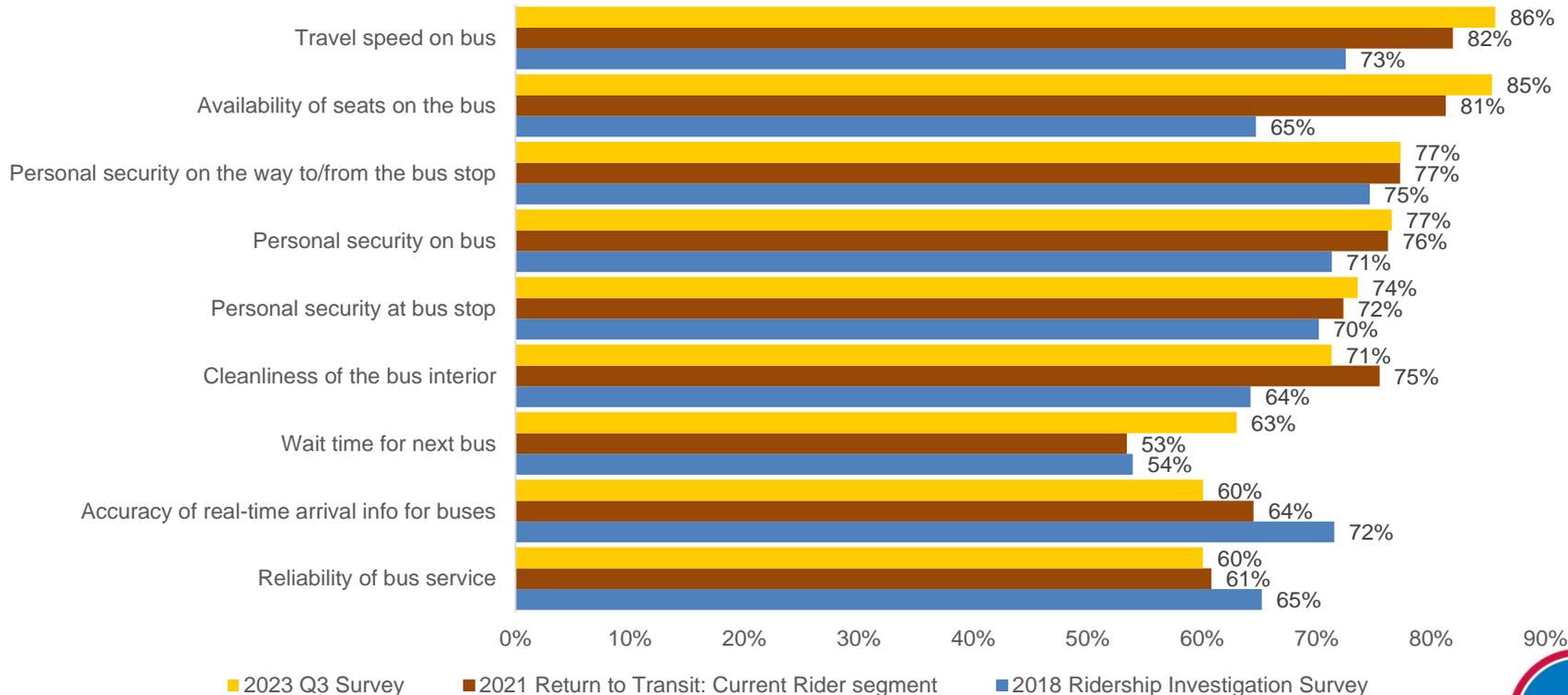
Percent Satisfied with CTA Bus Attributes Compared to Q3 2022 (MTM Baseline)



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO PAST SURVEYS

2023 Q3 respondents were more satisfied with wait time for next bus, travel speed and availability of seats on the bus and less satisfied with accuracy of real-time arrival information for buses and reliability of bus service, when compared to 2021 Return to Transit and 2018 Ridership Investigation respondents.

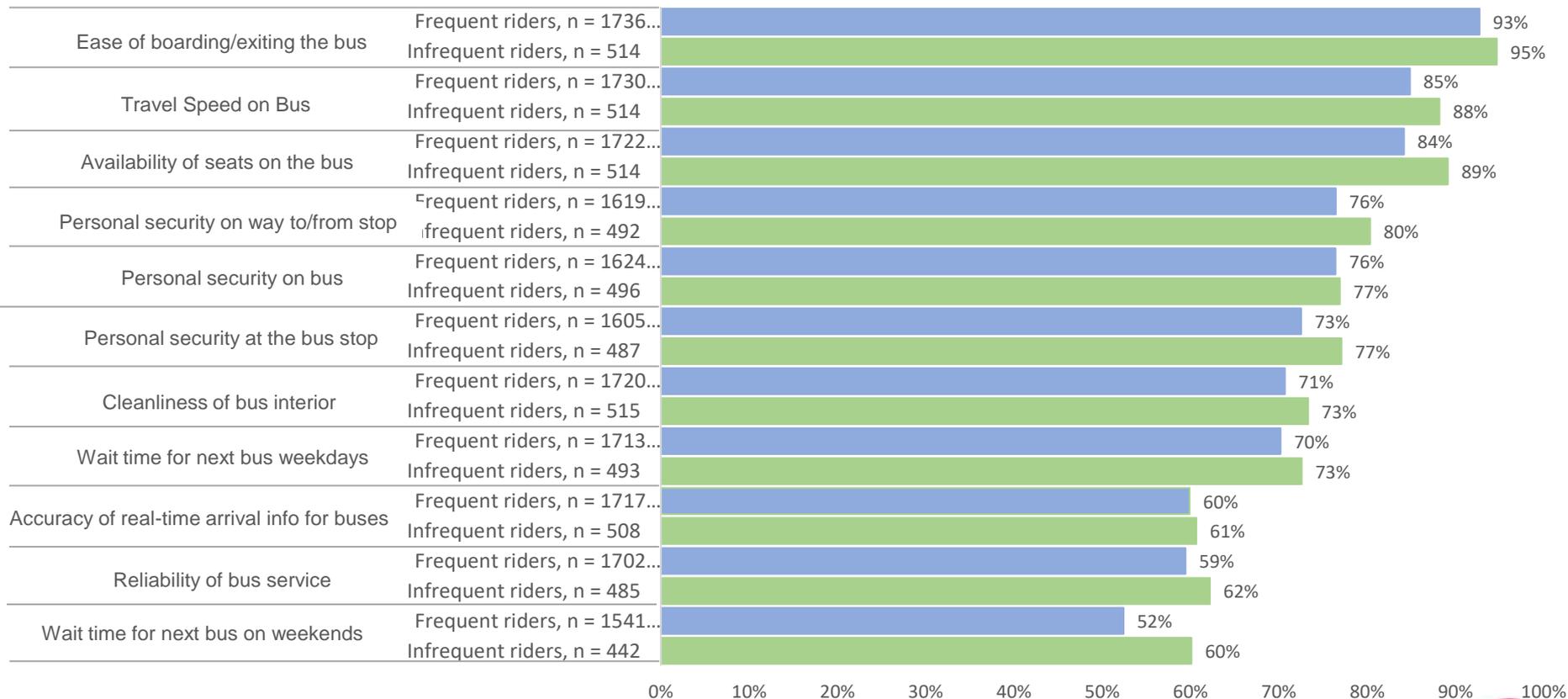
Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



CUSTOMER SATISFACTION: BUS ATTRIBUTES

Infrequent riders reported higher satisfaction with all CTA Bus Attributes, compared to frequent riders.

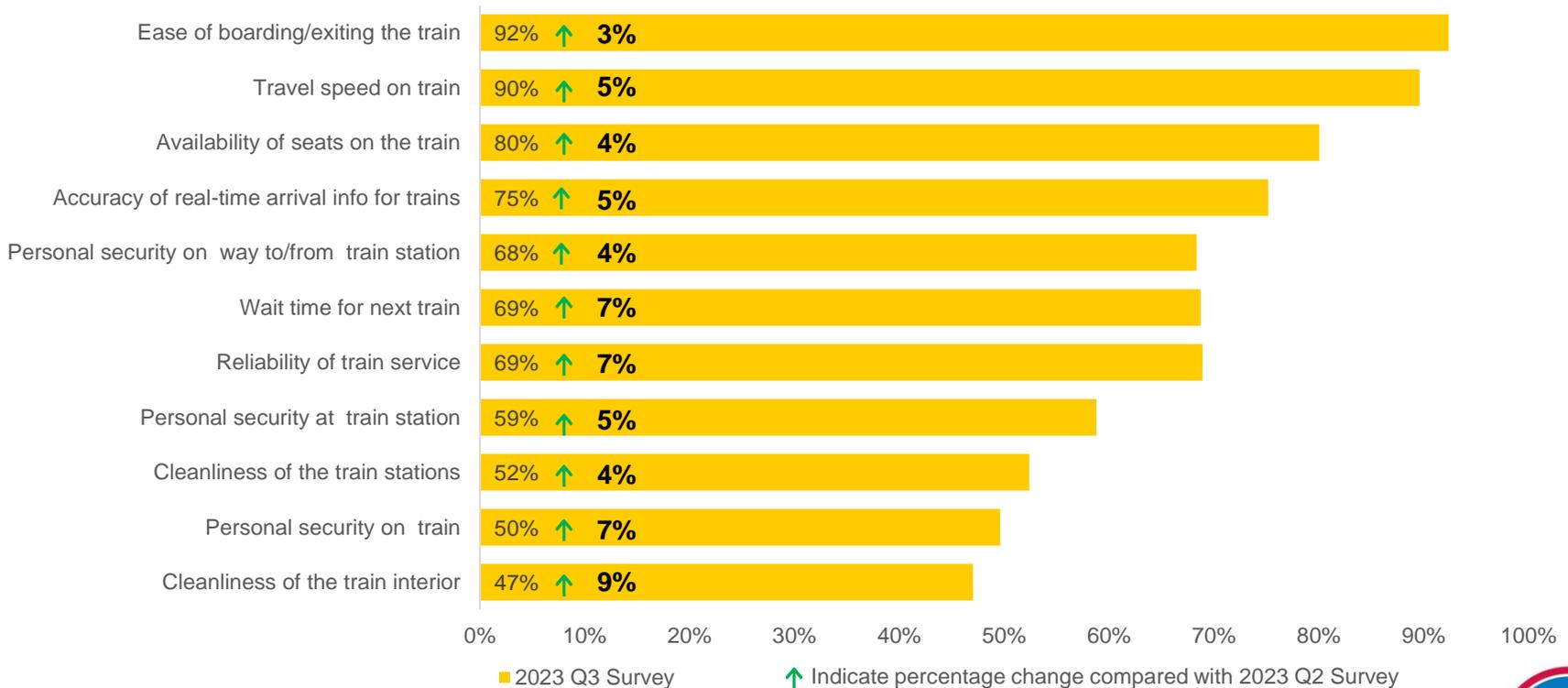
Percent Satisfied with CTA Bus Attributes



CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED TO LAST QUARTER

Compared with the previous quarterly survey, Q2 2023, satisfaction with all CTA Train attributes increased.

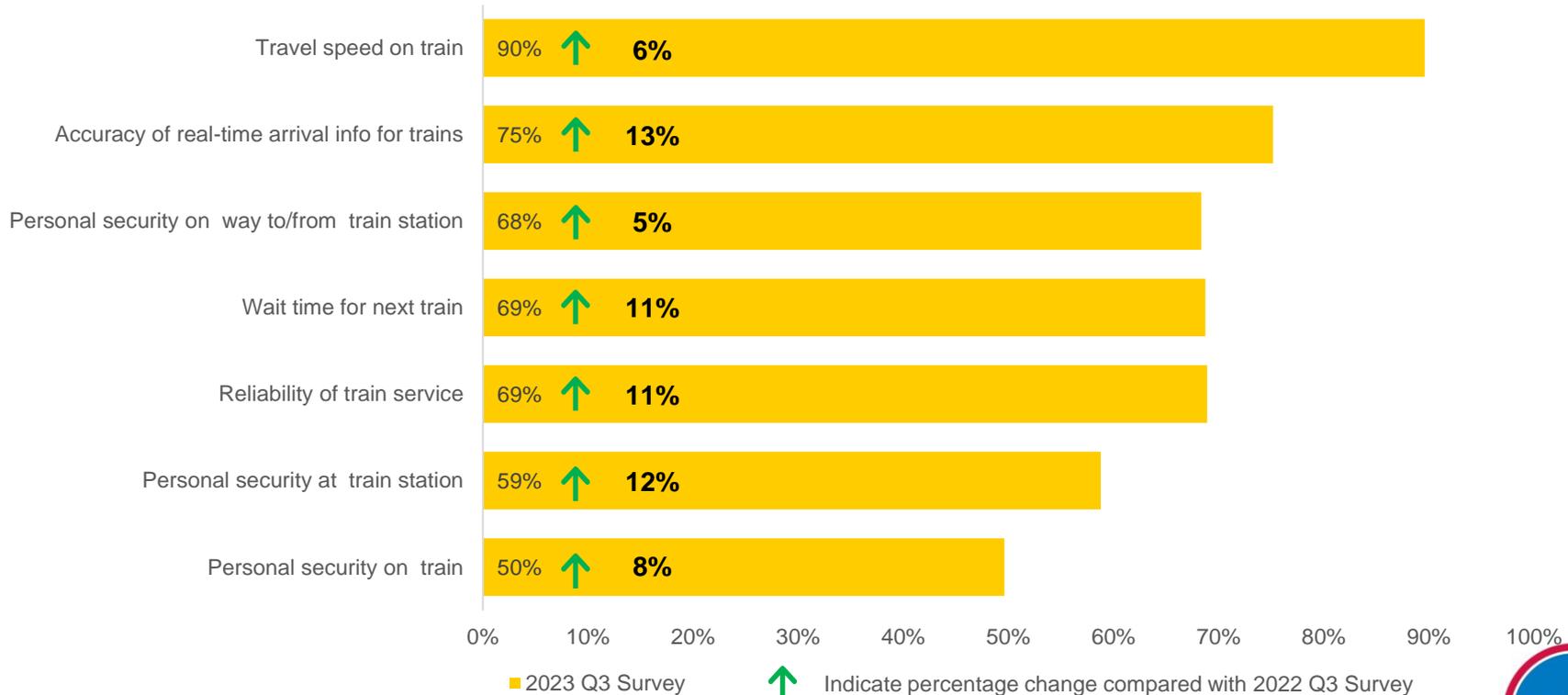
Percent Satisfied with CTA Train Attributes Compared to Last Quarter



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

Compared to the baseline results from Q3 2022 satisfaction increased for all CTA Train attributes on Q3 2023. Satisfaction with wait time for next train, reliability of train service, and personal security at train station increased.

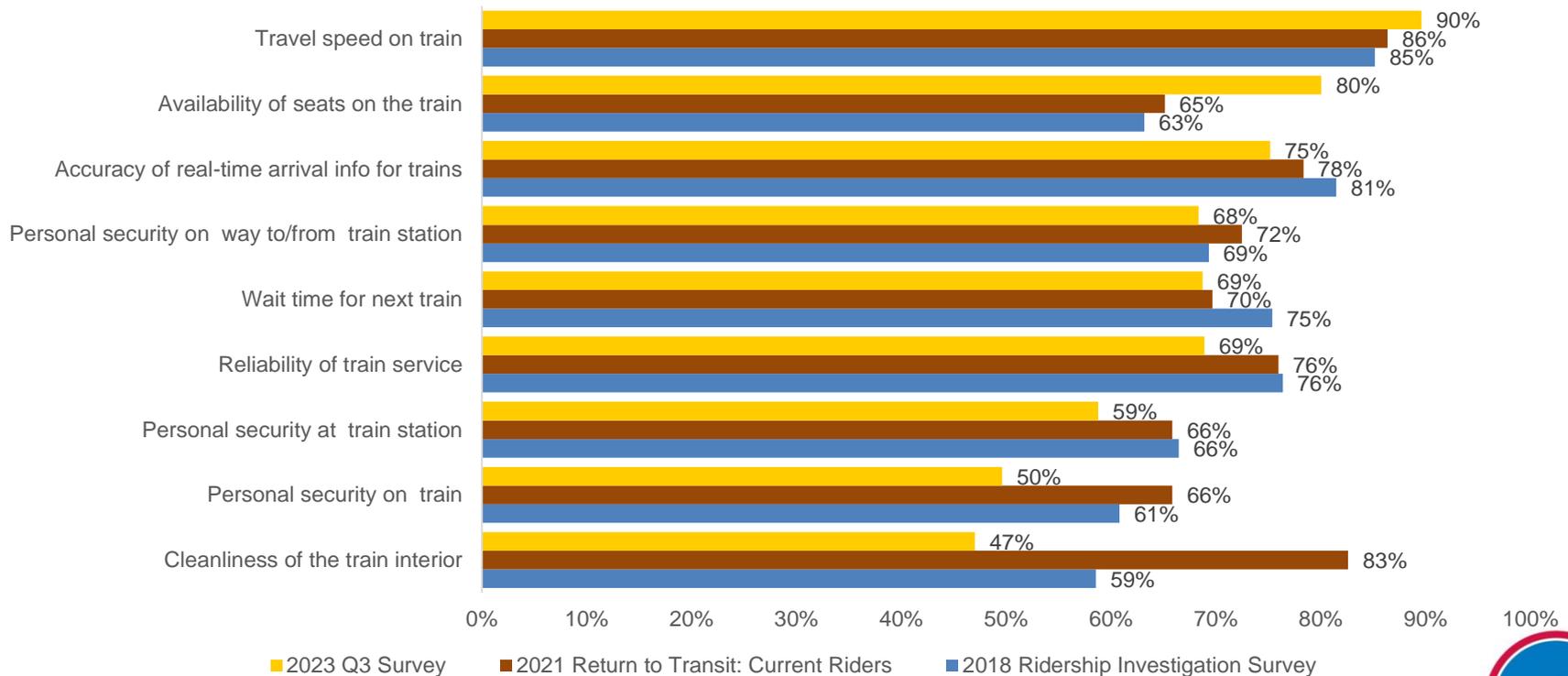
Percent Satisfied with CTA Train Attributes Compared to Q3 2022 (MTM Baseline)



CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED TO PAST SURVEYS

Respondents from **2023 Q3** reported higher satisfaction with travel speed on train and availability of seats on the train, and lower satisfaction with personal security on train and cleanliness of the train interior compared to **2021 Return to Transit** and **2018 Ridership Investigation** respondents.

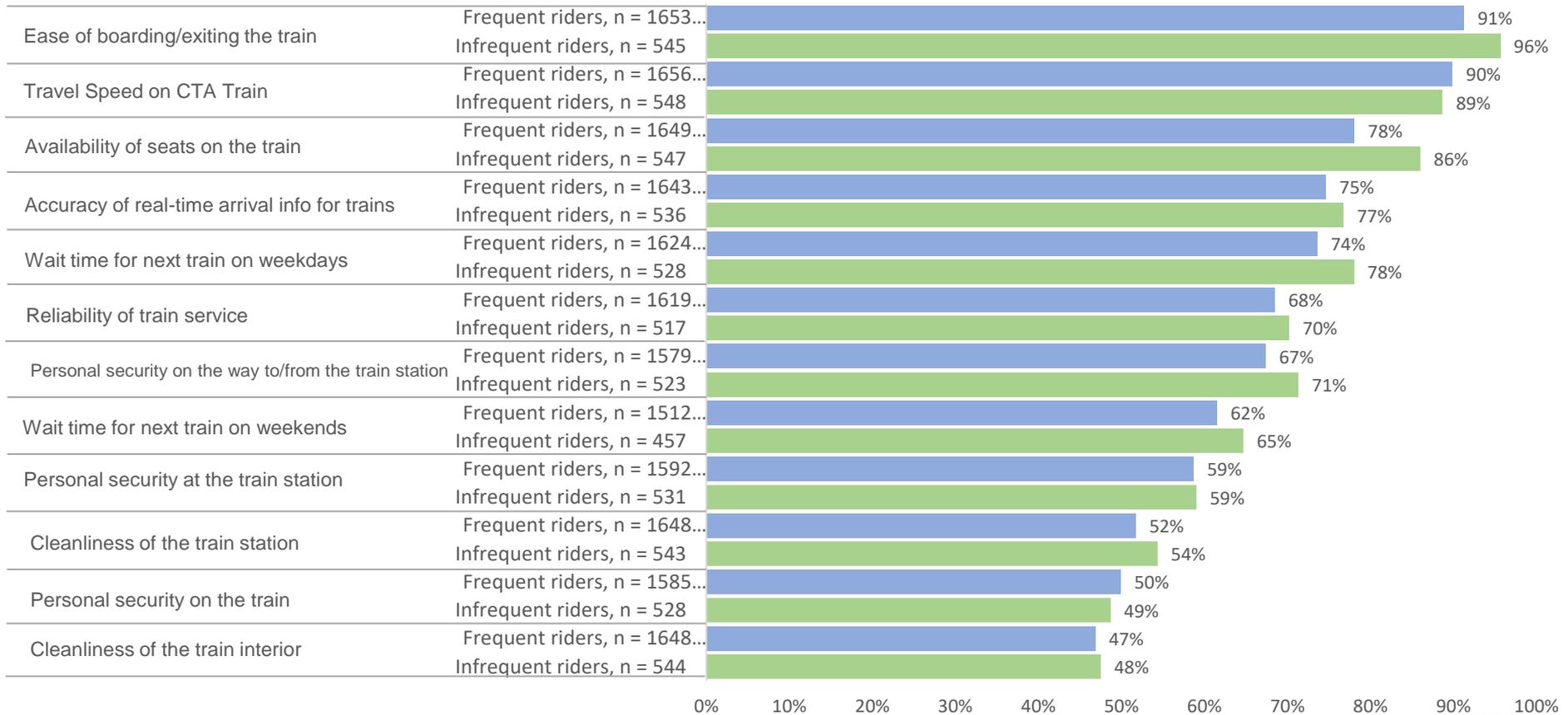
Percent Satisfied with CTA Train Attributes Compared with Past Surveys



CUSTOMER SATISFACTION: RAIL ATTRIBUTES

Infrequent riders reported higher satisfaction with most CTA Rail attributes, compared to frequent riders.

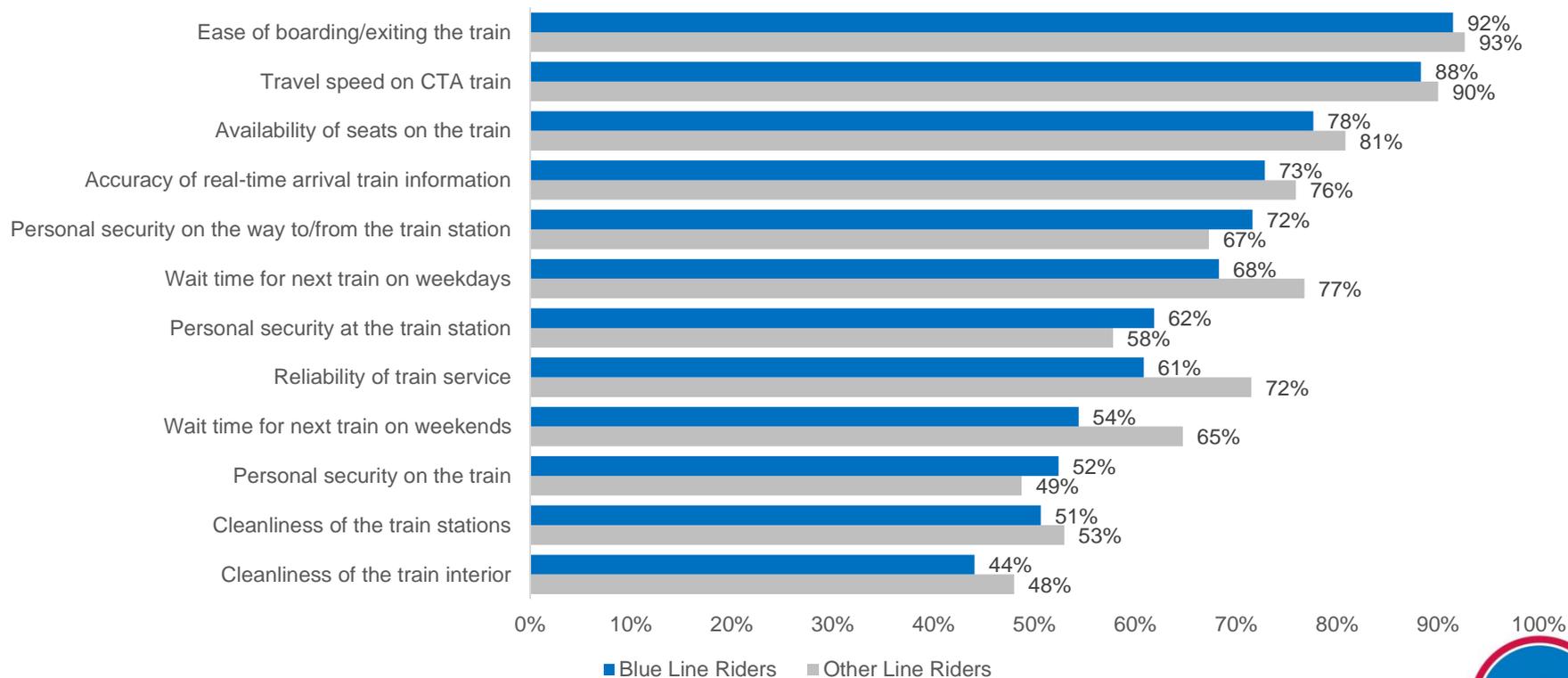
Percent Satisfied with CTA Rail Attributes



BLUE LINE RIDERS' SATISFACTION

Respondents who indicated primarily boarding at Blue Line Branch stations were less satisfied with all train attributes, besides attributes related to personal security, compared to respondents who primarily board other rail lines. Blue Line respondents were much less satisfied with wait time and reliability compared with other rail customers. Blue line riders, n = 549 and Other Line Riders, n = 1,705, some attributes have smaller sample sizes where people selected N/A.

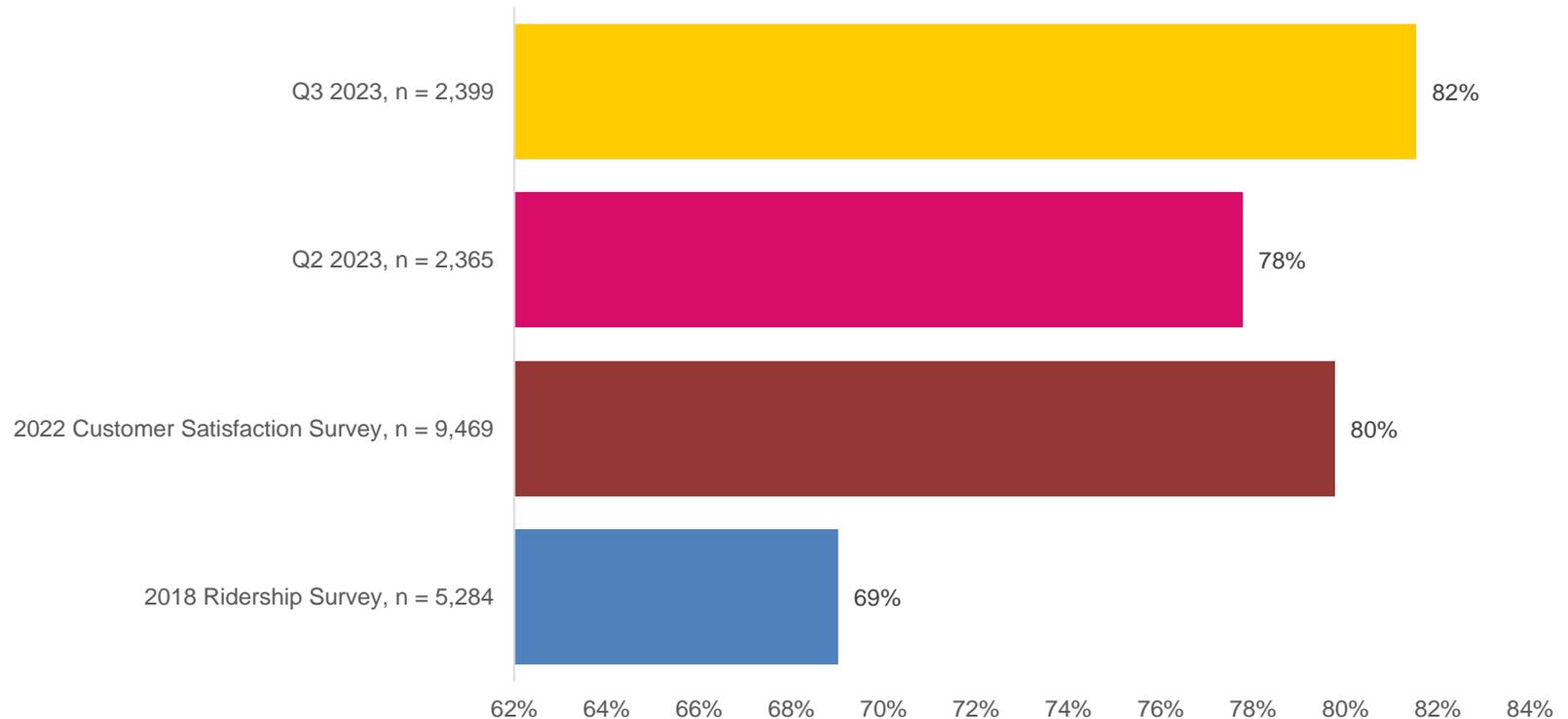
Blue Line Riders Satisfaction with Train Attributes



FARE SATISFACTION

Respondents on **Q3 2023** reported higher satisfaction with value of service for fare paid compared to previous surveys.

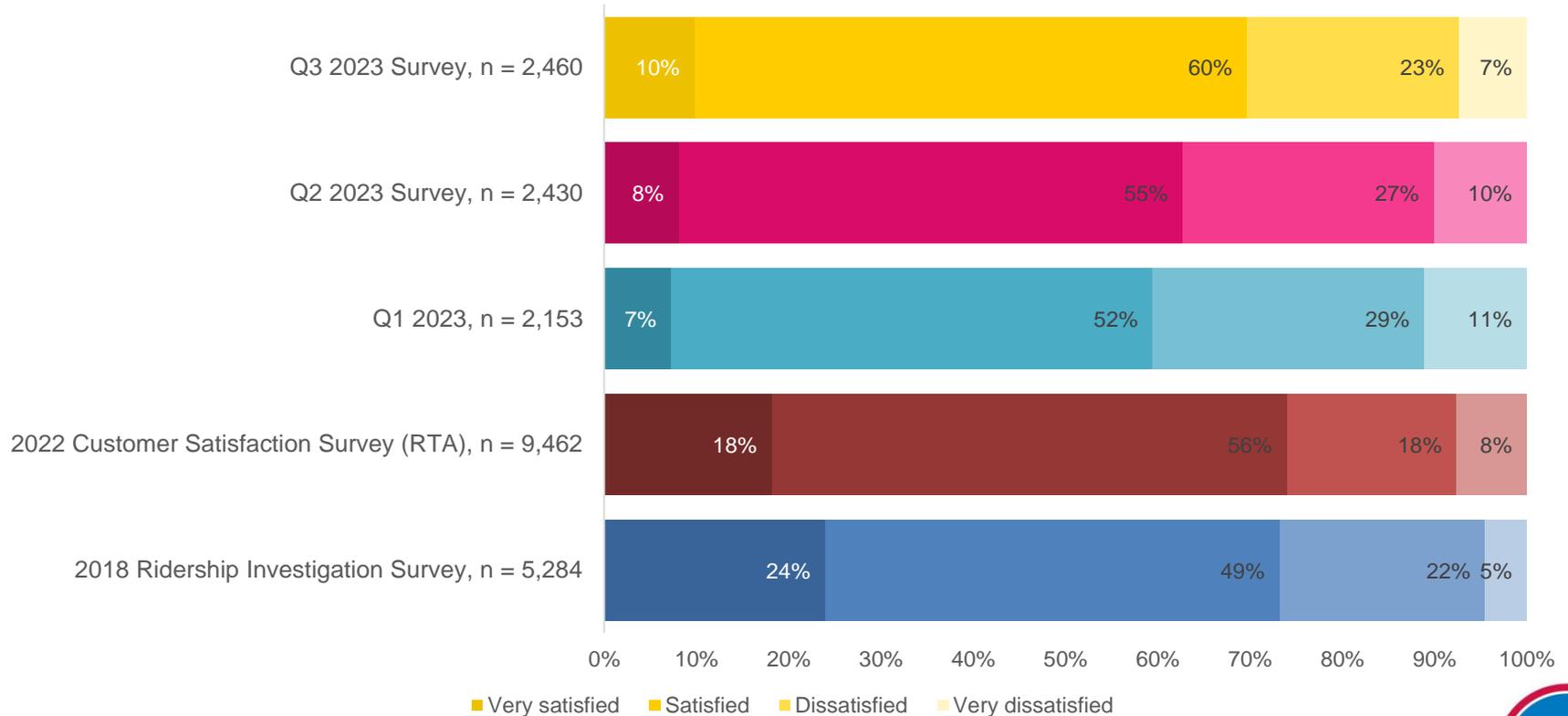
Satisfaction with value of service for fare paid



CUSTOMER SATISFACTION WITH CTA COMPARED TO PREVIOUS SURVEYS

70% of Q3 2023 respondents reported being satisfied with CTA overall, higher than past quarterly surveys.

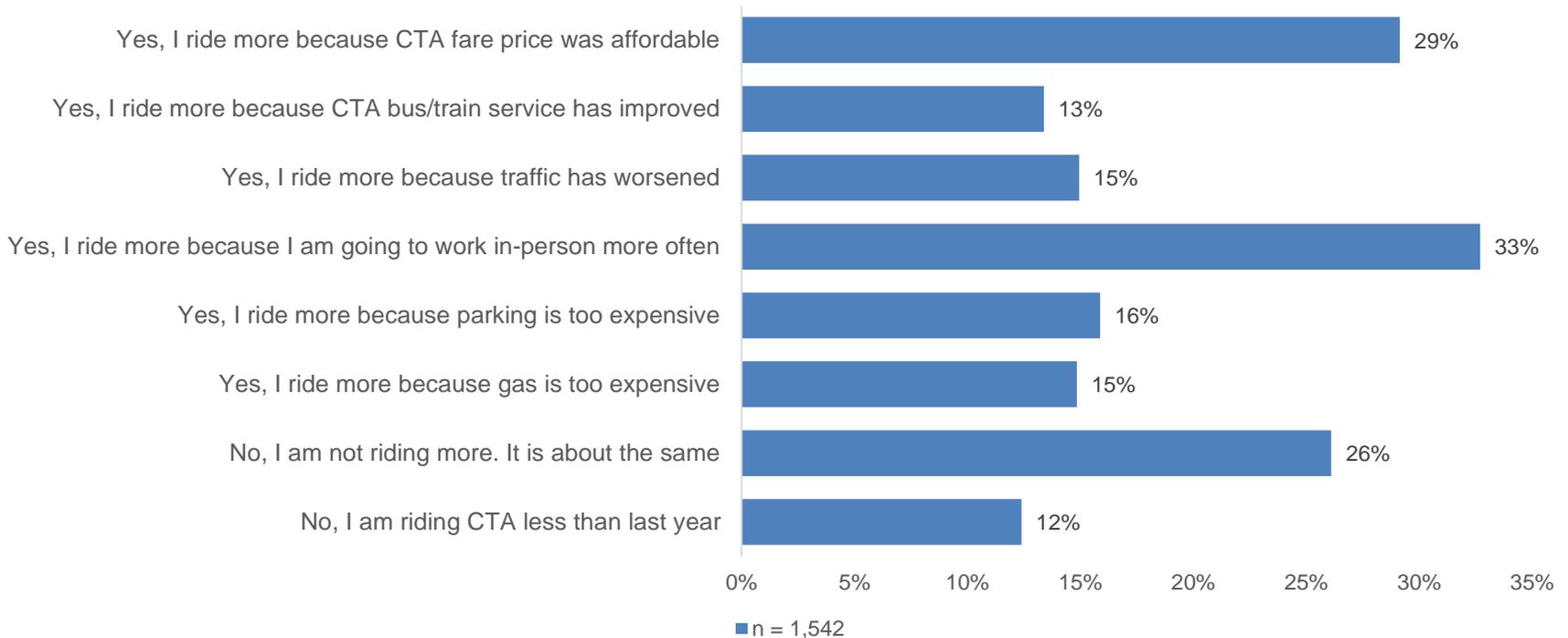
Overall Satisfaction Compared to Past Surveys



CHANGES TO CTA COMMUTE

When asked about commuting habits on CTA Bus or Rail compared to last year, most respondents indicated that they were riding CTA more than last year to commute. The most common reason for riding CTA more is because respondents are going to work in-person more often (33%) and because CTA fare price is affordable (29%).

Are you using CTA Bus or Rail more than last year to commute? If so, why?
(Select all that apply)



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

More frequent service during weekdays was in the top 2 improvements that would encourage respondents to ride CTA more frequently in all but one quarterly surveys.

Which of the following improvements would encourage you to ride CTA more frequently?	Q3 2023, n = 2,460	Q2 2023, n = 2,430	Q1 2023, n = 2,153	Q4 2022, n = 2,183	Q3 2022, n = 1,802
If service came more frequently during weekdays	1	2	1	2	4
If real-time arrival information for buses was more accurate	2	5	2	1	7
If service came more frequently during weekends	3	4	4	5	1
If there was better security on board	4	1	5	4	2
If buses were faster and more reliable	5	6	3	3	5
If there was better security at stations/stops	6	3	8	6	3
If trains were faster and more reliable	7	7	6	8	6
If real-time arrival information for trains was more accurate	8	9	7	7	9
If vehicles/stations were cleaner	9	8	9	9	8
If CTA fares were lower/more affordable	10	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	11



RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE

Respondents ranked increased service during the weekdays, more accurate real-time arrival information for buses, and increased service during weekends as the top factors that would encourage more frequent use of CTA.

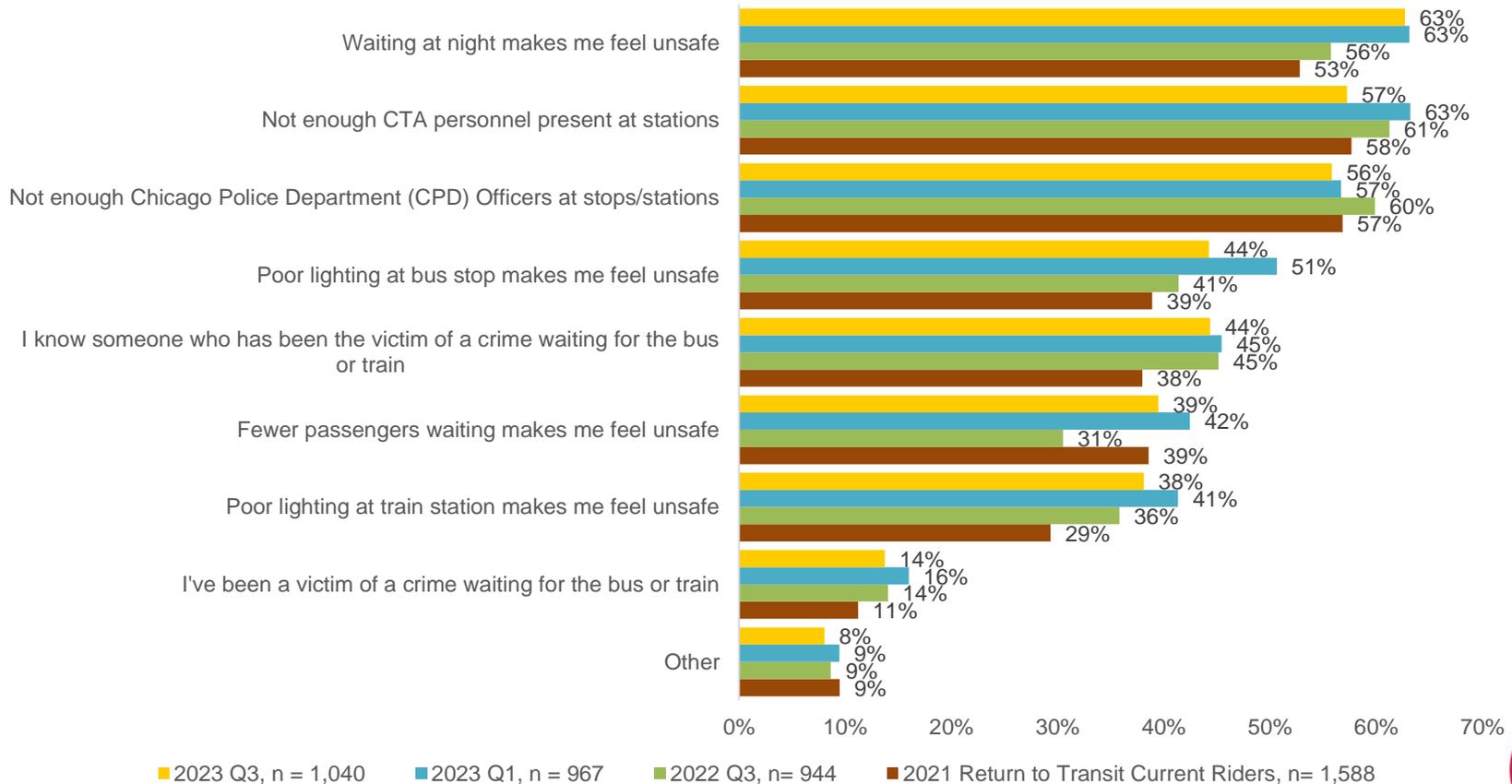
Which of the following improvements would encourage you to ride CTA more frequently?	All, n = 2,460	Frequent riders, n = 1,841	Infrequent riders, n = 619
If service came more frequently during weekdays	1	1	4
If real-time arrival information for buses was more accurate	2	2	5
If service came more frequently during weekends	3	4	3
If there was better security on board	4	5	2
If buses were faster and more reliable	5	3	7
If there was better security at stations/stops	6	6	1
If trains were faster and more reliable	7	7	6
If real-time arrival information for trains was more accurate	8	8	8
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



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

“Waiting at night makes me feel unsafe” was the most selected reason for dissatisfaction with personal security waiting for CTA on Q3 2023, the first time that factor was more frequently selected than both not enough CTA personnel present and not enough CPD offers present.

Reasons for Dissatisfaction with Personal Security Waiting for CTA
Select all that apply

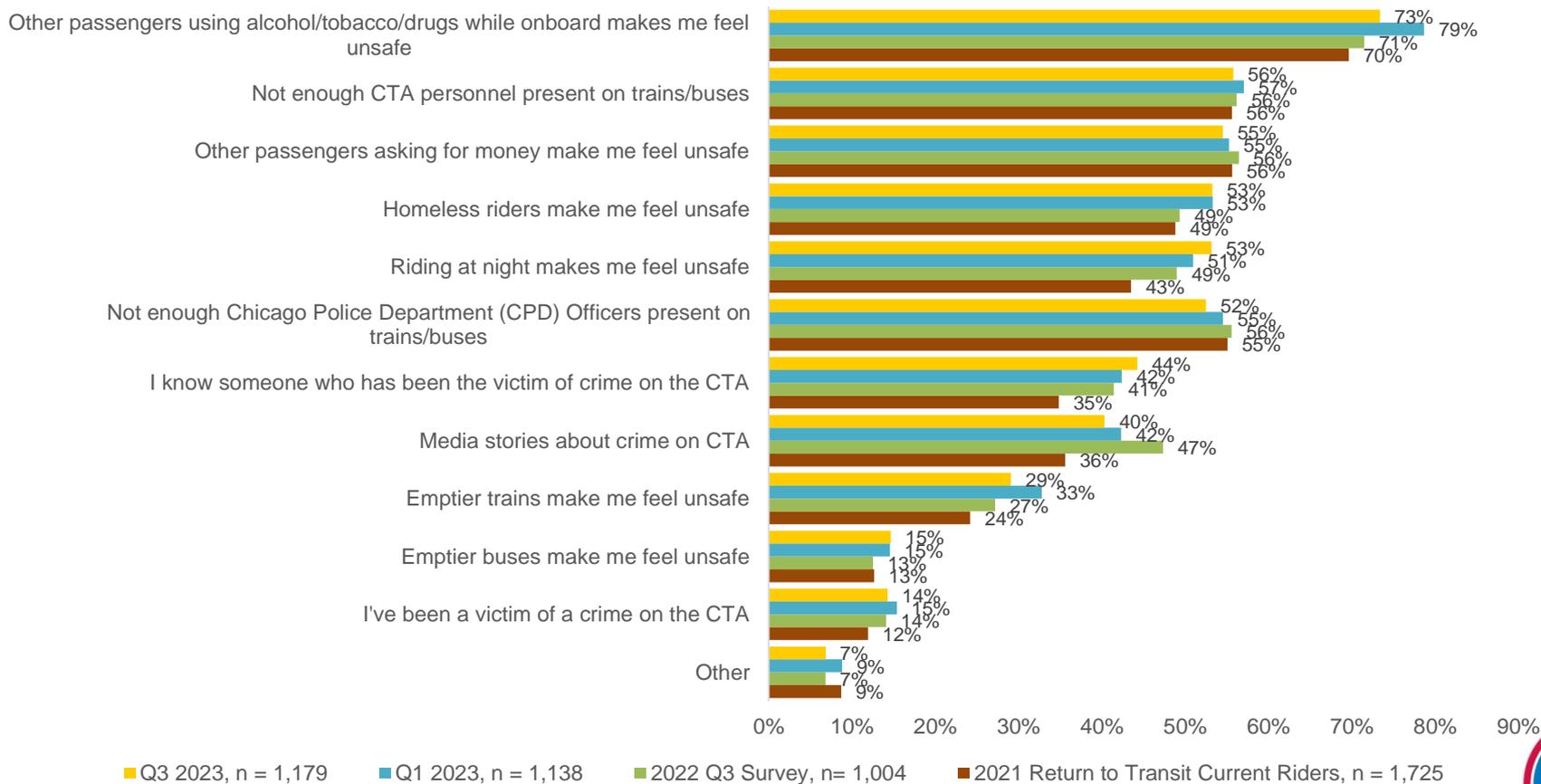


DISSATISFACTION WITH PERSONAL SECURITY ON CTA BUS/TRAIN COMPARED TO PAST SURVEYS

Respondents selected that other passengers using alcohol, tobacco, or drugs while onboard makes me feel unsafe as the top reason for dissatisfaction with personal security on CTA on all past surveys, but at a lower rate than Q2 2023.

Reasons for Dissatisfaction with Personal Security On CTA

Select all that apply.



RANK OF FACTORS FOR IMPROVING PERSONAL SECURITY ON CTA BUS

Respondents who indicated dissatisfaction with personal security while riding or accessing CTA ranked “If there was more direct outreach to help reduce the number of rides experiencing homelessness, mental illness, and substance abuse” as the most important improvement that would improve their feeling of safety on CTA Bus.

Please rank the following in order of how much each factor would make you feel safer, from most to least.	All =, n = 692	Bus Frequent Riders, n =480	Bus Infrequent Riders, n = 212
If there was more direct outreach to help reduce the number of riders experiencing homelessness, mental illness, substance abuse	1	1	1
If fewer passengers were using alcohol, tobacco, or other drugs	2	3	2
If more Chicago Police Department (CPD) officers were present on the bus/at bus stops	3	2	3
If more CTA personnel were present on the bus/at bus stops	4	5	6
If service came more frequently	5	4	9
If there were more visible security cameras on the bus/at bus stops	6	7	4
If there were more unarmed security guards present on the bus/at bus stops	7	8	5
If there were more security guards with dogs (K-9 unit) present on the system	8	9	7
If bus stops were better lit	9	6	10
If fewer passengers were asking for money	10	11	8
If CTA buses were cleaner	11	10	11
If there were more passengers riding the bus	12	12	12



RANK OF FACTORS FOR IMPROVING PERSONAL SECURITY ON CTA RAIL

Respondents who indicated dissatisfaction with personal security while riding or accessing CTA Rail were asked to rank improvements by how much they would improve feelings of safety. **Rail Frequent Riders** ranked “if fewer passengers were using alcohol, tobacco, or other drugs” the highest and “if there was more direct outreach to help reduce the number of riders experiencing homelessness, mental illness, substance abuse” was the highest rank improvement for **Rail Infrequent Rides**.

Please rank the following in order of how much each factor would make you feel safer, from most to least.	All, n = 1,155	Rail Frequent Riders, n = 708	Rail Infrequent Riders, n = 447
If there was more direct outreach to help reduce the number of riders experiencing homelessness, mental illness, substance abuse	1	2	1
If fewer passengers were using alcohol, tobacco, or other drugs	2	1	2
If more Chicago Police Department (CPD) officers were present on the train/at stations	3	3	3
If more CTA personnel were present on the train/at stations	4	4	5
If there were more unarmed security guards present on the train/at stations	5	5	4
If there were more visible security cameras on the train/at stations	6	7	7
If service came more frequently	7	6	9
If there were more security guards with dogs (K-9 unit) present on the system	8	8	6
If fewer passengers were asking for money	9	9	8
If CTA Trains were cleaner	10	10	10
If train stations were better lit	11	11	11
If there were more passengers riding the train	12	12	12



SURVEY ADMINISTRATION & RESULTS

Timeframe:

- Survey open from July 7th, 2023, to July 27th, 2023.

Recruitment:

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

Email recruitment:

- Email survey distributed to ~62,542 of the ~550,000 Ventra customers who are opted-in to receive emails and have ridden CTA at least once per month during May, June and July 2023.
- Sample proportional to service area population based on customer ZIP code, with oversampling in areas with traditionally low response rates.
- 2,460 responses collected.

Car Card recruitment:

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

Total Sample Size:

- 2,460 completed surveys (33 completed in Spanish)
- Prize drawing incentive offered to all respondents.
- Email survey response rate = 3.9%*

*Results valid at the 95% confidence level with a margin of error of +/-2.0%. Email response rate was significantly lower compared with past quarterly surveys, so a larger sample of customers received emails compared with past 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 and June 2023.
- Sample size = 1,841 (75% of sample)

Infrequent riders:

- Used CTA Bus or Rail at most 1-2 days per month during April, May and June 2023.
- Sample size = 619 (25% of sample)



WEIGHTING

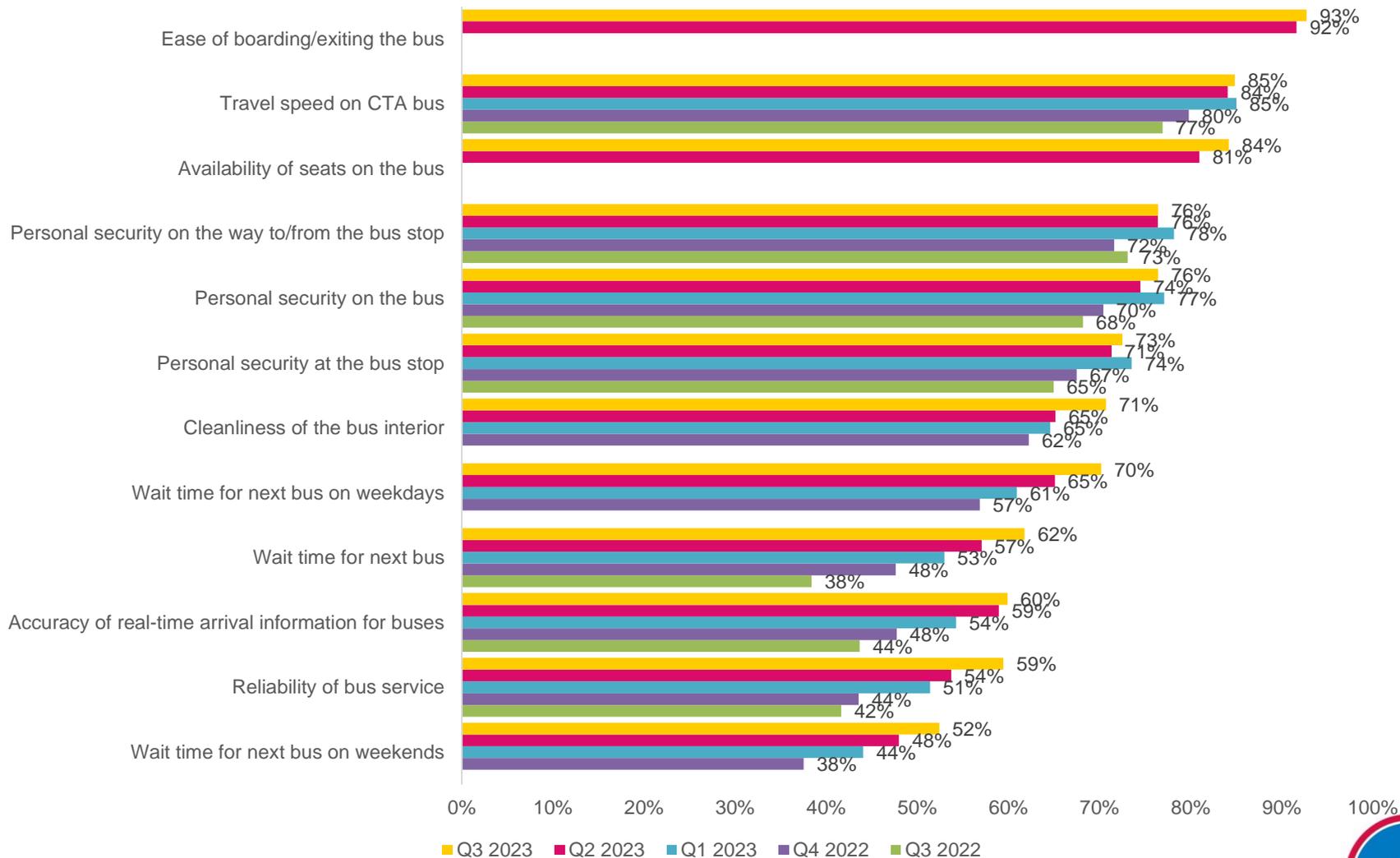
- Results weighted proportionate to CTA ridership from April 2023 through June 2023 and geographic location data.
- Riders were grouped into a primary CTA Bus Route or Train Branch group based on their self reported most frequently used CTA service and into a geographic location group based on self reported home zip code. Weights were added to align response rates to ridership.
- The cleaned and weighted dataset contains 2,460 completed survey responses.*

*After weighting, survey sample skews slightly white and Asian and less Hispanic than previous quarterly surveys. The sample also has a higher proportion of infrequent riders, which is comparable to the baseline Q3 2022 results and likely due to the survey administration time-period of mid-summer when ridership patterns are different from the rest of the year.



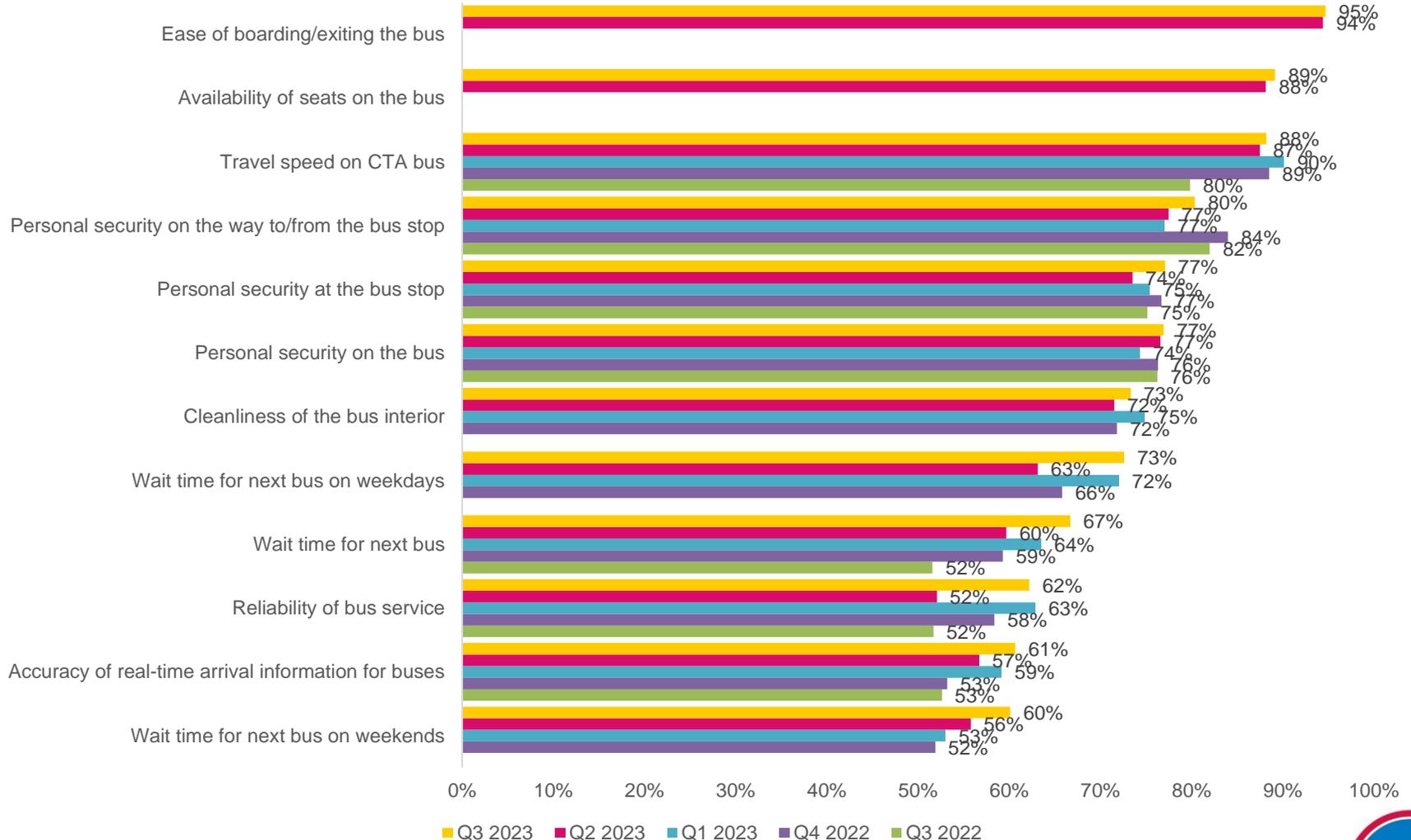
FREQUENT RIDER SATISFACTION: BUS ATTRIBUTES

Frequent Riders Satisfaction with Bus Attributes



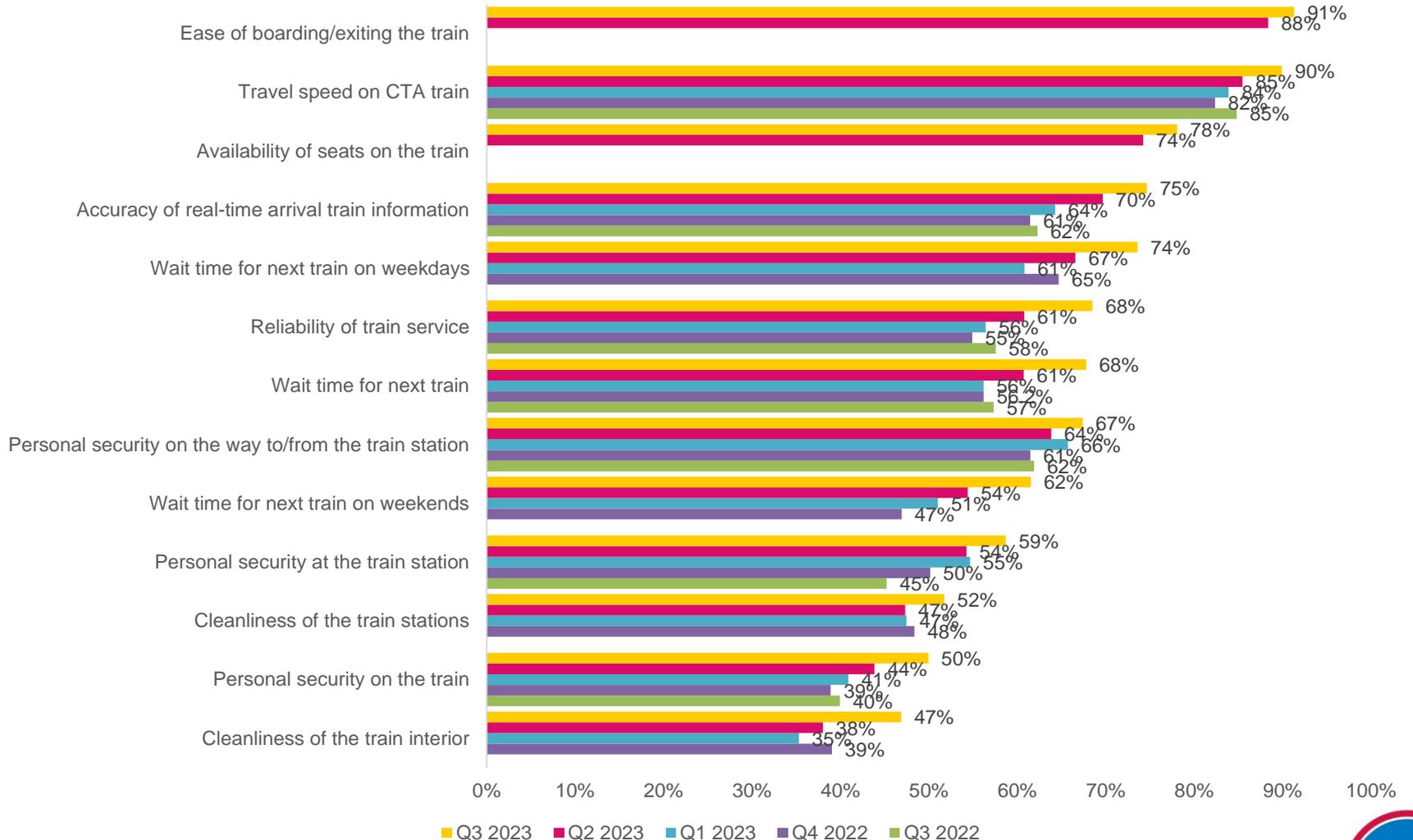
INFREQUENT RIDER SATISFACTION: BUS ATTRIBUTES

Infrequent Riders Satisfaction with Bus Attributes



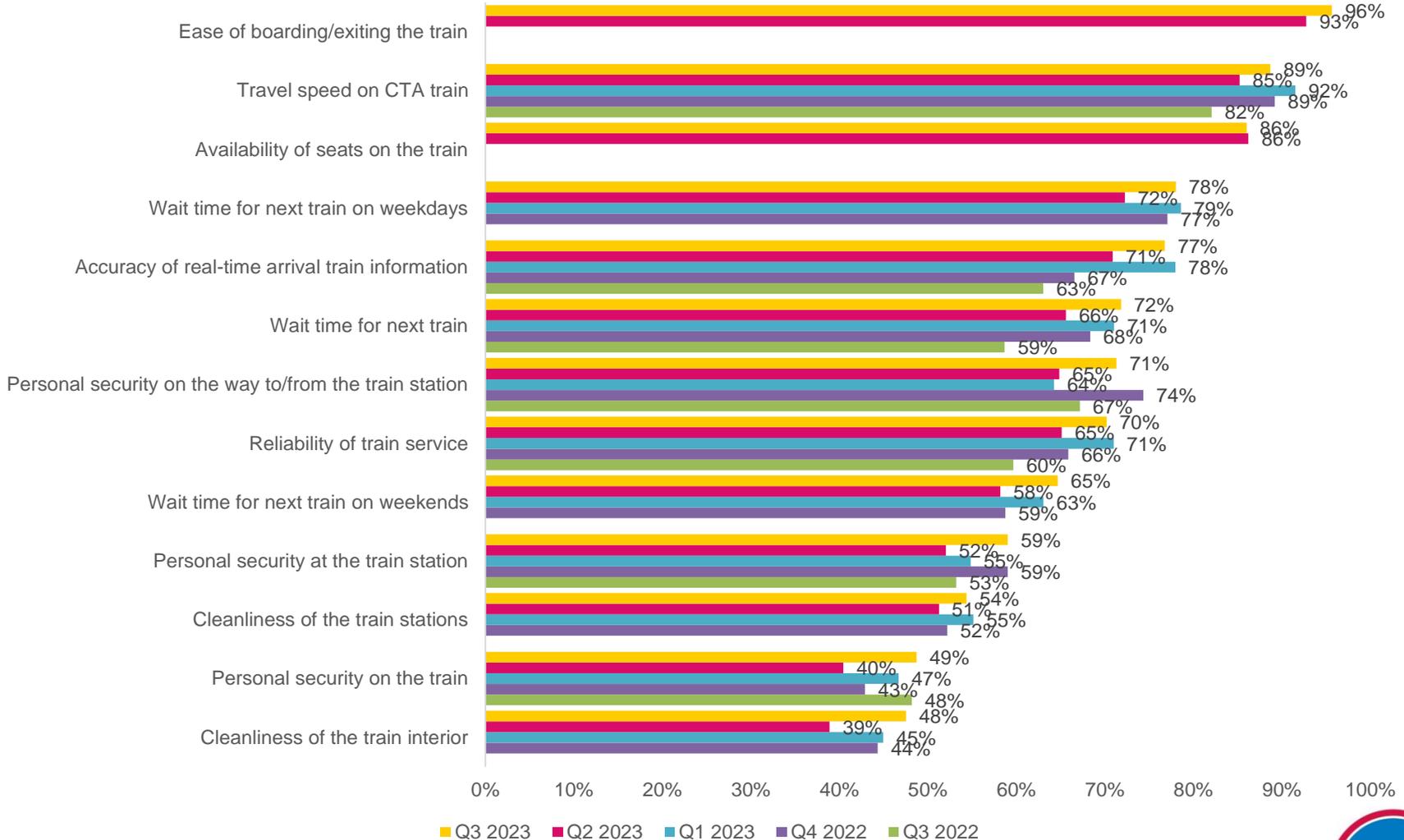
FREQUENT RIDER SATISFACTION: RAIL ATTRIBUTES

Frequent Rider Satisfaction with Train Attributes



INFREQUENT RIDER SATISFACTION: RAIL ATTRIBUTES

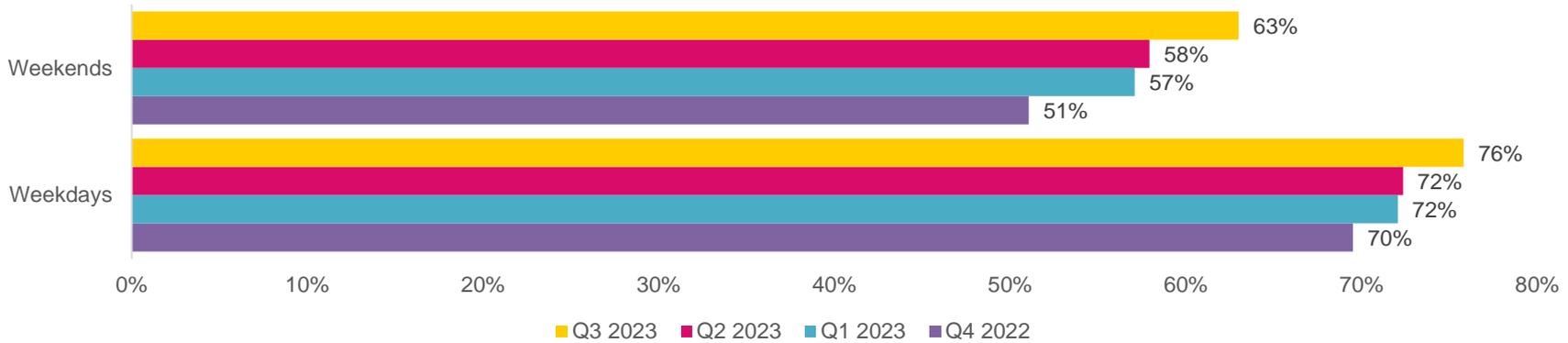
Infrequent Rider Satisfaction with Train Attributes



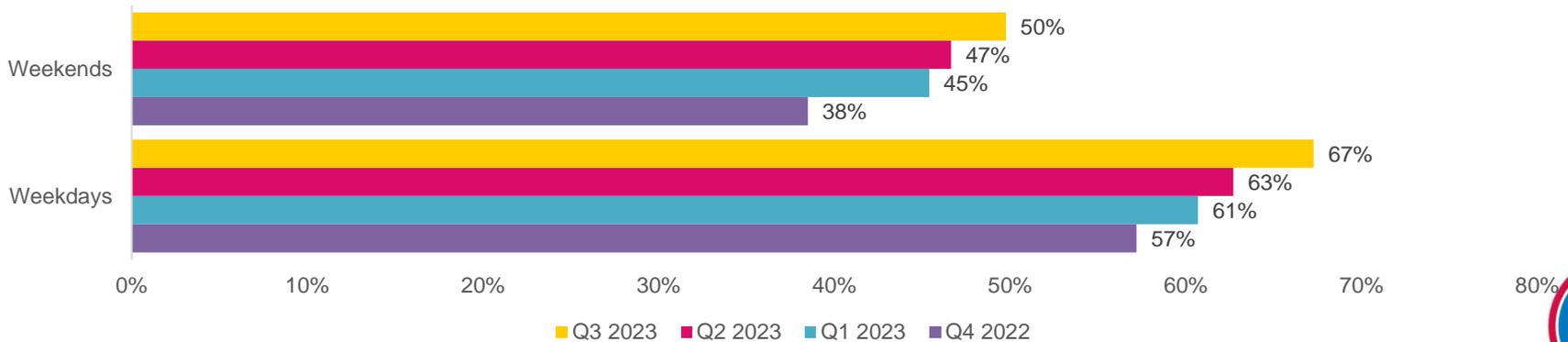
CTA RELIABILITY: WEEKDAYS VS WEEKENDS

Respondents on **Q3 2023** were more likely to agree that service arrives when they expect it to compared to previous quarterly surveys.

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



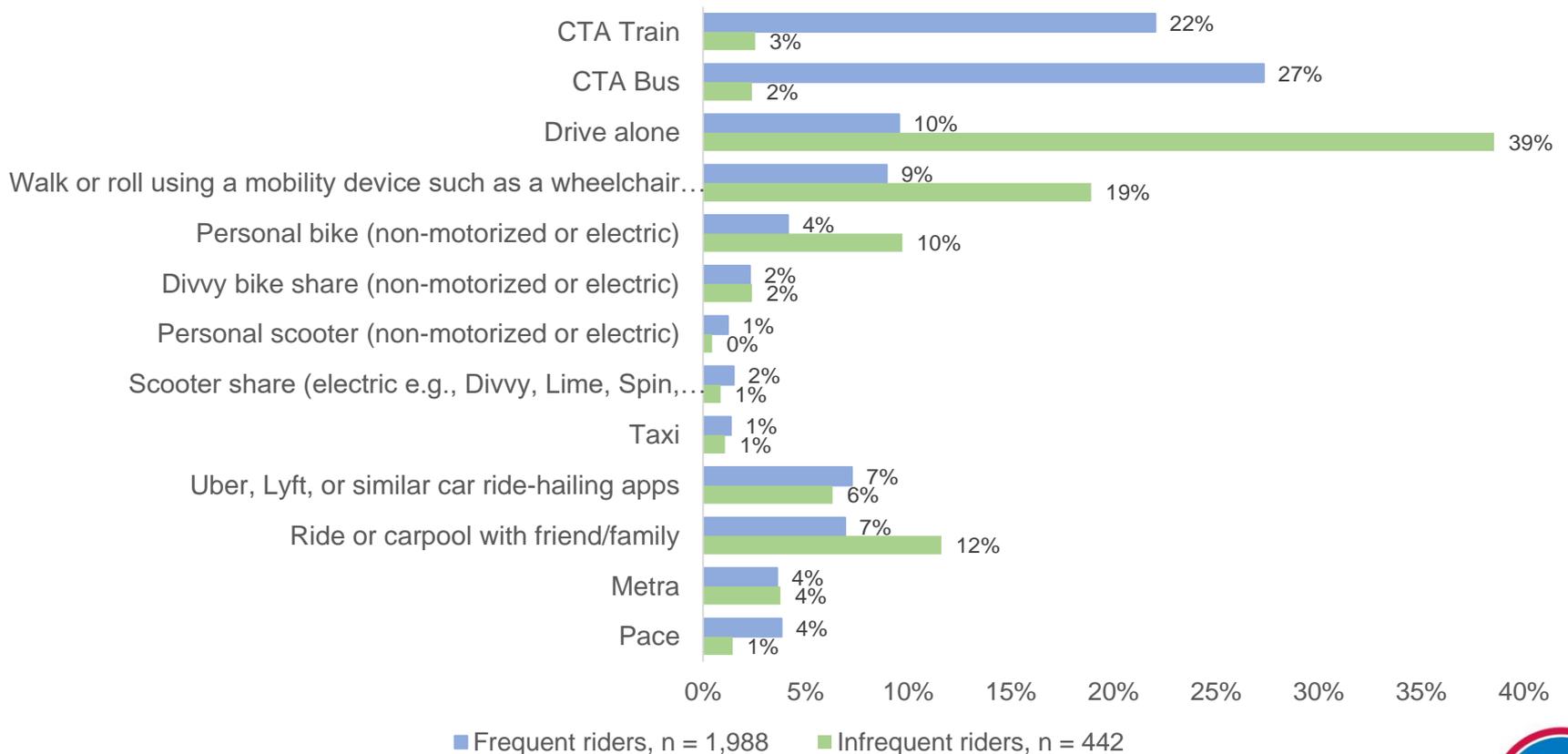
Agreement with: "Buses arrive when I expect them to"



MODE SHARE

Trips on CTA were 49% of frequent riders' mode share and only 5% of infrequent riders' mode share.

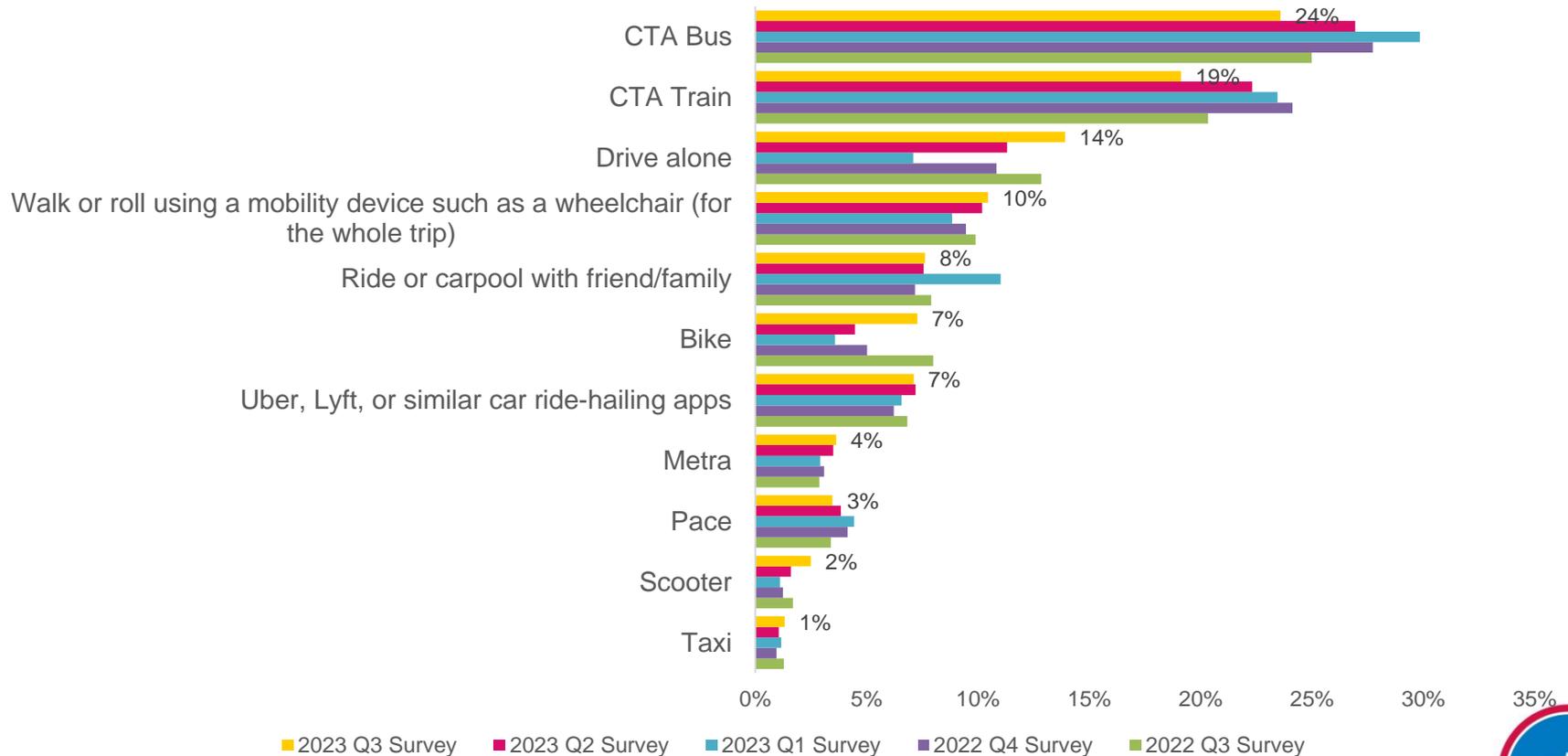
Mode Share in Past Few Months



Mode Share Compared to Past Quarterly Surveys

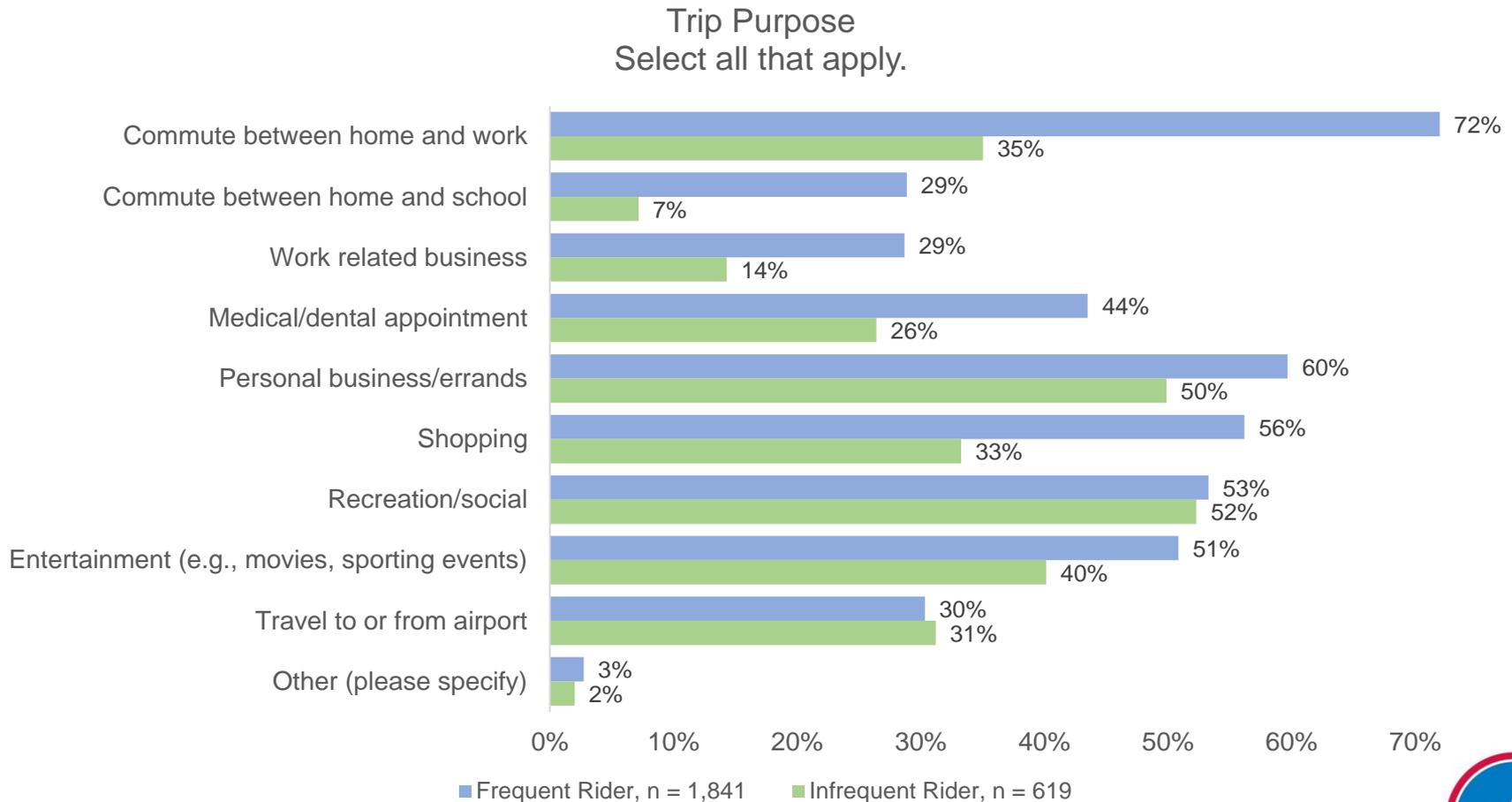
Respondents' mode share on CTA in **Q3 2023** was 43%, the lowest of all past quarterly surveys.

Mode Share in Past Few Months
Compared with Past Surveys



TRIP PURPOSE ON CTA

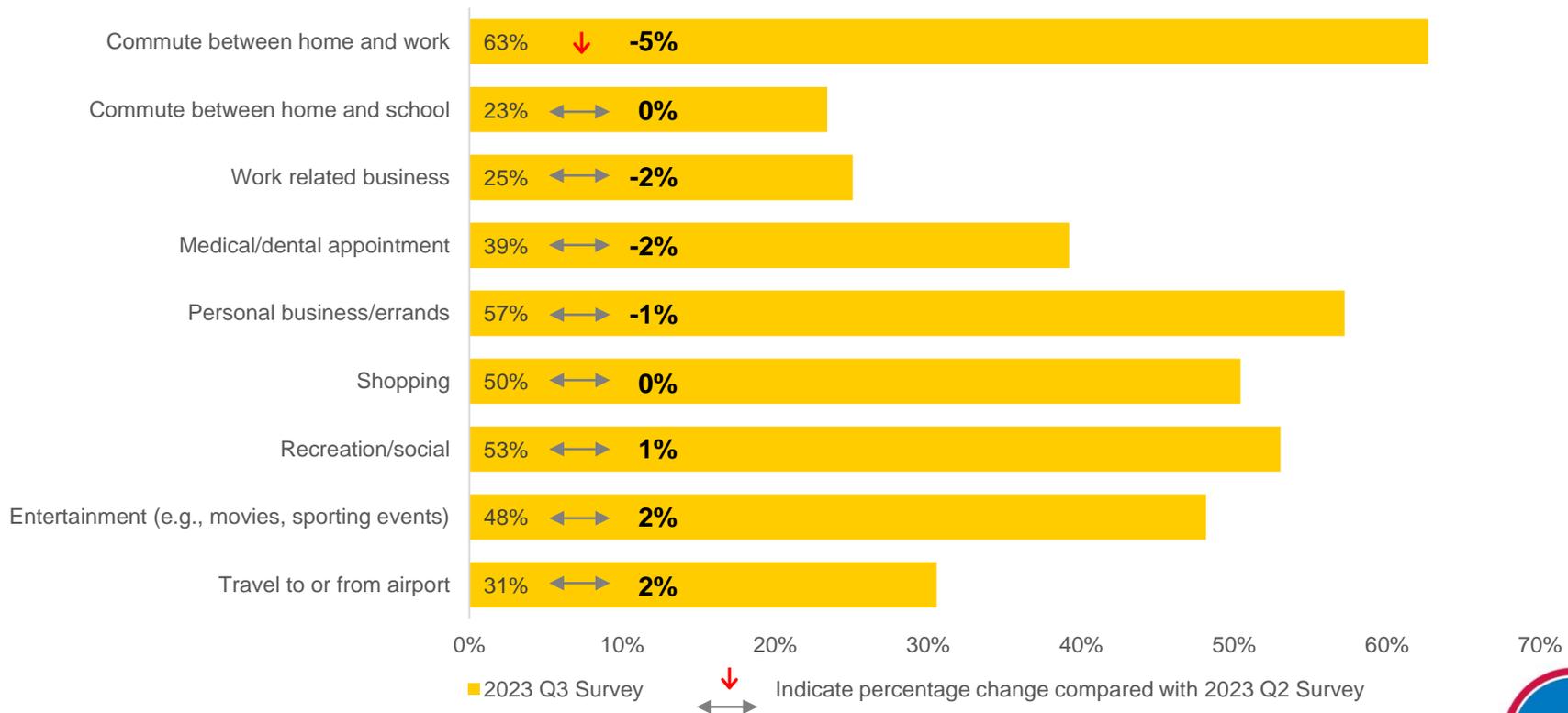
The most frequently selected trip purpose for **frequent riders** was commute between home and work, for **infrequent riders** it was recreation/social.



TRIP PURPOSE COMPARED TO LAST QUARTER

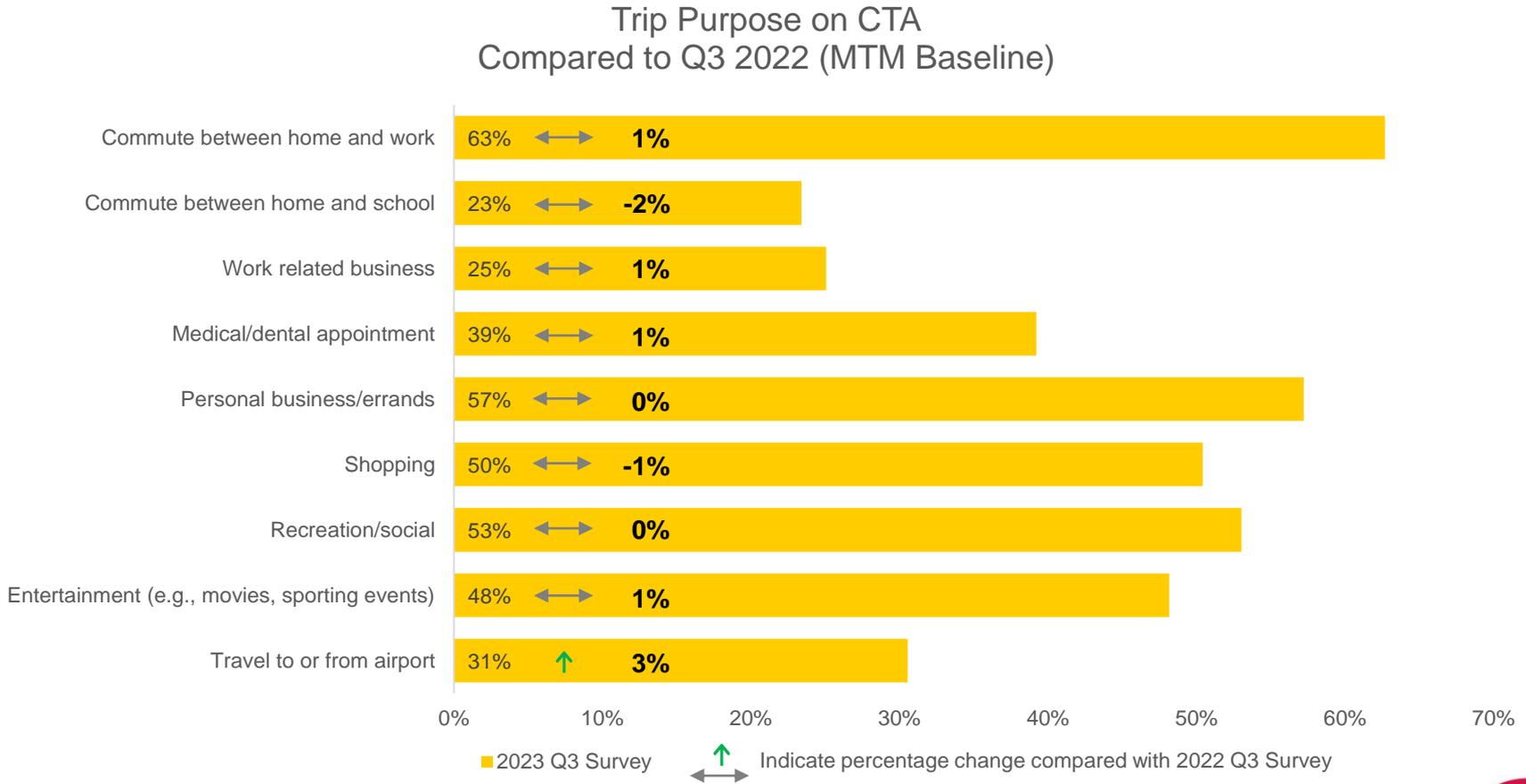
Use of CTA for commuting between home and work decreased compared to the last quarter, likely related to summer travel patterns and a higher proportion of infrequent riders in the sample. All other trip purposes remained consistent.

Trip Purpose on CTA
Compared to Last Quarter



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

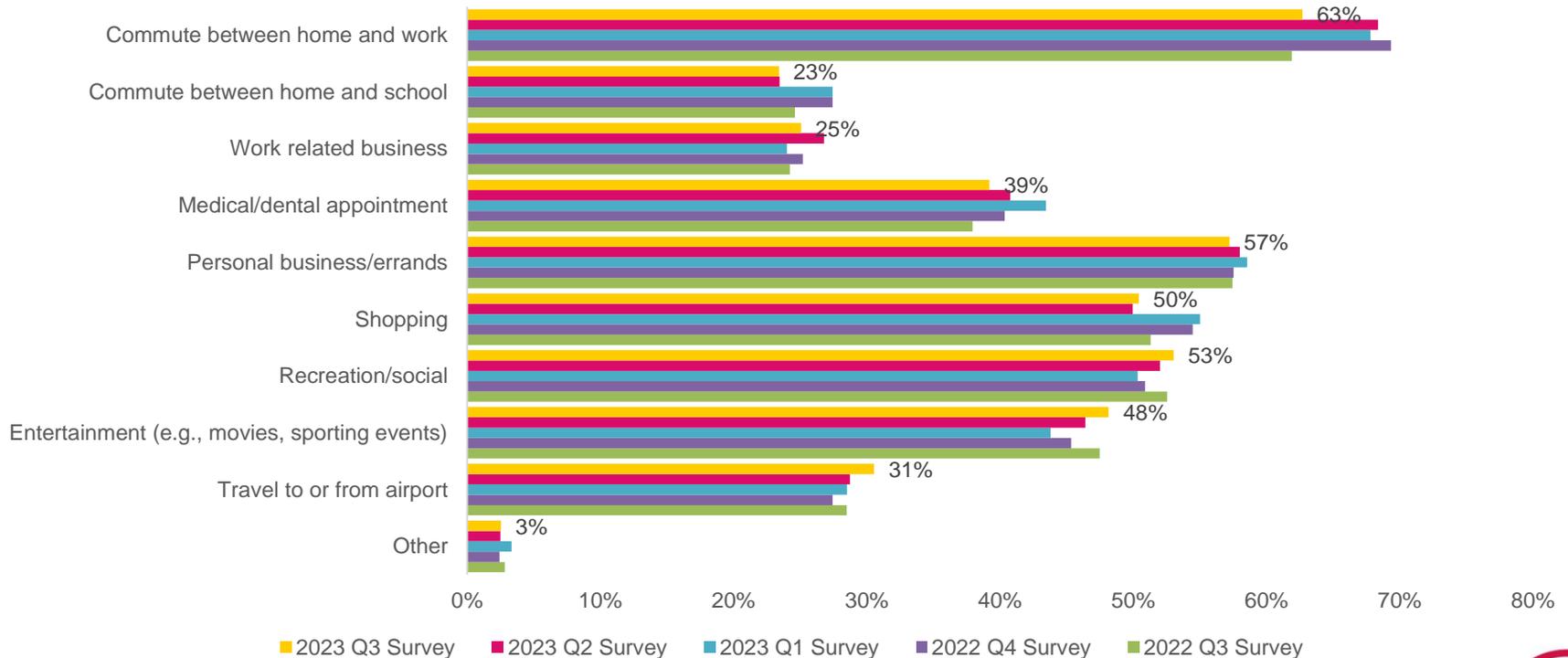
Respondents use of CTA stayed consistent for most trip purposes compared to the baseline results from Q3 2022.



TRIP PURPOSE COMPARED TO PAST SUREVYS

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

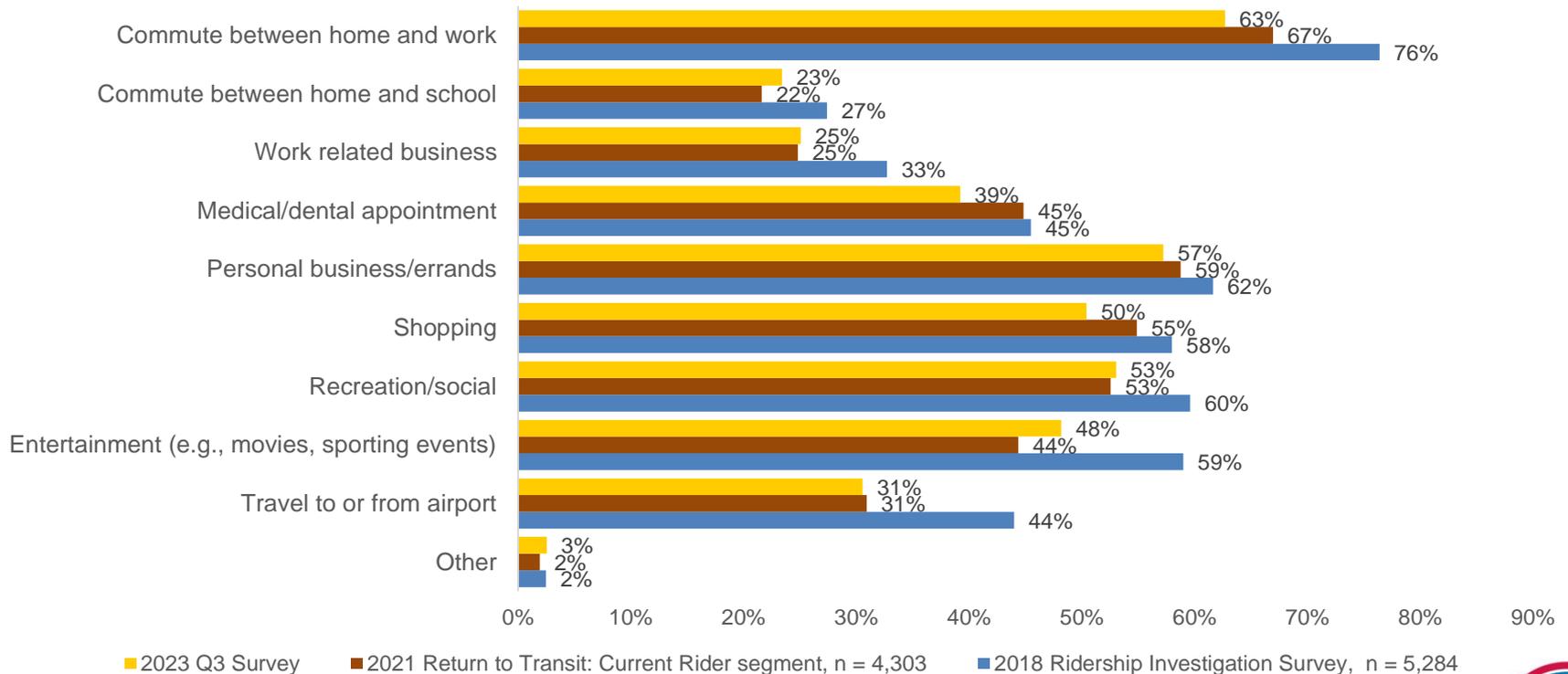
Trip Purpose on CTA
Compared with Past Surevys



TRIP PURPOSE COMPARED TO PAST SUREVYS

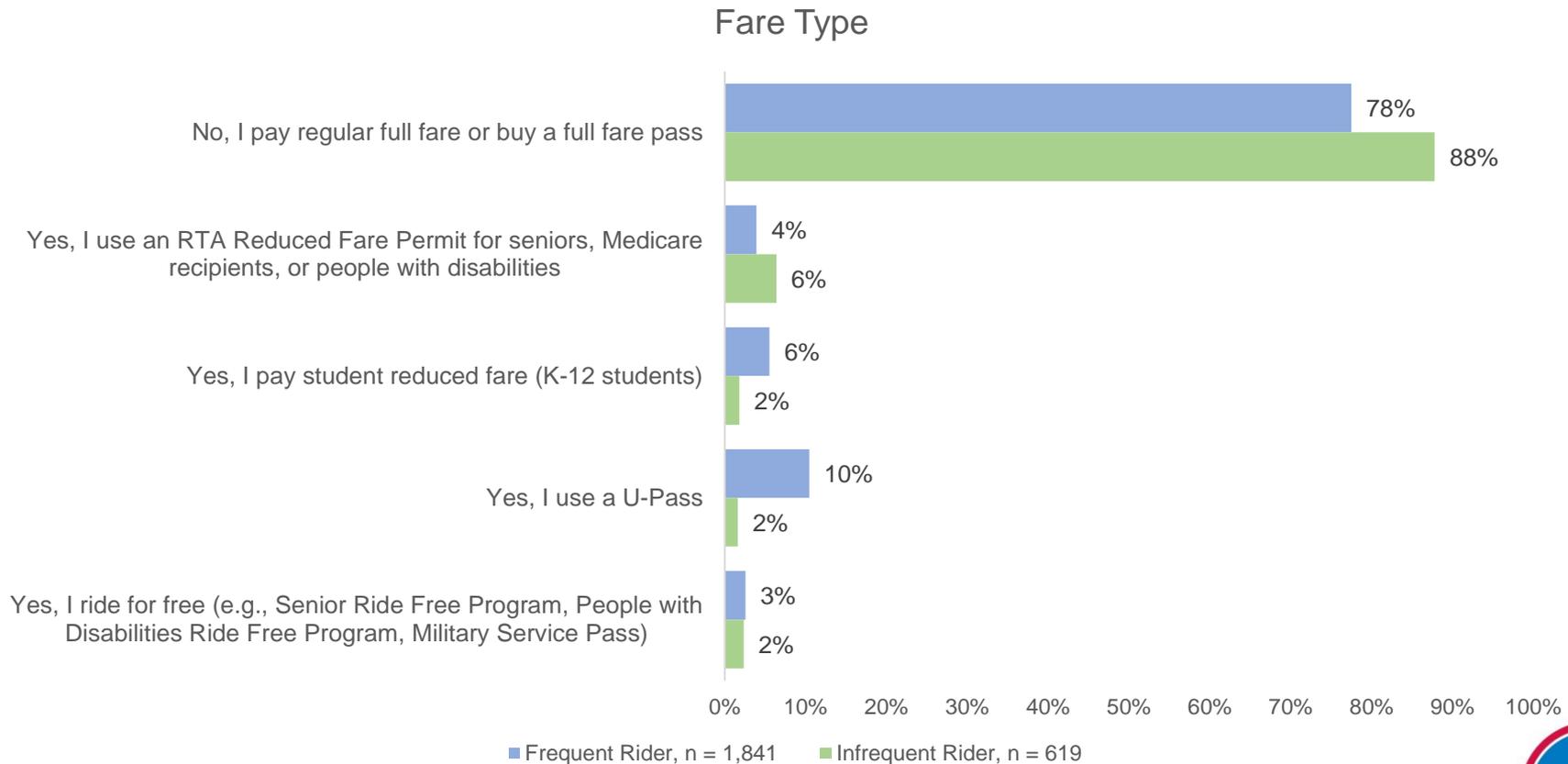
Commute between home and personal business errands are the top two trip purposes on CTA on the **Q3 2023 survey**, **2021 Return to Transit survey**, and **2018 Ridership Investigation survey**.

Trip Purpose on CTA
Compared with Past Surveys



FARE PROGRAM

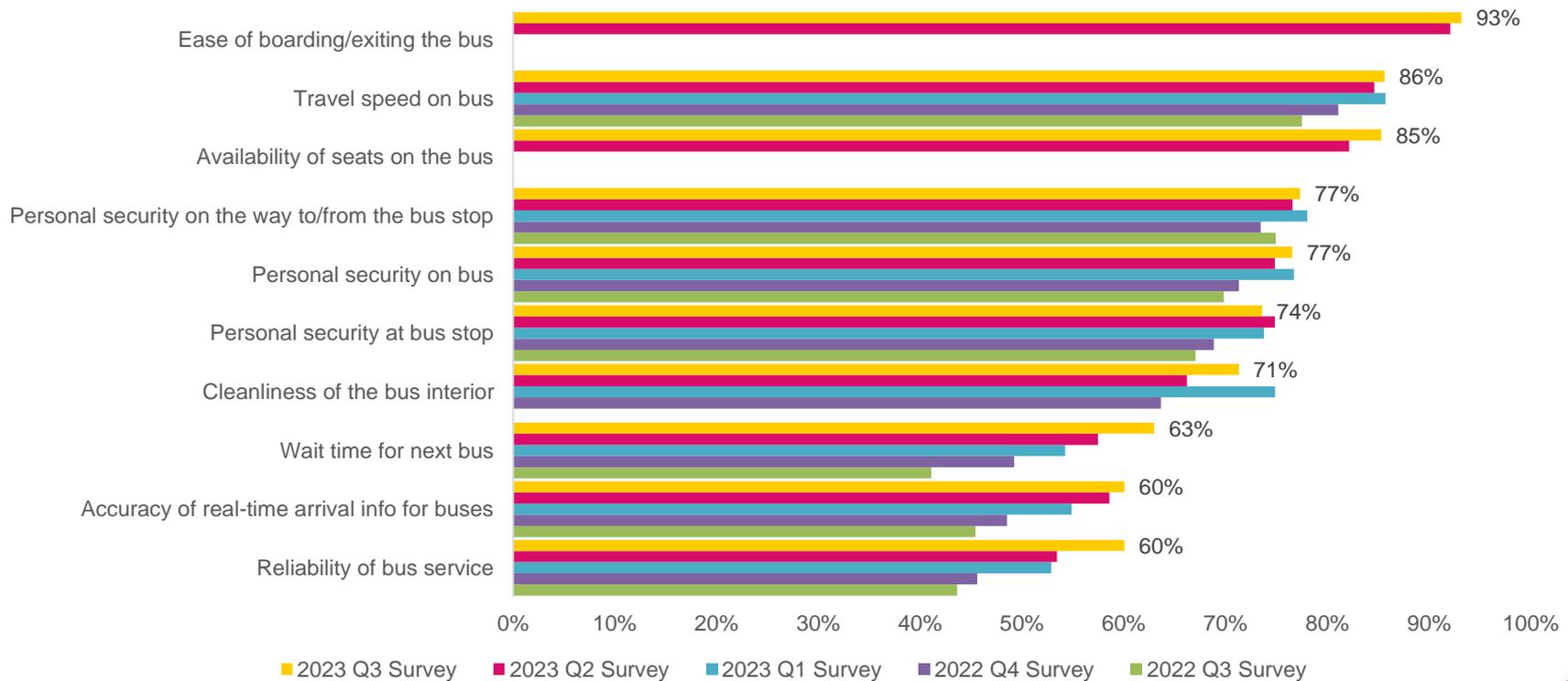
Infrequent riders were more likely to indicate paying full fare compared to frequent riders.



CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO PAST SURVEYS

2023 Q3 respondents reported higher satisfaction with most CTA Bus Attributes compared to 2023 Q2 respondents.

Percent Satisfied with CTA Bus Attributes Compared to Past Surveys



For the Q1 2023, Q2 2023, and Q3 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: RAIL ATTRIBUTES COMPARED TO PAST SURVEYS

Respondents from **2023 Q3** reported higher satisfaction with all CTA Train Attributes compared to all past quarterly reports.

Percent Satisfied with CTA Train Attributes Compared with Past Surveys



For the Q1 2023, Q2 2023, and Q3 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.

FARE SATISFACTION

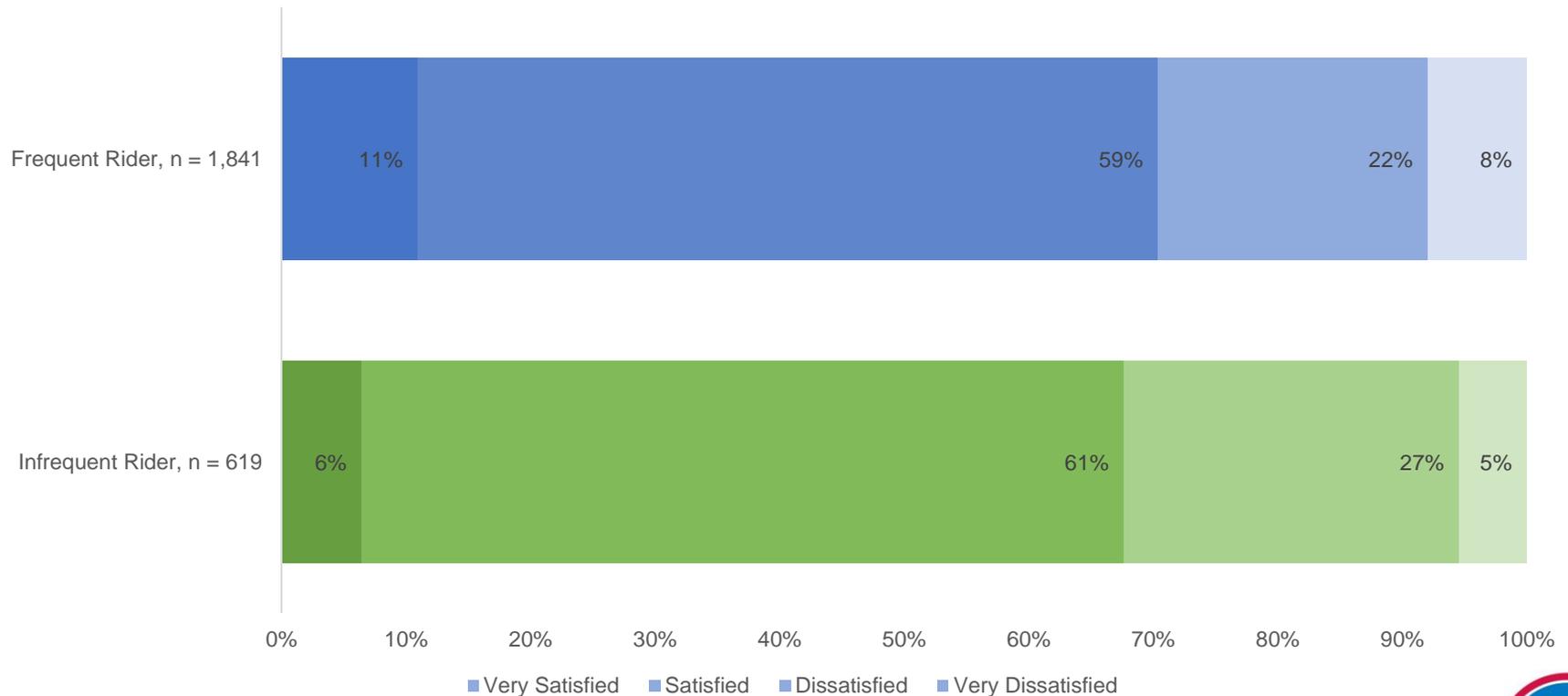
Infrequent riders reported higher levels of satisfaction with value of service for fare paid and ease of fare payment compared to frequent riders.



CUSTOMER SATISFACTION WITH CTA

70% of frequent riders indicated being satisfied with CTA overall, compared to 67% of infrequent riders.

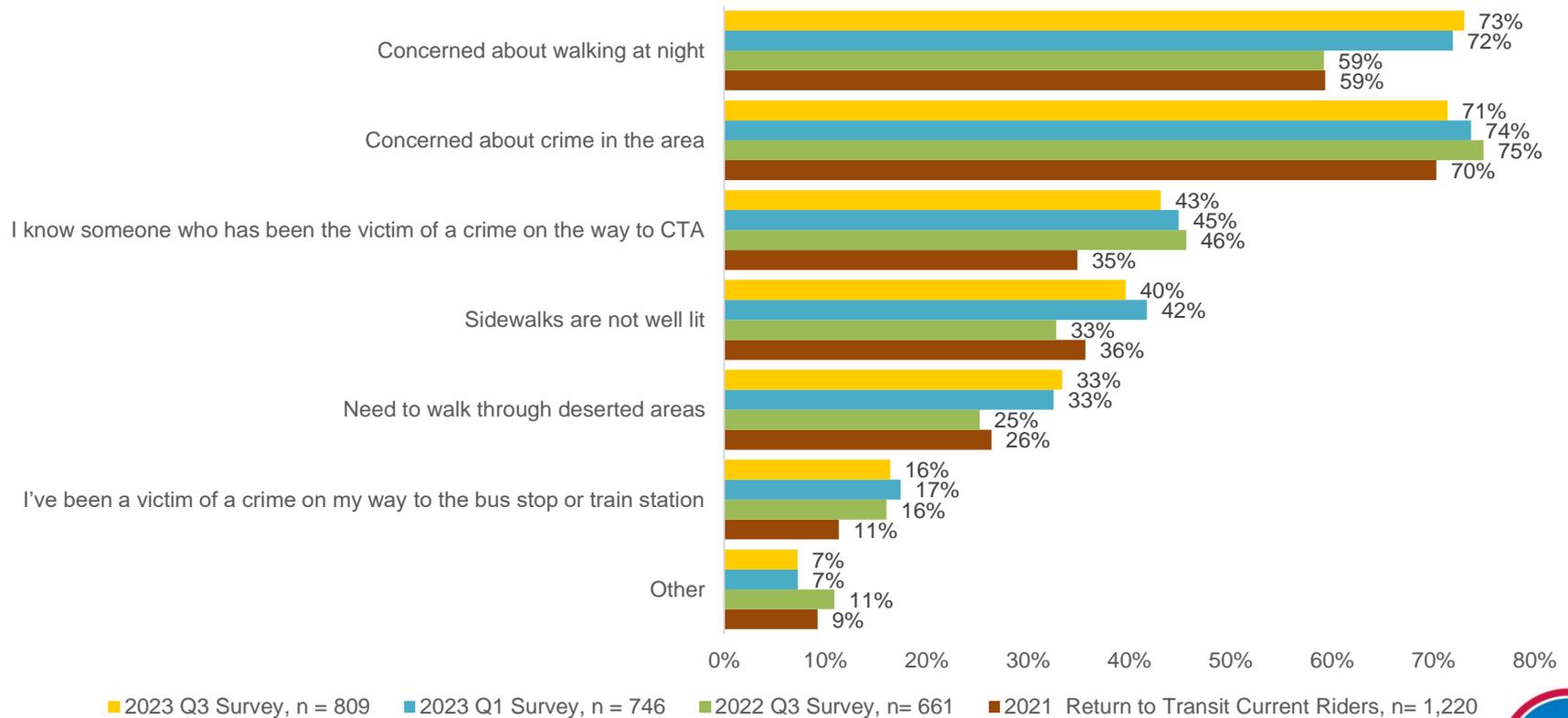
Overall Satisfaction



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

Concern about walking at night is significantly higher in 2023 surveys compared to past surveys.

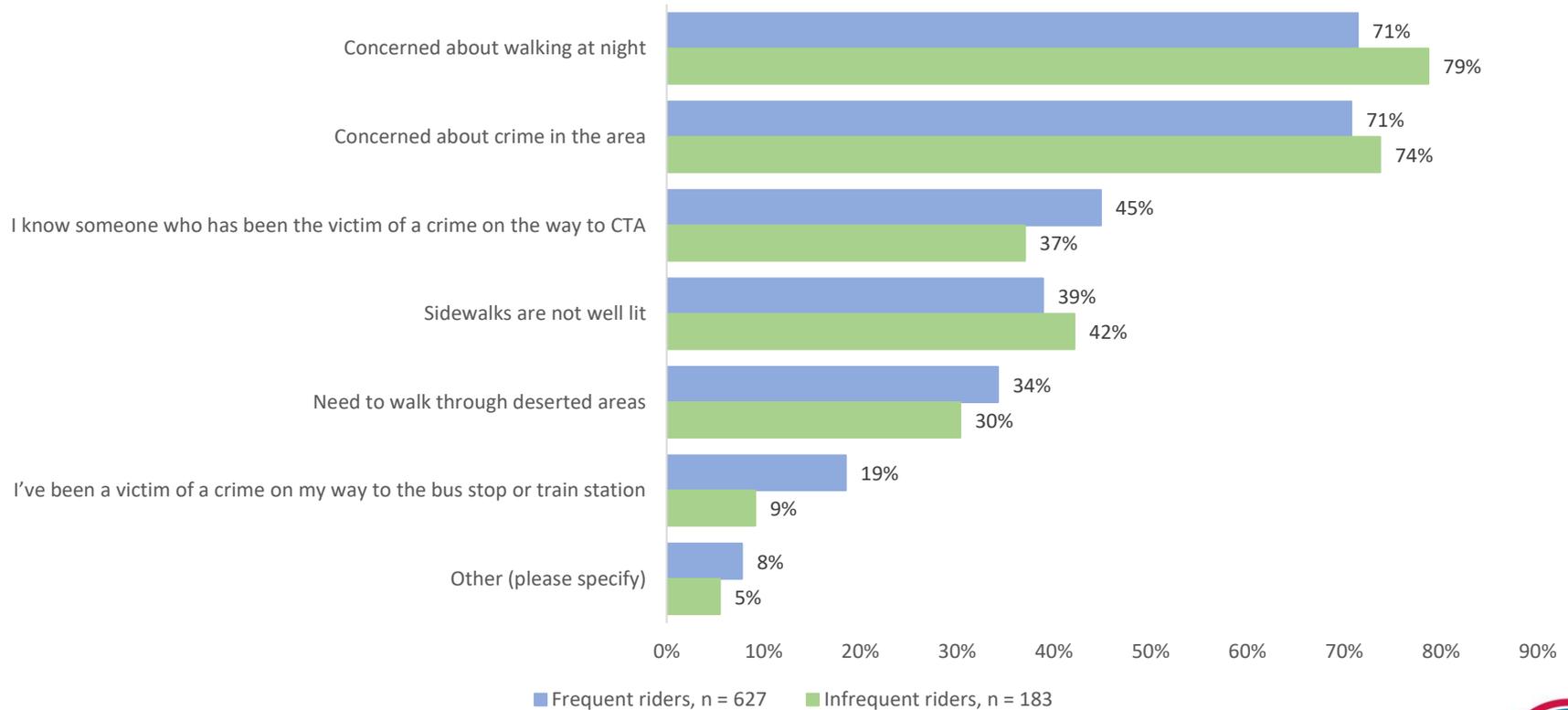
Reasons for Dissatisfaction with Personal Security on Way to CTA
Select all that apply.



REASONS FOR DISSATISFACTION WITH PERSONAL SECURITY ACCESSING CTA BUS/TRAIN

Most respondents who reported dissatisfaction with safety on the way to CTA indicated that they were concerned about walking at night and crime in the area.

Reasons for Dissatisfaction with Safety on Way to CTA
Select all that apply.



DISSATISFACTION WITH PERSONAL SECURITY WAITING FOR CTA BUS/TRAIN

“Waiting at night makes me feel unsafe” was the most frequently selected reason for dissatisfaction with safety waiting for CTA for frequent and infrequent riders.

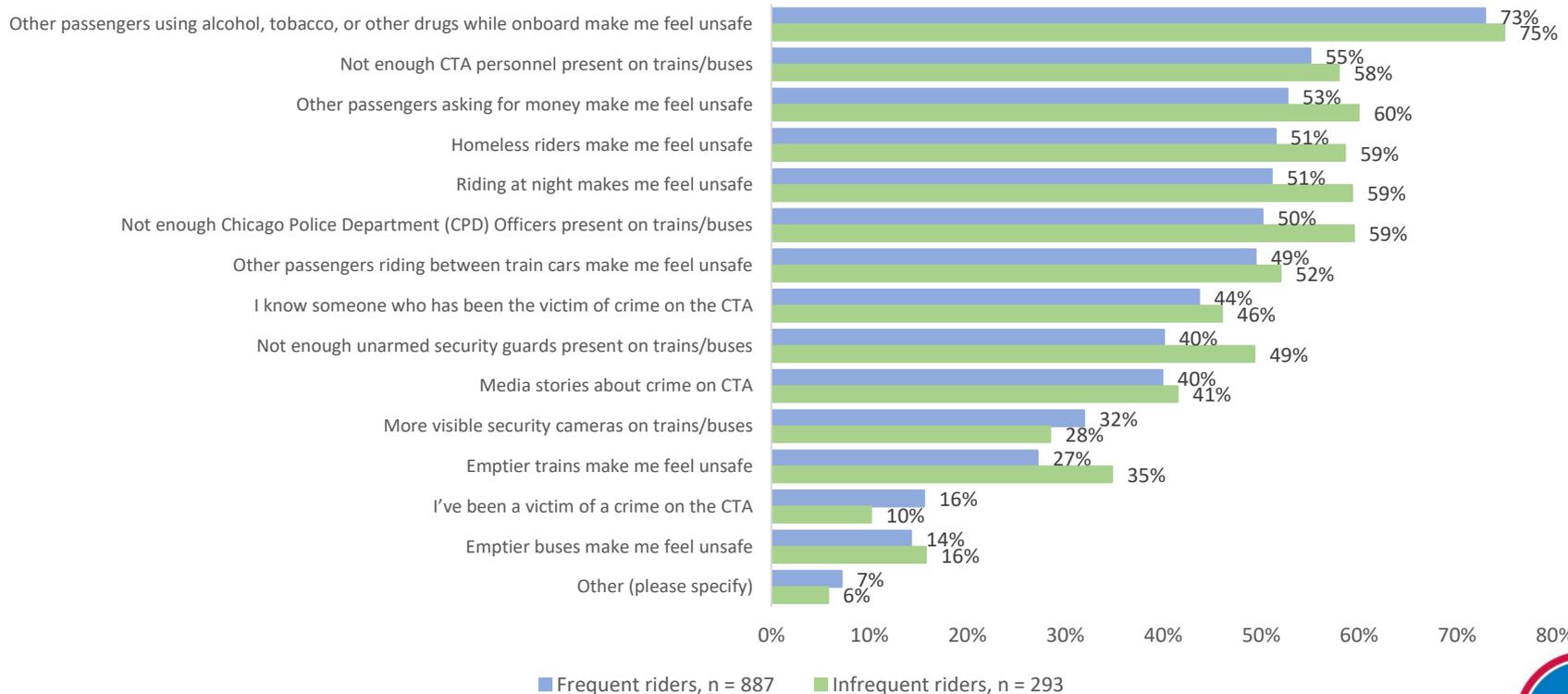
Reasons for Dissatisfaction with Safety Waiting for CTA
Select all that apply.



DISSATISFACTION WITH PERSONAL SECURITY ON CTA BUS/TRAIN

Most respondents who indicated dissatisfaction with safety on CTA indicated that other passengers using alcohol, tobacco, or other drugs while onboard makes them feel unsafe.

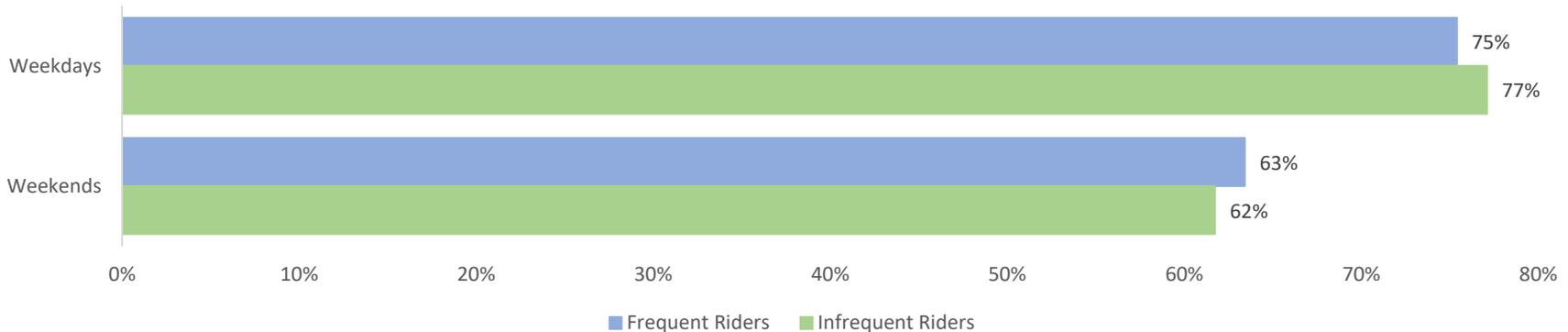
Reasons for Dissatisfaction with Safety on CTA Select all that apply.



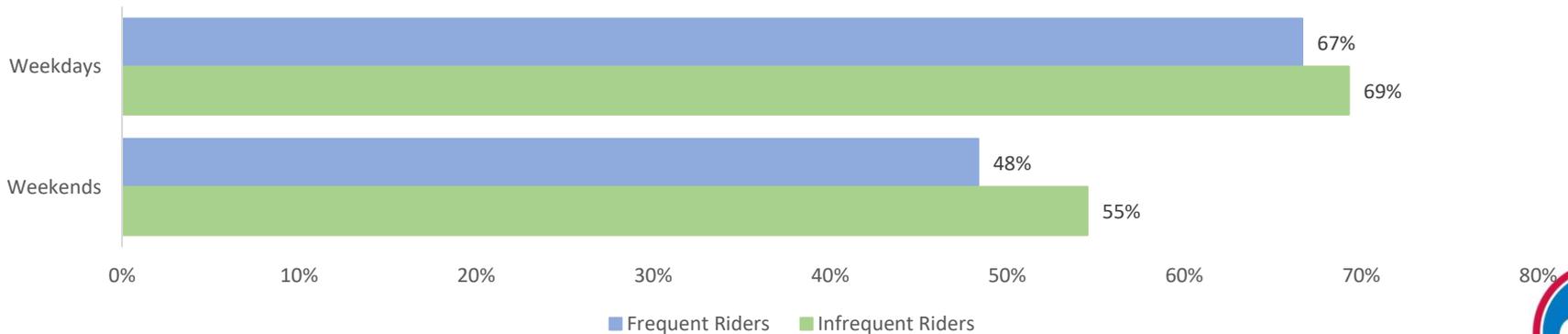
CTA RELIABILITY: WEEKDAYS VS WEEKENDS

Respondents were more likely to agree that service arrives when they expect it to on weekdays compared to weekends, and that trains will arrive when they expect them to compared to buses.

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

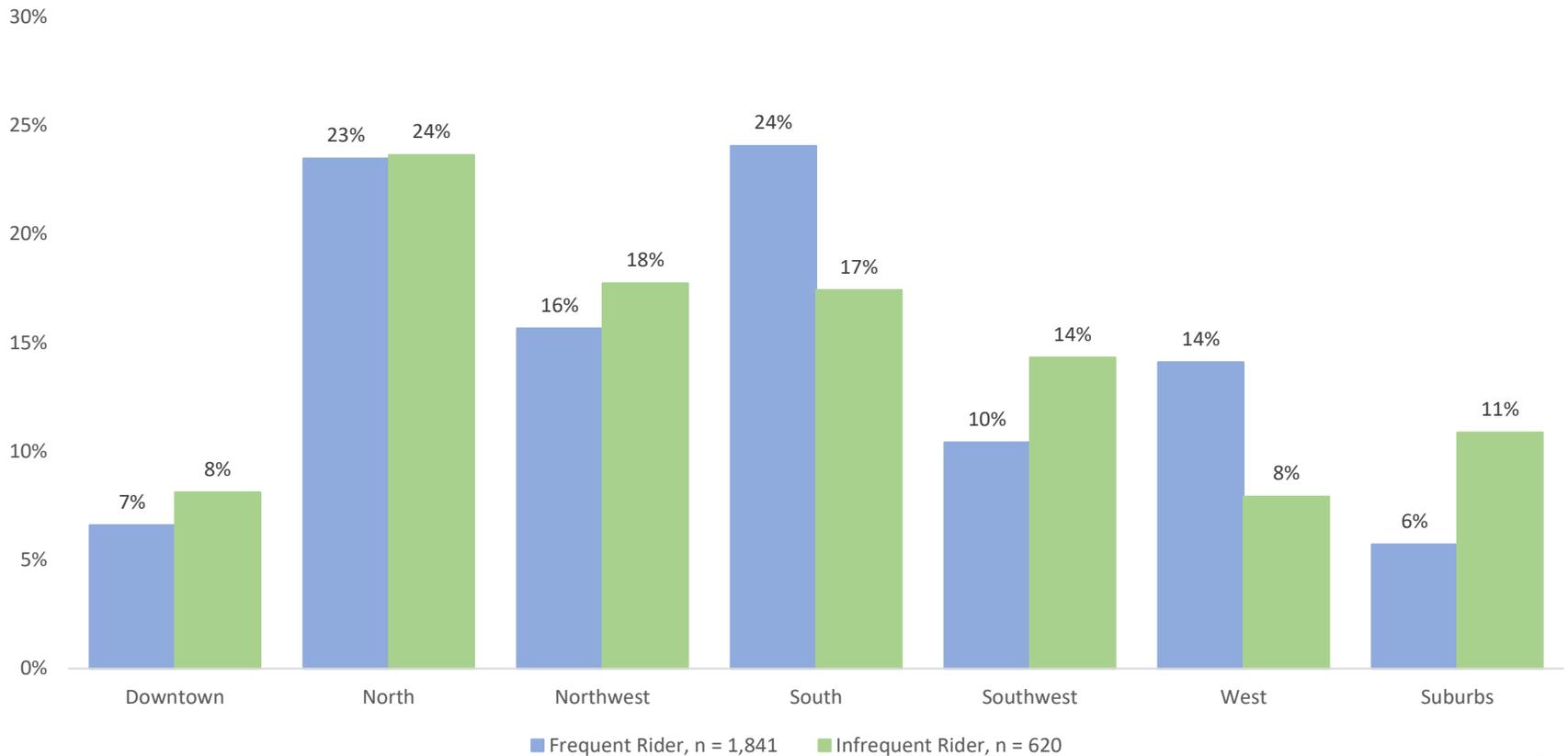


Agreement with: "Buses arrive when I expect them to"



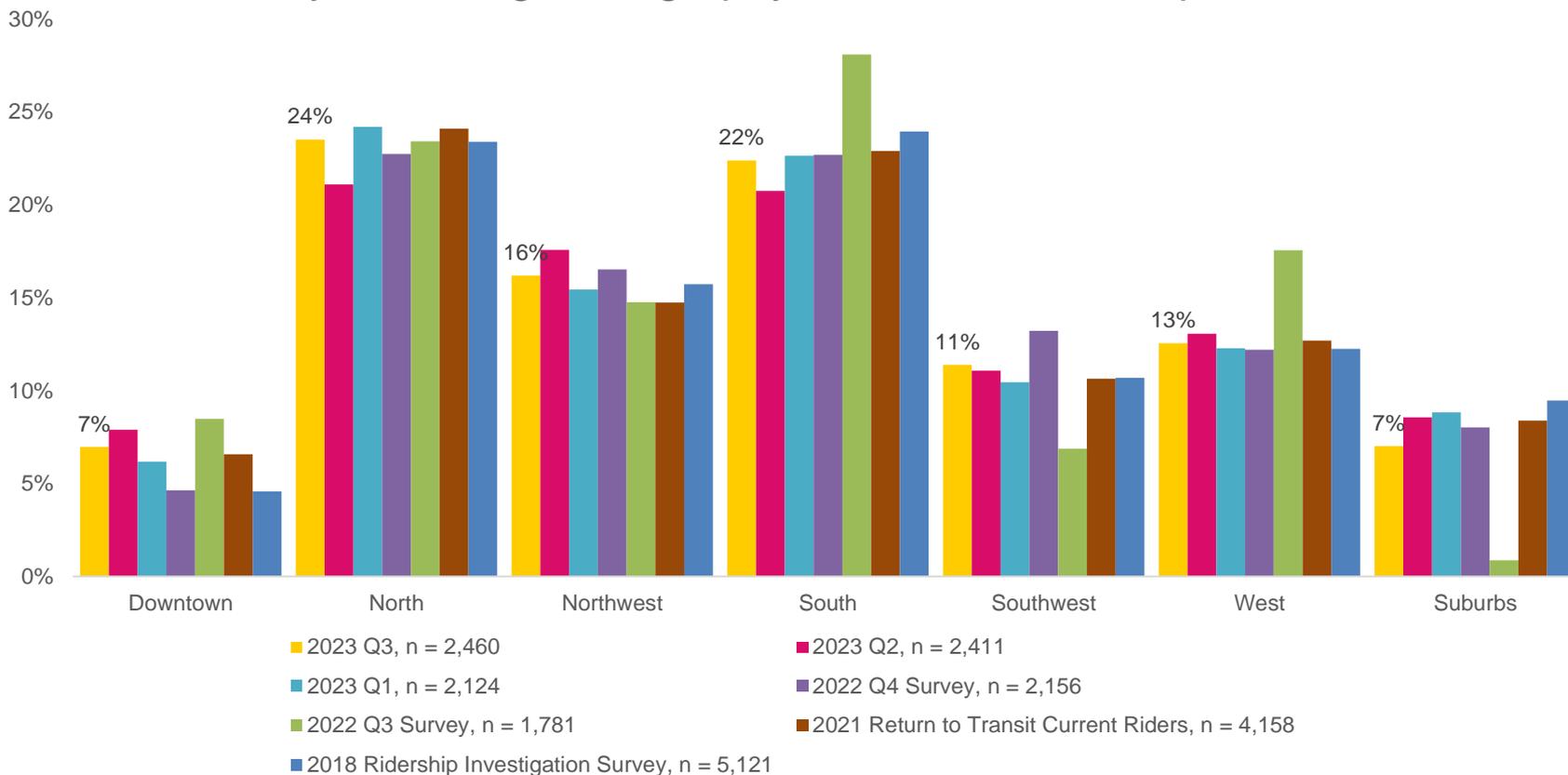
HOME GEOGRAPHY: FREQUENT V INFREQUENT

City of Chicago Geography Based on Home Zip Code



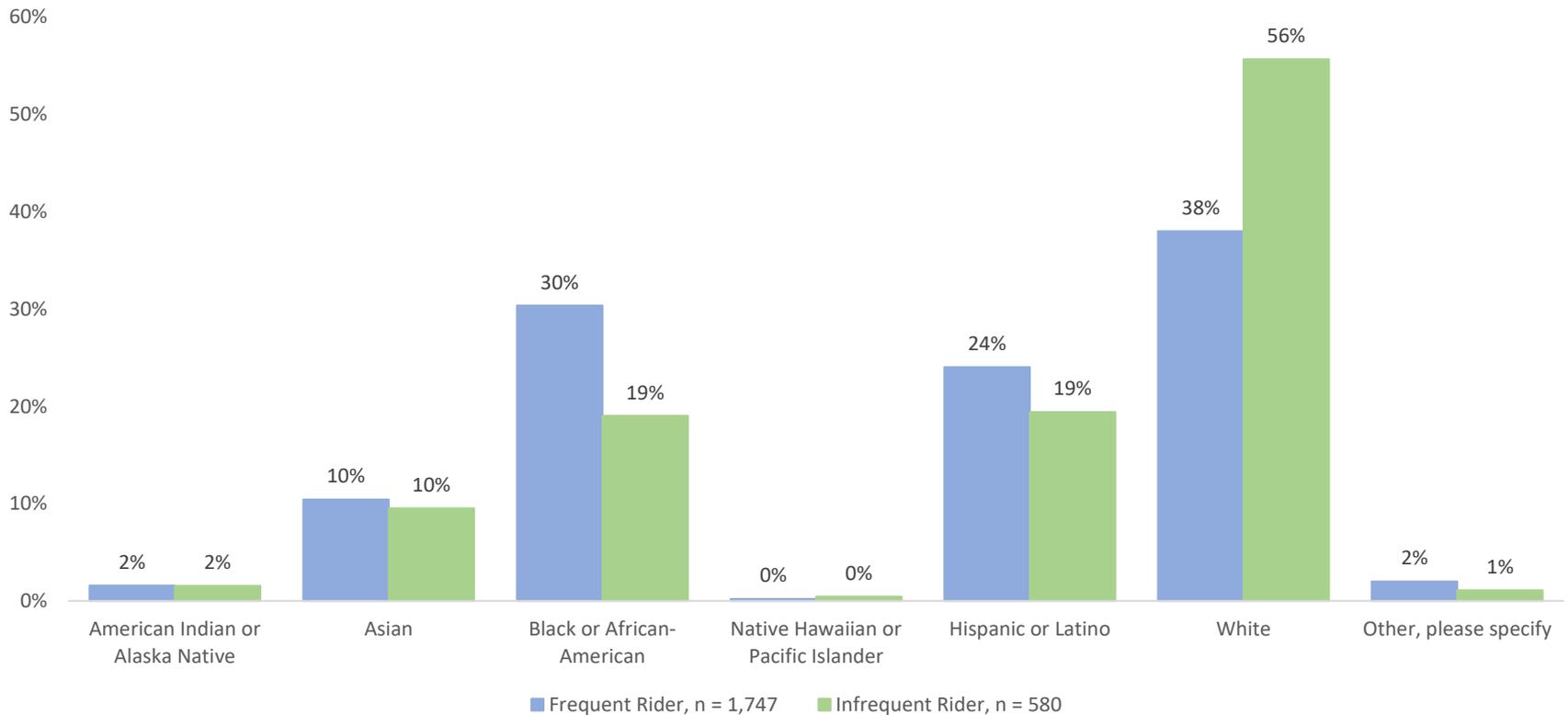
HOME GEOGRAPHY: QUARTERLY SURVEYS

City of Chicago Geography Based on Home Zip Code



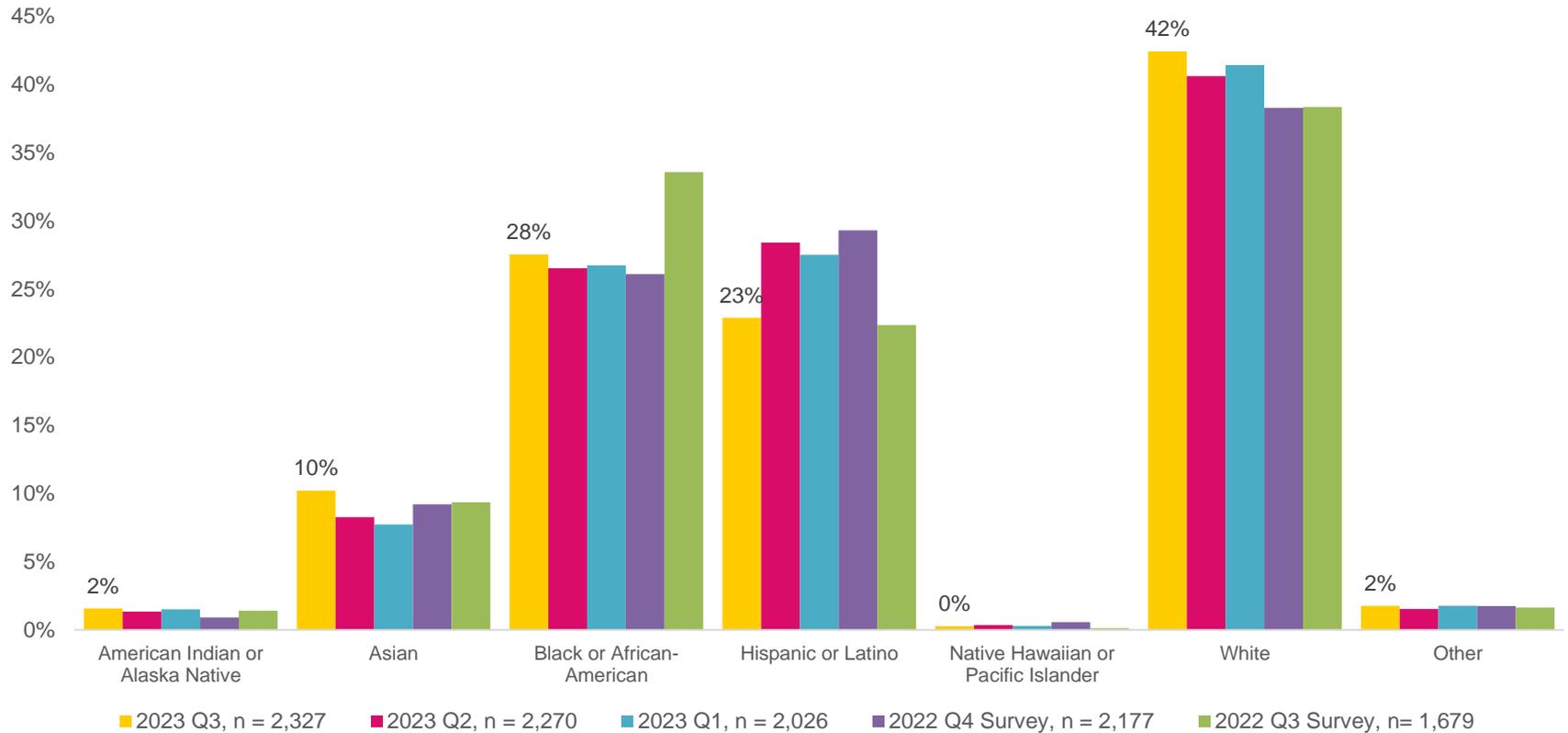
RACE/ETHNICITY: FREQUENT VS INFREQUENT

Ethnicity
Select all that apply.

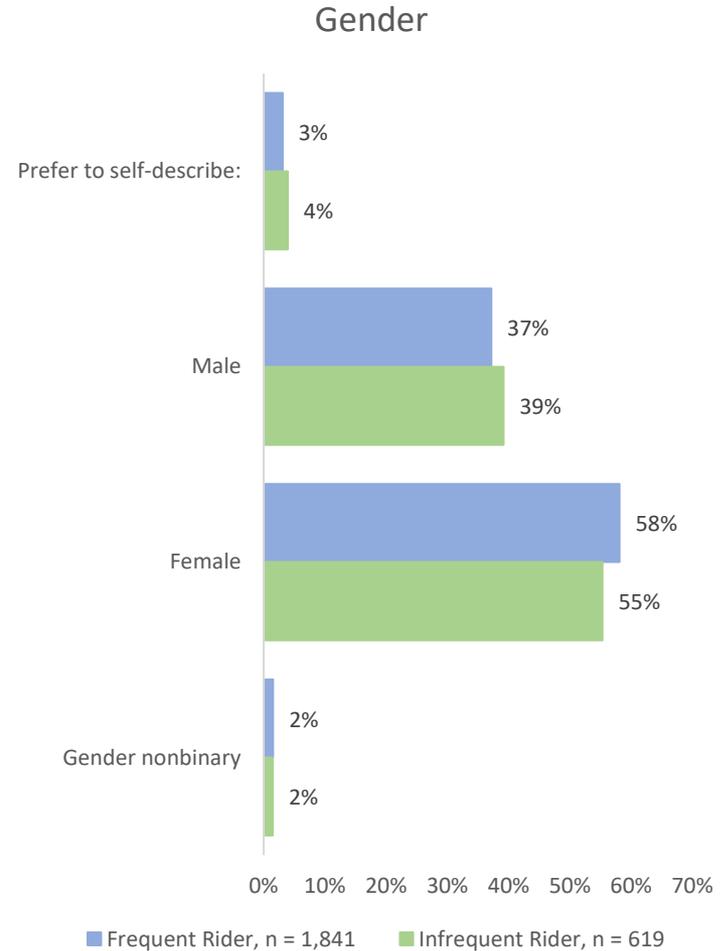
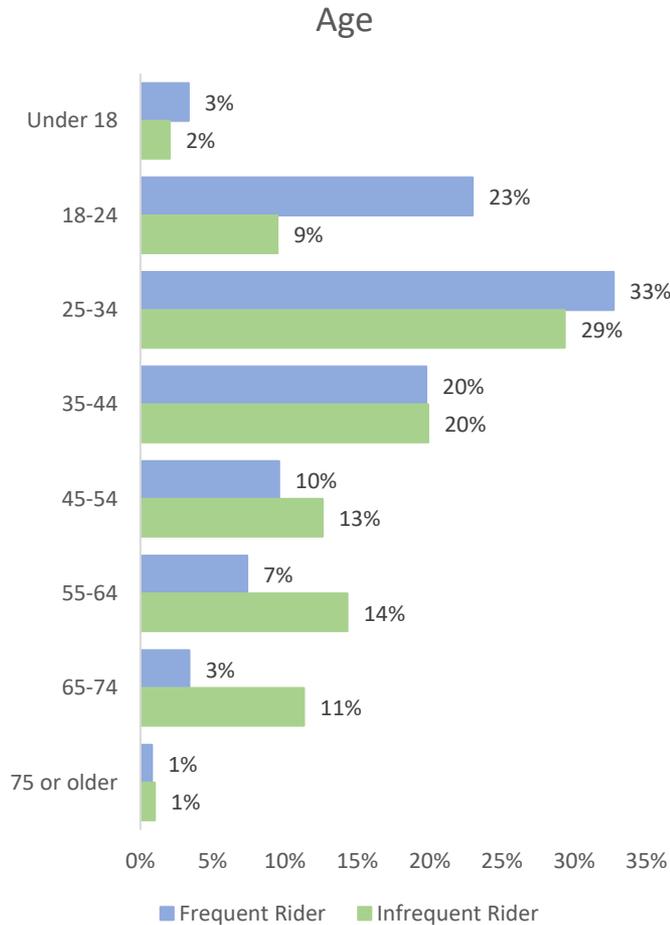


RACE/ETHNICITY: QUARTERLY SURVEYS

Ethnicity
Select all that apply.

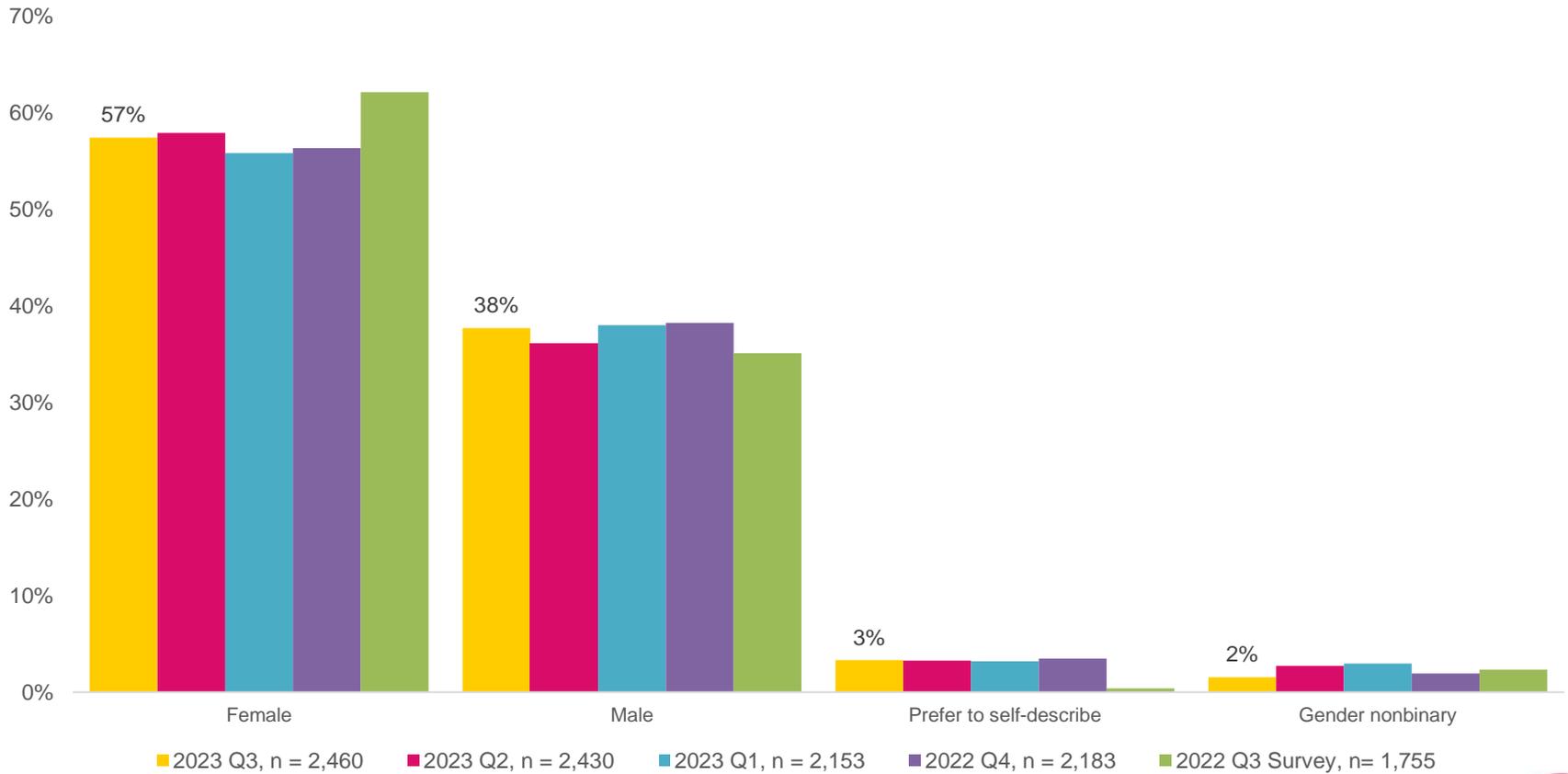


AGE & GENDER: FREQUENT V INFREQUENT



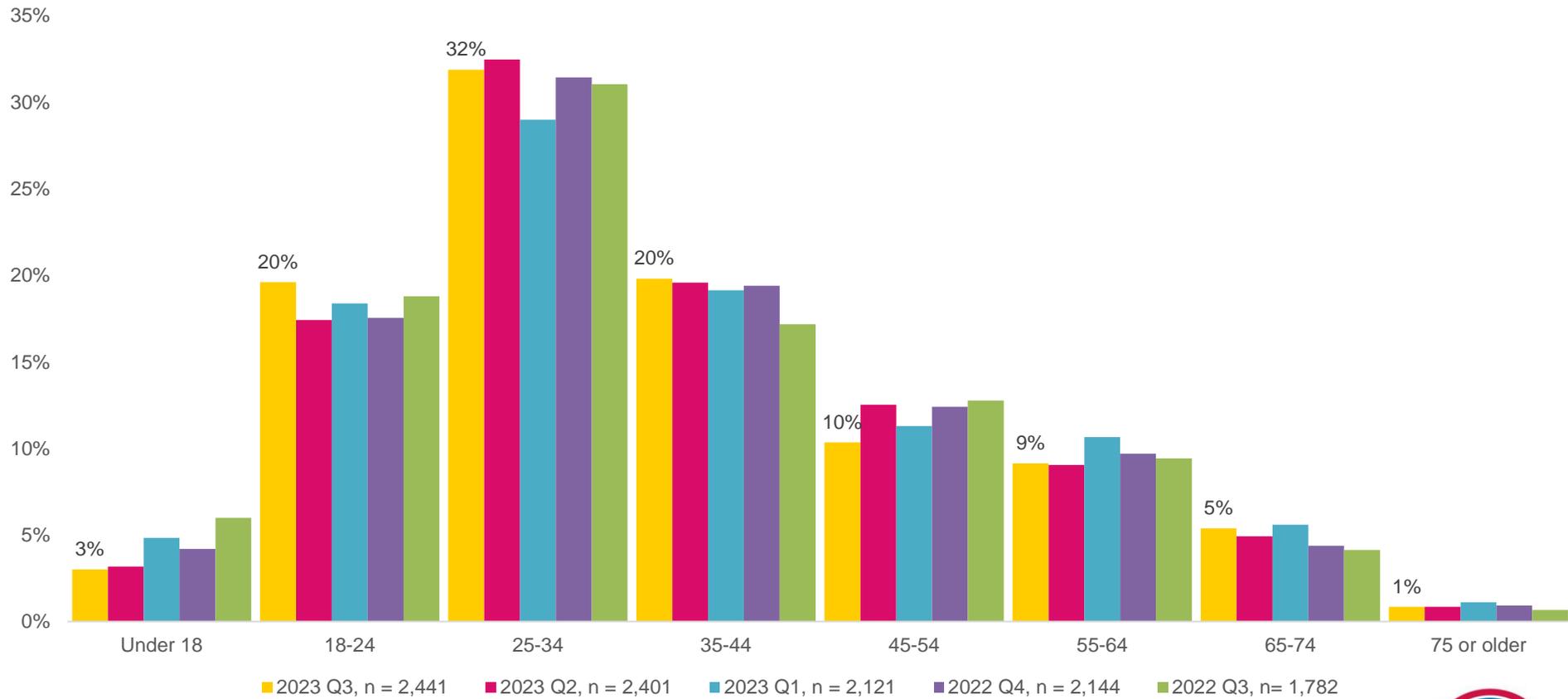
GENDER: QUARTERLY SURVEYS

Gender



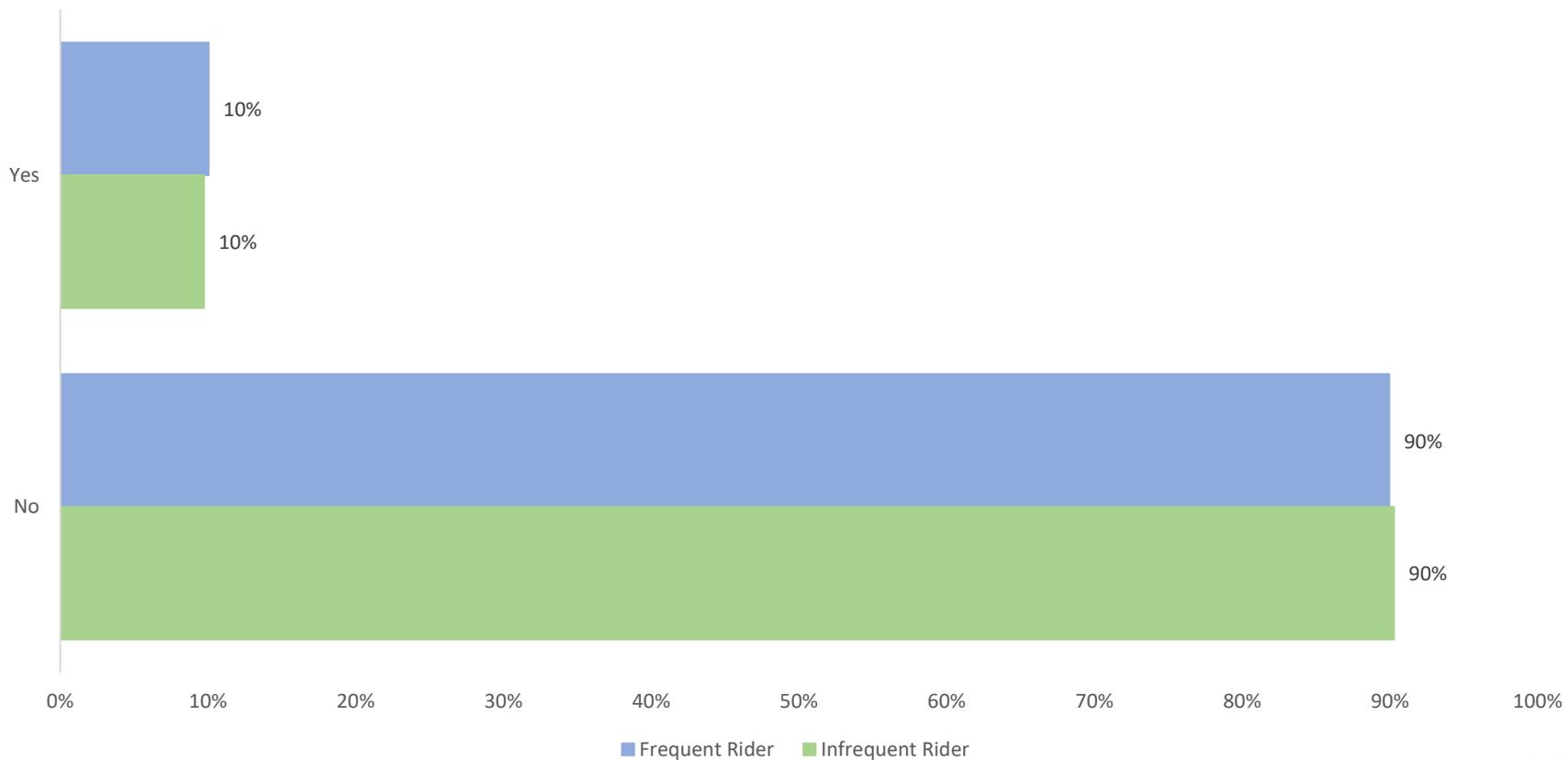
AGE: QUARTERLY SURVEYS

Age

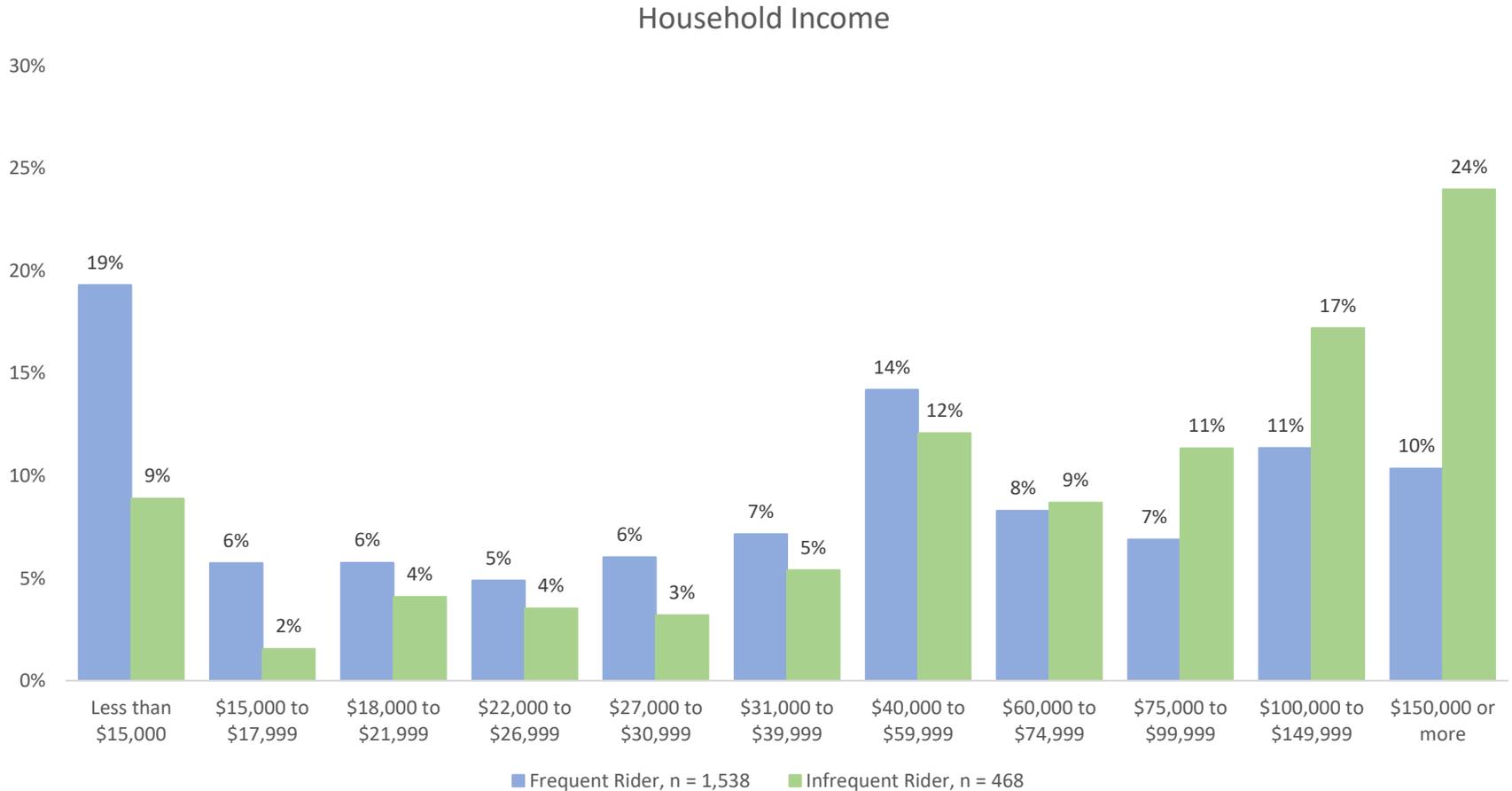


DISABILITY STATUS: FREQUENT V INFREQUENT

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

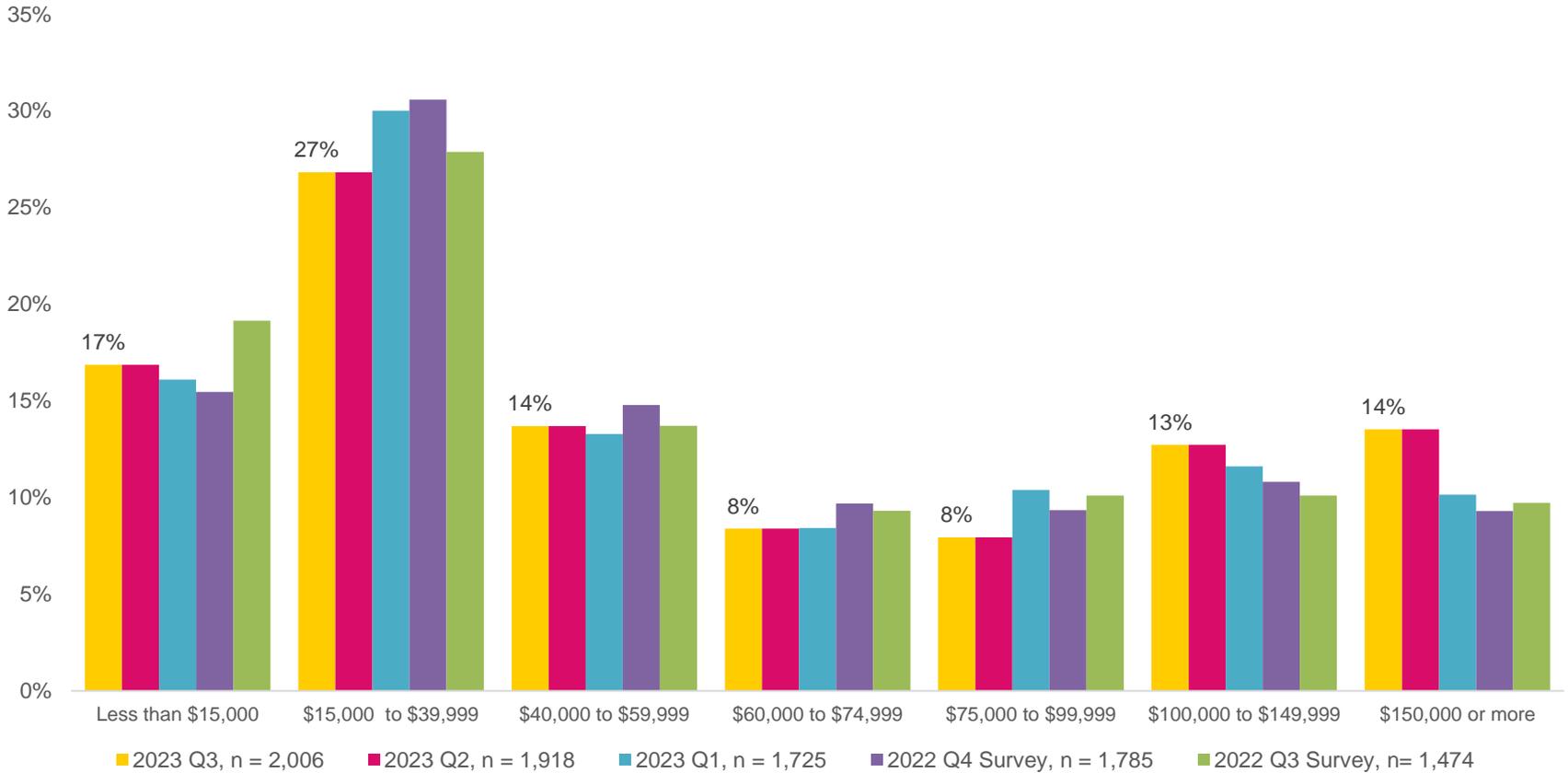


HOUSEHOLD INCOME: FREQUENT VS INFREQUENT



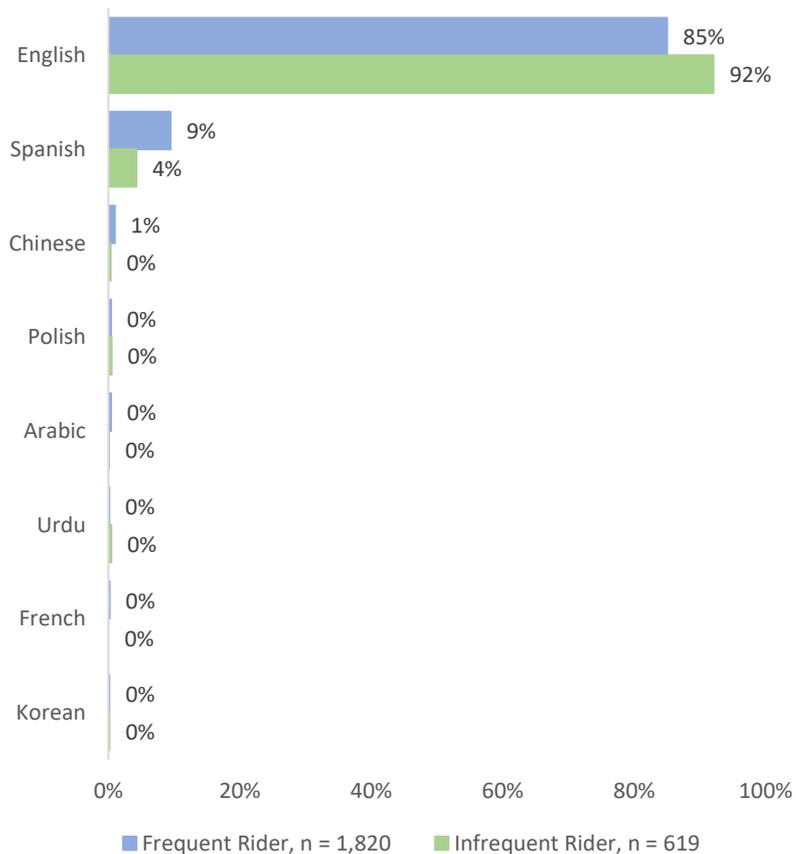
HOUSEHOLD INCOME: QUARTERLY SURVEYS

Household Income



LANGUAGE: FREQUENT VS INFREQUENT

Primary Language Spoken at Home



English Proficiency

