

Appendix – Survey Questionnaire

INTRODUCTION / SCREENER

SCR1 Hello, my name is _____ from Northwest Research Group and I am calling on behalf of the Chicago Transit Authority to conduct a survey on public transportation in the Chicago area. This call may be monitored and/or recorded for quality control purposes.

[AS NEEDED: Let me assure you this is not a sales call, and all the information you give will be kept strictly confidential]

[FOR MID-INTERVIEW CALLBACKS]: Hello, my name is _____ from Northwest Research Group and I am calling on behalf of the Chicago Transit Authority to complete a survey on public transportation.

SCR2A Including yourself, how many members of your household have ridden the **CTA** bus or rail system at least once in the past week?

- _____ RECORD NUMBER OF FAMILY MEMBERS
- 8 EIGHT OR MORE
- 9 LANGUAGE BARRIER
- 99 DON'T KNOW / REFUSED **[SKIP TO QUICK]**

[IF SCR2A=0, ASK SCR5A / SCR5B AND DEM1A / DEM1B, THEN SKIP TO THANK1]

SCR2B **[IF SCR2A = 9, LANGUAGE BARRIER]** Which language do you prefer to use or are you most comfortable expressing your opinions in? [ONE RESPONSE ONLY]

- 1 ENGLISH **[CONTINUE IN ENGLISH]**
- 2 SPANISH **[USE APPROPRIATE VERSION – SKIP TO THANK9- DISPOS=15]**
- 3 POLISH **[USE APPROPRIATE VERSION – SKIP TO THANK9- DISPOS=16].**
- 3 OTHER [SPECIFY] **[CONTINUE IN ENGLISH IF POSSIBLE– IF NOT PRESS 3, THEN CTRL-END AND DISPOSITION ACCORDINGLY]**
- 9 DK / REFUSED **[CONTINUE IN ENGLISH IF POSSIBLE— IF NOT PRESS 9, THEN CTRL-END AND DISPOSITION ACCORDINGLY]**

SCR3A **[IF SCR2A GE 2]** For this study we need to speak to a representative cross-section of riders. May I please speak to the person in your household, age 16 and older, who has ridden the CTA bus or rail system at least once in the past week and who had the most recent birthday?

- 1 CORRECT PERSON ON THE LINE – SKIPTO SCR4
- 2 SWITCH TO CORRECT PERSON – REINTRODUCE AND SKPTO SCR3B
- 3 CORRECT PERSON NOT AVAILABLE – REQUEST FIRST NAME AND SCHEDULE CALLBACK
- 9 REFUSED **[SKIP TO QUICK]**

SCR3B To verify, have you personally ridden the CTA bus or rail system at least once in the past week?

- 1 YES
- 2 NO **[ASK TO SPEAK TO SOMEONE ELSE WHO HAS RIDDEN AT LEAST ONCE IN THE PAST WEEK- SKIPTO SCR1]**
- 9 DON'T KNOW / REFUSED **[SKIPTO QUICK]**

SCR4 What city or town do you live in? **[IF CHICAGO, ASK: Is that within the city limits of Chicago?]**

- | | | |
|-------------------|---------------------|---|
| 1 CHICAGO | 15 FOREST VIEW | 29 PARK RIDGE |
| 2 ALSIP | 16 GLENVIEW | 30 RIVERDALE |
| 3 BEDFORD PARK | 17 HARWOOD HEIGHTS | 31 RIVER FOREST |
| 4 BELLWOOD | 18 HILLSDALE | 32 RIVER GROVE |
| 5 BERWYN | 19 HOMETOWN | 33 ROSEMONT |
| 6 BLUE ISLAND | 20 LINCOLNWOOD | 34 SKOKIE |
| 7 BURBANK | 21 MAYWOOD | 35 STICKNEY |
| 8 BURNHAM | 22 MERRIONETTE PARK | 36 SUMMIT |
| 9 CALUMET PARK | 23 MORTON GROVE | 37 WESTCHESTER |
| 10 CICERO | 24 NILES | 38 WILMETTE |
| 11 ELMWOOD PARK | 25 NORRIDGE | 39 OTHER [TERMINATE:
SKIP TO THANK6] |
| 12 EVANSTON | 26 NORTH RIVERSIDE | 99 DON'T KNOW / REFUSED |
| 13 EVERGREEN PARK | 27 OAK LAWN | [TERM.: SKIP TO THANK8] |
| 14 FOREST PARK | 28 OAK PARK | |

SCR5A What is your home zip code?

ENTER HOME ZIP CODE CAREFULLY

_____ ENTER CORRECT ZIPCODE

99999 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

SCR5B I entered **[SHOW ZIPCODE]**, is that correct?

1 YES

2 NO **[SKIP TO SCRC5A]**

GENDER **[ENTER GENDER OF RESPONDENT.]**

1 MALE

2 FEMALE

GENERAL RIDERSHIP

A1 How many **days** did you ride a CTA **bus** in the past seven days?

[INTERVIEWER NOTE: METRA and PACE are not CTA services]

_____ RECORD NUMBER OF DAYS

9 DON'T KNOW / REFUSED **[SKIP TO THANK8]**

A2 How many **days** did you ride a CTA **train** in the past seven days?

[INTERVIEWER NOTE: METRA and PACE are not CTA services]

_____ RECORD NUMBER OF DAYS

9 DON'T KNOW / REFUSED **[SKIPTO THANK8]**

IF A1 AND A2 EQ 0 – [ASK DEM1A / DEM1B THEN SKIP TO THANK2]

IF A1 GREATER THAN A2 ASSIGN TO BUS

IF A2 GREATER THAN A1 ASSIGN TO TRAIN

**IF A1 EQUAL TO A2 RANDOMLY ASSIGN TO BUS OR TRAIN UNTIL QUOTA FULL THEN
ASSIGN TO REMAINING QUOTA CELL.**

QUOTA CELLS- TOTAL SAMPLE TO EQUAL 2,500 The overall cell sizes within each geographic area have been maintained. A minimum number of interviews with bus and train riders in each area is established. The remaining interviews will be made up of either bus or train.

- 1 DOWNTOWN CHICAGO – COMBINED TOTAL (n=200)
BUS (minimum n=50); TRAIN (minimum n=50)
- 2 NORTH – COMBINED TOTAL (n = 400)
BUS (minimum n=150); TRAIN (minimum n=150)
- 3 NORTHWEST – COMBINED TOTAL (n = 400)
BUS (minimum n=150); TRAIN (minimum n=150)
- 4 SOUTH – COMBINED TOTAL (n = 400)
BUS (minimum n=150); TRAIN (minimum n=150)
- 5 SOUTHWEST – COMBINED TOTAL (n = 400)
BUS (minimum n=150); TRAIN (minimum n=150)
- 6 WEST – COMBINED TOTAL (n = 400)
BUS (minimum n=150); TRAIN (minimum n=150)
- 7 SUBURBS – COMBINED TOTAL (n = 300)
BUS (minimum n=100); TRAIN (minimum n=100)

A3 Which of the following statements best describes why you ride the CTA?

[ROTATE ORDER IN WHICH RESPONSES ARE READ]

- 1 I ride because I can't or don't know how to drive
- 2 I ride because I don't have a car available
- 3 I don't have a car available because I prefer to take the bus or train
- 4 I have a car available but prefer to take the bus or train for some purposes
- 9 DON'T KNOW / REFUSED

A4 How long have you been riding the CTA regularly, that is, at least once a week?

- 1 Less than 6 Months
- 2 6 Months to 1 Year
- 3 1 to 2 Years
- 4 2 Years or More
- 5 NOT A REGULAR RIDER
- 9 DON'T KNOW / REFUSED

A5 In the last week did you ride the CTA (on) . . . ?

[READ EACH ITEM AND WAIT FOR A YES/NO RESPONSE]

- 1 Weekday **mornings** between 6:00 and 9:00 a.m.
- 2 Weekdays between 9:00 a.m. and 3:00 p.m.
- 3 Weekday **afternoons** between 3:00 and 6:00 p.m.
- 4 Weekday **evenings** between 6:00 and 9:00 p.m.
- 5 Weekday **evenings** after 9:00 p.m.
- 6 any time on Saturday
- 7 any time on Sunday
- 99 DON'T KNOW / REFUSED

A6A Which CTA bus routes do you ride to make your most frequent CTA trip? [MULTIPLE RESPONSES ALLOWED]

_____ **RECORD ACTUAL BUS NUMBER(S)**

000 NONE – NEVER RIDE BUS

999 [DON'T KNOW NUMBER, GET NAME / DESCRIPTION OF ROUTE]

A6B Which CTA train routes do you ride to make your most frequent CTA trip? [MULTIPLE RESPONSES ALLOWED]

- 1 BLUE- O'HARE / NORTHWEST
- 2 BLUE- FOREST PARK / CONGRESS
- 3 BLUE- 54 CERMAK / DOUGLAS
- 4 RED- HOWARD / NORTH
- 5 RED - DAN RYAN / SOUTH
- 6 BROWN- TO/FROM KIMBALL / RAVENSWOOD
- 7 GREEN - LAKE HARLEM / OAK PARK / WEST
- 8 GREEN- ASHLAND/63/COTTAGE GROVE/JACKSON PARK/ENGLEWOOD / SOUTH
- 9 PURPLE- LINDEN / LOOP / EVANSTON EXPRESS
- 10 ORANGE- TO/FROM MIDWAY
- 11 YELLOW- SKOKIE SWIFT
- 12 BLUE - UNKNOWN
- 13 RED - UNKNOWN
- 14 GREEN - UNKNOWN
- 15 OTHER [SPECIFY]
- 98 NONE – NEVER RIDE TRAIN
- 99 DON'T KNOW / REFUSED

A7 Thinking about your most frequent trip using the CTA, what is the main purpose of that trip?

- 1 (To / From Work)
- 2 (To / From School)
- 3 (Shopping)
- 4 (Visiting / Recreation)
- 5 (Personal Business)
- 6 (Doctor / Dentist / Medical Appointment)
- 7 (To Air Travel: Work Related)
- 8 (To Air Travel: Non-Work Related)
- 9 (To Work at Airport)
- 10 (Work-related business)
- 11 EVERYTHING / ONLY MEANS OF TRANSPORTATION / MULTI-PURPOSE**
- 12 OTHER [SPECIFY]
- 99 DON'T KNOW / REFUSED

A8A Is the place that you travel to **most** on CTA in the City of Chicago or suburbs? IF SUBURBS: Which suburb?

- | | | |
|----------------|-------------------|--------------------|
| 1 CHICAGO | 8 BURNHAM | 15 FOREST VIEW |
| 2 ALSIP | 9 CALUMET PARK | 16 GLENVIEW |
| 3 BEDFORD PARK | 10 CICERO | 17 HARWOOD HEIGHTS |
| 4 BELLWOOD | 11 ELMWOOD PARK | 18 HILLSIDE |
| 5 BERWYN | 12 EVANSTON | 19 HOMETOWN |
| 6 BLUE ISLAND | 13 EVERGREEN PARK | 20 LINCOLNWOOD |
| 7 BURBANK | 14 FOREST PARK | 21 MAYWOOD |

- 22 MERRIONETTE PARK
- 23 MORTON GROVE
- 24 NILES
- 25 NORRIDGE
- 26 NORTH RIVERSIDE
- 27 OAK LAWN
- 28 OAK PARK
- 29 PARK RIDGE
- 30 RIVERDALE
- 31 RIVER FOREST
- 32 RIVER GROVE
- 33 ROSEMONT
- 34 SKOKIE
- 35 STICKNEY
- 36 SUMMIT
- 37 WESTCHESTER
- 38 WILMETTE
- 39 OTHER [SPECIFY]
- 98 NO SPECIFIC / VARIOUS PLACES
- 99 DON'T KNOW / REFUSED

- A8B [IF A8A = 1 [CHICAGO] Is that ...**
- 1 North Michigan Avenue
 - 2 Downtown, the Loop
 - 3 North Chicago
 - 4 Northwest Chicago
 - 5 West Chicago
 - 6 Southwest Chicago
 - 7 South Chicago
 - 8 OTHER [SPECIFY]
 - 9 NO SPECIFIC / VARIOUS PLACES
 - 99 DON'T KNOW / REFUSED

INTERVIEWER NOTE:; PLEASE RECORD "SOUTH LOOP" OR "WEST LOOP" RESPONSES IN "OTHER SPECIFY" – THERE WEREN'T ENOUGH MENTIONS TO SPLIT THESE OUT, SO WILL COMBINE THEM WITH "DOWNTOWN, THE LOOP".

- A9A IF A7 = 1-10,12] Besides your most frequent trip, for what other purposes do you ride the CTA?**

[READ LIST IF NECESSARY.]

- 1 (To / From Work)
- 2 (To / From School)
- 3 (Shopping)
- 4 (Visiting / Recreation)
- 5 (Personal Business)
- 6 (Doctor / Dentist / Medical Appointment)
- 7 (To Air Travel: Work Related)
- 8 (To Air Travel: Non-Work Related)
- 9 (To Work At Airport)
- 10 (Work-Related Business)
- 11 OTHER [SPECIFY]
- 98 NONE
- 99 DON'T KNOW / REFUSED/ NO MORE APPLY

- A9B [IF A9A EQ 98-99] Why don't you use the CTA for other trips (AS NEEDED: besides your most frequent trip)?**

[OPEN-ENDED QUESTION]

- 1 *Have Car / Car More Convenient*
- 2 *(Don't Like) Look / Smell of CTA*
- 3 *Times Between Buses And/Or Trains Inconvenient / Wait Too Long*
- 4 *No Seats / Overcrowded*
- 5 *Takes Too Long*
- 6 *Don't Like (General)*
- 7 *No Service In Area Going To / Coming From*
- 8 *Don't Travel / Don't Travel Very Far / Can Walk*
- 9 *Only Use CTA For Work / School / Doctor*
- 10 *Only Use CTA Downtown / When Downtown*
- 11 *Kids Too Difficult on CTA*
- 12 *Other*
- 98 *Don't Know*
- 99 *Refused / Missing*

TRANSFERRING

- B1 Thinking about the CTA trip you take most often, do you...**

[READ UNTIL AN APPLICABLE RESPONSE IS SELECTED]

- 1 Only ride the CTA bus **[SKIPTO C1]**
- 2 Only ride the CTA train (the "El") **[SKIPTO C1]**
- 3 Ride the CTA bus then transfer to another CTA bus,
- 4 Ride the CTA train and transfer to another CTA train,
- 5 Ride the CTA bus then transfer to a CTA train or vice versa,
- 6 Ride PACE and then transfer to a CTA bus or train,
- 7 Ride Metra and then transfer to a CTA bus or train (the 'El'),
- 8 OTHER [SPECIFY] **[SKIPTO C1]**
- 9 DON'T KNOW / REFUSED **[SKIPTO C1]**

B2INT I am going to read you a list of factors regarding transferring. As I read each one, please rate how good a job you think CTA has been doing **recently**, use a 5-point scale where "5" means "an excellent job" and "1" means "a poor job", you may use any number from 1 to 5.

After each item, I will ask you if you have had a problem with the factor **within the last month**, please tell me "yes" or "no" right after you give your rating

B2.1 (Please rate...)

(AS NEEDED: How good a job you think CTA has been doing recently on...?)

- 1 POOR JOB
- 2
- 3
- 4
- 5 EXCELLENT JOB
- 9 DON'T KNOW / REFUSED

B2.2 (Have you experienced a problem with this within the last month?)

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

[READ ITEM DESCRIPTION AND PROMPT AS REQUIRED]

[RANDOMIZE B2A THRU B2M]

- B2A **[GROUP = 1]** Ease of making transfers to another CTA bus or train.
- B2B **[GROUP = 2]** Wait time when making transfers to another CTA bus or train.
- B2C **[GROUP = 1]** Number of transfers allowed before a second fare is paid.
- B2D **[GROUP = 2]** Time allowed to make transfers before a second fare is paid.
- B2E **[GROUP = 1]** Cost of a transfer.
- B2F **[GROUP = 2]** Coordination of schedules and routes from CTA to CTA
- B2G **[IF B1 EQ 6]** Coordination of schedules and routes between CTA and Pace
- B2H **[IF B1 EQ 7]** Coordination of schedules and routes between CTA and Metra
- B2I **[IF B1 EQ 3-5]** Information about how to transfer between CTA buses and/or trains

FARE PAYMENT

C1 What do you typically use to pay your fare?
[DO NOT READ LIST]

IF JUST SAYS “CARD” OR “PASS”, ASK: Which one?

- 1 CASH
- 2 TRANSIT CARD / FARE CARD
- 3 1 DAY PASS / FUN PASS
- 4 VISITOR PASS
- 5 7-DAY PASS
- 6 30-DAY / MONTHLY PASS
- 7 REDUCED 30-DAY / MONTHLY PASS
- 8 SENIOR MONTHLY PASS
- 9 U-PASS / UNIVERSITY PASS
- 10 FULL FARE LINK-UP PASS
- 11 CHICAGO CARD / SMART CARD
- 12 REDUCED FARE CARD (FOR SENIORS OR THOSE WITH DISABILITIES) **[include HANDICAPP PASS, SENIOR PASS/CARD (IF “MONTHLY” NOT SPECIFIED)]**
- 13 OTHER (SPECIFY)
- 99 DON'T KNOW / REFUSED
- 15 **STUDENT CARD / PASS, SCHOOL CARD / PASS, REDUCED STUDENT CARD**

C2 **[AIDED AWARENESS OF FARE PAYMENT OPTIONS] [FOR THOSE NOT MENTIONED IN C1]**
Which of the following have you heard of to pay your fare?

[READ EACH ITEM AND WAIT FOR A YES/NO RESPONSE]

- 1 Transit Card / Fare Card
- 2 1 Day Pass / Fun Pass
- 3 Visitor Pass
- 4 7-Day Pass
- 5 30-Day / Monthly Pass
- 6 Chicago Card / Smart Card
- 98 NONE
- 99 DON'T KNOW / REFUSED

C4 **[IF TYPICALLY USE ANY FARE CARD– IF C1=2-8] Where do you typically purchase your [SHOW C1 RESPONSE]?**

- 1 TRAIN STATION
- 2 ANY GROCERY STORE (E.G. JEWEL'S, DOMINICKS)
- 3 INTERNET
- 4 CURRENCY EXCHANGE
- 5 OTHER [SPECIFY]
- 6 **THROUGH EMPLOYER / AT WORK**
- 7 **THROUGH SCHOOL / COLLEGE**
- 9 DON'T KNOW / REFUSED

C5A **[IF AWARE OF CHICAGO CARD / SMART CARD BUT HAVE NEVER USED – (C2 = 11 AND (C1 <> 11))]** What is the Chicago Card and how does it work? How is it different from the regular Transit / Fare Card? **[ASK HALF OF QUALIFIED RESPONDENTS]**

[OPEN-ENDED QUESTION]

- 1 **RECHARGEABLE – CAN ADD MONEY TO IT / ROLLOVER BALANCES**
- 2 **SCAN INSTEAD OF SWIPE / WAVE IN FRONT OF LITTLE BLUE CIRCLE / QUICKER & EASIER TO TOUCH CARD TO TURNSTILE / FAREBOX**
- 3 **IF YOU LOSE IT, THEY REPLACE IT / REFUNDABLE**
- 4 **AUTOMATICALLY DEDUCTS MONEY FROM THE CARD / KEEPS TRACK OF VALUE**
- 5 **ONE TIME CHARGE OF \$5 / HAVE TO PAY A FLAT FEE**

- 6 PLASTIC / PERMANENT CARD / HARDER THAN A TRANSIT CARD MORE LIKE A CREDIT CARD
- 7 CAN RIDE ALL DAY / USE IT ANYTIME
- 8 CAN USE ON ALL TYPES OF TRANSPORTATION - CTA BUSES, TRAINS, OR PACE
- 9 ALL THE SAME / NOT MUCH DIFFERENT THAN THE TRANSIT CARD
- 10 MISC. DESCRIBED INCORRECTLY: UNLIMITED RIDES WITHIN A DAY / 7 DAYS, SIMILAR TO VISITOR'S CARD, LIKE A MONTHLY PASS, GOOD FOR ONE YEAR, HOLDS MORE MONEY ON IT, ETC.
- 11 MISC. DESCRIBED CORRECTLY: 2 PEOPLE CAN USE IT, GIVES ME BONUS RIDES, ETC.
- 12 MISCELLANEOUS OTHER COMMENTS
- 99 DON'T KNOW / JUST HEARD ABOUT IT DON'T KNOW ANYTHING

C5B **[IF NOT AWARE CHICAGO CARD / SMART CARD – IF (C2 <> 11 AND C1 <> 11)]** The Chicago Card is a new way to pay your fare on the CTA. Like the existing Transit Card, the Chicago Card is a stored value card. However, instead of having to run the card through the card reader, all you need to do is touch the card to the farebox or turnstile. There is a one-time \$5 charge to purchase the card. Then you can add any amount of value to the card up to \$100. You receive a \$1 bonus for every \$10 you load and you may register the Chicago Card. If you lose the card or the card is stolen, you can receive a new card with the value that was on your original card when you reported it lost or stolen. Based on this description, how likely or unlikely would you be to use a Chicago Card to pay your fare? Would that be very or somewhat likely / unlikely? **[ASK ONE-THIRD OF QUALIFIED RESPONDENTS]**

- 1 VERY UNLIKELY
- 2 SOMEWHAT UNLIKELY
- 3 NEITHER LIKELY NOR UNLIKELY
- 4 SOMEWHAT LIKELY
- 5 VERY LIKELY
- 6 DON'T KNOW
- 9 REFUSED

C5C **[IF EVER USED CHICAGO CARD / SMART CARD – IF C1 = 11]** Are you satisfied or dissatisfied with the Chicago Card? Would that be very or somewhat satisfied / dissatisfied?

- 1 VERY SATISFIED
- 2 SOMEWHAT SATISFIED
- 3 NEITHER SATISFIED NOR DISSATISFIED
- 4 SOMEWHAT DISSATISFIED
- 5 VERY DISSATISFIED
- 9 DON'T KNOW / REFUSED

C5D *deleted*

C5E **[IF AWARE OF CHICAGO CARD / SMART CARD BUT HAVE NEVER USED – (C2 = 11 AND (C1 <> 11))]** As I read you the following list, please tell me whether this is a barrier to using the Chicago Card. **[ASK HALF OF QUALIFIED RESPONDENTS – GROUP = 1 (I.E. SAME HALF AS GET ASKED C5A)]**

(AS NEEDED: Is this a barrier to using the Chicago Card?)

[RANDOMIZE C5E.1 THRU C5E.10]

C5E1 **[GROUP = 1]** \$5 nonrefundable cost for the card

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

C5E2 **[GROUP = 2]** Concerns about theft / losing the card

C5E3 **[GROUP = 1]** No real advantage compared with the regular transit / fare card

C5E4 **[GROUP = 2]** No real incentive to purchase or use the card

C5E5 **[GROUP = 1]** Don't really understand how it works

C5E6 **[GROUP = 2]** Don't know how / where to get it

C5E7 **[GROUP = 1]** Concerns about Privacy

C5E8 **[GROUP = 1]** Lack of convenient places to purchase

C5E9 **[GROUP = 2]** Lack of convenient places to recharge

C5E10 **[GROUP = 1]** Inability to recharge over internet

C5E11 **[GROUP = 2]** Inability to recharge with credit card

C5E12 **[GROUP = 2]** Can't apply employer's pre-tax transit benefit

C5E13 Are there any other barriers to using a Chicago Card? IF YES, please specify.
[ALWAYS LAST]

C5E_OTH

- 1 **CONCERNS ABOUT \$5 FEE**
- 2 **CAN'T GET THROUGH EMPLOYER (PRE-TAX TRANSIT BENEFIT)**
- 3 **PREFER WHAT I'M CURRENTLY USING – U-PASS, SENIOR CARD, CASH**
- 4 **THE 30-DAY PASS IS A BETTER DEAL FOR MORE FREQUENT RIDERS**
- 5 **HAVE TO APPLY FOR IT**
- 6 **LACK OF CONVENIENT LOCATIONS TO PURCHASE / RECHARGE**
- 7 **LACK OF CONVENIENT PAYMENT OPTIONS: CAN'T USE DEBIT OR CREDIT CARD / CAN'T WRITE CHECK**
- 8 **CONCERNS ABOUT LOSING THE CARD**
- 9 **CONCERNS ABOUT MONEY LEFT OVER WHEN CARD EXPIRES**
- 10 **CONCERNS ABOUT PRIVACY**
- 11 **DOESN'T NEED IT / NO REAL USE FOR IT**
- 12 **DON'T KNOW ANYTHING ABOUT IT – HOW TO USE IT, WHERE TO GET IT, HOW TO PAY FOR IT**
- 97 **MISCELLANEOUS**
- 98 **NO OTHER BARRIERS (OR C5E13=NO)**
- 99 **DON'T KNOW / REFUSED (OR C5E13=DK/REFUSED)**

C6INT I am going to read you a list of factors regarding fares. As I read each one, please rate how good a job you think CTA has been doing **recently**, use a 5-point scale where “5” means “an excellent job” and “1” means “a poor job”, you may use any number from 1 to 5.

After each item, I will ask you if you have had a problem with the factor **within the last month**, please tell me “yes” or “no” right after you give your rating.

[PRESS ANY KEY TO CONTINUE]

C6.1 (Please rate...)

(AS NEEDED: How good a job you think CTA has been doing recently on...?)

- 1 POOR JOB
- 2
- 3
- 4
- 5 EXCELLENT JOB
- 9 DON'T KNOW / REFUSED

C6.2 (Have you experienced a problem with this within the last month?)

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

[READ ITEM DESCRIPTION AND PROMPT AS REQUIRED]

[RANDOMIZE C6A THRU C6P]

C6A **[IF A1 GE 1]** Ease of paying fare on the bus.

C6B **[IF A2 GE 1]** Ease of paying fare at the train stations.

C6C **[GROUP = 1]** Value of the service received for the fare paid.

C6D **[GROUP = 1]** Cost of using the CTA compared to the cost of using an auto

C6E **[IF C1 = 2-11]** Ease of getting passes or fare cards.

C6F **[GROUP = 2]** Cost of a one-way ride on the bus or train.

C6G **[IF C1 = 3-10]** Cost of pass

C6H **[IF C1 = 2,11]** Ease of recharging transit / fare cards or Chicago / Smart Card

C6I **[IF C1 = 2-11]** Availability of sales outlets / places to purchase transit cards and passes

C6J **[IF B1 EQ 6]** Compatibility of fares / fare integration with Pace

C6K **[IF B1 EQ 7]** Compatibility of fares / fare integration with Metra

C6L **[GROUP = 2]** Fare payment options that fit my needs

C6M **[IF C1 = 2]** Ease of using vending machines to purchase transit cards

C6N **[IF C1 = 2]** Number of transit card vending machines

GENERAL PERCEPTIONS OF CTA

D1 Now I am going to read some ways that people might describe the CTA **as it is today**. Using a scale from “1” to “5” where “5” means “strongly agree” and “1” means “strongly disagree”, please tell me how much you agree or disagree with each statement.

[RANDOMIZE D1A THRU D1V]

D1A (How much do you agree or disagree with...)

[IF GROUP = 1] The CTA provides quality service at a fair and reasonable price.

1 STRONGLY DISAGREE

2

3

4

5 STRONGLY AGREE

9 DON'T KNOW / REFUSED

D1B **[IF GROUP = 1]** The CTA doesn't care about its customers because it is a government agency.

D1C **[IF GROUP = 1]** The CTA has efficient and cost-conscious company management.

D1D **[IF GROUP = 2]** The CTA tries to keep fares as low as possible.

D1E **[IF GROUP = 2]** The CTA effectively manages a large and complex public transportation system.

D1F **[IF GROUP = 2]** The CTA considers the needs of its riders when making decisions.

D1G **[IF GROUP = 1]** The CTA provides reliable public transportation services.

D1H **[IF GROUP = 2]** The CTA has a fleet of buses and trains that are clean and well-maintained.

D1I **[IF GROUP = 1]** The CTA does a good job of telling riders about route and schedule changes.

D1J **[IF GROUP = 2]** The CTA provides a consistent level of service to all the geographic areas it serves.

D1K **[IF GROUP = 1]** The CTA is easy to use.

D1L **[IF GROUP = 1]** The CTA has improved service over the past 2 years.

D1M **[IF GROUP = 2]** The CTA employees care about providing quality service.

D1N **[IF GROUP = 2]** The CTA is a customer friendly organization.

D1O **[IF GROUP = 2]** The CTA responds quickly to problems and issues.

D1P **[IF GROUP = 2]** The CTA uses technology to meet the needs and demands of its riders.

D1Q **[IF GROUP = 1]** The CTA responds effectively to emergencies – e.g., derailments, crime, breakdowns

SATISFACTION WITH SERVICE ATTRIBUTES

EINT I am going to read you a list of factors regarding the [BUS / TRAIN] service.

As I read each one, please rate how good a job you think CTA has been doing **recently**, use a 5-point scale where “5” means “an excellent job” and “1” means “a poor job”, you may use any number from 1 to 5.

After each item, I will ask you if you have had a problem with the factor **within the last month**, please tell me “yes” or “no” right after you give your rating.

[PRESS ANY KEY TO CONTINUE]

E.1 (Please rate...)

(AS NEEDED: How good a job you think CTA has been doing recently on...?)

- 1 POOR JOB
- 2
- 3
- 4
- 5 EXCELLENT JOB
- 9 DON'T KNOW / REFUSED

E.2 (Have you experienced a problem with this within the last month?)

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

[READ ITEM DESCRIPTION AND PROMPT AS REQUIRED]

[RANDOMIZE BLOCKS AND THEN ATTRIBUTES WITHIN BLOCKS]

[GROUPS 1 AND 2 ASKED OF HALF OF QUALIFIED RESPONDENTS. ONE GROUP 3 CATEGORY ASKED FOR EACH RESPONDENT.]

BUS [IF MODE = 1]

RELIABILITY [ALL]

- BUS1A Knowing what time the next bus arrives.
- BUS1B On-time performance of buses.
- BUS1C Amount of time between buses (i.e. frequency of service)
- BUS1D Travel time by bus compared with by car
- BUS1E Consistent scheduling of buses (i.e., buses don't all come at once)

INFORMATION SERVICES [GROUP = 1]

- BUS2A Availability of accurate route and schedule information at the bus stop.
- BUS2B System and route maps are easy to understand.
- BUS2C Ease of getting information by phone.
- BUS2D Effectiveness of CTA's Customer Service Hotline.
- BUS2E Availability of temporary service change information.
- BUS2F Overall availability of CTA system maps.
- BUS2G Visibility of bus stop sign
- BUS2H Accuracy of schedule information
- BUS2I Notification of service changes

COMMUNICATIONS ON BUS [ALL]

- BUS3A Clear and timely announcements of the next stop.
- BUS3B Visibility of route names and numbers on the outside of the bus.
- BUS3C Availability of printed schedules for all bus routes.
- BUS3D Driver explains reasons for delays or other problems

ATTRIBUTES OF DRIVERS [GROUP = 3]

- BUS4A Courtesy of bus driver.
- BUS4B Bus driver's knowledge of the system, routes, and schedules.
- BUS4C The driver operates the bus in a safe and competent manner.
- BUS4D Professional appearance of driver.
- BUS4E The driver's ability to handle / cope with problems or emergencies on the bus
- BUS4F Enforcement of rules on the bus
- BUS4G Attitude of bus drivers

PERSONAL SAFETY [ALL]

- BUS5A Safety from crime where I get on and off the bus.
- BUS5B Personal safety at the bus stop related to the behavior of others.
- BUS5C Personal safety on the bus related to the behavior of others.
- BUS5D Safety from crime while riding the bus.
- BUS5E Presence / visibility of security personnel and/or police
- BUS5F Presence of video cameras
- BUS5G Availability / visibility of emergency exits on buses

COMFORT ON BUS [GROUP = 2]

- BUS6A Availability of seats on the bus.
- BUS6B Comfortable temperature on the bus (that is, not too hot or too cold).
- BUS6C Smoothness of bus ride.
- BUS6D Crowding on the bus.
- BUS6E Comfort of bus seats.
- BUS6F Space for luggage / personal belongings
- BUS6G Availability of handrails

COMFORT AT STOPS [GROUP = 3]

- BUS7A Availability of seats or benches at the bus stop.
- BUS7B Availability of shelters at the bus stop.
- BUS7C Bus shelters are maintained / repaired in a timely fashion

APPEARANCE [GROUP = 3]

- BUS8A Cleanliness and appearance of the area where I get on or off the bus.
- BUS8B Cleanliness and appearance of bus exterior.
- BUS8C Cleanliness and appearance of bus interior.
- BUS8D Bus shelters and buses are clean of graffiti or window etchings.
- BUS8E Fare boxes are maintained / in working order
- BUS8F Repairs to equipment / buses are made in a timely fashion

ACCESS TO SERVICE [GROUP = 2]

- BUS9A Availability of a bus stop where I live.
- BUS9B Availability of a bus stop where I work.
- BUS9C Availability of bus service to the places where I want to go
- BUS9D Hours of operation

- BUS9E Availability of express or limited stop service
- BUS9F Distance between bus stops

ACCESSIBILITY [GROUP = 1]

- BUS10A Ease of getting on and off the bus.
- BUS10B Availability of bike racks on buses
- BUS10C Ability to take strollers on bus
- BUS10D Ability to use bus system if disabled

TRAIN [IF MODE = 2]

RELIABILITY [ALL]

- TRN1A Knowing what time the next train arrives.
- TRN1B On-time performance of trains.
- TRN1C Amount of time between trains (i.e. frequency of service)
- TRN1D Travel time by train compared with by car
- TRN1E Consistent scheduling of trains (i.e., trains don't all come at once)
- TRN1F Consistent positioning of trains when they stop in the stations

INFORMATION SERVICES [GROUP = 1]

- TRN2A Availability of printed schedules for all trains.
- TRN2B Availability of accurate route and schedule information at train stations.
- TRN2C Ease of getting information by phone.
- TRN2D Effectiveness of CTA's Customer Service Hotline.
- TRN2E Availability of temporary service change information.
- TRN2F Overall availability of CTA system maps.
- TRN2G Visibility of signage in stations
- TRN2H Accuracy of schedule information
- TRN2I Notification of service changes

COMMUNICATIONS ON TRAIN [GROUP = 1]

- TRN3A Clear and timely announcements of the next stop.
- TRN3B Visibility of route names and colors on the outside of the train.
- TRN3C Names of the train stations are clearly visible from inside the train (as the train pulls into the station).
- TRN3D Operator or automated announcements explain reasons for delays or other problems.

COMMUNICATIONS AT STATIONS [GROUP = 2]

- TRN4A The signs in rail stations are easy to understand.
- TRN4B System and route maps and signs in rail station are easy to understand.
- TRN4C Quality of information in Rail Stations about how to leave the station and continue on to my destination
- TRN4D Availability of Customer Assistants in stations to answer questions

ATTRIBUTES OF OPERATORS [GROUP = 3]

- TRN5A Courtesy of the train conductors / operators.
- TRN5B The train operator operates the train in a safe and competent manner.
- TRN5C Professional appearance of the operator.
- TRN5D Operator's knowledge of the system, routes, and schedules.
- TRN5E The operator's ability to handle / cope with problems or emergencies on the train

- TRN5F Enforcement of rules on the train
- TRN5G Attitude of operators

ATTRIBUTES OF CUSTOMER ASSISTANTS [GROUP = 2]

- TRN6A Courtesy and helpfulness of the customer assistants in the stations.
- TRN6B Customer Assistant knowledge of system, routes, and schedules.
- TRN6C Availability of Customer Assistants to help with fare media
- TRN6D Customer Assistants' responsiveness to problems
- TRN6E Attitude of customer assistants

PERSONAL SAFETY [ALL]

- TRN7A Safety from crime where I get on and off the train.
- TRN7B Personal safety at train stations related to the behavior of other people.
- TRN7C Personal safety on the train related to the behavior of other passengers.
- TRN7D Safety from crime while riding the train.
- TRN7E Presence / visibility of security personnel and/or police
- TRN7F Presence of video cameras
- TRN7G Availability / visibility of emergency exits on trains

COMFORT ON TRAINS [GROUP = 1]

- TRN8A Availability of seats on the train.
- TRN8B Comfortable temperature on the train (that is, not too hot or too cold).
- TRN8C Smoothness of train ride.
- TRN8D Comfort of the train seats.
- TRN8E Crowding on the train.
- TRN8F Space for luggage / personal belongings
- TRN8G Availability of handrails

COMFORT AT STATIONS [GROUP = 3]

- TRN9A Availability of seats or benches at my station.
- TRN9B Availability of parking at my station.
- TRN9C The train station is well lit.
- TRN9D Comfortable temperature in stations
- TRN9E Stations are well-maintained / repairs are made in a timely fashion

APPEARANCE [GROUP = 3]

- TRN10A Cleanliness and appearance of train stations.
- TRN10B Cleanliness and appearance of train interior.
- TRN10C Cleanliness and appearance of train exterior.
- TRN10D Trains and stations are clean of graffiti and window etchings.
- TRN10E Appearance of concession area in or near rail stations
- TRN10F Availability of merchandise (soft drinks, newspapers, etc.) in rail stations.
- TRN10G Condition of phones in rail stations and on platforms.
- TRN10H Repairs to trains / equipment are made in a timely fashion

ACCESS TO SERVICE [GROUP = 2]

- TRN11A Availability of a train station where I live.
- TRN11B Availability of a train station where I work.
- TRN11C Availability of train service to the places where I want to go
- TRN11D Hours of operation

ACCESSIBILITY [GROUP = 1]

TRN12A Ease of getting on or off the train.

TRN12B Ability to take bikes on trains

TRN12C Ability to take strollers on train

TRN12D Ability to use train system if disabled

CUSTOMER LOYALTY

[ROTATE BUS AND TRAIN SECTIONS]

F1 **[IF A1 GE 1]** Overall, how satisfied are you with riding CTA **buses**? Would you say you are

- 1 Very satisfied,
- 2 Somewhat satisfied,
- 3 Neither satisfied nor dissatisfied,
- 4 Somewhat dissatisfied, or
- 5 Very dissatisfied?
- 9 DON'T KNOW / REFUSED

F2 **[IF A1 GE 1]** How likely are you to continue to use CTA **buses** in the future [IF TRANSIT DEPENDENT ADD: if another type of transportation is available]? Would you say you. . .

- 1 Definitely will,
- 2 Probably will,
- 3 Might or might not,
- 4 Probably will not, or
- 5 Definitely will not?
- 9 DON'T KNOW / REFUSED

F3 **[IF A1 GE 1]** How likely would you be to recommend CTA **buses** to a family member, friend, or coworker? Would you say you. . .

- 1 Definitely would recommend it,
- 2 Probably would ,
- 3 Might or might not ,
- 4 Probably would not , or
- 5 Definitely would not recommend it?
- 9 DON'T KNOW / REFUSED

F4 **[IF A2 GE 1]** Overall, how satisfied are you with riding CTA **trains**? Would you say you are. .

- 1 Very satisfied,
- 2 Somewhat satisfied,
- 3 Neither satisfied nor dissatisfied,
- 4 Somewhat dissatisfied, or
- 5 Very dissatisfied?
- 9 DON'T KNOW / REFUSED

F5 **[IF A2 GE 1]** How likely are you to continue to use CTA **trains** in the future **[IF TRANSIT DEPENDENT [DEPEND = 1], ADD: if another type of transportation is available]**? Would you say you. . .

- 1 Definitely will,
- 2 Probably will,
- 3 Might or might not,
- 4 Probably will not, or
- 5 Definitely will not?
- 9 DON'T KNOW / REFUSED

F6 **[IF A2 GE 1]** How likely would you be to recommend CTA **trains** to a family member, friend, or coworker? Would you say you. . .

- 1 Definitely would recommend it,
- 2 Probably would,
- 3 Might or might not,
- 4 Probably would not, or
- 5 Definitely would not recommend it?
- 9 DON'T KNOW / REFUSED

COMPUTER / INTERNET ACCESS [GROUP = 2 FOR G1-G6]

G1 Do you use a personal computer at . . .

[SELECT ALL THAT APPLY]

- 1 Home,
- 2 Work,
- 3 Another location such as the library, school, community center, or café?
- 4 NO **[SKIP TO DEMINT]**
- 9 DON'T KNOW / REFUSED

G2 Do you have Internet access at . . .

[SELECT ALL THAT APPLY]

- 1 Home,
- 2 Work,
- 3 Another locations such as the library, school, community center, or café?
- 4 NO **[SKIP TO DEMINT]**
- 9 DON'T KNOW / REFUSED

G3 Have you ever visited the CTA's website at www.transitchicago.com?

- 1 YES
- 2 NO **[SKIP TO DEMINT]**
- 9 DON'T KNOW / REFUSED

G4 On the Website, have you ever...

[READ EACH ITEM AND WAIT FOR A YES/NO RESPONSE]

- 1 Used the CTA store to buy Merchandise?
- 2 Purchased fare media from the CTA website?
- 3 Downloaded a map, brochure or file?
- 4 Gotten information on service changes?
- 5 Gone to or used the RTA Trip Planner?
- 6 Looked for employment information?
- 7 Checked schedules or timetables?
- 8 NONE
- 9 DON'T KNOW / REFUSED

G5 Overall, how would you rate the CTA Website. Use a 5-point scale where "5" means "excellent" and "1" means "poor". You may use any number from 1 to 5.

- 1 POOR
- 2
- 3
- 4

- 5 EXCELLENT
- 9 DON'T KNOW / REFUSED

G6 Overall, how easy would you say it is to get the information you need from CTA's Website. Use a 5-point scale where "5" means "Very Easy" and "1" means "Very Hard". You may use any number from 1 to 5.

- 1 VERY HARD
- 2
- 3
- 4
- 5 VERY EASY
- 9 DON'T KNOW / REFUSED

Respondent Characteristics

DEMINT Finally, I have some background questions which will be used to help us group your answers with those of people like yourself.

DEM1A How many telephone numbers, not including cell phones, are associated with this household?
[IF RESPONDENT ASKS: We use this information to make sure that all households in the study area are represented fairly.]

____ ENTER NUMBER (1 OR MORE)
 99 DON'T KNOW / REFUSED

DEM1B **[IF DEM1A > 1]** How many telephone lines in your household are used only as a dedicated fax or modem line?

____ ENTER NUMBER
 99 DON'T KNOW / REFUSED

DEM2B How many years have you lived at your current address?
[ENTER 1 IF LESS THAN ONE YEAR]

____ RECORD NUMBER OF YEARS
 99 DON'T KNOW / REFUSED

DEM3 Do you have a valid driver's license?

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

DEM4 How many automobiles in working condition do **you** have available for your use?

____ ENTER NUMBER
 8 8 OR MORE
 9 DON'T KNOW / REFUSED

DEM5A What is your age?

____ AGE
 99 REFUSED

DEM5B **[IF DEM5A EQ 99]** Would that be . . .

- 1 16-17,
- 2 18-24,
- 3 25-34,
- 4 35-44,
- 5 45-54,
- 6 55-64, or
- 7 65 and Older?
- 9 REFUSED

DEM6 Are you currently . . .

- 1 Employed full time;
- 2 Employed part time;
- 3 Self-employed (may work outside home or operate business from home)
- 4 Student / working full-time
- 5 Student / working part-time
- 6 A full-time student / not working
- 7 Not employed outside the home, a homemaker;
- 8 Retired
- 9 Unemployed due to a disability;
- 10 Unemployed?
- 11 OTHER [SPECIFY]
- 99 REFUSED

DEM7A Do you have any type of disability that makes it difficult for you to use CTA's regular bus or train service?

- 1 YES – TRAIN
- 2 YES – BUS
- 3 YES – BOTH BUS AND TRAIN
- 4 NO
- 9 REFUSED

DEM7B **[IF DEM7A LE 3]** Have you been certified to use CTA Special Services or the TAP program?

[IF NECESSARY: TAP stands for Taxi Access Program.]

- 1 YES
- 2 NO
- 3 DON'T KNOW
- 9 REFUSED

DEM8A Is your total annual household income above or below \$30,000 per year?

- 1 UP TO \$30,000 PER YEAR
- 2 ABOVE \$30,000 PER YEAR
- 8 DK -- PROBE FOR BEST ESTIMATE
- 9 REFUSED

DEM8B **[IF DEM8A EQ 1]** Would that be . . .

- 1 Less than 10,000 per year,
- 2 \$10,000 to 20,000,
- 3 \$20,000 to 30,000?
- 9 DON'T KNOW / REFUSED

DEM8C **[IF DEM8A EQ 2]** Would that be . . .

- 1 \$30,000 to 40,000,
- 2 \$40,000 to 50,000,
- 3 \$50,000 to 60,000,
- 4 60,000 to 80,000,
- 5 80 to 100,000, or
- 6 Over \$100,000?
- 9 DON'T KNOW / REFUSED

DEM10A Are you Spanish, Hispanic, or Latino?

[PROBE: Were your ancestors Mexican, Puerto Rican, Cuban, Central or South American, or from Spain?]

- 1 YES
- 2 NO
- 8 DON'T KNOW

9 REFUSED

DEM10B I am going to read a list of race categories. Please choose one or more races you consider yourself to be:

CLARIFY "INDIAN" WITH "Is that American Indian or Asian Indian?"

[ASIAN/PACIFIC ISLANDER INCLUDES GROUPS SUCH AS: CHINESE, FILIPINO, HAWAIIAN, INDIAN (ASIAN), VIETNAMESE, KOREAN, JAPANESE, CAMBODIAN, AND SAMOAN.]

["Hispanic" SHOULD BE TALLIED "Some other race"]

[READ LIST / ENTER ALL THAT APPLY]

- 1 White or Caucasian
- 2 Black or African American
- 3 American Indian or Alaskan Native
- 4 Asian or Pacific Islander
- 5 Some Other Race [SPECIFY:]
- 6 **HISPANIC RACE: includes Hispanic, Latino, Latina, Mexican, Puerto Rican, Spanish**
- 8 DON'T KNOW
- 9 REFUSED

DEM12A For our records, I need to verify your telephone number. Is it

- 1 YES
- 2 NO
- 9 REFUSED

DEM12B **[IF D12A EQ 2]** What is your correct phone number?

_____ ENTER CORRECT PHONE NUMBER
9999999999 REFUSED

DEM13 Those are all the questions we have at this time. Our client, the Chicago Transit Authority, may be conducting research studies similar to this one in the future. May we provide your name and telephone number to the Chicago Transit Authority for the purpose of conducting additional research?

- 1 Yes **[ASK FIRST NAME]**
- 2 No / DK / REFUSED **[SKIP TO THANK]**

THANK That concludes our survey. Thank you very much for your time and the useful information you have provided us. [DISPOS = 40]

INTNUM [RECORD INTERVIEWER NUMBER]
_____ ENTER NUMBER

THANK1 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we are only interviewing residents who have ridden on a CTA bus or train in the past week. [DISPOS = 21-30]

THANK2 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we are only interviewing residents in the CTA service area. [DISPOS = 23]

THANK8 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey, but we cannot continue without that information. [DISPOS = 8]

THANK4 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey, but we have completed our quota of residents in your rider category. [DISPOS = 31-44]

THANK5 Thank you for your time.

THANK6 Thank you very much for your time and the useful information you have provided us. [DISPOS = 23]

THANK7 Thank you very much for your time and the useful information you have provided us. [DISPOS = 49]

THANK9 Thank you for your willingness to participate in the survey, but we do not have anyone here to conduct the interview that speaks your language. We will have an interviewer call you back within a few days who speaks your language. [DISPOS = 15-16]