

Chicago Transit Authority
2003 Customer Satisfaction
Survey
Final Report
MR04-07

Submitted June 4, 2004
Northwest Research Group, Inc.
DRAFT: Confidential. Not for General
Distribution

SUBMITTED BY:

Rebecca Elmore-Yalch
225 North 9th Street, Suite 200
Boise, ID 83702
P. (208) 364-0171
F. (208) 364-0181
byalch@nwrp.com



Executive Summary

Background & Objectives

Customer satisfaction continues to be a concern to transit agencies throughout the United States as they strive to become more customer-focused. The Chicago Transit Authority (CTA) recognizes the value of its current customers and in 1995 instituted an ongoing program of customer satisfaction research. This research has clearly identified what customers expect and the extent to which customers' expectations are met. However, customer research in and of itself is only part of the puzzle. More importantly, over the years the CTA has demonstrated a commitment to do what it takes to meet and, where possible, exceed customer expectations. The CTA's program of customer satisfaction research and action has been acclaimed as a national model in presentations at annual meetings of the National Academies of Science's Transportation Research Board. Customer satisfaction research at the CTA continues to focus on three essential issues:

- Maintaining a clear understanding of customers' changing expectations and requirements,
- Determining how well the agency is succeeding in satisfying these expectations and requirements, and
- Developing a set of Strategic Imperatives – actions that, if taken, will improve long-term customer satisfaction and loyalty.

The purpose of this effort is to build on the CTA's existing Customer Satisfaction Measurement (CSM) program by conducting a comprehensive survey among current CTA riders. The first Customer Satisfaction Survey was conducted in 1995. Recognizing the importance of this effort, the CTA chose to undertake a comprehensive review of its CSM process to determine what, if any, changes should be made. This review ensured that the research focuses on the most relevant issues and analysis and that actionable recommendations are possible. Moreover, this effort ensures that CTA managers will continue to support this research and use its results. This review contained the following elements:

- **Organizational Review:** An organizational review ensures that the current research program builds on the CTA's existing knowledge of its customers' needs and expectations, and retains key tracking measures as appropriate. The review consisted of internal meetings and one-on-one interviews with CTA management personnel. The review identified current strengths and weaknesses, and looked at service improvement programs already in place as well as new programs that have been instituted in the past two years.
- **Focus Groups:** Rather than assuming that the performance attributes originally developed in 1995 and added to over the years are still appropriate, exploratory research, in the form of focus groups, was conducted to assist in the design of the survey instrument. This gave customers a chance to reassess the features and attributes that are important to them. This qualitative research also provided insight into customers' preferences and motivations. Six focus groups were conducted with participants representing different customer segments: mixed mode customers (those who transfer within the CTA), bus-only customers, rail-only customers, and occasional customers (those riding less often than once a week).
- **Questionnaire Development and Pretest:** Based on issues that emerged in the focus groups and a review of the CTA's previous CSM research, Northwest Research Group worked closely with the CTA to develop and test a questionnaire that is the basis for the quantitative phase of the research. While the majority of the questions remained unchanged from the previous studies to ensure comparability of results to these benchmark measures, additional measures were added to reflect changes in the system over time. Specifically, additional service attributes were added for both bus and rail to reflect changes in services and topics of new interest to customers.

The revised questionnaire was carefully pre-tested. Particular attention was paid to the length of the survey to ensure that the survey was not overly long, thus adversely impacting response rates. The final survey averaged nearly 22 minutes in length. Interviews were offered in English, Spanish, and Polish.

The survey was administered to a statistically valid and representative sampling of 2,577 CTA customers. For the purposes of this survey, customers are defined as individuals, age sixteen and over, who have ridden the CTA –

CTA bus, rail, or both – at least once in the week before being interviewed.* The sample was stratified by geographic area. That is, the population was divided into strata based on their area of residence – Downtown, North Side, Northwest Side, South Side, Southwest Side, West Side, and Suburban Chicago. A minimum of 200 interviews was completed within each geographic area; in most areas 400 interviews were completed. The sample was further stratified by mode. Respondents were assigned to the mode – CTA bus or rail – they rode most often. This sampling plan ensures that subgroup sample sizes (e.g., geographic area, mode, age, gender, etc.) are large enough for reliable analysis. Moreover, this sampling plan has allowed the CTA to clearly pinpoint specific areas for service improvements and to track the impact of such improvements over time.

Results from the survey were analyzed with a focus on identifying target opportunities for service improvements that could, if implemented, lead to measurable improvement in customer satisfaction, long-term loyalty, and, ultimately, increased ridership. The CTA customer satisfaction measurement system uses a unique analytical approach to analysis. This approach is based on the simple premise that customer satisfaction can be increased by reducing the number of problems customers experience with those elements of service shown to have the greatest impact on long-term customer satisfaction and loyalty. In addition, this unique approach looks at the impact of how such problems are handled on customer satisfaction, and identifies initial potential strategies to minimize the impact of problems. Key problem areas are identified in this analysis. Finally, the analysis identifies key trends in customer characteristics, customer satisfaction, and awareness / use of key programs and services.

Key Findings – Customer Satisfaction and Loyalty

Customer satisfaction continues to be high, despite a slight downward trend in 2003. This difference is not statistically significant.

- Overall customer satisfaction increased significantly between 1997 and 2001 – from 31 percent “very satisfied” in 1997 to 43 percent “very satisfied” in 2001. The percentage of “very satisfied” customers did not change significantly from 2001, with 41 percent of all customers in 2003 indicating they were “very satisfied” with riding the CTA. The mean satisfaction score, however, did decrease.
- More than one-third of bus customers are “very satisfied” with riding CTA buses, a significantly higher percentage than noted in 1997 and 1999.
- Almost half of rail customers are “very satisfied” with riding CTA trains. This number is virtually unchanged since 2001 and remains significantly higher than the original numbers in 1997 and 1999.

Table 1: Overall Satisfaction – 1995 –2003

	1995 (a)	1997 (b)	1999 (c)	2001 (d)	2003 (e)
All Customers					
% Very Satisfied	22%	31%	34%	43%	41%
Mean	3.71	3.93 ↑	3.98	4.16 ↑	4.05 ↓
Overall Grade	B-	B-	B-	B	B
Bus Customers					
% Very Satisfied	20%	30%	30%	39% ↑	35%
Mean	3.68	3.89	3.89	4.06 ↑	3.90 ↓
Overall Grade	B-	B-	B-	B	B-
Rail Customers					
% Very Satisfied	23%	32% ↑	39% ↑	48% ↑	47%
Mean	3.76	3.98 ↑	4.10 ↑	4.28 ↑	4.22
Overall Grade	B-	B-	B	B	B
<i>Mean based on a five-point scale where “1” means “very dissatisfied” and “5” means “very satisfied.”</i>					

* (Less frequent customers (occasional riders) are not included in the survey sample. Other CTA research has and will continue to look at this important market segment.)

Nearly two-thirds of customers are “very likely” to continue riding CTA in the next year.

- There has been no significant change in the percentage of customers who are very likely to continue riding the CTA in the next year.
- The percentage of rail customers saying they are very likely to continue riding has decreased significantly from 2001. However, most of this shift consists of customers saying they will “probably” as opposed to “definitely” continue riding rather than a significant potential loss in rail customers

The majority of CTA customers continue to be willing to recommend riding the CTA to others.

- Eighty-five percent (85%) of CTA customers would recommend riding the CTA to others – a strong show of support for the system.

Table 2: Continued Ridership and Recommendation Rates – 1995 –2003

	1995	1997	1999	2001	2003
% Definitely Will Continue to Ride					
All Customers	44%	50%	59%	68%	65%
Bus	23	45	51	59	58
Rail	53	56	69	80	75
% Definitely Would Recommend Riding					
All Customers	32%	42%	50%	59%	58%
Bus	11	40	47	53	52
Rail	37	44	54	65	64

In 1995, a target zone for customer loyalty was established. To be included within the customer loyalty target zone, respondents needed to give the highest – most positive – score to at least two of the following questions: satisfaction with riding, likelihood of continued ridership, and likelihood of recommending the CTA to others. In addition, respondents could not give anything less than a somewhat positive score for the remaining third question.

Customer loyalty remains high, with more than half of all CTA customers within the target zone compared to less than one-third in 1995.

- A majority (53%) of CTA customers remains within the target loyalty zone, but there has been a slight drop in the percentage of customers in the target zone since 2001, when 55 percent of all CTA customers were within the target loyalty zone. This decrease is not statistically significant and the percentage of customers within the target zone remains significantly higher than in previous years.
- There has been no significant change in the percentage of bus customers or rail customers within the target loyalty zone compared to 2001. However, both modes have significantly increased their scores from previous years.

Table 3: Customer Loyalty – 1995 –2003

	1995	1997	1999	2001	2003
All Customers					
% Within Target Zone	27%	38%	46%	55%	53%
Mean	11.7	12.3	12.6	13.1	12.8
Median	12.0	13.0	13.0	14.0	14.0
Bus Customers					
% Very Satisfied	23%	34%	40%	47%	46%
Mean	11.4	12.0	12.2	12.7	12.4
Overall Grade	12.0	13.0	13.0	13.0	13.0
Rail Customers					
% Within Target Zone	31%	43%	52%	64%	61%
Mean	12.0	12.5	13.0	13.5	13.3
Median	12.0	13.0	14.0	14.0	14.0

Key Findings – Bus

Bus Service Quality

Respondents evaluated performance for CTA bus service on 80 specific elements of service; 30 of these attributes were new to the survey in 2003. Responses were recorded on a five-point scale ranging from 1 (poor) to 5 (excellent). For 2003, twelve (12) broad dimensions of service, encompassing all 80 elements, were identified as the basis for analysis. Performance scores were computed for each dimension by averaging together the scores for the individual attributes contained in the dimension. These composite scores also range from 1 (poor) to 5 (excellent)

- The overall performance score was 3.75 (on a five-point scale) in 2001 and decreased slightly to 3.69 in 2003. The current overall performance measure remains above that in 1999 and 1997.

Table 4: Overall Service Quality – Bus

		1997	1999	2001	2003
Overall	Score	3.45	3.64 ↑	3.75 ↑	3.69 ↓
	Grade	C+	B-	B-	B-
Service quality scores are a composite score based on averaging the ratings for all attributes of service. These composite scores reflect overall ratings of service quality and are unique from previously reported customer satisfaction scores. In many cases, these scores are lower than overall customer satisfaction as they reflect a more detailed evaluation of service, made up of customer ratings of specific attributes.					

Satisfaction with CTA bus service increased on several dimensions.

- Bus performance has continued to improve in several of the overall performance dimensions, clearly reflecting changes in services and implementation of new programs over the years. These include:
 - **Reliability.** For the first time, a significant increase has been noted for overall reliability of bus service. This is potentially the most important dimension of service and the focus should be on understanding and continuing improvements in this area. The overall performance measure for reliability now stands at 3.17.
 - **Information services.** Improvements have been noted each year. The overall performance measure now stands at 3.86. Specifically, customers have noted improvements in the availability of temporary service change information, the availability of accurate route and schedule information at the bus stops, and the ease of getting information by telephone.
 - **Communications on bus.** Improvements have been noted each period. The overall performance measure now stands at 3.56. For example, customers have clearly noticed the introduction of automated stop announcements on buses – with 69 percent of customers saying the CTA now does an “excellent” job of announcing stops, compared to only 41 percent in 1997.
 - **Comfort at stops and on the bus.** Improvements have been noted each period for comfort at stops. The overall performance measure now stands at 3.36. Performance has also increased for comfort on the bus, and the overall performance measure now stands at 3.44. The introduction of new bus passenger shelters had a significant impact on customer satisfaction with comfort at stops. Twice as many bus customers now give the CTA “excellent” ratings for availability of shelters at stops – 36 percent in 2003 compared with 18 percent in 2001. Satisfaction with the availability of seats at stops also increased significantly – from 18 percent “excellent” in 2001 to 29 percent in 2003.
 - **Appearance.** Improvements for the appearance of the bus have been noted for each period, reflecting the ongoing introduction of new equipment systemwide. Notably, bus customers are increasingly satisfied with the extent to which buses and bus shelters are kept free of graffiti and window etchings.

Table 5 Service Quality Increases – Bus

		1997	1999	2001	2003
Reliability	Score	3.07	3.03	3.04	3.17 ↑
	Grade	C	C	C	C
Information Services	Score	3.49	3.75 ↑	3.79 ↑	3.86 ↑
	Grade	C+	B-	B-	B-
Communications on Bus	Score	3.25	3.40 ↑	3.43 ↑	3.56 ↑
	Grade	C	C+	C+	C+
Comfort at Stops	Score	2.72	2.71	2.86 ↑	3.36 ↑
	Grade	C-	C-	C-	C+
Appearance	Score	3.25	3.46 ↑	3.69 ↑	3.80 ↑
	Grade	C	C+	B-	B-
Service quality scores are a composite score based on averaging the ratings for all attributes of service. These composite scores reflect overall ratings of service quality and are unique from previously reported customer satisfaction scores. In many cases, these scores are lower than overall customer satisfaction as they reflect a more detailed evaluation of service, made up of customer ratings of specific attributes.					

Satisfaction with bus services only decreased in three areas:

- **Access to service.** The overall performance score for access to service has decreased each period since its high in 1999, when the overall performance score for access to service was 4.43 (on a five-point scale). However, the 2003 score of 4.22 remains significantly higher than the 1997 baseline measure. The decrease in this measure may have more to do with changes in where people live and work as opposed to changes initiated by the CTA. It is important for CTA to continuously evaluate the service it provides in respect to customers' ever-changing travel needs.
- **Personal safety.** After two periods of increase (in 1999 and 2001), the overall score for personal safety decreased significantly from 2001. The current overall performance score for personal safety now stands at 3.70 – down from its high of 4.00 in 2001. It appears that perceptions may be more of a factor in this decrease than actual incidences because actual internal performance measures do not suggest a significant increase in crime or complaints about personal safety. Moreover, at least some of these changes may reflect a general concern about personal safety that has increased since the events of September 11, 2001. The CTA should seek to further understand what drives customer perceptions of personal safety and how this has changed over the years.
- **Intramodal transferring.** After two consecutive periods of increase, the overall score for intramodal transferring (i.e., transferring within the CTA) has decreased from a high of 3.82 in 2001 to the current score of 3.67. This decrease may reflect recent changes in service made before the survey was taken – notably service changes along the north and south Lake Shore corridors. Customers may still have been getting accustomed to these changes at the time of the survey. Moreover, further adjustments that CTA subsequently made in response to customer comment and staff evaluation occurred after the survey concluded and so their impact would not be reflected in the survey results.

Table 6: Service Quality Declines – Bus

		1997	1999	2001	2003
Access to Service	Score	4.06	4.43 ↑	4.29↓	4.22↓
	Grade	B	B+	B	B
Personal Safety	Score	3.66	3.90 ↑	4.00 ↑	3.70↓
	Grade	C+	B-	B	B-
Intramodal Transferring	Score	3.46	3.73 ↑	3.82↑	3.67↓
	Grade	C+	B-	B-	B-
Service quality scores are a composite score based on averaging the ratings for all attributes of service. These composite scores reflect overall ratings of service quality and are unique from previously reported customer satisfaction scores. In many cases, these scores are lower than overall customer satisfaction as they reflect a more detailed evaluation of service, made up of customer ratings of specific attributes.					

Bus customers are experiencing fewer problems with service.

- Many of the improvements in overall service quality can be attributed to decreasing the number of problems customers experience. Specifically, customers are having fewer problems with the following specific aspects of bus service. In some of these cases (e.g., availability of seats on buses), the impact of problems on service quality ratings has also decreased.

Table 7: Statistically Significant Decreases in Rate of Problem Occurrences – Bus

	1999 % of Customers Experiencing Problems in the Past Month	2001	2003
Time Between Buses	50%	54%	47% ↓
On-Time Performance	47%	51% ↑	43% ↓
Knowing What Time the Next Bus Arrives	51%	50%	44% ↓
Crowding on Buses	55%	50% ↓	47% ↓
Availability of Seats on Buses	44%	38%	34% ↓
Availability of Seats / Benches at Stops	43%	39% ↓	32% ↓
Availability of Shelters at Stops	40%	35% ↓	28% ↓
Smoothness of Bus Ride	26%	28%	21% ↓
Clear / Timely Announcements of Next Stop	29%	27%	18% ↓
Safe and Competent Operation of Buses	17%	19%	13% ↓

- In addition, CTA bus has been more effective in decreasing the impact of problems on customers' perceptions of service quality. Of particular interest here is the decrease in gap scores for many attributes of service related to fares – cost of a one-way ride, cost of a transfer, and cost of a pass. This may suggest that, on balance, customers understood and were accepting of CTA's then-proposed fare increase.

Table 8: Statistically Significant Decreases in Gap Scores* – Bus

	1999	2001	2003
Visibility of Route Names And Numbers On Outside Of Buses	1.72	2.07	1.85 ↓
Time Allowed To Transfer Before A Second Fare Is Paid	n.a.	1.79	1.47 ↓
Availability Of Temporary Service Change Information	1.90	1.80 ↓	1.56 ↓
Cost of a One-Way Ride	1.96	1.90 ↓	1.84 ↓
Cost of a Transfer	2.17	1.79 ↓	1.67 ↓
Ease of Getting On and Off the Bus	1.82	1.93 ↑	1.66 ↓
System Maps Are Easy to Understand	1.75	1.94	1.44 ↓
Ease of Getting Passes and Fare Cards	2.07	1.81	1.55 ↓
Cost of a Pass	1.93	1.68 ↓	1.47 ↓

* Gap Scores: For each attribute, mean satisfaction ratings are calculated for two groups (1) those that have had a recent problem with service and (2) those that have not had a problem with service. The difference between the two means is called the "Gap Score."

- However, there are some areas where customers are experiencing a higher rate of problems and the impact of these problems on ratings of service quality has also increased. Particular attention should be paid to these areas. These include:

Table 9: Other Key Issues – Bus

		1999	2001	2003
Ease of Making Transfers	Rate of Problem Occurrence	12%	12%	24% ↑
	Gap Score	1.77	1.42	1.70 ↑
Personal Safety While Riding the Bus	Rate of Problem Occurrence	20%	14% ↓	20% ↑
	Gap Score	1.64	1.33	1.66 ↑
Safety From Crime While at Bus Stops	Rate of Problem Occurrence	9%	8%	13% ↑
	Gap Score	1.84	1.59	1.38 ↑

* Gap Scores: For each attribute, mean satisfaction ratings are calculated for two groups (1) those that have had a recent problem with service and (2) those that have not had a problem with service. The difference between the two means is called the "Gap Score."

Target Improvement Opportunities

Those aspects of bus service that have the highest potential impact on customer satisfaction and loyalty include those that have a high rate of problem occurrence and those that have a high impact of service quality ratings when problems occur. These aspects of service should be considered as target improvement opportunities and include the following. (It should be noted that although service quality ratings have improved in some of these areas, they are still of immediate concern and should be a focus for continued improvements.)

- **Scheduling and Reliability:** On-time performance, knowing what time the next bus arrives, and consistent scheduling of buses, i.e. “bus bunching” (new attribute in 2003).^{**}
- **Communications:** Operators explain reasons for delays and problems, availability of printed schedules, visibility of route names / numbers on outside of bus, accuracy of schedule information (new in 2003), notice of service changes (new in 2003), clear and timely announcements of stops, effectiveness of CTA’s customer service hotline, and ease of getting information by phone.
- **Passenger Comfort:** Availability of seats and benches at stops, providing adequate space for luggage and personal belongings (new in 2003), maintaining a comfortable temperature on the bus, availability of shelters at stops, smoothness of the ride, comfort of bus seats, and repairs to equipment / buses are made in a timely manner (new in 2003).
- **Bus Operators:** Operator attitudes and courtesy.
- **Access to Service:** Availability of service to places passengers want / need to go and availability of express or limited stop service.

Finally three individual aspects of service have become greater issues since 2001 and should be considered priorities for improvement. These include:

- **Wait Time When Transferring:** Customers have experienced a significant increase in the number of problems they have encountered when transferring. Given the high importance placed on this attribute, particular attention should be paid to addressing this issue.
- **Value of Service for Fare Paid:** This element of service may have increased in importance with the announcement last fall of a possible fare increase. Customers may be demanding continual improvements in service quality in exchange for higher fares.
- **Personal Safety at Bus Stops:** This attribute reflects concerns about safety related to the behavior of others rather than concerns about safety from actual crime. This increased concern is due to a stated increase in problems while waiting for the bus. In addition, the negative impact of these problems on customer satisfaction has also increased.

^{**} “Consistent scheduling of buses” is the phrase customers offered when asked in focus groups to define a solution to bus bunching.

Key Findings – Rail

Rail Service Quality

Respondents evaluated performance for CTA rail on 93 specific elements of service; 34 of these attributes were new in 2003. Responses were recorded on a five-point scale ranging from 1 (poor) to 5 (excellent). For 2003, twelve (12) broad dimensions of services, encompassing the original 80 elements of service, were identified as the basis for analysis. Performance scores were computed for each dimension by averaging together the scores for the individual attributes contained in the dimension. These composite scores range from 1 (poor) to 5 (excellent).

- Overall rail customer satisfaction remains virtually unchanged at a fairly high level, but rail customers are reporting some areas of service where performance has declined since 2001.

Table 10: Overall Service Quality – Rail

		1997	1999	2001	2003
Overall	Score	3.56	3.82 ↑	3.93 ↑	3.85 ↓
	Grade	C+	B-	B-	B-
Service quality scores are a composite score based on averaging the ratings for all attributes of service. These composite scores reflect overall ratings of service quality and are unique from previously reported customer satisfaction scores. In many cases, these scores are lower than overall customer satisfaction as they reflect a more detailed evaluation of service, made up of customer ratings of specific attributes.					

CTA rail service continues to receive high satisfaction scores on many dimensions.

- Customers' ratings of service on CTA rail have improved or been maintained in many areas. As rail scores are generally high for at least some of the dimensions (e.g., customer assistant attributes), maintenance of existing scores should be considered as very positive. Those areas in which CTA has improved or maintained service quality include:
 - **Operator Attributes:** The ratings for the performance of personnel operating the trains have improved each year. Notably, rail customers are positive about the professional appearance of the operators, and their knowledge of the system, routes, and schedules. Rail customers also take note of the courtesy of the operators and their safe and competent operation of the trains.
 - **Communications on Trains:** After two periods of consecutive increases reflecting the significant investments in improving the timeliness and clarity of stop announcements, CTA rail has continued to meet or exceed customer expectations in this area. Rail customers continue to give the CTA high ratings for the clear and timely announcements of the next stop. Rail customers are also increasingly satisfied with the extent to which the operator or an automated announcement provides information about delays or other problems.
 - **Customer Assistant Attributes:** The idea of Customer Assistants was first launched in 1996 when employees who had in the past worked in the token booths began working with customers to assist them in using the new Transit Card vending machines. A significant increase in ratings for these personnel was noted from 1997 to 1999. This overall rating has been maintained since then, as these employees have continued to assist their customers. Two new attributes were added to this dimension in 2003 for which lower than average ratings were given – the attitudes of customer assistants and their responsiveness to problems. This should be addressed to ensure that CTA rail will continue to achieve high scores for this service dimension.
 - **Information Services:** Following the first survey in 1995, printed schedules were made available. The subsequent results in 1997 showed a significant increase in positive ratings for information services. Positive ratings for information services increased again between 1997 and 1999. Since that time customers feel the CTA rail has maintained relatively high levels of performance in this area. Rail customers continue to rate the CTA highly for the availability of printed schedules and the availability of information on temporary service changes.

- **Reliability:** Ratings for reliability increased significantly between 1997 and 1999 reflecting the printing and distribution of schedules for all rail lines as well as other service improvements. Since that time, ratings have remained nearly the same. Customer ratings for on-time performance are splitting – with an increase in both the highly positive (excellent) and very negative (poor) ratings. This would suggest that although service is improving overall, some isolated problems are occurring on specific lines and/or at specific times of the day.
- **Comfort on Trains:** Comfort on trains increased significantly between 1997 and 1999 and again between 1999 and 2001. Performance for comfort on trains has remained virtually unchanged since 2001. Customers continue to rate the CTA high and improvements have continued to be noted for crowding and the availability of seats on the trains. These improvements, however, have been offset by ratings for the temperature on the trains.
- **Cost of Service / Fare Payment:** Finally, after ongoing improvements in cost of service and fare payment, scores for this performance dimension remain virtually unchanged from 2001. Rail customer satisfaction increased for two elements of service within this dimension – ease of getting passes and fare cards and the ease of recharging fare cards. This lack of change, therefore, most likely reflects the October 2003 announcement of a proposed fare increase and may suggest a willingness on the part of customers to wait and see if the quality and value of service continues to improve or be maintained and hence would support the increased fare.

Table 11: Overall Service Quality Improvements / Stability – Rail

		1997	1999	2001	2003
Operator Attributes	Score	3.93	4.07 ↑	4.18 ↑	4.27 ↑
	Grade	B-	B	B	B
Communications on Trains	Score	3.64	3.82 ↑	4.20 ↑	4.20
	Grade	C+	B-	B	B
Cost of Service / Fare Payment	Score	3.51	4.01 ↑	4.19 ↑	4.17
	Grade	C+	B	B	B
Customer Assistant Attributes	Score	3.57	3.85 ↑	3.89	3.86
	Grade	C+	B-	B-	B-
Information Services	Score	3.53	3.81 ↑	3.84	3.83
	Grade	C+	B-	B-	B-
Reliability	Score	3.52	3.71 ↑	3.72	3.75
	Grade	C+	B-	B-	B-
Comfort on Trains	Score	3.21	3.31 ↑	3.46 ↑	3.48
	Grade	C	C	C+	C+
Service quality scores are a composite score based on averaging the ratings for all attributes of service. These composite scores reflect overall ratings of service quality and are unique from previously reported customer satisfaction scores. In many cases, these scores are lower than overall customer satisfaction as they reflect a more detailed evaluation of service, made up of customer ratings of specific attributes.					

While remaining high, rail customer ratings declined slightly in important areas.

- **Access to Service:** While still viewed positively, rail customers' ratings for access to service have decreased during each survey period. This may reflect changes in where people work, as some businesses and/or jobs move out of the downtown central business district.
- **Communications at Stations:** This dimension was first measured in 1999 when the high score of 4.29 was achieved. Since that time, ratings have decreased. Current ratings are now 4.08 – statistically significantly below the baseline 1999 measure. Of particular concern to customers are the ease of understanding the signs in the stations and the availability of customer assistants in the stations. This may reflect increasing expectations for communications in stations similar to the quality of those on board the train, or perhaps for new wayfinding and other informational signage similar to that found at newly renovated stations.

- **Intramodal Travel:** After increasing between 1997 and 1999 and again between 1999 and 2001, ratings for intramodal travel (defined as the capabilities to transfer within the CTA) decreased significantly between 2001 and 2003. This decrease in satisfaction is primarily due to a decrease in positive ratings for the cost of a transfer and may reflect confusion over the different components of the proposed fare increase. In actuality, the cost of a transfer on the CTA decreased with the new fare increase. It is likely that once customers understand this, ratings for this aspect of service will return to previous levels and may in fact increase above these levels.
- **Personal Safety:** After two periods of improvement, customers' ratings for personal safety while riding and waiting for the train decreased significantly and are virtually the same as the baseline measure in 1997. Problems appear to be more tied to the behavior of other customers rather than with actual concerns about crime. In addition, customers express concerns regarding the presence and/or visibility of security personnel and/or police.
- **Appearance:** Rail customers' overall ratings for appearance of the trains decreased significantly from 2001. Specific concerns appear to be cleanliness and appearance of the trains rather than the stations. The link between customers' perception of cleanliness and safety provides additional motivation for addressing this dimension.
- **Comfort at Stations:** Rail customers' overall ratings for comfort at stations have also decreased from previous levels. Of particular note is the decline in ratings for lighting in the stations, one of the elements of service within this dimension. This also may be a factor contributing to the decrease in customer ratings for feelings of personal safety in the stations. Again, because of renovation improvements to several rail stations, customers' expectations may now be higher for the system as a whole.
- **Accessibility:** Prior to 2003, the accessibility dimension contained a single attribute that has been tracked over time – ease of getting on and off the train. Additional attributes were added in 2003. Rail customers expressed greater concern this year with the ease of getting on and off the train than in the past. Although the score for this attribute remains high, this figure should be explored to better understand customer expectations, as neither station platform nor rail car features has changed since previous surveys.

Table 12: Overall Service Quality Declines – Rail

		1997	1999	2001	2003
Access to Service	Score	4.14	4.36 ↑	4.32	4.25 ↓
	Grade	B	B+	B	B
Communications at Stations	Score	n.a.	4.29	4.22	4.08 ↓
	Grade	n.a.	B	B	B
Intramodal Travel	Score	3.43	3.76 ↑	3.87 ↑	3.79 ↓
	Grade	C+	B-	B-	B-
Personal Safety	Score	3.60	3.71 ↑	3.91 ↑	3.61 ↓
	Grade	C+	B-	B-	C+
Appearance	Score	3.44	3.59 ↑	3.62	3.52 ↓
	Grade	C+	C+	C+	C+
Comfort at Stations	Score	3.55	3.79 ↑	3.77	3.46 ↓
	Grade	C+	B-	B-	C+
Accessibility	Score	4.01	4.24 ↑	4.29	4.16 ↓
	Grade	B	B	B	B

Service quality scores are a composite score based on averaging the ratings for all attributes of service. These composite scores reflect overall ratings of service quality and are unique from previously reported customer satisfaction scores. In many cases, these scores are lower than overall customer satisfaction as they reflect a more detailed evaluation of service, made up of customer ratings of specific attributes.

- One way that CTA rail has been able to continually improve service is by decreasing the extent to which customers have problems with specific aspects of service. Notably, CTA rail has decreased the extent to which customers have problems with:
 - **Travel time by train compared with by car.** Although this may reflect outside factors such as increased congestion, it may also reflect the noted improvements in on-time performance.
 - Visibility of route names and colors on the outside of the trains.

- In two instances, the CTA was able to decrease the rate with which problems occurred; however, the impact on customer satisfaction increased when problems actually did occur. These attributes are important in that they have a high impact on overall customer satisfaction. This occurred for:
 - **On-time performance.** As noted earlier, customer ratings for on-time performance have split – with more extremely positive and extremely negative ratings. The shift toward more positive ratings may reflect the decrease in the number of problems customers are experiencing. On the other hand, the increase in negative ratings may reflect the increase in the significant impact of problems, when they occur, on customer satisfaction.
 - **Time between trains.** As with on-time performance, there has been a significant decrease in the number of problems with this element of service. However, when problems do occur, customers are more negative. This may suggest that customers’ expectations for on-time performance may be increasing, even as service improves.

Table 13: Statistically Significant Decreases in Rate of Problem Occurrences – Rail

		1999	2001	2003
Travel Time by Train	Problem Occurrence	11%	16%↑	11%↓
	Gap Score	1.31	1.54↑	1.57
Visibility of Route Names and Colors on the Outside of Trains	Problem Occurrence	12%	13%	8%↓
	Gap Score	1.71	1.42	1.41
On-Time Performance	Problem Occurrence	28%	32%	24%↓
	Gap Score	1.60	1.39	1.69↑
Time Between Trains	Problem Occurrence	28%	29%	23%↓
	Gap Score	1.55	1.43	1.65↑
* Gap Scores: For each attribute, mean satisfaction ratings are calculated for two groups (1) those that have a recent problem with service and (2) those that have not had a problem with service. The difference between the two means is called the “Gap Score.”				

- CTA rail has also been able to improve or maintain service by effectively handling problems when they occur. Notably, CTA rail has minimized the impact of problems on customer satisfaction by:
 - Continuing to improve the quality of information in the stations.
 - Making it increasingly easy to obtain passes and Transit Cards and to recharge Transit Cards.
 - Maintaining and/or improving the appearance of concessions in the stations.
 - Operating the train safely.
 - Encouraging the professional appearance of the train operators.
- There are two additional areas, Ease of Making Transfers to Another CTA Bus or Train and Cost of a Transfer, where CTA rail has been able to improve or maintain service by effectively handling problems when they occur. However, the number of customers having problems has increased. These areas should be carefully looked into because other analysis shows that an increasing number of rail customers transfer to complete their journey.

Table 14: Statistically Significant Decreases in Gap Scores* – Rail

		1999	2001	2003
Quality of Information in Rail Stations	Gap Score	n.a.	1.72	1.43↓
	Problem Occurrence	n.a.	10%	12%
Ease of Obtain Passes / Transit Cards	Gap Score	2.04	1.81	1.27↓
	Problem Occurrence	9%	12%↑	8%
Ease of Recharging Transit Cards	Gap Score	1.88	2.02	1.23↓
	Problem Occurrence	16%	14%	7%
Improving Appearance of Concessions in Stations	Gap Score	1.44	1.76	1.44↓
	Problem Occurrence	9%	6%	8%
Safe / Competent Operation of the Train	Gap Score	1.41	1.32	0.80↓
	Problem Occurrence	11%	8%	5%
Professional Appearance of Drivers	Gap Score	2.18	1.98	0.62↓
	Problem Occurrence	4%	3%↓	3%
Ease of Making Transfers	Gap Score	1.79	1.67	1.26↓
	Problem Occurrence	11%	12%	18%↑
Cost of a Transfer	Gap Score	2.14	2.24↑	1.06↓
	Problem Occurrence	9%	7%	12%↑

* **Gap Scores:** For each attribute, mean satisfaction ratings are calculated for two groups (1) those that have had a recent problem with service and (2) those that have not had a problem with service. The difference between the two means is called the “Gap Score.”

- Finally, there is one instance – value of service for fare paid – where CTA rail customers say they are having more problems, and that when problems occur, they are less satisfied. This increase may reflect the announcement of a fare increase rather than any real change in service delivery. However, it clearly illustrates customers’ expectations that service needs to be maintained or improved to maintain value.

Table 15: Other Key Issue – Rail

		1999	2001	2003
Value of Service for Fare Paid	Gap Score	1.65	1.47	1.70↑
	Problem Occurrence	13%	8%↑	20%↑

* **Gap Scores:** For each attribute, mean satisfaction ratings are calculated for two groups (1) those that have a recent problem with service and (2) those that have not had a problem with service. The difference between the two means is called the “Gap Score.”

Target Improvement Opportunities

Those aspects of rail service that have the highest potential impact on customer satisfaction and loyalty include those that have a high rate of problem occurrence and those that have a high impact of service quality ratings when problems occur. These aspects of service should be considered as target improvement opportunities. CTA rail is facing two immediate issues that should be the primary focus for future improvements:

- Comfort:** Crowding on trains, availability of seats on trains, and comfortable temperature in stations and on the trains.
 - Several other aspects of comfort have been identified as possible areas for improvement, although they are less critical. These include: space for luggage and other personal belongings (new attribute in 2003), availability of seats or benches in stations, availability of parking at stations, and conditions of phones in stations or platforms.
- Reliability / Scheduling:** Knowing what time the next train arrives, on-time performance, time between trains, and consistent scheduling of trains.
 - Two other related aspects of scheduling are identified as possible opportunities for improvement: wait time when transferring and coordination of schedules and routes within the CTA (new attribute in 2003).

Other Key Trends

CTA as a Customer-Focused Agency

The majority of CTA customers continue to have a positive perception of the CTA; however, there has been a decrease in positive attitudes and a corresponding increase in negative attitudes over the past two years.

- Following four consecutive increases in positive perceptions of the CTA as a market-oriented agency, the percentage of customers who are positive towards the agency decreased from 59 percent in 2001 to 55 percent in 2003. However, the percentage of positive ratings still remains significantly higher than in 1999 and earlier.
- This decrease may reflect the fall 2003 announcement of an upcoming fare increase. In addition, there was significant news coverage of contentious labor negotiations, budget discussions (including rumors of service cuts), and fares in the months immediately preceding the survey.

Market Penetration and Ridership Trends

After years of steady increases in market penetration, the proportion of households with CTA customers in Chicago decreased significantly.

- In 2003, 38 percent of all households in the CTA service area had at least one CTA customer, age sixteen or older, who rode at least once in the past week – a significant decrease in market penetration from 2001 when 43 percent of all households in the CTA service area were customer households.
- Although survey data do not provide insight into reasons for this change, the decrease in the number of households with CTA customers may reflect economic trends and resulting unemployment more so than dissatisfaction with the CTA.

There has been a slight increase in the number of customers per household and perhaps more important, an increase in the frequency with which customers ride.

- Nearly half (49%) of CTA households have more than one customer in the household. The average number of customers per household has increased from 1.77 in 1999 to 1.92 in 2003.
- Frequency of riding steadily decreased between 1997 and 2001 – from an average of 4.31 days per week in 1997 to 3.98 days per week in 2001. For the first time since this research was conducted, frequency of riding has increased. CTA customers now ride an average of 4.11 days. If CTA can regain its lost customers amid an improving economy and maintain this frequency of riding, ridership should increase.

Intramodal / Intermodal Travel

The CTA is an intramodal system (i.e., transfer within the CTA).

- Over half (51%) of all CTA customers transfer within the CTA. The majority of customers who transfer within the CTA transfer between CTA bus and rail.
- Since 1999, rail customers have become increasingly likely to transfer within the CTA – increasing from 46 percent intersystem transfer rates in 1999 to 54 percent in 2002. Notably, more than two out of five (41%) rail customers now also use a CTA bus for their most common trip. This change may reflect changing working patterns with more jobs outside the downtown CBD. In addition, this may reflect improvements in scheduling and routings between CTA bus and rail. As noted earlier, the number of problems rail customers have with transferring has increased and may become a larger issue in the future.
- Intersystem transfer rates have decreased for bus customers – from 54 percent in 2001 to 49 percent in 2003. Notably, bus to bus transfer rates have decreased – from 25 percent in 2001 to 20 percent in 2003. This likely reflects some of the service change initiatives, notably the increase in the amount of direct service that has translated into more one-seat rides, including those on the lake shore routes.

Dependence on Transit

The majority (60%) of CTA customers continue to be “choice” customers.

- In 1997, two out of five (39%) CTA customers owned a car but chose to take the CTA for at least some of their trips. This figure increased to 47 percent in 1999 and to 49 percent in 2001. Although this number has decreased slightly – to 46 percent – in the current year, it remains significantly higher than in 1997. The decline is consistent with CTA’s slight ridership drop in 2003; choice customers, by definition, have other travel options and are more likely to stop riding.
- As well, there has been a significant increase in voluntarily dependent riders from the baseline (1997) measure. (Voluntarily dependent riders are those who have chosen to not have a car and use transit instead.)
- Finally, there has also been a significant decrease in the number of automobiles per household, with 32 percent of 2003 customers saying they do not have any cars available for their use in 2003 compared to only 28 percent in 2001.

Fare Payment

Pre-paid fare options – transit cards and passes – are used by two out of three CTA customers.

- The original Transit Card enjoyed immediate success following its 1997 launch. Use continued to increase between 1997 and 1999. Since that time, use has leveled off and has actually decreased slightly between 2001 and 2003. This decrease, however, is not significant.
- In 2003, the figures for Transit Card use also include use of the new CTA Chicago Card. Nine percent (9%) of Transit Card users reported using the new Chicago Card.
- Pass use increased significantly between 1997 and 1999, following the launch of the U-Pass program and the introduction of more unlimited ride pass products, such as the 1-Day, 7-Day and 30-Day passes. Pass use remained virtually unchanged since that time. Pass use again increased significantly between 2001 and 2003 – from 11 percent to 17 percent. This increase in pass use may reflect the increase in the frequency of riding, making the value of the pass higher on a per trip basis.

Internet Access and Use of the CTA Web Site

Internet access among CTA customers, notably Internet access at home, has continued to increase. This is important as the web represents a significant opportunity to reach CTA customers with information.

- Internet access has increased among both CTA bus and rail customers. Today, two-thirds (66%) of CTA rail customers have Internet access at home; half (49%) of CTA bus customers have Internet access at home.
- Use of the CTA web site has continued to increase, clearly demonstrating its importance as a medium for getting information to customers. Today, more than half (51%) of all CTA customers with Internet access have visited the CTA web site – a 155 percent increase from only 20 percent in 1999.

Table of Contents

Contents

Executive Summary.....	i
Key Findings – Rail.....	viii
Table of Contents.....	xv
Contents	xv
List of Figures.....	xviii
List of Tables.....	xix
I. Project Overview.....	1
Background & Objectives	1
Overall Process	3
Questionnaire Design.....	4
Focus Groups.....	4
Quantitative Survey Instrument.....	5
Sampling.....	6
Sample Design	6
Sample Size.....	7
Final Interviewing Outcomes.....	8
Bilingual Interviewing	9
How to Use This Report	10
Report Format	10
Statistical Significance	11
II. Key Trends.....	12
Customer Satisfaction and Loyalty	12
Customer Satisfaction	12
Overall Customer Satisfaction by Area of Residence.....	13
Bus Customers.....	14
Rail Customers.....	14
Likelihood of Continued Ridership.....	15
Likelihood of Continued Ridership by Area of Residence	16

Bus Customers.....	17
Rail Customers.....	17
Likelihood of Recommending to Others.....	18
Bus Customers.....	19
Rail Customers.....	19
Customer Loyalty Index.....	20
Perceptions of CTA	22
Market Penetration	24
Proportion of Chicago Households with CTA Customers	24
Number of Customers	27
Travel Characteristics	28
Frequency of Riding.....	28
Trip Purpose.....	30
Days / Time Riding	31
Services Used	32
Dependence on Transit.....	34
Fare Payment.....	36
III. Rail Strengths & Weaknesses	69
Overall Performance	69
Intramodal / Intermodal Travel (Transferring)	76
Fare Payment / Cost of Service	78
Reliability	80
Information Services	81
Communications on Train.....	82
Communications at Stations	83
Operator Attributes	84
Customer Assistant Attributes.....	86
Personal Safety	87
Comfort on Trains	88
Comfort at Stations	89
Appearance.....	90

Access to Service	91
Accessibility	92
Performance Factors that Drive CTA Rail Customer Loyalty	93
Gap Score Analysis	93
Rate of Problem Occurrence Analysis.....	95
Key Issues	95
Target Improvement Areas -- CTA Rail.....	99
Comfort.....	99
Reliability and Scheduling	99
Communications	100
IV. Special Issues.....	102
Internet Access and the CTA Web Site.....	102
Internet Access.....	102
Use of the CTA Web Site	104
Overall Ratings of the CTA Web Site.....	105
Ratings for Ease of Use of the CTA Web Site	106
Chicago Card	107
Awareness and Use of the Chicago Card	107
Satisfaction with the Chicago Card.....	108
Barriers to Using the Chicago Card.....	109
CTA Bus and Rail Customer Characteristics.....	110
Appendix – Survey Questionnaire.....	112

List of Figures

Figure 1: Ridership Trends	1
Figure 2: Overall Research Process.....	3
Figure 3: CTA Service Area Geographic Stratification.....	6
Figure 4: Sample Replication.....	8
Figure 5: Overall Customer Satisfaction with Riding the CTA – 1997 – 2003	12
Figure 6: Likelihood of Continuing to Ride the CTA – 1997 – 2003	15
Figure 7: Likelihood of Recommending the CTA – 1997 – 2003	18
Figure 8: Percentage of Customers within the Target Zone	21
Figure 9: Overall Perception of the CTA as a Market-Oriented Agency	22
Figure 10: Proportion of Customers Households	25
Figure 11: Days / Time Ride the CTA	31
Figure 12: Dependence on Public Transportation	34
Figure 13: Fare Payment.....	36
Figure 14: Internet Access.....	103
Figure 15: Use of the CTA Web Site (among Customers with Internet Access)	104
Figure 16: Overall Ratings of Web Site (among Web Site Users)	105
Figure 17: Web Site Ease of Use (among Web Site Users)	106
Figure 18: Awareness and Use of the Chicago Card	107
Figure 19: Satisfaction with the Chicago Card.....	108
Figure 20: Barriers to Using the Chicago Card (Non-Users)	109

List of Tables

Table 1: Overall Satisfaction – 1995 –2003.....	ii
Table 2: Continued Ridership and Recommendation Rates – 1995 –2003	iii
Table 3: Customer Loyalty – 1995 –2003	iii
Table 4: Overall Service Quality – Bus	iv
Table 5 Service Quality Increases – Bus	v
Table 6: Service Quality Declines – Bus	v
Table 7: Statistically Significant Decreases in Rate of Problem Occurrences – Bus.....	vi
Table 8: Statistically Significant Decreases in Gap Scores* – Bus	vi
Table 9: Other Key Issues – Bus.....	vi
Table 10: Overall Service Quality – Rail.....	viii
Table 11: Overall Service Quality Improvements / Stability – Rail.....	ix
Table 12: Overall Service Quality Declines – Rail.....	x
Table 13: Statistically Significant Decreases in Rate of Problem Occurrences – Rail	xi
Table 14: Statistically Significant Decreases in Gap Scores* – Rail	xii
Table 15: Other Key Issue – Rail	xii
Table 16: Final Sample Size	7
Table 17: Response Rates	9
Table 18: Hispanic Interviews by Area of Residence	10
Table 19: Error Associated With Different Proportions at Different Sample Sizes at The 95% Confidence Level.....	11
Table 20: Change in Satisfaction by Area of Residence – 1999 – 2003	13
Table 21: Overall Satisfaction CTA Bus Customers – 1997 –2003.....	14
Table 22: Overall Satisfaction CTA Rail Customers – 1997 –2003.....	14
Table 23: Change in Likelihood of Continued Ridership by Area of Residence – 1999 – 2003.....	16
Table 24: Likelihood of CTA Bus Customers Continuing to Ride – 1997 –2003	17
Table 25: Likelihood of CTA Rail Customers Continuing to Ride – 1997 –2003	17
Table 26: Likelihood of Recommending CTA Buses to Others – 1997 –2003	19
Table 27: Likelihood of Recommending CTA Rail to Others – 1997 –2003.....	19
Table 28: Perceptions of the CTA as a Market-Oriented Agency – 1997 through 2003	23
Table 29: Number of Customers	27

Table 30: Frequency of Riding 1997 – 2003.....	29
Table 31: Trip Purpose(s) 1997 – 2003	30
Table 32: Services Used	32
Table 33: Bus Customers' Dependence on Public Transportation – 1997 –2003	35
Table 34: Rail Customers' Dependence on Public Transportation – 1997 –2003	35
Table 35: Bus Customers' Fare Payment – 1997 –2003	37
Table 36: Rail Customers' Fare Payment – 1997 –2003	37
Table 37: Bus Service Elements	39
Table 38: Overall Performance -- Bus	41
Table 39: Performance – Intramodal / Intermodal Travel (Transferring).....	43
Table 40: Performance – Fare Payment / Cost of Service.....	45
Table 41: Performance – Information Services.....	47
Table 42: Performance – Reliability	48
Table 43: Performance – Communications on Bus	49
Table 44: Performance –Operator Attributes.....	51
Table 45: Performance – Personal Safety.....	53
Table 46: Performance – Comfort on Bus	54
Table 47: Performance – Comfort at Stops	55
Table 48: Performance – Appearance	56
Table 49: Performance – Access to Service.....	57
Table 50: Performance – Accessibility	58
Table 51: Performance Factor Analysis	62
Table 52: Target Improvement Opportunities – CTA Bus	68
Table 53: Rail Service Elements	70
Table 54: Overall Performance -- Rail	75
Table 55: Performance – Intramodal / Intermodal Travel (Transferring).....	77
Table 56: Performance – Fare Payment / Cost of Service.....	79
Table 57: Performance – Reliability	80
Table 58: Performance – Information Services.....	81
Table 59: Performance – Communications on Train	82
Table 60: Performance – Communications at Stations.....	83

Table 61: Performance – Attributes of Operators.....	85
Table 62: Performance – Attributes of Customer Assistants	86
Table 63: Performance – Personal Safety.....	87
Table 64: Performance – Comfort on Trains	88
Table 65: Performance – Comfort at Stations.....	89
Table 66: Performance – Appearance	90
Table 67: Performance – Access to Service.....	91
Table 68: Performance – Accessibility	92
Table 69: Performance Factor Analysis.....	96
Table 70: Target Improvement Opportunities – CTA Rail.....	101
Table 71: Demographic Characteristics of CTA Customers.....	111

[Blank page inserted for pagination purposes.]

I. Project Overview

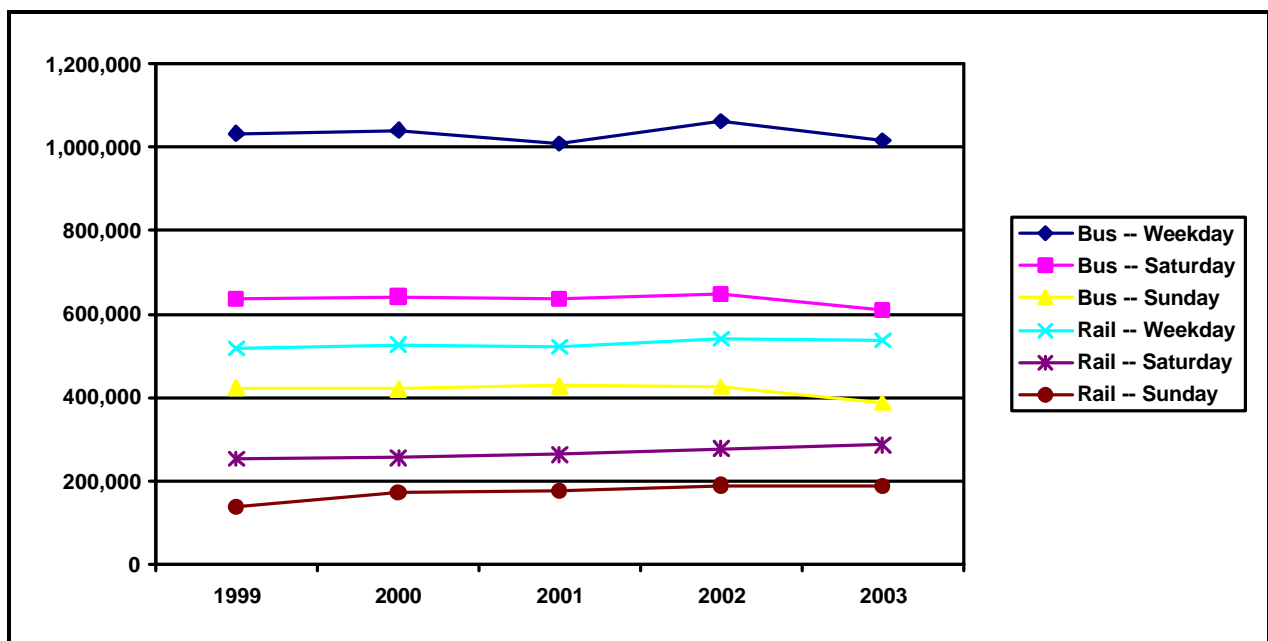
Background & Objectives

Customer satisfaction continues to be a concern to transit agencies throughout the United States as they strive to become more customer-focused. This focus is imperative as:

- Current and potential transit customers have more choices than ever before. Despite the changing economy, most transit customers continue to have a mode choice option. Consequently, they are demanding products and services that meet or exceed their expectations. No less than outstanding performance is expected. It is critical for transit agencies to view the products and services they offer from the customers' perspective.
- Travel patterns are changing. For example, telecommuting and flex hours have significantly impacted transit use. Telecommuters may continue to use transit – although less frequently and potentially during off-peak hours. Those who can choose their own work schedules may choose to commute during off-hours, increasing off-peak transit use, or use transit less, electing to drive when congestion is not as significant of an issue.
- Truly satisfied customers offer transit agencies a promise of enhanced revenues and reduced operating costs. With the changing economy and travel patterns, it is more critical than ever to satisfy and retain the existing customer base.
- Customer satisfaction is an integral part of managing any business. The customer drives management's attention and decision-making by establishing expectations, standards, and performance requirements. Today's top performing management teams focus on viewing products and services as solutions to customer problems.

Today at the CTA, customer satisfaction and long-term loyalty are more important than ever. After years of ridership growth, the CTA has recently experienced a slight decrease in both bus and rail ridership.

Figure 1: Ridership Trends



Some of this decline may be attributed to the impact of economic conditions on transit use¹. That is, ridership increases and decreases are often tied to the rise and fall of the economy and resultant job growth or losses. In addition, the CTA is faced with many new challenges that may further influence ridership. For example, the proposed 2004 budget included a proposal for a fare increase – the first since 1991. The base CTA fare increased 25 cents. At the same time the cost of a transfer decreased from 30 cents to 25 cents and the 25 cent surcharge on express bus routes was eliminated. There were no changes in the cost of a 1-Day and multi-day unlimited-ride passes. There were also significant changes in bus service along the Lake Shore, affecting 24 routes. Enhancements included five new express routes to provide faster travel times, new and extended express service, less crowded buses, improved east-west service connections, expanded express service hours and fewer transfers. Finally, there had been considerable news coverage over the past year regarding bus union negotiations that had been ongoing since January 2000, budget discussions, and board/policy issues, including proposed favorable pension changes for senior CTA management. Negative press coverage can often have the effect of overshadowing the impacts of service improvements on customer perceptions.

This notwithstanding, it is more important than ever to recognize that existing customers are one of the CTA's most valuable assets. Research shows that the cost to acquire a new customer is five times greater than the cost of keeping a satisfied customer.² Put another way, it has been shown that losing a customer costs twice as much as acquiring a new customer.³ The CTA recognizes the value of its current customers and in 1995 instituted an ongoing program of customer satisfaction research. This research has clearly identified what customers expect and the extent to which these expectations are being met. However, doing customer research in and of itself is only part of the puzzle. More importantly, over the years, the CTA has demonstrated a commitment to do what it takes to meet and, where possible exceed, customer expectations, by introducing changes in its services and programs, and by continually striving toward a customer-first philosophy throughout the organization. The CTA's program of customer satisfaction research and action has been acclaimed as a national model in presentations at annual meetings of the National Academies of Science's Transportation Research Board.

Customer satisfaction research at the CTA continues to focus on three essential issues:

- Maintaining a clear understanding of customers' changing expectations and requirements,
- Determining how well the agency is succeeding in satisfying these expectations and requirements, and
- Developing a set of Strategic Imperatives – actions that, if taken, will improve long-term customer satisfaction and loyalty.

The purpose of the 2003 effort was to build on the CTA's Customer Satisfaction Measurement (CSM) program by conducting a comprehensive survey among current CTA customers that includes the following key components:

- A process that brings the voice of the customer into CTA's decision-making,
- A thorough understanding of current and near-term customer requirements and expectations that enhance customer satisfaction and loyalty,
- A research design and methodology that provides reliable and statistically valid data and analyses upon which to base resource allocation decisions,
- A comprehensive assessment of the organization's current performance and how performance has changed over time,
- Analytics that clearly demonstrate the relative impact of differing levels of service delivery on overall perceptions of service quality and ultimately the impact on long-term ridership,
- In-depth analyses that identify the market segments most likely to be affected by service quality improvements, and
- Guidance that prioritizes service improvements to direct action planning and resource-allocation decisions.

¹ A recent study by San Jose State University's Mineta Transportation Institute found that change in employment is a key economic factor associated with change in transit ridership.

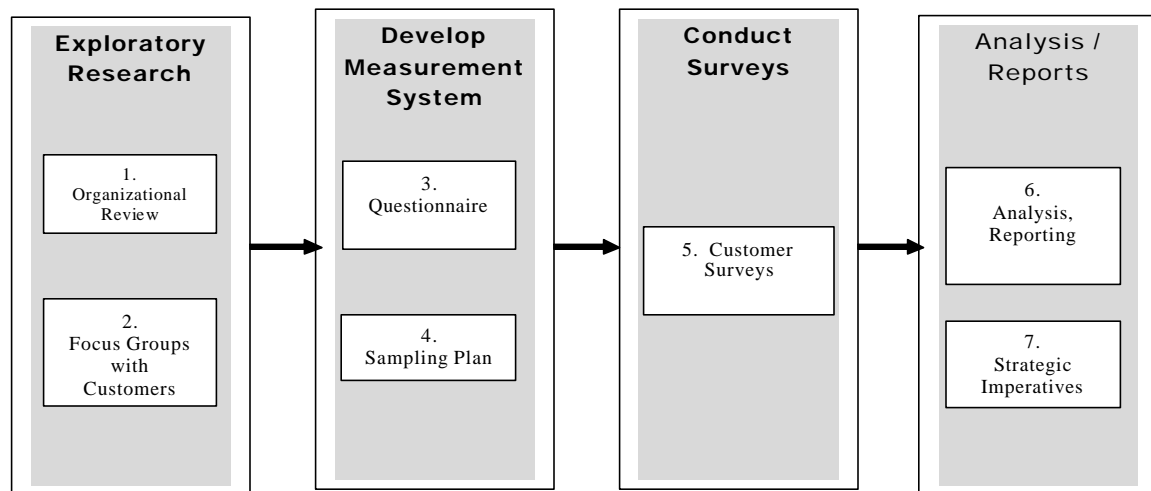
² Tom Peters, *In Search of Excellence*.

³ Dennis R. Kyle, "The Dangers Of Losing Existing Clients: Understanding Customer Acquisition Costs"

Overall Process

The CTA Customer Satisfaction Survey process was originally undertaken in 1995 and was initiated by the Regional Transportation Authority. At that time, focus groups were used to help in the design of the survey questionnaire. In subsequent years, the survey questionnaire was updated to reflect changes to the CTA system and new questions added to address timely issues. It is always important to review a CSM process to determine what, if any, changes should be made. As nearly ten years have passed since the first survey, it was felt that a complete review of the process was warranted. This review ensured that the research continues to focus on the most relevant issues and that the analysis would focus on generating actionable recommendations. Moreover, this effort helped to ensure that senior CTA managers will continue to support this research and use its results. This research included seven components as shown in Figure 2.

Figure 2: Overall Research Process



- The organizational review began with an examination of the CTA's past efforts in satisfaction measurement, ensuring that the current research program builds on the CTA's existing knowledge of its customers' needs and expectations, and retains key tracking measures as appropriate. The reviews consisted of a meeting between the research consultant and a project advisory team of managers and staff from across the CTA, as well as one-on-one interviews with members of CTA's senior management team. The review identified current strengths and weaknesses and looked at service improvement programs already in place as well as new programs that have been instituted in the past two years.
- Rather than assuming that the performance attributes originally developed in 1995 and then added to over the years are still appropriate, exploratory qualitative research, in the form of focus groups, was conducted to assist in the design of the survey instrument. This focus group research gave customers a chance to reassess the features and attributes that are important to them. This qualitative research phase provided insight into customers' preferences and motivations – many of which are subconscious and more emotional than tangible.
- Based on the issues that emerged from the qualitative phase of the study and a review of the CTA's previous research, NWRG worked closely with the CTA to develop a quantitative measurement system that is the basis for the quantitative phase of the research.
- The survey was then administered to a statistically valid and representative sampling of CTA customers. While there are many methods for conducting customer satisfaction research, telephone data collection using random digit dialing (RDD) sampling continues to be the most appropriate method for reaching transit riders, particularly in major metropolitan markets where transit ridership is relatively high.

- Results from the survey were analyzed with a focus on identifying concrete actions that will lead to measurable improvement in customer satisfaction, long-term loyalty, and, ultimately, increased ridership. The CTA customer satisfaction measurement system uses a unique analytical approach to analysis. This approach is based on the simple premise that customer satisfaction can be increased by reducing the number of problems customers experience with those elements of service shown to have the greatest impact on long-term customer satisfaction and loyalty. In addition, this unique approach looks at the impact of how such problems are handled and identifies potential strategies to minimize the impact of problems on satisfaction. Key problem areas are identified in this analysis. In addition, analysis focuses on identifying key trends in customer characteristics, customer satisfaction, and awareness / use of key aspects of service, such as fare payment and the CTA web site.

Questionnaire Design

Focus Groups

Northwest Research Group conducted six focus groups with current CTA customers. Of those, four were composed of eight to ten participants, which is the desired number of respondents for a traditional focus group. Two groups were comprised of six to eight participants, mini-groups, to allow for a more in-depth probing of discussion guide topics. When planning for the focus groups, the goal was to provide for both similarity and contrast within a single group. The groups were homogenous with respect to ridership behaviors, with each group representing a specific customer group as follows:

- **Groups One and Two: Mixed-Mode Riders.** Mixed mode riders were defined as customers who use both CTA bus and train. At least some of these customers also transfer between the bus and train to get to their destinations. Each group contained a mix of frequent (ride five or more days a week) and infrequent (ride one to four days a week) riders. These groups were conducted as mini-groups (i.e., six to eight participants).
- **Group Three: Bus-Only Riders.** All participants in this group rode CTA bus only. Each group contained a mix of frequent (ride five or more days a week) and infrequent (ride one to four days a week) customers. At least three participants in this group used the North or South Lake Shore routes, where recent service changes were made. This group was conducted as a traditional focus group (i.e., eight to ten participants).
- **Group Four: Rail-Only Riders.** All participants in this group rode CTA rail only. Each group contained a mix of frequent (ride five or more days a week) and infrequent (ride one to four days a week) customers. This group was conducted as a traditional focus group (i.e., eight to ten participants).
- **Groups Five and Six: Occasional Riders.** Occasional riders were defined as customers who do not regularly ride on a weekly basis but had ridden the CTA at least three times in the past three months. These groups were conducted as mini-groups (i.e., six to eight participants).

Within each group, participants represented a mix of riding patterns (e.g., trip purpose, length of time riding, etc.) and demographic characteristics (e.g., age, gender, socioeconomic background, etc.) to provide insight into the differences among market segments. Respondents were recruited from throughout the CTA service area.

The moderator followed a prepared guide that ensured that all key topic items were addressed, while allowing flexibility to probe for further information as necessary. The moderator used a variety of questioning techniques to elicit a depth of response from all participants. These techniques included:

- ***Straightforward Questioning***: to identify the nature and extent of critical incidents.
- ***Written Exercises***: to elicit responses from individuals that group dynamics have not biased.
- ***Brainstorming***: to go beyond simple straightforward answers to questions and providing greater insight into consumer decision processes, attitudes, and behaviors.

In addition to these focus groups, one-on-one interviews were conducted with five CTA vice presidents and two general managers during the same week the customer focus groups were held. These interviews provided insight into managers' perceptions of changes made at the CTA since 2001, current organizational strengths and weaknesses. Also, key or special issues that should be considered and/or addressed in the design, implementation, analysis, and interpretation of the results from the 2003 survey were identified.

As a conclusion to the qualitative research component of the 2003 Customer Satisfaction Survey, focus groups will be conducted with front-line employees. Those activities are scheduled following the presentation of the final results.

Quantitative Survey Instrument

The questionnaire contained approximately 235 questions. Although the majority of the questions remained unchanged from the 1995, 1997, 1999 and 2001 studies to ensure comparability of results to these benchmark measures, additional measures were added to reflect changes to the CTA system and customer expectations and preferences over time. The survey instrument contains the following major sections:

- Screening and introductory questions to determine customer status and primary transit mode.
- General ridership questions, including dependence on transit and trip purpose.
- Satisfaction with service delivery on nine attributes related to transferring and the extent to which the respondent had a problem with service related to transferring in the month preceding the survey.
- Fare payment, focusing specifically on awareness and use of the Chicago Card / Smart Card. Also, satisfaction with service delivery on 14 fare payment attributes and the extent to which the respondent had a problem with service related to fare payment in the month preceding the survey.
- General perceptions of CTA.
- Satisfaction with service delivery on 80 bus and 93 rail attributes and the extent to which the respondent had a problem with service in the month preceding the survey. Respondents evaluated the mode – CTA bus or rail – they used most often. If they used both CTA bus and rail equally, they were randomly assigned to one mode until the quota for that mode was full, then multimodal customers were assigned to the remaining mode. In 2003, this section was re-organized by category and a number of new attributes were added. Also the above fare payment and transferring questions were split out to improve the flow of the survey.
- Loyalty toward CTA, as measured by overall satisfaction with CTA, likelihood of continuing to use CTA, and likelihood of recommending CTA to a friend.
- Computer / Internet access and CTA Website questions.
- Demographic characteristics.

The questionnaire used a variety of question formats, including closed single and multiple-response questions for all categorical data. In those situations where not all possible responses were known, an “other” category was included. These results were then reviewed and, where appropriate, postcoded into the database. All attitude and evaluation questions used scaled response formats. Scales were typically five points in length. Three open-ended questions were included to provide further clarification of qualitative data on service quality. Based on a review of these responses, a code list was developed to capture the range of responses. Results from these open-ended questions were then coded and entered into the respondent database.

The survey was administered using computer-assisted telephone interviewing technology. The computer program automatically handled all skip and branching patterns. Interviews took from as few as five minutes to more than 70 minutes to complete. Overall the questionnaire averaged 21.4 minutes in length. A copy of the questionnaire is included in the Appendix.

Sampling

Sample Design

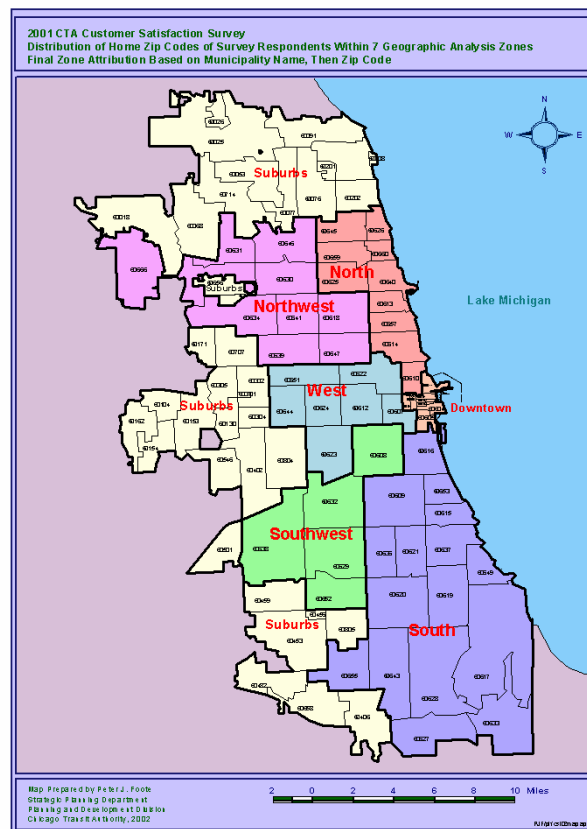
To satisfy the research objectives, a telephone survey of current CTA customers was completed. Current CTA customers are defined as:

Individuals, age sixteen and over, who have ridden the CTA – CTA bus, rail, or both – at least once in the week before being interviewed.

The telephone survey consisted of interviews with current CTA customers drawn from a random sample of households within the CTA service area. Interviews were conducted between October 20 and December 1, 2003. Northwest Research Group conducted interviews daily until 9:00 p.m. and during the afternoon and early evening hours on weekends. Each sample element was attempted up to five times to maximize the extent to which the final sample represents the population. This method insures that each household in the CTA service area has a known probability of being selected for an interview. Moreover, this method insures that households with listed and unlisted telephone numbers are included in the sample.

The sample was stratified by geographic area. That is, the population was divided into strata based on their area of residence – Downtown, North Side, Northwest Side, South Side, Southwest Side, West Side, and Suburban Chicago. ZIP codes define these service areas. A list of the ZIP codes in each geographic area is included in the Appendix. A simple random sample was drawn from within each area.

Figure 3: CTA Service Area Geographic Stratification



The sample was further stratified by mode. Respondents were assigned to the mode – CTA bus or rail – they rode most often. Those who rode CTA bus and rail equally were randomly assigned one mode. The overall cell sizes within each geographic area were maintained, while a minimum number of interviews with CTA bus and rail customers in each area was established. The remaining interviews were made up of either CTA bus or rail, keeping overall CTA bus and rail quotas equal for the area as a whole. The resulting cell sizes are large enough to allow for reliable analysis at each subgroup level.

In addition, the quota for the Downtown Chicago area was increased by 100 interviews for a total of 200 completed interviews. To overcome the difficulty of reaching households within the narrowly defined downtown area, a targeted RDD supplemental sample was provided. This sample was defined by census tracts for the downtown central business district (CBD) and was implemented after all other geographic and modal quota cells were filled. The census tracts used to define the Downtown Chicago area are included in the Appendix.

Sample Size

Northwest Research Group completed a total of 2,577 interviews among a random sample of households in the CTA service area with a minimum number of CTA bus and rail customers in each geographic area to allow for sufficient subgroup cell sizes when inferring statistical reliability.

As in 2001, the weighting for the 2003 data involved two stages. With the increase in the number of households with two or more telephone lines, the principle in random sampling that each sample element has a known and equal probability of being sample is violated – that is, households with multiple phone lines have a greater probability of being included in the sample than do those with single lines. Therefore, the first weight adjusted for the incidence of multiple telephone lines within the initial contacted households. This weight does have the effect of increasing the sample size; thus this weight was adjusted to maintain the existing sample size.

The second weight corrected for the actual incidence of CTA bus and rail customers in each area. Moreover, the data were weighted to reflect actual number of households with customers in each geographic area. In 1997 and 1999, this was the only weight used. This weighting process does not change the total sample size. The number of interviews obtained and the number resulting from the weighting process by area and by mode are shown in Table 16.

Table 16: Final Sample Size

	2003					
	CTA Bus		CTA Rail		CTA Total	
	Obtained	Weighted	Obtained	Weighted	Obtained	Weighted
Downtown	105	46	102	35	207	81
North	223	405	197	385	420	790
Northwest	214	184	190	164	404	348
South	267	382	158	209	425	591
Southwest	191	94	211	88	402	182
West	265	194	150	101	415	294
Suburbs	101	100	203	190	304	290
Total	1,366	1,405	1,211	1,172	2,577	2,577
	2001					
	CTA Bus		CTA Rail		CTA Total	
	Obtained	Weighted	Obtained	Weighted	Obtained	Weighted
Downtown	71	41	38	18	109	59
North	220	350	219	345	439	695
Northwest	215	177	193	148	408	324
South	260	417	152	183	412	599
Southwest	214	104	200	90	414	194
West	244	179	171	116	415	295
Suburbs	117	138	191	200	308	337
Total	1,341	1,406	1,164	1,099	2,505	2,505
Downtown	53	26	54	25	107	51
North	205	388	203	378	408	766
Northwest	212	160	203	181	415	341
South	203	356	205	247	408	603
Southwest	203	91	204	86	407	177
West	203	142	210	119	413	261
Suburbs	153	111	153	154	306	265
Total	1,232	1,274	1,232	1,190	2,464	2,464

Table 16 (continued): Final Sample Size

	1997					
	CTA Bus		CTA Rail		CTA Total	
	Obtained	Weighted	Obtained	Weighted	Obtained	Weighted
Downtown	101	26	94	21	195	47
North	204	441	206	478	410	919
Northwest	209	137	208	140	417	278
South	205	399	207	293	412	693
Southwest	201	72	206	73	407	144
West	206	113	208	102	414	216
Suburbs	99	63	104	99	203	162
Total	1,225	1,252	1,233	1,207	2,458	2,458

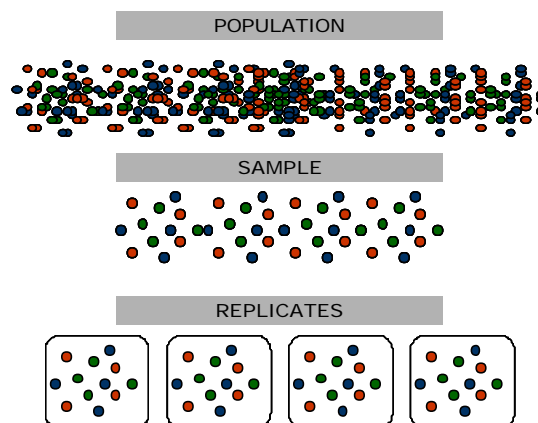
All results in this report are based on the weighted sample data. Weighted cell sizes are shown. Unweighted cell sizes, however, are used when inferring statistical reliability.

Final Interviewing Outcomes

A total of 64,986 telephone numbers were attempted. Declining response rates, resulting from being unable to reach households with a customer at home and increasing refusal rates, are of significant concern in telephone survey research. Significant efforts were undertaken in 2003 to maximize response rates, including:

- Monitoring and adjusting for non-response by modifying calling patterns to maximize the likelihood of reaching at-home households. This included leaving messages on answering machines to return the call using a toll-free number.
- Replacing households initially dispositioned as refusals or mid-terminates only after a minimum of two attempts were made to “convert” the refusal or mid-terminate to a completed survey. This was done by attempting to schedule a callback at a convenient time, dispositioning a refusal as a “soft refusal” and then having a specially trained interviewer assume the interview and attempt to complete the survey.
- Using sample replicates. Samples drawn from the sampling frame were systematically assigned to replicates, a replica subset of the entire sample. In other words, the sample that is randomly drawn from the sampling frame will be systematically divided into smaller groups that are each representative of the population. Each replicate, or subsample, is dialed in a sequential order to maintain the integrity of the parent sample. This prevents any selection bias that could occur should sampling quotas fill before the entire sample is dialed. In addition, this insures that the required number of contacts is made to households in initial replicates prior to loading additional replicates.

Figure 4: Sample Replication



Despite these efforts, response rates were lower than in 2001. Fifty-two percent (52%) of the sample of working telephone numbers resulted in an actual contact, less than in 2001 when 58 percent of the sample was reached. In both years, up to five (5) attempts were made to each number. This decrease may reflect the increasingly mobile population we are attempting to reach.

Cooperation rates (computed using AAPOR's formula) decreased from 69 percent in 2001 to 36 percent in 2003. Similarly, refusal rates (computed using AAPOR's formula) increased significantly – from 10 percent in 2001 to 33 percent in 2003. However, cooperation rates for the CTA Customer Satisfaction Survey are higher than for RDD telephone surveys – nationally, cooperation rates in 2003 were only 14 percent. Also, refusal rates remain lower than rates noted nationally in most RDD telephone surveys – which average as high as 41 percent refusal.⁴

This year's lower response rate may reflect the introduction of the national "do-not-call" lists, which were established in the fall of 2003, the same time as the CTA customer satisfaction survey. Marketing research is exempt from these "do-not-call" lists; however, we and other companies did note a decline in response rates as these lists were instituted and potential respondents tried to determine the difference between legitimate calls, including marketing research calls, and telemarketing calls. We anticipate that as telemarketing efforts decrease as a result of these lists, refusal rates to telephone survey will increase. In addition, the CTA may wish to consider other efforts to increase contact and response rates. These may include sending an advance letter to those in the sampling frame, notifying households that a call may be forthcoming. In addition, the CTA may want to consider the use of a small incentive (e.g., a one-day pass) to maximize response rates.

Table 17: Response Rates

	Total Sample	% of Base
Total Sample Attempted	64,986	
Business / Nonworking Numbers	14,980	23%
Usable Sample	50,006	
Usable Sample Contacted	26,202	52%
Refusal	13,458	51%
Mini-Survey (Current Customers refused to complete survey)	357	1%
Mid-Terminate	513	2%
Willing to Cooperate	11,874	45%
Not Qualified (includes mini-survey if non-customer)	6,315	53%
Communications Barrier (non-language)	1,586	13%
Language Barrier (not Spanish or Polish)	232	2%
Contacted for Callback	1,164	10%
Survey Completed	2,577	22%

Bilingual Interviewing

To capture the diversity of Chicago's population, interviews were again conducted in both English and Spanish. In addition, for the first time in 2003, the survey was translated into and attempts were made to complete the survey in Polish.

Northwest Research Group has procedures in place to effectively incorporate a region's foreign language speaking population into any survey. Once the English version of the questionnaire is finalized, it is translated into the appropriate language using a professional translator. Translation includes addressing grammar and language, so that the questionnaire is not simply a vague translation of the English version, but a comprehensive version for that language. Foreign language surveys are run through the same comprehensive round-robin requirements as English-speaking surveys. If during the initial household screening, a non-bilingual interviewer encounters a household that prefers to complete the interview in Spanish or Polish, the interviewer schedules a callback for that household for the same shift. This sample is then directed to a Spanish or Polish-speaking interviewer who completes the interview in the appropriate language.

⁴ Cooperation Tracking Study, April 2003 Update, CMOR.

One out of four persons living in Cook County is of Hispanic or Latino descent. To ensure representation of this large segment, interviews could be conducted in English or Spanish. Respondents were given the option as to the language with which they would be most comfortable responding. In 2003, 484, or 19 percent of interviews were completed with persons of Hispanic or Latino descent. The majority (381) of interviews, with persons of Hispanic or Latino descent, was conducted in English; however, 103 interviews were conducted in Spanish. The Spanish-language interviews were conducted using NWRG's in-house bilingual interviewers. The proportion of English and Spanish interviews is similar to what was achieved for the 2001 study as is the distribution of interviews by area of residence.

Table 18: Hispanic Interviews by Area of Residence

	Total	Downtown	North	Northwest	South	Southwest	West	Suburbs
% Hispanic in Sample								
1997	10%	3%	5%	25%	6%	29%	14%	7%
1999	11%	4%	5%	22%	6%	32%	14%	6%
2001	16%	3%	10%	29%	11%	37%	16%	11%
2003	16%	5%	9%	30%	11%	45%	17%	15%
% Hispanic or Latino (of any race) 2002 Population Figures	25%	5%	19%	42%	10%	51%	32%	18%

Bold face type in table indicates differences that are statistically significant from those that are not. Census data provided by Scientific Telephone Sampling.

The Polish interviewing was handled by Interviewing Services of America. Although a minimum of three attempts was made to each Polish sample element, no interviews were completed in Polish. Out of the attempted Polish interviews (n = 81), approximately one-third refused to do the survey and an additional 11 percent terminated part way through. Another one-fourth was found to have a disconnected number and the rest were unable to be re-contacted after the initial call.

How to Use This Report

Report Format

Extensive analysis of the data was completed. This report summarizes the major findings for each of the topics and provides an overview of customer satisfaction and attitudes as a whole as well as broken down by key subgroups. The following notes describe the reporting conventions used in the report:

- The report is organized by major topic area. Tables and charts provide supporting data.
- Information about the overall results for each topic area is presented first, followed by relevant, statistically significant differences between years and/or between key subgroups. The probability level for determining statistical significance is < 0.05 (unless otherwise noted). When significant differences (assuming a 95 percent confidence level) were observed among important market segments (e.g., ridership, area, and income level), they are noted in the written text of the report and notated in the accompanying tables.
- In most charts and tables, unless otherwise noted, column percents are used. Percents are rounded to the nearest whole number. Note that some percentages in this report may add up to more or less than 100 percent because of rounding, the permissibility of multiple responses for specific questions, or the presentation of abbreviated data.
- Significant differences are shown in tables by notating differences between columns. The notations use column designators to identify those differences that are statistically significant. For example, in the table below, the mean score shown for 1999 in column b (4.11) is significantly different than the mean score shown for 1997 (3.93) in column a – hence the notation (a). The mean score shown for 2003 (4.30) in column d is significantly different from the scores shown in 1997 (column a), 1999 (column b), and 2001 (column c) – hence the notation (abc).

Example

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Ease of Getting Passes or Fare Card	3.93	4.11 (a)	4.16 (a)	4.30 (abc)

- Weighted cell sizes are reported for the tables and charts. The sample sizes shown for each question in this report are the total number of weighted cases with valid responses for that question.
- Except where noted, tables and charts provide information from respondents who offered opinions to a question. “Don’t know” and “refusals” are counted as missing values unless “don’t know” is a valid or meaningful response. The “no answer” category is not included in the analysis generating the graphics.
- Complete documentation of the data analysis (in the form of banners) is kept separately. These banners are useful in providing easy-to-use documentation of the results of all questions broken out for important subgroups of the sample – for example, frequent versus less frequent customers or North Side versus South Side customers. Seven sets of banners were run providing insight into how important subgroups (e.g., men and women) responded to each question.

Statistical Significance

While interpreting survey results, readers should keep in mind that all surveys are subject to sampling error. Sampling error is the extent to which the results may differ from what would be obtained if the whole population were surveyed. The size of such sampling error depends completely on the number of interviews completed. The larger the sample, the smaller the sampling error.

The overall margin of sampling error for this survey for questions asked of all respondents is plus or minus two percent. Table 4 illustrates the error associated with different proportions at different sample sizes and can be used to determine sampling error for among subgroups. For example, if we asked a question of all respondents (n=2,577) and 10 percent gave a specific response, the error associated with that estimate is plus or minus 1.2 percent. That is, if you repeated the survey, you would expect this same response to be from 8.8 to 11.2 percent.

Table 19: Error Associated With Different Proportions at Different Sample Sizes at The 95% Confidence Level

Sample Size	Estimate				
	10% / 90%	20% / 80%	30% / 70%	40% / 60%	50% / 50%
50	8.3%	11.1%	12.7%	13.6%	13.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
200	4.2%	5.5%	6.4%	6.8%	6.9%
300	3.4%	4.5%	5.2%	5.5%	5.7%
400	2.9%	3.9%	4.5%	4.8%	4.9%
600	2.4%	3.2%	3.7%	3.9%	4.0%
1,000	1.9%	2.5%	2.8%	3.0%	3.1%
1,200	1.7%	2.3%	2.6%	2.8%	2.8%
1,600	1.5%	2.0%	2.2%	2.4%	2.5%
2,000	1.3%	1.8%	2.0%	2.1%	2.2%
2,400	1.2%	1.6%	1.8%	2.0%	2.0%
2,600	1.2%	1.5%	1.8%	1.9%	1.9%

Changes in important measures between 2003 and previous years are an important focus of the analysis, as are differences in responses among key subgroups (e.g., CTA rail and bus customers, or across the different geographic areas). If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, then the difference is **statistically** significant. With tracking data such as this, it is important to the usefulness of “directional” differences. Ongoing increases or decreases may not be statistically significant at the 95 percent confidence level but may be significant at a 90 percent level and should not be ignored.

II. Key Trends

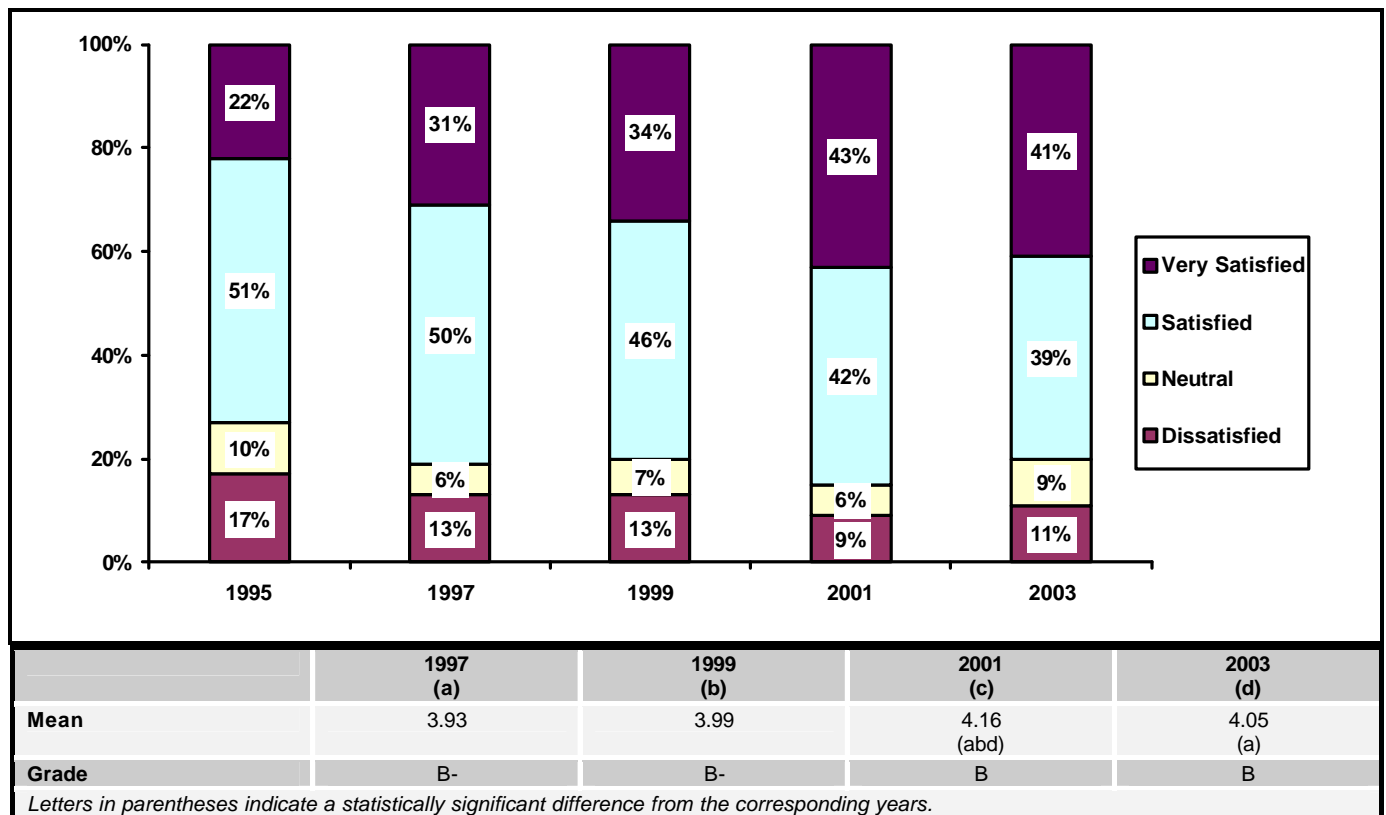
Customer Satisfaction and Loyalty

Customer Satisfaction

Customer satisfaction continues to be high, despite a slight downward trend in 2003. This difference is not statistically significant.

- Overall customer satisfaction increased significantly between 1997 and 2001 – from 31 percent “very satisfied” in 1997 to 43 percent “very satisfied” in 2001. The percentage of “very satisfied” customers did not change significantly from 2001, with 41 percent of all customers in 2003 indicating they were “very satisfied” with riding the CTA.
- Current year customer satisfaction levels remain significantly higher than in 1997 or 1999. However, the percent satisfied is somewhat lower (difference is not statistically significant) than in 2001 – 80 percent in 2003 compared with 85 percent in 2001. Moreover, the mean satisfaction rating is significantly lower than in 2001.
- While these differences are small, analysis in later sections will focus on identifying specific aspects of customer service that are trending downward, contributing to this slight overall decline. In addition, those aspects of service where service has been maintained or has continued to improve will be highlighted. While there are legitimate concerns raised given slight decline, despite continued improvements in service, there are many legitimate reasons for these results that will be explored.

Figure 5: Overall Customer Satisfaction with Riding the CTA – 1997 – 2003



Overall Customer Satisfaction by Area of Residence

- The slight decrease in satisfaction may be attributed, at least in part, to the introduction of new bus services along the north and south Lake Shore corridors in September 2003. Whatever dissatisfaction that may have existed may already be resolved, as subsequent modifications to the service changes have gone into effect, based on targeted research on the routes affected by the service changes.
- After increasing significantly between 1999 and 2001, the percentage of customers who are “very satisfied” with riding the CTA decreased significantly among residents of Chicago’s north side – from 46 percent in 2001 to 37 percent in 2003. This decrease in satisfaction was greatest among CTA bus customers – the percentage of satisfied customers decreasing from 83 percent in 2001 to 75 percent in 2003. The percentage of dissatisfied customers increased from 10 percent in 2001 to 13 percent in 2003.
- The north side of Chicago is a significant market for CTA – the highest share of customers (61%) lives in this part of the CTA’s service area. Moreover, in the past this area was one of CTA’s most loyal markets. Only one out of three (33%) customers using routes affected by the recent service change continues to be “very satisfied.”
- Customer satisfaction (% very satisfied) has continued to increase each year among customers living on Chicago’s northwest side – possibly reflecting higher levels of service to and from O’Hare and other bus service changes in that area.
- Customer satisfaction on Chicago’s south and southwest sides has not changed from 2001, after increasing from the 1999 baseline.
- Overall customer satisfaction levels remain virtually unchanged since 1999 on the Chicago’s west side and in the suburbs.

Table 20: Change in Satisfaction by Area of Residence – 1999 – 2003

Area	Satisfaction	1999 (a)	2001 (b)	2003 (c)
Downtown	% Very Satisfied	37%	46%	45%
	Mean	4.10	4.16	4.20
North	% Very Satisfied	34%	46% (ac)	37%
	Mean	4.04	4.23 (ac)	4.02
Northwest	% Very Satisfied	34%	44% (a)	47% (a)
	Mean	3.99	4.23 (a)	4.19 (a)
South	% Very Satisfied	29%	36% (a)	37% (a)
	Mean	3.82	3.99 (a)	3.93
Southwest	% Very Satisfied	42%	50% (a)	49% (a)
	Mean	4.17	4.28	4.19
West	% Very Satisfied	36%	39%	38%
	Mean	4.00	4.09	3.96
Suburbs	% Very Satisfied	39%	47%	44%
	Mean	4.08	4.24 (a)	4.17

Letters in parentheses indicate a statistically significant difference from the corresponding years.

Bus Customers

- More than one-third of bus customers are “very satisfied” with riding CTA buses. However,
 - Overall satisfaction (as measured by the mean) has decreased from 4.06 in 2001 to 3.90 in 2003.
 - There has been a statistically significant increase in the percentage of neutral (neither satisfied nor dissatisfied) responses since 2001 (from 6 percent in 2001 to 10 percent in 2003). This may suggest a “wait and see” attitude on the part of at least some bus customers, specifically those riding routes that recently underwent significant service changes. Customers may be getting acquainted with service changes and reserving judgment until they see how the new service actually performs over time.
 - Moreover, there has been a statistically significant increase in the percentage of very dissatisfied responses – from 3 percent in 2001 to twice that (6%) in 2003. Although a small segment of bus customers, this level of dissatisfaction should be monitored carefully. Additional analysis in this report will focus on identifying areas that may have contributed to these changes.

Table 21: Overall Satisfaction CTA Bus Customers – 1997–2003

Satisfaction	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Very Satisfied	30%	30%	39% (ab)	35% (ab)
Somewhat Satisfied	49 (cd)	47 (cd)	43	40
Neutral	7	8	6	10 (ac)
Somewhat Dissatisfied	9	10	9	9
Very Dissatisfied	5 (c)	4	3	6 (c)
Mean	3.89	3.89	4.06 (abd)	3.90
Grade	B-	B-	B	B-

Letters in parentheses indicate a statistically significant difference from the corresponding years.

Rail Customers

- Almost half of rail customers (47%) are “very satisfied” with riding CTA trains. This percentage is virtually unchanged from 2001 and remains significantly higher than 1997 and 1999.

Table 22: Overall Satisfaction CTA Rail Customers – 1997–2003

Satisfaction	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Very Satisfied	32%	39% (a)	48% (ab)	47% (ab)
Somewhat Satisfied	50 (bcd)	45 (d)	40	38
Neutral	7	7	6	8
Somewhat Dissatisfied	7 (cd)	7 (cd)	5	5
Very Dissatisfied	4 (bcd)	3	1	2
Mean	3.98	4.10 (a)	4.28 (ab)	4.22 (ab)
Grade	B-	B	B	B

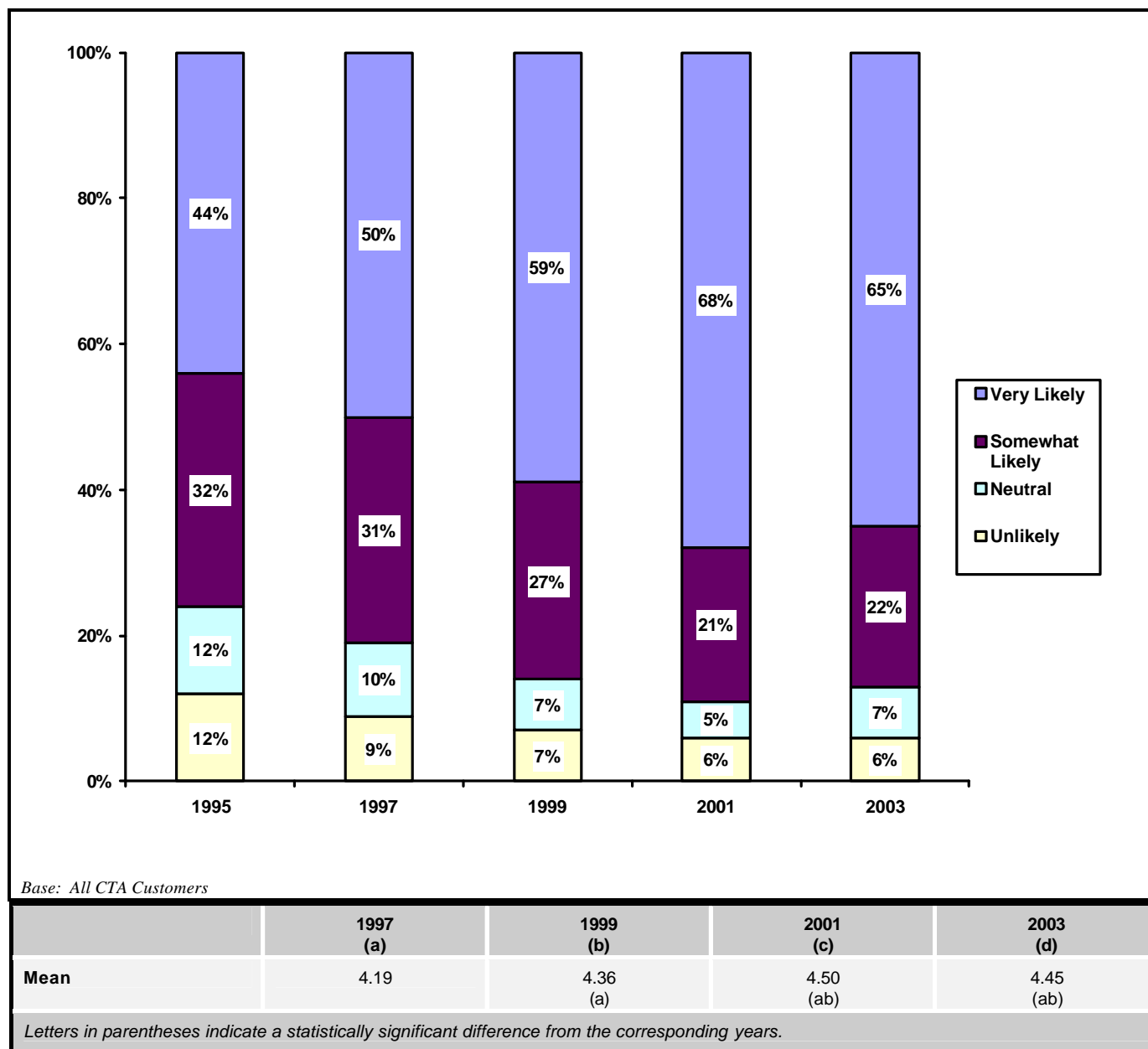
Letters in parentheses indicate a statistically significant difference from the corresponding years.

Likelihood of Continued Ridership

Nearly two-thirds of customers are “very likely” to continue riding CTA in the next year.

- The likelihood of continued ridership increased significantly between 1997 and 2001 – from 50 percent “very likely” in 1997 to 68 percent “very likely” in 2001. There has been no significant change in overall likelihood of continued ridership since 2001.
- The overall likelihood of continued ridership remains significantly higher than in 1997 or 1999. A slight drop in likelihood of continued ridership is noted between 2001 and 2003; this difference, however, is not statistically significant.

Figure 6: Likelihood of Continuing to Ride the CTA – 1997 – 2003



Likelihood of Continued Ridership by Area of Residence

- Although more than two-thirds of customers on the north side of Chicago say they “definitely will” continue to ride the CTA, this percentage has decreased from a high of 78 percent in 2001, to 71 percent in 2003.
- The northwest side of Chicago is becoming an increasingly stable market for the CTA, with an increasing number of customers stating they will definitely continue riding.

Table 23: Change in Likelihood of Continued Ridership by Area of Residence – 1999 – 2003

Area	Satisfaction	1999 (a)	2001 (b)	2003 (c)
Downtown	% Definitely Will	71%	80%	79%
	Mean	4.64	4.72	4.72
North	% Definitely Will	70%	78% (ac)	71%
	Mean	4.51	4.68 (ac)	4.54
Northwest	% Definitely Will	57%	62%	68% (ac)
	Mean	4.39	4.42	4.56 (ac)
South	% Definitely Will	44%	56% (a)	55% (a)
	Mean	4.02	4.28 (a)	4.23 (a)
Southwest	% Definitely Will	60%	69% (a)	63%
	Mean	4.46	4.50	4.43
West	% Definitely Will	59%	62%	58%
	Mean	4.36	4.38	4.30
Suburbs	% Definitely Will	66%	76% (a)	75% (a)
	Mean	4.54	4.67 (a)	4.60
Letters in parentheses indicate a statistically significant difference from the corresponding years.				

Bus Customers

- The likelihood of bus customers to continue riding remains virtually unchanged from 2001.

Table 24: Likelihood of CTA Bus Customers Continuing to Ride – 1997–2003

Likelihood of Continuing to Ride	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Definitely Will	45%	51% (a)	59% (ab)	58% (ab)
Probably Will	34 (cd)	30 (d)	27	26
Neutral	11 (bc)	8	6	9 (c)
Probably Will Not	5	7 (d)	5	4
Definitely Will Not	6 (c)	4	3	4
Mean	4.07	4.16	4.34 (ab)	4.30 (ab)
Letters in parentheses indicate a statistically significant difference from the corresponding years.				

Rail Customers

- Although three-fourths (75%) of rail customers say they “definitely will” continue to ride CTA, this percentage has decreased from 2001. However, this percentage is significantly higher than previous years.
- Most of this shift consists of customers saying they will “probably” as opposed to “definitely” continue riding rather than a significant potential loss in rail customers. Still, this weakening stance should be monitored in ridership reporting and referenced in considering customer-oriented rail initiatives.

Table 25: Likelihood of CTA Rail Customers Continuing to Ride – 1997–2003

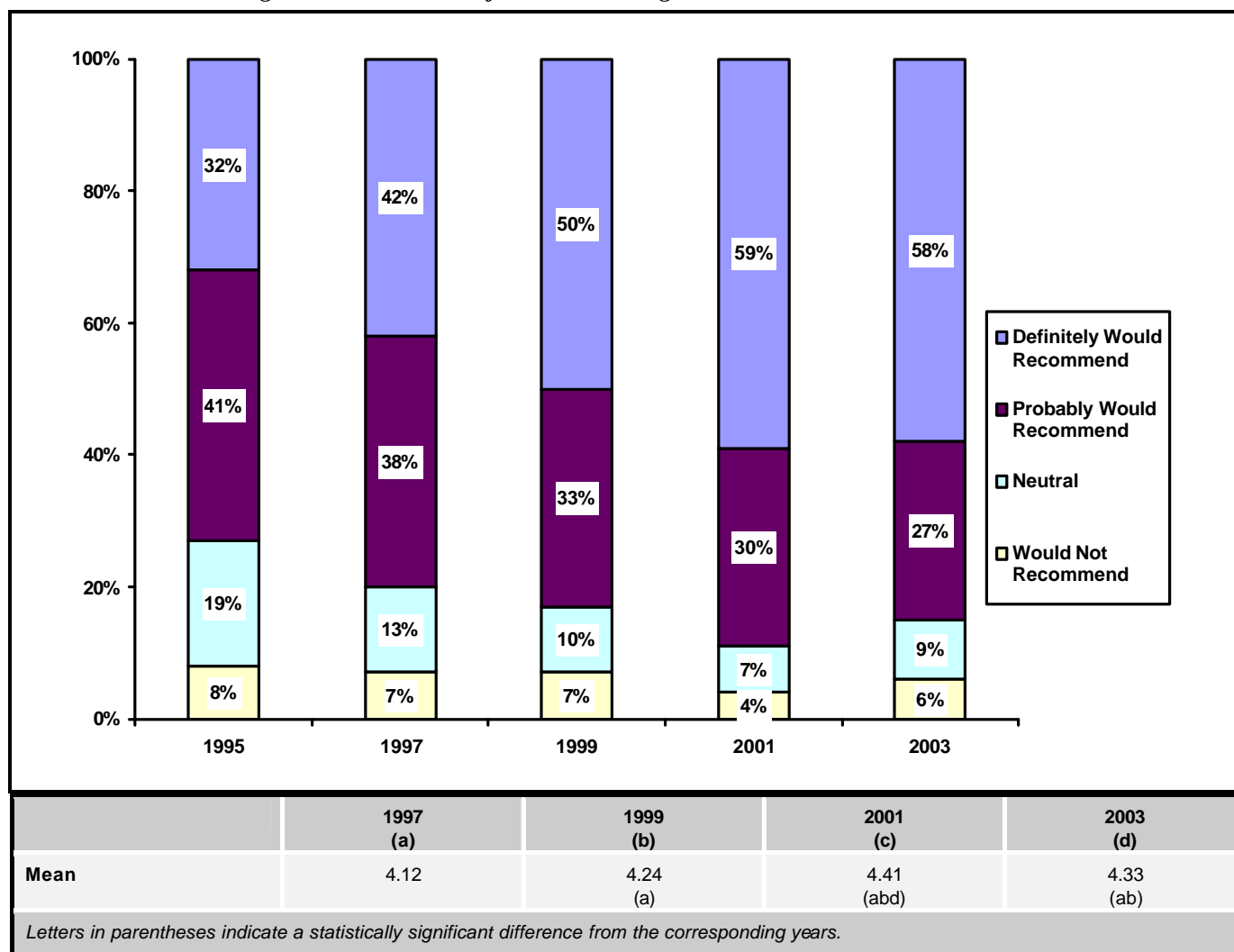
Likelihood of Continuing to Ride	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Definitely Will	56%	69% (a)	80% (abd)	75% (ab)
Probably Will	28 (bcd)	23 (cd)	14	18 (c)
Neutral	9 (bcd)	5	4	4
Probably Will Not	4 (bcd)	2	2	2
Definitely Will Not	3 (bcd)	1	0	1
Mean	4.31	4.56 (a)	4.71 (abd)	4.63 (a)
Letters in parentheses indicate a statistically significant difference from the corresponding years.				

Likelihood of Recommending to Others

The majority of CTA customers continue to be willing to recommend the CTA to others.

- Eighty-five percent (85%) of CTA customers would recommend riding the CTA to others – a strong show of support for the system.
- The percentage of customers who would definitely recommend riding has remained unchanged. A shift has occurred in the other categories with a slight decrease in the percent who would probably recommend and a corresponding increase in the percent neutral or would not recommend.
- There is a strong correlation between willingness to recommend and overall satisfaction.
- Eighty-six percent (86%) of those who are “very satisfied” with riding also stated that they “definitely would recommend” riding to others. On the other hand, only one-fourth (26%) of those who are neutral in terms of their satisfaction would “definitely recommend” the CTA to others. One-third (33%) of those who are dissatisfied would not recommend the CTA to others.

Figure 7: Likelihood of Recommending the CTA – 1997 – 2003



Bus Customers

- The percentage of bus customers who would definitely recommend riding has remained unchanged from 2001. A shift has occurred in the other categories with a slight decrease in the percent who would probably recommend and a corresponding increase in the percent neutral or would not recommend. However, the increase is greatest in the neutral category – suggesting a wait and see attitude – rather than a significant decrease in the percentage of those who would definitely recommend riding to others. Again this may reflect reactions to the major service changes and/or fare change proposal made prior to the survey. Customers may be waiting to see how the service performs over time before making a final evaluation on the service or its value for the fare paid.
- The likelihood of bus customers recommending CTA to others remains significantly higher than in 1997.

Table 26: Likelihood of Recommending CTA Buses to Others – 1997 –2003

Likelihood of Recommending	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Definitely Would	40%	47% (a)	53% (ab)	52% (ab)
Probably Would	38 (bcd)	33 (d)	33 (d)	29
Neutral	14 (cd)	12 (c)	8	11 (c)
Probably Would Not	4	5 (b)	3	4
Definitely Would Not	4	3	3	4 (c)
Mean	4.07	4.16	4.31 (abd)	4.21 (a)
Letters in parentheses indicate a statistically significant difference from the corresponding years.				

Rail Customers

- There has been no change in rail customers' likelihood of recommending the CTA to others from 2001.
 - Similar to bus customers, rail customers are somewhat more likely in 2003 to give a neutral opinion – suggesting a “wait and see” attitude.
 - The likelihood of rail customers recommending CTA to others remains significantly higher than in 1997 and 1999.

Table 27: Likelihood of Recommending CTA Rail to Others – 1997 –2003

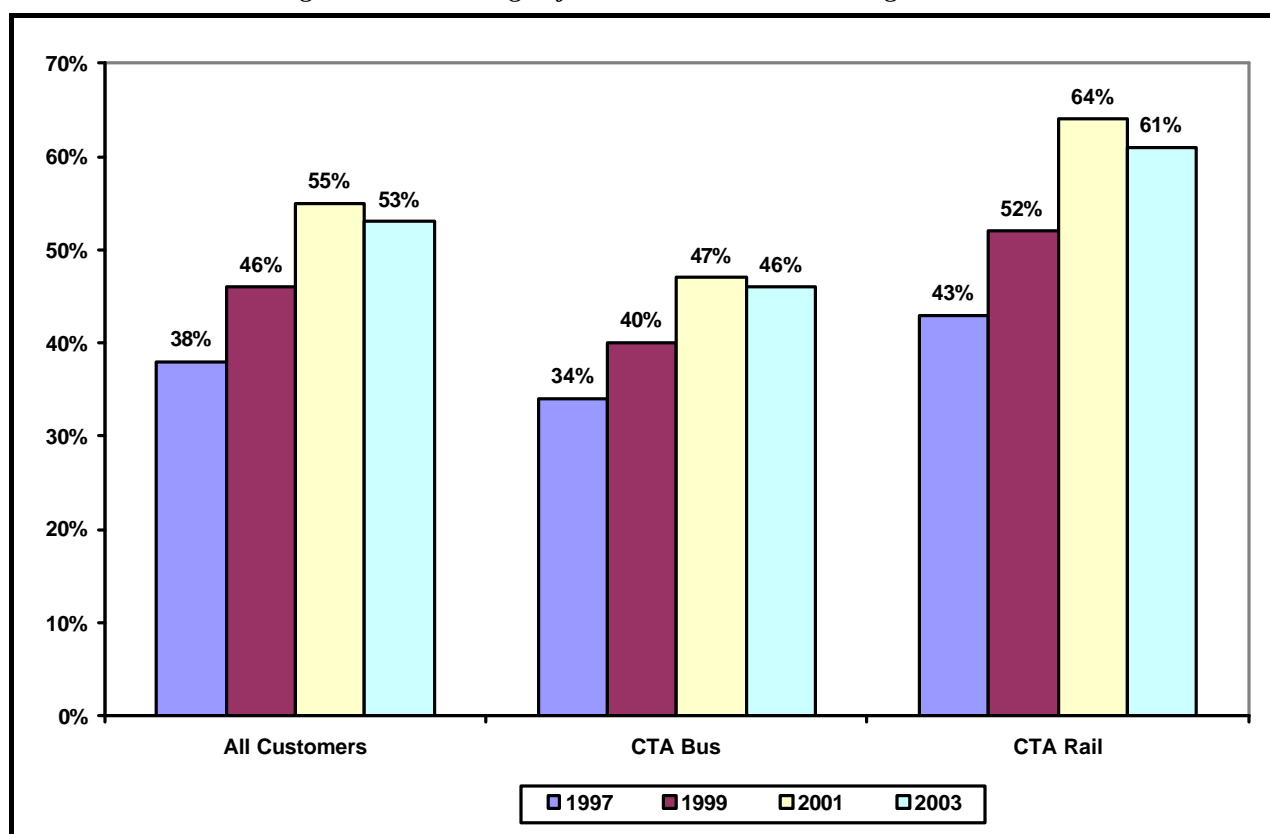
Likelihood of Recommending	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Definitely Would	44%	54% (a)	65% (ab)	64% (ab)
Probably Would	37 (bcd)	32 (cd)	26	24
Neutral	13 (bcd)	9 (c)	6	8 (c)
Probably Would Not	3 (c)	3 (c)	2	2
Definitely Would Not	2 (c)	2 (c)	1	1
Mean	4.18	4.33 (a)	4.54 (ab)	4.48 (ab)
Letters in parentheses indicate a statistically significant difference from the corresponding years.				

Customer Loyalty Index

In 1995, a target zone for customer loyalty was established. To be included within the customer loyalty target zone, respondents needed to give the highest – most positive – score to at least two of the following questions: satisfaction with riding, likelihood of continued ridership, and likelihood of recommending the CTA to others. In addition, respondents could not give anything less than a somewhat positive score for the remaining third question.

- The majority (53%) of CTA customers remain within the target loyalty zone. There has been no significant change in this percentage compared to 2001. The percentage of customers in the target zone remains significantly higher than in 1997 and 1999.
 - There has been virtually no change in the percentage of bus customers within the target loyalty zone – 47 percent in 2001 and 46 percent in 2003. The percentage of rail customers within the target loyalty zone has decreased slightly – from 64 percent in 2001 to 61 percent in 2003. This decrease, however, is not statistically significant.
 - The change in the percentage of customers within the target loyalty zone can be attributed to two factors:
 - A decrease in the willingness of bus customers to recommend riding the CTA to others.
 - A significant decrease in customer loyalty among customers living on Chicago's north side – from 64 percentage of customers in the target loyalty zone in 2001 to 56 percent in 2003. This decrease was greater among rail customers – from 73 percent in the target loyalty zone in 2001 to 62 percent in 2003 – than bus customers – from 54 percent in 2001 to 49 percent in 2003. This is somewhat surprising as the most recent service changes instituted in this area were largely changes in bus service. A few isolated but significant rail service disruptions within the past two years may have contributed to this decline.

Figure 8: Percentage of Customers within the Target Zone



	% of CTA Customers Within the Target Zone		
	1999 (a)	2001 (b)	2003 (c)
Downtown	49%	64% (a)	62% (a)
North	53%	63% (ac)	56%
Northwest	43%	52% (a)	58% (a)
South	34%	45% (a)	45% (a)
Southwest	50%	57% (a)	54%
West	45%	49%	45%
Suburbs	50%	59% (a)	57%

Letters in parentheses indicate a statistically significant difference from the corresponding years.

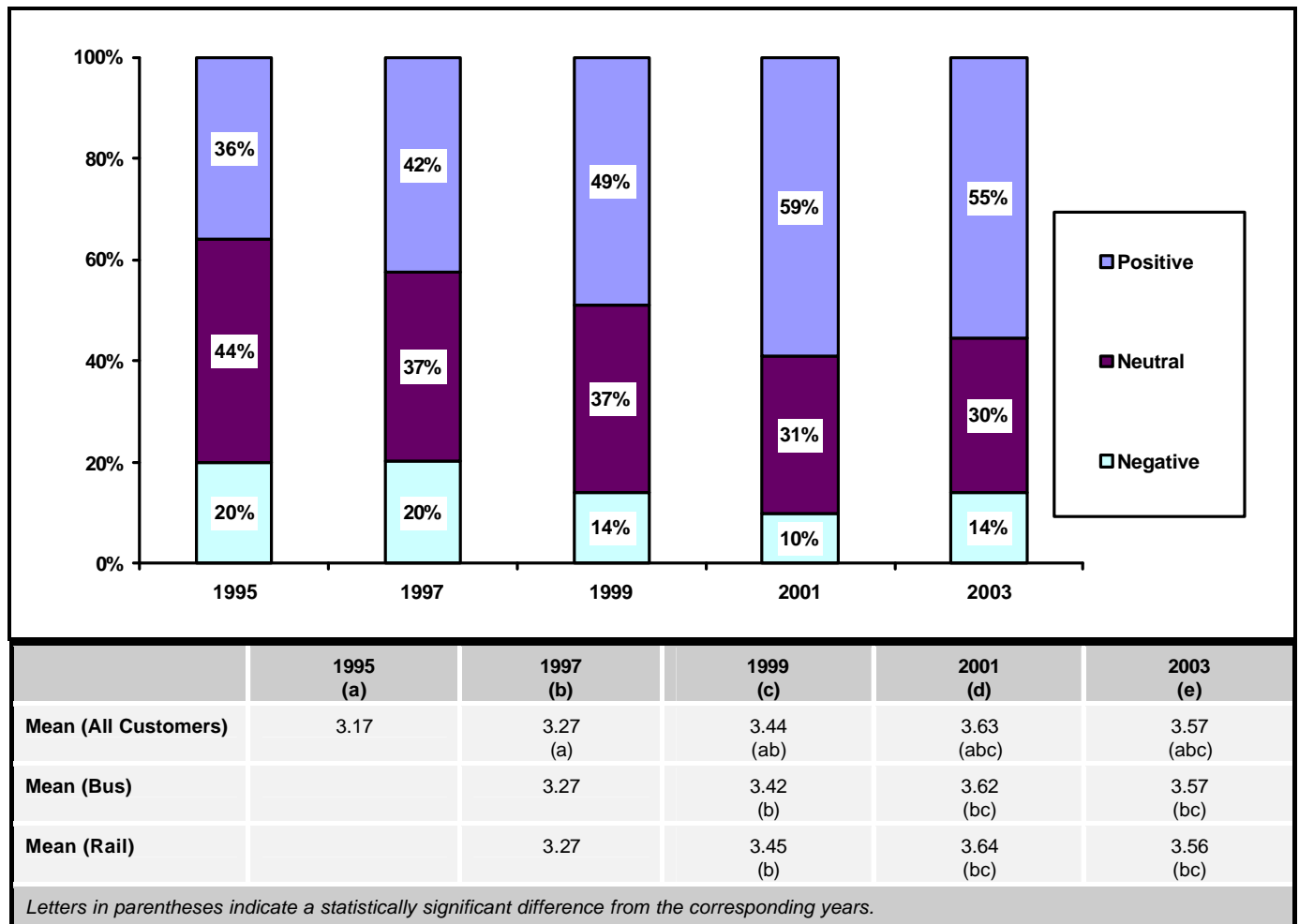
Perceptions of CTA

Respondents were read 17 statements that people might use to describe the CTA and were asked to indicate the degree to which they agree or disagree with each statement. A five-point scale was used where “1” means “strongly disagree” and “5” means “strongly agree.” Three of the 17 statements were new in 2003. An overall variable was computed for each year using the original 14 statements, except for 1995 when there were 13 statements. This overall score represents the extent to which customers feel the CTA is a market-oriented agency.

The majority of CTA customers continue to have a positive perception of the CTA. However, there has been a decrease in positive attitudes and a corresponding increase in negative attitudes over the past two years.

- Following four consecutive increases in positive perceptions of the CTA as a market-oriented agency, the percentage of customers with positive perceptions of the agency dropped – from 59 percent in 2001 to 55 percent in 2003. However, the percentage of positive ratings still remains significantly higher than in 1999 and earlier.
- This decrease may reflect the fall 2003 announcement of an upcoming fare increase. In addition, there was significant news coverage of the ongoing union negotiations, budget discussions, fares and other board and policy matters in the months immediately preceding the survey.
- Bus and rail customers have similar perceptions of the CTA as a market-oriented agency.

Figure 9: Overall Perception of the CTA as a Market-Oriented Agency



- In many instances, customers' positive perceptions of the CTA have continued to increase, notably:
 - Demonstrating that employees care about providing quality services,
 - Continuing to improve service over the years,
 - Making the system easy to use,
 - Keeping customers informed about changes in routes and schedules, and
 - Considering the needs of its customers when making decisions.
- However, it is clear that publicity surrounding the fare increases and other budget issues may have had a negative impact on customers' beliefs that the CTA:
 - Cares about its customers,
 - Tries to keep fares as low as possible, and
 - Has an efficient and cost-conscious management.

Table 28: Perceptions of the CTA as a Market-Oriented Agency – 1997 through 2003

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.27	3.44 (a)	3.63 (ab)	3.57 (ab)
Is easy to use	4.06	4.22 (a)	4.22 (a)	4.31 (ab)
Effectively manages large / complex system	3.60	3.77 (a)	3.92 (ab)	3.94 (ab)
Provides reliable public transportation services	3.54	3.66 (a)	3.75 (ab)	3.79 (ab)
Provides quality service at a fair and reasonable price	3.17	3.41 (a)	3.74 (ab)	3.70 (ab)
Cares about its customers	3.34	3.60 (a)	3.83 (abd)	3.70 (a)
Does a good job of telling riders about route & schedule changes	3.31	3.41 (a)	3.49 (a)	3.53 (ab)
Has improved service over the past two years	2.88	3.22 (a)	3.43 (ab)	3.52 (ab)
Is a customer friendly organizations	3.17	3.33 (a)	3.47 (ab)	3.52 (ab)
Employees care about providing quality service	3.14	3.23 (a)	3.29 (a)	3.42 (abc)
Considers the needs of its riders when making decisions	2.85	3.04 (a)	3.31 (ab)	3.38 (ab)
Provides a consistent level of service to all geographic areas	3.17	3.33 (a)	3.40 (a)	3.38 (a)
Tries to keep fares as low as possible	2.89	3.21 (a)	3.53 (abd)	3.34 (ab)
Has a fleet of buses and trains that are clean and well-maintained	3.06	3.16 (a)	3.37 (ab)	3.33 (ab)
CTA has efficient & cost-conscious management	2.86	3.09 (a)	3.36 (abd)	3.21 (ab)
<i>Letters in parentheses indicate a statistically significant difference from the corresponding years.</i>				

Proportion of Chicago Households with CTA Customers

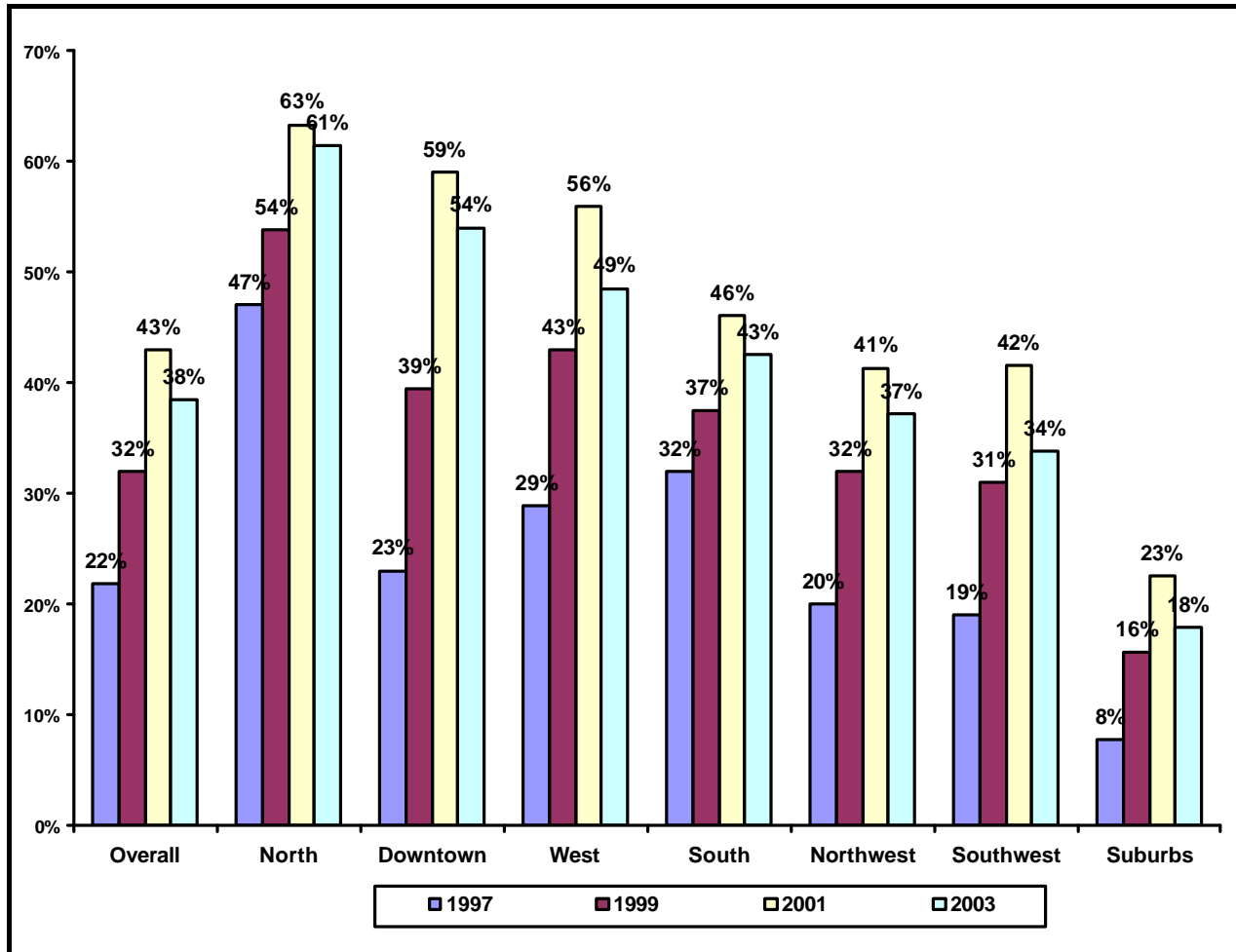
After years of steady increases in market penetration, the proportion of households with customers in Chicago decreased.

- In 2003, 38 percent of all households in the CTA service area had at least one CTA customer age 16 or older who had ridden at least once in the past week (hereinafter called customer households) – a decrease in market penetration from 2001 when 43 percent of all households in the CTA service area were customer households.
 - Although all areas in the CTA’s service territory have suffered a decrease in market penetration between 2001 and 2003, this decrease was greatest in the suburbs – down 21 percent – and on the southwest side – down 19 percent. The decrease was lowest on Chicago’s north side –down only 3 percent.
 - This market penetration figure translates to more than 555,000 customer households in the Chicago area.* The number of customer households decreased 7 percent from 2001.
 - While it is speculation rather than findings of this survey, it is plausible that the decline in household penetration is due in some part to the decline in downtown Chicago jobs since 1991 and to higher unemployment levels overall throughout the CTA service area and, in fact, the region as a whole.
- Market penetration continues to be higher than in 1997 or 1999. The current share of customer households is 76 percent higher than in 1997.
 - The proportion of suburban Chicago customer households has more than doubled since 1997 – increasing 133 percent. The proportion of downtown Chicago customer households experienced a similar increase – 132 percent.
- As in previous years, the proportion of customer households is highest in Chicago’s north side (61%). The number of customer households (170,350) is also highest in this area.
 - CTA’s growth has been slowest on the north side of Chicago. Market penetration has only increased 31 percent since 1997 – from 47 percent in 1997 to 61 percent in 2003.
- The south side of Chicago is the largest geographic area – encompassing 21 percent of all households or nearly 300,000 households – in the CTA service area. Despite being larger than the north side, the lower market penetration in this area translates to fewer customer households (127,440).
 - Growth in market penetration in Chicago’s south side is also relatively low – increasing 33 percent since 1997. Market penetration in Chicago’s south side was 32 percent in 1997 and 43 percent in 2003.
- While the north and south sides of Chicago continue to be the CTA’s largest market in terms of number of customer households, other areas have experienced significant growth.
 - Penetration of downtown Chicago customer households has increased by 132 percent – from 23 percent in 1997 to 54 percent in 2003. The number of customer households in downtown Chicago has also increased significantly – almost tripling from 6,193 to 17,387 customer households – reflecting the rapid growth and development in the downtown area. The total number of customer households in the downtown service area has increased 21 percent since 1997.
 - Penetration of suburban customer households has increased 133 percent since 1997 – from 8 percent in 1997 to 18 percent in 2003. The number of customer households in the suburbs nearly tripled – increasing 190 percent to more than 62,500 customer households.
 - The northwest side is the third fastest growing market in terms of market penetration – increasing 87 percent since 1997 from 19 percent in 1997 to 34 percent in 2003. It is the fourth fastest growing market in terms of customer households – increasing 103 percent to 75,120 customer households.

* This figure only reflects regular CTA customers – those riding once a week or more often. Household penetration may actually be higher if Occasional Customers – those riding less than once a week – are included. Occasional customers are not surveyed as part of this customer satisfaction measurement process.

- The southwest side of Chicago is the fourth fastest growing area in terms of market penetration – increasing 76 percent since 1997 – and the third fastest growing area in terms of number of customer households – more than doubling (104% increase) to 39,208.
- In terms of number of households, the west side of Chicago is the fastest growing area. The total number of households in this area has increased 39 percent since 1997 – from just over 100,000 households in 1997 to more than 130,800 households in 2003. CTA’s market penetration has increased in this area as well (from 29 percent in 1997 to 49 percent in 2003), although this growth (69 percent) is lower than the average across the service area.

Figure 10: Proportion of Customers Households



	Number of Customer Households			
	1997	1999	2001	2003
Total	327,260	445,144	599,522	555,537
North	122,306	138,529	166,409	170,350
Downtown	6,193	9,137	14,127	17,387
West	28,738	47,142	70,673	63,483
South	92,212	108,897	143,472	127,440
Northwest	36,984	61,468	77,630	75,120
Southwest	19,234	32,073	46,438	39,208
Suburbs	21,591	47,899	80,774	62,549

[Blank page inserted for pagination purposes.]

Number of Customers

In 1999, a question was added to determine the number of customers per household.

- As noted in the previous section, the number of customer households declined 7 percent between 2001 and 2003 – from 599,522 households to 555,537 households. At the same time, the number of households with more than one customer also declined slightly – from 51 percent in 2001 to 49 percent in 2003. This decline is more indicative of the general change in the population – i.e., an increase in single person households – rather than a decline in number of customers per household. In fact, the number of customers per household has increased steadily each year. In 2003, there are nearly 2 customers per household.
- Thirty-six percent (36%) of the population, 16 years of age and older, rides the CTA compared with 40 percent in 2001 and only 29 percent in 1999. This equates to more than one million customers.

Table 29: Number of Customers

		1999	2001	2003
Total	# of Customer Households	445,144	599,522	555,537
	% w/ More than One Customer	46%	51%	49%
	Customers / Household	1.77	1.89	1.92
	Number of Customers	788,147	1,133,435	1,066,631
	Population	2,715,048	2,854,993	2,954,939
	Share of Population	29%	40%	36%

Frequency of Riding

The majority of CTA customers are frequent riders, and, for the first time since 1997, riding frequency (as measured by number of days ridden in the last week) has increased.

- Over half (52%) of CTA customers are frequent riders – that is, they ride the CTA five or more days a week. Sixteen percent (16%) ride daily (7 days a week). On average CTA customers ride 4.11 days a week.
- CTA bus customers are slightly more frequent riders than are CTA rail customers. CTA bus customers ride the CTA 4.19 days a week; CTA rail customers ride an average of 4.03 days.
- Frequency of riding dropped sharply between 1997 and 1999 and continued to decline in 2001. For the first time since this research was conducted, frequency of riding has increased. Therefore, the declines in ridership experienced in recent years are largely attributable to an actual loss of customers rather than a decline in the frequency of riding. This increase in frequency may be due in large part to the introduction of different pass alternatives, making it easier to ride and to ride frequently. The actual loss of customers may largely be attributed to the economy and resulting job losses.
- The increase in riding frequency between 2001 and 2003 is less for rail customers than for bus customers. Moreover, frequency of riding among rail customers remains significantly below the peak in 1997 – 4.03 days in 2003 compared to 4.26 days in 1997. Significant growth opportunities exist, therefore, to increase ridership by increasing frequency of riding CTA rail.
- Current year figures for bus (4.19 days weekly) are significantly closer to 1997 figures when bus customers averaged 4.36 days riding weekly than are those for rail.

Table 30: Frequency of Riding 1997 – 2003

	All Customers			
	1997 (a)	1999 (b)	2001 (c)	2003 (d)
One Day	10%	13% (a)	16% (ab)	14% (a)
Two Days	12	14 (a)	14 (a)	13
Three Days	10	11	10	11
Four Days	11 (c)	10	9	10
Five Days	35 (bcd)	29	30	29
Six Days	10 (cd)	9	8	7
Seven Days	13	13	13	16 (abc)
Mean	4.31 (bcd)	4.07	3.98	4.11 (c)
	Rail Customers			
	1997 (a)	1999 (b)	2001 (c)	2003 (d)
One Day	11%	15% (a)	19% (ab)	17% (a)
Two Days	12	14	13	13
Three Days	8	11	8	9
Four Days	10	8	8	9
Five Days	39 (bcd)	32	33	31
Six Days	9	8	8	8
Seven Days	11	12	10	14 (c)
Mean	4.26 (bcd)	4.02	3.90	4.03
	Bus Customers			
	1997 (a)	1999 (b)	2001 (c)	2003 (d)
One Day	9%	12% (a)	14% (a)	12% (a)
Two Days	12	15 (a)	15 (a)	13
Three Days	11	11	11	13
Four Days	12	11	9	11
Five Days	31	27	27	27
Six Days	11 (cd)	9 (d)	7	7
Seven Days	15	15	15	15
Mean	4.36 (bc)	4.11	4.04	4.19
Letters in parentheses indicate a statistically significant difference from the corresponding years.				

Trip Purpose

Fewer CTA customers are primarily riding the CTA for commute trips.

- Although the majority (64%) of CTA customers use the CTA to commute to / from work or school, an increasing number are primarily using the CTA for non-work trips. In interpreting this data, it is important to note that this may reflect the current economy and resulting job losses rather than a long-term trend in the use of the CTA for commute trips.
- The proportion of CTA customers using the CTA to commute to and from work decreased 8 percent between 1999 and 2001 – from 60 percent to 55 percent. This proportion decreased further (9 percent) between 2001 and 2003 – from 55 percent to 50 percent.
- The decrease in work trips was greatest among bus customers – decreasing 20 percent between 1999 and 2003 (from 54 percent to 43 percent). The proportion of rail customers using CTA to commute to / from work decreased 15 percent during this same period – from 67 percent to 57 percent.
- CTA customers are continuing to use the CTA for more than their primary trip – the percentage of customers saying they do not take any trips besides their primary trip decreased from 25 percent in 2001 to 22 percent in 2003. This is significantly lower than the 34 percent noted in 1997. This may reflect the introduction of incentives for off-peak ridership as well as the increased use of passes, which would encourage additional use beyond a primary trip.

Table 31: Trip Purpose(s) 1997 – 2003

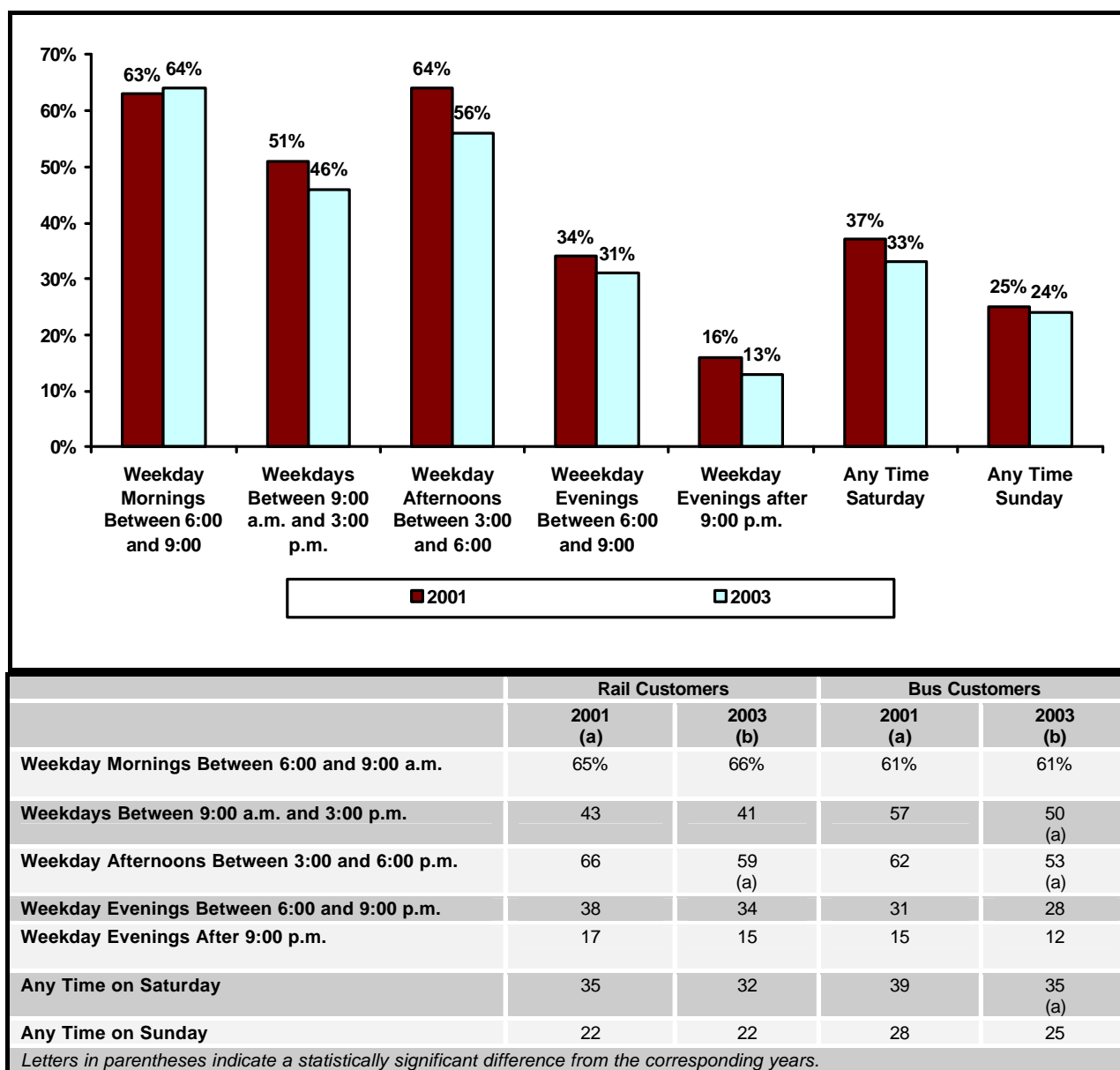
	Primary Trip Purpose			
	1997 (a)	1999 (b)	2001 (c)	2003 (d)
To / From Work	60% (cd)	60% (cd)	55% (d)	50%
To / From School	16 (bc)	13	13	14
Personal Business	7	9 (a)	11 (a)	9 (a)
Shopping	7	6	7	8 (a)
Visiting / Recreations	5	8 (a)	9 (a)	7 (a)
Medical	3	3	4	5 (ab)
Other	2	2	2	7
	Other Trips			
	1997 (a)	1999 (b)	2001 (c)	2003 (d)
None	34%	26%	25%	22% (a)
Shopping	29	32	28	36
Visiting / Recreations	32	41	36	37
Personal Business	18	22	16	22
Medical	9	11	8	16
To / From Work / School	10	10	9	11
Other	5	0	9	11
Letters in parentheses indicate a statistically significant difference from the corresponding years.				

Days / Time Riding

There have been some significant changes in the days and the times within days that customers ride.

- CTA customers are less likely to be riding during peak afternoon hours – i.e., weekdays between 3:00 and 6:00 p.m. This decrease has occurred among both bus and rail customers.
- CTA customers are also less likely to ride during off-peak weekday hours, on weekdays (between 9:00 a.m. and 3:00 p.m.), and weekday evenings between 6:00 and 9:00 p.m.
 - The decrease during off-peak afternoon hours has primarily occurred among bus customers.
- CTA customers are also less likely to be riding on Saturdays. The decrease in Saturday riding has occurred primarily among bus customers.
 - Note overall bus ridership figures have also decreased on Saturdays, while rail ridership on Saturdays has increased. This may suggest that while the proportion of rail customers who report that they ride on Saturdays has decreased slightly, the frequency of riding (boarding) has increased, causing the increase in Saturday rail ridership.

Figure 11: Days / Time Ride the CTA



Services Used

The CTA is a complex system with many customers riding both CTA bus and rail. In addition, some customers transfer to the CTA from Metra and Pace. Customers were asked which services and systems they use on their typical trip – that is, the trip they take most often.

The CTA is an intramodal system.

- Over half (51%) of all CTA customers transfer within the CTA (intramodal transfers). The majority of customers transferring within the CTA transfer between CTA bus and rail (i.e., intersystem transfers).
 - Since 1999, rail customers have become increasingly likely to transfer within the CTA – increasing from 46 percent intramodal transfer rates in 1999 to 54 percent in 2001. Notably, more than two out of five (41%) rail customers now also use a CTA bus in their most common trip – that is, make an intersystem transfer. Rail customer intersystem transfer rates are now the same as in 1997. This increase may reflect improvements in scheduling and connections between CTA bus and rail. In addition, this may reflect the increase in the number of jobs outside the downtown central business district, which may require rail customers to transfer to a bus to complete their trips.
 - Intersystem transfer rates have decreased for bus customers – from 54 percent in 2001 to 49 percent in 2003. Notably, bus-to-bus (intersystem) transfer rates have decreased – from 25 percent in 2001 to 20 percent in 2003. This likely reflects some of the service change initiatives, notably the increase in the amount direct service that has translated into more one-seat rides.
- Intermodal transfer rates – transfers from Metra or Pace to the CTA – have decreased significantly since 1999 – from 8 percent in 1999 to only 4 percent in 2003. This would suggest an opportunity for greater interagency coordination in terms of fares, routes, and/or schedules. Additional questions were added in this year's survey to examine this coordination.
 - Overall transfer rates between Metra and the CTA have decreased from 4 percent in 1999 to 1 percent in 2003. This follows a significant increase between 1997 and 1999. Current transfer rates between Metra and the CTA are below 1997 levels.
 - Overall transfer rates between Pace and the CTA have also decreased – from 4 percent in 1999 to 2 percent in 2003. This decrease has occurred primarily among CTA bus customers, where a steady decrease has been noted each year – from the high of 6 percent in 1997 to 5 percent in 1999 to 3 percent in 2001 to 2 percent in 2003.

Table 32: Services Used

	All Customers			
	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Transfer within CTA (Intramodal Transfers)	50%	47%	53% (b)	51% (b)
Transfer from Another System (Intermodal Transfers)	7 (cd)	8 (cd)	4	4
Do Not Transfer	41	44	42	45
Ride CTA Bus / Rail / Transfer to CTA Rail / Bus (Intersystem)	33%	32%	33%	34%
Ride CTA Rail / Transfer to CTA Rail (Intrasystem)	5	5	6	6
Ride CTA Bus / Transfer to CTA Bus (Intrasystem)	11	10	14 (abd)	11
Only Ride CTA Rail	19	23 (acd)	20	19
Only Ride CTA Bus	22	21	23	25 (ab)

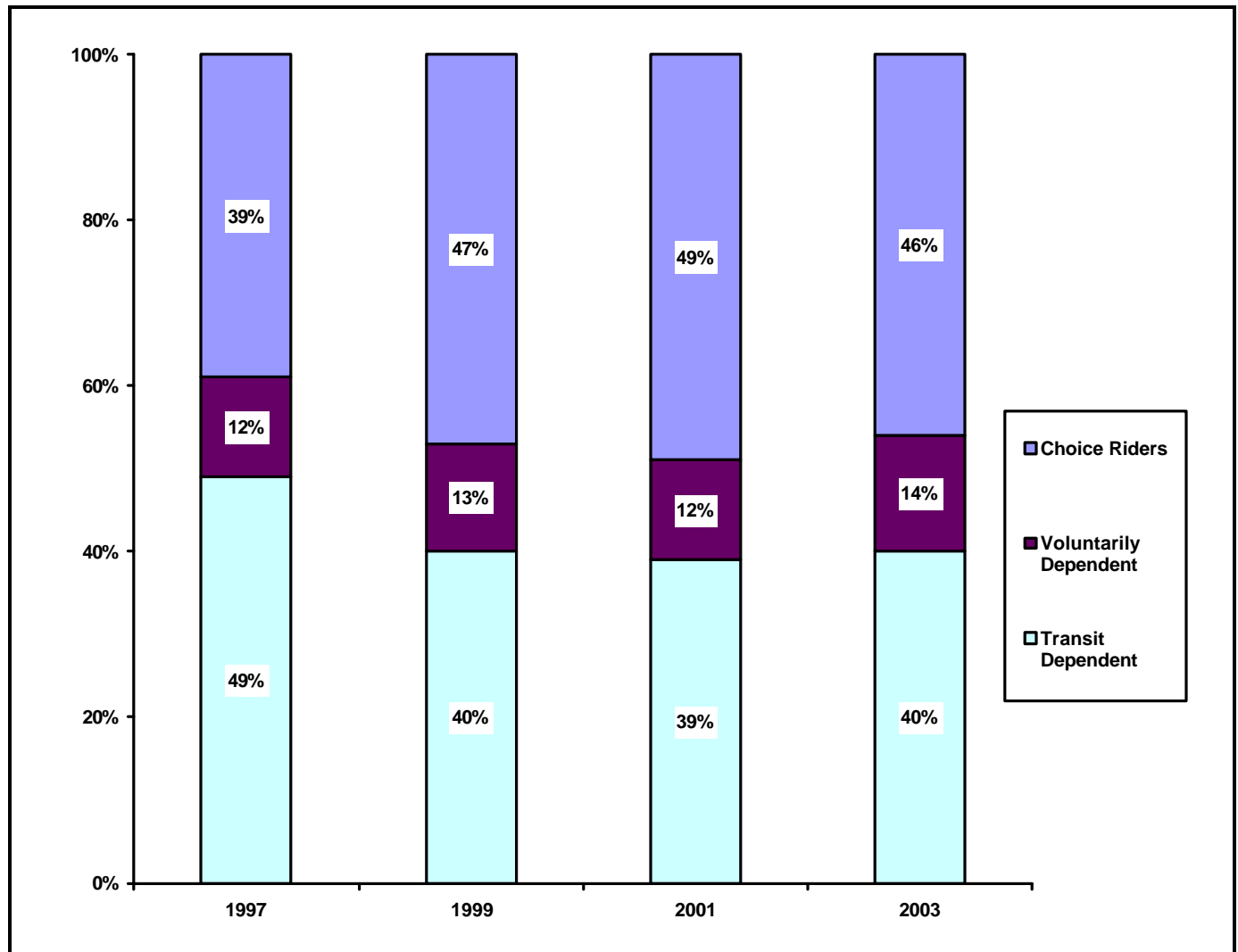
	All Customers (continued)			
	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Ride Metra / Transfer to CTA (Intermodal)	2 (d)	4 (acd)	2	1
Ride Pace / Transfer to CTA (Intermodal)	4 (cd)	4 (cd)	2	2
Other	2 (bcd)	1	1	1
	Rail Customers			
	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Transfer within CTA (Intramodal Transfers)	53% (b)	46%	51% (b)	54% (b)
Transfer from Another System (Intermodal Transfers)	6 (cd)	7 (cd)	3	3
Do Not Transfer	39	47 (ad)	45 (a)	42
Ride CTA Bus / Rail / Transfer to CTA Rail / Bus (Intersystem)	42% (b)	35%	38%	41% (b)
Ride CTA Rail / Transfer to CTA Rail (Intrasystem)	11	10	13	13
Ride CTA Bus / Transfer to CTA Bus (Intrasystem)	0	0	0	0
Only Ride CTA Rail	39	47 (ad)	45 (a)	42
Only Ride CTA Bus	0	0	0	0
Ride Metra / Transfer to CTA (Intermodal)	3 (cd)	4 (cd)	1	1
Ride Pace / Transfer to CTA (Intermodal)	3	3	2	2
Other	2 (c)	1	1	1
	Bus Customers			
	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Transfer within CTA (Intramodal Transfers)	47%	49%	54% (abd)	49%
Transfer from Another System (Intermodal Transfers)	7 (cd)	10 (cd)	4	4
Do Not Transfer	43	40	41	46 (bc)
Ride CTA Bus / Rail / Transfer to CTA Rail / Bus (Intersystem)	25%	29%	29% (a)	29% (a)
Ride CTA Rail / Transfer to CTA Rail (Intrasystem)	0	0	0	0
Ride CTA Bus / Transfer to CTA Bus (Intrasystem)	22	20	25 (bd)	20
Only Ride CTA Rail	0	0	0	0
Only Ride CTA Bus	43	40	41	46 (bc)
Ride Metra / Transfer to CTA (Intermodal)	2	4 (acd)	2	1
Ride Pace / Transfer to CTA (Intermodal)	6 (cd)	5 (cd)	3	2
Other	3 (bcd)	1	1	1
Letters in parentheses indicate a statistically significant difference from the corresponding years.				

Dependence on Transit

The majority (60%) of CTA customers continue to be “choice” customers.

- In 1997, two out of five (39%) CTA customers owned a car but chose to take the CTA for at least some of their trips. This figure increased to 47 percent in 1999 and to 49 percent in 2001. Although this number has decreased slightly in the current year – to 46 percent – it remains significantly higher than in 1997.
- There has been no change in the percentage of CTA customers who are transit dependent – that is, they cannot or do not know how to drive and/or they do not have a car available.
- Something to note is the significant increase in voluntarily dependent customers from the baseline (1997) measure. Voluntarily dependent customers are those customers who have chosen to give up a car and primarily use public transportation. There has also been a significant decrease in the number of automobiles per household with 32 percent of 2003 customers saying they do not have any cars available for their use in 2003 compared to only 28 percent in 2001. This would suggest that CTA customers are increasingly choosing to rid themselves of an automobile entirely.

Figure 12: Dependence on Public Transportation



- Half of all bus customers are choice or voluntarily dependent riders. The percentage of bus customers who have access to a car increased significantly between 1997 and 1999, but has remained virtually unchanged since then.
- As noted, there has been an increase in the proportion of customers who are voluntarily dependent. It is interesting that this increase occurred primarily among bus customers since 1997. The decision could be due to improvements in service. In addition, new real estate developments are becoming increasingly transit friendly, enabling customers to use transit for most if not all of their trips beyond walking distances.

Table 33: Bus Customers' Dependence on Public Transportation – 1997 –2003

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Choice Customers	28%	36% (a)	36% (a)	35% (a)
Voluntarily Dependent	12	14	13	15 (a)
Transit Dependent	60 (bcd)	50	51	50
<i>Letters in parentheses indicate a statistically significant difference from the corresponding years.</i>				

- There has been a significant decrease in the percentage of rail customers who are choice customers – from 66 percent in 2001 to 59 percent in 2003 – and a corresponding increase in transit dependent customers – from 23 percent in 2001 to 28 percent in 2003. This increase may reflect the increase in development around rail stations. These changes in service could mean that CTA rail is available to more customers than in the past and that these customers are a new market segment than the traditional rail customers.

Table 34: Rail Customers' Dependence on Public Transportation – 1997 –2003

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Choice Customers	51%	58% (a)	66% (abd)	59% (a)
Voluntarily Dependent	12	13	11	13
Transit Dependent	37 (bcd)	29 (c)	23	28 (c)
<i>Letters in parentheses indicate a statistically significant difference from the corresponding years.</i>				

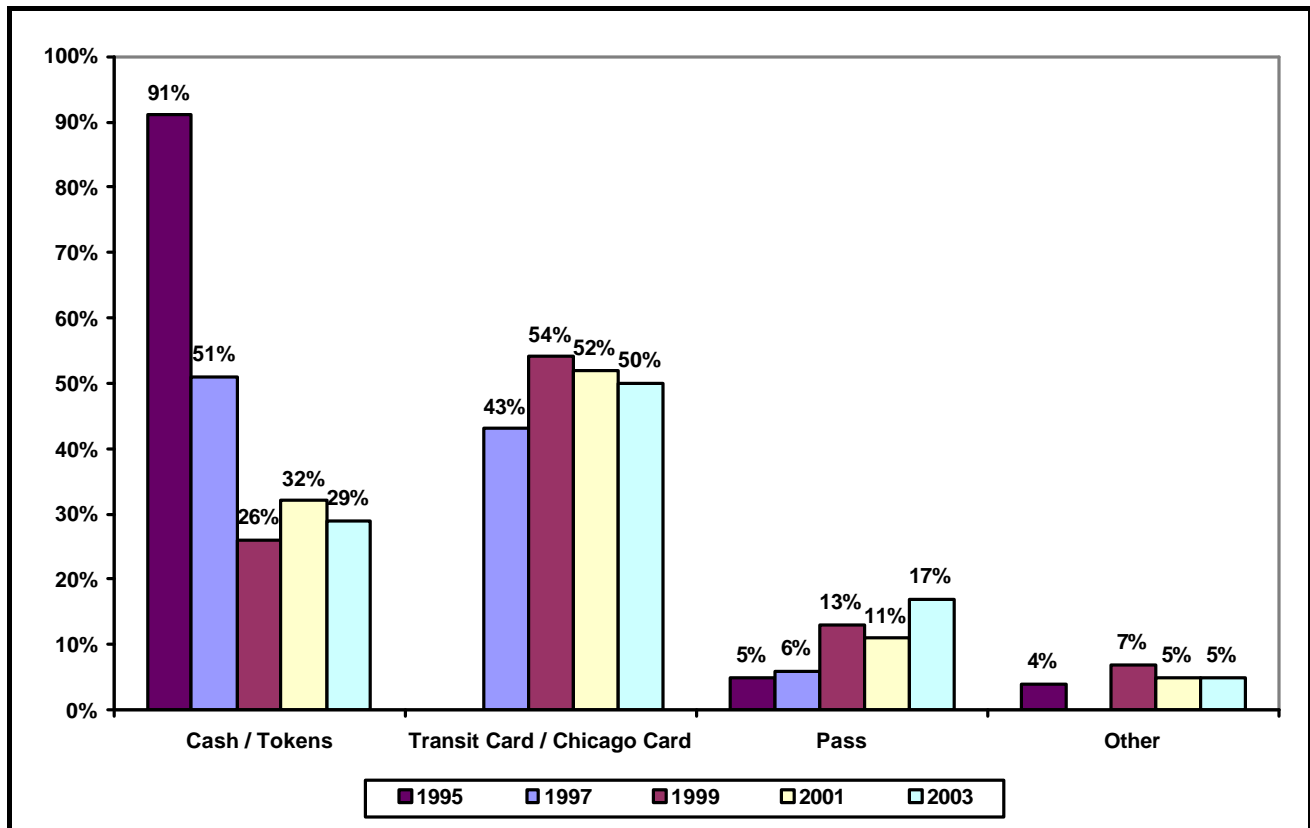
Fare Payment

The CTA has continued to be proactive in introducing new fare media options. The Transit Card was introduced in 1997 and was originally available only for use on CTA rail. Since that time, Transit Cards can be used on both bus and rail and are widely distributed. In late 1998 / early 1999, a number of different pass options were introduced, including a 7-day pass and a 1-day pass. The U-Pass program began as an experiment in 1998 and became a permanent program in 2000. Tokens were eliminated May 1999. The Chicago Card was launched in November, 2002, after a two-year pilot program. The account-based Chicago Card Plus was launched in January, 2004, after this survey was conducted.

Pre-paid fare options – transit cards and passes – are used by two out of three CTA customers.

- Use of cash or tokens decreased significantly – from 91 percent to 51 percent – following the introduction of additional pre-paid fare options between 1995 and 1997. Since 1999, the percentage of CTA customers continuing to pay cash when riding has remained relatively static at slightly less than one out of three customers.
- The original Transit Card enjoyed immediate success following its 1997 launch. Use continued to increase between 1997 and 1999. Since that time, use has leveled off and has actually decreased slightly between 2001 and 2003. This decrease, however, is not statistically significant.
- In 2003, the figures for Transit Card use also include use of the new CTA Chicago Card. Nine percent (9%) of Transit Card users are using the new Chicago Card.
- Pass use increased significantly between 1999 and 2001, following the launch of the U-Pass program and the introduction of other unlimited-ride passes, such as the 1-Day, 7-Day and 30-Day passes. Pass use remained virtually unchanged through 2001. Pass use again increased significantly between 2001 and 2003 – from 11 percent to 17 percent.

Figure 13: Fare Payment



- Bus customers' use of cash has varied over the years.
 - Following the launch of the Transit Cards and additional passes, use of cash and tokens declined significantly between 1997 and 1999 – from 64 percent to 35 percent.
 - Cash payments increased between 1999 and 2001 – from 35 percent to 44 percent – and declined again in 2003 to 38 percent.
 - Use of Transit Cards and Chicago Cards has remained relatively stable since 2001 with approximately two out of five bus customers using this pre-paid medium. Ten percent (10%) of bus customers in the Transit Card category are using a Chicago Card.
 - Pass use among bus customers more than doubled between 1997 and 1999. It remained relatively stable between 1999 and 2001. Pass use among bus customers again increased significantly – from 12 percent to 18 percent – between 2001 and 2003.

Table 35: Bus Customers' Fare Payment – 1997 –2003

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Cash / Tokens	64%	35%	44% (abd)	38%
Transit Cards / Chicago Card	30	42 (a)	39 (a)	39 (a)
Pass	6	14 (a)	12 (a)	18 (abc)
Other	0	9	6	7

Letters in parentheses indicate a statistically significant difference from the corresponding years.

- Rail customers have been quicker to adopt alternative fare media. Moreover, rail customers' use of cash has remained low with less than one out of five rail customers using cash to pay their fares.
 - Nearly two-thirds (64%) of rail customers currently use a Transit Card or Chicago Card to pay their fare. Seven percent (7%) of rail customers in the Transit Card category are using a Chicago Card.
 - As with bus customers, pass use among rail customers nearly doubled between 1997 and 1999 and then remained static through 2001. Pass use among rail customers increased 50 percent between 2001 and 2003 – from 10 percent to 15 percent.

Table 36: Rail Customers' Fare Payment – 1997 –2003

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Cash / Tokens	37% (bcd)	17%	17%	19%
Transit Cards / Chicago Card	57	68 (a)	69 (ad)	64 (a)
Pass	6	11 (a)	10 (a)	15 (abc)
Other	0	4	3	2

Letters in parentheses indicate a statistically significant difference from the corresponding years.

III. Bus Strengths & Weaknesses

Respondents evaluated the performance of CTA's bus service on 80 specific aspects; 30 of these attributes were new in 2003. Responses were recorded on a five-point scale ranging from 1 (poor) to 5 (excellent). Results are presented here at the systemwide level only. Full survey results, in the form of banner tables as well as a data diskette, have been delivered to CTA staff for subsequent analysis by geographic area of residence, as needed. Selected geographic breakdowns are provided earlier in this report for key travel behavior and loyalty measures. Further analysis of these statistically valid subareas is expected to be a valuable continuing resource for the CTA.

Overall Performance

Analysis in 1995 and 1997 identified eight (8) broad dimensions of service that customers use to evaluate overall service performance. These broad dimensions encompass ratings for specific aspects of service. Over the years, new attributes have been added to the survey to reflect the changes in service. Focus groups in 2003 identified further aspects of service that should be included in the survey and, to some extent, changed what attributes were included in each of the dimensions. In some instances, new dimensions were formed. In others, service elements were added to existing dimensions. For 2003, 12 broad dimensions of service, encompassing all 80 elements of service, were identified and now form the basis for analysis.

The following table illustrates those elements of service contained within each of these performance dimensions.

- **Intramodal (within CTA) / Intermodal (between system) Travel:** This is a new dimension in 2003. Ease of making transfers and wait time when transferring were originally part of the reliability dimension. Cost of a transfer was originally part of the fare payment dimension. It was clear in the focus groups that customers thought of these aspects of service as a discrete dimension. In addition, two new elements were added.
- **Fare Payment:** This is an original dimension. New service elements have been added over the years to reflect changes in fare media. Note that cost of a transfer was originally part of this dimension. In addition, ease of paying fare on the bus was originally part of the comfort dimension. However, it became clear in the focus groups that this is a fare payment element. These changes may reflect changes in fare payment and new fare media since the original analysis.
- **Reliability:** This is an original dimension. However, as a result of the focus group sessions, the attribute, travel time by bus compared with by car, moved from communications to reliability.
- **Information Services:** This is an original dimension. Several elements were added over the years (noted in the table).
- **Driver Attributes:** This is a new dimension in 2003 based on focus group results. These attributes were originally included with the communications / driver attributes dimension. The focus group results clearly suggested this should be a separate dimension.
- **Personal Safety:** This is an original dimension. However, several aspects of service related to comfort are now in a separate dimension. Service elements here focus solely on safety from crime and perceptions of safety / security resulting from the behavior of others while riding or waiting for the bus.

Table 37: Bus Service Elements

Dimension	Included Service Elements	
	Original Attributes	Additional Attributes (year added)
Reliability	Knowing what time the next bus arrives On-time performance Amount of time between buses Travel time by bus compared with by car	Consistent scheduling of buses (2003)
Intramodal / Intermodal Travel	Ease of making transfers Cost of a transfer Wait time when transferring	Time allowed to make transfers before second fare is paid (2001) Number of transfers allowed before a second fare is paid (2001) Information on how to transfer between CTA buses and/or trains (2003) Coordination of schedules and routes from CTA to CTA (2003) Coordination of schedules and routes between CTA and Metra (2003) Coordination of schedules and routes between CTA and Pace (2003)
Cost Of Service / Fare Payment	Cost of a one-way ride Cost of a pass Value of service for fare paid Ease of getting passes / tokens / fare cards Ease of paying fare on the bus	Ease of recharging transit / fare cards (1999) Cost of using CTA compared with cost of using an auto (2001) Availability of sales outlets/places to purchase cards/passes (2003) Compatibility of fares / fare integration with Pace (2003) Compatibility of fares / fare integration with Metra (2003) Fare payment options that fit my needs (2003) Ease of using vending machines to purchase transit cards (2003) Number of transit card vending machines (2003)
Information Services	Availability of accurate route / schedule information at stop Ease of getting information by phone Effectiveness of CTA's Customer Service Hotline Availability of temporary service change information	System / route maps easy to understand (1999) Overall availability of CTA system maps (2001) Visibility of bus stop sign (2003) Accuracy of schedule information (2003) Notification of service changes (2003)
Communications On Bus	Clear / timely announcements of next stop Visibility of route names / numbers on outside Availability of printed schedules for all routes Driver explains reasons for delays	No new attributes added over the years.
Operator Attributes	Courtesy of bus driver Bus driver's knowledge of the system, routes, and schedules Driver operates bus in safe / competent manner Professional appearance of driver	Driver's ability to handle / cope with problems / emergencies (2003) Enforcement of rules on the bus (2003) Attitude of bus drivers (2003)
Personal Safety	Safety from crime where I get on / off the bus Personal safety at stop related to behavior of others Personal safety on bus related to behavior of others Safety from crime while riding the bus	Presence / visibility of security personnel and/or police (2003) Presence of video cameras (2003) Availability / visibility of emergency exits on buses (2003)
Comfort On Bus	Availability of seats on the bus Comfortable temperature on the bus Smoothness of bus ride Crowding on the bus Comfort of bus seats	Space for luggage / personal belongings (2003) Availability of handrails (2003)
Comfort At Stops	Availability of seats /benches at stop Availability of shelters at stop	Bus shelters are maintained / repaired in a timely fashion (2003)
Appearance	Cleanliness / appearance of area where I get on or off the bus Cleanliness / appearance of bus exterior Cleanliness / appearance of bus interior Bus shelters / buses are clean of graffiti / window etchings	Fare boxes are maintained / in working order (2003) Repairs to equipment / buses are made in a timely fashion (2003)
Access To Service	Availability of stop where I live Availability of stop where I work	Availability of service to the places where I want to go (2001) Hours of operation (2003) Availability of express or limited stop service (2003) Distance between bus stops (2003)
Accessibility	Ease of getting on / off the bus	Availability of bike racks on buses (2003) Ability to take strollers on bus (2003) Ability to use bus system if disabled (2003)

Composite scores were computed for each dimension by averaging together the scores for the individual attributes contained in the dimension. Two overall composite scores were computed. The first overall score averages only those elements of service used over time. This allows for comparability of scores across years, with 1997 serving as the baseline year. The second overall score averages all services in the dimension, including the new attributes added in recent years. This will allow the CTA to update these comparisons, using 2003 as a new baseline. Finally, an overall composite score across all attributes was computed. All composite scores range from 1 (poor) to 5 (excellent). As in previous years, a letter grade is also assigned for each of these overall scores. Note these overall composite scores are different from the overall bus satisfaction score discussed in the Key Trends section. This overall composite score measures system performance across a range of different attributes, whereas the overall bus satisfaction score reflects general perceptions of service quality.

Consistent with the slight decrease in overall customer satisfaction noted in Section II (Key Trends), there is a decrease in the overall performance composite score from 2001 – overall performance score was 3.75 (on a five-point scale) in 2001 and decreased to 3.69 in 2003.

Despite a slight decrease in overall satisfaction, CTA bus service has much of which to be proud.

- Bus performance has continued to improve in several of the overall performance dimensions, clearly reflecting changes in services and programs over the years. These include:
 - **Information services.** Improvements have been noted each year. The overall performance measure now stands at 3.86. System maps are now widely available, notably with the placement of bus shelters at major stops systemwide.
 - **Communications on bus.** Improvements have been noted each period. The overall performance measure now stands at 3.56. Efforts have been directed at implementing an automated stop announcement system and getting drivers to communicate with customers about problems that may be causing problems or delays.
 - **Comfort at stops and on the bus.** Improvements have been noted each period for comfort at stops and the overall performance measure now stands at 3.36. Performance for comfort on the bus also increased between 1999 and 2001; the overall performance measure now stands at 3.44. Bus shelters have been placed at many stops and new buses introduced. Time is required for customers to note significant changes in service for this attribute.
 - **Appearance.** Customers have noted that the appearance of the bus have improved each period, perhaps reflecting the ongoing introduction of new equipment, in addition to garage maintenance and cleaning efforts.

For the first time, customers have noted a significant increase in reliability of service.

- For the first time, a significant increase has been noted for overall **reliability of service**. This is potentially the most important dimension of service and the focus should be on better understanding improvements in this area and continuing with successful initiatives, such as CTA's recent schedules efficiency review program. The overall performance measure for reliability now stands at 3.17 – up from 3.04 in 2001.

Satisfaction with bus services has declined in a few areas.

- **Access to service.** The overall performance score for access to service has decreased each period since its high in 1999 when the overall performance score for access to service was 4.43. Since CTA made no substantial changes that decreased service (e.g. station closings, bus stop removals, route eliminations) during this period, this finding may reflect changes in where customers work and/or live relative to the alignment of CTA services. The 2003 score of 4.22 remains significantly higher than the 1997 baseline measure.
- **Personal safety.** After two periods of increase (in 1999 and 2001), the overall score for personal safety decreased from 2001. The current overall performance score for personal safety now stands at 3.70 – down from its high of 4.00 in 2001.

- **Intramodal transferring.** After two consecutive periods of increase, the overall score for intramodal transferring (i.e., transferring within the CTA) has decreased from a high of 3.82 in 2001 to its current score of 3.67. This decrease may reflect recent changes in service made before the survey was taken – notably service changes along the Lake Shore. Customers may have been getting accustomed to these changes at the time of the survey.

The proposed fare increase has had some affect on customers' perception of cost of service.

- Finally, after ongoing improvements in cost of service and fare payment, scores for this performance dimension remain virtually unchanged from 2001 – overall score of 4.07.
 - A fare increase – the first in 12 years – was proposed as the 2003 data collection period began. The fact that this score did not decrease significantly may reflect improvements in at least some of the individual elements of service that make up this overall dimension. Moreover, this may suggest a potential willingness on the part of customers to wait and see if the quality and value of bus service continued to support the then-proposed fare increase.

Table 38: Overall Performance -- Bus

		1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	Score	3.45	3.64 (a)	3.75 (abd)	3.69 (ab)
	Grade	C+	B-	B-	B-
Access to Service	Score	4.06	4.43 (acd)	4.29 (a)	4.22 (a)
	Grade	B	B+	B	B
Operator Attributes	Score	3.81	4.07 (a)	4.13 (ab)	4.12 (a)
	Grade	B-	B	B	B
Accessibility	Score	n.a.	n.a.	n.a.	4.11
	Grade	n.a.	n.a.	n.a.	B
Cost of Service / Fare Payment	Score	3.60	3.79 (a)	4.08 (ab)	4.07 (ab)
	Grade	C+	B-	B	B
Information Services	Score	3.49	3.75 (a)	3.79 (a)	3.86 (abc)
	Grade	C+	B-	B-	B-
Appearance	Score	3.25	3.46 (a)	3.69 (ab)	3.80 (abc)
	Grade	C	C+	B-	B-
Personal Safety	Score	3.66	3.90 (ad)	4.00 (abd)	3.70
	Grade	C+	B-	B	B-
Intramodal / Intermodal Travel	Score	3.46	3.73 (a)	3.82 (abd)	3.67 (a)
	Grade	C+	B-	B-	B-
Communications on Bus	Score	3.25	3.40 (a)	3.43 (a)	3.56 (abc)
	Grade	C	C+	C+	C+
Comfort on Bus	Score	3.18	3.27 (a)	3.41 (ab)	3.44 (ab)
	Grade	C	C	C+	C+
Comfort at Stops	Score	2.72	2.71	2.86 (ab)	3.36 (abc)
	Grade	C-	C-	C-	C+
Reliability	Score	3.07	3.03	3.04	3.17 (abc)
	Grade	C	C	C	C

Grades are derived from the mean of each performance dimension and the break points are as follows: D = 2.00-2.33, D+ = 2.34-2.66, C- = 2.67-2.99, C = 3.00-3.33, C+ = 3.34-3.66, B- = 3.67-3.99, B = 4.00-4.33, B+ = 4.34-4.66.

Intramodal / Intermodal Travel (Transferring)

After ongoing increases in performance for intramodal travel from 1997 to 2001, bus customers' ratings for intramodal travel decreased significantly from 2001.

- Customer ratings for intramodal* travel decreased significantly from 2001 – from a high of 3.82 in 2001 to 3.67 in 2003. This decrease in performance may be attributed to the announcement of a fare increase and a general perception that all fares, including transfer costs, would increase. The proposed fare increase did not include an increase in the cost of a transfer, though restrictions on the use of the transfer were proposed; in fact, under the final terms of the fares proposal, the cost of a transfer decreased from 30 cents to 25 cents and no new restrictions were imposed. As customers become more familiar with the actual components of the fare changes, including the fact that the cost of transferring decreased, ratings for this attribute may again increase.
- Only 62 percent of CTA bus customers gave the CTA a “good” or “excellent” rating for cost of transferring in 2003, compared with 74 percent in 2001. Nearly twice as many bus customers gave the CTA a negative rating – 20 percent negative in 2003 compared with 10 percent negative in 2001. At least some (19%) bus customers appear to be taking a “wait and see” attitude, giving the CTA a neutral rating for this attribute.
- Bus customers' ratings for the ease of making transfers also decreased significantly between 2001 and 2003. Again, this may reflect concerns about the impact of the proposed fare increase on transferring, with customers feeling that the ease with which they have been transferring would decrease in the future. However, other analysis shows that customers are having more problems when transferring, suggesting the possibility of specific problems that may require additional investigation.
- Bus customers' ratings for wait time when transferring have continued to improve each year.
- Four new attributes were added this year to explore customer ratings for information on transferring and intermodal* transferring. Note, only those customers who have actual experience with transferring were asked to evaluate these attributes.
 - Bus customers are generally pleased with the information available on how to transfer within the CTA. This attribute received the highest rating of all attributes included in this dimension.
 - Bus customers are also generally pleased with the coordination of schedules and routes within the CTA.
 - More than half (52%) of CTA bus customers who transfer within the CTA gave the CTA an above-average rating – 27 percent gave the agency an “excellent” rating for this attribute. Only 17 percent of customers who transfer gave the CTA below-average ratings for this attribute.
 - Bus customers who transfer intermodally (from CTA to Pace and/or Metra) are **not** satisfied with the coordination of schedules and routes between the CTA and Pace or Metra.
 - Less than one out of three (30%) CTA bus customers who transfer between the CTA and Pace gave the CTA a “good” or “excellent” rating for the coordination of schedules and routes between the two systems. Fifteen percent (15%) gave the CTA a neutral rating. However, nearly half (46%) gave the CTA a below-average (fair to poor) rating; over one out of four (28%) gave the CTA a “poor” rating for this attribute. Only two percent (2%) of CTA customers ride Pace and then transfer to a CTA bus or train.

* Intramodal travel is defined as transfers within the CTA – e.g., from CTA bus to CTA rail, from CTA rail to rail, and/or from CTA bus to bus.

* Intermodal transferring is defined as transfers between the CTA and Pace and/or Metra.

- Thirty percent (30%) of CTA bus customers who transfer between the CTA and Metra gave the CTA an above-average – “good” or “excellent” – rating. Forty percent (40%) are neutral. Thirty percent (30%) are negative, with 19 percent giving the CTA a “poor” rating for this attribute and 11 percent giving the agency a “fair” rating. Less than two percent (1.3%) of CTA customers ride Metra and then transfer to a CTA bus or train.

Table 39: Performance – Intramodal / Intermodal Travel (Transferring)

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.46	3.73 (a)	3.82 (abd)	3.67 * (a) 3.70 **
Ease of Making Transfers	3.75	4.06 (ad)	4.12 (ad)	3.89
Time Allowed to Make Transfers	n.a.	n.a.	3.76	3.81
Cost of a Transfer	3.44	3.84 (a)	4.06 (abd)	3.68 (a)
Number of Transfers Allowed Before Second Fare is Paid	n.a.	n.a.	3.68	3.56
Wait Time when Transferring	3.19	3.27	3.38 (a)	3.41 (a)
Information on How to Transfer Between CTA Buses and/or Trains	n.a.	n.a.	n.a.	3.93
Coordination of Schedules and Routes from CTA to CTA	n.a.	n.a.	n.a.	3.53
Coordination of Schedules and Routes Between CTA and Metra	n.a.	n.a.	n.a.	2.91
Coordination of Schedules and Routes Between CTA and Pace	n.a.	n.a.	n.a.	2.86
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				
n.a. – new attributes added; not asked in years noted.				

Fare Payment / Cost of Service

- Despite the announcement of a fare increase, the CTA's overall performance score for Fare Payment / Cost of Service did not change significantly from 2001. Moreover, performance on this overall dimension remains significantly higher than in 1997 and 1999.
- Continued positive ratings for this dimension are primarily attributable to continued improvements in the ease of getting passes and/or fare cards. Nearly three out of five (57%) customers gave the CTA an "excellent" rating for the ease of getting passes and/or fare cards. Twenty-six percent (26%) gave the CTA a "good" rating for this aspect of service.
- The announcement of a fare increase did have a somewhat negative impact on the perceived cost of a one-way ride on the bus. However, this decrease is not statistically significant. Two out of five (41%) customers gave the CTA an "excellent" rating for the cost of a one-way ride; 25 percent rate the CTA as "good." Only 11 percent gave the CTA a below-average rating for the cost of a one-way ride.
- On the other hand, the announcement of a fare increase did have a significant negative impact on the perceived cost of using the CTA compared to the cost of driving a car.
 - In 2001, 80 percent gave the CTA satisfactory ratings for its cost compared with driving a car compared with 73 percent in 2003. The percentage of customers giving a negative rating increased from 7 percent to 9 percent.
- In addition, the announcement of a fare increase had a significant negative impact on the perceived value of service received for the fare paid.
 - In 2001, nearly three out of four (73%) bus customers gave the CTA positive ratings for value of service; 42 percent rated the CTA "excellent" for value. This past trend likely reflects customer acknowledgement that CTA had not raised its fares since 1991. In 2003, this figure decreased to 63 percent positive with only 38 percent rating the CTA "excellent" for value. This would suggest that if service continues to improve, customers' attitudes toward value in light of increased fares may improve as well.
- Four attributes were added in 2003 to measure satisfaction with different aspects of the Transit Cards and the availability of different fare options.
 - Bus customers are generally satisfied with the ease of using vending machines to purchase transit cards. They are less satisfied with the availability of sales outlets to purchase Transit Cards and passes and the number of transit vending machines available.
- Two additional attributes were added in 2003 to measure integration of fares with Metra and Pace. These questions were asked only of those bus customers who use Metra and/or Pace.
 - Integration of fares with Metra are viewed more positively than integration of fares with Pace. More than two out of five (43%) CTA bus customers who use Metra rate fare integration as "excellent" compared with 40 percent of CTA bus customers who use Pace. Nearly twice as many customers say the CTA does a "poor" job of fare integration with Pace than with Metra – 18 percent compared to 10 percent, respectively. Note these perceptions are inconsistent with actual fare policy in that CTA fare media is accepted on Pace but not on Metra. This may at least partially reflect Pace's decision to no longer accept CTA 7-day passes.

Table 40: Performance – Fare Payment / Cost of Service

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.60	3.79 (a)	4.08 (ab)	4.07 * (ab) 4.08 **
Ease of Getting Passes or Fare Card	3.93	4.11 (a)	4.16 (a)	4.30 (abc)
Ease of Recharging Transit / Fare Cards	n.a.	3.94	4.09 (b)	4.10 (b)
Ease of Paying Fare on the Bus	4.08	4.27 (a)	4.34 (ad)	4.20
Cost of Using CTA Compared to Cost of Auto	n.a.	n.a.	4.26 (d)	4.11
Cost of a Pass	2.97	3.95 (a)	4.05 (a)	4.05 (a)
Cost of a One-Way Ride on the Bus	3.32	3.67 (a)	3.90 (ab)	3.82 (ab)
Value of Service Received for the Fare Paid	3.52	3.79 (a)	3.99 (abd)	3.76 (a)
Ease of Using Vending Machines to Purchase Transit Cards	n.a.	n.a.	n.a.	4.25
Fare Payment Options that Fit my Needs	n.a.	n.a.	n.a.	4.19
Availability of Sales Outlets / Places to Buy Transit Cards	n.a.	n.a.	n.a.	4.10
Compatibility of Fares / Fare Integration with Metra	n.a.	n.a.	n.a.	4.01
Number of Transit Card Vending Machines	n.a.	n.a.	n.a.	3.88
Compatibility of Fares / Fare Integration with Pace	n.a.	n.a.	n.a.	3.80
<p>* Overall score including only those attributes used in previous years ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.</p>				

Information Services

Bus customers are increasingly satisfied with the quality and availability of information on riding provided by the CTA.

- Overall performance ratings for information services have increased each year. Moreover, there was a significant improvement between 2001 and 2003. This success is primarily attributable to the following:
 - Continuous improvements in the availability of temporary service change information, the availability of accurate route and schedule information at the bus stops, and the ease of getting information by telephone.
 - In 1997, less than half (47%) of CTA bus customers gave a positive rating for the availability of temporary service change information. This figure increased to 50 percent positive in 1999, to 55 percent positive in 2001, and to 58 percent positive in 2003. Notably, the percentage of “excellent” ratings increased by 50 percent – from 22 percent “excellent” in 1997 to 34 percent “excellent” in 2003.
 - In 1997, less than half (46%) of CTA bus customers gave a positive rating for the availability of accurate route and schedule information at the bus stop. In 2003, this figure has increased to 58 percent positive, its highest percentage ever. What is even more significant is the decrease in negative ratings – from 18 percent “poor” in 1997 to only 11 percent “poor” in 2003. This shift to more positive ratings may be due to the fact that there are now CTA maps in the city’s new bus stop shelters.
 - The percentage of positive ratings for getting information by telephone has also continued to improve each year. In 2003, seven out of ten (70%) of all CTA bus customers gave the CTA a positive rating for service on this attribute; half (50%) gave the CTA an “excellent” rating.
 - Ongoing efforts to increase the effectiveness of the CTA’s Customer Service Hotline have also contributed to improvements in customer ratings.
 - The percentage of positive ratings for the effectiveness of the CTA’s Customer Service Hotline increased significantly between 1997 and 1999, and have held steady since then. In 2003, 71 percent of CTA bus customers gave the CTA positive ratings for the effectiveness of the customer service hotline; 44 percent gave the agency an “excellent” rating for this service.
- Three new attributes were added in 2003 to reflect additional customer requirements for information.
 - The CTA does best for its placement of bus stop signs to ensure visibility. Over half (51%) of all CTA bus customers gave the agency an “excellent” rating for the visibility of bus stop signs.
 - The CTA gets somewhat higher ratings for advance notification of service changes than it does for the availability of temporary service change information. This difference, however, is not statistically significant. Though generally positive, the rating for notification of service change information is below average relative to other attributes in this dimension.
 - The CTA gets below-average ratings (relative to other attributes in this category) for the accuracy of schedule information. Past research has shown that the availability of accurate schedule information has a strong positive effect on customers’ perceptions of reliability and on-time performance. The CTA may wish to put additional effort into making accurate bus schedules readily available.

Table 41: Performance – Information Services

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.49	3.75 (a)	3.79 (a)	3.86 * (abc) 3.86
System and Route Maps are Easy to Understand	n.a.	4.09	4.17	4.15
Ease of Getting Information by Phone	3.71	3.89 (a)	3.89 (a)	3.99 (a)
Effectiveness of CTA's Customer Service Hotline	3.57	3.90 (a)	3.91 (a)	3.91 (a)
Availability of CTA System Maps	n.a.	n.a.	3.78	3.87
Availability of Temporary Service Change Information	3.34	3.45	3.52 (a)	3.66 (ab)
Availability of Accurate Route & Schedule Information at Stops	3.26	3.52 (a)	3.50 (a)	3.63 (a)
Visibility of Bus Stop Sign	n.a.	n.a.	n.a.	4.18
Notification of Service Changes	n.a.	n.a.	n.a.	3.70
Accuracy of Schedule Information	n.a.	n.a.	n.a.	3.64
* Overall score including only those attributes used in previous years ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.				

Reliability

For the first time, bus customers have noted a significant increase in the reliability of bus service.

- After static performance over the years, bus customers noted a significant improvement in overall reliability of service – with overall performance for reliability increasing from 3.04 in 2001 to 3.17 in 2003. This overall improvement can be attributed to improvements in three areas:
 - Performance for the attribute “travel time by bus compared with by car” has increased significantly since 1999. Nearly half (48%) of CTA bus customers rate travel time positively in 2003 compared with 42 percent in 1999. This suggests that, despite increasing congestion, the CTA’s has been successful in its efforts to make improvements to service and empower operators to take steps to recover their schedule.
 - Ratings for how good a job CTA has been doing on the amount of time between buses have fluctuated over the years. However, 2003 ratings are significantly higher than in 1997, and are the highest ratings ever for this attribute. In 2003, one out of five (20%) bus customers rated CTA as “excellent” for the amount of time between buses, compared with only 15 percent in 2001.
 - Finally, ratings for knowing what time the next bus arrives improved significantly and are also at their highest levels ever. In 2003, two out of five (40%) CTA bus customers gave the CTA positive ratings for this attribute. That is up from 36 percent in the previous three survey periods. In addition, negative ratings in 2003 decreased to 37 percent from a high of 44 percent in 1999.
- Concerns expressed in the customer focus groups about “bus bunching” led to the addition of one attribute – consistent scheduling of buses – in this version of the survey.
 - The CTA achieved average ratings for this new attribute. Although two out of five (41%) customers gave the CTA a positive rating, the largest individual segment (27%) was neutral and 32 percent gave the CTA negative ratings for this attribute.

Table 42: Performance – Reliability

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.07	3.03	3.04	3.17 * (abc) 3.16 **
Travel Time by Bus Compared with by Car	3.39 (b)	3.20	3.26	3.35 (b)
On-Time Performance	3.12	3.10	3.10	3.18
Amount of Time Between Buses	2.93	3.05	2.98	3.10 (a)
Knowing What Time the Next Bus Arrives	2.92	2.86	2.91	3.04 (bc)
Consistent Scheduling of Buses	n.a.	n.a.	n.a.	3.12
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				
n.a. – new attributes added; not asked in years noted.				

Communications on Bus

Bus customers are also increasingly satisfied with the communications provided while riding.

- Overall ratings for communications while riding the bus have increased each year. Moreover, there was a significant improvement between 2001 and 2003 – from 3.43 in 2001 to 3.56 in 2003. This success is primarily attributable to the following:
 - Continuous improvements in the clear and timely announcement of upcoming stops. In 1997, just over two out of five (41%) CTA bus customers gave the CTA a positive rating for this attribute. This figure increased to 45 percent in 1999, to 52 percent in 2001, and 69 percent in 2003. Notably, “excellent” ratings have increased significantly – doubling from only 23 percent in 1997 to 46 percent in 2003 – no doubt at least partially due to automated stop announcements on many buses.
 - Improvements in the availability of printed schedules. In 1997, 37 percent of all bus customers gave the CTA a positive rating for the availability of printed schedules for all bus routes. This increased to 49 percent in 2003. The percentage of “excellent” ratings increased from 24 percent in 1997 to 32 percent in 2003 – due potentially to the increase in web usage as well as printing of bus schedules.

Table 43: Performance – Communications on Bus

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.25	3.40 (a)	3.43 (a)	3.56 (abc)
Clear & Timely Announcements of Next Stop	3.15	3.27	3.47 (ab)	3.95 (abc)
Visibility of Route Names & Numbers on Outside of Bus	4.04	4.09 (d)	4.02	3.91
Availability of Printed Schedules	2.94	3.23 (a)	3.20 (a)	3.32 (a)
Driver Explains Reasons for Delays & Problems	2.83	2.97	3.00	2.99
* No new attributes added in this section				

[Blank page inserted for pagination purposes.]

Operator Attributes

Bus operators are one of CTA's core strengths.

- Bus customers are increasingly positive toward service provided by the bus operators. Overall ratings improved significantly between 1997 and 2001. Although there was no significant change in the overall performance score for this dimension in 2003, there were notable improvements in individual attributes.
- Ratings for the safe and competent operation of the bus have improved each year. Ratings in 2003 are the highest ever. In 1997, 71 percent of all bus customers gave the CTA a positive rating for safe and competent operation of the bus. This figure increased to 80 percent in 2003. What is more significant is the increase in "excellent" ratings – from 40 percent in 1997 to 49 percent in 2003. Moreover, the percentage of negative ratings decreased from 11 percent in 1997 to only 5 percent in 2003.
- Ratings for drivers' knowledge of routes and schedules have also improved each year. In 1997, two out of three (67%) bus customers gave the CTA a positive rating for this attribute. This increased to 76 percent in 2003. The percentage of "excellent" ratings has increased from 36 percent in 1997 to 48 percent in 2003.
- Three new attributes were added to the operator attributes dimension this year to reflect changing customer expectations for service. It should be noted that with the addition of these three new attributes, the overall performance rating for this dimension is lower than without these attributes. Moreover, all three of these attributes received below-average ratings within this dimension.
- While still a generally positive rating (well above the mid-point on the scale), operators' attitude received the lowest overall rating. Moreover, operators received a lower rating for attitude than for courtesy.
- Bus customers are generally positive (67 percent positive ratings) about operators' ability to handle / cope with problems or emergencies on the bus. Bus customers are also generally positive (63 percent positive ratings) about operators' enforcement of the rules on the bus. However, the ratings for operators' ability to handle / cope with problems or emergencies are significantly higher than the ratings for operators' enforcement of the rules on the bus.
- These ratings would suggest that CTA training should focus on operators' enforcement of rules on the bus. This would also suggest that bus operators understand their responsibilities in providing safe service, but may require reinforcement that courteous and friendly service is also important.

Table 44: Performance –Operator Attributes

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.81	4.07 (a)	4.13 (ab)	4.12 * (a) 3.96 **
Professional Appearance	4.09	4.37 (a)	4.40 (a)	4.31 (a)
Safe & Competent Operation of the Bus	3.93	4.06 (a)	4.16 (ab)	4.21 (ab)
Driver's Knowledge of Routes & Schedules	3.80	3.98 (a)	4.08 (a)	4.10 (a)
Courtesy of Bus Drivers	3.56	3.87 (a)	3.84 (a)	3.85 (a)
Driver's Ability to Handle / Cope with Problems or Emergencies	n.a.	n.a.	n.a.	3.88
Enforcement of Rules on the Bus	n.a.	n.a.	n.a.	3.74
Attitude of Bus Drivers	n.a.	n.a.	n.a.	3.61
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				
n.a. – new attributes added; not asked in years noted.				

Personal Safety

Bus customers are increasingly concerned about their personal safety while riding and/or waiting for the bus.

- After two consecutive periods of significant improvements, bus customers' ratings for personal safety decreased significantly from 2001. The decrease in performance ratings is fairly consistent across all four of the primary safety attributes and may reflect a general decrease in people's sense of security in many aspects of life. Moreover, following the events of September 11, 2001, more police and security personnel were visible across the city as a whole, including the transit system. The visibility of these personnel on CTA has decreased, while the introduction of video cameras on the buses may be a less obvious safety instrument.
- Notably, there were significant decreases in:
 - Customers' feelings of personal safety while riding due to the behavior of others on the bus. In 2001, 72 percent of bus customers gave the CTA positive ratings for this important aspect of service. This figure decreased to 60 percent in 2003. Moreover, the percentage of negative ratings doubled – from nine percent in 2001 to 18 percent in 2003.
 - Customers' ratings for safety from crime at bus stops. The percentage of positive ratings decreased from 74 percent in 2001 to 63 percent in 2003. The percentage of negative ratings increased from 10 percent to 16 percent.
 - Customers' feelings of personal safety while waiting for the bus due to the behavior of others. The percentage of positive ratings declined from 67 percent in 2001 to 57 percent in 2003. Negative ratings also increased significantly – from 13 percent in 2001 to 20 percent in 2003.
- Three new attributes were added to this dimension this year to reflect changes in service and programs over the years.
 - The CTA receives generally high ratings for the availability and visibility of emergency exits on the bus.
 - The CTA also receives relatively high ratings for the presence of video cameras on the bus. Two out of five (41%) customers gave the CTA an "excellent" rating for the presence of video cameras; an additional one out of five (20%) customers gave the CTA a "good" rating, for a total positive rating of 61 percent.
 - There is a relationship between customers' ratings for the presence of video cameras and their feelings of safety on the bus. For example, nearly three out of five (57%) customers who gave the CTA an "excellent" rating for the presence of video cameras also rate the CTA as "excellent" for personal safety while riding as it relates to the conduct of others. Only 12 percent of customers who rate the CTA as anything less than "excellent" for the presence of video cameras rate the CTA as "excellent" for personal safety while riding. The CTA may wish to actively promote awareness of video cameras on the buses to enhance customers' perceptions of safety.
 - The CTA receives relatively low ratings for the presence or visibility of security personnel or police while riding the bus. Only two out of five (39%) bus customers gave the CTA a positive rating for this attribute – 23 percent "excellent" and 16 percent "good." In addition, 39 percent gave the CTA a negative rating – 23 percent "poor" and 16 percent "fair."
 - There is a similar relationship between customers' ratings for the presence or visibility of security personnel or police and their feelings of safety while riding the bus.
 - More than four out of five (83%) customers who rate the CTA "excellent" for the presence / visibility of police or security personnel also rate the CTA as "excellent" for personal safety from crime while riding. Only 25 percent of customers who rate the CTA as anything less than "excellent" for the presence or visibility of security personnel or police rate the CTA as "excellent" for personal safety while riding. To enhance customers' perceptions of safety, communications may need to clarify that transit police are indeed monitoring the bus system, albeit by following buses in police vehicles.

Table 45: Performance – Personal Safety

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.66	3.90 (ad)	4.00 (abd)	3.70 * 3.70 **
Safety from Crime While Riding	3.73	4.02 (ad)	4.07 (ad)	3.85 (a)
Safety from Crime at Stops	3.67	3.96 (ad)	4.03 (ad)	3.73
Personal Safety On Bus Related to the Behavior of Others	3.62	3.73	3.95 (abd)	3.66
Personal Safety at Stops Related to the Behavior of Others	3.53	3.72 (ad)	3.85 (ad)	3.58
Availability / Visibility of Emergency Exits on Buses	n.a.	n.a.	n.a.	4.35
Presence of Video Cameras	n.a.	n.a.	n.a.	3.68
Presence / Visibility of Security Personnel or Police	n.a.	n.a.	n.a.	3.00
* Overall score including only those attributes used in previous years. ** New overall score inclusive of all attributes. n.a. – new attributes added; not asked in years noted.				

Comfort on Bus

Ratings for comfort on the bus have not changed since 2001 and remain significantly higher than previous years.

- Following the 1997 benchmark, significant increases in bus comfort were noted by customers. There have been no significant changes from 2001.
 - Ratings for crowding on the bus increased significantly between 1999 and 2001 but remain unchanged between 2001 and 2003. Moreover, there appears to be no significant difference in the 2003 scores and earlier (pre-2001) measures, despite the fact that the 2001 and 2003 ratings are similar. This reflects greater variability in responses in 2003 – that is, more customers are at the extreme ends of the scale (excellent or poor), which would suggest that crowding on the buses may only be an issue on certain routes and/or at certain times of the day.
- Two new attributes were added to this dimension in 2003.
 - Availability of handrails performed the best of all comfort attributes. Nearly half (46%) of all bus customers state that the CTA does an “excellent” job providing handrails on the buses; an additional 28 percent also gave the agency a somewhat positive score, for a total of 74 percent positive.
 - Conversely, the CTA does an average or below-average job of providing space for luggage and personal belongings while riding the bus. Although two out of five (40%) bus customers gave the CTA positive ratings for this attribute, virtually the same number (37%) gave the CTA negative ratings. This rating may improve as CTA continues to renew its fleet with both low-floor buses and larger-capacity articulated buses.

Table 46: Performance – Comfort on Bus

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.18	3.27 (a)	3.41 (ab)	3.44 * (ab) 3.47 **
Comfortable Temperature on Buses	3.55	3.62 (a)	3.64 (a)	3.66 (a)
Smoothness of Ride	3.30	3.59 (a)	3.65 (a)	3.66 (a)
Comfort of Bus Seats	3.52	3.72 (a)	3.76 (a)	3.62
Availability of Seats on Bus	3.20	3.18	3.36 (a)	3.25
Crowding on the Bus	2.76	2.76	2.96 (ab)	2.90
Availability of Handrails	n.a.	n.a.	n.a.	4.05
Space for Luggage / Personal Belongings	n.a.	n.a.	n.a.	3.04
* Overall score including only those attributes used in previous years; ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.				

Comfort at Stops

The introduction of the City of Chicago's new bus passenger shelters has greatly increased customer ratings for comfort at bus stops.

- Twice as many bus customers now give the CTA “excellent” ratings for availability of shelters at stops – 36 percent in 2003 compared with 18 percent in 2001. Ratings for the availability of seats at stops also increased significantly – from 18 percent “excellent” in 2001 to 29 percent in 2003.
- One new attribute was added to the comfort at stops dimension this year, in part to measure the City of Chicago's bus shelter program in which an outside contractor is responsible for the maintenance of the shelters. The addition of this new attribute had the effect of increasing the overall score for comfort at stops significantly. Note this program is still new. Given the impact of the addition of this score on overall performance for this dimension of service, it will be important to ensure that the new shelters are indeed maintained and repaired in a timely manner.
- Bus customers believe that shelters are maintained and/or repaired in a timely fashion, suggesting that the new vendor is doing an effective job. Two out of five (41%) bus customers gave the CTA an “excellent” rating for this attribute; an additional 25 percent gave the CTA a positive rating. Fifteen percent (15%) gave the CTA a negative rating for this attribute.

Table 47: Performance – Comfort at Stops

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	2.72	2.71	2.86 (ab)	3.36 (abc) 3.51 **
Availability of Shelters at Stops	2.80	2.76	2.89	3.50 (abc)
Availability of Seats at Stops	2.64	2.65	2.82 (a)	3.23 (abc)
Bus Shelters are Maintained / Repaired in a Timely Fashion	n.a.	n.a.	n.a.	3.82
* Overall score including only those attributes used in previous years; ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.				

Appearance

Bus customers' ratings for the appearance of buses continue to improve.

- Bus customers are increasingly pleased with the appearance of the CTA fleet. Notably, bus customers are increasingly satisfied with:
 - Keeping buses and bus shelters free of graffiti and window etchings. In 1997, only 34 percent of bus customers gave the CTA positive ratings for removal of graffiti and window etchings. This figure increased to 39 percent in 1999, 52 percent in 2001, and 66 percent in 2003. The percentage of “excellent” ratings more than doubled from 16 percent in 1997 to 35 percent in 2003. “Operation Clearview” was introduced as a pilot program in 1999, and by 2001 all buses were protected with clear protective film covering the windows.
- Two new attributes were added to the appearance dimension this year.
 - Bus customers are generally pleased with the maintenance of the fareboxes on the bus. More than three out of four (77%) bus customers give the CTA a positive rating for this attribute; 44 percent rate the agency “excellent.”
 - Bus customers rate the CTA lower for maintaining the equipment and buses in a timely manner, compared to other aspects of appearance. Although more than half (57.5%) give the agency positive ratings, a large number (26%) are neutral. Sixteen percent are negative.

Table 48: Performance – Appearance

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.25	3.46 (a)	3.69 (ab)	3.80 * (abc) 3.84
Cleanliness / Appearance of Bus Exterior	3.44	3.93 (a)	4.03 (a)	3.96 (a)
Cleanliness / Appearance of Area Around Bus Stops	3.53	3.68	3.85 (ab)	3.90 (ab)
Bus Shelters & Buses are Clean of Graffiti & Window Etchings	2.96	3.05	3.43 (ab)	3.78 (abc)
Cleanliness / Appearance of Bus Interior	3.36	3.61 (a)	3.68 (a)	3.56 (a)
Fareboxes are Maintained & Working	n.a.	n.a.	n.a.	4.11
Repairs to Equipment & Buses are Made in Timely Manner	n.a.	n.a.	n.a.	3.66
* Overall score including only those attributes used in previous years; ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.				

Access to Service

Customers are generally pleased with their ability to access CTA bus service, however, performance ratings for this dimension of service have decreased over the years.

- Access to service received the highest overall rating of all dimensions. However, bus customers' ratings for access to service have been decreasing and are significantly lower than in 1999. This is primarily due to a decrease in satisfaction with:
 - Access to service where customers work. The majority (58%) of CTA bus customers continue to give the CTA "excellent" ratings for the availability of a bus stop near where they work. However, the percentage of customers giving negative ratings increased significantly – from 7 percent in 2001 to 11 percent in 2003. This may reflect the move of jobs to areas outside the downtown Central Business District where service coverage may be less dense and/or where transit journeys may require a transfer.
- Three new attributes were added to the access to service dimension this year. With the addition of these new attributes, the overall performance rating for this dimension is lower than without these attributes. This is due primarily to below-average ratings (within the category) for the following:
 - Hours of operation. Although the majority (67%) of bus customers gave the CTA positive ratings for hours of operation, 17 percent gave negative and 16 percent gave neutral responses.
 - Availability of express or limited stop service. Again, the majority (64%) of bus customers were positive; however, 17 percent were negative and 19 percent were neutral. Note, the majority of express or limited stop service routes are along the Lake Shore and new/revised routes had been recently introduced when the survey was conducted. It is possible that the impact of these service changes had yet to sink in. Moreover, additional adjustments made to these services, based on customer feedback, did not take effect until after the survey was fielded.

Table 49: Performance – Access to Service

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	4.06	4.43 (acd)	4.29 (a)	4.22 * (a) 4.07 **
Availability of Bus Stop Where I Live	4.13	4.43 (a)	4.40 (a)	4.42 (a)
Availability of Bus Stop Where I Work	3.99	4.44 (acd)	4.30 (a)	4.19 (a)
Availability of Service to Where I Want to Go	n.a.	n.a.	4.17	4.05
Distance between Stops	n.a.	n.a.	n.a.	4.17
Hours of Operation	n.a.	n.a.	n.a.	3.81
Availability of Express or Limited Stop Service	n.a.	n.a.	n.a.	3.78
* Overall score including only those attributes used in previous years; ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.				

Accessibility

This is an entirely new dimension added in 2003 to capture new attributes suggested by the focus group participants. Ease of getting on and off the bus was originally in the personal safety and comfort dimension.

Accessibility does not appear to be a major problem with bus service.

- Bus customers are increasingly satisfied with the ease of getting on and off the buses. This reflects the ongoing efforts to increase accessibility through the introduction of low-floor buses and other improvements to make it easier for passengers to board and alight. Today, 97 percent of CTA buses are ADA accessible compared with only 71 percent in 1997.
- In 2003, nearly three out of five (57%) CTA bus customers gave the CTA “excellent” ratings for ease of boarding and alighting compared with 42 percent in 1997.
- Three additional attributes make up this dimension. In general, the CTA does well for accessibility – an overall score of 4.11, the third highest score overall.
 - Of the three new attributes, CTA receives its best ratings for providing bus service for persons with disabilities. Nearly three out of five (57%) give the CTA “excellent” ratings for this attribute; an additional 21 percent give the agency a “good” rating for a total of 78 percent who are positive.
 - Note, a small number (2%) of respondents indicate that they have a disability that makes it difficult for them to use the bus. Among these customers, ratings of bus service for those with disabilities are more neutral. Although half give the CTA positive ratings (20 percent “excellent” and 30 percent “good”), 30 percent are “neutral,” and 20 percent say the CTA does a “poor” job.
 - The CTA does well in terms of providing bike racks on buses. More than three out of four (77%) give the agency positive ratings; 57 percent say the CTA does an “excellent” job. This is consistent with CTA’s recent investment in bike racks for all but the oldest buses in its fleet.
 - Bus customers do not feel the CTA performs as well in making it easy to take strollers on the bus. Although the majority (58%) is positive, one-fourth (26%) are neutral and 16 percent are negative. CTA has made it easier in recent years for customers with strollers, no longer requiring that customers fold strollers upon boarding. Again, the move toward low-floor buses may help improve future scores.

Table 50: Performance – Accessibility

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall				4.11 **
Ease of Getting On and Off the Bus	3.98	4.07	4.18 (a)	4.26 (ab)
Ability to Use Bus System if Disabled	n.a.	n.a.	n.a.	4.25
Availability of Bus Racks on Buses	n.a.	n.a.	n.a.	4.16
Ability to Take Strollers on Bus	n.a.	n.a.	n.a.	3.73
* Overall score including only those attributes used in previous years; ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.				

Performance Factors that Drive CTA Bus Customer Loyalty

In 1995 and 1997, respondents were asked the importance of and their ratings for the different service elements. In 1999, the importance section was eliminated. Instead, respondents were asked to rate each of the individual service elements (poor to excellent) and report whether or not they had a problem with service for that element within the past month.

This analysis determines the relative impact of attributes on overall performance by measuring customers' relative decreases in performance ratings when a recent problem with an attribute is reported. The analysis is a three-step process:

- Step One determines which attributes have the greatest impact on overall performance. For each attribute, mean performance ratings are calculated for two groups: (1) those that have had a recent problem with service; and (2) those that have not had a problem with service. The difference between the two means is referred to as the **"Gap Score."**

If the size of the gap score increases but problem occurrence remains the same, it suggests that there are potential problems with the consistency with which front-line service personnel respond to problems when they occur.

On the other hand, if the size of the gap score decreases while problem occurrences remain unchanged, it would suggest that those dealing with the public are more effective when problems are encountered than they may have been in the past.

- In Step Two, the **Rate of Problem Occurrence** is calculated. It is important to consider the rate of problem occurrence. A particular attribute may have a large gap score and therefore have a significant impact on *overall performance ratings*. However, the percentage of customers reporting a problem with the attribute is relatively small. In this case, it is probably not worth a transit agency's time and expense to further lower the problem occurrence rate. On the other hand, if an attribute's gap score is moderately low, but the rate at which customers experience a problem is high, the effect of the attribute on overall performance ratings is magnified and will require attention.
- In Step Three, a composite index is calculated by multiplying the **Gap Score** by the **Rate of Problem Occurrence**. This composite index is called the **"Impact Score."** Those elements of service with the highest impact scores are the factors that drive customer perceptions of performance and long-term loyalty. Over time, the goal would be to reduce the Impact Score, by decreasing **The Rate of Problem Occurrence** and/or by reducing the **Gap Score**.

This approach makes sense because within the delivery of quality service framework, there are two ways transit agencies can improve customers' overall perceptions of the quality of service: reduce the impact of problematic experiences or reduce the rate of problem occurrences in the first place.

Gap Score Analysis

One strategy for improving customer perceptions of service quality is to reduce the impact of problematic experiences on customer ratings for an attribute – i.e., reduce the Gap Score.

- The CTA has been successful in decreasing the Gap Score for several bus attributes. Even with these improvements, continued focus should be on reducing Gap Scores and/or Rate of Problem Occurrence for those areas with high Impact Scores (bold type).
 - **Visibility of route names and numbers on outside of bus.**
 - **Time allowed to transfer before a second fare is paid.**
 - **Availability of temporary service change information.** Note this is the second consecutive decrease in Gap Scores for this attribute, suggesting continued improvements in this area over the years.

- **Cost of a one-way ride.** Despite the proposed fare increase, the Gap Score for this attribute decreased from previous survey periods, suggesting that customers may be better able to understand the cost of a ride and/or be having fewer problems with the fare media than in the past.
- **Cost of a transfer.** Note this is the second consecutive decrease in Gap Scores for this attribute, suggesting that bus operators may be handling fare disputes better.
- Ease of getting on and off the bus. This decrease follows a significant increase in the impact of problems between 1999 and 2001. This would suggest that drivers may be handling problematic experiences better and/or operating the new equipment more effectively.
- System and route maps are easy to understand.
- Ease of getting passes and fare cards. In addition to a decreasing Gap Score, this attribute had a decreasing rate of problem occurrence – from 14 percent in 2001 to five percent in 2003.
- Cost of a pass. Like ease of getting passes, this attribute had both a decreasing Gap Score and a decreasing rate of problem occurrence – from 11 percent in 2001 to two percent in 2003.

In two instances, the Gap Score decreased, but the Rate of Problem Occurrence increased significantly. Particular attention should be paid to these areas, as both also have a high Impact Score – that is, they are primary drivers of customer perceptions of performance.

- **Effectiveness of customer service hotline** – rate of problem occurrence increased from 11 percent to 18 percent.
- **Number of transfers allowed before second fare is paid** – rate of problem occurrence increased from 15 percent to 21 percent. This may reflect dissatisfaction with elements of the 2004 fare proposal, which was announced just prior to conducting the survey and included limitations on transfer usage. These limitations were not part of the final fare policy implemented in January, 2004.

Finally, there are a number of instances where the Gap Score increased – i.e., when problems occurred, there was a greater impact on customer perceptions of performance. Particular attention should be paid to those areas where Gap Scores have increased and Impact Scores are high. Those attributes with high Impact Scores are highlighted in bold.

- **Availability of printed schedules for all bus routes.**
- **Cleanliness / appearance of bus interior** and the cleanliness and appearance of the bus exterior.
- **Availability of bus service to places where customers want to go.**
- Availability of bus stops where customers work and live.
- Bus operators' knowledge of system.
- Safety from crime while riding.
- Ease of paying fares on the bus.
- Cost of CTA compared to cost of using a car.
- Professional appearance of bus drivers.

Rate of Problem Occurrence Analysis

Another way for agencies to improve customers' overall ratings for service is to reduce customers' problematic experiences with those attributes that have the greatest negative impact on overall performance ratings – i.e., reduce the Rate of Problem Occurrence.

- The CTA has been successful in decreasing the **Rate of Problem Occurrence** for several attributes. All of the attributes highlighted in bold have high Impact Scores – that is, they are primary drivers of customer attitudes toward service. Efforts should be continued to decrease the Rate of Problem Occurrence in these areas.
 - **Time between buses.** The Rate of Problem Occurrence decreased from 54 percent in 2001 to 47 percent in 2003.
 - **On-time performance.** Note this decrease follows an increase in problem occurrence from 1999 to 2001. Although still relatively high (43%), the current level of problem occurrence is significantly lower than in 2001 (51%) and also lower than in 1999 (47%).
 - **Knowing what time the next bus arrives.** Rate of Problem Occurrence decreased from 50 percent in 2001 to 43 percent in 2003.
 - **Crowding on the bus.** Note problem occurrence with this attribute has decreased each year – from a high of 55 percent in 1999 to 50 percent in 2001 to 47 percent in 2003.
 - **Availability of seats on the bus.** Note for this attribute, the Gap Score also decreased. This would suggest that customers are experiencing fewer problems with availability of seats. Moreover, when problems occur, they are less impacted by the problem -- e.g., other customers may give up their seats, customers prefer new seating arrangements on the buses, or standing positions are more adequate than before.
 - **Availability of seats / benches at stops.** Problem occurrence with this attribute has also decreased each year – from a high of 43 percent in 1999 to 39 percent in 2001 to 32 percent in 2003.
 - **Availability of shelters at bus stops.** Problem occurrence with this attribute has decreased each year – from a high of 40 percent in 1999 to 35 percent in 2001 to 28 percent in 2003.
 - **Smoothness of bus ride.** Rate of Problem Occurrence is at its lowest level (21%).
 - **Clear and timely announcements of bus stops.** Rate of Problem Occurrence is at its lowest level to date (18%).
 - **Bus shelters and buses are clean of graffiti and window etchings.** Problem occurrence with this attribute has decreased each year – from a high of 32 percent in 1999 to 24 percent in 2001 to 18 percent in 2003.
 - **Safe and competent operation of buses.** Problem occurrence decreased here– from 19 percent in 2001 to 13 percent in 2003. However, the Gap Score increased, suggesting that although there were fewer problems, the ways in which operators handled the problems were less effective. This may suggest the need for a highly targeted training effort.

In several instances, the Rate of Problem occurrence increased.

- **Wait times when transferring** – rate of problem occurrence increased from 35 percent to 42 percent.
- **Personal safety related to conduct of others at the bus stop** – rate of problem occurrence increased from 13 percent to 18 percent.

- **Value of service for fare paid** – rate of problem occurrence increased from 14 percent to 20 percent. Note this increase follows a decrease in the rate of problem occurrence between 1999 and 2001 – from 17 percent to 14 percent, respectively. This year's increase may be a direct result of the announcement of a fare increase, rather than actual problems with service.

Other Key Issues

Finally, there are several instances where both the Rate of Problem Occurrence and the Gap Scores increased. Particular attention should be paid to these important problem areas.

- **Ease of making transfers** – rate of problem occurrence increased from 12 percent to 24 percent. Moreover, the mean performance rating for those not experiencing problems was 4.30 compared to 2.60 for those experiencing problems. The overall Gap Score is 1.70, up from 1.42 in 2001.
- **Personal safety while riding the bus** – rate of problem occurrence increased from 14 percent to 20 percent. Rate of problem occurrence returned to 1999 levels (20%). The mean performance rating for those not experiencing problems is 3.98 compared to 2.32 for those experiencing problems. The overall Gap Score is 1.66, up from 1.33 in 2001.
- **Safety from crime at bus stops** – rate of problem occurrence increased from 8 percent to 13 percent. The mean performance rating for those not experiencing problems is 3.96 compared to 2.13 for those experiencing problems. The overall Gap Score is 1.83, up from 1.59 in 2001.

Table 51: Performance Factor Analysis

	Gap Score			Rate of Problem Occurrence			Impact Score 2003
	1999 (a)	2001 (b)	2003 (c)	1999 (d)	2001 (e)	2003 (f)	
Time Between Buses	1.87	1.47	1.66	50%	54%	47% ↓	0.783
On-Time Performance	1.86	1.65	1.78	47%	51% ↑	43% ↓	0.765
Knowing What Time Next Bus Arrives	1.85	1.68	1.73	51%	50%	44% ↓	0.761
Consistent Scheduling of Buses	n.a.	n.a.	1.75	n.a.	n.a.	43%	0.748
Crowding on Bus	1.60	1.67	1.56	55%	50% ↓	47% ↓	0.734
Driver Explains Reasons for Delays / Problems	1.98	1.90	1.85	34%	34%	35%	0.643
Availability of Printed Schedules For All Bus Routes	1.86	1.80	2.05 ↑	26%	27%	28%	0.572
Availability of Seats / Benches at Stops	1.82	1.69	1.76	43%	39% ↓	32% ↓	0.566
Wait Time When Transferring	1.67	1.50	1.35	34%	35%	42% ↑	0.565
Availability of Seats on Bus	1.77	1.87	1.61 ↓	44%	38%	34% ↓ (from 1999)	0.550
Space For Luggage / Personal Belongings	n.a.	n.a.	1.80	n.a.	n.a.	30%	0.535
Availability of Shelters at Bus Stops	1.69	1.68	1.92	40%	35% ↓	28% ↓	0.534
Coordination Of Schedules And Routes From CTA to CTA	n.a.	n.a.	1.44	n.a.	n.a.	37%	0.532
Attitude Of Bus Drivers	n.a.	n.a.	1.76	n.a.	n.a.	26%	0.451
Visibility of Route Names / Numbers On Outside of Bus	1.72	2.07	1.85 ↓	21%	20%	24%	0.449
Hours of Operation	n.a.	n.a.	1.83	n.a.	n.a.	24%	0.435
Comfortable Temperature on Bus	1.96	1.84 ↓	1.85	26%	24%	23%	0.433
Accuracy Of Schedule Information	n.a.	n.a.	1.83	n.a.	n.a.	23%	0.429
Travel Time by Bus Compared with by Car	1.50	1.42	1.63	30%	27%	26%	0.419

	Gap Score			Rate of Problem Occurrence			Impact Score 2003
	1999 (a)	2001 (b)	2003 (c)	1999 (d)	2001 (e)	2003 (f)	
Ease of Making Transfers to Another CTA Bus or Train	1.77	1.42	1.70 ↑	12%	12%	24% ↑	0.401
Cleanliness / Appearance of Bus Interior	1.69	1.39	1.69 ↑	24%	23%	23%	0.394
Notification of Service Changes	n.a.	n.a.	1.79	n.a.	n.a.	21%	0.377
Availability of Accurate Route / Schedule Information	2.09	1.64	1.67	23%	26%	22%	0.375
Smoothness of Bus Ride	1.66	1.62	1.76	26%	28%	21% ↓	0.375
Value of Service for Fare Paid	1.71	1.62	1.76	17%	14% ↓	20% ↑	0.359
Availability of Bus Service to Places I Want to Go	n.a.	1.79	2.07 ↑	n.a.	13%	17%	0.347
Availability of Express or Limited Stop Service	n.a.	n.a.	1.99	n.a.	n.a.	17%	0.333
Time Allowed to Transfer Before Second Fare is Paid	n.a.	1.79	1.47 ↓	n.a.	21%	23%	0.331
Comfort of Bus Seats	1.50	1.70	1.82	19%	18%	18%	0.330
Enforcement of Rules on the Bus	n.a.	n.a.	2.02	n.a.	n.a.	16%	0.327
Personal Safety While Riding the Bus	1.64	1.33	1.66 ↑	20%	14% ↓	20% ↑	0.326
Bus Shelters are Maintained / Repaired in a Timely Fashion	n.a.	n.a.	1.67	n.a.	n.a.	19%	0.313
Clear / Timely Announcements of Stops	1.67	1.75	1.72	29%	27%	18% ↓	0.310
Driver's Ability to Handle/Cope with Problems/Emergencies on Bus	n.a.	n.a.	1.94	n.a.	n.a.	16%	0.303
Personal Safety at Bus Stop	1.52	1.64	1.71	15%	13%	18% ↑	0.302
Effectiveness of Customer Service Hotline	1.92	2.13 ↑	1.70 ↓	11%	11%	18% ↑	0.302
Bus Shelters / Buses Clean of Graffiti	1.65	1.63	1.64	32%	24% ↓	18% ↓	0.299
Courtesy of Bus Driver	1.65	1.50	1.58	20%	21%	19%	0.299
Ease of Getting Information by Phone	2.03	1.90	1.73	12%	12%	17%	0.294
Availability of Temporary Service Change Info.	1.90	1.80 ↓	1.56 ↓	17%	17%	19%	0.289
Repairs to Equipment / Buses Are Made in a Timely Fashion	n.a.	n.a.	1.71	n.a.	n.a.	17%	0.287
Cleanliness / Appearance of Bus Stops	1.66	1.77	1.87	15%	16%	15%	0.283
Availability of Handrails	n.a.	n.a.	1.76	n.a.	n.a.	16%	0.273
Transfers Allowed Before Second Fare is Paid	n.a.	1.68	1.28 ↓	n.a.	15%	21% ↑	0.273
Cost of a One-Way Ride	1.96	1.90 ↓	1.84 ↓	15%	12%	14%	0.266
Information About How to Transfer Between CTA Buses / Trains	n.a.	n.a.	1.66	n.a.	n.a.	15%	0.246
Cost of a Transfer	2.17	1.79 ↓	1.67 ↓	12%	11%	16%	0.264
Presence / Visibility of Security Personnel and/or Police	n.a.	n.a.	1.52	n.a.	n.a.	16%	0.250
Fare Boxes are Maintained / in Working Order	n.a.	n.a.	1.40	n.a.	n.a.	17%	0.244
Ability to Take Strollers on Bus	n.a.	n.a.	1.41	n.a.	n.a.	17%	0.242
Availability of Bus Stop Where Work	1.83	1.73	2.20 ↑	9%	8%	11%	0.240

	Gap Score			Rate of Problem Occurrence			Impact Score 2003
	1999 (a)	2001 (b)	2003 (c)	1999 (d)	2001 (e)	2003 (f)	
Bus Driver's Knowledge of System	1.82	1.53↓	1.86 ↑	15%	15%	13%	0.235
Safety from Crime Where Get On / Off Bus	1.84	1.59	1.83 ↑	9%	8%	13% ↑	0.232
Visibility of Bus Stop Sign	n.a.	n.a.	1.70	n.a.	n.a.	13%	0.223
Availability of CTA System Maps	n.a.	1.81	1.65	n.a.	17%	13%	0.222
Distance Between Bus Stops	n.a.	n.a.	1.68	n.a.	n.a.	13%	0.212
Bus Driver Operates Bus in Safe / Competent Manner	1.68	1.39	1.62 ↑	17%	19%	13% ↓	0.207
Ease of Getting On / Off Bus	1.82	1.93↑	1.66 ↓	18%	15%	12%	0.202
Ease of Paying Fare on Bus	2.04	1.40	1.62 ↑	10%	11%	12%	0.197
Safety from Crime While Riding Bus	1.67	1.59	1.81 ↑	9%	8%	10%	0.187
System / Route Maps Easy to Understand	1.75	1.94	1.44 ↓	11%	11%	13%	0.185
Presence of Video Cameras	n.a.	n.a.	1.66	n.a.	n.a.	11%	0.177
Fare Payment Options That Fit My Needs	n.a.	n.a.	1.67	n.a.	n.a.	10%	0.174
Availability of Bus Stop Where Live	2.37	1.73	2.20 ↑	8%	9%	7%	0.154
Cleanliness / Appearance of Bus Exterior	1.81	1.50	1.85 ↑	10%	11%	8%	0.151
Cost of CTA Compared to Cost of Using Auto	n.a.	1.44	1.75 ↑	n.a.	7%	7%	0.131
Availability of Sales Outlets/Places to Purchase Transit Cards/Passes	n.a.	n.a.	1.64	n.a.	n.a.	7%	0.122
Ability to Use Bus System if Disabled	n.a.	n.a.	1.19	n.a.	n.a.	9%	0.112
Availability of Bike Racks on Buses	n.a.	n.a.	1.63	n.a.	n.a.	6%	0.091
Professional Appearance of Driver	1.71	0.88	1.64 ↑	4%	7%	5%	0.086
Ease of Recharging Fare Cards / Chicago Cards	2.05	1.67	1.67	15%	15%	5%	0.078
Number of Transit Card Vending Machines	n.a.	n.a.	1.37	n.a.	n.a.	6%	0.076
Ease of Getting Passes / Fare Cards	2.07	1.81	1.55 ↓	12%	14%	5% ↓	0.075
Ease of Using Vending Machines to Purchase Transit Cards	n.a.	n.a.	1.61	n.a.	n.a.	5%	0.074
Availability / Visibility of Emergency Exits on Buses	n.a.	n.a.	1.44	n.a.	n.a.	5%	0.068
Coordination of Schedules and Routes Between CTA and Pace	n.a.	n.a.	2.00	n.a.	n.a.	2%	0.040
Cost of a Pass	1.93	1.68↓	1.47↓	12%	11%	2%↓	0.028
Coordination of Schedules and Routes Between CTA and Metra	n.a.	n.a.	1.05	n.a.	n.a.	1%	0.013
Compatibility of Fares / Fare Integration with Pace	n.a.	n.a.	2.41	n.a.	n.a.	0%	0.006
Compatibility of Fares / Fare Integration with Metra	n.a.	n.a.	2.44	n.a.	n.a.	0%	0.005

Target Improvement Areas – CTA Bus

To identify potential opportunities for quality improvement, we classified these service elements into four quadrants based on the gap score, the incidence of problem occurrences and whether the service element is a primary driver of customer perceptions of service quality. The median is used as the dividing point between quadrants. As illustrated below, these quadrants provide indicators of potential problems and opportunities. They can be used to set priorities for areas that may require attention.

		<i>Problem Occurrence</i>	
		High	Low
<i>Gap Score</i>	High	<i>Immediate Issues</i>	<i>Strengths</i>
	Low	<i>Improvement Opportunities</i>	<i>Maintenance</i>

Scheduling and Reliability

- As in previous surveys, attention should continue to focus on **improving scheduling and reliability**. These service elements have high gap scores as well as an above-average incidence of problem occurrences. Thus, they are immediate issues of concern. Moreover, these elements are primary drivers of customer attitudes toward service – that is, they have high Impact Scores. These service elements include, in order of this survey year's Impact Score:
 - On-time performance.
 - Knowing what time the next bus arrives.
 - Consistent scheduling of buses (new attribute in 2003).

Despite this continued need to focus on scheduling and reliability, one service attribute that has consistently been identified as an immediate issue – time between buses – is now in the improvement opportunity quadrant. This is due to a significant decrease in the Gap Score from the original measure taken in 1999.

Communications

- Improved communications** should also continue to be a focus. These service elements include, in order of this year's Impact Score:
 - Driver explains reasons for delays and problems.
 - Availability of printed schedules for all bus routes.
 - Visibility of route names / numbers on outside of bus.
 - Accuracy of schedule information (new attribute in 2003).
 - Notice of service changes (new attribute in 2003).
 - Clear and timely announcements of stops.

Two aspects of communications, included in previous surveys, have become more immediate issues than in the past. In the past, these service elements were considered strengths.

- Effectiveness of CTA's customer service hotline. This service element experienced a significant increase in the Rate of Problem Occurrence between 2001 and 2003 (from 11 percent to 18 percent, respectively). Causes for this increase should be carefully examined.

- Ease of getting information by phone. This service element also experienced an increase in the Rate of Problem Occurrence between 2001 and 2003 (from 12 percent to 17 percent, respectively). Although this difference is not statistically significant, these two service elements are closely linked.

Finally, two aspects of communications that were immediate issues in previous surveys have become of less concern:

- Availability of temporary service change information was an immediate issue in previous surveys but has moved to the improvement opportunity quadrant. This is due to the continuous improvements made within the CTA to minimize the impact of a service change on customer satisfaction through better communications. Care should be taken to maintain service in this area.
- Availability of CTA system maps is now in the maintenance quadrant. This may reflect timelier issuance of map updates and the introduction of CTA system maps in the bus shelters.

Passenger Comfort

- Comfort while riding and bus maintenance also continue to be immediate issues. Specifically, customers are looking for improvements in (listed in order of this year's Impact Score):
 - Availability of seats and benches at stops
 - Providing adequate space for luggage and personal belongings (new attribute in 2003)
 - Maintaining a comfortable temperature on the bus
 - Availability of bus shelters at stops
 - Visibility of route names / numbers on outside of bus
 - Smoothness of the ride
 - Comfort of bus seats
 - Repairs to equipment / buses are made in a timely manner (new attribute in 2003)

Several aspects of comfort while riding that were issues in the past have become less of an issue today – that is, they have moved from the immediate issue quadrant to the improvement opportunity quadrant. Care should be taken to continue to maintain service in these areas. They include:

- Crowding on the bus
- Availability of seats on the bus

Bus Operators

- CTA bus **operators** are both a strength and a weakness. Strengths include (listed in order of this year's Impact Score):
 - Operators' enforcement of rules on the bus (new attribute in 2003)
 - Operators' ability to handle / cope with problems or emergencies on the bus (new attribute in 2003)
 - Operators' knowledge of system and routes
 - Operators' safe and competent operation of the bus
 - Professional appearance of the operator

Weaknesses include (again listed in order of impact):

- Attitude of bus operators (new attribute in 2003)
- Courtesy of bus operators

Access to Service

- **Availability of / access to service** has become a greater issue since 2001. Specifically, customers are looking for improvements in (listed in order of impact):
 - Availability of bus service to places they want to go. This attribute was in the strength quadrant in 2001.
 - Availability of express or limited stop service (new attribute in 2003).
- On the other hand, the **availability of service where customers work and/or live** is a strength. Note that Gap Scores for these attributes did increase. Should this trend continue and/or problem occurrences increase, then what is currently a strength could become a future issue.
- Hours of operation (a new attribute added in 2003) is not a significant issue.

Other Immediate Issues

- Finally, three individual aspects of service have become greater issues since 2001. These include:
 - **Wait time when transferring.** Customers have experienced a significant increase in the number of problems they have encountered when transferring – up from 35 percent in 2001 to 42 percent in 2003. Given the high importance placed on this attribute (as measured by the overall impact on customer satisfaction when problems occur), particular attention should be paid to addressing this issue.
 - **Value of service for fare paid.** In 2001, this attribute was in the maintenance quadrant. Its move to an immediate issue may in part reflect the announcement of a fare increase and perceptions on the part of customers that value of service might not support this increase. Continued service improvements would counter this perception. However, customers did report an increase in problems with this attribute, potentially suggesting that at least in some cases, customers may feel that the quality of existing service did not justify the fare increase.
 - **Personal safety at bus stops.** This attribute reflects concerns about safety related to the behavior of others rather than concerns about safety from actual crime. This increased concern is due to a stated increase in problems while waiting. In addition, the negative impact of these problems on customer satisfaction has also increased. Particular attention should be paid to addressing this high impact issue, although much related to the bus stop environment is beyond CTA's direct control.

Table 52: Target Improvement Opportunities – CTA Bus

IMMEDIATE ISSUES	STRENGTHS
<p>On-Time Performance</p> <p>Knowing What Time Next Bus Arrives</p> <p>Consistent Scheduling of Buses</p> <p>Driver Explains Reasons for Delays / Problems</p> <p>Availability of Printed Schedules for All Bus Routes</p> <p>Availability of Seats / Benches at Stops</p> <p>Space For Luggage / Personal Belongings</p> <p>Availability of Shelters at Bus Stops</p> <p>Attitude of Bus Drivers</p> <p>Visibility of Route Names / Numbers on Outside of Bus</p> <p>Hours of Operation</p> <p>Comfortable Temperature on Bus</p> <p>Accuracy of Schedule Information</p> <p>Ease of Making Transfers to Another CTA bus or train</p> <p>Notification of Service Changes</p> <p>Smoothness of Bus Ride</p> <p>Value of Service for Fare Paid</p> <p>Availability of Bus Service to Places I Want to Go</p> <p>Availability of Express or Limited Stop Service</p> <p>Comfort of Bus Seats</p> <p>Clear / Timely Announcements of Stops</p> <p>Personal Safety at Bus Stop</p> <p>Effectiveness of Customer Service Hotline</p> <p>Ease of Getting Information by Phone</p> <p>Repairs to Equipment / Buses Are Made in a Timely Fashion</p>	<p>Enforcement of Rules on the Bus</p> <p>Driver's Ability to Handle/Cope with Problems/Emergencies on Bus</p> <p>Cleanliness / Appearance of Bus Stops</p> <p>Availability of Handrails</p> <p>Cost of a One-Way Ride</p> <p>Availability of Bus Stop Where Work</p> <p>Bus Driver's Knowledge of System</p> <p>Safety from Crime Where Get On / Off Bus</p> <p>Visibility of Bus Stop Sign</p> <p>Safety from Crime While Riding Bus</p> <p>Availability of Bus Stop Where I Live</p> <p>Cleanliness / Appearance of Bus Exterior</p> <p>Cost of CTA Compared to Cost of Using Auto</p> <p>Coordination of Schedules And Routes Between CTA and Pace</p> <p>Compatibility of Fares / Fare Integration With Pace</p> <p>Compatibility of Fares / Fare Integration With Metra</p>
IMPROVEMENT OPPORTUNITIES	MAINTENANCE
<p>Time Between Buses</p> <p>Crowding on Bus</p> <p>Wait Time When Transferring</p> <p>Availability of Seats on Bus</p> <p>Coordination of Schedules and Routes from CTA to CTA</p> <p>Travel Time by Bus Compared with by Car</p> <p>Cleanliness / Appearance of Bus Interior</p> <p>Availability of Accurate Route / Schedule Information</p> <p>Time Allowed to Transfer Before Second Fare is Paid</p> <p>Personal Safety While Riding the Bus</p> <p>Bus Shelters are Maintained / Repaired in a Timely Fashion</p> <p>Bus Shelters / Buses Clean of Graffiti</p> <p>Courtesy of Bus Driver</p> <p>Availability of Temporary Service Change Information</p> <p>Transfers Allowed Before Second Fare is Paid</p> <p>Fare Boxes are Maintained / In Working Order</p> <p>Ability to Take Strollers on Bus</p>	<p>Information About How to Transfer Between CTA Buses / Trains</p> <p>Cost of a Transfer</p> <p>Presence / Visibility of Security Personnel and/or Police</p> <p>Availability of CTA System Maps</p> <p>Distance Between Bus Stops</p> <p>Bus Driver Operates Bus in Safe / Competent Manner</p> <p>Ease of Getting On / Off Bus</p> <p>Ease of Paying Fare on Bus</p> <p>System / Route Maps Easy to Understand</p> <p>Presence of Video Cameras</p> <p>Fare Payment Options That Fit My Needs</p> <p>Availability of Sales Outlets/Places to Purchase Transit Cards/Passes</p> <p>Ability to Use Bus System if Disabled</p> <p>Availability of Bike Racks On Buses</p> <p>Professional Appearance of Driver</p> <p>Ease of Recharging Fare Cards / Chicago Cards</p> <p>Number of Transit Card Vending Machines</p> <p>Ease of Getting Passes / Fare Cards</p> <p>Ease of Using Vending Machines to Purchase Transit Cards</p> <p>Availability / Visibility of Emergency Exits on Buses</p> <p>Cost of a Pass</p> <p>Coordination of Schedules and Routes Between CTA and Metra</p>
<p><i>Note those highlighted in bold type were determined to be the primary determinants of customer satisfaction (that is they have high Impact Scores). Attributes are listed in order of impact scores – those with higher impact scores are likely to have a greater impact on customer satisfaction.</i></p>	

III. Rail Strengths & Weaknesses

Respondents evaluated the performance of CTA's rail service on 93 specific aspects of service; 34 of these attributes were new in 2003. Responses were recorded on a five-point scale ranging from 1 (poor) to 5 (excellent). Results are presented here at the systemwide level only. Full survey results, in the form of banner tables as well as a data diskette, have been delivered to CTA staff for subsequent analysis by geographic area of residence, as needed. Selected geographic breakdowns are provided earlier in this report for key travel behavior and loyalty measures. Further analysis of these statistically valid subareas is expected to be a valuable continuing resource for the CTA.

Overall Performance

Analysis in 1995 and 1997 identified nine (9) broad dimensions of service that customers use to evaluate overall service performance. These broad dimensions encompass ratings for specific aspects of CTA's rail service. Over the years, new attributes have been added to the survey to reflect the changes in service. Focus groups in 2003 identified further aspects of service that should be included in the survey and refined the dimensions. In some instances, new dimensions were formed. In others, service elements were added to existing dimensions. For 2003, 14 broad dimensions of services, encompassing 93 elements of service, were identified and now form the basis for analysis. Past data were incorporated into these new dimensions to allow comparability over time.

The following table illustrates those elements of service contained within each of these performance dimensions.

- **Intramodal (within CTA) / Intermodal (between system) Travel:** This is a new dimension in 2003. Ease of making transfers and wait time when transferring were originally part of the reliability dimension. Cost of a transfer was originally part of the fare payment dimension. In 2001, two additional attributes – time allowed to make transfers before second fare is paid and number of transfers allowed before second fare is paid – were added. These attributes were not included in the calculation of overall scores in 2001.

It was clear in the focus groups that customers thought of these aspects of service as a discrete dimension. In addition, four new service elements were added addressing coordination of schedules when transferring within the CTA and between the CTA and Pace or Metra.

- **Fare Payment:** This is an original dimension. New service elements have been added over the years to reflect changes in fare media. Note that cost of a transfer was originally part of this dimension. In addition, ease of paying fare at the train stations was originally part of the comfort dimension. However, it was evident in the focus groups that this is a fare payment element. These changes may reflect changes in fare payment and new fare media since the original analysis. New attributes were also added to this dimension in 2003.
- **Reliability:** This is an original dimension. However, as a result of the focus group sessions the attribute travel time by rail compared with by car moved from the communications dimension to this dimension. In addition, two new elements of service were added.
- **Information Services:** This is an original dimension. However, based on the focus group sessions, two attributes originally in the communications / service dimension – availability of printed schedules for all trains and availability of accurate information at stations – have been moved to this dimension.
- **Communications on the Train:** This is a new dimension in 2003 and contains attributes clearly identified by the focus group participants.
- **Communications at the Station:** This is also a new dimension in 2003 and was created based on results from the focus groups.

- **Operator Attributes:** This is a new dimension in 2003 based on focus group results. These attributes were originally included with the rail personnel dimension. The focus group results clearly suggested this should be a separate dimension as customers clearly distinguish rail operators from other CTA personnel.
- **Customer Assistant Attributes:** This also is a new dimension created in 2003 and contains attributes taken from other dimensions. The focus groups clearly indicated that customers distinguish between in-station personnel – i.e., Customer Assistants – and other CTA personnel.
- **Personal Safety:** This is an original dimension. However, several aspects of service related to comfort are now in a separate dimension. Service elements here focus solely on safety from crime and perceptions of safety / security resulting from the behavior of others while riding or waiting for the train.
- **Comfort on Trains / Comfort at Stations / Appearance:** Originally two dimensions, these attributes have now been separated into three dimensions that more accurately represent how customers think about service.
- **Access to Service:** This is an original dimension.
- **Accessibility:** This is a new dimension and contains only a single attribute (ease of getting on and off the train) that has been used over the years. Additional attributes were added to this dimension in 2003 based on feedback from the focus groups.

Table 53: Rail Service Elements

Dimension	Included Service Elements	
	Original Attributes	Additional Attributes (year added)
Intermodal / Intramodal Travel	Ease of making transfers Cost of a transfer Wait time when transferring	Time allowed to make transfers before a second fare is paid (2003) Number of transfers allowed before a second fare is paid (2003) Information on how to transfer between CTA buses and/or trains (2003) Coordination of schedules and routes from CTA to CTA (2003) Coordination of schedules and routes between CTA and Metra (2003) Coordination of schedules and routes between CTA and Pace (2003)
Cost Of Service / Fare Payment	Cost of a one-way ride Cost of a pass Value of service for fare paid Ease of getting passes / tokens / fare cards Ease of paying fare at the train stations	Ease of recharging transit / fare cards (1999) Cost of using CTA compared with cost of using an auto. (2001) Availability of sales outlets/places to purchase cards/passes (2003) Compatibility of fares / fare integration with Pace (2003) Compatibility of fares / fare integration with Metra (2003) Fare payment options that fit my needs (2003) Ease of using vending machines to purchase transit cards (2003) Number of transit card vending machines (2003)
Reliability	On-time performance Knowing what time next train arrives Amount of time between trains Travel time by train compared with by car	Consistent scheduling of trains (2003) Consistent positioning of trains when they stop in the stations (2003)
Information Services	Availability of printed schedules for all trains Availability of accurate route and schedule information at train stations Ease of getting information by phone Effectiveness of CTA's Customer Service Hotline Availability of temporary service change information	Availability of CTA system maps (2001) Visibility of signage in stations (2003) Accuracy of schedule information (2003) Notification of service changes (2003)
Communications On Train	Clear and timely announcements of next stop Visibility of route names / colors on the outside of the train Names of the train stations are clearly visible from inside the train Operator or automated announcements explain reasons for delays or other problems	No new attributes added over the years.
Communications At Stations		System / route maps are easy to understand (1999) Signs in rail stations are easy to understand (1999) Quality of information in Rail Stations about how to leave the station and continue on to destination (2001) Availability of Customer Assistants in stations to answer questions (2003)
Operator Attributes	Courtesy of train conductors / operators Safe train operation Professional appearance of the operator Operator's knowledge of the system, routes, and schedules	Operator's ability to handle / cope with problems or emergencies (2003) Enforcement of rules on the train (2003) Attitude of operators (2003)

Dimension	Included Service Elements	
	Original Attributes	Additional Attributes (year added)
Customer Assistant Attributes	Courtesy and helpfulness of the customer assistants in the stations	Customer Assistant's knowledge of system, routes, and schedules (2001) Availability of Customer Assistants to help with fare media (2003) Customer Assistants' responsiveness to problems (2003) Attitude of customer assistants (2003)
Personal Safety	Safety from crime where I get on / off the train Personal safety at stations related to the behavior of others Personal safety on train related to behavior of others Safety from crime while riding the train	Presence / visibility of security personnel and/or police (2003) Presence of video cameras (2003) Availability / visibility of emergency exits on trains (2003)
Comfort On Trains	Availability of seats on the train Comfortable temperature on the train Smoothness of ride Comfort of seats Crowding on the train	Space for luggage / personal belongings (2003) Availability of handrails (2003)
Comfort At Stations	Availability of seats or benches at my station Availability of parking at my station The train station is well lit	Comfortable temperature in stations (2003) Stations are well-maintained / repairs are made in a timely fashion (2003)
Appearance	Cleanliness / appearance of train stations Cleanliness / appearance of train interior Cleanliness / appearance of train exterior Trains and stations are clean of graffiti and window etchings	Appearance of concession area in / near rail stations (1999) Availability of merchandise in stations (1999) Condition of phones in stations / on platforms (1999) Repairs to trains / equipment are made in a timely fashion (2003)
Access To Service	Availability of a station where I live Availability of a station where I work	Availability of service to the places where I want to go (2001) Hours of operation (2003)
Accessibility	Ease of getting on or off the train	Ability to take bikes on trains (2003) Ability to take strollers on train (2003) Ability to use train system if disabled (2003)

[Blank page inserted for pagination purposes.]

Composite scores were computed for each dimension by averaging together the scores for the individual attributes contained in the dimension. Two overall composite scores were computed. The first overall score averages only those elements of service used over time. This allows for comparability of scores across years, with 1997 serving as the baseline year. The second overall score averages all services in the dimension, including the new attributes added in recent years. This will allow the CTA to update these comparisons, using 2003 as a new baseline. Finally, an overall composite score across all attributes was computed. All composite scores range from 1 (poor) to 5 (excellent). As in previous years, a letter grade is also assigned for each of these overall scores. Note these overall composite scores are different from the overall rail satisfaction score discussed in the Key Trends section. This overall composite score measures system performance across a range of different attributes.

CTA rail has improved or maintained service in seven of the fourteen overall dimensions of service.

- **Rail operators’** performance has continued to improve, clearly reflecting training and an emphasis on customer satisfaction over the years. Improvements have been noted each year and the overall performance measure now stands at 4.27 (on a five-point scale) – well within the target performance zone (four or higher on the five-point scale).
- Rail performance has been maintained in several critical areas. Given the relatively high ratings that rail has achieved in some of these areas, it would be idealistic to continue to expect significant growth in these areas without significant investments. The maintenance of service, therefore, suggests that CTA is continuing to meet customer expectations in these areas. These include:
 - **Communications on Trains:** Performance ratings for this dimension of service are comparable to 2001 and significantly higher than previous years. The current rating of 4.20 is well within the target zone.
 - **Customer Assistant Attributes:** The idea of Customer Assistants was first launched in 1996 with the introduction of Transit Cards – when employees who had in the past worked in the token booths began working with customers to assist in using the new Transit Card vending machines. A significant increase in ratings for these personnel was noted from 1997 to 1999 – from a baseline score of 3.57 to 3.85. This overall rating has not changed since then. There are further opportunities to improve in this area as ratings remain outside the target zone.
 - **Information Services:** Following the first survey in 1995, printed schedules were made available. The subsequent results in 1997 showed a significant increase in rail customer ratings for service. Ratings again increased between 1997 and 1999. Since that time, in the customers’ eyes, CTA rail has maintained relatively high levels of performance in this area. However, the current ratings of 3.83 remain outside the target zone, suggesting further opportunities for improvement.
 - **Reliability:** Ratings for reliability increased significantly between 1997 and 1999 – from 3.52 to 3.71, reflecting the printing and distribution of schedules for all trains as well as other service improvements. Since that time ratings have remained nearly the same. Current ratings are 3.75. Again, this performance score remains outside the target zone. Given the overall importance of this dimension of service for customers’ overall satisfaction and loyalty, particular emphasis should be placed on further improvements in this area.
 - **Comfort on Trains:** Comfort on trains increased significantly between 1997 and 2001 – from a baseline measure of 3.21 in 1997 to 3.46 in 2001. Performance for comfort on trains has remained virtually unchanged since 2001 – the current 2003 rating is 3.48. Although this rating is significantly higher than 1997 and 1999, comfort on trains receives one of the lowest overall composite performance scores and is well outside the target zone. This is also an importance dimension of service for overall customer satisfaction and loyalty. Particular focus should be placed on improvements in this area.
 - Finally, after ongoing improvements in **cost of service and fare payment**, scores for this performance dimension remain virtually unchanged from 2001 – overall score of 4.17 (on a five-point scale). A fare increase – the first in 12 years – was announced as the 2003 data collection period began. The fact that this score did not decrease significantly may reflect improvements in at least some of the individual elements of service that make up this overall dimension. This may also suggest willingness on the part of customers to wait and see if the quality and value of service support the proposed fare increase.

Rail customers do report some perceived degradation of certain service quality elements from 2001.

- Although overall rail customer satisfaction remains virtually unchanged from 2001, rail customers are reporting some areas where overall performance has decreased from 2001 – overall performance score was 3.93 in 2001 and decreased to 3.85 in 2003. This decrease in overall performance can be attributed primarily to decreases in rail customer ratings for:
 - **Access to Service:** Although still viewed positively, rail customers' ratings for access to service decreased in 2003 from the peak in 1999, when the attribute received a rating of 4.36. Current performance for this dimension is still high (4.25) and is within the target zone (score of 4 or higher). Given the decline over the years, however, this should continue to be carefully monitored.
 - **Communications at Stations:** This dimension was first measured in 1999 when the high score of 4.29 was achieved. Ratings for this dimension of service decreased significantly between 2001 and 2003, however, the current rating of 4.08 is still within the target zone (score of 4 or higher).
 - **Intramodal (transfers within the CTA) Travel:** After increasing each survey period between 1997 and 2001, ratings for intramodal travel decreased significantly between 2001 and 2003. The current score (3.79) is significantly lower than in 2001 (3.87).
 - **Personal Safety:** After two consecutive periods where rail customers' ratings of personal safety increased, ratings in 2003 decreased significantly. The current rating for personal safety now stands at 3.61, down from its high of 3.91 in 2001.
 - **Appearance:** Rail customers' overall ratings for appearance of the trains decreased significantly from 2001 – from a high score of 3.62 in 2001 to 3.52 in 2003.
 - **Comfort at Stations:** Rail customers' overall ratings for comfort at stations have also decreased significantly from previous levels. The overall performance score for comfort at stations is currently at its lowest level (3.46). This performance score is the lowest across all dimensions. Despite notable recent station rehabilitations, still greater efforts are clearly needed in this area.
 - **Accessibility:** Rail customers' ratings for this new dimension are significantly lower than in 2001. Note, only one attribute – ease of getting on and off the train – has been in this dimension over the course of all years.

Table 54: Overall Performance -- Rail

		1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	Score	3.56	3.82 (a)	3.93 (abd)	3.85* (ab) 3.82**
	Grade	C+	B-	B-	B-
Operator Attributes	Score	3.93	4.07 (a)	4.18 (ab)	4.27 (abc)
	Grade	B-	B	B	B
Access to Service	Score	4.14	4.36 (ad)	4.32 (a)	4.25 (a)
	Grade	B	B+	B	B
Communications On Train	Score	3.64	3.82 (a)	4.20 (ab)	4.20 (ab)
	Grade	C+	B-	B	B
Cost of Service / Fare Payment	Score	3.51	4.01 (a)	4.19 (ab)	4.17 (ab)
	Grade	C+	B	B	B
Accessibility	Score	4.01	4.24 (a)	4.29 (ad)	4.16 (a)
	Grade	B	B	B	B
Communications At Stations	Score	n.a.	4.29 (d)	4.22 (d)	4.08
	Grade		B	B	B
Customer Assistant Attributes	Score	3.57	3.85 (a)	3.89 (a)	3.86 (a)
	Grade	C+	B-	B-	B-
Information Services	Score	3.53	3.81 (a)	3.84 (a)	3.83 (a)
	Grade	C+	B-	B-	B-
Intramodal Travel	Score	3.43	3.76 (a)	3.87 (abd)	3.79 (a)
	Grade	C+	B-	B-	B-
Reliability	Score	3.52	3.71 (a)	3.72 (a)	3.75 (a)
	Grade	C+	B-	B-	B-
Personal Safety	Score	3.60	3.71 (ad)	3.91 (abd)	3.61
	Grade	C+	B-	B-	C+
Appearance	Score	3.44	3.59 (ad)	3.62 (ad)	3.52 (a)
	Grade	C+	C+	C+	C+
Comfort On Trains	Score	3.21	3.31 (a)	3.46 (ab)	3.48 (ab)
	Grade	C	C	C+	C+
Comfort At Stations	Score	3.55	3.79 (ad)	3.77 (ad)	3.46
	Grade	C+	B-	B-	C+

Grades are derived from the mean of each performance dimension and the break points are as follows: D = 2.00-2.33, D+ = 2.34-2.66, C- = 2.67-2.99, C = 3.00-3.33, C+ = 3.34-3.66, B- = 3.67-3.99, B = 4.00-4.33, B+ = 4.34-4.66.

Intramodal / Intermodal Travel (Transferring)

After ongoing increases in performance between 1997 and 2001, rail customer ratings for intramodal transferring decreased significantly from 2001.

- Rail customer ratings for intramodal travel decreased significantly between 2001 and 2003. The current overall performance score is 3.79.
 - This decrease in satisfaction is due primarily to a decrease in ratings for the cost of a transfer and may reflect confusion over the different components of the then-proposed fare changes. In actuality, the cost of a transfer on the CTA decreased with the new fare changes, but did not go into effect until after the survey period. It is likely that once customers understand this, ratings for this aspect of service will return to previous levels and may, in fact, increase above these levels.
 - In 2001, half (50%) of CTA rail customers gave the CTA an excellent rating for cost of a transfer. This decreased to 39 percent in 2003. On the other hand, the percentage of customers giving the CTA a negative rating doubled from 9 percent in 2001 to 18 percent in 2003. Unlike bus customers who appear to be taking a “wait and see” attitude toward the fare changes, rail customers appear to have adopted a more critical attitude.
- Rail customer ratings for wait time when transferring decreased somewhat from 2001. Although this difference is not statistically significant, rail schedules nevertheless should be reviewed to determine possible causes for this slight decline.
 - Analysis does suggest that dissatisfaction with wait times when transferring may be higher among Green Line customers than among customers using other rail lines.
- Since 1999, there has been no change in satisfaction with ease of making transfers.
- Two attributes were added to address the amount of time allowed to make transfers and the number of transfers allowed before a second fare is required.
 - Rail customers are generally pleased with the amount of time allowed to make transfers before a second fare is paid.
 - Two-thirds (68%) of rail customers gave the CTA a positive rating for this attribute – 36 percent “excellent” and 31 percent “good.” Only 8 percent gave the CTA a negative rating for this element of service.
 - Compared to 2001, rail customers are somewhat less pleased with the number of transfers allowed before a second fare is required.
 - Although the majority (61%) of rail customers gave the CTA a positive rating for this attribute – 34 percent “excellent” and 27 percent “good” – 17 percent of customers gave the CTA a negative rating for this element of service. Again, proposed changes in transfer policy may have impacted these scores.
- Five new attributes were added to the survey to explore satisfaction with intermodal transferring (transferring between CTA and Pace and/or Metra) and information on transferring. Only those customers who have actual experience with transferring were asked to evaluate these attributes.
 - Rail customers are generally satisfied with their ability to get information on transferring.
 - More than two out of five (44%) rail customers rate the quality of information on transferring as “excellent”; an additional 28 percent say it is “good.”

• Intramodal travel is defined as transfers within the CTA – e.g., from CTA train to CTA bus, from CTA train to train, and/or from CTA bus to bus.

• Intermodal transferring is defined as transfers between the CTA and Pace and/or Metra.

- Rail customers are more satisfied with the coordination of routes and schedules between CTA and Metra or Pace than they are with the coordination of routes and schedules within the CTA.
- One-third (33%) of rail customers transferring between CTA and Pace and 44 percent of those transferring between CTA and Metra gave the CTA an “excellent” rating for the coordination of routes and schedules between these agencies. Less than 2 percent of CTA customers transfer between CTA and Pace; slightly more than 1 percent of CTA customers transfer between CTA and Metra.
- Only 26 percent of rail customers transferring within the CTA gave the CTA an “excellent” rating. More than one out of seven (15%) rail customers who transfer within the CTA gave the agency a negative rating for the coordination of routes and schedules within the CTA.

Table 55: Performance – Intramodal / Intermodal Travel (Transferring)

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.43	3.76 (a)	3.87 (abd)	3.79* (a) 3.83**
Ease of Making Transfers	3.70	4.05 (a)	4.05 (a)	4.08 (a)
Cost of a Transfer	3.42	3.92 (a)	4.15 (abd)	3.83 (a)
Wait Time when Transferring	3.16	3.30 (a)	3.41 (a)	3.34 (a)
Information on How to Transfer Between CTA Buses and/or Trains	n.a.	n.a.	n.a.	4.06
Time Allowed to Make Transfers before Second Fare is Paid	n.a.	n.a.	n.a.	3.95
Number of Transfers Allowed Before Second Fare is Paid	n.a.	n.a.	n.a.	3.72
Coordination of Schedules and Routes Between CTA and Metra	n.a.	n.a.	n.a.	3.73
Coordination of Schedules and Routes Between CTA and Pace	n.a.	n.a.	n.a.	3.71
Coordination of Schedules and Routes From CTA to CTA	n.a.	n.a.	n.a.	3.61
<p>* Overall score including only those attributes used in previous years ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.</p> <p><i>Intramodal travel is defined as transfers within the CTA – e.g., from CTA train to CTA bus, from CTA train to train, and/or from CTA bus to bus. Intermodal transferring is defined as transfers between the CTA and Pace and/or Metra.</i></p>				

Fare Payment / Cost of Service

Despite the announcement of a proposed fare increase, rail customers' ratings for fare payment and cost of service remained unchanged from 2001.

- Customer ratings have increased significantly for a number of attributes in this category, suggesting that, among rail customers, service improvements outweigh the downside of the proposed fare changes. Specifically:
 - Rail customers' ratings for the ease of getting passes or fare cards increased significantly from 2001 and are at their highest point ever. In 2003, nearly three out of five (58%) rail customers gave the CTA an "excellent" rating for the ease of getting passes or fare cards compared to only 38 percent in 1997. What is more notable is the significant decrease in negative ratings – from 15 percent in 1997 to only 5 percent in 2003.
 - Rail customers' ratings for the ease of recharging fare cards has increased each year and is now significantly higher than when first measured in 1999. In 1999, less than half (49%) of rail customers rated CTA as "excellent" for ease of recharging fare cards. This increased to 53 percent in 2001 and to 56 percent in 2003. Dissatisfaction has decreased from 10 percent in 1999 to only 5 percent in 2003.
- On the other hand, at least some ratings suggest that rail customers have concerns about fares and/or the proposed fare changes. Specifically:
 - Ratings for value of service decreased significantly. In 2001, nearly half (47%) of rail customers gave the CTA an "excellent" rating for value of service. This decreased to 40 percent in 2003. Dissatisfaction more than doubled – from 5 percent in 2001 to 12 percent in 2003.
 - The majority of CTA rail customers continue to give the CTA excellent ratings for cost of riding compared with driving, however the ratings have decreased from 61 percent "excellent" in 2001 to 55 percent in 2001.
 - Rail customers express a surprisingly high level of dissatisfaction with the cost of a pass.
 - In 2001, 46 percent of rail customers rated the cost of a pass as "excellent." This figure decreased to 36 percent in 2003. Moreover, dissatisfaction increased from 5 percent in 2001 to 12 percent in 2003. Current ratings are at their lowest levels since 1999 when the CTA introduced several new unlimited-ride pass options.

Table 56: Performance – Fare Payment / Cost of Service

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.51	4.01 (a)	4.19 (ab)	4.17* (ab) 4.16**
Ease of Getting Passes or Fare Card	3.82	4.25 (a)	4.23 (a)	4.35 (abc)
Ease of Recharging Transit / Fare Cards	n.a.	4.10	4.22	4.33 (b)
Ease of Paying Fare at the Train Stations	3.73	4.15 (a)	4.26 (a)	4.22 (a)
Cost of Using CTA Compared to Cost of Auto	n.a.	n.a.	4.40 (d)	4.21
Cost of a One-Way Ride on the Train	3.35	3.72 (a)	4.02 (ab)	3.94 (ab)
Value of Service Received for the Fare Paid	3.57	3.92 (a)	4.20 (abd)	3.93 (a)
Cost of a Pass	2.94	4.01 (a)	4.17 (abd)	3.82 (a)
Ease of Using Vending Machines to Purchase Cards	n.a.	n.a.	n.a.	4.30
Availability of Sales Outlets to Purchase Cards / Passes	n.a.	n.a.	n.a.	4.09
Fare Payment Options that Fit My Needs	n.a.	n.a.	n.a.	4.08
Number of Transit Card Vending Machine s	n.a.	n.a.	n.a.	4.06
Compatibility of Fares / Fare Integration with Metra	n.a.	n.a.	n.a.	3.99
Compatibility of Fares / Fare Integration with Pace	n.a.	n.a.	n.a.	3.59
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				
n.a. – new attributes added; not asked in years noted.				

Reliability

Rail customers' ratings for reliability remain unchanged from previous years.

- After a significant increase between 1997 and 1999, rail customers' mean ratings for reliability have remained virtually unchanged. One change was noted.
- Customers' ratings for on-time performance are splitting. In 2001, 26 percent of rail customers gave the CTA an "excellent" rating; this increased to 31 percent in 2003. On the other hand, the percentage of rail customers giving the CTA a "poor" rating also increased – from 4 percent in 2001 to 7 percent in 2003.
- Two new attributes were added to this dimension in 2003.
- Rail customers are generally pleased with the consistent positioning of trains as they stop in the stations. Nearly half (48%) rate service as "excellent"; an additional 35 percent give this attribute a "good" rating.
- Rail customers' ratings for consistency of the train schedules (i.e., trains not all coming at once) are generally consistent with the overall ratings for the other reliability attributes. One-third (32%) gave the CTA an "excellent" rating for this attribute; the same number (32%) gave the CTA a "good" rating.

Table 57: Performance – Reliability

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.52	3.71 (a)	3.72 (a)	3.75* (a) 3.83**
Travel Time by Train Compared with by Car	3.84	4.02 (a)	3.96	3.97 (a)
On-Time Performance	3.51	3.67 (a)	3.71 (a)	3.72 (a)
Amount of Time Between Trains	3.39	3.62 (a)	3.64 (a)	3.67 (a)
Knowing What Time the Next Train Arrives	3.32	3.52 (a)	3.57 (a)	3.62 (a)
Consistent Positioning of Trains When They Stop	n.a.	n.a.	n.a.	4.23
Consistent Scheduling of Trains	n.a.	n.a.	n.a.	3.75
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				
n.a. – new attributes added; not asked in years noted.				

Information Services

Rail customers' ratings for quality of information services have remained unchanged over the past several years.

- CTA rail achieved a significant increase in rail customers' performance ratings for information services between 1997 and 1999. Since that time, these ratings (as measured by the mean) have remained the same.
- There has been some improvement noted in the availability of printed schedules since 2001. In 2001, 35 percent of rail customers rated the CTA as "excellent" for making printed schedules available; this increased to 39 percent in 2003.
- There has also been some improvement noted in the availability of temporary service change information. In 2001, 26 percent of rail customers gave the CTA an "excellent" rating for this service; this increased to 31 percent in 2003. On the other hand, there has been a significant increase in the number of negative ratings – from 13 percent in 2001 to 18 percent in 2003. Attention should be paid to ensuring that adequate notice is given regarding temporary service changes and/or interruptions as the ongoing station and track maintenance and improvement programs continue.
- Three new information service attributes were added in 2003.
 - Rail customers gave relatively high ratings for the visibility of signage in stations. More than two out of five (43%) rail customers rated the visibility of signs in the stations as "excellent": 33 percent rated them as "good." Only 6 percent of rail customers gave negative ratings for this service element.
 - Ratings for notification of service changes are somewhat below the overall average for this dimension of service. Although one-third (33%) of rail customers gave the CTA an "excellent" rating for service, one out of seven (15%) rail customers gave the CTA a negative rating for this element of service. Like the availability of temporary service change information, this represents an opportunity for improvement.
 - Ratings for the accuracy of schedule information are also somewhat below the overall average for this service dimension. Again, one out of three (33%) rail customers gave the CTA an "excellent" rating for the accuracy of schedule information. On the other hand, 17 percent gave the CTA a negative rating for this service element.

Table 58: Performance – Information Services

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.53	3.81 (a)	3.84 (a)	3.83* (a) 3.84**
Availability of CTA System Maps	n.a.	n.a.	3.88	3.98
Availability of Accurate Route & Schedule Information at Stations	3.72	3.95 (a)	4.00 (a)	3.91 (a)
Ease of Getting Information by Phone	3.52	3.83 (a)	3.80 (a)	3.86 (a)
Effectiveness of CTA's Customer Service Hotline	3.43	3.79 (a)	3.80 (a)	3.80 (a)
Availability of Printed Schedules For All Trains	3.47	3.76 (a)	3.74 (a)	3.78 (a)
Availability of Temporary Service Change Information	3.47	3.69 (a)	3.62 (a)	3.65 (a)
Visibility of Signage in Station	n.a.	n.a.	n.a.	4.12
Notification of Service Changes	n.a.	n.a.	n.a.	3.72
Accuracy of Schedule Information	n.a.	n.a.	n.a.	3.71
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				
n.a. – new attributes added; not asked in years noted.				

Communications on Train

CTA rail has maintained consistently high ratings for communications on the train.

- Following the introduction of improved communications systems on the train, including automated stop announcements, the CTA experienced significant improvements in ratings for communications on the train between 1997 and 1999, and again between 1999 and 2001. Ratings remain unchanged from 2001 to 2003.
- Rail customers continue to give the CTA high ratings – 55 percent “excellent” – for the clear and timely announcements of the next stop. This is more than double the 26 percent “excellent” ratings from the 1997 baseline, prior to deployment of the rail automated announcement system.
- Rail customers also give relatively high ratings for the extent to which the operator or an automated announcement provides information about delays or other problems. In 1997, less than one out of four (24%) rail customers gave the CTA an “excellent” rating for this attribute. This increased to 43 percent in 2003. However, the percentage of “excellent” ratings for the extent to which customers are notified of problems or delays is lower than the percentage of “excellent” ratings for the clear and timely announcements of stops, suggesting that customers expect more and better information about service problems.

Table 59: Performance – Communications on Train

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.64	3.82 (a)	4.20 (ab)	4.20* (ab) 4.20**
Names of train stations clearly visible inside train	4.05	4.31 (a)	4.39 (a)	4.34 (a)
Visibility of route names / colors on outside of train	3.99	4.17 (a)	4.22 (a)	4.27 (a)
Clear / timely announcements of the next stop	3.47	3.48	4.27 (ab)	4.26 (ab)
Explains reasons for delays / problems	3.43	3.55	3.85 (ab)	3.92 (ab)
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes. Note no new attributes added to this dimension.				

Communications at Stations

Communications at stations is a new dimension in 2003 – created by separating some elements of service from other dimensions. The creation of this separate dimension was based on feedback from the focus group participants.

Rail customers feel that the quality of communications at stations has been declining over the years.

- Notably, the rating for the ease of understanding the signs in the stations decreased significantly between 2001 and 2003.
- The percentage of rail customers rating the ease of understanding the signage in the stations as “excellent” declined from 56 percent in 2001 to 53 percent in 2003 while the percentage giving a “good” rating declined from 30 percent in 2001 to 25 percent in 2003. The major shift occurred in the neutral rating – increasing from 10 percent in 2001 to 17 percent in 2003. Thus, rail customers are not negative about the ease of understanding the signage; however room for improvement is clearly being noted.
- The addition of one new attribute to this dimension – availability of customer assistance in the stations – had the effect of decreasing the overall rating for this service dimension.
- Thirty percent (30%) of rail customers gave the CTA an “excellent” rating for the availability of customer assistants in the stations; an additional 26 percent gave the CTA a “good” rating. On the other hand, nearly one out of five (19%) rail customers gave the CTA a negative rating for this element of service.

Table 60: Performance – Communications at Stations

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	n.a.	4.29 (d)	4.22 (d)	4.08* 3.96**
Signs In Stations Are Easy To Understand	n.a.	4.32	4.37 (d)	4.22
System And Route Maps Are Easy To Understand	n.a.	4.21	4.30	4.21
Quality Of Information In Stations About How To Leave Station And Continue To Destination	n.a.	n.a.	3.81	3.79
Availability Of Customer Assistance In Stations	n.a.	n.a.	n.a.	3.60
* Overall score including only those attributes used in previous years ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.				

Operator Attributes

Rail operators represent one of CTA's greatest successes over the years.

- The ratings for the performance of personnel operating the trains have improved each year.
- Ratings for the professional appearance of the operator and their knowledge of the system, routes, and schedules have improved the most over the years.
 - In 1997, only one out of three (33%) customers gave the operators an “excellent” rating for professional appearance. The percentage of “excellent” ratings for professional appearance increased from 48 percent in 2001 to 52 percent in 2003.
 - Similarly, in 1997, 35 percent of all rail customers gave the operators an “excellent” rating for knowledge. This increased to 48 percent in 2003. No significant change in the percentage of “excellent” ratings for operator’s knowledge of the system was noted between 2001 and 2003.
- Ratings for operator courtesy have also increased – from 28 percent “excellent” in 1997 to 38 percent in 2001 to 42 percent “excellent” in 2003.
- Rail customers also feel that operators are doing a better job of operating the train safely. The increase, however, has not been as notable as the other elements in this service dimension, as the percentage of “excellent” ratings in 1997 was already relatively high (43%). In 2003, more than half (52%) of rail customers gave operators an “excellent” rating for safe operation of the train.
- Three new attributes were added to this dimension in 2003. The addition of these attributes has the effect of decreasing the overall rating for this dimension. Moreover, the three new attributes all have lower ratings than the existing attributes. This would suggest some potential opportunities for improvement and training.
 - Nearly two out of five (39%) customers gave operators an “excellent” rating for attitude; an additional 34 percent rate them as “good.” Most notable is the large percentage (24%) giving a neutral rating. This may reflect the fact that customers may have little interaction with operators and therefore have no opinion.
 - There are opportunities for improving the enforcement of rules on the trains. Currently, 30 percent of rail customers rate operators as “excellent” for their enforcement of the rules; 23 percent give them a “good” rating. On the other hand, 17 percent of customers give operators a negative rating for this element of service. Given the potential impact of not enforcing rules on customers’ perceptions of their personal safety and comfort while riding, this is an area that should be addressed. Note, the Red Line (95th / Dan Ryan branch) appears to get lower ratings from customers for this attribute.
 - There are also some opportunities for improving operators’ ability to handle problems and emergencies. One out of ten (10%) customers expresses some concern with this element of service. Again, customers on the Red Line (95th / Dan Ryan branch) give more negative ratings for this element of service.

Table 61: Performance – Attributes of Operators

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.93	4.07 (a)	4.18 (ab)	4.27* (abc) 4.10**
Safe Train Operation	4.16	4.25	4.34 (a)	4.39 (ab)
Professional Appearance of Operator	3.97	4.12 (a)	4.28 (ab)	4.36 (ab)
Operator's Knowledge of System / Routes / Schedules	3.90	4.11 (a)	4.23 (a)	4.25 (ab)
Courtesy of Train Conductors / Operators	3.80	3.94 (a)	4.02 (a)	4.10 (ab)
Attitude of Operators	n.a.	n.a.	n.a.	4.08
Operator's Ability To Handle Problems / Emergencies	n.a.	n.a.	n.a.	3.95
Enforcement of Rules on Trains	n.a.	n.a.	n.a.	3.57
* Overall score including only those attributes used in previous years ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.				

Customer Assistant Attributes

There are opportunities for better service from the customer assistants in the stations.

- Following a significant increase in ratings for customer assistants between 1997 and 1999, service in this area has been maintained. It should be noted that station personnel became much more involved with customers following the launch of Transit Cards in 1996.
- There has been a slight decrease in customers' ratings of the courtesy and helpfulness of the customer assistants in the station between 2001 and 2003. Although this decrease is not significant, it is notable given the relatively low rating (3.60) for the availability of customer assistants in the stations noted under information services. The percentage of "excellent" ratings for this attribute declined somewhat – from 36 percent in 2001 to 32 percent in 2003. At the same time, the percentage of negative ratings increased – from 10 percent in 2001 to 15 percent in 2003. Given the high visibility of the customer assistants, this issue should be addressed.
- Three new attributes also make up this dimension. The addition of these new attributes has the effect of decreasing the overall score for this dimension. This further illustrates the importance of customer assistants in promoting the CTA's focus on customer satisfaction.
- The CTA gets the lowest ratings for the attitude of customer assistants and their responsiveness to problems. Only 29 percent of customers give customer assistants an "excellent" rating for attitude; 16 percent give them a negative rating. Similarly, 30 percent of customers give the customer assistants an "excellent" rating for their responsiveness to problems; 15 percent give them a negative rating.
- The CTA gets a better rating for the availability of customer assistants to help with the fare media – 33 percent "excellent" and only 11 percent negative.

Table 62: Performance – Attributes of Customer Assistants

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.57	3.85 (a)	3.89 (a)	3.86* (a) 3.77**
Customer Assistant's Knowledge of System / Routes / Schedules	n.a.	3.86	3.91	3.99
Courtesy / Helpfulness of Customers Assistants in Station	3.57	3.83 (a)	3.87 (a)	3.75 (a)
Availability of Customer Assistants to Help With Fare Media	n.a.	n.a.	n.a.	3.83
Customer Assistant's Responsiveness To Problems	n.a.	n.a.	n.a.	3.69
Attitude of Customer Assistants	n.a.	n.a.	n.a.	3.63
* Overall score including only those attributes used in previous years ** New overall score inclusive of all attributes n.a. – new attributes added; not asked in years noted.				

Personal Safety

Rail customers are more concerned about their personal safety while riding and/or waiting for the train.

- After two periods of improvement, customers' ratings for personal safety while riding and waiting for the train decreased in 2003. Given the critical importance of this service dimension, particular attention should be paid to identifying possible reasons for this decrease.
- Although ratings for all aspects of service have decreased, the problem appears to be more the behavior of other customers than with actual concerns about crime.
- The percentage of negative ratings for personal safety on the train related to the behavior of others increased from 10 percent in 2001 to 18 percent in 2003. Similarly, the percentage of negative ratings for personal safety in the train stations related to the behavior of others increased from 9 percent in 2001 to 17 percent in 2003. As noted earlier, greater enforcement of the rules on the train and/or in the stations, as well as more training for operators and customer assistants to help them handle problems when they occur, should be considered. In addition, clearly communicating the available customer assistance features (station personnel, platform call-boxes, etc.) may help counter feelings of a less secure environment.
- Three new attributes were added to this service dimension in 2003. The addition of these attributes had the effect of further decreasing the overall score for this dimension, again illustrating the need for service improvements in this area.
- More than one out of three (36%) customers gave the CTA a negative rating for the presence and/or visibility of security personnel and/or police. An increase in even periodic random police / security personnel presence and enforcement of illegal activities, such as loitering and soliciting, may help to alleviate the concerns about safety related to the behavior of others cited above. Increased lighting in the stations may also help customers feel safer.

Table 63: Performance – Personal Safety

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.60	3.71	3.91 (abd)	3.61* 3.55**
Safety from Crime While Riding the Train	3.65	3.75	3.98 (abd)	3.69
Safety from Crime Where I Get On / Off the Train	3.66	3.77	3.95 (abd)	3.67
Personal Safety on the Train Related to Behavior of Others	3.49	3.59	3.79 (abd)	3.54
Personal Safety at Train Stations Related to Behavior of Others	3.52	3.65	3.83 (abd)	3.53
Availability / Visibility Of Emergency Exits On Trains	n.a.	n.a.	n.a.	4.26
Presence of Video Cameras	n.a.	n.a.	n.a.	3.03
Presence / Visibility Of Security Personnel and/or Police	n.a.	n.a.	n.a.	3.00
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				
n.a. – new attributes added; not asked in years noted.				

Comfort on Trains

Rail customers give comfort on trains comparable ratings to 2001.

- After two successive periods of improvement, ratings for comfort on the trains remain nearly the same as in 2001. However, comfort on trains receives the second lowest overall performance score (only comfort in stations receives a lower overall score).
- Customers rated CTA rail significantly lower in 2003 for the temperature on the trains.
 - The percentage of “excellent” ratings decreased from 39 percent in 2001 to 33 percent in 2003. The percentage of “good” ratings also decreased. To be noted, the percentage of negative ratings increased from 7 percent in 2001 to 10 percent in 2003.
- Customers continue to note some improvement in the availability of seats on the train and crowding on the train. Customers’ ratings for crowding have increased more than customers’ ratings for availability of seats on the train.
 - The percentage of “excellent” ratings for crowding on the train has nearly doubled – from 9 percent in 1997 to 17 percent in 2003. The percentage of “excellent” ratings for crowding on the train increased from 14 percent in 2001 to 17 percent in 2003. The percentage of “excellent” ratings for the availability of seats on the train has increased from 19 percent in 2001 to 23 percent in 2003. Crowding and/or lack of seats appear to be a greater problem on the Red Line than on the other lines.
- Two new attributes were added to this dimension this year.
 - Availability of handrails performed better than many of the other comfort attributes, receiving a rating of 3.75.
 - Space for luggage and personal belongings on the train receives relatively lower ratings than other service elements in this dimension. One out of three (33%) rail customers give the CTA a negative rating for the availability of space for luggage and personal belongings.

Table 64: Performance – Comfort on Trains

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.21	3.31 (a)	3.46 (ab)	3.48* (ab) 3.46**
Comfortable Temperature On The Train	3.57	3.67	4.06 (abd)	3.81 (a)
Smoothness of Train Ride	3.49	3.68 (a)	3.72 (a)	3.67 (a)
Comfort of Seats	3.37	3.57 (a)	3.65 (a)	3.55 (a)
Availability of Seats on Train	3.17	3.22	3.33	3.34
Crowding on Train	2.83	2.87	2.99 (ab)	3.02 (a)
Availability of Handrails	n.a.	n.a.	n.a.	3.75
Space for Luggage / Personal Belongings	n.a.	n.a.	n.a.	3.11
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				
n.a. – new attributes added; not asked in years noted.				

Comfort at Stations

Rail customers give comfort at stations their lowest overall rating. Moreover, these ratings are decreasing.

- Customers' ratings for comfort at the stations decreased significantly between 2001 and 2003. The current rating is the lowest since measurement began.
- Of particular note is the decline in ratings for lighting in the stations. This may also be a factor in the decrease in customer ratings for feelings of personal safety in the stations. No notable outages have occurred during this period, though new stations clearly are more brightly lit. Nevertheless, facilities should be continually examined for burned-out lights and darkened fixtures and walls.
- Customers are also increasingly dissatisfied with the availability of parking at stations. The percentage of negative ratings for the availability of parking has increased each year – from 32 percent in 1997 to 44 percent in 2003. The percentage of “poor” ratings – the lowest rating – has increased from 18 percent to 28 percent. This clearly reflects changing customer demands and expectations, as neither the supply nor the price of parking at CTA facilities has changed. With the shifts in where people live and work, this could become an increasing problem to customers in the future.
- Two new attributes were added in 2003. Performance on these new attributes is generally higher than performance on the existing attributes. Focus, therefore, should be on the primary elements of service measured over the years.

Table 65: Performance – Comfort at Stations

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.55	3.79 (ad)	3.77 (ad)	3.46* 3.48**
Train Station Well Lit	3.97	4.22 (a)	4.25 (ad)	4.13 (a)
Availability of Seats / Benches At Stations	3.12	3.32 (a)	3.30 (a)	3.16
Availability of Parking At Station	3.04	3.22 (d)	3.03	2.91
Stations are Well-Maintained / Repairs Made in Timely Fashion	n.a.	n.a.	n.a.	3.55
Comfortable Temperature in Station	n.a.	n.a.	n.a.	3.47
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				
n.a. – new attributes added; not asked in years noted.				

Appearance

Rail customers' ratings for the appearance of the trains and stations decreased from 2001.

- Rail customers' ratings for appearance of the trains and stations experienced a statistically significant decrease from a mean rating of 3.62 in 2001 to 3.52 in 2003. Cleanliness and appearance of the trains is more of a problem than the cleanliness and appearance of the stations. Given the decline in customers' ratings for personal safety and the link between customers' perception of cleanliness and safety, the CTA should review its rail car cleaning and maintenance procedures and practices.
- The percentage of "excellent" ratings for the cleanliness and appearance of the train interior decreased from 25 percent in 2001 to 19 percent in 2003. On the other hand, the percentage of negative ratings increased from 15 percent in 2001 to 23 percent in 2003.
- Similarly, the percentage of "excellent" ratings for the cleanliness and appearance of the train exterior decreased from 40 percent to 32 percent; while negative ratings increased from 3 percent to 9 percent.
- Ratings of the condition of payphones in stations and on platforms decreased significantly from 1999. This element of service also receives the lowest ratings of all the appearance attributes. Of particular concern is the significant increase in "poor" ratings (the lowest possible rating) between 2001 and 2003. The percentage of poor ratings increased from 11 percent in 2001 to 18 percent in 2003. This may contribute significantly to customers' perceptions of personal safety while in the stations. Unfortunately, as their market profitability declines, pay telephone service vendors are progressively less interested in providing and maintaining phones, including those on CTA property.

Table 66: Performance – Appearance

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	3.44	3.59 (ad)	3.62 (ad)	3.52* (a) 3.55**
Cleanliness / Appearance of Train Exterior	3.63	3.95 (a)	4.15 (abd)	3.91 (a)
Availability of Merchandise at Stations	n.a.	3.75 (c)	3.57	3.60
Appearance of Concession In / Near Stations	n.a.	3.75	3.73	3.59
Trains / Stations Clean of Graffiti / Window Etchings	3.37	3.51 (a)	3.60 (a)	3.52
Cleanliness / Appearance of Train Stations	3.41	3.56	3.58 (a)	3.46
Cleanliness / Appearance of Train Interior	3.42	3.48	3.63 (abd)	3.35
Condition of Phones in Stations / Platforms	n.a.	3.38 (d)	3.30	3.13
Repairs Made in Timely Fashion	n.a.	n.a.	n.a.	3.77

* Overall score including only those attributes used in previous years

** New overall score inclusive of all attributes

Access to Service

There has been a decrease in rail customers' ratings of access to service over the years.

- Rail customers' ratings for access to service have decreased each survey period. Of particular note is the decrease in ratings for the availability of a station where the customers work.
- In 2001, more than two-thirds (69%) of rail customers rated CTA as "excellent" for the availability of a station near where they work. This decreased to 57 percent in 2003. Given that CTA has not closed any rail stations in the past few years, this decrease may reflect the shift in jobs to areas outside the downtown central business district.
- Two new attributes were added in 2001 and 2003. CTA rail receives relatively lower ratings for these two new elements of service – availability of service to the places where customers want to go and hours of operation. However, these ratings are within the target zone (four or higher on a five-point scale).

Table 67: Performance – Access to Service

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	4.14	4.36 (ad)	4.32 (a)	4.25* (a) 4.22**
Availability of Station Where I Live	4.15	4.39 (a)	4.38 (a)	4.31 (a)
Availability of Station Where I Work	4.12	4.32 (a)	4.48 (abd)	4.31 (a)
Availability of Service to the Places Where I Need To Go	n.a.	n.a.	4.11	4.13
Hours of Operation	n.a.	n.a.	n.a.	4.13
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				

Accessibility

Although ratings for accessibility remain high, rail customers express greater concern with the ease of getting on and off the train.

- Rail customers' ratings for ease of getting on and off the train are lower compared to both 1999 and 2001.
- In 2001, more than half (55%) of all rail customers rated the CTA as "excellent" for ease of getting on and off the train; this decreased to 48 percent in 2003. This figure should continue to be monitored to ensure accessibility.
- Three new attributes were added to the survey this year and combined with ease of getting on and off the train to form this new dimension. The addition of these attributes had the effect of decreasing the overall rating and may suggest areas for improvement.
- Rail customers appear equally concerned with the ability to take bikes or strollers on the train. Moreover, nearly the same proportion of rail customers (17%) appear to be affected by this access – i.e., reported they had a problem with their ability to take a bike or stroller on the train.

Table 68: Performance – Accessibility

	1997 (a)	1999 (b)	2001 (c)	2003 (d)
Overall	4.01	4.24 (a)	4.29 (ad)	4.16* (a) 3.72**
Ease of Getting On / Off Trains	4.01	4.24 (a)	4.29 (ad)	4.16 (a)
Ability to Use Train System If Disabled	n.a.	n.a.	n.a.	3.60
Ability to Take Bikes On Trains	n.a.	n.a.	n.a.	3.48
Ability to Take Strollers On Trains	n.a.	n.a.	n.a.	3.46
* Overall score including only those attributes used in previous years				
** New overall score inclusive of all attributes				

Performance Factors that Drive CTA Rail Customer Loyalty

In 1995 and 1997, respondents were asked the importance of and their ratings for the different service elements. In 1999, the importance section was eliminated. Since then respondents have been asked to rate their satisfaction with the individual service elements and then report whether or not they have had a recent problem with service for that element within the past month.

This analysis determines the relative impact of attributes on overall satisfaction by measuring customers' relative decreases in overall satisfaction when a recent problem with an attribute is reported. The analysis is a three-step process:

- Step One determines which attributes have the greatest impact on overall satisfaction. For each attribute, mean satisfaction ratings are calculated for two groups (1) those that have had a recent problem with service and (2) those that have not had a recent problem with service. The difference between the two means is called the **"Gap Score."**
 - If the size of the gap score increases but problem occurrence remains the same, it would suggest that there are potential problems with the consistency with which service is delivered.
 - On the other hand, if the size of the gap score decreases while problem occurrences remain unchanged, it would suggest that those dealing with the public are more effective when problems are encountered.
- In Step Two, the **Rate of Problem Occurrence** is calculated. It is important to consider the rate of problem occurrence. A particular attribute may have a large gap score and therefore have a significant impact on *overall satisfaction*. However, the percentage of customers reporting a problem with the attribute is relatively small. In this case, it is probably not worth a transit agency's time and expense to further lower the problem occurrence rate. On the other hand, if an attribute's gap score is moderately low, but the rate at which customers experience a problem is high, the effect of the attribute on overall satisfaction is magnified and will require attention.
- In Step Three a composite index is calculated by multiplying the **Gap Score** by the **Rate of Problem Occurrence**. This composite index is called the **"Impact Score."** Those elements of service with the highest impact scores are the factors that drive customer satisfaction and loyalty. Over time, the goal would be to reduce the Impact Score, by decreasing **The Rate of Problem Occurrence** and/or by reducing the **Gap Score**.

This approach makes sense because within the delivery of quality service framework, there are two ways transit agencies can improve customers' overall satisfaction with service: reduce the impact of problematic experiences or reduce the rate of problem occurrences.

Gap Score Analysis

One strategy for improving customer satisfaction is to reduce the impact of problematic experiences on customer satisfaction with an attribute – i.e., reduce the Gap Score.

- CTA rail has been less successful than CTA bus in decreasing the impact of problematic experiences for elements of service that have significant impacts on customer satisfaction and loyalty. CTA rail has been successful in decreasing the Gap Score for some less important attributes, including:
 - Quality of information in rail stations.
 - Cost of a one-way ride. Note this is the second year the Gap Score for this attribute has decreased.
 - Ease of recharging Transit Cards / Chicago Cards.
 - Ease of getting passes and Transit Cards.
 - Appearance of concession areas in stations.

- Safe operation of the trains.
- Professional appearance of operators.
- In two instances, the Gap Score decreased, but there was also a significant increase in the Rate of Problem Occurrence. Again, these are less important attributes – that is, they do not have significant impact on customer satisfaction and loyalty.
 - Ease of making transfers to another CTA bus or train – Rate of Problem Occurrence increased from 12 percent to 18 percent.
 - Cost of a transfer – Rate of Problem Occurrence increased from 7 percent to 12 percent.
- There are nine instances where the Gap Score has increased for CTA rail. Moreover, several of these elements of service have high Impact Scores – that is, they are important drivers of customer satisfaction and loyalty. Focus should be on identifying reasons for these increases. Those attribute titles in bold type are attributes identified as areas having the greatest impact on overall customer satisfaction.
 - **Knowing what time the next train arrives.** The Gap Score for this attribute increased significantly – from 1.39 to 1.69. Moreover as noted below, the Gap Score has also increased significantly for the availability of printed schedules for all trains. In 1995, the CTA made a commitment to publishing schedules for all trains. Customers may have become accustomed to this service and are now using this to evaluate performance for knowing what time the next train arrives. The CTA should continue its commitment to publishing accurate train schedules.
 - **On-time performance.** The Gap Score for this attribute increased significantly – from 1.39 to 1.69. However, the Rate of Problem Occurrence decreased – from 32 percent to 24 percent. This would suggest that while customers are having fewer problems with on-time performance, the impact of poor service has a greater impact on their perceptions of service quality. Because of the impact this attribute has on overall customer satisfaction, particular attention should be paid to this area.
 - **Time between trains.** Again, the Gap Score for this attribute increased significantly – from 1.43 to 1.65. However, the Rate of Problem Occurrence decreased – from 29 percent to 23 percent. Particular attention should also be paid to this area
 - Comfortable temperature on the train. As noted earlier, rail customers' satisfaction with the temperature on the train decreased significantly between 2001 and 2003. Moreover, when problems occurred, it had a greater impact on customer ratings. Customers also report an increase in the Rate of Problem Occurrence – however, this difference is not significant. This is also a high impact area. Potential reasons behind problems with controlling the temperature should be explored.
 - Availability of printed schedules for all trains. This is an area where the CTA has placed considerable emphasis over the years. Customers may have become accustomed to the availability of schedules. Any decrease in availability is likely to have an impact on customer satisfaction. Although this is a less important attribute, there is a relationship between the availability of printed schedules and customers' ability to know when the next train arrives. As noted above, the Gap Score for this very important attribute has also increased.
 - Clear and timely announcement of stops. This also is an area the CTA has emphasized over recent years and customers' expectations for quality service here have increased. It is important to continue to maintain service in this area.
 - Stations are well-lit. Earlier analysis has shown that customer satisfaction with this element of service decreased significantly. Moreover, this analysis shows that when problems occur, the impact on customer satisfaction is increasing. Customer perceptions of safety – a key aspect of service – are impacted by quality of lighting. While a less important attribute overall, improvements in this area are likely to have a positive impact on customers' feelings of safety while waiting for the train.

- Operator's knowledge of the system. Although customer satisfaction with this attribute remains relatively high, problems, when they occur, have a greater impact on customer satisfaction. Ongoing training, so that operators continue to be aware of service changes, may help minimize this impact.
- Names of stations are clearly visible from inside the train.

Rate of Problem Occurrence Analysis

Another way for agencies to improve overall satisfaction is to reduce customers' problematic experiences with those attributes that have the greatest negative impact on overall satisfaction – i.e., reduce the Rate of Problem Occurrence.

- CTA rail has been successful in decreasing the **Rate of Problem Occurrence** for several attributes. However, these attributes are relatively unimportant.
 - Travel time by train compared with by car. After a significant increase in the Rate of Problem Occurrence for this attribute between 1999 and 2001 – from 11 percent to 16 percent – the CTA appears to have been successful in reducing problems in this area, with the Rate of Problem Occurrence decreasing to 1999 levels again.
 - Visibility of route names / colors on the outside of the trains.
- Of concern are the areas where the Rate of Problem Occurrence has increased significantly. Attention should be paid to those attributes that have the greatest impact on overall satisfaction (highlighted with bold type below).
 - **Wait times when transferring** – Rate of Problem Occurrence increased from 29 percent to 37 percent for this high impact element of service.
 - Comfort of train seats – Rate of Problem Occurrence increased from 12 percent to 18 percent.
 - Safety from crime at stations – Rate of Problem Occurrence increased from 8 percent to 11 percent.
 - Availability of stations where customers work. After decreasing between 1999 and 2001, the Rate of Problem Occurrence increased between 2001 and 2003. This may reflect recent job losses and shifts in where people now work.
 - Signs in stations are easy to understand. Problem occurrence with this attribute has varied over the years, decreasing between 1999 and 2001 and increasing between 2001 and 2003. Given the relatively low impact of this attribute, this fluctuation should not be of significant concern.

Key Issues

Finally, there are instances where both the Rate of Problem Occurrence and the Gap Scores increased. Particular attention should be paid to these areas.

- Value of service for fare paid. The Rate of Problem Occurrence increased from 8 percent to 20 percent. Moreover, the Gap Score increased from 1.47 to 1.70. This increase may reflect the announcement of a fare increase rather than any real change in quality of service delivery. However, it clearly illustrates customers' expectations that service needs to be maintained or improved to maintain value.

Table 69: Performance Factor Analysis

	Gap Score			Rate of Problem Occurrence			Impact Score 2003
	1999	2001	2003	1999	2001	2003	
Crowding on the Trains	1.56	1.54	1.66	52%	46%↓	45%	0.738
Availability of Seats on Trains	1.61	1.57	1.72	43%	36%↓	38%	0.644
Wait Time When Transferring	1.51	1.59	1.46	32%	29%	37%↑	0.542
Space for Luggage / Personal Belongings	n.a.	n.a.	1.56	n.a.	n.a.	31%	0.485
Knowing What Time Next Train Arrives	1.72	1.55	1.81↑	24%	28%	23%	0.422
On-Time Performance	1.60	1.39	1.69↑	28%	32%	24%↓	0.407
Coordination of Schedules and Routes From CTA to CTA	n.a.	n.a.	1.61	n.a.	n.a.	25%	0.400
Availability of Seats / Benches at Stations	1.92	1.64	1.53	28%	28%	26%	0.399
Time Between Trains	1.55	1.43	1.65↑	28%	29%	23%↓	0.381
Consistent Scheduling of Trains	n.a.	n.a.	1.75	n.a.	n.a.	21%	0.373
Comfortable Temperature in Stations	n.a.	n.a.	1.97	n.a.	n.a.	19%	0.370
Operator Explains Reasons for Delays / Problems	1.94	1.86	1.96	26%	18%↓	19%	0.366
Availability of Parking at Station	1.90	1.59	1.50	20%	22%	24%	0.356
Comfortable Temperature on Train	1.71	1.48↓	1.79↑	22%	15%↓	20%	0.353
Condition of Phones in Stations / Platforms	1.67	1.61	1.64	21%	23%	21%	0.351
Accuracy of Schedule Information	n.a.	n.a.	1.85	n.a.	n.a.	19%	0.344
Ability to Take Bikes on Trains	n.a.	n.a.	2.01	n.a.	n.a.	17%	0.341
Comfort of Train Seats	1.52	1.68↑	1.83	16%	12%	18%↑	0.338
Value of Service for Fare Paid	1.65	1.47	1.70↑	13%	8%↓	20%↑	0.335
Cleanliness / Appearance of Train Interior	1.53	1.51↓	1.50	23%	22%	22%	0.333
Smoothness of Train Ride	1.57	1.57	1.68	21%	20%	20%	0.331
Ability to Take Strollers on Train	n.a.	n.a.	1.88	n.a.	n.a.	17%	0.327
Availability of Handrails	n.a.	n.a.	1.73	n.a.	n.a.	19%	0.321
Cleanliness / Appearance of Train Stations	1.45	1.50	1.58	17%	20%	20%	0.321
Enforcement of Rules on the Train	n.a.	n.a.	1.47	n.a.	n.a.	21%	0.315
Trains / Stations Clean of Graffiti	1.78	1.48	1.55	19%	18%	19%	0.294
Hours of Operation	n.a.	n.a.	2.07	n.a.	n.a.	14%	0.292
Stations are Well-Maintained / Repairs are Made in a Timely Fashion	n.a.	n.a.	1.70	n.a.	n.a.	17%	0.289
Notification of Service Changes	n.a.	n.a.	1.90	n.a.	n.a.	15%	0.283
Ease of Paying Fare at the Train Stations	1.86	1.49	1.70	16%	17%	16%	0.277
Availability of Printed Schedules for All Trains	2.16	1.65	2.02↑	16%	15%	14%	0.275
Customer Assistants' Responsiveness to Problems	n.a.	n.a.	1.71	n.a.	n.a.	16%	0.275
Ability to Use Train System if Disabled	n.a.	n.a.	2.02	n.a.	n.a.	13%	0.269

	Gap Score			Rate of Problem Occurrence			Impact Score 2003
	1999	2001	2003	1999	2001	2003	
Repairs to Trains / Equipment are Made in a Timely Fashion	n.a.	n.a.	1.73	n.a.	n.a.	15%	0.266
Number of Transit Card Vending Machines	n.a.	n.a.	1.29	n.a.	n.a.	12%	0.261
Availability of Service Change Information	1.69	1.58	1.64	10%	16%↑	16%	0.257
Ease of Getting Information by Phone	1.93	1.97	1.96	12%	13%	13%	0.257
Clear / Timely Stop Announcements	1.83	1.51	1.82↑	30%	14%↓	14%	0.255
Ease of Getting On / Off Trains	1.81	1.89	1.81	13%	11%	14%	0.252
Attitude of Customer Assistants	n.a.	n.a.	1.62	n.a.	n.a.	15%	0.248
Personal Safety on Trains	1.58	1.29	1.45	20%	13%↓	17%	0.243
Transfers Allowed Before Second Fare is Paid	n.a.	n.a.	1.74	n.a.	n.a.	14%	0.241
Cost of a Pass	1.88	1.60	2.20↑	8%	7%	1%	0.232
Ease of Using Vending Machines to Purchase Transit Cards	n.a.	n.a.	1.37	n.a.	n.a.	10%	0.230
Ease of Making Transfers to Another CTA Bus or Train	1.79	1.67	1.26↓	11%	12%	18%↑	0.225
Presence / Visibility Of Security Personnel and/or Police	n.a.	n.a.	1.31	n.a.	n.a.	17%	0.221
Availability of Customer Assistants in Stations to Answer Questions	n.a.	n.a.	1.45	n.a.	n.a.	15%	0.219
Time Allowed to Transfer Before Second Fare is Paid	n.a.	n.a.	1.33	n.a.	n.a.	16%	0.218
Personal Safety at Train Stations	1.50	1.37	1.51	17%	11%↓	14%	0.214
Availability of Accurate Route / Schedule Info	1.97	1.70	1.91	13%	14%	11%	0.213
Availability of CTA System Maps	n.a.	1.58	1.91	n.a.	11%	11%	0.210
Effectiveness of Customer Service Hotline	1.93	1.99	1.81	11%	9%	11%	0.207
Courtesy / Helpfulness of Customer Assistants	1.95	1.42↓	1.50	13%	15%	13%	0.197
Safety from Crime While Riding	1.83	1.98↑	1.76↓	10%	7%	11%↑	0.185
Safety from Crime Where I Get On / Off Train	1.84	1.49	1.55	9%	8%	11%↑	0.177
Presence Of Video Cameras	n.a.	n.a.	1.46	n.a.	n.a.	12%	0.176
Availability of Merchandise in Stations	1.78	1.63	1.39	9%	13%	13%	0.175
Availability of Train Service to the Places Where I Want to Go	n.a.	1.88	1.65	n.a.	10%	11%	0.175
Travel Time by Train Compared with by Car	1.31	1.54↑	1.57	11%	16%↑	11%↓	0.172
Quality of Information in Rail Stations	n.a.	1.72	1.43↓	n.a.	10%	12%	0.170
Customer Assistant's Knowledge of Routes / Schedules	2.02	1.81↓	1.76	13%	12%	10%	0.168
Fare Payment Options That Fit My Needs	n.a.	n.a.	1.55	n.a.	n.a.	11%	0.165
Availability of Sales Outlets / Places to Purchase Transit Cards and Passes	n.a.	n.a.	1.66	n.a.	n.a.	7%	0.161
Consistent Positioning of Trains When They Stop in the Stations	n.a.	n.a.	1.60	n.a.	n.a.	9%	0.149
Cost of a One-Way Ride	2.08	1.97↓	1.51↓	13%	9%	10%	0.148

	Gap Score			Rate of Problem Occurrence			Impact Score 2003
	1999	2001	2003	1999	2001	2003	
The Operator's Ability to Handle / Cope with Problems or Emergencies on the Train	n.a.	n.a.	1.81	n.a.	n.a.	8%	0.148
Availability of Station Where I Live	2.53	2.07	1.94	8%	9%	8%	0.147
Ease of Recharging Fare Cards / Chicago Cards	1.88	2.02	1.23↓	16%	14%	7%	0.147
Availability of Station Where I Work	2.20	1.87	2.02	7%	3%↓	7%↑	0.142
Information About How to Transfer Between CTA Buses And/Or Trains	n.a.	n.a.	1.49	n.a.	n.a.	9%	0.140
System / Route Maps Easy to Understand	1.83	2.03	1.85	9%	4%↓	7%↑	0.139
Train Station Well Lit	1.84	1.69	2.01↑	7%	6%	7%	0.138
Cleanliness / Appearance of Train Exterior	1.59	1.67	1.80	10%	4%↓	8%	0.137
Availability of Customer Assistants to Help With Fare Media	n.a.	n.a.	1.40	n.a.	n.a.	9%	0.131
Ease of Getting Passes / Fare Cards	2.04	1.81	1.27↓	9%	12%↑	8%	0.129
Cost of a Transfer	2.14	2.24↑	1.06↓	9%	7%	12%↑	0.128
Appearance of Concession Areas in Stations	1.44	1.76	1.44↓	9%	6%	8%	0.122
Attitude of Operators	n.a.	n.a.	1.35	n.a.	n.a.	9%	0.120
Signs in Stations Easy to Understand	1.73	1.41	1.42	7%	4%↓	8%↑	0.116
Visibility of Route Names / Colors on Trains	1.71	1.42	1.41	12%	13%	8%↓	0.116
Names of Train Stations Clearly Visible	2.00	1.48	1.73↑	8%	7%	6%	0.107
Operator's Knowledge of System	1.81	1.31↓	1.73↑	10%	6%↓	6%	0.097
Visibility Of Signage in Stations	n.a.	n.a.	1.53	n.a.	n.a.	6%	0.092
Courtesy of Train Conductors / Operators	1.76	1.51	1.37	8%	9%	6%	0.085
Cost of CTA Compared to Cost of Using Auto	n.a.	1.06	1.30	n.a.	3%	6%	0.076
Availability / Visibility of Emergency Exits on Trains	n.a.	n.a.	1.84	n.a.	n.a.	3%	0.060
Safe Train Operation	1.41	1.32	0.80↓	11%	8%	5%	0.040
Professional Appearance of Operator	2.18	1.98	0.62↓	4%	3%↓	3%	0.016
Coordination of Schedules and Routes Between CTA and Pace	n.a.	n.a.	1.08	n.a.	n.a.	1%	0.011
Compatibility of Fares / Fare Integration with Metra	n.a.	n.a.	3.42	n.a.	n.a.	0%	0.000
Coordination of Schedules and Routes Between CTA and Metra	n.a.	n.a.	2.98	n.a.	n.a.	0%	0.000
Compatibility of Fares / Fare Integration with Pace	n.a.	n.a.	1.34	n.a.	n.a.	0%	0.000

Target Improvement Areas – CTA Rail

To identify potential opportunities for quality improvement, we classified the service elements into four quadrants based on the Gap Score, the Rate of Problem Occurrence, and whether the service element is a primary driver of customer satisfaction (i.e., has a high Impact Score). The median is used as the dividing point between quadrants. As illustrated below, these quadrants provide indicators of potential problems and opportunities. They can be used to set priorities for areas that may require attention.

		<i>Problem Occurrence</i>	
		High	Low
<i>Gap Score</i>	High	<i>Immediate Issues</i>	<i>Strengths</i>
	Low	<i>Improvement Opportunities</i>	<i>Maintenance</i>

CTA rail is facing two immediate issues – comfort and reliability.

Comfort

- Passenger comfort while riding the trains and waiting in stations continue to be the most immediate issues. Specifically, rail customers are looking for improvements in (listed in descending order of this year's Impact Score):
 - Crowding on the train
 - Availability of seats on the train
 - Comfortable temperature in stations
 - Comfortable temperature on trains
- Four other aspects of comfort are identified as possible opportunities for improvement. These areas have a relatively high Rate of Problem Occurrence. However the impact of problems when they occur on customer satisfaction is relatively low. The following should be considered High Impact Areas because the Rate of Problem Occurrence is high.
 - Space for luggage and other personal belongings (new attribute in 2003)
 - Availability of seats or benches in stations
 - Availability of parking at stations
 - Condition of phones in stations / on platforms

Reliability and Scheduling

- As in previous years, reliability and on-time performance should also continue to be a major area of focus. These service elements have high gap scores as well as an above-average incidence of problem occurrences. Thus, they are immediate issues of concern. Moreover, these elements are primary drivers of customer satisfaction – that is, they have high Impact Scores. These service elements include, in descending order of this year's Impact Score:
 - Knowing what time the next train arrives
 - On-time performance

- Time between trains
- Consistent scheduling of trains.
- Two other aspects of scheduling are identified as possible opportunities for improvement. These areas have a relatively high Rate of Problem Occurrence; however, the impact of problems on customer satisfaction is less when they occur. They should be considered High Impact Areas because the Rate of Problem Occurrence is relatively high and include:
 - Wait time when transferring
 - Coordination of schedules and routes with the CTA (new attribute in 2003)

Communications

- Finally one aspect of communications – operators’ explanations of reasons for problems and delays – should be considered a high priority for improvement. Although improvements have been noted in this area over the years, and in fact with customer satisfaction with this attribute increasing to its highest level ever, the CTA should continue to make additional improvements in this area.

Table 70: Target Improvement Opportunities – CTA Rail

IMMEDIATE ISSUES	STRENGTHS
Crowding on the Train Availability of Seats on Train Knowing What Time Train Arrives On-Time Performance Time Between Trains Consistent Scheduling of Trains Comfortable Temperature in Stations Operator Explains Reasons for Delays / Problems Comfortable Temperature on Train Accuracy of Schedule Information Ability to Take Bikes on Trains Comfort of Train Seats Value of Service for Fare Paid Smoothness of Train Ride Ability to Take Strollers on Train Availability of Handrails Hours of Operation Stations are Well-Maintained / Timely Repairs Notification of Service Changes Ease of Paying Fare at The Train Stations Customer Assistants' Responsiveness to Problems Availability of Printed Schedules for all Trains Ability to Use Train System if Disabled Repairs to Trains / Equipment are Made in a Timely Fashion Clear / Timely Stop Announcements Ease of Getting On / Off Trains Transfers Allowed Before Second Fare is Paid	Ease of Getting Information by Phone Availability of Accurate Route / Schedule Info Availability of CTA System Maps Effectiveness of Customer Service Hotline Safety from Crime While Riding Customer Assistant Knowledge of Routes / Schedules Operator's Ability to Cope With Problems/Emergencies on Train Availability of Station Where Live Availability of Station Where Work System / Route Maps Easy to Understand Train Station Well Lit Cleanliness / Appearance of Train Exterior Availability of Sales Outlets / Places to Purchase Transit Cards and Passes Names of Train Stations Clearly Visible Operator's Knowledge of System Availability / Visibility of Emergency Exits on Trains Cost of a Pass Coordination of Schedules and Routes Between CTA and Metra Compatibility of Fares / Fare Integration with Metra
IMPROVEMENT OPPORTUNITIES	MAINTENANCE
Wait Time When Transferring Space For Luggage / Personal Belongings Coordination Of Schedules And Routes From CTA to CTA Availability of Seats / Benches at Station Availability of Parking at Station Condition of Phones in Stations / Platforms Cleanliness / Appearance of Train Interior Cleanliness / Appearance of Train Stations Enforcement of Rules on the Train Trains / Stations Clean of Graffiti Availability of Service Change Information Attitude of Customer Assistants Personal Safety on Trains Ease of Making Transfers to Another CTA Bus or Train Presence / Visibility of Security Personnel and/or Police Availability Of Customer Assistants in Stations to Answer Questions Time Allowed to Transfer Before Second Fare is Paid Personal Safety at Train Stations Courtesy / Helpfulness of Customer Assistants	Safety from Crime Where Get On / Off Train Presence of Video Cameras Availability of Train Service to the Places Where I Want to Go Availability of Merchandise in Stations Travel Time by Train Compared with by Car Quality of Information in Rail Stations Fare Payment Options That Fit My Needs Consistent Positioning of Trains When They Stop in the Stations Number of Transit Card Vending Machines Cost of a One-Way Ride Information About How to Transfer Between CTA Buses and/or Trains Ease of Using Vending Machines to Purchase Transit Cards Availability of Customer Assistants to Help with Fare Media Cost of a Transfer Appearance of Concession Areas in Stations Attitude of Operators Signs in Stations Easy to Understand Visibility of Route Names / Colors on Trains Ease of Getting Passes / Fare Cards Visibility of Signage in Stations Ease of Recharging Fare Cards / Chicago Cards Courtesy of Train Conductors / Operators Cost of CTA Compared to Cost of Using Auto Safe Train Operation Professional Appearance of Operator Coordination of Schedules and Routes Between CTA and Pace Compatibility of Fares / Fare Integration With Pace
<p><i>Note those highlighted in bold type were determined to be the primary determinants of customer satisfaction. Attributes are listed in order of impact scores – those with higher impact scores are likely to have a greater impact on customer satisfaction.</i></p>	

IV. Special Issues

Each year a few additional questions are asked in the survey to address special issues. This section addresses some of these special issues and also provides a detailed demographic profile of CTA customers.

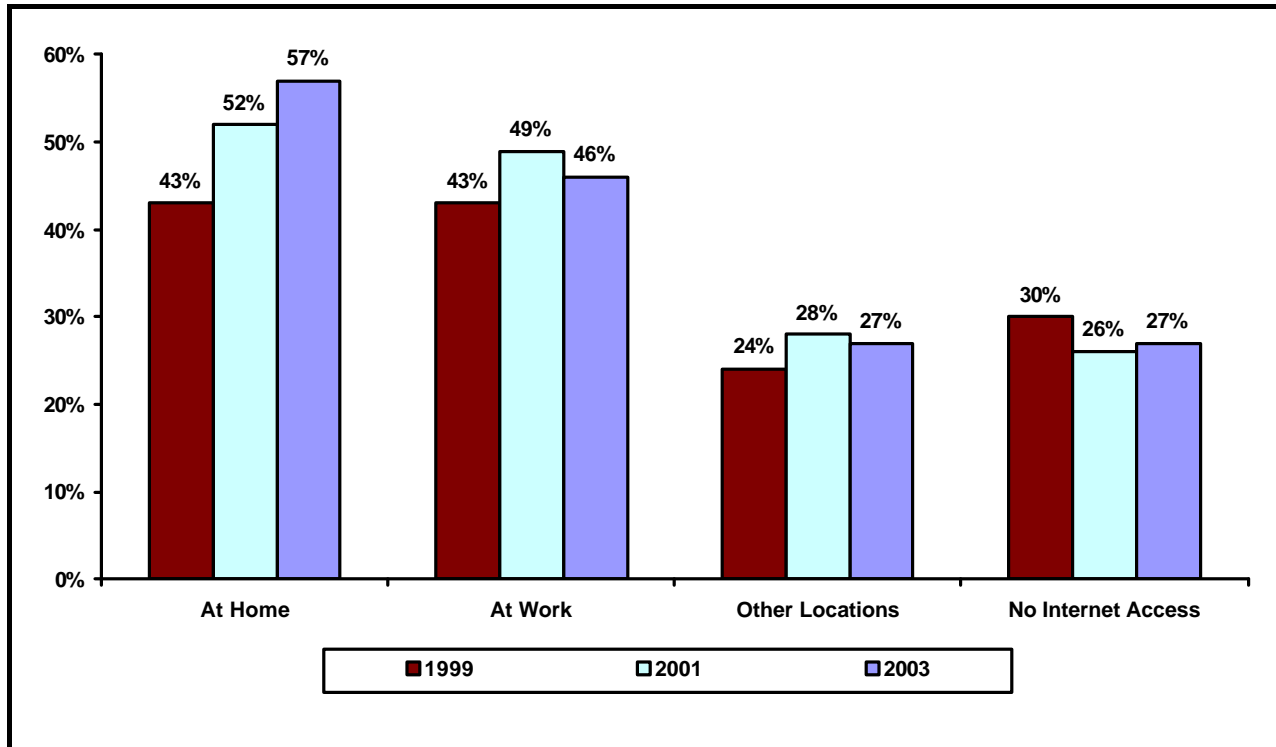
Internet Access and the CTA Web Site

In 1999, questions were added to measure Internet access among CTA customers. Questions were also added to explore awareness, use, and attitudes toward the CTA web site, www.transitchicago.com. These questions have been retained over the years for comparison purposes.

Internet Access

- Internet access among CTA customers, notably Internet access at home, has continued to increase. This is important as the Web represents a significant opportunity to reach CTA customers with information.
 - Internet access has increased among both CTA bus and rail customers. Today, two-thirds (66%) of CTA rail customers have Internet access at home; half (49%) of CTA bus customers have Internet access at home.
 - Although bus customers' Internet access at work has remained the same, there has been a significant decrease in the extent to which CTA rail customers have Internet access at work – from 65 percent in 2001 to 58 percent in 2003. This may reflect the increase in policies at many corporations restricting employee use of the Internet because of problems with security. Rail customers may be more likely to work at the larger corporations where this policy is more strictly enforced. Additionally, higher unemployment levels may be responsible for the decrease in Internet access at work. Regardless, this decrease in the extent to which CTA rail customers have Internet access at work has led to a decrease in the proportion of CTA rail customers with Internet access. Despite this decrease, four out of five (80%) CTA rail customers still have Internet access.

Figure 14: Internet Access

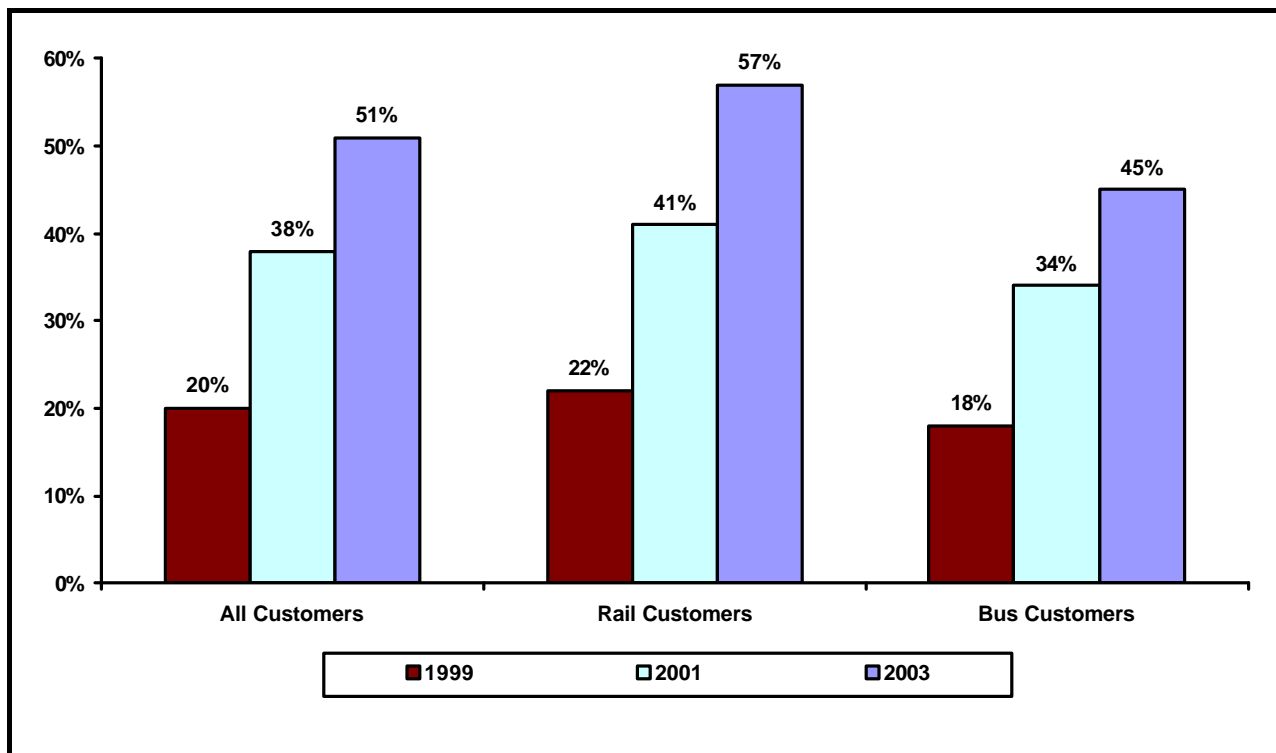


	Rail Customers			Bus Customers		
	1999 (a)	2001 (b)	2003 (c)	1999 (d)	2001 (e)	2003 (f)
At Home	51%	63% (a)	66% (a)	35%	44% (d)	49% (d)
At Work	53%	65% (a)	58% (a)	34%	36%	36%
Other Locations	24%	33% (ac)	25%	23%	25%	29% (e)
No Internet Access	23% (b)	13%	20% (b)	38% (f)	35%	33%

Use of the CTA Web Site

- Use of the CTA web site has continued to increase, clearly demonstrating the importance of this as a medium to get information directly to customers. Today more than half (51%) of all CTA customers with Internet access have visited the CTA web site – a 155 percent increase from only 20 percent in 1999.
- Use of the CTA web site has increased among both bus and rail customers.
- Customers who have used the CTA web site are using it primarily to check schedules or timetables (76%). Note bus customers usage of the CTA web site to check schedules or timetables has decreased from 2001 – from 86 percent to 73 percent – potentially suggesting that the bus schedules or timetables on the web may be less useful and/or more difficult to read or use than the rail schedules.
- Almost half (49%) of all web site users have gone to and/or used the RTA trip planner – up from 41 percent in 2001. Bus customers' usage of the RTA trip planner has increased significantly – from 34 percent in 2001 to 50 percent in 2003. This may suggest that the RTA trip planner may be more useful than the schedules for bus customers.

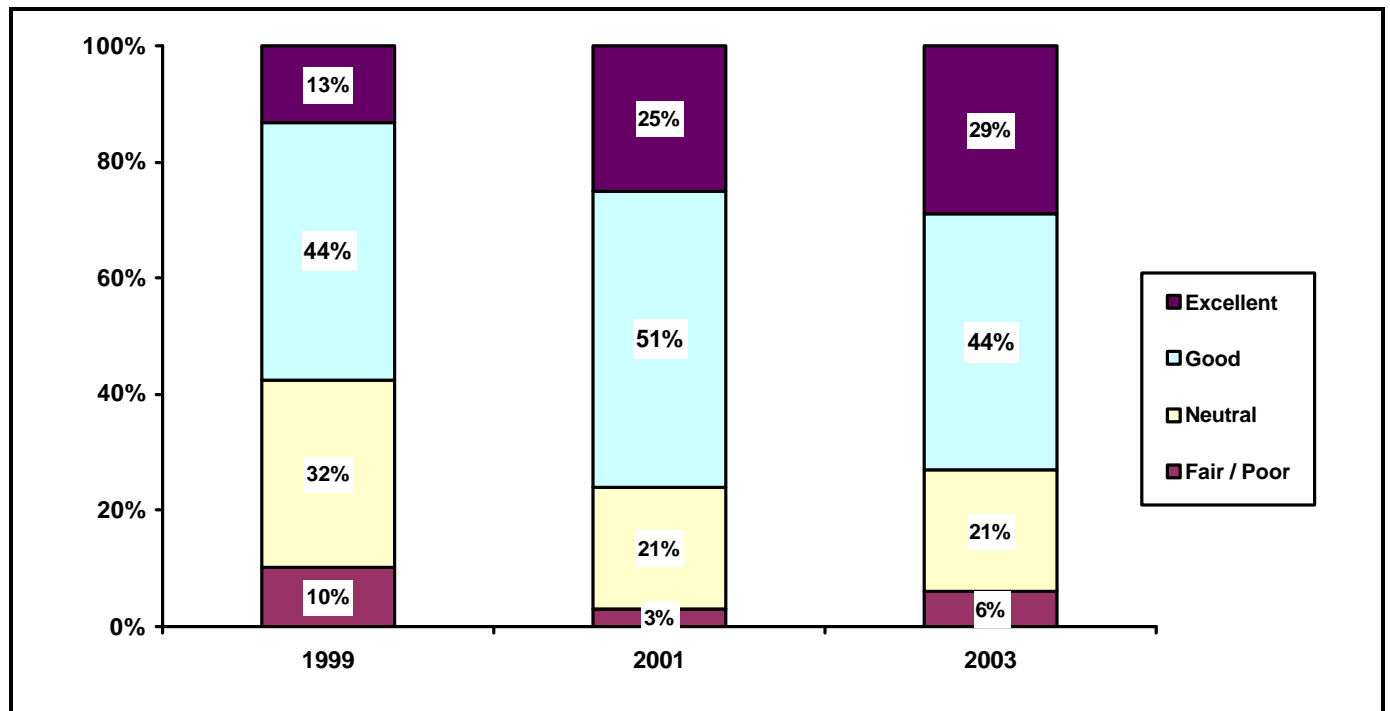
Figure 15: Use of the CTA Web Site (Among Customers with Internet Access)



Overall Ratings of the CTA Web Site

- Ratings of the CTA web site are generally high and have continued to improve. Twenty-nine percent (29%) of CTA web site users rate the site as “excellent” – up from only 13 percent in 1999 and 25 percent in 2001. An additional 44 percent give it a “good” rating.
- Rail and bus customers are equally positive toward the CTA web site.

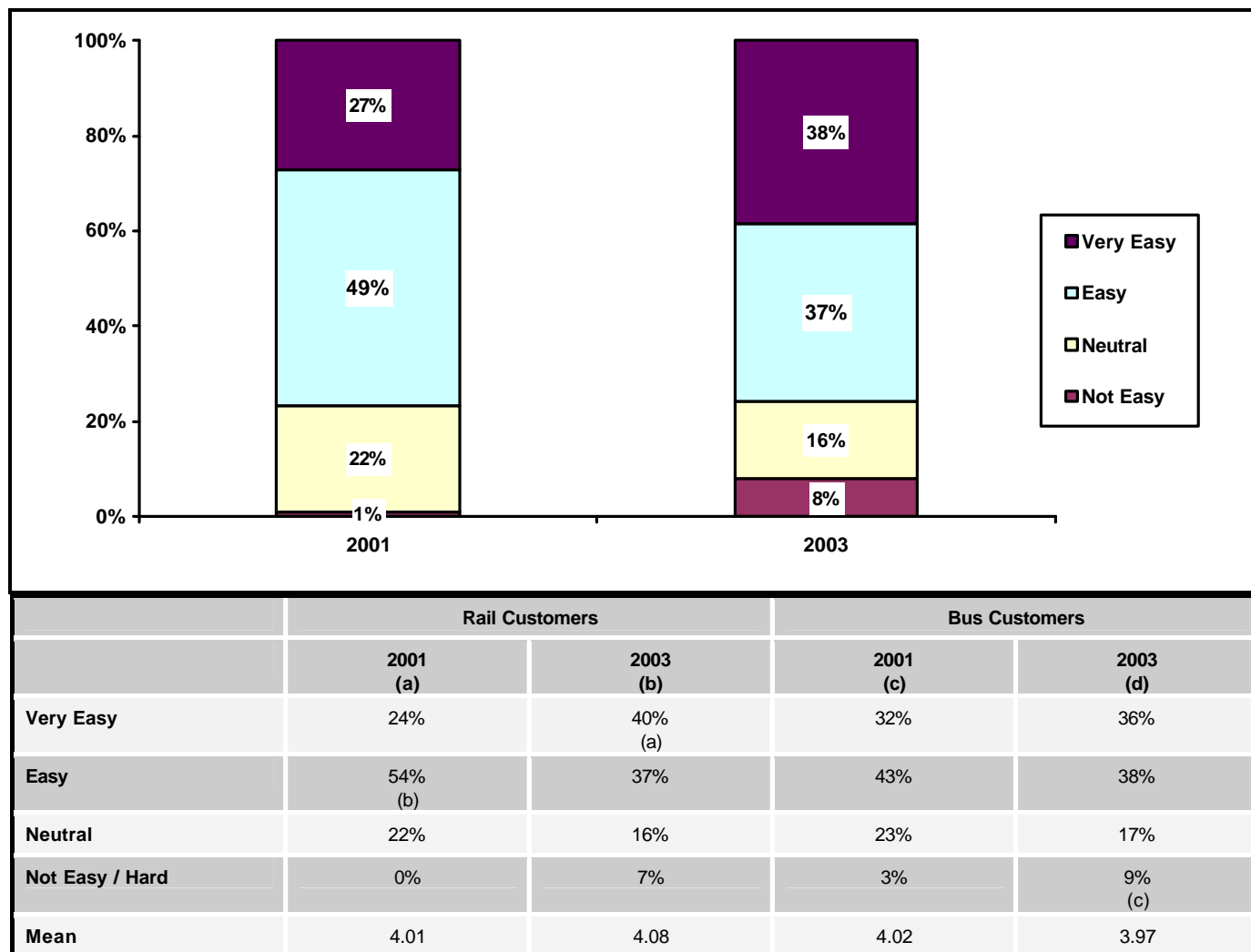
Figure 16: Overall Ratings of Web Site (Among Web Site Users)



Ratings for Ease of Use of the CTA Web Site

- Ratings for the ease of use of the CTA web site are also generally high and improved significantly between 2001 and 2003. Two out of five (38%) web site users rate the CTA site as “very easy” to use – up from 27 percent in 2001. However, the percent that rated the CTA site as “not easy” to use also increased from 1% in 2001 to 8% in 2003. Efforts should be continued to improve the usability of the CTA web site, given its increasing importance as a medium for communicating directly with its customers.
- Rail and bus customers are equally positive toward the web site’s ease of use. However, rail customers were more likely to note an increase in usability between 2001 and 2003. In 2001, only 24 percent of rail customers said the site was easy to use. This increased to 40 percent in 2003. Among bus customers, the percentage rating the site as easy to use has remained virtually the same in both years (32 percent in 2001 and 36 percent in 2003).
- The increase in the percentage of customers who find the web site difficult to use is noted among both bus and rail customers, but is only significant among bus customers. This increase could be due to more inexperienced computer users now using the Internet to check for CTA information. Earlier users may have been more computer savvy.

Figure 17: Web Site Ease of Use (Among Web Site Users)



Chicago Card

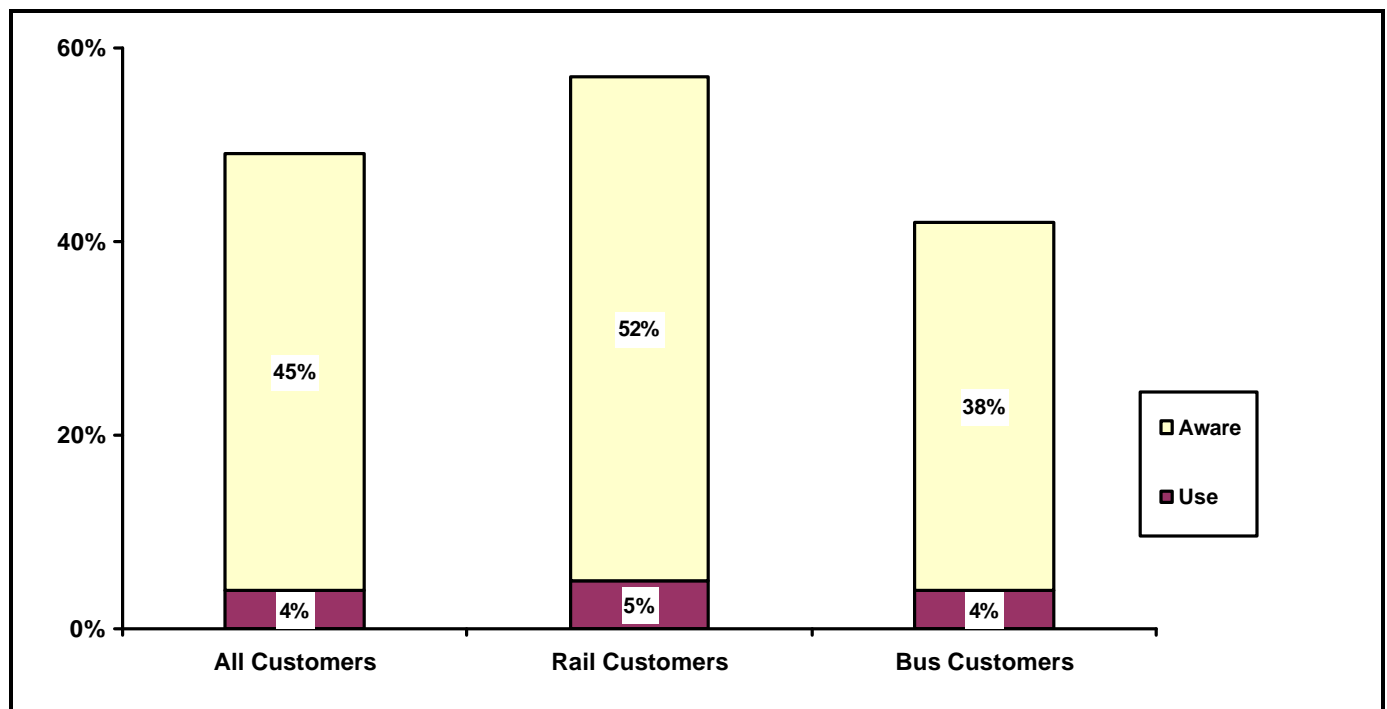
The Chicago Card was introduced in 2002. Like the existing Transit Card, the Chicago Card is a stored value card. However, instead of having to dip the card into the card reader, customers need only touch the card to a target on the farebox or turnstile. There is a one-time \$5 charge to purchase the card. Then customers can add any amount of value to the card up to \$100. Customers receive a \$1 bonus for every \$10 they load. If they register their Chicago Card, they can receive a new card with the value that was on their original card if it is lost or stolen.

Questions were added in 2003 to establish some baseline measures of awareness, use, and perceptions of the Chicago Card.

Awareness and Use of the Chicago Card

- Forty-five percent (45%) of all customers have heard of the Chicago Card and 4 percent of customers use the Chicago Card.
- Rail customers are more likely to currently use or be aware of the Chicago Card than are bus customers. Nearly three out of five (57%) rail customers either use (5%) or are aware non-users (52%) of the Chicago Card. To compare, 4 percent of bus customers use and an additional 38 percent are aware of the Chicago Card, for a total use / awareness measure of 42 percent.

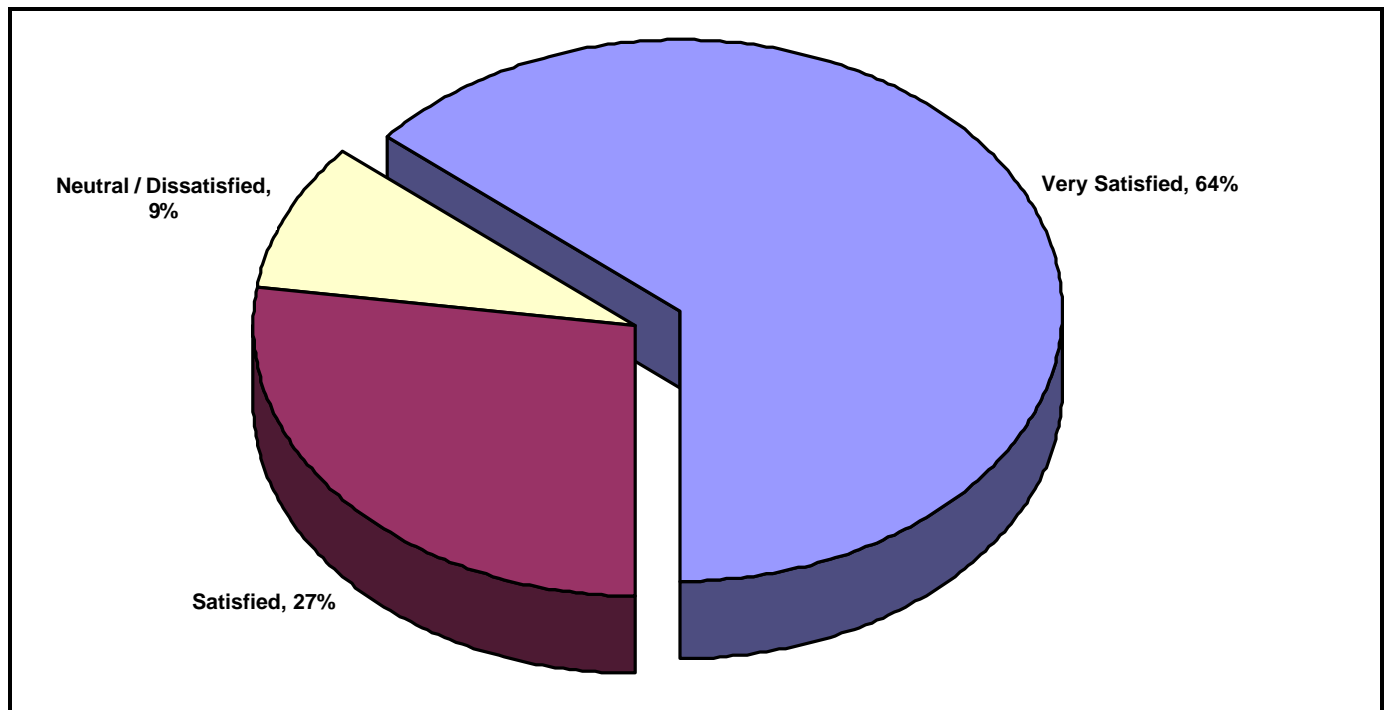
Figure 18: Awareness and Use of the Chicago Card



Satisfaction with the Chicago Card

- Users are very satisfied with the Chicago Card. Nearly two-thirds (64%) say they are very satisfied; an additional 27 percent are satisfied.

Figure 19: Satisfaction with the Chicago Card

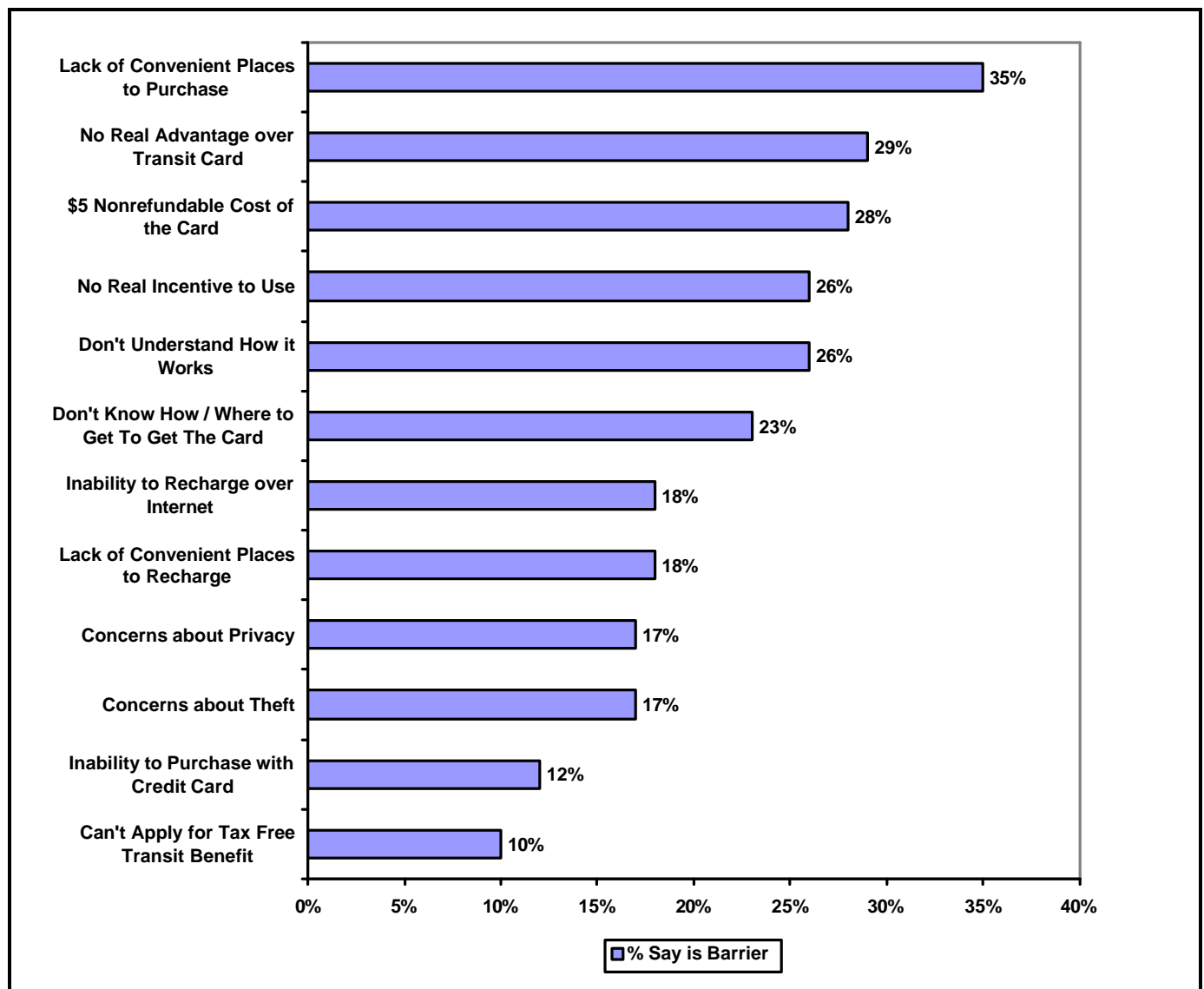


Barriers to Using the Chicago Card

Respondents who are aware of the Chicago Card, were asked to indicate which of 12 factors are barriers to the use of the Chicago Card.

- Lack of a convenient place to purchase the card is the primary barrier to non-users' use of the Chicago Card.
 - Nonusers are also concerned about the \$5 nonrefundable cost of the card. Periodic sales promotions may be helpful to gain greater penetration.
- Many non-users do not see any advantage to the card compared with the regular Transit Card (29%). Others see no real incentive to use it (26%) or do not really understand how it works (26%). This points to an opportunity for both new product development to further differentiate the Chicago Card from other fare media, and educational marketing efforts that communicate the card's advantages. Already, added features now available with the Chicago Card Plus instrument should help increase customers' perceived value of the card.

Figure 20: Barriers to Using the Chicago Card (Non-Users)



CTA Bus and Rail Customer Characteristics

- The majority (62%) of CTA customers are women.
- In 2003 the method for selecting the customer in the household to be interviewed was changed. In households with more than one customer, the customer to be interviewed was selected using the “last birthday” method. That is, the customer with the most recent birthday was interviewed. This is a common method for randomly selecting the person in the household to be interviewed. This change provides a more accurate representation of the actual distribution of men and women in the CTA customer base. Moreover, it ensures that no bias is introduced into other responses. It is important to note that this change did not result in any significant change in the distribution of men and women.
- As in the past, men are more likely to be rail customers than bus customers. More than two out of five (42%) rail customers are men compared with 35 percent of bus customers.
- As noted in Section II (Key Trends) there has been a decrease in the percentage of “choice” customers between 2001 and 2003 and an increase in the percentage of voluntarily dependent riders (riders who have chosen to give up a car and use the CTA). Consistent with this finding, there has been a decrease in the percentage of customers who have a driver’s license and in the percentage of customers with automobiles.
- This decrease is significant only among rail customers and suggests that there may have been some migration of bus customers to rail over the past two years.
- CTA customers are getting older – average age increased by 1.4 years between 2001 and 2003, matching the general trend toward an aging population. However, this would suggest that the CTA may be less effective than in the past in attracting new, younger customers. If this trend continues for an extended period, the CTA could experience a significant erosion of its customer base.
- The average age of CTA bus customers increased more than the average age of CTA rail customers – 1.8 years compared with 1.2 years, respectively.
- Reflecting the economy, there has been a decrease in the percentage of CTA customers who are employed full-time – from 56 percent in 2001 to 53 percent in 2003. This is consistent with many of the other findings in this report and supports the suggestion that job loss is a contributor to the changing ridership patterns and some satisfaction scores.
- The decrease in full-time employment is only significant for CTA rail customers. The percentage of rail customers employed full-time decreased from 68 percent in 2001 to 62 percent in 2003.
- Despite the apparent loss in jobs, there has been no significant change in CTA customers’ average household income.
- There has been some change in the ethnicity of CTA customers. Specifically, there has been an increase in the percentage of CTA customers who are African-American and a decrease in the percentage who are Hispanic. This change may reflect the change in the questionnaire structure that probed for race using the same questions used by the Census. This change allows for the reporting of multiple races. The racial make up of CTA’s ridership base will continue to be monitored in future surveys to better determine the influence of survey methodology on the findings.

Table 71: Demographic Characteristics of CTA Customers

	All Customers		CTA Rail Customers		CTA Bus Customers	
	2001 (a)	2003 (b)	2001 (c)	2003 (d)	2001 (e)	2003 (f)
Gender						
Male	41%	38%	46%	42%	37%	35%
Female	59	62	54	58	63	65
Access to Automobile						
% w/ Driver's License	70% (b)	66%	85% (d)	77%	58%	56%
% w/ Automobile	72%	68% (a)	81%	76% (c)	64%	69%
Age						
16 – 17	7%	7%	3%	4%	10%	9%
18 – 24	16	15	17	15	16	15
25 – 34	25	23	32	28	20	19
35 – 44	19	19	21	23	17	16
45 – 54	15	16	16	16	15	16
55 – 64	8	10	6	9	9	11
		(a)		(c)		
65 and Over	9	10	5	5	13	14
Mean	38.2	39.6 (a)	36.6	37.8 (c)	39.4	41.2 (e)
Employment Status						
Employed Full-Time	56% (b)	53%	68% (d)	62%	47%	45%
Employed Part-Time	17	17	13	16	19	18
Self-Employed	4	5	5	5	4	4
Student	19	18	16	17	21	19
Retired	9	10	4	5	12	14
Other	8	8	6	6	9	10
Household Income						
Less than \$10,000	10%	11%	5%	5%	13%	15%
\$10,000 -- \$20,000	14	14	9	10	18	18
\$20,000 -- \$30,000	15	14	12	13	17	15
\$30,000 -- \$40,000	18	14	18	13	18	15
\$40,000 -- \$50,000	13	12	14	12	12	12
\$50,000 -- \$60,000	8	9	9	11	8	7
\$60,000 -- \$80,000	9	9	12	13	6	6
\$80,000 -- \$100,000	5	6	8	8	3	5
\$100,000 or More	9	10	14	15	5	6
Median	\$36,524	\$37,591	\$44,028	\$46,728	\$31,085	\$30,849
Ethnicity						
Caucasian	48%	49%	59%	58%	40%	41%
African-American	29	33 (a)	22	24	35	40 (e)
Hispanic	16	12 (a)	12	10	18	13
Other	7	5	7	6	7	5
Multi-racial (2003 only)		2		2		1

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]

Disp#	Disposition	Display Type	Property	Incidence
		P/S/I/H	A/B/C/N/R/F	D/B/I
1	No Answer	P	A	D
2	Busy	P	B	D
3	Answering Machine	P	A	D
4	Nonworking	P	F	D
5	Initial Refusal (Callback to convert)	P	R	D
6	Final Refusal	P	F	D
7	Never Call	P	N	D
8	Screening Refusal	H	F	D
9	Communication Barrier	P	F	D
10	Language Barrier - Other	P	F	D
11	Callback Introduction	P	C	D
12	Privacy Manager	P	F	D
13	Verified Disconnected / Nonworking	P	F	D
14	Business	P	F	D
15	Language Barrier - Hispanic	P	F	D
16	Language Barrier - Polish	P	F	D
20	Interview In Progress	I	C	I
21	Mid-terminate	I	F	I
22	No one 16 or over in HH	H	F	B
23	Out of Service Area	H	F	B
24	Non-Rider Downtown	H	F	B
25	Non-Rider North	H	F	B
26	Non-Rider Northwest	H	F	B
27	Non-Rider South	H	F	B
28	Non-Rider Southwest	H	F	B
29	Non-Rider West	H	F	B
30	Non-Rider Suburbs	H	F	B
31	Quota Full - Bus Downtown	H	F	B
32	Quota Full - Rail Downtown	H	F	B
33	Quota Full - Bus North	H	F	B
34	Quota Full - Rail North	H	F	B
35	Quota Full - Bus Northwest	H	F	B
36	Quota Full - Rail Northwest	H	F	B
37	Quota Full - Bus South	H	F	B
38	Quota Full - Rail South	H	F	B
39	Quota Full - Bus Southwest	H	F	B
40	Quota Full - Rail Southwest	H	F	B
41	Quota Full - Bus West	H	F	B
42	Quota Full - Rail West	H	F	B
43	Quota Full - Bus Suburbs	H	F	B
44	Quota Full - Rail Suburbs	H	F	B
49	Rider – Mini-survey	H	F	I
50	Complete	H	F	I