
1998 Rider / Nonrider Survey

**Regional Transportation Authority
Chicago, Illinois**

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Submitted by:



Northwest Research Group, Inc.

Summary

Project Overview

The RTA Rider / Nonrider Survey is a comprehensive research program designed to provide insight into the region's residents' awareness of and attitudes toward transportation in northeastern Illinois. It is the second time the RTA has completed such an effort. The first study was completed in December 1996 and yielded a wealth of baseline information about residents' awareness levels, attitudes, and travel behavior.

The primary purpose of this second wave of research was to . . .

- Provide a comparison of information from the 1996 Rider / Nonrider Survey. Key measures will be identified to determine changes in awareness, attitudes, and ridership since 1996.
- Identify and implement a market segmentation approach that will assist in increasing ridership among infrequent riders and nonriders. While considerable analysis was conducted in 1996 among market segments determined on an a priori basis, an opportunity exists to further understand the market based on respondents' lifestyle characteristics as well as the benefits they seek when making the mode choice decision. Segmenting the market on these characteristics serves as the cornerstone of an efficient strategy to increase transit ridership.

The results of this research will enable the RTA and the Service Boards to more fully comprehend the attitudes of the region's complex travel market and the reasons underlying travelers' mode choice.

The 1998 Rider / Nonrider Survey consists of 1,900 interviews with individuals over the age of sixteen drawn from a probability sample of Cook, DuPage, Kane, Lake, McHenry, and Will County households. This method insures that each household in the specified counties has an equal probability of being selected for an interview. Moreover, this method insures that households with listed and unlisted telephone numbers are included in the sample. Interviews were conducted in October, November, and December 1998.

The sample was stratified into two groups based on transit ridership, as follows:

- **Primary Rider:** Any person, sixteen or older, who had taken five or more one-way rides on CTA, Metra, and/or Pace in the 30 days preceding the survey. Each one-way trip counted as one ride and a round trip counted as two rides. Note this definition of Primary Riders is different from the definitions used by each individual Service Board. This definition is a broader definition of riders in that it includes more than just the most frequent, regular riders.
- **Other Current Riders and Nonriders:** Any person, sixteen or older, who had not taken five or more one way rides on any system in the 30 days preceding the survey. Metra Nonriders were further qualified in that the individuals had to travel to downtown Chicago at least three times in the previous 30 days.

The sample was further stratified by Service Board. An approximately equal number of interviews were completed with riders and nonriders of each Service Board. It is important to note that definitions used in this research effort are much broader than those typically used in Service Board efforts. This broader scope is intentional, as an objective of this survey was to better understand the attitudes associated with varying degrees of ridership, from every-day work commuters to once-per-year transit travelers. Readers are therefore encouraged to exercise caution in comparing these survey findings with findings of existing or future Service Board customer research.

Northwest Research Group administered the survey using computer-assisted interviewing technology. The computer program automatically handled all skip and branching patterns (e.g., rider versus nonrider, work commuter vs. noncommuter). Survey length ranged from as few as 7 minutes up to 46 minutes. The average time that was required to complete the interview was 19 minutes.

Key Findings

A primary objective of the research is to gain an understanding of the actual incidence of riders and nonriders in the population – that is, market share. Moreover, it is believed that while regular riders form the mainstay of any transit agency, significant opportunities for increased ridership exist among those who currently ride occasionally or in special circumstances. To this end, riders were segmented into two main groups: Current Riders and Nonriders.

- Nearly two-thirds (62%) of the respondents have taken at least one trip on transit in the past year. This is consistent with 1996 when sixty-three percent (63%) of the respondents had ridden at least once in the previous year.
- One out of five (21%) respondents are **Primary Riders** – that is, they ride one or more transit system five or more times monthly. An additional 13 percent of all respondents are **Occasional Riders**, having ridden one to four times in the past month. Nearly one out of five (18%) respondents are **Incidental Riders** – that is, they have ridden transit in the past year but not in the past month.
 - Nearly two out of five (37%) respondents living in CTA's service territory are Primary Riders of the CTA. An additional 14 percent are Occasional Riders; 19 percent are Incidental Riders. CTA has the lowest incidence of Nonriders – 30 percent.
 - Twelve percent (12%) of all respondents living in Metra's service area are Primary Riders of Metra. An additional 22 percent are Occasional Riders and 23 percent are Incidental Riders. Metra's incidence of Nonriders is 43 percent.
 - Finally, 3 percent of all respondents living in Pace's service area are Primary Riders of Pace. An additional 4 percent ride occasionally and 10 percent are Incidental Riders. Pace has the highest number of Nonriders living in their service territory (83%).

- There are some changes in regional ridership from 1996. There has been an increase in the number of Primary Riders -- from 19 percent in 1996 to 21 percent in 1998 -- as well as an increase in the number of Incidental Riders -- from 25 percent in 1996 to 28 percent. These differences are not statistically significant and will need to be monitored in the future to identify directional trends. Additionally, there has been a decrease in the incidence of Occasional Riders -- from 19 percent in 1996 to 13 percent in 1998.
- Primary and Occasional Riders average 26 rides monthly. However, this figure ranges from as few as one one-way ride to more than 100 one-way rides. Therefore, the median is a better indicator of central tendency. Using the median, Primary and Occasional Riders average twelve (12) one-way rides monthly.

Riders

- Sixteen percent (16%) of all riders started riding one or more of the transit systems in Chicago in the year before the study was conducted. This was the same for both Primary and Occasional Riders. This turnover in the rider base highlights the need to continue outreach efforts to attract new riders.
- Overall, 54 percent of riders indicate that their primary reason for riding was for work commute purposes. There has been an increase in the percentage of riders using transit for work commuting from 1996, when 45 percent of riders were using transit primarily to travel to work. The work commute purpose is especially notable among Primary Riders where 68 percent ride to commute.
- Regionwide, 72 percent of Primary and Occasional Riders choose to use transit by making the choice to either leave their car at home (65%) or to be voluntarily reliant (7%). Twenty-eight percent (28%) of Primary and Occasional Riders meet the traditional definition of transit reliance, riding because they do not have a car available (18%) and/or because they don't know how to drive (10%). This represents a decrease in the incidence of "choice" or "voluntarily dependent" riders. In 1996, 79 percent of Primary and Occasional Riders were "choice" or "voluntarily reliant" riders compared with 72 percent in 1998. The decrease in choice riders is noted across the three Service Boards and may be due to the increase in Primary Riders and/or those using transit for work commute purposes who are more likely to be transit dependent.
- Four out of ten (40%) Current Riders use more than one system-- a decrease from 1996, when 47 percent of Current Riders used more than one system.
- Three out of five (60%) riders use transit to travel to downtown Chicago. One out of five (21%) riders use transit to travel from their home to a suburban location.
- Most "incidental" trips are for recreation. However, a significant number also consist of work commute trips and other planned trips (e.g., appointments). This suggests use of systems at various times of the day throughout the week. As such, while infrequent, they represent an important source of ridership.

- The RTA and its Service Boards have a strong base of Loyal Riders. Forty-five percent (45%) of all Primary and Occasional Riders are very satisfied with transit service delivered by the CTA, Pace and Metra, are very likely to continue riding in the next year, and are very likely to recommend riding to others.

Nonriders

- Nearly two out of five (38%) of all respondents are Nonriders – that is, they have not ridden transit in the past year.
- Forty-four percent (44%) of all Nonriders consider him/herself to be either “very familiar” or “somewhat familiar” with public transportation services in the area. This represents an increase in familiarity from 1996 when 35 percent of Nonriders were either “very familiar” or “somewhat familiar.” Efforts to increase transit awareness in the region should continue.
- More than two out of five (42%) Nonriders systemwide have past experience with transit, having ridden one of the systems at least once in the past five years.
 - The primary reason Former Riders no longer ride is a change in lifestyle, such as acquiring a car or driver’s license, or changing jobs.
- Nearly three out of five (58%) Nonriders have not ridden transit in the past five years – that is, they are considered Always Nonriders, as any transit experience they might have had is unlikely to reflect the level and quality of current transit services available.
 - Fourteen percent (14%) of all Always Nonriders have considered riding transit. CTA has the highest consideration rate among Always Nonriders.
- Six percent (6%) of all Nonriders show a high potential for ridership in the next year. While that seems like a small number, this would represent a 4 percent increase in primary and occasional ridership. Thirteen percent (13%) of all Nonriders show some potential for ridership in the next year.

Work Commuters

- Over half (54%) of those surveyed are work commuters – that is, they work full-time or part-time and travel *by any mode* to a fixed work site outside their home. An additional 10 percent (10%) of those surveyed work full-time or part-time but do not travel to a fixed work site outside their home. However, they do leave their home to conduct business. Five percent (5%) of those surveyed are students.

- Two out of three (66%) work commuters drive alone to work, school, or business appointments. One out of four (23%) work commuters uses transit. There has been a decrease in drive alone work commuting from 1996, from 69 percent in 1996 to 66 percent in 1998. On the other hand, there has been some increase in the use of transit for the work commute from 1996, from 19 percent in 1996 to 23 percent in 1998. This difference, however, is not statistically significant. Future studies will be able to determine if there has been any real, directional shift in mode choice.
- Work commute time varies widely, from less than five minutes to more than two hours. Average travel time is 32 minutes; median travel time is equivalent at 30 minutes.
- The majority (93%) of drive alone city and suburban workers continue to have free or subsidized parking, either from their employers (78%) or by finding free parking elsewhere (15%).
- Few (6%) employers subsidize the costs of public transportation for their employees.
 - However, respondents whose employers subsidize the costs of public transportation are more likely to use transit to travel to work. Nine percent (9%) of those who commute to work by transit receive a subsidy for public transportation from their employer, compared to only 4 percent of drive alone commuters. Increasing the extent of employer-subsidized public transportation costs could have a significant impact on transit ridership.
- Half (50%) of all work commuters start and finish work during the peak commute hours of 6:00-9:00am and 3:00-6:00pm. This represents a decrease from 1996, when sixty percent (60%) of all work commuters both started and finished work during peak commute hours. This change is consistent with trends noted nationwide that show an increasing willingness on the part of employers to allow employees flexible starting and ending work times. Because starting work earlier or finishing later than regularly scheduled work hours is the most frequent activity that may make it difficult to use public transportation, these changes could have significant long-term impact on transit ridership if service is not available to serve these changing commute patterns.
 - Needing a car for work-related travel is also a potential barrier, notably for current drive alone commuters.
- A small segment (5%) of all work commuters regularly telecommutes.

Travel Information Center

- There has been a significant increase in awareness of the TIC since 1996. In 1996, 32 percent of all respondents were familiar with the TIC. This figure increased to 37 percent in 1998. Efforts should be continued to increase awareness of this important service.
- Fewer than one out of ten (8%) respondents had used the RTA Travel Information Center in the month before the survey.

Benefits Sought when Using Transit

Within the survey, a series of “benefits sought” questions were included. Understanding what people want and expect, as well as the demographics of groups seeking similar benefits can assist in target marketing and information outreach messages.

- The most important factor in the mode choice decision is control over one’s schedule. This includes factors such as being able to come and go when needed, getting where one is going the quickest way possible, being able to get home in case of an emergency, and having flexibility in one’s schedule.
- The second important factor in the mode choice decision is image. This includes being assured of one’s personal safety, cleanliness, arriving at one’s destination feeling fresh, comfort, having a place to sit, being assured that one won’t be bothered by other people, arriving at one’s destination in the right frame of mind, and being consistent with who one perceives themselves to be.
- The third factor in the mode choice decision is practical benefits. Practical benefits include affordability, being good for the environment, minimizing one’s risk of being in a traffic accident, reducing traffic congestion, and reducing wear and tear on one’s car.

Market Segmentation

A major component of this research was to develop market segments based on the benefits sought when making the mode choice decision. Market segments are groups of people who are similar in terms of how they respond to a particular marketing mix or in other ways that are meaningful for marketing planning purposes. The overall objective of using a market segmentation strategy is to improve an agency’s competitive position and to better serve the needs of its customers.

The approach for market segmentation used here is benefit segmentation. Benefits are the sum of product advantages or satisfactions that meet an individual’s needs or wants. In essence, benefit segmentation answers the question, “What is the product – in this case transit – going to do for me?” Benefits extend beyond product features and serve to satisfy physical, emotional, or psychological needs. The belief underlying this segmentation strategy is that the benefits that people seek in consuming a given product are the basic reasons for the existence of true market segments. Benefit segmentation probes users’ buying motives and is linked directly to the marketing discipline of consumer behavior.

Five market segments were identified, each with a separate set of benefits sought when making the mode choice decision. The five segments, defined by the benefits sought, are Control/Image, Primarily Practical, Strictly Control, Practical/Control, and Strictly Image. Two segments represent the greatest potential for transit use and are described below.

- The **Primarily Practicals** (17% of population) say that factors relating to practical benefits are most important. Factors related to control and, to a lesser extent, image, are relatively unimportant. Demographically this segment is . . .
 - Older – mean age is 46 years. One out of five (20%) are 65 and older.
 - More likely to be retired (24%).
 - Less affluent. Nearly half (49%) have household incomes less than \$40,000.
 - More likely to be nonwhite.
- This segment is the most likely segment to currently ride.
 - More than one out of three (35%) are Primary Riders; 15 percent ride occasionally.
 - If employed, over half (54%) use transit to commute to work.
- This segment represents the greatest potential for future transit ridership.
 - More than one out of five (22%) say that if offered a choice between convenient public transportation and a car, they would always use public transportation.
- The primary barriers to this segment's use of public transportation is that . . .
 - Traffic congestion isn't bad enough to warrant using public transportation.
- The **Practical / Controls** (19% of population) are seeking some combination of control **and** practical benefits when selecting their travel mode. Practical benefits are most important. Factors related to control are of secondary benefit. Factors related to image are not important to this segment. This segment is . . .
 - The youngest segment. Nearly three out of five (58%) are between the ages of 18 and 44.
 - Employed full-time (52%) or part-time (13%).
- This segment has some transit experience and represents potential for future transit ridership.
 - Nearly one out of five (23%) are currently Primary Riders.
 - One out of five (20%) Nonriders in this segment have considered riding.

- Nearly one out of five (19%) say that if offered a choice between convenient public transportation and a car, they would always use public transportation; an additional 63 percent said they would sometimes use public transportation.
- This segment's primary barrier to using public transportation is . . .
 - Lack of service where and when they need it.

Strategies for Further Consideration

The 1998 Rider / Nonrider Survey provides a wealth of information that the RTA and the individual Service Boards can use for service planning and the development of marketing and communications strategies. Wide dissemination of this information to the operating departments and policy-makers is recommended. Following are some key highlights of the study and strategies that may warrant further consideration. It is recommended that the RTA and Service Board staff investigate these strategies to determine their applicability to the region, or parts of the region.

- Regular commute travel is the mainstay for ridership in the region. Moreover, there has been an increase in the use of transit for work commute purposes since 1996, notably among Occasional Riders. This segment represents a significant opportunity for further growth in commute travel. In other parts of the country, some transit systems have introduced Flex-Passes to encourage commuters to ride the bus, but also to allow them to drive to work when needed. Flex-Passes are employer-based programs that allow the employer to decrease the number of parking places they purchase for their employees. Employees are then provided with a transit pass that can also be used to pay for parking for a specified number of days (usually four to five) per month.
- At the present time, relatively few employers subsidize the cost of transit passes. These same employers frequently subsidize the costs of parking. This lack of support for transit use is a major barrier for increased commuter use of transit, especially among those commuters who have the option to drive alone. Increased emphasis on developing employer-based programs, such as the Transit Check or Flex-Pass described above, should be considered.
- The RTA and its Service Boards have a strong and broad ridership base that must be maintained. Multiple strategies are needed to retain riders. Most important, service quality must be maintained and improvements made as required. Relationship marketing programs, in which transit agencies develop individualized communications with riders, have also proved effective in retaining and rewarding riders. Reward programs that provide incentives for riders to continue riding and ride more frequently are effective with both Primary and Occasional Riders.
- Life cycle and/or lifestyle changes are the primary reasons riders stop riding transit. In many cases, people have moved and/or changed jobs and may not be aware of the availability of transit services in the areas in which they now live and/or work. Maintaining contact with riders, again through a relationship marketing program, provides the opportunity to stay in touch with riders as they experience these changes and encourage them to continue riding, at least occasionally.

- In addition to retaining existing riders, ridership growth comes from attracting that segment of Nonriders that represent the greatest potential for ridership. In the case of the RTA, 6 percent of those who currently do not ride suggest they would be very likely to ride on a regular basis in the next year. Their primary barriers to ridership are concerns about service – travel time and transferring – and concerns about flexibility – notably being able to get home in case of an emergency or if they have to work late. Offering a guaranteed ride home program may be effective in meeting the needs of current transit users as well as removing a real or perceived barrier among this high potential market segment. Guaranteed ride home programs are relatively inexpensive programs to offer. Research in other markets suggests that they are rarely used and if structured correctly, abuse is not a significant problem.

- While there has been an increase in familiarity with regional transit services from 1996, familiarity among Nonriders remains low (44%). This represents a potential barrier for ridership. An opportunity exists for a regional campaign to further increase awareness of and familiarity with the extent of regional transportation services in the area. Regional campaigns such as these serve two purposes. First, regional campaigns are effective in increasing awareness and encouraging ridership. Second, regional campaigns can increase overall support for and confidence in public transportation services in the region. The focus of such a campaign would be to boost overall awareness of transit services regionwide and would be coordinated with advertising about specific services operated by each Service Board.

- Currently the Service Boards focus largely on riders that live in their traditionally defined service areas. However, the research suggests that many riders – notably Occasional and Incidental Riders – live outside the areas that are considered their service territories. For example, many of CTA's Occasional and Incidental Riders live outside of Cook County. They may travel to the city on Metra or Pace and then transfer to a CTA bus or train. Similarly, a significant number of Pace riders originate in the city and travel outbound to the suburbs. The importance of this “nontraditional” travel cannot be underestimated. Here too, a regional campaign showing the linkages between these systems could have a positive impact on ridership – notably Occasional and Incidental ridership.

- Finally, the research identified two market segments that represent the greatest potential for continued and/or new ridership. Marketing communications emphasizing the practical benefits of using transit over other modes would be effective in reaching both market segments. Improved travel times on transit when compared with driving alone – for example with priority signaling for transit in the city or HOV lanes on highly congested routes – have proved effective in many West Coast cities noted for traffic. This will appeal to the market segment – the Strictly Practicals – who cite that there is little incentive to use transit as traffic congestion is not bad enough. The Guaranteed Ride Home Program, described above, may eliminate the Practical / Control's concerns about the availability of service when they need it. Identifying specific geographic areas where this segment concentrates and locating additional service – for example, additional connector service – may also be an effective strategy.

This is only a sampling of the amount of information and its potential use. A copy of the full 1998 Rider Non/Rider Survey report is available from the RTA Market Development Division.

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Project Overview

Introduction

The Regional Transportation Authority

Under Illinois statute, the Regional Transportation Authority (RTA) is a fiscal planning and oversight agency for public transportation in northeastern Illinois. The RTA also operates the regional Travel Information Center, Travel Center customer outlets, and the RTA Transit Check fare voucher program. The operation of all other transit services in the region is the responsibility of RTA's Service Boards: the Chicago Transit Authority (CTA), Commuter Rail Division (Metra), and the Suburban Bus Division (Pace).

Encompassing six counties – Cook, DuPage, Will, McHenry, Lake, and Kane – the RTA serves an area of 3,400 square miles, or an area about three-fourths the size of Connecticut. The combined operations of the RTA's three Service Boards constitute the second largest rail transit system and the third largest bus system in North America. In 1998, ridership was 538 million – up somewhat from 1996 when ridership was 535 million. Of this total, approximately 79 percent is attributable to CTA, 14 percent to Metra, and 7 percent to Pace.

Goals of the Study

The northeastern Illinois travel market is large, complex, and dynamic, all of which make planning and providing valuable public transportation service extremely challenging. To meet the challenge, the RTA and its operating Service Boards continually strive to better understand this market and its needs. The region's traditional market research has resulted in sound information about the attitudes and behavior of major rider segments (e.g., frequent, peak-hour commuters). Less information is available about other important segments, such as occasional riders, former riders, and nonriders.

The Rider / Nonrider research effort is a comprehensive research program designed to provide insight into the region's residents' awareness of and attitudes toward transportation in northeastern Illinois. It is the second time the RTA has completed such an effort. The first study was completed in December 1996 and yielded a wealth of baseline information about residents' awareness levels, attitudes, and travel behavior.

The primary purpose of this second wave of research is to . . .

- Provide a comparison of information from the 1996 Rider / Nonrider Survey. Key measures will be identified to determine changes in awareness, attitudes, and ridership since 1996.

- Identify and implement a market segmentation approach that will assist in increasing ridership among infrequent riders and nonriders. While considerable analysis was conducted in 1996 among market segments determined on an a priori basis, an opportunity exists to further understand the market based on respondents' lifestyle characteristics as well as the benefits they seek when making the mode choice decision. Segmenting the market on these characteristics can serve as the cornerstone of an efficient overall strategy to increase transit ridership.

Specifically, the 1998 Transit Rider / Nonrider Survey . . .

- Determines residents' current levels of and changes in levels of awareness of and attitudes toward transportation services in the region.
- Identifies current perceptions of and changes in perceptions regarding transit's role and current value to the region.
- Identifies travel behavior and use of regional services by the residents of the region served by the RTA, and identifies the characteristics of riders and nonriders in the area. The focus is on developing an expanded profile of riders and nonriders, including demographics, lifestyle, psychographic, and other characteristics.
- Identifies important factors that determine travel mode choice of regional residents.
- Determines why former transit users and nonusers do not currently use transit service and why occasional riders do not ride more often. This data will be used to recommend concrete strategies to increase ridership.
- Gauges reaction to current major issues facing the RTA.

The results of this research will enable the RTA and the Service Boards to more fully comprehend the attitudes of the region's complex travel market and the reasons underlying travelers' mode choice.

Methodology

Research Design

The 1998 Rider / Nonrider Survey consists of 1,900 interviews with individuals over the age of sixteen drawn from a probability sample of Cook, DuPage, Kane, Lake, McHenry, and Will County households. Northwest Research Group, Inc. conducted telephone interviews between October 27 and December 30, 1998. Interviewing was conducted weekdays until 9:00 p.m. and during the afternoon and early evening hours on weekends.

A sample of over 32,000 numbers was drawn using standard methods for developing a probability sample. This method insures that each household in the specified counties has an equal 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 into two groups based on transit ridership. Following are definitions of these strata:

- **Primary Rider:** Any person, sixteen or older, who had taken five or more one-way rides on CTA, Metra, and/or Pace in the 30 days preceding the survey. Each one-way trip counted as one ride and a round trip counted as two rides. Note this definition of Primary Riders is different from the definitions used by each individual Service Board. This definition is a broader definition of riders in that it includes more than just the most frequent, regular riders.
- **Other Current Riders and Nonriders:** Any person, sixteen or older, who had not taken five or more one way rides on any system in the 30 days preceding the survey. Metra Nonriders were further qualified in that the individuals had to travel to downtown Chicago at least three times in the previous 30 days.

The sample was further stratified by Service Board. An approximately equal number of interviews was completed with riders and nonriders of each Service Board.

Questionnaire

The questionnaire contains approximately 140 questions. However, there are a number of complex skip and branching patterns based on ridership, systems used, and commuter status. Therefore, no respondent was asked every question.

Northwest Research Group administered the survey using computer-assisted interviewing technology. The computer program automatically handled all skip and branching patterns (e.g., rider versus nonrider, commuter vs. noncommuter). Survey length ranged from as few as 7 minutes up to 46 minutes. The average time that was required to complete the interview was 19 minutes.

The questionnaire contains, for all categorical data, a variety of question formats including closed single and multiple response questions. In those situations where not all possible responses were known, an "other" category was included. These results were then reviewed and, where appropriate, post-coded into the database. It should be noted that, in some cases, when respondents gave an answer that did not appear to "fit" into one of the precoded categories and was entered by the interviewer into the "other" category, they might not have been asked questions included in a specific skip or branching pattern.

All attitude and evaluation questions used scaled response formats. Scales were typically three, four, five, and seven points in length. The length of the scale was determined during the pretest to capture the greatest amount of variance in individual responses.

The survey instrument contains the following major sections:

- Introduction / Refusal questions.
- Screener.
- Travel patterns and satisfaction of CTA, Metra, and Pace Primary Riders and Occasional Riders.
- Travel patterns of all three systems asked of all Primary Riders and Occasional Riders.
- Awareness questions asked of all nonriders.
- Consideration of CTA, Metra, and Pace.
- Determination of commuter status.

- Commuting questions asked only of commuters.
- Benefits sought in mode choice.
- Perceptions of public transportation.
- The RTA Travel Information Center.
- Demographic questions.

The questionnaire was pretested with 48 respondents over a two-day period. Changes were made to improve the wording and flow of the questionnaire throughout the pretest. Questions that were redundant and/or were not pertinent to the overall study objectives were dropped. The pretest results are not included in the study results.

During analysis, it was found that a change in the questionnaire designed to minimize the total number of questions any single respondent was asked resulted in an inability to calculate the incidence of Incidental Riders, Former Riders, and Always Nonriders in a manner comparable with 1996. Follow-up calls were made to nonrider respondents to obtain this missing data. This data included past ridership of each system. Of the over 1,000 nonriders who were not asked all the questions required for this analysis, 80 percent were reached through this recontact process and provided the necessary information.

A copy of the questionnaire is included in the Appendix.

Note a small number (5%) of those contacted were unable to complete the survey because of language barrier. The primary language barrier was Spanish.

Sample Size

One thousand nine hundred (1,900) interviews were completed with at least 200 interviews completed with Primary Riders for each Service Board. This allows for sufficient subgroup size when inferring statistical reliability. Note that riders could qualify as a primary rider of more than one Service Board – that is, a respondent could ride both CTA and Pace five or more times. In this case, they are counted as a CTA and a Pace Primary Rider.

The data were weighted to reflect the actual incidence of Primary Riders and other Current Riders / Nonriders in the region. Further analysis suggested that the proportion of interviews completed in suburban Cook County was greater than the actual number of households in this area. On the other hand, the proportion of interviews completed in the remaining counties was less than the actual number of households in this area. Therefore, the data was further weighted to reflect the actual number of households in each of three areas: City of Chicago, Suburban Cook County, and all other counties. This weighting process does not change the total sample size.

The number of interviews obtained and the number resulting from the weighting process for Primary Riders and other Current Riders / Nonriders in each of the major geographic areas is shown in the following table.

| TABLE 1 FINAL SAMPLE SIZE – 1998 RIDER / NONRIDER SURVEY (UNWEIGHTED AND WEIGHTED BY RIDER AND AREA) | | | | | | |
|---|-----------------|-----------------|---------------------------|-----------------|---|-----------------|
| AREA | TOTAL | | PRIMARY RIDERS | | ALL OTHER RIDERS / NONRIDERS | |
| | OBTAINED | WEIGHTED | OBTAINED | WEIGHTED | OBTAINED | WEIGHTED |
| City of Chicago | 714 | 613 | 339 | 262 | 375 | 351 |
| Suburban Cook | 831 | 639 | 253 | 81 | 578 | 558 |
| All Other Counties | 355 | 648 | 92 | 56 | 263 | 592 |
| TOTAL | 1,900 | 1,900 | 684 | 399 | 1,216 | 1,501 |

The calculations used to determine the sample weights are included separately in the Field Services Report.

All results in this report are based on the appropriate weighted sample data. Both actual and weighted cell sizes (n and n_w , respectively) are shown in the report. The sample sizes shown for each question are the total number of weighted cases with valid responses for that question. Actual cell sizes are used when inferring statistical reliability.

Changes in Design

The Rider / Nonrider Survey completed in 1996 represented the first year the RTA undertook this effort. As a tracking study, it is important to maintain consistency in design over the years to insure comparability of survey results over time. However, some changes were made to the design to provide a more reliable and representative picture of the system. These changes were made carefully while considering any potential impact on the RTA's ability to compare this year's results to the previous study. In interpreting the results of the research, notably changes in key measures from 1996, it is important to understand what, if any, impact these changes in the research design might have on changes in these key measures. The following outlines the changes that were made and the reasons for these changes.

- In 1996, riders were counted as riders of one system only and were asked questions only about the system to which they were assigned. In 1998, riders were counted as riders of multiple systems and completed detailed questions about each system they rode. As such, more information is available about the ways in which a respondent might use the different services in the region.
- In 1996, to qualify as a nonrider of Metra, the respondent needed to live within ten miles of a Metra station and travel to downtown Chicago three or more times monthly. In 1998, to qualify as a nonrider of Metra, the respondent needed only to live within Metra's service territory (defined by zip codes) and travel to downtown Chicago three or more times monthly. That is, there was no qualifier regarding distance to access a Metra station.
- Perhaps the most significant change in the design were changes in the definition of Pace's service territory. First, Pace's service territory was redefined to include only those zip codes in the six county region where they have service running. Second, in 1996 the intersuburban areas of Cook County that are served by the CTA were not included in Pace's service territory, even if they ran service in these zip codes. In

1998, these intersuburban areas served by the CTA and Pace are included in Pace's redefined service territory.

- Finally, analysis of the sample distribution showed that the resulting random sample was not proportionate to the actual population distribution in the county. Notably, the number of completes in suburban Cook County and, to a lesser extent, the City of Chicago was disproportionately higher than the actual household population in the respective areas. On the other hand, the number of completes in the remaining five counties was disproportionately lower than the actual household population in these counties. In 1996, the data was weighted only to adjust for the oversampling of riders relative to their actual incidence in the population. In 1998, a dual weight was developed that adjusted for the oversampling of riders relative to their actual incidence in the population as well as the oversampling of households in the two areas mentioned. Details of the weighting schema used are included separately in the Field Services Report.

Statistical Significance

In interpreting survey results, it should be kept 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 2.2 percent. The following table illustrates the error associated with different proportions at different sample sizes and can be used to determine sampling error for subgroup analysis.

| TABLE 2 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% |
| 500 | 2.6% | 3.5% | 4.0% | 4.3% | 4.4% |
| 1000 | 1.9% | 2.5% | 2.8% | 3.0% | 3.1% |

Changes in key measures from 1996 are an important focus of the analysis as are differences in responses among key subgroups (e.g., riders and nonriders, commuters and noncommuters). 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. If results or numbers are different to the extent that the difference would matter from a managerial perspective, the difference is practically significant. To be practically significant, the difference must be statistically significant. However, a statistically significant difference may not be practically significant.

Report Format and Notes

Extensive analysis of the data was completed. This report summarizes the major findings for each of the topics and provides an overview of ridership and attitudes for the entire system. Individual reports are also available that look specifically at each Service Board. 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 and practically significant differences between years and/or between key subgroups. The probability level for determining statistical significance is $< .05$ (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 were noted in the written text of the report and boldfaced 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 based on the presentation of abbreviated data.
- Except where noted, tables and charts provide information from respondents who offered opinions to a question. "Don't knows" 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, riders versus nonriders or commuters versus noncommuters. Two sets of banners were run providing insight into how important subgroups (e.g., men and women) responded to each question.

Research Results

Ridership

Incidence of Riders and Nonriders

Defined

A primary objective of the research is to gain an understanding of the actual incidence of riders and nonriders in the population – that is, market share. Moreover, it is believed that, while regular riders form the mainstay of any transit agency, significant opportunities for increased ridership exist among those who currently ride occasionally or in special circumstances. To this end, respondents were segmented into two main groups: Current Riders and Nonriders.

- 1) **Current Riders:** Defined as those individuals who have ridden any system within the past year. Current Riders are further divided into three groups:
 - a) **Primary Riders:** Consistent with the sample plan, Primary Riders are comprised of those individuals, age sixteen or older, who had taken at least five one-way rides on at least one system – CTA, Metra, or Pace – in the month prior to the survey. Note that due to the complexity of the RTA's transportation system, Primary Riders may ride more than one system under this definition – that is, five or more times monthly. Moreover, they may be Primary Riders of one system and Occasional or Incidental Riders of another system. In this latter case, however, they are considered Primary Riders. Note further that this definition of Primary Riders is different from the definitions used by each individual Service Board. This definition is a broader definition of riders in that it includes more than just the most frequent, regular riders.
 - b) **Occasional Riders:** Occasional Riders are defined as individuals, sixteen or older, who had taken between one and four one-way rides on at least one of the transit systems in the month before the survey. Occasional Riders may be Occasional Riders on more than one system. They may also be Nonriders on up to two systems. They are **not** Primary Riders on any system.
 - c) **Incidental Riders:** Defined as individuals, sixteen or older, who have not ridden in the past month but have ridden one or more systems in the past year.
- 2) **Nonriders:** Nonriders are defined as any individual, sixteen or older, living within the RTA service area who has not ridden public transit within the past year.

Regional Ridership

- One out of five (21%) respondents are Primary Riders – that is, they ride one or more transit system five or more times monthly. An additional 13 percent of all respondents had ridden occasionally in the month preceding the survey. More than one out of four (28%) respondents are Incidental Riders – that is, they have ridden transit in the past year but not in the past month.
- There are some changes in regional ridership from 1996. Notably, there has been a decrease in the incidence of Occasional Riders – from 19 percent in 1996 to 13 percent in 1998. On the other hand, there has been an increase in the number of Incidental Riders – from 25 percent in 1996 to 28 percent in 1998. At the same time, there has been an increase in the number of Primary Riders – from 19 percent in 1996 to 21 percent in 1998. These latter differences, however, are not statistically significant and will need to be monitored in the future.
- The incidence of Primary Riders is highest among those respondents living in the city of Chicago, 43 percent of whom had ridden five or more times in the month before the survey. The incidence of Occasional Riders is nearly the same among residents throughout the RTA service area. Incidental Riders are more likely to live outside the city of Chicago, notably suburban Cook County.

FIGURE 1
INCIDENCE OF RIDERS AND NONRIDERS
(Base: All Respondents [varies by year])

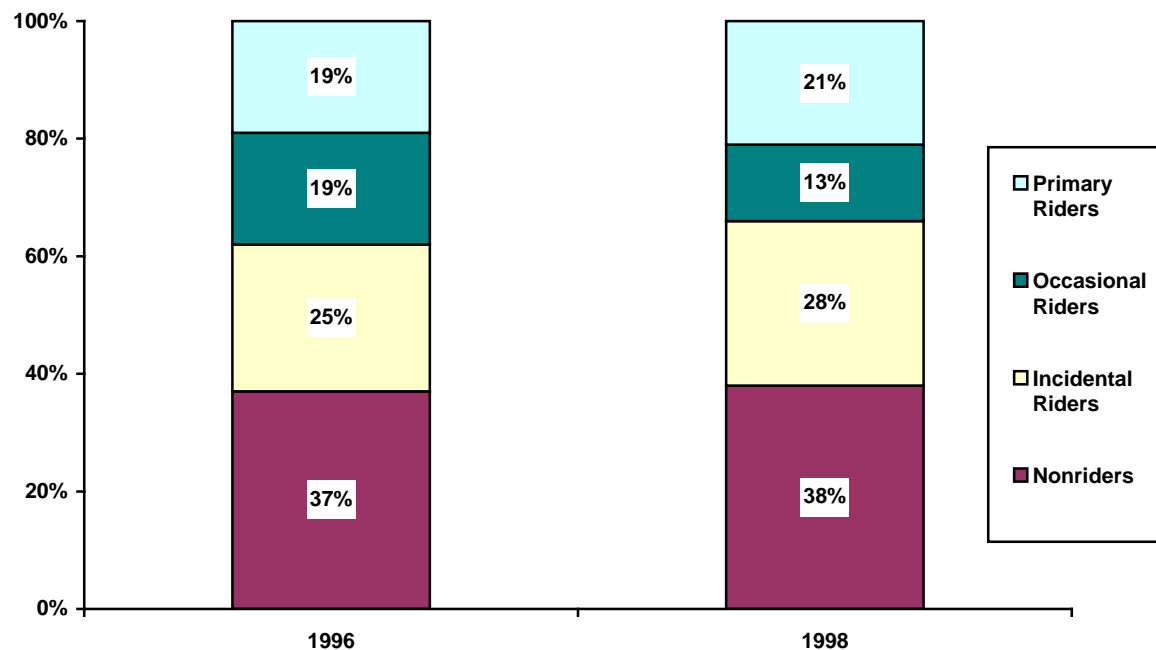


TABLE 3
INCIDENCE OF RIDERS AND NONRIDERS BY AREA – 1998

| | City of Chicago [n = 714; n _w = 613] | Suburban Cook [n = 831; n _w = 639] | All Other Counties [n = 355; n _w = 648] |
|-------------------|--|--|---|
| Primary Riders | 43% | 13% | 9% |
| Occasional Riders | 13 | 12 | 12 |
| Incidental Riders | 23 | 32 | 28 |
| Nonriders | 21 | 43 | 51 |

Demographic Characteristics of Riders and Nonriders

Primary Riders differ significantly from Nonriders.

- While overall, more women than men were interviewed, Primary Riders are more likely than Nonriders to be men – 44 percent compared with 38 percent, respectively.
- While the majority (76%) of Primary Riders have access to a car, Primary Riders are less likely than Nonriders to have a car available for their use. Moreover, Primary Riders who have access to a car have fewer cars available than do Nonriders.
- Primary Riders are younger than Nonriders. Nearly two out of five (38%) Primary Riders are between the ages of 18 and 34, compared with 22 percent of Nonriders. On the other hand, 37 percent of Nonriders are 55 and older compared with only 19 percent of Primary Riders.
- While the majority of all respondents interviewed are employed full-time, Primary Riders are more likely than Nonriders to be employed full-time – 60 percent compared with 46 percent, respectively. Moreover, an above average number (9%) of Primary Riders are students. On the other hand, an above-average number (25%) of Nonriders are retired.
- Primary Riders are more likely than Nonriders to have lived less time at their current address. Twenty-two percent of Primary Riders have lived at their current address for one year or less. Over half (52%) of all Primary Riders have lived at their current address five years or less, compared with 34 percent of Nonriders. This is consistent with the younger age of Primary Riders.
- While average household size is the same, Primary Riders are more likely than Nonriders to be a single-person household – 22 percent compared with 19 percent, respectively. There are no differences in the presence of children in the household.
- Primary Riders have lower household incomes than Nonriders. Nearly half (49%) of Primary Riders have household incomes of \$40,000 or less compared with 38 percent of Nonriders.
- Finally, Primary Riders are more likely than Nonriders to be members of an ethnic minority. More than two out of five (41%) Primary Riders are non-white compared with 21 percent of nonriders. Twenty-six percent (26%) of Primary Riders are African-American; 9 percent are Hispanic.

**TABLE 4
DEMOGRAPHIC CHARACTERISTICS OF RIDERS AND NONRIDERS**

| | All Respondents [n = 1,900; n _w = 1,900] | Primary Riders [n = 684; n _w = 399] | Occasional Riders [n = 206; n _w = 243] | Incidental Riders [n = 442; n _w = 527] | Nonriders [n = 568; n _w = 732] |
|---------------------------------|---|--|---|---|---|
| Gender | | | | | |
| Male | 39% | 44% | 37% | 37% | 38% |
| Female | 61 | 56 | 63 | 63 | 62 |
| Auto Availability | | | | | |
| None | 8% | 24% | 8% | 3% | 2% |
| One | 37 | 42 | 41 | 39 | 34 |
| Two | 39 | 25 | 38 | 39 | 46 |
| Three or More | 16 | 9 | 13 | 25 | 18 |
| Mean | 1.7 | 1.2 | 1.6 | 1.8 | 1.9 |
| Age | | | | | |
| 16 – 17 | 4% | 5% | 5% | 6% | 3% |
| 18 – 24 | 8 | 13 | 14 | 9 | 4 |
| 25 – 34 | 19 | 25 | 18 | 19 | 18 |
| 35 – 44 | 23 | 20 | 23 | 23 | 24 |
| 45 – 54 | 17 | 18 | 16 | 17 | 14 |
| 55 – 64 | 13 | 10 | 12 | 11 | 16 |
| 65 and Over | 15 | 9 | 12 | 14 | 21 |
| Mean | 44.1 yrs. | 39.6 yrs. | 41.1 yrs. | 42.5 yrs. | 47.8 yrs. |
| Employment Status | | | | | |
| Employed Full-Time | 50% | 60% | 50% | 49% | 46% |
| Employed Part-Time | 10 | 13 | 10 | 12 | 8 |
| Self-Employed | 7 | 5 | 9 | 6 | 8 |
| Student | 5 | 9 | 7 | 5 | 2 |
| Retired | 18 | 8 | 12 | 18 | 25 |
| Homemaker | 6 | 1 | 6 | 6 | 8 |
| Currently Unemployed | 4 | 4 | 6 | 11 | 3 |
| Years at Current Address | | | | | |
| Less than 1 Year | 13% | 22% | 15% | 11% | 12% |
| 1 – 5 Years | 26 | 30 | 31 | 22 | 26 |
| 6 – 10 Years | 20 | 15 | 22 | 23 | 19 |
| 11 – 15 Years | 11 | 10 | 9 | 12 | 11 |
| 16 – 20 Years | 10 | 10 | 8 | 11 | 10 |
| More than 20 Years | 21 | 13 | 16 | 20 | 27 |
| Mean | 12.5 yrs. | 9.4 yrs. | 11.0 yrs. | 12.4 yrs. | 14.6 yrs. |
| Household Size | | | | | |
| One | 19% | 22% | 22% | 17% | 19% |
| Two | 31 | 31 | 30 | 29 | 33 |
| Three | 19 | 19 | 16 | 22 | 18 |
| Four or More | 31 | 27 | 31 | 32 | 30 |
| Mean | 2.8 | 2.8 | 2.9 | 2.9 | 2.8 |
| Household Composition | | | | | |
| Children Under 18 | 38% | 35% | 36% | 42% | 38% |
| Children Under 5 | 14% | 13% | 14% | 13% | 16% |
| Income | | | | | |
| Less than \$20,000 | 12% | 15% | 13% | 11% | 11% |
| \$20,000 – \$39,999 | 27 | 34 | 26 | 24 | 27 |
| \$40,000 – \$74,999 | 36 | 29 | 34 | 37 | 41 |
| \$75,000 and Over | 24 | 22 | 26 | 27 | 22 |
| Median | \$47,570 | \$41,098 | \$49,750 | \$51,309 | \$63,856 |
| Ethnicity | | | | | |
| White | 74% | 59% | 76% | 74% | 79% |
| Non-white | 26 | 41 | 24 | 26 | 21 |

Service Board Ridership

Service Board ridership is examined for each system only for the zip codes that define their respective service territories.

- Nearly two out of five (37%) respondents living in CTA's service territory are Primary Riders of the CTA. An additional 14 percent are Occasional Riders; 19 percent are Incidental Riders. CTA has the lowest incidence of Nonriders – 30 percent.
 - There has been little change in ridership on the CTA in the past two years.
- Twelve percent (12%) of all respondents living in Metra's service area are Primary Riders of Metra. An additional 22 percent are Occasional Riders and 23 percent are Incidental Riders.
 - There have been significant changes in the incidence of Metra riders since 1996. Notably, the incidence of Primary Metra Riders decreased from 24 percent to 12 percent. On the other hand, the incidence of Occasional Riders and Nonriders has increased. This decrease may be a function of a change in the definition of nonriders from the previous study. In 1996, respondents who had not ridden in the past month had to live within 10 miles of a train station. In 1998, this constraint was lifted. As such, nonriders could live throughout a much larger area.
- Finally, 3 percent of all respondents living in Pace's service area are Primary Riders of Pace. An additional 4 percent ride occasionally and 10 percent are Incidental Riders. Pace has the highest number of Nonriders living in their service territory (83%).
 - There has been a significant increase in the number of Pace Nonriders from 1996. At the same time there has been a decrease in the proportion of Primary Riders, Occasional Riders, and Incidental Riders. While the change in each category is not statistically significant, combined this decrease is significant. These changes may be a function of the change in the definition of Pace's service territory to include the intersuburban areas of Cook County served by Pace.

FIGURE 2
INCIDENCE OF RIDERS AND NONRIDERS BY SERVICE BOARD
(BASE: All Respondents [n = 1,900; n_w = 1,900])

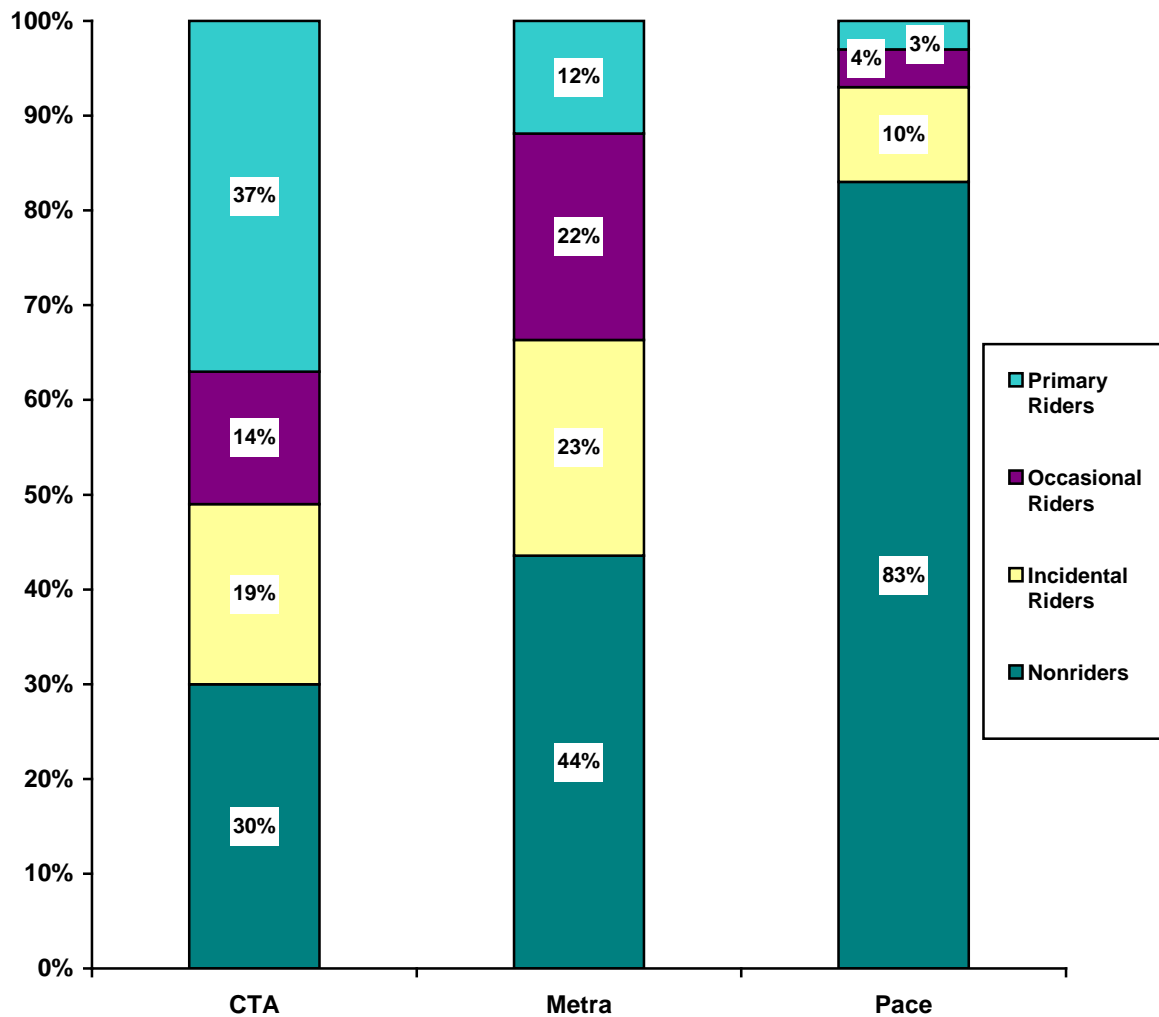


TABLE 5
INCIDENCE OF RIDERS AND NONRIDERS BY SERVICE BOARD – 1996 TO 1998

| | CTA | | Metra | | Pace | |
|-------------------|------------------------|------|------------------------|------|------------------------|------|
| | (Base: Varies by Year) | | (Base: Varies by Year) | | (Base: Varies by Year) | |
| | 1996 | 1998 | 1996 | 1998 | 1996 | 1998 |
| Primary Riders | 35% | 37% | 24% | 12% | 4% | 3% |
| Occasional Riders | 16 | 14 | 18 | 22 | 8 | 4 |
| Incidental Riders | 23 | 19 | 24 | 23 | 13 | 10 |
| Nonriders | 26 | 30 | 35 | 44 | 75 | 83 |

- Pace and CTA Primary Riders are similar demographically. They are . . .
 - More likely to be female than male.
 - Typically employed full-time. However, a significant number are students – notably among CTA Primary Riders. On the other hand, a significant number of Pace Primary Riders are employed part-time. Moreover, an above-average number of Pace Primary Riders are retired.
 - Middle-class.
- There are, however, some notable differences between Pace and CTA Primary Riders.
 - Pace Primary Riders are less likely than CTA Primary Riders to have a car available for their personal use. Two out of five (39%) Pace Primary Riders do not have a car available for their personal use, compared with 27 percent of CTA Primary Riders.
 - Pace Primary Riders have lower household incomes than CTA Primary Riders. Seven out of ten (65%) Pace Primary Riders have household incomes below \$40,000, compared with 53 percent of CTA Primary Riders.
 - Pace Primary Riders are older than CTA Primary Riders. Half of all Pace Primary Riders (50%) are 45 and older compared with 34 percent of CTA Primary Riders.
 - CTA Primary Riders are more likely than Pace Primary Riders to be Caucasian.
- Metra Primary Riders are different demographically than Pace and CTA Primary Riders. Notably, Metra Primary Riders are . . .
 - More likely to be male than female.
 - More likely to have multiple cars available for their personal use.
 - Employed full-time.
 - Of a higher than average income level.
 - Caucasian.

**TABLE 6
DEMOGRAPHIC CHARACTERISTICS OF SERVICE BOARD PRIMARY RIDERS LIVING IN
RESPECTIVE SERVICE AREAS**

| | | CTA [n = 435; n _w = 423] | Metra [n = 209; n _w = 101] | Pace [n = 119; n _w = 28] |
|---------------------------------|--------|---|---|---|
| Gender | | | | |
| Male | | 43% | 51% | 41% |
| Female | | 57 | 49 | 59 |
| Auto Availability | | | | |
| None | | 27% | 12% | 39% |
| One | | 44 | 34 | 28 |
| Two | | 21 | 41 | 23 |
| Three or More | | 8 | 13 | 10 |
| | Mean | 1.1 | 1.6 | 1.1 |
| Age | | | | |
| 16 – 17 | | 6% | 3% | 9% |
| 18 – 24 | | 14 | 7 | 9 |
| 25 – 34 | | 28 | 18 | 13 |
| 35 – 44 | | 17 | 31 | 18 |
| 45 – 54 | | 18 | 22 | 23 |
| 55 – 64 | | 8 | 11 | 11 |
| 65 and Over | | 8 | 8 | 16 |
| | Mean | 38.4 yrs. | 42.1 yrs. | 43.1 yrs. |
| Employment Status | | | | |
| Employed Full-Time | | 59% | 75% | 51% |
| Employed Part-Time | | 12 | 11 | 19 |
| Self-Employed | | 5 | 6 | 1 |
| Student | | 10 | 3 | 8 |
| Retired | | 7 | 4 | 15 |
| Not Employed Outside Home | | 1 | 0 | 1 |
| Currently Unemployed / Other | | 5 | 1 | 6 |
| Years at Current Address | | | | |
| 5 Years or Less | | 53% | 50% | 40% |
| 6 – 10 Years | | 15 | 20 | 19 |
| 11 – 15 Years | | 10 | 11 | 13 |
| 16 – 20 Years | | 10 | 9 | 7 |
| More than 20 Years | | 12 | 10 | 11 |
| | Mean | 9.3 yrs. | 9.1 yrs. | 13.0 yrs. |
| Household Size | | | | |
| One | | 24% | 16% | 22% |
| Two | | 30 | 33 | 30 |
| Three | | 19 | 23 | 16 |
| Four or More | | 27 | 28 | 32 |
| | Mean | 2.8 | 2.9 | 3.0 |
| Household Composition | | | | |
| Children Under 18 | | 34% | 39% | 35% |
| Children Under 5 | | 12% | 16% | 14% |
| Income | | | | |
| Less than \$20,000 | | 16% | 4% | 31% |
| \$20,000 – \$39,999 | | 37 | 22 | 34 |
| \$40,000 – \$74,999 | | 28 | 37 | 23 |
| \$75,000 and Over | | 18 | 37 | 12 |
| | Median | \$39,000 | \$62,946 | \$37,083 |
| Ethnicity | | | | |
| White | | 52% | 81% | 70% |
| Non-white | | 48 | 19 | 30 |

Current Riders

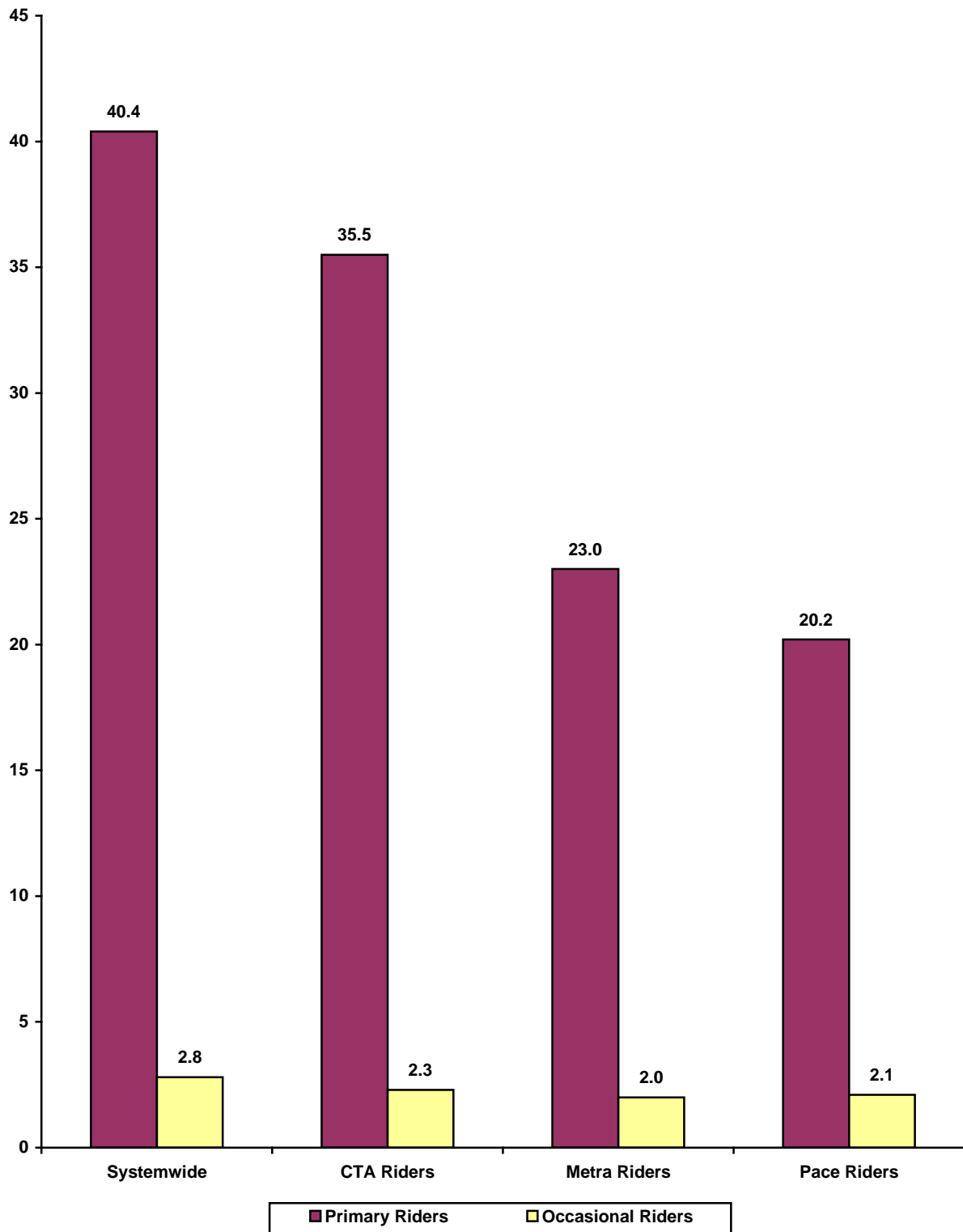
Primary and Occasional Riders

Frequency of Riding

Primary and Occasional Riders (i.e., had ridden in the past month) were asked the number of one-way trips they had taken on a CTA bus, CTA train, Metra, and/or Pace in the month before the survey.

- Primary and Occasional Riders average 26 rides monthly. However, this figure ranges from as few as one one-way ride to more than 100 one-way rides. Therefore, the median is a better indicator of central tendency. Using the median, Primary and Occasional Riders average twelve (12) one-way rides monthly.
 - Primary Riders average 40.4 rides monthly (as measured by the mean), or 30 rides monthly (as measured by the median). More than two out of five (44%) Primary Riders take forty or more one-way rides a month, approximating two one-way rides daily.
 - By definition, Occasional Riders take no more than four rides on any system. One out of five (19%) take one ride monthly and 35 percent take two rides. Occasional Riders average 2.8 one-way rides a month.
- Twenty-seven percent (27%) of all area residents rode the CTA in the 30 days before the survey. Four out of five (81%) system riders (i.e., had ridden one or more system in the 30 days before the survey) rode the CTA.
 - CTA Primary Riders are the most frequent riders. CTA Primary Riders average 35.5 one-way rides on both the bus and trains – significantly more than in 1996 when CTA Primary Riders averaged 28.1 rides on the CTA. This change may be due in part to a modification to the questionnaire in 1998. In the current study, CTA riders indicated the number of one-way rides they took on a CTA bus and a CTA train separately. In 1996, respondents were simply asked the number of one-way rides they took on the CTA. The current figure may inflate the number of one-way rides, as people may take a single one-way trip using both the bus and train.
 - CTA Occasional Riders average 2.3 one-way rides on both the bus and train. This is the same as in 1996, when CTA Occasional Riders averaged 2.2 rides.
- Fourteen percent (14%) of all area residents rode Metra in the 30 days before the survey. Two out of five (41%) system riders rode Metra in the 30 days before the survey.
 - Metra Primary Riders average 23.0 one-way rides – nearly the same as in 1996, when Metra Primary Riders averaged 28.0 rides on Metra.
 - Metra Occasional Riders average 2.0 one-way rides on Metra. Again, this is the same as in 1996, when Metra Occasional Riders averaged 2.1 rides.
- Nine percent (9%) of all area residents rode Pace in the 30 days before the survey. More than one out of four (28%) system riders rode Pace in the 30 days before the survey.
 - Pace Primary Riders average 20.2 one-way rides – nearly the same as in 1996, when Pace Primary Riders averaged 23.2 rides on Pace.
 - Pace Occasional Riders average 2.1 one-way rides on Pace. Again, this is the same as in 1996, when Pace Occasional Riders averaged 1.8 rides.

FIGURE 3
FREQUENCY OF RIDING
(BASE: Primary & Occasional Riders [n = 890; n_w = 642])

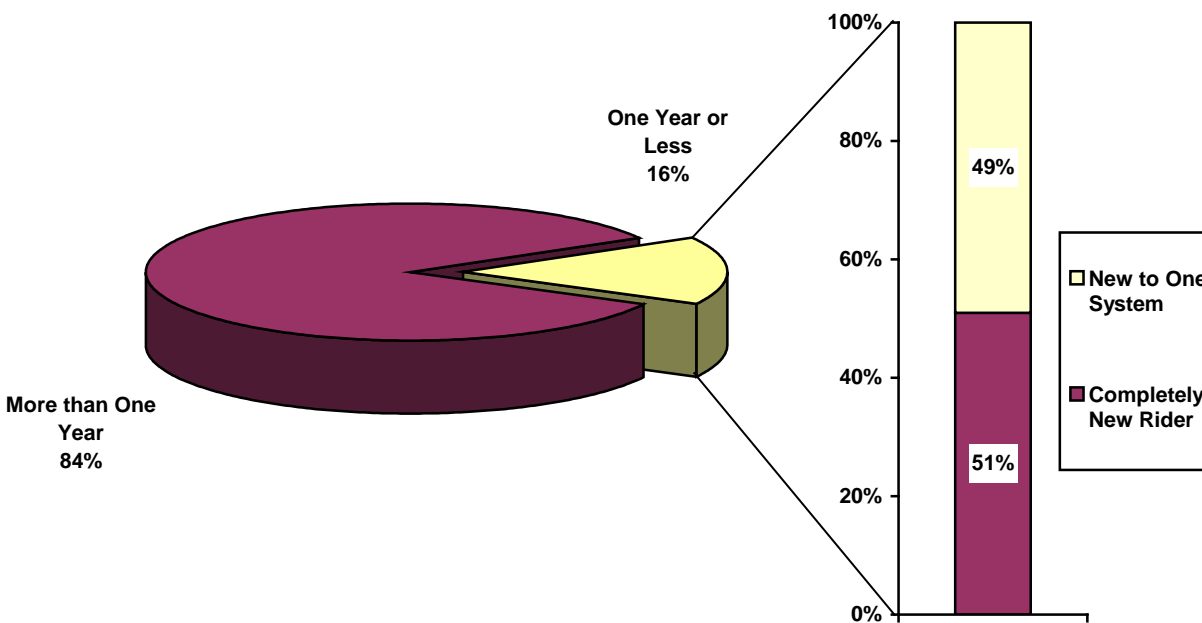


Length of Time Riding

The length of time Primary and Occasional Riders had been using transit in the region was of particular interest in 1998. Additional research is underway that explores in-depth the characteristics and needs of new transit users. Primary and Occasional Riders (had ridden in the past month) were asked how long they have been riding each of the systems they ride.

- Sixteen percent (16%) of all riders started riding one or more of the transit systems in Chicago in the year before the study was conducted. This was the same for both Primary and Occasional Riders. Note nearly half (46%) of all new riders have lived at their current address one year or less. The importance of ongoing outreach and marketing efforts to reach new residents is an important component of ridership growth.
- Among new riders, half (51%) are completely new to transit. Forty-nine percent (49%) are new to one system but had ridden at least one other system for more than one year. This may suggest that new riders may need different types and amount of information. For example, those completely new to transit may require a greater amount of information as well as more detailed information than do those who have ridden another system.
- Pace and Metra have the highest incidence of new riders in the past year – 18 percent and 16 percent, respectively. This reflects the high mobility of the suburban population. Again, The importance of ongoing outreach and marketing efforts to reach new residents and/or new workers in the areas served by these systems cannot be underestimated.

FIGURE 4
LENGTH OF TIME RIDING TRANSIT
(BASE: Primary & Occasional Riders [n = 890; n_w = 642])



Characteristics of Riders by Length of Time Riding

New riders (had started riding in the past year) differ from experienced riders on several important demographic characteristics. New riders are . . .

- Younger than experienced riders. Nearly two out of three (64%) are between the ages of 16 and 34.
- Newer residents. Sixty-nine percent (69%) have lived at their current address five years or less. Thirty-seven percent (37%) have lived at their current address one year or less. New resident mailings may represent an excellent avenue for attracting new riders.

TABLE 7

DEMOGRAPHIC CHARACTERISTICS OF TRANSIT-RELIANT AND CHOICE RIDERS

| | New Riders [n = 141; n _w = 105] | Experienced Riders [n = 749; n _w = 537] |
|---------------------------------|--|--|
| Age | | |
| 16 – 17 | 11% | 4% |
| 18 – 24 | 23 | 11 |
| 25 – 34 | 30 | 21 |
| 35 – 44 | 16 | 22 |
| 45 – 54 | 8 | 19 |
| 55 – 64 | 7 | 11 |
| 65 and Over | 5 | 11 |
| Mean | 32.4 yrs. | 41.7 yrs. |
| Employment Status | | |
| Employed Full-Time | 59% | 56% |
| Employed Part-Time | 11 | 12 |
| Self-Employed | 4 | 7 |
| Student | 9 | 8 |
| Retired | 4 | 10 |
| Not Employed Outside Home | 3 | 3 |
| Currently Unemployed / Other | 10 | 4 |
| Years at Current Address | | |
| 5 Years or Less | 69% | 46% |
| 6 – 10 Years | 13 | 19 |
| 11 – 15 Years | 7 | 10 |
| 16 – 20 Years | 5 | 10 |
| More than 20 Years | 6 | 15 |
| Mean | 6.0 yrs. | 10.8 yrs. |

Reliance on Transit

Primary and Occasional Riders were asked to indicate which of four statements best describes why they ride the system that they do. These statements reflect the extent to which a rider must depend on public transportation. The statements include:

- 1) I ride because I don't know how to drive or I'm not licensed to drive.
- 2) I ride because I don't have a car available.
- 3) I have a car available but I prefer to take public transit for some purposes.
- 4) I don't own a car because I prefer to take public transit.

The first two statements suggest the rider is a "transit-reliant" rider. The third statement reflects that the rider is a "choice" rider. The final statement suggests the rider is a "voluntarily reliant" rider.

- Regionwide, 72 percent of Primary and Occasional Riders choose to use transit by making the choice to either leave their car at home (65%) or to be voluntarily reliant (7%). This represents a decrease from 1996 when 79 percent of Primary and Occasional Riders were "choice" or "voluntarily reliant" riders.

The decrease in choice riders is noted across the three Service Boards and may be due to the increase in Primary Riders and/or those using transit for commute purposes who are more likely to be transit dependent. In 1996, 91 percent of Metra Primary Riders and 63 percent of CTA Primary Riders were choice riders. These figures decreased to 83 percent and 56 percent, respectively. Pace experienced the least change in the mix of choice and dependent riders. In 1996, over half (55%) of Pace Primary Riders were choice riders. This figure decreased to 53 percent in 1998.

- Occasional Riders are more likely than Primary Riders to be "choice" riders – 78 percent compared with 54 percent, respectively.
- Primary Riders are more likely than Occasional Riders to be "voluntarily reliant" riders – 10 percent compared with 4 percent, respectively.
- Twenty-eight percent (28%) of Primary and Occasional Riders meet the traditional definition of transit reliance, riding because they do not have a car available (18%) and/or because they don't know how to drive (10%).
 - As expected, Primary Riders are more likely than Occasional Riders to be "transit-reliant" riders – 36 percent compared with 17 percent, respectively.

FIGURE 5
RELIANCE ON TRANSIT
(BASE: Primary & Occasional Riders [base varies by year])

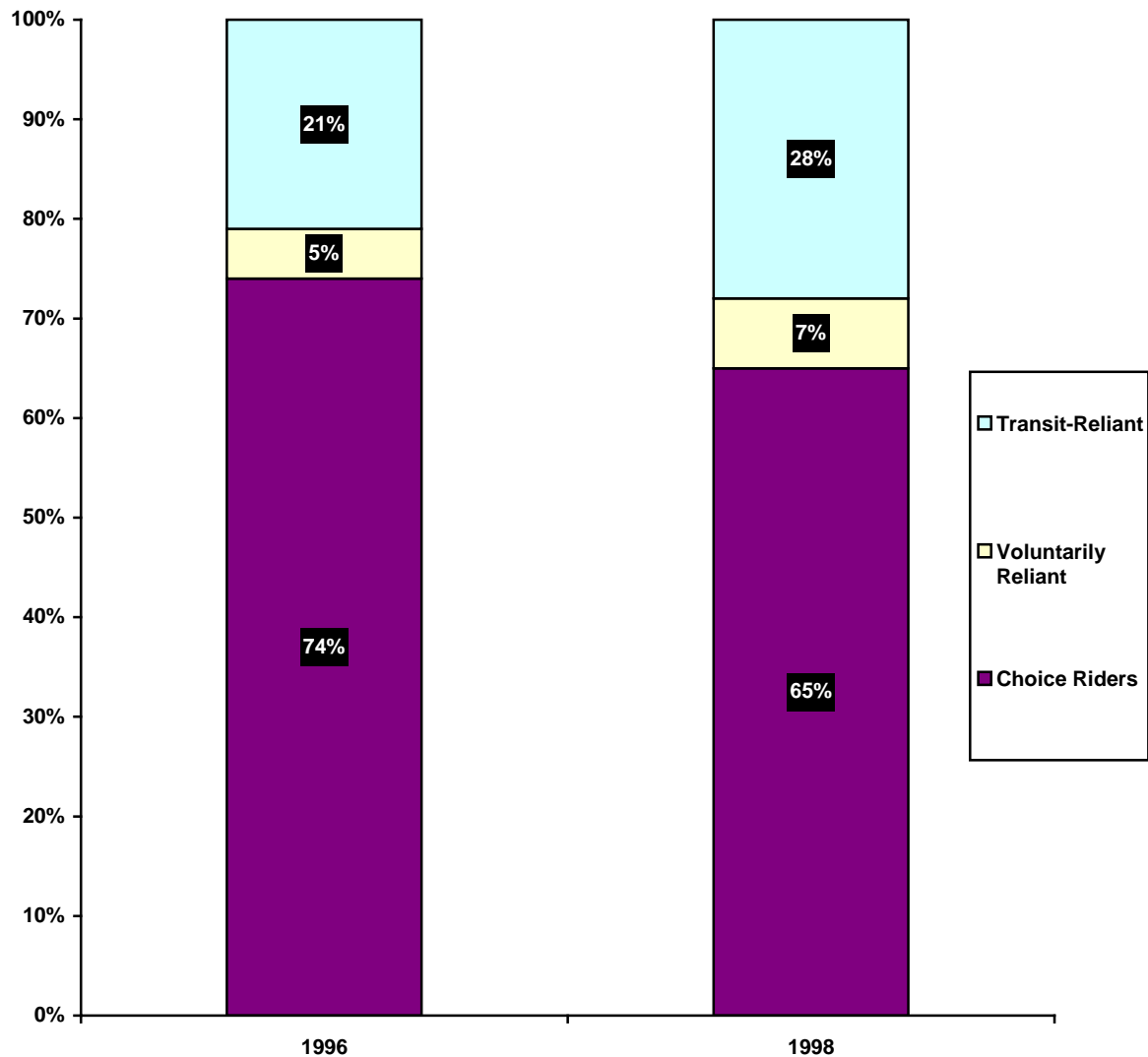


TABLE 8
TRANSIT DEPENDENCE BY RIDER STATUS

| | Primary Riders [n = 572; n _w = 324] | Occasional Riders [n = 206; n _w = 243] |
|-----------------------|---|--|
| Transit Dependent | 36% | 17% |
| Voluntarily Dependent | 10 | 4 |
| Choice Riders | 54 | 78 |

Characteristics of Current Riders by Reliance on Transit

“Transit-reliant” riders differ significantly from “choice” riders. “Transit-reliant” riders are more likely than “choice” riders to be . . .

- Female. More than two out of three (68%) “transit-reliant” riders are women, compared with 54 percent of “choice” riders.
- Completely dependent on public transportation for their mobility needs. Half (49%) of all “transit-reliant” riders do not have a car available for their personal use.
- Younger. Three out of ten (29%) “transit-reliant” riders are between the ages of 16 and 24, compared with only 12 percent of “choice” riders. Note that the majority (49%) of “choice” riders is between the ages of 25 and 44.
- Employed part-time (18%), students (13%), retired (16%), or not currently employed (9%).
- Less affluent. More than two out of three (68%) “transit-reliant” riders have household incomes less than \$40,000, compared with only 30 percent of “choice” riders.
- A member of an ethnic minority. Half of all “transit-reliant” riders are of non-white backgrounds – notably African-American (32%) and Hispanic (12%) – compared with 20 percent of “choice” riders.

**TABLE 9
DEMOGRAPHIC CHARACTERISTICS OF TRANSIT-RELIANT AND CHOICE RIDERS**

| | | Transit-Reliant Riders* [n = 267; n _w = 185] | Choice Riders [n = 442; n _w = 341] |
|---------------------------------|--------|---|---|
| Gender | | | |
| Male | | 32% | 46% |
| Female | | 68 | 54 |
| Auto Availability | | | |
| None | | 49% | 1% |
| One | | 29 | 48 |
| Two | | 15 | 40 |
| Three or More | | 7 | 11 |
| | Mean | .8 | 1.7 |
| Age | | | |
| 16 – 17 | | 13% | 2% |
| 18 – 24 | | 16 | 10 |
| 25 – 34 | | 16 | 22 |
| 35 – 44 | | 12 | 27 |
| 45 – 54 | | 16 | 20 |
| 55 – 64 | | 10 | 11 |
| 65 and Over | | 16 | 8 |
| | Mean | 40.2 yrs. | 41.1 yrs. |
| Employment Status | | | |
| Employed Full-Time | | 37% | 66% |
| Employed Part-Time | | 18 | 9 |
| Self-Employed | | 5 | 8 |
| Student | | 13 | 5 |
| Retired | | 16 | 7 |
| Not Employed Outside Home | | 2 | 3 |
| Currently Unemployed / Other | | 9 | 2 |
| Years at Current Address | | | |
| 5 Years or Less | | 50% | 49% |
| 6 – 10 Years | | 14 | 20 |
| 11 – 15 Years | | 10 | 10 |
| 16 – 20 Years | | 11 | 7 |
| More than 20 Years | | 14 | 14 |
| | Mean | 10.5 yrs. | 9.8 yrs. |
| Household Size | | | |
| One | | 25% | 21% |
| Two | | 28 | 33 |
| Three | | 15 | 18 |
| Four or More | | 32 | 28 |
| | Mean | 3.0 | 2.7 |
| Household Composition | | | |
| Children Under 18 | | 38% | 33% |
| Children Under 5 | | 14% | 12% |
| Income | | | |
| Less than \$20,000 | | 30% | 5% |
| \$20,000 – \$39,999 | | 38 | 25 |
| \$40,000 – \$74,999 | | 20 | 37 |
| \$75,000 and Over | | 11 | 32 |
| | Median | \$35,972 | \$62,157 |
| Ethnicity | | | |
| White | | 50% | 80% |
| Non-white | | 50 | 20 |

* Transit-reliant includes those who don't know how to drive, don't have a license, and/or don't have a car available (i.e., transit-dependent riders) and those who don't own a car because they prefer to take public transit (i.e., voluntarily dependent).

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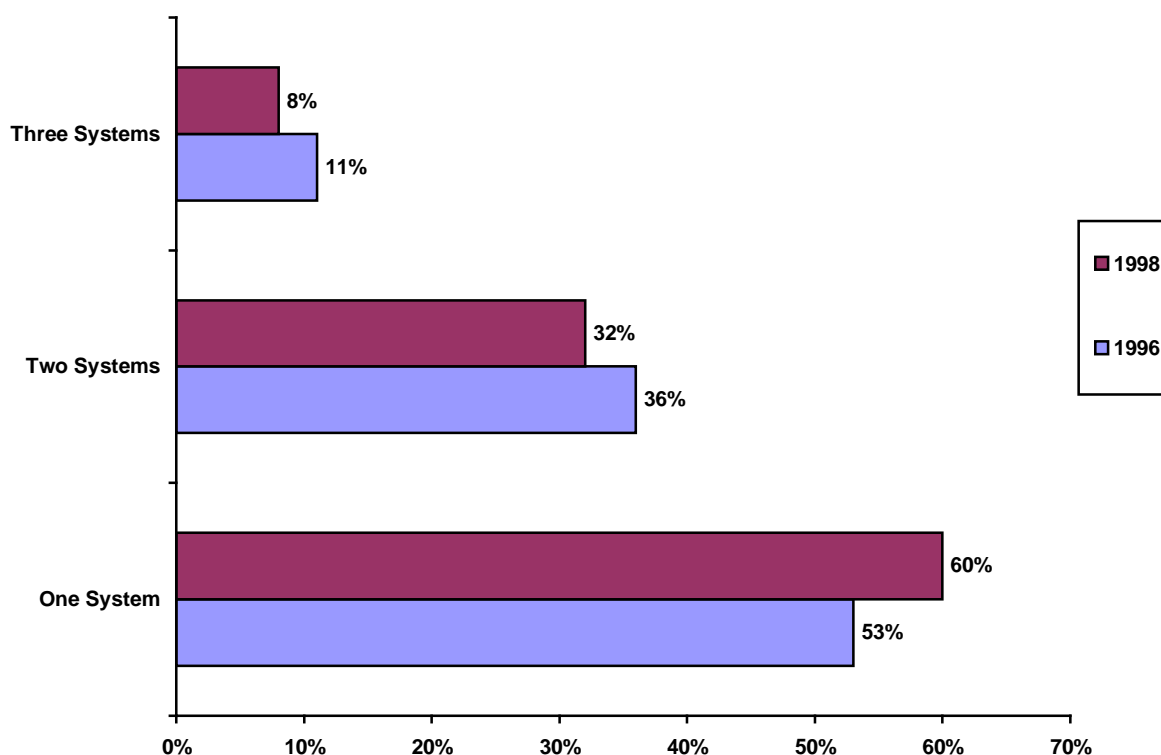
Systems Used

The RTA is a complex system with the potential for riders to use more than one system. Some trips using multiple systems could consist of linked trips that begin on one system and transfer to another system. Other trips may consist of trips on a single system with riders using multiple systems for different trips.

Primary and Occasional Riders were asked the frequency with which they used each of the individual systems. These questions were combined to create a variable that reflects the extent to which riders use more than one system. This variable reflects the extent to which riders use multiple systems; it does not reflect the extent of linked trips.

- Four out of ten (40%) Primary and Occasional Riders use more than one system – a decrease from 1996, when 47 percent of Primary and Occasional Riders used more than one system.
 - As in 1996, Occasional Riders are more likely than Primary Riders to ride one system only. Again, however, both segments are more likely to use only one system than evidenced in 1996. For example, in 1996 33 percent (33%) of all Primary Riders used one system only. This figure increased to 50 percent in 1998. Similarly, in 1998 43 percent of Occasional Riders used one system only. This figure increased to 75 percent in 1998.
- Thirty-two percent (32%) of all Primary and Occasional Riders use two systems; 8 percent use all three systems.

FIGURE 6
MULTIPLE SYSTEM USAGE
(BASE: Primary & Occasional Riders [base varies by year])



Trip Characteristics – Primary and Occasional Riders

The current survey was expanded to gather detailed information on the characteristics of trips taken by Primary and Occasional Riders on each system they rode. That is, if they rode two or more systems, they provided trip information for all systems. Details about trips on each system are contained in the individual Service Board Reports. For the following section, if respondents are Primary Riders of more than one system, they are first considered as Pace riders. If they do not ride Pace but ride Metra, they are considered as Metra riders. Respondents are considered CTA riders only if they do not ride Pace or Metra. This insures that the data presented are comparable from year to year.

Trip Purpose

- As a region, 54 percent of riders are riding primarily for work or school commute purposes. This is notable among Primary Riders, 68 percent of whom ride for work or school commute purposes.
 - This represents an increase in work or school commute trips from 1996, when 45 percent of riders were using transit primarily for commuting. This increase is largely due to an increase in the number of Occasional Riders who ride primarily for commuting – from 20 percent in 1996 to 26 percent in 1998. This growth in Occasional Riders using transit for commute purposes is significant in that this is an important market segment for transit ridership. Efforts should be focused on increasing the frequency with which these Occasional Riders use transit for commuting.
- The importance of nonwork trips should not be underestimated. Three out of ten (29%) primary trips are discretionary, including shopping and recreation. Nearly half (46%) of all Occasional Riders use transit primarily for discretionary travel. This travel represents incremental rides and supports high levels of off-peak ridership.

FIGURE 7
PRIMARY TRIP PURPOSE
(BASE: Primary & Occasional Riders)

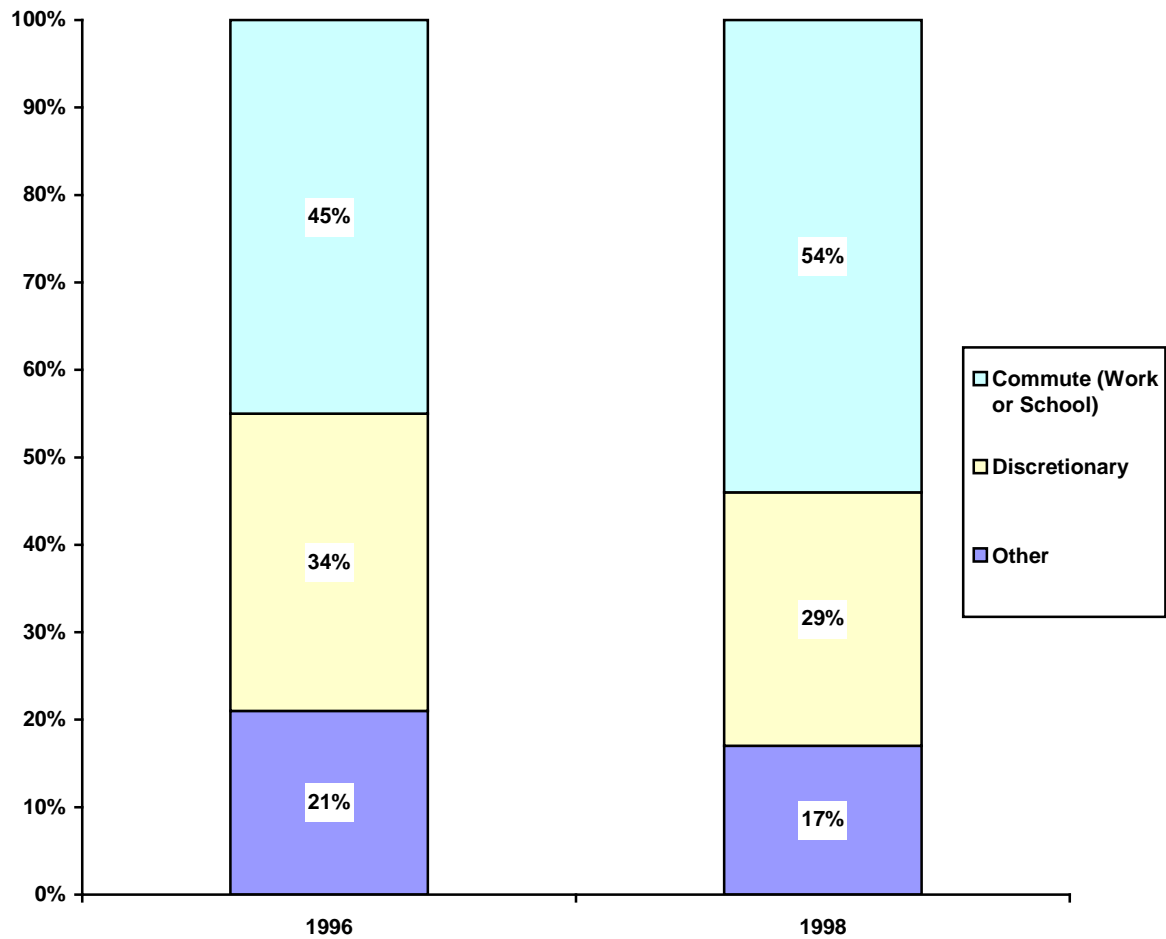


TABLE 10
PRIMARY TRIP PURPOSE BY RIDER STATUS

| | Primary Riders [n = 572; n _w = 324] | Occasional Riders [n = 206; n _w = 243] |
|--------------------------|---|--|
| Commute (Work or School) | 68% | 26% |
| Discretionary | 20 | 46 |
| Other | 12 | 28 |

Primary Destination

Primary and Occasional Riders were asked to indicate their final destination for their typical trip on the systems they rode. As with trip purpose, respondents who rode more than one system were assigned to a single system.

- Three out of five (60%) Primary and Occasional Riders use transit to travel to downtown Chicago.
 - Occasional Riders are more likely than Primary Riders to use transit to travel to downtown Chicago.
 - Metra riders are the most likely to be traveling to downtown Chicago – 81 percent of all Metra riders have downtown Chicago as their primary destination. Nearly two out of three (65%) CTA riders are also traveling to downtown Chicago. Pace riders are the least likely to have downtown Chicago as their primary destination – only 18 percent of all Pace riders are traveling to downtown Chicago.
- One out of five (21%) Primary and Occasional Riders uses transit to travel from his / her home to a suburban location.
 - Primary Riders are more likely than Occasional Riders to use transit to travel from their home to a suburban location.
 - Twenty-four percent (24%) of Pace riders travel to a non-downtown Chicago destination. Nearly three out of five (58%) Pace riders travel to a suburban destination.

FIGURE 8
PRIMARY DESTINATION
(BASE: Primary & Occasional Riders)

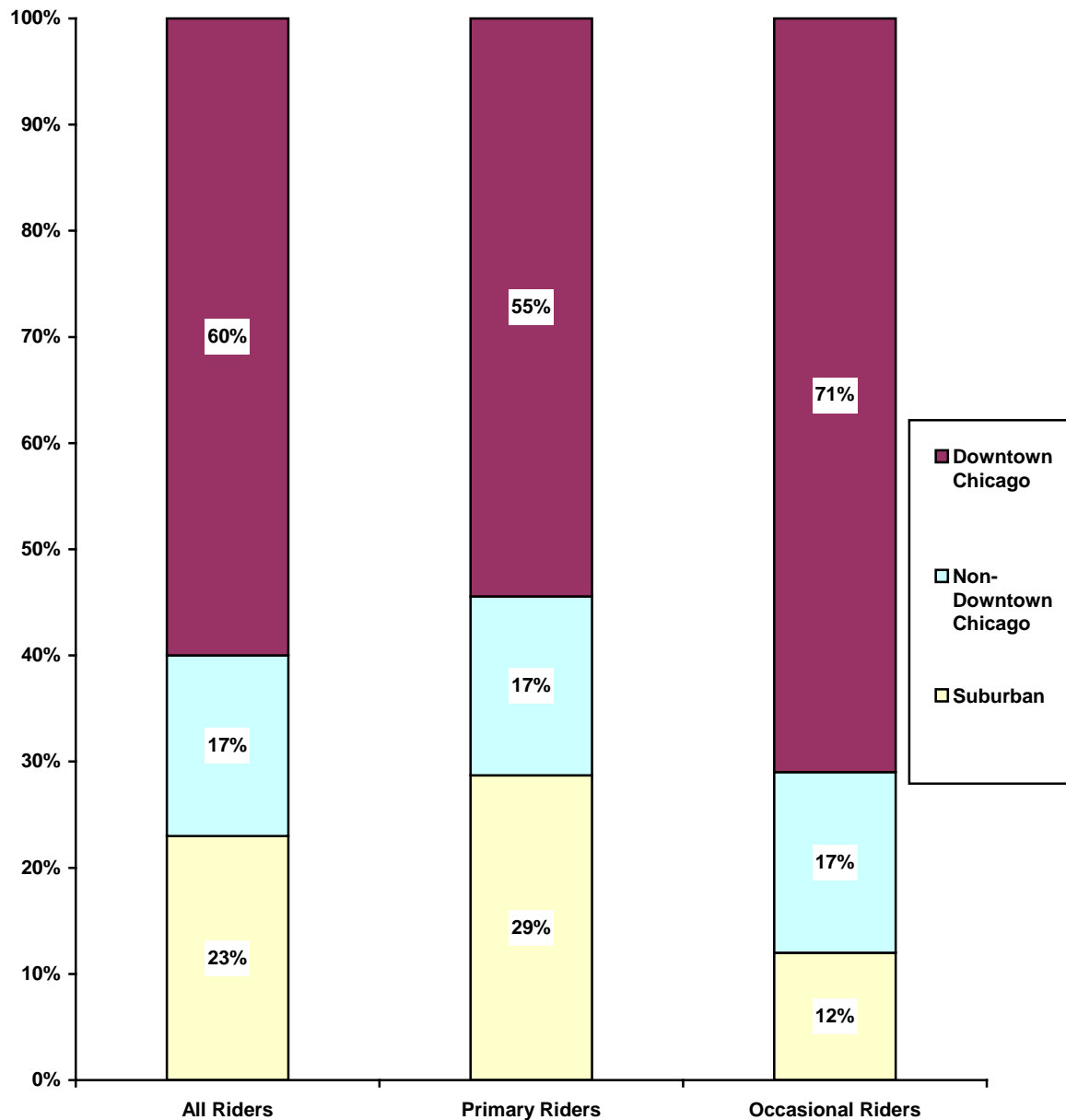


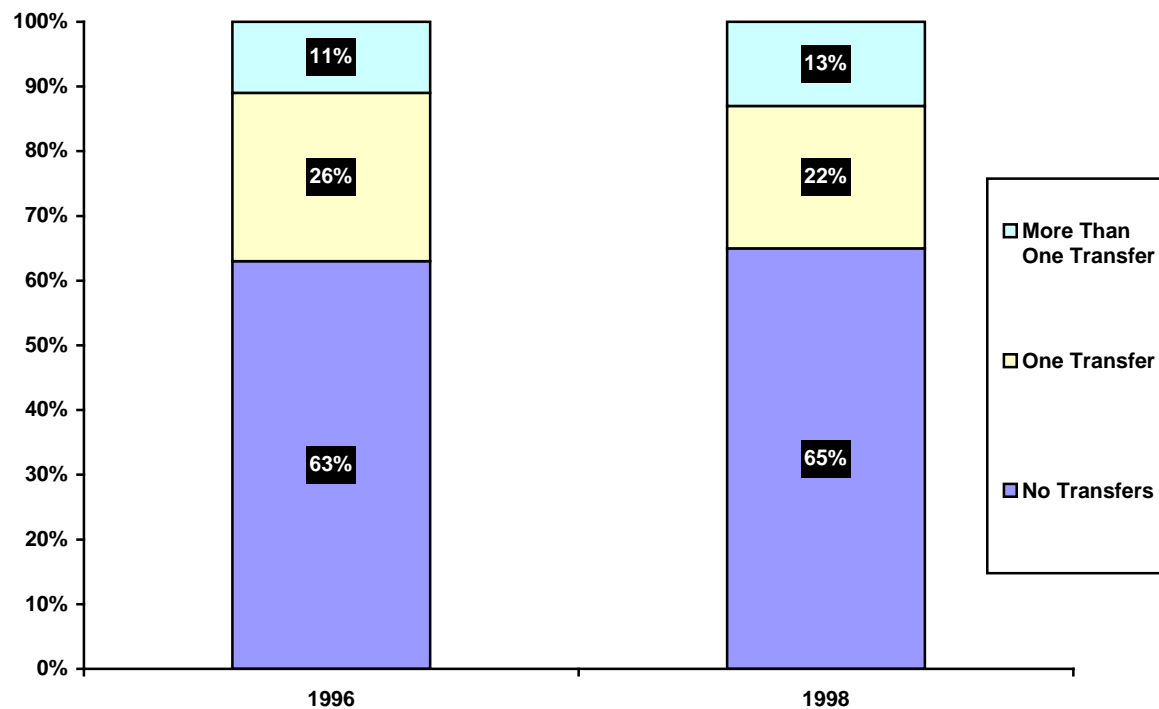
TABLE 11
PRIMARY DESTINATION BY SERVICE BOARD

| | CTA [n = 301; n _w = 313] | Metra [n = 275; n _w = 199] | Pace [n = 136; n _w = 48] |
|----------------------|--|--|--|
| Downtown Chicago | 65% | 81% | 18% |
| Non-Downtown Chicago | 25 | 1 | 24 |
| Suburbs / Other | 10 | 18 | 58 |

Transferring

- For two out of three (65%) Primary and Occasional Riders, their primary trip does not involve a transfer. This is nearly the same as in 1996, when 63 percent of riders did not have to transfer on their primary trip.
 - Given that many Primary and Occasional Riders ride more than one system, the extent to which their primary trip does not involve a transfer suggests that riders are using different systems for different trips rather than linking trips on different systems. Only 14 percent of all riders ride on more than one system for their primary trip.
- Twenty-two percent (22%) of all Primary and Occasional Riders say their primary trip involved only one transfer. Thirteen percent transfer more than once.
 - Among riders who transfer, those riding on more than one system average more transfers than do those who transfer within a single system – 1.4 transfers compared to 1.2 transfers, respectively.

**FIGURE 9
TRANSFERRING
(BASE: Primary & Occasional Riders)**



**TABLE 12
TRANSFERRING BY RIDER STATUS**

| | Primary Riders [n = 572; n _w = 324] | Occasional Riders [n = 206; n _w = 243] |
|------------------------|---|--|
| No Transfers | 57% | 74% |
| One Transfer | 27 | 16 |
| More Than One Transfer | 16 | 10 |

Hours When Ride Public Transportation

Primary and Occasional Riders were asked whether they usually ride the bus or train during peak hours – defined as the hours between 6:00 and 9:00 a.m. and 3:00 and 6:00 p.m. – or during off-peak hours.

- Three out of five (59%) Primary and Occasional Riders usually ride during peak hours. Metra and Pace riders are more likely than CTA riders to usually ride during peak hours.
- Four out of five (81%) commuters who ride the bus or train usually ride during peak hours. Note, however, that 13 percent of commuters who ride the bus or train commute during off-peak hours – a period when frequencies are typically lower.
- One out of three (35%) Primary and Occasional Riders usually rides during off-peak hours.
- As expected, those riding primarily for discretionary travel are more likely than commuters to ride during off-peak hours.

FIGURE 10
HOURS WHEN RIDE PUBLIC TRANSPORTATION
 (BASE: Primary & Occasional Riders [n = 890; n_w = 642])

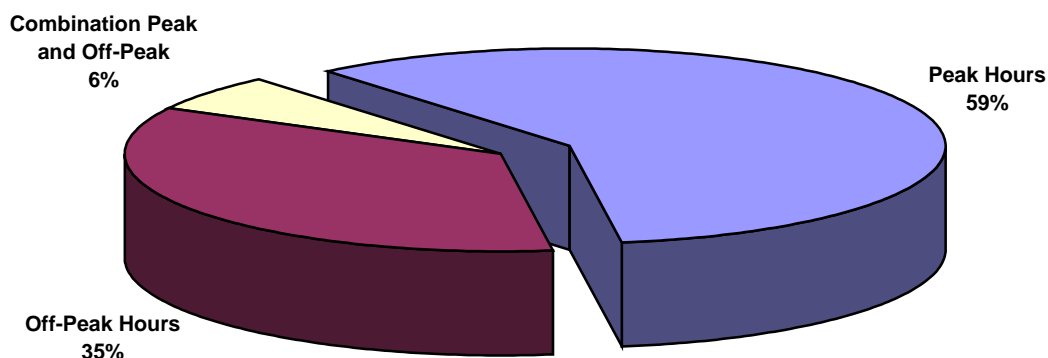


TABLE 13
HOURS WHEN RIDE PUBLIC TRANSPORTATION BY TRIP PURPOSE

| | Commuter [n = 421; n _w = 257] | Discretionary [n = 174; n _w = 136] | Other [n = 111; n _w = 83] |
|-----------------------------|---|--|---|
| Peak Hours | 81% | 29% | 51% |
| Off-Peak Hours | 13 | 67 | 39 |
| Combination Peak / Off-Peak | 6 | 5 | 10 |

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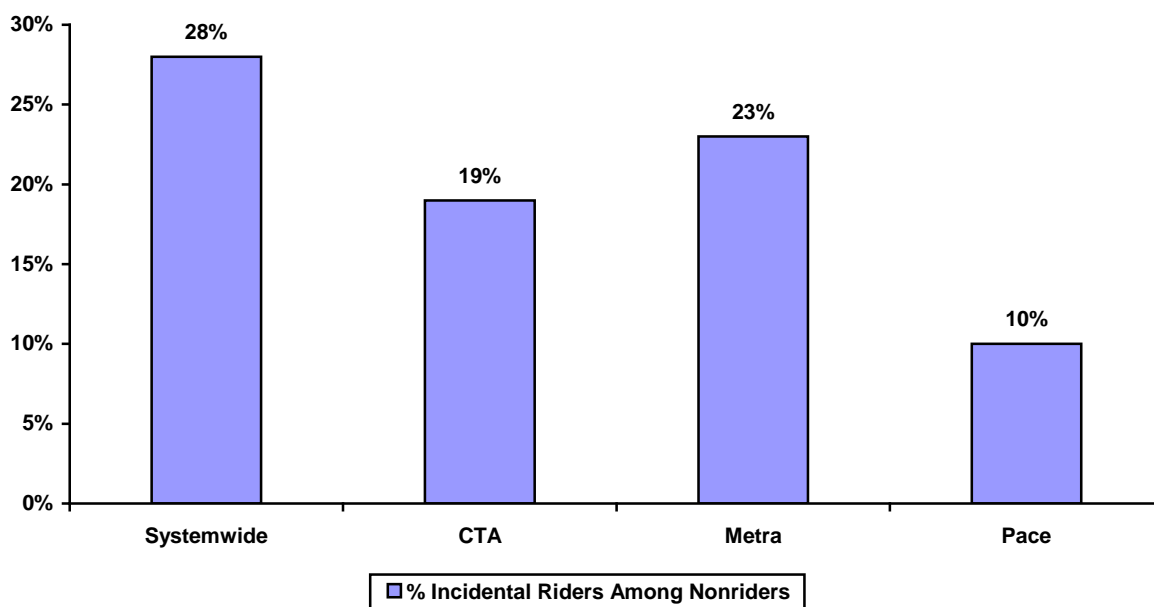
Incidental Riders

Incidental Riders are defined as individuals who have not ridden within the past month but have ridden in the past year.

Incidence of Incidental Riders

- Systemwide more than one out of four (28%) respondents surveyed rode in the past year but not in the past month.
- Metra has the highest incidence of Incidental Riders. Nearly one out of four (23%) respondents who live in the area defined as Metra's service territory rode Metra in the past year but not in the past month.
 - As expected, respondents who live in suburban Cook County and the other counties served by Metra are more likely than those who live in the areas in downtown Chicago served by Metra to be Incidental Riders. Twenty-six percent (26%) of all respondents living in all other counties and 23 percent of those living in suburban Cook County are Incidental Riders compared with 16 percent of those living in the city of Chicago.
- One out of five (19%) respondents surveyed who live in the CTA service area rode the CTA in the past year – but not in the past month.
 - Respondents living in downtown Chicago and in suburban Cook County are equally likely to be Incidental Riders.
- Only 10 percent of respondents who live in the area defined as Pace's service territory have ridden in the past year.

FIGURE 11
INCIDENCE OF INCIDENTAL RIDERS BY SERVICE BOARD
(BASE: All Respondents [n = 1,900; n_w = 1,900])



Characteristics of Incidental Riders by Service Board

CTA Incidental Riders are . . .

- More likely than Pace Incidental Riders to be women. Nearly two out of three (64%) CTA Incidental Riders are women.
- Older than Metra and Pace Incidental Riders. Eighteen percent of CTA Incidental Riders are 65 and older. Only 9 percent of CTA Primary Riders are 65 and older.
- More likely than Pace Incidental Riders to be employed full-time. They are more likely than Metra Incidental Riders to be retired. Over half (55%) of CTA Incidental Riders are employed full-time; 21 percent are retired. As with age, only 7 percent of CTA Primary Riders are retired.
- Have lower household incomes than Metra and Pace Incidental Riders. More than two out of five (43%) have household incomes less than \$40,000.
- More likely than Metra and Pace Incidental Riders to be non-white. More than two out of five (41%) CTA Incidental Riders are members of an ethnic minority.

Metra Incidental Riders are . . .

- More likely than Pace Incidental Riders to be women. Nearly two out of three (63%) Metra Incidental Riders are women. Note that only 49 percent of Metra Primary Riders are women.
- Younger than CTA and Pace Incidental Riders. Sixteen percent of Metra Incidental Riders are 18 to 24; 23 percent are between the ages of 25 and 34. Only 7 percent of Metra Primary Riders are between the ages of 18 and 24.
- More likely than Pace Incidental Riders to be employed full-time. However, Metra Incidental Riders are less likely than Metra Primary Riders to be employed full-time – 54 percent compared with 74 percent, respectively.
- Have higher household incomes than CTA and Pace Incidental Riders. Two out of five (40%) Metra Incidental Riders have household incomes of \$75,000 or more.
- More likely than CTA Incidental Riders to be white.

Pace Incidental Riders are . . .

- More likely than CTA and Metra Incidental Riders to be men. Over half (51%) of all Pace Incidental Riders are men. Note that only 41 percent of Pace Primary Riders are men.
- An above-average number of Pace Incidental Riders are young (between 16 and 17). However, the largest segment (36%) are between the ages of 45 and 64.
- Less likely than CTA and Metra Incidental Riders to be employed full-time. Like CTA Incidental Riders, Pace Incidental Riders are more likely than Metra Incidental Riders to be retired.
- Middle class. Note that Pace Incidental Riders have higher household incomes than Pace Primary Riders. One out of four (25%) Pace Incidental Riders have household incomes of \$75,000 or more, compared with 12 percent of Pace Primary Riders.
- More likely than CTA Incidental Riders to be white.

TABLE 14
DEMOGRAPHIC CHARACTERISTICS OF SERVICE BOARD INCIDENTAL RIDERS

| | | CTA [n = 213; n _w = 221] | Metra [n = 154; n _w = 193] | Pace [n = 87; n _w = 94] |
|---------------------------------|--------|---|---|--|
| Gender | | | | |
| Male | | 36% | 37% | 51% |
| Female | | 64 | 63 | 49 |
| Auto Availability | | | | |
| None | | 6% | 5% | 3% |
| One | | 45 | 29 | 48 |
| Two | | 40 | 42 | 32 |
| Three or More | | 9 | 24 | 17 |
| | Mean | 1.6 | 2.0 | 1.7 |
| Age | | | | |
| 16 – 17 | | 3% | 5% | 14% |
| 18 – 24 | | 6 | 16 | 11 |
| 25 – 34 | | 23 | 23 | 8 |
| 35 – 44 | | 25 | 28 | 18 |
| 45 – 54 | | 14 | 12 | 21 |
| 55 – 64 | | 10 | 9 | 15 |
| 65 and Over | | 18 | 7 | 13 |
| | Mean | 44.2 yrs. | 37.8 yrs. | 41.9 yrs. |
| Employment Status | | | | |
| Employed Full-Time | | 55% | 53% | 45% |
| Employed Part-Time | | 6 | 15 | 14 |
| Self-Employed | | 7 | 8 | 4 |
| Student | | 4 | 5 | 9 |
| Retired | | 21 | 8 | 19 |
| Not Employed Outside Home | | 4 | 7 | 4 |
| Currently Unemployed / Other | | 3 | 4 | 6 |
| Years at Current Address | | | | |
| 5 Years or Less | | 38% | 43% | 29% |
| 6 – 10 Years | | 20 | 22 | 29 |
| 11 – 15 Years | | 10 | 9 | 8 |
| 16 – 20 Years | | 10 | 16 | 12 |
| More than 20 Years | | 22 | 10 | 22 |
| | Mean | 13.3 yrs. | 9.7 yrs. | 13.3 yrs. |
| Household Size | | | | |
| One | | 23% | 13% | 15% |
| Two | | 28 | 27 | 32 |
| Three | | 24 | 19 | 19 |
| Four or More | | 25 | 41 | 33 |
| | Mean | 2.7 | 3.2 | 3.1 |
| Household Composition | | | | |
| Children Under 18 | | 36% | 44% | 41% |
| Children Under 5 | | 12% | 14% | 12% |
| Income | | | | |
| Less than \$20,000 | | 14% | 7% | 8% |
| \$20,000 – \$39,999 | | 29 | 20 | 24 |
| \$40,000 – \$74,999 | | 34 | 33 | 43 |
| \$75,000 and Over | | 22 | 40 | 25 |
| | Median | \$44,286 | \$64,474 | \$56,250 |
| Ethnicity | | | | |
| White | | 49% | 83% | 83% |
| Non-white | | 41 | 17 | 17 |

Frequency of Riding

Incidental Riders were asked the frequency with which they rode each system in the past year.

- CTA Incidental Riders consist primarily of two segments – those that ride primarily for special events (26%) and those that ride once a week but had not ridden in the month prior to the survey (31%). This latter segment represents the greatest potential for increased ridership. CTA Incidental Riders are the most frequent riders, averaging seven (7) trips in the past year.
- Similarly, Metra Incidental Riders consist of two segments – those that ride for special events (30%) and those that ride once monthly (27%). Metra Incidental Riders averaged four (4) trips in the past year.
- The largest segment (36%) of Pace Incidental Riders rides once a week – again they did not ride in the month before the survey. Pace Incidental Riders are also more likely to ride when they don't have a car available. Pace Incidental Riders are the least frequent riders, averaging 2.6 trips in the past year.

TABLE 15
FREQUENCY OF RIDING – INCIDENTAL RIDERS

| | CTA [n = 179; n _w = 135] | Metra [n = 149; n _w = 173] | Pace [n = 68; n _w = 94] |
|----------------------|---|---|--|
| Special Event | 26% | 30% | 13% |
| No Car Available | 3 | 4 | 11 |
| Monthly | 19 | 27 | 21 |
| Once a Week | 31 | 18 | 36 |
| 2 – 4 Days Weekly | 9 | 15 | 9 |
| 5 – 7 Days Weekly | 12 | 7 | 10 |
| Mean Number of Trips | 7.0 | 4.0 | 2.6 |

Primary Trip Purpose

Incidental Riders were asked the primary purpose of their trips on each system they ride.

- Most “incidental” trips are for recreation. However, a significant number also consists of commute trips and other planned trips (e.g., appointments). This suggests use of systems at various times of the day throughout the week. As such, while infrequent, they represent an important source of ridership.

TABLE 16
PRIMARY TRIP PURPOSE – INCIDENTAL RIDERS

| | CTA [n = 179; n _w = 135] | Metra [n = 149; n _w = 173] | Pace [n = 68; n _w = 94] |
|------------|---|---|--|
| Commute | 32% | 26% | 25% |
| Recreation | 41 | 53 | 50 |
| Other | 27 | 21 | 24 |

Nonriders

Nonrider Segments

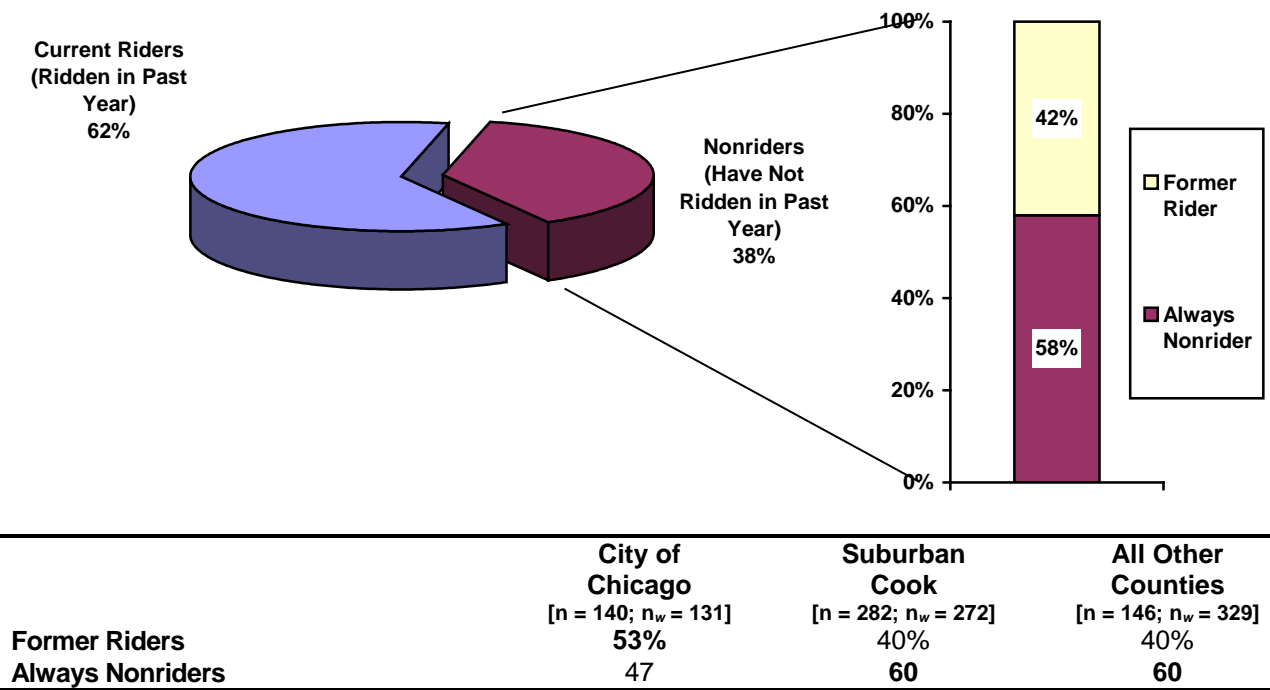
Nonriders are defined as anyone who has not ridden transit in the past year. Nonriders were segmented into two groups:

- 1) **Former Riders:** Individuals who have not ridden transit within the past year but rode in the past one to five years.
- 2) **Always Nonriders:** Individuals who have not ridden transit within the past five years. Note that nonriders may have ridden transit. However, they have not ridden within the past five years and therefore should be considered Always Nonriders.

As noted earlier, nearly two out of five (38%) of all respondents are Nonriders – that is, they have not ridden transit in the past year. This is nearly the same as in 1996, when 37 percent of all area residents had not ridden transit in the past year.

- Two out of five (42%) Nonriders have at least some recent experience with transit – that is, they have ridden in the past one to five years but not in the past year. This is the same as in 1996.
- Nonriders living in the city of Chicago are more likely than Nonriders living in suburban Cook and the other counties to have past experience with transit.

FIGURE 12
INCIDENCE OF NONRIDERS
(Base: Nonriders [n = 568; n_w = 732])



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Characteristics of Nonrider Segments

- Overall, Nonriders are similar demographically. There is, however, one notable difference.
 - Those who have never ridden are more likely than Former Riders to be retired – 28 percent compared with 20 percent, respectively. On the other hand 68 percent of Former Riders are employed compared with 60 percent of Always Nonriders. The loss of this latter group (i.e., people who are employed) can have a significant impact on long-term ridership as this group typically represents transit's most frequent rider.

| TABLE 17 | | |
|---|--|---|
| DEMOGRAPHIC CHARACTERISTICS OF NONRIDER SEGMENTS | | |
| | Former Rider [n = 245; n _w = 309] | Always Nonrider [n = 323; n _w = 423] |
| Employment Status | | |
| Employed Full-Time | 46% | 45% |
| Employed Part-Time | 12 | 8 |
| Self-Employed | 10 | 7 |
| Student | 3 | 2 |
| Retired | 20 | 28 |
| Not Employed Outside Home | 10 | 6 |
| Other | 2 | 4 |

Familiarity with Transit Services

Nonriders were asked the extent to which they felt themselves to be familiar with public transportation services in the area.

- Fourteen percent (14%) of all Nonriders consider him/herself to be “very familiar” with public transportation services in the area. An additional 30 percent consider themselves to be “somewhat familiar.” At the same time, 36 percent of Nonriders consider themselves to be “very unfamiliar” with public transportation services; 19 percent are “somewhat unfamiliar.”
 - There has been an increase in familiarity with public transit service from 1996. Notably, there has been an increase in the proportion of Nonriders who are “somewhat familiar” with transit services in the region – from 22 percent in 1996 to 30 percent in 1998 – and a corresponding decrease in the proportion of Nonriders who are “somewhat unfamiliar” with transit services – from 28 percent in 1996 to 19 percent in 1998.
- Incidental and Former Riders continue to be more familiar with public transportation services in the area than those that have not ridden. Nearly half (46%) of Always Nonriders say they are “very unfamiliar” with transit services in their area. On the other hand, two out of five (40%) Former Riders say they are “somewhat familiar” with transit services in their area.
 - Familiarity increased primarily among Former Riders. For example, in 1996 only 24 percent of Former Riders suggested they were “somewhat familiar” with transit services in their region. This figure nearly doubled to 40 percent in 1998. Continuing to increase awareness of transit services may be effective in encouraging Former Riders to ride again.

FIGURE 13
FAMILIARITY WITH TRANSIT SERVICES
(BASE: Nonriders [n varies by year])

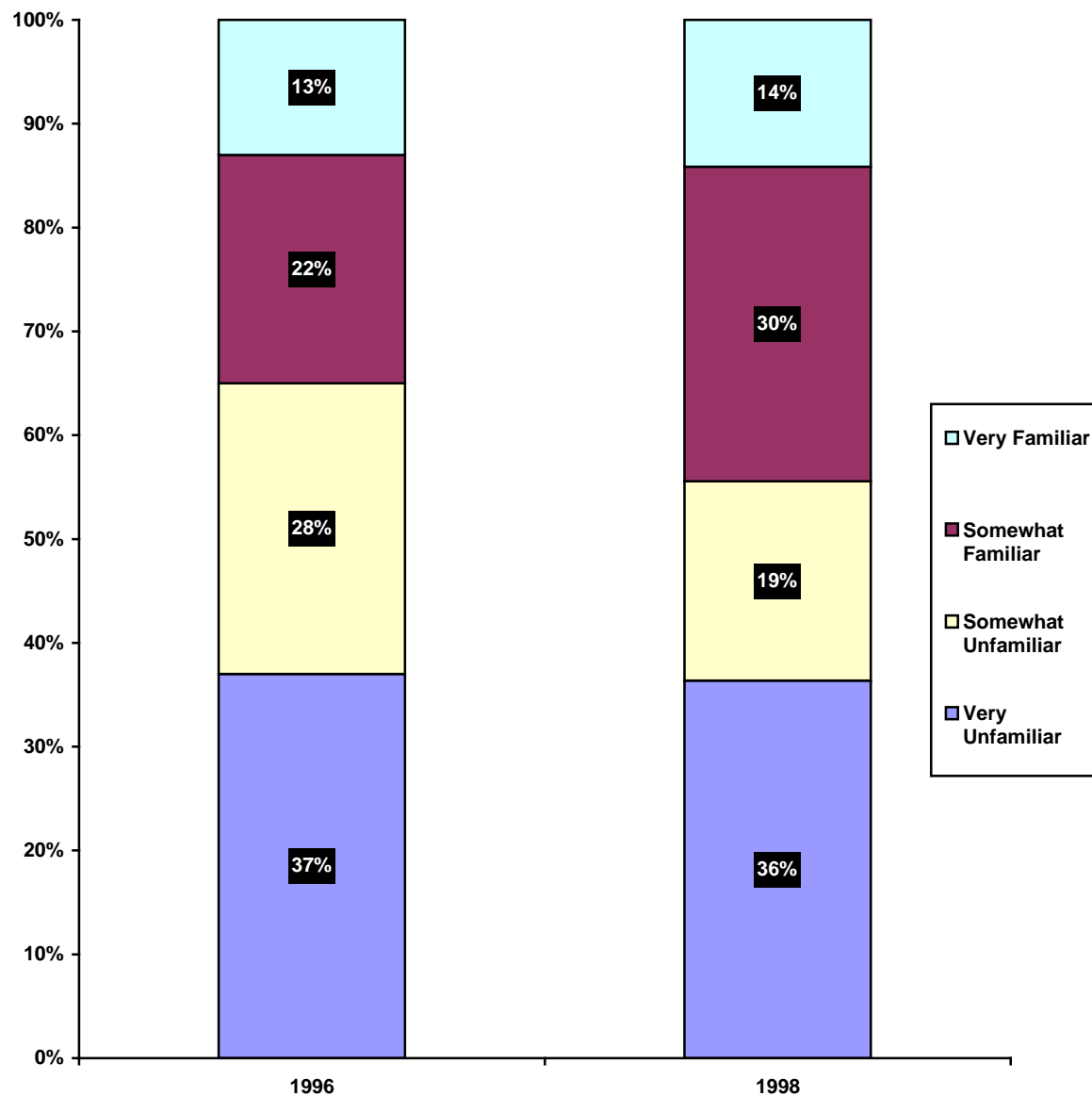


TABLE 18
FAMILIARITY WITH TRANSIT SERVICES BY RIDER STATUS

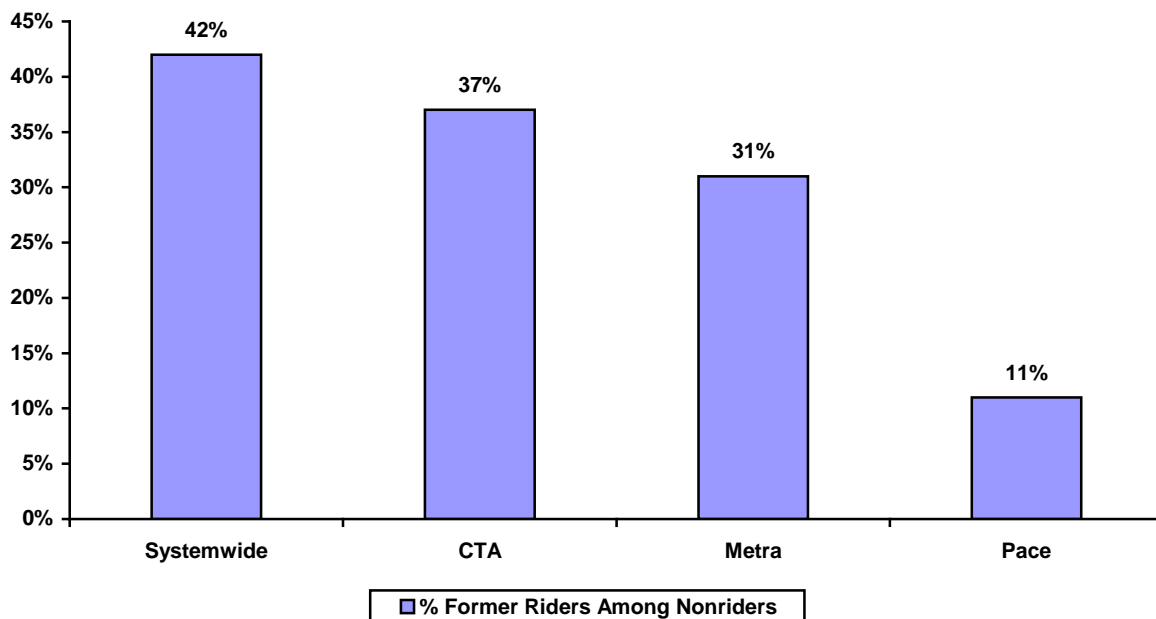
| | Former Riders [n = 245; n _w = 309] | Always Nonriders [n = 323; n _w = 423] |
|---------------------|--|---|
| Very Familiar | 16% | 13% |
| Somewhat Familiar | 40 | 23 |
| Somewhat Unfamiliar | 21 | 17 |
| Very Unfamiliar | 23 | 46 |

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Former Riders

- As noted, more than two out of five (42%) Nonriders systemwide have past experience with transit.
- CTA has the highest incidence of Former Riders – 37 percent of Nonriders living in CTA's service territory have ridden in the past one to five years. This is consistent with the generally higher ridership overall for the CTA.
 - While more than three out of five (63%) CTA Nonriders had not ridden in the past five years, the majority (77%) of these nonriders had ridden the CTA in the past. Therefore, only 7 percent of Nonriders living in the CTA's service territory had never ridden the CTA. This latter group is more likely to be comprised of residents of suburban Cook County.
- Three out of ten (31%) nonriders living in Metra's service territory rode Metra in the past one to five years.
 - Two out of five (42%) Metra nonriders had not ridden in the past five years. Unlike the CTA, among these Always Nonriders relatively few (26%) had ever ridden Metra. Therefore, three out of ten (29%) Metra Nonriders had never ridden Metra.
- Pace has a lower incidence of Former Riders. Only 11 percent of those nonriders surveyed who live in the area defined as Pace's service territory have ridden Pace in the past one to five years.
 - Four out of five (79%) Pace nonriders had not ridden in the past five years. Among these Always Nonriders relatively few (13%) had ever ridden Pace. Therefore, sixty-five percent of Pace Nonriders had never ridden Pace.

FIGURE 14
INCIDENCE OF FORMER RIDERS BY SERVICE BOARD
(BASE: Nonriders [varies by Service Board])



Characteristics of Former Riders by Service Board

CTA Former Riders are . . .

- More likely to be female than male. Moreover, CTA Former Riders are more likely than CTA Primary Riders to be women.
- Older than Metra Former Riders. Three out of ten (30%) CTA Former Riders are 65 and older. Moreover, CTA Former Riders are more likely than CTA Primary Riders to be older. Only 8 percent of CTA Primary Riders are 65 and older.
- More likely to be retired than Metra Former Riders. Consistent with their age, 22 percent of CTA Former Riders are retired. Only 7 percent of CTA Primary Riders are retired.
- More likely than CTA Primary Riders to be white – 66 percent compared with 52 percent, respectively.

Metra Former Riders are . . .

- Younger than CTA and Pace Former Riders. Notably, 31 percent of Metra Former Riders are between the ages of 25 and 34; 24 percent are between the ages of 35 and 44. Moreover, Metra Former Riders are younger than Metra Primary Riders. Notably, 31 percent of Metra Former Riders are between the ages of 25 and 34 compared with 18 percent of Metra Primary Riders.
- Less likely than Metra Primary Riders to be employed full-time – 53 percent compared with 75 percent, respectively. However, a significant number of Metra Former Riders are self-employed.
- In higher income brackets than CTA Former Riders. However, they have lower household incomes than Metra Primary Riders. Nearly half (46%) of Metra Former Riders have household incomes between \$40,000 and \$75,000, compared with 37 percent of Metra Primary Riders.
- More likely than Metra Primary Riders to be members of an ethnic minority – 32 percent compared with 19 percent, respectively.

Pace Former Riders are not differentiated from Metra and CTA Former Riders. There are some differences between Pace Former Riders and Primary Riders that in part explain why they may no longer ride. Notably, Pace Former Riders are . . .

- More likely than Pace Primary Riders to have one or more cars available for their use. Two out of five (39%) Pace Primary Riders do not have a car available for their personal use compared with only 4 percent of Pace Former Riders.
- More affluent than Pace Primary Riders. Two thirds (65%) of Pace Primary Riders have household incomes less than \$40,000 compared with 36 percent of Pace Former Riders.

TABLE 19
DEMOGRAPHIC CHARACTERISTICS OF SERVICE BOARD FORMER RIDERS

| | | CTA [n = 126; n _w = 129] | Metra [n = 99; n _w = 115] | Pace [n = 84; n _w = 90] |
|---------------------------------|--------|---|--|--|
| Gender | | | | |
| Male | | 32% | 45% | 39% |
| Female | | 68 | 55 | 61 |
| Auto Availability | | | | |
| None | | 6% | 4% | 4% |
| One | | 45 | 30 | 30 |
| Two | | 37 | 41 | 52 |
| Three or More | | 12 | 26 | 15 |
| | Mean | 1.6 | 2.0 | 1.8 |
| Age | | | | |
| 16 – 17 | | 2% | 1% | 3% |
| 18 – 24 | | 6 | 11 | 6 |
| 25 – 34 | | 15 | 31 | 16 |
| 35 – 44 | | 19 | 24 | 21 |
| 45 – 54 | | 13 | 12 | 21 |
| 55 – 64 | | 15 | 11 | 19 |
| 65 and Over | | 30 | 9 | 13 |
| | Mean | 50.1 yrs. | 39.9 yrs. | 46.5 yrs. |
| Employment Status | | | | |
| Employed Full-Time | | 50% | 53% | 46% |
| Employed Part-Time | | 4 | 11 | 14 |
| Self-Employed | | 3 | 18 | 7 |
| Student | | 4 | 5 | 7 |
| Retired | | 22 | 8 | 21 |
| Not Employed Outside Home | | 9 | 3 | 3 |
| Currently Unemployed / Other | | 5 | 2 | 2 |
| Years at Current Address | | | | |
| 5 Years or Less | | 30% | 50% | 37% |
| 6 – 10 Years | | 12 | 21 | 26 |
| 11 – 15 Years | | 10 | 10 | 6 |
| 16 – 20 Years | | 12 | 8 | 16 |
| More than 20 Years | | 36 | 12 | 15 |
| | Mean | 17.5 yrs. | 9.1 yrs. | 11.9 yrs. |
| Household Size | | | | |
| One | | 21% | 19% | 20% |
| Two | | 34 | 30 | 32 |
| Three | | 16 | 23 | 19 |
| Four or More | | 29 | 28 | 28 |
| | Mean | 2.0 | 3.0 | 2.7 |
| Household Composition | | | | |
| Children Under 18 | | 37% | 46% | 39% |
| Children Under 5 | | 10% | 24% | 12% |
| Income | | | | |
| Less than \$20,000 | | 19% | 9% | 9% |
| \$20,000 – \$39,999 | | 29 | 16 | 27 |
| \$40,000 – \$74,999 | | 33 | 46 | 41 |
| \$75,000 and Over | | 18 | 29 | 23 |
| | Median | \$63,235 | \$59,167 | \$50,625 |
| Ethnicity | | | | |
| White | | 66% | 68% | 75% |
| Non-white | | 34 | 32 | 25 |

Frequency of Riding

Former Riders were asked the frequency with which they rode each system.

- While a significant segment of Former CTA Riders rode primarily to special events – that is, they are similar to Incidental Riders – nearly two out of five (37%) was a more regular rider – riding 2 or more days weekly. This latter segment is an important segment to retain.
- Metra Former Riders rode primarily to special events – that is, they are past Incidental Riders.
- The largest segment (49%) of Pace Former Riders rode once a month to once a week – that is, were past Primary and Occasional Riders. However, they were not frequent Primary Riders. Moreover, as their demographics now suggest, a significant number (15%) of Pace Former Riders rode because they did not have a car available.

TABLE 20
FREQUENCY OF RIDING – FORMER RIDERS

| | CTA [n = 126; n _w = 129] | Metra [n = 99; n _w = 115] | Pace [n = 84; n _w = 90] |
|----------------------|---|--|--|
| Special Event | 29% | 44% | 21% |
| No Car Available | 7 | 4 | 15 |
| Once Monthly or Less | 14 | 20 | 22 |
| Once a Week | 13 | 15 | 22 |
| 2 – 4 Days Weekly | 12 | 5 | 10 |
| 5 – 7 Days Weekly | 25 | 13 | 5 |

Primary Trip Purpose

Former Riders were asked the primary purpose of their trips on each system they rode.

- Consistent with trip frequency, most Former CTA Riders rode for recreation or other non-commute travel. However, nearly half (49%) rode for commute purposes. This latter segment is an important segment to retain.
- Again, consistent with frequency, most Former Metra Riders rode for non-commute purposes. A significant number (18%) of “other trips” include trips downtown for business appointments.
- Former Pace Riders had a greater mix of trips.

TABLE 21
PRIMARY TRIP PURPOSE – FORMER RIDERS

| | CTA [n = 126; n _w = 129] | Metra [n = 99; n _w = 115] | Pace [n = 84; n _w = 90] |
|------------|---|--|--|
| Commute | 49% | 19% | 35% |
| Recreation | 25 | 45 | 32 |
| Other | 26 | 36 | 33 |

Reasons for No Longer Riding

- The primary reason Former Riders no longer ride is a change in lifestyle.
 - For both CTA and Pace, getting a car and/or driver's license is the single major lifestyle change that affects transit use. It is difficult to retain riders at their original frequency at this stage. However, it is not necessary to lose them as riders completely. The key is to retain them at a different frequency. The CTA's farecard system provides a flexibility that could be used to encourage both transit ridership and driving. This "flexibility" of payment represents a marketing opportunity.
 - For Metra and, to a lesser extent, CTA and Pace, a change in job and/or a move is the lifestyle change that affects transit use. In many cases, these Former Riders claim they no longer have service available. However, this often is not the case. New residence mailings and/or marketing directly to new employees can serve as a means to reach both current riders and nonriders when lifestyle changes occur that could affect transit use.
 - Metra riders are the most likely to cite issues related to service – notably convenience. It is likely that this comment is related to their change in destinations where there is no longer convenient service available.

TABLE 22
REASONS FOR NO LONGER RIDING

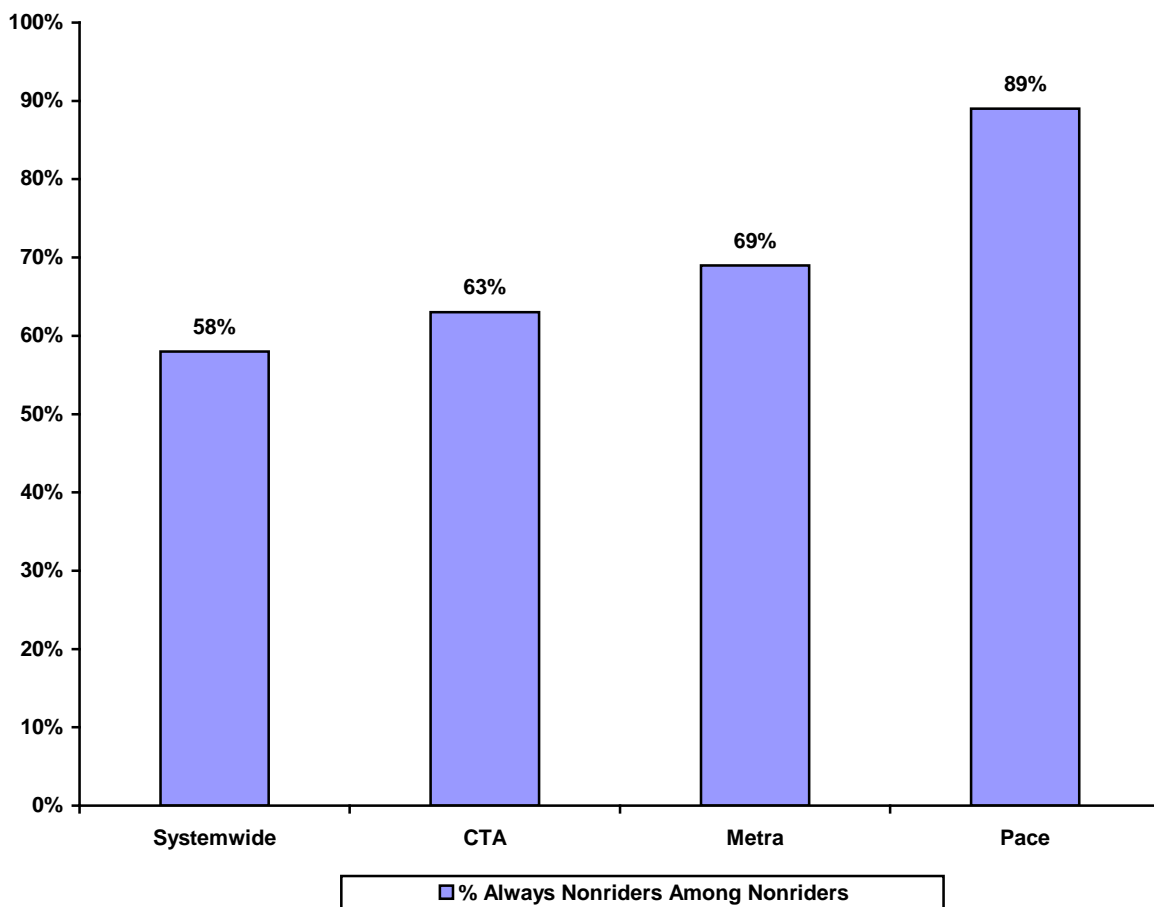
| | CTA [n = 126; n _w = 129] | Metra [n = 99; n _w = 115] | Pace [n = 84; n _w = 90] |
|----------------------------------|---|--|--|
| Change in Lifestyle | 78% | 61% | 65% |
| Got Car / Driver's License | 40% | 5 | 34% |
| Retired / Stopped Working | 13 | 0 | 4 |
| No Longer Go to that Destination | 8 | 37 | 15 |
| Changed Job / No Service | 12 | 9 | 8 |
| Moved Residences / No Service | 5 | 10 | 4 |
| Service Quality | 13% | 22% | 10% |
| Safety Concerns | 5 | 0 | 4 |
| Inconvenient | 3 | 15 | 6 |
| Travel Time Too Long | 5 | 0 | 0 |
| Cost | 0 | 7 | 0 |
| Other | 21% | 31% | 27% |
| Multiple responses allowed | | | |

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Always Nonriders

- Nearly three out of five (58%) Nonriders have not ridden transit in the past five years – that is, they are considered Always Nonriders, as any transit experience they might have had may not reflect the current level or quality of service.
- More than three out of five (63%) Nonriders living in CTA's service territory had not ridden the CTA in the past five years. However, 77 percent of Always Nonriders had ridden the CTA at some point – just not in the past five years.
- Seven out of ten (69%) Nonriders living in Metra's service territory and who travel downtown had not ridden Metra in the past five years. Only 26 percent of Always Nonriders had ever ridden Metra.
- Pace has the highest incidence of nonriders. Nine out of ten (89%) nonriders surveyed who live in the area defined as Pace's service territory have not ridden Pace in the past five years. Only 12 percent of Always Nonriders had ever ridden Pace.

FIGURE 15
INCIDENCE OF ALWAYS NONRIDERS BY SERVICE BOARD
(BASE: Nonriders [varies by Service Board])



Characteristics of Always Nonriders by Service Board

CTA Always Nonriders are . . .

- Older than Metra Always Nonriders. Moreover, CTA Always Nonriders are older than CTA Primary Riders. Forty-five percent (45%) of CTA Always Nonriders are 55 and older compared with 16 percent of CTA Primary Riders.
- More likely to be retired. Consistent with the previous finding, 32 percent of CTA Always Nonriders are retired. Only 7 percent of CTA's Primary Riders are retired.
- More likely than Metra Always Nonriders to be white. Moreover, CTA Always Nonriders are more likely than CTA Primary Riders to be white – 71 percent compared with 52 percent, respectively.

Metra Always Nonriders are . . .

- Younger than CTA Always Nonriders. There is little difference in age between Metra Always Nonriders and Metra Primary Riders.
- Are more likely to be members of an ethnic minority than either CTA or Pace Always Nonriders. Moreover, Metra Always Nonriders are more likely than Metra Primary Riders to be non-white – 45 percent compared with 19 percent, respectively.
- Have lower household incomes than Metra Primary Riders. Median household income for Metra Always Nonriders is \$48,833 compared with \$62,946 for Metra Primary Riders.

Pace Always Nonriders are not significantly different from CTA and Metra Always Nonriders. Moreover, with two exceptions, they are not significantly different from Pace Primary Riders.

- Pace Always Nonriders have higher than average incomes than Pace Primary Riders. Median household income for Pace Always Nonriders is \$57,167 compared with \$37,083 for Pace Primary Riders.
- Pace Always Nonriders are more likely than Pace Primary Riders to have multiple cars available for their personal use. Nearly all (99%) Pace Always Nonriders have at least one car available for their personal use compared with 61 percent of Pace Primary Riders. Moreover, 65 percent of Pace Always Nonriders have two or more cars available compared with 33 percent of Pace Primary Riders.

TABLE 23
DEMOGRAPHIC CHARACTERISTICS OF SERVICE BOARD ALWAYS NONRIDERS

| | | CTA [n = 150; n _w = 149] | Metra [n = 198; n _w 210= 198] | Pace [n = 652; n _w = 725] |
|---------------------------------|--------|---|--|--|
| Gender | | | | |
| Male | | 36% | 44% | 38% |
| Female | | 64 | 56 | 62 |
| Auto Availability | | | | |
| None | | 6% | 7% | 1% |
| One | | 38 | 31 | 34 |
| Two | | 41 | 45 | 48 |
| Three or More | | 15 | 17 | 17 |
| | Mean | 1.7 | 1.8 | 1.9 |
| Age | | | | |
| 16 – 17 | | 2% | 3% | 3% |
| 18 – 24 | | 6 | 6 | 6 |
| 25 – 34 | | 11 | 23 | 16 |
| 35 – 44 | | 25 | 29 | 26 |
| 45 – 54 | | 11 | 12 | 18 |
| 55 – 64 | | 19 | 16 | 14 |
| 65 and Over | | 26 | 11 | 17 |
| | Mean | 50.4 yrs. | 43.0 yrs. | 46.3 yrs. |
| Employment Status | | | | |
| Employed Full-Time | | 38% | 58% | 51% |
| Employed Part-Time | | 10 | 10 | 10 |
| Self-Employed | | 6 | 8 | 8 |
| Student | | 4 | 3 | 3 |
| Retired | | 31 | 12 | 18 |
| Not Employed Outside Home | | 8 | 6 | 7 |
| Currently Unemployed / Other | | 2 | 2 | 3 |
| Years at Current Address | | | | |
| 5 Years or Less | | 21% | 46% | 35% |
| 6 – 10 Years | | 18 | 18 | 20 |
| 11 – 15 Years | | 15 | 9 | 11 |
| 16 – 20 Years | | 12 | 8 | 9 |
| More than 20 Years | | 34 | 19 | 25 |
| | Mean | 18.1 yrs. | 11.4 yrs. | 13.3 yrs. |
| Household Size | | | | |
| One | | 21% | 16% | 16% |
| Two | | 31 | 29 | 33 |
| Three | | 15 | 20 | 18 |
| Four or More | | 33 | 35 | 33 |
| | Mean | 2.8 | 3.0 | 2.9 |
| Household Composition | | | | |
| Children Under 18 | | 33% | 44% | 40% |
| Children Under 5 | | 14% | 20% | 12% |
| Income | | | | |
| Less than \$20,000 | | 19% | 8% | 8% |
| \$20,000 – \$39,999 | | 30 | 27 | 21 |
| \$40,000 – \$74,999 | | 37 | 41 | 39 |
| \$75,000 and Over | | 14 | 24 | 31 |
| | Median | \$42,333 | \$48,833 | \$57,167 |
| Ethnicity | | | | |
| White | | 71% | 58% | 89% |
| Non-white | | 29 | 42 | 11 |

Consideration of Riding

Always Nonriders were asked if they had considered riding transit.

- Fourteen percent of all Always Nonriders had considered riding transit. CTA has the highest consideration rate among Always Nonriders.
 - There are few differences between those Always Nonriders that have considered riding and those who have never considered. Considerers are more likely than nonconsiderers to be students. Expanded marketing to students, who represent the potential for frequent, albeit short-term, ridership may be effective in converting “considerers” to riders. Many systems have implemented direct marketing effort to students to increase ridership among this segment.

FIGURE 16
CONSIDERATION OF TRANSIT
 (BASE: Always Nonriders on All Systems [n = 353; n_w = 516])

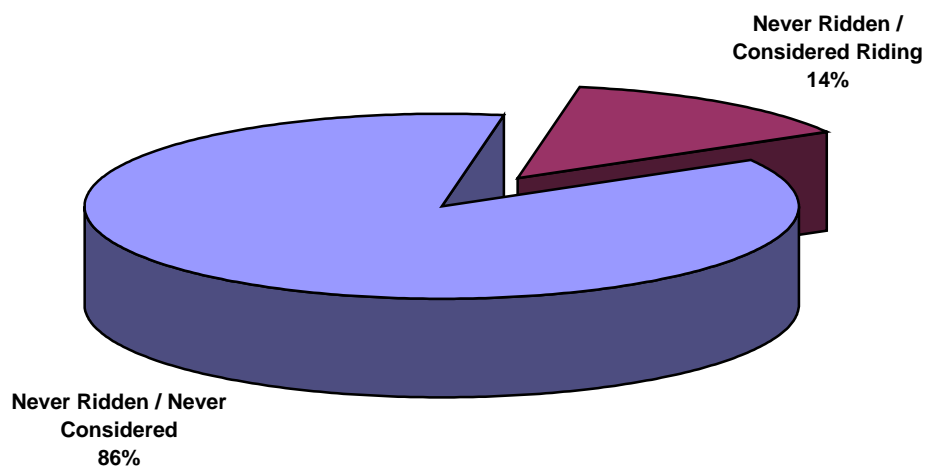


TABLE 24
CONSIDERATION OF USING TRANSIT BY SERVICE BOARD

| | CTA [n = 150; n _w = 149] | Metra [n = 198; n _w 210= 198] | Pace [n = 310; n _w = 472] |
|-----|--|---|---|
| Yes | 22% | 10% | 14% |
| No | 78 | 56 | 86 |

Future Ridership

Current Primary and Occasional Riders

Loyalty Segments

Primary and Occasional Riders were asked their overall satisfaction with the system(s) they ride, their likelihood of continued ridership in the year, and their likelihood of recommending riding to others. Based on their responses to these three questions, current Primary and Occasional Riders were placed in two segments as follows:

- 1) **Loyal Riders:** Very satisfied with the system(s) they ride, very likely to continue riding in the next year, and very likely to recommend riding to others.
 - 2) **Vulnerable Riders:** All other Primary and Occasional Riders.
- The RTA and its service boards have a strong base of Loyal Riders. Forty-five percent of all Primary and Occasional Riders are very satisfied with transit service in the region, are very likely to continue riding in the next year, and are very likely to recommend riding to others.
 - Primary Riders are somewhat more likely than Occasional Riders to be Loyal Riders. Nearly half (47%) of Primary Riders are Loyal Riders compared with 40 percent of Occasional Riders.
 - Metra has the highest loyalty rate among its riders.
 - There are no demographic characteristics that clearly differentiate Loyal Riders from Vulnerable Riders. Therefore, it can be assumed that other factors are the primary drivers of loyalty.

FIGURE 17
LOYALTY
(BASE: Primary and Occasional Riders [n = 719; n_w = 486])

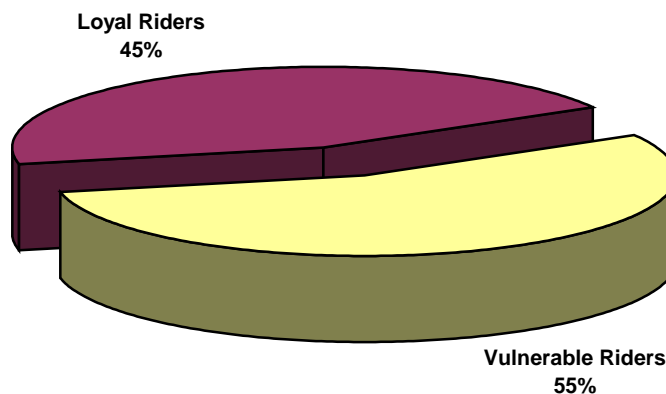


TABLE 25
LOYALTY BY SERVICE BOARD

| | CTA [n = 304; n _w = 342] | Metra [n = 275; n _w = 199] | Pace [n = 136; n _w = 48] |
|-------------------|--|--|--|
| Loyal Riders | 25% | 62% | 39% |
| Vulnerable Riders | 75 | 38 | 61 |

Incidental Riders and Nonriders

To determine their potential for future ridership, Incidental Riders and Nonriders were asked how likely they would be to ride each of the three systems in the next year. Those who suggested they would be very or somewhat likely to ride in the next year were asked the frequency with which they would ride. Responses to these questions were combined to define three potential rider segments as follows:

- 1) **High Potential:** Very likely to ride one or more systems in the next year and are likely to ride once a month or more often.
 - 2) **Some Potential:** Somewhat likely to ride one or more systems once a month or more often, or very likely to ride, but will ride infrequently.
 - 3) **Little / No Potential:** Somewhat likely to ride, but will ride infrequently or are unlikely to ride.
- Six percent (6%) of all Nonriders show a high potential for ridership in the next year. While that seems like a small number, this would represent a 4 percent increase in primary and occasional ridership.
 - Incidental Riders represent the greatest opportunity for ridership. Incidental Riders have ridden in the past year but not in the past month. Incidental Riders should be targeted with an effort to increase frequency of riding. Some systems are experimenting with direct and/or relationship marketing targeted specifically at increasing frequency of riding among infrequent riders.
 - Thirteen percent (13%) of all Nonriders show some potential for ridership in the next year.
 - Again, Incidental Riders represent the greatest potential.
 - CTA and Metra have the greatest potential for increased ridership. However, Pace Incidental and Nonriders who suggest they are likely to ride frequently in the next year could have a significant impact on Pace ridership.

FIGURE 18
LIKELIHOOD OF FUTURE RIDERSHIP
(BASE: Nonriders [n = 1,010; n_w = 1,259])

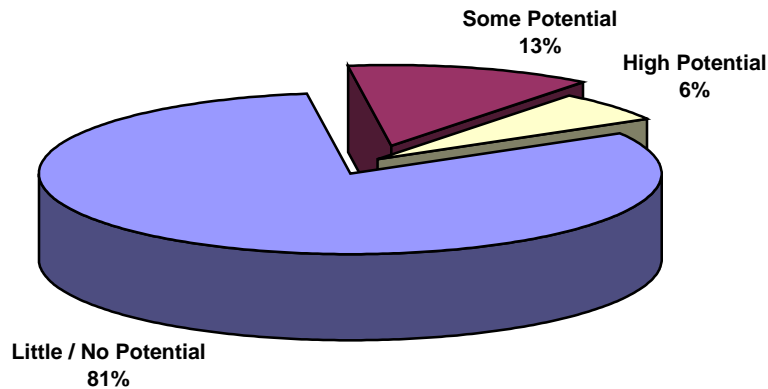


TABLE 26
POTENTIAL RIDERSHIP BY NONRIDER STATUS

| | Incidental Riders [n = 304; n _w = 342] | Former Riders [n = 194; n _w = 226] | Always Nonriders [n = 508; n _w = 684] |
|-----------------------|---|---|--|
| High Potential | 19% | 3% | 1% |
| Some Potential | 32 | 11 | 4 |
| Little / No Potential | 49 | 87 | 95 |

TABLE 27
POTENTIAL RIDERSHIP BY SERVICE BOARD

| | CTA [n = 304; n _w = 342] | Metra [n = 429; n _w = 499] | Pace [n = 615; n _w = 689] |
|-----------------------|---|---|--|
| High Potential | 13% | 11% | 2% |
| Some Potential | 19 | 15 | 8 |
| Little / No Potential | 68 | 74 | 89 |

Characteristics of Potential Riders

Nonriders that represent the **highest** potential for ridership . . .

- Have one car available for their personal use. One message used to target these potential riders could be to use transit as your second car.
- Are employed full-time or part-time.
- Have household incomes between \$40,000 and \$75,000.
- Reside in the city of Chicago.

Nonriders that represent **some** potential for ridership are . . .

- Retired.
- Noncommuters.
- Residents of suburban Cook County.
- The least affluent segment.

Staunch Nonriders are. . .

- Older (34 percent are 55 and older).
- Retired.
- Noncommuters.
- Residents of suburban Cook County.
- The most affluent segment.

TABLE 28
DEMOGRAPHIC CHARACTERISTICS OF RTA POTENTIAL RIDERS

| | | High Potential [n = 71; n _w = 78] | Some Potential [n = 144; n _w = 165] | Little / No Potential [n = 795; n _w = 1,017] |
|---------------------------------|--------|--|--|---|
| Auto Availability | | | | |
| None | | 7% | 7% | 1% |
| One | | 43 | 33 | 35 |
| Two | | 33 | 42 | 45 |
| Three or More | | 16 | 18 | 19 |
| | Mean | 1.6 | 1.8 | 1.9 |
| Age | | | | |
| 16 – 17 | | 2% | 9% | 3% |
| 18 – 24 | | 13 | 7 | 5 |
| 25 – 34 | | 18 | 16 | 18 |
| 35 – 44 | | 30 | 19 | 24 |
| 45 – 54 | | 15 | 18 | 17 |
| 55 – 64 | | 10 | 13 | 15 |
| 65 and Over | | 12 | 19 | 19 |
| | Mean | 41.5 yrs. | 44.4 yrs. | 46.8 yrs. |
| Employment Status | | | | |
| Employed Full-Time | | 52% | 41% | 48% |
| Employed Part-Time | | 15 | 9 | 9 |
| Self-Employed | | 9 | 8 | 7 |
| Student | | 4 | 7 | 3 |
| Retired | | 15 | 28 | 21 |
| Not Employed Outside Home | | 2 | 4 | 8 |
| Currently Unemployed / Other | | 3 | 3 | 3 |
| Commuter Status | | | | |
| Work Commuter | | 65% | 44% | 50% |
| Business Appointments | | 8 | 8 | 11 |
| School | | 4 | 7 | 3 |
| Noncommuter | | 24 | 41 | 36 |
| Years at Current Address | | | | |
| 5 Years or Less | | 49% | 33% | 33% |
| 6 – 10 Years | | 25 | 24 | 20 |
| 11 – 15 Years | | 10 | 10 | 12 |
| More than 15 Years | | 16 | 33 | 35 |
| | Mean | 9.4 yrs. | 14.3 yrs. | 14.1 yrs. |
| Income | | | | |
| Less than \$20,000 | | 18% | 17% | 10% |
| \$20,000 – \$39,999 | | 20 | 28 | 25 |
| \$40,000 – \$74,999 | | 38 | 30 | 41 |
| \$75,000 and Over | | 24 | 25 | 24 |
| | Median | \$46,250 | \$42,750 | \$50,465 |
| Ethnicity | | | | |
| White | | 68% | 74% | 80% |
| Non-white | | 33 | 26 | 20 |
| Residence Area | | | | |
| City of Chicago | | 51% | 30% | 18% |
| Suburban Cook | | 26 | 42 | 38 |
| All Others | | 23 | 29 | 44 |

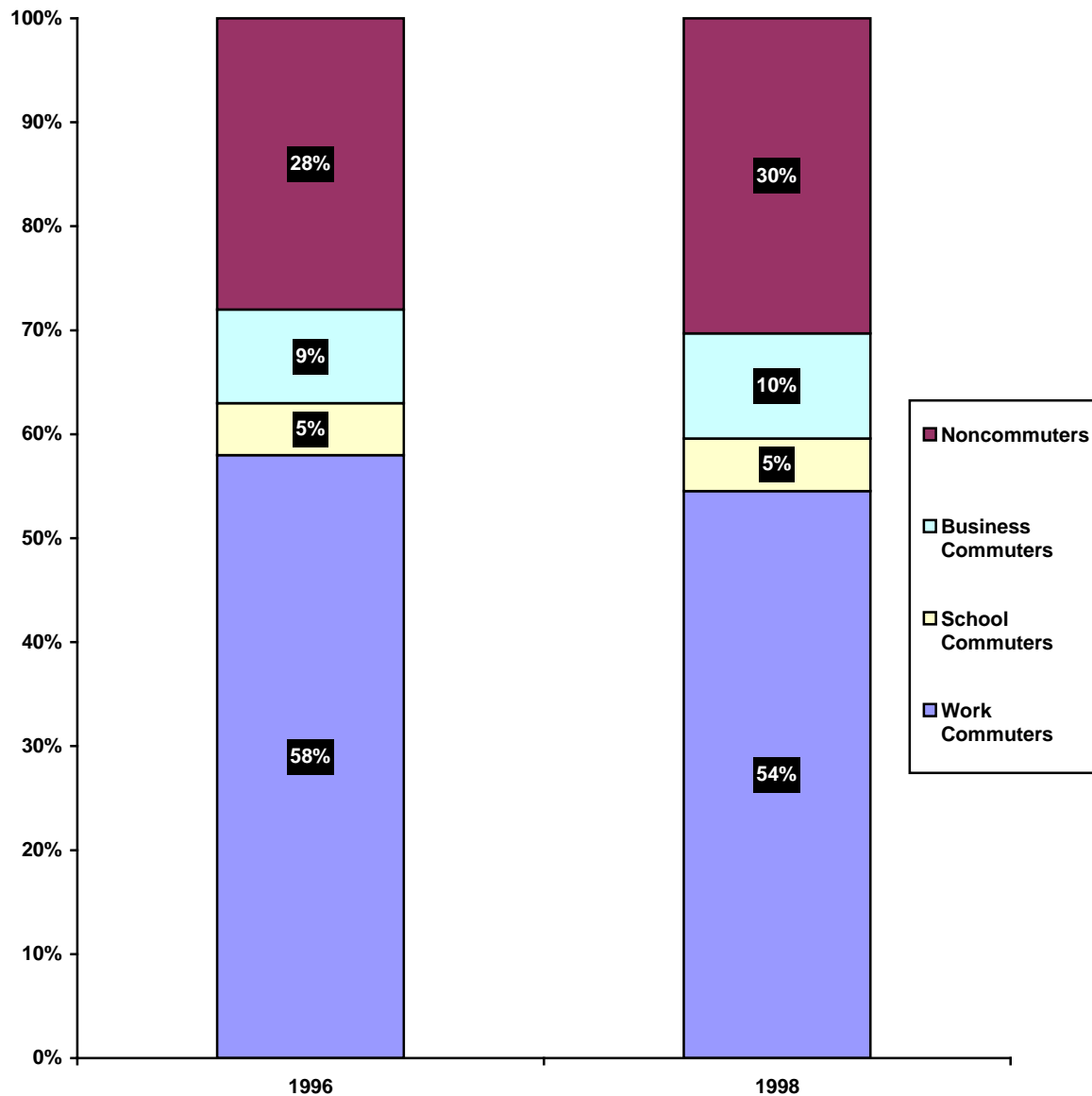
Commuters

Incidence of Commuters

Respondents were asked whether they are currently employed – full-time or part-time – self-employed, retired, not employed outside the home, a student, or currently unemployed. Those employed were asked if they commute to a fixed work site outside their home. Those who do not commute to a fixed work site were asked if they leave their home to conduct business – e.g., for business appointments.

- Over half (54%) of those surveyed are work commuters – that is, they work full-time or part-time and commute to a fixed work site outside their home.
 - There has been no significant change in the incidence of Work Commuters from 1996.
- An additional 10 percent (10%) of those surveyed work full-time or part-time but do not commute to a fixed work site outside their home. However, they do leave their home to conduct business.
 - There has been no significant change in the incidence of Business Commuters from 1996.
- Five percent (5%) of those surveyed are students.
 - There has been no significant change in the incidence of School Commuters from 1996.
- Three out of ten (30%) respondents are noncommuters.
 - There has been no significant change in the incidence of Noncommuters from 1996.

FIGURE 19
COMMUTER INCIDENCE – 1996 to 1998
(BASE: All Respondents [n varies by year])



Usual Travel Mode

Commuters were asked how they usually commute to and from work, school, or business appointments.

- Two out of three (66%) commuters drive alone to work, school, or business appointments. There has been a decrease in drive alone commuting from 1996, when 69 percent of all commuters drove alone. This difference, however, is not statistically significant. Future studies will be able to determine if there has been any real, directional shift in mode choice or whether this “change” is simply a function of sampling error.
 - Those commuting to work or for business appointments are more likely than students to drive alone.
- One out of four (23%) commuters uses transit to commute to work. This represents an increase from 1996, when 19 percent of all commuters used transit to commute. Again, however, this difference is not statistically significant. This data should continue to be monitored over time.
 - Students and work commuters are the most likely segments to use transit to travel to school or work.
- Eleven percent of all commuters use some other mode to commute. The majority of this segment consists of carpoolers – 8 percent of all commuters.
 - Students are the most likely to use some other mode to commute. Notably, 20 percent of school commuters carpool and 10 percent walk.

FIGURE 20
COMMUTE TRAVEL MODE
(BASE: Commuters [n varies by year])

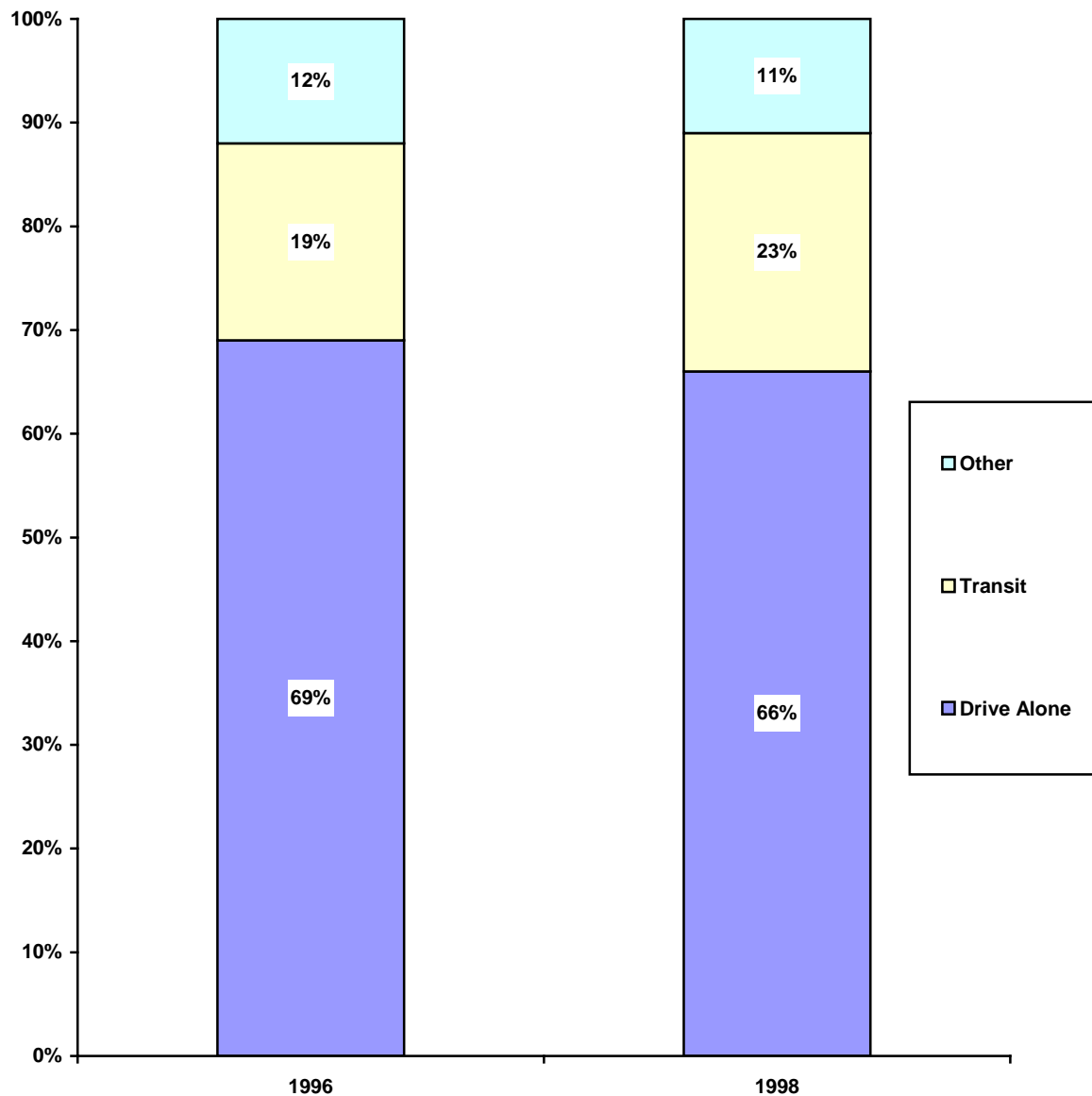


TABLE 29
TRAVEL MODE BY COMMUTER TYPE

| | Work Commuter [n = 1,091; n _w = 1,035] | Student Commuter [n = 107; n _w = 94] | Business Commuter [n = 170; n _w = 192] |
|-------------|--|--|---|
| Drive Alone | 68% | 28% | 75% |
| Transit | 23 | 38 | 16 |
| Other | 9 | 34 | 9 |

Characteristics of Commuters by Mode Used

Drive alone commuters are more likely than transit users to . . .

- Have two or more cars available for their personal use.
- Be older. An above-average number (32%) are between the ages of 35 and 44.
- Be employed full-time.
- Have household incomes of \$40,000 or more.
- Be Caucasian.
- Be residents of suburban Cook and other counties.

Transit commuters are more likely to . . .

- Not have a car or to have only one car available for their personal use.
- Be younger. Twenty-one percent (21%) are between the ages of 16 and 24; 27 percent are between the ages of 25 and 34.
- Be employed full-time (66%). However, an above-average number (11%) are students.
- Have household incomes less than \$40,000.
- Be non-white.
- Reside in the city of Chicago.

TABLE 30
DEMOGRAPHIC CHARACTERISTICS OF COMMUTE MODE

| | Drive Alone [n = 723; n _w = 869] | Transit [n = 488; n _w = 304] | Other [n = 150; n _w = 104] |
|--------------------------|---|---|---|
| Auto Availability | | | |
| None | 0% | 21% | 7% |
| One | 32 | 42 | 36 |
| Two | 48 | 27 | 35 |
| Three or More | 20 | 10 | 22 |
| Age | | | |
| 16 – 17 | 2% | 8% | 21% |
| 18 – 24 | 7 | 13 | 16 |
| 25 – 34 | 23 | 27 | 21 |
| 35 – 44 | 32 | 19 | 16 |
| 45 – 54 | 22 | 21 | 14 |
| 55 – 64 | 11 | 8 | 9 |
| 65 and Over | 3 | 4 | 3 |
| Mean | 40.5 yrs. | 36.9 yrs. | 33.2 yrs. |
| Employment Status | | | |
| Employed Full-Time | 73% | 66% | 54% |
| Employed Part-Time | 14 | 14 | 16 |
| Self-Employed | 11 | 8 | 7 |
| Student | 3 | 11 | 23 |
| Income | | | |
| Less than \$20,000 | 3% | 11% | 8% |
| \$20,000 – \$39,999 | 21 | 36 | 30 |
| \$40,000 – \$74,999 | 44 | 30 | 34 |
| \$75,000 and Over | 32 | 23 | 28 |
| Median | | | |
| Ethnicity | | | |
| White | 79% | 55% | 69% |
| Non-white | 21 | 45 | 31 |
| Residence Area | | | |
| City of Chicago | 21% | 66% | 41% |
| Suburban Cook | 36 | 21 | 40 |
| All Others | 43 | 13 | 19 |

Commute Trip Characteristics

Origin / Destination

Commuters were asked the zip code of their work destination. In cases where the respondent did not know their work zip code, they were asked the general vicinity of where they worked (e.g., city or suburbs).

- The city of Chicago represents the major work destination. Forty-three (43%) of all commuters work in the city of Chicago. This figure is higher than in 1996 when 39 percent of all commuters worked in downtown Chicago and is higher than other statistics available. This may be a result of respondents incorrectly stating or not knowing their work zip code. A follow-up question asked of those respondents who did not know their work zip code showed that only 32 percent work in the city of Chicago. This latter figure is the same as secondary statistics available.
- Commuters are most likely to work in the same area in which they live.
 - Nearly four out of five (78%) commuters who live in the zip codes that define the city of Chicago work in the city.
 - Sixty-nine percent (69%) of all commuters who live in suburban Cook County also work in suburban Cook County or one of the other suburban counties. However, 31 percent of all commuters living in suburban Cook County work in the city.
 - More than four out of five (84%) commuters living in the other counties work in the suburbs. Only 16 percent of all commuters living outside Cook County work in the city.

| TABLE 31 WORK DESTINATION BY RESIDENCE AREA | | | |
|--|---|---|--|
| | City of Chicago [n = 417; n _w = 352] | Suburban Cook [n = 442; n _w = 315] | All Other Counties [n = 180; n _w = 290] |
| City of Chicago | 78% | 31% | 16% |
| Suburban Cook / Other Counties | 22 | 69 | 84 |

- Surprisingly, there is no relationship between destination and the type of commuter.

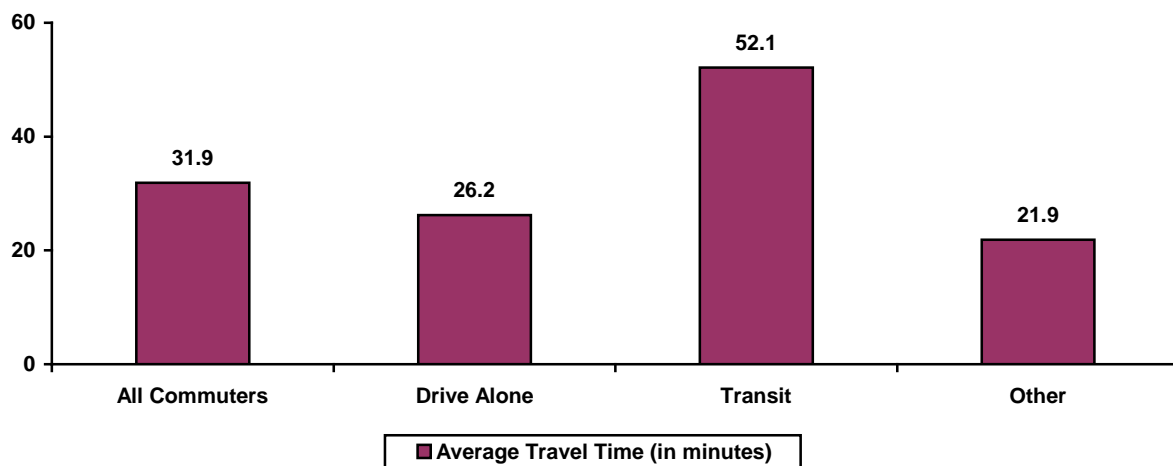
| TABLE 32 WORK DESTINATION BY COMMUTE TYPE | | |
|--|---|---|
| | Work Commuter [n = 1,091; n _w = 1,035] | Student Commuter [n = 107; n _w = 94] |
| City of Chicago | 43% | 48% |
| Suburban Cook / Other Counties | 57 | 52 |

Travel Time to Work

Commuters were asked how long their commute takes on a typical day. Note that travel time is an individual's estimate of travel time and does not measure actual time spent on the road or on the bus or train. Rather, research on this question has shown that respondents typically use the average amount of time they allot to get from their home to work, including walk time to the bus stop or the time it takes to park.

- Commute time varies widely, from less than five minutes to more than two hours. Average travel time is 32 minutes; median travel time is equivalent at 30 minutes. This is the same as in 1996 when the mean commute time was 31 minutes.
 - Commute time is longest for transit commuters – 52.1 minutes.
 - Those traveling on Metra average the longest commute (67.3 minutes), due in large part to the greater distance Metra commuters typically travel.
 - Those commuting on Pace also have a longer commute (59.5 minutes), again due to the greater distance traveled.
 - CTA commuters average between 44.9 minutes (CTA train) and 48.3 minutes (CTA bus).
 - Average travel time by car is nearly half that by transit – 26.2 minutes. Efforts should be made to decrease travel time by transit to be competitive to that of the car. This is a regionwide effort and typically requires the use of transit only or high-occupancy vehicle lanes and priority signaling in congested areas.

FIGURE 21
COMMUTE TIME BY MODE
(BASE: Commuters)



- Those commuting to the city average the longest commute time – 40 minutes.
 - However, there is the least amount of difference in travel time between transit commuters and drive alone commuters traveling to the city. Travel time by bus is 1.6 times longer than by car.
- Those commuting to suburban Cook County destinations average the shortest commute time.
 - However, there is the greatest discrepancy in commute times between transit commuters and drive alone commuters commuting to suburban Cook County. Travel time by bus is 2.6 times longer than by car.

| TABLE 33 AVERAGE TRAVEL TIME (IN MINUTES) BY WORK DESTINATION AND MODE | | | | |
|---|----------------------|--------------------|----------------|-------------------|
| | All Commuters | Drive Alone | Transit | Difference |
| City of Chicago | 40.0 | 30.6 | 48.6 | 18.0 |
| Suburban Cook | 28.3 | 23.4 | 61.9 | 38.5 |
| All Other Counties | 32.2 | 24.2 | 50.7 | 26.5 |

Perception of Time by Transit

Commuters who do not usually commute on public transportation were asked how long they thought their commute would take by transit.

- On average, non-transit commuters believed that travel time by public transportation would average 54.3 minutes – nearly the same as the average travel time spent by transit commuters.
 - Those that currently drive alone to work feel that travel time by public transportation would average 57.5 minutes or 29.9 minutes longer than it currently takes by car. This is more than double their current commute time.

On the other hand, commuters who do not usually drive to work were asked how long they thought their commute would take by car.

- On average, transit commuters believe that travel time by car would average 38.7 minutes – more than the average travel time spent by drive alone commuters.
 - CTA train commuters think that travel time by car would be 35.3 minutes. Those riding other transit modes estimate that travel time by car would be less – 29.4 for Pace commuters and 26 minutes for CTA bus commuters. Metra commuters, however, perceive travel time by car to be 72.7 minutes.
- Transit commuters believe that it would take them approximately 14.5 minutes less to travel by car than their current commute time – an approximately 27 percent reduction in travel time over their current commute.
 - Bus commuters – CTA and Pace – see the greatest reduction in travel time by car (22 and 30 minutes, respectively). This would suggest that other incentives beyond travel time savings contribute to bus ridership.
 - On the other hand, those commuting by train see less reduction in travel time. CTA train commuters feel travel time would be reduced by only 10 minutes. Metra commuters believe their travel time would actually increase by more than 5 minutes.

TABLE 34

TRANSIT RIDERS' PERCEIVED TRAVEL TIME TO WORK BY CAR

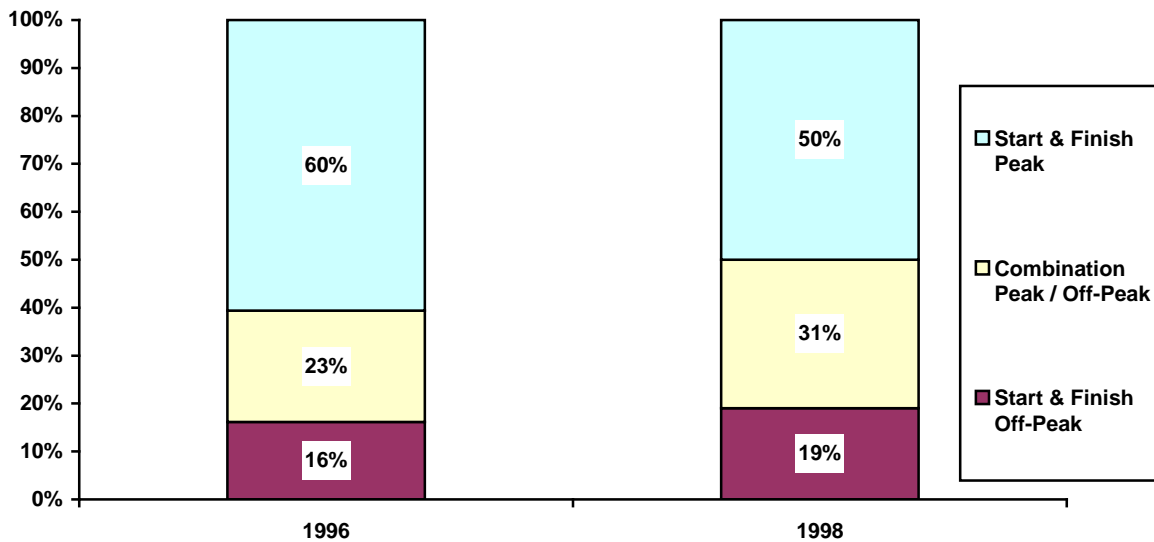
| | Current Travel Time by Transit | Perceived Time by Car | Difference |
|------------------|---|----------------------------------|-------------------|
| CTA Bus | 48.3 | 26.0 | 22.3 |
| CTA Train | 44.9 | 35.3 | 9.6 |
| Pace | 59.5 | 29.4 | 30.1 |
| Metra | 67.3 | 72.7 | -5.4 |

Hours Worked

Commuters were asked what time they usually start and finish work or school. Actual start and finish times were recorded and combined to create a variable that reflects the extent to which commuters start and/or finish work during peak and/or off-peak hours. Peak commute times are defined as the hours between 6:00 and 9:00 a.m. and 3:00 and 6:00 p.m.

- Half (50%) of all commuters start and finish work during peak commute hours. This represents a decrease from 1996, when 60 percent of all commuters both started and finished work during peak commute hours.
 - This change is consistent with trends noted nationwide that show an increasing number of employees working “nontraditional” hours, either because of the nature of their jobs or an increased willingness on the part of employers to allow employees flexible starting and stopping work times. These changes could have significant long-term impact on transit ridership if service is not available to serve these changing commute patterns.
- Thirty-one percent (31%) of all commuters start or finish work during peak commute hours.
 - Fifty-seven percent (57%) of those who work a combination of peak and off-peak hours start work during peak hours and finish during off-peak hours. Nearly one out of five (18%) finish between 6:00 and 7:00 p.m.; 12 percent finish between 2:30 and 3:00 p.m. This suggests that the peak evening commute time is more realistically between the hours of 2:30 and 7:00 p.m.
 - Forty-three percent (43%) of those who work a combination of peak and off-peak hours start work during off-peak hours and finish during peak hours. Twenty-eight (28%) of those who start during off-peak hours start between 9:00 a.m. and 9:30. This suggests an extended morning peak period.

FIGURE 22
WORK HOURS
(BASE: Commuters [n varies by year])



- Contrary to what might be expected, hours worked do not vary between drive alone and transit commuters. That is, many believe that transit commuters are more likely to work traditional hours – starting and finishing work during peak hours when transit service is more available and/or frequent.

**TABLE 35
WORK HOURS BY TRAVEL MODE**

| | Drive Alone [n = 723; n _w = 869] | Transit [n = 488; n _w = 304] | Other [n = 150; n _w = 104] |
|--|---|---|---|
| Start & Finish Peak Hours | 51% | 54% | 32% |
| Combination Peak & Off-Peak | 29 | 30 | 47 |
| Start & Finish Off-Peak | 20 | 15 | 21 |

- Work hours do vary by type of commuter.
 - Over half (52%) of all work commuters start and finish work during peak hours, compared with only 24 percent of school commuters.
 - On the other hand, over half (52%) of all student commuters start or finish work during peak hours, compared with 29 percent of all work commuters.

**TABLE 36
WORK HOURS BY COMMUTE TYPE**

| | Work Commuter [n = 1,091; n _w = 1,035] | Student Commuter [n = 107; n _w = 94] |
|--|---|---|
| Start & Finish Peak Hours | 52% | 24% |
| Combination Peak & Off-Peak | 29 | 52 |
| Start & Finish Off-Peak | 19 | 24 |

- On average, commuters work or attend school 8.8 hours daily. Only twenty-nine percent work less than 8 hours.
 - Work commuters average longer days than do school commuters. However, 22 percent of all work commuters work exactly eight hours.

**TABLE 37
AVERAGE LENGTH OF WORK / SCHOOL DAY**

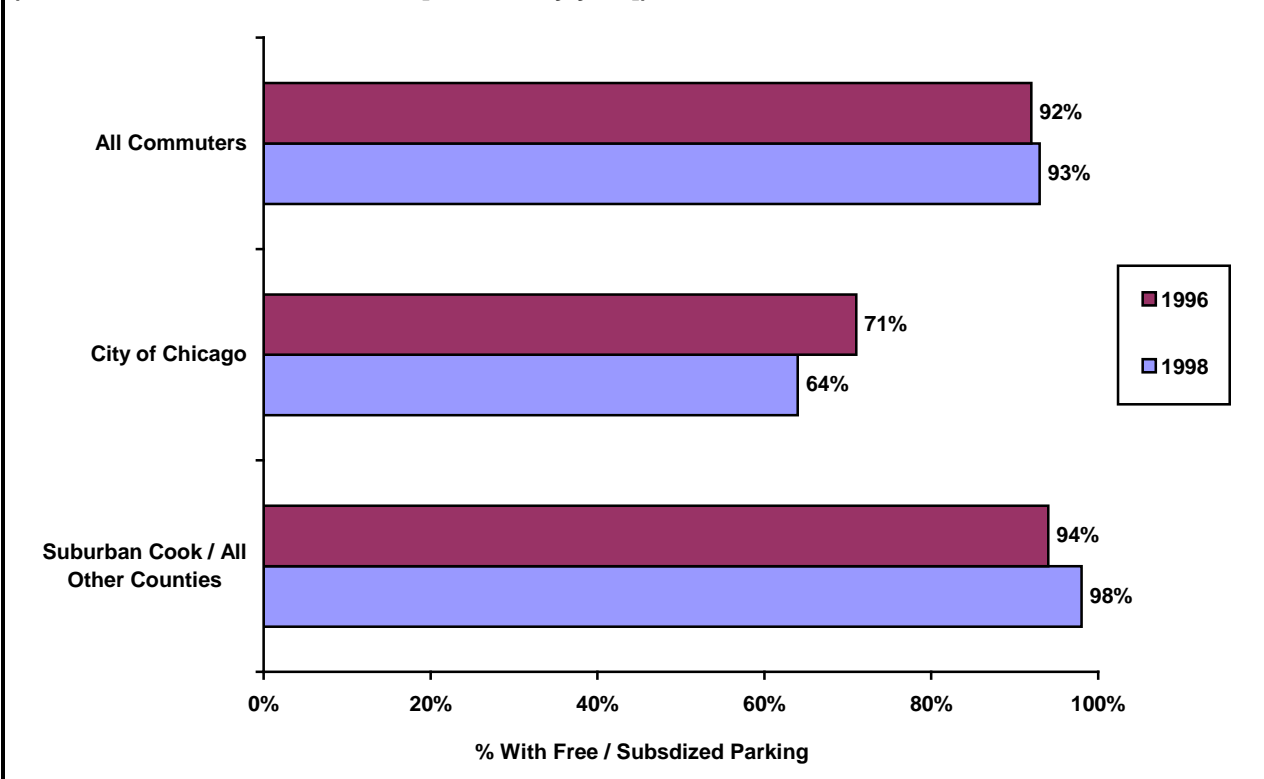
| | Average Hours |
|--|----------------------|
| All Commuters | 8.8 |
| Work Commuters | 9.0 |
| School Commuters | 7.2 |
| Drive Alone Commuters | 9.0 |
| Transit Commuters | 8.6 |
| Start & Finish Peak Hours | 8.8 |
| Combination Peak & Off-Peak Hours | 10.3 |
| Start & Finish Off-Peak Hours | 8.8 |

Parking Costs

Drive alone work commuters were asked whether their employer pays for any portion of their parking. Response categories also allowed for availability of free parking that is not paid for or provided by employers (e.g., on-street parking).

- The majority (93%) of all drive alone commuters continue to have free or subsidized parking, either from their employers (78%) or by finding free parking elsewhere (15%). This is the same as in 1996.
- As in 1996, commuters working in the city are less likely than those working outside the city to have free or subsidized parking. The number of drive alone commuters who work in downtown Chicago who receive employer-subsidized or free parking has decreased from 71% in 1996 to 64% in 1998. This decrease in employer incentives for driving alone may account for the increase in the use of transit for commute purposes noted this year.

FIGURE 23
EXTENT OF FREE OR EMPLOYER SUBSIDIZED PARKING
(BASE: Drive Alone Commuters [n varies by year])



Commuters who paid for parking were asked how much, on a daily or monthly basis, they personally paid to park their car. All costs were converted to a daily parking rate.

- The daily amount paid by commuters who do not have fully subsidized parking ranges from less than \$1.00 to \$17.00 per day. On average, commuters pay \$4.57 / day to park. This is significantly more than in 1996, when average daily parking was \$3.97.
 - Those that do not receive any subsidy from their employer pay \$4.75 / day to park. Those that receive a partial subsidy from their employer pay only \$3.53 / day to park.
 - Commuters working in downtown Chicago pay the most to park – an average of \$4.97 daily. This is only a slight increase from 1996, when the average daily rate was \$4.87.

Finally, drive alone commuters were asked how much parking would have to cost before they would take public transportation, under the assumption that convenient public transportation is available.

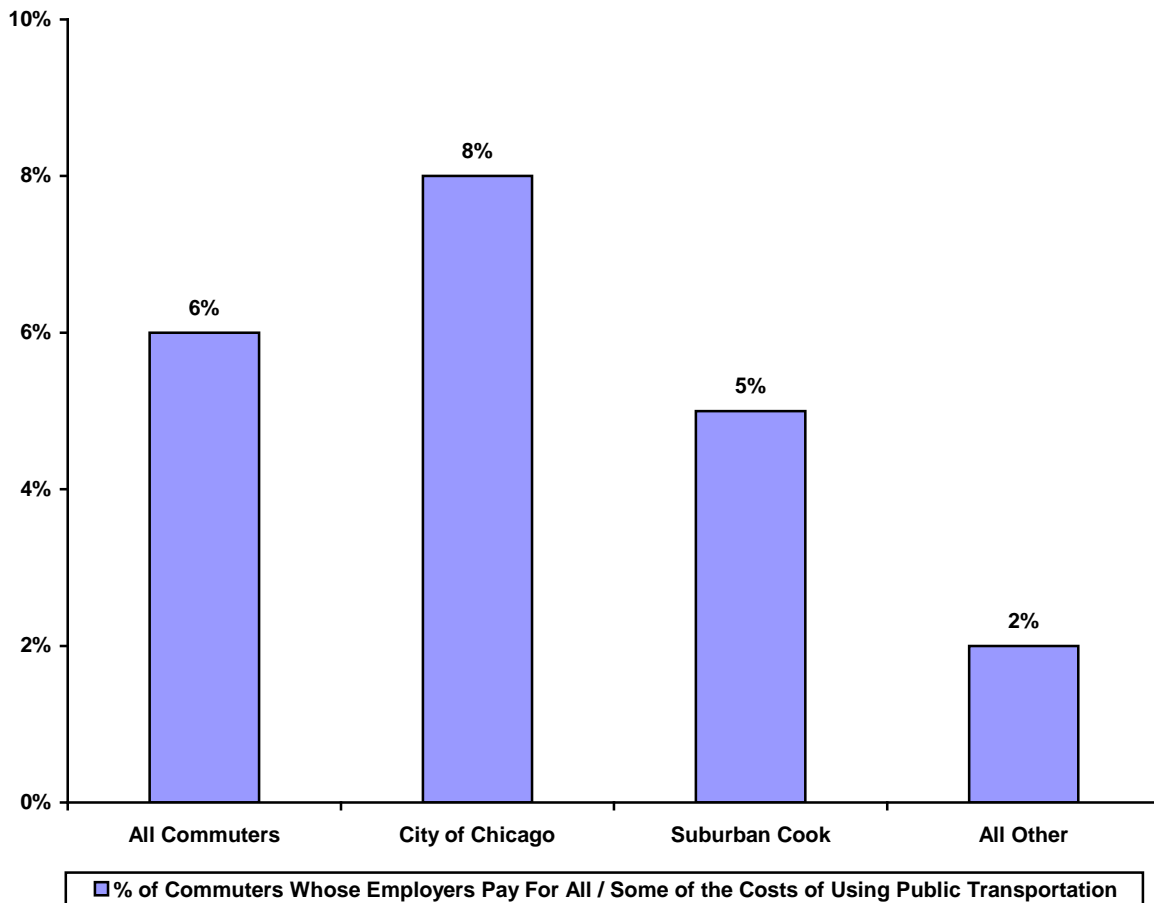
- Daily parking costs would have to be as low as \$1.00 to more than \$20.00 per day before drive alone commuters would take public transportation. Note that 27 percent of all drive alone commuters indicated that they would never use public transportation regardless of how much it might cost to park.
 - Among those who could be influenced by parking costs, an average rate of \$5.38 per day would cause 50 percent of all commuters to consider taking public transportation to work or school. Note that this figure is higher than the amount currently paid (\$4.75) by those drive alone commuters who do not currently receive any subsidy for parking from their employers.

Employer-Subsidized Transit Passes

A new question was added in 1998 to measure the extent to which employers offer a program to pay for some or all of the transportation costs for employees who ride public transportation – for example, pay for a bus pass.

- Few (6%) employers subsidize the costs of public transportation for their employees. Five percent (5%) subsidize both parking and transit passes; 1 percent subsidize transit passes only (i.e., do not subsidize parking).
- Nine percent (9%) of those who commute to work by transit receive a subsidy for public transportation from their employer, compared to only 4 percent of drive alone commuters. Increasing the extent of employer-subsidized public transportation costs could have a significant impact on transit ridership.
- As with parking, downtown Chicago employers are more likely than those in suburban Cook and other counties to subsidize the costs of public transportation. However, the incidence is still very low.

FIGURE 24
INCIDENCE OF EMPLOYER SUBSIDIZED TRANSIT PASSES
(BASE: Work Commuters [n = 1,091; n_w = 1,035])



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Other Enabling Factors

It is believed that the nature of work-related or commute trip factors may influence commuters' real or perceived ability to use transit. To test this, commuters were asked the frequency with which they traveled during the day and on their way to or from work.

- Starting work earlier or finishing later than regularly scheduled work hours is the most frequent activity that may make it difficult to use public transportation. Other questions suggest that not being able to get home in an emergency and/or if delayed at work are major factors in not using transit.
 - Offering a guaranteed ride home program may be effective in meeting the needs of current transit users as well as removing a real or perceived barrier among current drive alone commuters. Guaranteed ride home programs are relatively inexpensive programs to offer. Research in other markets suggests that they are rarely used and if structured correctly, abuse is not a significant problem.
- Needing a car for work-related travel is also a potential barrier, notably for current drive alone commuters.
 - Offering a Flex-Pass program that allows commuters to bring their car to work a set number of days monthly is an effective strategy to overcome this barrier.
- Having to drop off or pick up children on the way to and from work is less of a problem for the commuter population.
 - It is, however, a potential problem among those commuters with children. Thirty-seven percent of those with children under 5 living at home always or often drop off or pick up children on their way to and from work.
 - Looking only at respondents with children under 5 living at home, two out of five (41%) drive alone commuters always or often drop off or pick up children on their way to and from work. Fewer (24%) transit commuters with children always or often drop off or pick up children on their way to and from work.
 - Efforts to locate daycare centers near transit centers may be helpful in overcoming this barrier.

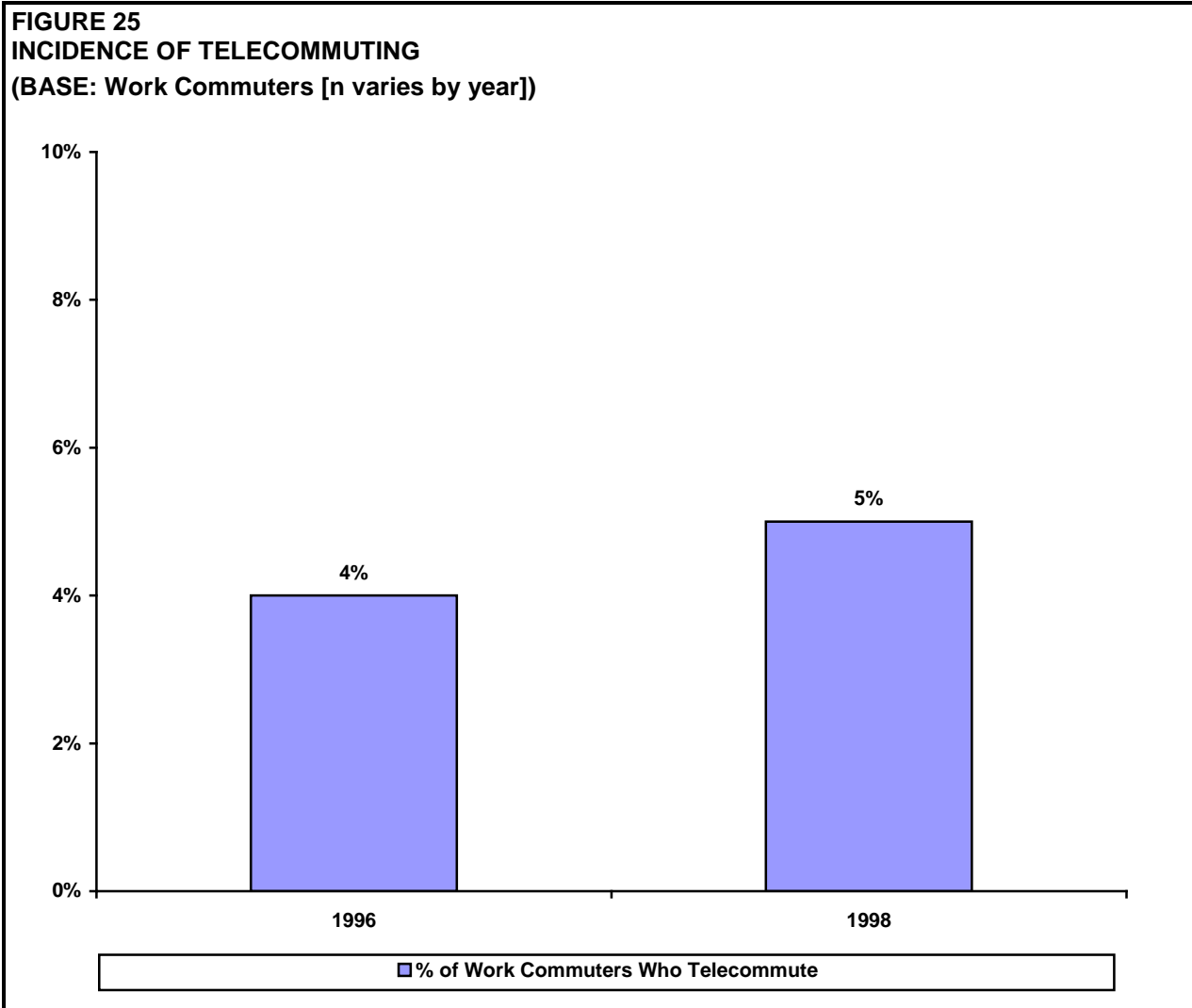
TABLE 38
ENABLING FACTORS BY TRAVEL MODE

| | Work Commuters [n = 1,091; n _w = 1,035] | Drive Alone [n = 612; n _w = 717] % Always / Often | Transit [n = 399; n _w = 239] |
|--|--|--|---|
| Begin work earlier / finish later than regularly scheduled hours | 36 | 41 | 23 |
| Use own personal automobile for work-related travel | 28 | 35 | 6 |
| Drop off / pick-up children on way to / from work | 16 | 17 | 8 |

Telecommuting

Work commuters – that is, those who are employed full-time or part-time and commute to a fixed work site outside their home – were asked if they regularly work at home rather than going to their fixed work site – that is, if they telecommute.

- A small segment (5%) of all work commuters regularly telecommutes. This is nearly the same as in 1996, when 4 percent of all work commuters telecommuted.
- On average, telecommuters work at home 2.9 days per week. The mean in 1996 was 2.6 days per week. Sample size is too small to determine if this is a trend. This should continue to be monitored in subsequent surveys.



Benefits Sought When Making the Mode Choice Decision

Benefits Sought

Respondents were asked the importance of nineteen factors in their mode choice decision. These factors were derived from the list of 29 factors asked in 1996. The more limited set of factors correlated most highly with different behaviors and formed the basis for the segmentation model used in this research.

Factor analysis shows that these 19 items are highly correlated with three underlying dimensions or factors. These factors are:

- Control
- Image
- Practical Benefits
- The most important factor in the mode choice decision is control. Within control, the most important benefits sought in the mode choice decision (in order of importance) are shown in the table below.
- Nonriders and, to a lesser extent, Occasional Riders place greater importance on control than do Primary Riders.
- The ability to be able to control one's own schedule is the single factor that clearly discriminates Primary Riders from Occasional Riders.
- Being able to get home in case of an emergency, being able to control one's schedule, and having the flexibility one needs for one's schedule are the factors that discriminate Primary Riders from Nonriders.

TABLE 39
BENEFITS SOUGHT – CONTROL

| | All Respondents [n = 1,900; n _w = 1,900] | Primary Riders [n = 684; n _w = 399] | Occasional Riders [n = 206; n _w = 243] | Nonriders [n = 1,010; n _w = 1,259] |
|---|--|---|--|--|
| Control | 5.87 | 5.53 | 5.78 | 6.00 |
| I am able to come and go when I want | 6.02 | 5.66 | 5.93 | 6.16 |
| I can control my own schedule | 5.86 | 5.44 | 5.89 | 6.15 |
| It gets me where I am going the quickest way possible | 5.79 | 5.72 | 5.90 | 5.90 |
| I am able to get home in an emergency | 5.73 | 5.26 | 5.43 | 6.02 |
| It offers me the flexibility I need for my schedule | 5.73 | 5.55 | 5.78 | 5.77 |

Means based on 7-point scale where "7" means "extremely important in mode choice decision" and "1" means "not at all important in the mode choice decision."

- The second most important factor in the mode choice decision is image. Within image, the most important benefits sought in the mode choice decision (in order of importance) are listed below.
 - Image is equally important to Nonriders and Primary Riders. It is a less important consideration for Occasional Riders.
 - Two image factors – being appropriate for a person in my position and being consistent with the person I am – most clearly discriminate Primary Riders from Occasional Riders, with Primary Riders feeling this is more important.
 - Being appropriate for a person in my position is the single variable that discriminates Primary Riders from Nonriders. Again, Primary Riders place greater importance on this benefit.

TABLE 40
BENEFITS SOUGHT – IMAGE

| | All Respondents [n = 1,900; n _w = 1,900] | Primary Riders [n = 684; n _w = 399] | Occasional Riders [n = 206; n _w = 243] | Nonriders [n = 1,010; n _w = 1,259] |
|---|--|---|--|--|
| Image | 5.07 | 5.07 | 4.79 | 5.12 |
| I am assured of my personal safety from crime | 5.57 | 5.46 | 5.26 | 5.67 |
| It is clean | 5.52 | 5.45 | 5.36 | 5.57 |
| It enables me to arrive at my destination feeling fresh | 5.51 | 5.44 | 5.20 | 5.59 |
| It is comfortable | 5.41 | 5.29 | 5.27 | 5.47 |
| I have a place to sit | 5.21 | 5.22 | 5.03 | 5.25 |
| I am assured I won't be bothered by other people | 4.77 | 4.75 | 4.55 | 4.82 |
| It is consistent with the kind of person I am | 4.68 | 4.86 | 4.19 | 4.72 |
| It gets me in the right frame of mind for the rest of the day | 4.65 | 4.66 | 4.49 | 4.68 |
| It is appropriate for a person in my position | 4.30 | 4.50 | 3.72 | 4.35 |

Means based on 7-point scale where "7" means "extremely important in mode choice decision" and "1" means "not at all important in the mode choice decision."

- The third factor in the mode choice decision is practical benefits. Practical benefits include the items listed in the table below.
 - Minimizing one's risk of being in a traffic accident is the primary practical benefit that differentiates Primary Riders from Occasional Riders, with Primary Riders saying that this is more important.
 - Not having to worry about wear and tear on one's vehicle clearly differentiates Primary Riders from Nonriders. Again, Primary Riders rate this as a more important benefit.

TABLE 41
BENEFITS SOUGHT – PRACTICAL

| | All Respondents [n = 1,900; n _w = 1,900] | Primary Riders [n = 684; n _w = 399] | Occasional Riders [n = 206; n _w = 243] | Nonriders [n = 1,010; n _w = 1,259] |
|---|--|---|--|--|
| Practical Benefits | 4.77 | 5.11 | 4.66 | 4.68 |
| It does not cost much | 5.07 | 5.44 | 5.06 | 4.95 |
| It is good for the environment | 4.98 | 5.26 | 4.83 | 4.93 |
| It minimizes my risk of getting in a traffic accident | 4.75 | 5.03 | 4.44 | 4.72 |
| It doesn't contribute to traffic congestion | 4.69 | 4.97 | 4.62 | 4.61 |
| I don't have to worry about wear and tear on my vehicle | 4.37 | 4.89 | 4.37 | 4.20 |

Means based on 7-point scale where "7" means "extremely important in mode choice decision" and "1" means "not at all important in the mode choice decision."

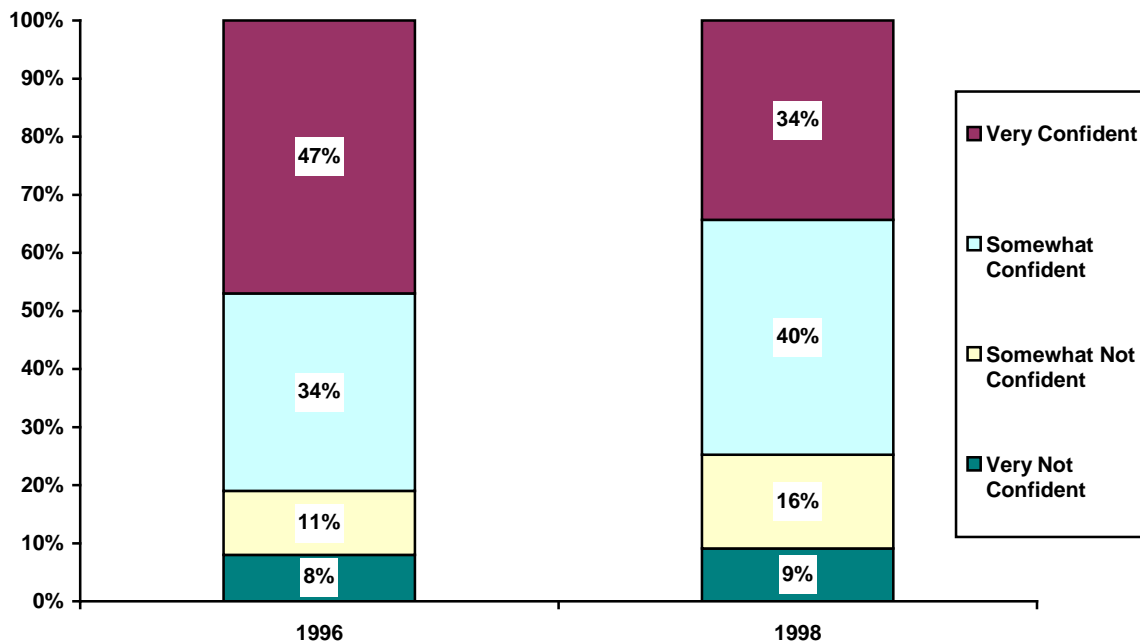
Attitudes Toward Public Transportation

Overall Attitudes toward Public Transportation

Respondents were asked how confident they are in public transportation's ability to perform as expected. Responses were recorded on a five-point scale where "5" means "very confident" and "1" means "very unconfident."

- The majority (74%) of respondents continues to be confident in transit's ability to perform as expected.
 - However, there has been a decrease in the number of respondents who are confident in transit's ability to perform as expected – from 81 percent in 1996 to 74 percent in 1998. This trend should continue to be monitored over time.
 - It is likely that factors other than service quality are affecting public confidence. There is only low to moderate correlation between respondents' confidence in transit's ability to perform as expected and their ratings for service quality for the individual systems they ride. External factors that can affect public confidence in transit's ability to perform include traffic congestion and public transportation's ability to resolve congestion, highway construction, and road improvements.

FIGURE 26
CONFIDENCE IN PUBLIC TRANSPORTATION'S ABILITY TO PERFORM AS EXPECTED
(BASE: All Respondents [base varies by year])



Potential Barriers to Using Transit

Respondents were asked the extent to which 24 factors affect their decision to use public transportation.

- Factors related to control and flexibility represent the primary barriers to using public transportation.

| | % Major Factor |
|--|----------------|
| Could Not Get Home Easily In Emergency | 64% |
| Could Not Get Home Easily If I Got Delayed | 63 |
| Cannot Control My Own Schedule | 52 |
| I Have To Transport Children On My Way | 19 |

- Concerns about service also represent potential barriers.

| | % Major Factor |
|---|----------------|
| Takes Too Long To Get To My Destination | 54% |
| No Service To Where I Want To Go | 47 |
| Concerned About Personal Safety While Waiting | 47 |
| No Service Available When I Need It | 47 |
| Cannot Count On Public Transportation | 45 |
| Concerned About Personal Safety While Riding | 43 |
| I Would Have To Transfer | 35 |
| It Is Too Difficult To Arrange | 35 |
| No Service To Where I Live | 31 |
| It Costs Too Much | 18 |

- The lack of any real incentive to use public transportation may also be a potential barrier.

| | % Major Factor |
|---|-----------------------|
| Driving Alone Is So Much More Relaxing | 39% |
| There Is Just No Real Incentive To Use Public Transportation | 37 |
| Costs Aren't High Enough To Warrant Using Public Transportation | 34 |
| Traffic Isn't Bad Enough To Warrant Using Public Transportation | 33 |
| I Don't Know How To Use The Bus | 21 |

- The image of people who use transit does not represent a major barrier.

| | % Major Factor |
|--|-----------------------|
| I Will Be Bothered By Other People While Waiting | 26% |
| Not Consistent With The Kind Of Person I Am | 22 |
| I Will Be Bothered By Other People While Riding | 19 |
| People Like Me Don't Use Public Transportation | 18 |

Market Segmentation

Approach

A major component of this research was to develop market segments based on the benefits sought when making the mode choice decision. Market segments are groups of people who are similar in terms of how they respond to a particular marketing mix or in other ways that are meaningful for marketing planning purposes. The overall objective of using a market segmentation strategy is to improve an agency's competitive position and to better serve the needs of its customers. Some specific objectives may include:

- Increasing ridership – in this case by attracting new riders.
- Increasing transit's share of mode choice in your market.
- Efficiently allocating resources to markets that represent the greatest potential for change in light of changes to the marketing mix.
- Enhancing the image and reputation of public transportation in order to increase support for public funding.

The approach for market segmentation used here is benefit segmentation. Benefits are the sum of product advantages or satisfactions that meet an individual's needs or wants. In essence, benefit segmentation answers the question, "What is the product – in this case transit – going to do for me?" Benefits extend beyond product features and serve to satisfy physical, emotional, or psychological needs. The belief underlying this segmentation strategy is that the benefits that people seek in consuming a given product are the basic reasons for the existence of true market segments. Benefit segmentation probes users' buying motives and is linked directly to the marketing discipline of consumer behavior.

The methodology for segmenting based on benefits was developed by Northwest Research Group, Inc. as part of a comprehensive review of the application of market segmentation in transit for the Transit Cooperative Research Program (TCRP). Additional research since the publication of TCRP Report 36 – Using Market Segmentation to Increase Ridership – has resulted in a unique but well-tested model for benefit segmentation. The approach entails:

- Asking respondents to indicate the importance of nineteen factors in their mode choice decision. Note these nineteen factors were pared down from an original list of over twenty-nine items following extensive analysis. The importance of the individual benefits and the differences in the importance of these factors in the mode choice decision are discussed in the previous section.
- Using a proprietary model developed and owned by Northwest Research Group, respondents were placed into one of five market segments based on their responses to these nineteen items.
- The resulting segments are "named" based on the importance of the different factors in the mode choice decision.

Benefit Segments

Five benefit segments were identified and are introduced below. The sizes of the segments range from 15 percent of the market to 31 percent of the market.

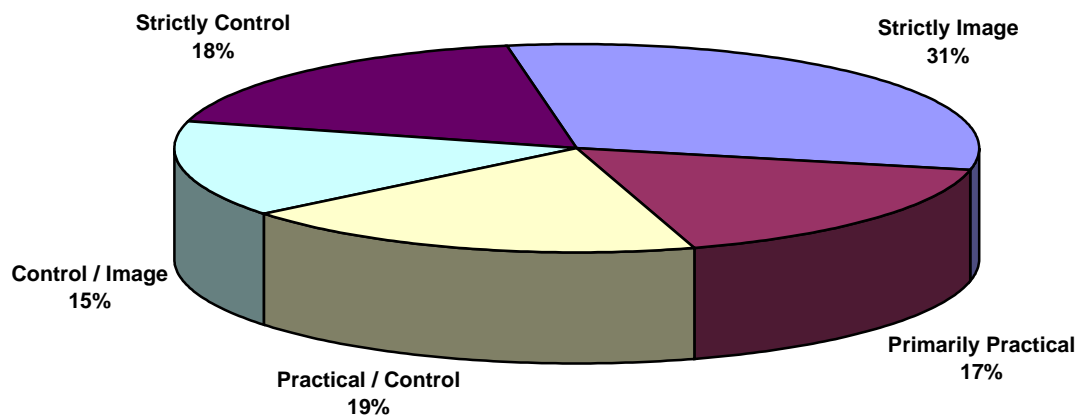
Criteria used to select segments that offer the greatest potential for ridership include:

- Segment members seek benefits that are consistent with those offered by public transportation.
- Segment members have a higher level of past experience with riding public transportation.
- Segment members suggest the greatest propensity for future ridership.
- Segment members have fewer attitudinal barriers to riding.

Two segments represent the greatest potential for ridership. These include:

- The Primarily Practicals – 17 percent of all respondents.
- The Practical / Controls – 19 percent of all respondents.

FIGURE 27
BENEFIT SEGMENTS
(BASE: All Respondents ($n_w = 1900$; $n = 1900$))



Segment Descriptions

Following are brief descriptions of each segment. Tables follow that illustrate each groups' responses to key questions.

Primarily Practical (17% of population)

This segment says that factors relating to practical benefits are most important. These include:

- Avoiding wear and tear on their vehicle.
- Minimizing their risk of being in traffic accidents.
- Not contributing to traffic congestion.
- Good for the environment.
- Cost.

Factors related to control and, to a lesser extent image, are relatively unimportant.

This segment is similar demographically to the Strictly Image segment. Members of this segment are . . .

- Older – mean age is 46 years. One out of five (20%) is 65 and older.
- More likely to be retired (24%).
- Less affluent. Nearly half (49%) have household incomes less than \$40,000.
- Are more likely to be nonwhite.

This segment is the most likely segment to currently ride.

- More than one out of three (35%) are Primary Riders; 15 percent ride occasionally.
- If employed, over half (54%) use transit to commute to work.

This segment represents the greatest potential for future transit ridership.

- More than one out of five (22%) say that if offered a choice between convenient public transportation and a car, they would always use public transportation.

The primary barrier for this segment's use of public transportation is . . .

- Traffic congestion isn't bad enough to warrant using public transportation.

Practical / Control (19% of Population)

This segment is seeking some combination of control **and** practical benefits when selecting their travel mode. Practical benefits are most important and include in order of importance:

- Good for the environment.
- Not contributing to traffic congestion.
- Avoiding wear and tear on their vehicle.
- Minimizing their risk of being in traffic accidents.
- Cost.

Factors related to control are of secondary benefit. They include in order of importance:

- The quickest way to travel.
- Being able to get home in case of an emergency.
- Being able to control their own schedule.
- Having the flexibility they need for their schedule.
- Being able to come and go when they want.

Factors related to image are not important to this segment.

This segment is. . .

- The youngest segment. Nearly three out of five (58%) are between the ages of 18 and 44.
- Employed full-time (52%) or part-time (13%).

This segment has some transit experience.

- Nearly one out of five (23%) are currently Primary Riders.

This segment is the second segment that represents the greatest potential for future transit ridership.

- One out of five (20%) Nonriders in this segment have considered riding.
- Nearly one out of five (19%) say that if offered a choice between convenient public transportation and a car, they would always use public transportation; an additional 63 percent said they would sometimes use public transportation.

The primary barrier for this segment's use of public transportation is . . .

- Lack of service where and when they need it.

Control (18% of Population)

This segment places the most importance on control. These factors include:

- Being able to control their own schedule.
- Being able to get home in case of an emergency.
- Having the flexibility they need for their schedule.
- The quickest way to travel.
- Being able to come and go when they want.

Factors related to practical benefits and image are relatively unimportant to this segment.

This segment is. . .

- Approximately 42 years of age – 28 percent are between the ages of 35 and 44.
- The most likely group to be employed full-time (58%).
- The most affluent segment – 37 percent have household incomes greater than \$75,000.

This segment does not currently ride transit regularly.

- However, 19 percent are currently Occasional Riders.
- Nearly all (85%) commuters in this segment drives alone to work.

This segment represents some potential for future transit ridership – at least occasionally.

- Nearly two thirds (63%) are Staunch Nonriders.
- However, 71 percent say that if offered a choice between convenient public transportation and a car, they would sometimes take public transportation.

Primary barriers to using public transportation for this segment include:

- Not being able to get home if delayed or in an emergency.
- Not being able to control their own schedule.
- Travel time too long.
- No service to destination.
- No service when needed.

Strictly Image (31% of Population)

This segment says that factors relating to image as it relates to comfort and safety are most important. These include:

- Being appropriate for a person in their position.
- Getting to their destination in the right frame of mind.
- Not having to worry about being bothered by other people.
- Cleanliness.
- Comfort.
- Having a place to sit.
- Arriving at their destination feeling fresh.
- Being assured of their personal safety.
- Being consistent with who they perceive themselves to be.

Factors related to practical benefits and control are relatively unimportant to this segment.

This segment . . .

- Is the oldest segment – mean age is 46 years. One out of five (21%) are 65 and older. However, an above average number are between the ages of 16 and 17.
- The most likely segment to have children living at home.
- Employed. Also consistent with their age, 24 percent are retired.
- Is less affluent. Nearly half (49%) have household incomes less than \$40,000.
- Has an above-average number who are nonwhite.

This segment has transit experience but represents little potential for transit ridership.

- Nearly one out of four (23%) are Primary Riders. Nearly one out of four (23%) have ridden in the past.

Major barriers to using public transportation for this segment include:

- Not being able to get home in an emergency.
- Concerns about personal safety.
- Concerns about being bothered by other people.
- It is not consistent with the type of person they perceive themselves to be.
- Lack of any real incentive to use the bus.
- A feeling that driving alone is more relaxing than using public transit.

Control / Image (15% of Population)

This final segment seeks some combination of control **and** image benefits when selecting their travel mode. Image benefits are most important and include in order of importance:

- Arriving at their destination feeling fresh.
- Being comfortable.
- Having a place to sit.
- Being consistent with the type of person they perceive themselves to be.
- Not being bothered by other people.
- Being assured of their personal safety.
- Cleanliness.
- Getting to their destination in the right frame of mind.
- Being appropriate for a person in their position.

Factors related to control are also important. They include in order of importance:

- Being able to control their own schedule.
- Being able to come and go when they want.
- Being able to get home in case of an emergency.
- Having the flexibility they need for their schedule.
- The quickest way to travel.

Factors related to practical benefits are not at all important to this segment.

This segment is. . .

- Approximately 44 years of age – 48 percent are between the ages of 25 and 44.
- Employed full-time (52%) or self-employed (13%).
- Affluent – seven out of ten (70%) have household incomes greater than \$40,000.

This segment is the least likely segment to current ride transit.

- More than four out of five (83%) are currently Nonriders.

This segment represents the least potential for future transit ridership.

- Nearly three out of four (73%) are Staunch Nonriders.
- Nearly half (46%) say that if offered a choice between convenient public transportation and a car, they would always drive.

TABLE 42
CHARACTERISTICS OF BENEFIT SEGMENTS

| | Strictly Image (n = 558; n _w = 541] | Primarily Practical (n = 340; n _w = 295] | Practical / Control (n = 328; n _w = 331] | Control / Image (n = 236; n _w = 258] | Strictly Control (n = 286; n _w = 308] |
|--|--|---|---|---|--|
| Benefits Sought | | | | | |
| Control | -0.17 | -0.75 | 0.07 | 0.42 | 0.70 |
| I can control my own schedule. | -0.16 | -0.65 | 0.10 | 0.34 | 0.63 |
| I am able to get home in an emergency. | -0.08 | -0.55 | 0.12 | 0.28 | 0.38 |
| I am able to come and go when I want to. | -0.12 | -0.68 | 0.07 | 0.34 | 0.62 |
| It offers me the flexibility I need for my schedule. | -0.17 | -0.52 | 0.11 | 0.19 | 0.61 |
| It gets me where I am going the quickest way possible. | -0.17 | -0.50 | 0.15 | 0.16 | 0.54 |
| Image | 0.18 | 0.10 | -0.43 | 0.45 | -0.28 |
| It is appropriate for a person in my position. | 0.13 | 0.20 | -0.32 | 0.17 | -0.33 |
| It is consistent with the kind of person I am. | 0.08 | 0.12 | -0.31 | 0.25 | -0.22 |
| It gets me in the right frame of mind for the rest of the day. | 0.13 | 0.14 | -0.29 | 0.17 | -0.16 |
| It enables me to arrive at my destination feeling clean and fresh. | 0.08 | 0.00 | -0.21 | 0.31 | -0.10 |
| I am assured of my personal safety from crime. | 0.08 | -0.05 | -0.13 | 0.25 | -0.08 |
| I am assured I will not be bothered by other people. | 0.10 | 0.10 | -0.28 | 0.26 | -0.19 |
| It is comfortable. | 0.06 | -0.02 | -0.25 | 0.30 | -0.01 |
| I have a place to sit. | 0.08 | 0.04 | -0.23 | 0.29 | -0.15 |
| It is clean. | 0.09 | 0.05 | -0.13 | 0.21 | -0.14 |
| Practical | -0.01 | 0.65 | 0.36 | -0.87 | -0.42 |
| It does not cost much. | -0.04 | 0.30 | 0.29 | -0.59 | -0.07 |
| I don't have to worry about wear and tear on my vehicle. | -0.03 | 0.59 | 0.32 | -0.86 | -0.27 |
| It minimizes my risk of getting in a traffic accident. | 0.06 | 0.47 | 0.25 | -0.64 | -0.42 |
| It is good for the environment. | -0.06 | 0.48 | 0.39 | 0.70 | -0.29 |
| It doesn't contribute to traffic congestion. | -0.05 | 0.49 | 0.36 | -0.71 | -0.34 |

Scores are standardized means showing the extent to which segment members feel that each individual benefit is important in their mode choice decision. Means range from "+1" meaning "very important" to "-1" meaning "not at all important." Bold face type indicates differences that are statistically significant from those that are not.

| | Strictly Image (n = 558; n _w = 541] | Primarily Practical (n = 340; n _w = 295] | Practical / Control (n = 328; n _w = 331] | Control / Image (n = 236; n _w = 258] | Strictly Control (n = 286; n _w = 308] |
|--|--|---|---|---|--|
| Demographics | | | | | |
| Auto Availability | | | | | |
| No cars | 10% | 12% | 8% | 3% | 4% |
| 1 or More cars | 90 | 88 | 92 | 97 | 96 |
| Mean | 1.6 | 1.5 | 1.7 | 1.9 | 1.8 |
| Age | | | | | |
| 16-17 | 7% | 3% | 5% | 0% | 5% |
| 18-24 | 6 | 11 | 13 | 7 | 8 |
| 25-34 | 15 | 20 | 20 | 24 | 21 |
| 35-44 | 22 | 17 | 25 | 24 | 28 |
| 45-54 | 17 | 15 | 18 | 18 | 17 |
| 55-64 | 13 | 14 | 9 | 15 | 12 |
| 65 And Older | 21 | 20 | 10 | 13 | 10 |
| Mean | 46.3 yrs. | 45.9 yrs. | 40.2 yrs. | 44.2 yrs. | 41.8 yrs. |
| Household Size | | | | | |
| One | 21% | 24% | 13% | 16% | 20% |
| Two | 29 | 34 | 32 | 35% | 28 |
| Three | 17 | 19 | 23 | 26% | 16 |
| Four or More | 33 | 23 | 32 | 23 | 36 |
| Mean | 3 | 2.6 | 3 | 2.7 | 2.9 |
| Household Composition | | | | | |
| Children Under 18 | 42% | 31% | 39% | 35% | 42% |
| Children Under 5 | 16 | 12 | 11 | 17% | 15 |
| Demographics | | | | | |
| Employment Status | | | | | |
| Employed Full-Time | 44% | 51% | 52% | 53% | 58% |
| Employed Part-Time | 10 | 8 | 13 | 7 | 10 |
| Self-Employed | 6 | 5 | 6 | 12 | 7 |
| Student | 6 | 3 | 9 | 3 | 4 |
| Retired | 24 | 24 | 11 | 14 | 11 |
| Not currently Employed / Homemaker / Other | 10 | 9 | 9 | 11 | 10 |

| | Strictly Image (n = 558; n _w = 541] | Primarily Practical (n = 340; n _w = 295] | Practical / Control (n = 328; n _w = 331] | Control / Image (n = 236; n _w = 258] | Strictly Control (n = 286; n _w = 308] |
|--|--|---|---|---|--|
| Income | | | | | |
| <\$20,000 | 20% | 15% | 10% | 9% | 6% |
| \$20,000 - \$39,999 | 29 | 36 | 30 | 20 | 21 |
| \$40,000 - \$74,999 | 32 | 34 | 36 | 41 | 37 |
| ≥\$75,000 | 20 | 15 | 24 | 29 | 37 |
| Ethnicity | | | | | |
| White | 66% | 65% | 76% | 80% | 85% |
| Nonwhite | 34 | 35 | 24 | 20 | 15 |
| Ridership | | | | | |
| Current Ridership | | | | | |
| RTA Primary Rider | 23% | 35% | 23% | 10% | 13% |
| RTA Occasional Rider | 12 | 15 | 11 | 8 | 19 |
| RTA Incidental Rider | 18 | 15 | 22 | 18 | 25 |
| RTA Former Rider | 11 | 10 | 9 | 16 | 11 |
| RTA Nonrider | 36 | 25 | 35 | 49 | 33 |
| Demographics | | | | | |
| Travel Mode to Work | | | | | |
| Drive Alone | 72% | 46% | 73% | 90% | 85% |
| Transit | 28 | 54 | 27 | 10 | 15 |
| Consideration | | | | | |
| Considered / Never Ridden | 15% | 12% | 20% | 7% | 10% |
| Never Considered / Never Ridden | 85 | 88 | 80 | 93 | 90 |
| Future Ridership | | | | | |
| Loyal Riders | 14% | 20% | 14% | 6% | 9% |
| Vulnerable Riders | 16 | 25 | 14 | 10 | 15 |
| High Potential Nonrider | 4 | 5 | 6 | 2 | 5 |
| Some Potential Nonrider | 9 | 8 | 12 | 10 | 8 |
| Staunch Nonriders | 58 | 42 | 55 | 73 | 63 |
| If offered a choice between convenient transit and a car I would... | | | | | |
| Always Drive a Car | 29% | 24% | 18% | 46% | 19% |
| Sometimes Use Public Transportation | 57 | 54 | 63 | 52 | 71 |
| Always Use Public Transportation | 14 | 22 | 19 | 2 | 10 |

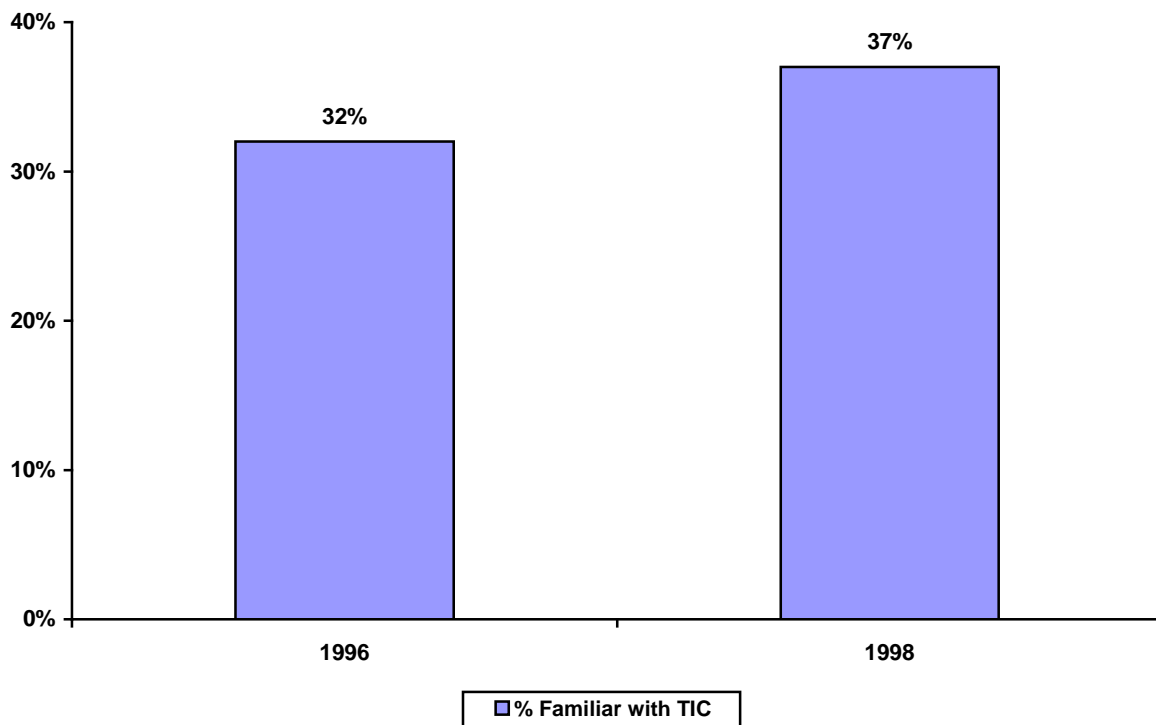
| | Strictly Image (n = 558; n _w = 541] | Primarily Practical (n = 340; n _w = 295] | Practical / Control (n = 328; n _w = 331] | Control / Image (n = 236; n _w = 258] | Strictly Control (n = 286; n _w = 308] |
|---|--|---|---|---|--|
| Confidence in Transit's Ability to Perform as Needed | | | | | |
| Very Confident | 36% | 37% | 35% | 27% | 35% |
| Somewhat Confident | 36 | 42 | 44 | 41 | 40 |
| Not Confident | 28 | 21 | 21 | 32 | 25 |
| Mean | 3.71 | 3.89 | 3.86 | 3.57 | 3.78 |
| Barriers to Riding (% Major Factor) | | | | | |
| Cannot count on transit to get me where I am going | 48% | 34% | 43% | 55% | 48% |
| Would take too long to get to destination | 54 | 33 | 49 | 66 | 64 |
| No service available when I need it | 49 | 35 | 49 | 42 | 50 |
| No service where I want to go | 48 | 35 | 50 | 45 | 53 |
| No service available where I live | 36 | 23 | 33 | 27 | 29 |
| I would have to transfer | 34 | 31 | 32 | 44 | 31 |
| It is too difficult to arrange | 37 | 26 | 28 | 46 | 40 |
| I don't know how to use public transportation | 23 | 21 | 22 | 23 | 15 |
| I cannot control my own schedule | 54 | 30 | 51 | 64 | 69 |
| I could not get home easily in case of an emergency | 67 | 45 | 58 | 76 | 68 |
| I have to transport children on my way to / from my destination | 22 | 15 | 23 | 16 | 19 |
| I could not get home easily if I got delayed | 65 | 45 | 63 | 69 | 69 |
| People like me don't use public transportation | 22 | 17 | 14 | 25 | 9 |
| It is not consistent with the kind of person I am | 31 | 15 | 12 | 34 | 12 |
| I am concerned about my personal safety while waiting | 62 | 44 | 46 | 50 | 27 |
| I am concerned about my personal safety while riding | 57 | 38 | 42 | 47 | 25 |
| I am concerned I will be bothered by other people while waiting | 35 | 28 | 23 | 28 | 14 |
| I am concerned I will be bothered by other people while riding | 29 | 17 | 14 | 25 | 9 |
| Driving alone is so much more relaxing than riding | 48 | 30 | 28 | 57 | 28 |
| It costs too much | 25 | 17 | 19 | 12 | 16 |
| Traffic congestion isn't bad enough to warrant using transit | 34 | 40 | 31 | 31 | 24 |
| Costs aren't high enough to warrant using transit | 39 | 30 | 27 | 34 | 36 |
| There is just no real incentive to use public transportation | 40 | 26 | 31 | 48 | 38 |

Travel Information

Familiarity with Travel Information Center

- Thirty-seven percent (37%) of all respondents are familiar with the RTA's Travel Information Center. This is a significant increase from 1996, when only 32 percent of all respondents were familiar with the TIC. Efforts should be continued to increase awareness of this important service.
- As in 1996, Current Riders are more likely than Nonriders to be familiar with the TIC.
- Moreover, Primary and Occasional Riders are more familiar with the TIC than are Incidental Riders.

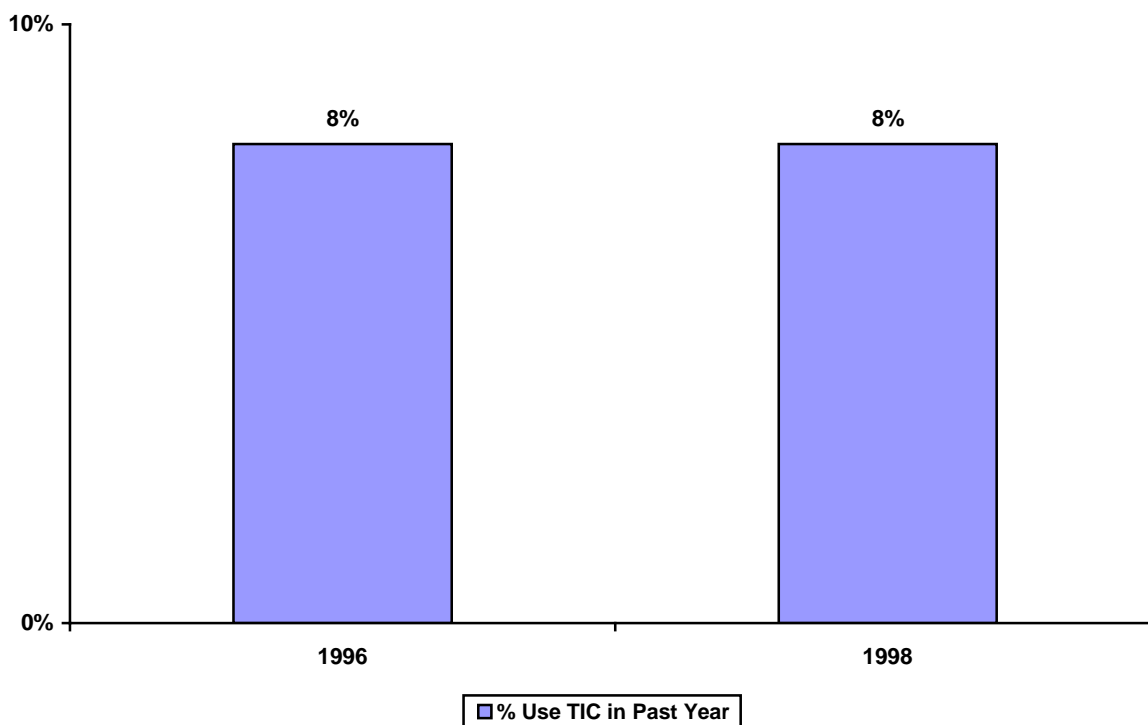
FIGURE 28
FAMILIARITY WITH TRAVEL INFORMATION CENTER
(BASE: All Respondents [n varies by year])



Frequency of Using TIC

- Fewer than one out of ten (8%) respondents had used the RTA Travel Information Center in the month before the survey. There has been no change in use of the TIC from 1996,
 - As in 1996, Primary and Occasional Riders are the most likely to have contacted the TIC. One out of four (24%) Primary Riders and 14 percent of all Occasional Riders had called at least once in the month before the survey, compared with 4 percent of Incidental Riders and 3 percent of Former Riders. Increasing familiarity with and use of the TIC among Occasional and Incidental Riders may increase the frequency with which these riders ride.
 - Those that had called the TIC averaged 2.9 contacts in the month before the survey. There are no differences in frequency of calling among the different rider segments.

FIGURE 29
USE OF THE TRAVEL INFORMATION CENTER
(BASE: All Respondents [n varies by year])



Appendix

Questionnaire

RTA Final Questionnaire 1998 Rider / Nonrider Market Research Study Postcodes in bold / italics

INTRODUCTION

INTRO Hello, I am _____ from Northwest Research Group, a public opinion research firm. Today / Tonight we are conducting a study on public transportation in Chicago and the surrounding counties for the Regional Transportation Authority and would like to include the opinions of your household.
[PRESS ANY KEY TO CONTINUE]

INTRO2 For this survey, we are interested in speaking with an individual at least 16 years of age or older. Would that be you?

- 1 YES, CONTINUE **[SKIP TO SCR1]**
- 2 YES, REFUSAL **[SKIP TO REF1]**
- 3 NO **[ASK FOR ANOTHER IN HOUSEHOLD, BEGIN AGAIN OR ARRANGE A CALLBACK]**
- 4 NO ONE LIVING IN HOUSEHOLD OVER 16 **[SKIP TO THANK1; DISP = 22]**

HOUSEHOLDS / RESPONDENTS WHO REFUSE TO COMPLETE SURVEY

THIS SECTION IS ASKED OF ALL POTENTIAL RESPONDENTS WHO REFUSE TO COMPLETE THE ENTIRE SURVEY. BASED ON RESPONSES TO THESE QUESTIONS, THEY ARE DISPOSITIONED AS RIDERS OR NONRIDERS IN THE APPROPRIATE SERVICE CATEGORY. THIS INFORMATION IS USED IN CONJUNCTION WITH OTHER DATA TO CALCULATE WEIGHTS.

REF1 It would be very helpful if you would answer four quick questions. Including yourself, how many people in your household, age 16 and older have taken at least 5 one-way rides on any one transit system, CTA, Metra, or Pace, in the past 30 days?

- _____ ENTER NUMBER OF RIDERS IN HOUSEHOLD
- 8 8 OR MORE
- 9 DK / REF

REF2A **[IF REF1 NE 0]** In the last 30 days, how many one-way trips have you personally taken on the CTA?

- _____ ENTER NUMBER OF RIDES **[IF > 5 DISPOS = 16]**
- 97 97 OR MORE
- 99 DK / REF

REF2B **[IF REF1 NE 0]** In the last 30 days, how many one-way trips have you personally taken on Metra?

- _____ ENTER NUMBER OF RIDES **[IF > 5 DISPOS = 17]**
- 97 97 OR MORE
- 99 DK / REF

REF2C **[IF REF1 NE 0]** In the last 30 days, how many one-way trips have you personally taken on Pace?

- _____ ENTER NUMBER OF RIDES **[IF > 5 DISPOS = 18]**
- 97 97 OR MORE
- 99 DK / REF

[SKIPTO THANK4]

REF3A-D **[IF RIDER OF MORE THAN ONE SYSTEM]** Do you consider yourself primarily a . . .

- 1 CTA, [DISPOS = 16] [SKIPTO THANK4]
- 2 Metra, or [DISPOS = 17] [SKIPTO THANK4]
- 3 Pace Rider? [DISPOS = 18] [SKIPTO THANK4]
- 9 DK / REF [DISPOS = 8] [SKIPTO THANK5]

REF3E **[IF REF1 = 0 OR REF2A, REF2B, AND REF2C LT 5]** If you were to use the bus or train, would you be most likely to use the . . .

- 1 CTA, [DISPOS = 19] [SKIPTO THANK4]
- 2 Metra, or [DISPOS = 20] [SKIPTO THANK4]
- 3 Pace? [DISPOS = 21] [SKIPTO THANK4]
- 9 DK / REF [DISPOS = 8] [SKIPTO THANK5]

SCREENER

SCR1 Including yourself, how many people age 16 or over live in your household?

- _____ ENTER NUMBER OF PERSONS IN HH
- 8 8 OR MORE
- 9 DON'T KNOW / REFUSED

SCR2A What county are you a resident of?

- 1 COOK COUNTY
- 2 DUPAGE COUNTY
- 3 KANE COUNTY
- 4 LAKE COUNTY
- 5 MCHENRY COUNTY
- 6 WILL COUNTY
- 7 OTHER [DISPOS = 23] [SKIPTO THANK2]
- 9 DON'T KNOW / REFUSED [DISPOS = 8] [SKIPTO THANK3]

SCR2B To verify, is your home zip code _____?

- 1 YES [SKIPTO SCR4A]
- 2 NO
- 9 DON'T KNOW / REFUSED [DISPOS = 8] [SKIP TO THANK3]

SCR2C What is your correct zip code?

- _____ ENTER CORRECT ZIP CODE
- 99999 DON'T KNOW [DISPOS = 8] [SKIP TO THANK3]

SCR4A Including yourself, how many people in your household, age 16 and over, have taken at least 1 trip on the CTA, Metra, or Pace in the last 30 days?

- _____ ENTER NUMBER OF RIDERS [IF 0 SKIP TO SCR4G]
- 97 97 OR MORE
- 99 DON'T KNOW / REFUSED

SCR4B Including yourself, how many people in your household, age 16 and over, have taken at least 5 one-way trips on any one transit service, the CTA, Metra, or Pace, in the last 30 days? Count a round trip as 2 rides, and count a trip where a person had to transfer as one ride.

[MUST BE AT LEAST 5 RIDES ON ANY ONE SYSTEM TO BE A PRIMARY RIDER]

- _____ ENTER NUMBER OF RIDERS
- 97 97 OR MORE
- 99 DON'T KNOW / REFUSED

SCR4C How many one-way trips have you personally taken on a CTA bus in the past 30 days?

[IF NECESSARY, READ: "Trips are one-way trips. If you go round-trip, that would equal two trips."]

- _____ ENTER NUMBER OF TRIPS
- 97 97 OR MORE
- 99 DON'T KNOW / REFUSED

SCR4D How many one-way trips have you personally taken on a CTA train in the past 30 days?
[IF NECESSARY, READ: "Trips are one-way trips. If you go round-trip, that would equal two trips."]

____ ENTER NUMBER OF TRIPS
97 97 OR MORE
99 DON'T KNOW / REFUSED
[IF SCR4C PLUS SCR4D EQ 5 OR MORE SYSTEM = CTA]
[IF SCR4C PLUS SCR4D EQ 1 OR MORE CTARIDE = 1]

SCR4E How many one-way trips have you personally taken on Metra in the past 30 days?
[IF NECESSARY, READ: "Trips are one-way trips. If you go round-trip, that would equal two trips."]

____ ENTER NUMBER OF TRIPS
97 97 OR MORE
99 DON'T KNOW / REFUSED

[IF SCR4E EQ 5 OR MORE SYSTEM = METRA]
[IF SCR4E EQ 1 OR MORE METRARIDE = 1]

SCR4F How many one-way trips have you personally taken on Pace in the past 30 days?
[IF NECESSARY, READ: "Trips are one-way trips. If you go round-trip, that would equal two trips."]

____ ENTER NUMBER OF TRIPS
97 97 OR MORE
99 DON'T KNOW / REFUSED

[IF SCR4F EQ 5 OR MORE SYSTEM = PACE]
[IF SCR4F EQ 1 OR MORE PACERIDE = 1]

SCR4G How many times have you traveled to downtown Chicago in the past 30 days, using any mode of transportation?

____ ENTER NUMBER OF TIMES
98 98 OR MORE
99 DON'T KNOW / REFUSED

SCR4H **[IF SCR4C + SCR4D LT 5 AND SCR4E LT 5 AND SCR4F LT 5 AND SCR4B GE 1]** Is the individual in your household who has taken at least 5 one-way rides on one transit service, the CTA, Metra, or Pace, in the last 30 days available at this time to complete a survey?
[MUST BE AT LEAST 5 RIDES ON ANY ONE SYSTEM TO BE A PRIMARY RIDER]

1 YES, AVAILABLE
2 NO, AND NOT AVAILABLE FOR CALLBACK
3 NO, NOT AVAILABLE NOW **[ARRANGE CALLBACK - CRTL-END]**

**FOR THE SAMPLE DESIGN: IF RIDE ONLY ONE SYSTEM WILL BE COUNTED AS A RIDER OF THAT SYSTEM.
IF RIDE MORE THAN ONE SYSTEM, RESPONDENT WILL BE ASKED QUESTIONS ABOUT EACH SYSTEM HE/SHE RIDES
UNTIL SUCH TIME AS THE PRIMARY RIDER QUOTA FOR A SYSTEM IS FILLED.**

**WE WILL CONTINUE TO TRACK FREQUENCY OF RIDERSHIP ON EACH SYSTEM TO DETERMINE THE ACTUAL INCIDENCE
OF PRIMARY RIDERSHIP FOR EACH SYSTEM.**

SCR5A **[IF CTARIDE=1]** How long have you been riding the CTA?

1 (Less than six months,)
2 (Six months to one year,)
3 (More than one year but less than five years, or)
4 (More than five years?)
9 DON'T KNOW / REFUSED

SCR5B **[IF METRARIDE=1]** How long have you been riding Metra?

1 (Less than six months,)
2 (Six months to one year,)
3 (More than one year but less than five years, or)
4 (More than five years?)
9 DON'T KNOW / REFUSED

SCR5C [IF PACERIDE=1] How long have you been riding Pace?

- 1 (Less than six months,)
- 2 (Six months to one year,)
- 3 (More than one year but less than five years, or)
- 4 (More than five years?)
- 9 DON'T KNOW / REFUSED

FOR THE SAMPLE DESIGN:

IF NOT PRIMARY RIDER OF CTA AND RESPONDENT LIVES IN CTA SERVICE AREA (SVCAREA=1), CTA NONRIDER

IF NOT PRIMARY RIDER OF PACE AND RESPONDENT LIVES IN PACE'S SERVICE AREA (SVCAREA = 3), PACE NONRIDER

IF NOT PRIMARY RIDER OF METRA AND RESPONDENT LIVES IN METRA SERVICE AREA (SVCAREA=2) AND SCR6 >2, METRA NONRIDER

NONRIDERS OF MORE THAN ONE SYSTEM WILL BE RANDOMLY ASSIGNED TO ONE SYSTEM AND ONLY COUNT AS NONRIDERS OF THAT SYSTEM – IF NOT PRIMARY RIDER OF METRA AND RESPONDENT LIVES IN METRA SERVICE AREA WILL BE AUTOMATICALLY ASSIGNED TO METRA NONRIDERS

GENDER [RECORD GENDER]

- 1 MALE
- 2 FEMALE

RIDER QUESTIONS

****CTA PRIMARY RIDERS AND RANDOMLY ASSIGNED "NONRIDERS" – MEANING INFREQUENT RIDERS**

A1A How many days in a typical week do you ride a CTA bus?

- RECORD NUMBER OF DAYS
- 9 DON'T KNOW / REFUSED

A1B How many days in a typical week do you ride a CTA train?

- RECORD NUMBER OF DAYS
- 9 DON'T KNOW / REFUSED

A1C When you ride the CTA, what is the primary purpose of the trip you take most often? [PROBE: "Where are you going?]

A1D What other kinds of trips do you take on the CTA?

[SELECT ALL THAT APPLY]

- 1 TO AND FROM WORK
- 2 TO AND FROM SCHOOL
- 3 TO AND FROM BUSINESS APPOINTMENTS
- 4 TO AND FROM SHOPPING / ERRANDS
- 5 TO AND FROM VOLUNTEERING
- 6 TO AND FROM MEDICAL APPOINTMENTS
- 7 PERSONAL BUSINESS
- 8 SOCIAL / VISITING
- 9 TO AND FROM SPORTING EVENTS
- 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
- 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
- 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
- 13 OTHER [SPECIFY]
- 99 DON'T KNOW / REFUSED [SKIP TO A1E]
- 99 DON'T KNOW / REFUSED / NO MORE APPLY

- A1E Thinking about your primary trip on the CTA and using your home as your starting point, is your final destination . . .
- 1 Downtown Chicago, [INCLUDES THE LOOP AND N. MICHIGAN AVENUE]
 - 2 Non-downtown Chicago, or
 - 3 A Suburb?
 - 4 OTHER [SPECIFY]
 - 9 DON'T KNOW / REFUSED
- A1F **[IF A1E EQ 2]** Would that be on the . . .
- 1 North side
 - 2 West side or
 - 3 South side of Chicago?
 - 4 OTHER [SPECIFY]
 - 9 DON'T KNOW / REFUSED
- A1G **[IF A1E EQ 3]** Would that be a . . .
- 1 North
 - 2 Northwest
 - 3 West
 - 4 South or
 - 5 Southwest suburb?
 - 6 OTHER [SPECIFY]
 - 9 DON'T KNOW / REFUSED
- A1H Overall, how satisfied are you with riding CTA? Would you say that you are satisfied or dissatisfied? Would that be very or somewhat satisfied/dissatisfied?
- 1 VERY DISSATISFIED
 - 2 SOMEWHAT DISSATISFIED
 - 3 NEITHER SATISFIED NOR DISSATISFIED
 - 4 SOMEWHAT SATISFIED
 - 5 VERY SATISFIED
 - 9 DON'T KNOW / REFUSED
- A1I How likely are you to continue riding the CTA in the next year? Would you say that you are likely or unlikely to continue riding? Would that be very or somewhat likely/unlikely?
- 1 VERY UNLIKELY **[SKIP TO A1K]**
 - 2 SOMEWHAT UNLIKELY **[SKIP TO A1K]**
 - 3 NEITHER LIKELY NOR UNLIKELY **[SKIP TO A1K]**
 - 4 SOMEWHAT LIKELY
 - 5 VERY LIKELY
 - 9 DON'T KNOW / REFUSED **[SKIP TO A1K]**
- A1J Do you think you will ride the CTA . .
- 1 More often in the next year,
 - 2 The same amount, or
 - 3 Less often in the next year?
 - 4 DON'T KNOW
 - 9 REFUSED
- A1K How likely would you be to recommend riding the CTA to a family member, friend, or coworker? Would you say you are likely or unlikely to recommend the CTA? Would that be very or somewhat likely/unlikely?
- 1 VERY UNLIKELY
 - 2 SOMEWHAT UNLIKELY
 - 3 NEITHER LIKELY NOR UNLIKELY
 - 4 SOMEWHAT LIKELY
 - 5 VERY LIKELY
 - 9 DON'T KNOW / REFUSED

****METRA PRIMARY RIDERS AND RANDOMLY ASSIGNED "NONRIDERS" – MEANING INFREQUENT RIDERS****

- A2A How many days in a typical week do you ride Metra?
 _____ RECORD NUMBER OF DAYS
 9 DON'T KNOW / REFUSED
- A2B When you ride Metra, what is the primary purpose of the trip you take most often? [PROBE: "Where are you going?"]
- 1 TO AND FROM WORK
 - 2 TO AND FROM SCHOOL
 - 3 TO AND FROM BUSINESS APPOINTMENTS
 - 4 TO AND FROM SHOPPING / ERRANDS
 - 5 TO AND FROM VOLUNTEERING
 - 6 TO AND FROM MEDICAL APPOINTMENTS
 - 7 PERSONAL BUSINESS
 - 8 SOCIAL / VISITING
 - 9 TO AND FROM SPORTING EVENTS
 - 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
 - 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
 - 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
 - 13 OTHER [SPECIFY]
 - 99 DON'T KNOW / REFUSED [SKIP TO A2D]
- A2C What other kinds of trips do you take on Metra?
 [SELECT ALL THAT APPLY]
- 1 TO AND FROM WORK
 - 2 TO AND FROM SCHOOL
 - 3 TO AND FROM BUSINESS APPOINTMENTS
 - 4 TO AND FROM SHOPPING / ERRANDS
 - 5 TO AND FROM VOLUNTEERING
 - 6 TO AND FROM MEDICAL APPOINTMENTS
 - 7 PERSONAL BUSINESS
 - 8 SOCIAL / VISITING
 - 9 TO AND FROM SPORTING EVENTS
 - 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
 - 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
 - 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
 - 13 OTHER [SPECIFY]
 - 98 NONE
 - 99 DON'T KNOW / REFUSED / NO MORE APPLY
- A2D Thinking about your primary trip on Metra and using your home as your starting point, is your final destination . . .
- 1 Downtown Chicago, [INCLUDES THE LOOP AND N. MICHIGAN AVENUE]
 - 2 Non-downtown Chicago, or
 - 3 A Suburb?
 - 4 OTHER [SPECIFY]
 - 9 DON'T KNOW / REFUSED
- A2E [IF A2D EQ 2] Would that be on the . . .
- 1 North side
 - 2 West side or
 - 3 South side of Chicago?
 - 4 OTHER [SPECIFY]
 - 9 DON'T KNOW REFUSED

- A2F **[IF A2D EQ 3]** Would that be a . . .
- 1 North
 - 2 Northwest
 - 3 West
 - 4 South or
 - 5 Southwest suburb?
 - 6 OTHER [SPECIFY]
 - 9 DON'T KNOW / REFUSED
- A2G Overall, how satisfied are you with riding Metra? Would you say that you are satisfied or dissatisfied? Would that be very or somewhat satisfied/dissatisfied?
- 1 VERY DISSATISFIED
 - 2 SOMEWHAT DISSATISFIED
 - 3 NEITHER SATISFIED NOR DISSATISFIED
 - 4 SOMEWHAT SATISFIED
 - 5 VERY SATISFIED
 - 9 DON'T KNOW / REFUSED
- A2H How likely are you to continue riding Metra in the next year? Would you say that you are likely or unlikely to continue riding? Would that be very or somewhat likely/unlikely?
- 1 VERY UNLIKELY **[SKIP TO A2J]**
 - 2 SOMEWHAT UNLIKELY **[SKIP TO A2J]**
 - 3 NEITHER LIKELY NOR UNLIKELY **[SKIP TO A2J]**
 - 4 SOMEWHAT LIKELY
 - 5 VERY LIKELY
 - 9 DON'T KNOW / REFUSED **[SKIP TO A2J]**
- A2I Do you think you will ride Metra . .
- 1 More often in the next year,
 - 2 The same amount, or
 - 3 Less often in the next year?
 - 4 DON'T KNOW
 - 9 REFUSED
- A2J How likely would you be to recommend riding Metra to a family member, friend, or coworker? Would you say you are likely or unlikely to recommend Metra? Would that be very or somewhat likely/unlikely?
- 1 VERY UNLIKELY
 - 2 SOMEWHAT UNLIKELY
 - 3 NEITHER LIKELY NOR UNLIKELY
 - 4 SOMEWHAT LIKELY
 - 5 VERY LIKELY
 - 9 DON'T KNOW / REFUSED

****PACE PRIMARY RIDERS AND RANDOMLY ASSIGNED "NONRIDERS" – MEANING INFREQUENT RIDERS****

- A3A How many days in a typical week do you ride Pace?
 ____ RECORD NUMBER OF DAYS
 9 DON'T KNOW / REFUSED
- A3B When you ride Pace, what is the primary purpose of the trip you take most often? [PROBE: "Where are you going?"]
 1 TO AND FROM WORK
 2 TO AND FROM SCHOOL
 3 TO AND FROM BUSINESS APPOINTMENTS
 4 TO AND FROM SHOPPING / ERRANDS
 5 TO AND FROM VOLUNTEERING
 6 TO AND FROM MEDICAL APPOINTMENTS
 7 PERSONAL BUSINESS
 8 SOCIAL / VISITING
 9 TO AND FROM SPORTING EVENTS
 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
 13 OTHER [SPECIFY]
 99 DON'T KNOW / REFUSED **[SKIP TO A3D]**
- A3C What other kinds of trips do you take on Pace?
 [SELECT ALL THAT APPLY]
 1 TO AND FROM WORK
 2 TO AND FROM SCHOOL
 3 TO AND FROM BUSINESS APPOINTMENTS
 4 TO AND FROM SHOPPING / ERRANDS
 5 TO AND FROM VOLUNTEERING
 6 TO AND FROM MEDICAL APPOINTMENTS
 7 PERSONAL BUSINESS
 8 SOCIAL / VISITING
 9 TO AND FROM SPORTING EVENTS
 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
 13 OTHER [SPECIFY]
 98 NONE
 99 DON'T KNOW / REFUSED / NO MORE APPLY
- A3D Thinking about your primary trip on Pace and using your home as your starting point, is your final destination . . .
 1 Downtown Chicago, [INCLUDES THE LOOP AND N. MICHIGAN AVENUE]
 2 Non-downtown Chicago, or
 3 A Suburb?
 4 OTHER [SPECIFY]
 9 DON'T KNOW / REFUSED
- A3E **[IF A3D EQ 2]** Would that be on the . . .
 1 North side
 2 West side or
 3 South side of Chicago?
 4 OTHER [SPECIFY]
 9 DON'T KNOW / REFUSED

A3F **[IF A3D EQ 3]** Would that be a . . .

- 1 North
- 2 Northwest
- 3 West
- 4 South or
- 5 Southwest suburb?
- 6 OTHER [SPECIFY]
- 9 DON'T KNOW / REFUSED

A3G Overall, how satisfied are you with riding Pace? Would you say that you are satisfied or dissatisfied? Would that be very or somewhat satisfied/dissatisfied?

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

A3H How likely are you to continue riding Pace in the next year? Would you say that you are likely or unlikely to continue riding? Would that be very or somewhat likely/unlikely?

- 1 VERY UNLIKELY **[SKIP TO A3J]**
- 2 SOMEWHAT UNLIKELY **[SKIP TO A3J]**
- 3 NEITHER LIKELY NOR UNLIKELY **[SKIP TO A3J]**
- 4 SOMEWHAT LIKELY
- 5 VERY LIKELY
- 9 DON'T KNOW / REFUSED **[SKIP TO A3J]**

A3I Do you think you will ride Pace . . .

- 1 More often in the next year,
- 2 The same amount, or
- 3 Less often in the next year?
- 4 DON'T KNOW
- 9 REFUSED

A3J How likely would you be to recommend riding Pace to a family member, friend, or coworker? Would you say you are likely or unlikely to recommend Pace? Would that be very or somewhat likely/unlikely?

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

ALL RIDERS

**** HAVE RIDDEN THE BUS OR TRAIN AT LEAST ONCE IN THE PAST 30 DAYS****

A4 Think about the trip you take most often on public transportation, using your home as a starting point, which of the following statements best describes that trip?

[IF HOME IS NOT STARTING POINT OF THE TRIP TAKEN MOST OFTEN, PROBE: "Think about the first one-way portion of the trip you take most often . . ."]

- 1 I ride on more than one system, for example I ride CTA and Pace or Pace and Metra,
- 2 I ride on more than one vehicle but it is the same system, or **[SKIP TO A6]**
- 3 I ride on one vehicle for the entire trip. **[SKIP TO A8]**
- 9 DON'T KNOW / REFUSED **[SKIP TO A8]**
- 8 DIDN'T GET ASKED**

A5 For this trip, do you think of yourself primarily as a . . .

- 1 CTA Bus Rider
- 2 CTA Train Rider
- 3 Metra Rider or
- 4 Pace Rider?
- 9 DON'T KNOW / REFUSED

- A6 Still thinking about your primary trip on public transportation, using your home as a starting point, how many transfers do you usually make to reach your destination?
- _____ ENTER NUMBER OF TRANSFERS
- 8 8 OR MORE
- 9 DON'T KNOW / REFUSED
- A7A Using your home as a starting point, is the first leg of your trip on a . . .
- [IF HOME IS NOT STARTING POINT OF THE TRIP TAKEN MOST OFTEN, PROBE: "Think about the first one-way portion of the trip you take most often . . ."]
- 1 CTA Bus,
- 2 CTA Train,
- 3 Metra Train, or
- 4 Pace Bus?
- 5 OTHER [SPECIFY]
- 9 DK / REF
- A7B And the next leg of your trip. Is it on. . .
- 1 CTA Bus,
- 2 CTA Train,
- 3 Metra Train, or
- 4 Pace Bus?
- 5 OTHER [SPECIFY]
- 6 NO MORE LEGS
- 9 DK / REF
- [IF A6 = 1 SKIPTO A8]**
- A7C [CONTINUE UNTIL NO MORE LEGS] And the next leg of your trip. Is it on. . .
- 1 CTA Bus,
- 2 CTA Train,
- 3 Metra Train, or
- 4 Pace Bus?
- 5 OTHER [SPECIFY]
- 6 NO MORE LEGS **[SKIP TO A8]**
- 9 DK / REF
- A8 Do you usually ride the bus or train during peak times – that is between 6:00 and 9:00 a.m. and 3:00 and 6:00 p.m. – or during off-peak hours?
- 1 PEAK HOURS
- 2 OFF-PEAK HOURS
- 3 COMBINATION PEAK AND OFF-PEAK HOURS
- 9 DK / REF
- 8 DIDN'T GET ASKED**
- A9 Please tell me which one of the following statements best describes why you ride public transportation.
- 1 I ride because I don't know how to drive, or I'm not licensed to drive,
- 2 I ride because I don't have a car available,
- 3 I have a car available but I prefer to take public transit for some purposes, or
- 4 I don't own a car because I prefer to take public transit, walk or bicycle.
- 9 DON'T KNOW / REFUSED
- 88 DIDN'T GET ASKED**

| |
|---|
| <p align="center">NONRIDER – ACCESS TO SERVICE</p> <p align="center">** NONRIDERS – HAVE NOT RIDDEN CTA, PACE, OR METRA IN PAST 30 DAYS**</p> |
|---|

- B1 **[TRUE NONRIDERS – CTARIDE NE 1, METRARIDE NE 1, AND PACERIDE NE 1]**
In general, would you consider yourself familiar or unfamiliar with public transportation services – that is, the types of services available, schedules, routes, etc. -- in your area? Would that be very or somewhat?
- | | |
|---|----------------------|
| 1 | VERY UNFAMILIAR |
| 2 | SOMEWHAT UNFAMILIAR |
| 3 | NEITHER |
| 4 | SOMEWHAT FAMILIAR |
| 5 | VERY FAMILIAR |
| 9 | DON'T KNOW / REFUSED |
- B2A **[IF CTARIDE NE 1 AND SVCAREA = CTA]** To the best of your knowledge, how far is it from your home to the nearest CTA bus stop?
[PROBE: Please answer in either blocks or miles.]
[NOTE: Data is recoded so that base is number of blocks to bus stop. Assumes 10 blocks to 1 mile.]
- | | |
|-------|--------------------------------|
| _____ | RECORD NUMBER |
| 98 | DON'T KNOW [SKIPTO B3A] |
| 99 | REFUSED [SKIPTO B3A] |
- B2B RECORD BASE
- | | |
|---|--------|
| 1 | BLOCKS |
| 2 | MILES |
- B3A **[IF CTARIDE NE 1 AND SVCAREA = CTA]** To the best of your knowledge, how far is it from your home to the nearest CTA train station?
[PROBE: Please answer in either blocks or miles.]
[NOTE: Data is recoded so that base is number of blocks to train station. Assumes 10 blocks to 1 mile.]
- | | |
|-------|--------------------------------|
| _____ | RECORD NUMBER |
| 98 | DON'T KNOW [SKIPTO B4A] |
| 99 | REFUSED [SKIPTO B4A] |
- B3B RECORD BASE
- | | |
|---|--------|
| 1 | BLOCKS |
| 2 | MILES |
- B4A **[IF METRARIDE NE 1 AND SVCAREA = METRA]** To the best of your knowledge, how far is it from your home to the nearest Metra train station?
[PROBE: Please answer in either blocks or miles.]
[NOTE: Data is recoded so that base is number of blocks to bus stop. Assumes 10 blocks to 1 mile.]
- | | |
|-------|--------------------------------|
| _____ | RECORD NUMBER |
| 98 | DON'T KNOW [SKIPTO B5A] |
| 99 | REFUSED [SKIPTO B5A] |
- B4B RECORD BASE
- | | |
|---|--------|
| 1 | BLOCKS |
| 2 | MILES |
- B5A **[IF PACERIDE NE 1 AND SVCAREA = PACE]** To the best of your knowledge, how far is it from your home to the nearest Pace bus stop?
[PROBE: Please answer in either blocks or miles.]
[NOTE: Data is recoded so that base is number of blocks to bus stop. Assumes 10 blocks to 1 mile.]
- | | |
|-------|--------------------------------|
| _____ | RECORD NUMBER |
| 98 | DON'T KNOW [SKIPTO B6A] |
| 99 | REFUSED [SKIPTO B6A] |
- B5B RECORD BASE
- | | |
|---|--------|
| 1 | BLOCKS |
| 2 | MILES |

- B5C **[IF PACERIDE NE 1 AND SVCAREA = PACE] [IF B5A < 98]** From this bus stop, does the bus travel in the direction you want to go?
- 1 YES
 - 2 NO
 - 9 DON'T KNOW / REFUSED
- B6A **[IF PACERIDE NE 1 AND SVCAREA = PACE]** To the best of your knowledge, how far is it from your home to the nearest park-and-ride lot?
 [PROBE: Please answer in either blocks or miles.]
 [NOTE: Data is recoded so that base is number of miles to park-and-ride. Assumes 10 blocks to 1 mile.]
- _____ RECORD NUMBER
- 98 DON'T KNOW **[SKIPTO C1]**
 - 99 REFUSED **[SKIPTO C1]**
- B6B RECORD BASE
- 1 BLOCKS
 - 2 MILES

| |
|--|
| USE OF / CONSIDERATION OF CTA **RANDOMLY ASSIGNED CTA NONRIDERS (HAVE NOT RIDDEN CTA IN THE PAST 30 DAYS)** |
|--|

- C1 Have you ever ridden the CTA?
- 1 YES
 - 2 NO **[SKIPTO C9]**
 - 9 DON'T KNOW / REFUSED **[SKIPTO C9]**
- C2 **[IF C1 = 1]** When was the last time you rode CTA? Was it:
- 1 (Less than six months ago,)
 - 2 (Six months to one year ago,)
 - 3 (More than one year ago but less than five years ago, or)
 - 4 (More than five years ago?)
 - 5 WITHIN THE PAST MONTH – RESCREEN AS RIDER **[SKIPTO SCR4B]**
 - 9 DON'T KNOW / REFUSED
- C3A When you rode the CTA, how many days a week did you ride?
- _____ ENTER NUMBER OF DAYS A WEEK
- 8 1 - 3 DAYS A MONTH
 - 9 LESS THAN ONCE A MONTH
 - 10 ONLY RODE BECAUSE CAR WAS NOT AVAILABLE / BAD WEATHER **[SKIPTO C4]**
 - 11 ONLY RODE BECAUSE OF SPECIAL EVENT / OCCASION **[SKIPTO C4]**
 - 99 DON'T KNOW / REFUSED **[SKIPTO C4]**
- C3B For how long did you ride the CTA? Was it:
- 1 Less than six months,
 - 2 Six months to one year,
 - 3 More than one year but less than five years, or
 - 4 More than five years?
 - 9 DON'T KNOW / REFUSED
- C4 **[IF C3A GE 8 AND C2 LE 2]** How many times have you ridden the CTA in the past year?
- _____ ENTER NUMBER OF TIMES
- 97 97 OR MORE
 - 99 DON'T KNOW / REFUSED
- C5 When you rode the CTA did you ride. . .
- 1 The bus
 - 2 The train or
 - 3 Both equally?
 - 9 DON'T KNOW / REFUSED

C6 What was the purpose of the primary trip you took using CTA bus / train?

[PROBE: Where were you going?]

- 1 TO AND FROM WORK
- 2 TO AND FROM SCHOOL
- 3 TO AND FROM BUSINESS APPOINTMENTS
- 4 TO AND FROM SHOPPING / ERRANDS
- 5 TO AND FROM VOLUNTEERING
- 6 TO AND FROM MEDICAL APPOINTMENTS
- 7 PERSONAL BUSINESS
- 8 SOCIAL / VISITING
- 9 TO AND FROM SPORTING EVENTS
- 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
- 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
- 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
- 13 OTHER [SPECIFY]
- 99 DON'T KNOW / REFUSED

C7 [IF C3A < 10] And what are the reasons you chose to ride CTA bus / train for this type of trip?

[SELECT ALL THAT APPLY]

- 1 CAR WAS NOT AVAILABLE FOR THIS TRIP / BROKEN
- 2 TRAVEL TIME FASTER
- 3 DIDN'T NEED TO WORRY ABOUT PARKING AVAILABILITY
- 4 WANTED TO SAVE MONEY
- 5 DIDN'T WANT TO PAY FOR PARKING
- 6 DIDN'T HAVE TO WORRY ABOUT TRAFFIC / CONGESTION
- 7 PREFER CTA OVER PACE
- 8 PREFER CTA OVER METRA
- 9 ONLY MEANS OF TRANSPORTATION
- 10 OTHER1 [SPECIFY]
- 11 OTHER2 [SPECIFY]
- 12 OTHER3 [SPECIFY]
- 99 DK / REF / NO MORE APPLY

C8 [IF C2 GT 2 AND IF C3A < 10] Why did you stop riding the CTA bus / train ?

[OPEN-END] THE FOLLOWING IS A POSSIBLE POST-CODE LIST:

- 1 **CHANGED JOBS / WORK LOCATION AND NO TRANSIT SERVICE AVAILABLE**
- 2 **MOVED RESIDENCE AND NO TRANSIT SERVICE AVAILABLE**
- 3 **GAINED ACCESS TO A CAR / GOT A DRIVER'S LICENSE**
- 4 **SAFETY CONCERNS**
- 5 **NO LONGER GO TO THAT DESTINATION**
- 6 **INCONVENIENT**
- 7 **TAKES TOO LONG**
- 8 **RETIRED / STOPPED WORKING**
- 9 **HEALTH REASONS**
- 88 **OTHER**
- 99 **DON'T KNOW / REFUSED**

[SKIPTO C13]

C9 [IF C1 EQ 2] Have you considered taking the CTA?

- 1 YES
- 2 NO [SKIP TO C13]
- 9 DON'T KNOW / REFUSED [SKIP TO C13]

C10 [IF C9 = 1] Did you consider riding . . .

- 1 The bus
- 2 The train or
- 3 Both?
- 9 DON'T KNOW / REFUSED

- C11 For what kinds of trips have you considered taking CTA bus / train?
- [SELECT ALL THAT APPLY]
- 1 TO AND FROM WORK
 - 2 TO AND FROM SCHOOL
 - 3 TO AND FROM BUSINESS APPOINTMENTS
 - 4 TO AND FROM SHOPPING / ERRANDS
 - 5 TO AND FROM VOLUNTEERING
 - 6 TO AND FROM MEDICAL APPOINTMENTS
 - 7 PERSONAL BUSINESS
 - 8 SOCIAL / VISITING
 - 9 TO AND FROM SPORTING EVENTS
 - 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
 - 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
 - 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
 - 13 OTHER [SPECIFY]
 - 98 NONE **[SKIP TO C13]**
 - 99 DON'T KNOW / REFUSED / NO MORE APPLY **[SKIP TO C13]**
- C12 Why haven't you taken CTA bus / train for those trips? [SELECT ALL THAT APPLY]
- 1 COULDN'T MAKE THE ARRANGEMENTS
 - 2 TRIP TAKES TOO LONG
 - 3 SERVICE NOT AVAILABLE TO DESTINATION
 - 4 SERVICE NOT AVAILABLE WHEN I WANT TO TRAVEL
 - 5 CONCERNS ABOUT SAFETY WHEN RIDING
 - 6 CONCERNS ABOUT SAFETY WHILE WAITING
 - 7 OTHER [SPECIFY]
 - 9 DON'T KNOW / REFUSED / NO MORE APPLY
- C13 Are you likely or unlikely to ride the CTA in the next year? Would that be very or somewhat likely/unlikely?
- 1 VERY UNLIKELY **[SKIPTO C17]**
 - 2 SOMEWHAT UNLIKELY **[SKIPTO C17]?**
 - 3 NEITHER LIKELY NOR UNLIKELY **[SKIPTO C17]**
 - 4 SOMEWHAT LIKELY
 - 5 VERY LIKELY
 - 6 DON'T KNOW **[SKIPTO C17]**
 - 9 REFUSED **[SKIPTO C17]**
- C14 **[IF C13 = 4 OR 5]** How often do you anticipate riding the CTA in the next year? Would you say . . .
- 1 One or more trips per week,
 - 2 Less than once per week, but more than one trip per month,
 - 3 One trip per month, or
 - 4 Less than once a month?
 - 5 OTHER: [SPECIFY]
 - 9 DON'T KNOW / REFUSED
- C15 Would you primarily ride. . .
- 1 The bus
 - 2 The train, or
 - 3 Both equally?
 - 4 DON'T KNOW
 - 9 REFUSED

C16 For what kinds of trips would you ride the CTA bus / train?

[SELECT ALL THAT APPLY]

- 1 TO AND FROM WORK
- 2 TO AND FROM SCHOOL
- 3 TO AND FROM BUSINESS APPOINTMENTS
- 4 TO AND FROM SHOPPING / ERRANDS
- 5 TO AND FROM VOLUNTEERING
- 6 TO AND FROM MEDICAL APPOINTMENTS
- 7 PERSONAL BUSINESS
- 8 SOCIAL / VISITING
- 9 TO AND FROM SPORTING EVENTS
- 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
- 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
- 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
- 13 OTHER [SPECIFY]
- 98 NONE
- 99 DON'T KNOW / REFUSED / NO MORE APPLY

C17 What could the CTA do that would motivate you to ride the CTA at least occasionally? [SELECT ALL THAT APPLY]

- 1 REDUCE FARES
- 2 PROVIDE STOP CLOSER TO MY HOME
- 3 RUN SERVICE MORE OFTEN
- 4 SERVE MORE DESTINATIONS
- 5 IMPROVE ON-TIME PERFORMANCE
- 6 IMPROVE SAFETY / SECURITY WHILE RIDING
- 7 IMPROVE SAFETY / SECURITY WHILE WAITING
- 8 TRANSIT INFORMATION MORE ACCESSIBLE
- 9 OTHER1 [SPECIFY]
- 10 OTHER2 [SPECIFY]
- 11 OTHER3 [SPECIFY]
- 12 NOTHING - WOULD NEVER RIDE
- 13 NOTHING - WOULD ONLY RIDE IF I COULDN'T DRIVE MY CAR
- 99 DON'T KNOW / REFUSED
- 15 **BETTER ATMOSPHERE**

USE OF / CONSIDERATION OF METRA

****RANDOMLY ASSIGNED METRA NONRIDERS -- (HAVE NOT RIDDEN METRA IN PAST 30 DAYS)****

D1 Have you ever ridden Metra?

- 1 YES
- 2 NO [SKIPTO D8]
- 9 DON'T KNOW / REFUSED [SKIPTO D8]

D2 When was the last time you rode Metra? Was it:

- 1 (Less than six months ago,)
- 2 (Six months to one year ago,)
- 3 (More than one year ago but less than five years ago, or)
- 4 (More than five years ago?)
- 5 WITHIN THE PAST MONTH – RESCREEN AS RIDER [SKIPTO SCR4B]
- 9 DON'T KNOW / REFUSED

D3A When you rode Metra, how many days a week did you ride?

- _____ ENTER NUMBER OF DAYS A WEEK
- 8 1 - 3 DAYS A MONTH
- 9 LESS THAN ONCE A MONTH
- 10 ONLY RODE BECAUSE CAR WAS NOT AVAILABLE / BAD WEATHER [SKIPTO D4]
- 11 ONLY RODE BECAUSE OF SPECIAL OCCASION / SPECIAL EVENT [SKIPTO D4]
- 99 DON'T KNOW / REFUSED [SKIPTO D4]

- D3B For how long did you ride Metra? Was it:
- 1 (Less than six months,)
 - 2 (Six months to one year,)
 - 3 (More than one year but less than five years, or)
 - 4 (More than five years?)
 - 9 DON'T KNOW / REFUSED
- D4 **[IF D3A GE 8 AND D2 LE 2]** How many times have you ridden Metra in the past year?
- _____ ENTER NUMBER OF TIMES
- 97 97 OR MORE
 - 99 DON'T KNOW / REFUSED
- D5 What is the purpose of the primary trip you took using Metra? [PROBE: Where were you going?]
- 1 TO AND FROM WORK
 - 2 TO AND FROM SCHOOL
 - 3 TO AND FROM BUSINESS APPOINTMENTS
 - 4 TO AND FROM SHOPPING / ERRANDS
 - 5 TO AND FROM VOLUNTEERING
 - 6 TO AND FROM MEDICAL APPOINTMENTS
 - 7 PERSONAL BUSINESS
 - 8 SOCIAL / VISITING
 - 9 TO AND FROM SPORTING EVENTS
 - 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
 - 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
 - 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
 - 13 OTHER [SPECIFY]
 - 99 DON'T KNOW / REFUSED
- D6 **[IF D3A < 10]** And what are the reasons you chose to ride Metra for this type of trip?
- [SELECT ALL THAT APPLY]
- 1 CAR WAS NOT AVAILABLE FOR THIS TRIP / BROKEN
 - 2 TRAVEL TIME FASTER
 - 3 DIDN'T NEED TO WORRY ABOUT PARKING AVAILABILITY
 - 4 WANTED TO SAVE MONEY
 - 5 DIDN'T WANT TO PAY FOR PARKING
 - 6 DIDN'T HAVE TO WORRY ABOUT TRAFFIC / CONGESTION
 - 7 PREFER METRA TO DRIVING
 - 8 ONLY MEANS OF TRANSPORTATION
 - 9 OTHER1 [SPECIFY]
 - 10 OTHER2 [SPECIFY]
 - 11 OTHER3 [SPECIFY]
 - 99 DK / REF / NO MORE APPLY
- D7 **[IF D2 GT 2 AND IF D3A < 10]** Why did you stop riding Metra?
- [OPEN-END] THE FOLLOWING IS A POSSIBLE POST-CODE LIST:
- 1 **CHANGED JOBS / WORK LOCATION AND NO TRANSIT SERVICE AVAILABLE**
 - 2 **MOVED RESIDENCE AND NO TRANSIT SERVICE AVAILABLE**
 - 3 **GAINED ACCESS TO A CAR / GOT A DRIVER'S LICENSE**
 - 4 **SERVICE WAS NOT CLOSE ENOUGH TO HOME / DESTINATION**
 - 5 **NO LONGER GO TO THAT DESTINATION**
 - 6 **INCONVENIENT**
 - 7 **COST TOO MUCH**
 - 8 **I ONLY RODE ONE TIME**
 - 88 **OTHER**
 - 99 **DON'T KNOW / REFUSED**
- D8 You indicated that you traveled to downtown Chicago [RESTORE SCR4G] times in the past month. How many times did you travel by. . .
- D8A **[IF D1 = 1]** Metra
- _____ RECORD NUMBER
- 98 DON'T KNOW
 - 99 REFUSED

- D8B Car
- | | |
|-------|---------------|
| _____ | RECORD NUMBER |
| 98 | DON'T KNOW |
| 99 | REFUSED |
- D8C CTA or Pace
- | | |
|-------|---------------|
| _____ | RECORD NUMBER |
| 98 | DON'T KNOW |
| 99 | REFUSED |
- D9 **[IF D8A EQ 0]** Did you consider taking Metra for any of these trips?
- | | |
|---|----------------------|
| 1 | YES |
| 2 | NO |
| 9 | DON'T KNOW / REFUSED |
- D10 **[IF D8B GE 1]** For the most recent trip when you traveled by car to downtown Chicago, why did you chose not to take Metra?
- [OPEN-END] THE FOLLOWING IS A POSSIBLE POST-CODE LIST:
- | | |
|----|---|
| 1 | <i>DIDN'T THINK ABOUT IT</i> |
| 2 | <i>DESTINATION TOO FAR FROM DOWNTOWN / METRA STATION</i> |
| 3 | <i>TRAIN TIMES DID NOT FIT TRAVEL SCHEDULE</i> |
| 4 | <i>NEEDED FLEXIBLE SCHEDULE</i> |
| 5 | <i>NEEDED TO MAKE STOPS ALONG THE WAY</i> |
| 6 | <i>DON'T KNOW HOW TO RIDE / WHERE TO CATCH TRAIN / SCHEDULE / ETC.</i> |
| 7 | <i>TRAVEL TIME BY TRAIN TOO LONG WHEN COMPARED WITH DRIVING</i> |
| 8 | <i>PREFER COMFORT OF CAR</i> |
| 9 | <i>OTHER</i> |
| 10 | <i>CONVENIENCE / EASE</i> |
| 99 | <i>DON'T KNOW / REFUSED</i> |
- D11 **[IF D8B GE 1]** For the most recent trip when you traveled by car to downtown Chicago, where was your final destination? [PROBE FOR GEOGRAPHIC LOCATION]
- [OPEN-ENDED QUESTION. THIS QUESTION WILL NOT BE CODED. METRA WILL BE PROVIDED WITH A PRINT-OUT OF THE RESPONSES TO THIS OPEN-END QUESTION FOR THEIR USE / ANALYSIS]
- D12 Are you likely or unlikely to ride Metra in the next year? Would that be very or somewhat likely/unlikely?
- | | |
|---|---|
| 1 | VERY UNLIKELY [SKIPTO D15] |
| 2 | SOMEWHAT UNLIKELY [SKIPTO D15] ? |
| 3 | NEITHER LIKELY NOR UNLIKELY [SKIPTO D15] |
| 4 | SOMEWHAT LIKELY |
| 5 | VERY LIKELY |
| 6 | DON'T KNOW [SKIPTO D15] |
| 9 | REFUSED [SKIPTO D15] |
- D13 **[IF D12 = 4 OR 5]** How often do you anticipate riding Metra in the next year? Would you say . . .
- | | |
|---|--|
| 1 | One or more trips per week, |
| 2 | Less than once per week, but more than one trip per month, |
| 3 | One trip per month, or |
| 4 | Less than once a month? |
| 5 | OTHER: [SPECIFY] |
| 9 | DON'T KNOW / REFUSED |

D14 For what kinds of trips would you ride Metra?

[SELECT ALL THAT APPLY]

- 1 TO AND FROM WORK
- 2 TO AND FROM SCHOOL
- 3 TO AND FROM BUSINESS APPOINTMENTS
- 4 TO AND FROM SHOPPING / ERRANDS
- 5 TO AND FROM VOLUNTEERING
- 6 TO AND FROM MEDICAL APPOINTMENTS
- 7 PERSONAL BUSINESS
- 8 SOCIAL / VISITING
- 9 TO AND FROM SPORTING EVENTS
- 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
- 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
- 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
- 13 OTHER [SPECIFY]
- 14 NONE
- 99 DON'T KNOW / REFUSED / NO MORE APPLY

D15 What could Metra do that would motivate you to ride Metra at least occasionally?

[SELECT ALL THAT APPLY]

- 1 REDUCE FARES
- 2 PROVIDE STOP CLOSER TO MY HOME
- 3 RUN SERVICE MORE OFTEN
- 4 SERVE MORE DESTINATIONS
- 5 IMPROVE ON-TIME PERFORMANCE
- 6 IMPROVE SAFETY / SECURITY WHILE RIDING
- 7 IMPROVE SAFETY / SECURITY WHILE WAITING
- 8 TRANSIT INFORMATION MORE ACCESSIBLE
- 9 OTHER1 [SPECIFY]
- 10 OTHER2 [SPECIFY]
- 11 OTHER3 [SPECIFY]
- 12 NOTHING - WOULD NEVER RIDE
- 13 NOTHING - WOULD ONLY RIDE IF I COULDN'T DRIVE MY CAR
- 99 DON'T KNOW / REFUSED

USE OF / CONSIDERATION OF PACE

****RANDOMLY ASSIGNED PACE NONRIDERS – (HAVE NOT RIDDEN PACE IN PAST 30 DAYS)****

E1 Have you ever ridden Pace?

- 1 YES
- 2 NO **[SKIPTO E8]**
- 9 DON'T KNOW / REFUSED **[SKIPTO E8]**

E2 When was the last time you rode Pace? Was it:

- 1 (Less than six months ago,)
- 2 (Six months to one year ago,)
- 3 (More than one year ago but less than five years ago, or)
- 4 (More than five years ago?)
- 5 WITHIN THE PAST MONTH – RESCREEN AS RIDER **[SKIPTO SCR4B]**
- 9 DON'T KNOW / REFUSED

E3A When you rode Pace, how many days a week did you ride?

- ENTER NUMBER OF DAYS A WEEK
- 8 1 - 3 DAYS A MONTH
- 9 LESS THAN ONCE A MONTH
- 10 ONLY RODE BECAUSE CAR WAS NOT AVAILABLE / BAD WEATHER **[SKIPTO E4]**
- 11 ONLY RODE BECAUSE OF SPECIAL EVENT / OCCASION **[SKIPTO E4]**
- 99 DON'T KNOW / REFUSED **[SKIPTO E4]**

- E3B For how long did you ride Pace? Was it:
- 1 (Less than six months,)
 - 2 (Six months to one year,)
 - 3 (More than one year but less than five years, or)
 - 4 (More than five years?)
 - 9 DON'T KNOW / REFUSED
- E4 **[IF E2 LE 2 AND E3A GE 8]** How many times have you ridden Pace in the past year?
- _____ ENTER NUMBER OF TIMES
 - 97 97 OR MORE
 - 99 DON'T KNOW / REFUSED
- E5 What is the purpose of the primary trip you took using Pace? [PROBE: Where were you going?]
- 1 TO AND FROM WORK
 - 2 TO AND FROM SCHOOL
 - 3 TO AND FROM BUSINESS APPOINTMENTS
 - 4 TO AND FROM SHOPPING / ERRANDS
 - 5 TO AND FROM VOLUNTEERING
 - 6 TO AND FROM MEDICAL APPOINTMENTS
 - 7 PERSONAL BUSINESS
 - 8 SOCIAL / VISITING
 - 9 TO AND FROM SPORTING EVENTS
 - 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
 - 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
 - 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
 - 13 OTHER [SPECIFY]
 - 99 DON'T KNOW / REFUSED
- E6 **[IF E3A < 10]** And what are the reasons you chose to ride Pace for this type of trip?
- [SELECT ALL THAT APPLY]
- 1 CAR WAS NOT AVAILABLE FOR THIS TRIP / BROKEN
 - 2 TRAVEL TIME FASTER
 - 3 DIDN'T NEED TO WORRY ABOUT PARKING AVAILABILITY
 - 4 WANTED TO SAVE MONEY
 - 5 DIDN'T WANT TO PAY FOR PARKING
 - 6 DIDN'T HAVE TO WORRY ABOUT TRAFFIC / CONGESTION
 - 7 PREFER PACE OVER CTA
 - 8 ONLY MEANS OF TRANSPORTATION
 - 9 OTHER1 [SPECIFY]
 - 10 OTHER2 [SPECIFY]
 - 11 OTHER3 [SPECIFY]
 - 99 DK / REF / NO MORE APPLY
- E7 **[IF E2 GT 2 AND IF E3A < 10]** Why did you stop riding Pace?
- [OPEN-END] THE FOLLOWING IS A POSSIBLE POST-CODE LIST:
- 1 **CHANGED JOBS / WORK LOCATION AND NO TRANSIT SERVICE AVAILABLE**
 - 2 **MOVED RESIDENCE AND NO TRANSIT SERVICE AVAILABLE**
 - 3 **GAINED ACCESS TO A CAR / GOT A DRIVER'S LICENSE**
 - 4 **SAFETY CONCERNS**
 - 5 **NO LONGER GO TO THAT DESTINATION**
 - 6 **INCONVENIENT**
 - 7 **RETIRED / STOPPED WORKING**
 - 8 **ONLY RODE ONE TIME**
 - 88 **OTHER**
 - 99 **DON'T KNOW / REFUSED**
- [SKIPTO E11]

- E8 Have you ever considered taking Pace?
- 1 YES
 - 2 NO **[SKIP TO E11]**
 - 9 DON'T KNOW / REFUSED **[SKIP TO E11]**
- E9 For what kinds of trips have you considered taking Pace?
- [SELECT ALL THAT APPLY]
- 1 TO AND FROM WORK
 - 2 TO AND FROM SCHOOL
 - 3 TO AND FROM BUSINESS APPOINTMENTS
 - 4 TO AND FROM SHOPPING / ERRANDS
 - 5 TO AND FROM VOLUNTEERING
 - 6 TO AND FROM MEDICAL APPOINTMENTS
 - 7 PERSONAL BUSINESS
 - 8 SOCIAL / VISITING
 - 9 TO AND FROM SPORTING EVENTS
 - 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
 - 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
 - 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
 - 13 OTHER [SPECIFY]
 - 98 NONE **[SKIP TO E11]**
 - 99 DON'T KNOW / REFUSED / NO MORE APPLY **[SKIP TO E11]**
- E10 Why haven't you taken Pace for these trips? [SELECT ALL THAT APPLY]
- 1 COULDN'T MAKE THE ARRANGEMENTS
 - 2 TRIP TAKES TOO LONG
 - 3 SERVICE NOT AVAILABLE TO DESTINATION
 - 4 SERVICE NOT AVAILABLE WHEN I WANT TO TRAVEL
 - 5 CONCERNS ABOUT SAFETY WHEN RIDING
 - 6 CONCERNS ABOUT SAFETY WHILE WAITING
 - 7 OTHER [SPECIFY]
 - 9 DON'T KNOW / REFUSED / NO MORE APPLY
 - 8 MORE CONVENIENT TO TAKE CAR**
- E11 Are you likely or unlikely to ride Pace in the next year? Would that be very or somewhat likely/unlikely?
- 1 VERY UNLIKELY **[SKIPTO E14]**
 - 2 SOMEWHAT UNLIKELY **[SKIPTO E14]?**
 - 3 NEITHER LIKELY NOR UNLIKELY **[SKIPTO E14]**
 - 4 SOMEWHAT LIKELY
 - 5 VERY LIKELY
 - 6 DON'T KNOW **[SKIPTO E14]**
 - 9 REFUSED **[SKIPTO E14]**
- E12 **[IF E11 = 4 OR 5]** How often do you anticipate riding Pace in the next year? Would you say . . .
- 1 One or more trips per week,
 - 2 Less than once per week, but more than one trip per month,
 - 3 One trip per month, or
 - 4 Less than once a month?
 - 5 OTHER: [SPECIFY]
 - 9 DON'T KNOW / REFUSED

- E13 For what kinds of trips would you consider riding Pace? [SELECT ALL THAT APPLY]
- 1 TO AND FROM WORK
 - 2 TO AND FROM SCHOOL
 - 3 TO AND FROM BUSINESS APPOINTMENTS
 - 4 TO AND FROM SHOPPING / ERRANDS
 - 5 TO AND FROM VOLUNTEERING
 - 6 TO AND FROM MEDICAL APPOINTMENTS
 - 7 PERSONAL BUSINESS
 - 8 SOCIAL / VISITING
 - 9 TO AND FROM SPORTING EVENTS
 - 10 TO AND FROM CULTURAL EVENTS (I.E. THEATER, MUSEUM EXHIBIT)
 - 11 TO AND FROM OTHER SPECIAL EVENTS [SPECIFY]
 - 12 TO AND FROM ENTERTAINMENT / FUN / RECREATION
 - 13 OTHER [SPECIFY]
 - 98 NONE
 - 99 DON'T KNOW / REFUSED / NO MORE APPLY

- E14 What could Pace do that would motivate you to ride Pace at least occasionally?

[SELECT ALL THAT APPLY]

- 1 REDUCE FARES
- 2 PROVIDE STOP CLOSER TO MY HOME
- 3 RUN SERVICE MORE OFTEN
- 4 SERVE MORE DESTINATIONS
- 5 IMPROVE ON-TIME PERFORMANCE
- 6 IMPROVE SAFETY / SECURITY WHILE RIDING
- 7 IMPROVE SAFETY / SECURITY WHILE WAITING
- 8 TRANSIT INFORMATION MORE ACCESSIBLE
- 9 OTHER1 [SPECIFY]
- 10 OTHER2 [SPECIFY]
- 11 OTHER3 [SPECIFY]
- 12 NOTHING - WOULD NEVER RIDE
- 13 NOTHING - WOULD ONLY RIDE IF I COULDN'T DRIVE MY CAR
- 99 DON'T KNOW / REFUSED

| |
|------------------------|
| ALL RESPONDENTS |
|------------------------|

- G1 Are you. . .
[IF BOTH A STUDENT AND A WORKER, CONSIDER A WORKER]
- 1 Employed full-time (30 or more hours a week),
 - 2 Employed part-time (less than 30 hours),
 - 3 Self-employed,
 - 4 Retired, **[SKIPTO I1]**
 - 5 Not employed outside the home / A Homemaker , **[SKIPTO I1]**
 - 6 A student, or [COMMUTER = SCHOOL] **[SKIPTO H1]**
 - 7 Currently unemployed? **[SKIPTO I1]**
 - 8 OTHER [SPECIFY] **[SKIPTO I1]**
 - 9 DON'T KNOW / REFUSED **[SKIPTO I1]**
- G2 **[IF G1 = 1 OR 2 OR 3]** Do you commute to a fixed work site outside your home?
- 1 YES [COMMUTER = WORK] **[SKIPTO G4]**
 - 2 NO
 - 9 DON'T KNOW / REFUSED **[SKIPTO H1]**
- G3 **[IF G2 = 2]** Do you ever leave your home to conduct business?
- 1 YES [COMMUTER = APPOINTMENTS] **[SKIPTO H1]**
 - 2 NO **[SKIPTO I1]**
 - 9 DON'T KNOW / REFUSED **[SKIPTO I1]**

G4 **[IF COMMUTER = WORK AND G2 = 1]** Do you regularly work at home, rather than going to your fixed worksite? This does not include work done at home in the evenings or on weekends.

- 1 YES
- 2 NO **[SKIPTO H1]**
- 9 DON'T KNOW / REFUSED **[SKIPTO H1]**

G5 How many days during an average week do you work at home?

- _____ NUMBER OF DAYS
- 8 VARIES
- 9 DON'T KNOW / REFUSED

| |
|---|
| <p style="text-align: center;">COMMUTERS RESPONDENTS EMPLOYED FULL, PART-TIME OR SELF - EMPLOYED AND COMMUTE TO A WORK SITE OUTSIDE THEIR HOME (COMMUTER = WORK) OR (COMMUTER = SCHOOL) OR (COMMUTER = APPOINTMENTS)</p> |
|---|

H1 **[IF G2 = 1 OR 9]** What is the zipcode where you [work / go to school]?

- _____ ENTER ZIPCODE
- 99999 DON'T KNOW / REFUSED

H2 **[IF H1 EQ 9999]** Do you work / attend school in the city or in the suburbs?

- 1 CITY
- 2 SUBURBS
- 3 OTHER [SPECIFY] **[SKIP TO H3]**
- 9 DON'T KNOW / REFUSED **[SKIP TO H3]**

H2A **[IF H2 EQ 1]** Would that be on the . . .

- 1 North side
- 2 West side or
- 3 South side of Chicago?
- 4 DOWNTOWN CHICAGO
- 5 OTHER [SPECIFY]
- 9 DON'T KNOW / REFUSED

H2B **[IF H2 EQ 2]** Would that be a . . .

- 1 North
- 2 Northwest
- 3 West
- 4 South or
- 5 Southwest suburb?
- 6 OTHER [SPECIFY]
- 9 DON'T KNOW / REFUSED

H3 How do you usually commute to and from [work / school / business appointments]?

[SELECT ALL THAT APPLY FOR ONE TRIP – PROBE FOR USUAL TRIP]

- 1 DRIVE ALONE IN CAR / TRUCK [PROBE: Do you drive with 2 or more people in the car?]
- 2 CARPOOL [2 OR MORE PEOPLE]
- 3 VANPOOL [7 OR MORE PEOPLE]
- 4 BUS – CTA
- 5 BUS – PACE
- 6 TRAIN – METRA
- 7 TRAIN -- CTA
- 8 MOTORCYCLE
- 9 BICYCLE
- 10 WALK
- 11 OTHER [SPECIFY]
- 99 DON'T KNOW / REFUSED / NO MORE APPLY

- H8 On a normal day, about how long does the trip to work / school / a business appointment take from door to door from the time you leave your house until the time you get to work/school / the appointment?
- _____ MINUTES
 997 997 OR MORE MINUTES
 998 VARIES
 999 DON'T KNOW / REFUSED
- H9 **[IF H3 = NE TO 4, 5, 6, 7 (DO NOT TAKE BUS OR TRAIN)]** How long would it take by bus or train?
- _____ ENTER MINUTES
 997 997 OR MORE MINUTES
 998 VARIES
 999 DON'T KNOW / REFUSED
- H10 **[IF H3 = 4, 5, 6, 7 (TAKE BUS OR TRAIN) AND NE 1 OR 2 (DRIVE)]** How long would it take if you drove?
- _____ ENTER MINUTES
 997 997 OR MORE MINUTES
 998 VARIES
 999 DON'T KNOW / REFUSED
- H11 **[SKIP IF COMMUTER = APPOINTMENTS]** What time do you usually start work / school?
- __:___ ENTER HOURS / MINUTES
 00:07 VARIES
 00:09 DON'T KNOW / REFUSED
 [PRESS A FOR A.M., P FOR P.M.]
- H12 **[SKIP IF COMMUTER = APPOINTMENTS]** And what time do you usually finish work / school?
- __:___ ENTER HOURS / MINUTES
 00:07 VARIES
 00:09 DON'T KNOW / REFUSED
 [PRESS A FOR A.M., P FOR P.M.]
- H13 **[IF COMMUTER = WORK]** Does your company provide parking or pay for any portion of your parking at your workplace?
- 1 COMPANY PROVIDES PARKING (BUT DOES NOT HAVE TO PAY) **[SKIP TO H15]**
 2 YES – COMPANY PAYS FOR ALL **[SKIP TO H15]**
 3 YES – COMPANY PAYS FOR SOME
 4 NO
 5 HAVE FREE PARKING – NOT PROVIDED BY COMPANY **[SKIP TO H15]**
 6 DON'T KNOW **[SKIP TO H15]**
 9 REFUSED **[SKIP TO H15]**
- H14A **[IF H3 = 1 OR 2 (DRIVE) AND NE TO 4, 5, 6, 7 (DO NOT TAKE BUS OR TRAIN) AND H13 = 3 OR 4]**
 How much does it cost you personally to park your car when you go to work?
 [PROBE: Is that daily or monthly]
 [NOTE: Data is recoded to reflect daily cost of parking.]
 [IF "Have free parking not provided by company" ESC AND SELECT H13 = 5]
 _____ ENTER AMOUNT OF DOLLARS
 9999 DON'T KNOW / REFUSED **[SKIPTO H15A]**
- H14B RECORD BASE
 1 DAILY
 2 MONTHLY
- H15A **[IF H3 = 1 OR 2 (DRIVE) AND NE TO 4, 5, 6, 7 (DO NOT TAKE BUS OR TRAIN)]**
 If there was convenient public transportation service available from where you live to where you work / attend school, how expensive would parking have to be before you would use public transportation to get to and from work / school? [PROBE FOR DOLLAR AMOUNT]
 [PROBE: Is that daily or monthly]
 [NOTE: Data is recoded to reflect daily cost of parking.]
 _____ ENTER AMOUNT OF DOLLARS
 9998 I WOULD NEVER USE IT REGARDLESS OF COST **[SKIPTO H16A]**
 9999 DON'T KNOW / REFUSED **[SKIPTO H16A]**

H15B RECORD BASE

- 1 DAILY
- 2 MONTHLY

H16A [COMMUTER = WORK] Does your company offer a program to pay for some or all of the transportation costs for employees who ride public transportation – for example pay for a bus pass?

- 1 PAYS FOR ALL
- 2 PAYS PORTION
- 3 NO, DOES NOT OFFER PROGRAM
- 4 DON'T KNOW
- 9 REFUSED

H16B [COMMUTER = SCHOOL] Does your school offer a U-PASS program?

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

H17 [COMMUTER = WORK] How often do you. . . [INSERT STATEMENT]? Would you say...

- 1 Never,
- 2 Rarely,
- 3 Sometimes,
- 4 Often, or
- 5 Always?
- 9 DON'T KNOW / REFUSED

[LIST IS RANDOMIZED]

H17A Need to use your own personal automobile for work-related traveling during the day?

H17B Drop off and/or pick up children at day care / school on your way to / from work?

H17C Begin work earlier or finish later than your regularly scheduled work hours?

OTHER REGULAR TRIPMAKING -- ALL RESPONDENTS

I1 In a typical week, do you go shopping, run errands, or go to appointments at least 3 days during the week?

- 1 YES
- 2 NO [SKIP TO JINTRO]
- 9 DK / REF [SKIP TO JINTRO]

I2 [IF I1 = 1] How do you usually get around for most of your personal – or non-work or school related travel?

[SELECT ALL THAT APPLY FOR ONE TRIP – PROBE FOR USUAL TRIP]

- 1 DRIVE ALONE IN CAR / TRUCK [PROBE: Do you drive with 2 or more people in the car?]
- 2 CARPOOL [2 OR MORE PEOPLE]
- 3 VANPOOL [7 OR MORE PEOPLE]
- 4 BUS – CTA
- 5 BUS – PACE
- 6 TRAIN – METRA
- 7 TRAIN - CTA
- 8 MOTORCYCLE
- 9 BICYCLE
- 10 WALK
- 11 OTHER [SPECIFY]
- 99 DON'T KNOW / REFUSED / NO MORE APPLY

BENEFITS SOUGHT IN MODE CHOICE -- ALL RESPONDENTS

JINTRO *Different people consider different things important when deciding whether to drive or to use public transportation for local travel. As I read the following list, please tell me how important each item is to you in deciding whether to drive or use public transportation. Please answer on a seven-point scale where "1" means "not at all important" and "7" means "extremely important." You may use any number in between.*

[PROBE FOR RESPONDENTS WHO DO NOT DRIVE / HAVE A CAR: "If you could drive / If you had a car available, how important would the item be in your decision to drive or use public transportation?"]

- J2 I can control my own schedule.
- J4 I am able to get home in an emergency.
- J5 I am able to come and go when I want to.
- J6 It offers me the flexibility I need for my schedule.
- J8 It is appropriate for a person in my position.
- J9 It is consistent with the kind of person I am.
- J11 It gets me in the right frame of mind for the rest of the day.
- J12 It enables me to arrive at my destination feeling clean and fresh, not dirty or grimy.
- J14 It gets me where I am going the quickest way possible.
- J17 It does not cost much.
- J18 I don't have to worry about wear and tear on my vehicle.
- J19 I am assured of my personal safety from crime.
- J20 I am assured that I will not be bothered by other people.
- J21 It minimizes my risk of getting in a traffic accident.
- J22 It is comfortable.
- J23 I have a place to sit.
- J24 It is clean.
- J28 It is good for the environment.
- J29 It doesn't contribute to traffic congestion.

PERCEPTIONS OF PUBLIC TRANSPORTATION – INFREQUENT / NONRIDERS / VULNERABLE RIDERS

KINTRO1 *[INFREQUENT & NONRIDERS] Now based on your personal experience or anything you have seen, read, or heard, please tell me whether each of the following factors is a major factor, a minor factor, or not at factor at all in your decision whether or not to use public transportation.*

KINTRO2 *[VULNERABLE RIDERS] Please tell me whether each of the following factors is a major factor, a minor factor, or not at factor at all in your decision whether or not to continue using public transportation.*

- 1 NOT A FACTOR AT ALL
- 2 MINOR FACTOR
- 3 MAJOR FACTOR
- 9 DON'T KNOW / REFUSED

[LIST IS RANDOMIZED]

- K1 [ALL] I cannot count on public transportation to get me to where I am going on time.
- K2 [ALL] It would take too long to get to my destination by public transportation
- K3 [ALL] There is no service available when I need it.
- K4 [ALL] There is no service available to where I want to go.
- K5 [ALL] There is no service available where I live.

- K6 **[GROUP2]** I would have to transfer.
- K7 **[GROUP1]** It is too difficult to arrange.
- K8 **[GROUP2]** I don't know how to use the bus such as how much and when to pay, where to get on and where to get off.
- K9 **[GROUP1]** I cannot control my own schedule.
- K10 **[ALL]** I could not get home easily in case of an emergency.
- K11 **[GROUP1]** I have to transport children on my way to or from my destination.
- K12 **[GROUP2]** I could not get home easily in case I have to stay late at work / school or if I got delayed.
- K13 **[GROUP1]** People like me don't use public transportation.
- K14 **[GROUP2]** It is not consistent with the kind of person I am.
- K15 **[ALL]** I am concerned about my personal safety from crime while waiting at a bus stop or train station.
- K16 **[GROUP 2]** I am concerned about my personal safety from crime while riding the bus or train.
- K17 **[GROUP1]** I am concerned that I will be bothered by other people while waiting at a bus stop or train station.
- K18 **[GROUP2]** I am concerned that I will be bothered by other people while riding the bus or train.
- K19 **[GROUP1]** It minimizes my risk of getting in a traffic accident.
- K20 **[GROUP2]** Driving alone is so much more relaxing than taking a bus.
- K21 **[ALL]** It costs too much.
- K22 **[GROUP2]** Traffic congestion isn't bad enough to warrant using public transportation.
- K23 **[GROUP1]** The costs of driving – parking and gas – just aren't high enough to warrant using public transportation.
- K24 **[ALL]** There is just no real incentive to use public transportation.
- K25 How confident are you of public transportation's ability to perform as expected? Would you say you are confident or not confident? Would that be very or somewhat confident / not confident?
- 1 VERY UNCONFIDENT
 - 2 SOMEWHAT UNCONFIDENT
 - 3 NEITHER CONFIDENT NOR UNCONFIDENT
 - 4 SOMEWHAT CONFIDENT
 - 5 VERY CONFIDENT
 - 9 DK/REF
- K26 If offered a choice between convenient public transportation and taking a car, would you. . .
- 1 Always drive a car,
 - 2 Sometimes use public transportation, or
 - 3 Always use public transportation?
 - 9 DK / REF

ALL RESPONDENTS

- L1 Are you familiar with the RTA Travel Information Center at 836-7000?
- 1 YES
 - 2 NO **[SKIPTO DEMO1]**
 - 9 DON'T KNOW / REFUSED **[SKIPTO DEMO1]**
- L2 How many times have you called in the past 30 days?
- ENTER NUMBER
 - 99 DON'T KNOW / REFUSED

DEMOGRAPHICS

DEMO1 How many automobiles in working condition do you personally have available for your use?

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

DEMO2 Finally I have a few demographic questions that will be used to help us analyze the results of the study.
First, how long have you lived at your current address?

- ____ ENTER YEARS
98 98 OR MORE
99 DK/REF

DEMO3A What is your age?

- ____ ENTER ACTUAL NUMBER
99 DON'T KNOW / REFUSED

DEMO3B **[If DEMO3A = 99]** Are you between. . .

- 1 16 and 17,
2 18 and 24,
3 25 and 34,
4 35 and 44,
5 45 and 54,
6 55 and 64, or
7 65 and older?
9 DON'T KNOW / REFUSED

DEMO4 What is the highest level of education you had the opportunity to complete?

- [READ IF NECESSARY]
1 (Grade School or Less,)
2 (Some High School,)
3 (Graduated High School,)
4 (Technical or Vocational School,)
5 (Some College,)
6 (Graduated College (4 yrs.), or)
7 (Post Graduate Work?)
9 DON'T KNOW / REFUSED

DEMO5 **[IF EMPLOYED]** What is your occupation?

- 1 PROFESSIONAL / TECHNICAL
2 MANAGER / ADMINISTRATOR
3 SALES (NON RETAIL)
4 SALES (RETAIL)
5 CLERICAL / ADMINISTRATIVE ASSISTANT
6 SKILLED WORKER
7 MACHINE OPERATOR
8 LABORER / SEMI-SKILLED WORKER
9 SERVICE WORKER
10 MILITARY
11 OTHER [SPECIFY]
99 DON'T KNOW / REFUSED

DEMO6 Including yourself, how many people live in your household?

- ____ ENTER ACTUAL NUMBER
99 DON'T KNOW / REFUSED

DEMO7 **[IF DEMO6 > 1]** How many children under the age of 18 live in your household?

- ____ ENTER NUMBER
8 8 OR MORE
9 DK/REF

DEMO8 **[IF DEMO7 > 0]** How many children under the age of 5 live in your household?

____ ENTER NUMBER
8 8 OR MORE
9 DK/REF

DEMO9 Are you. . .

1 White / Caucasian,
2 African-American,
3 Asian / Pacific-Islander,
4 Native-American, or
5 Hispanic?
6 OTHER [SPECIFY]
9 DK/REF

DEMO10A Is your total household income above or below \$30,000 a year?

1 BELOW \$30,000
2 ABOVE \$30,000 **[SKIPTO DEMO10C]**
9 DON'T KNOW / REFUSED **[SKIPTO PHONEA]**

DEMO10B Would that be. . .

1 Under \$10,000,
2 Between \$10,000 - \$14,999,
3 Between \$15,000 - \$19,999,
4 Between \$20,000 - \$24,999,
5 Between \$25,000 - \$29,999,
9 DON'T KNOW / REFUSED

DEMO10C Would that be. . .

1 Between \$30,000 - \$39,999,
2 Between \$40,000 - \$49,999,
3 Between \$50,000 - \$74,999,
4 Between \$75,000 - \$99,999, Or
5 \$100,000 or Over?
9 DON'T KNOW / REFUSED

PHONEA *For our records, I need to verify your telephone number. Is it....?*

1 YES
2 NO
9 REFUSED

PHONEB **[IF PHONEA EQ 2]** *What is your correct telephone number? [ENTER CORRECT PHONE NUMBER AND ALSO WRITE IN ON CALL RECORD SHEET.]*

____ ENTER PHONE NUMBER
9999999 REFUSED

THANK *That concludes our survey. Thank you very much for your time and the useful information you have provided us.*

INTNUM [RECORD INTERVIEWER NUMBER]

THANK1 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we are only interviewing residents who are 16 years of age or older.

THANK2 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we have completed the number of interviews required in your area.

THANK3 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey, but we cannot continue without that information.

THANK4 Thank you very much for your time. [REFUSAL SAVED]

THANK5 Thank you very much for your time. [REFUSAL – SCREENER REFUSAL]