

## Appendix A

**Trolley Surveys**  
**Revised: July 26, 2002**

**Day of Week and Date:** \_\_\_\_\_  
**Time:** \_\_\_\_\_ ( ) AM ( ) PM

**Stop...location** \_\_\_\_\_

**Interviewer:** \_\_\_\_\_ **Interviewer Phone** \_\_\_\_\_

Hello, my name is \_\_\_\_\_ and I work for the Chicago Department of Transportation and we are carrying out a survey about the free Trolley service. The information you give us will be used to help us improve the Trolley service and to plan for next year. May I ask you a few questions?

IF NO..FIND ANOTHER RESPONDENT.

1. What brings you to downtown Chicago today? What is the purpose of your visit?

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1a. IF NO ANSWER READ FOLLOWING CHOICES::

( ) Shopping ( ) Museums ( ) Restaurant ( ) Entertainment ( ) Sightseeing ( ) Visit friends or family ( ) Work ( ) Convention or meeting

1b. IF MENTION SHOPPING. What stores or shopping centers will you visit?

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1c. IF MENTION MUSEUMS: Which museums will you visit?

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2. ASK OF ALL: How many people are in your party (friends, family members)?  
\_\_\_\_\_ Persons

3. ASK OF ALL: Did you know about the trolleys before you got downtown? ( ) Yes ( ) No

4. ASK OF ALL: By the end of the day, how many times will you have used the trolley today? \_\_\_\_\_ TIMES. Did you or will you have to make transfers between trolley routes to get to where you want to go? ( ) No ( ) Yes

5. If trolleys were not available how would you get around downtown?

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6. READ CHOICES IF RESPONDENT DOESN'T GIVE ANSWER.

( ) CTA bus ( ) CTA Rail ( ) Taxi ( ) Walk ( ) Drive ( ) Would not have come downtown Other - please specify \_\_\_\_\_

7. And how did you arrive downtown today? READ CHOICES:

☐ Auto ☐ CTA bus ☐ CTA rail ☐ Metra commuter rail ☐ Other \_\_\_\_\_  
☐ Am staying in downtown Chicago

8. POINT TO SIGN WITH BUS ROUTES Which trolley route are you taking for this trip?

☐ Red ☐ Green ☐ Blue ☐ Yellow ☐ Orange-Chinatown/Pilsen

9. Overall how satisfied are you with the Central Area trolley service: READ ALTERNATIVES

☐ Excellent ☐ Good ☐ Fair ☐ Poor

10. Thinking about the trolleys service and your visit to downtown Chicago. How does having the trolley service affect your decision to visit Downtown Chicago again.

Does it make you (READ CHOICES:

☐ Much more likely to visit downtown Chicago more frequently  
☐ Somewhat more likely to visit more frequently  
☐ Doesn't influence my decision to visit

11. As you know the trolley service is free, but:

If the trolley cost 50 cents for each ride would you be willing to pay? ☐ Yes ☐ No...IF NOT SKIP TO Q 12

IF YES: If trolley cost \$1.00 for each ride would you be willing to pay? ☐ Yes ☐ No

12. **ASK OF ALL:** Do you live in the Chicago Area? ☐ Yes ☐ No... SKIP TO Q. 14

13. IF YES: Do you live in the City or a suburb?

☐ City.....what is your zip code? \_\_\_\_\_ or neighborhood \_\_\_\_\_  
☐ Suburb....name of suburb? \_\_\_\_\_

14 IF NO, DOES NOT LIVE IN CHICAGO AREA:

For how many days will you be in Chicago? \_\_\_\_\_ Days

What town do you live in? Town \_\_\_\_\_ State \_\_\_\_\_

Where are you staying in Chicago? READ ALTERNATIVE: ☐ Hotel:name: \_\_\_\_\_

☐ Friends or family ☐ Other \_\_\_\_\_

15. **ASK OF ALL:** Take a minute to think about this. SHOW CARD: Altogether, not including hotel room, about how much do you plan to spend today for your party.. including admissions, gifts, food, shopping. GIVE RESPONDENT TIME TO THINK. THIS IS AN IMPORTANT QUESTION.

☐ A - Less than \$20 ☐ B- \$20-40 ☐ C- \$40-75 ☐ D- \$75-\$100 ☐ E- \$100 -\$200  
☐ Over \$200

16. ALL: RECORD FROM OBSERVATIONS: Approx age: \_\_\_\_\_

Sex - record from observation: ☐ Male ☐ Female

Others accompanying respondent (family or friends): RECORD BY LOOKING IF FAMILY OR FRIENDS ARE WITH RESPONDENT, YOU DON=T HAVE TO ASK.

Person 1	M	F	Age: _____
Person 2	M	F	Age: _____
Person 3	M	F	Age: _____
Person 4	M	F	Age: _____

Thank you very much for your help.