



# 2025 Spring Biannual Survey Results

Internal Deck

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August 2025

# Survey Sample and Administration



Survey open from

**5/15/2025 to 6/2/2025**



**34,824** survey invites sent

- 34,789 sent to Ventra customers who opted in to receive emails and have ridden at least once per month from February through April 2025
- 35 sent to CTA customers who signed up via Car Card to be contacted when a survey becomes available



Total sample size:

**1,911\***

1,906 via Ventra invites (email response rate = 5.5%), 5 via Car Card



**Sample proportional to service area**

**population** based on customer ZIP code, with oversampling in areas with traditionally low response rates



Respondents rode CTA at least once between February and April 2025 and were **targeted by frequency**:

- **Frequent Riders**, defined as using CTA Bus or Rail at least 1-3 days per week, made up 80% of total sample (1,536 respondents)
- **Infrequent Riders**, defined as using CTA Bus or Rail at least at most 1-2 days per month, made up 20% of sample (375 respondents)



Survey made available in

**English, Spanish, and Polish**

53 completed in Spanish, 0 completed in Polish



Final data **weighted to align primary bus route**

**groups and rail branches** with actual ridership in

February through April 2025

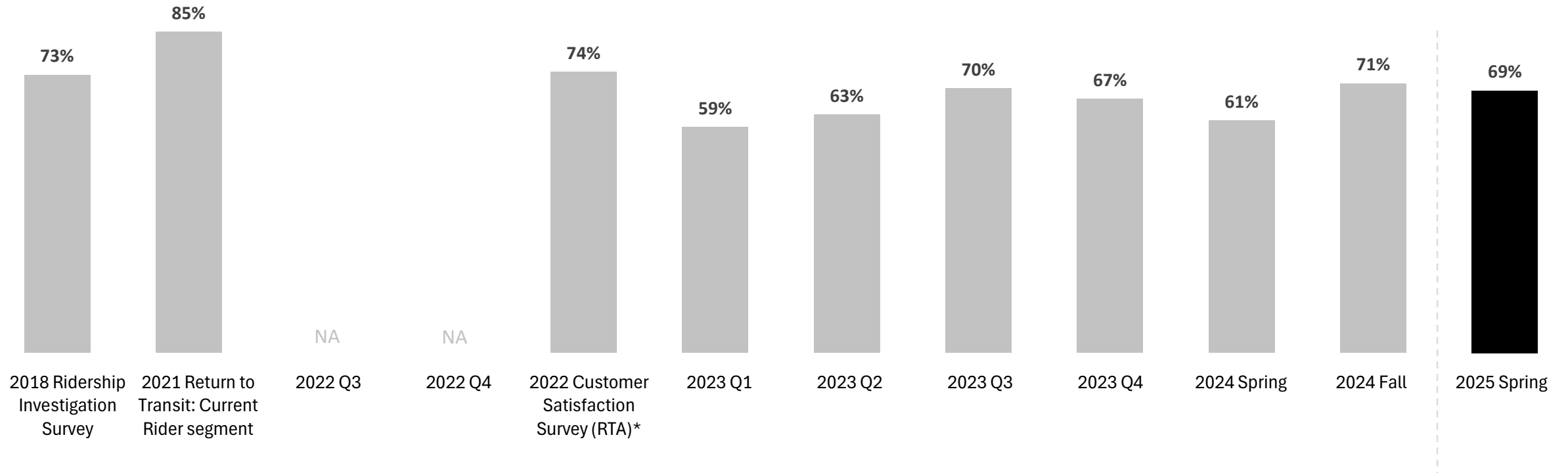
\*Results valid at the 95% confidence level with a margin of error of +/-2.1%.



# Overall Satisfaction Trended

69% of riders are satisfied with the CTA, an increase from last Spring

### Satisfaction with CTA Overall

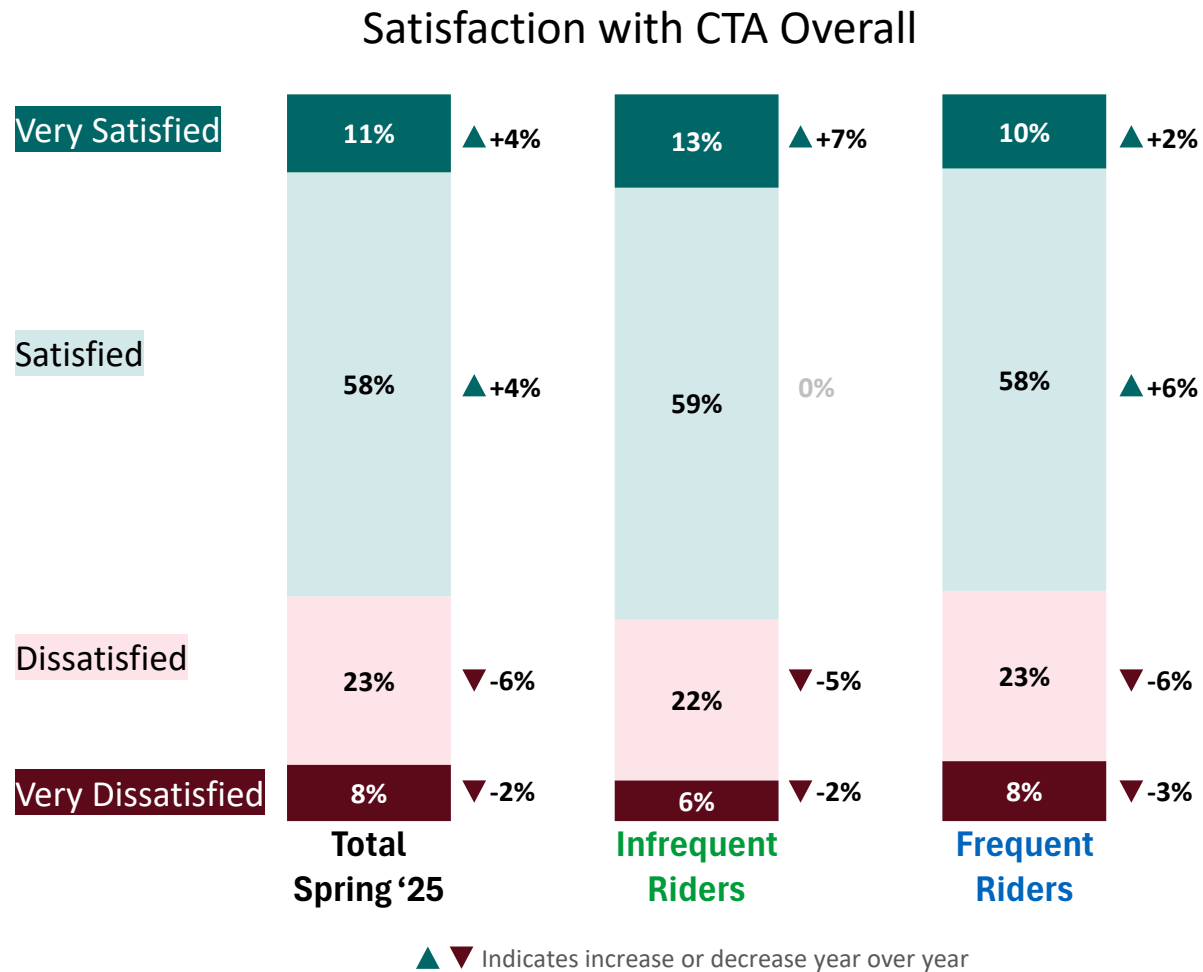


\*2022 Customer Satisfaction Survey asks overall satisfaction on a 10-pt scale



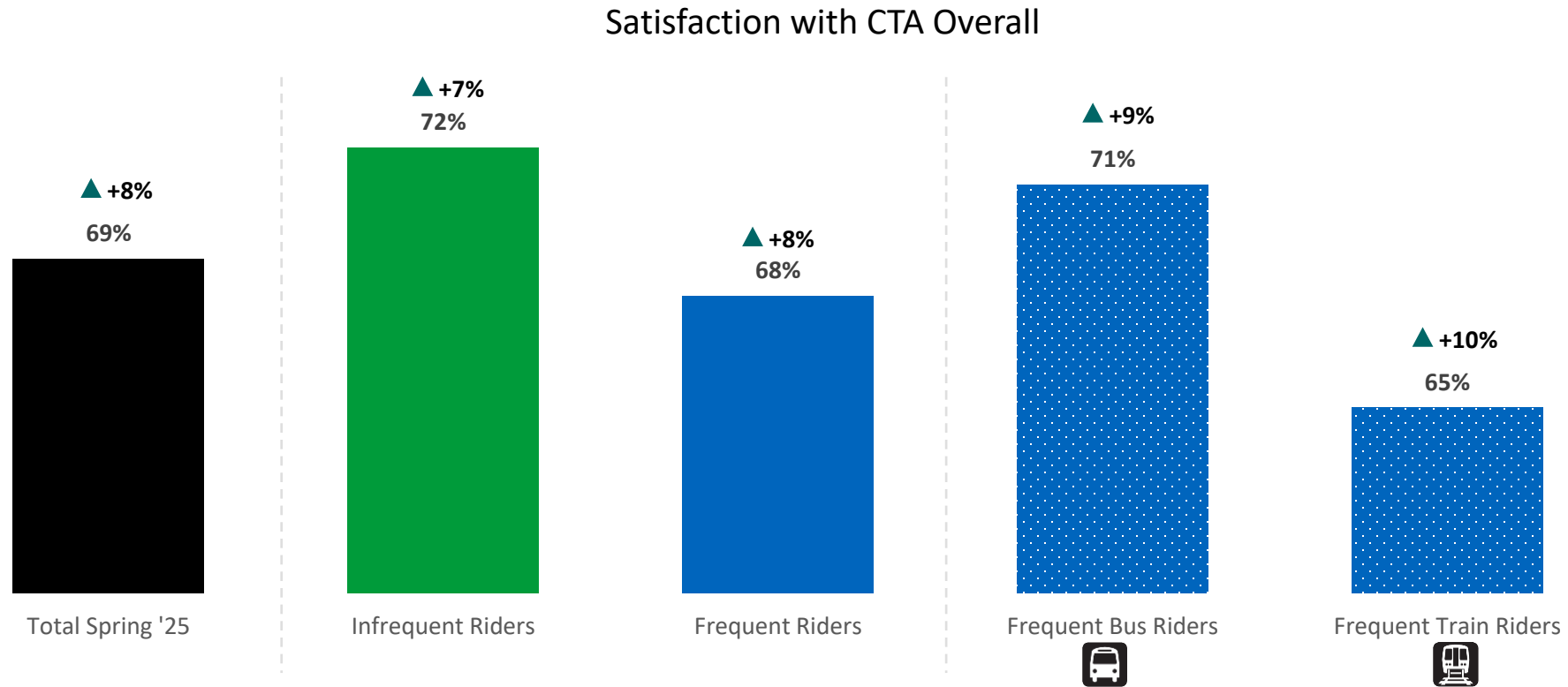
# Overall Satisfaction by Ridership

Frequent Riders are less satisfied than Infrequent Riders, and satisfaction trends toward the middle of the scale



# Overall Satisfaction by Ridership

Frequent *Train* Riders, specifically, have lower satisfaction than Frequent *Bus* Riders



▲ ▼ Indicates increase or decrease year over year

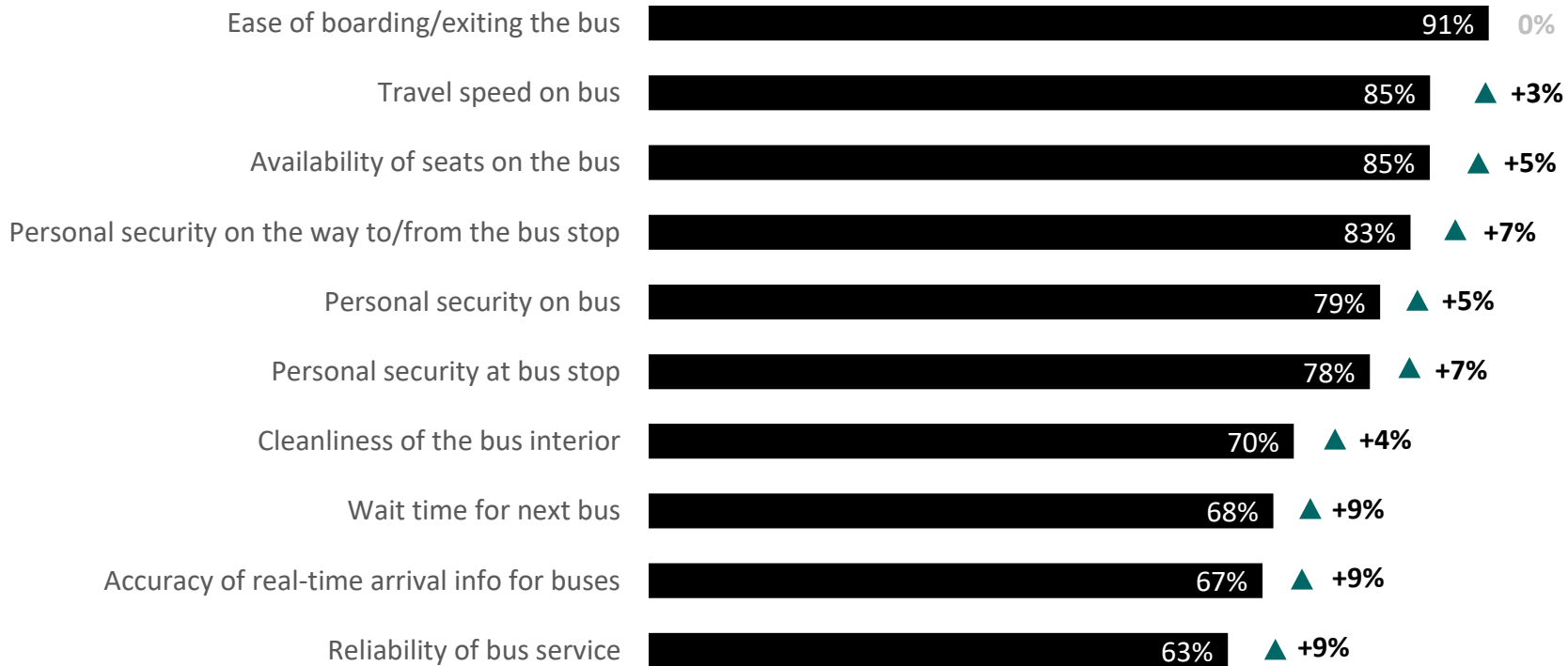


# Bus and Train Satisfaction

# Satisfaction with Bus Attributes

Though wait times, accuracy of arrival information, and reliability have room to improve, all three metrics have grown by 9 points since last Spring

## Satisfaction with Bus Attributes

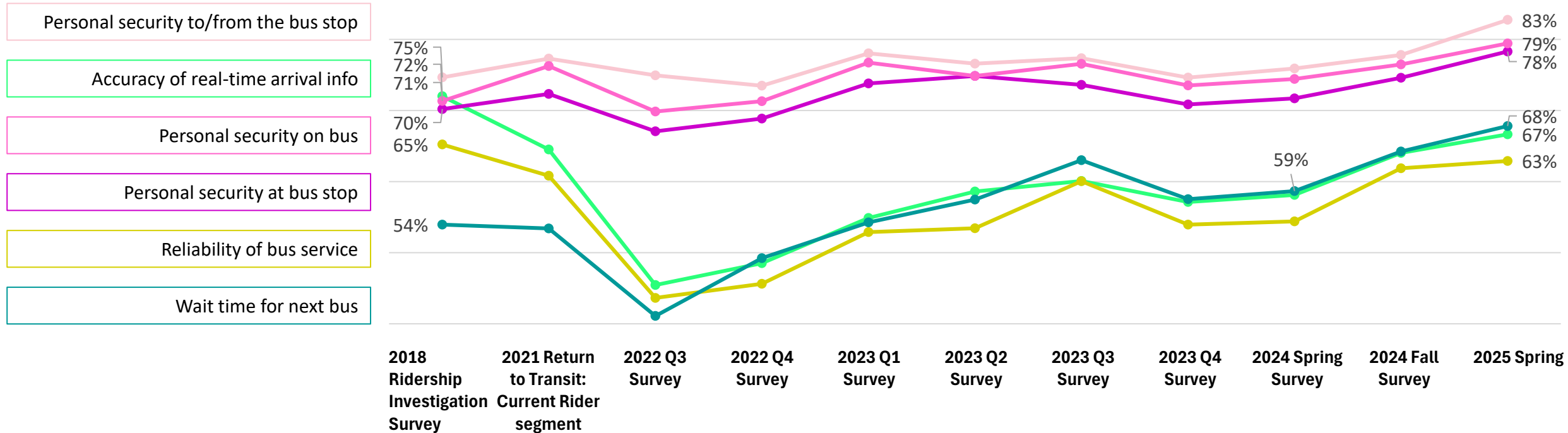


▲ ▼ Indicates increase or decrease year over year

# Satisfaction with Bus Attributes – Key Attributes Trended

Respondents are reporting higher satisfaction with bus personal security metrics over the past few years, but accuracy of real-time arrival info has yet to return to pre-pandemic levels

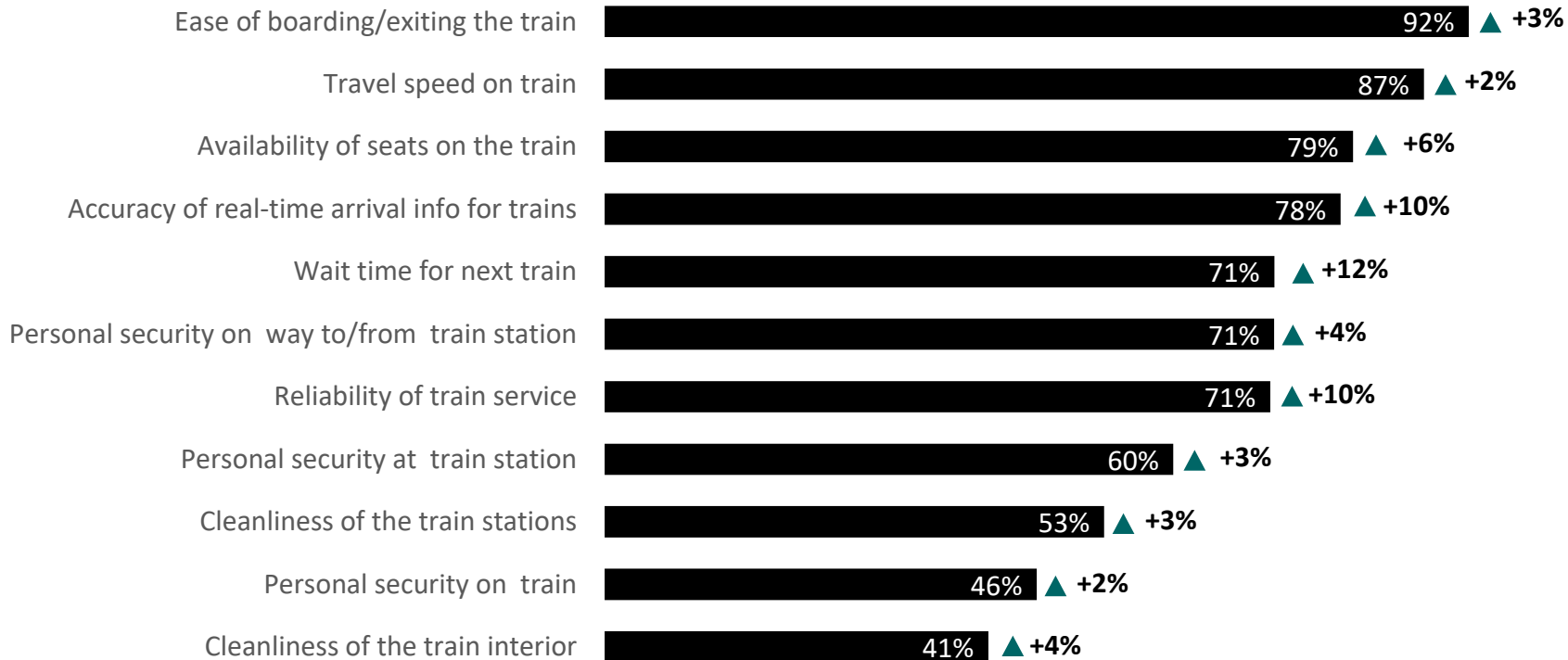
 Satisfaction with Key Bus Attributes



# Satisfaction with Train Attributes

The train has increased on all satisfaction metrics since a dip last year, but there remains opportunity to improve security and cleanliness

## Satisfaction with Train Attributes



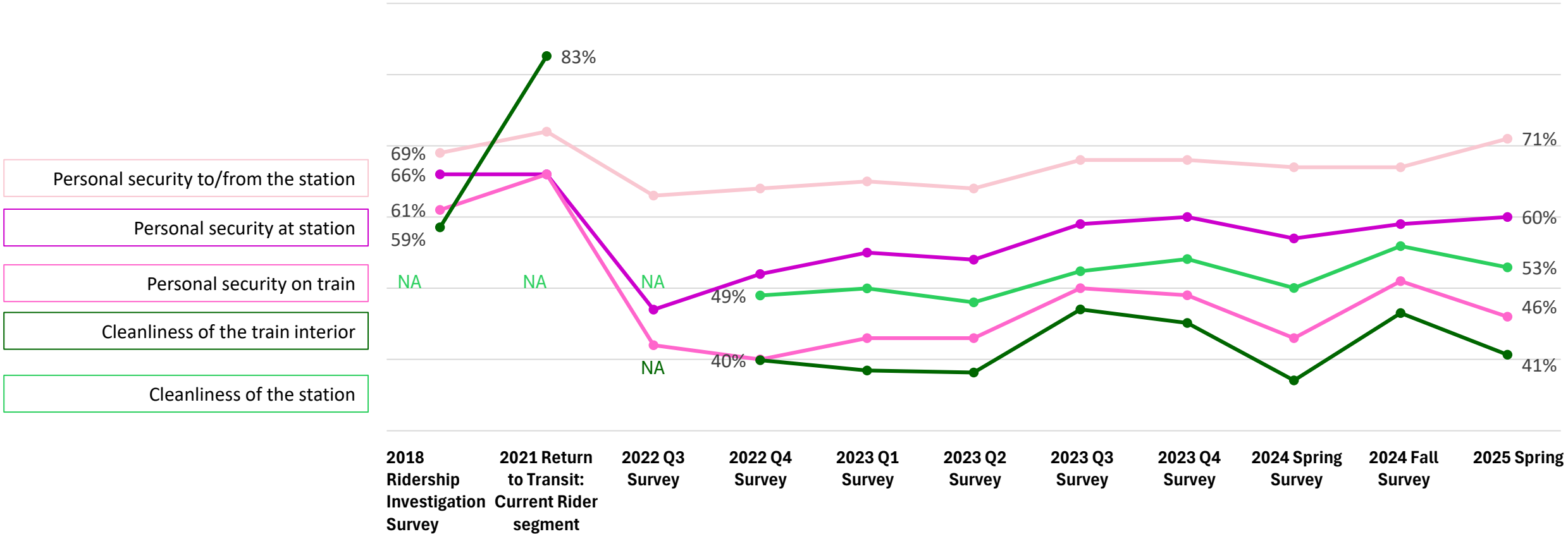
▲ ▼ Indicates increase or decrease year over year

# Satisfaction with Train Attributes – Key Attributes Trended

Security and cleanliness on board remain a challenge



Satisfaction with Key Train Attributes



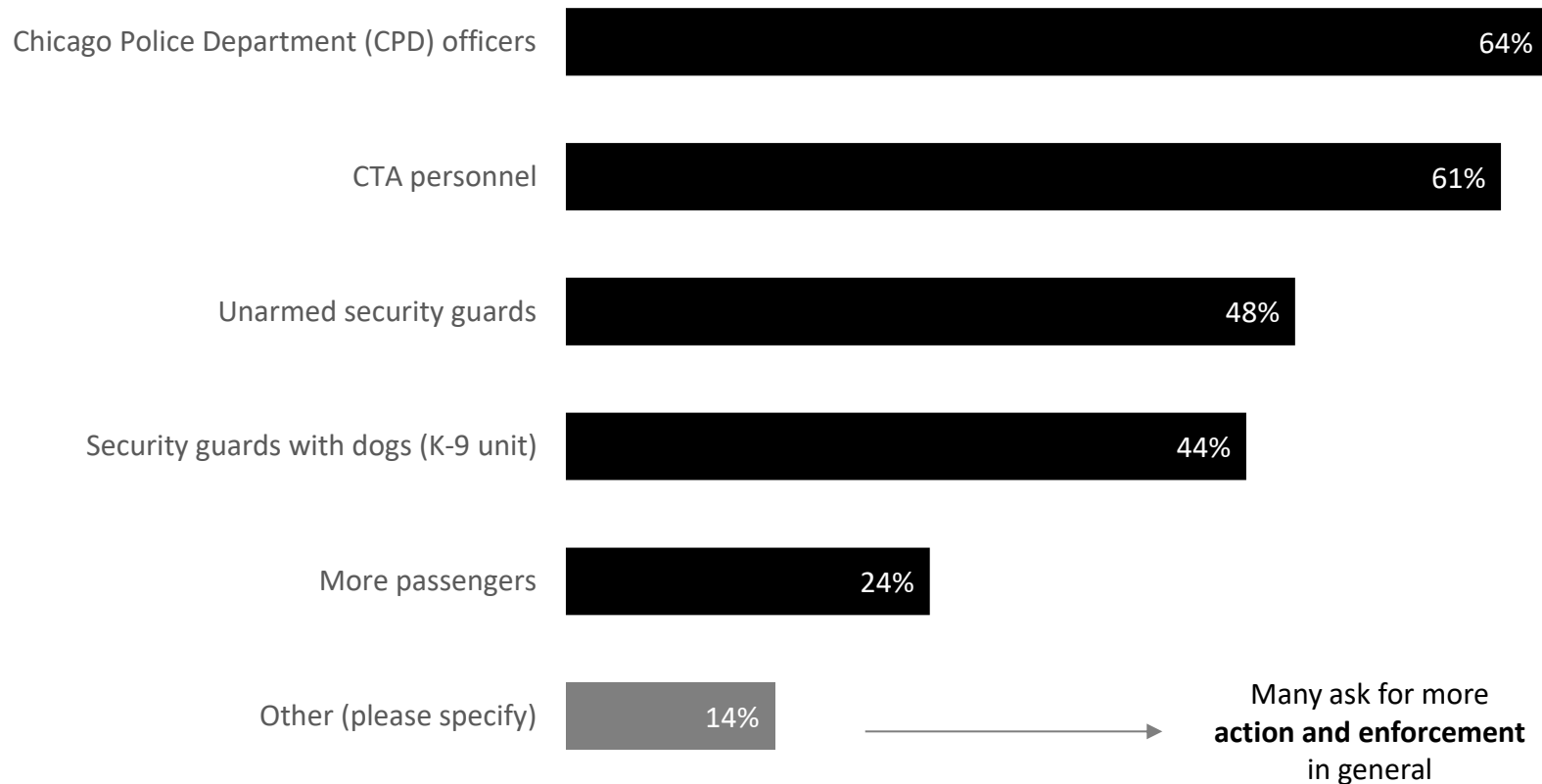
# Train Safety Attributes

Most riders would feel safer on trains and at stations if there were more police or CTA personnel



## Train Safety Attributes

(Among those dissatisfied with at least one aspect of train security, n=952)



# Ranked Factors for Satisfaction with Train Security

Most of all, riders want to see less alcohol, tobacco, and drug use on the trains



## Factors to Feel Safer on Train

Rank the following in order of how much each factor would make you feel safer.	Dissatisfied with at least one aspect of train security (n=952)
Fewer passengers using alcohol, tobacco, or other drugs	1
If more CTA personnel addressed unsafe behaviors	2
More direct outreach for riders experiencing homelessness, mental illness, and/or substance abuse	3
More Chicago Police Department (CPD) officers on the train/at train stations	4
More CTA personnel on the train/at train stations	5
More unarmed security guards on the train/at train stations	6
If CTA Trains were cleaner	7
If service came more frequently	8
Fewer passengers asking for money	9
More security guards with dogs (K-9 unit) on the system	10
More visible security cameras on the train/at train stations	11
If CTA stations were cleaner	12
More passengers riding the train	13
If train stations were better lit	14

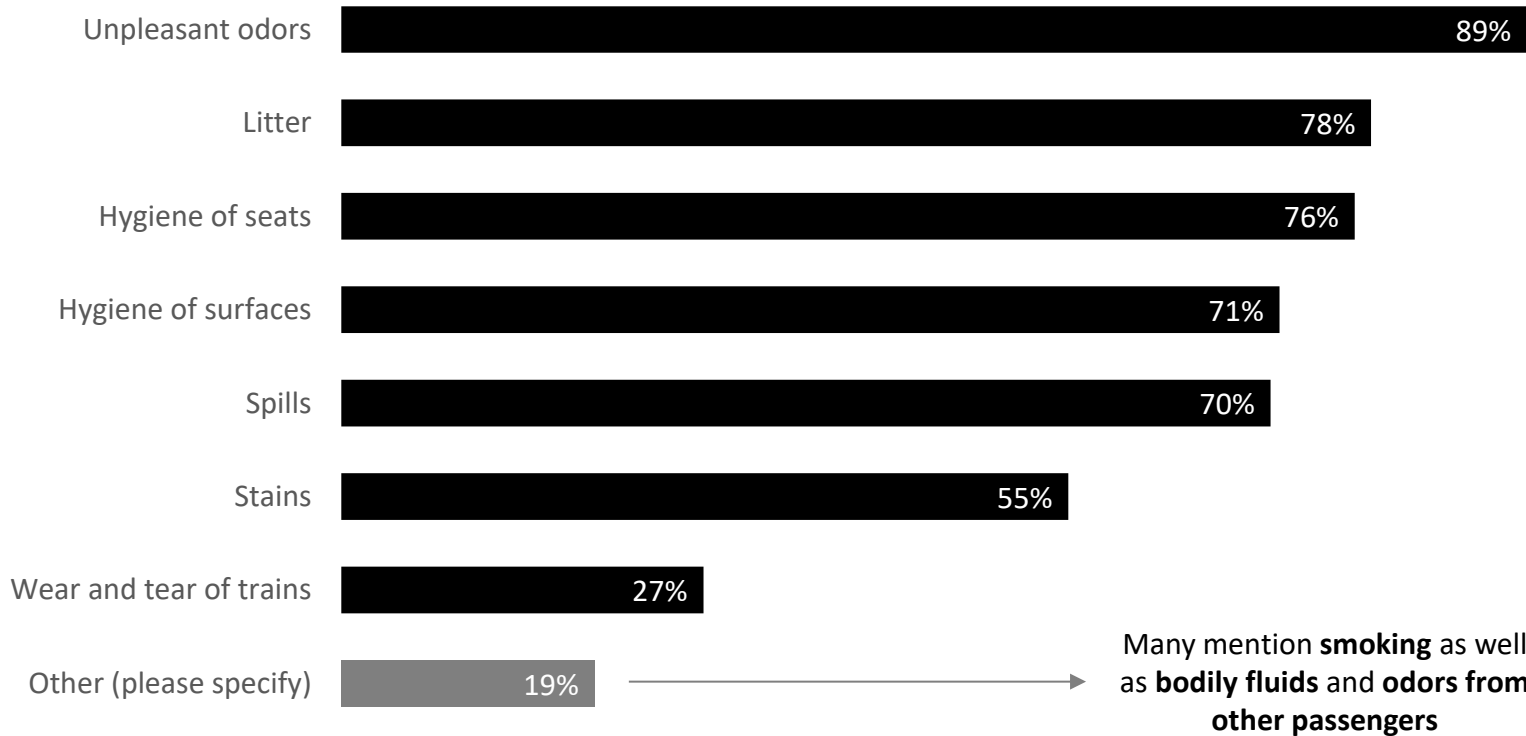
# Train Cleanliness Attributes

Unpleasant odors top the list of complaints regarding train cleanliness



## Train Cleanliness Attributes

(Among those dissatisfied with train interior cleanliness, n=1,033)



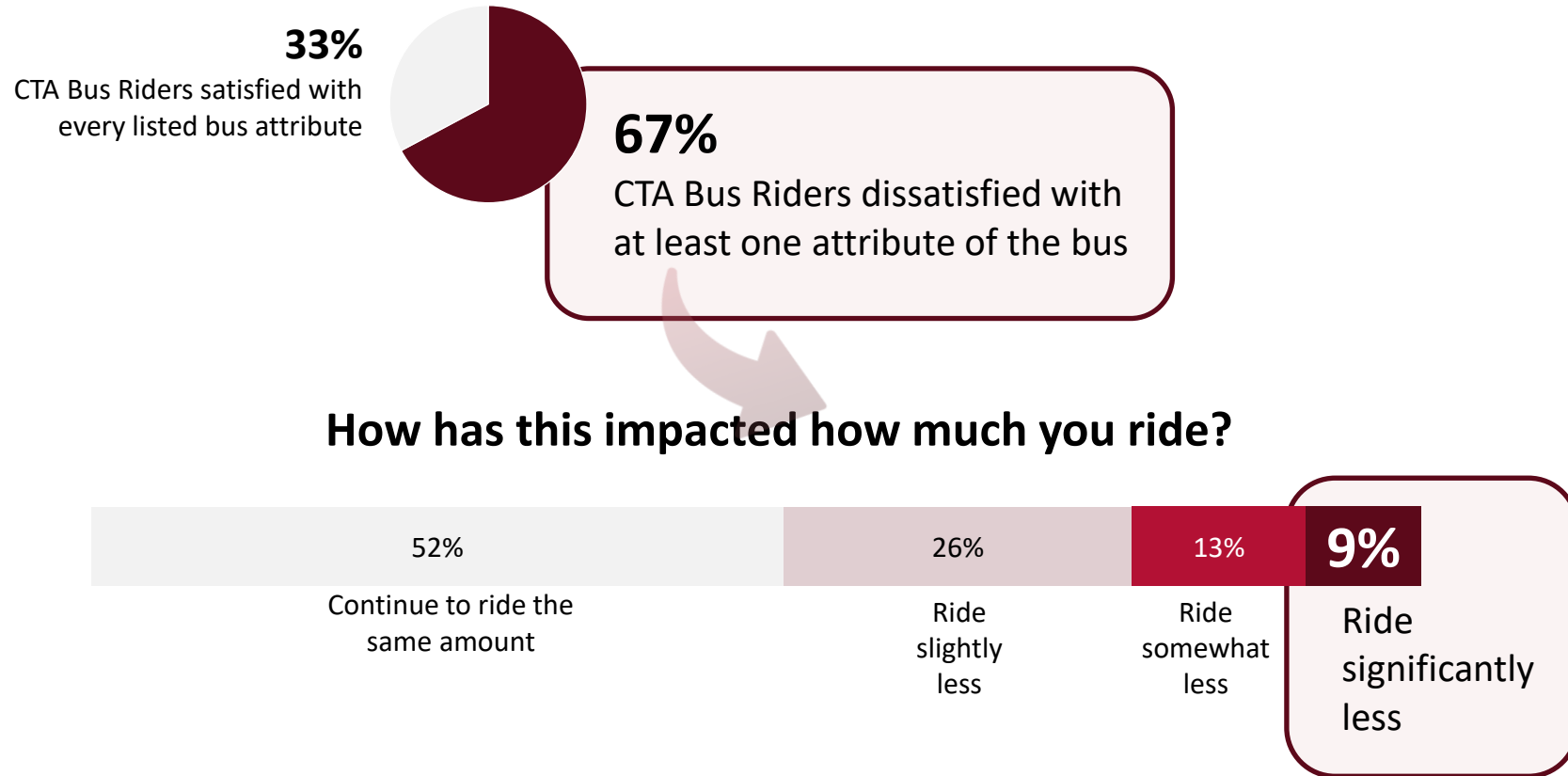
# Influence on Bus and Train Ridership

# Impact of Bus Dissatisfaction on Ridership

Of those who were dissatisfied, about half say they have been riding the bus less as a result, and 1/10 have significantly decreased ridership



## Impact of Bus Dissatisfaction on Ridership

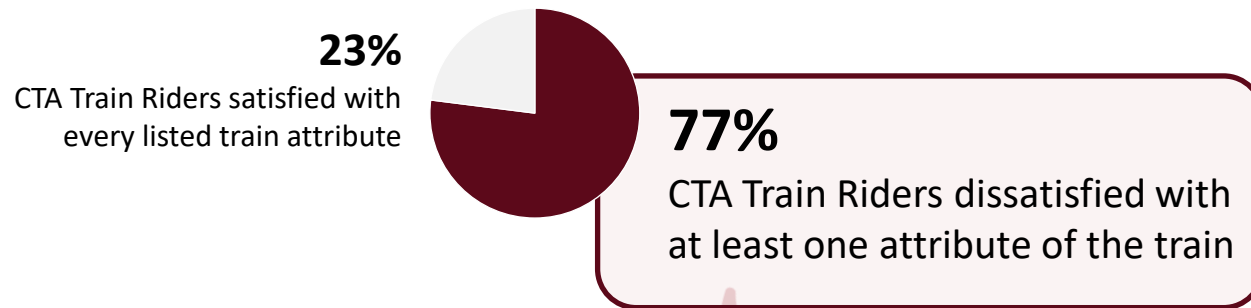


# Impact of Train Dissatisfaction on Ridership

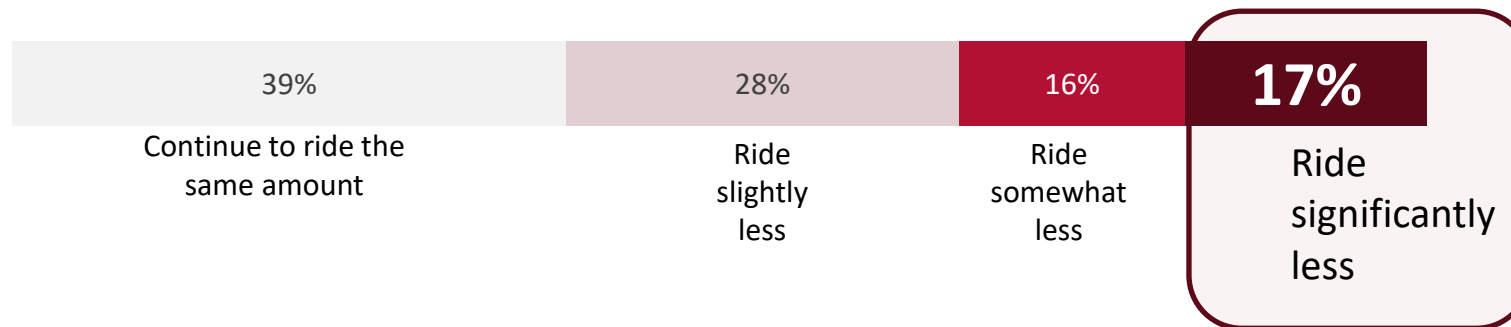
Nearly 1/5 train riders who are dissatisfied indicate they have significantly decreased ridership as a result



## Impact of Train Dissatisfaction on Ridership



### How has this impacted how much you ride?

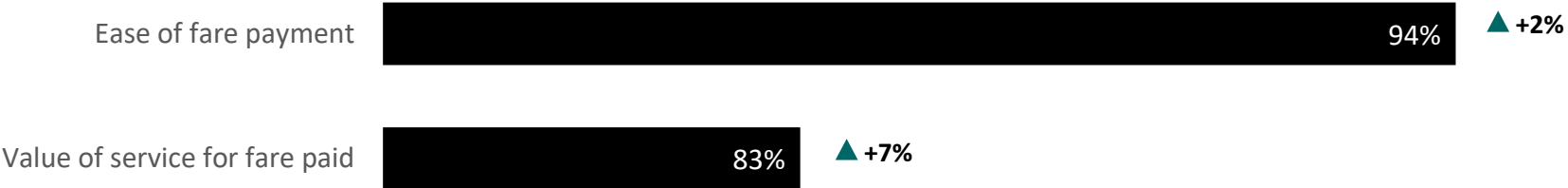


# Fare Collection Satisfaction

# Satisfaction with Fare Payment

Most riders find the fare payment process easy and are satisfied with the fare value

## Satisfaction with CTA Fare



▲ ▼ Indicates increase or decrease year over year



# CTA to Beat Traffic on the Kennedy

# CTA to Beat Traffic

Over 2/5 of riders who own cars have taken the CTA specifically to avoid traffic caused by construction on the Kennedy



## CTA's Value in Reducing Road Traffic

(Agree strongly/somewhat, among CTA Riders who own a car, n = 838)

CTA service is important because it reduces traffic congestion



I appreciate having the CTA as an option when there is road or highway construction



## Highway Construction's Impact on CTA Riders

(Agree strongly/somewhat, among CTA Riders who own a car, n = 838))

I've noticed an increase in traffic in my area because of road or highway construction



My commute has been impacted by road or highway construction



I have taken the CTA over driving on the Kennedy Expressway because of traffic caused by highway construction

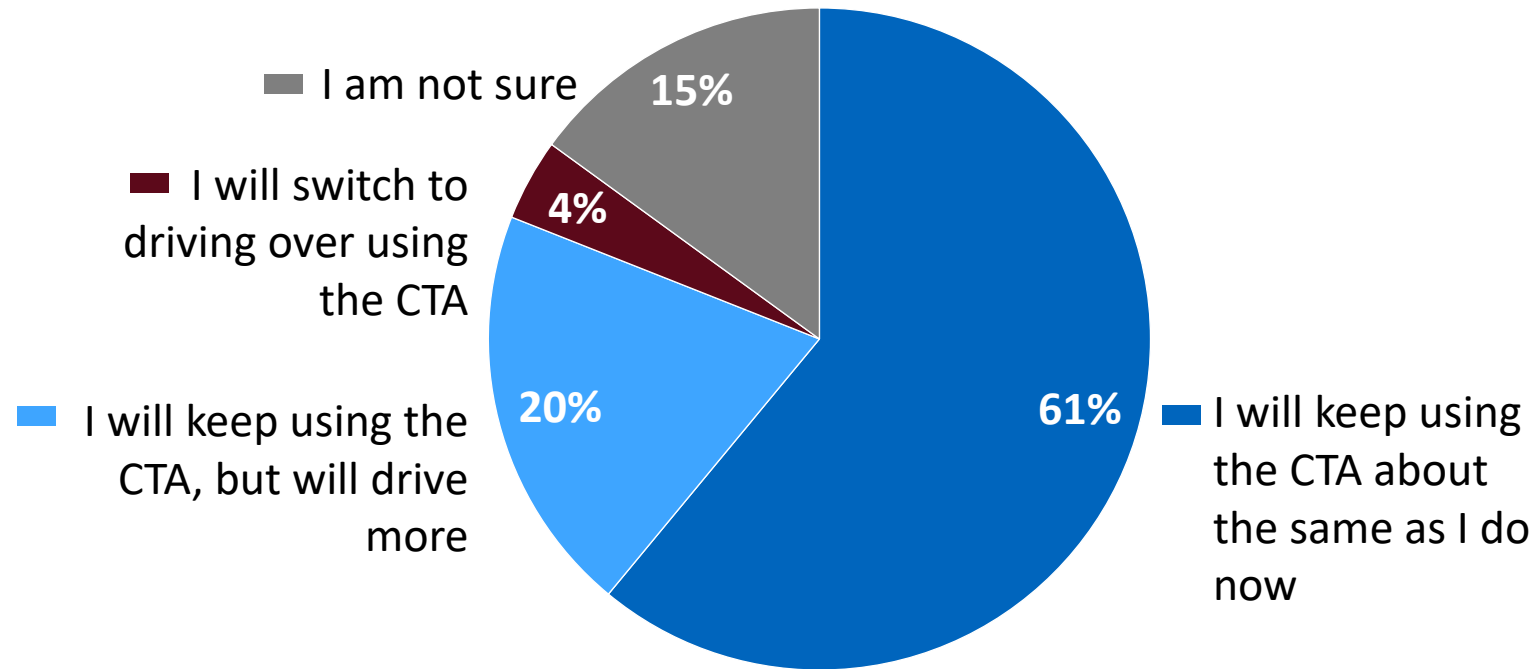


# CTA as an Alternative to Driving the Kennedy

Among those who opted for CTA to avoid traffic caused by Kennedy construction, most plan to continue using the CTA

## When construction on the Kennedy is finished, do you plan to continue using the CTA or switch to driving?

(Among CTA Riders who own a car and take CTA over driving on the Kennedy during construction, n = 369)



## When asked what rail stations and bus routes they've been using, top stations are on the Blue Line:

- O'Hare
- Western (Blue)
- Clark/Lake
- Jefferson Park
- Addison (Blue)
- Belmont (Blue)

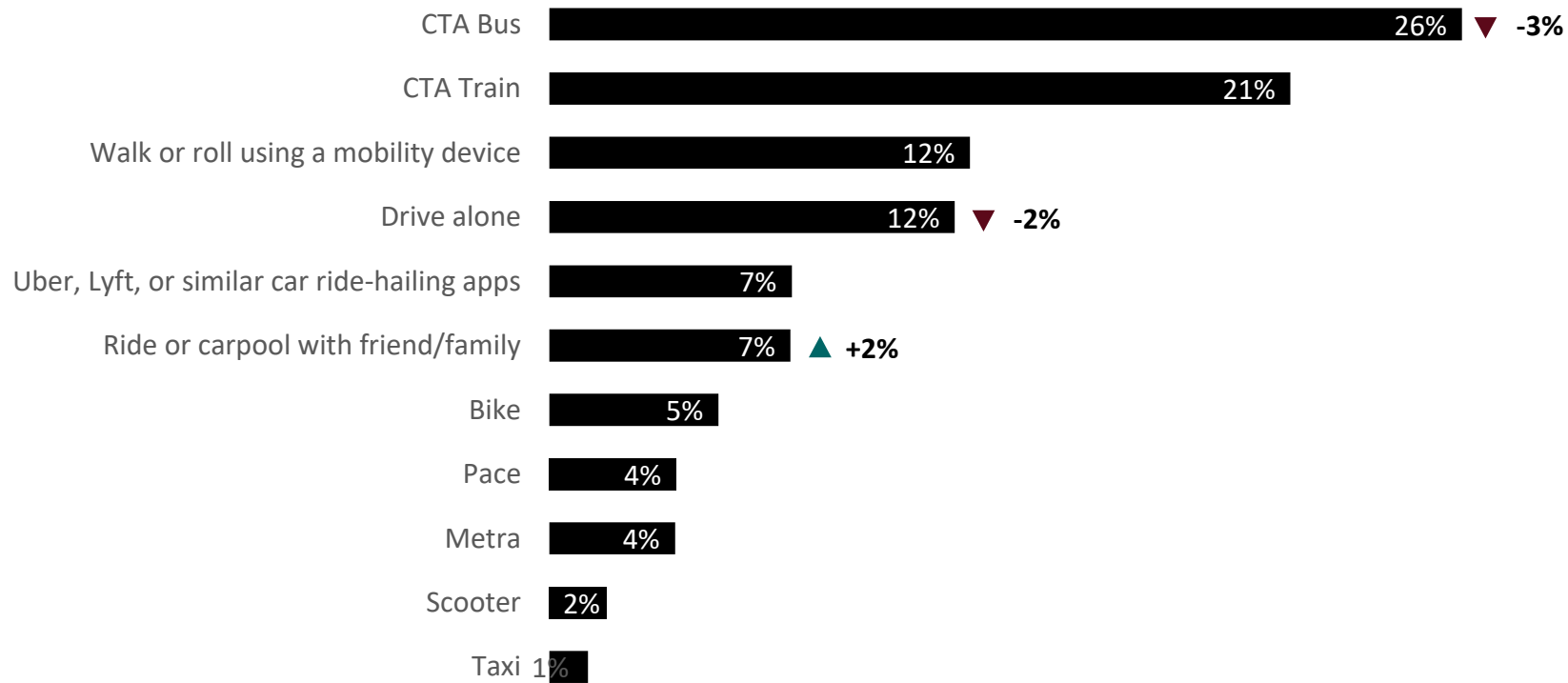
49 Western is the top bus route, but very little mention bus at all as an alternative to traffic on the Kennedy

# Mode Share and Trip Purpose

# Mode Share

The bus maintains the greatest mode share, despite a decrease from last Spring

## Mode Share

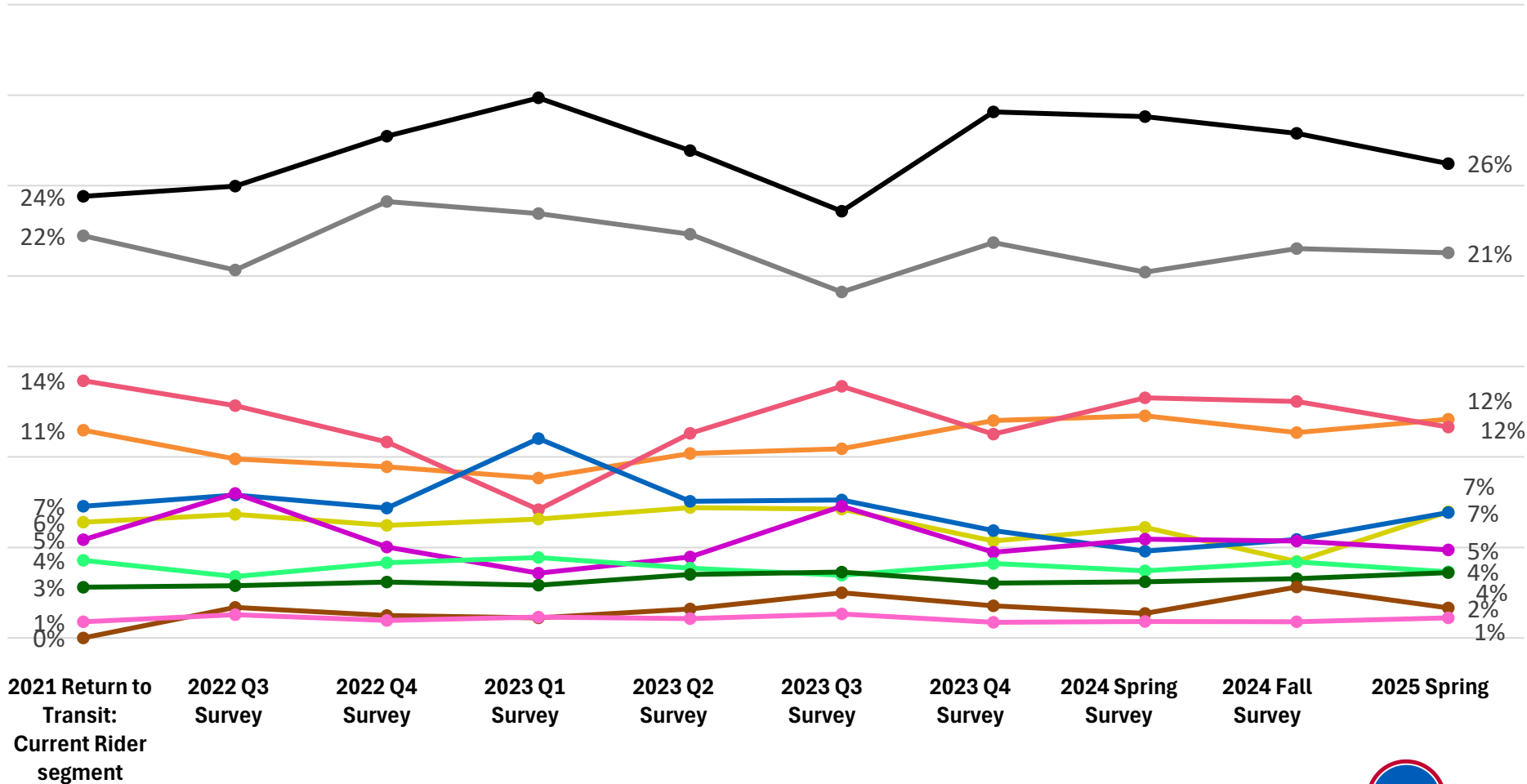
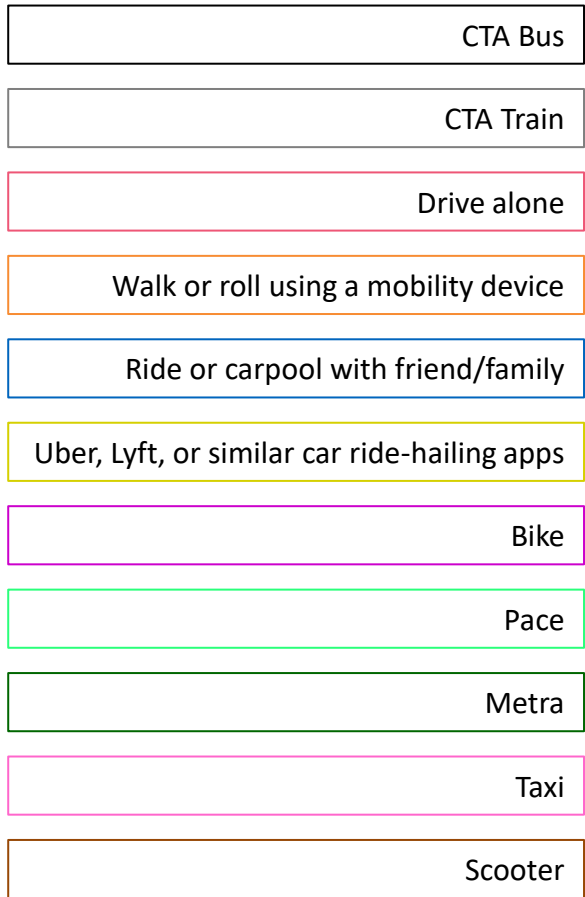


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# Mode Share - Trended

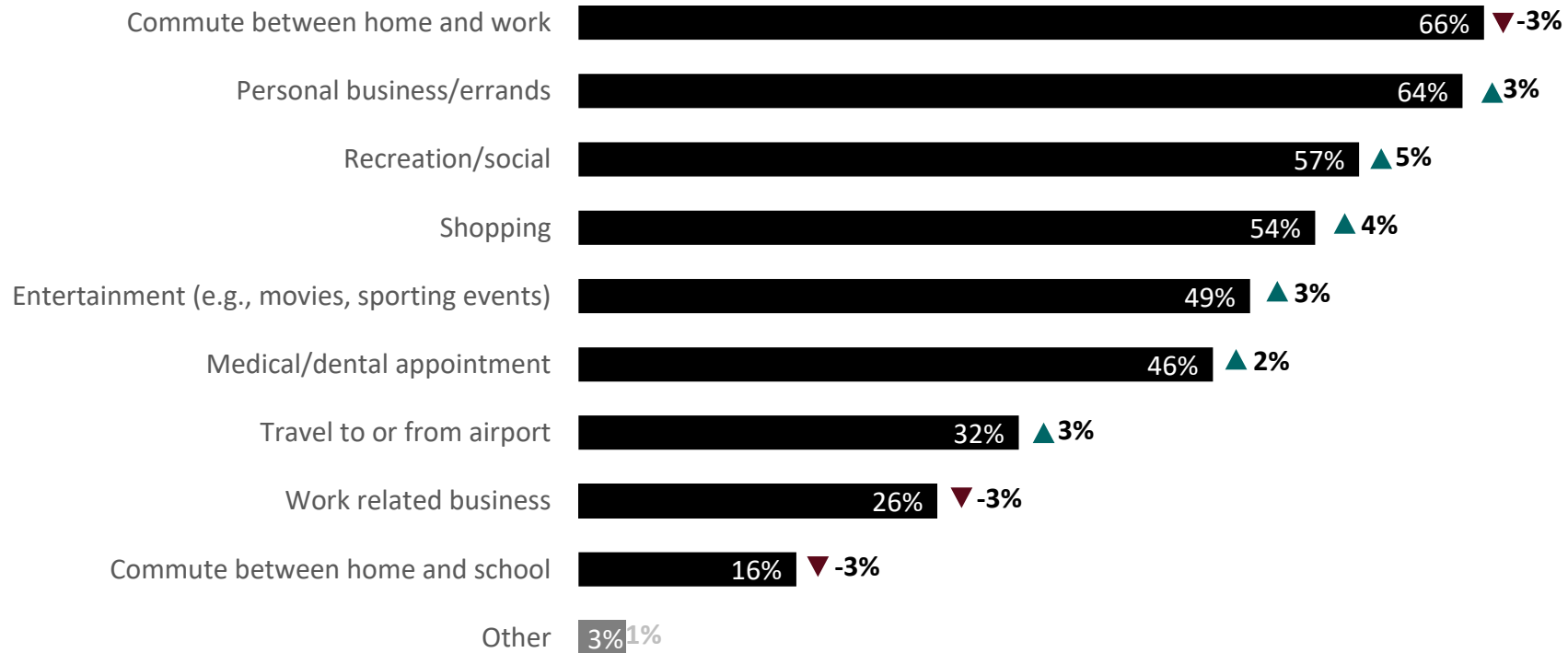
CTA Bus consistently holds a higher mode share among respondents than any other form of transportation



# Trip Purpose

3/5 of riders take the CTA for recreation/social reasons, an increase from last year

## Trip Purpose

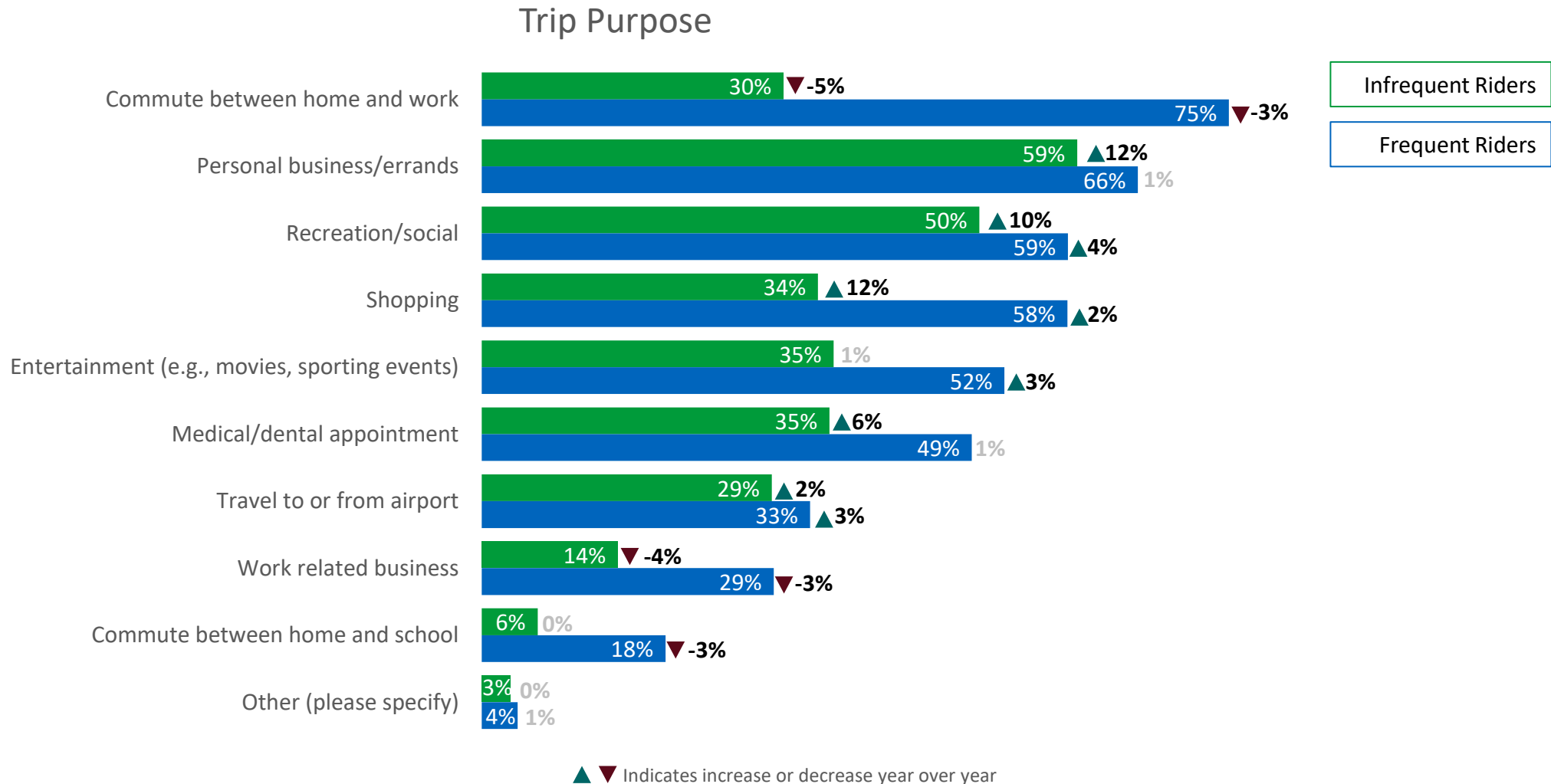


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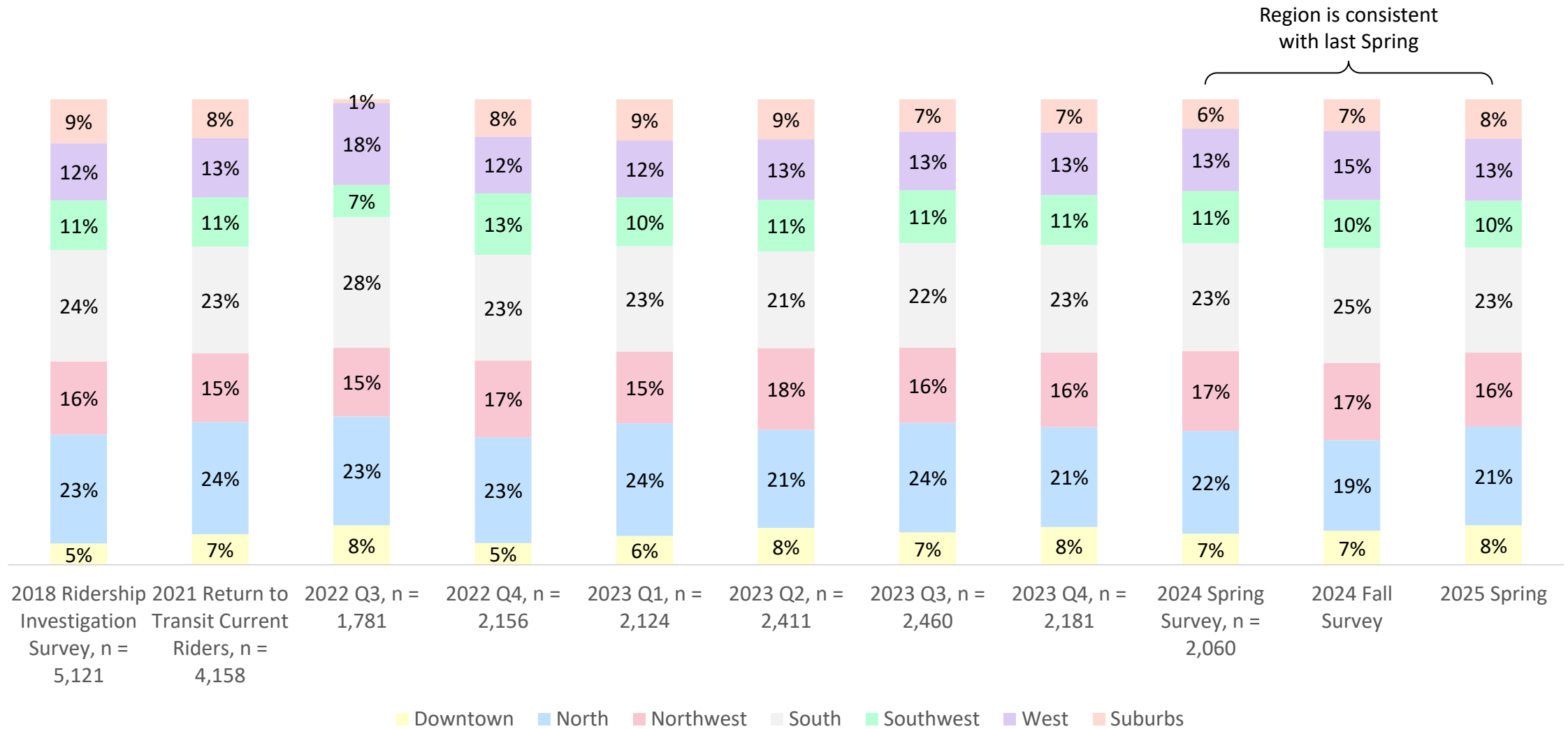
# Trip Purpose by Ridership

Personal business/errands are top trip purposes for **Infrequent Riders**, while **Frequent Riders** top purpose is commuting to work

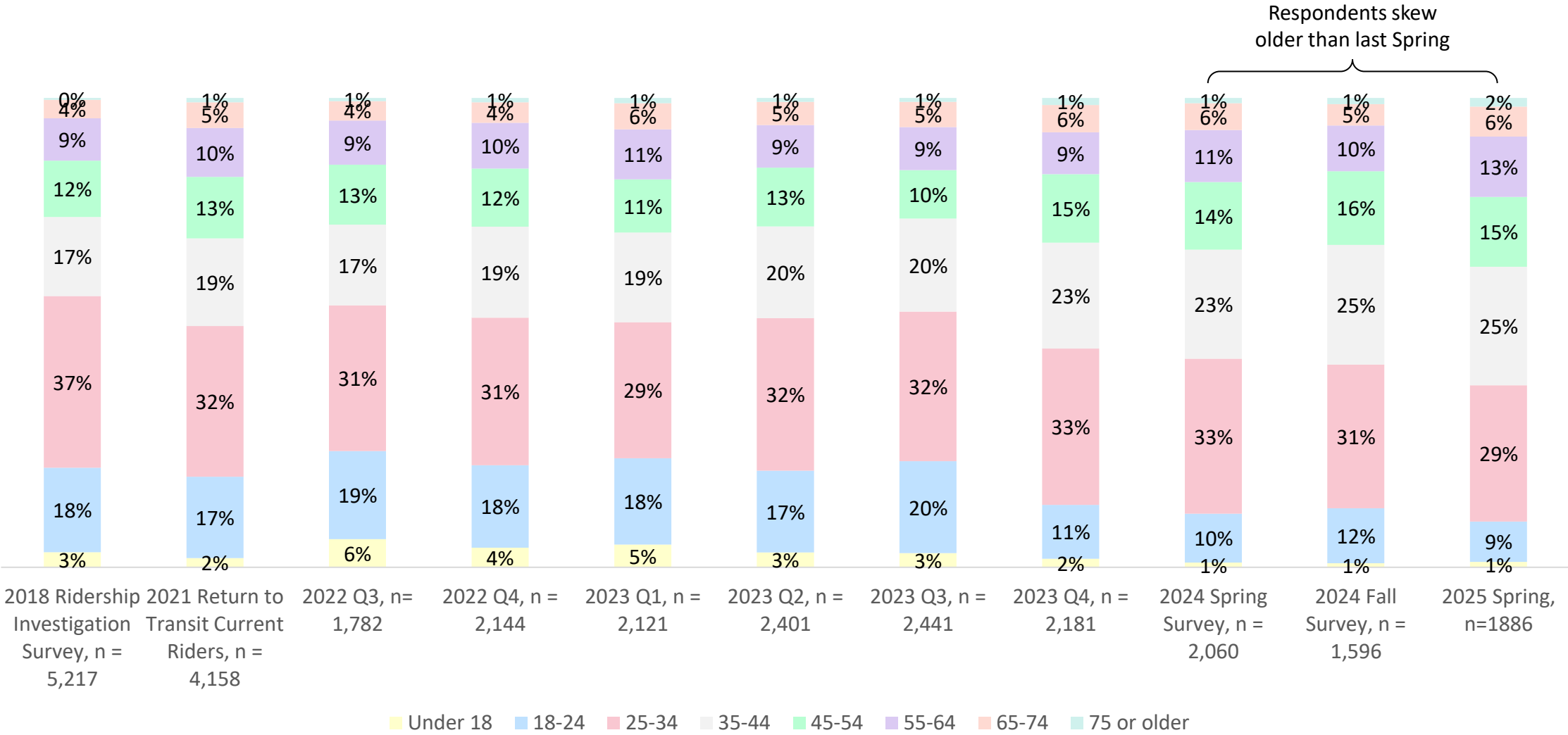


# Demographics

# Region

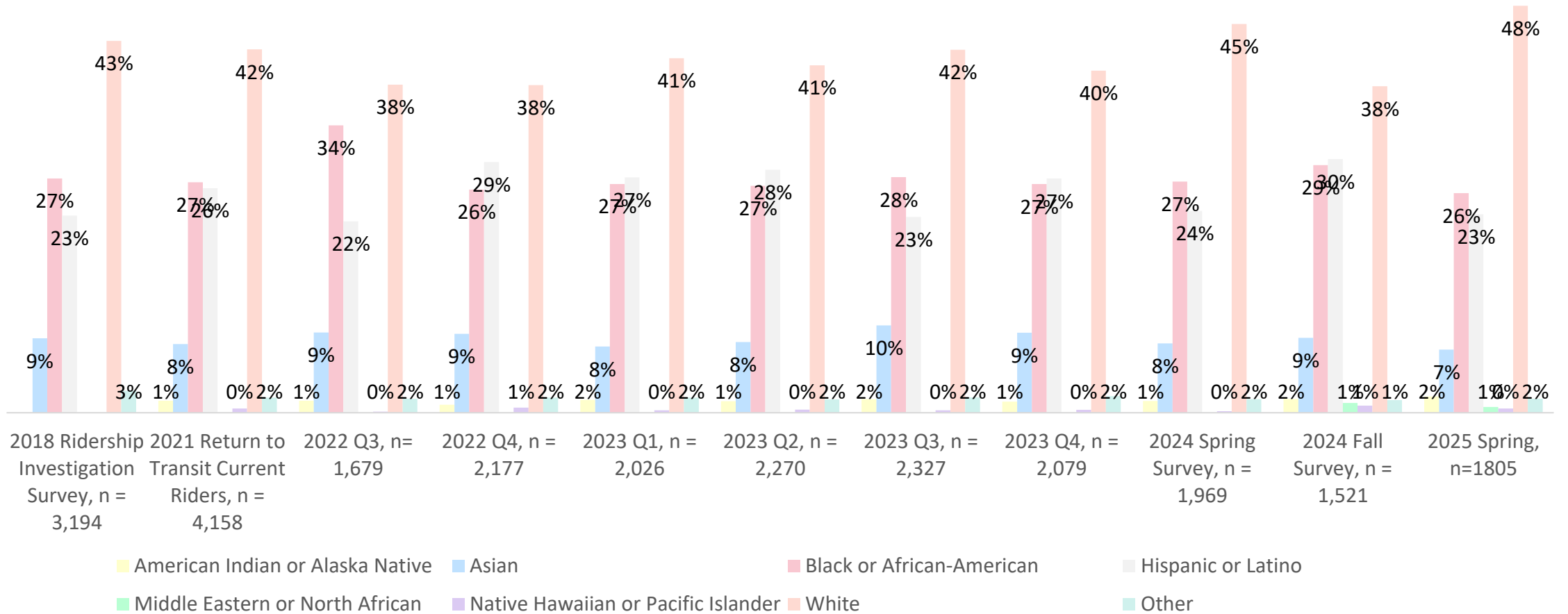


# Age

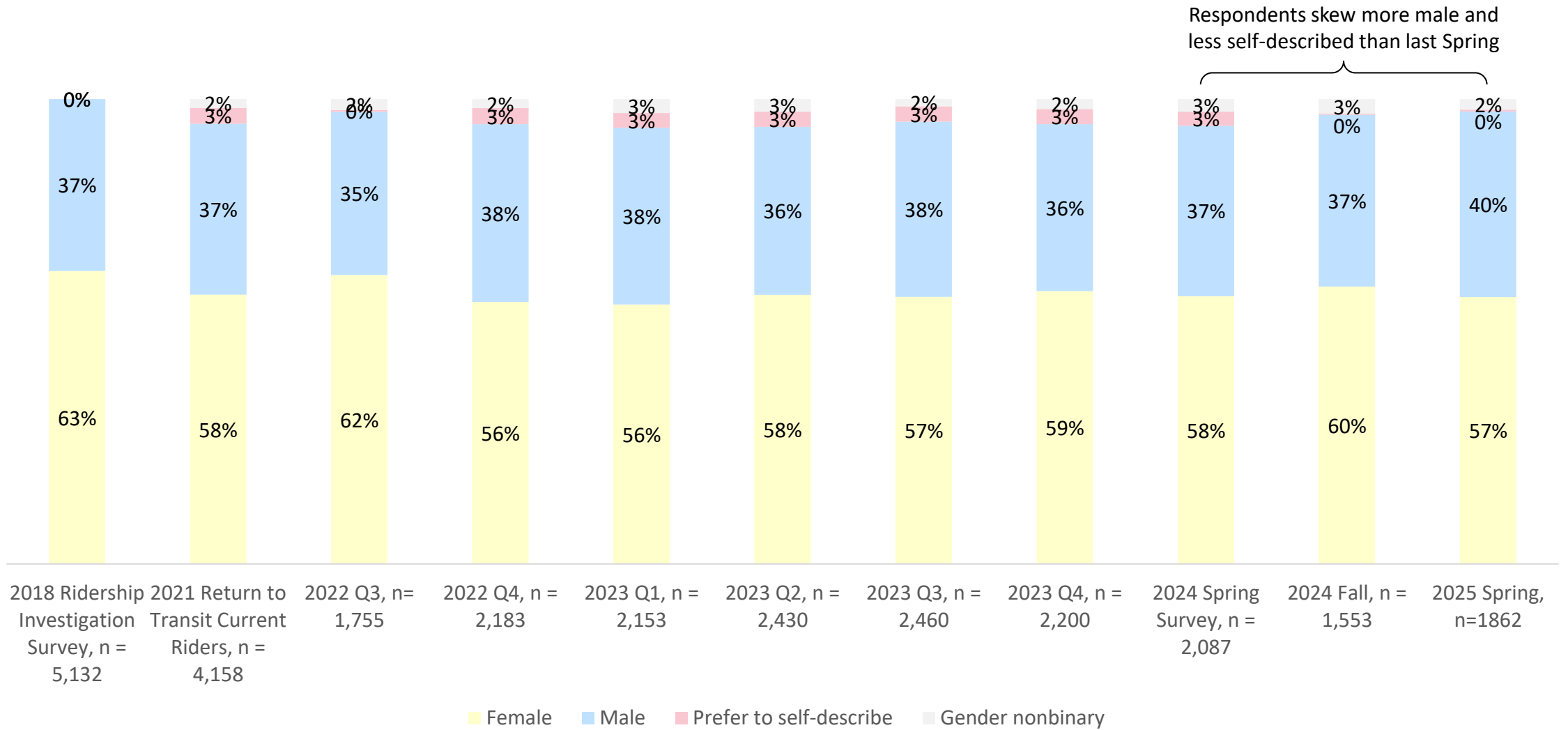


# Ethnicity

Respondents skew slightly less ethnically diverse than last Spring



# Gender



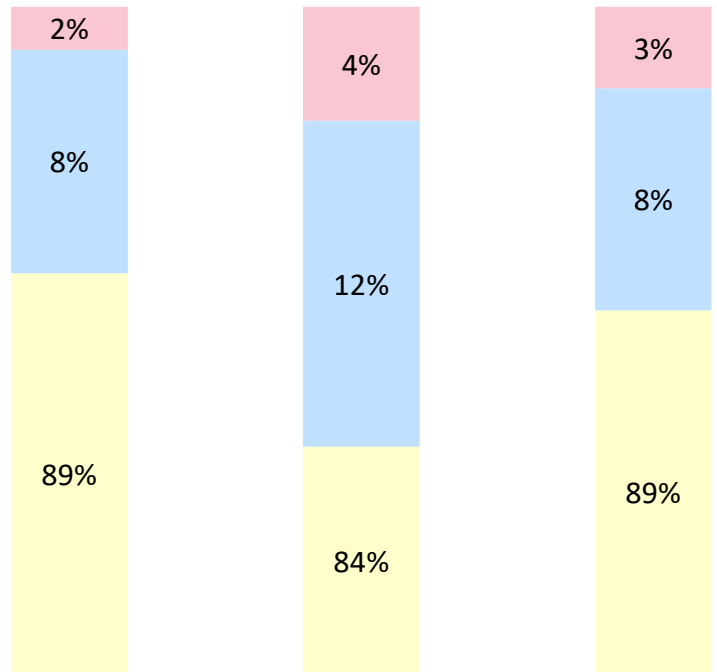
# Language and English Proficiency

Primary language is consistent with last Spring



## Primary Language Spoken at Home

(Among all respondents)



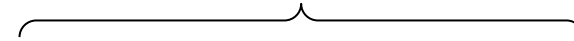
2024 Spring

2024 Fall

2025 Spring

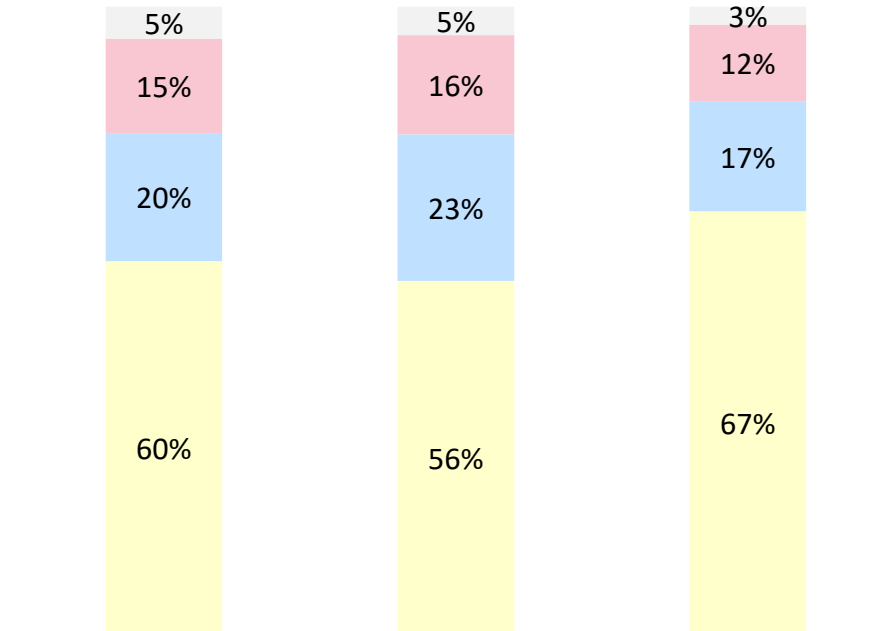
English Spanish All other languages

English proficiency skews higher than last Spring



## English Proficiency

(Among respondents whose primary language spoken at home is not English)



2024 Spring Survey, n = 229

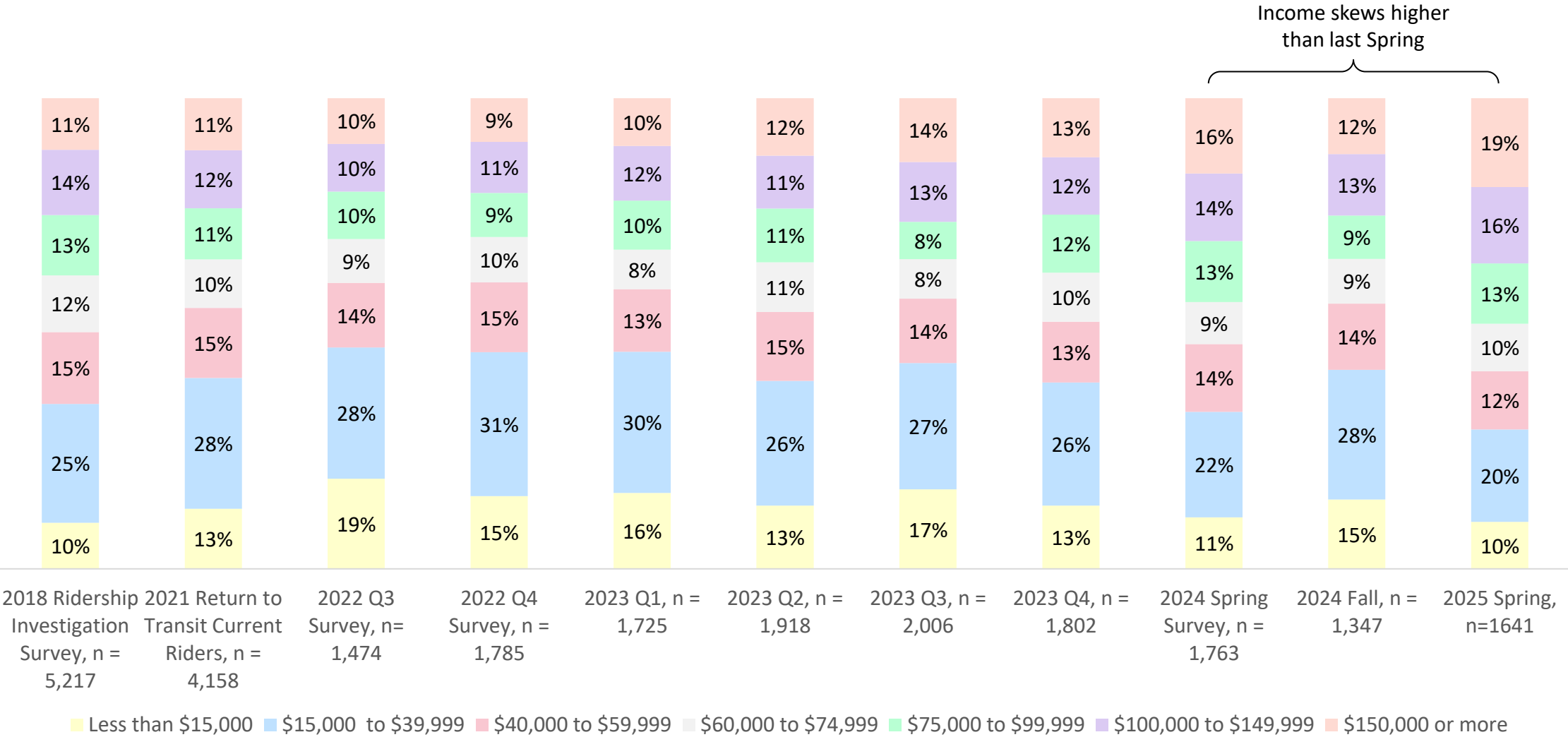
2024 Fall, n = 255

2025 Spring, n = 212

Very well Well Not well Not at all

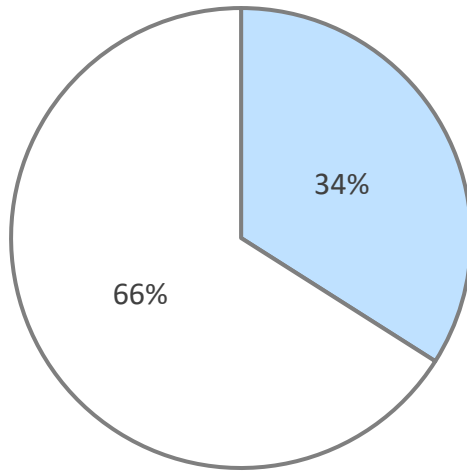


# Household Income



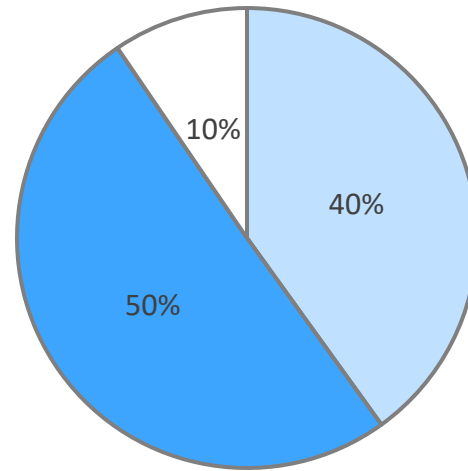
# Household Composition

## Households with Children



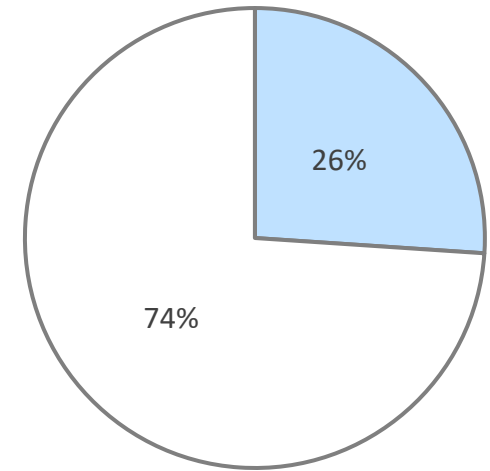
■ Children   ■ No children

## Households with adults aged 18-64



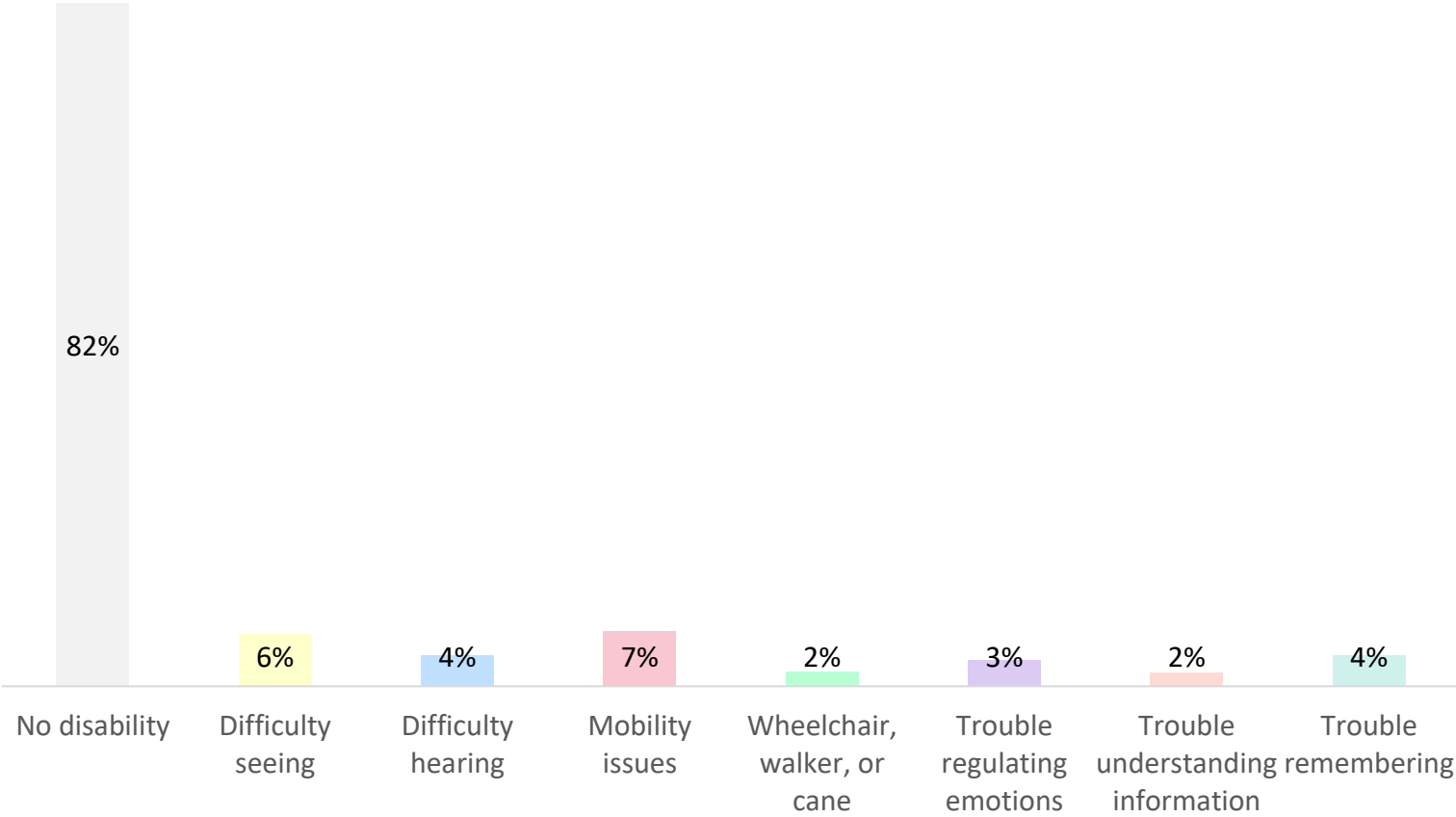
■ One 18-64   ■ More than one 18-64   ■ No 18-64

## Households with seniors aged 65+



■ 65+   ■ No 65+

# Disability Status

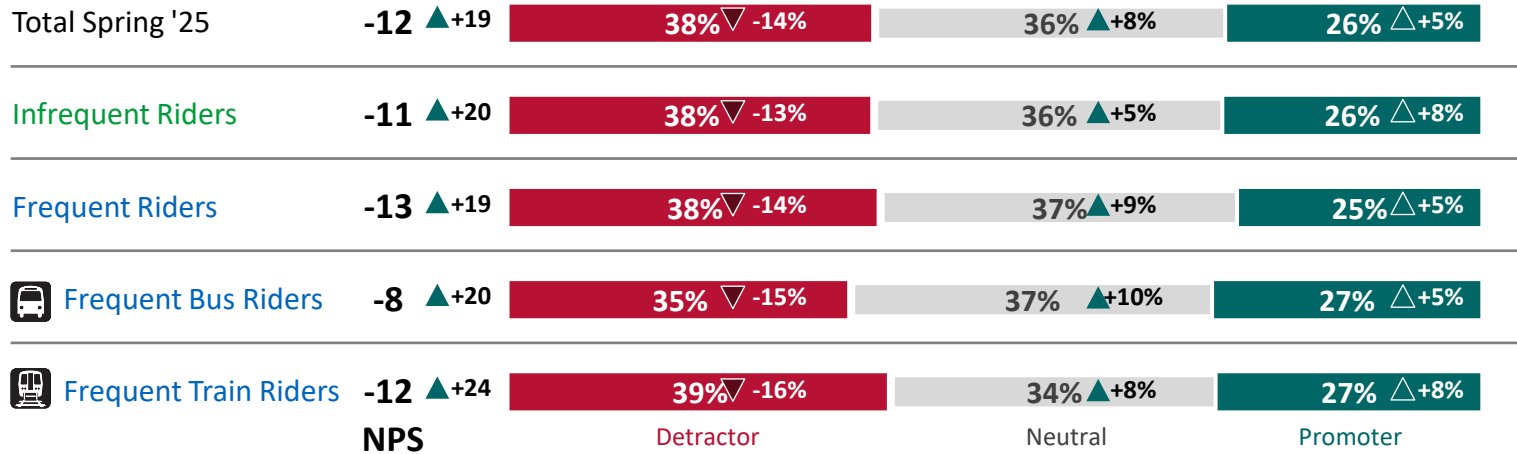


# Appendix

# Net Promoter Score (NPS)

NPS is up 19 points since last Spring and is also higher among those who ride the bus more than the train

## Net Promoter Score (NPS)



*Net Promoter Score (NPS) is a market research metric of customer advocacy where respondents rate their likeliness to recommend CTA to friends or family, on a scale of 0 to 10. They are then grouped by rating as detractors (rating of 0-6), neutral (rating of 7-8) or promoters (rating of 9-10). NPS is calculated by subtracting total percentage of detractors from promoters.*



# Ranked Factors for Satisfaction with Bus Security

Among those who expressed dissatisfaction with bus security (n=467), direct outreach to the unhoused and mentally ill, action from CTA personnel, and less drugs and smoking on the bus would increase feelings of safety



## Factors to Feel Safer on the Bus

Rank the following in order of how much each factor would make you feel safer.	Dissatisfied with at least one aspect of bus security (n=467)
<b>More direct outreach for riders experiencing homelessness, mental illness, and/or substance abuse</b>	<b>1</b>
<b>If more CTA personnel addressed unsafe behaviors</b>	<b>2</b>
<b>Fewer passengers using alcohol, tobacco, or other drugs</b>	<b>3</b>
More Chicago Police Department (CPD) officers on the bus/at bus stops	4
If service came more frequently	5
More unarmed security guards on the bus/at bus stops	6
More security guards with dogs (K-9 unit) on the system	7
More CTA personnel on the bus/at bus stops	8
More visible security cameras on the bus/at bus stops	9
Fewer passengers asking for money	10
If bus stops were better lit	11
If CTA buses were cleaner	12
More passengers riding the bus	13



# Ranked Factors for Increased Ridership

Respondents ranked better security on board and at stops and stations, as well as faster and more reliable bus service as the top factors that would encourage more frequent use of CTA

Which of the following improvements would encourage you to ride CTA more frequently?	2025 Spring	2024 Fall	Spring 2024
If there was better security on board	1	1	3
If buses were faster and more reliable	2	3	1
If service came more frequently during weekdays	3	5	2
If service came more frequently during weekends	4	4	7
If there was better security at stations/stops	5	2	5
If trains were faster and more reliable	6	7	6
If real-time arrival information for buses was more accurate	7	6	4
If vehicles/stations were cleaner	8	8	8
If real-time arrival information for trains was more accurate	9	9	9
If CTA fares were lower/more affordable	10	10	10
If payment system for CTA, Metra, and Pace was integrated to make transfers between services more seamless	11	11	11



# Ranked Factors for Increased Ridership – Expanded View

Fare prices and system integration are the lowest priority improvements for current riders

## Detailed View of Top 11 Attributes to Ride More

**Which of the following improvements would encourage you to ride CTA more frequently?**

