

# 2023 Q1 Customer Survey Results

June 16, 2023



Chicago Transit Authority

# QUARTERLY SURVEY OVERVIEW

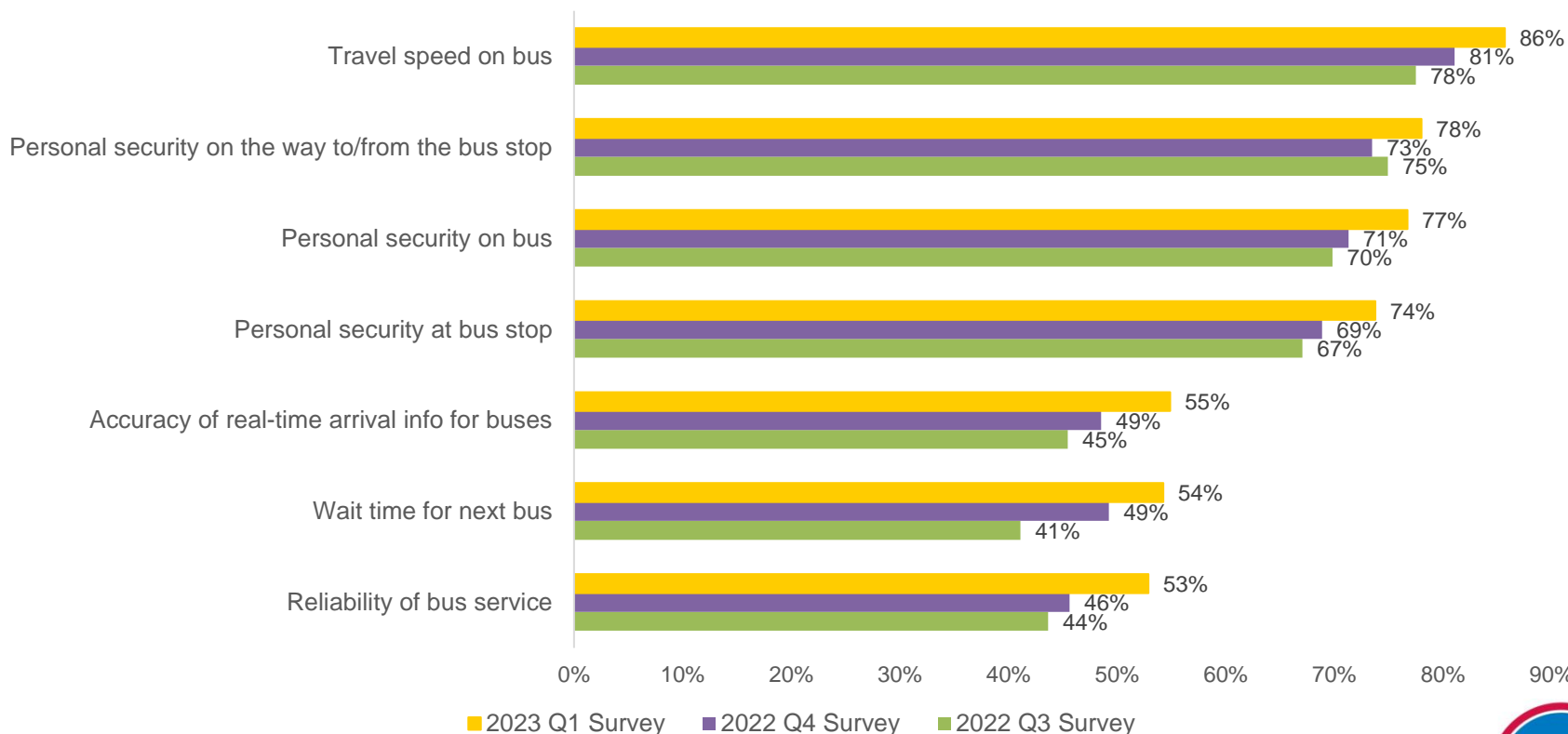
- Quarterly survey initiative began in Q3 2022 to provide more frequent updates on customer satisfaction and travel patterns in the COVID recovery period.
- This presentation focuses on the results from the Q1 2023 survey, the third quarterly survey conducted.
- Quarterly surveys include:
  - Questions about customer habits and preferences that will stay consistent for each quarterly survey in order to track trends
  - Questions on a focus topic that will change each quarter
  - An English and Spanish version of the survey
- Focus topics for Q1 2023 survey included:
  - Personal Security and Service Reliability
    - Q3 2022 survey focused on the same topics, allowing for comparison across quarterly surveys



# CUSTOMER SATISFACTION: BUS ATTRIBUTES COMPARED TO PAST QUARTERLY SURVEYS

Respondent satisfaction with all attributes related to CTA Bus have increased since the quarterly survey effort was initiated. Accuracy of real-time information, wait time for the next bus, and reliability of bus service have increased significantly.

## Percent Satisfied with CTA Bus Attributes Compared with Past Quarterly Surveys



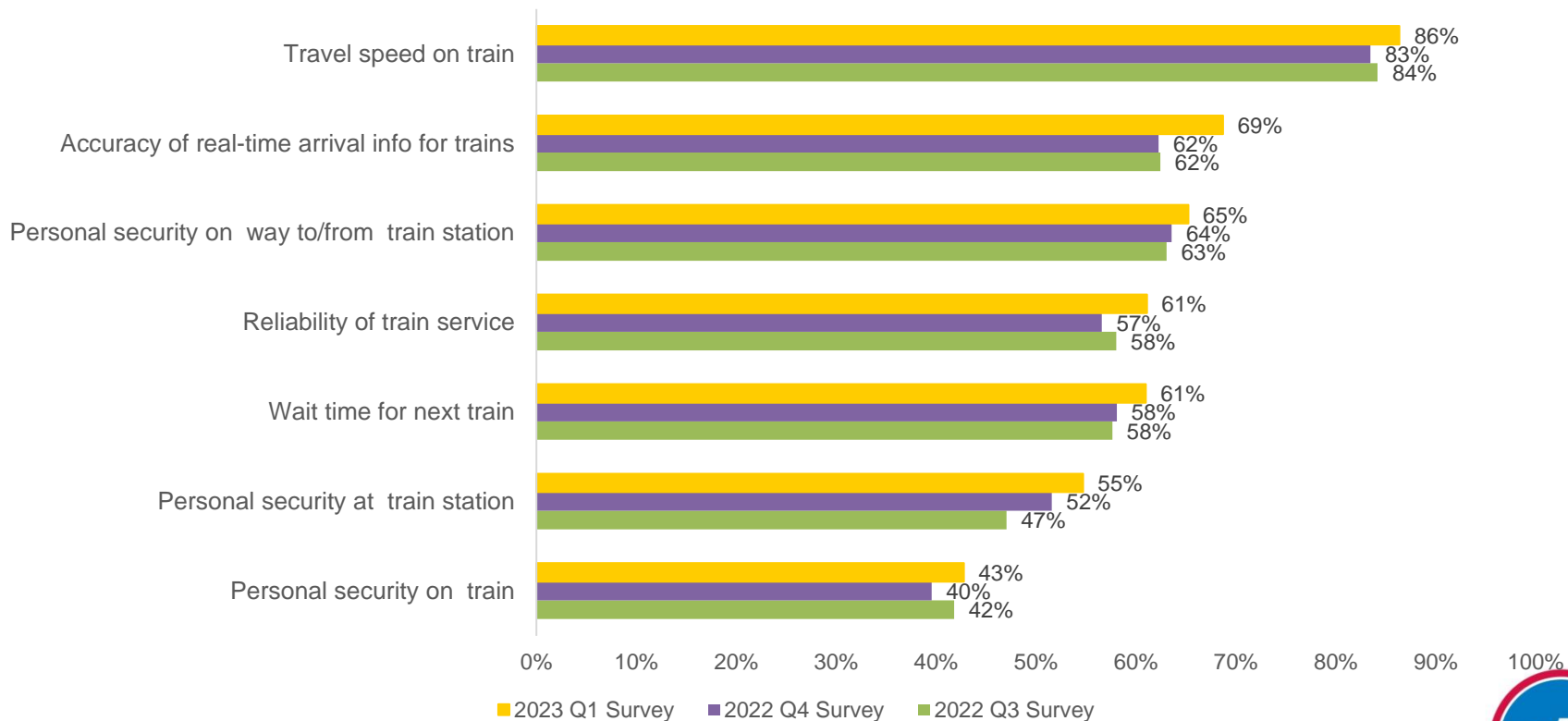
For the Q4 2022 and Q1 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about wait time generally.



# CUSTOMER SATISFACTION: RAIL ATTRIBUTES COMPARED TO PAST QUARTERLY SURVEYS

Respondent satisfaction with all attributes related to CTA Train have increased since the quarterly survey effort was initiated, with personal security at train stations and accuracy of real-time information showing the largest improvement.

## Percent Satisfied with CTA Train Attributes Compared with Past Quarterly Surveys



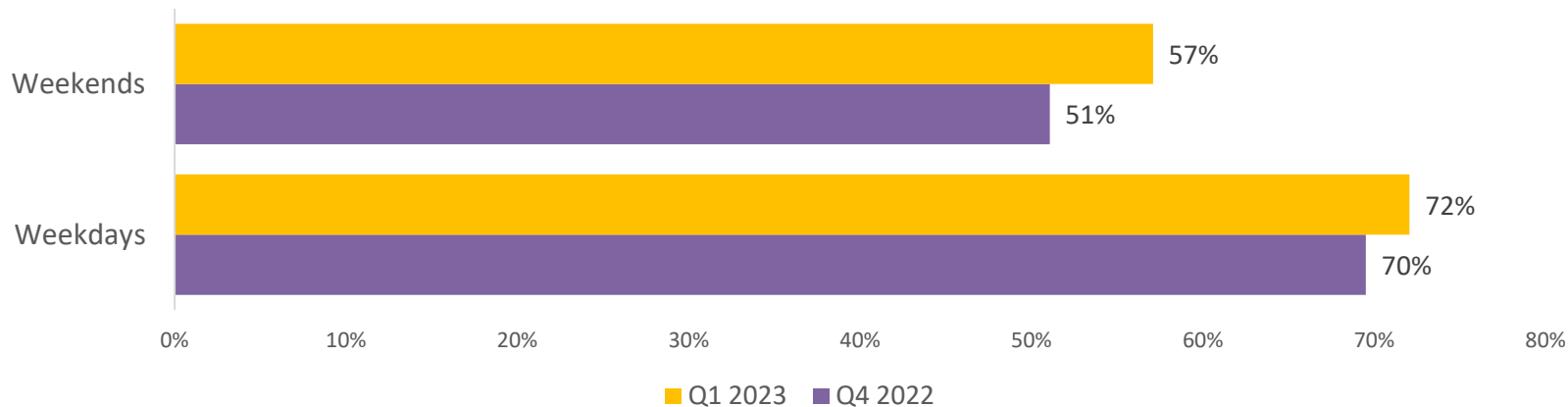
For the Q4 2022 and Q1 2023 results, satisfaction with wait time for next bus represents the average satisfaction with wait time for next bus on weekdays and wait time for next bus on weekends in order to compare with past surveys, which only asked about wait time generally.



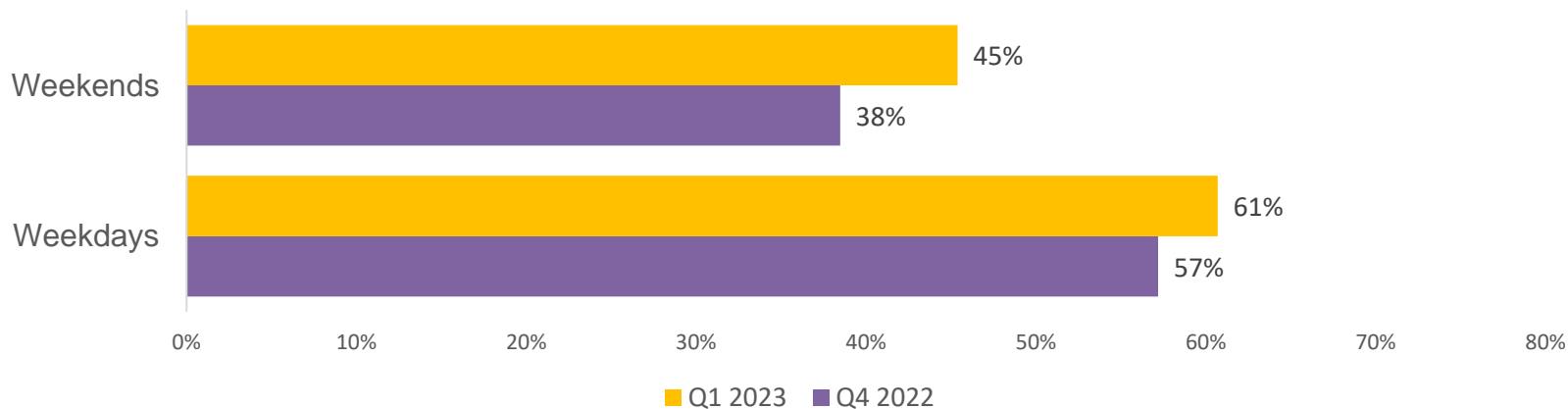
# CTA RELIABILITY: WEEKDAYS VS WEEKENDS

Respondents from Q1 2023 were more likely to agree that services arrive when they expect it to compared to respondents from Q4 2022.

Agreement with:  
"Trains arrive when I expect them to"



Agreement with:  
"Buses arrive when I expect them to"



# RANK OF IMPROVEMENTS THAT WOULD ENCOURAGE MORE FREQUENT CTA USE

Respondents ranked increased frequency during peak periods, accuracy of real-time arrival information for buses and increased speed and reliability of buses 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?	All, n = 2,152	Frequent riders, n = 1,843	Infrequent riders, n = 310
If service came more frequently during weekdays	1	1	9
If real-time arrival information for buses was more accurate	2	2	3
If buses were faster and more reliable	3	3	5
If service came more frequently during weekends	4	4	4
If there was better security on board	5	7	1
If trains were faster and more reliable	6	5	7
If real-time arrival information for trains was more accurate	7	6	6
If there was better security at stations/stops	8	8	2
If vehicles/stations were cleaner	9	9	8
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

