

METRA 2022 CUSTOMER SATISFACTION SURVEY





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1.0 INTRODUCTION

This report summarizes the findings of the 2022 Metra Customer Satisfaction study conducted in April 2022 on behalf of Metra and the Regional Transportation Authority (RTA). The 2022 study, the newest study in an ongoing effort, began in 2020 but was halted due to the COVID-19 pandemic. The purpose of the ongoing effort is to understand customer perceptions of quality of Metra service, and the results from this study will help to evaluate performance and inform future service adjustments. Comparable studies were conducted on behalf of CTA and Pace to measure similar aspects of service to gain an understanding of satisfaction with transit service in the six-county RTA service region. A survey was developed and distributed to Metra customers via postcards handed out at stations, a seat drop, and emailed invitations. The effort resulted in a total of 5,044 surveys being returned and used for analyses in the following sections.

2.0 SURVEY DESIGN

The 2022 Metra Customer Satisfaction Survey was an online-only survey. To help reduce survey fatigue and improve data quality the survey was programmed using proprietary software which allowed customization of questions by logical skips and question wording based on answers to previous questions. The 2022 survey was designed to align closely with the 2016 survey to allow for comparisons over time; however, adjustments were made to reflect current events. For example, a question about Metra's response to the COVID-19 pandemic was added, and to maximize response rates, the survey instrument used in 2016 was substantially shortened.

Following a similar format as CTA and Pace surveys, the 2022 Metra survey began with asking respondents about general Metra usage. This section included questions about what line respondents ride and which Metra station they get on the train. These questions allow for a better understanding of customer satisfaction among various segments of riders.

With regard to satisfaction questions, Metra measured a set of 26 attributes across seven service dimensions using a 10-point scale. Respondents were asked to assign a value to their satisfaction with each attribute using the 10-point scale with 1 being "Very Unsatisfied" and 10 being "Very Satisfied". Respondents were also able to select not applicable ("n/a"). See Figure 1 for a screenshot of the cleanliness and comfort page, as an example for how satisfaction attribute questions were presented. Specifically, the service dimensions that were included in the survey were:

- Service Delivery
- Security
- Information and Communication
- Cleanliness and Comfort
- Employee Performance
- Likelihood to Recommend
- Overall Service

FIGURE 1: SCREENSHOT OF ATTRIBUTE SATISFACTION QUESTIONS IN METRA WEB SURVEY



Please rate your satisfaction with Metra service.

Think about trips you've recently taken on Metra and please indicate your satisfaction with the following features using a scale of 1-10. If the question does not apply to you, select "N/A" (not applicable.)

Cleanliness & Comfort

How satisfied are you with...	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		N/A
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	
Cleanliness of Joliet Metra Station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of New Lenox Metra Station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness on train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable temperature on train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of seats on train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of personal space on train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to shelter yourself from weather conditions while waiting for train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Metra's response to the COVID-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In addition to the customer satisfaction questions, the survey asked respondents to rank the service attributes that are most important to them (Figure 2). Responses to this question provide insight into survey respondents' priorities, and which attributes drive the overall customer experience. Metra may choose to prioritize to improve satisfaction with attributes that survey respondents view as more important.

FIGURE 2: METRA IMPORTANCE RANKINGS



Please select and rank the three items that are most important to you. After you make a selection, it will disappear from the list.

Start with the item that is MOST important to you.

Please continue ranking the items until you have selected your top three.

Value of service for fare paid	Availability of schedule/route information
Getting to destination on time	Notification of service changes
The number of scheduled trains in rush hour	Ability to communicate with Metra when I have questions or concerns
The number of scheduled trains in non-rush hour	Cleanliness of Joliet Metra Station
The number of scheduled Saturday trains	Cleanliness of New Lenox Metra Station
The number of scheduled Sunday trains	Cleanliness on train
Total travel time for your trip	Comfortable temperature on train
Wait time before boarding the train	Availability of seats on train
Ability to stow bicycle on trains	Amount of personal space on train
How safely the train is operated	Ability to shelter yourself from weather conditions while waiting for train
Personal security onboard the train	Metra's response to the COVID-19 pandemic
Personal security at Joliet Metra Station	Staff courtesy on train

Additionally, participants were asked about six regional attributes that were part of each Service Board's survey. Two of the six regional attributes were new to the 2022 survey: the availability of connecting services near transit such as bike share and the condition of transit infrastructure. The last section of the survey asked respondents a series of demographic questions. This demographic section asked respondents about their age, gender, race/ethnicity, and more.

3.0 SURVEY ADMINISTRATION & DISTRIBUTION

3.1 SURVEY ADMINISTRATION

Most responses to the survey came from email invitations sent to Metra's marketing database and service alert customer list. These emails were sent on March 22 and 31, 2022. Those who had not yet completed the survey by April 11, 2022, were sent a subsequent reminder email, and the process was repeated for a final April 21, 2022, reminder. Survey invitations were also posted on Metra's Twitter feed, and a link to the survey was posted on Metra's website.

In addition to online outreach, this year's recruitment included an intercept component. The project team coordinated with Metra for a seat-drop effort on April 4, 2022, where roughly 20,000 postcards were placed on select trains of all Metra lines, approximately proportional to ridership. These postcards included a URL to the online survey and a unique password that allowed respondents to take the survey. The same postcards were also distributed at the five major downtown Chicago stations (Union, Ogilvie, LaSalle, Millennium, and Van Buren) between April 12 and April 24, 2022. A full recruitment effort breakdown can be found in Table 1.

3.2 RESPONSE RATES

5,044 respondents completed the survey and were retained in the dataset. Out of 31,232 email invitations, 3,166 recipients successfully completed the survey – a 10% response rate compared to 13% in 2016. Additional social media and online recruitment efforts conducted by Metra yielded 220 completes: 138 via the Metra website, 43 from Twitter, and 39 from Facebook. Finally, postcard distribution, which was a new recruitment method addition this year, resulted in an additional 1,114 and 544 completed surveys through seat drops and postcard handouts, respectively. Postcard distribution allowed for Metra to survey those who may not be included in the email list or do not have social media.

TABLE 1: METRA 2022 RETURNED SURVEYS BY RECRUITMENT SOURCE

Recruitment Source	Outreach Total	Survey Completes	Return Rate
Email Invitation	31,232	3,166	10.1%
Postcard Seat Drop	20,000	1,114	5.57%
Station-Based Postcard Handout	17,500	544	3.1%
Metra Website	-	138	-
Twitter	-	43	-
Facebook	-	39	-
Total	68,732	5,044	7.0%

Note: Results reflect unweighted, collected surveys. Response rates are not computed for website completes and social media outreach, since it is impossible to determine how many potential respondents were reached.

Table 2 shows the breakdown of returned surveys by line. The unweighted returned surveys by line generally mirrors the ridership by line.

TABLE 2: RIDERSHIP DATA, SAMPLE COMPOSITION, AND EXPANSION FACTOR

Line	Average Weekday Ridership (April 2022)	Percent of Total Ridership	Unweighted Sample	Unweighted Survey Proportion	MARGIN OF ERROR BY LINE (BASED ON OVERALL 2022 SATISFACTION)
ME	11,440	11%	582	12%	1.55%
RI	11,017	11%	681	14%	1.97%
SWS	2,554	3%	223	4%	5.20%
HC	854	1%	79	2%	7.29%
BNSF	23,088	23%	879	17%	1.65%
UP-W	10,346	10%	527	10%	2.80%
MD-W	6,392	6%	339	7%	2.64%
UP-NW	12,130	12%	856	17%	2.24%
NCS	1,419	1%	120	2%	5.14%
MD-N	7,477	7%	327	6%	1.48%
UP-N	13,473	13%	431	9%	2.02%
Total	100,190	100%	5,044	100%	0.73%

3.3 CLEANING, MERGING, AND WEIGHTING

Data weighting and expansion were applied to ensure that the survey sample accurately reflects Metra's traveling population. Initial weights were calculated using April 2022 ridership data provided by Metra. In this year's survey data, there were noticeable differences between the demographics of respondents recruited via intercept methods (i.e., station-based postcard handouts and seat drop) vs. other means. Recruitment via station-based postcard handouts occurred system-wide in that postcards were distributed at all 5 downtown Metra stations which serve all of Metra's 11 lines. Further, the postcard seat drop occurred on each line, and postcards for the seat drop were also allocated proportional to ridership by line. Thus, those recruited via the postcard intercept methods (either station-based or seat drop) were considered to be a truer representation of the population of Metra riders. Respondents recruited online were therefore reweighted to the demographics of the intercept sample (station-based postcard handout and postcard seat drop). This was achieved by applying an iterative proportional fit (IPF) algorithm using the age, household income, ability to speak English, and race/ethnicity information of respondents who were recruited via the postcard intercept methods as targets.

Expanded weights were calculated by maintaining each respondent's proportional weight in the sample as determined in the previous steps, but then expanding their values so the sum of all weights matched the total ridership during April 2022. This expansion process allows for a more accurate representation of Metra's respondents and ensures that oversampled lines (e.g., UP-NW) are not overrepresented in the results. All tabulations in the rest of the report were conducted using the expanded data.

4.0 RESULTS

The following section outlines the findings from the 2022 survey, both in comparison to its previous iterations in 2016 and 2014 and as a stand-alone year. All analyses presented below use data weighted to proportionally represent average weekday ridership of Metra passengers in April 2022 and are adjusted by select demographics (age, household income, race/ethnicity, and English proficiency) of the intercept sample.

4.1 DEMOGRAPHIC INFORMATION

Many demographic attributes stayed relatively consistent year to year. Gender distribution and highest level of education received, for instance, saw minimal shifts from 2016 to 2022 (Figure 3 and Figure 4).

FIGURE 3: GENDER BY YEAR

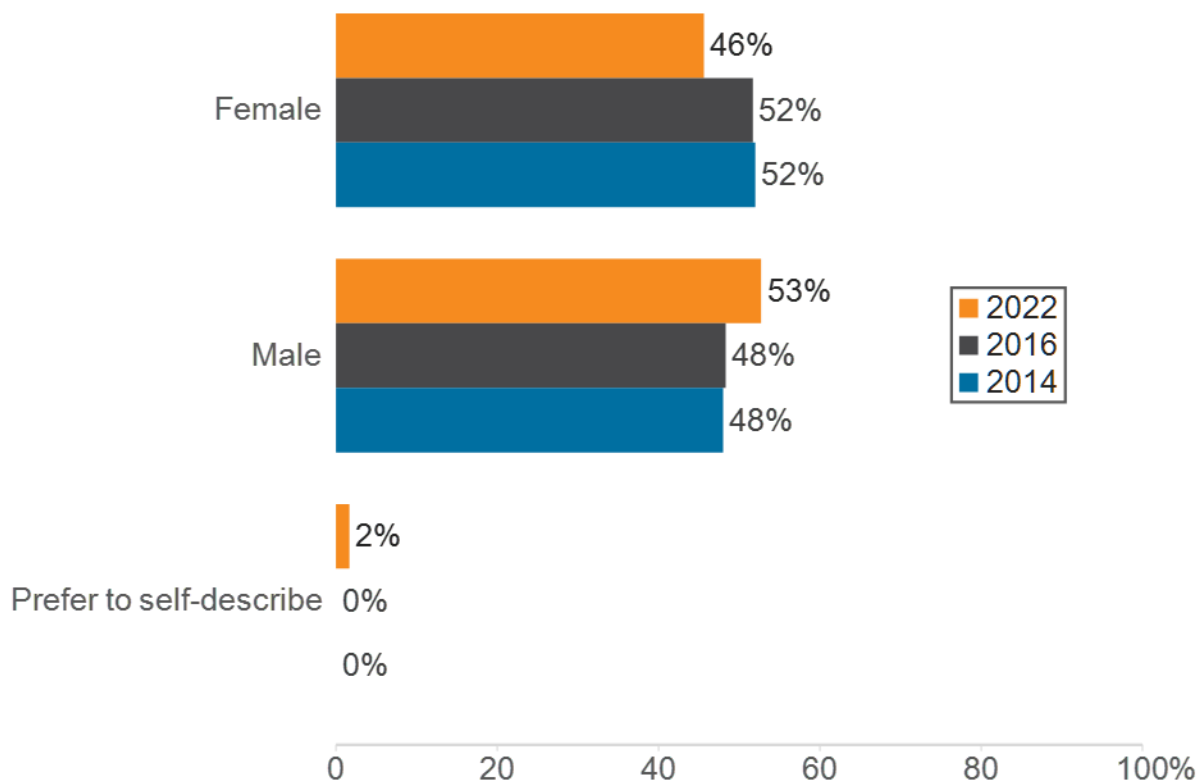
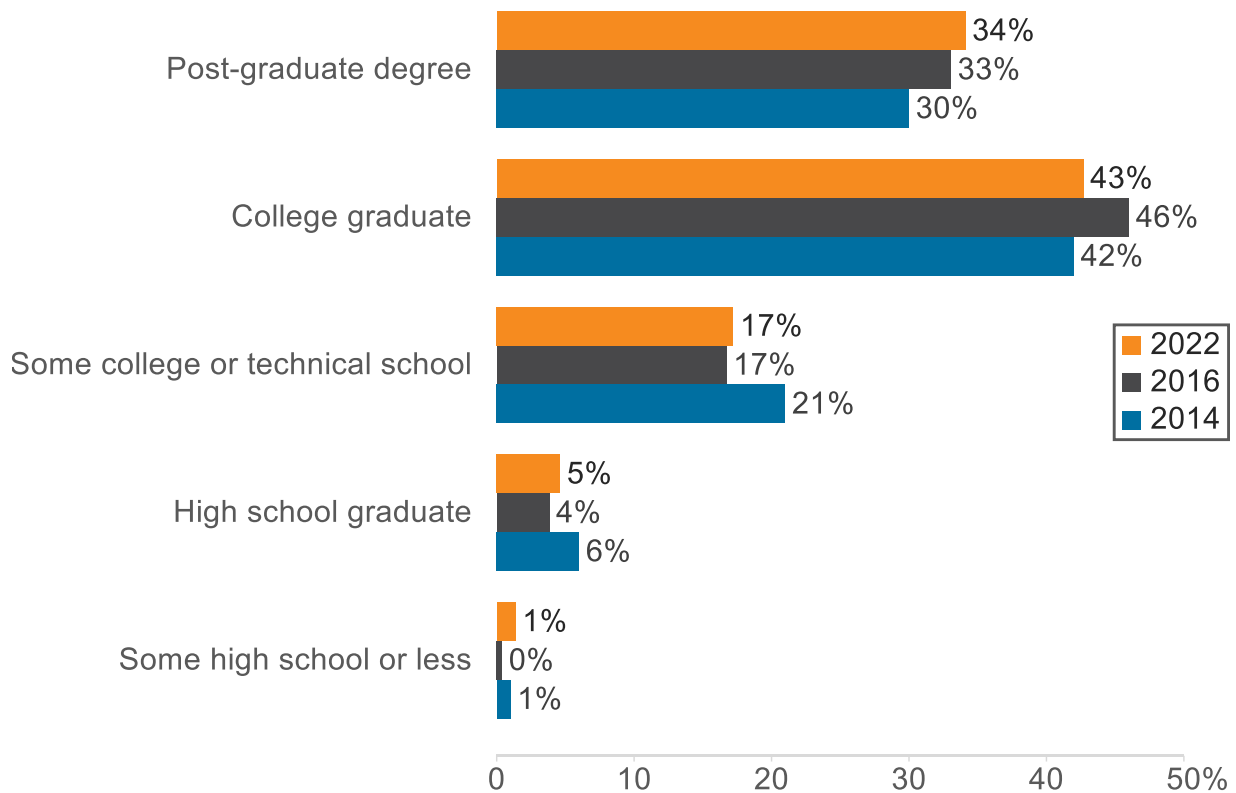


FIGURE 4. HIGHEST LEVEL OF EDUCATION COMPLETED BY YEAR



Age and employment status saw relatively minimal shifts in percentage points from the 2016 to 2022 surveys. However, respondents were more affluent in the 2022 survey with 28% reporting an income of \$200,000 or more (Figure 5, Figure 6, and Figure 7).

FIGURE 5. AGE BY YEAR

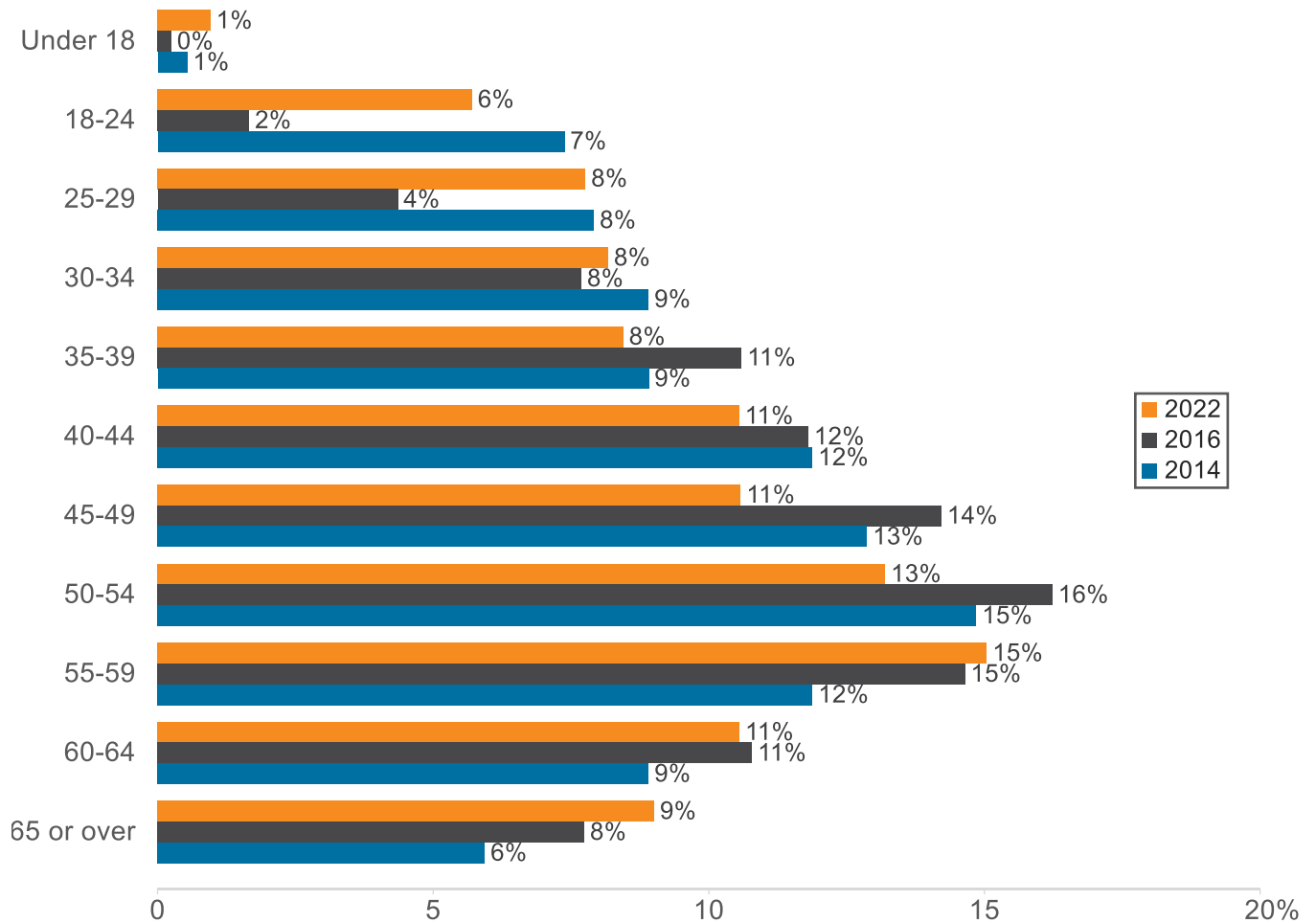


FIGURE 6. CURRENT EMPLOYMENT STATUS BY YEAR

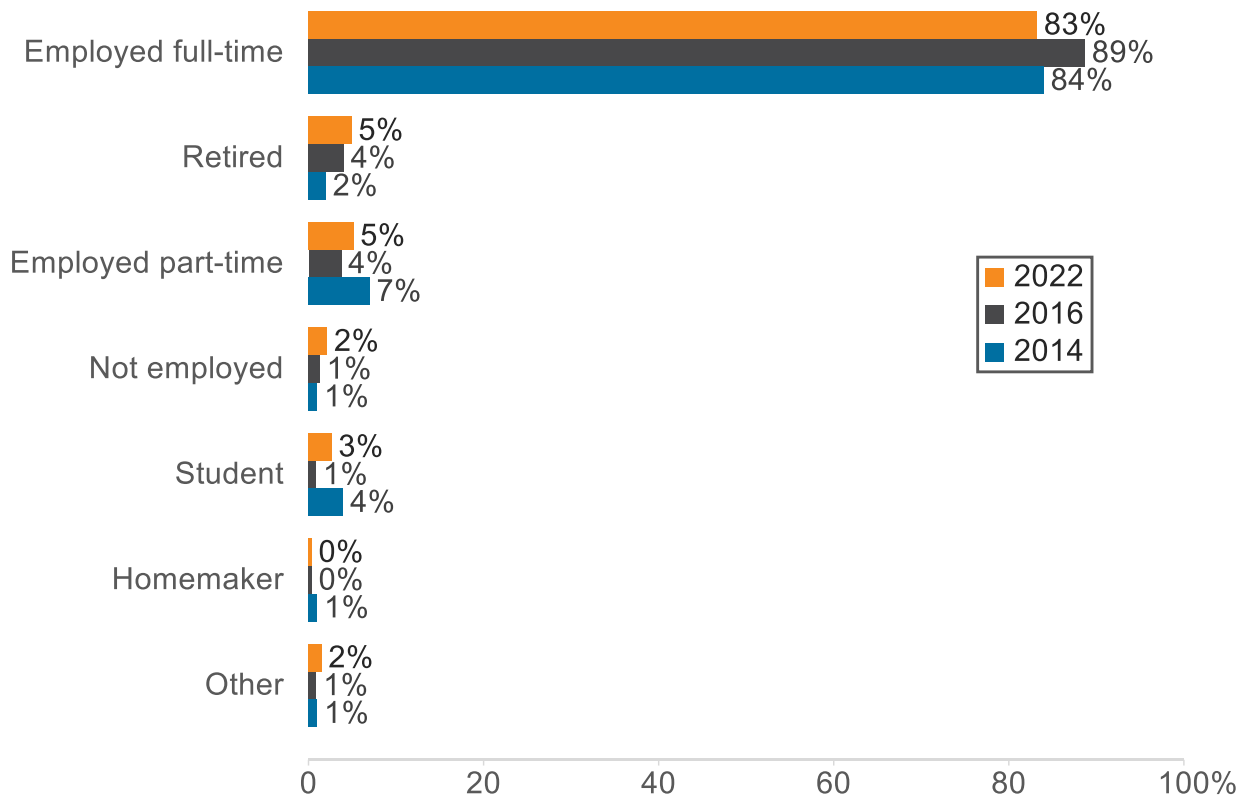
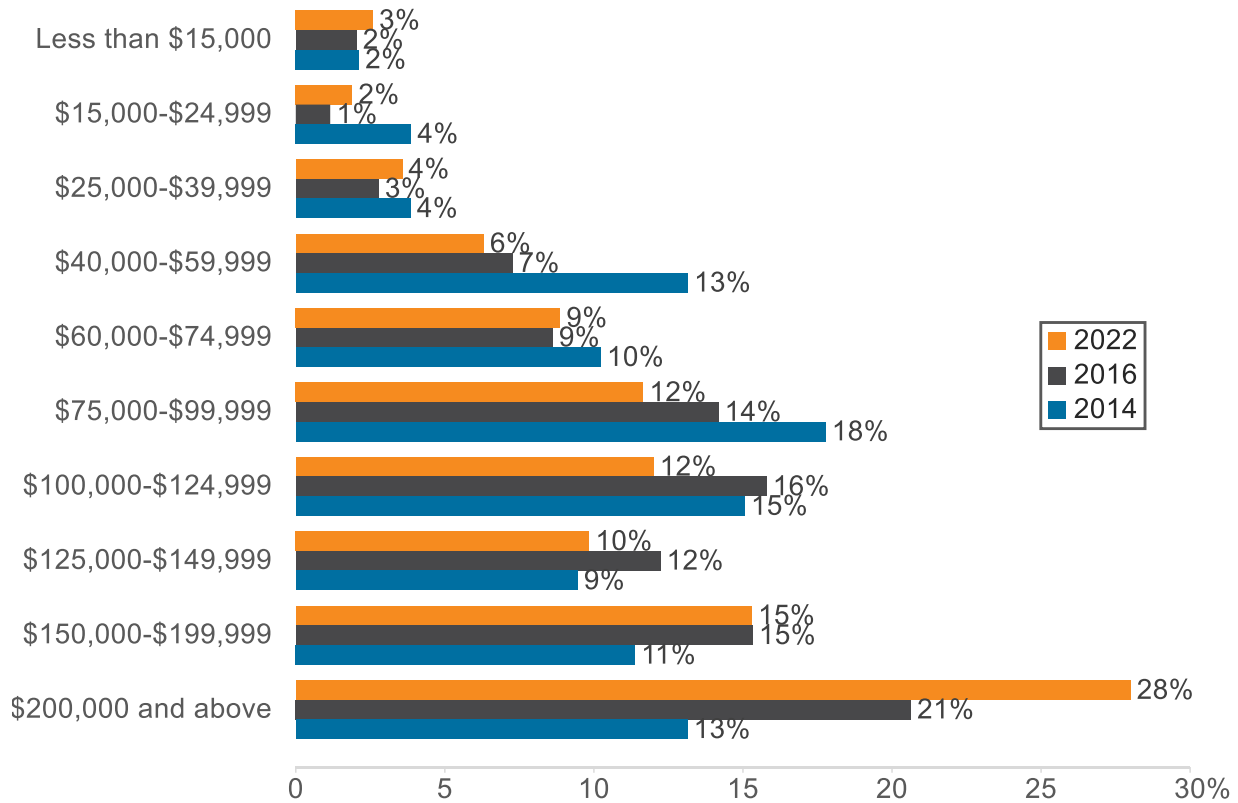
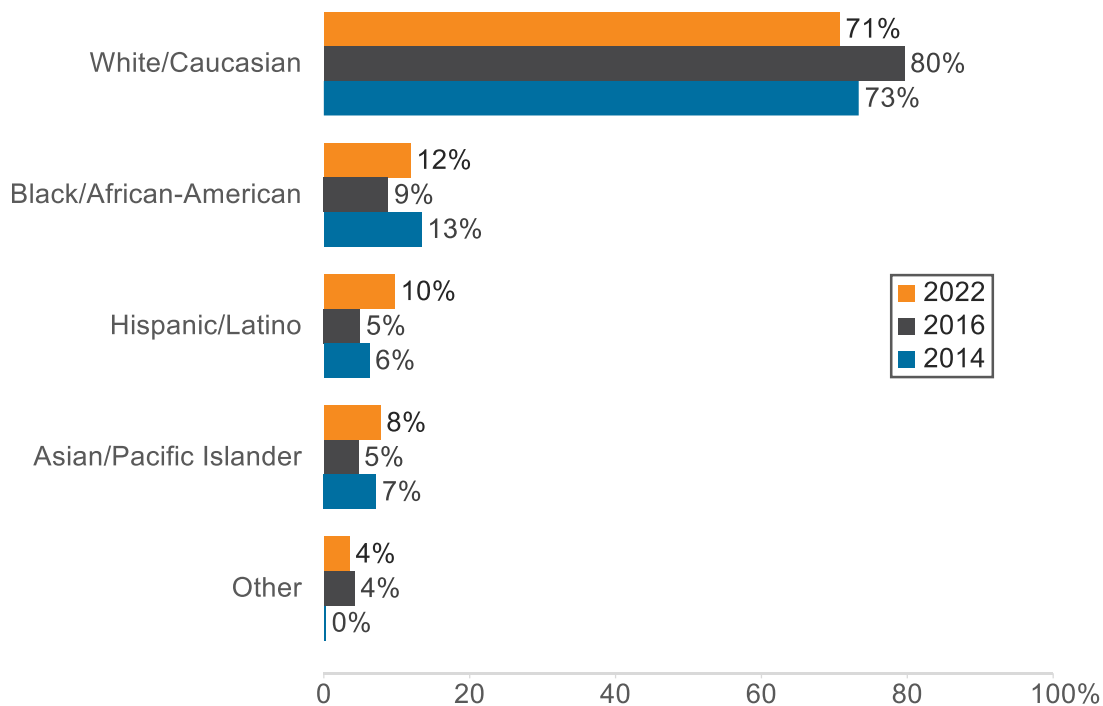


FIGURE 7. HOUSEHOLD ANNUAL INCOME BY YEAR



As seen in Figure 8, respondents were slightly more diverse than in 2016. While 80% of respondents in 2016 were White/Caucasian, 71% identified the same way in 2022. Instead, more respondents reported being Black/African-American (12% in 2022 versus 9% in 2016), Hispanic/Latino (10% in 2022 versus 5% in 2016) and Asian/Pacific Islander (8% in 2022 versus 5% in 2016).

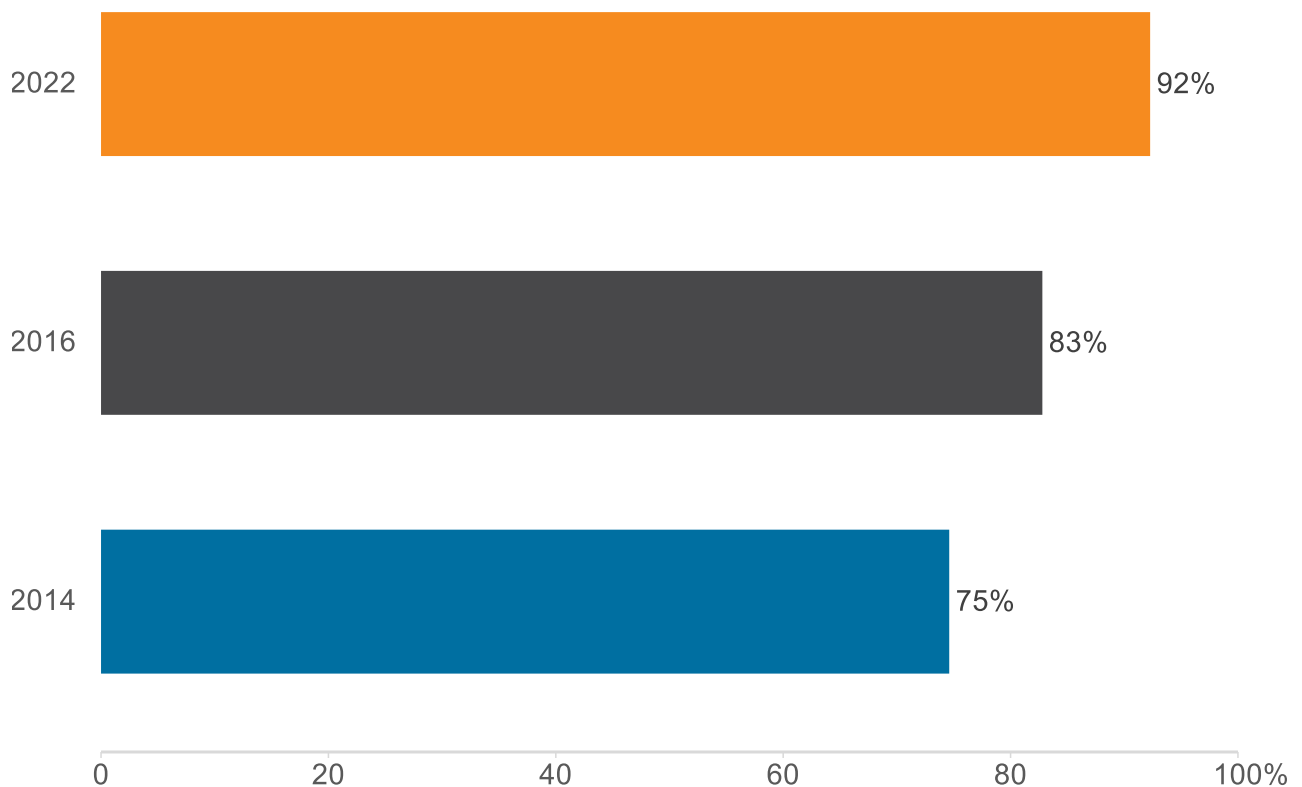
FIGURE 8. RACE BY SURVEY YEAR



4.2 RESULTS BY YEAR

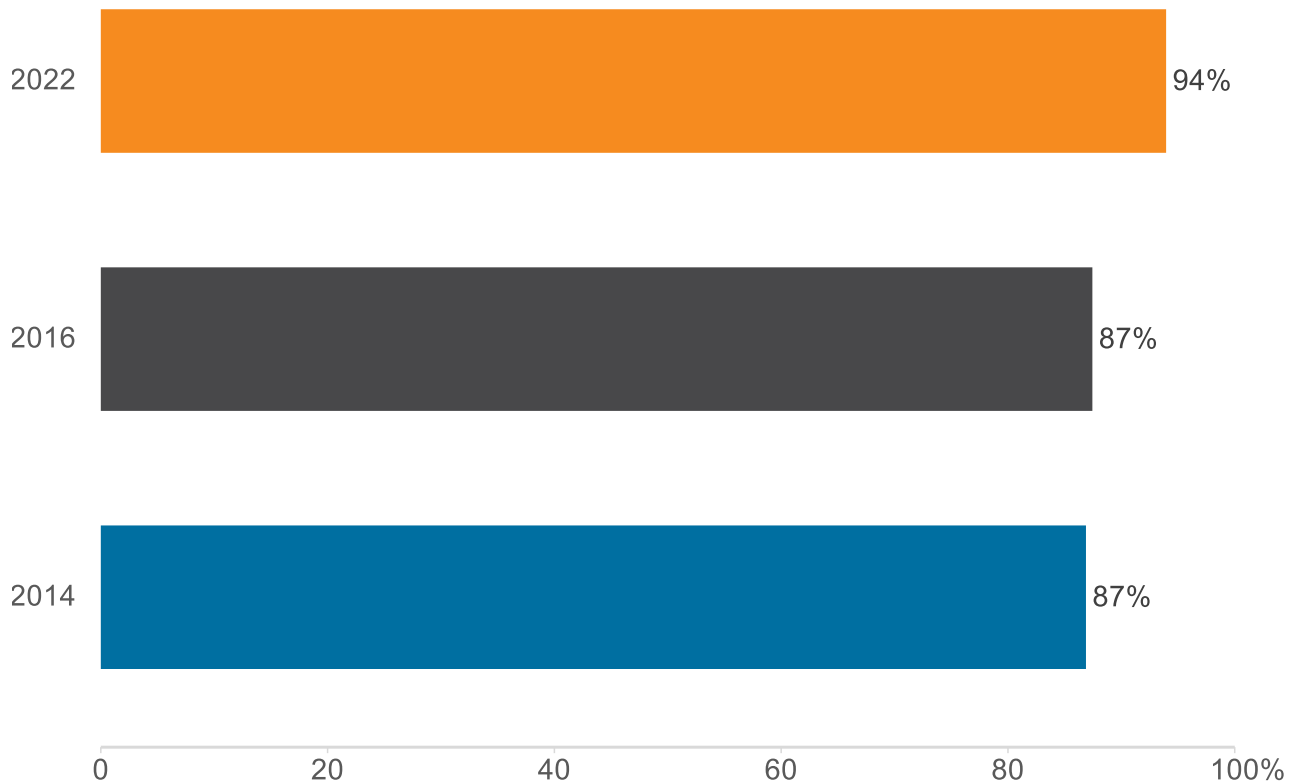
Overall satisfaction with Metra services has consistently increased over the past eight years: satisfaction in 2014 was 75%, which increased to 83% in 2016 and is at 92% in 2022. Despite the intervening COVID-19 pandemic, Metra’s current riders clearly express a high level of satisfaction with Metra overall (Figure 9).

FIGURE 9: OVERALL SATISFACTION BY YEAR



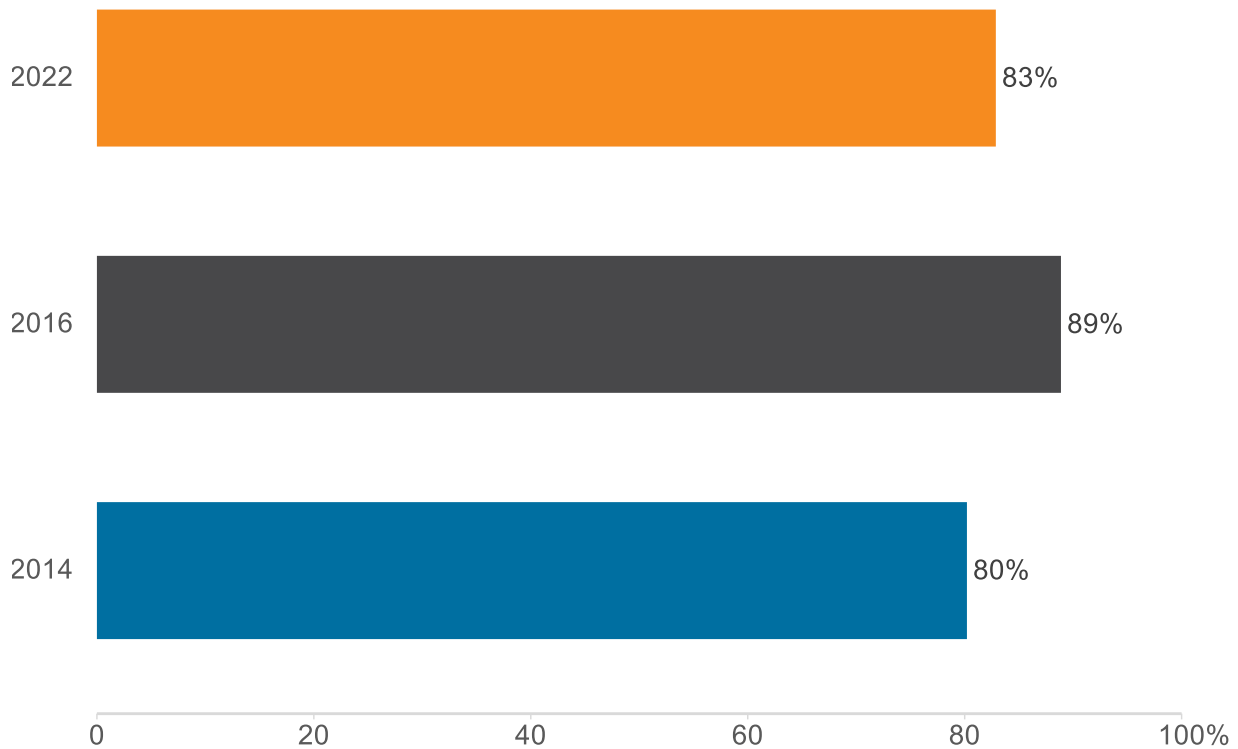
Loyalty to Metra has not only remained high but increased by seven percentage points from 87% in 2014 and 2016 to 94% in 2022. Metra riders are more likely than ever to recommend its services to others (Figure 10).

FIGURE 10: LIKELIHOOD TO RECOMMEND METRA BY YEAR



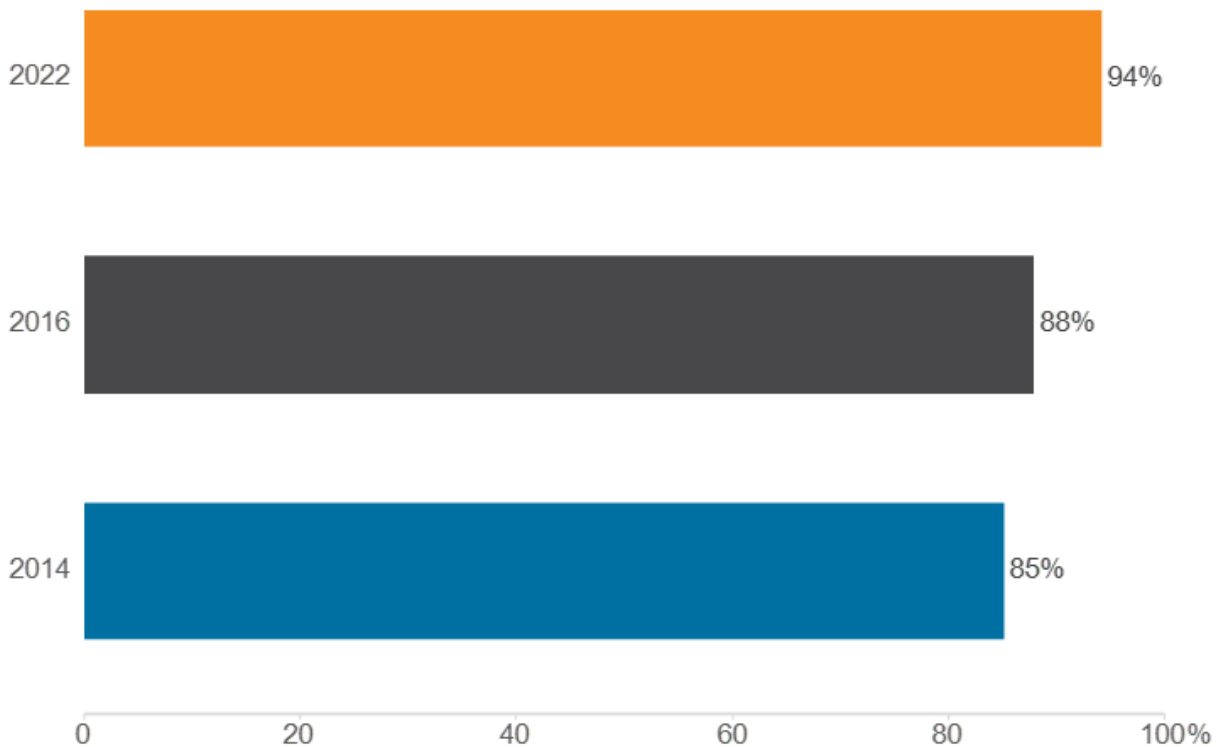
Despite a slight decrease, most respondents – 83% – still report having a car available to them. This suggests that riding Metra trains are the preferred method of travel among those who could choose to otherwise drive to their destination (Figure 11).

FIGURE 11: AVAILABILITY OF CAR FOR TRIP BY YEAR



Prior years' surveys asked respondents to rate their satisfaction with the courtesy of Metra station and onboard staff; however, given the prevalence of ticket vending machines, the 2022 survey omitted questions regarding station agents. With a satisfaction score of 94%, up 6-percentage points from an 88% satisfaction score in 2016, riders have clearly indicated that Metra personnel courtesy is both noticed and appreciated by passengers (Figure 12).

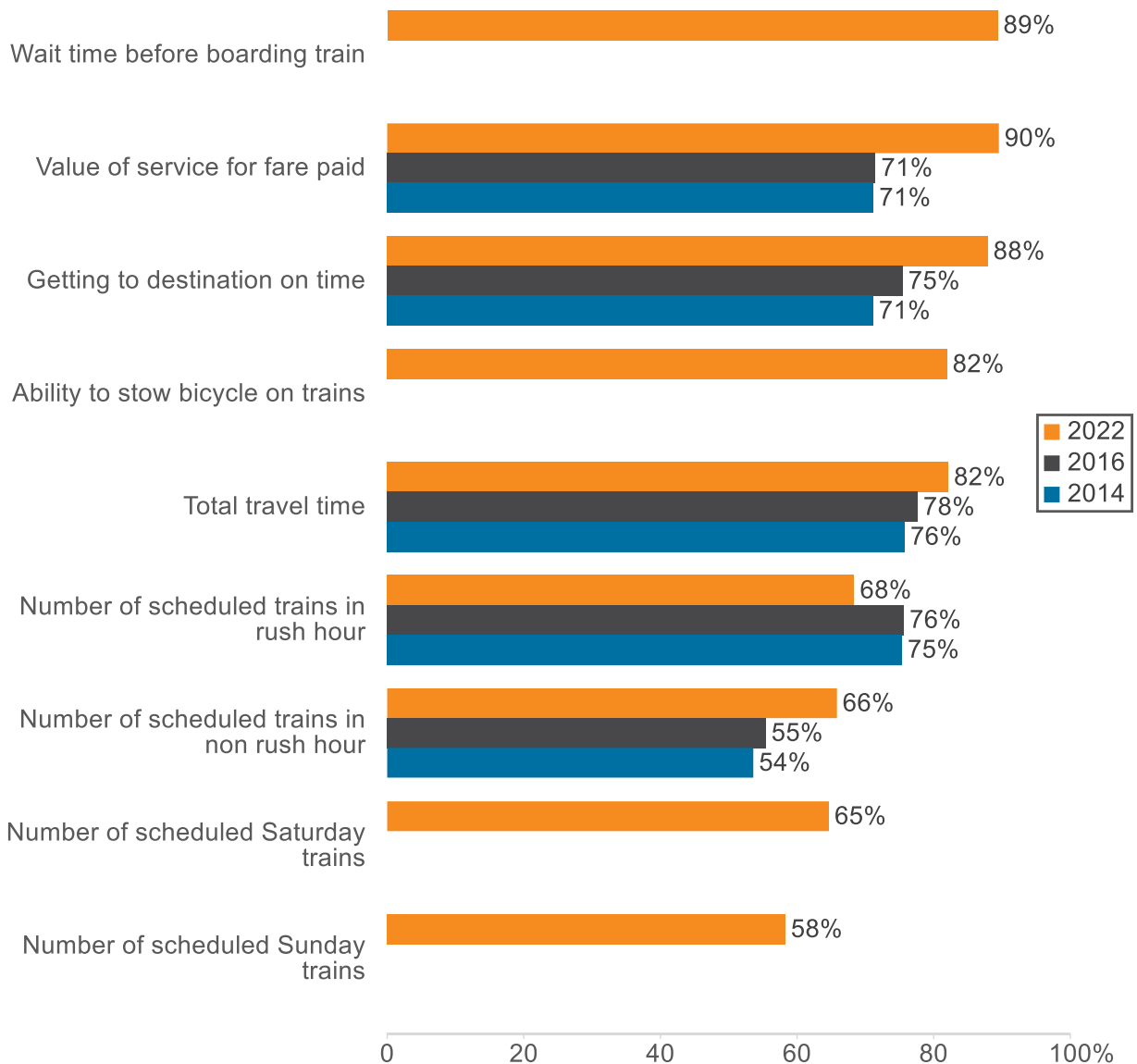
FIGURE 12: SATISFACTION WITH ONBOARD PERSONNEL COURTESY BY YEAR



Satisfaction with service delivery attributes almost entirely improved from years past. Satisfaction with value for fare paid and getting to destinations on time saw the highest increases; satisfaction with value for fare paid went up 19 percentage points from 2016 to 90% in 2022, and satisfaction with getting to one's destination on time increased from 75% in 2016 to 88% in 2022. The increase in satisfaction with value for fare paid may be attributed to the introduction of the \$10 Day Pass in Summer 2020, the \$6 Day Pass in February 2022 for travel within three zones, or the delayed expiration of the 10-Ride Ticket. The Fair Transit South Cook Pilot, which began in January 2021 and offers reduced Metra fares on the Metra Electric Line and Rock Island Line, subsidized by Cook County, also may have contributed to this increase in satisfaction. While the introduction in July 2022 of Metra's \$100 "Super Saver" Monthly Pass pilot program began after this survey closed, this fare promotion fits the theme of the previous fare actions that Metra riders appear to have appreciated. The single attribute that saw a decrease in satisfaction was the number of trains in rush hour. Whereas in 2016 76% of riders were satisfied, this year 68% were satisfied with the number of rush-hour trains. It should be noted that Metra has continued to add back service throughout 2022, including after this survey closed, that could impact these results if the question was asked today.

The 2016 question about weekend train availability was split up by day this year. 65% of respondents were satisfied with the number of scheduled trains on Saturdays, and 58% with trains on Sundays. An additional question about the ability to stow bicycles was added to this year's survey, and 82% of riders who answered this question were satisfied (Figure 13).

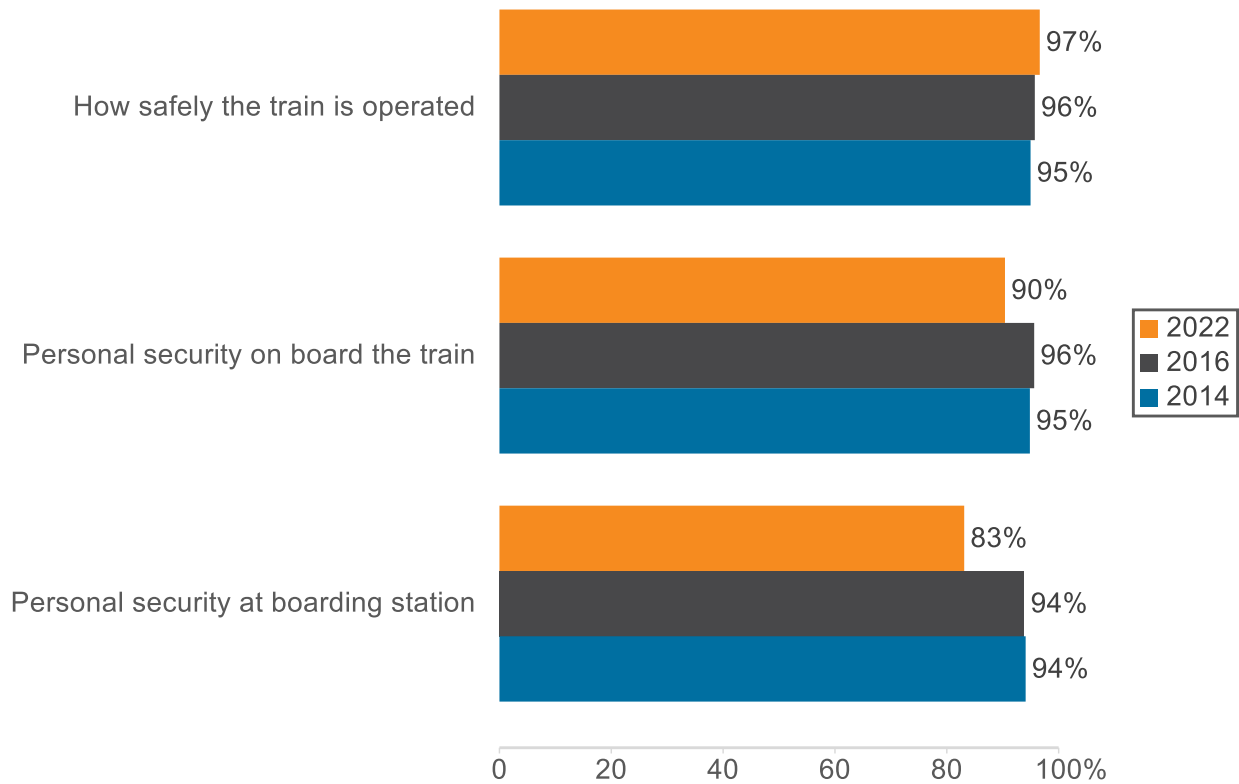
FIGURE 13: SATISFACTION WITH SERVICE DELIVERY BY YEAR



Note: “Wait time before boarding the train”, “ability to stow bicycles on trains”, “number of scheduled Saturday trains”, and “number of scheduled Sunday trains” were new attributes to the 2022 survey.

While satisfaction about how safely the train is operated remained stable this year (97% compared to 96% in 2016), personal security concerns while on board the train and while waiting for the train at boarding stations increased since 2016, resulting in satisfaction decreasing from 96% to 90% and 94% to 83%, respectively (Figure 14).

FIGURE 14: SATISFACTION WITH SAFETY BY YEAR

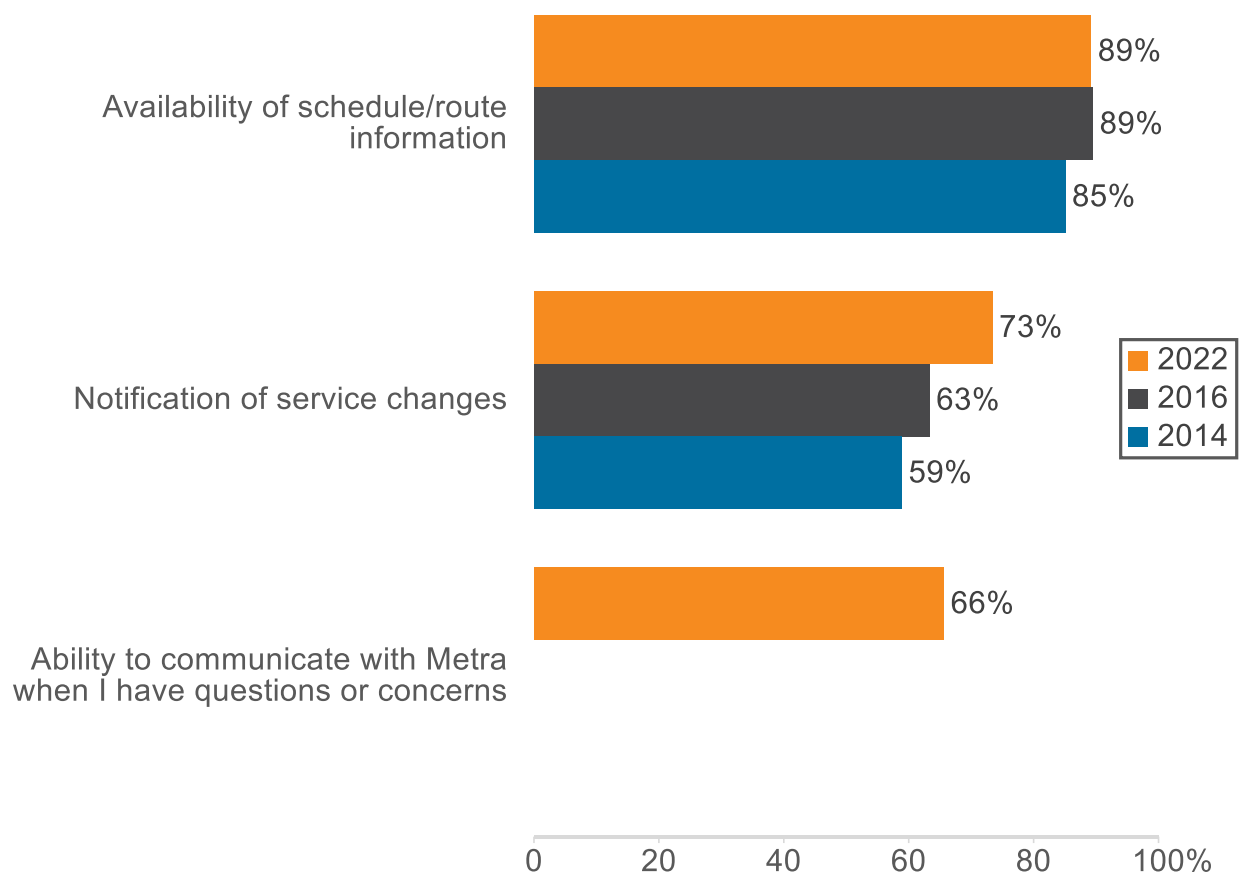


Note: In previous iterations of the survey, “personal security on board the train” and “personal security at boarding station” were phrased “personal safety on board the train” and “personal safety at boarding station”, respectively.

Satisfaction with information and communication remained constant or increased since the last survey. Availability of schedule information remained stable at 89% and 73% of riders report being satisfied with notification of service changes after a reported 63% in 2016.

A new question was also added this year that inquired into rider's ability to communicate questions/concerns with Metra, to which 66% of respondents indicated satisfaction (Figure 15).

FIGURE 15: SATISFACTION WITH INFORMATION AND COMMUNICATION BY YEAR

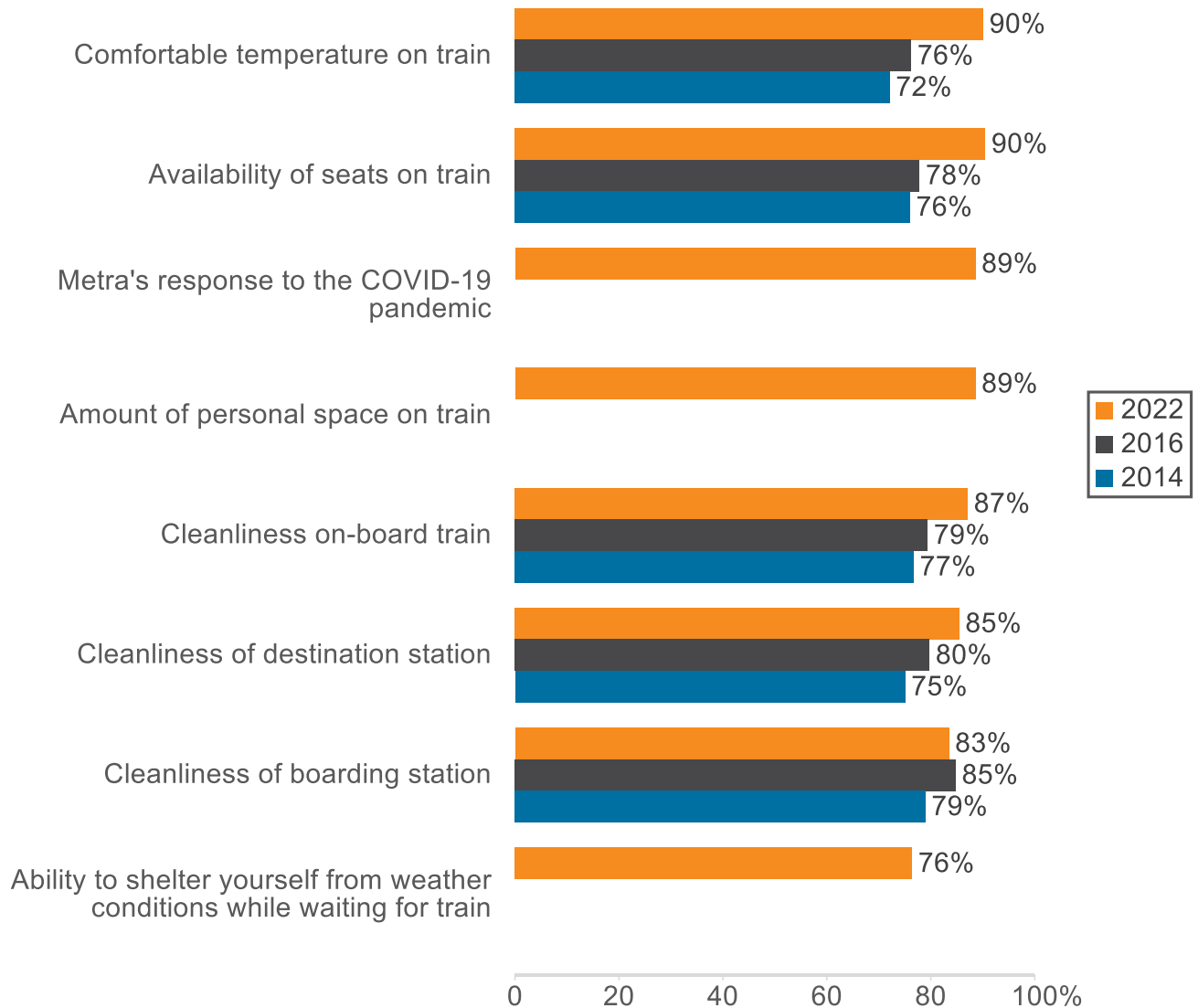


Note: "Ability to communicate with Metra when I have questions or concerns" was a new attribute to the 2022 survey.

Cleanliness and comfort on Metra trains have consistently trended upward over the years, and 2022 is no different. Except for boarding station cleanliness, which decreased by two percentage points from 85% in 2016 to 83% in 2022, every attribute saw an increase from prior surveys, as much as 12 percentage points in the case of seat availability, which increased from 78% in 2016 to 90% in 2022. This increase in satisfaction with seat availability most likely is due to ridership levels being lower than prior to the pandemic. Riders were asked for the first time this year about their ability to shelter themselves from weather conditions, and 76% reported satisfaction in this regard.

Because of the COVID-19 pandemic, satisfaction with Metra's response to COVID-19 was added, and 89% of riders indicated an overall positive perception of Metra's efforts in the face of this major global disruption (Figure 16).

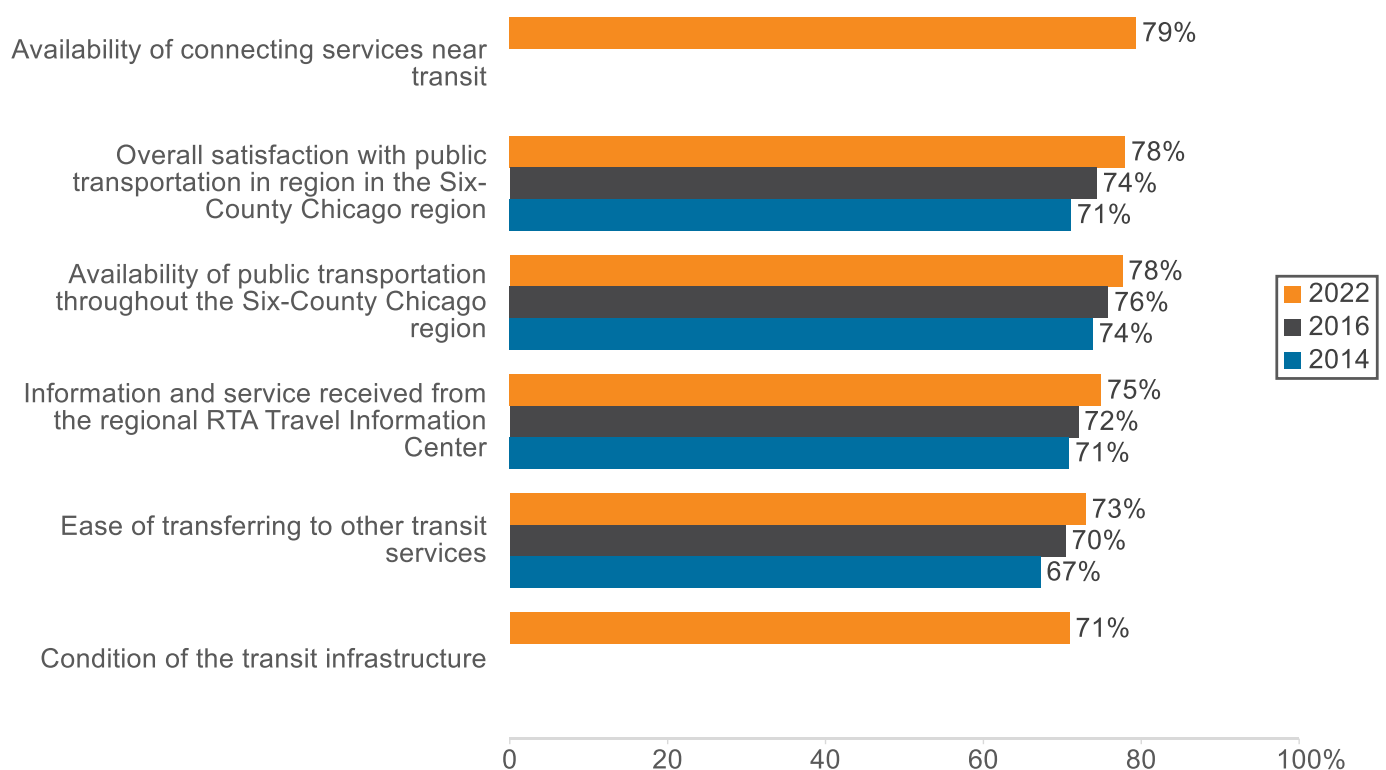
FIGURE 16: SATISFACTION WITH CLEANLINESS AND COMFORT BY YEAR



Note: “Metra’s response to the COVID-19 pandemic,” “amount of personal space on train”, and “ability to shelter yourself from weather conditions while waiting for train” were new attributes to the 2022 survey.

Satisfaction with regional service attributes saw modest increases across the board, ranging from a 2 percentage point increase from 76% to 78% regarding service availability throughout the greater Chicago area to a 4 percentage point increase from 74% to 78% in overall satisfaction in regional service. This year's survey also sought insight into connecting transit service availability and transit infrastructure conditions and found that 79% and 71% of riders indicated satisfaction to these attributes, respectively (Figure 17).

FIGURE 17: SATISFACTION WITH REGIONAL TRANSPORTATION BY YEAR

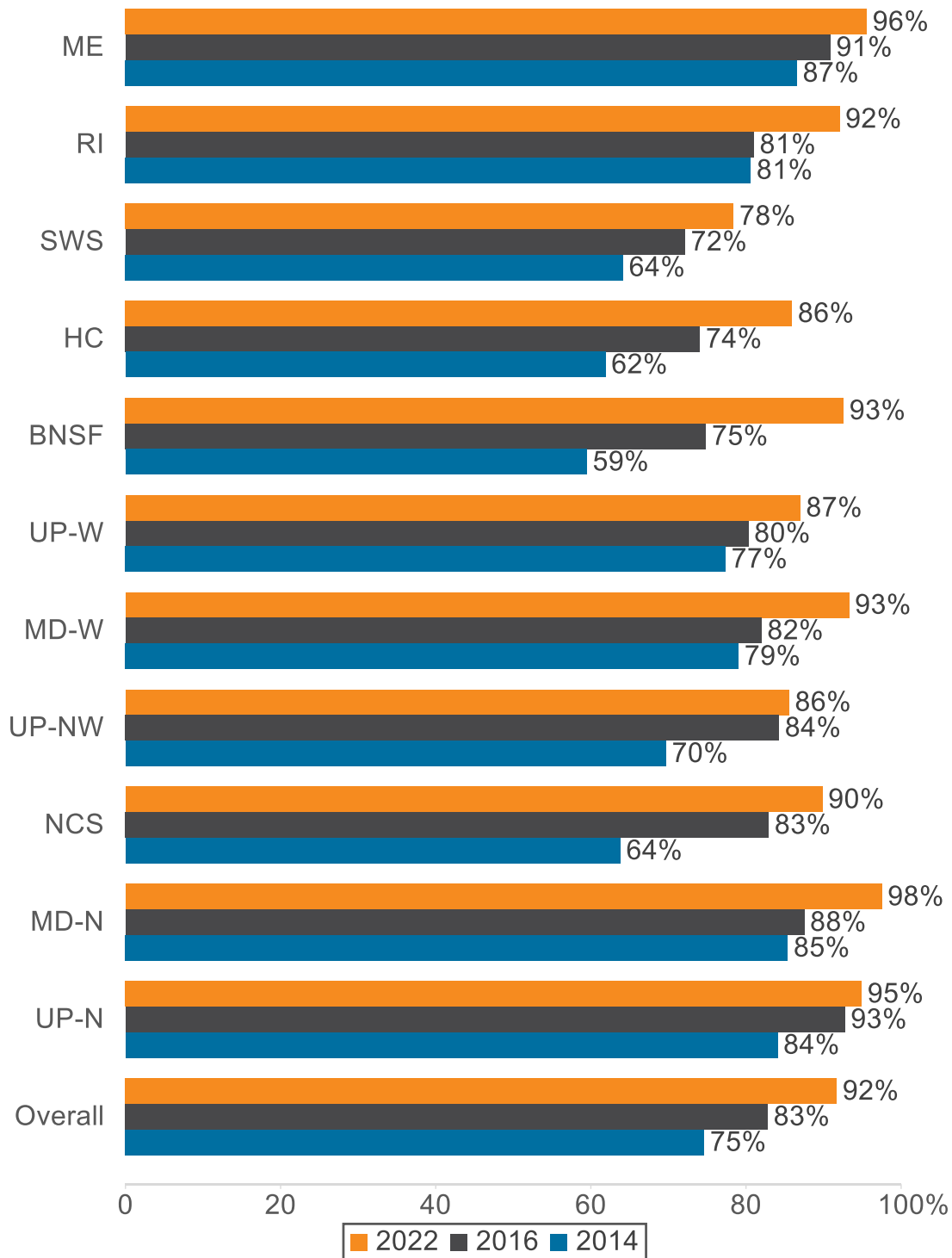


Note: "Availability of connecting services near transit" and "condition of the transit infrastructure" were new attributes to the 2022 survey.

4.3 RESULTS BY METRA LINE

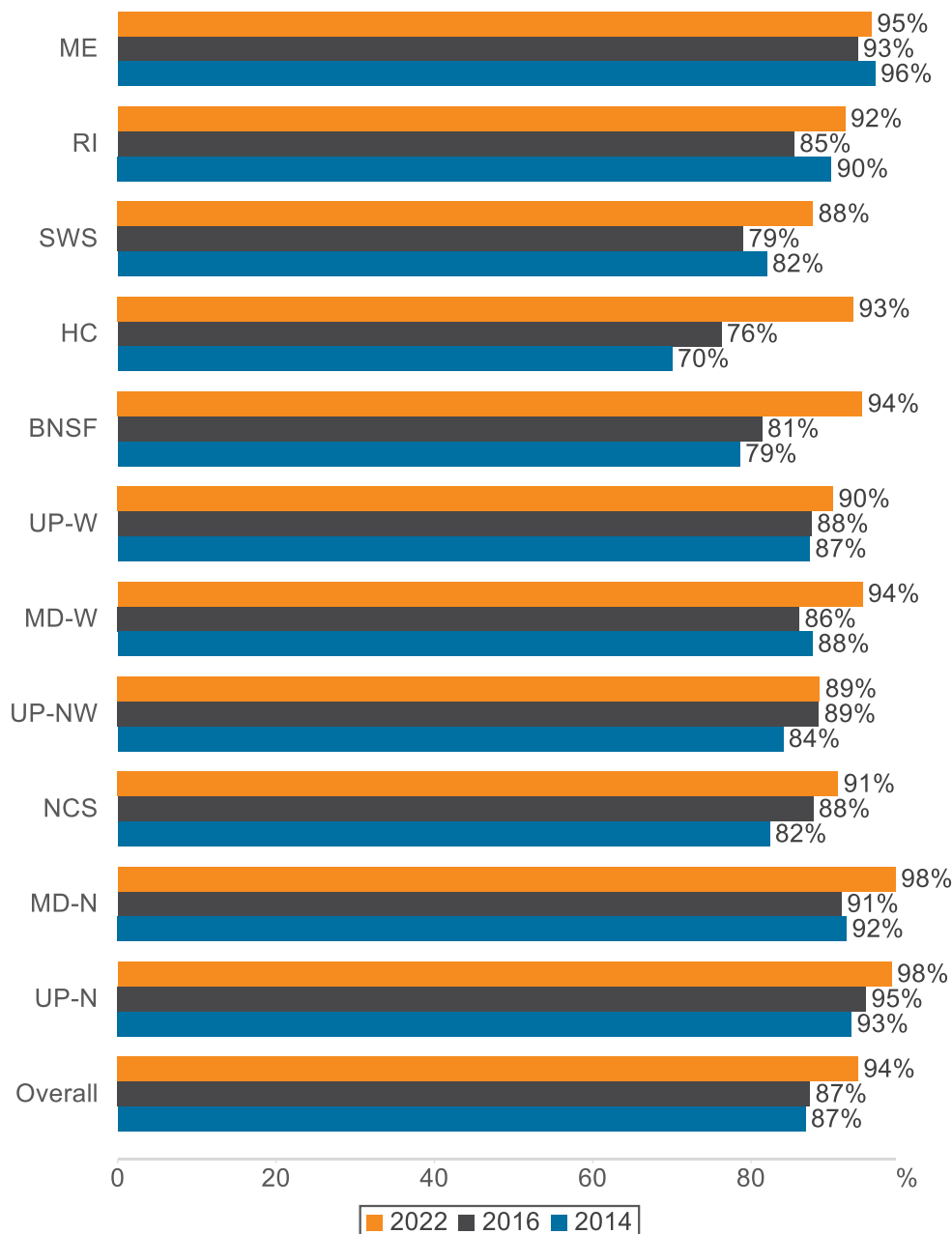
With an overall satisfaction score of 92%, Metra riders were more satisfied with the Service Board's performance than in 2016 (83%). Seven of the eleven lines Metra operates reported satisfaction scores over 90%: ME at 96%, RI at 92%, BNSF at 93%, MD-W at 93%, NCS at 90%, MD-N at 98%, and UP-N at 95%. Three more Metra lines reported satisfaction over 80%: 86% of riders were satisfied with HC, 87% with UP-W, and 86% with UP-NW. Only one Metra line reported satisfaction under 80%, SWS at 78% satisfied. It should be noted that Metra has continued to add back service throughout 2022, including after this survey closed, that could impact these results if these questions were asked today.

FIGURE 18: OVERALL SATISFACTION BY METRA LINE



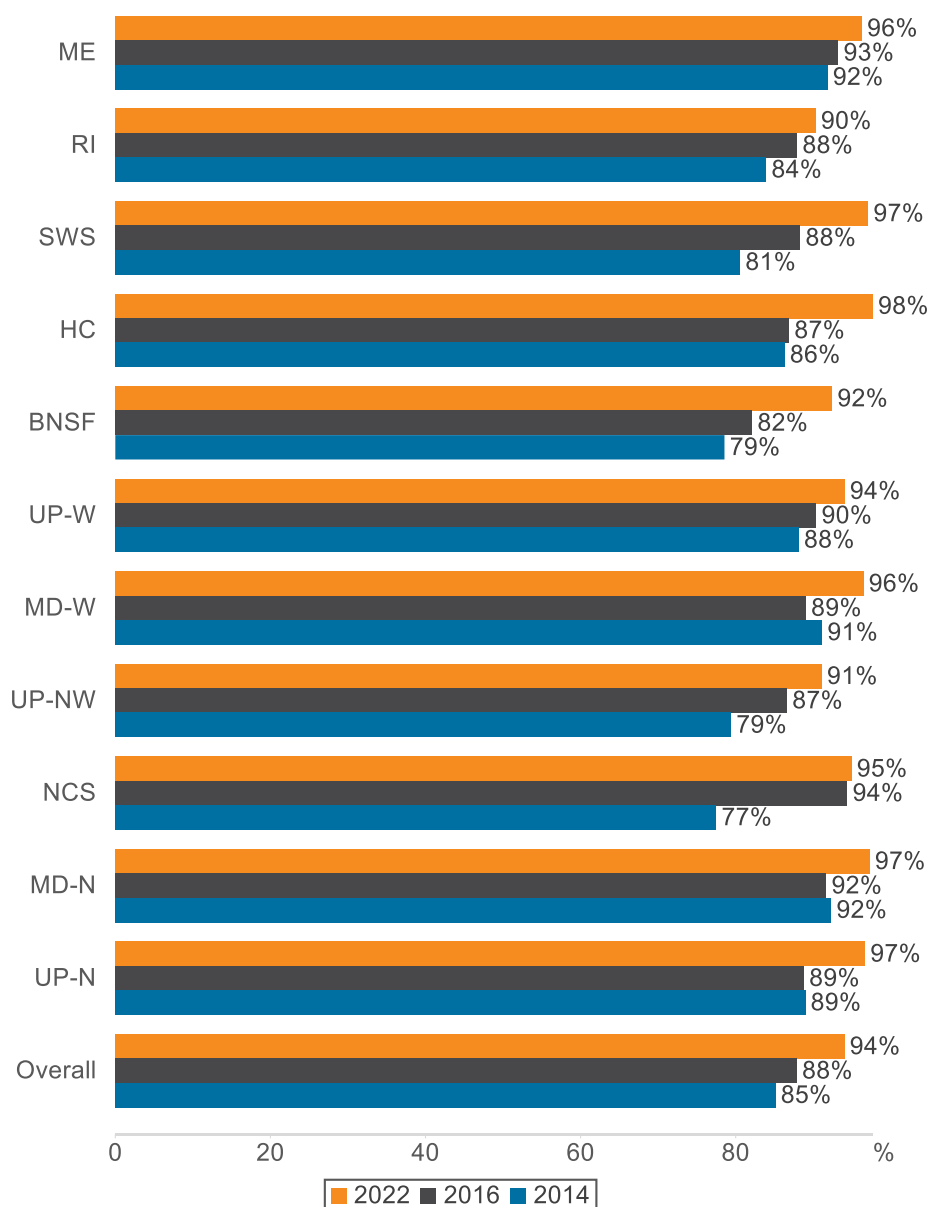
Except for UP-NW and SWS (at 89% and 88%, respectively), every line surpassed a 90% likelihood to recommend Metra to others. MD-N and UP-N were the most likely to recommend Metra at 98%, and the overall likelihood to recommend Metra's service was 94%. Additionally, every line was either equally or more likely to recommend Metra in 2022 than in 2016 (Figure 19).

FIGURE 19: LIKELIHOOD TO RECOMMEND BY METRA LINE



As seen in Figure 20, riders were highly satisfied with employee courtesy, with every line scoring above 90% in satisfaction (overall satisfaction score of 94%). Satisfaction scores for this item ranged from 90% (RI) to 98% (HC). All Metra lines increased in satisfaction with onboard personnel courtesies between the 2016 and 2022 surveys.

FIGURE 20. SATISFACTION WITH ONBOARD PERSONNEL COURTESY BY METRA LINE



As with overall satisfaction, all lines scored at a high and consistent level with regards to safety and security. However, personal security concerns at certain stations should be noted. Despite an overall satisfaction score of 83%, ME riders reported 59% satisfaction with their boarding stations' security. On the other hand, 96% of MD-N riders felt secure at their boarding stations and were 99% satisfied with how safely the MD-N trains were operated (Table 3).

TABLE 3: SATISFACTION WITH SAFETY BY METRA LINE

Satisfaction with Safety and Security	Metra Line											Overall
	ME	RI	SWS	HC	BNSF	UP-W	MD-W	UP-NW	NCS	MD-N	UP-N	
	%	%	%	%	%	%	%	%	%	%	%	
How safely the train is operated	97%	94%	98%	98%	98%	97%	97%	95%	96%	99%	97%	97%
Personal security on-board the train	85%	87%	95%	85%	90%	92%	85%	89%	93%	98%	95%	90%
Personal security at boarding station	59%	78%	84%	79%	89%	87%	78%	86%	86%	96%	87%	83%

Note: Boarding stations are defined as the station at which the respondent boarded the train.

Overall satisfaction with the availability of schedules and route information is 89%. However, 73% of riders were satisfied with service change notifications and a lower 73% felt they could adequately communicate their questions and concerns to Metra. Lowest among the lines, 55% of UP-NW riders were satisfied with their communication abilities (Table 4).

TABLE 4: SATISFACTION WITH INFORMATION AND COMMUNICATION BY METRA LINE

Information and Communication	Metra Line											Overall
	ME	RI	SWS	HC	BNSF	UP-W	MD-W	UP-NW	NCS	MD-N	UP-N	
	%	%	%	%	%	%	%	%	%	%	%	
Availability of schedule/route information	89%	90%	79%	85%	91%	90%	84%	83%	88%	94%	93%	89%
Notification of service changes	79%	75%	65%	65%	76%	68%	71%	63%	68%	87%	73%	73%
Ability to communicate with Metra when I have questions or concerns	71%	69%	60%	61%	63%	59%	72%	55%	64%	84%	65%	66%

Satisfaction scores for train car and station cleanliness and comfort while aboard Metra trains were generally high across all lines. However, the ability to shelter from weather conditions at boarding stations was less satisfactory, at 76% overall. Despite the unprecedented challenges associated with the COVID-19 pandemic, riders overall – at 89% – felt that Metra responded well and adjusted its service appropriately (Table 5).

TABLE 5: SATISFACTION WITH CLEANLINESS AND COMFORT BY METRA LINE

Cleanliness and Comfort	Metra Line											Overall
	ME	RI	SWS	HC	BNSF	UP-W	MD-W	UP-NW	NCS	MD-N	UP-N	
	%	%	%	%	%	%	%	%	%	%	%	
Comfortable temperature on train	94%	85%	88%	89%	88%	92%	83%	89%	81%	94%	96%	90%
Availability of seats on train	93%	89%	96%	92%	88%	86%	93%	84%	98%	98%	95%	90%
Metra's response to the COVID-19 pandemic	93%	84%	80%	88%	90%	89%	90%	83%	83%	95%	89%	89%
Amount of personal space on train	91%	85%	94%	82%	87%	87%	88%	83%	97%	97%	93%	89%
Cleanliness on-board train	93%	84%	86%	87%	88%	86%	81%	80%	84%	94%	90%	87%
Cleanliness of destination station	71%	78%	89%	93%	85%	95%	84%	86%	79%	90%	93%	85%
Cleanliness of boarding station	59%	84%	88%	92%	93%	84%	75%	89%	93%	95%	79%	83%
Ability to shelter yourself from weather conditions	83%	78%	90%	67%	78%	75%	77%	67%	88%	88%	66%	76%

Note: Boarding stations are defined as the station at which the respondent boarded the train. Destination stations are defined as the station at which the respondent alighted the train.

4.4 DRIVERS OF SATISFACTION

While satisfaction scores for different attributes of Metra service may vary widely, some attributes matter more to riders than others. When explicitly asked about which aspect of Metra's service is most important, getting to one's destination on time is by far the most commonly named, with 35% of respondents selecting it as their most important attribute. Service value for fare paid is also important to riders, as well as the number of rush-hour trains, total travel time, and safe train operation, all of which make up the rest of the top five most important Metra attributes (Table 6).

TABLE 6: TOP FIVE MOST IMPORTANT ATTRIBUTES

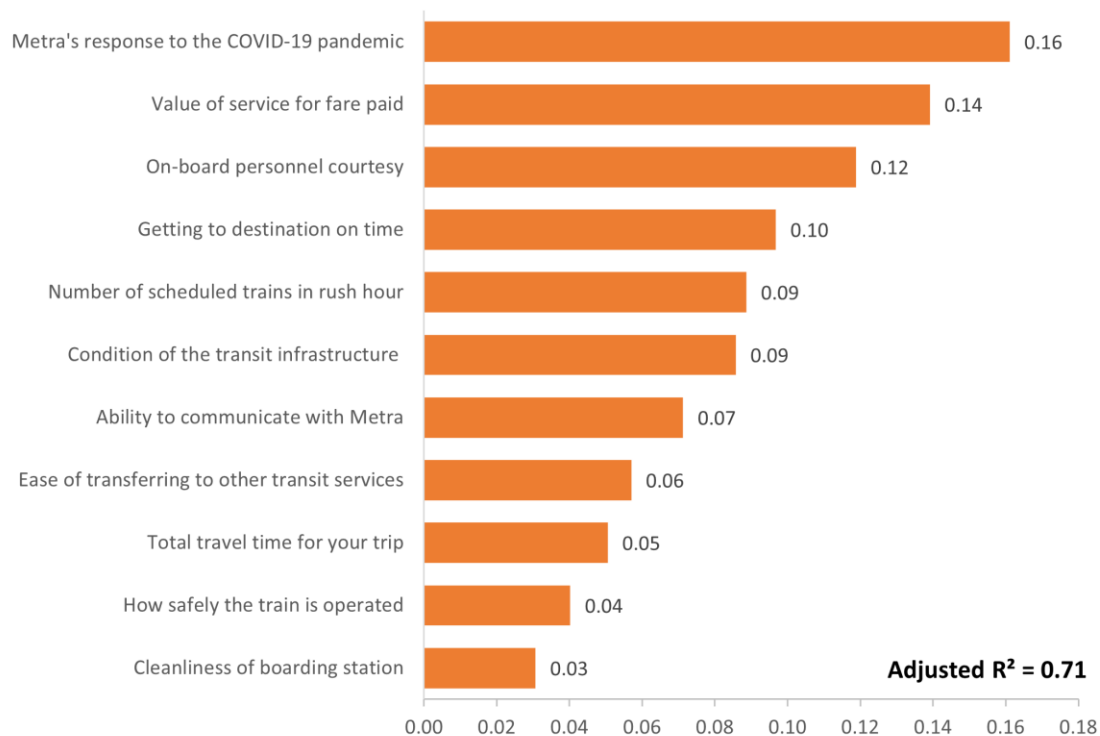
Most Important Satisfaction Item	%
Getting to destination on time	35%
Value of service for fare paid	22%
The number of scheduled trains during rush hour	14%
Total travel time for your trip	6%
How safely the train is operated	3%

Derived Importance

Rather than relying solely on stated importance measures from respondents, additional coefficient calculations were computed to determine the derived importance each measured attribute had on influencing overall satisfaction. This allowed for greater insight into the underlying factors driving overall customer satisfaction that a respondent may not explicitly state.

For this analysis, 29 individual and regional service attributes were modeled as predictors that influence overall satisfaction with Metra. Absent among these were questions that asked outright about overall satisfaction (e.g., “Overall satisfaction with public transportation in region in the six-county Chicago region”). A multiple regression model was developed using a backward selection process. In backward regression, the variable selection starts with the full list of explanatory variables, i.e., the 29 service attributes and five regional attributes. Variables that have no significant contribution explaining the dependent variable, overall satisfaction, are removed and the model is re-estimated at each step.

With an adjusted R^2 of 0.71, the final regression yielded 11 of the initial 29 service and regional attributes which significantly influence respondents’ overall satisfaction with Metra (Figure 21). The magnitude of each derived importance coefficient is a measure of the importance of the service attribute in determining respondents’ overall satisfaction with Metra.

FIGURE 21: 2022 DERIVED IMPORTANCE COEFFICIENTS

Interestingly, while Metra's response to COVID did not show up in the explicit ranking (see Table 6), it is the highest-ranked derived importance variable. This suggests that respondents did not consider this attribute as relatively important when explicitly asked; more subtle measures of importance revealed it to be the highest determining factor of overall satisfaction.

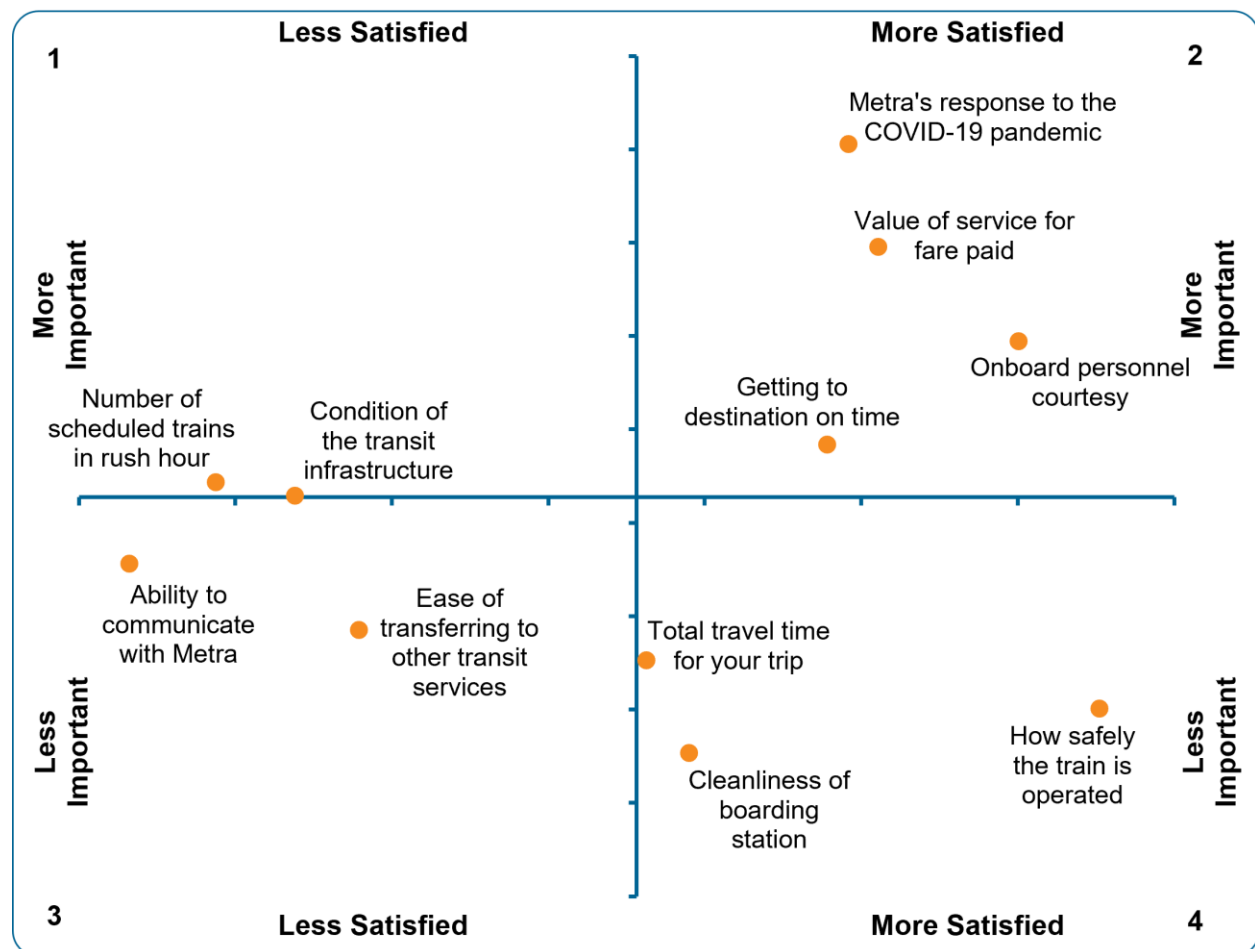
In the 2016 survey, value of service for fare paid was not considered to be an important attribute (in 2022 it is the second-most important). Onboard personnel courtesy was the second-highest ranked derived importance variable in 2022 compared to being the third-highest ranked derived importance variable in the 2022 survey.

Quadrant Charts

A quadrant chart visually depicts service attributes' derived importance against satisfaction. Figure 22 shows the derived importance and satisfaction of the 16 service and regional attributes identified above. These mapped points will provide insight as to where Metra should focus efforts to maximize customer satisfaction. The Y-axis (vertical) measures importance and the X-axis (horizontal) measures attribute satisfaction. Both axes are split at their means, thus creating the four quadrants. Table 7 outlines what each of the four quadrants represent and the appropriate action required by Metra to maximize customer satisfaction.

TABLE 7: QUADRANT CHARTS EXPLANATION

Quadrant	Location	Satisfaction Level	Importance	Action
1	Top left	Relatively low	Relatively high	Attributes for improvement
2	Top right	Relatively high	Relatively high	Attributes to maintain
3	Bottom left	Relatively low	Relatively low	Attributes to monitor
4	Bottom right	Relatively high	Relatively low	Attributes with no immediate action

FIGURE 22: KEY DRIVERS OF OVERALL SATISFACTION CHART


The top-right quadrant contains attributes that are both important and performing better than mean satisfaction. Metra is currently meeting respondents' expectations with Metra's response to the COVID-19 pandemic, value of service for fare paid, getting to destination on time, and onboard personal courtesy. Metra should work to maintain the level of performance of these attributes.

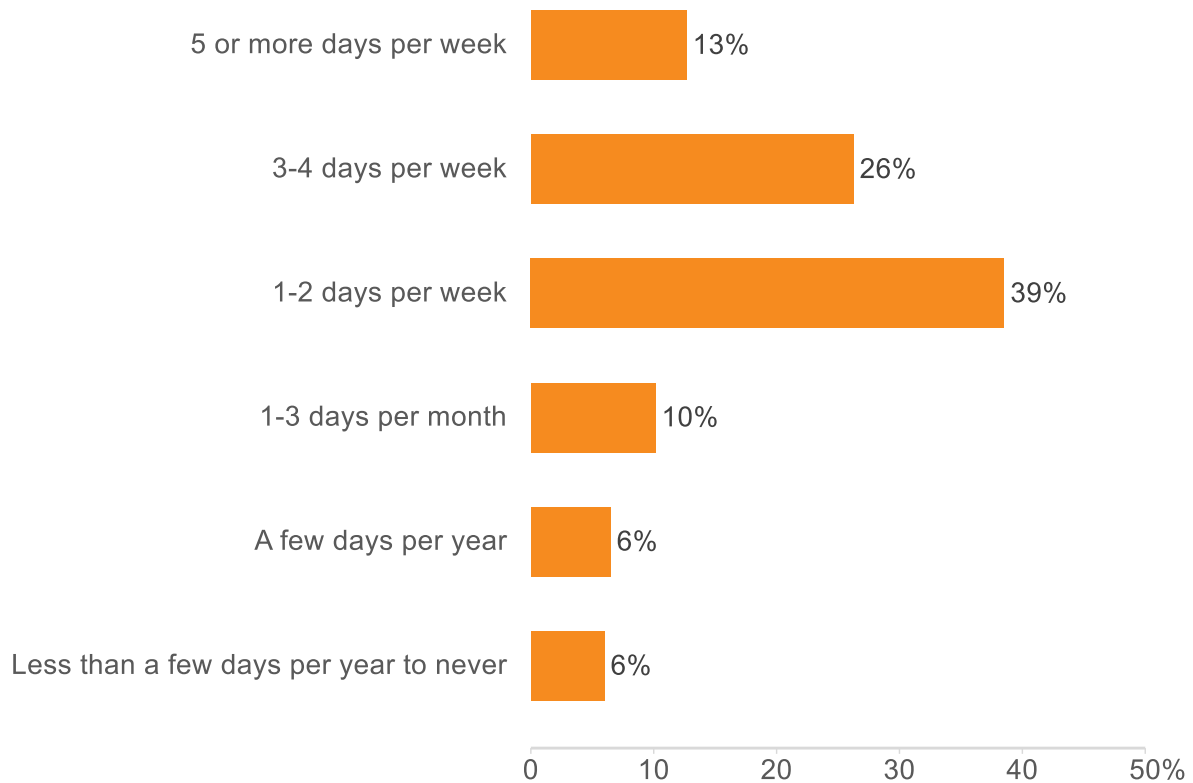
The top-left quadrant contains attributes that are also important but have satisfaction scores below the mean. Improvements in the number of trains in rush hour and the condition of transit infrastructure should be prioritized. A more concerted effort to address these priorities will likely improve customer satisfaction with Metra overall.

4.5 ADDITIONAL RESULTS

Among those riders who take Metra for commuting to work or for business related to work, about 13% indicated that the employer does not allow telecommuting. However, among the remaining 87%, the frequency with which they telecommute is indicated in Figure 23. Reflecting a rise in the number of workers who telecommute or work from home as a result of the COVID-19 pandemic, 78% of riders whose trips are work-related report telecommuting at least once a week (39% telecommute 1-2 days per week, 26% telecommute 3-4 days per week, and 13% telecommute 5 or more days per week)

While the 2016 survey asked about telecommuting, comparisons to 2016 should be made with caution due to differences in the phrasing of the question and the answer options. Of respondents that used Metra to make work-related trips in the 2016 survey, 63% reported that they telecommute compared to 87% in 2022. The median number of days per month that these respondents telecommuted was 5 days, which is approximately equal to 1-2 days per week. In the 2022 survey, the median number of days that respondents use Metra for work-related purposes was also 1-2 days per week.

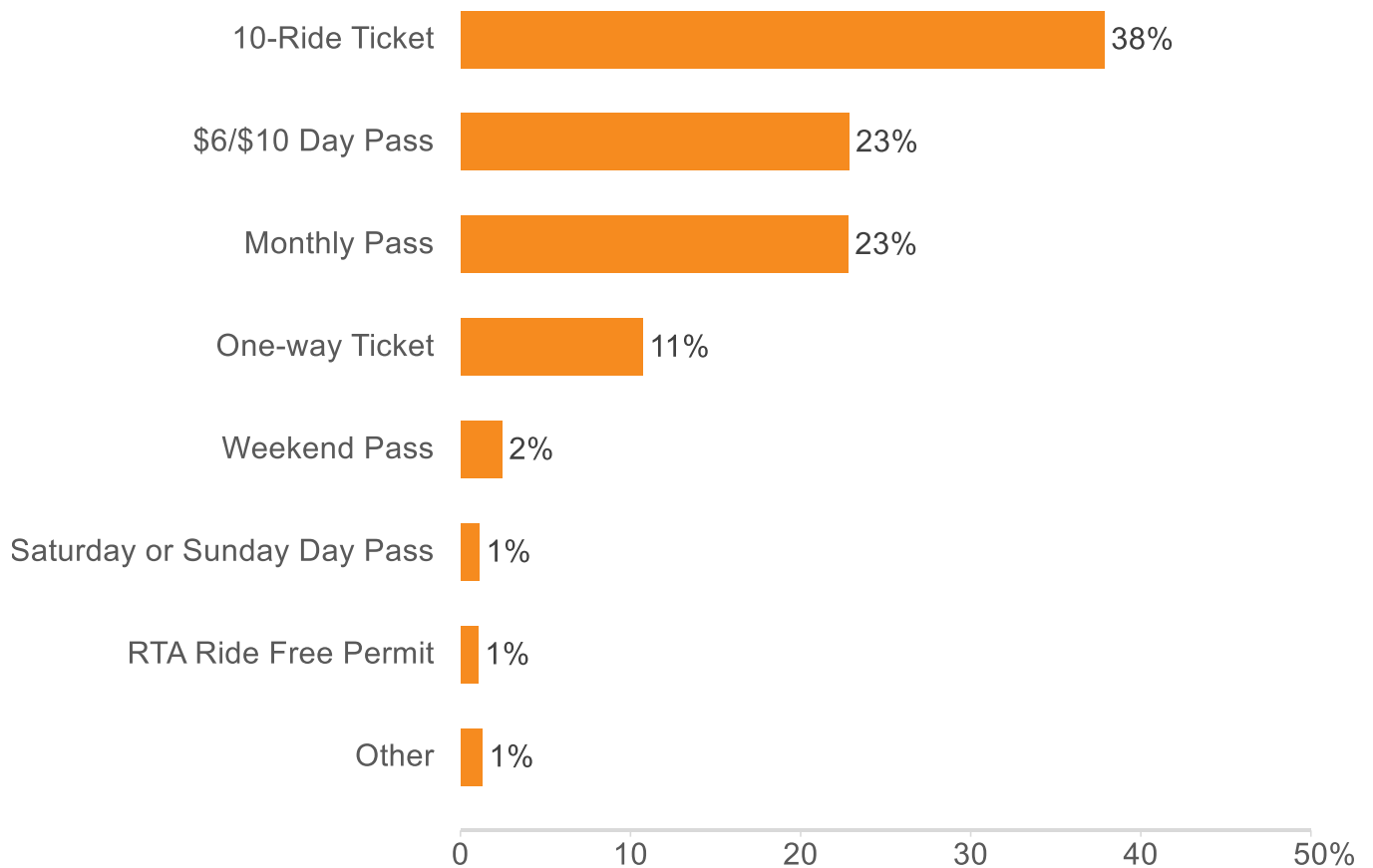
FIGURE 23. TELECOMMUTE FREQUENCY WORK-RELATED RIDERS (AMONG THOSE WHOSE EMPLOYER ALLOWS TELECOMMUTING)



Note: "Work-related" trips are defined as respondents who reported the purpose of their most recent trip as "commute to/from work" or "business related to work."

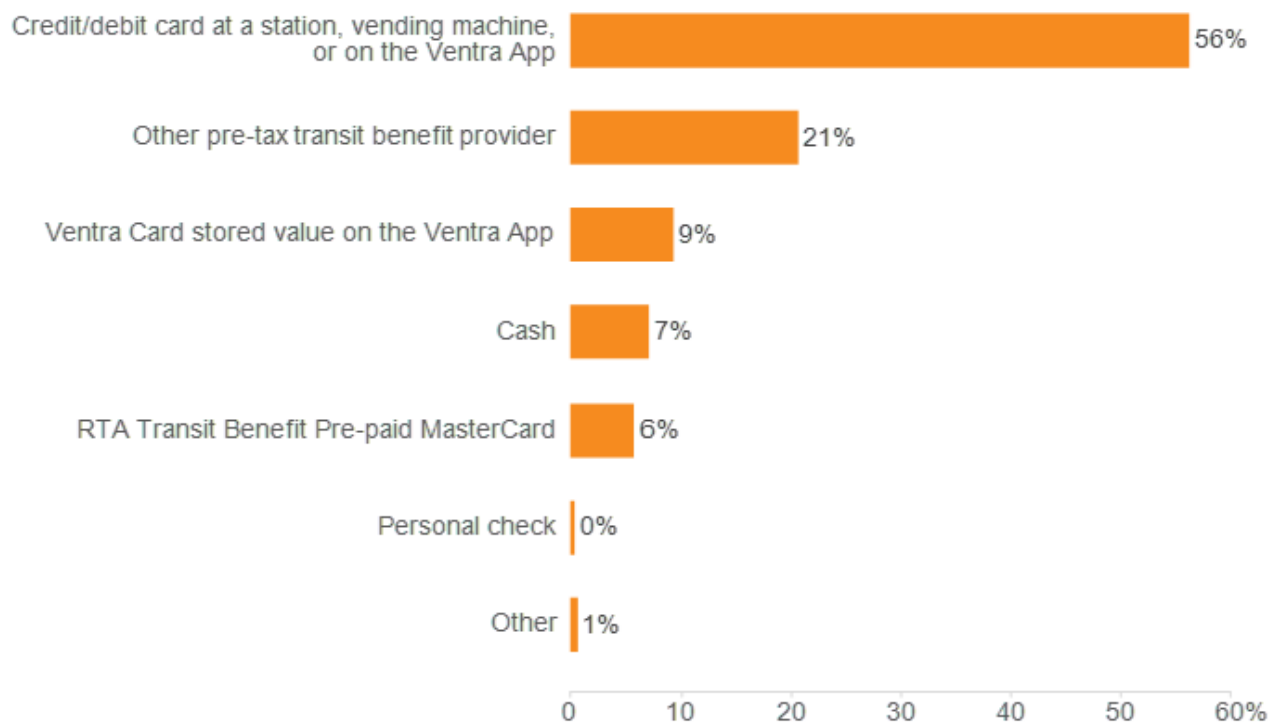
While Monthly Passes used to be the most popular ticket option, they have been surpassed in popularity by the 10-Ride Ticket, which accounts for 38% of all respondent ticket purchases (Figure 24). It should be noted that Metra’s \$100 “Super Saver” Monthly Pass pilot program began in July 2022, after this survey closed, which could have an impact on these results if redone today.

FIGURE 24: METRA TICKET TYPE



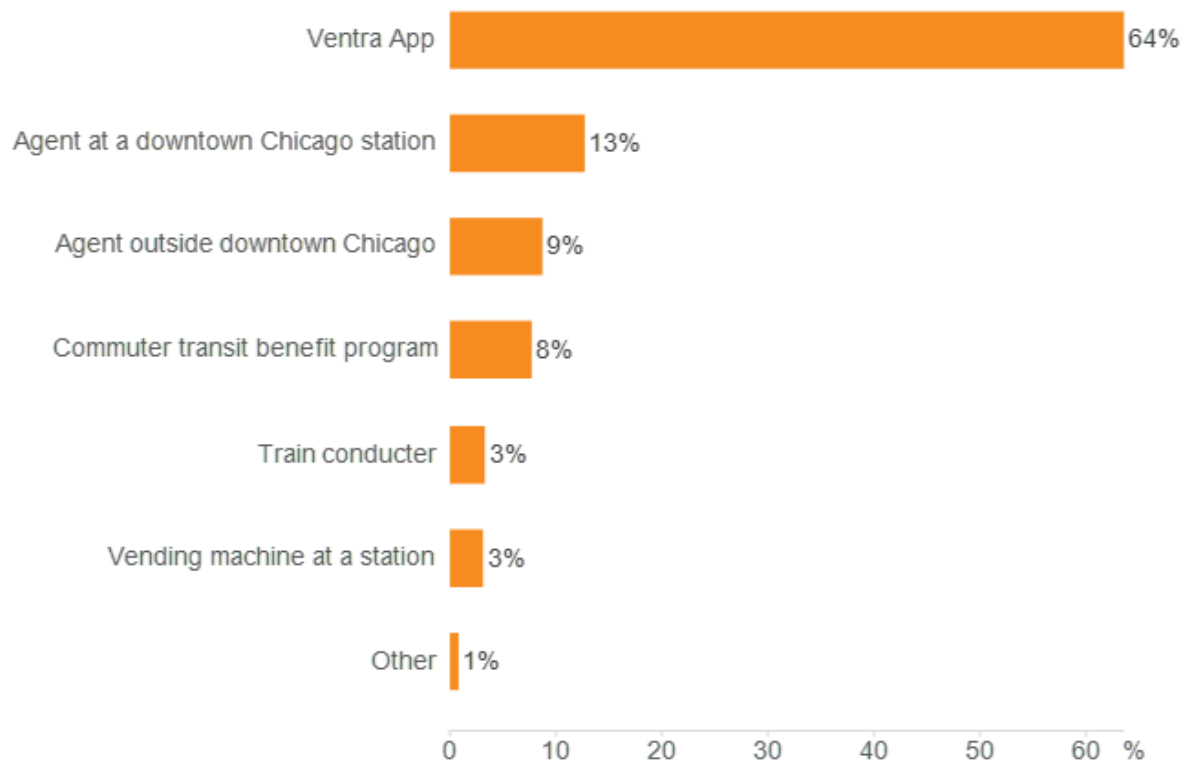
Credit and debit cards are the most popular payment method at 56%, whether in station machines or on the Ventra app. Cash, meanwhile, accounts for 7% of ticket purchase methods (Figure 25).

FIGURE 25: USUAL PAYMENT METHOD FOR TICKET



More than half (64%) of respondents purchased their ticket via the app, with the second most common option – via an agent in a downtown Chicago station – substantially lower at 13% (Figure 26).

FIGURE 26: PURCHASE LOCATION FOR TICKET



5.0 CONCLUSION

Metra has proven its ability to overcome challenges and adjust according to customer needs, and satisfaction with Metra has not only remained high, but positive attitudes towards many of Metra's service attributes continue to surpass prior years. Specifically, with an overall satisfaction score of 92%, Metra is making a good impression on its riders, and a likelihood to recommend score of 94% demonstrates rider loyalty to the Service Board. Even as conditions change and customer needs evolve, Metra continues to deliver a service that its riders are highly satisfied with. For instance, in the face of the COVID-19 pandemic, 89% of riders report satisfaction with Metra's response, and newer initiatives like the Ventra app and bicycle allowance on trains yielded high satisfaction scores as well. Two intercept recruitment methods were added in 2022, namely station-based postcard handouts and postcard seat drop. The station-based postcard handouts occurred system-wide in that postcards were distributed at all 5 downtown Metra stations which are served by all of Metra's 11 lines, and the postcard seat drop occurred on each line proportional to ridership by line. This allowed Metra riders who are not on the email list or on social media to participate, increasing the representativeness of the obtained sample at a reasonable cost. Given that results for the 2022 Metra Customer Satisfaction Survey were obtained after an unparalleled decrease in ridership that occurred during COVID, repeated assessment of customer needs and satisfaction become crucial as Metra rebuilds its ridership.

APPENDIX A. 2022 QUESTIONNAIRE

METRA CS SURVEY 2022

[surveylang]

I would like to take this survey in English
Me gustaría tomar la encuesta en español

This survey is conducted by Resource Systems Group, Inc. (RSG). RSG's privacy policy can be found [here](#).

We are committed to protecting the confidentiality, integrity, and security of your personal information. We take this responsibility seriously. Our privacy documentation is intended to help you understand how we collect, share, and safeguard your information. Information about privacy for this survey can be found [here](#).

Dear Customer:

Metra appreciates and values your opinions; therefore, we would like you to complete this detailed customer satisfaction survey. This survey will take about 10 minutes, and at the end you will have an opportunity to provide any additional comments that you have on Metra service. Your feedback will help Metra evaluate our performance and will assist us in identifying specific areas where our service is in need of improvement. Thank you for your input, and for riding Metra!

Please click “Next” to begin.

By clicking “Next”, I consent to participate in this survey.

[intro]

RAIL LINE, STATION AND TICKET USAGE

For the next few questions, we would like you to concentrate on your typical Metra trip, that is, the trip you make most often, a portion of which includes Metra.:

1. *Please respond based on your **most typical** trip. If your typical Metra usage is from home-work then work-home, answer the following questions for your **home-work** trip.*

Which Metra train line do you ride?

[line] *[programmer: pull down menu]*

ME	Metra Electric Line (University Park/South Chicago, 93 rd St./Blue Island)
RI	Rock Island Line (Joliet)
SWS	SouthWest Service Line (Manhattan)
HC	Heritage Corridor Line (Joliet)
BNSF	BNSF Line (Aurora)
UP-W	Union Pacific West Line (Elburn)
MD-W	Milwaukee District West Line (Elgin)
UP-NW	Union Pacific Northwest Line (Harvard/McHenry)

NCS North Central Service Line (Antioch)
MD-N Milwaukee District North Line (Fox Lake)
UP-N Union Pacific North Line (Kenosha)

2. At which station do you get on the train? [boardsta]

*Note: If your typical Metra usage is from home-work then work-home, answer the following questions for your **home-work** trip.*

[programmer: drop down menu line specific, enforce that [boardsta] and [deststa] have different answers]

3. How do you get to the <boardsta> Metra station where you get on the train? [access]

[programmer: allow one answer only]

- ☐ Walk the entire way
- ☐ Drive alone and park
- ☐ Get dropped off
- ☐ Carpool as the driver
- ☐ Carpool as a passenger
- ☐ Pace bus
- ☐ CTA bus
- ☐ CTA 'L' train
- ☐ Transfer from another Metra train
- ☐ Taxi
- ☐ Lyft/Uber/Via or similar ride-hailing service
- ☐ Personal scooter
- ☐ Shared e-scooter (e.g., Lime, Bird, JUMP)
- ☐ Private shuttle bus/van
- ☐ Shared bike (Divvy)
- ☐ Personal bike
- ☐ Other, please specify: _____

4. At which station do you get off the train?

*Note: If your typical Metra usage is from home-work then work-home, answer the following questions for your **home-work** trip.*

[deststa] [programmer: drop down menu same as [boardsta], enforce that [boardsta] and [deststa] have different answers]

5. How do you get to your final destination from the <deststa> Metra station where you get off the train? [egress] **[programmer: allow only one answer]**

- ☐ Walk the entire way
- ☐ CTA 'L' train
- ☐ CTA bus
- ☐ Pace bus
- ☐ Private shuttle bus/van

- Taxi
- Lyft/Uber/Via or similar ride-hailing service
- Personal scooter
- Shared e-scooter (e.g., Lime, Bird, JUMP)
- Shared bike (Divvy)
- Personal bike
- Get picked up
- Drive alone and park
- Carpool as the driver
- Carpool as a passenger
- Transfer to another Metra train
- Other, please specify: _____

6. What is the purpose of your most typical trip? [purp]

- Commute to/from work
- Commute to/from school **[programmer: only show if this option is selected in [purpose]]**

[school_specified]

- Elementary, middle, or high school
- College or university
- Vocational/trade or other school
- Business related to work
- Medical/dental appointment
- Personal business
- Shopping
- Entertainment, visiting, recreation
- Airport (as an air traveler)
- Other, please specify: _____

7. What type of Metra ticket do you use for your most typical trip? [pass]

- Monthly Pass (full fare or reduced fare)
- 10-Ride Ticket (full fare or reduced fare)
 - How many 10-Ride tickets do you typically use each month: [num10pass]
[programmer: only show if this option is selected in [pass]]
 - Less than 1
 - 1-2
 - 3-4
 - More than 4
- One-Way Ticket (full fare or reduced fare)
- Weekend Pass
- Saturday or Sunday Day Pass

- \$10 Day Pass
 - \$6 Day Pass
 - RTA Ride Free Permit [programmer: skip to Q 12]
 - Other, please specify: _____
8. Do you qualify for reduced fares through any of Metra's reduced fare programs? (Senior, disabled, U.S. Military, elementary, middle, or high school student)? [fullfare]
[programmer: only show this question if NOT "ME" or "RI" selected in [line]]
- Yes [programmer: only show submenu if this option is selected in [fullfare]]
 - Which reduced fare do you qualify for? [fullfare_specified]
 - Senior
 - Disabled
 - U.S. Military
 - Elementary, middle, or high school student
 - No
 - Don't know
9. Currently, all ME and RI riders qualify for reduced fares under the temporary Fair Transit South Cook Pilot. Would you qualify for reduced fares through any of Metra's other reduced fare programs? (Senior, disabled, U.S. Military, elementary, middle, or high school student)? [fullfare_RIME] **[programmer: only show this question if "ME" or "RI" selected in [line]]**
- Yes [programmer: only show submenu if this option is selected in [fullfare_RIME]]
 - Which reduced fare do you qualify for? [fullfare_specified]
 - Senior
 - Disabled
 - U.S. Military
 - Elementary, middle, or high school student
 - No
 - Don't know
10. Where do you usually purchase your Metra ticket? [wherepass]
- Agent at a downtown Chicago station
 - Agent at a station outside of downtown Chicago
 - Vending machine at a station
 - From a conductor on the train
 - Ventra App
 - Directly through a commuter transit benefit program (WageWorks, Wired Commute, ADP etc.)
 - Other, please specify: _____
11. How do you typically pay for your Metra ticket? [payticket]
- Credit/debit card at a station, vending machine, or on the Ventra App

- Cash
- Personal check
- RTA Transit Benefit Pre-paid MasterCard
- Other pre-tax transit benefit provider (WageWorks, Wired Commute, ADP, etc.)
- Ventra Card stored value on the Ventra App
- RTA Ride Free Permit
- Other, please specify: _____

GENERAL METRA USAGE

PLEASE LET US KNOW ABOUT YOUR GENERAL METRA USAGE:

12. In a typical week, how many days do you ride Metra? [freq]

- 7 days per week
- 6 days per week
- 5 days per week
- 4 days per week
- 3 days per week
- 2 days per week
- 1 day per week
- Less than one day per week but more than one day per month
- One day per month or less

[programmer: only show [times] if respondent selects 2 or more days per week in [freq]]

13. Which times of day do you ride Metra (select all that apply) [times]

- ☐ Weekday mornings between 6:00 and 9:00 a.m.
- ☐ Weekdays between 9:00 a.m. and 3:00 p.m.
- ☐ Weekday afternoons between 3:00 and 6:00 p.m.
- ☐ Weekday evenings between 6:00 and 9:00 p.m.
- ☐ Weekday evenings between 9:00 p.m. and 12:00 a.m.
- ☐ Weekdays between 12:00 a.m. and 6:00 a.m.
- ☐ Anytime on the weekends

14. **Before the start of the pandemic (i.e., March 2020)**, were you a regular rider of Metra (that is, riding at least once per month)? [beforepan]

- Yes
- No <skip to currentreg>

15. When did you become a regular rider of Metra (that is, riding at least once per month)? [Dur]

<drop down with year from “2000 or earlier” to “2020”>

16. Are you currently a regular rider (that is, riding at least once per month)? [currentreg]

- Yes

- No

17. How frequently do you work from home or telecommute? [telecommute_freq]

- Employer does not allow
- 5 or more days per week
- 3-4 days per week
- 1-2 days per week
- 1-3 days per month
- A few days per year
- Less than a few days per year/never
- Not Applicable (e.g., I don't work)

18. Please indicate whether you agree or disagree with the following statements. If the question does not apply to you, select "N/A" (not applicable) [rideragree]

	Yes	No	N/A
A. I regularly bring a bicycle on-board the train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. I travel with a smartphone with reliable internet service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SATISFACTION WITH METRA SERVICE

PLEASE RATE YOUR SATISFACTION WITH METRA SERVICE:

19. Think about trips you've recently taken on Metra and please indicate your satisfaction with the following features using a scale of 1-10. If the question does not apply to you, select "N/A" (not applicable)

How satisfied are you with...	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		N/A
A. Value of service for fare paid	1	2	3	4	5	6	7	8	9	10	n/a
B. Getting to destination on time	1	2	3	4	5	6	7	8	9	10	n/a
C. The number of scheduled trains in rush hour	1	2	3	4	5	6	7	8	9	10	n/a
D. The number of scheduled	1	2	3	4	5	6	7	8	9	10	n/a

trains in non-rush hour											
E. The number of scheduled Saturday trains	1	2	3	4	5	6	7	8	9	10	n/a
F. The number of scheduled Sunday trains	1	2	3	4	5	6	7	8	9	10	n/a
G. Total travel time for your trip	1	2	3	4	5	6	7	8	9	10	n/a
H. Wait time before boarding the train	1	2	3	4	5	6	7	8	9	10	n/a
I. Ability to stow bicycle on trains	1	2	3	4	5	6	7	8	9	10	n/a

How satisfied are you with...	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		N/A
J. How safely the train is operated	1	2	3	4	5	6	7	8	9	10	n/a
K. Personal security onboard the train	1	2	3	4	5	6	7	8	9	10	n/a
L. Personal security at <boardsta>	1	2	3	4	5	6	7	8	9	10	n/a

How satisfied are you with...	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		N/A
M. Availability of schedule/route information	1	2	3	4	5	6	7	8	9	10	n/a
N. Notification of service changes	1	2	3	4	5	6	7	8	9	10	n/a
O. Ability to communicate with Metra when I have questions or concerns	1	2	3	4	5	6	7	8	9	10	n/a

How satisfied are you with...	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		N/A
P. Cleanliness of <boardsta>	1	2	3	4	5	6	7	8	9	10	n/a
Q. Cleanliness of <deststa>	1	2	3	4	5	6	7	8	9	10	n/a
R. Cleanliness on train	1	2	3	4	5	6	7	8	9	10	n/a
S. Comfortable temperature on train	1	2	3	4	5	6	7	8	9	10	n/a
T. Availability of seats on train	1	2	3	4	5	6	7	8	9	10	n/a
U. Amount of personal space on train	1	2	3	4	5	6	7	8	9	10	n/a
V. Ability to shelter yourself from weather conditions while waiting for train	1	2	3	4	5	6	7	8	9	10	n/a
W. Metra's response to the COVID-19 pandemic	1	2	3	4	5	6	7	8	9	10	n/a

How satisfied are you with...	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		n/a
X. Staff courtesy on train	1	2	3	4	5	6	7	8	9	10	n/a

[programmer: show all customer satisfaction statements from 0 and allow respondents to rank-order their top 3]

20. Please select and rank the three items that are most important to you. After you make a selection, it will disappear from the list. Start with the item that is MOST important to you. Please continue ranking the items until you have selected your top three. [satisrank]

Please confirm your top three by clicking "Next" to continue. If you need to change your selection, click the "<<Previous" button

21. Overall Value [overall]

	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		N/A
How satisfied are you with Metra overall	1	2	3	4	5	6	7	8	9	10	n/a

22. Likelihood to Recommend [loyal]

	Very unlikely		Unlikely			Likely			Very likely		N/A
How likely are you to recommend Metra to others	1	2	3	4	5	6	7	8	9	10	n/a

23. Regional Satisfaction [reg]

Please consider your ability to move throughout the Chicago region, **using any and all of the available public transportation options** (CTA, Pace, Metra) and indicate your overall **regional satisfaction** using the 1 to 10 scale. If the question does not apply to you, please select “N/A” (not applicable).

How satisfied are you with...	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		n/a
Y. Availability of public transportation throughout the six-county Chicago region when and where you need to travel	1	2	3	4	5	6	7	8	9	10	n/a
Z. Ease of transferring to <u>other transit services</u> (such as coordination of scheduling, payment, signage, walking paths, etc.)	1	2	3	4	5	6	7	8	9	10	n/a
AA. The availability of connecting services near transit such as bike share, ride-hail etc.	1	2	3	4	5	6	7	8	9	10	n/a

BB. The condition of the transit infrastructure (such as buses, trains, stations, bridges, signage, etc.)	1	2	3	4	5	6	7	8	9	10	n/a
CC. Information and service received from the regional RTA Travel Information Center	1	2	3	4	5	6	7	8	9	10	n/a
DD. Overall satisfaction with public transportation in the SIX-COUNTY CHICAGO REGION	1	2	3	4	5	6	7	8	9	10	n/a

DEMOGRAPHICS

PLEASE TELL US ABOUT YOURSELF:

33. Home ZIP Code (5 digits) [zip]

— — — — —

34. Are you? [gender]

- ☐ Male
- ☐ Female
- ☐ Prefer to self-describe _____

35. What is your age ? [age]

- ☐ Under 18
- ☐ 18-24
- ☐ 25-29
- ☐ 30-34
- ☐ 35-39
- ☐ 40-44
- ☐ 45-49
- ☐ 50-54
- ☐ 55-59
- ☐ 60-64
- ☐ 65 or over

36. What is the highest level of education you have completed? [educ]

- ☐ Some high school or less
- ☐ High school graduate
- ☐ Some college or technical school
- ☐ College graduate
- ☐ Post graduate degree

37. What is your current employment status? [employ]

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Homemaker
- ☐ Retired
- ☐ Student
- ☐ Not employed
- ☐ Other, please specify: _____

[programmer: only show if Student in [employ]] [studenttype]]

38. Which type of school do you currently attend? [school]

- ☐ High school
- ☐ Technical college
- ☐ Community college
- ☐ Four-year college
- ☐ Graduate school
- ☐ Other, please specify: _____

39. Which of the following categories best describes your ethnic background (Please select all that apply) [race] **[programmer, allow multiple selections]**

- ☐ White/Caucasian
- ☐ Asian/Pacific Islander
- ☐ Black/African-American
- ☐ Hispanic/Latino
- ☐ Other, please specify: _____

40. What language do you most often speak at home? [lang]

- ☐ English
- ☐ Spanish
- ☐ Polish
- ☐ Chinese
- ☐ Korean
- ☐ Tagalog
- ☐ Russian
- ☐ Other, please specify: _____

41. How well do you speak English? [ability]
- ☐ Very well
 - ☐ Well
 - ☐ Not well
 - ☐ Not at all
42. How many people are in your household (including you)? [hhsz] **[programmer: allow only numbers]**
43. Number of children under age 18 in household [kids] **[programmer: allow only numbers]**
44. Number of cars in household [veh] **[programmer: allow only numbers]**
45. Number of employed people in household [hhemp] **[programmer: allow only numbers]**
46. Do you usually have a car available for the trip you typically make on Metra? [caravail]
- ☐ Yes
 - ☐ No
47. Do you consider yourself to be a person with a disability? [disab]
- ☐ Yes
 - ☐ No
48. What is your household's approximate annual income? [hhinc] **[programmer: do not validate]**
- ☐ Less than \$15,000
 - ☐ \$15,000-\$19,999
 - ☐ \$20,000 - \$24,999
 - ☐ \$25,000 - \$29,999
 - ☐ \$30,000 - \$34,999
 - ☐ \$35,000 - \$39,999
 - ☐ \$40,000-\$59,999
 - ☐ \$60,000-\$74,999
 - ☐ \$75,000-\$99,999
 - ☐ \$100,000-\$124,999
 - ☐ \$125,000-\$149,999
 - ☐ \$150,000-\$199,999
 - ☐ \$200,000 and above

Thank you for your assistance in this important research project.

49. Metra continues to seek input about our service. If you would like to participate in research for Metra or RTA, please provide your email: _____

[programmer: validate that it's an email address]

50. Please share any final comments you have about your experiences with Metra.

Thank you for participating!

APPENDIX B. SEAT DROP POSTCARD ALLOCATION

FIGURE 27: SEAT DROP POSTCARDS DISTRIBUTED BY LINE

Line	Number of Postcards Distributed
SWS	500
HC	150
BNSF	4,350
MD-N	1,500
MD-W	1,300
NCS	300
UP-N	2,900
UP-NW	2,400
UP-W	2,000
RI	2,200
ME	2,400
Total	20,000

APPENDIX C. CROSSTABS

Crosstabs are provided under separate cover.