



# Chicago Card Touch-n-Go Evaluation

Winter 2005-2006



take it everywhere...

Thank you for using the *Touch-n-Go* program to add or check value on your Chicago Card! Please, take a few minutes to answer this survey. Your answers are confidential and will help us evaluate the Chicago Card *Touch-n-Go* program. Please complete the survey and put it in the mail TODAY, postage is paid. *Thank you!*

## Touch-n-Go Program

1. How many times have you used the *Touch-n-Go* program to add or check value on your Chicago Card at **ANY** Currency Exchange?

- ① This is my first time
- ② 2 – 3 times
- ③ 4 – 5 times
- ④ 6 times or more

2. What did you do at **THIS** Currency Exchange today (on this trip)? (Check all that apply)

- ① Obtained a Chicago Card
- ② Added value on to Chicago Card
- ③ Checked value on Chicago Card
- ④ Other business (pay bills, purchase city sticker, cash a check, etc.)

3. How did you become aware or first hear about the *Touch-n-Go* program? (Check all that apply)

- ① Newspaper
- ② Radio ad
- ③ Information on buses and trains
- ④ Flyer/Hand-out
- ⑤ Saw it
- ⑥ CTA website
- ⑦ Friend or relative
- ⑧ Other (specify): \_\_\_\_\_

4. How convenient is this Currency Exchange location to you? Tell us why on the line below.

- ① Very convenient
  - ② Somewhat convenient
  - ③ Not very convenient
  - ④ Not at all convenient
- \_\_\_\_\_

5. How easy was it to add or check value on your Chicago Card using *Touch-n-Go*? Tell us why on the line below.

- ① Very easy
  - ② Somewhat easy
  - ③ Not very easy
  - ④ Not at all easy
- \_\_\_\_\_

6. How satisfied are you with the procedure for using *Touch-n-Go*? Tell us why on the line below.

- ① Very satisfied
  - ② Somewhat satisfied
  - ③ Not very satisfied
  - ④ Not at all satisfied
- \_\_\_\_\_

7. How much value or what amount do you usually add to your Chicago Card? \$ \_\_\_\_\_

8. Where else would you like to add or check value on your Chicago Card? \_\_\_\_\_

## Chicago Card

9. How long have you been using a Chicago Card?

- ① This is my first time
- ② Less than 3 months
- ③ 3 – 6 months
- ④ More than 6 months

10. Have you registered your Chicago Card?

- ① Yes
- ② No, why not?: \_\_\_\_\_

11. How did you usually pay your fares before you started using a Chicago Card? (Check one)

- ① Didn't ride CTA
- ② Cash
- ③ 1-day, 7-day, or 30-day pass
- ④ Fare card/Transit card
- ⑤ U-Pass
- ⑥ Other (specify): \_\_\_\_\_

12. What is your **ONE** main reason for using Chicago Card? (Check one)

- ① I don't need to have exact change
- ② It lets me board more quickly
- ③ To avoid the fare increase
- ④ I can get a bonus value
- ⑤ I can add or check value at selected Currency Exchanges
- ⑥ Never leaves my hand or wallet
- ⑦ Knowledge that if lost, can get fare back and new card for \$5
- ⑧ Other (specify): \_\_\_\_\_

13. What other Chicago Card features would you like to see offered by CTA?

\_\_\_\_\_  
\_\_\_\_\_

## CTA

14. In a typical 7-day period, how many **rides** do you take with the CTA?

- ① None
- ② 1 – 4
- ③ 5 – 8
- ④ 9 – 12
- ⑤ 13 – 16
- ⑥ 17 or more

15. Do you primarily ride CTA buses, CTA trains, or both?

- ① Only buses
- ② Only trains
- ③ Both



