

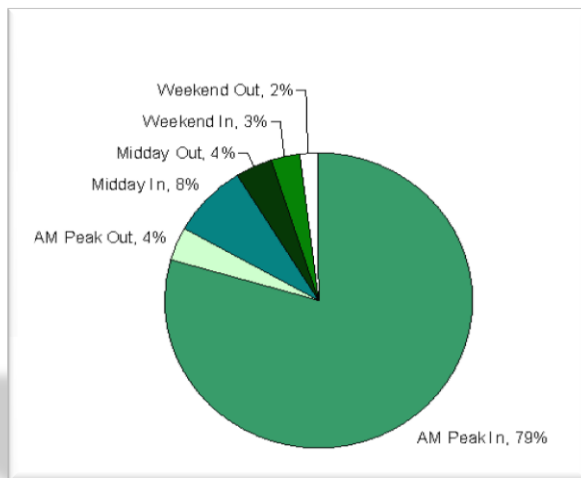
METRA RIDER SURVEY

Metra retained VleCIDes-Schroeder Associates, Inc., in association with The Blackstone Group and Synovate, to design and execute the 2005 Rider Survey, and analyze the survey results. The results provide Metra with a continuum of data about its customer base, permitting the agency to monitor and address subtle and dynamic changes in its market, demographic profiles of its riders, and real or perceived concerns about the quality of service. In addition to quality of service and socio-demographic information, Metra was also seeking updated information about how its customers get to the Metra stations and how they get from the stations to their final destinations (modes of access and egress).

To allow comparisons with previous surveys, the foundation of the 2005 survey was similar to that used in the earlier studies; however, the research also addressed current issues. For example, one

purpose of the study was to compare characteristics of weekend travelers, largely riding for recreation purposes to weekday commuters. Traits of the growing numbers of reverse-commute travelers were also of interest. All eleven Metra lines were included in the survey. More than 81,000 questionnaires were distributed, and nearly 40,000 useable returns were collected, yielding an excellent response rate of 49%.

VSA, Inc. provided guidance on the design and content of the questionnaire, analyzed and interpreted data, and presented study results in the final project report.



Time of Day & Direction of Travel

Project Completion Date: 2006
Client: Metra

Attribute	2005 Rank	2005 Most Important	2005 Top 5 Mentions	1999 Rank
Getting to destination on time	1	38%	73%	1
Value for money	2	14%	49%	3
Frequency of weekday rush service	3	9%	45%	2
Getting to destination quickly	4	9%	42%	4
Availability of seats on train	5	3%	38%	5
Frequency of non-rush service	6	3%	26%	7
Personal safety at boarding station	7	4%	23%	8
Comfort of air conditioning level	8	1%	23%	#
Availability of parking at boarding station	9	3%	22%	6
Cleanliness of train car	10	1%	20%	*

Top Ten Items Affecting Customer Satisfaction