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REGIONAL TRANSPORTATION AUTHORITY

PACE 2025 CUSTOMER SATISFACTION STUDY

November 19, 2025

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1.0 EXECUTIVE SUMMARY

The 2025 Pace Customer Satisfaction Study offers updated insights into rider experiences and priorities across the Pace bus network. Conducted in partnership with, and funded by, the Regional Transportation Authority (RTA), this survey continues a regional effort to track satisfaction and guide service improvements. It is the first Pace study fully conducted since travel patterns began stabilizing after the COVID-19 pandemic.

A total of 5,084 surveys were completed between January and April 2025, including both online and on-board responses. The sample was weighted to reflect March 2025 ridership across Pace divisions. Online responses were further reweighted to match the demographic profile of riders surveyed on board given that onboard respondents represent the full Pace rider population.

The 2025 results reflect ongoing shifts in ridership since COVID, suggesting that Pace is gaining new riders or regaining lapsed riders that left the system during the pandemic. Compared to 2022, Pace riders skew younger, with growing shares aged 18 to 44. More riders report telecommuting one to two days per week but work commutes remain the most common purpose, while travel for shopping, recreation, and medical needs declined.

Overall satisfaction with Pace remained strong and steady at 84%, consistent with 2022 results (83% in 2022). Riders continue to rate Pace highly on key service elements such as value for fare paid (87% in 2025 vs. 88% in 2022), operator courtesy (88% in 2025 vs. 86% in 2022), and personal security on board (82% in 2025 vs. 80% in 2022). Service availability also received positive marks and emerged as a key driver of overall satisfaction.

Still, areas for improvement remain. Between 2022 and 2025, satisfaction with the accuracy of schedule and route information dropped by 9 percentage points, from 83% to 74%. A new question in 2025 asked about the accuracy of real-time bus arrival information, and 70% of riders reported being satisfied. These findings highlight opportunities to improve communication and strengthen rider confidence in service reliability.

While rider satisfaction remains high, Pace will need to address emerging priorities and funding challenges to sustain system loyalty. Improvements to information accuracy and continued investment in rider experience will be key to maintaining high satisfaction and system loyalty moving forward.

2.0 OBJECTIVES & BACKGROUND

This report presents findings from the 2025 Pace Customer Satisfaction Study, conducted in spring 2025 on behalf of Pace and the Regional Transportation Authority (RTA). The survey is part of a coordinated regional effort to measure customer satisfaction across the six-county RTA service area, with parallel studies also conducted by CTA and Metra. Building on the most recent iteration in 2022, this is the first Pace study conducted entirely in the post-pandemic era.

The study's primary goal is to assess rider perceptions of service quality and overall experience across Pace's bus network. Results will help guide service planning, highlight areas for improvement, and support ongoing performance monitoring. By aligning key indicators across agencies, the study also contributes to a broader regional view of satisfaction across the transit system.

The 2025 survey was conducted during a period of ongoing change in the transit landscape. Since 2020, Pace has experienced significant disruptions due to the COVID-19 pandemic. Ridership dropped sharply that year and has been gradually recovering; in 2024, system-wide boardings increased by 13%, though overall ridership remained below pre-pandemic levels. To support this recovery, Pace is implementing a network revitalization effort known as ReVision.[1] At the same time, the agency faces growing fiscal pressures, as federal COVID-19 relief funding begins to phase out. A significant funding gap is expected once these resources are fully depleted in 2026.

In a time of transition, understanding rider experiences is more important than ever. The 2025 survey sheds light on what riders' value, where improvements are needed, and how Pace can evolve to meet changing needs amid ongoing recovery and funding challenges.

The survey reached Pace customers both on board and online. Email invitations were sent to 55,342 individuals, including Ventra users who had recently used Pace and agreed to future contact, along with subscribers to Pace's GovDelivery email list who receive service announcements. Trained field staff also distributed paper surveys in person, which riders could complete during their trip or return by mail using prepaid postage. Each paper survey included a QR code and URL with a unique password, allowing riders to complete the survey online instead. A small number of responses were also collected from postcards placed in schedule holders on Pace buses. Across all methods, a total of 5,084 surveys were completed.

[1] Melissa Myer, "Regional transit ridership hits post-pandemic high in 2024; 11 percent jump from 2023," January 28, 2025, https://www.rtachicago.org/about-rta/press-releases/regional-transit-ridership-hits-post-pandemic-high-in-2024-11-percent-jump-from-2023.

3.0 METHODOLOGY

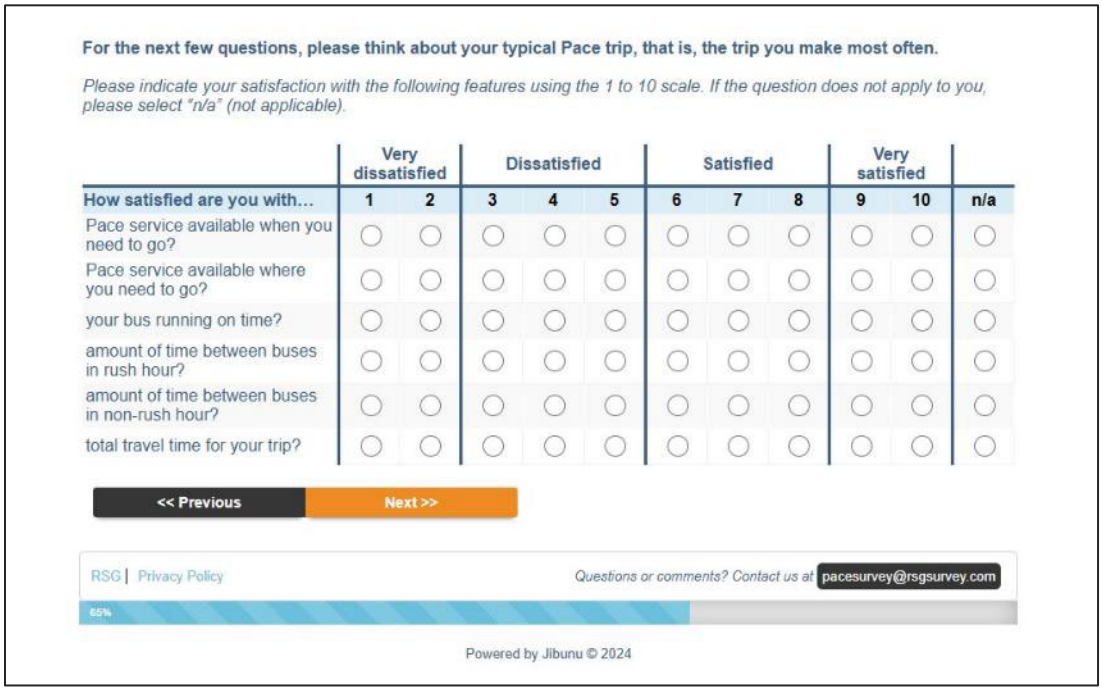
3.1 SURVEY DESIGN

The Pace Customer Satisfaction Survey (CSS) closely mirrors the 2022 design, which supports reliable year-over-year comparisons, while also allowing for targeted updates that capture shifts in rider experience and emerging priorities.

The survey began with asking respondents a selection of travel behavior questions including how many days per week respondents ride Pace, when they ride (days and times), their typical trip purposes, and how they get to and from their Pace bus (i.e., access and egress). These questions allow for a better understanding of customer satisfaction among various segments of riders and can also provide a better understanding of how and why respondents are using Pace. The travel behavior section also included questions about fare, including if respondents pay full or reduced fare.

At the core of the questionnaire was a set of sixteen Pace-specific satisfaction questions, along with four attributes related to regional service across the six-county Chicago area, which remained constant across all Service Boards (i.e., Pace, CTA, and Metra). While these items were not grouped into formal service dimensions in 2025, they continued to reflect key themes such as service delivery, communication, safety, comfort, cleanliness, and staff performance. Respondents rated each item on a 10-point scale ranging from “Very dissatisfied” to “Very satisfied,” with the option to select “not applicable” (“N/A”) when relevant. Figure 1 provides an example of how the satisfaction section appeared to online respondents.

FIGURE 1: SCREENSHOT OF ATTRIBUTE SATISFACTION RATING QUESTION IN PACE WEB SURVEY



The survey also asked riders about their likelihood of continuing to use Pace a year from now and whether they would recommend Pace service to others. These questions provide additional context for interpreting the satisfaction scores, as riders may express dissatisfaction with certain aspects of service while still feeling that Pace meets their overall expectations.

Finally, respondents were asked a series of demographic questions, such as age, gender, and income. As in previous years, incentive prizes were used to encourage participation. Respondents could opt in to a prize drawing for a chance to win one five prizes ($100 Visa gift cards). Those who opted in provided their email address, which was checked for duplicates to ensure only unique entries were included.

3.2 SAMPLING PLAN

A sampling plan was developed using ridership and average automatic passenger count (APC) data by trip—route, direction, and time—from December 2024, and was structured around Pace's nine operating divisions, with contractor-operated routes grouped into a tenth category. For sampling purposes, routes directly operated by Pace were assigned to their respective internal divisions, while contractor routes were combined. Recruitment methods included both on board and online outreach, and online outreach informed the allocation of sample targets for the onboard data collection.

Online Sampling and Initial Response Monitoring

The first phase of data collection focused on online outreach. On January 17, 2025, the study team emailed invitations to 55,342 Ventra users who had used Pace in October 2024 and who agreed to be contacted again in the future. Following this initial email blast, the study team monitored survey completions by division to assess response rates.

Onboard Sample Size Targets

Onboard sample targets were set by division, proportionate to each division's share of average ridership. Initial online survey completes were used to identify where additional on-board sampling was needed. The study team used ridership data and average Automatic Passenger Count (APC) data from December 2024 (by route, direction, and time) to inform targets. Smaller garages, such as Fox Valley, received extra attention due to lower ridership and the difficulty of meeting sample goals.

Fielding shifts were selected using a block-based approach, ensuring that buses started and ended at the same location, typically one of Pace's nine garages. For Pace-operated divisions, survey handouts were allocated based on each division's share of annual ridership, with minimum thresholds applied for smaller divisions. For contractor-operated divisions, 500 surveys were allocated across the system. The number of online responses collected at the time of on-board planning was also considered to ensure enough total responses for weighting.

3.3 SURVEY ADMINISTRATION

Online Recruitment

The study team fielded the online survey from January 17 to April 17, 2025. On January 17, they emailed invitations to 55,342 individuals—including Ventra users who had used Pace in October 2024 and customers subscribed to Pace's GovDelivery email list for service alerts. They sent reminder emails (on January 23, January 30, February 10, February 19, and March 6, 2025) to people who had not yet responded. Each email included a unique link to prevent multiple submissions. The team used Jibunu to program the survey and customize the experience for each respondent, which improved data quality and reduced fatigue. The online version was available in English, Spanish, Chinese, Polish, and Arabic, and mirrored the paper survey to ensure consistent responses across formats.

On-board Recruitment

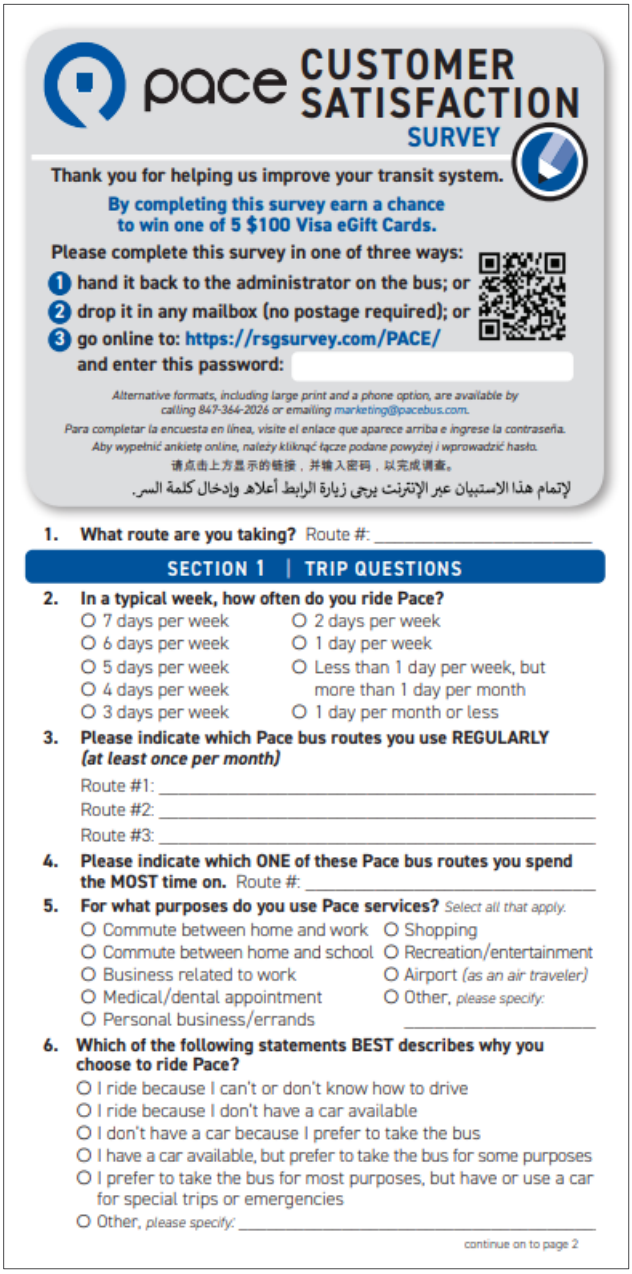
In addition to online recruitment, locally hired subcontractors distributed and collected self-administered questionnaires on-board Pace vehicles. The study team held a training session for

surveyors on March 7, 2025, at RTA headquarters in downtown Chicago. Both surveyors and an RTA representative attended.

On-board fielding ran from March 10 to April 4, 2025. Field staff arrived at their assigned boarding locations at least 30 minutes before scheduled departure times, wearing safety vests and carrying all necessary materials. Surveyors instructed passengers to complete the paper questionnaire on-board and return it before exiting the bus. Alternatively, respondents could choose to mail the survey back using the prepaid business reply envelope or complete the survey online. However, surveyors were trained to strongly encourage on-board completion, given that method's much higher response rate.

Each paper survey included a link/QR Code and a unique password on the cover to ensure that each respondent could only complete the survey once. Paper surveys were available in English and Spanish, while the online version was offered in English, Spanish, Polish, Arabic, and Chinese. Instructions for accessing the online survey appeared in all five languages on the paper survey (Figure 2).

FIGURE 2: FIRST PAGE OF THE PACE PAPER SURVEY



pace CUSTOMER SATISFACTION SURVEY

Thank you for helping us improve your transit system.

By completing this survey earn a chance to win one of 5 $100 Visa eGift Cards.

Please complete this survey in one of three ways:

1. hand it back to the administrator on the bus; or
2. drop it in any mailbox (no postage required); or
3. go online to: https://rsgsurvey.com/PACE/ and enter this password:

Alternative formats, including large print and a phone option, are available by calling 847-364-2026 or emailing marketing@pacebus.com.

Para completar la encuesta en línea, visite el enlace que aparece arriba e ingrese la contraseña.

Aby wypełnić ankietę online, należy kliknąć łącze podane powyżej i wprowadzić hasło.

请点击上方显示的链接，并输入密码，以完成调查。

لإتمام هذا الاستبيان عبر الإنترنت يرجى زيارة الرابط أعلاه وإدخال كلمة السر.

1. **What route are you taking?** Route #: _____

SECTION 1 | TRIP QUESTIONS

2. **In a typical week, how often do you ride Pace?**
   - O 7 days per week
   - O 6 days per week
   - O 5 days per week
   - O 4 days per week
   - O 3 days per week
   - O 2 days per week
   - O 1 day per week
   - O Less than 1 day per week, but more than 1 day per month
   - O 1 day per month or less
3. **Please indicate which Pace bus routes you use REGULARLY *(at least once per month)***
   Route #1: _____
   Route #2: _____
   Route #3: _____
4. **Please indicate which ONE of these Pace bus routes you spend the MOST time on.** Route #: _____
5. **For what purposes do you use Pace services?** *Select all that apply.*
   - O Commute between home and work
   - O Commute between home and school
   - O Business related to work
   - O Medical/dental appointment
   - O Personal business/errands
   - O Shopping
   - O Recreation/entertainment
   - O Airport *(as an air traveler)*
   - O Other, *please specify:* _____
6. **Which of the following statements BEST describes why you choose to ride Pace?**
   - O I ride because I can't or don't know how to drive
   - O I ride because I don't have a car available
   - O I don't have a car because I prefer to take the bus
   - O I have a car available, but prefer to take the bus for some purposes
   - O I prefer to take the bus for most purposes, but have or use a car for special trips or emergencies
   - O Other, *please specify:* _____

continue on to page 2

Additional Recruitment

Pace also placed postcards in schedule holders as part of the recruitment effort. Each postcard included a unique password for online access, similar to the paper surveys. The postcards were double-sided, with one side in English and the other in Spanish. Figure 3 provides an example of postcard design.

FIGURE 3: POSTCARD PLACED IN SCHEDULE HOLDERS ON PACE BUSES

3.4 DATA CLEANING

Before weighting and analysis, paper and web surveys were combined, and each response was linked to a route and division. The reported route served as the primary match; when the route was missing or unclear, the survey's unique password was cross-referenced with distribution logs to identify the division. Any additional routes the respondent listed were then reviewed.

The bulk of the data cleaning was done to ensure logical consistency of the survey data, and to ensure response quality. This involved maintaining data-consistency of open-ended responses and making sure reasonable values were recorded in each field. After extensive cleaning, 2,631 paper surveys were determined valid; invalid surveys are excluded from the results.

Once processing and expansion were complete, the team merged variables that remained consistent with 2022 data. For questions with changed answer options, they collapsed categories into broader ranges to enable comparisons over time.

3.5 DATA WEIGHTING AND EXPANSION

The study team weighted and expanded the data to ridership counts to ensure that the survey sample accurately reflects Pace's traveling population. Initial weights were calculated using March 2025 average daily ridership data provided by Pace to align the proportion of survey responses per division to Pace's traveling population. As in 2022, noticeable demographic differences were observed between respondents recruited onboard versus other methods.

Because riders intercepted onboard are considered more representative of the Pace rider population, respondents recruited by other means were reweighted to match this group's demographics. This was done by applying an iterative proportional fit (IPF) algorithm using the onboard respondents' household income (all levels), ability to speak English (very well, well, not well, not at all), and race/ethnicity (White, Black or African American, Asian, Hispanic or Latino) as targets. The resulting IPF weights were used as the final weights for online respondents, while onboard respondents retained their initial weights. To produce final expanded weights, each respondent's proportional weight was preserved and then adjusted so that the sum of all weights equaled Pace's average weekly ridership for March 2025.

To produce final expanded weights, each respondent's proportional weight was preserved and then adjusted so that the sum of all weights equaled Pace's average weekly ridership for March 2025. This approach ensures that results fairly represent the overall Pace rider population and incorporates weekend activity: the study team calculated an average daily ridership figure (weekday weighted by its share of the week, plus Saturday and Sunday) and multiplied it by seven to produce an "average week." A similar weekly weighting approach was used for all Service Boards to preserve consistency and methodological comparability.

All results presented in this report are based on the fully expanded weighted data.

TABLE 1: DATA EXPANSION TABLE

DIVISION	AVERAGE WEEKLY RIDERSHIP (MARCH 2025)	PROPORTION OF AVERAGE WEEKLY RIDERSHIP	UNWEIGHTED SAMPLE	UNWEIGHTED SAMPLE PROPORTION	AVERAGE WEIGHT
Fox Valley	6,434	2%	168	3%	0.63
Heritage	14,118	5%	449	9%	0.52
North	20,632	7%	356	7%	0.95
North Shore	15,347	5%	567	11%	0.44
Northwest	65,547	21%	1,021	20%	1.05
River	15,253	5%	525	10%	0.48
South	51,940	17%	509	10%	1.67
Southwest	27,819	9%	549	11%	0.83
West	82,908	27%	819	16%	1.66
Contractor	10,131	3%	121	2%	1.37
Total	***310,129***	***100%***	***5,084***	***100%***	***1.00***

**Note: Final weighted proportion matched the ridership proportion. At a 95% confidence level, the margin of error for overall 2025 satisfaction results is 1.00%.*

3.6 RESPONSE RATES

A total of 5,084 usable surveys were collected, with usability defined by the ability to link each response to a division. The response rate for email recruitment was 3.7%, based on 55,342 invitations sent and 2,069 completed surveys. Surveyors also distributed 7,708 paper surveys on board, yielding 2,924 usable responses, translating into a 37.9% response rate for the onboard recruitment approach. Of those who received a paper survey, most returned it in person or by mail; however, 293 respondents chose to complete the survey online instead of using the printed form. Additionally, 91 respondents completed the survey using a postcard link from onboard schedule holders.

In total, 257 surveys (5%) were completed in a language other than English: 244 in Spanish, 5 in Chinese, 5 in Polish, and 3 in Arabic. Final counts by recruitment type (on-board intercept or email invitation) and completion method (paper or online) appear in Table 2.

TABLE 2: SURVEY COMPLETES BY RECRUITMENT AND COMPLETION METHOD

RECRUITMENT METHOD	PAPER COMPLETES	WEB COMPLETES	TOTAL
Email	--	2,069	2,069
Onboard Paper Survey	2,631	293	2,924
Onboard Postcard	--	91	91
Total	***2,631***	***2,453***	***5,084***

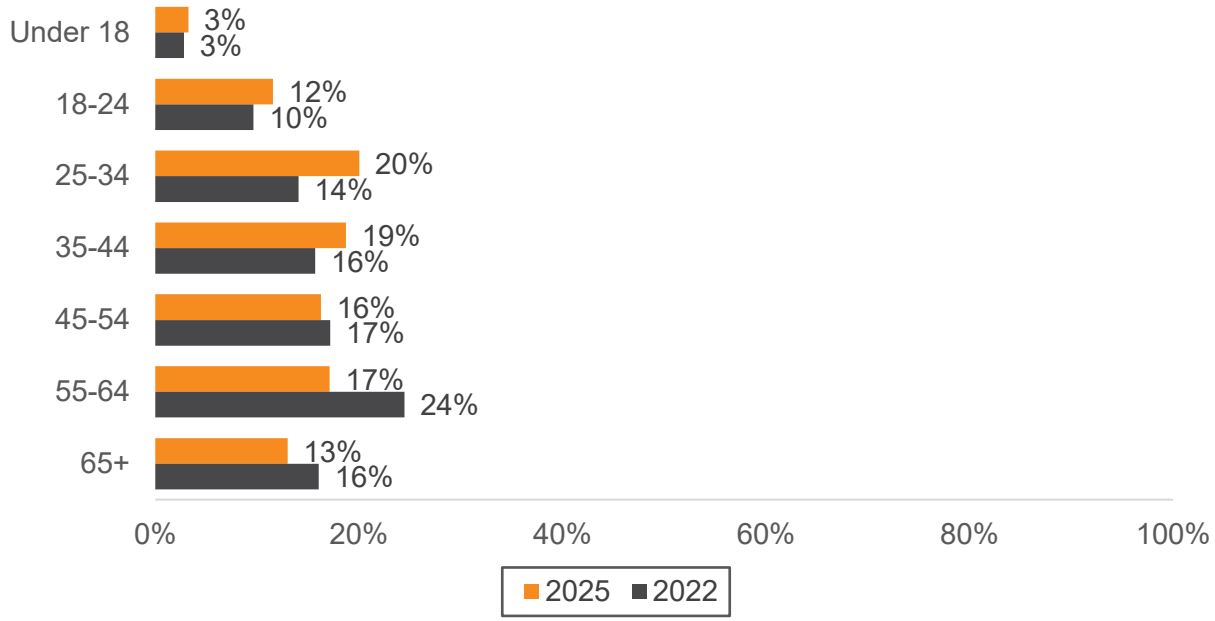
4.0 RESULTS

This section presents select results of the 2025 Pace CSS such as travel behavior, satisfaction with service attributes, and demographic information, compared to select results from Spring 2022.

4.1 DEMOGRAPHICS

The age profile of Pace riders in 2025 reflects a shift toward younger age groups. Compared to 2022, the share of riders aged 55 and older decreased 10 percentage points from 40% to 30%. Meanwhile, younger age brackets saw increases in their representation. Riders aged 35 to 44 rose from 16% to 19%, those aged 25 to 34 increased from 14% to 20%, and the 18 to 24 group grew from 10% to 12% (Figure 4).

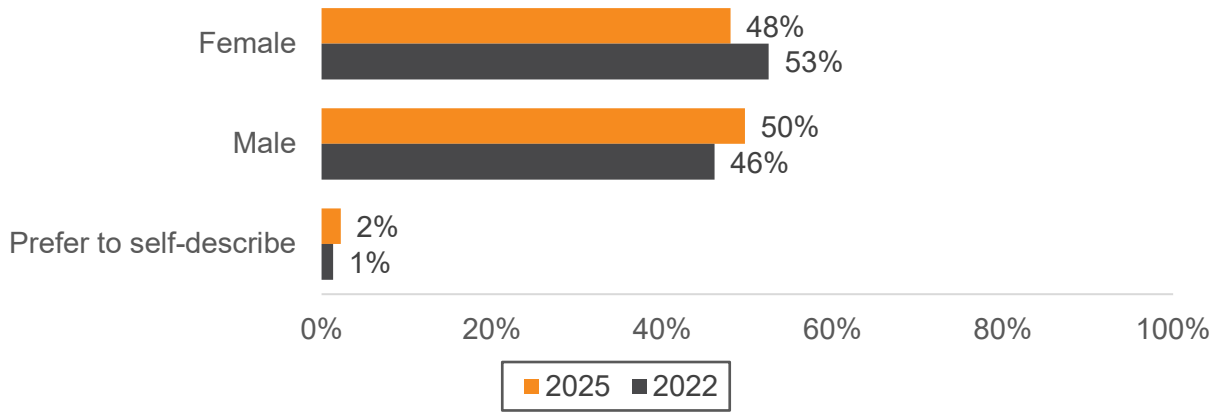
FIGURE 4: AGE BY YEAR



Total, n = 6,523; 2025, n = 4,447; 2022, n = 1,806

The gender distribution of Pace riders shifted slightly between 2022 and 2025. In 2025, 48% of riders identified as female, a 5 percentage point decrease from 53% in 2022. The share of male riders increased from 46% to 50%. A small portion of riders, 2% in 2025 compared to 1% in 2022, chose to self-describe their gender (Figure 5).

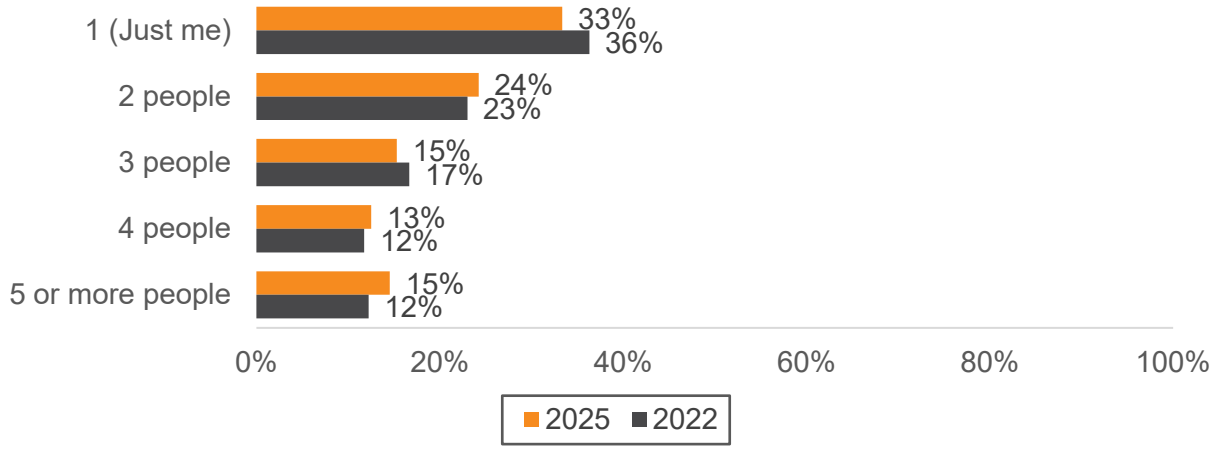
FIGURE 5: GENDER BY YEAR



Total, n = 6,107; 2025, n = 4,436; 2022, n = 1,671

Household size among Pace riders remained relatively stable between 2022 and 2025, with a few notable shifts. In 2025, 33% of riders reported living alone, a 3 percentage point decrease from 36% in 2022. The share of riders in two-person households held steady at 24%, compared to 23% in 2022. The proportion of riders in three-person households declined slightly by 2 points, from 17% to 15%. Conversely, the share of riders living in four-person households increased by 1 percentage point (from 12% in 2022 to 13% in 2025), and the share living in households with five or more people increased by 3 percentage points (from 12% in 2022 to 15% in 2025; Figure 6).

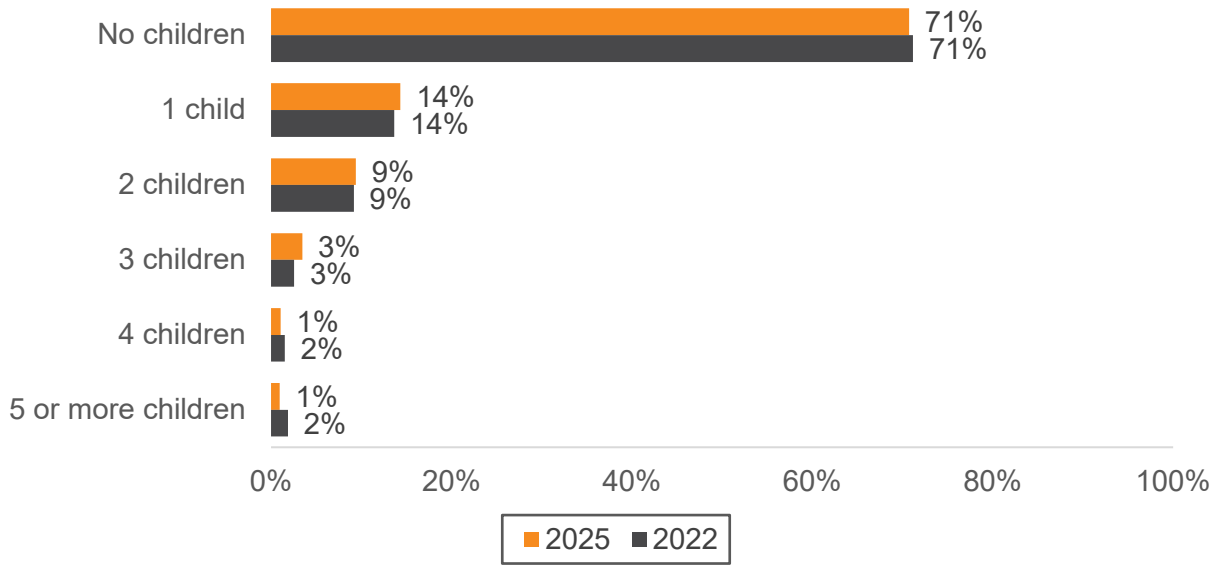
FIGURE 6: HOUSEHOLD SIZE BY YEAR



Total, n = 5,744; 2025, n = 4,048; 2022, n = 1,726

The share of Pace riders with children in the household remained unchanged between 2022 and 2025. In both years, 71% of riders reported no children in the household. Among those with children, 14% reported having one child, 9% had two children, 3% had three children, 1–2% had four children, and 1–2% had 5 or more children (Figure 7).

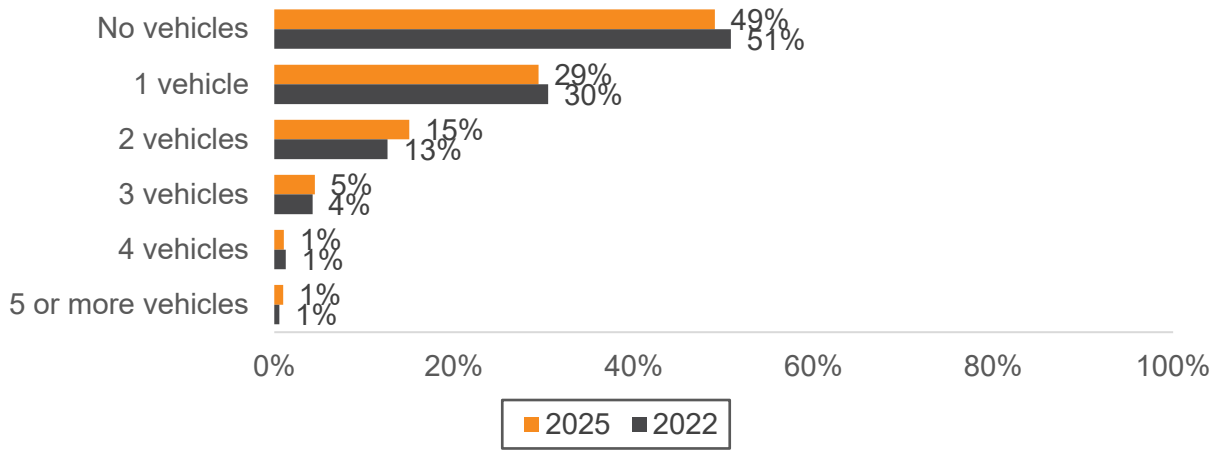
FIGURE 7: NUMBER OF CHILDREN IN HOUSEHOLD BY YEAR



Total, n = 4,984; 2025, n = 3,407; 2022, n = 1,577

Household vehicle ownership among Pace riders showed only minimal change between 2022 and 2025. In 2025, 49% of riders reported living in households without a vehicle, a 2 percentage point decrease from 51% in 2022. The proportion of one-vehicle households declined by 1 percentage point, from 30% to 29%. Small increases were observed in households with two vehicles, rising by 2 percentage points from 13% to 15%, and in households with three vehicles, which increased by 1 percentage point from 4% to 5%. The share of households with four vehicles and 5 or more vehicles remained relatively unchanged (1% for each; Figure **8**).

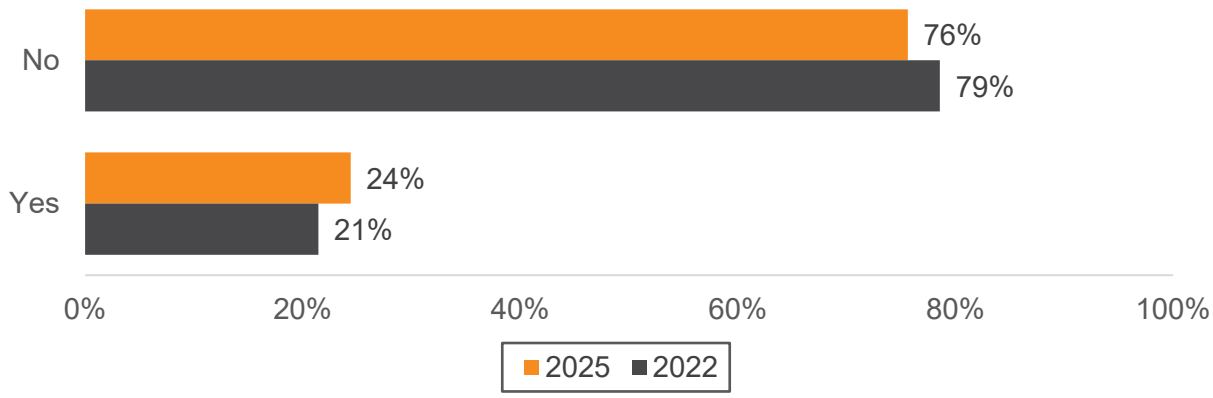
FIGURE 8: NUMBER OF VEHICLES IN HOUSEHOLD BY YEAR



Total, n = 5,160; 2025, n = 3,565; 2022, n = 1,595

In 2025, 24% of Pace riders reported having access to a vehicle for their trip, up 3 percentage points from 21% in 2022. Conversely, the share of riders without vehicle access declined by 3 percentage points, from 79% to 76% (Figure 9).

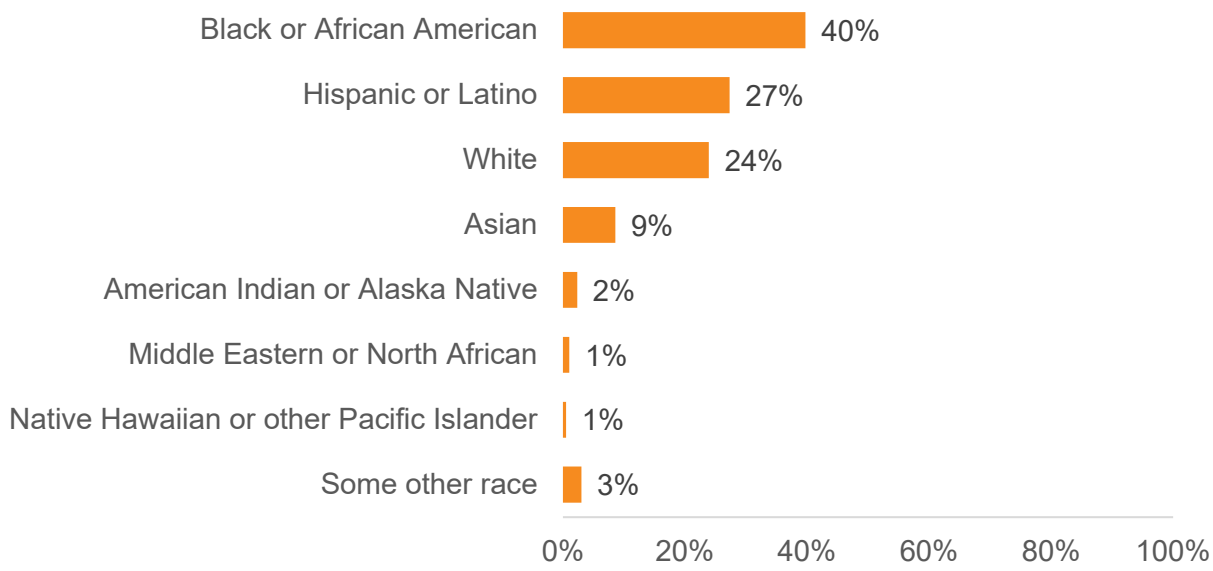
FIGURE 9: CAR AVAILABILITY BY YEAR



Total, n = 6,134; 2025, n = 4,346; 2022, n = 1,788

The largest share of riders identified as Black or African American (40%), followed by Hispanic or Latino (27%) and White (24%). Smaller shares identified as Asian (9%), American Indian or Alaska Native (2%), Middle Eastern or North African (1%), Native Hawaiian or other Pacific Islander (1%), and Some other race (3%; Figure 10).

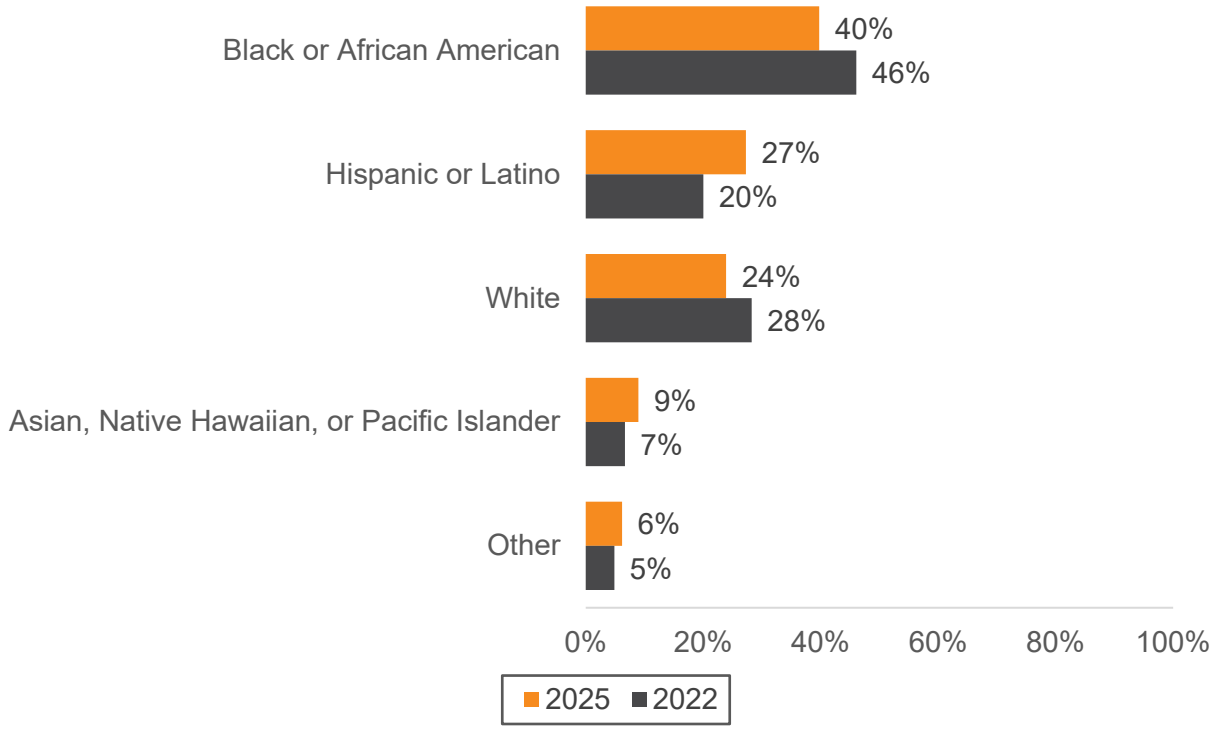
FIGURE 10: RACE AND ETHNICITY (2025 ONLY)



n = 4,347
**Note: Respondents could select all options that applied.*

Figure 11 compares the racial and ethnic makeup of Pace riders in 2022 and 2025 at the most disaggregate level possible, given changes in response categories between survey years. The share of Black or African American riders declined by 6 percentage points, from 46% to 40%, while the proportion of Hispanic or Latino riders increased by 7 percentage points, from 20% to 27%. The share of White riders decreased slightly, dropping 4 percentage points from 28% to 24%. Smaller increases were observed among Asian, Native Hawaiian, or Pacific Islander riders, rising 2 percentage points from 7% to 9%, and among those identifying as "Other," which rose 1 percentage point from 5% to 6%.

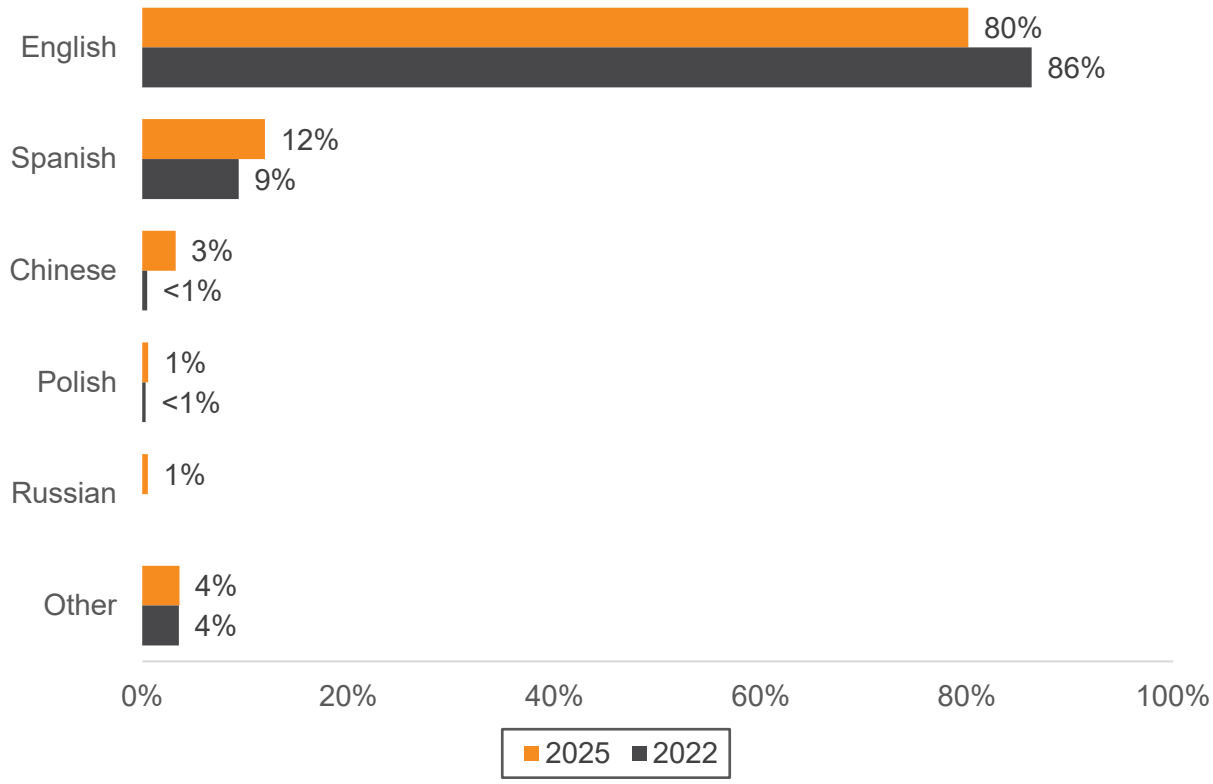
FIGURE 11: RACE AND ETHNICITY BY YEAR



Total, n = 6,068; 2025, n = 4,437; 2022, n = 1,721
**Note: Respondents could select all options that applied.*

English remains the predominant language spoken at home among Pace riders, though its share declined by 6 percentage points, from 86% in 2022 to 80% in 2025. The proportion of riders who speak Spanish at home rose by 3 percentage points, from 9% to 12%. In 2025, 3% of riders reported speaking Chinese at home and 1% reported speaking Polish, both up from 0% in 2022. The share of riders selecting “Other” remained unchanged at 4% (Figure 12).

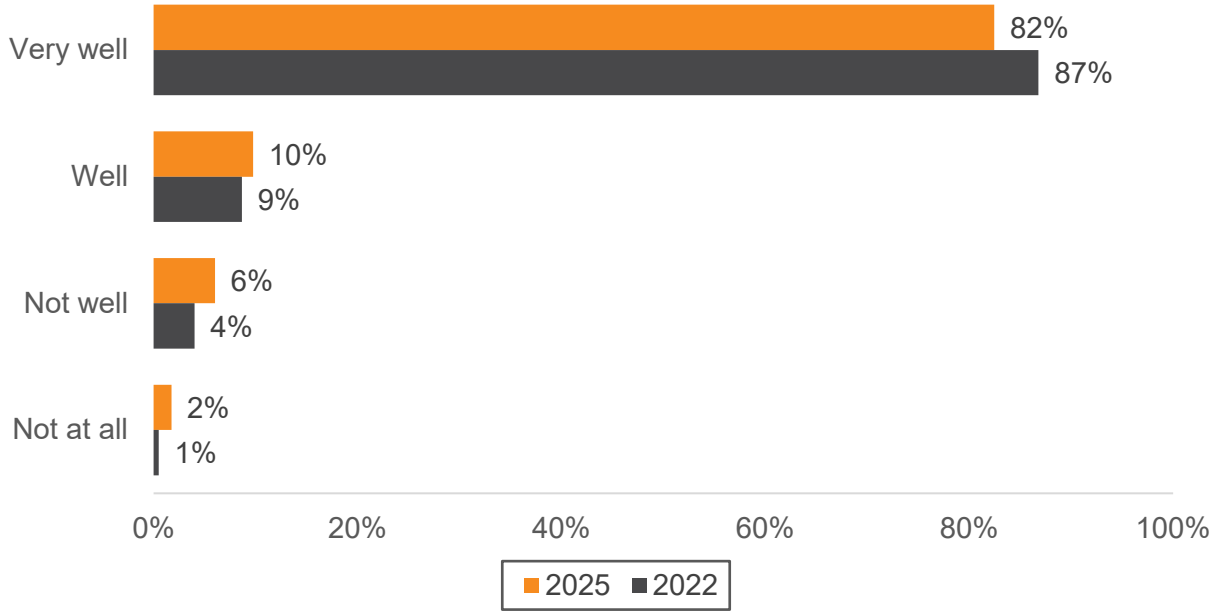
FIGURE 12: PRIMARY LANGUAGE SPOKEN IN HOUSEHOLD BY YEAR



Total, n = 6,007; 2025, n = 4,281; 2022, n = 1,726
**Note: “Russian” was a new option in the 2025 survey.*

In both years, the vast majority of riders indicated that they speak English “very well,” though this share declined by 5 percentage points, from 87% in 2022 to 82% in 2025. The share who reported speaking English “well” increased by 1 point (from 9% to 10%), while those who said they speak English “not well” rose by 2 points (from 4% to 6%). The percentage of riders who do not speak English at all increased slightly, from 1% to 2% (Figure 13).

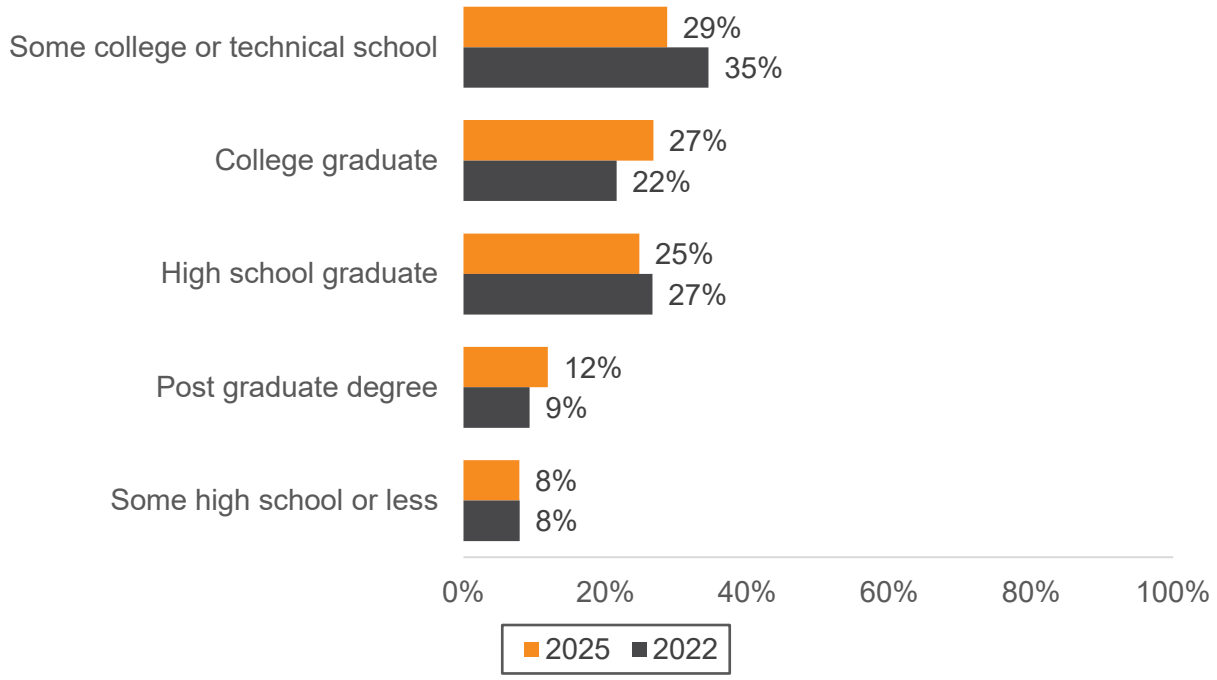
FIGURE 13: ENGLISH ABILITY BY YEAR



Total, n = 6,147; 2025, n = 4,416; 2022, n = 1,731

In 2025, the share of riders who reported completing some college or technical school declined by 6 percentage points, from 35% in 2022 to 29%. The proportion of high school graduates remained relatively stable, decreasing by 2 points (from 27% to 25%). Meanwhile, the percentage of college graduates increased by 5 points, from 22% in 2022 to 27% in 2025. The share of riders with a postgraduate degree rose by 3 points (from 9% to 12%). Those with some high school or less held steady at 8% in both years, showing no change (Figure 14).

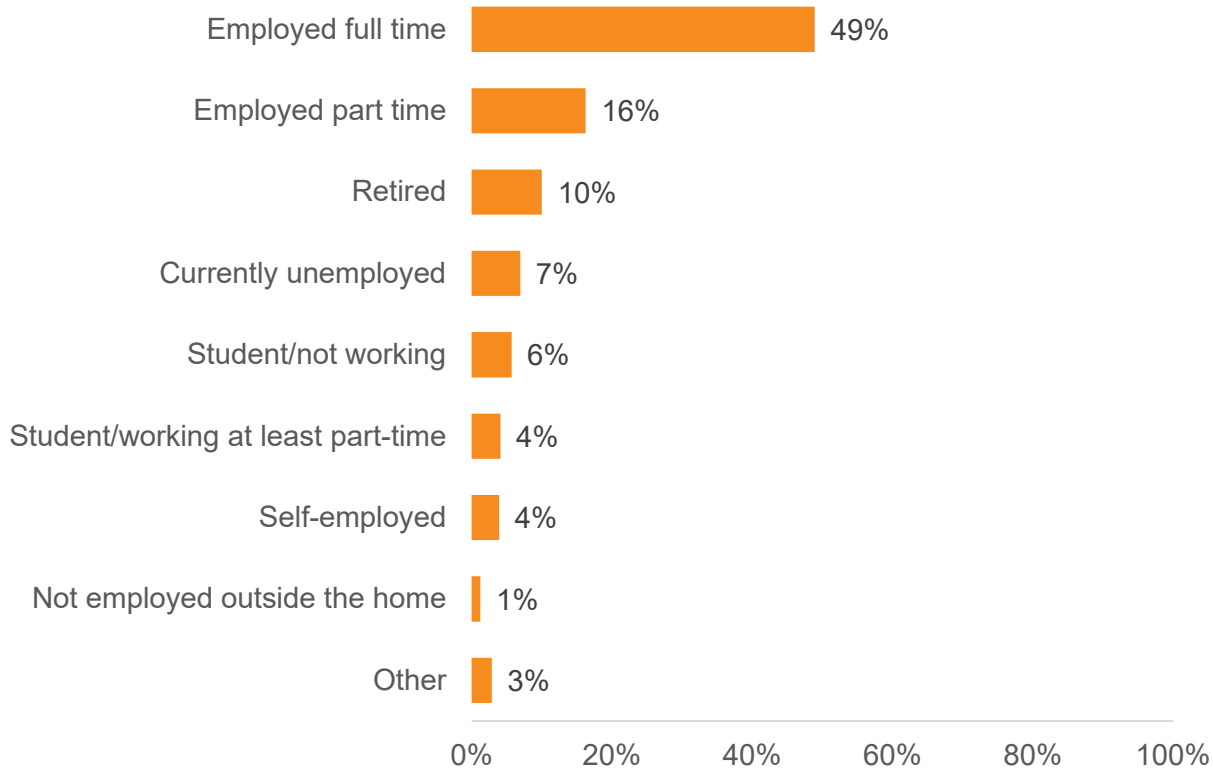
FIGURE 14: EDUCATION STATUS BY YEAR



Total, n = 6,063; 2025, n = 4,347; 2022, n = 1,716

Nearly half of riders (49%) reported being employed full time, making it the most common employment category by a wide margin. An additional 16% were employed part time. Retired individuals made up 10% of riders, followed by those who were currently unemployed (7%), students not working (6%), and students working at least part time (4%). Another 4% identified as self-employed, while smaller shares reported being not employed outside the home (1%) or selected other (3%; Figure 15).

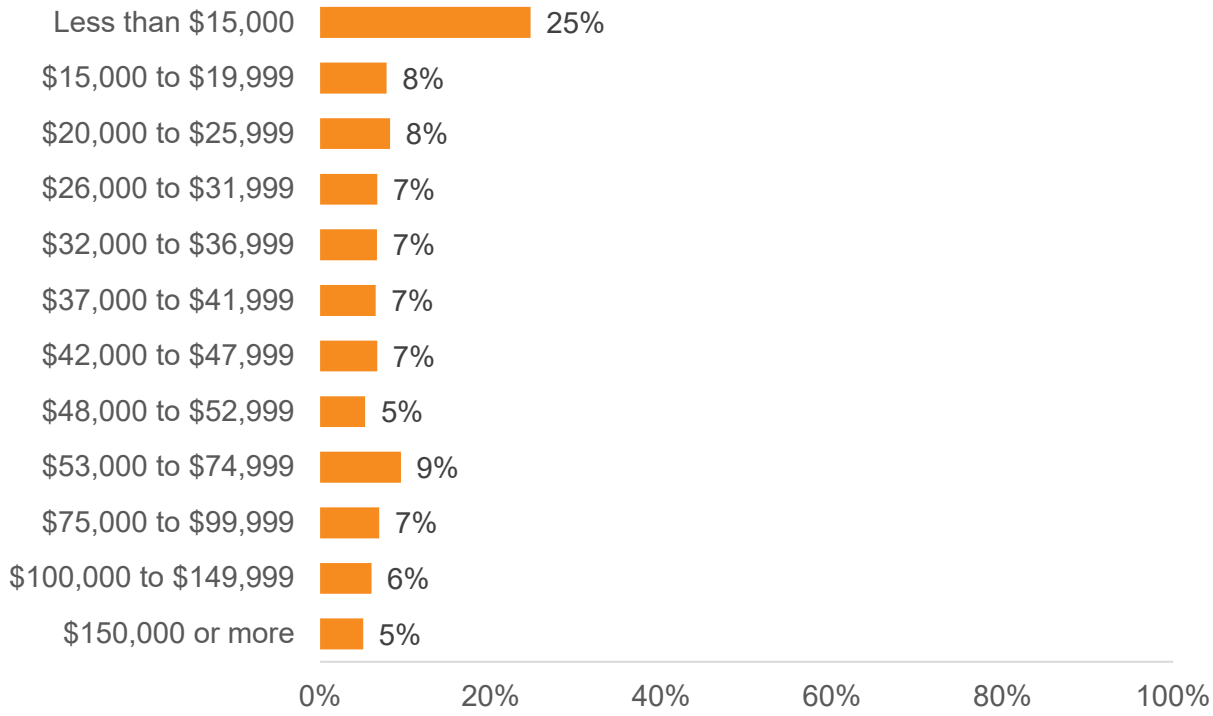
FIGURE 15: EMPLOYMENT STATUS (2025 ONLY)



n = 4,389

Figure 16 shows household income at the most detailed level for 2025. A quarter of riders (25%) reported annual household incomes of less than $15,000, making it the most common income group. Eight percent of riders reported incomes between $15,000 and $19,999, and another 8% fell between $20,000 and $25,999. Roughly 7% of riders were distributed across each $5,000 bracket from $26,000 to $41,999. Five percent of riders reported incomes between $48,000 and $52,999. The largest share among mid-income ranges was in the $53,000 to $74,999 bracket, at 9%. At the higher end, 6% reported incomes between $100,000 and $149,999, and 5% reported household incomes of $150,000 or more.

FIGURE 16: HOUSEHOLD INCOME (2025 ONLY)

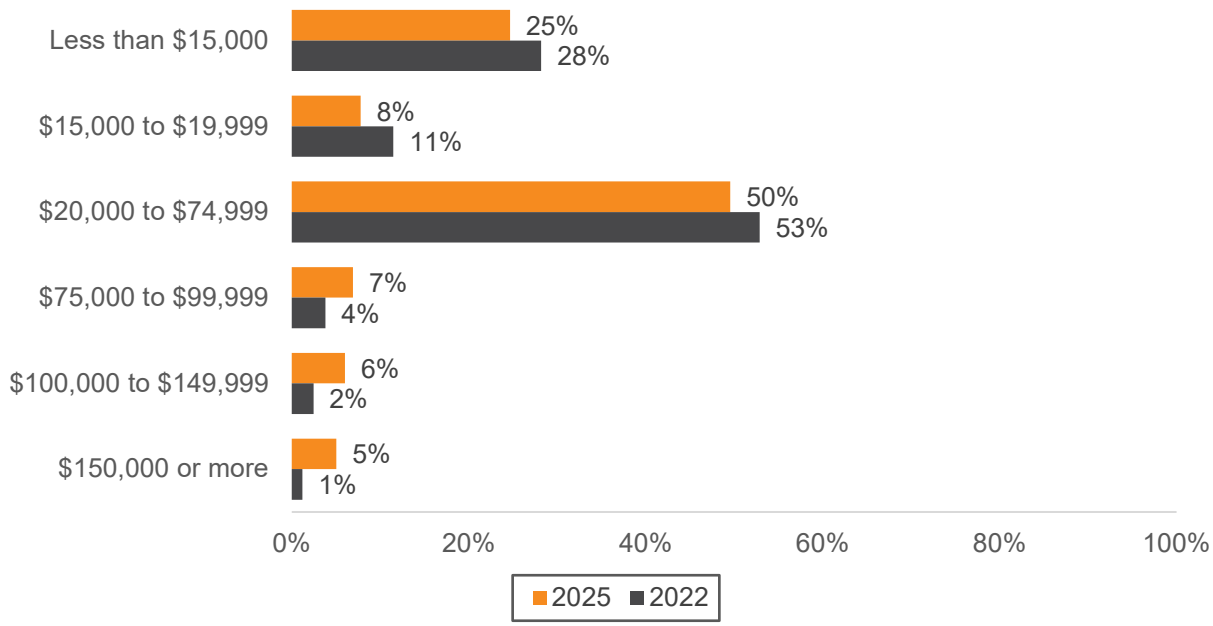


n = 4,087

Figure **17** shows the household income distribution of survey riders in 2022 and 2025, using the most detailed brackets available due to changes made to the 2025 survey. Overall, the share of riders in the lowest income brackets decreased slightly. One-quarter of riders (25%) reported household incomes under $15,000 in 2025, a small decline from 28% in 2022, and 8% reported incomes between $15,000 and $19,999, down 3 percentage points from 11%. The middle-income bracket of $20,000 to $74,999 remained the largest group but declined modestly, from 53% in 2022 to 50% in 2025.

Conversely, the proportion of riders in higher income brackets increased between the two years. In 2025, 7% of riders reported household incomes between $75,000 and $99,999, up 3 points from 4% in 2022. Those reporting incomes of $100,000 to $149,999 increased from 2% to 6%, and the share reporting $150,000 or more rose from 1% to 5%.

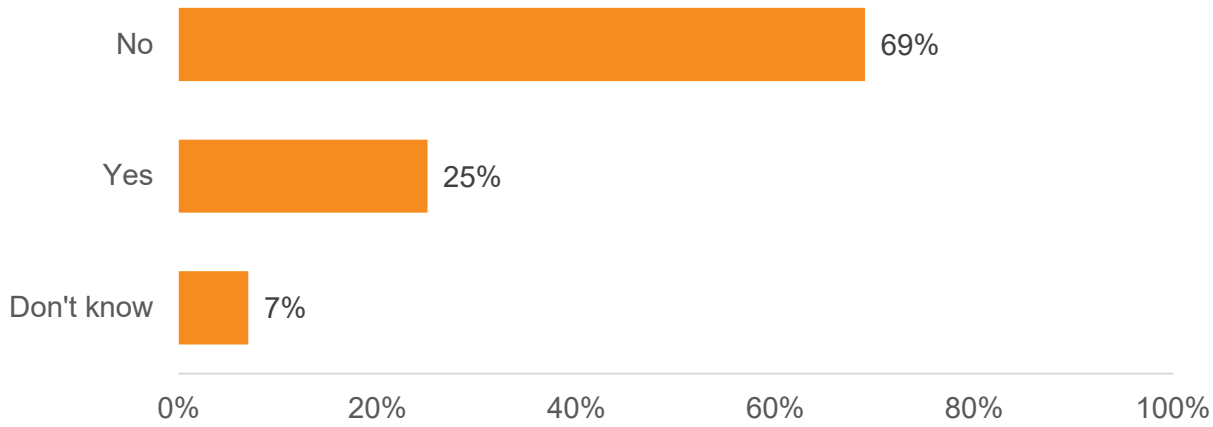
FIGURE 17**: HOUSEHOLD INCOME BY YEAR**



Total, n = 5,772; 2025, n = 4,087; 2022, n = 1,685

Figure 18 shows responses to a new question added in 2025 about participation in the Supplemental Nutrition Assistance Program (SNAP). One-quarter of riders (25%) reported that their household received SNAP benefits in the past year. The majority (69%) said they did not receive SNAP, while 7% were unsure or did not know.

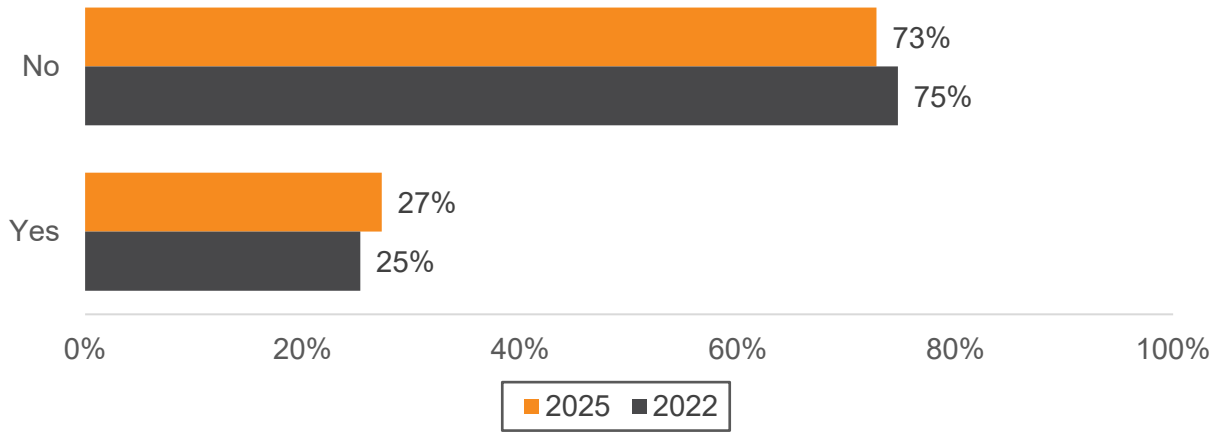
FIGURE 18: SNAP BENEFITS (2025 ONLY)



n = 4,016

The share of Pace riders reporting a disability remained relatively the same between survey years. In 2025, 27% of riders indicated having a disability, compared to 25% in 2022 (a 2 percentage point increase). Most riders in both years reported no disability: 73% in 2025 and 75% in 2022 (Figure 19).

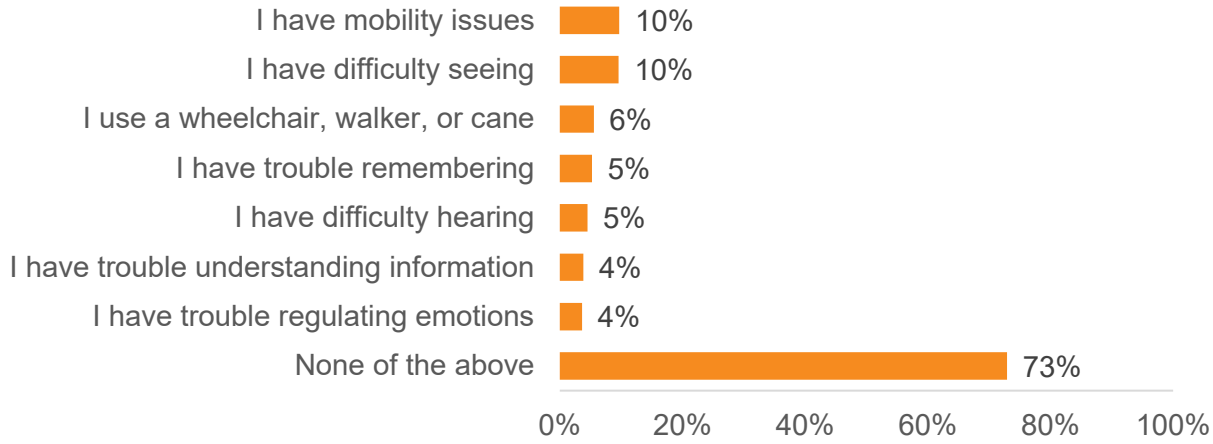
FIGURE 19: DISABILITY STATUS BY YEAR



Total, n = 6,050; 2025, n = 4,327; 2022, n = 1,723

Disability type was measured for the first time in the 2025 survey. As shown in Figure 20, the most commonly reported conditions were mobility issues and difficulty seeing, each cited by 10% of riders. Six percent reported using a wheelchair, walker, or cane. Other conditions included difficulty remembering (5%), difficulty hearing (5%), trouble understanding information (4%), and trouble regulating emotions (4%). A majority of riders (73%) selected “None of the above.”

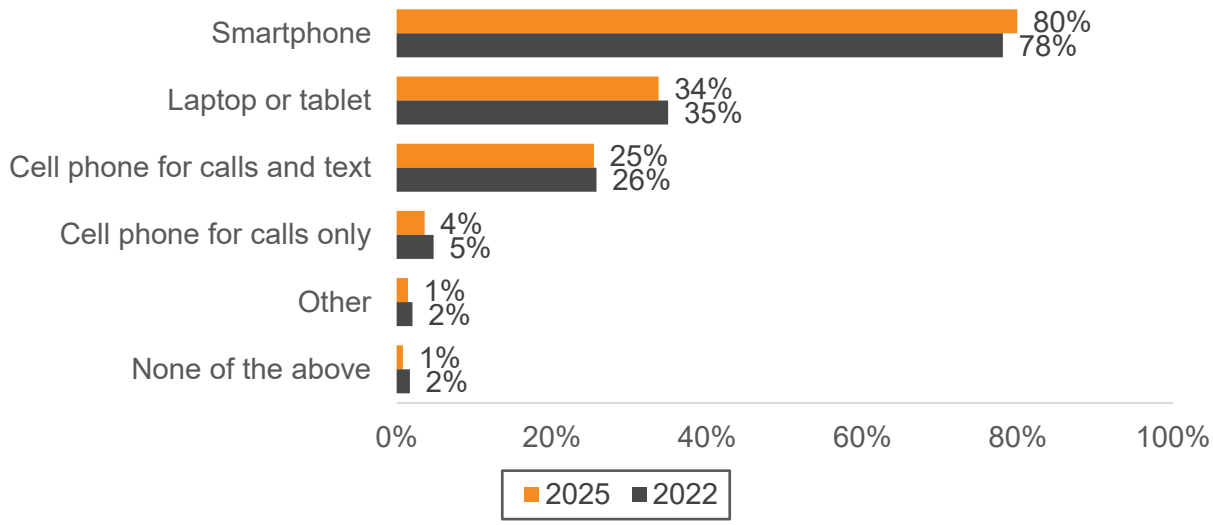
FIGURE 20: DISABILITY TYPE (2025 ONLY)



n = 4,327
**Note: Respondents could select all options that applied.*

Device usage among Pace riders remained consistent between 2022 and 2025. A majority of riders (80%) reported using a smartphone in 2025, up 2 percentage points from 78% in 2022. Roughly one-third reported using a laptop or tablet—34% in 2025, down slightly by 1 percentage point from 35% in 2022. One-quarter of riders said they use a cell phone for calls and texts, showing little change (25% in 2025 vs. 26% in 2022, a 1-point decrease). A small share reported using a cell phone for calls only (4% in 2025, down 1 point from 5%), and very few selected “Other” or “None of the above” (both down 1 percentage point from 2022; Figure 21).

FIGURE 21: USE OF MOBILE DEVICES BY YEAR

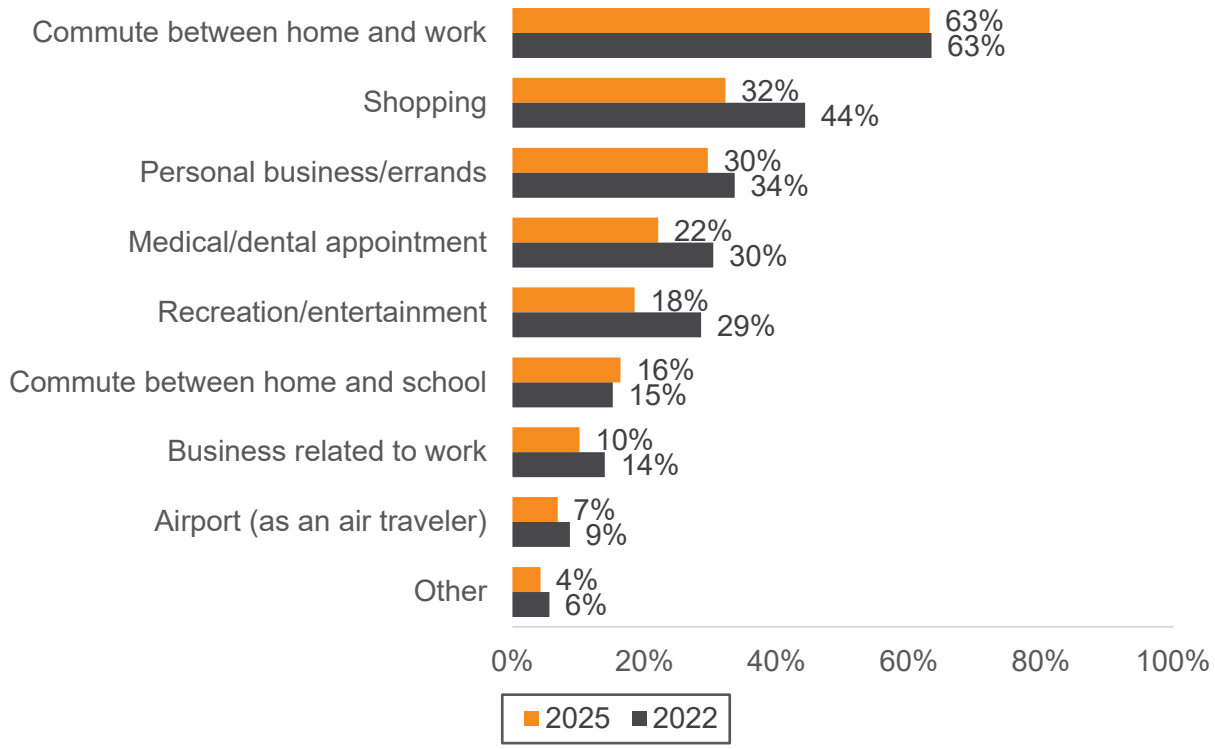


Total, n = 6,260; 2025, n = 4,436; 2022, n = 1,824
**Note: Respondents could select all options that applied.*

4.2 GENERAL RIDERSHIP

Commuting between home and work remained the most common reason Pace riders use transit in both 2025 and 2022, with 63% of riders selecting this purpose in each year. Even so, several other trip purposes declined notably between survey years. The share of riders using Pace for shopping dropped by 12 percentage points (from 44% in 2022 to 32% in 2025), while recreation and entertainment trips declined by 11 percentage points (29% to 18%). Medical or dental appointments fell by 8 percentage points (30% to 22%), and personal business or errands dropped by 4 percentage points (34% to 30%). Smaller declines were observed in business-related travel (down 4 percentage points) and airport trips (down 2 percentage points). Other trip purposes, such as commuting to school and "other," remained relatively stable (Figure 22).

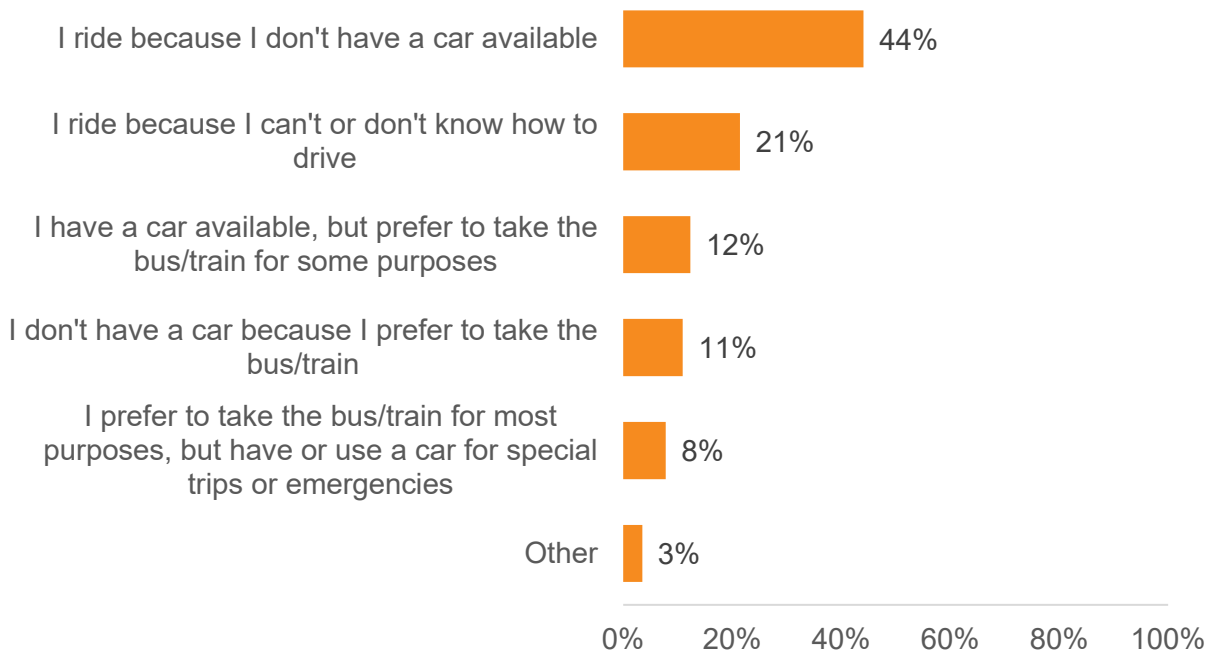
FIGURE 22: PURPOSE(S) OF USING PACE BY YEAR



Total, n = 7,092; 2025, n = 4,976; 2022, n = 2,116
**Note: Respondents could select all options that applied.*

As shown in Figure 23, the most common reason riders gave for using Pace in 2025 was not having a car available, cited by 44% of riders. Another 21% said they ride because they can't or don't know how to drive. Preference also played a role in mode choice: 12% said they have a car available but prefer to take the bus or train for some purposes, and 8% prefer transit for most purposes but use a car for special trips or emergencies. Additionally, 11% said they do not have a car specifically because they choose to take transit. A small share (3%) selected "Other" as their reason for riding.

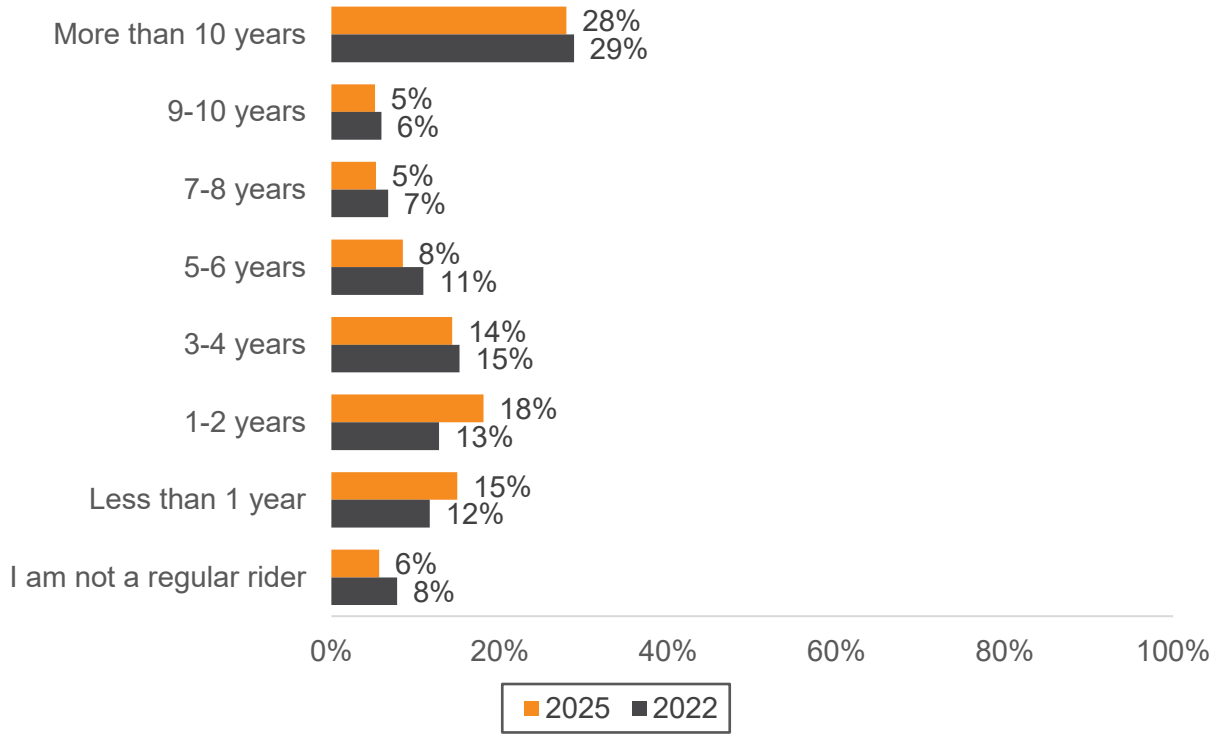
FIGURE 23: PRIMARY REASON FOR RIDING PACE (2025 ONLY)



n = 4,870

In both 2025 and 2022, 28 to 29% of riders reported riding for more than 10 years, making it the most common rider category. The share of newer riders (less than 1 year) increased 3 percentage points from 12% in 2022 to 15% in 2025. Riders with 1–2 years of experience also increased by 5 percentage points (from 13% to 18%). Other categories remained relatively stable, with small shifts in mid-range durations. The share of riders who are not regular riders remained unchanged at 6% (Figure 24).

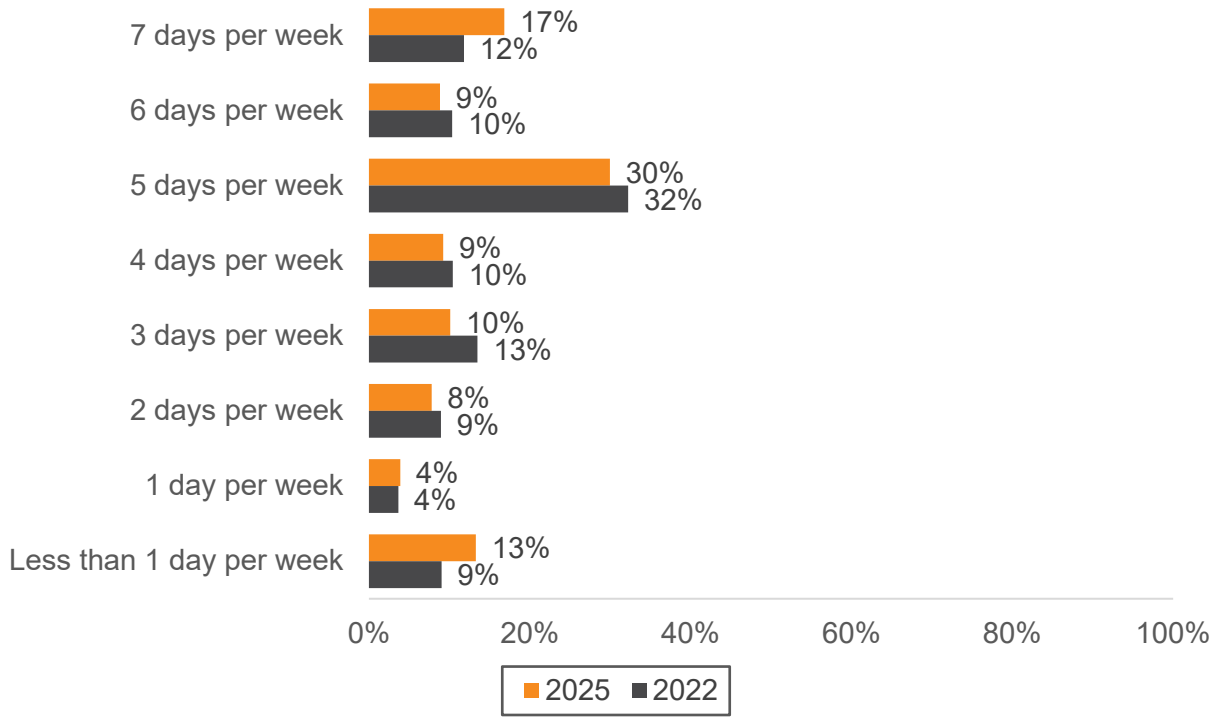
FIGURE 24: REGULAR RIDER DURATION BY YEAR



Total, n = 6,936; 2025, n = 4,821; 2022, n = 2,115

The most common riding frequency remained 5 days per week, reported by 30% of riders, down slightly from 32% in 2022. Daily or near-daily riders stayed at roughly the same overall level, but the distribution changed. Riders who use Pace seven days per week increased from 12% to 17%, while six-day-per-week riders remained essentially unchanged (10% in 2022 vs. 9% in 2025). The share of riders using Pace less than once per week also grew, rising from 9% to 13%. Other riding frequencies, such as 2, 3, or 4 days per week, showed only minor changes between years (Figure 25).

FIGURE 25: FREQUENCY OF PACE USE BY YEAR

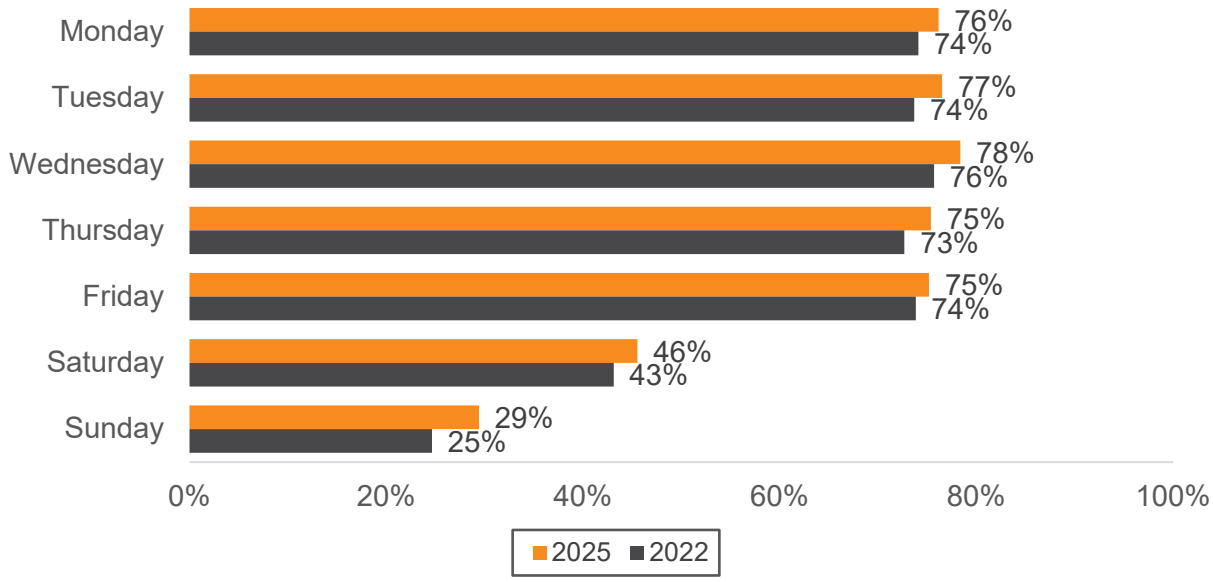


Total, n = 6,936; 2025, n = 4,821; 2022, n = 2,115

Ridership patterns remain consistently weekday-oriented in both 2022 and 2025, with only slight shifts across individual days. Between Monday and Friday, reported usage is high, ranging from 75% to 78% in 2025, closely mirroring the 73% to 76% levels seen in 2022. Wednesday continues to be the highest-ridership weekday (78% in 2025 vs. 76% in 2022), while Monday and Thursday show similar modest increases of 1–2 percentage points.

Weekend ridership, though lower overall, shows clearer growth. Saturday use increased from 43% in 2022 to 46% in 2025, and Sunday ridership rose from 25% to 29%, indicating more riders are using Pace services outside the traditional workweek (Figure 26).

FIGURE 26**: DAYS USED BY YEAR**

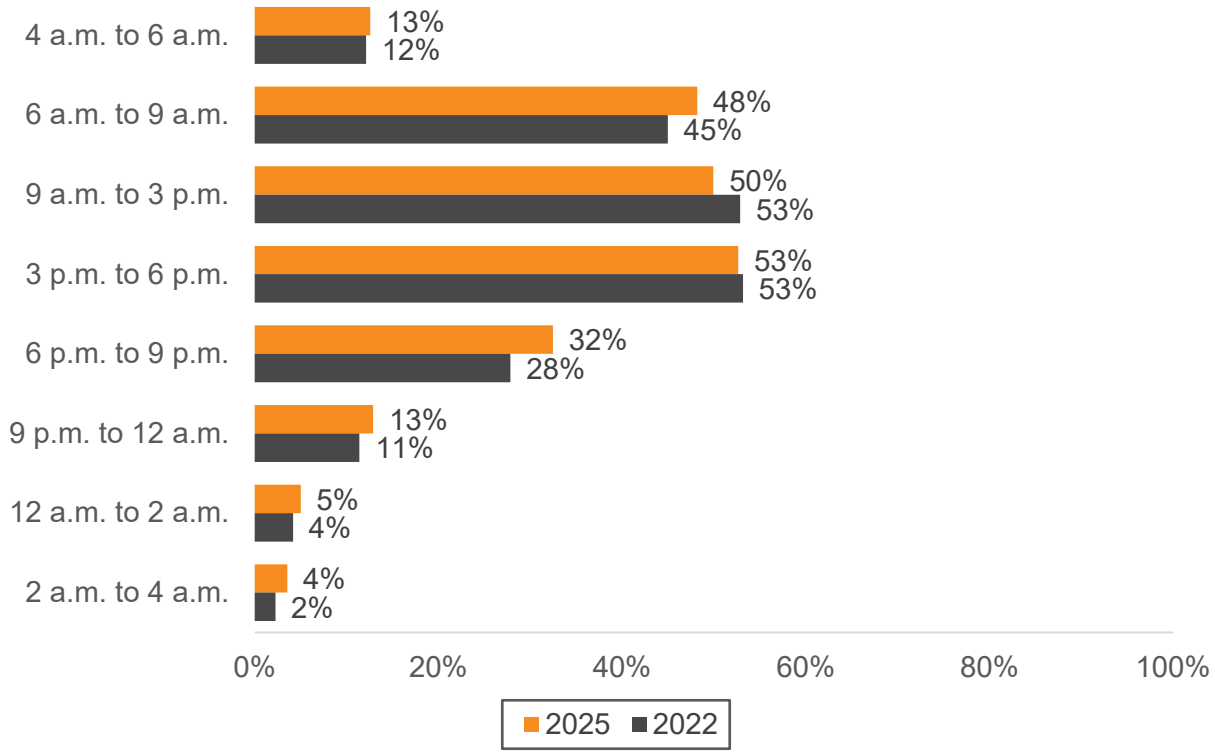


Total, n = 6,880; 2025, n = 4,777; 2022, n = 2,103
**Note: Respondents could select all options that applied.*

Pace riders continue to travel across all hours of the day, with overall patterns in 2025 closely mirroring those observed in 2022. The busiest period remains the afternoon peak (3 to 6 p.m.), reported by 53% of riders in both years. Morning peak travel (6 to 9 a.m.) shows a modest increase, rising from 45% in 2022 to 48% in 2025, while midday ridership (9 a.m. to 3 p.m.) dipped slightly from 53% to 50%.

Evening travel between 6 and 9 p.m. increased slightly, from 28% in 2022 to 32% in 2025. Late-night use, which includes travel from 9 p.m. to 12 a.m. (11% to 13%), 12 a.m. to 2 a.m. (4% to 5%), and 2 a.m. to 4 a.m. (2% to 4%), also saw small increases. Early morning use (4 to 6 a.m.) remained consistent, rising just one point from 12% to 13% (Figure 27).

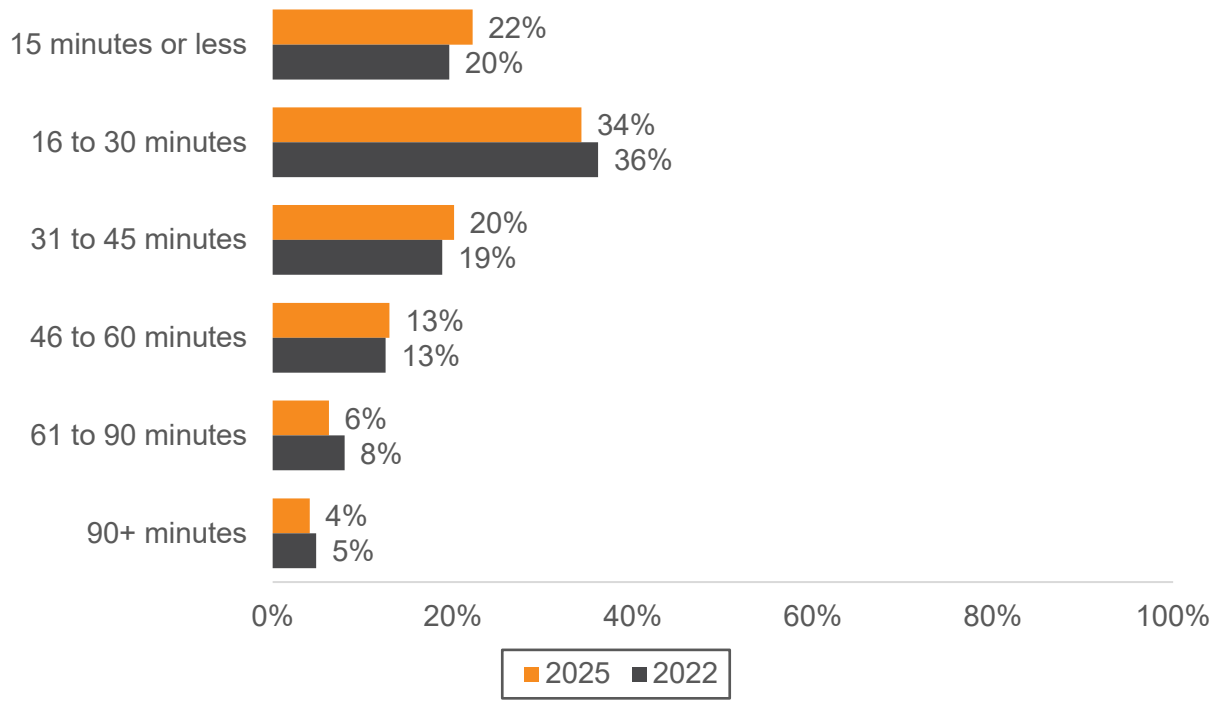
FIGURE 27: TIMES USED BY YEAR



Total, n = 6,894; 2025, n = 4,790; 2022, n = 2,104
**Note: Respondents could select all options that applied.*

Most Pace riders in 2025 reported one-way travel times of 30 minutes or less. Twenty-two percent said their trip took 15 minutes or less, a 2 percentage point increase from 2022. Thirty-four percent reported travel times of 16 to 30 minutes, down 2 points from 36%. About one in five riders (20%) traveled 31 to 45 minutes, nearly unchanged from 19% in 2022. Trips lasting 46 to 60 minutes held steady at 13%. Travel times exceeding an hour declined modestly: 6% of riders reported trips of 61 to 90 minutes (down 2 points from 8%), and 4% reported trips of more than 90 minutes (a 1 percentage point decrease from 5%; Figure 28).

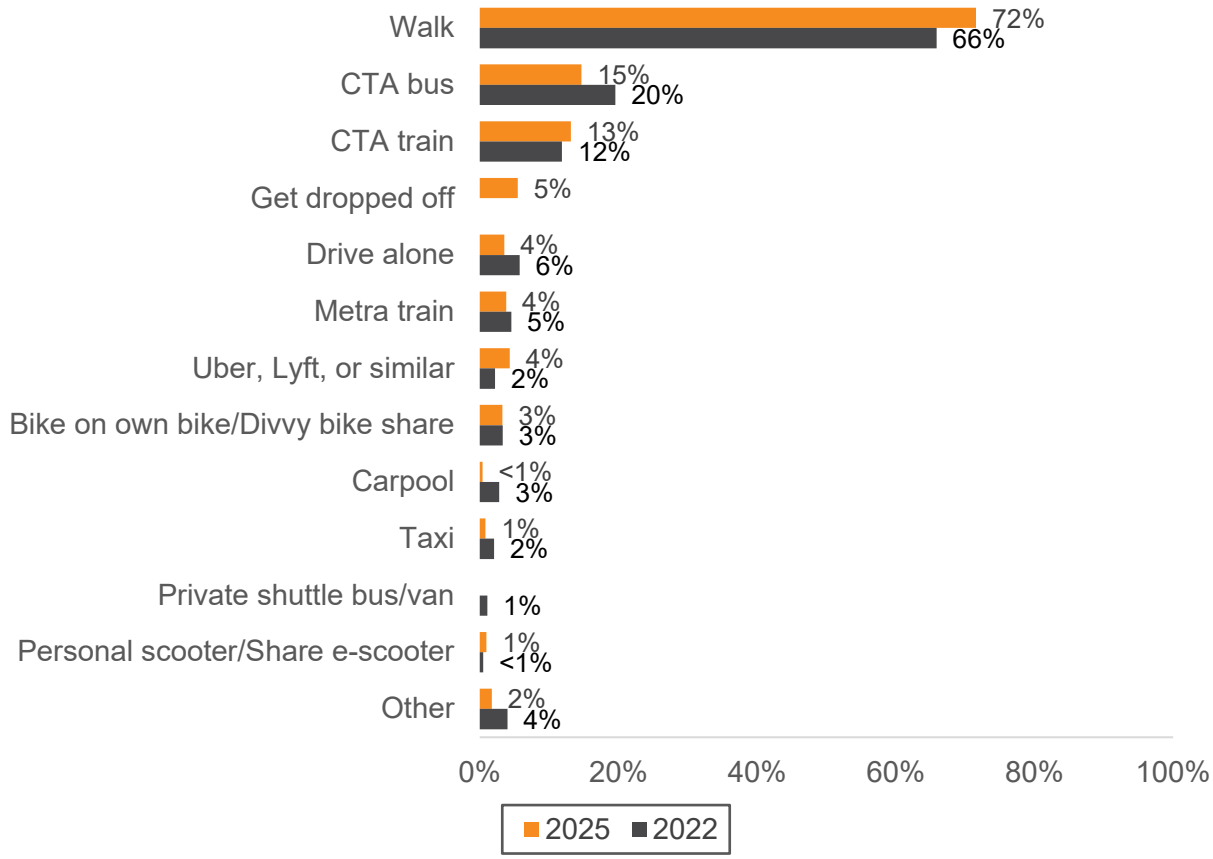
FIGURE 28: NUMBER OF MINUTES ON BUS BY YEAR



Total, n = 6,248; 2025, n = 4,526; 2022, n = 1,722

Walking remained the dominant way Pace riders accessed the system in 2025, reported by 72% of riders, a 6 percentage point increase from 66% in 2022. Use of connecting CTA services declined, with CTA bus access dropping from 20% to 15%, and CTA train access holding relatively steady (13% in 2025 vs 12% in 2022). Other access modes such as driving alone, getting dropped off, biking, or using rideshare services remained low and largely unchanged from 2022 (Figure 29).

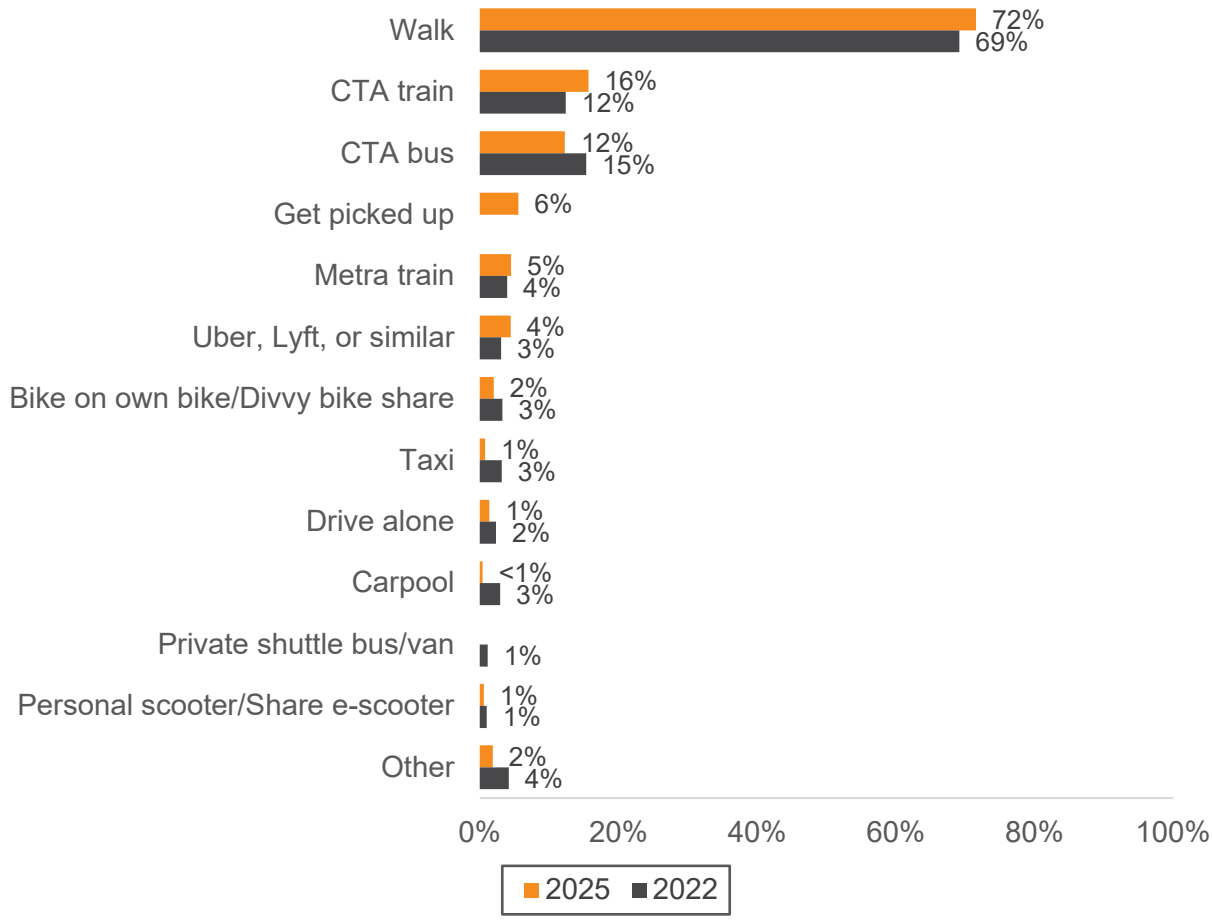
FIGURE 29: ACCESS MODE BY YEAR



Total, n = 6,490; 2025, n = 44,759; 2022, n = 1,731
**Note: "Get dropped off" was a new option in the 2025 survey. Respondents could select all options that applied.*

Walking also remained the most common way Pace riders reached their final destination in 2025, reported by 72% of riders, up 3 percentage points from 69% in 2022. Use of CTA connections declined modestly, with CTA bus access dropping 3 percentage points to 12%, while CTA train use increased 4 percentage points from 12% to 16%. Other egress modes, including getting picked up, Metra transfers, rideshare, or biking, continued to account for small shares and showed minimal change between years (Figure 30).

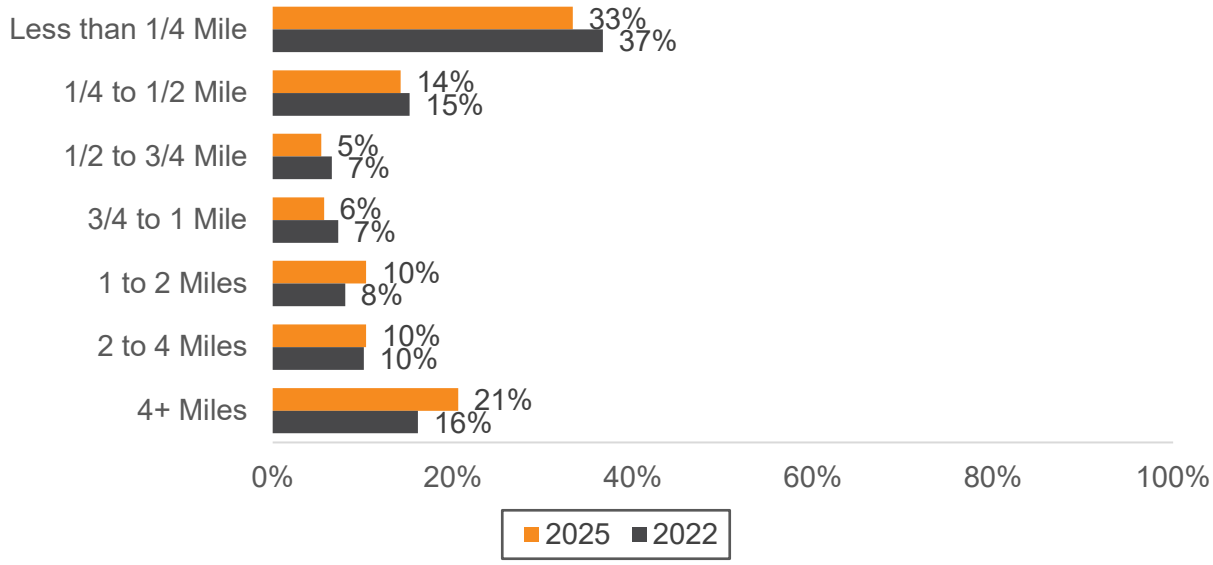
FIGURE 30: EGRESS MODE BY YEAR



Total, n = 6,258; 2025, n = 4,547; 2022, n = 1,711
**Note: "Get picked up" was a new option in the 2025 survey. Respondents could select all options that applied.*

In both years, most Pace riders lived within a mile of a bus stop, though the distribution shifted slightly between 2022 and 2025. The share of riders living less than ¼ mile from a stop declined by 4 percentage points, from 37% in 2022 to 33% in 2025. Those living more than 4 miles away increased from 16% to 21%. Mid-range distance categories, such as ¼ to 1 mile and 1 to 4 miles, remained relatively stable, with only minor year-over-year changes (Figure 31).

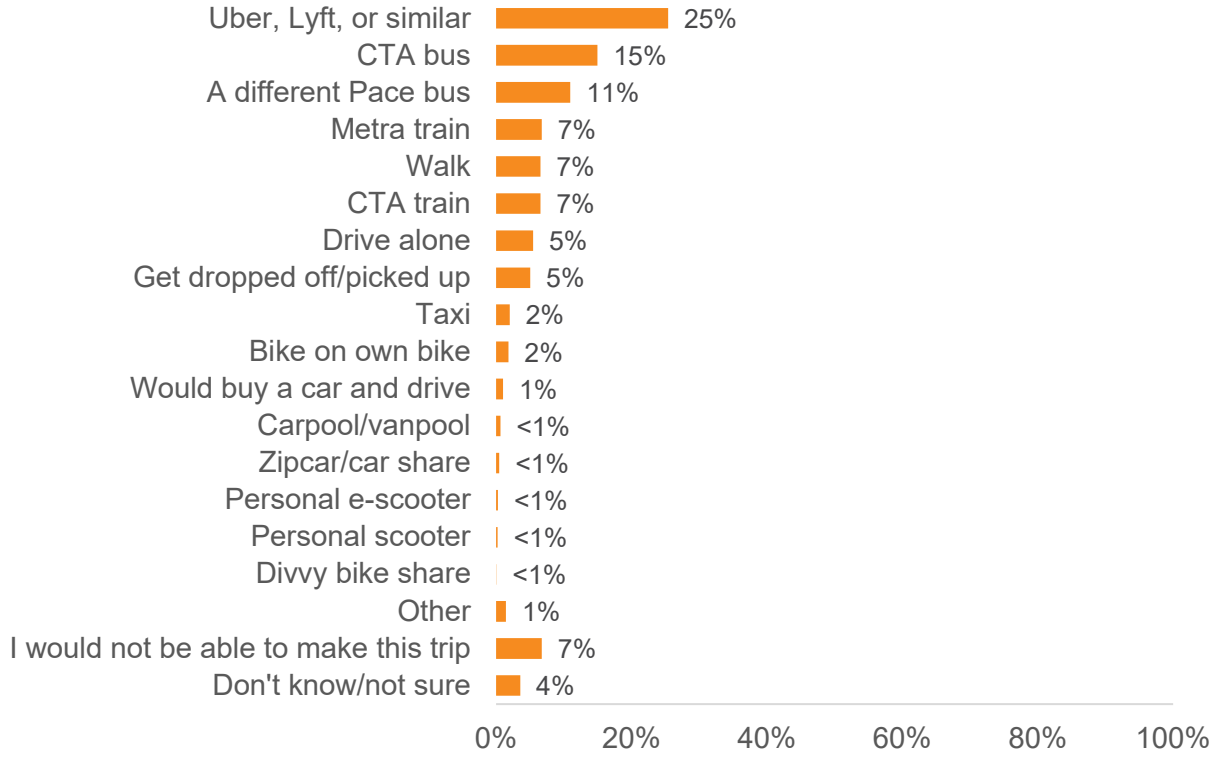
FIGURE 31: DISTANCE TO NEAREST PACE BUS STOP BY YEAR



Total, n = 6,790; 2025, n = 4,689; 2022, n = 2,101

If their current Pace route were unavailable, one in four (25%) said they would use Uber, Lyft, or a similar service, while 15% would switch to a CTA bus and 11% would take a different Pace bus. Seven percent each would opt for Metra, walking, or the CTA train. The same share (7%) said they would not be able to make the trip at all (Figure 32).

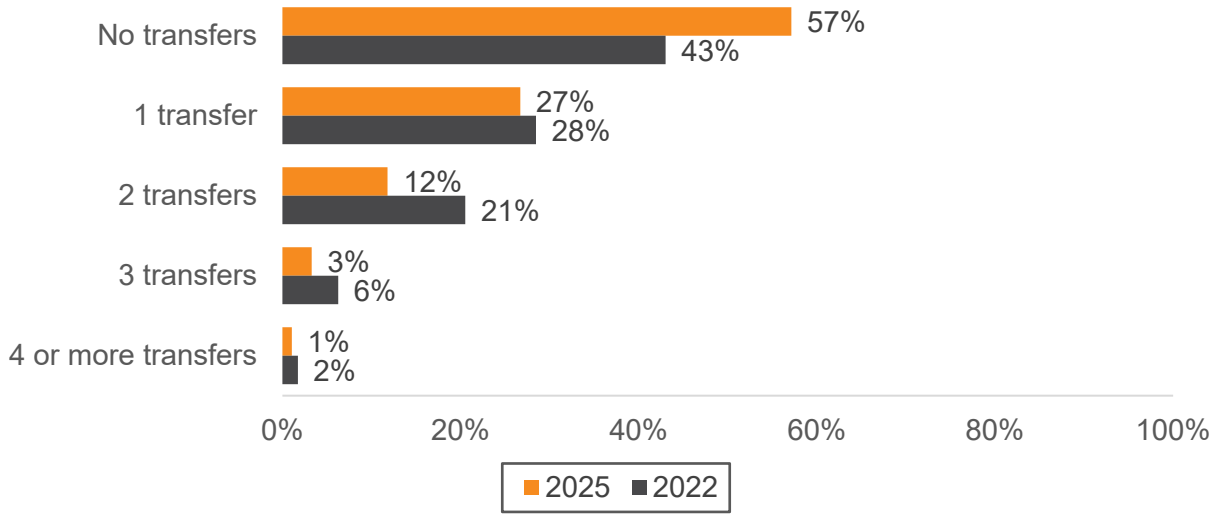
FIGURE 32: ALTERNATIVE MODE (2025 ONLY)



n = 4,101
**Note: Respondents could select all options that applied.*

In 2025, a majority of Pace riders (57%) reported making no transfers on a typical one-way trip, up 14 percentage points from 43% in 2022 (Figure 33). Riders making two or more transfers declined sharply: 12% reported making two transfers (down from 21%), 3% made three transfers (down from 6%), and just 1% made four or more (down from 2%). The share of riders making a single transfer remained steady at 27% in 2025 compared to 28% in 2022 (Figure 33).

FIGURE 33: NUMBER OF TRANSFERS BETWEEN PACE ROUTES BY YEAR

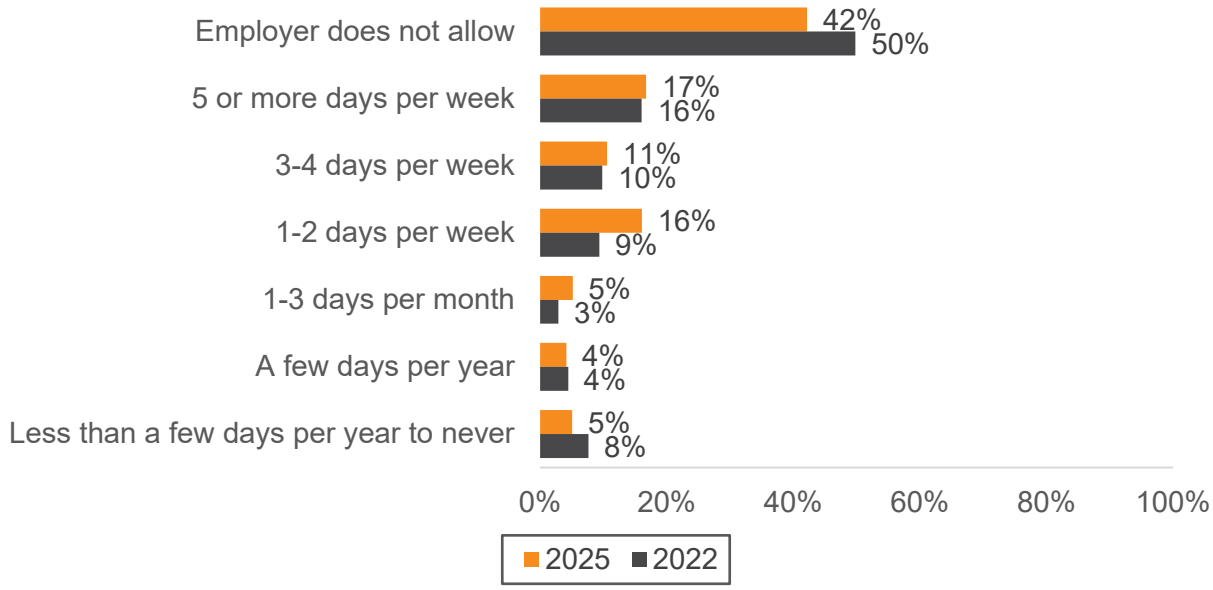


Total, n = 5,800; 2025, n = 4,077; 2022, n = 1,723

Telecommuting and Transit Benefits

In 2025, fewer full-time Pace riders reported that their employer does not allow telecommuting, with 42% saying so compared to 50% in 2022. While speculative, this could mean that in 2022 many those who were on the Pace system were simply not allowed by their employer to telecommute. More riders reported telecommuting one to two days per week in 2025, increasing from 9 to 16%, and three to four days per week, rising slightly from 10 to 11%. Daily telecommuting at five or more days per week remained steady at 17%. Infrequent telecommuting, such as a few days per year or less, declined slightly (Figure 34).

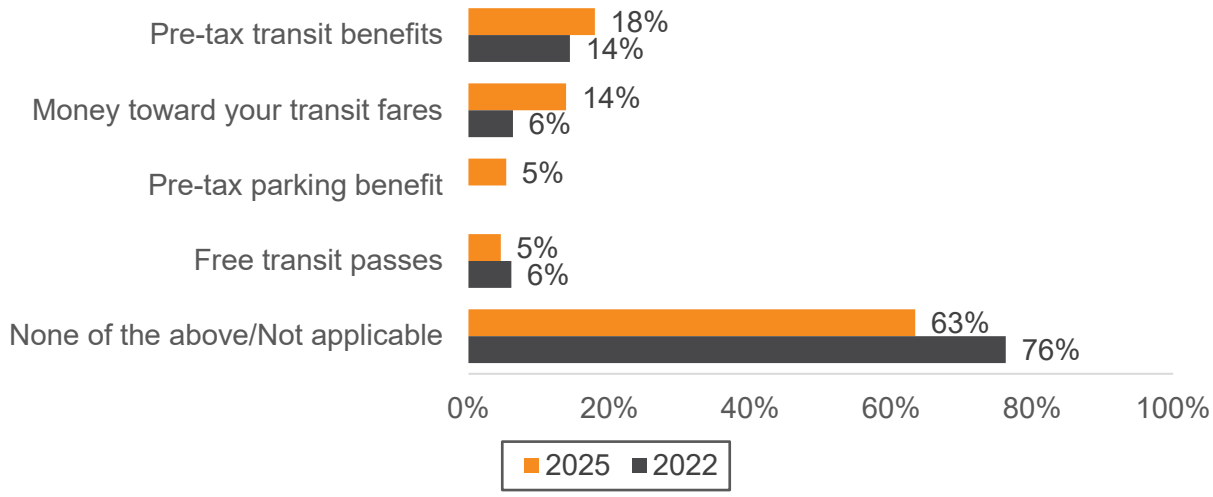
FIGURE 34: FREQUENCY OF TELECOMMUTING AMONG FULL TIME EMPLOYED RIDERS BY YEAR



Total, n = 2,395; 2025, n = 1,613; 2022, n = 782

Among full-time employed riders, a greater share in 2025 reported receiving employer-related transit benefits than in 2022. Pre-tax transit benefits rose 4 percentage points from 14% in 2022 to 18% in 2025, while direct money toward transit fares more than doubled from 6% to 14%. A new benefit category, pre-tax parking, was reported by 5% of riders in 2025. Free transit passes remained largely unchanged, with 5% in 2025 versus 6% in 2022. Meanwhile, the share of riders saying they receive none of these benefits declined from 76% in 2022 to 63% in 2025, suggesting a modest but notable increase in employer support for transit (Figure 35).

FIGURE 35: TRANSIT BENEFITS AMONG FULL TIME EMPLOYED RIDERS BY YEAR

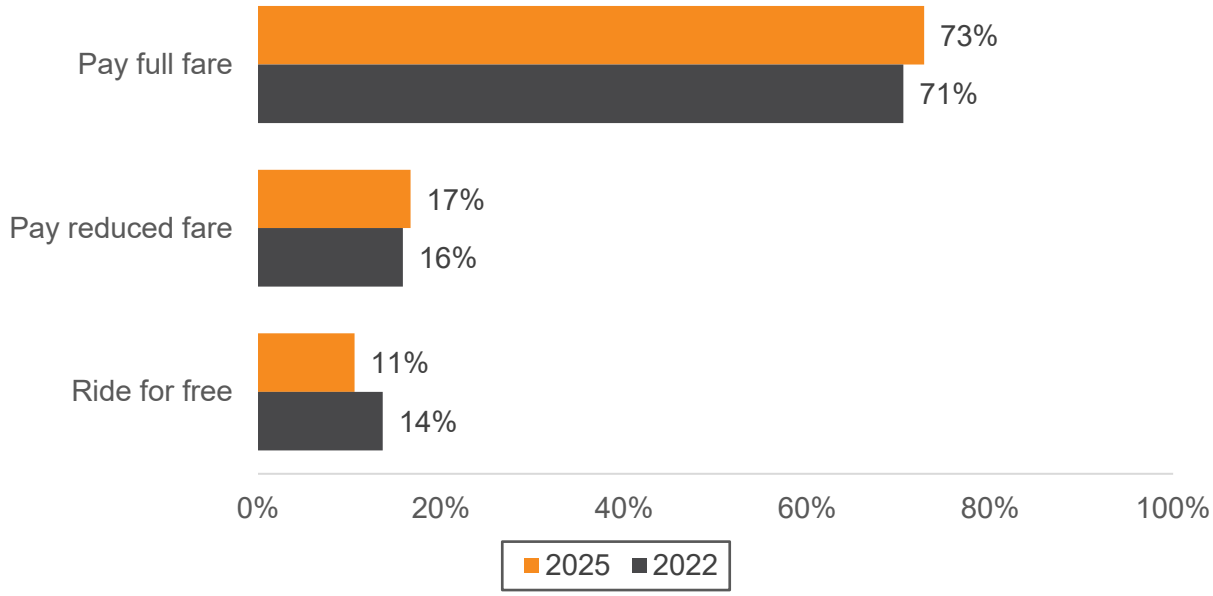


Total, n = 3,039; 2025, n = 2,166; 2022, n = 873
**Note: "Pre-tax parking benefit" was a new option in the 2025 survey. Respondents could select all options that applied.*

Fare Payment

Most Pace riders continued to pay full fare in 2025, with 73% doing so, up 2 percentage points from 71% in 2022. The share paying a reduced fare remained relatively stable, increasing by 1 percentage point from 16 to 17%. Meanwhile, the percentage of riders who reported riding for free declined by 3 percentage points, from 14% in 2022 to 11% in 2025 (Figure 36).

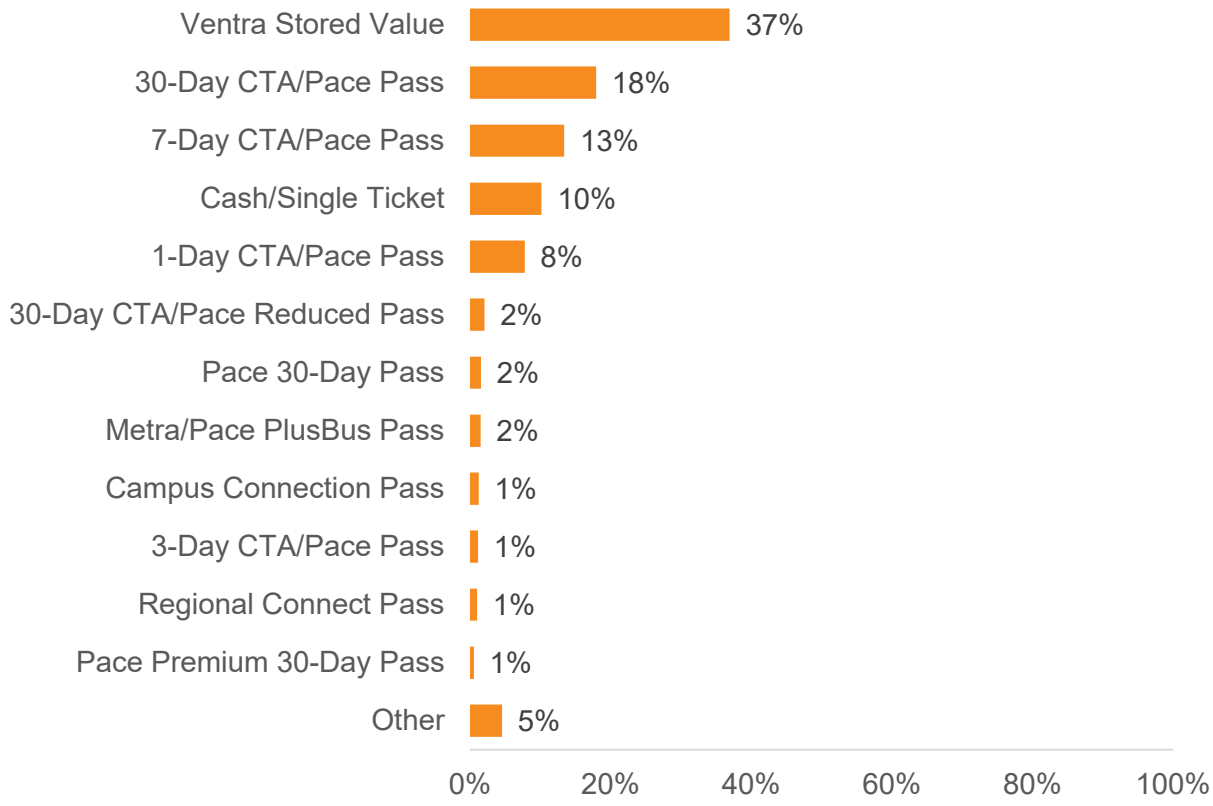
FIGURE 36: FARE LEVEL BY YEAR



Total, n = 6,343; 2025, n = 4,361; 2022, n = 1,982

Among Pace riders who pay full or reduced fare, the most common fare product in 2025 was Ventra stored value, used by 37% of riders. The 30-Day CTA/Pace Pass was the next most common option at 18%, followed by the 7-Day CTA/Pace Pass at 13%. Ten percent of riders used cash or a single ticket, while 8% used a 1-Day CTA/Pace Pass. All other products, including the Pace 30-Day Pass, Regional Connect Pass, Metra/Pace PlusBus, and various reduced fare or specialty passes, were each selected by 2% or fewer of these riders (Figure 37).

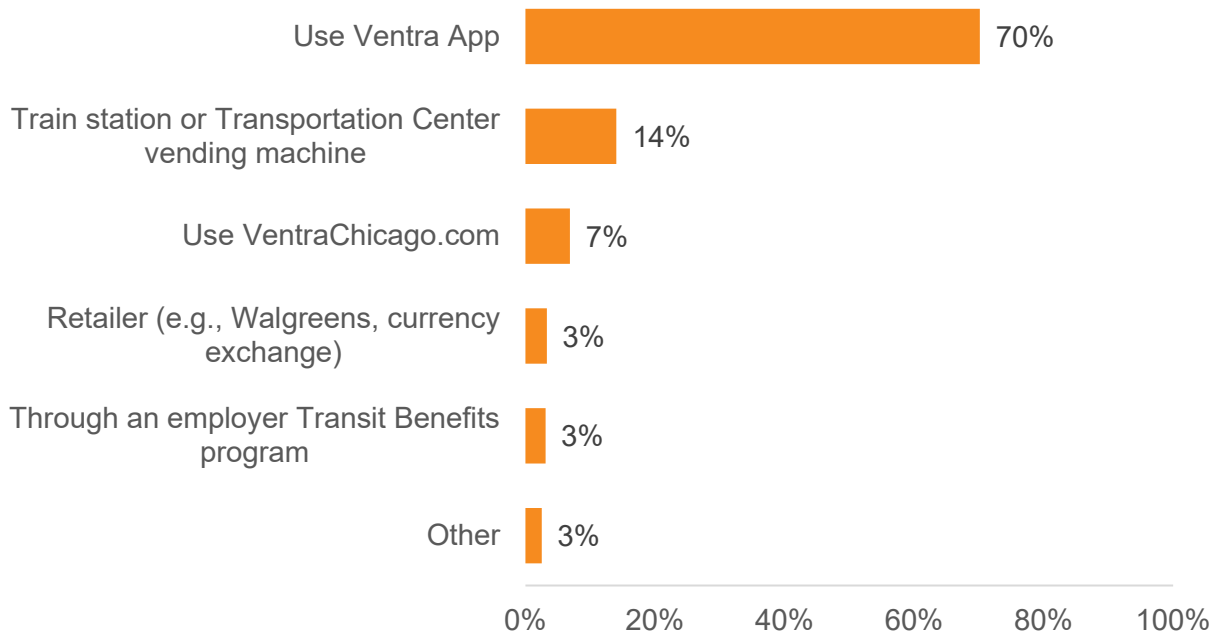
FIGURE 37: PASS USED (2025 ONLY)



n = 3,828

Ventra App is the most popular method for purchasing or loading transit value, used by 70% of riders. The next most common method is vending machines at train stations or transportation centers (14%). Far fewer riders use VentraChicago.com (7%) or purchase from a retailer such as Walgreens or a currency exchange (3%). Similarly, only 3% load value through an employer transit benefits program, and 3% use other methods (Figure 38).

FIGURE 38: VENTRA REFILL METHOD (2025 ONLY)

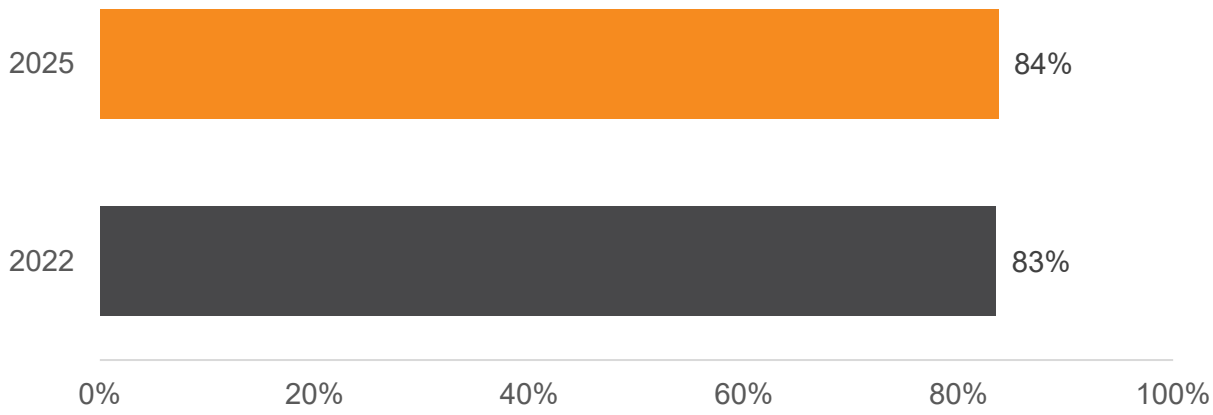


n = 1,598

4.3 SATISFACTION

Overall satisfaction with Pace remained high and almost unchanged from 2022, with 84% of riders reporting they were satisfied in 2025 compared to 83% in 2022 (Figure 39).

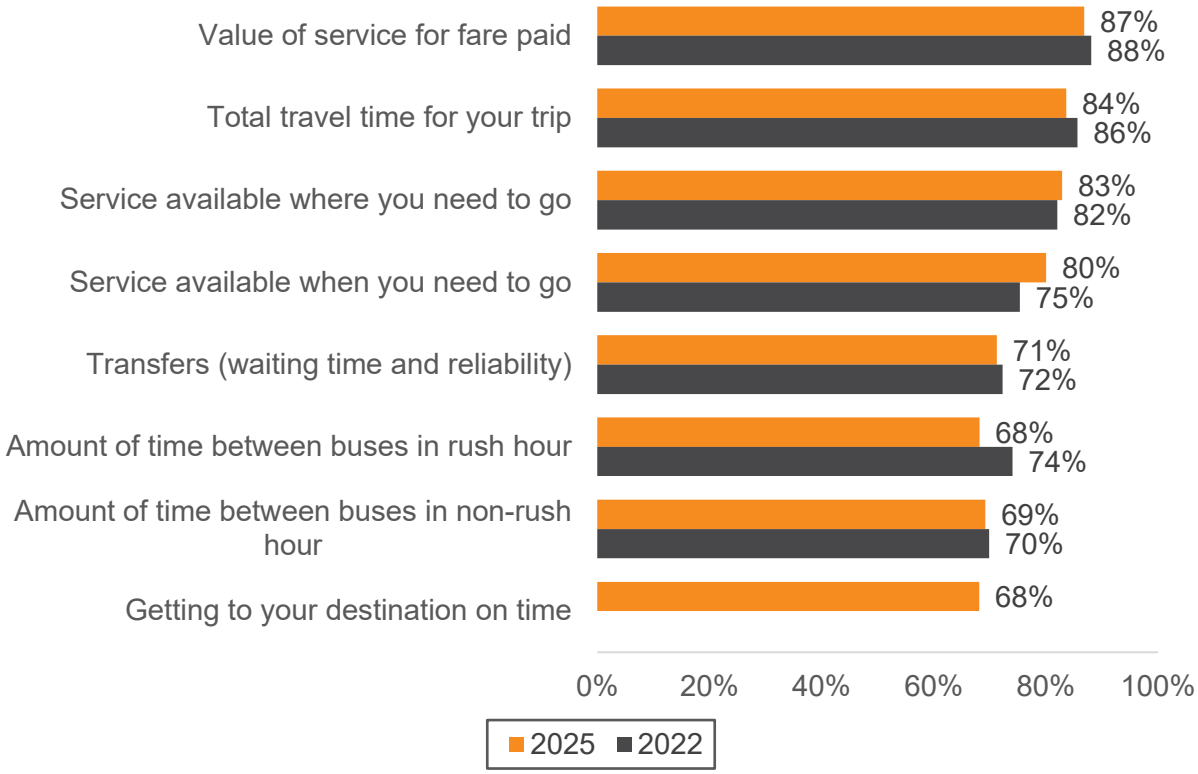
FIGURE 39: OVERALL SATISFACTION BY YEAR



Total, n = 5,752; 2025, n = 4,054; 2022, n = 1,698

Pace riders in 2025 continued to report high satisfaction across key service delivery attributes, with most ratings remaining stable compared to 2022. Satisfaction with value for fare paid, the highest rated attribute, remained very high at 87%, nearly unchanged from 88% in 2022. Satisfaction with service availability improved slightly, with 80% satisfied with availability when needed (up 5 percentage points) and 83% with availability where needed (up 1 percentage point). Time-related measures showed small shifts: satisfaction with total travel time declined slightly from 86% to 84%, and getting to destinations on time held steady at 68%. Ratings for wait times between buses dipped modestly in rush hour (68%, down 6 percentage points) and remained stable in non-rush periods (69%, down 1 percentage point). Satisfaction with transfers stayed essentially flat at 71%, compared to 72% in 2022 (Figure 40).

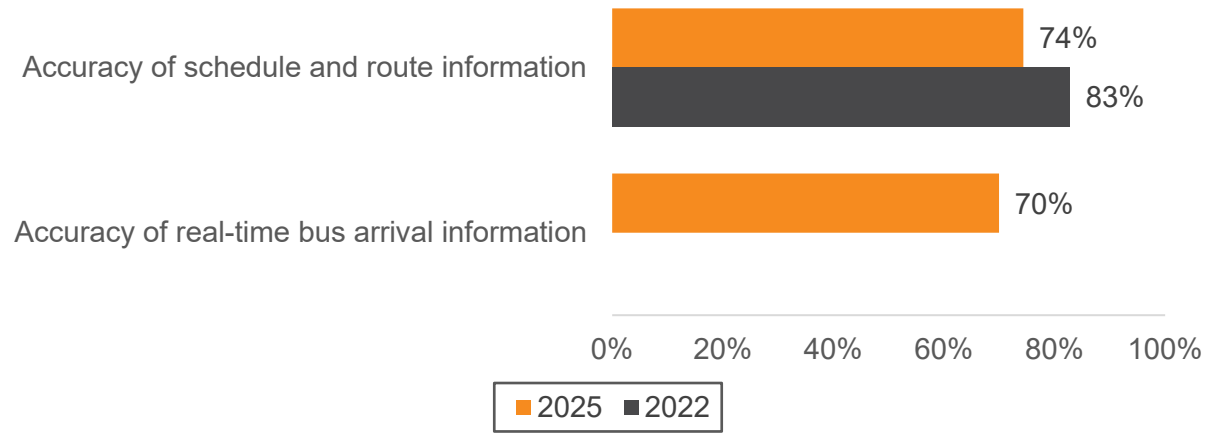
FIGURE 40: SERVICE DELIVERY SATISFACTION BY YEAR



Total, n = 2,867 to 5,819; 2025, n = 3,896 to 4,163; 2022, n = 1,539 to 1,675
**Note: "Getting to your destination on time" was a new attribute in the 2025 survey.*

Between 2022 and 2025, rider satisfaction with the accuracy of schedule and route information dropped by 9 percentage points, falling from 83% to 74%. In 2025, the survey introduced a new attribute about the accuracy of real-time bus and train arrival information, and 70% reported being satisfied (see Figure 41).

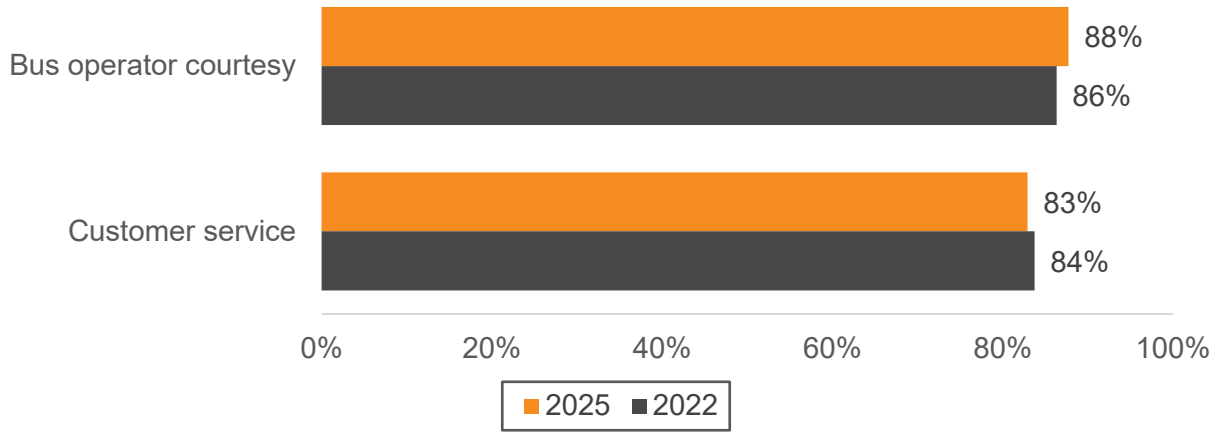
FIGURE 41: INFORMATION SATISFACTION BY YEAR



Total, n = 4,053 to 5,741; 2025, n = 4,053 to 4,088; 2022, n = 11,653
**Note: "Accuracy of real-time bus arrival information" was a new attribute in the 2025 survey.*

Satisfaction with bus operator courtesy rose slightly between 2022 and 2025, increasing 2 percentage points from 86% to 88%. Meanwhile, satisfaction with customer service remained relatively stable, with a slight dip from 84% to 83% (Figure 42).

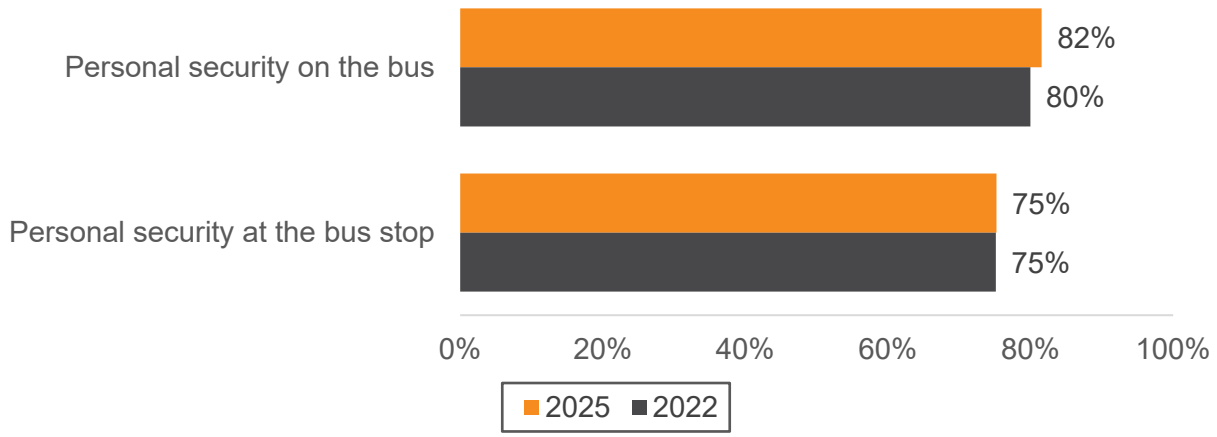
FIGURE 42: EMPLOYEE PERFORMANCE SATISFACTION BY YEAR



Total, n = 5,144 to 5,695; 2025, n = 3,729 to 4,014; 2022, n = 1,415 to 1,681

Satisfaction with personal security remained high among Pace riders in 2025. Eighty-two percent of riders reported being satisfied with their security on the bus, a 2 percentage point increase from 80% in 2022. Satisfaction with personal security at the bus stop remained unchanged at 75% in both years (Figure 43).

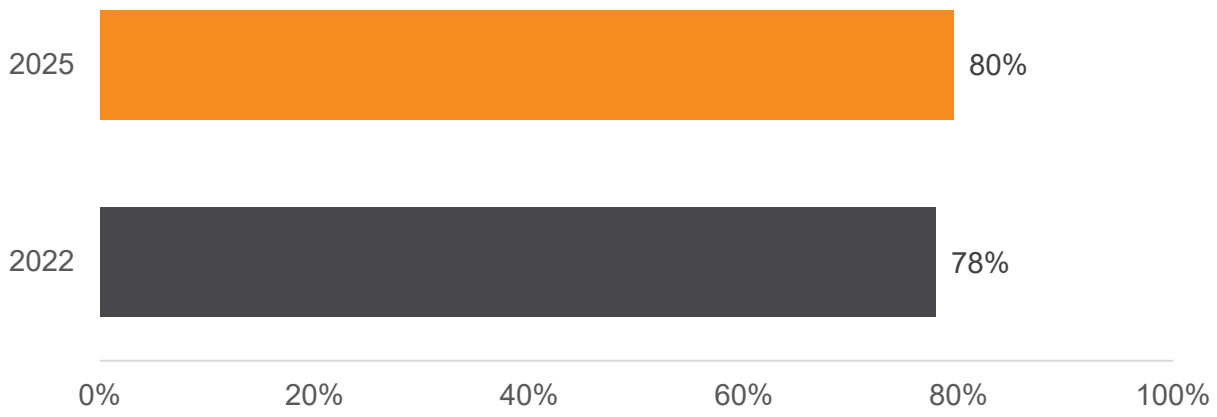
FIGURE 43: PERSONAL SECURITY SATISFACTION BY YEAR



Total, n = 5,287 to 5,470; 2025, n = 3,881 to 3,922; 2022, n = 1,532 to 1,548

Satisfaction with cleanliness improved slightly from 78% in 2022 to 80% in 2025, a 2 percentage point increase (Figure 44).

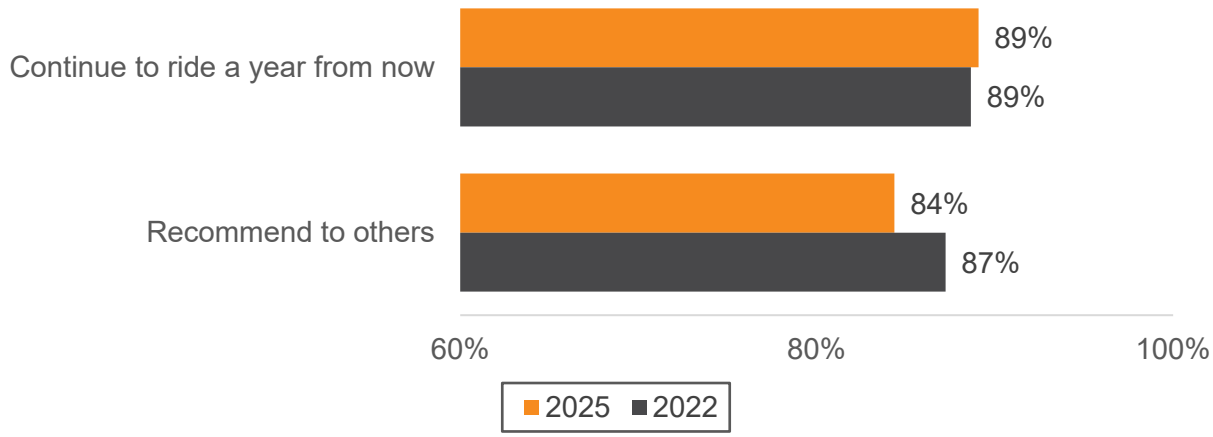
FIGURE 44: CLEANLINESS OF BUS INTERIOR SATISFACTION BY YEAR



Total, n = 5,753; 2025, n = 4,070; 2022, n = 1,683

The percentage of riders who said they were likely to continue riding Pace a year from now remained steady at 89% in both 2022 and 2025. However, the share who said they would recommend Pace to others declined slightly, dropping from 87% in 2022 to 84% in 2025 (Figure 45).

FIGURE 45: LIKELIHOOD TO...

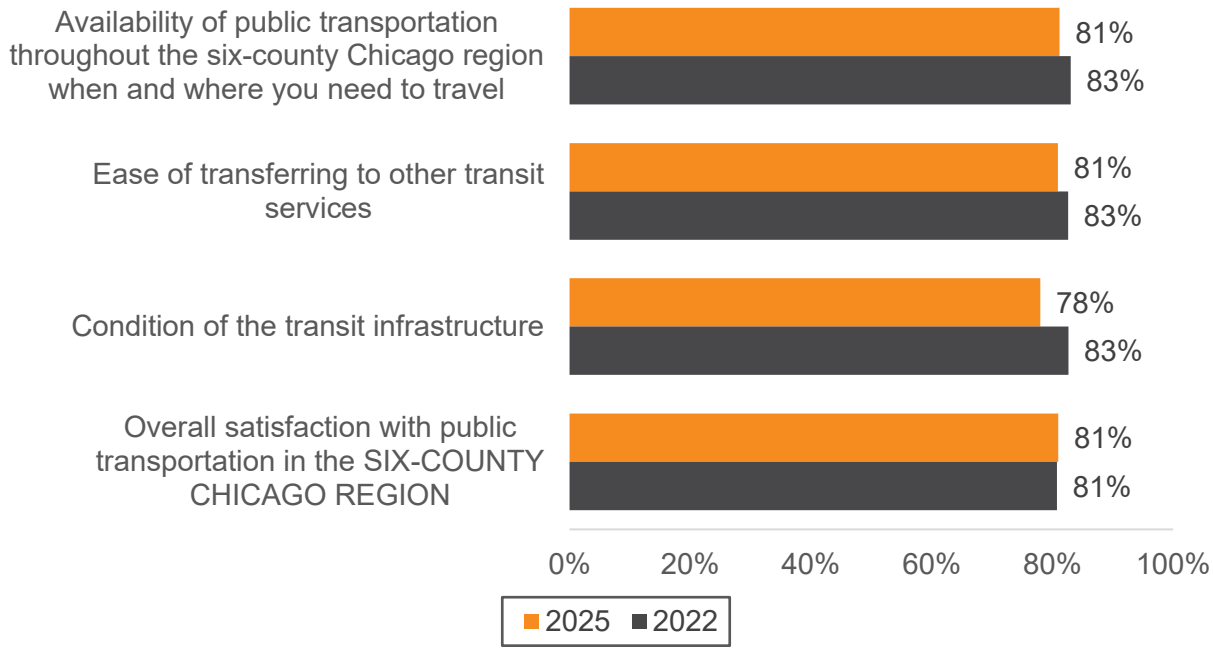


Total, n = 5,592 to 5,729; 2025, n = 4,073 to 4,042; 2022, n = 1,656 to 1,681

Regionwide Satisfaction

Overall satisfaction with public transportation in the six-county Chicago region almost remained unchanged between 2022 and 2025, at 81% (83% in 2022). However, satisfaction with several specific aspects of regional transit declined. Ratings for the availability of public transportation when and where riders need to travel decreased slightly from 83% to 81%, and satisfaction with the ease of transferring to other transit services fell by the same margin. The most notable decrease was in perceptions of transit infrastructure condition, which declined by 5 percentage points, from 83% in 2022 to 78% in 2025 (Figure 46)

FIGURE 46: REGIONAL SATISFACTION BY YEAR



Total, n = 4,998 to 5,495; 2025, n = 3,833 to 3,910; 2022, n = 1,534 to 1,585

4.4 ADDITIONAL RESULTS

Satisfaction by Major Market

Rider satisfaction varies by major market, with the highest ratings reported among those traveling within the suburbs, followed by riders traveling from Chicago to the suburbs, and the lowest satisfaction among those traveling from the suburbs into Chicago. Across all three groups, riders expressed the greatest satisfaction with bus operator courtesy, value received for fare paid, customer service, and personal security while on board. Suburbs-to-suburbs riders consistently gave the most favorable ratings, including 91% satisfaction with bus operator

courtesy and 90% for fare value, suggesting a smoother and more positive experience for intra-suburban travel.

Suburban riders also reported higher satisfaction with customer service (86%), overall Pace service (85%), total travel time (85%), and cleanliness of bus or train interiors (80%). They were also more satisfied with the accuracy of real-time information (72%) and safety at bus stops and train stations (78%) compared to other groups. In contrast, satisfaction among Chicago-to-suburbs and suburbs-to-Chicago riders was more moderate. For example, while 83% of Chicago-to-suburbs riders were satisfied with total travel time, only 76% of suburbs-to-Chicago riders said the same. Similarly, satisfaction with overall Pace service, service availability, and cleanliness remained strong, but ratings declined in areas related to timing and information.

The lowest satisfaction levels across all markets were related to the amount of time between buses or trains during non-rush hours (ranging from 62% to 71%), the accuracy of real-time arrival information (65% to 72%), transfer wait times and reliability (67% to 72%), and wait times during rush hour (64% to 70%). These concerns point to broader issues with service frequency, coordination, and communication that impact riders across the region (Table 4).

TABLE 3: SATISFACTION BY MAJOR MARKET

SATISFACTION VARIABLE	CHICAGO TO SUBURBS	SUBURBS TO CHICAGO	SUBURBS TO SUBURBS
Bus operator courtesy	88%	83%	91%
Value of service for fare paid	86%	82%	90%
Customer service	82%	78%	86%
Personal security on the bus/train	82%	79%	85%
Pace Overall	80%	78%	85%
Service available where you need to go	81%	83%	83%
Total travel time for your trip	83%	76%	85%
Service available when you need to go	77%	77%	81%
Cleanliness of bus/train interior	81%	76%	80%
Personal security at the bus stop/train station	71%	74%	78%
Accuracy of schedule and route information	71%	69%	77%
Transfers (waiting time and reliability)	68%	67%	72%
Accuracy of real-time bus/train arrival information	68%	65%	72%
Amount of time between buses/trains in rush hour	66%	64%	70%
Getting to your destination on time	66%	63%	70%
Amount of time between buses/trains in non-rush hour	62%	64%	71%

n = 1,469 to 2,333

4.5 KEY DRIVERS OF OVERALL SATISFACTION

To better understand what drives overall satisfaction with Pace, a regression model was used to assess the statistical relationship between various service attributes and riders' satisfaction. This "derived importance" approach goes beyond stated ratings and helps identify which aspects of service have the greatest impact, even if riders don't consciously highlight them.

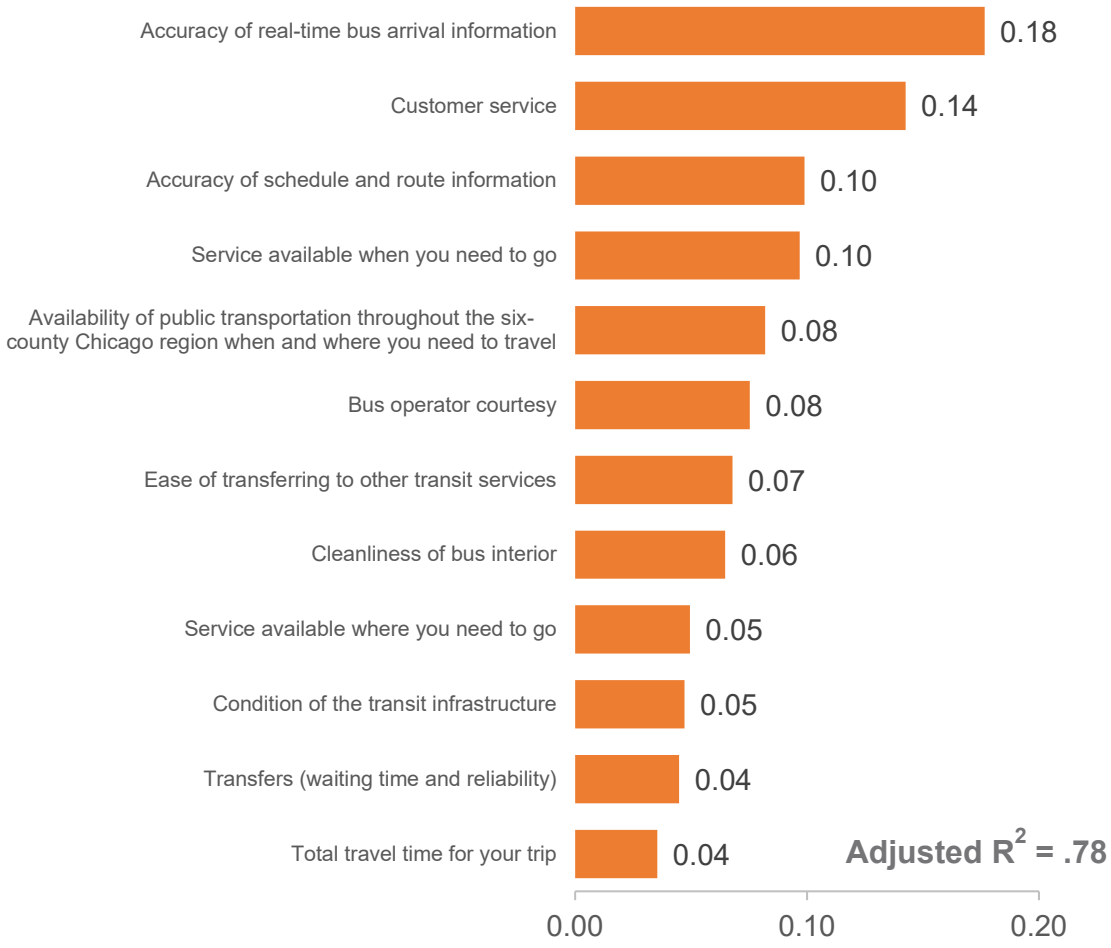
The 2025 model included both individual service attributes and broader regional factors. Using a backward selection method, the model began with all candidate variables and removed those that did not show a meaningful relationship with satisfaction. General evaluative items like "value for fare paid" were not included in this modeling approach.

The final model retained 12 attributes (9 service-level and 3 regional), each of which was significantly associated with overall satisfaction. The model explained a substantial share of

variation in satisfaction, with an adjusted R^2 of 0.78. The size of each coefficient represents how strongly each factor contributes to satisfaction.

Among all factors, the accuracy of real-time bus arrival information emerged as the most influential driver of satisfaction with Pace. Other key contributors included customer service interactions, the reliability of schedule and route information, and the availability of service when riders need it (Figure 47).

FIGURE 47: 2025 DERIVED IMPORTANCE COEFFICIENTS



Compared to 2022, the 2025 results reflect a slight shift in what drives overall satisfaction with Pace service. In both years, customer service remained a top contributor, underscoring the continued importance of positive rider-staff interactions. However, in 2025, the accuracy of real-time bus arrival information emerged as the most influential factor, surpassing both customer service and schedule reliability, which were more dominant in the 2022 model. The availability of service when needed also remained a consistent driver across both years. Overall, these

shifts suggest that riders in 2025 are increasingly focused on core operational elements, particularly reliability and access to real-time information, when evaluating their experience with Pace.

4.6 QUADRANT CHART

The quadrant chart maps the derived importance and satisfaction of the seventeen service and regional attributes identified above. This approach highlights where Pace can focus efforts to maximize customer satisfaction. The chart plots importance on the Y-axis and satisfaction on the X-axis, splitting both axes at their means to create four quadrants.

Table 4 outlines what each quadrant represents, and the appropriate action required by Pace to maximize customer satisfaction.

TABLE 4: UNDERSTANDING QUADRANT CHARTS

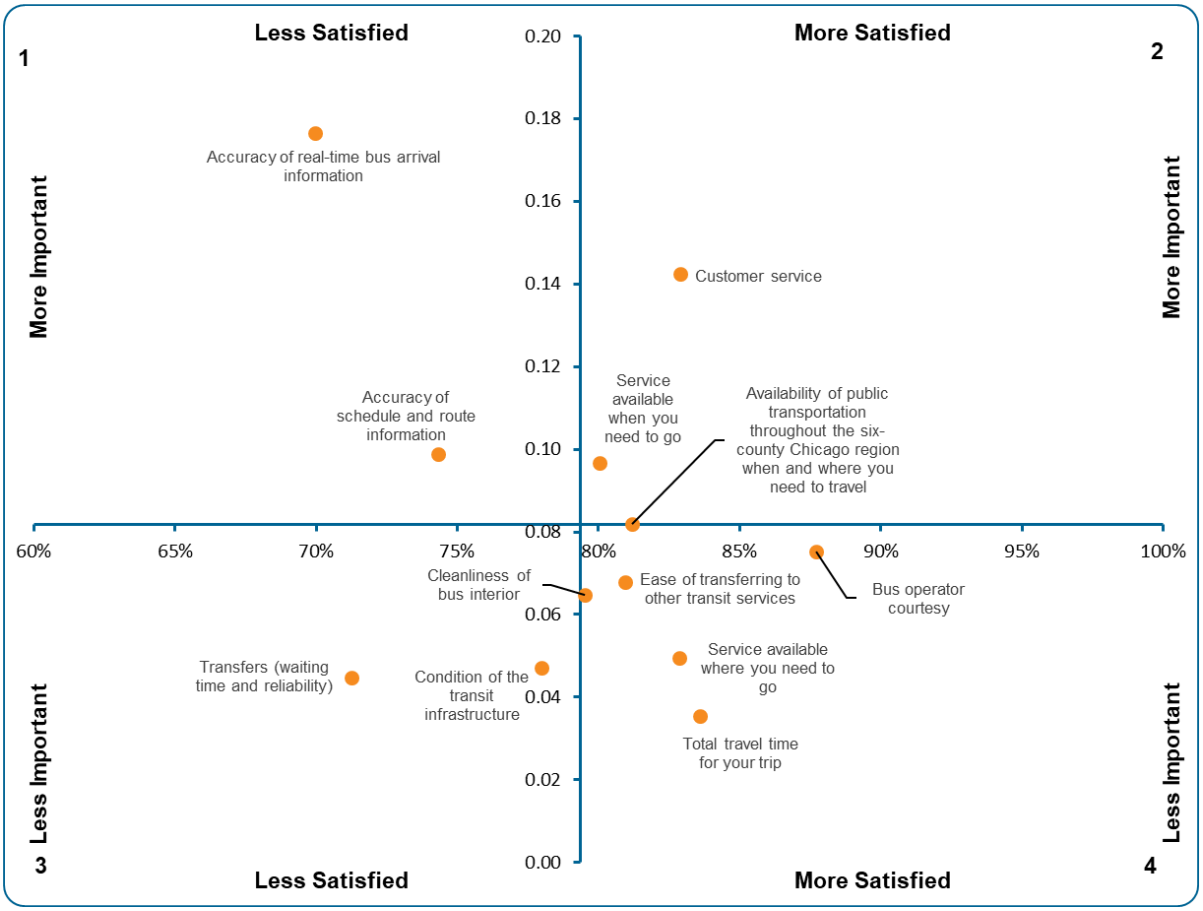
QUADRANT	LOCATION	SATISFACTION LEVEL	IMPORTANCE	ACTION
1	Top left	Relatively low	Relatively high	Attributes for improvement
2	Top right	Relatively high	Relatively high	Attributes to maintain
3	Bottom left	Relatively low	Relatively low	Attributes to monitor
4	Bottom right	Relatively high	Relatively low	Attributes with no immediate action

Attributes located in the top-right quadrant are those that are both highly important to riders and rated above the mean in satisfaction. For Pace, this includes customer service and service availability when needed. Their position in this quadrant suggests that Pace is performing well in key areas that riders value most and maintaining strong performance here will be essential to sustaining overall satisfaction. The availability of public transportation throughout the six-county Chicago region also falls in this quadrant, though it sits close to the importance threshold. While not as strongly prioritized as other service-level attributes, its relatively high satisfaction score suggests that regional access is being delivered effectively and may still contribute positively to the rider experience.

In contrast, the top-left quadrant highlights attributes that are important to riders but have satisfaction levels below the mean. In 2025, two attributes fall into this category: the accuracy of real-time bus arrival information and the accuracy of schedule and route information. What is notable is that these two very similar items are the only ones falling in this quadrant. Their location in this quadrant suggests that while these aspects of service are critical to riders, perceived accuracy of real time arrival information, and the accuracy of schedule and route information do not currently meet expectations. Improving these areas presents an opportunity for Pace to enhance overall satisfaction by addressing top-priority concerns.

Together, these findings point to a clear path forward: continue delivering well on core strengths while prioritizing improvements in real-time and schedule accuracy to better align with rider expectations.

FIGURE 48: KEY DRIVERS OF OVERALL SATISFACTION QUADRANT CHART



5.0 CONCLUSION

The 2025 survey results highlight a transit system in transition, recovering from pandemic-related disruptions while adapting to new travel patterns and rider expectations. As in 2022, Pace continues to serve a diverse customer base, with a modest shift toward younger riders. Commuting to work remains the most common reason for travel, even as shopping, recreation, and medical trips have declined. Many riders still rely on Pace as an essential service, particularly those without access to a personal vehicle or who are unable to drive.

Customer satisfaction remains high, with 84% of riders reporting they are satisfied with Pace service, consistent with 2022 results. Riders expressed the highest satisfaction with bus operator courtesy, value for fare paid, and personal security on board. Service availability and customer service were also rated favorably and emerged as key drivers of overall satisfaction, emphasizing Pace's success in core service delivery.

The findings also point to areas where improvement is needed. Riders placed high importance on the accuracy of real-time arrival information and route and schedule details, but both received lower satisfaction scores. These results suggest an opportunity to strengthen communication and information reliability, which are increasingly important to riders.

Overall, the 2025 Pace Customer Satisfaction Study reflects a system that is performing well in key areas while facing new challenges related to changing expectations, budget pressures, and evolving travel behavior. By continuing to deliver on its strengths and addressing service information gaps, Pace can build greater trust and continue supporting riders across the region.

APPENDIX A. SCREENSHOTS OF WEB SURVEY

FIGURE 49: SURVEY LANGUAGE

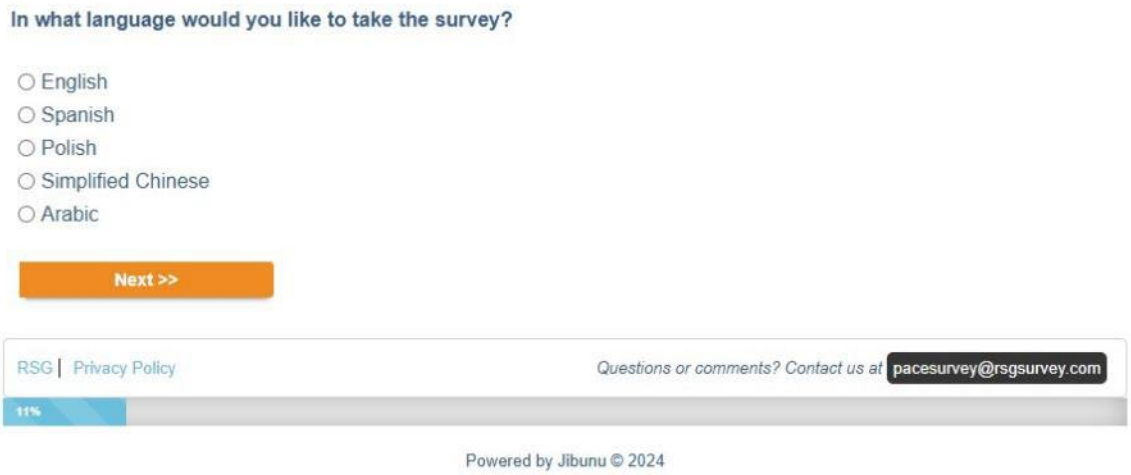


FIGURE 50: INTRODUCTION TEXT

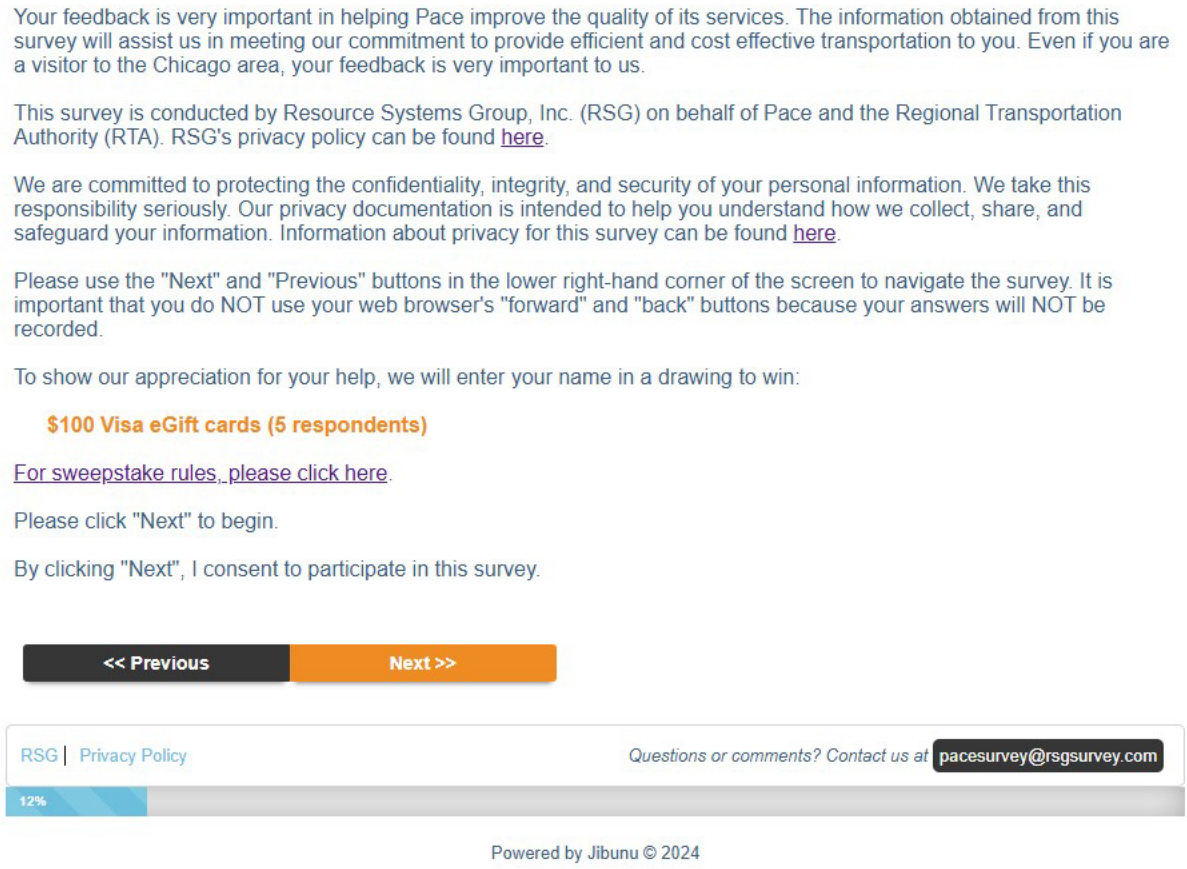


FIGURE 51: CURRENT ROUTE

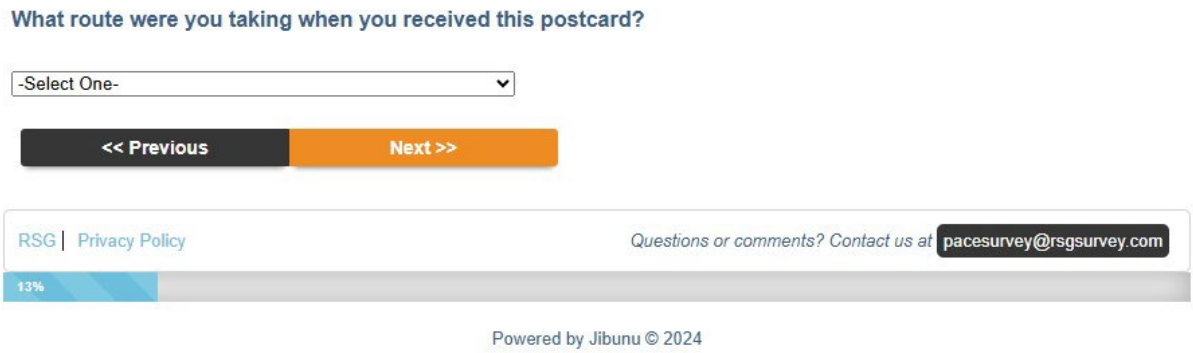


FIGURE 52: FREQUENCY OF PACE USE

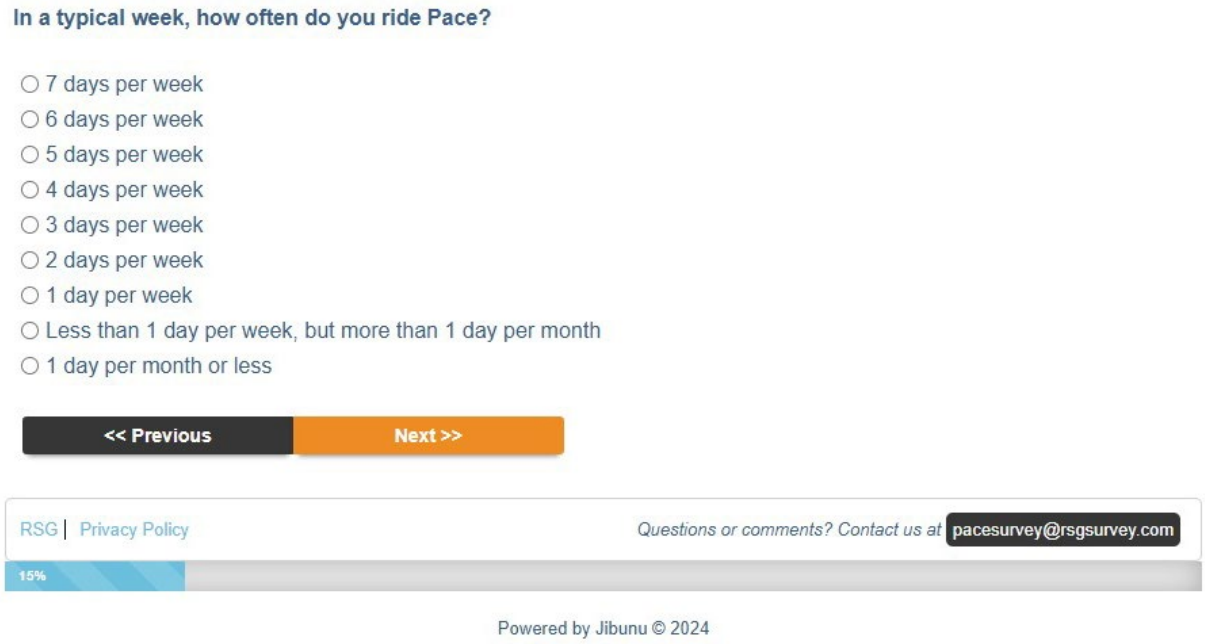


FIGURE 53: TYPICAL BUS ROUTE(S)

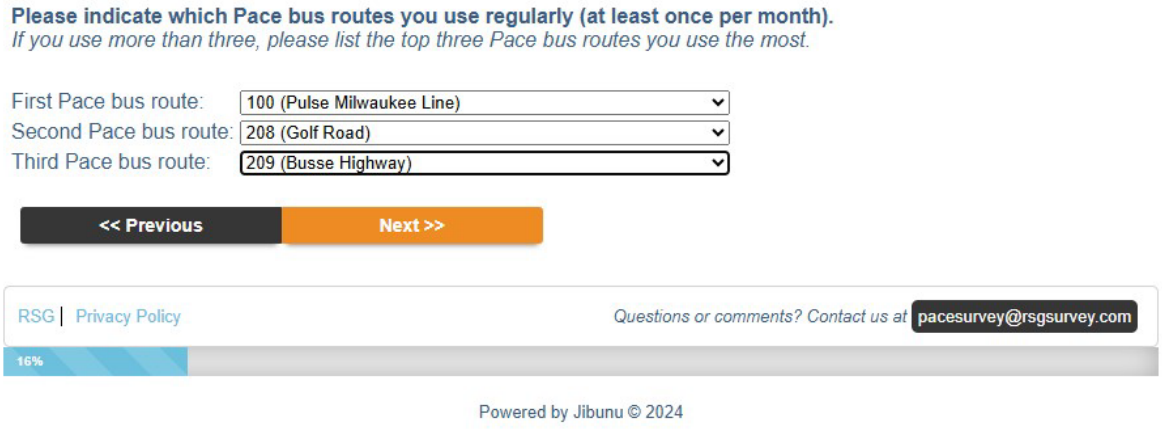


FIGURE 54: PRIMARY BUS ROUTE

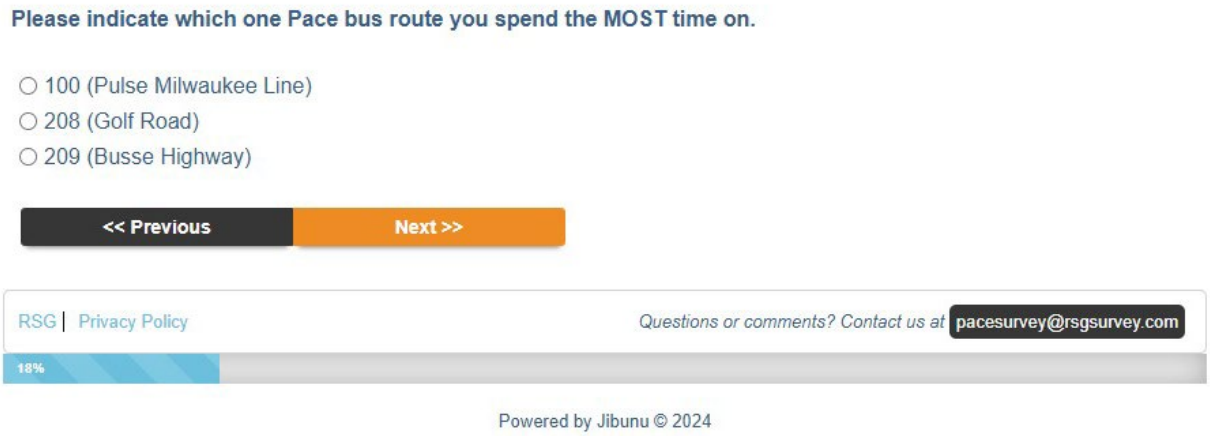


FIGURE 55: PURPOSE(S) OF USING PACE

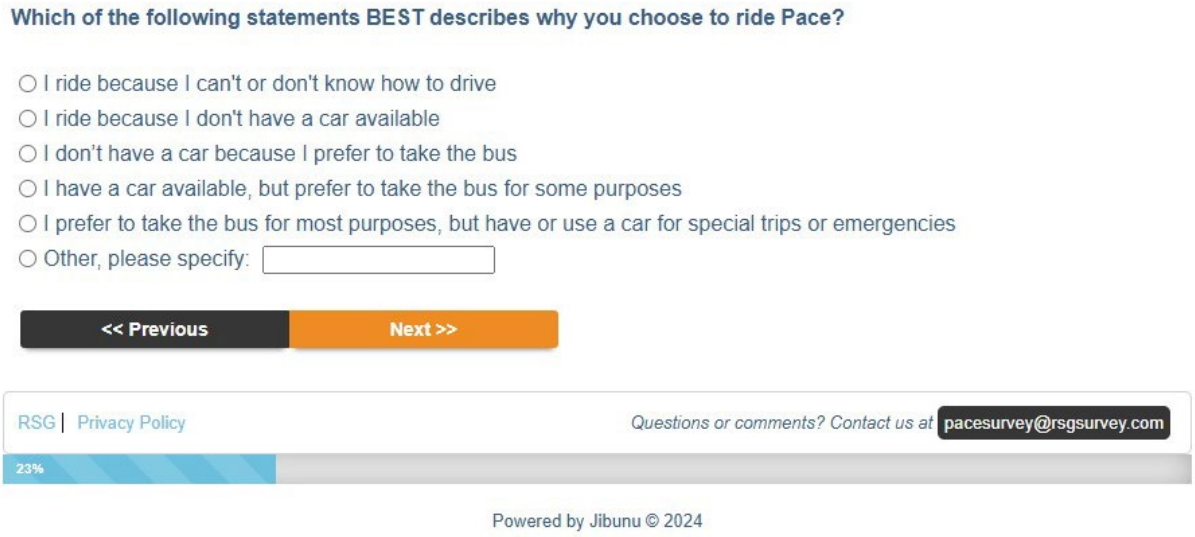


FIGURE 56: PRIMARY REASON FOR RIDING

FIGURE 57: REGULAR RIDER DURATION

FIGURE 58: DAYS USED

FIGURE 59: TIMES USED

FIGURE 60: DISTANCE TO NEAREST BUS STOP

FIGURE 61: TYPICAL TRIP ORIGIN TYPE

FIGURE 62: TYPICAL TRIP ORIGIN LOCATION

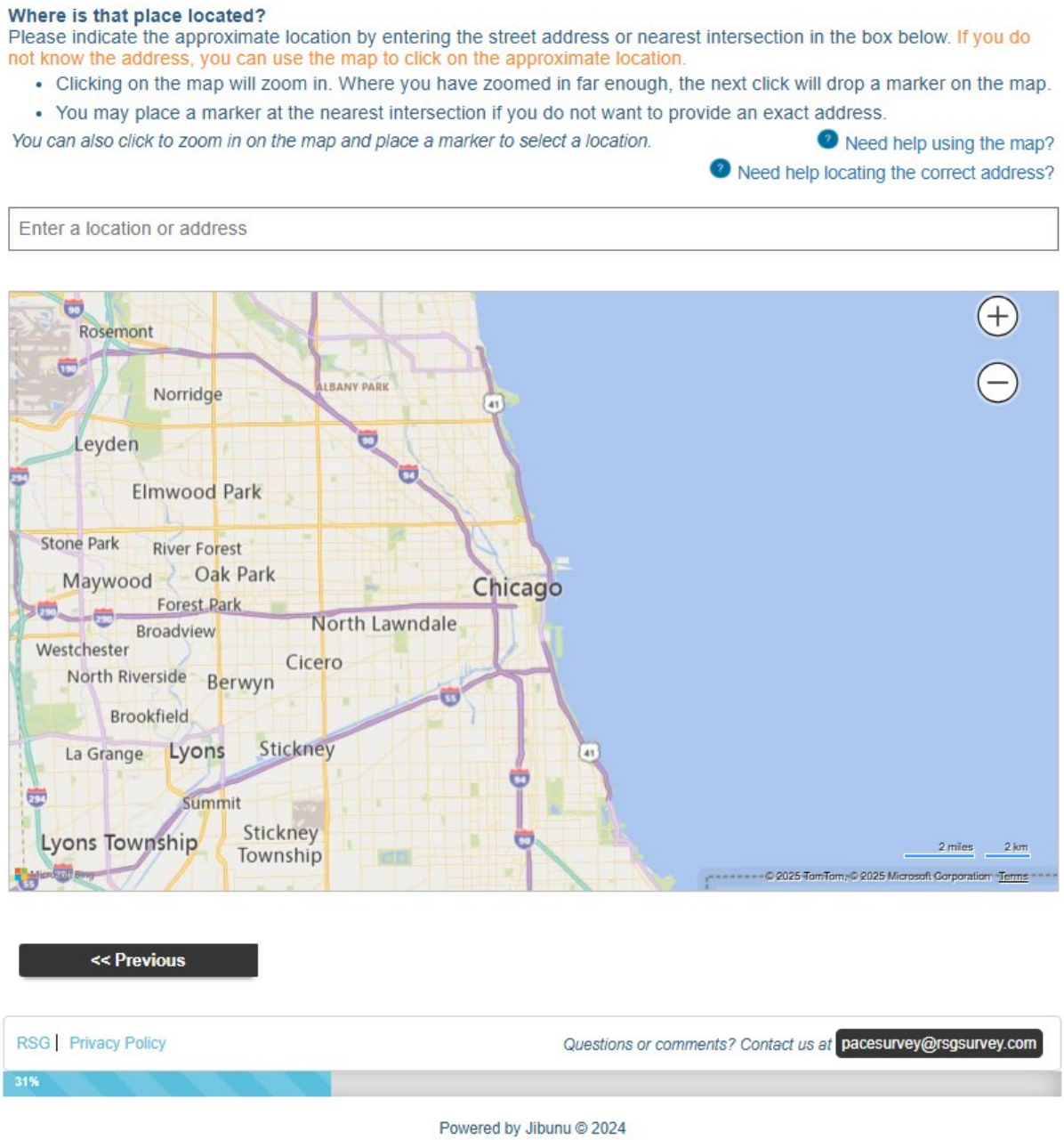


FIGURE 63: ACCESS MODE

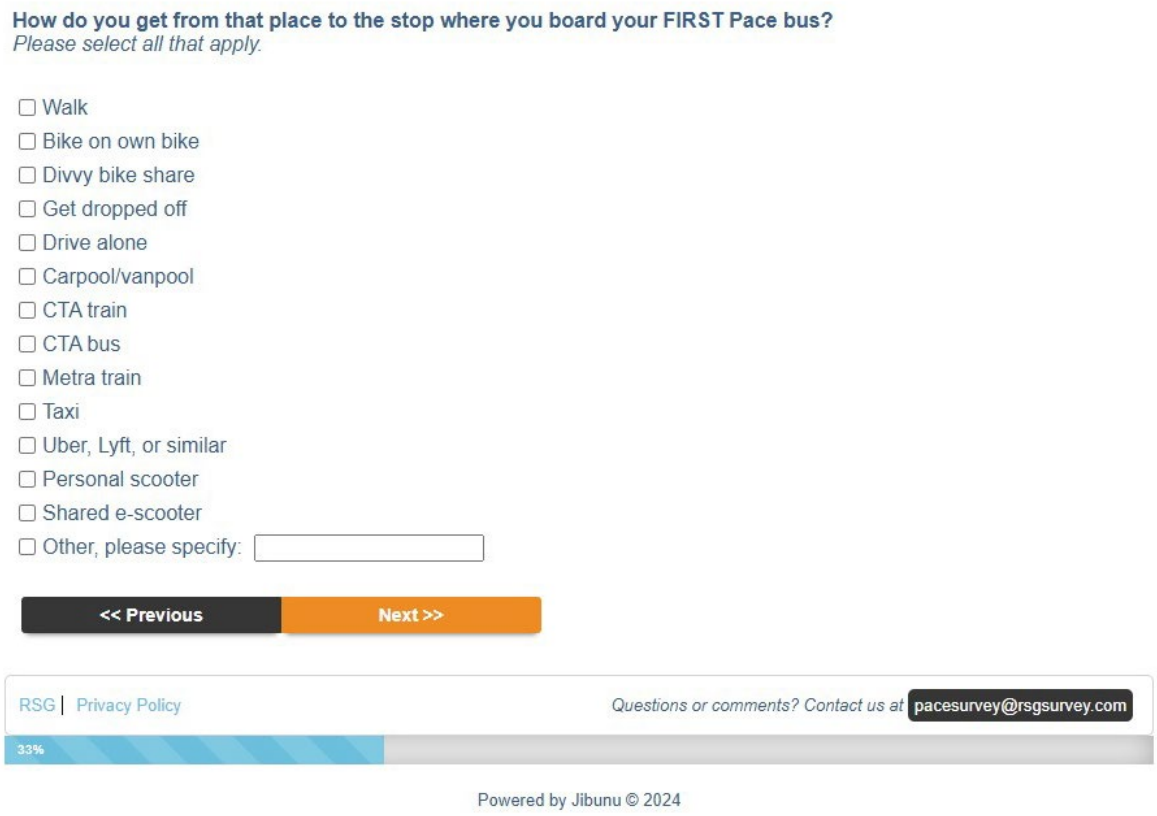


FIGURE 64: NUMBER OF TRANSFERS BETWEEN PACE ROUTES

FIGURE 65: ALL PACE ROUTES RIDDEN

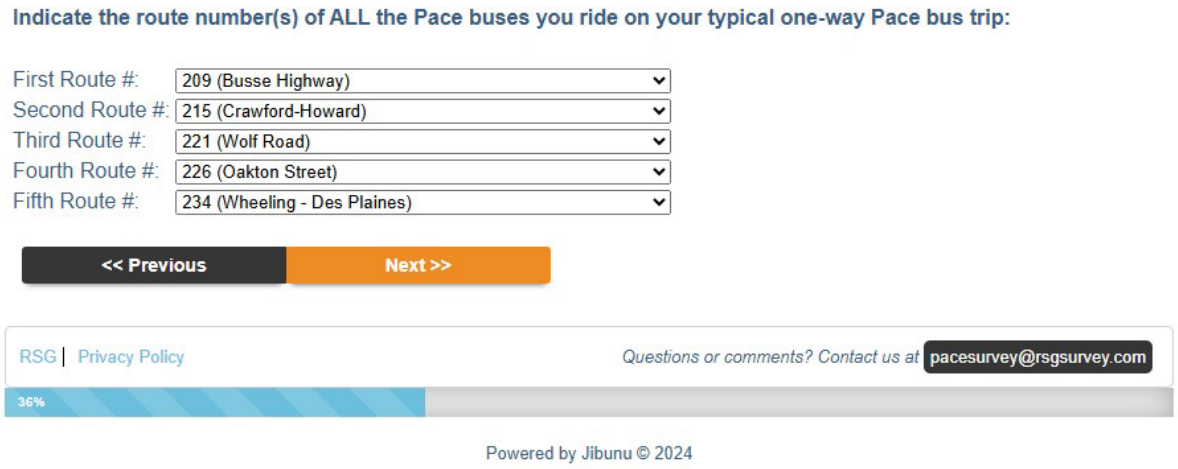


FIGURE 66: TIME SPENT ON BUS

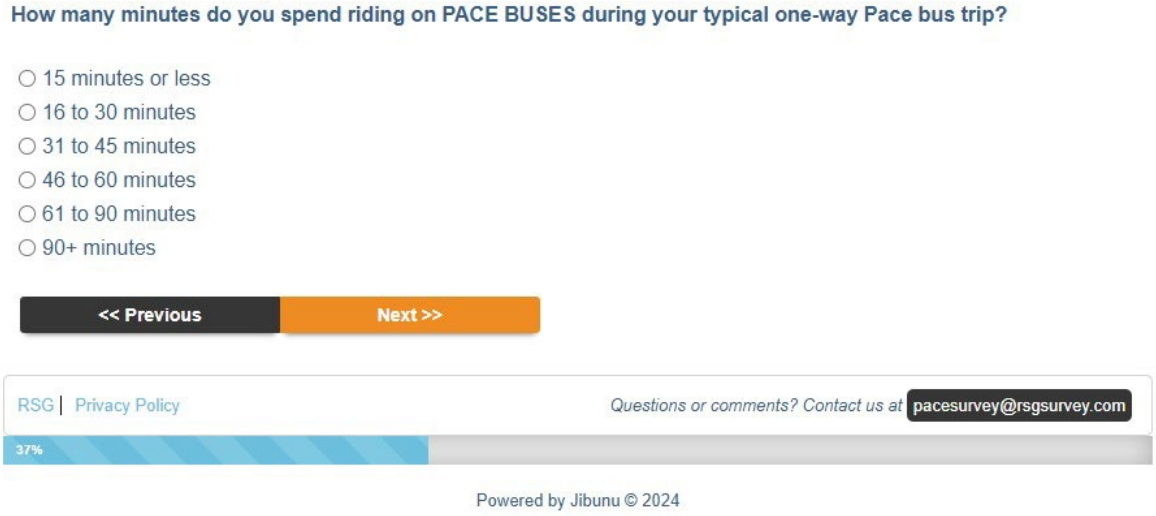


FIGURE 67: TYPICAL TRIP DESTINATION TYPE

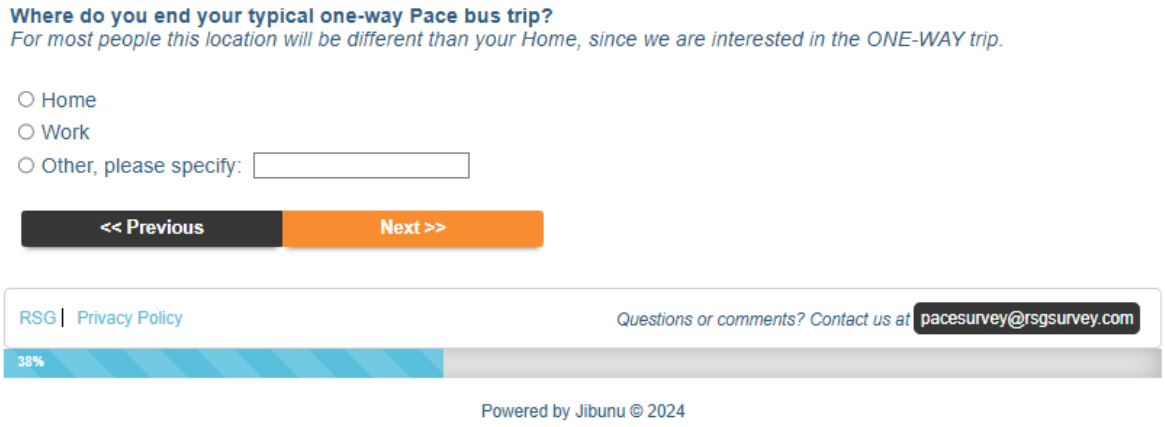


FIGURE 68: TYPICAL TRIP ORIGIN AND DESTINATION WARNING

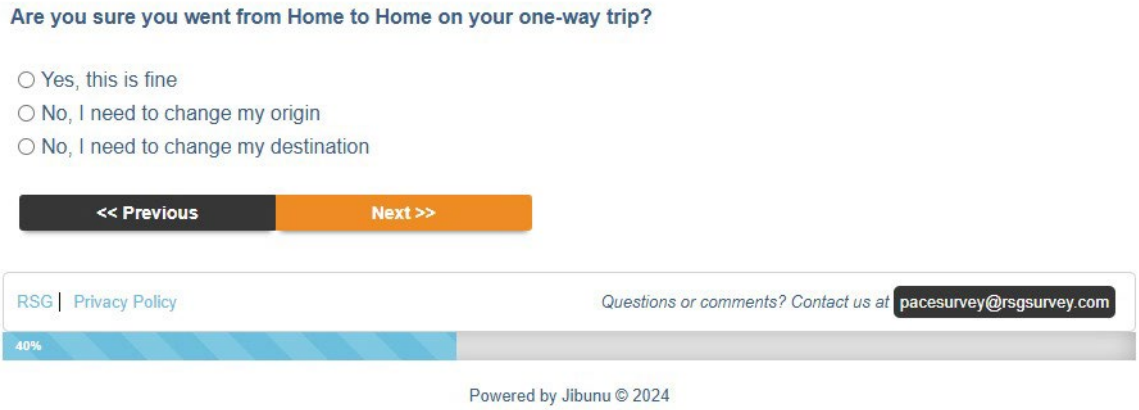


FIGURE 69: TYPICAL TRIP DESTINATION LOCATION

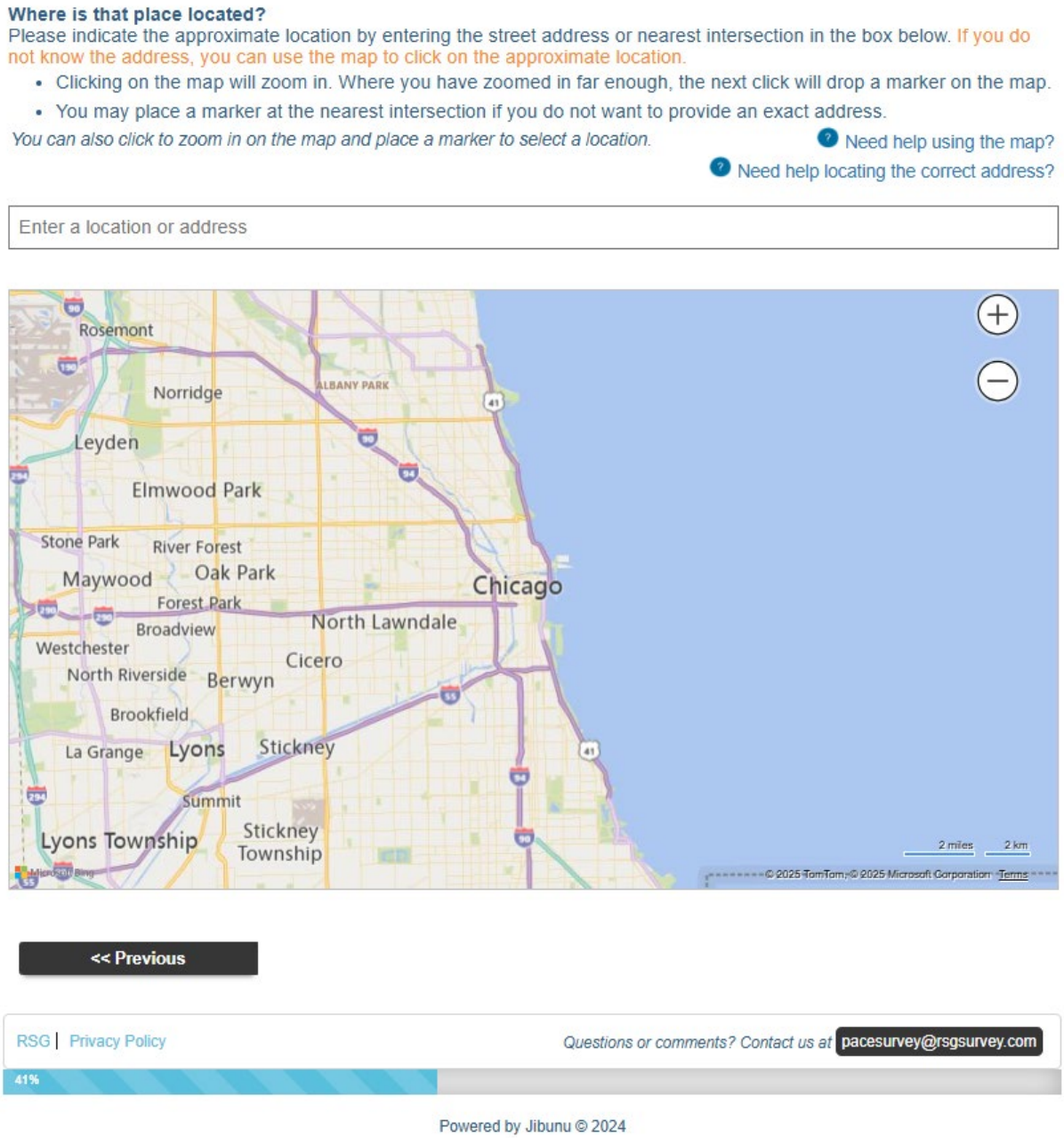


FIGURE 70: EGRESS MODE

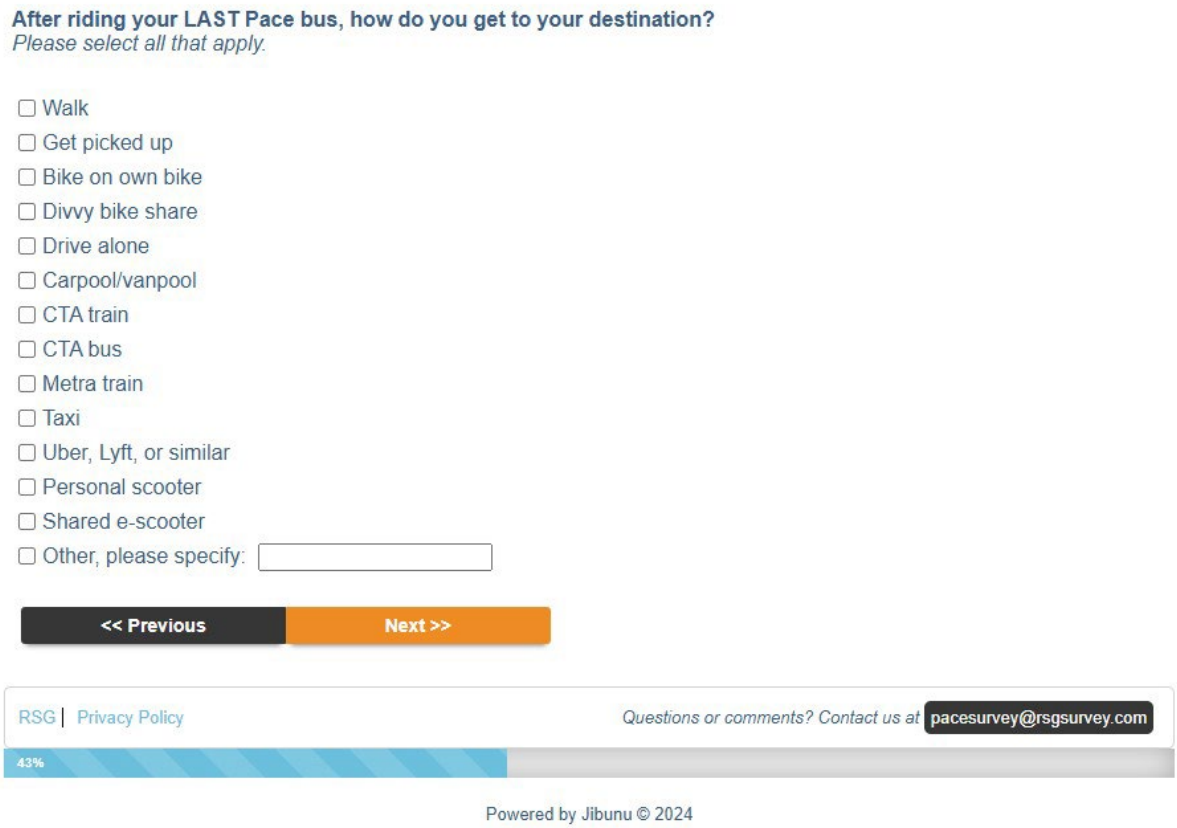


FIGURE 71: ALTERNATIVE MODE

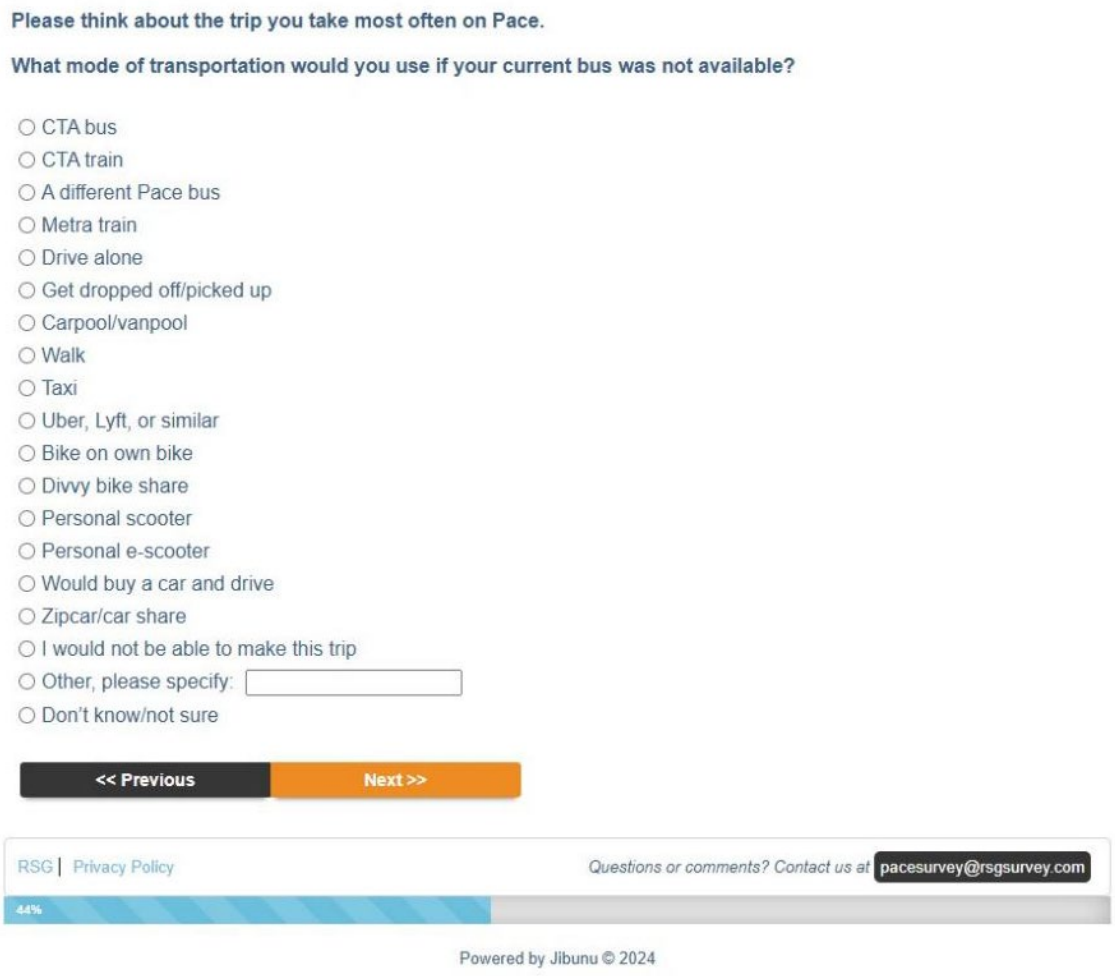


FIGURE 72: FREQUENCY OF TELECOMMUTING

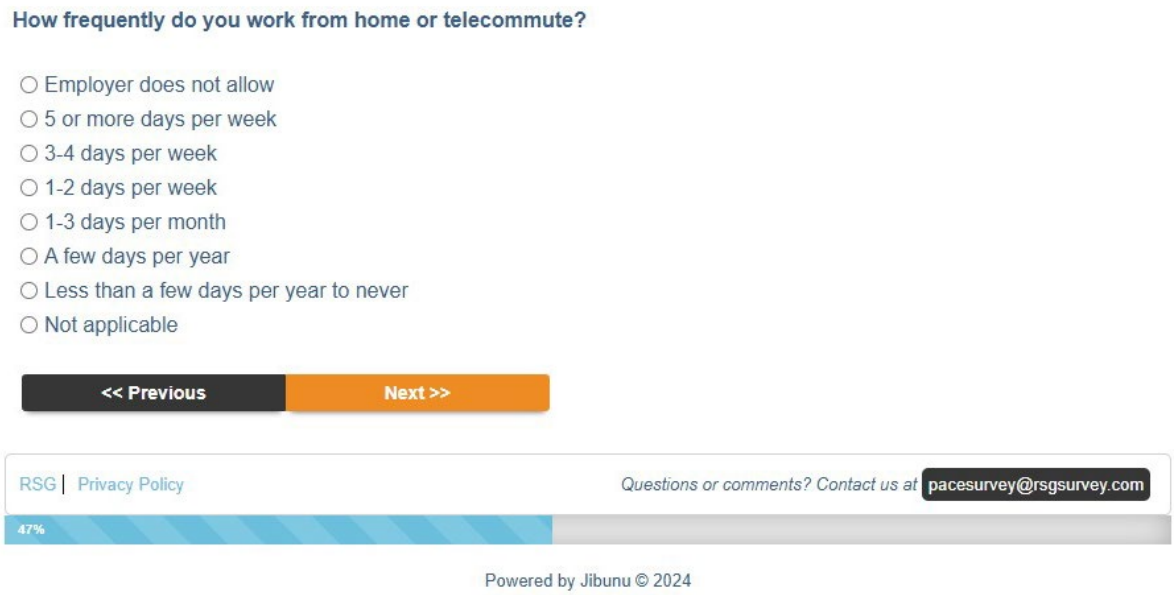


FIGURE 73: TRANSIT BENEFITS

FIGURE 74: FARE LEVEL

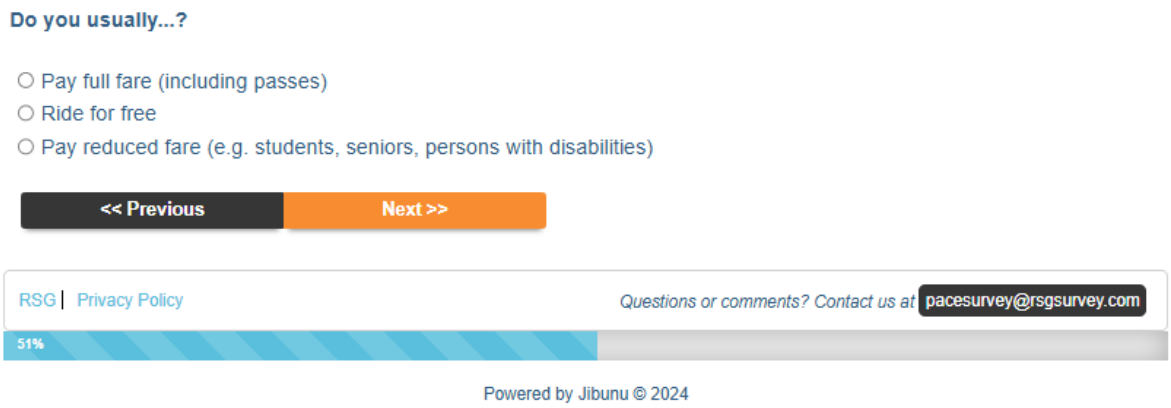


FIGURE 75: PASS USED

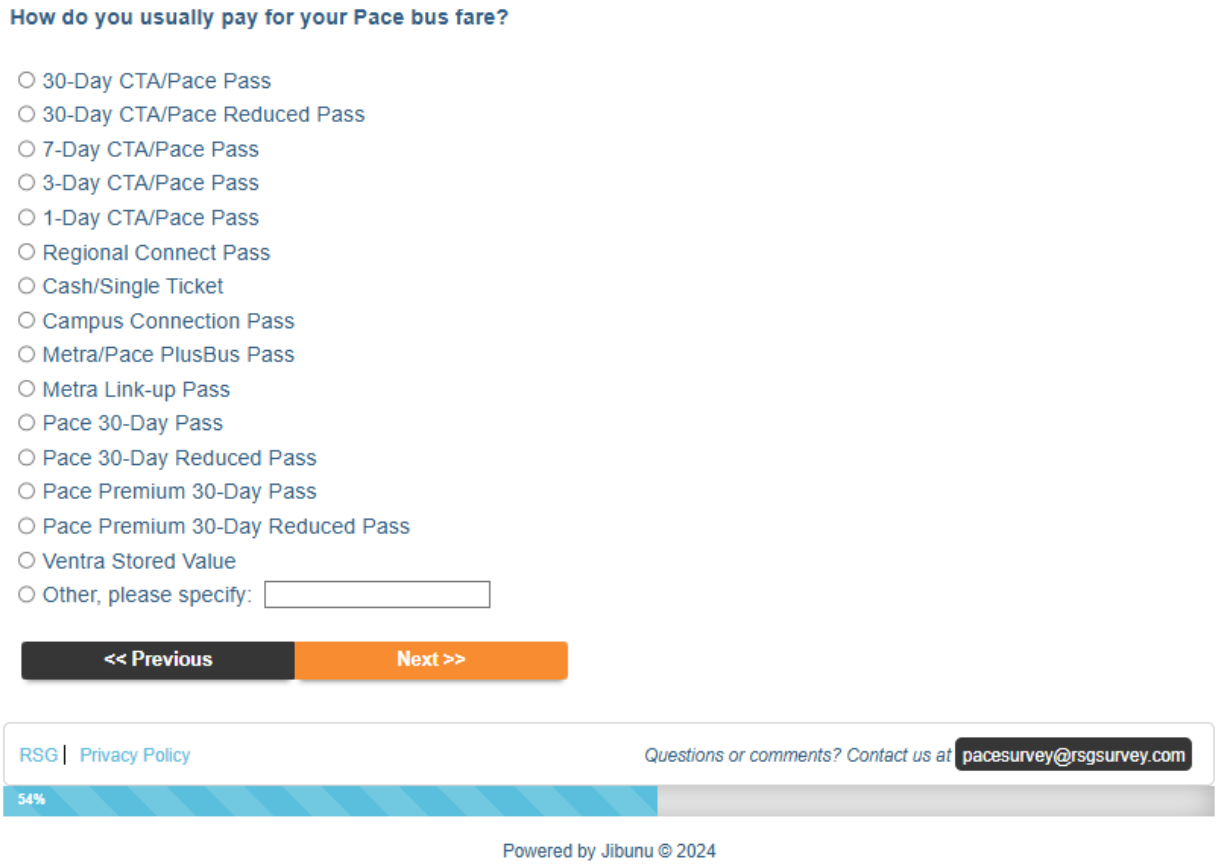


FIGURE 76: VENTRA REFILL METHOD

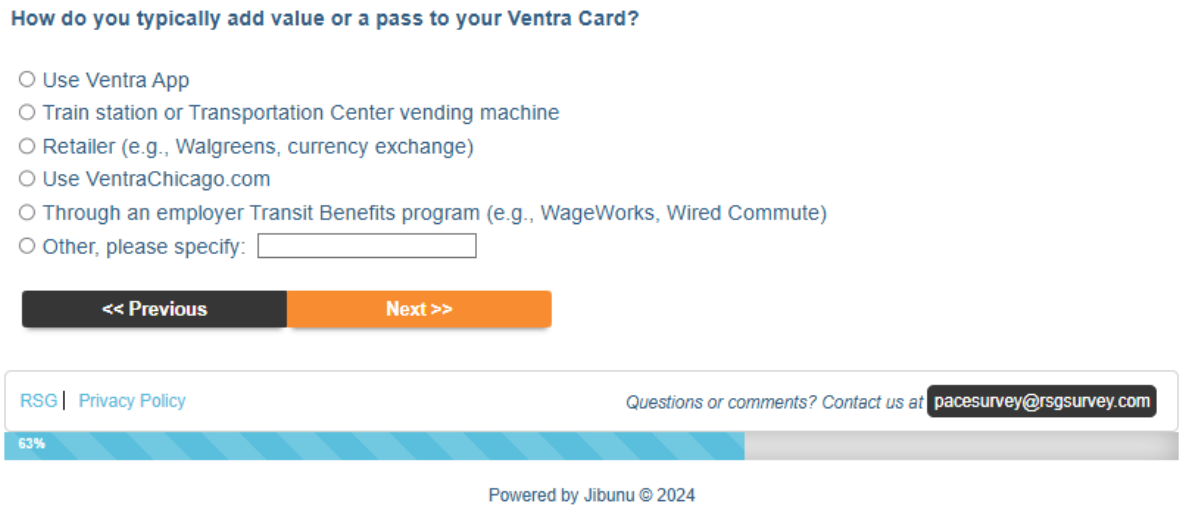


FIGURE 77: SATISFACTION (PAGE 1)

For the next few questions, please think about your typical Pace trip, that is, the trip you make most often.

Please indicate your satisfaction with the following features using the 1 to 10 scale. If the question does not apply to you, please select "n/a" (not applicable).

	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		
How satisfied are you with...	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**n/a**
Pace service available when you need to go?	○	○	○	○	○	○	○	○	○	○	○
Pace service available where you need to go?	○	○	○	○	○	○	○	○	○	○	○
your bus running on time?	○	○	○	○	○	○	○	○	○	○	○
amount of time between buses in rush hour?	○	○	○	○	○	○	○	○	○	○	○
amount of time between buses in non-rush hour?	○	○	○	○	○	○	○	○	○	○	○
total travel time for your trip?	○	○	○	○	○	○	○	○	○	○	○

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FIGURE 78: SATISFACTION (PAGE 2)

For the next few questions, please think about your typical Pace trip, that is, the trip you make most often.

Please indicate your satisfaction with the following features using the 1 to 10 scale. If the question does not apply to you, please select "n/a" (not applicable).

	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		
How satisfied are you with…	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**n/a**
transfers (waiting time and reliability)?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
personal security on the bus?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
personal security at the bus stop?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
cleanliness of bus interior?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Pace customer service?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Pace bus operator courtesy?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

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FIGURE 79: SATISFACTION (PAGE 3)

For the next few questions, please think about your typical Pace trip, that is, the trip you make most often.

Please indicate your satisfaction with the following features using the 1 to 10 scale. If the question does not apply to you, please select "n/a" (not applicable).

	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		
How satisfied are you with...	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**n/a**
value of service for fare paid?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
accuracy of schedule and route information?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
accuracy of real-time bus arrival information?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Pace OVERALL?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

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FIGURE 80: LIKELIHOOD TO...

Please think about your typical Pace trip, that is, the trip you make most often.

	Very unlikely		Unlikely			Likely			Very likely		
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**n/a**
How likely are you to continue to ride Pace a year from now?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
How likely are you to recommend Pace to others?	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

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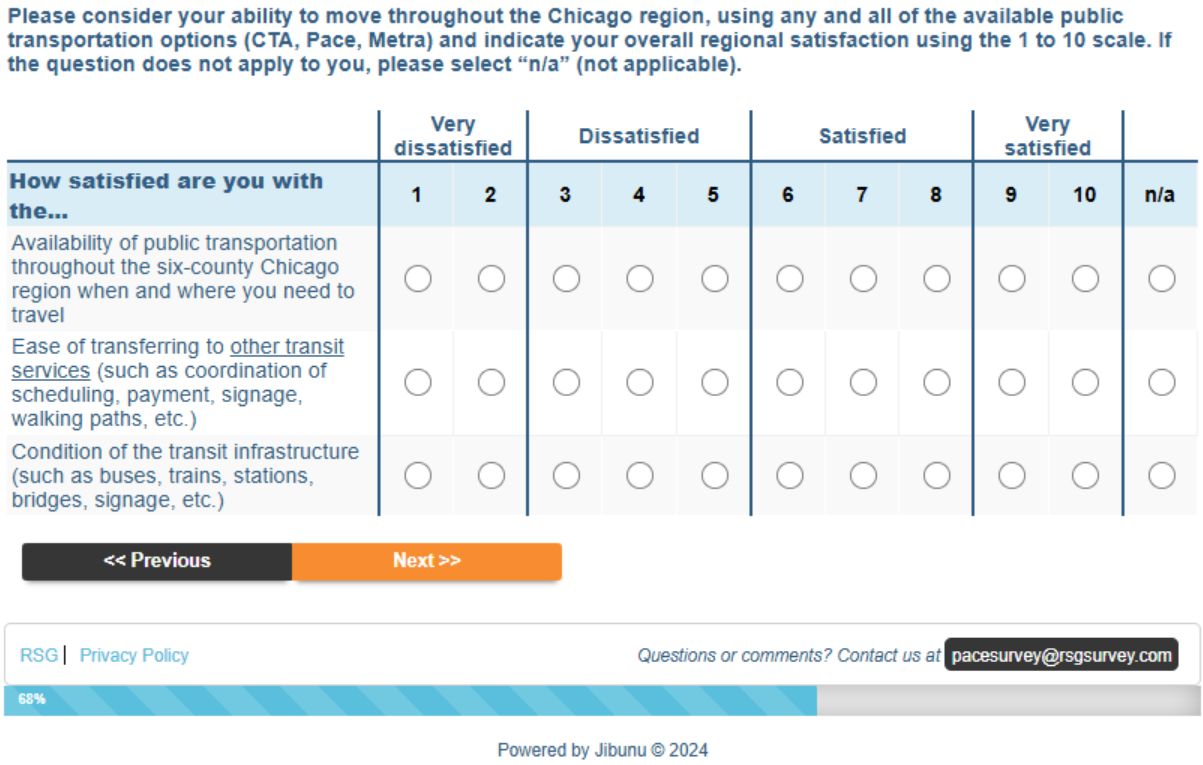
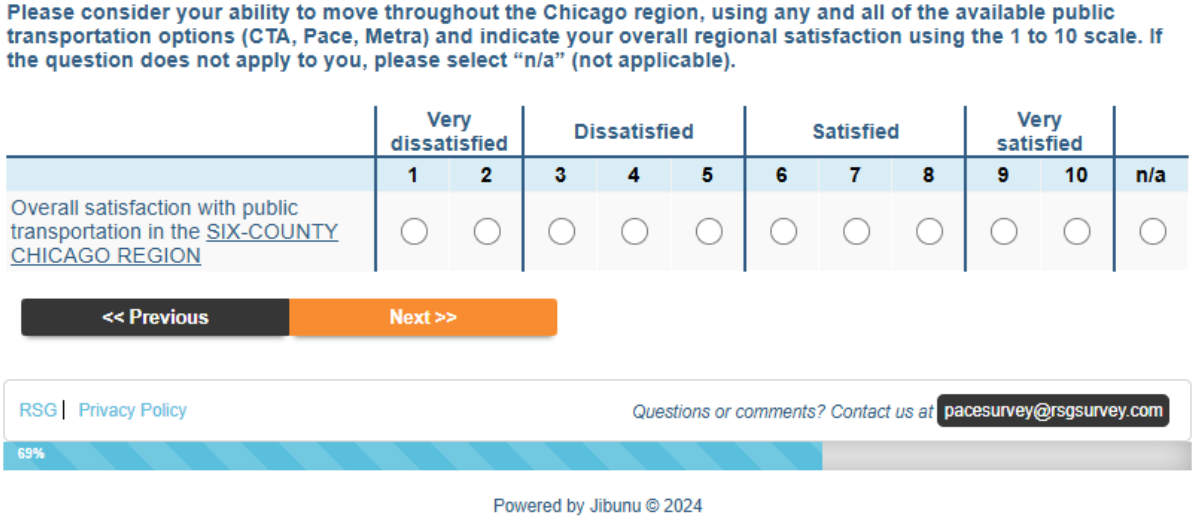
FIGURE 81: REGIONAL SATISFACTION



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).

	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		
How satisfied are you with the...	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**n/a**
Availability of public transportation throughout the six-county Chicago region when and where you need to travel	○	○	○	○	○	○	○	○	○	○	○
Ease of transferring to other transit services (such as coordination of scheduling, payment, signage, walking paths, etc.)	○	○	○	○	○	○	○	○	○	○	○
Condition of the transit infrastructure (such as buses, trains, stations, bridges, signage, etc.)	○	○	○	○	○	○	○	○	○	○	○

FIGURE 82: OVERALL REGIONAL SATISFACTION



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).

	Very dissatisfied		Dissatisfied			Satisfied			Very satisfied		
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**n/a**
Overall satisfaction with public transportation in the SIX-COUNTY CHICAGO REGION	○	○	○	○	○	○	○	○	○	○	○

FIGURE 83: HOME ZIP CODE

FIGURE 84: AGE

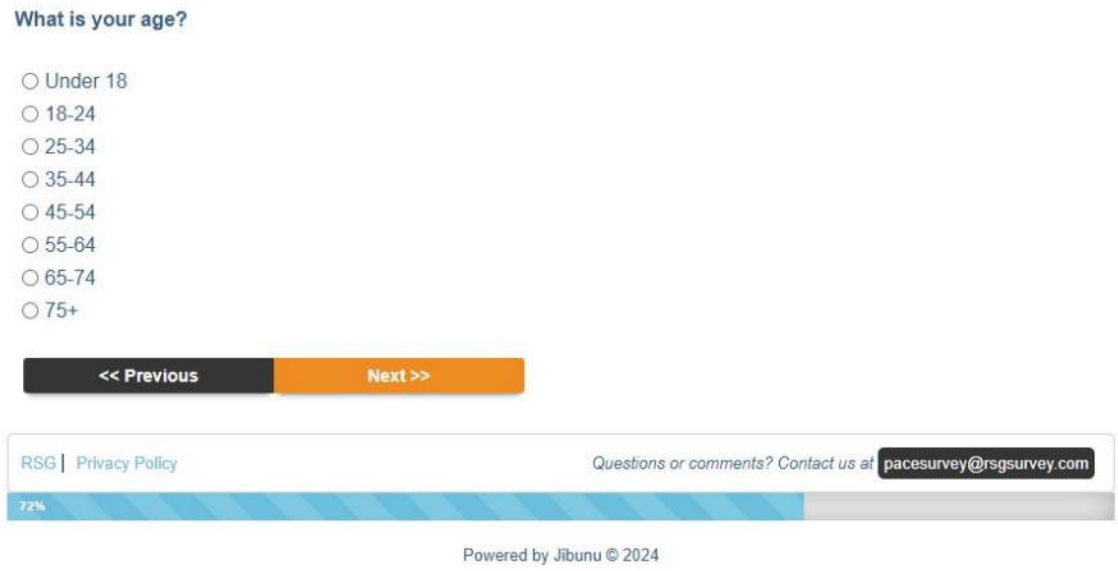


FIGURE 85: EMPLOYMENT STATUS

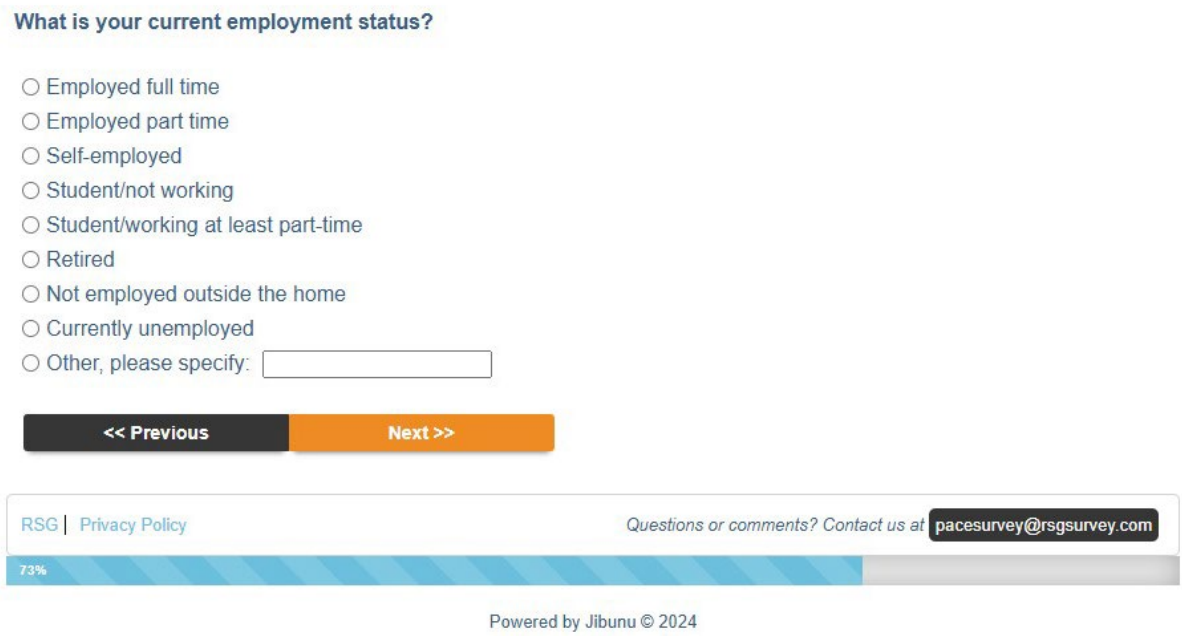


FIGURE 86: DISABILITY TYPE(S)

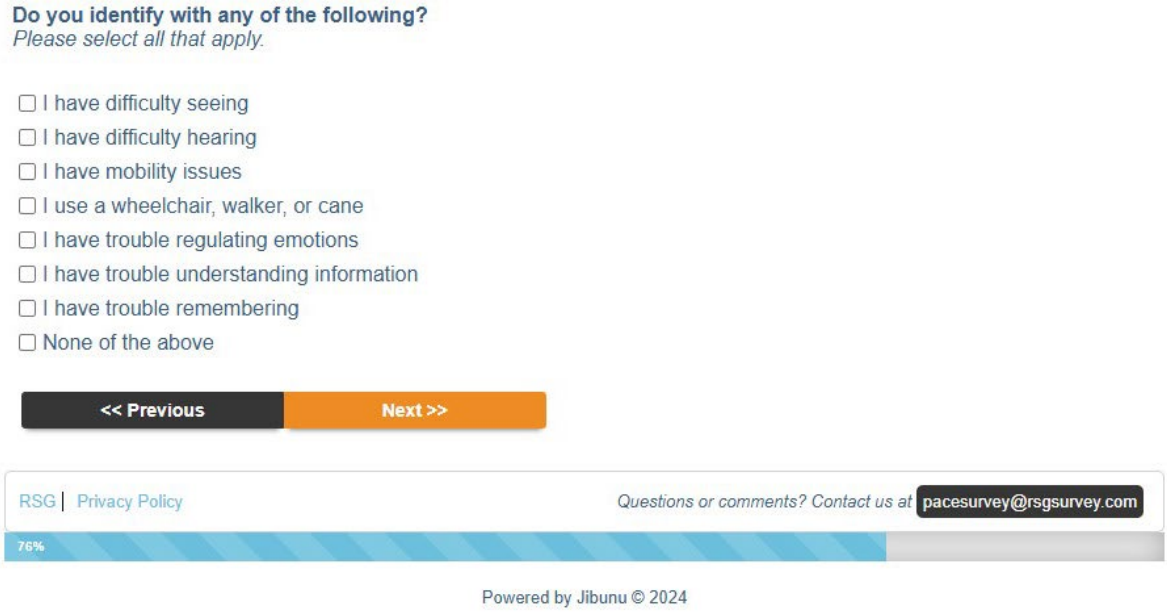


FIGURE 87: HOUSEHOLD SIZE, NUMBER OF CHILDREN, AND NUMBER OF VEHICLES

FIGURE 88: CAR AVAILABILITY

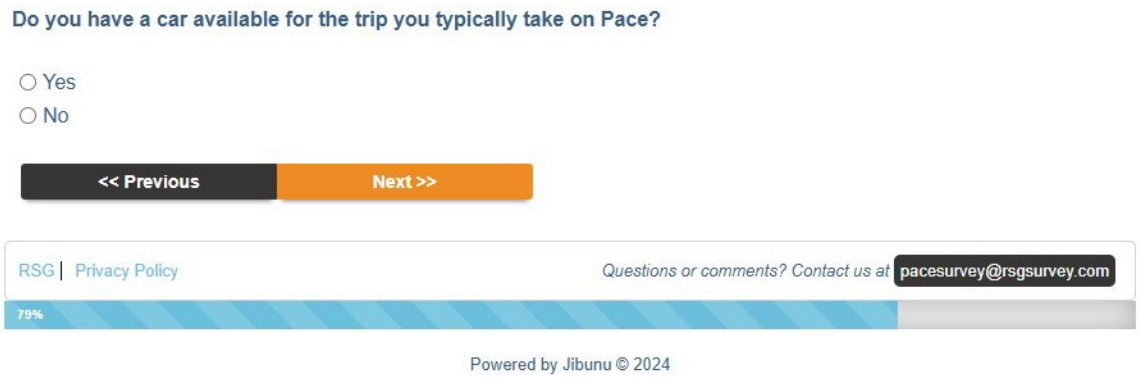


FIGURE 89: PRIMARY LANGUAGE SPOKEN IN HOUSEHOLD

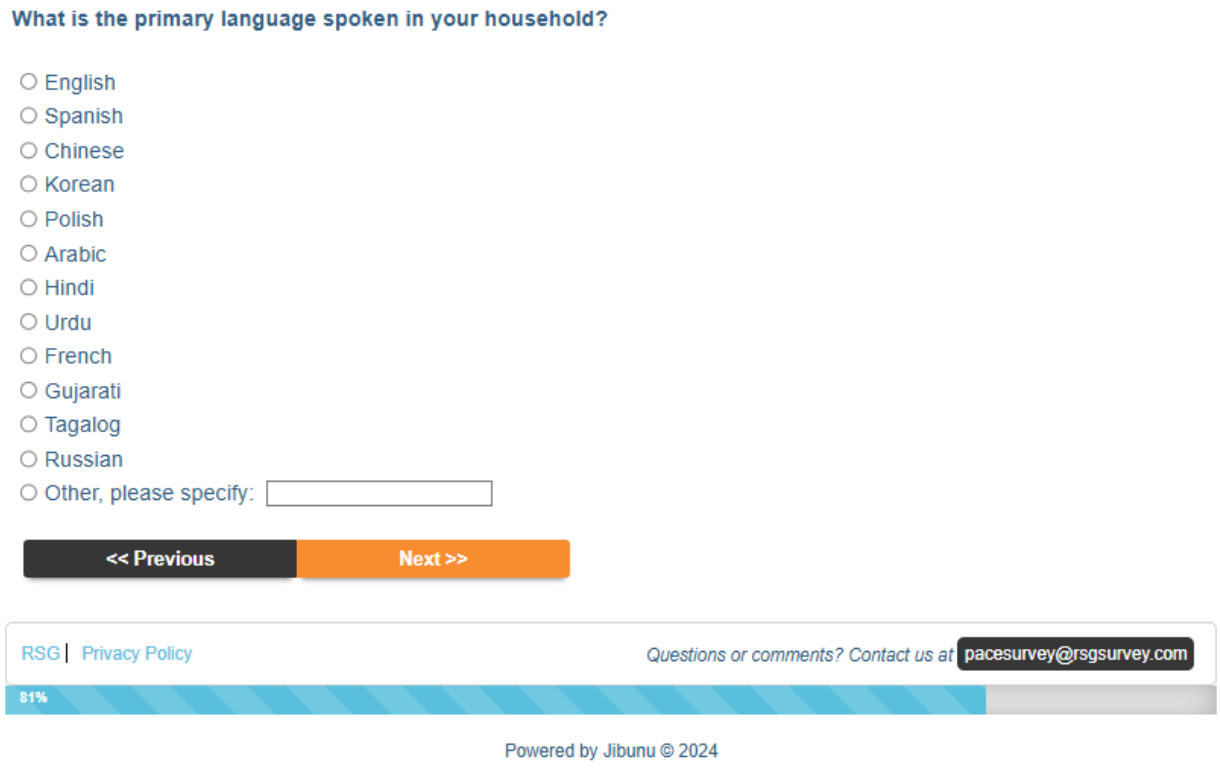


FIGURE 90: ENGLISH ABILITY

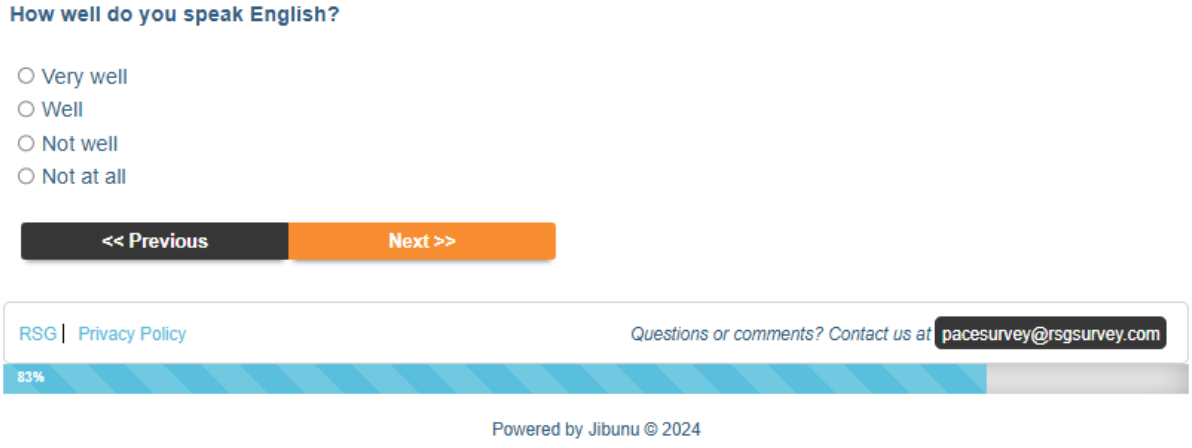


FIGURE 91: EDUCATION STATUS

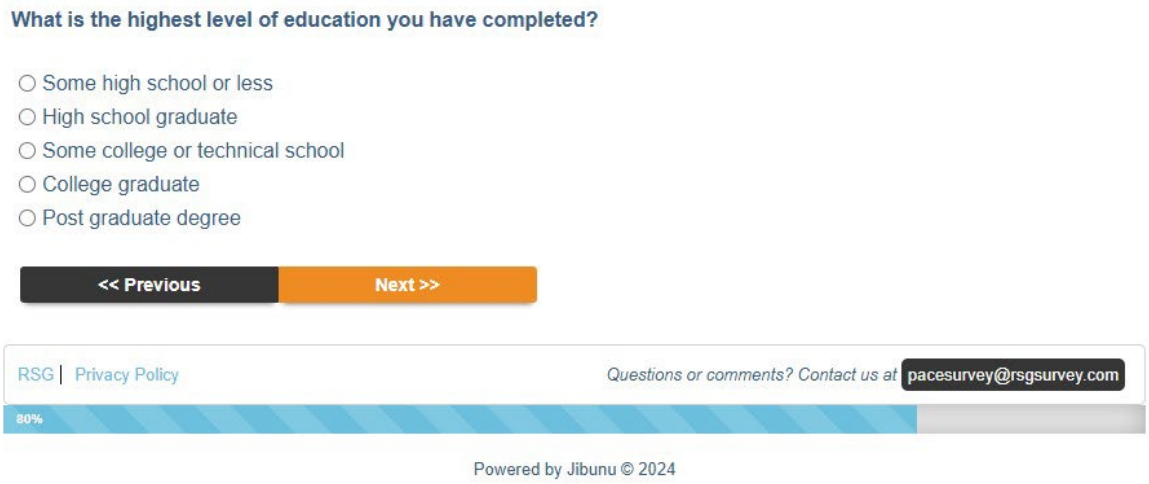


FIGURE 92: RACE AND ETHNICITY

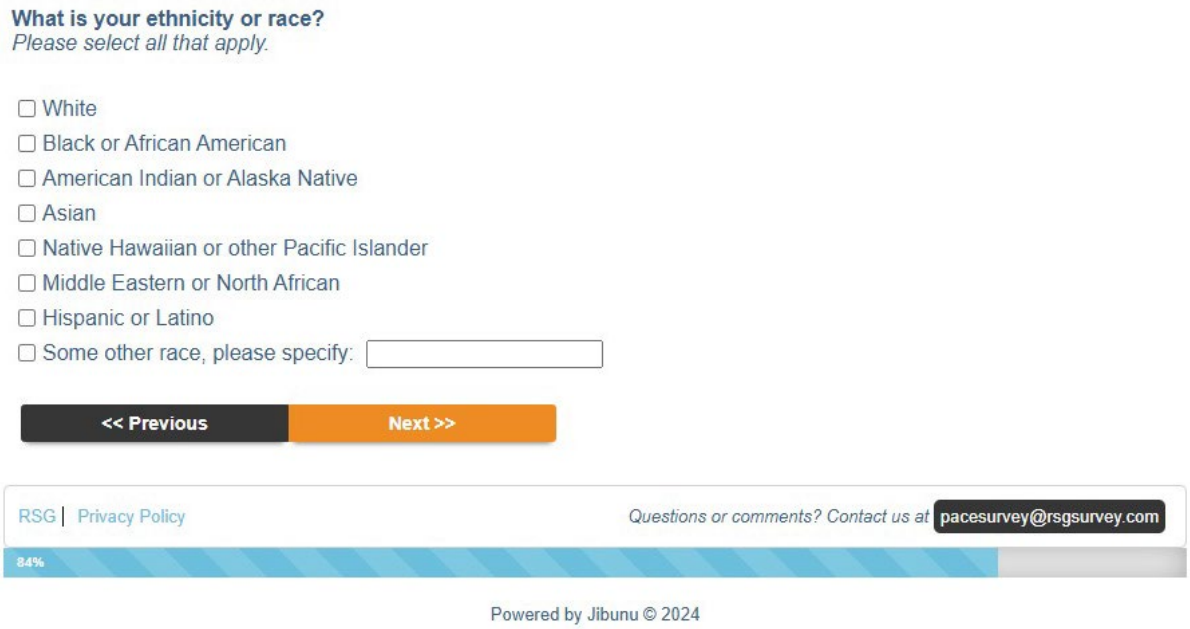


FIGURE 93: USE OF MOBILE DEVICE(S)

FIGURE 94: HOUSEHOLD INCOME

FIGURE 95: SNAP BENEFITS

FIGURE 96: GENDER

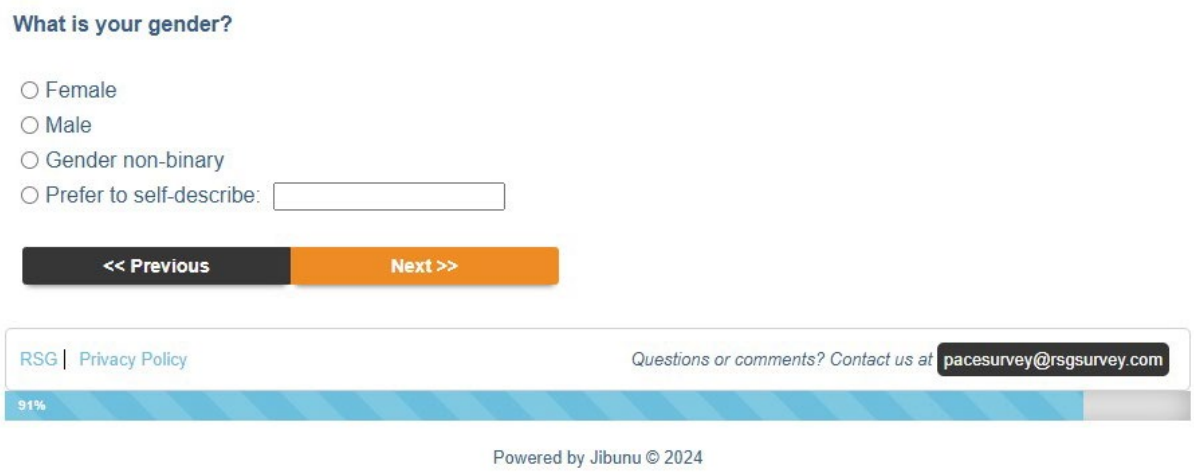


FIGURE 97: FUTURE PACE/RTA RESEARCH

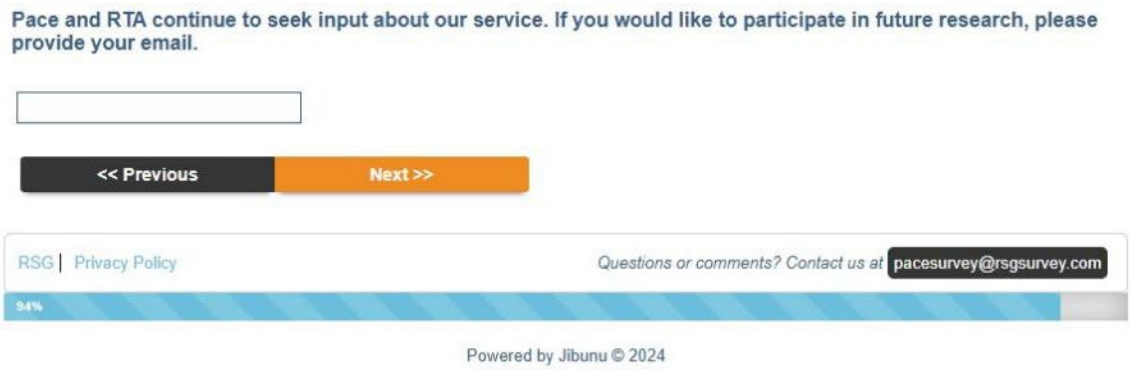


FIGURE 98: EMAIL

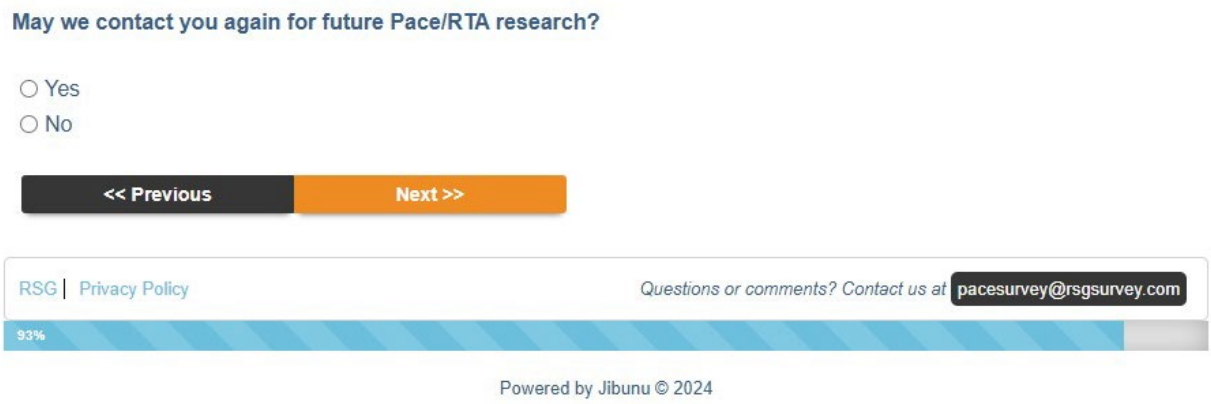


FIGURE 99: PRIZE DRAWING OPT-IN

FIGURE 100: PRIZE DRAWING EMAIL

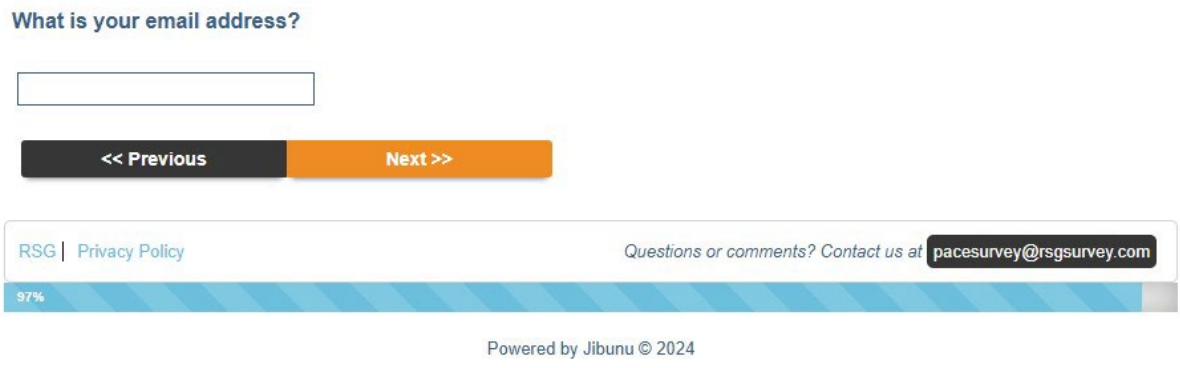
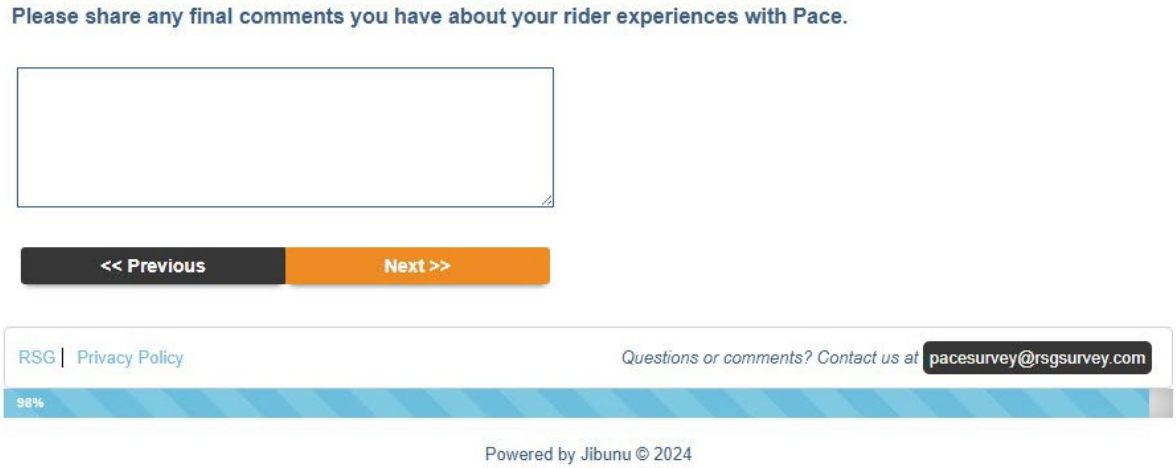


FIGURE 101: COMMENTS

FIGURE 102: END TEXT



APPENDIX B. PAPER SURVEYS

FIGURE 103: SIDE ONE OF PACE PAPER SURVEY IN ENGLISH

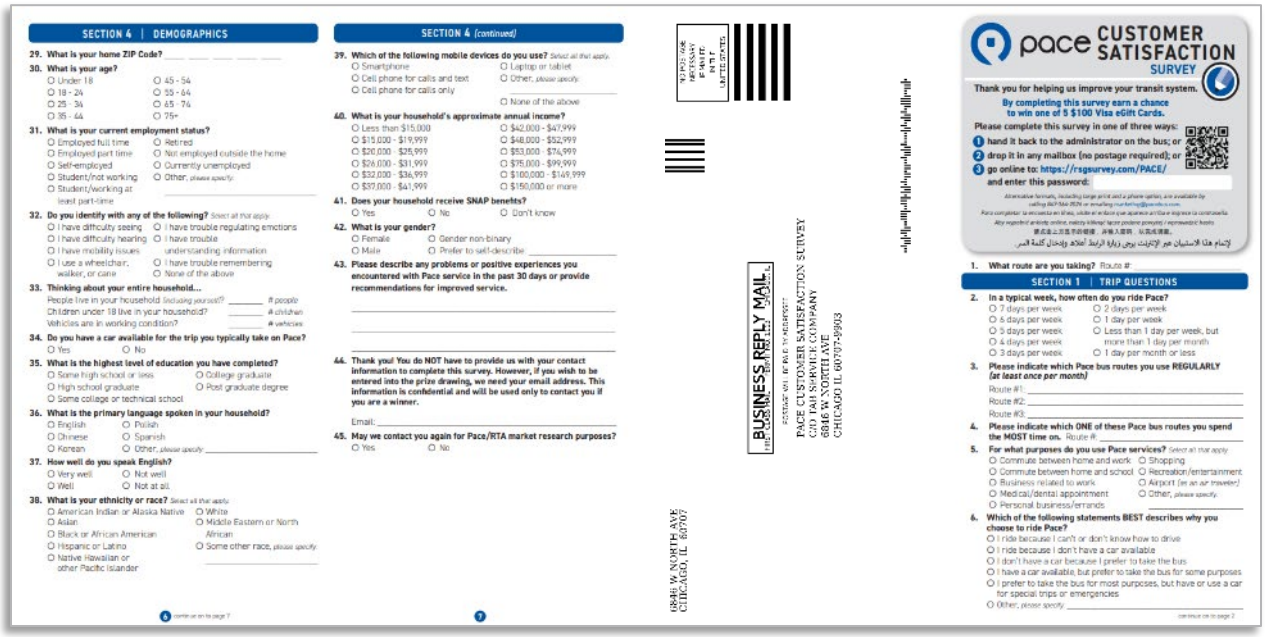


FIGURE 104: SIDE TWO OF PACE PAPER SURVEY IN ENGLISH

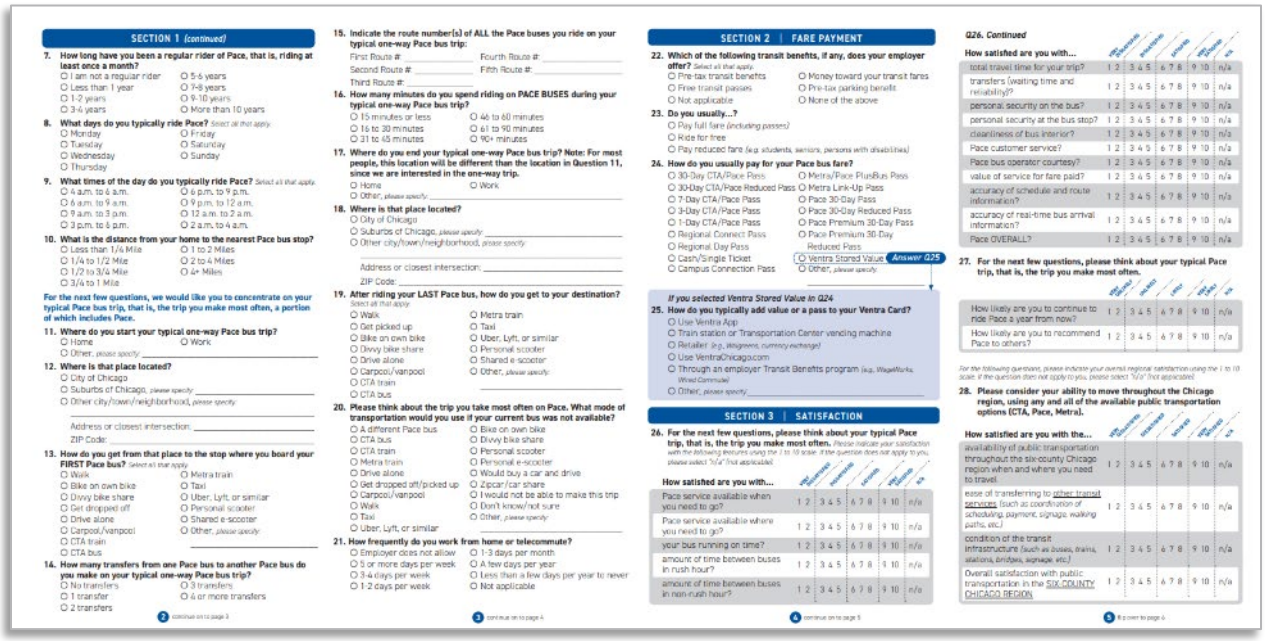


FIGURE 105: SIDE ONE OF PACE PAPER SURVEY IN SPANISH

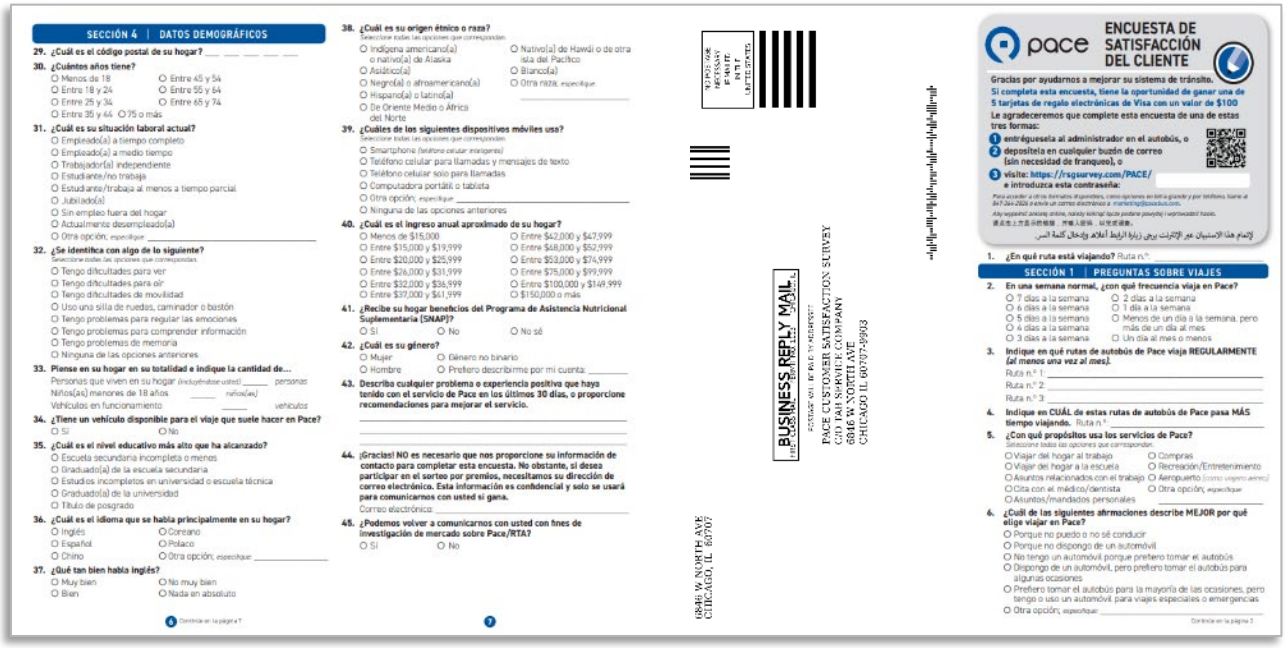
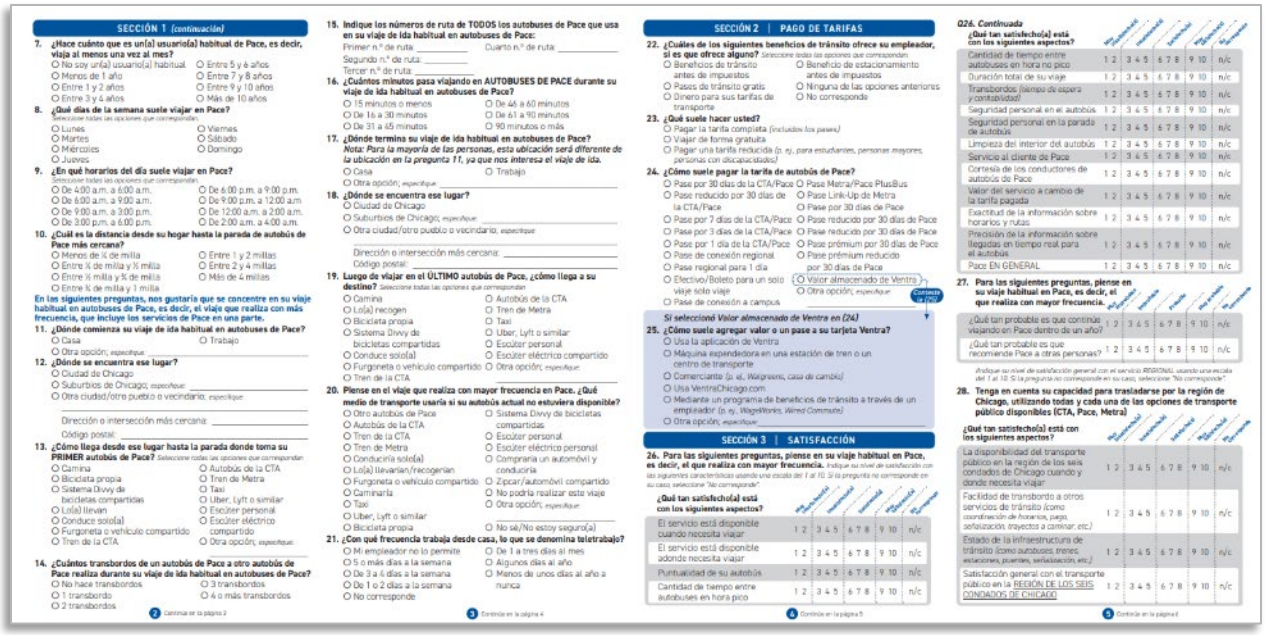



FIGURE 106: SIDE TWO OF PACE PAPER SURVEY IN SPANISH