



QuikPass

Testing Something New at these locations:

Downtown

Adams/Wabash, Loop Elevated
Randolph-Washington, Dearborn Subway
Lake/Wells, Dearborn Subway
Merchandise Mart, Ravenswood Branch
Chicago/State, State Subway

Outlying

95th/State, Dan Ryan Branch
Morse/Rogers Park, Howard Branch
Jefferson Park, O'Hare Branch

QuikPass cards sold at these locations:

Downtown Area

Wabash/Adams Currency Exchange
203 S. Wabash Avenue
Illinois State Bank of Chicago
300 S. Michigan Avenue
Pleasure Travel Unlimited
55 E. Monroe Street
Mid-Continental Plaza
32 W. Washington Currency Exchange
32 W. Washington Street
Randolph-State Currency Exchange
22 W. Randolph Street
Randolph-LaSalle Currency Exchange
172 W. Randolph Street
Upper Mart Currency Exchange
Merchandise Mart Station
CTA Pass Sales
7th Floor Merchandise Mart

Chicago/State Area

Chicago/Rush Currency Exchange
62 E. Chicago Avenue
Rush Currency Exchange
941 N. Rush Street

95th/State Area

CTA Transportation Office
95th Station
111th & Michigan Currency Exchange
11055 S. Michigan Avenue

Morse/Rogers Park Area

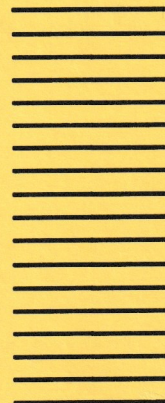
Morse Avenue Currency Exchange
Morse Station
New Clark-Morse Currency Exchange
6954 N. Clark Street

Jefferson Park Area

Hoyne Saving & Loan Association
4786 N. Milwaukee Avenue
Peerless Federal Savings & Loan Association
4930 N. Milwaukee Avenue



NO POSTAGE STAMP
NECESSARY
IF MAILED IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 11103, CHICAGO, ILLINOIS

POSTAGE WILL BE PAID BY —

CHICAGO TRANSIT AUTHORITY
Mr. Evan Fowler
Special Project Liaison
Merchandise Mart, Box 3555
Chicago, Illinois 60654



staple or tape here

QuikPass User Survey No. 1

Tell us your experience with the QuikPass! Enter our drawing for a **free QuikPass** in June 1987.

Just answer the questions below -- check all the responses that apply to you -- fill in the drawing entry form, and return the survey to us by May 10, 1987. SEE DETAILS BELOW.

1. Have you used a QuikPass type of Monthly Pass (the plastic card with magnetic strip) before May 1, 1987?

- 1 ☐ No, this is my first
2 ☐ Yes, I had one in 1 ☐ March, 1987
2 ☐ April, 1987

2. Do you like the QuikPass?

- 1 ☐ Yes, it is easy to use
2 ☐ Yes, but I would change a few things
3 ☐ Not really, more trouble than it is worth
4 ☐ No, it is not an improvement
5 ☐ Comments: _____

3. At which of these stations do you intend to use your QuikPass at an orange pass reading turnstile? (Check as many as you will regularly use.)

- 1 ☐ None - I bought this pass to use on buses only--Skip to Question 9
2 ☐ None - I don't use any of these eight stations below--Skip to Question 9
3 ☐ 95th
4 ☐ Adams/Wabash
5 ☐ Morse
6 ☐ Chicago/State
7 ☐ Jefferson Park
8 ☐ Washington/Dearborn (Daley Center)
9 ☐ Merchandise Mart
0 ☐ Lake/Wells

4. How often have you used your QuikPass at an orange pass reading turnstile?

- 1 ☐ More than seven times per week
2 ☐ At least once every weekday
3 ☐ Several times per week, but not every day
4 ☐ Seldom
5 ☐ Not at all
6 ☐ I haven't yet, but expect to use it _____ times per week

5. How much time does your QuikPass save you each time you use the orange pass-reading turnstile?

- 1 ☐ more than 5 minutes
2 ☐ 3 to 5 minutes
3 ☐ 1 to 3 minutes
4 ☐ less than 1 minute
5 ☐ none

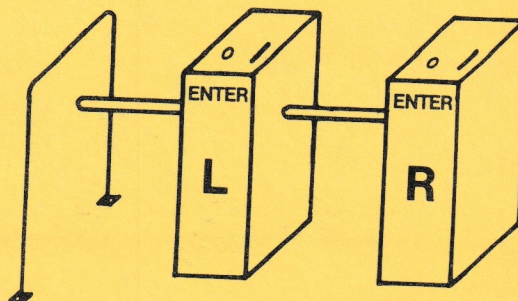
6. How often have you had any trouble in using your QuikPass for automatic entry at an orange pass reading turnstile?

- 1 ☐ Never, my pass always works
2 ☐ Only until I got the feel of it
3 ☐ About once every two weeks
4 ☐ At least once a week

7. Have you ever had to go to an agent's lane because none of the orange pass reading turnstiles would accept your pass?

- 1 ☐ Never, my pass always works--Skip to Question 9
2 ☐ Once
3 ☐ Twice
4 ☐ Three or more times

8. If you have had trouble regularly in trying to use your QuikPass, which station and which turnstile was involved? (Check all that apply.)



Station		Turnstile		
1 <input type="checkbox"/>	95th	<input type="checkbox"/> L	<input type="checkbox"/> R	<input type="checkbox"/> Both
2 <input type="checkbox"/>	Adams/Wabash	<input type="checkbox"/> L	<input type="checkbox"/> R	<input type="checkbox"/> Both
3 <input type="checkbox"/>	Morse	<input type="checkbox"/> L	<input type="checkbox"/> R	<input type="checkbox"/> Both
4 <input type="checkbox"/>	Chicago/State	<input type="checkbox"/> L	<input type="checkbox"/> R	<input type="checkbox"/> Both
5 <input type="checkbox"/>	Jefferson Park	<input type="checkbox"/> L	<input type="checkbox"/> R	<input type="checkbox"/> Both
6 <input type="checkbox"/>	Washington/Dearborn	<input type="checkbox"/> L	<input type="checkbox"/> R	<input type="checkbox"/> Both
7 <input type="checkbox"/>	Merchandise Mart	<input type="checkbox"/> L	<input type="checkbox"/> R	<input type="checkbox"/> Both
8 <input type="checkbox"/>	Lake/Wells			<input type="checkbox"/> Only one available

9. We need your opinion in the following areas: (check all that apply.)

- A. Pass Card quality
1 ☐ O.K. 4 ☐ Printing on pass comes off
2 ☐ too thin 5 ☐ too messy
3 ☐ too thick 6 ☐ too stiff
7 ☐ not durable enough
8 ☐ Other (please print) _____
- B. Instructions for Use
1 ☐ O.K. 4 ☐ not clear
2 ☐ too extensive 5 ☐ not complete _____
3 ☐ too brief 6 ☐ Other (please print) _____

10. Do you usually buy a pass?

- 1 ☐ No, this is the first time
2 ☐ Yes -- Why? 1 ☐ saves money, I use CTA often
2 ☐ QuikPass saves time
3 ☐ no need to carry cash for fare
4 ☐ Other, please specify _____

11. How often will you use your QuikPass this month?

- 1 ☐ Go to and from work or school or other places **less than 5** days a week
2 ☐ Go to and from work or school 5 days a week
3 ☐ Go to and from work or school 5 days a week PLUS other trips to shop, entertainment, visit friends, personal business, or work-related

12. Thank you for your help. We would like to know a few things about you. This will help us to understand why people have similar feelings about the QuikPass.

- A. Are you: 1 ☐ Male 2 ☐ Female
B. Do you regularly ride: (check all that apply)
1 ☐ CTA buses 3 ☐ Pace or Nortran buses
2 ☐ CTA trains 4 ☐ Other _____
C. Is your age:
1 ☐ 12-17 2 ☐ 18-24 3 ☐ 25-34
4 ☐ 35-44 5 ☐ 45-64 6 ☐ 65 or over
D. Are you:
1 ☐ Hispanic 2 ☐ Asian 3 ☐ Black
4 ☐ White 5 ☐ American Indian 6 ☐ Other _____
E. How many people live in your household?
F. How many vehicles (car, van, or other) are available to you and members of your household?
G. What was your combined household income last year, 1986?
1 ☐ under \$10,000 4 ☐ \$30,000-40,000
2 ☐ \$10,000-20,000 5 ☐ \$40,000-50,000
3 ☐ \$20,000-30,000 6 ☐ over \$50,000

The Details -- How To Return Survey

Return the survey plus contest entry blank to the box at the TICKET AGENT BOOTH at one of the eight QuikPass Reader Test Stations - OR - FOLD the survey as indicated so the CTA address shows and DROP IT IN ANY MAIL BOX - CTA pays the postage.

Please return with the survey any **expired QuikPass** you have, in any condition, to show us how we're doing! THANK YOU FOR YOUR HELP!

FREE PASS DRAWING ENTRY FORM - DO NOT DETACH

Entry will be detached from questions, keeping your answers confidential. To be eligible to win a free QuikPass, you must answer the questions and tell CTA how to contact you.

Fill in and return to the CTA by May 10, 1987

Dear Mr. Fowler:

I have given complete answers to the questions above. Please enter me in the drawing for a free QuikPass. My name is:

If I am a winner, I prefer to be notified

a. By mail, at this address: _____

OR

b. By telephone at this number: _____
Weekdays, between the hours of _____ to _____

OR

C. By either mail or phone, as indicated above.