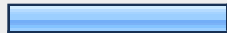
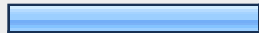
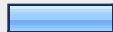


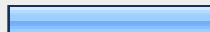
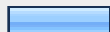


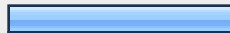
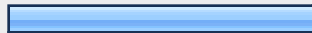
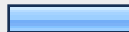
SEPTA at the Intersection of Technology and the Customer
April 24 through June 4, 2009



1. What is your age?			
		Response Percent	Response Count
12 - 17 years		3.8%	16
18 - 24 years		16.1%	67
25 - 34 years		29.8%	124
35 - 44 years		18.3%	76
45 - 54 years		18.5%	77
55 - 64 years		12.5%	52
65 years and older		1.0%	4
		<i>answered question</i>	416
		<i>skipped question</i>	3


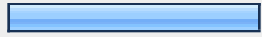
2. Do you own or have access to an automobile?			
		Response Percent	Response Count
Yes		77.2%	318
No		22.8%	94
		<i>answered question</i>	412
		<i>skipped question</i>	7




3. How often do you visit the SEPTA Website for transit information?			
		Response Percent	Response Count
Daily		33.5%	139
Weekly		38.3%	159
Monthly		15.7%	65
Infrequently		12.5%	52
		<i>answered question</i>	415
		<i>skipped question</i>	4

4. Do you normally respond to the on-line surveys?			
		Response Percent	Response Count
Regularly		53.7%	223
Infrequently		30.8%	128
No		15.4%	64
		<i>answered question</i>	415
		<i>skipped question</i>	4

5. Do you visit the survey results page?			
		Response Percent	Response Count
Regularly		34.5%	143
Infrequently		46.7%	194
No		18.8%	78
		<i>answered question</i>	415
		<i>skipped question</i>	4

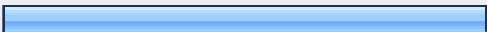



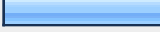

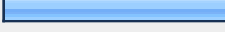
6. Should SEPTA sponsor an on-line blog?			
		Response Percent	Response Count
Yes		66.7%	270
No		33.3%	135
		<i>answered question</i>	405
		<i>skipped question</i>	14

7. Should SEPTA offer on-line live forums?			
		Response Percent	Response Count
Yes		61.6%	250
No		38.4%	156
		<i>answered question</i>	406
		<i>skipped question</i>	13

8. How often do you contact the customer service centers by phone?			
		Response Percent	Response Count
Regularly		7.7%	32
Infrequently		45.7%	190
Not at all		46.6%	194
		<i>answered question</i>	416
		<i>skipped question</i>	3

9. How often do you contact the customer service centers in person?				
			Response Percent	Response Count
Regularly	<input type="checkbox"/>		4.1%	17
Infrequently	<input type="checkbox"/>		47.4%	195
Not at all	<input type="checkbox"/>		48.4%	199
			<i>answered question</i>	411
			<i>skipped question</i>	8

10. Are you a regular visitor of any Social Media sites, if so which ones? Please list:				
			Response Count	
	Facebook		145	
	Twitter		22	
	MySpace		12	
			<i>answered question</i>	199
			<i>skipped question</i>	220

11. If SEPTA were to engage in Social Networking to reach out to its customers and stakeholders what forum/format would be most effective for you?			
		Response Percent	Response Count
Email		74.3%	278
Cell Voice		6.7%	25
Cell Text		33.2%	124
PodCast		8.8%	33
RSS Feeds		24.1%	90
News Media sites		31.3%	117
Transit related sites		34.2%	128
		Other (please specify)	49
		answered question	374
		skipped question	45

12. What other technology may SEPTA employ to keep our customers fully informed?			
			Mentions
	Google Map integration		89
	Make septa.org mobil phone friendly		62
	Next bus/train signs at stops and stations		45
	Create a blog		28
	PA System at stations		15
		answered question	183
		skipped question	236