

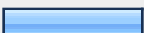
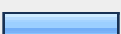

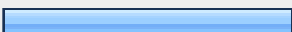
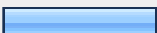

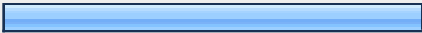





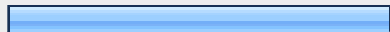
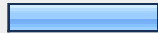





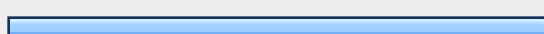

1. Who are you? How often do you ride SEPTA?			
		Response Percent	Response Count
Daily commuter		40.8%	339
Frequent, but not daily rider		16.6%	138
Occasional rider (ride a few times a month)		20.9%	174
Visitor (ride once or couple of times a year)		17.3%	144
Have never ridden SEPTA		4.3%	36
		<i>answered question</i>	<b>831</b>
		<i>skipped question</i>	<b>4</b>

2. What do you usually ride on a typical SEPTA trip? (check all that apply)			
		Response Percent	Response Count
Bus		44.1%	364
Trolley		23.0%	190
Trackless Trolley		3.5%	29
<b>Regional rail</b>		<b>64.4%</b>	<b>531</b>
Market Frankford Line		42.3%	349
Broad Street Line		25.6%	211
Route 100/NHSL		7.8%	64
CCT		0.1%	1
None		3.0%	25
		<i>answered question</i>	<b>825</b>
		<i>skipped question</i>	<b>10</b>

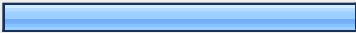
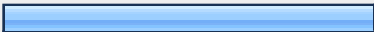



**3. Do you think most riders using public transit in Philadelphia, know the difference between Regional Rail trains, Subways, and Trolleys?**

		Response Percent	Response Count
Yes		58.6%	484
No		22.9%	189
Not sure		18.5%	153
		<i>answered question</i>	<b>826</b>
		<i>skipped question</i>	<b>9</b>

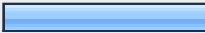
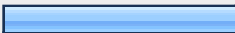
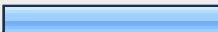
**4. For an occasional rider or visitor, what parts of SEPTA's Bus, Trolley, and Subway System would be confusing? (check all that apply)**

		Response Percent	Response Count
Reading and Understanding Timetables		39.4%	313
Exiting off the Vehicle		16.4%	130
<b>Determining the Proper Bus or Train (route) to board at a stop, station or terminal</b>		<b>82.6%</b>	<b>656</b>
Other		27.5%	218
		<i>answered question</i>	<b>794</b>
		<i>skipped question</i>	<b>41</b>

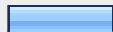
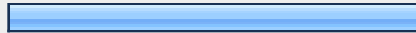

**5. For an occasional rider or visitor, what parts of SEPTA's Regional Rail System would be confusing?(check all that apply)**

		Response Percent	Response Count
Determining which "R" line to use leaving Center City		54.0%	429
Determining which platform to use or where to stand in Center City stations		57.2%	454
Reading and using route timetables		30.2%	240
<b>Navigating through Center City stations, adjacent concourses and stairwells</b>		<b>62.2%</b>	<b>494</b>
Other		16.8%	133
		<i>answered question</i>	<b>794</b>
		<i>skipped question</i>	<b>41</b>

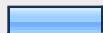
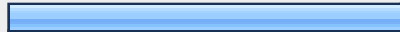

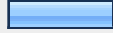
**6. Do occasional riders and visitors know that the letter "R" is used on the railroad to distinguish Regional Rail trains (R2, R5, R7, etc) from other SEPTA services?**

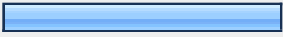

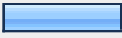

		Response Percent	Response Count
Yes		31.1%	255
<b>No</b>		<b>35.7%</b>	<b>293</b>
Not sure		33.2%	272
		<i>answered question</i>	<b>820</b>
		<i>skipped question</i>	<b>15</b>

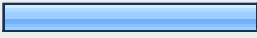
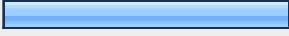

7. Do you think occasional riders and visitors realize the same Regional Rail Line numbers are used for trains going to different destinations (i.e., R2 Warminster and R2 Wilmington/Newark)?

		Response Percent	Response Count
Yes		15.8%	129
No		62.9%	513
Not sure		21.2%	173
		<i>answered question</i>	<b>815</b>
		<i>skipped question</i>	<b>20</b>

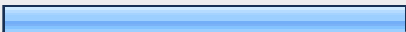



8. If each of SEPTA's 13 branch lines had a unique number, i.e., R1 through R13, for the occasional rider this would:

		Response Percent	Response Count
Be more confusing		14.1%	114
<b>Be less confusing</b>		<b>60.2%</b>	<b>488</b>
No change to existing context		9.9%	80
Not sure		15.8%	128
		<i>answered question</i>	<b>810</b>
		<i>skipped question</i>	<b>25</b>




<b>9. What Regional Rail line naming system do you think would be easiest for occasional riders and visitors to understand, especially when traveling from Center City stations?</b>			
		<b>Response Percent</b>	<b>Response Count</b>
<b>Identify by R, number, color, and destination</b>		<b>42.7%</b>	<b>343</b>
Identify by geographic names		6.7%	54
Identify by end point destination names		17.8%	143
Identify by geographic or destination names and line colors		32.8%	264
		<b><i>answered question</i></b>	<b>804</b>
		<b><i>skipped question</i></b>	<b>31</b>

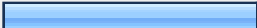
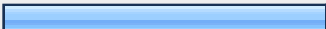


<b>10. Do you think it would confuse regular Regional Rail riders if the R# 's were eliminated and lines were only referred to by a geographic name or destination point?</b>			
		<b>Response Percent</b>	<b>Response Count</b>
Yes		39.0%	315
<b>No</b>		<b>43.7%</b>	<b>353</b>
Not sure		17.2%	139
		<b><i>answered question</i></b>	<b>807</b>
		<b><i>skipped question</i></b>	<b>28</b>

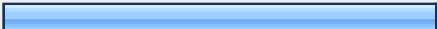

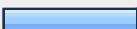
11. Do you think Regional Rail maps, timetables, and signs would be less or more confusing for occasional and regular riders, if each "Branch", had its own distinctive color?

		Response Percent	Response Count
Less		61.8%	502
More		9.5%	77
Doesn't Matter		17.0%	138
Not Sure		11.7%	95
		<i>answered question</i>	<b>812</b>
		<i>skipped question</i>	<b>23</b>


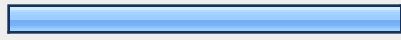
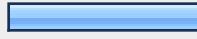
12. Would it make it easier to recognize SEPTA services if they were identified by color, i.e., use one color to identify all Trolley Lines (Routes 10, 11, 13, 15, 34, 36, 101, 102)

		Response Percent	Response Count
Yes		58.3%	469
No		21.7%	175
Not sure		20.0%	161
		<i>answered question</i>	<b>805</b>
		<i>skipped question</i>	<b>30</b>

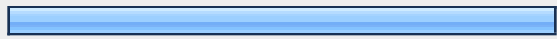


13. How well do you read and understand maps/directional instructions?			
		Response Percent	Response Count
Excellent, no problems ever		38.8%	314
<b>Good, usually no problems</b>		<b>49.6%</b>	<b>401</b>
Sometime I get confused		9.4%	76
Poor Sense of direction, maps and directional instructions confuse me		2.2%	18
		<i>answered question</i>	<b>809</b>
		<i>skipped question</i>	<b>26</b>

14. Do you think occasional riders or visitors are likely to seek transit information and plan their SEPTA experience by first using online services such as “Plan My Trip” or “Google Transit”?			
		Response Percent	Response Count
Yes		66.5%	537
No		13.1%	106
Not sure		20.3%	164
		<i>answered question</i>	<b>807</b>
		<i>skipped question</i>	<b>28</b>

15. Are occasional riders and visitors aware of products and services designed to help make their travel experience positive, such as the easy -to-use “Independence Pass”, SEPTA’s information Line at 215-580-7800, and online services?

		Response Percent	Response Count
Yes		10.7%	86
No		60.2%	484
Not sure		29.1%	234
		<i>answered question</i>	<b>804</b>
		<i>skipped question</i>	<b>31</b>

16. Should SEPTA produce special outreach materials for potential new riders to help them use the transit system with more confidence?

		Response Percent	Response Count
Yes		84.2%	677
No		6.0%	48
Not sure		9.8%	79
		<i>answered question</i>	<b>804</b>
		<i>skipped question</i>	<b>31</b>