



Summary of Findings SEPTA Customer Satisfaction Survey 2006/07



Methodology

- ✿ 3,155 interviews were completed with 2,306 respondents from February 2nd through March 5th, 2007. The average interview lasted for twenty-two (22) minutes.
- ✿ Respondents who were classified as SEPTA Riders were interviewed regarding the various modes of SEPTA transportation they utilize. However, respondents were asked about no more than three (3) SEPTA modes used as follows:
 - ✓ Broad Street Subway (400 interviews)
 - ✓ Market-Frankford Line - Elevated (400 interviews)
 - ✓ City Bus and Trackless Trolleys (402 interviews)
 - ✓ City Subway Surface (200 interviews)
 - ✓ Suburban Light Rail (180 interviews)
 - ✓ Frontier (178 interviews)
 - ✓ Victory Bus (200 interviews)
 - ✓ Regional Rail (395 interviews)
- ✿ Non-Rider interviews were split between city and suburban residents:
 - ✓ City Non-Riders (400 interviews)
 - ✓ Suburban Non-Riders (400 interviews)

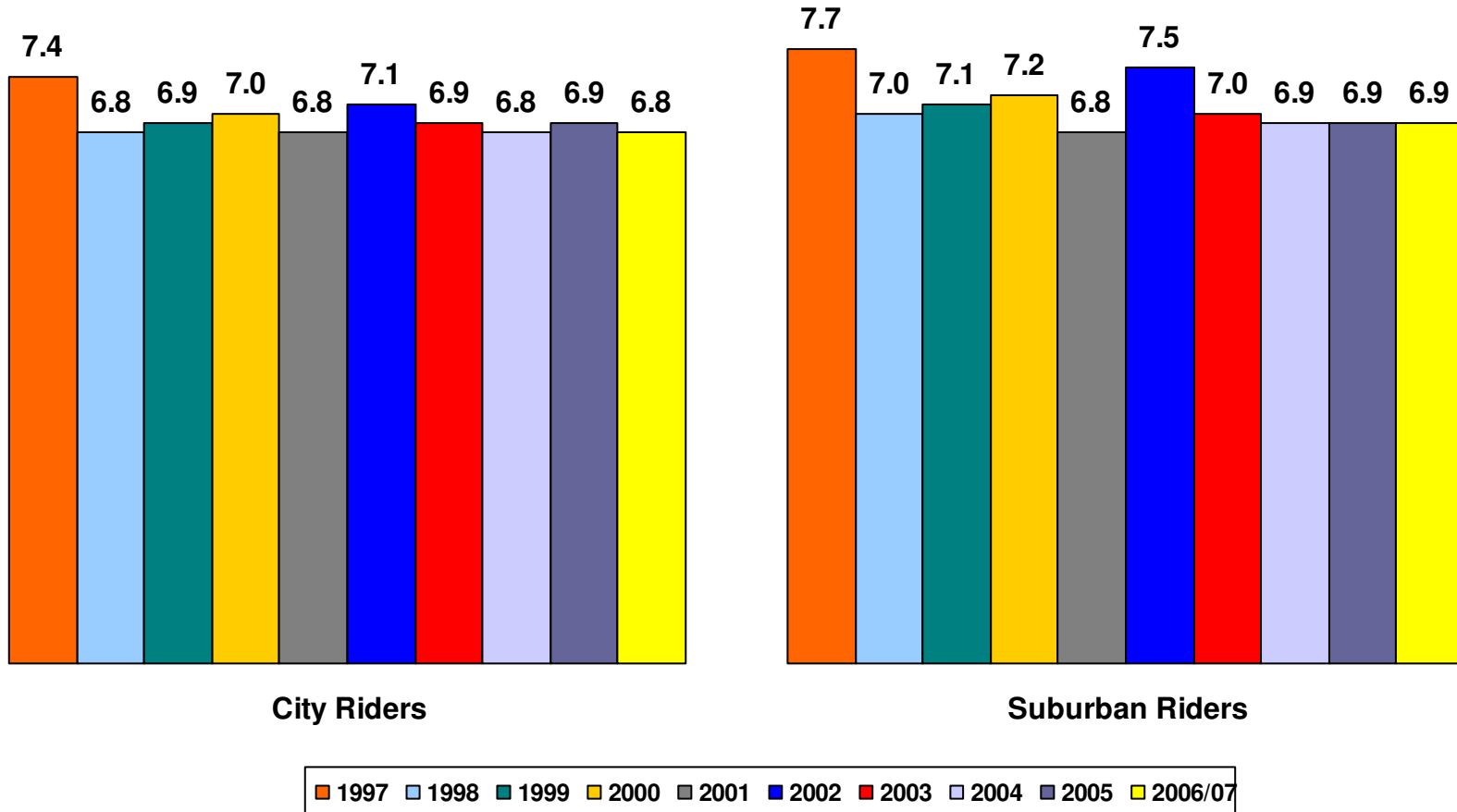
Methodology (cont'd)

Sampling

Samples were drawn from several separate sources including randomly generated telephone numbers as well as through intercepts done with current riders at SEPTA locations.

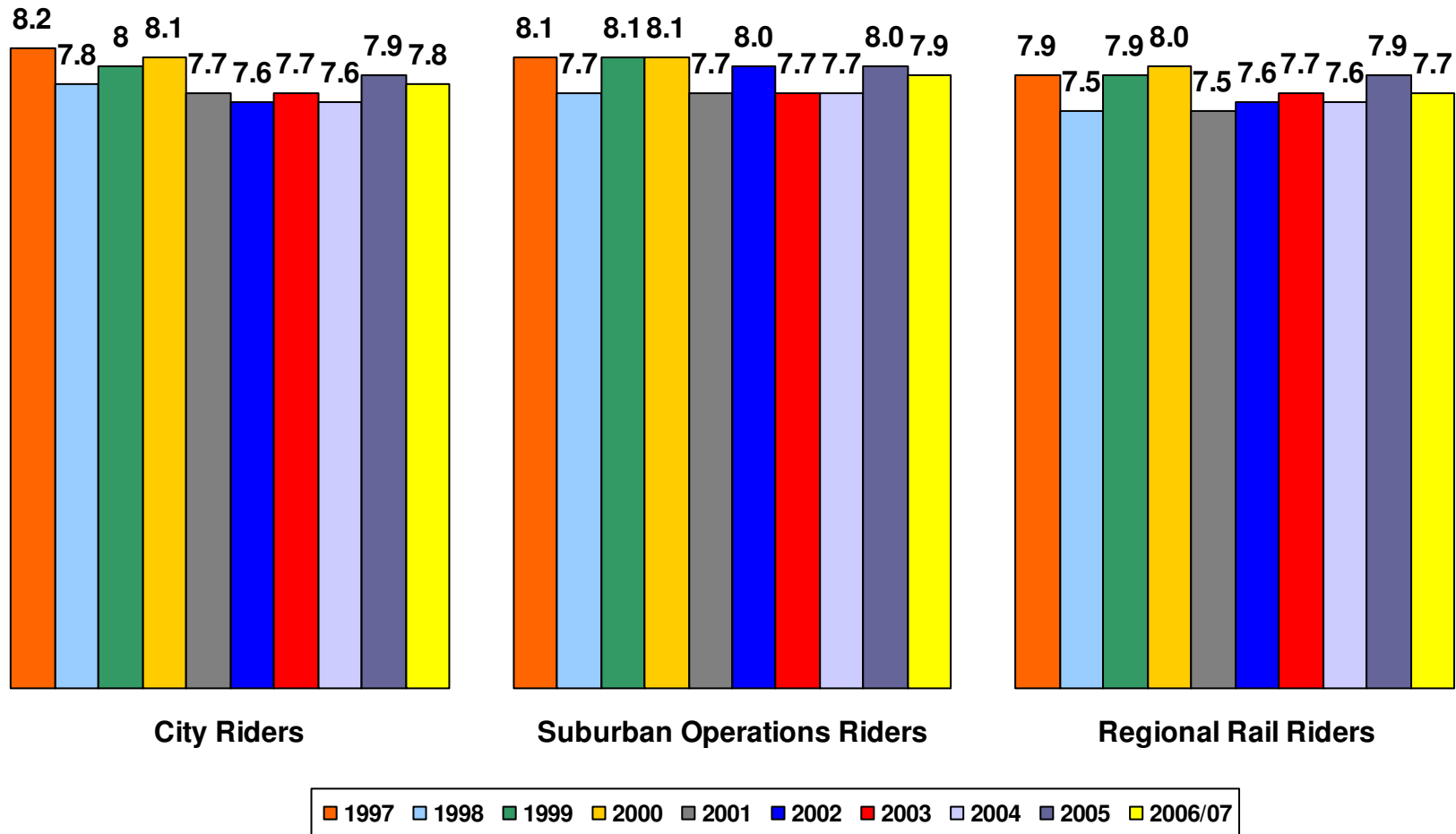
- Lists included:
 - ✓ Regional Rail Riders intercepted using R1, R2, R3, R5, R6, R7 and R8.
 - ✓ Suburban Transit Riders randomly intercepted at the King of Prussia Transportation Center, Norristown Transportation Center, 69th Street Terminal and the Chester Transportation Center.
- City Riders and Non-Riders were all residents of Philadelphia County. The City sample consisted of a combination of intercepts and randomly generated telephone numbers.
- Suburban Riders and Non-Riders resided in Montgomery, Bucks, Delaware, and Chester Counties. The Suburban sample was also comprised of a combination of intercepts and randomly generated telephone numbers.

SEPTA's Overall Performance Past Seven Days



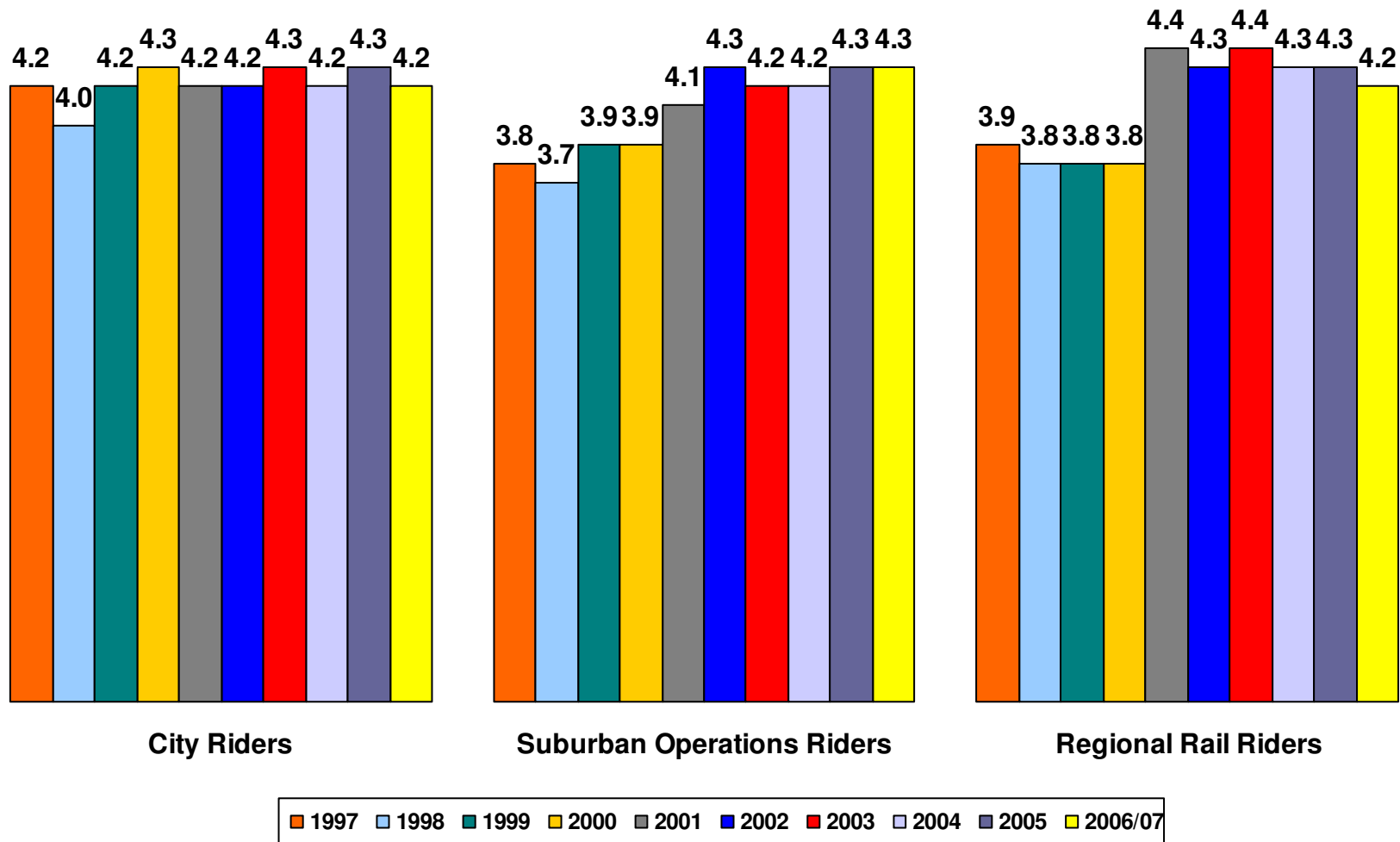
Based on a rating scale 0-10 where "0" is the worse possible rating and "10" is the best possible rating

Value of Service for the Money Paid



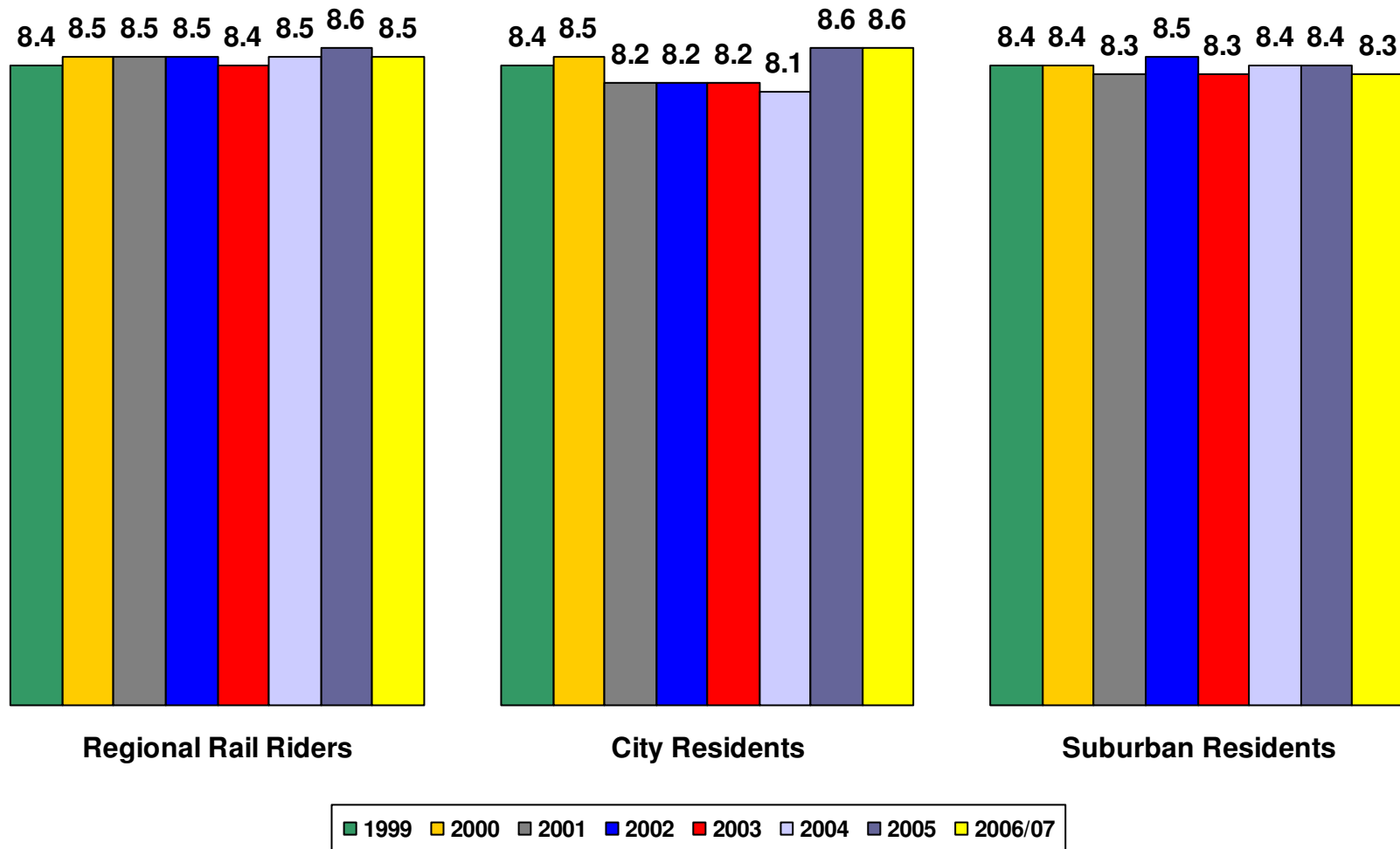
Based on a rating scale 0-10 where "0" is the worst possible rating and "10" is the best possible rating

Likelihood of Recommending SEPTA



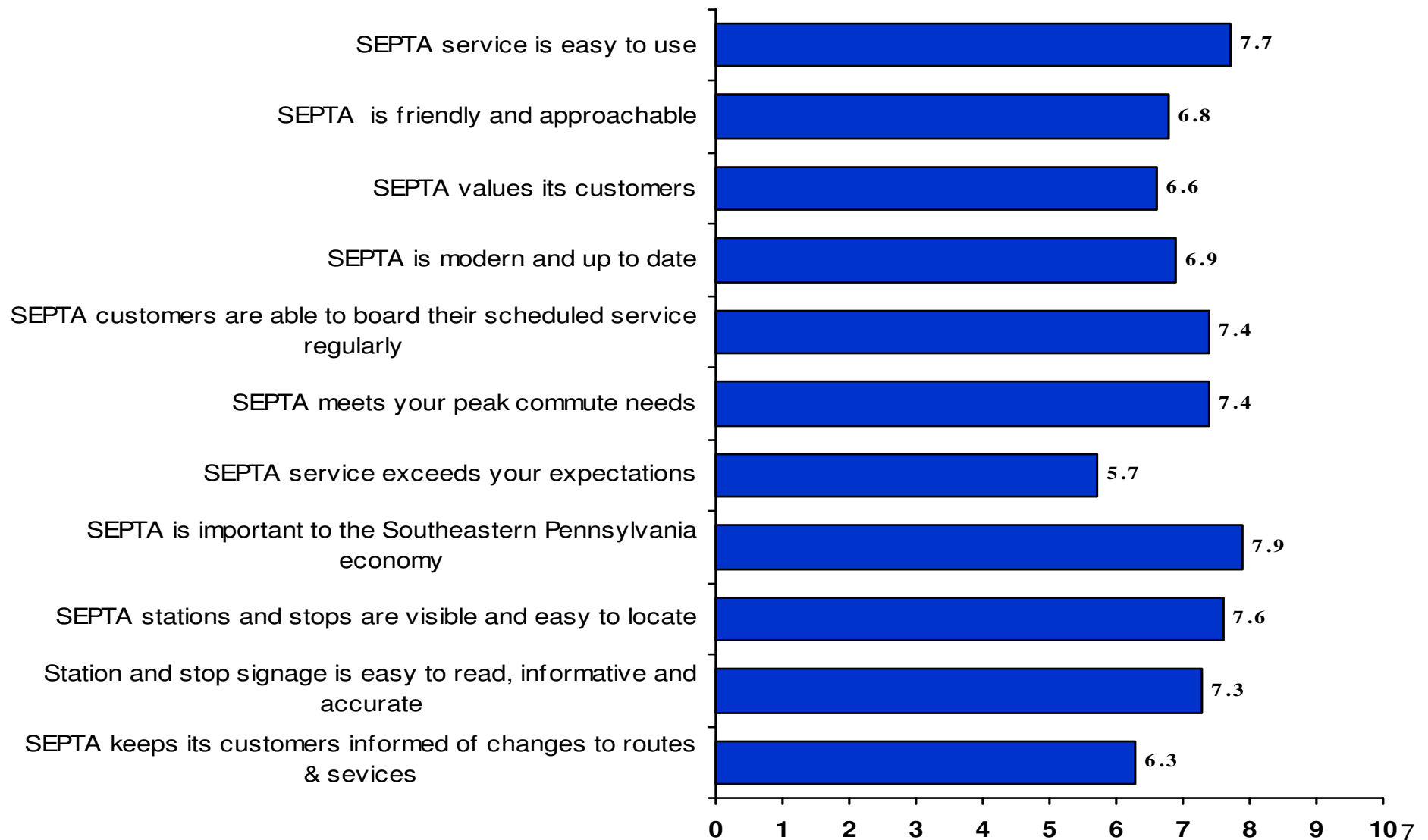
Based on weighted average rating on a scale 1 to 5 where "5" represents-- Definitely would recommend to a family member or friend and a "1" represents those who would definitely not recommend Septa.

Ease and Convenience of Purchasing Fare Instruments

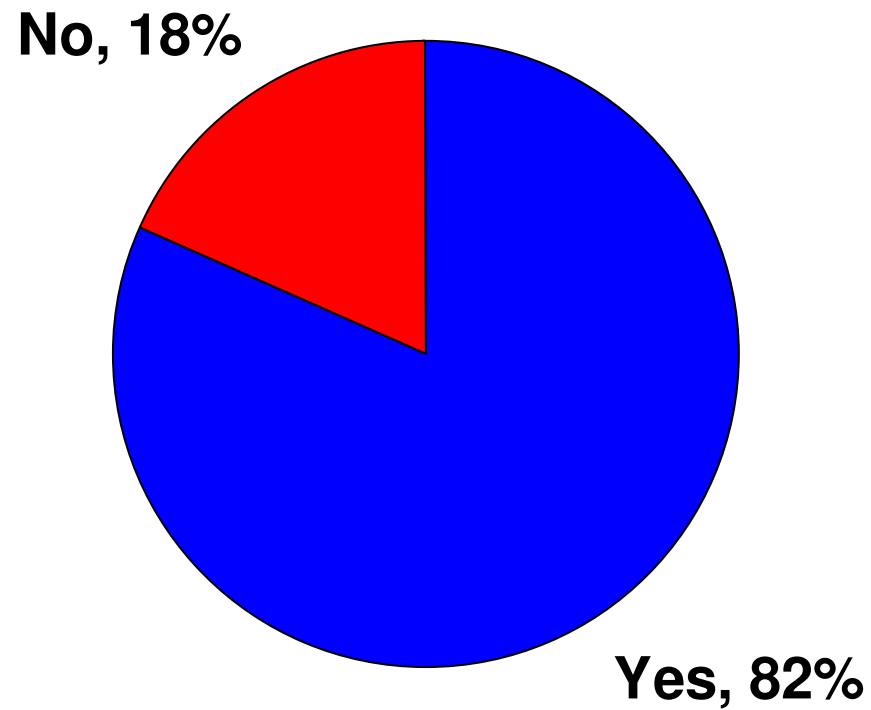


On a scale 0-10 where "0" is the worst possible rating and "10" is the best possible rating

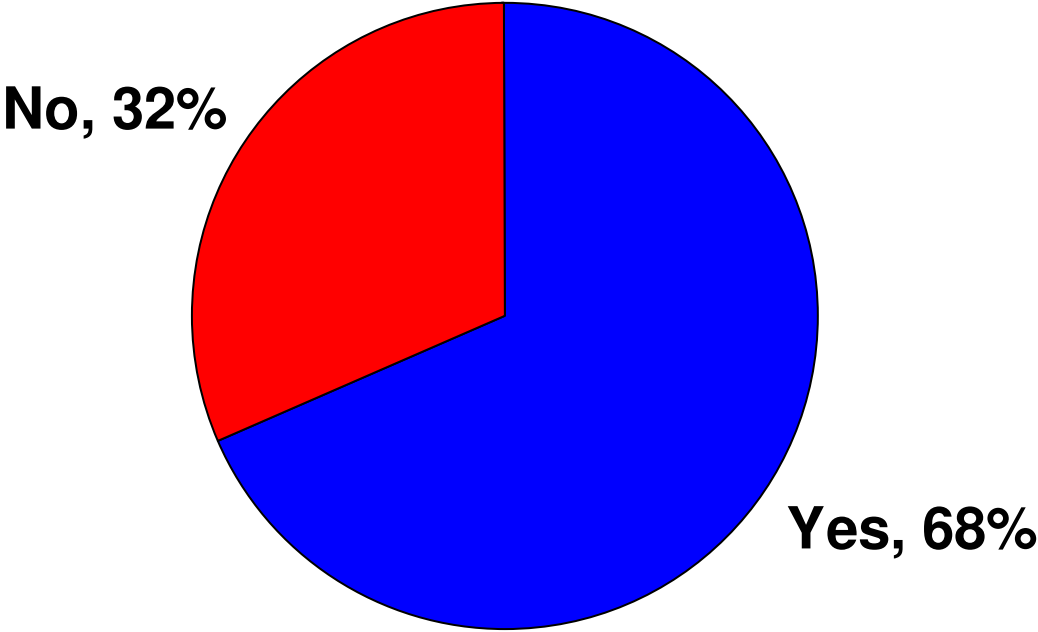
On a scale of “0” to “10”, where “0” means “does not describe SEPTA at all” and “10” means “describes SEPTA extremely well” please rate how well each of the following describes SEPTA as an organization:



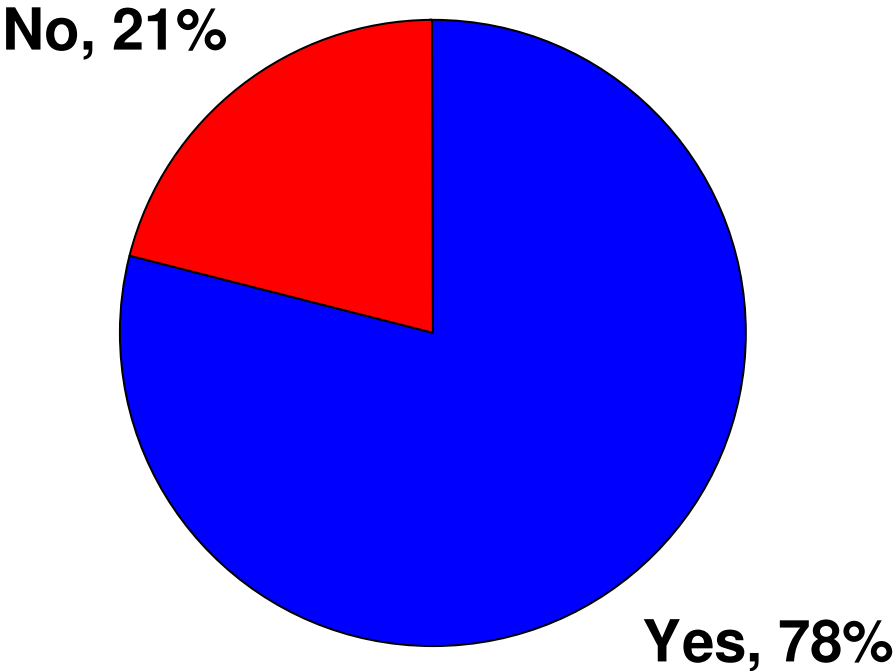
Do you think the State of Pennsylvania should increase funding for SEPTA?



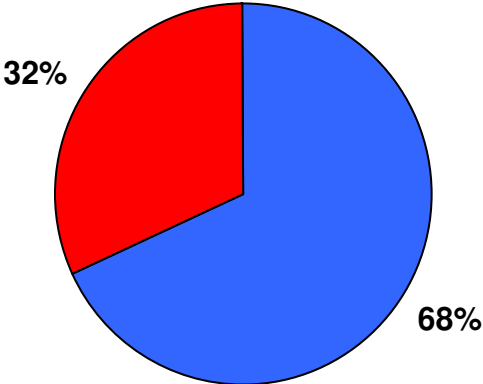
Do you use a cell phone regularly?



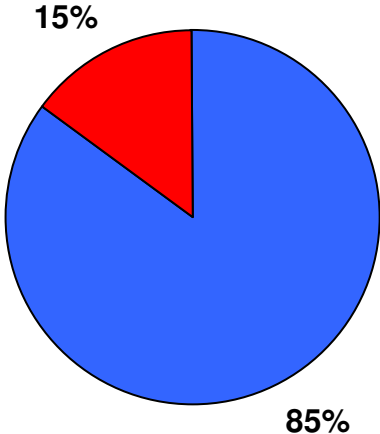
Do you have a credit or debit card that you use regularly?



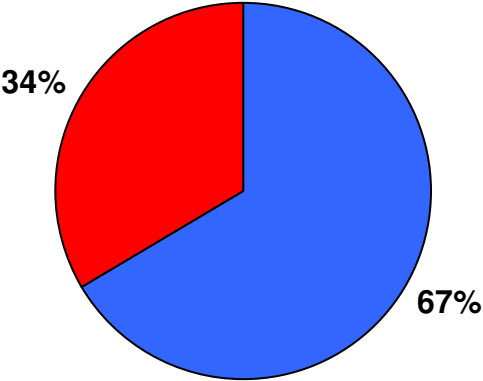
Internet Access: Riders



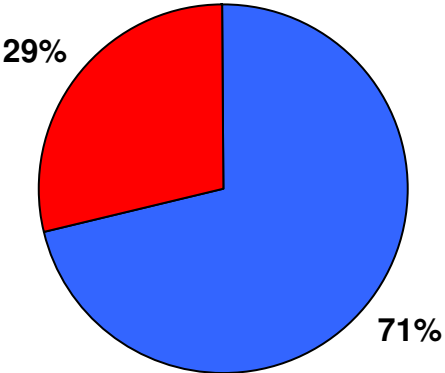
City Riders



Regional Rail Riders



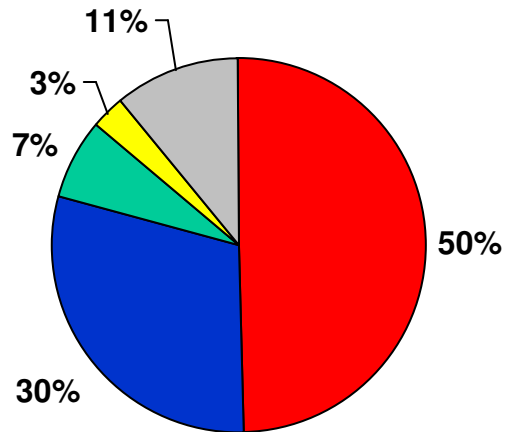
Suburban Riders



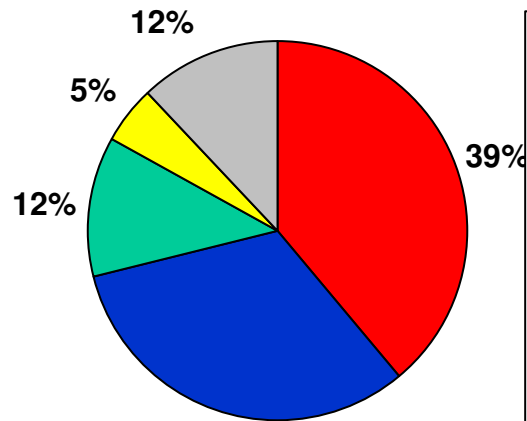
All Riders

YES
NO

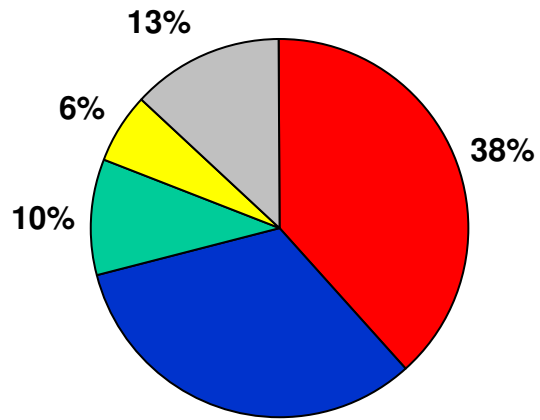
Internet Access: Frequency, Riders



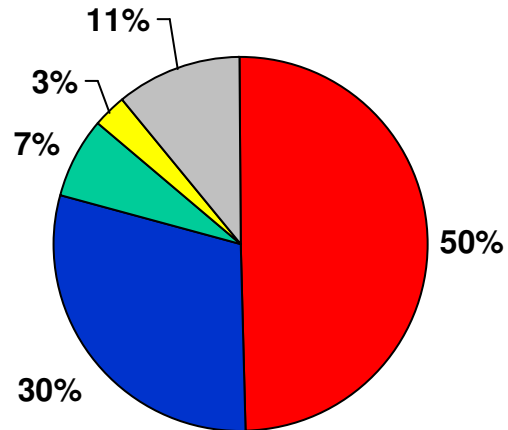
City Riders



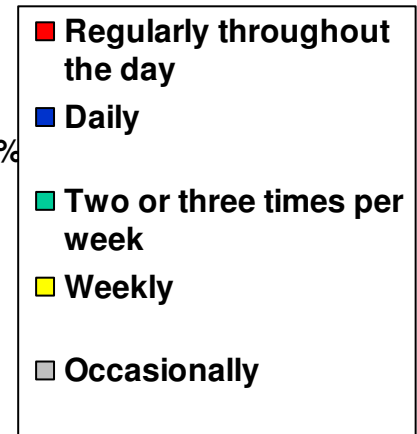
Regional Rail Riders



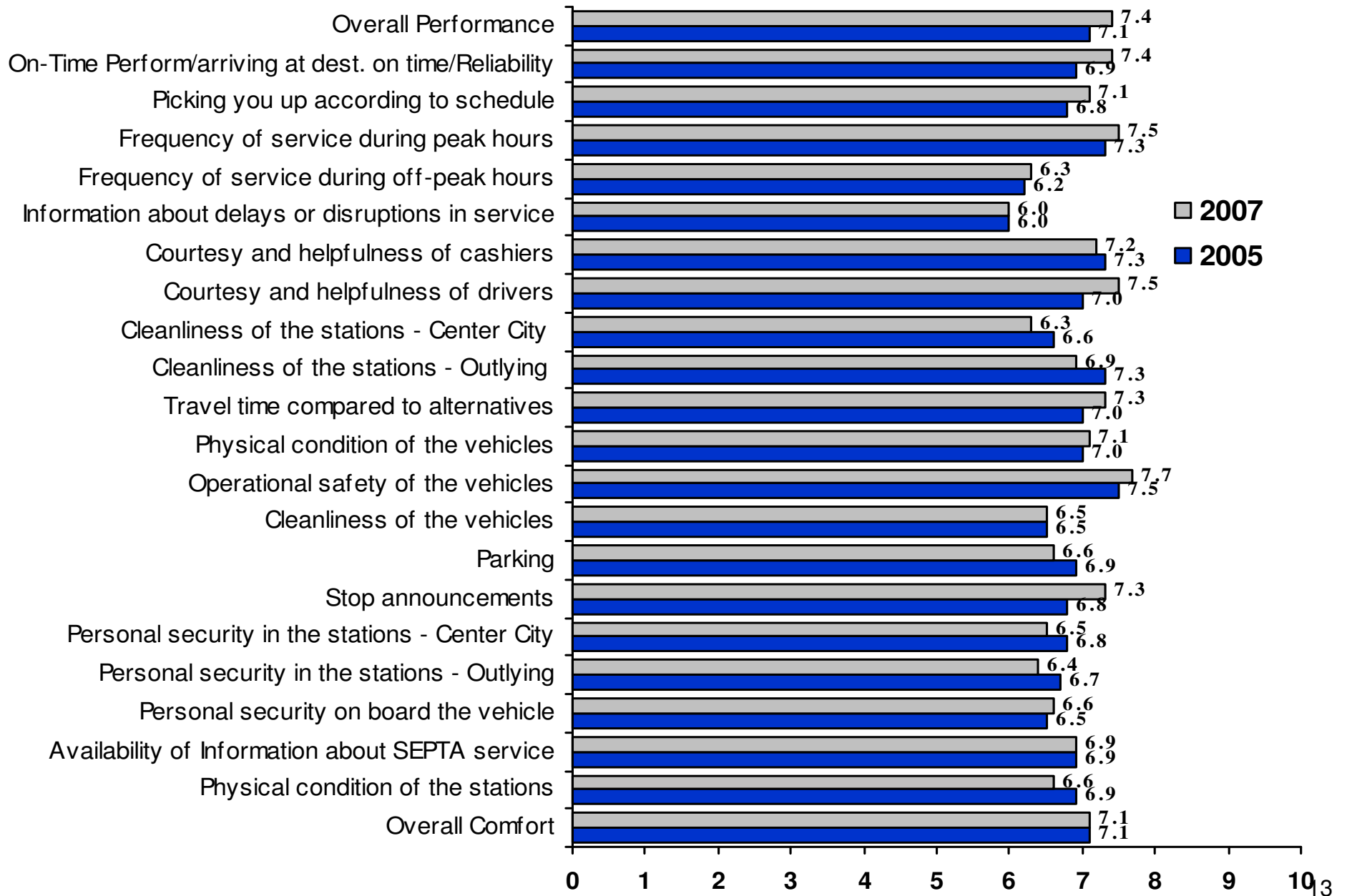
Suburban Riders



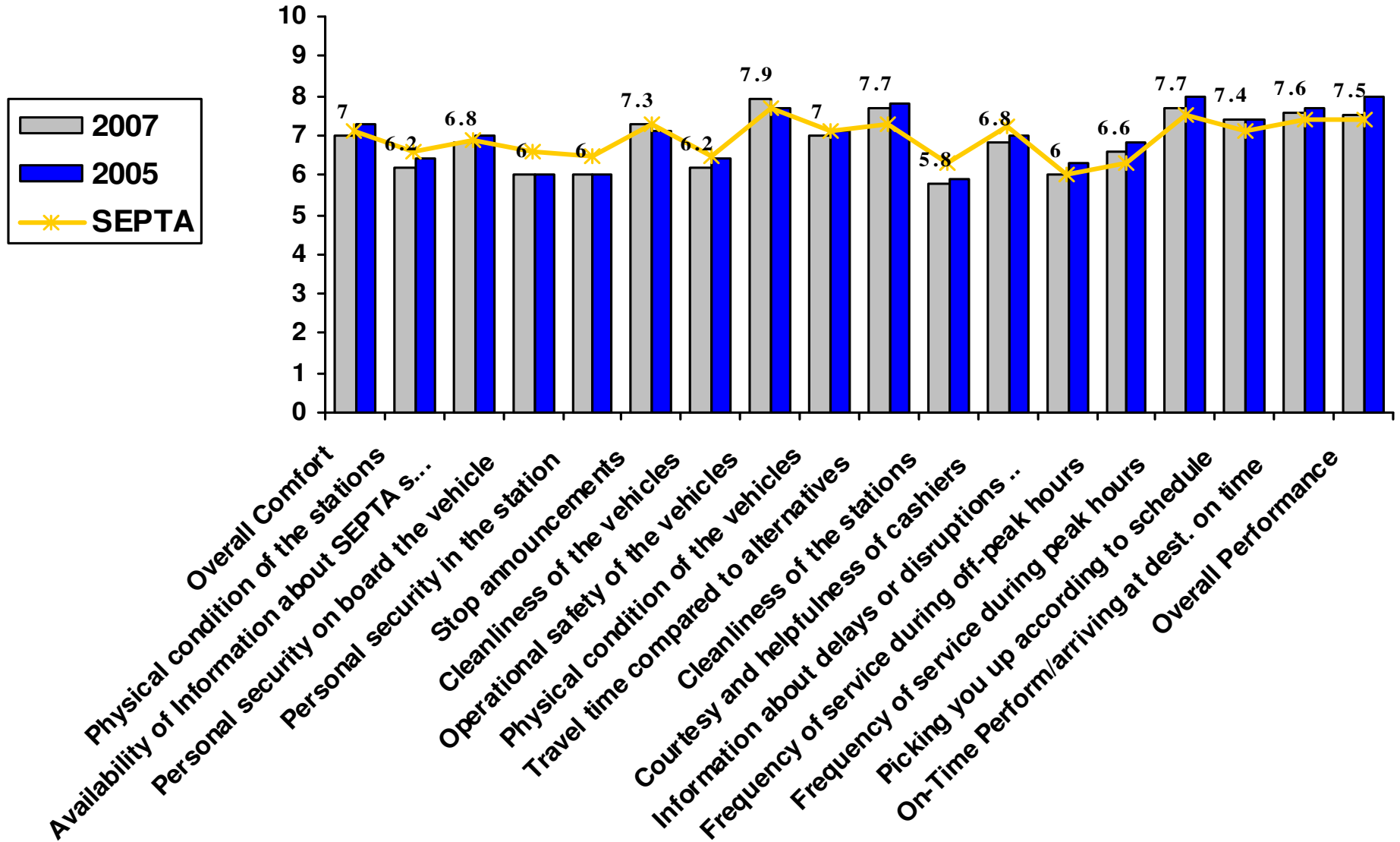
All Riders



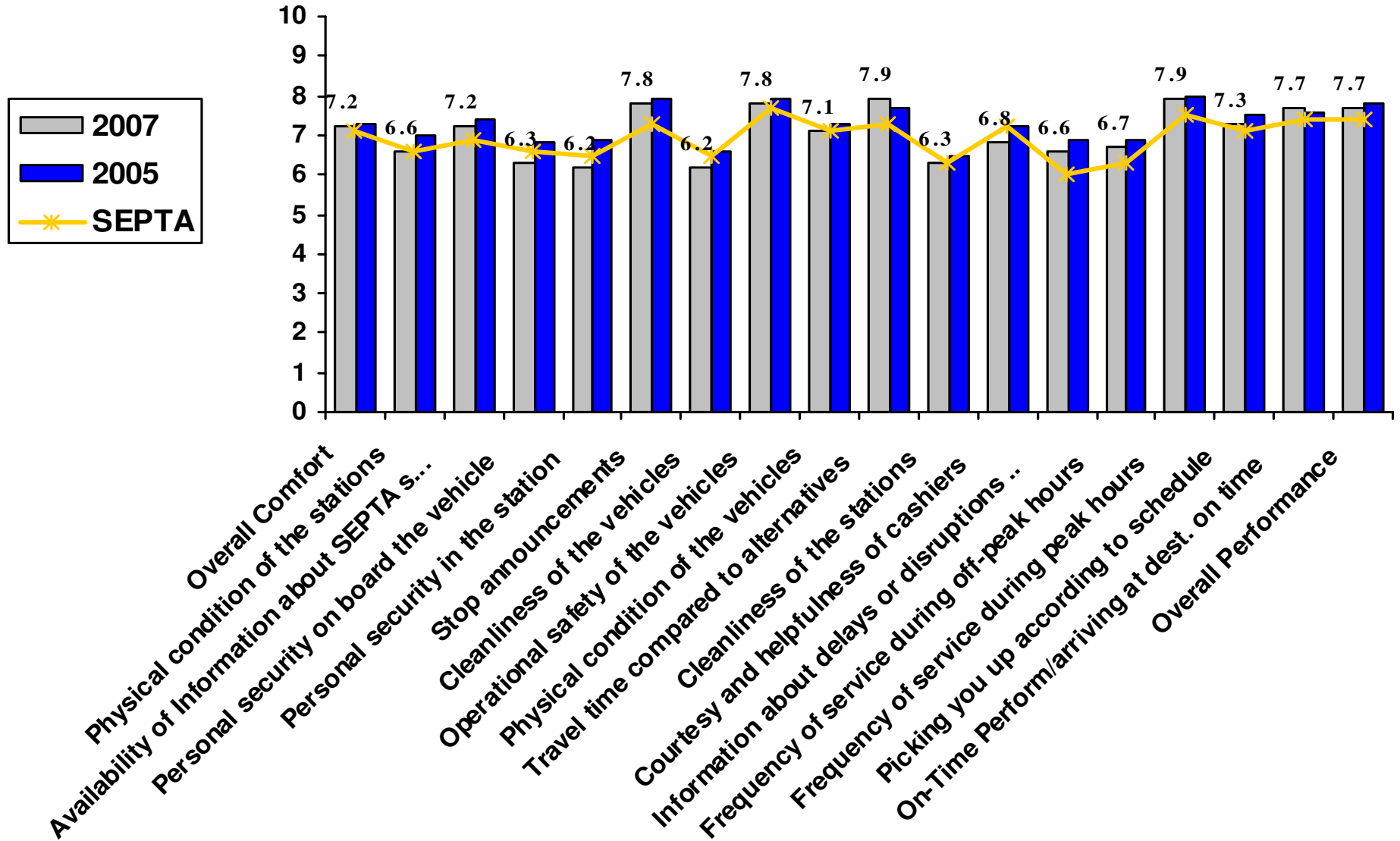
SEPTA Composite Attribute Grades



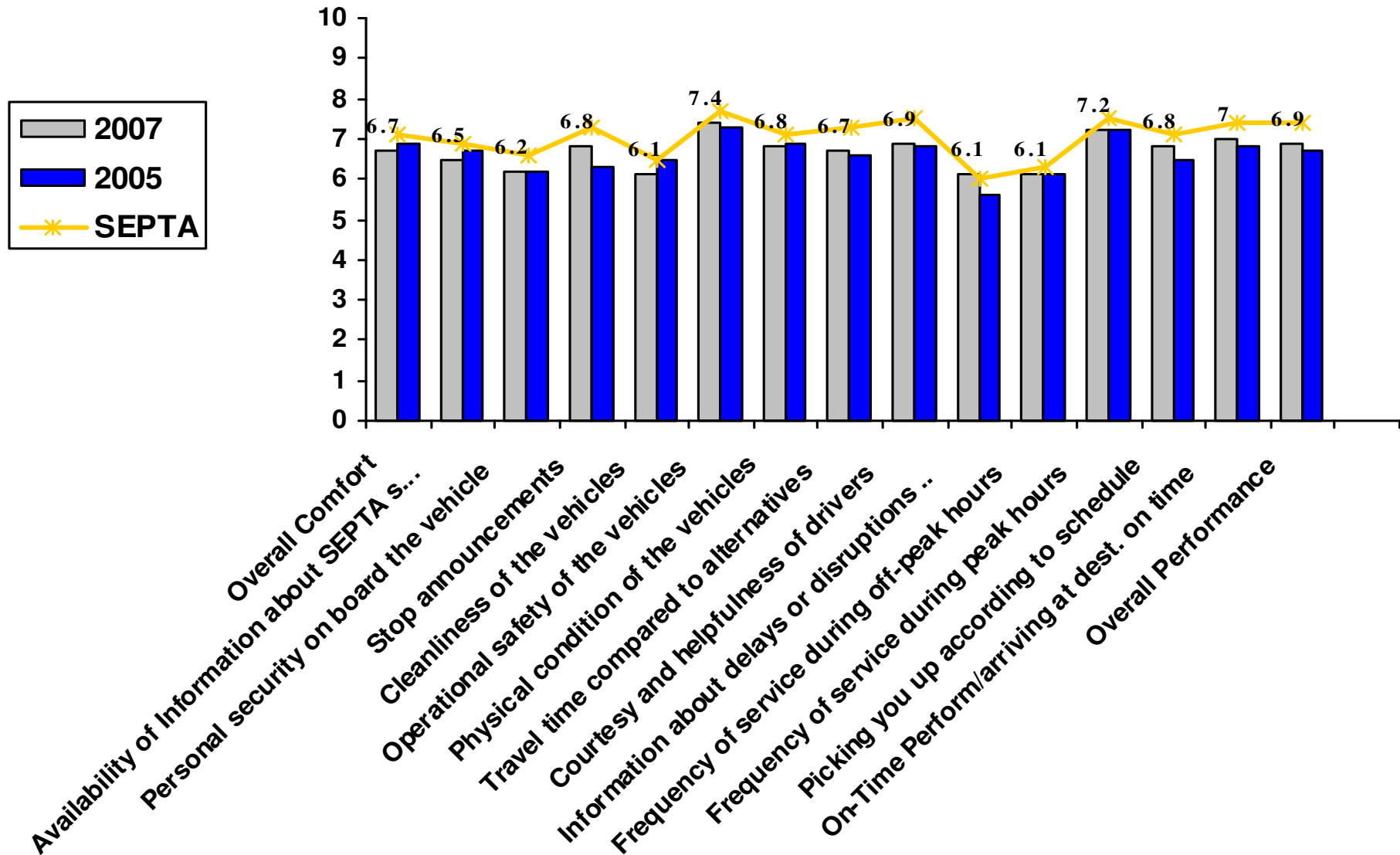
Broad Street Line



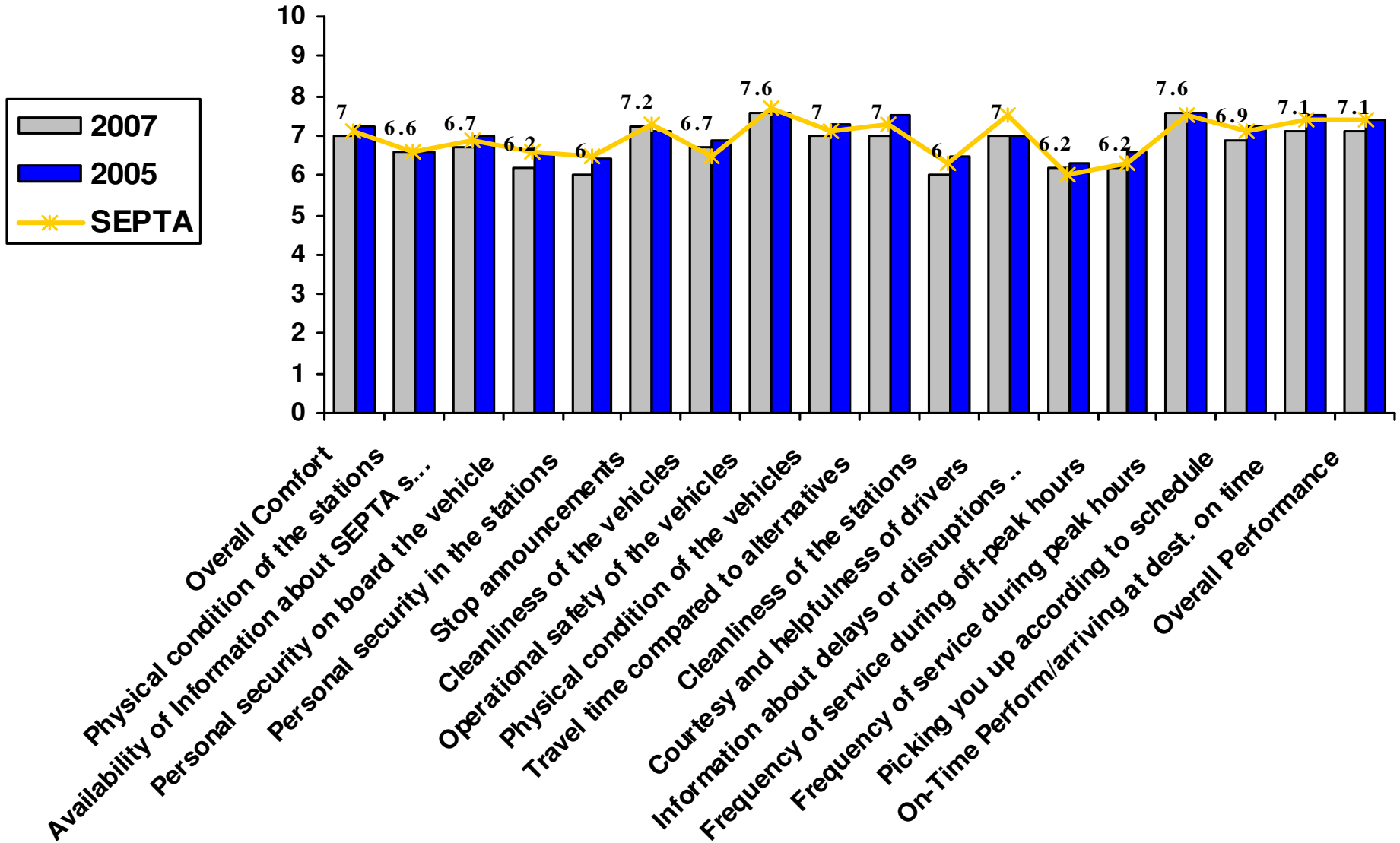
Market-Frankford Line



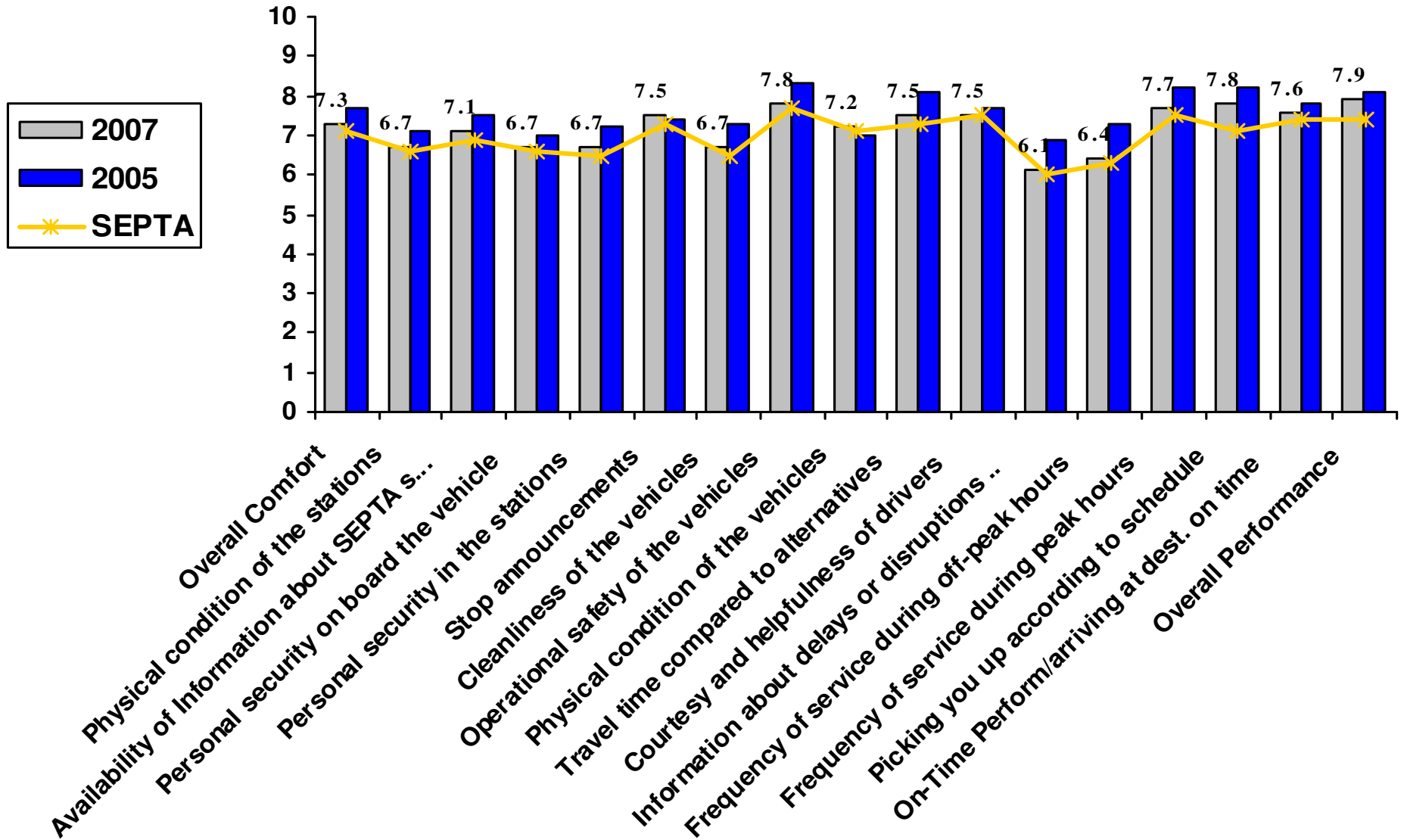
City Bus and Trackless



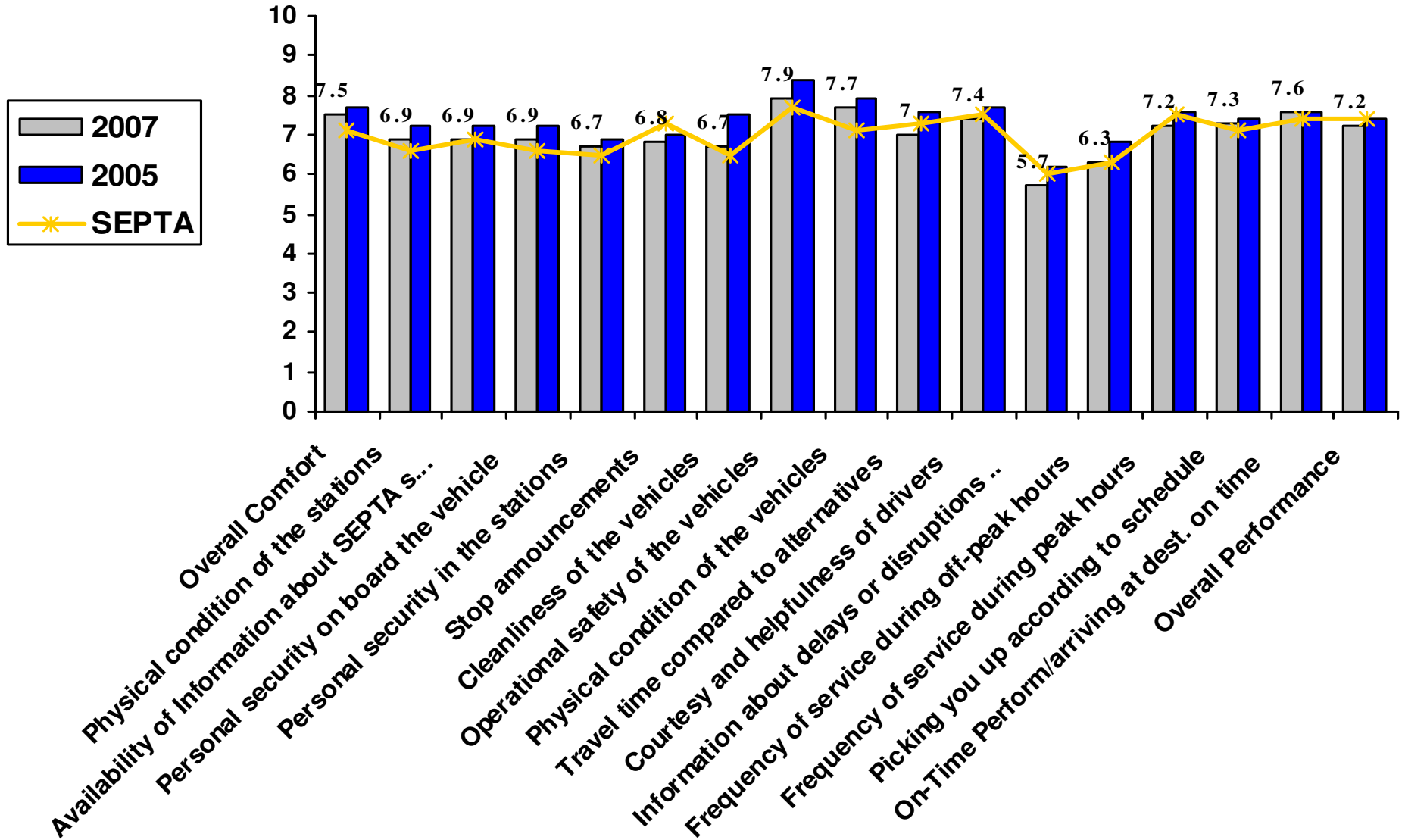
Subway - Surface



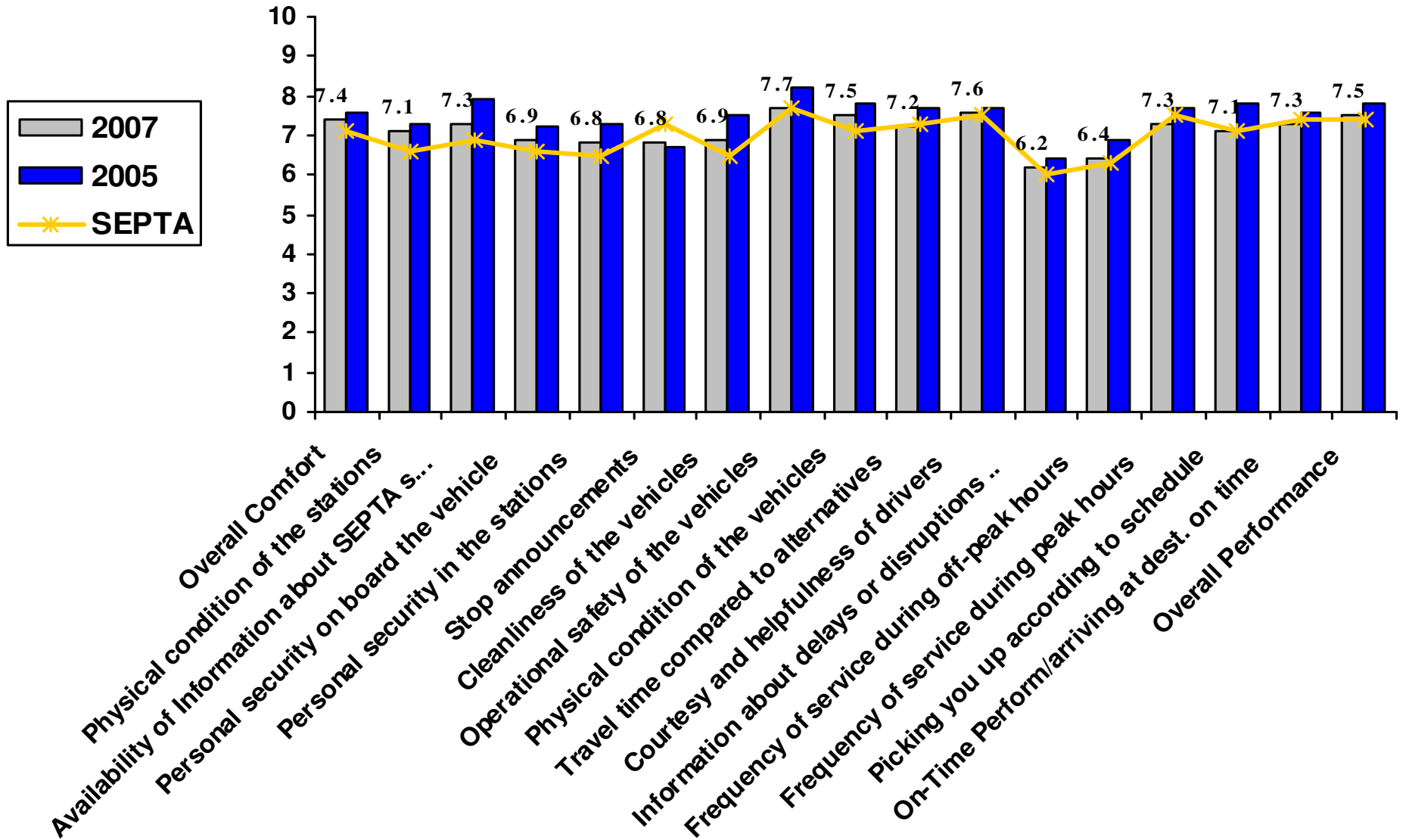
Light Rail - Suburban



Suburban Ops - Frontier



Suburban Ops - Victory



Regional Rail Lines

