The 2014 Pass Perks survey was conducted online.

The link for the survey was posted:
- On SEPTA’s Facebook page
- On [ISEPTAPHILLY.com](http://iseptaphilly.com)
- In SEPTA Alert tweets
- In SEPTA_SOCIAL Customer Service tweets

Though these channels, 259 surveys were completed by SEPTA riders
Detailed Findings
Pass Perks: Age Distribution of Respondents

**Age Groups**

- 18 to 24: 18.2%
- 25 to 34: 46.0%
- 35 to 44: 14.3%
- 45 to 54: 11.2%
- 55 to 64: 5.8%
- 65 to 74: 3.9%
- 75 or older: 0.4%
- Prefer not to answer: 0.4%

N = 259
Pass Perks: Awareness

Are you aware of the Pass Perks Program?

TOTAL RESPONDENTS

N = 259

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>37%</td>
<td>63%</td>
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</table>

Age Groups

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18 – 34</th>
<th>35 – 54</th>
<th>55 +</th>
</tr>
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<tbody>
<tr>
<td>n</td>
<td>n = 166</td>
<td>n = 66</td>
<td>n = 26</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>50%</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>66%</td>
<td>50%</td>
<td>73%</td>
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</tbody>
</table>

N = 259
Pass Perks: Comfort with SEPTA Pass at POP

Comfort with Displaying SEPTA Pass at Point of Purchase

- 5- Very Comfortable: 64.5%
- 4: 18.2%
- 3: 12.7%
- 2: 1.2%
- 1- Very Uncomfortable: 3.5%

Mean (Scale of 1 to 5) = 4.39
N = 259
Pass Perks: Interest in Current Vendors

Interest in Vendor (% Yes)

- The Franklin Institute: 56%
- Bassett's Ice Cream: 46%
- MilkBoy Coffee: 37%
- McFadden's Saloon: 31%
- Steaks On South: 24%
- Caribou Cafe: 23%
- Spataro's Steaks: 17%
- Healing Part Spa: 15%
- Freedom Massage: 14%
- People's Light & Theatre: 14%
- Marmont Steakhouse: 12%
- Ride The Ducks Philly: 10%
- Act II Playhouse: 10%
- Liberty Tax Service: 7%
- Masterpieces Fine Art & Custom Framing: 4%

N = 259
Pass Perks: Interest in Potential New Vendors

Interest in Vendor (Mean Score on Scale of 1 – 5)

- Phillies: 4.08
- Philadelphia Zoo: 4.00
- Dunkin Donuts: 3.93
- Di Bruno Brothers: 3.77
- Federal Donuts: 3.66
- Ritz Theatre(s): 3.51
- Tower Theater: 3.19
- Pat’s Steaks: 3.05
- Old City Coffee: 2.91
- Sixers: 2.87

N = 259
Pass Perks: A Closer Look at Federal Donuts

18 – 34 Age Group (Mean = 3.86)

- 52% Very Interested
- 13% Not at all Interested
- 4% Very Interested
- 13% Very Interested
- 18% Very Interested
- 17% Not at all Interested

N = 166

35 – 54 Age Group (Mean = 3.47)

- 41% Very Interested
- 20% Not at all Interested
- 3% Very Interested
- 26% Very Interested
- 11% Very Interested
- 3% Not at all Interested

N = 66

55 + Age Group (Mean = 2.85)

- 19% Very Interested
- 15% Not at all Interested
- 23% Very Interested
- 15% Very Interested
- 15% Very Interested
- 27% Not at all Interested

N = 22
## Pass Perks: Potential Vendors of Interest

<table>
<thead>
<tr>
<th>Top 10 Mention %</th>
<th>Total</th>
<th>Age Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>18 - 34</td>
</tr>
<tr>
<td>Starbucks</td>
<td>14%</td>
<td>14%</td>
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<tr>
<td>Wawa</td>
<td>11%</td>
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<td>Museums (General)</td>
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<td>Art Museum</td>
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<td>3%</td>
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<tr>
<td>Please Touch Museum</td>
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<td>2%</td>
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<tr>
<td>Reading Terminal (General)</td>
<td>5%</td>
<td>3%</td>
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<tr>
<td>Flyers</td>
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<td>4%</td>
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<tr>
<td>La Colombe</td>
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<td>4%</td>
</tr>
<tr>
<td>Pretzel Factory</td>
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<td>4%</td>
</tr>
<tr>
<td>Eagles</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>
THANK YOU!