Methodology

- The 2013 QuietRide survey was conducted online.

- The link for the survey was posted:
  - On SEPTA's Facebook page
  - In SEPTA Alert tweets
  - In SEPTA_SOCIAL Customer Service tweets
  - In media articles from [PlanPhilly.com](http://planphilly.com), [Philly.com](http://philly.com) and [PhiladelphiaCBSlocal.com](http://philadelphia.cbslocal.com)

- Though these channels, **801** surveys were completed by SEPTA Regional Rail riders
Detailed Findings
QuietRide Car: Regional Rail Line Taken

Regional Rail Line Taken Most Frequently

- Paoli/Thorndale: 24%
- Lansdale/Doylestown: 11%
- Media/Elwyn: 8%
- Manayunk/Norristown: 8%
- West Trenton: 8%
- Trenton: 8%
- Wilmington/Newark: 6%
- Warminster: 6%
- Chestnut Hill West: 5%
- Glenside Combined: 5%
- Fox Chase: 4%
- Chestnut Hill East: 3%
- Airport: 2%
- Cynwyd: 1%

N = 801
QuietRide Car: Satisfaction & Ease of Finding Seat

QuietRide Ratings

Overall Satisfaction

- Excellent: 34%
- Good: 40%
- Average: 18%
- Poor: 6%
- Very Poor: 3%

Ease of Finding Seat

- Excellent: 28%
- Good: 30%
- Average: 30%
- Poor: 10%
- Very Poor: 3%

Mean: 3.96
Mean: 3.70

N = 753
QuietRide Car: Frequency of QR Announcements

Announcement Frequency

<table>
<thead>
<tr>
<th></th>
<th>Train Crew</th>
<th></th>
<th>Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Always</strong></td>
<td>16%</td>
<td><strong>Always</strong></td>
<td>14%</td>
</tr>
<tr>
<td><strong>Frequently</strong></td>
<td>35%</td>
<td><strong>Frequently</strong></td>
<td>29%</td>
</tr>
<tr>
<td><strong>About half the time</strong></td>
<td>29%</td>
<td><strong>About half the time</strong></td>
<td>22%</td>
</tr>
<tr>
<td><strong>Rarely</strong></td>
<td>15%</td>
<td><strong>Rarely</strong></td>
<td>22%</td>
</tr>
<tr>
<td><strong>Never</strong></td>
<td>5%</td>
<td><strong>Never</strong></td>
<td>12%</td>
</tr>
</tbody>
</table>

N = 801
QuietRide Car: Frequency of Riding in QR Car

Frequency of QR Car Ridership

- **Daily**: 63%
- **Weekly**: 17%
- **Monthly**: 5%
- **Less than Once a Month**: 9%
- **Never**: 6%

N = 801
QuietRide Car: Infractions

QuietRide Infractions

Frequency Observed

- Always: 8%
- Frequently: 18%
- About half the time: 37%
- Rarely: 35%
- Never: 2%

Infraction Type*

- Loud conversations: 76%
- Cellphone rings: 66%
- Long conversations: 63%
- Loud headphones: 54%
- Electronic device noises: 35%
- Other: 10%
- None: 4%

N = 753

* Question allows multiple responses. Sum will total more than 100%.
# QuietRide Car: Infraction Enforcement

## QuietRide Train Crew Enforcement Ratings

<table>
<thead>
<tr>
<th></th>
<th>AM Commute</th>
<th>PM Commute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>Good</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
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</tr>
<tr>
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<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Very Poor</td>
<td>10%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Mean: 3.45  Mean: 3.10  

N = 753
QuietRide Car: Likelihood to Ride in Future

**Likelihood to Ride QR Car in Future**

- Definitely will ride QR: 77%
- Probably will ride QR: 10%
- May or may not ride QR: 6%
- Probably will NOT ride QR: 4%
- Definitely will NOT ride QR: 3%

Mean: 4.56

N = 801
QuietRide Car: Impact of Hypothetical Discontinuation of QR

**QuietRide Discontinuation Impact**

**Discontinuation Impact**
- Disappointed: 87%
- No Impact: 9%
- Happy QR is gone: 4%

**Effect Among Disappointed***
- Continue riding RR: 61%
- Stop riding RR: 11%
- Not sure: 14%

*N = 801*

* The Effect question was only asked of the disappointed. To arrive at a clearer picture of the effect, the percentages in this chart were rebased to reflect the whole population.
QuietRide Car: Conductor Announcement

Mention Car # of QR Car?

- Yes: 56%
- No: 29%
- Not sure: 15%

N = 753
QuietRide Car: Not in Effect Announcement

Conductor Behavior When QR Not in Effect

Ever heard QR Car Not in Effect?

- Yes: 50%
- No: 44%
- Not sure: 6%

Explanation Provided?*

- Yes: 74%
- No: 19%
- Not sure: 7%

N = 753
N = 378

* Among those who have heard “QR Not in Effect” Announcement
QuietRide Car: Conductor Enforcement Behavior

Conductor Enforcement Behavior

Seen Conductor Politely Admonish?

- Yes: 67%
- No: 33%

Seen “Shhh Card” Handed Out?

- Yes: 11%
- No: 89%

N = 753
QuietRide Car: Statement Agreement

Level of Agreement with Statements

A “zero tolerance” policy for QuietRide rules is not always practical, given the lack of familiarity of new riders and tourists.

Some riders become easily agitated when there is a noise, incorrectly thinking that the program bans all sound whatsoever.

N = 753