



2018 SEPTA CUSTOMER SATISFACTION SURVEY FINAL REPORT

DECEMBER 2018



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Methodology



- SEPTA partnered with WBA Research to conduct the 2018 SEPTA Customer Satisfaction Survey (New in 2018)
- Data collected from April 24, 2018 through May 4, 2018
- Riders were invited to participate in the survey by providing their contact information (name, phone, email) on a post card distributed by vendor staff at stations, stops, and onboard vehicles
 - 21,000 riders shared their contact information this way
- Non-Riders were recruited via address-based sampling (ABS)
 - 16,000 letters were sent to residents of Philadelphia, Bucks, Chester, Delaware, and Montgomery Counties
- Survey respondents had the option of completing the survey online or by telephone interview (New in 2018)
- Conducted surveys with **1,542 riders & 400 non-riders**
 - **2,840** Rider Mode Observations (Riders could rate up to 3 modes)
- In order to ensure that sample is representative of the overall population the data is weighted as follows:
 - Riders: System-wide data included in this presentation is weighted by mode ridership
 - Non-Riders: Data is weighted by county population
- Ratings in this report are mean average scores on a scale of 0 – 10

Rider Operations/Segments	Total
Broad Street Line	408
Market-Frankford Line	405
City Bus/Trackless Trolley	703
Suburban Light Rail/Trolley	202
Suburban Bus	200
City Trolley	518
Regional Rail	404
Total Mode Observations	2,840

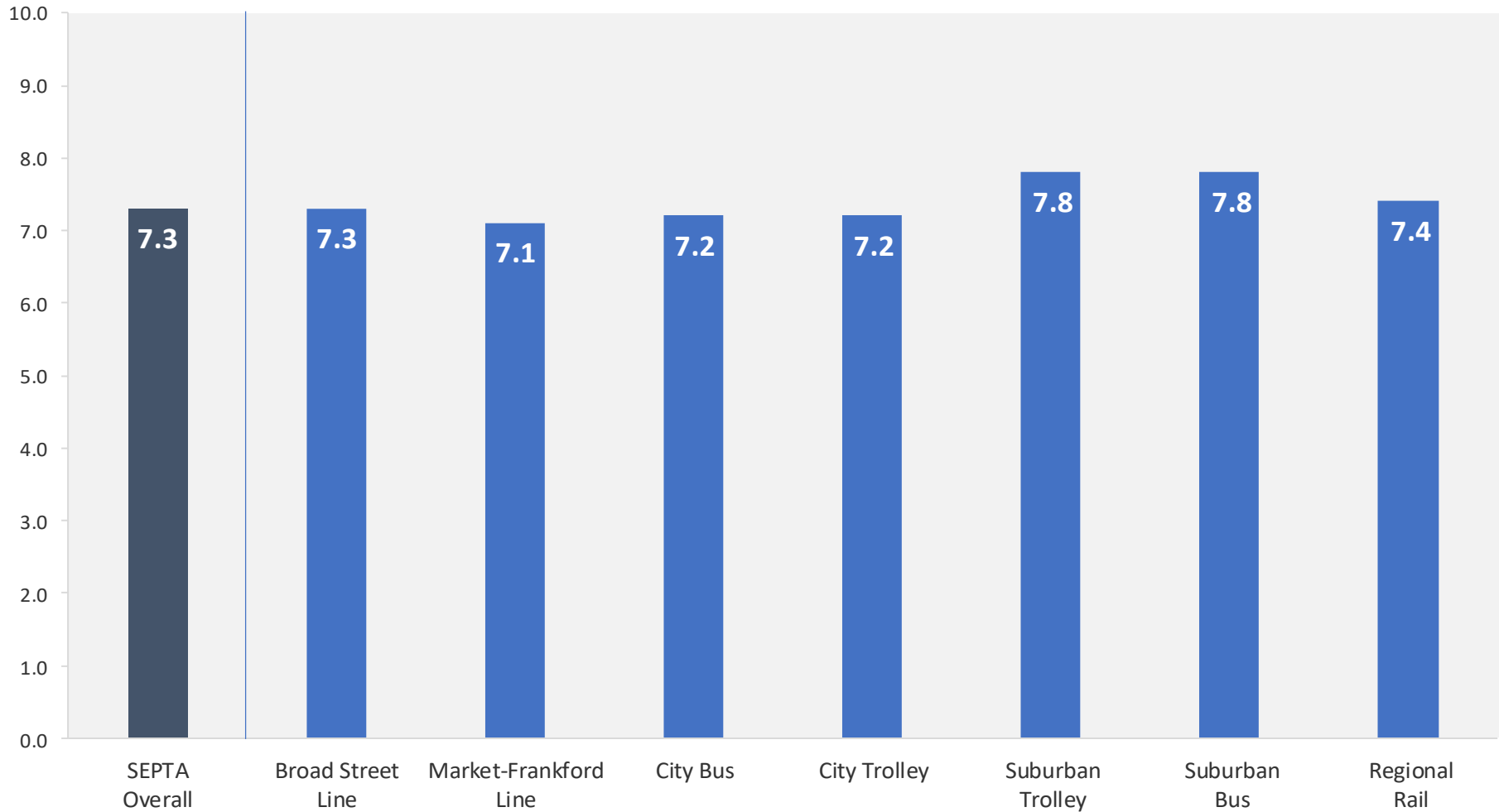
Non-Rider Counties	Total
Philadelphia	200
Suburbs	200
Bucks	50
Chester	40
Delaware	45
Montgomery	65
Total	400

SEPTA Overall

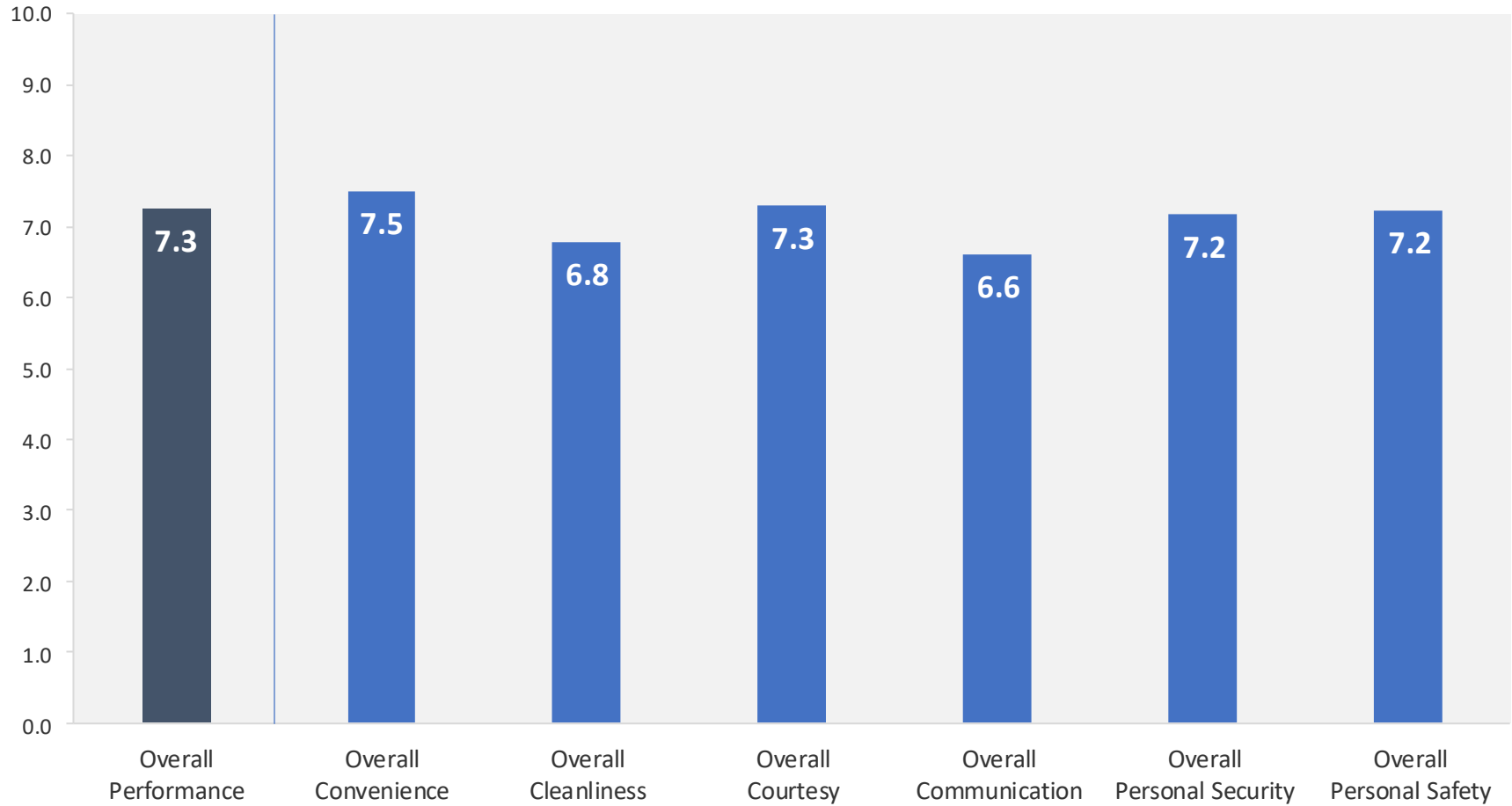
- **System-wide, Overall Performance Satisfaction** rating averaged a 7.3 on a 0 – 10 point scale.
- Overall, SEPTA has many **Strengths**, namely in the areas of **Convenience, Courtesy, Personal Security, and Personal Safety**. SEPTA is viewed as a convenient system, keeping its riders safe and secure.
- Areas where SEPTA must improve are **Communication and Cleanliness**. If Communication and/or Cleanliness are improved, rider satisfaction could increase, as riders place high importance on these categories.
- Commutation or work-related business are riders' main reasons for taking SEPTA, regardless of mode, with 82% of riders indicating they travel on SEPTA for these reasons.
- 64% of riders reported using SEPTA for personal trips, such as shopping, social engagements, errands, medical appointments, etc.
- Roughly two-thirds of SEPTA riders (66%) report having a SEPTA Key card.
- 61% of riders are female and 39% are male.

Rider Survey Detailed Findings

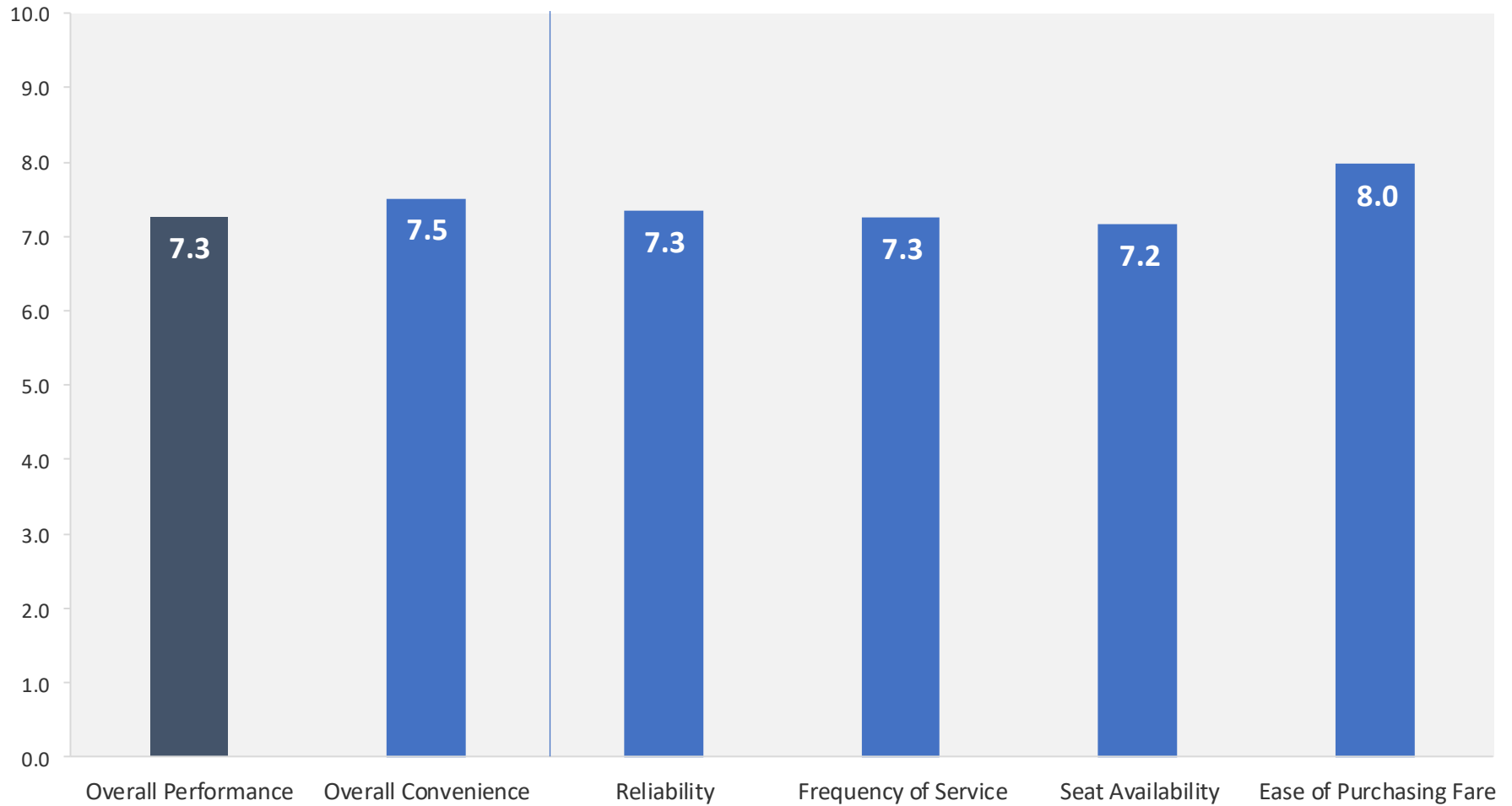
Overall Performance by Mode



Service Category Ratings

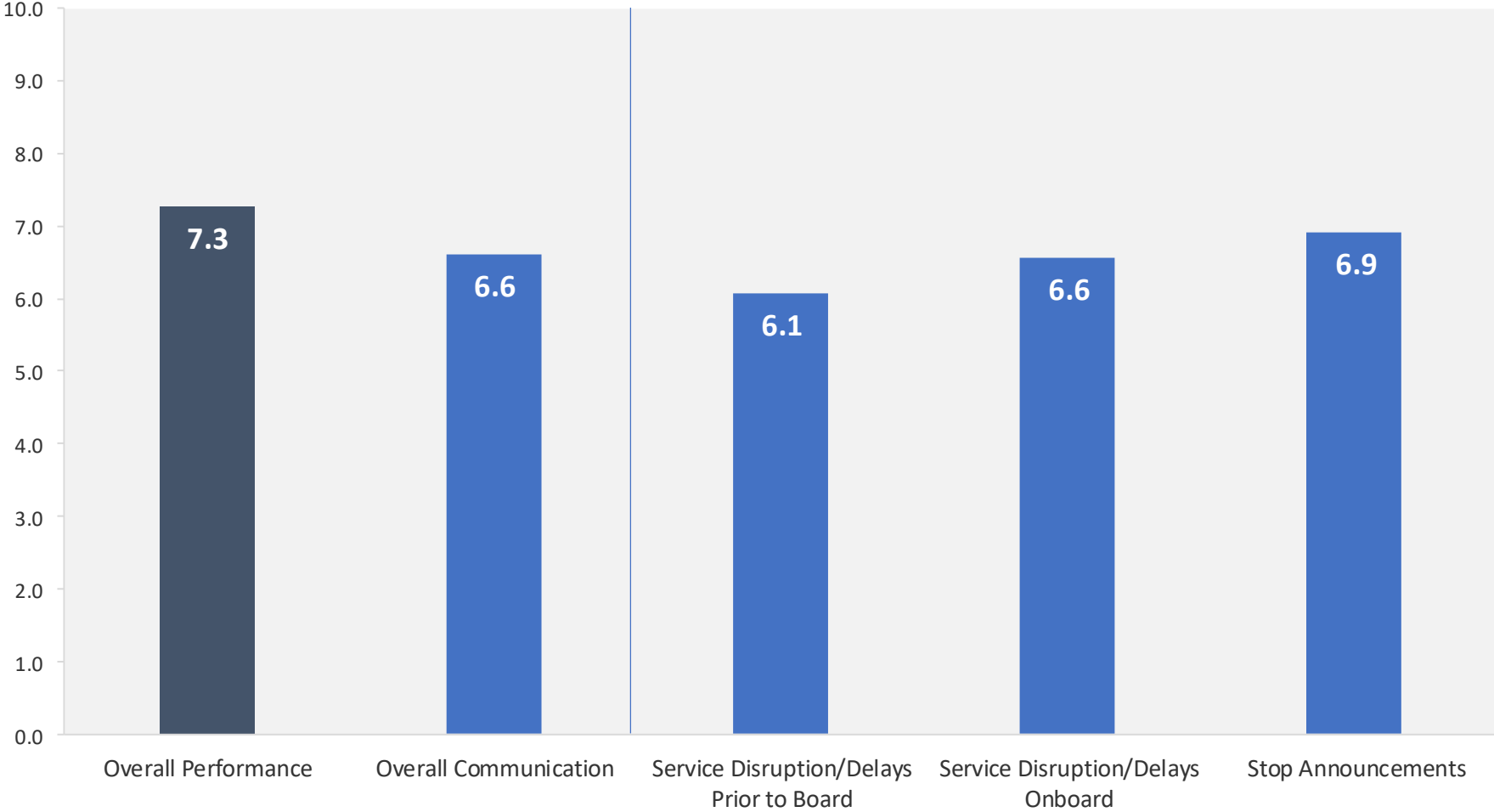


Convenience Service Component Ratings

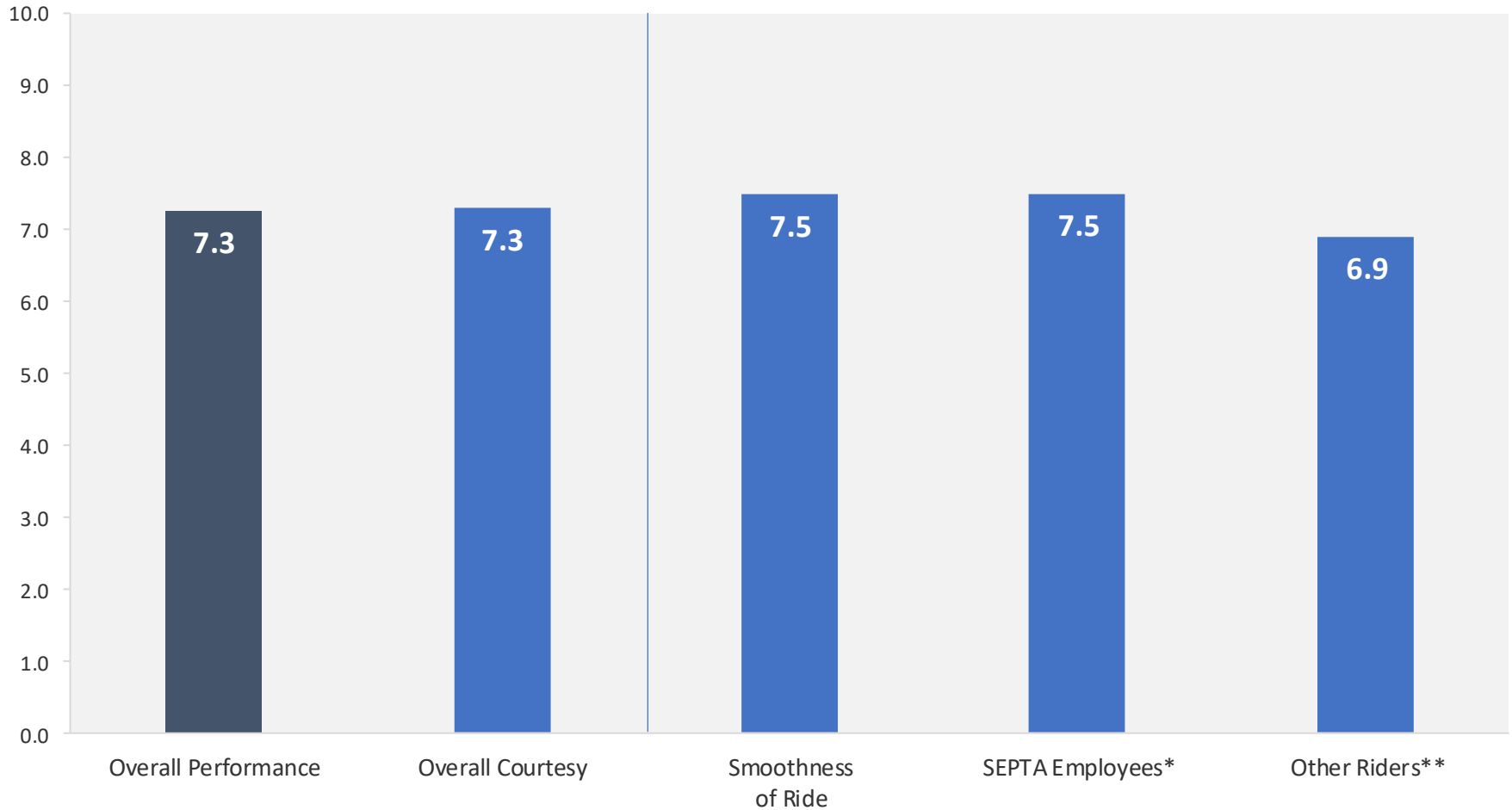




Communication Service Component Ratings



Courtesy Service Component Ratings

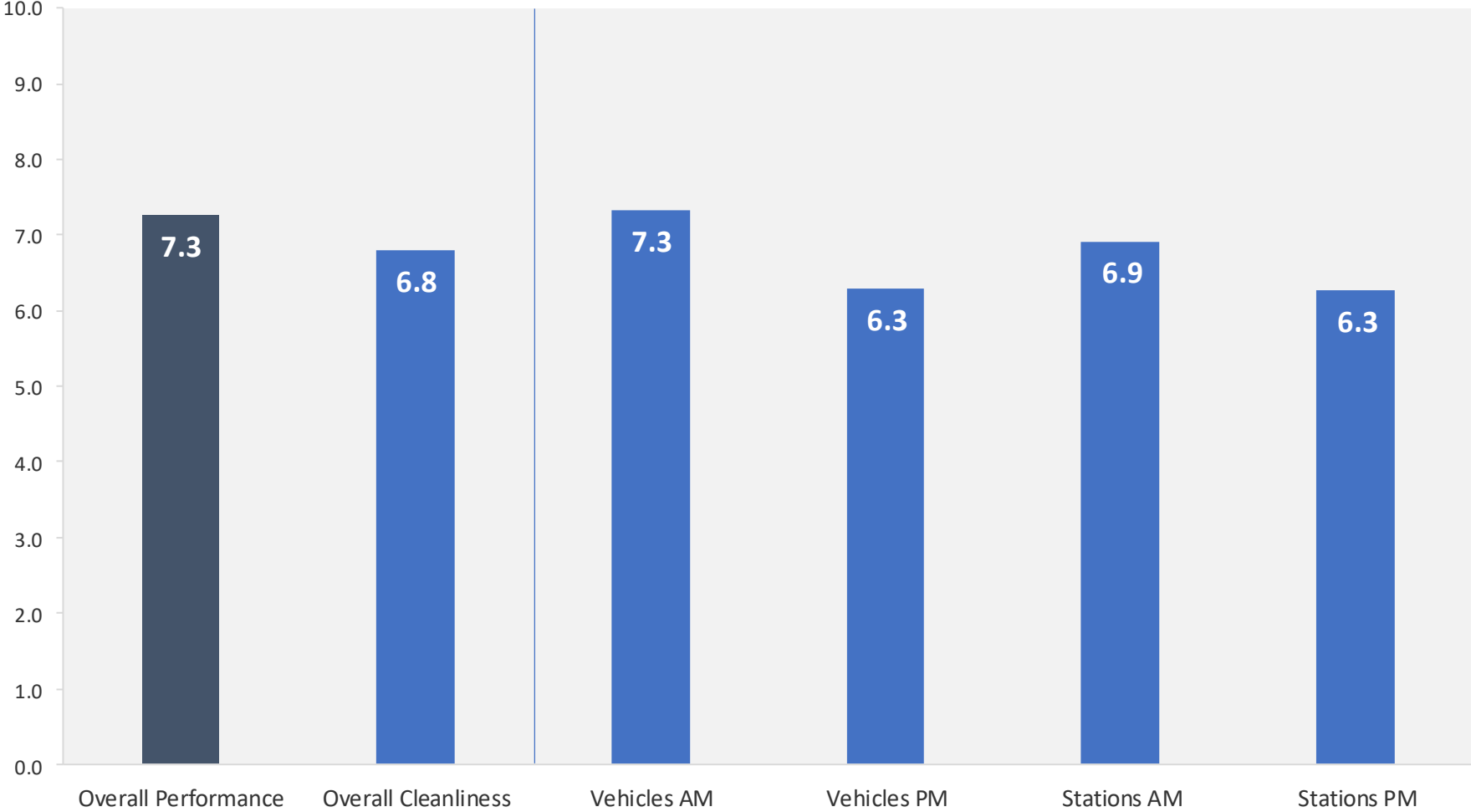


* "SEPTA Employees" is a composite rating average of aggregating all employee ratings

** "Other Riders" is a composite rating average aggregating all rider behavior ratings

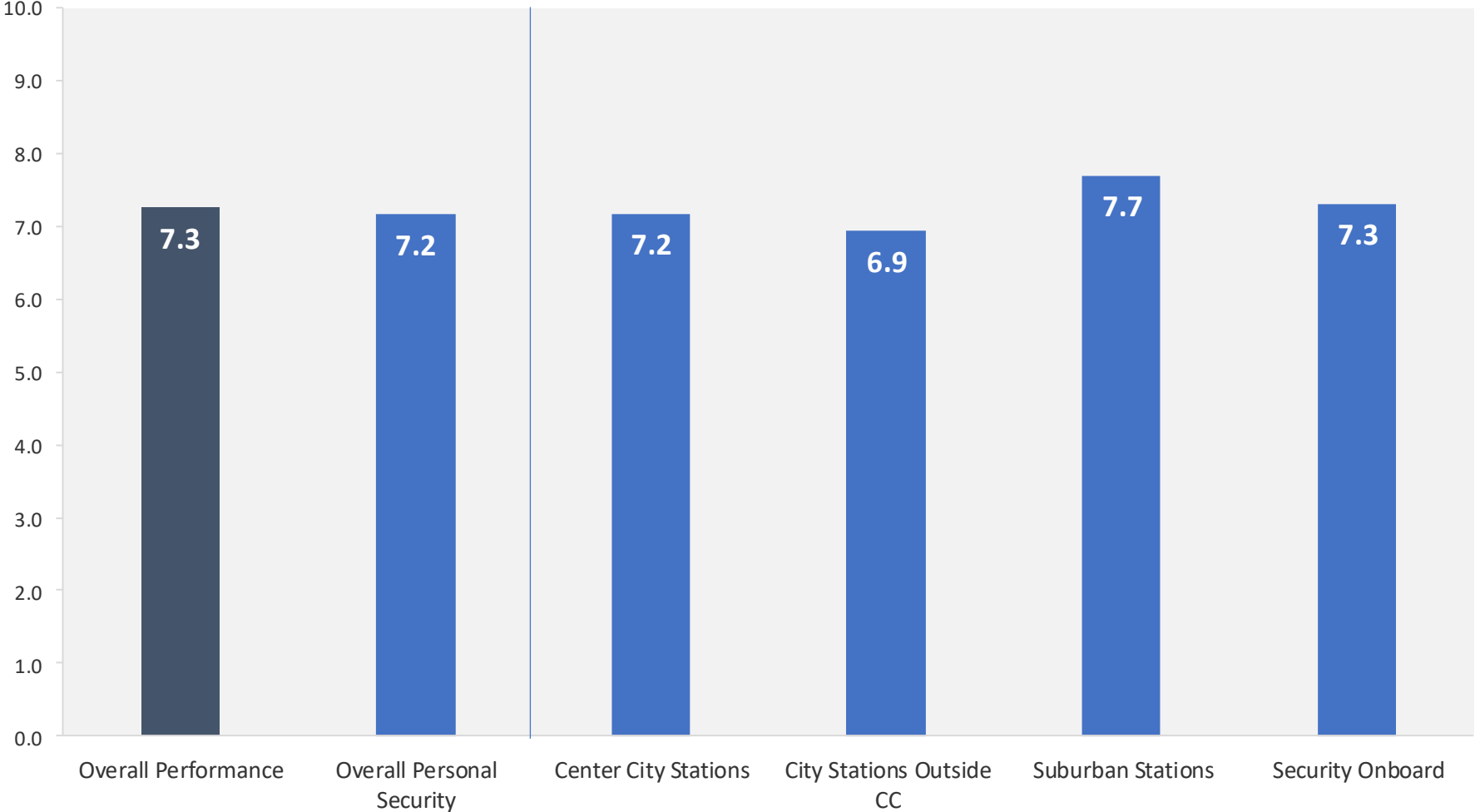


Cleanliness Service Component Ratings



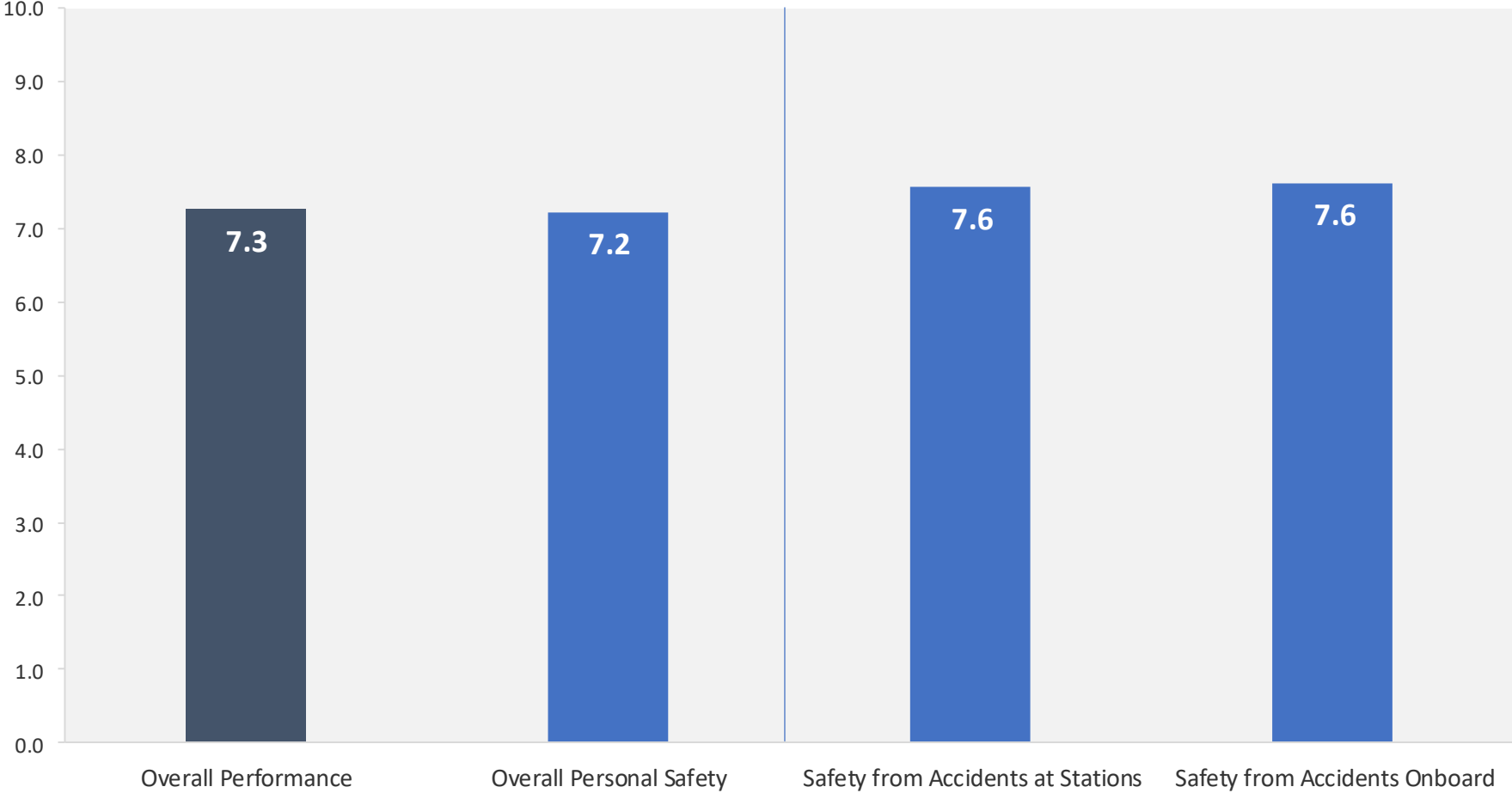


Personal Security Component Ratings





Personal Safety Component Ratings



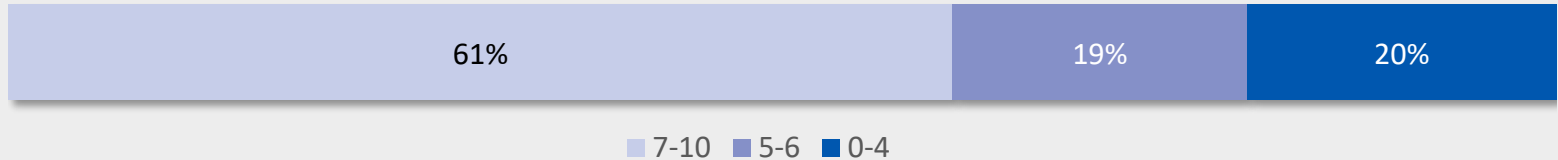
Riders were asked to rate their level of agreement with statements about SEPTA's value proposition and transparency on a scale of 0 to 10.

More than six in ten riders agree that *SEPTA provides good value for the money* and/or that *SEPTA is open and transparent when providing information to the public* (61% and 63%, respectively), compared to about two in ten who disagree with each.

Level of Agreement

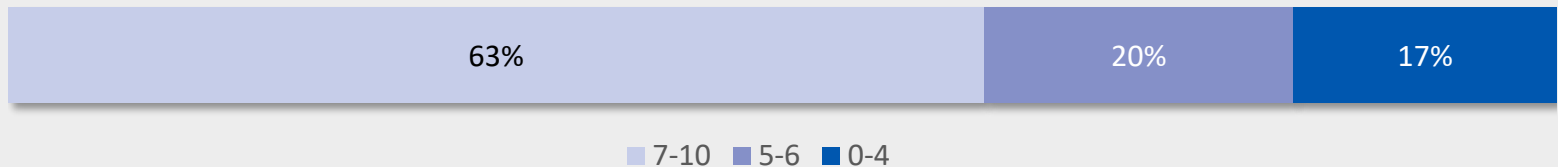
SEPTA provides good value for the money

Mean
6.6



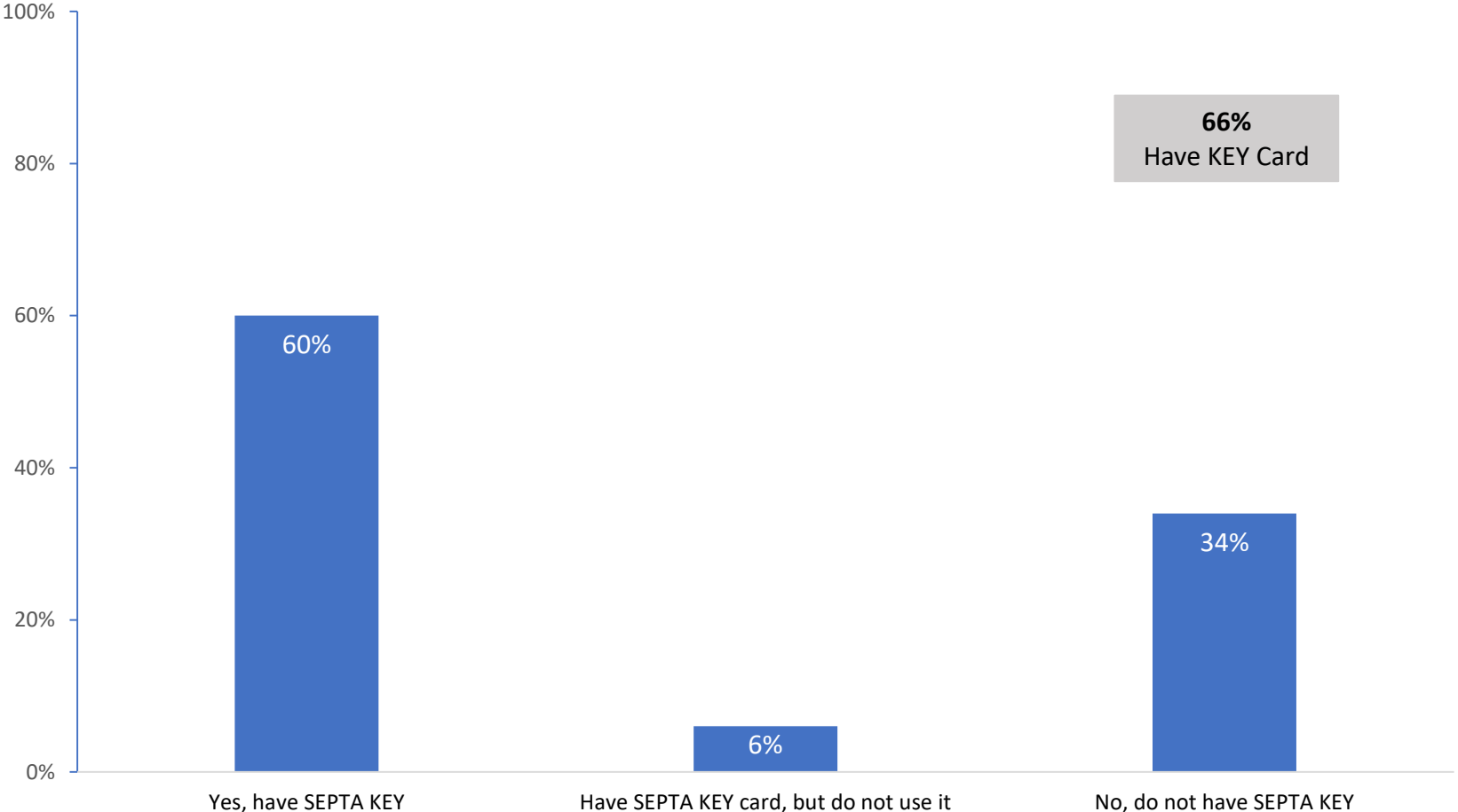
SEPTA is open and transparent when providing information to the public

Mean
6.8





Do you have a SEPTA KEY card that you currently use when riding SEPTA?

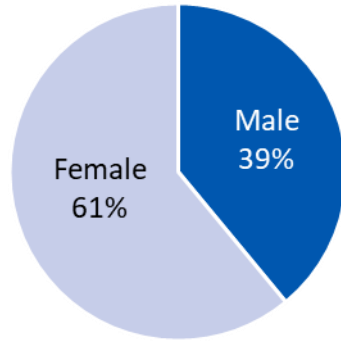


Work or job-related business are riders' main reasons for taking SEPTA, regardless of mode, with 82% of riders indicating they commute on SEPTA. 64% of riders reported using SEPTA for personal trips, such as shopping, entertainment, social engagements (53%) or errands, medical appointments, etc. (47%).

Main Reasons for Taking SEPTA	Percent
Net: Business	82%
Work	79%
Job-related business	19%
Net: Personal	64%
Pleasure, such as shopping, entertainment/visiting, or eating out	53%
Personal business, such as medical appointments, volunteer work, errands, etc.	47%
School	17%

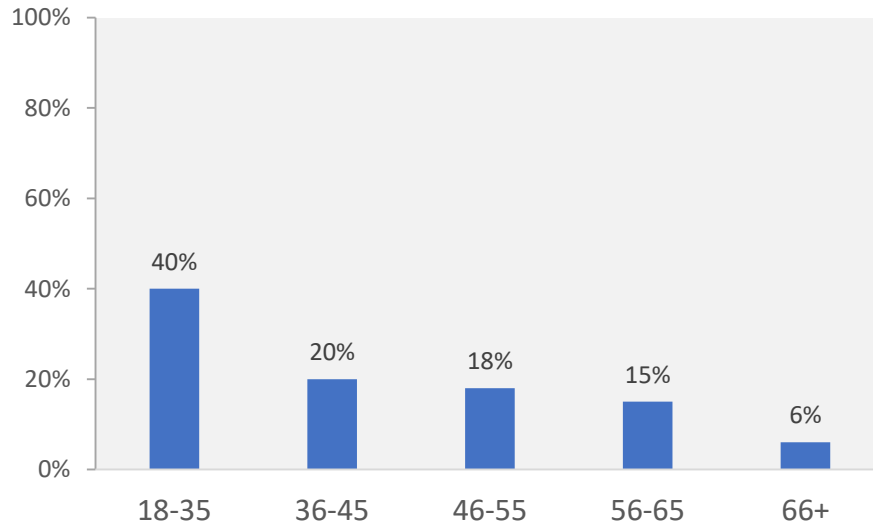
Demographic Profile

Gender

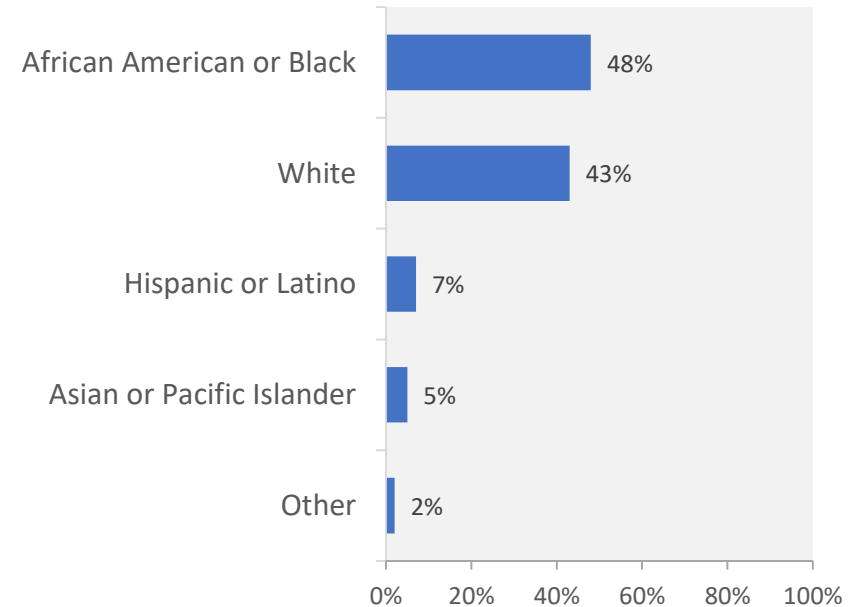


- Six in ten riders (61%) are female
- 48% of riders identify as African American or Black and 43% identify as White¹
- 40% of ridership is under the age of 35

Age

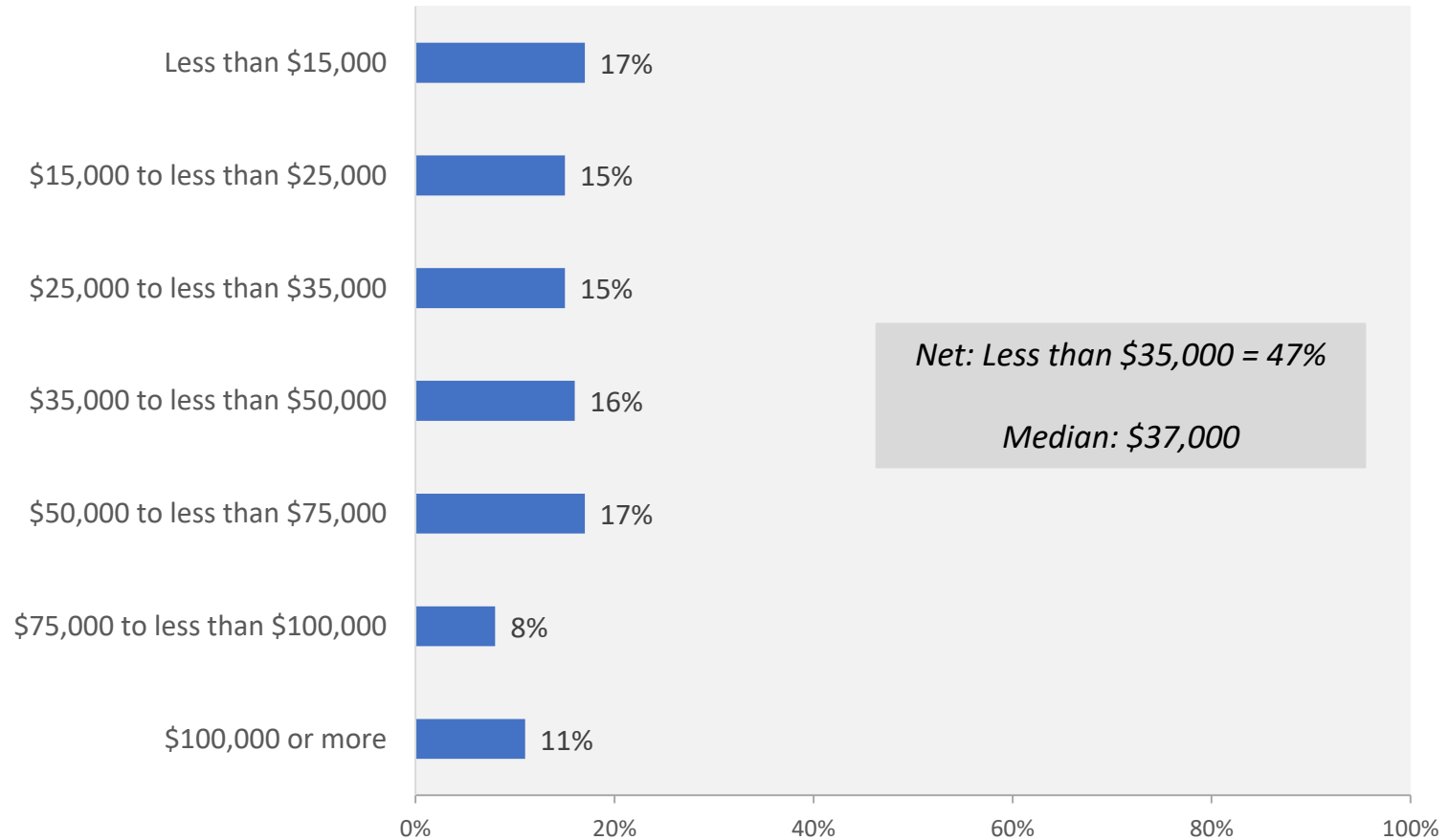


Race/Ethnicity¹



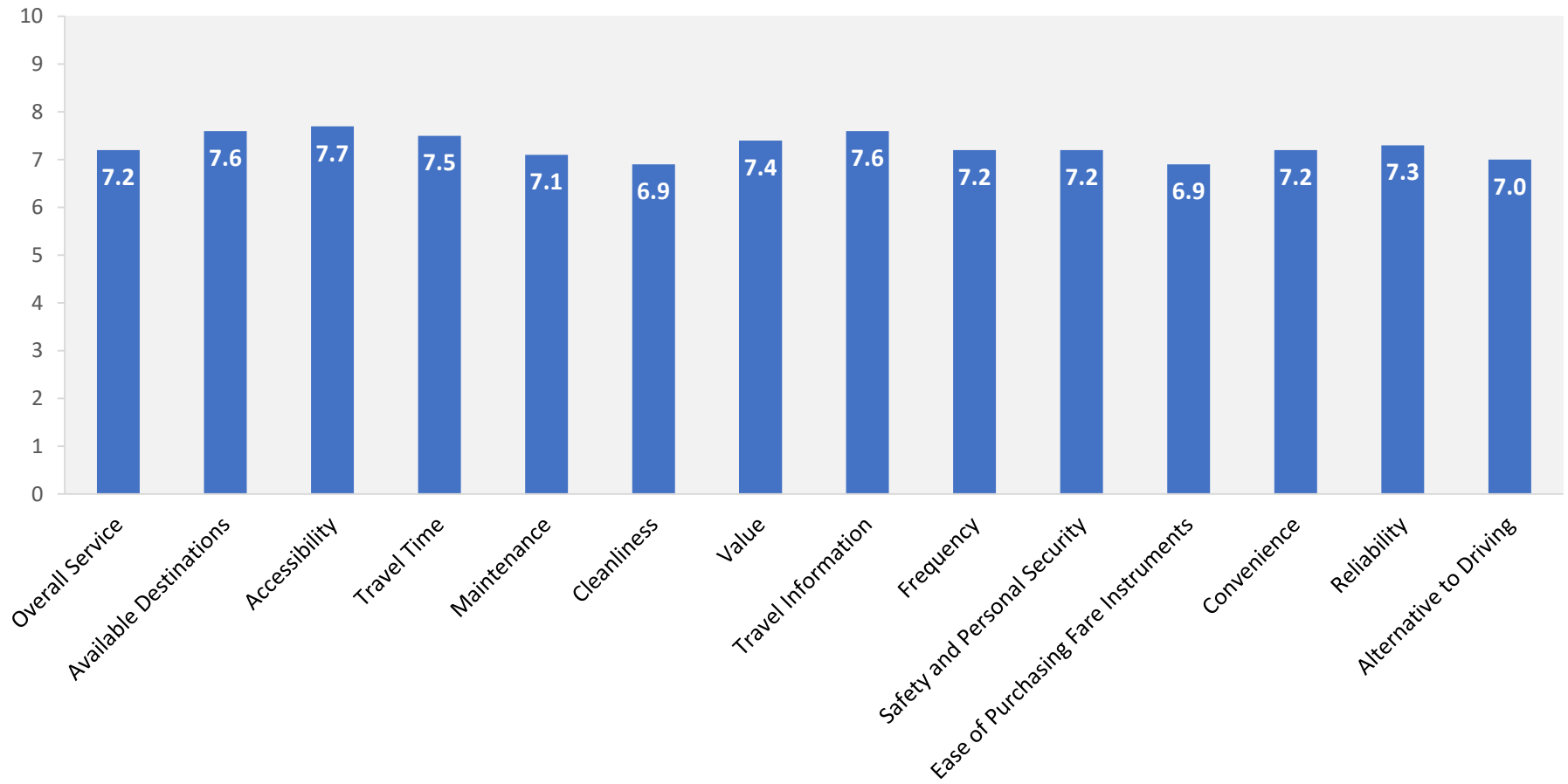
1. Multiple responses were allowed for Race/Ethnicity question

Household Income



Non-Rider Survey Detailed Findings

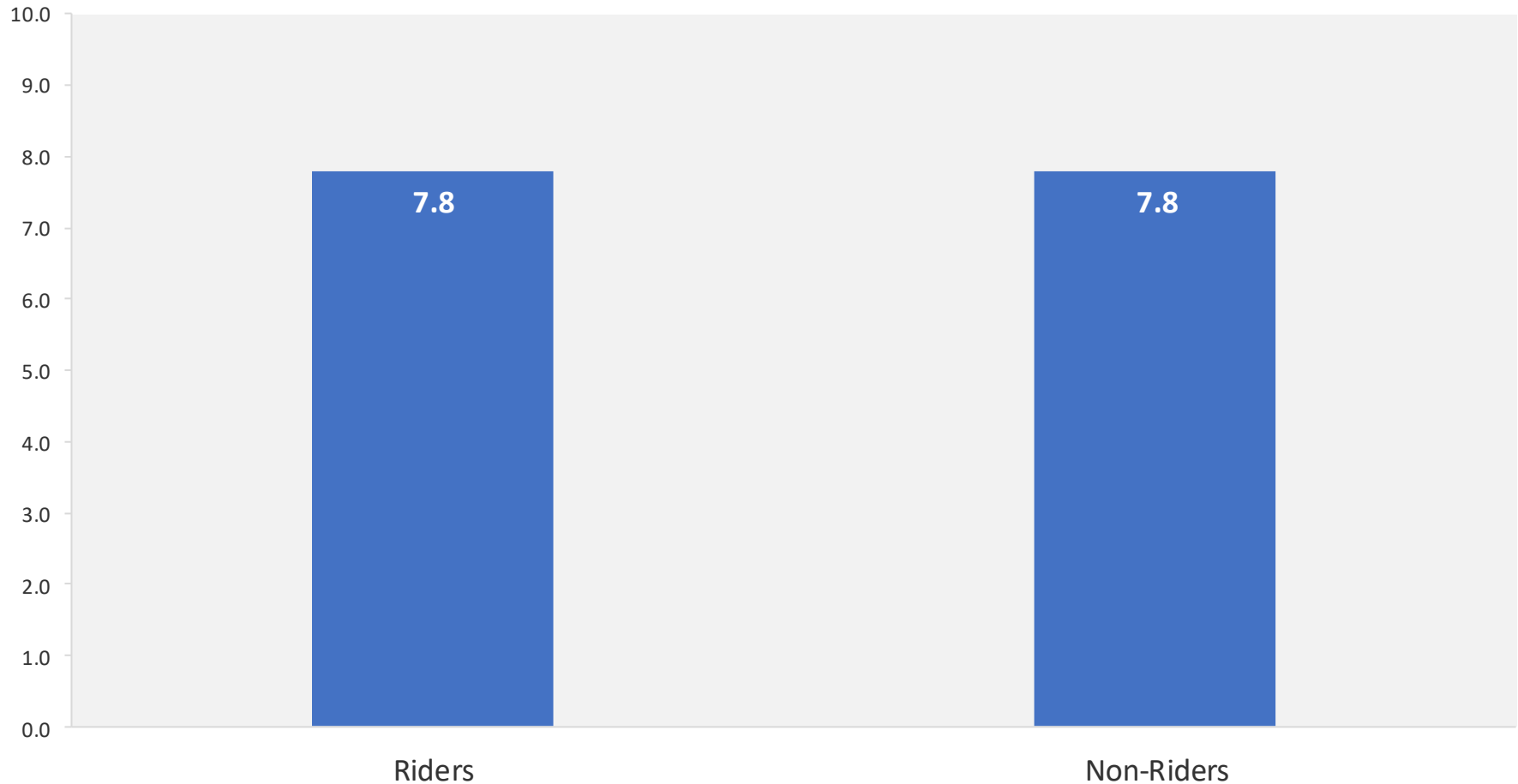
Non-Rider SEPTA Service Ratings



Customer Satisfaction Survey



Likely to Recommend SEPTA *(Scale of 0 – 10)*



THANK YOU!...