



2015 Customer Satisfaction Survey Final Report

September 27, 2016

Table of Contents



	Slide #
1 Methodology & Notes	2
2 Key Findings	3
3 Interpretations	5
4 SEPTA Overall Performance Satisfaction	6
5 SEPTA Service Category Performance	8
6 Importance Scores: Key Driver Analysis	9
7 SEPTA Service Component Performance	10
8 Likelihood to Recommend SEPTA	13
9 Non-Riders in SEPTA Service Region	14
10 Demographics	15
11 Interview Counts	17





- **Data collected from October 29, 2015 through December 6, 2015**
- **Methodology incorporated intercept interviews with riders on the system to collect contact information for follow up phone interview:**
 - 1,294 Riders
 - 401 Non-Riders
 - 2,452 Rider Mode Observations (Riders could rate up to 3 modes)
- **Ratings presented in this report are mean average scores on scale of 0 – 10**
- **System-wide data included in this presentation is weighted by mode ridership in order to be more representative of overall customer base**
 - This is a change from previous year CSS reporting. As such, previous year system-wide averages presented here are also weighted by mode ridership and may differ slightly from averages presented in previous year CSS reports.



Customer Satisfaction Survey (CSS)

KEY FINDINGS: SYSTEM-WIDE



1. SEPTA's Overall Performance Satisfaction rating weighted average in 2015 was up significantly from 2008 baseline year (7.0 in 2008 to 7.5 in 2015)
2. System-wide Overall Performance Satisfaction level maintained from 2012 to 2015
 - The weighted average across all modes was 7.5 both years
3. System-wide Service Category Satisfaction were mostly up from 2012
 - Overall Safety & Personal Security ratings rose significantly from 7.0 to 7.5
 - Overall Cleanliness (7.1 to 7.3) & Overall Courtesy also increased (7.6 to 7.8)
 - Overall Convenience ratings maintained at 7.8
 - Overall Communications ratings average dropped slightly (7.4 to 7.3)
4. The Convenience Service Category was the most critical Key Driver of Overall Performance Satisfaction with an Importance Score of 0.57, followed by Communications at 0.15



Customer Satisfaction Survey (CSS)

KEY FINDINGS:
MODE SPECIFIC



1. Three modes registered an increase in Overall Performance Satisfaction ratings from 2012
 - Suburban Trolley was the highest rated mode in 2015 at 8.0, up from 7.9
 - City Bus average ratings rose significantly from 7.0 to 7.3
 - Frontier Bus increased from 7.3 to 7.7

2. One mode maintained at 2012 levels in 2015
 - City Trolley Overall Performance Satisfaction averaged 7.5 both years

3. Four modes saw average Overall Performance Rating declines in 2015; though only Regional Rail's drop is considered statistically significant
 - Regional Rail rated 8.3 on average in 2012 and 7.6 in 2015
 - Subway/Elevated modes saw slight declines with Market-Frankford Line dropping from 8.0 to 7.8 and Broad Street Line from 7.9 to 7.7
 - Victory Bus also rated a bit lower in 2015 falling from 7.4 to 7.3





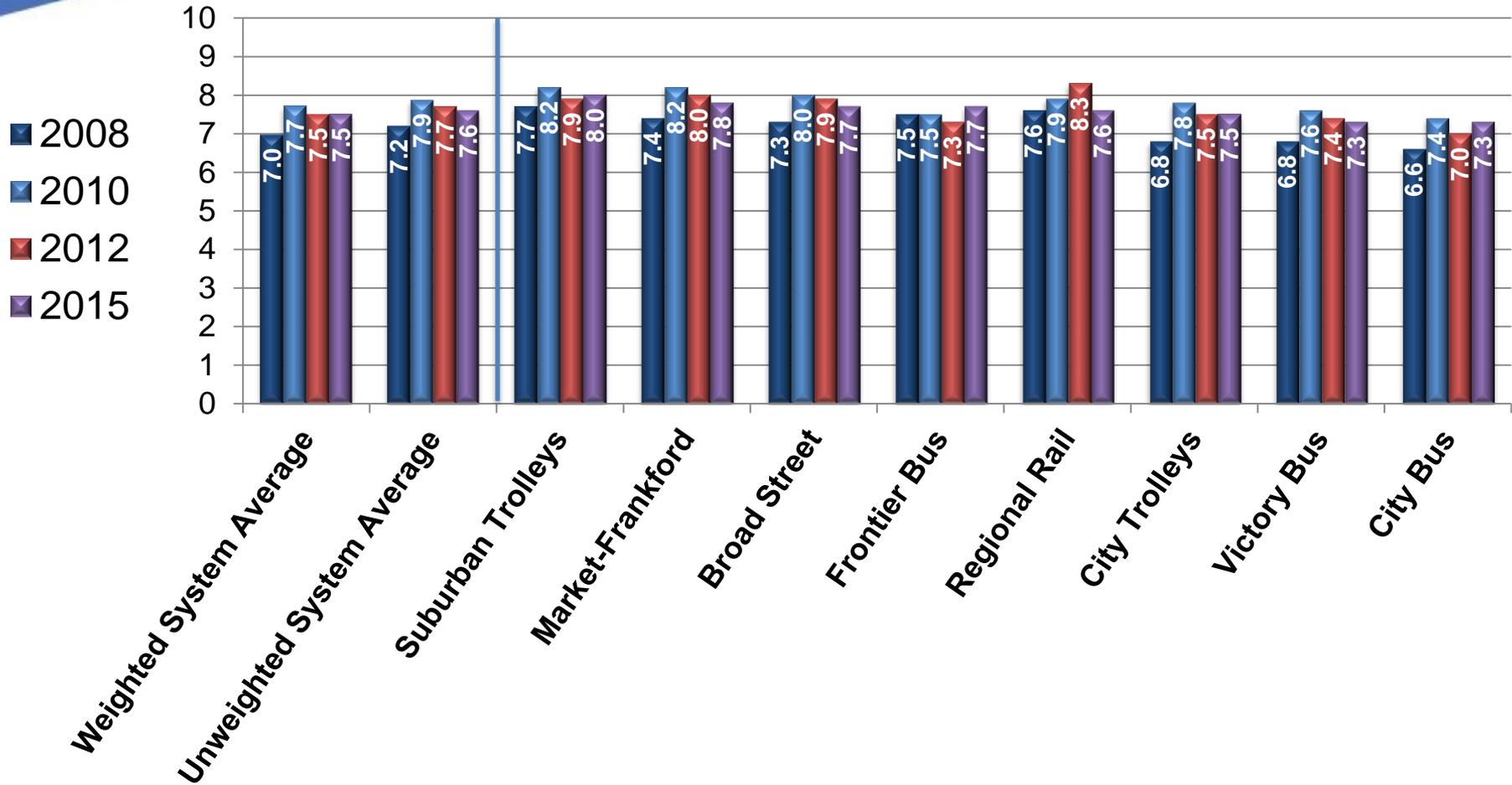
- Given the importance of Convenience and Communication Service Categories in driving Overall Performance Satisfaction, action plans for improving reliability and service interruption communication have been developed and are being implemented.

- There seems to be a relationship between capital improvements and overall customer satisfaction.
 - The 2010 survey showed satisfaction increases for Market-Frankford and Suburban Trolley after major improvements to infrastructure.
 - In 2012 Satisfaction ratings increased for Regional Rail, where new rail cars and key stations upgrades came online.
 - In the past year SEPTA added a new fleet of buses and City Bus satisfaction increased from 7.0 to 7.3.
 - In 2015 Suburban Trolley achieved the highest mode rating (8.0) after a year of improvements on Routes 101 and 102.



Overall Performance Satisfaction

2008 - 2015



Overall Performance Satisfaction

2008 - 2015



	'08	'10	'12	'15	Diff.	Statistical Significance
System-wide: Weighted Average	7.0	7.7	7.5	7.5	0.0	NS
Suburban Trolleys	7.7	8.2	7.9	8.0	0.1	NS
Market-Frankford	7.4	8.2	8.0	7.8	-0.2	NS
Broad Street	7.3	8.0	7.9	7.7	-0.2	NS
 Frontier Bus	7.5	7.5	7.3	7.7	0.4	NS
 Regional Rail	7.6	7.9	8.3	7.6	-0.7	*
City Trolleys	6.8	7.8	7.5	7.5	0.0	NS
Victory Bus	6.8	7.6	7.4	7.3	-0.1	NS
City Bus	6.6	7.4	7.0	7.3	0.3	NS

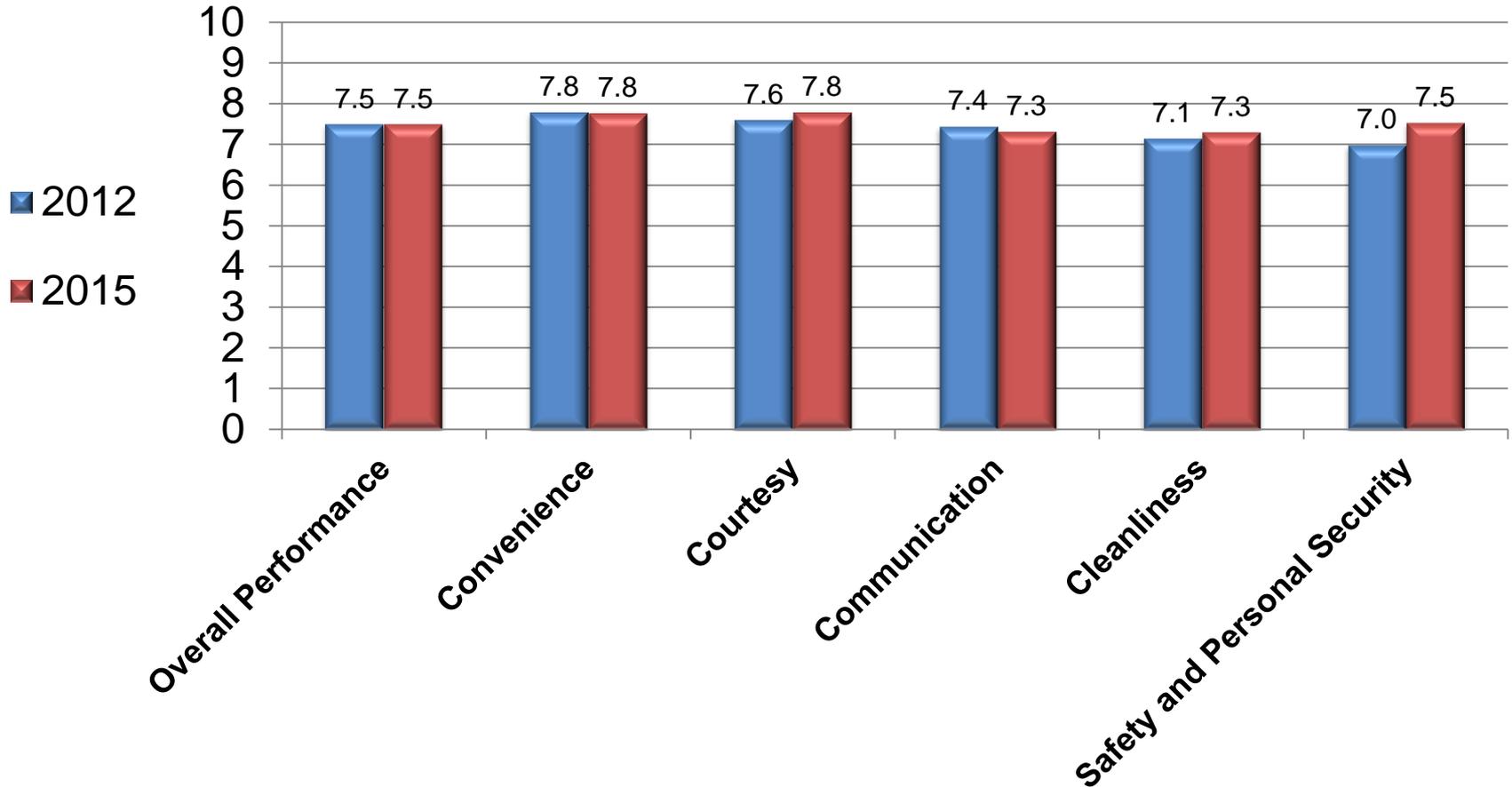
The Statistical Significance column notes whether the change in rating falls within the statistical margin of error based on the number of survey respondents who answered that question.

-  Greatest increase from '12
-  Greatest decrease from '12



SEPTA Service Categories

SYSTEM-WIDE AVERAGES



SEPTA Service Categories

IMPORTANCE SCORES: KEY DRIVERS ANALYSIS



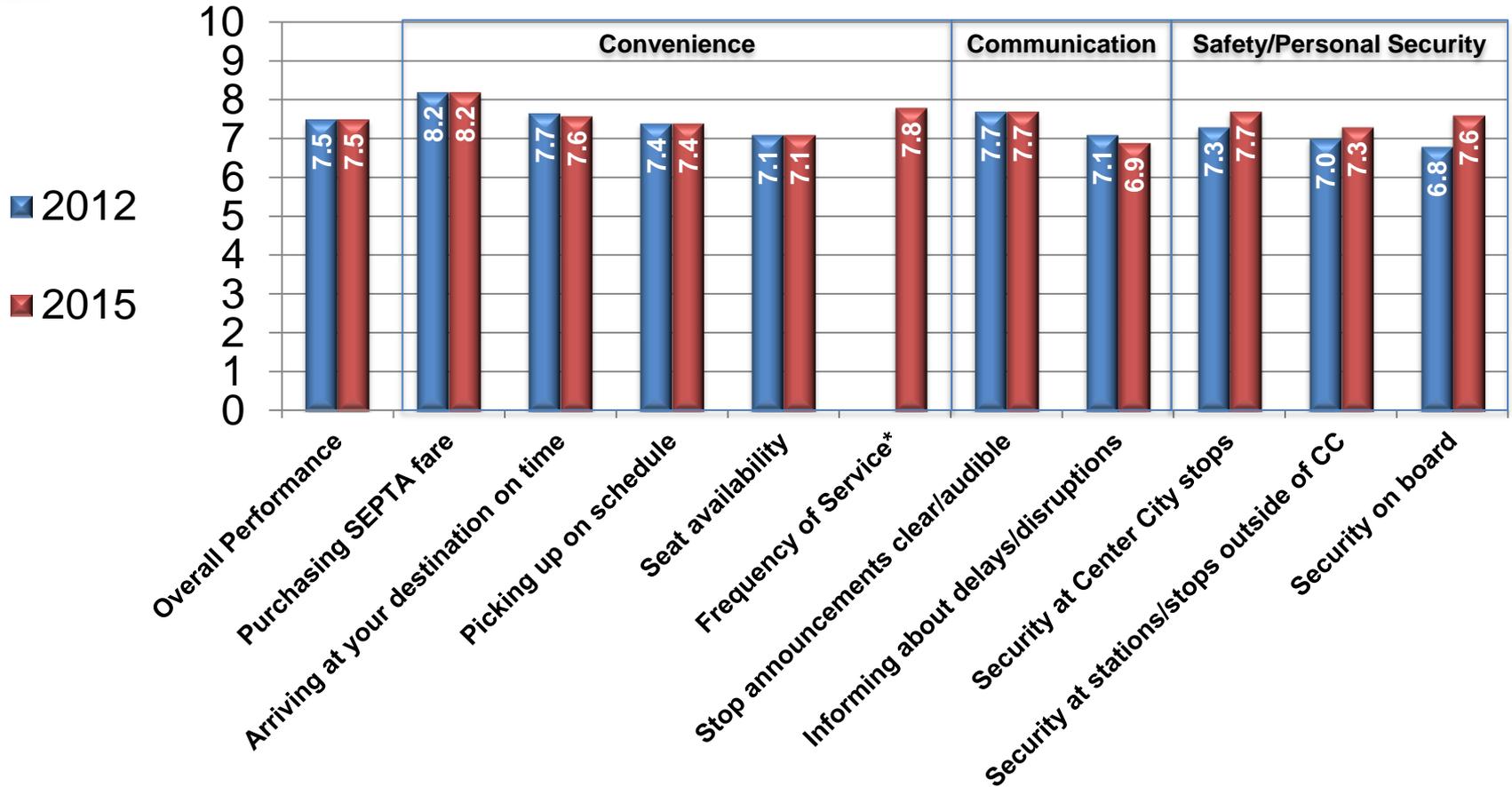
- The Convenience service category (which includes Reliability) was the most influential key driver of Overall Performance Satisfaction scores.
- Convenience and Communications have become increasingly important to riders over the years.

	Imp. '10	Imp. '12	Imp. '15	Diff. '15-'12
Overall Convenience	0.47	0.49	0.57	0.08
Overall Communication	0.08	0.08	0.15	0.07
Overall Courtesy	0.11	0.17	0.13	-0.04
Overall Cleanliness	0.14	0.10	0.10	0.00
Overall Safety and Personal Security	0.08	0.07	0.01	-0.06



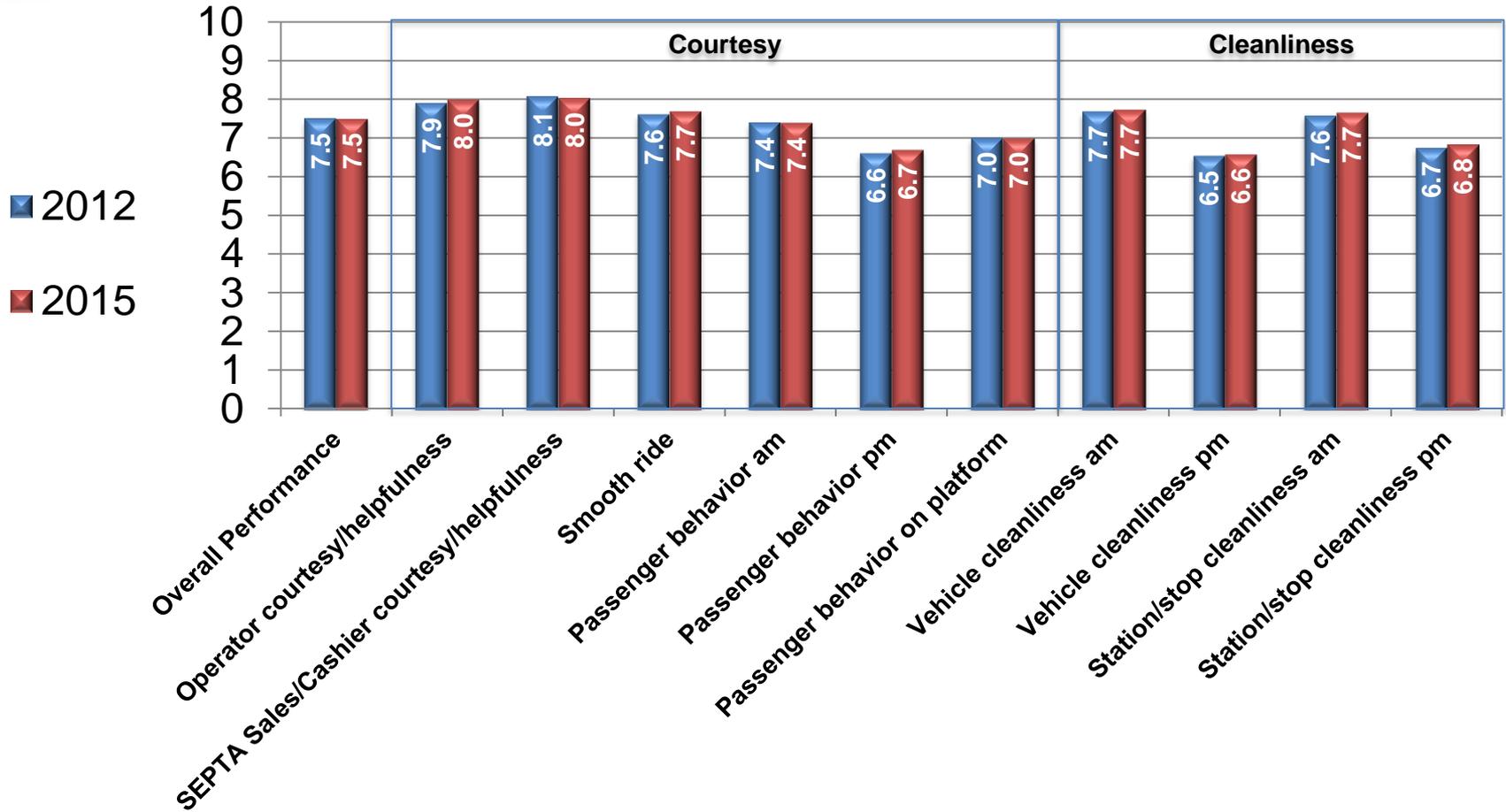
SEPTA Service Components

SYSTEM-WIDE AVERAGES



SEPTA Service Components

SYSTEM-WIDE AVERAGES



SEPTA Service Components

SUMMARY TABLE



	2012	2015	Diff.		2012	2015	Diff.
Overall Performance Satisfaction	7.5	7.5	0.0	Overall Communication	7.4	7.3	-0.1
Overall Convenience	7.8	7.8	0.0	Informing about delays/disruptions	7.1	6.9	-0.2
Picking up on schedule	7.4	7.4	0.0	Stop announcements clear	7.7	7.7	0.0
Arriving at your destination on time	7.7	7.6	-0.1	Overall Cleanliness	7.1	7.3	0.2
Seat availability	7.1	7.1	0.0	Vehicle cleanliness am	7.7	7.7	0.0
Purchasing SEPTA fare	8.2	8.2	0.0	Vehicle cleanliness pm	6.5	6.6	0.1
Frequency of Service*		7.8	-	Station/stop cleanliness am	7.6	7.7	0.1
Overall Courtesy	7.6	7.8	0.2	Station/stop cleanliness pm	6.7	6.8	0.1
Operator courtesy/helpful	7.9	8.0	0.1	Overall Safety/Personal Security	7.0	7.5	0.5
SEPTA cashier/sales courtesy/helpful	8.1	8.0	-0.1	Safety/Security at CC stops/stations	7.3	7.7	0.4
Passenger behavior am	7.4	7.4	0.0	Safety/Security at stops outside of CC	7.0	7.3	0.3
Passenger behavior pm	6.6	6.7	0.1	Safety/Security on board	6.8	7.6	0.8
Passenger behavior on platform	7.0	7.0	0.0	Recommend SEPTA to a friend	8.3	8.2	-0.1
Smoothness of ride	7.6	7.7	0.1				

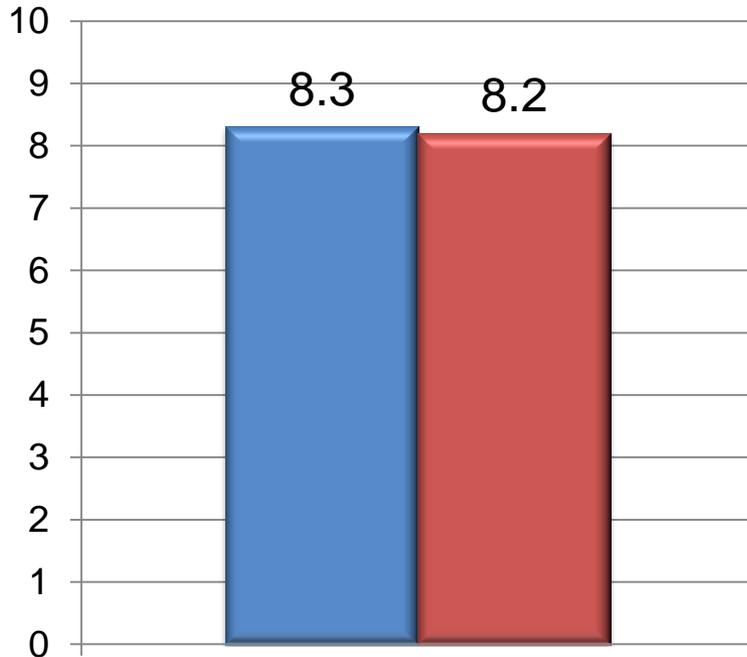


Likelihood to Recommend SEPTA

AMONG RIDERS
& NON-RIDERS



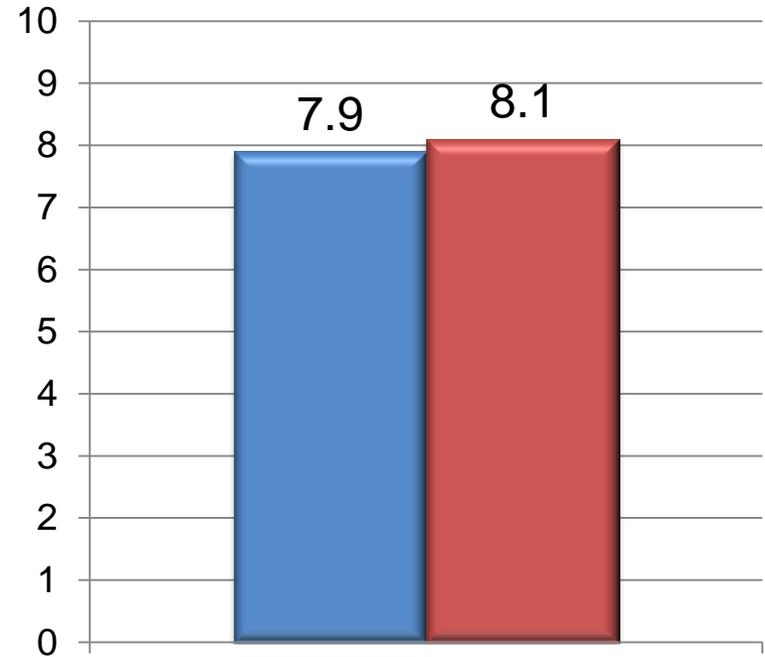
Riders



Likelihood to recommend SEPTA

- 2012 - Riders (N=1,210)
- 2015 - Riders (N=1,294)

Non-Riders



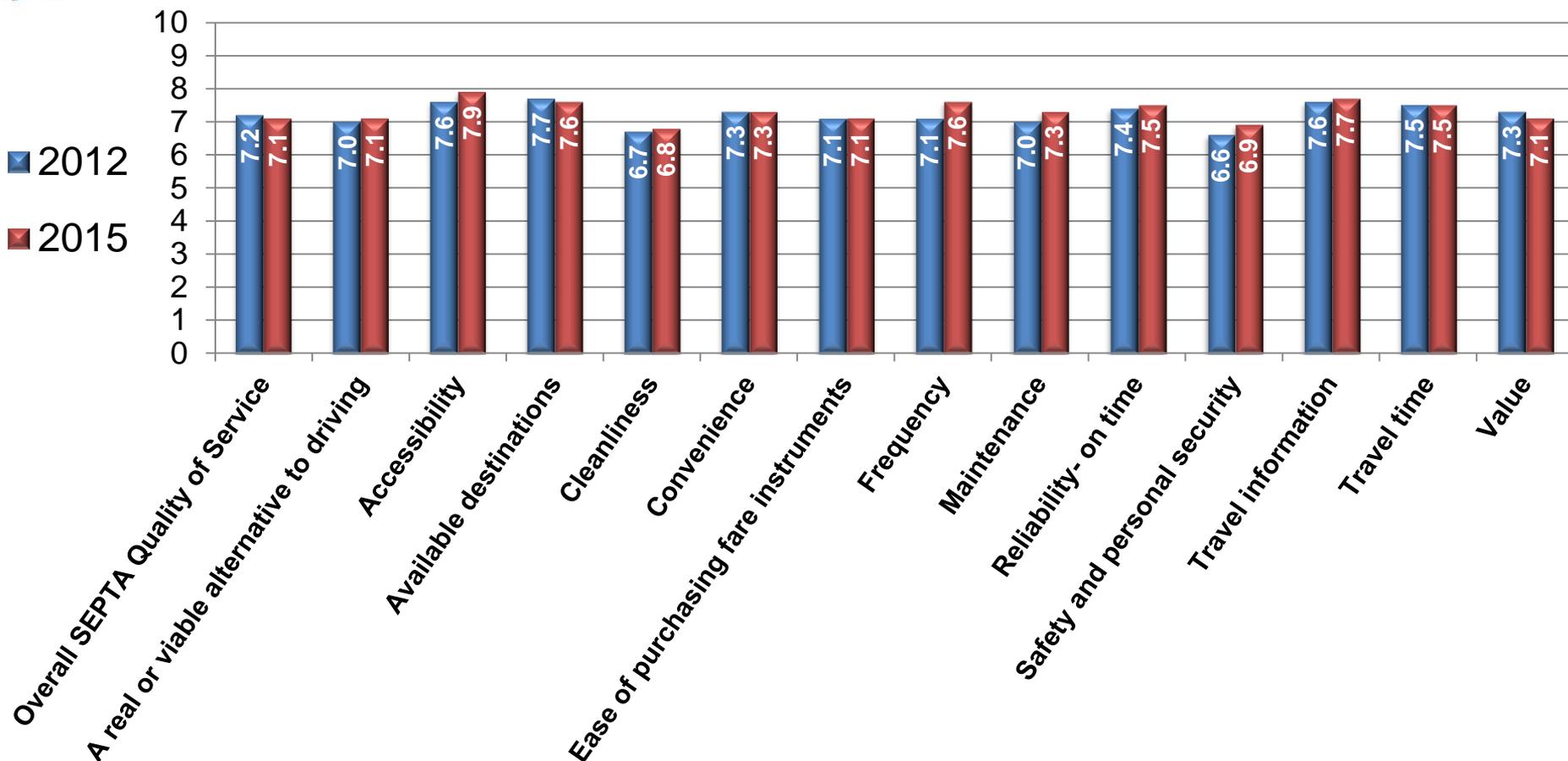
Likelihood to recommend SEPTA

- 2012 - Non-Riders (N=406)
- 2015 - Non-Riders (N=401)



Non-Riders in SEPTA Service Region

IMPRESSIONS OF SEPTA PERFORMANCE



Rider Demographics



Location	%
Philadelphia	69%
Suburbs	27%
Other	4%
TOTAL	100%
Suburban Counties	
- Delaware	43%
- Montgomery	42%
- Chester	5%
- Bucks	9%
Suburban Total	100%

Age	%
18 to 25	17%
26 to 35	24%
36 to 45	18%
46 to 55	20%
56 to 65	15%
66 to 75	5%
75 or Older	1%
Refused	1%
TOTAL	100%



Rider Demographics



Household Income	%
Under \$15,000	15%
\$15,000 to <\$25,000	14%
\$25,000 to <\$35,000	13%
\$35,000 to <\$50,000	14%
\$50,000 to <\$75,000	12%
\$75,000 to \$100,000	6%
\$100,000 or more	10%
Don't Know/Refused	15%
TOTAL	100%

Ethnicity	%
White	33%
African-American/Black	49%
Asian	3%
Hispanic/Latino	6%
Other	6%
Refused	3%
TOTAL	100%

Gender	%
Female	62%
Male	38%
TOTAL	100%



Completed Mode Interviews



		Completions	Target
City Non-Rider		200	200
Suburban Non-Rider		201	200
Non-Rider Subtotal		401	400
Mode	Intercepts	Completions	Target
Broad Street	932	411	400
Market/Frankford El	838	413	400
City Bus - Northern Division	1,102	201	200
City Bus - Southern Division		206	200
City Bus - Multi Divisions		52	50
Suburban Trolleys	483	206	200
Frontier Bus*	694	99	100
City Trolley - Subway Surface	421	208	200
City Trolley - Route 15		50	50
Regional Rail	1,468	506	500
Victory Bus	416	100	100
Rider Subtotal		2,452	2,400
TOTAL		6,354	2,800



* Did not reach target