

QuietRide Web Survey Report

2013

December 23, 2013



Methodology

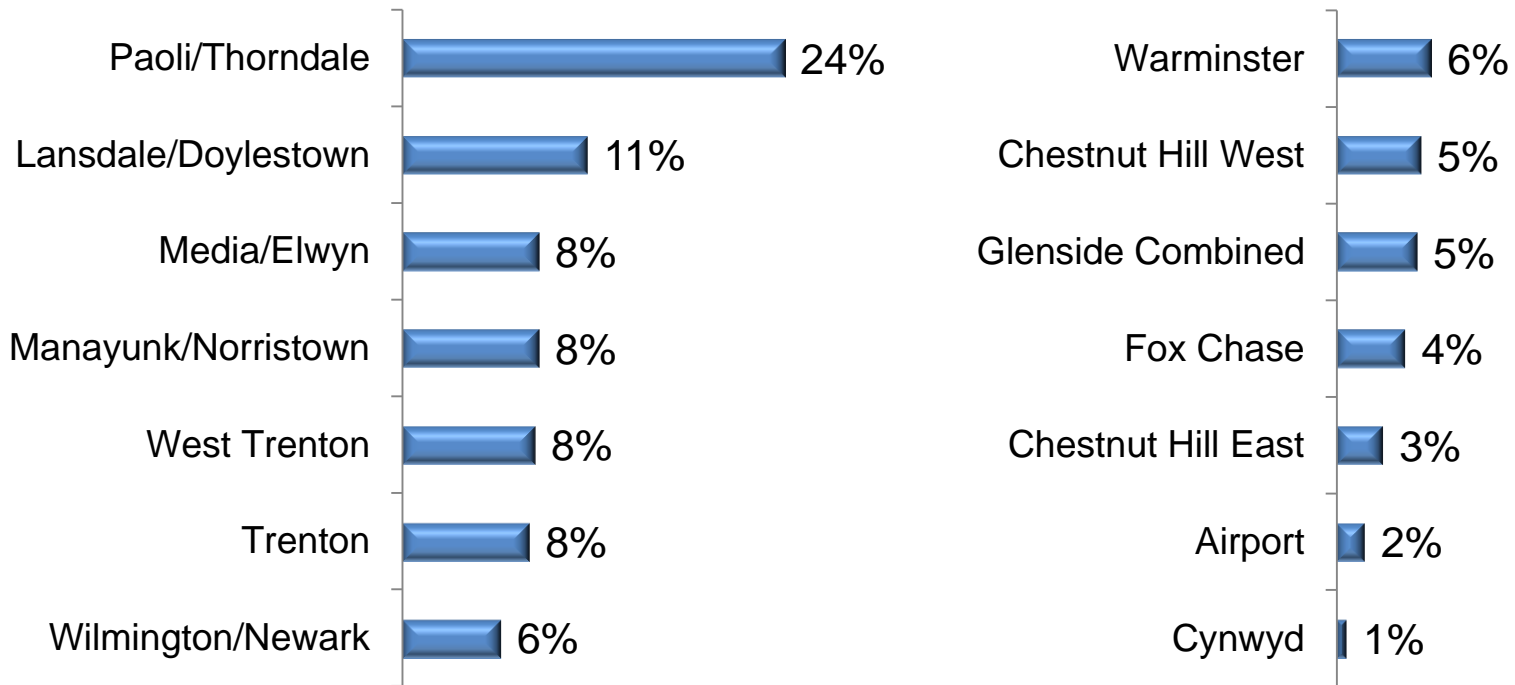
- The 2013 QuietRide survey was conducted online.
- The link for the survey was posted:
 - On SEPTA.org Customer Service Survey page: <http://septa.org/cs/survey/>
 - On SEPTA's Facebook page
 - In SEPTA Alert tweets
 - In SEPTA_SOCIAL Customer Service tweets
 - In media articles from PlanPhilly.com, Philly.com and PhiladelphiaCBSlocal.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

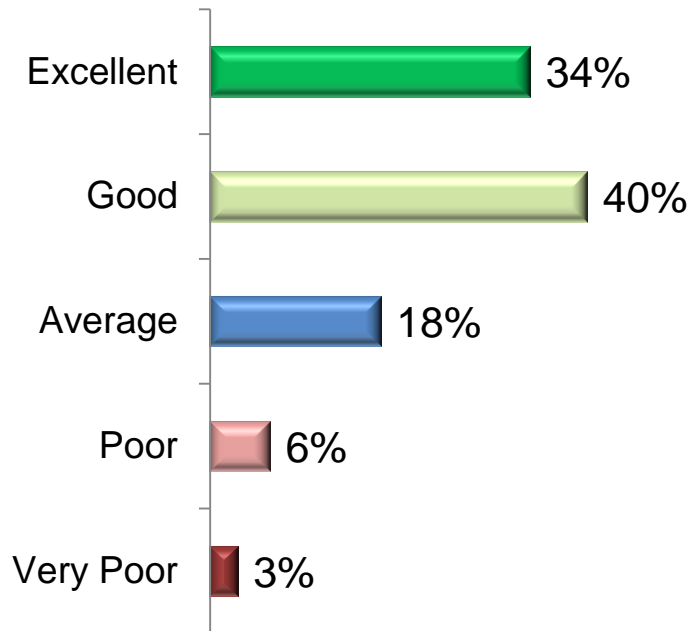


N = 801

QuietRide Car: Satisfaction & Ease of Finding Seat

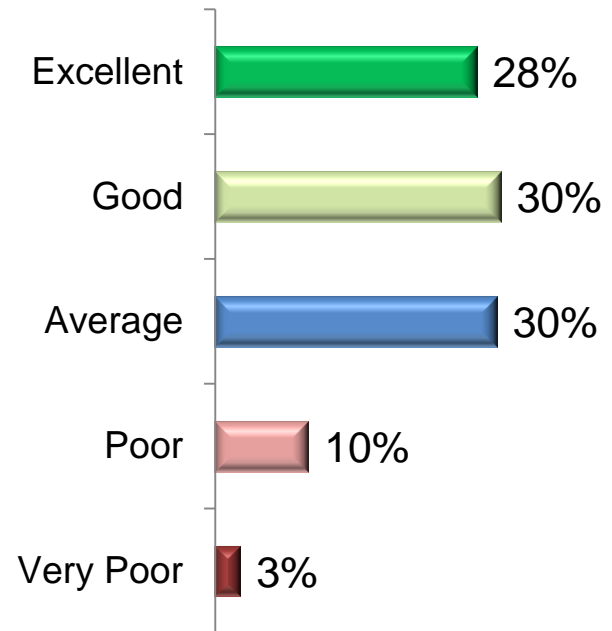
QuietRide Ratings

Overall Satisfaction



Mean: 3.96

Ease of Finding Seat



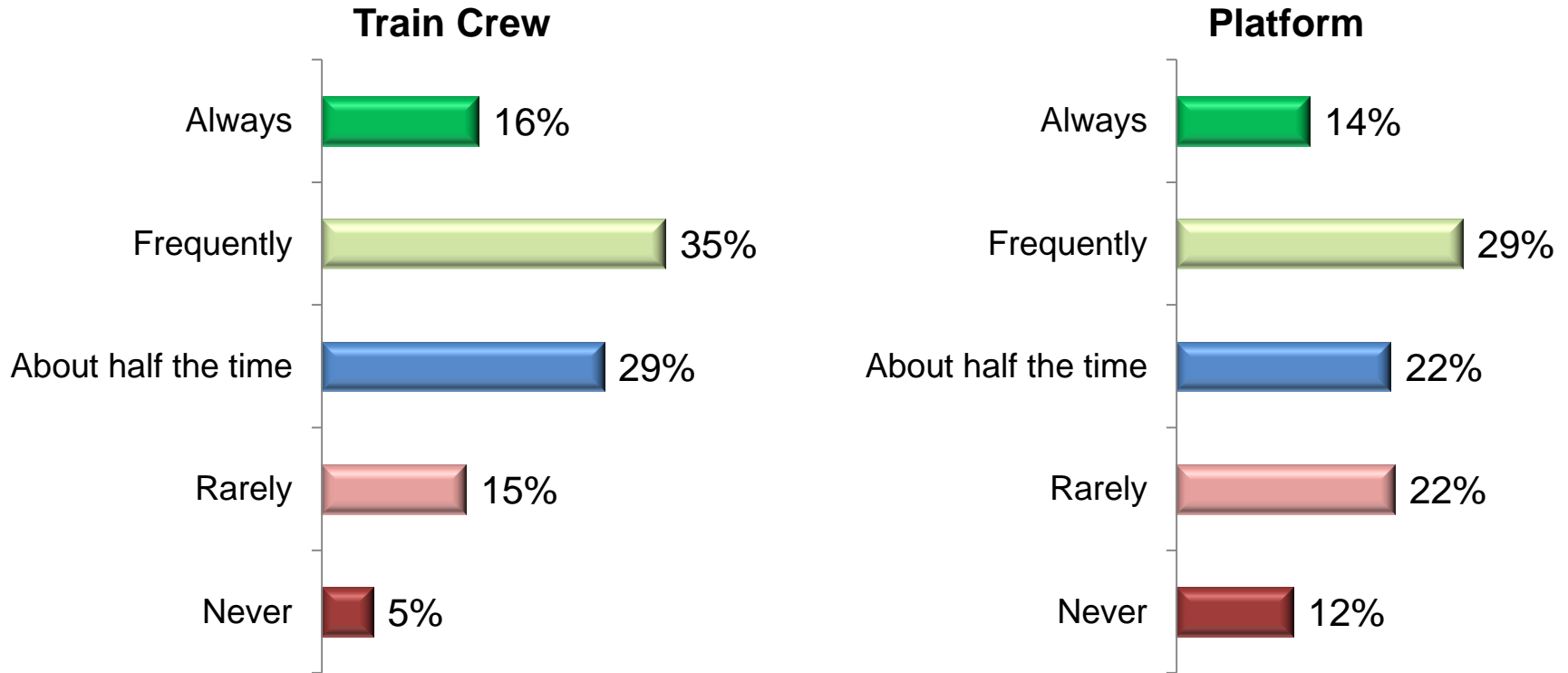
Mean: 3.70



N = 753

QuietRide Car: Frequency of QR Announcements

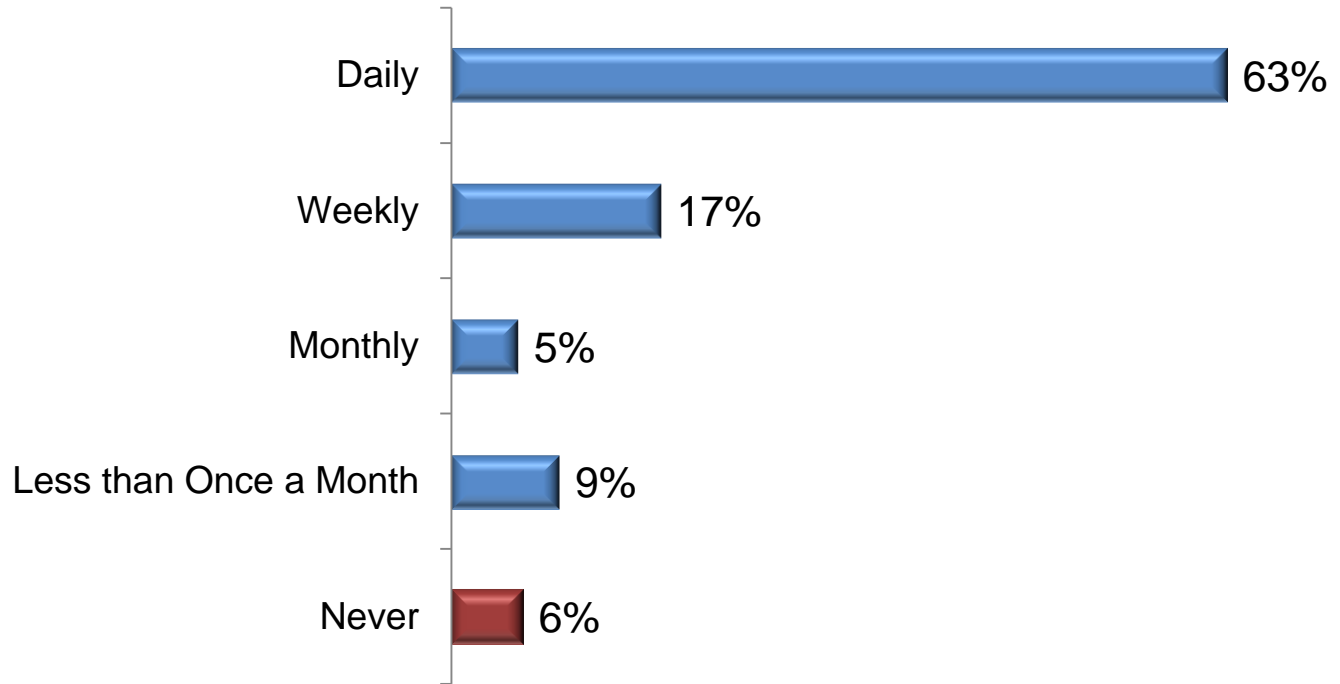
Announcement Frequency



N = 801

QuietRide Car: Frequency of Riding in QR Car

Frequency of QR Car Ridership

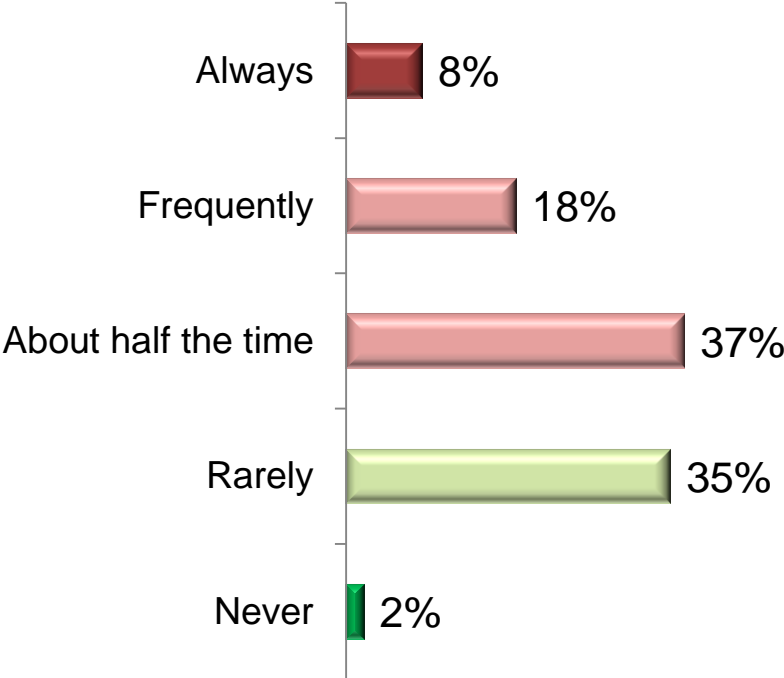


N = 801

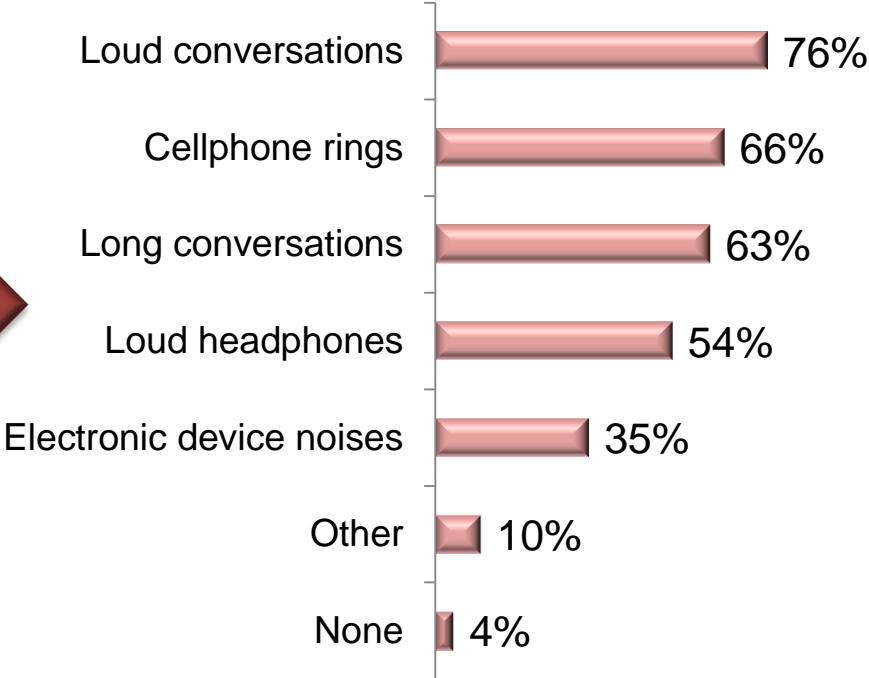
QuietRide Car: Infractions

QuietRide Infractions

Frequency Observed



Infraction Type*



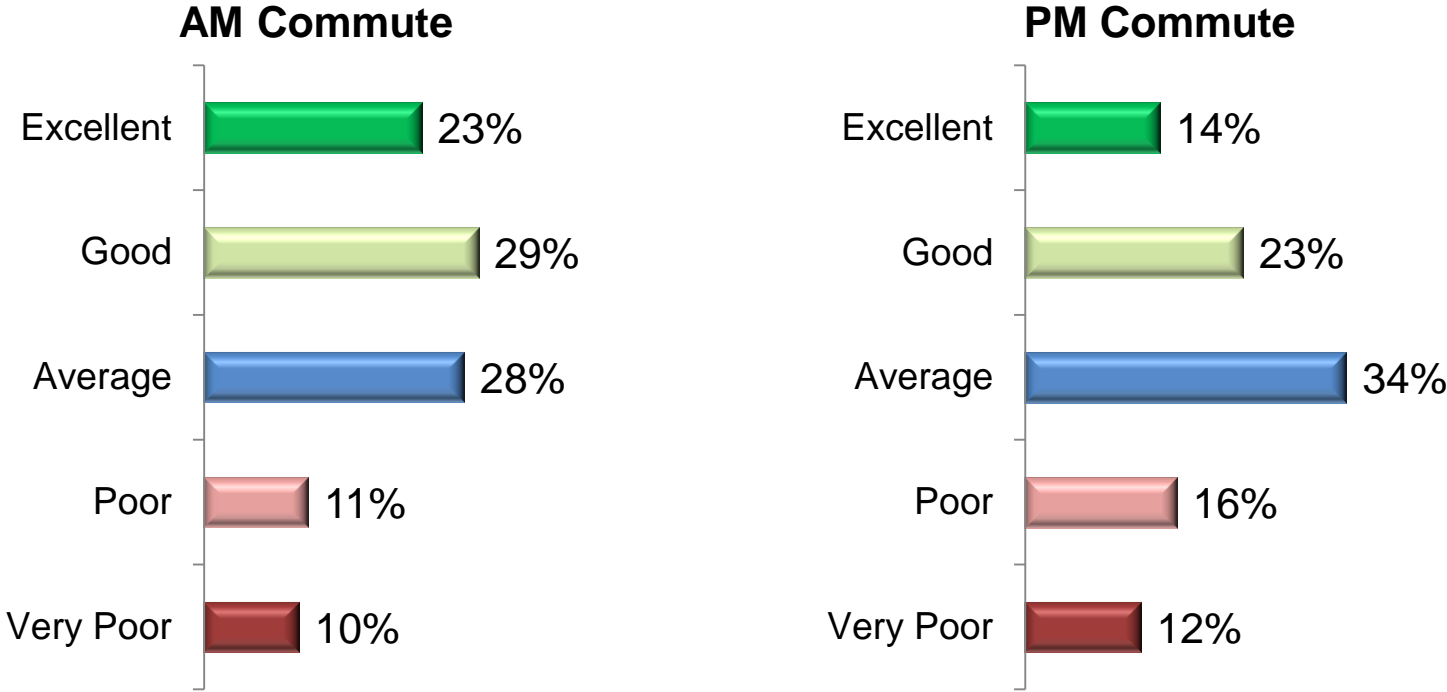
N = 753



* Question allows multiple responses. Sum will total more than 100%.

QuietRide Car: Infraction Enforcement

QuietRide Train Crew Enforcement Ratings



Mean: 3.45

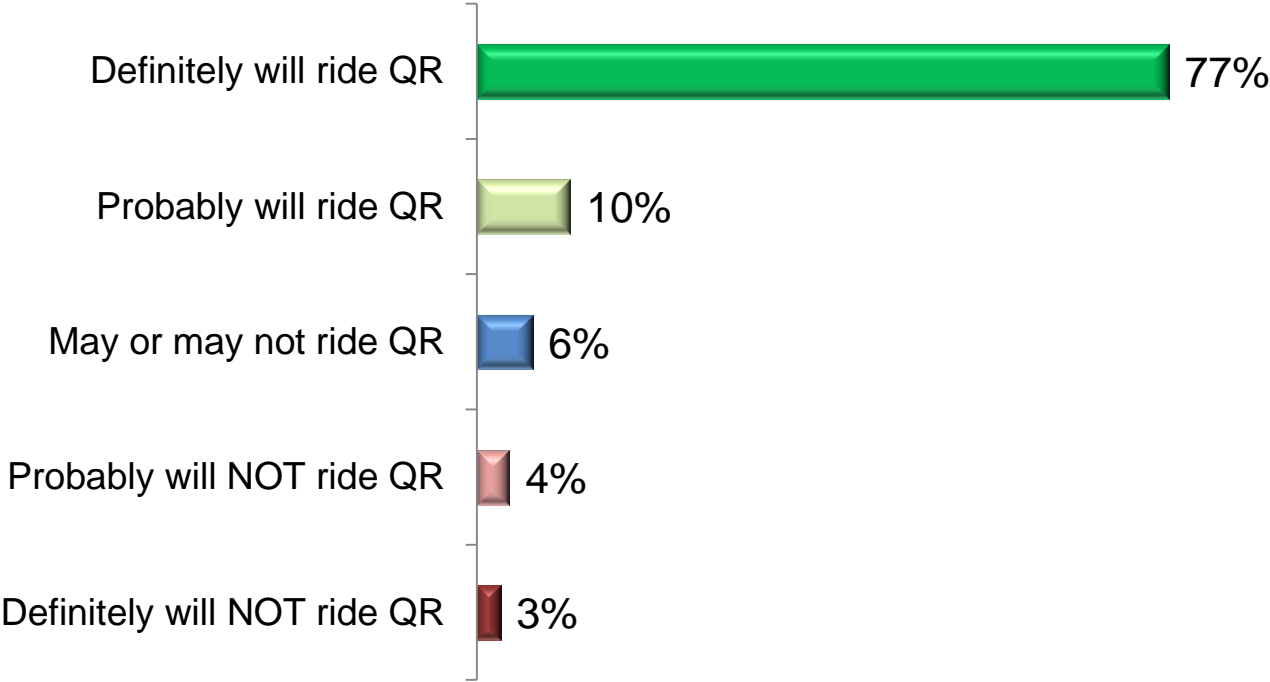
Mean: 3.10



N = 753

QuietRide Car: Likelihood to Ride in Future

Likelihood to Ride QR Car in Future



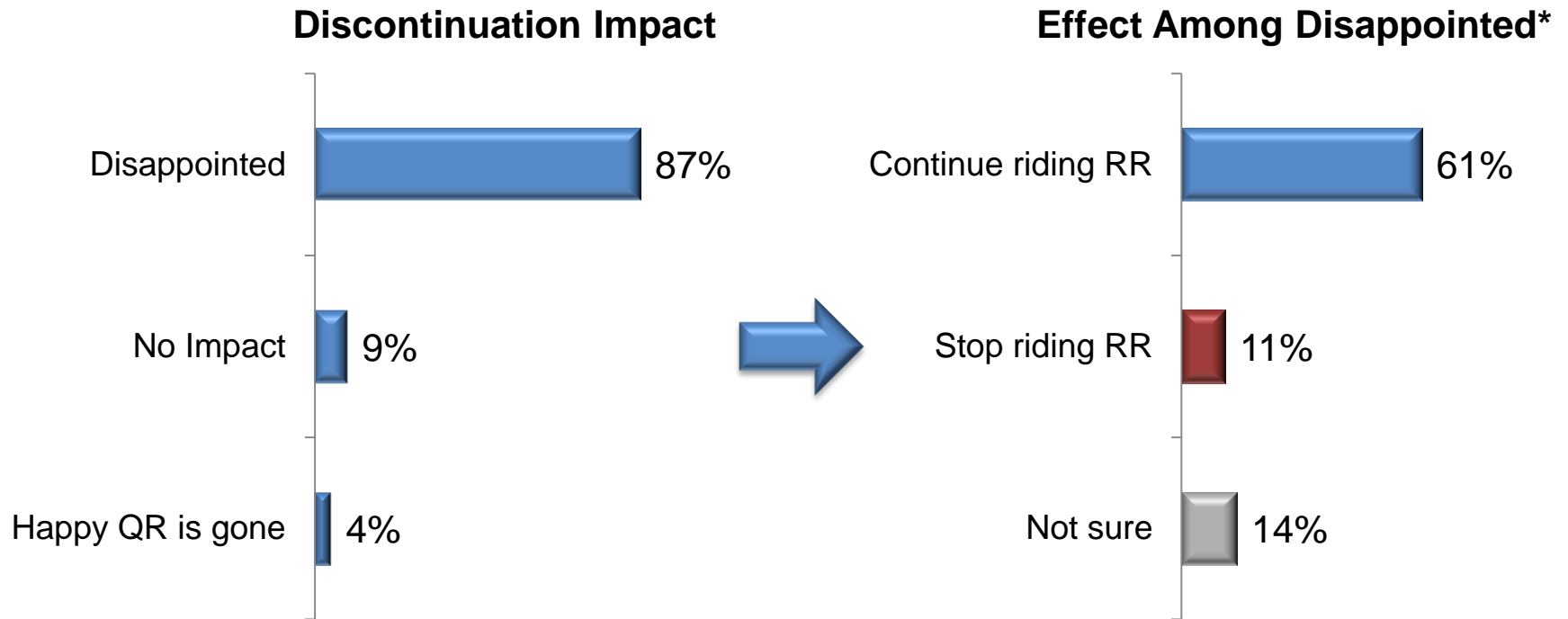
Mean: 4.56

N = 801



QuietRide Car: Impact of Hypothetical Discontinuation of QR

QuietRide Discontinuation Impact



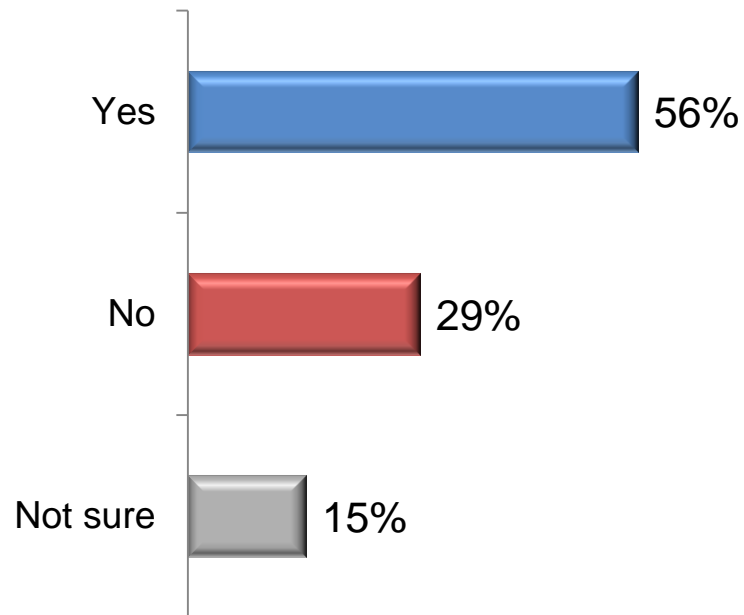
N = 801



* 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?



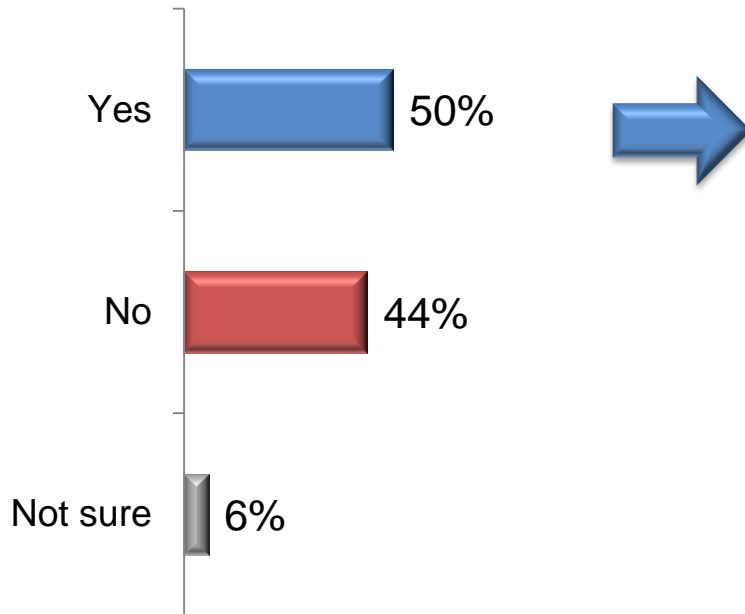
N = 753



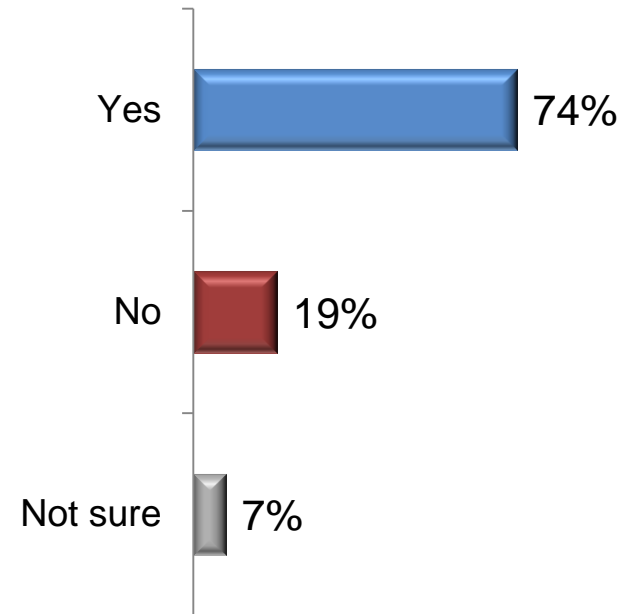
QuietRide Car: Not in Effect Announcement

Conductor Behavior When QR Not in Effect

Ever heard QR Car Not in Effect?



Explanation Provided?*



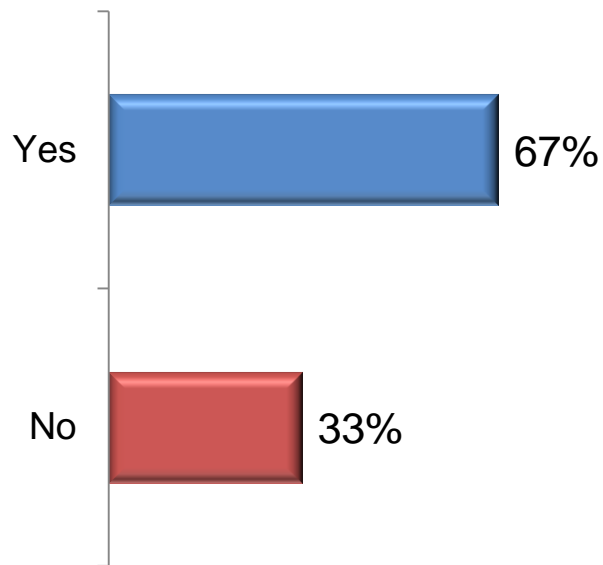
N = 753

N = 378

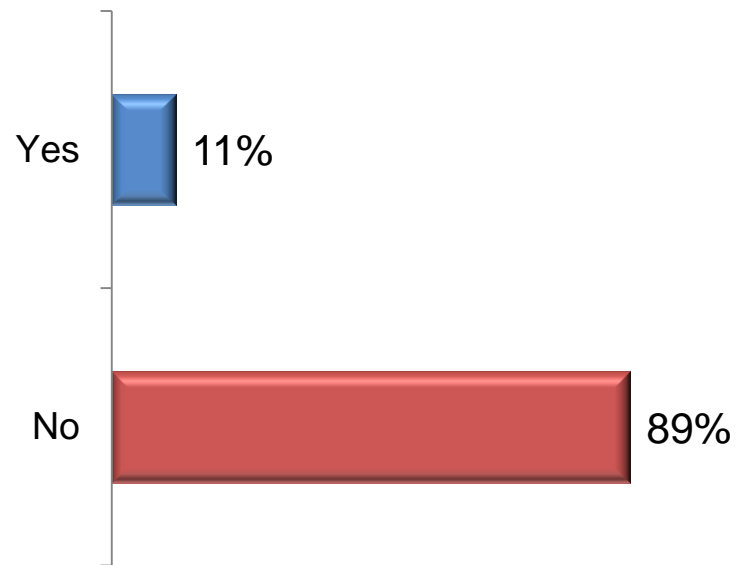
QuietRide Car: Conductor Enforcement Behavior

Conductor Enforcement Behavior

Seen Conductor Politely Admonish?



Seen "Shhh Card" Handed Out?



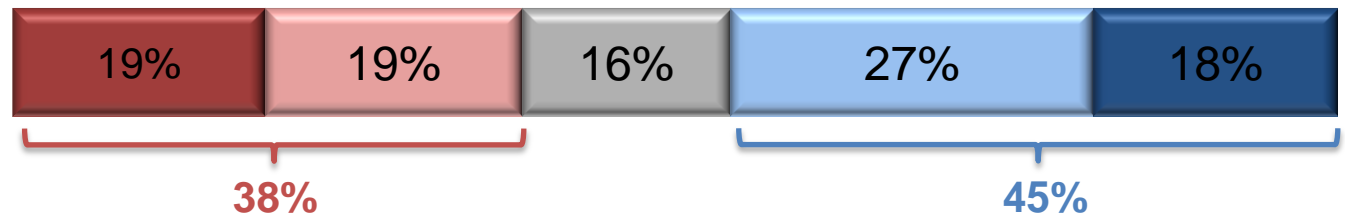
N = 753



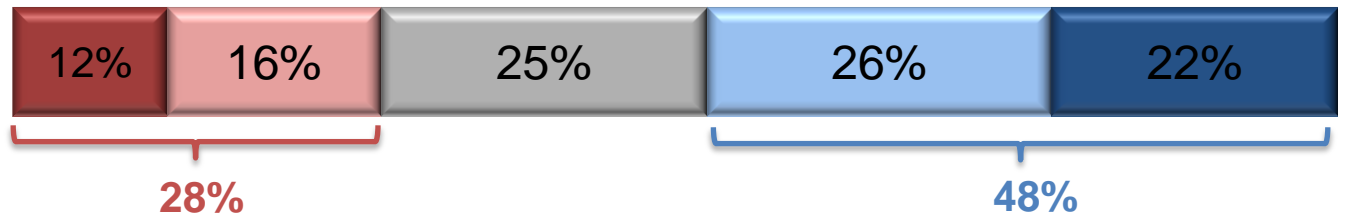
QuietRide Car: Statement Agreement

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

THANK YOU!

