Airport Travel Web Survey Report
2014

September 2014
Methodology

- The 2014 Airport Travel survey was conducted online.

- The link for the survey was posted:
  - On the SEPTA.org homepage in News & Events section
  - On SEPTA’s Facebook page
  - On [ISEPTAPHILLY.com](http://ISEPTAPHILLY.com)
  - In @SEPTA Alert tweets
  - In @SEPTA_SOCIAL Customer Service tweets

- Though these channels, 643 surveys were completed by SEPTA riders
SEPTA’s Airport Line is perceived as a great value for riders who gave it an average value rating of 4.21 on a scale of 5.

This score was much better than other airport travel options as taxi received a 2.36 average rating and daily parking received a 2.28.

Even among non-riders this pattern continues with SEPTA’s Airport Line rating a 4.02 and Taxi (2.42) and Daily parking (2.53) trailing by a considerable margin.

Airport Line riders feel that traveling to the airport on Regional Rail is convenient (70%), avoids traffic (55%) and is a good way to save money (54%). Fun (30%) and environmental concerns (24%) were also significant reasons.

Concerns about luggage on Regional Rail trains (41% of non-riders) was the most commonly mentioned barrier to ridership of the Airport Line. Concerns about lack of direct service (31%) and wait times (25%) also have an impact on decision making.

Respondents cited Trip Planning Info (25%), Fare Payment Options/Ticket Machines (17%), Reliability Data (12%) and Transfer Info (10%) as the most helpful information for making an informed decision on whether or not to use the Airport Line.
Detailed Findings
Value Propositions in Airport Travel Options (1 of 2)

Respondents felt strongly that SEPTA Regional Rail’s Airport Line provided the greatest value with an impressive 4.24 average score on a scale of 1 – 5…

SEPTA Regional Rail’s Airport Line (Mean = **4.21**)

- 2% Excellent
- 15% 4
- 29% 3
- 50% 2
- 6% 1

Taxi (Mean = 2.36)

- 26% Excellent
- 24% 4
- 41% 3
- 8% 2
- 2% 1

Daily Parking (Mean = 2.28)

- 28% Excellent
- 28% 4
- 35% 3
- 8% 2
- 2% 1

N = 643
Value Propositions in Airport Travel Options (2 of 2)

Given that the survey was dominated by Airport Line riders, it is useful to understand what Non-Riders think is most valuable. The good news is that even among Non-Riders, the Airport Line is perceived as the greatest value!

<table>
<thead>
<tr>
<th>Service</th>
<th>Riders N = 538</th>
<th>Non-Riders N = 105</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPTA's Airport Line</td>
<td>4.24</td>
<td>4.02</td>
</tr>
<tr>
<td>Taxi</td>
<td>2.35</td>
<td>2.42</td>
</tr>
<tr>
<td>Daily Parking</td>
<td>2.24</td>
<td>2.53</td>
</tr>
</tbody>
</table>
Reasons for Riding SEPTA’s Airport Line

Airport Line riders feel that traveling to PHL on Regional Rail is a convenient way to save money. Fun and environmental concerns were also significant reasons.

For what reasons do you ride SEPTA’s Airport Line?

- Convenience: 70%
- No traffic to worry about: 55%
- To save money: 54%
- Train travel is fun: 30%
- It's better for the environment: 24%
- Comfort: 15%
- To get to/from work: 12%
- Other: 8%

N = 538
Reasons for NOT Riding SEPTA’s Airport Line

Concerns about luggage on Regional Rail trains was the most commonly mentioned barrier to ridership of the Airport Line. Concerns about lack of direct service and wait times also have an impact on decision making.

Why don’t you ride SEPTA’s Airport Line?

- Carrying Luggage on RR is not fun: 41%
- No Direct Service to RR Stop: 31%
- Too Long Wait Time: 25%
- Prefer to drive: 18%
- Cash only: 14%
- Don’t live near a RR stop: 12%
- Cost: 11%
- Never travel to the airport: 10%
- Prefer taxis: 6%
- Other: 19%

N = 105
# Helpful Information When Deciding on Travel

<table>
<thead>
<tr>
<th>Information Needed to Make Informed Decision</th>
<th>Overall (%)</th>
<th>Riders (%)</th>
<th>Non-Riders (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Respondents</td>
<td>643</td>
<td>538</td>
<td>105</td>
</tr>
<tr>
<td>Trip Planning Info</td>
<td>25%</td>
<td>24%</td>
<td>31%</td>
</tr>
<tr>
<td>Fare- Payment Options- Ticket Machines</td>
<td>17%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Reliability- On Time Data</td>
<td>12%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Transfer Info</td>
<td>10%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Real Time Train Info- Delays</td>
<td>8%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Awareness- Signage in Airport</td>
<td>7%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>More Frequent Service</td>
<td>7%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Extend Service Hours</td>
<td>6%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Nothing</td>
<td>17%</td>
<td>16%</td>
<td>26%</td>
</tr>
</tbody>
</table>
Age Distribution of Respondents

The age of respondents to the Airport Travel survey skewed young, with 55% between the ages of 18 and 34.

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N = 643
THANK YOU!