Holiday Travel
Web Survey Report
2014

January 2015
Methodology

- The 2014 Holiday Travel survey was conducted online.

- The link for the survey was posted:
  - On SEPTA's Facebook page
  - On [ISEPTAPHILLY.com](http://ISEPTAPHILLY.com) and in @SEPTAPHILLY tweets
  - In @SEPTA Alert tweets
  - In @SEPTA_SOCIAL Customer Service tweets

- Though these channels, 233 surveys were completed by SEPTA riders
Key Findings

• 80% of respondents planned on taking SEPTA for leisure and shopping trips this holiday season
• Over half of those traveling for leisure planned to utilize Regional Rail and Market-Frankford Line for leisure trips and shopping travel
• Of those traveling for leisure, 82% planned on shopping in Center City
• 78% of respondents took at least one leisure or shopping trip using SEPTA this holiday season; 61% expected to make 3 or more leisure or shopping trips, and roughly a third (31%) planned to take 5 or more leisure trips
• 57% of respondents traveled outside SEPTA service area for the holidays
• The most common means of transport outside SEPTA service were car (60% of those leaving Philly area), Amtrak (24%), airline (22%) and NJ Transit (20%)
• 88% of respondents recommend SEPTA for holiday leisure travel
Detailed Findings
87% of respondents are aware that SEPTA provides service continuously through the holiday season and 80% will utilize SEPTA for leisure and shopping travel during this period.

- **Aware SEPTA operates service to all destinations over holiday season?**
  - Yes: 87%
  - No: 13%

- **Plan to use SEPTA for leisure travel/shopping during holiday season?**
  - Yes: 80%
  - No: 20%

N = 233
Holiday Travel: Leisure Travel Mode

The most popular holiday leisure travel modes are Regional Rail and the Market-Frankford Line. The most popular destination is Center City shopping.

**Leisure Travel /Shopping Mode**

- Regional Rail: 61%
- MFL: 56%
- City Bus: 43%
- BSL: 41%
- City Trolley: 22%
- Suburban Bus: 12%
- Suburban Trolley: 11%
- CCT: 1%

**Leisure Destination**

<table>
<thead>
<tr>
<th>Leisure Destination*</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping in Center City</td>
<td>82%</td>
</tr>
<tr>
<td>Visiting with friends/family</td>
<td>44%</td>
</tr>
<tr>
<td>Shopping in other area of city</td>
<td>40%</td>
</tr>
<tr>
<td>General holiday festivities</td>
<td>36%</td>
</tr>
<tr>
<td>30th Street Station</td>
<td>31%</td>
</tr>
<tr>
<td>Entertainment venues</td>
<td>30%</td>
</tr>
<tr>
<td>Shopping in the suburbs</td>
<td>26%</td>
</tr>
<tr>
<td>Theater</td>
<td>19%</td>
</tr>
<tr>
<td>Sporting events</td>
<td>14%</td>
</tr>
<tr>
<td>Airport</td>
<td>13%</td>
</tr>
<tr>
<td>Church, Temple, Mosque</td>
<td>11%</td>
</tr>
<tr>
<td>SEPTA Store</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>

N = 186**

* Percentages total more than 100% as this question allowed multiple answers
** Of those making leisure/shopping trips on SEPTA during holidays
Holiday Travel: # of Leisure Trips

78% of respondents will be taking at least one leisure or shopping trip using SEPTA this holiday season; 61% expect to make 3 or more leisure or shopping trips, and roughly a third (31%) planning to take 5 or more leisure trips.

How many non-work holiday trips on SEPTA this season?

- 5 or more: 31%
- 4 trips: 15%
- 3 trips: 15%
- 2 trips: 13%
- 1 trip: 4%
- No trips: 22%

N = 233
holiday travel: travel outside of philly region

57% of respondents will be traveling outside SEPTA service area for the holidays. The most common means of transport outside SEPTA service is car (60% of those leaving Philly area), Amtrak (24%), airline (22%) and NJ Transit (20%).

<table>
<thead>
<tr>
<th>Traveling outside Philly region?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>57%</td>
<td>43%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How will you be traveling?*</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>60%</td>
</tr>
<tr>
<td>Amtrak</td>
<td>24%</td>
</tr>
<tr>
<td>Commercial airline</td>
<td>22%</td>
</tr>
<tr>
<td>NJ Transit</td>
<td>20%</td>
</tr>
<tr>
<td>Commercial bus</td>
<td>8%</td>
</tr>
<tr>
<td>DART</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

N = 233

N = 132*

* Of those traveling outside Philadelphia region during holidays
88% of respondents would recommend SEPTA for holiday leisure travel.

Would you recommend SEPTA for discretionary trips to non-work activities during the holidays?

- Yes: 88%
- No: 12%

N = 233
Holiday Travel: Independence Pass

15% of respondents have interest in purchasing an Independence Pass for holiday leisure and shopping trips.

Likelihood to purchase Independence Pass for holiday travel

- Very Likely: 13%
- Somewhat Likely: 2%
- Not sure: 13%
- Somewhat Unlikely: 10%
- Very Unlikely: 62%

N = 118
Holiday Travel: Parking

39% of respondents are unaware that many regional Rail parking lots allow overnight parking.

Aware that you can park overnight at many SEPTA RR stations while staying in city?

- Yes: 61%
- No: 39%

N = 233
A majority (55%) of respondents are aware of the Pass Perks program, but only 12% have used their SEPTA pass to receive discounts through the program.

Aware that SEPTA Pass Perks program offers discounts at many businesses in the region?

- Yes: 55%
- No: 45%

Have you ever participated in Pass Perks program by receiving discount on purchase when showing your pass?

- Yes: 12%
- No: 88%

N = 233
Holiday Travel: Holiday Experience with SEPTA

Over half of respondents (55%) have an interest in SEPTA Transit Store shopping and 44% have ridden or seen a SEPTA holiday vehicle, with another 32% expressing an interest in riding one. Only 4% participated in Santa’s Express.

**Plan to shop at SEPTA Transit Store?**

- Yes: 55%
- No: 45%

**Did you ride/see SEPTA holiday vehicle?**

- Yes: 44%
- Not yet, but I hope to: 32%
- No: 24%

**Did you participate in Santa’s Express?**

- Yes: 4%
- No: 96%

Q14/Q15/Q17

N = 233
Holiday Travel: General Mode Utilization

Half of respondents use Regional Rail regularly, making it the most commonly utilized mode in this survey, followed by Market-Frankford Line (41%) and City Bus (39%). This differs from the actual distribution of our riders among modes, but is common for open web survey methodologies.

**SEPTA Mode Utilization***

- Regional Rail: 50%
- Market-Frankford El: 41%
- City Bus: 39%
- Broad Street Subway: 24%
- City Trolley: 18%
- Suburban Bus: 10%
- Suburban Trolley: 8%
- CCT: 1%
- Don't use SEPTA: 5%

* Percentages total more than 100% as this question allowed multiple answers

N = 233
Holiday Travel: Fare Payment Method

Over half (54%) of respondents use a SEPTA pass (Trans or Trail) most often for travel on the system.

SEPTA Fare Payment

- TransPass: 30%
- TrailPass: 24%
- Tokens: 20%
- Cash/Ticket: 15%
- Senior Pass/Ticket: 3%
- Cross County Pass: 2%
- Other: 5%
- Don't use SEPTA: 1%

N = 233
THANK YOU!