College Survey

- Web survey
- Promoted by SEPTA, YAC, CampusPhilly & local universities
- Unprecedented response for a SEPTA web survey:
  - 3,020 completed surveys
  - 2,824 of which were student riders
- Results summary focuses on rider responses
- In order to make web survey data more representative, we weighted the rider data by location and school proximity to Subway/El or Regional Rail transit
  - Weighting target percentages derived from Campus Philly student population statistics:
    - Locations- Center City, Outlying City, Suburban
    - Proximity to rail- walking distance to station or not
College Survey

College attended:

- Drexel: 16%
- Temple (N Philly): 15%
- UPENN: 11%
- Immaculata: 10%
- Cheyney: 8%
- Haverford: 7%
- Holy Family: 6%
- Penn State (Abington): 6%
- Bryn Mawr: 3%
- Swarthmore: 2%
- West Chester: 2%
- CCP: 1%
- Other: 12%
College Survey

SEPTA MODE TRAVELED

- Market-Frankford: 64%
- Regional Rail: 62%
- Broad Street: 50%
- City Bus: 42%
- City Trolleys: 27%
- Suburban Bus: 21%
- NHSL: 12%
- 101/102 Trolley: 7%
College Survey

Reasons for SEPTA Travel

- Class: 55%
- Work/Internship: 75%
- Entertainment in Center City: 58%
- Entertainment in Outer City: 47%
- Airport: 47%
- Stadium: 27%
- Entertainment in Suburbs: 25%
- NJ Transit (TTC): 24%
- PATCO (SNU): 16%
- PATCO (SNU): 9%
REASON FOR & FREQUENCY OF TRAVEL

Frequency of Travel

- Daily: 38%
- Weekly: 27%
- Monthly: 20%
- < Monthly: 15%

Travel Time of Day

- 4 AM - 6 AM: 11%
- 6 AM - 9 AM: 53%
- 9 AM - 12 PM: 57%
- 12 PM - 3 PM: 67%
- 3 PM - 6 PM: 77%
- 6 PM - Midnight: 71%
- Night Owl: 15%
College Survey

FARE INSTRUMENTS USED-
MULTIPLE RESPONSE

- Cash: 65%
- Token: 58%
- Transfer: 19%
- 1 Day Independence: 14%
- Monthly TransPass: 11%
- Weekly TransPass: 11%
- Monthly TrailPass: 10%
- Weekly TrailPass: 9%
- Semester U-Pass: 6%
- 1 Day Convenience: 4%
- RR tickets (1 way/Roundtrip): 2%
College Survey

School Provide SEPTA Tokens/Tickets?

- Yes: 59%
- No: 26%
- Not Sure: 15%

Do You Purchase From Your School?
(Among Students Whose Schools Sell Fares)

- Yes, Always: 16%
- Yes, Sometimes: 49%
- No: 35%
College Survey

UBER/LYFT USAGE

**Ever Used Rideshare App**
- 64% Yes
- 36% No

**Usage Frequency**
- Occasionally: 44%
- Frequently: 19%
- Daily: 1%
College Survey

REASONS FOR UBER/LYFT TRAVEL

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment in CC</td>
<td>38%</td>
</tr>
<tr>
<td>Entertainment in Outer City</td>
<td>27%</td>
</tr>
<tr>
<td>Airport</td>
<td>16%</td>
</tr>
<tr>
<td>Entertainment in Suburbs</td>
<td>14%</td>
</tr>
<tr>
<td>30th Street (Bus/Amtrak)</td>
<td>13%</td>
</tr>
<tr>
<td>Work/Internship</td>
<td>12%</td>
</tr>
<tr>
<td>Commuting to Class</td>
<td>9%</td>
</tr>
<tr>
<td>Stadium</td>
<td>9%</td>
</tr>
<tr>
<td>Travel to SEPTA Stop</td>
<td>8%</td>
</tr>
<tr>
<td>NJ Transit (TTC)</td>
<td>1%</td>
</tr>
</tbody>
</table>
On a scale of 1 – 10, with 10 being “strongly Agree” and 1 being “Strongly Disagree”, please rate your level of agreement with the following statements:

- Environmental Issues are very important to me: 6.81
- Riding SEPTA is a great way to reduce my carbon footprint: 6.78
College Survey

ACADEMIC CLASSIFICATION

Undergraduate

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Year</td>
<td>20%</td>
</tr>
<tr>
<td>2nd Year</td>
<td>23%</td>
</tr>
<tr>
<td>3rd Year</td>
<td>25%</td>
</tr>
<tr>
<td>4th Year</td>
<td>17%</td>
</tr>
<tr>
<td>5th Year</td>
<td>4%</td>
</tr>
<tr>
<td>Grad-1st Year</td>
<td>5%</td>
</tr>
<tr>
<td>Grad-2nd Year</td>
<td>3%</td>
</tr>
<tr>
<td>Other Grad</td>
<td>2%</td>
</tr>
</tbody>
</table>
College Survey

DEMOGRAPHICS

**Gender**
- Male: 67%
- Female: 31%
- Prefer not answer: 2%

**Age**
- 19 or under: 28%
- 20 - 24: 60%
- 25 - 29: 6%
- 30 or over: 5%
- Prefer not answer: 2%
THANK YOU!