The 2015 Pass Perks survey was conducted online.

The survey was promoted using the following channels:

o On SEPTA.org Customer Service Survey page:

o On Facebook:
  • SEPTA’s Facebook page
  • Pass Perks Facebook page

o On Twitter:
  • @SEPTAPHILLY
  • @SEPTA
  • @SEPTA_SOCIAL

Though these channels, 830 surveys were completed by SEPTA riders, up from 249 completed surveys for Pass Perks 2014 survey

o Increase due to incentive offered→ entry into drawing for 10 SEPTA t-shirts
Pass Perks Survey 2015

SEPTA MODE TRAVELED*

*Multiple responses allowed
Pass Perks Survey 2015

FARE INSTRUMENT MOST FREQUENTLY USED

Monthly TrailPass: 27%
Tokens: 21%
Monthly TransPass: 18%
Cash: 11%
Weekly TransPass: 10%
Weekly TrailPass: 6%
1 Day Independence: 5%
Senior Pass: 1%
Cross County Pass: 0%
Pass Perks Survey 2015

AWARENESS & PARTICIPATION

Aware of Pass Perks?

- Yes: 37% (2014) vs 51% (2015)
- No: 63% (2015)

Participated in Pass Perks?
(New question in 2015)

- Yes: 90%
- No: 10%
Pass Perks Survey 2015

COMFORT WITH PROCESS

Comfort with Showing Pass at Point of Sale
(Scale of 1 – 5)

2014 (Mean = 4.39)

5% 4%
1% 13%
18% 65%
83%

2015 (Mean = 4.34)

6% 3%
3% 13%
19% 62%
81%
Pass Perks Survey 2015

IMPACT ON PURCHASE INTENT & FREQUENCY

What Impact Would Pass Perks Have on Your Decision Whether or Not to Purchase an Item of Interest?

Pass Perks Impact on Purchase Intent (Mean = 4.11)

- 1% - Definitely Would
- 2% - Probably Would
- 20% - Might/Might Not
- 42% - Probably Would Not
- 36% - Definitely Would Not

51%
78%
78%

What Impact Would Pass Perks Have on Your Purchase Frequency of an Item of Interest?

Pass Perks Impact on Purchase Frequency (Mean = 4.03)

- 1% - Greatly Increase
- 2% - Somewhat Increase
- 20% - No Impact
- 51% - Somewhat Decrease
- 27% - Greatly Decrease
Interest in Potential New Vendor
(Scale of 1 – 5)

- Wawa: 4.70
- Dunkin Donuts: 4.22
- Federal Donuts: 3.58
- Di Bruno Brothers: 3.52
- Chickie's & Pete's: 3.47
- Ritz Theatre(s): 3.46
- Tower Theater: 3.40
- Iron Hill Brewery: 3.27
- Pat's Steaks: 3.16
- Saxby's Coffee: 3.14
- Sixers: 3.00
Pass Perks Survey 2015

DEMOGRAPHICS

Age of Respondents

- 18 to 24: 31.6%
- 25 to 34: 48.8%
- 35 to 44: 9.0%
- 45 to 54: 4.1%
- 55 to 64: 4.0%
- 65 to 74: 0.8%
- 75 or older: 0.2%
- Prefer not to answer: 1.5%

Total: 80.4%
THANK YOU!...