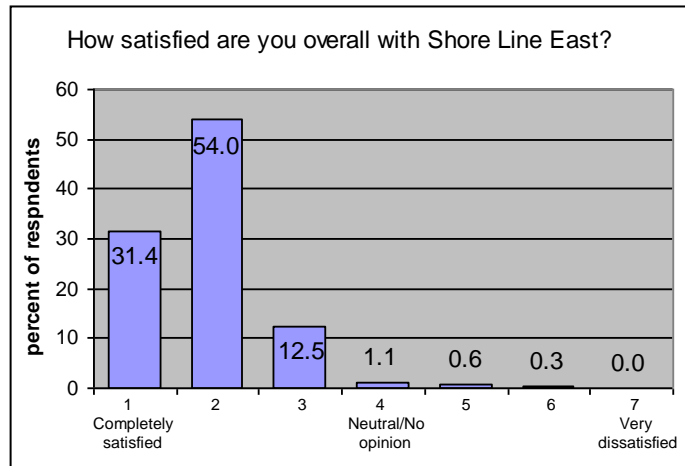
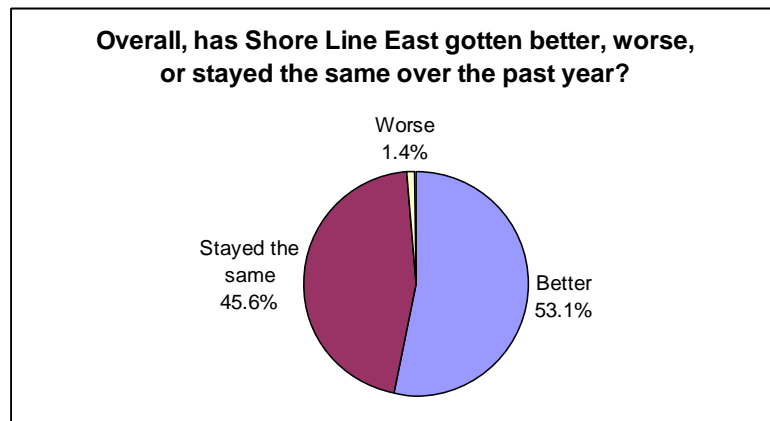


Executive Summary

Shore Line East has an excellent—and improving—reputation among its riders. As the chart at right shows, the share of riders who are overall dissatisfied with the railroad is virtually negligible. In contrast, almost one-third of riders (31.4 percent) give Shore Line East the highest possible rating, “1—Completely satisfied.”



The average rating on the 1 to 7 scale for overall satisfaction was a 1.87. This is an improved rating from the previous Shore Line East passenger survey in 2008, for which the comparable score for overall satisfaction was 2.06. This finding is also consistent with the 53 percent of Shore Line East travelers who consider the service to have improved over the past year. This is almost 40 times the share of respondents who believe the railroad has gotten worse.



The survey results also show that overall satisfaction with the railroad went up in the past year for all but two of the more than 40 sub-groups considered. Compared to the 2008 survey results, the rate of overall satisfaction dropped only among the small group of travelers on the 6:12 AM train, and among those who have been riding Shore Line East for less than one year.

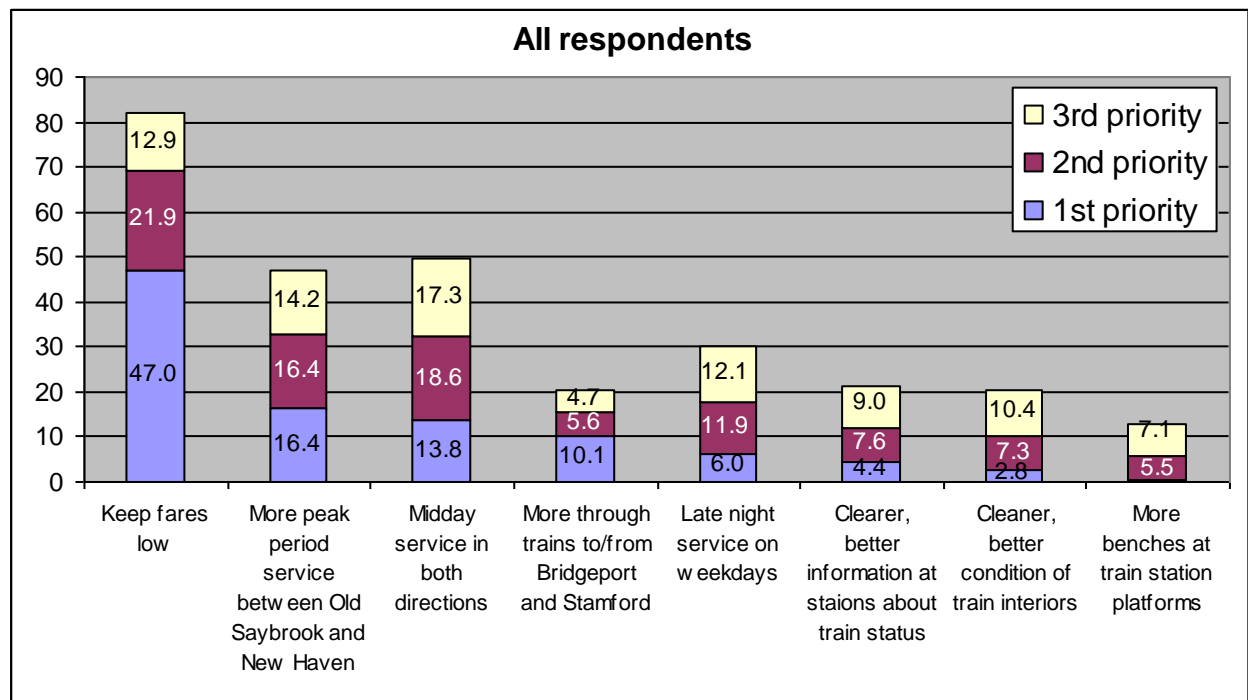
The positive image of Shore Line East among its riders is also evident in the overwhelming support for the following statements:

	<u>Agree</u>	<u>Disagree</u>	<u>Average of 1 to 7 rating</u>
I would recommend Shore Line East to a friend	97.6%	0.8%	1.38
Shore Line East is a good value for the money	94.5%	1.6%	1.60
I can easily read or work while on-board Shore Line East	92.1%	3.2%	1.71

In fact, most respondents agree *strongly* with each of the above three statements.

The survey also asked riders to rate their level of satisfaction with each of 29 individual attributes of Shore Line East service. On *every* attribute, the number of satisfied riders far exceeded the number who were dissatisfied. A statistical regression analysis also shows that riders are *most* satisfied with the attributes that are most important in their assessment of overall railroad quality. Available seating, professionalism of the on-board staff, the on-time performance and schedule of the morning trains, and the personal safety at the stations and parking lots were among the attributes ranking highest in terms of both importance and satisfaction. The on-time performance of the afternoon trains, and the condition of the platform, shelters and grounds of the afternoon boarding station were the only attributes that ranked above average in importance, but below average in terms of satisfaction.

Finally, the survey asked respondents to identify and rank their top three preferences among eight defined future Shore Line East scenarios. The most popular scenario was “keep fares low,” chosen among the top three priorities by 81.9 percent of respondents. (The comparable rate in 2008 was only 71.5 percent of respondents.) The full list of preferences from the 2009 survey—ranked according to the frequency of “1st priority” responses--appears in the chart below.



The survey occurred on Tuesday, May 19. Survey staff distributed questionnaires to all passengers boarding the seven morning westbound trains between Old Saybrook and Branford. The staff also intercepted travelers with Shore Line East monthly passes waiting at New London or Old Saybrook to board a morning westbound Amtrak train. The survey generated 630 useable responses, and accounted for 65.0 percent of total boardings on the sampled Shore Line East trains.