



New Jersey Transit South Jersey Bus Survey

October 2009



The Delaware Valley Regional Planning Commission is dedicated to uniting the region's elected officials, planning professionals and the public with the common vision of making a great region even greater. Shaping the way we live, work and play, DVRPC builds consensus on improving transportation, promoting smart growth, protecting the environment, and enhancing the economy. We serve a diverse region of nine counties: Bucks, Chester, Delaware, Montgomery and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester and Mercer in New Jersey. DVRPC is the official Metropolitan Planning Organization for the Greater Philadelphia Region — leading the way to a better future.

Our logo is adapted from the official DVRPC seal, and is designed as a stylized image of the Delaware Valley. The outer ring symbolizes the region as a whole, while the diagonal bar signifies the Delaware River. The two adjoining crescents represent the Commonwealth of Pennsylvania and the State of New Jersey.

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Executive Summary

The New Jersey Transit (NJT) South Jersey Bus Survey was conducted November 14th, 16th, 21st, and 23rd, 2008 on the NJ Transit Interstate Routes 400, 401, 402, 408, 410 and 412 in NJT's southern division. Mailback surveys were distributed on board inbound buses to Philadelphia, PA to gather information regarding passenger demographics, satisfaction, travel means, and to determine frequency and purpose of use. Although mailback surveys were used, due to the length of the bus routes surveyed, riders were encouraged to complete the survey on board and return them to the surveyor upon exiting the bus.

Surveyors distributed 2,028 mailback surveys during this study. This represented approximately 77 percent of total observed boards. There were 1,077 useable surveys received, approximately 53 percent of surveys distributed were returned. On the days surveyed 2,641 observed riders boarded a bus, and 41 percent of these total observed boards returned a useable survey. The returned surveys were then entered using SurveyMonkey, an online survey service. The entered surveys were then cleaned and analyzed. NJ Transit, for whom this work was completed, required that the results be weighted by bus route by time of day; A.M. Peak, Off Peak, or P.M. Peak.

The first chapter of this report outlines the method and conduct of this survey. The second chapter provides summary results and a route-by-route comparison of selected questions.

Survey Conduct

Introduction

In fiscal 2007, New Jersey Transit (NJT) sought to update bus transit surveys which had been completed a number of years earlier. NJT requested, through DVRPC's Regional Transit Advisory Committee, a comprehensive series of bus route and station area surveys to update the data in the DVRPC region. NJ Transit also assisted in the design and conduct of these surveys, as well as provided technical assistance in processing the results. The first of these surveys, the NJ Transit Rail Customer Survey, was conducted at Trenton and Hamilton rail stations during Spring 2008.

The second of these requested surveys, with more planned for Mercer and Camden counties in New Jersey, was carried out on November 14th, 16th, 21st, and 23rd, 2008 on the New Jersey Transit Interstate Routes 400, 401, 402, 408, 410 and 412 in NJ Transit's southern division. This study used mailback surveys distributed on board inbound buses to Philadelphia to gather information regarding passenger demographics, satisfaction, travel means, and determine frequency and purpose of use. Due to the length of these bus routes, passengers were encouraged to complete the survey on board and hand them back to the surveyor.

NJT requested these surveys so as to gather data about the riders on their rail and bus lines. Since the last survey of these bus routes was completed in 1990, NJT wanted to get reacquainted with their riders. From these surveys, an updated demographic profile of their rail and bus services will be created. Also, these surveys are important in that they will be used to update and enhance NJ Transit's travel model. In particular, this survey will be used for the Delaware River Port Authority's (DRPA) rail extension studies.

Route Description

Each of the Routes is an interstate Route terminating in Philadelphia Pennsylvania. Routes 400, 402 and 412 begin their runs in Gloucester County, New Jersey. Route 401 begins its run in Salem County, NJ, and Routes 408 and

410 begin their runs in Cumberland County, NJ. All six routes stop at the Walter Rand Transportation Center in Camden, NJ which has connections with the NJ Transit RiverLINE and the PATCO Hi Speedline. The surveyed routes are shown below in Figure 1.

NJ Transit Route 400, represented by the green line in Figure 1, begins its route in Sicklerville, Gloucester County, NJ and serves the following locations: Sicklerville, Avandale Park & Ride, Williamstown, Turnersville, Lakewood, Blackwood, Camden County College, Pennco Tech, Deptford Mall, Runnemedede, Bellmawr, Mt. Ephraim, Audubon Park, Camden, and Philadelphia, PA.

NJ Transit Route 401, represented by the maroon line in Figure 1, begins its route in Salem City, Salem County, NJ and serves the following municipalities: Salem, Woodstown, Swedesboro, Woodbury, Westville, Brooklawn, Gloucester City, Camden, and Philadelphia, PA.

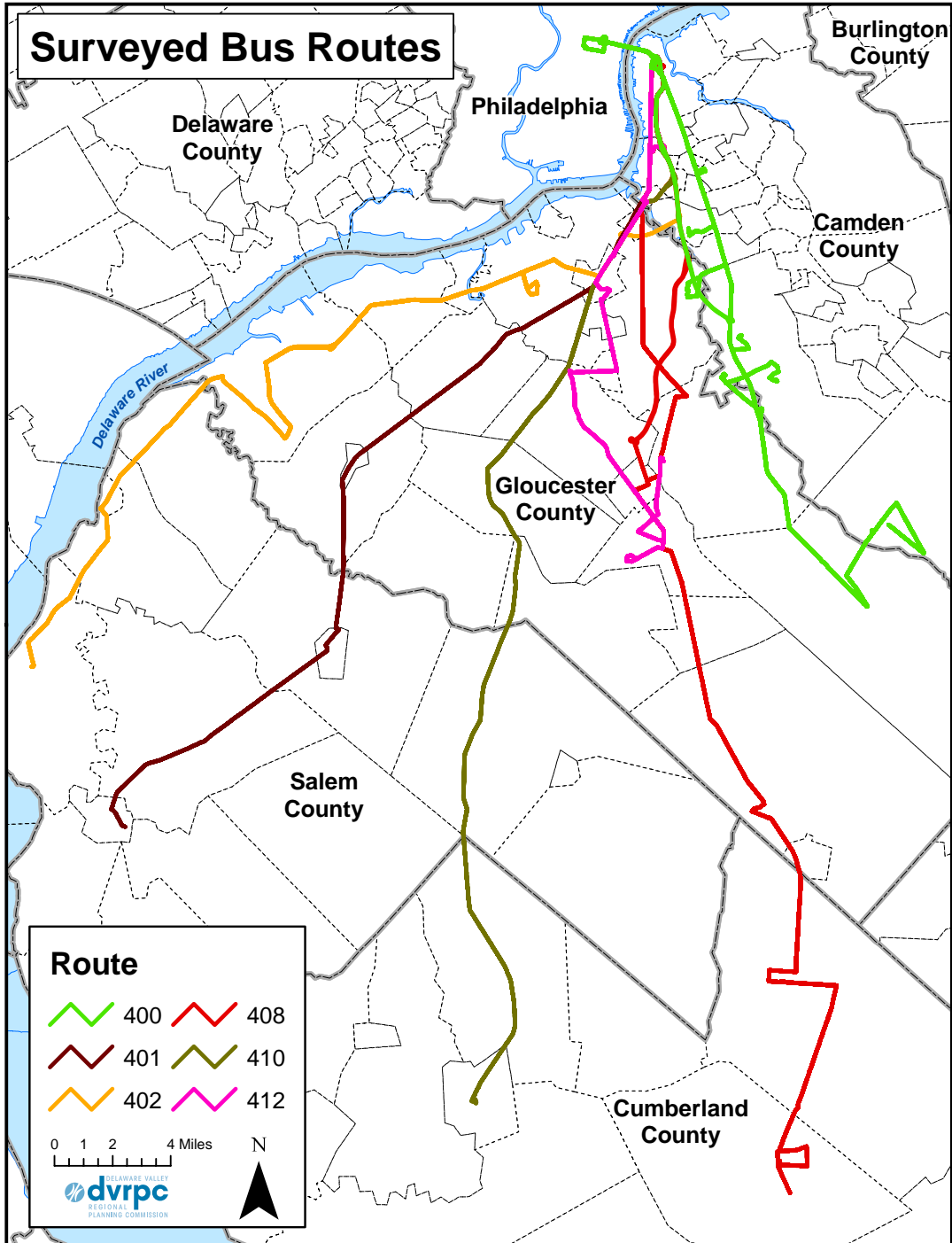
NJ Transit Route 402, represented by the orange line in Figure 1, begins its route in Pennsville, Gloucester County, NJ and serves the following locations: Pennsville, Penns Grove, Logan Township, Purelands Industrial Complex, Beckett, Gibbstown, Paulsboro, West Deptford, Woodbury, Westville, Brooklawn, Gloucester City, Camden, and Philadelphia, PA.

NJ Transit Route 408, represented by the red line in Figure 1, begins its route in Millville, Cumberland County, NJ and serves the following locations: Millville, Vineland, Newfield, Franklinville, Clayton, Glassboro, Pitman, New Sharon, Deptford, Westville, Gloucester, Camden, and Philadelphia, PA.

NJ Transit Route 410, represented by the olive line in Figure 1, begins its route in Bridgeton, Cumberland County, NJ and serves the following locations: Bridgeton, Upper Deerfield, Shirley, Pittsgrove, Mullica Hill, Mantua, Woodbury, Camden, and Philadelphia, PA.

NJ Transit Route 412, represented by the pink line in Figure 1, begins its route in Sewell, Gloucester County, NJ and serves the following locations: Sewell, Glassboro, Elsmere, Pitman, Barnsboro, Mantua, Wenonah, Woodbury, Woodbury Heights, Westville, Gloucester City, Camden, and Philadelphia, PA.

Figure 1: South Jersey Bus Routes



Survey Method

The goal of this study was to survey the entire bus route heading inbound to Philadelphia, and not just a particular stop or segment. This required a surveyor to be on board inbound runs distributing surveys. As only inbound runs were surveyed, the last location a rider could receive a survey was the Walter Rand Transportation Center in Camden, NJ.

For this survey, penetration can be defined in one of two ways. This first way, as Table 1 displays, is by the number of inbound runs surveyed. Using the number of daily inbound runs for a given route to determine sample size helps to ensure an adequate sample of riders is captured; the assumption being that, if you sample 38 percent of a particular routes inbound runs, as was done with NJ Transit bus Route 400, then you will sample approximately 38 percent of that routes inbound riders. NJ Transit, for whom this work was done, required that one third of inbound runs be sampled. It was possible, however, to capture significantly more than the requested one third, as Table 1 demonstrates.

Table 1: Survey Penetration Based on Runs Surveyed

Route	Total Inbound Runs	Inbound Runs Surveyed	Penetration
400	63	24	38%
401	12	10	83%
402	13	7	54%
408	18	10	56%
410	18	10	56%
412	19	10	53%
TOTAL	143	71	49%

Source: 2009 DVRPC

The second way to define survey penetration is by the number of surveys distributed. Penetration is defined as the number of distributed surveys divided by the number of boards. Whereas the number of runs sampled can tell us how many runs a surveyor was on board distributing surveys, this definition can tell us how many surveys actually made it into the hands of an actual rider. Table 2 highlights the survey penetration by the approximate rider boards on these runs. This is a measure of how many riders actually received a survey on the given runs sampled of a particular route.

Table 2: Survey Penetration Based on Boards Surveyed

Route	Inbound Boards	Surveys Distributed	Penetration
400	973	643	66%
401	373	289	78%
402	213	188	88%
408	427	359	84%
410	284	233	82%
412	371	316	85%
TOTAL	2,641	2,028	77%

Source: 2009 DVRPC

Table 3 details the surveys distributed and returned for each route and that route's corresponding return and participation rates. Return rate can be defined as the number of surveys returned divided by the number of surveys distributed. Whereas penetration is a measure of the reach of the survey – how many riders received a survey, participation measures the number of riders actually participating in the survey, and is defined as the number of returned surveys divided by the inbound boards.

On the Route 400 for example, 312 out of 643 surveys were returned, for a rate of 49 percent. In terms of participation, 312 riders returned a useable survey out of approximately 973 total observed inbound riders, or approximately 32 percent of inbound riders participated in the survey.

Table 3: Survey Participation

Route	Surveys Distributed	Surveys Returned	Return Rate	Participation Rate
400	643	312	49%	32%
401	289	130	45%	35%
402	188	116	62%	54%
408	359	232	65%	54%
410	233	123	53%	43%
412	316	164	52%	44%
TOTAL	2,028	1,077	53%	41%

Source: 2009 DVRPC

Data Entry and Summarization

Completed surveys were forwarded to DVRPC for entry and analysis. A total of 1,077 useable surveys, approximately 41 percent of inbound boards, from the six Routes were collected and then entered via SurveyMonkey – an online survey service. This service was used to enter the collected surveys manually. SurveyMonkey was chosen as a collection/data entry method/service due to its ease of use and ability to have multiple staff entering data simultaneously on the same data base. Another benefit was that it allows a live summary of the data as it is being entered.

Figure 2: SurveyMonkey Entry Form

NJ Transit S. Jersey Bus Survey

1. Main Section

1. what is the survey number?
add number here.

2. On what bus route did you receive this survey?
Route #

3. What time did you board this bus?
HH MM AM/PM
(Please specify time and choose AM or PM) : -

4. The place you have come from is...(please choose one)

Home Medical/Dental
 Work Personal Business
 School(K-12) Social/Recreational
 Technical, College or University Other
 Shopping

5. What is the address of the place you have come from?
Street address OR Intersection
City/town, state and Zip code

6. How did you get to this bus?
(Choose primary method only)

Walked
 Drove a car

The surveys were entered manually using SurveyMonkey's online data entry form, which replicated the paper survey to ease entry. A unique number was assigned to every survey, and that number was used as a unique identifier for each entered survey, thus preventing duplicate entries. After all of the surveys had been entered, the data was downloaded as an excel spreadsheet for cleaning and analysis.

Source: 2008 www.surveymonkey.com

Survey data needed to be reviewed for errors and completeness. This was done to ensure the quality of the data set. Entries were reviewed for consistency: spelling errors, entry errors, completeness of data, and to remove nonsensical responses. When a clean data set was finally arrived at, it was summarized at the Route level and then by time of day.

Each survey asked for the time of day - hour, minute, and A.M. or P.M. - the rider boarded the bus, and all entered surveys were coded to one of three time periods for the day. Time of ridership was determined and then coded into the data. Surveys were coded as: A.M. Peak if they boarded the bus between 6 and 9 A.M.; Off Peak if they boarded between 9 A.M. and 3 P.M.; P.M. Peak if they boarded between 3 and 6 P.M. Any surveys that had a time before the A.M. Peak and after the P.M. Peak were also coded as Off Peak, as were any surveys that did not have a time entered.

NJ Transit, for whom this work was completed, required that the data then be weighted by time of day. Weighting the data adjusts for differences between the sample size and the actual ridership, permitting comparison with, and abstraction to the data universe. The survey data needed to be weighted by the time of day – A.M. Peak, Off Peak, and P.M. Peak.

Weights were determined by bus route average ridership per time period. Farebox data was requested and obtained for a two week period corresponding to the dates of the survey – Tuesday, Wednesday, and Thursday for two consecutive weeks – for each of the bus routes surveyed: Routes 400, 401, 402, 408, 410, and 412. Total ridership was determined for each bus route for Off Peak, A.M. Peak, and P.M. Peak, for both inbound and outbound runs. This total ridership by time period was then averaged to determine normal, or expected, ridership per time period per bus route. Weights were determined by dividing the normalized ridership totals per time period by the total entered surveys per time period.

The smaller a weight is, the larger the sample size is, and conversely, the larger a weight is the smaller the sample size. A weight can never be less than one, as this would indicate that there were more surveys returned than there are people in the population. Table 4, Survey Weights, details the weighting for each route. Please note that there is no P.M. Peak Weight for the Route 402, as there were no surveys distributed or collected during the P.M. Peak on that route.

Table 4: Survey Weights

Route	A.M. Peak Weight	Off Peak Weight	P.M. Peak Weight
400	5.33	5.33	10.91
401	1.06	4.05	3.31
402	1.04	3.16	0
408	1.10	4.77	6.34
410	4.58	4.34	5.82
412	4.07	3.93	2.53

Source: 2009 DVRPC

Weighting can be used to gauge participation in a survey. On the Route 401 for example, the A.M. Peak Weight is 1.06, indicating that nearly all inbound riders for the 401 on the days surveyed, returned a useable survey. Weighting can also be seen as the ratio of riders to returned surveys. Using the Route 401 as an example, a ratio of 1.06 to one exists; for every 1.06 riders, one useable survey was returned during the A.M. Peak.

Survey Summary

Route by Route Summary

This section is a summary of the weighted results from the 2008 New Jersey Transit South Jersey Bus Survey. Respondents were asked a series of questions including trip purpose, destination, means of travel to and from the bus Route, and certain demographic questions such as race and age. Selected questions from the survey are summarized below in both graphical and written means. Each selected question is a Route by Route comparison and summary of the responses.

Due to rounding, percentages may not add exactly to 100 percent.

Table 5: What time did you board this bus?

Route Answer Options	Response Count												Total	Percent
	400		401		402		408		410		412			
		%		%		%		%		%		%		
A.M. Peak	465	19	51	14	69	30	133	19	110	19	106	18	933	19
Off Peak	1,443	60	255	69	158	70	420	60	356	63	381	65	3,013	62
P.M. Peak	513	21	63	17	0	0	146	21	99	18	104	18	924	19
Total	2,420		369		227		699		565		591		4,870	

Source: 2009 DVRPC

- ▶ Estimated riders boarding the bus in the A.M. Peak (6 A.M. to 9 A.M.) accounted for a 19 percent share, with 933 indicating A.M. Peak.
- ▶ Estimated Off Peak riders, and estimated riders boarding the bus during times other than the A.M. Peak or P.M. Peak, accounted for a 62 percent share, with 3,013 indicating that they boarded during these times.
- ▶ Estimated riders boarding the bus in the P.M. Peak (4 P.M. to 6 P.M.) accounted for a 19 percent share of, with 924 indicating this time period.

Table 6: The place you have come from is....

Route Answer Options	Response Count												Total	Percent
	400		401		402		408		410		412			
		%		%		%		%		%		%		
Home	1,466	61	263	71	186	82	485	69	389	69	288	49	3,077	63
Work	435	18	33	9	27	12	108	15	79	14	106	18	788	16
School(K-12)	51	2	5	1	0	0	7	1	0	0	12	2	76	2
Technical School, College or University	86	4	4	1	0	0	13	2	10	2	37	6	150	3
Shopping	110	5	0	0	3	1	11	2	6	1	16	3	145	3
Medical/Dental	24	1	11	3	0	0	5	1	10	2	4	1	54	1
Personal Business	80	3	20	5	3	1	32	5	35	6	81	14	251	5
Social/Recreational	41	2	4	1	1	0	0	0	4	1	12	2	62	1
Other	112	5	26	7	6	3	39	6	28	5	34	6	245	5
Answered Question	2,406		365		227		699		561		589		4,848	100
Skipped Question	14		4		0		0		4		1		22	0

Source: 2009 DVRPC

- ▶ The vast majority of estimated riders began this trip from home. There were 3,077 estimated riders beginning this trip from home. Work was the second most popular choice, with 788 estimated riders indicating they began this trip from work.
- ▶ Personal business was the third most popular choice with five percent of estimated riders answering this way.
- ▶ The least popular responses were Medical/Dental, with 54 estimated riders, and Social/Recreational also with 62 estimated riders. Each of these options accounted for a one percent share of estimated riders.

Table 7: How did you get to this bus?

Route Answer Options	Response Count												Total	Percent
	400	401	402	408	410	412	%	%	%	%	%	%		
Walked	2,062	85	321	87	180	79	527	75	460	81	509	86	4,059	83
Drove a car	133	5	15	4	20	9	38	5	40	7	20	3	266	5
Carpooled/dropped off	33	1	12	3	11	5	45	6	24	4	11	2	134	3
River Line	11	0	0	0	0	0	5	1	0	0	3	0	18	0
Bike	32	1	0	0	6	3	24	3	9	2	4	1	75	2
Taxi	0	0	0	0	0	0	1	0	0	0	0	0	1	0
Another Bus	140	6	12	3	7	3	41	6	23	4	37	6	261	5
NJT Train	0	0	4	1	0	0	5	1	4	1	0	0	13	0
SEPTA	0	0	0	0	0	0	0	0	0	0	3	0	3	0
Other	0	0	4	1	0	0	0	0	5	1	0	0	9	0
Answered Question	2,411		368		224		686		565		585		4,839	99
Skipped Question	9		1		3		13		0		5		31	1

Source: 2009 DVRPC

- ▶ The majority of estimated riders surveyed indicated they walked to the bus stop. Walking accounted for 4,059 estimated riders for an 83 percent share.
- ▶ Using a car was the next popular means to reach the bus with an eight percent share of estimated riders either driving or car pooling/being dropped off. Estimated riders responding they drove a car accounted for 266 riders, a five percent share. Estimated riders indicating that they car pooled/dropped off accounted for 134 riders, a three percent share.
- ▶ Connecting from another bus accounted for 261 estimated riders, a five percent share. Using a bike to reach the bus accounted for 75 estimated riders, or two percent.
- ▶ All other choices accounted for less than one percent of estimated riders' means of reaching this bus.

Table 8: After getting off the bus, how will you get to your final destination?

Route Answer Options	Response Count												Total	Percent
	400	401	402	408	410	412	%	%	%	%	%	%		
Walk Only	1,690	70	218	59	169	75	450	64	366	65	379	64	3,271	67
Drove a Car	6	0	5	1	0	0	0	0	6	1	4	1	20	0
Carpooled/Dropped Off	11	0	7	2	1	0	18	3	0	0	0	0	37	1
River Line	49	2	5	1	6	3	9	1	9	2	8	1	86	2
Bike	19	1	0	0	3	1	24	3	9	2	4	1	59	1
Taxi	27	1	4	1	0	0	0	0	0	0	0	0	31	1
Another Bus	475	20	93	25	38	17	103	15	88	16	116	20	912	19
NJT Train	38	2	16	4	1	0	14	2	22	4	18	3	110	2
SEPTA	57	2	21	6	8	4	37	5	36	6	51	9	211	4
Other	6	0	0	0	0	0	1	0	5	1	0	0	11	0
Answered Question	2,377		369		227		656		539		580		4,748	98
Skipped Question	43		0		0		43		26		11		122	2

Source: 2009 DVRPC

- ▶ Walking is the favorite means for the estimated riders to reach their final destination, with 3,271 indicating this, accounting for a 67 percent share of estimated riders.
- ▶ Connecting to another NJ Transit bus was the next most popular means of travel upon exiting the bus with 912 indicating this, accounting for a 19 percent share of estimated riders.
- ▶ Other modes of public transportation-SEPTA, NJ Transit RiverLINE, NJT Train-to complete their trip accounted for an eight percent share of estimated riders. The RiverLINE accounted for 86 estimated riders, while 110 estimated riders indicated using a NJ Transit train, and 211 estimated riders indicated they were using SEPTA.

Table 9: The place you are going to is...

Route Answer Options	Response Count												Total	Percent
	400	401	402	408	410	412	%	%	%	%	%	%		
Home	679	28	71	19	35	15	182	26	114	20	221	37	1,301	27
Work	736	30	136	37	112	50	269	38	176	31	127	22	1,556	32
School(K-12)	43	2	1	0	3	1	17	2	9	2	15	2	88	2
Technical School, College or University	84	3	11	3	16	7	43	6	35	6	3	0	191	4
Shopping	192	8	1	0	6	3	24	3	44	8	22	4	289	6
Medical/Dental	180	7	42	11	16	7	25	4	35	6	18	3	315	6
Personal Business	266	11	50	13	19	8	56	8	47	8	97	16	534	11
Social/Recreational	19	1	20	5	6	3	10	1	30	5	12	2	97	2
Other	190	8	37	10	12	5	66	10	61	11	71	12	437	9
Answered Question	2,389		368		225		690		550		586		4,809	99
Skipped Question	30		1		2		9		14		5		61	1

Source: 2009 DVRPC

- ▶ Work and home, were the two most popular responses to where people were going. Work accounted for a 32 percent share with 1,556 estimated riders. Home accounted for a 27 percent share with 1,301 estimated riders who indicated that they were headed home.
- ▶ Personal business has the next highest share of estimated riders at 11 percent, with 534 who indicated that they were riding for personal business.
- ▶ The remaining trip purposes accounted for a 28 percent share of estimated riders. Medical/dental and “Other” having the highest share with six percent and eight percent respectively.
- ▶ There were 437 estimated riders who indicated that “other” was the purpose of this trip, for a nine percent share.

Table 10: Which of the following statements applies to you?

Route Answer Options	Response Count												Total	Percent
	400		401		402		408		410		412			
		%		%		%		%		%		%		
I have no other way to travel,so I use the bus?	1,559	64	240	65	162	71	483	69	379	67	424	72	3,247	67
I use the bus because it is the best choice for me even though there are other ways to travel.	637	26	87	24	59	26	192	27	133	23	127	21	1,234	25
I usually use another type of transportation,but I occasionally take the bus.	196	8	42	11	6	3	19	3	41	7	35	6	339	7
Answered Question	2,393		369		227		694		552		586		4,820	99
Skipped Question	27		0		0		5		13		5		50	1

Source: 2009 DVRPC

- ▶ Estimated riders with no other way to travel accounted for a 67 percent share. There were 3,247 estimated riders who indicated they have no other choice.
- ▶ The bus is the best choice for 1,234, or 25 percent, of estimated riders.
- ▶ Estimated riders who usually use another form of transportation accounted for only a seven percent share, with 339 answering this way.

Table 11: What type of ticket are you using for this trip?

Route Answer Options	Response Count												Total	Percent
	400	401	402	408	410	412	%	%	%	%	%	%		
One-way/Cash	1,172	48	227	62	107	47	350	50	322	57	297	50	2,476	51
Round Trip	61	3	8	2	11	5	8	1	15	3	18	3	121	2
Bus Monthly	788	33	91	25	83	37	219	31	132	23	203	34	1,515	31
Rail Monthly	0	0	0	0	0	0	0	0	4	1	0	0	4	0
10 Trip/Multi-trip	167	7	13	4	13	6	38	5	32	6	17	3	279	6
Student Fare	0	0	1	0	0	0	7	1	4	1	3	0	15	0
Senior Citizen/Customer with Disability/Children	152	6	18	5	13	6	59	8	43	8	34	6	318	7
Other	59	2	8	2	1	0	15	2	0	0	10	2	95	2
Answered Question	2,401		366		227		697		552		582		4,824	99
Skipped Question	19		3		0		2		13		9		46	1

Source: 2009 DVRPC

- ▶ Estimated riders using a one way/cash ticket accounted for 2,476 riders for a 51 percent share.
- ▶ Estimated riders using a round trip ticket only accounted for 121 riders for a 2 percent share.
- ▶ Estimated riders using a bus monthly pass accounted for 1,515 riders, a 31 percent share.

Table 12: How often do you use this bus Route?

Route Answer Options	Response Count												Total	Percent
	400		401		402		408		410		412			
		%		%		%		%		%		%		
7 days/week	640	26	93	25	56	25	176	25	123	22	163	28	1,250	26
6 days/week	328	14	66	18	42	19	91	13	72	13	72	12	671	14
5 days/week	766	32	72	20	93	41	214	31	180	32	160	27	1,487	31
3-4 days/week	349	14	56	15	27	12	99	14	73	13	107	18	711	15
1-2 days/week	148	6	37	10	1	0	64	9	76	13	32	5	359	7
1-3 days/month	118	5	37	10	7	3	32	5	19	3	26	4	239	5
Less than one day/month	24	1	8	2	0	0	13	2	4	1	12	2	62	1
First time customer	11	0	0	0	0	0	5	1	4	1	8	1	28	1
Answered Question	2,385		369		227		694		552		580		4,807	99
Skipped Question	35		0		0		5		13		11		63	1

Source: 2009 DVRPC

- ▶ The majority of estimated riders, 71 percent of estimated riders, use this route 5 days a week or more. Estimated riders who used this Route 7 days a week accounted for 1,250 riders, estimated riders who used this Route 6 days a week accounted for 671 riders, and estimated riders who used this Route 5 days a week accounted for 1,487 riders.
- ▶ Estimated riders who used this Route between 3 to 4 days a week accounted for a 15 percent share. There were 711 estimated riders who used the bus this often.
- ▶ There were 28 estimated riders who indicated they were first time customers, for a one percent share.

Table 13: In the past year, has the service on this Route....

Route Answer Options	Response Count												Total	Percent
	400	401			402			408		410		412		
	%	%			%			%		%		%		
Declined	92	4	5	1	3	1	25	4	21	4	23	4	168	3
Somewhat declined	140	6	22	6	9	4	28	4	44	8	39	7	282	6
Remained the same	1,063	44	172	47	98	43	299	43	236	42	280	47	2,147	44
Somewhat improved	499	21	41	11	54	24	144	21	99	17	118	20	955	20
Improved	474	20	104	28	54	24	141	20	93	16	92	16	958	20
Not applicable	87	4	17	4	8	4	40	6	28	5	26	4	205	4
Answered Question	2,355		361		226		676		520		578		4,715	97
Skipped Question	65		8		1		23		45		13		155	3

Source: 2009 DVRPC

- ▶ Estimated riders indicating service had declined or somewhat declined over the past year accounted for an approximate nine percent share of estimated riders.
- ▶ Estimated riders' perception of change in service was generally ambivalent. There were 2,147 estimated riders who indicated that service had remained the same in the past year for a 44 percent share of riders.
- ▶ An equal number of estimated riders indicated that service had either somewhat improved or improved over the past year for an approximate share of 40 percent of riders. Those indicating that service had somewhat improved accounted for 955 estimated riders for a 20 percent share, and those indicating that service had improved accounted for 958 estimated riders, also for a 20 percent share of riders.

Table 14: Gender

Route Answer Options	Response Count												Total	Percent
	400	401			402			408		410		412		
	%	%			%			%		%		%		
Male	963	40	164	44	94	41	334	48	295	52	280	47	2,130	44
Female	1,402	58	201	55	129	57	343	49	231	41	303	51	2,610	54
Answered Question	2,365		365		223		678		526		583		4,740	97
Skipped Question	55		4		4		21		39		8		130	3

Source: 2009 DVRPC

- ▶ People identifying themselves as male accounted for a 44 percent share of estimated riders, with 2,130 estimated males.
- ▶ People identifying themselves as female accounted for a 54 percent share of estimated riders, with 2,610 estimated females.

Table 16: Household size

Route Answer Options	Response Rate												Total	Percent
	400		401		402		408		410		412			
		%		%		%		%		%		%		
One	323	13	40	11	43	19	129	19	96	17	93	16	724	15
Two	607	25	109	29	44	19	177	25	159	28	152	26	1,247	26
Three	512	21	81	22	69	31	162	23	111	20	158	27	1,092	22
Four	436	18	70	19	42	19	106	15	89	16	107	18	850	17
Five or more	531	22	65	18	27	12	123	18	84	15	64	11	894	18
Answered Question	2,408		364		226		697		539		574		4,808	99
Skipped Question	11		5		1		2		26		17		62	1

Source: 2009 DVRPC

- ▶ Single person households accounted for nearly 15 percent of all estimated riders.
- ▶ Households of two and three persons accounted for approximately half of all estimated riders with a share of 48 percent. Over one quarter of all estimated riders reported a household of two persons, a 26 percent share of all estimated riders, while 22 percent of estimated riders reported a household size of three persons.
- ▶ Nearly one third of estimated riders reported coming from four person and five or more person households. Estimated riders indicating a four member household accounted for nearly a 17 percent share of total estimated riders, while those reporting a five or more person household accounted for an 18 percent share of total estimated riders.

Table 17: How many in your household are employed?

Route Answer Options	Response Count												Total	Percent
	400		401		402		408		410		412			
		%		%		%		%		%		%		
None	338	14	51	14	46	20	142	20	99	18	102	17	779	16
One	763	32	102	28	69	31	243	35	144	26	198	34	1,520	31
Two	861	36	142	38	71	32	184	26	181	32	188	32	1,627	33
Three	313	13	50	13	36	16	94	13	91	16	67	11	650	13
Four	59	2	12	3	1	0	2	0	4	1	4	1	83	2
Five or more	48	2	0	0	1	0	23	3	10	2	20	3	103	2
Answered Question	2,382		357		225		688		530		579		4,761	98
Skipped Question	38		12		2		11		35		12		109	2

Source: 2009 DVRPC

- ▶ Estimated riders from households with no one employed accounted for a 16 percent share of riders.
- ▶ Estimated riders reporting households with one or two persons employed accounted for an approximate 64 percent share of riders, with 31 percent indicating one person employed and 33 percent indicating two persons employed in their household.
- ▶ Households with three persons employed accounted for a 14 percent share of estimated riders.
- ▶ Estimated riders from households with four persons or five or more persons employed accounted for a four percent share of riders. Households with four persons employed accounted for a two percent share of estimated riders while households with five or more persons employed accounted for a two percent share of riders.

Table 18: How many cars are available in your household?

Route Answer Options	Response Count												Total	Percent
	400	401	402	408	410	412	%	%	%	%	%	%		
None	1,202	50	172	47	113	50	333	48	264	47	304	51	2,388	49
One	747	31	106	29	63	28	212	30	157	28	152	26	1,436	29
Two	307	13	61	17	36	16	100	14	69	12	112	19	684	14
Three	142	6	17	4	12	5	27	4	48	9	22	4	268	5
Four	6	0	0	0	1	0	0	0	5	1	0	0	11	0
Five or more	16	1	0	0	0	0	11	2	0	0	0	0	27	1
Answered Question	2,419		355		224		682		544		589		4,813	99
Skipped Question	1		14		3		17		21		1		57	1

Source: 2009 DVRPC

- ▶ Nearly half of all estimated riders, 47 percent, reported having no access to a vehicle in their household.
- ▶ There were 1,436 estimated riders, a 28 percent share, who indicated that they have access to a single vehicle in their household.
- ▶ There were 684 estimated riders, a 14 percent share, who indicated that they had two vehicles available in their household.
- ▶ Estimated riders who indicated having three vehicles available in their household accounted for a five percent share.
- ▶ Approximately one percent of estimated riders indicated having four or five or more vehicles available to their household. There were 11 estimated riders with four vehicles available and 27 estimated riders with five or more vehicles available.

Table 19: Annual household income

Route Answer Options	Response Count												Total	Percent
	400		401		402		408		410		412			
		%		%		%		%		%		%		
Under \$15,000	809	33	95	26	67	30	203	29	140	25	200	34	1,515	31
\$15,000-\$24,999	381	16	75	20	37	16	135	19	98	17	126	21	851	17
\$25,000-\$34,999	382	16	67	18	36	16	106	15	90	16	78	13	759	16
\$35,000-\$49,999	288	12	52	14	32	14	71	10	73	13	33	6	549	11
\$50,000-\$74,999	209	9	19	5	34	15	74	11	32	6	71	12	439	9
\$75,000-\$99,999	93	4	13	4	5	2	26	4	48	8	26	4	211	4
\$100,000-\$149,999	69	3	11	3	6	3	35	5	5	1	11	2	137	3
\$150,000 and over	52	2	13	4	2	1	17	2	9	2	6	1	99	2
Answered Question	2,282		346		219		666		495		551		4,560	94
Skipped Question	138		23		8		33		70		39		310	6

Source: 2009 DVRPC

- ▶ Nearly half of all estimated riders reported an annual household income below \$25,000, with 31 percent indicating an annual household income under \$15,000 and 17 percent earning an annual household income between \$15,000 and \$24,999.
- ▶ Over one quarter of estimated riders reported an annual household income between \$25,000 and \$49,999, with 16 percent earning an annual household income between \$25,000 and \$34,999 and 11 percent earning an annual household income between \$35,000 and \$49,999.
- ▶ Estimated riders reporting an income over \$50,000 accounted for approximately 18 percent of all riders.

Table 15: Age

Route Answer Options	Response Count												Total	Percent
	400	401		402		408		410		412				
	%	%	%	%	%	%	%	%	%	%	%			
Under 18 years	53	2	7	2	1	0	7	1	0	0	10	2	80	2
18-24 years	546	23	63	17	42	19	95	14	103	18	117	20	965	20
25-34 years	528	22	72	19	47	21	150	21	95	17	106	18	998	20
35-44 years	431	18	73	20	52	23	158	23	143	25	119	20	977	20
45-54 years	465	19	110	30	58	26	158	23	153	27	139	23	1,083	22
55-61 years	286	12	39	11	15	6	91	13	22	4	76	13	528	11
62 or over	86	4	1	0	8	4	32	5	22	4	21	4	171	4
Answered Question	2,395		365		224		690		539		588		4,801	99
Skipped Question	25		4		3		9		26		3		69	1

Source: 2009 DVRPC

- ▶ A total of 80 estimated riders identified themselves as being under 18 years old accounting for a two percent share of riders.
- ▶ The largest share of estimated riders identified themselves as being between the ages of 35 and 54; with 20 percent in the 35 to 44 age range, and 22 percent being in the 45 to 54 age range.
- ▶ Estimated riders in the 18 to 34 age range accounted for an approximate 40 percent share. Estimated riders identifying themselves as being between 18 and 24 accounted for 20 percent, while estimated riders identifying themselves as being between the ages of 25 and 34 also accounted for a 20 percent share.
- ▶ Estimated riders reporting their age as being 55 and over accounted for an approximate share of 15 percent. Estimated riders identifying themselves as being between 55 and 61 accounted for an 11 percent share of estimated riders, while those identifying themselves as 62 or over accounted for a four percent share of estimated riders.


APPENDIX A



NJ Transit South Jersey Bus Survey


Survey Implement

Survey No. Goes Here



NJ TRANSIT
The Way To Go.

Market Research
One Penn Plaza East, Newark, NJ 07105



Delaware Valley
Regional Planning
Commission

NJ TRANSIT is conducting this survey to better understand your travel needs. Please help us by filling out and returning your completed survey to the agent on-board the bus, or drop in any US Mailbox (postage free). Your responses will be kept confidential. To show our appreciation for your help, we will enter your name in a drawing to **WIN A FREE MONTHLY PASS.**

Thank you for your participation!

For this bus trip...

- On what bus route did you receive this survey?
Route #
- What time did you board this bus? (PLEASE SPECIFY TIME AND CHOOSE AM OR PM)
Hour : Minute : AM PM
- The place you have come from is ... (CHOOSE ONE ONLY)
 Home
 Work
 School (K-12)
 Technical, College or University
 Shopping
 Medical/Dental
 Personal Business
 Social/Recreational
 Other
- What is the address of the place you have come from?
(PLEASE PRINT CLEARLY)
 Street Address OR Street Intersection _____
 City/Town _____ State _____ Zip Code _____

- Are you ... (CHOOSE ONE ONLY)
 White
 Black
 American Indian, Eskimo or Aleut
 Asian or Pacific Islander
 Other _____ (please specify)
- Are you of Hispanic origin? Yes No
- What is your occupation? (CHOOSE ONE ONLY)
 Management/Professional
 Clerical/Secretarial
 Sales/Retail
 Non-Office Worker
 Technical/Skilled
 Homemaker
 Student
 Not currently employed
 Retired
 Other _____
- How many people are living in your household, including yourself?
 One
 Two
 Three
 Four
 Five or more
- How many people in your household are currently employed?
 None
 One
 Two
 Three
 Four
 Five or more
- How many cars are currently available in your household?
 None
 One
 Two
 Three
 Four
 Five or more
- What is your annual household income?
 Under \$15,000
 \$15,000 - \$24,999
 \$25,000 - \$34,999
 \$35,000 - \$49,999
 \$50,000 - \$74,999
 \$75,000 - \$99,999
 \$100,000 - \$49,999
 \$150,000 and over

*Please be assured your responses will be kept confidential.
To enter our drawing to WIN A FREE MONTHLY PASS,
please provide your ... (PLEASE PRINT CLEARLY)*

Name _____
 Street Address _____
 City/Town _____ State _____ Zip Code _____
 Day Phone # (_____) _____ - _____ Eve. Phone # (_____) _____ - _____
 Email Address _____

Your comments are important to us. If you have specific comments, please, e-mail us from our website at www.njtransit.com
Thank you for your help!

5. How did you get to this bus? (CHOOSE PRIMARY METHOD ONLY)
- Walked
 - Drove a Car
 - Carpooled/Dropped off
 - Another Bus (Please Specify Route) _____
 - RiverLINE
 - NJT Train (Please Specify Boarding Station) _____
 - SEPTA (Please Specify) _____
 - Bike
 - Taxi
 - Other (Please Specify) _____

6. Where did you get ON this bus? (PLEASE PRINT CLEARLY)

Street Address OR Street Intersection _____

City/Town _____ State _____ Zip Code _____

7. Where will you get OFF this bus? (PLEASE PRINT CLEARLY)

Street Address OR Street Intersection _____

City/Town _____ State _____ Zip Code _____

8. After getting off this bus, how will you get to your final destination?
(CHOOSE PRIMARY METHOD ONLY)
- Walk only
 - Drove a Car
 - Carpooled/Dropped off
 - Another Bus (Please Specify Route) _____
 - RiverLINE
 - NJT Train (Please Specify Destination Station) _____
 - SEPTA (Please Specify) _____
 - Bike
 - Taxi
 - Other (Please Specify) _____

9. What is the address of the place you are going to—that is, your final destination? (PLEASE PRINT CLEARLY)

Street Address OR Street Intersection _____

City/Town _____ State _____ Zip Code _____

10. The place you are going to is... (CHOOSE ONE ONLY)
- Home
 - Shopping
 - Work
 - Medical/Dental
 - School (K-12)
 - Personal Business
 - Technical, College or University
 - Social/Recreational
 - Other
11. Which of the following statements applies to you?
- I have no other way to travel, so I use the bus.
 - I use the bus because it is the best choice for me, even though there are other ways I could travel.
 - I usually use another type of transportation, but I occasionally take the bus.
12. What type of ticket are you using for this trip? (CHOOSE ONE ONLY)
- One-way/Cash
 - 10-Trip/Multi-trip
 - Round Trip
 - Student Fare
 - Bus Monthly
 - Senior Citizen/Customer with disability/Children
 - Rail Monthly
 - Other

13. How often do you use this bus route? (CHOOSE ONE ONLY)
- 7 days/week
 - 1-2 days/week
 - 6 days/week
 - 1-3 days/month
 - 5 days/week
 - Less than one day/month
 - 3-4 days/week
 - First time customer
14. How long have you been riding this bus route? (CHOOSE ONE ONLY)
- Less than 6 months
 - 2 to 5 years
 - 6 months to 1 year
 - 5 to 10 years
 - 1 to 2 years
 - 10 years or more

15. Please rate your Overall Satisfaction with this bus route:

Not-Acceptable	Acceptable	Excellent
↓	↓	↓
0	1 2 3 4 5 6 7 8 9	10

16. Overall, has the service on this bus route Declined, Remained the Same, or Improved in the past year?
- | | | | | | |
|----------|-------------------|-------------------|-------------------|----------|----------------|
| Declined | Somewhat Declined | Remained the Same | Somewhat Improved | Improved | Not-Applicable |
| ↓ | ↓ | ↓ | ↓ | ↓ | ↓ |
17. Are you... Male Female
18. What is your age?
- Under 18 years
 - 18-24 years
 - 25-34 years
 - 35-44 years
 - 45-54 years
 - 55-61 years
 - 62 or over

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Key Words: NJ Transit Survey Bus South Jersey

Abstract: A summary of the FY 2009 customer survey of NJ Transit's interstate bus Routes 400, 401, 402, 408, 410, and 412. This survey was conducted for NJ Transit (NJT) to update demographics, ridership trends, and to update and enhance NJT's travel model.

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