



NJ Transit Mercer County Bus Survey

November 2009



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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 Mercer County Bus Survey, was carried out on January 20 – 22 and 27 - 29, 2009, on New Jersey Transit (NJ Transit) Routes 601, 602, 603/613, 604, 606, 607, 608, 609/619, 611, and 976 in NJ Transit's Mercer division. Two routes not operated by NJ Transit, the East Windsor Shuttle and the Train Link Shuttle, were also surveyed. This study used mailback surveys distributed on board buses in Mercer County, New Jersey to gather information regarding passenger demographics, satisfaction, travel means, and to determine frequency and purpose of use.

Surveyors distributed 3,348 mailback surveys during this study. This represented approximately 56 percent of observed boards. There were 1,080 usable surveys received, or approximately 32 percent of surveys distributed were returned. On the days surveyed 5,996 observed riders boarded the bus, and 18 percent of these observed boards returned a useable survey. The returned surveys were then entered using SurveyMonkey, an online survey service. They were then cleaned and analyzed. NJ Transit, for whom this work was completed, required that the results be weighted by bus route and time of day; either A.M. Peak or Off 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. The third chapter provides some insight and key findings from the survey.

Survey Conduct

Introduction

In fiscal 2007, New Jersey Transit (NJ Transit) sought to update bus transit surveys which had been completed a number of years earlier. NJ Transit requested, through DVRPC's Regional Transit Advisory Committee, a comprehensive series of bus 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 transit survey, ***NJ Transit Rail Customer Survey*** (DVRPC publication number 08064), was conducted at the Trenton and Hamilton stations during spring 2008. The second transit survey, ***NJ Transit South Jersey Bus Survey*** (DVRPC publication number 08065), was conducted in Fall 2008.

The third of these requested transit surveys, The Mercer County Bus Survey, was carried out on January 20 – 22 and 27 – 29, 2009, on NJ Transit Routes 601, 602, 603/613, 604, 606, 607, 608, 609/619, 611, and 976 in NJ Transit's Mercer division. Two routes not operated by NJ Transit, the East Windsor Shuttle (EWS) and the Train Link Shuttle (TL), were also surveyed. This study used mailback surveys distributed on board buses in Mercer County, New Jersey to gather information regarding passenger demographics, satisfaction, travel means, and to determine frequency and purpose of use. Passengers were encouraged to complete the survey and place it in a mailbox. However, if passengers completed the survey on board, they could hand them back to the surveyor.

NJ Transit requested these transit surveys to gather data about the riders on their rail and bus lines. Since it has been several years since the last survey, NJ Transit wanted to get "reacquainted" with their riders. From this, an updated demographic profile of their rail and bus service will be created. In addition, by completing the survey of all Mercer County routes, NJT intends to work with Mercer County on a master plan for bus services and improvements that would serve both downtown Trenton and the Route 1 corridor.

This survey will also support an examination of services to Trenton, combined with other surveys to increase transit usage among Trenton and Route 1 corridor job sites, to assist in expanding transit market share for greenhouse gas reduction, and support other transit planning efforts. Specifically, this survey will assist in planning for the Route 1 Bus Rapid Transit (BRT) project, in that several of these routes partially serve the Route 1 corridor. In this effort, NJ Transit had previously surveyed routes 600 and 605, and parts of routes 603 and 606 on April 24 and 27, 2007. NJ transit surveyors distributed 2,264 surveys and received 643 useable surveys. The present survey supplements and updates this previous effort.

Route Description

Each of the routes is an intra-county bus route through Mercer County, New Jersey. Many of the routes stop at the Trenton Transportation Center or at the Hamilton Rail Station providing connections to NJ Transit's Northeast Corridor and their River LINE rail lines. Three routes, the East Windsor Shuttle, Train Link, and NJ Transit Route 976, are designed to connect neighboring developments and employers to the Princeton Junction Rail Station. All of the NJ Transit routes, except the Route 976 pass through downtown Trenton.

NJ Transit Route 601 (COLLEGE OF NEW JERSEY - TRENTON - HAMILTON

MARKETPLACE) begins its route in Ewing, Mercer County, New Jersey, and serves the following locations: College of New Jersey, Moody Park, Prospect Heights, Trenton, Trenton Transit Center, New Jersey State House, Roebling Market, Hamilton, Hamilton K-Mart Shopping Center, Briarwood Shopping Center, and Hamilton Marketplace.

NJ Transit Route 602 (TRENTON – PENNINGTON) begins its route in Pennington, Mercer County, New Jersey, and serves the following locations: Ewing, College Of New Jersey, Trenton, ETS Ewing (Limited), and East Trenton (Saturdays and holidays only).

NJ Transit Rout 603/613 (MERCER MALL - HAMILTON SQUARE - YARDVILLE - HAMILTON

MARKETPLACE) begins its route at the Mercer Mall, and serves the following locations: Nassau Park, Quaker Bridge Mall, Lawrence Center, Helene Fuld Medical Center, Trenton, Sovereign Arena, Independence Plaza, Mercer County Courthouse, Hamilton, White Horse, Yardville, Hamilton Square, RWJU Hospital Hamilton, and Hamilton Marketplace.

NJ Transit Route 604 (EAST TRENTON - TRENTON TRANSIT CENTER) begins its route in East Trenton, Mercer County, New Jersey, and serves the following locations: Perry Street Park and Ride, Trenton, Mercer County Courthouse, Labor and Workforce Building, Hughes Justice Complex, and the Trenton Transit Center.

NJ Transit Route 606 (PRINCETON - MERCERVILLE - HAMILTON MARKETPLACE) begins its route in Princeton, Mercer County, New Jersey, and serves the following locations: Princeton Care Center, Princeton Shopping Center, Palmer Square, Princeton University, Lawrenceville, Lawrence, Rider University, Trenton, Trenton Transit Center, Hamilton, Mercerville, Hamilton Rail Station, Hamilton Square, Foxmoor Shopping Center, Robbinsville, Project Freedom, and Hamilton Marketplace.

NJ Transit Route 607 (EWING - TRENTON - INDEPENDENCE PLAZA) begins its route in Ewing, Mercer County, New Jersey, and serves the following locations: NJ Department of Transportation offices (NJ DOT), Trenton, Mercer County Courthouse, Hamilton, and Independence Plaza.

NJ Transit Route 608 (HAMILTON - WEST TRENTON) begins its route in Hamilton, Mercer County, NJ and serves the following locations: Hamilton Rail Station, Fairgrounds Plaza, Trenton Transit Center, Trenton, West Trenton, NJ State Hospital, West Trenton Rail Station, and Ewing.

NJ Transit Route 609/619 (EWING - QUAKER BRIDGE MALL - MERCER COUNTY COLLEGE)

begins its route in Ewing, Mercer County, New Jersey, and serves the following locations: NJ Department of Transportation Offices, NJ Library for the Blind, NJ State Hospital, West Trenton, Mercer Medical Center, Trenton, State House Complex, Trenton Transit Center, St. Francis Medical Center, Hamilton, Mercerville, Mercer County Vo-Tech, Mercer County College, Quaker Bridge Plaza, and Quaker Bridge Mall Lawrence.

NJ Transit Route 611 (TRENTON - PERRY STREET SHUTTLE)

begins its route at the Trenton Commons, Trenton, Mercer County, New Jersey, and serves the following locations: Capital Center, Trenton City Hall, DMV Offices, DEP Offices, Capital Place, NJ State Offices, Labor & Workforce Building, Hughes Justice Complex, Mercer County Courthouse, Station Plaza, and the Trenton Transit Center.

NJ Transit Route 976 (LAWRENCE - WEST WINDSOR)

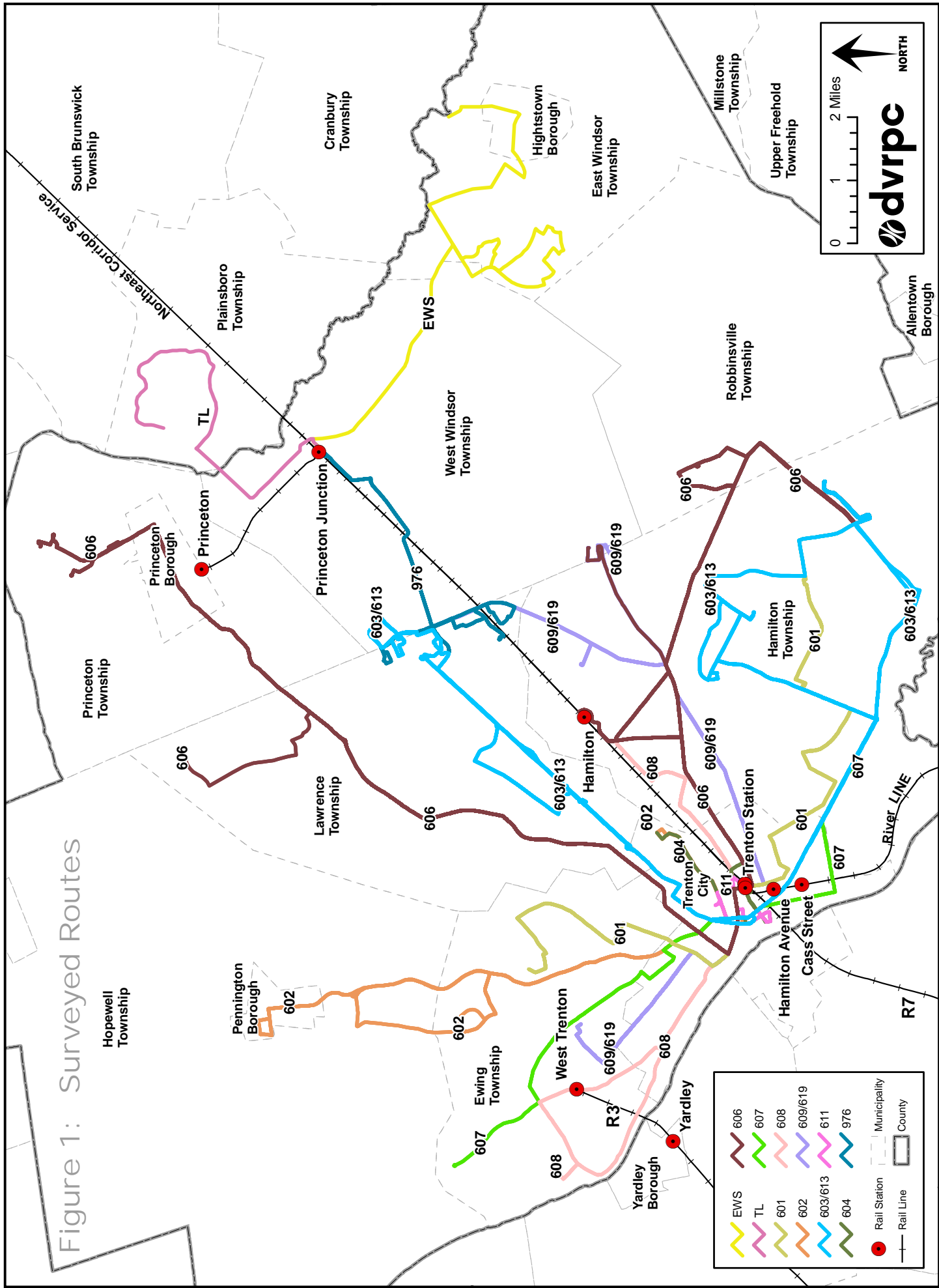
begins its route in Lawrence, Mercer County, New Jersey, and serves the following locations: Yorkshire Meadows, Avalon Run, Avalon Run East, Avalon Run East II, Liberty Green, Lawrence Square, West Windsor, Avalon Watch, West Windsor Municipal Complex, and the Princeton Junction Rail Station.

The East Windsor Shuttle, or Princeton Junction Commuter Bus, connects the neighborhoods of East Windsor Township and Hightstown Borough with NJ Transit's North East Corridor Service out of Princeton Junction Station. The shuttle is funded by a Federal/State bus grant program administered by NJ Transit, and is locally supported by East Windsor Township, the Borough of Hightstown, and Mercer County. This shuttle only operates during weekday peak travel times.

The Train Link Shuttle is corporate sponsored and is managed by the Greater Mercer TMA. The shuttle is free to employees of participating employers. The Train Link Shuttle connects the Princeton Junction Rail Station and employer facilities located along College Road East and West and the Black Rock site on Scudders Mill Road in Plainsboro Township, Middlesex County, New Jersey.

These routes are illustrated in figure 1.

Figure 1: Surveyed Routes



Survey Method

The goal of this project was to survey the entirety of each route as it crossed through Mercer County, and not just a particular stop or segment. This required a surveyor to be on board for the entire length of bus runs distributing surveys. 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 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 36 percent of a particular route's inbound runs, as was done with NJ Transit Route 601, then you will sample approximately 36 percent of that route's riders.

NJ Transit, for whom this work was done, required that approximately one-third of inbound runs be sampled. It was possible, however, to capture significantly more than the requested one-third on some routes, as Table 1 demonstrates. Weather played a significant role in the conduct of this survey, and inclement weather forced a shortening of the runs surveyed on some routes.

Table 1: Survey Penetration Based on Runs

Route	Total Runs	Runs Surveyed	Penetration
601	45	16	36%
602	30	12	40%
603/613	73	26	36%
604	35	14	40%
606	67	16	24%
607	45	16	36%
608	78	20	26%
609/619	107	31	29%
611	36	11	31%
976	9	4	44%
EWS	3	3	100%
TL	4	4	100%
TOTAL	532	173	33%

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. While 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 runs sampled on a particular route.

Table 2: Survey Penetration Based on Boards Surveyed

Route	Boards	Surveys Distributed	Penetration
601	759	363	48%
602	158	115	73%
603 / 613	485 / 382	307 / 280	63% / 73%
604	169	90	32%
606	726	402	55%
607	691	340	49%
608	990	379	38%
609 / 619	852 / 394	600 / 236	70% / 60%
611	238	127	53%
976	82	49	59%
EWS	43	33	77%
TL	27	27	100%
TOTAL	5,996	3,348	56%

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. While penetration is a measure of the reach of the survey (how many riders received a survey), participation measures the number of riders actually partaking in the survey. This is defined as the number of returned surveys divided by the inbound boards.

Source: 2009 DVRPC

On Route 601, for example, 206 out of 363 surveys were returned, for a rate of 57 percent. In terms of participation, 206 riders were surveyed out of approximately 759 total riders, or approximately 27 percent of total riders participated in the survey.

Table 3: Survey Participation

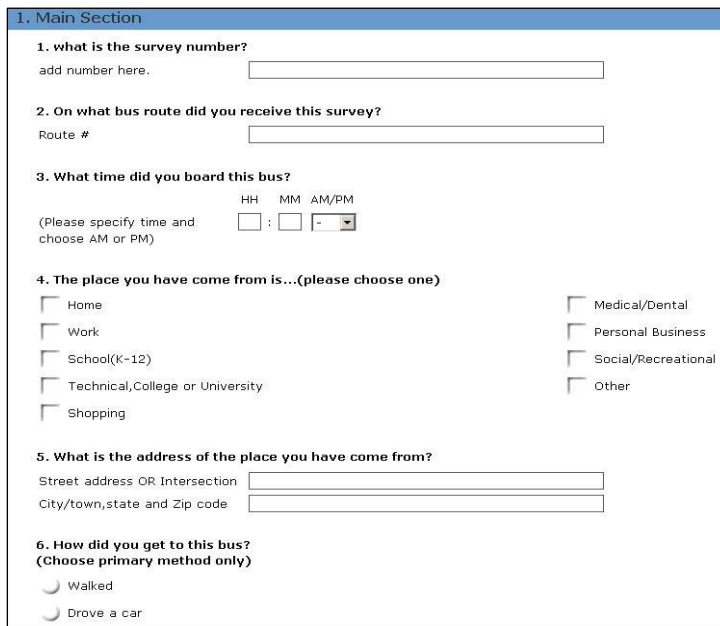
Route	Surveys Distributed	Surveys Returned	Return Rate	Participation Rate
601	363	206	57%	27%
602	115	25	22%	16%
603 / 613	307 / 280	123 / 95	40% / 34%	25% / 25%
604	90	29	32%	17%
606	402	107	27%	15%
607	340	127	37%	18%
608	379	94	25%	9%
609 / 619	600 / 236	142 / 40	24% / 17%	17% / 10%
611	127	46	36%	19%
976	49	16	33%	20%
EWS	33	21	64%	49%
TL	27	9	33%	33%
TOTAL	3,348	1,080	32%	18%

Source: 2009 DVRPC

Data Entry and Summarization

Completed surveys were forwarded to DVRPC for entry and analysis. A total of 1,080 useable surveys from the 14 routes, approximately 18 percent of boards, were collected and then entered using SurveyMonkey-an online survey service. This service was used to manually enter the collected surveys. 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 database. Another benefit was that it allows a live summary of the data as it is being entered.

Figure 2: SurveyMonkey Entry Form



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)

<input type="checkbox"/> Home	<input type="checkbox"/> Medical/Dental
<input type="checkbox"/> Work	<input type="checkbox"/> Personal Business
<input type="checkbox"/> School(K-12)	<input type="checkbox"/> Social/Recreational
<input type="checkbox"/> Technical,College or University	<input type="checkbox"/> Other
<input type="checkbox"/> 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, incomplete data, and nonsensical responses were removed. 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.) that the rider had boarded the bus, and all entered surveys were coded to one of two time periods for the day. Time of ridership was determined and then coded into the data. Surveys were coded as: A.M. Peak if the rider boarded the bus between 6 A.M. and 9 A.M. or Off Peak if the rider boarded between 9 A.M. and 3 P.M. Any surveys that had a time before the A.M. Peak and after 3 P.M. 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 and Off 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. Total ridership was determined for each bus route for Off Peak and A.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.

Weighting attempts to factor sample data to reflect a 100 percent count. 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 Off Peak Weight for the East Windsor Shuttle, Train Link Shuttle, and NJT Route 976, as there were too few surveys distributed or collected during the Off Peak on those routes.

Table 4: Survey Weights

Route	A.M. Peak Weight	Off Peak Weight
601	2.60	4.77
602	4.85	7.92
603	3.95	3.94
604	3.33	12.40
606	5.30	7.70
607	5.21	5.70
608	9.30	11.37
609	3.82	8.52
611	7.86	8.5
613	2.34	6.65
619	11.50	9.30
976	5.13	--
EWS	2.05	--
TL	3.00	--

Source: 2009 DVRPC

Weighting can be used to gauge participation in a survey. On the Route 601, for example, the A.M. Peak Weight is 2.6, indicating that nearly half of A.M. Peak riders for the 601 on the days surveyed, returned a useable survey. Weighting can also be seen as the ratio of riders to returned surveys. Using the Route 601 as an example, a ratio of 2.6 to one exists; for every 2.6 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 NJ Transit Mercer County 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?

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
Off Peak	491	95	331	99	516	348	637	562	34	246	279	10	8	3	3,660	60
Peak A.M.	268	63	154	70	212	344	353	290	330	136	115	72	35	24	2,466	40
Answered question	759	158	485	169	728	692	990	853	364	382	394	82	43	27	6,126	

Source: 2009 DVRPC

- ◆ Estimated riders boarding the bus in the A.M. Peak (6 A.M. to 9 A.M.) accounted for a 40 percent share. There were 3,660 estimated riders who indicated that they boarded during this time period.
- ◆ Off Peak riders accounted for an approximate 60 percent share of estimated riders, with 2,466 who indicated that they boarded the bus during this time period.

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

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
Home	499	111	331	141	450	545	752	596	316	281	243	82	43	27	4,418	72
Work	99	16	67	12	118	39	98	57	0	29	19	0	0	0	555	9
Personal Business	10	0	28	0	62	34	23	43	9	29	28	0	0	0	263	4
Other	36	0	8	0	26	23	9	68	39	16	28	0	0	0	253	4
Technical, College or University	29	0	4	0	15	0	0	43	0	7	58	0	0	0	155	3
School (K-12)	34	0	4	3	0	17	30	26	0	0	9	0	0	0	123	2
Shopping	24	8	35	0	23	11	11	0	0	7	0	0	0	0	120	2
Medical/Dental	19	0	8	0	13	11	45	0	0	7	9	0	0	0	113	2
Social/Recreational	5	8	0	12	8	0	0	0	0	0	0	0	0	0	33	1
Answered question	754	142	485	169	715	680	969	832	364	375	394	82	43	27	6,032	98
Skipped question	5	16	0	0	13	11	21	21	0	7	0	0	0	0	94	2

Source: 2009 DVRPC

- ◆ There were 4,418 estimated riders who indicated that they began this trip from home. This was the largest share of estimated riders, with 72 percent.
- ◆ The second most popular response was work, with 555 estimated riders who indicated that they began this trip from work, for a nine percent share.
- ◆ Riders indicating that they began this trip from “Personal Business” and “Other” each represent a four percent share, with 263 and 253 estimated riders for each choice, respectively.
- ◆ All other choices accounted for an approximate share of ten percent.

Table 7: How did you get to this bus?

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
Walked	615	123	430	108	606	621	831	717	24	316	322	82	35	3	4,832	79
Another Bus	46	30	28	7	67	55	41	41	16	34	62	0	0	3	431	7
River LINE	32	0	4	48	34	0	39	39	143	2	0	0	0	0	341	6
NJT Train	36	0	0	7	15	5	30	24	39	0	0	0	0	18	175	3
Drove a Car	3	0	0	0	5	0	9	0	126	9	0	0	6	0	159	3
SEPTA	0	0	0	0	0	0	28	12	8	0	0	0	0	0	48	1
Bike	0	5	12	0	0	5	11	0	0	0	0	0	0	3	36	1
Carpooled/ Dropped Off	7	0	4	0	0	0	0	9	0	0	0	0	0	0	20	0
Other	5	0	0	0	0	0	0	0	8	7	0	0	0	0	19	0
Capital Connection	5	0	4	0	0	0	0	4	0	7	0	0	0	0	19	0
Taxi	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Answered question	749	158	481	169	728	686	990	845	364	375	385	82	41	27	6,081	99
Skipped question	10	0	4	0	0	5	0	8	0	7	9	0	2	0	45	1

Source: 2009 DVRPC

- ◆ Walking was the most popular mode by which estimated riders reached the bus. Estimated riders walking to the bus accounted for 4,832 responses, for a 79 percent share.
- ◆ The next most popular mode for reaching the bus was by transferring from another bus. There were 431 estimated riders who indicated that they had transferred to the bus from another route.
- ◆ The River LINE was the third most popular means of reaching the bus, with 341 estimated riders, or a six percent share.
- ◆ Those transferring from a “NJT Train” accounted for 175 estimated riders, or three percent of estimated riders.

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

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
Walk Only	591	123	402	122	578	529	698	659	356	295	299	5	4	24	4,685	76
Another Bus	84	10	47	47	88	124	172	124	0	59	49	0	2	0	806	13
NJT Train	33	0	0	0	18	6	23	17	0	0	9	72	33	0	211	3
River LINE	14	8	8	0	23	6	45	12	0	7	0	0	4	0	127	2
Other	3	0	0	0	8	0	19	0	0	7	0	0	0	0	36	1
Bike	0	5	8	0	0	0	11	0	0	0	0	0	0	0	24	0
Capital Connection	5	0	4	0	0	6	0	4	0	0	0	0	0	0	18	0
Carpooled/Dropped Off	3	0	0	0	0	5	0	0	0	2	0	0	0	0	10	0
Drove a Car	5	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0
Taxi	0	0	0	0	0	0	0	4	0	0	0	0	0	0	4	0
SEPTA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Answered question	737	145	469	169	715	676	967	820	356	370	357	77	43	24	5,927	97
Skipped question	22	13	16	0	13	16	23	32	9	11	37	5	0	3	199	3

Source: 2009 DVRPC

- ◆ Walking was the most popular means of completing this trip after exiting the bus, with 4,685 estimated riders, or 76 percent of estimated riders, indicating that they would walk.
- ◆ Connecting with another NJ Transit bus was the next most popular means of travel after exiting the bus, with 806 estimated riders, or 13 percent of estimated riders, indicating that they would transfer to another bus.
- ◆ The other means of public transportation-the River LINE, NJ Transit Train, Capital Connection-used to complete the trip after exiting the bus combined for an approximate six percent share of estimated riders. There were 211 estimated riders indicating that they would use a NJT Train, 127 who indicated that they would use the River LINE, and 18 estimated riders who indicated that they would use the Capital Connection.
- ◆ Interestingly, 15 estimated riders indicated that they would use a car to complete this trip, either driving or as part of a car pool or being picked up/dropped off. There were five estimated riders who indicated that they would drive a car to finish their trips, and ten estimated riders who indicated that they would use a car pool or be dropped off to complete their trips.

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

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
Work	316	117	185	90	305	382	463	395	339	186	70	77	37	27	2,988	49
Home	182	16	95	12	190	91	144	155	8	72	105	5	0	0	1,074	18
Personal Business	79	0	71	16	44	49	100	76	9	18	19	0	0	0	480	8
Other	47	8	24	0	57	38	55	46	0	45	19	0	6	0	344	6
Technical, College or University	29	5	12	0	23	27	43	29	0	5	143	0	0	0	317	5
School (K-12)	36	5	8	10	32	21	62	61	0	23	21	0	0	0	278	5
Shopping	39	0	59	25	44	11	34	26	0	20	0	0	0	0	257	4
Medical/Dental	12	0	16	3	5	34	68	46	0	13	9	0	0	0	207	3
Social/Recreational	5	0	8	12	8	10	0	0	0	0	0	0	0	0	43	1
Answered question	744	150	477	169	707	664	969	833	356	382	385	82	43	27	5,988	98
Skipped question	15	8	8	0	21	28	21	20	9	0	9	0	0	0	137	2

Source: 2009 DVRPC

- ◆ There were 2,988 estimated riders who indicated that they were traveling to work. This was the most popular response, accounting for a share of 49 percent of estimated riders.
- ◆ Estimated riders traveling home accounted for an 18 percent share. There were 1,074 estimated riders who indicated this travel purpose.
- ◆ Estimated riders indicating their travel purpose as being either “Personal Business” or “Other” combined for an approximate share of 14 percent. There were 480 estimated riders indicating that “Personal Business” was their travel purpose, and 344 estimated riders who indicated that “Other” was their travel purpose, for an eight percent and six percent share, respectively.
- ◆ All other travel purposes combined for an 18 percent share of estimated riders.

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

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
I have no other way to travel.	541	102	382	139	567	544	831	655	103	298	262	31	14	9	4,478	73
I use the bus because it is the best choice for me.	150	51	63	30	125	110	118	142	198	55	104	51	29	15	1,240	20
I usually use another type of transportation.	59	0	24	0	18	21	32	35	55	29	19	0	0	3	295	5
Answered question	750	153	469	169	710	675	981	832	356	382	385	82	43	27	6,013	98
Skipped question	10	5	16	0	18	17	9	21	8	0	9	0	0	0	112	2

Source: 2009 DVRPC

- ◆ The majority of estimated riders, 73 percent, characterized themselves as having no other way to travel other than the bus. There were 4,478 estimated riders who responded, “I have no other way to travel.”
- ◆ Estimated riders who indicated that the bus was the best choice for them accounted for a 20 percent share, with 1,240 who responded this way.
- ◆ Estimated riders occasionally taking the bus accounted for a five percent share. There were 295 estimated riders who indicated that “I usually use another type of transportation.”

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

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
One-way/Cash	386	81	221	70	271	282	580	301	39	207	190	0	16	3	2,647	43
Bus Monthly	216	64	170	29	319	255	239	329	48	105	139	5	4	0	1,922	31
Senior Citizen /Customer with Disability/Children	56	0	55	31	57	94	100	98	16	20	19	0	0	3	548	9
Rail Monthly	31	0	0	20	18	5	30	48	87	0	9	72	4	9	334	5
Other	15	8	20	3	15	6	0	12	174	13	0	0	2	3	271	4
Round Trip	24	0	4	0	18	11	32	32	0	20	28	0	0	3	173	3
Student Fare	14	0	16	16	5	11	9	25	0	7	9	0	0	0	112	2
10 Trip/Multi-trip	0	0	0	0	5	6	0	0	0	2	0	5	16	3	38	1
Answered question	742	153	485	169	710	670	990	845	364	375	394	82	43	24	6,046	99
Skipped question	17	5	0	0	18	22	0	8	0	7	0	0	0	3	80	1

Source: 2009 DVRPC

- ◆ Estimated riders indicating that they used a “One-way/Cash” ticket for this trip accounted for a 43 percent share of estimated riders. There were 2,647 estimated riders who indicated they used this type of ticket.
- ◆ Estimated riders who used a “Bus Monthly” pass made up a 31 percent share of estimated riders. There were 1,922 estimated riders who indicated that they used a “Bus Monthly” pass for their trips.
- ◆ There were 548 estimated riders who used a “Senior Citizen/Customer with disability/children” type of ticket, for a nine percent share of respondents.
- ◆ There were 271 estimated riders who indicated that they used an “Other” type of ticket for this trip, accounting for a four percent share of respondents.
- ◆ It is NJ Transit policy that riders with monthly rail passes can ride for free as long as the zones on the rail pass are equal to or greater than the bus zones traveled. Overall, there were 334 estimated riders who used a “Rail Monthly” pass for their trip. Routes 611 and 976 had the highest number of estimated riders using a “Rail Monthly” pass, with 87 and 72 riders respectively. That accounts for a 23 percent share for the route 611, and a very large 88 percent share for the route 976.
- ◆ Interestingly, nearly half of the estimated riders on the route 611, 174 estimated riders, indicated they used an “Other” type of ticket for this trip. It should be noted that state employees may use a state employee pass to ride NJ Transit buses.

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

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
5 days/week	260	102	134	90	242	309	373	309	253	136	141	72	35	18	2,474	40
7 days/week	191	8	150	31	245	159	352	252	16	123	58	0	0	0	1,586	26
6 days/week	90	22	83	22	119	112	121	100	8	41	39	0	0	0	758	12
3-4 days/week	79	13	47	25	60	45	89	76	24	56	128	5	6	6	657	11
1-2 days/week	56	8	35	0	13	22	23	63	40	9	9	0	2	3	282	5
1-3 days/month	51	0	28	0	15	22	11	38	0	7	9	5	0	0	186	3
Less than one day/month	14	0	0	0	8	6	21	8	16	2	0	0	0	0	74	1
First time customer	10	0	4	0	0	0	0	4	9	0	9	0	0	0	35	1
Answered question	750	153	481	169	702	675	990	849	364	375	394	82	43	27	6,054	99
Skipped question	10	5	4	0	26	17	0	4	0	7	0	0	0	0	72	1

Source: 2009 DVRPC

- ◆ Estimated riders who indicated that they used this bus route five days per week accounted a 40 percent share. There were 2,474 estimated riders who indicated they used this bus route five days per week.
- ◆ There were 1,586 estimated riders who indicated that they used the bus every day of the week. This accounted for a 26 percent share of estimated riders.
- ◆ There were 758 estimated riders who indicated they used the bus nearly every day of the week (6 days per week), accounting for a 12 percent share.
- ◆ Estimated riders who indicated that they were infrequent weekly riders, from “1-3 days per month” to “Less than one day per month,” had a combined share of four percent. There were 186 estimated riders and 74 estimated riders riding the bus “1-3 days per month” and “Less than one day per month,” respectively.
- ◆ There were 35 estimated riders who indicated that they were first time customers accounting for a one percent share.

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

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
Remained the same	264	99	197	64	357	270	376	328	214	136	148	26	10	6	2,496	41
Improved	160	41	114	36	184	158	322	197	32	104	86	21	12	3	1,471	24
Somewhat improved	166	5	91	60	104	155	177	160	47	81	102	5	14	3	1,170	19
Somewhat declined	66	0	39	0	31	54	55	111	31	22	19	15	2	9	455	7
Not applicable	56	0	4	0	18	11	21	20	32	14	19	0	2	0	196	3
Declined	15	0	12	7	13	16	21	16	8	16	12	15	2	3	155	3
Answered question	727	145	457	166	707	665	972	834	364	373	385	82	43	24	5,944	97
Skipped question	32	13	28	3	21	27	19	19	0	9	9	0	0	3	182	3

Source: 2009 DVRPC

- ◆ For a large number of estimated riders (41 percent) the service had remained the same in the past year. There were 2,496 estimated riders who indicated this.
- ◆ There were 1,471 estimated riders who indicated that they felt service had improved over the past year.
- ◆ Only 155 estimated riders—a three percent share of total estimated riders—felt that service had declined over the past year.

Table 14: Gender

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
Female	400	83	280	112	390	422	552	436	252	201	232	26	18	9	3,413	56
Male	337	66	197	57	325	253	429	397	104	167	153	51	25	18	2,578	42
Answered question	737	148	477	169	715	675	981	833	356	368	385	77	43	27	5,991	98
Skipped question	22	10	8	0	13	17	9	20	8	14	9	5	0	0	135	2

Source: 2009 DVRPC

- ◆ Over half of all estimated riders indicated that they were female, for a 56 percent share. There were 3,413 female estimated riders.
- ◆ There were 2,578 estimated male riders, accounting for a 42 percent share.
- ◆ There were 135 estimated riders who failed to indicate any gender.

Table 15: Age

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
45-54 years	168	48	130	41	231	212	254	200	88	102	90	21	12	3	1,599	26
25-34 years	112	16	114	31	135	121	158	133	86	61	60	36	2	18	1,083	18
35-44 years	152	30	91	38	127	109	154	139	79	63	56	26	8	3	1,074	18
18-24 years	153	5	55	26	67	54	98	105	8	67	148	0	4	0	791	13
55-61 years	64	49	35	10	104	83	165	136	64	38	9	0	14	0	773	13
62 or over	44	0	47	19	46	55	140	100	39	22	9	0	2	3	527	9
Under 18 years	57	5	12	3	5	38	21	36	0	23	12	0	0	0	212	3
Answered question	750	153	485	169	715	670	990	849	364	377	385	82	43	27	6,059	99
Skipped question	10	5	0	0	13	22	0	4	0	5	9	0	0	0	67	1

Source: 2009 DVRPC

- ◆ Over one-quarter of estimated riders indicated that they were in the 45-to-54-years-old category. There were 1,599 estimated riders who indicated that they were between the ages of 45 and 54, for a 26 percent share.
- ◆ There were an almost equal number of estimated riders who had indicated they were between the ages of 25 and 34 as had indicated they were between the ages 35 and 44. There were 1,083 estimated riders who indicated that they were between the ages of 25 and 34, for an 18 percent share of respondents. Estimated riders who indicated that they were between the ages of 35 and 44 also accounted for an 18 percent share of estimated riders, with 1,074 estimated riders indicating this age range.
- ◆ There were 527 estimated riders—a nine percent share—who indicated that they were 62 years old or older.
- ◆ “Under 18 years old,” accounted for the smallest share of estimated riders, with a three percent share.

Table 16: Household size

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
One	130	57	106	23	153	197	311	231	87	108	84	0	6	12	1,505	25
Two	188	48	114	26	127	171	184	200	126	74	97	36	10	6	1,408	23
Three	129	27	87	7	127	165	211	169	87	50	39	10	12	0	1,120	18
Four	150	21	114	41	181	85	172	110	16	89	28	21	12	6	1,045	17
Five or more	139	0	63	69	127	64	113	123	32	53	127	15	2	3	929	15
Answered question	737	153	485	166	715	681	990	832	348	373	375	82	43	27	6,007	98
Skipped question	23	5	0	3	13	10	0	21	16	9	19	0	0	0	118	2

Source: 2009 DVRPC

- ◆ “One” and “Two” person households accounted for nearly half of all estimated riders. There were 1,505 estimated riders who indicated that they were members of a “One” person household. There were 1,408 estimated riders who indicated they were a member of a “Two” person household.
- ◆ “Four” and “Three” person households accounted for nearly an equal number of estimated riders. There were 1,045 estimated riders who indicated that they were part of a “Four” person household, for a 17 percent share. Estimated riders who indicated that they were a member of a “Three” person household accounted for 1,120 respondents, or an 18 percent share of all riders estimated.
- ◆ Households of “Five or more” persons had the smallest share of estimated riders, with 34 percent. There were 929 estimated riders who indicated that they were a member of a household with “Five or more” persons.

Table 17: How many in your household are employed?

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
One	215	94	205	75	270	338	424	284	183	93	202	31	16	18	2,447	40
Two	276	30	75	31	251	141	289	228	119	104	51	51	21	9	1,677	27
None	118	16	114	31	75	138	155	197	0	85	37	0	2	0	969	16
Three	62	8	55	28	75	33	49	57	39	63	74	0	2	0	545	9
Four	37	5	28	0	31	36	30	41	16	5	21	0	2	0	251	4
Five or more	10	0	0	0	8	0	0	8	0	9	0	0	0	0	34	1
Answered question	718	153	477	166	710	686	947	815	356	359	385	82	43	27	5,924	97
Skipped question	41	5	8	3	18	5	43	38	8	22	9	0	0	0	202	3

Source: 2009 DVRPC

- ◆ Estimated riders from households with one person employed accounted for a 40 percent share of total estimated riders. There were 2,447 estimated riders who indicated that they were from a household with one person employed.
- ◆ There were 1,677 estimated riders who indicated that they were from a household with two persons employed, for a 27 percent share of total estimated riders.
- ◆ Estimated riders who indicated that there were no employed persons in their household accounted for a 16 percent share of total estimated riders. There were 969 estimated riders who indicated that they were from a household with no employed persons.
- ◆ Households with “Five or more” persons employed had the smallest share, with 34 estimated riders, or one percent, who indicated as such.

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

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
None	372	85	331	86	430	452	709	527	32	245	170	0	4	12	3,455	56
One	265	35	110	70	192	197	173	184	119	85	93	62	18	15	1,617	26
Two	69	29	24	10	75	32	90	109	111	34	93	21	16	0	711	12
Three	30	5	12	0	13	5	9	4	63	9	21	0	4	0	175	3
Four	0	0	4	3	0	0	0	0	31	0	0	0	0	0	39	1
Five or more	0	0	0	0	0	0	0	4	0	0	0	0	0	0	4	0
Answered question	737	153	481	169	710	686	981	828	356	373	375	82	43	27	6,001	98
Skipped question	23	5	4	0	18	6	9	25	8	9	19	0	0	0	125	2

Source: 2009 DVRPC

- ◆ Over half of all estimated riders indicated that they had no vehicle available in their households. There were 3,455 estimated riders who indicated that they had no vehicles available, for a 56 percent share of total estimated riders.
- ◆ Estimated riders who indicated that they had one vehicle available in their households accounted for a 26 percent share of total estimated riders. There were 1,617 estimated riders who indicated that they had one vehicle available in their households.
- ◆ Two-vehicle, three-vehicle and four-vehicle households combined for a 16 percent share of total estimated riders. There were 711 estimated riders who indicated two vehicles available, 175 estimated riders who indicated three vehicles available, and 39 estimated riders who indicated four vehicles available in their respective households.
- ◆ There were only four estimated riders who indicated that there were five or more vehicles available in his or her household.

Table 19: Annual household income

	601	602	603	604	606	607	608	609	611	613	619	976	EWS	TL	Total	%
Under \$15,000	226	56	189	73	267	249	388	342	16	147	102	0	0	0	2,055	34
\$15,000-\$24,999	142	37	118	31	196	165	156	128	0	39	79	0	0	0	1,091	18
\$25,000-\$34,999	97	21	87	3	99	81	158	105	16	32	62	0	0	0	762	12
\$50,000-\$74,999	74	18	20	32	37	65	95	56	94	43	53	5	4	15	610	10
\$35,000-\$49,999	89	13	16	19	41	49	117	83	63	54	19	15	4	0	582	10
\$75,000-\$99,999	25	0	8	7	31	21	28	20	63	0	9	15	6	6	240	4
\$100,000-\$149,999	10	10	8	3	5	0	9	15	71	7	9	31	16	6	202	3
\$150,000 and over	7	0	0	0	15	0	19	8	8	0	0	15	10	0	83	1
Answered question	670	153	446	169	691	631	969	758	332	321	334	82	41	27	5,624	92
Skipped question	89	5	39	0	37	61	21	95	32	61	60	0	2	0	501	8

Source: 2009 DVRPC

- ◆ Estimated riders who indicated an annual household income under \$15,000 accounted for 34 percent of total estimated riders. There were 2,055 estimated riders who indicated an annual household income under \$15,000.
- ◆ Estimated riders who indicated an annual household income between \$15,000 and \$35,000 accounted for an approximate 30 percent share of total respondents. There were 1,091 estimated riders who reported an annual household income between \$15,000 and \$24,999, for an 18 percent share. There were 762 estimated riders who reported an annual household income between \$25,000 and \$34,999, for a 12 percent share.
- ◆ There were 83 estimated riders who reported an annual household income over \$150,000, for a one percent share of total estimated riders.

Key Findings

Route Comparison

To help place the results of the survey in context, a comparison of some of the demographic characteristics across routes and to Mercer County as a whole is useful. Table 20, Mean Household Demographics, displays the mean household income, age, household size, workers per household, and cars available per household for the routes surveyed and for Mercer County. The following values were derived from the survey responses for each route surveyed, and from the U.S. Census Bureau's 2008 American Community Survey (ACS) data for Mercer County. The mean household demographics are only approximations, and were calculated in accordance with NJ Transit's formula and method. The survey participants were given a range of ages, household incomes, household sizes, and cars available to choose from. Values were then approximated from the midpoint of these ranges for these questions and the table below calculated from these approximate values.

By comparing the routes to each other and then to the county at large, a picture of the socio-economic conditions of the ridership make themselves apparent. One could either compare the survey results as a whole to the county, or on a route by route basis. Either way, a clear picture of the average surveyed NJ Transit rider becomes evident.

Table 20: Mean Household Demographics

	Cars per Household	Worker per Household	Household Size	Age	Household Income
601	0.73	1.73	3.47	43	\$32,239
602	0.71	1.29	2.07	47	\$31,839
603	0.47	1.42	3.21	45	\$24,282
604	0.60	1.31	3.98	42	\$32,146
606	0.55	1.69	3.29	45	\$29,253
607	0.44	1.37	2.78	46	\$26,524
608	0.39	1.31	2.76	47	\$31,235
609	0.58	1.48	3.05	49	\$28,846
611	1.97	1.81	2.58	50	\$75,456
613	0.56	1.76	3.35	47	\$28,974
619	1.02	1.82	3.81	39	\$32,238
976	1.27	1.63	3.38	38	\$107,969
EWS	1.51	1.75	3.05	50	\$117,375
TL	0.56	1.33	2.44	38	\$81,944
Total	0.69	1.54	3.10	46	\$34,286
Mercer County [†]	1.04 [†]	1.36 [†]	2.75 [†]	37 [†] *	\$98,174 [†]

Source: DVRPC 2009; (†) US Census Bureau American Community Survey 2008 estimates. (*) Median age.

The average household had less than one car available to them, with 0.69 cars per household. This is consistent with the findings, as displayed in Table 18 on page 23, which indicate that over half of riders reported having no access to a vehicle in their household; an approximately 56 percent share. This is also consistent with the findings in Table 10 on page 16, where approximately 73 percent of riders reported that they had no other means of traveling but the bus.

The average number of workers per household and average household size of riders surveyed tended to be higher than the Mercer County average. Households of riders surveyed averaged 1.54 workers and 3.10 persons, while for the county the households averaged 1.36 workers and 2.75 persons, respectively.

The average age for a rider of the bus routes surveyed is 46 years old. This was significantly higher than the median age reported by the Census Bureau for Mercer County. Mercer County has a median age of 37. The Train Link (TL), route 916, and route 976 were the closest to the county median age with ages of 38, 39, and 38 respectively. The East Windsor Shuttle (EWS) and route 611 had the oldest riders of the routes surveyed with an average age of 50.

Average household income for Mercer County is \$98,174. That is nearly three times higher than the average household income reported in this survey of \$34,286. The federal government defines poverty as a ratio of family size to household income, as shown in Table 23. In this survey, participants were asked for their household size. If household size is used as a proxy for family size, an approximate comparison of the average household income from this survey to the federally defined guidelines can be established.

Table 21: Poverty Guidelines by Family Size: 2001 and 2009

Size of family unit	2001 household income	2009 Household income for 48 contiguous states and DC
1	\$8,590	\$10,830
2	\$11,610	\$14,570
3	\$14,630	\$18,310
4	\$17,650	\$22,050
5	\$20,670	\$25,790
6	\$23,690	\$29,530
7	\$26,710	\$33,270
8	\$29,730	\$37,010
Each Additional Person:	\$3,020	\$3,740

Source: Federal Register, Vol. 74, No. 14, January 23

None of the routes surveyed technically fall below, or at, the federally determined guidelines for poverty for the given household sizes of this survey. Another way of looking at income and income disparity, if that exists, is to determine how far above or below the federal guidelines a household is. A household may be above the poverty threshold, but that may not mean they are doing well, they could be just scraping by. In the case of the average rider surveyed with an average household size of three persons, who earned an average household income of \$34,286, they would be approximately 87 percent above the federal threshold of \$18,310 dollars for a family of three.

There were routes that were significantly higher and lower than the survey average. The East Windsor Shuttle (EWS), with an average household income of \$117,375 – more than \$86,000 above the survey average, was a very high 541 percent of the poverty guidelines for a household of three persons. The route 603, though still above the poverty mark for a household of three, was only 32 percent higher with an average household income of \$24,282 – an income that is \$10,000 less than the survey average.

APPENDIX A



NJ Transit Mercer County Bus Survey Instrument

Survey No.
Goes Here



Market Research
One Penn Plaza East Newark, NJ 07105



Delaware Valley
Regional Planning
Commission

19. Are YOU... (CHOOSE ONE ONLY)
- White
 - American Indian, Eskimo or Aleut
 - Black
 - Other _____ (please specify)
 - Asian or Pacific Islander

20. Are you of Hispanic origin? Yes No

21. What is your occupation? (CHOOSE ONE ONLY)
- Management/Professional
 - Homemaker
 - Clerical/Secretarial
 - Student
 - Sales/Retail
 - Not currently employed
 - Non-Office Worker
 - Retired
 - Technical/Skilled
 - Other _____

22. How many people are living in your household, including yourself?
- One
 - Two
 - Three
 - Four
 - Five or more

23. How many people in your household are currently employed?
- None
 - One
 - Two
 - Three
 - Four
 - Five or more

24. How many cars are currently available in your household?
- None
 - One
 - Two
 - Three
 - Four
 - Five or more

25. What is your annual household income?
- Under \$15,000
 - \$35,000 - \$49,999
 - \$100,000 - \$149,999
 - \$15,000 - \$24,999
 - \$50,000 - \$74,999
 - \$150,000 and over
 - \$25,000 - \$34,999
 - \$75,000 - \$99,999

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 # (____) _____-____ Evt. 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!

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 for an opportunity to WIN ONE OF FIVE MONTHLY PASSES.

Thank you for your participation!

For this bus trip...

1. On what bus route did you receive this survey?

Route #

2. What time did you board this bus? (PLEASE SPECIFY TIME AND CHOOSE AM OR PM)

: : AM PM
Hour Minute

3. The place you have come from is... (CHOOSE ONE ONLY)

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

4. What is the address of the place you have come from?
(PLEASE PRINT CLEARLY)

Street Address OR Street Intersection _____

City/Town _____ State _____ Zip Code _____

5. How did you get to this bus? (CHOOSE PRIMARY METHOD ONLY)

- Walk only
- Drove a car and parked
- Carpooled/Dropped off
- Another Bus (Please Specify Route) _____
- RiverLINE
- NJT Train (Please Specify Boarding Station) _____
- Capital Connection Bus
- 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
 - Drive a car and park
 - Carpooled/Dropped off
 - Another Bus (Please Specify Route) _____
 - RiverLINE
 - NJT Train (Please Specify Destination Station) _____
 - Capital Connection Bus
 - 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
- Work
- School (K-12)
- Technical, College or University
- Shopping
- Medical/Dental
- Personal Business
- 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
- Round Trip
- Bus Monthly
- Rail Monthly
- 10-Trip/Multi-trip
- Student Fare
- Senior Citizen/Customer with disability/Children
- Other

13. How often do you use this bus route? (CHOOSE ONE ONLY)

- 7 days/week
- 6 days/week
- 5 days/week
- 3-4 days/week
- 1-2 days/week
- 1-3 days/month
- Less than one day/month
- First time customer

14. How long have you been riding this bus route? (CHOOSE ONE ONLY)

- Less than 6 months
- 6 months to 1 year
- 1 to 2 years
- 2 to 5 years
- 5 to 10 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
- Remained the Same
- Improved
- Somewhat Declined
- Somewhat 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

Publication Title: NJ Transit Mercer County Bus Survey

Publication Number: 09052

Date Published: November 2009

Geographic Area Covered: Mercer County, New Jersey

Key Words: NJ Transit, Bus, Survey

Abstract: A summary of the 2009 customer survey of NJ Transit's routes 601,602, 603/613, 604, 606, 607, 608, 609/619, 611 and 976 in Mercer County. The East Windsor Shuttle and the Train Link Shuttle were also surveyed. This survey will be used to update NJ Transit's demographic profiles, and their travel demand models. They will also assist in the planning of BRT through the route 1 corridor.

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