

**NEW JERSEY TRANSIT  
BUS CUSTOMER SATISFICATION STUDY**

**Atlantic City Bus Line**

**Final Report  
11/07/2008**

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# Table of Contents

List of Figures .....	3
List of Tables.....	4
Overview .....	6
Background & Objectives.....	6
Methodology.....	6
Weighting.....	8
Response Rates .....	8
Reporting.....	9
Significance testing.....	9
Introduction.....	10
Objectives .....	10
Methodology.....	10
Summary of Findings.....	10
Conclusions & Implications.....	11
A. Passenger Counts.....	12
1. Bus Number .....	12
2. Direction .....	12
B. Origin & Destination.....	13
1. Access Mode to Bus Stop .....	13
2. Trip Purpose.....	15
3. Egress Mode to Final Destination.....	16
C. Customer Satisfaction.....	19
1. Service Ratings .....	19
D. Travel Behavior.....	20
1. Access Mode for Other Half of the Trip.....	20
2. Transit Dependency .....	20
3. Fare Payment .....	21
4. Frequency of Bus Travel.....	23
5. Tenure of Riding the Bus.....	25
E. Customer Demographics .....	27
1. Travel-Related Demographics .....	27
2. General Demographics.....	27
Conclusions / Implications.....	29
Survey Instrument.....	30
Sample Interviewer Distribution Sheet.....	34
Data File .....	35

## List of Figures

<b>Figure 1: Access Mode to Bus Stop</b> .....	13
<b>Figure 2: Trip Purpose</b> .....	15
<b>Figure 3: Egress Mode from Bus Stop</b> .....	17
<b>Figure 4: Type of Ticket</b> .....	21
<b>Figure 5: Frequency of Travel</b> .....	23
<b>Figure 6: Tenure of Riding the Bus</b> .....	25

## List of Tables

Table 1: Survey Distribution.....	8
Table 2: Response Rates .....	8
Table 3: Survey Distribution by Route.....	12
Table 4: Survey Distribution by Direction .....	12
Table 5: Frequent and Infrequent Riders by Mode .....	14
Table 6: Frequent and Infrequent Riders by Egress Mode .....	18
Table 7: Attribute Ratings .....	19
Table 8: Travel Mode for the Other Half of the Trip.....	20
Table 9: Frequent and Infrequent Riders by Car Availability .....	20
Table 10: Frequent and Infrequent Riders by Type of Ticket.....	22
Table 11: Frequent and Infrequent Riders by Frequency of Bus Travel .....	23
Table 12: Frequent and Infrequent Riders by Length of Riding .....	26
Table 13: Respondent Profile .....	28

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## Overview

New Jersey Transit (NJT) is New Jersey's public transportation corporation. It is the nation's third largest public transportation system, providing over 250 million passenger trips annually. NJT provides bus, rail, and light rail services for approximately 850,000 daily trips on 242 bus routes, 11 commuter rail lines, and three light rail lines. In addition to serving intrastate transportation needs, NJT provides links to other major points such as New York and Philadelphia, as well as connections to other transit systems including Amtrak and the Southeastern Pennsylvania Transportation Authority (SEPTA).

NJT's mission is "To provide safe, reliable, convenient and cost-effective transit service with a skilled team of employees, dedicated to our customers' needs and committed to excellence." In order to gauge its success in achieving this mission, NJT is initiating a multi-year program to survey bus riders statewide. To accomplish this, NJT contracted with Macro International (Macro), a survey research firm with experience in transit-related data collection. The data presented in this report will be used to support new capital programs and understand local bus markets in order to improve, or possibly expand, service.

## Background & Objectives

The 2008 Atlantic City Bus Line Study is a customer satisfaction study of local bus riders on routes that serve Atlantic City. Starting in spring 2008, Macro conducted a census of bus riders, focusing on the longer Atlantic City commuter routes. This study surveyed passengers on two bus routes, including:

- Route 552: From the Cape May Transportation Center to the Atlantic City Bus Terminal.
- Route 554: From the Lindenwold PATCO Station to the Atlantic City Bus Terminal.

Information gathered in the study will be used to support service planning, marketing, and capital planning for bus services to Atlantic City and intermediate points as well as to establish a baseline for these two routes.<sup>1</sup> The study's primary objective is to obtain travel information, travel patterns, and demographics of NJT customers on these two routes. Further, the study assesses customer satisfaction ratings for items such as frequency, timeliness, and quality of service.

## Methodology

In order to complete a census, a survey distribution plan was implemented that provided complete coverage of all passengers on each bus. Survey agents were hired to hand out and collect paper questionnaires on-board the buses. The training session for the survey agents included a briefing on the survey's purpose and objectives, as well as a review of the survey instrument itself. The survey agents then received packets of questionnaires, route schedules, and bus assignments.

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<sup>1</sup> Because of the seasonality of travel patterns in the Atlantic City and the SJTPO area, Route 552 data will be collected in June 2009, with analysis of the data conducted in FY 09 under other funding.

All riders on each bus were requested to complete the self-administered questionnaire and return it to the survey agent on the bus. Customers could also mail completed surveys using the NJT Business Reply Mail account.

Each questionnaire had a unique serial identification number print both on the questionnaire itself, and on the envelope. NJT provided a Business Reply Mail account in order for surveys to be sent back through the mail, with postage paid. To increase response rates, respondents were entered in a drawing to win a monthly bus card.

A total of 4,070 riders were asked to participate in this survey, and 883 riders responded, for a response rate of 22 percent. These riders were distributed across 28 outbound buses to Lindenwold Patco Station, 28 inbound buses to Atlantic City Bus Terminal, 19 outbound buses to Cape May, and 11 shuttles between Wildwood and Cresthaven. There were also 12 weekend buses included between Atlantic City and Wildwood.

Completed surveys were collected by Macro's survey agents and then checked in by Macro's field department. The field department reviewed the surveys for completeness, logged each into a tracking system, and edited the responses. The following editing steps were conducted:

- City, State, and ZIP Code--ensuring that city, state and ZIP code represent a valid combination.
- Logical Trip Sequence--ensuring that the origin point, the modes used to get to the final destination, and the destination point are a logical sequence.

Once surveys were checked in and edited, open-ended questions and "other specify" answers were coded according to a coding scheme developed and approved by NJT. Once the surveys were edited and coded, the responses were entered into SPSS according to a record layout approved by NJT project staff. Once the dataset was cleaned (using the same specifications as editing) and approved by NJT staff, frequency tabulations for each question were developed by trip direction and frequency of ridership. These tables included rankings of all service attributes, information about the trips taken, and demographic information about the riders.

## Weighting

The data from the returned surveys was weighted to accurately represent the responses of riders on-board New Jersey Transit bus routes serving Atlantic City, as shown in the table below. The data was weighted using recent ridership counts provided by NJT staff, and using survey refusals. Because of the length of these bus routes, ridership by fare zone data was also utilized to ensure proper weighting of Atlantic City and non-Atlantic City locations. Case weights for each record were developed in consultation with NJT project staff.

**Table 1: Survey Distribution**

Route	Estimated Ridership	Distributed Surveys	Obtained Surveys Unweighted	Obtained Surveys Weighted
<b>Route 552</b>	<b>2,692</b>	<b>2,158</b>	<b>415</b>	<b>1,859</b>
AC – Cape May	1,740	1,392		
<u>Inbound</u> Cape May to AC	920	736		
<u>Outbound</u> AC to Cape May	820	656		
Wildwood – Crest Haven	957	766		
<u>Inbound</u> Wildwood to Crest Haven	506	405		
<u>Outbound</u> Wildwood to Crest Haven	451	361		
<b>Route 554</b>	<b>2,393</b>	<b>1,912</b>	<b>466</b>	<b>2,057</b>
<u>Inbound</u> Lindenwold to AC	1,231	985		
<u>Outbound</u> AC to Lindenwold	1,162	927		
<b>GRAND TOTAL</b>	<b>5,085</b>	<b>4,070</b>	<b>881</b>	<b>3,916</b>

## Response Rates

The overall response rate for this survey was 22 percent. This was calculated as the surveys returned divided by the counted passengers on each bus. Based on an integrated method of survey distribution and passenger counting, Macro has the ability to report response rate down to the station level for each individual bus. This information can be found in Attachment A. However, it is more efficient to report detailed response rates by route, as in Table 2 below.

**Table 2: Response Rates**

Route	# of Buses	Distributed Surveys	Obtained Surveys Unweighted	Response Rate
<b>Route 552</b>		<b>2,158</b>	<b>415</b>	<b>19.2%</b>
Atlantic City	21	1,392		20%
Cape May	19	736		24%
Cresthaven	11	656		7%
Wildwood	12	766		26%
<b>Route 554</b>		<b>1,912</b>	<b>466</b>	<b>24.4%</b>
Atlantic City	28	985		20%
Linden PATCO	28	927		24%
<b>GRAND TOTAL</b>		<b>4,070</b>	<b>881</b>	<b>21.6%</b>

## Reporting

Given that the surveys are self-administered, there is missing data for each of the measures, reflecting respondent error in completing the questionnaire. In order to compensate for non-response, the base for each measure consists of only those who answered that particular question. As such, bases fluctuate from measure to measure.

## Significance testing

Significance testing, conducted at the 90 percent confidence level, was utilized to compare the differences between the following subgroups of interest to the client --direction (inbound/outbound) and frequency of use (frequent/infrequent).

## Introduction

### Objectives

The primary objective of this study is to obtain travel information, travel patterns, and demographics of NJT customers on routes 552 and 554, both of which have not been studied since 1990. This study will be used to help improve our understanding of local bus markets, expand service where appropriate, and support planning and forecasting efforts.

### Methodology

A survey was conducted among passengers of NJT on bus routes serving Atlantic City. A pre-test was conducted before the data collection process took place on April 16<sup>th</sup>, 2008. Survey representatives distributed 4,070 survey questionnaires on-board two bus routes; 1,912 on route 554 and 2,158 on route 552. Passengers were given the option of either filling out the survey questionnaire and returning it to the survey agent or mailing the survey to NJT. Passengers who completed the survey were entered in a drawing to win a free monthly bus card.

A total of 415 surveys from Route 552 and 466 surveys from Route 554 were returned, for an overall response rate of 22 percent (21.6%) of all surveys distributed.

## Summary of Findings

The majority (75%) of Atlantic City riders are frequent riders; riding the bus three or more days a week. Moreover, the majority of frequent riders use the bus five or more days a week with 47 percent riding five days a week, and 31 percent riding seven days a week. The majority (53%) of infrequent riders travel one to two days a week. Over one-in-four (28%) riders travel less than one day per month. Only one percent (1%) of all passengers are first-time customers.

Nearly one-in-three (32%) Atlantic City passengers are relatively new riders—20 percent have been riding for less than six months and 12 percent (12%) for six months to a year. Slightly over one-in-five (22%) riders has been riding the bus two to five years. Closely following, with 20 percent (20%) of the ridership, are the longest tenured passengers who have been riding the bus more than 10 years. The median number of years Atlantic City passengers have been riding the bus is approximately 2.6 years; 3.2 years for frequent riders and 1.3 years for infrequent riders.

Passengers are somewhat more likely to be male (52%) than female (48%). There is a concentration of passengers in younger and middle age groups. Nearly two-in-five (39%) are between 18 and 34, and a similar percentage (40%) are between the ages of 35 and 54. The median age of Atlantic City bus passengers is approximately 38 years old. More than half of the ridership (54%) is Caucasian or White passengers. One-in-four (25%) passengers is Black or African American. Only 17 percent of ridership is of Hispanic origin. Additionally, Atlantic City bus passengers are mostly in the lower income categories. The median income for Atlantic City passengers is \$20,221.

The majority (57%) of Atlantic City passengers use the bus to travel from their home to work or school or to get from work or school to their home. Frequent riders are three times as likely as infrequent riders to use the bus to commute—68 percent compared to 22 percent respectively.

The majority (71%) of passengers walk to their bus stop. Thirteen percent get to their bus stop via another bus, while less than one percent (>1%) use another New Jersey Transit train. The majority of passengers (78%) walk to their final destination. Nine percent take another bus to get to their destination. Most passengers travel to work (38%) or home (34%).

For the return half of their trip, the majority of customers (74%) take the same bus in the opposite direction. Ten percent (10%) of customers take a different bus.

The majority (68%) of passengers do not have a car available to make their trip. There is a relationship between the frequency with which passengers travel and whether they are transit-dependent. Infrequent riders are significantly more likely than frequent riders to have a car available to make trips.

More than half (56%) of passengers purchase one-way tickets. Over one-in-four (27%) purchase a monthly bus ticket. Seven percent (7%) purchase a round-trip, and an additional seven percent (7%) purchase a Senior Citizen/Person with Disabilities/Child ticket. Five percent (5%) of passengers purchase other type of tickets, including 10-trip/multi-trip, rail monthly, and other types). No passengers purchase a student fare ticket.

Overall 8 percent of respondents (311 total) were either visiting (1.1%) or working at a casino (6.9%).

On the whole, Atlantic City passengers riding on bus routes 552 and 554 are satisfied with their bus carrier, providing an overall mean rating of 8.1 on a 10-point scale where “10” represents “excellent” and “5” represents “acceptable.”

## Conclusions & Implications

The majority of Atlantic City bus passengers are transit-dependent. It is important for NJT to recognize that Atlantic City bus passengers who ride most frequently view those attributes that affect the functionality and performance of the buses as most important.

## A. Passenger Counts

### 1. Bus Number

In spring 2008, an estimated 5,085 bus passengers rode NJT routes 554 and 552; 2,393 and 2,692 riders, respectively. A total of 4,070 surveys were distributed on-board both NJT routes. As a result of survey distribution efforts, 415 surveys were collected on route 552 and 466 surveys were collected on route 554 for a total of 881 surveys obtained for both routes. Overall, a response rate of 21.6 percent was achieved (see Table 3 below).

**Table 3: Survey Distribution by Route**

Route	Distributed Surveys	Obtained Surveys	Response Rate
<b>Route 552</b>	<b>2,158</b>	<b>415</b>	<b>19.2%</b>
<u>AC – Cape May</u>	1,392		
<u>Inbound</u> Cape May to AC	736		
<u>Outbound</u> AC to Cape May	656		
<u>Wildwood – Crest Haven</u>	766		
<u>Inbound</u> Wildwood to Crest Haven	405		
<u>Outbound</u> Wildwood to Crest Haven	361		
<b>Route 554</b>	<b>1,912</b>	<b>466</b>	<b>24.4%</b>
<u>Inbound</u> Lindenwold to AC	985		
<u>Outbound</u> AC to Lindenwold	927		
<b>GRAND TOTAL</b>	<b>4,070</b>	<b>881</b>	<b>21.6%</b>

### 2. Direction

As can be seen from Table 4, of the 3,026 passengers, 1,546 travel in the inbound direction, and 1,480 travel in the outbound direction.

**Table 4: Survey Distribution by Direction**

Route	Distributed Surveys	Obtained Surveys Unweighted	Obtained Surveys Weighted
<b>Route 552</b>	<b>2,158</b>	<b>415</b>	<b>1,298</b>
<u>Inbound</u>		217	682
<u>Outbound</u>		198	616
<b>Route 554</b>	<b>1,912</b>	<b>466</b>	<b>1,728</b>
<u>Inbound</u>		251	864
<u>Outbound</u>		215	864
<b>Total</b>	<b>4,070</b>	<b>881</b>	<b>3,026</b>
<u>Inbound</u>		468	1,546
<u>Outbound</u>		413	1,480

Slightly over half (54%) of the passengers travel in the inbound direction, and nearly half (46%) travel in the outbound direction.

## B. Origin & Destination

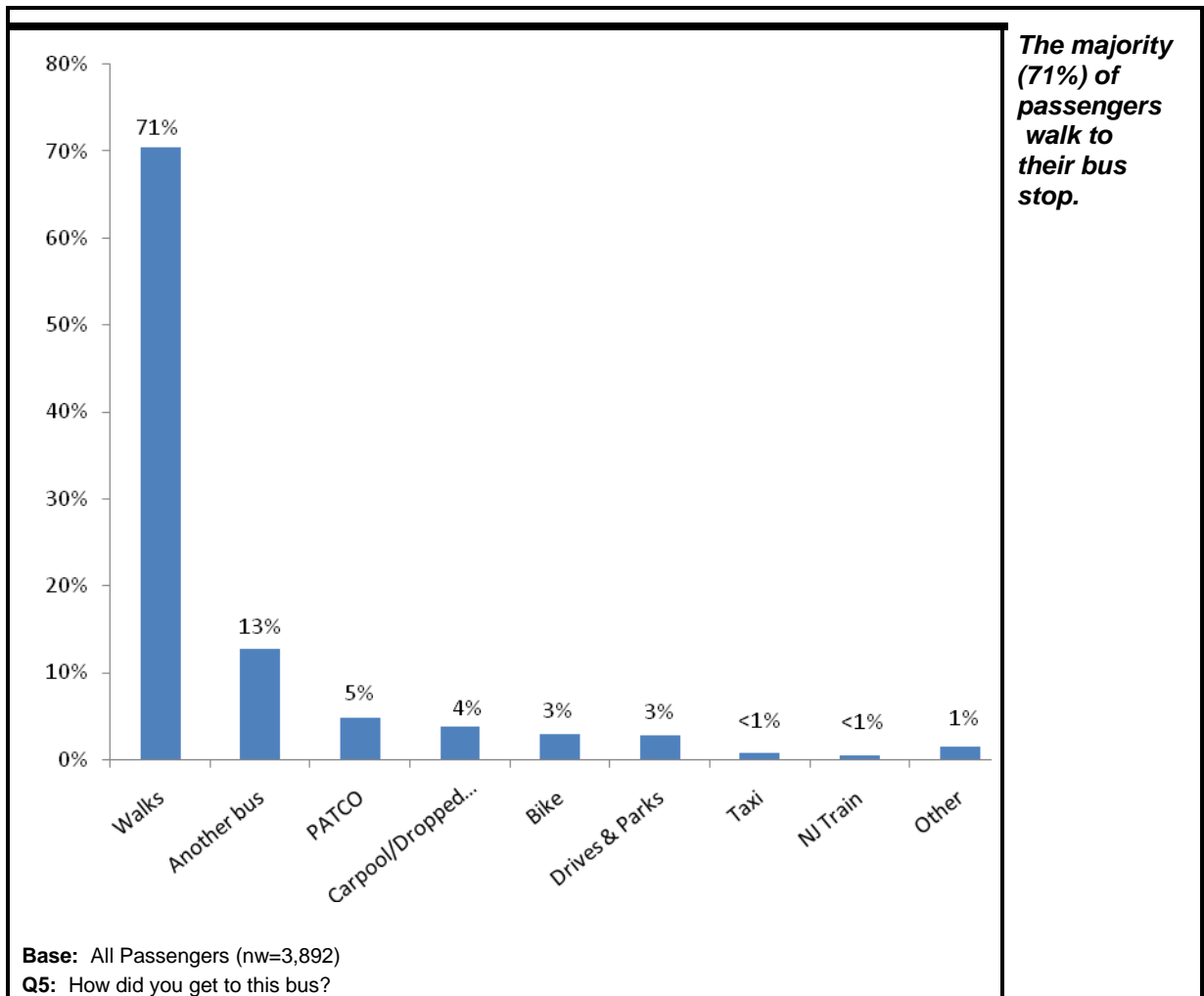
### 1. Access Mode to Bus Stop

Passengers were asked to indicate what mode of travel they use to get to the bus stop.

As can be seen in Figure 1, 71 percent of the 552 and 554 bus route passengers walk to the bus stop. Thirteen percent of passengers arrive at their bus stop via another bus, while less than one percent (>1%) use another New Jersey Transit train. Five percent (5%) ride PATCO (Port Authority Transit Corporation) and only four percent (4%) carpool or get dropped off. Only three percent (3%) of passengers drive and park near their bus stop, while another three percent (3%) bicycle to their bus stop. All other modes used to get to the bus account for just two percent (2%) of ridership.

Nearly the same percentage of passengers traveling in the inbound and outbound direction walk to their bus stop; 71 percent inbound and 70 percent outbound. Significantly more passengers traveling in the outbound direction ride another bus to get to their bus stop (20%) than passengers traveling in the inbound direction (5%). On the other hand, significantly more passengers traveling in the inbound direction use PATCO transit (10%) than those traveling in the outbound direction (<1%). In addition, more passengers traveling in the inbound direction drive a car and park it (5%) compared with those in the outbound direction (1%).

**Figure 1: Access Mode to Bus Stop**



Frequent riders, those who ride the bus three or more days per week, are significantly more likely to walk to their bus stop (76%) than are infrequent riders (56%), who ride the bus less than 3 days per week. Slightly over one-in-four (26%) infrequent riders take another bus to get to their bus stop, whereas only eight percent (8%) of frequent riders do so. Table 5 displays all modes of accessing the bus, broken down by categories of frequent and infrequent riders.

**Table 5: Frequent and Infrequent Riders by Mode**

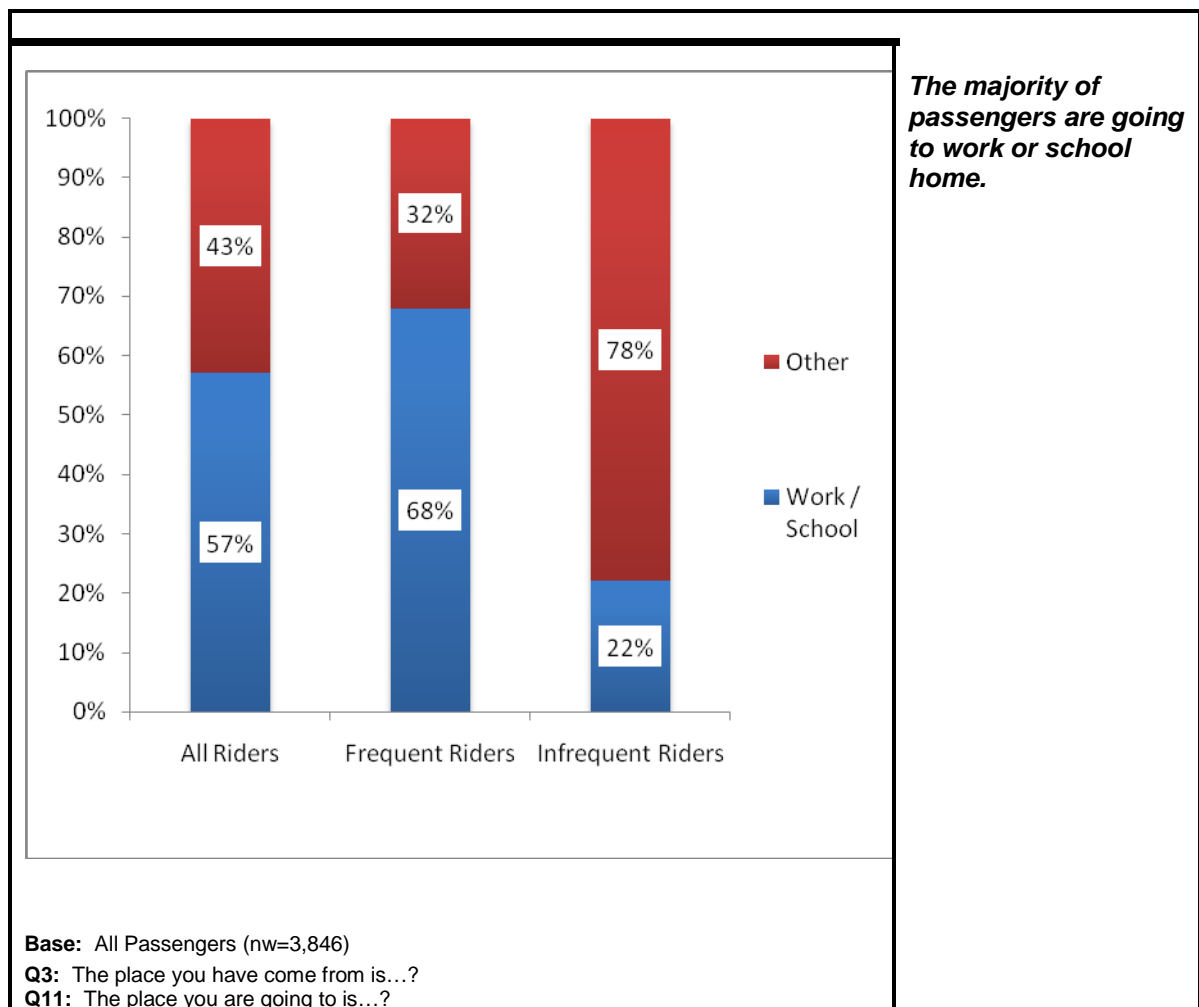
MODE	Frequent Rider		Infrequent Rider		Total	
	Frequency	%	Frequency	%	Frequency	%
Walk	2,202	75.6%	532	55.6%	2,744	70.5%
Another Bus	238	8.2%	249	26.0%	494	12.7%
PATCO	146	5.0%	38	4.0%	184	4.7%
Carpool / Dropped-off	113	3.9%	27	2.8%	143	3.7%
Bike	77	2.6%	36	3.8%	113	2.9%
Drive a Car & Park	58	2.0%	50	5.3%	109	2.8%
Taxi	10	0.4%	19	2.0%	32	0.8%
New Jersey Transit Train	14	0.5%	4	0.4%	17	0.4%
Other Mode	55	1.9%	1	0.1%	56	1.4%
<b>Total</b>	<b>2,913</b>	<b>100.0%</b>	<b>958</b>	<b>100.0%</b>	<b>3,892</b>	<b>100.0%</b>

## 2. Trip Purpose

The survey questionnaire asked respondents to indicate where they began their trip (home, work or other). Respondents were then asked to enter their origin address. A subsequent question asked where their trip ended (home, work, or other) and for their destination address. A variable was created in the survey database to provide insight into primary trip purposes. For example if a respondent's origin was home and his destination was work, the purpose of the trip would be defined as work. Conversely, if the origin was work and the destination was home, this would also be defined as a work trip.

As shown in Figure 2, nearly three-out-of-five (57%) passengers travel from home to work or school or from work or school to home. Frequent riders are more than three times as likely as infrequent riders to be traveling from home to work or school or from work or school to home, with 68 percent of frequent riders making work trips compared to 22 percent, of infrequent riders making work trips. Twelve percent of all respondents were traveling either to or from working at a casino. Close to half of survey respondents that work in casinos take the bus to their job (41%).

**Figure 2: Trip Purpose**

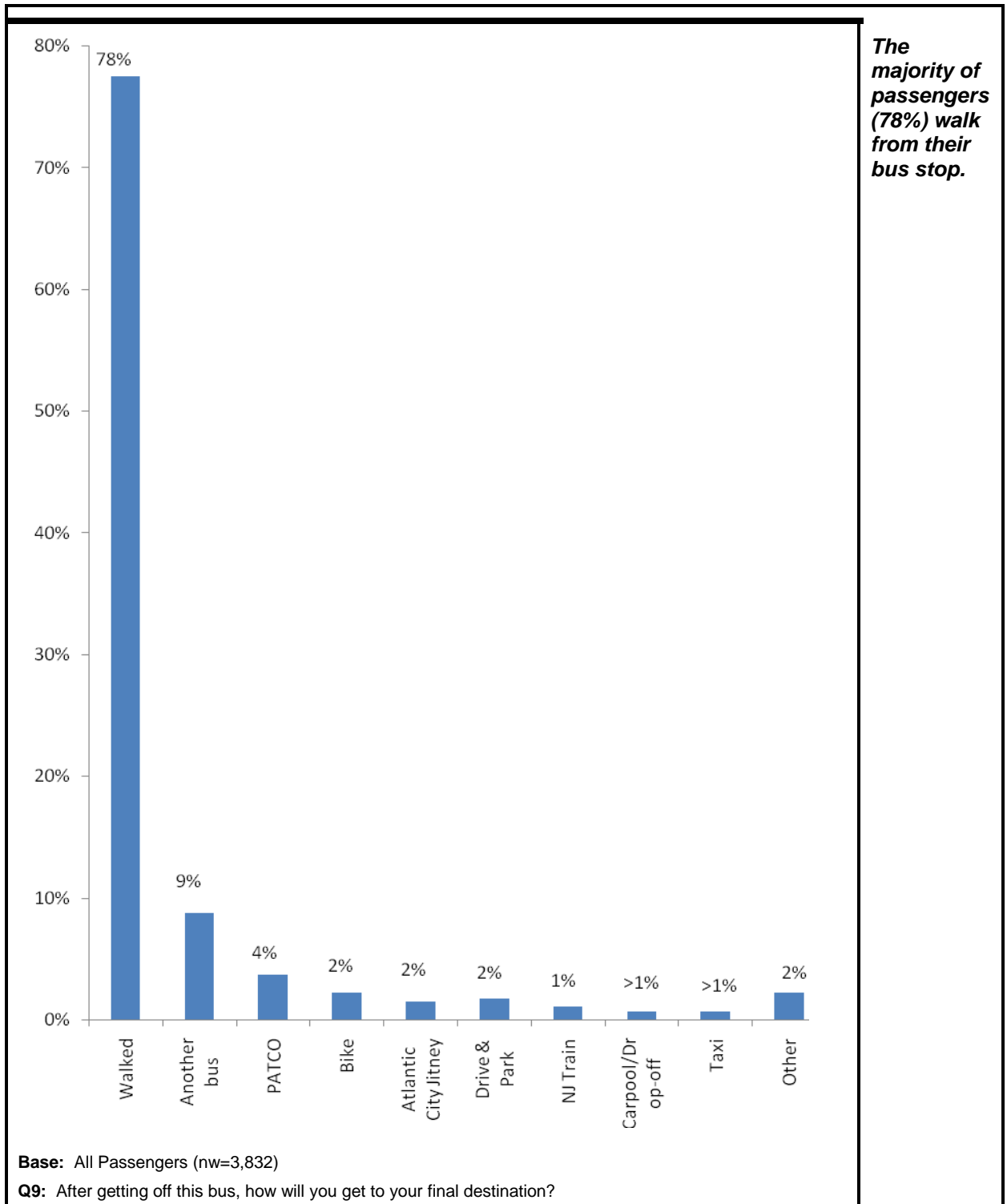


### 3. Egress Mode to Final Destination

*Respondents were asked to indicate what mode of travel they used to get to their destination after alighting from the bus.*

As can be seen from Figure 3 on the next page, nearly four-out-of-five (78%) passengers walk to their final destination. Nine percent (9%) of passengers take another bus to their destination. Of those passengers traveling inbound, 81 percent walk to their destination. Of those traveling outbound, 75 percent walk to their destination. Twice as many passengers traveling inbound take another bus to their destination (12%) than those traveling outbound (7%). Passengers traveling outbound are significantly more likely than those traveling inbound to take a New Jersey train, use PATCO transit to get to their destination, drive a car and park it, or take a taxi.

**Figure 3: Egress Mode from Bus Stop**



As shown in Table 6, frequent and infrequent riders share similar levels of use for each type of egress mode, with the exception that more infrequent than frequent riders take a New Jersey Transit train to their destination.

**Table 6: Frequent and Infrequent Riders by Egress Mode**

MODE	Frequent		Infrequent		Total	
	Frequency	%	Frequency	%	Frequency	%
Walk	2,265	78.7%	697	74.2%	2,968	77.5
Another Bus	256	8.9%	76	8.1%	338	8.8%
PATCO	116	4.0%	28	3.0%	144	3.7%
Bike	70	2.4%	13	1.4%	83	2.2%
Drive a Car & Parked	44	1.5%	20	2.1%	64	1.7%
Atlantic City Jitney	46	1.6%	10	1.1%	56	1.5%
NJT Train	14	0.5%	28	3.0%	42	1.1%
Carpool / Dropped-off	19	0.7%	5	0.5%	26	0.7%
Taxi	16	0.5%	11	1.1%	26	0.7%
Other	33	1.1%	52	5.6%	85	2.2%
<b>Total</b>	<b>2,877</b>	<b>100.00%</b>	<b>939</b>	<b>100.00%</b>	<b>3,832</b>	<b>100.00%</b>

## C. Customer Satisfaction

### 1. Service Ratings

Respondents were asked to rate 13 distinct service attributes. Each attribute was rated on a scale of 1 to 10, where “1” is “not acceptable”, “5” is “acceptable” and “10” is “excellent”. A “not applicable” option was also available.

Among NJT passengers on-board bus routes 552 and 554, serving Atlantic City; overall satisfaction was given a mean rating of 8.1. The lowest ratings were given for weekday off-peak frequency, Saturday frequency, and Sunday frequency, each with a rating of 7.1. Passengers gave the highest mean rating (8.0) for the “location of a bus stop.” This shows that passengers are generally satisfied with the bus service serving Atlantic City. However, Table 7 shows that the highest mean rating was given to overall service, which means that a higher rating was given to the whole service than to any of its individual parts. There were no significant differences in average ratings between passenger groups.

**Table 7: Attribute Ratings**

DESTINATION	Frequent	Infrequent	Inbound	Outbound	Total
	Mean	Mean	Mean	Mean	Mean
Parking availability at your bus stop	7.3	7.5	7.5	7.1	7.3
Location of the bus stop	8.0	7.9	8.0	8.0	8.0
Weekday AM peak frequency	7.3	7.4	7.3	7.3	7.3
Weekday PM peak frequency	7.2	7.1	7.2	7.1	7.2
Weekday off-peak frequency	7.1	7.1	7.1	7.1	7.1
Saturday frequency	7.0	7.3	7.1	7.1	7.1
Sunday frequency	7.1	7.1	7.0	7.1	7.1
Overall bus scheduling	7.4	7.3	7.3	7.4	7.3
On-time performance during AM peak	7.4	7.4	7.3	7.4	7.4
On-time performance during PM peak	7.2	7.1	7.2	7.2	7.2
On-time performance during off-peak times	7.3	7.2	7.5	7.2	7.3
Trip time	7.7	7.8	7.8	7.6	7.7
Time on-board the bus	7.7	7.7	7.8	7.5	7.7
Overall satisfaction with carrier	8.2	7.9	8.2	8.1	8.1

Recreational casino visitors gave a slightly higher overall satisfaction rating of 8.4, as well as higher ratings on each of the individual items except weekday PM frequency and parking availability at the bus stop.

## D. Travel Behavior

### 1. Access Mode for Other Half of the Trip

*Respondents were asked to indicate how they usually travel for the other half of their trip.*

As shown in Table 8, the majority (74%) of passenger takes the same bus, but in the opposite direction, while ten percent (10%) take a different bus. Significantly more passengers traveling in the inbound direction (6%) than those traveling in the outbound direction (3%) use a car for the other half of their trip.

**Table 8: Travel Mode for the Other Half of the Trip**

	Frequent		Infrequent		Total	
	Frequency	%	Frequency	%	Frequency	%
Take the same bus, but in opposite direction	1914	74.1%	544	73.0%	2,469	74.0%
Another bus	286	11.1%	55	7.4%	342	10.2%
Auto	94	3.7%	47	6.3%	141	4.2%
NJT Train	90	3.5%	45	6.0%	135	4.0%
PATCO	69	2.7%	3	0.4%	72	2.1%
Carpool / Dropped-off	24	0.9%	3	0.4%	27	0.8%
Other	105	4.1%	48	6.4%	153	4.6%
<b>Total</b>	<b>2,852</b>	<b>100.00%</b>	<b>745</b>	<b>100.00%</b>	<b>3,338</b>	<b>100.00%</b>

### 2. Transit Dependency

*Respondents were asked to indicate whether they have a car available to make this trip.*

The majority (68%) of Atlantic City riders does not have a car available to make their trip, and are therefore dependent on transit for the trip. There are no significant differences between inbound and outbound passengers, although slightly more passengers traveling inbound (33%) than those traveling outbound (31%) have a car available.

Table 9 shows that there is a relationship between the frequency with which passengers travel and whether they are transit-dependent. Infrequent riders are significantly more likely than frequent riders to have a car available to make their trip.

**Table 9: Frequent and Infrequent Riders by Car Availability**

	Frequent		Infrequent		Total	
	Frequency	%	Frequency	%	Frequency	%
Yes, Car Available	842	29.7%	358	38.4%	1,200	31.8%
No, No Car Available	1,993	70.3%	574	61.6%	2,575	68.2%
<b>Total</b>	<b>2,834</b>	<b>100.00%</b>	<b>932</b>	<b>100.00%</b>	<b>3,775</b>	<b>100.00%</b>

### 3. Fare Payment

Respondents were asked to indicate the type of ticket they are using for their trip and where they purchased the ticket.

As displayed in Figure 4, more than half (56%) of the passengers pay cash when purchasing a one-way ticket. Over one-in-four (27%) use a monthly bus ticket. Seven percent (7%) purchase a round-trip ticket, and an additional seven percent (7%) ride with a special (e.g. Senior Citizen/Person with Disabilities/Children) ticket. Five percent (5%) of passengers purchase other types of tickets, including 10-trip / multi-trip, rail monthly, and other types. No passengers purchase a student fare ticket.

**Figure 4: Type of Ticket**

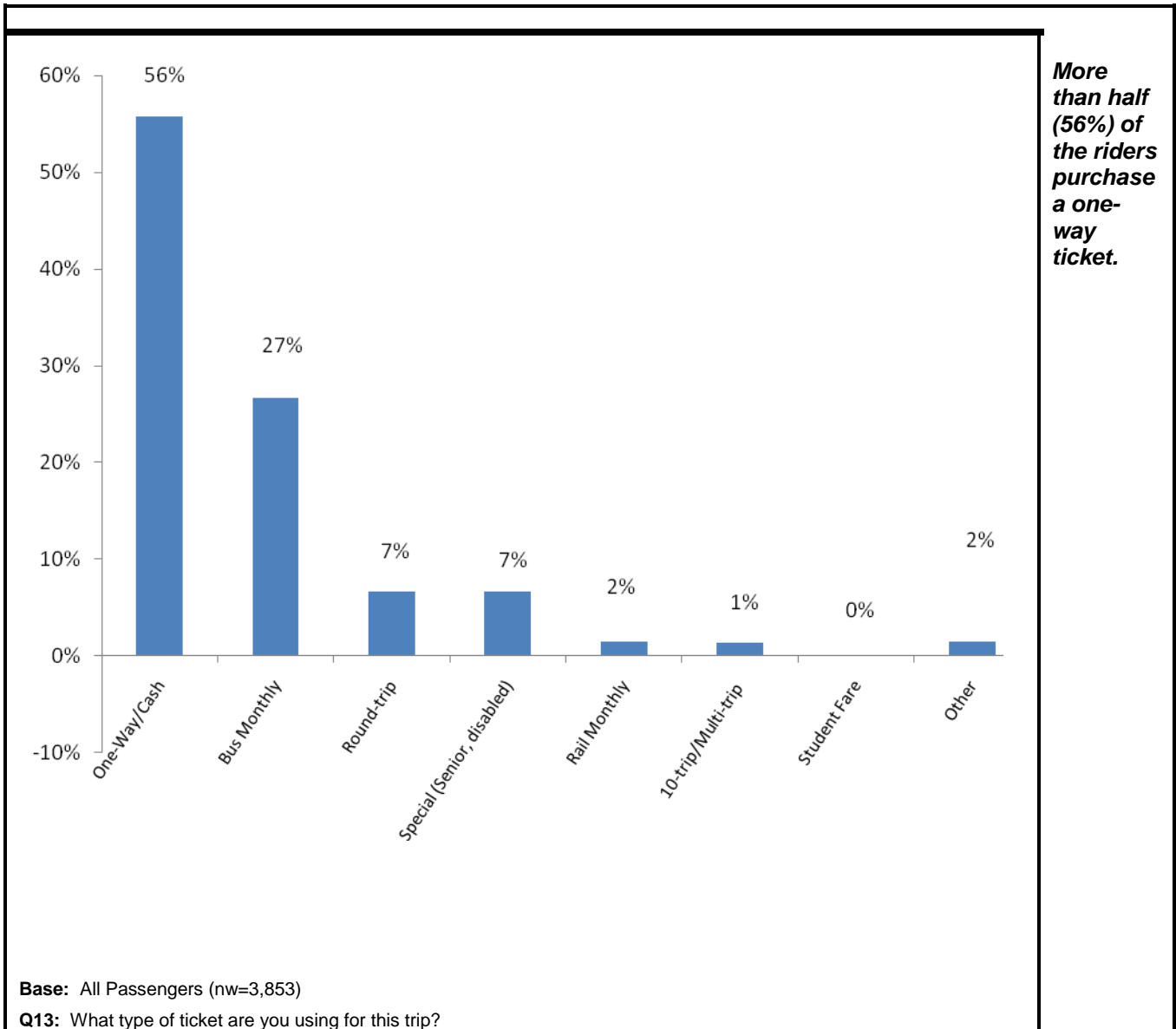


Table 10 displays the type of tickets used by both frequent and infrequent riders. Infrequent riders are significantly more likely than frequent riders to use a one-way ticket or cash to purchase a round-trip ticket. Frequent riders are more likely than infrequent riders to purchase a bus monthly ticket. A relationship can be observed between the frequency with which customers ride the bus and the type of ticket they purchase.

**Table 10: Frequent and Infrequent Riders by Type of Ticket**

TYPE	Frequent		Infrequent		Total	
	Frequency	%	Frequency	%	Frequency	%
One-way / Cash	1,531	52.7%	615	65.3%	2,150	55.8%
Bus Monthly	964	33.2%	60	6.4%	1,024	26.6%
Round-trip	92	3.2%	163	17.3%	257	6.7%
Senior Citizen/ Customer with disability/ Children	173	6.0%	82	8.8%	256	6.6%
Rail Monthly	50	1.7%	8	0.8%	58	1.5%
10-Trip/Multi-trip	49	1.7%	--	--	49	1.3%
Student Fare	--	--	--	--	--	--
Other	46	1.6%	13	1.4%	60	1.5%
<b>Total</b>	<b>2,905</b>	<b>100.00%</b>	<b>941</b>	<b>100.00%</b>	<b>3,853</b>	<b>100.00%</b>

## 4. Frequency of Bus Travel

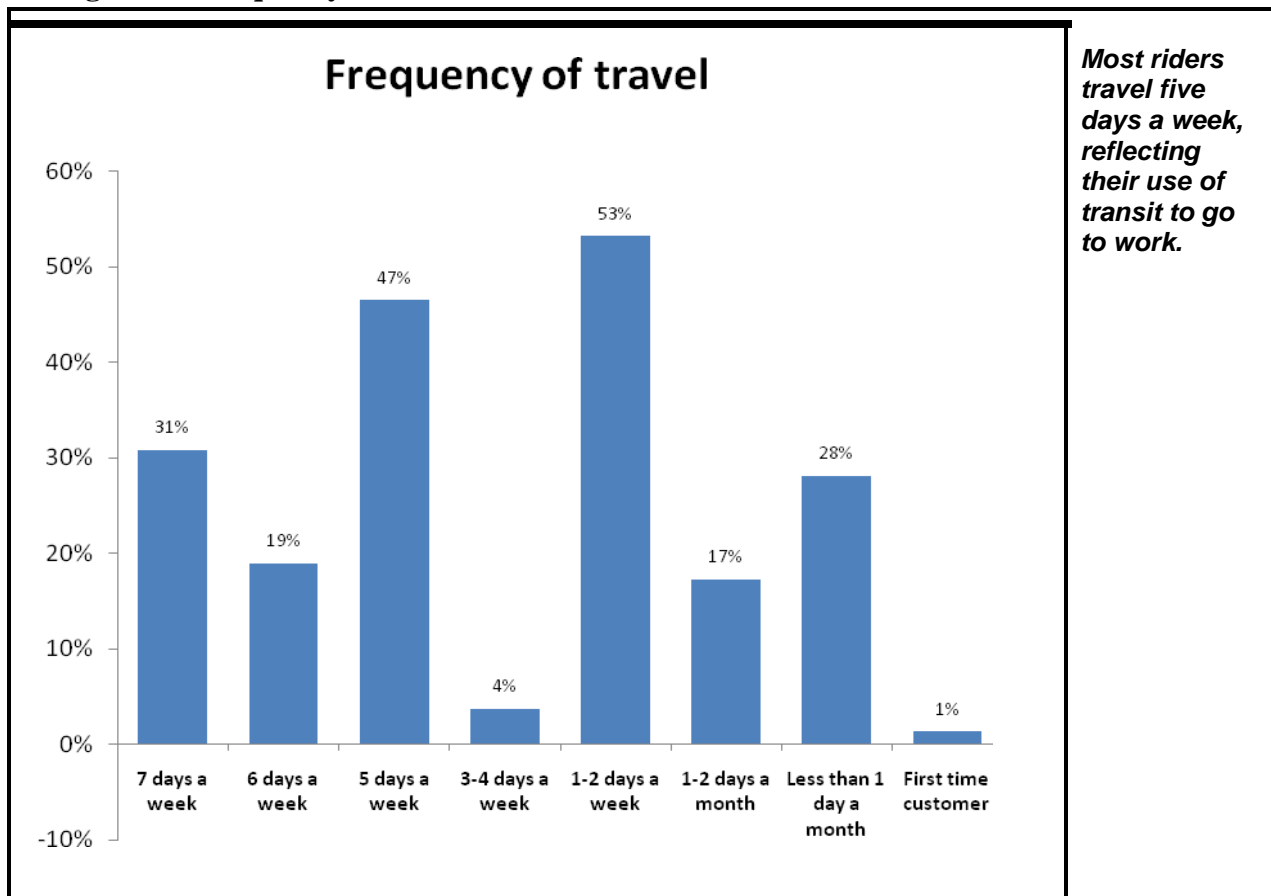
Respondents were asked to indicate how often they make their trip.

As can be seen from Table 11, frequent riders are defined as riding three or more days a week, whereas infrequent riders ride (at the most) one to two days a week. The majority (75%) of Atlantic City riders are frequent riders. As shown in Figure 6, nearly half (47%) of frequent riders travel five days a week. Casino workers (54%) were most often five day a week riders. In addition, nearly one-third (31%) of all riders travel seven days a week. The majority (53%) of infrequent riders ride one to two days a week. Over one-in-four (28%) travel less than one day per month. Only one percent (1%) of infrequent passengers are first-time customers.

**Table 11: Frequent and Infrequent Riders by Frequency of Bus Travel**

FREQUENCY	Frequent		Infrequent		Total	
	Frequency	%	Frequency	%	Frequency	%
7 days/week	905	30.80%	--	--	905	23.20%
6 days/week	554	18.90%	--	--	554	14.20%
5 days/week	1,366	46.50%	--	--	1,366	35.10%
3-4 days/week	110	3.70%	--	--	110	2.80%
1-2 days/week	--	--	511	53.20%	511	13.10%
1-2 days/month	--	--	166	17.30%	166	4.30%
Less than one day/month	--	--	270	28.10%	270	6.90%
First time customer	--	--	13	1.30%	13	0.30%
<b>Total</b>	<b>2,935</b>	<b>100.00%</b>	<b>959</b>	<b>100.00%</b>	<b>3,895</b>	<b>100.00%</b>

**Figure 5: Frequency of Travel**



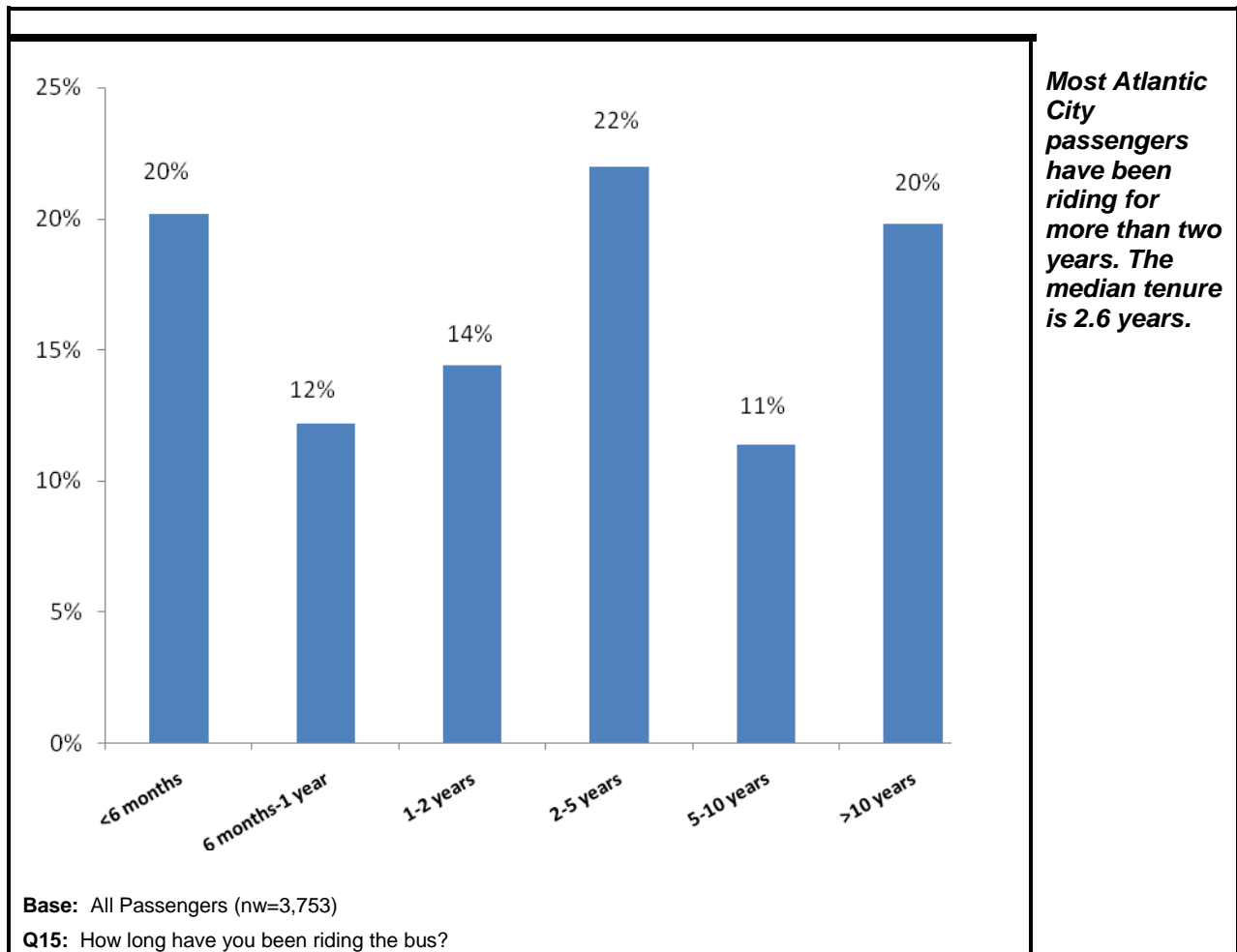
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## 5. Tenure of Riding the Bus

*Passengers were asked to report how long they have been riding the bus.*

Nearly one-out-of-three (32%) NJT passengers are relatively new riders, riding less than a year. Twenty percent have been riding for less than six months and 12 percent for six months to a year (see Figure 7). Slightly over one-in-five (22%) passengers have been riding the bus two to five years. The longest tenured passengers, those who have been riding the bus more than 10 years make up 20 percent of the ridership. The median length of riding for Atlantic City passengers is approximately 2.6 years; for frequent riders it is 3.2 years, and for infrequent riders it is 1.3 years.

**Figure 6: Tenure of Riding the Bus**



Frequent and infrequent riders are almost equally as likely to have been riding the bus for 10 years or more (see Table 12) with 20 percent of frequent riders and 19 percent of infrequent riders having rode the bus for more than 10 years. Significantly more frequent than infrequent riders have been riding the bus for two to five years (25% vs. 13%). In contrast, significantly more infrequent than frequent riders have been riding the bus for less than six months (38% vs. 15%).

**Table 12: Frequent and Infrequent Riders by Length of Riding**

LENGTH OF RIDING	Frequent		Infrequent		Total	
	Frequency	%	Frequency	%	Frequency	%
Less than 6 months	431	15.0%	328	37.6%	759	20.2%
6 months to 1 year	366	12.7%	92	10.5%	457	12.2%
1 to 2 years	433	15.1%	104	11.9%	541	14.4%
2 to 5 years	707	24.7%	115	13.2%	824	22.0%
5 to 10 years	361	12.6%	65	7.5%	429	11.4%
10 years or more	572	19.9%	169	19.3%	743	19.8%
<b>Total</b>	<b>2,869</b>	<b>100.00%</b>	<b>872</b>	<b>100.00%</b>	<b>3,753</b>	<b>100.00%</b>

## E. Customer Demographics

### 1. Travel-Related Demographics

The majority (94%) of respondents did not have a commuter tax benefit. Of those passengers that had a commuter tax benefit, nearly half (45%) report a monthly value of \$76 or over. Slightly more than one-in-five (22%) passengers' community tax benefit monthly value is between \$26 and \$50, closely followed by 21 percent whose monthly value is \$25 or under. Only 12 percent have a monthly value between \$51 and \$75.

### 2. General Demographics

Overall, passengers are somewhat more likely to be male (52%) than female (48%). The median age of Atlantic City bus passengers is approximately 38 years old.

There is a concentration in younger and middle age groups. Nearly two-out-of-five (39%) passengers are 18-34 years old—26 percent are 18-24, and 13 percent are 25-34. Moreover, two-out-of-five (40%) passengers are 35-54 years old—19 percent are 35-44, and 21 percent are 45-54. Only 16 percent of passengers are over 55 years of age (10% are 55-61 years and 6% are 62 or over). Almost half (45%) of all recreational casino visitors are between 55-61 years old.

More than half (54%) are Caucasian or White passengers. One-in-four (25%) passengers is Black or African-American. Only five percent (5%) are Asian or Pacific Islander, and four percent (4%) are multi-racial. The American Indian, Eskimo, or Aleut race category is the least represented (with only 1%) Eleven percent (11%) of passengers are of another unspecified race. Furthermore, nearly one-in-five (17%) of passengers is of Hispanic origin. More frequent riders (18%) than infrequent riders (13%) are of Hispanic origin. Additionally, more passengers traveling outbound (19%) than inbound (15%) are of Hispanic origin.

Fifteen percent (15%) of passengers on routes 552 and 554 are students. Fifteen percent (15%) work in the food service industry. Those who are managers or professionals make up 10 percent of the ridership and those who are in retail make up 11 percent. Recreational casino visitors were more likely to be homemakers (23%) or retired (20%). Overall, frequent riders are significantly more likely than infrequent riders to be in the food service or retail industries. Most casino workers were in the food service industry (23%).

Atlantic City bus passengers are mostly in the lower income categories. Nearly two-in-five (37%) passengers report an annual household income below \$15,000. However, over half (54%) of recreational casino visitors had an income below \$15,000. One-in-four (25%) of all riders report a yearly household income between \$15,000 and \$25,000. Only 10 percent report a yearly household income of \$50,000 or more. The median income for Atlantic City passengers is \$20,221.

Demographics are summarized in Table 13.

**Table 13: Respondent Profile**

	Total Obtained	% of Total Obtained	Frequent Riders	% of Frequent Riders	Infrequent Riders	% of Infrequent Riders	
<b>Age</b>							<b>Respondent demographic characteristics provide an additional opportunity for analysis.</b>
Under 18	198	5%	162	6%	36	4%	
18 to 24	998	26	646	23	352	38	
25 to 34	494	13	409	14	81	9	
35 to 44	712	19	522	18	188	20	
45 to 54	809	21	675	24	130	14	
55 to 61	358	10	272	10	86	9	
62 or older	216	6	158	6	55	6	
Median		37.8		38.9		34.4	
<b>Gender</b>							
Male	1,952	52%	1,465	52%	484	52%	
Female	1,807	48	1,354	48	442	48	
<b>HH Income</b>							
Less than \$15K	1,290	37%	964	37%	324	39%	
\$15K to \$25K	860	25	659	25	196	24	
\$25K to \$35K	535	15	429	16	106	13	
\$35K to \$50K	437	13	324	12	113	14	
\$50K to \$75K	217	6	175	7	43	5	
\$75K to \$100K	95	3	60	2	34	4	
\$100K to \$150K	40	1	26	1	14	2	
\$150K or more	4	>1	4	>1	--	--	
Median		\$20,221.50		\$20,410.30		\$19,643.30	
<b>Hispanic/Spanish/Latino</b>							
Yes	529	17%	422	18%	102	13%	
No	2,620	83	1,912	82	703	87	
<b>Race / Ethnicity</b>							
White/Caucasian	1,982	54%	1,402	51%	575	64%	
Black/African-American	926	25	751	27	172	19	
Asian/Pacific Islander	176	5	141	5	35	4	
American Indian	50	1	40	1	11	1	
Multi-Racial	149	4	128	5	21	2	
Other	390	11	294	11	92	10	

## Conclusions / Implications

Overall, Atlantic City passengers are satisfied with the service on the 552 and 554 bus routes serving Atlantic City. The mean ratings that passengers give for specific aspects of service range from a low of 7.1 for weekday off-peak frequency, Saturday frequency, and Sunday frequency, to a high of 8.0 for the location of their bus stop. Passengers give an overall rating for satisfaction with their bus carrier of 8.1 (“10” represents “excellent” and “5” represents “adequate.”) Frequent riders, passengers who ride the bus at least three days per week, give higher ratings than infrequent passengers for parking availability at the stop, overall bus scheduling, on-time performance during the PM peak, and on-time performance during off-peak times. Both types of riders give the same mean ratings to weekday off-peak frequency, Sunday frequency, on-time performance during the AM peak, and time on-board the bus. For their overall satisfaction with the carrier, frequent riders give a higher mean rating (8.2) than infrequent riders (7.9). It is important for transit agencies to recognize that passengers riding most frequently are more focused on the functionality and performance of the buses.

Clearly, the majority of Atlantic City passengers are transit-dependent. Slightly over two-out-of-three (68%) passengers do not have a car available to make their trip. There is a relationship between the frequency with which passengers ride and whether they are transit-dependent or not. Infrequent riders are significantly more likely than frequent riders to have a car available to make their trip. Nearly three-fourths (73%) of passengers ride the bus at least five days a week. In regards to their travel behavior for the second half of their trip, the majority (74%) of passengers take the same bus, but in the opposite direction. Only ten percent (10%) take a different bus.

Atlantic City passengers use the bus mostly to commute to work or school. Nearly three-out-of-five (57%) of riders report using the bus to commute from home to work or school or to return home from work or school.

There is a relationship between the frequency with which passengers ride and the type of ticket they use. More than half (56%) passengers use a one-way ticket or cash. Of these passengers, 65 percent of infrequent riders compared with 53 percent of frequent riders use a one-way ticket or cash. Twenty-seven percent (27%) of passengers use a monthly bus pass. Of these passengers, 33 percent of frequent riders versus only six percent of infrequent riders use a monthly bus pass.

## Survey Instrument

000000

### Bus Customer Survey

NJ TRANSIT is conducting this survey to better understand your travel needs. Please help us help you by filling out and returning your completed survey to an agent onboard 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 **one Free Monthly Bus Card.**

**Please be assured that all responses will be kept confidential.**

*Thank you for your participation.*

#### For Your Trip Today

1.  552       554       Other (please specify) \_\_\_\_\_

2. What was the scheduled departure time for this bus? \_\_\_\_:\_\_\_\_ AM or PM *(circle AM or PM)*

3. The place you have come from is...

- |  |   |
|--|---|
| <input type="checkbox"/> Home                                | <input type="checkbox"/> Shopping                       |
| <input type="checkbox"/> School (K-12)                       | <input type="checkbox"/> Personal Business              |
| <input type="checkbox"/> Post Secondary/College/University   | <input type="checkbox"/> Medical/Dental                 |
| <input type="checkbox"/> Work (Casino, only)                 | <input type="checkbox"/> Social/Recreational            |
| <input type="checkbox"/> Work (All Other)                    | <input type="checkbox"/> Visit Casino/Convention Center |
| <input type="checkbox"/> Other _____ <i>(Please specify)</i> |   |

4. What is the address of the place you have come from *(not the bus stop)?*

\_\_\_\_\_ *Number & Street OR Intersection OR Location*

\_\_\_\_\_ *Town/Municipality/Boro*

\_\_\_\_\_ *State*

\_\_\_\_\_ *ZIP Code*

5. How did you get to this bus? *(Choose one only)*

- |  |   |
|--|---|
| <input type="checkbox"/> Walked _____ minutes <i>(Please specify)</i>    | <input type="checkbox"/> Drove a Car          |
| <input type="checkbox"/> Another bus _____ <i>(Please specify Route)</i> | <input type="checkbox"/> Bike                 |
| <input type="checkbox"/> NJT Train _____ <i>(Please specify station)</i> | <input type="checkbox"/> Carpoled/Dropped off |
| <input type="checkbox"/> PATCO _____ <i>(Please specify line)</i>        | <input type="checkbox"/> Taxi                 |
| <input type="checkbox"/> Other _____ <i>(Please specify)</i>             |   |

6. Where did you get ON this bus (*terminal/bus stop*)?

---

*Number & Street OR Intersection OR Location*

---

*Town/Municipality/Boro*                      *State*                      *ZIP Code*

7. What time will you reach your final destination? \_\_\_\_:\_\_\_\_ AM or PM (*circle AM or PM*)

8. Where will you get OFF this bus (*terminal/bus stop*)?

---

*Number & Street OR Intersection OR Location*

---

*Town/Municipality/Boro*                      *State*                      *ZIP Code*

9. After getting off this bus, how will you get to your **final destination**? (*Choose one only*)

- |   |   |
|---|---|
| <input type="checkbox"/> Walked _____ blocks ( <i>Please specify</i> )            | <input type="checkbox"/> Drove a Car          |
| <input type="checkbox"/> Another bus _____ ( <i>Please specify <b>Route</b></i> ) | <input type="checkbox"/> Bike                 |
| <input type="checkbox"/> NJT Train _____ ( <i>Please specify <b>Station</b></i> ) | <input type="checkbox"/> Carpoled/Dropped off |
| <input type="checkbox"/> PATCO _____ ( <i>Please specify line</i> )               | <input type="checkbox"/> Taxi                 |
| <input type="checkbox"/> Atlantic City Jitney                                     |   |
| <input type="checkbox"/> Other _____ ( <i>Please specify</i> )                    |   |

10. What is the address of the place you are going to? (*Your final destination*)

---

*Number & Street OR Intersection OR Location (Casino)*

---

*Town/Municipality/Boro*                      *State*                      *ZIP Code*

11. The place you are going to is...

- |  |   |
|--|---|
| <input type="checkbox"/> Home                                  | <input type="checkbox"/> Shopping                       |
| <input type="checkbox"/> School (K-12)                         | <input type="checkbox"/> Personal Business              |
| <input type="checkbox"/> Post Secondary/College/University     | <input type="checkbox"/> Medical/Dental                 |
| <input type="checkbox"/> Work (Casino, only)                   | <input type="checkbox"/> Social/Recreational            |
| <input type="checkbox"/> Work (All Other)                      | <input type="checkbox"/> Visit Casino/Convention Center |
| <input type="checkbox"/> Other _____ ( <i>Please specify</i> ) |   |

12. Was a vehicle available to you to make this trip? (*Choose one*)

- Yes                                       No

13. What type of ticket are you using for this trip? (*Choose one*)

- |   |   |
|---|---|
| <input type="checkbox"/> One-way/Cash                                     | <input type="checkbox"/> 10-Trip/Multi-trip |
| <input type="checkbox"/> Round-trip                                       | <input type="checkbox"/> Student Fare       |
| <input type="checkbox"/> Bus Monthly                                      | <input type="checkbox"/> Rail Monthly       |
| <input type="checkbox"/> Senior Citizen/Customer with disability/Children |   |
| <input type="checkbox"/> Other  |   |

14. How often do you use this bus? (Choose one)

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

15. How long have you been riding this bus? (Choose one)

- 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

***For the other half of your round-trip earlier or later today...***

16. How do you usually travel for the other half of your trip?

- Take the same bus, but in the opposite direction
- Take a different bus \_\_\_\_\_ (Route & Carrier)
- Auto
- PATCO
- NJT Train \_\_\_\_\_ (Please specify **Station**)
- Carpooled/Dropped off
- Other \_\_\_\_\_ (Please specify)

17. What is the scheduled departure time of your return trip

\_\_\_\_ : \_\_\_\_ AM or PM (circle AM or PM)

18. Please rate your satisfaction with the following aspects of this trip. (circle "N/A" if "not applicable")

	NOT ACCEPTABLE ↓			ACCEPTABLE ↓				EXCELLENT ↓			
	1	2	3	4	5	6	7	8	9	10	N/A
Parking availability at your bus stop	1	2	3	4	5	6	7	8	9	10	N/A
Location of the bus stop	1	2	3	4	5	6	7	8	9	10	N/A
Weekday AM peak frequency	1	2	3	4	5	6	7	8	9	10	N/A
Weekday PM peak frequency	1	2	3	4	5	6	7	8	9	10	N/A
Weekday off-peak frequency	1	2	3	4	5	6	7	8	9	10	N/A
Saturday frequency	1	2	3	4	5	6	7	8	9	10	N/A
Sunday frequency	1	2	3	4	5	6	7	8	9	10	N/A
Overall bus scheduling	1	2	3	4	5	6	7	8	9	10	N/A
On-time performance during AM peak	1	2	3	4	5	6	7	8	9	10	N/A
On-time performance during PM peak	1	2	3	4	5	6	7	8	9	10	N/A
On-time performance during off-peak times	1	2	3	4	5	6	7	8	9	10	N/A
Trip time	1	2	3	4	5	6	7	8	9	10	N/A
Time on-board the bus	1	2	3	4	5	6	7	8	9	10	N/A
<b>Overall satisfaction with your carrier</b>	1	2	3	4	5	6	7	8	9	10	N/A

**Please tell us about yourself**

19. Are you...?     Male     Female
20. What is your age?
- Under 18 years     25-34 years     45-54 years     62 or over  
       18-24 years     35-44 years     55-61 years
21. Are you...? (*Choose one*)
- White     Asian or Pacific Islander  
       Black     Multi-racial  
       American Indian, Eskimo or Aleut     Other \_\_\_\_\_
22. Are you of Hispanic origin?     Yes     No  
      \_\_\_\_\_ (*Please specify*)
23. What is your occupation? (*Choose one*)
- Manager/Professional     Retail     Homemaker     Technical/Skilled  
       Service     Retired     Clerical     Health Care  
       Domestic     Food Service     Student     Other
24. 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
25. Do you take advantage of commuter tax benefits, such as TransitChek or WageWorks to pay for any part of your commuting expenses?
- Yes → What is the monthly value of your commuter tax benefit?    \$ \_\_\_\_\_  
       No    (*Please specify amount*)
26. What is the single most important thing that can be done to improve transit service?
- \_\_\_\_\_
- \_\_\_\_\_

Please be assured your responses will be kept confidential. To enter our drawing to win an Free Monthly Bus Card, please provide your...

Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City/Town \_\_\_\_\_ State/Zip code \_\_\_\_\_  
Day Phone# \_\_\_\_\_ Evening 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](http://www.njtransit.com)**

**Thank you for your help!**

**Serial # XXXXXX**

## Sample Interviewer Distribution Sheet

### MACRO/NJ TRANSIT ATLANTIC CITY BUS STUDY FIELD ASSIGNMENT SHEET

#### AGENT # 1

AGENT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

ROUTE # 554

DEPARTS: Atlantic City Bus Terminal

DEPARTURE TIME: 11:40p

ARRIVES: Lindenwold Patco Station

ARRIVAL TIME: 1:15a

Starting ID: 0001

Ending ID: \_\_\_\_\_

Refusals: \_\_\_\_\_

NOTES:

## Data File

Value	Label	
q3	1.00	Home
	2.00	School (K-12)
	3.00	Post Secondary/College/University
	4.00	Work (Casino, only)
	5.00	Work (All Other)
	6.00	Shopping
	7.00	Personal Business
	8.00	Medical/Dental
	9.00	Social/Recreational
	10.00	Visit Casino/Convention Center
	11.00	Other
q4c	99	NO ANSWER
	AK	Alaska
	AL	Alabama
	AR	Arkansas
	AZ	Arizona
	CA	California
	CO	Colorado
	CT	Connecticut
	DC	District of Columbia
	DE	Delaware
	FL	Florida
	GA	Georgia
	HI	Hawaii
	IA	Iowa
	ID	Idaho
	IL	Illinois
	IN	Indiana
	KS	Kansas
	KY	Kentucky
	LA	Louisiana
	MA	Massachusetts
	MD	Maryland
	ME	Maine
	MI	Michigan
	MN	Minnesota
	MO	Missouri
	MS	Mississippi
	MT	Montana
	NC	North Carolina
	ND	North Dakota
	NE	Nebraska
	NH	New Hampshire

Value	Label
NJ	New Jersey
NM	New Mexico
NV	Nevada
NY	New York
OH	Ohio
OK	Oklahoma
OR	Oregon
PA	Pennsylvania
RI	Rhode Island
SC	South Carolina
SD	South Dakota
TN	Tennessee
TX	Texas
UT	Utah
VA	Virginia
VT	Vermont
WA	Washington
WI	Wisconsin
WV	West Virginia
WY	Wyoming
q5	1.00 Walked
	2.00 Another Bus
	3.00 NJT Train
	4.00 PATCO
	5.00 Drove a Car and Parked
	6.00 Bike
	7.00 Carpoled/Drop-off
	8.00 Taxi
	9.00 Other
q6c	99 NO ANSWER
AK	Alaska
AL	Alabama
AR	Arkansas
AZ	Arizona
CA	California
CO	Colorado
CT	Connecticut
DC	District of Columbia
DE	Delaware
FL	Florida
GA	Georgia
HI	Hawaii
IA	Iowa
ID	Idaho
IL	Illinois
IN	Indiana
KS	Kansas
KY	Kentucky
LA	Louisiana
MA	Massachusetts

Value	Label
MD	Maryland
ME	Maine
MI	Michigan
MN	Minnesota
MO	Missouri
MS	Mississippi
MT	Montana
NC	North Carolina
ND	North Dakota
NE	Nebraska
NH	New Hampshire
NJ	New Jersey
NM	New Mexico
NV	Nevada
NY	New York
OH	Ohio
OK	Oklahoma
OR	Oregon
PA	Pennsylvania
RI	Rhode Island
SC	South Carolina
SD	South Dakota
TN	Tennessee
TX	Texas
UT	Utah
VA	Virginia
VT	Vermont
WA	Washington
WI	Wisconsin
WV	West Virginia
WY	Wyoming
q8c 99	NO ANSWER
AK	Alaska
AL	Alabama
AR	Arkansas
AZ	Arizona
CA	California
CO	Colorado
CT	Connecticut
DC	District of Columbia
DE	Delaware
FL	Florida
GA	Georgia
HI	Hawaii
IA	Iowa
ID	Idaho
IL	Illinois
IN	Indiana
KS	Kansas
KY	Kentucky

Value		Label
	LA	Louisiana
	MA	Massachusetts
	MD	Maryland
	ME	Maine
	MI	Michigan
	MN	Minnesota
	MO	Missouri
	MS	Mississippi
	MT	Montana
	NC	North Carolina
	ND	North Dakota
	NE	Nebraska
	NH	New Hampshire
	NJ	New Jersey
	NM	New Mexico
	NV	Nevada
	NY	New York
	OH	Ohio
	OK	Oklahoma
	OR	Oregon
	PA	Pennsylvania
	RI	Rhode Island
	SC	South Carolina
	SD	South Dakota
	TN	Tennessee
	TX	Texas
	UT	Utah
	VA	Virginia
	VT	Vermont
	WA	Washington
	WI	Wisconsin
	WV	West Virginia
	WY	Wyoming
q9	1.00	Walked
	2.00	Another Bus
	3.00	NJT Train
	4.00	PATCO
	5.00	Atlantic City Jitney
	6.00	Drove a Car and Parked
	7.00	Bike
	8.00	Carpooled/Drop-off
	9.00	Taxi
	10.00	OTHER
q10c	99	NO ANSWER
	AK	Alaska
	AL	Alabama
	AR	Arkansas
	AZ	Arizona
	CA	California
	CO	Colorado

Value		Label
	CT	Connecticut
	DC	District of Columbia
	DE	Delaware
	FL	Florida
	GA	Georgia
	HI	Hawaii
	IA	Iowa
	ID	Idaho
	IL	Illinois
	IN	Indiana
	KS	Kansas
	KY	Kentucky
	LA	Louisiana
	MA	Massachusetts
	MD	Maryland
	ME	Maine
	MI	Michigan
	MN	Minnesota
	MO	Missouri
	MS	Mississippi
	MT	Montana
	NC	North Carolina
	ND	North Dakota
	NE	Nebraska
	NH	New Hampshire
	NJ	New Jersey
	NM	New Mexico
	NV	Nevada
	NY	New York
	OH	Ohio
	OK	Oklahoma
	OR	Oregon
	PA	Pennsylvania
	RI	Rhode Island
	SC	South Carolina
	SD	South Dakota
	TN	Tennessee
	TX	Texas
	UT	Utah
	VA	Virginia
	VT	Vermont
	WA	Washington
	WI	Wisconsin
	WV	West Virginia
	WY	Wyoming
q11	1.00	Home
	2.00	School (K-12)
	3.00	Post Secondary/College/University
	4.00	Work (Casino, only)

Value	Label
q12	5.00 Work (All Other)
	6.00 Shopping
	7.00 Personal Business
	8.00 Medical/Dental
	9.00 Social/Recreational
	10.00 Visit Casino/Convention Center
	11.00 Other
q13	1 Yes
	2 No
q14	9 NO ANSWER
	1.00 One-way/Cash
	2.00 Round-trip
	3.00 Bus Monthly
	4.00 Senior Citizen/Customer with disability/Children
	5.00 10-Trip/Multi-trip
	6.00 Student Fare
	7.00 Rail Monthly
8.00 Other	
q15	1 7 days/week
	2 6 days/week
	3 5 days/week
	4 3-4 days/week
	5 1-2 days/week
	6 1-2 days/month
	7 Less than one day/month
	8 First time customer
	9 NO ANSWER
q16	1 Less than 6 months
	2 6 months to 1 year
	3 1 to 2 years
	4 2 to 5 years
	5 5 to 10 years
	6 10 years or more
q19	9 NO ANSWER
	1.00 Take the same bus, but in the opposite direction
	2.00 Take a different bus
	3.00 Auto
	4.00 PATCO
	5.00 NJT Train
	6.00 Carpooled/Drop-off
7.00 Other	
q20	1 Male
	2 Female
	9 NO ANSWER
	1 Under 18 years
	2 18-24 years
3 25-34 years	
4 35-44 years	
5 45-54 years	

Value		Label
q21	6	55-61 years
	7	62 or over
	9	NO ANSWER
	1	White
	2	Black
	3	American Indian, Eskimo or Aleut
	4	Asian or Pacific Islander
	5	Multi-racial
	6	Other
q22	9	NO ANSWER
	1	YES
	2	NO
q23	9	NO ANSWER
	1.00	Manager/Professional
	2.00	Service
	3.00	Domestic
	4.00	Retail
	5.00	Retired
	6.00	Food Service
	7.00	Homemaker
	8.00	Clerical
	9.00	Student
	10.00	Technical/Skilled
	11.00	Health Care
	12.00	Other
q24	1	Under \$15,000
	2	\$15,000-\$24,999
	3	\$25,000-\$34,999
	4	\$35,000-\$49,999
	5	\$50,000-\$74,999
	6	\$75,000-\$99,999
	7	\$100,000-\$149,999
	8	\$150,000 and over
	99	NO ANSWER
q25	1	YES
	2	NO
	9	NO ANSWER
q26	1	GAVE RESPONSE
	9	NO ANSWER
gaveinfo	1	Yes
	2	No
state	99	NO ANSWER
	AK	Alaska
	AL	Alabama
	AR	Arkansas
	AZ	Arizona
	CA	California
	CO	Colorado
	CT	Connecticut
	DC	District of Columbia

Value		Label
	DE	Delaware
	FL	Florida
	GA	Georgia
	HI	Hawaii
	IA	Iowa
	ID	Idaho
	IL	Illinois
	IN	Indiana
	KS	Kansas
	KY	Kentucky
	LA	Louisiana
	MA	Massachusetts
	MD	Maryland
	ME	Maine
	MI	Michigan
	MN	Minnesota
	MO	Missouri
	MS	Mississippi
	MT	Montana
	NC	North Carolina
	ND	North Dakota
	NE	Nebraska
	NH	New Hampshire
	NJ	New Jersey
	NM	New Mexico
	NV	Nevada
	NY	New York
	OH	Ohio
	OK	Oklahoma
	OR	Oregon
	PA	Pennsylvania
	RI	Rhode Island
	SC	South Carolina
	SD	South Dakota
	TN	Tennessee
	TX	Texas
	UT	Utah
	VA	Virginia
	VT	Vermont
	WA	Washington
	WI	Wisconsin
	WV	West Virginia
	WY	Wyoming
direction	1	Inbound
	2	Outbound
depart	1.00	Atlantic City Bus Terminal
	2.00	Cape May
	3.00	Cresthaven
	4.00	Lindenwold Patco Station
	5.00	Wildwood

Value		Label
arrive	1.00	Atlantic City Bus Terminal
	2.00	Cape May
	3.00	Cresthaven
	4.00	Lindenwold Patco Station
	5.00	Wildwood
id_group	1	554 Atlantic City Bus Terminal 12:40A Lindenwold Patco Station 2:13A
	2	554 Atlantic City Bus Terminal 1:40A Lindenwold Patco Station 3:13A
	3	554 Atlantic City Bus Terminal 2:40A Lindenwold Patco Station 4:13A
	4	554 Atlantic City Bus Terminal 3:40A Lindenwold Patco Station 5:14A
	5	554 Atlantic City Bus Terminal 4:40A Lindenwold Patco Station 6:14A
	6	554 Atlantic City Bus Terminal 5:40A Lindenwold Patco Station 7:26A
	7	554 Atlantic City Bus Terminal 6:40A Lindenwold Patco Station 8:29A
	8	554 Atlantic City Bus Terminal 7:40A Lindenwold Patco Station 9:30A
	9	554 Atlantic City Bus Terminal 8:10A Lindenwold Patco Station 10:00A
	10	554 Atlantic City Bus Terminal 8:40A Lindenwold Patco Station 10:33A
	11	554 Atlantic City Bus Terminal 9:10A Lindenwold Patco Station 11:03A
	12	554 Atlantic City Bus Terminal 9:40A Lindenwold Patco Station 11:33A
	13	554 Atlantic City Bus Terminal 10:40A Lindenwold Patco Station 12:33P
	14	554 Atlantic City Bus Terminal 11:40A Lindenwold Patco Station 1:33P
	15	554 Atlantic City Bus Terminal 12:40P Lindenwold Patco Station 2:33P
	16	554 Atlantic City Bus Terminal 1:40P Lindenwold Patco Station 3:33P
	17	554 Atlantic City Bus Terminal 2:40P Lindenwold Patco Station 4:35P
	18	554 Atlantic City Bus Terminal 3:40P Lindenwold Patco Station 5:37P
	19	554 Atlantic City Bus Terminal 4:10P Lindenwold Patco Station 6:05P
	20	554 Atlantic City Bus Terminal 4:40P Lindenwold Patco Station 6:37P
	21	554 Atlantic City Bus Terminal 5:10P Lindenwold Patco Station 7:05P
	22	554 Atlantic City Bus Terminal 5:50P Lindenwold Patco Station 7:47P
	23	554 Atlantic City Bus Terminal 6:50P Lindenwold Patco Station 8:47P
	24	554 Atlantic City Bus Terminal 7:40P Lindenwold Patco Station 9:33P
	25	554 Atlantic City Bus Terminal 8:50P Lindenwold Patco Station 10:29P
	26	554 Atlantic City Bus Terminal 9:45P Lindenwold Patco Station 11:24P
	27	554 Atlantic City Bus Terminal 10:40P Lindenwold Patco Station 12:16A
	28	554 Atlantic City Bus Terminal 11:40P Lindenwold Patco Station 1:15A
	29	554 Lindenwold Patco Station 12:44A Atlantic City Bus Terminal 2:20A
	30	554 Lindenwold Patco Station 1:44A Atlantic City Bus Terminal 3:20A
	31	554 Lindenwold Patco Station 2:44A Atlantic City Bus Terminal 4:20A
	32	554 Lindenwold Patco Station 3:58A Atlantic City Bus Terminal 5:20A
	33	554 Lindenwold Patco Station 4:41A Atlantic City Bus Terminal 6:20A
	34	554 Lindenwold Patco Station 5:41A Atlantic City Bus Terminal 7:20A

Value	Label
35	554 Lindenwold Patco Station 6:05A Atlantic City Bus Terminal 7:50A
36	554 Lindenwold Patco Station 6:35A Atlantic City Bus Terminal 8:20A
37	554 Lindenwold Patco Station 7:03A Atlantic City Bus Terminal 8:50A
38	554 Lindenwold Patco Station 7:36A Atlantic City Bus Terminal 9:23A
39	554 Lindenwold Patco Station 8:34A Atlantic City Bus Terminal 10:20A
40	554 Lindenwold Patco Station 9:26A Atlantic City Bus Terminal 11:20A
41	554 Lindenwold Patco Station 10:26A Atlantic City Bus Terminal 12:20P
42	554 Lindenwold Patco Station 11:26A Atlantic City Bus Terminal 1:20P
43	554 Lindenwold Patco Station 12:26P Atlantic City Bus Terminal 2:20P
44	554 Lindenwold Patco Station 1:26P Atlantic City Bus Terminal 3:20P
45	554 Lindenwold Patco Station 2:00P Atlantic City Bus Terminal 3:50P
46	554 Lindenwold Patco Station 2:26P Atlantic City Bus Terminal 4:20P
47	554 Lindenwold Patco Station 3:32P Atlantic City Bus Terminal 5:30P
48	554 Lindenwold Patco Station 4:32P Atlantic City Bus Terminal 6:30P
49	554 Lindenwold Patco Station 4:52P Atlantic City Bus Terminal 6:50P
50	554 Lindenwold Patco Station 5:22P Atlantic City Bus Terminal 7:20P
51	554 Lindenwold Patco Station 6:32P Atlantic City Bus Terminal 8:30P
52	554 Lindenwold Patco Station 7:27P Atlantic City Bus Terminal 9:24P
53	554 Lindenwold Patco Station 8:33P Atlantic City Bus Terminal 10:20P
54	554 Lindenwold Patco Station 9:40P Atlantic City Bus Terminal 11:20P
55	554 Lindenwold Patco Station 10:41P Atlantic City Bus Terminal 12:20A
56	554 Lindenwold Patco Station 11:46P Atlantic City Bus Terminal 1:20A
58	552 A.C.Term 12:42A Cape May 2:52A
59	552 A.C.Term 2:37A Cape May 4:23A
60	552 A.C.Term 4:25A Cape May 6:11A
61	552 A.C.Term 6:50A Cape May 8:52A
62	552 A.C.Term 7:47A Wildwood 9:02A
63	552 A.C.Term 8:47A Cape May 10:56A
64	552 A.C.Term 9:47A Wildwood 11:00A
65	552 A.C.Term 10:47A Cape May 12:56P
66	552 A.C.Term 11:47A Cape May 2:03P
67	552 A.C.Term 12:47P Cape May 3:03P
68	552 A.C.Term 1:47P Cape May 3:56P
69	552 A.C.Term 2:47P Cape May 4:56P
70	552 A.C.Term 3:47P Cape May 6:03P
71	552 A.C.Term 4:47P Cape May 7:13P
72	552 A.C.Term 5:47P Cape May 7:56P
73	552 A.C.Term 6:47P Cape May 8:49P

Value	Label
74	552 A.C.Term 7:47P Cape May 10:09P
75	552 A.C.Term 8:47P Cape May 11:11P
76	552 A.C.Term 9:47P Cape May 12:09A
77	552 A.C.Term 10:47P Cape May 1:00A
78	552 A.C.Term 11:47P Cape May 1:57A
79	552 Wildwood 7:35A Cape May 8:00A
80	552 Cresthaven 9:56A Wildwood 10:26A
81	552 Cresthaven 11:06A Wildwood 11:36A
82	552 Cresthaven 11:56A Wildwood 12:26P
83	552 Cresthaven 12:26P Wildwood 12:56P
84	552 Cresthaven 1:06P Wildwood 1:36P
85	552 Cresthaven 1:56P Wildwood 2:26P
86	552 Cresthaven 2:26P Wildwood 2:56P
87	552 Cresthaven 3:06P Wildwood 3:36P
88	552 Cresthaven 3:56P Wildwood 4:26P
89	552 Cresthaven 4:26P Wildwood 4:56P
90	552 Cresthaven 5:06P Wildwood 5:36P
91	552 Cape May 1:23A A.C.Term 3:12A
92	552 Cape May 4:39A A.C.Term 6:30A
93	552 Cape May 5:00A A.C.Term 7:20A
94	552 Cape May 6:20A A.C.Term 8:35A
95	552 Cape May 8:13A A.C.Term 10:18A
96	552 Cape May 9:13A A.C.Term 11:20A
97	552 Cape May 10:05A A.C.Term 12:12P
98	552 Cape May 11:06A A.C.Term 1:20P
99	552 Cape May 12:06P A.C.Term 2:20P
100	552 Cape May 1:13P A.C.Term 3:20P
101	552 Cape May 2:13P A.C.Term 4:25P
102	552 Cape May 3:13P A.C.Term 5:27P
103	552 Cape May 4:13P A.C.Term 6:20P
104	552 Cape May 5:13P A.C.Term 7:20P
105	552 Cape May 6:20P A.C.Term 8:20P
106	552 Cape May 7:20P A.C.Term 9:20P
107	552 Cape May 9:21P A.C.Term 11:20P
108	552 Cape May 11:31P A.C.Term 1:20A
109	552 Cape May 7:13A A.C.Term 9:20A
110	552 Wildwood 9:26A Cresthaven 9:56A
111	552 Wildwood 10:36A Cresthaven 11:06A

Value		Label
	112	552 Wildwood 11:26A Cresthaven 11:56A
	113	552 Wildwood 11:56A Cresthaven 12:26P
	114	552 Wildwood 12:36P Cresthaven 1:06P
	115	552 Wildwood 1:26P Cresthaven 1:56P
	116	552 Wildwood 1:56P Cresthaven 2:26P
	117	552 Wildwood 2:36P Cresthaven 3:06P
	118	552 Wildwood 3:26P Cresthaven 3:56P
	119	552 Wildwood 3:56P Cresthaven 4:26P
	120	552 Wildwood 4:36P Cresthaven 5:06P