NJ TRANSIT
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Research

NJ TRANSIT
ATLANTIC RAIL SURVEY

January 2013

Background

- An Atlantic City Rail Survey was conducted in April, 2006 by the NJ TRANSIT Research Team.
- Starting in late 2006, new casinos have opened in adjacent states, resulting in a loss of more then 30% of visitors and casino revenue, and a drop in casino employment.
- A new casino opened in May 2012.
- A new Pennsauken Transfer station on the Atlantic City Rail line is under construction.

Research Objectives

- Identify travel patterns of customers on the Atlantic City Rail line
- Provide information to SJTA and SJTPO on travel patterns for business development purposes
- Obtain weekend travel patterns
- Estimate dollars spent on recreational travel to be shared with Casino Redevelopment Authority (CRDA)
- Update the ridership forecast model for weekdays

Research Methodology

- NJ TRANSIT worked with DVRPC and SJTPO to develop an On-Board Survey of Atlantic Rail Line
- Surveys were distributed on-board for all trips to Atlantic City between 5:30AM and 8:00PM on Friday September 21 and Saturday, September 22
- NJ TRANSIT, DVRPC, and SJTPO employees administered and collected surveys
- Overall, 1,165 surveys were collected out of a total ridership of 3,280 for a response rate of 36% over a two day period.
- Data weighted by train to reflect ridership of trains surveyed

Ridership and Response Rate by Train-Friday

Train #	Departure PA	Ridership	Response	Response Rate
4611	5:38 AM	120	79	66%
4613	6:31 AM	195	64	33%
4617	9:01 AM	130	46	35%
4623	11:24 AM	185	125	68%
4627	1:47 PM	195	81	42%
4631	3:20 PM	205	73	36%
4633	4:47 PM	275	105	38%
4635	5:48 PM	225	36	16%
4639	7:14 PM	90	73	81%
Total		**1620**	**682**	**42%**

Ridership and Response Rate by Train-Saturday

Train #	Departure PA	Ridership	Response	Response Rate
4661	5:38 AM	100	40	40%
4669	9:00 AM	195	66	34%
4671	10:19 AM	175	68	39%
4673	12:00 PM	300	87	29%
4677	1:43 PM	325	57	18%
4679	2:38PM	130	57	44%
4683	4:43PM	215	49	23%
4685	5:43 PM	120	24	20%
4687	7:03 PM	100	35	35%
Total		**1660**	**483**	**29%**

Ridership by Boarding Station

Boarding Station	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
30th St/Philadelphia	690	43	670	41
Cherry Hill	205	13	323	20
Lindenwold	458	28	398	24
Atco	94	6	84	5
Hammonton	100	6	73	4
Egg Harbor	37	2	79	5
Absecon	36	2	27	2
Missing	***0***	***0***	***6***	***0***
Total	**1620**	**100**	**1660**	**100**

Destination Station

Destination Station	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Cherry Hill	61	4	28	2
Lindenwold	38	2	0	0
Atco	26	2	16	1
Hammonton	107	7	36	2
Egg Harbor City	111	7	27	2
Absecon	213	13	199	12
Atlantic City	1037	64	1341	81
Missing	***27***	***2***	***13***	***1***
Total	**1620**	**100**	**1660**	**100**

Access Mode

Access Mode	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Walk Only	271	17	203	12
Other	33	2	29	2
Auto/Drive & Park	487	30	591	36
Auto/Drop off	256	16	247	15
Auto/carpool	3	0	22	1
Bus	75	5	90	5
PATCO	167	10	82	5
SEPTA	181	11	217	13
Amtrak	77	5	96	6
Bicycle	16	1	23	1
Missing	***55***	***3***	***59***	***4***
Total	**1620**	**100**	**1660**	**100**

Egress Mode

Egress Mode	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Walk Only	219	14	418	25
Auto/Drive & Park	305	19	178	11
Auto/Pick up	312	19	321	19
Auto/ carpool	10	1	0	0
Jitney	550	34	487	29
Other Bus	85	5	60	4
Taxi	64	4	98	6
Bicycle	15	1	21	1
Other	34	2	31	2
Missing	***26***	***2***	***46***	***3***
Total	**1620**	**100**	**1660**	**100**

Travel Time Distribution

Travel Time Distribution	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Less than 30 Min	49	3	43	3
31-45	1051	65	1045	63
46-60	55	3	20	1
61-75	94	6	73	4
76-90	60	4	65	4
91-105	68	4	80	5
106-120	34	2	24	1
2 to 3 hours	44	3	57	3
Over 3 Hours	82	5	98	6
No Response	84	5	155	9
Total	**1620**	**100**	**1660**	**100**

How Often Do You Make the Trip by Train

Trip Frequency	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
5 or more days a week	588	36	201	12
4 days a week	87	6	56	3
1-3 days a week	233	14	262	16
1-3 times a month	294	18	359	22
1-6 times a year	210	13	370	22
Less than once a year	35	2	99	6
First time customer	134	8	267	16
Missing	*39*	*2*	*46*	*3*
Total	**1620**	**100**	**1660**	**100**

What Type of Ticket Used for This Trip

Ticket Type	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Monthly	365	23	94	6
Weekly	63	4	23	1
Ten_Trip	5	0	3	0
Round-trip	251	15	332	20
One-Way	549	34	813	49
Senior with a disability	322	20	330	20
Other	12	1	5	0
Missing	***52***	***3***	***61***	***4***
Total	**1620**	**100**	**1660**	**100**

Employer Reimbursement

Employer Reimbursement	**Friday September 21, 2012**		**Saturday September 22, 2012**	
	#	%	#	%
Not a work trip	734	45	1200	72
No reimburse	548	35	210	13
Employer pays certain amount	86	5	53	3
Other	81	5	55	3
Missing	***170***	***10***	***141***	***9***
Total	**1620**	**100**	**1660**	**100**

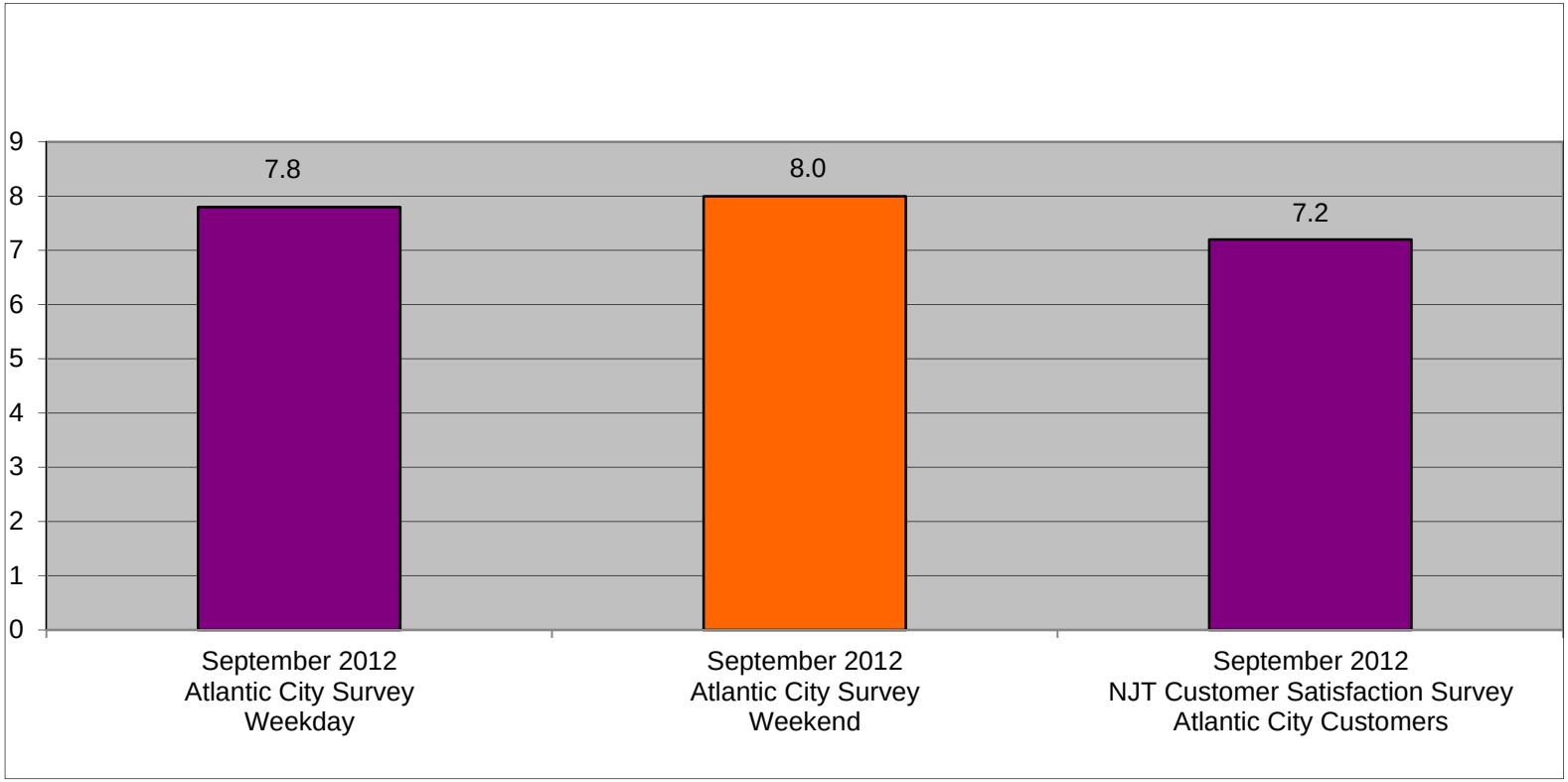
Vehicle Availability

Vehicle Availability	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Yes	1015	63	1054	63
No	535	33	541	33
Missing	***70***	***4***	***65***	***4***
Total	**1620**	**100**	**1660**	**100**

Trip Purposes

Trip Purposes	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Work	721	44	238	14
Company Business	22	1	39	2
School	88	5	53	3
Recreation	555	34	1039	63
Airport Pssnger	15	1	11	1
Other	161	10	223	13
Missing	***58***	***4***	***57***	***3***
Total	**1620**	**100**	**1660**	**100**

Customer Satisfaction Score



On a scale from 0 to 10, where “10” represents “Excellent” and “0” represents “Not Acceptable”

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How Likely to Recommend the Service?

Service Recommendation	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Very likely	975	60	1035	62
Somewhat likely	348	21	324	20
Do not know	43	3	63	4
Somewhat Unlikely	58	4	30	2
Very unlikely	144	9	136	8
Missing	***52***	***3***	***71***	***4***
Total	**1620**	**100**	**1660**	**100**

Demographics

Demographics	Friday September, 21, 2012	Saturday September 22, 2012
Male	50%	46%
Average Age	46	45
Hispanic Origin	5%	12%
Average Household Income	$61,330	$51,666
Race (White)	63%	59%

Occupation

Occupation	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Clerical/Secretarial	97	6	57	3
Management/Professional	571	35	401	24
Sales/Retail	71	4	88	5
Service	208	13	155	9
Student	175	11	222	13
Unemployed/Retired	260	16	328	20
Other	153	9	282	17
Missing	***85***	***5***	***128***	***8***
Total	**1620**	**100**	**1660**	**100**

Customers with Casino Destinations

Casino	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Yes	633	39	896	53
No	907	56	689	42
No Response	***80***	***5***	***75***	***5***
Total	**1620**	**100**	**1660**	**100**

Trip Budget of Casino Visitors*

Trip Budget	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Under $50	171	27	332	37
$51-$100	113	18	210	23
$101-$250	98	15	165	18
$251-$500	55	9	83	9
$501-750	28	4	28	3
$751-$1,000	7	1	5	1
$1,000-$1,500	1	0	10	1
Over $1,500	21	3	45	5
Missing	***138***	***22***	***18***	***2***
Total	**633**	**100**	**896**	**100**

* Trip Budget does NOT include Gambling Budget

Gambling Budget of Casino Customers

Gambling Budget	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Under $50	38	6	118	13
$51-$100	74	12	136	15
$101-$250	90	14	115	13
$251-$500	56	9	98	11
$501-750	4	1	9	1
$751-$1,000	16	3	11	1
$1,000-$1,500	3	0	5	1
Over $1,500	19	3	27	3
Missing	333	53	378	42
Total	**633**	**100**	**896**	**100**

Total Average Budget of Casino Customers

	Trip Budget	Gambling Budget	Total Budget
Friday	$233	$401	$634
Saturday	$230	$322	$552
All	$231	$351	$582

Casino Visitors - Trip Length

Trip Length	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Day Trip	284	56	588	65
One night	81	15	221	25
Two Nights	100	20	38	4
Three- Five nights	34	7	42	5
More than five nights	10	2	7	1
Missing	***126***	***20***	***0***	***0***
Total	**633**	**100**	**896**	**100**

Casino Visitors - Party Size

Party Size	Friday September 21, 2012		Saturday September 22, 2012	
	#	%	#	%
Self	257	41	356	40
Two	158	25	372	42
Three-five	58	9	117	13
More than five	39	6	43	5
Missing	***121***	***19***	***9***	***1***
Total	**633**	**100**	**896**	**100**
Average Party Size	2		2	

Conclusions

- Excellent response rate of 36% can be attributed to the employees from DVRPC, SJTPO & NJTRANSIT who volunteered their weekend to administer the survey on board trains
- On Friday, the majority of customers are coming from 30th St/Philadelphia (43%) or Lindenwold (28%) and travelling to Atlantic City (64%). On Saturday, customers are coming from 30th St/Philadelphia (41%), Cherry Hill (20%) or Lindenwold (24%) and going to Atlantic City (81%).
- Access modes of customers travelling on Friday were similar to those on Saturday. Thirty-one percent (31%) used public transit (Bus, PATCO, SEPTA, or Amtrak) on Friday vs. 29% on Saturday. Forty-six percent (46%) Drove & Parked or were Dropped Off on Friday vs. 51% on Saturday.

Conclusions – Continued

- A greater percentage of customers travelling on Saturday (25%) walked after getting off the train vs. Friday (14%) and a greater percentage used Jitney (34%) after getting off the train than on Saturday (29%). Saturday ridership is more Atlantic City oriented and has less Philadelphia commuters.
- On Friday, a greater percentage of customers were frequent riders using the train 4 days per week or more (42%) vs. Saturday (15%)
- Twenty-three percent (23%) of customers used a monthly ticket on Friday vs. only six (6%) on Saturday.
- Only five percent (5%) of Atlantic City customer received a reimbursement of their travel on Friday and the percentage decreased to three percent (3%)on Saturday.

Conclusions – Continued

- Rider captivity among Friday and Saturday customers are similar with sixty-three percent (63%) reporting a vehicle available for their trip.
- The most frequently cited destination on Friday was Work (44%) and on Saturday was Recreation (63%).
- High customer satisfaction scores were achieved (7.8) in the current survey and an overwhelming majority (over 80%) were either ***Very Likely*** or ***Somewhat Likely*** to recommend NJ TRANSIT's Atlantic City Rail Service to a friend or relative.
- The typical Atlantic City customer riding on Friday is a white male or female in their mid-forties with an approximate average household income of $61,000/year employed in a management, service or sales/retail capacity.

Conclusions – Continued

- Nearly forty percent (39%) of customers travelling on Friday were going to a casino vs. Saturday where slightly more than half (53%) were travelling to a casino.
- Casino customers travelling on Friday reported an spending average of $630 on gambling and other trip expenses vs. $550 spent by customers travelling on Saturday.
- Customers travelling to casinos on Saturday were more likely to stay one day (65%) vs. Friday (56%).
- Customers are interregional travelers as demonstrated by five percent (5%) of customers travelling three plus hours and using Amtrak (5%) on Friday and Saturday.