Southeastern Philadelphia SEPTA Bus Service and Shopping Destination Survey: Route 79 Report
Methodology

- Goal is to better understand travel patterns in Southeastern Philadelphia across various bus routes
- Survey developed in conjunction with:
  - SEPTA
  - DVRPC
  - City of Philadelphia
- Distributed survey online and promoted through stakeholder social media accounts and offline marketing materials, such as posters, directing riders to the survey URL
- This results summary focuses on the 79 bus route:
  - 100 Route 79 bus riders completed the survey
What is the most common reason for travel on the 79 route in South Philadelphia?*

- Going to Work: 52%
- Shopping: 49%
- Running Errands: 33%
- Entertainment: 15%
- Medical/Dental Visit: 13%
- Social Outing: 12%
- School/Class: 9%
- Religious event: 3%
- Sporting Event: 2%
- Other (please specify): 3%

*Multiple responses allowed
How do you arrive at this initial 79 route bus stop?

- Walk: 81%
- Car - Drop Off: 17%
- Uber: 1%
- Other (please specify): 1%

Stop Access
Day and Time of Trip

What time of day does your first trip on the 79 route begin?

- Early Mornings (Before 6:00 AM): 1%
- Morning Peak (6:00 AM – 8:59 AM): 37%
- Late Morning (9:00 AM – 11:59 AM): 14%
- Mid-day (12:00 Noon – 2:59 PM): 1%
- Afternoon/Eve. Peak (3:00 PM – 5:59 PM): 1%
- Night (6:00 PM – 9:59 PM): 1%
- It Varies/Blank: 45%
How many days do you make this trip in an average week?

- 1 day: 5%
- 2 days: 5%
- 3 days: 3%
- 4 days: 9%
- 5 days: 29%
- 6 days: 7%
- 7 days: 7%
- It varies: 35%
In a typical week, which days do you make this trip?*

*Multiple responses allowed
Day and Time of Trip

How long would you estimate your average trip takes in minutes?

- Less than 20 mins: 56%
- 20 - 29 mins: 15%
- 30 - 44 min: 18%
- 45 - 59 min: 3%
- 60 - 89 mins: 5%
- 90 mins or more: 2%
Please check all the time periods when you use SEPTA’s 79 bus service on weekdays and weekends.*

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Weekday</th>
<th>Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Mornings (Before 6:00 AM)</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Morning Peak (6:00 AM – 8:59 AM)</td>
<td>60%</td>
<td>26%</td>
</tr>
<tr>
<td>Late Morning (9:00 AM – 11:59 AM)</td>
<td>45%</td>
<td>53%</td>
</tr>
<tr>
<td>Mid-day (12:00 Noon – 2:59 PM)</td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td>Afternoon/Evening Peak (3:00 PM – 5:59 PM)</td>
<td>52%</td>
<td>37%</td>
</tr>
<tr>
<td>Night (6:00 PM – 9:59 PM)</td>
<td>42%</td>
<td>32%</td>
</tr>
<tr>
<td>Late Night (After 10:00PM)</td>
<td>16%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Multiple responses allowed
Does this first trip of the day involve a transfer from another SEPTA bus route?

Yes: 18%
No: 82%

Answer: No
Aside for SEPTA bus service, does this trip involve a transfer from another SEPTA service? 

- Yes: 43%
- No: 57%

What other SEPTA service do you use on this trip connecting to the 79 bus?*

- Broad Street Line (BSL): 42%
- Market-Frankford Line (MFL): 7%
- City Trolleys (Routes 10, 11, 13, 15, 34 & 36): 5%
- Regional Rail: 2%
- Norristown High Speed Line: 1%
- Customized Community Transportation (CCT): 0%
- Suburban Trolley Lines (101 & 102): 0%

*Multiple responses allowed
Demographics

Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 25</td>
<td>10%</td>
</tr>
<tr>
<td>26 to 35</td>
<td>40%</td>
</tr>
<tr>
<td>36 to 45</td>
<td>24%</td>
</tr>
<tr>
<td>46 to 55</td>
<td>14%</td>
</tr>
<tr>
<td>56 to 65</td>
<td>6%</td>
</tr>
<tr>
<td>66 to 75</td>
<td>3%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>3%</td>
</tr>
</tbody>
</table>

Race/Ethnicity

- White: 71%
- African American/ Black: 11%
- Asian: 1%
- Hispanic/ Latino: 3%
- Other: 1%
- Prefer not to answer: 11%
Demographics

Gender

- Female: 59%
- Male: 39%
- Prefer not to answer: 3%

Income

- Less than $15,000: 7%
- $15,000 to less than $25,000: 9%
- $25,000 to less than $35,000: 17%
- $35,000 to less than $50,000: 11%
- $50,000 to less than $75,000: 24%
- $75,000 to less than $100,000: 11%
- $100,000 or more: 6%
- Prefer not to answer: 14%
THANK YOU!
ANY QUESTIONS?