

Greenlink Customer Demographics

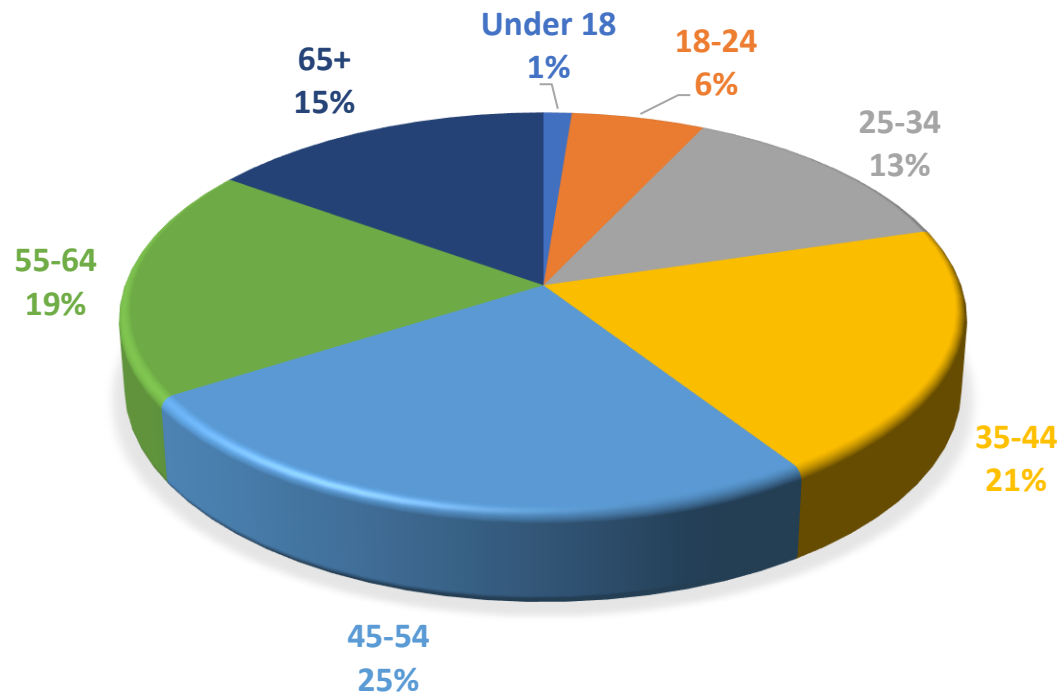
July 2021

338 Greenlink bus riders completed a customer demographic survey in 2021. Demographics are compared to Greenville County demographics as reported by the 2019 American Community Survey.

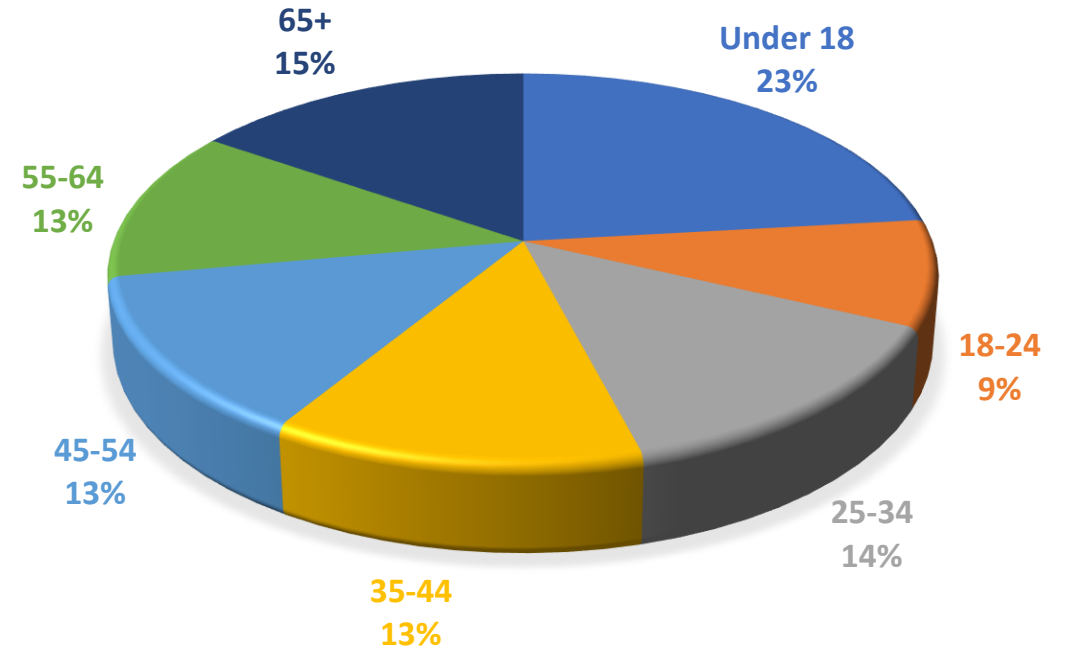
Age

324 Respondents answered a question asking to identify their age.

BUS RIDERS



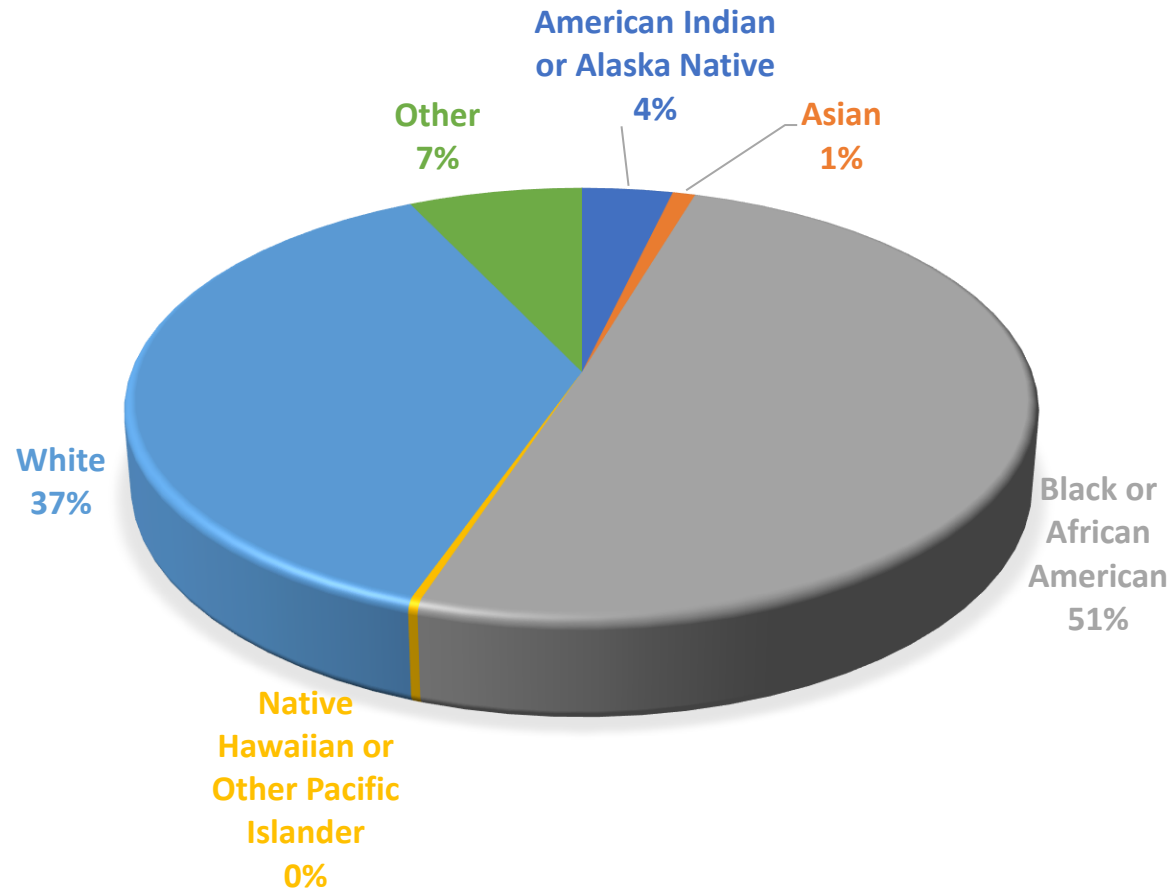
GREENVILLE COUNTY



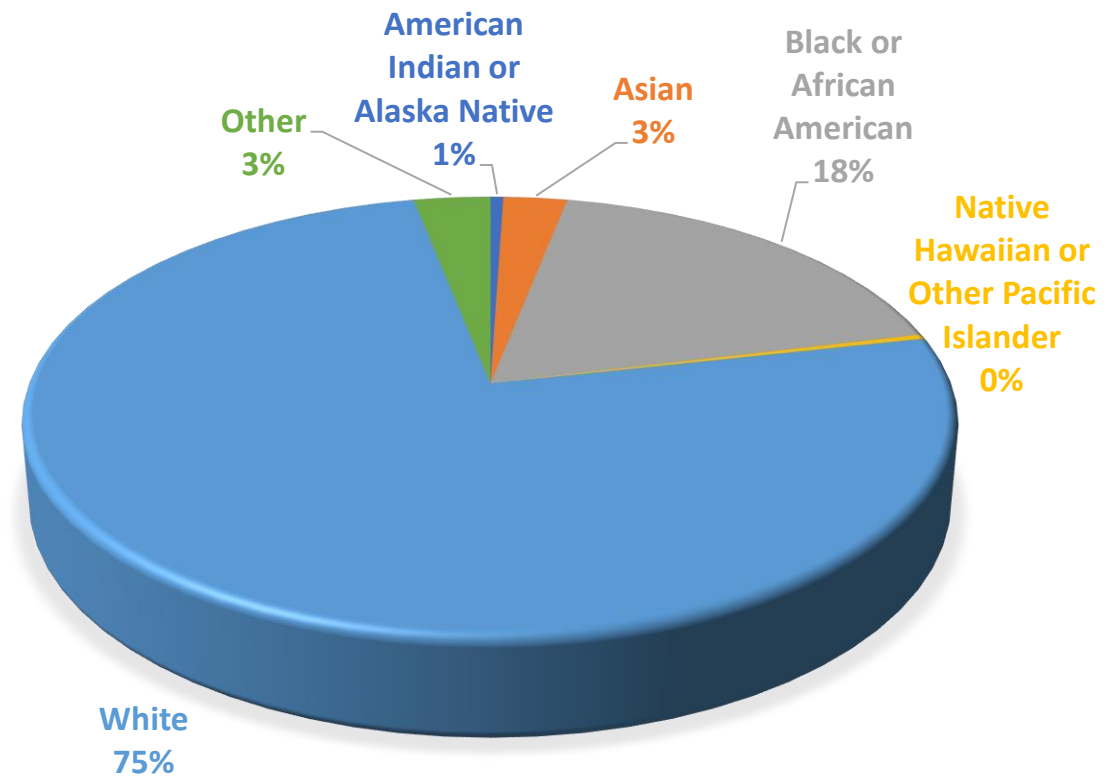
Race

323 Respondents answered a question asking to identify their race.

BUS RIDERS



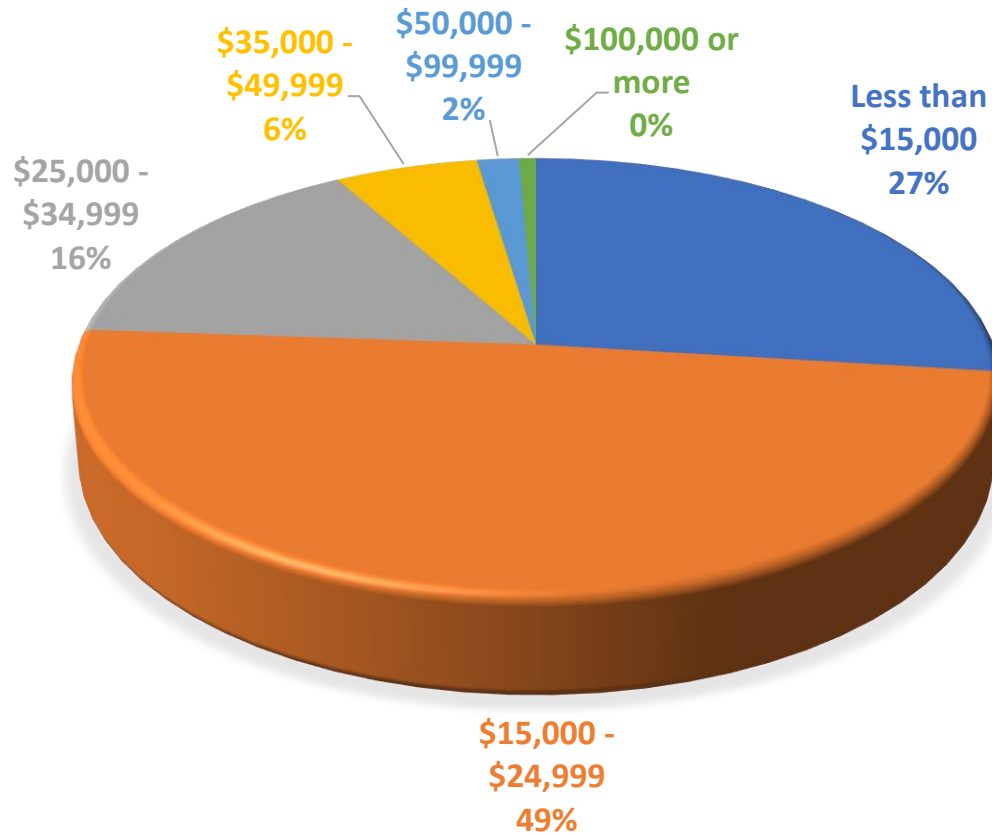
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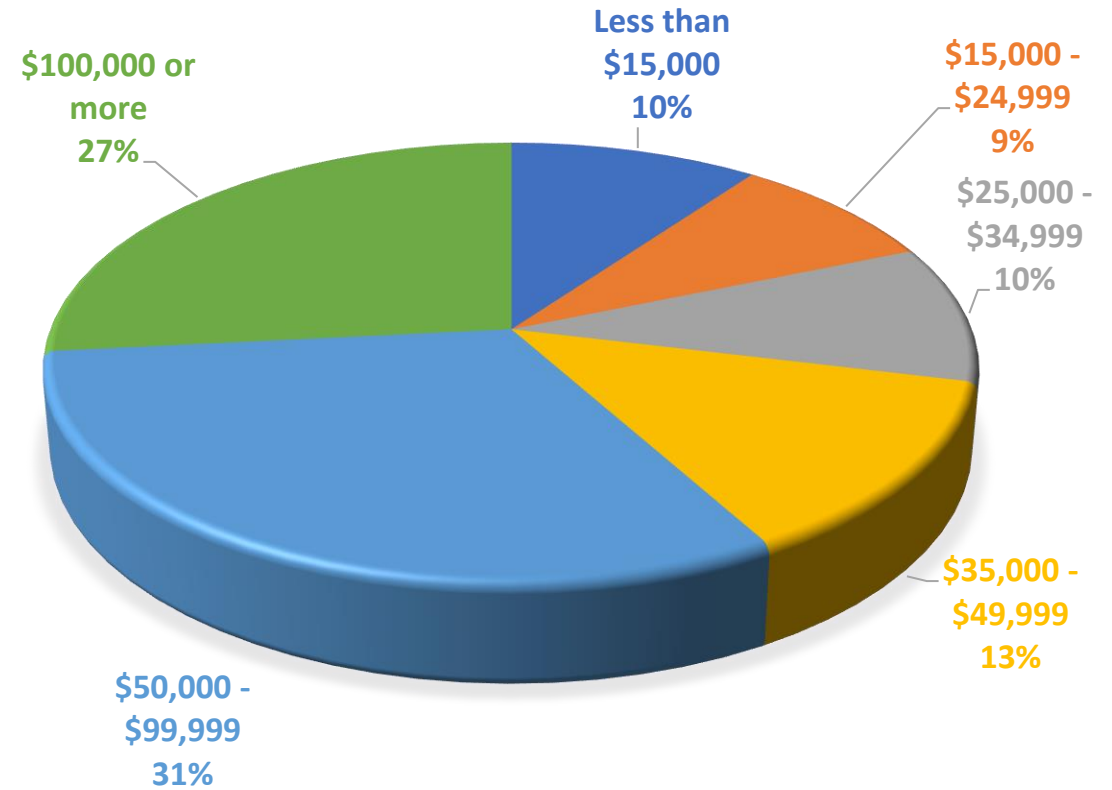
Income

294 Respondents answered a question asking to report their income.

BUS RIDERS



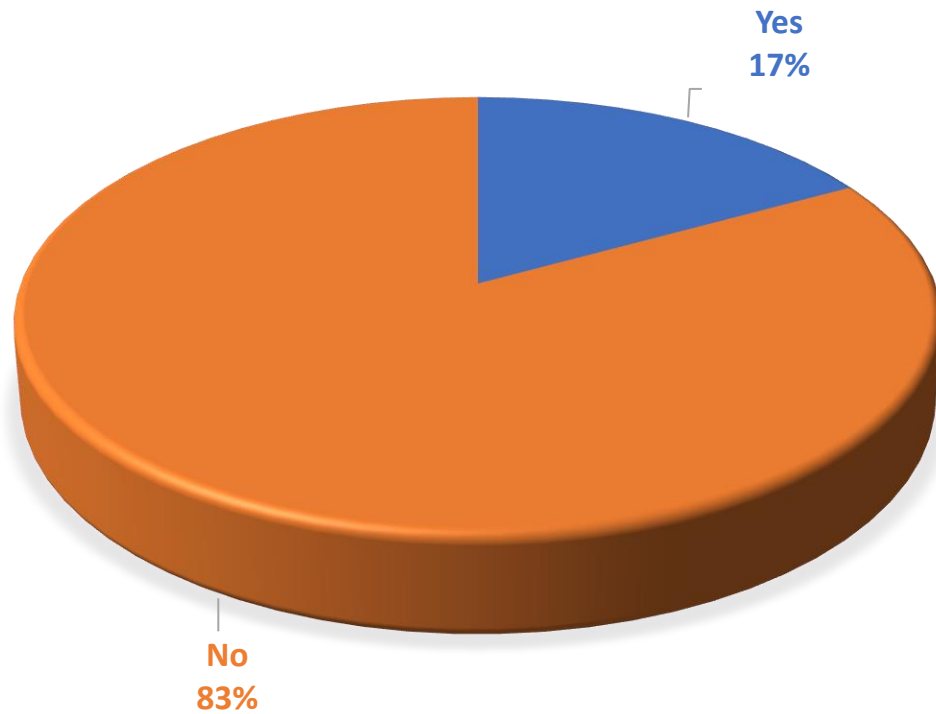
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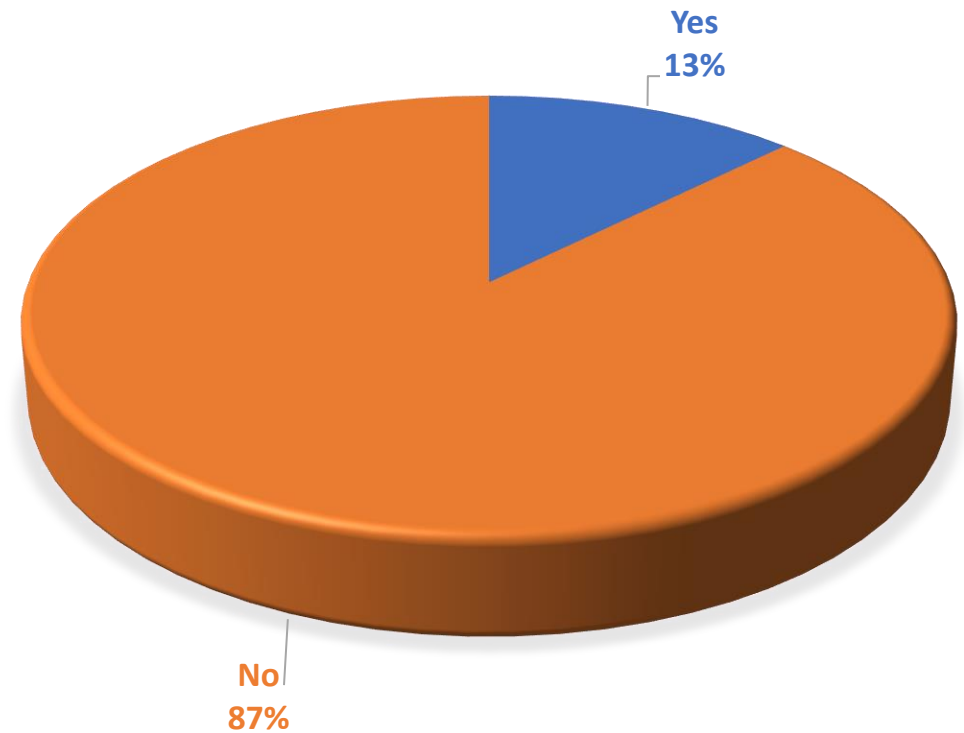
Disability

291 Respondents answered a question asking to report whether they have a disability that affects their ability to travel.

BUS RIDERS



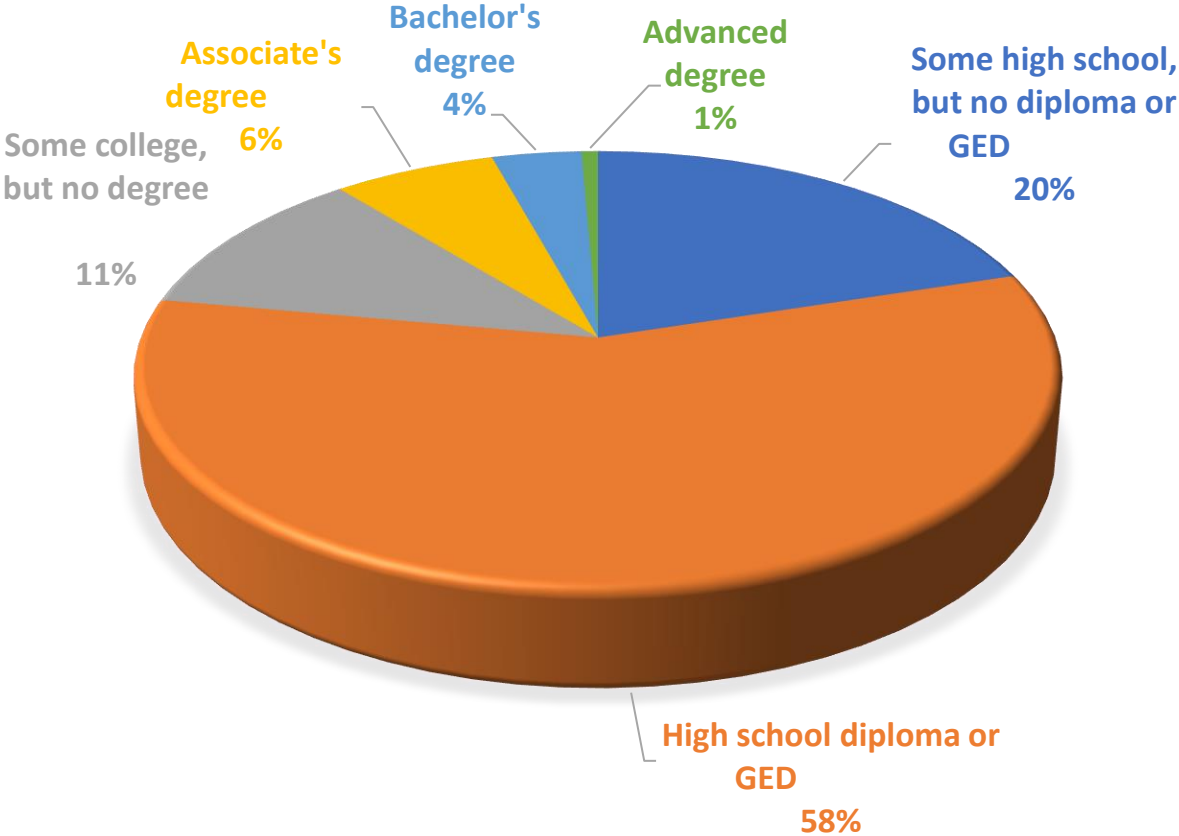
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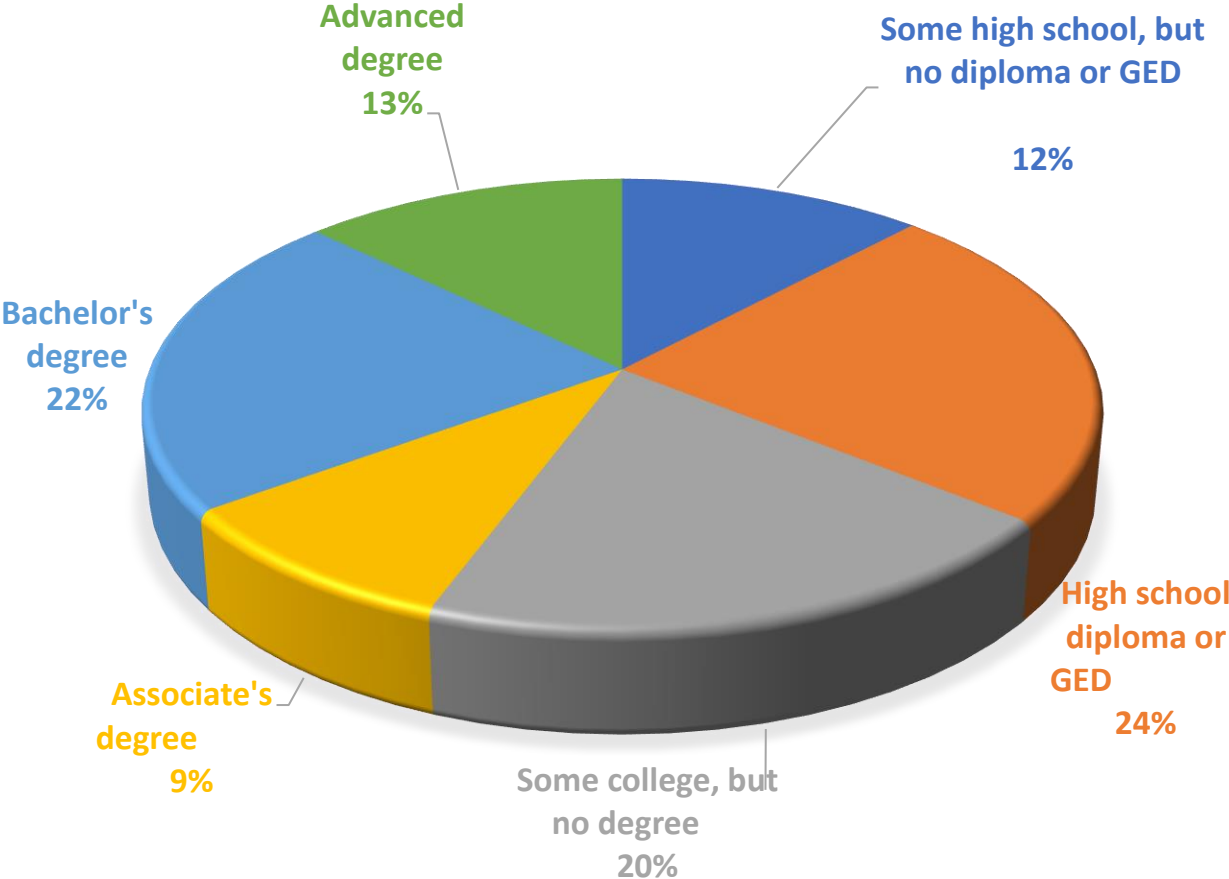
Education

303 Respondents answered a question asking to report their highest education attainment.

BUS RIDERS



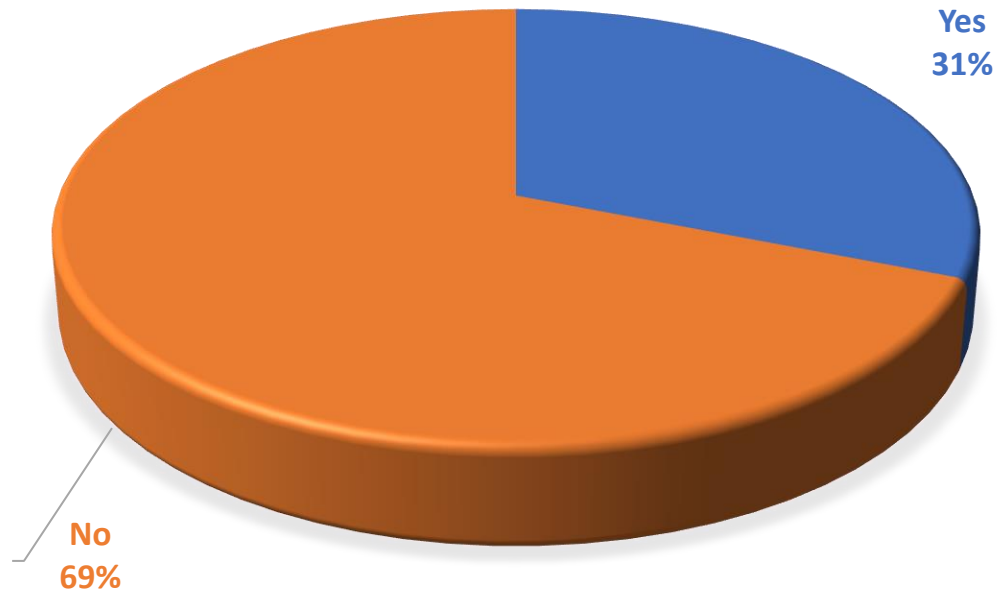
GREENVILLE COUNTY



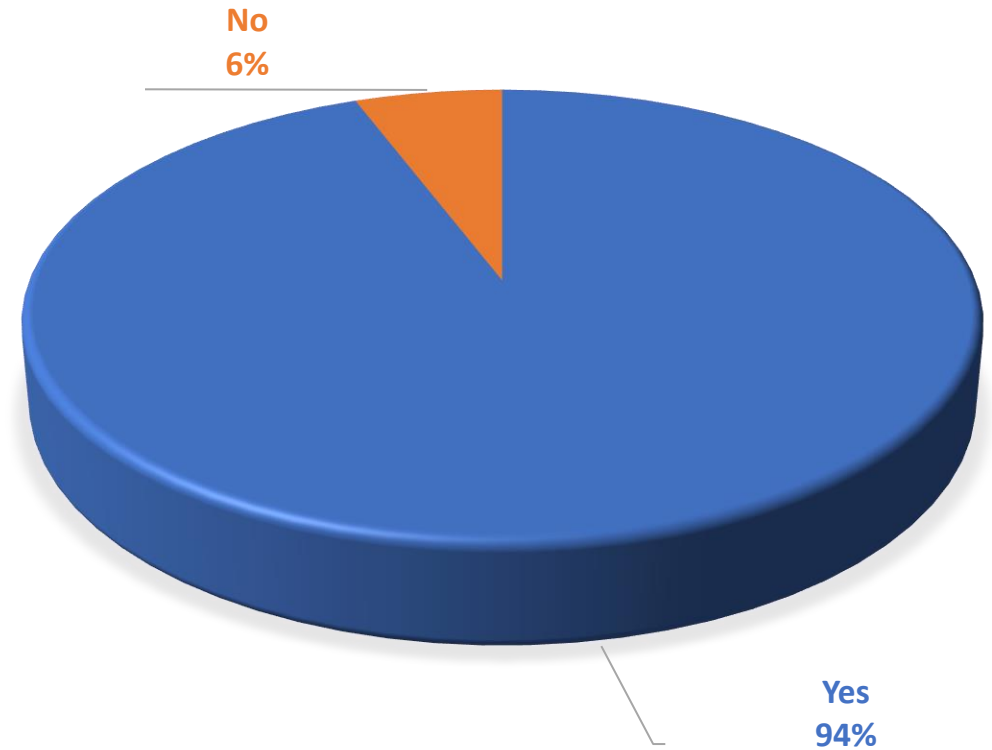
Access to a Vehicle

313 Respondents answered a question asking to report whether they owned or leased a vehicle, motorcycle, or moped.

BUS RIDERS



GREENVILLE COUNTY



Other Customer Demographics

- 77% of riders walk to a bus stop, while 8% of riders use a bike to get to the nearest bus stop.
 - The remaining 15% drive their own vehicle, get a ride, or find another way to get to a Greenlink bus stop.
- 28% of riders reported walking longer than 15 minutes to get to their nearest bus stop.
 - A 15-minute walk is roughly 0.75 miles.
 - 20% of riders indicated that the number of bus stops is a very important factor to them.

Other Customer Demographics

- 50% of respondents indicated they are employed.
 - Of those employed, 91% reported earning less than \$15.00 / hour.
- 45% of respondents indicated they have been using Greenlink for their transportation mode for more than five years.
 - And 63% of customers reported they ride 4 or more days a week.
- When asked to report why the customer uses Greenlink, 35% stated they use the bus because they don't have access to a car and 26% reported they choose Greenlink to save money.
- The most important service characteristic to riders, identified by 21% of respondents, is the cost to ride the bus.