

NYC Ferry 2017 Summer Survey






Summary of Findings

- **62%** of peak period riders and **33%** of all riders are commuters
- **87%** of all riders are New Yorkers
- **53%** of peak period riders are frequent riders
- **53%** of riders walk to landings, **6%** bike, and **10%** take MTA subway or bus
- Median rider income between **\$100,000 - \$149,999**

Paper survey given onboard to customers over 2 weeks in July. Gathered 1,345 responses with ~90 per route/time category.


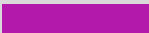

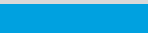








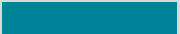



















Summer 2017 Survey Methodology

- **Distribution method:** Paper survey onboard
- **Study Dates:** Responses collected over 2 weeks in July
- **3 Routes:**   
- **Responses Collected:** 1,345 (~90 per route-time period bin)
- **Purpose:**
 - Customer Segmentation & demographic information
 - Customer Satisfaction
 - Trip purpose and NYC Ferry usage patterns

Trip Purpose by route and time period

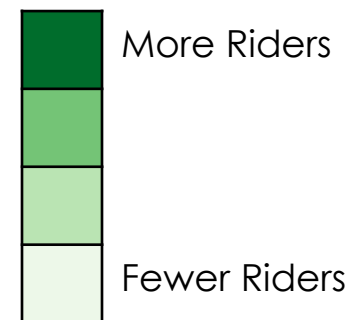
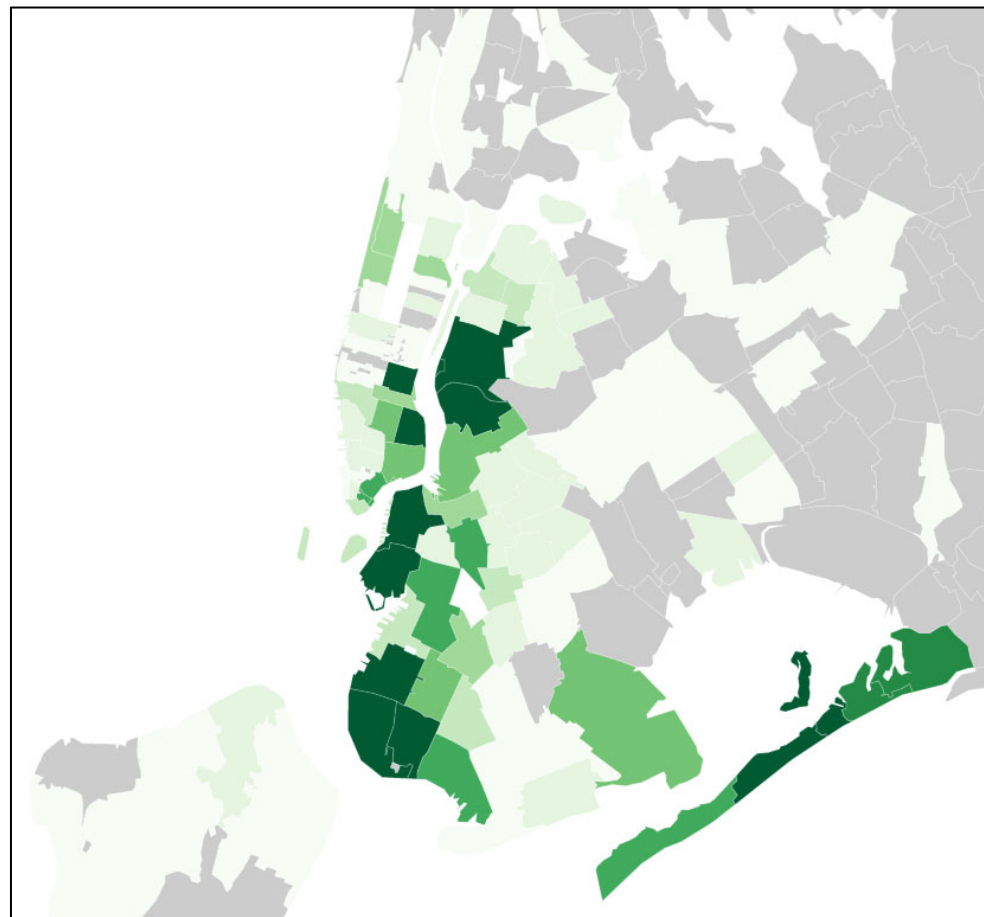
62% of peak period riders are commuters.

Among all riders, 33% are commuting to work or school.

Time Period	East River	Rockaway	South Brooklyn	Systemwide
AM & PM Peak				
Work (or School)	 74%	 54%	 60%	 62%
Non-Work	 26%	 46%	 40%	 38%
Off-Peak				
Work (or School)	 40%	 12%	 24%	 28%
Non-Work	 60%	 88%	 76%	 72%
Weekend				
Work (or School)	 7%	 6%	 4%	 6%
Non-Work	 93%	 94%	 96%	 94%
Overall				
Work (or School)	 34%	 29%	 35%	 33%
Non-Work	 66%	 71%	 65%	 67%

Where do our riders live?

87% of riders are New York City residents. During peak periods, this rises to **90%**.
Most riders live near the water and in walking distance of a landing.



There were **1,229** respondents with valid ZIP codes entered.

Trip Frequency

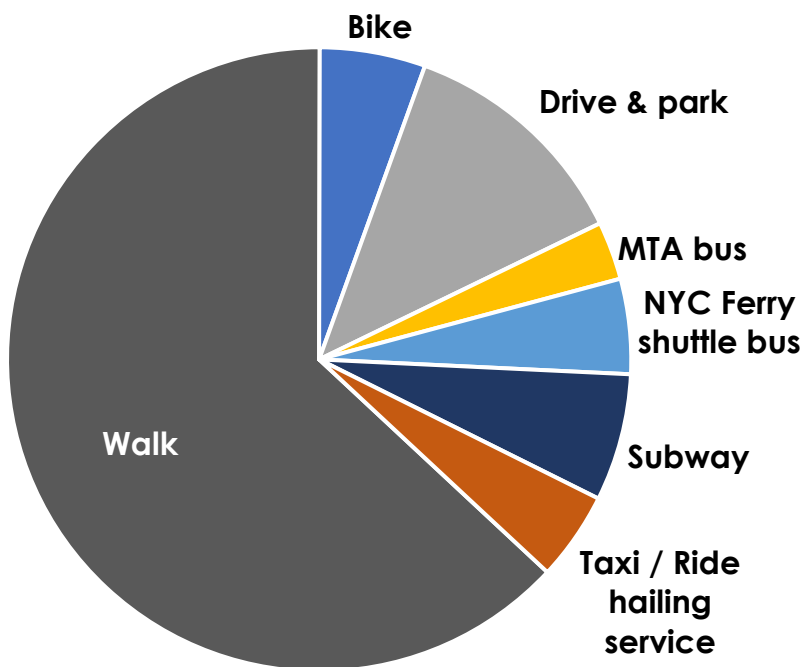
53% of our peak riders are using the ferry on a regular basis.
 Among all riders, 22% ride 4 or more times per week.

Trip Frequency	East River	Rockaway	South Brooklyn	Systemwide
Weekday AM & PM Peak				
Frequent (4+ trips per week)	64%	47%	51%	53%
Infrequent (2-3 trips per week)	9%	12%	15%	13%
First time or seldom	26%	41%	34%	34%
Weekday Off-Peak				
Frequent (4+ trips per week)	21%	12%	20%	19%
Infrequent (2-3 trips per week)	24%	15%	17%	19%
First time or seldom	55%	72%	63%	62%
Weekend				
Frequent (4+ trips per week)	11%	8%	11%	10%
Infrequent (2-3 trips per week)	9%	10%	9%	9%
First time or seldom	81%	81%	80%	81%
Overall				
Frequent (4+ trips per week)	28%	26%	31%	22%
Infrequent (2-3 trips per week)	13%	12%	13%	10%
First time or seldom	59%	61%	55%	45%

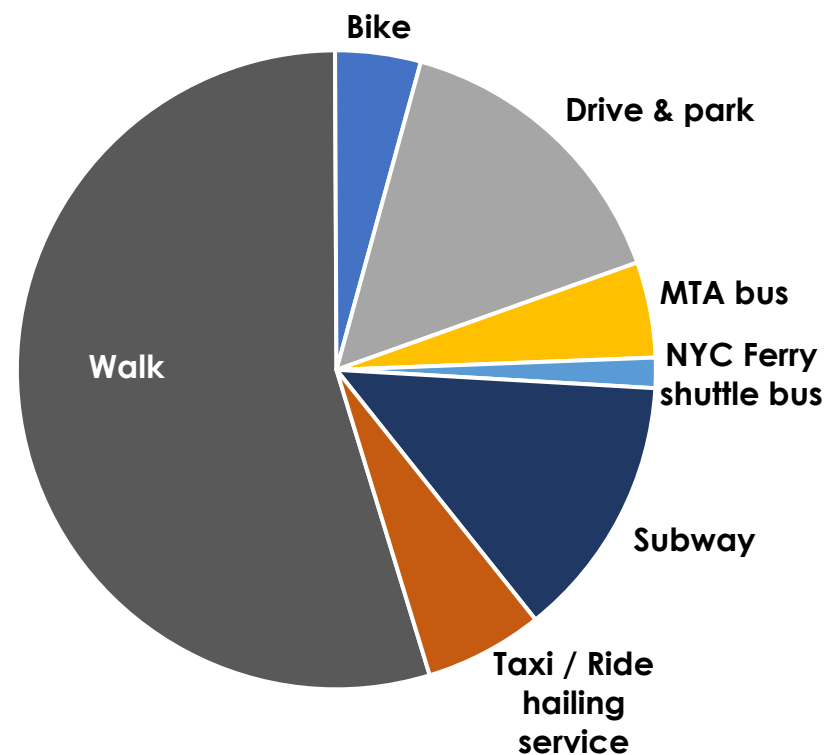
Mode To/From Landings

53% of peak period riders walk to or from the ferry and another 6% bike.
 Of those who drive, most are from Sunset Park/BAT.

Weekday Peaks



Weekends



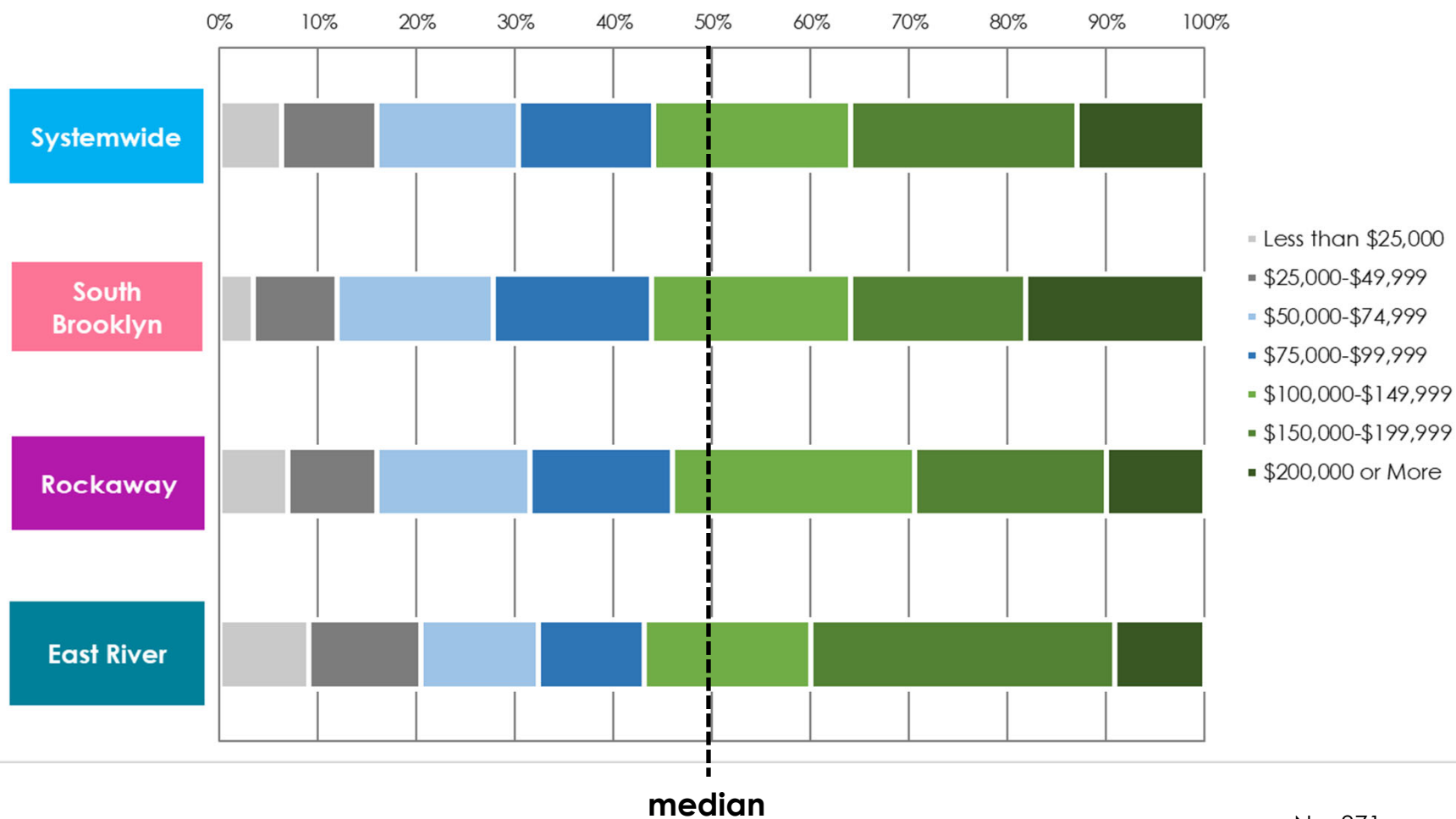
Age

42% of riders are 18-35, and 47% are 36-65.

Age	East River	Rockaway	South Brooklyn	Systemwide
< 18	3%	3%	5%	4%
18-35	51%	34%	38%	42%
36-65	40%	54%	48%	47%
65+	6%	10%	9%	8%

Income

Median income is between \$100,000 - \$149,999 systemwide and for all routes.



N = 871