

NYC Ferry 2018 Summer Survey







Summary of Findings

- **71%** of peak period riders and **34%** of all riders are commuters
- **89%** of riders are New Yorkers
- **52%** of peak period riders are frequent riders
- **62%** of riders walk to landings, **9%** bike, and **12%** take MTA subway or bus
- The average rider values their time at **\$8.40 per hour**

Paper and online survey given to customers over 2 weeks in July. Gathered 3,871 responses with ~190 per route/time category.

Summer 2018 Survey Methodology

- **Distribution method:** Paper survey onboard & online via NYC Ferry app
- **Study dates:** Responses collected over 2 weeks in July
- **4 Routes:**    
- **Responses collected:** 3,871 (~190 per route-time period bin)
- **Weighting:** Responses weighted by route & time period based on actual 2-week ridership
- **Purpose:**
 - Customer segmentation & demographic information
 - Trip purpose and NYC Ferry usage patterns
 - Value of time estimation
 - Comparison to summer 2017

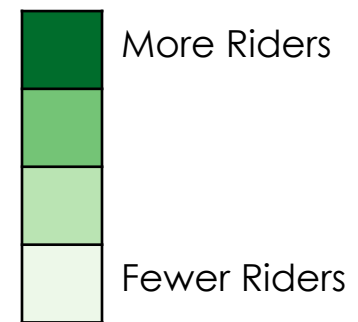
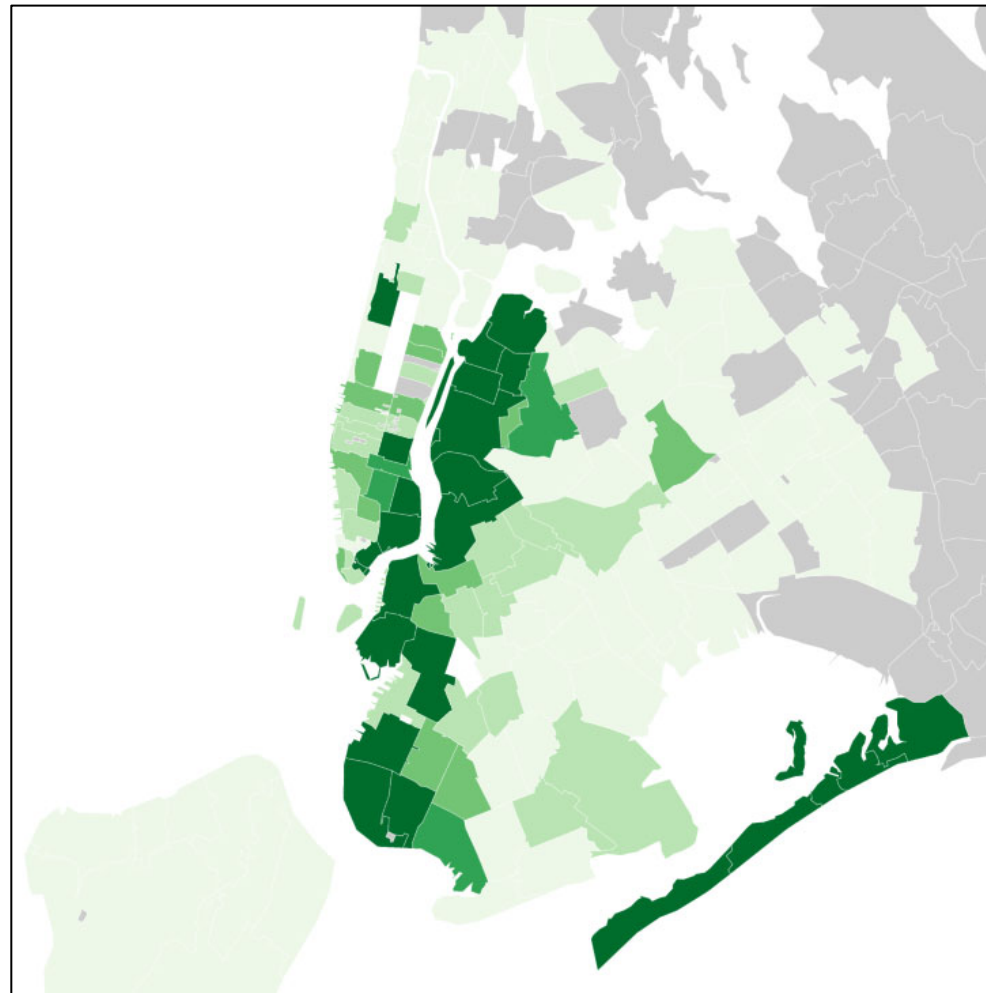
Trip Purpose by route and time period

71% of peak period riders are commuters, up 10% over summer 2017.
Among all riders, 34% are commuting to work or school.

Time Period	East River	Rockaway	South Brooklyn	Astoria	Systemwide
AM Peak					
Work (or School)	80%	38%	75%	76%	71%
Non-work	20%	62%	25%	24%	29%
Off-peak					
Work (or School)	39%	19%	30%	51%	36%
Non-work	61%	81%	70%	49%	64%
Weekend					
Work (or School)	10%	4%	11%	13%	9%
Non-work	90%	96%	89%	87%	91%
Overall					
Work (or School)	36%	23%	32%	44%	34%
Non-work	64%	77%	68%	56%	66%

Where do our riders live?





























































89% of riders are New York City residents. During peak periods, this rises to **91%**. Most riders live near the water and in walking distance of a landing.



There were **3,649** respondents with valid ZIP codes entered.

Trip Frequency

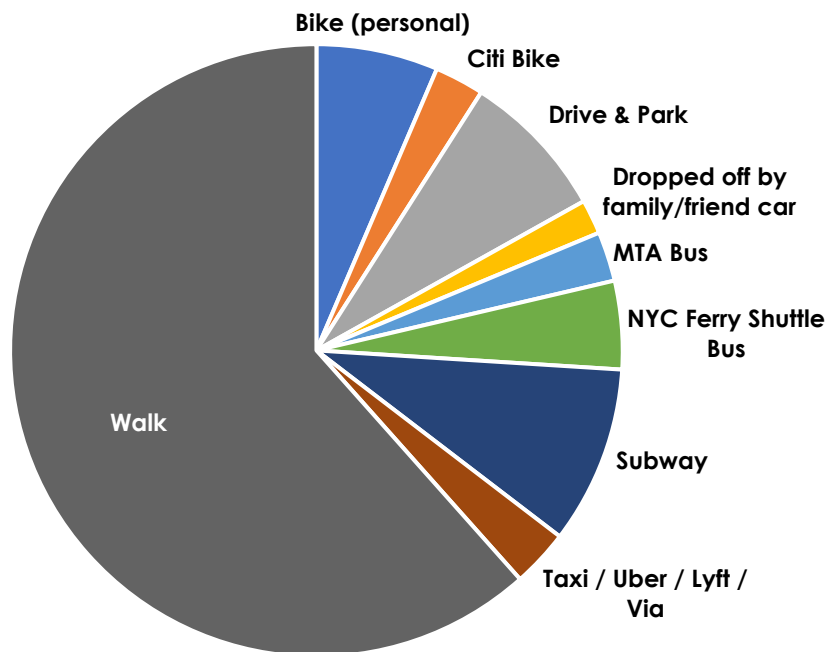
52% of our peak riders are using the ferry on a regular basis, in line with summer 2017. Among all riders, 31% ride 4 or more times per week.

Trip Frequency	East River	Rockaway	South Brooklyn	Astoria	Systemwide
Weekday AM Peak					
Frequent (4+ trips per week)	 69%	 30%	 60%	 64%	 52%
Infrequent (2-3 trips per week)	 18%	 18%	 13%	 11%	 15%
First time or seldom	 14%	 52%	 27%	 25%	 33%
Weekday Off-Peak					
Frequent (4+ trips per week)	 30%	 14%	 18%	 46%	 29%
Infrequent (2-3 trips per week)	 16%	 25%	 17%	 18%	 18%
First time or seldom	 54%	 61%	 65%	 36%	 52%
Weekend					
Frequent (4+ trips per week)	 19%	 7%	 14%	 19%	 15%
Infrequent (2-3 trips per week)	 17%	 10%	 14%	 17%	 15%
First time or seldom	 64%	 83%	 73%	 64%	 70%
Overall					
Frequent (4+ trips per week)	 35%	 20%	 26%	 41%	 31%
Infrequent (2-3 trips per week)	 17%	 16%	 14%	 15%	 16%
First time or seldom	 48%	 64%	 60%	 43%	 53%

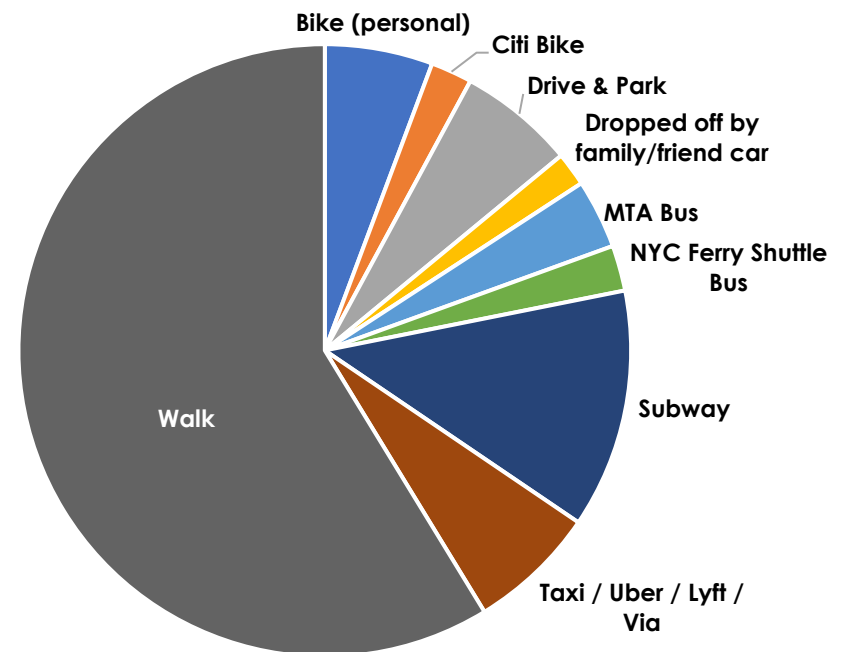
Mode To/From Landings

62% of peak period riders walk to or from the ferry, up 9% from summer 2017.
 Of those who drive, most are from Rockaway.

Weekday Peak



Weekends



Age

60% of riders are between 25 and 45 years old.

Age	East River	Rockaway	South Brooklyn	Astoria	Systemwide
< 18	1%	2%	1%	1%	1%
18-24	5%	11%	6%	8%	7%
25-34	36%	27%	27%	33%	31%
35-44	34%	21%	30%	29%	29%
45-54	12%	18%	19%	16%	16%
55-64	8%	12%	10%	8%	10%
65+	4%	8%	8%	5%	6%

Value of Time

“How much is it worth it to you to save 10 min on your next ferry trip?” The average response was \$1.40, indicating an hourly value of time of \$8.40.

Hourly Value of Time	East River	Rockaway	South Brooklyn	Astoria	Systemwide
\$0	8%	9%	11%	11%	10%
\$0 - \$6	24%	26%	22%	22%	23%
\$6	9%	17%	9%	12%	12%
\$9	9%	1%	8%	7%	6%
\$12	16%	17%	14%	14%	15%
\$15	11%	9%	14%	12%	11%
\$18	9%	8%	9%	11%	9%
\$21	2%	1%	3%	1%	2%
\$24	3%	2%	2%	2%	2%
\$27	1%	0%	1%	1%	1%
\$30+	8%	10%	8%	8%	9%