

# 2024 NYC Ferry Survey Results

# 2024 Survey Overview

# Survey 2024 Methodology

## The 2024 survey was distributed via 3 methods:

- **Email to recent riders:** All riders who activated an app ticket were sent an email within an hour of activation. 3,139 responses were received via email link.
- **On-Board QR Codes:** QR codes were available via postcards on seats and digital ads. 2,013 responses were received via on-board QR code.
- **Alternate Mode:** Riders with disabilities or limited internet access who required special accommodations to fill out the survey were able to call a phone number and fill out the survey with assistance from an NYCF team-member. 1 rider filled out their survey by calling into the hotline.



# Survey 2024 Methodology

**Language:** Survey was available in English, Spanish, Chinese, Korean, Polish, Russian, and Yiddish. 58 respondents filled out a survey in a language other than English.

**Survey Period:** Survey was open for 17 days: Saturday, Sep. 28 – Sunday, Oct. 13

**6 Routes:** Astoria, East River, Rockaway, Soundview, South Brooklyn, St. George

**Responses Received:** ~5,150 (average of 214 per route/time period), weighted based on actual observed ridership during survey period. This survey received the most responses since 2019.

**New Questions:** Preferred service improvements, new connections within existing system.

**Purpose:** Customer segmentation & demographic information; trip purpose and NYC Ferry usage patterns

# Survey 2024 Response Weighting

NYC Ferry weights survey results based on ridership during the survey period. Weighting makes the data more representative of actual ridership trends during the survey period and controls for over/under sampling of certain routes and time periods.

1. Collect survey data and prepare for analysis
2. Group responses by route and time period.
  - Time periods include: AM Peak (weekdays before 10 AM), PM Peak (weekdays between 4 PM and 7 PM), Off-Peak (weekdays all other times), and Weekend (Saturday and Sunday, all times).
3. Separate actual ridership during the survey period into the same route/time period buckets as the survey results
4. Calculate weighted value using following formula for each route/time period bucket:
  - $(\text{Total Observed Ridership in Bucket}) / (\text{Total Survey Respondents})$

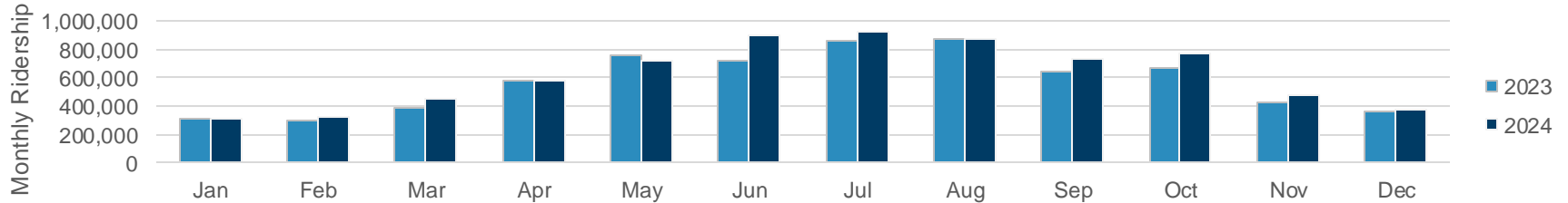
# NYC Ferry 2024 Highlights

**Student Discount Program expanded** – NYC Ferry, in partnership with the New York City Department of Education, expanded its student discount program on September 1<sup>st</sup> to include all high schoolers enrolled in New York City.

**September 2024 Fare Change** –2024 NYC Ferry increased fares on all ticket offerings. One-way base fare increased to \$4.50, ten-trip ticket packs increased to \$29.00, and discounted tickets for members of the Student Discount Program and Ferry Discount Program increased to \$1.45.

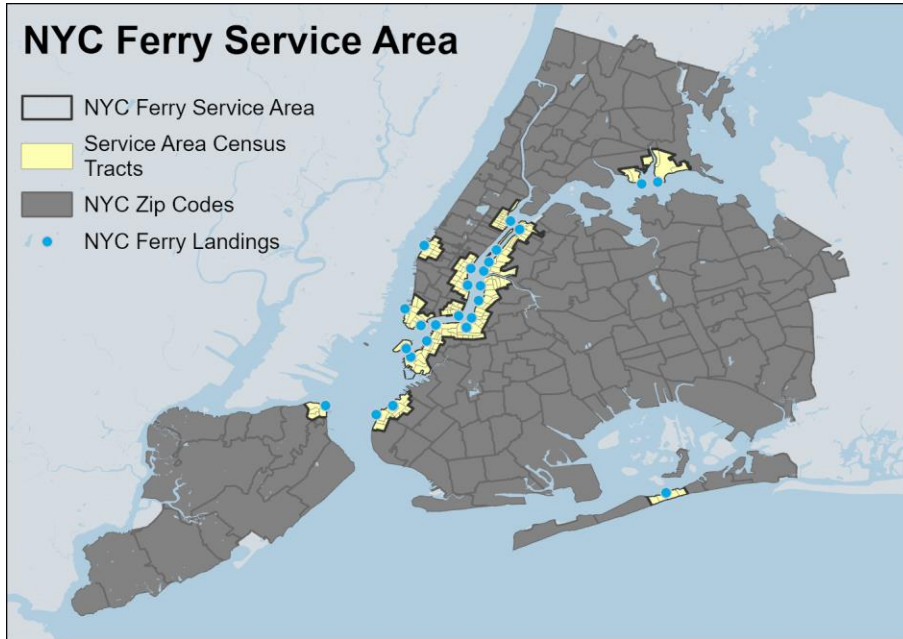
**Ridership Growth** – 2024 ridership was 8% higher than 2023, with a record 7.4M boardings throughout the year. June, September, and October had particularly high ridership compared to 2023.

NYC Ferry Monthly Ridership by Year



# NYC Ferry Service Area

The NYC Ferry service area is defined as the 159 census tracts within 0.5 miles of a ferry landing. The service area represents ~8% of NYC's total population ~5% of its total land area.



## NYC Ferry Service Area Fast Facts

Based on U.S Census American Community Survey 2018-2022 5-year Estimates

- Land Area: 15 mi<sup>2</sup>
- Total Population: ~660,000
- Median Household Income: ~\$113,000
- % Minority: 49.2%

# Survey Highlights

## Results consistent with previous surveys

### Demographics

- 94% of riders live in New York City
- Median Household Income for riders is \$100,000-\$149,999, consistent with NYC Ferry's service area (defined as all US Census Tracts within .5 miles of a ferry landing).
- 38% of all riders are non-white or multiracial.
  - 46% of riders using NYC Ferry 3 or more days per week are non-white or multiracial

### Trip Patterns

























































- 73% of all peak riders use NYC Ferry to commute to/from work or school
- 77% of riders walk or bike to get to a ferry landing
  - Riders boarding further away from Downtown Manhattan are less likely to walk/bike to a landing



# 2024 Survey – Travel Patterns

# Trip Purpose by Time of Day

**73% of peak riders are going to or from school/work. 38% of all riders are going to work/school. This is consistent with previous surveys.**

	Systemwide	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George
<b>Trip Purpose - All Times</b>							
Commuter to/from work or school	 38%	 42%	 35%	 36%	 51%	 28%	 45%
Other purpose	 62%	 58%	 65%	 64%	 49%	 72%	 55%
<b>Trip Purpose - AM and PM Peak</b>							
Commuter to/from work or school	 73%	 75%	 71%	 68%	 82%	 71%	 71%
Other purpose	 27%	 25%	 29%	 32%	 18%	 29%	 29%
<b>Trip Purpose - Weekday Off-Peak</b>							
Commuter to/from work or school	 34%	 38%	 30%	 31%	 40%	 32%	 40%
Other purpose	 66%	 62%	 70%	 69%	 60%	 68%	 60%
<b>Trip Purpose - Weekends</b>							
Commuter to/from work or school	 10%	 13%	 7%	 10%	 15%	 8%	 23%
Other purpose	 90%	 88%	 93%	 90%	 85%	 92%	 77%

# Trip Frequency by Time of Day

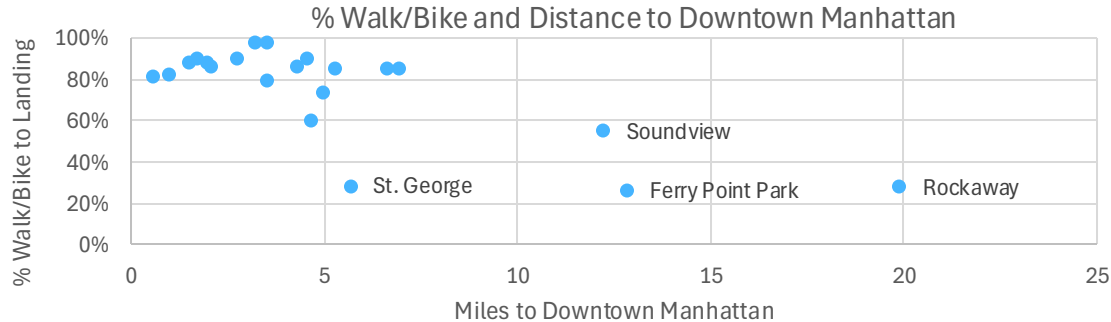
61% of peak riders use the ferry 3 or more days per week. 35% of all respondents are very frequent riders.

	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George	Systemwide							
<b>Trip Purpose - All Times</b>														
Seldom		40%		45%		52%		37%		61%		44%		45%
1-2 days per week		24%		20%		19%		18%		16%		18%		20%
3+ days per week		36%		35%		28%		45%		24%		38%		35%
<b>Trip Purpose - AM and PM Peak</b>														
Seldom		19%		22%		28%		18%		24%		22%		21%
1-2 days per week		20%		19%		16%		14%		18%		15%		18%
3+ days per week		61%		59%		57%		68%		58%		63%		61%
<b>Trip Purpose - Weekday Off-Peak</b>														
Seldom		35%		42%		56%		41%		49%		52%		43%
1-2 days per week		30%		22%		20%		20%		24%		17%		23%
3+ days per week		35%		37%		24%		39%		27%		30%		34%
<b>Trip Purpose - Weekends</b>														
Seldom		63%		67%		72%		62%		82%		60%		68%
1-2 days per week		25%		20%		22%		22%		11%		21%		20%
3+ days per week		12%		14%		6%		16%		8%		20%		12%

# Landing Access

77% of riders walk or bike to their landing. Riders on longer routes like Rockaway, St. George and Soundview tend to rely more on personal vehicles or other transit to access the ferry.

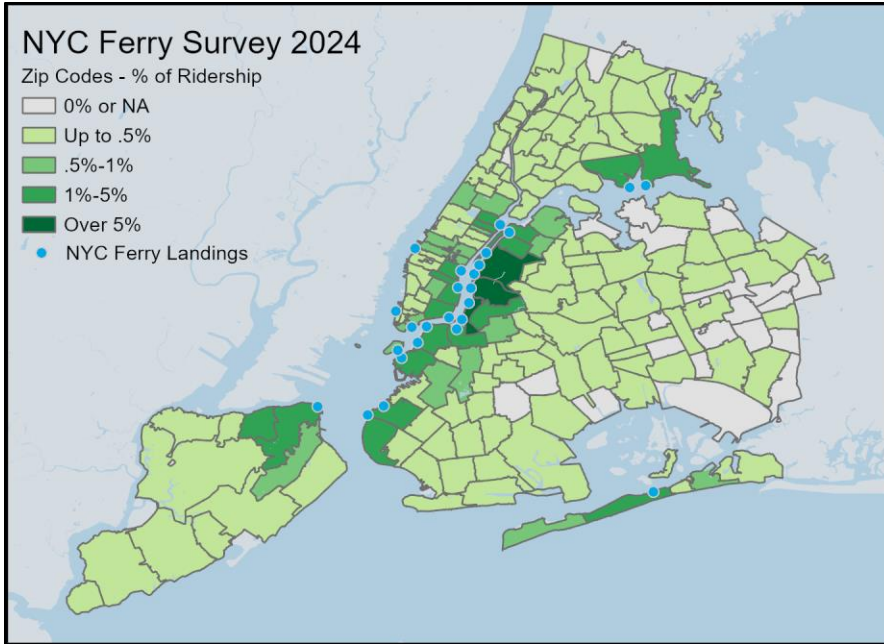
	Systemwide	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George
<b>Mode to Landing</b>							
Walk	69%	78%	81%	30%	61%	64%	45%
Bike, CitiBike, or Scooter	8%	10%	7%	8%	8%	9%	5%
Drove myself or dropped off	8%	3%	2%	26%	16%	9%	24%
Taxi/Uber/Lyft	2%	1%	1%	5%	2%	1%	6%
MTA Bus, Subway, or Access-A-Ride	12%	8%	8%	21%	12%	17%	18%
NYC Ferry shuttle	1%	0%	0%	10%	1%	0%	1%



# 2024 Survey – Demographics

# Rider Home Zip Codes

**94% of riders live in New York City, in line with previous surveys.** Zip codes near the **Astoria** and **East River** routes have the highest % of the system's riders.



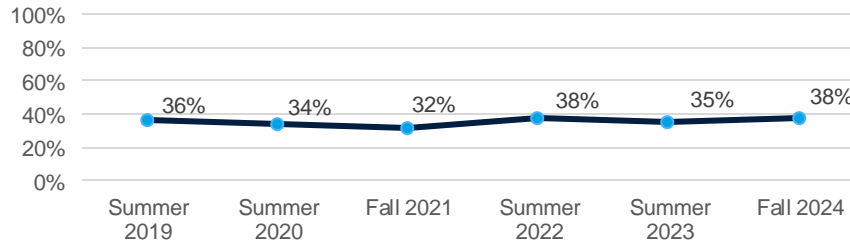
Top 5 Ridership Zip Codes		
Zip Code	% of Ridership	Closest Ferry Landing
11222	7.8%	Greenpoint
11101	6.6%	LIC/Hunters Point South
11249	6.4%	North Williamsburg/South Williamsburg
10016	4.5%	East 34th Street
11102	4.2%	Astoria

# Race/Ethnicity – by Route

**38% of riders identify as non-white, in-line with previous surveys.**





























Race/Ethnicity	Systemwide	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George
White	62%	58%	64%	76%	47%	70%	53%
Non-White	38%	42%	36%	24%	53%	30%	47%
<i>Latino/Hispanic (any race)</i>	13%	14%	11%	9%	25%	9%	18%
<i>Asian</i>	12%	15%	14%	4%	8%	10%	11%
<i>Black or African American</i>	6%	6%	5%	6%	13%	5%	9%
<i>More than one race</i>	4%	4%	4%	3%	4%	4%	8%
<i>Other</i>	2%	2%	1%	1%	2%	1%	1%
<i>American Indian/Alaska Native</i>	0%	0%	0%	0%	0%	0%	1%
<i>Native Hawaiian/other Pacific Islander</i>	0%	0%	0%	0%	1%	0%	0%

% Non-White Ridership since 2019



# Race/Ethnicity – by Trip Frequency



















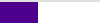
















Riders that use NYC Ferry more frequently tend to be a more diverse group.

Race/Ethnicity	Systemwide	Ride 3+ days per week	Ride 1-2 days per week	Ride seldom
White	 62%	 54%	 67%	 65%
Non-White or multiracial	 38%	 46%	 33%	 35%
<i>Latino/Hispanic (any race)</i>	 13%	 18%	 11%	 12%
<i>Asian</i>	 12%	 12%	 11%	 13%
<i>Black or African American</i>	 6%	 8%	 5%	 6%
<i>More than one race</i>	 4%	 6%	 4%	 4%
<i>Other</i>	 2%	 2%	 2%	 1%
<i>American Indian/Alaska Native</i>	0%	0%	0%	0%
<i>Native Hawaiian/other Pacific Islander</i>	0%	1%	0%	0%



# Annual Household Income by Route

The systemwide median household income was between \$100,000 and \$149,999. This is in line with previous survey. The Median Household Income of NYC Ferry's service area is ~\$113,000, according to the Census Bureau's 2016-2021 American Community Survey estimates.

	Systemwide	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George
Median Household Income	\$100,000 - \$149,999	\$100,000 - \$149,999	\$100,000 - \$149,999	\$100,000 - \$149,999	\$75,000-\$99,999	\$100,000 - \$149,999	\$100,000 - \$149,999
<i>Less than \$50,000</i>	 13%	 13%	 11%	 10%	 18%	 16%	 18%
<i>\$50,000 - \$99,999</i>	 28%	 28%	 27%	 32%	 33%	 27%	 31%
<i>\$100,000 - \$149,999</i>	 21%	 22%	 20%	 29%	 21%	 22%	 21%
<i>\$150,000 - \$199,999</i>	 14%	 15%	 16%	 11%	 12%	 12%	 10%
<i>More than \$200,000</i>	 23%	 23%	 26%	 19%	 15%	 23%	 20%

# Age and Disability Status

Median age of riders was between 35 and 44 years old. 5% of riders systemwide have a disability, 70% of those riders have a mobility disability.

	Systemwide	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George
Median Age	35-44	35-44	35-44	45-54	35-44	35-44	35-44
Under 13	0%	1%	0%	0%	0%	0%	0%
14-18 years old	1%	1%	1%	1%	2%	1%	2%
19-24 years old	5%	5%	4%	7%	6%	5%	10%
25-34 years old	27%	30%	31%	14%	20%	24%	23%
35-44 years old	25%	26%	26%	15%	25%	22%	24%
45-54 years old	17%	16%	15%	17%	18%	19%	18%
55-64 years old	14%	12%	13%	23%	17%	16%	14%
65+	11%	10%	10%	23%	12%	13%	10%

	Systemwide	Astoria	East River	Rockaway	Soundview	South Brooklyn	St. George
Riders without Disability	95%	97%	96%	96%	93%	94%	95%
Riders with Disability	5%	3%	4%	4%	7%	6%	5%
Blind or Low Vision	4%	4%	3%	0%	10%	5%	2%
Deaf or Hard of Hearing	6%	3%	7%	6%	0%	12%	13%
Intellectual/Development Disability	1%	1%	3%	0%	0%	0%	0%
Mobility Disability	70%	81%	73%	81%	64%	73%	41%
Other (please specify)	18%	11%	15%	14%	26%	10%	45%

# Appendix A – 2024 Survey Questionnaire

# Appendix A – 2024 Survey Questionnaire

1. Which route did you take?

- Astoria
- East River
- Governors Island
- Rockaway
- Soundview
- South Brooklyn
- St. George

1. When did you get on the ferry?

- Weekday – Before 10am
- Weekday – Between 10am and 4pm
- Weekday – After 7pm
- Weekend – Anytime of day

3. Where did you get on the ferry?

- Astoria
- Atlantic Ave / BBP Pier 6
- Battery Park City/Vesey St
- Bay Ridge
- Corlears Hook
- DUMBO / Fulton Ferry
- East 34<sup>th</sup> Street
- East 90<sup>th</sup> Street
- Ferry Point Park
- Greenpoint
- Governors Island
- Hunters Point South
- Long Island City
- Midtown West / W 39 St-Pier 79
- North Williamsburg
- Red Hook
- Rockaway
- Roosevelt Island
- Soundview
- South Williamsburg
- St. George
- Stuyvesant Cove
- Sunset Park / BAT
- Wall St / Pier 11

4. Where did you get on the ferry?

- Astoria
- Atlantic Ave / BBP Pier 6
- Battery Park City/Vesey St
- Bay Ridge
- Corlears Hook
- DUMBO / Fulton Ferry
- East 34<sup>th</sup> Street
- East 90<sup>th</sup> Street
- Ferry Point Park
- Greenpoint
- Governors Island
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- Midtown West / W 39 St-Pier 79
- North Williamsburg
- Red Hook
- Rockaway
- Roosevelt Island
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- South Williamsburg
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- Sunset Park / BAT
- Wall St / Pier 11

# Appendix A – 2024 Survey Questionnaire

5. How often do you ride NYC Ferry?

- 6-7 days per week
- 5 days per week
- 3-4 days per week
- 1-2 days per week
- 1-3 days per month
- Less than once a month

6. What is the primary purpose of this trip?

- Commute to/from work
- Commute to/from school
- Social/recreational
- Errands/shopping
- Medical/Doctor's visit
- Other, please specify: \_\_\_\_\_

7. How did you plan your NYC Ferry trip today?

- I planned in advance to take a specific ferry using the schedule or app
- I arrived at the landing without knowing when the ferry would depart

8. How did you get to and from the ferry landing  
(mark both columns)

	To ferry landing	From ferry landing
Walk		
Subway		
MTA bus		
Bike (personal)		
Citi Bike		
E-bike or E-scooter		
Drive and park		
Taxi/ Uber/ Lyft		
Dropped off by friend / family car		
Access-A-Ride		
NYC Ferry shuttle bus		

9. What type of ticket did you purchase for this trip?

- One-way ticket (\$4.50)
- Ticket from 10-trip pack (\$2.90 per ticket)
- Senior discount (\$1.45)
- Student discount (\$1.45)
- Person with Disabilities discount (\$1.45)
- Fair Fares NYC participant discount (\$1.45)

# Appendix A – 2024 Survey Questionnaire

10. Which of the following service changes would encourage you to ride the ferry more often? **(Please select your top 3 choices)**

- Fewer stops to get to my destination
- Start service earlier in the morning and/or end service later in the evening
- More frequent departures at peak commuting times
- More frequent departures during midday/weekend times
- More guaranteed transfers between routes
- More seating available while on-board the ferry
- Arrival and departure times that better accommodate my day-to-day schedule

11. Can you share any more details about why you selected your top 3 choices above?

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12. Of the landings not on your usual route, please select the landing that, if added to your route, would encourage you to ride NYC Ferry more often. **(Select only one)**

- Not applicable, NYC Ferry serves my needs
- Astoria
- Atlantic Ave / BBP Pier 6
- Battery Park City/Vesey St
- Bay Ridge
- Corlears Hook
- DUMBO / Fulton Ferry
- East 34<sup>th</sup> Street
- East 90<sup>th</sup> Street
- Ferry Point Park
- Greenpoint
- Governors Island
- Hunters Point South
- Long Island City
- Midtown West / W 39 St-Pier 79
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- Rockaway
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- Sunset Park / BAT
- Wall St / Pier 11

# Appendix A – 2024 Survey Questionnaire

13. What is your home zip code?
- \_\_\_\_\_
  - I live outside the U.S.
14. What is your age?
- Under 13
  - 14-18 years old
  - 19-24 years old
  - 25-34 years old
  - 35-44 years old
  - 45-54 years old
  - 55-64 years old
  - 65+
  - Prefer not to answer
15. What is your annual household income before taxes?
- Less than \$25,000
  - \$25,000-\$49,999
  - \$50,000-\$99,999
  - \$100,000-\$149,999
  - \$150,000-\$199,999
  - More than \$200,000
  - Prefer not to answer
16. Are you Hispanic or Latino?
- Yes
  - No
  - Prefer not to answer
17. What is your race? **(mark all that apply)**
- White
  - Black or African American
  - American Indian or Alaska Native
  - Native Hawaiian or other Pacific Islander
  - Other, please specify: \_\_\_\_\_
  - Prefer not to answer
18. Do you speak a language other than English at home?
- Yes
  - No
  - Prefer not to answer

# Appendix A – 2024 Survey Questionnaire

19. If you answered yes to the previous question, what language other than English do you speak at home?

- Afrikaans
- Arabic
- Bengali
- Chinese (Mandarin, Cantonese)
- French
- German
- Greek
- Haitian Creole
- Hebrew
- Hindi
- Italian
- Japanese
- Korean
- Polish
- Russian
- Spanish
- Tagalog
- Urdu
- Yiddish
- Other, please specify: \_\_\_\_\_

20. Do you work from home?

- No, I do not work from home
- Yes, I work from home some days a week (hybrid)
- Yes, I work from home full-time
- No, I am not a worker (i.e., student, retired, etc.)

21. Do you have a disability or impairment that affects your mobility? **(mark all that apply)**

- Yes
- No
- Prefer not to say

22. If you answered yes to the previous question: what type of disability/impairment?

- Deaf or hard of hearing
- Blind or low vision
- Intellectual/developmental disability
- Mobility disability
- Other, please specify: \_\_\_\_\_

23. Do you have any comments for NYC Ferry?

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