

NYC Ferry 2018 Winter Survey








Summary of Findings

- **76%** of peak period riders and **43%** of all riders are commuters, both increases from summer 2017
- **88%** of all riders are New Yorkers, in line with summer 2017
- **63%** of peak period riders are frequent riders, an increase from summer 2017
- **71%** of riders walk to landings, an increase from summer 2017
- Median rider income between **\$100,000 - \$149,999**, in line with summer 2017









































*Paper survey given to customers onboard and via email over 2 weeks in February.
Gathered 1,653 responses, with ~80 per route/time category.*

Winter 2018 Survey Methodology

- **Distribution method:** Paper survey onboard & email survey
- **Study Dates:** Responses collected over 2 weeks in February
- **4 routes:**    
- **Responses Collected:** 1,653 (~80 per route-time period bin)
- **Purpose:**
 - Customer segmentation & demographic information
 - Trip purpose and NYC Ferry usage patterns
 - Comparison between summer and winter riders
 - Evaluation of new route 

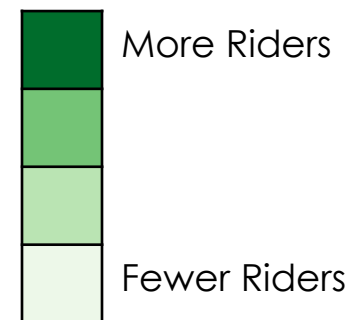
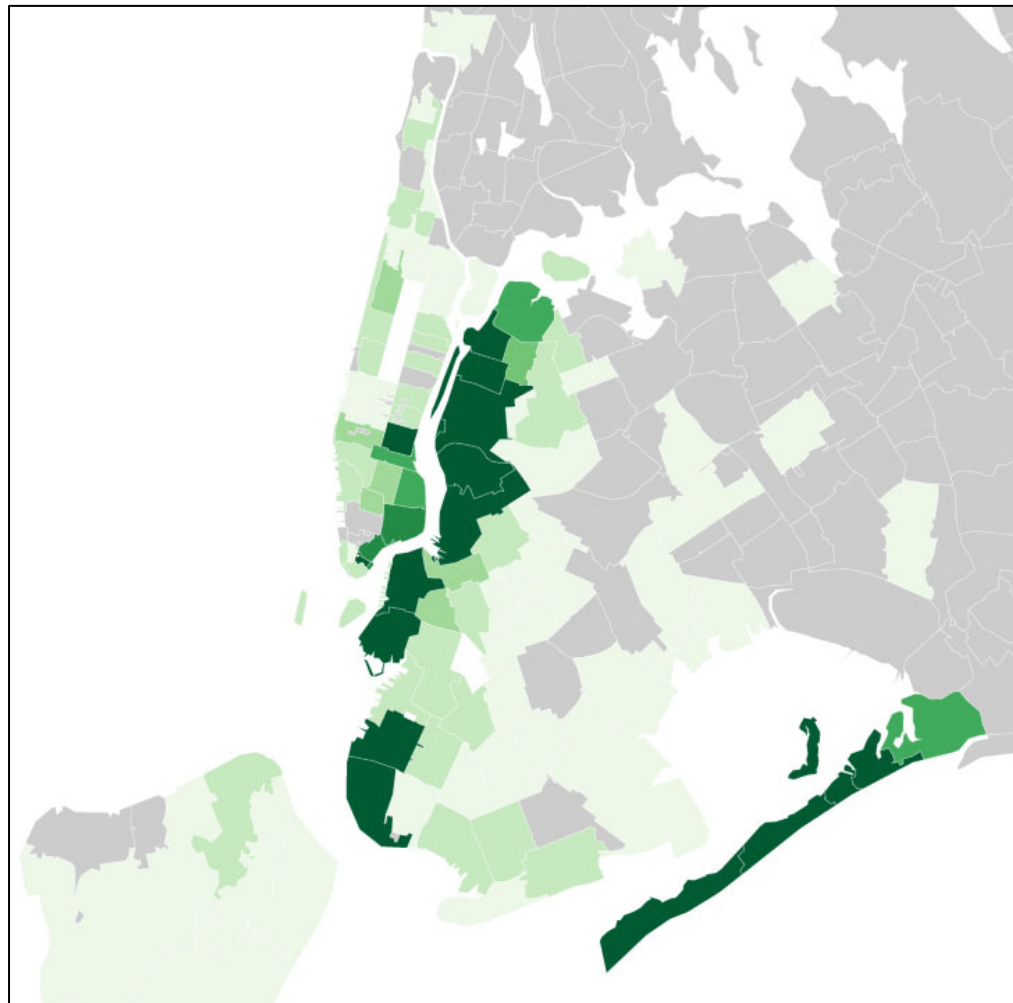
Trip Purpose by route and time period

76% of peak period riders are commuters, an increase of 14% from summer 2017.
 Among all riders, 43% are commuting to work or school, up 10% from summer 2017.

Time Period	East River	Rockaway	South Brooklyn	Astoria	Systemwide
AM & PM Peak					
Work (or School)	 74%	 86%	 65%	 75%	 76%
Non-work	 26%	 14%	 35%	 25%	 24%
Off-peak					
Work (or School)	 54%	 39%	 35%	 56%	 44%
Non-work	 46%	 61%	 65%	 44%	 56%
Weekend					
Work (or School)	 17%	 11%	 11%	 16%	 14%
Non-work	 83%	 89%	 89%	 84%	 86%
Overall					
Work (or School)	 46%	 48%	 34%	 41%	 43%
Non-work	 54%	 52%	 66%	 59%	 57%

Where do our riders live?





























































88% 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 **1,553** respondents with valid ZIP codes entered.

Trip Frequency

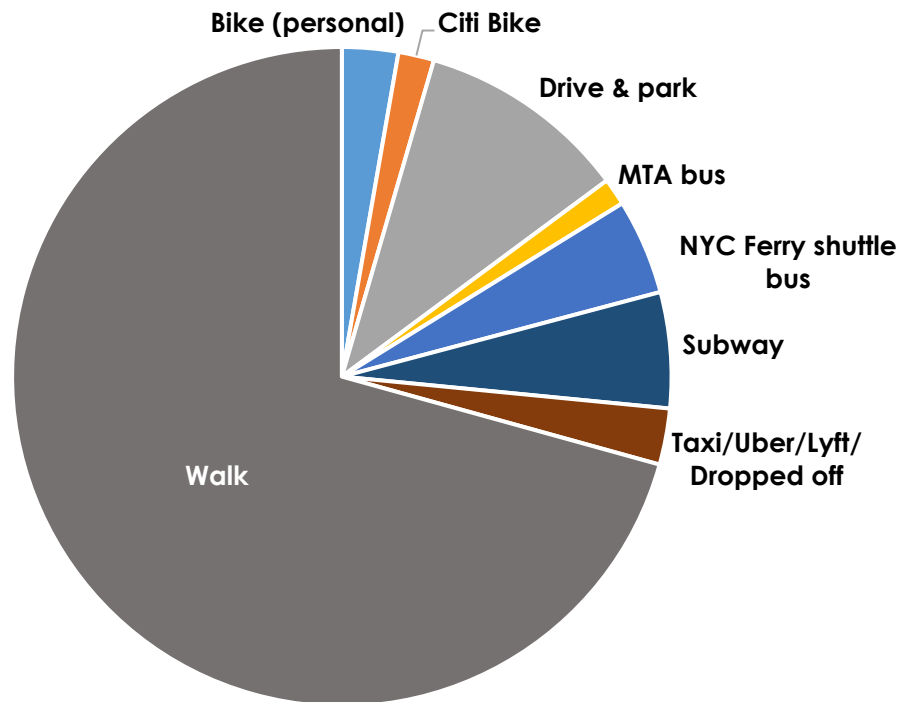
63% of our peak riders are using the ferry on a regular basis, an increase of 10% over summer 2017. Among all riders, 39% ride 4 or more times per week.

Trip Frequency	East River	Rockaway	South Brooklyn	Astoria	Systemwide
Weekday AM & PM Peak					
Frequent (4+ trips per week)	 63%	 71%	 48%	 66%	 63%
Infrequent (2-3 trips per week)	 11%	 15%	 21%	 13%	 14%
First time or seldom	 27%	 14%	 31%	 21%	 23%
Weekday Off-Peak					
Frequent (4+ trips per week)	 44%	 31%	 22%	 41%	 33%
Infrequent (2-3 trips per week)	 22%	 23%	 19%	 14%	 20%
First time or seldom	 34%	 46%	 59%	 45%	 47%
Weekend					
Frequent (4+ trips per week)	 28%	 16%	 16%	 20%	 21%
Infrequent (2-3 trips per week)	 19%	 21%	 10%	 16%	 17%
First time or seldom	 52%	 63%	 74%	 63%	 62%
Overall					
Frequent (4+ trips per week)	 45%	 41%	 28%	 38%	 39%
Infrequent (2-3 trips per week)	 16%	 20%	 16%	 15%	 17%
First time or seldom	 39%	 39%	 57%	 47%	 45%

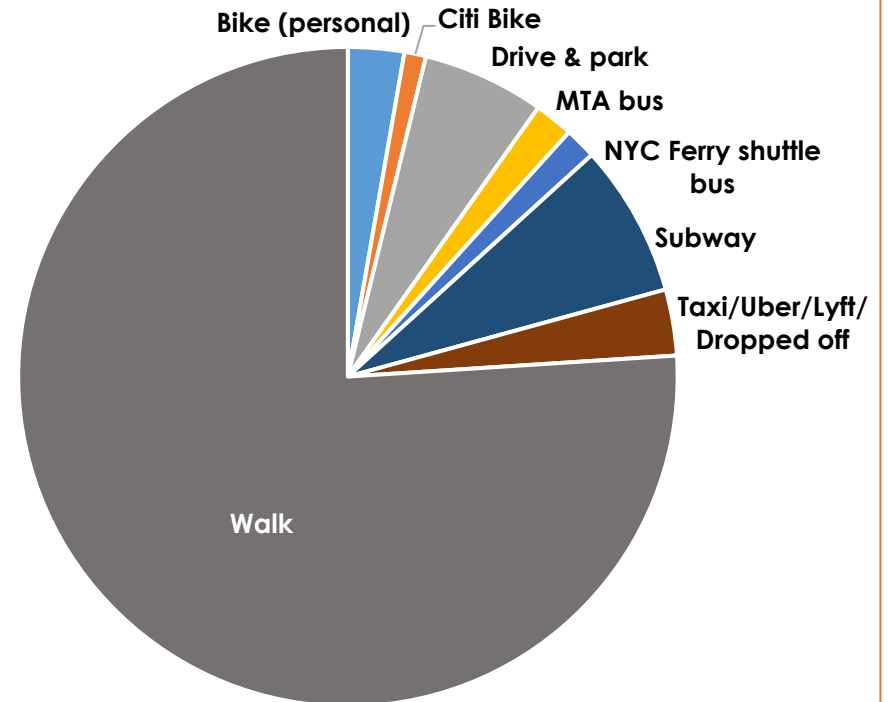
Mode To/From Landings

71% of peak period riders walk to or from ferry and another 5% bike.
Fewer than 10% drive and park at landings.

Weekday Peaks



Weekend



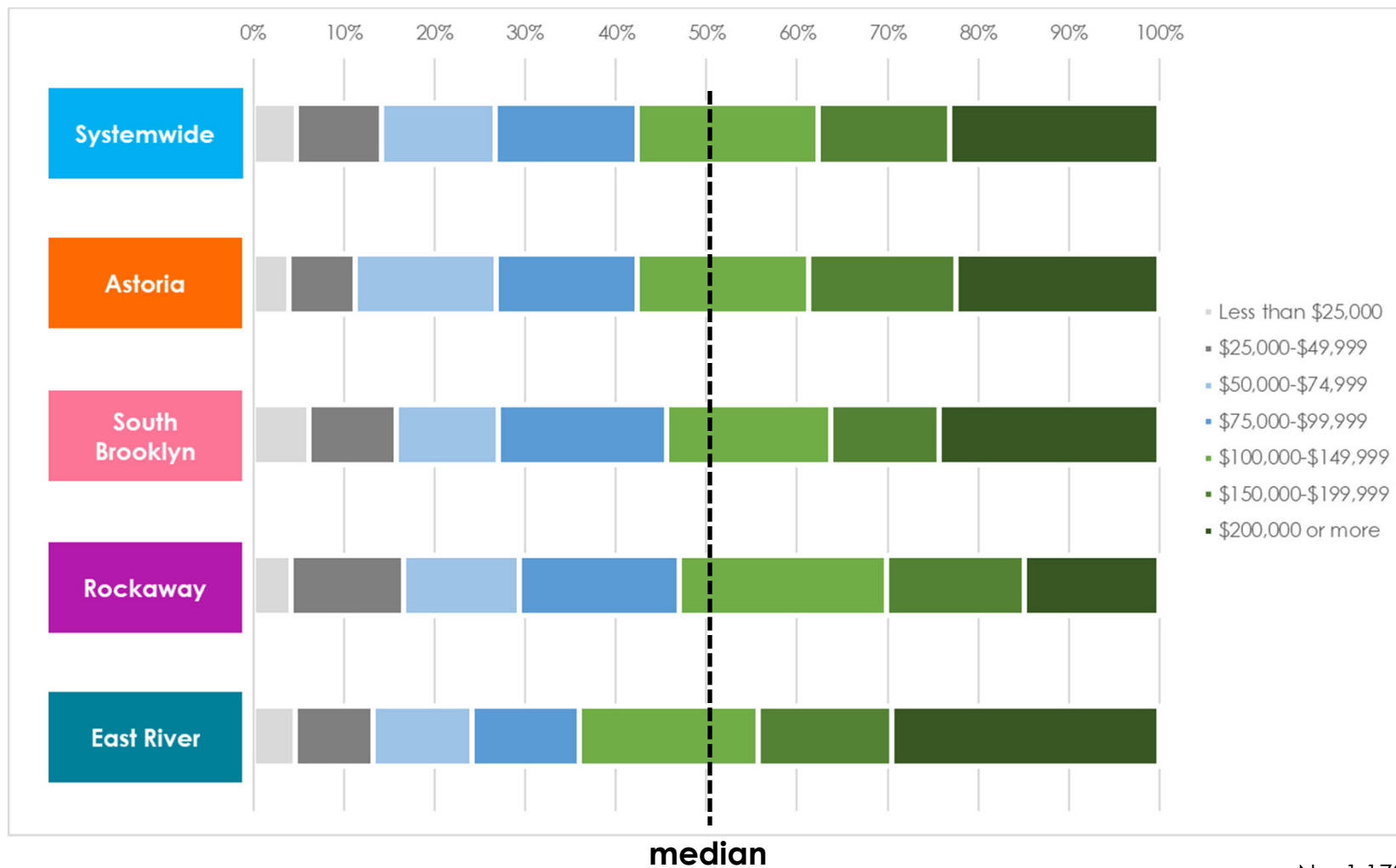
Age

58% of riders are between 25 and 45 years old.

Age	East River	Rockaway	South Brooklyn	Astoria	Systemwide
< 18	1%	4%	3%	2%	3%
18-24	6%	8%	6%	8%	7%
25-35	41%	22%	32%	37%	33%
36-45	31%	18%	25%	26%	25%
46-55	11%	24%	18%	13%	17%
56-65	8%	18%	8%	10%	11%
66+	1%	6%	8%	4%	4%

Income

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



N = 1,172